



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

VILLAGE BOARD AGENDA

Wednesday, January 3, 2024 at 7:00 PM

Municipal Building Board Room

138 E. Main Street

Mount Horeb, WI

- 1) Call to order
- 2) Pledge of Allegiance
- 3) Roll call
- 4) Public Comments – non-agenda items
- 5) Consent Agenda
 - a. Consideration of November 29, 2023 VB Strategic Planning Meeting Minutes
 - b. Consideration of December 6, 2023 Meeting Minutes
 - c. Consider Extraterritorial Certified Survey Map, Erbe Road, Ferron and Barb Havens
 - d. Consider Certified Survey Map, 1520 Springdale St, Trollway Properties LLC, Trent Nelson
 - e. Consider Recommendation for Resolution 2024-02 Conditional Use Permit to allow a Tourist Rooming House at 307 Oak Street Carl Boeck's Addition Lot 12
- 6) Agenda Items
 - a. Introduction/Recognition of New Village Police Officers: Officer Braden Folbrecht and Officer Kyle Dix
 - b. Discussion/Consideration: Ordinance 2024-01 Creating Standalone Historic Preservation Commission
 - c. Consider Ordinance 2024-02 "AN ORDINANCE TO AMEND SECTION 9.18 TOBACCO PRODUCTS PROHIBITED"
 - d. Consideration of award of Planning Contract to Vandewalle Associates
 - e. Consider Resolution 2024-01 "A RESOLUTION SUPPORTING ADDITION OF MOUNT HOREB VETERANS MEMORIAL TO STATE HIGHWAY MAPS"
 - f. Strategic Planning Session Update

- 7) Committee Reports:
 - a. Community Development Authority
 - b. Dane County Cities & Villages Association
 - c. Finance/Personnel
 - d. Library Board
 - e. Mount Horeb Area Chamber of Commerce
 - f. Mount Horeb Area Joint Fire Department
 - g. Parks, Recreation, and Forestry Commission
 - h. Plan Commission
 - i. Public Safety Committee
 - j. Public Works Committee
 - k. School Liaison
 - l. Sustainability and Natural Resources Committee
 - m. Tourism Commission
 - n. Utility Commission
- 8) Village President's report
- 9) Village Administrator's report
- 10) Village Clerk's report
- 11) Meeting adjournment.

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.

**VILLAGE OF MOUNT HOREB
VILLAGE STRATEGIC PLANNING SESSION MEETING
NOVEMBER 29, 2023**

The Village Board and Village/Utility Department Heads met in special session in-person on the above date in the Conference Room of the Public Safety Building.

Call to Order/Roll Call: Village President Ryan Czyzewski called the meeting to order at 5:30pm. Members of the Village Board and Village/Utility Department Heads were in attendance.

Discuss and Take Action on decision to opt-in or opt-out of PFAS Settlement Agreements from 3M and DuPont related to the Aqueous Film-Forming Foam (AFFF) Product Liability Litigation (AFFF Multi-District Litigation no. 2873). The Village Board may convene in closed session pursuant to section 19.85(1)(g) of the Wisconsin Statutes for the purpose of conferring with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved. The Village Board may reconvene in open session and discuss and take action on the subject matter discussed in closed session: This item was explained and discussed. Ben Jones moved, Cathy Scott seconded to opt-out of both lawsuits. All Village Board members voted aye, with the exception of Tim White, who voted nay. Motion carried.

The Strategic Planning Session was held.

Adjournment: With no further business before the board, the meeting adjourned at 8:11pm.

**VILLAGE OF MOUNT HOREB
VILLAGE BOARD MEETING MINUTES
DECEMBER 6, 2023**

The Village Board met in regular session in-person on the above date in the Board Room of the Mount Horeb Municipal Building.

Call to Order/Roll Call: Village President Ryan Czyzewski called the meeting to order at 7:00pm. The Pledge of Allegiance was recited. Present were Trustees Gauger, White, Schellpfeffer, Jones, and Scott. Trustee Halverson was absent. Also present were Administrator Nic Owen, Village Clerk Alyssa Gaffney, and Youth-In-Government students Siobhan Mertz and Ethan Fendrick.

Public Comments: None

Consent Agenda: Jones moved, Scott seconded to approve the following consent agenda items: November 1, 2023 meeting minutes; November 15, 2023 Public hearing meeting minutes; October 4, 2023 Joint Village Board/Finance & Personnel Committee meeting minutes; Pay Request #6 FINAL-Contract 23-101 2023 Street Improvements; Election Official Appointments for the 2024-2025 Election Cycle; and Temporary "Class B" Retailer's License for Friends of the Welcome Center for Men's Night Out-Trollidays event on December 14, 2023. Motion carried by unanimous voice vote.

Consideration of Residential Improvement Program: Czyzewski and Owen explained this item. Gauger moved, White seconded to approve the program as presented. Motion carried by unanimous voice vote.

Strategic Planning Session Update: Czyzewski thanked everyone who attended and stated an update and overview will be presented at the next meeting.

Committee reports: All committee reports were given, with no action taken.

Village President's report: Czyzewski spoke about the Police Department hiring process and wished everyone a Happy Holidays.

Village Administrator's report: Owen stated that tax bills will be mailed out soon.

Village Clerk's report: Gaffney spoke about nominations for the upcoming Spring Election.

Closed Session: Discussion/Consideration on purchase of Lukken farm for park space and development. The Village Board may convene in closed session as authorized by Wisconsin Statute 19.85(1)(e) for the purpose of deliberating or negotiating the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. The Village Board may reconvene in open session and discuss and take action on the subject matter discussed in closed session: White moved, Schellpfeffer seconded to convene to closed session at 7:26pm. Motion carried by roll call vote. At the end of closed session, Scott moved, White seconded to adjourn at 8:00pm. Motion carried by unanimous voice vote. The board did not reconvene to open session or take any action.

Minutes by Alyssa Gaffney, Village Clerk



AGENDA ITEM REPORT

MEETING DATE

January 3, 2024

PREPARED BY

AGENDA ITEM # 5.c

Consider Extraterritorial Certified Survey Map, Erbe Road, Ferron and Barb Havens

BACKGROUND

The Havens are applying for a 3 lot CSM to create a lot for their son to build a home on their home farm. Staff has reviewed the CSM and have no issues with approval. Plan Commission recommends approval.

RECOMMENDATION

ATTACHMENTS

1. 2023.10.24_Havens_Mt.Horeb
2. 2023.10.23_Havens_CSM

**APPLICATION
CERTIFIED SURVEY MAP
EXTRATERRITORIAL JURISDICTION**

Date: 10/24/23 Fee: \$425 (see attached)

The undersigned owner/agent of the described property hereby requests approval of a certified survey map described as follows:

Location of property (town name and section) _____

The NE 1/4 of Section 9, T.6N., R.6E., Town of Blue Mounds

Owner Name: Ferron & Barb Havens

Address: 2894 Erbe Road

Blue Mounds, WI 53517

Email Address: fhavenswac@mhtc.net

Phone: (608) 212-9499

The survey contains 3 lots and 50.25 acres.

Proposed zoning, if different, will be RR

SIGNED: Robert A. Talarczyk
(applicant)

Surveyor
(applicant's interest in the property)

Applicant Name (if different from owner): Robert Talarczyk

Address: 517 2nd Avenue

New Glarus, WI 53574

Email Address: bob@talarczyk-surveys.com

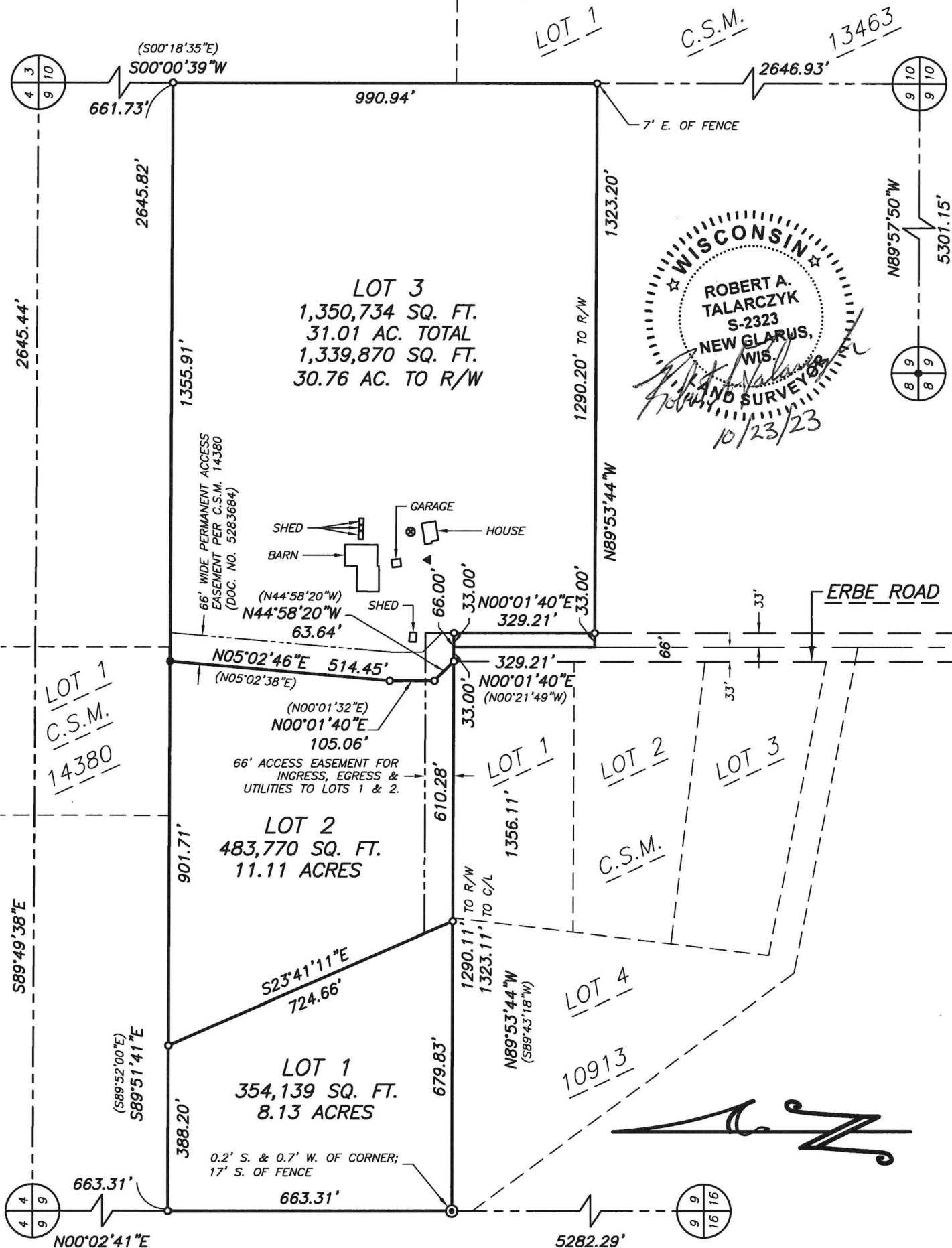
Phone: (608) 527-5216

Date of Plan Commission approval: _____

Date of Village Board approval: _____

CERTIFIED SURVEY MAP No. _____

Part of the Northwest, Northeast and Southeast 1/4s of the Northeast 1/4 of Section 9, Town 6 North, Range 6 East, Town of Blue Mounds, Dane County, Wisconsin.



CERTIFIED SURVEY MAP NO. _____

That part of the Northwest, Northeast and Southeast 1/4s of the Northeast 1/4 of Section 9, Town 6 North, Range 6 East, Town of Blue Mounds, Dane County, Wisconsin, bounded and described as follows:
Commencing at the Northeast corner of said Section 9; thence S00°00'39"W, 661.73' to the Northeast corner of the South 1/2 of the Northeast 1/4 of the Northeast 1/4 of Section 9 and the point of beginning; thence S00°00'39"W along the East line of Section 9, 990.94'; thence N89°53'44"W, 1323.20' to the West line of the Southeast 1/4 of the Northeast 1/4 of Section 9; thence N00°01'40"E, 329.21' to the Northwest corner of the Southeast 1/4 of the Northeast 1/4 of Section 9; thence N89°53'44"W, 1323.11' to the Southwest corner of the Northwest 1/4 of the Northeast 1/4 of Section 9; thence N00°02'41"E, 663.31' to the Northwest corner of the South 1/2 of the Northwest 1/4 of the Northeast 1/4 of Section 9; thence S89°51'41"E, 2645.82' to the point of beginning; subject to a public road right of way as shown and to any and all easements of record.

I hereby certify that this survey is in compliance with Section 236.34 of the Wis. Statutes and the subdivision regulations of the Town of Blue Mounds and Village of Mount Horeb, and that under the direction of Barbara Havens, I have surveyed, monumented, and mapped the lands described hereon; and that this map is a correct representation of all exterior boundaries of the land surveyed in accordance with the information provided.

October 23, 2023



Robert A. Talarczyk
Robert A. Talarczyk, P.L.S.

- NOTES:
- 1.) Bearings are referenced to the Wisconsin County Coordinate System, Dane County Zone, NAD83 (2011), in which the East line of the Northeast 1/4 of Section 9 bears S00°00'39"W.
 - 2.) Recorded data, when different than measured, is shown in parenthesis.
 - 3.) All PLSS witness monuments were found and verified.

LEGEND:

- Concrete monument with brass cap found
- 1-1/4" x 30" solid round iron rod set, weighing 4.30 lbs per lineal foot
- 3/4" iron pipe found
- 3/4" solid round iron rod found
- 3/4" x 24" solid round iron rod set, weighing 1.50 lbs per lineal foot
- Well pump
- Septic cover

JOB NO. 23112
POINTS 23112
DRWG. 23112_2
DRAWN BY MST

SHEET 2 OF 3

TALARCZYK
LAND SURVEYS LLC

517 2nd Avenue
New Glarus, WI 53574
608-527-5216
www.talarczyksurveys.com

CERTIFIED SURVEY MAP NO. _____

Part of the Northwest, Northeast and Southeast 1/4s of the Northeast 1/4 of Section 9, Town 6 North, Range 6 East, Town of Blue Mounds, Dane County, Wisconsin.

OWNER'S CERTIFICATE OF DEDICATION:
As owners, we hereby certify that we have caused the land described on this Certified Survey Map to be surveyed, divided, mapped and dedicated as represented hereon. We also certify that this map is required by s.236.10 or s.236.12 to be submitted to the following for approval or objection: Town of Blue Mounds; Village of Mount Horeb.

WITNESS the hand and seal of said owners this _____ day of _____, 20_____.
In the presence of:

Barbara J. Havens

Ferron K. Havens

STATE OF WISCONSIN)
_____ COUNTY) SS
Personally came before me this _____ day of _____, 20_____, the above named Barbara J. Havens and Ferron K. Havens to me known to be the same persons who executed the foregoing instrument and acknowledged the same.

My commission expires _____.

TOWN APPROVAL: This Certified Survey Map and the public dedication shown hereon is approved for recording this _____ day of _____, 20_____ by the Town of Blue Mounds.

Town Clerk

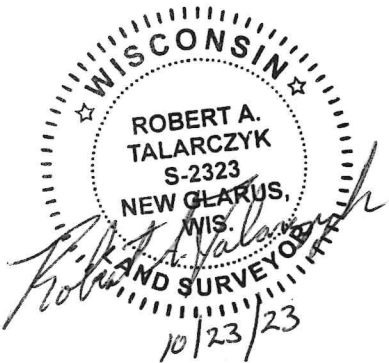
VILLAGE APPROVAL: Approved for recording this _____ day of _____, 20_____ by the Village of Mt. Horeb.

Village Clerk

REGISTER OF DEEDS CERTIFICATE: Received for record this _____ day of _____, 20_____ at _____ o'clock _____M., and recorded in Vol. _____ of Certified Survey Maps of Dane Co., on Pages _____.

PREPARED FOR:
Barbara Havens
2894 Erbe Road
Blue Mounds, WI 53517
(608) 212-9499

JOB NO. 23112
POINTS 23112
DRWG. 23112_2
DRAWN BY MST



Kristi Chlebowski, Register of Deeds

**TALARCZYK**
LAND SURVEYS LLC
517 2nd Avenue
New Glarus, WI 53574
608-527-5216
www.talarczyksurveys.com



AGENDA ITEM REPORT

MEETING DATE

January 3, 2024

PREPARED BY

AGENDA ITEM # 5.d

Consider Certified Survey Map, 1520 Springdale St, Trollway Properties LLC, Trent Nelson

BACKGROUND

This CSM is to remove a portion of 1406 Springdale Street, Mount Horeb Professional Enterprises, and add it to the neighboring lot, 1520 Springdale, Trollway Properties LLC. Village staff have reviewed the CSM and determined that subtracting lot will still have sufficient square footage to meet the minimum lot size requirements and meets all setback requirements. Staff recommends approval. Plan Commission recommends approval.

RECOMMENDATION

ATTACHMENTS

1. 2023-11-27_Plan Commission Application
2. 231143_CSM DRAFT (11-27-23)



VILLAGE OF MOUNT HOREB
Zoning Administrator 608-437-9409
138 East Main Street
Mount Horeb, WI 53572

PLAN COMMISSION APPLICATION

PROJECT NAME: Trollway Properties - NAPA CSM

Project Address 1520 Springdale Street Parcel Number: 157/0606-121-7501-0

[Access Dane Link](#)

Zoning Map

Current Zoning PB-Planned Business Future Land Use Zoning: PB-Planned Business

(select zoning layer in map)

(select future land use layer in map)

APPLICANT: Wyser Engineering, Zach Reynolds

ADDRESS: 300 E. Front St., Mount Horeb, WI 53572

PHONE: 608-437-1980

EMAIL: zach.reynolds@wyserengineering.com

OWNER: Trollway Properties LLC, Trent Nelson

ADDRESS: 1520 Springdale St., Mount Horeb, WI 53572

PHONE: 608-437-4599

EMAIL: napatrent@aol.com

PROJECT DESCRIPTION: Certified Survey Map to shift the lot line between 1520 Springdale St and 1406 Springdale St 74 feet west, providing additional area to NAPA Auto Parts.

OWNER/APPLICANT SIGNATURE:  DATE: 11/27/2023

FEES & DEPOSITS: (CHECK ALL THAT APPLY)

Application	Fee	Public Hearing-
☐ Certificate of Appropriateness (for Central Business Zoning)	No Fee	
☒ Certified Survey Map (CSM) <i>scroll to Section 18.61 in schedule</i>	Schedule	
☐ Certified Survey Map Extraterritorial <i>scroll to Section 18.61 in schedule</i>	Schedule	
☐ Comprehensive Plan Amendment	\$150.00	Class One
☐ Conditional Use Permit (changes in USE of property)	\$150.00	Class Two
☐ Conditional Use Permit (planned development district)	\$200.00	Class Two
☐ Design Review	\$100.00	
☐ General Development Plan (GDP)	\$200.00	
☐ Specific Improvement Plan (SIP)	\$300.00	
☐ Zoning Amendment (changes in zoning)	\$150.00	Class Two
☐ Zoning Amendment (planned development district)	\$200.00	Class Two

Developer Deposit:

An escrow deposit is required in accordance with the Development Application Agreement.

Total Fee Paid:

Date: _____

Fee Waived By: _____

The Village of Mount Horeb Plan Commission meets the fourth Wednesday of the month, unless noted on calendar. A schedule of deadlines can be found on the Zoning page of the Village website: [Plan Commission Calendar](#). **Consultation with the Village Administrator is highly encouraged to discuss procedure and necessary forms prior to any submittal.**

Note: applications requiring a public hearing will be scheduled for a hearing according to the publication deadline, with action considered at the scheduled Plan Commission meeting following the public hearing. Applicants are encouraged to contact the Village Administrator for a pre-application meeting to review the project and submittal requirements prior to submitting an official application.

Class One = Published in newspaper for one week / Class Two = Published in newspaper for two weeks

Application submittals should include:

- 1) Fully executed **Plan Commission Application**
- 2) Fully executed **Development Application Agreement** (attached)
 - A development agreement is a voluntary contract between a local jurisdiction and a person who owns or controls property within the jurisdiction, detailing the obligations of both parties and specifying the standards and conditions that will govern development.
- 3) Full payment for all associated fees
- 4) Written narrative of the proposed project
- 5) One electronic copy of **full submittal**
 - emailed to (2 parties) Nic.Owen@mounthorebwi.info and mhbuildinginspector@mounthorebwi.info,
 - or provided to our offices on a USB device or submitted via downloaded file

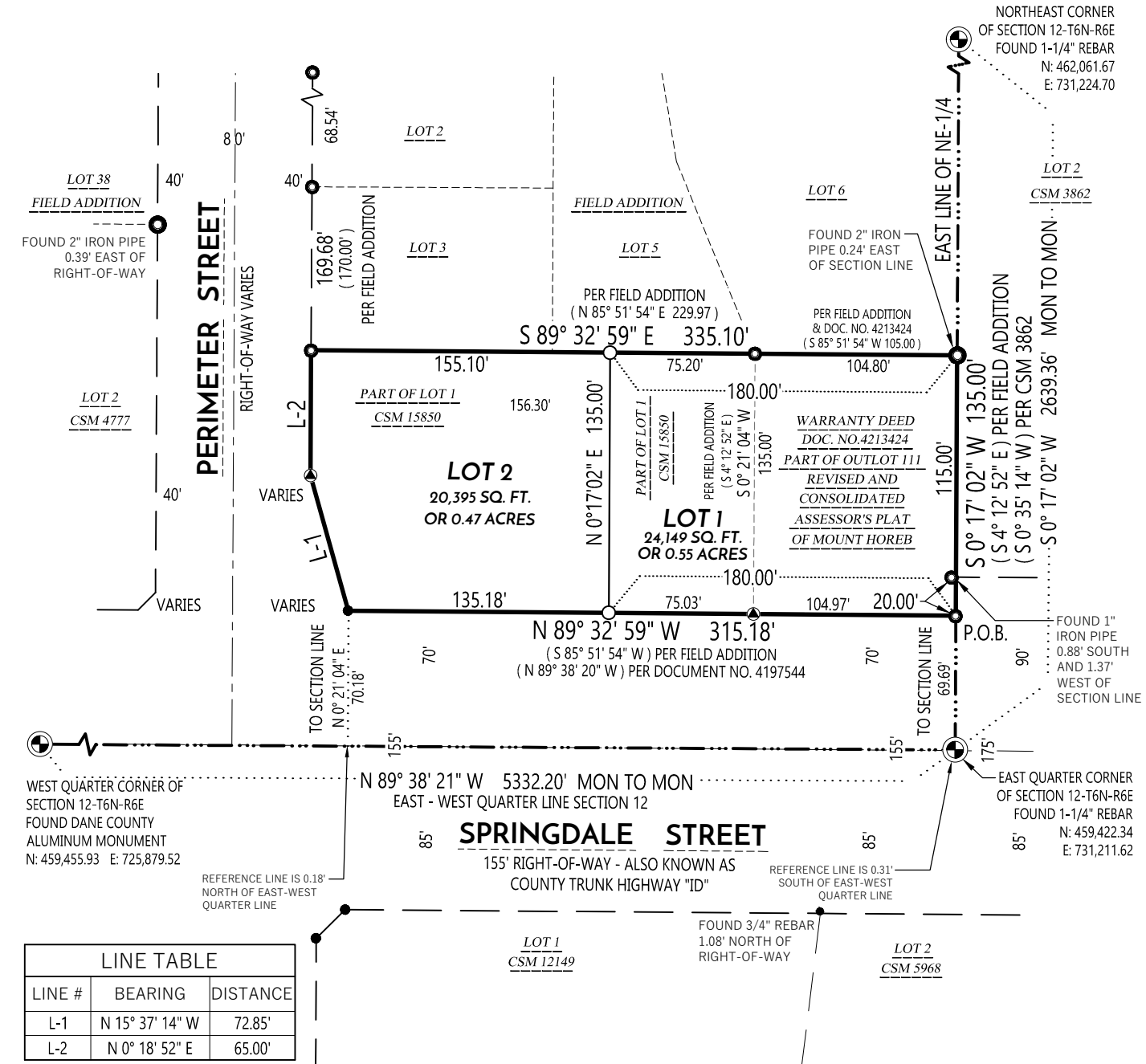
All **submittals** must contain the following to be considered complete:

- 1) Written narrative must include:
 - a. Owner and/or developer names and addresses
 - b. Where applicable; architect and/or engineer names and addresses
 - c. Description of proposed uses
 - d. Calculation indicating total site size, building floor area, number of parking stalls, amount of impervious surface, and amount of non-impervious green space
- 2) A scaled site plan which must include:
 - a. Name of project and date of plan preparation
 - b. Scale of drawing and north arrow
 - c. Property boundaries
 - d. Where applicable; both the one hundred (100) year recurrence interval floodplain and the floodway delineations
 - e. Where applicable; wetlands as delineated in the WDNR Wetland Inventory and 75' setback line from such wetlands
 - f. Existing and proposed easements on the subject property
 - g. Adjoining public street rights-of-way, street pavements, and sidewalk locations; existing and proposed driveways and curb cuts; and parking and loading areas
 - h. Location of existing and proposed building footprints with building and yard setback lines indicated
 - i. Location and size of any existing or proposed signs and fencing
 - j. Location and type of all outdoor lighting proposed to illuminate the site; including a photometrics plan of the site ([See Village Code Chapter 17.14 \(4\)](#))

- 3) Building Plans which must include:
 - a. Elevation drawing of each new or remodeled building façade, indicating height, materials and building dimensions
 - b. Colored renderings of all façades of the principal building showing the proposed colors
 - c. Building materials samples (upon request)
- 4) Grading and Stormwater Management Plan, including:
 - a. Existing and proposed topography shown at a contour interval of not less than two (2) feet at National Geodetic Vertical Datum
 - b. Location and dimension of Stormwater retention or detention basins and/or stormwater conveyances
- 5) Landscape Plan that meets all landscaping standards ([See Village Code Chapter 17.14\(25-27\)](#))
- 6) Parking Calculations
- 7) Escrow fees as outlined in the Development Application Agreement
- 8) Erosion Control and Stormwater Management Application and fees. *No person may begin a land disturbing construction activity or land developing activity subject to this division until the person has paid the Erosion Control Review and Inspection fee.
- 9) Erosion Control Plan
- 10) Signage Plan ([Village Code Chapter 17.171](#))
- 11) Design Review guideline ([See Village Code Chapter 17.14](#))
- 12) Refer to [Mount Horeb Village Code Chapter 17-Zoning Code](#) for all supporting details of required documentation.

CERTIFIED SURVEY MAP NO. _____

CONSOLIDATION AND REDIVISION OF PART OF OUTLOT 111, REVISED AND CONSOLIDATED ASSESSOR'S PLAT OF MOUNT HOREB RECORDED ON FEBRUARY 29, 1944, IN VOLUME 10 OF PLATS ON PAGES 35 TO 38 AS DOCUMENT 683459, AND LOT 1, CERTIFIED SURVEY MAP NO. 15850, RECORDED ON OCTOBER 5, 2021, IN VOLUME 115 ON PAGE 346, AS DOCUMENT NO. 5785800, BEING A PART OF THE SOUTHEAST QUARTER OF THE NORTHEAST QUARTER OF SECTION 12, TOWN 6 NORTH, RANGE 6 EAST, VILLAGE OF MOUNT HOREB, DANE COUNTY, WISCONSIN.

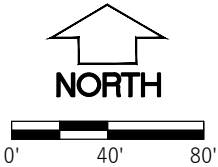


LEGEND

- SECTION CORNER FOUND / RECOVERED
- 3/4" REBAR FOUND
- 1" IRON PIPE FOUND
- 2" IRON PIPE FOUND
- MAG NAIL FOUND
- 3/4" REBAR SET 1.50 LB/FT
- CSM BOUNDARY
- RIGHT-OF-WAY LINE
- CENTERLINE
- SECTION/QUARTER LINE
- PLATTED/RECORD LINE
- BUILDING SETBACK LINE
- EXISTING EASEMENT
- RECORDED INFORMATION

NOTES:

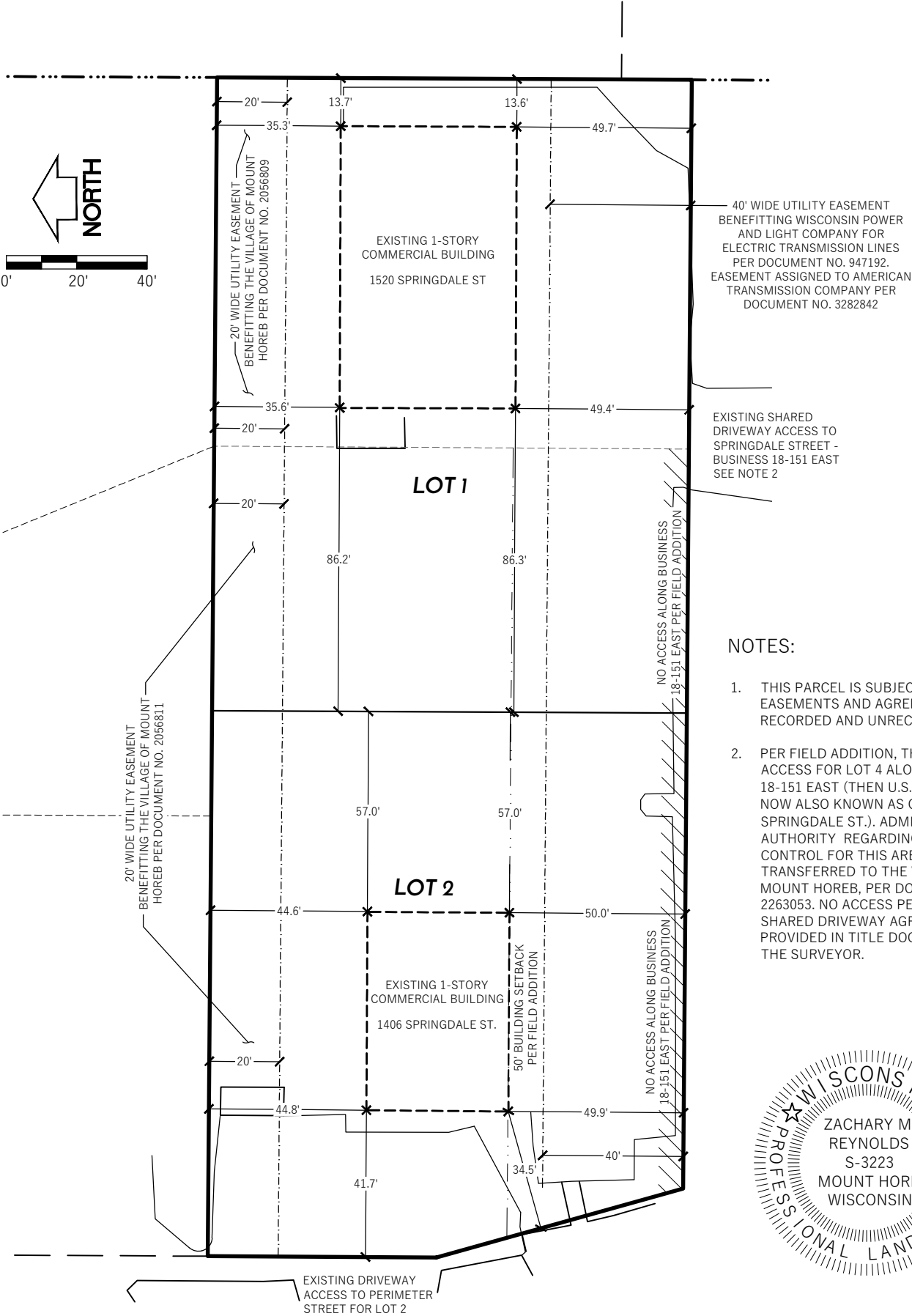
- FIELD WORK PERFORMED BY WYSER ENGINEERING, LLC. ON OCTOBER 26, 2023.
- NORTH REFERENCE FOR THIS CERTIFIED SURVEY AND MAP ARE BASED ON THE WISCONSIN COORDINATE REFERENCE SYSTEM, WISCRS DANE, NAD 83 (2011), GRID NORTH. THE EAST LINE OF THE NORTHEAST SECTION 12, T6N, R6E, BEARS S 00°17' 02" W
- THIS PARCEL IS SUBJECT TO ALL EASEMENTS AND AGREEMENTS, BOTH RECORDED AND UNRECORDED.
- PER FIELD ADDITION, THERE IS NO ACCESS FOR LOT 4 ALONG BUSINESS 18-151 EAST (THEN U.S.H. 18 & 151, NOW ALSO KNOWN AS C.T.H. "ID" AND SPRINGDALE ST.). ADMINISTRATIVE AUTHORITY REGARDING ACCESS CONTROL FOR THIS AREA WAS TRANSFERRED TO THE VILLAGE OF MOUNT HOREB, PER DOCUMENT NO. 2263053. NO ACCESS PERMIT OR SHARED DRIVEWAY AGREEMENT WAS PROVIDED IN TITLE DOCUMENTS TO THE SURVEYOR.



