

ORDINANCE #O-7-16

TO REPEAL SEC. 9.13 OF THE GENERAL CODE OF ORDINANCES FOR MARATHON COUNTY
911 RURAL NUMBERING SYSTEM
AND CREATE SECTION 9.XX GENERAL CODE OF ORDINANCES FOR MARATHON COUNTY
UNIFORM ADDRESSING SYSTEM

WHEREAS, the Board of Supervisors of the County of Marathon created Section 9.13 of the General Code of Ordinances requiring the use of a 911 Rural Numbering System Ordinance 0-15-95 and amended with 0-8-98; and

WHEREAS, the Board of Supervisors of the County of Marathon promotes activities and services to create a safe community; and

WHEREAS, the Board of Supervisors of the County of Marathon understands the importance of a county address system to ensure timely and adequate delivery of emergency response services to the community; and

WHEREAS, the Public Safety Committee and Executive Committee have collaborated to revise the Marathon County Rural Numbering System and create a new Uniform Addressing System ordinance pursuant to Addendum A; and

WHEREAS, the Public Safety Committee and Executive Committee collaborated to define policy and administrative guidelines to define street and address naming and designation criteria, standards for sign dimensions and visual presentation, sign placement criteria and maintenance responsibilities as provided in Addendum B.

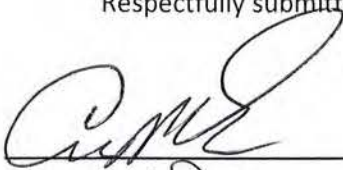
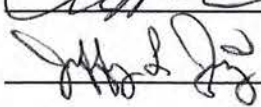
NOW, THEREFORE, BE IT ORDAINED AND RESOLVED by the Board of Supervisors of the County of Marathon:

1. Section 9.13 of the General Code of Ordinances is hereby repealed and recreated as Section 9.XX Marathon County Uniform Addressing System pursuant to Addendum A.
2. The Board hereby approves the Marathon County Uniform Addressing System Policy and Administrative Guidance pursuant to Addendum B.

BE IT FURTHER ORDAINED AND RESOLVED that said ordinance shall take effect upon passage and publication as required by law.

Respectfully submitted this 16th day of February, 2016

EXECUTIVE COMMITTEE




Fiscal Impact: No Impact to 2016 Budget Due to Passage of this Ordinance. However, there may be an impact due to potential passage of Resolution # R-12-16, amending the 2016 budget to provide financial support to municipalities for implementation of uniform addressing. The analysis for that impact will be provided with that resolution.

STATE OF WISCONSIN)
)SS.
COUNTY OF MARATHON)

I, Nan Kottke, County Clerk in and for Marathon County, Wisconsin, hereby certify that the attached Ordinance #O-7-16 was enacted by the Marathon County Board of Supervisors at their Adjourned Annual meeting which was held February 16, 2016.

S E A L



Nan Kottke
Marathon County Clerk

Sec. 9.XX, General Code of Ordinances for Marathon County.

SECTION 1. TITLE.

This ordinance is created as the Marathon County Uniform Addressing System Ordinance.

SECTION 2. PURPOSE

This ordinance is enacted for the purpose of establishing and maintaining a county addressing system for Marathon County that defines policies and administrative procedures related to the naming of roads, signing of roads, assigning of addresses, location of address signs, and ongoing maintenance of the system. The intent of this addressing system is to assign each location a unique address which will aid emergency personal in providing fire protection, emergency medical services, and law enforcement services; and meet other general locational needs such as delivery services of the public. Implementation of the county addressing system will advance the Marathon County Strategic Plan by providing leadership among state, regional, and local public and private entities responsible for safety and emergency response services.

SECTION 3. AUTHORIZATION

This ordinance is enacted under the authority granted to the County in Section 59.54(4) and (4m) Wisconsin Statutes.

SECTION 4. APPLICATION

The provisions of this section shall apply to each road, home, business, farm, structure, or other establishments in the unincorporated areas of the County. Incorporated areas are exempt from this section unless otherwise indicated in any adopted intergovernmental agreement.

