

**Date: Wednesday, April 13, 2016**  
**Time: 5:00 pm**  
**Place: City Hall**

## **PLAN COMMISSION**

- A. CALL TO ORDER & ROLL CALL
- B. CORRECTION OF MINUTES
- C. BUSINESS

- 1. SIGN PERMIT FOR CHRISTOPHER SCHINDLER AT 1335 17TH STREET

Individual Requesting Item	Zoning Administrator
Expected Length of Discussion	10 Minutes

Documents: [2016-04-06 Schindler Sign Permit.pdf](#)

- 2. DESIGN REVIEW FOR WW DAIRY ADDITION

Individual Requesting Item	Zoning Administrator
Expected Length of Discussion	10 Minutes

Documents: [2016-04-06 WW Dairy Design Review.pdf](#)

- 3. RESOLUTION RECOMMENDING COMPREHENSIVE PLAN TO THE COMMON COUNCIL OF THE CITY OF MONROE

Individual Requesting Item	City Clerk/DOGG
Expected Length of Discussion	5 min.

Documents: [Comp Plan Resolution.pdf](#)

- 4. COMMISSION INPUT ON ZONING CODE REQUEST FOR PROPOSALS

Individual Requesting Item	Martin Shanks
Expected Length of Discussion	15 Minutes

Documents: [2016-04-04 Zoning Code RFP.pdf](#)

- D. BUSINESS BY MEMBERS

May make brief informative statements or bring up items to be discussed at a future meeting.

- E. ADJOURNMENT

***This Commission may take any action it considers appropriate related to any item on this agenda.***

Requests from person with disabilities who need assistance to participate in this meeting, including need for an interpreter, materials in alternate formats, or other accommodations, should be made to the Office of the City Clerk at (608) 329-2564 with as much advance notice as possible so that proper arrangements can be made.

**Member: Mayor/Chairperson William Ross, Vice-Chairperson Nate Klassy, Ronald Spielman, William Bethke, Keith Ingwell, Chuck Schuringa, and Alderperson Charles Koch**



# Plan Commission Staff Review

## **Agenda Item:**

Sign Permit for Christopher Schindler at 1335 17th Street

## **Review Notes:**

Christopher Schindler has submitted a sign permit application for a 3 ½ x 6 ½ sign on the corner of the flat roof of his building, depicted in the attached diagrams. The sign will be similar in nature to the electronic billboards approved previously by the Plan Commission.

Commission members are reminded to consider the following criteria when reviewing a sign permit:

- *Design and location in relation to other signs: The proposed design and placement of the sign should not block the view of, or otherwise have a material adverse effect upon, other signs in the vicinity by virtue of its size, height above grade or lighting characteristics.*
- *Design and location in relation to land uses: The proposed design and placement of the sign should not have a material adverse effect upon land uses in the vicinity by virtue of its size, height above grade or lighting characteristics.*
- *Vehicle and pedestrian safety: The design and placement of the proposed sign should not have a material adverse effect on vehicular or pedestrian safety.*
- *Public utilities: The design and placement of the proposed sign should not have any material adverse effect on the City's ability to operate or maintain streets, sidewalks or public utilities.*
- *Architecturally sensitive property: The design and placement of the proposed sign should not have any material adverse effect on the historical or architectural characteristics of structures in the immediate vicinity.*
- *Site characteristics: The proposed sign design should be compatible with the physical nature of the site with particular concern for preserving natural features, existing vegetation and topography.*
- *Abutting uses: Consideration shall be given to the relationship of the proposed sign to abutting zoning districts or anticipated land uses in the vicinity of the sign as identified in the City's land use plan.*

The Commission can elect to place conditions on signs as well, including but not limited to:

- *Requiring an appropriate setback from a public right of way, the boundary of a lot, or from any public utility infrastructure;*
- *Limiting the height, size, color, lighting, illumination, location or orientation of the sign;*
- *Requiring fencing, screening, or landscaping to reduce adverse effects of the sign on adjacent or nearby property or pedestrian or vehicular corridors;*
- *Prescribing a time limit within which the applicant must fulfill any established conditions.*
- *Prescribing a limited term for the sign permit.*

**Staff Review:**

- Building Inspector/Zoning Administrator (if necessary)
- Engineering Supervisor (if necessary)
- City Attorney (if necessary)
- City Clerk/Director of General Government (if necessary)
- Director of Community Development (required)

**Staff Recommendation:**

As in the past, because of the nature and potential impact of illuminated electronic signs the City staff is deferring to the Plan Commission to determine the appropriateness of the sign.



**City of Monroe**

1110 18<sup>th</sup> Avenue, Monroe, WI 53566

Phone: (608) 329-2533 Fax: (608) 329-2561

**SIGN PERMIT APPLICATION**

DATE: 4-1-16

Sign Permit Fee: \$50.00

PROPERTY ADDRESS 1335 17<sup>th</sup> Street Monroe, WI 53566

Provide written description of sign(s) and general placement on property: \_\_\_\_\_

3 1/2 x 6 1/2 sign on the corner of flat roof  
EMC Sign Color like the other Coplien sign's

ALSO provide drawings of the sign(s) that clearly show:

- Detailed placement AND dimensions of sign(s)
- A Mock-Up of sign(s) exhibiting sign face with content and color scheme to be used
- **SIGNS REQUIRING ELECTRICITY NEED A SEPARATE BUILDING PERMIT**

I, (We), hereby certify that all the above statements and attachments submitted herewith are true and correct to the best of my (our) knowledge and belief.

PROPERTY OWNER(S)  
NAME: Christopher R Schindler

(please print)

OWNER'S AGENT  
\_\_\_\_\_  
(please print)

NAME: [Signature]

(signature)

\_\_\_\_\_  
(signature)

ADDRESS: 1335 17<sup>th</sup> Street  
Monroe, WI 53566

(City) (State) (Zip Code)

\_\_\_\_\_  
\_\_\_\_\_  
(City) (State) (Zip Code)

PHONE: 608-558-0381

**FOR OFFICE USE ONLY**

ZONING ADMINISTRATOR / PLAN COMMISSION RECOMMENDATION:  
\_\_\_\_\_  
\_\_\_\_\_

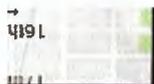
Zoning Administrator

Fee of \$50.00 Received: 4/6/16 AM. 5/ 509



6.5'  
Sign 3.5'

