



OFFICIAL STREET NAME SIGN APPLICATION

2nd Floor, City Hall
200 East Wells Street
Milwaukee, WI 53202

For Office Use Only:
Case number: 0- Recommendation:

1. Applicant information:

Applicant's Name Sherry A. Hill
Organization or Company Friends of Vel Phillips Street Re-naming Committee
Street Address 90 4960 N. 40th St. City/State Milwaukee, WI Zip 53209
Telephone (414) 445-7588 Fax (414) 445-3451 Email hill@wiscca.com

2. Official Street Name Request

Street name requested Vel Phillips Avenue
Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street) North 4th Street from West St. Paul Street to West Capitol Drive

3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances
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 a particular section of street has been requested to change the official street name.
The City will conduct a post card survey to be sent to all property owners and to each address along the street. 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. Street Naming Committee

- Upon submission of this application, please allow six to eight weeks for City staff to review your request with the Street Naming Committee. Upon completion of the City's staff 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). A deposit to cover the City's cost to fabricate and install the official street signs must be made before this request can be scheduled before the PW Committee. The PW Committee will make their 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:

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

Signature Sherry A. Hill Date 12/18/07
Printed Name Sherry A. Hill

c: Local Alderman

Application for Street Re-Naming of 4th Street to Vel Phillips Avenue

According to Chapter 113-3 of the Milwaukee Code of Ordinances titled the "Naming of Public Buildings, Facilities, and Streets", the following is being submitted as an application to re-name a public street. The street to be re-named is North Fourth Street (4th) with West St. Paul street as the southern boundary and West Capitol Drive as the Northern boundary.

This request is to have the length of street known as North Fourth street changed to Vel Phillips Avenue. Changing the name of the street to Vel Phillips Avenue would be in accordance with the *Policy of City Ordinance 113-3* in that it states these changes can take place "to preserve the city's heritage....in exceptional cases and only when compelling reasons for change are evident." We believe the change to Vel Phillips Avenue meets this Policy requirement. It is further felt that the name change to Vel Phillips Avenue should receive, as stated in the policy statement of City Ordinance 113-3 priority consideration because it "reflects the city's cultural diversity (Mrs. Phillips is African American)", and recognizes the contributions of women and African Americans, which are current "under represented in the existing nomenclature".

113-3, 4. Procedure

- a-1 Written request submitted (this document)
- a-2 The name being proposed is : Vel Phillips Avenue. This is the form suggested for use on the re-named segment of the street.
- a-3 The origin or meaning of the proposed name:
Velvalea Rogers was the name given at birth to Vel Phillips by her parents. Later after marrying Dale Philips and deciding to seek public elected office the young couple decided to legally change Velvalea Rogers Phillips to Vel R.Phillips. For purposes of the street re-naming the request is that the street name be changed to read Vel Phillips Avenue.
- a-4 *Streets re-named after an individuals must have a brief biography of the individual. The following is the biography for Vel Phillips:*

Vel Phillips is not only a Milwaukee city Icon, she is a city of Milwaukee treasure. Born Velvalea Rogers, February 18, 1924 on the Southside of Milwaukee, she was one of 3 girls born to the union of her homemaker mother, and entrepreneurial father.

Phillips is a product of the Milwaukee Public School system, attending Garfield Avenue Grammar school, and later graduating from North Division High School in 1942.

After competing in a National Oratorical contest sponsored by the National Brotherhood of Elks, Phillips won a 4 year scholarship to the college or University of her choosing. She chose the prestigious Howard University in Washington, DC There she met and married the late Dale Phillips. From there Phillips went on to begin a trailblazing career in every endeavor she sought to undertake.

Vel Phillips holds the distinction of being the first in numerous areas:

1. First African American female to graduate from the University of Madison Law School 1951.
2. First man and wife team to be admitted to Wisconsin's Eastern District of the Federal Bar 1951
3. First woman (only woman during her entire 16 year tenure), and first African American to be elected to the Milwaukee City Council; 1956-1971. Her proudest accomplishments were the passing of the city's open housing ordinance.
4. First woman in Milwaukee County and First African American in the State of Wisconsin to serve as a judge in Milwaukee County. 1971-1973
5. First African American elected to a statewide Constitutional Office, Wisconsin Secretary of State; 1978-1982
6. First African American elected to the National Committee of either of the two major political parties. Elected to the Democratic National Committee, 1958-1964
7. Appointed by President Jimmy Carter to lead the United States Delegation to the United Nations Mid-decade World Conference for Women, July 14, 1980-July 30, 1980, Copenhagen, Denmark

She has been recognized by numerous organizations. Locally by Marquette University and University of Wisconsin-Milwaukee with the conferring of Honorary Doctoral degrees in the areas of Law and Humanities respectively. Marquette University Law School also has her as part of the Law School faculty as a Distinguished Professor of Law. Phillips has also been recognized by her Alma Mater UW-Madison Law School as a Distinguished Alumnus, and the State Historical Society as one of several individuals who has left their mark on Wisconsin in the 20th Century.

She continues to serve on many community boards and civic organizations constantly working to make her beloved Milwaukee a better place to live for all its citizens. Her continued practice of law is only outshone by her generosity, taking many cases on a pro bono basis for the poor and indigent

Her mind, which remains razor sharp, along with her boundless energy and tenacious approach to causes and tasks for which she undertakes and believes. For over 50 years of such a distinguished career and life of public and civic service primarily in Milwaukee more than warrants that Vel Phillips be recognized and honored with the naming of this street in her honor.

- a-5. *The rationale for naming or renaming this street with the proposed name. How is the individual associated with the street?*

1. Vel attended elementary school on 4th street at the former Garfield Avenue Elementary School
2. Vel's family (the Rogers) were members and attended St. Mark AME church, which at the time was located on 4th street. Vel and her late husband, Dale Phillips were married at St. Mark church while it was still on 4th street.
3. Fourth street was a part of the 6th Aldemetic District of which she was the Alderman.
4. Fourth street runs parallel to Dr. Martin Luther King, Jr. Drive. She personally knew and conferred with Dr. King during that period of history known as the "Civil Rights" Movement

113-3.6

Names of Individuals Criteria (See Bio)

The name of an individual shall only be given consideration if the individual portrays positive image and is or was associated with making significant contributions to the public and or the area which the street is located;

Names of individuals known for outstanding careers of public service.

Names of individuals who have made significant contributions to the Milwaukee community shall be preferred over names of national figures.