

CITY OF MADISON, WISCONSIN

A 2ND SUBSTITUTE ORDINANCE _____
Repealing Sections 10.34 and 10.35 and
recreating Section 10.34 of the Madison General
Ordinances to establish standards for street
names and addresses.

PRESENTED July 18, 2006 _____
REFERRED Public Safety Board;
Engineering _____
RULES SUSPENSION _____
PUBLIC HEARING _____

Drafted by: Steven Brist

Date: February 6, 2007

SPONSORS: Ald. Konkel

DRAFTER'S ANALYSIS: This proposal establishes standards for street names and addresses by increasing the size of address numbers from 2½ inches to 4 inches, creates standards for the display of such numbers, creates penalties for failing to apply a new number and establishes the criteria for the City Engineer to assign numbers.

The Common Council of the City of Madison do hereby ordain as follows:

- 1. Section 10.34 entitled "Street Numbers" of the Madison General Ordinances is repealed and recreated to read as follows:

"10.34 STREET NAMES AND ADDRESSES.

- (1) The purpose for uniform street addresses is to enable emergency vehicles to respond quickly to calls, expedite postal and other delivery services, eliminate confusion, and to locate business places and residences without difficulty or delay.
- (2) The City Engineer shall establish and maintain a street address for all parcels in the City of Madison in conformance with this ordinance and in consultation with the U.S. Postal Service Addressing Guidelines. Residential buildings shall take their address off the street upon which they front. Commercial buildings shall take their address off the street from which they gain primary access and primary fire apparatus access to the property. Internal building addresses shall be numeric and approved by the City Engineer in consultation with the Fire Marshal. The City Engineer shall maintain records, including maps and databases, of the street address numbers and street names.
- (3) It shall be the duty of each owner or occupant of any building, within twenty (20) days after the completion or occupancy, or in the event that any building is assigned a new number by the City Engineer, whichever occurs first, of such building, to attach securely, or apply to the same, in a conspicuous position, that can be plainly seen from the street, the address number assigned by the City Engineer. Address numbers shall be Arabic numerals. Numbers shall be a minimum of four inches (4") high (102 mm) with a minimum of stroke width of 0.5 inch (12.7 mm). The address numbers shall contrast with the background on which they are affixed. The address number shall be not higher than the first or ground floor of said building. If any building is located so that the address number is not clearly visible from the street, an additional address number shall be posted at the intersection of the driveway with the street or in a conspicuous place that is clearly seen from the street. The additional address number shall be placed upon a post or other structure that displays the number at least forty-eight (48) inches above the ground. No person shall affix or caused to be affixed, or allow to remain upon any building, which he owns or occupies, a different number from the one designated by the

Approved as to form:

City Engineer. It shall be the duty of each owner or occupant of any building keep such numbers so attached or applied at all times.

