



Attention Metro Planning and Design Services,

I am writing this letter to obtain approval for the street name change of Fern Grade road to Worldport way. The adjacent properties on both sides are UPS owned. There is no physical address on Fern Grade road.

We want to coincide the unveiling of this sign with our Founder's day on August 28, 2016 (Founded 1907). As the largest employer in this area, the marketing and public relations that this will generate can help UPS attract potential employees in a difficult hiring environment.

In addition, UPS hosts approximately 4,000 guests each year. These are mostly customers that are touring the Worldport operation at night. The ability to find the correct avenue to the appropriate UPS facility at night, via a landmark/street sign, is important to hosting a successful customer visit. Some of these visiting clients are considering Louisville and the surrounding market for a warehouse and distribution center. This sign will also convey a partnership between the city and UPS.

If anyone has any further questions, please contact me at 502.359.1023

*Kevin Schroerlucke*

Customer Relations Manager

UPS Airlines

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