

**ORDINANCE  
ROCK COUNTY BOARD OF SUPERVISORS**

PLANNING & DEVELOPMENT  
COMMITTEE  
INITIATED BY



COLIN BYRNES, DIRECTOR OF  
PLANNING & DEVELOPMENT  
DRAFTED BY

PLANNING & DEVELOPMENT  
COMMITTEE  
SUBMITTED BY

JUNE 14, 2017  
DATE DRAFTED

**REPEALING AND RECREATING ROCK COUNTY ORDINANCE  
4.6—ROCK COUNTY ADDRESS ORDINANCE**

1 The Rock County Board of Supervisors at its regular meeting this 10<sup>th</sup> day of August,  
2 2017, does ordain as follows:

3  
4 I. Ordinance 4.6—Rock County Address Ordinance is hereby repealed and recreated to read as  
5 follows:

**Part 6 – Rock County Address Ordinance**

6  
7  
8  
9 **4.600 General Provisions**

10  
11 (1) Purpose and Intent. The purpose of this ordinance is to establish and maintain a consistent  
12 rural address number and road name system in the unincorporated area of Rock County. The  
13 intent in establishing an address system is to assign each structure a unique and identifiable  
14 address which will aid emergency personnel in providing fire protection, emergency medical  
15 services, police services, civil defense, the delivery of mail, and meet other general location needs  
16 of the public.

17  
18 (2) Committee. The Planning and Development Committee, appointed by the Rock County  
19 Board, shall have policy supervision over this ordinance. The Committee shall have the authority  
20 necessary to enforce/litigate the provisions of this ordinance.

21  
22 (3) Committee Designee. This ordinance shall be administered and enforced by the Committee  
23 Designee. The Committee Designee is herein delegated the authority and responsibility to  
24 administer, assign address numbers, assure that address and intersection signs are properly  
25 installed and reinstalled on a timely basis, enforce and police the provisions of this ordinance.

26  
27 (4) Authority. This ordinance is adopted under the authority granted to the County in Section  
28 59.54(4) of the Wisconsin Statutes which provides for the establishment of a rural numbering  
29 system in towns for the purpose of aiding in fire protection, emergency services, and civil defense  
30 under which:

- 31 (A) Each rural road and each home, business, or farm shall be assigned a name and number.
- 32 (B) Such names or numbers may be displayed on uniform signs posted on rural roads and  
33 intersections, and at each home, business or farm.
- 34 (C) This subsection shall be carried out in cooperation with any town or towns in the County.

35  
36  
37 (5) Powers. The Planning and Development Committee shall have all the powers necessary to  
38 administer, enforce and litigate the provisions and/or violations of this ordinance.

39  
40  
41 (6) Jurisdiction. The jurisdiction of this ordinance is applicable to all the unincorporated area  
42 located in the geographic boundaries of the County of Rock, Wisconsin.

17-7A-310

45 (7) Amendments. The Rock County Board of Supervisors may from time to time amend the  
 46 provisions of this ordinance. A public hearing shall be held on all proposed amendments by the  
 47 Planning and Development Committee after giving a Class 2 legal notice. The Committee shall  
 48 then review the public hearing comments and make appropriate recommendations to the County  
 49 Board.

50  
 51 **4.601 Official Database**

52  
 53 (1) Official Address and Road Database. The address numbers contained within the Official  
 54 Address Database (hereafter called the Database) accompanies and is made part of this Ordinance.  
 55 The Database shall be regularly updated by the Committee Designee and kept on file in the Office  
 56 of the Planning and Development Agency and 911 Communications Department with a copy on  
 57 file in the County Clerk's office. The Rock County Planning and Development Agency as well as  
 58 the 911 Communications Department shall keep the original version of said Database and add all  
 59 new address numbers, address number changes, new road names, and road name changes as they  
 60 are established. A "Master Database of Rock County Road Names" shall be an integral part of the  
 61 Official Address and Road Database.