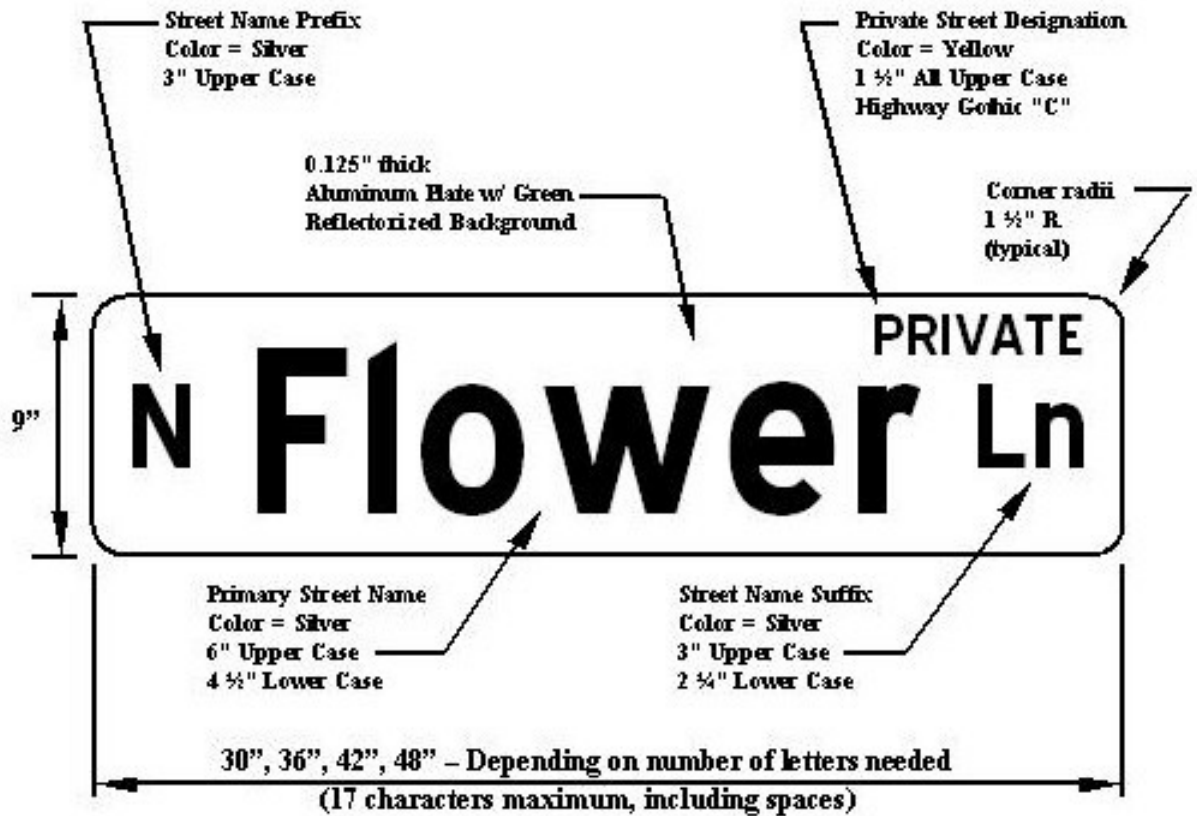
- (4) The different streets in the City of Madison shall bear the names given on the maps referred to in Section 10.34 (2). New public and private street names shall be subject to the approval of the City Engineer who shall consult with the US Postal Service Standard Addressing Guidelines and generally shall use the following criteria:
- a) New street names shall not duplicate or closely approximate street names already assigned within the City of Madison municipal limits or surrounding areas.
 - b) Postal suffixes, prefixes and directionals shall not be used as street names (example: Terrace St, East Ave).
 - c) Directionals shall not be used as a suffix (Yellow St East). No post-directionals shall be allowed (Yellow East).
 - d) Special characters such as apostrophes, hyphens, decimals, or periods shall not be allowed.
 - e) Use the most common spelling of a street name (example: "Dakota", not "Dacota"; "Wind", not "Wynd").
 - f) New street names shall be no longer than 17 character spaces including the Postal approved abbreviated suffix.
- (5) The following US Postal Service Standard Abbreviations shall be used for the street suffix. The first four (N, S, E, W) are to be used for prefix directionals only.

N – NORTH	S – SOUTH	E – EAST
W – WEST	ALY-ALLEY	AVE- AVENUE
BLVD-BOULEVARD	BND – BEND	BLF – BLUFF
CIR – CIRCLE	CT – COURT	CRES – CRESCENT
CRST-CREST	DR – DRIVE	GLN – GLEN
LN – LANE	PKWY – PARKWAY	PL – PLACE
PLZ – PLAZA	PT - POINT	RDG - RIDGE
RD – ROAD	ST – STREET	TER – TERRACE
TRCE – TRACE	TRL – TRAIL	

The following suffixes may not be abbreviated:

- LOOP MALL PASS PATH ROW RUN SPUR WALK WAY
- (6) Effective November 1, 1990, the owner(s) of a building site(s) which use building addresses from a privately owned street or right-of-way, shall install and maintain private street name signs at all intersections with private streets and public streets. In addition, the owners shall install and maintain a regulation Stop sign and a "Private Drive" or "Private Road" sign at all intersections of public streets and private streets. At intersections of private streets and public streets, the private street sign shall be installed above but it shall be at the owner's option to install the public street sign. The owner shall adhere to the specifications for the design, manufacture and installation of private street signs as contained herein. However, the City Engineer, in consultation with the Fire Marshall, may approve private street name signs that are generally equivalent to these specifications. Private street name signs that are similar in style or architecture to the development may be approved if equivalent in size, location, height and reflective properties to the specifications.-