17th St



CITY OF MONROE  
1110 18TH AVE  
MONROE WI 53566-1850 608-329-2500

Receipt No: 1.052502 Apr 6, 2016

COPLIEN RENTALS

Previous Balance:	.00
PERMITS	
SIGN PERMIT	50.00
100-44024-000	
ZONING PERMITS	

Total:	50.00
--------	-------

=====

CHECK - Pooled Cash	
Check No: 1436	50.00
Payor:	
COPLIEN RENTALS	
Total Applied:	50.00

Change Tendered:	.00
------------------	-----

=====

04/06/2016 08:25AM

**SIGN PERMIT**  
Christopher R. Schindler

**Whereas** on April 1, 2015 Christopher R. Schindler [the “Applicant”] applied for a permit pursuant to Chapter 5-19 of the Monroe City Code to allow the placement of a digital sign on property owned by the Applicant;

**Whereas** the property that is subject to this permit lies within the white dashed outline on the image depicted in Figure 1, which property has a street address of 1335 17<sup>th</sup> Street and is identified for real estate tax purposes as tax parcel number 23-251-0385.0000 [the “Subject Property”];

**Whereas** the Subject Property is located entirely within the General Business zoning district;

**Whereas** the Plan Commission considered the Applicant’s request at a meeting on April 13, 2016 and authorized the Zoning Administrator to issue a sign permit allowing the Applicant, and the Applicant’s tenants, successors and assigns, to place and operate a digital sign in the location designated “Digital Sign” on Figure 1 subject to the following conditions [the “Authorized Sign”].



**Figure 1**

1. Dimensions of the viewing area of the Authorized Sign shall not be greater than 3.5'(H) x 6.5'(W).
2. The Authorized Sign shall be installed on the corner of the flat roof of the structure as shown on Exhibit A.
4. The Authorized Sign shall have a single side display facing southwest and shall be of steel or aluminum exterior construction [or both].
5. There shall be no effects of movement, blinking, animation, scrolling, flashing, or similar effects in the individual images displayed on the Authorized Sign.
6. The Authorized Sign shall be constructed with an optical sensor for dimming controls and such controls shall be activated to reduce the intensity of light emitted from the digital display during periods of low ambient light.
7. The interval between display changes shall not be less than 12 seconds.
9. In all respects not expressly stated herein, the Authorized Sign shall be constructed and placed on the Subject Property substantially as shown on Exhibit A attached hereto.

**Now, Therefore,** pursuant to the authority vested in the Zoning Administrator, this instrument shall constitute a permit to place the Authorized Sign on the Subject Property, provided that such Authorized Sign shall be placed and operated in accordance with this Permit.

The Authorized Sign shall be operated in conformity with such rules or regulations as may be enacted from time to time by the City or any other local, state and federal authority having jurisdiction over the Subject Property or the Authorized Sign.

Dated this \_\_\_\_ day of April, 2016.

\_\_\_\_\_  
Ryan Lindsey, Zoning Administrator  
City of Monroe



## Exhibit A

Sign Location



# Plan Commission Staff Review

## **Agenda Item:**

Design Review for WW Dairy Addition

## **Review Notes:**

W.W. Dairy has submitted plans for a 1,280 square foot addition on the north side of their existing building located at 3<sup>rd</sup> Street N in the North Industrial Park.

Per the M-3 Zoning code this addition is subject to design review by the Plan Commission.

## **Zoning Administrator Comments:**

Addition complies with M-3 Zoning

## **Director of Public Works Comments:**

I do not have any issues. They are not increasing the amount of impervious area at this time. Storm water should be good for now.

## **Staff Review:**

- Building Inspector/Zoning Administrator (if necessary)
- Director of Public Works (if necessary)
- City Attorney (if necessary)
- City Clerk/Director of General Government (if necessary)
- Director of Community Development (required)

## **Staff Recommendation:**

Motion to approve the draft design review decision as presented.



**City of Monroe**

1110 18<sup>th</sup> Avenue, Monroe, WI 53566

Phone: (608) 329-2533 Fax: (608) 329-2561

emailed: 3/24/16  
19. 3.31-16

**INDUSTRIAL PARK DISTRICT DESIGN REVIEW**

Per Title 5 Chapter 10.5: M-3 Industrial Park District of the Monroe City Code: "All improvement and development of properties within the M-3 zoning must undergo design review and plan approval." The Plan Commission meets on the **second** Wednesday of each month at 5:00 PM in the Council Room of City Hall – 1110-18<sup>th</sup> Ave. All required information and materials shall be in the Building Inspector's Office fourteen (14) days prior to the Plan Commission meeting.

**Contact Information**

Representative: ANDREW MEINERT  
Business Name: ZWEIFEL CONST. INC  
Day Phone: (608) 325-4298 Fax: (608) 325-4297  
Address: 112408 BETHEL RD. MONROE WI. 53564  
Email: ZWEIFELCONST@FDS.NET

**Property Owner Information**

Property Owner: WW DAIRY INC  
Day Phone: (608) 482-1321 Fax: (608) 325-4341  
Address and/or legal description: 105 18TH AVE MONROE  
Email: ANDREW.WOOSTER@WWDAIRY.COM

**Description of the Intended Building Use**

ADDITIONAL MARKING ROOM

**Checklist**

- Site Plans drawn to scale using a digital format *SEE EMAIL*
  - Drainage
  - Storm Water
  - Onsite Water Retention
  - Building Setbacks
  - Parking
  - Ground Signs
  - Landscape Design
  - Exterior Lighting
  - Trash Enclosure
  
- Elevation Plans drawn to scale using a digital format
  - Architectural Design of Building *SEE EMAIL*
  - Building Height
  - 25% of Building Front facing streets must be a masonry product or Plan Commission approved alternative

**Building Inspector Contact Information:**

Ryan Lindsey  
(608) 329-2518  
rlindsey@cityofmonroe.org

**Design Review Decision  
W & W Dairy, Inc.**

**Whereas** on March 24, 2016 W & W Dairy, Inc. [the “Applicant”] requested a design review decision from the City Plan Commission pursuant to Section 5-10.5-3 of the Monroe City Code for an addition the Applicant proposes to build to the Applicant’s existing structure on property owned by Applicant in Monroe’s north industrial park, which property is more particularly described as follows [the “Applicant’s Property”]:

Lots One and Two of Certified Survey Map No. 4288, recorded in Volume 17 of Certified Survey Maps for Green County, Wisconsin, on Pages 170 – 172.

