



OFFICIAL STREET NAME SIGN APPLICATION

City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

PLEASE NOTE: A \$100 PAYMENT MUST ACCOMPANY THIS FORM

1. Applicant information:

Applicant's Name Milwaukee World Festival, Inc.
Organization or Company same as above
Street Address 639 E. Polk Street City/State Milwaukee, WI Zip 53202
Telephone 414-287-4521 Fax 414-273-2681 Email fnicotera@summerfest.com

2. Official Street Name Request

Street name requested Summerfest Place
Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
E. Polk Street from Erie Street East to the end of the Street at the Summerfest South Gate.

3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances (a copy of which is attached to this application)
- 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 the official street name has been requested to be changed.
- The City will conduct a post card survey to be sent to all property owners and to each address along the street. The cost of this postcard survey, which is approximately \$1.50 per property surveyed, may be required to be paid by the applicant prior to its being sent. A street renaming proposal shall not be given further consideration by the City unless the results of the post card survey indicates that at least 51% of all owners/residents along the street support the proposal. The applicant will be notified of the results of the post card survey to determine whether the request has enough support to continue through the process.

4. City Review and Approval Process:

Upon submission of this application, please allow six to eight weeks for City staff to review your request. Upon completion of the City's review and the favorable response from the post card survey of at least 51% of those polled; this request will be scheduled before the Street Naming Committee. All owners/residents along this street affected by the proposed official street name change will be notified of the meeting. The committee will then make its recommendation to the Public Works Committee (PW). Prior to its being scheduled before the PW Committee, the applicant must pay the city the cost to fabricate and install the signs. The PW Committee will make its 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 a complete the application. Please check:

- \$100 fee (check made payable to "City Treasurer")
- Completed Application Form
- Autobiography or statement regarding the person, place, or event being considered for an official street name change

Submit your application to the City Clerk, 200 East Wells St, Room 205

Signature Frank Nicotera Date June 3, 2015

Printed Name Frank Nicotera, Chief Administrative Officer & General Counsel, Milwaukee World festival, Inc.

113-3. Naming of Public Buildings, Facilities and Streets. 1. POLICY. To preserve the city's heritage and protect the public safety and convenience, existing names of public buildings, facilities and streets may be changed only in exceptional cases and only when compelling reasons for change are evident. In the naming of new public buildings and facilities, in the assignment of honorary street names and in the exceptional cases of renamings of public buildings, facilities and streets, priority shall be given to names reflecting the city's cultural diversity and the contributions of groups underrepresented in the existing nomenclature.

2. EXEMPTION. The procedures and guidelines contained in this section shall not apply to the naming of new or replacement buildings or facilities when the names used are simply administrative identifiers or reflect the functions of the structures. In addition, these procedures and guidelines shall not apply to the naming of new streets.

3. CITIZEN ADVISORY COMMITTEE. There is created a citizen advisory committee on the naming of public buildings, facilities and streets which shall make recommendations to the common council regarding proposals to name or rename public buildings, facilities and streets or to assign honorary street names. The committee shall consist of 7 members who are residents of the city of Milwaukee and who hold no other public office or public employment. Committee members shall be appointed by the mayor and confirmed by the common council to serve staggered 3-year terms. The mayor shall designate the chair. Members of the committee shall include at least one recognized local historian, one representative of a local business association or chamber of commerce and one employe of a local nonprofit community organization. Four members of the committee shall constitute a quorum.

4. PROCEDURE. Proposals to name new public buildings and facilities, to rename existing public buildings, facilities and streets, or to assign honorary street names shall be processed in the following manner:

a. A proposal to name or rename a public building, facility or street, or to assign an honorary street name, shall be submitted in writing to the city clerk, who shall refer the proposal to the citizen advisory committee, the appropriate standing committee of the common council and the relevant city department or agency. Each proposal shall include:

a-1. The specific building, facility or street being proposed for naming or renaming, or the specific street or street segment being proposed for honorary street naming, including a sketch showing its location.

a-2. The full form of the name being proposed, as well as the form suggested for use in the naming, renaming or honorary street naming.

a-3. The origin or meaning of the proposed name.

a-4. If the proposed name refers to an individual, a brief biography of that individual. a-5. The rationale for naming or renaming the building, facility or street with the proposed name or for assigning the honorary street name, including, if applicable, an explanation of how the name or individual is or has been associated with the building, facility or street or the area in which the building, facility or street is located.

a-6. Any letters from appropriate organizations and individuals which provide evidence of substantial local support for the proposal.

b. Following submission of a naming, renaming or honorary street naming proposal, and, in the case of an official street renaming, the application fee required by ch. 81, the relevant city department or agency shall evaluate the proposed name in terms of the criteria contained in this section. In the case of an official street renaming, the department or agency shall also conduct a postcard survey of residents, businesses and owners of property along the street, with all postage costs relating to the survey to be borne by the applicant. An official street renaming proposal shall not be given further consideration by the city unless the results of the postcard survey indicate that at least 50 percent of all property owners, residents and businesses along the street support the proposal. One postcard shall be sent to each owner of property along the street and to each address along the street, including each individual apartment, unit, room or suite number. No postcard survey shall be required if the renaming is initiated by the city and the renaming is necessary to eliminate a threat to public safety, such as but not limited to a situation where 2 streets have the same name and identical addresses exist or could be created.

