



Department of Public Works  
Infrastructure Services Division

Ghassan Korban, P.E.  
Commissioner of Public Works

Jeffrey S. Polenske, P.E.  
City Engineer

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April 21, 2017

To the Public Works Committee

Subject: Honorary Street Name Request  
West Auer Avenue (3200 Block North)  
Between North Dr. Martin Luther King Jr. Dr. and North 2<sup>nd</sup> Street to  
Elder Jonathan Saffold Sr.

Dear Honorable Members:

This letter is in reply to a notice dated April 9, 2017 regarding a request for an honorary street name on West Auer Avenue.

Chapter 113-3 of the Milwaukee Code of Ordinances provides the guidelines to consider when reviewing honorary street name requests. The guidelines provided in the code have been reviewed and the following comments are offered.

The rationale submitted explains Pastor Jonathan Saffold Sr. has been an integral part of his community since 1976. He is the founder of Ebenezer Church of God in Christ located at 3132 North Dr. Martin Luther King Jr. Drive. Pastor Saffold founded the Ebenezer Diabetes Friendly Food Pantry to provide healthier food to community members who suffer from diabetes. His church also established the Community Chronic Disease Management Clinic, a prenatal education program; and created with Colombia St. Mary's the Ebenezer Health Resource center to offer health education, screenings, affordable care act, badger care enrollments, and support groups for Alzheimer's Disease throughout the community. Pastor Saffold's wisdom and insight are indeed a spiritual gift to his congregation, but his support of family, health, education, and nutrition, among many other things, are gifts to the entire community.

The request to have the honorary street name of "Elder Jonathan Saffold Sr." includes 26 letters and spaces. This will fit the standard honorary street sign space.


Three blue honorary street signs are required and will be mounted at North 2<sup>nd</sup> Street, North 3<sup>rd</sup> Street, and North Dr. Martin Luther King Jr. Drive. The signs will be mounted below the West Auer Ave. sign at North Dr. Martin Luther King Jr. Drive and North 3<sup>rd</sup> Street and on a streetlight pole at North 2<sup>nd</sup> Street. The existing official street signs at each location will remain. The petitioner may choose to furnish the honorary street signs but they must be fabricated to established City guidelines. The City can fabricate the signs at \$50 each. In either case, the City will install the honorary street signs at a cost of \$50 per sign. The petitioner is to deposit \$150 to the City if they furnish the three signs or \$300 if the City fabricates and installs the signs. If a sign needs to be replaced in the future, the City is to be notified of the missing or damaged sign and the petitioner is




to cover the cost to fabricate and mount the sign as described above with the initial installation. The City's cost to fabricate and install future signs is subject to change.

Provided that the honorary street name request meets the established design criteria and that the Department of Public Works does not incur any costs as a result of this action, we can support this resolution.

Sincerely,



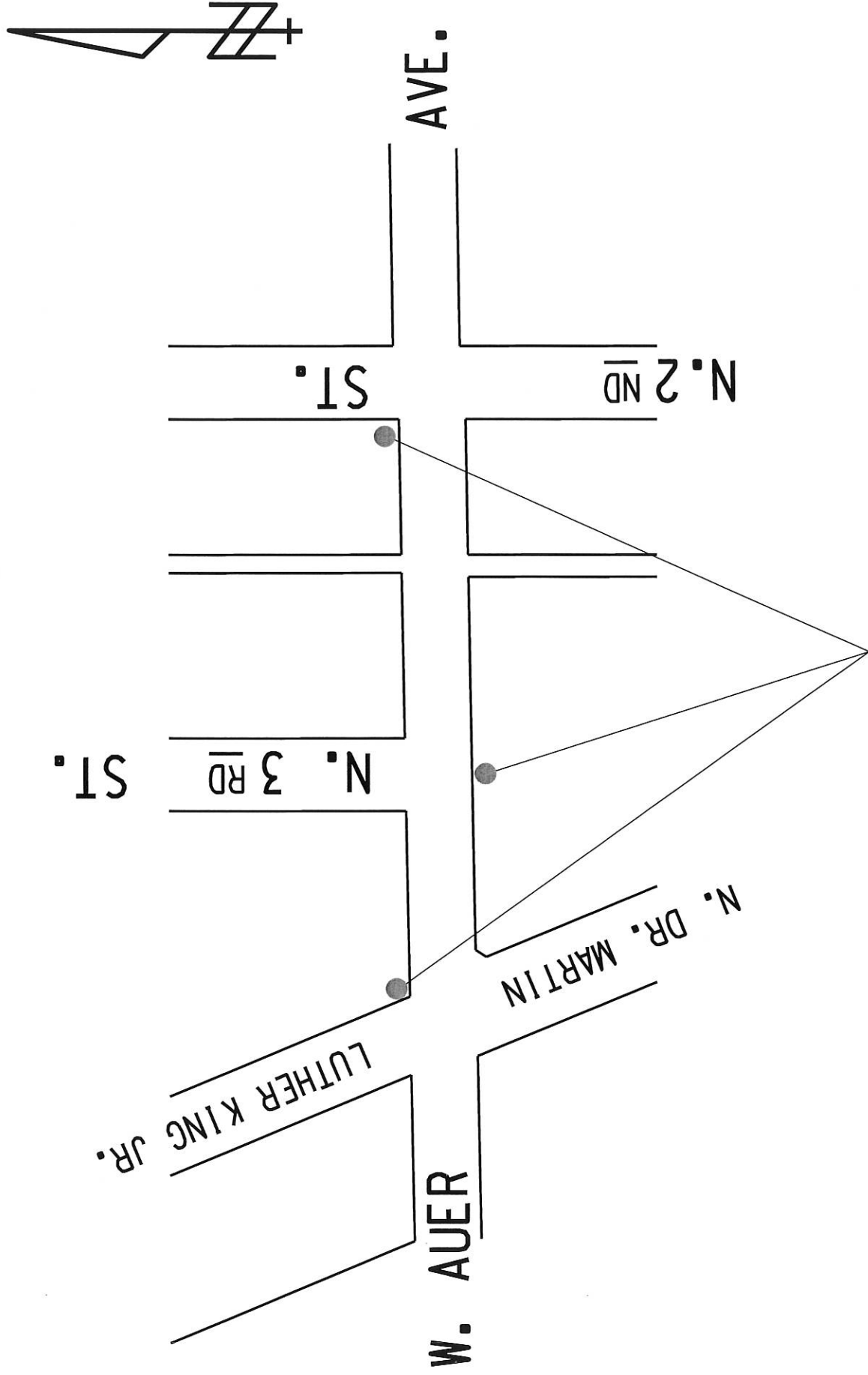
Jeffrey Polenske, P.E.  
City Engineer



Ghassan A. Korban  
Commissioner of Public Works

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W. AUER AVE. FROM N. DR. MARTIN LUTHER KING JR. DR. TO N. 2ND ST.



LOCATION OF STREET SIGNS WHERE HONORARY STREET NAME  
OF ELDER JONATHAN SAFFOLD SR. WILL BE MOUNTED

Honorary Street Name Request  
W. Auer Av. between  
N. Martin Luther King Jr. Dr. and N. 2nd St.  
to Elder Jonathan Saffold Sr.

