



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 C. Edward Mordy, Chair
Organization or Company Business Improvement District No. 15
Street Address 310 Wisconsin Avenue, Suite 1450 City/State Milwaukee, WI Zip 53203
Telephone 414-276-6696 Fax _____ Email stacie@westtown.org
edmordy@sbcglobal.net

2. Official Street Name Request

Street name requested Gary P. Grunau Memorial Plaza

Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
West Highland Avenue public right-of-way between Highland pedestrian bridge and North Martin Luther King, Jr. Drive
(see diagram) (Note: This is not a request to change a street name. It is a request to designate a specific area as a named plaza.)

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:

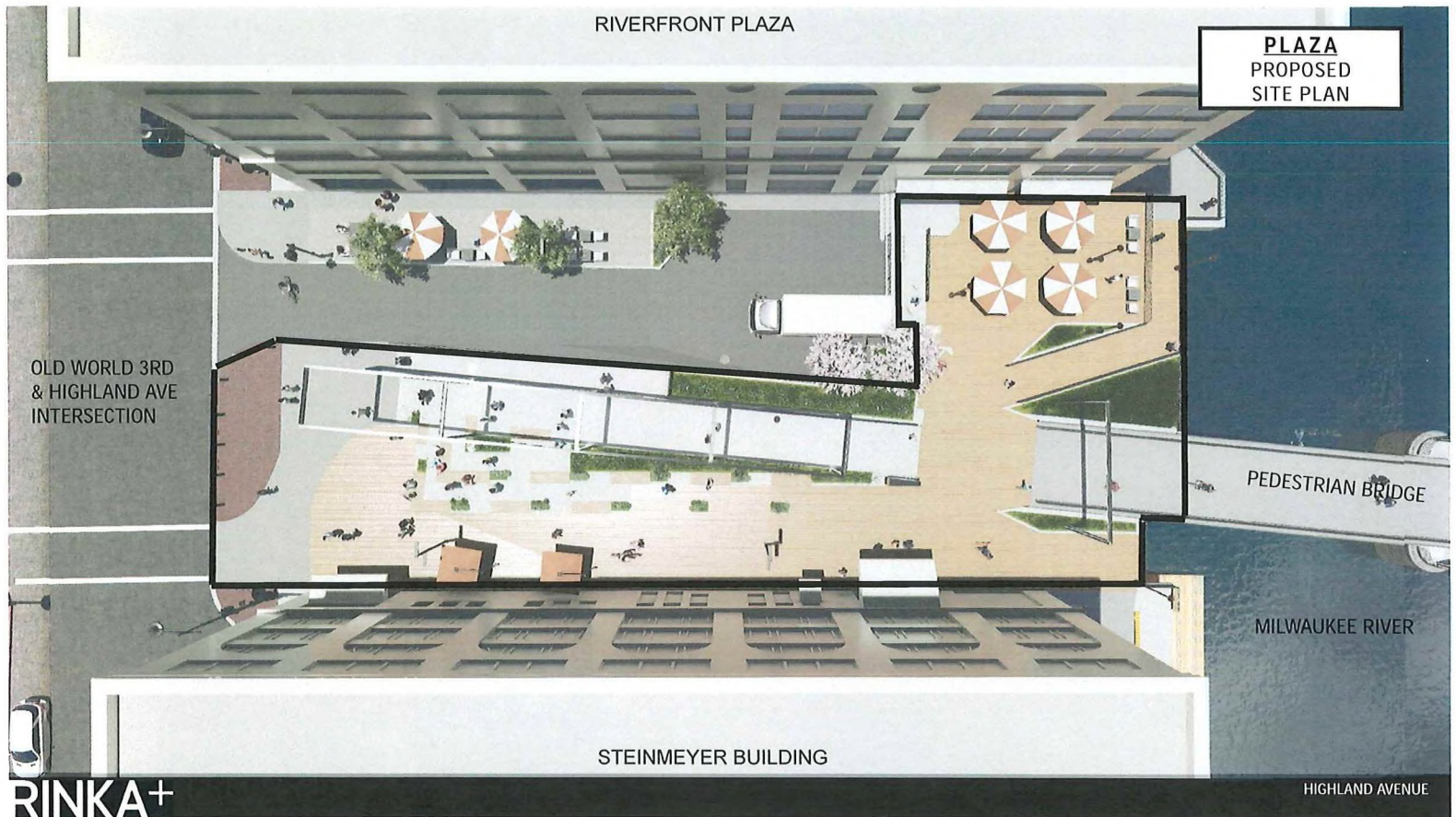
My application consists of the following items necessary to complete the application. Please check:

- ☒ \$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 C. Edward Mordy Date 12/12/2024
Printed Name C. Edward Mordy

Proposed Gary P. Grunau Memorial Plaza Area



Biographical Information in Support of Application to Establish Gary P. Grunau Memorial Plaza

This is an application to name a portion of West Highland Avenue (the stub end of West Highland abutting the Milwaukee River) as the “Gary P. Grunau Memorial Plaza”. This naming would be in conjunction with significant improvements to this area that will be funded by the City of Milwaukee, Business Improvement District No. 15 (“BID 15”) and private donors. There is no intention to change the name of any portion of Highland Avenue. The applicant, BID 15, believes it to be appropriate to designate this area as a plaza and to name it after Mr. Grunau due to his significant impact upon the Milwaukee community—a primary example being the key role he played in the creation and development of Milwaukee’s riverwalk system.

Mr. Grunau, a lifelong Milwaukeean, was a developer, contractor, philanthropist and visionary. Mr. Grunau was born in 1939 and died in 2019. His contributions to our community, and in particular our built environment, are many and varied. He also served on and led numerous private charitable organizations that have greatly enhanced Milwaukee’s quality of life.

Mr. Grunau’s accomplishments include the development of the Hyatt Hotel in the early 1980s (the first new downtown hotel in decades), the reimagining and redevelopment of the Schlitz Brewery into Schlitz Park, the redevelopment of the former Milwaukee River power plant into the Time Warner (now Spectrum) regional headquarters and the development of the ManpowerGroup world headquarters. In the 1990s, Mr. Grunau established a coalition of hotel and restaurant owners and associations and worked with the legislature to create a scheme to develop a new convention center. Mr. Grunau personally spearheaded this initiative and his team drafted the enabling legislation for the Wisconsin Center District (which not only became the owner of the new Wisconsin convention center, but ultimately served as the catalyst for funding and owning Fiserv Forum).

As the owner and redeveloper of the former Schlitz Brewery, Mr. Grunau saw the need for and potential of revitalizing Milwaukee’s river frontage. Together, Mayor John Norquist and Mr. Grunau created the idea of utilizing a business improvement district (BID 15) to fund and develop a contiguous downtown riverwalk system, with public pedestrian easements crossing privately owned riverwalk segments. This model was used as a template to expand the riverwalk system beyond the downtown. In furtherance of the reactivation and revitalization of the Milwaukee River, Mr. Grunau served for over 20 years as board chair of the Milwaukee Riverwalk District, Inc. (“MRD”), a nonprofit organization dedicated to supporting river-related businesses and activities. Under his leadership, MRD sponsored the Riversplash festival for over a decade and initiated the now annual Milwaukee River Challenge crew races.

Mr. Grunau’s other notable endeavors include playing pivotal roles on the Milwaukee Board of Harbor Commissioners, the Discovery World board, the Water Council board, the Alverno College board and the Milwaukee Academy of Science board.

The proposed Gary P. Grunau Memorial site is an ideal location to honor Mr. Grunau due to its prominence within the downtown riverwalk system. The Highland pedestrian bridge serves as the primary pedestrian link between Water Street to the east and Old World Third Street and

Deer District to the west. The planned improvements will transform this segment of the riverwalk into an exciting and delightful pedestrian experience. Above all things, Mr. Grunau was an urbanist, and this is a fitting way to honor someone who has contributed so significantly to Milwaukee's urban fabric.

Receipt of Street Naming Fee

Date:	12/13/24
Received Of:	Wisconsin Preservation Fund, Inc.
Received By:	LME
Check # (If Applicable):	1731
Amount Received	\$100.00