

Proposal for City of Whitewater Zoning and Land Division Ordinance

von Briesen & Roper, s.c. | RINKA

July 31, 2026

Community Development Department
Attn: Llana Dostie, Zoning Specialist
PO Box 178
312 W. Whitewater Street
Whitewater, WI 53190
ldostie@whitewater-wi.gov

Re: Request for Proposals – Zoning and Land Division Ordinance Rewrite

Dear Ms. Dostie:

On behalf of von Briesen & Roper, s.c. and RINKA, I am pleased to propose our firms' approach to rewriting the zoning and land division ordinances for the City of Whitewater. We understand that the city is looking to replace its 2002 land division and 2016 zoning ordinance with modern, simplified, and responsive documents that are easy to read, understand, and administer. We believe the City's unique blend of small-town character, university setting, and natural resources positions the city to lead Walworth and Jefferson Counties in contextually sensitive growth and development by attracting new residents and businesses, serving its student population, and preserving what its long-term residents cherish.

von Briesen and RINKA have assembled a team that brings unique strengths to Whitewater, which set us apart from typical consultants, and we affirm that we agree with the minimum business terms as stated in the RFP.

A unique partnership. We believe our unique team of Wisconsin's leading law firm and architecture and design firm brings a pairing that will provide zoning and land division codes that you could not get from a standard planning consultant. Among publishing legal updates for the American Planning Association – Wisconsin Chapter, winning numerous design awards, and participating in multiple industry groups, our teams are deeply interested in how we can leverage updated zoning and land division practices for the best, most straightforward outcomes for the City's residents and businesses.

We have deep, relevant experience. von Briesen's team of more than 50 government law and real estate professionals solves complex legal issues for municipal governments and private clients throughout the state. RINKA's design work for private and municipal clients has shaped the civic and commercial cores of communities across the state. Our team has worked from all perspectives and uses that experience to bring thoughtful, nuanced outcomes for all our client partners, and we have partnered on previous zoning projects for communities such as Salem Lakes and Germantown.

We care about the details. We share a profound interest in getting the little things right. Balancing private development rights with public regulation responsibilities is where we work every day, and setting context-sensitive use and form controls is how we build beloved communities. The city's residents and staff will have personal, thoughtful discussions with project team leaders who will personally draft the ordinances, so you can rest assured that feedback will directly influence your ordinances.

Our partnership brings together two firms interested in creating lasting relationships and places with and for our client partners. We look forward to discussing our ideas and experience with you in greater detail.

Sincerely,



Attorney Christopher R. Smith | von Briesen & Roper, s.c.

Page | 1

Contact Information

von Briesen & Roper, s.c.	RINKA
Christopher R. Smith christopher.smith@vonbriesen.com (414) 287-1499 Samuel A. Schultz samuel.schultz@vonbriesen.com (414) 287-1254 411 East Wisconsin Avenue Suite 1000 Milwaukee, WI 53202 Thor C. Jeppson thor.jeppson@vonbriesen.com 10 East Doty Street Suite 900 Madison, WI 53703	Eric Mayne emayne@RINKA.com (262) 455-1497 756 North Milwaukee Street Suite 250 Milwaukee, WI 53202



Christopher R. Smith

Attorney

christopher.smith@vonbriesen.com

411 East Wisconsin Avenue
Suite 1000
Milwaukee, WI 53202

Tel: (414) 287-1499

Fax: (414) 238-6441

Chris Smith is a Shareholder and co-Chair of the Real Estate Section. He focuses his practice on real estate development, eminent domain and property tax. He has significant experience in all phases of real estate development with a particular emphasis on drafting and negotiating development agreements, Tax Increment Financing (TIF) and public-private partnerships. He represents both public and private entities on eminent domain matters and property tax assessments. Chris is a frequent presenter on land use and tax issues.

Chris is also a member of the Government Law Group. In addition to working with counties and municipalities on real estate and development issues, Chris has experience conducting investigations, developing intergovernmental agreements, Police and Fire Commission hearings, and transactional matters. He currently serves as City Attorney for South Milwaukee and as Village Attorney for Mount Pleasant.

Chris is a frequent presenter on land use and tax issues. He also provides the monthly case law updates to the American Planning Association – Wisconsin Chapter.

Outside of the office, Chris serves as the President and Founder of the Da Crusher Foundation, a 501(c)(3) that successfully led the effort to create and install the famous Crusher Statue and continues to oversee the annual Crusherfest celebration in South Milwaukee.

Areas of Practice

- Real Estate
- Real Estate Development
- Property Tax Assessment
- Eminent Domain and Condemnation
- Government Law
- County and Municipal Governance
- New Markets Tax Credits

Education

- Marquette University, J.D., 2004
- University of Wisconsin-Whitewater, B.B.A., 2001

Bar Admissions

- Wisconsin
- U.S. District Court, Eastern District of Wisconsin

Professional and Civic Associations

- State Bar of Wisconsin
- Milwaukee Bar Association
- National Association of Industrial and Office Properties (NAIOP-WI)
- Commercial Association of Realtors Wisconsin (CARW)

Honors and Accomplishments

- *The Best Lawyers in America*®, Government Relations (2024-2026), Municipal Law (2025-2026), Real Estate Law (2025-2026)
- Wisconsin Rising Stars (2009-2018)

Community Involvement

- Milwaukee Development Corporation (MDC), Board of Directors
- Wisconsin Policy Forum, Government Finance and Economic Development Committees



Samuel A. Schultz

Non-Lawyer Professional

samuel.schultz@vonbriesen.com

411 East Wisconsin Avenue
Suite 1000
Milwaukee, WI 53202

Tel: (414) 287-1254

Fax: (414) 238-6443

Sam Schultz is a Land Use and Development Advisor working with the firm's Real Estate and Government Groups. Sam is an experienced community development professional helping both the public and private sector with short and long-range community planning projects. He has extensive experience with economic development, zoning and land division ordinances, community engagement, and parks and open space projects.

Sam is Certified by the American Institute of Certified Planners (AICP) and CNU-Accredited by The Congress for the New Urbanism. His educational background includes a Master of Urban Planning (2016) from the University of Wisconsin-Milwaukee and an Honors Bachelor of Science in Biological Sciences from Marquette University. He is an Assistant Adjunct Professor in Urban Planning at the University of Wisconsin-Milwaukee.

Sam is the President of the University of Wisconsin-Milwaukee Urban Planning Alumni Association and is a Commissioner of the Architectural Review Commission for the Village of Whitefish Bay.

Areas of Practice

- Land Use, Development and Zoning
- Real Estate Development
- Real Estate
- TIF District Development Projects
- Government Law
- County and Municipal Governance

Education

- University of Wisconsin-Milwaukee, Master of Urban Planning, 2016
- Marquette University, B.S., 2014

Professional and Civic Associations

- American Institute of Certified Planners (AICP Certified)
- The Congress for the New Urbanism (CNU-A)
- National Association of Industrial and Office Properties (NAIOP-WI)

Community Involvement

- University of Wisconsin-Milwaukee Urban Planning Alumni Association, President
- Wisconsin Architectural Review Commission for the Village of Whitefish Bay, Commissioner



Thor C. Jeppson

Non-Lawyer Professional

thor.jeppson@vonbriesen.com

10 East Doty Street
Suite 900
Madison, WI 53703

Tel: (608) 661-3988

Fax: (608) 316-3144

Thor Jeppson is a Land Use and Development Advisor working with the firm's Real Estate and Government Groups. Thor is an experienced community development professional helping both the public and private sector with short and long-range community planning projects. He has extensive experience with all facets of zoning, policy development, site plan review and project development, sustainability, and long-range transportation planning.

