

****AMENDED****
CITY OF NEENAH
PUBLIC SERVICES AND SAFETY COMMITTEE MEETING

March 24, 2026 @ 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 March 10, 2026 (Attachment)
2. Public Appearances
3. Zoning and Sign Code Rewrite (Attachment)
4. Licenses
 - a. **Approve Class “A” Combination Liquor License for Union Star Corp, d/b/a The Cheese Table, 125 W Wisconsin Avenue, Neenah (Attachment)**
5. City Hall Space Needs Review-Consultant Selection (Attachment)
6. Public Works General Construction and Department Activity Report (Attachment)
7. 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, March 10, 2026

Present: Chairman Lendrum, Alderman Borchardt, Linski, and Weber

Excused: Alderman Pollnow

Also Present: Mayor Lang, Public Works Director Kaiser, Police Captain Van Sambeek, City Clerk Nagel, Public Works Superintendent Radtke, Fleet Maintenance Specialist Howat, Office Manager Mroczkowski, Adam Streubel

Chairman Lendrum called the meeting to order at 5:00 PM

Approval of Minutes of the Regular Meeting of February 24, 2026

Motion by Borchardt, seconded by Weber to approve the minutes of the Regular Meeting of February 24, 2026.

Call for vote by Chairman Lendrum

Motion Carried. All voting Aye. 4/0

Public Appearance

NONE

Approve Police Department Locker Room Project Part 1

Police Captain Van Sambeek stated that staff is seeking approval to purchase new lockers for the locker rooms, evidence processing, and duty-bag storage areas. He stated that the current lockers are 34 years old and are in very poor condition. Captain Van Sambeek stated that the lockers being requested allow airflow which will assist in drying boots, body armor and other police gear.

Captain Van Sambeek stated that \$500,000 is in the 2026 Capital Facility Budget for the locker room upgrade. He stated that the proposal includes installation of the new lockers and removal of the old lockers. He stated that the balance of the funds will be used for electrical, plumbing and fixtures to install the lockers.

Motion by Borchardt, Seconded by Linski to recommend the Common Council approve the Neenah Police Department to purchase evidence, duty-bag, and airflow wardrobe lockers in an amount not to exceed \$300,000.00, funding source being the Capital Facilities Improvement Budget.

Report

Alderman Borchardt asked if there were any other quotes for the airflow lockers. Captain Van Sambeek stated that he is not aware of another vendor that offers airflow lockers.

Call for vote from Chairman Lendrum

Motion Carried. Vote 4/0

Approve Police Department 2026 Request for Vehicle Replacement

Fleet Maintenance Specialist Howat stated that the police department is continuing on the 10-year replacement cycle for police vehicles. Fleet Maintenance Specialist Howat stated that the two new patrol squads will be Ford Hybrid Police Utility Interceptors. He stated that these cars have been reliable and the specialized equipment can be transferred to the new squads, saving money on not having to purchase emergency lighting and other equipment. He stated that the other vehicle up for replacement is the Police Chief's Dodge Durango. He stated that staff is requesting to purchase a used 2024 or newer Chevrolet Tahoe.

Report

Motion by Weber, Seconded by Linski to recommend the Common Council approve the Neenah Police Department purchase of two, 2026 Ford Police Utility Vehicles, a 2024 or newer Chevrolet Tahoe, and all equipment and changeover costs not to exceed the Capital Equipment Budgeted amount of \$175,000.00.

Alderman Borchardt asked if the upfitting costs of \$19,586.00 is only for the two new squad cars. Fleet Maintenance Specialist Howat stated that is correct.

Alderman Borchardt asked if the current Police Chief's vehicle has specialized equipment or is it a standard vehicle. Fleet Maintenance Specialist Howat stated that administrative vehicles have considerably fewer upfitting costs because there is not as much equipment installed in these vehicles.

Alderman Linski asked why staff is requesting the Chevrolet Tahoe and not a more mid-sized SUV. Fleet Maintenance Specialist Howat stated that it has third row seating which provides the opportunity for more officers to be deployed if needed and it also provides more seating room for traveling to conferences.

Call for vote from Chairman Lendrum

Motion Carried. Vote 4/0

Fleet #1L 2026 1/2-Ton 4WD Crew Cab Pick-Up Truck

Public Works Superintendent Radtke stated that this truck is replacement of the current Building Manager's truck. He stated that it is being upgraded to a crew cab for

additional space for hauling tools and materials. He stated that the budgeted amount for the truck is \$50,000.00.

Public Works Superintendent Radtke stated that the current Building Manager's truck will be transferred to the Engineering Department fleet and Fleet #1F, the Engineering Inspectors truck, will be sent to auction.

Motion by Borchardt, Seconded by Linski to recommend the Common Council approve the purchase of a 2026 Chevrolet Silverado 1/2-Ton 4WD Crew Cab Pick-Up Truck from Bergstrom GM, Neenah, in the amount of \$43,797.81 and a new bed cap/cover and additional safety equipment not to exceed \$5,000.00, utilizing 2026 Capital Equipment Budgeted funds.

Call for vote on Motion by Chairman Lendrum

Motion Carried. Vote 4/0

Fleet #1JJ 2026 1/2-Ton 4WD Crew Cab Pick-Up Truck

Public Works Superintendent Radtke stated that this truck is replacement of the current Engineering Survey truck. He stated that the budgeted amount for the truck is \$50,000.00. Public Works Superintendent stated that the existing Fleet #1JJ will be sent to auction.

Motion by Weber, Seconded by Linski to recommend the Common Council approve the purchase of a 2026 Chevrolet Silverado 1/2-Ton 4WD Crew Cab Pick-Up Truck from Bergstrom GM, Neenah, in the amount of \$44,303.81 and a new bed cap/cover and additional safety equipment not to exceed \$5,000.00, utilizing 2026 Capital Equipment Budgeted funds.

Call for vote on Motion by Chairman Lendrum

Motion Carried. Vote 4/0

Fleet #21 2026 3/4-Ton 4WD Regular Cab Pick-Up Truck

Public Works Superintendent Radtke stated that this truck is replacement for the current 3/4-Ton 4WD Regular Cab Pick-Up truck. He stated that a new 2-way radio will need to be installed along with additional safety items and lighting. He stated that the budgeted amount for the truck is \$75,000.00.

Public Works Superintendent Radtke stated that in 2025 he had asked for Fleet #1B to be kept in the fleet after its replacement was purchased. He stated that he would like to send that one to auction and retain current 2011 GMC ¾-Ton 4X4 (Fleet #21).

Report

Report

Report

Motion by Borchardt, Seconded by Weber to recommend the Common Council approve the purchase of a 2026 Ford F250 4WD Regular Cab Pick-Up Truck from Bergstrom Ford, Neenah, in the amount of \$49,321.17 along with a new 2-way radio and additional safety items/lighting not to exceed \$2,000.00, utilizing 2026 Capital Equipment Budgeted funds.

The Committee had a discussion regarding the use of hybrid vehicles in the Public Works Fleet.

Call for vote on Motion by Chairman Lendrum

Motion Carried. Vote 4/0

Licenses

Approve the Transfer of a “Class B” Combination Liquor License to AA Signature Bar & Grill d/b/a BayPoint Bar & Grill

Clerk Nagel stated that this is a transfer of a “Class B” Combination Liquor License due to the sale of BayPoint Bar & Grill, Inc., 944 S. Green Bay Rd. She stated that the Liquor License Review Committee met prior to this meeting and recommended approval. Clerk Nagel stated all background checks have been completed and have passed.

Report

Motion by Weber, Seconded by Borchardt, to recommend the Common Council approve the Transfer of a “Class B” Combination Intoxicating Liquor and Fermented Malt Beverage License from BayPoint Bar & Grill, Inc. to AA Signature Bar & Grill, LLC, d/b/a BayPoint Bar & Grill, 944 S. Green Bay Road contingent upon a closing date of March 23, 2026.

Special Event Permits (Informational Only)

Public Works General Construction and Department Activity Report

- 1) Contract 4-25 (Misc Concrete Pavement/Sidewalk Repair): Some work items have been carried over to 2026.
- 2) Contract 5-25 (Misc Asphalt Pavement Repair): Some work items have been carried over to 2026.
- 3) Contract 10-25 (City Hall Window Replacement): All work is done. Sill replacement has started.
- 4) Contract 12-25 (Courtside Fields Pond): Excavation and periodic rock blasting are underway. About 75% of the excavation is completed on the main pond area. The sloping along the east side of the pond will be done after the main pond area is excavated. Roughly 40% of the rock blasting is complete. The rock crushing is scheduled to start the week of 3/16.

Public Services and Safety Committee Meeting

March 10, 2026

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- 5) Contract 1-26 (Elm, Reed, Laudan Utilities/Street): The pre-construction meeting was held on 3/5. The contractor plans to mobilize the week of 3/16.
- 6) Contract 2-26 (Henry, Sterling, Winneconne): A pre-construction meeting has not been scheduled. The contractor anticipates starting on Sterling Avenue.
- 7) Contract 3-26 (Tullar Garage Roof Repair): Bids were opened on 3/4 and reviewed by the Board of Public Works on 3/5. Five bids were received. Project bids came in under budget. Council action on the Board's recommendation will occur at the 3/18 Council meeting.
- 8) City Hall Space Needs Plan RFP: The RFP has been distributed. Proposals are due on 3/6. A recommendation will be brought to the Committee meeting on 3/24.
- 9) Spring Load Limits went into effect on 3/4. This mainly affects the roads in the Freedom Meadows/Freedom Acres area.
- 10) Spring Leaf Collection: Staff is reviewing options to provide a round of leaf collection in spring to clear the leaves that were on the terrace when the early snow came last November.

Director Kaiser stated that street crews were out testing a piece of equipment that has been refitted on truck for leaf collection. He stated that staff had discussed a special leaf collection pick up due to the early winter snowstorms that happened in November of 2025. Director Kaise stated that the city will do one round of leaf collection starting April 6th.

The Committee discussed on-street parking impeding the leaves, yard waste, and garbage and recycling collection. The Committee asked Director Kaiser to research the city's options, especially when it comes to buses and other large sized vehicles.

Adjournment

Motion by Weber, seconded by Linski to adjourn at 5:42 PM.

Call for vote by Chairman Lendrum

Motion Carried. All voting Aye. 4 /0

Respectfully submitted,



Lisa Mroczkowski
Public Works Office Manager



M E M O R A N D U M

DATE: March 24, 2026
TO: Mayor Lang and members of the Public Services and Safety Committee
FROM: Brad Schmidt, AICP – Community Development Department
RE: Zoning and Sign Code Rewrite – Vandewalle and Associates

Staff recommend the Public Services and Safety Committee authorize the Community Development Department to enter into a contract with Vandewalle and Associates, Inc. (Vandewalle), for professional planning services related to the comprehensive rewrite of the City's Zoning Code and Sign Code, in an amount not to exceed \$130,000.

Background

The City's current Zoning and Sign Codes are outdated, with no major updates since at least the 1970s. In particular, the Sign Code has recently faced legal challenges because it does not reflect current State Statutes and case law.

As written today, both codes are difficult to use, hard to administer, and lack flexibility for property owners, developers, and staff. Updating these codes will make them easier to understand and apply, align them with the City's Comprehensive Plan, and ensure they comply with current state law and court decisions. Modern codes include graphics, charts and tables making them easier to understand.

To complete this work, the City issued a Request for Proposals and received six submissions from planning firms in Wisconsin and Illinois. After a thorough review process, including narrowing the field to four firms, conducting interviews, reviewing past work, and checking references, staff selected Vandewalle and Associates, Inc.

Vandewalle was chosen based on their experience with similar projects, a project team with a background working in communities like Neenah, a clear approach of the project goals, and successful track record implementing Zoning Codes in other Wisconsin communities. Vandewalle is currently assisting the City of New London, Village of Mt. Horeb and has recently completed zoning codes for the City of Oshkosh, City of Wausau, and the award-winning City of Middleton zoning code.

Public Engagement

Public input will be a key part of this project. Vandewalle will work closely with City staff, the project steering committee, and both the Plan Commission and Common Council throughout the process.

The project will include the following public engagement opportunities:

- A project website to share updates, draft materials, and opportunities for public comment.

- Stakeholder meetings with groups such as developers, business owners, and design professionals.
- Two public open house events:
 - One early in the process to gather input and explain the project
 - One later to present the draft code and gather final feedback
- Three joint Plan Commission/Common Council workshops
- A survey designed to seek feedback from the community.
- City staff, with the assistance of Vandewalle, will hold various pop-up events during community events to gain additional feedback.

This approach is intended to ensure the updated codes reflect community priorities and are practical to use. Another component of the public engagement process is to help educate the public about zoning.

Project Schedule and Timeline

The project is expected to be completed within 18-24 months. The beginning of the project includes extensive review of the City's Zoning and Sign Codes, Comprehensive Plan, Downtown Plan, S. Commercial Street Corridor Plan, Housing Study, and other relevant planning documents. In addition, the consultant will begin analyzing current land use trends, recent commercial, industrial, and residential developments, existing commercial signs, business district and residential neighborhood characteristics, and other relevant data.

Following the extensive data collection and analysis stage, Vandewalle will begin the public engagement and outreach process. The purpose of this stage is to gather feedback from the stakeholders who frequently use the codes and from the public. Additionally, this stage seeks to provide Vandewalle and the steering committee better clarity on key policy decisions which will be central to the final Zoning and Sign Code.

Most of the timeline is dedicated to drafting the Zoning and Sign Code. Each section of the code is drafted by Vandewalle, reviewed by City Staff, and presented to the steering committee. This time intensive process includes a lot of back and forth to ensure the final product is unique to Neenah and is consistent with the public feedback. At this stage, Vandewalle will begin testing new standards and requirements.

Finally, Vandewalle will present the final draft to the City's Plan Commission and Common Council for adoption after the draft document is reviewed by the public during an open house event.

Conclusion

The City's zoning and sign regulations are outdated, making them difficult to administer and presenting legal liabilities. The new Zoning and Sign Code will be a modern, user-friendly document with graphics and easy to read tables and charts, clear definitions, including a streamlined review process, and a code which emphasizes predictability by including objective standards while maintaining flexibility for property owners and developers.

Vandewalle has demonstrated the experience, technical expertise, and project approach necessary to deliver a high-quality, legally sound, and user-friendly code tailored to the City of Neenah.

Recommendation

An appropriate motion is to recommend Common Council direct staff to enter into a contract with Vandewalle and Associates, Inc., for the services related to the preparation of a new Zoning and Sign Code at a not-to-exceed cost of \$130,000, with funding from the 2026 Community Development Outside Services budget.



Proposal for:
**CITY OF NEENAH
ZONING CODE & SIGN
CODE REWRITE**

February 13, 2026



**VANDEWALLE &
ASSOCIATES INC.**
shaping places. shaping change

VANDEWALLE & ASSOCIATES, INC.

Madison: 120 East Lakeside Street | Madison, WI 53715 | www.vandewalle.com

Milwaukee: 247 Freshwater Way | Milwaukee, WI 53204

Contact: Ben Rohr, AICP | C. (608) 449-4912 | brohr@vandewalle.com

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CONTACT INFORMATION

Project Manager

Ben Rohr, AICP | brohr@vandewalle.com

Principal-in-Charge

Brian Munson | bmunson@vandewalle.com

Madison Office:

120 E. Lakeside Street
Madison, WI 53715
(608) 255-3988 Phone
(608) 255-0814 Fax

Milwaukee Office:

247 W Freshwater Way
Milwaukee, WI 53715
(414) 988-8654
www.vandewalle.com

LETTER OF TRANSMITTAL

Dear Mr. Schmidt:

On behalf of the Vandewalle & Associates' team, we are pleased to present our proposal for the Zoning and Sign Code Rewrite project. We are excited about the opportunity to work with you and the community on this project. Our firm is unique in that we have been assisting Wisconsin communities with rewrites of their ordinances for many decades, but also work directly with developers and municipalities on the implementation of redevelopment and new development projects. This provides us with the ability to view the ordinance and its associated policies through multiple lenses in both striving to achieve and implement community goals of the Comprehensive Plan and establishing realistic standards derived from actual development projects.

While our proposed scope of work, approach, and project timeline are specific to Neenah, they are based on a highly successful approach that we have used in crafting hybrid use-based/form-based development codes for more than 40 years throughout Wisconsin. We will provide a rewrite process that offers meaningful input from staff, elected officials, businesses, neighborhoods, property owners, and interested residents. The result will be a new ordinance that is thoroughly customized to forward the City's plans and facilitate the type of development that Neenah desires.

Our Project Team offers an unmatched wealth of experience in rewriting and administering Zoning Ordinances across Wisconsin, coupled with experts in long-range planning, area and neighborhood planning, and implementation to provide:

- A deep knowledge of the connections between planning, zoning, land division, economic development, and redevelopment. We will leverage Vandewalle & Associate's experience in revitalizing central downtown areas, older neighborhoods, and aging commercial corridors to craft zoning provisions that respond to market conditions, stimulate reinvestment, and encourage high quality, well-designed development.
- An understanding of regional, statewide, and national trends, best practices, and development realities, including the City of New London's Zoning Ordinance Rewrite to be adopted in February 2026, the Village of Mount Horeb's Zoning Ordinance Rewrite to be adopted in March 2026, and the award-winning City of Middleton's Zoning Ordinance Rewrite completed in 2024.
- The ability to craft zoning standards and procedures that not only serve to protect and enhance existing community character and neighborhoods, but also provide flexibility and encourage well-planned new development, infill development, and redevelopment in appropriate locations.
- Dynamic public participation strategies and processes integrated into all elements of the project that are designed to build consensus and deliver a practical product for the City to implement and administer.
- User-friendly documents with graphics, tables, and figures that explain zoning regulations. Our Zoning Codes also provide long-term consistency and flexibility in both application and administration.
- A product that increases opportunities for diversity in housing formats and densities, redevelopment and infill projects, dynamic multi-modal transportation and mixed-use development, and the protection and enhancement of neighborhood, corridor, and gateway character, utilizing context-sensitive design standards.
- A team of planning professionals with a long history of addressing the practicalities of developing and administering zoning regulations, with knowledge and understanding of the statutes and case law governing land use controls in the state.

We hope that our proposal clearly demonstrates how our team's experience and expertise qualifies us for this project. Thank you for your consideration of our services. Please do not hesitate to contact us with any questions.

