

CITY OF LACROSSE

REQUEST FOR PROPOSAL
Zoning and Subdivision Ordinance Rewrite

RINKA+

von Briesen
von Briesen & Roper, s.c. Attorneys at Law

SEPTEMBER 16, 2024

RINKA+

September 16, 2024

Tim Acklin, AICP
Planning Manager
City of La Crosse Planning, Development, and Assessment
400 La Crosse Street
La Crosse, WI 54601
acklint@cityoflacrosse.org

Dear Mr. Acklin,

On behalf of RINKA and von Briesen & Roper, s.c., I am pleased to submit our proposal for rewriting the zoning and subdivision ordinances for the City of La Crosse. As the Masterplanning Practice Leader at RINKA, I understand the City's need to update its 1980s ordinance to reflect its recently adopted Comprehensive Plan and the evolving regulatory landscape. Our goal is to create a modern, clear, and enforceable zoning code that enhances La Crosse's unique identity while supporting growth.

Having worked closely with you on the Riverpoint District masterplan and drafting the PUD zoning, I am excited for the opportunity to collaborate again. I believe this prior experience positions us well to support La Crosse's objectives for a comprehensive zoning code rewrite. La Crosse's strategic location along the Mississippi River, combined with its urban challenges and redevelopment opportunities, makes this an exciting project. The following differentiators explain why the team we have assembled is the right team to execute the project.

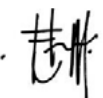
A COLLABORATIVE PARTNERSHIP. This partnership between RINKA and von Briesen & Roper brings together a leading design and architecture firm with Wisconsin's top municipal law firm. Our combined expertise ensures that La Crosse will receive a zoning code that not only reflects the City's vision but is also legally robust and straightforward to administer.

RELEVANT EXPERIENCE. RINKA's design and urban planning expertise, paired with von Briesen & Roper's legal proficiency, uniquely positions us to address the complexities of La Crosse's zoning update. Our previous work with communities across Wisconsin, including our collaboration on the Riverpoint District, has equipped us to lead projects that involve balancing modern zoning practices with local needs. We understand the importance of fostering walkable, mixed-use, and sustainable environments while ensuring that zoning codes remain clear and enforceable.

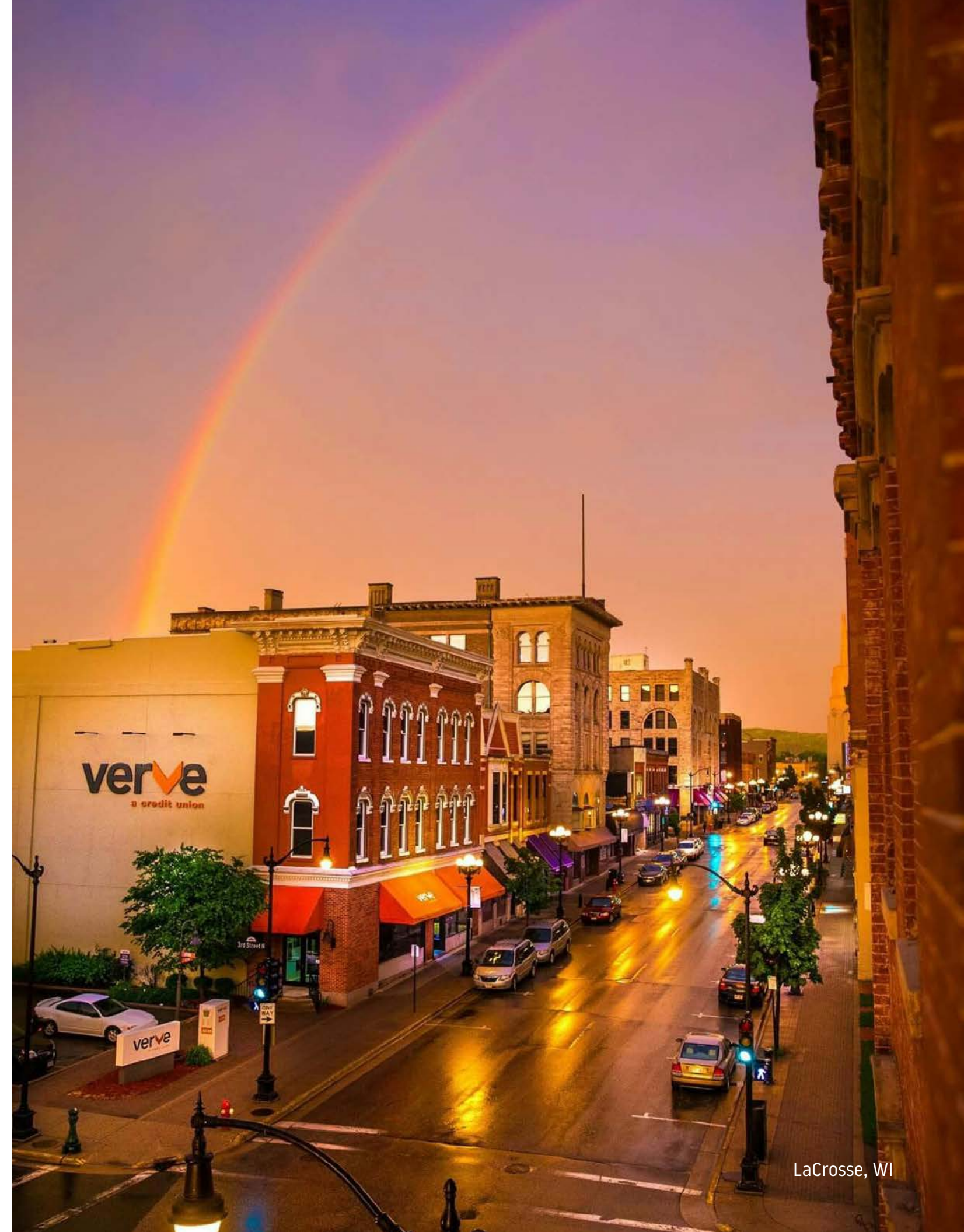
COMMITMENT TO DETAIL. At RINKA and von Briesen & Roper, we pride ourselves on our attention to detail and commitment to community engagement. Our teams are skilled at drafting zoning codes that reflect a deep understanding of community goals and regulatory requirements. As with our work on the Riverpoint District, we are committed to creating a zoning code for La Crosse that is easy to navigate, reflective of community input, and supportive of both urban infill and sustainable growth.

We look forward to the opportunity to once again collaborate with you and the City of La Crosse on this important initiative.

Sincerely,



Eric Mayne, AIA, RIBA
Masterplanning Practice Leader
C. 262-455-1497
emayne@rinka.com



LaCrosse, WI

RINKA+

ABOUT US

TO INSPIRE THROUGH THOUGHTFUL DESIGN

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

2024 AIA Merit Award - Camp Minikani KYBO
2024 ASID Gold Award - The Edison
2024 ASID Gold Award - SoftwareONE
2024 ASID Silver Award - Talking Walls
2024 ASID Silver Award - Associated Bank River Center
2024 ASID Bronze Award - The Woods
2024 Daily Reporter Top Projects - R1VER Development
2024 Daily Reporter Top Projects - Woodnote Residences
2024 Milwaukee Business Journal Real Estate Award - SoftwareONE
2023 Best Places to Work (Milwaukee Business Journal)
2023 Mayor's Design Award - Tribute Apartments
2023 Mayor's Design Award - R1VER Development
2023 ASID Gold Award - Johnson Financial Group
2023 ASID Gold Award - Schlitz Park
2023 ASID Silver Award - MIAD 4th Floor
2023 ASID Bronze Award - West Bend Mutual Insurance
2023 WCREW Peoples Choice Nominee - Greenlink Residences + Public House 55

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Website Brand Presence
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Virtual Augmented Reality Experiences



100+ INDUSTRY AWARDS



“Once built, the 44-story, \$122 million Couture will be one of the tallest in Wisconsin...it is an instant landmark, the kind of project that could reshape Milwaukee’s sense of itself”
- Milwaukee Journal Sentinel

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von Briesen
von Briesen & Rogier, s.c. Attorneys at Law

RINKA+

ABOUT US

Founded in 1904, von Briesen includes more than 180 professionals with offices throughout Wisconsin and in Chicago. Recognized as a great place to work and founded on core values of unparalleled service and recognized expertise, von Briesen provides innovative, cost-effective, value added, and practical legal advice and effective representation.

Our Land Use, Development and Zoning team represents property owners, developers, and municipalities in analyzing proposed development projects, the applicable zoning code and regulations, and whether the proposed project meets local, state and Federal zoning and land use requirements. Where necessary and appropriate, our attorneys assist clients with conditional use permits, variances, and zoning changes when a project does not quite fit current zoning or regulatory schemes. When dividing land into multiple parcels, we help our clients prepare condominium documents, subdivision plats, certified survey maps, and division of land by metes and bounds. We also assist clients with permit and zoning applications, development agreements, easements, common area maintenance agreements and similar instruments that run with the land, which are often required when developing real estate.

SERVICES

GOVERNMENT LAW

The Government Law Group is a dynamic team of more than 30 lawyers and other professionals who are dedicated to addressing the many legal issues that confront those in the public sector.

Our substantive expertise, unparalleled dedication to client service and our constant commitment to innovation, provide our government clients with the tools necessary to succeed in an increasingly complex environment. Our specialized practice areas falling under the Government Law Group umbrella include:

- Compliance and Training on HIPAA and other federal and State privacy laws
- Constitutional Law and Civil Liberties
- Construction and Construction-related Litigation
- Contracts and Procurement
- County and Municipal Governance
- Data Breach Response, Reporting and Mitigation
- Discrimination
- Eminent Domain
- Employee Benefits
- Environmental
- Employee Evaluation, Discipline and Discharge
- Employee Handbooks
- Government Finance
- Grievance Arbitration
- Health Care Reform
- Immigration
- Labor Contracts
- Labor-Management Relations
- Land Development Agreements
- Litigation and Dispute Resolution
- Public Records / Open Meetings
- Property Tax Disputes
- Real Estate
- Tax Incremental Financing District Development Projects
- Unfair Labor Practices
- Unemployment and Workers' Compensation
- Zoning and Land Use Issues

SERVICES CONTINUED

REAL ESTATE

von Briesen's Real Estate Group represents property owners, developers, lenders, landlords, tenants and local governments in all areas of real estate law. Our real estate attorneys have well-established relationships, extensive experience and insight in the real estate industry, which are all leveraged for our clients. Many members of the group are long-time members of NAIOP-WI – where we are also the Public Policy Sponsor – keeping our clients timely informed of legislative priorities, political advocacy, and other developments in the commercial real estate industry.