SECTION 5. ADMINISTRATION

- (a) The policy implementation and tracking of outcomes shall be provided by the Public Safety Committee.
- (b) The administrative responsibility of this section shall be administered by the Conservation, Planning, and Zoning (CPZ) Department. CPZ will provide an annual report to the Public Safety Committee which tracks the implementation of the county addressing system relative to policy outcomes, strategic plan objectives, and indicators of success
- (c) The CPZ Director or designee shall have the responsibilities of coordinating the ongoing maintenance of the system. These duties shall include: assignment of addresses, maintenance of an accurate road name listing, update of maps, management of address sign installations, and enforcement of the provisions of this ordinance.

SECTION 6. DEFINITIONS

- (a) ADDRESS SIGN. An individual address plate placed on a named road or driveway identifying a location address.
- (b) APPLICATION FORM. The form required for assignment of a new address.
- (c) PRIVATE ROAD. Any road on private property leading to three or more driveways and/or principle structures.
- (d) ROAD SIGN. A sign posted at a road intersection that identifies the road name(s).

SECTION 7. UNIFORM ADDRESSING REQUIREMENTS

(a) County Addressing Grid System.

(1) Marathon County shall establish a uniform addressing grid.

(b) Road Naming Selection.

The following uniform criteria are established for naming all roads in the unincorporated areas of Marathon County:

(1) U.S. and State Trunk Highways. Those presently designated by number by State of Wisconsin Department of Transportation, (WIS DOT) shall retain such designation. New U.S. and state trunk highway shall be numbered by (WIS DOT).

(2) County Highways. County Highways shall be designated by letter (e.g. County Road "X"). Changes to or new county highways shall be named by the Marathon County Infrastructure Committee.

(3) County Forest Roads. County Forest Roads shall be designated by number (e.g. County Forest Road "10"). Changes to or new county forest roads shall be named by Marathon County Environmental Resources Committee.

(4) Other Public Roads. All other public roads shall be designated by naming according to the following procedures:

a. All roads named on the official Marathon County Road Naming Map prepared by CPZ which do not duplicate other road names on the County Addressing Grid, shall retain their names.

b. Town boards may, by resolution, name new town roads and submit the name and a map showing its location to CPZ for comparison to existing road names in order to avoid conflicts with other roads having similar or identical names. If there is no conflict, the new name shall be added to the master index of road names and be included on the next official road naming map. If there is a conflict with another road name, CPZ may cooperate with the town board in the selection of a name which does not conflict with other road names in the county.

(5) Private Roads. When consistent with the public interest in providing government and emergency services and on application of the owner, the town may name private roads following the same process that is used in naming public roads. Owner(s) of the lands on which any such private road is located must agree, by written instrument, to maintain approved signs displaying the road name(s) assigned by the department. Owner(s), heirs, successors and assigns, shall not thereafter change the name of any such road without written consent of CPZ.

(c) Road Name Signs.

(1) Road name signs shall be placed at the intersections of all roads, showing the names of the roads in accordance with the official road naming map. Road name signs are the responsibility of the town in which the road is located. Road name signs within private, commercial, business, industrial, apartment, and condominium complexes shall be the sole responsibility of the property owner(s).

(2) The type of lettering, composition, material, color, mounting posts, and accessories shall be in accordance with the Manual on Uniform Traffic Control Devices (MUTCD) by the U.S. Department of Transportation.

(d) Requiring Addresses.

Address numbers shall be assigned to the following:

(1) Each home, business, farm, principle structure or other establishment shall have a unique number.

(2) Parcels containing ongoing business operation or public facility.

(3) Any structure not associated with a principal structure, which contains a driveway access point such as radio/television/cell/mobile towers, warehouses, storage facilities, utility buildings, and/or other structures.

(4) Any other parcel as determined by CPZ for emergency response access.

(e) Address Sign

All towns shall have uniform address signs.

SECTION 8. ENFORCEMENT/PENALTIES

(a) All persons, firms, corporations, associations, partnerships, bodies politic or other entities capable of being sued that own or have jurisdiction over highways, streets, roads or real property located within the Uniform Addressing System, set forth above, shall comply with said system.

(b) Any violation of any provision of this ordinance shall, upon conviction, be punishable as provided under Section 25.04 of this Code.