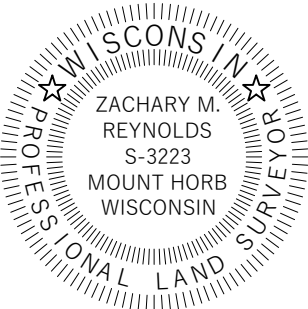
WYSER ENGINEERING	PREPARED BY:	PREPARED FOR:	SURVEYED BY: MAL	VOL. _____ PAGE _____
	300 EAST FRONT STREET MOUNT HOREB, WI 53572 www.wyserengineering.com	MR. TRENT NELSON TROLLWAY PROPERTIES LLC 1520 SPRINGDALE STREET MOUNT HOREB, WI 53572	DRAWN BY: AMS	DOC. NO. _____
			APPROVED BY: ZMR	C.S.M. NO. _____
			PROJECT NO: 231143 SHEET NO: 1 of 5	

CERTIFIED SURVEY MAP NO. _____

CONSOLIDATION AND REDIVISION OF PART OF OUTLOT 111, REVISED AND CONSOLIDATED ASSESSOR'S PLAT OF MOUNT HOREB RECORDED ON FEBRUARY 29, 1944, IN VOLUME 10 OF PLATS ON PAGES 35 TO 38 AS DOCUMENT 683459, AND LOT 1, CERTIFIED SURVEY MAP NO. 15850, RECORDED ON OCTOBER 5, 2021, IN VOLUME 115 ON PAGE 346, AS DOCUMENT NO. 5785800, BEING A PART OF THE SOUTHEAST QUARTER OF THE NORTHEAST QUARTER OF SECTION 12, TOWN 6 NORTH, RANGE 6 EAST, VILLAGE OF MOUNT HOREB, DANE COUNTY, WISCONSIN.



- NOTES:
1. THIS PARCEL IS SUBJECT TO ALL EASEMENTS AND AGREEMENTS, BOTH RECORDED AND UNRECORDED.
 2. PER FIELD ADDITION, THERE IS NO ACCESS FOR LOT 4 ALONG BUSINESS 18-151 EAST (THEN U.S.H. 18 & 151, NOW ALSO KNOWN AS C.T.H. "ID" AND SPRINGDALE ST.). ADMINISTRATIVE AUTHORITY REGARDING ACCESS CONTROL FOR THIS AREA WAS TRANSFERRED TO THE VILLAGE OF MOUNT HOREB, PER DOCUMENT NO. 2263053. NO ACCESS PERMIT OR SHARED DRIVEWAY AGREEMENT WAS PROVIDED IN TITLE DOCUMENTS TO THE SURVEYOR.



File: W:\2023\231143_Napa Auto Parts, Mount Horeb\DWG\231143_CSM.dwg Layout: CSM 2 OF 5 User: Zach Plotted: Nov 27, 2023 - 2:34pm



PREPARED BY:
300 EAST FRONT STREET
MOUNT HOREB, WI 53572
www.wyserengineering.com

PREPARED FOR:
MR. TRENT NELSON
TROLLWAY PROPERTIES LLC
1520 SPRINGDALE STREET
MOUNT HOREB, WI 53572

SURVEYED BY: MAL
DRAWN BY: AMS
APPROVED BY: ZMR

PROJECT NO: 231143
SHEET NO: 2 of 5

VOL. _____ PAGE _____
DOC. NO. _____
C.S.M. NO. _____

File: W:\2023\231143_Napa Auto Parts, Mount Horeb\DWG\231143_CSM.dwg Layout: CSM 3 of 5 User: Zach Plotted: Nov 27, 2023 - 2:43pm

CERTIFIED SURVEY MAP NO. _____

CONSOLIDATION AND REDIVISION OF PART OF OUTLOT 111, REVISED AND CONSOLIDATED ASSESSOR'S PLAT OF MOUNT HOREB RECORDED ON FEBRUARY 29, 1944, IN VOLUME 10 OF PLATS ON PAGES 35 TO 38 AS DOCUMENT 683459, AND LOT 1, CERTIFIED SURVEY MAP NO. 15850, RECORDED ON OCTOBER 5, 2021, IN VOLUME 115 ON PAGE 346, AS DOCUMENT NO. 5785800, BEING A PART OF THE SOUTHEAST QUARTER OF THE NORTHEAST QUARTER OF SECTION 12, TOWN 6 NORTH, RANGE 6 EAST, VILLAGE OF MOUNT HOREB, DANE COUNTY, WISCONSIN.

LEGAL DESCRIPTION

CONSOLIDATION AND REDIVISION OF PART OF OUTLOT 111, REVISED AND CONSOLIDATED ASSESSOR'S PLAT OF MOUNT HOREB RECORDED ON FEBRUARY 29, 1944, IN VOLUME 10 OF PLATS ON PAGES 35 TO 38 AS DOCUMENT 683459, AND LOT 1, CERTIFIED SURVEY MAP NO. 15850, RECORDED IN VOLUME 115 OF CERTIFIED SURVEY MAPS ON PAGES 346-348 AS DOCUMENT NO. 5785800 (CSM 15850), BEING A PART OF THE SOUTHEAST QUARTER OF THE NORTHEAST QUARTER OF SECTION 12, TOWN 6 NORTH, RANGE 6 EAST, VILLAGE OF MOUNT HOREB, DANE COUNTY, WISCONSIN, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE EAST QUARTER CORNER OF AFORESAID SECTION 12, THENCE, ALONG THE EAST LINE OF THE NORTHEAST QUARTER OF AFORESAID SECTION 12, NORTH 00 DEGREES 17 MINUTES 02 SECONDS EAST, 69.69 FEET TO A POINT ON THE NORTH RIGHT-OF-WAY OF SPRINGDALE STREET, ALSO KNOWN AS COUNTY TRUNK HIGHWAY "ID", AND ALSO BEING THE POINT OF BEGINNING;

THENCE ALONG SAID RIGHT-OF-WAY OF SPRINGDALE STREET, ALSO KNOWN AS COUNTY TRUNK HIGHWAY "ID", AND THE SOUTH LINE OF AFORESAID LOT 1, CSM 15850, NORTH 89 DEGREES 32 MINUTES 59 SECONDS WEST, 315.18 FEET TO A POINT ON THE EASTERLY RIGHT-OF-WAY OF PERIMETER STREET, ALSO BEING THE SOUTHWEST CORNER OF SAID LOT 1; THENCE ALONG SAID RIGHT-OF-WAY OF PERIMETER STREET AND THE WESTERLY LINE OF SAID LOT 1, NORTH 15 DEGREES 37 MINUTES 14 SECONDS WEST, 72.85 FEET; THENCE CONTINUING ALONG SAID RIGHT-OF-WAY OF PERIMETER STREET AND WEST LINE OF SAID LOT 1, NORTH 00 DEGREES 18 MINUTES 52 SECONDS EAST, 65.00 FEET TO THE NORTHWEST CORNER OF SAID LOT 1; THENCE, ALONG THE NORTH LINE OF SAID LOT 1, SOUTH 89 DEGREES 32 MINUTES 59 SECONDS EAST, 335.10 FEET TO THE SOUTHEAST CORNER OF LOT 6, FIELD ADDITION, RECORDED IN VOLUME 50 OF PLATS ON PAGE 6 AS DOCUMENT NO. 1592225, ALSO BEING A POINT ON THE EAST LINE OF AFORESAID OUTLOT 111 AND THE EAST LINE OF THE NORTHEAST QUARTER OF AFORESAID SECTION 12; THENCE ALONG THE EAST LINE OF SAID OUTLOT 111 AND THE NORTHEAST QUARTER OF SAID SECTION 12, SOUTH 00 DEGREES 17 MINUTES 02 SECONDS WEST, 135.00 FEET BACK TO THE POINT OF BEGINNING.

SAID PARCEL CONTAINS 44,544 SQUARE FEET OR 1.02 ACRES.

SURVEYOR'S CERTIFICATE

I, ZACHARY M. REYNOLDS, WISCONSIN PROFESSIONAL LAND SURVEYOR S-3223, DO HEREBY CERTIFY THAT BY DIRECTION OF TRENT NELSON, I HAVE SURVEYED, DIVIDED, AND MAPPED THE LANDS DESCRIBED HEREON AND THAT THE MAP IS A CORRECT REPRESENTATION IN ACCORDANCE WITH THE INFORMATION PROVIDED. I FURTHER CERTIFY THAT THIS CERTIFIED SURVEY MAP IS IN FULL COMPLIANCE WITH CHAPTER 236.34 OF THE WISCONSIN STATUTES AND THE SUBDIVISION REGULATIONS OF THE VILLAGE OF MOUNT HOREB AND DANE COUNTY, WISCONSIN.

ZACHARY M. REYNOLDS, S-3223
WISCONSIN PROFESSIONAL LAND SURVEYOR

DATE



VILLAGE OF MOUNT HOREB APPROVAL

THE VILLAGE OF MOUNT HOREB HAS APPROVED THIS CERTIFIED SURVEY MAP.

ALYSSA GAFFNEY
VILLAGE CLERK, VILLAGE OF MOUNT HOREB

DATE



PREPARED BY:
300 EAST FRONT STREET
MOUNT HOREB, WI 53572
www.wyserengineering.com

PREPARED FOR:
MR. TRENT NELSON
TROLLWAY PROPERTIES LLC
1520 SPRINGDALE STREET
MOUNT HOREB, WI 53572

SURVEYED BY: MAL
DRAWN BY: AMS
APPROVED BY: ZMR

PROJECT NO: 231143
SHEET NO: 3 of 5

VOL. _____ PAGE _____
DOC. NO. _____
C.S.M. NO. _____

File: W:\2023\231143_Napa Auto Parts, Mount Horeb\DWG\231143_CSM.dwg Layout: CSM 4 of 5 User: Zach Plotted: Nov 27, 2023 - 2:31pm

CERTIFIED SURVEY MAP NO. _____

CONSOLIDATION AND REDIVISION OF PART OF OUTLOT 111, REVISED AND CONSOLIDATED ASSESSOR'S PLAT OF MOUNT HOREB RECORDED ON FEBRUARY 29, 1944, IN VOLUME 10 OF PLATS ON PAGES 35 TO 38 AS DOCUMENT 683459, AND LOT 1, CERTIFIED SURVEY MAP NO. 15850, RECORDED ON OCTOBER 5, 2021, IN VOLUME 115 ON PAGE 346, AS DOCUMENT NO. 5785800, BEING A PART OF THE SOUTHEAST QUARTER OF THE NORTHEAST QUARTER OF SECTION 12, TOWN 6 NORTH, RANGE 6 EAST, VILLAGE OF MOUNT HOREB, DANE COUNTY, WISCONSIN.

OWNER'S CERTIFICATE

TROLLWAY PROPERTIES LLC, AS OWNER, WE HEREBY CERTIFY THAT WE CAUSED THE LANDS DESCRIBED HEREON TO BE SURVEYED, DIVIDED MAPPED AND DEDICATED AS SHOWN. WE ALSO CERTIFY THAT THIS CERTIFIED SURVEY MAP IS REQUIRED BY S. 236.34 OF THE WISCONSIN STATE STATUES TO BE SUBMITTED TO THE VILLAGE OF MOUNT HOREB FOR APPROVAL.

BY: _____
TRENT NELSON, AUTHORIZED MEMBER
TROLLWAY PROPERTIES LLC

STATE OF WISCONSIN) SS
DANE COUNTY) SS

PERSONALLY CAME BEFORE ME THIS _____ DAY OF _____, 2023, THE ABOVE NAMED
AUTHORIZED MEMBER OF TROLLWAY PROPERTIES LLC, TRENT NELSON, TO ME KNOWN TO BE THE
PERSON WHO EXECUTED THE FOREGOING INSTRUMENT, AND ACKNOWLEDGED THE SAME.

NOTARY PUBLIC, STATE OF WISCONSIN MY COMMISSION EXPIRES _____

CONSENT OF MORTGAGEE

FARMERS SAVINGS BANK, A BANKING ASSOCIATION DULY ORGANIZED AND EXISTING UNDER AND BY VIRTUE OF THE LAWS OF THE STATE OF WISCONSIN, MORTGAGEE OF THE ABOVE DESCRIBED LAND, DOES HEREBY CONSENT TO THE SURVEY, DIVIDING, MAPPING AND DEDICATION OF THE LAND DESCRIBED ON THIS CERTIFIED SURVEY MAP AND DOES HEREBY CONSENT TO THE OWNER'S CERTIFICATE.

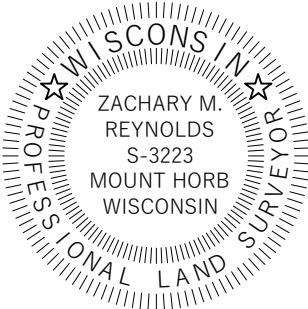
BY: _____
AUTHORIZED OFFICER

STATE OF WISCONSIN) SS
DANE COUNTY) SS

PERSONALLY CAME BEFORE ME THIS _____ DAY OF _____, 2023, THE ABOVE
NAMED BANKING ASSOCIATION, FARMERS SAVINGS BANK AUTHORIZED OFFICER,

TO ME KNOWN TO BE THE PERSON WHO EXECUTED THE
FOREGOING INSTRUMENT, AND ACKNOWLEDGED THE SAME.

NOTARY PUBLIC, STATE OF WISCONSIN MY COMMISSION EXPIRES _____



PREPARED BY:
300 EAST FRONT STREET
MOUNT HOREB, WI 53572
www.wyserengineering.com

PREPARED FOR:
MR. TRENT NELSON
TROLLWAY PROPERTIES LLC
1520 SPRINGDALE STREET
MOUNT HOREB, WI 53572

SURVEYED BY: MAL
DRAWN BY: AMS
APPROVED BY: ZMR

PROJECT NO: 231143
SHEET NO: 3 of 5

VOL. _____ PAGE _____
DOC. NO. _____
C.S.M. NO. _____

File: W:\2023\231143_Napa Auto Parts, Mount Horeb\DWG\231143_CSM.dwg Layout: CSM 5 of 5 User: Zach Plotted: Nov 27, 2023 - 2:31pm

CERTIFIED SURVEY MAP NO. _____

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OWNER'S CERTIFICATE

MT HOREB PROFESSIONAL ENTERPRISES LLC, AS OWNER, WE HEREBY CERTIFY THAT WE CAUSED THE LANDS DESCRIBED HEREON TO BE SURVEYED, DIVIDED MAPPED AND DEDICATED AS SHOWN. WE ALSO CERTIFY THAT THIS CERTIFIED SURVEY MAP IS REQUIRED BY S. 236.34 OF THE WISCONSIN STATE STATUES TO BE SUBMITTED TO THE VILLAGE OF MOUNT HOREB FOR APPROVAL.

BY: _____
DAVID BECKER, AUTHORIZED MEMBER
MT HOREB PROFESSIONAL ENTERPRISES LLC

STATE OF WISCONSIN) SS
DANE COUNTY) SS

PERSONALLY CAME BEFORE ME THIS _____ DAY OF _____, 2023, THE ABOVE NAMED,
AUTHORIZED MEMBER OF MT HOREB PROFESSIONAL ENTERPRISES LLC, DAVID BECKER, TO ME KNOWN TO BE
THE PERSON WHO EXECUTED THE FOREGOING INSTRUMENT, AND ACKNOWLEDGED THE SAME.

NOTARY PUBLIC, STATE OF WISCONSIN MY COMMISSION EXPIRES _____

CONSENT OF MORTGAGEE

FARMERS SAVINGS BANK, A BANKING ASSOCIATION DULY ORGANIZED AND EXISTING UNDER AND BY VIRTUE OF THE LAWS OF THE STATE OF WISCONSIN , MORTAGAGEE OF THE ABOVE DESCRIBED LAND, DOES HEREBY CONSENT TO THE SURVEY, DIVIDING, MAPPING AND DEDICATION OF THE LAND DESCRIBED ON THIS CERTIFIED SURVEY MAP AND DOES HEREBY CONSENT TO THE OWNER'S CERTIFICATE.

BY: _____
AUTHORIZED OFFICER

STATE OF WISCONSIN) SS
DANE COUNTY) SS

PERSONALLY CAME BEFORE ME THIS _____ DAY OF _____, 2023, THE ABOVE
NAMED BANKING ASSOCIATION , FARMERS SAVINGS BANK AUTHORIZED OFFICER

_____ TO ME KNOWN TO BE THE PERSON WHO EXECUTED THE FOREGOING
INSTRUMENT, AND ACKNOWLEDGED THE SAME.

NOTARY PUBLIC, STATE OF WISCONSIN MY COMMISSION EXPIRES _____

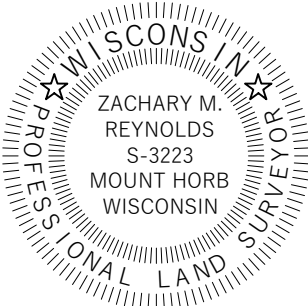


PREPARED BY:
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SURVEYED BY: MAL
DRAWN BY: AMS
APPROVED BY: ZMR

PROJECT NO: 231143
SHEET NO: 5 of 5



OFFICE OF THE REGISTER OF DEEDS

_____ COUNTY, WISCONSIN

RECEIVED FOR RECORD _____,

20__ AT _____ O'CLOCK ____ M AS

DOCUMENT # _____

IN VOL. _____ OF CERTIFIED SURVEY

MAPS ON PAGE(S) _____.

KRISTI CHLEBOWSKI, REGISTER OF DEEDS

RESOLUTION 2024-02

CONDITIONAL USE PERMIT TO ALLOW TOURIST ROOMING HOUSE BOECK'S, CARL ADDN TO MT HOREB LOT 12 Block 9, 307 Oak Street

WHEREAS, Pamela & Graham Lee are the property owners of BOECK'S, CARL ADDN TO MT HOREB LOT 12 Block 9, 307 Oak Street in the Village of Mount Horeb, further described as parcel 157/0606-123-2612-4; and

WHEREAS, said property is currently zoned R-1 Single Family Residential District in which the desired use as a one-bedroom tourist rooming house is not a permitted use but rather an allowable conditional use per Zoning Code 17.625; and

WHEREAS, an application for a Conditional Use Permit to allow the aforesaid desired use has been filed with the Village of Mount Horeb by Pamela Lee; and

WHEREAS, the matter was the subject of a public hearing before the Plan Commission/Historic Preservation Commission on December 20, 2023 after due notice thereof as required by law; and

WHEREAS, after due consideration and being fully advised in the premises, the Board of Trustees of the Village of Mount Horeb deems it to be in the best interest of the general public to allow the desired use of said property including allowed street parking, as hereinafter set forth, as a conditional use.

NOW, THEREFORE, BE IT RESOLVED, by the Board of Trustees of the Village of Mount Horeb, Dane County, Wisconsin, that upon meeting and abiding by all conditions per 17.625, a Conditional Use Permit for a proposed one-bedroom tourist rooming house for the above referenced property in the Village of Mount Horeb, Dane County, Wisconsin is hereby granted. This Conditional Use Permit to operate the tourist rooming house at 307 Oak Street is not transferable.

Introduced and passed this 10th day of January, 2024.

Ryan Czyzewski, Village President

ATTEST:

Alyssa Gaffney, Village Clerk



AGENDA ITEM REPORT

MEETING DATE

January 3, 2024

PREPARED BY

AGENDA ITEM # 6.b

Discussion/Consideration: Ordinance 2024-01 Creating Standalone Historic Preservation Commission

BACKGROUND

The Commission will hold a public hearing and consider the attached ordinance which separates historic preservation duties from the Plan Commission and creates a standalone Historic Preservation Commission. The ordinance specifies the make-up and charge for the new commission and establishes the procedure for reviews of historical properties. This is a significant change and the Commission has expressed a desire for community input; if there are still concerns with public input this item can be tabled to allow more opportunity for feedback.

RECOMMENDATION

ATTACHMENTS

1. Historic Commission Chapter 1.31 and 17.17
2. HPC Ordinance and Commission Changes Summary Memo for Plan Commission - 11.15.23 (1) (1)
3. Ord 2024-01 Historic Preservation Commission amended

VILLAGE OF MOUNT HOREB
PUBLIC HEARING
December 20, 2023

The Plan Commission/Historic Preservation Commission of the Village of Mount Horeb will hold a public hearing on the above date at 7:00pm in the Board Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI.

The purpose of the hearing is to consider proposed revisions to Chapter 1.31 Historic Preservation Commission and Chapter 17.17 Historic Preservation relating to the establishment of a standalone Commission. A copy of the proposed ordinance is available at the Village Administrator's office.

Be it further notified that the Village Board, by its Plan Commission/Historic Preservation Commission, will hear all persons concerning all matters and/or objections written or oral at that time.

PUBLISH: Mount Horeb Mail November 30, 2023
 Mount Horeb Mail December 7, 2023



MEMORANDUM

To: Village of Mount Horeb Plan Commission
From: Village Planner Ben Rohr, AICP
Date: November 15, 2023
Re: Village Planner's Summary of Proposed Historic Preservation Ordinance and Commission Changes

Introduction

Within the 2021 Village of Mount Horeb Comprehensive, it was recommended that the Village explore the option of establishing a standalone Historic Preservation Commission. This item has been discussed throughout the summer and fall of 2023. Village staff have drafted proposed ordinance amendments to facilitate this change. This includes:

- Amending Chapter 1.31 of the Municipal Ordinance to create a standalone Historic Preservation Commission.
- Amending Chapter 17.17 of the Zoning Ordinance to comply with state requirements for Historic Preservation standards.

The following summary is aimed to help the Plan Commission understand what's happening today, how that will change with the proposed amendments, and potential outcomes of the amendments. This document is intended to be for educational purposes.

If the summary below matches the Plan Commission's recommended approach, no further drafting of the proposed ordinance amendments will be needed. However, if the Plan Commission wishes to change the intended process, responsibilities, etc., this will require changes to the proposed ordinance amendments.

How does it work today?

The Plan Commission and Historic Preservation Commission are combined into one group (Section 1.31 of the Village's Municipal Ordinance). Their responsibility is the review of projects that fall within the purview of the Village's Zoning Ordinance (Chapter 17) for things like Site Plans, Zoning Amendments, Design Review, Conditional Use Permits, etc.

This currently includes Section 17.17: Historic Preservation. However, today, there are no locally-designated historic structures, sites, or districts within Mount Horeb. As such, this portion of the Zoning Ordinance doesn't apply to any physical locations within the Village. To note, the Main Street Historic District was listed in the State and National Register in 2018-19. This does not include a local designation at this time.

How will it work if the proposed changes are made?

The Plan Commission will be a separate group from the Historic Preservation Commission, which will result in two distinct groups of appointed and elected officials, meeting times and dates, and responsibilities in respect to the full Zoning Ordinance (Chapter 17) vs. the Historic Preservation Ordinance (Section 17.17).

The Historic Preservation Commission (HPC) will now have responsibility for the following:

- Selecting and recommending nominations for the local designation of historic structures, sites, or districts:
 - Public Hearing required before the HPC
 - Approval required from the Village Board
- Adopting specific operating guidelines for historic structure or site designation
- Preparing historic preservation plans for each area
- Reviewing any reconstruction, alteration, or demolition to the exterior of a locally-designated historic structure, site, or district:
 - Approve or deny a Certificate of Appropriateness application based on the criteria listed in Section 17.17(4)(b).
 - Any appeal of a decision by the HPC in regard to a Certificate of Appropriateness would be decided by the Village Board.
- To note, all of these provisions exist today for the combined Plan Commission and Historic Preservation Commission.

Plan Commission will now have responsibility for:

- Review of projects that fall within the purview of any other section of the Village's Zoning Ordinance (Chapter 17). This includes items like:
 - Site Plan and Design Review
 - Zoning Text or Map Amendments
 - Planned Developments
 - Conditionals Use Permits
 - Sign Plan Review

How will this impact a potential future project proposed?

Following an approved designation by the HPC and Village Board, any proposed reconstruction, alteration, or demolition of a locally-designated historic structure, site, or district may be subject to both Plan Commission and HPC review. The following process could occur, depending on the project:

- The HPC would review the project based on the criteria of Section 17.17(4)(b) and either approve or deny a Certificate of Approval.
- The Plan Commission would review the project based on the full Zoning Ordinance (Chapter 17), which could include items like setbacks, land uses, design criteria, signs, etc. The Plan Commission would either approve or deny of the Site Plan, Design Review, Conditional Use Permit, Sign Plan, etc.

This two-step process would most likely occur in the instance of a reconstruction project, but could also be required as part of an alteration project, depending on the extent of the alteration proposed. A review of the project by the Village Board could also be required for items like Conditional Use Permits, Planned Developments, or Zoning Amendments, depending on the project.

VILLAGE OF MOUNT HOREB
ORDINANCE 2024-01

AN ORDINANCE TO AMEND SECTION 1.31 HISTORIC PRESERVATION COMMISSION
and 17.17 HISTORIC PRESERVATION

1.31 Historic Preservation Commission.

- (1) Membership. ~~The Village Plan Commission also acts as the Historic Preservation Commission.~~ **The Historic Preservation Commission shall consist of 5 members: 1 representative of the Village Board and 4 citizen members appointed by the Village President subject to confirmation of the Village Board. Citizen members shall be selected to include members with expertise in the following areas: architecture, history, planning, architectural history, archeology, conservation or other closely related fields.**
- (2) Powers and duties. The Historic Preservation Commission shall have the powers and duties as prescribed in § 17.17 of this Municipal Code.

17.17. Historic preservation.

- (1) Purpose and intent. It is hereby declared a matter of public policy that the protection, enhancement, perpetuation and use of improvements or sites of special character or special architectural, archeological or historic interest or value is a public necessity and is required in the interest of the health, prosperity, safety and welfare of the people. The purpose of this section is to:
 - (a) Effect and accomplish the protection, enhancement and preservation of such improvements, sites and districts which represent or reflect elements of the Village's cultural, social, economic, political and architectural history.
 - (b) Safeguard the Village's historic, prehistoric and cultural heritage, as embodied and reflected in such historic structures, sites and districts.
 - (c) Stabilize and improve property values, and enhance the visual and aesthetic character of the Village.
 - (d) Protect and enhance the Village's attractions to residents, tourists and visitors, and serve as a support and stimulus to business and industry.
- (2) Definitions. As used in this section, the following terms shall have the meanings indicated:

CERTIFICATE OF APPROPRIATENESS — The certificate issued by the Commission approving alteration, rehabilitation, construction, reconstruction or demolition of an historic structure, historic site or any improvement in an historic district.

COMMISSION — The Historic Preservation Commission under § 1.31 of this Municipal Code.

HISTORIC DISTRICT — An area that contains two or more historic improvements or sites, which has been designated an historic district pursuant to the provisions of this section.

HISTORIC SITE — Any parcel of land of historic significance due to a substantial value in tracing the history or prehistory of man, or upon which an historic event has occurred, and which has been designated as an historic site under this section, or an improvement parcel, or part thereof, on which is situated an historic structure and any abutting improvement parcel, or part thereof, used as and constituting part of the premises on which the historic structure is situated.

HISTORIC STRUCTURE — Any improvement which has a special character or special historic interest or value as part of the development, heritage or cultural characteristics of the Village, state or nation and which has been designated as an historic structure pursuant to the provisions of this section.

IMPROVEMENT — Any building, structure, place, work of art or other object constituting a physical betterment of real property, or any part of such betterment, including streets, alleys, sidewalks, curbs, lighting fixtures, signs and the like.

(3) Historic structure, historic site and historic district designation criteria.

- (a) For purposes of this chapter, an historic structure, historic site, or historic district designation may be placed on any site, natural or improved, including any building, improvement or structure located thereon, or any area of particular historic, architectural, archeological or cultural significance to the Village, such as historic structures, sites or districts which:
 - 1. Exemplify or reflect the broad cultural, political, economic or social history of the nation, state or community;
 - 2. Are identified with historic personages or with important events in national, state or local history;
 - 3. Embody the distinguishing characteristics of an architectural type or specimen inherently valuable for a study of a period, style, method or construction, or of indigenous materials or craftsmanship;
 - 4. Are representative of the notable work of a master builder, designer or architect who influenced his age; or
 - 5. Have yielded, or may be likely to yield, information important to prehistory or history.
- (b) The Commission shall adopt specific operating guidelines for historic structure and historic site designation, providing such are in conformance with the provisions of this chapter.
- (c) The Commission ~~shall~~ may select geographically defined areas within the Village to be designated as historic districts and shall prepare an historic preservation plan for each area. An historic district may be designated for any

geographic area of particular historic, architectural or cultural significance to the Village, after application of the foregoing criteria. Each historic preservation plan prepared for or by the Commission shall include a cultural and architectural analysis supporting the historic significance of the area, the specific guidelines for development, and a statement of preservation objectives.