LAND ACQUISITION AND USE

- Acquisition and Sale
- Construction Contracts
- Commercial Leasing
- Community Associations
- Retail Real Estate

ENVIRONMENTAL, LAND USE, DEVELOPMENT & ZONING

- Environmental
- Land Use, Development and Zoning
- TIF District Development Projects

LITIGATION

- Real Estate Litigation
- Construction Defect Litigation
- Eminent Domain
- Property Tax Assessments
- Title Defects
- Adverse Possession, Easement and Boundary Disputes

CONTACT

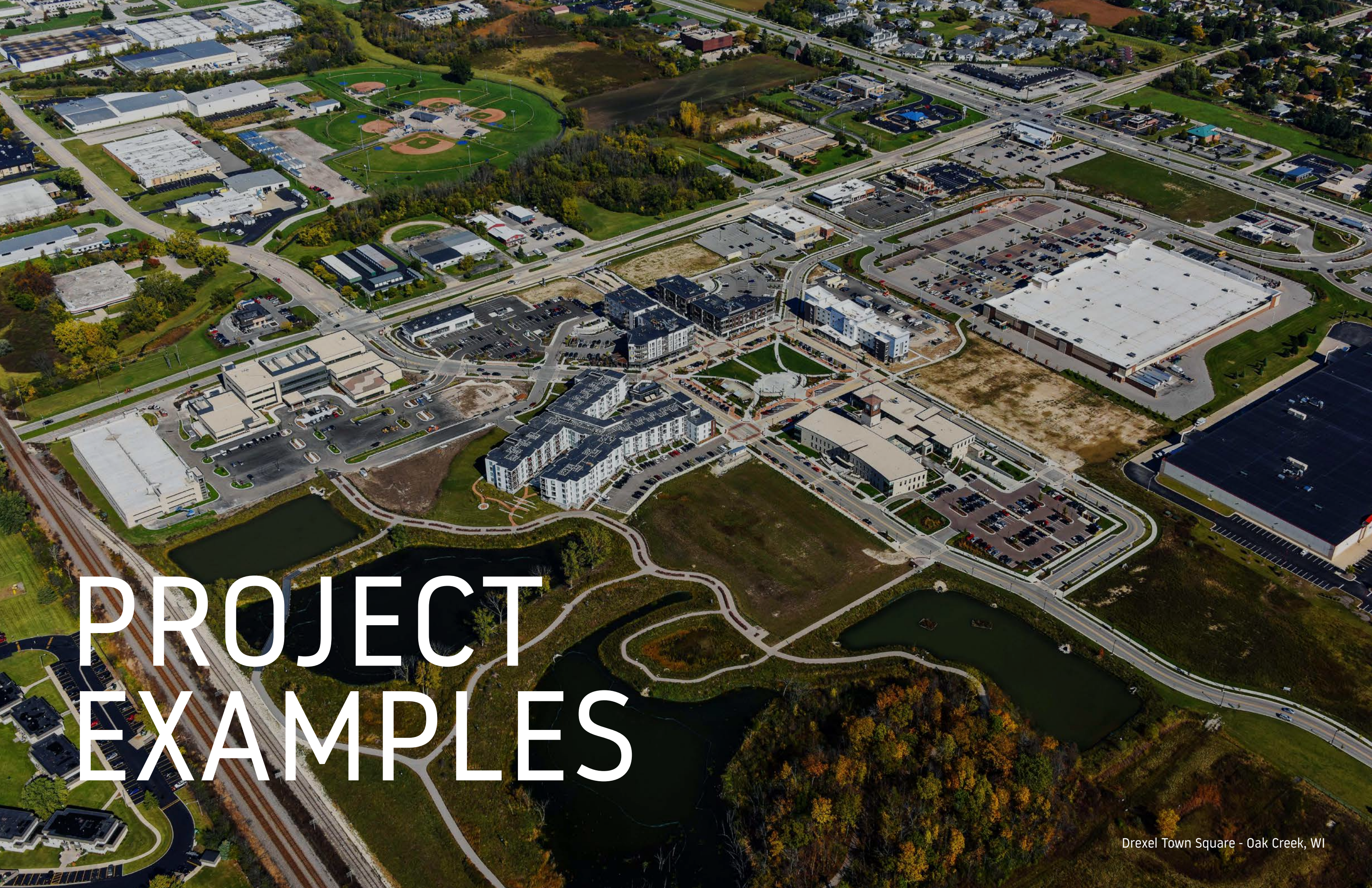
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PROJECT EXAMPLES

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 impedence of pedestrian travel.



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

Build-to-Zones (BTZ)

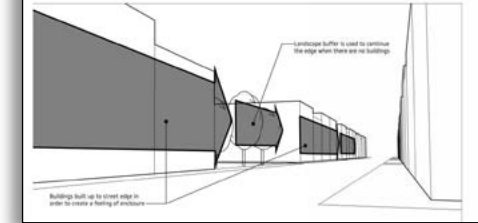
Active pedestrian streets are promoted through enclosure provided by buildings with ground floor activities linked to the street. Build-to-Zones (BTZ) help ensure that buildings are located near the front and corners of the building lot. A BTZ is defined as the space extending between the defining edge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

Landscaped 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.

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.

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 should be raised to reduce crossing distances and create parallel parking zones. Alleys and parking courts will be used to minimize driveway curb cuts along streetscapes and enhance walkability with an emphasis on pedestrian safety.

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

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

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

RIVER POINT DISTRICT

La Crosse, WI

Relevance to LaCrosse, WI

Planned Unit Development District Plan includes all aspects of the zoning ordinance in a consolidated document in a form based, developer friendly, easy to read format that is equally easy to for the municipality to administer.

View Full Document [Here](#)

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 | Ongoing | **SIZE** | 50 acres | **PARTNERS** | City of La Crosse

VILLAGE OF MOUNT PLEASANT COMMERCIAL DISTRICTS UPDATE

Relevance to LaCrosse, WI

The City of La Crosse has many natural and human-made land characteristics that cluster commercial, industrial, and residential areas nearby. This project shows how La Crosse can balance its existing built environment with the changing nature of commercial and industrial development to provide use flexibility while keeping strong building form and site design standards. It also shows the improved readability and functionality of a consolidated use table.

View Full Document [Here](#)

von Briesen consolidated the village's existing seven, separate business and industrial districts into five commercial districts. This update addressed the increasingly intertwined commercial and industrial real estate markets by reimagining the districts into intensity-based districts that allow a context-sensitive mix of uses from Low-Intensity Commercial to Special Industrial. The update included both a revised use table and revised lot and building regulations.

Exhibit A

Table 90-130-2: Commercial District Lot and Building Regulations						
Regulation	C-1	C-2	C-3	C-4	C-5	
(a) Lot						
Minimum lot area per dwelling unit (square feet)	3,630	1,815	907.5	Not permitted	Not permitted	
1 Lot width (feet)	18 min. 120 max.	18 min. 240 max.	18 min. 900 max.	18 min.	18 min.	
Maximum building coverage (% of lot)	50%	60%	70%	80%	n/a	
(b) Principal Building Siting						
2 Street (minimum; feet)	0	5	10	20	40	
4 Side setback (minimum; feet)	0	5	10	20	40	
5 Rear setback (minimum; feet)	0	5	10	20	40	
(c) Principal Building Design						
Street-facing ground-story transparency (minimum)		20%				n/a
Upper-story transparency (minimum)		10%				n/a
Ground-story floor to ceiling height (minimum; feet)	12	12	12	12	12	
(d) Accessory Building Siting						
Allowed location	Allowed in rear yard only					
Minimum side and rear setbacks (feet)	0	5	10	20	40	
Minimum building separation (feet)	10	10	10	10	10	
(e) Building Height						
6 Principal building (stories)	2 max.	4 max.	8 max. 2 min.	8 max. 2 min.	8 max.	
Accessory building (stories)	2 max.	2 max.	2 max.	2 max.	2 max.	

§ 90-130.50 Other regulations.
[Ord. No. 19-2020, 6-8-2020]