Sincerely,



Ben Rohr, AICP
Project Manager



Brian Munson
Principal-in-Charge

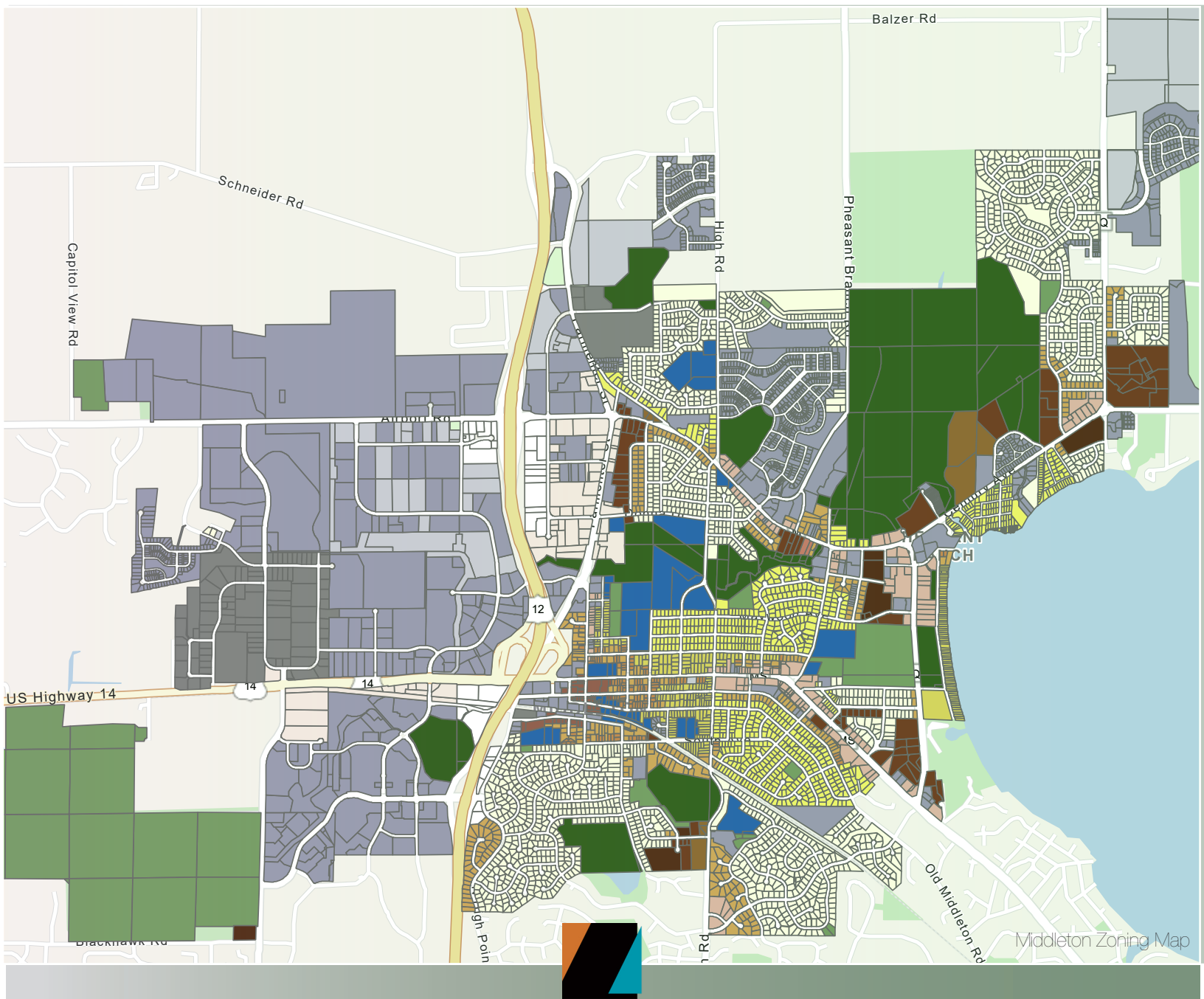
PROJECT UNDERSTANDING



In reflection of the RFP's project requirements, we aim to provide the community with a new Zoning and Sign Ordinance that:

- Simplifies processes, incorporates visual guidance, and establishes objective standards that make approvals predictable and fair, while preserving flexibility for property owners and protecting the city's character.
- Improves user-friendliness through consistent terminology, concise language, comprehensive definitions, and visual aids such as tables, charts, diagrams, and illustrations.
- Reorganizes standards into an intuitive, free-flowing structure that reflects how residents, developers, and staff interact with the code, and includes a digital-friendly document and zoning map compatible with ArcGIS Pro.
- Modernizes standards by removing, revising, or adding new zoning districts, includes clear, flexible, and revised bulk dimensional standards that align with new development and enable existing development to continue, consolidates similar land uses together into groupings, and strategically upzones where appropriate to expand property opportunities while maintaining alignment with community objectives.
- Provides clear, objective design standards for downtown, commercial, industrial, and multi-family developments, informed by measurable metrics, community plans, and best practices.
- Fully integrates the Sign Ordinance by creating a cohesive regulatory framework that aligns with zoning districts, eliminates conflicts, summarizes all standards into a series of tables, and simplifies navigation and administration.
- Reflects the recommendations of the City's adopted plans to facilitate implementation through adopted policy.
- Explores opportunities for new zoning standards such as a points-based landscaping system to increase community aesthetics and predictability, overlay districts where unique requirements may be needed, and utilization of administrative approvals to reduce process time based on measurable standards.
- Integrates law changes such as reducing special and conditional use permits in reflection of Wisconsin Act 67, addressing content-neutral sign regulations in response to the U.S. Supreme Court *Reed v. Gilbert* decision, removing primary residence requirements for Tourist Rooming Houses in light of Wisconsin Realtors Association v. the City of Neenah, and other recent statutory and case law changes.

Overall, this update will produce a modern, legally sound, visually clear, and user-friendly zoning and sign code that reduces ambiguity, supports community priorities, and promotes high-quality development throughout Neenah.

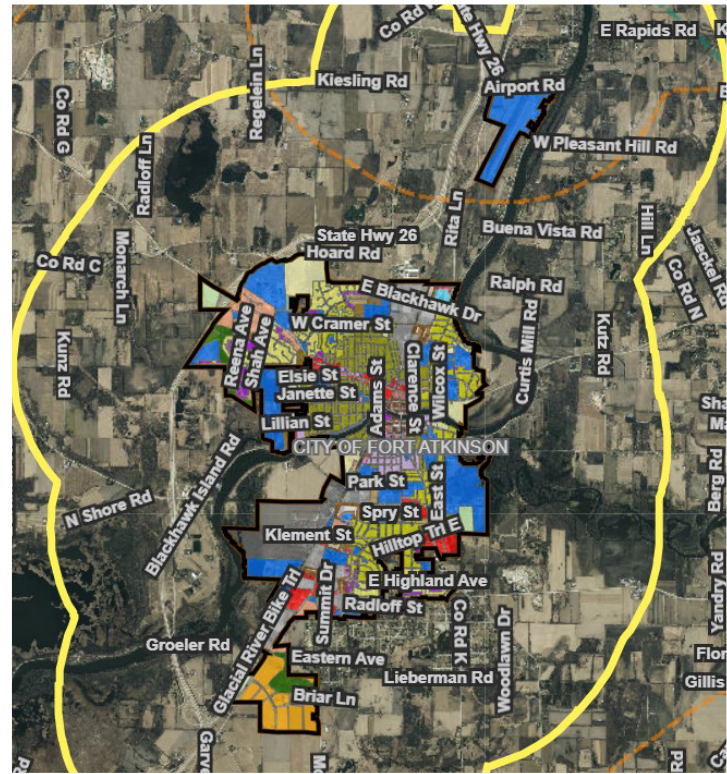


PREVIOUS WORK + REFERENCES

ZONING EXPERIENCE

Vandewalle & Associates' staff takes great pride in its ability to implement our client communities' goals and objectives through ordinance preparation. Our team includes nationally recognized experts in zoning and subdivision regulations. Our expertise and knowledge in both time-tested and cutting edge regulatory techniques enable us to craft ordinances that are easy to administer and match changing development trends. Since Vandewalle & Associates' founding more than 40 years ago, we have consistently been leaders in providing codes that are designed to implement local plans by carefully responding to local economies, local resources, and local leadership. Vandewalle & Associates typically works on one or two of these major projects each year. Our efforts focus extensively on exploring the latest national best practices in form-based codes and sustainability.

The table below shows a sampling of the ordinances that we have completed.

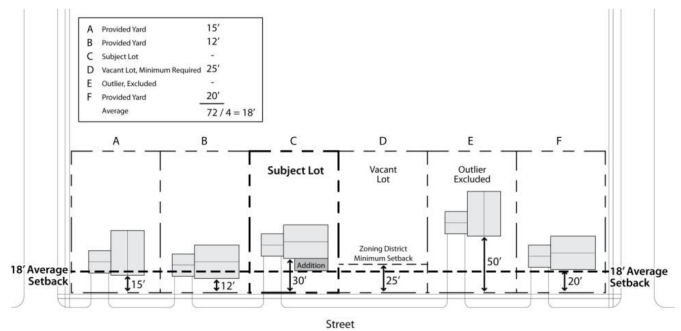
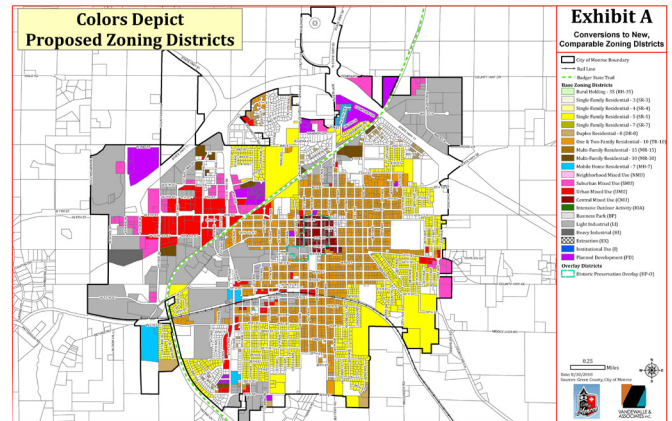


Fort Atkinson Interactive Zoning Map, 2023

Zoning Ordinances

- City of Columbus, WI
- Village of Cross Plains, WI
- Village of Darien, WI
- City of Darlington, WI
- City of Delavan, WI
- Village of East Troy, WI
- City of Edgerton, WI
- City of Evansville, WI
- Village of Fontana, WI
- City of Fort Atkinson, WI
- Town of Germantown, WI
- City of Janesville, WI
- City of Jefferson, WI
- Village of Johnson Creek, WI
- Village of Kohler, WI
- City of Lake Geneva, WI
- Lincoln County, WI
- Village of Maple Bluff, WI
- City of Marshfield, WI
- City of Middleton, WI
- City of Milton, WI
- City of Monroe, WI

- Village of Mount Horeb, WI
- City of New London, WI
- City of Oconomowoc, WI
- Village of Oregon, WI
- City of Oshkosh, WI
- City of Portage, WI
- City of Prairie du Chien, WI
- Town of Rib Mountain, WI
- City of Shawano, WI
- City of Sheboygan, WI
- Village of Spring Green, WI
- City of Stoughton, WI
- City of Sun Prairie, WI
- City of Verona, WI
- Village of Walworth, WI
- City of Watertown, WI
- City of Wausau, WI
- Town of West Bend, WI
- City of Whitewater, WI
- Village of Williams Bay, WI
- City of Belvidere, IL
- Lee County, IL
- City of Moline, IL
- Village of Rockton, IL



PREVIOUS WORK SAMPLES AND REFERENCES

Vandewalle & Associates has been a leader in Zoning Ordinance rewrites and updates throughout the Midwest. Below are just a few of our recent municipal clients for whom we have completed full Zoning Ordinance rewrites.

Additional Municipal Client references can be provided upon request.

ZONING ORDINANCE PROJECTS.

City of New London, Wisconsin

Chad Hoerth, City Administrator

P: 920.982.8500 | E: choerth@newlondonwi.org

Project Manager: Ben Rohr, AICP

Digital Copy: [City of New London Zoning Ordinance and Map](#)



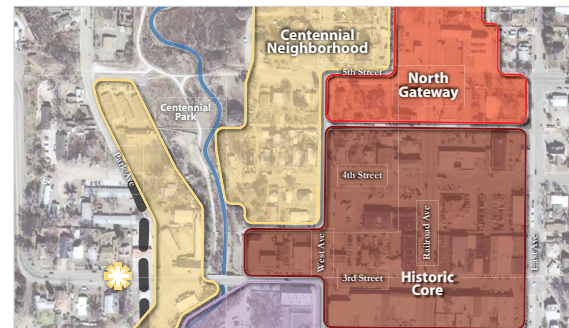
Village of Mount Horeb, Wisconsin

Nicholas Owen, Village Administrator

P: 608.437.9409 | E: nic.owen@mounthorebwi.info

Project Manager: Ben Rohr, AICP

Digital Copy: [Village of Mount Horeb Zoning Code and Map](#)



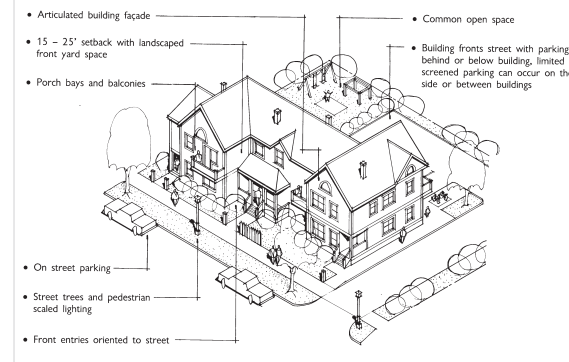
City of Middleton, Wisconsin

Abby Attoun, Director of Planning & Community Development

P: 608.821.8343 | E: aattoun@cityofmiddleton.us

Project Manager: Ben Rohr, AICP

Digital Copy: [City of Middleton Zoning Ordinance](#)



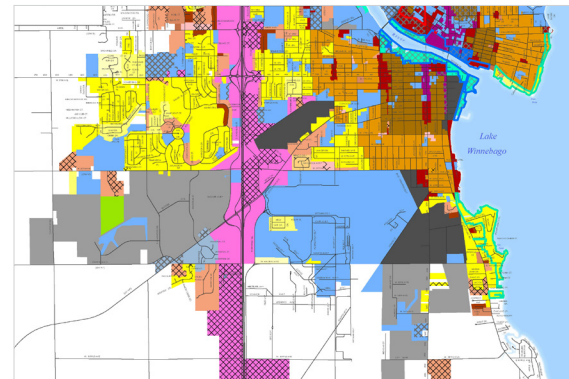
City of Wausau, Wisconsin

Brad Lenz, Director of Planning, Community & Economic Development

P: 715.261.6753 | E: brad.lenz@ci.wausau.wi.us

Project Manager: Ben Rohr, AICP

Digital Copy: [City of Wausau Zoning Ordinance](#)



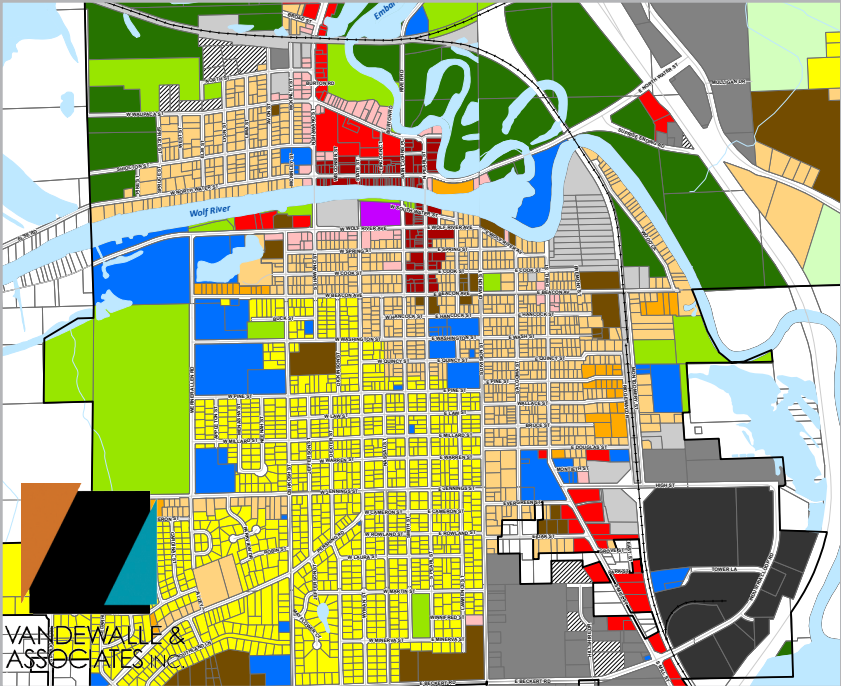
City of Oshkosh, Wisconsin

Allen Davis, Director of Community Development

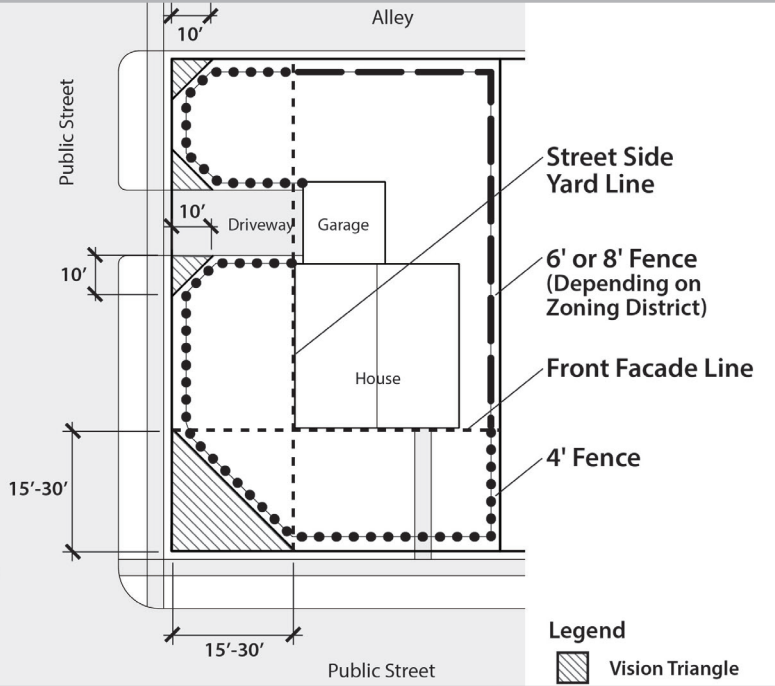
P: 920.236.5055 | E: adavis@ci.oshkosh.wi.us

Project Manager: Mike Slavney, FAICP

Digital Copy: [City of Oshkosh Zoning Ordinance](#)



VANDEWALLE & ASSOCIATES, INC.



Zoning Code and Map - City of New London, WI

Population: 7,642

Dates: Anticipated Adoption - February 2026

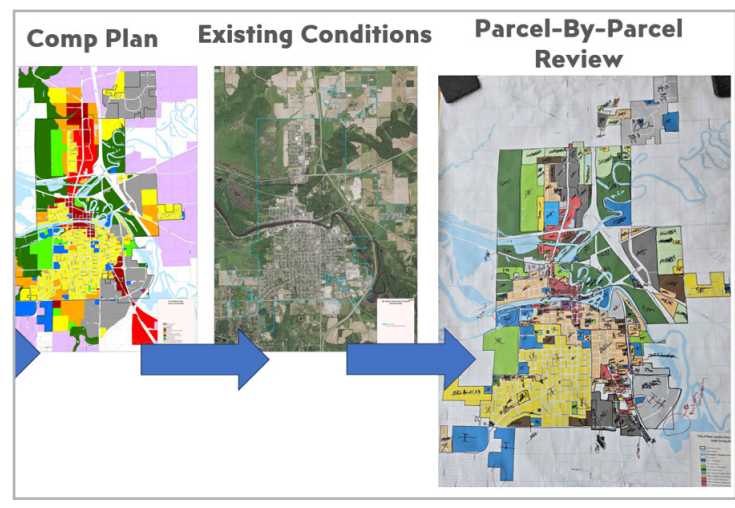
The Zoning Ordinance hadn't been fully rewritten in New London since the 1990s. Since that time, many different amendments have taken place which left the ordinance disorganized, inconsistent, and difficult to use, understand, and administer. On the heels of adopting the City's new Comprehensive Plan in 2023, New London sought to undertake a full rewrite of the Zoning Ordinance to 1) implement the new Comprehensive Plan, 2) modernize regulations, and 3) improve user-friendliness, flexibility, and predictability.