(4) Historic preservation commission powers and duties.

(a) Designation.

1. The Commission shall have the power to recommend designation of historic structures, historic sites and historic districts within the Village limits. All historic structure, historic site and historic district designations shall be made by the Village Board and shall be made pursuant to Subsection (5) hereof.
2. Once designated, such historic structures, sites and districts shall be subject to all the provisions of this section and shall continue to be subject to all other provisions of this Chapter 17, Zoning Code, of this Municipal Code, including those provisions and requirements specific to the particular zoning district in which the said historic structure, site or district is situated.

(b) Regulation of construction, reconstruction, alteration and demolition.

1. No owner or person in charge of an historic structure, historic site or structure within an historic district shall reconstruct, alter or demolish all or any part of the exterior of such property or construct any improvement upon such designated property or properties or cause or permit any such work to be performed upon such property or demolish such property unless a certificate of appropriateness has been granted by the Commission. Also, unless such certificate has been granted by the Commission, the Building Inspector shall not issue a permit for any such work.
2. Upon filing of any application for a certificate of appropriateness with the Commission, the Commission shall approve the applications unless:
 - a. In the case of a designated historic structure of historic site, the proposed work would detrimentally change, destroy or adversely affect any exterior feature of the improvement or site upon which said work is to be done;
 - b. In the case of the construction of a new improvement upon an historic site, or within an historic district, the exterior of such improvement would adversely affect or not harmonize with the external appearance or other neighboring improvements on such site or within the district;
 - c. In the case of any property located in an historic district, the

proposed construction, reconstruction, exterior alteration or demolition does not conform to the purpose and intent of this section and to the objectives and design criteria of the historic preservation plan for said district;

- d. The building or structure is of such architectural or historical significance that its demolition would be detrimental to the public interest and contrary to the general welfare of the people of the Village ~~and~~ or state;
 - e. In the case of a request for the demolition of a deteriorated building or structure, any economic hardship or difficulty claimed by the owner is self-created or is the result of any failure to maintain the property in good repair.
- 3. If the Commission determines that the application for a certificate of appropriateness and the proposed changes are consistent with the character and features of the property or district, it shall issue the certificate of appropriateness. The Commission shall make this decision within 45 days of the filing of the application.
 - 4. This issuance of a certificate of appropriateness shall not relieve the applicant from obtaining other permits and approvals required by the Village. A building permit or other municipal permit shall be invalid if it is obtained without the presentation of the certificate of appropriateness required for the proposed work.
 - 5. Ordinary maintenance and repairs may be undertaken without a certificate of appropriateness, provided that the work involves repairs to existing features of an historic structure or site or the replacement of elements of a structure with pieces identical in appearance, and provided that the work does not change the exterior appearance of the structure or site and does not require the issuance of a building permit.
- (c) Appeals. Should the Commission fail to issue a certificate of appropriateness due to the failure of the proposal to conform to the guidelines, the applicant may appeal such decision to the Village Board within 30 days. In addition, if the Commission fails to issue a certificate of appropriateness, the Commission shall, with the cooperation of the applicant, work with the applicant in an attempt to obtain a certificate of appropriateness within the guidelines of the section.
 - (d) Recognition of historic structures, sites and districts. At such time as an historic structure, site or district has been properly designated, the Commission, in cooperation with the property owner, may cause to be prepared and erected on such property, at Village expense, a suitable plaque declaring that such property is an historic structure, site or district.

(5) Procedures.

(a) Nominations.

1. **Nominations for designation of a single property or a historic district under this chapter may be submitted to the Commission by an resident of the Village of Mount Horeb. The Commission shall review the nomination for completeness and eligibility under at least one of the criteria in 17.17 (3)(a). The Commission, at its discretion, may then forward the nomination to the Village Board along with its recommendation for or against designation.**

~~Nominations to designate historic structures and historic sites may be made to the Commission by any person with a legal interest in the real estate subject to such designation (i.e., the owner or a purchaser under an accepted offer to purchase) on forms prescribed by the Commission, which shall be available from the Village office. Such nominations may also be made by the Commission itself or by the Village Board.~~

- ~~2. Only the Commission or Village Board may nominate real estate for the creation of an historic district.~~

- (b) Hearing. The Commission shall hold a public hearing to consider nominations for designation as historic structures and historic sites and for creation of historic districts. Notice of the time, place and purpose of the hearing shall be given to the owners of record, as listed in the Village tax roll, of the nominated property or whose property is situated in whole or in part within ~~200~~ **300** feet of the said property. The notice of hearing shall be mailed to said owners at least 10 days prior to the hearing date.

- (c) Commission recommendation. Following the hearing, the Commission shall vote on the nomination and make its recommendations thereon to the Village Board.

(d) Board action.

1. Designation of historic structures and historic sites. Upon receipt of the recommendations from the Commission, the Village Board shall either designate the property an historic structure or an historic site or rescind such designation. After the designation or rescission has been made, the property owner or owners shall be notified of the Board's action. Any designation or rescission hereunder shall be recorded, at Village expense, in the Dane County, Wisconsin, Register of Deeds Office.
2. Creation of historic district. Upon receipt of the recommendations from the Commission, the Village Board shall either designate or reject the historic district. Creation of the historic district shall constitute adoption of the plan prepared for that district and direct the implementation of said plan.

- (6) Interim control. No building permit shall be issued by the Building Inspector for

alteration, construction, demolition, or removal of a nominated historic structure, historic site, or any property or structure within a nominated historic district from the date of the meeting of the Commission at which a nomination form is first presented until the final disposition is authorized by formal resolution of the Village Board as necessary for public health, welfare, or safety. In no event shall the delay be for more than 180 days.

- (7) Penalties for violations. Any person or persons violating any provision of this section shall be fined \$50 plus the cost of prosecution for each separate violation. Each and every day during which violation continues shall be deemed to be a separate offense. Notice of violations shall be issued by the Building Inspector.

Introduced and passed this ___th day of ____ 2024.

APPROVED:

Ryan Czyzewski, Village President

ATTEST:

Alyssa Gaffney, Village Clerk



AGENDA ITEM REPORT

MEETING DATE

January 3, 2024

PREPARED BY

AGENDA ITEM # 6.c

Consider Ordinance 2024-02 "AN ORDINANCE TO AMEND SECTION 9.18 TOBACCO PRODUCTS PROHIBITED"

BACKGROUND

On 12/05/2023, Jean Culberson submitted a NOTICE OF PUBLIC HEARING for publication to the local newspaper. Draft notice is attached.

****DS question: Does this item need to note or indicate "Public Hearing" on the agenda?**

RECOMMENDATION

ATTACHMENTS

1. NOTICE OF PUBLIC HEARING Vapor Products Chapter 9.18
2. Ord 2024-02 Vapor Products

VILLAGE OF MOUNT HOREB
PUBLIC HEARING
January 3, 2024

The Village Board of the Village of Mount Horeb will hold a public hearing on the above date at 7:00pm in the Board Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI.

The purpose of the hearing is to consider proposed revisions to Chapter 9.18 Use of Tobacco products prohibited to include vapor products. A copy of the proposed ordinance is available at the Village Administrator's office.

Be it further notified that the Village Board, will hear all persons concerning all matters and/or objections written or oral at that time.

PUBLISH: Mount Horeb Mail December 14, 2023
 Mount Horeb Mail December 21, 2023

VILLAGE OF MOUNT HOREB
ORDINANCE 2024-02

AN ORDINANCE TO AMEND SECTION 9.18 TOBACCO PRODUCTS PROHIBITED

9.18 **Use of tobacco products and vapor products prohibited.**

[Amended 1-7-2015 by Ord. No. 2015-01; 12-5-2018 by Ord. No. 2018-16]

(1) Definitions. As used in this section, the following terms shall have the following meanings:

CIGARETTE Any roll of tobacco wrapped in paper or any substance other than tobacco.

NICOTINE PRODUCT A product that contains nicotine, including in liquid or any other form, and is not any of the following: a tobacco product; a cigarette; or a product that has been approved by the U.S. food and drug administration for sale as a **smoking** cessation product or for another medical purpose and is being marketed and sold solely for such an approved purpose.

TOBACCO PRODUCT Cigars; cheroots; stogies; periques; granulated, plug cut, crimp cut, ready-rubbed and other **smoking** tobacco; snuff, including moist snuff; snuff flour; cavendish; plug and twist tobacco; fine cut and other chewing tobaccos; shorts; refuse scraps, clippings, cuttings and sweepings of tobacco and other kinds and forms of tobacco prepared in such manner as to be suitable for chewing or **smoking** in a pipe or otherwise, or both for chewing and **smoking**; but tobacco product does not include cigarettes, AS DEFINED UNDER S. 139.30(1m).

VAPOR PRODUCT A noncombustible product that produces vapor or aerosol for inhalation from the application of a heating element to a liquid or other substance that is depleted as the product is used, regardless of whether the liquid or other substance contains nicotine.

(2) By minors.

(a) Purchase by minors prohibited. It shall be unlawful for any person under the age of 18 years to purchase tobacco products, nicotine products, cigarettes, or **vapor products**; or to misrepresent their identity or age, or to use any false or altered identification, for the purpose of purchasing tobacco products, nicotine products, cigarettes, **or vapor products**.

(b) Possession by minors prohibited. It shall be unlawful for any person under the age of 18 years to possess any tobacco products, nicotine products, cigarettes, or **vapor products** provided that the possession by a person under the age of 18 years under the direct supervision of the parent or legal guardian of such person in the privacy of the parent's or guardian's home shall not be prohibited.

(c) State statutes adopted. The provisions of §§ 254.92, 134.66, **139.75 (14)**, and 778.25(1)(a), Wis. Stats., are adopted by reference and incorporated herein.

[Amended at time of adoption of Code (see Ch. 1, General Government, Art. V)]

(3) On school premises.

(a) Prohibition. It is unlawful for any person to use any tobacco product, nicotine product, cigarettes, or vapor products on the premises owned or rented by, or under the control of, the Mount Horeb Area School District.

(b) Exception. The School Board of the Mount Horeb Area School District may allow the use of tobacco products, nicotine products, cigarettes, and vapor products on premises owned by the School District and rented to another person for noneducational purposes. ¹¹

Introduced and passed this 3rd day of January, 2024.

APPROVED:

Ryan Czyzewski, Village President

ATTEST:

Alyssa Gaffney, Village Clerk



AGENDA ITEM REPORT

MEETING DATE

January 3, 2024

PREPARED BY

AGENDA ITEM # 6.d

Consideration of award of Planning Contract to Vandewalle Associates

BACKGROUND

The Village issued requests for proposals for planning contractors and a rewrite of our zoning code. We received 3 responses from very reputable firms: our current contractor Vandewalle, Vierbicher and MSA. A committee consisting of President Czyzewski, Trustee Shellpfeffer, Economic Development Consultant Kristen Fish-Peterson and I. The interviews went well, and the group unanimously selected Vandewalle as the preferred contractor. Vandewalle overwhelmingly had more experience with municipal planning and zoning code administration and rewrites than the other consultants. I'm including a brief comparison of the three firms as well as their proposals in the packet for your review.

RECOMMENDATION

ATTACHMENTS

1. Mt Horeb Planning Services and Zoning Recodification Proposal _11.3.23 (under 15 MB)
2. Price Proposal_Mt Horeb Planning Services and Zoning Recodification Proposal_11.3.23
3. MSA _Mt Horeb Planning Services _technical
4. MSA _Mt Horeb Planning Services _cost
5. 2023-11-03 Village of Mount Horeb proposal



Proposal for:

**VILLAGE OF MOUNT HOREB
PLANNING SERVICES &
ZONING CODE UPDATE**

November 3, 2023



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

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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

SUMMARY OF PROPOSAL

Dear Mr. Nic Owen:

Vandewalle & Associates is pleased to submit this proposal to continue our longstanding working relationship with you and the Village. Our firm has worked with the Village of Mount Horeb in a variety of roles over the past twenty years and is excited about the possibility of continuing to do so moving forward.

We offer unparalleled institutional knowledge of Mount Horeb in relation to comprehensive planning, park and open space planning, sub-area planning, TIF planning, intergovernmental negotiations, and ordinance development and interpretation. Not only have we worked with the Village to develop, write, and adopt these plans and ordinances, but we have also actively played a role in interpreting, updating, and implementing them as a part of the Village team. This combination of experience within Mount Horeb, in a variety of roles, provides us with a unique perspective on the issues, challenges, and opportunities the Village faces.

Our proposal is aimed at both highlighting our knowledge and expertise as a firm, but also the many successful projects we have been able to accomplish with the Village since our work began there. As Mount Horeb has grown, evolved, and changed over that time, Vandewalle & Associates has worked side-by-side with staff and elected officials to adapt policies and plans in reflection of these changes. Through the development of this proposal, we took the time to reflect on just how many different projects the Village and Vandewalle & Associates have been able to develop, adopt, and implement together. It is truly remarkable how impactful the working relationship has been over the years.

Beyond the borders of Mount Horeb, Vandewalle & Associates provides on-call planning and development review services to more than twenty municipalities in southern Wisconsin, including multiple clients within Dane County. Through these partnerships, we work seamlessly alongside municipal staff and engineering consultants. We have found that working with a planning consultant is a cost-effective way to provide services on an as-needed basis and the services the Village desires are precisely the type of work we execute daily. It also provides the Village with access to Vandewalle & Associates' multidisciplinary planning and economic development team comprised of talented community planners, economic development specialists, urban designers, landscape architects, and GIS mapping specialists. Overall, our work covers a full range of topics from handling development reviews, ordinance creation, and implementation to complex neighborhood development, redevelopment, and long-range planning efforts.

Finally, we have included our proposed organization, approach, and project timeline for the Zoning and Sign Ordinance rewrite project. This is 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 process that offers meaningful input from staff, elected officials, businesses, neighborhoods, property owners, and interested residents. The result will be new a Zoning and Sign Code that is thoroughly customized to forward the Village's plans, facilitate the type of development Mount Horeb desires, and bring the ordinances into full compliance with state and federal laws.

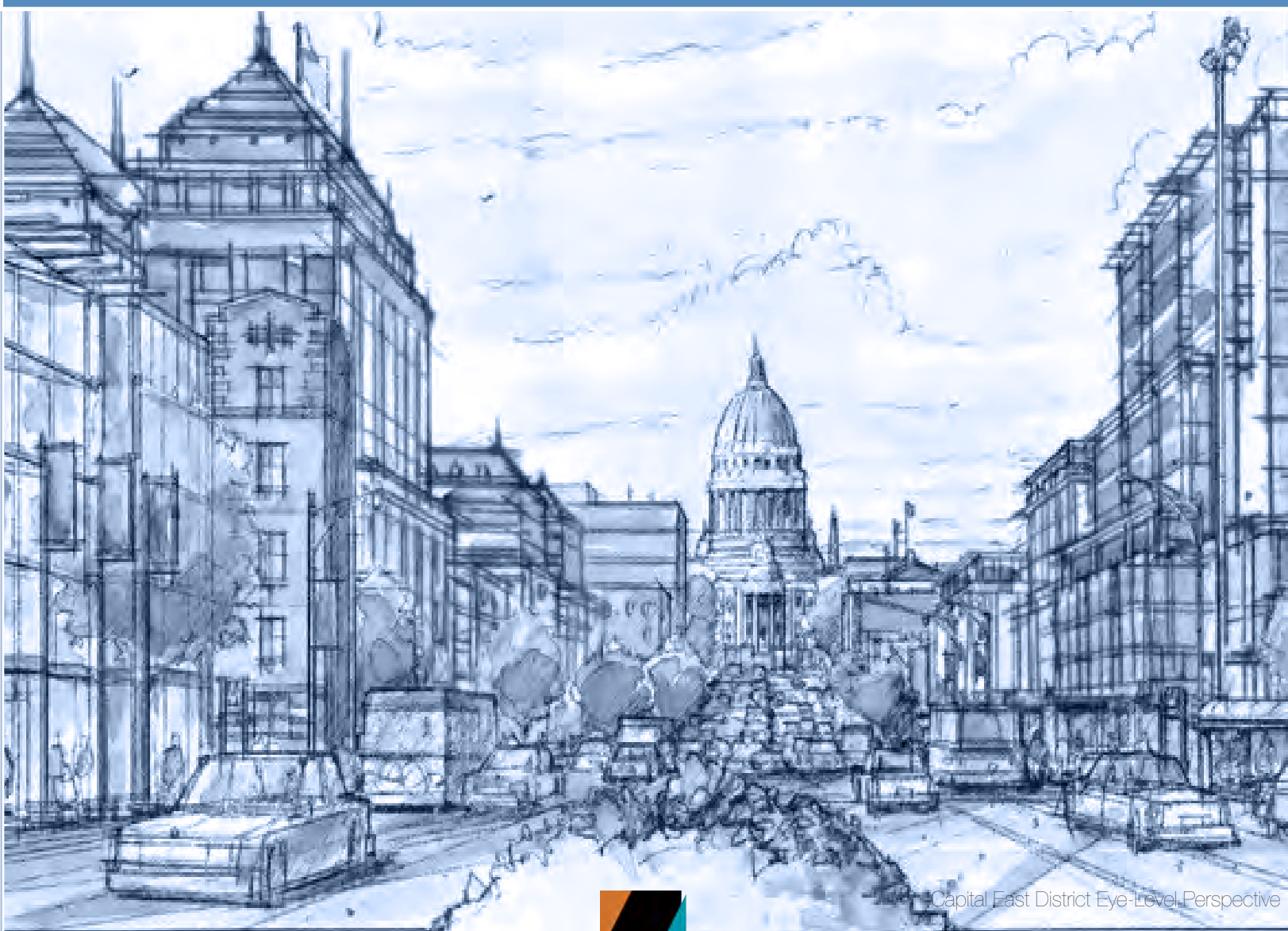
In total, our firm's local knowledge, experience, and proven methods will provide the Village with a reliable, trusted planning staff person on call, when needed. Vandewalle & Associates also offers the Village the opportunity to leverage a wide range of topic area expertise from our diverse collection of planning staff personnel. Together, this provides the Village with the closest thing to a true in-house planning staff person at a substantially lower cost.

Thank you for the invitation to submit our proposal and for your consideration of our services. We look forward to the possibility of continuing our long-standing working relationship with Mount Horeb.

Sincerely,



Ben Rohr, AICP
Associate Planner



Capital East District Eye-Level Perspective



FIRM BACKGROUND



VANDEWALLE & ASSOCIATES

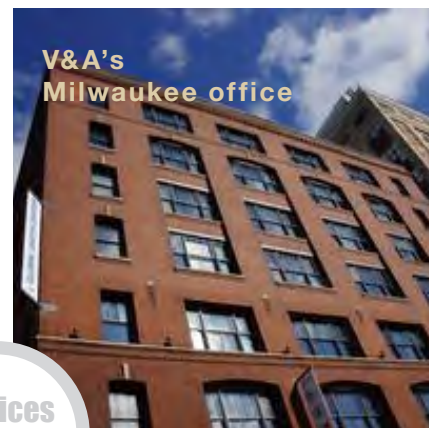
WHO WE ARE

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



MOUNT HOREB PLANNING EFFORTS

As part of the fastest growing metro area in the state, the Village of Mount Horeb is continually feeling the pressure of development demand and, based on the 2022 Comprehensive Plan, it is projected the Village could continue to grow by upwards of 1,700 new residents over the next 20 years. Mount Horeb also has evolved over the past several decades from an exurban bedroom community into a dynamic, full-service community featuring large employers, vibrant downtown, and diversifying housing stock and demographics. It's critically important, then, for the community to not only continue to monitor these trends, but also to proactively plan for the challenges and opportunities they present. Vandewalle & Associates' direct work with the Village over the past 20+ years provides our firm with the ability to help Mount Horeb navigate, prepare for, and embrace these changes and challenges. Examples of our work with the Village are listed below:

Comprehensive Planning

Dating back to 2004 and the adoption of the first Village of Mount Horeb Comprehensive Plan, Vandewalle & Associates has been assisting the Village with all updates, rewrites, amendments, and ongoing implementation of the Comprehensive Plan. Most recently, we assisted the Village in the development and adoption of the new 2022 Comprehensive Plan. This process featured interactive, robust, and diverse public engagement, multiple working sessions with staff, the Plan Commission, and Village Board, and the adoption of a dynamic new plan:

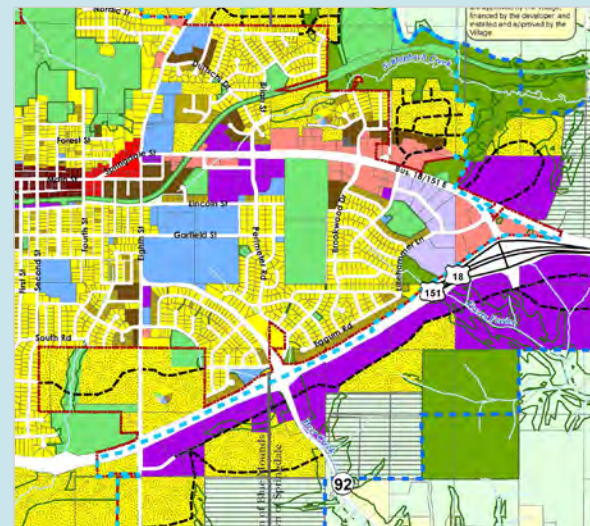
- Setting the stage for a full rewrite of the Zoning and Sign Ordinance with detailed recommendations on changes needed to reflect the community's goals and vision.
- Establishment of sustainability and climate action goals that have led to the development of the Village Sustainability Committee and advancement of this topic Village-wide.
- A flexible, mixed-use future land use approach to guide the desired development patterns of Mount Horeb without the need for continuous plan amendments.
- A robust housing focus that dovetailed with the Village's 2021 Housing Report to outline the community's shortfalls today and significant opportunities in the future.
- The consolidation of other adopted Village plans to reflect the goals and recommendations in a unified way that can be used for future grant funding efforts, in addition to ensuing consistent implementation of all past planning efforts.



Mount Horeb Public Visioning Session



Mount Horeb Comprehensive Plan Vision Graphic



Mount Horeb Comprehensive Plan Future Land Use

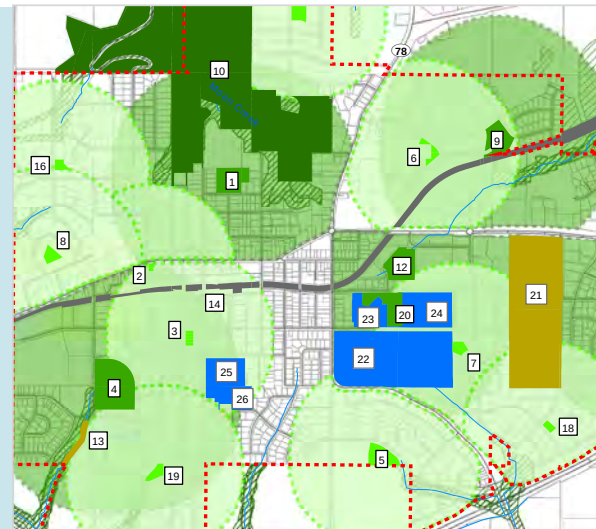
Comprehensive Outdoor Recreation Planning

Over the past few decades, Vandewalle & Associates has assisted Mount Horeb with its ongoing park planning efforts. This has included several iterations of the Village's Comprehensive Outdoor Recreation Plan (CORP), and the implementation of those plans as new developments arise. Most recently, Vandewalle & Associates completed the 2020 CORP for Mount Horeb. This plan builds on previous versions to align community goals and set the stage for park improvements. Most notably, the plan and public feedback generated during this process emphasized the community need for additional playfield space that the Village has used as its driving force for the acquisition and development of new park space. The process also was conducted during the onset of the COVID-19 pandemic and subsequent public meeting restrictions. However, Vandewalle & Associates, in conjunction with Village staff, advanced the project forward through these unknown times generating robust public feedback through online formats, holding virtual working sessions with staff, the Parks Committee, and Village Board, and completing the plan within the original agreed upon timeframes. Finally, all CORPs completed by Vandewalle & Associates for the Village of Mount Horeb have been approved by the Wisconsin DNR, providing continuous grant eligibility for the community in its ongoing implementation efforts.

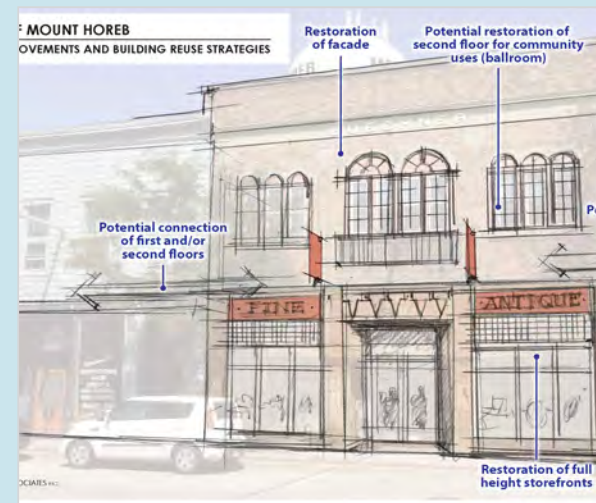
Subarea Planning

Vandewalle & Associates also has assisted with subarea planning efforts in the Village for many years. Most notably, this included the 2017 Downtown Redevelopment Plan, which set the stage for the adoption of the new downtown Tax Incremental Financing District (TID), Façade Improvement Grant program, Duluth Trading Company Headquarters, multiple business development and redevelopment projects, and new downtown housing development. The catalytic development and evolution of downtown is a product of many factors, but is also in direct alignment with the goals, strategies, and recommendations of the downtown plan.

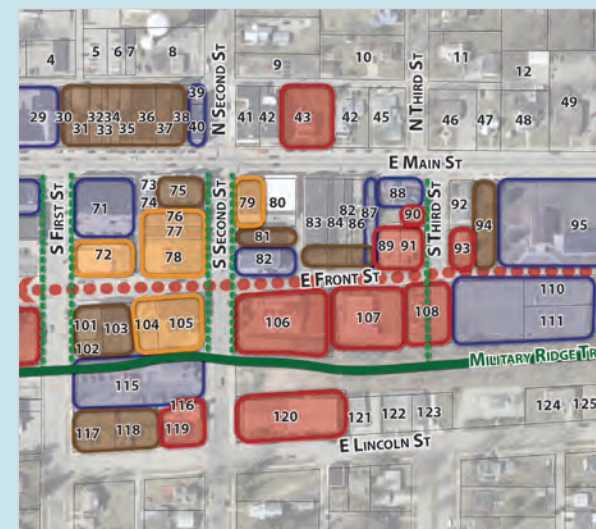
Beyond downtown, V&A also has assisted the Village with several neighborhood planning efforts over the years that have helped shape the growth patterns of new residential neighborhoods across the community. Most recently, this included preliminary analysis, mapping, and engineering coordination on a potential Village business park.



Mount Horeb CORP Park Service Areas



Downtown Façade Improvement



Mount Horeb Downtown Redevelopment Plan

Economic Development and TIF

For most of the last 20 years, Vandewalle & Associates served as the Village's primary advisor on tax increment districts (TIDs). This included preparing TID feasibility analyses and district project plans and amendments. It also included coordination with the Village's financial advisor on TID financial projections and borrowing, as well as property owner and developer/business outreach to help spur development in the districts.

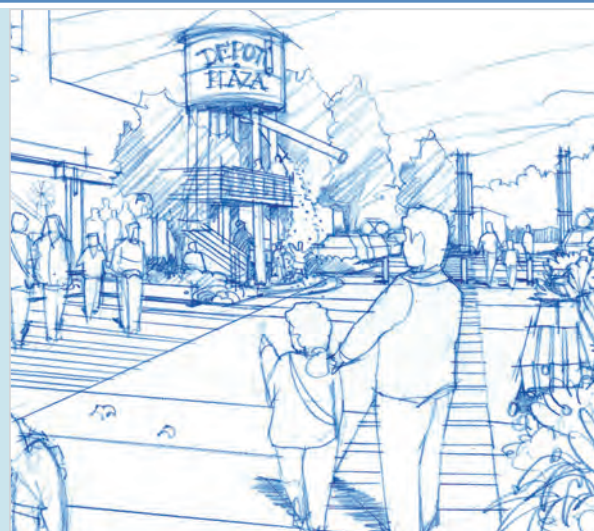
Vandewalle also has reviewed several project proformas and TIF/incentive requests and provided recommendations on those and assistance to the Village attorney and administrator in drafting development agreements including those for the Hoff Apartments, Wyser Engineering, 108 Second Street, and Duluth Trading, among several others. This included playing a significant role in working with the Evangelical Lutheran Church of Mount Horeb to structure a creative and workable deal for Duluth's Trading's use of their parking lot to serve employees in their corporate headquarters – something that was required in order for the headquarters project to go through.

For the former Economic Development Corporation, Vandewalle helped prepare annual work plans to guide the activities of the downtown committee and assist with community meetings on economic development issues and opportunities. We then continued to serve as a resource to the former Village Economic Development Director on a variety of issues/projects, including an assessment of the physical and financial feasibility of extending utilities to potential annexation properties south of USH 151.

Current Planning

As the on-call planning consultant for Mount Horeb, V&A has been working closely with staff, the Plan Commission, Village Board, residents, and developers in the community for over two decades. These services have included staff and developer meetings, development review and staff reports, regular attendance at Village meetings, various topic-specific presentations and community engagement, Plan Commission trainings, zoning text and map amendments, Urban Service Area Amendments, intergovernmental negotiations, and amendments and implementation of the various planning efforts listed above.

Our firm has been the Village's trusted planning consultant in providing on-demand planning services on a timely basis in an efficient and cost-effective manner. Mike Slavney served as the long-standing consulting Village Planner prior to the summer of 2021. As he transitioned into retirement, Ben Rohr has since taken on his role with the Village and studied under Mike for several years prior to taking on this role. Since that time, Ben has served as the on-call planner for two full years and led the completion of the new CORP and Comprehensive Plan. Finally, Ben also has been tasked with assisting the Village through several catalytic and controversial development projects in recent years that required skilled planning knowledge and public meeting technics to get approved. These include the Steve Brown Apartments Front Street Station project, 1800 Springdale Street Mixed-Use project, Encore Senior Housing development, and others.



Central Plaza Concept Sketch



Steve Brown Apartments – Front Street Station

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.

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.

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. We also regularly present at the APA-Wisconsin Planning Conference - which we did twice in 2022.

Taking the Plan to the Public:

Creative Community-Led Public Engagement Strategies

- Pop-Up Outreach at Community Events/
Locations:
 - Farmer's Market
 - County Fair
 - School Events
 - Music Events and Festivals
 - Grocery Stores
 - Parks
 - Local Businesses
- Empower Plan Champions
 - Plan Commission Members
 - Village Staff
 - Business Owners
 - Community Leaders
- Public Workshop
- Social Media Engagement
- Meetings in a Box
- Online Surveys and Questions of the Week on the Client Website and Social Media
- Stakeholder and Focus Group Interviews
- Youth Engagement
- Brown Bag Discussion Events
- Pitches and Updates at Existing Community Meetings

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 Compiled Plan - Madison, WI

Urban Service Area Amendments.

