



Department of Public Works  
Infrastructure Services Division

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June 9, 2005

To the Public Improvements Committee

Subject: Request to change street name  
Change North 50<sup>th</sup> Street from West Burleigh Street  
north to the alley to North Gengler Way

Dear Honorable Members:

This letter is in reply to a referral notice dated September 13, 2004 from the Public Improvements Committee regarding Common Council File Number 040542. Additional information pertaining to this request was recently submitted by the applicant, thus allowing the review to proceed. This file proposes an ordinance be adopted to change a street name over a portion of its length, that being North 50<sup>th</sup> Street from West Burleigh Street north to the east-west alley to North Gengler Way. The balance of the street from the alleys north to West Auer Avenue would remain North 50<sup>th</sup> Street.

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 same name throughout its length, where appropriate."

The street name change as proposed would result in two different street names within the same block.

North 50<sup>th</sup> Street currently circulates one-way east to west around the park from West Burleigh Avenue. North 50<sup>th</sup> Street is currently one-way southbound from West Auer Avenue. This segment of North 50<sup>th</sup> Street was designated one-way southbound in 1993 when the park was created. The objective was to keep non-residential traffic to a minimum within this block. In a letter from St. Joseph's Hospital, it states that drivers are


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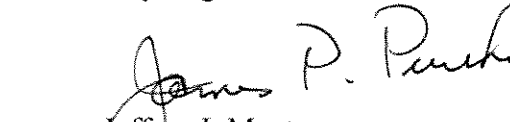
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confused because they cannot go north on North 50<sup>th</sup> Street from the park because North 50<sup>th</sup> Street is one-way south in that block. Our Traffic Section has not received any complaints from drivers claiming that the current traffic pattern is confusing. There is no evidence that changing the street name would eliminate any driver confusion.

Very truly yours,



Jeffrey S. Potenske, P.E.  
City Engineer



Jeffrey J. Mantes  
Commissioner of Public Works

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