



VILLAGE BOARD AGENDA

Monday, December 22, 2025 at 5:00pm
Rick J. Hermus Council Chambers
515 W. Kimberly Ave.
Kimberly, WI 54136

- 1. Call to Order**
- 2. Roll Call**
- 3. Moment of Silent Reflection, Pledge of Allegiance**
- 4. President's Remarks**
- 5. Introduction of Outagamie County Sheriff Department Deputies Ludwig and Svitak**
- 6. Approval of December 15, 2025 Meeting Minutes**
- 7. Unfinished Business for Consideration or Action**
 - a. None
- 8. New Business for Consideration or Action**
 - a. Appoint Gidget Peerenboom as Agent, Peerenbooms Bar LLC
 - b. Site & Architectural Review Amendment – Rebman Plumbing located at 700 W Kimberly Avenue
 - c. Preliminary Plat Review- The Blues (Replat of the Condominium Plat- The Blues at the Trails)
 - d. 2026 Comprehensive Plan- Consultant Selection Recommendation
- 9. Public Participation**
- 10. Closed Session**

The village board will meet pursuant to State Statute 19.85(1)(e) to conduct specific public business in which competitive or bargaining reasons require a closed session related to police services.

The board may reconvene into open session pursuant to section 19.85(2) of the Wisconsin Statutes for possible action on the closed session matters.
- 11. Action on Closed Session matters (if any)**
 - a. Memorandum of Understanding Between the Village of Little Chute and the Village of Kimberly, Outagamie County, Wisconsin, for Cost-Sharing of Enhanced County Law Enforcement Services
- 12. Adjournment**

Village Board Virtual Meeting Information

December 22, 2025 at 5:00 – 5:30 PM

Please join my meeting from your computer, tablet or smartphone.

<https://meet.goto.com/720026805>

You can also dial in using your phone.

Access Code: 720-026-805

United States (Toll Free): [1 866 899 4679](tel:18668994679)

United States: [+1 \(571\) 317-3116](tel:+15713173116)

Any person wishing to attend the meeting who because of their disability is unable to attend, is requested to contact the ADA Coordinator at 920-788-7500 at least 48 hours prior to the meeting so that reasonable accommodation may be made.

**VILLAGE OF KIMBERLY
BOARD MEETING MINUTES
12/15/2025**

A meeting of the Kimberly Village Board was called to order on Monday, December 15, 2025 at 5:00pm in the Rick J. Hermus Council Chambers, 515 W. Kimberly Ave by President Kuen.

Board Present: President Chuck Kuen, Trustees Tom Gaffney, Dave Hietpas, Mike Hruzek, Norb Karner, Lee Hammen, and Marcia Trentlage
Board Excused: None
Staff Present: Clerk-Treasurer Jennifer Weyenberg, Administrator/Director of Public Works Danielle Block, Fire Chief Chad Smith, Library Director Holly Selwitschka, and Community Enrichment Director Holly Femal & Community Development Director Sam Schroeder via phone
Others Present: Judy Hebbe of the Times Villager

President's Remarks

President Kuen addressed some misinformation regarding police services that was shared on social media. He wanted to reiterate that the Village Board took action in open session on October 27, 2025 to approve the schedule and phasing in of Outagamie County. He stated that it was also mentioned in the winter addition of the KimTalk newsletter that two officers would start patrolling in January 2026 with more joining throughout the year.

Approval of Minutes from the 12-08-2025 Meeting

Trustee Hammen moved, Trustee Trentlage seconded the motion to approve. Motion carried by unanimous vote of the board.

Unfinished Business

None

New Business

Award bid for Sunset Park Master Plan

Trustee Hruzek moved, Trustee Hammen seconded the motion to approve the bid for the 2026 Sunset park master planning project with the proposal from Rettler Corp as the lowest qualified proposal provided for a total cost of \$11,600.00. The funding for this project will come from the Parks Improvement Trust Fund. Motion carried by a roll call vote of the board, 7-0.

Change Order #19 in the amount of \$4,937.47 for the Kimberly Street & Parks Dept. Building

Trustee Karner moved, Trustee Hammen seconded the motion to approve. Motion carried by unanimous vote of the board.

Change Order #20 in the amount of \$1,365.68 for the Kimberly Street & Parks Dept. Building

Trustee Gaffney moved, Trustee Karner seconded the motion to approve. Motion carried by unanimous vote of the board.

Certificate for Payment #15 to SMA Construction Services in the amount of \$352,765.18 for the Kimberly Street & Parks Dept. Building

Trustee Hammen moved, Trustee Trentlage seconded the motion to approve. Motion carried by unanimous vote of the board.

Accept Resignation of Municipal Judge Gerald Schumann effective February 9, 2026

Trustee Hammen moved, Trustee Karner seconded the motion to approve. Motion carried by unanimous vote of the board.

Approve Bills & Claims from 11/13/2025-12/11/2025 in the amount of \$253,259.79

Trustee Hammen moved, Trustee Karner seconded the motion to approve. Motion carried by unanimous vote of the board.

Receive Minutes of Boards and Commissions

Water Commission minutes from 11/04/25, Library Board minutes from 10/20/25, and Plan Commission minutes from 10/21/25. There was no discussion or action taken on this item, the minutes will be filed as presented.

Reports

The reports from the Interim Chief of Police, Fire Chief, Administrator-Director of Public Works, Community Development Director, Community Enrichment Director, Library Director, and Clerk-Treasurer were presented. The reports are on file with the Village Clerk's Office.

Public Participation

None

Closed Session

Trustee Hammen moved, Trustee Karner seconded the motion to enter closed session pursuant to State Statute 19.85(1)(e) to conduct specific public business in which competitive or bargaining reasons required a closed session related to properties located in TID No. 6. and police service as well as pursuant to State Statute 19.85(1)(c) regarding employment matters of the municipal court. Motion carried by unanimous vote of the board at 5:18pm.

Trustee Hammen moved, Trustee Karner seconded the motion to reconvene into open session. Motion carried by unanimous vote of the board at 5:34pm.

Action on Closed Session matters

Dissolution of Developers Agreement with Midwest Expansion

Trustee Trentlage moved, Trustee Gaffney seconded the motion to enter into an agreement for dissolution of a developer's agreement with Midwest Expansion. Motion carried by unanimous vote of the board.

Employment Matters of the Municipal Court

Trustee Trentlage moved, President Kuen seconded the motion to direct the Administrator to pursue candidates to fill the term of the Municipal Judge through April 30, 2027. Motion carried by unanimous vote of the board.

Adjournment

Trustee Hammen moved, Trustee Karner seconded the motion to adjourn. Motion carried by unanimous vote of the board at 5:38pm.

Jennifer Weyenberg
Village Clerk-Treasurer

Dated 12/16/25

Drafted by: ELZ

Approved by Village Board: _____



Village of Kimberly REQUEST FOR BOARD CONSIDERATION

ITEM DESCRIPTION: Appoint Gidget Peerenboom as Agent

REPORT PREPARED BY: Jennifer Weyenberg, Clerk-Treasurer

REPORT DATE: December 22, 2025

ADMINISTRATOR'S REVIEW / COMMENTS:

No additional comments to this report DLB

See additional comments attached _____

EXPLANATION:

Peerenboom's has restructured its legal status and moved from a sole proprietorship to an LLC. An LLC requires that an Agent be on file and approved by the Village Board.

Gidget Peerenboom has completed and the necessary paperwork and a background check was conducted. This change does not affect their "Class B" license.

RECOMMENDED ACTION:

Staff recommends approval of Gidget Peerenboom as Agent.



Village of Kimberly Request for Board Consideration

ITEM DESCRIPTION: Site & Architectural Review Amendment– Rebman Plumbing located at 700 W Kimberly Avenue
REPORT PREPARED BY: Sam Schroeder, Community Development Director
REPORT DATE: December 22, 2025
ADMINISTRATOR'S REVIEW/COMMENTS: No additional comments to this report _____ STS _____ See additional comments attached _____
<p>EXPLANATION: Just about a year ago on December 17, 2024, the Village Plan Commission reviewed and approved the site and architectural submittal by Rebman Plumbing for a proposed building addition to their existing facility (former carwash) located at 700 W Kimberly Avenue. Since that time, the plans were modified without prior approval and construction has commenced. These changes are more detailed in the attached Plan Commission Staff report. Staff felt that these changes were significant enough to trigger a re-review by the Plan Commission and Board to confirm they are in compliance with the original approval.</p> <p>Attached to this staff report includes:</p> <ol style="list-style-type: none">1. Plan Commission Staff Report2. Photos of the Construction Underway3. Commercial Approved Building Plans Summarizing the Changes4. Commercial Approved Building Plans5. Original Plan Commission Memo6. Original Drawings7. Approved Drainage Plan
RECOMMENDED ACTION: Confirm the Plan Commission recommendation for the approval of the building as currently being constructed with no changes to the approved grading and drainage, the overall site plan, the landscaping, or any other conditions as originally approved and with added condition that the overhangs above the front entrances would be added.



Village of Kimberly Request for Plan Commission Recommendation

ITEM DESCRIPTION: Site & Architectural Review Amendment – Rebman Plumbing located at 700 W Kimberly Avenue

REPORT PREPARED BY: Sam Schroeder, Community Development Director

REPORT DATE: December 16, 2025

EXPLANATION: Just about a year ago on December 17, 2024, the Village Plan Commission reviewed and approved the site and architectural submittal by Rebman Plumbing for a proposed building addition to their existing facility (former carwash) located at 700 W Kimberly Avenue. These plans included a simple gable to gable structure added to the existing building with minor architectural elements added such as dormers on the southern roof, overhangs above the front entrance doors, and brick wainscoting along the front and return wall to complement the existing brick building.

Since that time, the plans did go through commercial plan review and construction has commenced. It was identified as the building took shape that the building currently under construction does not match the approved site and architectural drawings submitted in December of 2024. The Property Owner noted certain changes were made ahead of the commercial plan review which is reviewed by a third party. Those plans were further refined with neither being reviewed nor approved by zoning. Changes are summarized below.

Commercial approved plans changes:

- Parapet walls versus the gabled overhangs
- Pitched roof structure over the existing building
- Removed overhangs above front entrance doors

Under construction changes:

- Brick on the existing building was primarily covered with vinyl siding with the exception of brick wainscoting on the south facade
- Brick wainscoting on east side of new building back to old building was removed
- The window/door on the existing building was removed
- The overhangs above the front entrance doors will be added contrary to the plan per the Property Owner*

The Owner noted that with the plans being approved by the commercial plan review that they assumed these changes had sufficed. Staff noted that this review is for the structural and code elements of the code to be substantially in line with what was approved by the Village Plan Commission and Board and is not re-reviewed.

The Property Owner identified that several of the changes were due to needing to meet code:

- The parapet wall and the removal of the door on the existing building were due to the fire separation requirements.
- The structure installed over the existing building was due to the concern of snow load and tying that into the new building to avoid future water and drainage issues.

The Owner further noted that contrary to the approved commercial building plans, the small architectural overhangs above the front entrance doorways will be installed.

Attached to this staff report includes:

1. Photos of the Construction Underway
2. Commercial Approved Building Plans Summarizing the Changes
3. Commercial Approved Building Plans
4. Original Plan Commission Memo
5. Original Drawings
6. Approved Drainage Plan

RECOMMENDED ACTION: At this stage in the project, Staff would recommend approval of the building as currently being constructed with no changes to the approved grading and drainage, the overall site plan, the landscaping, or any other conditions as originally approved and with added condition that the overhangs above the front entrances would be added.

Should the Plan Commission desire, Staff believes there could be consideration to required added brick wainscotting on the east and west façade as well as the wall returned back to the existing building. All other approvals and conditions should remain.





NOTE
This drawing is the property of Halberg Engineering, LLC. It is to be used only for the project and location specified herein. No part of this drawing is to be reproduced or transmitted in any form or by any means electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without the written permission of Halberg Engineering, LLC.

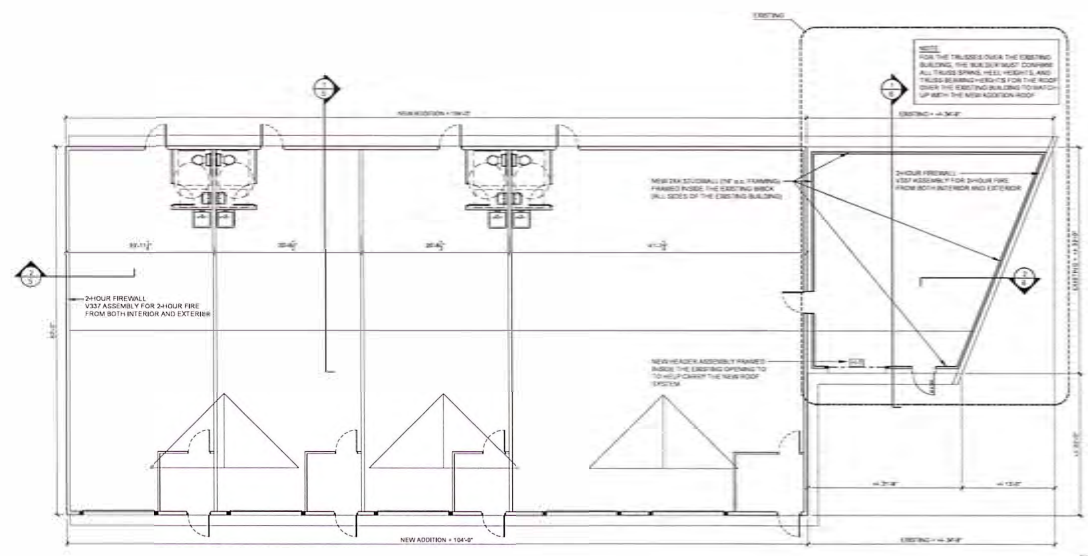
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Specialists in Post Frame Engineering
www.halberg-engineering.com

PROJECT
NEW ADDITION
BRIAN REBMAN
KIMBERLY, WI

SITE INFORMATION
NAME: REBMAN PLUMBING
ADDRESS: KIMBERLY AVE
CITY: STANTON, WI
COUNTY: WAUKESHA COUNTY
SUBDIVISION: UNDIVIDED

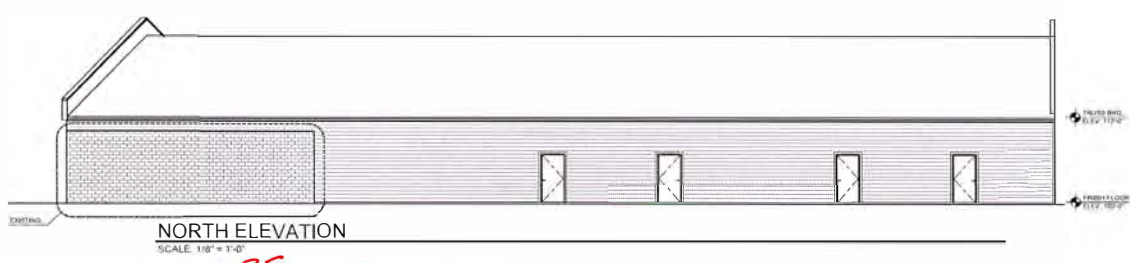
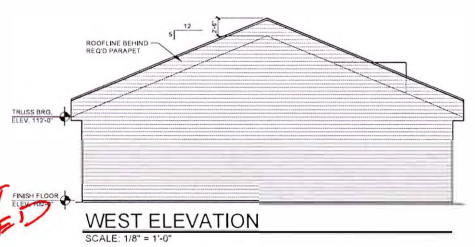
REVISIONS
DATE: APRIL 3, 2025
BY: JASON (JLW/KSC)
DESCRIPTION: 25A09

DRAWN BY: JVL
DATE: APRIL 3, 2025
CHECKED BY: JASON (JLW/KSC)
JOB NUMBER: 25A09
SHEET: 2 OF 7



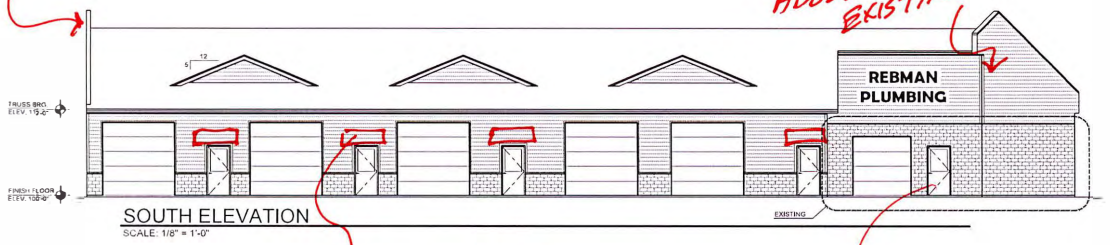
FULL FLOOR PLAN
SCALE: 1/8" = 1'-0"

PLAN CONDITIONALLY APPROVED
No Variation of this Plan is Permitted without the Approval of E-Plan Team and the Municipal Building Inspection Department. See Plan Review Letter and/or Permit for additional conditions that must be addressed during construction prior to inspection.
Review Type: Building & Structure Review Only.
Approved By: *Brian Reiman* Date: 05/26/2025



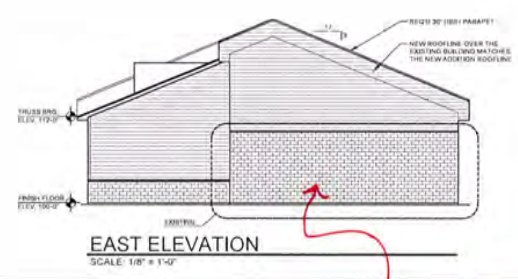
PARAPET ADDED

STRUCTURE ADDED ABOVE EXISTING BLD



DROPHANG/CANOPIES NOT SHOWN

DOOR REMOVED



BACK REMOVED ON EXISTING BLD & RETURN

Allowable Area and Sprinkler Threshold Compliance

Project Name:Rebman Plumbing

Description:52x104x12 Shop Tenant Spaces

Construction Class:VB

Class Description:Wood Frame, Unprotected

Building Height (as defined in IBC):19

Actual:20

Allowed:40

Building Element Fire Rating Requirement (in hours) based on Construction Classification (IBC Table 601):

Structural Frame:0

Floor Construction:0

Exterior Walls:0**

Interior Walls:0

Roof Construction:0

**Also subject to Table 602 requirements below

Description	Occupancy	Allowable Area [ft ²]	# Stories Allowed	Sprinkler Threshold [ft ²]	Comments
Storage	S-1	9000	1	12000	
Governing Limit		9000	1	12000	

Building Area:6,334 sf

Base Area Limit:9,000 sf

No Frontage Increase required

Fire Area:6,334 sf

Limit:12,000 sf

No Sprinkler Required

Additional Sections Available (if needed) Include Frontage Increase Calculation and 2nd Building area Calculations

Table 602 Requirements for Fire Rated Construction based on FSD:		Based on Occupancy Type:	S-1
Side	Fire Sep. Dist.	Required Fire Rating	
North	at least 10 [ft]	0	
South	at least 10 [ft]	0	
East	0 [ft]	2	
West	at least 1 [ft]	2	

Fire Separation Distance (based on IBC Table 602) is defined as the distance, measured at right angles from the face of the wall to the nearest of these 3 things: Interior lot line, the centerline of a street (or alley or public way), an imaginary line between two buildings on the same lot.

Allowable Wall Opening Calculations (not required)

"Buildings whose exterior bearing walls, exterior nonbearing walls and exterior primary structural frame are not required to be fire-resistance rated shall be permitted to have unlimited unprotected

Occupant Load and Plumbing Fixture Calculations

Project Name:Rebman Plumbing

Description:52x104x12 Shop Tenant Spaces

ID	Description of Space	Occupancy Use Category	Plumbing Use	Gross Square Footage	Net Square Footage	Occupant Density	Density Area Basis	Occupant Load
1	Main Occupancy	Warehouses	S-1	6334		500		13
	Total			6334				13

Option for Use of Single Fixture Toilet Rooms			Unisex Ratios = 1 per 15	
ID	Plumbing Use	Description	Water Closets	Lavatories
1	S-1	Storage of goods, warehouses - Moderate Hazard	0.867	0.867
Total Required			0.867	0.867
Total Provided			4	4

Structural Summary Information and Design Loads

Project Number:25A09

Project Name:Rebman Plumbing

Municipality:

Village of Kimberly, County: Outagamie, WI

Design Focus

Project-specific comments

Project Values

General Information:

Risk Category = Normal Occupied Building

II

Concrete Compressive Strength (f'_c) = 28 day minimum strength

3500 psi

Roof Dead Loads:

TC_{Dead}Top Chord Dead Load

10.0 psf

BC_{Dead}Bottom Chord Dead Load

10.0 psf

\$1603.1.3 Roof Snow Load Data:

Ground Snow Load (P_g) = Meets or exceeds ASCE 7 value

40.0 psf

Snow Exposure Factor (C_e) =

1.0

Snow Load Importance Factor (I_s) = Based on Risk Category above

1.0

Thermal Factor (C_t) =

1.1

Flat Roof Snow Load (P_f) = $0.7 \times C_e \times I_s \times C_t \times P_g$

30.8 psf

Sloped Roof Factor (C_s) = Slippery assumption may be invalid

1.00

Balanced Roof Snow Load (P_s) = $S_g \times C_e \times P_f$ (or greater)

30.8 psf

Unbalanced Roof Snow Load = (Windward / Leeward)

0 / 40 psf

See Detailed Snow Load Sheet for more details

\$1603.1.4 Wind Design Data:

Basic Wind Speed = ASCE 7-16 speed is Strength / Ultimate

115 mph

Wind Exposure = Presumed to apply in All Directions

C

Building Enclosure Type =

Enclosed

Velocity Pressure at nominal roof height "h", q_h :

25.0 psf

Internal Pressure based on Enclosure Type ($q_h \times GC_{pi}$):

+4.5

Maximum C&C Pressure in Roof Zones 1 / 2 / 3 ($q_h GC_{pi}$):

-22.5 / -42.5 / -65.1 psf

Maximum C&C Pressure in Wall Zones 4 / 5 ($q_h GC_{pi}$):

-27.5 / -35 psf

\$1603.1.5 Earthquake Design Data:

Seismic Importance Factor I_e = Based on Risk Category above

1.0

Mapped spectral response parameters: Max. Value for Zip Code

S_s = 7.2%

S_1 = 3.4%

Site Class = Presumed in absence of soils test

D

Design Spectral Coefficients: $S_{ds} = (2/3) \times F_a \times S_s$

S_{ds} = 7.7%

S_{d1} = 5.4%

 $S_{d1} = (2/3) \times F_v \times S_1$

Seismic Design Category =

A

Basic Seismic Force-Resisting System =

A15 - Light-frame walls with shear panels (other)

Seismic Response Coefficient =

 C_s = 0.038

Response Modification Coefficient = (6.5 might be OK for wood frame)

R = 2

Effective Seismic Weight = Dead Load x Area

W = 108,160 lbs

Design Base Shear = $V = C_s \times W$

V = 4,153 lbs

Analysis Procedure Used =

Equivalent Lateral Force Procedure

\$1603.1.6 Geotechnical Information:

Class of Soil Materials = Presumed in absence of soils test

5

Allowable Soil Pressure =

1500 psf

\$1603.1.7 Flood Hazard Information: Not Considered

\$1603.1.8 Special Loads: Not Applicable

\$1603.1.9 Special Seismic Inspections: None Required

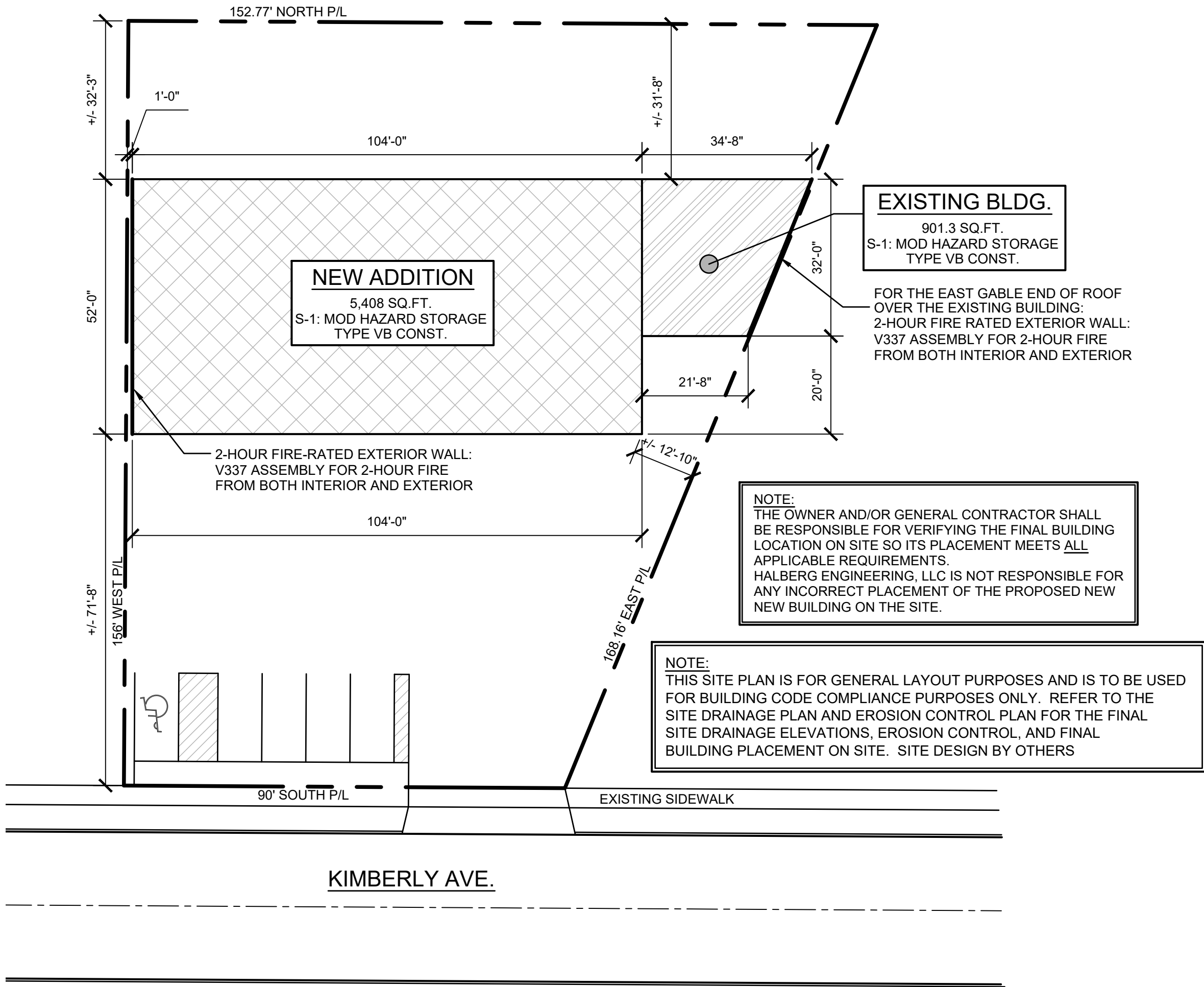
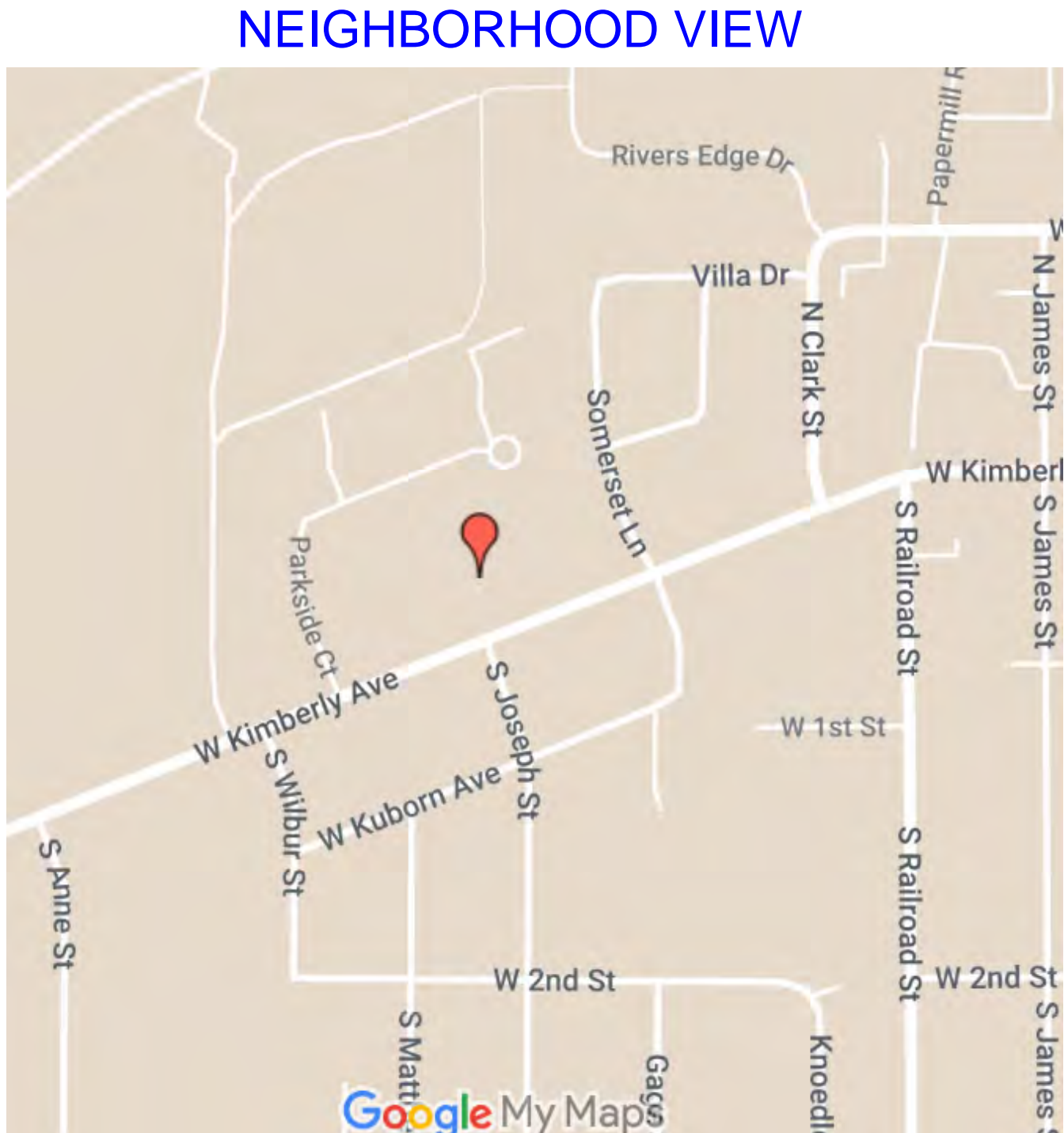
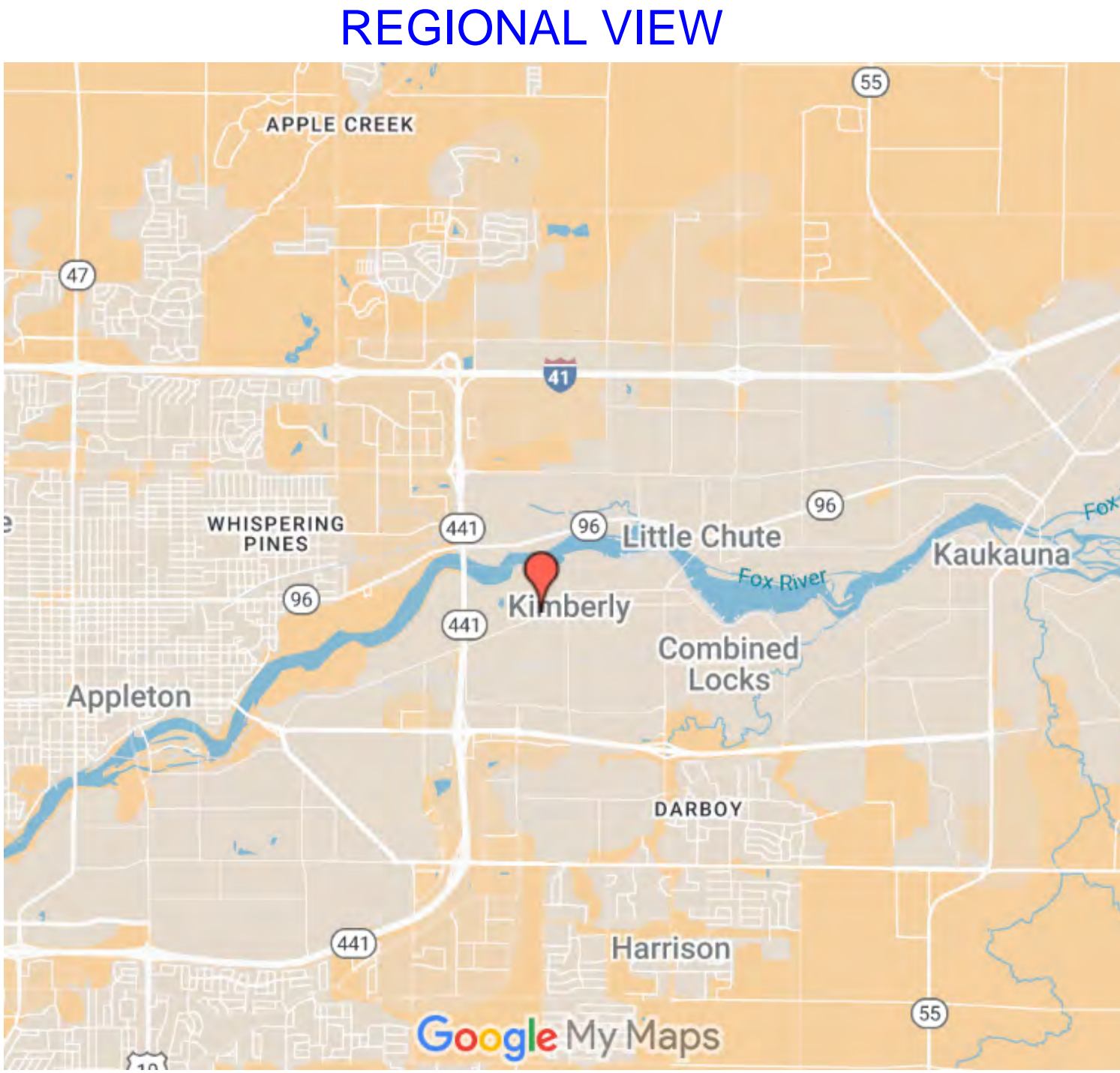
Pursuant to block wall support response sheet, see addendum sheet.

PLAN CONDITIONALLY APPROVED

No Variation of this Plan is Permitted without the Approval of E-Plan Exam and the Municipal Building Inspection Department. See Plan Review Letter and/or Permit for additional conditions that must be addressed during construction prior to inspection.

Review Type: Building & Structure Review Only

Approved By: Brian Jany Date: 05/20/2025



SITE LAYOUT

SCALE: 1" = 20'-0"



NEW BUILDING FOR:

REBMAN PLUMBING

KIMBERLY, WI

DESIGN PROFESSIONAL:



Engineering Scope: Building Design for IBC 2015 / SPS 361/362 compliance



SHEET INDEX

SHEET NO.	DATE	CONTENTS
SHEET 1 OF 7	4/29/25	- GENERAL BUILDING SPECS, SITE LAYOUT
SHEET 2 OF 7	4/29/25	- BUILDING ELEVATIONS, FULL FLOOR PLAN
SHEET 3 OF 7	4/29/25	- NEW ADDITION FLOOR PLAN
SHEET 4 OF 7	4/29/25	- ROOF PLAN, CONCRETE PLAN
SHEET 5 OF 7	4/29/25	- CONSTRUCTION DETAILS
SHEET 6 OF 7	4/29/25	- CONSTRUCTION DETAILS
SHEET 7 OF 7	4/29/25	- CONSTRUCTION DETAILS

GENERAL REQUIREMENTS

NOTES & DETAILS ON THE DRAWINGS SHALL TAKE PRECEDENCE OVER THESE GENERAL NOTES. ALL MATERIALS AND WORK PERFORMED SHALL CONFORM TO THE REQUIREMENTS OF THE LATEST EDITION OF THE STATE BUILDING CODE INCLUDING LOCAL ORDINANCES AND AMENDMENTS. ALL MATERIAL SHALL BE FURNISHED AS SHOWN HEREIN UNLESS THE OWNER OR ENGINEER APPROVES EQUAL ALTERNATIVES. NO CHANGES ARE TO BE MADE TO THESE PLANS WITHOUT THE KNOWLEDGE AND WRITTEN CONSENT OF THE ENGINEER.

THE CONTRACT DRAWINGS AND SPECIFICATIONS REPRESENT THE FINISHED STRUCTURE AND DO NOT INDICATE THE METHOD OF CONSTRUCTION. THE CONTRACTOR SHALL SUPERVISE AND DIRECT THE WORK AND SHALL BE SOLELY RESPONSIBLE FOR CONSTRUCTION MEANS, METHODS, TECHNIQUES, SEQUENCES AND PROCEDURES, INCLUDING, BUT NOT LIMITED TO BRACING AND SHORING. OBSERVATION VISITS MADE TO THE SITE (IF ANY) BY THE ENGINEER AND/OR THE ENGINEER'S REPRESENTATIVE(S) SHALL NOT INCLUDE INSPECTION OF THE PROTECTIVE MEASURES OR THE CONSTRUCTION PROCEDURES.

THIS DRAWING AND ITS COPIES ARE THE COPYRIGHT OF THE DESIGN PROFESSIONAL, AND MAY NOT BE USED FOR PROJECTS OTHER THAN THE SPECIFICALLY DESIGNATED BUILDING PROJECT SHOWN (EVEN IF IDENTICAL) WITHOUT THE SPECIFIC WRITTEN CONSENT OF HALBERG ENGINEERING, LLC

PROVIDE FIRE EXTINGUISHERS PER IBC906.1 & 906.2. FIRE EXTINGUISHERS SHALL BE SELECTED, INSTALLED, AND MAINTAINED IN ACCORDANCE WITH IFC 906 AND NFPA 10. ANY QUESTIONS ABOUT HOW TO APPLY THESE REQUIREMENTS TO THE SPECIFIC PROJECT SHOULD BE RESOLVED IN CONSULTATION WITH THE FIRE INSPECTOR AND/OR THE PRIMARY RESPONSE FIRE DEPARTMENT FOR THE PROPERTY.

DOORS THERE SHALL BE A FLOOR OR LANDING PROVIDED ON EA. SIDE OF DOOR. SUCH FLOOR OR LANDING TO BE AT THE SAME ELEV. ON EA. SIDE OF DOOR

GENERAL TRUSS INSTALLATION NOTES: TRUSSES REQUIRE EXTREME CARE IN FABRICATING, HANDLING, SHIPPING, INSTALLING, AND BRACING. REFER TO, AND FOLLOW, THE LATEST EDITION OF BCSI (BUILDING COMPONENT SAFETY INFORMATION, BY "TPI" AND "SBCA") FOR SAFETY PRACTICES PRIOR TO PERFORMING THESE FUNCTIONS. TRUSS INSTALLER OR THE GENERAL CONTRACTOR SHALL PROVIDE TEMPORARY AND PERMANENT BRACING OF THE TRUSS SYSTEM (INCLUDING CHORDS AND WEBS) IN ACCORDANCE WITH BCSI GUIDELINES (UNLESS THESE PLANS SHOW STRICTER REQUIREMENTS, IN WHICH CASE THE MORE STRICTER REQUIREMENTS SHALL BE USED). LOCATIONS SHOWN FOR PERMANENT LATERAL RESTRAINT OF TRUSSES ON THE TRUSS MANUFACTURER'S ENGINEERED TRUSS DESIGN DRAWINGS SHALL HAVE THE APPROPRIATE BRACING INSTALLED PER BCSI (SECTIONS B3, B7, OR B10, AS APPLICABLE)

**A COPY OF THESE APPROVED PLANS AND APPROVAL LETTER SHALL BE ON-SITE DURING CONSTRUCTION AND OPEN TO INSPECTION BY AUTHORIZED REPRESENTATIVES OF THE DEPARTMENT, WHICH MAY INCLUDE LOCAL INSPECTORS. ALL PERMITS REQUIRED BY THE STATE OR LOCAL MUNICIPALITY SHALL BE OBTAINED PRIOR TO COMMENCEMENT OF CONSTRUCTION / INSTALLATION / OPERATION.

NOTE: ALTHOUGH EVERY EFFORT HAS BEEN MADE TO PREPARE THESE PLANS ACCORDING TO THE REQUIREMENTS OF THE STATE BUILDING CODE, THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND FOR VERIFYING THE ACCURACY OF THE PLANS AND FOR OBTAINING ALL NECESSARY LOCAL AND OTHER CODE REQUIREMENTS.

HALBERG ENGINEERING, LLC
Specialists in Post Frame Engineering
www.halbergengineering.com

PROJECT: NEW ADDITION
BRIAN REBMAN
KIMBERLY, WI

SITE INFORMATION:
NAME: REBMAN PLUMBING
ADDRESS: KIMBERLY AVE
CITY, STATE, ZIP: KIMBERLY, WI 54156
MUNICIPALITY: VILLAGE OF KIMBERLY, OUTAGAMIE COUNTY

REVISIONS	DATE	DESCRIPTION	BY	DATE	DESCRIPTION
	4/16/25	PRELIMINARY FOR FINAL REVIEW	BVL		
	4/29/25	ISSUED FOR STATE PLAN APPROVAL	A/JH		

DRAWN BY: BVL
DATE DRAWN: APRIL 3, 2025
PROJECT MANAGER: JASON BUCKOSKI
JOB NUMBER: 25A09

SHEET 1 OF 7

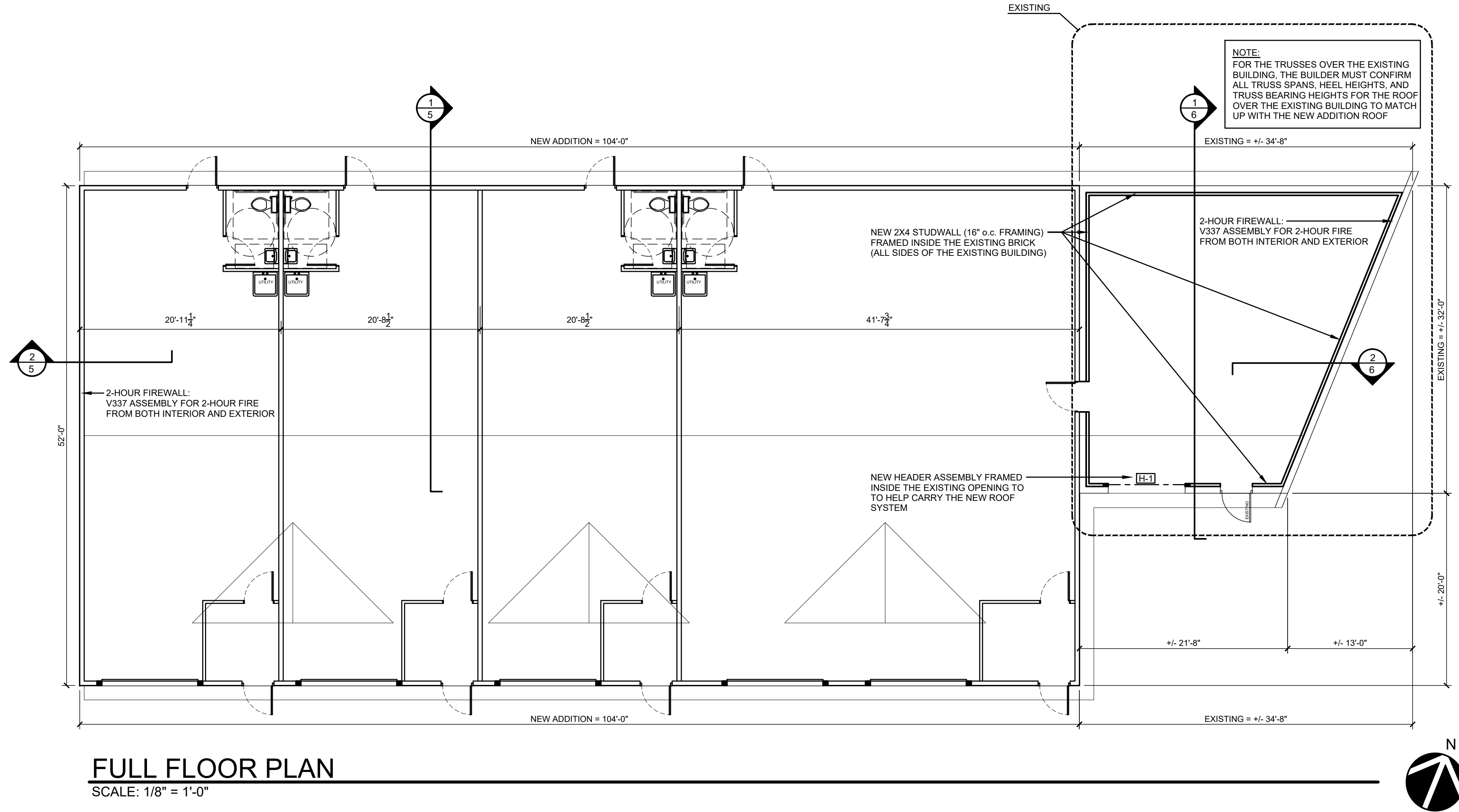
NOTE:
ALTHOUGH EVERY EFFORT HAS BEEN MADE TO PREPARE THESE PLANS ACCURATELY, THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS AND CONDITIONS ON THE SITE. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND FOR COMPLYING WITH ALL LOCAL, STATE, AND FEDERAL REQUIREMENTS.

HALBERG
ENGINEERING LLC
Specialists in Post Frame Framing
www.halbergengineering.com

PROJECT:
NEW ADDITION
BRIAN REBMAN
KIMBERLY, WI

SITE INFORMATION:
NAME: REBMAN PLUMBING
ADDRESS: KIMBERLY AVE
CITY, STATE, ZIP: KIMBERLY, WI 54138
MUNICIPALITY: VILLAGE OF KIMBERLY, OUTAGAMIE COUNTY

REVISIONS		DATE	BY	DESCRIPTION
		4/16/25	BVL	PRELIMINARY FOR FINAL REVIEW
		4/29/25	A/JH	ISSUED FOR STATE PLAN APPROVAL
DRAWN BY: BVL				
DATE DRAWN: APRIL 3, 2025				
PROJECT MANAGER: JASON BUCKOSKI				
JOB NUMBER: 25A09				
SHEET 2 OF 7				

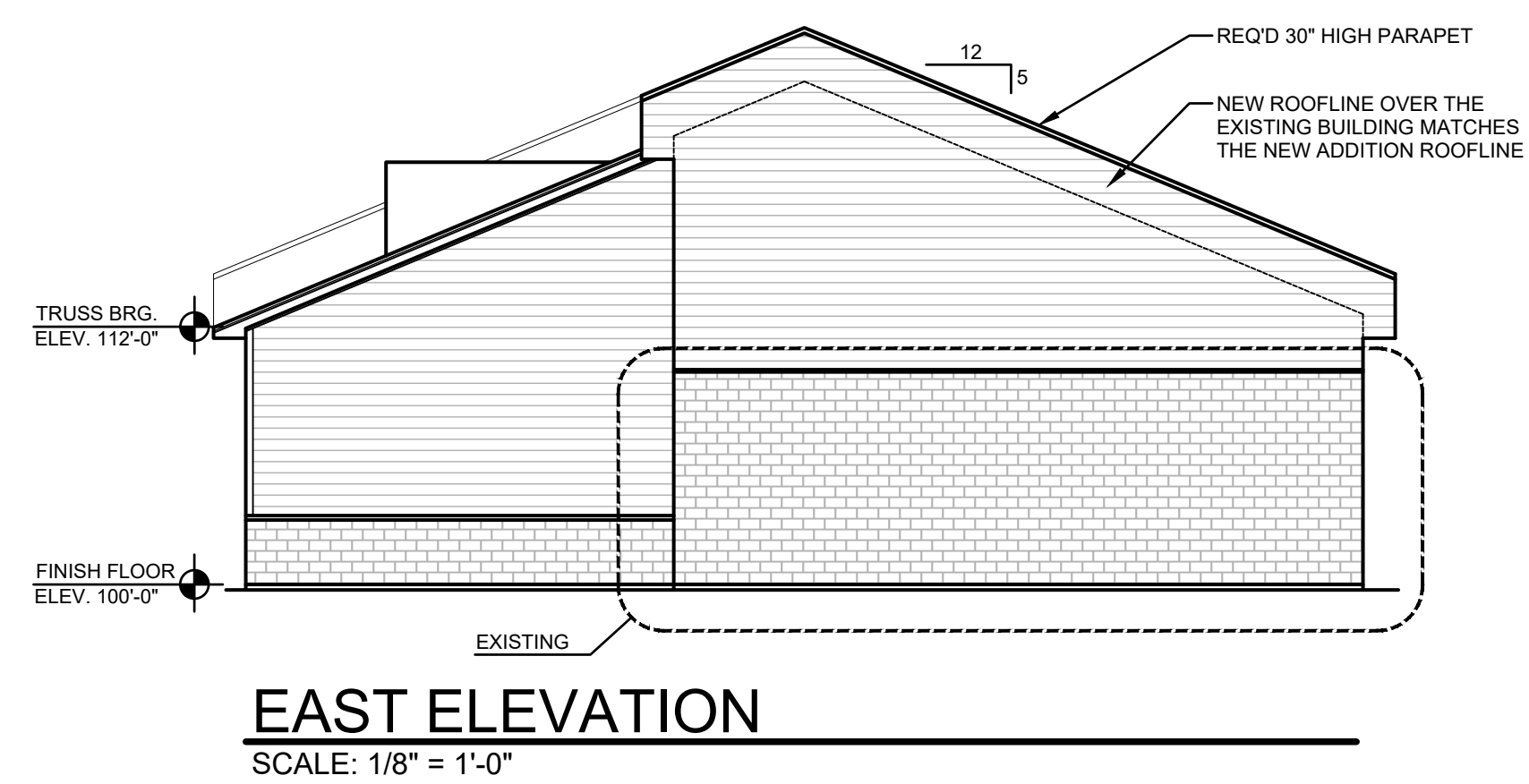
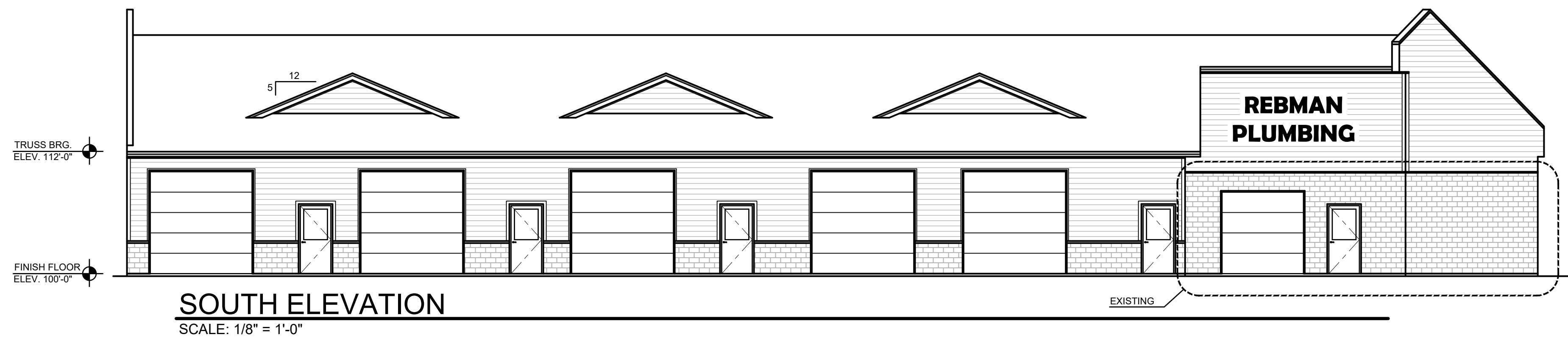
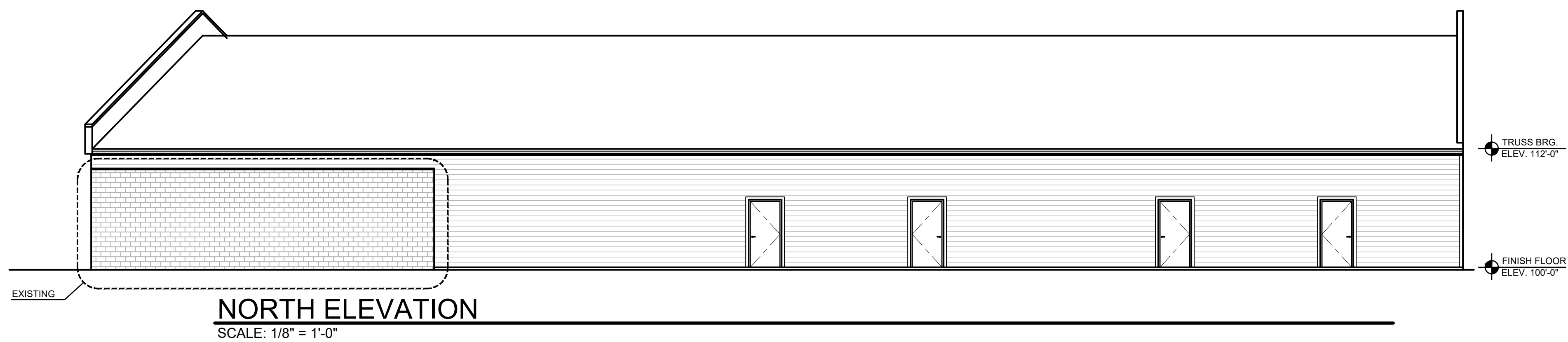
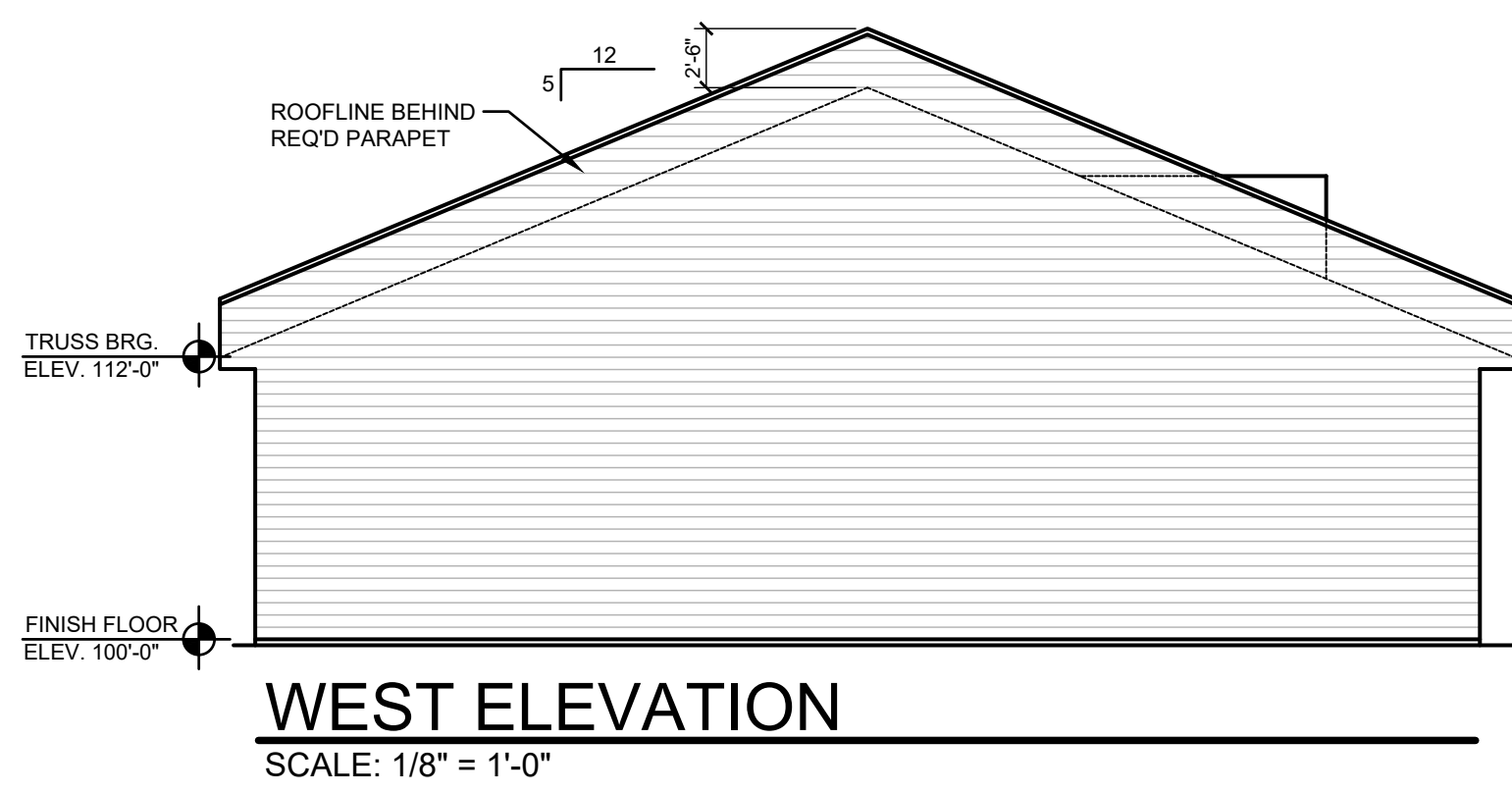