62  
 63 (2) Road Names. There is hereby established a uniform system of names for all roads in the  
 64 unincorporated areas of Rock County, Wisconsin as follows:

65  
 66 (A) U.S. and State Trunk Highways, which are presently designated by number by the State  
 67 Department of Transportation, Division of Highways, shall retain such designation. All  
 68 U.S. and State Trunk Highways shall be numbered by the State Department of Highways  
 69 and the sign name shall be N, S, E, or W, U.S. "#", and STH "#" respectively.

70  
 71 (B) All County Highways which are presently designated by letter by Rock County shall  
 72 retain such designation. All new County Highways or change of designation shall be  
 73 named by the Rock County Board of Supervisors. County Highway sign names shall be  
 74 N, S, E or W, CTH "#".

75  
 76 (C) All other public roads shall be designated by name on the Official Address and Road  
 77 Map prepared by the Rock County Planning and Development Agency in cooperation  
 78 with the respective Towns and approved as part of this ordinance shall retain their names  
 79 as indicated on the map.

80  
 81 (3) The Planning and Development Committee will confer with the Town Boards in the  
 82 naming or renaming of roads. New road names crossing the boundary from one town into  
 83 another, or a new road that is an extension from an existing road shall bear the same name. In  
 84 Towns that have roads which continue into an adjoining Town, the respective towns in  
 85 conjunction with the Committee shall mutually agree on the naming or renaming of roads. Failing  
 86 agreement of the town, the Committee shall notify the respective Town with a 60 day prior notice  
 87 of the Committee's intent to assign a road name. The Committee shall herein have the authority to  
 88 establish the Official Road Name after following the above procedure.

89  
 90 (4) The name of a proposed new road or the renaming of an existing road shall not duplicate, or  
 91 too closely approximate phonetically, the name of any other road or street name in the County.

92  
 93 (5) New roads resulting from the approval of new land divisions shall be named in accordance  
 94 with the Land Division Regulations of Rock County. The road names shall be added to the  
 95 "Official Address and Road Map" and the Master Index of Rock County Road Names upon final  
 96 approval of a land division.

97  
 98 **4.602 Signs**

99  
 100 (1) Road Name Signs. Road name signs shall be erected at the intersections of all roads within the  
 101 towns. The Towns shall be responsible for maintenance and replacement of these signs after  
 102 initial placement by the County. They shall be so erected and maintained as to be clearly visible  
 103 to those who use the road at all hours of the day and night. All signs shall be of uniform pattern  
 104 and color and mounted on suitable posts in a consistent manner throughout the County. Road  
 105 name signs shall show the names of the roads, the block numbers, and N, S, E, or W as depicted  
 106 on the "Official Address and Road Map" as to respective location within the County-wide Address  
 107 Numbering System.

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(2) Road Sign Materials: The type of lettering, material of the sign plate and the mounting post shall be:

- (A) Each sign plate shall have a deep green background with white numbering which shall be totally reflectorized utilizing either Engineer Grade Sheeting (or a combination of) silk screen/die cut letters and numerals,
- (B) Each sign plate shall be a minimum of six (6) inches in height and twenty (20) inches in length or longer depending on length of road name and the respective hundred block involved,
- (C) The face of the sign plate shall have the name of the respective road located in the center (top to bottom and length) in four (4) inch letters,
- (D) The face of the sign plate shall have the respective County address grid number (spaced appropriately) in two (2) inch numbers at the end of the Official Road Name,
- (E) The letters and numbers shall meet Federal Highway Administration Series B or C specifications,
- (F) The sign plate shall be extruded aluminum with a minimum 0.091 web thickness with a thicker top and bottom to strengthen the sign plate,
- (G) Each intersection sign unit will consist of two or more road name sign plates and a post which shall be oriented in the same direction as the respective road being named,
- (H) Sign posts shall be:
  1. a "U" Channel Post with a minimum length of twelve (12) feet weighing a minimum of 2 pounds (or 3 pound for larger signs) per linear foot and finished with a protective coating of deep green enamel, or
  2. a 12 foot by 2 inch galvanized pipe, 13 gauge, 2.31 lbs per foot, including an anchor plate welded to the pipe with the top of the plate 24 inches from the bottom of the pipe, or
  3. a 1-3/4" X 1-3/4" quick punch type square tube post of the same length, fourteen gauge steel, in line holes, hot-dipped galvanized zinc coating per AASHTO M-120, with a cromate conversion coating and a clear organic exterior coating. A minimum 46 inch sleeve section of 2" X 2" - 12 gauge quick-punch type post to the above standards, one size larger than the sign post, is to be driven into the ground leaving a maximum of 4 inches above the surface. The sign post will be inserted into the ground anchor section and bolted with a tamper proof bolt.
- (I) The bracket attaching the sign plate to the post shall be a minimum of five (5) inches long and designed for attaching a U Channel post or a galvanized tubular steel post to an extruded aluminum sign. The cross bracket shall connect on the extruded aluminum sign plates for a minimum of five (5) inches. Two tamper proof sets of nuts and bolts will go through the brackets to or through the sign plates securing the signs and brackets and four tamper proof set screws will secure the sign bracket to the post.
- (J) The sign post shall be placed in the ground a minimum of 3.5 feet with the sign unit clearly visible from the traveled roadway.