Vandewalle & Associates has assisted multiple communities with their USA Amendment applications - including the cities of Middleton, Verona, Cross Plains and villages of Mount Horeb, Oregon, Waunakee, Windsor. Our approach, process, and submittals are designed to comply with all of CARPC's and Wis DNR's adopted requirements for procedure and content, and we have a long-standing relationship with CARPC staff and various Board members. This well-established approach, knowledge, and experience provides us with the ability to lead USA Amendments on behalf of municipalities or provide guidance to staff throughout the process. All applications we have worked on have been approved by CARPC and the Wisconsin DNR.

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.

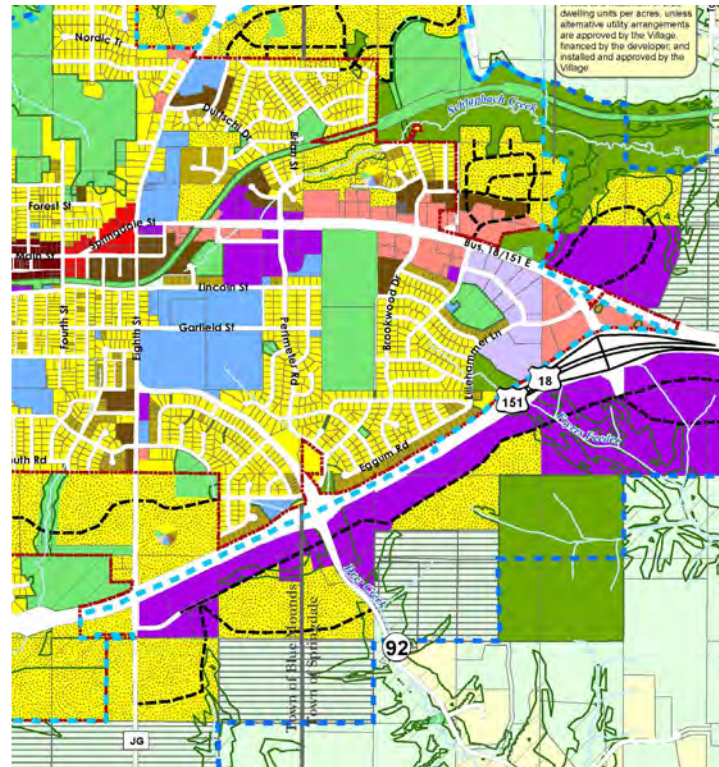
Our plans guide future growth and redevelopment to create vibrant neighborhoods and downtowns, expand the mix of community services and housing choices, address long-term public safety and environmental objectives, and enhance the community's ability to attract a more diverse and sustainable tax base.

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.

Park Planning & Implementation. Vandewalle & Associates has been preparing Park System Plans, 5-Year Updates, and detailed park development plans since our inception. Much of this work has focused on neighborhood and community park siting and design. However, our practice has diversified as public interests have broadened to stress pedestrian and bicycle systems, environmental and community history interpretation, and specialized facilities such as dog parks, disc golf, and paddle sports.

Our work is designed to ensure that development advances the plan's recommendations, and provides analysis that tests whether park fees and park land dedication requirements are up-to-date and calibrated in relation to the market and the approaches of nearby communities. Vandewalle & Associates is currently under contract to complete the Comprehensive Outdoor Recreation Plan in Windsor. As an area that offers some of the most pristine natural resources and recreational opportunities in the state, our firm understands the needs, desires, and priorities of the community in this area.



Mount Horeb Comprehensive Plan Future Land Use Map



McDaniel Park Concept - McFarland, WI

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.

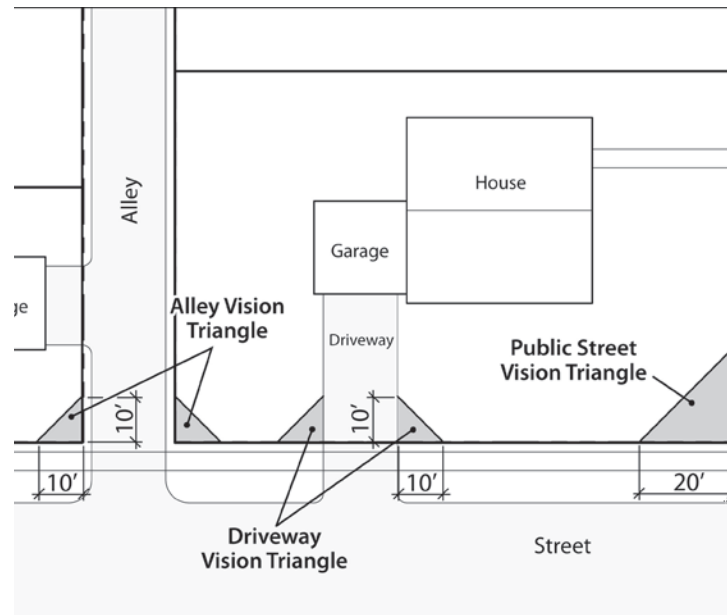
Most of our large redevelopment projects have involved upfront market analysis to determine the depth and direction of the local real estate market, and the absorption potential of various types of space. This work provides an early "reality check" to help provide direction to the planning process, and 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.

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.



South River Loop Revitalization - Racine, WI



Tax Incremental Financing Plans. Vandewalle & Associates plays a critical role in establishing the economic development goals and boundaries for each Tax Incremental Financing Plan. We place special emphasis on ensuring that each district plays a complementary role in economic development, rather than competing with one another. We have developed a unique and proven approach for successful planning, optimization, and implementation of a TID. Our [TIF Optimization Playbook](#) further explores how your TID can deliver the results you want with the successful vision for the district.

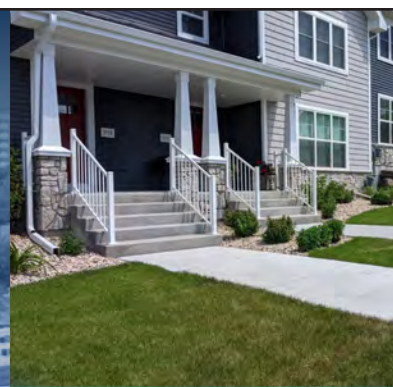
Grant Writing Experience and Success. Vandewalle & Associates understands that municipal budgets are tight, now more than ever. The firm has documented success in the preparation of implementation-related grant applications. Vandewalle & Associates has been successful in assisting our clients in securing more than \$93 million in state and federal grants and assistance for brownfield assessment, reuse planning, remediation, regulatory closure, and redevelopment. The firm has also successfully obtained grants for other purposes such as housing improvements, energy initiatives, recreational facilities, comprehensive planning, and detailed planning initiatives in a variety of communities. The firm develops relationships with key state and federal agencies and tracks opportunities within the context of frequently-changing state and federal programs and fiscal priorities.

As an example of our successful grant writing work, Vandewalle & Associates assisted the City of Lake Geneva on their Grant submittal for TAP Grant Funding. The City was awarded \$835,316 in TAP grant funding to develop a new bike/ped trail connecting a State Park, schools, and other community assets to Geneva Lake. This project is especially vital because it connects with several key community destinations located directly along the trail route, including rear access to Big Foot Beach State Park, Lake Geneva Youth Camp, Badger High School, Lake Geneva Middle School, the future Geneva Lakes Family YMCA site, residential neighborhoods, Geneva Meadows Apartments, and places of worship; it completes gaps in the existing trail network; and links to two existing off-street trails.



Urban 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.

BE PROACTIVE ABOUT YOUR COMMUNITY'S HOUSING SUPPLY.



VANDEWALLE & ASSOCIATES INC.
planning better, shaping change

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.

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 regs
 - 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

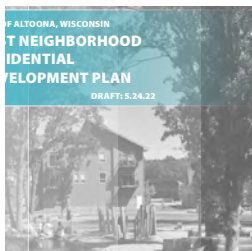
4. FINANCING STRATEGIES:

- 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 URBAN 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

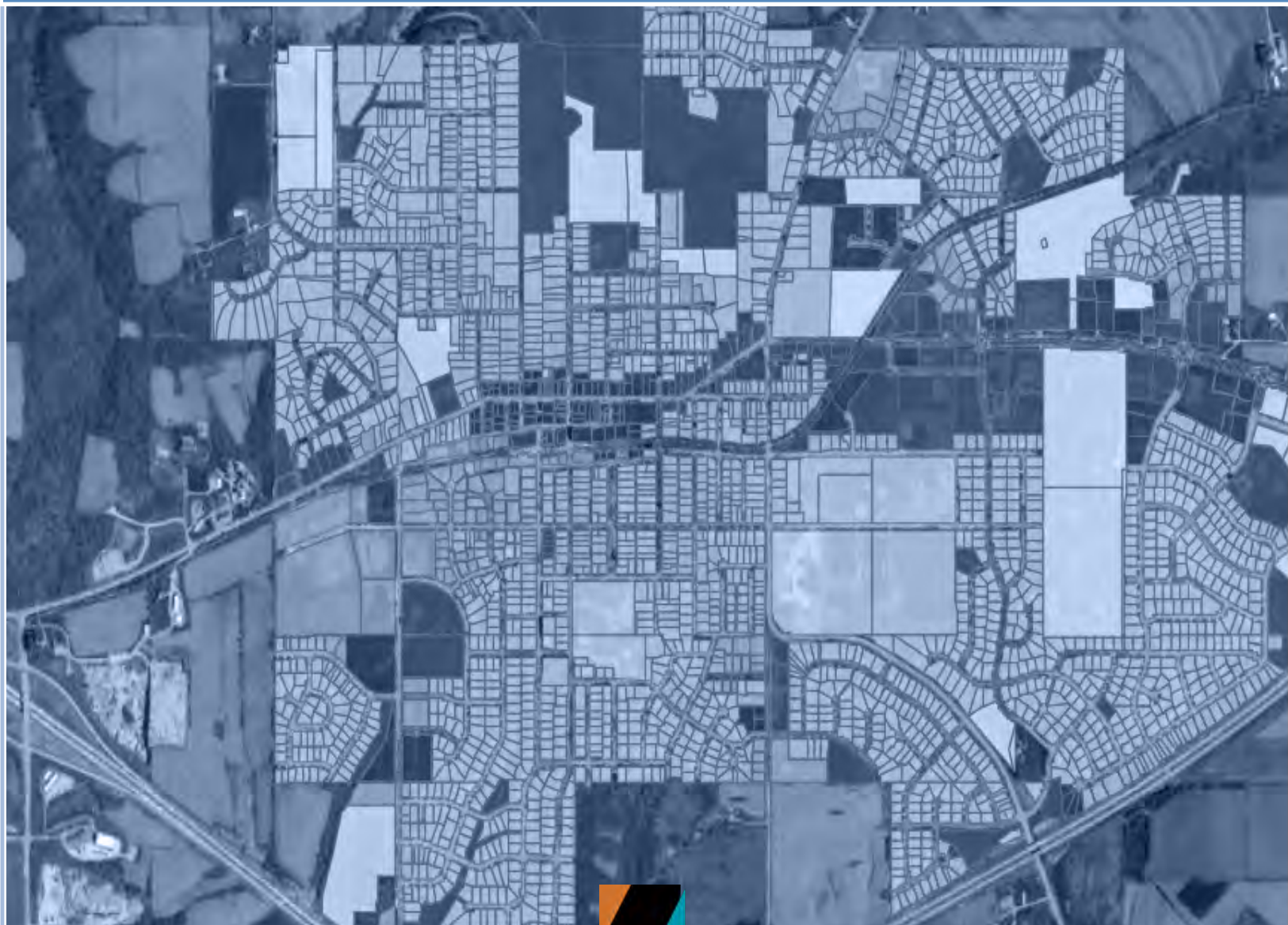
that help add needed flexibility and address housing challenges. We have created zoning codes like these for places like Middleton, Wisconsin utilize some of the most progressive zoning codes in the state.



**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.



WORK PLAN AND TIMELINE

On-Call Planning Scope of Services

As directed by Village staff and officials, V&A will assist with on-call planning services, which may include:

1. Provide guidance and assistance to the Plan Commission, Village Board, other Village committees and Village staff.
2. Prepare staff reports for Plan Commission, Village Board, Zoning Board of Appeals and other Village and related committees.
3. Attend Plan Commission meetings and other related public meetings and hearings. When appropriate, the Consultant will make presentations at these meetings.
4. Review, analyze, and write reports on site plans, subdivision plats, zoning requests, conditional use permits, annexation petitions, and other related petitions to determine their conformance with Village Ordinances and adopted Plans and Policies. V&A will be available to meet with developers and petitioners, at Village offices, per a regular or as needed schedule, set by the Village. In order to achieve maximum cost-effectiveness, these meetings would typically be held on the same day as a regularly scheduled Plan Commission meeting. Additional meetings could be arranged if necessary. The Village can pass on these costs to the applicant.
5. Complete any necessary community speaking engagements.
6. Provide expert witness testimony on an as needed basis.
7. Review existing community development related ordinances, including but not limited to the Village's Zoning Ordinance, Subdivision Ordinance, sign regulations, site plan standards and landscaping standards. Where deemed necessary by the Village, V&A will make recommendations, in memorandum form, regarding revisions needed to make the existing codes and ordinances more effective at achieving a high-quality development pattern. Requests for time intensive ordinance and map amendments are beyond the scope of this contract, and would be completed under a separate contract. (see proposed Zoning and Sign Code rewrite scope of work below)
8. Provide information related to interpretation of the Village's Zoning and Subdivision Ordinances.
9. Review and make recommendations for changes to the Comprehensive Plan and detailed plans, where appropriate.
10. Assist the Village in preparing updates of existing Plans and Studies. Significant Plan updates and revisions would be completed as projects under separate Work Order Agreement.
11. Work with Village staff to identify and apply for other non-Village funding sources to implement Village objectives and projects, including a range of community and economic development grant programs that V&A regularly tracks.
12. Coordinate and lead work related to property acquisition and relocation orders. Preparation of a relocation plan would be beyond the scope of this contract, and as such would require a separate contract.



Mount Horeb Comprehensive Plan Open House

ZONING AND SIGN CODE SCOPE OF SERVICES

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 Village staff.

Village Staff Working Sessions (4): In-Person 2-hour working sessions throughout the project to review and discuss key draft deliverables as they are produced.

Deliverables: Facilitated discussions, meeting agendas and review materials, and follow up materials

Work Element 2: Public Participation and Outreach

In-Person Plan Commission Review and Input Meetings (6): Regular updates and milestone project deliverables review meetings with the Plan Commission. This will occur throughout each Work Element.

In-Person Village Board Review and Input Meeting (2): Regular updates and milestone project deliverables review meetings with the Village Board. This will occur throughout each Work Element.

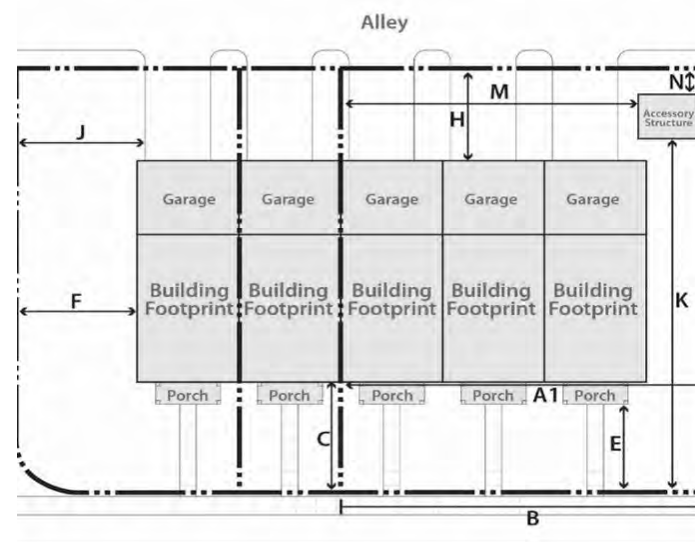
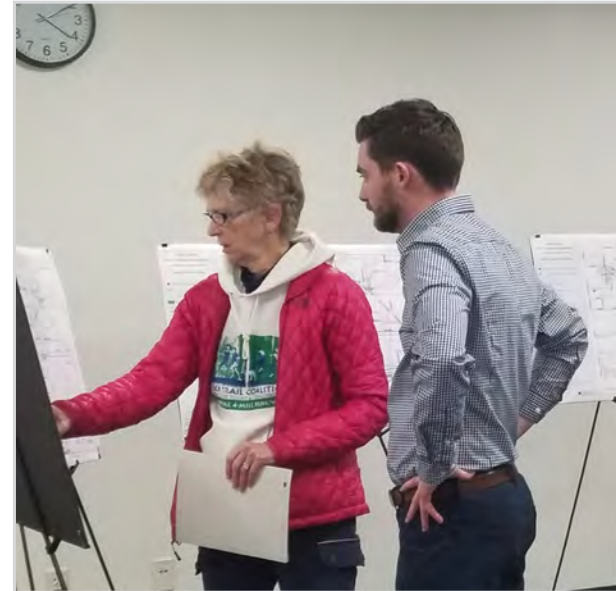
Deliverables: Facilitated discussions, meeting agendas, review materials, and presentations, and follow up materials

Work Element 3: Issues Identification and Existing Zoning Code Evaluation

Research and Data Gathering: Review existing plans, ordinances, and Village data to identify and understand areas where recommended changes are needed in the new Zoning Ordinance. This will include the Village's current Zoning Code, Subdivision Ordinance, Comprehensive Plan, and Downtown Plan. It will also include zoning data related to past Variances, Planned Developments, Zoning Amendments, and GIS data. Village staff will assist in providing all relevant plans and data, as available.

Issues Identification Report and Existing Zoning Code Evaluation Report: Utilizing the feedback gathered throughout Work Element 2, an Issues Identification Report will be produced. 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.

Deliverables: Summary of research and data collection, issues identification report, and existing zoning ordinance evaluation report



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

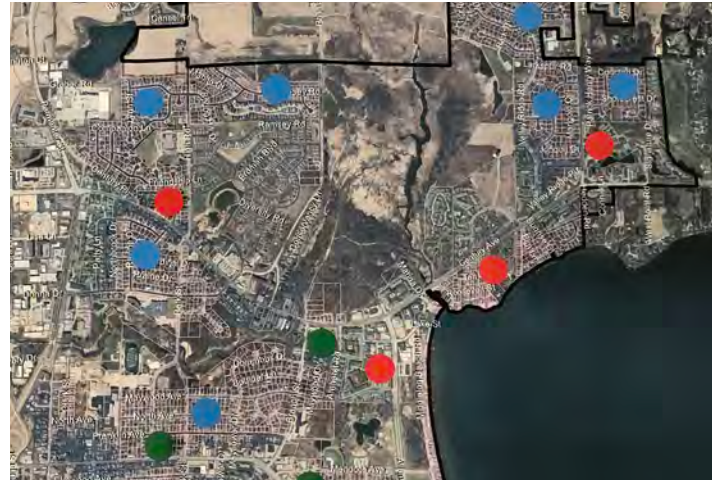
Prepare Draft #1 Zoning Districts and Land Use Tables: Creation of draft new Zoning Districts, their associated bulk dimensions, land uses, and permitted and conditional land uses within each district.

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 Village staff and the Plan Commission.

ZONING AND SIGN CODE SCOPE OF SERVICES

Testing Draft Zoning Districts: Vandewalle & Associates will assist Village staff in testing the draft Zoning Districts on a preliminary draft Zoning Map by providing guidance on the strategy and process. V&A will produce the preliminary draft Zoning Map and provide it to Village staff with comments, questions, or issues identified. Vandewalle & Associates will facilitate a meeting with Village staff to review the preliminary Draft Zoning Map and discuss any changes needed to the draft Zoning Districts.

Deliverables: Draft zoning district translation table (existing vs. proposed), draft zoning district details breakdown, draft bulk dimension and land use tables (2 iterations), initial test draft zoning map, facilitated discussion, and meeting materials



Middleton Zoning Issues and Opportunities Workshop

Work Element 5: Draft Zoning Map

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 Village staff, Plan Commission, Village Board, and public feedback gathered throughout the process.

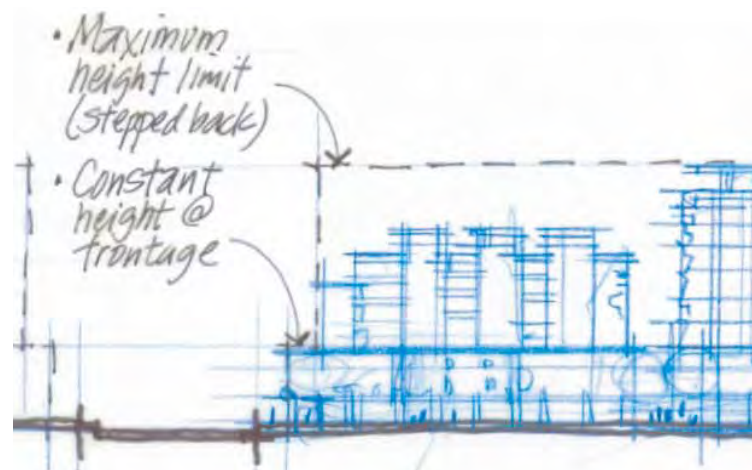
Prepare Zoning Map Mailing Notices: During Work Element 7, create and mail notice letters to individual property owners where a substantial zoning change is proposed (downzoning or upzoning). Field questions and comments from property owners in response to the notices to inform changes to the Draft Zoning Map prior to seeking adoption.

Deliverables: Draft zoning ordinance translation map (existing vs. proposed), draft zoning maps (3 iterations), adopted zoning map (1), zoning change mailing notice letters and mailing list, fielding calls and emails in response to notice letters, summary of mailing notice feedback received

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.)



Potential Building Massing Example

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

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

ZONING AND SIGN CODE SCOPE OF SERVICES

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 Village staff working sessions and Plan Commission review and input meetings.

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

Deliverables: Draft zoning code part 1 and 2 (2 iterations), draft policy decision guides, internal review documents/guides

Work Element 7: Draft Zoning Code Review and Adoption

Prepare Public Draft of Zoning Code: Combining the revised versions of Part 1 and 2, the Public Draft Zoning Code will be produced. This draft will be reviewed by Village staff, other Village Committees, the public, the Plan Commission, and Village Board.

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. The document will be posted to the Project Website and used in all public participation meetings.

Prepare Final Draft Zoning Code: Following all public participation events and review meetings, the Final Draft Zoning Code will be produced for use in the adoption meetings.

In-Person Plan Commission Public Hearing to Recommend Adoption: Presentation and attendance at the Plan Commission public hearing to gather public feedback on the Final Draft Zoning Code and seek a recommendation for adoption.

In-Person Village Board Adoption Meeting: Presentation and attendance at the Village Board meeting to seek formal adoption of the Final Draft Zoning Code.

Prepare Adopted Zoning Code: Provide Village staff with the adopted version of the Zoning Code in all required Village formats and model applications and how-to guides for each zoning procedure associated with the new code.

Deliverables: public and final draft zoning codes (2 iterations), executive summary of new zoning code and map, facilitated discussions, meeting agendas, review materials, and presentations, and follow up materials

	Natural Zone	Rural Zone	Sub-Urban Zone	General Urban Zone	Urban Center Zone	Urban Core Zone	Special District
Residential	RH-35	RH-35	SR-2 SR-3 SR-5 MH-7 SR-9	SR-7 TDR-12 MRL-12 MRM-20	TDR-12 MRL-12 MRM-20 MRD-50	MRD-50	
Office/Urban			NU NMU SO SMU	NU NMU UML DPMU	DPMU DPMU DPMU	DPMU	
Industrial			LI MI	MI			
Special							HI IOS IOC AD EX

City of Wausau Zoning District Transect Example

Public Input Optional Tasks

In further customizing this Scope of Services to best fit Mount Horeb, Vandewalle & Associates is willing and open to make strategic changes to best fit desired roles, responsibilities, and budgetary constraints. The following optional tasks can be added to the proposed baseline scope of services included above, at the discretion of Village staff.

Project Website, Newsletter, and Social Media Updates: Our in-house design/communications staff will develop and launch a clearinghouse project website that is continuously updated throughout the process. We will also develop content for social media posting at key stages of the process.

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 Plan Commission, but are likely to include key stakeholders and interest groups such as local developers, Village Department Heads, neighborhood or area associations, local businesses, etc.



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.

Community Pop Up Events (2): 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-ups could be held during the Farmers Market, Summer Frolic, Art Fair, in conjunction with youth-oriented events held by the Mount Horeb School District, and at local gathering places or small businesses.

Public Open House to Review Draft Zoning Code and Online Follow Up Opportunity: Following the development of the draft Zoning Code, community members can review and provide feedback on key elements through both virtual and in-person opportunities. An Open House will be held with materials for review and comment also made available on the project website.

Deliverables: Interactive project website using ArcGIS storymap, project update materials for website, public meeting advertising materials, facilitated discussions, meeting agendas, meeting materials, review materials, and presentations, online surveys using Survey Monkey, and follow up materials

TOOLS FOR INFUSING DIVERSE PUBLIC VOICES INTO THE PROJECT

Community-Based Public Engagement Strategies

- **Pop-Up Outreach at Community Events/Locations**
 - o Farmer's Markets
 - o School Events
 - o Music Events and Festivals
 - o Grocery Stores
 - o Parks
 - o Local Businesses
- **Public Vision Workshop**
- **Community Art / Self-Expression** for residents to freely communicate what they love and what is important to them
- **Youth Engagement**
- **Brown Bag Discussion Events**
- **Pitches and Updates at Existing Community Meetings**
- **Empowering Plan Champions** including Working Group Members, Plan Commission Members, Municipal Staff, Business Owners and Community Leaders
- **Meetings in a Box**



Pop-Up Event



Community Art/Expression

Online and Alternative Media Public Engagement Strategies

Online Public Engagement. Vandewalle & Associates provides a wide variety of interactive virtual nonparticipating options. We use tools like:

- **Project websites with sign-ups for project updates** ([example](#))
- **Social Media Engagement with a Plan Update Hashtag**
- **Online Surveys / Questions of the Week** on the Client Website and Social Media utilizing SurveyMonkey or Polco
 - o Interactive map-based online surveys ([example](#))
 - o Interactive online workshops/visual preference surveys ([virtual polling](#))
- **PowerPoint presentations recorded with full audio or as videos** and the option to auto advance, which can be distributed electronically
- **Idea Boards** posted on the community website to generate feedback on key topics in an interactive format ([example](#))
- **Email blast announcements**

For virtual meetings of all kinds we have the following technologies available: Microsoft Teams, GoToMeeting, Zoom, Zoom Webinars, Webex, Adobe Connect



Project Website



Online Survey

PROJECT TIMELINE

Village of Mount Horeb Zoning and Sign Code Rewrite Recommended Project Timeline																		
2024												2025						
	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June
1. Project Management and Communication																		
Virtual Monthly Staff Meetings (18)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
In-Person Village Staff Working Sessions (4)											●							
2. Public Participation and Outreach																		
In-Person Plan Commission Review and Input Meetings (6)	●		●			●				●			●					
In-Person Village Board Review and Input Meeting (2)										●						●		
3. Issues and Identification and Existing Zoning Code Evaluation																		
Research and Data Gathering	■	■																
Issues Identification Report and Existing Zoning Code Evaluation Report		■	■															
4. Draft Zoning Districts, Land Uses, and Bulk Dimensions																		
Prepare Draft #1 Zoning Districts and Land Use Tables				■	■													
Prepare Draft #2 Zoning Districts and Land Use Tables				■	■	●												
Testing Draft Zoning Districts on Initial Draft Zoning Map						●												
5. Draft Zoning Map																		
Prepare Draft(s) and Adopted Zoning Map							■	■	■	■	■	■						
Prepare Zoning Map Mailing Notices																■	■	
6. Draft Zoning Code Development																		
Prepare Part 1 of Draft Zoning Code							■	■	■	■	■							
Part 1 Policy Decision Guide										●								
Revised Part 1 of Draft Zoning Code										■	■	■						
Prepare Part 2 of Draft Zoning Code										■	■	■						
Part 2 Policy Decision Guide																		
Revised Part 2 of Draft Zoning Code													■	■				
7. Draft Zoning Code Review and Adoption																		
Prepare Public Draft of Zoning Code																■	■	
Prepare Executive Summary of the Draft Zoning Code and Map																■	■	
Prepare Final Draft Zoning Code																●		
In-Person Plan Commission Public Hearing to Recommend Adoption																	●	
In-Person Village Board Adoption Meeting																	●	
Prepare Adopted Zoning Code																		●
Public Input Optional Tasks																		
Project Website, Newsletter, and Social Media Updates	■	■	■				■	■	■	■	■	■						
Stakeholder Listening Sessions (4)		●																
Public Zoning Workshop and Online Follow Up Survey (1)		●										●						
Community Pop Up Events (2)						●												
Public Open House to Review Draft Zoning Code and Online Follow Up Opportunity (1)																	●	



STAFFING PLAN AND PERSONNEL EXPERIENCE

STAFFING PLAN

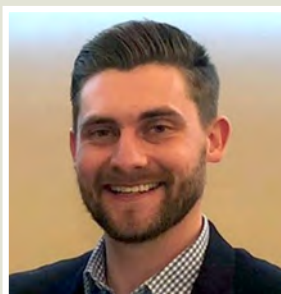
Vandewalle & Associates. With offices in Madison and Milwaukee, our firm is comprised of over 20 talented professionals including community and regional planners; urban designers; TIF and financial analysts; housing, economic development, zoning, land use, and real estate specialists; and redevelopment experts. Our team brings a depth and breadth of experience, knowledge, skills, and perspective to community planning and design. Our firm is a blend of seasoned professionals and emerging talent – offering diverse perspectives on generational, demographic, lifestyle, and economic trends. With Vandewalle & Associates, the client has access to all our expertise, and we are able to quickly engage other in-house specialists as issues arise.

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 the Current Planning Manager and will handle day-to-day tasks including client communication, meeting coordination, document production, and scheduling. Sonja Kruesel, Scott Harrington, Brian Munson, and Scott Heacock will serve in a support role for document review, document production, area planning, TIF analysis, site planning, and design work, as needed.

Project Team Capacity. All Project Team members will be available and have the capacity to assist with all municipal planning services and complete the Zoning Code Update.