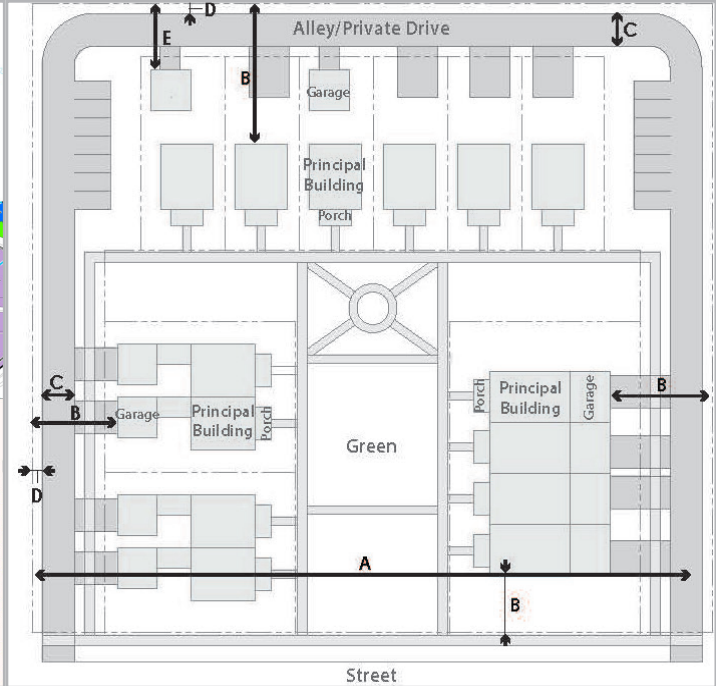
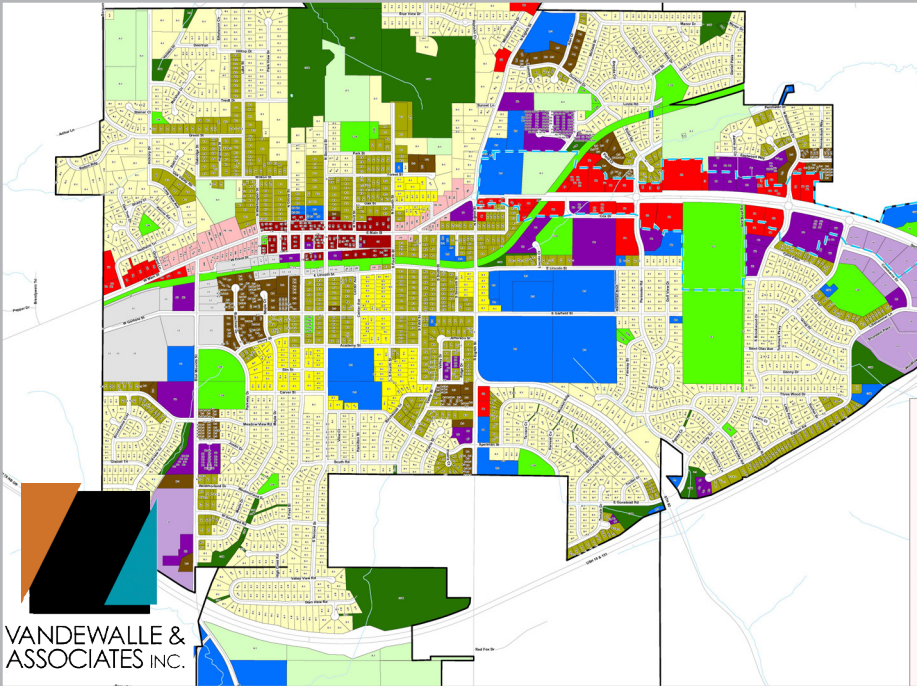
The process featured upfront public engagement through stakeholder interviews, ten different Plan Commission working meetings on different zoning topics, a continuously updated project website, a public open house event, and public hearing/adoption meetings. This effort has led to a new ordinance that has received support from City staff, elected and appointed officials, and the public.

One of the key objectives of the ordinance rewrite was to address the housing situation. The ordinance includes a variety of tools aimed at doing just that:

- The creation of mixed residential zoning districts by varying density, size, and scales.
- Reduces setbacks and lot sizes, coupled with increased lot coverage and height standards to enable greater use of existing properties and foster new development opportunities.
- Allowing Accessory Dwelling Units by-right within the mixed residential zoning districts.
- Permitting missing middle housing formats (up to 12 units) by-right in one of the mixed residential districts, while regulating density by form (setbacks, lot size, height) in a different mixed residential district.
- Enabling mixed-use buildings with residential and commercial along all community corridors and downtown.
- The development of user-friendly how-to guides for new housing opportunities such as ADUs.

It is anticipated that the new Zoning Ordinance and Map will be adopted by the City of New London in February 2026.





Zoning Code and Map - Village of Mount Horeb, WI

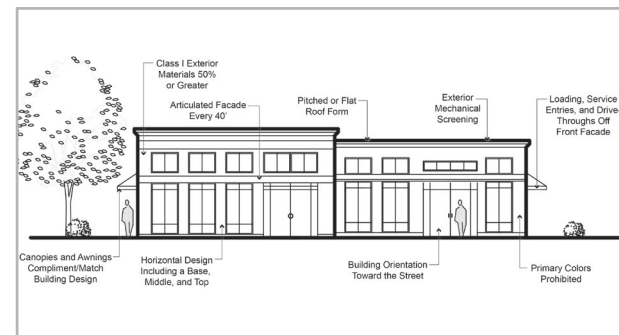
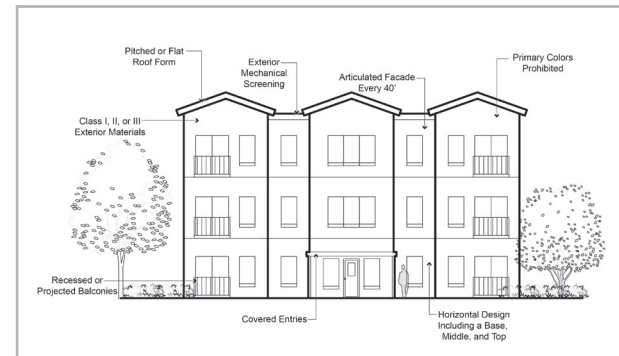
Population: 8,006

Dates: Anticipated Adoption - March 2026

Vandewalle & Associates and the Village of Mount Horeb have worked together on planning and zoning for multiple decades. In the early 2000s, a partial rewrite of the ordinance was completed to address land uses, but this effort did not encompass the entire code. Additionally, since that time, nearly every proposed project has required a Planned Development because the code's bulk dimensional and density standards were significantly out of date. Recognizing this issue and the growth pressures being experienced in Dane County, the Village undertook a full Zoning Ordinance Rewrite process in 2024.

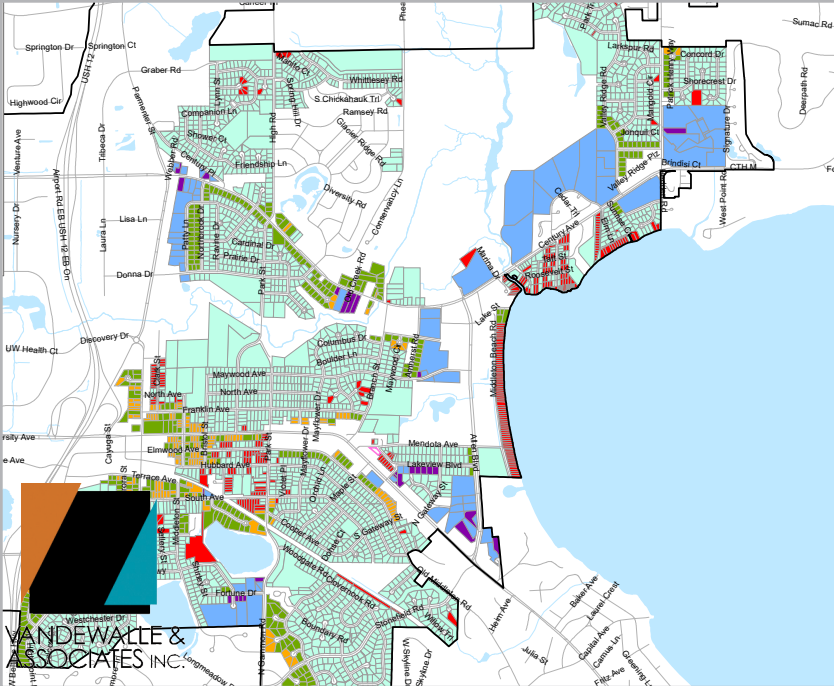
A key focus area of the project emerged as a controversial downtown development project was proposed during ordinance development. This led to additional attention on downtown standards that aimed to preserve the historic character of the community, while also enabling strategically located redevelopment opportunities. Highlights of the Village's new approach include:

- Enabling mixed-use development formats with variable nonresidential first floor requirements.
- A form-based approach to downtown density (setbacks, lot sizes, heights, etc.).
- Varying height and stepback requirements for different areas of downtown.
- Detailed design standards to protect and preserve community assets, while providing opportunities for redevelopment to match the character of downtown development patterns.
- Variable parking requirements aimed at addressing existing parking concerns by providing standards for different project scales and formats.



Beyond those items noted above, the Village's new ordinance also addresses other community goals and priorities such as allowing diverse forms of housing, advancing sustainability, enhancing community aesthetics, reducing the time associated with development review processes, and addressing modern development patterns.

The new Zoning Ordinance and Map are anticipated to be adopted in March of 2026.



Zoning Code and Map - City of Middleton, WI

Population: 22,328

Dates: Adoption - January 2024

Building on a strong existing relationship, the City of Middleton hired Vandewalle & Associates to complete a full rewrite of the City's Zoning Ordinance starting in the fall of 2021. Middleton has grown, evolved, and changed dramatically over the past 20 years, leveraging its strategic location adjacent to Madison and the Beltline within Dane County. However, the City's Zoning Ordinance hadn't been rewritten in over 40 years. This led to 20 years' worth of all new development and redevelopment projects having to use a customized Planned Development each time a new project was proposed.

Realizing the long-term administrative issues this approach presents, Middleton identified a full rewrite of the City's Zoning Ordinance within its 2021 Comprehensive Plan. The plan also identified several strategic objectives of the rewrite process including:

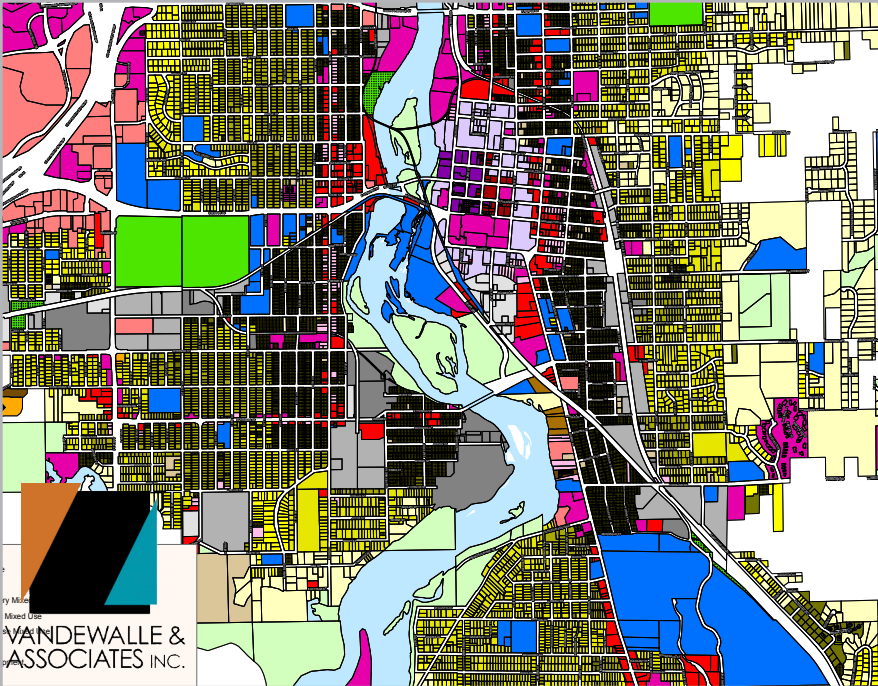
- Enabling diverse, attainable, and affordable housing types
- Integrating sustainability best practices
- Addressing state and federal law changes
- Incorporating context-sensitive design principles
- Increasing predictability and user-friendliness through modernized standards and procedures

The new Zoning Ordinance and Map accomplish these objectives and more by:

- Establishing new zoning districts that allow diversity in modern building formats, reduced setbacks and lot sizes, and mixing of land uses
- Providing opportunities for missing middle housing
- Increasing height and density along major community corridors
- Reducing parking standards and establishing bicycle parking standards
- Utilizing a form-based approach to provide flexibility for infill and redevelopment lots
- Establishing design standards by land use type
- Integrating sustainable best practices such as the use of native plantings, rain gardens, impervious surface standards, alternative energy production land uses, EV charging, and incentives for stormwater management and affordable housing

The new Zoning Ordinance and Map were adopted in 2024 and awarded Excellence in Planning from APA-WI in 2024.





Zoning Code and Map - City of Wausau, WI

Population: 39,833

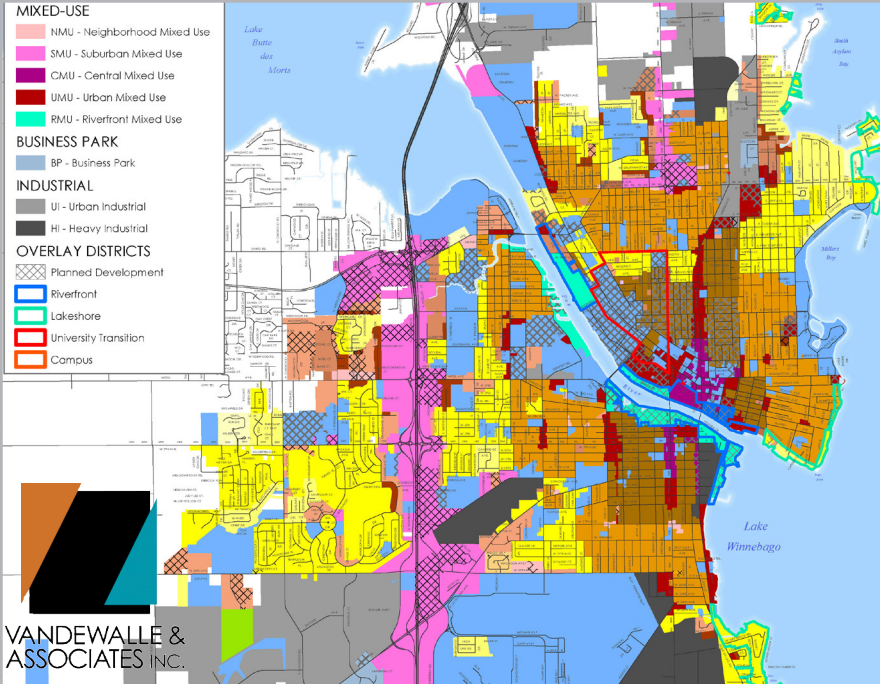
Dates: Adopted - 1/26/2019 | Effective - 1/1/2020

The City of Wausau is limited in its ability to physically grow. Boxed-in due to town incorporation over the past 20 years, the City of Wausau worked with Vandewalle & Associates to capitalize on the Zoning Code as a tool for growing tax base without substantial annexation. The City of Wausau's hybrid zoning ordinance – adopted in 2019 – incorporates zoning districts tailored to Wausau's unique neighborhoods and corridors. The highly customized ordinance includes multiple “missing middle” districts designed for small-scale multi-family and townhomes. These districts blend well with both single-family neighborhoods and higher-density residential areas. The ordinance promotes new infill housing by enabling varied unit types and tenure in existing neighborhoods, while protecting neighborhood character. The ordinance also introduces three distinct downtown districts tailored to specific development forms, character, and uses, including a high-rise development district, a historic Main Street district, and a downtown-fringe district.

Once the new zoning districts were drafted, V&A led multiple work sessions with City staff to “test drive” the new districts. This helped the project team confirm the correct mix of districts on the ground, identify opportunities to combine, refine, or add new districts, and allowed a draft zoning map to be presented to the public early in the process. This approach helped City staff, public officials, and the public recognize the significance of the new zoning map changes early on, which led to better input all around.

The Zoning Ordinance and Map won the Wisconsin APA Excellence in Planning Award in 2020 for the innovative approaches taken and the direct implementation of the Comprehensive Plan's core community goals. The Hybrid Zoning Code included

- Customized Building and Site Design Standards
- Campus Overlay District for UW-Oshkosh
- Riverfront Overlay and Riverfront Mixed Use Districts
- Downtown Design Review District
- University Transition Overlay and custom student housing approaches
- Amendment for a Reed v. Gilbert-compliant Sign Code
- Point-Based Landscaping Requirements
- Large Lot and Small Lot Single Family District
- Provisions to Make Legal Non-Conforming Lots, Structures, and Sites Fully Legal
- Big Box Development Standards and Provisions for Vacant Buildings



Zoning Code and Map - City of Oshkosh, WI

Population: 67,242

Dates: Adopted - 10/25/2016 | Effective - 1/1/2017

In accordance with recommendations in the Oshkosh Comprehensive Plan, Vandewalle & Associates facilitated a complete zoning code rewrite that addresses several key community priorities. Solutions involved a new land use and overlay district to address issues related to student housing and overcrowding; brand new building and site design standards based on land use; a flexible zoning district for UW-Oshkosh and other campuses within the City; and special riverfront design districts to facilitate high-quality infill and redevelopment along the Fox River.

Through this process, Vandewalle & Associates engaged in a complete rewrite of the zoning ordinance and assisted the City in developing a brand-new zoning map. The new ordinance added a significant number of new zoning districts to fully address community character and provide the City with a finer degree of land use control. The new zoning districts related directly to the land use categories used in the City's Comprehensive Plan. All of the zoning districts were renamed to distinguish the new code from the previous code.

The project's Zoning Code and Map Open House facilitated engaging conversations with City residents; attendees' were questions answered by Vandewalle & Associates and City staff. Public hearings were well-attended, with a strong interest in neighborhood stabilization and student housing solution efforts pursued by the City. The Code and Map were adopted by Common Council with an effective date of January 1, 2017.

The Hybrid Zoning Code included

- Customized Building and Site Design Standards
- Campus Overlay District for UW-Oshkosh
- Riverfront Overlay and Riverfront Mixed Use Districts
- Downtown Design Review District
- University Transition Overlay and custom student housing approaches
- Amendment for a Reed v. Gilbert-compliant Sign Code
- Point-Based Landscaping Requirements
- Large Lot and Small Lot Single Family District
- Provisions to Make Legal Non-Conforming Lots, Structures, and Sites Fully Legal
- Big Box Development Standards and Provisions for Vacant Buildings



Capital East District Eye-Level Perspective



FIRM PROFILE + QUALIFICATIONS



VANDEWALLE & ASSOCIATES

WHO WE ARE

Top-level teams turning assets into economic opportunities, transformational projects, and impactful solutions

Vandewalle & Associates is a collection of passionate professionals with expertise in disciplines that converge to best impact change and make places work better for people:

- Community planning and zoning
- Sign regulations
- Comprehensive planning
- Intergovernmental relations
- Development review
- Multi-layered asset analysis
- Economic strategy
- Market analysis
- Redevelopment
- Design and Architecture
- Marketing
- Real estate
- Public-private partnerships

Established in 1976, V&A has been a Midwest leader in community planning, zoning, public participation, place-based analysis, economic strategies, visioning, planning, and implementation for more than 40 years. We work in partnership with our clients to identify core, place-based opportunities and translate them into strategic plans, innovative projects, and custom regulations.



2 offices
40+ years



V&A AREAS OF EXPERTISE

Vandewalle & Associates is a Wisconsin leader in providing outstanding and cost-effective community planning services.

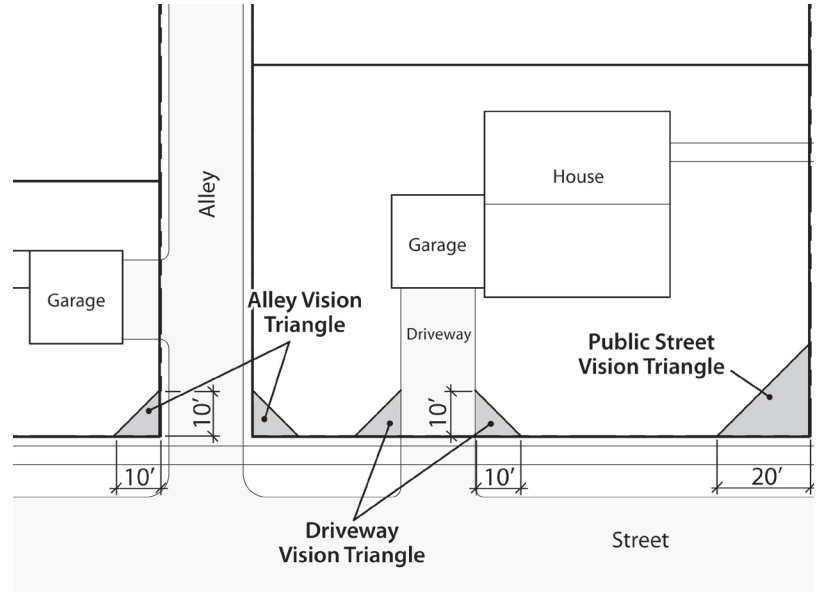
Our objective with our municipal planning services practice is to provide our municipal clients with carefully customized personnel and services to best meet their needs.

