

****AMENDED****
CITY OF NEENAH
PUBLIC SERVICES AND SAFETY COMMITTEE MEETING
June 25, 2024 @ 5:00 PM
Hauser Room, 211 Walnut Street

NOTICE IS HEREBY GIVEN, pursuant to the requirements of Wis. Stats. Sec. 19.84, that a majority of the Neenah Common Council may be present at this meeting. Common Council members may be present to gather information about a subject over which they have decision-making responsibility. This may constitute a meeting of the Neenah Common Council and must be noticed as such. The Council will not take any formal action at this meeting.

A G E N D A

1. Approval of Minutes of the Meeting of May 28, 2024, and Special Meeting of June 19, 2024 (Attachment)
2. Public Appearances
3. Housing Study and Needs Assessment-Stantec Consulting Services, Inc. (Attachment)
4. **Ordinance 2024-13 Establishing Designated Outdoor Recreation Area (DORA) Downtown (Attachment)**
5. **Ordinance 2024-14 Amending Special Event Permit (Attachment)**
6. Proposed Lane Marking & Parking Regulation Changes to Tullar Road (Attachment)
7. Announcements/Future Agenda Items
8. Adjournment

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Neenah will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance, or reasonable accommodation in participating in this meeting or event due to a disability as defined under the ADA, please call the **City Clerk Office at (920)886-6101** or the **City's ADA Coordinator at (920)886-6106** or e-mail attorney@neenahwi.gov at least 48 hours prior to the scheduled meeting or event to request an accommodation.

CITY OF NEENAH
PUBLIC SERVICES AND SAFETY COMMITTEE MEETING MINUTES
Tuesday, May 28, 2024

Present: Chairperson Lendrum, Alderperson Borchardt, Hillstrom, Pollnow, and Weber

Excused:

Also Present: Mayor Lang, Public Works Director Kaiser, City Clerk Nagel, Public Works Superintendent Radtke, and Public Works Office Manager Mroczkowski

Public Appearance

None

Approval of Minutes of the Meetings of May 7, 2024 and May 15, 2024

Motion/Second/Carried by Weber/Pollnow to approve the minutes of the meetings of May 7, 2024 and May 15, 2024 meetings. All voting aye.

2024-2025 Liquor License Renewals & Liquor License Quotas

City Clerk Nagel stated that all background checks have been done and all license holders have passed. She stated that staff has verified that there is no money owed to the city from any of the license holders.

C.A

Following Discussion: Motion/Second/Carried by Borchardt/Hillstrom to recommend Council approve the 2024-2025 Liquor License Renewals. Vote 4 ayes, 0 nays, 1 abstained (Pollnow)

Fleet #1E Equipment and Utility Body

Public Works Superintendent Radtke reviewed the proposals for Fleet #1 Equipment and Utility Service Truck Body. He stated that the chassis for the truck had already been bought and has been delivered. He stated that staff reviewed both proposals and believes that the Monroe package will meet the city needs much better than the Casper unit.

Report

Following Discussion: Motion/Second/Carried by Pollnow/Borchardt to recommend Council approve the purchase of a Reading Service Body with a Miller EnPak from Monroe Truck Equipment for \$72,111.00 with funding to come from \$51,751.09 in carry forward funds and \$20,359.91 from the Capital Equipment fund balance. All voting aye.

Tullar Road Salt Shed

Public Works Superintendent Radtke reviewed his memo of May 24. He stated that at the March 26 meeting of the Public Services and Safety Committee, staff was directed to look at other options than replacing the canvas roof on the salt shed with another

canvas roof. He stated that he received three quotes, two for canvas roof and one for metal. He stated that the company he contacted to discuss a wood and asphalt shingle replacement did not provide a quote. He stated that the two quotes received for a canvas roof replacement were \$27,300.00 from Structures Unlimited, and \$39,865.00 from Greystone Construction. The quote for a metal roof was \$278,110.00 from R & R Steel Construction.

PW Superintendent Radtke stated that he recommends the replacement of the roof fabric by Structures Unlimited in the amount of \$27,300.00. He stated that the canvas roof comes with a 20-year prorated warranty

Report

Following Discussion: Motion/Second/Carried by Pollnow/Hillstrom to recommend Council approve Structures Unlimited to replace the salt shed roof at the City's Services Building with canvas fabric in the amount of \$27,300.00 to be funded from the remaining \$19,801.00 from Phase 1 Tullar garage roof repair, the remaining \$5,385.00 from the City Hall entry door replacement, and \$2,114.00 from the Public Facilities fund balance. All voting aye.

Yard Waste/Drop-Off Site Discussion

Director Kaiser stated that this is on the agenda because the operating budget is coming up in July and August and staff wanted to let the committee know where costs are and what manpower efforts are involved with yard waste collection and the drop-off site. He stated that staff would like to have a general discussion on some operational changes that are being considered for 2025. Director Kaiser stated that based on the discussion staff can provide with information and concepts for the Committee and Council to consider.

Yard Waste Collection

PW Superintendent Radtke received a comparison of Neenah's yard waste collection schedule to other municipalities in our area and ones of similar size. He stated that most have a spring yard waste collection, and the remainder of the year residents bring their brush to a drop-off site, typically at no charge.

PW Superintendent Radtke stated that during summer yard waste collection we collect weekly from June to November. He stated that it is not uncommon to take two full days of the week to collect yard waste and then brush on the third day. He stated that in 2023, there were 2,157-man hours spent collecting yard waste.

PW Superintendent Radtke stated that with the calls that come in about the road conditions and pot holes in the city, the man power that is tied up in yard waste collection could be reallocated to address the road conditions.

The Committee discussed the cost and manpower of the current yard waste collection schedule, options for future collection, other municipalities yard waste schedules, reallocating manpower to street repairs, and the level of yard waste collection service is that would be acceptable.

Aldersperson Pollnow stated that it is always good take a look at how manpower for services and operation tasks are allocated. He stated that he would like staff to get the labor hour comparable from the other municipalities. He stated that he would like to see how the manpower hours taken from services, such as yard waste collection, would be reallocated to street repair.

PW Superintendent Radtke stated that the City of Menasha does not pick up any yard waste. He stated that they allocate their labor for in-house concrete sidewalk work, curb work and small asphalt repair work.

Director Kaiser stated that staff has discussed creating an in-house concrete crew. He stated that one big factor is that when we need the work done contractors are not always available.

Aldersperson Borchardt stated that it is a good idea to discuss the options. He stated that he wants to make sure there is an explanation we can give the residents as to why the changes are occurring. He stated that we need to have quantitative data that shows how reallocating labor will benefit them and the city.

Drop-Off Site

PW Superintendent Radtke stated that mid-year of 2022, he started tracking drop-off site use. He stated that in 2023, 32,039 residents visited the drop-off site and to date in 2024 there have been 8,693. He stated that the total cost to run the site in 2023, with labor, tipping fees, trucking fees, and recycling fees was \$157,835.62, compared to \$175,444.38 in 2022. PW Superintendent Radtke noted that we went from five punches in 2022 to three punches in 2023.

Director Kaiser stated that we do have residents that purchase additional punch cards that help off-set the cost too.

Director Kaiser noted that the contract with the dumpster hauling company that pick up the large item and recycle dumpsters at the drop-off site, will be up at the end of the year. He stated that it has been a renewable by mutual agreement arrangement. He stated that with fuel costs where they are today, compared to when we signed the contract, he is anticipating having to go out for bid on these services.

Aldersperson Pollnow stated that we have to remember that if we did not have the drop-off site, we would have more to pick up curbside which would cost more because of labor costs being included.

Aldersperson Lendrum asked what directive staff is looking for from this committee. Director Kaiser stated that staff is looking for questions or concerns that need to be answered before making changes to the current service level.

Aldersperson Lendrum stated that she is open to looking at different options and or alternatives to reallocating labor costs to address other operational needs.

Public Works General Construction and Department Activity Report

- 1) Contract 7-21 (Harrison Pond): Storm and sanitary sewer work is complete, and the pond is functioning. The electrical system is ready for installation of the pump controller. Staff met with a landscaper to develop a scope of work for landscape cleanup and ongoing maintenance.
- 2) Contract 1-23 (Chestnut, Burr, Dieckhoff, Laudan Utility and Street Construction): Work is complete. A punchlist has been provided to the contractor and final quantities are being prepared.
- 3) Contract 7-23 (High, River Utility and Street Construction): Work is complete. A punchlist is being prepared along with final quantities are being prepared.
- 4) Neenah Creek Bridge: A final estimate is being prepared.
- 5) Contract 1-24 (Belmont Ct, Belmont Av, Cedar St, Stevens St-Utilities and Street): Sanitary sewer and water main installation is complete on Cedar, Belmont Av/Ct. Services are being installed on Belmont Av/Ct. Storm sewer installation is starting on Cedar.

Director Kaiser stated we did have a situation with a residence on Cedar Street, that because of the conditions of the water and sanitary sewer laterals, when installing the private water service line, it damaged the sanitary sewer line under the concrete slab. He stated that a contractor was hired to make the repairs.

- 6) Contract 2-24 (E. Doty Av - Utilities and Street): Sanitary sewer and water main is installed from Commercial to Elm. Laterals within the right-of-way are being installed in that section.
- 7) Contract 3-24 (Bayview Rd, Commercial St Water Crossings, Quarry Ln, Reed St - Utilities and Street): Utility work on Bayview is complete. Road grading will start the week of 5/27. Sanitary sewer and water main installation on Quarry is complete. Services are being installed within the right-of-way.
- 8) Contract 4-24 (S. Park Avenue Easement – Utilities): Work is tentatively scheduled to start in mid-July.
- 9) Contract 5-24 (North St - Utilities and Street): A schedule has not been set.
- 10) Contract 6-24 (Jewelers Park Drive – Street): Storm sewer installation is complete. Curb gutter was installed the week of 5/20. Driveway installation will start the week of 5/27.
- 11) Contract 7-24 (Misc Concrete Pavement/Sidewalk Repair): Work on the Baldwin sidewalk is nearly complete. The contractor will be offsite for several weeks.

Director Kaiser stated that there is a midblock cut through from Wallace Street and Marathon Avenue over to Cavalry Lane into the Castle Oak subdivision. He stated that Traffic Engineer Merten will be sending out notices to those residents who live adjacent to the project that sidewalk will be installed sometime this summer.

Aldersperson Hillstrom asked if Plummer Court is getting done right away. Director Kaiser stated that the contractor will be heading to another project for a few weeks. He stated that it will be late June or early July.

- 12) Contract 8-24 (Misc Asphalt Pavement/Sidewalk Repair): This contract was awarded to MCC, Inc. A schedule has not been set.
- 13) Contract 10-24 (Tullar Garage Roof, Phase 2): The contract was awarded to H.I.S. Company. Work has not been scheduled.
- 14) Contract 11-24 (Douglas Park Pond): Pond design is being finalized in preparation for bidding in June.
- 15) Contract 12-24 (Douglas Pond Storm Piping): Work is complete. A final pay request is being prepared.
- 16) Contract 13-24 (S. Commercial St Turn Lane at Winneconne Av): The contract was awarded to Vinton Construction. A work has not been scheduled. We are working through the property appraisal.
- 17) E-Waste: The electronic waste event was held on May 18. The table below shows our collection history the last several years.

Electronic Waste Collection History							
Weight of Material Collected							
	TVs	CPUs	Monitors	Freon	Electronics	Appliances, Small Electronics & Printers	Total
Spring 2019	11,068	1,398	710	2,325	3,621	7,758	26,890
Fall 2019	7,025	1,322	234	3,004	2,024	5,156	18,765
Spring 2020	12,759	3,350	1,147	2,211	4,403	8,468	32,338
Fall 2020	11,028	1,581	722	3,532	5,233	8,300	30,396
Spring 2021	7,246	1,551	543	2,432	3,485	7,060	22,317
Fall 2021	5,272	860	349	1,611	2,798	4,480	15,370
Spring 2022	6,702	943	668	2,179	4,312	5,240	20,044
Fall 2022	6,288	1,759	716	1,557	3,476	4,100	17,896
Spring 2023	5,090	1,482	598	1,666	3,687	6,360	18,883
Fall 2023	3,811	1,090	254	2,591	3,859	4,860	16,465
Spring 2024	4,921	1,594	504	2,638	4,380	6,587	20,624

Announcements/Future Agenda Items

Aldersperson Pollnow questioned if the sign code was being reviewed as a result of the recent court ruling. Mayor Lang stated that next steps are being discussed with legal staff and Director Haese.

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May 28, 2024
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Adjournment

Motion/Second/Carried by Borchardt/Pollnow to adjourn at 6:15 PM. All voting aye.

Respectfully submitted,

A handwritten signature in cursive script that reads "Lisa Mroczkowski".

Lisa Mroczkowski
Public Works Office Manager

CITY OF NEENAH
SPECIAL PUBLIC SERVICES AND SAFETY COMMITTEE MEETING MINUTES
Wednesday, June 19, 2024

Present: Chairperson Lendrum, Alderperson Hillstrom, Pollnow, and Weber

Excused: Alderperson Borchardt

Also Present: Mayor Lang, Traffic Engineer Merten, City Clerk Nagel, and Alderperson Boyette.

Resolution 2024-07, Appleton (Fox Cities) Metropolitan Planning Organization Policy Board Redesignation Letter Support (Attachment)

Traffic Engineer Merten advised that Resolution 2024-07 gives a letter of support for the East Central Wisconsin Regional Planning Commission to restructure the Appleton (Fox Cities) Metropolitan Planning Organization (MPO) Policy Board. The MPO is a separate body that receives federal funding for distribution for traffic projects within the area. The reason for the change is the MPO is currently overseen by two different bodies; 1) the Technical Advisory Committee, and 2) the East Central Policy Board.

The Technical Advisory Committee is made up of staff from each municipal member of the MPO. The MPO boundaries are Neenah to Kaukauna and all municipalities in between.

The East Central Policy Board oversees the East Central Wisconsin Regional Planning Commission (ECWRPC). The ECWRPC is a regional body that includes the entire East Central Region of Wisconsin.

The Federal Government told ECWRPC that they had to restructure to give the decision-making authority to the elected officials specific to the MPO region. East Central made a proposal for the municipalities to consider. The resolution is the letter of support for the proposed restructure policy. The proposed restructuring policy gives the City of Neenah two voting member seats out of twenty-two. The membership will be determined sometime in August.

ECWRPC is looking for letters of support because the Governor gives final approval to the plan. Overall, ECWRPC is looking to have the same structure with Oshkosh MPO and Fox Cities MPO because with the next census, the two MPOs have the potential to merge as one MPO.

Alderman Pollnow agrees with the structure because it will bring the decision making to the local elected officials or their designee. Currently most of the ECWRPC members are County Executive appointments. Alderman Pollnow is also disappointed that a special meeting was called for this item. He believes this should go to a Committee of the Whole Meeting so current ECWRPC members can address some of the does and don'ts of the policy board.

Report

Following Discussion: Motion/Second/Carried by Pollnow/Hillstrom to recommend Council approve Resolution 2027-07, indicating support for the redesignation of the Appleton MPO Policy Board. All voting aye.

Licenses

- A. Approve Temporary Class “B” (Picnic) License Application for Bergstrom Mahler Museum, Art After Dark (Attachment)

Clerk Nagel advised that Council must approve all Temporary Class “B” Retail Licenses. The Temporary Class “B” license is for Art After Dark Event which is an annual event. All fees are paid.

Alderman Pollnow asked for clarification on what liquor licenses goes to the Liquor License Review Subcommittee. Clerk Nagel answered that only new Class B Intoxicating Liquors licenses goes to the subcommittee because it affects the quota.

C.A

Following Discussion: Motion/Second/Carried by Hillstrom/Weber to recommend Council approve Temporary Class “B” (Picnic) License Application for Bergstrom Mahler Museum, Art After Dark. All voting aye.

- B. Upcoming Special Events (Informational Only)

Per ordinance, this informational item advises the committee of approved special event permits for upcoming events.

Adjournment

Motion/Second/Carried by Hillstrom/Weber to adjourn at 6:56 PM. All voting aye.

Respectfully submitted,



Charlotte Nagel, City Clerk



M E M O R A N D U M

DATE: June 25, 2024
TO: Chairman Lendrum and members of the Public Services and Safety Committee
FROM: Brad Schmidt, AICP – Community Development Department
RE: Housing Study and Needs Assessment – Stantec Consulting Services, Inc.

The Community Development Department recommends Stantec Consulting Services, Inc (Stantec) to assist in the creation of a housing study and needs assessment for a cost not to exceed \$40,000. Stantec was one of ten professional consulting firms who responded to the request for proposal, with project costs ranging from \$25,000 - \$60,000.

What's a Housing Study and Needs Assessment?

A housing study and needs assessment is a study that analyzes population, demographic, economic, and housing data to provide an overview of a community's housing market and projects future housing demand based on population growth, demographic changes, and other factors. In addition, a housing study will develop specific strategies to strengthen Neenah's housing market, identify barriers to housing development in the Municipal Code, and identify creative solutions to improving housing affordability and increasing the supply and types of housing in the city.

How were the proposals reviewed?

The housing study proposals were evaluated by an internal review team based on the following review criteria:

- Demonstration of a clear understanding of the scope of services listed in the Request for Proposals (RFP).
- Evaluation of relevant housing study examples.
- The project team's experience related to housing studies.
- Ability to complete the project in the required timeline.
- Project cost.

The review team then narrowed the proposals and interviewed four firms to better understand their overall approach to the project, data collection and analysis methodologies, and final report layout with an emphasis on strategy development. Finally, several of Stantec's most recent clients (cities) were interviewed to determine whether Stantec met their expectations and to gain insight into Stantec's ability to develop a housing study that provided the creative strategies to meet the housing needs of the community.

Why Stantec?

