



Department of Public Works
Infrastructure Services Division

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Commissioner of Public Works

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June 10, 2025

To the Public Works Committee

Subject: Honorary Street Name Request – George Heriott DeReef
North Hubbard Street from East Vine Street to East Brown Street

Dear Honorable Members:

This letter is in reply to an application dated May 27, 2025, regarding a request for an honorary street name of George Heriott DeReef on North Hubbard Street from East Vine Street to East Brown Street.

Chapter 113-3 of the Milwaukee Code of Ordinances provides the guidelines to consider when reviewing honorary street name requests. The guidelines provided in the code have been reviewed and the following comments are offered.

George Heriott DeReef was born in Charleston, South Carolina and attended University there before attending Howard University and receiving an LLB. He moved to Milwaukee in the 1910's and practiced law here at the Empire Building in the heart of downtown. He became involved in the Milwaukee chapter of the NAACP and was very active in other community organizations including director of the Urban League. Mr. DeReef passed away at the age of 67 in 1937.

The request to honor Mr. DeReef with an honorary street name of "George Heriott DeReef" includes 21 letters and spaces. The letter size of the honorary street name will be sized to fit the standard honorary street sign.

Three (3) blue honorary street signs will be needed. Please refer to the attached map showing where the honorary street name signs will be located. The petitioner may choose to furnish the honorary street signs, but they must be fabricated to established City standards. The City can fabricate the signs at \$50 each. In either case, the City will install the honorary street signs at a cost of \$50 per sign. The petitioner is to deposit \$150 to the City if they furnish the signs or \$300 if the City fabricates and installs the signs. If a sign needs to be replaced in the future, the City is to be notified of the missing or damaged sign and the petitioner is to cover the cost to fabricate and mount the sign as described above. The City's cost to fabricate and install future signs is subject to change.

North Hubbard Street will remain the official street name so addresses will not change.

Sincerely,

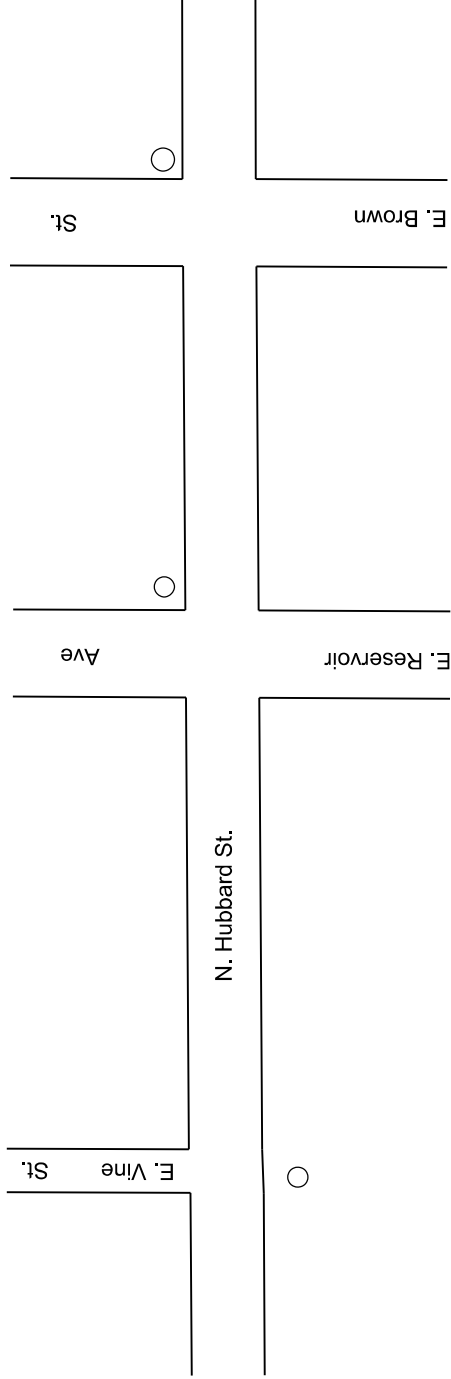
Kevin J. Muhs, PE, AICP
City Engineer

YVM/pc
YVM

Attachments

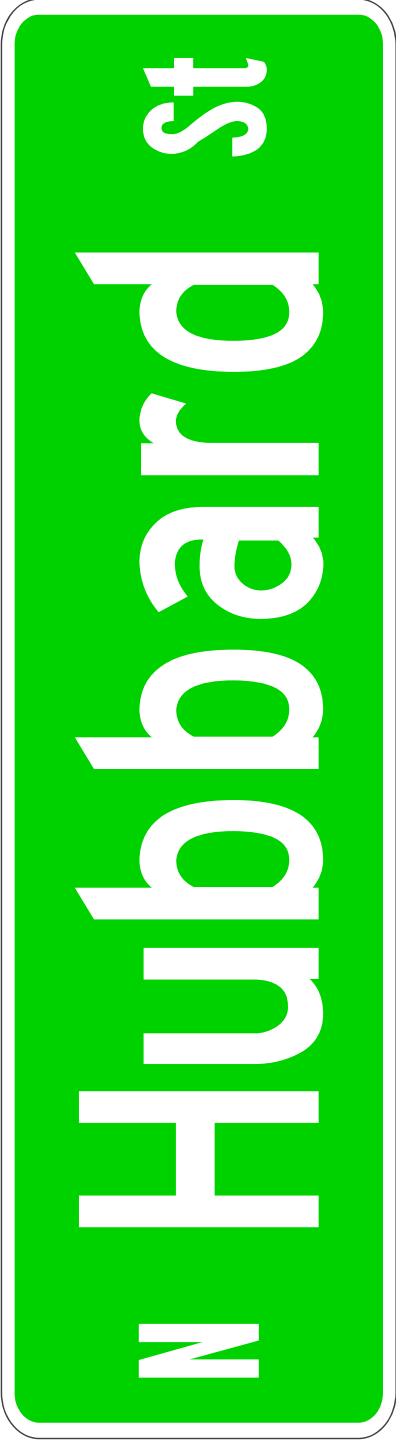


North Hubbard Street from East Vine Street to East Brown Street



○ - Location of street signs where honorary street name of George Heriott DeReef will be mounted.

Honorary Street Name Request:
George Heriott DeReef
N. Hubbard St. from
E. Vine St. to E. Brown St.



City of Milwaukee DPW - Infrastructure Services Central Drafting & Records		
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