



Uniform Addressing Implementation Plan

March 8, 2017



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PROJECT UNDERSTANDING

Marathon County's current addressing system was built in the 1980s and was structured on multiple address grids with the assumption that all calls to the Sheriff's dispatch center would come from landline telephones. In 1999, when Marathon County became the centralized emergency communication center, staff became aware of street naming and numbering inconsistencies.

- The existing 10 rural address grids conflict with town address grids where the two intersect at municipal lines resulting in 76 miles of confusion.
- Inconsistent addressing within these grids include items such as: odd and even numbers on the same side of the road; numbering that is not sequential on one or both sides of the road, inconsistent use of the directional (N,S,E,W), roads with the same or similar names, and duplicate addresses.

The Sheriff's Communication Center (911 Dispatch) is critical to ensuring swift response and coordination during emergencies of all kinds. Marathon County provides central 911 dispatch services for all of the County's 62 cities, villages and towns.

- Inconsistent and duplicate addressing creates challenges when there is a mutual aid response as the responding department is not always aware of local inconsistencies, which results in delayed response time.
- Today's communication is different. Common methods of communication include cellphones, IM, text, snap chat, twitter, Facebook, and other social media methods. Marathon County is following the national trend with 70% of emergency calls coming from cell phones and only 30% from landlines. Cell phones used in an emergency cannot guarantee a precise location.
- The Federal government expects E911 dispatch to process, receive, and respond to these new communication technologies.

RATIONAL FOR PROJECT

To be the safest county in Wisconsin, Marathon County must establish and maintain a single uniform county address system with the policy and administrative guidelines established within the body of this Uniform Addressing Implementation Plan.

A reliable and uniform address system is imperative to compliment Marathon County's multi-million dollar investments in information technology replacing the existing Land Records System and Computer Aided Dispatch (CAD – law enforcement software).

A uniform addressing system will become the cornerstone of the County's E911 system. The County Board's decision was based on public safety: Get the right emergency response at the right location at the right time.

The Addressing System is one of the core information systems Conservation, Planning and Zoning (CPZ) Department provides to the Marathon County Sheriff's Communication Center, which is used to dispatch E911 calls out to officers, and is essential in providing rapid response from dispatch to emergency/incident scenes.

- The Policy Statement and County Ordinance are found in Appendix A.

GENERAL PROJECT OVERVIEW

Purpose and Intent

Public Safety, Modern Technology and Fiscal Responsibility. On February 16, 2016, these three themes became the foundation of Marathon County's Supervisors' commitment to the goal of ensuring the safety of its residents through the adoption of the Uniform Addressing Ordinance (O-7-17). Marathon County, in partnership with towns and participating cities and villages, began the development phase of uniform addressing in 2016 with implementation projected to begin in 2017 and completed in 2018. This is a massive "collective" endeavor and will require unprecedented coordination among various units of government, businesses, agencies and citizens; **public safety is paramount.**

Unincorporated and Incorporated Participation

Town participation is required; the County has jurisdiction over addressing in unincorporated areas based on Wisconsin State Statutes section 59.54(4) and (4m). The County has offered the villages and cities an opportunity to participate in the new addressing system in an attempt to promote the County's strategic goal to be the safest county in Wisconsin. All participating municipalities will be eligible for cost-sharing as explained in the Financial and Cost Sharing section of this plan.

To assist incorporated municipalities in determining whether they would participate in uniform addressing, CPZ will apply the criteria as if all towns, villages and cities in Marathon County were participating. Duplicate, similar, and continuous road names would be identified and provided to those municipalities.

Municipal Advisory Group (MAG) and Emergency Service Advisory Group (ESAG) Visioning Sessions to Support the County Addressing Implementation Team (CAIT)

To help achieve Marathon County's goal of ensuring the safety of its residents, CPZ received input from government, emergency management agencies, community business and industry leaders, and citizens by asking them to work with CPZ in an advisory capacity to develop the County Addressing Implementation Plan. Engaging local government officials and other stakeholders is critical to the success of any plan to make Marathon County the safest county in the state.

The MAG and ESAG met two times between May and July 2016. A third meeting will be scheduled in January 2017.

The MAG and ESAG provided advice to CPZ in terms of how to develop best practices and guidelines to transition municipalities from the current multiple addressing grid system to a uniform county addressing system. These two advisory groups helped determine what should be considered in the Implementation Plan and what would help people, whose addresses are changing, go through this process smoothly.

Public Safety Committee Approval of Implementation Plan

The Public Safety Committee will review and consider for action the Uniform Addressing Implementation Plan. The philosophy, approach, and recommendations for this project are included in this plan.

Disseminate Approved Plan to Elected Officials and Public

Upon Public Safety Committee's approval of the Uniform Addressing Implementation Plan, CPZ will make the Plan available to all participating municipalities, elected officials, and the general public within Marathon County. The Plan will be placed on the county's website, and hard copies will be made available upon request.

Application of Uniform Address Plan

The provisions of this Implementation Plan 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 an adopted intergovernmental agreement.

Project Outcome Measurement

The Uniform Addressing project is the first large-scale endeavor supported by a new Public Engagement initiative implemented by the County. Feedback, in terms of outcome results or benefits realized by departments directly affected by the project should be obtained. An 'Outcome Measurement Evaluation' will help determine the success or remaining deficiencies of both the project itself and the public engagement process.

TIMELINE

The projected Uniform Addressing Implementation Timeline illustrating phasing of the project is below.