c. If the proposal was submitted in accordance with the requirements of par. a, the relevant city department or agency shall forward the findings of its review of the proposed naming, renaming or

honorary street naming to the common council committee. The department or agency's report shall include information on the number of signs or name plates that will be required, the number of residences and businesses that will be affected, the estimated public costs of the naming, renaming or honorary street naming and an evaluation of the proposed name in terms of the criteria set forth in this section.

d. In the case of a proposed honorary street naming, the city clerk shall mail, to each owner of property along the street segment to which the honorary name would apply, notice of the meeting of the citizen advisory committee at which the proposal will be discussed.

e. The common council committee shall conduct a public hearing on the naming, renaming or honorary street naming proposal in accordance with the following guidelines:

e-1. The citizen advisory committee shall be present at the hearing and shall present its comments and recommendation.

e-2. In the case of a proposed official street renaming, the city clerk shall mail notice of the hearing to each owner of property along the street and to each address along the street, including each individual apartment, unit, room or suite number.

e-3. The common council committee shall evaluate the proposal based on comments from the citizen advisory committee, the public and the individual or individuals submitting the proposal, as well as on the report of the relevant city department or agency and the criteria contained in this section.

e-4. The committee shall forward its recommendation regarding the proposal to the common council for action on the matter.

e-5. In the case of a proposed official street renaming or a proposed honorary street naming, the common council committee hearing shall not be scheduled until the applicant has paid, to the relevant city department or agency, all costs of fabricating and installing the new street signs.

e-6. In the case of a proposed official street renaming, the common council committee hearing shall not be scheduled until the applicant has paid, to the relevant city department or agency, all postage costs relating to the postcard survey required by par. b.

f. Each naming or renaming shall take effect 90 days after common council action on the proposal. In the case of an honorary street naming, signs bearing the honorary street name shall be installed within 60 days of receipt of the signs from the petitioner or, if the signs are fabricated by the city, within 90 days of the date of common council approval.

5. GENERAL CRITERIA. In reviewing a proposed naming or renaming of a public building, facility or street, or a proposed honorary street naming, city staff, the citizen advisory committee and the common council committee shall consider the proposed name in light of the following criteria:

a. Distinctive names, including names of individuals, landmarks, topographic features and neighborhoods, shall be given preference over purely locational names.

b. 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. An honorary street name shall not duplicate any official street name.

c. A proposal to rename a public building or facility that has already been named after a person shall not be considered.

d. When a new public building or facility has been named, when an existing public building, facility or street has been renamed, or when an honorary street name has been assigned, no name change or honorary naming proposals shall be considered for a period of 10 years following the effective date of the naming, renaming or honorary street naming.

e. Names that could be considered derogatory to a particular person or organization, to any racial, religious or ethnic group or to disabled persons shall not be considered.

f. Names that could be considered obscene, blasphemous or not in good taste shall not be considered.

6. NAMES OF INDIVIDUALS. The following guidelines shall apply to the naming or renaming of public buildings, facilities or streets after individuals and to the use of the names of individuals as honorary street names:

a. The name of an individual may be considered only if it is determined that it is in the public interest to honor the individual or the individual's family for historical or commemorative reasons.

b. The name of an individual shall not be given consideration unless the individual portrays a positive image and is or was associated with or made a significant contribution to the public building or facility being named or renamed or to the area in which the building, facility or street is located.

c. Names of individuals who have made contributions in the arts, entertainment and business shall be considered along with names of individuals known for outstanding careers of public service.

- d. Names of individuals who have made significant contributions to the Milwaukee community shall be preferred over names of national figures.
- e. In the naming of parks, health centers, libraries, fire and police stations and other facilities with specific missions or functions, preference shall be given to names of individuals who have made significant contributions in occupations related to those facilities.
- f. In and of themselves, contributions of land or money for public facilities shall not be considered ample justification for naming or renaming facilities after individuals.
- g. The name of an individual may be considered only if the individual is deceased or has attained the age of 70 years.
- h. An individual's epithet, nickname or title may be used if it would provide a more appropriate, interesting or enduring name.
- i. Full names shall not be considered in the naming or renaming of a public building, facility or street unless use of an individual's last name only would render the building, facility or street unidentifiable or create confusion with other such buildings, facilities or streets. Full names may be used in honorary street names.

