

From: gordian@nym.hush.com
To: [Board of Public Works](#)
Subject: Oppose Item 9 Ruskin to Huxley street name change
Date: Monday, October 27, 2025 9:51:12 PM

You don't often get email from gordian@nym.hush.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Mon. Oct. 27, 2025

Members of Madison's Board of Public Works,

Please oppose Agenda Item 9, Legistar 90545, which renames a 250' long section of Ruskin St. as Huxley St.

Legistar 90545, as written, would impose an unreasonable burden on Ruskin St. businesses. This burden could be completely eliminated by a very small change in the renaming scheme.

The Consequences

This name change will force businesses located on what is now Ruskin St. to change all of their stationery and online materials to reflect the new street name. They will also need to notify all of their customers of the change. Those customers will then have to update their records.

A Confusing Layout

A map of the vicinity shows that, north of Roth St., Huxley St. is two blocks east of Ruskin St. Further south, Ruskin St. just north of Commercial Ave. lines up with the rest of Ruskin St. The proposed section of Huxley St. north of Commercial Ave. does not. [2].

A Constructive Suggestion

All of these problems go away if the new road is named "Ruskin St." as far north as the point where it curves to the northeast to join the section of Huxley St. that runs due north to Roth St. No one would have their street renamed.

A Mistaken Policy

Legistar 90545 goes into tedious detail to justify this name change legally [3]. It does not explain why the real world needs this name change or consider the pointless extra work that will ripple through the community because of the name change.

The situation at Ruskin St. illustrates why the new City policy on renaming streets is a mistake. Enacting Legistar 90545 compounds the original error. Simply extending Ruskin St. a few

hundred feet up the new road remedies the problems. With this trivial change, the two sections of Ruskin St will line up on the map, and businesses will save the time and money needed to change their stationery, online materials, and records.

Conclusion

I ask that you amend Legistar 90545 in order to save local businesses a great deal of pointless work.

Thank you for considering this message.

Don Lindsay

SOURCES

[1] Agenda Board of Public Works Oct. 29, 2025

<https://madison.legistar.com/View.ashx?M=A&ID=1230278&GUID=2026DD12-A7D1-41B1-9D95-D92FF613420C>

Accessed 20251027

Agenda Item 9.* Legistar 90545

Amending the records, including maps and databases, of the street address numbers and street names by the City Engineer, referred to in Sections 10.34, Madison General Ordinances by changing the name of a 250' long isolated portion of Ruskin St on the north side of Commercial Ave to Huxley St (District 12)

Sponsors: Julia Matthews

Attachments: Exhibit A.pdf

Exhibit B.pdf

Vicinity Map.pdf

Lead agency is Board of Public Works (10/29/25) with additional referrals Plan Commission (11/3/25).

This item is taken out of order due to time constraints.

RECOMMEND TO ADOPT

[2] Map of the vicinity

<https://madison.legistar.com/View.ashx?M=F&ID=14879780&GUID=673D438F-AF65-48BD-999B-B9CD352D9482>

Accessed 20251024

[3] Legistar 90545 web page

<https://madison.legistar.com/LegislationDetail.aspx?ID=7710958&GUID=66BD847C-F437-478B-BE50-EE4744CC728E&FullText=1>

Accessed 20251024