



Department of Public Works
Infrastructure Services Division

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April 1, 2022

To The Public Works Committee

Subject: Honorary Street Name Request – Brig. Gen. Robert A. Cocroft
West Wisconsin Avenue between North 27th Street and North 35th Street

Dear Honorable Members:

This letter is in reply to an application dated March 14, 2022 regarding a request for an honorary street name of Brig. Gen. Robert A. Cocroft on West Wisconsin Avenue between North 27th Street and North 35th Street.

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:

Born in Mississippi, Brigadier General Robert Andrew Cocroft moved to Milwaukee as an infant, and represented the city well for the rest of his life. He was drafted into the Army in 1966, and became an infantry officer shortly thereafter. He served his country for more than 40 years, both on active duty and in the reserves. He was the deputy secretary of the Wisconsin Department of Veterans Affairs, when he continued to look after the best interests of Wisconsinites who have served. He continued his mission as president and CEO of the Center for Veterans Issues for 14 years, as well as serving as director of the National Association for Black Veterans.

The request to honor Robert A. Cocroft posthumously with an honorary street name of “Brig. Gen. Robert A. Cocroft” includes 28 letters and spaces. The letter size of the honorary street name will be sized to fit the standard honorary street sign space.

Twelve (12) blue honorary street signs will be needed. Please refer to the attached map showing where the honorary street name signs will be located. The petitioner may choose to furnish the honorary street signs, but they must be fabricated to established City standards. 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 \$600 to the City if they furnish the signs or \$1,200 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. The City’s cost to fabricate and install future signs is subject to change.

West Wisconsin Avenue will remain the official street name so addresses will not change.

Sincerely,

Jerrel Kruschke, P.E.

City Engineer

Karen Dettmer, P.E.

Interim Commissioner of Public Works

YM/clm

Enclosures