PLAN CONDITIONALLY APPROVED

No Variation of this Plan is Permitted without the Approval of E-Plan Exam and the Municipal Building Inspection Department. See Plan Review Letter and/or Permit for additional conditions that must be addressed during construction prior to inspection.

Review Type: Building & Structure Review Only

Approved By: *Brian J. Jorgensen* Date: 05/20/2025



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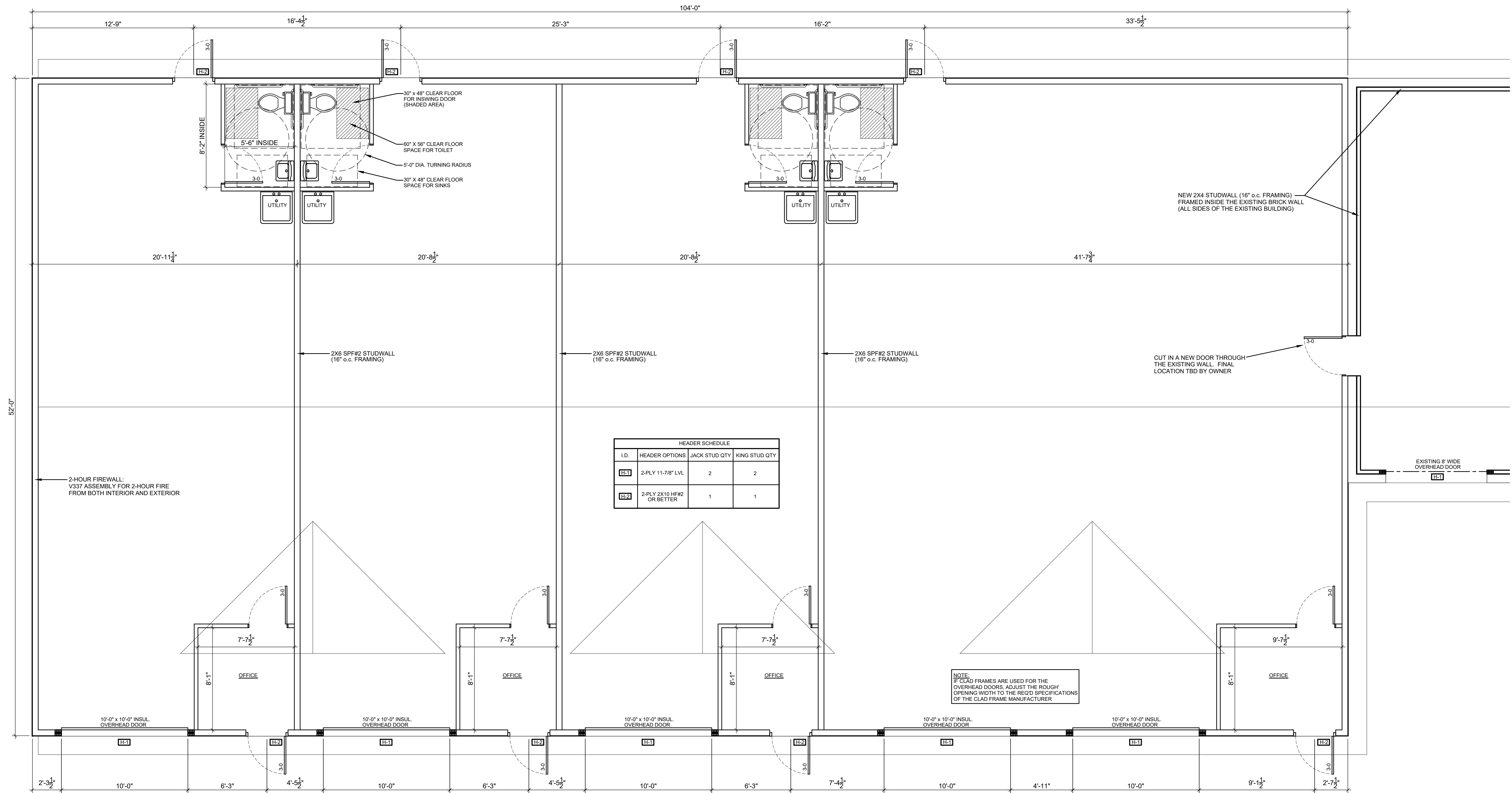
NEW ADDITION
BRIAN REBMAN
KIMBERLY, WI

NAME: REBMAN PLUMBING
ADDRESS: KIMBERLY AVE
CITY, STATE, ZIP: KIMBERLY, WI 54136
MUNICIPALITY: VILLAGE OF KIMBERLY, OUTAGAMIE COUNTY

DATE	DESCRIPTION	BY
4/16/25	PRELIMINARY FOR FINAL REVIEW	BVL
4/28/25	ISSUED FOR STATE PLAN APPROVAL	AJH

DRAWN BY:
 BVL
 DRAWN:
 APRIL 3, 2025
 PROJECT MANAGER:
 DON BUCKOSKI
 NUMBER:
 25A09
 SHEET

3 OF 7



PLAN CONDITIONALLY APPROVED

No Variation of this Plan is Permitted without the Approval of E-Plan Exam and the Municipal Building Inspection Department. See Plan Review Letter and/or Permit for additional conditions that must be addressed during construction prior to inspection.

Review Type: Building & Structure Review Only

Approved By: Brian J. [Signature] Date: 05/20/2025



Village of Kimberly Request for Plan Commission Recommendation

ITEM DESCRIPTION: Site & Architectural Review – Rebman Plumbing located at 700 W Kimberly Avenue

REPORT PREPARED BY: Sam Schroeder, Community Development Director

REPORT DATE: December 17, 2024

EXPLANATION: Robert E. Lee & Associates on behalf of Rebman Plumbing has submitted a site review application for a proposed building addition to the existing Rebman Plumbing facility at 700 W Kimberly Avenue. The building addition would include a large garage for Rebman Plumbing and three contractor shop/office spaces. The Plan Commission did approve a conditional use for the proposed development on May 6, 2024. The conditional use permit was not brought forward, however, to the Village Board for review. If the Site and Architectural Review is approved by the Plan Commission, the Village Board will review both the specific development details and the conditional use permit at a subsequent meeting.

The site being the former carwash property totals 0.44 acres, zoned B-1, general business district.

Attached to this staff report includes:

1. Site Plan Review Application
2. Project Description
3. Plan Drawings
4. Engineer Review Comments

Scope of Construction – Reference Project Description and Plans for additional insight.

1. 5,408 SF building addition to the western portion of the building primarily over the former carwash area
2. Addition includes three contractor shops/offices each totaling 1,022sf with the remaining 2,080sf being part of Rebman Plumbing operations. Each unit will have an overhead garage door facing Kimberly Avenue, a service door with an overhead canopy, a rear service door, an interior bathroom, and an interior office.
3. The primary exterior façade material will be vinyl siding with decorative brick along the southern and eastern portions of the addition tying it with the existing development.
4. The applicant has proposed a fence along the eastern property line to match the existing rear fence as well as providing a small landscape area between the parking area and the Kimberly Avenue right of way on staff's request.
5. The only lighting proposed for the site will be minor recessed lighting within the soffit over the front façade.
6. The site currently is impervious and is part of a regional stormwater basin so no on-site treatment is proposed or needed.

The staff zoning review identified the proposed project complies with applicable ordinances. Staff has completed a review of the site for compliance with the Kimberly Municipal Code whereas the proposed project substantially meets code and notes the following:

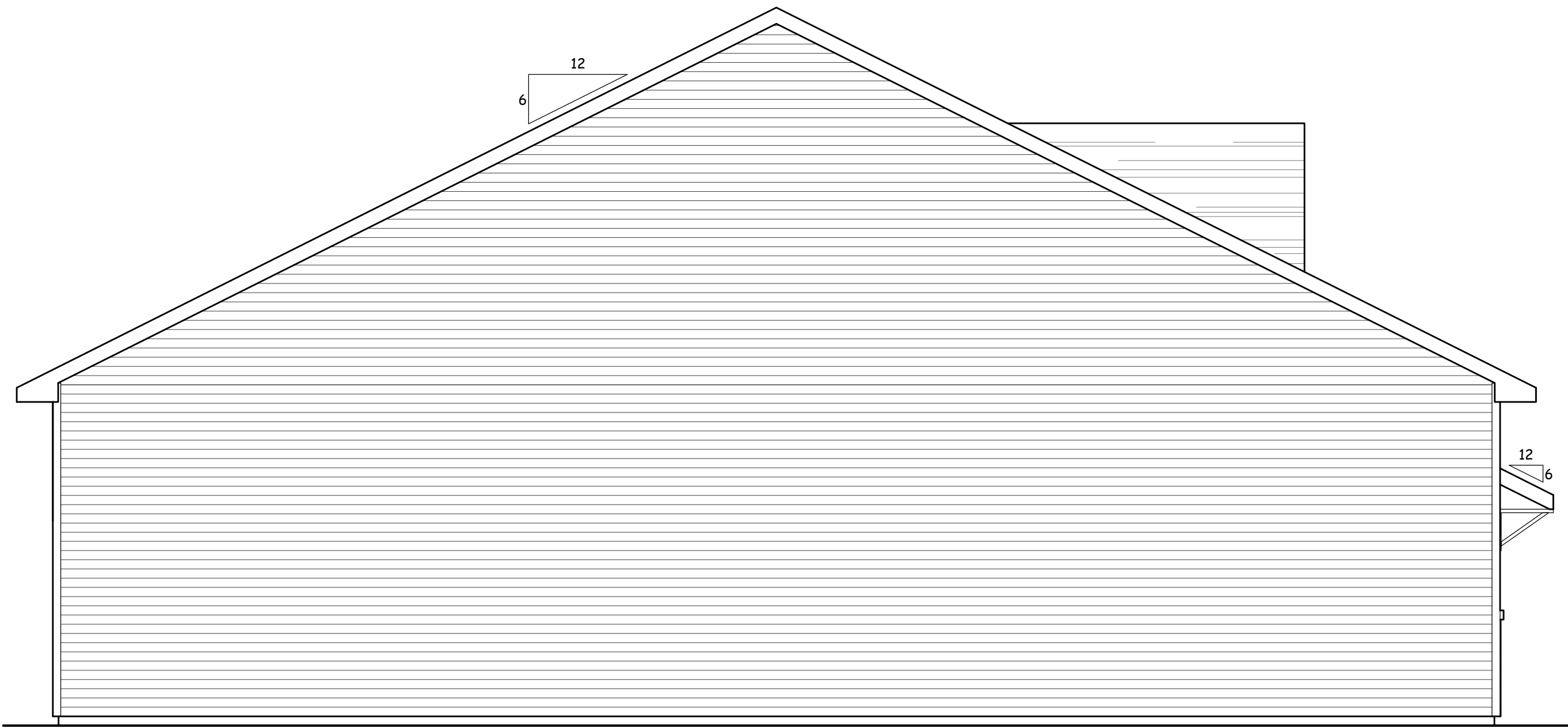
1. **Grading and Drainage.** The Village has received complaints and issues with stormwater runoff affecting properties to the north and east. The property to the east, Fringe at 650 W Kimberly Ave, has modified their yard which has minimized impacts. Staff and the Village Engineer are proposing roof drains be added to a private stormwater system to bring all of the roof drainage towards the stormwater main within W Kimberly Avenue.
2. **Lighting.** A photometric plan was not submitted. The proposed recessed lighting should be minimal with minimal impacts upon adjoining properties. The Village would reserve the right to review the lighting to ensure code is being met following the installation.
3. **Outside Storage.** The development is designed that storage of materials, equipment and work vehicles would be stored within the enclosed building and out of sight of the general public. Staff is recommending exterior storage be limited and noted as part of a condition of approval.
4. **Site development.** The applicant has implemented many of staff's preliminary recommendations including adding brick to the street facing façade, adding canopy's above the service door to soften the façade, identifying proposed lighting, adding fencing along the eastern property line north of the building to provide screening, adding rear service doors, adding office spaces to align with the business zoning classification, and adding a landscape strip along the W Kimberly Avenue right-of-way. The landscaping plan calls for 16 green mountain boxwoods. Staff is proposing some diversity and trees be planted.
5. **Engineering Comments.** Further recommendations and reviews are attached to this memo.
6. **Building Inspections and Approvals.** Building plan review and inspections will be completed by the State of Wisconsin, unless delegation authority is completed by the Village of Kimberly.

RECOMMENDED ACTION: Staff recommends approval of the site plan and architectural components of the Rebman Plumbing expansion as presented, contingent upon the following:

1. Roof drains into a private storm system shall be installed to reduce the runoff off-site.
2. Six of the proposed shrubs shall be replaced with two deciduous trees as well as all landscaping shall meet the vision control requirements.
3. The proposed brick shall complement the existing building and any changes to the existing building shall complement the proposed addition and shall require staff approval.
4. All storage of materials shall be held within the enclosed buildings.
5. All storage of work vehicles, trailers and other equipment shall be stored within the enclosed building or the rear of the building outside of the general public view.



FRONT ELEVATION
1/4" = 1'-0"



LEFT ELEVATION
1/4" = 1'-0"

GARAGE AREA 5408 SF
TOTAL AREA 5408 SF

BID PLAN - FOR BIDDING PURPOSES ONLY

DESIGNER: M. WESTEN	PROJECT NO: G24-145-W	KIMBERLY SHOP		PROJ. ADDRESS TBD
SCALE: 1/4" = 1'-0"	SHEET NO: A1	J BUCK CONSTRUCTION		
Drexel DrexelTeam.com		KIMBERLY SHOP		
COPYRIGHT © 2024		BID PLAN		
COMPANY: DREXEL TEAM, INC. 10000 DREXEL DRIVE, SUITE 100, DREXEL, PA 19024		REVISIONS		
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		MRW		



GARAGE AREA	5408 SF
<u>TOTAL AREA</u>	<u>5408 SF</u>

BID PLAN - FOR BIDDING PURPOSES ONLY

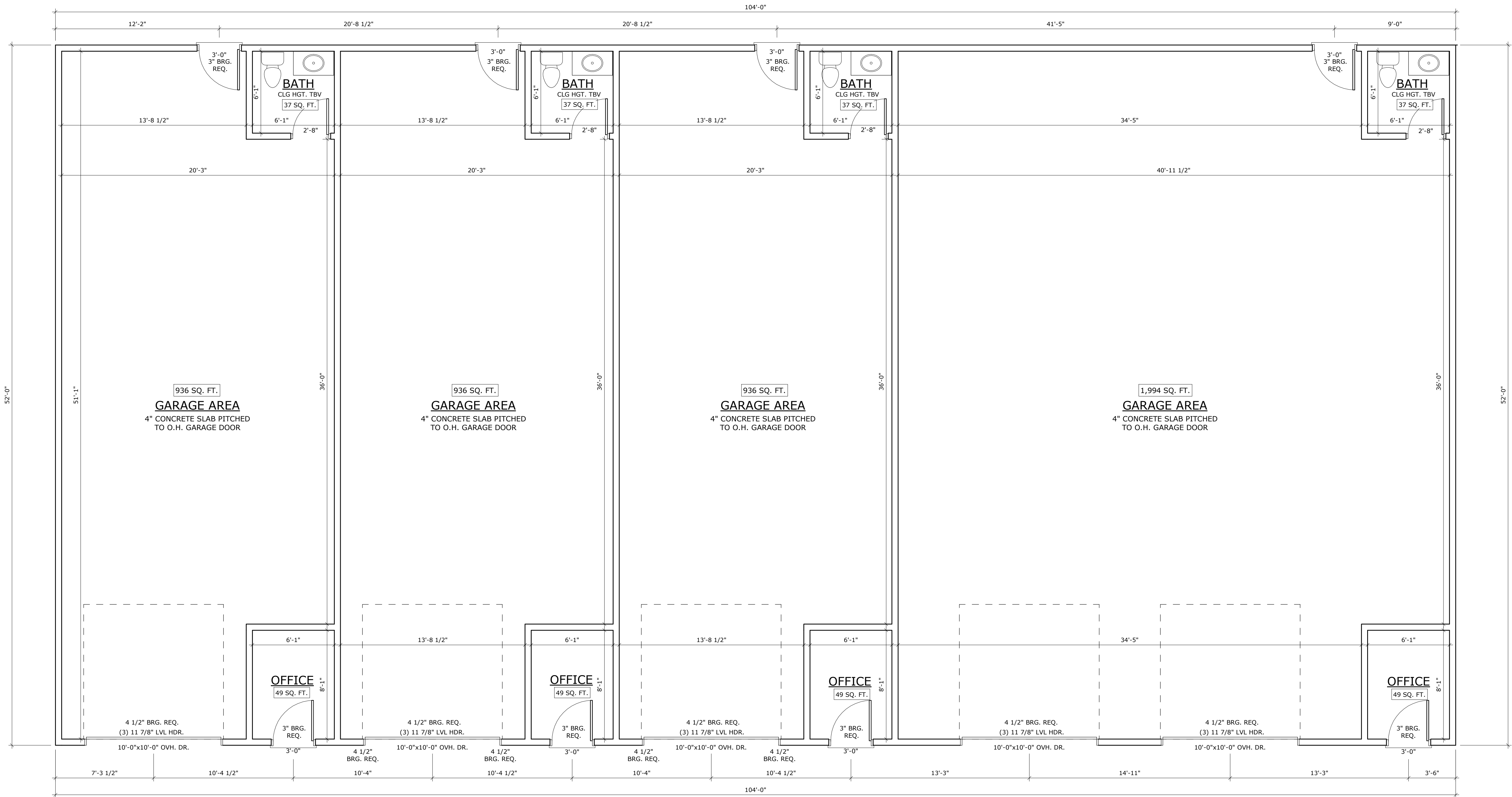
DrexelTM
DrexelTeam.com

KIMBERLY SHOP

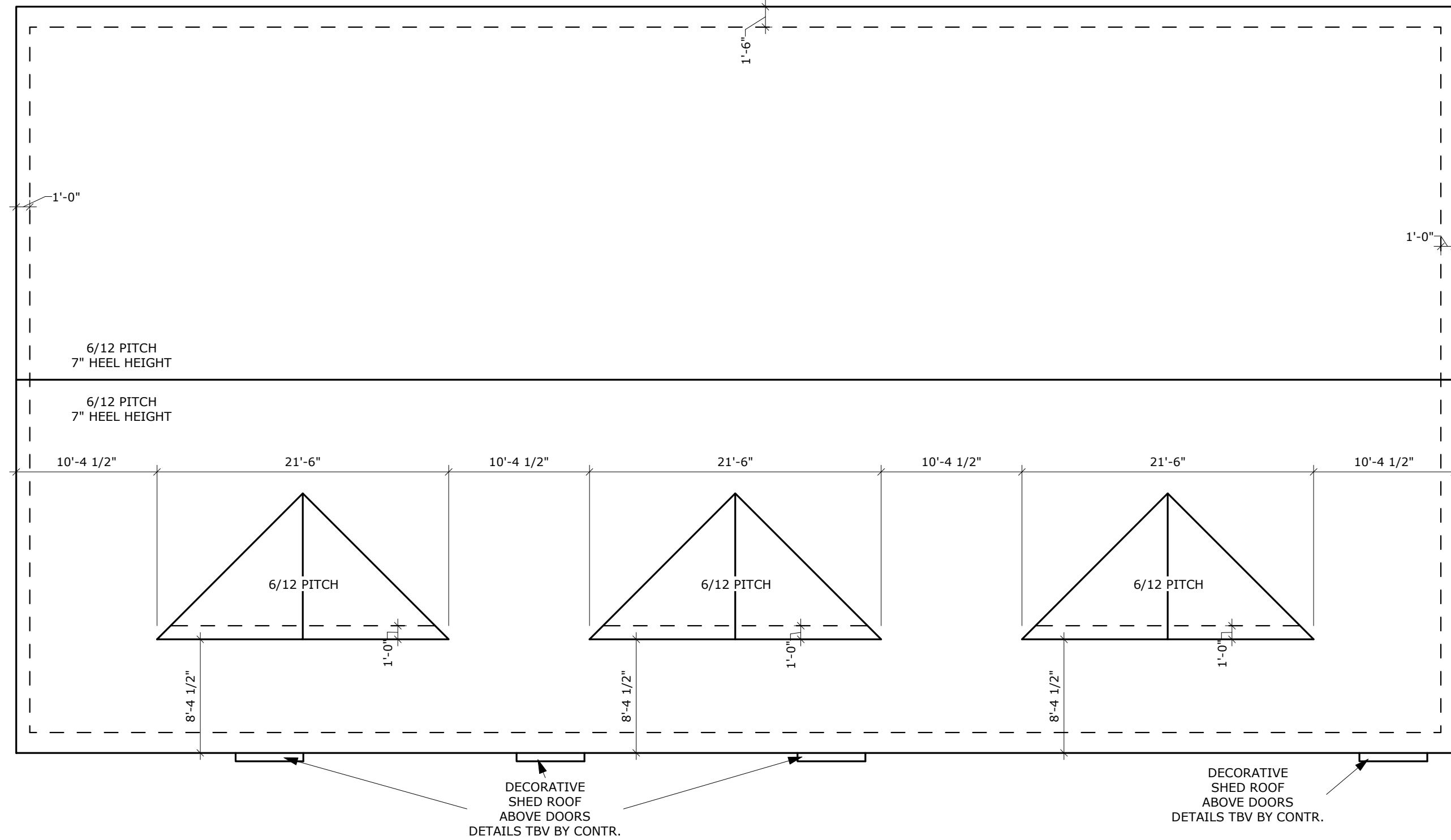
J BUCK CONSTRUCTION

PROJ. ADDRESS TBD

[illegible]



FIRST FLOOR PLAN
1/4" = 1'-0" WALL HEIGHT: 12'-0"



ROOF PLAN
1/8" = 1'-0"

