



Department of Public Works
Infrastructure Services Division

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August 18, 2006

To the Public Works Committee

Subject: Request to change street name
Change West Fiebrantz Avenue from North 53rd Street east
to its terminus located just east of West Fond du Lac Avenue
to West Frank Moore II Place

Dear Honorable Members:

This letter is in reply to a referral notice forwarded to the Department of Public Works (DPW) on July 31, 2006. File Number 060523 has been introduced to the Common Council to officially rename a portion of West Fiebrantz Avenue to West Frank Moore II Place for the length of one block on either side of West Fond du Lac Avenue.

Chapter 113-3 of the Milwaukee Code of Ordinances defines the policy and procedure the City is to follow when a request is submitted to consider changing a street name. Ordinance Number 050197 was adopted in June, 2005 which modified the procedure. Among other things, this ordinance now requires that a postcard survey be conducted of all property owners, residents and businesses along the street proposed to be renamed. Prior to this ordinance change, a supporter of the street name change was responsible for circulating a petition to the property owners to determine their support/opposition to the street name change. With this process, there was a concern that renters and businesses that lease space would be left out of the decision making process to change the street even though that name change would certainly affect them as their address would change. This ordinance change now calls for all owners and occupants to be surveyed to determine whether they support the proposed street renaming. The ordinance revision also states that the street naming proposal shall not be given further consideration unless the results of the postcard survey indicate that at least 50 percent of all property owners, renters and businesses along the street support the proposal.

The DPW has been charged with conducting the postcard survey. An informational letter was prepared and sent to the owners and businesses along this segment of West Fiebrantz Avenue. Per the ordinance, at least 50 percent of the 5 surveyed would need to return the postcard in favor of the street name change in order for the proposal to be considered by the City. For this street renaming proposal 3 postcards were returned and all 3 (60%) supported the street renaming.

Given that at least 50 percent of those surveyed supported the street name change, the City will consider the street name change.

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 shall bear the same name throughout its length, where appropriate.

- Currently Fiebrantz Avenue extends from West Grantosa Drive to North Richards Street on the east. Renaming this one block would not be consistent with this section of the ordinance.

Granted the 4 properties that abut this segment of West Fiebrantz Avenue will not have an address change because all four properties presently have their properties addressed from West Fond du Lac Avenue. That may not be the case in the future if addresses need to be assigned on what is now known as West Fiebrantz Avenue.

If the Common Council adopts this ordinance to change the street name, the DPW will fabricate and install the 2 replacement signs at a cost of \$200. The deposit is to be made to the DPW prior to this ordinance being scheduled on the Public Works Committee meeting. Since this is an official street name change, the DPW will maintain and replace these signs as part of its regular street sign inventory.

Very truly yours,



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City Engineer



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