

MILWAUKEE COUNTY BOARD OF SUPERVISORS

DATE: December 7, 2021

AMENDMENT NO. 1 to Item #9

Resolution File No.

Ordinance File No. 21-922

COMMITTEE: Parks, Energy, and Environment

OFFERED BY SUPERVISOR(S): Clancy and Coggs-Jones

ADD AND/OR DELETE AS FOLLOWS:

Amend the ordinance as indicated by double underline or ~~double strikethrough~~ as follows:

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;

47.37. – Park Re-Naming

(1) Overview.

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

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

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

- (i) The existing and proposed new name of the Park, parkway, or park facility;
- (ii) Rationale for changing the name and significance of the proposed new name including any significant contributions of the individual or organization associated with the new name to the community, Milwaukee County, State of Wisconsin, United States of America, or Native lands;
- (iii) Documented support from the local community, including but not limited to petitions and/or support letters;
- (iv) A map or illustration, including the address of the Park property; and
- (v) Proposals to rename a Park property that has significance to Native American communities will follow the tribal consultation process outlined in Section 106 of the National Historic Preservation Act.

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

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

(d) The Director of Parks, Recreation, and Culture will seek comment from the Milwaukee County Historical Society concerning historical context and significance of an existing and proposed new name for a Park.

(e) Milwaukee County will consider proposals to rename a Park property but is under no obligation to accept a proposed name.

(f) The duration of the property name is at the sole discretion of Milwaukee County and may be revoked or the property may be renamed at any time **for any reason.**

(g) Nothing in this subsection shall be construed to bind County Board Supervisors nor the County Executive to the process described in this subsection to rename Parks, parkways, or park facilities.

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

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

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

(c) Names of Park properties shall not:

- (i) Result in, or be perceived to confer, any competitive advantage, benefit, or preferential treatment, or advertisement to the named party, or a development, product, service, or a particular business;
 - (ii) Be or perceived to be discriminatory or derogatory of race, religion, ethnicity, gender identity or expression, sex, sexual orientation, political affiliation, disability, or other social factors;
 - (iii) Result in confusion related to the purpose or primary usage of the Park;
 - (iv) Result in inappropriate abbreviations or acronyms;
 - (v) Duplicate another named Park property;
 - (vi) Unduly detract from the character, integrity of the community, or aesthetic quality of the Park or unreasonable interference with its enjoyment or use;
 - (vii) Place Milwaukee County in conflict with any agreements established in the acquisition or management of the property. The Department of Parks, Recreation, and Culture shall identify any potential conflicts; and
 - (viii) Make a direct or indirect reference to recent events or recently deceased individuals. Names of recent events or a recently deceased individual(s) may be considered after three years.
- (d) Naming or renaming a Park, on behalf of an individual or organization requires the written consent of the named party or the named party's representative.
- (i) In circumstances where consent has not been **or cannot be** received, despite reasonable efforts, Milwaukee County, in absence of any refusal to provide consent or legal concerns, may approve the name if the applicant is able to demonstrate good faith efforts to obtain consent to the satisfaction of Milwaukee county.
- (e) The design, content, and the physical location of the signage for Park properties must be approved by the Director of Parks, Recreation, and Culture.

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