

ROWAN COUNTY  
Planning and Development  
Road Naming Petition



Return this completed petition form to:  
Rowan County Planning and Development  
Pamela Ealey, Planning Technician  
402 N Main Street  
Salisbury, NC 28144  
Phone: 704 216-8603 Fax: 704 216-7986  
Email: [pamela.ealey@rowancountync.gov](mailto:pamela.ealey@rowancountync.gov)

The General Statutes of the State of North Carolina, NCGS 153A-239.1, authorizes the Rowan County Board of Commissioners to name or rename any road within the County not lying within the corporate limits of a municipality. The address program administration (APA), which is comprised of staff from Rowan County's Information Technology Department's Geographic Information Systems (GIS) Division, Planning and Development Department and Emergency Services' Telecommunications Division, are assigned to administer this article.

This petition must be completed for all requests. If you are naming a private road, **please enclose a sketch of the road with all homes and resident's names and current addresses along the road.** It is very important to depict all homes on the diagram. These names and structures will be referenced with county tax maps to help ensure an accurate property address. In addition, all rental housing along the road with names and addresses of the current tenants should be included on the diagram. FOLLOWING THE DIRECTIONS THROUGHOUT THIS PETITION IS NECESSARY FOR PROCESSING IN A TIMELY MANNER.

**NEW NAME PROPOSED FOR THE ROAD:**

Please choose three different names for the proposed road name. These choices should be listed in order of preference. The APA utilizes the National Emergency Number Association (NENA) United States Civic Location Data Exchange Format (CLDX) Standard as a guide for establishing or accepting road names. Based on NENA CLDX guidance and in its discretion as administrator of this ordinance, the APA may reject any proposed road name that:

1. Is duplicated elsewhere in the county (including a municipality) or sounds deceptively similar to an existing road name. This includes the use of homophones, e.g. bear and bare, pen and pin.
2. Is not easily enunciated or pronounced, especially in any emergency.
3. Intends to use specific names of individuals or property owners along the road.
4. Uses directional identifiers (N, S, E, W) and thoroughfare abbreviations (way, alley, etc.) in conjunction with an existing road name for consideration as a proposed road name.
5. Uses special characters, such as hyphens, apostrophes, periods or decimals in road name.

**PLEASE CALL PLANNING OFFICE TO VERIFY YOUR ROAD NAME CHOICE**

**PRIOR TO RETURNING PETITION.**

First Choice: Brownstone Dr.

Second Choice: Tulip Rd

Third Choice: \_\_\_\_\_

2 roads  
to name

***It is also important to remember that any or all addresses along the road may be changed during the naming process***

# ROAD NAME PETITION

We the undersigned present this petition and request that a public hearing be set by the Rowan County Board of Commissioners to consider the following matter indicated by a check mark (✓) and described below:

- ☒ Assignment of a name to an unnamed road.
- ☐ Changing the name of road.

Describe the location of road in relation to a major highway or state road: drive off of Jim Neely Rd which is off SR601 US 601 Hwy in the 7400 block. Current name of the road, if it has no name, write "no name" No name. At no cost to the petitioners, Rowan County will erect a street sign after the road name has been approved by the process outlined below. However, if the petition seeks to change the name of an existing road a street sign fee of \$150 is required prior to the petition being processed.

**Petitioners:**

Petitioners are property owners who own property along the road being named. Along with each signature include the mailing address, telephone number, tax map and parcel number. In order for the petition to be processed, a majority of the PROPERTY OWNERS along the road must be in favor of the petition. A majority consists of 50% + 1 of the property owners. Petitions having less than a majority may be returned to the petition leader for additional signatures or may be submitted for board of commissioner approval through the special consideration procedure. **UNANIMOUS** and **MAJORITY** petitions may be approved by the board of commissioners following a public hearing. **SPECIAL CONSIDERATION** petitions will be processed as follows:

**Less than majority** – All property owners along the road to be named will be notified by the APA of the proposed road name choice and that no additional petitions will be accepted for consideration. Final action on the petition will be taken by the board of commissioners.