Uniform Addressing Implementation Timeline

	2016		2017												2018												
	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	
Implementation Plan	█	█	█																								
Road Naming Process		█	█	█	█	█																					
Municipality Participation			█	█	█	█				█*																	
Address Number Assigned							█	█	█																		
RFP for Sign Installation					█	█	█	█	█	█	█																
Public Assistance												█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Sign Installation																	█	█	█	█	█	█	█	█	█	█	█
Database Conversion																	█	█	█	█	█	█	█	█	█	█	█
Outcome Measurement																								█	█	█	█

* Final budget numbers available

Phase 1 – UNINCORPORATED AND INCORPORATED PARTICIPATION

As mentioned earlier, town participation is required as Marathon County has jurisdiction over addressing in unincorporated areas. In an attempt to promote the County’s strategic goal to be the safest county in Wisconsin, the County has offered its villages and cities an opportunity to participate in the new addressing system and cost-sharing. The first priority will be to identify participating incorporated units of government and continued coordination with unincorporated areas by the following process:

1.1 Correspondence to All Incorporated Areas

Letters will be sent to all incorporated units of government to determine a final list of participating incorporated units of government. In order to expedite this project in an efficient manner, it would be beneficial for municipalities to acknowledge participation as early as possible. The sequence of streamlining potentially 62 municipalities is critical for project orientation and proper management.

1.1.1 Final Deadline

The final deadline will be **April 7, 2017** to participate in the Marathon County cost sharing for the uniform addressing project. Marathon County will coordinate with any municipality to implement uniform addressing but the cost sharing will not be available **after** April 7, 2017, unless authorized by the Public Safety Committee.

1.2 Deliverables

Final list of participating municipalities for cost sharing.

Phase 2 – APPROACH TO ROAD NAMING

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 duplicate list, they may at this time, but will be responsible for associated cost. No duplicate/similar road names will be approved by CPZ. Without full participation of all municipalities in Marathon County it is not possible to rename all duplicate road names. This may also apply to roads bordering surrounding counties.

2.1 CPZ to Develop Road Name “Duplicate List” Data for Municipality Distribution

Marathon County CPZ will create a road name list and a map of roads that will be required to be renamed for participating municipalities.

The following criteria will be used to eliminate duplicate road names (prioritized below – 1 being the highest priority).

1. **Number of Intersections:** For every identified road the number of cross street intersections will be calculated. The road segment with the most intersection signs to be replaced will retain that name.
2. **Connectivity:** (municipalities connected by a road)

- a. Towns: roads that connect two or more towns;
 - b. Incorporated municipalities: roads that connect a town with a city or village; and
 - c. Adjoining counties: roads that continue beyond the county boundary that adjoin another county's road.
3. **Length of Road:** Each road will have the calculated distance established.
 4. **Geographical Significance:** Reference to a physical feature in the community/area.
 5. **Historical Significance:** Incorporates the cultural and historical aspects of the community's history. (municipality to provide documentation)
 6. **Number of addresses:** Current number of addresses located on the segment of road.

2.2 Road Name "Duplicate List" for Municipality Action

Participating municipalities will receive a road name list and a map of the roads that will be required to be renamed. Marathon County encourages municipalities to collaborate on roads that connect multiple municipalities. For example, roads that traverse multiple municipalities with differing names will be required to have one road name for the entire length of the road.

2.2.1 Road Name Submission

In order to streamline the selection process for new road names, CPZ is requesting municipalities to propose two (2) new road names for each road to be renamed. The first road name being the municipality's first choice and a second choice will be used as an alternative road name. When proposing their primary and alternate road names municipalities are advised to review the Marathon County Road Name Index and the Submitted Road Names List which will be updated daily on CPZ's website. This process will help avoid potential road name duplications with other municipalities generating new road names. Any remaining conflicts will be resolved by CPZ and the municipality on case by case basis.

2.2.2 Coordination with Non-participating Municipalities

Marathon County will engage nonparticipating villages and cities for re-naming of roads. A mechanism to rename certain roads that conflict with the overarching goal of safety needs to be established.

2.2.3 Disconnected Roads

Different road names should be given to roads which are broken or separated by an area of land, park, railroad track, waterway or such obstruction which make it unlikely for the roads to be connected in the future. For example, WISDOT is creating a State Highway 29 Access Management Plan which may terminate intersecting roads and create cul-de-sacs. The roads on either side of STH 29 should then have different names.

2.2.4 Numbered Streets

Numbered Streets are used throughout the county and may be required to be renamed. For example, the City of Wausau’s style naming of roads for “numbered streets and avenues” has extended into four municipalities: Towns of Stettin, Texas, Wausau, and the recently incorporated Village of Maine. The Wisconsin River divides “numbered” avenues on the west side from numbered streets on the east side. This naming convention leads to duplicate street names which will be required to be renamed.

2.2.5 County Roads with a Primary Local Name

Certain county roads in Marathon County have a ‘local name’ as the primary road name for towns. For an example, County Road N has a local name of South Mountain Road in the Town of Rib Mountain. For the naming criteria “Connectivity” roads that traverse multiple municipalities need to have a single name. CPZ will coordinate with towns to accomplish road naming standards.

2.3 Update “Master Road Name Index” for Marathon County

After all new road names have been approved and assigned, CPZ will update the Master Road Name Index.

2.4 Road Sign Replacement Quantities per Municipality

CPZ will provide new road sign replacement quantities and a road sign replacement cost estimate per municipality, as provided in the Financial and Cost Sharing section (Phase 5).

2.5 Municipality Resolutions to Adopt Road Names

After new road names have been approved and assigned, each municipality shall adopt the new road names by resolution. CPZ will provide draft resolution language for each municipality.

2.6 Road Names in Subdivisions

CPZ will file the necessary documents in the Register of Deeds office to correct road names in recorded subdivisions where the road name has changed.

2.7 Road Naming Deadline

All municipalities must submit their new road names to CPZ by **April 30, 2017**. If by the April 30th deadline, a new road name has not been assigned and/or failure to inform, CPZ will rename the road on behalf of the municipality.

