



HONORARY STREET NAME SIGN APPLICATION

2nd Floor, City Hall
200 East Wells Street
Milwaukee, WI 53202

For Office Use Only:

Case number: H- Recommendation: _____

1. Applicant information:

Applicant's Name SCOTT SCHUBERT

Organization or Company MILWAUKEE RADIO GROUP

Street Address 5407 W. MCKINLEY AVE City/State MILWAUKEE, WI Zip 53208

Telephone (414) 978-9435 Fax (414) 978-9001 Email SCHUBERT/MRG@AOL.COM

2. Honorary Street Name Request

Street name requested BOB & BOZIAN WAY

Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
W. MARTIN AVE EAST OF N 55TH ST TO ROAD CLOSED BARRIERE INTO MPS LOT

3. Required Submittals: (APPROX 120 YARDS, THE LENGTH OF OUR PROPERTY)

- Refer to Chapter 113-3, Milwaukee Code of Ordinances
- 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. Street Naming Committee

- Upon submission of this application, please allow four to six weeks for City staff to review your request with the Street Naming Committee. Upon completion of the City's staff review, this request will be scheduled before the Street Naming Committee. All owners/residents along this street affected by the proposed honorary street name will be notified of the meeting and this is their opportunity to indicate their support or opposition to the honorary street name request. The committee will then make its recommendation to the Public Works Committee (PW). A deposit to cover the City's cost to install and/or fabricate the honorary street signs must be made before this request can be scheduled before the PW Committee. The PW Committee will make their recommendation to the Common Council. The applicant will be notified of the Common Council's action.

5. SIGNATURE OF APPLICANT:

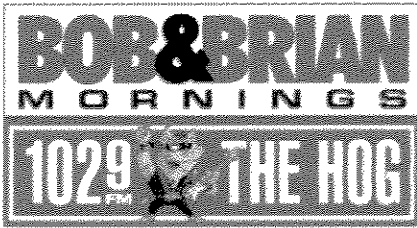
My application consists of the following items necessary to complete the application. Please check:

- Completed Application Form, Plus One Copy.
- Autobiography or statement regarding the person, place, or event being honored.

Signature [Signature] Date 6/19/2007

Printed Name SCOTT SCHUBERT

c: Local Alderman and Murphy



June 19, 2007

Office of the City Clerk

To whom it may concern:

Enclosed please find our request for an Honorary Street name sign in recognition of Bob and Brian's 20th Anniversary on 102.9 FM.

Not only are Bob and Brian a Milwaukee institution with their entertainment of hundreds of thousands of Milwaukeeans over the years, they have also raised millions of dollars for local charities such as the Leukemia and Lymphoma Society of Wisconsin, The Hunger Task Force of Milwaukee and The MACC Fund.

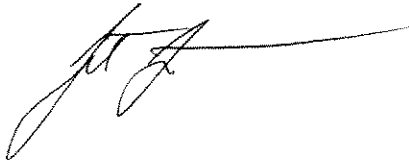
Our on-air celebration of their anniversary started with Racine County Executive Bill McReynolds proclaiming June 9th Bob and Brian Day in Racine County. We are organizing another event on July 3rd on the Summerfest Grounds that Mayor Barrett will most likely be a part of.

As our application states, we are requesting the "renaming" of the 120 yard section of Martin Drive along property of the Milwaukee Radio Group "Bob and Brian Way". This stretch is bordered by our property to the north, the concrete barrier blocking entrance to the Milwaukee Public Schools lot on the east, public parking spots on the south and Martin Drive proper on the west. We can even save the City the cost of a street sign as we have made these up for souvenirs to hand out to listeners this summer.



If you have any questions, please feel free to call or email. Thank you for your attention to this request.

Sincerely,

A handwritten signature in black ink, appearing to be 'S. Schubert', with a long horizontal line extending to the right.

Scott Schubert - Group Marketing Director
Milwaukee Radio Group
WKLH/WHQG/WJMR/WFMR/WJYI
(414) 978-9000 x 435
schubertmrg@aol.com



PERMIT APPLICATION FOR BLOCK PARTY - DEPARTMENT OF PUBLIC WORKS

After completing send to Ald. MURPHY, fax 286-3456 or 200 E. Wells St., Milwaukee, WI 53202 (Permits are issued only after the approval of the Alderperson, and a copy to the Special Event Permits Office, fax 286-3953 or 841 N. Broadway, Rm 516, Milwaukee, WI 53202

Note: This permit is subject to the Milwaukee Code of Ordinances, the City Charter and all rules and regulations governing street rights-of-way. The applicant agrees to indemnify and save harmless the City from and against all liabilities, claims, demands, judgements, losses and all suits at law or in equity, cost and expenses, including reasonable attorney fees, for injury or death of any person or loss or damage to the property of any person, firm, organization or corporation, including both parties thereto and their employees, arising as a consequence of the granting of the permit for such special event. The applicant agrees that the sponsoring organization will not exclude any person from the public area described in the permit because of race, color, national origin or disability. Please allow four weeks for processing. During June, July and August, applications are not accepted any later than two weeks before the event. For first time events, the Alderperson may require that the applicant obtain signatures of consent from neighbors affected by the event.

Date of Event N/A Raindate N/A

Time (include set-up and take down) N/A

Name of Sponsor(s) MILWAUKEE RADIO GROUP

PERMIT APPLICANT (Include and alternate):

Name SCOTT SCHUBERT

Name KEITH HASTINGS

Address 5407 W. MCKINLEY AVE

Address 5407 W. MCKINLEY AVE

City MILWAUKEE Zip 53208

City MILWAUKEE Zip 53208

Business Phone (414) 978-9435

Business Phone (414) 978-9425

Home Phone (414) 349-0980

Home Phone (414) 349-3452

Purpose of Event HONORARY STREET SIGN

We would like to block off W. MARTIN AVE EAST OF N 55TH TO (Street)

from MPS LOT (LENGTH OF OUR PROPERTY) (Street) to _____ (Street)

Barricades may be delivered to (address required) N/A

Applicant's signature (permittee) [Signature]

Date 6/19/07

Aldermanic approval(s) _____

Date _____

For DPW use Equipment: _____

TOTAL \$ _____

Fee: \$ _____
\$ _____
\$ _____

Application received _____
Distribution: _____
MPD _____
Traffic Eng _____
Sanitation _____
Common Council _____

Public Works Department Approval _____

Date _____

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55th

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Milwaukee Radio Group

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5204 N 55th

area requested to be
designated Bob & Brian
Way (approx 120 yards)

W. Martin Ave.

median

parking

5425 W Martin

* = electrical pole

Road Closed
barrier

