



Legislation Text

File #: 121026, **Version:** 1

121026

SUBSTITUTE 1

ALD. KOVAC

Substitute resolution relating to the naming of the Media Garden of the Marsupial Bridge beneath the Holton Street Viaduct.

This resolution renames the gathering place at the south terminus of the Marsupial Bridge beneath the Holton Street Viaduct, currently known as the Marsupial Bridge Media Garden, Marsupial MaTIREal Garden. MaTIREal, pronounced "material", is a term coined by Keith Hayes, co-founder of beintween.org, to draw attention to the use of recycled vehicles tires in some of the park's recreational equipment.

Whereas, Beintween.org participated in a neighborhood cleanup project along the abandoned rail corridor between East Townsend Street and Capitol Drive, in Milwaukee's Harambee neighborhood where illegal dumping is common; and

Whereas, This cleanup project collected a significant number of illegally-dumped vehicle tires; and

Whereas, The U.S. Environmental Protection Agency estimates 290 million tires are scraped each year, and the nationwide stockpile of scrap tires in the U.S. at any given time is 265 million; and

Whereas, The scrap tires illegally dumped along this abandoned rail corridor represent part of Milwaukee's share of this nationwide problem of disposing of scrap vehicle tires; and

Whereas, Keith Hayes, co-founder of beintween.org, coined the term "maTIREal", pronounced "material", to describe an innovative lattice-work of discarded vehicle tires beintween.org proposes to use as the key component of a new, ecologically-friendly building material to pave a walking/jogging/cycling trail connecting Capital Drive to the Beerline Trail, and ultimately the Marsupial Bridge and Brady Street; and

Whereas, The term "maTIREal" emphasizes the creative reuse of discarded vehicle "TIRES" as a ecologically-friendly building material, demonstrates Milwaukee's

commitment to the environment and reminds the community that waste, whether it be scrap tires or anything else, is everyone's responsibility, and that there are innovative solutions to even the most intractable waste problems if only the community is committed to finding them; and

Whereas, Renaming Marsupial Bridge Media Garden Marsupial MaTIREal Garden will be a constant reminder of society's shared responsibility for environmental ethics, and the need to recycle and minimize waste no matter what the source; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Marsupial Bridge Media Garden at the south terminus of the Marsupial Bridge beneath the Holton Street Viaduct will henceforth be known as Marsupial MaTIREal Garden; and, be it

Further Resolved, That the Common Council directs the Department of Public Works to make any changes in signing, documentation and City website references deemed necessary to reflect this name change provided the costs of such changes are negligible.

LRB# 144252-2
Aaron Cadle
January 7, 2013