Stantec met all the qualification criteria the review team developed to objectively review and compare proposals amongst the 10 firms that submitted a proposal. Stantec's proposal includes a detailed work plan which identifies a clearly defined step-by-step process with a robust data collection phase using publicly available US Census data, City housing data and

third-party data (CoStar and Replica) to better understand Neenah’s ownership and rental housing markets. In addition, the proposal includes a qualitative data collection phase where housing stakeholders will be interviewed, and a community survey will be conducted to gauge the public on housing matters. Stantec’s data analysis methodology also stood out, specifically their housing gap assessment which provides a real-time overview of Neenah’s housing supply and demand. The assessment is also able to provide a breakdown of housing needs by income level, providing information on Neenah’s housing affordability.

Stantec is an industry leader in developing housing studies and have created housing studies in Wisconsin and throughout the United States. Their project team has decades of experience and is led by a housing and city planning expert with over 20 years of experience. The item that stood out the most in their approach, however, is their focus on developing creative strategies to meet the local housing needs of the community which include case studies of how those strategies have worked in other communities.

Timeline

MONTH	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
PHASE	Kickoff	Analysis	Strategies	Document	
Task 1: Project Management and Coordination					
1.1 KICK-OFF MEETING WITH CITY STAFF	■				
1.2 SITE TOUR		■			
1.3 ONGOING COORDINATION WITH CITY STAFF	■	■	■	■	■
Task 2: Stakeholder Engagement					
2.1 HOUSING STUDY COMMITTEE		■	■		
2.2 STAKEHOLDER AND DEVELOPER INTERVIEWS	■	■	■		
2.3 PRESENTATION TO CITY COUNCIL					■
2.4 HOUSING SURVEY		■	■		
Task 3: Demographic and Economic Analysis					
3.1 DEMAND DRIVERS		■	■		
3.2 POPULATION DEMOGRAPHICS		■	■		
3.3 ECONOMIC BASE AND EMPLOYEE DEMOGRAPHICS		■	■		
Task 4: Housing Market Analysis					
4.1 MARKET CONTEXT MAP		■	■		
4.2 DEVELOPMENT TRENDS		■	■		
4.2 MARKET DYNAMICS		■	■		
Task 5: Housing Inventory					
5.1 HOUSING INVENTORY ANALYSIS		■	■		
Task 6: Housing Gap Analysis					
6.1 HOUSING GAPS BY TENURE, TYPE, SIZE, AND AFFORDABILITY			■	■	
6.2 QUALITATIVE HOUSING GAP CONSIDERATIONS			■	■	
6.3 HOUSING NEEDS FORECAST			■	■	
Task 7: Housing Strategies and Action Plan					
7.1 HOUSING STRATEGIES			■	■	
Task 8: Housing Study Document					
8.1 DRAFT REPORT FOR REVIEW				■	■
8.2 FINAL REPORT					■

Recommendation

An appropriate motion is to recommend Common Council direct staff to enter into a contract with Stantec Consulting Services, Inc for the services related to the preparation of a housing study and needs assessment at a not-to-exceed cost of \$40,000, with funding provided by the City’s CDBG program.



Request for Proposals

City of Neenah, WI

Issued: April 22, 2024

Housing Study and Needs Assessment

Contact: Brad Schmidt, AICP
Deputy Director of Community Development
920.886.6126 | BSchmidt@NeenahWI.Gov
www.NeenahWI.gov

INTRODUCTION

The City of Neenah desires to conduct a city-wide housing study and needs assessment. The results of this housing study will help elected officials, city staff, stakeholders and community members develop a meaningful sense of the housing market, as well as an understanding of key housing issues effecting the City. The report is intended to offer community leaders and stakeholders a basis for formulating community-specific housing priorities, policy alternatives and intervention strategies, including land use and zoning decisions.

COMMUNITY BACKGROUND

Located along the northern shores of Lake Winnebago in northeastern Wisconsin, the City of Neenah has a population of 27,238 (2020 US Census). Neenah is part of the Oshkosh-Neenah MSA which has a population of 171,730 (2020 US Census). Neenah is home to several major employers including Plexus Corporation, ThedaCare Regional Medical Center, Alta Resources Company, Menasha Corp, and Neenah Enterprises, Inc. Owner-occupied housing accounts for about 64 percent of all occupied housing in the city. However, renter-occupied housing has increased between 2010 and 2020. Between 2010 and 2023, the city averaged 42 new single-family dwelling units per year compared to 29 multi-family dwelling units over the same time period. The city continues to see more interest in multi-family and townhouse development, as the costs associated with single-family development increase and the availability of suitable developable land decreases.

SCOPE OF SERVICES

The study shall include an assessment of existing housing conditions, demographic and housing market demands, and identify critical housing gaps and issues. The study should include an outlook of anticipated housing demands over the next 10 years. It is expected the study will review the City's [Zoning Code](#) and [Subdivision Ordinance](#) to identify opportunities to increase housing options and diversify housing types. Finally, the study shall include recommendations which are consistent with the goals and objectives of the [City's Comprehensive Plan 2040](#).

The study should help answer the following questions:

- What is the existing state of the housing market and housing stock in the city? How has the local housing market changed over the last 10 years?
- What are the current, 5-year, and 10-year housing needs in the city? Where do gaps exist in terms of housing type and price range of housing? What changes should be made to address these gaps? How do population, employment and economic projections and anticipated changes in demographics impact the housing needs in the future?

- What impact does the addition of new multi-family housing have on the existing rental housing stock and market? What is the City's absorption rate for new rental housing units annually?
- Are there changes that can be made to the City's Zoning Code or Subdivision Ordinance which can help increase the number of housing units and increase the variety of housing types? What modifications to the Zoning Code or Subdivision Ordinance are needed to implement the recommendations of the Housing Study?
- How can the city partner with developers to make housing more affordable? What barriers exist to reducing the costs of owner-occupied housing and what can the city do to increase home ownership while reducing the costs of home ownership?
- Are the housing needs for workforce housing and housing for sensitive population being met? What gaps exist in housing for these populations and how should the city address these gaps?

Necessary Study Components:

- Demographic Review
- Inventory of existing housing stock
- Housing Market Analysis
- Housing Demand
- Housing needs analysis and prioritization
- Summary of results from focus groups, community surveys and interviews with stakeholders
- Recommendations:
 - Plan to address housing gaps.
 - City Zoning Code/Subdivision Ordinance modifications
 - Housing Assistance Programs
 - Housing Related Investments
 - Marketing Efforts
- Examples of innovative housing programs in similarly situated communities.

SCHEDULE:

The city would like to have a completed study done and available for business and community use by the end of 2024. The City reserves the right to revise the following tentative schedule:

RFP disseminated to potentially interested firms	April 22, 2024
Proposal due	May 24, 2024
Evaluation of proposals	May 24, 2024 – June 3, 2024
Recommendation by the City Finance Committee to Common Council	June 11, 2024
Common Council approves consultant	June 19, 2024
Execution of contract for services	June 19, 2024 – June 26, 2024
Notice to proceed	June 26, 2024
Milestone dates provided by consultant as part of proposal (include preliminary findings and plan refinements)	*****
Final report to the city	November 15, 2024

RESPONSIBILITIES OF THE CITY

The City of Neenah will provide the following services as part of the total project:

- a. The city will provide access to present and historic housing records (e.g. building permit and assessment records) and maps.
- b. Existing City plans and research:
 - a. City of Neenah Zoning Code and Subdivision Ordinance
 - b. City of Neenah Comprehensive Plan (Updated in March 2024)
- c. Upon request, the City's GIS Coordinator can provide GIS support and data for the projects. The city intends to work with the selected consultant to keep mapping costs to a minimum.
- d. Staff will assist in project management and administration. Staff will attend all meetings with the Consultant as a liaison between the Public and the Consultant, upon Consultant's request. To keep costs related to travel at a minimum, virtual meetings are accepted as part of this proposal.
- e. Staff will coordinate and schedule all meetings involving the Consultant. City staff will mail agendas, meeting minutes and meeting information packets.

SUBMISSION

Proposal Content:

The City of Neenah respectfully requests a proposal from your firm for the provision of the services identified above. The brief proposal shall include the following:

1. A statement of the consultants understanding that demonstrates knowledge of the project requirements.
2. A description of the consultant's technical approach to the project, including an outline of the sequence of tasks, major benchmarks and milestone dates.
3. A brief summary, with resumes attached, of key staff on the project team who will be directly involved in the project. Staff resumes should focus on individuals who will have primary responsibility for performance of the work with less emphasis on firm principals.
4. A description of similar project experience involving key staff to be involved in the project. The consultant agrees to provide references upon request.
5. Proposed use of City staff as well as any equipment, materials or additional data that will be expected from the city at the onset of the project.
6. Agreement to accomplish the project within the time frame contained in this RFP.
7. Estimated cost of the services to be provided under this proposal.
8. Proposed services to be sub-contracted if any, anticipated subcontractors, and anticipated costs for these services.

Any additional terms or conditions, which are deemed necessary for entering into a contract with the City, should be attached or incorporated as part of the proposal.

All proposals become the property of the City of Neenah and will not be returned. The City reserves the right to reject any or all proposals, to waive technicalities, or to negotiate further with a responder who appears to most nearly meet the City's desires.

EVALUATION

Selection will be based upon the proposals submitted and will be ranked primarily based upon the following criteria:

1. Consultant's understanding and technical approach to the project.
2. Consultant's ability to meet project schedule.
3. Pertinent experience and qualifications of the project team.
4. Relative value of the services to be provided. (Cost will not be the primary determining factor but will be a consideration)

DELIVERABLES

The final report should be delivered to the City of Neenah Community Development Department as a PDF file. An electronic copy of the final report presentation materials should

be provided as well.

SUBMISSION DEADLINE AND DELIVERY

Proposals are due in the City of Neenah Community Development Office, 211 Walnut Street Room 313 Neenah, Wisconsin 54956, no later than **May 24, 2024**. Preference for submission of the proposals is in digital format by email (BSchmidt@NeenahWI.gov), but hard copy proposals will also be accepted. All proposals will be evaluated by an internal project review team.

CONTACT

All inquiries shall be directed to Brad Schmidt, Deputy Director of Community Development at BSchmidt@NeenahWI.gov or (920) 886-6126.

Stantec's Proposal for Housing Study and Needs Assessment

May 24, 2024



PREPARED FOR: CITY OF NEENAH



Cover Letter



May 24, 2024

Attention:

Brad Schmidt,
Deputy Director of
Community Development
City of Neenah
City of Neenah Community
Development Office,
211 Walnut Street, Room 313,
Wisconsin 54956

Regarding:

Request for Proposals (RFP):
Housing Study and Needs
Assessment for the City of
Neenah, Wisconsin

Office Locations

733 Marquette Avenue
Suite 1000
Minneapolis, Minnesota 55402

Main Contact:

Tom Leighton, AICP, EDFP
Project Manager
733 Marquette Avenue
Suite 1000
Minneapolis, Minnesota 55402
612-712-2154
tom.leighton@stantec.com

Dear Mr. Schmidt and members of the selection committee,

Thank you for the opportunity to submit a proposal for the City of Neenah's Housing Study and Needs Assessment. Housing availability is one of the most pressing issues of our time, and your Request for Proposals (RFP) speaks to your need for a housing-related analysis that leads to insights about how to address local challenges. In the RFP, you noted the need for workforce housing, and housing for sensitive populations. And you were interested in whether regulatory strategies and development partnerships can play a role in addressing local needs.

Addressing housing challenges requires two things—a sharp analysis of current and forecasted market dynamics, and the identification of a broad range of innovative strategies and solutions.

Because of the depth and universality of housing issues across our region, Stantec's Development Economics Team has put an intense focus on developing new analytical methodologies. We have built a library of strategies, best practices, and case studies to support communities at every scale. We don't take a generalized approach to housing studies. Our approach, analysis, and strategic research will be customized to your situation and needs.

Our analytical methodologies are legitimately cutting-edge, providing a clearer and more current understanding of housing gaps than what is typical. And we don't want this study to sit on the shelf. The primary outcome of our work will be a toolkit of actionable strategies that can be considered for meeting local needs and supporting growth. Developed collaboratively with you, it will include solutions, case studies, and best practices that encompass policy, zoning, and other regulatory strategies; context setting, predevelopment, and financial strategies; ownership and partnership building strategies.

Beyond these technical qualifications, we take pride in being skilled communicators, facilitators, and consensus builders—factors particularly relevant to housing strategies' complex arena. Through our work, we've utilized all kinds of creative community engagement strategies—which can play a role in housing studies to understand local conditions more deeply, educate the public, and put a human face on local housing needs.

Our team is excited to work with you to identify strategies for addressing Neenah's housing challenges. If you have any questions or require additional information, please do not hesitate to contact us.

Sincerely,

STANTEC CONSULTING SERVICES INC.

Tom Leighton, AICP, EDFP
Project Manager
612-712-2154
tom.leighton@stantec.com



INTRODUCTION

We understand the development dynamics and the developer perspective through direct experience from supporting developers on single-family subdivisions and a range of multifamily products.

Firm Overview

Since 1954, our local strength, knowledge, and relationships, coupled with world-class expertise, have allowed us to go anywhere to meet our clients' needs in more creative, personalized ways. The Stantec community unites more than 26,000 employees working in over 400 locations across 6 continents. We're planners, scientists, designers, engineers, and project managers, innovating together at the intersection of community, creativity, and client relationships. Our interdisciplinary teams undertake projects that advance the quality of life in communities across the globe. From rural to urban, we lay the foundation for creating the communities of today and of the future.

Planning and economic development require problem solving. To create careful and thoughtful options for communities, we consider site conditions, public input, client needs, and project requirements. We understand the value of process, collaboration, and consensus building among stakeholders, while never losing sight of client and project goals.

The core of this project team is based in Minneapolis, and includes the leadership of Stantec's national Development Economics Team. The Development Economics Team leads projects and supports project teams across North America at scales that range from site-specific to metropolitan, and in settings from small rural communities to dense urban cores. We are closely connected to a set of Wisconsin based colleagues across many professional disciplines, and have worked with them on multiple projects in eastern Wisconsin in locations like Green Bay, Brillion, New Holstein, Beloit and Madison.

COMPANY INFORMATION

Consultant Name

Stantec Consulting Services Inc.

Year Established

1954

Type of Ownership

Corporation

Business Address(s)

733 Marquette Avenue, Suite 1000
Minneapolis, Minnesota 55402

Proposal Main Contact

Tom Leighton, AICP, EDFP
Project Manager

612-712-2154

tom.leighton@stantec.com

Please see the following pages for Tom's qualifications (page 15) and resume (page 16).

OUR HOUSING STUDY PRACTICE

Because the need is so pressing in communities across the country, Stantec has made a commitment to work with local communities on housing issues. That commitment is evident in the housing study we undertook for Wabasha, Minnesota—a community of 2,500 people—and the work we did for the Indianapolis Metropolitan Planning Organization—representing a population of over 2 million. That commitment has led us to invest time in methodological approaches to housing studies that make our studies more current and insightful in ways that we believe are industry leading.

We believe we provide a distinctive product and process in two specific areas.

- **Gap analysis.** As described in the work plan that follows, we have developed a computer-based machine learning methodology for estimating current market characteristics for the entire housing inventory of a community, and aligning that with the needs and financial capacity of the local population—yielding an absolutely current picture of what housing needs are generally being met and what needs are not.
- **Strategic guidance.** The value of this study is that it sets you up to meet local housing needs. That's why we have put a priority on the strategic elements of housing studies. We identify and assemble strategic actions for your consideration, and facilitate good discussions so you can digest those and prioritize what seems like a fit for your situation. Through doing this work, we've developed a deep library of best practices and case studies.

We believe these complementary strengths makes our work distinctive among firms that do housing study projects. And by leverage computer coding technologies in our initial data analysis, we gain efficiencies in those processes that allow us to maintain fees that are competitive with those that of other firms.



Our team has administered and written local zoning and subdivision regulations and we understand how they can shape or inhibit housing development.

Work Plan

The following details how we plan to execute this project based on our understanding of Neenah's context, challenges, and opportunities. We will work with you to refine the work plan as needed to best meet your goals and objectives for the project.

Task 1: Project Management and Coordination

1.1: KICK-OFF MEETING WITH CITY STAFF

We will launch the project with a kick-off meeting with City staff to review the scope and schedule in detail, confirm project goals and expectations, and plan the stakeholder outreach. We will also confirm project management protocols regarding communications, data exchanges, invoicing, etc.

1.2: SITE TOUR

An initial site tour is a critical step in getting familiar with the City of Neenah and your local housing context. We will arrange a site tour with City staff that could be scheduled at the same time as the kick-off meeting.

1.3: ONGOING COORDINATION WITH CITY STAFF

We will set recurring project management meetings with City staff at appropriate intervals such as bi-weekly. These meetings will occur virtually.

Task 2: Stakeholder Engagement

2.1: HOUSING STUDY COMMITTEE

When housing studies are intended to set the stage for strategic action, we recommend utilizing a steering

committee or advisory committee so that a contingent of stakeholders is informed about your housing context, and is exposed to some of the best practices in housing strategy. After the housing study is completed, committee members can be an important source of local support for taking action. Alternatively or additionally it can be helpful to share research and strategic options with the Common Council itself in work sessions or smaller meetings.

As desired, this proposal assumes up to three times with a local housing committee, and/or work sessions or briefings with the Common Council. We commonly will meet with the housing committee or attend Common Council work sessions three times during the process, first at the project kickoff, and then for workshop sessions after the research and analysis phase, and to discuss proposed housing solutions.

2.2: STAKEHOLDER AND DEVELOPER INTERVIEWS

We will use an extensive set of third-party data resources Stantec will work with City staff and the housing committee to identify additional stakeholders and people familiar with the local housing market. These meetings yield insights about housing market dynamics and inform us about housing-related programs or initiatives that are already in place. Stakeholders might include public officials, developers, property managers, housing advocates, neighborhood representatives, business owners, and other people familiar with local housing needs and market dynamics.

