



APPLICATION FOR RENAMING OF CITY PROPERTY

2nd Floor, City Hall
200 East Wells Street
Milwaukee, WI 53202

For Office Use Only:

Case number: Recommendation: _____

1. Applicant information:

Applicant's Name: David Misky _____

Organization or Company: Redevelopment Authority of the City of Milwaukee _____

Street Address: 809 N. Broadway, 2nd Floor _____ City/State: Wisconsin _____ Zip: 53202 _____

Telephone: 414-286-8682 _____ Fax: 414-286-0395 _____ Email: dmisky@milwaukee.gov _____

2. Official Name Request

Name requested: Three Bridges Park _____

Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
Along the south bank of the Menomonee River between Selig Drive on the west to S. 26th Street on the east (fka Airline Yards). Please see attached map.

3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances
- A *typed statement* containing no fewer than 500 words describing the significance of the person, place, or event being honored. The statement should indicate why a particular section of city property has been requested for the name change.

4. Citizen Advisory Committee on the Naming of Public Buildings, Facilities and Streets

- Upon submission of this application, please allow four to six weeks for City staff to review your request with the Citizen Advisory Committee on the Naming of Public Buildings, Facilities and Streets. Upon completion of the City's staff review, this request will be scheduled before the Citizen Advisory Committee on the Naming of Public Buildings, Facilities and Streets. The committee will then make its recommendation to the Public Works Committee (PW). A deposit to cover the City's cost to install and/or fabricate any changed signs must be made before this request can be scheduled before the PW Committee. The PW Committee will make their recommendation to the Common Council. The applicant will be notified of the Common Council's action.

5. SIGNATURE OF APPLICANT:

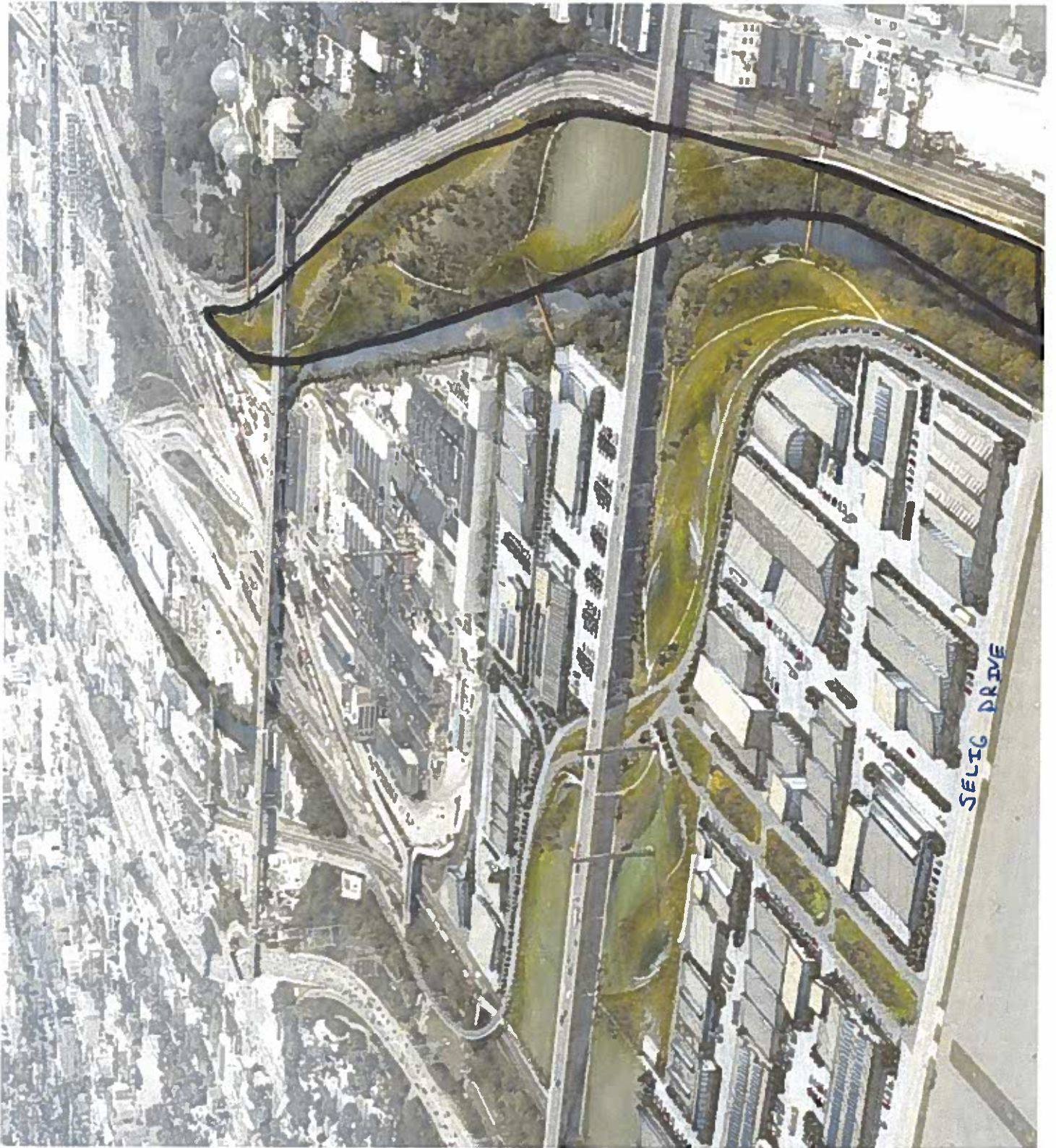
My application consists of the following items necessary to complete the application. Please check:

- Completed Application Form, Plus One Copy, plus a \$100 fee (check made payable to "City Treasurer").
- Autobiography or statement regarding the person, place, or event being honored.

Signature David P Misky Date 05/08/13

Printed Name David P Misky

cc: Local Alderman



Just east of Miller Park, beneath the 35th and 27th Street Viaducts, a former railroad yard is being transformed into a 24-acre park, which will open to the public on Saturday, July 20. The effort is part of a partnership among the State of Wisconsin, City of Milwaukee, Menomonee Valley Partners, and the Urban Ecology Center.

The park, historically called Airline Yards when it was part of the Milwaukee Road Shops, had not been given a name. In order to increase public ownership of this new public park, the partners asked the community to submit name suggestions for Milwaukee's newest park. We received 777 submissions which were then vetted by a selection committee comprised of project stakeholders, representatives of nearby neighborhoods, and community leaders.

We spent the last six weeks developing criteria for selecting a name and winnowing down the list to select a single name to present to the Citizen Advisory Committee on the Naming of Public Buildings, Facilities, and Streets, the Redevelopment Authority of the City of Milwaukee (RACM) Board, the Common Council, and the Natural Resources Board for approval.

The criteria we developed that guided the decision making are:

The name should:

Be creative

Be fresh

Be way finding

Educate

Give a feeling that we all own this

Hint at higher values

Hint at the future

Hint at what you might encounter

Link between the past and the future

Not offend

Reference history

Reference where it is / place

Remind people to "walk easy" on the land

Stand the test of time

Tell a story

Welcome everyone

Work for saying "Mom, I'm going to..."

These criteria helped us pare the list until we arrived at one name, "Three Bridges Park." We believe the name, in its literal sense, will help be way finding, helping people find the three entrance points into this island of land in the heart of the city. On a deeper level, the name captures more of the spirit of the project, bridging Valley neighborhoods, bridging the past and the future, connecting Milwaukee to a site that has been transformed from an eyesore to a community destination.

The process itself was a testament to the excitement the Valley story holds for Milwaukeeans. Submissions often came with lengthy, well-researched or thoughtful explanations, reflections on Milwaukee's history, original Native American inhabitants, industrial legacy, and the transformation of the Valley that, for many, feels indicative of the spirit of Milwaukee.

The committee gave very serious and thoughtful review of all 777 submissions. While several names or concepts rose to the top initially, we struggled with the complexity of the history and revitalization of this land, torn between honoring its past and ushering in its future. We decided on a name that is not set in time, knowing that there are many other ways to educate people about diverse aspects of the land and the revitalization effort through the programming that will take place here as well as future signage to be installed.

We believe that by selecting "Three Bridges Park" as the name for this site, we have selected a name that fits with the land and embraces the spirit of its redevelopment.

Members of the park name selection committee:

Jeremy Belot, Layton Boulevard West Neighbors

Laura Bray, Menomonee Valley Partners

Mike Brady, Story Hill Neighborhood Association

Melissa Cook, Department of Natural Resources

Kymme Goodrich, Forest County Potawatomi

Bob Green, Merrill Park Neighborhood Association

John Gurda, Milwaukee historian

Glenna Holstein, Urban Ecology Center

Ken Leinbach, Urban Ecology Center

Cherise Meyer, Journey House

Dave Misky, RACM

Mercedes Vega, Forest County Potawatomi

Corey Zetts, Menomonee Valley Partners