



Department of Public Works  
Infrastructure Services Division

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Commissioner of Public Works

**James P. Purko**  
Director of Operations

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City Engineer

May 30, 2003

To the Public Building/Streets Naming Citizen Advisory Committee

Dear Honorable Committee Members:

At the recent meeting held on May 15, 2003, the committee considered the following three street name changes:

- File Number 020758 – to change North 35<sup>th</sup> Street between West Hampton Avenue and West Mother Daniels Way to North Mother Daniels Way.
- File Number 030106 – to change West Hadley Street between North 27<sup>th</sup> Street and North 29<sup>th</sup> Street to West Elder Virdell Wallace Way.
- File Number 020894 – to change North Commerce Street between North Weil Street and North Humboldt Avenue to North Riverboat Road.

As a result of this meeting and additional information provided, the following comments are offered:

- North 35<sup>th</sup> Street to North Mother Daniels Way

The committee asked Ms. Marcia Lindholm of my staff to meet with the Reverend Sedgwick Daniels, at the Holy Redeemer church and educational center. That meeting occurred on May 23<sup>rd</sup>. Mr. Alton Townsel was also present. Reverend Daniels expressed their desire to keep West Mother Daniels Way between North 35<sup>th</sup> Street and North 36<sup>th</sup> Street and rename North 35<sup>th</sup> Street for the one block along the center to North Mother Daniels Way. Ms. Lindholm referred to DPW's letter of May 13, 2003 that indicated that the request did not comply with three procedures of the ordinance used to consider renaming a street. In particular, they refer to:

- not choosing a name if it duplicates or sounds similar to an existing street name
- the street shall bear the same name throughout its length, when appropriate
- street names shall not exceed 13 characters in length.

The letter concluded by stating that, if the needs and interest of the citizens of the City of Milwaukee are best served through the proposed street name change, DPW would not be opposed. DPW's position remains the same.

At this meeting, Ms. Lindholm indicated that the addresses along this segment of North 35<sup>th</sup> Street north of West Hampton Avenue are within the 4800's and that building addresses on a newly named North Mother Daniels Way would also be assigned within the 4800's. Reverend Daniels understood that the addresses would be within the 4800's.

The Committee's suggestion to have the street named North Mother Daniels Way from West Hampton Avenue north to the intersection of North 36<sup>th</sup> Street and West Mother Daniels Way is not supported.

Provided that the Common Council adopts this ordinance, the petitioner is to deposit \$200 to cover DPW's cost to change the street signs.

- West Hadley Street to West Elder Virdell Wallace Way

At the committee meeting, the petitioners shortened the street name request to "West Elder Wallace Way". This request is now in accord with the ordinance.

There was also discussion about extending the limits of the street name change to West Fond du Lac Avenue. After the meeting, Ms. Biddle indicated to Ms. Lindholm that the original limits would meet their needs.

Based upon the shorter street name change request between North 27<sup>th</sup> Street and North 29<sup>th</sup> Street, DPW can support this street name change. The petitioner is to deposit \$300 to cover the City's cost to change the street signs provided that the Common Council passes this ordinance.

- North Commerce Street to North Riverboat Road

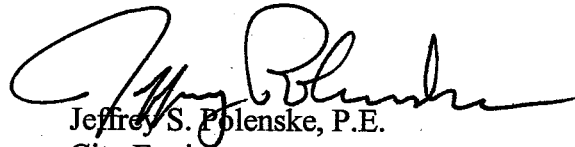
Attached please find an area map that shows North Commerce Street between East Pleasant Street and East North Avenue. The shaded area on the map is also known as North Commerce Street. To eliminate the street name duplication, the shaded portion as shown on the map is proposed to be renamed North Riverboat Road. By renaming the southerly segment of North Commerce Street to North Riverboat Road any duplication of addresses in the parcel of land between the two Commerce's can be avoided.

The petitioner is to deposit \$200 to cover the City's cost to replace the street signs, provided that the Common Council passes this ordinance.

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As a point of clarification, DPW is not responsible for verifying the signatures on the petition. DPW does not maintain ownership records nor can it render an opinion regarding whether the legal requirements of the ordinance pertaining to the petition have been met. DPW will continue to investigate proposed street name changes and comment on their compliance with the ordinance as it pertains to DPW issues, namely to facilitate vehicular and pedestrian movement throughout the City in a safe and efficient manner.

Very truly yours,



Jeffrey S. Polenske, P.E.  
City Engineer

MGL:lja  
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Attachment