



OFFICIAL STREET NAME SIGN APPLICATION

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

2007 JUN 25 AM 11:24
RONALD J. LEONHARDT
CITY CLERK

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

1. Applicant information:

Applicant's Name Angela S. Malloy
Organization or Company Resident of Cherokee Point Subdivision
Street Address 4637 W. Crawford Ave City/State Milwaukee WI Zip 53220
Telephone (414) 328-1538 Fax (414) 546-2597 Email malloyangel@yphoo.com

2. Official Street Name Request

Street name requested South Willow Way (from South 41st Street)
Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
from 3615 to 3637 S. 41st Street to 3615 to 3637 S. Willow Way

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 [Signature] Date 6/22/2007

Printed Name Angela S Malloy

c: Local Alderman (Dudzik)

City Council Members,

I am currently finishing a house in the Cherokee Point subdivision, and am one of four existing houses that reside on south 41st street in the subdivision. The other homes and lots in here are represented by names that tie them to the subdivision. There are street names like Stonebridge Court, Willow Way, Centennial Court, and Cherokee Way. After speaking with the developer about the south 41st street address, he had suggested that we should petition the city for a name change of the street. When driving through the subdivision you will see the quaintness of the architecture together with the community atmosphere. Part of the charm of the area is suitably represented by the name of the street you live on. There is a community park in the center that draws parents to congregate and socialize with one another, while their children play a community game of softball. There is a network of walking paths that lead you to your neighbors' porches where you may enjoy a glass of lemonade on a hot summer's day. Our community has a yearly block party, which is highly attended, so neighbors become more than the person you simply wave at when you drive by their house. In our community the people are more than just faces. People know people by name. You will find people from all walks of life settling into one of the areas urban subdivisions. There are city employees such as teachers, engineers, police officers, and fire fighters, together with small business owners, lawyers, and bankers. The architectural standards for this area boast many of the charms of its bordering Alverno neighborhood. When developers broke ground on Cherokee Point in 2000, their goal was to promote a sense of community by combining narrower streets, homes built closer to the sidewalks and smaller lots than in typical new developments. Residents living there are quick to extol the virtues of the layout, saying it fosters neighbor relations and a friendly environment. The four current houses on the south 41st street all agree that our street, too, demands a name more representative of the community that we have invested in. I am wondering if the committee would consider letting us continue the street name that the rest of the block has. Like our neighbors, we would like to have a name that connects us more solidly to the community. I ask you to imagine a place where night-time trick-or-treating, neighborhood block parties and holiday round-robins are alive and well. Now envision a setting that does not involve 1950s suburbia or black-and-white TV shows. That is our neighborhood, and we do feel strongly that the street we live on should identify us with the rest of this community.

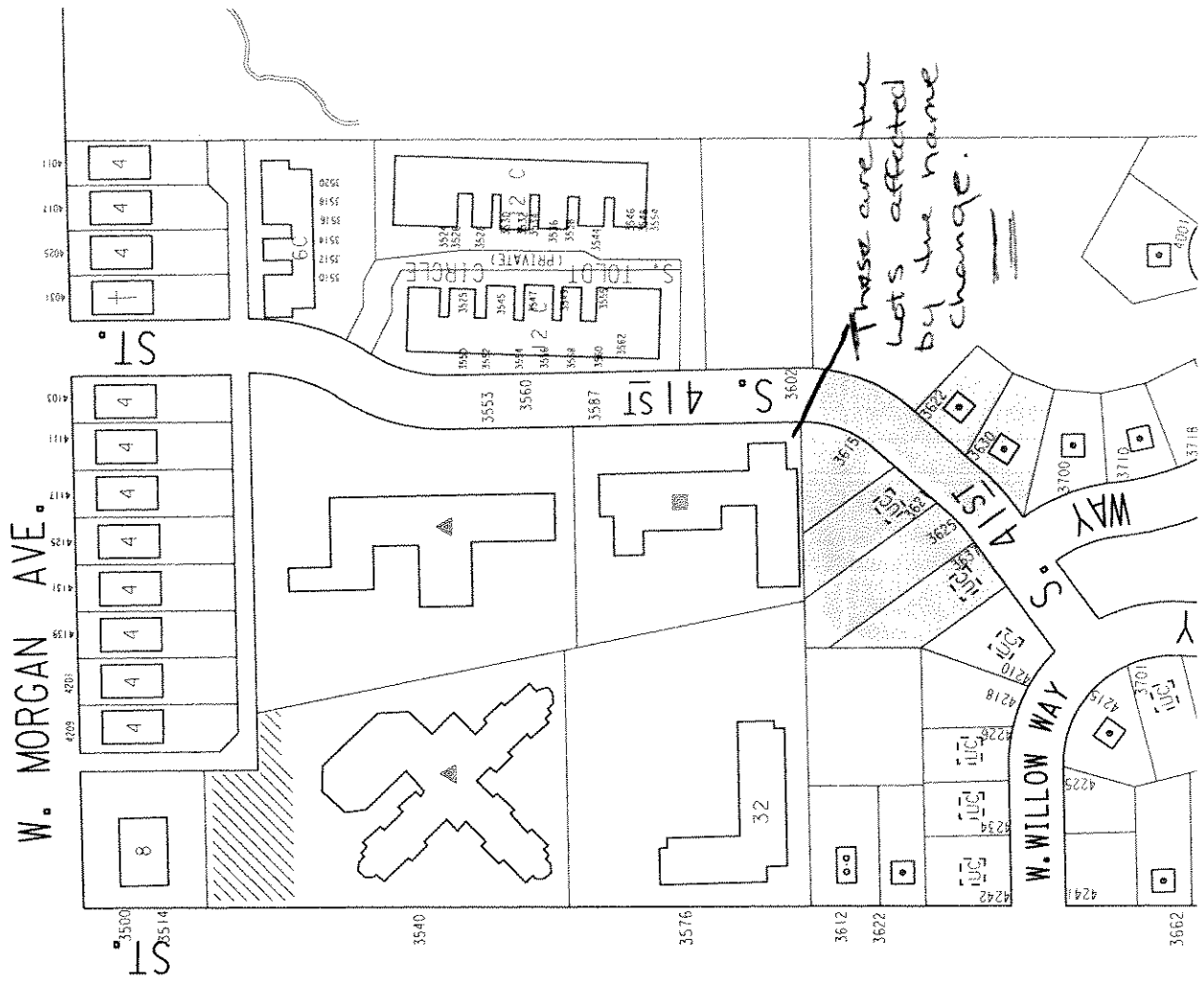
All four of the houses that would like the name changed, pay city property taxes between \$8,900-\$10,000 annually. The developer, too, agrees that Willow Way should have continued all the way through to the end of our street and at the time I had bought the parcel of land had encouraged me to petition to change it. As part of the Cherokee Point community, we are asking you to consider changing the name of our street from South 41st Street to South Willow Way.

Thank you for your time and attention to what seems like a trivial and almost pretentious request.

Angie Malloy

**New:3621 South 41st Street
Milwaukee, WI 53221**

**Current:4637 W Crawford Ave
Milwaukee,WI 53220**



LAND USE MAP OF CHEROKEE POINT