



Legislation Details (With Text)

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**Effective date:**

**Title:** A substitute ordinance renaming Old World Third Street, from West McKinley Avenue to West Wisconsin Avenue, North Dr. Martin Luther King Jr. Drive.

**Sponsors:** ALD. COGGS, ALD. BAUMAN, ALD. STAMPER, ALD. RAINEY, ALD. LEWIS, ALD. DODD, ALD. KOVAC, ALD. ZAMARRIPA, ALD. BORKOWSKI, ALD. SPIKER, ALD. JOHNSON, ALD. PEREZ, ALD. DIMITRIJEVIC, ALD. HAMILTON, ALD. MURPHY

**Indexes:** STREET NAMES

**Attachments:** 1. Support email, 2. MKE-MLK drive-Renaming-210125, 3. MLK Letter support, 4. Dr. MLK Drive Support\_Ltr, 5. Clint MLK Letter-1, 6. Vicki Martin Support, 7. King Drive Support Letter, 8. Street Renaming\_OAAA\_012721, 9. MLK dr letter of support, 10. OWTS Name Change - Public Workd Committee 1-27-21, 11. 176527 Street name MLK Drive Simple Amendment.pdf, 12. ERC MLK, 13. Notice published 2/26/21

Date	Ver.	Action By	Action	Result	Tally
1/19/2021	0	COMMON COUNCIL	ASSIGNED TO		
1/27/2021	1	PUBLIC WORKS COMMITTEE	SUBSTITUTED	Pass	5:0
1/27/2021	2	PUBLIC WORKS COMMITTEE	RECOMMENDED FOR PASSAGE	Pass	5:0
2/9/2021	2	COMMON COUNCIL	PASSED	Pass	15:0
2/18/2021	2	MAYOR	SIGNED		
2/26/2021	2	CITY CLERK	PUBLISHED		

201318  
SUBSTITUTE 2

ALD. COGGS, BAUMAN, STAMPER, RAINEY, LEWIS, DODD, KOVAC, ZAMARRIPA, BORKOWSKI, SPIKER, JOHNSON, PEREZ, DIMITRIJEVIC, HAMILTON AND MURPHY

A substitute ordinance renaming Old World Third Street, from West McKinley Avenue to West Wisconsin Avenue, North Dr. Martin Luther King Jr. Drive.

This ordinance renames Old World Third Street, from West McKinley Avenue to West Wisconsin Avenue, North Dr. Martin Luther King Jr. Drive

Whereas, In 1984, when the Common Council sought to rename North 3rd Street to North Dr. Martin Luther King Jr. Drive, many citizens including a group called Young Milwaukeeans supported the change with a petition of 17,000 signatures; and

Whereas, A group of downtown business owners from West State Street to West Juneau Avenue opposed the change, claiming that renaming the street in recognition of Dr. Martin Luther King Jr. could harm the street’s status as a tourist attraction; and

Whereas, After a prolonged political battle, the Common Council voted to change North 3rd Street north of West McKinley Avenue to North Martin Luther King Jr. Drive, but the portion of road south of McKinley was changed to North Old World Street; and

Whereas, Recent nationwide protests for racial equity and local issues such as Milwaukee's longstanding racial segregation emphasize the importance of reflecting upon historical injustices in order to build a fairer and more inclusive society; and

Whereas, Renaming this particular stretch of street in honor of King would recognize a past error and represent one small but significant way of dismantling the vestiges of systemic racism in our society; and

Whereas, King was the prominent spokesperson and charismatic leader of the Civil Rights Movement who pushed for desegregation, equal voting rights, labor rights, and basic civil rights for Americans of all races and ethnic backgrounds; and

Whereas, King spoke to audiences in Milwaukee on two occasions and after King was assassinated in April 1968, 15,000 people marched through the streets of downtown Milwaukee, which was among the largest in the country at the time; and

Whereas, There are approximately 900 streets in cities across the US named in honor of King; and

Whereas, The Common Council and relevant City departments welcome discussing with residents and affected business owners a workable timeline to implement the street name change along with possibilities for deploying City resources in order to facilitate the transition process; now, therefore

The Mayor and Common Council of the City of Milwaukee do ordain as follows:

Part 1. Old World Third Street, from West McKinley Avenue to West Wisconsin Avenue, is renamed North Dr. Martin Luther King Jr. Drive.

Part 2. For the purposes of this ordinance, the provisions of s. 113-3 of the Milwaukee Code of Ordinances are superseded.

APPROVED AS TO FORM

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Legislative Reference Bureau

Date: \_\_\_\_\_

IT IS OUR OPINION THAT THE ORDINANCE  
IS LEGAL AND ENFORCEABLE

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Office of the City Attorney

Date: \_\_\_\_\_

Alex Highley  
LRB176527-3  
1/27/2021