GARAGE PLAN SPECIFICATIONS	
ROOF SYSTEMS	
• WOOD TRUSSES @24" O.C. DESIGNED FOR: ZONE 2	
• STD. LOADING (PER SQ. FT.) 30# TCLL, 10# TCDL, 10# BCDL	
• DEFLECTION: LL=L/240, TL=L/180	
• DURATION OF LOAD: 1.15%	
HEADERS	
• STANDARD HEADER ALL HEADERS NOT LABELED AS LVL TO BE MIN. (2) 2X10'S HEADER FOR ON-SITE (UNLESS VALUE ENGINEERED FOR OFF-SITE CONSTRUCTION)	
• TOP OF WINDOW R.O.S. FIRST FLOOR @ 6'-11 3/8" ABOVE SUBFLOOR (UNLESS NOTED/SHOWN OTHERWISE)	
• MINIMUM OF (2) SHOULDER STUDS AT EACH END FOR ALL OPENINGS 6'-0" AND LARGER	
GENERAL INFORMATION	
• ALL DIMENSIONS ARE TO THE ROUGH STUD (UNLESS NOTED OTHERWISE)	
• 2X6 WALLS=5 1/2", 2X4 WALLS =3 1/2"	
• FOUNDATION WALL THICKNESS FOR REPRESENTATION ONLY- MASON/CONTRACTOR TO VERIFY (WHEN APPLICABLE)	
• FINAL FOOTING SIZE AND DEPTH TO BE DETERMINED BY CONTRACTOR (WHEN APPLICABLE)	
• MASON TO LOCATE PILASTERS AND SIZE FOOTINGS PER CODE AND SOIL CONDITIONS (WHEN APPLICABLE)	
• GENERAL CONTRACTOR TO LOCATE THE FOLLOWING (WHEN APPLICABLE) FLOOR DRAINS, ELECTRIC SERVICES, ETC.	
• ALL DOOR HEIGHTS ARE 6'-8" UNLESS NOTED/SHOWN OTHERWISE	

GARAGE AREA 5408 SF
TOTAL AREA 5408 SF

DESIGNER: M. WESTEEN	SCALE: As indicated	SHEET NO: A3	PROJECT NO: G24-145-W	J BUCK CONSTRUCTION		KIMBERLY SHOP		PROJ. ADDRESS TBD	COPYRIGHT © 2024 COPYRIGHTED DRAWING. ALL RIGHTS RESERVED. NO PART OF THIS DOCUMENT MAY BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, WITHOUT THE WRITTEN PERMISSION OF THE DESIGNER. THE DESIGNER ASSUMES NO LIABILITY FOR ANY ERRORS OR OMISSIONS IN THIS DOCUMENT. THE USER OF THIS DOCUMENT ASSUMES ALL LIABILITY FOR ANY SUCH ERRORS OR OMISSIONS.		BID PLAN REVISIONS		MRW	02/02/2024

BID PLAN - FOR BIDDING PURPOSES ONLY



Village of Kimberly Request for Board Consideration

ITEM DESCRIPTION: Preliminary Plat Review – The Blues (Replat of the Condominium Plat – The Blues at the Trails)
REPORT PREPARED BY: Sam Schroeder, Community Development Director
REPORT DATE: December 22, 2025
ADMINISTRATOR'S REVIEW / COMMENTS: <div style="margin-left: 40px;"> No additional comments to this report _____ STS _____ See additional comments attached _____ </div>
<p>EXPLANATION: Wilson Place LLC has submitted an application for a preliminary plat review to replat the former Blues at the Trail Condominium Plat that was approved in 2022 and recorded in 2024. Said Condo Plat was approved in conjunction with a Planned Unit Development (PUD) zoning classification to allow greater flexibility in the design and land uses within the area. The current condo plat includes a mix of single family detached and attached units.</p> <p>With this preliminary plat, the development group is looking to dissolve the condominium plat and associated declaration and move the development closer to a traditional single family development on the in fill lots and still allow for multifamily developments along the river (Lots 18 and 41) and possibly a commercial space at the trailhead along Papermill Run (Lot 17) just north of Pine and Wilson Street. This proposal would reduce the total number of single family infill lots, however, the developer believes this will open the door to a much more attractive and expedited development.</p> <p>Following approval of the preliminary plat, the developer would look to approve a final plat as well as an amendment to the PUD to more closely fit with the proposed development. If all is well, the Developer believe they are positioned with set partners to commence and complete construction of the full development in short order. The Plan Commission did recommend approval of the preliminary plat as staff recommended, however, they did have lots of discussions to be further considered including screening, types of structures, transitioning, pedestrian accommodations, and the PUD approval. Many of these items will be further reviewed as part of the PUD and/or final plat submittal.</p> <p>More details can be found in the Plan Commission staff report attached herein.</p> <p>Attached to this staff report includes:</p> <ol style="list-style-type: none"> 1. Plan Commission Staff Report 2. Original PUD Concept 3. Original Condo Plat 4. Draft Preliminary Plat 5. Staff Review Comments

RECOMMENDED ACTION: Confirm the Plan Commission recommendation to approve the Preliminary Plat for the Blues at the Trail with the following conditions:

1. The public trail easement north of Tanha Lane is removed.
2. The north line of Lots 33 and 40 are moved further south to allow for additional buffering between said Lots and future development within Lot 41.
3. All Lots shall be serviced by laterals connected to public utility mains at the developers costs.
4. Any duplicate service utility laterals shall be properly abandoned at the developers costs.
5. Additional investigation shall be completed prior to a final plat submittal to consider necessary pedestrian accommodations.



Village of Kimberly Request for Plan Commission Recommendation

ITEM DESCRIPTION: Preliminary Plat Review – The Blues (Replat of the Condominium Plat – The Blues at the Trails)

REPORT PREPARED BY: Sam Schroeder, Community Development Director

REPORT DATE: December 16, 2025

EXPLANATION: Wilson Place LLC has submitted an application for a preliminary plat review to replat the former Blues at the Trail Condominium Plat that was approved in 2022 and recorded in 2024. Said Condo Plat was approved in conjunction with a Planned Unit Development (PUD) zoning classification to allow greater flexibility in the design and land uses within the area. The current condo plat includes a mix of single family detached and attached units.

With this preliminary plat, the development group is looking to dissolve the condominium plat and associated declaration and move the development closer to a traditional single family development on the in fill lots and still allow for multifamily developments along the river (Lots 18 and 41) and possibly a commercial space at the trailhead along Papermill Run (Lot 17) just north of Pine and Wilson Street. This proposal would reduce the total number of single family infill lots, however, the developer believes this will open the door to a much more attractive and expedited development.

Following approval of the preliminary plat, the developer would look to approve a final plat as well as an amendment to the PUD to more closely fit with the proposed development. If all is well, the Developer believe they are positioned with set partners to commence and complete construction of the full development in short order.

Staff Review

The original condominium concept had shown a large amount of private amenities including playsets, interior trails in the back yards of the infill lots, landscape areas, a dog run, sitting areas and a basketball court. With the dissolution of this condo, these amenities would all be presumed to all go away. Furthermore, due to the private connectivity of the approved condo development, the final plans previously approved did not indicate any public sidewalks along Satori Trail or Tanha Lane. As currently approved, contrary to the visual of the PUD concept plan, there is only sidewalk planned or installed along the east side of Wilson Street, the north side of E Papermill Run, and the north side of Terra Blue Court.

In an attempt to add necessary pedestrian accommodations, as standard throughout the Village of Kimberly, Staff is recommending additional investigation be completed prior to a final plat submittal to consider additional pedestrian accommodations. There are many constraints including existing utilities, limited right-of-way width, street width and grades that need to be considered. Additionally, due to the lack of sidewalk, the low volume cul-de-sac street, the grades and the location, Staff at this time would not pursue the proposed public trail easement north of Tanha Lane and recommend that this be removed from the final plat.

In terms of utilities, specifically service laterals, due to the reduction in the number of units being proposed, many of the previously installed laterals will have to be properly and professionally abandoned at the developers cost. Likewise, any lot that is not serviced will require the necessary connections to the public service mains.

Lastly, due to the preliminary internal concepts seen for the development of Lot 41, Staff is also recommending that the north line of Lots 33 and 41 be moved further south, reducing their lot width to accommodate appropriate transitioning, landscaping and/or screening from the future multifamily developments.

Attached to this staff report includes:

1. Original PUD Concept
2. Original Condo Plat
3. Draft Preliminary Plat
4. Staff Review Comments

RECOMMENDED ACTION: Staff recommends approval of the Preliminary Plat for the Blues at the Trail with the following conditions:

1. The public trail easement north of Tanha Lane is removed.
2. The north line of Lots 33 and 40 are moved further south to allow for additional buffering between said Lots and future development within Lot 41.
3. All Lots shall be serviced by laterals connected to public utility mains at the developers costs.
4. Any duplicate service utility laterals shall be properly abandoned at the developers costs.
5. Additional investigation shall be completed prior to a final plat submittal to consider necessary pedestrian accommodations.

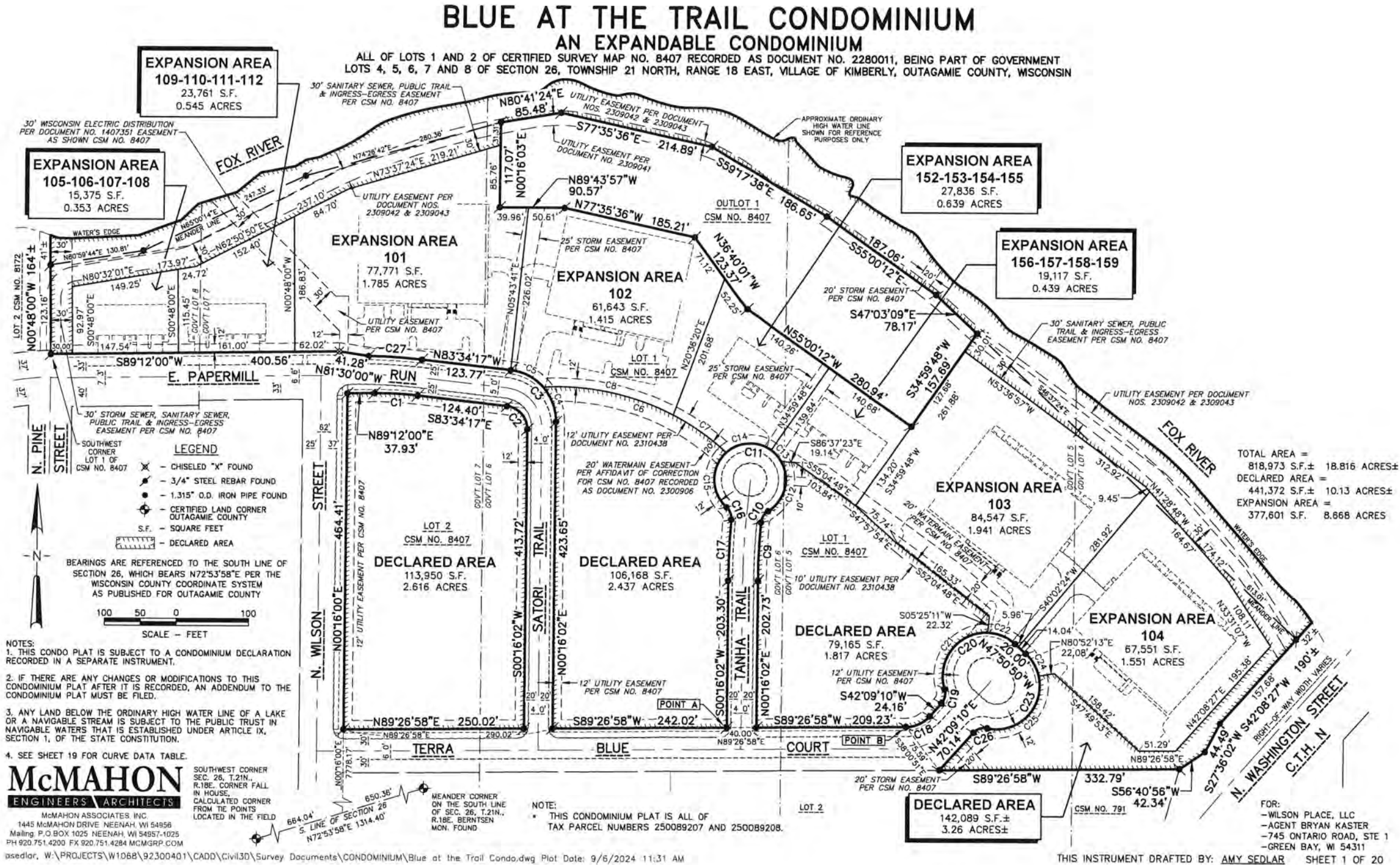
BLUE AT THE TRAIL

CURRENT PUD CONCEPT



DEVELOPMENT CONCEPT PLAN

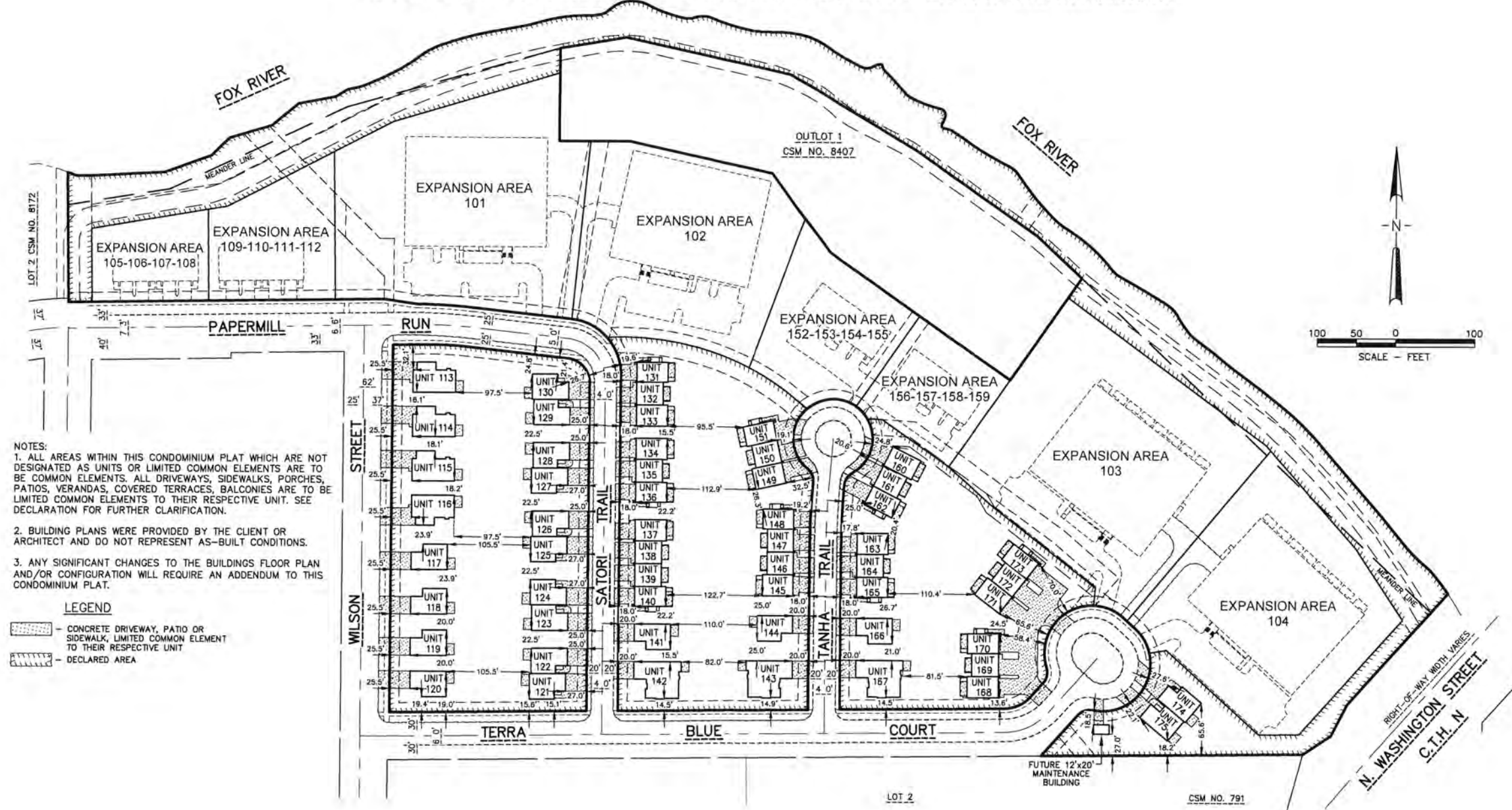
CURRENT CONDO PLAT



CURRENT CONDO PLAT UNITS

BLUE AT THE TRAIL CONDOMINIUM
AN EXPANDABLE CONDOMINIUM

ALL OF LOTS 1 AND 2 OF CERTIFIED SURVEY MAP NO. 8407 RECORDED AS DOCUMENT NO. 2280011, BEING PART OF GOVERNMENT
LOTS 4, 5, 6, 7 AND 8 OF SECTION 26, TOWNSHIP 21 NORTH, RANGE 18 EAST, VILLAGE OF KIMBERLY, OUTAGAMIE COUNTY, WISCONSIN



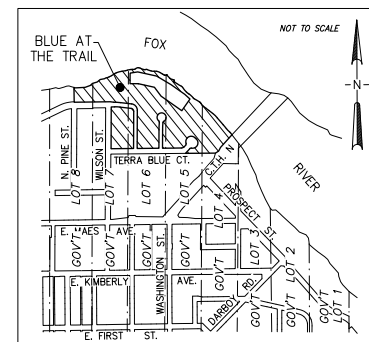
- NOTES:
1. ALL AREAS WITHIN THIS CONDOMINIUM PLAT WHICH ARE NOT DESIGNATED AS UNITS OR LIMITED COMMON ELEMENTS ARE TO BE COMMON ELEMENTS. ALL DRIVEWAYS, SIDEWALKS, PORCHES, PATIOS, VERANDAS, COVERED TERRACES, BALCONIES ARE TO BE LIMITED COMMON ELEMENTS TO THEIR RESPECTIVE UNIT. SEE DECLARATION FOR FURTHER CLARIFICATION.
 2. BUILDING PLANS WERE PROVIDED BY THE CLIENT OR ARCHITECT AND DO NOT REPRESENT AS-BUILT CONDITIONS.
 3. ANY SIGNIFICANT CHANGES TO THE BUILDINGS FLOOR PLAN AND/OR CONFIGURATION WILL REQUIRE AN ADDENDUM TO THIS CONDOMINIUM PLAT.

- LEGEND
- CONCRETE DRIVEWAY, PATIO OR SIDEWALK, LIMITED COMMON ELEMENT TO THEIR RESPECTIVE UNIT
 - DECLARED AREA

PRELIMINARY PLAT
BLUE AT THE TRAIL

BLUE AT THE TRAIL CONDOMINIUM, AN EXPANDABLE CONDOMINIUM, DECLARATION OF CONDOMINIUM RECORDED AS DOCUMENT NO. 2324836 AND CONDOMINIUM PLAT RECORDED AS DOCUMENT NO. 2324837 IN CABINET N OF PLATS ON PAGE 243; BEING ALL OF LOTS 1 AND 2 OF CERTIFIED SURVEY MAP NO. 8407 RECORDED AS DOCUMENT NO. 2280011, LOCATED IN PART OF GOVERNMENT LOTS 4, 5, 6, 7, AND 8 OF SECTION 26, TOWNSHIP 21 NORTH, RANGE 18 EAST, VILLAGE OF KIMBERLY, OUTAGAMIE COUNTY, WISCONSIN

PROPOSED PRELIMINARY PLAT



LOCATION MAP
SECTION 26, TOWNSHIP 21 NORTH, RANGE 18 EAST,
VILLAGE OF KIMBERLY, OUTAGAMIE COUNTY, WISCONSIN

CURVE TABLE							
CURVE	RADIUS	DELTA	LENGTH	CHORD DIRECTION	CHORD LENGTH	TANGENT IN	TANGENT OUT
C1	475.00'	00°71'43"	59.93'	N87°11'09"W	59.89'	N83°34'17"W	S89°12'00"W
C2	713.73'	00°58'24"	74.41'	N86°33'30"W	74.38'	N83°34'17"W	N89°32'42"W
C3	715.01'	08°35'019"	104.62'	N41°39'08"W	95.54'	N00°16'02"E	N83°34'17"W
C4	32.00'	08°35'019"	46.82'	N41°39'08"W	42.76'	N00°16'02"E	N83°34'17"W
C5	1020.00'	00°42'57"	83.95'	S02°37'30"W	83.93'	S04°58'59"W	S00°16'02"W
C6	20.00'	05°53'41"	19.16'	N22°26'35"W	18.44'	N05°00'15"E	N49°53'25"W
C7	50.00'	29°01'758"	253.33'	N84°44'27"W	57.14'	N60°24'32"E	S49°53'25"E
C8	20.00'	05°52'34"	19.35'	S32°41'45"W	18.60'	S60°24'32"W	S04°58'59"W
C9	980.00'	00°42'57"	80.66'	S02°37'30"W	80.64'	S04°58'59"W	S00°16'02"W
C10	45.00'	04°71'48"	37.15'	N65°48'30"E	36.10'	N89°26'58"E	N42°09'10"E
C11	20.00'	06°00'00"	20.94'	N12°09'10"E	20.00'	N42°09'10"E	N17°50'50"W
C12	60.00'	15°00'00"	157.08'	S57°09'10"W	115.91'	N47°50'50"W	S17°50'50"E
C13	60.00'	15°00'00"	157.08'	S57°09'10"E	115.91'	S77°50'50"W	N47°50'50"W
C14	20.00'	06°00'00"	20.94'	S72°09'10"W	20.00'	N77°50'50"W	S42°09'10"W

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REVISION

DATE _____

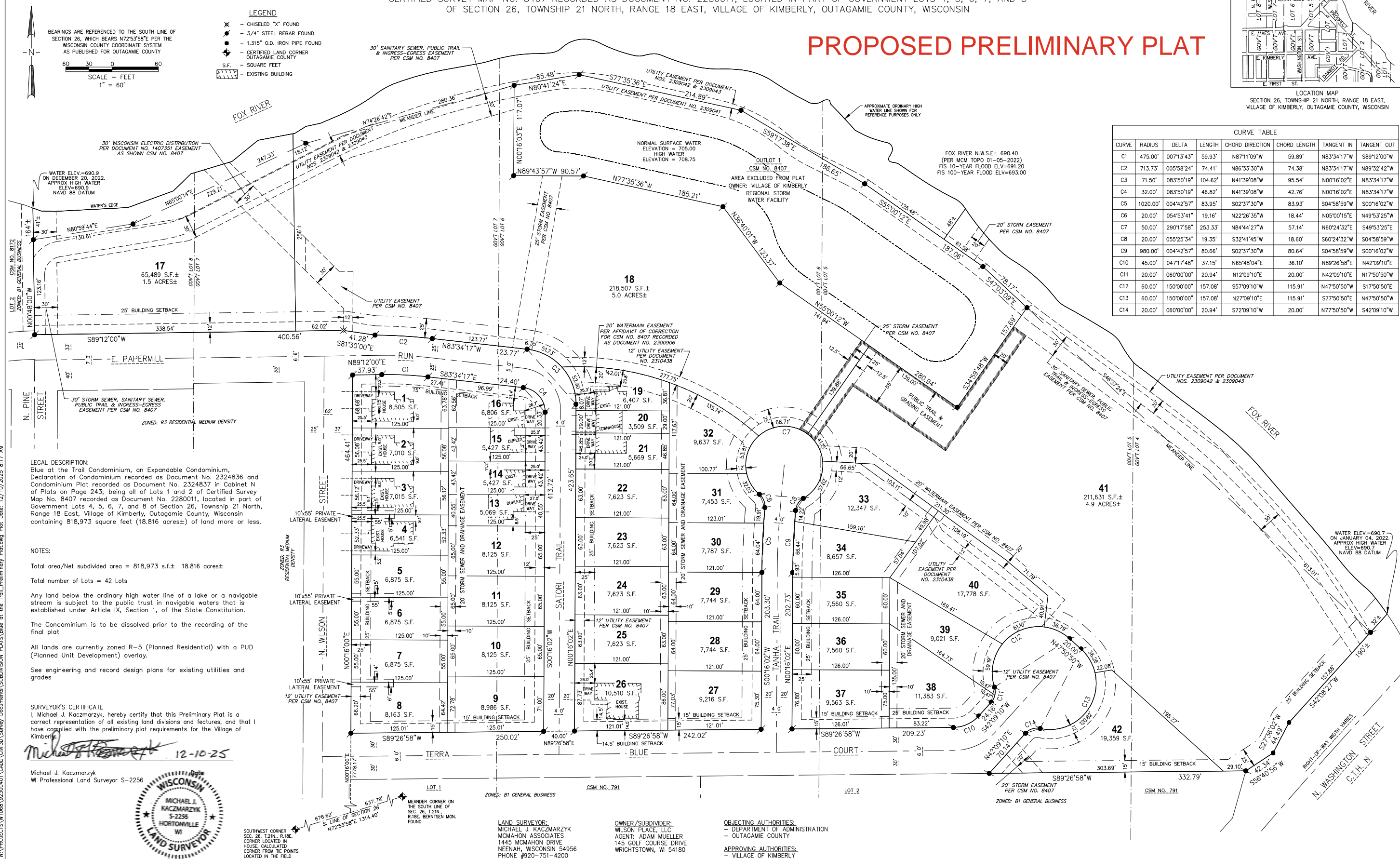
NO.

1

BLUE AT THE TRAIL – PRELIMINARY PLAT
PART OF GOV'T LOTS 4, 5, 6, 7, & 8 OF SECTION 26, T21N,
VILLAGE OF KIMBERLY, OUTAGAMIE COUNTY, WISCONSIN

SURVEYED MJK	DRAWN AMS
PROJECT NO. W1068 09-23-00401.12	
DATE DECEMBER 2025	
SHEET NO.	