***Lack of submittal*** – Failure to return a road naming petition within thirty (30) days to the APA shall indicate that property owners along the road are agreeing to use the name proposed by the APA. Final action will be taken by the board of commissioners.

***All property owners will receive notification from the APA of the new road name and potentially their new address number after the board of commissioners' decision.***

**Petition leader:**

One of the property owners must be the petition leader, they will be the person the APA will communicate with should there be any questions or clarifications needed, ***the petition leader should be the first signature below.*** The petition leader must own property along the proposed road. The petition leader should coordinate all of the property owner's signatures and submit the completed petition to the Rowan County Planning and Development office.

[illegible]



## Ealey, Pamela C

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**From:** Jen Ullrich <jen@therequitygroup.com>  
**Sent:** Tuesday, February 21, 2023 7:34 PM  
**To:** Ealey, Pamela C  
**Cc:** Ryan Rivers; Kristy Busch  
**Subject:** Re: Cobble Hill Campground (Carolina Rose RV LLC)

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe. Report suspicious emails by clicking the "Report Phish" button.

Thanks so much Pamela.

Jen Ullrich  
Phone: 845-721-4901

On Wed, Feb 15, 2023 at 11:01 AM Ealey, Pamela C <Pamela.Ealey@rowancountync.gov> wrote:

Hello Jen, I just wanted to let you know that 911 approved Brownstone Dr and Tulip Rd. Cobble Hill was declined because Cobble sounds like Cauble, which is a pretty widely used name in the county, 5 streets named Cauble something...

The next step will be to take this to the Rowan County Board of Commissioners, which I will take care of for you. You will receive a notification in the mail approximately 7 days before the hearing, and you may be present if you wish, but if is not necessary. I anticipate the hearing will be on March 20<sup>th</sup>. After the hearing I will order the new street signs (they take 4-6 weeks) and I will send out notification letters with all of the new address numbers. Please do not hesitate to contact me if you have any questions or concerns. Thanks for your help!



**Pamela Ealey**  
Planning Technician  
Rowan County Planning & Development  
402 N. Main St. | Suite 204 | Salisbury, NC 28144  
(704) 216-8603 (Direct) | (704) 216-8588 (Main)  
[pamela.ealey@rowancountync.gov](mailto:pamela.ealey@rowancountync.gov)

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**From:** Jen Ullrich <jen@therequitygroup.com>  
**Sent:** Tuesday, February 14, 2023 8:39 AM  
**To:** Ealey, Pamela C <Pamela.Ealey@rowancountync.gov>

Cc: Ryan Rivers <[Rivers@trgliving.com](mailto:Rivers@trgliving.com)>; Kristy Busch <[kristy@trgliving.com](mailto:kristy@trgliving.com)>

Subject: Re: Cobble Hill Campground (Carolina Rose RV LLC)

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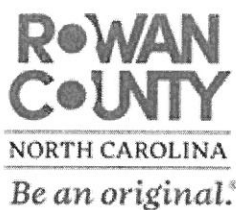
Thanks Pamela.

Jen Ullrich

Phone: 845-721-4901

On Tue, Feb 14, 2023 at 8:37 AM Ealey, Pamela C <[Pamela.Ealey@rowancountync.gov](mailto:Pamela.Ealey@rowancountync.gov)> wrote:

Good morning Jen, I have looked at every suggestion, and the one's that I believe 911 will approve are Brownstone Dr, Cobble Hill and Tulip. I am sending this list to 911 for their input. The only thing that probably could change is the suffix "Road", they typically like to reserve this for larger connecting roads. I will let you know what they say.



**Pamela Ealey**  
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[pamela.ealey@rowancountync.gov](mailto:pamela.ealey@rowancountync.gov)

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**From:** Jen Ullrich <[jen@therequitygroup.com](mailto:jen@therequitygroup.com)>

**Sent:** Monday, February 13, 2023 8:48 PM

**To:** Ealey, Pamela C <[Pamela.Ealey@rowancountync.gov](mailto:Pamela.Ealey@rowancountync.gov)>

**Cc:** Ryan Rivers <[Rivers@trgliving.com](mailto:Rivers@trgliving.com)>; Kristy Busch <[kristy@trgliving.com](mailto:kristy@trgliving.com)>

**Subject:** Re: Cobble Hill Campground (Carolina Rose RV LLC)

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Hi Pamela,

Will any of these work for the new road names?

