



Allegheny County Council

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Legislation Details (With Text)

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Title: A Resolution of the County of Allegheny, Commonwealth of Pennsylvania, encouraging the investigation of opportunities and formulation of policies governing the closure of the Roberto Clemente Bridge to be used as a venue for various events, to facilitate advertising for such events and to investigate improvements to the infrastructure which would enhance the Roberto Clemente Bridge and other County-owned bridges to attract events and create sponsor revenue.

Sponsors: Ed Kress, John DeFazio, Tom Baker

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Date	Ver.	Action By	Action	Result
3/18/2014	1	County Council	Referred by Chair	

A Resolution of the County of Allegheny, Commonwealth of Pennsylvania, encouraging the investigation of opportunities and formulation of policies governing the closure of the Roberto Clemente Bridge to be used as a venue for various events, to facilitate advertising for such events and to investigate improvements to the infrastructure which would enhance the Roberto Clemente Bridge and other County-owned bridges to attract events and create sponsor revenue.

WHEREAS, some of the greatest and most recognizable assets of Allegheny County and this region are the many bridges that span the rivers and smaller waterways of the area; and

WHEREAS, these bridges are nationally recognizable emblems of the City of Pittsburgh and Allegheny County and, in the case of the Roberto Clemente Bridge, have become inextricably intertwined with the Pittsburgh Pirates and PNC Park; and

WHEREAS, the Roberto Clemente Bridge is closed to motor vehicle traffic when the Pirates play home games in order to allow for pedestrian traffic, vendors' sales activities, and other activities and events; and

WHEREAS, the Clemente Bridge is owned by the County and, as a result, the County should carefully consider and establish policies for activities that may be undertaken on the bridge when it is closed to motor vehicle traffic; and

WHEREAS, Italian bridges such as the Rialto Bridge in Venice and the Ponte Vecchio in Florence serve as an example of public assets serving a dual purpose of transportation and marketplace for the benefit of the public; and

WHEREAS, Council also recognizes that an opportunity exists to replicate those marketplaces in creating a new revenue stream through permitting the activities of vendors on the Roberto Clemente Bridge

limited to times of closure for pedestrian use; and

WHEREAS, the permitting of activities on the Roberto Clemente Bridge would further provide for an opportunity to generate revenue through the advertising of such events on the bridge; and

WHEREAS, Council also recognizes that a tremendous opportunity exists in utilizing the scenic setting and unique character of the Roberto Clemente Bridge as both a structure for transportation over the Allegheny River and as a unique venue for fairs, festivals concerts, and other activities that will create both revenue and attract tourism to the County; and

WHEREAS, the Roberto Clemente Bridge has been utilized as an event venue yet does not have the infrastructure to provide for electrical outlets and other amenities which could add value to these structures as areas appropriate and desired for sizable events to generate revenue; and

WHEREAS, it is the opinion of Council that the County should explore not only the opportunities that exist on the Roberto Clemente bridge, but any other similar opportunities on other bridges in the County with special consideration to the Rachel Carson and Andy Warhol bridges, which sit parallel to the Roberto Clemente bridge along the Allegheny River;

The Council of the County of Allegheny hereby enacts as follows:

SECTION 1.

The Chief Executive working in conjunction with this Council, and such other entities within the County Administration as the Chief Executive sees fit are encouraged to investigate the opportunities available in soliciting third parties to act as vendors on the Roberto Clemente bridge or any other potential bridge in the County in order to derive revenue for the County. Further, the Chief Executive working in conjunction with this Council, and such other entities within the County Administration as the Chief Executive sees fit are encouraged to start formulate policies and procedures to be followed with regard to describing activities that may be undertaken on the Roberto Clemente Bridge or any other potential bridge in the County when it is closed to motor vehicle traffic, as well as permitting those activities. Such policies and procedures could include the following areas: selection criteria for permissible activities and individuals or groups that will be granted permits to undertake those activities, selection criteria for permissible purposes for which the bridge may be closed to vehicle traffic and individuals or groups that will be granted permits for such closures, enforcement, public safety, application requirements for permits, acceptable time frames for closing the bridge to vehicle traffic, a licensing fee schedule for any issuance of vending licenses, and acceptable subjects and advertising materials to be allowable under the terms of such a permit.

SECTION 2.

The Chief Executive in cooperation with County Council or such representative(s) jointly chosen are hereby encouraged to investigate, and pursue any opportunities that seem reasonable and prudent. And the Chief Executive is encouraged to seek request for proposals with third parties in allowing the Roberto Clemente Bridge to be used as a unique venue and an advertising space for concerts, fairs, festivals, farmers' markets, and such other public events in order to derive revenue and potential tourism to the County.

SECTION 3. Severability.

If any provision of this Resolution shall be determined to be unlawful, invalid, void or unenforceable, then that provision shall be considered severable from the remaining provisions of this Resolution which shall be in full force and effect.

SECTION 4. Repealer.

Any Resolution or Ordinance or part thereof conflicting with the provisions of this Resolution is hereby repealed so far as the same affects this Resolution.

SPONSORED BY COUNCIL MEMBERS KRESS

CO-SPONSORS: COUNCIL PRESIDENT DEFAZIO, COUNCIL MEMBER BAKER