



Department of Public Works
Infrastructure Services Division

Mariano A. Schifalacqua
Commissioner of Public Works

James P. Purko
Director of Operations

Jeffrey S. Polenske
City Engineer

May 13, 2003

To the Public Improvements Committee

Subject: Request to change street name
West Hadley Street between
North 27th Street and North 29th Street

Dear Honorable Members:

This letter is in reply to a referral and report directive dated May 12, 2003 from the Public Improvements Committee regarding Common Council File Number 030106. This file proposes an ordinance be adopted changing the street name of West Hadley Street between North 27th Street and North 29th Street to West Elder Virdell Wallace Way.

Chapter 113-3 of the Milwaukee Code of Ordinances defines the policy and procedure the City follows when a request is submitted to consider changing a street name. After reviewing this chapter, there are issues regarding this proposed name change that may be in conflict with the intent of this ordinance.

Chapter 113-3-7-a Street Names states "In order to facilitate the location of addresses, particularly for the purposes of mail delivery and the provision of emergency services, a street shall bear the name throughout its length where appropriate."

Currently, West Hadley Street extends from the Milwaukee River on the east then west to the west city limits. Changing West Hadley Street between North 27th Street and North 29th Street would not be consistent with this section of the ordinance.

Chapter 113-3-7-b Street Names states "Street names shall not exceed 13 characters in length, including spaces between words but not including cardinal direction letters and abbreviations for street types."

The City has standard street signs that come in 3 different lengths. By maintaining an acceptable maximum street name length, the City can use the longest standard sign while insuring that the lettering is large enough to be visible. Capital letters must be at least 6 inches high while lower case must be at least 4½ inches high per the Manual on Uniform Traffic Control Devices. The request for "Elder Virdell Wallace" includes 21 letters/spaces, thus exceeding the acceptable letter/space limit by 60%. A maximum sign size must be respected since these signs are typically mounted on standard street light poles or traffic signals which are designed to take a certain load. This request is not consistent with this section of the ordinance.

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Since naming a portion of West Hadley Street "West Elder Virdell Wallace Way" is not consistent with the above referenced sections of Chapter 113-3 of the Milwaukee Code of Ordinances, we cannot support this request to change the street name.

Very truly yours,



Jeffrey S. Polenske, P.E.
City Engineer



Mariano A. Schifalacqua
Commissioner of Public Works

MGL:lja

compdocs/m&d/chg. st. name West Hadley