PROJECT TEAM MEMBERS & ROLES

BEN ROHR



ROLE: Current Planning Manager, Primary Contact, Community and Planning Expertise, Quality Control

SONJA KRUESEL



ROLE: Municipal Planning, Land Use Planning, Zoning, Park and Open Space Planning

SCOTT HARRINGTON



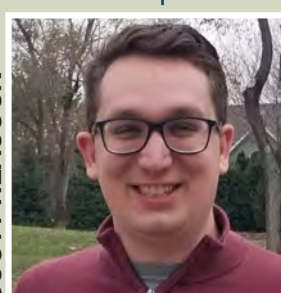
ROLE: Development Review, Economic Development, Redevelopment Planning, TIF Expertise

BRIAN MUNSON



ROLE: Neighborhood Design, Project Facilitation, Development Expertise

SCOTT HEACOCK



ROLE: Project Assistant, Data Analysis & Research

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.

Currently serving as Mount Horeb's planning consultant, Ben has worked with the Village on a variety of projects over the past 3 years. These include the 2020 Comprehensive Outdoor Recreation Plan, 2022 Comprehensive Plan, multiple downtown TIF deals, and serving as on-call planner (supporting and lead). He has successfully worked with the Village to accomplish many projects and in a number of different roles throughout his time as Mount Horeb's planner and will continue to be the lead planning consultant for the Zoning and Sign Code rewrite project, if selected.

Since joining V&A, Ben has been the project manager for 30+ 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.



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

- American Planning Association AICP Accreditation
- Member, American Planning Association,
State and National Chapters

AWARDS AND RECOGNITION

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



PROJECT TEAM

Sonja brings 10 years of professional leadership in municipal planning and zoning, along with a passion for community development and Midwest places. Having served previously as City Planner / Planning Director for both the cities of Monona and Fitchburg, WI, she has experience in comprehensive planning, project leadership and management, and strategic planning across a variety of geographies and socioeconomic contexts. She also brings technical expertise in the implementation of park and open space plans and policies, TIF, environmental issues, municipal zoning, subdivision regulations, housing, real estate, greenfield development, urban redevelopment/ revitalization, form-based regulation, and farmland preservation zoning. Sonja has firsthand experience implementing and administering Form-Based Codes through her work with the Fitchburg SmartCode, using the transect-based model developed by Andrés Duany.

Working as Planning Director for both cities, Sonja served alongside the Vandewalle & Associates team on Comprehensive Plans and key projects such as the catalytic Monona Waterfront Redevelopment.

In her current role as an Associate Planner at Vandewalle & Associates she enjoys guiding projects from concept to occupancy and facilitating communication with developers, elected officials, and the public. Sonja leads municipal planning and development review for over ten clients in southeastern Wisconsin including interim zoning administrator services on an as needed basis. In addition, she has led Comprehensive Plan efforts, completed major Urban Service Area Amendment applications, and other strategic initiatives.

AWARDS AND RECOGNITION

- Plenary Panel Speaker “Forwarding Equity” APA Upper Midwest Planning Conference (2019)
- Speaker “Strategies for Market-Ready Redevelopment” APA Upper Midwest Planning Conf (2015)
- Fitchburg Mayoral Award for Outstanding City Department (2020)
- Wisconsin County Code Administrators Scholarship Recipient (2012)



Sonja Kruesel, AICP:
Associate Planner

Phone: 608.255.3988
skruesel@vandewalle.com

EDUCATION

- M.S. Urban and Regional Planning
University of Wisconsin - Madison, Wisconsin
- B.A. Geography, History, Environmental Studies
University of Wisconsin - Madison, Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Member, American Planning Association (APA) & Wisconsin Chapter (APA-WI)
- Secretary, Market Leadership Advisory Board - WI United States Green Building Council

Scott Harrington is a Principal Planner and project manager at Vandewalle & Associates, contributing special expertise in the creation and implementation of urban redevelopment initiatives. Since 1986, Scott has worked on the front lines in a number of cities in the Midwest, Southern and Western U.S. He is well-versed in the complex processes of management, community participation, financing and negotiations required to craft and implement long-range planning and large-scale revitalization efforts. His ease among elected bodies, plan commissions, the public, and government finance is second to none.

Given his diverse background, Scott leads and assists with a wide variety of projects at Vandewalle & Associates including everything from regional economic positioning initiatives, to municipal comprehensive plans and zoning regulations, to redevelopment strategies for downtowns, corridors and sites. Recently, Scott has served as the principal in charge of several projects focused on revitalizing urban corridors and neighborhoods. These include “The Current”, a \$45-million riverfront redevelopment in Monona; the visioning and master planning for the Alliant Energy Center and surrounding “Destination District” in Madison; the East Washington Capital Gateway Corridor in Madison; Northwest Gateway in Downtown Fayetteville, North Carolina; Downtown and North Division Street Corridor in Stevens Point; Janesville Town Square; Downtown Mount Horeb; and Downtown Slinger. His projects have included a wide range of interactive methods and forums for engaging the public – including pop-up events, keypad polling, online surveys, charrettes, and visual preference surveys – as well as engaging historically under-represented communities through bi-lingual staff and by partnering with community organizations.

PROJECT AWARDS AND RECOGNITION

- Outstanding Urban Design from the Wisconsin Chapter of the American Planning Association in 2010 – for the City of Madison East Washington Avenue Capitol Gateway Corridor Plan
- Award of Merit from the American Society of Landscape Architects for Urban Planning and Design – for the Gulf Stream, Florida Design Manual
- Presenter, “Market-Ready Redevelopment” American Planning Association Upper Midwest Conference (2015)
- Presenter, “Using Charrettes as a Planning Tool” WCCMA & WAMCAM Annual Conference (2010)
- Presenter, “Content Sensitive Design and Corridor Planning” Innovations in Transportation Conference (2008)
- Presenter, “Preserving Neighborhood Character” American Planning Association National Conference (1996 and 2002)
- Co-author, “Innovative Water Conservation Ratemaking,” Florida Water Resources Journal (August 1995)



Scott Harrington, AICP
Principal Planner

Phone: 608.255.3988

sharrington@vandewalle.com

EDUCATION

- M.U.P. Urban Planning
University of Michigan - Ann Arbor, Michigan
- B.S. Natural Resources
University of Michigan - Ann Arbor, Michigan

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Member, American Planning Association, National, Wisconsin, and Illinois Chapters
- Former Member, Technical Advisory Committee to Legislature on Intergovernmental Coordination, Florida Department of Community Affairs
- Former Board Member, Colorado Chapter of the American Planning Association

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

Assistant Planner Scott Heacock has developed some key passions and interests early in his career. He has put a lot of energy into advancing issues of housing equality, as well as equity inclusion through his work.

He is also passionate about helping local governments identify unique opportunities to make their community a better place for everyone.

Scott has a range of work experience that aligns well with the client needs at Vandewalle & Associates. During his graduate degree studies, Scott worked as a Teaching Assistant with the UW-Madison Department of Political Science and as a Summer Planning Assistant with the City of Middleton. He also worked as a Housing & Resident Relations Specialist at Commonwealth Development, a Madison based non-profit, where he assisted residents with recertification applications to qualify for affordable housing.

Prior to graduate school, he worked as Legislative Aide for the Wisconsin State Legislature Assembly Minority Caucus Chair. He regularly met with constituents and interest groups to listen to their thoughts on how state level issues affected them locally. In that role he also managed criminal justice and LGBTQ+ policy portfolios, developed press strategies, and reviewed bill proposals for co-sponsorship.

Additionally, he has worked on many political campaigns that gave him the opportunity to travel across Wisconsin and meet with local elected officials and community members. His favorite part of that time was hearing about what made their community unique and the challenges they've overcome.



Scott Heacock
Assistant Planner

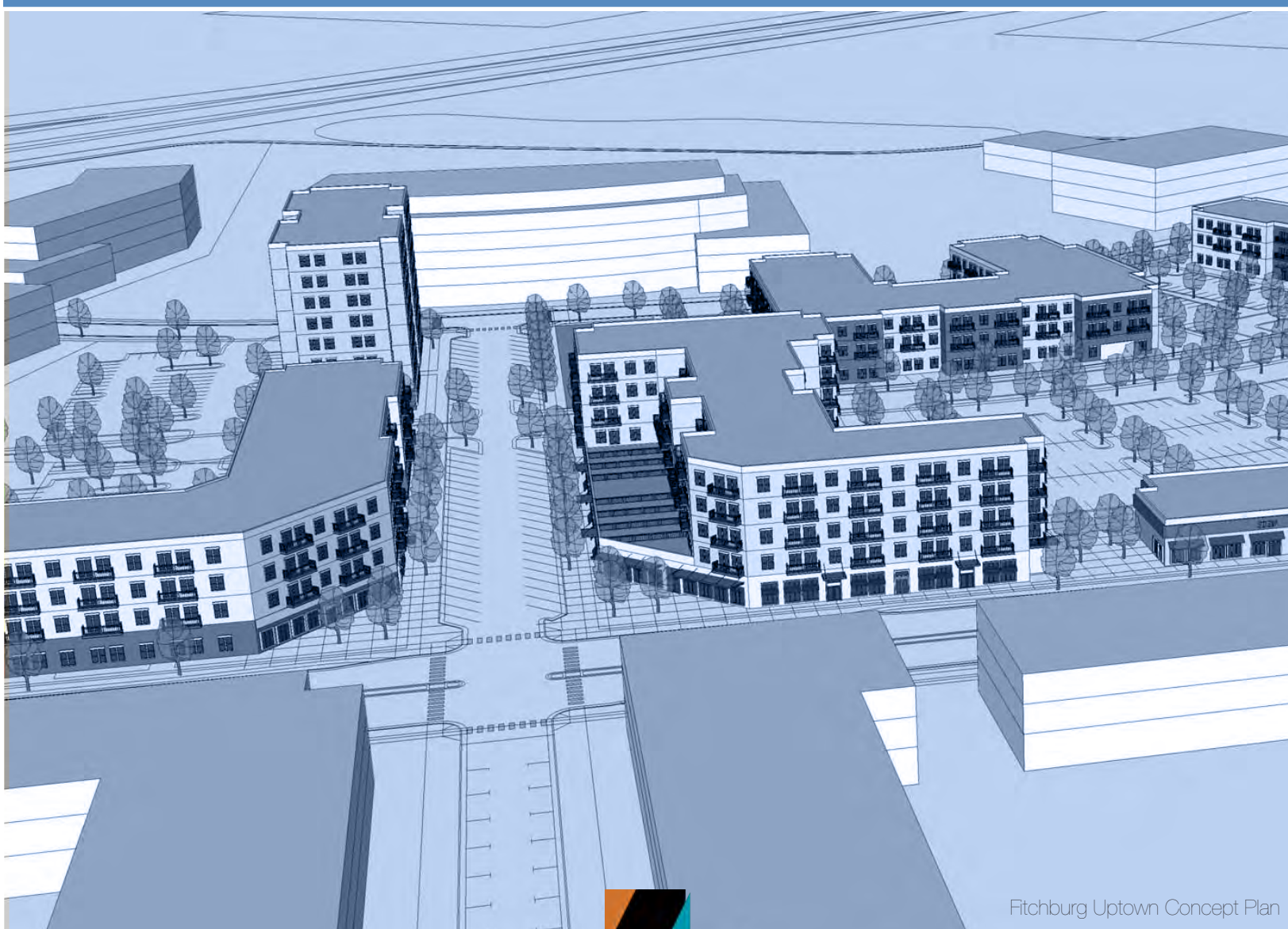
Phone: 608.255.3988
heacock@vandewalle.com

EDUCATION

- M.S. Urban and Regional Planning
University of Wisconsin - Madison,
Wisconsin
Specialization: Community
Development and Affordable
Housing
- B.S. Political Science, Certificate
Environmental Studies
University of Wisconsin - Madison,
Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Planning
Association National
and Wisconsin Chapters



Fitchburg Uptown Concept Plan

PREVIOUS WORK AND 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.

Zoning Ordinances

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

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

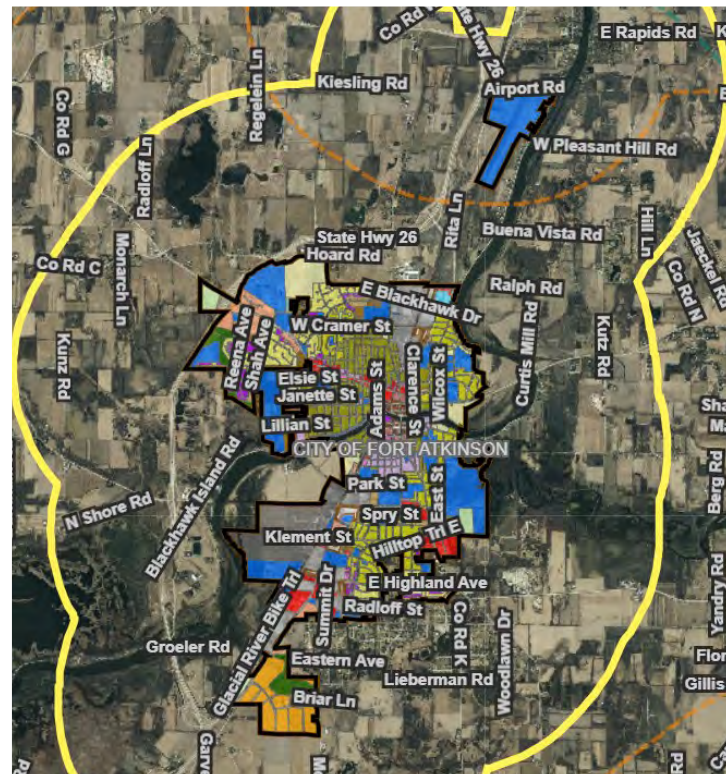
Village of Williams Bay, WI

City of Belvidere, IL

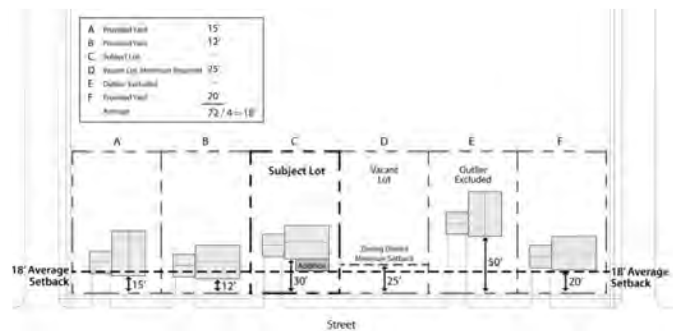
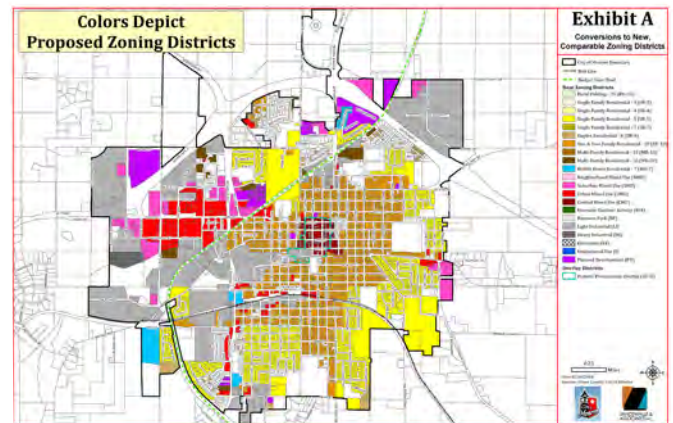
Lee County, IL

City of Moline, IL

Village of Rockton, IL



Fort Atkinson Interactive Zoning Map, 2023



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 where we completed full rewrites of their zoning ordinances and clients that we provide ongoing planning services.

ZONING ORDINANCE PROJECTS.

City of Middleton, Wisconsin

Abby Attoun, Director of Planning & Community Development

P: 608.821.8343 | E: aattoun@cityofmiddleton.us

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

City of Fort Atkinson, Wisconsin

Andy Selle, City Engineer

P: 920.563.7760 | E: aselle@fortatkinsonwi.net

Digital Copy: [City of Fort Atkinson 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

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

City of Jefferson, Wisconsin

Tim Freitag, City Administrator

P: 920.674.7700 | E: TFreitag@jeffersonwis.com

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

MUNICIPAL PLANNING CLIENTS.

City of Fort Atkinson, Wisconsin

Rebecca Houseman, City Manager

P: 920.397.9901 | E: rhouseman@fortatkinsonwi.gov

Village of Oregon, Wisconsin

Elise Cruz, Director of Community Development

P: (608) 835-6291 | E: ecruz@vil.oregon.wi.us

Village of Cross Plains, Wisconsin

Brian Mooney, Village Administrator/

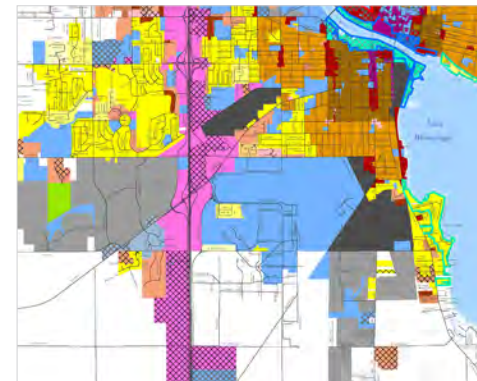
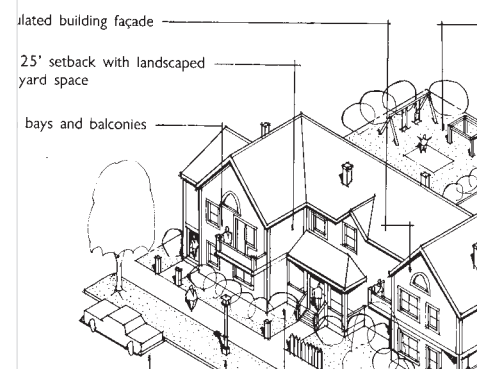
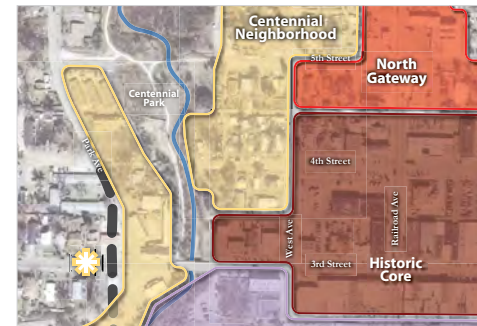
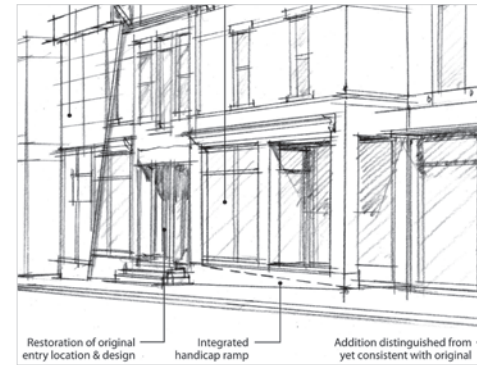
Economic Development and Tourism Director

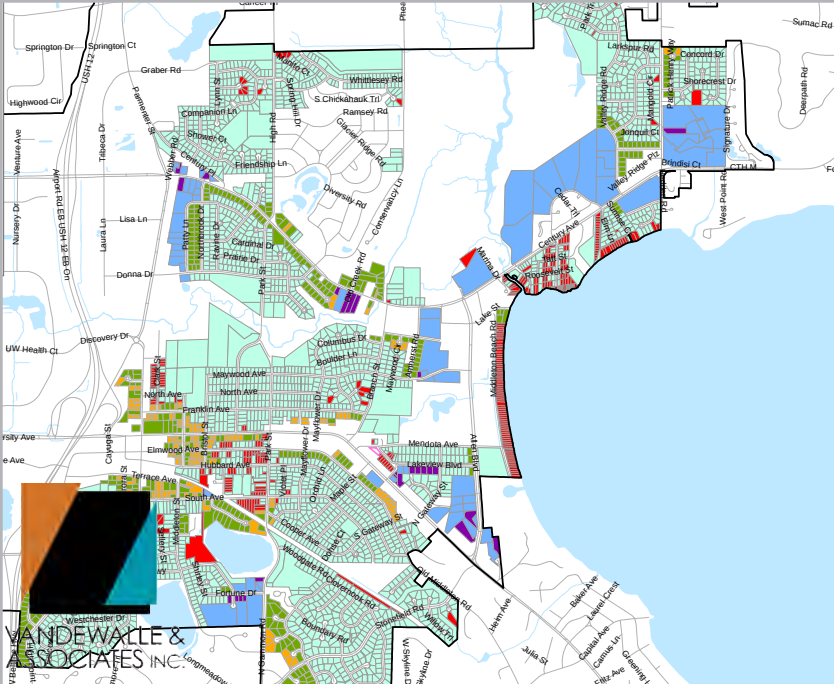
P: (608) 798-3241 | E: bmooney@cross-plains.wi.us

City of Monroe, Wisconsin

David Lothspeich, City Administrator

P: (608) 329-2527 | E: dlothspeich@cityofmonroe.org





Zoning Code and Map - City of Middleton, WI

Dates: Ongoing | Anticipated Adoption Fall 2023

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:

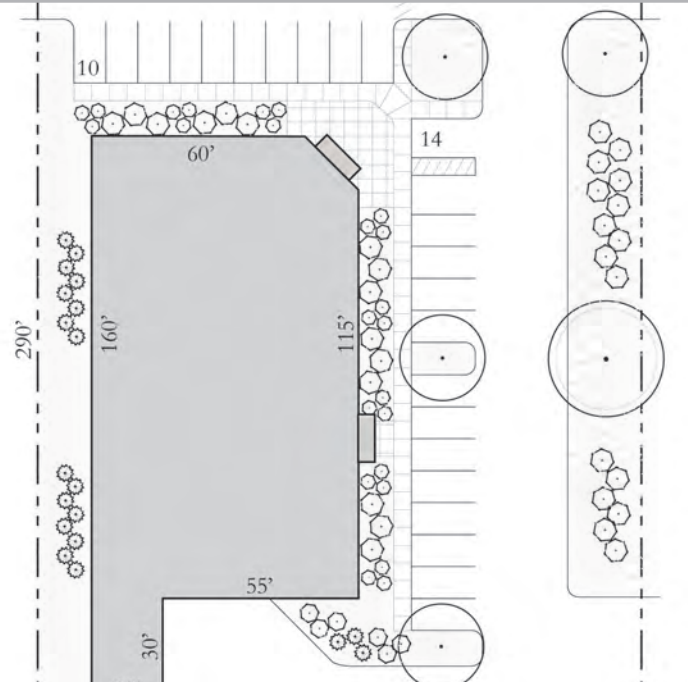
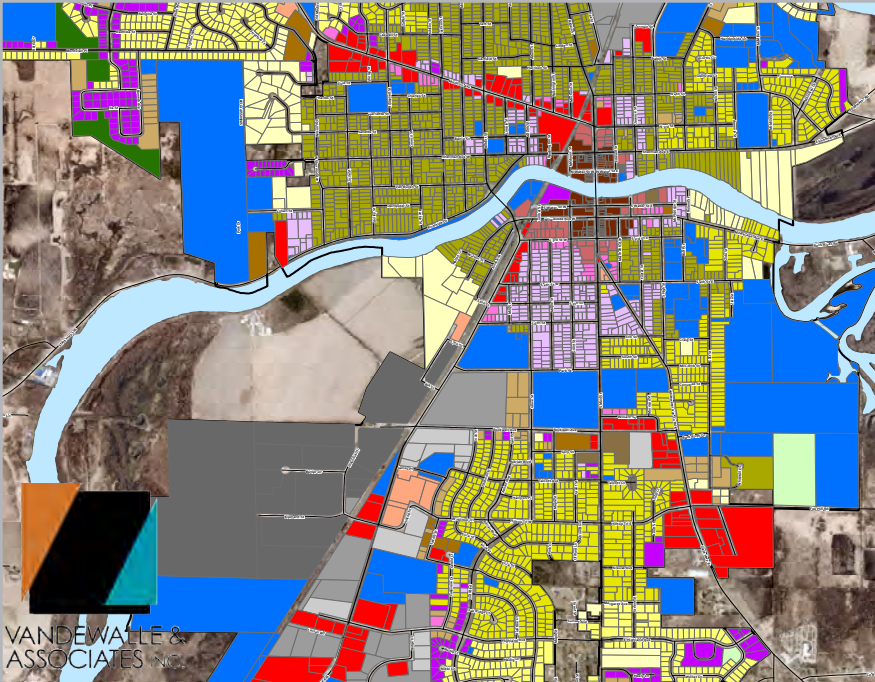
- Enabling diverse, attainable, and affordable housing types
- Integrating sustainability best practices
- Addressing state and federal law changes
- Incorporating context-sensitive design principles
- Increasing predictability and user-friendliness through modernized standards and procedures

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 are anticipated to be adopted in the fall of 2023.





Zoning Code and Map - City of Fort Atkinson, WI

Dates: Adopted - 10/20/2020 | Effective - 11/1/2020

Since the Great Recession, Fort Atkinson has struggled to attract any kind of new construction, however the community has seen recent signs of recovery over the past few years. The City is only a 40-minute commute to the fastest growing metro area in state, Dane County. As the cost of living continues to increase in Dane County, communities like Fort Atkinson have significant growth potential as the cost of living is much lower.

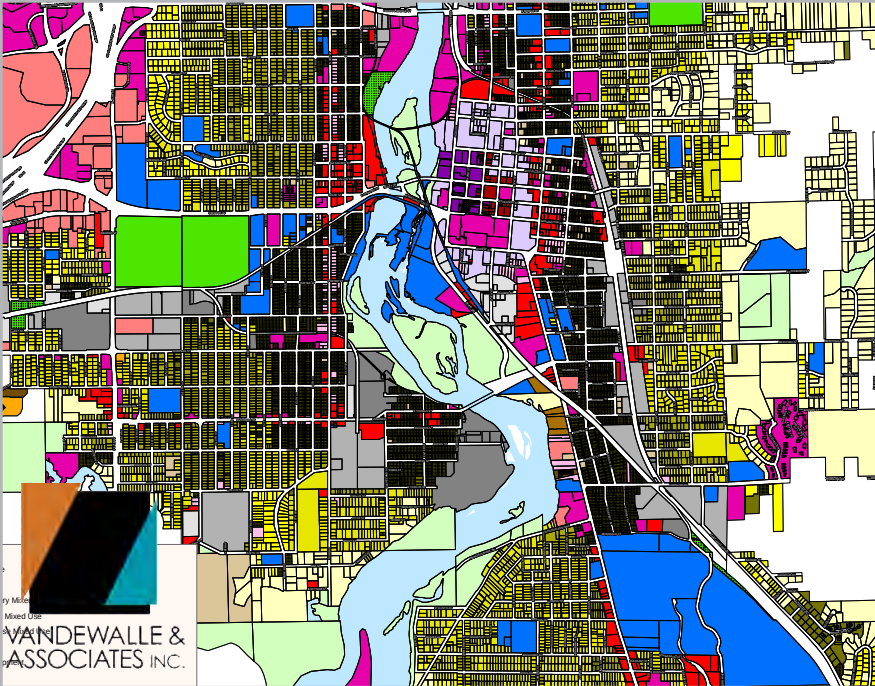
Building on the recommendations of the 2019 Comprehensive Plan and 2018 TID Feasibility Study, Vandewalle & Associates began the full rewrite of the Zoning Code in late 2018. The rewrite addresses several key community priorities and issues identified through these two planning processes, including generating new commercial and industrial development, redeveloping key corridors, increasing residential opportunities, and retaining community character, especially in and around downtown.

The new Zoning Code directly addresses these issues by:

- Codifying the community's historic downtown Main Street corridor design standards
- Offering increased opportunities for mixed-use development throughout the City
- Establishing density-based tiers of single-family, two-family, and multi-family zoning districts to provide options for a wide-variety of building types and price points
- Facilitating high-quality new development at the STH 26 Bypass interchange through new building design guidelines for commercial, industrial, and institutional development
- Providing flexibility for infill and redevelopment through new form-based regulations



In 2019, Vandewalle & Associates worked with City Staff and the project working group to complete a new draft Zoning Code and Map. In 2020, Vandewalle & Associates facilitated a series of public participation events to gather community input and foster resident, Plan Commission, and elected official buy-in prior to the public hearings. The process was completed in Summer of 2020 with the successful adoption of a new Zoning Code and Map.



Zoning Code and Map - City of Wausau, WI

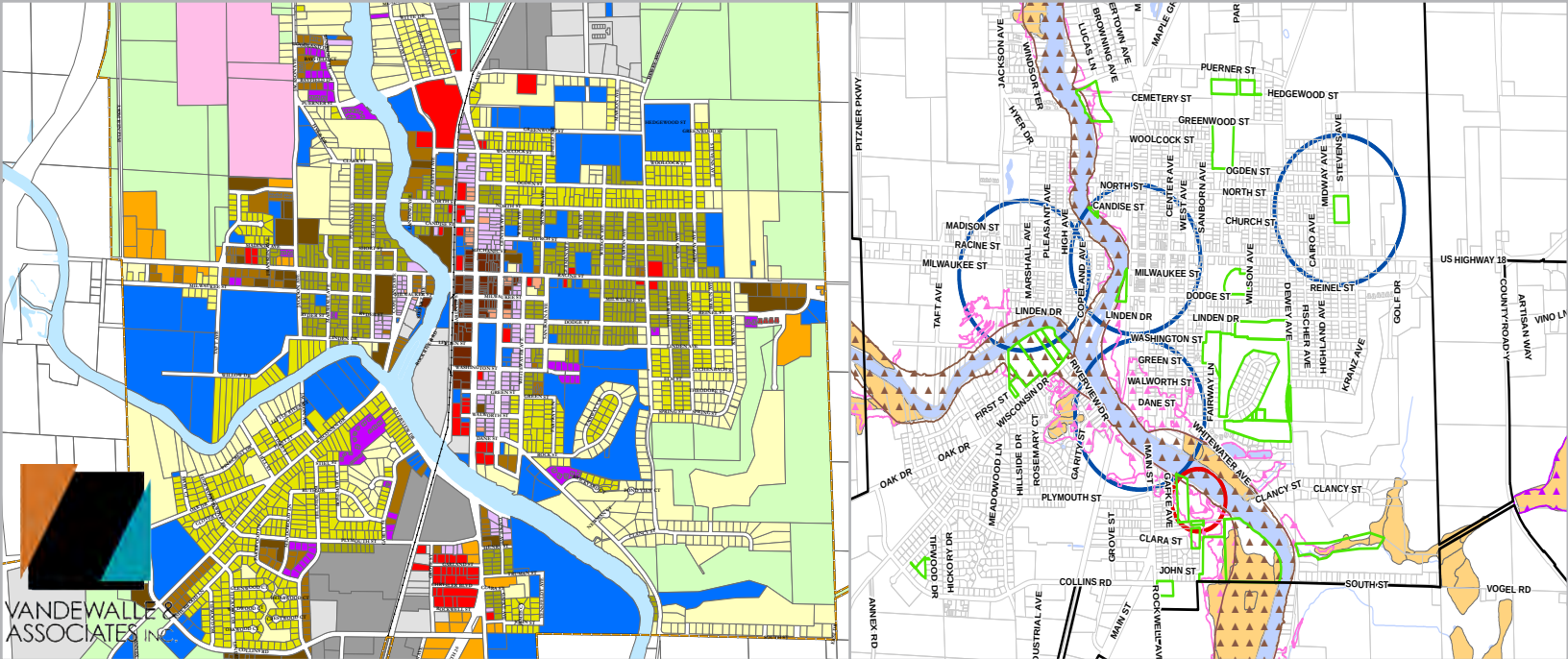
Dates: Adopted - 1/26/2019 | Effective - 1/1/2020

The City of Wausau, a community of 40,000, 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.





