



Council Agenda Item

Meeting Date: September 15, 2026

Agenda Item: Street Names

Staff Contact (name, email, phone): Brad Marquardt, bmarguardt@whitewater-wi.gov, 262-473-0139

BACKGROUND

(Enter the who, what when, where, why)

Dan Boldt, GIS Analyst, has been working with Walworth and Jefferson Counties and cleaning up addresses for the E911 Addressing Project. In doing so, he noticed some streets with E., W., N., and S. prefixes and some streets without. According to Chapter 12.44.020 of the City's Municipal Code, it appears all streets should have a directional prefix. Instead of going back and adding a directional prefix, staff would like to make a small change to the ordinance. It would reflect that any street that crosses, or has the chance to cross, the "base line" as defined in Chapter 12.44.020, would have to have a directional prefix. If the street does not cross or will not cross the "base line", the directional prefix is not needed. Examples:

- Prince Street crosses Main Street (the east/west base line), thus it is known as North Prince Street and South Prince Street respectively.
- Burr Oak Trail will never cross Main Street, thus it does not have a "North" associated with its name.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The Public Works Committee discussed this issue at their August 11, 2026 meeting. They agreed that it did not make sense to go back and add prefixes to street names and that the change in the ordinance is in line with current practice.

September 1, 2026 Council approved the first reading in the Consent Agenda.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

This change to Chapter 12.44.020 is more clerical in nature and updates the Chapter to be more in line with today's practices. Staff recommends a motion to approve Ordinance 2026-O-21 amending Chapter 12.44.020.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Chapter 12.44.020 redline version
2. Ordinance 2026-O-21