



APPLICATION FOR RENAMING OF CITY PROPERTY

2<sup>nd</sup> Floor, City Hall  
200 East Wells Street  
Milwaukee, WI 53202

**For Office Use Only:**

Case number: Recommendation: \_\_\_\_\_

**1. Applicant information:**

Applicant's Name Scott A. Van Derven

Organization or Company Wisconsin State Association of Letter Carriers

Street Address 2339 N. 62<sup>nd</sup> St City/State Wauwatosa, WI Zip 53213-1509

Telephone 414-688-8118 Fax \_\_\_\_\_ Email wsalcpresident@gmail.com

**2. Official Name Request**

Name requested Vincent R. Sombrotto Triangle at Letter Carrier Park

Location of proposed designation: (for example, West Main Street from North 12<sup>th</sup> Street to North 15<sup>th</sup> Street)  
Triangle of N. 2<sup>nd</sup>, W. Wells and N. Plankinton St.

**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 city property has been requested for the name change.

**4. Citizen Advisory Committee on the Naming of Public Buildings, Facilities and Streets**

- Upon submission of this application, please allow four to six weeks for City staff to review your request with the Citizen Advisory Committee on the Naming of Public Buildings, Facilities and Streets. Upon completion of the City's staff review, this request will be scheduled before the Citizen Advisory Committee on the Naming of Public Buildings, Facilities and Streets. The committee will then make its recommendation to the Public Works Committee (PW). A deposit to cover the City's cost to install and/or fabricate any changed 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 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 honored.

Signature Scott A. Van Derven Date July 24, 2013

Printed Name Scott A. Van Derven

cc: Local Alderman

## Statement of Significance

We are requesting that the city of Milwaukee rename the triangle bounded by N. 2<sup>nd</sup> St, W. Wells Street and North Plankinton Avenue to honor the historical significance of President Emeritus Vincent R. Sombrotto of the National Association of Letter Carriers.

The land would be renamed to reflect the contribution of Letter Carriers to the fabric of society in Milwaukee and across the nation as the primary form of communication spanning decades and poised to serve into the future.

Currently, this land is the home of the Letter Carrier statue which was dedicated on this site on August 30, 1989 on the Centennial of the founding of the National Association of Letter Carriers. Our Association was founded in Milwaukee on August 30, 1889 and is one of the oldest labor organizations in the United States.

Milwaukee is significant to the NALC because of the historical context of the origin of the organization. In August of 1889, Milwaukee Letter Carriers, knowing many of their fellow carriers would be attending the Grand Army of the Republic encampment in Milwaukee that summer, issued an official Call to meet during the reunion to form a national association and act on other matters of importance to letter carriers and their families. Heeding the call, 60 letter carriers from 18 states gathered in the meeting room above Schaefer's Saloon which was located at 808 N. Plankinton Avenue. On August 29, 1889 they unanimously adopted a resolution to form a National Association of Letter Carriers. The next day, the convention elected officers and adopted a number of resolutions.

The historical significance of the formation of the NALC was reinforced when the Letter Carrier statue was placed on the triangle in August of 1989 during the Centennial Celebration hosted in Milwaukee. This gala celebration drew 4000 letter carriers and their families to Milwaukee, featured a parade down Wisconsin Avenue and culminated in the dedication of the statue on August 30, 1989. Then President Sombrotto presided over the Centennial event and personally handled the unveiling of the statue which became a great source of pride to every letter carrier and family present that day. This pride continues every August when local Branch 2, the Pioneer Branch, cleans and waxes the statue and maintains the property.


One of the reasons that we feel the renaming of the parcel of land to honor President Emeritus Sombrotto lies with the statue's figures. They represent the progression of the letter carrier from the turn of the century to a carrier wearing the uniform from 1939, the 50<sup>th</sup> year of the organization, to a contemporary uniform representing the modern era. Sculptor Elliot Offner celebrated the diversity of the organization by depicting an African American carrier in the 1939 uniform and a woman wearing the modern uniform. This diversity represents the best of the Letter Carrier craft throughout its history.

The progression of the figures on the statue is embodied with the personage of President Emeritus Sombrotto. The modern era Letter Carrier marks when the Postal Department became the Postal Service in 1971 and is when the influence of President Sombrotto became known. He was a key figure in the Postal Strike of 1970 that took Letter Carriers from near

poverty wages to a place where cooperative collective bargaining made the job one that could sustain a middle class family. This made for increased dedication by the career employees represented by President Sombrotto and the American public benefitted by having the service of the most efficient Postal delivery service in the world. His innovation and devotion to the members he served would place him on par with the figures represented on the Letter Carrier monument.

The 125<sup>th</sup> Anniversary of the NALC is approaching and the Wisconsin State Association of Letter Carriers State Convention will be held in Milwaukee in May of 2014. It would be a fitting tribute to President Sombrotto to dedicate the name of the land to him during this event.

Thank you for your consideration.

A handwritten signature in black ink that reads "Scott A. Van Derven". The signature is written in a cursive style with a large initial 'S' and 'V'.

Scott A. Van Derven, President  
WI State Association of Letter Carriers  
Officer, Pioneer Branch 2 Milwaukee  
414-688-8118