We will facilitate these conversations in focus group or individual interview format as appropriate. This proposal assumes an estimated one focus groups and ten individual

interviews.

2.3: PRESENTATION TO CITY COUNCIL

In addition to any Common Council engagement requested in the course of the study, key findings and recommendations of the final housing study deliverable will be presented to the Neenah Common Council at the conclusion of the study.

2.4: HOUSING SURVEY

Housing surveys can serve important purposes in a housing study. They can bring additional information to the table from the direct experience of local residents. They can educate members of the community about housing needs in a way that reduces stigma around certain housing types. And they can humanize the Neenah residents who have housing needs, helping people to see that it is their own neighbors that may be facing challenges. We have employed housing surveys in several housing studies, and it has yielded important and interesting findings. We will look forward to tailoring that to your needs and housing context.

Task 3: Demographic And Economic Analysis Of Residents And Workers

The demographic character of Neenah residents and the broader metropolitan area are important to understand because they bear on the demand for housing for people of different ages and income levels. Understanding the economic base of the City and region is important in projecting housing demand into the future

3.1: DEMAND DRIVERS

Stantec will analyze drivers of housing demand represented by population growth, employment growth, and demographic shifts.

3.2: POPULATION DEMOGRAPHICS

Stantec will analyze and describe the demographic characteristics of Neenah residential population with respect to characteristics such as:

- Age/life stages
- Household/family types
- Race/diversity
- Education
- Income
- Home values
- Tenure
- Housing cost burden

3.3: ECONOMIC BASE AND EMPLOYEE DEMOGRAPHICS

Stantec will describe Neenah's economic and job base— noting employment trends, industry mix, employment inflow/outflow, and demographic characteristics of people who work in Neenah.

Data Sources. Stantec will use various census products and proprietary data sources for the demographic and economic base analyses, including Decennial Census and American Community Survey (ACS) products, OnTheMap, LODS & LEHD data, ESRI Business Analyst, and Replica data.

Task 4: Housing Market Analysis

4.1: MARKET CONTEXT MAP

Stantec will build an illustrative map highlighting community assets and locational context features that would be relevant to and of interest to builders or developers considering housing development in Neenah.



↑ Tom and a colleague created the hands-on community engagement process called the "Corridor Housing Initiative," which has won national and local awards and recognitions.

The map may identify retail or storefront districts, major arterial roads or highways, major employers or employment districts, parks and recreational features, and schools.

The market context map is utilized in market research to orient prospective developers to the location and community assets of Neenah. It has ongoing value after the completion of the housing study for developer recruitment.

4.2: DEVELOPMENT TRENDS

Through building permit data, Costar information, rental licensing information (if available), and information from City staff, Stantec will collect information relevant to the development and preservation of new housing over the last decade. We will illustrate the trendline of housing development by housing types, and project that into the future.

4.3: MARKET DYNAMICS

Rental rates and vacancy levels are market demand indicators for rental housing. Sale prices are market demand indicators for ownership housing. Stantec will analyze these data and others. We will build our understanding of the dynamics of housing development, and the potential for attracting various types of new multifamily housing to Neenah, through research interviews with developers that have worked in Neenah or nearby communities.

Data Sources: Stantec will use local building permit records, Costar data, assessor records, and rental licensing information (if available)—supplemented with local knowledge and research interviews—to characterize development trends and market dynamics in the rental housing market.

Task 5: Housing Inventory

5.1: HOUSING INVENTORY ANALYSIS

Neenah's existing housing inventory will be analyzed through a series of maps and tables to understand the range and number of housing options that already exist in Neenah. Maps will highlight types of housing, including senior housing developments, affordable housing developments, housing by a decade of development, and if the data exists, housing conditions.

We will seek to provide a complete tabular inventory of all the multifamily housing of ten or more units that are existing or under development, paying particular attention to any age-restricted senior housing and rent-restricted affordable housing. This property will include distinguishing characteristics such as rents, vacancies, and amenities.

Data Sources: Stantec will use two primary information sources for the Housing Analysis.

1. City or County parcel data
2. Costar—a development market information base with national coverage

These data sources will be supplemented by local community knowledge to fill in the information gaps.

Task 6: Housing Gap Analysis

6.1: HOUSING GAP ANALYSIS BY TENURE, TYPE, SIZE AND AFFORDABILITY

Stantec has developed a cutting edge housing gap analysis that to our knowledge is unique in the industry—the purpose of which is to provide a much more detailed understanding of the alignment between Neenah's population and its existing housing stock. In brief, we use computer modeling and all available current housing market data to estimate values, bedroom counts, and rent rates for every residential property in Neenah's housing inventory. We use a different set of information sources to categorize Neenah's current household makeup by the size and cost of housing they need.

When we align those two analyses, we have absolutely up-to-date and detailed information about the types of housing that are abundant and that are lacking, thus illuminating our understanding of local housing needs across those parameters.

6.2: QUALITATIVE CONSIDERATIONS

In addition to the detailed housing gap analysis described above, we will summarize what we've learned about housing needs through other aspects of the analysis, including the stakeholder interviews. We will describe Neenah subpopulations that have housing needs, such as residents in particular life stages, or workforce households needed to support area employers.

6.3: FORECAST OF HOUSING NEEDS

Based on what is learned above, we will forecast the housing needs in Neenah for the upcoming five to ten years by housing type and affordability for both ownership and rental housing. We will also estimate and forecast demand for senior housing development.

ENGAGEMENT- ANALYTICAL PHASE

We like to pause and digest the findings from the preceding analysis with our clients at the conclusion of the analytical phase, or in installments along the way. The conclusion of the analytical phase is also an idea time to present what we've learned to a housing committee or Common Council in a workshop format for discussion and feedback.

Feedback received in these discussions will lead to refining the analysis.

Task 7: Housing Strategies and Action Plan

Stantec puts a great emphasis on the part of a housing study that focuses on the opportunities for undertaking strategic action to meet local housing needs. We have deep expertise in identifying best practices and developing innovative solutions—and in facilitating constructive

conversations with staff and decision makers about those strategic opportunities.

7.1: DRAFT REPORT FOR REVIEW

Based on our analytical findings and identification of housing needs, as well as input from City staff and housing committee members, we will develop a menu of candidate strategies for consideration—and we will associate those strategies with case studies or best practices from other locations where possible. Strategies may span a broad spectrum of housing development and preservation actions, including:

- Regulatory strategies, such as modifications to land use, zoning requirements, or other regulations
- Incentives programs, financial or otherwise
- Partnership approaches
- Property ownership strategies
- Context building actions that increase the attractiveness of the city or parts of the city for new development
- Site preparation and positioning

For each strategy, we will describe it and the need it is intended to address, note any related programs or practices that are already being done in Neenah, identify resources required for implementation, and provide one or more case studies or best practices.

Stantec has an existing Housing Solutions Library, assembled from our previous housing study work, that will be the source of some candidate housing strategies. Strategies will also originate from the suggestions of Neenah staff and Housing Committee members. All of these strategies will be explored and customized to the Neenah context through additional research interviews.

ENGAGEMENT- HOUSING STRATEGIES PHASE

At the completion of Task 7, we will present a robust menu of candidate strategies for you to consider, focused on addressing some of the identified needs of the Neenah community. This can be structured as a presentation/workshop with a Housing Committee and/or Common Council.

Feedback received in these discussions will provide guidance for refining the strategies.

Task 8: HOUSING STUDY DOCUMENT

8.1: DRAFT REPORT FOR REVIEW

strategies in a visually appealing draft Housing Study document for review and comment by City staff and housing committee members.

8.2: FINAL REPORT

After collecting feedback and vetting feedback as needed with City staff, we will make revisions and issue a final report for official submittal and approval.

Our needs assessment methodology utilizes newly available, big data sources to construct a comprehensive model of the local housing demand and supply that is more detailed, accurate, and up to date than conventional approaches.

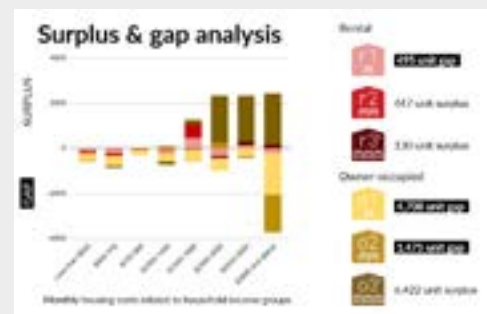
This methodology illuminates housing needs and opportunities with unprecedented clarity across the income spectrum and range of housing typologies. Incorporating recent local and regional migration and housing development trends, we can also project where gaps may narrow or widen in the coming years as well as where opportunities may exist for new development despite gaps in other areas.



Example housing demand and supply by affordability, tenure, and size

The example graph below highlights shortages and surpluses across housing types and costs (housing gap by monthly cost, tenure, and bedroom count).

Readings below the line indicate housing that is under supplied relative to the community's existing needs; readings above the line indicate housing that is adequately or oversupplied.



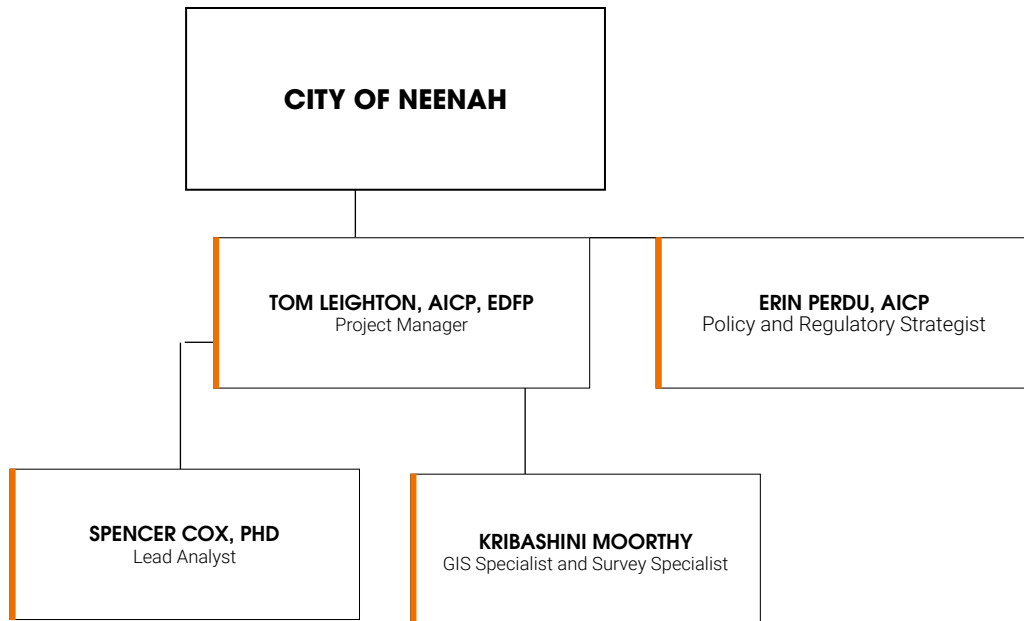
- o3 = Owner-occupied 3+ bedroom units
- r2 = Renter-occupied 2 bedroom units
- r3 = Renter-occupied 3+ bedroom units
- o1 = Owner-occupied 1 bedroom units
- o2 = Owner-occupied 2 bedroom units
- r1 = Renter-occupied 1 bedroom units

B. Schedule/Timeline

MONTH	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	
PHASE	Kickoff	Analysis			Strategies	Document
Task 1: Project Management and Coordination						
1.1 KICK-OFF MEETING WITH CITY STAFF	■					
1.2 SITE TOUR		■				
1.3 ONGOING COORDINATION WITH CITY STAFF		■	■	■	■	
Task 2: Stakeholder Engagement						
2.1 HOUSING STUDY COMMITTEE			■	■		
2.2 STAKEHOLDER AND DEVELOPER INTERVIEWS		■	■	■	■	
2.3 PRESENTATION TO CITY COUNCIL					■	
2.4 HOUSING SURVEY			■	■	■	
Task 3: Demographic and Economic Analysis						
3.1 DEMAND DRIVERS		■	■	■	■	
3.2 POPULATION DEMOGRAPHICS		■	■	■	■	
3.3 ECONOMIC BASE AND EMPLOYEE DEMOGRAPHICS		■	■	■	■	
Task 4: Housing Market Analysis						
4.1 MARKET CONTEXT MAP		■	■	■	■	
4.2 DEVELOPMENT TRENDS		■	■	■	■	
4.2 MARKET DYNAMICS		■	■	■	■	
Task 5: Housing Inventory						
5.1 HOUSING INVENTORY ANALYSIS		■	■	■	■	
Task 6: Housing Gap Analysis						
6.1 HOUSING GAPS BY TENURE, TYPE, SIZE, AND AFFORDABILITY				■	■	
6.2 QUALITATIVE HOUSING GAP CONSIDERATIONS				■	■	
6.3 HOUSING NEEDS FORECAST				■	■	
Task 7: Housing Strategies and Action Plan						
7.1 HOUSING STRATEGIES				■	■	
Task 8: Housing Study Document						
8.1 DRAFT REPORT FOR REVIEW					■	
8.2 FINAL REPORT					■	

C. Key Personnel and Organizational Chart

A brief introduction to each of our team members and resumes have been provided on the following pages.



Our Team

Our multidisciplinary team will be led by Tom Leighton, who brings deep experience in managing housing studies for communities across our region. In addition to his role as project manager for our team, Tom is co-leader of Stantec’s Development Economics team, which provides market analysis, development intelligence, and implementation strategies in support of projects across North America.

In addition to Tom’s expertise, our team includes professionals who bring a diverse set of experience to this study, including specialized expertise in the areas of housing gaps analysis, mapping, data analysis and policy and zoning experts..

PROJECT MANAGER QUALIFICATIONS

Tom Leighton, an urban planner and economic development specialist, has been leading implementation-oriented planning and community development projects across the country for over twenty years. His experience encompasses dozens of projects that include housing-related market analysis or housing strategies since 2015—key examples of which are highlighted in this proposal. He is an expert in a broad spectrum of market research and development analysis, with the facilitation and communication skills that help decision-makers, stakeholders, and community members. This proactive communication approach contributes to a meaningful sense of the housing market, an understanding of key housing issues, and a platform for strategy development and policy decisions.

KEY PERSONNEL RESUMES



TOM LEIGHTON, AICP, EDFFP
PROJECT MANAGER AND
HOUSING STRATEGIES LEAD

YEARS OF EXPERIENCE: 24

EDUCATION

Master in Design Studies (MDesS) in Real Estate and the Built Environment, Harvard University Graduate School of Design, Cambridge, Massachusetts

Master of Arts (MA) in Public Affairs, University of Minnesota Humphrey School, Minneapolis, Minnesota

Bachelor of Arts in Natural Science, St. John's University, Collegeville, Minnesota

REGISTRATIONS

Certified Planner #018262, American Institute of Certified Planners

Economic Development Finance Professional #1216-024, National Development Council

RELEVANT EXPERIENCE

Minot Housing Needs and Market Study |Minot, ND | Project Manager/Analytical Leader

Tom acted as the project manager and analytical leader for the Minot Housing Needs and Market Study for analyzing the housing stock and its ability to meet local needs, building resiliency in that product to external economic and natural events,. Tom led the team to explore and recommend housing strategies for meeting local needs and weathering future economic shocks.

New Brighton | New Brighton, MN | Project Manager/Analytical Leader

Tom acted as the project manager and analytical leader for the New Brighton Housing Study. New Brighton contracted Stantec to study the housing inventory and market, identify housing gaps and suggest strategies the City could pursue to attract more housing production across various housing formats.

Brillians Work Redevelopment Plan |Brillion, WI | Project Manager

The once economic anchor of City of Brillion with an iron foundry and manufacturing activity and powerhouse, became obsolete over time warranting redevelopment owing to its central location. Stantec was selected to create a development vision for the site. Tom served as the project manager for redevelopment of master planning process, led the reseach and market analysis for prospective residential, retail and industrial development on the site resulting in a redevelopment plan.

Beloit Area Communities Housing Demand Analysis | Beloit, WI | Project Manager/ Chief Analyst

Tom served as project manager and chief analyst. The project employed demographic research, market demand analysis, forecasting, and other analytical methodologies—as well as structured interviews with area housing developers—to arrive at estimated levels of demand for different housing types.

Revitalizing South Commercial Street| Neenah, WI | Chief Analyst

Neenah's South Commercial Street was an aging mixed commercial corridor resulting in blight and disinvestment. The City of Neenah hired Stantec to create a plan for the same, to identify offer proactive strategies for redevelopment. Tom provided research and analysis to understand market and development conditions for the area – in the residential, office and retail sectors along with development opportunity analysis to identify sites along the corridor where redevelopment would be both feasible and impactful, for attracting additional development and business and residential investment.

Housing Development Projects | Minneapolis, MN, Marshall, MN, Willmar, MN, and Watertown, SD | Market Analyst

Tom has had numerous opportunities to support developers with housing and mixed-use projects in roles that range from providing specific services—such as market analysis, entitlements, or proforma development—to overall project management. Recent projects include the following.

- In 2017 he supported a local first-time developer in developing a mixed use housing project on a property he owned on Lake Street in South Minneapolis.*
- In 2018-2019, Tom served as the local project manager for an experienced San Francisco based developer on two ambitious upscale apartment developments, both in Northeast Minneapolis. One included office and retail components.*
- In 2020-2021, Tom supported a greater Minnesota based developer with a set of workforce apartment buildings in Marshall, Willmar, and Watertown, South Dakota.

Tom provided proforma, market analysis and grant pursuit services to a based first-time developer who is working to redevelop his property in Minneapolis.