His prior work experience includes the Wisconsin Department of Transportation where he served as an Urban and Regional Planner/Traffic Forecaster and most recently at the City of Monona where he served as Assistant Planner.

Areas of Practice

- Real Estate
- Land Use, Development and Zoning
- TIF District Development Projects
- Government Law
- County and Municipal Governance

Education

- University of Wisconsin-Madison, Master of Urban and Regional Planning, 2019
- University of Wisconsin-Madison, Master of Water Resources Management, 2019
- University of Wisconsin-Madison, B.S., *with honors*, Biology and Environmental Studies, 2013

TEAM + STAFF

RINKA+



KENNY ADAMS

Placemaking Strategist
kadams@RINKA.com

Kenny approaches each project with enthusiasm for learning about its community, landscape, and history. He draws inspiration from those studies and works with team leaders and project stakeholders to help establish design narratives that can help bring people together, and enhance both built and natural environments.

With experience in engineering, planning, and architecture, Kenny brings a collaborative and technical mindset that yields holistic problem solving at all scales and design phases.

BACKGROUND

Master of Architecture: UW-Milwaukee
Bachelor of Science in Architectural Engineering: University of Colorado - Boulder

CREDENTIALS

Registered Engineer: Colorado

Kenny leverages a multi-disciplinary background to celebrate community and landscape through problem-solving and collaboration during the planning proces.

SELECT PROJECT EXPERIENCE

Rock River District - Watertown, WI
Southridge Area Masterplan - Greendale, WI
Northern Gateway Community Collective - Saukville, WI
The Harvest at Pabst Farms - Oconomowoc, WI
Gary P. Grunau Memorial Plaza - Milwaukee, WI
Thrivent Development - Appleton, WI
R1VER Development – Milwaukee, WI
Loomis Multi-Family - Greenfield, WI
North Shore Athletic Village - Bayside, WI
Water’s Edge Development - Caledonia, WI
Village Green Center - Pleasant Prairie, WI

RINKA+



ERIC MAYNE

Vice President
Masterplanning Practice Leader
emayne@rinka.com

Eric brings a wide range of experience: hospitality, residential, sports and recreation, cultural buildings, and healthcare. He specializes in modern urban mixed-use projects. As the masterplanning practice area leader, he conducts multidisciplinary teams; applying his design skills to translate a client's vision, through leading community engagement, coordinating municipal entitlements, project delivery, and the technical execution of large complex projects.

BACKGROUND

Examination in Professional Practice, Southbank University, London Division of Architecture, England
Masters in Architecture, Bartlett School of Architecture, University College, England
Bachelor of Science in Architecture and Certificate in Urban Planning, SARUP, University of Wisconsin-Milwaukee

CREDENTIALS

AIA, Member
RIBA, Royal Institute of British Architects, Member

As an internationally registered architect and urban planner with over 20 years of award-winning design experience, Eric has built an impressive portfolio that encompasses many sectors.

SELECT PROJECT EXPERIENCE

Southridge Area Masterplan - Greendale, WI
Thrivent Development - Appleton, WI
Northern Gateway Community Collective - Saukville, WI
Highland Avenue Bridge - Milwaukee, WI
River Point District Masterplan - La Crosse, WI
Rock River District - Watertown, WI
Lakeshore Commons - Oak Creek, WI
Lakefront Gateway Plaza - Milwaukee, WI
Pleasant Prairie Mixed Use Masterplan - Pleasant Prairie, WI
Germantown Masterplan - Germantown, WI
American Orthodontics – Saukville, WI
Gateway Sports Academy – Saukville, WI
Gary P. Grunau Memorial Plaza - Milwaukee, WI
Zizzo Offices – Milwaukee, WI
Water’s Edge Condominiums – Caledonia, WI

Firm History

Founded in 1904, we are today more than 200 professionals strong with offices throughout Wisconsin, in Chicago and in Naples, Florida. Our practice is global, national, regional and local and we are regularly chosen by industry leaders for their most significant and complicated legal matters while at the same time assisting growing businesses, startups and entrepreneurs in addressing their legal needs. Neither "Big Law" nor a "small firm", we fit the niche that sophisticated consumers of legal services seek.

Our Knowledge in Real Estate Development

Real estate development is never one-size-fits-all and neither is our approach. We operate differently from everyone else because our clients expect more than cookie-cutter solutions. Whether working with a government entity or a private developer, our real estate development team thrives on creative thinking, bold problem-solving, and strategically navigating a broad range of legal, regulatory, and financial challenges.

We cover all the essential lanes: site selection, land acquisition, TID/TIF development, New Markets Tax Credits, environmental, brownfield redevelopment, urban renewal, development agreements and zoning regulations. By using one team with a unified strategy, your project moves forward faster and more efficiently.

Our experience spans the full spectrum of scale and complexity, ranging from municipal redevelopment efforts to high-value commercial ventures and multi-phased public-private partnerships. We integrate multiple legal disciplines under one roof, including:

- Purchase and Sale Transactions
- Commercial and Public Financing
- Construction
- Land Use and Zoning
- Site Selection and Feasibility
- Economic Development Incentives
- Environmental and Regulatory Compliance
- Tax
- Planned Development Districts

Whether it's a government-led initiative or a commercial real estate project, our team is built to deliver solutions that are as innovative as the developments we help bring to life. Because when it comes to real estate, you either develop and evolve with the times or get passed by.¹

Experience in Zoning

Our firm's professionals have much experience drafting and administering zoning ordinances. We pride ourselves on offering long-term guidance to our municipal client partners and aid many in keeping their ordinances up to date as planning practice and state statutes change over time. Some current municipal zoning client communities include the Village of Mount Pleasant, the City of Sheboygan, the City of Cudahy, the City of Kenosha, the Town of Spider Lake, and the Village of Salem Lakes.

¹ See: <https://www.vonbriesen.com/our-services/practice-areas/2718/real-estate-development>



YOUR STRATEGIC PARTNERS

We are planners, architects, interior designers, and brand strategists focused on your business goals. Founded in 2006, RINKA is a design collective specializing in creative problem-solving and innovative place-making to create meaningful experiences for people. We maintain a broad based architectural practice that connects inspiring designs with practical and functional solutions. Collaborating to ensure success, our team builds long-term relationships with progressive and visionary clients.