2.8 Deliverables

1. “Marathon County Road Name Index” for Marathon County
2. “Road Sign Quantity & Cost Estimate” per municipality
3. Draft resolution language per municipality
4. Documents for subdivision corrections

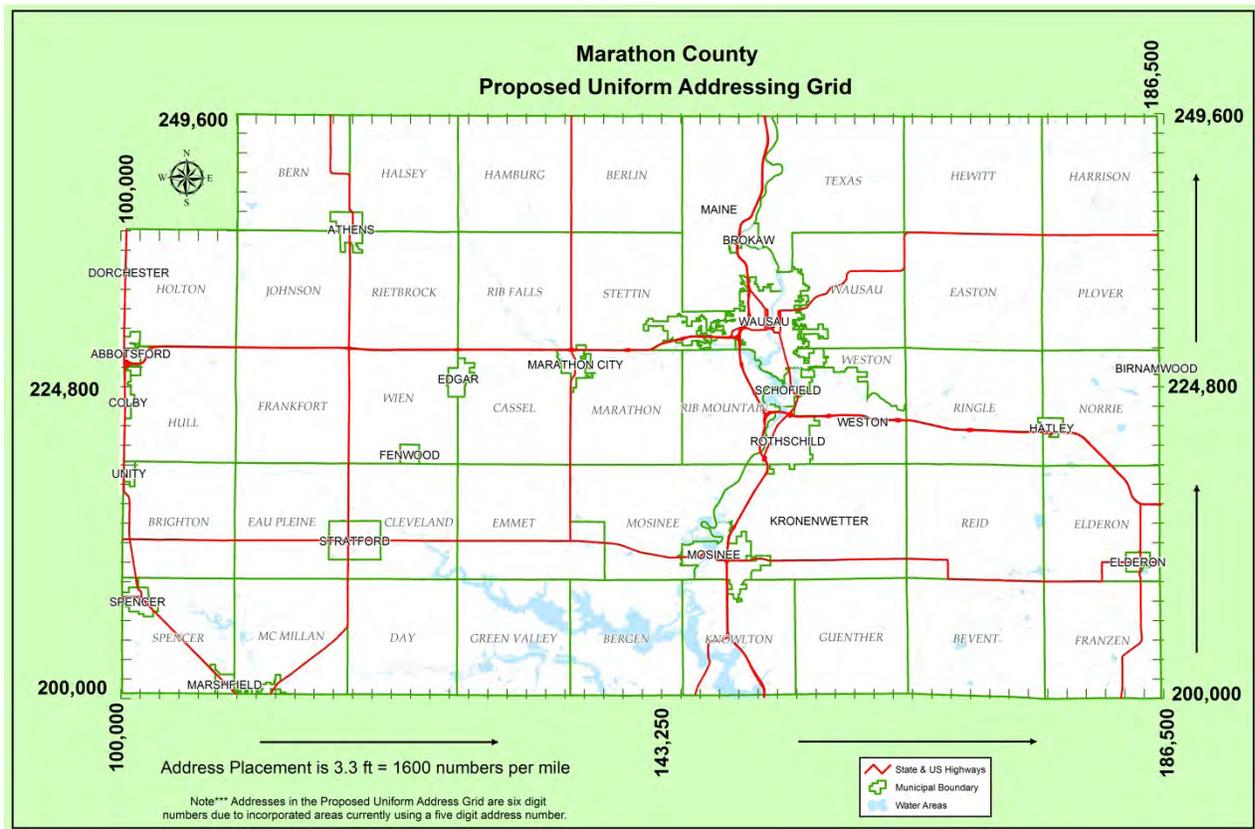
Phase 3 – UNIFORM ADDRESS DEVELOPMENT AND ADDRESS SIGN STANDARDS

3.1 Uniform Addressing Grid

The Address number is a six (6) digit number with no alpha leaders based on a grid of 1600 numbers per mile. The grid (Figure 1 below) 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. Numbers increase moving east and north. 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. Angled roads will be determined by CPZ and assigned numbers accordingly, based on the significant direction of the road.

Having the starting point in the southwest corner of the county uses the techniques and methods from the U.S. National Grid. Numbers increase going east and north in the grid.

Figure 1: Uniform Addressing Grid



3.1.1 Create New Uniform Address Database and Master Uniform Address List

CPZ will continue to administer the assignment of uniform addresses for the participating municipalities. CPZ will generate a Master Uniform Address List containing uniform addresses for each municipality. The County will also retain and make available the old addresses for cross reference purposes.

3.1.2 Address Validation

The Master Uniform Address List will be verified using best practices that will validate the location of each potential address site and road.

3.2 Address Sign Standards

In order to maintain uniformity, ESAG and the Sheriff's Department recommend a standard location, standard height, and consistent sign installation crew for all address signs. Town address signs will be double sided reflective flag style. The town name will be at the top, six digit number in the middle, and road name at the bottom. See Appendix B for an example of the address sign. The address sign standards include the following:

1. **Standard Sign Size:** The size will be 20x9 inches.
2. **Color scheme:** The best address sign color combination for nighttime emergency response is blue background with white numbers and lettering. In order for the County to have a uniform system, all flag style address signs will be **Blue Background with White Numbers and Lettering**
3. **Standard Type:** The post will be 6 ½ ft., 1.12 lb. ft. steel green u channel post.
4. **Standard Height:** Height of the address sign from road grade will be 4 ft.
5. **Uniform Location:** Address signs, when possible, will be located on the left side when entering driveway. Flexibility is needed for physical features along with visibility obstructions.
6. **Standards to Re-use Posts:** Posts that are located in the uniform location, in usable condition as determined by the installer, may be re-used. The installer will use the sign post inventory list provided by CPZ to assist in determining the condition of the post. The criteria for re-use of sign posts will be established during the request for proposal process.

3.2.1 Sheriff's Department Recommendation

The recommendation regarding the address sign color scheme was identified by an independent study conducted by Captain Dale Wisnewski, Marathon County Sheriff's Department. These findings were also supported by a similar independent study several years ago by Captain Jason Plaza, Marathon County Sheriff's Department that utilized surveys from area fire departments. (see Appendix D)

3.2.2 Urban Standards in Uniform Addressing

Certain areas in an unincorporated municipality may have limitations to the flag style address sign and need to utilize urban standards based on their current land use. Criteria for these situations will be coordinated between CPZ and the municipality. CPZ will also coordinate with the individual participating municipalities that have scattered pockets of town land adjacent to non-participating municipalities to resolve address grid conflicts.