ERIN PERDU, AICP
POLICY AND REGULATORY STRATEGIST

YEARS OF EXPERIENCE: 26

EDUCATION

Master of Urban and Regional Planning, University of Michigan, Michigan

Master of Science, Natural Resources, University of Michigan, Michigan

Bachelor of Science, Earth Systems, Stanford University, California

REGISTRATIONS

Certified Planner #015898

RELEVANT EXPERIENCE

Zoning Diagnosis and Ordinance Revisions | Mahtomedi and North St. Paul, MN

Erin leads zoning updates for her zoning administration clients, most recently in Mahtomedi and North St. Paul, Minnesota. Those updates included a diagnosis and overhaul of ordinances as they align with Comprehensive Plan goals, including those related to housing needs and affordability. Specific ordinance revisions related to housing.

Unified Development Ordinance | Town of Holly Springs, NC

Erin served as project manager and lead author of a new Unified Development Ordinance which included zoning and subdivision regulations. The new code was designed to be heavily graphic, easy to use, and greatly streamlined from the previous version. Erin and the Stantec team drafted regulations in line with the Town's recently adopted Land Use and Character Plan, including: districts that allowed a wider variety of housing types; increased densities in several districts; site design standards that make sure mixed use is developed with pedestrians and quality-of-life in mind. To encourage development in accordance with the city's vision, the new UDO also includes a greatly streamlined review process for reviewing land use and development applications, particularly those that follow UDO standards.



SPENCER COX, PHD
LEAD ANALYST

YEARS OF EXPERIENCE: 7

EDUCATION

PhD, University of Minnesota/ Department of Geography, Environment and Society, Twin Cities, Minnesota

Bachelor of Arts, Economics and Environmental Studies, Middlebury College, Middlebury, Vermont

RELEVANT EXPERIENCE

Minot Housing Gap Analysis | Minot, ND | Housing Data Analyst

Collected, analyzed, and visualized data on economic development drivers, demographic changes, and housing market indicators to understand housing gaps in Minot, ND. Applied innovative big data and machine learning techniques to model supply and demand to understand precise housing gaps now and over the next 10 years.

Mesquite Housing Gap Analysis | Mesquite, TX | Housing Data Analyst

Gathered, analyzed, and visualized data on economic development drivers, demographic changes, and housing market indicators for the City of Mesquite, Texas. Applied an innovative machine learning model to predict rents and home values, thereby creating market-leading detail on housing supply in the region. Analysis identified major housing gaps for the city at different price points and housing market types and created a portfolio of strategies to induce needed development.

NKADD Housing Gap Analysis | Northern Kentucky | Housing Data Analyst

Worked with team to develop novel methodologies to clean, analyze, and visualize complex housing and demographic data. Leveraged statistical models of real-time rents to produce a rent and bedroom size estimate for the designated study region. Created interactive data visualizations and data dashboards for client. Automated housing gap methodologies using Python scripting, increasing analytical efficiency.

MPO Housing Gap Analysis | Indianapolis, IN | Housing Data Scientist

Applied innovative methodologies to predict real-time housing supply and demand by housing tenure, income, and housing cost using big-data analytic techniques. Communicated housing gap information through interactive visualizations that give deep insight into real-time housing needs. This analysis is central to providing a snapshot of the current housing market that goes beyond public surveys.



YEARS OF EXPERIENCE: 2

EDUCATION

Master of Urban and Regional Planning, University of Minnesota, Minnesota

Master of Engineering in Remote Sensing and GIS, Anna University, Chennai, India

Bachelor in Civil Engineering, Anna University, Chennai, India

RELEVANT EXPERIENCE

Owatonna Comprehensive Plan | Owatonna, MN | Data Support

Assisted the team with summarizing existing conditions and participating in community engagement events along with analysis of engagement surveys.

Metropolitan Council SWLRT Development Impact Analysis | Research Support

Kribashini collaborated with colleagues, cities, and Metropolitan Council staff to analyze the impacts of the Southwest Light Rail Transit project construction and land acquisitions on several properties along the project corridor. The analysis compared properties in the before, during construction, and after acquisition conditions for land use impacts such as zoning and building requirements, overall property function, access, parking, loading, and any issues unique to each property identified along the way. Kribashini assisted creating the reports for each property that are used in legal proceedings.

Safe Routes to School, Cheyenne | Cheyenne, WY | GIS Analyst

Kribashini leads the GIS to create maps for Safe Routes to School in Cheyenne Wyoming. This involves analyzing the existing conditions and mapping the proposed improvements for all the schools in Cheyenne Metropolitan Area.

MnDOT Corridor Context Guides | MN | Data Analyst

Analyzed transportation corridors throughout the Twin Cities Metro area. Performed Demographic analysis to identify future opportunities and constraints beyond the transportation infrastructure that may need to be targeted priorities for corridor reconstruction from an equity perspective.

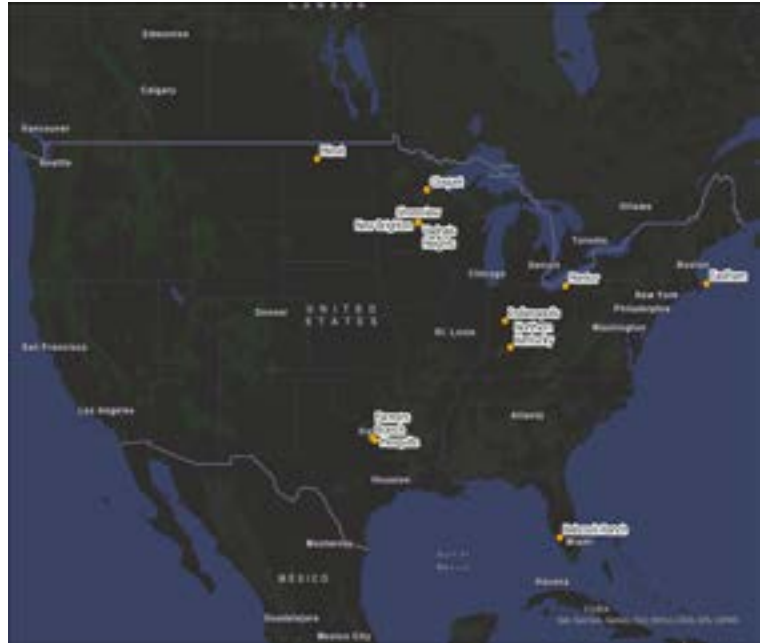
D. SIMILAR PROJECT EXPERIENCE

RECENT PROJECTS

In recent years our team has been immersed in housing-related market analysis and strategic problem-solving. As an example, we have recently concluded, or are currently involved in, several projects that demonstrate our strength in both small cities and larger regions. These communities include:

- Minot Housing Study (North Dakota)
- Central Indiana Housing Study (Indianapolis metropolitan area, IN)
- Cloquet Housing Study Cloquet, MN)
- Northern Kentucky Regional Housing Study (8 Northern KY rural counties)
- Beloit Housing Demand Analysis (Beloit, WI, region)
- Wabasha Housing Study (Wabasha, MN)
- Janesville Housing Study (Janesville, MN)
- New Brighton Housing Study (New Brighton, MN)
- Shoreview Housing Study (Shoreview, MN)
- Farmers Branch Housing Study (Farmers Branch, TX, as part of the comprehensive plan contract)

Having experience working with both public agencies as well as private developers, we understand housing issues from multiple perspectives.



The map shows the recent housing projects that are done and are currently being done.



Value: \$10,000

Year Completed: 2022

Key Personnel: Tom Leighton

BELOIT AREA COMMUNITIES HOUSING DEMAND ANALYSIS

Beloit, Wisconsin

The City of Beloit and surrounding municipalities are home to a diverse and growing business community, but the supply of housing is not keeping pace with business growth. New employees at both the workforce and executive levels are having trouble finding a home or apartment.

Stantec was contracted to build an understanding of housing needs, analyze the ways the recent housing development is and is not meeting that demand, and provide housing demand forecasts.

Tom served as project manager and chief analyst. The project employed demographic research, market demand analysis, forecasting, and other analytical methodologies—as well as structured interviews with area housing developers—to arrive at estimated levels of demand for different housing types.



Value: \$145,000
Year Completed: 2024
Key Personnel: Tom Leighton

MINOT HOUSING STUDY

Minot, North Dakota

Minot's housing market has been heavily impacted by exterior forces. The floods of 2011 demolished 25% of its single family stock in some of the most affordable neighborhoods in the City. The oil boom stimulated tremendous housing growth from 2009 to 2014, and the subsequent wave of outmigration resulted in slow absorption of those housing units until just the last few years. A further wave of workers will be coming to Minot in the next five or ten years to execute the upgrade of the nuclear missile silos distributed around the county.

Stantec was hired to analyze the housing stock and its ability to meet local needs, building resiliency in that product to external economic and natural events, and propose strategies for meeting local needs and weathering future economic shocks. Tom served as the project manager for the project. The research and analysis phase of the project is complete and the team prepared a range of strategies for creating and preserving the housing that addresses local needs.



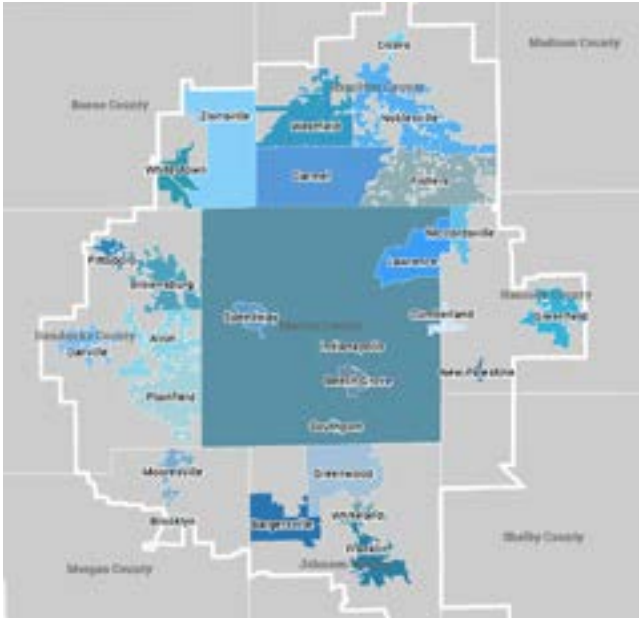
Value: \$35,000
Year Completed: 2023
Key Personnel: Tom Leighton

NEW BRIGHTON HOUSING STUDY

New Brighton, Minnesota

As a fully developed suburb on the north side of the Twin Cities, New Brighton offers a broad mix of housing types, and yet faces challenges associated with its aging single-family homes and a concentration of 1960s-era apartment buildings. New multifamily development is desired, particularly affordable options for its community and workforce.

The Stantec team was hired to complete a housing study and develop a detailed understanding of New Brighton's housing inventory, its market and development context, the housing opportunities and challenges, and housing needs. Tom led the team to explore and recommend housing strategies that would advance housing goals and meet community needs. The project employed market research, mapping analysis, and other analytical methodologies. Structured interviews were conducted with developers familiar with the City to understand the viability of different housing formats in New Brighton, and how to improve development outcomes.



CENTRAL INDIANA HOUSING STUDY

Indianapolis, Indiana

Stantec is performing a regional housing study to help the IMPO understand the market and socioeconomic forces driving regional housing trends and disparities; identify housing gaps across the affordability spectrum; and develop a toolkit to help communities expand housing access and equity at local and regional levels. The process includes a robust series of stakeholder meetings, including recurring touchpoints with all the IMPO's 36 member communities to help them not only address housing issues and opportunities locally but also compare notes and collaborate with each other.

To complete the gap analysis, Stantec is processing a unique combination of public and proprietary data with cutting-edge data science techniques to create an unprecedentedly accurate, detailed, and up-to-date picture of both housing supply and demand across the region.

Value: \$205,000

Year Completed: 2023

Key Personnel: Jeff Sauser, Tom Leighton, and Spencer Cox

SHOREVIEW HOUSING STUDY

Shoreview, Minnesota



Shoreview is a fully developed suburb north of St. Paul. Its natural amenities and strong schools make it an attractive location for new housing development.

It is starting to see development of high-end apartment buildings, and that has raised questions about other housing needs in the community that are not being met.

Stantec was hired to undertake a housing study to develop a detailed understanding of the City's housing inventory, its market and development context, its housing opportunities and challenges, and its housing needs, and utilize that information to sharpen the City's housing strategies and programs to advance housing goals and meet community needs.

Tom served as the project manager and primary researcher for the project. The project employed market research, mapping analysis, and other analytical methodologies. Structured interviews were conducted with housing developers familiar with Shoreview to understand their perceptions of the Shoreview

Value: \$28,000

Year Completed: 2022

Key Personnel: Tom Leighton and Kristin Baldonado



Value: \$150,000

Year Completed: 2013-2022

Key Personnel: Tom Leighton (*prior to joining Stantec*)

HOUSING DEVELOPMENT PROJECTS

Minneapolis, Marshall, and Willmar, Minnesota
and Watertown, South Dakota

Tom has had numerous opportunities to support developers with housing and mixed-use projects in roles that range from providing specific services—such as market analysis, entitlements, or proforma development—to overall project management. Recent projects include the following.

- In 2017 he supported a local first-time developer in developing a mixed use housing project on a property he owned on Lake Street in South Minneapolis.*
- In 2018-2019, Tom served as the local project manager for an experienced San Francisco based developer on two ambitious upscale apartment developments, both in Northeast Minneapolis. One included office and retail components.*
- In 2020-2021, Tom supported a greater Minnesota based developer with a set of workforce apartment buildings in Marshall, Willmar, and Watertown, South Dakota.

Tom provided proforma, market analysis and grant pursuit services to a based first-time developer who is working to redevelop his property in Minneapolis.

E. Other Information

Proposed use of City staff as well as any equipment, materials or additional data that will be expected from the city at the onset of the project.

We have all technical competencies and graphic/document capabilities in house. Your support in organizing meetings and connecting us with stakeholders will be much appreciated. And we will make an information request to you at the beginning of the process, and would look to you to provide as much of that information as you can.

Agreement to accomplish the project within the time frame contained in this RFP.

We are committed to meeting your project timeline expectations for this project.

Estimated cost of the services to be provided under this proposal.

The proposed fee for this project is \$40,000.

Proposed services to be sub-contracted if any, anticipated subcontractors, and anticipated costs for these services

Our proposal team doesn't include any subconsultants.

Any additional terms or conditions, which are deemed necessary for entering into a contract with the City, should be attached or incorporated as part of the proposal

No additional terms or conditions are proposed.



Design with
community in mind



*Dept. of Legal & Administrative Services
Office of the City Clerk*
211 Walnut St. • P.O. Box 426 • Neenah WI 54957-0426
Phone 920-886-6100 • Fax 920-886-6109
e-mail cnagel@neenahwi.gov
CHARLOTTE NAGEL, WCMC
CITY CLERK

MEMORANDUM

DATE: June 25, 2024

TO: Mayor Lang, Members of the Common Council, and Members of the Public Services & Safety Committee,

FROM: Char Nagel, City Clerk
City Attorney David Rashid
Paralegal Becky DeWitt

RE: Ordinance 2024-13 Designated Outdoor Recreation Area

In March of 2024, Future Neenah Inc. (FNI) proposed creating a permanent Designated Outdoor Recreation Area (DORA) in downtown Neenah, similar to the DORA in the City of Oshkosh. At that time, City Attorney Rashid and Paralegal DeWitt worked with FNI to craft an ordinance to their satisfaction. The proposed ordinance was on the March 26th Public Services and Safety Committee agenda. The item was tabled because further research showed there were violations of state law in the proposed DORA program which needed to be incorporate in the ordinance.

Mayor Lang, Attorney Rashid, and City Nagel met with FNI to discuss how the state statutes would impact the proposed DORA. The bottom line is the intent of the DORA is to allow alcoholic drinks to be carried and consumed in the public outdoor spaces within a designated area during a specific timeframe. Possession and consumption of alcoholic beverages is prohibited in non-licensed businesses open to the public, and alcoholic drinks are prohibited from being carried into another licensed establishment. These statues were incorporated into the proposed ordinance 2024-13, along with other language that mirrors that of the City of Oshkosh.

Public Services and Safety Committee has the discretion to make a recommendation on Ordinance 2024-13 Establishing a permanent Designated Outdoor Recreation Area.



211 Walnut Street
Neenah, WI 54956

AN ORDINANCE: By DOLAS

Re: Amending Chapter 4 Businesses of the Code of Ordinances by establishing Section 4-109 Designated Outdoor Refreshment Area.

ORDINANCE NO. 2024-13

Introduced: June 25, 2024

Committee/Commission Action: _____

Public Services and Safety

AN ORDINANCE

The Common Council of the City of Neenah, Wisconsin, does ordain as follows:

Section 1. That Neenah Municipal Code, Chapter 4 Businesses is hereby amended by establishing Section 4-109 Designated Outdoor Refreshment Area so as to now read as follows:

Sec. 4-109. Designated Outdoor Refreshment Area

The Common Council may create exceptions to the prohibition of open intoxicants on public rights of way, whereby temporarily extending a "Class B", Class "B", "Class C" License and/or any permit or license issued under Wis. Stats. Ch. 125, by the State of Wisconsin, to a Designated Outdoor Area adjacent to the licensed premises.

The regulations for the DORA shall be as follows:

- (1) The DORA will commence at 210 Main Street continuing towards and along the 200 and 100 block of West Wisconsin Avenue and ending at and including 211 East Wisconsin Avenue. The DORA will also start at 116 South Commercial Street and conclude at the intersection of North Commercial Street and Wisconsin Avenue. (See Exhibit 1, attached to the ordinance from which this section is derived.)
- (2) The DORA will be allowed to operate within the months of April 1 through November 30, Thursday through Saturday, from the hours of 05:00 p.m. and 10:00 p.m..
- (3) During the DORA applicable hours of operation, open intoxicants may be carried and consumed on the sidewalks from 210 Main Street along the 200 and 100 blocks of West Wisconsin Avenue, continuing along East Wisconsin Avenue until 211 East Wisconsin Avenue. They may also be carried and consumed starting at 116 South Commercial Street flowing north until the intersection of North Commercial and Wisconsin Avenue, where the east-west corridor of the above-described DORA is joined.