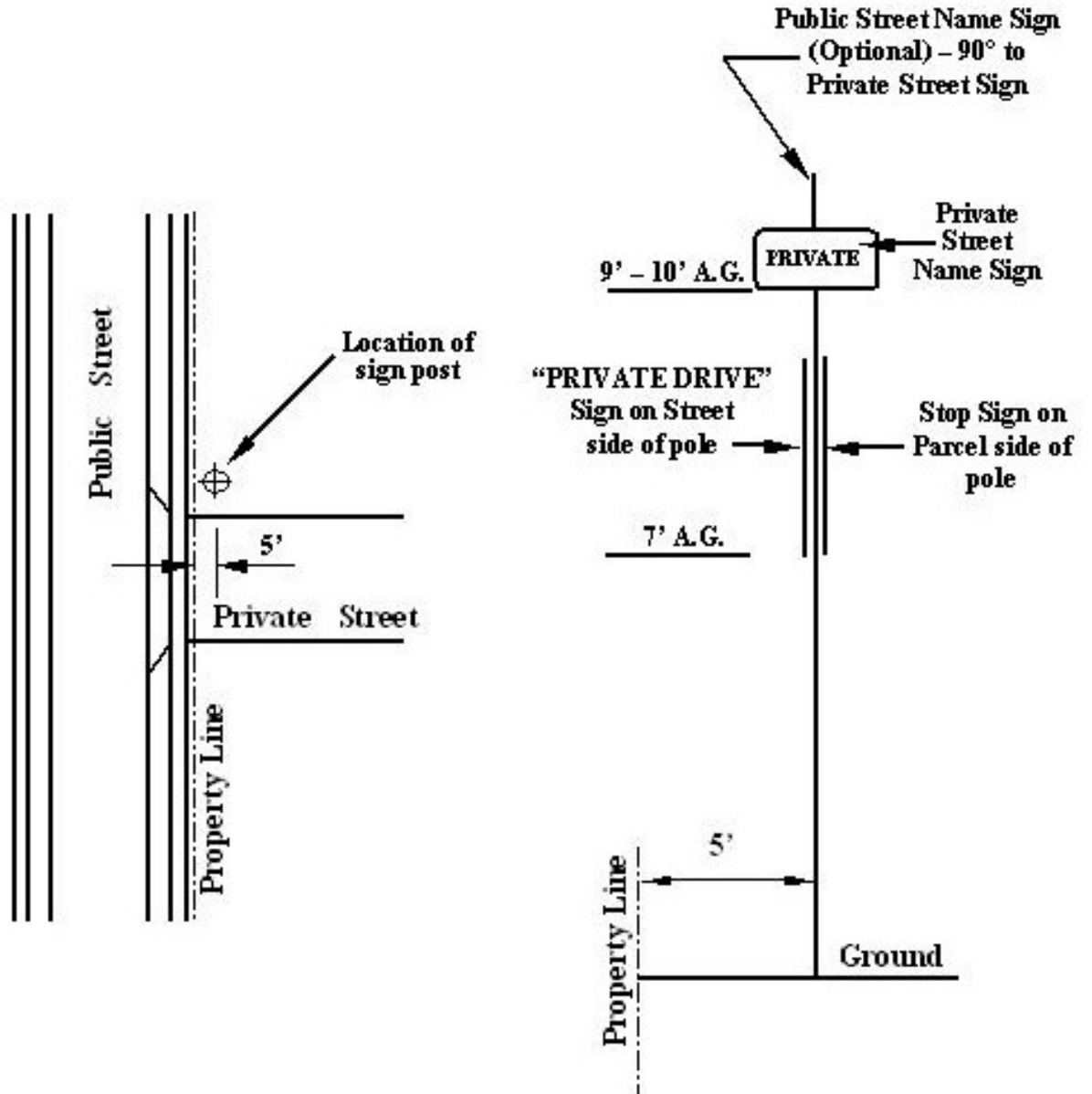
(a) Sign Design.



All sign text is Highway Gothic "B" or "C" font depending on the number of letters and the final size of the sign blank. Unless otherwise noted in this detail.