3.2.3 Address Numbering Model Ordinance for Incorporated Areas

The ESAG recommended having uniformity in address sign selection and numbering placement for incorporated municipalities. CPZ will collaborate with participating cities and villages to draft clear, concise ordinance language regarding sign selection and number placement of addresses.

Municipal ordinances should contain the following minimum standards for house and building numbering placement.

1. Content. Numbers and letters shall be of contrasting colors (e.g. Blue on White) and readable from the street, road, or highway and shall not be obstructed by any structural element, plant, tree, shrub, or similar obstruction.
2. Display Requirements. The assigned street number shall be conspicuously displayed for every house and building in the city or village. The address shall be displayed on the front face of the building within four (4) feet of the principal entrance door abutting the street. If this location is deemed impractical by the Inspections Division or Fire Department the building numbers on residential properties may be placed on the garage on the side closest to the principal entrance or a location approved by the Inspections Division and/or Fire Department.
3. A principle structure that is greater than "X" feet (distance to be determined by municipality) from the road shall require a flag style address sign.
4. Duty of Owner or Tenant. It shall be the responsibility of owners and/or tenants for providing numbers and displaying the same as required by this ordinance. It is critical that the owner or tenant install and display new address numbers on buildings within the specified date and time of implementation sequence as determined by CPZ.
5. Lettering and Numbering shall be no less than 3 ½ inches high and placed on the exterior wall of the principle building that facing the street.

3.2.4 Model Ordinance Example

Appendix C references a local model ordinance from the Village of Weston, Chapter 145 Buildings and Building Regulations, Article V., House and Building Numbering for consideration.

3.3 Road Sign Standards

1. All road signs shall be in compliance with the U.S. Department of Transportation's Manual on Uniform Traffic Control Devices (MUTCD).
2. All intersections shall have a road sign located within the public right-of-way.

3.4 Deliverables

1. New Uniform Address Database and Master Uniform Address List.

Phase 4 – INFORMATION TECHNOLOGY TASKS FOR INTEGRATING UNIFORM ADDRESSING

The County recognizes the need to update internal and external address databases with new addresses. Internally, CPZ and City/County Information Technology Commission will coordinate the conversion of old addresses to the new uniform addresses in County systems. CPZ will also coordinate the conversion of old addresses to the new uniform addresses with external agencies like all state and federal agencies to update their address and street databases as well as including the United States Post Service (USPS) and Frontier Communications.

4.1 Conversion Procedures of Land Records

The County's Land Records system includes information for property descriptions, assessments, and taxation. CPZ will coordinate with the Treasurer's Office (Property Description) to provide the new uniform address and Property Identification Number (PIN) for each parcel in the Land Records system.

4.2 Update Sheriff's Department Computer Aided Dispatch (CAD)

Marathon County Sheriff's Department uses CAD to facilitate incident response and communication in the field. A component of CAD is the mapping software to pin point a location via address points or cross streets. Coordination and creation of uniform addressing map layers will be completed by CPZ and the Sheriff's Department. CPZ will maintain both the old and new uniform addresses for a period of time.

4.2.1 Conversion of Master Street Addressing Guide (MSAG)

The Master Street Address Guide (MSAG) is a database of street names and house number ranges within their associated municipalities defining Emergency Service Zones (ESZs) and their associated Emergency Services Numbers (ESNs) to enable proper routing of E911 calls. The Sheriff's Department will update the MSAG in concurrence with the installation of the new address signs.

4.2.2 Telephone Number Matching and Conversion Files.

The MSAG database is generated from information from Frontier Communications. The County will prepare address conversion files for Frontier Communications to create or update Automatic Location Identification (ALI) Addresses for E911 databases.

4.3 Conversion of Post Office Records

Marathon County will create a standard process with the USPS which uses a program called the Locatable Address Conversion System (LACS). The uniform addressing project coordination will be done through USPS headquarters in Madison, WI. People will not need to fill out a change of address form.

4.4 Data Inventory of All Marathon County Departments

County departments and governmental agencies may have other address databases that are separate from Land Records. Therefore, the City County Information Technology Commission (CCITC) will conduct a county address database inventory.

4.4.1 Conversion of Marathon County Departments

CCITC will coordinate with county departments to prioritize the importance of each department's addressing database conversion needs.

4.5 Geographic Information System (GIS)

The uniform addressing system will be developed using GIS best practices. Procedures to perform the matching of the old address to the new uniform address will be conducted using GIS at CPZ.

4.6 Deliverables

1. Old address to new address conversion cross table
2. Website accessibility to the conversion cross table.

Phase 5 – FINANCIALS AND COST SHARING

5.1 Implementation Funding

Marathon County has calculated a cost of \$20 per address per municipality county-wide. This produced a pledge of \$1.2 million from Marathon County in an effort to minimize the financial burden to the municipalities. If project implementation exceeds \$20 per address per municipality, the remaining portion of costs for project implementation will be funded by the local municipality. This cost sharing by Marathon County will be a time limited offer to all municipalities that are required to participate and those which elect to participate by **April 7, 2017.**

CPZ recommends hiring a contractor to assist with implementation of the addressing plan. Marathon County will contract with the contractor for the coordination, purchase, and installation of signage. Marathon County will pay the contractor directly for work completed and bill municipalities for any additional costs exceeding \$20 per address. Upon selection of a contractor and contract signing, Marathon County will provide each municipality with an estimate of cost for implementation within their municipality. The estimate will be provided in a timely manner for the 2018 budget process.

Note: Marathon County will not reimburse personal expenses for address changes.

5.2 System Software and Equipment Upgrades

Marathon County will be making a significant investment to replace the existing Land Records System and CAD system. It is imperative that the installation of these software systems complement each other with a reliable and uniform addressing system.

In addition, many Marathon County Departments have internal address databases that will need to be converted to match the new addresses. Marathon County will need to allocate funds to complete the conversion (scrubbing) of numerous address databases. CCITC will lead the effort to complete an inventory of software applications within individual departments that utilize address information. Upon completion of the inventory, CCITC will determine the most cost

effective and efficient option to convert these databases. At this time, the anticipated cost for the conversion (scrubbing) of the databases is unknown.

