



## MARATHON COUNTY UNIFORM ADDRESSING SYSTEM POLICY AND ADMINISTRATIVE GUIDANCE

December 11, 2019

**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 further the goal to create safer addressing by ensuring reliable and accurate response.

### **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 0-07-19 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**

Marathon County allocated funding for the implementation of the Uniform Addressing System. The continued maintenance of the County's portion of the system will be funded by the Uniform Address Application fees.

### **Policy Guidelines:**

- A. These guidelines repeal and replace previous procedures established by Marathon County March 13, 2019 regarding Uniform Addressing System Ordinance 0-07-19.
- B. The Public Safety Committee is responsible for the Marathon County Uniform Addressing System Ordinance.
- C. The Public Safety Committee shall provide policy implementation and tracking of outcomes.
- D. Conservation, Planning, and Zoning (CPZ) Department shall bring modifications to the addressing guidelines and standards to the Public Safety Committee for approval.

**Administrative:**

- A. The administrative responsibilities of this section shall be with the Conservation, Planning, and Zoning (CPZ) Department.
- B. The CPZ Director or designee shall have the responsibility to coordinate the ongoing operations of the system.
- C. Uniform Addressing Application Fee is \$75.00.

**Guidelines and Standards:**

**A. County Addressing Grid System.**

- 1. 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.
- 2. 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.

**B. Road Names:**

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

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

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

- 7. Primarily and secondary roads which are designed to carry traffic from one sector to another within the county:  
**Freeway, Highway, Parkway, County Road**
- 8. Collector 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**
- 9. Local residential access roads:  
**Lane, Trail, Drive, Terrace, Avenue**
- 10. Local residential access roads which begin and end on the same collector:  
**Loop, Circle, Way**
- 11. Local residential access roads which are permanent dead ends:

**Court, Place, Circle, Way**

12. Other suffixes not listed above may be considered, or variations from the above may be allowed at the discretion of CPZ.

**C. Addressing:**

1. Assignment of Addresses.

- a. A site address application shall be completed before an address is assigned. Applicants shall apply for an address through the CPZ Department using the Uniform 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.
- b. Addresses shall be assigned an access point based on the location of the centerline of the driveway as it intersects the named road.
- c. All landowners shall check with the town, county, or state authorities to determine the necessity of driveway permits to access parcels.
- d. Vanity site addresses that do not conform to Marathon County's addressing grid shall not be permitted.
- e. There shall be no use of fractional, alpha-numeric, or hyphenated address numbers.
- f. Multitenant/Flex building addresses (individual street address versus a building with unit or suite number addresses) are determined by location and style of entrance. If there is a grand common entry and hallway access to the tenant spaces, then the tenants need to use a unit or suite number. If the individual tenant's primary entrance is accessible from the street, then each tenant may have a separate street address.
- g. 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).

2. Flag style Address Sign and Placement.

- a. Signs shall be two (2) sided flag style and reflective.
- b. The name of the town will be above the number with the road name below the number.
- c. The address sign shall be installed by the town. The county will reimburse the town for the cost of post.
- d. The sign shall be installed on the left side of the driveway (accessing from the road) and the numbers shall be perpendicular to the roadway.
- e. 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 the Towns, in consultation with CPZ, alternate post location may be necessary due to utilities, structures, and any other obstructions within the desired sign location.
- f. 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 contacting CPZ for a replacement sign if the sign is damaged or destroyed.

3. Building Mounted Address Sign and Placement:

In designated business corridors as determined by CPZ, address signs shall be located on the building as specified:

- There shall be clear and unobstructed view of the sign
- The Sign shall be within a 4 foot radius of the main entrance
- The sign shall be at least 3.5 feet above the ground

Business Owners will receive 2 single-sided address signs and shall be installed at the main and rear entrance of the building. The property owner shall be responsible to install and maintain the addressing sign. Maintenance shall include keeping the sign in a condition so it is easily visible and legible at all times. The property owner is responsible for contacting CPZ for a replacement sign if the sign is damaged or destroyed.

4. Change of Existing Addresses.

Existing addresses may be changed for just cause, if:

- a. Site address is out of sequence or there is an odd/even error on the road segment.
- b. 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).
- c. Change of access point for the structure/parcel.
- d. Road name change.
- e. Any other reason that is consistent with the intent of this ordinance.

5. Corrections.

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

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

**D. Road Signs**

The towns shall be responsible to maintain, purchase, and replace their road signs and posts.

**E. Integrating Cities and Villages**

New communities may be added to the Uniform Addressing System at the community's expense in consultation with CPZ and the Public Safety Committee.

**F. Publishing**

CPZ will publish and post to the county website the Uniform Addressing System policy and guidance.

**G. 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.

**H. Enforcement/Penalties**

1. 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.
2. Any violation of any provision of the ordinance and/or this guidance shall, upon conviction, be punishable as provided under Section 25.04 of this Code.