



CITY COUNCIL ACTION REPORT

July 12, 2007

TO: Phillip L. Nelson, City Manager

FROM: Brian Murphy, Assistant City Manager/ Economic Development Services
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 or Bare. 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 and their responses are attached for your reference.

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. If this option is chosen the name should be referred to the Street Naming Committee for review prior to final action.

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.



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 be "H. Daley".

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



Portion of Daley Street Proposed to be Renamed to Behr Drive

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

Mark S Stimac

From: James Saliba [jsaliba@burkevideo.com]
Sent: Tuesday, June 19, 2007 3:55 PM
To: Mark S Stimac
Subject: Daley St. name change

Hello Mr. Stimac,

I received your notice in the mail today concerning the request from Behr to change the name of our street from Daley St. to Behr Drive.

For the record I am completely against the renaming of our street.

My first objection is that changing the name of the street will cost me time and money. Changing business cards, letterhead, envelopes, websites, etc. is a cost that I will have to bear. Why? Not for the good of the City of Troy; not for the good of my company; it will only be because of the vanity of the Behr company. I will never believe that changing the name will make any impact on Behr at all. They'll get no extra business because of the name change. Nor will I. It will only cost me money, which in these difficult days is a cost that I'm not willing to take on.

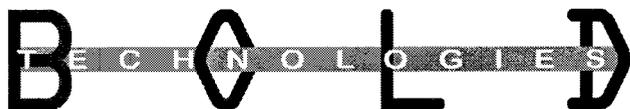
My second objection is that it is a public street, paid for and maintained by not only Troy residents, but all of the businesses in Troy that pay taxes. I don't believe the City of Troy should be naming public property after private business. What happens if Behr decides to move out or if it goes out of business or if it changes ownership? In today's world that's more and more likely. Picture this: you go ahead and mandate the name change; I spend thousands of dollars to keep my business running, and six-months later Behr is sold (as is often the case in the automotive industry, just look at Chrysler) to a different company. They change names. Are we then expected to come up with more money when they petition you to change the street name again?

Please let's keep Daley St. Daley St. It's a great name, easy for my clients to remember. And please let's not give preferential treatment to one business when there are several businesses on the same street that will be have to spend money unnecessarily.

Thank you for your time and consideration in this matter.

Sincerely,

James Saliba
President
Burke Video Company
2877 Daley St.
Troy, MI 48083



June 28, 2007

City of Troy
500 West Big Beaver Rd.
Troy, MI 48084

Regarding: The request to rename Daley Drive to Behr Drive.
(See attached letter from the city of Troy Dated June 14, 2007)

Disputing on behalf of:

BOLD Technologies, Inc.	2873 Daley Drive
Protofab, Inc.	2835 Daley Drive
Douglas Roofing Company	2868 Daley Drive
Burke Video Company	2877 Daley Drive

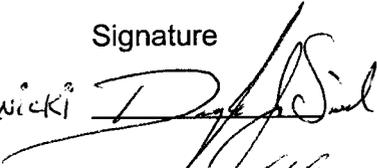
We the undersigned property owners on Daley Drive request this proposal be denied.

1. Financially harms 4 businesses and only benefits one business
 - a. Will Behr or the City of Troy pay for the expenses to these businesses?
 - b. Creates an unnecessary burden on these businesses.
 - c. Each business will need to expend \$8,000 to \$15,000
 - i. Re-printing everything with an address
 - ii. Editing 50-80 websites on the Internet
 - iii. Changing and Informing (just to name a few)
 1. Clients (thousands per business)
 2. Vendors (hundreds per business)
 3. County agencies
 4. State agencies
 5. Federal agencies
 6. Vehicle registrations
 7. Business checks (multiple accounts)
 8. Banking accounts (multiple accounts)
 9. Incorporation records (multiple accounts)
 10. Mortgages
 11. Leases
 12. Alarm and security vendors
 13. Contracts (multiple)
 14. Files (multiple)
 15. Credit card accounts (multiple)
 16. Utilities (multiple)
 17. Tax records
 - a. City
 - b. County
 - c. State
 - d. Federal
 - iv. Property loans
 - v. Legal fees and administrative costs

- vi. Recorded instruments
 - 1. Titles
 - 2. Wills
 - 3. Contracts
 - 4. Succession contracts
- 2. Items purchased via credit card will be considered invalid or fraud because in their records Behr Drive will not show up in anyone's database, causing delays of shipment of critical supplies.
- 3. Shippers unable to find address, delaying goods, creating havoc with schedule, creating problems that could cause loss of business/profit to the effected business.
- 4. Creates unnecessary confusion
 - a. 911, police and fire departments will have problems finding new address
Example: Alliance Ambulance Service, Inc. which services Troy, confirms they use electronic navigation systems.
 - b. All electronic navigation systems (GPS, MapQuest.com, Google Maps, Garmin, Tom-Tom, etc) can find Daley Drive correctly now.
 - c. It will take 4-5 years for the proposed Behr Drive to populate those electronic systems.
 - d. Paper maps will take 5-10 years to be updated.
- 5. The street north of Big Beaver that poses "potential confusion" is Daley Street, not Daley Drive.
- 6. Behr only owns a very small portion of Daley Drive frontage.
- 7. Behr did not contact the businesses on Daley Drive prior to making this proposal.
- 8. Why name a street after a company (esp. in the auto industry) that is likely to change it's name?
 - a. Chrysler is a good example.
 - b. Will the street be re-named again when Behr gets acquired by another company or goes out of business?
- 9. The name change request is for the vanity of Behr only, at the cost of other businesses on Daley Drive. Usually address street changes are reserved for American heroes, not for the vanity of a business.

The attached letter from the City states the name change "... would end possible confusion.....". However, just the opposite is true. It would definitely create confusion. Three years from now, for example, your client is flying into Metro airport, rents a car with a navigation system or prints a map from the Internet and will drive to your office. Which address do you give the client? The correct answer is both street names would be required. This type of unnecessary confusion and expense must be stopped.

Daley Drive property owners against the renaming of Daley Drive:

Printed name	Signature	Address	Phone #
<u>DOUGLAS J. SAWICKI</u>		<u>2868 DALEY DR, TROY</u>	<u>248-524-2586</u>
<u>WILLIAM HART</u>		<u>2835 DALEY DR TROY</u>	<u>248-689-3730</u>
<u>KEN DEMARK</u>		<u>2873 DALEY DR. TROY</u>	<u>248-457-2000</u>
<u>JIM SALIBA</u>		<u>2877 DALEY DR. TROY</u>	<u>248-689-2610</u>