- (4) Whether during the applicable periods as designated herein the 200 and 100 block of West Wisconsin Avenue are closed to traffic and barricaded or remain open, during the designated periods applicable (i.e. as specified in subsection (2) above), during such time open intoxicants may be lawfully carried and consumed only on the DORA designated public streets, sidewalks, and parking lots.
- (5) Permits will be required annually for use of the DORA by filing an application with the City Clerk and paying an application fee of \$350.00. The permit application for the DORA shall be due February 1 and shall be approved by the Common Council after review and recommendation by the Clerk.
 - (a) Participation decals: All licensed businesses participating in the DORA operations shall display a decal issued by the Clerk or designee indicating to the general public that it is a participating business in the DORA operations; and
 - (b) Non-participation decals. All non-participating licensed businesses shall display a decal issued by the Clerk or designee indicating to the general public that it is a non-participant in the DORA operations.
 - (c) Non-licensed premise decals. All non-licensed businesses open to the public shall display a decal issued by the Clerk or designee indicating to the general public that possession and/or consumption of alcoholic beverages are prohibited within the establishment.
- (6) All alcohol beverages sold by individual servings for removal from the licensed premises for consumption in the DORA shall be served in compliance with Wis. Stat. 125.51(3)(b). The licensee must seal the container of intoxicating liquor with a tamper-evident seal before the intoxicating liquor is removed from the premises. The customer then may open that container outside of the licensed establishment to consume within the DORA. The containers shall be unbreakable transparent containers, except the beverages may be served or possess in their original packaging/containers if those containers are not breakable (plastic or cans). Beverages sold or possessed in glass containers shall not be permitted to be opened or consumed on the public rights of way, streets, alleys, highways, or parking lots open to the public.
- (7) The DORA exception shall not permit the possession or consumption of any intoxicating liquor or fermented malt beverages in violation of the provisions of state statutes or other municipal codes, including but not limited to the possession or consumption of alcohol beverages on a licensed premises which were not purchased at that premises, possession or consumption of alcohol beverages on premises without a license that are open to the public, possession or consumption by underage persons, or any other violation.
- (8) The City shall retain the right to suspend or terminate the DORA at any time when in the judgment of the City or the City's representatives, specifically Chief of Police or Fire Chief, such action is necessary in the interest of public safety or to address issues and concerns that may arise in relation to the DORA, including but not limited to non-compliance of businesses/patrons with the conditions of this ordinance, trash and debris, or disorderly conduct associated with the operation of the DORA. Such suspension or termination shall be promptly reported to the Common Council who may review the suspension or termination at the next regular Council Meeting.

- (9) The City will not be responsible for the additional cleanup costs of carrying out this program including, for example, additional refuse collection.
- (10) Upon approval of the DORA by the Common Council, the following ordinances of the Neenah Municipal Code shall be temporarily suspended and not applicable or enforceable inside the DORA boundaries during the designated time frame:
 - (a) 4-95(b)(1). Alcohol Beverages—Restrictions.
 - (b) 4-103. Alcohol Beverages—Intoxicants, Consumption and Possession.
 - (c) 4-106(d). Alcohol Beverages—Outdoor service/beer gardens.
 - (d) 11-3(a)(b)(1-2). Offenses and miscellaneous provisions—Fermented malt beverages or intoxicating liquor on public property and commercial quadricycles prohibited; exceptions.
 - (e) 11-87. Obstructing streets and sidewalks prohibited.
- (11) The license holder shall in all regards comply with the requirements of Wis. Stats. Ch. 125 regarding the regulation of alcohol beverages.

(Ord. No. 2024-13, § 125, 6-25-2024)

Section 2. Severability. In the event any section, subsection, clause, phrase or portion of this ordinance be for any reason held illegal, invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not otherwise affect the validity of the remainder of this ordinance. It is the legislative intent of the Common Council that this ordinance would have been adopted if such illegal provision had not been included or any illegal application had not been made.

Section 3. Repeal and Effective Date. All ordinances or parts of ordinances and resolutions in conflict herewith are hereby repealed. This ordinance shall take effect from and after its passage and publication.

Moved by: _____ Adopted: _____ Approved: _____ Published: _____	Approved: _____ Jane B. Lang, Mayor Attest: _____ Charlotte K. Nagel, City Clerk
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MEMORANDUM

DATE: March 26, 2024

TO: Chairman Lendrum, Mayor Lang, and Members of the Public Services and Safety Committee, Attorney Rashid, and Paralegal DeWitt

FROM: Char Nagel, City Clerk

RE: Designated Outdoor Recreation Area (DORA)

The intent of a DORA is in the name itself, outdoor. A DORA allows residents, visitors, and guests to carry alcoholic beverages in public outdoor spaces within a designated area during a specified timeframe. It was created to allow outdoor movement between indoor businesses. DORAs gained popularity during the covid pandemic to not only keep local bars and restaurants in business but also to provide some type of entrainment while promoting social distancing.

There is no doubt that DORAs are both popular and legal as long as the city suspends its open intoxicant rules and provides clear rules as to how the DORA is going to function. DORA rules must incorporate Chapter 125 Alcohol Beverages statutes which are as follows:

125.09(1) – Public place: No owner, lessee, or person in charge of a public place may permit the consumption of alcohol beverages on the premises of the public place, unless the person has an appropriate retail license or permit. Public place is understood to mean a business not holding any type of license.

125.26(1) & 125.51(3)(a) – Allows for the purchase and consumption of beer or intoxicating liquor on the licensed premises for on or off premises consumption.

123.32(6)(a) - Except as provided in s. [125.33 \(2\) \(o\)](#) or [\(12\)](#), [125.69 \(9\)](#), or [125.70](#), and subject to par. [\(c\)](#), no person may possess on the premises covered by a retail or wholesale fermented malt beverages license or permit any alcohol beverages not authorized by law for sale on the premises. Commonly known as “no carry-ins”.

125.51(3)(b) - In all municipalities electing by ordinance to come under this paragraph, a retail “Class B” license authorizes the sale of intoxicating liquor to be consumed by the glass on the premises where sold or off the premises if the licensee seals the container of intoxicating liquor with a tamper-evident seal before the intoxicating liquor is removed from the premises. The “Class B” license also authorizes the sale of intoxicating liquor in the original package or container, in any quantity, to be consumed off the premises where sold. Commonly known as “to go cocktails”

The proposed DORA ordinance and plan needs functionality clarification on how the state statute requirements are going to be met. Since Future Neenah has pointed to the City of Oshkosh as an example of a successful DORA, I asked the Oshkosh City Clerk for the DORA ordinance. Oshkosh did not pass the DORA via ordinance; the DORA was established by resolution. Attached to this memo is Oshkosh Resolution 22-545 which was adopted in a 6-1 Council vote on December 13, 2022. Also attached is a memo from Oshkosh City Manager Mark Rohloff in support of the DORA. Mr. Rohloff's memo speaks very positively about the DORA and impact on the city. However, Resolution 22-545 is very clear on the functionality of the DORA, the expectations, and the rules. How the DORA functions is very clearly communicated to participants through a short video which could be accessed by a QR code. The QR code is posted in several places within the DORA limits so people can view the video on their cell phones at any time. With clear expectations and rules there is a better customer experience with the program, an experience that will have patrons returning time and time again.

With that said, a step back needs to be taken here. The ordinance needs to incorporate the state statutes cited in this memo. Once the incorporation of the statutes is made, it will give a clear functioning structure to the DORA which aligns with the true spirit of a Designated Outdoor Recreation Area.

Here is the link to Downtown Oshkosh DORA Video:

<https://downtownoshkosh.com/dora/>

(CARRIED 6-1 LOST _____ LAID OVER _____ WITHDRAWN _____)
(*As Amended)

PURPOSE: APPROVE DESIGNATED OUTDOOR REFRESHMENT AREA (DORA) FOR THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID) AREA

INITIATED BY: BID

WHEREAS, the Common Council by Ordinance 22-271 adopted on June 28, 2022 modified Section 17-7 of the City's Municipal Code to allow for the creation of a Designated Outdoor Refreshment Area (DORA) to permit the carrying of open containers and consumption of alcoholic beverages within the boundaries of a DORA, during such times and under such conditions as the Council may specifically permit; and

WHEREAS, on June 28, 2022, Council adopted Resolution 22-272, granting a request by the Downtown Business Improvement District to create a DORA District to allow for alcoholic beverages to be consumed outdoors within an area generally around the North Main Street downtown area; and

WHEREAS, the Council finds that it is reasonable to create an exception to the open intoxicants ordinance within the area requested under the conditions specified below.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Oshkosh that pursuant to Section 17-7 of the City of Oshkosh Municipal Code permitting the Common Council to create exceptions to the prohibition on open intoxicants on public rights of way, there is hereby created a Designated Outdoor Refreshment Area (DORA) permitting the carrying and consumption of open intoxicants as an exception to Section 17-7 of the City of Oshkosh Municipal Code in compliance with the following conditions:

- The boundaries of the Designated Outdoor Refreshment Area (DORA) shall be defined as shown on the attached Exhibit A "Downtown DORA District".
- The exception to the open intoxicants ordinance shall only permit the carrying and consumption of alcohol beverages within the boundaries of the District during the hours of 1 pm to 10 pm on Wednesdays through Saturdays.

- That this exception shall not apply on the following dates (open intoxicants shall not be permitted on the following dates):

The first Saturdays in April and October, and any other day(s) designated by the City Manager

- As specified in Section 17-7 carrying and consumption of open intoxicants within the DORA is limited to sidewalks and other portions of the public right of way not open to vehicular traffic including crosswalks or other pedestrian crossing areas while persons are lawfully crossing the street, alley or highway; and public rights of way, streets, alleys, sidewalks and highways that are closed to the public for a Special Event under Chapter 5 of the City Municipal Code.
- The carrying and consumption of open intoxicants shall not be permitted within or upon the property of the City of Oshkosh Transit Center located at 110 Pearl Avenue.
- The exception shall not permit the possession or consumption of intoxicating liquor or fermented malt beverages in or on parking lots or premises held out to the public for use of motor vehicles; nor upon any private property without permission of the owner or occupant.
- The exception shall not permit the possession or consumption of any intoxicating liquor or fermented malt beverages in violation of the provisions of state statutes or other municipal codes, including but not limited to the possession or consumption of alcohol beverages on a licensed premises which were not purchased at that premises, possession or consumption of alcohol beverages on premises without a license that are open to the public, possession or consumption by underage persons or any other violation.
- All alcohol beverages sold by individual servings for removal from a licensed premises for consumption within the DORA shall be served in unbreakable transparent or semi-transparent containers, except the beverages may be served or possessed in their original packaging/containers if those containers are not breakable (plastic or cans).
- Beverages sold or possessed in glass containers shall not be permitted to be opened or consumed on the public right of way, streets, alleys, highways or parking lots open to the public.
- The City shall retain the right to suspend or terminate the DORA at any

time when in the judgment of the City or the City's representatives, specifically the City Manager or Chief of Police of the City of Oshkosh, such action is necessary in the interest of public safety or to address issues and concerns that may arise in relation to the DORA, including but not limited to non-compliance of businesses/patrons with the conditions of this resolution, trash and debris or disorderly conduct associated with the operation of the DORA district. Such suspension or termination shall be promptly reported to the Common Council who may review the suspension or termination at a Council Meeting upon the request of any member of the Council.

- The City will be responsible for the additional costs of carrying out this program including, for example, additional police patrols and additional refuse collection.

*Change hours to Wednesday – Friday 5-10PM and Saturday 1PM-10PM.
Allow permit 4/1/2023 to 3/31/2024 to be reviewed by City Council in December 2023.



TO: Honorable Mayor & Members of the Common Council
FROM: Mark Rohloff, City Manager
DATE: December 8, 2022
RE: Approve Designated Outdoor Refreshment Area (DORA) for
Downtown BID

BACKGROUND

In June 2022, council adopted a municipal code amendment to allow for the creation of a Designated Outdoor Refreshment Area (DORA) as an exception to our restrictions on alcoholic beverage consumption in public areas. Council approved a specific pilot project for a DORA district in the downtown area. Following the end of the pilot project, I met with representatives of the BID to review the 2022 DORA season and discuss their plans for 2023. Overall, the first year of the DORA proved to be successful, with no incidents to report from the Police Department. Based on this experience, special Police staffing for the DORA was suspended after Labor Day. Although there have been a few complaints about trash, these are typically identified after a full evening of activity in the downtown area, and cannot be directly attributed to DORA.

ANALYSIS

Based on the success of the first year under the pilot program, the BID is asking that the DORA season for 2023 begin on April 1 and continue year around thereafter. Because of the interest in events in the downtown area both during the week and on weekends, the BID is also asking that the DORA be authorized from Wednesday through Saturday nights, at a single consistent time period of 1 PM to 10 PM. This will not conflict with the Saturday Farmers Market, and will allow the DORA to be used during a Wednesday night concert series in the summer, Waterfest, and other Saturday special events such as Oshkosh Jazz Fest. Ultimately, there is a goal of hosting winter events, so extending the DORA throughout the year is something they would like to pursue.

Chief Smith believes that the downtown DORA, as currently presented, does not represent a public safety concern at this time. With that said, staff reserves the right to restrict a DORA, under certain circumstances, including during family oriented events, such as the holiday parade. We will work with the BID to identify these potential restricted dates and times.

FISCAL IMPACT

Police Chief Smith believes that under current circumstances, no special detail is necessary for DORA, so no fiscal impact is anticipated. The BID will continue to work with a local agency to coordinate special trash pick-ups if needed, so there are no expected costs at this time.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Mark Rohloff', is positioned above the typed name.

Mark Rohloff
City Manager

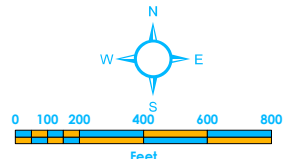


P-01	300 West Lot	115 Algoma Blvd.
P-02	Convention Center North	110 State St.
P-03	400 East Lot	443 Jefferson St.
P-05	Grand South Lot	125 High Ave.
P-06	Hotel Ramp	95 Commerce St.
P-07	Library Lot	106 Washington Ave.
P-09	Otter Lot	115 Otter Ave.
P-10	200 East Lot	205 State St.
P-11	200 West Lot	10 Pearl Ave.
P-12	Recreation Dept. Lot	425 Division St.
P-13	Convention Center East	201 Ceape Ave.
P-14	State Lot	306 State St.
P-15	300 East Lot	17 Washington Ave.
P-16	400 West Lot	17 Church Ave.
P-17	500 West Lot	20 Church Ave.
P-18	Leach Lot	303 Ceape Ave.



Exhibit A

Downtown DORA District



Document Path: H:\Jeff\Arc Map Projects\BID Maps\DORA Map.mxd

Designated outdoor refreshment area.

The City Clerk has the authority to issue a designated outdoor refreshment area (hereafter DORA) license with a Class A special event as described in Chapter 14, Article V of the Neenah Municipal Code. With this issuance the Common Council may temporarily extend a "Class B," Class "B," "Class C" License and/or any permit or license issued under Wis. Stats. Ch. 125, by the State of Wisconsin. The regulations for the DORA shall be as follows:

- (1) The DORA will commence at 210 Main Street continuing towards and along the 200 and 100 block of West Wisconsin Avenue and ending at and including 211 East Wisconsin Avenue. The DORA will also start at 116 South Commercial Street and conclude at the intersection of North Commercial Street and Wisconsin Avenue. (See Exhibit 1, attached to the ordinance from which this section is derived.)
- (2) The DORA will be allowed to operate within the months of April 1 through November 30, Thursday through Saturday, from the hours of 05:00 p.m. and 10:00 p.m..
- (3) During the event open intoxicants may be carried and consumed on the sidewalks from 210 Main Street along the 200 and 100 blocks of West Wisconsin Avenue, continuing along East Wisconsin Avenue until 211 East Wisconsin Avenue. They may also be carried and consumed starting at 116 South Commercial Street flowing north until the intersection of North Commercial and Wisconsin Avenue, where the east-west corridor of the above-described DORA is joined.
- (4) Whether during the applicable periods as designated herein the 200 and 100 block of West Wisconsin Avenue are closed to traffic and barricaded or remain open, during the designated periods applicable (i.e. as specified in subsection (2) above), during such time open intoxicants may be lawfully carried and consumed only on the DORA designated public streets, sidewalks, and parking lots.
- (5) Permits will be required annually for use of the DORA. by filing an application with the City Clerk and paying an application fee of \$350.00. The permit application for the DORA shall be due March 1 and shall be approved by Common Council after review and recommendation by the Clerk.
 - (a) Participation decals: Any participating business shall display a decal issued by the Clerk or designee indicating to the general public that it is a business participating in the DORA district; and
 - (b) Non-participation decals. Any business located in the DORA designated area that chooses not to participate shall indicate its decision to "opt out" of the district by displaying a decal so indicating its non-participation.
- (6) Upon approval of the DORA by the Clerk, the following ordinances of the Neenah Municipal Code shall be temporarily suspended and not applicable or in force inside the DORA during the designated time frame:
 - a. 4-95(b)(1). Alcohol Beverages—Restrictions.
 - b. 4-103. Alcohol Beverages—Intoxicants, Consumption and Possession.
 - c. 4-106(d). Alcohol Beverages—Outdoor service/beer gardens.
 - d. 11-3(a)(b)(1-2). Offenses and miscellaneous provisions—Fermented malt beverages or intoxicating liquor on public property and commercial quadricycles prohibited; exceptions.
 - e. 11-87. Obstructing streets and sidewalks prohibited.
- (7) The license holder shall in all regards comply with the requirements of Wis. Stats. Ch. 125 regarding the regulation of alcohol beverages.