RECENT AWARDS

2025 ASID WI, Gold Award - American Orthodontics
2025 ASID WI, Gold Award - Norden Range
2025 ASID WI, Silver Award - Casera
2025 ASID WI, Silver Award - BVK
2025 IIDA WI - R1VER Office
2025 IIDA WI - The Bridgewater Modern Grill
2025 MKE Business Journal Real Estate Award - New Construction - The Couture
2025 Daily Reporter - Top Project - The Symphony
2025 Daily Reporter - Top Project - The Couture - Project of the Year
2025 Daily Reporter - Top Project - COAST @ Lakeshore Commons
2025 Daily Reporter - Top Project - American Orthodontics
2024 Slag Cement in Sustainable Concrete Project of the Year - The Couture
2024 ABC Project of Distinction - Gold Award - The Symphony
2024 AIA Merit Award - Camp Minikani
2024 MKE Downtown, Bid #21 – Downtown Achievement – Visionary Award - The Couture
2024 WI Ready Mix Concrete Association – Concrete Design Award - The Couture
2024 MKE Business Journal Real Estate Award - SoftwareONE
2024 Daily Reporter Top Projects - Woodnote Residences

SERVICES

ARCHITECTURE + INTERIORS

Visioning
Site Analysis + Feasibility
Master Planning
Architecture
Interiors
Landscape Design
Construction Documentation
Construction Administration

RESEARCH + COMPLIANCE

LEED Certification
WELL Certification
Historic Preservation
Code + Compliance Analysis

BRAND + EXPLORATION MEDIA

Brand Creation + Development
Website Brand Presence
Graphic + Motion Design
Virtual Augmented Reality Experiences

CONTACT

756 N. Milwaukee Street, Suite 250,
Milwaukee, WI 53202
414.431.8101

613 NW 3rd Ave, Suite 104A,
Fort Lauderdale, FL 33311
954.820.7500

44 E. Mifflin Street, Suite 101
Madison, WI 53703
608.283.9835



[linkedin.com/company/rinkamke](https://www.linkedin.com/company/rinkamke)



[instagram.com/we.are.rinka/](https://www.instagram.com/we.are.rinka/)



[facebook.com/We.Are.RINKA/](https://www.facebook.com/We.Are.RINKA/)

130+ INDUSTRY AWARDS

“If Milwaukee is getting a reputation as a great place to visit and to work, The Couture makes a bold statement about what it can be to live there. Here, you have to applaud the full utilization of the city’s features – a lakefront and rivers – that show the city at its best.”

- Daily Reporter Top Projects Judge, Jeff Beiriger

AUTHORIZED REPRESENTATIVE

Eric Mayne, AIA, RIBA
WI License Number: 3009-11
emayne@rinka.com
262.455.1497

Proposed Approach

The project team proposes breaking the process down into three distinct phases. These phases help gather public sentiment, focus discussions throughout the drafting process, and enhance team feedback at each stage.

Inspiration

Research

The project team will analyze all pertinent city-adopted plans, which contain existing, approved goals and objectives, including Whitewater Forward 2045, recent housing affordability analyses, market analyses, City of Whitewater Parks and Recreation Open Space Plan 2026-2031, and transportation plans. The project team will also analyze the existing zoning and land division ordinances and, with the city staff's feedback, identify issues that need resolution, ways to simplify the ordinances, and ideas for streamlining processes, particularly in light of the identified cross-consistency sections identified in the RFP.

This research phase will provide preliminary recommendations for the zoning and land division ordinance rewrite, which, upon initial review, will likely include form-based controls, consolidated use tables, and simplified organization for ease of administration. Our project team also has extensive experience writing content-neutral sign ordinances, which we view as part of the entire zoning text and typically directly integrated in updated standards. The project team also has significant experience drafting objective conditional use standards which stand up to 2017 WI Act 67 scrutiny. We often recommend communities significantly reduce and objectify their conditional use requirements, and frequently have such conversations with municipal clients. In the Village of Mount Pleasant, for example, our work has helped reduce conditional use applications to fewer than two annually, while we assisted South Milwaukee in completely eliminating conditional uses from their ordinances. Other Whitewater-specific amendments may include changes such as residential district consolidation which both address city planning goals and address recent changes to state law, such as ensuring zoning ordinances align with the density ranges and growth areas identified in the Comprehensive Plan update, consistent with 2025 WI Act 173. The project team will also provide some comparison benchmark codes, including the pros and cons of their structure and implementation for consideration.

Understand

The project team will propose a comprehensive public outreach and participation plan for feedback and approval. This plan, designed to ensure the community's voice is heard and valued, will include project-branded visual media for city use, opportunities for public feedback, including at least two visioning sessions, a dedicated project portal on the city website, virtual engagement sessions, private stakeholder meetings, and presentations at city committee meetings. We will look to draft a public outreach plan that is sensitive to the seasonality of the University of Wisconsin-Whitewater academic calendar, balancing opportunities for potential student and faculty involvement with the quieter summer months.

Author

The project team will use the introductory public feedback, preliminary city staff meetings, and research to draft the ordinance's introductory articles, including a vision statement for the city's zoning and land division regulations, purpose statements, and related reference language. The initial feedback gathering, community ideas, and adopted comprehensive plan will shape the vision statement and purpose statements for the new regulations. The project team will present these introductory articles to the Plan Commission or a different city steering committee as directed.

Ideation

Ideate

The second phase of the drafting process will dive into the detailed drafting of the new zoning and land division ordinances. The project team proposes breaking the zoning ordinance down into three major parts, Site Design Guidelines, Zoning Districts and Uses, Administration and Definitions, and one minor part, Introductory Provisions. Each part will begin with a staff ideation meeting, narrowing down the recommendations from the inspiration phase into discrete objectives for the new ordinance. For example, when working on the Site Design Guidelines, objectives may include drafting an ordinance that embraces the mixture of downtown, academic, and suburban contexts when considering the gentle density objectives. At the same time, the project team will begin amending the land division ordinance to comply with recent changes to state law, including 2025 WI Act 173, update statutory references, and ensure all land division design considerations comply and coincide with the draft zoning amendments so each ordinance works in tandem. The project team will circulate these drafts with the staff for cyclical feedback throughout the drafting process. During the Zoning Districts and Uses phase, the project team will also begin drafting high-level map amendments for cyclical review and input from City staff.

Prototype

Once the project team and the staff reach an acceptable framework, the project team will present the prototype ordinances to the Plan Commission and public stakeholders and post the prototype to the project website for additional feedback. The project team proposes drafting the parts in the order listed above because once communities are comfortable with their site design guidelines, consolidating zoning districts is often an easier discussion. When the Plan Commission and Common Council are comfortable with those documents, decisions about administrative delegation become easier.

Test

Throughout the drafting of each part, the project team will work with the staff to test, revise, and re-test the proposed zoning ordinance against the existing built environment and Whitewater's desired future state. The project team will also pay attention to the City staff's ease of administration post-adoption and draft ordinances that are flexible enough to withstand future refinements as a living document over time.

Implementation

Connect

Upon entering the final phase of the project, the project team will work to ensure that they have heard and addressed the concerns of all community stakeholders. This process may include another public open house meeting if desired by the City. The project team will also provide descriptive "one-page" summaries of major topics of change. These summaries will provide a clear and concise overview of the key changes in the zoning and land division ordinances, making it easier for the city to communicate these changes to the public both during and post-adoption. The project team recommends two virtual Q&A sessions, one at midday and one in the evening, along with a pre-recorded explainer video for the public, elected officials, and appointed officials to reference as needed.

Entitle

The project team will collaborate with the staff to finalize any edits and create a final draft of the written zoning and land division ordinances and map amendments for consideration by the Plan Commission and Common Council. The project team will also complete a full legal review of the finalized ordinances.

Adoption

The project team is committed to providing representation and guidance throughout the formal ordinance adoption process, including final Plan Commission meetings, public hearings, and Common Council meetings. After adoption, the project team will coordinate the implementation of zoning maps and ordinance text on city hosting services, address any post-adoption questions, and assist in drafting any requested post-adoption updates. The project team also emphasizes its long-term commitment to the city, where it will provide recommendations for updates to services as practice, state law, or market conditions change over time. The final ordinances should be a living document that provides an updated framework for Whitewater's long-term evolution.