1 OF 1



dwelz, W:\PROJECTS\W1068\92300401\CADD\Civil3D\Survey Documents\SUBDIVISION PLATS\Blue at the Trail_Preliminary Plat.dwg Plot Date: 12/10/2025 8:17 AM

PRELIMINARY PLAT
BLUE AT THE TRAIL





Village of Kimberly Request for Board Consideration

ITEM DESCRIPTION: 2026 Comprehensive Plan – Consultant Selection Recommendation

REPORT PREPARED BY: Sam Schroeder, Community Development Director

REPORT DATE: December 22, 2025

EXPLANATION: In conjunction with the approved 2026-2030 Village of Kimberly Capital Improvement Plan is a 2026 project to solicit a qualified planning consultant to assist in the complete rewrite of the Village of Kimberly Comprehensive Plan in accordance with Wisconsin State Statutes §66.1001. The amount budgeted was \$50,000.00. The updated plan will guide the Village's growth, development, and policy decisions over the next 20 years and will take a year plus to develop. A Request for Proposal (RFP) was released on October 29, 2025 with submission deadline of December 7, 2025. In total, six firms submitted a proposal. Those firms and costs of the proposed work were as follows:

1. East Central Wisconsin Regional Planning Commission (ECWRPC) - \$43,731.49
2. Ayres Associates, Inc (Ayres) - \$49,595.00
3. Foth Infrastructure & Environmental, LLC (Foth) - \$48,500.00
4. Short Elliot Hendrickson Inc (SEH) - \$58,039.00
5. MSA Professional Services, Inc. (MSA) - \$48,275.00; optional add ons
6. Redevelopment Resources - \$99,630.00; optional add ons

Upon review of the proposals, past experience and qualifications, staff is recommending the Village Board accept the proposal from Ayres. Above and beyond Ayres having a very qualified team, coming highly recommended and having worked on several transportation efforts in and around the Village, Ayres recently worked closely with the Parks Department to approve the 2024-2029 Comprehensive Outdoor Recreation Plan. We believe this will allow us to coordinate proactively with the Sunset Park Master Plan as well as allow us to quickly kick start this project in 2026.

Attached to this staff report includes:

1. Comprehensive Plan Request for Proposal Document
2. Full submission proposals from all six firms

RECOMMENDED ACTION: Staff recommends the Village Board accept the proposal from Ayres Associates for the total cost of \$49,595.00 and direct staff to execute the necessary documents, funding source identified as the \$25,000.00 Data Processing Trust Fund, \$10,000.00 Sanitary Sewer Utility 201 account, \$10,000.00 Storm Water Utility 205 account, and \$5,000.00 TIF #6 Project Fund.



Request for Proposals (RFP)

COMPREHENSIVE PLAN UPDATE

VILLAGE OF KIMBERLY, WI

Issue Date: October 29th, 2025

UPDATE: November 4th, 2025

Proposal Deadline: December 7th, 2025, at 4:00 p.m. CST

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Introduction

The Village of Kimberly, Wisconsin is soliciting proposals from qualified planning consultants to assist in the complete rewrite of its Comprehensive Plan, in accordance with Wisconsin State Statute §66.1001. The updated plan will guide the Village's growth, development, and policy decisions over the next 20 years.

Background

Kimberly is a vibrant community located in Outagamie County, part of the Fox Cities region. The current Comprehensive Plan was adopted in 2010 and further amended in 2012 and 2016. Since this time, the Village has seen a drastic shift in land use and development following the closure of the paper mill. This plan requires a full update to reflect current conditions, community priorities, and statutory requirements.

In 2026, the Village is also engaging a consultant to develop a full Sunset Park Master Plan. Consideration should be made to coordinate efforts and adopt the final park plan as part of this project.

Project Objectives

- The Consultant shall conduct a full rewrite of the Village's Comprehensive Plan.
- Ensure compliance with Wisconsin's Smart Growth Law (§66.1001).
- Engage the public and stakeholders through inclusive and innovative outreach.
- Provide actionable strategies for land use, housing, transportation, economic development, utilities, natural resources, and intergovernmental cooperation.

Scope of Work

The selected consultant will be expected to and is responsible for:

- Review and analyze existing plans, ordinances, and data.
- Facilitate public engagement (e.g., workshops, surveys, open houses).
- Complete all mapping - shapefile and other data can be provided through Outagamie County.

- Managing the overall project and timeline to ensure compliance with statutory regulations and desires of the community.
- Printing and/or mailing any materials associated with development, public engagement or completion of the project.
- Hold regular engagement and progress check-in meetings with Village Staff – said meetings can be virtual.
- Draft and revise plan elements including:
 - Issues and Opportunities
 - Housing
 - Transportation
 - Utilities and Community Facilities
 - Agricultural, Natural, and Cultural Resources
 - Economic Development
 - Intergovernmental Cooperation
 - Land Use
 - Implementation
- Present drafts to Village staff, Plan Commission, and Village Board.
- Deliver a final plan document and digital files.
- Any and all submittals needed to officially file the document with the State of Wisconsin.

Support Resources

The following resources will be available to the selected firm:

- Village of Kimberly 2010 Comprehensive Plan and the 2012 and 2016 Plan Amendment.
- Tax Increment Districts 4, 5, and 6 Project Plans and Proformas.
- Fox Cities and Greater Outagamie County Regional Housing Strategy 2022.
- Village of Kimberly CORP 2024–2029.

- Outagamie County Regional Bicycle and Pedestrian Plan.
- East Central Wisconsin Regional Planning Commission – Appleton Transportation Management Area and Oshkosh Metropolitan Planning Organization Bicycle and Pedestrian Plan.

Deliverables

The firm selected will be responsible for delivering the following:

1. Official Maps associated with the plan.
2. Draft plan for staff review.
3. Recommended Plan following comments by staff and/or Plan Commission.
4. Final Plan including 3 hard copies printed and bound.
5. Documents from any public engagement sessions.
6. All other documentation incidentally produced to compile the plan.

Timeline

- **October 29th, 2025** – RFP issuance date.
- **December 7th, 2025, at 4:00pm CST** – Proposals due date.
- **December 2025** – Evaluation period, including possible interviews and/or proposal clarifications.
- **December 15th, 2025/January 5th, 2026** – Firm selection and award at Village Board pending review period.
- **January 6th – January 30th, 2026** – Draft and Execute contract – initial draft from the Consultant.
- **January 12th, 2026** – Project kickoff meeting – virtual.
- **Winter/Spring 2027** – Final plan review and approval.

Estimated timeline from Kickoff to Completion 12 to 16 months.

Proposal Requirements

Proposals must include the following sections.

- Cover Letter – understanding of project, summary of scope and cost.
- Firm profile and qualifications
- Relevant project experience (especially in Wisconsin)
- Proposed approach including recommended public engagement and timeline
- Team members and roles
- Cost proposal (itemized)
- References (minimum of 3)

Submission Instructions

Proposals are due **no later than December 7th, 2025, at 4:00pm CST**. Late submissions will not be considered.

Submit official proposals via email to:

Sam Schroeder

Community Development Director

Email: sschroeder@vokimberlywi.gov

Phone: **920-788-7507** (for inquiries; email preferred for fastest response).

***Nine copies of the proposal should also be mailed or dropped off at Village Hall, Attn: Sam Schroeder, 515 W Kimberly Avenue, Kimberly, WI 54136 or dropped off timely, but may be received after the deadline.**

Terms and Conditions

- All intellectual property developed through this project shall be owned solely by the Village of Kimberly.
- All mailings, publishing and print material including maps are the responsibility of the consultant.
- Elements or tasks can be added or deleted at the discretion of the Village pending negotiation of the scope of work and compensation.

- The contractor shall hold harmless the Village of Kimberly, its officers, agents, and employees from liability of any nature arising from copyrighted or patented materials used in connection with the project.
- The Village reserves the right to reject any or all proposals when deemed in its best interest.

Appendix A – Proposal Evaluation Criteria

All submitted proposals will be reviewed and evaluated by the Village of Kimberly. Proposals will be scored using the following weighted criteria. The Village reserves the right to invite selected firms for interviews if needed.

Firm Experience and Qualifications (25 points): Assess the experience, skills and qualifications of the involved personnel and firm Focus on relevant project experience and educational background and other expertise.

Project Understanding and Approach (25 points): Evaluate the depth of the proposal's understanding of the goals, objectives and challenges. Consider the knowledge and capacity to approach the problem.

Work Plan and Timeline (10 points): Assess ability to produce outcomes on schedule and an understanding of deliverables.

Deliverables and Implementation Tools (15 points): Evaluate the quality and clarity of proposed deliverables, strength of implementation tools, and examples of mapping, conceptual renderings, or past deliverables that demonstrate clarity and usability.

Budget Proposal and Value (25 points): Evaluate the proposal's ability to detail a cost-effective approach to bringing forward the deliverables.

Total Possible Points: 100



Comprehensive Plan Update

AVRES

Village of Kimberly

December 7, 2025

December 7, 2025

Sam Schroeder, Community Development Director
Village of Kimberly
515 W. Kimberly Avenue
Kimberly, WI 54136
Email: sschroeder@vokimberlywi.gov

Re: Proposal - Comprehensive Plan Update

Dear Mr. Schroeder and Selection Committee:

Ayres is excited to submit our proposal to update the Village of Kimberly's Comprehensive Plan. Our team is passionate about helping communities like Kimberly develop practical, implementable plans that reflect local values and set the stage for long-term success. Here are a few quick highlights of why our team is unique in our industry and why we're the right partner for you.

- **We craft practical plans.** Our team's foundation lies in public sector planning. Most of our staff have worked for communities like yours. We intimately understand the importance of a good, implementable, plan. Our approach results in concise, action-oriented plans that are easy to understand and update.
- **We know Kimberly and the region.** We have completed successful plans for the Village of Kimberly, Outagamie County, and the East Central Wisconsin Regional Planning Commission.
- **We have a truly multidisciplinary team.** Our team is made up of planners, landscape architects, economic development specialists, and engineers. We will produce a plan that follows best planning practices, is grounded in economic reality, respects the natural environment, and responds to public infrastructure needs.
- **We bring both local knowledge and national expertise.** Ayres started in Eau Claire and has grown into a national firm including our nearby Green Bay location, which has served the area for over 50 years. Our project manager, Amanda Arnold, has 12 years of Wisconsin planning experience and will be supported by staff in Green Bay, Eau Claire, and Madison. She will rely on our experts from other offices to provide specialized knowledge and unique lessons from other places as well as our local team who work and play in the Kimberly community.

The following pages represent our understanding of your Comprehensive Plan Update project including scope and cost. We appreciate your consideration and look forward to the opportunity to support you in shaping a plan that reflects your community's vision. Please don't hesitate to reach out with any questions or to discuss our proposal further.

Sincerely,

Ayres Associates Inc.



Amanda Arnold, AICP
Project Manager
608.441.3564
ArnoldA@AyresAssociates.com



Matthew J. Ashby, AICP CUD
Vice President - Development Services
970.797.3595
AshbyM@AyresAssociates.com

Project Understanding

Your RFP clearly outlines Kimberly's expectations for this Comprehensive Plan Update project and provides a strong foundation for a successful planning process focused on a full rewrite in accordance with Wisconsin State Statute §66.1001.

Our team is well-versed in delivering the professional services required for Kimberly's planning effort. We understand the unique challenges and opportunities that come with planning in close-knit communities like Kimberly, particularly given the shift in land use and development following the paper mill closure.

Our review of the RFP and previous work with Kimberly has provided valuable insight into Kimberly's development patterns, infrastructure, and community priorities. We recognize the importance of building upon the 2012 Comprehensive Plan foundation while reflecting the drastic changes following the paper mill closure and coordinating with the 2026 Sunset Park Master Plan. This understanding allows us to create a plan that is both visionary and implementable.

Our approach centers on **close collaboration** with **your team, community members, and stakeholders**.

We believe in meeting people where they are, whether that is at a public kickoff session, through a community-wide digital survey, or at Plan Commission meetings. Our plans are designed to be used, not shelved. They are concise, accessible, and focused on action, reflecting the Village's desire for a streamlined, readable, and value-added document.

We envision the plan will be structured around themes that emerge from community engagement and will integrate the key elements required by Wisconsin State Statute §66.1001, aligning with the Village's objectives including:

- **Issues and Opportunities:** Addressing key challenges for a community within a dense, interrelated region.
- **Housing:** Reflecting changes in land use, affordability, and aging.
- **Transportation:** Examining existing networks and future needs.
- **Utilities and Community Facilities:** Planning for necessary infrastructure and public services.
- **Agricultural, Natural, and Cultural Resources:** Preserving and managing important assets like local history and natural areas.
- **Economic Development:** Strategies to support the local economy.
- **Intergovernmental Cooperation:** Coordinating with near jurisdictions and agencies.
- **Land Use:** Guiding future development and zoning decisions.
- **Implementation:** Providing actionable steps for plan execution.

Committed to a **hands-on, community-focused** approach.

We commit to actively engaging with stakeholders and putting boots on the ground to help provide a plan that reflects the aspirations of Kimberly's residents.





Building Lasting Relationships



Our team believes in building lasting relationships with our community partners. We invest in the strength and stability of our relationships. One thing you will hear from our partners time and time again is that we care about the community and the people. At Ayres, one of our core values is “Clients as Partners.” That is why our partners know they can count on us, year after year.

66
YEARS IN
BUSINESS

NEARLY
400
EMPLOYEE-
OWNERS

11
OFFICES

7
STATES

Firm Overview

Ayres is a multidisciplinary consulting firm founded on principles of honesty, innovation, and hard work. With over 66 years of experience and nearly 400 employee-owners, we’ve built a reputation for delivering practical, forward-thinking solutions that help communities thrive.

Our team brings extensive expertise across community planning, economic development and redevelopment, civil and transportation engineering, environmental services, and geospatial analysis. We specialize in translating complex obstacles into clear, actionable strategies, helping to ensure seamless coordination, stakeholder alignment, and project success.

At Ayres, we’re more than consultants, we’re trusted partners. Our dedication to innovation, client satisfaction, and community impact sets us apart and drives everything we do.

Planning + Development Services

At the heart of our team is a dedication to public service and community well-being. We specialize in a full range of planning and economic development services from long-range visioning to boots-on-the-ground implementation. We ensure every strategy is tailored to meet your local needs. We’re more than just a project partner – we’re the knowledgeable navigator, guiding you through every step of the process.

HIGHLIGHTED SERVICE AREAS:

Community & Land Use Planning

- Comprehensive Planning
- Code Analysis & Updates
- Housing Assessments
- Process Evaluation
- Downtown & Main Street
- Planning

Economic Development & Revitalization

- Economic Development
- Brownfield Assessments
- Redevelopment Roadmaps

Engagement & Support

- Outreach & Meeting
- Facilitation
- Staff & Official Training
- Grant & Program Assistance
- On-Call Technical Assistance

Design & Implementation Urban Design

- Branding & Wayfinding
- Transportation Planning
- Corridor Analysis & Design

Amanda and the Ayres team provided a wonderful service to the East Central region through the small community technical assistance program. They provided expert advice and guidance to eight communities throughout our region and developed unique strategies for each community given their needs and opportunities. I highly recommend working with their team.

Kevin Englebert
Former Assistant Director,
East Central Wisconsin
Regional Planning Commission
(ECWRPC)

Project Team Overview



Amanda Arnold will be the project manager/lead planner and provide urban planning expertise. Amanda has produced multiple small area/downtown plans. While with the City of Minneapolis she managed a small area plan for Uptown, which focused on the **balance between maintaining existing neighborhoods, while promoting growth in an active urban destination**. In Wisconsin, Amanda has produced land use plans for Rib Mountain, Marinette, West Allis; facilities studies for Outagamie County and Sister Bay; and multiple Comprehensive Outdoor Recreation Plans. Today, Amanda focuses on brownfield redevelopment in addition to comprehensive planning. Amanda also served as Town Administrator for the Town of Verona, WI, where she **oversaw their first comprehensive plan update in 20 years** and managed multiple intergovernmental agreements related to public safety and growth.



Chris Silewski is a registered landscape architect with over 18 years of experience specializing in parks and recreation, community engagement, and place-specific design. He serves as a project manager and design lead within Ayres' landscape architecture group, bringing creative and thoughtful input into the design process from conception to construction. Chris is recognized as a leader in human-centered design, prioritizing community outreach, user experience, local typology, art, ecology, and regional design in his approach. His commitment to creating destination-specific environments helps each project resonate with its intended audience, fostering meaningful connections between people and their environments that leave lasting impacts on communities. Chris has extensive experience with the **Village of Kimberly, having worked on your Comprehensive Open Space and Recreation Plan (CORP) update for 2024-2029**.



Andy Rowell is a traffic engineer with over two decades of experience in municipal and transportation project management. As a former county highway engineer and public works director, Andy brings unique insight to municipal clients, understanding highway department budgets and funding constraints. His extensive experience includes traffic safety and operation improvements, traffic signal design, and public involvement and outreach. **Andy has worked on several significant projects in Kimberly** including the Outagamie CTH "CE" and Railroad Street Intersection Improvements,

where he led the design of three new signals for a unique restricted crossing U-turn intersection. During his tenure with Outagamie County Highway Department, he managed over 20 traffic signals maintained by the County and led in-house design of new signal installations and monotube retrofit projects. His passion lies in providing cost-effective yet innovative engineering solutions that address the specific needs of Wisconsin communities.



Josh Olhava offers a breadth of practical, results-driven support and guidance to your project. Having shaped Ayres' Western comprehensive planning initiatives and contributed to **six major plans in the past five years**, Josh combines technical expertise with a focus on practicality. He has managed multiple zoning code updates and housing studies, and as a Process Improvement Specialist and Prosci Certified Change Practitioner, Josh applies proven methodologies to deliver implementable workbook-style plans and operational efficiencies that streamline implementation.



Mike Scholl is an Economic Development Finance Professional. He served as the Economic Development Manager for Loveland, Colorado, for more than a decade. While there he **helped create new downtown investment** that propelled Loveland into a destination city. Mike has worked directly with developers, so he knows what is realistic and what is not. He's also a housing specialist, having produced multiple housing assessment studies.



Jay Molokwu is a community planner who has worked on several downtown plans in Florida; she will assist with the plan production. Jay has a passion for **historic preservation and community engagement**.



Aaron O'Keefe is a GIS specialist and will lead all the mapping and data gathering analysis for the project. He has provided his expertise to **dozens of downtown plans, corridor plans, and parks plans**.

“The first thing that pops into my head is confidence in the firm’s ability to perform.”

Brian Miller

Director of Public Works,
City of Marinette



The Ayres team did a masterful job in conducting public outreach and facilitating committee visioning and goal setting. Throughout the process there were many divergent opinions and desires expressed by the public and committee members, yet through a thoughtfully facilitated planning process, everyone involved felt like their voice was heard, and the plan reflected issues that were important to them. Our plan was adopted unanimously by our County Board.

Kara Homan

Former Director, Outagamie County
Dept. of Development and Land
Services

Relevant Experience

Though we have the capabilities of a large firm, Ayres approaches our projects as many small firms do, with the project manager involved throughout the whole process. We do not chase far-flung projects; **we focus on working with communities we care about.** One of the most important things we can do is learn what's important to you so we can collaborate on solutions that will make a difference to you. **If it matters to you, it's important to us.**

From the first handshake forward, we invest as much time into the strength and stability of our relationships as we do into the projects themselves. You can count on us to roll up our sleeves with you; provide clear, consistent communication; involve you in the decision-making process for the length of the project; and deliver a quick, intelligent resolution for any concern or challenge.

The following pages represent recent efforts related to your Comprehensive Plan Update project. Please feel free to reach out to any of the references for additional insights into how our team works and the quality of our partnerships.

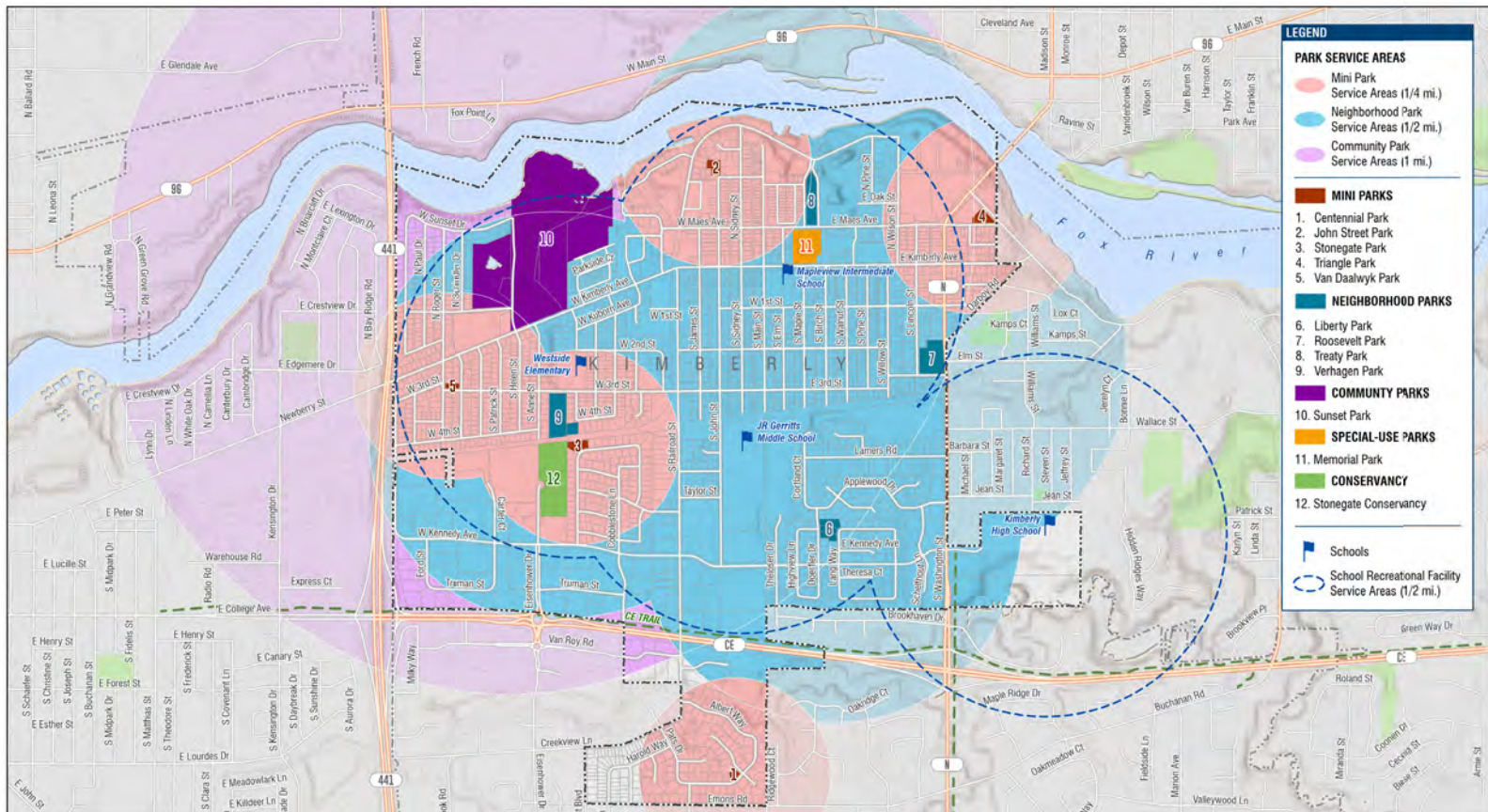
Strong Understanding of Kimberly

Ayres staff got to know the Village of Kimberly through the development of the Village's outdoor recreation plan in 2024.

Previously, Ayres had worked with Outagamie County on two plans that also explored resource allocation throughout the region, the County's Comprehensive Outdoor Recreation Plan adopted in 2021 and the County's Facilities Plan adopted in 2023.

In addition, Ayres has worked for many years with the East Central Regional Planning Commission to provide visioning for various communities in the region. Through an annual technical assistance program, Ayres has worked with New London, Hortonville, Kaukauna, Winneconne, Omro, Chilton, New Holstein, and more.

This experience has given Ayres a clear understanding of the dynamics of the area and the challenges faced by communities in an area that is both rural and urban. We understand that many communities in the area are linked by regional transportation, land use, recreation resources, and economics, and we can apply this to the Village's comprehensive plan update.



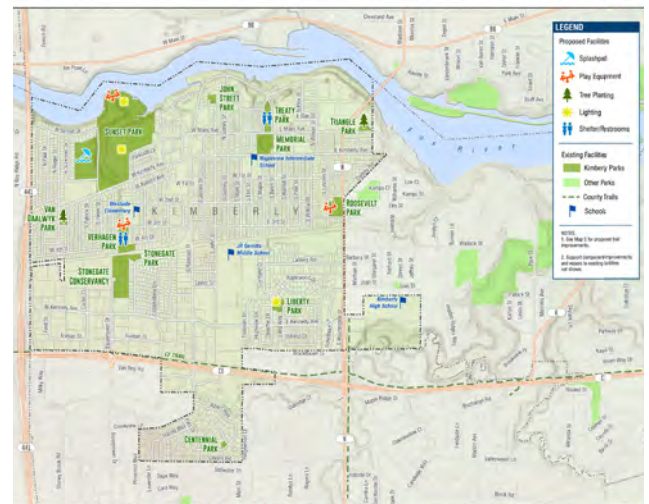
CORP 2024-2029

Kimberly

In 2024 Ayres worked closely with the Village of Kimberly staff to update their previous Comprehensive Parks and Recreation Plan into a concise, user-friendly document. The process involved a walk-through of the parks, and outdoor community meeting at a local event, and an online survey.

The plan contains a summary of the demographics and local preferences influencing the use of the parks. This information is combined with an assessment of each park, and the result is a detailed list of potential improvements that can enhance Kimberly's already diverse and attractive parks system. The plan provides a capital improvement plan to assist the Village in planning investments and maintenance.

Because Ayres also worked with Outagamie County to update their Comprehensive Outdoor Recreation Plan, the local plan fits well into the regional framework.