Zoning & Subdivision Ordinance Preparation.

Vandewalle & Associates staff takes great pride in our ability to implement our client communities' goals and objectives through ordinance preparation. More directly, our firm includes regionally recognized experts in zoning and subdivision regulations. Our expertise and knowledge in both time-tested and cutting edge regulatory techniques enables us to create ordinances to both be easily administered and match changing development trends. Zoning and subdivision regulation can be complicated and controversial. Without proper project management, a sound working strategy, and ongoing local involvement, regulatory rewrites by consultants often fail and local officials are left to deal with the mess. Our experience has taught us that the most effective approach arranges the process in a series of steps, organized around working sessions with local officials and other interested parties. Our proven approach builds strong working relationships with key local staff and officials who have been and will be on the "front lines" of zoning and subdivision decisions. See our Project Approach section below for more details.

Recognized for Excellence. Vandewalle & Associates has received both state and national recognition for developing a system of planning and development for small and mid-sized communities. In 2004, the firm was recognized by the Wisconsin Chapter of the American Planning Association (APA-WI) for Outstanding Contribution to Planning in Wisconsin. Vandewalle & Associates'

approach to community planning services is based on this award-winning approach. In 2017, Vandewalle & Associates was recognized by APA-WI for two projects – the Village of Oregon Sign Code and the Madison Metropolitan School District Enrollment Projections Study – that both received the Excellence in Planning Award from the Wisconsin Chapter of the American Planning Association. In 2020, Vandewalle & Associates received the Excellence in Planning Award from APA-Wisconsin for the City of Wausau Zoning Code and Zoning Map. In 2024, Vandewalle & Associates received the Excellence in Planning Award from APA-WI for the City of Middleton Zoning Code rewrite. We also regularly present at the APA-Wisconsin Planning Conference - which we did twice in 2022 and twice again in 2024.



V&A PLANNING EFFORTS AND AREAS OF EXPERTISE

Development Review. We provide outstanding on-call development review services. Typically, these services include attending monthly development review staff meetings and plan commission meetings, preparing and presenting reports and recommendations on development proposals, and site inspections to ensure compliance with approved site plans, architectural details, landscaping, lighting, signage, and conditions of operation. Where development activity is sporadic, we reserve dates for all the above, and then attend as requested by the municipality.

Our firm prides itself on a tradition of building and sustaining the confidence of the plan commission, elected officials, zoning board of appeals, and other municipal bodies to review development in an effective and predictable manner, with an efficient process that yields improved results for the community, nearby properties, and the applicant.

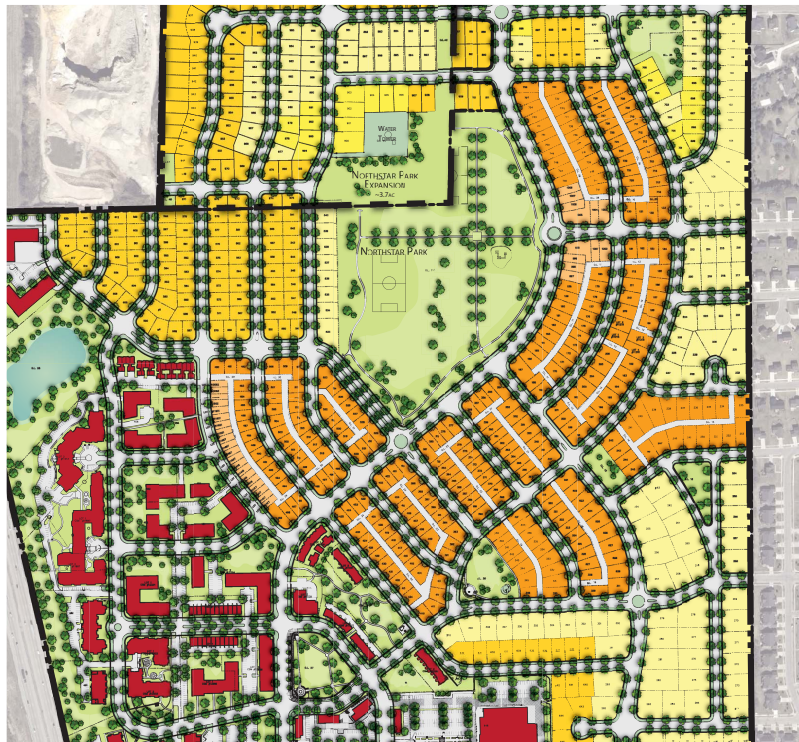
Our experience is particularly deep in communities where redevelopment is predominant, and projects must achieve a win-win balance on tight sites with challenging economics and where the preservation and enhancement of community and neighborhood character is a high priority.

Local Regulations. Vandewalle & Associates is Wisconsin's leader in customizing zoning, subdivision, official mapping, urban design, landscaping, and sign regulations to effectively implement local objectives.

Our ordinances are carefully designed to work in communities that have limited staff resources by providing:

- Regulations that are crafted to attain community objectives while responding to the economics of development specific to the municipality
- Zoning districts that are fully customized for each community, with clear relationship to municipal plans
- Complete descriptions of all procedures
- Detailed application checklists
- Complete code definitions, including effective land use descriptions which can accommodate evolving and new forms of development and commerce, and specific examples of such uses
- Effective graphics to convey information
- Tables to enable quick reference
- Clear cross-relationships between zoning, subdivision, and official mapping requirements.

See our proposed Zoning and Sign Ordinance Rewrite Scope of Work for more details below.



Grandview Commons, a mixed use and density traditional neighborhood built out over 20 years - Madison, WI

V&A PLANNING EFFORTS AND AREAS OF EXPERTISE

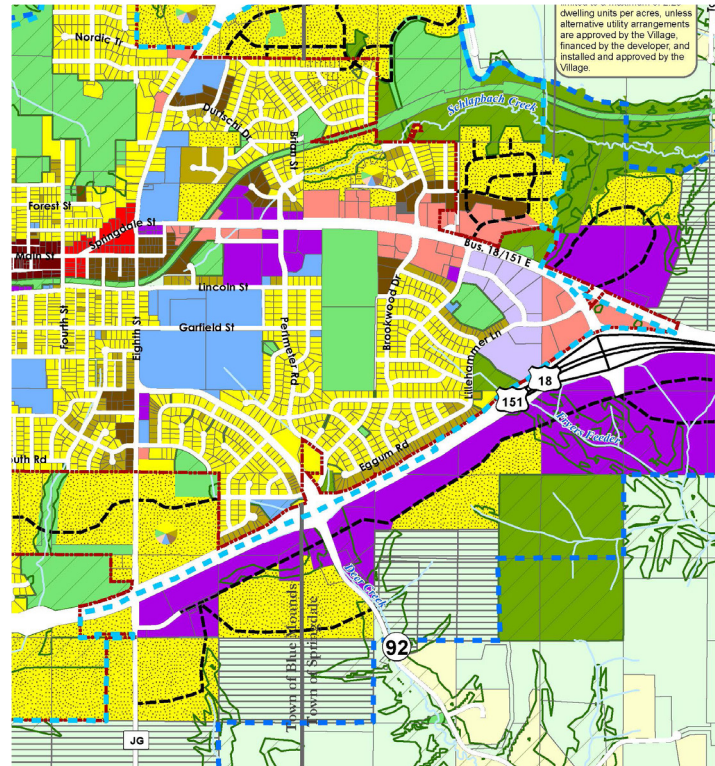
Comprehensive & Neighborhood Plans. Vandewalle & Associates has more than 40 years of experience in preparing comprehensive plans that are designed to become a reality.

Because of our broad range of expertise, our comprehensive and neighborhood plans are firmly grounded in the specific economic realities of the community, and seek to leverage each community's unique assets to accomplish municipal priorities and community benefits. We firmly believe that a strong vision for the planning area is essential to enhance community character, economic development, environmental protection, and the quality of life.

Our plans guide future growth and redevelopment to create vibrant neighborhoods and downtowns, expand the mix of community services and housing choices, address long-term public safety and environmental objectives, and enhance the community's ability to attract a more diverse and sustainable tax base.

Our plans are committed to meaningful public participation. Our planning processes use diverse cost-effective participation techniques to prioritize public input at the beginning of the planning effort, and clear communication to shepherd the plan through adoption.

Finally, our plans are often designed to assist with subsequent grant applications and fundraising efforts by communicating key concepts with visually-compelling graphics and maps.



Mount Horeb Comprehensive Plan Future Land Use Map

Municipal Planning. Our approach for municipal planning services has several components:

- Working in many communities as their on-call planner for years and even decades has provided our firm with unparalleled consistency in service, institutional knowledge, and a true connection to the community.
- Ongoing work is allocated between the local team to be as cost-effective as possible – providing a best-fit or blend between experience and billing rates.
- When specialized assignments arise, our local team is able to call on Vandewalle & Associates' team of more than twenty professional planners and designers. These include our company core of eight principals and president – each of whom has been with us for more than twenty years, and have a combination of almost 200 years of professional experience. This approach gives our municipal clients immediate access to the most experienced and diversely-skilled planning firm in the Midwest.

Our service model works well. We have been serving many of our municipal clients for more than 15 to 25 years. These clients include Fontana, Lake Geneva, Delavan, Edgerton, Cross Plains, Jefferson, Johnson Creek, Watertown, Oregon, Mount Horeb, Fort Atkinson, Franklin, Middleton, Monroe, and Shawano. In growing communities where planning needs are expanding, we are often the last on-call planning consultant before a community hires in-house planning staff.

V&A PLANNING EFFORTS AND AREAS OF EXPERTISE

Redevelopment & Revitalization Planning.

Vandewalle & Associates prides itself on getting projects built. Our success in the field has been our ability to balance creative and visionary planning with pragmatic attention to project execution. Our projects are designed to be 'market driven' and based on an in-depth understanding of the local economic as well as physical landscape. Most of our principal staff, in addition to having solid city planning and design credentials, have additional training in urban economics, economic-geography, or real estate.

Most of our large redevelopment projects have involved upfront market analysis to determine the depth and direction of the local real estate market, and the absorption potential of various types of space. This work provides an early "reality check" to help provide direction to the planning process, and can help identify any unfulfilled market niches within the locality or region. Vandewalle & Associates' success in the redevelopment arena is also attributed to our ability to identify specialized niches for urban sites for which no historic market may be known to exist. In real estate parlance, this is known as "making the market" or "positioning" a site through a careful selection of mutually supporting land uses or economic activities that have the potential to take advantage of unusual land use synergies and/or local/regional economic development initiatives. In all of our projects we seek to leverage local economic development opportunities to capitalize on a community's unique assets.

Housing. Planning and building cities and townscapes that are both functional and exciting lies at the heart of Vandewalle & Associates' professional practice. We excel in designing timeless and memorable urban environments that are tailored to local conditions and are rich in local character. We bring our skills to a variety of complex challenges, including comprehensive planning; downtowns, special districts, transit-oriented, mixed-use developments; urban corridor redevelopment plans; brownfield site reuse planning; neighborhood redevelopment projects; market and economic impact analysis; and architectural design guidelines. Within all of this work, housing is often a cornerstone component. We utilize the following practices, on a regular basis, for client communities across Wisconsin. See below for more details.



South River Loop Revitalization - Racine, WI

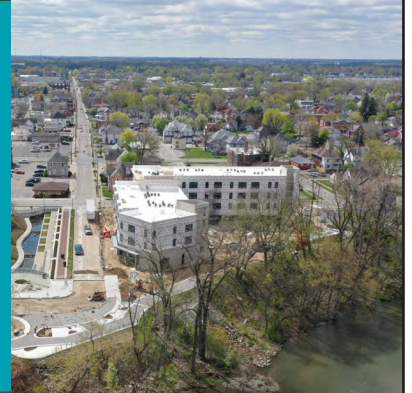
BE PROACTIVE ABOUT YOUR COMMUNITY'S HOUSING SUPPLY.



A COMPREHENSIVE APPROACH TO HOUSING AFFORDABILITY, SUSTAINABILITY, EQUITY, AND MIX



IN THE 1950S THE AVERAGE NEW HOME IN WISCONSIN WAS 2X THE AVERAGE INCOME. TODAY A NEW HOME COSTS NEARLY 9X THE AVERAGE INCOME.



FROM SMALL TOWNS TO MAJOR METROPOLITAN CITIES, housing challenges consistently rank as one of the top concerns of Midwestern communities today. The housing crisis may not look quite the same everywhere, but the crunch poses very real challenges in varying proportion and order of urgency:

- Shortage of attainable housing for workforce attraction
- Lack of affordable single-family homes for first-time buyers
- Racial inequity in housing
- Gentrification and displacement of low-income residents
- Lack of housing options from rental to single family to senior housing
- Zoning code restrictions



A SUCCESSFUL STRATEGY FOR THE COMPLEX HOUSING PROBLEM REQUIRES A FIVE-SIDED APPROACH.

1. COMPREHENSIVE PLANNING AND ZONING
2. NEEDS ANALYSIS
3. SUBDIVISION AND LAND PLANNING
4. FINANCING STRATEGY
5. DEVELOPMENT MANAGEMENT

A STRATEGIC PLAN TAILORED FOR EACH COMMUNITY. Consider that Vandewalle & Associates is the only Midwest planning partner with deep experience assisting with all five angles on housing success. V&A offers the most comprehensive package of housing planning tools and services available. From urban centers to rural communities, we can help assess and address a complex set of issues with a strategic housing plan that answers your community's unique needs, helps bring needed development and financing, and minimizes development risks.



VANDEWALLE & ASSOCIATES INC.
Shaping places. Shaping lives.

V&A 5 PILLAR HOUSING STRATEGY

TODAY'S HOUSING PICTURE:
WITH ATTAINABLE HOUSING NOW OUT OF REACH FOR TEACHERS, NURSES AND FIREFIGHTERS, THOSE ESSENTIAL JOBS CAN BE HARD TO FILL.

1. COMPREHENSIVE PLANNING AND ZONING:

- Comprehensive Planning Framework
 - Setting up housing goals and needs
 - Identification of land uses
 - Planning for public facilities such as schools and water towers

2. HOUSING ELEMENT NEEDS ANALYSIS

- Updating the comprehensive plan to establish housing needs and goals and identify sites
- Market studies and detailed needs analysis of number of housing units and households served
- Zoning and subdivision reqs
 - Ensuring zoning regulations align with housing needs and that it can facilitate development in areas most appropriate
 - Facilitating housing diversity and encouraging an appropriate mix of unit types
 - Boundary agreements, urban service area amendments

3. SUBDIVISION AND LAND PLANNING:

- Site identification and acquisition
 - Proactively talking to landowners within or adjacent to boundary to understand intent
 - Evaluate existing needs including utilities and infrastructure capacity
 - Identify funding sources to help alleviate burden for creating new units
- Concept planning and cost estimating
- Rehab and neighborhood improvement and infill

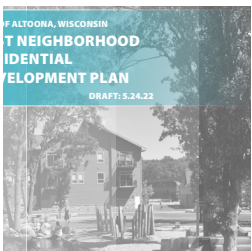
4. FINANCING STRATEGIES:

- TIF
 - Affordable housing fund/extend life of TIF
 - (Identify funding sources to help alleviate burden for creating new units)
- Tax credits
- ARPA and Bipartisan Infrastructure Legislation (BIL) funds and programs
- Private/corporate partnerships and contributions
- CDIs and non-profits
- Federal and state grants
- Special assessments

5. DEVELOPMENT MANAGEMENT:

- Developer RFPs and recruitment
- Project review and negotiations
 - Zoning and design
 - Financial assistance
- Project management
 - Phasing and coordinating public improvements with private development
 - Ongoing housing implementation and monitoring
 - Regional collaboration

THREE MORE REASONS OUR HOUSING APPROACH WORKS



PROVEN RESULTS CREATING A MIX OF HOUSING OPTIONS WHERE MARKET FORCES ARE NOT. Our expertise has been hard at work shaping

a new wave of welcome neighborhood development in communities such as Eau Claire, Waupaca, and Altoona.



THE ORIGINAL ZONING EXPERTS. We work throughout Wisconsin and the Midwest on comprehensive zoning rewrites

that help add needed flexibility and address housing challenges. We have created zoning codes for places like Middleton WI, resulting in one of the most progressive zoning codes in the state.



PARTNERS WITH WISCONSIN'S LARGEST HOME-BUILDERS.

With decades of experience designing housing developments for some of Wisconsin's most successful and innovative home builders, we can help bring the right developer for the project. This includes traditional neighborhood designs with features like small lots, alleys, front porches, wetlands, trails, and walkable mixed-use hubs.



PUBLIC ENGAGEMENT APPROACH

PUBLIC ENGAGEMENT APPROACH

Community engagement will be a central component of the Zoning and Sign Code update process. We will maintain a dedicated project webpage to provide clear and accessible information, including project updates, schedules, draft materials, and opportunities for public comment. This webpage will serve as the primary hub for ongoing communication and feedback throughout the project.

To ensure broad and meaningful participation, we will conduct a workshop and online survey at the beginning of the project with interactive activities to introduce the initiative, explain the process, and collect preliminary feedback on key policy choices, design preferences, and regulatory approaches. A visual preference survey will be employed as part of this engagement activity. In addition, we will host 4 virtual stakeholder focus groups with representatives who frequently interact with the code, including residents, business owners, developers, design professionals, planning staff, building inspectors, code enforcement officials, sign companies, and other property owners. These targeted discussions will help identify practical challenges, recurring issues, and opportunities for improvement within the existing regulations.



We will also organize a second workshop/open house and online survey held near the conclusion of the project to present the draft Zoning and Sign Codes and solicit input prior to finalization. Draft concepts and proposed regulations will be displayed at these events to encourage informed discussion.

Throughout the development of the new Zoning Ordinance, the Steering Committee, Plan Commission, and Common Council will have opportunities to weigh in on key policy decisions and pros and cons of different approaches. Feedback gathered through all engagement activities will be actively evaluated and incorporated into the proposed regulations to address conflicting viewpoints, resolve hot-button issues, and ensure the final code reflects community priorities and real-world implementation needs.

Public Engagement Opportunities

Type	Description	Quantity + Timing
Project Website	A website dedicated to the project with regular updates, FAQs, and summary materials	Throughout the duration of the project
Steering Committee	Regular review and input meetings	6 virtual meetings throughout each work element
Joint Plan Commission & Common Council Workshop	Opportunities to weigh in on key policy decisions and provide feedback	3 virtual meetings
Stakeholder Listening Sessions	Gather insights from community experts through stakeholder focus groups to identify issues by frequent users	4 virtual meetings planned at the beginning of the project
Public Zoning Workshop & Online Follow-up Survey	At the beginning of the project, in-person and virtual opportunities will be offered to gather feedback on key issues and priority areas. It will include interactive activities, with materials and an online survey posted afterward to allow broader participation.	1 of 2 public open houses
Public Open House to Review Draft Zoning Code & Online Follow-up Opportunity	After the draft Zoning Code is developed, community members can provide feedback through in-person and virtual opportunities, including an Open House and online materials on the Project Website.	2 of 2 public open houses

ENGAGEMENT STRATEGY

GIVING EACH VOICE POWER & A PLACE IN A COLLECTIVE VISION

A thoughtful, inclusive, accessible approach to Public Engagement is the most direct and transparent way to ensure all voices in the community are valued with ample chance to be heard.