**Whereas** on April 13, 2016 the City Plan Commission considered the aesthetic and design aspects of the proposed addition as depicted on Exhibit A attached to this decision;

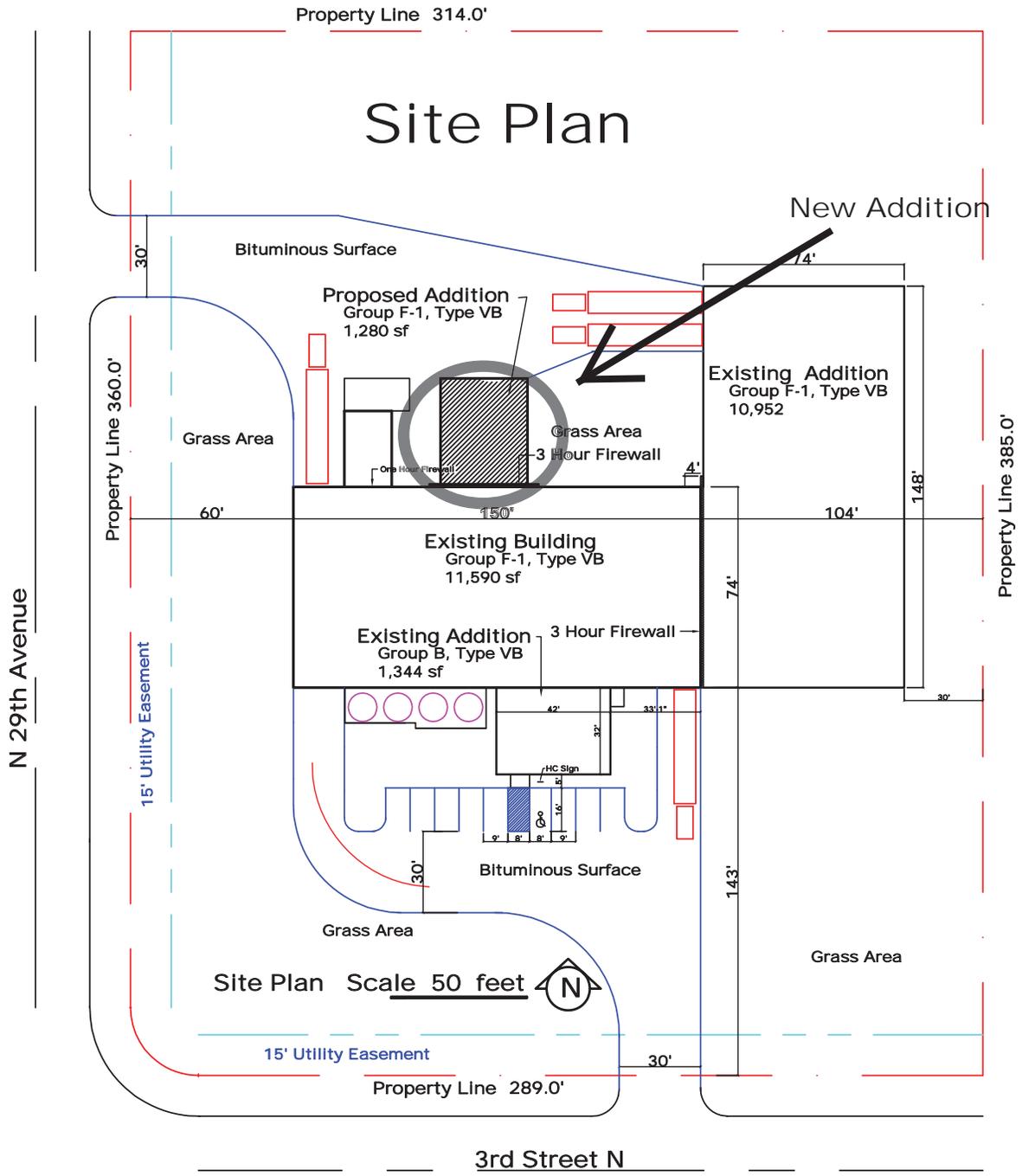
**Whereas** the City Plan Commission found that the aesthetic and design aspects of the proposed addition conforms to the objectives of the City for development of the north industrial park.

**Now, Therefore**, pursuant to Section 5-10.5-3 of the Monroe City Code the City Plan Commission hereby approves the proposed addition to the Applicant’s existing structure on property owned by Applicant as depicted on Exhibit A, and authorizes the Building Inspector to issue building permits for construction of such addition. This decision shall be mandatory only with respect to those design aspects of the new addition that are visible from locations outside the Applicant’s Property.

Dated as of the 13<sup>th</sup> day of April, 2016.

**CITY PLAN COMMISSION**

By: \_\_\_\_\_  
William M. Ross, Jr., Chairperson



# Exhibit A

W&W Dairy Design Review

Approved New Addition Colors and Siding Detail

**RESOLUTION RECOMMENDING COMPREHENSIVE PLAN TO THE COMMON  
COUNCIL OF THE CITY OF MONROE**

**Whereas**, the City of Monroe Plan Commission [the “Plan Commission”] has with assistance from the Southwestern Wisconsin Regional Planning Commission prepared a comprehensive plan under Section 66.1001 of the Wisconsin Statutes, a true and correct copy of which is attached to these resolutions [the “Comprehensive Plan”], and

**Whereas**, the Comprehensive Plan contains the nine required elements; *now, therefore, be it*

**Resolved**, by the Plan Commission as follows:

1. The Comprehensive Plan is hereby approved.
  
2. The Plan Commission hereby recommends that the Comprehensive Plan be adopted by the Common Council of the City of Monroe.

---

I hereby certify that I am the duly qualified and acting secretary for the City of Monroe Plan Commission. The foregoing is a true and correct copy of resolutions duly adopted in accordance with law by a vote of a majority of the entire City of Monroe Plan Commission at a meeting of a quorum on April 13, 2016, and that each of said resolutions is now in full force and effect.

Dated this \_\_\_\_ day of April, 2016.

Carol J. Stamm, Secretary  
City of Monroe Plan Commission





# Plan Commission Staff Review

## **Agenda Item:**

Commission Input on Zoning Code Request for Proposals

## **Review Notes:**

Throughout the 2015 Comprehensive Plan process it was noted by many individuals and focus groups to address the City's current zoning code. The desire was expressed to completely overhaul the code into a more modern code that employs best practices in planning and zoning. The final Comprehensive Plan draft makes several references to this throughout the document including it in several goals and objectives.

The City Council included funding for planning consultants in the 2016 Budget for work to be completed on overhauling the zoning code. Staff have completed a draft request for proposals based on input from the Comprehensive Plan process and are seeking input from the Plan Commission on any desired additions or edits to the draft before publicizing.

The RFP includes language ensuring the consultants understand the new zoning code should properly interface with the new vision, goals and objectives of the Comprehensive Plan, have a thorough public participation element for this process and provide for multiple review opportunities of the draft zoning code.