MGO: Sec. 10.34(3)(a)
Detail 1 – Street Name Signage
Rev. 2-1-2007

- (b) Sign Installation. Street name signs shall be installed five (5) feet behind the property line on private property on the right hand side of the private street approach to the public street. Signs may be mounted on wood posts, drive posts or on two (2) inch (I.D.) steel pipe mounted on a concrete stub buried in the ground. At all private-public street intersections, the property owner shall install and maintain a regulation stop sign (minimum 24" x 24") and a "Private Drive" sign (minimum 18" x 18") mounted on the street name sign post seven (7) feet above ground (measured to the bottom of the sign). Street name signs shall be mounted no less than nine (9) feet, nor more than ten (10) feet above ground (measured to the bottom of the sign).



MGO: Sec. 10.34(3)(b)
Detail 1 – Street Signage Placement
 Rev. 2-1-2007

(7) If the owner or occupant of any building fails to duly display and maintain the proper numbers on such building or on the additional address number sign or fails to install a private street name sign, the City Engineer, the Fire Chief, the Director of the Inspection Unit, or their designees shall send him/her a notice. If the owner or operator fails to comply with the requirements of this ordinance, s/he shall, upon conviction thereof, be subject to a forfeiture of not more than two hundred dollars (\$200) and in addition, shall pay all costs and expenses involved in the case. Each day such violation continues shall be considered a separate offense.”

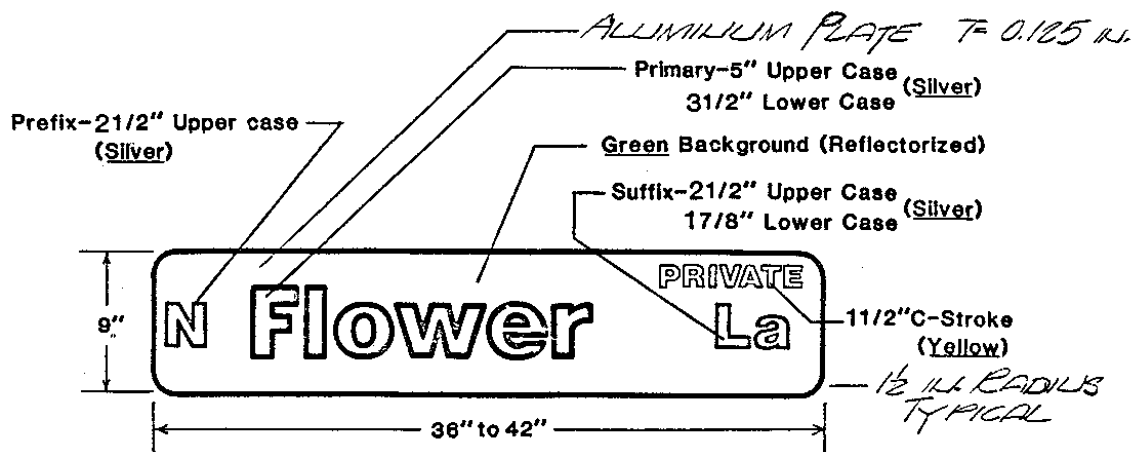
2. Section 10.35 entitled “Street Names” of the Madison General Ordinances is hereby repealed.

EDITOR'S NOTE:

Sections 10.34 and 10.35 currently read as follows:

10.34 STREET NUMBERS.

- (1) All lots and parts of lots in the City of Madison shall be numbered in accordance with certain maps now on file in the office of the City Engineer which are designated "Street Numbering Maps". All lots and parts of lots hereafter platted shall be numbered to conform to the numbering as outlined on said maps.
- (2) It shall be the duty of each owner or occupant of any building, within twenty (20) days after the completion or occupancy, whichever occurs first, of such building, to attach securely, or apply to the same, in a conspicuous position, and not higher than the first or ground story of said building, so that the same can be plainly seen from the street, the proper number of such building, as inscribed upon said map, in figures not less than two and one-half inches (2 1/2") in height; and said owner or occupant shall at all times keep such numbers so attached or applied. Residential buildings shall take their address off the street upon which they front. Commercial buildings shall take their address off the street from which they gain access to the property.
- (3) Effective November 1, 1990, the owner(s) of a building site(s) which use building addresses from a privately owned street or right-of-way, shall install and maintain private street name signs at all intersections with private streets and public streets. In addition, the owners shall install and maintain a regulation Stop sign and a "Private Drive" or "Private Road" sign at all intersections of public streets and private streets. At intersections of private streets and public streets, the private street sign shall be installed above but it shall be at the owner's option to install the public street sign. The owner shall adhere to the specifications for the design, manufacture and installation of private street signs as contained herein. However, the city engineer and the fire chief may approve private street name signs which are generally equivalent to these specifications. Private street name signs which are similar in style or architecture to the development may be approved if equivalent in size, location, height and reflective properties to the specifications. For those owners of properties affected by this ordinance who are not mandated by conditional use to install the aforesaid signs, and who comply with this ordinance prior to November 1, 1990, the City Engineer is hereby authorized to rebate the sum of \$50.00 for each private street name sign installed and \$20.00 for each "Private Drive" or "Private Road" sign installed upon receipt of evidence of compliance.
 - (a) Sign Design.