5.3 County Administrative Costs

CPZ and other associated departments will develop a budget for 2018 administrative costs.

Phase 6 – REQUEST FOR PROPOSAL (RFP)

With Public Safety Committee approval, CPZ will seek proposals from qualified professionals and/or firms for professional services, specifically for the manufacturing of address and road signs, the installation of the address and road signs, and project management coordination. Respondents will be asked to provide alternative cost options for: (1) production of signs, (2) installation of signs, and (3) project management and oversight.

6.1 Request For Proposal (RFP) Submitted Elements:

1. Introduction
2. Proposals
3. Interview Process
4. Contractor Selection
5. Proposal Submittals
6. Anticipated Project Schedule
7. Scope of Services
8. Project Budget
9. Anticipated Meetings
10. Deliverables
11. Procurement Policy

Phase 7 – INSTALLATION OF UNIFORM ADDRESS AND ROAD SIGNAGE

7.1 Project Start Date

The projected start date to install signage is anticipated to begin in April 2018; however, the RFP will provide greater detail in terms start dates for various specific locations within the county.

7.2 Project Coordination and Management

It will be the responsibility of the selected professional contractor to coordinate and manage the project. CPZ staff will coordinate with the selected of a contractor by providing project oversight and management to insure the task is progressing in an efficient expedited manner.

7.3 Project Sequence

The project sequence will be determined in collaboration with the selected contractor under contract with the County.

7.4 Projected Completion Date

The anticipated completion date is November 2018.

Phase 8 – COMMUNICATION STRATEGY

Marathon County will inform residents, businesses, and local government officials about the Uniform Addressing System for the purpose of public safety. Marathon County will be an information outlet to assist the general public and local officials through public communication and collaboration. This communication strategy embraces intergovernmental cooperation, through various methods to inform and engage residents via letters, newsletters, public notices, social media, and other available public access methods.

8.1 Internal Communication

The CPZ Department will inform the Public Safety Committee on the progress of uniform addressing on a monthly basis. CPZ will develop an internal communication plan to inform all County departments and employees.

8.2 Public Communication

1. The County Addressing Implementation Team (CAIT) will develop a detailed communication plan prior to implementation.
2. As part of the implementation plan development, CPZ met with two public advisory groups, ESAG and MAG, in 2016 to gather advice for the creation of the implementation plan. Topics included sign standards, road naming standards, and public engagement. CPZ will continually inform ESAG and MAG throughout the process. CPZ also provided information to the Marathon County Towns and Villages Association at their quarterly meetings. All municipalities were informed of the development of the draft implementation plan.
3. Participating municipalities will receive uniform addressing updates. Uniform addressing updates will be given during public meetings, on the County website, and through printed material.
4. A website for uniform addressing will be available through a public domain maintained by CPZ. The website will be updated throughout the implementation phase. Website information will include a map of all municipalities affected by the uniform addressing update, fact sheets, public uniform addressing documents, personal checklist guideline for changing addresses, and a technical contact list.
5. Other forms of public communication may be added during the implementation phase. Potential forms of public communication may include new releases, public service announcements, social media, and communication through the school system.
6. CPZ will notify all property owners of their new address.

8.3 Public Assistance

8.3.1 County Libraries Role

The Marathon County Public Library System (MCPL) will assist and ensure customer's information needs are met in the following ways:

1. MCPL will utilize its social media to help direct inquiries, get out bulletins quickly, and will generally communicate with those inclined to do so via digital means.

2. MCPL has nine locations throughout Marathon County and can offer venues for public forums as needed. The MCPL locations have flexible hours including evenings and weekends in many locations making it convenient for the general public.
3. MCPL will be a reliable source for vetted (authoritative) resources in various formats including print, web-based, and conversations/programming.
4. MCPL staff can serve as a guide to information, as well as ensuring a constructive means for preparing people for change.

The Library will be used as an information center. Although the Library staff is not source of the information, they are able to help evaluate the variety of informal sources that may arise in the process of getting the message out to individuals.

Staff will answer questions and direct people to written or online resources. Individual assistance will be provided by staff including use of web resources. Frequently asked questions and checklists will be available to the public in print and digital formats. Surrounding county library systems will also be provided information about Uniform Addressing for public assistance purposes.

8.3.2 MyMarathonCountyAddress.org

MCPL and CPZ will develop and launch MyMarathonCountyAddress.org. This website will be the central hub informing the general public on Uniform Addressing. The website will have the following content:

1. Fact Sheets, Frequently asked questions
2. Checklists, “to do list”
3. Maps, project status
4. Document Uploads; i.e. PowerPoints presented at various public meetings
5. Technical Contacts
6. Other potential methods of communication; i.e. Public Service Announcements (PSAs), social media outlets, etc.

Phase 9 – PROJECT OUTCOME MEASUREMENT

The development of a uniform addressing policy, the installation of address and road signs, and the upgrade of software to support the system represents a major commitment to public resources to enhance public safety and promote prosperity. Outcomes for the Uniform Addressing System are structured as follows:

1. **Initial:** These outcomes represent the completion of public engagement and education activities targeted to internal boards and committees of Marathon County government, regional economic development organizations, local village and town officials, and local emergency response groups. These outcomes represent specific understanding and development of a policy statement and guidelines, customer expectations relative to the adequacy of responses to emergency needs, and stakeholder support.