- Gold Hill Road
- Brownstone Drive
- Maple Drive
- Cobble Hill Road
- Tulip Road
- Daisy Lane
- Cobble Stone Road

Thanks so much for the sample, we really appreciate it.

Regards,

Jen

Jen Ullrich

Phone: 845-721-4901

On Fri, Feb 10, 2023 at 11:26 AM Ealey, Pamela C <[Pamela.Ealey@rowancountync.gov](mailto:Pamela.Ealey@rowancountync.gov)> wrote:

## Ealey, Pamela C

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**From:** Ealey, Pamela C  
**Sent:** Friday, February 10, 2023 11:26 AM  
**To:** Jen Ullrich  
**Cc:** Ryan Rivers; Kristy Busch  
**Subject:** RE: Cobble Hill Campground (Carolina Rose RV LLC)  
**Attachments:** Sign Sample.pdf

Jen,

Thanks so much for getting back to me, it is really strange, just yesterday I was trying to search for contact information on your company to ask about this before I randomly assigned street names. The tax address on the parcel is still showing as 401 E. Jackson St, Ste 3300, Tampa, FL, I sent the initial letter to this address in November and it came back undeliverable, so you may want to see about changing the address so that you receive your tax bill, the contact number for this is 704-216-8558 .

The county will provide the new street signs. I need you to try and submit at least 3 names per road, both of the names you submitted will not be allowed, there is already a Peeler Rd, and per ordinance there can be no more "Peeler" roads, even if you change to "drive". The second name, Old Stone Road, already exists as well with Stone Rd and also Old Stone House Rd, the existing road names are too close to your selection to use.

I would encourage you to think outside of the box in naming the roads, avoid hard to spell names and names of a person. I believe Cobble Hill could be used, some other suggestions are Bunkhouse or Caravan. Don't worry too much about the suffixes, like Drive, Road, etc, 911 will assign the suffix.

And, finally, I have attached an example of what I believe a sign could look like with the address number and the lot number. The ordinance states '4" reflective numbers on a contrasting color sign so that it is visible from the interior park drive' for the address number. I would encourage you to convert to just the address numbers, for less chance of confusion. Ultimately this ordinance was passed to save lives, there have been multiple cases of emergency care being delayed in a campground setting. These cases range from minor injury up to death, due to delay of care. Please get back to me with some more name choices, thank you!



**Pamela Ealey**  
Planning Technician  
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(704) 216-8603 (Direct) | (704) 216-8588 (Main)  
[pamela.ealey@rowancountync.gov](mailto:pamela.ealey@rowancountync.gov)

**From:** Jen Ullrich <jen@therequitygroup.com>  
**Sent:** Friday, February 10, 2023 9:30 AM  
**To:** Ealey, Pamela C <Pamela.Ealey@rowancountync.gov>  
**Cc:** Ryan Rivers <Rivers@trgliving.com>; Kristy Busch <kristy@trgliving.com>  
**Subject:** Cobble Hill Campground (Carolina Rose RV LLC)

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Hi Pamela,

Sorry for the delay on this. Here are our choices for renaming the 2 roads in Cobble Hill Campground. Does the city provide the new street signs or is that our responsibility?

For renaming of the roads at Cobble Hill, we would like to go with the following street names.

- Old Stone Road (Blue Road)

- Peeler Drive (Yellow Road)

For us we operate by site #s for our campers, how have you seen campground owners display your required address & site # so it's not confusing.

Thanks,

Jen



## Jen Ullrich

Operations Manager TRG Management

- Mobile: 845-721-4901
- Email: [Jen@therequitygroup.com](mailto:Jen@therequitygroup.com)
- Website: [trgliving.com](http://trgliving.com)
- Address: PO Box 173089, Tampa, FL 33672





**1125**

**LOT 10**



**Reflective**