#### 4.603 Administration

(1) Address Numbering Administration: The Rock County Planning and Development Committee shall have policy supervision over this ordinance and shall be administered and enforced by the Committee Designee.

- (A) Master Address Road Names Database – The Rock County Planning and Development Agency in cooperation with Rock County 911 Communications Department shall

171 maintain and update a Geographic Information System (GIS) Master Database of  
 172 assigned road names.

173

174 (B) Official Address Number Database – An Official Address Number and Road Geographic  
 175 Information System (GIS) Database will be prepared and updated by the Committee  
 176 Designee in conjunction and in cooperation with the 911 Communications Department  
 177 for the unincorporated areas of Rock County.

178

179 (C) Delegation - The Committee Designee is hereby delegated the authority and  
 180 responsibility to administer and enforce the provisions of this ordinance without  
 181 limitation by reason of enumeration, including the Following:

182

183 1. To require complete and accurate information pertaining to the location and  
 184 placement of address signs,

185

186 2. To inspect the location and condition of intersection signs and officially notify the  
 187 respective town as to missing or damaged signs.

188

189 3. The authority to administer, enforce, and litigate the provisions and violations of this  
 190 ordinance.

191

192 4. To establish an Address Sign Application and process to cover the location,  
 193 installation, and aid in the administration of this ordinance.

194

195 (D) Address Application - An application for an address number and sign shall be made to  
 196 the Committee Designee for any new building or address number. The application fee  
 197 shall be set by policy action of the Planning and Development Committee.

198

199 (E) Rules - The Planning and Development Committee will have the authority to make  
 200 reasonable rules to insure an orderly and speedy implementation of the address  
 201 numbering system.

202

#### 203 **4.604 Address Numbering**

204

205 (1) The Address Numbering System: The Address Numbering System will utilize a grid system  
 206 and extend from the intersection of Main Street and Milwaukee Street in the City of Janesville and  
 207 number addresses north, south, east, and west over the rural areas of the County. State Highway  
 208 11 West to Footville and thence following the township line to the edge of the county and County  
 209 MM East will serve as the east-west base line. U.S. Highway 51 North and County G South  
 210 (Prairie Rd.) to Townline Road, thence west along Townline Road to the Rock River and thence  
 211 south along the centerline of the Rock River will serve as the north-south baseline.

212

213 (2) Address Number Assignment. New address numbers will be assigned by the Committee  
 214 Designee. Where possible, address numbers will originate at the base lines and extend north,  
 215 south, east, and west assigning 1,000 numbers to every mile, or 100 numbers to every 528 feet.  
 216 Each hundred series of numbers will originate at the nearest section or quarter section line. Where  
 217 possible, individual address numbers will be assigned at 22 foot intervals from the nearest  
 218 hundred marks. Even numbers will be assigned to the right hand side of roads and odd numbers  
 219 will be assigned to left hand side of roads as one would go from the center of the system to the  
 220 north, south, east and west. The number shall be assigned at the intersection of the centerline of  
 221 the driveway and the right-of-way line of the public road (in areas that are not platted) or at the  
 222 center of the front lot line (in areas that have lots).