The end goal of this process is to have an easy-to-use innovative Zoning Code on the cutting edge of rural community planning practices, with a corresponding zoning map. The final product may contain maintaining past traditional zoning provisions, but where possible allows for the creation of form-based code or other innovative approaches.

## **Staff Review:**

- Building Inspector/Zoning Administrator (if necessary)
- Engineering Supervisor (if necessary)
- City Attorney (if necessary)
- City Clerk/Director of General Government (if necessary)
- Director of Community Development (required)

## **Staff Recommendation:**

No motion required.



**REQUEST FOR PROPOSALS  
ZONING CODE REWRITE**

**Issue Date:** **April 15, 2016 (Tentative)**

**Due Date:** **June 3, 2016 at Noon (Tentative)**

**Notice and Instructions to Proposers**

1. Proposals must be received in the below office no later than **Noon on Friday, June 3, 2016**, or they will be considered late and will be rejected.
2. Submit seven complete sets (1 identified original + 6 printed copies) plus 1 electronic or CD format of proposals. Proposals should be typed and submitted on 8.5"x11" inch paper bound securely; maps included can be 11"x17".
3. Deliver proposals to:  
  
City of Monroe Community Development Department  
ATTN: Martin Shanks, Assistant City Administrator  
1110 18<sup>th</sup> Avenue  
Monroe, WI 53566  
  
Email: [mshanks@cityofmonroe.org](mailto:mshanks@cityofmonroe.org)
4. Late and/or unsigned proposals will be rejected.

## **TABLE OF CONTENTS**

- I. Project Description
- II. Scope of Services
- III. Proposal Format/Submittals
- IV. Administrative Proposal Information and Conditions

## **I. PROJECT DESCRIPTION**

### **A. Purpose**

The City of Monroe is inviting qualified planning consultants, urban designers and multi-disciplinary firms or teams to submit a written proposal in response to this Request for Proposals to provide professional services for the purpose of rewriting the City's Zoning Code.

### **B. City-Wide Vision Statement from 2015-2035 Comprehensive Plan**

*A progressive community founded on an agricultural and Swiss heritage offering the highest quality of life achievable through educational and artistic excellence, a strong downtown center, world class health care, family-oriented recreation, and a vibrant business community.*

### **C. Community Background**

Situated in the rolling hills of southwestern Wisconsin, Monroe is a city with many of the amenities of a large metropolitan area coupled with the comforts and familiarity of a small town. This scenic city provides a high-quality of life for people of all ages, with community resources that include a historic downtown square, attractive parks, and an active arts center. Additionally, there is a strong sense of community and volunteerism in Monroe; people work together to better the lives of their friends, family, and the community as a whole.

Monroe's Swiss heritage and award winning cheesemaking has earned its recognition as being a must-visit for dairy connoisseurs. Though being known for cheese, businesses in Monroe provide a diverse range of services and products ranging from truck body manufacturing to mail-order gift production and distribution. Furthermore, Monroe is situated in close proximity to many larger cities, creating easy access to additional products, services, and atmospheres – it's an hour drive to Madison, a two hour drive to Milwaukee, and a two and a half hour drive to Chicago.

The total population of Monroe has increased 25% between 1970 (8,654) and 2010 (10,827), but has remained stagnant between 2000 (10,843) and 2010 with 0.3% decrease. It is expected that the total population will increase 2.5% between 2010 and 2040 – a low rate of growth compared to Wisconsin overall, which is expected to grow by 16%.

Though there is little change in the total population count, the racial/ethnic composition of Monroe is becoming increasingly diverse. Between 2000 and 2010, there was a 233% increase in the Hispanic or Latino population, a 63% increase in the Black population, a 124% increase in the Asian population, and a 56% increase in the population of people with two or more races.

Additionally, the age distribution is changing in Monroe – becoming an increasingly older community. In 1970, 8% of the total population was 75 years and over. In 2010, that same age group encompassed 11% of the total population. Conversely, in 1970, 34% of the total population was under 19 years old. In 2010, it had decreased to 25%.

As with much of the United States, Monroe's population is more educated than in the past. When examining the highest level of educational attainment in the city of Monroe, the population with a Bachelor's degree between 1970 and 2013 doubled, with an increase from 6.3% to 12.7%. The

amount of those with Graduate or Professional degrees also increased from 4.2% to 6.7%, during the same time period. The most significant change was the amount of people with less than a high school diploma, which plummeted from 43.6% (1970) to 3.8% (2013).

#### **D. Project Overview**

The purpose of this project is to rewrite the zoning code for the City of Monroe, including a new zoning map. With the adoption of the city's Comprehensive Plan in early 2016, the plan identified several goals involving the city's existing zoning code:

- Modernize the zoning ordinance to allow for flexibility and creativity in land use and housing development across the City.
- Rewrite the zoning ordinance to meet the evolving needs of residents, developers, and business prospects.
- Allow development with higher densities and a greater range of uses throughout Monroe while maintaining an attractive aesthetic.

Monroe's zoning code, in its current format adopted in the 1980s, segregates land uses. It does not always reflect best and desirable zoning and planning practices and is not sufficient for implementing the vision, goals and objectives as set forth in the Comprehensive Plan.

A copy of the existing zoning code can be found at: <http://cityofmonroe.org/index.aspx?nid=744>

As one of the main tools to implement the Comprehensive Plan, it is essential that a new code be developed that includes progressive provisions that addresses flexible development (mixed-use development and accessory dwelling units), form-based concepts, attractive aesthetics and regulations that are consistent with the City's vision and goals.

#### **B. Project Objectives**

1. Ensure that the new Zoning Code implements the City's adopted Comprehensive Plan 2015-2035.
2. Interface the new Zoning Code with any relevant and continuing overlay zoning districts (floodplain, wetland, historic preservation etc...).
3. Work with the City Attorney to assure that the Zoning Code meets the requirements of Wisconsin State Statutes.
4. The City desires a Zoning Code that is based on sound principles of Smart Growth, mixed-use and sustainable development.
5. The City desires a Zoning Code to consider and incorporate form-based zoning provisions where feasible and land use-based (Euclidean) provisions where feasible and/or a hybrid of both. The provisions shall address the design and land use recommendations of the City's various codes, ordinances and plans. The Code shall include design standards (text and graphics) as deemed necessary by the City.

