



HONORARY STREET NAME SIGN APPLICATION

City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

PLEASE NOTE: A \$100 PAYMENT MUST ACCOMPANY THIS FORM
(Checks should be made payable to "City Treasurer")

1. Applicant information:

Applicant's Name Lamar Franklin

Organization or Company _____

Street Address 502 W. Garfield Ave City/State Milwaukee, WI Zip 53212

Telephone (414) 899-7325 Fax _____ Email ljfrank63@gmail.com

2. Honorary Street Name Request

Street name requested Everett "Boobie" Moore

Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)

Between 5th + 6th Street, on Garfield Avenue

3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances (attached)
- 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 for the honorary designation.

4. SIGNATURE OF APPLICANT:

My application consists of the following items necessary to complete the application. Please check:

- ☐ \$100 fee (check made payable to "City Treasurer").
- ☐ Completed Application Form.
- ☐ Autobiography or statement regarding the person, place, or event being honored.

Signature _____ Date _____

Printed Name Lamar Franklin

Everett (“Boobie”) Moore

February 11, 1932 - November 23, 2003

Everett Earl “Boobie” Moore was born on February 11, 1932, in Franklin, Louisiana to the late Henry King and Lucille Moore. He was the youngest of three children. Moore graduated from North Division High School, and, in 1977, he was co-owner of Moore’s Barbershop and later took over the family business and restaurant known as Ozell’s 502, which had been in business since 1957 at the corner of Fifth and Garfield. He later changed the name of the establishment to Boobie’s Place. His bar was a fanfare blues bar and regularly hosted popular blues performers at Boobie’s Place. Moore was also one of the original organizers of Garfield Days, a popular Milwaukee street festival.

Boobie, as he was affectionately called, was an excellent barber and very personable. People enjoyed being around him in the barbershop and later in Boobie’s Place. State and city dignitaries regularly visited Boobie’s Place because it was a warm, inviting and hospitable place to meet and greet people. He served on the board of Summerfest and on the Wisconsin Restaurant Association board of directors.

Moore was very active in the Prince Hall Masonic Fraternity. He served as Past Master of Ashler Lodge #7, was a member of Ionic Consistory #70 and was a 33 Degree Mason and Past Potentate of Zembo Temple #70.

From: [Elmer, Linda](#)
To: [Phillip, Laurie](#)
Subject: FW: Honorary Street Names Check
Date: Tuesday, April 29, 2025 3:05:39 PM

Please just attach to each of the 3 honorary street naming apps – thanks!

From: Marti, Yance <ymarti@milwaukee.gov>
Sent: Tuesday, April 29, 2025 2:49 PM
To: Elmer, Linda <lrelmer@milwaukee.gov>
Subject: Honorary Street Names Check

I received the check from Clayborn for the three honorary namings. Check #2553 for \$300.

*Yance V Marti - P.E.
City of Milwaukee, DPW, Infrastructure Services
Central Drafting & Records Manager
841 N Broadway, Room 802
Milwaukee, WI 53202
414-286-2411*