223

224 (3) Town of Beloit. Address numbering in the Town of Beloit will utilize a grid system based  
 225 on the City of Beloit Address System expanded into Beloit Township. The grid system will  
 226 extend from the State Line as a base line and number addresses north to Town Line Road. The  
 227 center of the Rock River from the State Line to Town Line Road will be the base line for  
 228 addresses numbered east and west. Where possible, address numbers will originate from base  
 229 lines and extend north, east and west assigning 1,000 numbers to every mile, or 100 numbers  
 230 every 528 feet. Each hundred series of numbers will originate at the nearest section or quarter  
 231 section line. Individual address numbers will be assigned at 30 foot intervals from the nearest  
 232 hundred marks. Even numbers will be assigned to the left hand side of the road and odd  
 233 numbers will be assigned to the right hand side of the road as one would go from the base lines

234 of the system to the north and west. East of the river base line even numbers will be assigned to  
 235 the right hand side and odd numbers assigned to the left as one would go from the river to the  
 236 east. The number shall be assigned at the intersection of the centerline of the public road (in  
 237 areas that are not platted) or at the center of the front lot line (in areas that have lots).

238  
 239 (4) Cities and Villages. The cities and villages in the County will retain their current address  
 240 systems with the County addresses and road names being utilized in the surrounding rural areas.

#### 241 242 **4.605 Address Signs**

243  
 244 (1) General. All buildings and other locations within the unincorporated areas of Rock County,  
 245 shall have an assigned address number. The assigned address number shall be posted on an  
 246 address sign unit located as provided by the following specifications:

- 247  
 248 (A) The sign shall be installed so that the plate is perpendicular to the roadway and not more  
 249 than three feet from the road right-of-way, and not closer than five (5) feet or further than  
 250 ten (10) feet from the driveway serving the building.  
 251  
 252 (B) The sign plate shall be installed not less than four feet and not more than five feet from  
 253 ground level. The sign unit shall be installed in a clear and unobstructed view from the  
 254 roadway.  
 255  
 256 (C) Multi-family dwellings and industrial or business complexes will be assigned individual  
 257 address numbers as determined by the Committee Designee.  
 258  
 259 (D) A driveway servicing multiple buildings or acting as a joint driveway for multiple parcels  
 260 shall have a sign unit indicating the range of individual addresses being served on the  
 261 driveway. The multiple sign unit shall be placed at the intersection of the driveway and  
 262 the public road. Individual address signs shall also be placed at each building or location  
 263 on the driveway.  
 264  
 265 (E) Additional address signs may be located on a building. Any second number sign erected  
 266 on a building shall not be in place of the primary sign unit required by this ordinance.

#### 267 268 (2) Address Sign Specifications

- 269  
 270 (A) The address sign unit shall consist of a Flag Style sign plate (on which the address  
 271 numbers, town name, and road name are enumerated on both sides) mounted on a sign  
 272 post with associated hardware. The sign plate, post, and hardware shall meet the  
 273 minimum specifications of this ordinance.  
 274  
 275 (B) The Address sign unit shall have a red background with white letters and border. All  
 276 signs shall be on 3M high Intensity Prismatic sheeting 3930 utilizing 3M ink with clear  
 277 anti-graffiti/UV-stabilizer film applied over finished sign. The address number shall be  
 278 four (4) inches high: series B or C numbers (which will be a maximum of 5 (5) integers  
 279 long) located in the appropriate center of the sign. Based on National Manual for Traffic  
 280 Control Signs.  
 281  
 282 (C) Sign Plates shall be manufactured of flat sheet aluminum, at a minimum thickness gauge  
 283 of 0.080 of an inch with 3/4 inch radius curved corners. There shall be two (2) 3/8 inch  
 284 holes in the attachment side of the sign a minimum of one (1) inch from top, bottom and  
 285 edge.  
 286  
 287 (D) Sign Plates shall be at least eight (8) inches in height and twenty (20) inches in width or  
 288 longer depending on length of number, town name, and/or road name.  
 289  
 290 (E) Sign Posts shall be seven foot "U" channel steel posts, with a minimum weight of 1.12  
 291 pounds per linear foot. A minimum of 2 holes shall be contained in each post with  
 292 diameters of 3/8 to 1/2 inches beginning at the center one inch from the top of the post  
 293 and the second hole located in direct alignment with the bottom hole on the sign plate.  
 294 Sign posts shall be finished with a deep-green enamel.  
 295