Proposed Project Schedule

Inspiration

3 months

Month 1

- Meet with staff for project kickoff
- Start targeted background research
 - o Deliverable: preliminary zoning ordinance recommendations and current shortcomings
- Draft public engagement plan
 - o Incorporate adopted Comprehensive Plan goals and objectives into all materials
- Start public outreach
 - o Deliverable: Public outreach marketing items (visual media: banners/flyers/web)
 - o Deliverable: Dedicated project portal page on city website

Month 2

- Hold community visioning session
 - o *Note: This session can be postponed depending on season, UWW academic calendar, and city feedback to maximize input.*
- Continue targeted background research
- Stakeholder meetings
- Meet with staff to discuss visioning session outcomes
 - o Deliverable: Visioning session feedback forms and data summary
- Use visioning session and staff feedback to draft introductory chapter for zoning and land division ordinance

Month 3

- Meet with Plan Commission to summarize introductory articles for zoning ordinance and set the stage for detailed chapter drafting
 - o Deliverable: Introductory articles

Ideation

12 months

Months 4-6

- Meet with staff monthly
- Draft consolidated use table, use definitions, and city-wide design guidelines
- Quarterly Plan Commission update
- Website progression updates
- Deliverable: Finalized use and design guidelines articles

Months 7-9

- Meet with city staff monthly
- Meet with city-recommended interest groups (business, homebuilders, common developers, inter-governmental partners)

- o *Note: These sessions can be moved earlier in the process to swap with the visioning session depending on city feedback*

- Draft zoning district and form guidelines
- Test proposed district standards against existing built environment
- Start drafting zoning map GIS updates
- Quarterly Plan Commission update
- Website progression updates
- Deliverable: Finalized district and form articles

Months 10-12

- Meet with staff twice
- Draft zoning administration and definitions articles
- Continue testing zoning map GIS updates
- Quarterly Plan Commission update
- Website progression updates
- Deliverable: Finalized administration and definitions articles

Months 13-15

- Meet with staff twice
- Consolidate zoning articles into full draft document
 - o Deliverable: Draft zoning ordinance
 - o Deliverable: Zoning ordinance update single topic explainer pages
- Finalize zoning map GIS updates

Implementation

3 months

Month 16

- Meet with staff to finalize implementation schedule
- Full legal review of draft
- Final public involvement meeting, virtual Q&A meetings (mid-day and evening recommended)
 - o Deliverable: Pre-recorded explainer video
- Second open house meeting
- Meet with Plan Commission and hold formal public hearing
 - o Incorporate final Plan Commission changes
 - o Forward Plan Commission recommendation to Common Council
 - o Deliverable: Plan Commission approved ordinance draft

Month 17

- Common Council vote on Plan Commission recommended ordinance
 - o Deliverable: Final adopted ordinance, formatted for Municode incorporation with associated mapping, image, and text files.

Month 18+

- Deliver finalized ordinance to staff
- Implement zoning text and map updates on code-hosting service and GIS
- Answer any post-adoption questions, assist drafting any post-adoption clarifications or updates
- Provide long-term code update recommendations for changes in practice or law

Project Examples

South Milwaukee Zoning Ordinance Rewrite

The zoning chapter rewrite in South Milwaukee aimed to streamline and simplify permitting and development processes by removing conditional uses, setting up objective site design standards, and allowing for administrative reviews of properly zoned site plans. The new comprehensive framework addressed the city's housing needs and levy constraints by allowing one- and two-unit dwellings as-of-right in all residential areas and encouraging growth along key corridors. The updated ordinance reduced the number of base zoning districts from 11 to 6, eliminating the public district and merging manufacturing areas while consolidating residential districts to create a more efficient and context-sensitive zoning approach based on intensity rather than strict use separation.

In addition to enhancing housing flexibility, the revised chapter allowed commercial and residential uses to sit closer together by permitting certain commercial uses along arterial streets in some districts. The new site design standards ensure functional, safe, and aesthetically pleasing developments, incorporating commercial façade guidelines and reducing parking minimums by over 50%. The new ordinance prioritized enhanced environmental sustainability through objective regulations for landscaping, screening, and outdoor lighting, including stronger requirements for native plantings and stricter light pollution controls. Collectively, these updates offer property owners significant flexibility while fostering a coherent and attractive urban environment in South Milwaukee.

For More Information

<https://www.southmilwaukee.gov/558/Zoning>

Contact:

Ericka Lang

Economic Development Manager/Zoning

Administrator

City of South Milwaukee

elang@smwi.org

414-762-2222 ext. 135

Table III-1: Uses						
Use	Z-1	Z-2	Z-3	Z-4	M-1	Reference
Assembly						
A-1 (Theaters, indoor sporting, outdoor activities)	—	—	—	P	—	§ 15.28A
A-2 (Food and drink)	—	—	>	P	—	§ 15.28A
A-3 (Amusement)	—	—	>	P	—	§ 15.28A
Business						
B (Professional or service)	—	—	>	P	P	§ 15.28B
Educational						
E (Schools and day cares)	—	—	>	P	P	§ 15.28E
Factory						
F (Low- and Moderate-hazard)	—	—	—	—	P	§ 15.28F
High-Hazard						
H (High-hazard)	—	—	—	—	P	§ 15.28H
Home Occupation						
HO-1 (Home office)	—	P	P	P	—	§ 15.28H
HO-2 (Small business)	—	P	P	P	—	§ 15.28H
Institutional						
I-1 (24-hour care facilities)	—	—	—	P	P	§ 15.28I
I-2 (Secure facilities)	—	—	—	—	P	§ 15.28I
I-3 (Day care facilities)	—	—	>	P	P	§ 15.28I
Mercantile						
M (Merchandise sales)	—	—	>	P	P	§ 15.28M
Outdoor						
O-1 (Cemeteries)	P	P	P	—	—	§ 15.28O
O-2 (Natural areas and recreation)	P	P	P	P	P	§ 15.28O
O-3 (Non-accessory parking)	—	—	P	P	P	§ 15.28O
Residential						
R-1 (Permanent ≤2)	—	P	P	—	—	§ 15.28R
R-2 (Permanent ≥3)	—	—	>	P	—	§ 15.28R
R-3 (Transient occupancy)	—	—	>	P	—	§ 15.28R
Storage						
S (Low- and moderate-hazard)	—	—	—	—	P	§ 15.28S
Utility and Miscellaneous						
U (Accessory structures and uses)	—	P	P	P	P	P

City of Sheboygan Zoning Ordinance Rewrite

von Briesen reorganized, consolidated, and strengthened the city's land use development regulations in numerous ways. The city is currently discussing the final draft through its committee structure. Specifically, the final draft includes the following changes.

1. A reorganized structure is easier to read, navigate, administer, and update to reflect the community's evolving priorities and needs.
2. Simplified administration procedures delegate review authority for day-to-day tasks to staff, focusing Plan Commission agendas on legislative, long-term planning, land division, planned development districts, and other high-level decisions that require public oversight.
3. A reduced reliance on subjective review procedures and conditional uses reduces legal risk associated with recent changes to state laws.
4. Consolidated zoning districts organize the city by intensity, rather than a strict separation of underlying uses, to better consider existing neighborhood context while still allowing the city to grow and adapt naturally over time.
5. Greater flexibility for residential developments, including allowing accessory dwelling units, duplexes, cottage courts, townhomes, and mixed-use buildings in a wider number of situations, also allows local, small-scale, and natural growth to address needed housing.
6. A consolidated use table allows for greater use flexibility within districts, while still regulating businesses most frequently cited as nuisances.
7. Objective site design regulations applied across the city update standards for native-focused landscaping; multi-modal access and parking lot design; dark sky lighting design; high-quality architecture; and similar publicly-visible aspects of development that provide flexibility for property owners while keeping high standards of development city-wide.