MARATHON COUNTY UNIFORM ADDRESSING SYSTEM POLICY AND ADMINISTRATIVE GUIDANCE

Policy Statement: Marathon County is committed to creating the safest county in Wisconsin. Our customers expect the County and its emergency response partners to get the right response to the right person at the right time in order to protect people, property, and our environmental resources. The establishment of a uniform system will create safer addressing by ensuring reliable and accurate response.

Marathon County will be making a multi-million dollar information system investment to replace the existing Land Records System and Tiburon (law enforcement software). It is imperative that the installation of these software systems should complement each other with a reliable and uniform addressing system.

Service

Marathon County will establish and maintain a uniform county addressing system with policy and administrative guidelines that specify:

- site address criteria
- street naming criteria
- sign standards
- sign placement criteria and maintenance responsibilities

Service to Whom

The provisions of the Marathon County Uniform Addressing System Ordinance shall apply to each road, home, business, farm, structure, or other establishment in the unincorporated areas of the County.

Note: Incorporated areas are exempt from this section unless otherwise indicated in any adopted intergovernmental agreement or action.

At What Cost

Executive Committee has proposed to set aside up \$1.2 million dollars to offset part of the municipal cost of implementation of the addressing system. Under consideration is reimbursement not to exceed \$20 per address or actual cost, whichever is less.

This would be a time limited offer of reimbursement to all municipalities that are required to participate and those which elect to participate by a date certain (*i.e.* six months after the end of the implementation process).

Note: Marathon County has 60,000 addresses, 24,000 of which are rural addresses. It is difficult to project actual cost because of several unknown variables. What is known is that all 24,000 rural addresses would have a new fire number at approximately \$35 for fire number and post, not including installation. It is unknown if all posts would need to be replaced. Total cost if every fire number and post needed to be replaced (not including installation) would be \$500,400 for 100% of unincorporated areas. Total number of street signs needing replacement is unknown at this time.

Policy Guidelines:

1. This rule repeals and replaces all previous policies and procedures established by Marathon County regarding rural addressing, including Ordinances 0-15-95 and 0-8-98.
2. The Public Safety Committee is responsible for the Marathon County Uniform Addressing System Ordinance.
3. The Public Safety Committee shall provide policy implementation and tracking of outcomes.
4. CPZ shall bring modifications to the addressing guidelines and standards to the Public Safety Committee for approval.

Administrative:

1. The administrative responsibilities of this section shall be with the Conservation, Planning, and Zoning (CPZ) Department.
2. CPZ will provide an annual report to the Public Safety Committee which tracks the implementation of the county uniform addressing system relative to policy outcomes, strategic plan objectives, and indicators of success.
3. The CPZ Director or designee shall have the responsibility to coordinate the commencement and the ongoing operations of the system.

Guidelines and Standards:

1. County Addressing Grid System.

- (a) West-East or South-North Roads. There shall be an established west baseline and south baseline. The address number is a six digit number based on a grid of 1600 numbers per mile. The grid starts at the southwest corner of the county. A predominately west/east road will start at the west baseline of 100,000. A predominately south/north road will start from the south baseline of 200,000. Even numbers will be on the north and west sides of a road; odd numbers will be on the south and east sides of the road.
- (b) Angled Roads will be determined by CPZ and be assigned numbers accordingly, based on the significant direction of the road. Roads with a change of direction at an angle more than 75 degrees shall be numbered by adjusting the numbers.

2. Street Names:

CPZ shall establish street names in accordance with the following guidelines:

- (a) Duplication of names is to be avoided. CPZ shall keep a list of the street names in the county, including the incorporated areas within the county, so that street names will not be duplicated.
- (b) Continuous roads shall bear the same name throughout the county.
- (c) Any State Highways and County Roads which have a designated local name may retain such name.
- (d) Use of standard suffixes, directional suffixes, or prefixes as road names shall not be permitted.
- (e) Special characters in road names such as hyphens, apostrophes or dashes shall not be permitted.
- (f) Street names shall not exceed more than thirty (30) letters and/or spaces including the street type.