Use the following abbreviations only. The first four are to be used for direction only (not S Hill Dr for South Hill Dr.).

- | | | |
|----------------------|-------------------|--------------------|
| (a) E - East | (g) Cir - Circle | (l) Pkwy - Parkway |
| (b) W - West | (h) Ct - Court | (m) Rd - Road |
| (c) N - North | (i) Dr - Drive | (n) St - Street |
| (d) S - South | (j) Hwy - Highway | (o) Ter - Terrace |
| (e) Ave - Avenue | (k) La - Lane | (p) Tr - Trail |
| (f) Blvd - Boulevard | | |

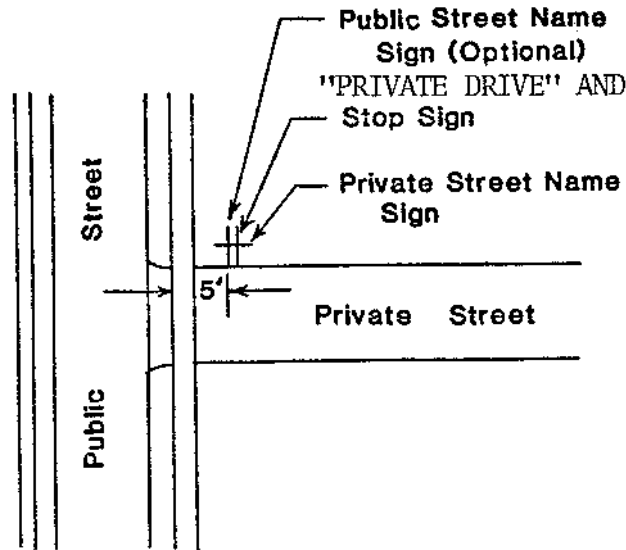
The following suffixes will be the same size as the street name and will not be abbreviated.

- | | | |
|----------|--------------|-------------|
| (a) End | (f) Spur | (l) Cross |
| (b) Glen | (g) Walk | (m) Green |
| (c) Pass | (h) Way | (n) Hill |
| (d) Path | (i) Bend | (o) Lookout |
| (e) Row | (j) Crescent | (p) Ridge |
| | (k) Crest | (q) Down |

All apostrophes (O'Neill Ave) and hyphens (Bob-o-Link La) should be used when indicated.

Specifications for a "Private Drive" or "Private Road" sign are equivalent.

- (b) Sign Installation. Street name signs shall be installed five (5) feet behind the property line on private property on the right hand side of the private street approach to the public street. Signs may be mounted on wood posts, drive posts or on two (2) inch (I.D.) steel pipe mounted on a concrete stub buried in the ground. At all private-public street intersections, the property owner shall install and maintain a regulation stop sign (minimum 24" x 24") and a "Private Drive" sign (minimum 18" x 18") mounted on the street name sign post seven (7) feet above ground (measured to the bottom of the sign). Street name signs shall be mounted no less than nine (9) feet, nor more than ten (10) feet above ground (measured to the bottom of the sign).



- (4) If the owner or occupant of any building required by this section to be numbered fails to duly attach and maintain the proper numbers on such building, the City Engineer, the Fire Chief, the Director of the Inspection Unit, or their designees shall send him/her a notice requiring such owner or occupant to properly number the building. If the owner or operator fails to comply with the requirements of this ordinance, s/he shall, upon conviction thereof, be subject to a forfeiture of not more than two hundred dollars (\$200) and in addition, shall pay all costs and expenses involved in the case. Each day such violation continues shall be considered a separate offense.

10.35 STREET NAMES. The different streets in the City of Madison shall bear the names given on the map referred to in Section 10.34."