



HONORARY STREET NAME SIGN APPLICATION

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

PLEASE NOTE: A \$100 PAYMENT MUST ACCOMPANY THIS FORM
(Checks should be made payable to "City Treasurer")

1. Applicant information:

Applicant's Name Howard Snyder
Organization or Company Northwest Side Community Development Corp.
Street Address 4201 N. 27th Street City/State Milwaukee, WI Zip 53216
Telephone (414) 444-8200 Fax (414) 444-8201 Email HSnyder@nwscdc.org

2. Honorary Street Name Request

Street name requested Power ~~Avenue~~ INNOVATION
Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
W. Hope Avenue from N. 27th St to N. 31st St.

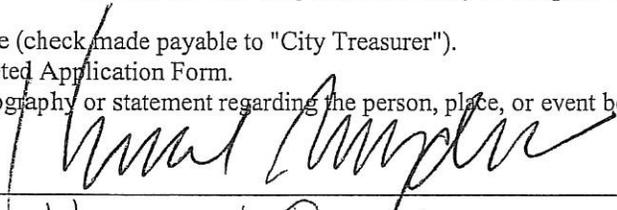
3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances (attached)
- 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 for the honorary designation.

4. SIGNATURE OF APPLICANT:

My application consists of the following items necessary to 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 honored.

Signature  Date 2/1/17
Printed Name Howard Snyder



Chapter 113-3 Naming of Public Buildings, Facilities and Streets

4.a. Proposal to rename a street (Honorary)

a-1. Current Street:

W Hope Street from N 27th Street to N 31st Street

a-2. Proposed Name:

Full Form Name: **Power Avenue**

Suggested for use: **Power Ave.**

a-3. Origin/Meaning: **Power**

1. To supply with electricity
2. Operated or driven by a motor or electricity
3. Ability to do or act; capability of doing or accomplishing something
4. To inspire; spur; sustain

a-5. Rational:

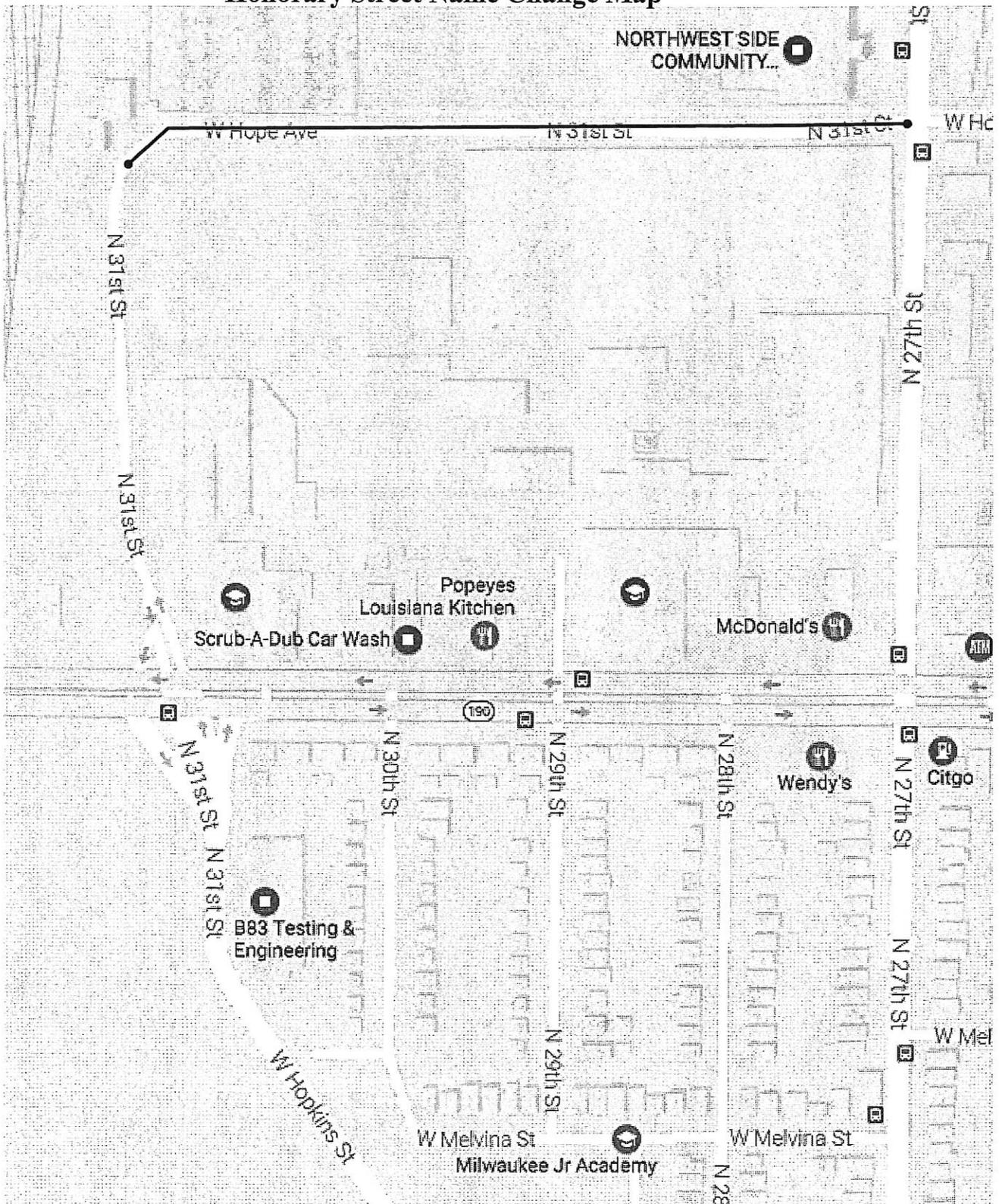
This proposal is being led by the Midwest Energy Research Consortium (M-WERC) and the Northwest Side Community Development Corporation. M-WERC is a non-profit research consortium focusing on the Energy, Power and Controls (EPC) Industry. Milwaukee, specially the 30th St. Industrial Corridor has a rich history in the EPC space. We believe Power Avenue fits well with the theme of the City of Milwaukee's efforts to renew this area with the Century City Redevelopment district as an eco-technology park. Northwest Side Community Development Corporation and the City of Milwaukee have invested \$400,000 west of N 31st Street to build an EPC business cluster. Both Northwest Side Community Development Corporation and M-WERC are housed in Century City Tower located on the corner of N 27th Street and W Hope Street. M-WERC works as a regional hub location to connect the EPC industry, and has created the Energy Innovation Center (EIC) that services as a lab to create, test, and license new EPC technologies. The EIC also has a workforce development center to assist start-up and small EPC



MID-WEST ENERGY RESEARCH CONSORTIUM

businesses with outreach and education as scientists, engineers, and business leaders conduct joint research, jump start innovative technologies, transition prototype products, and nurture start-up companies. These efforts will turn the City of Milwaukee into one of the largest EPC leaders in the country. The redevelopment of the business park and the innovative work taking place at Century City Tower it is fitting that W Hope Street from N 27th Street to N 31st Street be honorary named Power Avenue to reflect the great initiatives taking place in the area.

Honorary Street Name Change Map



U.S. Bank National Association
12-2/750

10147

Northwest Side Community Development Corp
4201 North 27th Street, 7th Floor
Milwaukee, WI 53216

02/01/2017

PAY TO THE
ORDER OF City of Milwaukee Treasurer

\$ **200.00

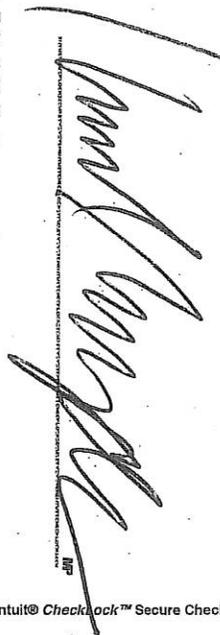
Two hundred and 00/100*****

DOLLARS

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

MEMO

⑈010147⑈ ⑆075000022⑆ ⑈82355829397⑈



02/01/2017

City of Milwaukee Treasurer

Street Name Change

10147

200.00

Receipt for Street Name Change

Date: 2/2/17

Received Of: Howard Snyder
Street Name Request Change: Power Ave. (one honorary and
one official)

Received By: (Initial Required) LME

Check #: 10147
Amount Received \$200.00

Office of the Milwaukee City Clerk

CITY OF MILWAUKEE
2017 FEB -2 P 12: 01
CITY CLERK'S OFFICE