



Department of Public Works
Infrastructure Services Division

Ghassan Korban
Commissioner of Public Works

Preston D. Cole
Director of Operations

Jeffrey S. Polenske
City Engineer

May 31, 2013

To the Honorable, the Common Council

Attention: Mr. Jim Owczarski

Dear Council Members:

On November 27, 2012, the City of Milwaukee received a request to officially rename East/West Pittsburgh Avenue, from the Milwaukee River to South 3rd Street, to East/West Freshwater Way. City Ordinance 113-3 states that for an official street name change, the City must conduct a postcard survey of the residents, businesses and owners of property along the street. The street renaming proposal shall not be given further consideration by the City unless the results of the postcard survey indicate that at least 50% of all property owners, residents and businesses along the street support the proposal.

The Department of Public Works (DPW) conducted the postcard survey for the proposed street name change and the results are as follows:

- 112 postcards mailed to Pittsburgh addresses
- 10.7 % returned in favor of the street name change, which falls short of obtaining at least 50% favorable vote

Based on these results, the street name change proposal should not be pursued as applied for.

Since the request to change the full four blocks of East/West Pittsburgh Avenue was not supported by those affected by the name change, consideration could be given to a revised application for a name change of West Pittsburgh Avenue between South 2nd Street and South 3rd Street. Unlike the three blocks to the east of South 2nd Street, there are only two properties that would be affected by such a name change and their communications are attached indicating that they support the street name change. If a revised application were considered, continuity would be maintained for both East/West Pittsburgh Avenue, which would then end at South 2nd Street, and for the new West Freshwater Way, which would begin at South 2nd Street and extend to the west into the Reed Street Yard. There is a new street being constructed in 2013 at the Reed Street Yard from South 3rd Street west to its terminus which is proposed to be named West Freshwater Way. Please refer to the attached map.

If the Common Council adopts an ordinance to officially change the street name of West Pittsburgh Avenue to West Freshwater Way on the one block between South 2nd Street and South 3rd Street, the DPW will fabricate and install two street name signs at a total cost of \$200. The petitioner is to submit a check to the City Engineer for \$200 made out to the City of Milwaukee. Since this is an official street name change, the DPW will maintain and replace any future signs as part of our regular street sign inventory.

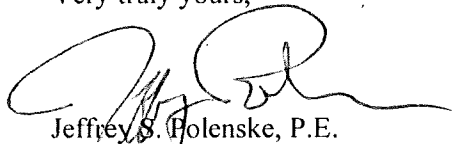
As a result of changing the street name, the addresses will also change. The property address on the north side of this block will become 222 West Freshwater Way (currently 222 West Pittsburgh Avenue). A new address has been requested for the Water Accelerator, LLC, of 247 West Freshwater Way (currently 223 West Pittsburgh Avenue). This address is acceptable.

The petitioner should also reimburse the DPW for the cost to print and mail the postcards, in the amount of \$111.68.


The only other option to the requested change would be to consider an honorary naming of any number of block segments of Pittsburgh Avenue, "Freshwater Way". Referring to City Ordinance 113-3, an honorary street name designation does not change the official street name, so addresses remain unchanged on East/West Pittsburgh Avenue. If the Common Council supports an honorary street name of Freshwater Way, then a blue honorary street name sign would be mounted on the pole along with the Pittsburgh street sign. A separate request for an honorary street name would need to be submitted. The referenced City Ordinance provides the guidelines for considering an honorary street name.

If a revised application for a shorter one-block street name change isn't considered, then, in accord with the City Ordinance, since this street naming proposal was not supported by those along the full length of East/West Pittsburgh Avenue, the application should be placed on file.

Very truly yours,



Jeffrey S. Polenske, P.E.
City Engineer



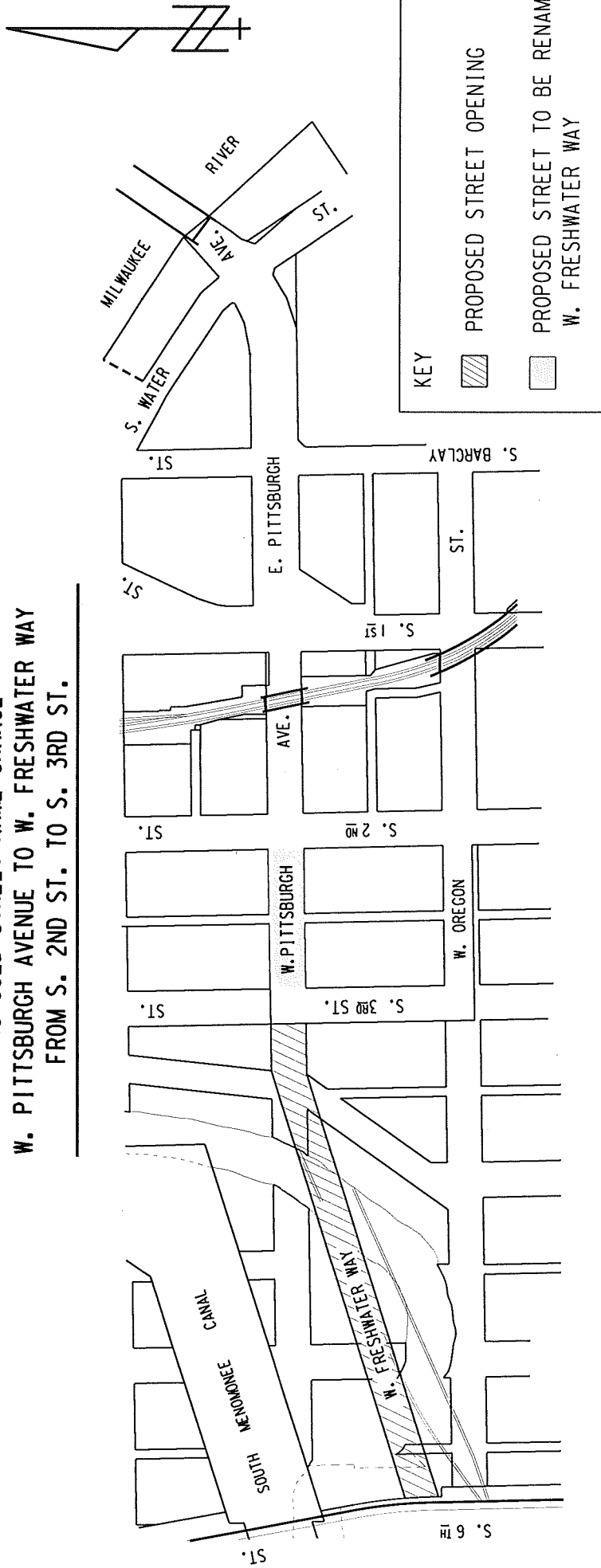
Ghassan Korban
Commissioner of Public Works

MGC:lk

Attachment

c: Alderman Jose' Perez (w/attachment)
Dan Casonova, DCD (w/attachment)

**PROPOSED STREET NAME CHANGE
 W. PITTSBURGH AVENUE TO W. FRESHWATER WAY
 FROM S. 2ND ST. TO S. 3RD ST.**



DATE 04-30-2013