Table 90-310-1: Use Table

USE CATEGORY	C = Conditional use							^ = Upper story only				-- = Prohibited Use				Description and supplemental regulations		
	Residential			Mixed-Use				Commercial				Public		Agricultural				
Use subcategory	RE	RL	RM RH	MX1	MX2	MX3	MX4	C1	C2	C3	C4	C5	P1	P2	AG1	AG2		
Specific Use Type																		
RESIDENTIAL																		
Household living																		
Single household (Per lot)	P	P	P	P^	P^	P^	P^	P	P^	P^	-	-	-	-	P	P	§ 90-320.60(a)(1)a	
Two households (Per lot)	-	P	P	P^	P^	P^	P^	P	P^	P^	-	-	-	-	P	P	§ 90-320.60(a)(1)b	
Three or more households (Per lot)	-	-	P	P^	P^	P^	P^	P	P^	P^	-	-	-	-	-	-	§ 90-320.60(a)(1)c	
Group living																		
Community living arrangement (up to 8 residents)	P	P	P	P^	P^	P^	P	P^	P^	P^	-	-	-	-	P	P	§ 90-320.60(b)	
Community living arrangement (9 to 15 residents)	-	-	P	P^	P^	P^	P^	P	P^	P^	-	-	-	-	-	-	§ 90-320.60(b)	
Community living arrangement (over 16 residents)	-	-	C	C^	C^	C^	C^	C^	C^	C^	-	-	-	-	-	-	§ 90-320.60(b)	
Institutional residential	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.60(b)	
PUBLIC/CIVIC																		
Airport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	P	P	§ 90-320.70(a)	
Cemetery	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.70(b)	
Club or lodge	C	C	C	-	-	-	-	P	P	P	-	-	C	C	-	-	§ 90-320.70(c)	
College or university	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.70(d)	
Detention or correctional facility	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.70(e)	
Governmental service	C	C	C	-	-	-	-	P	P	P	-	-	P	P	C	C	§ 90-320.70(f)	
Hospital	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.70(g)	
Library or cultural exhibit	C	C	C	-	-	-	-	-	-	-	-	-	-	-	P	P	§ 90-320.70(h)	
Natural resource preservation	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	§ 90-320.70(i)	
Parks and recreation	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	§ 90-320.70(j)	
Religious assembly	C	C	C	C	C	C	C	P	P	C	C	C	-	-	P	P	§ 90-320.70(k)	
Safety service	C	C	C	C	C	C	C	P	C	C	P	P	P	P	P	P	§ 90-320.70(l)	
School	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.70(m)	
Utilities and Public services, minor	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	§ 90-320.70(n)	
Utilities and Public services, major	-	-	-	-	-	-	-	-	-	-	-	-	-	-	P	P	§ 90-320.70(n)	
COMMERCIAL																		
Animal service																		
Boarding	-	-	-	-	-	-	-	C	-	C	P	P	-	-	-	C	P	§ 90-320.80(a)(1)a
Grooming	-	-	-	-	-	-	-	P	P	P	P	P	-	-	-	-	-	§ 90-320.80(a)(1)b
Veterinary	-	-	-	-	-	-	-	C	P	P	C	P	P	-	-	-	-	§ 90-320.80(a)(1)c
Assembly or entertainment																		
Type 1	-	-	-	-	-	-	-	P	P	P	P	P	-	-	-	-	-	§ 90-320.80(b)(1)a
Type 2	-	-	-	-	-	-	-	P	P	-	-	P	P	-	-	-	-	§ 90-320.80(b)(1)b
Business or trade school																		
Indoor	-	-	-	-	-	-	-	-	-	-	-	-	P	P	P	-	-	§ 90-320.80(c)(1)a
Outdoor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.80(c)(1)b
Commercial service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.80(d)
Day care																		
Adult day care	-	-	-	-	-	-	-	P	P	-	-	-	-	-	-	-	-	§ 90-320.80(e)(1)a
Family day-care home	P	P	P	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.80(e)(1)b
Day-care center (up to 30 enrollees)	-	-	-	-	-	-	-	P	P	-	-	-	-	-	-	-	-	§ 90-320.80(e)(1)c
Day-care center (more than 30 enrollees)	-	-	-	-	-	-	-	P	P	-	-	-	-	-	-	-	-	§ 90-320.80(e)(1)d
Financial service																		
Convenient cash business	-	-	-	-	-	-	-	-	-	-	-	-	C	C	P	-	-	§ 90-320.80(f)(1)a
All other financial services	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.80(f)(1)b
Funeral or mortuary service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.80(g)
Lodging																		
Bed-and-breakfast inn	P	P	P	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.80(h)(1)a
Hotel or motel	-	-	-	-	-	-	-	P	P	-	-	-	-	-	-	-	-	§ 90-320.80(h)(1)b
Short-term rental	P	P	P	P	P	P	P	P	P	P	P	P	-	-	-	-	-	§ 90-320.80(h)(1)c
Office																		
Business or professional	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.80(i)(1)a
Medical or health practitioner (including clinics)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.80(i)(1)b
Parking, nonaccessory	P	P	P	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.80(j)
Restaurants and bars																		
Restaurant	-	-	-	-	-	-	-	P	P	P	P	P	-	-	-	-	-	§ 90-320.80(k)(1)a
Bar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	§ 90-320.80(k)(1)b
Small-batch alcohol producers	-	-	-	-	-	-	-	P	P	P	P	P	-	-	-	-	-	§ 90-320.80(k)(1)c

SUBDIVISION ORDINANCE REWRITE

Relevance to LaCrosse, WI

An updated subdivision ordinance can address new, infill, and redevelopment opportunities in Janesville making sure land division and land use practices work hand in hand.

View Full Document [Here](#)

The new subdivision ordinance brought Mount Pleasant's land division practices into the 21st century. It clarified environmental protection regulations, brought statutory references up-to-date, and took advantage of the additional flexibilities in how communities may use Certified Survey Maps. This update, paired with additional zoning updates, allowed subdivisions such as Pike River Crossing (image) to plat missing-middle housing styles like fee simple duplexes by-right for the first time in decades.

VILLAGE OF MOUNT PLEASANT REVIEW AND DECISION-MAKING AUTHORITY

Relevance to LaCrosse, WI

This updated ordinance shows how the simplified zoning ordinance organization can help address changes to state law and keep Janesville's zoning ordinance up-to-date over time.

View Full Document [Here](#)

The proposed update simplified and expanded the types of site plan review that the Plan Commission delegated to the village staff. The change, driven by 2023 WI Act 16's update to municipal approval authority for residential projects, worked to re-emphasize the importance of statutory legislative decisions, such as zoning map amendments or plat reviews, in the development process, while granting greater approval speed for projects, which otherwise meet existing zoning regulations or statutorily required approvals.

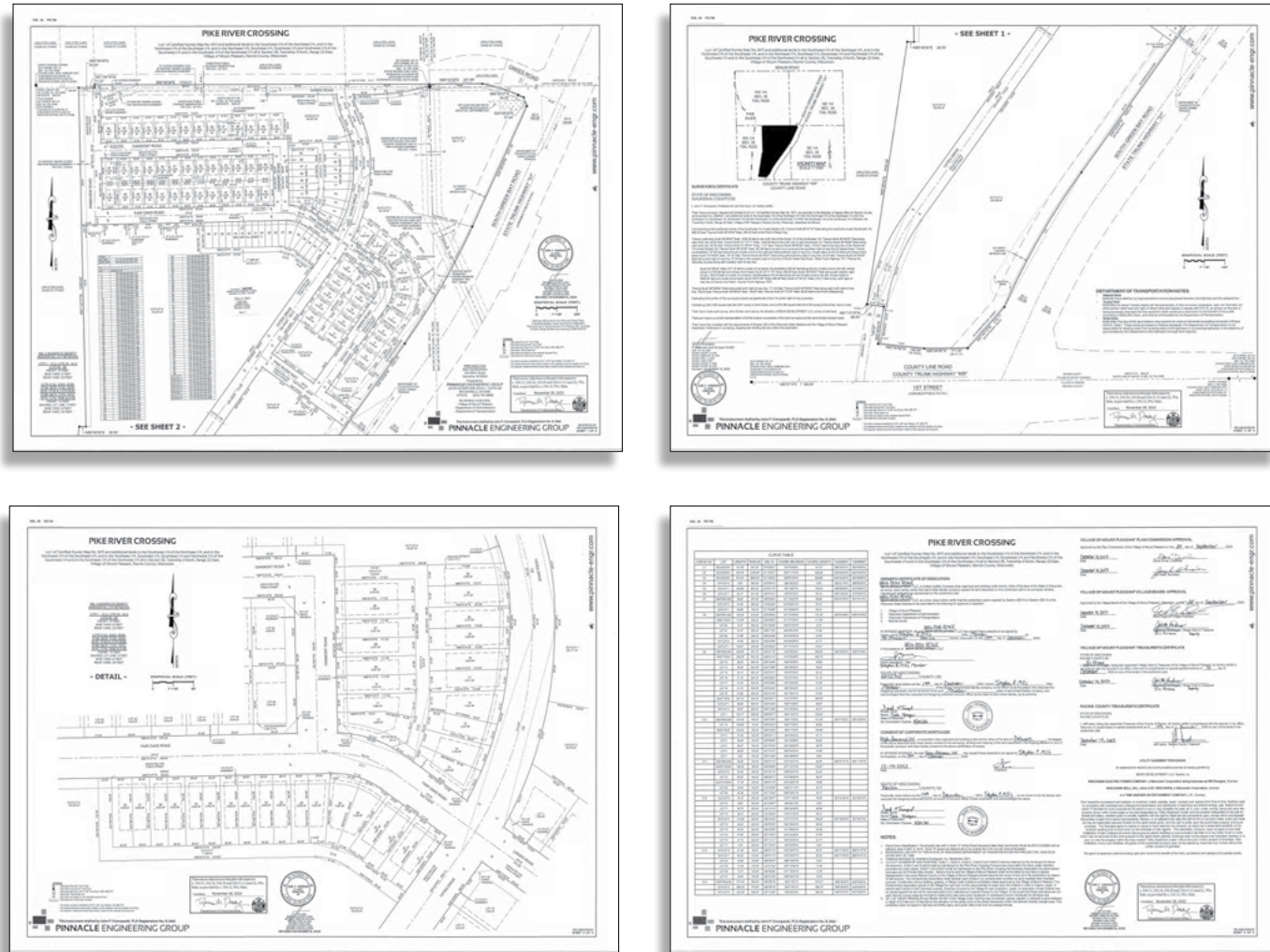


EXHIBIT A

§ 90-540.40 Review and decision-making authority.

