



OFFICIAL STREET NAME SIGN APPLICATION

City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

PLEASE NOTE: A \$100 PAYMENT MUST ACCOMPANY THIS FORM

1. Applicant information:

Applicant's Name Andre Ash
Organization or Company Alpha Phi Alpha Fraternity Delta Chi Lambda Chapter
Street Address 3357 N. Sherman Blvd City/State Milwaukee / WI Zip 53216
Telephone 414-234-9058 Fax _____ Email Andre@AshComputerSolutions.com
Andre@AshComputerSolutions.com
one word

2. Official Street Name Request

Street name requested Dr. Finlayson Avenue

Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
20th Street: From 20th and Olive to 20th and Wells
20th Street: From 20th and Olive To 20th and Wells

3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances (a copy of which is attached to this application)
- 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 the official street name has been requested to be changed.
- The City will conduct a post card survey to be sent to all property owners and to each address along the street. The cost of this postcard survey, which is approximately \$1.50 per property surveyed, may be required to be paid by the applicant prior to its being sent. A street renaming proposal shall not be given further consideration by the City unless the results of the post card survey indicates that at least 51% of all owners/residents along the street support the proposal. The applicant will be notified of the results of the post card survey to determine whether the request has enough support to continue through the process.

4. City Review and Approval Process:

Upon submission of this application, please allow six to eight weeks for City staff to review your request. Upon completion of the City's review and the favorable response from the post card survey of at least 51% of those polled; this request will be scheduled before the Street Naming Committee. All owners/residents along this street affected by the proposed official street name change will be notified of the meeting. The committee will then make its recommendation to the Public Works Committee (PW). Prior to its being scheduled before the PW Committee, the applicant must pay the city the cost to fabricate and install the signs. The PW Committee will make its 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 a complete the application. Please check:

- \$100 fee (check made payable to "City Treasurer")
- Completed Application Form
- Autobiography or statement regarding the person, place, or event being considered for an official street name change

Submit your application to the City Clerk, 200 East Wells St, Room 205

Signature Andre Ash Date Jun 17, 2019

Printed Name Andre Ash

Dr. William E Finlayson's Significance to Milwaukee

Retired physician, Dr. William E. Finlayson has a long and distinguished history of service in the City of Milwaukee that dates back to his arrival in the city in 1958. He practiced obstetrics and gynecology for 39 years. Affectionately called the "baby doctor" by many, it's estimated that he's delivered roughly 10,000 children and has touched countless lives in the community both personally and professionally.

A son of the South, he arrived as thousands of African Americans, mostly from the South as well, were flocking to the city in search of employment opportunities and greater freedom. There was great need within this exploding population for professional services. He came prepared to serve, with a wealth of talent and experience.

Service was his watchword from a young age, given that he grew up in the Baptist church and was the son of a prominent Florida minister. Barely out of high school, Finlayson served in the Army for three years during WWII and achieved the rank of First Lieutenant. With the benefit of the GI Bill, Finlayson attended the historical black college of Morehouse along with other leaders such as classmate and Alpha Phi Alpha fraternity brother Dr. Martin Luther King, Jr. He went on to earn a medical degree from Meharry Medical College in Nashville, a matriculate to post-graduate study at Meharry and the University of Minnesota. Following that, he settled in Milwaukee with his wife and young sons.

In the late 50s, Milwaukee offered many opportunities to its new arrivals. It was a prosperous city with a strong industrial base, but it was not without racial discrimination.

Finlayson's social conscience prompted him to push for the establishment of a state of the art YMCA facility on the near Northside in mid-1960s. He served as President of Board of Directors from fundraising through groundbreaking and construction. Around that same time, in 1964, he spearheaded an effort to bring his former classmate, fraternity brother and friend, Dr. Martin Luther King, Jr. to Milwaukee.

Like King, Finlayson has been a drum major for justice. He is a Golden Heritage life member of the NAACP. And on the local level, he was a founding member of the Milwaukee African American Council, a think tank composed of prominent African American leaders.

More recently, Finlayson organized the W.E.B. DuBois Club. The club provides mentoring and guidance to young African American high males. With the support of his Sigma Pi Phi Fraternity, the club encourages intellectual development as well as financial literacy. Finlayson also recently received Milwaukee's 2019 Living Legend Award.

The awards and honors he has amassed throughout his nearly 95 years of life are too numerous to name, but all point to the reason to maintain his legacy for future generations in concrete ways. Dr. Finlayson's medical practiced for over 30 years was at 2003 W. Capitol Drive the current home of WNOV Milwaukee's oldest black owned and operated radio station. The boundaries of the requested street name change is 20th and Olive to 20th and Wells intersecting with the former location of his medical practice which was often used by members of the community as an identifying marker for 20th and Capitol .

Naming a street after him is an appropriate way to recognize his outstanding service to the medical needs, social justice needs, financial needs, as well as leadership needs in the city of Milwaukee.