For More Information

Taylor Zeinert
Director of Planning & Development
taylor.zeinert@sheboyganwi.gov
(920) 459-3383

Village of Mount Pleasant Updated Residential Standards

von Briesen collaborated with the village to support a flexible, simple, and up-to-date zoning ordinance. Through this update, the firm:

- Updated detailed descriptions of residential districts to explain where applying those districts is appropriate;
- Updated the ordinance's organizational structure to consolidate repeated sections;
- Updated regulations on when more than one principal building is allowed per lot;
- Consolidated the lot and building regulations table;
- Switched from using maximum building coverage to maximum impervious surface coverage;
- Switched from measuring building height by feet to stories to both align with the ordinance's commercial regulations and have consistent neighborhood character;
- Moved the gardening regulations to the accessory uses and structures section where similar regulations regarding amateur radio service antennas, home occupations, and solar energy systems reside;
- Moved the garage regulations to the parking and access section to consolidate vehicle and parking-related regulations together; and
- Added an RN (Neighborhood Residential) district between the RL and RM district per Plan Commission request and made other minor updates based on Commission feedback.

This update and other administrative updates, including permitting staff review for all residential zoning applications in light of updated statutes from 2023 WI Act 16, allowed the city to review and permit more than 1,500 new housing units in the past few years. Those units include a mix of senior housing, detached houses, two-unit houses, cottage courts, and multi-family buildings.

§ 90-110.20: Permitted Building Types

Residential zones permit the building types listed in Table 90-110-2.

Building Type	Districts					See Section
	RE	RL	RN	RM	RH	
	P = Permitted					
	- = Prohibited					
	Residential Buildings					
Detached house	P	P	P	P	P	(A)
Two-unit house	P	P	P	P	P	(B)
Twinhouse	-	P	P	P	P	(C)
Townhouse building	-	-	P	P	P	(D)
Multi-unit building	-	-	P	P	P	(E)
Cottage court	-	-	P	P	P	(F)
Backyard cottage	P	P	P	P	P	(G)
	Nonresidential buildings					
Civic building	P	P	P	P	P	(H)

Table 90-110-0:2 Permitted Building Types

For More Information

<https://www.mtpleasantwi.gov/ArchiveCenter/ViewFile/Item/4522> (Page 61)

Tami Simons
Village Administrator
Village of Mount Pleasant
tsimons@mtpleasantwi.gov
(262) 664-7818



RIVER POINT DISTRICT

La Crosse, WI

Bordering the Mississippi River, this masterplan development site has a rich history of past industrial uses and continued ecologically valuable wetlands.

RINKA was chosen to lead the Masterplanning and visioning for a vibrant new community and neighborhood oriented mixed-use development. The development will engage nature and introduce lively and more urban design oriented conditions to create an elevated experience for living in this region. The layered introduction of a grid addresses the site's existing surroundings and expands promoting access to large green spaces. A main street feel with pedestrian focused accessibility throughout guides the design for this unique location.

STATUS	SIZE	PARTNERS
Ongoing	50 acres	City of La Crosse

LA CROSSE PUD DESIGN & INFRASTRUCTURE STANDARDS

Table 3.1.5 - PEDESTRIAN LEVEL OF SERVICE
Walkability
Prioritize the pedestrian, create many pedestrian connections, ease of crossing all roadways
Two-way pedestrian movement
Parallel lanes for activity (curb, circulation, building use)
Various Landscape microclimate modifiers
Street Definition
Curb Extensions w/ strong corners
Continuity of building frontage (no gaps exceeding 75')
Layered building edges - relief in building facades between ground floor and upper levels
Visual Diversity with Architectural Harmony
Multiple lots & lot widths
Changes in texture, color, light and shade
Moderated continuity - height, proportion, architectural style
Visual Depth - Interior/Exterior Linkage
Frequent pedestrian access points and entrances
First level, upper levels, inside/outside
Maintenance
Comprehensive, daily, seasonal, private/public coordination and partnership
Quality
Detail, materiality, authenticity, genuine, original, timeless



Bicycle & Active Transit Lanes

The master plan encourages the use of bicycles and other forms of active transit across the site by providing infrastructure designed to support safety and comfort of use. **Green boulevard roadways throughout the site include travel lanes for vehicles and bicycles. Neighborhood streets are compact due to lower traffic frequency. See Figure 3.1.5 and Street Section Type A in Figure 3.1.1.2.**

Signage and streetscape character should encourage bicycles and other forms of active transit to operate within designated lanes rather than on

pedestrian sidewalks. Bicycle and active transit parking should be thoughtfully integrated throughout the site. Organized parking schemes decrease visual clutter and create pleasant pedestrian experiences. Areas of high commercial or retail activity, public parks, and amenities should provide bike racks or demarcated parking areas to encourage parking in specified areas.

Residential zones are encouraged to provide public bike racks/parking zones near major building entry points. Bike rack and parking zones should be designed to avoid impedance of pedestrian travel.



3.1.2 Build-to-Zones and Mixed Building/Landscape Zones

Build-to-Zones (BTZ)

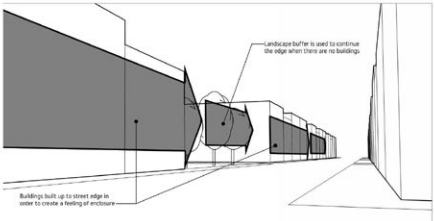
Active pedestrian streets are promoted through enclosure provided by buildings with ground floor activities linked to the street. Build-to-Zones (BTZ) help ensure that buildings are located near the front and corners of the building lot. A BTZ is defined as the space extending between the defining the edge of a public right-of-way and a predetermined maximum setback line. For the BTZ:

- Architectural elements such as porches, decks, stoops, bay windows, balconies, awnings, roof projections, covered walkways, ornamental features, and lighting should fall within the BTZ range
- BTZs shall not extend into a utility easement, beyond a property line or interfere with required vision triangles
- Temporary uses such as tables, planters, or similar elements should be allowed to extend within the public right-of-way. All encroachments must be permitted and approved by the City of La Crosse
- At least 60% of the linear edge shall be building facade

Mixed Building/Landscape Zone (MLZ)

Applies to conditions in which it is difficult to prescribe the precise locations of building on the lot. In such cases a new building might occupy the edge of the lot along one side or be located in the middle of the lot. In such circumstances the zone along the outer perimeter of the lot, abutting the public right of way should be a layered approach to creating a harmonious combination of landscaping and building facade.

Landscape areas should include multiple layers of continuous elements such as hedges, decorative fences, and closely spaced trees. The goal is to create a strong, rhythmic system of elements that clearly designates the public walkways/easements and acts as an attractive, pedestrian friendly feature. Other features might be used to create a surrogate building face with free-standing pergolas, arbors, loggias, arcades, and garden walls.



3.1.1 Street Design

Vehicular circulation must be safe, designed efficiently to maintain/operate, and be supportive of the major economic, environmental, and community goals of Riverside North. An internal vehicle and shared bicycle circulation pattern is facilitated by a hierarchy of public/private roads within the development. This internal system is intended to allow vehicles and bicyclists to navigate within the development site, connect to the existing city grid and thereby lessening the traffic burden on Copeland Avenue.