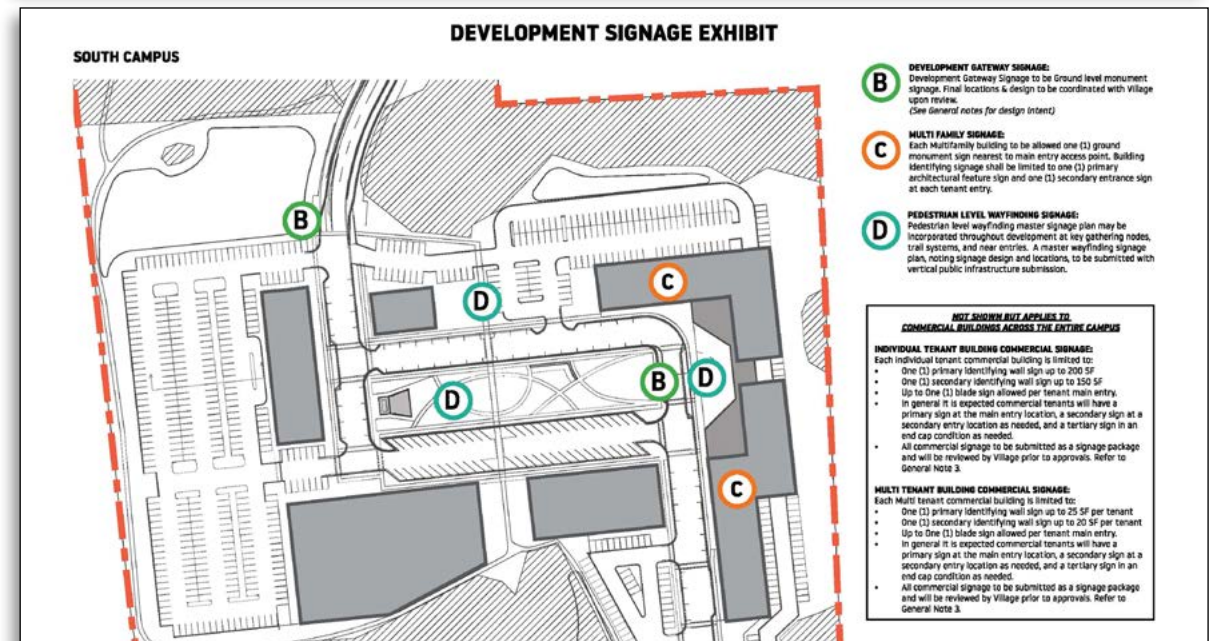
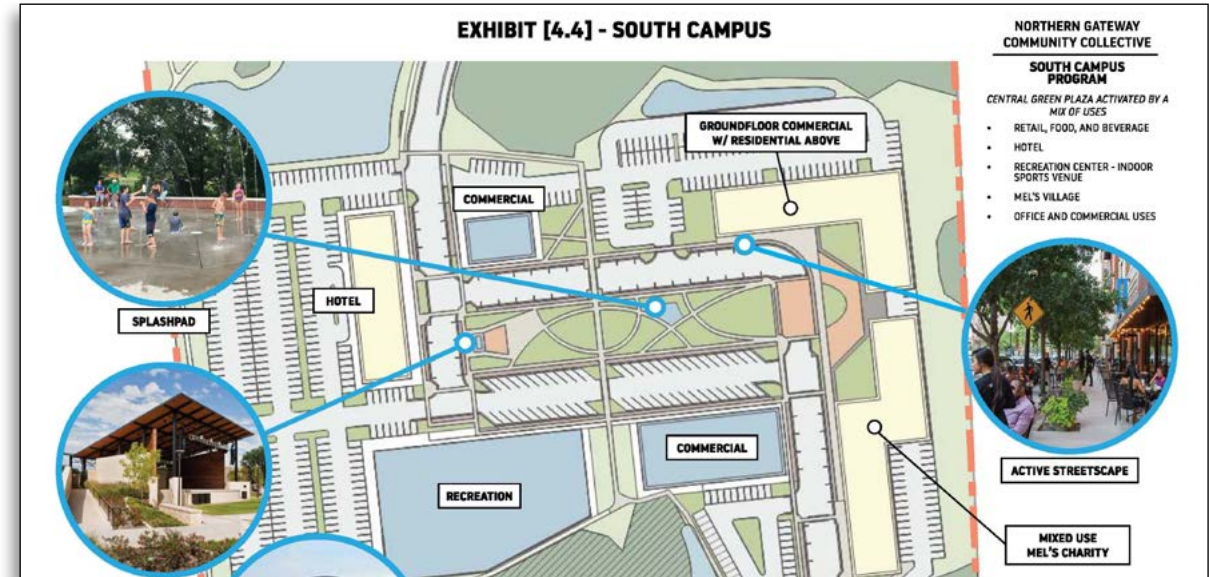
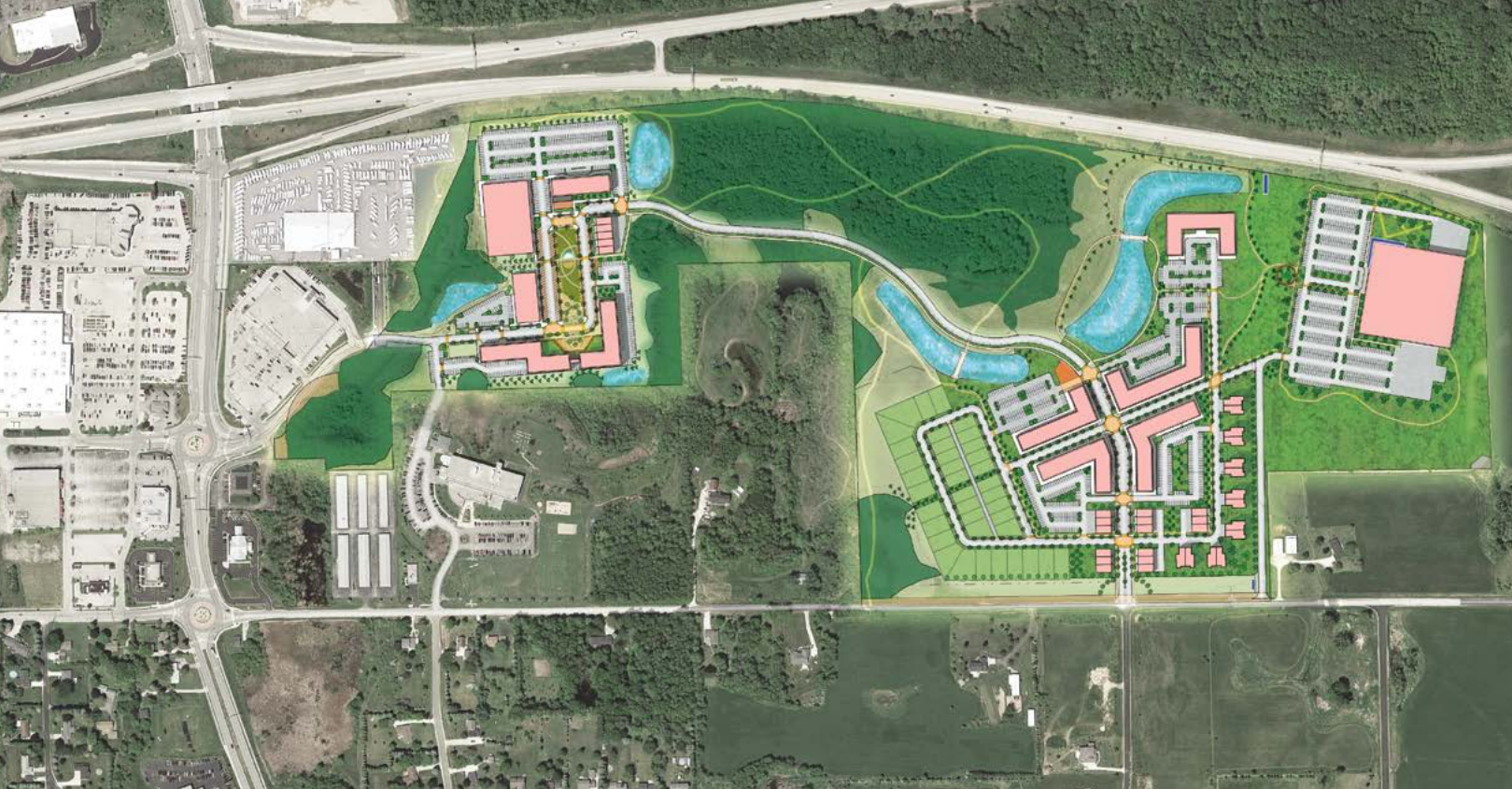
[Ord. No. 19-2020, 6-8-2020]

(a) Administrative site plans. This zoning chapter refers to site plan applications that meet the following criteria as "administrative site plans" and follow a one-step approval process: review and final action by the Community Development Director:

- (1) Residential buildings that comply with the zoning chapter.
- (2) Mixed-use and nonresidential lot and building changes below 5,000 square feet.
- (3) Solar energy systems occupying less than 40 acres.
- (4) Changes to parking and access plans, outdoor lighting plans, landscaping plans, or other plans required under Article 400: Village-Wide Regulations.

(b) Plan Commission site plans. All site plan applications not classified as administrative site plans are referred to as "Plan Commission site plans" and must follow a two-step approval process: 1) review and recommendation by staff and 2) review and final action by the Plan Commission. This zoning chapter requires Plan Commission site plan review for projects and activities for which the zoning chapter expressly requires a Plan Commission review.

SAUKVILLE PUD DESIGN & SIGNAGE STANDARDS



NORTHERN GATEWAY

Saukville, WI

Relevance to LaCrosse, WI

Planned Unit Development overlay district was created for this premiere economic district and authored in collaboration with the municipality. A simple and affective zoning ordinance amendment.

View Full Document [Here](#)

View PUD #4 Document Supporting Documentation [Here](#)

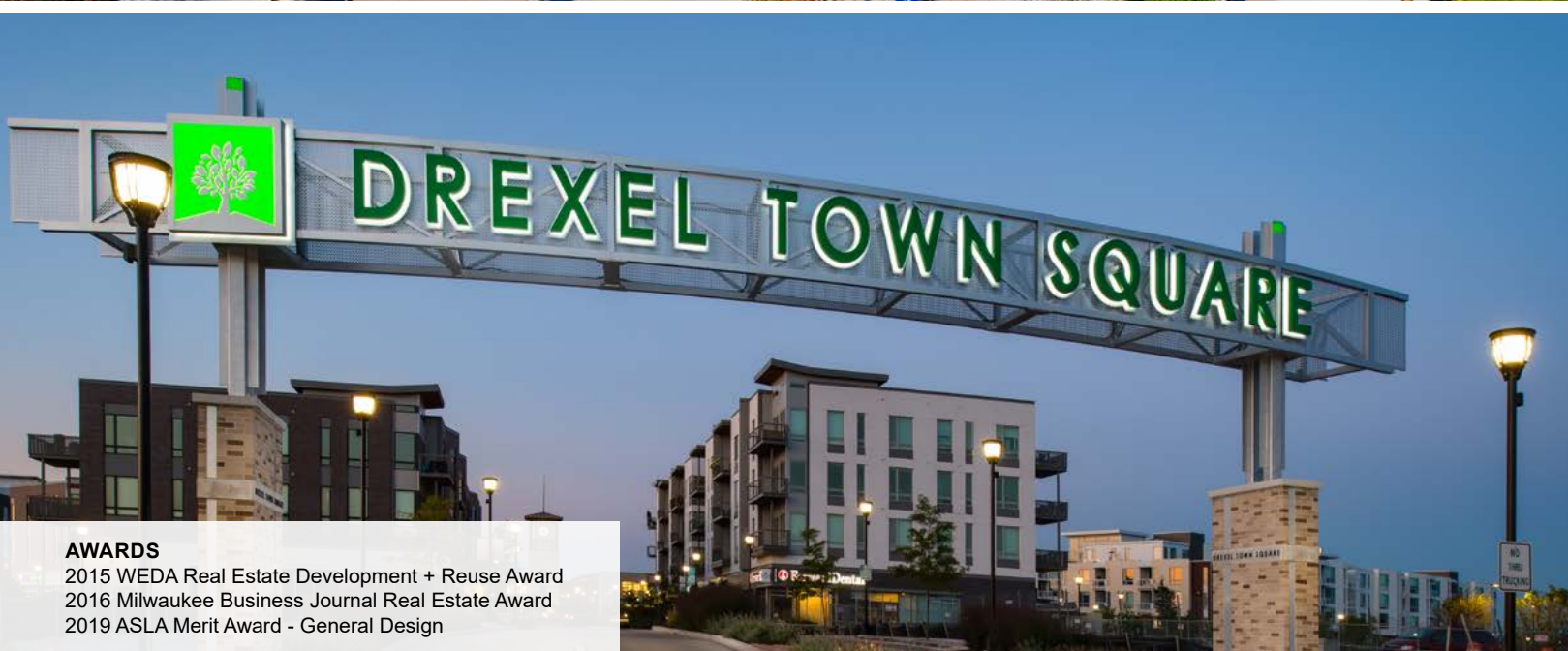
Northern Gateway Community Collective is an inspirational masterplan designed for a vibrant new community in the village of Saukville.

