



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 MARLON LOCK
Organization or Company UNITY GOSPEL HOUSE OF PRAYER
Street Address 1747 N. 12TH STREET City/State MILWAUKEE, WI Zip 53205
Telephone (414) 324-7970 Fax - Email ptlock76@gmail.com

2. Honorary Street Name Request

Street name requested ELBRIDGE LOCK WAY
Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
12TH AND VINE TO 13TH AND VINE

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 Marlon Lock Date 1/21/2023
Printed Name MARLON LOCK

113-3. Naming of Public Buildings, Facilities and Streets. 1. POLICY. To preserve the city's heritage and protect the public safety and convenience, existing names of public buildings, facilities and streets may be changed only in exceptional cases and only when compelling reasons for change are evident. In the naming of new public buildings and facilities, in the assignment of honorary street names and in the exceptional cases of renamings of public buildings, facilities and streets, priority shall be given to names reflecting the city's cultural diversity and the contributions of groups underrepresented in the existing nomenclature.

2. EXEMPTION. The procedures and guidelines contained in this section shall not apply to the naming of new or replacement buildings or facilities when the names used are simply administrative identifiers or reflect the functions of the structures. In addition, these procedures and guidelines shall not apply to the naming of new streets.

3. CITIZEN ADVISORY COMMITTEE. There is created a citizen advisory committee on the naming of public buildings, facilities and streets which shall make recommendations to the common council regarding proposals to name or rename public buildings, facilities and streets or to assign honorary street names. The committee shall consist of 7 members who are residents of the city of Milwaukee and who hold no other public office or public employment. Committee members shall be appointed by the mayor and confirmed by the common council to serve staggered 3-year terms. The mayor shall designate the chair. Members of the committee shall include at least one recognized local historian, one representative of a local business association or chamber of commerce and one employe of a local nonprofit community organization. Four members of the committee shall constitute a quorum.

4. PROCEDURE. Proposals to name new public buildings and facilities, to rename existing public buildings, facilities and streets, or to assign honorary street names shall be processed in the following manner:

a. A proposal to name or rename a public building, facility or street, or to assign an honorary street name, shall be submitted in writing to the city clerk, who shall refer the proposal to the citizen advisory committee, the appropriate standing committee of the common council and the relevant city department or agency. Each proposal shall include:

a-1. The specific building, facility or street being proposed for naming or renaming, or the specific street or street segment being proposed for honorary street naming, including a sketch showing its location.

a-2. The full form of the name being proposed, as well as the form suggested for use in the naming, renaming or honorary street naming.

a-3. The origin or meaning of the proposed name.

a-4. If the proposed name refers to an individual, a brief biography of that individual. a-5. The rationale for naming or renaming the building, facility or street with the proposed name or for assigning the honorary street name, including, if applicable, an explanation of how the name or individual is or has been associated with the building, facility or street or the area in which the building, facility or street is located.

a-6. Any letters from appropriate organizations and individuals which provide evidence of substantial local support for the proposal.

b. Following submission of a naming, renaming or honorary street naming proposal, and, in the case of an official street renaming, the application fee required by ch. 81, the relevant city department or agency shall evaluate the proposed name in terms of the criteria contained in this section. In the case of an official street renaming, the department or agency shall also conduct a postcard survey of residents, businesses and owners of property along the street, with all postage costs relating to the survey to be borne by the applicant. An official street renaming proposal shall not be given further consideration by the city unless the results of the postcard survey indicate that at least 50 percent of all property owners, residents and businesses along the street support the proposal. One postcard shall be sent to each owner of property along the street and to each address along the street, including each individual apartment, unit, room or suite number. No postcard survey shall be required if the renaming is initiated by the city and the renaming is necessary to eliminate a threat to public safety, such as but not limited to a situation where 2 streets have the same name and identical addresses exist or could be created.

c. If the proposal was submitted in accordance with the requirements of par. a, the relevant city department or agency shall forward the findings of its review of the proposed naming, renaming or