The provisions of Chapter 44-Traffic and Vehicles of the Municipal Code pertaining to vehicular roadway

regulations shall remain in effect unless otherwise modified by the Plan Commission as a part of the approval of detailed site and building plans with recommendations by the City Engineering Staff.

The projects street sections are designed to include typical urban elements including sidewalks or paved trails, a green or paved terrace, parallel parking, required ROW infrastructure, and automobile/bicycle travel lanes. These elements support travel by foot, bicycle, and motor vehicle.

At street intersections, corner radii will be sized to support traffic calming measures. Secondary street

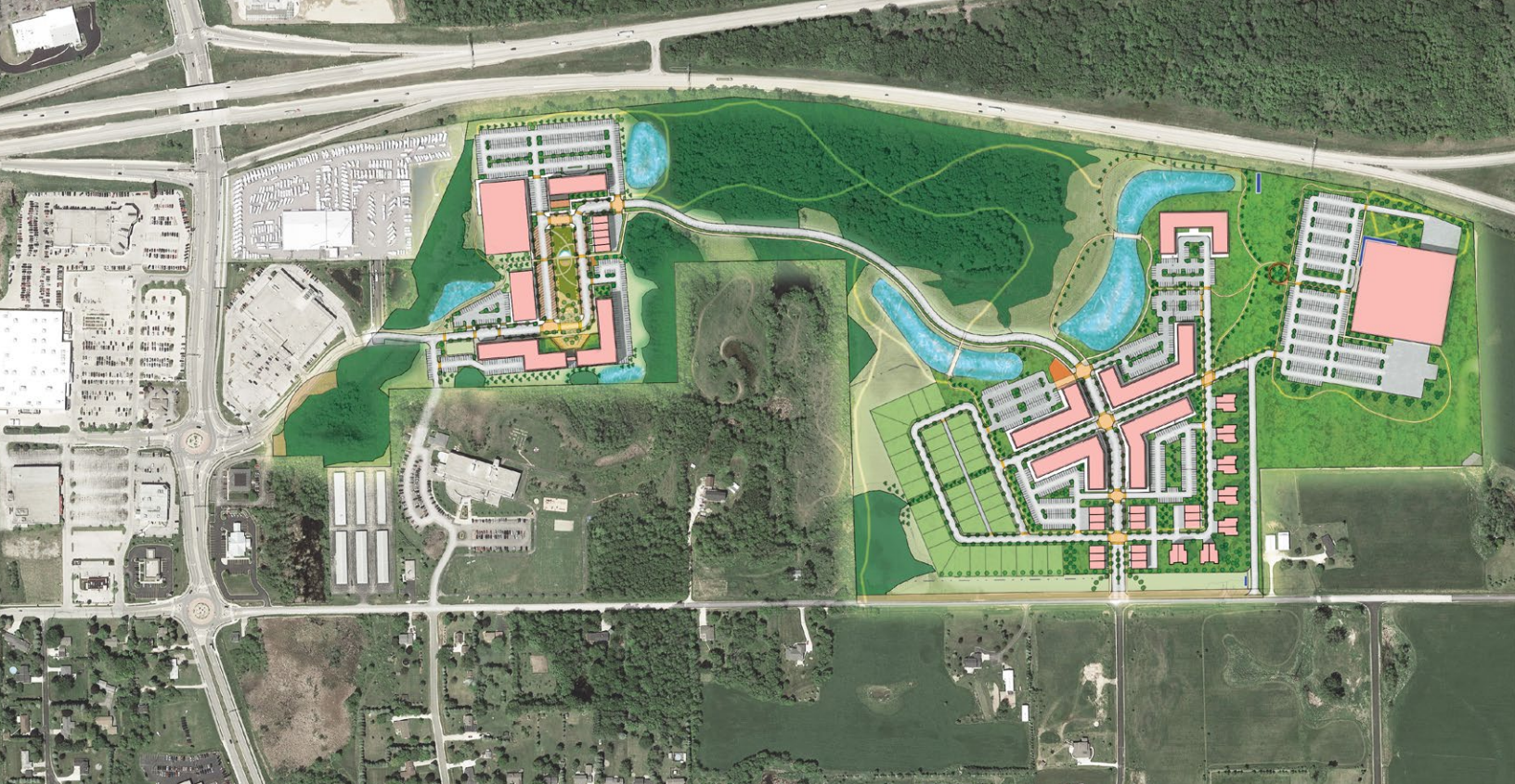
intersections are to be designed with a corner radius of 15'-0", and primary intersections are to be designed with a corner radius of 23'-0".

Where internal streets meet the new boulevard, curb extensions should be introduced and intersections shall be raised to reduce crossing distances and create parallel parking zones. Alleyways and parking courts will be used to minimize driveway curb cuts along streetscapes and enhance walkability with an emphasis on pedestrian safety.

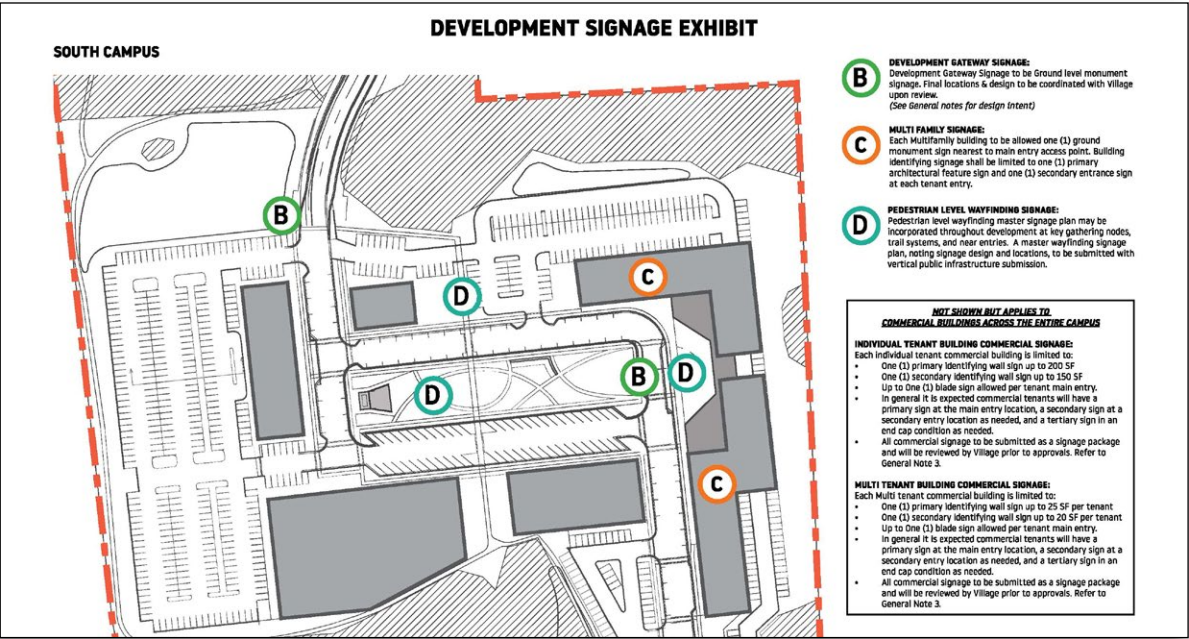
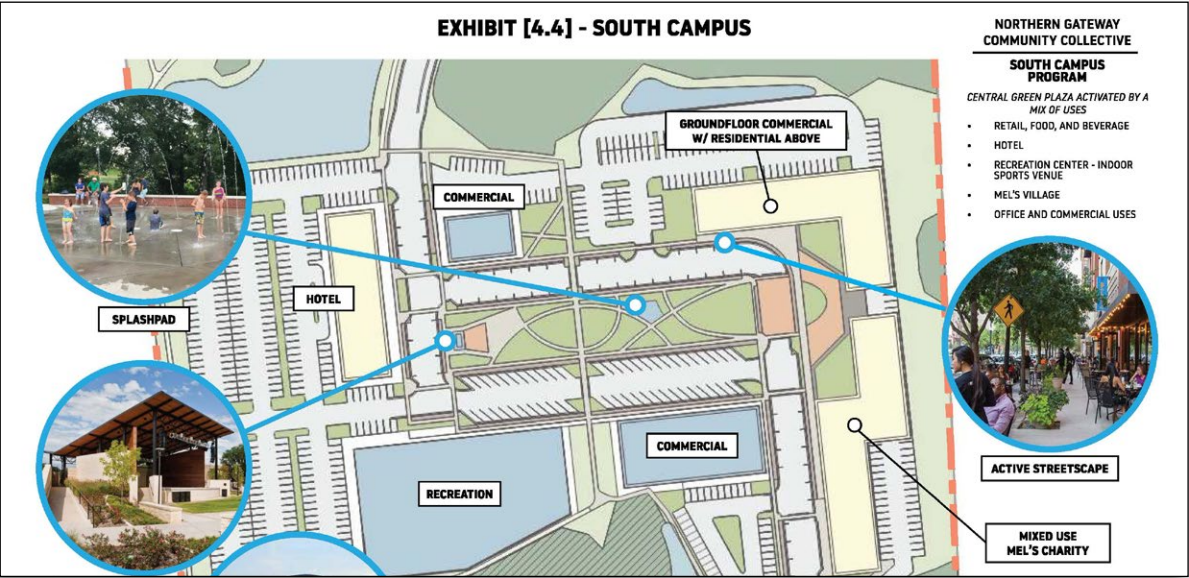
The road types planned for Riverside North are illustrated in Figure 3.1.1.1 and 3.1.1.2.