Information:

- Client:** Village of Kimberly
- Contact:** Holly Femal, Community Enrichment Director
920.788.7507 | hfemal@vokimberlywi.gov



COMMUNITY PARKS



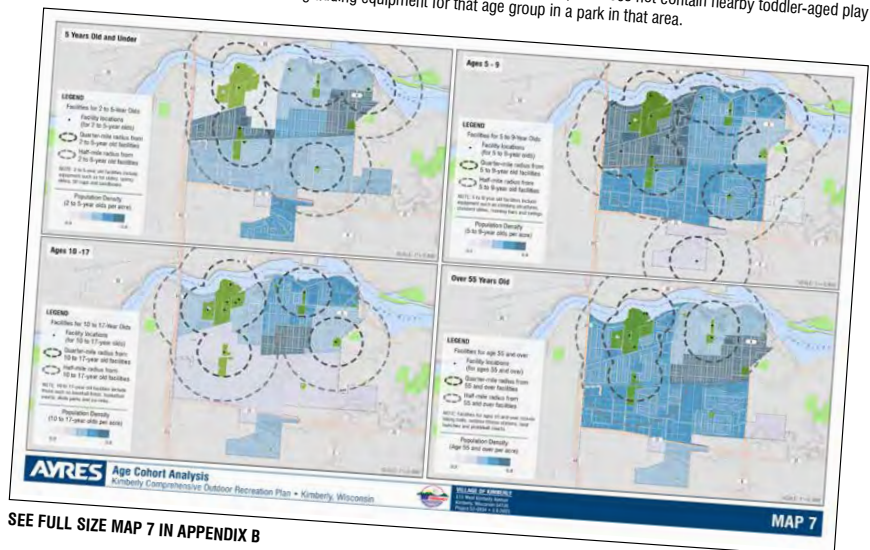
VILLAGE OF KIMBERLY Comprehensive Outdoor Recreation Plan AYRES 2024-2029 Kimberly, Wisconsin



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2.4 GIS Age Cohort Analysis

Age cohort analysis was developed to help prioritize improvements based on the distribution of residents by age and the availability of recreation facilities by geographic location. The methodology includes the layering of population density of a particular age group with facility locations that age group would be expected to use (See **Map 7** in **Appendix B**). The map is used to identify areas where facilities containing certain amenities are not located in neighborhoods containing user groups best suited for those amenities. For example, if an area contains a high percentage of toddlers (age 2-5) but does not contain nearby toddler-aged play equipment, it would be worth considering adding equipment for that age group in a park in that area.



SEE FULL SIZE MAP 7 IN APPENDIX B

The analysis was used for four populations*:

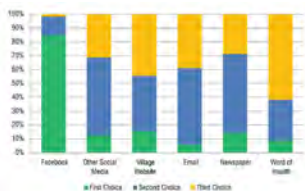
- Under 5 years of age:** toddlers are best served by play equipment such as sandboxes, toddler swings, tot slides, spring riders, and tilt cups.
- Ages 5 to 9:** this group can be expected to use play equipment such as swings, climbing structures, teeter totters, merry-go-rounds and monkey bars.
- Ages 10 to 17 years of age:** this group can be served by a variety of park facilities. Amenities evaluated for this population include facilities related to baseball, softball, soccer, basketball, skateboarding and ice skating.
- Age 55+:** service to this group included facilities such as hiking trails, outdoor fitness stations, boat launches, pickle ball and tennis.

* The four age groups shown represent groups with specific recreational needs separate from the overall population. They were chosen to see if there is a lack in recreational amenities for those specific groups outside of the need for amenities for the overall population.

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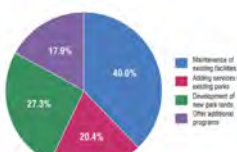
Survey participants were asked how they like to be notified about information related to Kimberly park and recreation events, activities and news. Facebook was the most popular means of communication with 55% of survey participants identifying it as their first choice. Email was the least popular option with 6% choosing it for their first choice. See **Chart 5**.

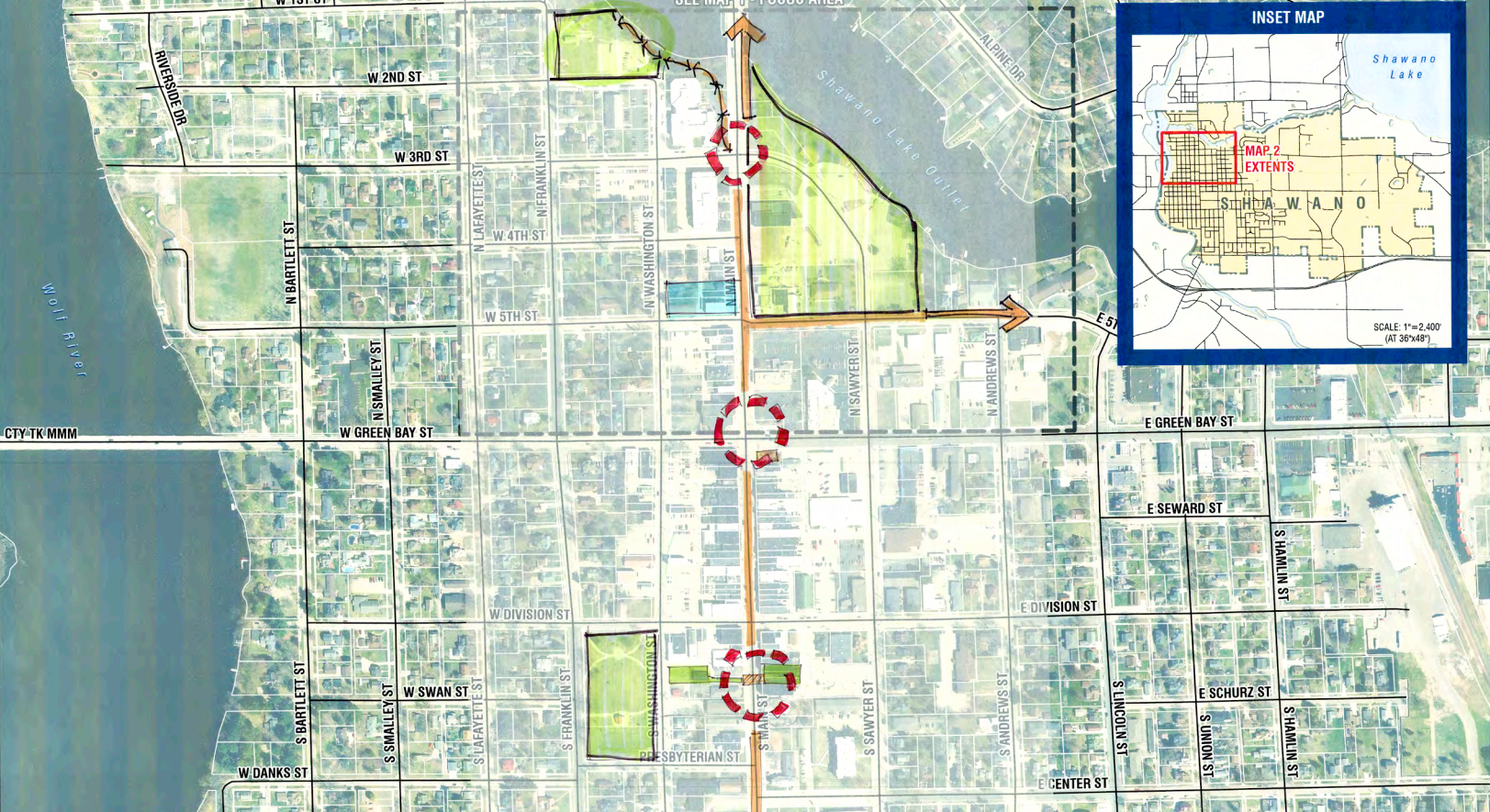
Chart 5 – What are the top three ways you find out about Village park & recreation events, activities and news?



Survey participants were asked to rank four types of general park improvements in order from most to least important. 40.0% of respondents felt "Maintenance of Existing Facilities" was the most important type of improvement. This was followed by "Development of new park lands" (27.3%), "Adding services to existing parks" (20.4%) and "Other additional programs" (17.9%). See **Chart 6**.

Chart 6 – Highest Priority Improvements





ECWRPC TECHNICAL ASSISTANCE

Various Locations, WI

Ayres has worked with the East Central Wisconsin Regional Planning Commission (ECWRPC) to provide downtown, park, and economic development technical assistance to multiple communities across east-central Wisconsin. The planning has been part of a technical assistance program originally developed in 2021.

Ayres worked with the ECWRPC staff to develop a program in which communities applied for help with a pressing community development issue. The assistance has typically taken the form of a one-day workshop in which Ayres staff would facilitate a visioning session with stakeholders, assess the site in need of planning assistance, and then develop plans and implementation strategies.



The program has been such a success that it was repeated in 2022, 2023, and 2025. Products have included downtown and waterfront plans, streetscape and park improvements, trail planning, alley designs, and organizational strategies.

To date, Ayres has provided assistance to **Scandinavia, Winneconne, Kaukauna, Ripon, Hortonville, Marquette County, Seymour, Omro, Berlin, Campbellsport, New London, Shawano, Brandon, Chilton, Fremont, New Holstein, and Waupaca.**

Award-Winning

The program has received awards from the Mid America Economic Development Council and the National Association of Development Organizations.



Information:

- **Client:** East Central Wisconsin Regional Planning Council
- **Contact:** Joe Stephenson, Economic Development Planner
920.886.6832 | jstephenson@ecwrpc.org

THE VISION

"A new streetscape is nice, but we need more placemaking. We want downtown to have night life, traffic, lights, music, placemaking, chatter... just more life."

New London is a welcoming riverside community where small-town charm meets vibrancy. By day, our shops and gathering places reflect our hometown spirit; by night, the heart of our city shines with energy, creativity, and connection.

PLACEMAKING

Placemaking enhances typical design by focusing on how public spaces can be more functional and vibrant. Typically placemaking focuses on fostering community connections, cultural significance, and a sense of place.

Placemaking Design Materials:

- "Authentic to New London"
- Dark metal - exists today
- Warm wood - Northwoods Wisconsin
- Regionally specific stone - Dolomite
- Local art / murals
- Lines and geometry that brings a sense of water

Placemaking Design Elements:

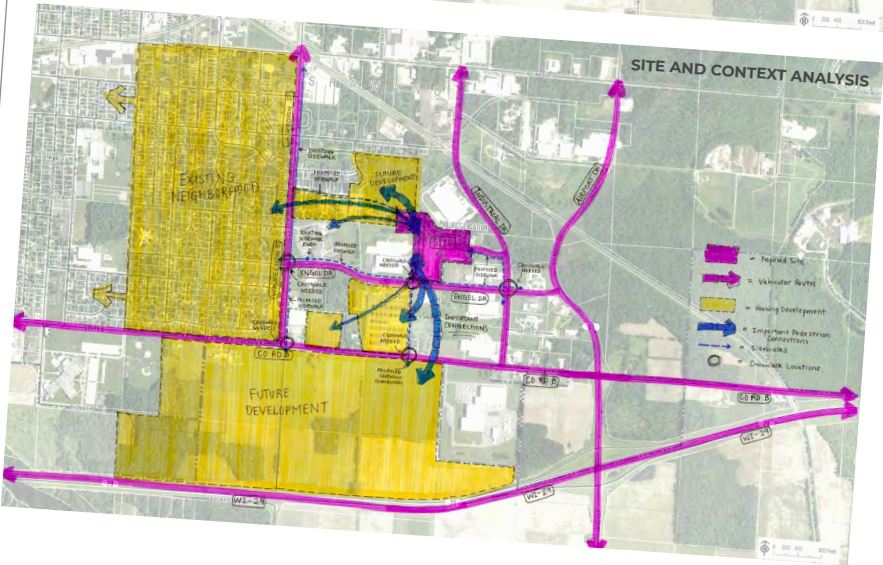
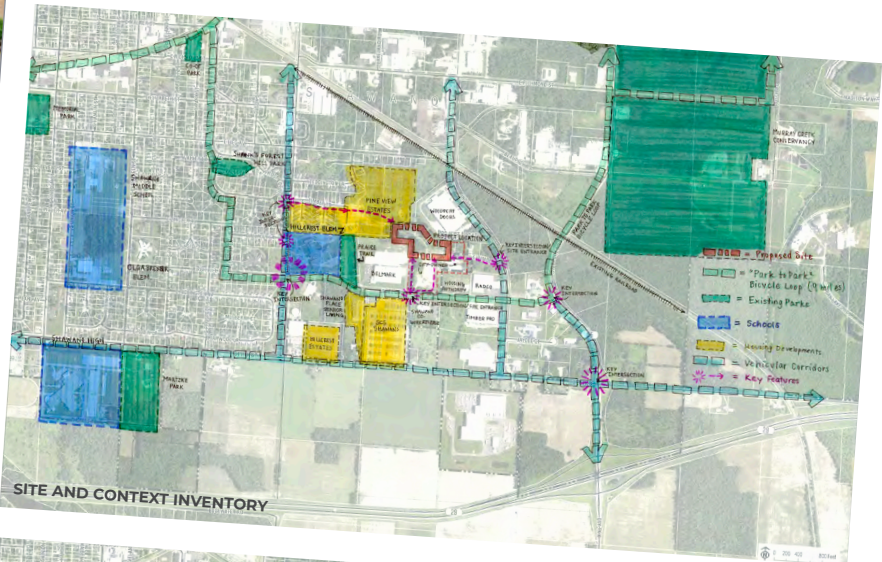
- "Authentic to New London"
- Downtown gateway / entry
- Wall treatment
- String lighting
- Mix of seating
- Interpretive signage
- Wayfinding / signage
- Add bike racks
- Plan the program - reason for the space



2025
SPARC

PROGRAM SUMMARY

OCTOBER 2025



DOWNTOWN PLAN

The analysis map on the adjacent page shows how the team started to understand the land uses and circulation in Omro's downtown. Key intersections were identified, emphasizing the importance of safe crossings for pedestrians and traffic calming measures for vehicles. The Downtown plan graphics show street enhancements along Webster Avenue, with street trees, planting buffers, widened sidewalks and outdoor dining and seating opportunities. The plan also highlights new development for the community and associated parking solutions.



LEGEND

PROPOSED PARK FACILITIES

- Canoe/Kayak Launch
- Displays in Nature Center
- Dog Park
- Fishing Pier
- Interpretive Signage
- Mountain Bike Trails
- Parking Lot
- Play Equipment
- Restrooms
- Shelter
- Tennis/Pickleball Court
- Trailhead
- Trails

PROPOSED TRAILS

- Proposed Trail
- Proposed Trail - Adjacent County

EXISTING TRAILS

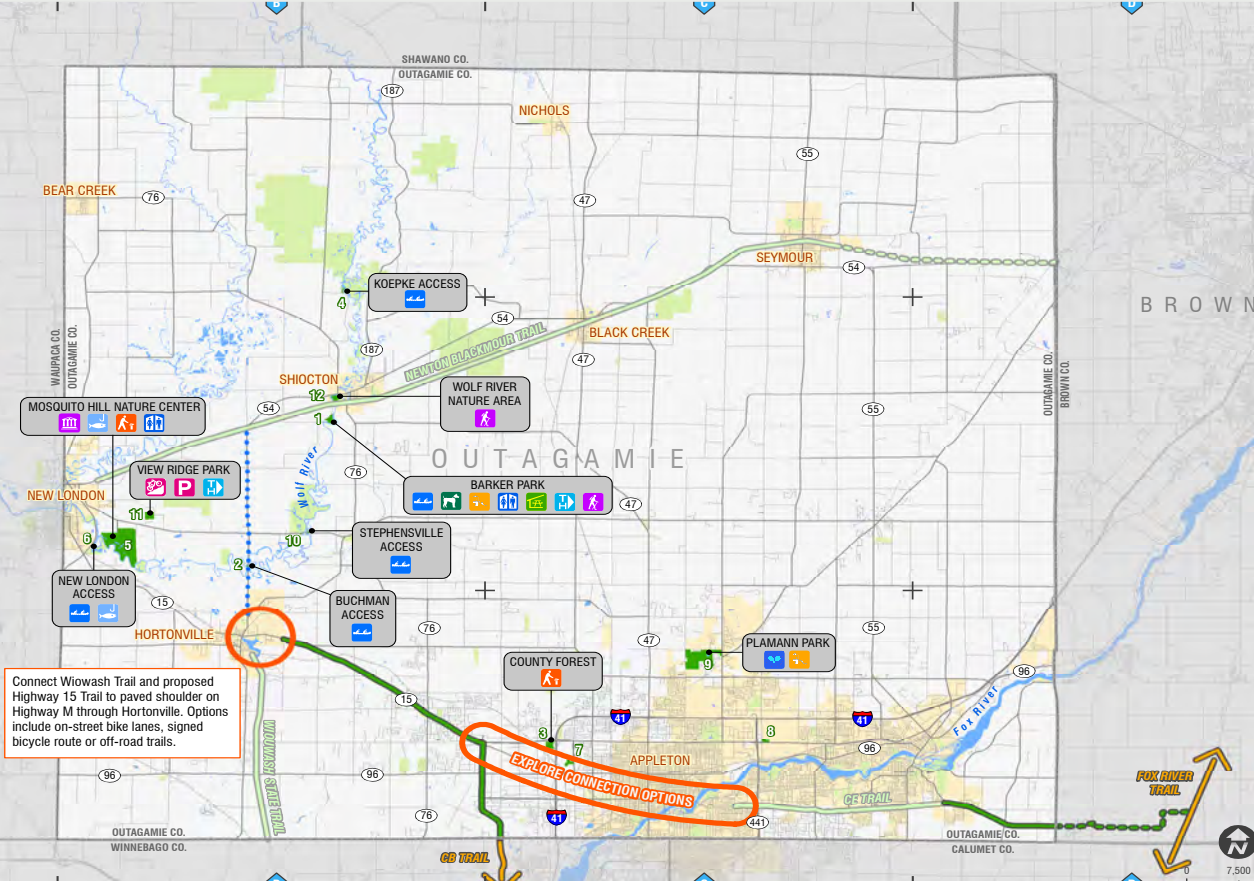
- Existing Trail
- Existing Trail - Adjacent County
- Existing Paved Shoulder or Bike Lanes

EXISTING PARKS

- County Owned Parks & Recreation Areas
- "Other" Parks & Recreation Areas

1. Barker Park
2. Buchman Access
3. County Forest
4. Koepke Access
5. Mosquito Hill
6. New London Access
7. Old Stone Bridge
8. Outagamie County Dog Park
9. Plamann Park
10. Stephensville Access
11. View Ridge Park
12. Wolf River Nature Area

Connect Wiowash Trail and proposed Highway 15 Trail to paved shoulder on Highway M through Hortonville. Options include on-street bike lanes, signed bicycle route or off-road trails.



CORP 2022-2026

Outagamie County, WI

Completed in 2022, the Outagamie County Comprehensive Outdoor Recreation Plan (CORP) addressed the unique challenges of planning at a countywide scale—balancing diverse stakeholder input, expansive geography, and the competing demands of maintaining existing assets while planning for future recreation needs. Ayres worked alongside County staff and an ad hoc advisory committee to establish guiding principles and shape recommendations that reflect a shared vision for the future. The planning process emphasized robust engagement with user groups and community members, ensuring that the plan responded to both urban and rural recreational priorities.

The CORP included an intensive inventory and assessment of all county-managed recreational facilities—from major regional destinations like 257-acre Plamann Park to dog parks, boat launches, and natural areas. Using our park usability matrix, Ayres evaluated each facility's current condition, accessibility, and long-term value, helping identify opportunities for improved use, elimination of redundancies, and strategic reinvestment. The final plan outlined a clear funding and implementation strategy grounded in community goals, maintenance realities, and achievable system-wide improvements.



OUTAGAMIE COUNTY Comprehensive Outdoor Recreation Plan

2022-2026
Outagamie County, Wisconsin



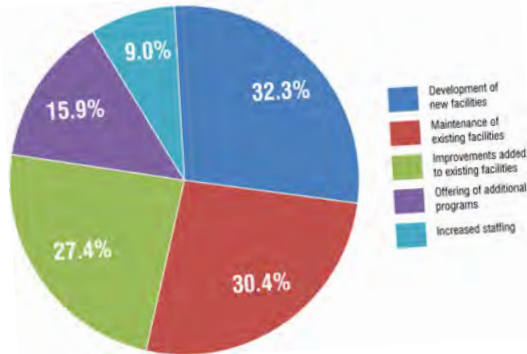
Information:

- **Client:** Outagamie County Parks
- **Contact:** Kara Homan, Former Director, 920.832.6468 | kara.homan@appleton.org

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Survey participants were asked to rank five types of general park improvements in order from most to least important. This was followed by "Maintenance of Existing Facilities" (30.4%), "Improvements Added to Existing Facilities" (27.4%), "Offering Additional Programs" (15.9%), and "Increased Staffing" (9.0%).

Chart 5 – Highest Priority Improvements



Other survey results:

- 88% of survey respondents live in Outagamie County
- Survey participants were asked what specific facilities were desired but not most frequent response was hiking/biking trails. Other common responses included:
- Survey participants believe trail use for hiking and biking will gain popularity. Other activities predicted to gain popularity include pickleball, disc golf and
- Survey participants were asked if there were any specific facilities in need of the most common responses included versions of the following:
 - Update displays at Mosquito Hill Nature Center
 - Plamann Park needs new playground equipment
 - Improve existing dog park and add additional
 - Improve trails at Plamann Park
 - Interior building renovations needed at the
 - Modernize the disc golf course at Plamann
 - Improve maintenance of the Wiowash Trail

See **Appendix D** for the complete survey results.

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Major Property Owners
Major property owners are shown in the map below. The USA Trust for the Ojibwa Tribe owns the most land in the County with 11,544 acres. That is followed by the State of Wisconsin (11,190 acres), Ojibwa Nation (6,417 acres) and Outagamie County (3,386 acres).



Data Source: State Cartography Office



The creation of a maintenance plan before any land purchase or acceptance is recommended.

3.2.2 Park Layout Concept Plans

As part of the process of developing this plan, Ayres worked with County staff to identify two sites that were in need of a concept plan to guide future decision making. The two sites chosen were a parcel along the Fox River in the Village of Little Chute, referred to as the Treaty of the Cedars Historical site, and the View Ridge Natural Area.

The Treaty of the Cedars site contains a roundabout driveway and informal river access. Suggested improvements include shoreline protection, a historic marker plaza, parking and fishing access. A concept plan with photographs has been and can be found in **Appendix C**.

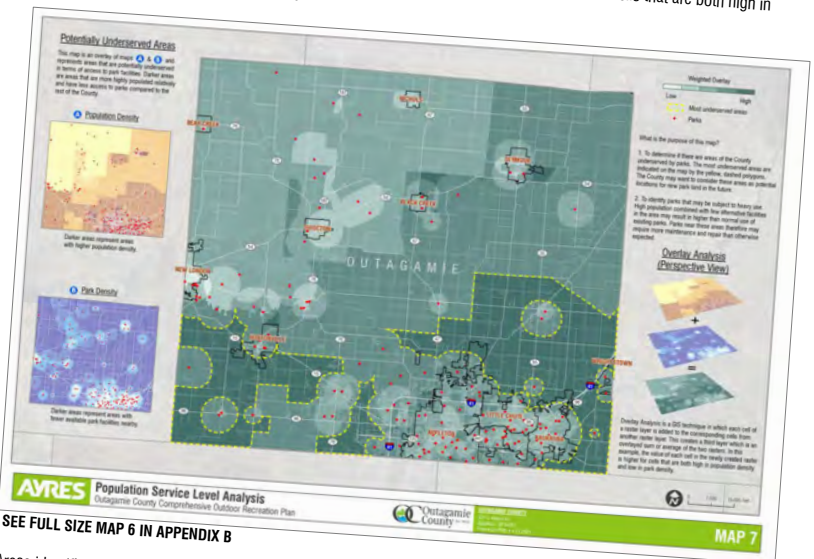


Also found in **Appendix C** is a concept plan for development of a mountain bike park at the existing undeveloped View Ridge Natural Area. Facilities proposed include beginner to advanced mountain bike trails, trailhead facilities and a parking lot. While not a new park location, the potential development of new facilities on this currently undeveloped parcel is the equivalent of adding a new County park.

CHAPTER 2: Analysis of the Outagamie County Park and Open Space System | 29

2.5 GIS Analysis – Population Service Level Analysis

GIS analysis can be used to help determine areas that may be in need of additional recreational facilities. Overlay analysis is a method of comparing two or more traits of a particular geographic area to answer questions. The question **Map 7** in **Appendix B** attempts to answer is what areas in Outagamie County are potentially underserved in terms of park access compared to the rest of the County. This is done by overlaying layers representing population density and park density to identify areas that may be underserved. The process of overlay analysis involves adding the value from each cell of a raster layer to the corresponding cells from another raster layer. This creates a third layer which is an overlaid sum of the two rasters. In this example, the value of each cell in the newly created raster is higher for cells that are both high in the population density and low in park density.



SEE FULL SIZE MAP 6 IN APPENDIX B

Areas identified as low in park density and higher than average in population density are likely not as well served in terms of access to recreational facilities as the rest of the county. The County may want to consider these areas as potential locations for new park land in the future. However, at the County level consideration has to be made for local land policies. The less served area may be rural area with large lots and the local governments may not see the provision of parks as a priority. The County's role in supplying parks in relation to the local governments role needs to be considered as well.

Some areas may also contain parks that are subject to heavy use. High population combined with few alternative facilities in the area may result in higher than normal use of existing parks. Existing parks near these areas therefore may require more maintenance and repair than otherwise expected.

Facilities And Land Use Plan



Produced By **AYRES**

03.28.2023



CERT Vehicle at "Zebra 12"



Sheriff Offsite Evidence Storage



Sheriff Offsite Evidence Storage



Sheriff Offsite Vehicle Evidence Storage



Northland - County Dog Park



Northland



Northland - County Dog Park



North

5 Options and Alternatives

The previous chapters have outlined existing conditions, needs, opportunities and constraints. This chapter focuses on options for some alternative sites and redevelopment of several existing sites. In order to narrow the number of options and focus on those that are most logical and efficient, several high-level conceptual approaches were considered and either decided against or carried forward. Then concept plans were produced for the Highway Department site for consideration.

5.1 High Level Conceptual Options

Option 1: New Highway Headquarters

The approach could be taken that the Highway Department has outgrown its operations at the Holland Road site, and a new site could be found. If Option 1 were pursued, a site of at least 200 acres would need to be found. While this could be feasible, the current location on the greater Appleton area is well positioned. If a new site were pursued, it should be located near Highway 15, but further east to better disperse operations throughout the County. Property east of the current site could easily cost \$200,000 an acre. Thus, land alone would total \$2 million and site development could total \$20 million.

Option 2: Reconfiguration of the Existing Holland Road Site

The Holland Road site could be reconfigured. However, the major issue is that Recycling and Solid Waste will need most of the site. The only potential for feasibility would be if some of the expected solid storage could be sold off or housed elsewhere. The Highway Department is currently functioning at the minimum capacity that the property site can accommodate, so some additional land would need to be dedicated to the Highway Department during re-configuration.

Option 3: More Space Sharing

There is some potential for storage and activities to be shifted between the different Highway facilities. However, this is limited because most activity and staff are located around the Appleton site. Space sharing would likely be limited to some degree. This option can be fully explored, decisions need to be made about the various operations in order to understand how they can function better and potentially allocate some of the pressure on the Holland Road site.

