

May 17, 2013

Public Works Committee
220 E. Wells Street
Milwaukee, WI 53202

RE: Selection of a name for the new park opening in the Menomonee Valley

Dear Aldermen,

As you know, 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 are excited to report to you that we received 777 submissions. Many submissions included thoughtful comments about what the transformation of this land means, what this park symbolizes, and what we hope it will become for our community.

The selection committee, comprised of project stakeholders, representatives of nearby neighborhoods, and community leaders, carefully considered all the submissions.

The criteria we developed that guided our decision making were:

The name should:

- | | |
|--------------------------------------|--|
| Be creative | Not offend |
| Be fresh | Reference history |
| Be way finding | Reference where it is / place |
| Educate | Remind people to "walk easy" on the land |
| Give a feeling that we all own this | Stand the test of time |
| Hint at higher values | Tell a story |
| Hint at the future | Welcome everyone |
| Hint at what you might encounter | Work for saying "Mom, I'm going to..." |
| Link between the past and the future | |

These criteria helped us select a name to present to the RACM Board, Common Council, and Natural Resources Board for approval: Three Bridges Park.

We believe the name, in its literal sense, will be way finding, directing people to the new iconic structures created as the three entrance points to this island of land in the heart of the city. On a deeper level, the name captures the spirit of the effort to transform this area of the city into a place that connects people to jobs, nature and each other.

This park offers a place for people to come together in what was once widely thought of as the dividing line in our community. The significance of the name goes as far back as the native tribes and spans Father Groppi's march across the Valley and Hank Aaron's accomplishments playing baseball

in the Valley's west end. The Menomonee Valley has a rich narrative of bridging the past to the future, bridging north to south, and bridging early manufacturing to Nextgen production. Three Bridges Park itself will bridge nature and neighborhoods, allowing neighbors to cross over the industrial corridor and access a place of respite in the heart of the city. The park's programming will also help bridge the past and the future, educating about the rich history of this land and connecting people through ongoing volunteer activities

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. We respectfully ask your approval in helping us to honor the public process that led to the selection of this name.

Sincerely,

Members of the park name selection committee

Jeremy Belot, Layton Boulevard West Neighbors	Glenna Holstein, Urban Ecology Center
Laura Bray, Menomonee Valley Partners	Ken Leinbach, Urban Ecology Center
Mike Brady, Story Hill Neighborhood Association	Cherise Meyer, Journey House
Melissa Cook, Department of Natural Resources	Dave Misky, RACM
Kymme Goodrich, Forest County Potawatomi	Mercedes Vega, Forest County Potawatomi
Bob Greene, Merrill Park Neighborhood Association	Corey Zetts, Menomonee Valley Partners
John Gurda, Milwaukee historian	