The following generic classes of street suffixes are noted for providing a basic guide for name designation:

- (g) Primarily and secondary roads which are designed to carry traffic from one sector to another within the county:
Freeway, Highway, Parkway, County Road
- (h) Collectors roads which are designed to carry limited through traffic while also providing access from private driveways and smaller local roads.
Road, Street, Avenue, Drive, Boulevard
- (i) Local residential access streets:
Lane, Trail, Drive, Terrace, Avenue
- (j) Local residential access streets which begin and end on the same collector:
Loop, Circle, Way
- (k) Local residential access streets which are permanent dead ends:
Court, Place, Circle, Way
- (l) Other suffixes not listed above may be considered, or variations from the above may be allowed at the discretion of CPZ.

3. Addressing:

- (a) Assignment of Addresses.
 - (1) A site address application must be completed before an address will be assigned. Applicants shall apply for an address through the Marathon County Conservation, Planning, and Zoning (CPZ) Department using the Address Application Form. The applicant shall provide adequate information regarding the location such as a site plan showing the parcel on which the proposed structure will be located and permanent driveway access to the structure.
 - (2) Addresses shall be assigned an access point based on the location of the centerline of the driveway as it intersects the named road.
 - (3) All landowners shall check with the town, county, or state authorities to determine the necessity of driveway permits to access parcels.
 - (4) Vanity site addresses that do not conform to Marathon County's addressing grid shall not be permitted.
 - (5) There shall be no use of fractional, alpha-numeric, or hyphenated address numbers.
 - (6) Apartment buildings, mobile home parks, and campgrounds shall be assigned one number. The owner shall be responsible for providing designated numbering of each individual unit/lot before an address is issued (e.g. 100 Parkview Ln Suite 1).
- (b) Address Sign and Placement.
 - (1) All signs shall be two (2) sided flag style and reflective.
 - (2) The name of the town will be above the number with the road name below the number.
 - (3) The address sign shall be posted by the township and be placed at the intersection of the public or private road and the access of the property.
 - (4) The sign shall be installed on the right side of the driveway (accessing from the road) and the numbers shall be perpendicular to the roadway.

- (5) The sign shall be installed to be not less than 3½ feet or more than 4½ feet from the ground level and shall not be concealed from view of the road. The sign shall be a maximum of 15 feet from the driveway and from the road right-of-way. At the discretion of CPZ, alternate posting requirements may be necessary due to utilities, structures, and any other obstructions within the desired sign location.
- (6) After installation, the property owner shall be responsible to maintain the county addressing sign. Maintenance shall include clearing vegetation, and keeping the sign in a condition so it is easily visible and legible at all times. The property owner is responsible for ordering a replacement sign if the sign is damaged or destroyed.

(c) Change of Existing Addresses.

Existing addresses may be changed for just cause, if:

- (1) Site address is out of sequence or there is an odd/even error on the road segment.
- (2) Site where addresses of one or both neighboring parcels were assigned in such a way that there is no address available for a vacant lot(s).
- (3) Change of access point for the structure/parcel.
- (4) Road name change.
- (5) Any other reason that is consistent with the intent of this ordinance.

(d) Corrections.

Whenever an error in a numeric address comes to the attention of CPZ, the department will correct the error.

- (1) Error will be documented with a date.
- (2) A new numeric address will be determined using the county addressing grid.
- (3) The property owner(s) will be contacted, in writing, using the Marathon County Land Records property information to identify ownership and mailing information.
- (4) Notification to agencies necessary to receive the address change (e.g. local fire and rescue services, post office, etc.)

4. Implementation Process

(To be determined and clarified through Request for Proposals (RFP) process).

5. Publishing

CPZ will publish and post to the website the Uniform Addressing System Standards.

6. Review and Appeal

Any person may appeal an administrative decision to the Board of Review. Refer to the Marathon County Code of Ordinance, Chapter 24 of Administrative Review Procedure.

7. Enforcement

Person, corporation, association, or entity is notified of violation. Staff will work with them to correct violation. If they do not cooperate and fail to come into compliance they will be issued a citation to attempt to gain compliance. A second citation will be issued, if the first did not gain compliance. If the second citation does not gain compliance the matter will be referred to the Corporation Counsel for prosecution of violation of the ordinance. Violations will not be prosecuted until six (6) months after the end of the implementation process.