



Department of Public Works  
Infrastructure Services Division

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May 5, 2004

To the Public Improvements Committee

Subject: Request to change street name  
North 10<sup>th</sup> Street between  
West Chambers Street and West Locust Street

Dear Honorable Members:

This letter is in reply to a referral and report directive dated April 16, 2004 from the Public Improvements Committee regarding Common Council File Number 031601. This file proposes an ordinance be adopted changing the street name of North 10<sup>th</sup> Street between West Chambers Street and West Locust Street to North Claretta Simpson Way.

Chapter 113-3 of the Milwaukee Code of Ordinances defines the policy and procedure the City follows when a request is submitted to consider changing a street name. After reviewing this chapter, there are issues regarding this proposed street name change that may be in conflict with the intent of this ordinance.

Chapter 113-3-7-a Street Names states "In order to facilitate the location of addresses, particularly for the purposes of mail delivery and the provision of emergency services, a street name shall bear the same name throughout its length where appropriate."

- Currently, North 10<sup>th</sup> Street extends from West St. Paul Avenue north to West Hope Avenue. Changing the street name of North 10<sup>th</sup> Street between West Chambers Street and West Locust Street would not be consistent with this section of the ordinance.

Chapter 113-3-7-b Street Names states that "Street names shall not exceed 13 characters in length, including spaces between words but not including cardinal direction letters and abbreviations for street types."

- The City has standard street signs that come in three different lengths. By maintaining an acceptable maximum street name length, the City can use the longest standard sign while ensuring that the lettering is large enough to be visible. Capital letters must be at least 6-inches high while lower case must be at least 4½-inches high per the Manual on Uniform Traffic Control Devices. The request for "West Claretta Simpson Way" includes 16 letters/spaces, thus exceeding the acceptable letter/spacing limit by 23 percent. The maximum sign size must be respected because

these signs are mounted on supports that are designed to handle a certain load. This request is not consistent with this section of the ordinance.

The petition was included with the packet of material forwarded to the Department of Public Works for review so the following discussion pertains to the petition:

Chapter 113-3-4-a-7 Procedure states that "In the case of a street renaming, a petition signed by more than 50 percent of the owners of property along the street, with a maximum of one signature per parcel. Signatures shall be obtained by the person or persons requesting the renaming. A street renaming proposal shall not be considered unless the number of signatures exceeds 50 percent of the number of parcels along the street."

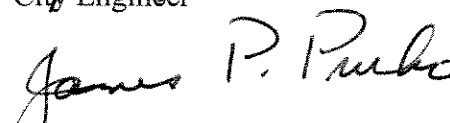
- This petition does not have enough valid signatures. There should be only one vote per tax key number.
- The petition refers to renaming North 10<sup>th</sup> Street to "Mother Freedom Simpson Drive or Street". The ordinance that was introduced to the Common Council calls for the street to be renamed "Claretta Simpson Way". The proposal to renaming a street must be identical on the petition and in the ordinance. This petition is not consistent with the ordinance.

Since renaming a portion of North 10<sup>th</sup> Street "Claretta Simpson Way" is not consistent with the above referenced sections of Chapter 113-3 of the Milwaukee Code of Ordinances, we cannot support this request to change the street name.

Very truly yours,



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City Engineer



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