



## Legislation Text

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File #: 140518, Version: 1

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### 140518 SUBSTITUTE 1

#### ALD. MURPHY, KOVAC AND BOHL

A substitute ordinance relating to code provisions implementing the Milwaukee civic partnership initiative.

113-3-2       rn  
113-3-2-b     cr  
244-4-4.5     cr  
244-18-4      rn  
244-18-4-b    cr  
310-21        cr  
320-21-2      rn  
320-21-2-b    cr

This ordinance creates a Milwaukee civic partnership initiative to market city assets for advertising, sponsorship and naming rights to private businesses and nonprofit organizations.

In addition, the ordinance exempts city buildings, facilities and other assets from certain regulations relating to signs, historic preservation, and the naming of public buildings and facilities to implement this initiative, provided that the exemptions are authorized by common council resolution.

The Mayor and Common Council of the City of Milwaukee do ordain as follows:

Part 1. Section 113 3-2 of the code is renumbered 113-3-2-a.

Part 2. Section 113-3-2-b of the code is created to read:

#### **113-3. Naming of Public Buildings, Facilities and Streets.**

##### **2. EXEMPTION.**

b. City buildings, facilities or other assets identified by the Milwaukee civic partnership initiative, established under s. 310-21, shall be exempt from this section, if authorized by common council resolution.

Part 3. Section 244-4-4.5 of the code is created to read:

#### **244-4. Location; Obstruction; Movement; Historic Buildings.**

**4.5.** City buildings, facilities or other assets identified by the Milwaukee civic partnership initiative, established under s. 310-21, shall be exempt from this section, if authorized by common council resolution.

Part 4. Section 244-18-4 of the code is renumbered 244-18-4-a.

Part 5. Section 244-18-4-b of the code is created to read:

**244-18. Temporary Banners and Other Nonrigid Signs.**

**4. EXCEPTION.**

b. City buildings, facilities or other assets identified by the Milwaukee civic partnership initiative, established under s. 310-21, shall be exempt from this section, if authorized by common council resolution.

Part 6. Section 310-21 of the code is created to read:

**310-21. Milwaukee Civic Partnership Initiative.**

**1. CREATION, PURPOSE.** There is created a Milwaukee civic partnership initiative to market city assets for advertising, sponsorship and naming rights to private businesses and nonprofit organizations.

**2. ADMINISTRATION.** The Milwaukee civic partnership initiative shall be administered by the department of administration which shall:

a. Develop and implement policies, rules, procedures, guidelines and regulations for the operation of the initiative.

b. Make recommendations to the common council concerning the development of a marketing strategy for the city's assets.

c. Prepare and submit an annual report to the mayor and common council concerning the administration and activities of the initiative.

Part 7. Section 320-21-2 of the code is renumbered 320-21-a.

Part 8. Section 320-21-2-b of the code is created to read:

**320-21. Historic Preservation.**

b. City buildings, facilities or other assets identified by the Milwaukee civic partnership initiative, established under s. 310-21, shall be exempt from this section, if authorized by common council resolution.

APPROVED AS TO FORM

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Legislative Reference Bureau

Date: \_\_\_\_\_

IT IS OUR OPINION THAT THE ORDINANCE  
IS LEGAL AND ENFORCEABLE

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Office of the City Attorney

Date: \_\_\_\_\_

LRB153364-2

Teodros W. Medhin:lp  
7/24/2014