REACHING DIVERSE VOICES RIGHT WHERE THEY ARE. For each community, we design a thoughtful strategy to engage as many voices as needed to create a balanced, relevant, and dynamic conversation.

It is vital that these constituents are not just heard but are part of the process with ownership in the collective vision:

- Local leaders
- Cultural groups
- Grassroots organizations
- Residents and neighbors

DYNAMIC ENGAGEMENT: We tailor the project's engagement platform specifically to the unique needs, goals, and makeup of the community.

We also constantly tailor the mix to align with the preferences and realities of the people who live in the community. Some of the tools we use:

- Interactive workshops
- Online surveys and other digital platforms
- Pop-up events
- One-on-one conversations

RELEVANT AND EMPOWERING RESULTS

THE KEY IS TO CREATE MULTIPLE OPPORTUNITIES FOR PEOPLE TO SHARE their ideas, concerns, and aspirations. To listen to what is said, and what is not. To create a dynamic feedback loop to guide the process and inspire new ideas.

This ensures the process and results are not only relevant, but also empowering, fostering trust and creating spaces that reflect the true needs and desires of the community.

PUBLIC ENGAGEMENT STRATEGY

DIVERSE PUBLIC ENGAGEMENT TOOLS: TAILORED TO GOALS + REALITIES OF THE COMMUNITY

Sample Community-Based Public Engagement Strategies

As unique as each community, this list may include:

- Pop-up event examples
 - Guided Site Tour
 - Tent or Table at Community Events and Farmers Market
 - Culturally & Historically Relevant Music Events
 - School & Youth Events
 - Potlucks in the Park
- Interactive community design workshops
- Updates at existing community meetings
- Live polling exercises
- Mapping exercises
- Stakeholder interviews/focus groups
- Steering committee meetings
- In-person meetings coupled with online engagement opportunities (two ways for people to engage)
- Appointed and elected officials workshops
- Public open house



Pop-Up Event



Interactive Map/Engagement

Sample Online and Alternative Media Public Engagement

In addition to in-person meetings, we provide interactive virtual options to help meet more people where they are. These tools include:

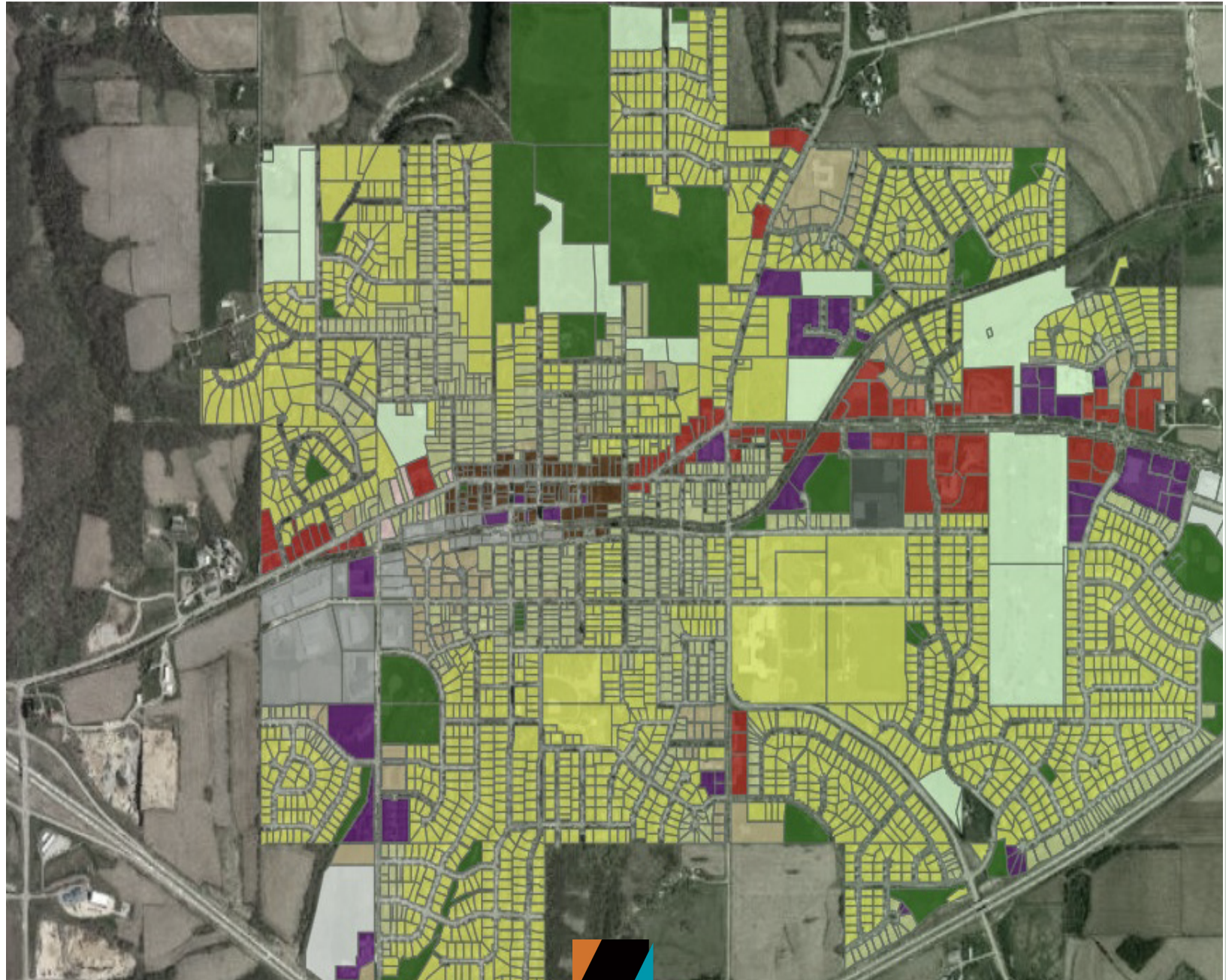
- Social media engagement with a Plan Update hashtag
- Targeted social media posts
- Regular updates on community website
- Newsletter updates
- Leverage mailing lists of partner agencies
- Live & recorded educational presentation series
- Online surveys / Questions of the Week on the Client Website and social media utilizing SurveyMonkey or Polco
 - Interactive map-based online surveys
 - Interactive workshops/visual preference surveys
- Email blast announcements
- Project website
- Branding materials
- Video summaries



Project Website



Online Survey



WORK PLAN + TIMELINE

PROJECT APPROACH

Vandewalle & Associates' extensive experience working in similar communities throughout Wisconsin provides us with an unparalleled perspective on the issues, concerns, and opportunities that will drive this process to comprehensively rewrite the City's Zoning and Sign Code. We will draft requirements that are context-sensitive and physically appropriate for the community, and which reflect Neenah's people and culture. Utilizing the work already completed by the City, we will build on an integrate existing documents such as the Housing Study and Needs Assessment, Downtown Master Plan, South Commercial Street Plan, Waterfront Master Plan, and Comprehensive Plan into the new Zoning and Sign Code. We will couple this with our knowledge and experience of zoning and development to modernize Neenah's land use regulations to best implement the City's vision and nation-wide best practices.

The City's Comprehensive Plan Update and Housing Study and Needs Assessment includes several recommendations specific to the Zoning Code update, including several of the items listed in the RFP and other areas of the plan as shown below:

- Create zoning districts that support neighborhood-scale commercial uses.
- Develop standards that promote harmony and compatibility between commercial and residential uses.
- Establish redevelopment-oriented zoning districts and standards that provide flexibility, promote mixed use development, and allow greater densities.
- Encourage new development that supports a range of transportation options, including biking and walking.
- Create direction and guidance for murals and public art.
- Support community gardens and urban agriculture by removing regulatory barriers.
- Reduce parking minimums and create parking maximums to help reduce development costs and encourage more efficient land use.
- Establish resource protection standards for new neighborhood development that ensures natural features that both enhance adjacent property values and serve their environmental functions.
- Addresses zoning reform opportunities that improve diversity and availability of housing stock, including changes in bulk requirements like lot size and required open space, as well as incorporation of allowance for missing middle housing types and increase the amount of residential living space in or near downtown.
- Encourage housing designs that are attractive through architectural design that is compatible with existing neighborhood context and development patterns.
- Create design standards that reflect the character, scale, orientation, and unique elements of the downtown area.
- In the downtown, new development will complement and reinforce the existing downtown development format, with emphasis on multistory buildings located close to the street and side lot lines.

Based on the objectives in the City's Request for Proposals, we understand Neenah seeks a consultant team to prepare a complete rewrite of its current Zoning and Sign Code that better reflects the City's development, preservation, and community character objectives by implementing the recommendations of the City's 2024 Comprehensive Plan Update. More specifically, we understand the City is interested in preparing a Zoning Ordinance that:

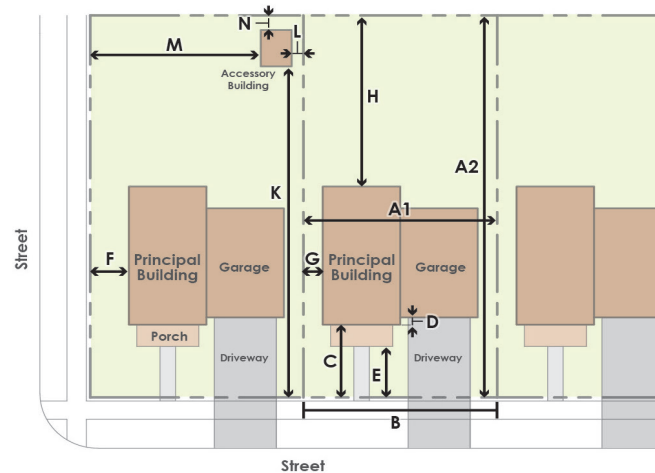
- Combines the Sign Code regulations within the Zoning Code.
- Implements the goals and objectives of the Comprehensive Plan and the Future Land Use Map along with alignment of other relevant plans through enforceable regulations.

Legal Review

Vandewalle & Associates does not provide legal advice or opinions and does not have any attorneys on staff. We propose to rely upon the City Attorney for review of all ordinances as part of this project. However, one advantage our approach is that our model ordinance has been developed to evolve and incorporate state and federal law changes over time. As such, it is reviewed by municipal attorneys as part of each rewrite we conduct. This provides us with an ordinance that offers a sound basis of legal defensibility. Overall, if the City wishes outside legal advice or opinions on the Zoning and Sign Code Rewrite, that service would be separately solicited outside of this proposed scope and budget.

PROJECT APPROACH

- Addresses zoning reform opportunities that improve diversity and availability of housing stock, including changes in bulk requirements like lot size and required open space, as well as incorporation of allowance for missing middle housing types.
- Integrates updated urban design standards into the Zoning Code in a way that is easy to administer and flexible enough to ensure high-quality development while still allowing for and promoting creativity.
- Facilitates historic preservation and rehabilitation of old structures by developing design standards for downtown and addressing the review process.
- Includes mixed use districts that accommodate a complementary mix of neighborhood-scale retail, office, service, multi-family residential, institutional, and open space uses.
- Crafts zoning districts tailored to Neenah's unique areas, neighborhoods, gateways, and corridors, such as the historic downtown, strategic infill and redevelopment sites, transit-oriented corridors, and lands adjacent to the waterfront with minimum design standards.
- Incorporates principles of multi-modal development that supports bicyclists and pedestrians and acknowledges the connection between land use and transportation throughout Neenah.
- Provides a practical and enforceable approach for nonconforming uses, structures, lots, and sites.
- Protects and enhances Neenah's high-quality natural environment that attracts people to the community.
- Clearly spells out the steps, review criteria, and approvals for administrative procedures to ensure complete applications and predictable steps for all zoning-related processes, particularly in response to recent Statutory changes, such as Wisconsin Act 67 and its impacts on conditional use permits.
- A content-neutral sign code in response to the Reed v. Gilbert case and ensuring all other relevant court rulings and state statute references are consistent within the new code.
- Review the zoning code to identify cross-references to other Municipal Code chapters and support staff by flagging issues that may require clarification or updates.
- Eliminate guess work for city staff, the public, and developers by making the code easier to use through incorporation of user-friendly graphics and tables, while also reducing the need to make interpretations of code language.
- Make the code easier to use by incorporating user-friendly graphics and tables.
- Coordinates revisions to the City's subdivision ordinance with the new zoning regulations.
- Reviews and corrects any existing inconsistencies within the City's Zoning Code.
- The creation of a zoning map with updated zoning districts in a format that can be edited in ArcGIS.
- A project website that provides regularly updates on the project and provides an opportunity for the community to participate and provide feedback.
- Research, review, and integrate zoning best practices and innovative ideas that have proven successful in Wisconsin and around the country.



Dane County Model Zoning

In 2025, V&A worked with Dane County to create a model Zoning Ordinance focused on providing model zoning standards that enable diverse housing opportunities within the area's municipalities ([link](#)). It included methods for streamlining development review processes and identified ways to adapt local zoning ordinances to provide greater housing opportunities. V&A will apply this expertise and experience directly to the City of Neenah's Zoning & Sign Code Rewrite.

Zoning codes tend to follow one of four strategies to define and arrange zoning districts:

- 1. Zoning Districts based on Land Use (Euclidean Zoning).** This oldest form of zoning is primarily designed to segregate different land uses and to arrange them based on a rigid set of dimension requirements for lot area, setbacks, and lot coverage. Euclidean zoning began with the New York City zoning code of 1916, and zoning districts using a letter-number format such as “R-1”, “B-2”, and “M-3” are a field mark of such codes. The high levels of noise, waste, odor, and air and water pollution associated with development in the first half of the 20th Century were at the root of this desire to segregate residential, commercial, and industrial land uses from one-another. In establishing residential districts, Euclidean zoning was also used to segregate people based on wealth, and thus the racial and ethnicity characteristics associated with differences in wealth.

In the second half of the 20th Century, Euclidean zoning expanded its scope to require development to accommodate (and ultimately perpetuate) the growing dependence of the automobile and on-site parking requirements, which peaked in the 1980s. The City’s current zoning code is comprised mainly of Euclidean districts, as are most zoning codes around the country.

- 2. Zoning Districts based on Community Character (Performance Zoning).** Performance Zoning arose in high growth metropolitan fringe counties around Philadelphia, New York, Montreal, and Chicago in the 1970s and 1980s. Zoning districts are arranged along a “Community Character Continuum” focused on the density of residential development and the intensity (lot coverage or floor area ratio) of nonresidential development. A field mark is the resulting zoning district names incorporate characters along a continuum ranging from “Wilderness”, “Rural”, and “Countryside”, to “Exurban”, “Estate”, and “Suburban” and “Transition”, to “Urban”, “Central”, and “Core”. The districts focus on segregating densities and intensities, with a few narrow zoning districts for high impact industrial and large-scale commercial uses. Diverse land uses are permitted within each district, so long as multi-family and nonresidential development is of a consistent intensity with the residential development in the same district.

Performance zoning introduced the practice of landscape point systems, formula-based sign area requirements, and infrastructure capacity analysis as common development analysis practice – which have often been retrofitted into older Euclidean codes.

- 3. Zoning Districts based on Building and Public Realm Design (Form Based Zoning).** Form Based Zoning originated in resort community development in the 1980s but found a second home in gentrifying suburbs in high growth metropolitan areas often transitioning from highway-oriented suburban and transition development areas to a more urban level of intensity. Zoning Districts are also arranged along a community character continuum (called a “Transect”), but the focus of the ordinance is on exterior building form, streetscape, and public space design rather than density, intensity, or building height. A field mark is the resulting district names T1 (most rural) through T6 (most urban). Diverse land uses are permitted within each district, so long as the development is consistent with the design standards of the district.

Although many Euclidean and Performance zoning codes included form-based standards for downtown development and basic requirements prohibiting low-quality building exterior materials, Form Based Zoning introduced detailed exterior building and public space design requirements for development throughout a community. Many components of Form Based zoning codes have often been retrofitted into older Euclidean and Performance zoning codes.

- 4. Hybrid Zoning.** Hybrid Zoning incorporates elements of Euclidean, Performance, and Form Based codes, recognizing that each of the three systems has its own strengths and weaknesses. For example, in our experience in the Upper Midwest, communities increasingly support mixed use development. Additionally, most also want to retain essential Plan Commission and Elected Body controls over land use – particularly in Wisconsin in the post Act 67 era where the ability to deny conditional uses has been severely restrained, while the power to determine the most appropriate zoning district and the timing of zoning map amendments are still at the discretion of the Elected Body as advised by the Plan Commission.

However, at the same time, communities want their new zoning code to result in predictable community character, and in more humane building, streetscape, and public space designs.

Hybrid codes offer the strongest ability to customize a code to the realities and aspirations of a community because they are not subject to the more rigid constraints of a Euclidean, Performance, or Form Based zoning system, and thus can capture the best aspects of each, while avoiding the most troubling weaknesses.

Vandewalle & Associates strongly recommends using the more flexible and more responsive Hybrid Zoning approach.

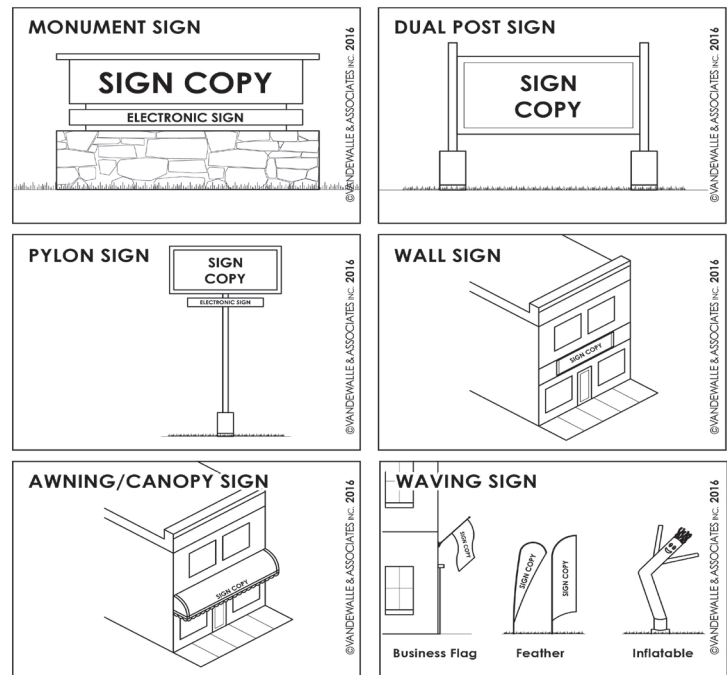
PROJECT APPROACH

As zoning best practices evolve and change, we continue to adapt, modernize, and integrate new ideas and policy approaches into each Zoning Ordinance rewrite process we complete. One of the most prevalent topics at the top of mind today across Wisconsin and the country is - how zoning can impact housing affordability and availability.

Wisconsin is projected to need 140,000 more housing units between 2020-2030 to keep up with current demand (Source: *Forward Analytics, A Housing Hurdle: Demographics Drive Need for More Homes, 2022*). In response, the Wisconsin League of Municipalities published, "A User's Guide to Wisconsin Neighborhood Affordability." Several of the reports key recommendations included zoning reform ideas such as allowing missing middle housing, removing density maximums and instead using a form-based approach, reducing or eliminating parking minimums, and streamlining development review processes.

We aim to take this challenge head on within this project and provide a collection of strategic zoning approaches aimed at providing the community with new opportunities for diverse housing formats. These include:

- Allowing residential land uses to be integrated within all commercial zoning districts through mixed-use opportunities.
- Utilizing form-based principles for residential zoning districts where there are no unit or density maximums. Instead, the setbacks, height, impervious surface, and lot dimensions dictate density and allow for developments to be well-integrated into neighborhood context.
- Reduction or elimination of parking standards, which reduces development costs, reduces surface parking, and promotes multi-modal transportation options.
- Allow accessory dwelling units and in-family suites in all residential districts by-right with defined site requirements to enable alternative housing formats within existing neighborhoods.
- Develop bulk dimensional standards that promote traditional neighborhood design principles such as reduced front setbacks for structures that integrate front porches, reduction in minimum lot sizes, front-loaded garage setback and percentage requirements, and impervious surface standards in replacement of building lot coverages to promote greater use of lots within existing developed neighborhoods.
- Create zoning districts specifically to enable missing middle housing formats including small-lot and alley-loaded single-family, different forms of two-family unit configurations, small and mid-scale multi-family units, condominium or rental opportunities through options for zero lot lines or multiple units on the same lot, and higher-density multi-family in appropriate locations.



