



Department of Public Works
Infrastructure Services Division

Ghassan Korban
Commissioner of Public Works

Preston D. Cole
Director of Operations

Jeffrey S. Polenske
City Engineer

May 11, 2012

To the Public Works Committee

Subject: Request to Change Street Name
Change West Metro Boulevard to West Metro Auto Mall

Dear Honorable Members:

Common Council File Number 111735 proposes that an ordinance be adopted to officially rename West Metro Boulevard to West Metro Auto Mall.

Background

The City received a request from Attorney Bruce T. Block on behalf of Bergstrom Chevrolet, NSHE Santee LLC, SBC Partnership LLC and August Urbanek Development Management LP to officially change the street name of West Metro Boulevard to West Metro Auto Mall.

There are five auto dealerships on this street and the proposed street name change is expected to heighten public awareness that this is a destination for auto dealerships.

West Metro Boulevard was created as public right-of-way in 1998. This east-west street is approximated half a mile long and is located between IH-45 and North 107th Street. Please refer to the attached location map. There are six different property owners along this street, in addition to auto dealerships there is a church.

Review Process

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. One of the requirements is that the City is to conduct a postcard survey of all of the property owners and residents along the street proposed to be renamed. In this case, six parties were surveyed and four postcards were returned, all in favor of the street name change. Per the street name changing ordinance, at least 50 percent of those surveyed must be in favor of renaming the street in order for the proposal to be considered by the City. For this street renaming proposal, 67 percent support the street renaming.

Public Works Committee

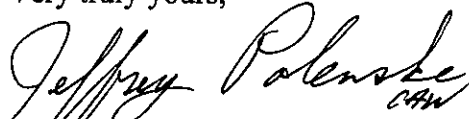
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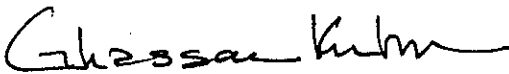
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With the street name officially changing, the property addresses will change including any documentation that contains the business address such as financial accounts, leases, utility accounts, business letterhead, and so forth. City data bases and maps will be revised to reflect that street name change.

If the Common Council adopts this ordinance to change the street name, the DPW will fabricate and install the three street name signs at a total cost of \$300.00. The petitioner is to submit a check to the City Engineer for \$300.00 made out to the City of Milwaukee. Since this is an official street name change, the DPW will maintain and replace any future signs as part of our regular street sign inventory.

Very truly yours,


Jeffrey S. Polenske, P.E.
City Engineer


Ghassan Korban
Commissioner of Public Works

MGC:cn

Attachment

c: Alderman Jim Bohl, with attachment