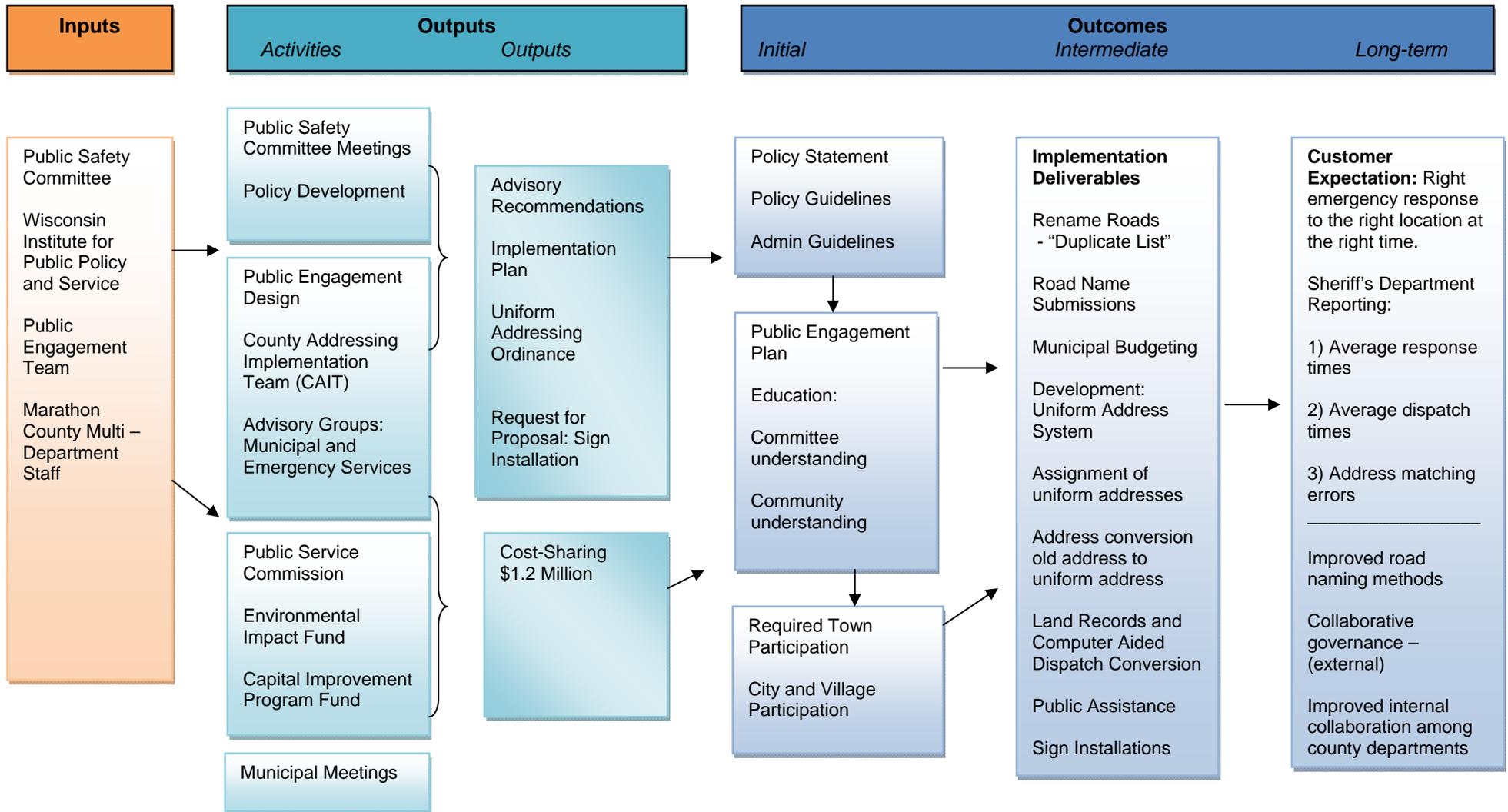
2. **Intermediate:** These outcomes represent the content and sequencing of specific financial, technological, installation, and communication activities that are outlined in the *Marathon County Uniform Addressing Implementation Plan*.
3. **Long-term:** These outcomes represent the ultimate value of the commitments made to this project. These outcomes are focused on measurable results of improving the reliability and efficiency of the system in response to emergencies within our municipalities. These outcomes will be reported to the Public Safety Committee and County Board.

9.1 Conclusion

Marathon County is committed to creating the safest county in Wisconsin. Customers expect the County and its emergency response partners to get the **right response** to the **right location** at the **right time** in order to protect people, property, and environmental resources. The establishment of a uniform address system and the implementation of this plan will create accurate, reliable, and efficient responses by Marathon County emergency services.

Uniform Addressing Logic Model

illustrates a sequence of cause-and-effect relationships in communicating the process of implementing uniform addressing.



Inputs: The investments Marathon County will bring to this program such as knowledge, skills, and expertise. The Public Safety Committee will have project oversight.

Outputs: The goods and services derived from the various activities.

Outcomes: Initial, intermediate, and long-term. Outcomes answer the question “What happened as a result of uniform addressing?”

RESOLUTION # R-12-16

AMENDING 2016 BUDGET TO COMMIT \$1.2 MILLION FROM ENVIRONMENTAL IMPACT FUND TO SUPPORT TRANSITION OF MUNICIPALITIES TO UNIFORM ADDRESSING

WHEREAS, the Marathon County Board of Supervisors has passed [Pending County Board action on February 16] Ordinance #O-7-16 establishing a Uniform Addressing System in Marathon County; and

WHEREAS, the Executive Committee has recommended that, because a future board cannot be bound by an action in 2016, that the 2016 Budget be amended to set aside funds to support unincorporated municipalities that are required to implement Uniform Addressing and incorporated municipalities that elect to implement Uniform Addressing as follows:

- A. Set aside \$1.2 million from Marathon County's Environmental Impact Fund (EIF) in the 2016 budget as a pledge to fund up to \$20 per address requiring change in each municipality participating in Uniform Addressing; and
- B. The Conservation Planning and Zoning Department will submit Uniform Addressing implementation as a project to the Capital Improvement Program (CIP) Committee for ranking within the 2017 Budget process. To the extent that funds from CIP, or any other source, are budgeted for 2017, they shall supplant or replace the funds from the EIF pledged by this amendment.

WHEREAS, Ordinance #O-22-14 establishes Marathon County's policy for the submittal and funding of projects with Environmental Impact Funds and has been codified as §2.01(23), Rule 23, of the General Code of Ordinances for Marathon County; and

WHEREAS, the County Board has voted [Pending county board action on February 16] by a two-third majority of a quorum to suspend its rule in order to consider this Resolution; and

WHEREAS, sec. 65.90(5)(a), Wis. Stats., dictates that appropriations in the Marathon County budget may not be modified unless authorized by a vote of two-thirds of the entire membership of the County Board of Supervisors, and

WHEREAS, sec. 16.696(4), Wis. Stats., requires the permission of the Wisconsin Public Service Commission to use EIF funds for a non-environmental purpose; and

WHEREAS, the Environmental Resources Committee and the Finance and Property Committee [Pending Joint Committee action February 15, 2016] have both reviewed and approved use of the Environmental Impact Fund in this manner.