(Ord. No. 2023-08, § 1, 6-7-2023)



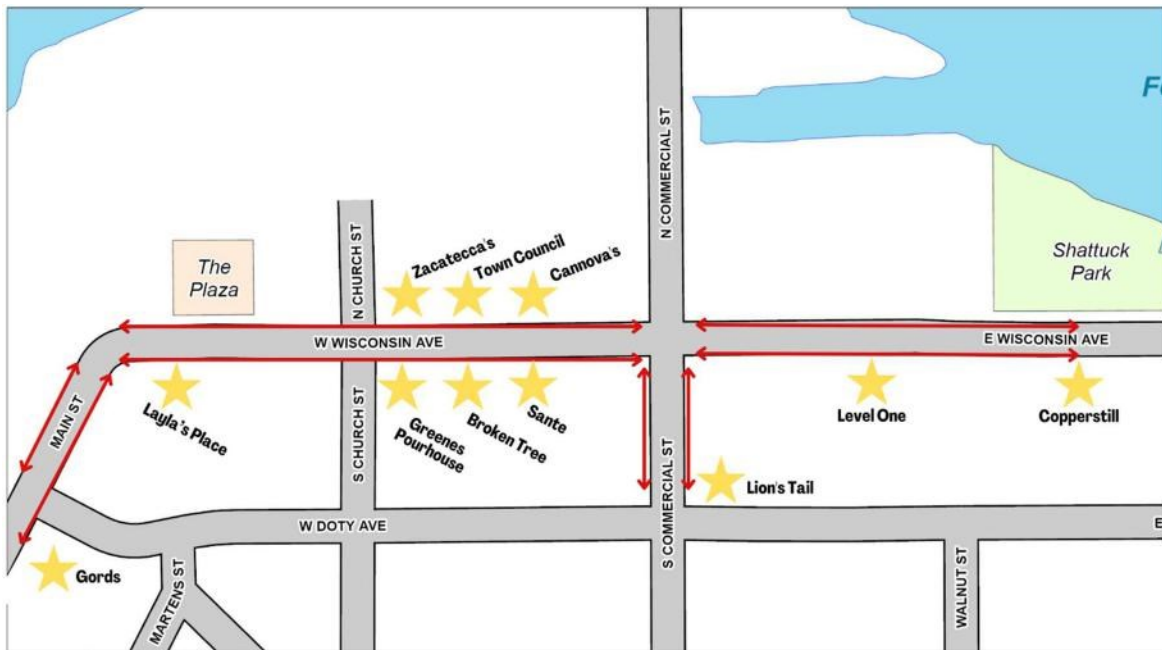
Neenah Downtown Business Improvement District Designated Outdoor Refreshment Area (DORA)



"The DORA essentially draws a mapped-out district, typically within a downtown or mixed-use area, in which patrons 21 and over purchase alcoholic beverages from approved restaurants and carry their drinks outside and within the DORA boundaries."

History:

- Introduced DORA, on 10/24/22, to FNI Board of Directors as a way to ensure equity, drive economic development, and enhance cultural experience.
- Conducted research, talked to like minded organizations in Ohio, talked with city officials, and had conversations with bar/restaurant owners.
- Public Services & Safety (5/30) & Common Council (6/7) passed a TDORA (Temporary).
- TDORA was executed flawlessly at the June and August 2023 Street concerts.
- Follow-up meetings were held with city officials, Neenah Police Department, and bars/restaurants all of whom reported a positive experience.
- The DORA generated \$43,875 in economic impact with all bars/restaurants sharing in the benefit.



Map Key:

↔ DORA beverage permitted on these sidewalks ★ Bar or restaurant participating

Next Phase (Expansion to full-time DORA):

- Proposing 12Noon to 10PM Thursday through Saturday (April 1st to November 30th)
- We've had discussions with the following individuals/groups with positive feedback:
 - Chief Olson & Ass't Chief Bernice
 - Council President Brian Borchardt and other alderman
 - Bar & Restaurants
 - Retail & Service Providers
 - Mayor Lang & David Rashid (City Attorney)

- Both making calls to Oshkosh, Downtown Chillicothe, OH, & Marietta Main Street, OH all of whom are DORA communities.
- Cari Lendrum – Public Service & Safety

Next Steps:

- March 26th – Public Services & Safety
- April 3rd – Common Council

Implementation:

- Starting April 18, 2024. Upon successful passage, we would introduce it to add to the experience of our “Shop & Stroll Spring Edition”.

Benefits/Values of DORA:

- Increases visitors to bars + restaurants: Bars + restaurants will be able to turn over more guests by allowing for quick, to-go service of DORA drinks. Bars + restaurants will also be able to increase sales of alcoholic beverages by providing DORA drinks to-go as visitors desire to walk around downtown and extend their visit in Neenah.
- Allows for social distancing: With limitations on capacity in downtown bars + restaurants, creating a DORA would generate revenue for these establishments without having to seat diners.
- Lengthens time visitors spend downtown: A DORA would enhance the atmosphere downtown by allowing drinks to be enjoyed within the downtown business District, thus enabling visitors to stay longer and spend more money. It's no secret that customer retention is key to increasing revenue. Visitors will stroll with their drinks, peruse retail shops, and stay longer with DORA. (Communities with DORA experience visitors spending 2 hours longer downtown.)
- Creates an enhanced, unique experience in Neenah: Compared to other communities, activating a DORA in Neenah would set our town apart by enhancing the visitor experience, serving as a selling point for increased tourism, and by providing a tool for economic development when leveraged to encourage additional small businesses to open downtown. Additionally, downtown events would be enhanced by an increase in foot traffic for downtown retailers and participants to support local bars + restaurants without the commitment of a sit-down meal.
- Increases retail sales: Creating more opportunities for foot traffic downtown is key to supporting downtown retailers. Activating a DORA would create more opportunities for visitors to support downtown bars + restaurants AND retailers anytime they visit downtown during DORA hours.





211 Walnut Street
Neenah, WI 54956

AN ORDINANCE: By DOLAS
Re: Amending Chapter 14, Article V Special
Event Permit of the Code of Ordinances

ORDINANCE NO. 2024-14
Introduced: June 23, 2024
Committee/Commission Action: _____ -

AN ORDINANCE

The Common Council of the City of Neenah, Wisconsin, does ordain as follows:

Section 1. That Neenah Municipal Code, Chapter 14 Streets, Sidewalks, and Other Public Places, Article V Special Event Permit is hereby amended so as to now read as follows:

CHAPTER 14 – STREETS, SIDEWALKS, AND OTHER PUBLIC PLACES ARTICLE V. SPECIAL EVENT PERMIT

Sec. 14-125. Purpose.

The purpose of Special Events is to promote, elevate and highlight the City of Neenah as a desirable community in which to visit, work, and have fun in. These events, organized by individuals, private groups and not-for-profit organizations serve an important role in showcasing the City’s quality of life and can provide benefits to the community as a whole. This section is to provide reasonable restrictions for special events, in order to protect public health, safety and welfare, while making the application process simple for applicants.

Sec. 14-126. Definitions.

Applicant means the organizer of a special event, who applies for a permit under this Section.

Business Improvement District means the 100 and 200 block of W. Wisconsin Avenue herein referred to as the BID District.

Class A High-Impact Event is a designation for an event that meets any of the following criteria:

- a. The crowd size exceeds 200 attendees at any one point in time.
- b. A Travel Lane is to be closed except if a Permit for the Event has been approved within the two previous years and the plan footprint remains unchanged or if the Event satisfies the criteria of a Class C designation.

- c. A municipal code variance is required except if a Permit for the Event has been approved within the two previous years and the parameters of the municipal code variance remains unchanged.
- d. Intoxicating beverages are to be served or consumed in association with the Event.
- e. A complaint or grievance has been formally filed against it, whether presently or historically.
- f. A financial hardship condition exists per Sec. 14-132(c).

Class B Low-Impact Event is an event designation assigned if a “Class A” or “Class C” designation does not apply.

Class C Small Neighborhood Event is an event designation that shall apply to any neighborhood celebration, block party, wedding, graduation party, rummage sale, or other like event in which all of the following conditions are met:

- a. The Organizer is an individual, small nonprofit or neighborhood association which resides within the City of Neenah City limits.
- b. The crowd size does not exceed 200 attendees at any one point in time.
- c. The Event does not take place on, close off, or block a Major Street.
- d. No structures, including but not limited to, tents, canopies, portable restrooms, and stages are placed within the roadway.
- e. The Event does not require a municipal code variance.

Event means an organized gathering which occurs on a limited basis including, but not limited to, festivals, exhibitions, concerts, celebrations, ceremonies, parades, marches, rallies, walkathons, and tournaments.

Major Street means any principal arterial street, minor arterial street, or collector street as defined and mapped by the Department of Transportation functional classification system.

Organizer means any person, firm, partnership, association, corporation company or organization of any kind organizing an Event within the City.

Special Event Coordinator means the person, or committee, appointed by the Mayor who will coordinate between applicants and City departments, ensuring appropriate departmental approval of special events applications.

Travel Lane means the portion of the roadway designated and intended for through travel of vehicles, specifically excluding shoulders, sidewalks, terraces and parking lanes. The edge of a travel lane may be delineated by a solid white painted edge line where present; or the edge of a pavement where no marked edge line is present, and parking is permitted.

Temporary Designated Outdoor Refreshment Area (TDORA) means a specific temporary area as described in 4-108 (2), (3), that is applicable to a Class A High Impact event, that extends the geographic area where open alcoholic beverages may be carried and consumed during the event.

Weekday means Monday, Tuesday, Wednesday, Thursday, and Friday.

Weekend means Saturday and Sunday.

Sec. 14-127. Permit Required.

No person shall conduct, manage, or engage in a special event unless a required permit has been approved by the appropriate entity regarding the event type. Any person seeking to offer goods and/or services at a special event is responsible for verifying that the required permit has been approved as described herein prior to participating in the event. Neither the City's review of any permit application nor its subsequent issuance of a permit shall be construed as acceptance by the City or its representatives of any liability or responsibility for any damage relating to the special event.

Sec. 14-128. Exemptions.

This article shall not apply to funeral processions, governmental agencies acting within the scope of their functions, or Class C Small Neighborhood Events as defined in Section 14-126.

Sec. 14-129. Business Improvement District (BID District)

The BID District may host up to four events per calendar year. Events shall take place on weekdays, between the hours of 5:00 p.m. and 8:00 p.m.. No Special Events that close vehicle traffic shall take place in the BID District at any time during the weekend.

- a. Exemptions. Memorial Day, 4th of July, Labor Day, and Homecoming parades are exempt from the aforementioned BID restrictions.

Sec. 14-129. Application.

- a. *Deadlines.* An application for a special event permit shall be filed with the Special Event Coordinator in the following timeframes:
 1. For a Class A event, not less than 45 days before the event is to take place.
 2. For a Class B event, not less than 20 days before the event is to take place.
 3. Late applications. The City, where good cause is shown, may consider an application that is filed after the expiration of the filing period, and provided that the entity authorized to issue the Permit has sufficient time to review the application and issue a Permit. The authority granted by Article III, Section 4-66 of the Neenah Municipal Code to the Mayor to issue permits after a late filing shall apply to permits issued under this article.
- b. *Filing and Contents.* The applicant shall submit the application form prescribed by the Special Events Coordinator, which shall set forth the following information:
 1. The name, address, telephone number, and e-mail address of the person seeking to conduct such event.
 2. The name, address, telephone number, and e-mail address of the applicant.

3. The dates of the special event. If the special event consists of a series of consecutive or successive days or times event occurring in the same location, include all applicable dates/times.
4. A detailed map identifying all relevant information including but not limited to:
 - a. The event location or route to be traveled, the starting and termination points, and any other important points along the route;
 - b. The portions of the sidewalk, street, or other right-of-way proposed to be included or utilized in the event;
 - c. The location of any tents or other structures;
 - d. The location of any vendors not located within a tent or other structure;
 - e. Points of ingress and egress;
 - f. Any location at which alcohol will be sold; and
 - g. Any other significant information to be noted.
5. How much time is needed to set up prior to the event and how much time is needed to tear-down after the event.
6. A written description of the event location or route to be traveled, the starting point, the termination point, and any other important points to be noted. The written description should match the map provided.
7. A written description of the assembly areas for such event. Streets and nearest intersections should be used in describing the location. The written description should match the map provided.
8. The approximate number of attendees anticipated, whether any animals or vehicles will be included in the event, the type of and number animals, a description and number of the vehicles and a description of how the animals and vehicles will be utilized.
9. The start and end time of the event. For any event beginning prior to 10:00 a.m. or continuing past 10:00 p.m., the applicant must indicate whether any necessary permits have been obtained pursuant to applicable City noise ordinances (see Article IV Division 3).
10. If multiple activities will occur during the special event, a list of times when any activity of the event will begin, as well as the time when participants are expected to begin gathering at all assembly areas.
11. Whether alcohol beverages will be served and/or consumed in connection with the event, the locations of such activities, and whether all necessary licenses have been obtained.
12. A crisis management plan is required if the Emergency Management policy that is provided by the City (See Article II Section 6-19 et seq) will not be followed.
13. Any additional information which the Special Event Coordinator finds reasonably necessary to determine whether a permit should be issued: any such request for further information shall be communicated sufficiently ahead of time so as not to unreasonably delay the application approval process or the Event itself.

- c. *Insurance and indemnification.* Proof of insurance and indemnification is required for all events. The applicant shall furnish a certificate of insurance and indemnification meeting the requirements set by the resolution of the Common Council.
- d. *Application fee and Late application fee.* A nonrefundable application fee to cover the administrative costs of processing the permit shall be paid to the City by the applicant when the application is filed, in accordance with the City of Neenah Fees for Services Schedule. If submitted late, the late application fee shall additionally apply as set forth in the City of Neenah Fees for Services Schedule.

Sec. 14-130. Permit Requirements.

Completed applications for a special event permit shall be filed with the Special Events Coordinator and shall acknowledge and provide the following:

- a. Special Events must comply with all applicable City ordinances and requirements, including but not limited to traffic rules, street closures, park rules, state health laws, fire codes, building codes, zoning, food service, and fermented malt beverage and liquor license requirements.
- b. The applicant shall identify a designated person who may be contacted at any time by any City representative, such as police, fire, or public works, regarding the event.
- c. The Special Events Coordinator shall refer the application for review and comment by the following City departments: clerk, police, fire, public works, and parks and recreation.
- d. The approval of any special event permit application shall also be conditioned upon the approval of all other necessary permits, licenses, and inspections when any one or more of the following conditions applies:
 - 1. A temporary extension of existing licensed premises for outdoor event or TDORA (fermented malt beverages and/or intoxicating liquor license) as defined in Article IV Section 108;
 - 2. A temporary designated outdoor refreshment area license for special event (fermented malt beverages and/or intoxicating liquor license) as defined in Article IV Section 107:
 - 3. Temporary Class "B" license for the sale of fermented malt beverages;
 - 4. Temporary Class "B" license for the sale of wine;
 - 5. Tents erected for use at the special event;
 - 6. Food peddler license;
 - 7. Park rental permit;
 - 8. Fireworks displays requiring a permit by the Neenah Menasha Fire Rescue; and
 - 9. Any other permit or license required by ordinance of the City of Neenah.
- e. The applicant shall use all reasonable efforts to ensure that participants and attendees comply with all City ordinances, traffic rules, park rules, state health laws, fire codes, and other licensing requirements.

Sec. 14-131. Regulations.

Applicants shall also comply with, and applications shall address the regulations set out in this section. Supporting material, if required, must be attached to the application. Additional information may be required upon review by the Special Events Coordinator. Any such request for additional information shall be conveyed sufficiently ahead of time so as not to unreasonably delay the application approval process or the Event itself.

- a. Parking
 1. The applicant shall take all reasonable precautions to minimize adverse effects from the Special Event on the neighborhoods directly affected by parking and traffic related concerns.
 2. The application shall indicate areas reserved for off-street parking, or which the applicant reasonably expects to be utilized by event participants and attendees for off-street parking.
- b. Security. The applicant shall ensure through coordination with the Neenah Police Department that all necessary and appropriate security and safety is provided for the event. The Police Department may be required, at its discretion, to be directly involved in the Special Event, with the costs of any Extraordinary Services to be borne by the Special Event applicant if required by the Common Council.
- c. Toilets and sanitation facilities. The applicant shall provide, at the applicant's cost, sufficient toilet and sanitation facilities for the estimated maximum daily peak number of expected attendees during the special event.
- d. Illumination. If the special event is to continue during hours of darkness, it shall provide all necessary lighting to reasonably ensure the safety of event attendees.
- e. Refuse and Recycling Removal. The applicant shall make all reasonable efforts to:
 1. Pick up litter and refuse during the event, and for removing all litter and refuse accumulated during the event within twenty-four (24) hours after the conclusion of the event. The event organizer is responsible not only for the event grounds but will also take all reasonable measures for the removal of litter and refuse attributable to the event from any affected and surrounding neighborhoods and properties.
 2. Provide adequate recycling receptacles and pick up all recyclable materials and dispose of same in accordance with Chapter 287, Wisconsin Statutes, and related administrative rules contained in Wisconsin Administrative Code, Chapters NR 542-549.
- f. Notification. If the special event will require closing or partially closing one or more streets, the applicant shall provide reasonable advance notice, as supplied by the Special Events Coordinator, to residents and/or businesses abutting or enclosed within the location of the special event at least ten (10) days in advance of the event; and shall confirm the approval of such street closures with the Department of Public Works, the Neenah Police Department, and the Neenah-Menasha Fire Department.
- g. Traffic Control. Barricades or other traffic control shall be required for street closures or pursuant to a security plan. Barricades may be available for rent from the City with costs of any Extraordinary Services to be borne by the Special Event Organizer. All barricades used for a special event shall meet standards set forth in the Manual on Uniform Traffic Control Devices. The organizer shall coordinate all required use of barricades with the Department of Public Works.
- h. Service Fees. Services may be requested by the applicant or required by the City. The Organizer shall agree to pay fees for services provided by the City for the Event, which fees shall be billed to the Organizer by the City after conclusion of the event.