6. The City desires a Zoning Code that includes provisions that link land use and transportation.
7. The City desires a Zoning Code that includes provisions that will help the City achieve high-quality infill and redevelopment projects that are consistent with the context of existing development in the area.
8. The City desires establishment of performance standards as needed such as noise and lighting standards. These could be in a zoning code or a separate ordinance.
9. The City desires a Zoning Code that promotes and supports a multi-modal transportation system (bicycles, pedestrians, freight truck, rail, automobile, etc...)
10. Interface the new Zoning Code with other ordinances of the City.
11. The City desires a Zoning Code that contains Sign guidelines, both for City-wide use and zoning district/type specific.
12. The City desires a Zoning Code that includes graphics that illustrate regulations and make the Code easy to use.
13. The City desires a Zoning Code that that is logically organized, easy to read and understand, and is consistent in terms of processes and requirements.
14. Provide for the possible replacement of Planned Unit Development (PUD) zoning districts, if feasible, with other appropriate approaches.
15. Identify locations that may become a nonconforming use, as to actual use of the property, under the proposed code and map.
16. The City desires a Zoning Map that establishes a zoning district for all properties within the City and aligns with the Zoning Code.
17. Provide for a hierarchy of approvals.

### **C. Expected Outcomes**

The result of this process is an innovative Zoning Code on the cutting edge of rural community planning practices, with a corresponding zoning map. The final product may contain maintaining past Euclidean provisions, but where possible allows for the creation of form-based code or other innovative approaches.

The Comprehensive Plan shall be used to guide the zoning code re-write, but revisions to the City's Comprehensive Plan may occur, as appropriate, to address and acknowledge new standards developed in the zoning code. The Consultant shall provide recommended wording to address this and ensure that the zoning code and Comprehensive Plan are consistent with one another.

### **D. Consultant Qualifications**

Successful Consultants shall have experience with concepts and applications of Hybrid Zoning Codes as well as Form-Based Codes. Such Consultants will demonstrate familiarity with innovative zoning concepts and the potential application of these concepts within the City of Monroe.

## **II. SCOPE OF SERVICES**

The Consultant or team of consultants (collectively "Consultant") shall provide full professional services as described below to assist the City of Monroe Plan Commission, City Council, project staff, City Attorney and others with rewriting the City of Monroe Zoning Code.

### **A. Public Participation Plan (PPP)**

The Consultant shall propose a broad-based Public Participation Plan (PPP) that specifies how and when the public (including neighborhoods, businesses, the development community and other interested parties) will be engaged throughout the Zoning Code rewrite process. The Proposal shall specify the methods, both formal and informal, it will use to achieve meaningful public participation in the project. The PPP could use a rapid feedback technique, such as image collections and sketches, to show the public the implications of coding techniques. A community-wide charrette is one example of the type of public process desired. It is expected that the participation methods will engage the public and will include opportunities for open houses and more interactive methods.

The Proposal shall provide details of the Public Participation Plan including a timeline that identifies key points at which the public will be involved, how that involvement will occur, and how and when materials will be available and presented to the public.

There shall be meetings with other city committees who deal with relevant issues being analyzed as part of this rewrite process as well as public information meetings.

Staff level meetings will be held during the business day. Additional meetings, beyond what is identified here, may be required.

It is expected that legal review will be ongoing throughout the rewrite process and that the Consultant, along with City Staff, will keep the City Attorney informed with updated information.

The Consultant shall undertake all appropriate and required notifications, meeting setup and preparation, maintain a database, mailing and email list of interested parties, and lead discussion at the public meetings. The Consultant shall be responsible for producing meeting materials, visual presentations, or any other resources or material necessary to engage the public. The Consultant shall provide technical capabilities for graphically communicating needed information. The Consultant shall also consider multiple means of obtaining input both during and outside of identified meetings.

The planning consultant will also be required to provide information for the City's website or host a webpage devoted solely to the City's Zoning Code Rewrite. As City staff deem appropriate, the planning consultant will provide materials including text, photographs, maps, renderings, and other images for the web site. The website will contain handouts and plan documents as

distributed at the various meetings, help explain the project's process and progress, and provide a forum for the public to record comments and suggestions throughout the process. It is expected that the Consultant will keep the website up-to-date with current information and documents throughout the rewrite process.

Deliverables:

1. The Consultant shall provide the City with a Public Participation Plan (PPP) for City review and approval that includes a detailed strategy and timeline for engaging the public and all stakeholders in the Zoning Code rewrite process.
2. The Consultant shall implement its City-approved Public Participation Plan (PPP). The Consultant in consultation with City staff shall be responsible for arranging and facilitating all public meetings/presentations. The Consultant shall be responsible for producing meeting materials, visual presentations, or any other resources or material necessary to engage the public.
3. The Consultant shall provide information for the City's website or host a web page devoted solely to the City's Zoning Code Rewrite that will provide detailed information and documents and will provide a forum for the public to record comments.

**B. Project Orientation**

At the outset of the project, the Consultant shall meet with City staff for a project orientation meeting in order to provide an understanding of project goals and the project schedule, specific issues, City policies, interagency interaction, opportunities and/or problems relating to growth and development within the City. The Consultant shall be responsible for reviewing and understanding the City's Comprehensive Plan, other City plans and policies as identified by the City, and all relevant and applicable local, state and federal laws.

The Consultant shall propose its strategy for introducing the project to the general public and others. The strategy shall be designed to foster and develop a common understanding of the project scope.

Deliverables:

1. The Consultant shall be responsible, in consultation with City staff, for arranging and facilitating a project orientation meeting with City staff. The Consultant shall be responsible for preparing materials as well as arranging and facilitating all public meetings/presentations.

**C. Issue Identification Analysis**

The Consultant shall describe its approach for gathering broad-based input about existing land use conditions, zoning code and map. City staff; the Plan Commission; City boards, commissions and committees; the general public; stakeholders, and others shall be asked for their input concerning current Zoning Code requirements, administration procedures, Zoning Code deficiencies, suggested changes and implementation procedures. The Consultant shall prepare a

draft and final memorandum that summarizes the input gathered during the issue identification process.

Deliverables:

1. The Consultant shall implement its approach for gathering broad-based input about the current Zoning Code and map. The Consultant in consultation with City staff shall be responsible for arranging and facilitating all public meetings, presentations, workshops, etc. The Consultant shall be responsible for preparing materials.
2. Electronic (Microsoft Word AND PDF) file on the draft and final Issue Identification memorandum.

**D. Zoning Code Analysis/Evaluation**

The Consultant shall complete a thorough analysis and evaluation of Monroe's current Zoning Code and map. This analysis and evaluation shall be made against the issues identified in the issue identification process, applicable federal, state and local laws, the Consultant's experience with or knowledge of best practices in other communities, and the Consultant's knowledge of innovative zoning and land use practices such as hybrid zoning codes (i.e. codes that incorporate form-based and conventional land use-based provisions) and form-based codes, including traditional neighborhood development ordinances.