The City's RFP makes clear that the City is committed to supporting quality development that respects the past and strategically positions itself as it transitions into the future. With Vandewalle & Associates, we offer a team of professionals with a depth of experience in designing for community character, progressive neighborhood design, and strategic development, along with the ability to craft development regulations that advance these community goals.

SCOPE OF SERVICES

In reflection of the RFP's Outlined Scope of Services, the following pages feature a summary of how each of those elements identified by the City within the RFP are proposed to be incorporated, addressed, and reflected within our Team's proposed Scope of Work. The Scope of Work below is a process and approach V&A has successfully employed in six different Zoning Ordinance Rewrite projects over the past seven years.

Work Element 1: Project Management and Communication

Virtual Monthly Staff Meetings (18): Established at the forefront of the process, regularly scheduled virtual update meetings throughout the process with City staff.

In-Person City Staff Working Sessions (3): In-Person 2-hour working sessions throughout the project to review and discuss key draft deliverables as they are produced.

Project Website, FAQs, and Project Status Updates: Our in-house design/communications staff will develop and launch a clearinghouse project website that is continuously updated throughout the process ([example](#)). Throughout the process, we will add summary materials to the website, including a series of frequently asked questions. We will also develop content for social media posting at key stages of the process, as requested by City staff.

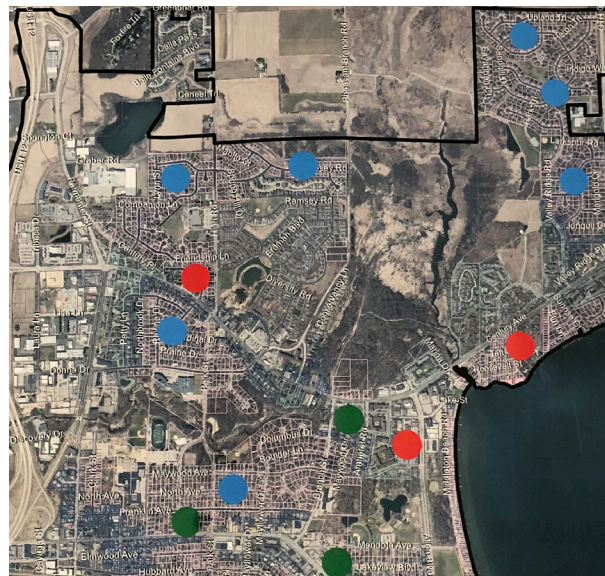


Work Element 2: Public Participation and Outreach

Virtual Steering Committee Review and Input Meetings (6): Regular updates and milestone project deliverables review meetings with the Steering Committee. This will occur throughout each Work Element.

Virtual Plan Commission / Council Workshops (3): Regular updates and milestone project deliverables review meetings in a workshop format with the Plan Commission and/or Common Council. This will occur throughout each Work Element.

Virtual Stakeholder Listening Sessions (4): We use listening sessions to gather insights directly from the subject matter experts in the community. Participants in stakeholder focus groups will be selected in consultation with staff and the Steering Committee, but are likely to include key stakeholders and interest groups such as local developers, City Department Heads, neighborhood or area associations, local businesses, etc.



Middleton Zoning Issues and Opportunities Workshop

In-Person Public Zoning Workshop and Online Follow Up Survey: Featuring both virtual and in-person input opportunities, this event will generate the feedback needed to understand key issues, opportunities, and locations that require special attention as part of the project. The Workshop will be facilitated by V&A's experienced team members and will be highly interactive with numerous activities to solicit a wide variety of input. Workshop materials will also be posted to the project website for individuals unable to attend in person to contribute feedback. Directly following the in-person event, an online survey will be hosted on the Project Website in both text and interactive map-formats that mirror the questions asked during the in-person event. This will provide an opportunity for interested individuals who were unable to attend the event to give feedback.

SCOPE OF SERVICES

In-Person Public Open House and Online Follow Up Survey:

Similar to the upfront input opportunity as noted above, this will feature both virtual and in-person opportunities to review draft documents, policy decisions, and updates to current standards proposed with the draft new code.

Work Element 3: Issues Identification and Existing Zoning Code Evaluation

Research and Data Gathering and Best Practice Evaluation:

Review existing plans, ordinances, and City data to identify and understand areas where recommended changes are needed in the new Zoning Ordinance. This will include the City's current Zoning Code, Subdivision Ordinance, Comprehensive Plan, and relevant planning document. It will also include zoning data related to past Variances, Planned Developments, Zoning Amendments, and GIS data. City staff will assist in providing all relevant plans and data, as available. Finally, it will include research and data gathering related to zoning best practices to be integrated into the new code's development related to key topic areas and existing issues the City is looking to resolve (ex. housing, mixed use, etc.).

Issues Identification Report and Existing Zoning Code Evaluation Report: Utilizing the feedback gathered throughout Work Element 2, an Issues Identification Report will be produced ([example](#)). An Existing Zoning Code Evaluation Report will also be produced to detail the shortcomings associated with the code and map today, in addition to best practice ways to resolve these issues through the new Zoning Code and Map.

Work Element 4: Draft Zoning Districts, Land Uses, and Bulk Dimensions

Prepare Draft #1 Zoning Districts and Land Use Tables: Creation of draft new Zoning Districts, their associated bulk dimensions and permitted and conditional land uses within each district ([example](#)).

Prepare Draft #2 Zoning Districts and Land Use Tables: Revisions to the Draft Zoning Districts and Land Use Tables based on the feedback provided by City staff and the Steering Committee.

Work Element 5: Draft Zoning Map

Testing Draft Zoning Districts on Initial Draft Zoning Map:

Vandewalle & Associates will work with City staff in testing the draft Zoning Districts on a preliminary draft Zoning Map. V&A will produce the preliminary draft Zoning Map, develop questions and potential text revisions needed based on the map, provide it to staff for review, and work with staff to go through key questions areas and identify potential zoning district, land use, or bulk dimensional changes needed. Vandewalle & Associates will facilitate a meeting with City staff to review the preliminary Draft Zoning Map and discuss the changes needed.

Figure 1: Existing Allowed Residential Uses, Mount Horeb

	Single Family	Two-Family	Attached Single-Family Townhouse	Small Multi-Unit (max 8 units)	Medium Multi-Unit (max 12 units)	Large multi-unit (over 12 units)
R-1 Single Family Residential	Allowed	Not allowed	Not allowed	Not allowed	Not allowed	Not allowed
R-2 Two-Family Residential	Allowed	Allowed	Not allowed	Not allowed	Not allowed	Not allowed
R-3 Multifamily Residential	Allowed	Conditional	Allowed	Allowed	Allowed	Not allowed
R-4 Elderly Housing Residential	Not allowed	Not allowed	Not allowed	Allowed	Allowed	Allowed (up to 24 units)
NB Neighborhood Business	Allowed	Conditional	Not allowed	Conditional	Not allowed	Not allowed
PB Planned Business	Not allowed	Not allowed	Not allowed	Conditional	Not allowed	Not allowed
CB Central Business	Not allowed	Not allowed	Not allowed	Conditional	Not allowed	Not allowed
MSB Main Street Business	Allowed	Conditional	Not allowed	Conditional	Not allowed	Not allowed

Village of Mount Horeb Allowed Residential Units by District



City of Jefferson, Parcel by Parcel Analysis

SCOPE OF SERVICES

Prepare Draft(s) and Adopted Zoning Map: Consultant-led development and creation of the new Zoning Map utilizing our time-tested approach in association with the preparation of the draft Zoning Code. This will include multiple iterations of the map to be reviewed and revised based on City staff, Steering Committee, Plan Commission, Common Council, and public feedback gathered throughout the process.

Work Element 6: Draft Zoning Code Development

Prepare Part 1 of Draft Zoning Code: Using our recently completed codes as a starting point (which are current with statutory and case law directives), a highly customized Draft Zoning Code text will be prepared including:

- Definitions
- Zoning Districts (land uses and bulk dimensions)
- Land Use Regulations (all land use definitions and standards)
- Bulk Regulations (unique bulk standards situations)
- Nonconforming Situations (uses, lots, structures, etc.)

Part 1 Policy Decision Guide: Key policy questions will be identified, and a policy decision guide will be produced for use during City staff working sessions and Steering Committee review and input meetings.

Revised Part 1 of Draft Zoning Code: Based on feedback from City staff and the Steering Committee, Plan Commission, and Common Council, Part 1 will be revised to reflect policy decision guide determinations.

Prepare Part 2 of Draft Zoning Code: Using our recently completed codes as a starting point (which are current with statutory and case law directives), a highly customized Draft Zoning Code text will be prepared including:

- Performance Standards (access, visibility, parking, parking lots, noise, lighting, etc.)
- Points-based Landscaping and Bufferyard Regulations (lots, buildings, parking, etc.)
- Exterior Building Design Requirements (design standards for new development, additions, etc.)
- Sign Code (all sign regulations)
- Procedures and Administration (notices, amendments, CUPs, site plan review, etc.)

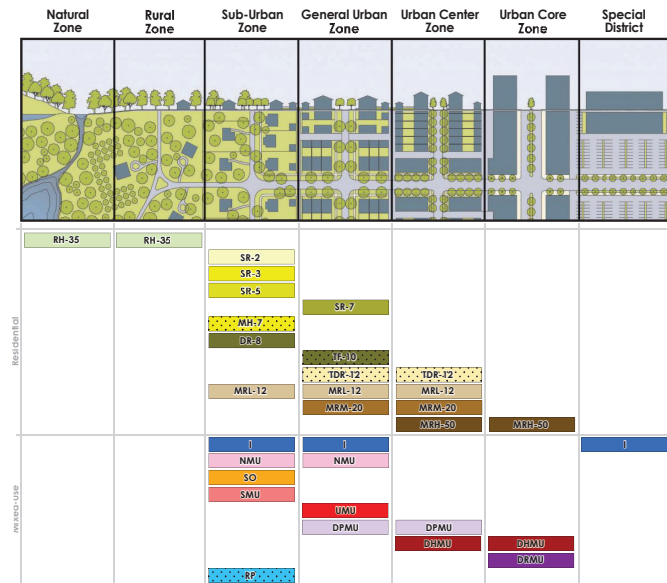
Part 2 Policy Decision Guide: Key policy questions will be identified, and a policy decision guide will be produced for use during City staff working sessions and Steering Committee review and input meetings.

Revised Part 2 of Draft Zoning Code: Based on feedback from City staff and the Steering Committee, Plan Commission, and Common Council, Part 2 will be revised to reflect policy decision guide determinations.

Work Element 7: Draft Zoning Code Review and Adoption

Prepare Final Draft of Zoning Code: Combining the revised versions of Part 1 and 2, the Final Draft Zoning Code will be produced. This draft will be reviewed by City staff, other City Committees, the public, the Steering Committee, Plan Commission, and Common Council.

Prepare Executive Summary of the Draft Zoning Code and Map: Create an Executive Summary document to explain and illustrate a simplified and easy to digest list of key changes, approaches, property owner impacts, and overall user-guide for the Draft New Zoning Ordinance and Map ([example](#)). The document will be posted to the Project Website and used in all public participation meetings.



City of Wausau Zoning District Transect Example

SCOPE OF SERVICES

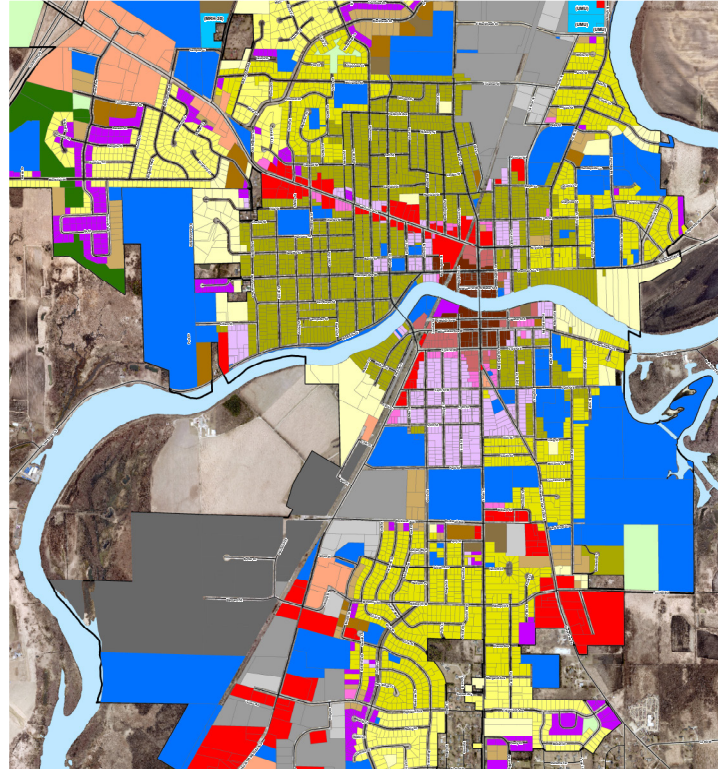
In-Person Plan Commission Public Hearing and

Recommendation Meeting: Presentation and attendance at the Plan Commission public hearing to gather public feedback on the Final Draft Zoning Code and Subdivision Code and seek a recommendation for adoption.

In-Person Common Council Adoption Meeting: Presentation and attendance at a Common Council meeting to seek formal adoption of the Final Draft Zoning Code and Subdivision Code.

Prepare Post-Adoption Summary Guides and Applications:

Around the time of adoption, V&A will develop a set of summary guide materials that explain and summarize the most common and standard components of the Zoning Code such as requirements for fences, certain signs, ADUs, landscaping, etc. Additionally, model application materials for the processes associated with the new Zoning Code will be developed and provided to City staff for use directly following the adoption process. At the following link, you will find several examples of the items listed above that we recently created during the Middleton Zoning Code Rewrite Process: www.cityofmiddleton.us/627/Zoning-Code-Re-Write-Project.



Fort Atkinson Zoning Map

Prepare Adopted Zoning Code and Map: Provide City staff with the adopted version of the Zoning Code and Map in all required City formats requested and any associated data from the process.

Optional Tasks

Public Engagement

Community Pop-Up Events: These will coincide with established community events where possible and will provide residents with an opportunity to learn about the process and provide input. We anticipate pop-up events could be held during the Summer Kickoff Concert, Farmer's Market, Theatre In The Park, other local events, in conjunction with City or School District events, or held at local gathering places or small businesses.

Project Status Newsletters: To support public understanding and engagement throughout the process, we can create clear, visual, and user-friendly communication tools. These newsletter style updates can include infographics and summarization of key project milestones, policy decisions, and zoning topics. These tools can help translate complex concepts into assessable and meaningful communication opportunities for the average resident to understand.

Subdivision Code

Prepare Draft Subdivision Code: Using our recently completed codes as a starting point, a customized Draft Subdivision Code text will be prepared. This will include a modernized layout, graphics, and updated processes for plats, CSMs, and lot standards. V&A does not provide civil engineering services. As such, we do not have the ability to provide the City with new or updated engineering standards as part of the Subdivision Code rewrite. In other communities, we have either worked with the City Engineer to incorporate those into the code rewrite or retained the existing engineering standards.

Subdivision Code Policy Decision Guide: Key policy questions will be identified, and a policy decision guide will be produced for use during City staff working sessions and Steering Committee review and input meetings.

SCOPE OF SERVICES

Prepare Public Draft of Subdivision Code: Prepare the Public Draft Subdivision Code based on revisions and feedback received on Draft 1. This draft will be reviewed by City staff, other City Committees, the public, Plan Commission, and Common Council.

Prepare Executive Summary of the Draft Subdivision Code: Create an Executive Summary document to explain and illustrate a simplified and easy to digest list of key changes and overall user-guide for the Draft Subdivision Code.

Prepare Adopted Subdivision Code: Provide City staff with the adopted version of the Subdivision Code in all required City formats requested and any associated data from the process.

Per Meeting Cost

Additional In-Person Workshop/Open House and Online Survey: Similar to the events listed in Work Element 2, any number of additional public events can be added to the scope of services.

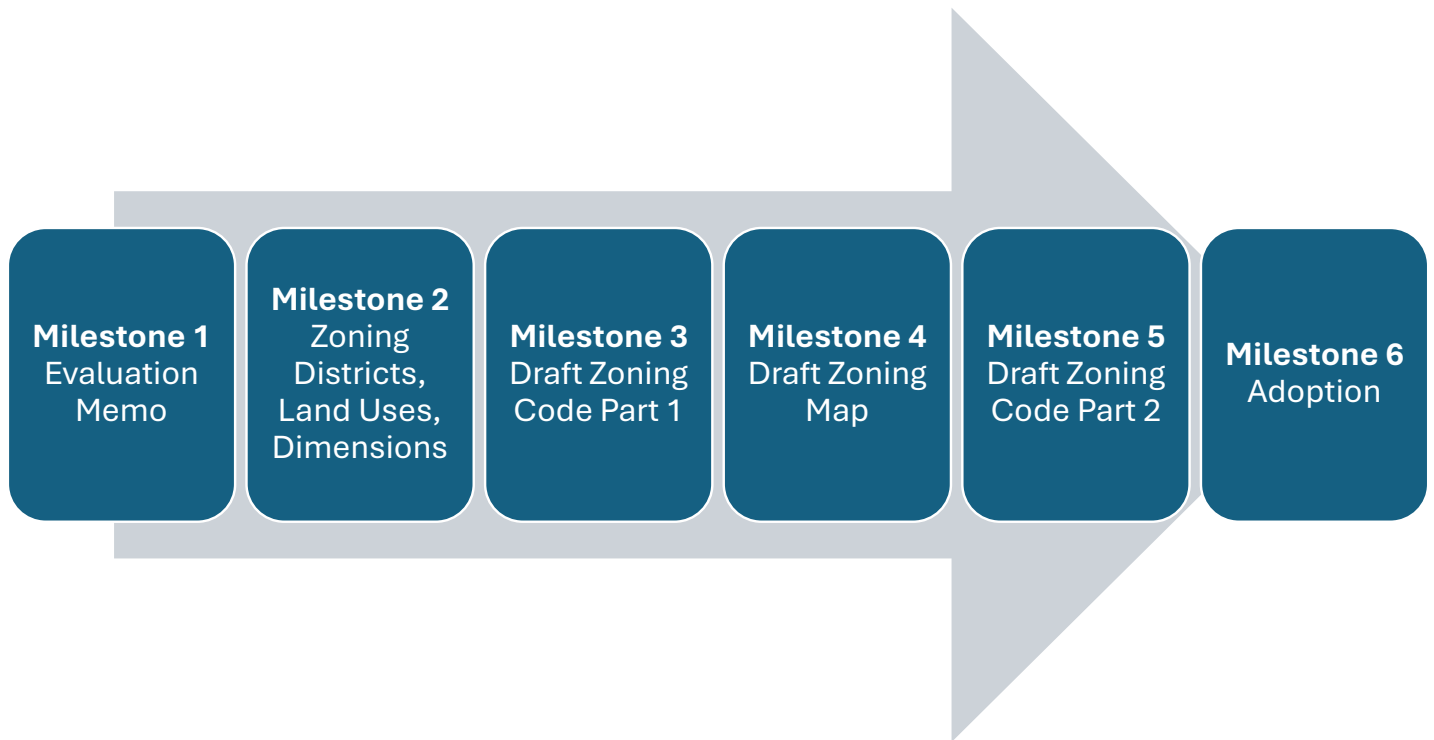
Additional Virtual Steering Committee Review and Input Meeting: Similar to the input meetings listed in Work Element 2, any number of additional Steering Committee meetings can be added to the scope of services.

