



WISCONSIN

March 18, 2024

To: City of Madison Engineering Department

We are submitting a formal petition to change the street name within the plat called "The Turn" which serves as the entrance and address to our club, TPC Wisconsin.

Legal name, address and contact information of petitioner

TPC Wisconsin

Dennis Tiziani

1659 Cherokee Club Lane

Madison, WI 53704

Phone: 608-886-3649

Email: dtiziani@tpcwisconsin.com

Current Street Name

Cherokee Club Lane

Proposed Street Name

Players Drive

Reason for Street Name Change

1. The original name change from Sherman Avenue to Cherokee Club Lane was done through documents dated March 14th, 2016 from the Department of Planning & Community & Economic Development Planning Division. Cherokee Country Club is no longer in existence and has not been for two years now. Therefore, Cherokee Club Lane can be confusing and misleading to the public, delivery vehicles, USPS and emergency vehicles to name a few who rely on street names and addressing.
2. The use of the name Cherokee can be construed as racially insensitive. And the public in general is more attune to insensitive and racially charged names. Many schools, mascots, professional sports teams, and companies are no longer using Native American names. Names that have been used for many, many years.

The Cleveland Indians are now the Cleveland Guardians. The Washington Redskins are now the Washington Commanders. Locally, James Madison Memorial High School changed its name to Vel Phillips Memorial High School by the Madison Metropolitan School District board after concern was raised by the public over James Madison's ownership of enslaved people, following a petition started by a student in 2017. In the last couple years, Chuck Hoskin, Jr., principal chief of the Cherokee Nation asked Jeep to stop using the Cherokee name. This is a vehicle that is well recognized and has been on the roads for close to 50 years.

3. Players Drive is a descriptive and appropriate name for the street and address. TPC Wisconsin has golf and tennis members. When you play a sport, you are a "player" of that sport.
4. The name is also short as your street naming policy dictates in section B. Engineering Street Name Policy Criteria, sub section 10 states, saying short road lengths shall have short names. Players Drive is 13 characters and spaces. Cherokee Club Lane is 17 characters and spaces.

Based on your Madison Engineering Division – Street Naming Policy for New Streets and your Policy for Street Name Changes documents, I don't see anything in either document that would indicate our proposed street name goes against rule or guideline that the City of Madison has created. The new name is more descriptive for the business (TPC Wisconsin) that is here now and will be for years to come. It is a shorter name which is appropriate for the shorter street as your policy indicates. The new name also eliminates any future potential issue of racial insensitivity that the current Cherokee name could cause. And we are agreeing to pay for any costs that may be associated with the name change.