All applicable service fees shall be set forth in the City of Neenah Fees for Services Schedule or as charged by the applicable department providing services.

Sec. 14-132. Administration

- a. Authority. The Special Event Coordinator shall review the comments and recommendations submitted by the City staff and shall approve, modify and approve, approve with conditions or deny the application. The Special Event Coordinator shall notify the applicant of this decision within 5 business days of making the decision.
- a.1. Exception. Any Special Event Application received in the “Not Listed” Category on the application form shall come before the Public Services and Safety Committee for recommendation to the Common Council.
- b. Standards. To the extent permitted by law, the Special Event Coordinator may base the decision regarding an application for a special event permit on one or more of the following:
1. A prior experience of the applicant in holding any event, or holding the special event, which is the subject of application, will be considered and may impact the issuance of special event permits. The Special Events Coordinator may deny an application for a permit if the applicant has on prior occasions made material misrepresentations regarding the nature or scope of any event or activity previously permitted, has held prior special events without proper permitting or licensing, or has violated the terms of a prior permit issued to or on behalf of the applicant.
 2. A permit may be denied, or conditions place thereon, based upon considerations of the health, safety, and welfare of the community, and of the anticipated costs to the City of holding such an event.
 3. The application is not fully completed or applicant failed to include additional information as requested.
 4. The application contains material falsehood or misrepresentations.
 5. The applicant is not legally competent to sign a contract, or to be held responsible for applicant’s actions.
 6. The intended special event, use or activity would present an unreasonable danger to the health and safety of individuals expected to participate in the event, the neighborhood in which the event will take place, or City property and resources required to be involved with the proposed event.
 7. Activities expected to occur at the intended special event are prohibited by law;
 8. The intended special event would result in a concentration of persons, vehicles, or things which cannot be supported at the requested time or location due to lack of sufficient open areas, streets, offsite parking, or traffic controls.
 9. Failure to provide an insurance certificate as required.
- c. Hardship. If an Event Organizer can meet all the other, non-monetary conditions for issuance of a permit but lacks sufficient funds to pay the fees for same, the applicant may apply for any available grants or a waiver of the applicable fees and costs. Upon such waiver application, the Special Event Coordinator may request a financial disclosure statement from the Organizer and may consider any and all information therein disclosed in making a determination regarding the hardship waiver. Any

decision of the Special Event Coordinator to deny a hardship waiver request shall be subject to the appeal process in Section 14-133 hereof.

Sec. 14-133. Appeal.

- a. Any person aggrieved by any decision of the Special Event Coordinator relating to the granting, denial, suspension, cancellation of a special event permit may appeal the decision to the Public Services and Safety Committee. Such appeal shall be filed with the Special Event Coordinator within (30) thirty days after the action taken or the notification to the applicant of the decision regarding the special event permit.
- b. Upon receipt by the Special Event Coordinator of a signed statement of appeal hereunder, the Public Services and Safety Committee shall hold an appeal hearing where the aggrieved party may be heard concerning their appeal. The Public Services and Safety Committee shall issue a determination upholding or overruling the action of the Special Event Coordinator orally at the appeal hearing. The appellant will be notified in writing within 3 days thereof.

Sec. 14-134. Event Cancellation.

The Special Event Coordinator, Chief of Police, or his designee, the Chief of Fire, or his designee, or the Director of Public Works, or his designee, may suspend or cancel a special event permit at any time and without prior notice if:

- a. The applicant fails to comply with any conditions placed on the permit;
- b. The applicant violates the requirements of this article or any other applicable federal, state, local laws;
- c. Conditions exist which would adversely affect public health or safety;
- d. Conditions exist that would place facilities, grounds, or other natural resources at a substantial risk of damage or destruction if the special event were permitted to take place.

Sec. 14-135. Penalty.

In addition to any other penalty, any person convicted of violating any of the provisions of this article or any of the conditions of the permit issued in accordance with this article shall be subject to a forfeiture as provided by Sec. 1-20 of Chapter 1, Article II, the Neenah Municipal Code.

Sec. 14-136. Public conduct during event.

- a. Interference. No person shall unreasonably hamper, obstruct or impede, or interfere with any event or with any person, vehicle or animal participating or used in an event.
- b. Driving through event. No driver of a vehicle shall drive between the vehicles or persons comprising an event when the vehicles or person are in motion and are conspicuously designated as a parade unless directed to do so by a traffic official.
- c. Parking on event route. The Chief of Police or Traffic Engineer may prohibit or restrict the parking of vehicles along a highway or part of a highway constituting a part of the route of an event and shall post signs to that effect; and no person shall park or leave unattended any vehicle in violation of such restriction. No person shall be liable for parking on a street unposted in violation of this section. Vehicles in violation of this subsection may be towed at the owner's expense.

- d. **Damage to Property.** The Organizer shall reimburse the City for any and all damage caused to City property as a result of the event, and shall hold harmless and indemnify the City for any and all claims by third parties from damage to other, private property resulting from the event.

Section 2. Severability. In the event any section, subsection, clause, phrase or portion of this ordinance be for any reason held illegal, invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not otherwise affect the validity of the remainder of this ordinance. It is the legislative intent of the Common Council that this ordinance would have been adopted if such illegal provision had not been included or any illegal application had not been made.

Section 3. Repeal and Effective Date. All ordinances or parts of ordinances and resolutions in conflict herewith are hereby repealed. This ordinance shall take effect from and after its passage and publication.

Approved:

Jane B. Lang, Mayor

Attest:

Charlotte K. Nagel, City Clerk

Moved by: _____

Adopted: _____

Approved: _____

Published: _____



M E M O R A N D U M

DATE: May 31, 2024
TO: Mayor Lang and Members of the Public Services & Safety Committee
FROM: James Merten, Traffic Engineer
RE: Proposed Lane Marking & Parking Regulation Changes to Tullar Road Reconsideration

This topic was last discussed at the May 7th Public Services & Safety Committee (PSSC). The outcome of that discussion was to hold off on the pavement marking project due to concerns regarding parking regulation changes and due to the unknown status of parking lot improvements at the Neenah Middle School.

Staff has since spoken with the Neenah Joint School District Director of Facilities regarding upcoming projects for the Neenah Middle School. It was determined that while there is potential to incorporate on-site traffic flow improvements, any adjustments made would most likely not result in requiring modifications to the Tullar Road pavement marking plan presented at the May 7th PSSC meeting.

After internal staff discussions, staff propose to pursue the original plan for Tullar Road, however now including parking regulation adjustments on Apple Blossom Drive sought at the PSSC meeting.

Staff recommend the parking regulations on Tullar Road between Breezewood Lane and West Cecil Street be modified as shown in the attached sketch of proposed parking changes and that the parking regulations on the north side of Apple Blossom Drive west of Tullar Road be removed.

Attachments:

- Sketch of Proposed Parking Changes
- May 3rd Tullar Road Memorandum to the Public Services & Safety Committee
- Meeting Minutes from the May 7th Public Services & Safety Committee
- Letter of Support from East Central Regional Planning Commission



MEMORANDUM

DATE: May 3, 2024
TO: Mayor Lang and Members of the Public Services & Safety Committee
FROM: James Merten, Traffic Engineer
RE: Proposed Lane Marking & Parking Regulation Changes to Tullar Road

The City budgeted \$30,000 for epoxy pavement markings to be placed on Tullar Road between Breezewood Lane and Cecil Street in the 2024 Capital Improvement Plan. This project comprises removal of the existing street markings (including the temporary markings added last year) and a reconfiguration of parking restrictions (most of which were temporarily added at the beginning of the school year). The purpose of the project is to address frequently reported traffic safety and flow concerns observed along the corridor. The goals of the project are:

- Address driver confusion over whether Tullar Road is to be treated as a 2-lane road or a 4-lane road. Tullar Road comprises two drive lanes and two parking lanes. However, per Wisconsin Statute §346.13, if the parking lane is unmarked and unoccupied, drivers may utilize the parking lane as a drive lane. Establishing lane markings will not only add clarity to intended lane usage, but also will legally prohibit use of the parking lane as a drive lane, per §346.13(3).
- Reduce the number of crashes and “near-miss” incidents along the corridor. The reported incidents are mostly attributed to turning movements where a driver did not have proper visibility of and reaction time to conflicting/oncoming traffic. These incidents often involve questionable driver behavior (i.e. unsafe merging, abrupt lane changes, aggressive passing, speeding, and sudden braking) resulting from the “free-for-all” roadway layout.
- Provide a traffic calming effect. The Commercial Street “road diet” implemented in 2013 posed to address many similar challenges also through pavement markings. That project resulted in an overall speed reduction of 5 mph across the corridor and an improvement in the 10-mph pace metric. It is expected that this project should provide similar results.
- Improve traffic flow along the corridor. Specifically, this project is expected to better accommodate traffic patterns at key access points, namely at intersections and school driveways significantly affected by school drop-off and pick-up traffic. It is worth noting that both the transition of the high school to the middle school and the newly added connection of Pendleton Road at CTH CB and CTH JJ/Winneconne Avenue have brought about new challenges that were not observed beforehand.
- Increase parking and stopping regulation compliance by placing restrictions only where truly necessary and orienting lane markings to discourage parking and loading activity where unwarranted.
- Provide dedicated roadway space for micromobility devices (e.g. bicycles, scooters).

This plan has been reviewed by the Neenah Police Department, Neenah Joint School District, and Valley Transit. I have also discussed this plan with representatives of adjacent churches.

A notice of the project and this meeting were delivered to adjacent properties on May 1st and 2nd (see attached). Any commentary received by staff will be reported out at this meeting.

The addresses below would be affected by a “NO PARKING ANYTIME” restriction resulting from the turn lanes proposed in the plan:

1002 Tullar Rd	1073 Tullar Rd	1054 Byrd Ave	1060 Appleblossom Dr
1004 Tullar Rd	1093 Tullar Rd	1206 Tullar Rd	1309 Tullar Rd
1010 Tullar Rd #A,B,C,D	1100 Tullar Rd	1212 Tullar Rd	1315 Tullar Rd
1025 Tullar Rd	1104 Tullar Rd	1218 Tullar Rd	1316 Tullar Rd
1066 Tullar Rd	1140 Tullar Rd	1284 Tullar Rd	
1070 Tullar Rd	1275 Tullar Rd	1059 Appleblossom Dr	

A schematic of the pavement markings is attached. Upon approval of the plan, staff will solicit contractors to bid on the pavement marking work. Staff would implement the signing changes necessary for the project at the time of pavement marking installation. The current anticipated completion of the work would take place prior to the next school year (September 1st).

The only required action for implementation of this plan is the approval of changes to parking regulations by the Neenah Common Council. Per Wisconsin Statutes, this action requires adoption via ordinance. Staff propose interim approval of the parking changes with the intention that an ordinance be enacted later this year, containing this and other approved parking changes that have not been formally adopted.

Staff recommend removal of all NO PARKING SCHOOL DAY 7:30 AM TO 4:30 PM parking restrictions on Tullar Road indicated in the Official Traffic Maps and a NO PARKING ANYTIME restriction be placed adjacent to the addresses outlined in this memo, as necessary to accommodate the attached pavement marking plan.



April 30, 2024

Dear Resident,

This letter is to inform you that the City will be reviewing changes to parking regulations and lane markings on Tullar Road.

Tullar Road is proposed to have a drive lane, bike lane, and parking lane in each direction, except at key intersections where there will be turn lanes instead of parking lanes. Turn lanes are proposed at Appleblossom Drive, Byrd Avenue, Gay Drive, and Cecil Street. The addresses below would be affected by a "NO PARKING ANYTIME" restriction resulting from the turn lanes:

1002 Tullar Rd	1073 Tullar Rd	1054 Byrd Ave	1060 Appleblossom Dr
1004 Tullar Rd	1093 Tullar Rd	1206 Tullar Rd	1309 Tullar Rd
1010 Tullar Rd #A,B,C,D	1100 Tullar Rd	1212 Tullar Rd	1315 Tullar Rd
1025 Tullar Rd	1104 Tullar Rd	1218 Tullar Rd	1316 Tullar Rd
1066 Tullar Rd	1140 Tullar Rd	1284 Tullar Rd	
1070 Tullar Rd	1275 Tullar Rd	1059 Appleblossom Dr	

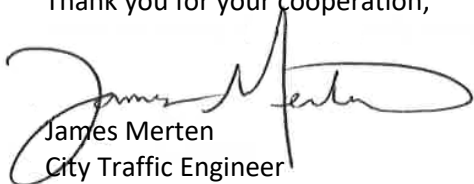
As the schematic of the proposed lane markings is too large to print on this letter, a rendering is available at <http://neenahwi.gov/tullar-rd/> and will be on display at the meeting.

If you wish to review and/or provide input on the proposal, you may do so by attending following meeting:

Public Services & Safety Committee Meeting
May 7, 2024 – 6:00 PM
Neenah City Hall, Hauser Room (1st Floor) – 211 Walnut Street Neenah, WI 54956

If you are unable to attend the meeting, you may alternatively submit input to traffic@neenahwi.gov. Any written correspondence received on or before Monday, May 6, 2024 will be read at the meeting for committee consideration. Otherwise, you are also welcome to contact me by phone at 920-886-6243.

Thank you for your cooperation,



James Merten
City Traffic Engineer

📞 920.886.6243 ✉️ jmerten@neenahwi.gov



NOTE: These minutes have been truncated to only include the Tullar Road discussion.

**CITY OF NEENAH
PUBLIC SERVICES AND SAFETY COMMITTEE MEETING MINUTES
Tuesday, May 7, 2024**

Present: Vice-Chairperson Hillstrom, Alderperson Borchardt, Pollnow, and Weber

Excused: Chairperson Lendrum

Also Present: Mayor Lang, Public Works Director Kaiser, Police Chief Olson, City Clerk Nagel, Lieutenant Wesley Bone, Traffic Engineer Merten, Public Works Office Manager Mroczkowski, Kathie Boyette, Dylan Lamb, Jennifer Fletcher, David Hartman, Kevin Barbian, Steven Wheeler, and City of Menasha Attorney Margaret Struve

Proposed Lane Marking & Parking Regulation Changes to Tullar Road

David Hartman, 1309 Tullar Road-Mr. Hartman stated that too many parking spots will be lost with the proposed plan, and he would like to see Tullar Road be a two-lane road with parking and bike lanes on both sides. He stated that he would also like to have parking established on some parts of Apple Blossom Drive if this proposal is approved.

Kevin Barbian, 1073 Tullar Road-Mr. Barbian stated that he and his neighbors will lose basically all of the available parking near their homes. He stated that he has a short driveway and needs the parking on Tullar Road. He stated that biggest concern with the Tullar Road is that drivers do not know if it is two-lane or four-lane road.

Alderperson Hillstrom closed public appearances.

Traffic Engineer reviewed his memo of May 3, 2024. He stated that the city budgeted \$30,000 for epoxy pavement markings to be placed on Tullar Road between Breezewood Lane and Cecil Street in the 2024 Capital Improvement Plan. He stated that this project comprises removal of the existing street markings (including the temporary markings added last year) and a reconfiguration of parking restrictions (most of which were temporarily added at the beginning of the school year). He stated that the purpose of the project is to address frequently reported traffic safety and flow concerns observed along the corridor. He stated the goals of the project are to address driver confusion over whether Tullar Road is to be treated as a 2-lane road or a 4-lane road, reduce the number of crashes and “near-miss” incidents along the corridor, provide a traffic calming effect, improve the traffic flow along the corridor, increase parking and stopping regulation compliance, and provide dedicated roadway space for bicycles.

Traffic Engineer Merten stated that he is proposing a drive lane in each direction and then shared bike lanes and parking lane in each direction along the majority of Tullar Road. He stated that he is proposing at the intersections Gay/Tullar, Byrd/Tullar and Apple Blossom/Tullar to put in left turn lanes and remove all parking on Tullar Road. He stated the reason for these changes incorporate the goals of the project in regard to near miss accidents, improving the traffic flow and traffic calming along this corridor.

Public Services and Safety Committee Meeting

May 7, 2024

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The Committee had a lengthy discussion regarding the school district's use of the parking lots for dropping off and picking up of students and the city working with the school district to come to a solution regarding the Tullar Road pavement markings, traffic flow and safety, and how parking changes are officially recorded.

Traffic Engineer Merten stated that he needs to know if the committee is comfortable with the changes to parking because he can't go ahead with bidding out the pavement marking contract without the council's approval on the parking changes. He stated that if the committee decides to wait on this it will be difficult to get a contract late in the year because they will be booked with other projects.

Aldersperson Weber asked if vehicles are currently allowed to park on both sides of Tullar Road along the proposed parking change areas. Traffic Engineer Merten confirmed that this was allowed other than the areas that are specifically signed for during school days hours, yes.

Aldersperson Weber asked if any parking studies have been done. Traffic Engineer Merten stated he has not done any parking counts.

The Committee discussed at length if a parking study would be beneficial.

Aldersperson Borchardt stated that he would like to know what our parking options are before supporting the parking changes.

The Committee discussed at length the intersection of Gay Drive and Pendleton Road and the suggested need for a four-way stop.

Aldersperson Weber stated that he would also like to gather more information before the committee approves the proposed plan.

Traffic Engineer Merten clarified that the committee is asking staff to review the parking restrictions that are currently in place near the middle school to mitigate the concerns of the residents in the neighborhood and to review the intersection of Gay Drive and Pendleton Road.

Traffic Engineer Merten stated that he had received correspondence from residents that could not attend the meeting and he would like to share them with the Committee.

Patricia Fulcer, 1260 Tullar Road- Ms. Fulcer stated that vehicles are regularly parked to close to the Lot D driveway on Tullar Road. She stated that parents are not respecting the parking signs that are by the driveway when exiting Lot D. Although she thinks the sign has been taken down, vehicles are not supposed to make left turns but consistently do which causes queuing issues. She stated that she would like to know why the parking lots are not being utilized better during drop-off and pick-up times and that she would like to retain the no parking on school days regulation on the east side of the street.

