



## CITY COUNCIL REPORT

July 2, 2007

TO: Phillip L. Nelson, City Manager

FROM: Mark Stimac, Director of Building and Zoning

SUBJECT: Request for Street Name Change  
Daley Street south of Big Beaver to Behr Drive

### Background:

- We have received a request from Behr America, Inc. to change the name of that portion of Daley Street located south of Big Beaver Road to Behr Drive. The street naming committee reviewed this issue and agrees that the industrial portion of the street south of Big Beaver should have a different name than the residential portion of the street located north of Big Beaver. However, choosing to name the street after a company located on that street when they are not the only owner/tenant on the street would be without precedent in the City of Troy. While there is no objection from the street naming committee based upon a conflict with existing street names there is also some concern that there may be some confusion with using the non-traditional spelling of Behr versus Bear. Although this item does not require a public hearing on the matter we did send out letters to all the owners/tenants on the street to notify them of the request and gather their input. The letter is attached for your reference. This item will appear on your agenda for the July 23, 2007 meeting.

### Financial Considerations:

- The owners and occupants on the street will have the expense of changing addresses with their suppliers and customers and the cost of new stationary and letterhead.
- The city will have the cost of staff time to change all the records on the properties to reflect the new street name.

### Legal Considerations:

- Under the Provisions of the Land Division Act (P.A. 288 of 1967 as amended, MCL 560.256) and Chapter 2 of the Troy City Code, City Council has the authority to change the name of a platted public street.

Policy Considerations:

- Wherever possible we try to avoid non-continuous segments of streets with the same name.

Options:

- City Council can deny the request.
- City Council can approve the name change to Behr Drive.
- City Council can approve a name change to some other name.

**Frank Mueller**  
President and CEO



Brian Murphy  
Assistant City Manager  
Troy City Hall  
500 W. Big Beaver  
Troy MI 48084

May 1, 2007

Dear Brian:

As previously discussed, I am submitting an official request to rename the current Daley Drive, in which Behr America is located, to Behr Drive.

Behr America, Inc. has made Troy its home in 2002. That is when we opened our Technical Center at 2700 Daley Drive. In 2004, we added the wind tunnel building and purchased an adjacent building and fully renovated it to expand our campus.

In these five years, we have more than quadrupled our employment to more than 500 employees, which prompted us to rent two buildings on Big Beaver to house a part of our engineering staff. Consequently, we decided that adding another building to our campus would be the optimum solution. With the purchase of Peacemaker property bordering Behr's, we started a construction on a building a three-story building which will be completed in June.

With this new construction, we will have a total of four buildings which occupy a better part of Daley Drive covering more than half of the mailing addresses and are far superior in size to the others located on this street.

It is worth mentioning, that with our current "main" building we won the "Best of Troy" award from the City of Troy Chamber of Commerce. We are very proud of the award and continue promoting the design and look of our campus which satisfies both aesthetic and business aspects. In that respect, together with Clinton River Watershed Council and the Oakland Land Conservancy, we have developed a yearly "Creekfest" in which our employees and their families spend a day improving the look and the environmental friendliness of our campus.

**BEHR**

Changing the street name from Daley to Behr Drive would be reconfirm Behr's commitment to this location and would reward our employees and our company for the exemplary work on creating and maintaining a campus which promotes ownership and pride in our business and the Troy community.

I look forward to a favorable response.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Smith", is positioned below the word "Sincerely,".

Cc: Doug Smith, Director of Economic Development & Community Affairs

June 14, 2007

«Contact\_Name»  
«Owner\_Name»  
«Owner\_Address»  
«Owner\_City», «Owner\_State» «Owner\_Zip»

Re: «Street\_Number» «Street\_Name»

Dear Daley St Property Owner/Tenant:

The City of Troy has received a request from a neighbor of yours, Behr America, to change the name of the portion of Daley Street located south of Big Beaver Road. Their request is to rename the street to Behr Drive. In general, staff is in favor of renaming the southern portion of the street since that would end the possible confusion with the residential portion that is located north of Big Beaver Road. However, it would be unusual for the City to name a street after a particular adjacent property owner when they are not the only business addressed on that street.

This item will be forwarded to the Troy City Council at their July 23, 2007 meeting. We are interested in your comments on this matter so that we can forward them to City Council at the same time. Please feel free to send any comments to me by July 13, 2007, so that I can include them with the request.

Should City Council decide to change the street name, that action would include an "effective date" approximately 90 days out so that change of address notices could be accomplished before the change would take effect.

Please feel free to contact me at 248-680-7229 if you have any questions regarding this matter.

Yours truly,

Mark Stimac, R.A., C.B.O.  
Director of Building and Zoning