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 | Ongoing | **SIZE** | 120 acres | **PARTNERS** | Ansay 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



AWARDS
 2015 WEDA Real Estate Development + Reuse Award
 2016 Milwaukee Business Journal Real Estate Award
 2019 ASLA Merit Award - General Design

DEVELOPMENT DESIGN STANDARDS FROM RINKA PUD

BUILDING DESIGN GUIDELINES: COMPOSITION, FACADES, MASSING, DETAILS, MATERIALS

Implementation of basic architectural design principles ensures buildings harmonize with each other, create a cohesive neighborhood feel, and portray an understandable architecture while not limiting individual building expression and style.

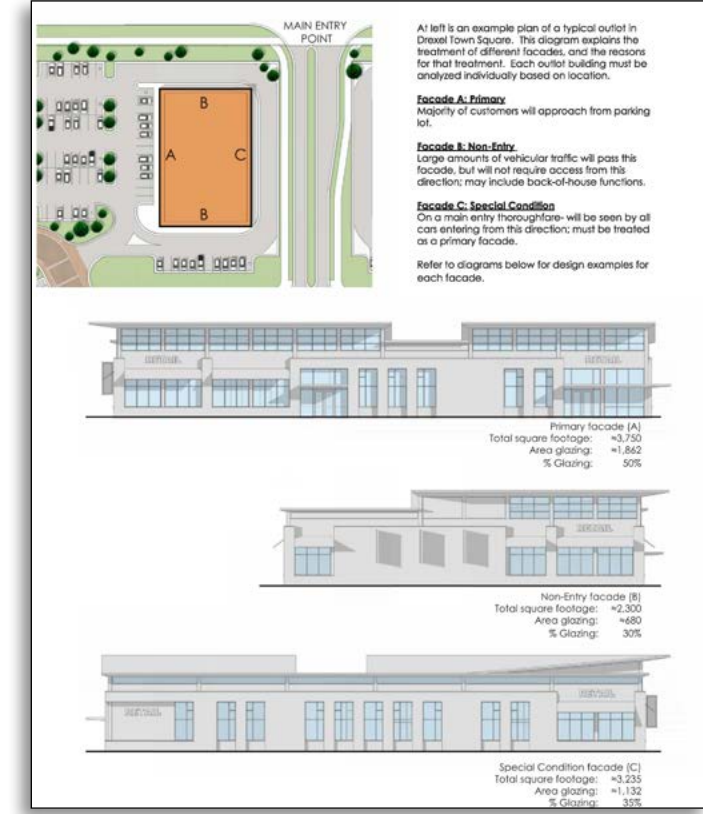
Visually interesting facades appeal to the general public while enhancing the experience in adjacent open spaces and the value of surrounding residences.

BUILDING COMPOSITION

Base, Middle, Top
 Building facades should be composed to define base, middle and top elements. The base of the building anchors it to the ground and is the interface between the building and people and should be highly articulated. The transition between the middle of the building and the base and top should be articulated by use of materials, composition, or ornamental features. The top terminates the building against the sky and provides an opportunity to create an interesting silhouette. Green roofs are encouraged to aid in reducing the amount of impervious surfaces throughout the entire Drexel Town Square site.

Rhythm
 Rhythm refers to the regular or harmonious recurrence of building elements. Rhythmic elements need not be boring, but can provide the visual "glue" that links together various buildings on a street. These patterns commonly reflect the building's repetitive structural bays, often with the end bays given special identity. This articulation of the facade helps provide scale by comprising the facade into smaller visual parts. The variation of rhythm from building to building reaffirms the individuality of each building, while the recurrence of an overall rhythm helps unify the facade. The building's structural column lines should in some way be evident or expressed on its facade.

Scale
 In general, distinctive compositional elements of buildings (entries, structural bays, roof elements, windows) should be distinguishable from a distance of both near and far. The size and shape of these elements should give the building scale to relate to pedestrians as well as surrounding buildings. Special attention should be paid to overall building height and massing in order to maintain a scale and character compatible with the district.



RESULTING OAK CREEK ZONING CODE AS OF 1/8/2024

Sec. 17.0511. Mixed Use and Nonresidential Design Standards

(a) Exterior Building Cladding Materials.

(1) Allowable exterior building cladding materials shall be time- and weather-tested materials and techniques and shall be as detailed in Table 17.0511(a)(1) below. Glazing shall not be included in the facade material calculations. When part of a common development, buildings shall utilize materials that are consistent with or complement surrounding development.

Building Façade Elevation	Masonry (1)	Siding (2)	Concrete	Architectural Metal Panel (non-corrugated)	EIFS, Non-Textured Masonry, Phenolic Materials, Corrugated Metal Panels, Stucco, Terra Cotta
Front, Exterior Side	Min. 50-75%	Max. 50%	Textured - any % allowed / Non-textured Max. 50%	Max. 25%	Max. 15% with % Plan Commission approval
Interior Side	Min. 25% / Min. 50% for 4-sided	Max. 50% for 4-sided / Max. 75%	Textured - any % allowed / Non-textured Max. 50%	Max. 25% for 4-sided / Max. 50%	Max. 15% with % Plan Commission approval
Rear	0% / Min. 50% for 4-sided	Max. 50% for 4-sided / Max. 75%	Textured - any % allowed / Non-textured Max. 50%	Max. 25% for 4-sided / Max. 50%	Max. 25% with % Plan Commission approval
Notes					
(1) Masonry includes brick, stone (cultured, stacked, stone masonry units), burnished block, textured/split-faced or decorative concrete masonry units.					
(2) Siding includes cementitious fiber board, fiber cement, wood, engineered wood, or composite.					

DREXEL TOWN SQUARE

Oak Creek, WI

Relevance to LaCrosse, WI

Planned Unit Development overlay district set many standards including building design guidelines that resulted in the successful and vibrant award winning town square for Oak Creek.

View Full Document [Here](#)

View PUD #4 Document Supporting Documentation [Here](#)

Drexel Town Square is a master development plan that created a new downtown center in Oak Creek, Wisconsin.

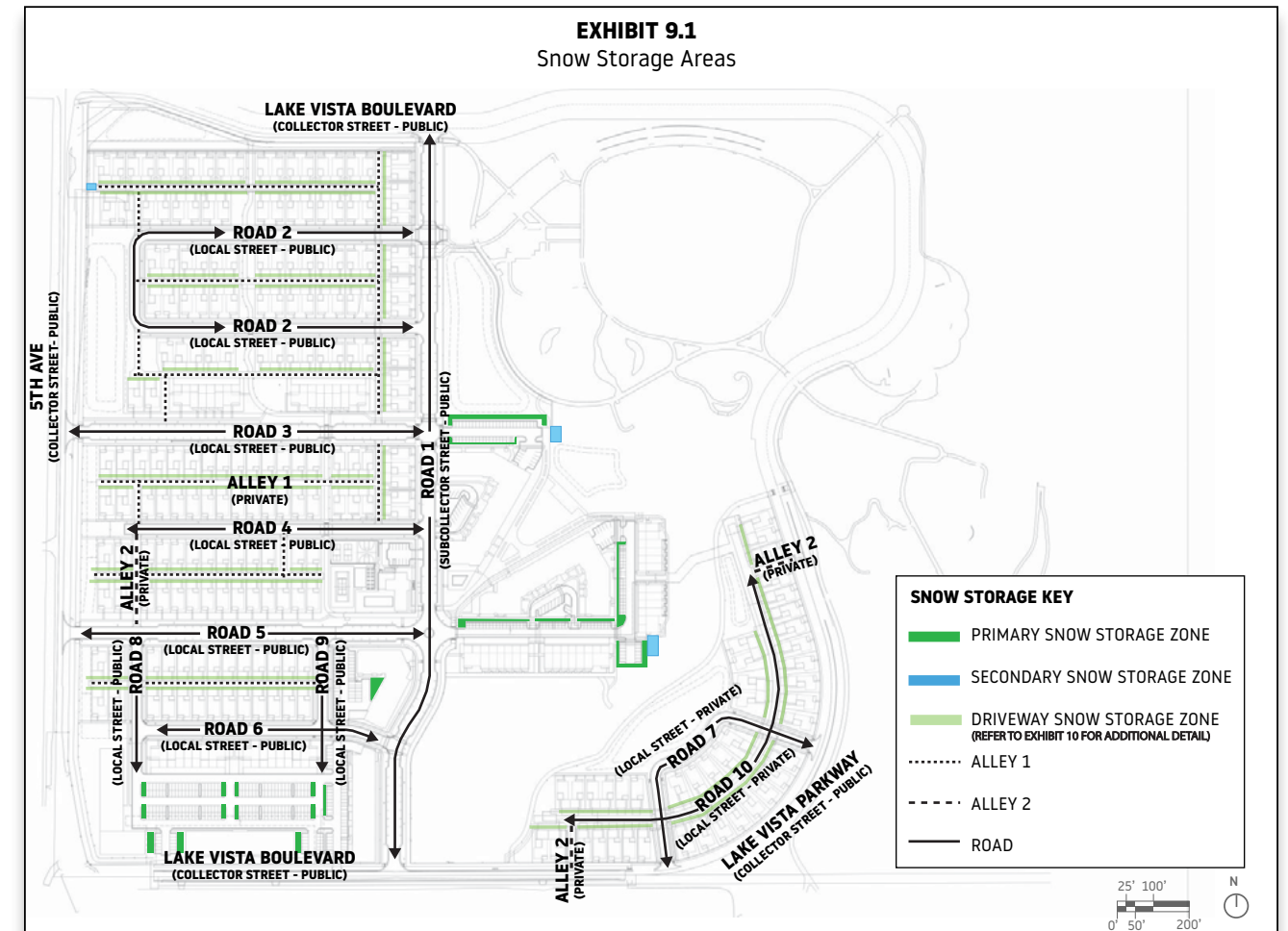
Reminiscent of a traditional downtown, the new development includes a new Main Street, Oak Creek's first, with a new City Hall and Library on a town square, surrounded by retail stores, restaurants, shops, businesses and apartments. RINKA was involved in the project from multiple aspects, including a pedestrian oriented streetscape design for all of the public spaces, and the Town Center design which serves as the heart of the new downtown. In conjunction with many project partners, RINKA led the masterplanning design for the 85-acre site while establishing a design vision for all buildings within the core Main Street district.