Zoning Code and Map - City of Jefferson, WI

Dates: Adopted - 7/20/2021 | Effective - 8/1/2021

Directly following the completion of 2020 Comprehensive Plan, Vandewalle & Associates began the City's first full Zoning Ordinance rewrite in over 30 years. Not only was the existing ordinance out of date in terms of modern development formats, but it also presented inconsistencies that led to issues in interpretations and administration. Building on the community's goals and recommendations outlined in the new Comprehensive Plan, Jefferson aimed to establish a contemporary Zoning Ordinance and Map that increased user-friendliness, provided consistent application procedures, matched modern building practices, and promoted diverse housing formats, economic development opportunities, and flexibility in redevelopment scenarios.

The rewrite process featured six different Plan Commission working sessions, a public open house review, and several City Council meetings. Additionally, Jefferson's direct neighbor to the south, the City of Fort Atkinson, also adopted a new Zoning Ordinance in 2020 that was led by Vandewalle & Associates. Several local builders, developers, and businesses overlap between the two communities and now have the ability to understand and utilize the same Zoning Ordinance format, procedures, and general approach in each.

Since the adoption of the new Zoning Ordinance and Map, the City has experienced several new housing, commercial, and industrial projects that were permitted by-right and provided a streamlined development review process. This offered the community a competitive edge over other more lengthy processes that may have occurred with the past ordinance or in other Jefferson County communities.





Price Proposal for:

VILLAGE OF MOUNT HOREB PLANNING SERVICES & ZONING CODE UPDATE

November 3, 2023



VANDEWALLE &
ASSOCIATES, INC.
Serving the Greater Milwaukee Area

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

Vandewalle & Associates is focused on providing the Village of Mount Horeb with a project that provides excellent value and clear direction. This will be accomplished through expert project

management and reliance on Village 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.

On-Call Planning Billing Rates.

Tasks beyond those identified in the final contract will be completed through a Work Order and billed on a time and materials basis based on the hourly rates specified in the table below.

2023 Billing Rates by Position			
Principal	\$190 to \$300	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	\$120 to \$150		
Assistant	\$85 to \$100		
GIS Technician/Specialist	\$100 to \$110	Expense	Cost
Communications	\$65 to \$150	Mileage	IRS Rate
Project Assistant	\$55 to \$80	Printing and Postage	Cost plus 10%

Zoning and Sign Ordinance Rewrite Project Cost Breakdown.

Tasks from Scope of Services	Hours by Task	Total Cost by Task
Work Element 1: Project Management and Communication	68	\$8,060
Work Element 2: Public Participation and Outreach	68	\$8,100
Work Element 3: Issues and Identification and Existing Zoning Code Evaluation	46	\$5,350
Work Element 4: Draft Zoning Districts, Land Uses, and Bulk Dimensions	92	\$10,800
Work Element 5: Draft Zoning Map	108	\$11,520
Work Element 6: Draft Zoning Code Development	232	\$27,440
Work Element 7: Draft Zoning Code Review and Adoption	113	\$12,810
Total All-Inclusive Cost, including fees and reimbursable expenses		\$84,080
Total Cost, including all optional tasks		\$100,020

Village of Mount Horeb Zoning and Sign Code Rewrite Project Cost Estimate	Team Members and Billing Rates								
	\$200	\$200	\$150	\$100	\$105	\$150	\$70		
	Scott Harrington Principal-In-Charge	Brian Munson Development Expert	Ben Rohr Project Manager	Scott Heacock Assistant Planner	Dan Eckberg GIS Planner	Elona Bartnick Associate Designer	Administration/ Communication	Expenses	Total
1. Project Management and Communication									\$8,060
Virtual Monthly Staff Meetings (18)			20	20					\$4,600
In-Person Village Staff Working Sessions (4)			12	16				\$ 300	\$3,460
2. Public Participation and Outreach									\$8,100
In-Person Plan Commission Review and Input Meetings (6)			20	26				\$ 300	\$5,500
In-Person Village Board Review and Input Meeting (2)			10	12				\$ 100	\$2,600
3. Issues and Identification and Existing Zoning Code Evaluation									\$5,350
Research and Data Gathering			4	10	10				\$2,570
Issues Identification Report and Existing Zoning Code Evaluation Report	2	2	6	12					\$2,780
4. Draft Zoning Districts, Land Uses, and Bulk Dimensions									\$10,800
Prepare Draft #1 Zoning Districts and Land Use Tables	2	2	10	16	4				\$4,120
Prepare Draft #2 Zoning Districts and Land Use Tables	1	1	4	4					\$1,320
Testing Draft Zoning Districts on Initial Draft Zoning Map			12	16	20			\$ 100	\$5,360
5. Draft Zoning Map									\$11,520
Prepare Draft(s) and Adopted Zoning Map			16	16	40				\$7,880
Prepare Zoning Map Mailing Notices			12	10			14	\$ 100	\$3,640
6. Draft Zoning Code Development									\$27,440
Prepare Part 1 of Draft Zoning Code	4	4	20	40		6			\$9,100
Part 1 Policy Decision Guide			4	8					\$1,320
Revised Part 1 of Draft Zoning Code			10	20					\$3,300
Prepare Part 2 of Draft Zoning Code	4	4	20	40		6			\$9,100
Part 2 Policy Decision Guide			4	8					\$1,320
Revised Part 2 of Draft Zoning Code			10	20					\$3,300
7. Draft Zoning Code Review and Adoption									\$12,810
Prepare Public Draft of Zoning Code	1	1	6	10		6	6		\$3,500
Prepare Executive Summary of the Draft Zoning Code and Map	1	1	6	10					\$2,180
Prepare Final Draft Zoning Code			2	8			6		\$1,480
In-Person Plan Commission Public Hearing to Recommend Adoption			8	12				\$ 100	\$2,340
In-Person Village Board Adoption Meeting			8	12				\$ 100	\$2,340
Prepare Adopted Zoning Code			1	4		2	2		\$970
Public Input Optional Tasks									\$15,940
Project Website, Newsletter, and Social Media Updates			6	12	20		4		\$4,360
Stakeholder Listening Sessions (4)			10	12				\$ 100	\$2,600
Public Zoning Workshop and Online Follow Up Survey (1)			10	14			6	\$ 200	\$3,320
Community Pop Up Events (2)			6	12			6	\$ 200	\$2,600
Public Open House to Review Draft Zoning Code and Online Follow Up Opportunity (1)			8	14			6	\$ 200	\$3,060
Total Hours and Estimated Project Cost (not including optional tasks)	15	15	225	350	74	20	28	\$1,100	\$84,080
Total Hours and Estimated Project Cost (including all optional tasks)	15	15	265	414	94	20	50	\$1,800	\$100,020

PROPOSAL TO PROVIDE PLANNING SERVICES AND ZONING CODE RECODIFICATION



PREPARED FOR:
VILLAGE OF MOUNT
HOREB, WI
NOVEMBER 3, 2023



Main Point of Contact:
Brad Vowels-Katter
1702 Pankratz Street, Madison WI 53704
P: (608) 579-9908 | E: bvowels-katter@msa-ps.com

WE BELIEVE:

Thoughtful planning is essential to healthy, thriving communities, and we believe that local government plays an important role in planning for and guiding investment.

WE CAN:

Help you understand your opportunities and challenges, offer realistic options for local action to meet change in demand, and facilitate discussions on policy and implementation options in your community.

Proposal to Provide:
**PLANNING SERVICES
AND ZONING CODE
RECODIFICATION**

November 3, 2023

Nicholas Owen,
Village Administrator
Village of Mount Horeb
138 East Main Street
Mount Horeb, WI
53572

Brad Vowels-Katter,
Primary Contact
MSA Professional
Services, Inc.
1702 Pankratz Street
Madison, WI 53704

Dear Nicholas,

On behalf of MSA Professional Services, Inc. (MSA), I am pleased to present you with this proposal to provide municipal planning services. Our Planning and Design Studio staff includes planners, urban designers, landscape architects and funding experts. We strive to integrate diverse perspectives into all of our work. Our firm and designated team members are local to Dane County and will provide the Village with the regional expertise we have gained in providing similar services to a variety of public clients.

As a partner with the Village, we will help you make the most of your planning investment. Our goal is to strengthen and promote the Mount Horeb community as a desirable place to live and do business. Some benefits we bring to Mount Horeb include:

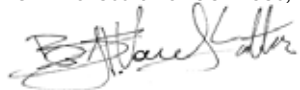
- **Local Presence/Local Knowledge.** Our staff lives, works and plays nearby and has an intimate knowledge of applicable state, county and local codes, ordinances and regulations. We have direct experience working with Dane County, CARPC, DNR, DATCP, DOA, WEDC, WisDOT, EDA and USDA among other agencies in the state and region.
- **Direct Experience in What You Need.** MSA provides municipal planning services for numerous communities. We understand this service model and do it well.
- **Full-Service and Nimble Team.** Our team approach enables us to adjust to shifting workload while also bringing the right experts at the right time. Collectively, our team is experienced in economic development, zoning administration and development review, urban design, comprehensive planning, park planning and design, and project funding techniques. We will provide a primary point of contact but also the specialists and team depth to respond to your planning and funding needs, whatever they may be.

The Village will benefit from MSA's advanced ability to work as an extension and partner of your staff and officials. Our team is committed to serving you.

Thank you for the opportunity to explore providing services to the Village of Mount Horeb. If you have any questions, please do not hesitate to contact us: Brad Vowels-Katter, at (608) 579-9908 or bvowels-katter@msa-ps.com or Stephen Tremlett at (608) 242-6621 or stremllett@msa-ps.com. We look forward to continuing this conversation with you.

Sincerely,

MSA Professional Services, Inc. | Planning + Design Studio



Brad Vowels-Katter
Associate Planner | Primary Contact



Stephen Tremlett, AICP, CNU-A
Senior Planner | Project Manager

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FIRM PROFILE

MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process. **It's more than a project. It's a commitment.**

MSA's roots reach back to 1919. Once a rural land survey company, our firm now consists of 400+ engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high-quality, cost-effective solutions.

WE'RE PROUD TO BE 100%
EMPLOYEE-OWNED

400+
TEAM MEMBERS

17
OFFICE
LOCATIONS



POSITIVELY IMPACTING
THE LIVES OF OTHERS SINCE 1919

33

INDUSTRY
AWARDS
EARNED SINCE
2017



\$625+ MILLION
GRANTS & LOW-INTEREST LOANS
We've helped our clients
secure to help offset the cost
of infrastructure projects

Statement of Ability to Perform the Work

MSA works hand-in-hand with municipalities across Wisconsin. It is common for our clients' planning needs to fluctuate from month to month and year to year. Our ability to staff up or scale down our efforts based on Mount Horeb's needs makes MSA an excellent fit.

CLIENT EXPERIENCE

As part of our ongoing quality assurance program, we periodically request feedback from clients and project stakeholders to create better project outcomes for you.

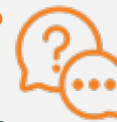
These easy-to-complete surveys offer you the opportunity to comment on several areas of our performance throughout the duration of your project, which in turn helps us adapt our processes to your unique needs. Your feedback is specific to your project, and is returned directly to the people working with you. We pledge to respond to any issues you identify as the project proceeds.

To the right, you'll find the percentage of clients who say MSA met or exceeded their expectations based on the following categories.

98%
ACCURACY



96%
HELPLESSNESS



99%
QUALITY



98%
RESPONSIVENESS



98%
SCHEDULE



97%
SCOPE & FEES





PLANNING + DESIGN STUDIO

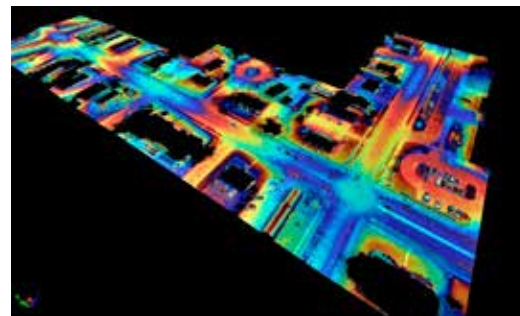
At MSA, we know that every project starts with a plan – a clear and consensus-driven vision for the future that can be realistically implemented. Our Planning and Design Studio features certified planners, licensed landscape architects, housing experts, and funding specialists. Our passion is helping communities thrive through creative visioning and practical implementation. We value equity, inclusion and sustainability.

Our planners currently serve as municipal planner or planner of record for multiple communities. Members of our Studio regularly attend Planning Commission and Village Council meetings, give presentations on various planning topics at state and national conferences. **The professional planners that comprise the Studio have helped hundreds of communities and private organizations define their vision, obtain funding, and implement the improvements they seek.** And, because our planners are part of a multidisciplinary firm, they are able to engage our professional engineers and architects in the planning processes to aid our clients in developing sustainable, implementable plans.

CORE SERVICES

Below is a sample of the services that MSA's Planning and Design Studio can offer.

- **Municipal Planner/Planner-of-Record Services**
- **Comprehensive Plans**
- **Park and Recreation Planning: Comprehensive Outdoor Recreation Plans Park Master Plans, ADA Studies**
- **Redevelopment/Revitalization Studies: Downtown, Neighborhood, Corridor, and Site Planning**
- **Zoning: Ordinance Creation, Code Rewrites, Development Regulations and Zoning Administration**
- **Funding: Grant Writing, Grant Administration, Fundraising**
- **Public Engagement and Facilitation**
- **Capital Improvement and Strategic Plans**
- Community Blight Studies
- Cooperative Boundary Agreements
- Economic Development: Market Analysis, Tax Increment Financing, Feasibility Studies
- Housing Studies: Analysis of Impediments to Fair Housing, Market Analysis
- Impact Fee Studies
- Landscape Architecture
- Park and Recreation Planning: Comprehensive Outdoor Recreation Plans Park Master Plans, ADA Studies
- Transportation Planning: Bicycle and Pedestrian Plans, Safe Routes to Schools Plans, Access Management Studies
- Community and Urban Design: Wayfinding, Streetscaping, and Design Standards



PLANNING, ECONOMIC DEVELOPMENT & URBAN DESIGN

MSA has specialists in all areas of community planning, urban design and economic development. Our award-winning planners work to understand the challenges our clients face and help them develop sustainable, implementable plans to provide guidance in overcoming those hurdles.

- Zoning Ordinance Creation and Administration
- Comprehensive Planning
- Neighborhood and Corridor Planning
- Park and Recreation Planning
- Downtown Revitalization
- Housing
- Economic Development
- Capital Improvement and Strategic Planning
- Urban Design
- Transportation Planning

FUNDING

Our funding experts excel at coordinating grant and loan applications, and fulfilling the requirements of various agencies to help our clients turn project ideas to reality.

- Tax Increment Financing (TIF)
- Grant Writing
- Grant Administration
- Project Financing
- Stormwater Utility Studies and Creation

ENVIRONMENTAL SERVICES

MSA's environmental scientists and technicians help communities identify and clean up contamination. We understand regulatory requirements and have built critical relationships with regulatory agencies.

- Phase I and II Environmental Site Assessments
- Wetland Design, Delineation, Restoration and Permitting
- Brownfield Site Development
- Asbestos, Lead and Mold Inspection/Remediation
- Spill Investigation and Remediation
- Solid and Hazardous Waste Management
- Permitting and Planning
- NPDES Compliance, Adaptive Management Plans, and Nutrient Trading

ENGINEERING

We know the key to strong communities is the happiness of their residents and the health of their economies. MSA focuses on working alongside public and private clients to achieve both these ends by designing and constructing projects that solve age-old problems and encourage new development.

- Street and Utility Design and Reconstruction
- Potable Water Supply, Treatment and Distribution
- Wastewater Collection and Treatment Systems
- Stormwater Management
- Park and Recreational Space Design
- Site and Land Development Civil Design
- Airport Planning and Design
- Agricultural Engineering



PROPOSAL SUMMARY

We are confident in our team's ability to assist the Village with municipal planning services, as we have provided similar services to numerous Wisconsin communities over the years. We understand that we serve as an extension of the Village, and that a high level of communication and coordination is required. We understand this service model and can bring best practices and lessons learned to the table to the benefit of the Village of Mount Horeb. Our understanding of the Village's need for a partner to strengthen its comprehensive and strategic planning function with a focus on a wide range of related services including community engagement, master planning, zoning ordinance revisions, urban housing studies and project development reviews.

Overall, our ability to provide assistance for your requested areas of focus is outlined in the following section with our experience and capacity to help described in more detail for each planning activity. We are describing our capacity to provide support on the scope items included in the Request for Proposals in more general terms because we understand addressing such a broad list of needs will require a long-term collaborative effort. However, we look forward to a discussion with the Village to further refine the planning priorities and planning service needs into 2024 and beyond. Following this more detailed discussion, we can work with the Village Board and staff to prepare a more detailed work plan and timeline for the year that identifies proposed tasks to be completed and what role MSA staff can take to support the Village to provide municipal planning services.

TRUST AND TRANSPARENCY.

Our work with you, your community, and its many residents and stakeholders requires a strong foundation of trust that we understand and can promote in the Village's interests. We build that trust first by getting to know each other. Our team will arrange an initial meeting with key MSA personnel and Village stakeholders to define your expectations, discuss goals and identify challenges. We will define the logistics of our relationship and help ensure that everyone is on the same page. Should we ever identify a conflict of interest, or a risk of perceived conflict, we will bring that to Village staff promptly for discussion and resolution. Though we have many working relationships across the region, we are aware of no MSA project or client obligations that present a conflict with Village interests.

TEAM DEPTH.

Our team features many years of experience and contains a variety of skill sets and bill rates that can efficiently accomplish your diverse planning needs. While our lead planner, Brad Vowels-Katter, will be the primary point-of-contact of our service delivery and attend meetings as necessary, our team structure allows him to delegate tasks to optimize timely, well-informed and cost-efficient expertise across a variety of MSA's knowledgeable staff. Our goal is to provide quality service that exceeds every aspect of your expectations.



DESCRIPTIONS OF PLANNING ACTIVITIES

Each of the areas of focus are outlined in the following list with more detail related to our team experience providing municipal planning services to communities like Mount Horeb. Each description provides a general overview of our team's expertise within each of the requested areas of focus.

1. COMMUNITY ENGAGEMENT

Providing opportunities for elected officials, property owners and other stakeholders will offer valuable input and increase support of any municipal planning effort. Based on our past successful public outreach projects, we are able to recommend community engagement plans tailored to meet community expectations and specific project needs.

PUBLIC OUTREACH.

No matter the project, community involvement in public policy decisions and plan making is critical to successful implementation. We put a high value on public engagement and bring a large toolbox of strategies to connect with stakeholders effectively. We have experience successfully facilitating input from a variety of sources, including community and non-profit organizations, public officials, youth organizations, differently abled groups/individuals, aging citizens, and those that have been traditionally underserved.

2. COMPREHENSIVE PLANNING

We understand that the Village completed a recent update of their Comprehensive Plan in 2022. Though the updated plan has been finalized and adopted, future changes and amendments may be needed to support a quickly growing community. MSA has the capability to provide a full range of comprehensive planning services ranging from more general lean comp plan revisions to helping you update critical data and facilitate adoption of targeted plan amendments as the Village's needs and development strategies change in the coming years. We also have experience supporting the necessary public hearing requirements and facilitating more involved community engagement strategies when appropriate for comprehensive plan amendments.

FUTURE LAND USE MAP UPDATES

Implementing community master plans often requires amending Future Land Use (FLU) maps to align with land uses proposed in those visions. A comp plan's newness usually dictates whether a FLU map amendment is necessary to adopt zoning map changes to reflect updated development preferences. We have experience working with Village Boards to provide updated land use maps that can be readily adopted as revisions become necessary to achieve the preferred community vision. We can support this update process with a wide range of engagement and outreach strategies as part of the overall master planning effort or as an interim update for your general comprehensive planning needs.



3. MASTER PLANNING

Master plans are used to establish the vision, policies, and actions that support the growth of individual neighborhoods, districts, and corridors within a community. We work with stakeholders and community leaders through a rigorous planning and design process to develop preferred land use planning scenarios that are used to envision future development patterns for a given area. These plans describe all elements considered when developing a neighborhood including land use arrangement, design guidelines and standards, feasible locations for transportation and utility infrastructure. Maps, figures, and other supporting information are included to explain the master plan along with a detailed implementation plan.

With a range of interdisciplinary experience and services, our MSA team excels at the ability to see the ‘big picture.’ Our Planning and Design Studio often tackles broader community concerns such as competing interest of traffic, infrastructure needs, and supporting a diversity of land uses to create a welcoming environment that are critical for establishing a viable and marketable municipal development strategy. As part of our master planning process, we consider community-wide development in adjacent areas including transportation networks, along with current/future land use and natural/open space protection.

MASTER PLAN ELEMENTS OFTEN INCLUDE:

- Development recommendations and rationale based on best planning practices.
- Integration of existing and anticipated land uses, both within and adjacent to the master plan area.
- Integrate protection of natural and cultural resources within a community, either buffering them to or exceeding standards outlined in the Comprehensive Plan, County and CARPC. Consider including these sensitive areas in protected open space with trails, if feasible.
- Development standards (i.e., density, land use ratios, impervious area ratios) should be defined and contingent on municipal service, stormwater, and transportation capacities.
- Recognize the urban-rural interface, providing land use appropriate for transition to rural agricultural use where a long-term interface is expected. based decisions.

4. URBAN HOUSING

Municipal land planning and infrastructure investment budgeting relies on understanding the current market for various residential types and price points to match community needs. Our project team has experience with planning residential development from targeted policy actions through design development and implementation. Based upon assessment needs we will review current demand in the area for housing types and include current gaps, regional trends, and comparable market research to inform community specific goal development. MSA has the capacity to analyze and interpret US Census data, hold development-based focus groups, and conduct stakeholder engagement sessions to inform the creation of community-wide housing plans. Working with a variety of groups we have created build out scenarios and mapped out potential new housing development to be considered along with existing demand.

VILLAGE-WIDE HOUSING STRATEGY

The project team can provide a detailed Village-wide housing study, utilizing our multidisciplinary process to establish clear and concise policy recommendations to close identified housing gaps, prioritized strategies, and benchmarks that will allow staff and elected officials to confidently guide housing investment in the Village limits. Addressing housing supply gaps requires more than just numbers of units and general market areas for implementation. Achieving goals that support healthy neighborhoods requires layered municipal involvement including targeted strategies that leverage all available resources. This strategy can be provided as a standalone document with an executive summary to synthesize the community's housing needs.

5. ZONING CODE UPDATE

The Village has a newly adopted Comprehensive Plan updated in 2022. The Zoning Code provides the primary land use regulatory tool used to implement this and other community plans. It is our understanding that Mount Horeb's current zoning ordinance's have not been holistically reviewed and updated since the 1990s. Overall recommendations for more general modernization to allow for better ease of use including more tables and a few typical illustrations to clarify standards and definitions. Specific policy issues to be addressed in the ordinance update include reviewing the code to ensure that it allows development options that includes affordable housing and mixed-use growth opportunities, more flexibility to enable the creation of 'traditional', healthy neighborhoods and sustainable development patterns while providing appropriate regulations to protect environmentally sensitive areas and natural lands. In our experience, other aspects of the code likely to be in need of updates include sign design regulations, parking standards and landscaping requirements, and conditional use permitting processes that reflect more recent developments in professional best management practices and includes attention to recent legislative outcomes or court-based decisions.

ADOPTED ZONING ORDINANCE EXAMPLE



<https://ecode360.com/2272536>

ADOPTED SIGN ORDINANCE EXAMPLE

City of Wisconsin Dells

<https://www.citywd.org/index.asp?SEC=62C5EF38-8332-45D4-B505-2ABFA2010144&DE=FD73EC82-DBB8-44A4-82EB-2A6D226C419C>





WORK PLAN & TIMELINE

The following list describes average timelines and common project elements often completed for projects within communities similar to Mount Horeb. Each of these area of focus work plan and timeline summaries can be further adapted to serve individual communities and project priorities as the need arises. We have experience tailoring our project plans and timelines to fit a variety of work load needs based on community expectations.

1. COMMUNITY ENGAGEMENT

Public outreach and community engagement are a key component of nearly every aspect of our planning efforts. However, each timeline and strategy used is tailored to the project type and Village's expectations. You will engagement listed for each of the proposed areas of focus based on the unique needs of those project types. The engagement elements listed are typically used for communities similar to Mount Horeb but can be further refined to meet individual project needs.

2. COMPREHENSIVE PLANNING

Comprehensive Plan Amendments can be addressed on an ad hoc basis due to recent 2022 plan adoption.

FUTURE LAND USE MAP AMENDMENT (2-3 MONTHS)

1. Support pre-application discussion and review process for land use suitability determinations.
2. Provide support for public notices, hearings, and other public engagement activities suitable for amendment process.
3. Attend Village Board and other related staff meetings to advise appropriate action

based on proposed land use strategies.

4. Draft and revise staff memo to summarize key decision points to be considered when Board action is required for map amendment.

3. MASTER PLANNING

This is a frequent project type for our team. The steps below describe the creation of a complete master plan, though each step in the process can be completed on its own as may be helpful for supporting development and redevelopment initiatives.

NEIGHBORHOOD, DISTRICT, OR CORRIDOR MASTER PLAN DEVELOPMENT (9-12 MONTHS)

1. Existing conditions data collection with physical property assessments, mapping and redevelopment analysis.
2. Interviews and focus groups for key stakeholder groups.
3. Market condition evaluation based on existing-condition analysis and area market data.
4. Public engagement strategy development with online surveys, open house events and public input meetings.
5. Potential design charrette activities for land use concept development.
6. Refine and revise proposed concepts based on public input preferences
7. Review ordinances, regulations, and other factors that could impact development.
8. Develop design guidelines and placemaking strategies to complement the master planning process.
9. Provide final draft with implementation strategies including targeted Goals, Policies, and Actions.

4. URBAN HOUSING

Our team prepares several housing studies each year. The steps described below outline a complete study, though each step in the process can be completed on its own as may be helpful to understand the housing market and make policy and funding decisions.

HOUSING MARKET ANALYSIS (5-6 MONTHS)

1. Data collection, existing conditions mapping and analysis.
2. Initial public engagement strategy development and Focus Group scheduling.
3. Meeting with Economic Development Board plus other relevant committees.
4. Online survey development and distribution along with targeted focus groups and interviews of selected stakeholders.
5. Provide preliminary findings, public engagement results, and initial recommendations.
6. Discuss draft documents and preliminary recommendations for final draft revisions.
7. Provide final report to working committees with presentation to Village Board and staff and support adoption effort.

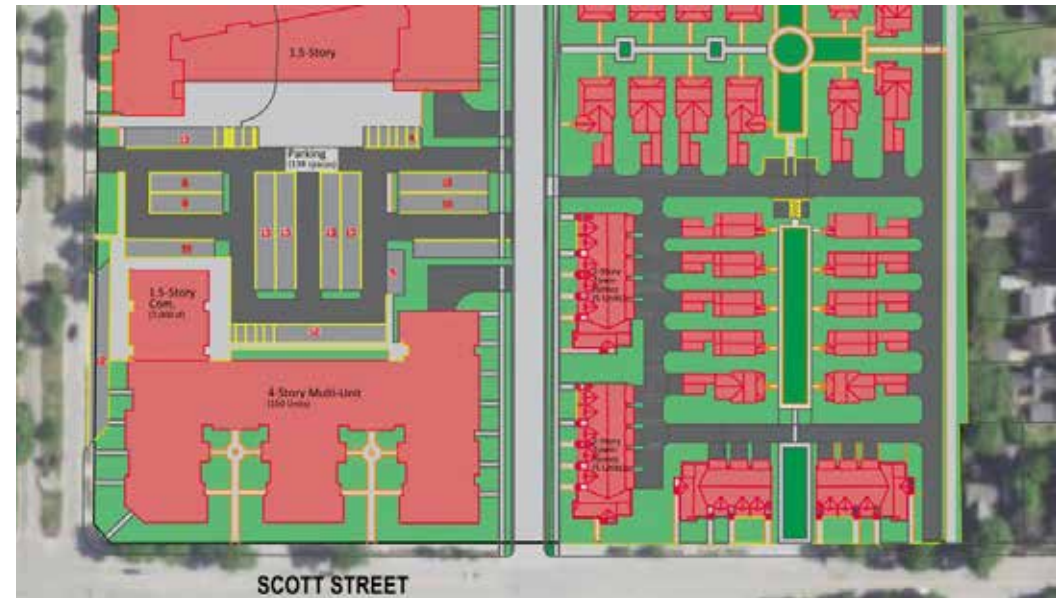
5. ZONING CODE UPDATE

ZONING CODE REVIEW AND ANALYSIS (3-4 MONTHS)

1. Analysis and review of zoning code.
2. Draft memo with summary of zoning code review items with potential actions for further updates to be considered and submit to staff.
3. Meet with staff to discuss findings and facilitate proposed amendment solutions.
4. Write final memo for submittal to Village Board, including estimate of fee to complete recommended updates in code rewrite.

ZONING CODE REWRITE (6-8 MONTHS)

1. Draft proposed language for suggested updates to the zoning code identified in Phase 1.
2. Draft requested map amendments, including use tables, and other supporting illustrations/figures to improve ease of use.
3. Write memo and submit language and draft maps/illustrations to staff for review.
4. Initial meetings with Ordinance Committee to review and discuss proposed amendments.
5. Make final revisions based on staff and Ordinance Committee comments.
6. Second remote meeting with Ordinance Committee for final review of amendments.
7. Submit memo and proposed zoning code text and map to Village Board for approval.
8. Attend Village Board meeting to assist with public hearing and facilitate public engagement as needed.
9. Assist with public outreach and public notice requirements, as needed



STAFF PLAN

Our team is staffed to handle the needs of your project. We are a group of experienced planners who are accustomed to working together on similar projects. MSA provides the Village of Mount Horeb with a deep team guided by a consistent lead planner. Our familiarity with each other will enable us to meet your workload and timeline requirements. **We have chosen a team that reflects your needs with experience in similar roles for comparable communities, and the expertise to explore all viable alternatives.**





Brad Vowels-Katter

Associate Planner

Brad specializes in spatial analysis, community planning, and landscape design with experience across a variety of project types and scales. Brad combines his experience of landscape architecture, planning, and social science into an interdisciplinary approach toward planning, design, and research projects. Brad has worked as a landscape designer at small private design firms, coordinated community grant programs, and managed park development for a rural municipality.