The analysis and evaluation shall assess the strengths and weaknesses of the existing Zoning Code in terms of its structure, organization, clarity, ease of use, existing zoning districts and district standards, general regulations, definitions, and zoning code procedures. Further, it shall include the Consultant's findings regarding how well the current Zoning Code is integrated with other City Ordinances (Land Division, Historic Preservation, Sign, and others) and how the Code does or does not conform to the City's adopted Comprehensive Plan. The Consultant shall evaluate other city ordinances, the Comprehensive Plan and related documents to ensure consistency and integration. Identify areas of conflict or potential conflict and recommend alternative solutions.

The Consultant shall provide a summary of consistencies or inconsistencies between the current Zoning Code and map and the City's Comprehensive Plan and other City plans, policies and ordinances. Part of this analysis shall include the review of the City's current Zoning Code map to identify areas of the City where there is a mismatch between the zoning district designation and the desired land use as recommended in the plans. The Consultant shall also gauge the public's perceptions about the strengths and weaknesses of the current Zoning Code and map. The Consultant shall analyze the recommendations of the City's Comprehensive Plan to determine whether there are regulatory frameworks that would help implement those plans.

Deliverables:

1. Electronic (Word AND PDF) file of the technical analysis and evaluation report.
2. Present technical analysis and evaluation report to City staff, Plan Commission and City Council.

## **E. Annotated Outline**

The Consultant shall identify and discuss new zoning concepts and approaches for potential inclusion in the draft Zoning Code, with special attention given to addressing the project objectives and the results of the issue identification and zoning code analysis tasks. Based on this information, the Consultant shall prepare an annotated outline that includes a chapter-by-chapter detailed description of the proposed new Zoning Code, an overview of the proposed structure and substance of the new Zoning Code, a discussion of zoning options, and a commentary explaining the rationale for the recommended approach to drafting the Zoning Code.

The annotated outline shall include examples of how the new Zoning Code would be used to implement the recommendations of the Comprehensive Plan. The Consultant shall present the annotated outline to City staff, the Plan Commission, and other City boards and commissions as deemed appropriate by the City and others for review and comments. After obtaining general agreement on the contents of the initial draft of the annotated outline, the Consultant shall provide the City with a final annotated outline, based on the comments received.

### Deliverables:

1. Meeting(s) with the City staff, Plan Commission and others. The Consultant in consultation with City staff shall be responsible for arranging and facilitating all meetings.
2. Electronic (Word AND PDF) files of all documents.

## **F. Discussion Draft Zoning Code**

The Consultant shall prepare a discussion draft Zoning Code that is based on the final annotated outline. The discussion draft should be presented in distinct modules that will permit easy review. The modules may include: (a) definitions; (b) general provisions; (c) zoning district regulations and permitted uses; (d) dimensional and development standards; (e) form-based zoning provisions; (f) special development standards; and (e) administration and enforcement. The Consultant may present an alternative approach to presenting the discussion draft for review and comment. The discussion draft shall include extensive use of graphics, tables, flow charts, matrices and other methods for facilitating easy use and understanding of the Code. The Consultant shall also provide a working zoning map that shows how the Zoning Code will be mapped for representative sub-areas of the City.

The Zoning Code should be:

- Updatable;
- Limited use of color; color to be used as appropriate for geographic representations;
- Easy to read, understand and follow; and
- Be drafted in both Microsoft Word and converted to any electronic form as desired by the City.

After initial review and comments by City Staff, the Plan Commission and City Council, the discussion draft shall be widely distributed to the public for review and comment. The Consultant

shall propose an approach for soliciting broad-based input about the discussion draft from City boards, commissions and committees; the general public; stakeholder and others. The Consultant in consultation with City staff shall be responsible for arranging and facilitating all public meetings. Following discussion and review the Consultant shall provide a revised discussion Draft Zoning Code for further review.

The Consultant is expected to test the discussion draft standards to demonstrate how various proposed development standards would actually be implemented in various neighborhoods, corridors, commercial areas, and other parts of the city. This could be achieved through testing the proposed development standards on model site plans, using plans of actual projects being proposed by local developers, or through projects recently approved by the city. The testing period should identify effectiveness, appropriateness, practical problems, and other inadvertent impacts of the Code. The Consultant shall report and discuss the results with the City. Upon completion of the testing period and discussion of the results, the Consultant shall update the Draft to include revisions deemed appropriate by the City.

The Consultant shall describe its approach to conducting the discussion draft Zoning Code evaluation, testing and revision process. It is expected that the discussion draft will have multiple rounds of drafting, circulation, revisions, testing, evaluation and recirculation.

The proposal shall include the projected number of meetings/presentations/workshops, etc. the Consultant will conduct in order to gather input and complete review and revisions of the discussion draft. These meetings/presentations, etc. are anticipated to be part of the development of a consensus public hearing draft Zoning Code document and not part of the public hearing review and adoption process.

Deliverables:

1. Electronic (Word AND PDF) file of the discussion draft Zoning Code.
2. Electronic file of the discussion draft Zoning Code working map as it applies to representative sub-areas of the City as determined by the City's Engineering division.
3. Meetings/presentations, etc. with the project team, Plan Commission, City staff, other City boards, commissions and committees, the general public and others to review the discussion draft Zoning Code. The Consultant, in consultation with the City's Project Manager, shall be responsible for arranging and facilitating all meetings/presentations.
4. The Consultant shall implement its approach to soliciting input from the general public and other Zoning code users about the discussion draft Zoning Code.
5. The Consultant shall work with the City to evaluate, test and revise the discussion draft Zoning Code and the working map.
6. The Consultant shall modify the discussion draft Zoning Code and working map as needed.
7. Electronic (Word AND PDF) file of revised discussion draft Zoning Code.

8. Electronic file of revised discussion draft working map in a format determined by the City's Engineering division.

## **G. Discussion Draft Citywide Zoning Code Map**

The Consultant shall prepare a discussion draft citywide Zoning Code map that applies the proposed zoning districts citywide. The Consultant should use the Comprehensive Plan as the basis for drafting the Zoning Code Map. The Consultant shall provide a draft citywide map that shows where the proposed zoning districts are recommended. After initial review and comment by City staff and the Plan Commission, the discussion draft city-wide Zoning Code map shall be widely distributed for review and comment. Following discussion and review the Consultant shall modify the discussion draft city-wide Zoning Code Map as needed.

The Zoning Code map must identify zoning districts for each parcel within the City.