STATUS Complete | **SIZE** 85 acres | **PARTNERS** City of Oak Creek & Wispark

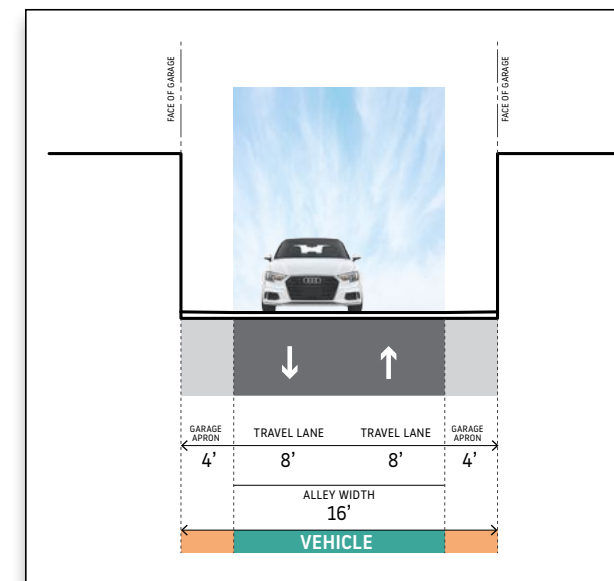


STREETS & ALLEY STANDARDS FROM RINKA PUD

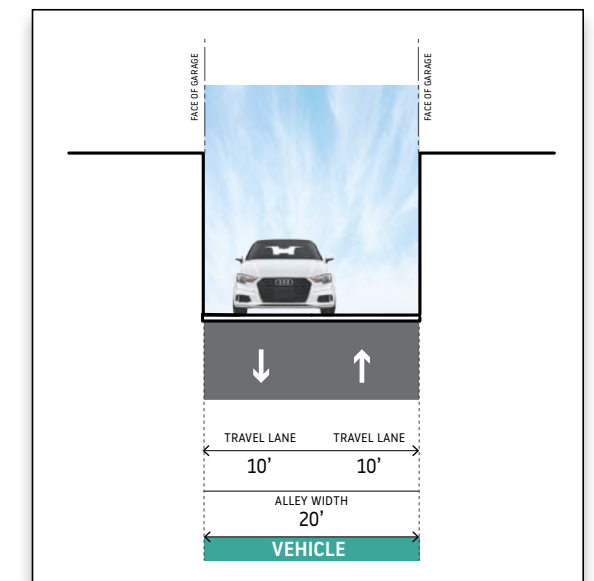
Subdivision work coordinated with Civil consultant



Alley 1: Typical



Alley 2: Phase Two



LAKESHORE COMMONS

Oak Creek, WI

Relevance to LaCrosse, WI

Our extensive experience and collaborative approach lead to many of the design standards developed at Lakeshore Commons, like alleyway standards, becoming part of the municipal standards and written to their newly adopted zoning ordinance. This masterplan is also a good example of our teams understanding of subdivision ordinance.

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
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PROJECT TEAM

PROJECT TEAM

STEVE MORALES

Partner

smorales@RINKA.com

RINKA+



With over 16 years of experience working on a variety of project types from masterplanning to mixed-use developments to healthcare, Steve leads multiple teams as one of RINKA's partners.

Steve's experience across the country includes a wide array of project types and masterplanning. His leadership at RINKA includes high-profile unique projects, masterplanning mixed-use communities and developments. His strong design and leadership skills, coupled with a natural ability to create and develop client relationships allow Steve to consistently design and lead inspiring and transformative projects. Steve's experience includes the Milwaukee Bucks Entertainment District, the Lakefront Gateway project, The MECCA, and masterplanning project developments like Drexel Town Square, White Stone Station, 84South and The Lokal. He was recently named the Milwaukee Business Journal's 40 Under 40 Class of 2019.

BACKGROUND

Master of Architecture: UW-Milwaukee
Bachelor of Science in Architectural Studies: UW-Milwaukee

SELECT MASTERPLANNING EXPERIENCE

Milwaukee Bucks Deer District - Milwaukee, WI
River Point District Masterplan - La Crosse, WI
Lakeshore Commons - Oak Creek, WI
Lakefront Gateway Plaza - Milwaukee, WI
River 1 Development - Milwaukee, WI
Drexel Town Square - Oak Creek, WI
White Stone Station - Menomonee Falls, WI
84South Development - Greenfield, WI
Brown Deer Development - Brown Deer, WI
Oak Creek Lake Vista Masterplan - Oak Creek, WI
Oak Creek Lake Vista Pavilion + Bluff Shelters - Oak Creek, WI
F3 Marina - Fort Lauderdale, FL
Woods of Greenfield - Greenfield, WI
Greatlife Mukwonago - Mukwonago, WI
Menomonee Falls / EVS Masterplan - Menomonee Falls, WI
Regency Mall Redevelopment + Masterplan - Racine, WI
KK/BMO Mixed Use Development - Milwaukee, WI
Schlitz Park Mixed Use Masterplan - Milwaukee, WI
Pleasant Prairie Mixed Use Masterplan - Pleasant Prairie, WI

ERIC MAYNE

Senior Design Director | Masterplanning Practice Leader

emayne@RINKA.com

RINKA+



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.

Eric brings a wide range of experience: hospitality, healthcare, residential, sports and recreation, cultural buildings, and healthcare. He specializes in modern urban mixed-use projects and community masterplanning. Eric applies his design skills, ability to translate clients' vision and market desire, and ability to collaborate with large design teams to deliver first-class finished products within budget.

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

SELECT PROJECT EXPERIENCE

Saukville Masterplan - Saukville, WI
American Orthodontics - Saukville, WI
Zizzo Offices - Milwaukee, WI
Pleasant Prairie Masterplan - Pleasant Prairie, WI
Riverpoint Masterplan - LaCrosse, WI
Water's Edge Condominiums - Caledonia, WI
Saukville Community Masterplan - Saukville, WI
Pleasant Prairie Community Masterplan - Pleasant Prairie, WI
Thrivent Community Masterplan - Appleton, WI
Riverpoint Masterplan - LaCrosse, WI
Lakeshore Commons - Oak Creek, WI

PROJECT TEAM CONTINUED

KENNY ADAMS

Placemaking Strategist

kadams@RINKA.com



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

SELECT PROJECT EXPERIENCE

Northern Gateway Community Collective - Saukville, 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

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

REFERENCES

RINKA

JASON GILMAN

- President, APA-WI, Principal JBG Planning
- jbgplanning@outlook.com
- 608.304.5336

MASON T. BECKER

- Strategic Initiatives and Development Coordinator
- MBecker@watertownwi.gov
- 920.206.4266

JEAN WERBIE HARRIS

- Pleasant Prairie, Community Development Director
- jwerbie-harris@pleasantprairiewi.gov
- 262.925.6717

JOHN BREITINGER

- Cushman and Wakfield, Owners Rep, Appleton Community Masterplan
- john.breitinger@cushwake.com
- 612.867.2512

von Briesen

MAUREEN MURPHY

- Village Administrator, Village of Mount Pleasant
- mmurphy@mtpleasantwi.gov
- 262.664.7818

PAUL SCHMITTER

- Director of Development, Fiduciary Real Estate Development, Inc.
- pschmitter@fred-inc.com
- 414.312.3239

MARK LAKE

- Vice President of Planning & Predevelopment, Wangard Partners, Inc.
- mlake@wangard.com
- 262.366.3627

PATRICK BREVER

- City Administrator, City of South Milwaukee
- brever@smwi.org
- 414.768.8047

PROJECT TEAM CONTINUED



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 the Commissioner of the Wisconsin Architectural Review Commission for the Village of Whitefish Bay.

Areas of Practice

- Real Estate
- Land Use, Development and Zoning
- 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)

Community Involvement

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



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.