Additional Virtual Joint Plan Commission and Common Council Workshop: Similar to the input meetings listed in Work Element 2, any number of additional Plan Commission and Common Council meetings can be added to the scope of services.



PROJECT TIME SCHEDULE

Overall, we feel that we can deliver the intended outcomes as desired by the City within the time frame specified in the City's RFP. Our detailed timeline by work element and task is further outlined on the following page.





KEY STAFF QUALIFICATIONS

STAFFING PLAN

Vandewalle & Associates. With offices in Madison and Milwaukee, our firm is comprised of over 20 talented professionals including community and regional planners; urban designers; TIF and financial analysts; housing, economic development, zoning, land use, and real estate specialists; and redevelopment experts. Our team brings a depth and breadth of experience, knowledge, skills, and perspective to the Zoning Code and Sign Code Rewrite project. We pride ourselves on our ability to provide cost effective, just-in-time solutions that are responsive to constantly evolving project needs and deadlines, which may arise on a moment's notice. All Project Team members will be available and have the capacity to complete the project.

Our firm's approach to overall management and integration of all activities in our scope of services is guided through the designation of a project manager to oversee all aspects of the project - within the firm and directly with the client. Ben Rohr will serve as Project Manager for project and be the face of the project.

Project Team Capacity + Time Frame Commitment. All Project Team members will be available and have the capacity to complete the Zoning Code and Sign Code Rewrite within the time frame specified in the City's RFP.

PROJECT TEAM MEMBERS & ROLES



BEN ROHR

ROLE: Project Manager, Primary Contact, Zoning Expertise, Document Author



BRIAN MUNSON

ROLE: Housing and Neighborhood Planning Expertise, Project Facilitation and Development Expertise



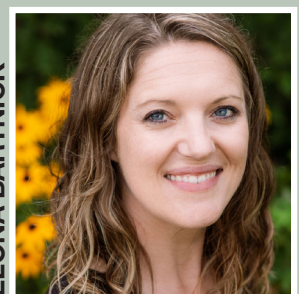
HILARY ROTTMANN

ROLE: Associate Planner, Data Analysis & Research, Public Engagement



DAN ECKBERG

ROLE: GIS Planner, Data Analysis, Graphic Coordination



ELONA BARTNICK

ROLE: Associate Designer, Graphic Management and Coordination



PROJECT TEAM

Ben Rohr is an Associate Planner at Vandewalle & Associates and works on a variety of Growth Management projects. In this role he provides planning services to municipalities in the form of comprehensive planning, park and open space planning, development review, zoning and sign ordinance rewrites and amendments, redevelopment planning, GIS mapping, grant writing, and many other services. Ben is also a firm leader in participatory strategies, techniques, and integration that leverage available resources to maximize public input and involvement in various planning processes. Ben was accredited by the American Planning Association with his AICP credentials in 2019.

Since joining V&A, Ben has been the project manager for 50+ projects including Comprehensive Plan updates, Park and Open Space Plan updates, Housing Reports, redevelopment planning and implementation, full zoning and sign ordinance rewrites, minor zoning ordinance amendments, and TIF District plans and amendments, among others.

Prior to joining V&A, Ben worked as a Land Use Planner for Region 1 Planning Council in Rockford, IL where he focused on both short- and long-range land use planning projects including a full rewrite of the Boone County Comprehensive Plan, the City of Loves Park Comprehensive Plan, and the Rockford Regional Bicycle and Pedestrian Study. Ben also worked as a Planner/GIS Specialist for Southwestern Wisconsin Regional Planning Commission in Platteville, WI, and held multiple planning internships during undergraduate and graduate school at the City of West Allis, Southwestern Wisconsin Regional Planning Commission, and the City of Janesville.

In all of these roles, Ben has worked to actively foster public engagement, more efficiently integrate government systems, and establish links between planning, public health, sustainability, and equity. He is passionate about utilizing planning to make smarter decisions, effectively leverage available assets, and better the community as a whole.

AWARDS AND RECOGNITION

- Award Winner: 2024 APA-WI Excellence in Planning Award, “City of Middleton Zoning Code and Zoning Map”
- Award Winner: 2020 APA-WI Excellence in Planning Award, “City of Wausau Zoning Code and Zoning Map”
- 2022 & 2024 APA Wisconsin Conference Session Presenter
- 2022 Wisconsin Municipal League Conference Presenter
- 2023 WEDA Conference Presenter



Ben Rohr, AICP
Associate Planner
Phone: 608.255.3988
brohr@vandewalle.com

EDUCATION

- M.U.P. Urban Planning
University of Wisconsin - Milwaukee
Milwaukee, Wisconsin
- B.S. Geography
Minor in Urban and Area Development
University of Wisconsin - Whitewater
Whitewater, Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners - AICP Accreditation
- Member, American Planning Association, State and National Chapters



PROJECT TEAM

Brian Munson leads the Neighborhood Design, Project Facilitation, and Bicycle/Pedestrian Planning initiatives for Vandewalle & Associates. Focused on building strong sustainable communities, this team specializes in creating vibrant and unique projects from concept through construction. Brian has led multi-disciplinary design teams on projects ranging from mixed-use infill/redevelopment projects to large-scale traditional neighborhoods and small-scale village downtowns to community wide bicycle & pedestrian networks. These projects feature a unique blend of land uses, residential options, open spaces, and people focused environments; all of which, are combined to create projects that are grounded in sustainable smart growth principles that balance community character with development potential and enhanced mobility.

Brian's experience in neighborhood design, entitlement and implementation enables him to facilitate the creation of a wide range of diverse projects from greenfield sites to Main Street. He is currently engaged in the implementation and project management of The Grandview Commons Neighborhood and Smith's Crossing on behalf of Veridian Homes, a 2016 National Housing Quality Award Gold Standard developer. Brian is leading the Gateway Master Residential Development Plan for the City of Eau Claire and recently completed the Downtown Area Master Plan for the City of Stevens Point. He is also involved with implementing several redevelopment projects within Madison, Wisconsin, Cedar Falls, Iowa, and Seattle, Washington with challenges ranging from brownfields and levees to multi-jurisdictional review and approvals.



Brian Munson

Principal Planner

Phone: 608.255.3988

bmunson@vandewalle.com

EDUCATION

- B.S. Landscape Architecture
University of Wisconsin - Madison,
Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Associate, American Society of Landscape Architects
- Member, Congress for New Urbanism
- Licensed Realtor



PROJECT TEAM

Hilary Rottmann, AICP is an Associate Planner at Vandewalle & Associates. With nearly a decade of diverse planning experience and a deep passion for sustainable and inclusive community development, she stands ready to contribute meaningful solutions and provide guidance to the communities and clients we serve.

Over the course of her career, Hilary has worked within both the City of Beloit, Wisconsin and in Boone County, Illinois to build a solid foundation in comprehensive planning, zoning administration, project management, and public engagement. She has been an officer for HUD environmental reviews in Beloit and is active in historic preservation.

This experience has given her a strong grasp of municipal processes, interdepartmental coordination, and the responsibilities of serving both elected officials and the broader community. She regularly prepares detailed staff reports and recommendations, translating complex zoning and regulatory requirements into clear, actionable guidance for appointed and elected officials.

Public engagement is central to Hilary's work. She consistently pursues creative and inclusive strategies to connect with residents and stakeholders, empowering them to actively shape their futures. Seeking to advance equitable development and amplify voices that are not otherwise heard, she uses a range of survey tools and arranges thoughtful engagement opportunities within groups and neighborhoods.



Hilary Rottmann, AICP
Associate Planner
Vandewalle & Associates
Phone: 608.255.3988
hrottmann@vandewalle.com

EDUCATION

- B.A. University of Illinois at Chicago (UIC), Chicago, Illinois
- Additional Professional Development courses include: Missing Middle Housing Solutions, Tribal Planning, Climate Resilience, Inclusive Transportation, and Public Health

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners - AICP Accreditation
- Member, American Planning Association (APA) & Wisconsin Chapter (APA-WI)
- Emerging Leader Certification, Cities & Villages Mutual Insurance 2024

PROJECT TEAM



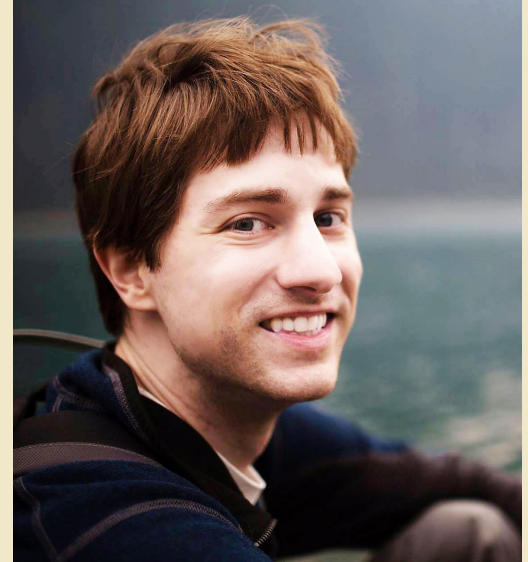
Dan Eckberg is a GIS Planner whose primary responsibilities include map creation and spatial data acquisition, organization, manipulation, and analysis.

Dan utilizes extensive experience with ESRI's ArcDesktop GIS software, including Python scripting, to apply cartographic techniques to a range of planning projects. These include conducting and writing a formal analysis of potential Fire Station sites for the City of Watertown, mapping Environmental Justice populations and developing novel approaches for ensuring NEPA compliance for WisDOT highway studies, evaluating bike trail routes for the Village of Oregon, analyzing demographics of food deserts in Freeport, IL, geo-coding survey results for city development projects, designing and creating a database of possible Brownfield sites for the City of Janesville, managing Urban Service Area applications, producing numerous Comprehensive Plan maps, and preparing Official Zoning Maps for nearly a dozen Wisconsin communities.

Dan has also worked on several large-scale highway corridor impact analysis studies with Vandewalle & Associates. These include the US 14 project in Rock County, the Wis 23 project in Fond du Lac County, the Wis 29 project in Marathon County, the US 51 project in Dane County, and the US 41 Interstate conversion between Green Bay and Milwaukee. Dan's work on these projects has focused on preparing mosaics of local and regional maps from a broad variety of sources into corridor-wide maps which compile data depicting soils, natural resources, existing land use and adopted land use plans from towns, villages, cities, counties, and regional and federal agencies. These maps are the focus of the Expert Panel analysis of highway alternatives for the Indirect and Cumulative Effects portion of the DEIS and EIS phases of WisDOT's analysis under NEPA and WEPA.

Dan is a licensed commercial Unmanned Aircraft System (drone) pilot registered with the FAA and is able to provide clients with high quality aerial video footage.

Previously Dan held an internship with U-PLAN, a community planning group for the Frogtown/Rondo neighborhood of St. Paul, MN where he helped design a traffic impact analysis for the neighborhood using the CommunityViz extension of ArcGIS.



**Dan Eckberg, AICP:
GIS Planner**

Phone: 608.255.3988

deckberg@vandewalle.com

EDUCATION

- B.A. Geography (City Systems)
Minor - Geographic Information Systems
University of Minnesota -
Minneapolis, Minnesota

**PROFESSIONAL LICENSES &
MEMBERSHIPS**

- Member, American Institute of Certified Planners - AICP Accreditation
- Member, American Planning Association, State and National Chapters

AWARDS AND RECOGNITION

- Excellence in Planning Award,
"Madison Metropolitan School District Enrollment Projections: 2017-2037 - APA-WI Chapter, 2017
- Guest Lecturer (Applications of GIS in Planning) – University of Wisconsin-Madison, 2012

PROJECT TEAM

Elona Bartnick is an Associate Urban Designer involved in a broad range of projects at Vandewalle & Associates. She is skilled in the areas of site analysis, site planning and design, neighborhood design, landscape architecture, and graphic communication. These skills are utilized and communicated through computer graphics, CAD design, SketchUp modeling, GIS analysis, and hand illustration.

In her time at Vandewalle & Associates, Elona has contributed to a diverse range of projects, including assisting in land and development plans for mixed-use and traditional neighborhood projects. She has worked on a number of redevelopment and downtown master plans identifying areas that would benefit from reinvestment and revitalization and developing guidelines and site design for future redevelopment. Her involvement in comprehensive plan development includes creating regional and local asset and opportunity analysis, future growth or redevelopment scenarios and site designs, and additional graphics specific to each plan. Elona's landscape architecture experience focuses on design and construction documents for hardscape and planting plans for parks, streetscapes, naturalized areas, roadway planting schemes, riverfronts, and urban design elements.

Projects that Elona has been and continues to be involved in include: Grandview Commons Neighborhood in Madison, Wisconsin; Fitchburg Technology Campus in Fitchburg, Wisconsin; Brookfield, Wisconsin and Lake Geneva, Wisconsin Comprehensive Plans; Marshfield Zoning Ordinance; Harwood Heights, Illinois Streetscape; Ripon, Wisconsin Downtown Master Plan; Thrive-Madison Region and Quad Cities Region Assets and Opportunities Analysis; and Middleton, Racine, and Sturgeon Bay, Wisconsin; and Waterloo, Iowa Redevelopment and Implementation.



Elona Bartnick:
Lead Associate Designer
Phone: 608.255.3988
ebartnick@vandewalle.com

EDUCATION

- B.S. Landscape Architecture
University of Wisconsin - Madison,
Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Associate, American Society of
Landscape Architects National and
State Chapters

CITY STAFF AS TEAM MEMBERS

CITY STAFF ROLE

In an effort to maximize efficiency and control costs, we suggest City staff maintain the following responsibilities throughout the project:

- Provide detailed insights about the community, key issues, and property owners, not readily available or apparent to the consultant.
- Provide V&A with copies of all existing plans and ordinances, research, inventory information, and digital mapping data relevant to this process, as needed.
- Review and provide Vandewalle & Associates with professional feedback on all draft documents.
- Print/copy and distribute all documents and meeting materials, in addition to providing any meeting refreshments. Post all official notices as required by state statutes.
- Identify and reserve adequate meeting facilities, finalize meeting dates and times, and provide all accommodations for disabled participants as may be required by law.
- Provide the identified data needs throughout the project. (See adjacent text box)

DATA NEEDS

We would anticipate there would be data requested from the City as part of this project. In order to complete several of the upfront steps in respect to changes that have occurred recently to resolve particular issues, identify areas of the existing code that need to be retained, and complete an analysis of where there are existing code deficiencies, we would request recent data (as available) related to the following (last 10 years):

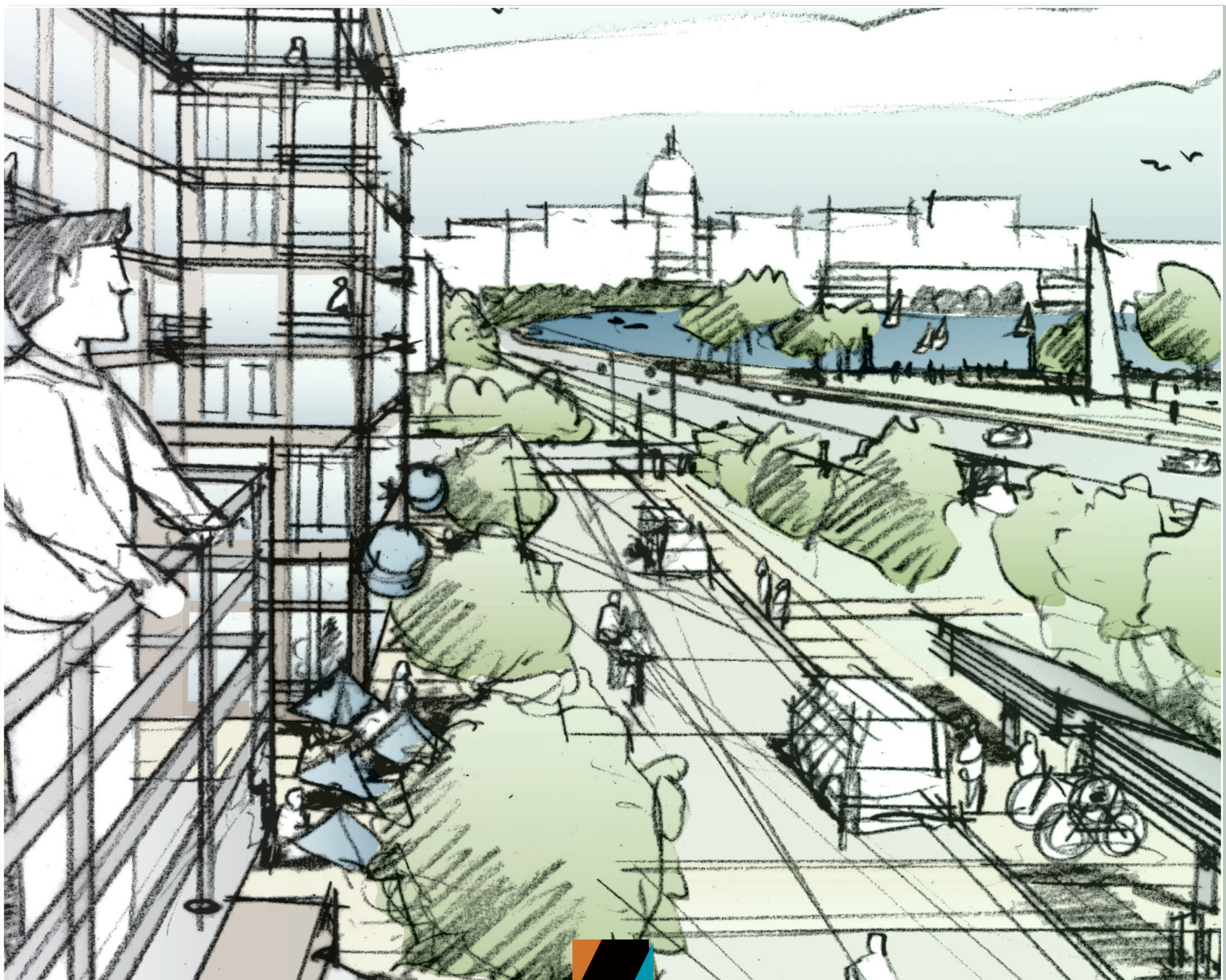
- Variances
- Zoning Text and Map Amendments
- Planned Developments
- Project-Specific Data/Plans (good development examples that we want to enable within the new code)

As part of the Zoning Map process, we will be requesting available GIS data that can assist us with this effort. V&A already has some of this data from our past work with the City, but we would foresee needing other GIS data too, including:

- Existing Zoning
- Parcels
- Land Use

Finally, as we work through the process, there may be opportunities to work with the City's in-house GIS staff to conduct analysis or assist with certain portions of the Zoning Map's development. V&A has in-house GIS expertise that will lead this portion of the project. However, if City staff has the ability to assist in certain aspects of this project due to its existing in-house GIS expertise, we would like to explore that opportunity further with you during this process.

There may be additional data requested through this process and this list may not be exhaustive. We would also encourage any other ideas City staff may have related to data you already collect or have access to that may be beneficial to this process.



PROPOSED COST OF SERVICES

PROPOSED COST OF SERVICES

Vandewalle & Associates is focused on providing the City of Neenah with a project that provides excellent value and clear direction. This will be accomplished through expert project management and reliance on City staff to complete certain tasks as described in the RFP.

Vandewalle & Associates has a consistent track record of completing projects on time and in budget. As much as we enjoy putting plans together and the excitement they can generate, our real passion is in getting things built and helping our clients reach their goals. In fact, it's the only measure of success that we use in evaluating our own work and the one we urge our clients to use as well in determining the level of value we provide to them. This is perhaps best exemplified by the fact that two-thirds of our current clients are repeat customers and one-third are long-term clients of more than ten years and have had more than one project within a year. In the last twenty years, we have never failed to complete a project nor have we been in litigation with a client.