Education

M.S., Water Resources Management, University of Wisconsin-Madison

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

B.S., Landscape Architecture, University of Kentucky

Expertise:

- Zoning Administration
- Comprehensive Community Master Planning
- Public Meeting Organization and Participation Facilitation
- Grant Writing, Management, and Administration
- Water Resources Planning and Management
- Landscape Design Development and Construction Documentation
- Environmental Data Collection and Geospatial Analysis
- Project Management

Selected Project Experience

- North Main Street Redevelopment Plan, Fond du Lac, WI
- Downtown Master Planning and Street Reconstruction Preliminary Engineering, Ely, IA
- 2023 Comprehensive Plan Update, Somerset, WI
- East Neighborhood Plan, McFarland, WI
- Zoning Administration, Fulton, WI
- Community Outreach Coordinator/Landscape Designer, Mazomanie, WI*

*Denotes experience prior to MSA.



Stephen Tremlett, AICP, CNU-A

Senior Planner | Project Manager

With more than 15 years of consulting experience, Steve has taken on primary roles in downtown planning and design projects, commercial/residential development concept plans, bike/pedestrian plans, and the development of comprehensive plans and design standards. His architectural and planning background includes emphases in site planning, urban redevelopment, zoning administration and urban design using a variety of applications, including AutoCAD, Photoshop, InDesign, Illustrator, GIS, SketchUp, Lumion and Microsoft Office applications.

Education

M.S., Architecture & Urban Planning, University of Wisconsin-Milwaukee

B.S., Architecture, University of Wisconsin-Milwaukee

Certifications

American Institute of Certified Planners

Selected Project Experience

ZONING CODE ILLUSTRATIONS

- Whiteside County, WI Unified Development Code Update
- St. Croix County, WI Zoning Code Update
- Eau Claire County, WI Zoning Code Update

URBAN DESIGN STANDARDS

- City of La Crosse, WI
- Village of Sauk City, WI
- City of Tomah, WI
- City of Mauston, WI
- Village of Holmen, WI
- City of Amery, WI
- Village of Belleville, WI

ZONING ADMINISTRATION

- City of Tomah, WI
- City of Lodi, WI



Jeff Thelen

Project Planner | Funding Specialist

Jeff is a planner and funding specialist with a broad range of experience in the fields of economic development, land use planning and community finance. He has more than 12 years of experience administering federal grant programs including Community Development Block Grant and Economic Development Administration grant programs. Jeff is also a successful grant writer; he has attained more than \$25 million in CDBG funding for public infrastructure improvements and housing rehabilitation. He also has secured more than \$5 million in Wisconsin DNR Stewardship funding for park development projects. In addition, Jeff has success with the Wisconsin Economic Development Corporation Community Development Investment grant program.

Education

MSP, Urban and Regional Planning, Florida State University

B.S., Geography and Public Administration, University of Wisconsin-La Crosse

Expertise:

- Public Meeting Facilitation
- Grant Writing and Administration
- Tax Incremental Financing
- Community Development Block Grants
- Housing Grants and Services
- Comprehensive Plans

Selected Project Experience

- Downtown Revitalization Plan, Westby, WI
- Comprehensive Plans-Smart Growth Plan, Village of Friesland & Village of Plainfield, WI
- CDBG-Public Facilities Administration: Necedah, WI, Merrillan, WI, Elroy, WI, Richland Center, WI, Alma Center, WI Westfield, WI, Kendall, WI, Fall River, WI, Pittsville, WI



Emma Wenman, ASLA

Landscape Designer

From site-specific design to master planning, Emma has a wide interest in landscape architecture. She has assisted on many park master planning projects and emphasizes the importance of the design process by being involved in community engagement opportunities. Emma is passionate about providing visions for communities by presenting a concept and receiving design feedback. In her role as a landscape designer, Emma continues to develop project inventory and analyses, conceptual designs, landscape planting plans, and master planning documents.

Education

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

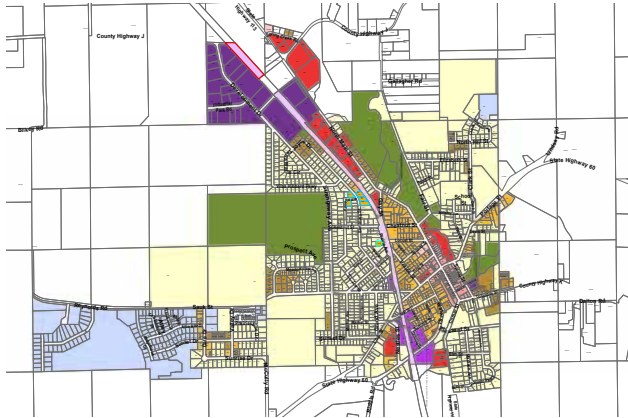
Affiliations

American Society of Landscape Architects (ASLA)

Selected Project Experience

- Park Planning for Grundahl Park and Grandma Foster Park, Mount Horeb, WI
- 28th Street Final Design - Path and Landscaping, Superior, WI
- La Salle Ave Phase 2 (Downtown), Barron, WI
- Birch Lake Park and Memorial Park Master Plans and Comprehensive Outdoor Recreation Plan Update, Barneveld, WI
- Crawford Park Master Plan, Caledonia, WI
- Fond du Lac Riverwalk, Fond du Lac, WI
- 51 West Development Parks Master Plan, Stoughton, WI
- Oak Street Overlook, Baraboo, WI
- Park Master Plans, Ripon, WI
- Memorial Park Master Plan and Comprehensive Outdoor Recreation Plan Update, Barneveld, WI
- Hasmer Lake Community Park Master Plan, Jackson, WI
- Alonzo Park Master Plan, Hortonville, WI
- Memorial Park Master Plan, Waverly, IA
- Midwest Medical Center Landscape Planting Plan, Galena, IL

NOTABLE COMMUNITY PLANNING SERVICES



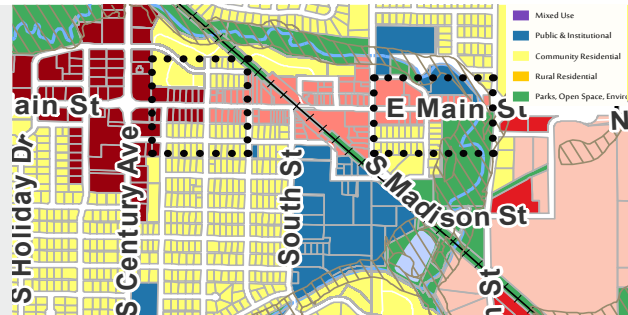
CITY OF LODI, WI

ZONING ADMINISTRATION AND PLANNING SERVICES

Since 2017, MSA has provided zoning administration and planning consulting services for City with direction from the Mayor, City Administrator and the Plan Commission. We provide the following services:

- Assistance with general zoning code and ordinance interpretations/inquiries.
- Review and draft staff reports on proposed zoning, signage and land use applications.
- Draft agendas, meeting minutes, public notices and attend Plan Commission meetings and Board of Appeals meetings.
- Assistance with code amendments and update the Zoning Map.
- Assist with evaluation of TIF projects.

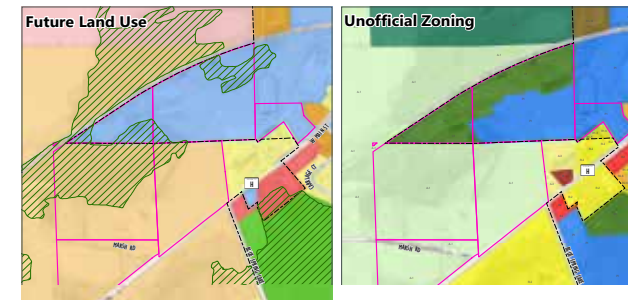
Notably, we recently updated the Comprehensive Plan (adopted in 2020) and are currently amending the zoning ordinance to remove barriers to affordable housing. <https://ecode360.com/2272536>



VILLAGE OF WAUNAKEE, WI

PLANNING CONSULTATION

MSA has been serving the Village in an on-call planning and development review capacity since 2017. Duties have included development review (zoning changes, land divisions, conditional use permits), zoning ordinance amendment assistance, housing policy support with the Community Development Authority, urban service area amendment and future growth planning, and attendance at Village meetings.



VILLAGE OF PALMYRA, WI

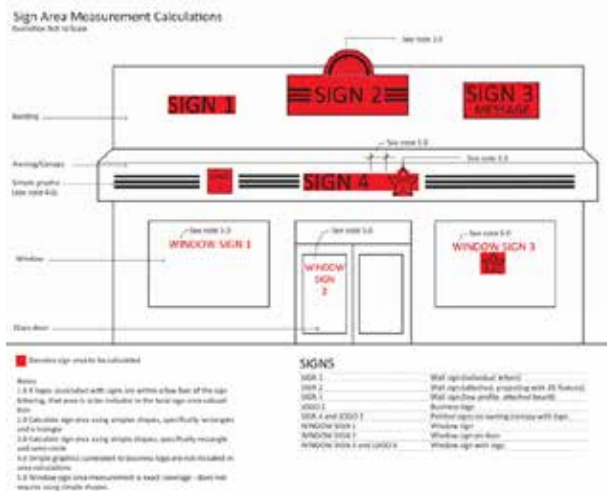
ZONING CODE UPDATE

The Village asked MSA to assist with zoning administration services for the community. The land use code was quite dated and often contained conflicting regulations or regulations that did not recognize the Village's existing development pattern. MSA proceeded with a complete update of the Village's zoning code. The new code was designed to recognize the existing local development pattern and includes regulations which incorporate today's best practices in the field of planning and zoning.

GENERAL PLANNING SERVICES

MSA's Planning and Design Studio provides planning services to the following communities, on an as-needed basis. This ranges from all types of zoning application review and reporting to land use planning, as well as attendance at Council/Board and Planning Commission meetings as requested by the client.

- Village of Footville, WI
- Village of Rosendale, WI
- Village of Palmyra, WI
- Village of Dane, WI
- Town of Lowell, WI
- Village of Waunakee, WI
- City of Lodi, WI
- Village of Footville, WI
- Town of Fulton, WI



CITY OF WISCONSIN DELLS

SIGN ORDINANCE

The City undertook a series of projects to propose a series of Downtown Design Standards. Appropriateness of signage design and building facade elements were evaluated to provide cohesive guidelines for downtown commercial and residential development. From that the City decided to undertake drafting and adopting a Sign Ordinance to regulate enforcement of the signage portion of the Downtown Design Standards project.

<https://www.citywd.org/index.asp?SEC=62C5EF38-8332-45D4-B505-2ABFA2010144&DE=FD73EC82-DBB8-44A4-82EB-2A6D226C419C>



CITY OF FOND DU LAC

NORTH MAIN STREET CORRIDOR

The City has undertaken a number of initiatives in the Downtown area and in Lakeside Park to enhance the quality of life for residents, employees and visitors. North Main Street corridor connects both these two assets, but has limited character or sense of place. During the 2040 Comp Plan, the public reinforced the need to improve this corridor as identified in a community survey.

One of the major focal points of this Plan will be the redevelopment of former cheese factory which has been recently torn down by the City. The use, density and scale of this development can set the stage for future redevelopment in the corridor. One major concern is the larger sites that may be identified as redevelopment targets are immediately adjacent to one- and two-unit homes, requiring careful consideration of design strategies to blend new infill development into the neighborhood effectively. MSA is currently evaluating the urban fabric and identifying overriding goals and policies to establish this guidebook for reinvestment, including recommendations on land use, infill development, streetscaping and other placemaking strategies. Stakeholders, City residents and the general public are actively involved through interviews, an online survey and a public open house.



VILLAGE OF MCFARLAND, WI

EAST SIDE MASTER PLAN

MSA was hired in 2022 to reimagine an East Side Growth Area Plan dating back to 2008. This plan encompasses over 900 acres of land, and is the Village's primary growth area with restrictions and development limitations in all other directions. Since adoption there has been changes to land ownership, municipal boundaries, and local/regional market conditions. These circumstances prompted the Village to consider fresh look at the east side growth area. The East Side Plan established an ambitious community-oriented guidebook that is economically practical, environmentally focused and locally sustainable following these six key principles.

1. The Plan will balance environmental protection, mobility, economic development, and local social objectives.
2. The local economy will be expanded through this growth area to support existing and future residents of the Village of McFarland.
3. Housing developments will provide a variety of options that focus on diverse and affordable price points consistent with regionally representative incomes within sustainable walkable neighborhoods.
4. The transportation system will be designed for efficiency and convenience with multimodal transportation options interwoven throughout the East Side.
5. The public realm is an essential component of the neighborhood, featuring welcoming, enjoyable, walkable, and multi-functional spaces that integrates green infrastructure and ease of mobility.

6. The Plan promotes environmental stewardship throughout the East Side planning area to increase the overall efficiency, sustainability, and resiliency of the McFarland community.

Through this planning process, MSA assisted the Village of McFarland identify initiatives and strategies to guide sustainable and responsible growth of the Village's East Side Neighborhood. We provided a full range of planning services, including background analysis, review of all market sectors (with assistance from redevelopment resources), business park development plan, neighborhood master plan and design standards, implementation strategy, and a public outreach and engagement plan.

CITY OF FITCHBURG, WI

HOUSING STUDY

In 2017, the City of Fitchburg hired MSA to create a playbook for guiding housing investment in Fitchburg. The City of Fitchburg grew dramatically in the 1960s and 1970s while approving multifamily, rental housing development. In the 1980s, local housing and neighborhood development focused primarily on single-family, owner-occupied detached housing. Today the City's housing market is equally split between owner-occupied and renter-occupied housing, and there are unusually large differences between owner households and renter households. Whereas rental units are older and relatively affordable within the Madison-area housing market, the City's average single-family home is more expensive than in most other communities in the region. Related to this, there is a large gap in the difference in household income between rental and owner households which reflects gaps in the housing market – there are too few ownership units affordable to households earning less than the median income, and arguably too few rental units desirable to households earning above the median income.

Two critical ingredients to the success of the project were stakeholder engagement and fact-based discussions about housing. City staff assembled a Housing Advisory Task Force consisting of interested and knowledgeable residents and housing experts from the region with the intention of assembling a group of experts to identify housing gaps and strategies to fill those gaps. A centerpiece activity for this group was a workshop with developers who have experience getting various housing projects approved and constructed in the City. A second workshop was held with the Task force and featured a group discussion about specific local housing needs and strategies to meet those needs. Experts from nearby communities presented affordable housing initiatives in their respective communities.

The study itself identifies a series of changes that should occur in Fitchburg over the next 10-12 years to achieve a healthier housing market. These changes focus on critical gaps in the market that need to be filled. Implementing the plan will ensure the City has housing that enables people to transition into desirable new housing as life circumstances change without needing to leave the City. More people will be able to live closer to jobs in the City, and resident turnover will be lower.

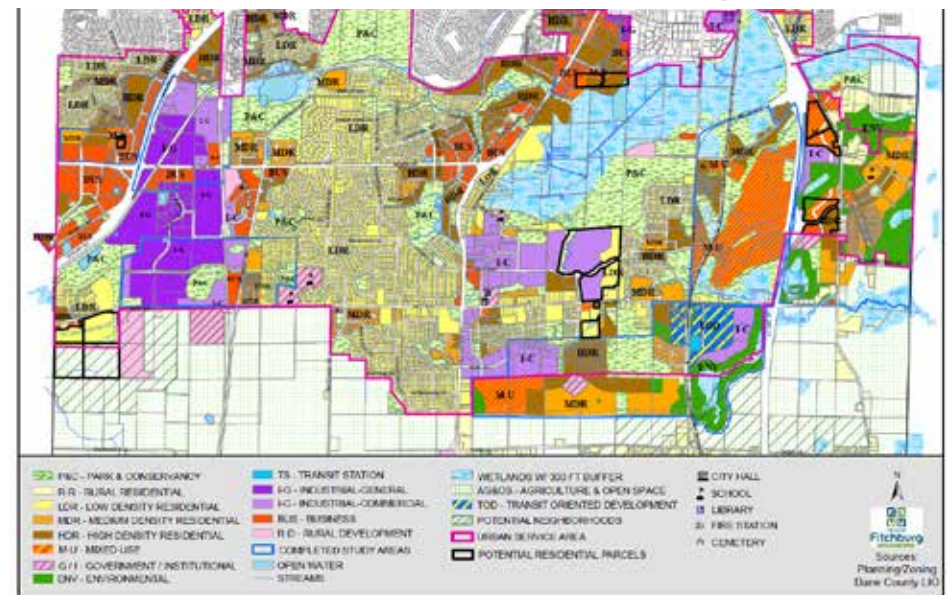
See this Housing Study at: https://issuu.com/msaprofessionalservices/docs/7729031_fitchburg_housing_plan_fina



FITCHBURG HOUSING PLAN

Goals, Strategies, and Implementation Toolkit

Parcels Suitable for Residential Zoning





REFERENCES

Below is contact information for three clients who have worked with members on this project team on similar projects. We encourage you to reach out to them directly for more information about the services we provide and their experience working with our proposed project team — the same team we offer to assist the Village of Mount Horeb.

CITY OF LODI, WI

PROVIDE ZONING ADMINISTRATION AND
PLANNING SERVICES

Contact: Brenda Ayers, City Clerk

Phone: (608) 592-3247

Address: 130 South Main Street
Lodi, WI 53555

VILLAGE OF SOMERSET, WI

PROVIDE PLANNING ASSISTANCE

Contact: Bob Gunther, DPW/Economic
Development Director

Phone: (715) 247-5555

Address: 110 Spring Street
Somerset, WI 54025

VILLAGE OF WAUNAKEE, WI

PROVIDE COMPREHENSIVE PLAN UPDATE AND
DEVELOPMENT REVIEW ASSISTANCE

Contact: Tim Semmann, Community Development Director

Phone: (608) 850-2830

Address: 500 West Main Street
Waunakee, WI 53597

IT'S MORE THAN A PROJECT. IT'S A COMMITMENT.

PROPOSAL TO PROVIDE PLANNING SERVICES AND ZONING CODE RECODIFICATION | MOUNT HOREB, WI | NOVEMBER 3, 2023

PROPOSAL TO PROVIDE PLANNING SERVICES AND ZONING CODE RECODIFICATION



PREPARED FOR:
VILLAGE OF MOUNT
HOREB, WI
NOVEMBER 3, 2023



Main Point of Contact:
Brad Vowels-Katter
1702 Pankratz Street, Madison WI 53704
P: (608) 579-9908 | E: bvowels-katter@msa-ps.com

FEES AND PROJECT COSTS

On call services will be provided on an hourly basis and we will invoice monthly. All work will be tracked based on individual applications and tasks assigned. For certain projects we may negotiate a lump sum fee, to be billed monthly based on project completion.

VILLAGE PLANNING SERVICES

	2024 BILL RATES
Associate Planner, Brad Vowels-Katter	\$135/hour
Senior Planner Project Manager, Stephen Tremlett	\$170/hour
Project Planner Funding Specialist, Jeff Thelen	\$135/hour
Landscape Designer, Emma Wenman	\$120/hour
Administrative	\$80-\$100/hour

REIMBURSABLE RATES

Postage and Deliveries.....	At Cost
Outside Reproduction.....	At Cost

COMPREHENSIVE PLANNING FUTURE LAND USE MAP AMENDMENTS

MSA can support any aspect of the amendment process for the Comprehensive Plan. Support for a Future Land Use Map amendment described in our Work Plan could amount to around 20-40 hours of work and a cost of about \$2,500-\$5,000.

DISTRICT, NEIGHBORHOOD, OR CORRIDOR MASTER PLANNING

This is a frequent project type for our team either as a whole project or in part, as needed to complement other tasks. A complete Master Plan can vary in cost from \$15,000 to \$60,000 depending on the size of the planning area and the scope of community engagement. Project processes can vary but usually include public engagement, stakeholder outreach, existing conditions analysis, economic market assessments, land use concept development, placemaking strategies and implementation plans. However, each step in the process can be completed on its own as may be helpful for supporting development and redevelopment initiatives.

HOUSING STUDY

Our team prepares several housing studies each year as standalone work or as part of larger projects. A complete Housing Study can range from \$25,000 to \$50,000 based on community involvement and market analysis costs. Typical housing studies involve community-based market research, stakeholder engagement including industry interviews and focus groups, staff meetings and stakeholder input sessions, and final plan preparation with supporting maps and figures. These steps can be completed as a full study or more piecemeal as it may be helpful to understand individual aspects of the housing market when making policy and funding decisions.

ZONING CODE UPDATE

We estimate a cost of \$50,000 to update the zoning ordinance, inclusive of all meetings and directs costs for travel and printing. However, we advise against setting a budget at this time and recommend a two-stage approach. In the first stage we will conduct an assessment of the current ordinance in collaboration with Village staff and Plan Commission, at a cost of \$7,500. That stage will determine the budget for the remainder of the amendment process, which would be an additional cost ranging from \$15,000 to \$50,000. The variables affecting cost include:

- 1) the extent and complexity of policy changes
- 2) whether the code is entirely reorganized
- 3) the number of illustrations to be added, and
- 4) the number of meetings desired for public input and Plan Commission or working group reviews and discussions.



Proposal to Provide Planning Services for

Village of Mount Horeb

MOUNT HOREB, WI

Prepared For
Nicholas Owen, Village Administrator
Village of Mount Horeb
Village Clerk's Office
138 E Main Street
Mount Horeb WI 53572

Prepared By
Vierbicher
999 Fourier Drive, Suite 201
Madison, WI 53717

Phone: (608) 826-0532

Contact Person
Matthew Miller, CNU-A

Submitted on
November 3, 2023

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999 Fourier Drive
Madison, WI 53717
(608) 826-0532 phone
(608) 826-0530 fax
www.vierbicher.com

November 3, 2023

Nicholas Owen, Village Administrator
Village of Mount Horeb
Village Clerk's Office
138 E Main Street
Mount Horeb WI 53572

RE: Planning Services for the Village of Mount Horeb

Dear Mr. Owen:

On behalf of the Vierbicher team, it is our pleasure to present our qualifications to provide Planning Services for the Village of Mount Horeb. Our firm is confident that we are the best choice for your next strategic planning provider, and we look forward to working with you to engage the community, develop and implement plans, and maintain the excellent service the Village provides to its residents.

Vierbicher was founded in Reedsburg as a civil engineering company focused on providing high-quality, comprehensive municipal engineering and surveying services. As we have expanded our service area and staff over the last 47 years, we have maintained our company focus on that original founding principle. As we continue to serve our municipal partners, we have expanded our planning and community development team as well as our surveying and engineering staff.

Our key to success comes from our expertise in finding appropriate funding options to our clients that meet their specific needs. We are proud to have provided services to over 100 local units of government and actively serve as the designated planning and community development resource and/or municipal engineer for multiple Cities, Villages, and Towns across Wisconsin. We have included information on our company, our people, and our experience in the proposal documents that follow for those who may not be familiar with us.

We understand that you have requested qualifications from multiple firms to assist with a variety of planning services. We are grateful to be considered by the Village in this regard, and regularly provide the scope of services identified in your RFP to our municipal clients. If selected to be your Planner, the Village will find us to be an experienced, communicative, enthusiastic partner helping you serve Village residents.

We look forward to presenting our team to you and the Village Board soon. Please do not hesitate to contact us to answer any question you may have or to coordinate a face-to-face meeting.

Sincerely,

Matthew Miller, CNU-A
Planner
(608) 821-3975
mmil@vierbicher.com

Andrew Kurtz
Planning and Community Development Manager
(608) 402-6387
akur@vierbicher.com

FIRM OVERVIEW

VIERBICHER

999 Fourier Drive, Suite 201
Madison, WI 53717
Phone: (608) 826-0532
Fax: (608) 826-0530
www.vierbicher.com

Main Contact
Matt Miller, CNU-A
(608) 821-3975
(608) 821-mmil@vierbicher.com

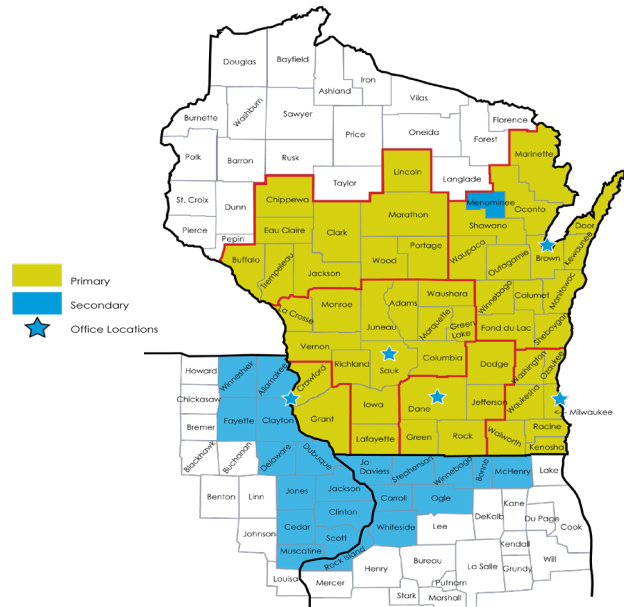


LICENSED AND CERTIFIED PROFESSIONALS

42

(PE, EIT, PLS, PH, CST, PLA, CFM,
LEED AP, AICP, CECD, EDFP)
WI LIC # 1326-11

GEOGRAPHIC SERVICE AREA



FOUNDED 1976



5 OFFICE LOCATIONS

95% of our work is from REPEAT CLIENTS

PLANNING

ECONOMIC DEVELOPMENT

COMMUNITY DEVELOPMENT

PUBLIC FUNDING

ENGINEERING

LANDSCAPE ARCHITECTURE

SURVEYING

104 TEAM MEMBERS



#1 VIERBICHER GOAL:

PROVIDE A CULTURE THAT INSPIRES PEOPLE TO DELIVER EXCEPTIONAL RESULTS



Description of Firm

Vierbicher is a team of over 100 professional engineers, planners, community development specialists, land surveyors and GIS specialists who provide comprehensive solutions for a wide range of projects through five offices in Wisconsin. Our goal is to provide clients with creative consulting services and quality products, enabling them to efficiently and effectively meet their goals. We work to build strong relationships with our clients that promote trust, cooperation, and teamwork. We offer the following to our clients:

- A proven track record of delivering successful engineering projects across a multitude of sectors
- Highly skilled and experienced professionals, including licensed engineers, planners, surveyors, and other experts
- A multidisciplinary approach that allows us to tackle complex projects comprehensively
- Comprehensive planning services, including:
 - Market Analysis (commercial, retail, housing)
 - Comprehensive Plans
 - Downtown, Corridor and Neighborhood Plans
 - Redevelopment Plans
 - Development Impact Analysis
 - Ordinance and Zoning Administration
 - Tax Increment Financing (TIF) and Grant Funding
 - Assessment and Market Analysis
 - Economic Development Strategic Planning
 - Collateral Material
 - Business and Developer Recruitment
 - Public Funding
 - Business Retention and Expansion
 - TIF Analysis & Grants
 - Development Agreements
 - "Boots on the Ground" Implementation Services

Overall, Vierbicher's qualifications to provide planning services are rooted in our extensive experience, knowledgeable team, and commitment to excellence. Our staff are dedicated to making a positive impact on the communities and organizations they serve. This holistic approach to planning projects sets us apart as a trusted partner for a wide range of clients.

Our History and Experience

Vierbicher was founded as a community-focused municipal engineering company by Jim Vierbicher in 1976. Dedicated to serving the communities in which we live, we continue to provide high-quality engineering, planning, and community development services across Wisconsin. We have multiple staff who are licensed to provide professional engineering and surveying services in the State of Wisconsin and are on the WisDOT's Roster of Eligible Engineering Consultants. As the designated municipal engineer in multiple Towns, Villages, and Cities, our staff has developed excellent relationships and reputations with the various approving agencies (WDNR, WisDOT, USACOE, County Agencies, etc.). This experience allows us to effectively develop solutions to the specific challenges municipalities can have and obtain timely approvals to allow projects to move forward.



In addition to our engineering services, we provide Planning and Community Development services to many municipalities across the state. The combination of our Engineering, Planning and Community Development expertise sets Vierbicher apart from other firms. Our Community Development Specialists have established strong relationships with all the State and Federal funding agencies. This knowledge base helps Vierbicher develop funding packages across agencies and enables municipalities to fund needed infrastructure improvements. Recent examples of our expertise in action will be presented later in this proposal.

Planning Services Provided for Our Municipal Clients

Vierbicher provides an extensive suite of services to our municipal customers enabling them to define and reach their goals. Relationships with and understanding of the municipalities Vierbicher works with are hallmarks of the planning services we deliver.

The Village of Mount Horeb has requested assistance with the following planning services and Vierbicher will focus its efforts on delivering the following:

- Community Engagement - developing and deploying community surveys, organizing and facilitating community open houses, compiling community feedback
- Comprehensive Planning - community engagement, developing/updating Comprehensive Plans Comprehensive Outdoor Recreation Plans, and Capital Improvement Plans
- Urban Housing studies - housing inventory, community engagement, gap analysis and developer assessment
- Zoning Code Developments and Updates - analysis of current code, integration of legislative and judicial changes, implementation of best practices, staff engagement and review, community engagement and recodification
- Development Plan Review - site design assessment, zoning code compliance, funding analysis and impact assessment

Public Funding

Vierbicher has a long and successful history of assisting clients in accessing public funding for completing planning projects. We provide grant writing and administration services for EDA, CDBG, USDA Rural Development, Wisconsin DOT, Wisconsin DNR, WHEDA, WEDC, and the Wisconsin Public Service Commission. In addition to grant writing and administration, Vierbicher provides environmental reviews including State Historic Preservation Office clearance, financial management, reporting, monitoring labor standards, and record keeping. Vierbicher also has extensive experience assisting communities to plan, create, and implement Tax Increment Financing programs. While our company was founded on civil and municipal engineering, our extensive due diligence, market-based approach and public funding expertise have made us an industry leader with unmatched success rates. Some of our highlights include:

- Secured and leveraged over \$100 million in grants for our Clients to do their projects (with over 85 percent application success rate)



- Participated in the creation of over 125 TIDs and amended over 90 TIDs
- Communicate regularly with municipalities regarding new programs, program changes, and availability of funding for our client's needs through our funding bulletins.
- Lead the discussion by sharing our knowledge at conferences, community meetings, and as a trusted advisors to those we serve.
- Remain well connected with our legislators, which keeps us on top of legislation and how it affects our clients.

Professional Services

For over 45 years, Vierbicher has worked with local governments of all sizes to bring their visions to reality. From concept to completion, our professional services stimulate growth and revitalization in Wisconsin communities.

Our dedicated, multi-disciplinary staff makes it easy for municipalities to navigate complicated processes such as project planning, design, funding and implementation. We lend our expertise so clients can continue to focus on serving citizens and constituents in a meaningful way.