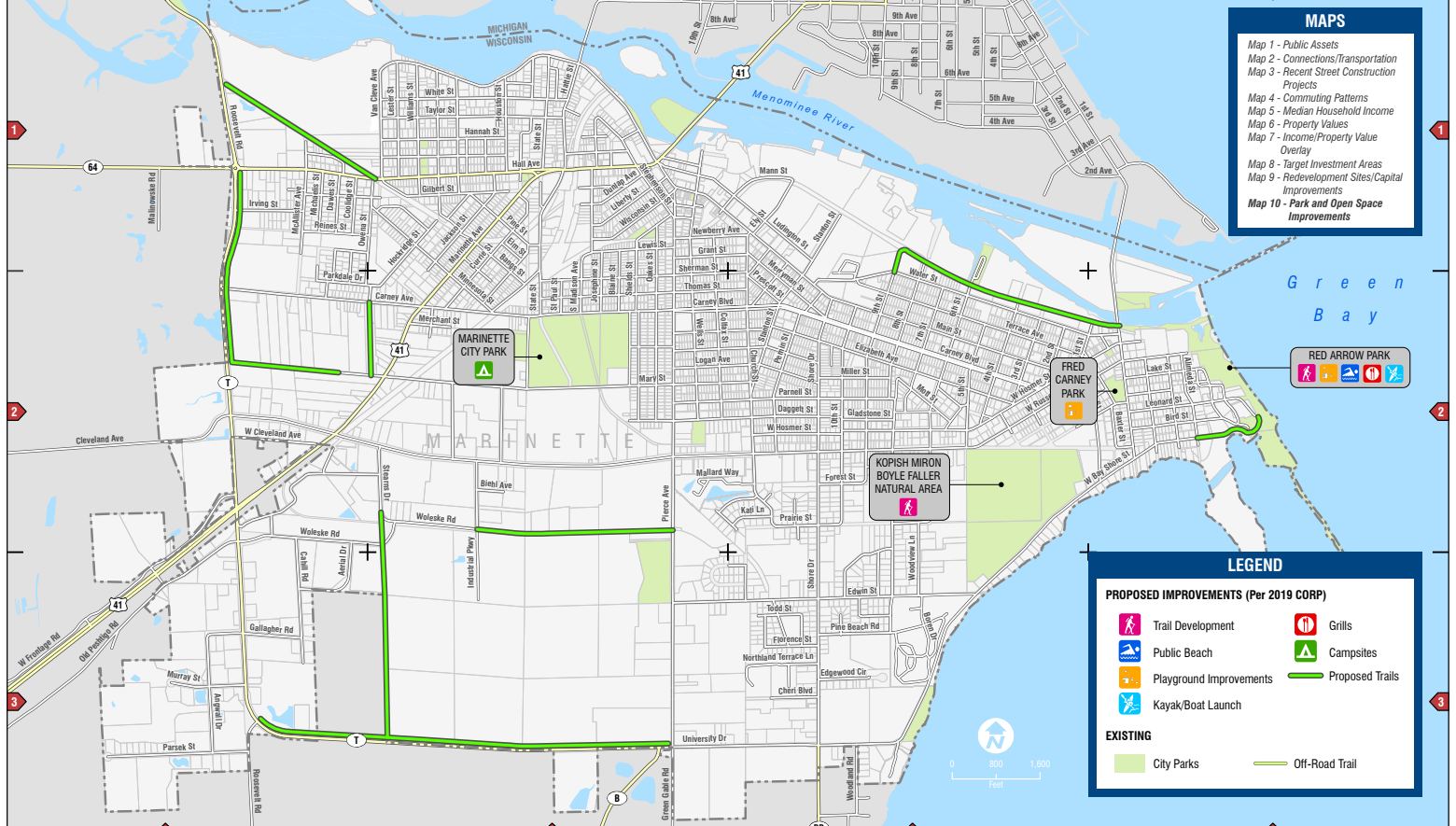
Option 4: Relocation of the Outlying Highway Department Facilities

The Seymour and Shiocton garages have adequately sized lots and are well positioned in the County, so they should remain. The Hortonville site either needs to be expanded or relocated in order to function into the future.

24

Service area rings for the various facility locations.



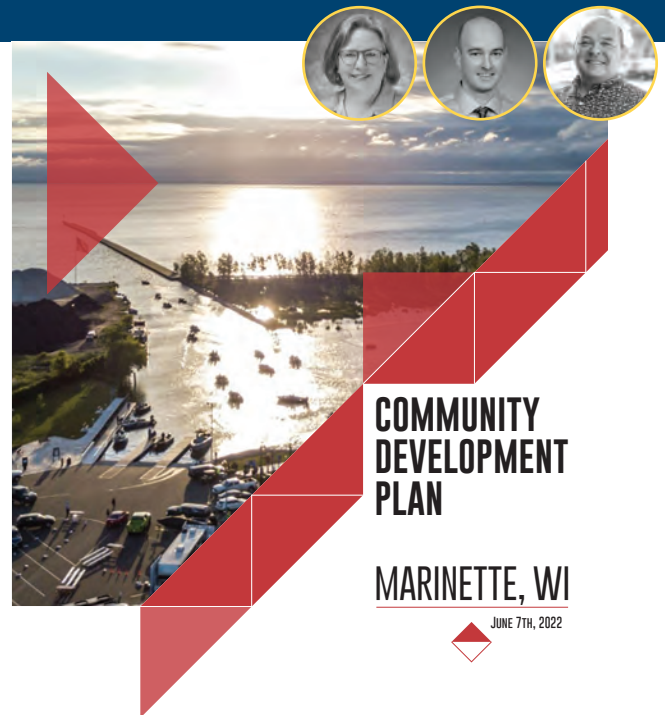


COMMUNITY DEVELOPMENT PLAN

Marinette, WI

In 2020, the City of Marinette identified an urgent need for a Community Development Plan that assessed current conditions posing a threat to the health and welfare of the community and sets clear and attainable objectives and policies for the next five years to improve the community's vitality and the economic well-being of its residents, especially those of low and moderate income.

The Plan, which was developed by Ayres, identified and assessed needs, assets, and priority investments of the community. The Plan will serve as the catalyst for improvements in key community indicators such as expanding employment and the size of the labor force, minimizing the unemployment rate, promoting improved workforce and low-income housing opportunities, and broadening and diversifying the City's tax base.



AYRES

Information:

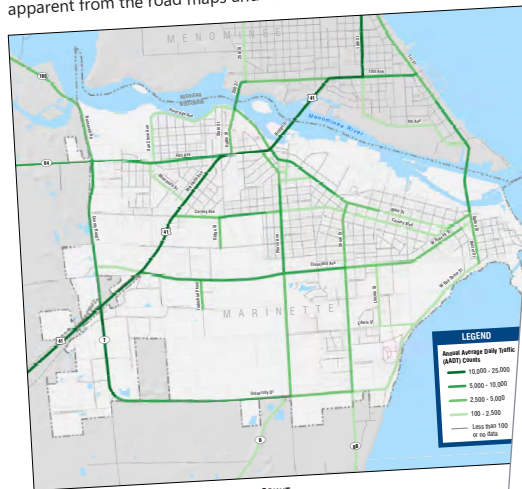
- Client:** City of Marinette
- Contact:** Steve Genisot, Mayor
715.732.5139 | sgenisot@marinette.wi.us



MAP K. TRANSPORTATION ROUTES

While it is difficult to know exactly which communities people are commuting from, it is apparent from the road maps and traffic counts

that many people are coming into Marinette from the south for jobs, rather than choosing to live in Marinette.



MAP L. COMMUTING PATTERNS AND TRAFFIC COUNT

COMMUNITY DEVELOPMENT PLAN | CHALLENGES & OPPORTUNITIES

MISSION, VISION, GOALS

Project Mission

The project mission was set in large part by the goals of the funding for this planning process. Community Development Block Grant funds are designated for efforts to help low- to moderate-income communities. The purpose of this effort is to create a plan that will be realistic and become a usable guide for the City Council when making decisions about priorities. The plan is intended to serve as the catalyst for improvements in key community indicators such as expanding employment and the size of the labor force, minimizing the unemployment rate, promoting improved workforce and low-income housing opportunities and broadening and diversifying the City's tax base.

To establish a vision for how this plan can shape Marinette's future, the project advisory committee first focused on what it values about the community:

- Sense of community
- Natural beauty and recreational opportunities
- High quality education
- Strong businesses
- Potential revitalization of downtown
- Local creative culture

The committee crafted these values into the following vision:

Project Vision

To build on Marinette's assets in order to retain our residents and attract new people to come, learn, work, and play in our attractive and vibrant community.

The committee then outlined the following five goals:

COMMUNITY DEVELOPMENT PLAN | MISSION, VISION, GOALS

FIGURE 2. PROJECT GOALS DIAGRAM

Project Goals

HOUSING DIVERSITY

To increase housing options for people of all incomes, but particularly those who are challenged to find quality housing

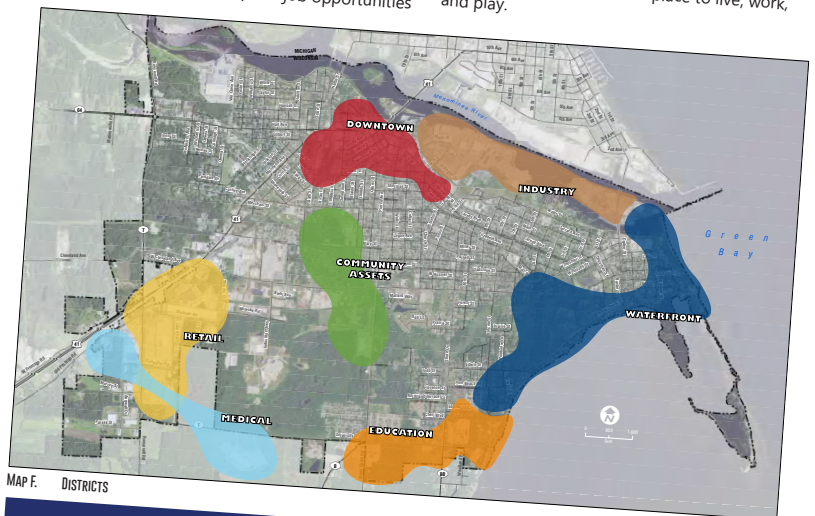
The lack of housing supply in Marinette impacts many different types of people. Some seniors struggle with living in older homes that may not be well-suited for someone who is aging. The older home stock in Marinette is often not well-designed for people with mobility issues, and older homes can have costly maintenance. The lack of diversity of housing stock limits options for young and older people who may not want a single-family home. Finally, a lack of housing options is a deterrent to attracting new people to move to Marinette. To improve housing diversity, Marinette should:

- Find ways to increase all levels of housing supply
- Increase housing options by partnering with the Wisconsin Economic Development Authority, the Wisconsin Housing and Economic Development Authority, Newcap, and others

Conclusions

To respond to the challenges it faces, the City will need to continue to build off the bustling manufacturing sector to expand job opportunities

and invite more young people to establish a life in Marinette. With updates to the housing market and future growth, Marinette will be able to position itself as a desirable place to live, work, and play.



MAP F. DISTRICTS

Top Strengths and Weakness

STRENGTHS

1. Proximity to the Menominee River, Green Bay, and Lake Michigan provides an abundance of outdoor recreational opportunities.
2. Fincantieri Marinette Marine is encouraging manufacturing job growth.
3. Geographical location results in Marinette being a gateway to the Upper Peninsula of Michigan.
4. Opportunities for post-secondary education at UW-Green Bay Marinette Campus and Northeast Wisconsin Technical College-Marinette.
5. Access to quality healthcare in the community at Aurora Medical Center and Bellin Health Marinette.

WEAKNESSES

1. Continued population decline, down 3.9% since 2010.
2. Aging population.
3. Low percentage of population with bachelor's degree or higher.
4. Lack of appealing housing with many properties showing age.
5. Low median household income.

COMMUNITY DEVELOPMENT PLAN | EXISTING CONDITIONS SUMMARY



COMPREHENSIVE PLAN + STUDIES

Lamar, CO

Ayres partnered with the City to deliver an award-winning Plan. Supporting value-add elements include a Three-Mile Plan, Cooperative Planning Area and IGA with Prowers County, a Housing Needs Assessment, Economic Analysis, and a Zoning Code Assessment.

Through innovative engagement and technical expertise, we turned vision into actionable strategies.

KEY HIGHLIGHTS:

Community Immersion: Earned praise from staff, officials, and residents through energetic, hands-on engagement.

Inclusive Outreach: Hosted activities at local events (Lamar Days, Oktoberfest) and Parent Teacher Conferences; materials and the final Plan were provided in English and Spanish.

Momentum Building: Leveraged radio interviews, stakeholder meetings, and creative branding to generate enthusiasm.

Youth & Stakeholder Leadership: Committees were integral in creating a Plan for and by the community.

County Collaboration: Worked closely with Prowers County to align regional priorities and strengthen cooperative planning.

Character Area Land Use Vision: Encourages infill investment and beautification while preserving open lands and agricultural areas.

Staff and Official Workbook: An internal how-to workbook offers guidance to implement the Plan's strategies and actions.

"We are grateful to the Colorado Department of Local Affairs for an EIAF grant that co-funded the development of the plan and to Ayres Associates for their hands-on, personal approach, which assisted City staff in achieving the best outcome possible – a well constructed and data-driven roadmap for our future."

Kirk Crespin, Mayor, City of Lamar



MASTER PLAN UPDATE + STUDIES

Lander, WY

Our multidisciplinary team of experts delivered a targeted Master Plan update for the City, complemented by a Parks and Recreation Master Plan, Economic and Housing Studies, and special project studies for the airport and cemetery.

These integrated efforts provided a comprehensive view of the community and actionable strategies for future growth.

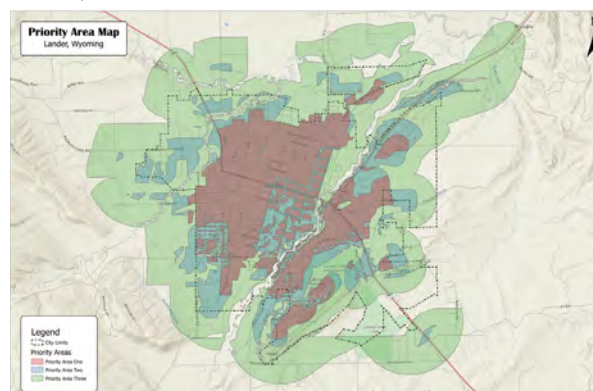
KEY HIGHLIGHTS:

Plan Themes: Built from a shared community vision.

Inclusive Engagement: Listening sessions, community events, and drop-in hours at local businesses.

Workbook-Style Design: Focused data and input inform realistic action steps.

Priority Areas Map: Guides growth based on topography, hazards, and infrastructure limits.



"I just wanted to also say that I've truly enjoyed working with your team over the past year. You really took an interest in our community and I appreciated the enthusiasm during the marathon of public input sessions last summer. Through each phase of the project, Ayres was professional and offered great insight and listened. A huge thank you!"

Anne Even,
Community Development Coordinator, City of Lander

Approach/Methods

We work across the state and the nation and are abreast of the current best practices; we also **constantly find new and innovative planning and design solutions**. We endeavor to bring this knowledge and understanding and work within the parameters of the Village of Kimberly's planning framework, context, and vision. A brief overview of our approach and methods to complete your project is shown below, with more details on the following pages.

PUBLIC ENGAGEMENT

P1

Our approach includes public engagement throughout every phase of the project. Our goal is to make being engaged in the project fun, easy, and satisfying for residents and business owners. The following are key elements of our approach to public engagement

- A detailed Public Participation Plan
- A project website
- A clear and direct community survey
- Two multi-day workshops – one to gather input, the other to vet results
- Open and transparent public review process
- Bi-weekly check-in meeting with staff

VISIONING

P2

We believe that you should build on past efforts rather than reinventing the wheel. We will build on past plans, and research key important facts rather than just gathering data. In this phase of the project, we will:

- Review and summarize past efforts but also focus on what's still relevant and what's not.
- Talk extensively with staff from various Village departments to understand what challenges they face in providing services to residents.
- Meet with the Plan Commission and Village board to understand their vision of how the Village needs to evolve.
- Drill down into the demographics and economic forces in Kimberly.
- Assess all current and planned infrastructure and service improvements.
- Produce maps that inventory the Village of Kimberly's resources.
- Host a community meeting and various drop-in sessions to gauge the priorities of residents and business owners.
- Host a follow-up online survey that will help prioritize the concerns of residents and business owners.

The result of these efforts will be vision statement and a set of goals and objectives that will guide the drafting of the plan.

PLAN DEVELOPMENT

P3

While we have to follow the mandated elements, our plan for Kimberly will be unique to your community. Our approach to each element will be:

- **Issue and Opportunities** – we will “gut check” past plans and build on the most relevant pieces.
- **Housing** – this will be focused on the needs of various age groups.
- **Transportation** – we will focus on multi-modal transportation and the nature of being a built-out community.
- **Utilities and Community Facilities** – we believe this should focus on any needed future investments, not just catalog what you have.
- **Agriculture, Natural Resources and Culture Resources** – this will focus on open space and community culture.
- **Economic Development** – this section will explore Kimberly's economy in the context of the greater region.
- **Intergovernmental Cooperation** – as a built-out village in a metro area, this is key element for your plan
- **Land Use** – we understand that future land use is linked to quality of life and strive to plan for that.
- **Implementation** – we believe that plan should be a guide you revisit to over and over again to make decision. Thus, we'll leave you with clear next steps and even offer a progress check in a year after adoption.

PLAN FINALIZATION AND ADOPTION

P4

The adoption process is important because this is the point where you can judge if people have been heard. Ayres is committed to a collaborative and interactive public review and adoption process. Our process will include:

- A community meeting to walk residents and business owners through the draft content
- Making the plan fully available and easy to comment on
- Tools to use during the adoption process and beyond to explain the roles and content of the plan
- Detailed presentations for the Plan Commission and Village Board
- A check-in one year after adoption to assist with implementation progress

The Village of Kimberly is unique because it has a strong industrial heritage built around the former mill, but it's now a smaller community in the region focused on providing a high quality of life to people who commute throughout the area. The average age of 41 is slightly older than average, but Kimberly is also home to many young families. Thus, balancing the needs of both young and old residents is likely a concern. Also providing resources for local residents while also being a partner in regional efforts is an important balance for the Village.

Our planners work closely in a multidisciplinary environment with designers, engineers, and other built-environment specialists. We thoroughly understand the nuances of preparing plans that are viable and implementable as program policies or designs for construction. Being a full-service company, we are experienced with project phases including studies and assessments, visioning and scenario planning, concept/preliminary design, detailed/final design, and tender packages for bidding.

Our approach to specific planning and design tasks focuses on the individual project and its context. In general, we employ a rigorous research and analysis process to generate a strong vision that translates into a robust plan with tangible actions. We also fundamentally believe that every plan and recommendation must align with your strategic outcomes and vision. Our knowledge of the processes and systems, including how projects are conceived and funded, will align the Village's larger comprehensive plan objectives.

We believe in **creating sustainable, resilient, and viable plans and designs** that meet your **community's aspirations** in a timely manner.



ENGAGEMENT

Our outreach strategy is centered around a series of workshops, which we propose aligning with local events to maximize participation and community input. This approach is designed to maintain momentum, reduce planning fatigue, and meet residents where they are.

First, we will plan an **interactive community kickoff event**. In the same visit we would like to host a **joint meeting of the Plan Commission to Village Board** to discuss their values, goals, and priorities.

We are planning for **two, multi-day series of workshops**. The first will be designed to get input into the comprehensive plan. The second will be designed to show people our findings and recommendations.

For each workshop we will meet with key groups and have:



STAFF DISCUSSIONS: Local staff provide valuable on-the-ground insights into current challenges and opportunities. We recommend an afternoon workshop with representatives from relevant village departments.

DROP-IN SESSIONS AND EVENT BOOTH: We will set up at local businesses and community spaces to engage residents through interactive activities like our MadLibs and 5-Minute Master Plan. These informal settings help capture the community's hopes and priorities. These sessions could take place at a coffee shop, park, sports event, or festival.

STAKEHOLDER MEETINGS: In collaboration with staff, we will identify key stakeholders and facilitate roundtable discussions to gain insights from community leaders. Groups may include school representatives, the Parks Board, or representatives from adjacent jurisdictions.

Community Outreach Examples

Our team is well known for our welcoming and engaging outreach activities. The following images and descriptions highlight some of our more recent efforts and activities that could be part of this effort



DROP-INS at local shops and businesses create accessible, informal opportunities for the community, meeting them where they are.



STAKEHOLDER AND EDUCATIONAL WORKSHOPS foster collaboration and shared understanding, equipping participants with the knowledge and tools to actively contribute.



COMMUNITY EVENTS create meaningful opportunities to connect and hear from all residents.



FOCUS GROUPS allow for in-depth discussions with wide-ranging community voices.



ONE-ON-ONE CONVERSATIONS provide a personalized touch to build trust and gather unique perspectives.



YOUTH APPROACH helps to ensure future generations' voices are heard, fostering inclusive and fresh perspectives in shaping community priorities and approaches.

We will wrap up our process with an in-person **workshop with the Plan Commission and Village Board** to get input on the draft plans. In addition, we have budgeted for two virtual project updates with both bodies during the process.

These efforts will be supported by postings on a **project website** and a **community survey**.

Deliverables and Timeline:

- **January 2026**
Project kickoff meeting (virtual)
- **February 2026**
Public Participation Plan
- **February 2026 upload**
(updated throughout project)
Project website
- **April 2026**
Workshop #1
✓ Summary of input
- **April through May 2026**
Community survey
✓ Summary results
- **September 2026**
Workshop #2
✓ Summary of input
- **December 2026 through January 2027**
Public review process
- **Throughout project**
Bi-weekly check-in meeting with staff

P2

VISIONING

A plan is only implementable if it represents a shared vision for the future of a community. During this phase we will take on several tasks that will **shape a vision statement, goals, and objectives** that will drive the plan. These will then shape the content of each plan element (each element will become a chapter of the plan).

We will start the visioning process by reviewing and summarizing past efforts but also focus on what's still relevant and what's not. We want to build on the hard work that people have put into planning for Kimberly in the past. We'll then meet with representatives of the various village departments to understand the issues and challenges they face. We will also use that time to inventory all current and future projects that will affect the future of Kimberly. We also suggest a joint visioning meeting with the Plan Commission and Village Board.

As we host these meetings, we will build a demographic and economic snapshot and a series of existing conditions maps that will inform the conversations.

Our final piece to build the vision for the plan will be to host a multi-day workshop that will involve a community meeting, drop-in session, and information booths at community gathering spaces. At these events, we will have presentation boards and activities that will help residents and business owners articulate their priorities for the future of Kimberly. Because we know that not everyone can make a meeting or drop-in session, we will also build a community survey into our project website to gather additional input.

Deliverables and Timeline:

- **February 2026**
Review of past and current plans
✓ Summary of relevant, related plans
- **March 2026**
Conversations with Village staff
✓ Summaries that will become part of each plan element
- **March 2026**
Existing conditions analysis
✓ Demographic and economic snapshot
✓ Existing conditions maps
- **April 2026**
Discussion with Plan Commission and Village Board
✓ Meeting summary
- **April 2026**
Workshop #1
✓ Input summary
- **April through May 2026**
Community survey
✓ Input summary

DATA ASSESSMENT AND VILLAGE POSITIONING PRESENTATION

This will be a compilation and presentation of the maps and data and narratives in a visual format to best convey the analysis, opportunities, and challenges in the Village of Kimberly areas.





PLAN DEVELOPMENT

After we have a good sense of where the community wants to go, we will build each chapter of the comprehensive plan. We propose drafting three chapters at a time for Village staff review. After staff members have had a chance to review the chapters, we will hold online meetings to discuss the content, and we will make revisions as needed. Basically, the Ayres team and the Village staff will become a work group. This will help assure a certain amount of “gut checking” before the drafts to public and capture the best thinking for effective policy making over the next 20 years.

Deliverables and Timeline:

- June 2026**
 Drafts of Issues and Opportunities, Land Use, and Transportation Elements
 - ✓ These will be bundled together because transportation and land use are so closely intertwined. Issues and opportunities will set the stage for the following elements
- July 2026**
 Drafts of Utilities and Community Facilities; Agricultural, Natural and Cultural Resources Elements
 - ✓ These elements will focus on parks, open space, community assets, historic preservation and other features that provide resources to residents and shape the character of the Village.
- August 2026**
 Drafts of Economic Development, Intergovernmental Cooperation, and Implementation Elements
 - ✓ The economic development section will focus on Kimberly, but also the economic dynamics of the region. Intergovernmental cooperation will focus on regional issues and public services, and the implementation plan will be a user-friendly guide.
- October 2026**
 Draft Plan



PLAN FINALIZATION AND ADOPTION

We have outlined a plan that delivers a draft comprehensive plan built on community and staff input by December 2026. We would then embark on the formal adoption process, as outlined in state statute for the comprehensive plan. This would involve a public comment period, review by adjacent jurisdictions, and a public hearing. We will attend the public hearing, collect comments, and make revisions as necessary.