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
- Property Tax Assessment
- Eminent Domain and Condemnation
- Government Law
- County and Municipal Governance

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

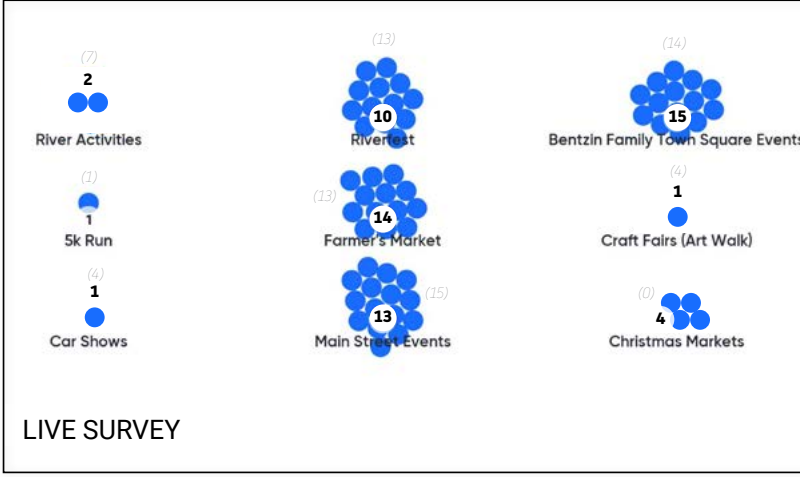
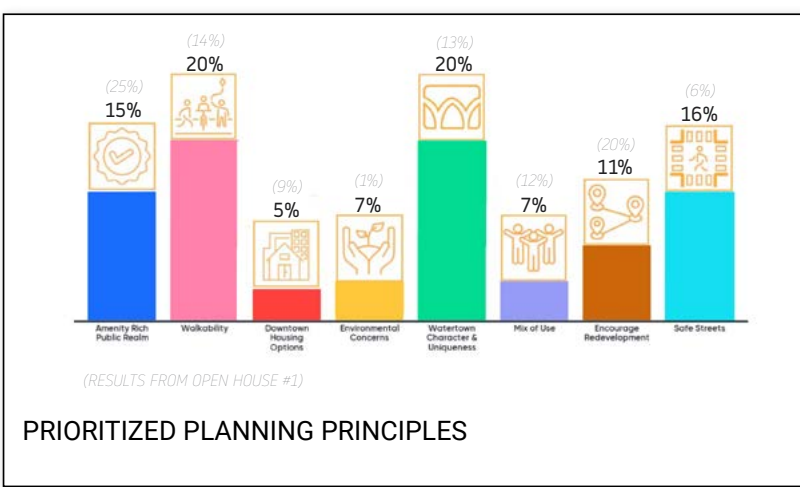
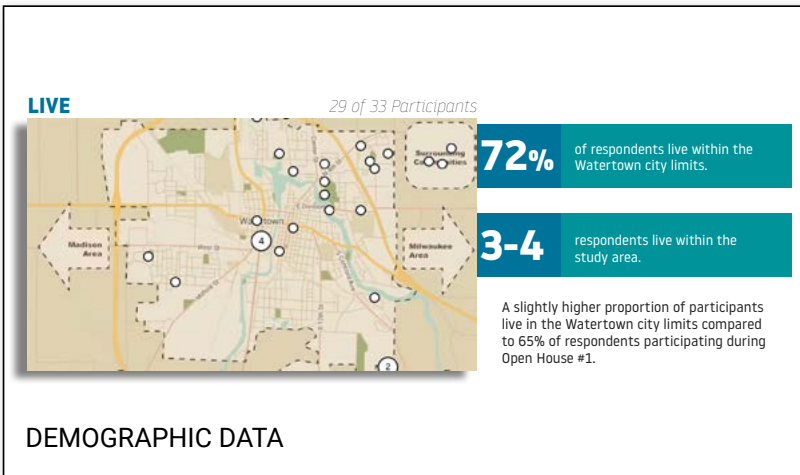
- American Bar Association
- State Bar of Wisconsin
- Milwaukee Bar Association

Honors and Accomplishments

- The Best Lawyers in America*®, Government Relations (2024)
- Wisconsin Rising Stars (2009-2018)

Community Involvement

- Wisconsin Policy Forum, Government Finance and Economic Development Committees



BUILDING COMMUNITY RELATIONS AND TRUST

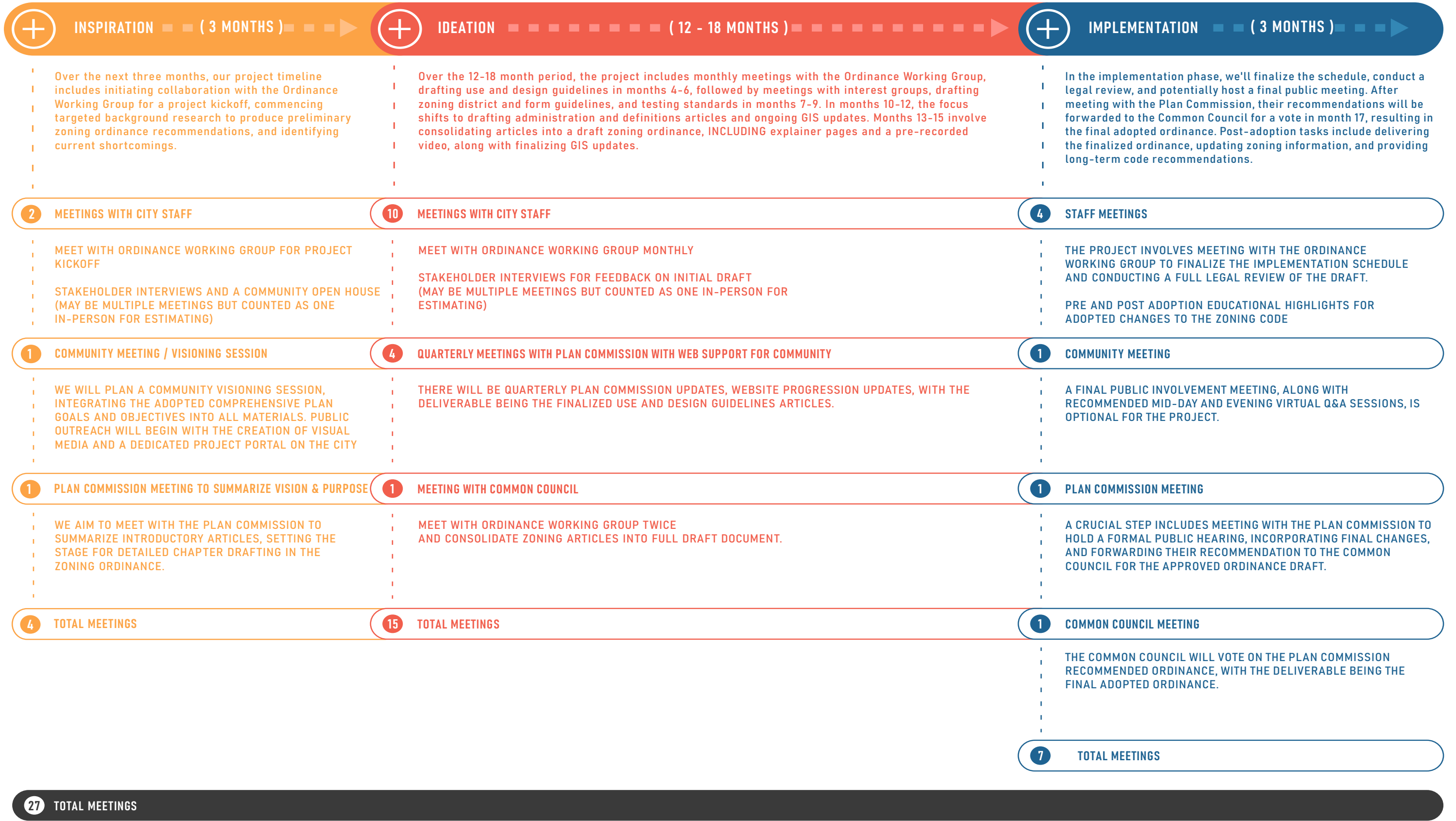
An essential part of our design process will be facilitation of stakeholder engagement to solicit input, communicate, educate, and build consensus on the direction a zoning code rewrite. To ensure the right voices and points of view are heard we will establish a process that engages city staff, neighborhood associations, key community stakeholders, business association, non-profits, the development community and many other internal and external individuals in a thoughtful stakeholder engagement. We will bring a range of tools and methods of listening; information gathering and will use the information to build trust and form data sets to inform the design direction the zoning code should take.

Together with the Lacrosse planning department and zoning code project steering committee we will design the ideal engagement process that encourages the right level of stakeholder and community engagement at the right time in the design process. We can also assist in developing an outward messaging strategy that aligns with the data we collect during this process and provide pre-recorded explainer videos to talk the public through the new zoning application process and/or provide post adoption support.

TOOLS THAT CAN BE INCLUDED IN THE COMMUNITY ENGAGEMENT PLAN

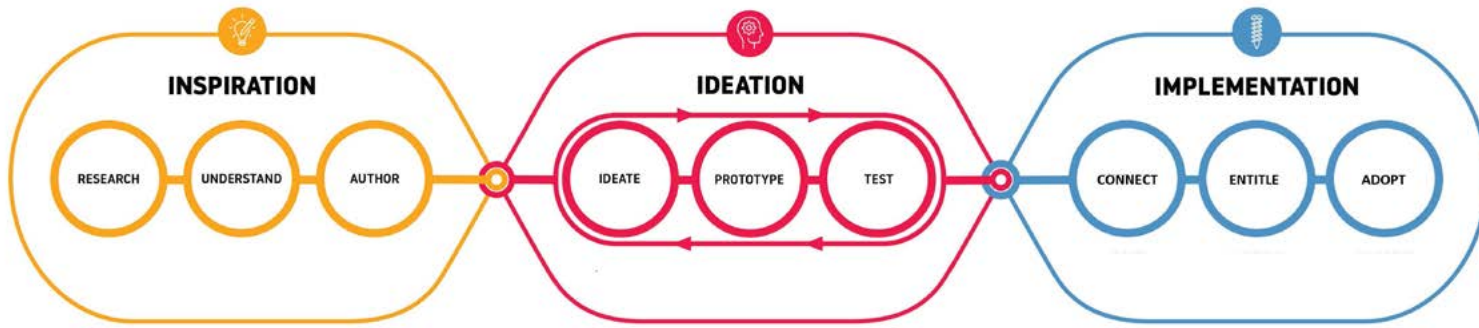
- Public Open Houses
- Stakeholder Interviews – In-person or Virtual
- Community Workshops
- Community Visioning Sessions
- Community Feedback Sessions
- Interactive Presentations – With Live Data collection
- Online Surveys
- Demographic Data Draws and Analysis
- Neighborhood association meetings
- Booths in the wild
- Snail mailers
- Pre-recorded explainer videos
- Post adoption support

PROCESS & SCHEDULE



PROJECT SCOPE

The project will be organized into several distinct phases, incorporating Inspiration, Ideation, and Implementation, to gather public input, focus discussions during the drafting process, and ensure comprehensive feedback throughout. This approach ensures that the updated zoning and subdivision ordinances reflect La Crosse's specific needs and development goals.



PROCESS DIAGRAM

INSPIRATION (Months 1-3): Research & Public Engagement

The **Inspiration** phase will lay the foundation by gathering data, public input, and identifying key zoning challenges.

RESEARCH + ANALYSIS

The project team will review La Crosse's adopted plans, including the Forward La Crosse 2040 Comprehensive Plan, the La Crosse 2024 Housing Study, and other strategic documents. The team will analyze the existing zoning and subdivision ordinances to identify inconsistencies with state statutes and barriers to development.