7. STREET NAMES. The following guidelines apply to the official renaming or honorary naming of public streets:

- a. 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 official name throughout its length, where appropriate. An honorary street name need not apply to the entire length of the street, but may be applied to one or more block-long segments of the street.
- b. Street names shall not exceed 13 characters in length, including spaces between words but not including cardinal direction letters and abbreviations for street types. This requirement shall not apply to honorary street names, which shall be limited in length only by font size and the size of the sign.
- c. Only one honorary street name may be applied to a particular street segment or block at any given time.

8. HONORARY STREET NAMES.

Whenever an honorary street name is assigned to a street or a street segment, the street or street segment shall retain its official name, which shall be used for all official and legal purposes. The honorary street name shall be indicated on a sign mounted at each intersection. Addresses using the honorary street name shall not be assigned.

9. REAPPLICATION. a. **Official Street Renaming.** In the event a request for official renaming of a street is not approved, or that a proposed official renaming is not considered because the postcard survey results indicate less than 50 percent support for the renaming, no new official street renaming proposal for the same street or any portion thereof, or proposal to officially rename a different street with the same name originally proposed, shall be considered for a period of one year from the date on which the common council denied the request or the date on which city staff determined that support for the renaming was less than 50 percent.

b. **Honorary Street Naming.** In the event that a request for an honorary street naming is not approved, the applicant may not reapply for use of the same honorary street name on the same street segment or any other street segment for a period of one year from the date on which the common council denied the request. Nor may the applicant apply for the use of a different honorary street name for the same street segment to which the first request applied for a period on one year from the date on which the common council denied the first request.

Note: File #060656, passed 9/26/2006, effective 10/13/2006, added the following noncodified text to s. 113-3:

Part 1. The provisions of s. 113-3 of the Milwaukee Code of Ordinances shall be suspended whenever the city clerk receives a request to rename a street or assign an honorary street name to honor or memorialize the victim of a crime. A request of this type shall receive no further consideration under s. 113-3.

Part 2. This ordinance shall be in effect until such time as the Common Council passes an ordinance amending s. 113-3 to establish a policy on the use of crime victim names in official street renamings or honorary street namings.



June 1, 2015

Mr. Jim Owczarski
City Hall
City Clerk
200 E. Wells Street
Room 205
Milwaukee, WI 53202

Re: Proposal to Rename East Polk Street

Dear Mr. Owczarski:

Milwaukee World Festival, Inc. ("MWF"), received a permit issued by the City of Milwaukee dated September 9, 2014, for a project which included the adaptive reuse of a building owned by MWF located at 639 E. Polk Street (the "Property"). This Property is contiguous to MWF's leasehold interest in Henry Maier Festival Park and the surrounding parking areas. The Property was acquired by MWF in April, 1985, and has been continuously used as offices and/or a maintenance/operations building for the company. 639 E. Polk Street is now the permanent corporate headquarters for MWF. Additionally, MWF is also the owner of property at 607-627 E. Polk.

In 2017, MWF will celebrate the 50th year of *Summerfest*®. Summerfest was conceived by Mayor Henry Maier and local business leaders. MWF was formed in 1965 to operate Summerfest with a corporate purpose which included activities directed toward promoting "better communications and understanding between peoples of different ethnic, cultural, and national backgrounds through education"; providing activities and recreation available to the general public; promoting harmony in the community; promoting civic pride and providing employment opportunities for the community's youth. Considering the positive impact Summerfest has had on the City of Milwaukee, the State of Wisconsin, the region, the live concert business, and most importantly the thousands of young adults who have been employed by MWF over the years, we believe Summerfest should be recognized in a special manner.

As you may recall, E. Polk Street begins at Erie Street and terminates approximately two blocks to the East, at Harbor Drive, just west of the south gate to Henry Maier Festival Park (Please see Attachment 1). Visitors to the Third Ward and Maier Festival Park should have an easy way of finding Henry Maier Festival Park, which many area residents, media, and elected officials routinely refer to as the "Summerfest Grounds". Therefore we are requesting that East Polk Street be renamed as *Summerfest Place*.

We are cognizant of the fact that East Polk Street was presumably named for President James K. Polk. However, our research indicates that the only historical connection between former President Polk, and the City of Milwaukee, was that he was President of the United States when Wisconsin became a State in 1848.

We will provide letters of support from property owners and businesses regarding the proposed renaming of the East Polk Street. Additionally, the Honorable Robert J. Bauman, our Alderman (4th District) has indicated he will support this request.

We respectfully request that you forward this request to the appropriate Common Council Committee, the Citizens Advisory Committee, and the relevant City Department(s). We are prepared to pay the costs of the renaming process as set forth in Chapter 113 of the Code of City Ordinances. By our count, there are three (3) streets signs on E. Polk Street. Upon confirmation by the City, we will forward our check in the amount of Three Hundred (\$300) Dollars (\$100 per sign) to cover the costs of new street signs, pursuant to Chapter 81 of the Code of City Ordinances.

If you have any questions or require additional information, please contact us.

Sincerely,



Don Smiley

President and Chief Executive Officer

cc: Honorable Robert J. Bauman, Alderman, 4th District

Attachments (1)

Attachment 1

