



## Legislation Text

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SUBSTITUTE 1

### THE CHAIR

Substitute resolution authorizing the Commissioner of Public Works to implement a welcoming and informational signage program for the City of Milwaukee.

This resolution authorizes the Commissioner of Public Works to develop a program that will allow local businesses to sponsor gateway signs to be placed in city boulevard medians. The program would be a partnership between the City and the Spirit of Milwaukee with proceeds from sign sponsors being shared between the two. The Spirit would own the gateway signs, would assume any liability associated with them, and would be responsible for maintenance. The City would allow installation in medians through the normal Special Privilege process. It is anticipated that City proceeds from the program would be used to improve median maintenance

Whereas, The City of Milwaukee has traditionally displayed very low-key signage at entry points to the city, said signage consisting largely of City parking regulations; and

Whereas, It would be desirable to install more attractive signing that could enhance the city's image and provide a more welcoming first impression; and

Whereas, The Department of Public Works maintains approximately 120 miles of boulevard medians within the city limits; and

Whereas, The City's landscaped boulevards have historically been a great aesthetic asset as well as a source of pride for the community; and

Whereas, Budget constraints in recent years have resulted in significantly reduced funding for boulevard maintenance; and

Whereas, It would be of great value to the community if an alternative funding source to help pay for boulevard maintenance could be found; and

Whereas, The Spirit of Milwaukee and the Department of Public Works have developed a preliminary plan for raising funds through the sale of corporate identification opportunities in conjunction with Welcome to Milwaukee gateway signage; and

Whereas, Designs for the new gateway signage have been created and those designs have been publicly unveiled; and

Whereas, The Spirit of Milwaukee will own, maintain, and assume all liability for the new gateway signs; and

Whereas, The City of Milwaukee, upon case-by-case review and approval, will allow placement of the gateway signs in boulevard medians under its control; and

Whereas, The expected three to five year fee for sponsorship of a gateway sign is expected to be between \$45,000 and \$65,000 with the initial proceeds going two-thirds to the Spirit of Milwaukee and one-third to the

City; and

Whereas, Revenue from subsequent sponsorship renewals will be shared on a 50/50 basis between the City and the Spirit of Milwaukee; and

Whereas, An agreement between the Spirit of Milwaukee and the City establishing the formal relationship between the two as outlined above will be prepared; and

Whereas, There are an estimated 40 to 45 potential locations for the anticipated gateway signs; and

Whereas, When individual signs are proposed, their locations will be submitted for review and approval through the normal Special Privilege process; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Commissioner of Public Works is hereby authorized to take the steps necessary to implement the gateway signage program including, but not limited to, preparing a program agreement with the Spirit of Milwaukee, establishing criteria for approving individual gateway signage proposals, and taking steps to market the program; and, be it

Further Resolved, That the Commissioner is authorized to enter into the program agreement with the Spirit of Milwaukee as long as the terms of said agreement are as described in this resolution; and, be it

Further Resolved, That any significant deviation in the terms and conditions of the agreement from those described herein shall require subsequent Common Council action; and, be it

Further Resolved, That City Officials are authorized and directed to take any steps necessary to implement the intent of this resolution including the acceptance of sponsorship funds from corporate participants and the establishment of appropriate accounts therefore.

The Department of Public Works

JJM:THM:ph

05/16/2006

DOC: GATEWAY SIGNAGE RES.rft

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