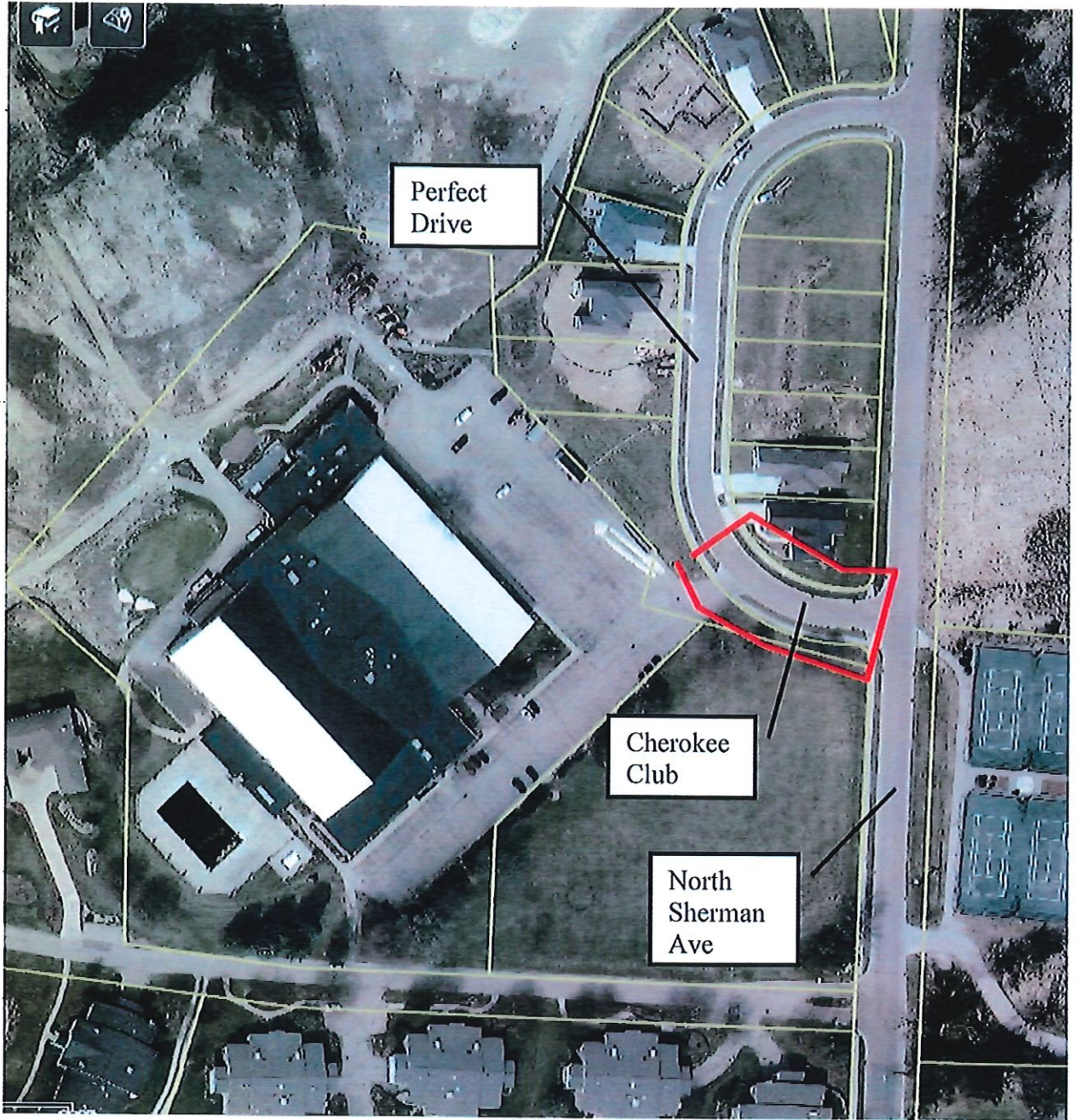
We appreciate your consideration in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Dennis Tiziani". The signature is fluid and cursive, with the first name being more prominent.

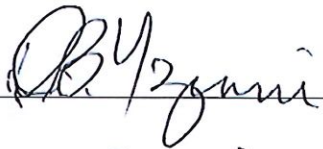
Dennis Tiziani
Owner & President
TPC Wisconsin

Street Name Change Location Map



Agreement to Reimburse Costs
Street Name Change

TPC Wisconsin agrees to pay all reasonable costs associated with the request to change the street name including the cost of new street signs.

Signature: 

Printed Name: Dennis TIZIANI

Title: OWNER / PRESIDENTS CPI

Date: 2-23-24

Signature Sheet of Owners on Sherman Avenue

Lot #	Address #	Street Name	Parcel ID #	Owner Name	Owner Signature	Agree with Name Change
1	5201	Perfect Drive	0809-244-4801-5	Michael & Karlynn Heller		Yes

Note: N Sherman Avenue is the current street name for TPC Wisconsin. The street name within the annexation petition proposed by the City is Cherokee Club Lane. The petitioner would like to instead have the street name be consistent with the Perfect Drive name that exists in front of the club house.

Signature Sheet of Owners on Sherman Avenue

Lot #	Address #	Street Name	Parcel ID #	Owner Name
1	5000	N Sherman Ave	08092444613	TPC Wisconsin

Owner Signature 

Agree with
Name Change

Yes

Note: N Sherman Avenue is the current street name. The street name within the annexation petition proposed by the City is Cherokee Club Lane
The petitioner would like to instead have the street name be consistent with the Perfect Drive name that exists in front of the club house.