FIGURE 3.1.1.1: Active Street Types



SAUKVILLE PUD DESIGN & SIGNAGE STANDARDS



NORTHERN GATEWAY

Saukville, WI

Northern Gateway Community Collective is an inspirational masterplan designed for a vibrant new community in the village of Saukville.

The vision for the 118-acre community places ideal experiences first and has a vibrant mix of uses reinforcing a safe, walkable, and balanced community. The centerpiece of the community is a nurturing green space that will be supported and programmed by Mel's Charity to fully immerse IDD individuals into the community fabric. This amenity-rich green space will be an asset for local residents and a destination for surrounding communities.

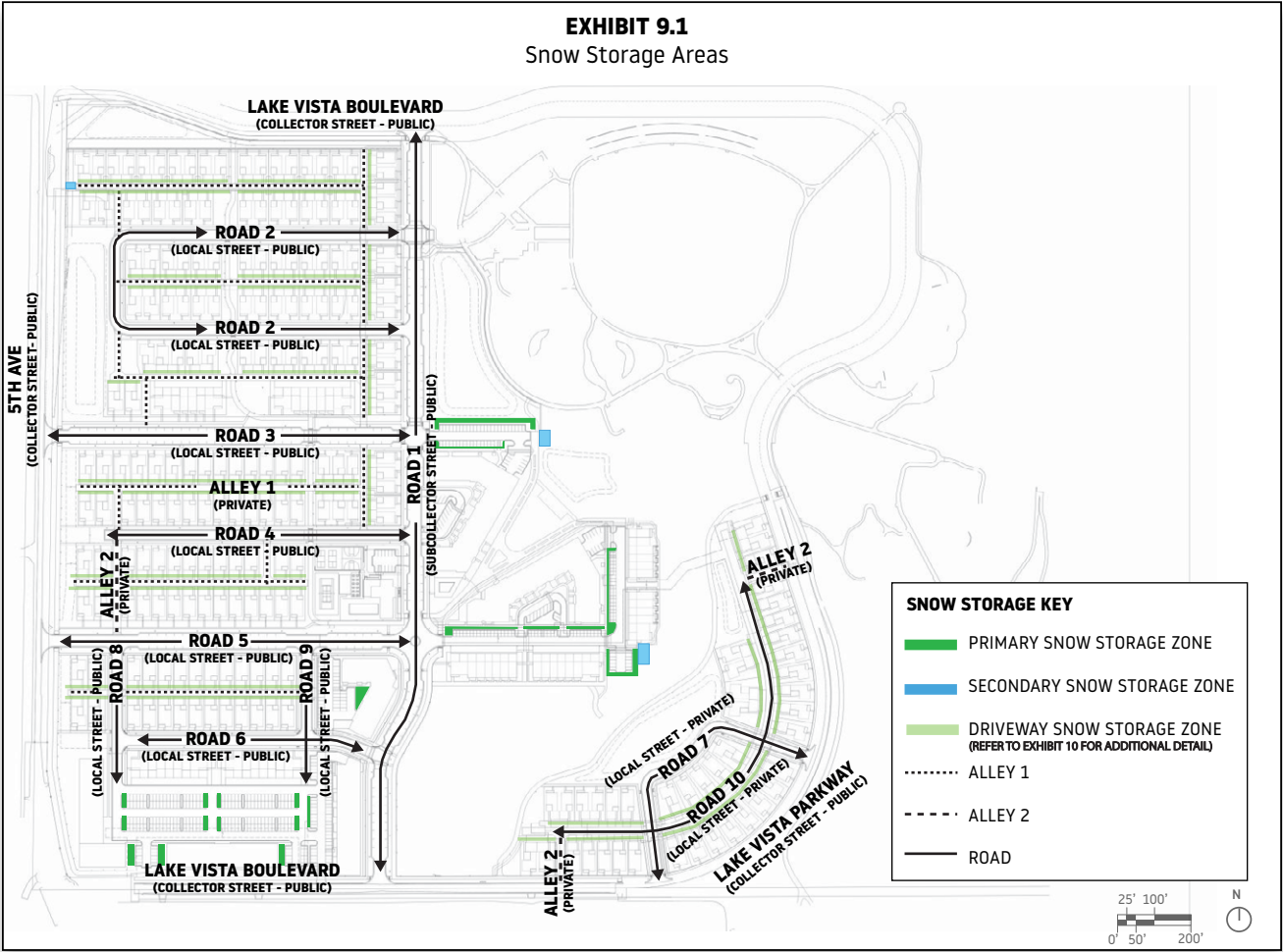
STATUS	SIZE	PARTNERS
Ongoing	120 acres	Ansary Development & 3 Leaf Partners

7/8/2022 SAUKVILLE PUD OVERLAY ITEMS			
Revision #	Existing Code Section	Existing Code : Text Text	Proposed Deviation : Text Text Deviations
	Section J : Traditional Neighborhood Development Design Standards		
1	205-50 J(1)(b)	Individual businesses should not exceed 7,500 square feet in size.	Individual businesses (South Campus sports complex) should not exceed 50,000 square feet in size.
2	205-50 J(1)(b)(1)	Add permitted use.	Fitness, Recreation, and Sports Facility uses shall be permitted.
3	205-50 J(2)(a)(1)	The number of single-family attached and detached units permitted shall be five to eight plus dwelling units per net acre;	2.0 to 8+ dwelling units per net acre
4	205-50 J(2)(a)(2)	The number of multifamily units shall be 15 to 40 dwelling units per net acre.	5.8 to 40 dwelling units per net acre
5	205-50 J(2)(b)(1)	The number of single-family and multifamily dwelling units permitted shall be calculated the same as above plus an additional number of units not to exceed 10% of the amount permitted above.	Single-Family: 2.0 to 8+ dwelling units per net acre; Multi Family: 5.8 to 40 units per net acre

