



Department of Public Works
Infrastructure Services Division

Mariano A. Schifalacqua
Commissioner of Public Works

James P. Purko
Director of Operations

Jeffrey S. Polenske
City Engineer

May 13, 2003

To the Public Improvements Committee

Subject: Request to change street name
North 35th Street between West Hampton Avenue
and West Mother Daniels Way

Dear Honorable Members:

This letter is in reply to a referral notice dated January 22, 2003 from the Public Improvements Committee regarding Common Council File Number 020758. This file proposes an ordinance be adopted to change the street name of North 35th Street between West Hampton Avenue and West Mother Daniels Way to North Mother Daniels Way.

Chapter 113-3 of the Milwaukee Code of Ordinances defines the policy and procedure the City follows when a request is submitted to consider changing a street name. After reviewing this chapter, there are issues regarding this proposed name change that may be in conflict with the intent of this ordinance.

Chapter 113-3-5-b General Criteria states "A name proposed for a public building, facility or street shall not be considered if it duplicates or sounds similar to an existing name for the same type of public property."

The street to the north is currently known as West Mother Daniels Way for 1 block between North 35th Street and North 36th Street. A renaming of North 35th Street to North Mother Daniels Way will result in the church being located on the corner of West Mother Daniels Way and North Mother Daniels Way. There is concern that visitors to the church will not be able to locate it easily. This church was recently honored with a visit from President George Bush, so it is expected that in the future it may draw visitors from outside of the general neighborhood. It seems reasonable that the church should retain a North 35th Street address which is consistent with the east to west street numbering system in the City, thus assisting visitors in finding the church.

Chapter 113-3-7-a Street Names states "In order to facilitate the location of addresses, particularly for the purposes of mail delivery and the provision of emergency services, a street shall bear the same name throughout its length, where appropriate."

Public Improvements Committee
May 13, 2003
Page 2


North 35th Street is a major street within the City's street system. It is easily located since it is part of the backbone of the City's grid system for north-south streets utilizing 1st-124th street names as one travels east to west. Renaming this segment of North 35th Street to North Mother Daniels Way is expected to reduce a traveler's ability to locate the church as well as emergency services providers.


Chapter 113-3-7-b Street Names states "Street names shall not exceed 13 characters in length, including spaces between words but not including cardinal direction letters and abbreviations for street types."

The City has standard street signs that come in 3 different lengths. By maintaining an acceptable maximum street name length, the City can use the longest standard sign while insuring that the lettering is large enough to be visible. Capital letters must be at least 6 inches high while lower case must be at least 4½ inches high per the Manual on Uniform Traffic Control Devices. Lower case is used when possible to meet the height requirement so that the street name will fit on the longest City street sign we have available. This request includes 14 letter/spaces which exceeds the 13 character/space limit; therefore, it is not in compliance with this section of the code.

Since Mother Daniels Way is already used within the City and within such close proximity to the request to change North 35th Street to North Mother Daniels Way, we would normally recommend that the street remain North 35th Street. This allows visitors, post office/deliveries and emergency service providers a more reliable way to locate the church. However, if the needs and interests of the citizens of the City of Milwaukee are best served through the proposed street name change, we would not be opposed.

Very truly yours,


Jeffrey S. Polenske, P.E.
City Engineer


Mariano A. Schifalacqua
Commissioner of Public Works

MGL:lja