- 296 (F) Attachment bolts shall consist of two 3/8 to 1/2 inch diameter two inch threaded bolts  
 297 and two 5/8 to 7/8 inch diameter hex nuts.  
 298
- 299 (G) The face of the sign shall have the name of the respective town centered on the top in  
 300 one (1) inch letters.  
 301
- 302 (H) The face of the sign shall have the name of the respective road centered on the bottom in  
 303 one (1) inch letters.  
 304

305 (3) Urban Area Address Signs. With the Committee Designee's approval buildings in urban areas  
 306 which are served with public sewer and water and are at less than thirty-five (35) feet from the  
 307 edge of a public road-right-of-way may attach address numbers to the respective building. These  
 308 address numbers shall:

- 309
- 310 (A) Be placed above or immediately to the right of the main entrance door, or centrally above  
 311 the attached garage door of the building for the address and road name assigned,  
 312
- 313 (B) Address numbers shall be a minimum of four (4) inches high and two and one-half (2  
 314 1/2) inches wide,  
 315
- 316 (C) Be made of material that is readily visible from the public road,  
 317
- 318 (D) Address numbers shall be numerals not alphabetical letters spelling the number, and  
 319
- 320 (E) Be installed in clear view and unobstructed view from the roadway.  
 321

322 (4) Exemptions. All property owners within the unincorporated areas of Rock County shall  
 323 comply with the specifications of this ordinance, unless a written exemption has been obtained  
 324 from the Rock County Planning and Development Committee. Posts that were used for another  
 325 numbering system may be used if the above specifications are met and approved by the  
 326 Committee Designee.  
 327

#### 328 **4.606 Sign Application and Installation**

- 329
- 330 (1) Application. Upon application by the owner or agent and payment of the address sign fee the  
 331 Committee Designee shall issue an address number and order the sign unit for installation.  
 332
- 333 (2) Installation. The Planning and Development Agency shall consult with the Towns on the  
 334 procedures for the installation of new and replacement signs.  
 335
- 336 (3) Damage or Replacement. It is unlawful to willfully damage or destroy any sign erected under  
 337 the provisions of this ordinance.  
 338
- 339 (4) Civil Remedies. Owner or occupant may pursue civil remedies for the reimbursement of sign  
 340 or sign unit costs from the person(s) causing the damage or destruction.  
 341
- 342 (5) Responsibility. Owners or occupants of a building or location having an assigned address  
 343 number shall be responsible for the placement of new signs and replacement of damaged signs  
 344 located on their property through the Committee Designee.  
 345

#### 346 **4.607 Enforcement**

- 347
- 348 (1) Written Order. The Committee Designee shall have the power to issue a written order to  
 349 correct any violation of this ordinance that shall specify the following:  
 350
- 351 (A) The nature of the violation and the steps needed to abate and/or correct it.  
 352
- 353 (B) The time period in which the violation must be corrected and/or abated.  
 354
- 355 (C) The penalty or penalties the violator will be subject to if the alleged violation is not  
 356 abated and/or corrected within the given time period.  
 357

358 (2) Non-Compliance with Order. If the owner or occupant person does not comply with a written  
 359 order from the Committee Designee the owner or applicant shall be subject to one or more of the  
 360 following actions and/or penalties:

361  
 362 (A) The issuance of a citation under the provisions of Chapter 7—County of Rock  
 363 Ordinances.

364  
 365 (B) Commencement of legal action seeking a court imposed forfeiture.

366  
 367 (3) Penalties. Any person, firm or corporation who fails to comply with, or violates, the  
 368 provisions of the Ordinance shall, upon conviction thereof, forfeit not less than \$100 nor more  
 369 than \$500 and the costs of prosecution for each violation. Said person, firm or corporation shall  
 370 also be responsible for all damages including sign replacement. Each day a violation exists or  
 371 continues shall constitute a separate offense.

