

July 16, 2007

To the Public Works Committee

Subject: Common Council Resolution File Number 070538
Honorary Street Name Request
West Martin Drive from North 55th Street
East to its terminus to "Bob & Brian"

Dear Honorable Members:

This letter is in reply to an application dated June 19, 2007 made by Mr. Scott Scherbert, Milwaukee Radio Group, to request that the City authorize the honorary naming of "Bob & Brian" on West Martin Drive from North 55th Street east to its terminus approximately one block in length. Bob and Brian are celebrating their 20-year anniversary on 102.9 FM and want their success in the radio business to be recognized with an honorary street name.

Chapter 113-3 of the Milwaukee Code of Ordinances provides for the City to honor individuals by adding honorary street signs on designated street segments. While the ordinance allows for honoring individuals who have made contributions in the entertainment field, Section 113-3-5 (g) of the ordinance also states that an individual may be considered only if the individual is deceased or has attained the age of 70 years.

An honorary street is to be obviously distinguishable from an official street name. The honorary street name sign is mounted with the official street name sign. Honorary street names will not be used to address property, which is needed for property identification for emergency services; therefore, the official street name sign should be more prominent than an honorary street name sign. This is accomplished by requiring the honorary street sign to be smaller in overall size and letter font than an official street sign.

As indicated on the application, they have already generated souvenir signs, which detail their 20th anniversary. However, the approved City design for honorary street signs is a standard color, size, font and restricts the number of characters and spaces to 13. The information provided on their souvenir signs will not be included on an honorary sign approved for mounting with an existing street sign. In the event that the City approves

Public Works Committee
June 16, 2007
Page 2

this honorary sign request, one sign would be located at North 55th Street and West Martin Drive and the top line would read "Honorary," and the line below that would read "Bob & Brian." The cost to fabricate and install this sign is \$100. Replacement signs will be paid for by supporters of the honorary street name.

While recognizing Bob and Brian on their 20-year anniversary on 102.9 FM is certainly a noteworthy milestone, honoring them with a street name sign may not be in keeping with the intent of the ordinance.

Very truly yours,

Jeffrey S. Polenske, P.E.
City Engineer

Jeffrey J. Mantes
Commissioner of Public Works

MGL:lja

c: Alderman Michael Murphy