The Consultant shall propose an approach for soliciting broad-based input about the discussion draft citywide Zoning Code map from City boards, commissions and committees; the general public; stakeholders and others. The Consultant, in consultation with the City's staff, shall be responsible for arranging and facilitating all public meetings.

The proposal shall include the projected number of meetings/presentations/workshops, etc. the Consultant will conduct in order to gather input and complete reviews and revisions of the discussion draft citywide Zoning Code map. These meetings/presentations, etc. are anticipated to be part of the development of a consensus public hearing draft Zoning Code map and not part of the public hearing review and adoption process.

### Deliverables:

1. Electronic file of the preliminary discussion draft Zoning Code working map as it applies.
2. Meetings/presentations, etc. with the City staff, Plan Commission, other City boards, commissions and committees, the general public and others to review the discussion draft citywide Zoning Code Map. The Consultant, in consultation with the City's staff, shall be responsible for arranging and facilitating all meetings/presentations.
3. The Consultant shall implement its approach to soliciting input from the general public and other Zoning Code users about the discussion draft citywide Zoning Code map.
4. The Consultant shall modify the preliminary discussion draft citywide Zoning Code Map as needed.
5. The Consultant shall work with the City to evaluate, test and revise the discussion draft citywide Zoning Code Map.
6. Electronic file of the final discussion draft citywide Zoning Code map, designating zoning districts at the parcel level for all land within the City.

## **H. Public Hearing Draft Zoning Code and Citywide Map**

After City staff, Plan Commission and public consideration and evaluation of the discussion draft Zoning Code and map, the Consultant shall prepare a public hearing draft Zoning Code and map. In addition, the Consultant shall prepare an executive summary explaining the public hearing draft and map and changes from the discussion draft and map, including the rationale for such changes. The executive summary will be distributed to the general public and the media prior to the public hearing. This material shall be available two (2) months in advance of the public hearing.

### Deliverables:

1. One original and one electronic version (Word AND PDF) of the public hearing draft of the Zoning Code.
2. One original and one electronic version (Word AND PDF) of the public hearing draft Zoning Code executive summary.
3. Paper on recommended alterations to Comprehensive Plan, Sign Code and other relevant codes from review.
4. Electronic file of the public hearing draft Zoning Code map.

## **I. Attend Public Hearings, Revise Zoning Code & Map, & Final Adoption**

The Consultant shall present the public hearing draft of the proposed Zoning Code and map at a public hearing of the Plan Commission, explain its contents, respond to questions and revise the Zoning Code and map as directed by the Plan Commission. The revised Zoning Code and map, as recommended by the Plan Commission, will serve as the drafts on which the Common Council takes final action to adopt them. The Consultant shall then present the revised Zoning Code, as recommended by the Plan Commission, to the Common Council for final adoption.

### Deliverables:

1. Consultant to attend Plan Commission public hearing at which the proposed Zoning Code and map is considered.
2. One original and electronic version (Word and PDF) of revised, post-public hearing consensus draft of the Zoning Code.
3. Electronic file of the revised, post-public hearing consensus draft of the Zoning Code map.
4. Consultant to attend the Common Council meeting at which the proposed Zoning Code and map, as recommended by the Plan Commission, is acted on.

## **J. Zoning Code Implementation**

The Consultant shall create and assist City staff and the Plan Commission with a strategy of implementation of the new Zoning Code and map including formatting a web-friendly Zoning Code and training for staff and the public on using the new Code. The Consultant shall provide a final copy of the adopted Zoning Code and map in hard copy, modifiable electronic and web-friendly formats. The Consultant shall assist with training City staff and the public on using the new Zoning Code and Map.

Deliverables:

1. The Consultant shall provide any needed support in the form of presentation aids, graphics or other materials.
2. A reproducible hard copy of the adopted Zoning Code.
3. An electronic (Microsoft Word and Adobe PDF) file of the adopted Zoning Code.
4. A web-friendly version of the adopted Zoning Code.
5. Electronic file of the adopted Zoning Code Map.
6. Continued assistance to City staff on adoption and implementation of the new Zoning Code and Map. Assist with training City staff and the public on using the new Zoning Code and Map.

### **III. PROPOSAL FORMAT / SUBMITTALS**

#### **A. Proposal Organization and Format**

To aid in the evaluation, it is desired that all proposals follow the same general format. The proposals are to be submitted in binders and have sections tabbed with proposal information as outlined in the categories/criteria as detailed in Section C, Required Submittals.

Submit seven complete sets (1 identified original + 6 printed copies) plus 1 electronic or CD format of proposals. Proposals should be typed and submitted on 8.5"x11" inch paper bound securely; maps included can be 11"x17".

#### **B. General Submittal Information**

The response to the RFP should be succinct but comprehensive and shall include suggested approaches related to the Consultant's ability to achieve the City's project objectives and scope of services. The Consultant may propose modifications to the suggested scope of services if it believes it will better achieve the project objectives.

#### **C. Required Submittals**

Below are the following Tabs that must be responded to in a submitted proposal.

##### **Tab 1: Letter of Transmittal**

A signed letter of transmittal that clearly indicates the single contact (Project Manager), mailing address, telephone and fax numbers, and e-mail address.

**Tab 2: Table of Contents**

Proposers shall provide a Table of Contents for all of the information and in the exact order at which it occurs throughout the RFP proposal.

**Tab 3: Introduction / Summary**

Proposers shall provide a short introduction and summary of the company (i.e. how long the company has been in business, the number of employees, etc.). Also include a description of what disciplines are included with the firm. Include the names of key personnel to be assigned to the project, their role on the project, their titles, experience, and period of service with the team. Include an organizational chart showing the relationship of the Consultant with the sub-consultants and with the City's staff.

**Tab 4: Method of Approach**

Proposers shall describe the company's approach to the Scope of Services listed in Section II above. Address the manner in which the company proposes to meet the specific requirements of the Scope of Services including the nature of the public process and intended extent of public involvement and what, if any, tasks will be subcontracted to other disciplines/consultants. This section shall include the following:

- Methodology addressing the scope of work, including how you will analyze existing information and approach the project including the strategy used to achieve the project objectives and scope of services.
- For any form based code provisions, if you have a source, identify the source of the provisions and the intent, purpose and explanation for why it was chosen.
- Describe the allocation of the project budget by task (time, personnel, etc.).
- Describe how the work will be completed in an effective, timely, economical and professional manner.
- Provide a Public Participation Plan (PPP) following the guidelines outlined in this RFP. In addition, address the roles of city staff, commissions, and council. While the City may provide information as to mailing lists and contacts, the consultant will bear the primary responsibility for timely meeting notification.