NOW, THEREFORE, BE IT RESOLVED:

1. That the 2016 Budget is hereby amended to provide \$1.2 million from the Marathon County Environmental Impact Fund to support municipalities located within Marathon, contingent upon Public Service Commission Approval.
2. That a Class 1 Notice of this transaction be published within (10) days of its Adoption.

BE IT FURTHER RESOLVED that funds shall be expended as follows:

1. Up to \$20.00 per address requiring change shall be reimbursed to each municipality participating in Uniform Addressing.
2. Payment to each municipality shall not exceed the actual costs for implementation.
3. Conservation, Planning and Zoning shall set time limits and procedures for reimbursement as set forth above.

BE IT FURTHER RESOLVED that the cost of implementation shall be submitted by the Conservation, Planning and Zoning Department as a project to the Capital Improvement Program (CIP) Committee for ranking within the 2017 Budget process. To the extent that funds from CIP, or any other source, are budgeted for 2017, they shall supplant or replace the funds from the EIF pledged by this amendment.

BE IT FURTHER RESOLVED that any funds set aside by this resolution that are not expended as set forth above shall be returned to the EIF and shall not be subject to standard Marathon County policy which places unexpended funds in CIP fund .

BE IT FURTHER RESOLVED that the County Board of Supervisors hereby authorizes and directs the County Clerk to issue checks pursuant to this resolution and the Marathon County Treasurer to honor said checks.

BE IT FURTHER RESOLVED that the proper officers of Marathon County are hereby authorized and directed to take all actions necessary to effectuate this Resolution.

Respectfully submitted this 16th day of February, 2016.

EXECUTIVE COMMITTEE

Jan Siefert

ENVIRONMENTAL RESOURCES COMMITTEE

John Anderson

Jan Siefert

FINANCE AND PROPERTY COMMITTEE

Edward Stark
Ben Miller

John Parker

Fiscal Impact: This resolution reduces the available Environmental Impact Funds by \$1.2 million. The amount was calculated based on an estimated total of 60,000 addresses within Marathon County that may require change under Uniform Addressing, if all municipalities participate, and the amount of \$20 per address. There is no additional County levy appropriated in this resolution.

Health Impact:

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.

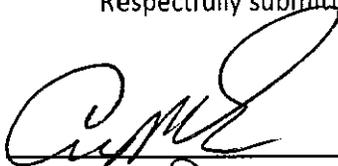
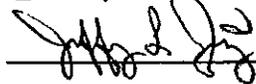
NOW, THEREFORE, BE IT ORDAINED AND RESOLVED by the Board of Supervisors of the County of Marathon:

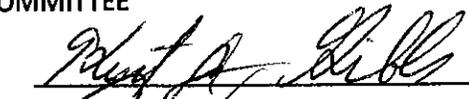
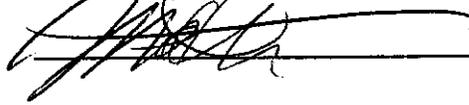
1. Section 9.13 of the General Code of Ordinances is hereby repealed and recreated as Section 9.XX Marathon County Uniform Addressing System pursuant to Addendum A.
2. The Board hereby approves the Marathon County Uniform Addressing System Policy and Administrative Guidance pursuant to Addendum B.

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.

ADDENDUM A**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

Addendum B

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 \$840,000 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.

Appendix B



- (i) **Filling Basement and Excavated Areas.** All loose material and debris shall be removed from the basement, crawlspaces, and other excavated areas. Upon ascertaining that all openings, pipelines, drains, etc., have been properly capped, all basements, crawlspaces, excavated areas, and other below-grade voids resulting from the removal of pavements, slabs, foundations, and the like shall be filled to within 4 inches of finished grade with granular fill material. The material shall be well graded, free from debris and organic material. All granular fill shall be placed in layers of 12 inches or less and shall be compacted to not less than 95 percent of Modified Proctor ([ASTM D-1557](#)). (k) **Completion of Project.** When razing activities are completed, the disturbed area shall be graded so that no gradients in disturbed earth shall be steeper than a slope of 3 to 1 (horizontal to vertical). A layer of arable topsoil capable of supporting perennial grasses shall be spread over the disturbed area to a minimum depth of 4 inches. The area shall be seeded with a perennial grass capable of survival in this climate and maintained until the area is stabilized and developed with zoning and other applicable provisions of the Municipal Code.

(Ord. of 1-28-1991, § 1(2.09(6)), Ord. of 11-18-2010, Ord. of 12-17-2014) [Amended via Ord. No 15-027, 11/18/2015]

* **Cross References**--Streets, Sidewalks and Other Public Places, Chapter 70.

ARTICLE V. HOUSE AND BUILDING NUMBERING

Sec. 14.500. Intent.

The intent of this article is to assist the police and fire departments in quickly finding the correct residence at which to provide emergency services by requiring house and building numbers to be placed in prominently visible locations.

(Ord. of 1-28-1991, § 1(2.11(1)), Ord. of 11-18-2010, Ord. of 12-17-2014) [Amended via Ord. No 15-027, 11/18/2015]

Sec. 14.501. Specifications.

Addresses as assigned or approved by the Village shall be placed on all structures or property supporting the same as follows:

- (a) **Content.** Numbers and letters shall be of contrasting colors (e.g. Black on White) and readable from the street, road, or highway. Arabic numbers shall be used; script and roman numerals cannot be used alone however they may be used as an addition to the requirements of this section.