UNITY
GOSPEL
HOUSE of PRAYER

PASTOR
Marlon Lock

FIRST LADY
Kimberly Lock



414.264.4308



1747 N. 12th Street
Milwaukee, WI. 53205



www.unitygospel.org

PRAYER REQUEST LINE

1 (855) UNTYMKE
1-855-868-9653



@UnityGospelHouseofPrayer



@ughopMke



@ughopMke

HONORARY STREET NAME STATEMENT

This document is an official statement that will highlight the significance of community trailblazer and pastor, Elbridge Lock, his contributions to the city of Milwaukee, and why his legacy deserves to be revered in the form of an honorary street name.

What does it take to leave a legacy? Legacy is a word that has been affiliated with awards, accomplishments, businesses, inheritances, and even generational wealth. While these are all plausible experiences, there is one description that outweighs them all. A legacy could very well be defined by tangible accolades; however, we believe that the most influential people are those who not only make their mark on the world, but also, leave a lasting impression on the hearts of the lives they touch. Their presence may be no longer, but their morals, values, and vision continue to positively affect the earth despite their absence.

Elbridge Lock was born on December 31, 1927, in Sparkman, Arkansas. Known for his perseverance, positive attitude, and excelling work ethic, he was the living embodiment of “walking by faith.” Against all odds and despite not receiving a formal education, Elbridge was determined to do God’s will and transform the lives of the people of Milwaukee, doing so through ministry.

His vision was to create a safe and inclusive space for people to learn the truth about God. Elbridge carried out this and more through the birth of his ministry, which became a reality when the Spirit of God placed it on Elbridge’s heart to start a mission. It was at the first meeting that the Lord gave the church its name, Unity Gospel House of Prayer. The first service was held in the home of Apostle Lock and his wife, Naomi Lock, on January 30, 1973. For 36 years, Elbridge was dedicated to bringing his mission to fruition and did so with passion and love.

In lieu of his passing on April 8th, 2009, his legacy and mission prevail 50 years later as the thriving ministry continues to aid the citizens of this city through the facilitation of events, and partnerships under the leadership of his grandson and senior pastor, Marlon Lock. These programs aim to foster an environment conducive to the growth and development of Milwaukee’s communities. Some of the most prominent and impactful initiatives consist of partnerships with the Milwaukee Police Department to promote safety, cooperation, and communication between residents and law enforcement; community outreach programs that financially support victims of sexual assault, abuse, and homelessness; back-to-school supplies drives, and an annual turkey drive that has given over 2,000 turkeys and \$10,000 in gift cards to families during the holiday season.



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Additionally, with the future installment of a new community center that will offer even more programs centered around mental, physical, and spiritual wellness for all ages, the spirit of Elbridge Lock will live on and continually incite long lasting and effective change to the community.

David Viscott said, "The purpose of life is to discover your gift. The work of life is to develop it. The meaning of life is to give your gift away." Tens of thousands of lives across multiple generations have been transformed all because of one man's gift of love, sacrifice, and dedication to both God and His people. The beauty of the community that has been fostered, both in and outside of the walls of the ministry, is that it encompasses people from all backgrounds, assembled under one roof, seeking hope, strength, and communion in a chaotic world. Elbridge was the catalyst for the change he wanted to see in the world and the human manifestation of his notorious motto: "Obey God and He'll bless you real good."

In an effort to ensure that his selfless, valiant character and efforts are honored, I, Marlon Lock, would like to memorialize Elbridge Lock with an honorary street name entitled, "Elbridge Lock Way," that extends from 12th and Vine to 13th and Vine. The significance of this street name is not only affiliated with Elbridge as an individual. Even more, it signifies the physical site where his vision came to fruition and is the demographic his ministry continues to serve today.

Graciously Submitted,

Pastor Marlon Lock

Receipt of Street Naming Fee

Date:	1/17/23
Received Of:	Unity Gospel House of Prayer
Received By:	LME
Check # (If Applicable):	9290
Amount Received	\$100.00