Proposals should be all-inclusive detailing your best offer. Additional related services should be incorporated into the proposal if applicable.

**Tab 5: Personnel Qualifications, Expertise & Experience**

Project personnel, as applicable, shall be listed including a description of assignments and responsibilities, a resume of professional experience and an estimate of the time each would devote to this project, and other pertinent information.

The Proposer shall describe experience in preparing hybrid zoning codes that have a combination of form-based and conventional land use-based provisions. Also describe experience in preparing hybrid and form-based zoning codes for cities of similar size and nature to Monroe (~ population 10,000). Identify three most recent examples of similar hybrid zoning codes and three

most recent examples of similar form-based zoning codes accomplished with name and contact information for references.

**Tab 6: Comparable Projects**

Identify the last 3 comparable projects in progress or completed, with the following information:

- Reference name with current contact information
- Current status of the Code (i.e. in progress, adopted)
- Nature of public involvement in the formulation of the Code
- Size and scale of the geographic area
- Type of development – city-wide code; Greenfield development only; infill development
- Type of code – Euclidean or conventional; form-based; hybrid code

**Tab 7: Sample Code Documents**

Please include two or more sample completed code documents selected from the list of comparable projects; one code must be a hybrid code that integrates both conventional and form-based aspects and one must be a form-based code.

**Tab 8: Proposed Fee & Timeframe**

Proposers shall include a lump sum not to exceed cost for the services required to fulfill the requirements of this RFP, as outlined in Section II Scope of Services, and any additional recommendations within the submitted proposal.

In addition, please provide a cost breakdown by Scope of Services element; please provide this information in the following manner:

<b>Cost Breakdown Per Scope of Services Element</b>	
<b>Element</b>	<b>Cost (\$)</b>
A. Public Participation Plan (PPP)	
B. Project Orientation	
C. Issue Identification Analysis	
D. Zoning Code Analysis / Evaluation	
E. Annotated Outline	
F. Discussion Draft Zoning Code	
G. Discussion Draft Citywide Zoning Code Map	
H. Public Hearing Draft Zoning Code and Citywide Map	
I. Public Hearings, Revisions & Final Adoption	
J. Zoning Code Implementation	

Additionally, provide a per cost estimate for each additional steering committee meeting, public information meeting, and city commission/committee meeting as may be held above and beyond that in the accepted public participation process. Staff meetings that occur above and beyond the scope originally identified will not be subject to reimbursement.

All proposals shall include a timeline. The schedule must be appropriately timed to accommodate public meetings, and governing body work schedules, with the realization that this is not the only product under development by City bodies.

Provide a chart identifying time frame, estimated cost of each element at that point in time, along with meetings and work product(s) to be produced.

**Tab 9: Pre-selection interview agreement**

Applicant shall agree to appear at a pre-selection interview at no cost, if necessary. No reimbursement will occur for preparation costs by the proposer or their sub-consultant(s).

**IV. ADMINISTRATIVE INFORMATION**

**A. Due Date**

June 3, 2016 at Noon (Tentative)

**B. Calendar of Events**

Listed below are estimated dates and times of actions related to this Request for Proposals (RFP).

DATE	EVENT
June	Consultant evaluation
Late June/July	Consultant selection
July	Pre-kickoff staff consultation
August/September	Project Kickoff
Late Spring 2017	Project Completion

*Please Note: These dates are for planning purposes only. They represent the City's desired timeline for implementing this project. The timeline may be adjusted, however, as needs and circumstances dictate.*

**C. Inquiries and Clarification of Specifications**

Interested firms are asked to submit their questions via email to the following staff contact:

Martin Shanks  
Assistant City Administrator  
Director of Community Development  
mshanks@cityofmonroe.org

**D. Proposal Content**

The evaluation and selection of a Consultant and the contract will be based on the information submitted in the vendor's proposals plus references and any required interview and/or presentation. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

**E. Evaluation of Proposals**

Proposals will be evaluated on experience of the firm, ability to complete the project in a timely manner, public participation, project approach and project cost.

#### **F. Proposer Qualifications**

The City of Monroe may make such investigations as it deems necessary to determine the ability of the Proposer to perform the work, and the Proposer shall furnish to the City all such information and data for this purpose, as the City may request. The City reserves the right to reject any proposal if the evidence submitted by, or investigated of, such Proposer fails to satisfy the City, that such Proposer understands the full scope of work and is properly qualified to carry out the obligations of the contract and to complete the work contemplated herein.

#### **G. Acceptance / Rejection of Proposals**

1. The City reserves the right to accept or reject any or all statements of proposal submitted, in whole or in part, and to waive any informalities or technicalities which at the City's discretion are determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any Proposer responding to this request. The City expressly reserves the right to reject any and all proposals responding to this invitation without indicating any reasons for such rejection(s). The City reserves the right to negotiate with any proposer it deems suitable to carry out this project.
2. The City reserves the right to postpone due dates for its own convenience and to withdraw this solicitation at any time without prior notice.

#### **H. Property**

All documents, graphics, maps and exhibits produced by the successful proposer as part of this planning project shall be provided to the City, become the property of the City of Monroe, and are to be available for use by the City in any manner the City deems appropriate.

#### **I. Consultant Interviews / Oral Presentations**

Proposers who are deemed most eligible for an interview and/or oral presentation will be notified of the intended time, date, location and format as determined by the City.

#### **J. Incurring Costs**

This request for proposals does not commit the City to award a contract, pay any costs incurred in preparation of these applications, or to procure or contract for any services.

#### **K. Timetable**

The timetable for this project will span Fiscal Years 2016-2017. It is anticipated that the project orientation session will be held during the late Summer of 2016.

It should be noted that the City of Monroe Plan Commission conducts regular meetings on the 2<sup>nd</sup> Wednesday of each month, beginning at 5:00 p.m.

#### **L. City of Monroe Comprehensive Plan Website**

For context information to assist in preparing proposal submissions, the City's Comprehensive Plan may be viewed at <http://cityofmonroe.org/index.aspx?nid=731>.

**M. Service Agreement**

The City will require the selected professional service provider to use the City's standard professional service agreement.

For more information on the standard agreement please contact the City Clerk's office:

Carol Stamm  
City Clerk/Director of General Government  
(608) 329-2530  
[cstamm@cityofmonroe.org](mailto:cstamm@cityofmonroe.org)

**O. Conflict of Interest**

Consultant and sub consultants shall identify any group, individual or organization that they may have worked for, or currently work for, that has had ownership, lease, development, related or similar interest in the City of Monroe. The City reserves the right to reject any proposal or proposer who it feels has a conflict of interest.