372  
 373 **4.608 Effect on Other Ordinances**

374  
 375 (1) Should any section or provision of this Ordinance be declared unconstitutional, invalid or  
 376 repealed, the constitutionality or validity of the remainder of the Ordinance shall not be  
 377 affected.

378  
 379 (2) Provisions of other Rock County Ordinances inconsistent herewith are hereby repealed and  
 380 superseded.

381  
 382 (3) This Ordinance shall take effect upon passage by the Rock County Board of Supervisors  
 383 and publication.

384  
 385 **4.609 Definitions**

386  
 387 Agency - Includes the Planning and Development Committee and the Planning and Development  
 388 Department Staff authorized to act in all matters pertaining to this Ordinance and other planning and  
 389 development activities as provided in Wisconsin Statutes 59.69.

390  
 391 Committee Designee - Director of the Planning and Development Agency (or his/her designee) delegated  
 392 the authority and responsibility to administer and enforce these regulations or, to perform a specific  
 393 function in association with this Ordinance.

394  
 395 Committee - The standing committee of the Rock County Board of Supervisors established as Planning  
 396 and Development Committee under Wisconsin Statutes 59.69 that has been delegated policy supervision  
 397 over this Ordinance.

398  
 399 Sign - The individual address or road name sign plate which is mounted on a post.

400  
 401 Sign Unit - One or more address or road name sign plates mounted on a post with bolts and/or brackets.

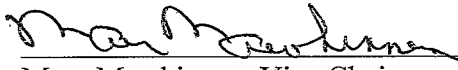
402  
 403 **4.610 Effective Date**

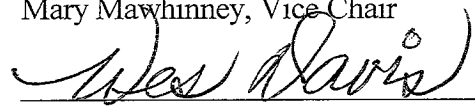
404  
 405 This Ordinance shall become effective the date the adopted Ordinance is published.

Respectfully submitted:

PLANNING & DEVELOPMENT COMMITTEE

  
\_\_\_\_\_  
Alan Sweeney, Chair

  
\_\_\_\_\_  
Mary Mawhinney, Vice Chair

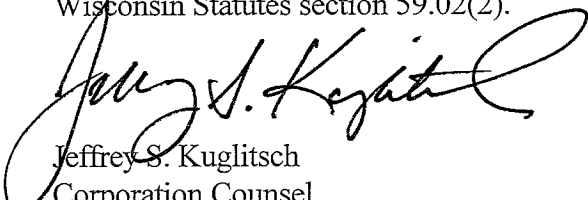
  
\_\_\_\_\_  
Wes Davis

  
\_\_\_\_\_  
Wayne Gustina

\_\_\_\_\_  
Jason Heidenreich

LEGAL NOTE:

The County Board is authorized to take this action by Wisconsin Statutes section 59.02(2).

  
Jeffrey S. Kuglitsch  
Corporation Counsel

ADMINISTRATIVE NOTE:

Recommended.

  
Josh Smith  
County Administrator

FISCAL NOTE:

No fiscal impact.

  
Sherry Oja  
Finance Director



## EXECUTIVE SUMMARY

### ROCK COUNTY ADDRESS ORDINANCE REVISION

The Rock County Board, via the “Rock County Address Ordinance” manages 16,661 addresses within the unincorporated areas of the County (outside of Cities & Villages). Originally adopted in 1994, the “Rock County Address Ordinance” establishes and maintains a consistent rural address number and road name system. Each location is assigned a unique address which will aid emergency personnel in providing fire protection, emergency medical services, police services, civil defense, and delivery of mail and meet other general location needs of the public.

Various County Departments (i.e. 911 Communication, Planning & Development Agency, Real Property Lister and County Clerk) and Town Officials (representing unincorporated areas), which actively use and manage this addressing system, deemed it necessary to amend the current Ordinance to incorporate new and improved address sign specifications. Older signs installed in 1994 were one sided facing parallel to the road. The amendment will require two sided signs placed perpendicular to the roadway to facilitate ease of recognition. The new signs incorporate 3M High Intensity Prismatic sheeting with clear anti-graffiti/UV-stabilizer film applied over the finished sign.

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