The table on the following page provides a breakdown of proposed cost by Work Element and Scope Tasks is outlined with estimated budget for each. **Time and materials for completing the work described in the Scope of Services for a fixed fee of \$130,000 (not including any optional tasks).**

Costs quoted in this proposal will be honored for a minimum of 90 days from the date of submission.

Tasks beyond those identified in the final contract will be completed through a Work Order and billed on a time and materials basis.

V&A Fee Schedule

Billing Rates by Position			
Principal	\$200 to \$325	Other Charges: Invoice charges to the client consist of (1) Professional fees rendered at current billing rates (2) Reimbursable expenses billed at cost multiplied by 1.1 (3) Technology/Software expenses billed at \$50/month	
Associate	\$150 to \$180		
Assistant	\$110 to \$135		
GIS Technician/Specialist	\$110 to \$135	Expense	Cost
Communications Specialist	\$90 to \$125	Mileage	IRS Rate
Project Assistant	\$65 to \$100	Printing and Postage	Cost plus 10%

PROPOSED COST OF SERVICES

City of Neenah Zoning and Sign Code Rewrite Project Cost Estimate								\$250	\$160	\$160	\$125	\$160	\$75								
								Brian Munson Development Expert	Ben Rohr Project Manager	Hilary Rottmann Associate Planner	Dan Eckberg GIS Planner	Elona Bartnick Associate Designer	Administration/ Communication	Expenses	Total						
1. Project Management and Communication																	\$20,250				
Virtual Monthly Staff Meetings (18)									20	20										\$6,400	
In-Person City Staff Working Sessions (3)									20	20				\$ 450					\$6,850		
Project Website, FAQs, and Project Status Updates									10	10	20		4	\$ 1,000					\$7,000		
2. Public Participation and Outreach																		\$23,460			
Virtual Steering Committee Review and Input Meetings (6)									18	18										\$5,760	
Virtual Joint Plan Commission and City Council Workshops (3)									16	16										\$5,120	
Virtual Stakeholder Listening Sessions (4)									8	8										\$2,560	
In Person Public Zoning Workshop and Online Follow Up Survey (1)									10	6			6	\$ 2,000					\$5,010		
In Person Public Open House to Review Draft Zoning Code and Online Follow Up Opportunity (1)									10	6			6	\$ 2,000					\$5,010		
3. Issues and Identification and Existing Zoning Code Evaluation																		\$6,870			
Research, Data Gathering, and Best Practice Evaluation									2	6	10									\$2,530	
Issues Identification and Existing Zoning Code Evaluation Report								2	12	12										\$4,340	
4. Draft Zoning Districts, Land Uses, and Bulk Dimensions																			\$9,080		
Prepare Draft #1 Zoning Districts and Land Use Translation Tables								6	16	10	6										\$6,410
Prepare Draft #2 Zoning Districts and Land Use Translation Tables								2	6	6	2										\$2,670
5. Draft Zoning Map																			\$13,960		
Testing Draft Zoning Districts on Initial Draft Zoning Map									20	20	20										\$8,900
Prepare Draft(s) and Adopted Zoning Map									8	8	20										\$5,060
6. Draft Zoning Code Development																			\$42,960		
Prepare Part 1 of Draft Zoning Code								4	20	60		6									\$14,760
Part 1 Policy Decision Guide									8	10										\$2,880	
Revised Part 1 of Draft Zoning Code									8	16										\$3,840	
Prepare Part 2 of Draft Zoning Code								4	20	60		6									\$14,760
Part 2 Policy Decision Guide									8	10										\$2,880	
Revised Part 2 of Draft Zoning Code									8	16										\$3,840	
7. Draft Zoning Code Review and Adoption																			\$13,420		
Prepare Final Draft of Zoning Code									4	6		2	10								\$2,670
Prepare Executive Summary of the Draft Zoning Code and Map									4	6											\$1,600
In-Person Plan Commission Public Hearing and Recommendation Meeting									8	6				\$ 150						\$2,390	
In-Person City Council Adoption Meeting									8	6				\$ 150						\$2,390	
Prepare Post-Adoption Summary Guides and Applications									6	12			6							\$3,330	
Prepare Adopted Zoning Code									2	2	2		2							\$1,040	
Total Hours and Estimated Project Cost								18	280	376	80	14	34	\$5,750						\$130,000	

PROPOSED COST OF SERVICES

Optional Tasks

City of Neenah Zoning and Sign Code Rewrite OPTIONAL COST ESTIMATES									
		\$250	\$160	\$160	\$125	\$160	\$75	Expenses	Total
		Brian Munson Development Expert	Ben Rohr Project Manager	Hilary Rottmann Associate Planner	Dan Eckberg GIS Planner	Elona Bartnick Associate Designer	Administration/ Communication		
Public Engagement									
	Community Pop-Up Event (per event cost)		6	6			6	\$ 1,000	\$3,370
	Project Status Newsletters (3 within project)		10	4		10	30		\$6,090
Subdivision Code*									\$25,020
	Prepare Draft Subdivision Code	2	40	18		6			\$10,740
	Subdivision Code Policy Decision Guide	2	8	10					\$3,380
	Prepare Public Draft of Subdivision Code		4	16		6	10		\$4,910
	Prepare Executive Summary of the Draft Subdivision Code		10	10					\$3,200
	Prepare Adopted Subdivision Code	1	4	8		2	4		\$2,790
Per Meeting Cost									
	Additional In-Person Workshop/Open House and Online Survey		10	6			6	\$ 2,000	\$5,010
	Additional Virtual Steering Committee Review and Input Meeting		6	6			1		\$1,995
	Additional Virtual Joint Plan Commission and City Council Workshop		6	6			1		\$1,995

*Cost estimate assumes review, input, and adoption meetings would occur in conjunction with Zoning and Sign Code events in the base budget above. This quote also assumes that the City Engineer will provide new or updated engineering design standards or existing standards will be retained.

Public Services & Safety Committee

March 24, 2026

Transfer of "Class A" Combination Liquor License

Applicant	Doing Business As	Location	Agent	License	Motion
Union Star Corp	The Cheese Table	125 W Wisconsin Ave	Jonathon Metzig	"Class A" Combination License	Recommend Council Approve

Alcohol Beverage License Application

For Municipal Use Only	
Municipality	
License Period	

Application Type (check one)

Initial (New) Renewal

License(s) Requested: (up to two boxes may be checked)

- | | |
|---|---|
| <input type="checkbox"/> Class "A" Beer \$ _____ | <input type="checkbox"/> Class "B" Beer \$ _____ |
| <input type="checkbox"/> "Class A" Liquor \$ _____ | <input type="checkbox"/> Regular "Class B" Liquor \$ _____ |
| <input type="checkbox"/> "Class A" Liquor (cider only) \$ _____ | <input type="checkbox"/> Reserve "Class B" Liquor \$ _____ |
| <input type="checkbox"/> "Class C" Liquor (wine only) \$ _____ | <input type="checkbox"/> Above-Quota "Class B"
Liquor \$ _____ |

Fees	
License Fee(s)	\$
Background Check Fee	\$
Publication Fee	\$
Total Fees	\$

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) Union Star Corp		
2. Business Trade Name or DBA The Cheese Table		
3. FEIN 39.1366661	4. Wisconsin Seller's Permit Number 4560000079745403	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization		
6. If the applicant business is an LLC, are the controlling members other LLCs or corporations? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, the members, managers, officers and directors of those business entities must be listed in Part C and provide a Form AB-100.		
7. State of Organization WI	8. Date of Organization 09/18/1980	9. Wisconsin DFI Registration Number 1U02664
10. Premises Address W 125 WISCONSIN AVE		
11. City NEENAH	12. State WI	13. Zip Code 54956
14. County Winnebago	15. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: NEENAH	16. Aldermanic District 1
17. Premises Phone 920-215-3145	18. Premises Email Jon@unionstarcheese.com	19. Website unionstarcheese.com
20. Premises Description Initial (New Applicants Only): Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary. Renewal Applicants Only: I am renewing a license and by checking the box following this statement, I affirm that I have reviewed the last issued license certificate and the premises description remains the same. <input type="checkbox"/>		
21. Mailing Address (if different from premises address) 7742 County Road Ii		
22. City Fremont	23. State WI	24. Zip Code 54940

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. Yes No
If yes, list the details of violation below. Attach additional sheets if necessary.

Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol beverages. Yes No

If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.

3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or wholesaler? Yes No

If yes, provide the name of the restricted investor and describe the nature of the interest.

4. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. Yes No

5. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? Yes No

6. Does the applicant business owe past due municipal property taxes, assessments, or other fees? Yes No

Part C: Individual Information

Check each box to attest that you have provided the appropriate supplementary information to complete your application. See the instructions for Part C of this application, beginning on page 2, to complete this section.


- I have accurately listed and provided contact and personal information for all required persons involved in the applicant business and any business identified in Part A, Question 6 using Form AB-200AA.
- I have provided an accurate Form AB-100 for each person listed in Form AB-200AA.
- (*For corporations, limited liability companies, and nonprofit organizations only*) I have provided an accurate Form AB-101 to appoint an agent on behalf of my business.
- I understand that my application is not complete until this supplementary paperwork is received by the municipal clerk where I am applying for an alcohol beverage license.

Part D: Attestation

One of the following must sign and attest to this application:

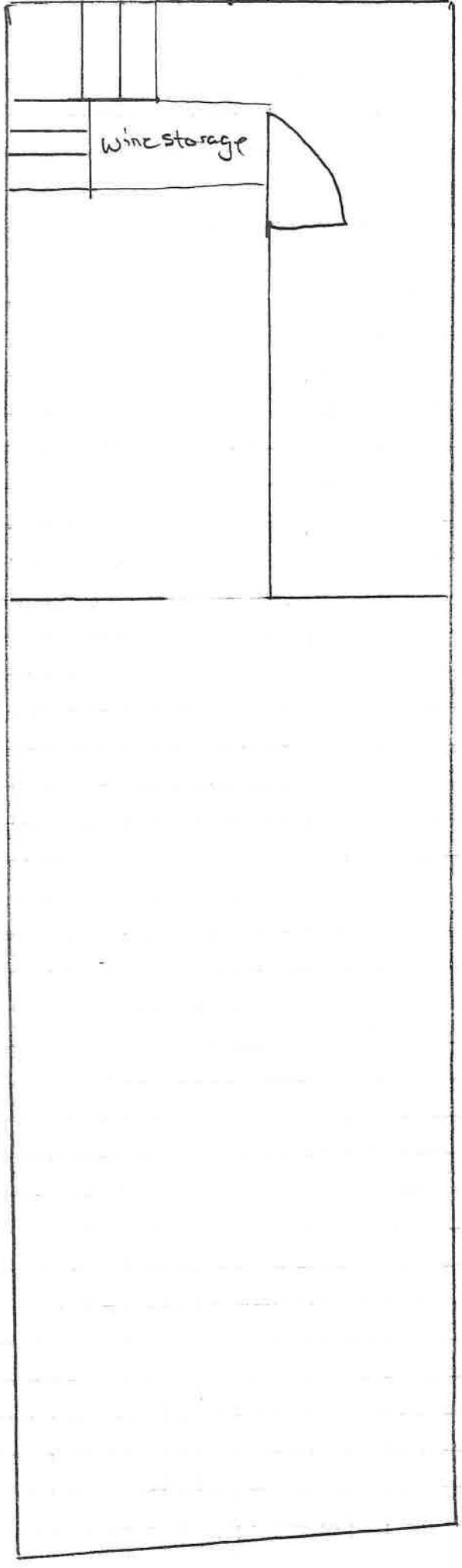
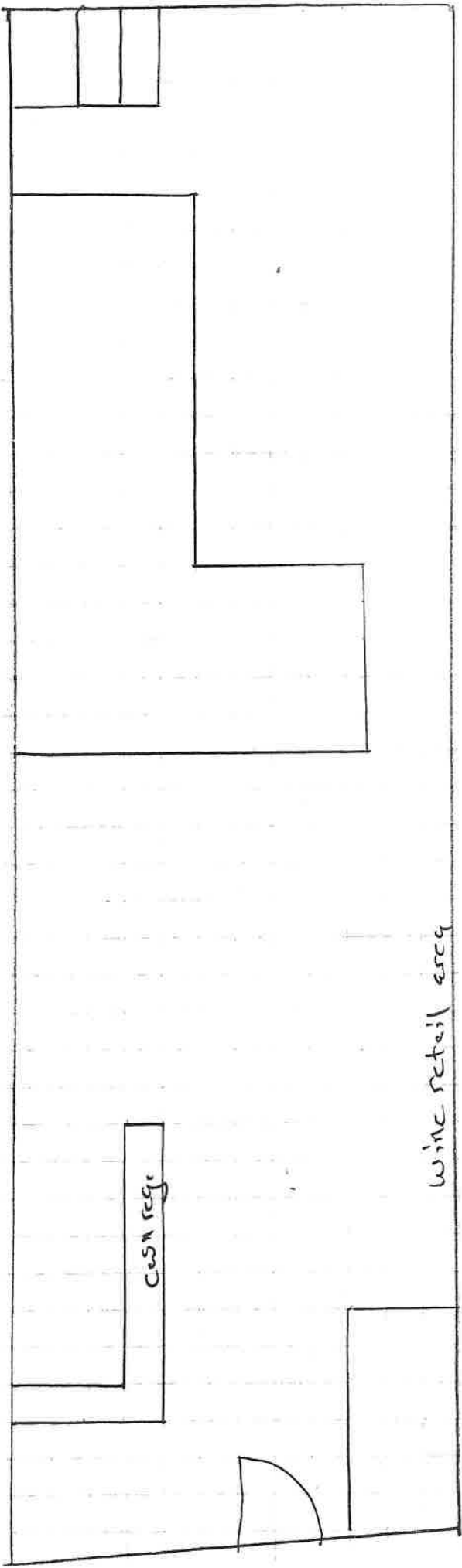
- sole proprietor
- one general partner of a partnership
- one corporate officer
- one member of an LLC

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Metzig	First Name Jonthan	M.I. D
Title President	Email	Phone
Signature 		Date 03/11/2026

Part E: For Clerk Use Only

Date Application Was Filed With Clerk	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	



Form
AB-100

Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) Union Star Corp	
2. Business Trade Name or DBA The Cheese Table	
3. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Company <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	

Part B: Individual Information			
1. Last Name Metzig	2. First Name Jonathan	3. M.I. D	
4. Relationship to Business (Title) Owner	5. Email	6. Phone	
7. Home Address 8683 Metzig Rd			
8. City Fremont	9. State WI	10. Zip Code 54940	11. Date of Birth
12. Driver's License/State ID Number		13. Driver's License/State ID State of Issuance	

Part C: Address History							
1. Do you currently live in Wisconsin?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No				
If yes, provide the month and year when you permanently moved to Wisconsin			(MM/YYYY)				
2. List in chronological order all of your addresses within the last 5 years . Attach additional sheets if necessary.							
Previous Address 1 7669 Boom Bay Heights Rd	City Larsen	State WI	Zip Code 54947				
Previous Address 2	City	State	Zip Code				
Previous Address 3	City	State	Zip Code				
Previous Address 4	City	State	Zip Code				
Previous Address 5	City	State	Zip Code				
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.							
State WI	County Winnebago	State WI	County Dodge	State	County	State	County
State	County	State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? Yes No
 If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? Yes No
 If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature 	Date 3-12-26
--	-----------------

Form
AB-101

Alcohol Beverage Appointment of Agent

Date

Agent Type <i>(check one)</i>	
<input checked="" type="checkbox"/> Original (no fee)	<input type="checkbox"/> Successor (\$10 fee for municipal licensees only)

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) Union Star Corp	
2. Business Trade Name or DBA The Cheese Table	
3. Entity Type <i>(check one)</i> <input type="checkbox"/> Limited Liability Company <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	
4. Alcohol Beverage Business Authorization <i>(check one)</i> <input type="checkbox"/> Municipal Retail License <input type="checkbox"/> State Permit	5. If successor agent, provide State Permit or Municipal Retail License Number
6. Describe the reason for appointing a successor agent, if successor is checked above.	


Part B: Agent Information			
1. Last Name Metzig	2. First Name Jonathan	3. M.I. D	
4. Email		5. Phone	
6. Home Address 8683 Metzig Road			
7. City Fremont	8. State WI	9. Zip Code 54940	10. Date of Birth
11. Driver's License/State ID Number		12. Driver's License/State ID State of Issuance	

Part C: Agent Questions	
1. Have you satisfied the responsible beverage server training requirement? Submit proof of completion.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2. Have you completed Form AB-100, <i>Alcohol Beverage Individual Questionnaire</i> (licensee) or Form AB-300, <i>Alcohol Beverage Personal Questionnaire</i> (permittee)?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3. Have you been a Wisconsin resident for at least 90 continuous days?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
See instructions for exceptions.	

Continued →

Part D: Business Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Metzig		First Name Jonathan		M.I. D
Title President	Email		Phone	
Signature 			Date 3-12-26	

Part E: Agent Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name		First Name		M.I.
Signature			Date	



Department of Public Works
211 Walnut St. • P.O. Box 426 • Neenah WI 54957-0426
Phone 920-886-6241 • e-mail: gkaiser@ci.neenah.wi.us
GERRY KAISER, P.E.
DIRECTOR OF PUBLIC WORKS

M E M O R A N D U M

DATE: March 20, 2026
TO: Mayor Lang and Members of the Public Services and Safety Committee
FROM: Gerry Kaiser, Director of Public Works
RE: City Hall Space Needs Review – Consultant Selection

As discussed previously by the Committee, a request for proposals was distributed to six firms to conduct a space needs evaluation/master plan for the City Administration Building. The objectives of the work are to:

- develop updated floor plans for all four levels.
- develop a space needs assessment after meeting with department staff to determine operational requirements and future growth.
- develop conceptual floor plans to account for future space needs while addressing functionality, accessibility, and security.

Four proposals were received. Each of the proposals included an acceptable scope of services, outlined experience relevant to this work, and included staff familiar with this type of work.

Firm	Cost
SEH, Inc.	\$21,555
Gries Architectural Group, Inc.	\$27,500
McMahon Associates, Inc.	\$30,730
Wesenberg Architects	\$49,120

Staff reviewed the proposals and are recommending the selection of SEH, Inc., for this project based on the thoroughness of their scope and the cost.

Staff recommend that the Council authorize staff to enter into a professional services agreement with SEH, Inc., for the preparation of a City Administration Building Master Plan in an amount not to exceed \$21,555.



Department of Public Works
211 Walnut St. • P.O. Box 426 • Neenah WI 54957-0426
Phone 920-886-6241 • e-mail: gkaiser@neenahwi.gov
GERRY KAISER, P.E.
DIRECTOR OF PUBLIC WORKS

M E M O R A N D U M

DATE: March 20, 2026
TO: Mayor Lang and Members of the Public Services and Safety Committee
FROM: Gerry Kaiser, Director of Public Works
RE: Public Works General Activity

- 1) Contract 4-25 (Misc Concrete Pavement/Sidewalk Repair): Some work items have been carried over to 2026.
- 2) Contract 5-25 (Misc Asphalt Pavement Repair): Some work items have been carried over to 2026.
- 3) Contract 10-25 (City Hall Window Replacement): All work is done. Sill replacement is ongoing.
- 4) Contract 12-25 (Courtside Fields Pond): Excavation and periodic rock blasting are underway. About 90% of the dirt excavation is completed on the main pond area. Roughly 80% of the rock blasting is complete. The rock crushing is scheduled to start the week of 3/23.
- 5) Contract 1-26 (Elm, Reed, Laudan Utilities/Street): Due to the snowstorm, the contractor now plans to mobilize the week of 3/30.
- 6) Contract 2-26 (Henry, Sterling, Winneconne): A pre-construction meeting has held on 3/18. The contractor anticipates starting on Sterling Avenue the week of 3/30. Construction letters are going out the week of 3/23.
- 7) Contract 3-26 (Tullar Garage Roof Repair – Vehicle Storage Bays): The project was awarded to Custof foam Corp. A schedule has not yet been set.