We understand municipalities today need to accomplish more with fewer resources. They also need access to professionals well versed in federal, state and local jurisdictions to ensure they meet all regulatory compliance requirements. We provide this for our clients by listening to, understanding and accommodating their needs. It's why our projects have high success rates.

Serving the Village of Mount Horeb

The team we have selected to serve the Village of Mount Horeb has extensive experience and knowledge, including personnel who were previously City/Village Administrators. We propose to primarily utilize staff from our Madison and Reedsburg offices on Village planning projects. We are also capable of enhancing our operational efficiency by cross-utilizing staff from different offices, allowing us to leverage their diverse skill sets to tackle various projects and tasks effectively. When needed, we will pull in specialty staff in order to meet the Village's project needs.

While we are not proposing any specific sub-consultants on our team, we have worked with multiple companies providing specific specialized services such as environmental cleanup and permitting, geotechnical testing and design, and wetland delineation and permitting. Where these specific services are required for a project we have multiple industry partners we can team with. Our brief team biographies follow.



Staffing Plan

Andy Kurtz - Planning and Community Development Manager

Andy Kurtz is our Planning and Community Development Manager and comes to us from the Village of Marathon City where he was the Village Administrator for nine (9) years. Andy has extensive knowledge in the public sector as it relates to planning, zoning, economic development, tax increment financing, ordinance maintenance, grant writing, public works, project management, and more.

Matt Miller, CNU-A - Planner

Matt is a Congress for New Urbanism accredited planner who will assist in site plan review, comprehensive planning, mapping, and economic development efforts for the Village.

Mark Steward, AICP

Mark will use his experience as a City Administrator for six (6) years and County Planning and Zoning Administrator for eight (8) years to provide economic development, grant writing and administration services to the Village. His breadth of knowledge in the public sector includes planning, zoning, tax incremental financing, grant writing, project management, and more. Additionally, he will assist with ordinance writing and interpretation, administering zoning ordinances and codes, and comprehensive plan development.

Lisa Marone

Lisa will use her experience in Comprehensive Plans, Housing Studies, grant applications / grant administration, environmental reviews for public funding, and Phase I Environmental Site Assessments to support Village projects.



Firm Overview



Vision to Reality

Vierbicher is a community planning and civil engineering firm that has become a proven partner for thriving Wisconsin communities and developers. Our extensive experience working with both public and private clients has earned us the reputation as a trusted advisor and a firm that brings vision to reality.

Clients choose Vierbicher not only because we get projects done, we do them well. While our core service is civil engineering, our public funding expertise, market analysis, and due diligence experience distinguish us from our industry peers. Our focus is providing unmatched success for our Clients. In addition, our wide range of work with both public and private clients has uniquely positioned us to bring added value by connecting developers to community projects.

We pride ourselves on long-term client relationships, many spanning decades. Our multi-disciplined team of experts works collaboratively and efficiently from concept to completion to accomplish client goals on time and on budget.



INTEGRATED SERVICES

- Planning & Community Development
- Economic Development
- Urban Design & Landscape Architecture
- Grant Writing & TIF
- Municipal Engineering
- Civil Engineering
- Surveying & GIS
- Water Resources Engineering



Planning and Community Development



VILLAGE OF SHOREWOOD HILLS, WI

Market-based planning, reality-based implementation

Vierbicher is an industry leader in planning and community development services. We don't just deliver pretty pictures, we bring your vision to life. We're known for our realistic plans that are developed based on analysis and local stories to ensure feasible, market-supported results.

We've partnered with forward-thinking Wisconsin towns, villages, cities and counties—some for decades—to develop plans that address each one's unique long-term needs. We work closely with our clients to develop comprehensive plans that strike a delicate balance: they meet goals, but they're realistic; they consider public input and state law requirements, but don't lose sight of long-term visions.

Best of all, our plans improve your local quality of life. We can take care of everything from grant writing, market analysis and drafting concepts all the way to completion. You can count on us to deliver results that will spur a healthier economic outlook for your community.

PROJECT TYPES: COMMUNITY DEVELOPMENT

- Mixed-Use Developments
- Corridor and Downtown Revitalization
- Residential Development
- Brownfield Development
- Parks and Recreation Facilities
- Business and Industrial Parks

PROJECT TYPES: PLANNING

- Market Analysis (commercial, retail, housing)
- Grant Writing
- Comprehensive Plans
- Strategic Area, Corridor and Neighborhood Plans
- Redevelopment Plans
- Development Impact Analysis
- Ordinance and Zoning Administration
- Tax Increment District Creation and Administration



Municipal Services



STOUGHTON, WI

Enhancing the communities in which we work.

Vierbicher opened in 1976 with a mission to enhance Wisconsin municipalities and their residents' quality of life. Today, more than 45 years later, our multi-faceted team continues to help Wisconsin villages, towns and cities meet their unique development and revitalization goals — all with the least impact possible to taxpayers.

Working alongside engaged citizens and community leaders, we develop realistic, implementable plans and offer a wide range of municipal services to make projects a success.

"Vierbicher has been an integral partner in our community's growth. Their planning, engineering, and public funding services have resulted in business park expansion and overall better amenities for our residents."

Sam Blahnik
Former DeForest Community Development Director



WISCONSIN DELLS, WI

SERVICES

- Municipal Engineering
- Grants & Tax Incremental Financing
- Community Development
- Planning & Zoning
- Surveying
- Water Resources
- GIS
- Landscape Architecture



Comprehensive Planning



TOWN OF TROY

Vierbicher helps municipalities grow, develop and revitalize

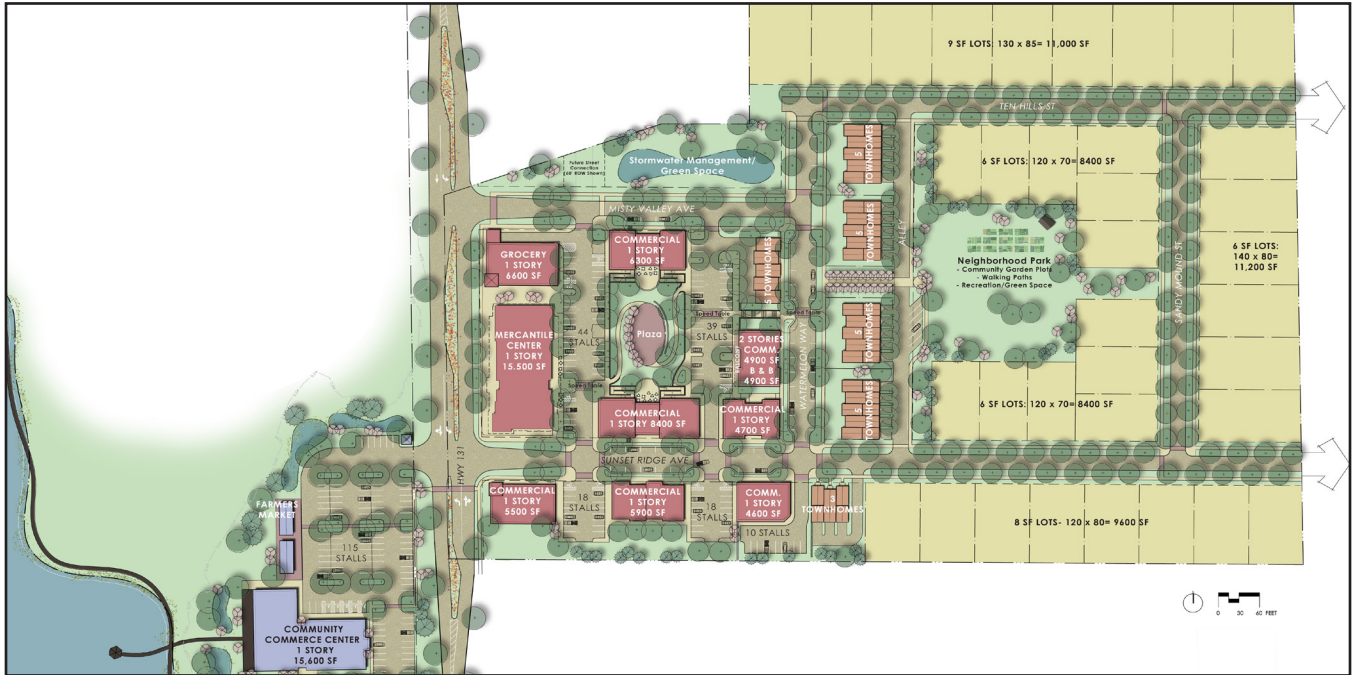
Vierbicher has worked with towns, villages, cities and counties across the State of Wisconsin to develop Comprehensive Plans that address the long-term needs of the community as well as the nine required elements outlined by state law. The adopted plans provide a framework that the communities will utilize to make land use decisions over the next 20 years.

Developing or updating a Comprehensive Plan requires an extensive process that includes substantial public stakeholder input. Vierbicher works with each community to develop a process and plan that reflects the unique needs and specific interests of that municipality. This process typically incorporates a series of educational meetings, informational mailings, a dedicated website, and substantial marketing materials to get people interested and involved in the process. Vierbicher will also facilitate a planning process that helps your community discuss and analyze potential long-term options for the future in order to improve the local quality of life.



REPRESENTATIVE PLANS

- Juneau County
- Village of Mazomanie
- Town of Black Earth
- City of Prairie du Chien
- City of Wisconsin Dells
- Multi-jurisdictional (5 townships in Dane County)
- Ashland County and 15 Participating Entities
- Town of Troy
- Town of Middleton





Municipal Site Development



Bridging the gap between people and place

Vierbicher understands there are a wide range of considerations for successful site developments. Each unique site presents a different set of opportunities and challenges. With over 45 years of experience, we have refined our site development process to result in greater efficiency and success.

Listening to the vision of our clients and analysis of the site helps us to prepare concepts that maximize use of the land. Our efficient, constructible designs and review of the necessary approval and permitting processes help to ensure that projects stay on time and on budget.

We understand that collaboration with key stakeholders, consistency with community plans, and thorough public engagement are essential, so we make it a priority to maintain effective relationships and open communication.

Vierbicher has completed numerous public works and utility buildings, public libraries, swimming pools and aquatic centers, village and city halls, and police and fire (public safety) facilities, proving we have the expertise and knowledge to complete a successful project of any size or complexity.

MUNICIPAL BUILDINGS

- DeForest Safety Building
- Gays Mills Community Commerce Center
- Oregon Police Station
- Oregon Fire & EMS Station
- Minocqua Police Station
- Weston Safety Building
- Lodi City Hall
- Mosinee City Hall
- Darlington Library
- Mount Horeb Library
- Prairie du Chien Library
- Reedsburg Public Library
- West Salem Library
- New Lisbon Public Library

SERVICES

- Planning
- Civil Engineering
- Surveying
- Landscape Architecture
- Water Resources



SUMMARY OF THE PROPOSAL

Planning Services

Vierbicher intends to provide the following Planning Services to the Village:

- Community Engagement
- Comprehensive Planning / Master Planning
- Zoning Code Writing and Administration
- Development Plan Review

The timeline and expense for any of the efforts would vary. Vierbicher proposes a split fee structure: when Vierbicher is collaborating with the Village on a Village Plan, the Daily Services Rate will be used. When performing a development review on behalf of an Applicant, the Development Reimbursed Rate Structure would be used. See rate schedules below.

DESCRIPTION OF PLANNING SERVICES

Community Engagement is woven into any planning effort when collaborating with our Clients. This includes developing and deploying community surveys, organizing and facilitating community open houses, and compiling community feedback.

Comprehensive Planning/Master Planning includes developing/updating Comprehensive Plans, Comprehensive Outdoor Recreation Plans, Urban Housing Studies, and Capital Improvement Plans rooted in community engagement.

Based on existing Village Plans, some future efforts may include:

- Village of Mount Horeb Bicycle and Pedestrian Plan
- Mt. Horeb School District Safe Routes to School (SRTS) Plan
- Housing Balance & Residential Growth Phasing Plan

Plus:

- Park Planning for future Parks (per CORP Map 3)
- Village Official Map (existing dated 2010)
- Marketing Document

Development Plan Review includes CSM, preliminary and final plat reviews, site plan reviews, rezones, zoning code compliance, funding analysis and impact assessment. Vierbicher has been providing this service in different communities for decades, such as the Village of DeForest (1988) and the Town of Middleton (1994).

Zoning Code Update includes analysis of current code, integration of legislative and judicial changes, implementation of best practices, staff engagement and review, community engagement and recodification. Please read further for Vierbicher's estimated scope and timeline to update the Village's Zoning Ordinance. For an example of a sign ordinance Vierbicher prepared in the Town of Lisbon, please see the 'Example' later in this document. Our team is currently performing a rewrite of City of Richland Center's code.



Zoning Code Recodification Scope

Consultant shall update and recodify Chapter 17 of Village Code (the Village of Mt. Horeb Zoning Code Ordinance).

The update shall integrate recent state law changes, and provide a more user-friendly document. The Zoning Code update and its recodification shall have two (2) phases.

Phase 1 – Review and Assessment

Consultant shall have a kick-off meeting with Village staff to determine project goals and objectives. Discussion points will include:

- A detailed review of the existing ordinance to identify specific areas of concern will occur.
- Discussion on the current zoning districts, with consideration on either eliminating districts or combining zoning districts, including the review of the Village Zoning Map.
- City staff will not vacant or potential development areas
- Review existing zoning forms

Consultant shall share three (3) zoning ordinances from other communities with the Village Plan Commission, plus Village staff. The Plan Commission, and Village staff shall review the ordinances and provide input on items they would like to incorporate. This input shall be used in the Zoning Ordinance Update.

There shall be one (1) public engagement event to gather resident feedback and suggestions.

Consultant Analysis and Assessment includes:

- Reviewing and annotating existing Zoning Ordinance to indicate potential changes / inconsistencies.
- Reviewing Village Comprehensive Plan (2022), CORP (2020), plus Downtown Plan (2017)
- Review Wisconsin Statutes and [Wisconsin Supreme] Court rulings regarding land use and zoning
- Preparing a Map that demonstrates changes to proposed zoning districts.
- Create a Zoning Ordinance Assessment and Direction Report based on research, staff, and community feedback.

The Plan Commission shall review the Report, providing feedback.

Phase 2 - Ordinance Revisions and Recodification

- Consultant shall modify Zoning Code based on research, staff, and community feedback. This may include:
- Creating new tables and add select graphics to illustrate the meaning of elements of the Zoning Ordinance
- Prepare new Zoning Map which incorporates proposed changes
- Prepare new zoning forms
- Coordinate with Village Attorney for a legal review.

A meeting with Village Staff shall review the draft ordinance, zoning map, plus forms for review.

Plan Commission will review the draft ordinance, zoning map, and forms, then recommend to Village Board for adoption.

A public hearing hosted at Village Board will be followed by Board discussion and adoption of the updated Zoning Ordinance.



We plan to work with the village to efficiently manage tea flow of information between the Village, Vierbicher and residents, to keep the project on schedule and to help manage Village costs and Village staff time.

WORK PLAN AND TIMELINE

Zoning Code Recodification

Authorization to Proceed	Dec 2023
Phase 1	
Kick-Off Mtg	Jan 2024
Sharing Templates, PC Mtg #1	Jan 24, 2024
Public Engagement Event	Feb 2024
Analysis & Assessment	Feb-March 2024
Review 'Zoning Ordinance Assessment and Direction Report,' PC MTG #2	March 27, 2024
Phase 2	
Preparing Ordinance	April-May 2024
Village Staff Review Draft Materials	May 2024
Review Draft Ordinance, PC Mtg #3	May 22, 2024
Village Board / Public Hearing (noticed ~1 month beforehand)	June 5, 2024

STAFFING PLAN

Planning Services and Zoning Code Recodification

Matthew G. "Matt" Miller, CNU-A – Project Manager and Primary Contact. Matt will attend Village meetings and facilitate engagement events.

Mark Steward – Land Use Law expert. Mark will assist in the review of existing Village Code, plus creating updated Code language.

Lisa Marone – Public Engagement expert. Lisa will create materials for engagement events and assist with review and rewrite of Code.

Andrew "Andy" Kurtz – Andy will assist with language creation, leveraging his experience as a Village Administrator for nearly ten years. He will provide Quality Control for the team.



PLANNING & COMMUNITY DEVELOPMENT MGR

Andrew Kurtz



BACKGROUND & ROLE

Andy Kurtz leads our Planning and Community Development team.. Andy has extensive experience in the public sector as it relates to leading all operations of a small municipal government. This includes everything from public works, planning & zoning, economic development, tax increment financing, ordinance maintenance, grant writing, administration. He has been responsible for creation and management of enterprise and general fund budgets for the community. He also has experience in the private sector as a Project Manager, where he was responsible for product development, marketing, and business development.

EXPERIENCE

EDUCATION

B.S. Business Administration,
University of Wisconsin -
Superior (1994)

PROFESSIONAL EXPERIENCE

Vierbicher
Planning and Community
Development Manager (2023)

Instructor at UW-Green Bay
Clerk and Treasurer Institute
(2017-2020)

Village of Marathon City
Administrator/Clerk/Treasurer
(2014-2023)

Village of Marathon City
Trustee (2007-2013)

Wausau Financial Systems
Major Account Sales (1995-
2014)

Village of Marathon City, Administrator-Clerk-Treasurer-Director of Public Works

- All functions of Village Administration
 - Zoning Administration and Review
 - Comprehensive Plan development and Strategic Planning
- Budget Creation and Management
- Economic development, business recruiting, and community promotion
- Human resources
- Creation and implementation of Tax Increment Financing Districts
- Elections management
- Intergovernmental relations with county, state and neighboring local governments
- Resident interaction / satisfaction
- Ordinance creation, review and maintenance
- Secured private investment for major redevelopments
- Grew the Marathon City Business Park by 60% in a ten-year span
- Secured special legislation to extend the life of TID No. 1
- Coordinated multiple grant applications
- Led multiple significant capital projects including:
 - \$10M wastewater facility
 - \$6.5M business park expansion
 - \$2.3M outdoor recreational facility
 - \$2.5M multi-year streets improvement plan
- Coordinated the voluntary annexation of over 500 acres of land
- Implemented electronic records management and standardization of forms



MUNICIPAL SERVICES PLANNER

Matthew Miller, CNU-A



BACKGROUND & ROLE

Matt has more than six years of experience in urban planning. His duties include performing housing studies and strategies, interacting with the public, attending plan commission and board meetings to facilitate plan development, and QA/QC of final plans before submitting to the clients. Matt is a multi-faceted member of the team assisting our engineers on planning items such as mapping, planning, urban service area requests. He is also part of the core team that services the Town of Middleton for all development review items.

RECENT PROJECT EXPERIENCE

EDUCATION

M.S. Urban and Regional Planning, University of Wisconsin - Madison (2018)

B.S. Political Science, University of Wisconsin - Madison (2016)

PROFESSIONAL EXPERIENCE

Vierbicher
Municipal Services Planner (2022)

Region I Planning Council
Metropolitan Planner (2020)

Wisconsin Department of Transportation
Traffic Forecaster (2017)

PROFESSIONAL AFFILIATIONS

American Planning Association (APA)

Congress for New Urbanism (CNU)

Planning & Zoning

- Richland Center Zoning Code Update, Richland Center, WI
- City of Reedsburg Comprehensive Outdoor Recreation Plan (CORP), Reedsburg, WI
- Preliminary Site Analysis (PSA), mapping, and zoning code investigations for Client project in City of Monroe, Green County, WI
- Assist with Kilkenny Farms West project, Urban Service Area Amendment (USAA), Preliminary & Final Plat processes including fee calculations plus GDP/SIP review, Waunakee, WI
- Cottage Grove Market Analysis, Cottage Grove, WI
- Mauston Housing Study, Mauston, WI
- Town of Troy Comprehensive Plan (including mapping), Troy, WI
- City of Berlin Housing and Economic Strategy, Berlin, WI
- Town Code review and suggested rewrites, Town of Middleton, WI
- Road Maintenance Mapping, Town of Middleton, WI
- Development Reviews (Plats, CMS, Site Plans), Town of Middleton, WI

Community Development

- Dane County Urban Water Quality Grant Submittal, Dane County, WI

Public Funding Services

- Three (3) 2023 DNR Knowles-Nelson Stewardship Grant submissions for the Village of Blanchardville, Village of New Glarus, and Town of New Glarus, WI
- Dane County Urban Water Quality Grant Submittal, Town of Middleton, WI
- Funding Investigations, Town of Middleton, WI
- Funding Investigations, Village of Black Earth, WI



SENIOR COMMUNITY DEVELOPMENT CONSULTANT

Mark Steward, AICP



BACKGROUND & ROLE

With over 20 years of experience in Planning & Zoning and as a Municipal Administrator, Mark has developed a wide range of skills in both the public and private sectors. Mark's expertise is in economic development, grant writing, administration, writing and interpreting ordinances, codes and laws, polices, and administering and enforcing zoning. He is also a master with budgeting financials and project management.

RECENT PROJECT EXPERIENCE

EDUCATION

Bachelor of Science Degree
(1994)
University of Minnesota,
Minneapolis, MN

PROFESSIONAL EXPERIENCE

Vierbicher
Senior Community
Development Consultant (2020)

Kalahari Development
Facilities Director (2017-2020)

City of Elroy
City Administrator (2011-2017)

Sauk County
Planning and Zoning Director
(2007-2011)

Rusk County
Zoning Administrator (2003-
2007)

Ayres Associates
Project Manager (1999-2003)

PROFESSIONAL AFFILIATIONS

American Institute of Certified
Planners (AICP)

American Planning Association
- Wisconsin Chapter

Wisconsin City/County
Management Association

Planning & Zoning

- Sauk County Comprehensive Plan
- Highway 12 Corridor Study, Sauk Co.
- Elroy Downtown Revitalization Plan
- Elroy Zoning Code Update
- Sauk County Zoning Ordinance Update
- Rusk County Zoning Ordinance Rewrite
- City of Richland Center Zoning Administration
- City of Richland Center Ordinance Rewrite
- City of Mauston Ordinance Rewrite

Community Development

- Development Agreements
- Memorandums of Understanding
- Business Recruitment & Retention
- Blight Remediation

Public Funding Services

- Capital Improvements Planning
- Funding Research & Analysis
- Grant & Loan Applications
- Grant & Loan Administration
- Tax Incremental Financing
- Low to Moderate Income Surveys
- FEMA Firefighter Grants

Floodplain Management & Floodplain Mitigation

- CDBG-EAP Grant Application & Administration, Elroy
- WDNR Municipal Flood Control Grant, Elroy
- Powerhouse Flood Mitigation Project, Elroy
- FEMA Flood Buyout Application & Administration
- Sauk County Floodplain Ordinance
- Rusk County Floodplain Ordinance
- Elroy Floodplain Ordinance
- Viola Economic Recovery Plan
- La Farge Economic Recovery Plan

Flood Recovery & Mitigation Experience

- Village of Rock Springs Municipal Buildings
- Village of Viola Resettlement Project
- Village of Rock Springs Resettlement Project
- Village of La Farge Substation Relocation Project



COMMUNITY DEVELOPMENT CONSULTANT

Lisa Marone



BACKGROUND & ROLE

Lisa specializes in connecting plans to community vision through public engagement, utilizing maps to assist with decision making and creating policies. She has experience with Comprehensive Plans, Housing Studies, grant applications and grant administration, environmental reviews for public funding, and Phase I Environmental Site Assessments. Lisa currently serves as the Sustainability Board Vice-Chair for the City of Oshkosh.

EDUCATION

B.S. Environmental Studies
(2020)
The University of Wisconsin –
Oshkosh

A.S. Environmental Energy
Engineering (2017)
Fox Valley Technical College

PROFESSIONAL EXPERIENCE

Vierbicher
Community Development
Consultant (2022)

Wisconsin Economic
Development Association
Project Intern (2020)

University of Wisconsin-Oshkosh
Student Sustainability Director
(2019)

PROFESSIONAL AFFILIATIONS

Wisconsin Economic
Development Association

RECENT PROJECT EXPERIENCE

Planning & Community Development

- Environmental Review- City of Sun Prairie
- USDA Environmental Review - City of Viroqua
- HUD Heros Environmental Review - City of Reedsburg

Comprehensive Planning

- Town of Troy Comprehensive Plan

Public Funding

- CDBG grant administration - City of De Pere, Berlin, Sun Prairie, Oregon
- Oak Meadows Senior Housing Project, CDBG Special Project Application and Administration, City of De Pere

Housing

- Berlin Housing and Economic Development Strategy
- Mauston Zoning Code



Municipal Client References

Town of New Glarus

Municipal Consultant

Chris Narveson, Town Board Chairman

PO BOX 448, New Glarus, WI 53574 (mail)

26 5th Avenue, New Glarus, WI 53574 (physical)

(608) 527-2390

cnarveson@townofnewglarus.com

Firm's Key Personnel

- Tim Schleeper
- Dan Perry
- Gary Blazek
- Matthew Miller

Village of DeForest

Municipal Consultant

Bill Chang

Village Administrator

120 S. Stevenson Street, DeForest, WI 53532

(608) 846-6751

changb@vi.deforest.wi.us

Firm's Key Personnel

- Craig Matthews
- Darrin Pope
- Mark Mathews

Town of Middleton

Town Engineer/Town Planner

Barbara Roesslein, WCMC - Town Clerk

7555 W. Old Sauk Road, Verona, WI 53593

(608) 833-5887

BRoesslein@town.middleton.wi.us

Firm's Key Personnel

- Rod Zubella - Town Engineer
- Jackie Monfils/Sarah Church - Town Stormwater Engineer
- Tim Schleeper - Town Road Engineer
- Matt Miller - Town Planner



Sign Ordinance Example

Vierbicher completed a sign ordinance for the Town of Lisbon in 2021. Please view the link provided below for an example of the work.

<https://www.townoflisbonwi.com/DocumentCenter/View/130/Chapter-11---Zoning-Code---Revised-2017-07-11---with-Addendums-PDF>

Addendum A Chapter 13 - Sign Ordinance pdf p. 244/322



2024 Fee Schedule



Classification	Labor Rate
Daily Services Rates	
Quality Control	\$170.00/hr
Project Manager	\$145.00/hr
Planning, Zoning & Community Development	\$160.00/hr
Public Engagement	\$125.00/hr
Development Reimbursed Rates	
Quality Control	\$180.00/hr
Project Manager	\$155.00/hr
Planning, Zoning & Community Development	\$170.00/hr
Public Engagement	\$135.00/hr
Zoning Ordinance Rewrite	
Not to Exceed	\$28,000

Reimbursables

Most reimbursable items, such as mileage, copies, survey equipment, are included in the billing rates above. Anything that might become a reimbursable cost will be discussed in advance and billed at the actual cost.



AGENDA ITEM REPORT

MEETING DATE

January 3, 2024

PREPARED BY

AGENDA ITEM # 6.e

Consider Resolution 2024-01 "A RESOLUTION SUPPORTING ADDITION OF MOUNT HOREB VETERANS MEMORIAL TO STATE HIGHWAY MAPS"

BACKGROUND

RECOMMENDATION

ATTACHMENTS

1. reso 2024-01 Supporting Veterans Memorial on highway map

RESOLUTION 2024-01

A RESOLUTION SUPPORTING ADDITION OF MOUNT HOREB VETERANS MEMORIAL TO STATE HIGHWAY MAPS

WHEREAS, the Mount Horeb Veterans Memorial Association planned, fundraised and constructed a memorial to Mount Horeb Area Veterans on the Village's East side; and

WHEREAS, thanks to the dedication of the Association the Memorial has become a destination for Veterans all over Wisconsin and the Country; and

WHEREAS, the addition of the Memorial to state transportation maps will allow more people to visit and view the tribute to those that have served our county; and

NOW, THEREFORE, BE IT RESOLVED that the Board of Trustees of the Village of Mount Horeb thanks Senator Hesselbein and Representative Bare for their work to add the Memorial to the state transportation maps; and

Be IT FURTHER RESOVLED that the Board of Trustees of the Village of Mount Horeb supports the addition of the Mount Horeb Veterans Memorial to state highway maps; and

BE IT FURTHER RESOLVED, that the Village Board of Mount Horeb calls on the State Legislature to approve Assembly Bill 558 and Senate Bill 521; and

BE IT FURTHER RESOLVED, the Village Clerk is hereby directed to send a copy of the adopted resolution to Mount Horeb's Legislative Delegation, the Governor, and Legislative Leadership.

Introduced and passed this 3rd day of January 2024.

Ryan Czyzewski, Village President

ATTEST:

Alyssa Gaffney, Village Clerk



AGENDA ITEM REPORT

MEETING DATE

January 3, 2024

PREPARED BY

Ryan Czyzewski, Village Board
President

AGENDA ITEM # 6.f

Strategic Planning Session Update

BACKGROUND

Discussion of the November 2023 Strategic Planning Session

RECOMMENDATION

ATTACHMENTS

1. Executive Summary

2023 Village of Mount Horeb Strategic Planning- Executive Summary

In November 2023 the Mount Horeb Village Board and Village Department Heads participated in a Strategic Planning session. The goals of the session included:

- Help participants further understand Board member and staff values & goals
- Help prioritize Village resources for future planning, policies, and resource allocation (including staffing needs, operating budgets, debt), especially for items identified in the Comprehensive Plan
- Further understand internal & external perceptions of the Village and identify peer communities
- Help Identify the barriers and challenges to overcome in order to achieve goals

Village Mission: *Heritage. Community. Opportunity.*

Village Vision: *We provide outstanding service, guide sustainable growth, value diversity and inclusion, and enhance the quality of life for all.*

Village Core Values: *Quality Customer Service, Financial Stability, Friendly Community, Pride, Strong Leadership, Fun*

SWOT Analysis – top identified items

- Strengths- staff & department heads
- Weaknesses – communications & lack of resources
- Opportunities – Growth
- Threats – employee turnover & recruitment

Peer Communities - The participants identified the Villages of Oregon, Cottage Grove, McFarland, and the City of Stoughton as peer communities for metric benchmarking.

Views from the Public

- Compliments often revolved around staff and quality of the community
- Complaints often revolved around communication and lack of amenities

Priorities – after data collection and discussion, the following top priorities were identified.

- Commercial Development and Downtown
- Streets, utilities, transportation and other Village infrastructure
- Internal staffing
- Parks
- Communications
- Housing
- Taxes
- Sustainability integration



AGENDA ITEM REPORT

MEETING DATE	PREPARED BY
January 3, 2024	
AGENDA ITEM # 7.a	
Community Development Authority	
BACKGROUND	
RECOMMENDATION	
ATTACHMENTS	
None	



AGENDA ITEM REPORT

MEETING DATE	PREPARED BY
January 3, 2024	
AGENDA ITEM # 7.I	
Sustainability and Natural Resources Committee	
BACKGROUND	
RECOMMENDATION	
ATTACHMENTS	
None	