Kelly Wedge, 1093 Tullar Road-Ms. Wedge stated that she is grateful for the proposed lane marking between Cecil Street and Breezewood Lane. She stated that there a lot of questionable driving choices and confusion from the lack of clearly designated lanes.

Public Services and Safety Committee Meeting

May 7, 2024

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She stated that she is glad for maintaining this stretch of Tullar Road as a two-lane road because it will help maintain the safety of pedestrians. Ms. Wedge stated that she hopes the new pavement markings will slow traffic down.

Deborah Barkholz, 1103 Whiting Court-Ms. Barkholz talked to Traffic Engineer over the phone. She stated that she was under the assumption that there would be no parking in front of her home and asked if the parking lane could be used as driving lane.

Alderson Hillstrom stated that the consensus of the Committee is that we wait until more information can be gathered regarding the parking restrictions and having staff try to work with the school district to come up with a plan that is beneficial for both parties.



May 30, 2024

I am writing on behalf of East Central Wisconsin Regional Planning Commission's Safe Routes to School program to formally provide our support for the proposed Tullar Road Pavement Marking Plan from Breezewood Lane to Cecil Street. This project will narrow the roadway which naturally slows traffic. Painting lanes on Tullar Road will promote a safer environment for students and reduce the risk of accidents and conflicts with motor vehicles.

Tullar Road provides access to two area schools. Data over the last five years (2019-2023) shows that there have been 44 vehicle crashes along this section of the roadway. 8 of these crashes were between the hours of 7:00 am-8:00 am and 16 were between the hours of 3:00 pm-4:00 pm.

Current observations showed that the lack of pavement markings caused confusion for the drivers and we saw maximum speed of 29 MPH when students were present. With traffic volumes averaging 5,000 vehicles a day, road pavement markings will give structure to drivers by defining the road space as well as reduce the conflict points for students as it shortens the crossing distance. East Central Wisconsin Regional Planning Commission's Safe Routes to School program is excited to see a project that prioritizes the safety and accessibility of our roads and also ensures the protection of our youngest residents as they commute to and from school.

If you have further questions regarding the proposed pavement markings or our observations, please contact us and we would be happy to have a discussion with you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jennie Mayer".

Jennie Mayer
Safe Routes to School Coordinator
East Central Wisconsin Regional Planning Commission
jmayer@ecwrpc.org
920.886.6831



Traffic Report

Tullar Road.

9/05/2023 to 06/01/2024



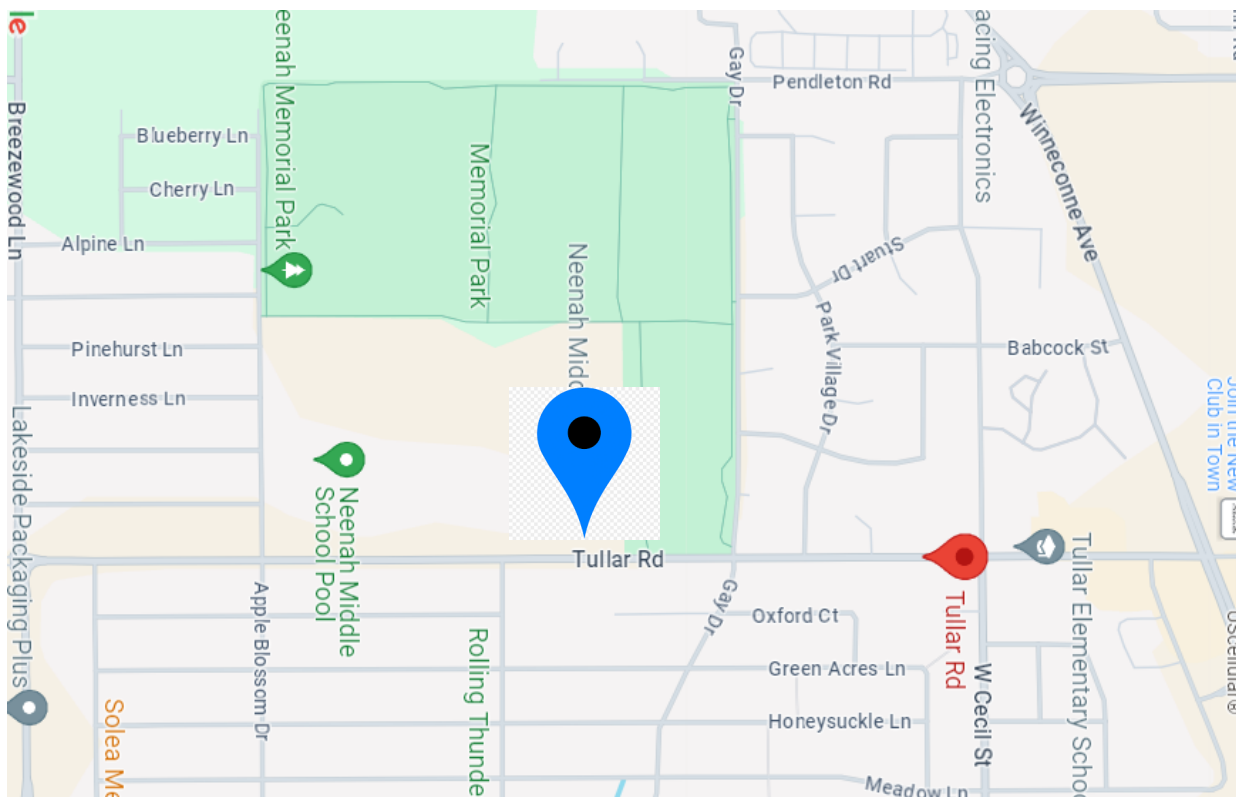
Neenah Police Department
2111 Marathon Ave,
Neenah, WI 54956
920-886-6000

Traffic Safety Officer :
Anthony Edwards
aedwards@neenahwi.gov
920-209-1453

Traffic Complaint

9/05/2023– The opening of the moved Neenah Middle School to the old Neenah High School created a plethora of traffic issues. There were issues in regards to traffic congestion, speed, crossing guard and cross walk violations, unsafe passing on the right, illegal parking and legal parking, along with other random day to day issues. These problems stretched from Winneconne Avenue to Breezewood Lane. Many of these issues were observed by Officers and Crossing Guards. There were numerous and constant complaints by residents and drivers in the area.

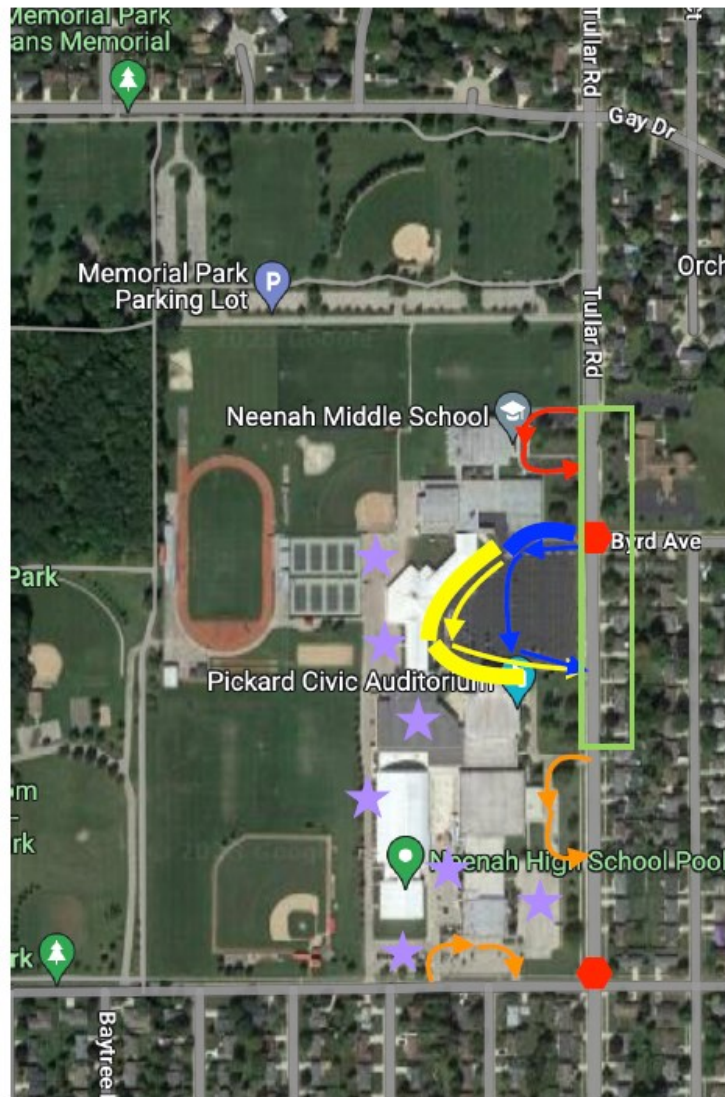
The above issues also spilled over on to Gay Drive., Pendleton Road. and W. Cecil Street. The following information in this report will detail the issues observed, enforced and reported and what was done to remedy them.



2023 Summer Planning

Summer 2023– Multiple meetings were held with the Neenah Joint School District and vested members of the city to talk about plans for traffic coming to the Middle School to drop off and pick up students. It was decided that Crossing Guards were going to be added to Tullar Road and Byrd Avenue, Tullar Road and Appleblossom Drive, Pendleton Road and Breezewood Lane and lastly Baytree Lane and Breezewood Lane.

Below is what the NJSD proposed their plan was for pick up and drop off following the summer meetings with school staff and city partners.



September 2023

First day of school brought about significant issues with traffic flow in and out of the school. There was significant back ups and unsafe driving behavior for students trying to walk in the areas directly around the school. The immediate issues observed were as follows:

- ⇒ Traffic backup at the Conant Horseshoe Lot entrance and the inability to exit
- ⇒ Traffic backup at the Main Lot entrance and exit
- ⇒ Traffic attempting to utilize the street as two lanes in each direction
- ⇒ Speed in the school zones into the congestion
- ⇒ Parents not using the totality of the space provided in the Main Lot to drop off contributing directly to main back ups.
- ⇒ Busing and parent drop off's being commingled
- ⇒ Lack of attention to the Crossing Guard and large number of children that needed crossing at Byrd Ave.
- ⇒ Lack of signage for school zone and proper lane markings to guide and direct traffic
- ⇒ Crossing Guard trying to do traffic control as well as cross students at Byrd Avenue
- ⇒ Memorial Park advertised by the Middle School for use by parents

The following items were used to try and make an immediate impact to the above issues:

- ⇒ Cones in the roadway at the entrance and exit to the Main Lot to control the flow of traffic on Tullar Road
- ⇒ Traffic direction training and assistance to school staff in the Main Lot to get parents to do what was needed to free up space on Tullar Road
- ⇒ Traffic enforcement to slow speeds and address unsafe movements
- ⇒ Hand counts and timing of traffic
- ⇒ Meeting between City, Kobussen and School partners to discuss issues
- ⇒ Temporary paint plan developed for Tullar Road at Byrd Avenue and Appleblossom Drive (Paint was put down in October 2023, see next page for layout)



Temporary lines painted at Tullar Road and Byrd Avenue as well as Tullar Road and Appleblossom Drive.



9/26/2023— A meeting was held at the NJSD Office with members of the Police Department, School District, Middle School Staff, Kobussen and the Crossing Guard from Byrd Avenue. Information was provided to the school on two plans that the Police Department and Traffic Engineering developed to help utilize the entire Main Lot and ease congestion on Tullar Road. These plans could have been implemented with cones, paint or a parking lot reconstruction at a cost to the district. They felt the plan that was developed in the summer was adequate and that parents would be too difficult to educate on a new plan. Offers were given to use the Police Department's drone and social media to further help implement a plan. None of the offers were accepted.

Below are the two parking lot options presented to the NJSD. Both options would exclude the use of the Conant Horseshoe as it is too small to support the amount of use and all of the traffic is queued up on Tullar Rd. contributing to the back ups. Option #2 was the preferred proposal by Traffic Engineering and the Police Department. (refer back to page 3 for current use)





Traffic Data Collection

Over the course of the last year, the Neenah Police Department has conducted traffic studies in and around the area of the Neenah Middle school using radar trailers, radar signs and covert radar units. For just Tullar Road within the school zones while they are active, the average speed is 25 mph. For 85% of the vehicles, they are going 30 mph.

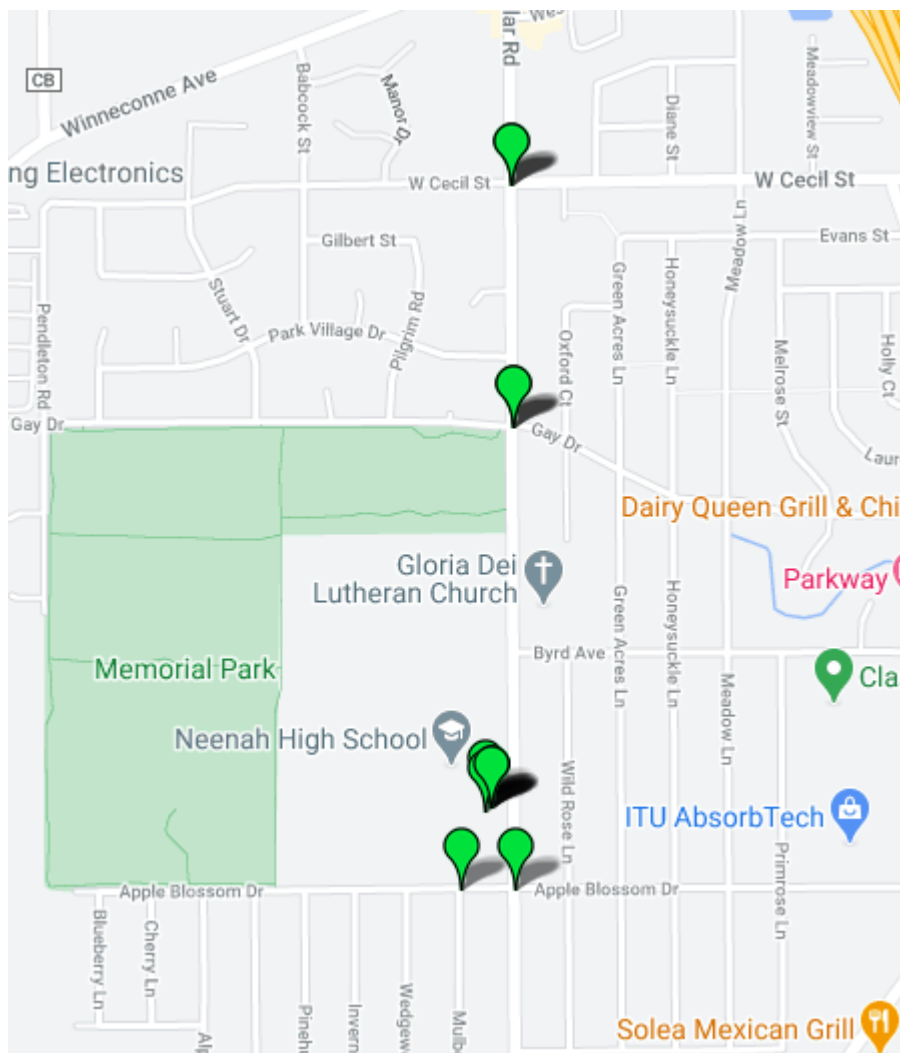
The data indicates that speed is high for the 15 mph school zone speed. Enforcement has been on going but is difficult with the way traffic moves in four lane fashion and the inability to catch up to the violators. Same with unsafe passing and crossing guard issues, the violations are constant and plain to see but difficult to enforce with the lack of lane designation and poor school zone signage.

239 traffic stops were conducted within the area of Tullar Rd. over the course of the school year. Officers sitting in the area could have made more traffic stops and stops for more effective enforcement had lane striping been laid down. Also, school zone signage that is more effective than what is in place would aid in more stringent enforcement to hinder the behavior.



Accidents

There were 10 total crashes on Tullar Road during school traffic times (am/pm) for the 2023-24 school year compared to 11 in the 2022-23 school year. This is not including the school-parking lot. Majority of the accidents in 2022-23 were right near the front of the school on Tullar Road and involved high school aged drivers. The 2023-24 school year brought about crashes still in front of the school but pushed them further out along the Tullar Road corridor that hadn't been previously. The crashes further away were due to back ups in traffic and lack of traffic control on the roadway from lack of markings. The use of Tullar Road as a four lane road was often what would lead to poor decision making. Significant damage and also injury crashes occurred at Tullar Road and Gay Drive. This is the future location of a new crossing guard position in 2024-25 following the closure of Hoover elementary





Analysis

Understanding that this was an ongoing problem, as the Traffic Safety Officer, I spent 3 hours per shift around the Middle School to be constantly present in the morning and afternoon traffic increases. That equates to almost 400 hours of enforcement time and I could not influence the traffic behavior. I did not try and hide or be tricky. I tried to act as a pace car and slow everyone in a line to the school zone speed limit. I tried parking near the school zone at Gay Dr. to prevent the passing on the right and cause of crashes. I stood at the crossing guard location at Byrd Ave. I stood in the parking lot of the school. I spent time every single day I worked and could not get this problem to ease up.

This is why Traffic Engineer James Merten and I worked closely to formulate a plan for painting Tullar Road. Better signage for the school zone after the painting as well as plans for Cecil Street being signalized in the next year come were also decided as needs. These changes were seen as a necessary improvements to make this corridor safer for all of the children coming and going to this school for years to come. We involved Safe Routes to School as well in this process for their input with their agreement.

The lane painting will not be a cure all, but it will provide the Police Department with a road that is marked properly and can legally enforce the legitimate safety issues occurring around the area. It will also naturally fix some of these issues so we will not have to be so heavily involved as parents and area residents get used to this change. This plan was not developed in haste and we as a city can not wait another school year to address the needs of this area.

