

1.0 PURPOSE:

To provide procedures and guidelines whereby the City of West Allis streets, public lands, and facilities may be officially named by the Common Council.

2.0 ORGANIZATIONS AFFECTED:

This policy applies to the City of West Allis Common Council and to all City departments, boards, commissions, and the general public.

3.0 POLICY:

There are occasions when interested parties have proposed to name or rename City of West Allis streets, public lands, and facilities. It is the policy of the Common Council to consider naming proposals, seek citizen input, and formally decide on proposed names or renaming of City of West Allis streets, public lands, or facilities within established criteria.

4.0 REFERENCES:

Resolution No. 25145 adopted December 3, 1996.

5.0 PROCEDURES:

5.1 DEFINITION

5.1.1 Public Land – Lands which are owned or controlled in use by the City of West Allis for the long-term benefit of the community. These lands may be within or outside of the corporate limits. Examples include, but are not limited to, parks, open space, and plazas.

5.1.2 Public Facilities – Physical facilities owned or controlled in use by the City of West Allis for the long-term benefit of the community. Examples include buildings, bridges, rooms, and ball fields.

5.2 NAMING CRITERIA

City of West Allis streets, public lands, and facilities may be named after persons or after a place or location, or after an event that has created an important legacy or achievement. Generally, a person's name is eligible for consideration after five years of their death but the Common Council may make exceptions (for persons living or deceased) where the person's contribution or impact merits more immediate recognition or where the person or representatives of the person are the

benefactors of a particular facility. The following criteria may be used by the Common Council in determining the appropriateness of the naming designation:

- A noteworthy public figure or official;
- A person, place, or event of historical or cultural significance;
- Special benefactor(s) [living or dead];
- A person, group, place, or feature, particularly identified with the public land or facility;
- Exceptions to the naming criteria can be approved by Common Council if an occasion to recognize the outstanding contributions of a living person is determined.
- A proposal to rename a public building or facility that has already been named after a person will only be considered if the person has come into general approbation and meets the other criteria stated in this section and following a period of ten (10) years following the effective date of the original naming.

#### 5.2.1 Streets

- Owners of property abutting the street shall be notified of the proposal and any public hearing (if applicable) by mail.
- The proposal to rename a street shall require a two-thirds (2/3) vote of the Common Council.

#### 5.2.2 General Guidelines

- In naming parks, health centers, libraries, and other public facilities with specific functions, preference shall be given to names of individuals who have made significant contributions in endeavors related to those facilities.
- A proposed name will not be considered if it duplicates or sounds similar to an existing name for the same type of public property.
- Full names of individuals will not be considered unless use of the individual's last name only would render the street, building, or facility unidentifiable or create confusion with other like properties.
- For street names, a street should bear the same name throughout its uninterrupted length and the name should not exceed fourteen (14) characters in length, including spaces between words but not including cardinal direction letters and abbreviations for street types.
- Names of sitting Mayors and Alderpersons and other City officials shall not be considered.
- The procedures set forth herein shall not apply to the original naming of streets.
- All costs related to the renaming, including the cost of any recording, legal, administrative, signage, construction or other associated costs shall be paid by the person or organization making the request. These costs may be waived only with the approval of the Common Council.

### 5.3 INITIATION OF PROPOSED NAME

- 5.3.1 The proposal shall be submitted in writing to the City Clerk who shall refer the proposal to the Board of Public Works of the Common Council. The individual or organization submitting the proposal shall provide information, including biographical, rationale, and evidence of local support addressing the criteria as specified in Paragraph 5.2 above.
- 5.3.2 The proposal shall include, but is not limited to, the following relevant information: the name being proposed, for which street, building, or facility the name is proposed and the reason(s) for the proposed new name.

5.3.3 Prior to naming proposals being forwarded to Common Council for preliminary review, naming proposals shall be formally reviewed by the appropriate advisory committee(s), as determined by the Common Council, in public meetings with opportunity provided for citizen input requested through advanced meeting advertisement. The Common Council will solicit public input prior to making a decision on a naming request not assigned to a committee for preliminary review.

5.3.4 Meeting minutes or staff reports shall be prepared that fully document input received from citizens, committee discussions, and a specific naming recommendation(s) for preliminary review of Common Council.

5.4 PRELIMINARY COMMON COUNCIL REVIEW AND FORMAL DECISION

5.4.1 The item will be placed on the Common Council meeting agenda for discussion and action. Minutes from committee meetings that include a naming recommendation or staff report will be transmitted to the Common Council for review.

5.4.2 The Common Council, after consideration, by motion and majority vote adopting a formal resolution related thereto, may:

- 1.) Direct that a public hearing will be held on its behalf by its Board of Public Works.
- 2.) Formally name a street, public land, or facility, or
- 3.) Formally reject a naming proposal.
- 4.) Take such other actions as the Common Council deems appropriate.

5.4.3 A formal Common Council decision of a naming recommendation may be made at the time of:

- Preliminary review or following;
- Additional public input and public hearing.

5.4.4 Common Council approval of a consideration shall take effect sixty (60) days after Council action or at such other time as the Common Council may designate.

5.5 ADDITIONAL PUBLIC INPUT AND PUBLIC HEARING

5.5.1 The Common Council, through its Board of Public Works may hold a public hearing prior to making a formal decision on a naming proposal.

5.5.2 Common Council will do one of the following:

- 1.) Formally name a street, public land, or facility, or
- 2.) Formally reject a naming proposal.
- 3.) Seek additional input from staff and/or amend the proposal.

5.6 POLICY REVIEW AND UPDATE

5.6.1 This policy shall be reviewed periodically, as needed, by the Director of Public Works, Director of Development, City Administrative Officer, and City Attorney.