- (b) **Display requirements.** The assigned street number shall be conspicuously displayed for every house and building in the village. The address shall be located in place on the structure as soon as reasonably possible during construction.
- (1) **Single family and two family requirements.** All one family and two family residential buildings shall have address numbers, not less than three and one half inches high and placed on the exterior wall of the principal building that faces the street or service drive providing access to the building. All such residential units shall also have street numbers placed on their respective mail box. Property owners who shall construct buildings located more than 75 feet from the street shall be furnished numbers by the village at the time of issuance of the building permit. The person to whom the building permit is issued shall pay to the village the cost of the numbers at the time of the issuance of the building permit, as provided for in the village fee schedule. All property owners shall be responsible for the display of the numbers in the manner required in this section. Numbers and letters shall be visible from the roadway at all times of the year. If the mailbox is on a different street from the residence, the street name and house number must be inscribed on the mailbox.
- (2) **Multifamily requirements.** All multifamily buildings shall have address numbers placed on the exterior of the principal building that faces the street service drive or parking lot and located adjacent to the individual unit entrances to the buildings. In addition, each building shall be identified by a letter or number, not less than twelve (12) inches high, located near the top of the building wall facing the street, service drive or parking lot that services that building. At the entrance of each service drive, there shall be a directory listing of the street numbers and building identifications that are accessible from the said street, service drive or parking lot. Suite numbers identifying the individual units must be placed on the primary entrance of each occupancy.
- (3) **Commercial and industrial requirements.**
- a. Buildings less than seventy-five (75) feet in height shall have street numbers, not less than six inches high, placed at the exterior wall of the principal building facing the street, service drive or parking lot providing access to that building and located adjacent to any primary entrance door.
 - b. If more than seventy-five (75) feet in height, shall have street numbers not less than twenty-four (24) inches in height located on the wall facing the primary street entrance.
 - c. Only one street address shall be assigned per building. Buildings with more than one occupancy, a suite number, or letter shall be used to identify each individual unit.

- d. All suite numbers that identify each individual unit shall be placed on the primary entrance to each business or occupancy.
 - e. All commercial or industrial structures which have a rear service door, shall identify the occupant and the street address conspicuously and on said rear door in contrasting and reflective letters and/or numbers not less than six (6) inches in height and shall continually maintain same.
- (4) Address numbering and lettering shall be in addition to addresses placed on mailboxes, paper boxes, or similar objects.
- (e) *New houses, buildings; incomplete.* In the case of new houses or buildings, the number, together with the building permit, shall be placed on a temporary post or tree in front of the construction where it is visible from the street. When the house or building is completed, the number shall be moved to the proper permanent location.
 - (f) *Assignment.* Addresses shall be assigned by the Zoning Administrator or their designee.

(Ord. of 1-28-1991, § 1(2.11(2)); Ord. of 3-16-1992, § 1, Ord. of 11-18-2010, Ord. of 12-17-2014) [Amended via Ord. No 15-027, 11/18/2015]

Sec. 14.502. Numbers required.

No permit for the construction of a house or building shall be issued until the assigned number has been obtained from the Zoning Administrator. No permit for the repair or alteration of a house or building shall be issued unless the proper number is affixed to the house or building in accordance with this article.

(Ord. of 1-28-1991, § 1(2.11(3)), Ord. of 11-18-2010, Ord. of 12-17-2014) [Amended via Ord. No 15-027, 11/18/2015]

Sec. 14.503. Penalties.

In addition to the failure to obtain a permit, revocation of a permit or the withholding of a building permit and injunctive relief, any person who violates any provision of this article shall be subject to Sec. 1.111. In any such action, the fact that a permit was issued shall not constitute a defense, nor shall any error, oversight or dereliction of duty on the part of the building inspector constitute a defense. These remedies and penalties shall be in addition to those the state may impose for the same violation.

(Ord. of 1-28-1991, § 1(2.12), Ord. of 11-18-2010, Ord. of 12-17-2014) [Amended via Ord. No 15-027, 11/18/2015]

Recommendation for the best address sign color combination for nighttime emergency response is: **Blue Background/White Numbers.**

Justification:

The written research that is available to show what color combination is preferred for address signs viewed at night, all can be rendered down to their findings that the greatest contrast between color of numbers and color of background is best. From this, the easiest decision for the color of the numbers that create the greatest contrast from its background color and the darkness that surround the sign is White. Any color that is a reduction in contrast from White, such as yellow, would be less visible with whatever color background that we choose.

The color combinations the research had done to demonstrate color contrast that should work well at night include: white numbers/black background; white numbers/red background; white numbers/blue background; white numbers/green background. The research noted that the greatest contrast is created with the white numbers/black background, with the other color combinations having less contrast but still very good. Since white letters/green background is the universal color combination for our Street signs, we should not consider this combination for address signs.

The three remaining colors, Black, Red, and Blue reflective signs can and were field tested by me within a relatively short driving distance. The Town of Texas, Brokaw, and the Town of Maine presents an example of the three color combinations. In dark non-streetlight areas, while using only the illumination of my car headlights in both dim and bright setting I noted the following observations:

BLUE BACKGROUND/WHITE NUMBERS – with dim headlight the blue colored background stood out boldly from the dark unlit background and the numbers could be seen more clearly from a farther distance than the red and black signs. With bright headlights, the blue signs “popped” out from the darkness and the numbers could be seen even more clearly without the blue “bleeding” over to blur the numbers.

RED BACKGROUND/WHITE NUMBERS – with dim headlights the red colored background stood out boldly from the dark unlit background but the numbers could not be seen as clearly as with the blue colored background. With bright headlights, the red signs “popped” out from the darkness but the red “bled” over and blurred the numbers somewhat.

BLACK BACKGROUND/WHITE NUMBERS – with dim and bright headlights, the black background was lost in the darkness and made it difficult to locate the signs. With dim and bright headlights it was difficult to see the numbers clearly until I was only a short distance from the sign.

I recently discussed my findings with Capt. Jason Plaza, who conducted a similar independent study several years ago, that utilized more surveys of area Fire Departments. Jason’s conclusion is consistent with my results, that signs with a Blue Background/White Numbers were the best color combination for night time emergency responses.

Please contact me if you have further questions.



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