



Legislation Text

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020959

SUBSTITUTE 1

76-1872-a

ALD. DONOVAN, BREIER and PAWLINSKI

Substitute resolution authorizing enhanced transit shelters at various locations in the City of Milwaukee.

In 1977, the City of Milwaukee and Milwaukee County entered into an agreement relating to the erection and maintenance of bus passenger shelters in the City. This agreement included a condition prohibiting any advertising on shelters, for the City's part adopted June 14, 1977, in Common Council File Number 76-1872-a. On June 20, 1996, the County Board adopted a resolution repealing the ban on shelter ads but continuing to prohibit ads for tobacco and alcohol products. On October 9, 1998, the Common Council adopted Common Council File Number 980393, amending the City's ban on shelter ads as part of a 2-year cooperative pilot program to construct between 25 and 50 "enhanced" transit shelters at various locations throughout the City. This pilot program has since ended. This resolution again amends Common Council File Number 76-1872-a to permit a permanent enhanced transit shelter program, subject to the following conditions:

1. Advertising of tobacco and alcohol products on bus shelters in the City shall continue to be prohibited.
2. Advertising on bus shelters in the City shall be limited to not more than one 2-sided illuminated advertising panel per shelter.
3. Ten percent of the total number of shelters that are installed under this program, or their equivalent, shall include public art subject to the review of the Milwaukee Arts Board or free advertising space provided as a public service.
4. Bus shelters with advertising shall be maintained in a clean and graffiti-free condition by Milwaukee County or the enhanced shelter contractor, at no cost to the City.
5. The enhanced shelters shall be placed at locations determined by the Milwaukee County Transit System in consultation with those directly affected by the location of the shelters.
6. The City shall allow the enhanced shelter contractor (Clear Channel Outdoor) to connect advertising bus shelters to the City's street light circuitry wherever multiple or outlet circuitry is available and whenever, in the sole judgment of the Commissioner of Public Works, the connection can be made without compromising the effectiveness and reliability of the City's street light system .
7. Milwaukee County or its enhanced shelter contractor shall pay a one-time fee of \$100 per bus shelter in the City authorized under this resolution in order to reimburse the City for administrative and inspection services relating to this project.

Whereas, Common Council File Number 76-1872-a, adopted June 14, 1977, being a resolution authorizing the Commissioner of Public Works to grant permits to Milwaukee County for the erection and maintenance of bus passenger shelters in the public way at various locations within the City of Milwaukee, in accordance with certain procedures and conditions, included the following "Resolved Clause":

"5. That the County and its personal representatives will not construct any structure other than the bus passenger shelters on the site of the shelters, and no advertising will be placed or allowed to be placed on said shelters, except information relating to the bus transit system."

; and

Whereas, Common Council File Number 980393, adopted October 9, 1998, amended the City's ban on shelter ads as part of a 2-year cooperative pilot program to construct between 25 and 50 "enhanced" transit shelters at various locations throughout the City, subject to certain conditions; and

Whereas, Common Council File Number 011366, adopted February 12, 2002, expanded this pilot program to include 53 enhanced shelters; and

Whereas, This pilot program has been determined to be a success; and

Whereas, Both Milwaukee County and the City of Milwaukee desire to expand the enhanced transit shelter program, allowing it to reach more parts of the community, and to establish it on a permanent basis; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that provisions relating to the approval of locations of bus shelters within the public right of way, the payment of certain charges, and the prohibition of all bus shelter advertising as set forth in items #1, 3 and 5 of the "Resolved" clause of Common Council File Number 76-1872-a, adopted June 14, 1977, as amended by Common Council Files Number 980393, adopted October 9, 1998, and File Number 011366, adopted February 12, 2002, are amended to permit advertising on certain bus shelters subject to the following conditions:

1. Advertising of tobacco and alcohol products on bus shelters in the City shall continue to be prohibited.
2. Advertising on bus shelters in the City shall be limited to not more than one 2-sided illuminated advertising panel per shelter.
3. Ten percent of the total number of shelters that are installed under this program, or their equivalent, shall include public art subject to the review of the Milwaukee Arts Board or free advertising space provided as a public service.
4. Bus shelters with advertising shall be maintained in a clean and graffiti-free condition by Milwaukee County or the enhanced shelter contractor, at no cost to the City.
5. The enhanced shelters shall be placed at locations determined by the Milwaukee County Transit System in consultation with those directly affected by the location of the shelters.
6. The City shall allow the enhanced shelter contractor (Clear Channel Outdoor) to connect advertising bus shelters to the City's street light circuitry wherever multiple or outlet circuitry is available and whenever, in the sole judgment of the Commissioner of Public Works, the connection can be made without compromising the effectiveness and reliability of the City's street light system .
7. Milwaukee County or its enhanced shelter contractor shall pay a one-time fee of \$100 per bus

shelter in the City authorized under this resolution in order to reimburse the City for administrative and inspection services relating to this project

; and, be it

Further Resolved, That the City Attorney, the Commissioner of Public Works and the appropriate City officials are requested to assist in the review and implementation of the changes as provided in this resolution amending the City's bus shelter agreement with Milwaukee County; and, be it

Further Resolved, That the Commissioner of Public Works is requested to expedite any plan review and issuance of permits necessary related to placement of the enhanced transit shelters.

LRB02442-2

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