



OFFICIAL STREET NAME SIGN APPLICATION

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

For Office Use Only:

Case number: O- Recommendation:

1. Applicant information:

Applicant's Name: Dan Casanova

Organization or Company: Redevelopment Authority of the City of Milwaukee

Street Address: 809 N Broadway, 2nd Floor City/State: Milwaukee Zip: 53202

Telephone: 414-286-5921 Fax: 414-286-5467 Email: dcasan@milwaukee.gov

2. Official Street Name Request

Street name requested: East/West Freshwater Way

Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street) Entire stretch of Pittsburgh Avenue, from the Milwaukee River to its new western terminus, which will be under the 6th Street Viaduct

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. (PLEASE NOTE: The applicant shall pay all postage costs relating to the postcard survey of residents, businesses and property owners) 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 conduct the postcard survey and 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 Date 11/27/12

Printed Name Dan Casanova

c: Local Alderman

Statement regarding the significance of the name any why the change has been requested

The Milwaukee region is a world leader in water research, technology and policy with a large cluster of over 120 water-related companies, and assets such as UWM's Great Lake WATER Institute. As a result, the City of Milwaukee, the Milwaukee Water Council and other local stakeholders have been working together for the past 6 years to grow the water industry and ensure that the Milwaukee area maintains its prominence as a world leader in water.

In 2011, the Water Council announced that it will be turning a 90,000 SF warehouse at 3rd/Pittsburgh into a Water Accelerator building that will serve as the Water Council's headquarters, but will also house many local water companies and institutions, such as Badger Meter, A.O. Smith, Veolia and UWM. In addition, space will be available to start-up water companies at a low rent rate. Work on the Water Accelerator building began in the summer of 2012 and will be completed in the spring of 2013. Meanwhile, the City of Milwaukee has been working with the owner of the Reed Street Yards (which is a 17 acre vacant parcel just west the Water Accelerator building), to develop a water and technology research park. In the spring of 2013, a road, utilities, Riverwalk, stormwater management system and other infrastructure will be constructed at the Reed Street Yards to create buildable sites for future construction. The Water Accelerator and nearby MMSD office building will serve as the anchors to this exciting new development for Milwaukee.

As part of that work, the current Pittsburgh Avenue will be extended west to underneath the 6th Street viaduct. However, the name "Pittsburgh Avenue" does not fit with the vision the City, Water Council and the development team have for making this area a worldwide center of water technology and research. With the Water Council's international reach, it is confusing for their address to be on Pittsburgh, but in Milwaukee. Therefore, in August of 2012, Mayor Barrett announced a contest to help rename Pittsburgh Avenue as part of an overall rebranding for the Reed Street Yards area. Over 650 submissions were made. A panel that included the local alderman, Jose Perez, along with representatives of the business park land owner, the Milwaukee Water Council, city departments, and John Gurda, the chairman of the Citizen Advisory Committee on the Naming of Public Buildings, Facilities and Streets reviewed the names and unanimously recommended Freshwater Way.

The proposed name reflects Milwaukee's expertise in freshwater industry and science, the abundance of freshwater in the region, the new UWM School of Freshwater Sciences (a portion of which will be located at the Water Accelerator building) and the city's status as a UN Global Compact city for Freshwater Management. This new street will also connect the Milwaukee River (near the harbor entrance) to the Menomonee Canal, helping to provide public access to Milwaukee's freshwater resources. Finally, many community leaders have taken to calling this region the Fresh Coast, again touting the region's abundance of freshwater.