PUBLIC OUTREACH + ENGAGEMENT

Public engagement begins here with the launch of a dedicated project portal on the City's website, along with branded marketing materials (banners, flyers, social media content) to inform the public. We will host an introductory public visioning session and gather feedback through surveys and stakeholder meetings.

- **Deliverables:** Public outreach materials, project portal, visioning session feedback summary

DRAFTING INTRODUCTORY ARTICLES

Based on initial feedback, the project team will draft introductory articles, including the vision and purpose statements for the zoning ordinance.

- **Deliverable:** Finalized introductory articles

IDEATION (Months 4-15): Code Drafting + Feedback

The **Ideation** phase will focus on translating research and public input into the drafting of key zoning elements.

MONTHS 4-6: USE AND DESIGN GUIDELINES

The project team will draft articles related to use and site design guidelines. We will update the website with progress and continue stakeholder engagement with focus groups on multi-family design standards, off-street parking, and zoning district regulations.

- **Deliverables:** Finalized use and design guidelines articles. Meet with neighborhood groups

MONTHS 7-9: ZONING DISTRICTS & FORM-BASED GUIDELINES

Drafting will focus on zoning district standards and form-based code principles. We will also begin testing proposed zoning standards against La Crosse's built environment and draft high-level zoning map updates.

- **Deliverables:** Finalized district and form-based code articles and GIS map updates

MONTHS 13-15: PUBLIC AND STAKEHOLDER REVIEW

The draft zoning ordinance will be circulated for public and Plan Commission review, and we will prepare explainer materials for the public and officials.

- **Deliverable:** Draft zoning ordinance, explainer pages, pre-recorded explainer video

IMPLEMENTATION (Months 16-17): Finalization & Adoption

The **Implementation** phase will focus on finalizing the zoning ordinance and supporting the adoption process.

MONTH 16: FULL LEGAL REVIEW

A legal review of the entire draft ordinance will ensure it complies with state statutes and aligns with La Crosse's goals.

- **Deliverables:** Full legal review of the draft ordinance

MONTH 17: FINAL ADOPTION & SUPPORT

The project team will work with City staff and the Plan Commission to prepare for adoption by the Common Council. This will include public hearings and Plan Commission meetings. After adoption, we will assist with zoning map updates and provide support for post-adoption questions.

- **Deliverables:** Final adopted ordinance, post-adoption support

LONG-TERM SUPPORT

Even after adoption, our team remains committed to ensuring the zoning code evolves with future needs, offering ongoing advice and updates as necessary.

LIST OF DELIVERABLES

INSPIRATION

3 MONTHS

MONTH 1

- **Deliverable:** Public Outreach Marketing Items (visual media: banners/flyers/web content)
- **Deliverable:** Dedicated project portal page on the City of La Crosse's website for community engagement

MONTH 2

- **Deliverable:** Feedback forms and data summary from the public visioning session
- **Deliverable:** Draft introductory chapter for the zoning ordinance, including vision and purpose statements based on the City's goals

MONTH 3

- **Deliverable:** Finalized introductory articles, incorporating vision, purpose, and reference language

IDEATION

12 MONTHS

MONTHS 4-6

- **Website progression updates**
- **Deliverable:** Finalized articles on use and design guidelines
- **Public Outreach:** Stakeholder meetings to gather input on specific sections, such as multi-family design standards, off-street parking, and zoning district regulations

MONTHS 7-9

- **Deliverable:** Draft zoning district and form-based guidelines
- **Deliverable:** Testing proposed district standards against La Crosse's built environment
- **Deliverable:** Draft zoning map GIS updates, including adjustments for non-conforming properties and infill development
- **Quarterly Plan Commission Update**
- **Website progression updates**
- **Deliverable:** Finalized zoning district and form-based articles

MONTHS 10-12

- **Deliverable:** Draft articles on zoning administration and definitions
- **Website progression updates**
- **Deliverable:** Finalized zoning administration and definitions articles

MONTHS 13-15

- **Deliverable:** Full draft of the updated zoning ordinance
- **Deliverable:** Single-topic explainer pages summarizing key changes (e.g., mixed-use zoning, parking requirements)
- **Deliverable:** Pre-recorded explainer video for public and city officials
- **Finalization:** Zoning map GIS updates based on feedback

IMPLEMENTATION

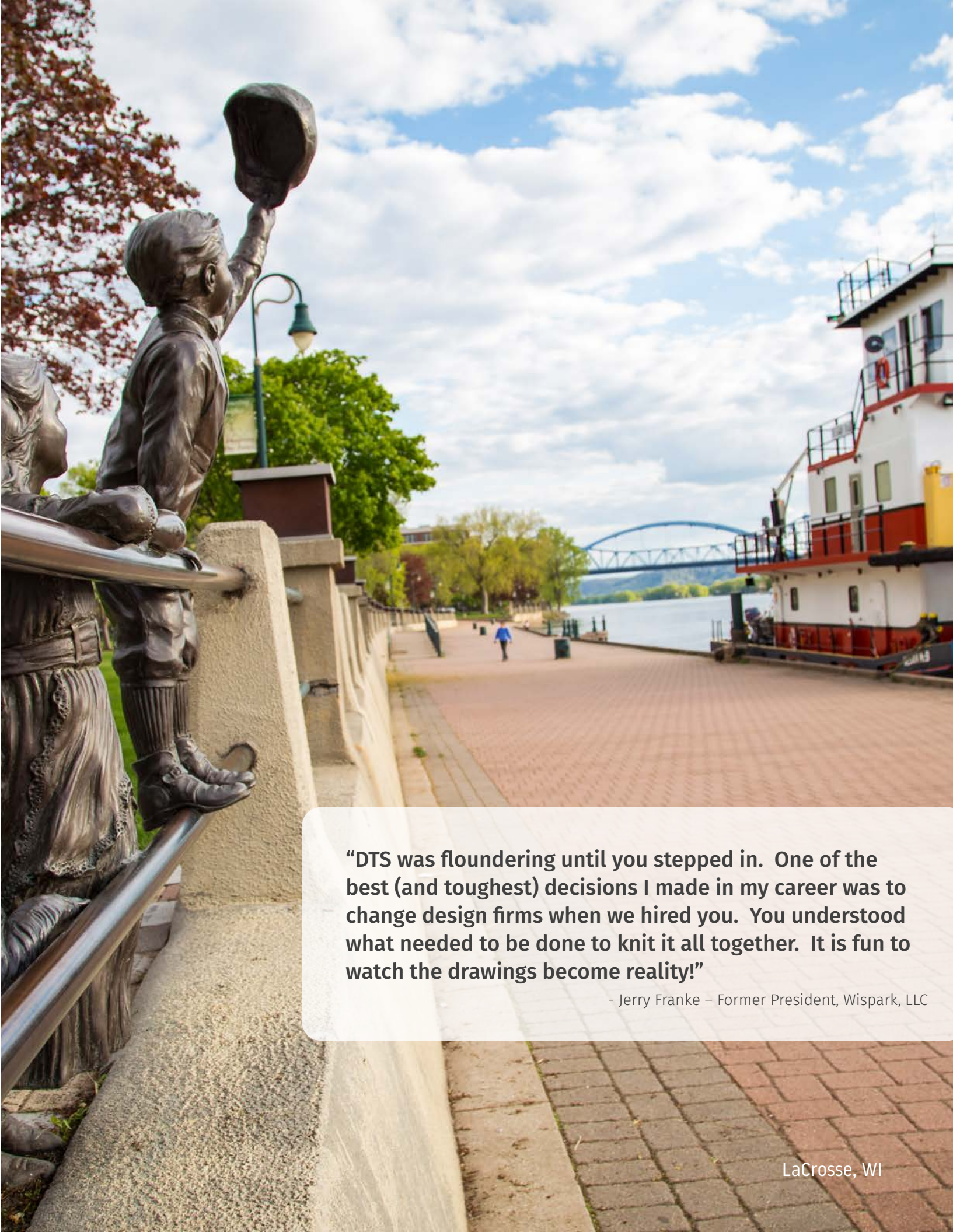
3 MONTHS

MONTH 16

- **Deliverable:** Full legal review of the draft ordinance, ensuring compliance with state statutes and alignment with La Crosse's comprehensive plan

MONTH 17

- **Deliverable:** Final adopted zoning ordinance, prepared for Plan Commission and Common Council approval



“DTS was floundering until you stepped in. One of the best (and toughest) decisions I made in my career was to change design firms when we hired you. You understood what needed to be done to knit it all together. It is fun to watch the drawings become reality!”

- Jerry Franke – Former President, Wispark, LLC

PROJECT COSTS

Fee Proposal								
Phases	RINKA		von Briesen		Total		Meetings	Deliverables
	Hours	Cost	Hours	Cost	Hours	Cost		
Inspiration	92	\$ 10,440.00	40	\$ 10,800.00	132	\$ 21,240.00	5	Public outreach materials, project portal, visioning session feedback summary, introductory articles
Ideation	330	\$ 46,280.00	200	\$ 54,000.00	530	\$ 100,280.00	15	Use and design guideline articles, district and form-based code articles and GIS maps, full draft zoning ordinance, explainer pages, pre-recorded explainer video
Implementation	126	\$ 12,760.00	40	\$ 12,250.00	166	\$ 25,010.00	7	Full legal review of the draft ordinance, final adopted ordinance, post-adoption support
Total Labor (hours)	548	\$ 69,480.00	280	\$ 77,050.00	828	\$ 146,530.00	27	
Expenses	RINKA		von Briesen		Total			
	Unit	Cost	Unit	Cost				
Printing and Copies			n/a	\$ -	\$ -	\$ -		
Mileage/Transport			\$0.67 / mile \$50 train	\$ 550.00	\$ 550.00	\$ 550.00		
Meals				\$ -	\$ -	\$ -		
Hotels			\$150 / trip	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00		
Total Expenses				\$ 2,200.00	\$ 2,200.00	\$ 2,200.00		
Total Labor and Expenses	Rinka		von Briesen		Total			
	\$	69,480.00	\$	79,250.00	\$	148,730.00		

Schedule of Billing Rates		
RINKA	Steve	\$ 260.00
	Eric	\$ 190.00
	Kenny	\$ 130.00
von Briesen	Samuel	\$ 270.00
	Christopher	\$ 415.00

Meetings	
Number of Trips to La Crosse	11
Virtual	16



