



City of Milwaukee

OFFICIAL STREET NAME SIGN APPLICATION

2nd Floor, City Hall
200 East Wells Street
Milwaukee, WI 53202

For Office Use Only:

Case number: O- _____ Recommendation: _____

1. Applicant information: **Bruce T. Block, attorney for Bergstrom Chevrolet, NSHE Santee LLC, SBS Partnership LLP and August Urbanek Development Management LLP**

Applicant's Name _____

Organization or Company **Reinhart Boerner Van Deuren s.c.**

Street Address **Suite 1700
1000 North Water Street** City/State **Milwaukee, WI** Zip **53202**

Telephone **414-298-8130** Fax **414-298-8097** Email **bblock@reinhartlaw.com**

2. Official Street Name Request

Street name requested **change W. Metro Boulevard to Metro Auto Mall**

Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
entire street

3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances
- 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 a particular section of street has been requested to change the official street name.
- The City will conduct a post card survey to be sent to all property owners and to each address along the street. 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. Street Naming Committee

Upon submission of this application, please allow six to eight weeks for City staff to review your request with the Street Naming Committee. Upon completion of the City's staff 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. (*PLEASE NOTE: The applicant shall pay all postage costs relating to the postcard survey of residents, businesses and property owners*) 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). A deposit to cover the City's cost to conduct the postcard survey and to fabricate and install the official street signs must be made before this request can be scheduled before the PW Committee. The PW Committee will make their 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:

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

Signature Bruce T. Block Date 4/4/12

Printed Name Bruce T. Block

c: Local Alderman

APPLICANT'S STATEMENT IN SUPPORT OF STREET NAME CHANGE

W. Metro Boulevard is a very short public street providing access to only seven privately owned parcels. Five of these parcels are owned by auto dealerships and a sixth is vacant and currently under contract to an auto dealership. The seventh parcel, which is the easternmost parcel located at the southwest corner of the intersection of W. Metro Boulevard and N. 107th Street, is a church, with a street address on N. 107th Street. The applicant represents the owners of five of the auto dealership parcels: Bergstrom Chevrolet (two parcels); NSHE Santee LLC (Darrow); SBS Partnership LLP (Heiser); and August Urbanek Development Management LP .

Access to W. Metro Boulevard is limited. It can be entered from the west only via an exit ramp from northbound Highway 41/45. It can be entered from the east only from N. 107th Street. It can only be exited to the east, onto N. 107th Street; there is no exit to the west. There are no access points to W. Metro Boulevard between the Highway 41/45 exit and N. 107th Street. (The auto dealers recently sought permission from the Wisconsin Department of Transportation to extend an entry road north from W. Metro Boulevard to W. Good Hope Road, but that request was denied.)

The limited access to W. Metro Boulevard has created two inter-related problems: first, the street is inconvenient to get in and out of; second, the street is hard to find. These problems have created a material adverse impact upon all of the auto dealerships. Customer traffic and sales volumes at these sites are well below the norms for auto dealerships generally and for these dealers in particular, all of whom are longstanding companies with strong regional name recognition and reputations (Heiser, Darrow and Bergstrom). This has inhibited investment and expansion, which has correspondingly inhibited growth in employment and tax base. Unless and until major changes are made to the Highway 41/45 intersection with Good Hope Road, it is unlikely that the inconvenient access to W. Metro Boulevard can be remedied. However, wayfinding can be improved. And a major step in that direction can be accomplished by changing the name of W. Metro Boulevard to Metro Auto Mall to reflect the character of the businesses (the only businesses) that the street services. This name change will heighten public awareness that this very short, limited purpose street is a destination for auto dealerships. All of the street signage and highway exit signage providing directions to the street will reinforce this point and make clear to anyone trying to find one of the dealerships on this street that they are indeed taking the appropriate exit off of Highway 41/45 or off of N. 107th Street. Retaining the name "Metro" will provide continuity with whatever inherent goodwill and name recognition exists with respect to this street and lessen the confusion that generally accompanies any name change. The addition of "Auto Mall" will establish the identity of purpose between the street and the only businesses it serves. The name change will only affect the street addresses of the auto dealership parcels. There will be no inconvenience to any other property owner. Accordingly, the applicant respectfully requests that the name of W. Metro Boulevard be changed to Metro Auto Mall.