



Department of Public Works  
Infrastructure Services Division

**Ghassan Korban**  
Commissioner of Public Works

**Preston Cole**  
Director of Operations

**Jeffrey S. Polenske**  
City Engineer

November 6, 2015

To the Public Works Committee

Subject: Request to Change Street Name  
Change East Polk Street to East Summerfest Place

Dear Honorable Members:

Common Council File Number 150354 proposes that an ordinance be adopted to officially rename East Polk Street to East Summerfest Place between East Erie Street and North Harbor Drive.

Background

The City received a request from Milwaukee World Festival to officially change the street name of East Polk Street to East Summerfest Place. In 2017, Milwaukee World Festival, Inc. will celebrate the 50<sup>th</sup> year of Summerfest and changing the street name is expected to heighten awareness of Henry Maier Festival Park and the surrounding parking areas.

East Polk Street was named by Ordinance in 1856. This east-west street is approximately 0.15 miles long and is located between East Erie Street and North Harbor Drive. Please refer to the attached location map. There are four different property owners along this street.

Review Process

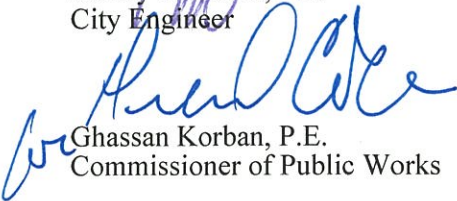
Chapter 113-3 of the Milwaukee Code of Ordinances defines the policy and procedure the City is to follow when a request is submitted to consider officially changing a street name. One of the requirements is that the City is to conduct a postcard survey of all the property owners and residents along the street proposed to be renamed. In this case, four parties were surveyed and four postcards were returned; two of the four were in favor of the street name change. Per the street name changing ordinance, at least 50 percent of those surveyed must be in favor of renaming the street in order for the proposal to be considered by the City. For this street renaming proposal, 50 percent support the street renaming.

With the street name officially changing, the property addresses will change affecting any documentation that contains the business address such as financial accounts, leases, utility accounts, business letterhead, and so forth. City databases and maps will be revised to reflect the street name change should this street be renamed.

If the Common Council adopts this ordinance to change the street name, the City can fabricate the signs at a cost of \$50 each. The Petitioner may choose to furnish the official street signs to match the existing Historic Third Ward street signs, but the Petitioner must contact the Historic Third Ward Society for established guidelines and approval. In either case, the City will install the honorary street signs at a cost of \$50 per sign. If the Petitioner furnishes the three signs, a payment of \$150 is to be made to the City. If the City fabricates and installs the signs, the payment amount shall be \$300.

Sincerely,

  
Jeffrey Polenske, P.E.  
City Engineer

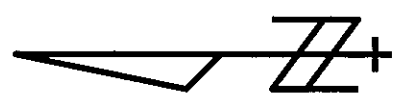
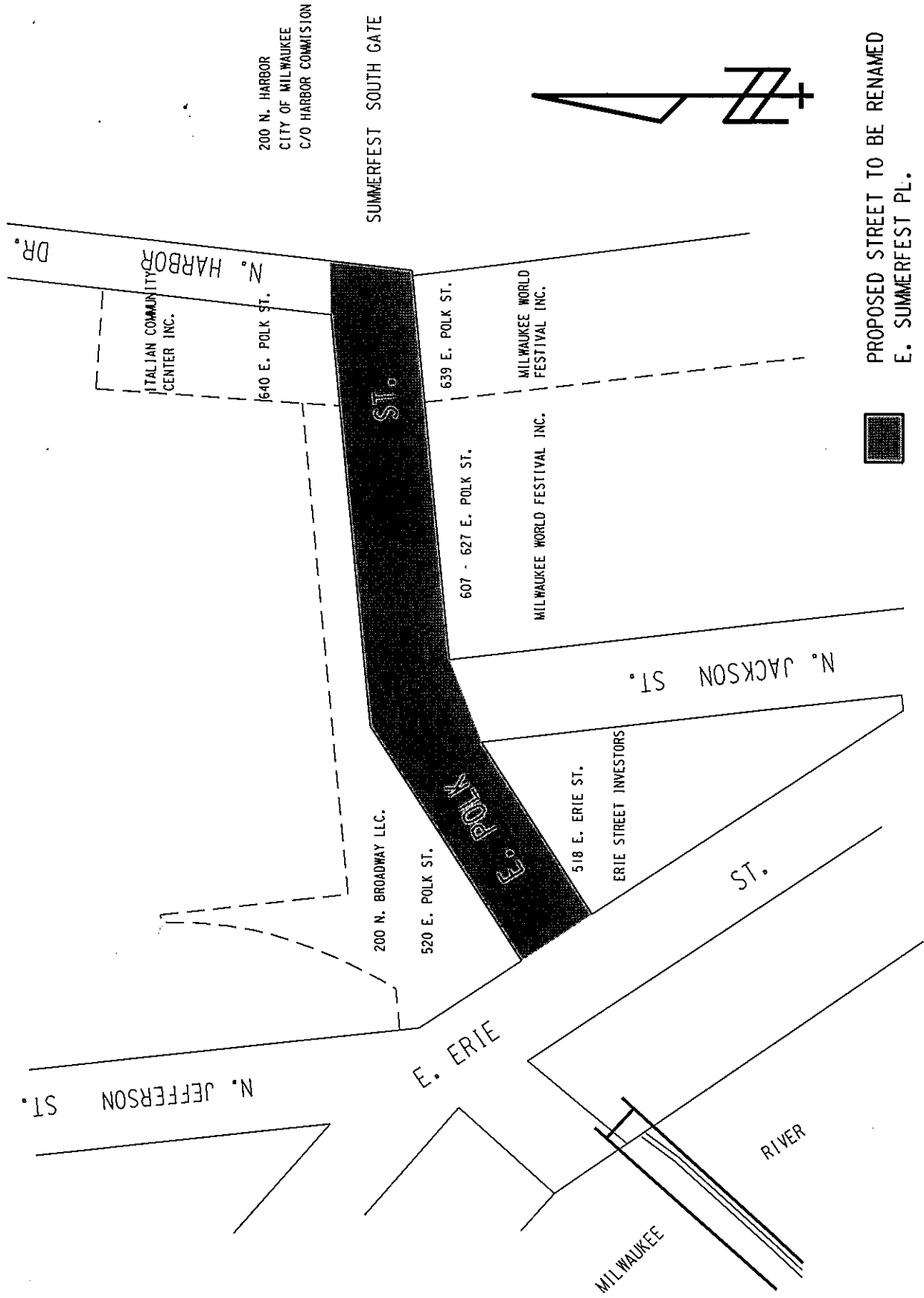
  
Ghassan Korban, P.E.  
Commissioner of Public Works

JJK/clm *JK*

Attachment



E. POLK ST. FROM E. ERIE ST. EAST TO  
ITS TERMINUS AT SUMMERFEST SOUTH GATE



PROPOSED STREET TO BE RENAMED  
E. SUMMERFEST PL.

