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From the Executive Director of Parks requesting authorization to amend Chapter 47 of the Milwaukee County Code of General Ordinances to establish a policy and process to guide the re-naming of Milwaukee County Parks, by recommending adoption of the following:

A RESOLUTION

WHEREAS, the Milwaukee County (the County) parks system is comprised of 157 parks and parkways, and many other named facilities; and

WHEREAS, the origin of the name of each facility is varied, and specific to the history of each site; and

WHEREAS, many park names have been in place for over a century, and many were added as the parks system grew throughout the 20th century; and

WHEREAS, the County demonstrates its values through the naming of public parks by who and what is chosen to be recognized with such a distinction; and

WHEREAS, the County has on occasion seen the value in re-naming a park, which has occurred on an ad hoc basis; and

WHEREAS, currently no process exists to guide the process of re-naming parks or park facilities; and

WHEREAS, an established process for park re-naming would provide structure to park re-naming, and some certainty to requests for the same; and

WHEREAS, the Committee on Parks, Energy, and Environment, at its meeting of October 26, 2021, recommended adoption of File No. 21-922 (vote 4-0); now, therefore,

BE IT RESOLVED, the Milwaukee County Board of Supervisors (County Board) hereby establishes a policy that will guide the process of park re-naming; and

BE IT FURTHER RESOLVED, the County Board hereby amends Section 47 of the Milwaukee County Code of General Ordinances, by adoption of the following:

AN ORDINANCE

The County Board of Supervisors of the County of Milwaukee does ordain as follows:

SECTION 1. Section 47 of the Milwaukee County Code of General Ordinances is hereby amended as follows; by creating new Section 47.37;

48 **47.37. - Park Re-Naming.**

49 **(1) Overview.**

50 **Milwaukee County Parks, parkways, and park facilities (collectively a**
51 **“Park” or “Parks”) are public assets that foster dynamic connections**
52 **within our community and their names contribute to the culture and**
53 **identity of our community. The name of a Park reflects the unique location,**
54 **geography, or community of where the Park is located or recognizes the**
55 **exceptional contributions of individuals or organizations to the local**
56 **community, Milwaukee County, the State of Wisconsin, the United States of**
57 **America or Native lands. This Policy establishes the criteria and process**
58 **to rename an existing Milwaukee County Park, parkway, or park facility.**
59 **This Policy applies to the re-naming of a County park property after an**
60 **individual or organization. This Policy does not apply to names of County**
61 **properties in return for financial or in-kind contributions, memorials or**
62 **commemorative events, or sponsorships.**

63

64 **(2) Renaming a Milwaukee County Park, parkway, or park facility.**

65 **(a) All proposals for renaming a Park must be made using the**
66 **Milwaukee County Park Re-Naming Application made available through**
67 **the Department of Parks, Recreation, and Culture. At minimum the**
68 **application must include:**

69 **(i) The existing and proposed new name of the Park, parkway or park**
70 **facility;**

71 **(ii) Rationale for changing the name and significance of the**
72 **proposed new name including any significant contributions of the**
73 **individual or organization associated with the new name to the**
74 **community, Milwaukee County, State or Wisconsin, United States of**
75 **America, or Native lands;**

76 **(iii) Documented support from the local community, including but**
77 **not limited to petitions and support letters;**

78 **(iv) A map or illustration, including the address of the Park property;**
79 **and**

80 **(v) Proposals to rename a Park property that has significance to**
81 **Native American communities will follow the tribal consultation**
82 **process outlined in Section 106 of the National Historic Preservation**
83 **Act.**

84 **(b) The Director of Parks, Recreation, and Culture will consult with the**
85 **Chair of the Parks, Energy, and Environment Committee and the local**
86 **County Supervisor where the Park is located and may conduct**
87 **additional public engagement to determine public support for the**
88 **proposed renaming if required.**

89 **(c) The Director of Parks, Recreation, and Culture shall make**
90 **recommendations to the County Board of Supervisors concerning the**
91 **renaming of Parks.**

- 92 (d) The Director of Parks, Recreation, and Culture will seek comment
93 from the Milwaukee County Historical Society concerning historical
94 context and significance of an existing and proposed new name for a
95 Park.
96 (e) Milwaukee County will consider proposals to rename a Park
97 property but is under no obligation to accept a proposed name.
98 (f) The duration of the property name is at the sole discretion of
99 Milwaukee County and may be revoked or the property may be renamed
100 at any time.

101

102 **(3) Criteria to Name or Rename a County Property.**

103 (a) Names of Parks will align with the geographic, historical, cultural, or
104 social significance of the location of the Park, and may recognize
105 significant contributions made by individuals or organizations to the
106 local community, Milwaukee County, the State of Wisconsin, the United
107 States of America or Native lands.

108 (b) Park properties that have been named or renamed in the previous
109 ten years will not be renamed.

110 (c) Names of Park properties shall not:

111 (i) Result in, or be perceived to confer, any competitive advantage,
112 benefit or preferential treatment or advertisement to the named party,
113 or a development, product, service or a particular business;

114 (ii) Be or be perceived to be discriminatory or derogatory of race,
115 religion, ethnicity, gender identity or expression, sex, sexual
116 orientation, political affiliation, disability or other social factors;

117 (iii) Result in confusion related to the purpose or primary usage of
118 the Park;

119 (iv) Result in inappropriate abbreviations or acronyms;

120 (v) Duplicate another named Park property;

121 (vi) Unduly detract from the character, integrity of the community or
122 aesthetic quality of the Park or unreasonable interference with its
123 enjoyment or use;

124 (vii) Place Milwaukee County in conflict with any agreements
125 established in the acquisition or management of the property. The
126 Department of Parks, Recreation, and Culture shall identify any
127 potential conflicts; and

128 (viii) Make a direct or indirect reference to recent events or recently
129 deceased individuals. Names of recent events or recently deceased
130 individual may be considered after three years.

131 (d) Naming or renaming a Park, on behalf of an individual or
132 organization requires the written consent of the named party or the
133 named party's representative.

134 (i) In circumstances where consent has not been received, despite

135 reasonable efforts, Milwaukee County, in absence of any refusal to
136 provide consent or legal concerns, may approve the name if the
137 applicant is able to demonstrate good faith efforts to obtain consent
138 to the satisfaction of Milwaukee County.
139 (e) The design, content, and the physical location of the signage for
140 Park properties must be approved by the Director of Parks, Recreation,
141 and Culture.

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143 **SECTION 2.** The provisions of this Ordinance shall become effective upon passage and
144 publication.

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149 s:\committees\2021\oct\pe&e\resolutions\21-922 policy for renaming parks.docx