



Town Chairpersons
Town, Village, City Clerks
Village Presidents
Mayors

February 3, 2017

**RE: UNIFORM ADDRESSING
ROAD NAMING GUIDANCE FOR LOCAL MUNICIPAL OFFICIALS**

On January 11, 2017, the Marathon County Public Safety Committee approved Conservation, Planning, and Zoning (CPZ) Department's request to proceed with the 'Road Naming Phase' in order to expedite the Uniform Addressing Implementation Plan. The intent of this letter is to provide information and guidance to local municipal officials during the road renaming phase of the Plan.

Renaming of roads is a priority in uniform addressing for the purpose of improving safety county-wide. Marathon County will have consistent and logical road naming in towns, villages, and cities. Municipalities will have discretion over the naming of their roads. If a municipality wants to rename any roads in their municipality that are not on the road name list, they may at this time, but will be responsible for associated cost. No duplicate/similar road names will be approved by CPZ.

Step One - What does this mean for your municipality? This letter serves as the official notice to Towns and participating Cities and Villages to rename all necessary roads as identified by the included road name list.

Step Two - Road name list. All participating municipalities will find included a list of road names containing duplicate roads, roads with directional indicators, and roads with same name with different directional indicators, connectivity roads i.e. multiple names located in multiple municipalities. **All roads on the list will be required to be renamed.**

Step Three – How to use the list?

- Column 1 Identifies municipality
- Column 2 Identifies the current road to be renamed
- Column 3 Identifies directional indicator to be deleted (if blank, not applicable)
- Column 4 Identifies duplicate roads within that municipality. This allows the municipality to choose which road to rename. (if blank, not applicable)

- Column 5 Identifies a continuous road with multiple road names. Coordinate with connecting municipalities to identify a single road name.
- Column 6 Additional notes. Those with an asterisk (*) identifies further discussion with CPZ will be required to address road naming concerns for roads that traverse nonparticipating municipalities or adjacent counties.
- Column 7 1st road name choice
- Column 8 2nd road name choice

Step Four – Use CPZ’s Website. The website will provide the **Marathon County Road Name Index** (<https://goo.gl/EnPQez>) as well as the daily updated **Submitted New Road Name List** (<https://goo.gl/qFeJDj>). Please review these two lists prior to submission of road name selections to CPZ to avoid duplicate names. Submissions shall have a first and second road name choice in order to expedite the process.

Step Five – Name Submission Process. In order to have a qualifying submission, CPZ must receive the following information:

- Municipal name
- The original road name
- First choice new road name
- Second choice new road name

This information can be emailed (preston.vandervoort@co.marathon.wi.us) or mailed to:
Preston Vande Voort
210 River Drive
Wausau, WI 54403

Step Six – Deadline. THE DEADLINE FOR RENAMING ROADS IS APRIL 30TH, 2017.

Enclosed is a list of your roads to rename and an associated map.

We encourage municipalities to consider public participation in this process to assist local officials in establishing new road names that are reflective of your community. A wide range of public opinion is expected during this process, however through local discussion there is opportunity for local consensus with road naming.

Thank you for your continued participation and commitment to make Marathon County safe. Should you have any questions, please feel free to contact our office at your convenience.

Sincerely,



Preston Vande Voort

cc via email: Municipal Advisory Group (MAG)
Emergency Services Group (ESG)
Marathon County Public Safety Committee