



Legislation Text

File #: 010240, **Version:** 1

010240
SUBSTITUTE 1

ALD. NARDELLI AND PRATT

A substitute ordinance relating to advertising on public property or facilities.

244-17.5 cr

This ordinance creates a boulevard gateway signage program under which the city will accept proposals from private companies to create greeting signs to be placed on the median strips of "gateway" boulevards and other portions of the public right-of-way. Signs created under this program shall conform to the relevant sections of the zoning code and their location, appearance, content and placement shall be approved by the common council by resolution.

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

Part 1. Section 244-17.5 of the code is created to read:

244-17.5. Boulevard gateway signage program.

1. ESTABLISHED. There is created a boulevard gateway signage program for the purpose of encouraging the design and construction of attractive greeting signs to be placed in the median strips of certain boulevards and other portions of the public right-of-way.

2. PROCEDURE. The department of public works - forestry division shall, when necessary, make a request for proposals from companies involved in the design and construction of appropriate signs. These proposals shall be reviewed for appearance and content of the signs as well as placement of the signs within the public right-of-way and a recommendation made to the common council. All signs shall conform to the requirements of the appropriate sections of ch. 295. Approval of any proposal made pursuant to this section shall be by resolution of the common council.

APPROVED AS TO FORM

Legislative Reference Bureau

Date: _____

IT IS OUR OPINION THAT THE ORDINANCE
IS LEGAL AND ENFORCEABLE

Office of the City Attorney

Date: _____

LRB01248-1

jro

06/08/01