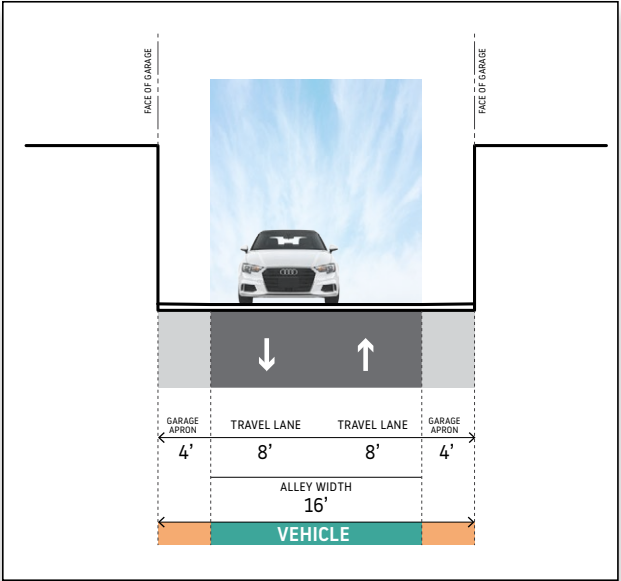


STREETS & ALLEY STANDARDS FROM RINKA PUD

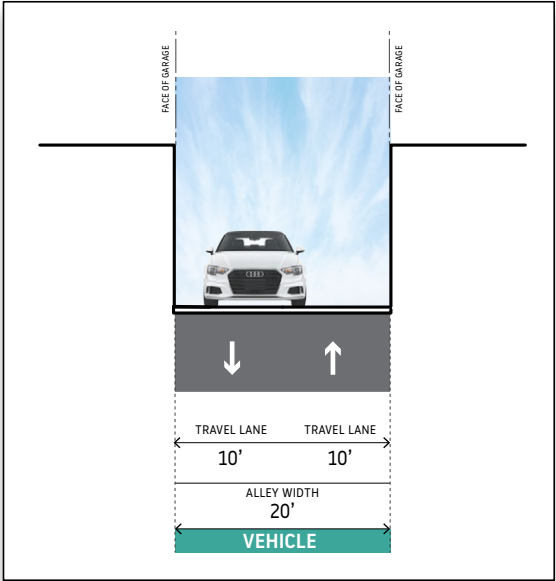
Subdivision work coordinated
with Civil consultant



Alley 1: Typical



Alley 2: Phase Two



LAKESHORE COMMONS

Oak Creek, WI

Located on the shores of Lake Michigan, Lakeshore Commons is a nature-based community reimagining modern living.

Designed around sustainability and diversity, this self-sustaining community will offer a variety of housing types, active and passive amenities, and of course the natural beauty of Lake Michigan. Lakeshore Commons is built on interpersonal engagement and shared experiences, putting community connections first with paths, trails, and parks weaving throughout the community. From sipping a morning coffee, to walking kids to the playground, to a picnic with loved ones on the bluff, Lakeshore Commons is designed for a modern, active lifestyle and sustainable living.

STATUS Under Construction	SIZE 86 acres	PARTNERS City of Oak Creek
-------------------------------------	-------------------------	--------------------------------------

References

von Briesen & Roper, s.c.

Ericka Lang, Economic Development Manager/Zoning Administrator, City of South Milwaukee, elang@smwi.org, 414-762-2222 ext. 135

Tami Simons, Village Administrator, Village of Mount Pleasant, tsimons@mtpleasantwi.gov, (262) 664-7818

Paul Schmitter, Director of Development, Fiduciary Real Estate Development, Inc., pschmitter@fred-inc.com, (414) 312-3239

RINKA

Mason T. Becker, Community Development Director, City of Whitewater, WI, mbecker@whitewater-wi.gov, Office: 262.473.0148, Cell: 262.443.4458

Mike Hawes, ICMA-CM, Village Manager, 6500 Northway, Greendale, WI 53129, 414-423-2100 Ext. 3110, mhawes@greendale.org

Nate Piotrowski, Development Director, Village of Wawatosa, 7725 W. North Ave., Wauwatosa, WI 53213, 414.479.8907

Project Manager Qualifications

This project will be a collaborative effort. Samuel Schultz (1 FTE) will lead the project and will be directly involved in all phases of work. Sam will lead project meetings, draft zoning text and tables, coordinate project timelines, and publicly present project drafts through final adoption. Thor Jeppson (0.5 FTE) will aid all stages of work in coordination with Sam. Christopher Smith will provide firm shareholder oversight, project support, and all legal reviews, ensuring that we all work together towards a common goal keeping the City's legal and risk tolerances in mind.

RINKA, with its extensive expertise in public meeting leadership, virtual tools, and design assistance, will be a key contributor to the project. Its design prowess, from flyers to zoning diagrams, will ensure a visually appealing and easy-to-understand document. Moreover, its master planning proficiency will open up opportunities for planned development districts, specific local sites, and land division considerations in 21st-century placemaking. RINKA will also help with GIS test fitting and zoning map updates. Eric Mayne (1 FTE) will provide primary oversight for RINKA, with Kenny Adams (1 FTE) and other firm professionals as needed.

Cost for Requested Services

We estimate the cost of the project not to exceed \$100,000.00, which includes all the work, documents, travel, and meetings mentioned within this scope of services and listed below. We bill hourly up to the not to exceed amount, based on actual work completed with detailed invoices. We expect the city will provide typical meeting space for its normal public meetings and recommend public space for open houses and public engagement. We will bill the city for added services at the rates listed below or on an hourly basis. Below please find a chart with our current estimate of work on the project broken down by hours and cost. We can provide a more detailed cost breakdown upon request.

Fee Proposal						
<i>Phases</i>	<i>Hours</i>	<i>Staff</i>	<i>Cost</i>	<i>Meetings and Communications</i>	<i>Deliverables</i>	<i>Time</i>
Inspiration	75	von Briesen	\$26,500	3 monthly updates, 1 public open house, 1 Plan Commission, Stakeholder meetings	Public outreach materials, website materials, open house feedback summary, Introductory articles	3 months
	50	RINKA	\$10,000			
	125	Total	\$36,500			
Ideation	100	von Briesen	\$34,000	10 monthly updates, 4 Plan Commission meetings	Districts, Uses, and Site Design sections, GIS test maps, Draft ordinance, draft zoning map	12 months
	50	RINKA	\$10,000			
	150	Total	\$44,000			
Implementation	40	von Briesen	\$14,500	3 monthly updates, 1 public open house, 2 virtual Q&A sessions, 1 Plan Commission, 1 Common Council	Final adopted ordinance, post-adoption support	3 months
	25	RINKA	\$5,000			
	65	Total	\$19,500			
Total Project Scope	215	von Briesen	\$75,000			18 months
	125	RINKA	\$25,000			
	340	Total	\$100,000			

Schedule of Billing Rates	
S. Schultz	\$385 / hour
C. Smith	\$475 / hour
T. Jeppson	\$335 / hour
E. Mayne	\$200 / hour
K. Adams	\$ 120 / hour