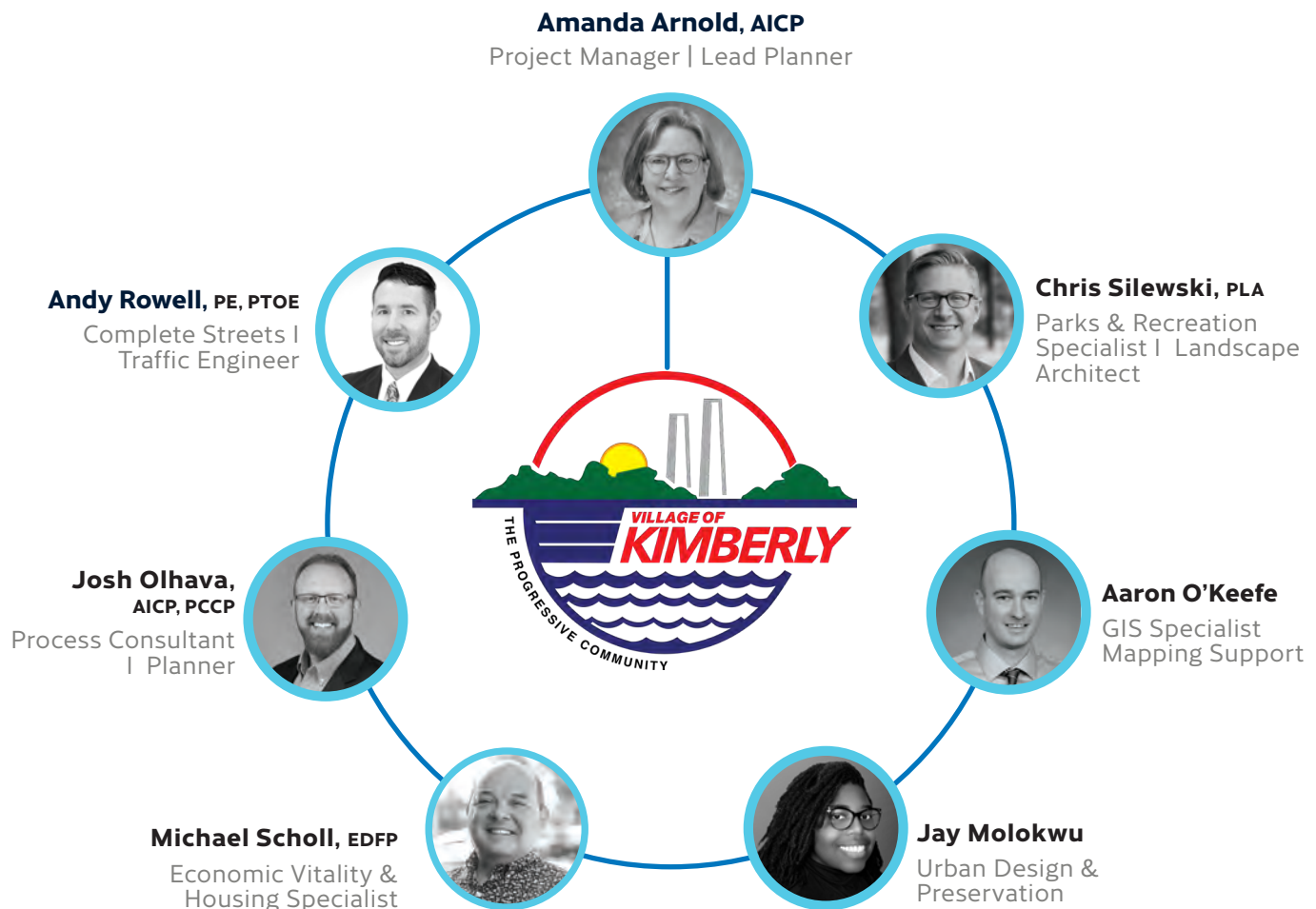
Deliverables and Timeline:

- September 2026**
 Workshop #2
 - ✓ Draft recommendations presented to the public
- November 2026**
 Final draft plan for Plan Commission review
- December 2026**
 Final plan or public review
- January 2027**
 Public Hearing and adoption
 - ✓ Final deliverables will include three (3) bound hard copies and an electronic version of the full plan including all maps, chapters, meeting summaries and other related documents.

Because we believe in following up on our work, we have included a check-in one year after adoption to assist with implementation progress in our scope.

Key Personnel

Ayres has assembled a team of certified planners, engineers, and technical experts with extensive experience, **all in-house**, to deliver a plan tailored to the Village's needs. The team strikes the right balance between planning and infrastructure professionals, bringing real value through a collaborative structure that supports the application of the right expertise at every stage of the project. Each team member offers a unique skill set that fits the project's scope, including community engagement, growth policy, GIS, infrastructure, and implementation expertise. With the capacity and resources to complete this project, **Ayres brings together the knowledge, talent, and abilities** to help support a successful project and a rewarding experience for everyone involved. Resumes for key team members, detailing education, achievements, and similar project experience, are provided on the following pages.





Total Experience

29 Years

Certifications

American Institute of Certified Planners

Education

MA, Urban and Regional Planning, University of New Orleans

BA, Landscape Architecture, Ball State University

Amanda Arnold, AICP

Project Manager | Lead Planner

Amanda brings a unique blend of expertise in landscape architecture and urban and regional planning, allowing her to navigate various levels of land planning effectively. Her experience spans both public and private sectors, enhancing her versatility. Having worked in major urban centers like Minneapolis and the Raleigh-Durham area, as well as several smaller communities, Amanda is able to connect with all types of people. Her strong interpersonal skills and dedication to building great places make her a valuable asset in helping communities realize their visions.

Amanda joined Ayres in early 2020 and has produced comprehensive and downtown plans, municipal facilities plans, and parks and open space plans. Today, Amanda focuses on brownfield redevelopment in addition to long range planning. She oversees multiple brownfield redevelopment projects, focusing on grant management as well as redevelopment plans for individual properties.

Before coming to Ayres, Amanda served as the Town Administrator in Verona, WI, giving her a solid understanding of all municipal operations. She has worked extensively with community groups, capital improvement projects, intergovernmental agreements, grants, and municipal funding. She is a skilled project manager with a strong record of building consensus and facilitating change.

Select Experience:

- Comprehensive Outdoor Recreation Plan (CORP), Kimberly
- ECWRPC – Small Business and Community Technical Assistance Program, Multi County, WI
- Outagamie County Master Plan Development
- Outagamie County CORP Update
- Marinette Community Development Plan, Marinette
- Foundry District Master Plan, West Allis
- Outdoor Recreation Plan, Wauwatosa
- Downtown Planning Services, Stoughton
- Echo Lake Master Planning, Burlington
- Rib Mountain Drive/Corridor Study/Master Plan, Rib Mountain
- Oregon School District Facilities Planning, Oregon
- Facilities Planning, Sister Bay
- Downtown Planning, Wildwood, FL
- Brillion Iron Works Redevelopment Project, Brillion
- Town of Verona Comprehensive Plan*
- Town/City of Verona Boundary Agreement*
- Town of Verona Subdivision Ordinance*
- City of Minneapolis Uptown Small Area Plan, Land Capacity Analysis, Plan for Sustainable Growth*

** under previous employment*



Total Experience

18 Years

Registrations

Professional Landscape Architect, WI, MN, FL

Education

BS, Environmental Design, North Dakota State University

BLA, Landscape Architecture, North Dakota State University

Chris Silewski, PLA

Parks & Recreation Specialist | Landscape Architect

Chris is a seasoned landscape architect and project manager with extensive experience leading large-scale park master plans, recreation system planning, and community-driven public space projects across the Midwest. His work is grounded in Human-Centered Design, ensuring that every plan reflects how people actually use, move through, and experience parks. Chris excels at guiding multidisciplinary teams, facilitating stakeholder conversations, and translating community input into implementable design solutions. Known for his approachable communication style and strategic thinking, Chris has established himself as a trusted partner for municipalities seeking practical, resilient, and high-performing park designs.

Select Experience:

- Comprehensive Outdoor Recreation Plan, Kimberly
- Outagamie County Master Plan Development
- Downtown Hortonville Master Plan
- Echo Lake Park Master Planning, Burlington
- Prairie Springs and Ingram Park Master Plan, Prairie Springs
- Jones Park Development, Town of Algoma



Total Experience

23 Years

Registrations/Certifications

Registered Professional Engineer, WI

Professional Traffic Operations Engineer (PTOE)

Education

MA, Business Administration, Cardinal Stritch University

BS, Civil Engineering, UW-Milwaukee

Andy Rowell, PE, PTOE

Complete Streets | Traffic Engineer

Andy applies his people skills and traffic and roadway engineering expertise to serve state, county, city, village, town, and private-sector clients. He has over two decades of public- and private-sector experience in municipal and transportation project management, from the scoping, planning, and design stages to project bidding and construction.

As a former county highway engineer and public works director, Andy can relate with municipal clients. He understands highway department and public works budgets and the funding constraints most communities face. His passion is providing cost-effective yet innovative engineering solutions.

Andy has extensive experience with public involvement and outreach, traffic safety and operation improvements, and traffic signal design and corridor timing. He is familiar with Wisconsin Department of Transportation (WisDOT) standards and procedures.

Select Experience

- Outagamie CTH "N" and Maes Avenue Intersection Improvements, Kimberly
- Outagamie County Master Plan Development
- Outagamie County 2023 Traffic Engineering Services



Total Experience

15 Years

Certifications

American Institute of Certified Planners; Prosci Certified Change Practitioner, Prosci; Certificate in Historic Preservation, University of Cincinnati

Education

MS, Community Planning, University of Cincinnati; BS, Community and Regional Planning, Iowa State University

Josh Olhava, AICP, PCCP Process Consultant | Planner

With a strong background in community and strategic planning, Josh is well versed in land use planning policies, procedures and regulations, including their impact on the built environment. His experience spans both public and private sectors including policy and plan development - implementation, regulatory analysis and updates, development review, and organizational process analysis and improvements. Josh is known for guiding creative and innovative planning initiatives with an eye on implementation. He enjoys bringing together community members and stakeholders to achieve common goals and objectives that embody community values.

Josh is a recognized industry expert in local government processes and process improvement efforts. His unique skillset as a certified planner, certified change practitioner, and trained processes improvement specialist enables him to develop effective strategies and solutions to community and organizational challenges.

Select Experience:

- Colorado Main Street Technical Support: Multiple Communities, CO
- Downtown/Main Street Planning: Multiple Communities, CO - Douglas, Hudson, WY
- Comprehensive/Master Planning: Evans, Lamar, Windsor*, Wray, Yuma, CO - Chadron, NE - Douglas, Lander, Wright, WY * *under previous employment*



Total Experience

32 Years

Certifications

Economic Development Finance Professional

Education

MS Urban Planning and Public Policy, University of Michigan
MA, Political Science, University of Michigan

Mike Scholl, EDFP Economic Vitality & Housing Specialist

Mike has two decades of nationwide planning experience with consultants, community groups, and most recently as economic development manager for the City of Loveland. More than five years as a legislative assistant to U.S. congressmen adds to the depth of Mike's understanding of planning, from funding through community implementation.

Mike's responsibilities include research and evaluation of data related to social, housing, economic, population, environmental, and land use trends; developing planning studies and reports.

Select Experience:

- Marinette Community Development Plan, Marinette
- Rib Mountain Drive/Corridor Study/Master Plan, Rib Mountain
- Economic Development Manager (2008-2019): Loveland, CO
- Economic Development Analysis: Morgan County, Mancos, Lamar, CO and Lander, Douglas, Evanston, Cheyenne LEADS, Laramie, WY
- Urban Renewal, Special District and Plan of Developments: Berthoud, Fraser, Minturn, and Eaton, CO, Evanston WY, Cheyenne, WY and Laramie, WY
- Housing Needs Assessments: Big Horn County, MT, Berthoud, Craig, Milliken, Eaton, Kersey, Severance, CO



Total Experience

20 Years

Education

BA, Cartography/GIS, University of Wisconsin-Madison

AS, Civil Engineering Technology, Madison Area Technical College

Aaron O'Keefe

GIS Specialist Mapping Support

Aaron provides mapping and GIS support to our engineers and planners. His experience includes the coordination of mapping efforts for projects such as outdoor recreation plans, bicycle and pedestrian plans, wayfinding signage plans, and traffic studies. Aaron develops GIS maps and databases that enable clients to layer different types of data on a geographic area. He strives to develop compelling and concise visualizations that enable clients to quickly and effectively discern complex information. Aaron is proficient in ArcGIS with Spatial Analyst, AutoCAD, M-Color, and Adobe products. Aaron also has prior experience in civil engineering and surveying and is proficient at preparing engineering and survey drawings.

Select Experience:

- Comprehensive Outdoor Recreation Plan, Kimberly
- Outagamie County Master Plan Development
- ECWRPC Small Business and Community Technical Assistance Program, Various Locations, WI
- Marinette Community Development Plan, Marinette
- Prairie Springs & Ingram Park Master Plan, Pleasant Prairie
- Facilities Planning, Sister Bay
- Foundry District Master Plan, West Allis



Total Experience

3 Years

Education

MA, Urban Design, Florida International University

MArch, Architecture, Florida International University

AA, Architecture, Hillsborough Community College

Jay Molokwu

Urban Design & Preservation

Jay is a graduate of Florida International University with master's degrees in architecture and urban design. Her passion lies in designing infrastructure that is available and welcoming to all by improving the quality of life and health of communities through sustainable approaches. Jay combines her design skills with her expertise in analyzing and visualizing complex data to create graphics and illustrations that communicate complex planning concepts and ideas in a visually engaging way.

As a member of the Ayres Development Services team, Jay assists with public engagement efforts, planning reports, and presentations.

Select Experience:

- Outdoor Recreation Plan, Wauwatosa
- Prairie Springs & Ingram Park Master Plan, Pleasant Prairie
- Williams Street Placemaking, Waukesha
- Foundry District Master Plan, West Allis
- Facility Location Plan, Sister Bay
- GM/JATCO Redevelopment Support, Janesville
- Brownfield Site Reuse Planning, Peshtigo

Cost Summary Proposal

Ayres' extensive experience with similar projects makes us an ideal fit for your Comprehensive Plan Update. The following table shows our costs broken down by phase. This includes direct labor costs and benefits, overhead, and profit. Expected direct expenses include mileage at the established federal rate, any hotel rooms that may be needed if meetings require overnight stays, and meals while traveling. This project would be billed monthly on a percentage completed basis, and we will detail the tasks completed with each invoice.

Ayres will depend on the Village to:

- Arrange meeting rooms and notices as needed
- Review Ayres drafts as needed

Phase	Hours	Total
P1 - Public Engagement	80	\$12,435
P2 - Visioning	50	\$8,615
P3 - Plan Development	140	\$22,065
P4 - Adoption	24	\$4,490
Travel		\$1,990
Not-to-Exceed Lump Sum TOTAL		\$49,595

“We know we can count on Ayres to help our community. Whenever we have a need, they are the first group we contact. The team feels like an extension of our staff and knows our community!”

Clara Chaffin

Deputy City Manager/Community Development Director, Douglas, WY

VILLAGE OF KIMBERLY

COMPREHENSIVE PLAN UPDATE REQUEST FOR PROPOSAL



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- 09 Budget

COVER LETTER

Director Schroeder,

On behalf of the East Central Wisconsin Regional Planning Commission (ECWRPC), I am pleased to submit our proposal to complete a full rewrite of the Village of Kimberly's Comprehensive Plan. Our team understands this effort as the Village continues to evolve following major land use changes, redevelopment activity, and ongoing community investments. This update is an opportunity to produce a clear, actionable plan that will guide Kimberly's growth and policy decisions for the future.

Our project approach aligns directly with the objectives outlined in the request for proposal. ECWRPC will lead a full rewrite of the plan, supported by robust public engagement, modernized mapping and data analysis. Our scope includes comprehensive mapping using current GIS datasets, inclusive and innovative engagement tools, and coordination recent planning effort. The Commission's GIS department, in-house drone capabilities, and long-standing expertise in local planning will ensure that Kimberly receives a visually clear, data-driven, and user-friendly final plan. We also utilize community engagement software, that has a myriad of online community engagement capabilities, including surveys, social maps, and other capabilities.

With a team that has recently completed Comprehensive Outdoor Recreation Plan updates for Shawano and Buchanan, and recent Comprehensive Plan Updates for the Town of Black Wolf and the City of Chilton, ECWRPC brings deep familiarity with regional trends, local priorities, and the Fox

Cities planning landscape. Our decades of experience working with Outagamie County communities allow us to begin work immediately, maintain the timeline outlined in your request for proposal.

The Commission proposes a not-to-exceed cost of \$43,731.49, with actual billing based on staff hours and materials. This ensures transparency and cost-efficiency while delivering a complete, high-quality planning document. In addition, we provide grant coordination and implementation assistance with all of our plans, utilizing our in-house grants coordinator.

We appreciate the opportunity to partner with the Village of Kimberly on this important project. Please feel free to reach out with any questions or requests for clarification. We look forward to the potential of working together to craft a plan that reflects the community's values and supports long-term success.

Sincerely,
Melissa Kraemer Badtke
Executive Director/MPO Director
East Central Wisconsin Regional Planning Commission
920-886-6828
mbadtke@ecwrpc.org

FIRM PROFILE AND QUALIFICATIONS

ORGANIZATIONAL OVERVIEW

The East Central Wisconsin Regional Planning Commission (ECWRPC) is the official comprehensive, areawide planning agency for a ten-county region of east-central Wisconsin. The Commission was established to provide coordinated planning services across jurisdictional boundaries and to address issues that transcend the financial, administrative, or geographic capabilities of individual local units of government.

ECWRPC serves the counties of Calumet, Fond du Lac, Green Lake, Marquette, Menominee, Outagamie, Shawano, Waupaca, Waushara, and Winnebago, representing a diverse region that includes urbanized metropolitan areas, growing suburbs, small towns, and rural communities. As a regional planning agency, ECWRPC has a statutory duty to prepare and adopt comprehensive plans for the physical development of the region, including land use, transportation, open space, economic development, and environmental management elements. The Commission also provides technical assistance to participating governments on planning and development issues specific to their jurisdiction.

STAFF QUALIFICATIONS AND EXPERTISE

ECWRPC employs a multidisciplinary team of approximately 20 planning and technical specialists, enabling the organization to deliver fully integrated, cross-disciplinary planning services. Areas of staff expertise include:



- ▶ Environmental planning
- ▶ Economic development
- ▶ Open space and outdoor recreation planning
- ▶ Land use planning
- ▶ Housing analysis and planning
- ▶ Community and neighborhood planning
- ▶ Transportation planning (including transit, bicycle, pedestrian, and freight)
- ▶ Water quality management and sewer service area planning
- ▶ Geographic Information Systems (GIS) mapping, analysis, and data visualization

Project teams are assembled based on the needs of each community and the complexity of the project. For the Village of Kimberly Comprehensive Plan, ECWRPC is providing senior planning leadership, GIS support, and technical planning expertise across all required plan elements, ensuring that the final product is both data-driven and actionable.

PLANNING EXPERIENCE AND REGIONAL COMPETENCY

ECWRPC has more than five decades of experience preparing comprehensive plans, regional plans, and specialized studies across the East Central region. The Commission's long-standing familiarity with local communities, combined with deep technical expertise, allows ECWRPC to quickly mobilize, accurately interpret local conditions, and produce plans that reflect both municipal priorities and regional context.

Recent local planning projects completed by the Commission include

Comprehensive Outdoor Recreation Plan updates for the Town of Buchanan, and City of Shawano in 2024 and a myriad of other plans that are being completed in 2025.

The Commission has also completed the Town of Black Wolf and the Village of Chilton's Comprehensive Plans.

In addition to ongoing transportation planning, economic development and sewer service area work throughout the region. ECWRPC staff's knowledge of Outagamie County, the Fox Cities, and the broader regional development patterns ensures that the Village of Kimberly will receive a plan grounded in best practices, high-quality data, and local insights.

ORGANIZATIONAL CAPACITY AND APPROACH

With its multidisciplinary staff, robust GIS capability, and established planning processes, ECWRPC is well-equipped to manage complex planning projects from start to finish. The Commission brings:

- ▶ A regional perspective that supports cross-jurisdictional coordination
- ▶ Experienced planners capable of handling statutory compliance, mapping, public engagement, and detailed data analysis
- ▶ Access to regional datasets, GIS layers, drone imagery, and technical resources unavailable to most private firms
- ▶ Grants coordination and implementation experience
- ▶ Community engagement software with multiple ways to elicit feedback and garner community input.

This combined institutional capacity ensures that ECWRPC can deliver a comprehensive plan that is strategically focused, broadly supported, and fully aligned with state requirements.

RELEVANT PROJECTS AND EXPERIENCE

✦ TOWN OF BLACK WOLF: COMP PLAN

This plan serves as the long-range guiding document for the Town of Black Wolf through the year 2045, encompassing land use, housing, transportation, economic development, environmental protection, and community planning. Adopted under the region's areawide planning framework, it emphasizes preserving the rural character of the town while accommodating thoughtful, sustainable growth.

✦ TOWN OF BUCHANAN: CORP

The Town of Buchanan CORP lays out a structured road map for parks, open space, and recreational improvements over the 2025–2029 time frame. It identifies needed amenities, potential green way and trail connections, and conservation areas, allowing the Town to plan strategically for recreation while preserving open space values.

✦ CITY OF SHAWANO: CORP

The City of Shawano CORP provides a strategic vision for the city's parks, trails, and outdoor recreation areas over the short- to mid-term (generally a 5-year horizon). It assesses existing green-space and recreational amenities, identifies deficiencies and opportunities, incorporates public input, and lays out a prioritized program for improving access to recreation, enhancing quality of life, and supporting long-term city growth.

✦ CITY OF CHILTON: COMP PLAN

This plan serves as Chilton's long-range guide through 2045, outlining goals for land use, housing, transportation, economic development, environmental resources, and community facilities. Building on the previous comprehensive plan and shaped by public input, it provides a unified framework for preserving Chilton's community character while supporting sustainable, well-planned growth.



PROPOSED APPROACH AND TIMELINE

The project timeline incorporates a structured and layered public engagement strategy that begins early in 2026 with development of the Public Participation Plan and creation of online tools and digital surveys, as shown in the timeline's outreach tasks during January–June. ECWRPC will pair in-person visioning sessions, designed to gather direct community perspectives and facilitate collaborative discussions, with online engagement tools, including surveys and an interactive mapping application that allows residents to identify issues and opportunities directly on a digital map. This dual-format approach ensures that

residents can participate conveniently, inclusively, and in ways that reflect both traditional and modern engagement preferences, ultimately generating a broader and more representative set of community insights to guide the Comprehensive Plan.

Task Description	2026												2027				
	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May
Project Management																	
Kick-off Meeting																	
Coordinate with Staff and Plan Commission																	
Public Outreach and Stakeholder Coordination																	
Public Participation Plan																	
Social Pin Point and Survey Creation																	
Community Engagement																	
Analysis of Feedback from Community Engagement																	
Plan Commission/ Board Meetings (Others As Needed)																	
Chapter Development and Mapping																	
Demographics and Introduction																	
Chapter 1: Issues and Opportunities																	
Chapter 2: Housing																	
Chapter 3: Transportation																	
Chapter 4: Utilities and Community Facilities																	
Chapter 5: Agricultural, Natural and Cultural Resources																	
Chapter 6: Economic Development																	
Chapter 7: Intergovernmental Cooperation																	
Chapter 8: Land-Use																	
Chapter 9: Implementation																	
Goals and Actions																	
Final Plan Development																	
Final Draft Development																	
Community Presentation and Board Adoption																	
Finalize and Distribute to the Village																	
<div> <div>Plan Com Mtng</div> <div>ECWRPC Task</div> <div>Public Engagement Session</div> </div>																	

TEAM MEMBERS AND ROLES

PROJECT MANAGER – JOE STEPHENSON

Joe Stephenson will oversee all aspects of the Comprehensive Plan update, including public engagement, chapter development, and coordination with Village staff. He holds degrees in Urban and Regional Planning and Public Administration from UW–Oshkosh and brings nearly a decade of municipal planning experience. Joe recently managed the Shawano and Buchanan CORP updates and the Town of Black Wolf Comprehensive Plan.

GIS MANAGER – MIKE ZUEGE

Mike Zuege leads ECWRPC's GIS program and has over two decades of experience in mapping, geospatial analysis, and data visualization. He will ensure delivery of accurate, high-quality GIS data, maps, and spatial products throughout the project.

GIS ANALYST – RACHEL ROTH

Rachel Roth provides mapping, graphics, and GIS data support. She has been with ECWRPC since 2020 and contributed significantly to the Shawano and Buchanan CORP updates. She will prepare maps, update datasets, and support visualization and analysis tasks.

PROJECT PLANNER – NANCY MARING

Nancy Maring brings 10+ years of planning and community development experience, including work with neighborhood associations, downtown revitalization, sustainability, and CDBG programs. She will assist with engagement activities, chapter drafting, and plan layout.

GRANTS COORDINATOR – KARI HOPFENSBERGER

Kari Hopfensperger will help identify and align grant opportunities with plan recommendations, ensuring Kimberly is positioned for implementation funding post-adoption.

COST PROPOSAL

The total project cost for the Comprehensive Plan update is \$43,731.49, which includes all planning, GIS, engagement, and final production activities outlined in the scope. As shown in the budget table, the majority of project hours are dedicated to chapter development, mapping, and community engagement, supported by project management throughout the process.

Direct expenses such as mileage, meeting attendance, and final document production are included, along with a standard contingency to ensure full cost coverage. This not-to-exceed budget reflects actual anticipated labor and direct costs while maintaining transparency and efficiency for the Village.

Village of Kimberly Comprehensive Plan Update	Planning Staff				GIS Staff				Direct Expenses					Total Project Costs
	Project Mgr Hrs	Planner Hrs	Total Hrs	Total Cost	Manager Hrs	Analyst Hrs	Total Hrs	Total Cost	Miles	Mileage Cost	10% Contingency	Other Costs	Total Other Expenses	
Task Description														
Task 1: Project Management														
Task 1.1 Project Management Meetings with City Staff	3	6	9	\$819.94	0	2	2	\$158.87	20	\$ 14.00			\$14.00	\$992.81
Task 1.2 Progress Reports and Invoicing	3	16	19	\$1,687.92	0	3	3	\$238.31		\$ -			\$0.00	\$1,926.23
Task 1.3 Project Team Management	10	10	20	\$1,865.14	3	5	8	\$702.12		\$ -			\$0.00	\$2,567.26
Task 2: Public Outreach and Stakeholder Coordination														
Task 2.1 Public Participation Plan	0	5	5	\$433.99	0	2	2	\$158.87		\$ -			\$0.00	\$592.86
Task 2.2 Community Engagement	8	18	26	\$2,360.09	1	8	9	\$737.13	40	\$ 26.20			\$26.20	\$3,123.42
Task 2.3 Analysis of Feedback from Community Engagement	2	22	24	\$2,109.00	1	4	5	\$419.39		\$ -			\$0.00	\$2,528.39
Task 2.4 Plan Commission or Town Board Meetings	10	10	20	\$1,865.14	0	3	3	\$238.31	120	\$ 84.00		\$45.00	\$129.00	\$2,232.44
Task 3: Chapter Development and Mapping														
Task 3.1 - Commission Staff will develop the chapters and create associated maps according to the nine (9) elements	28	100	128	\$11,471.87	7	47	54	\$4,445.00		\$ -			\$0.00	\$15,916.87
Task 3.2 – Develop Goals, Objectives, Policies, and Programs	7	30	37	\$3,301.96	0	0	0	\$0.00		\$ -			\$0.00	\$3,301.96
Task 4: Final Plan Development														
Task 4.1 – Final Draft Development	9	32	41	\$3,674.99	2	25	27	\$2,189.18		\$ -			\$0.00	\$5,864.16
Task 4.2 – Community Presentations and Adoption	0	4	4	\$347.19	0	0	0	\$0.00	20	\$ 14.00			\$14.00	\$361.19
Task 4.3 – Finalize and Distribute to the City	1	2	3	\$273.31	0	0	0	\$0.00		\$ -	\$3,975.59	\$75.00	\$4,050.59	\$4,323.90
Total Project Costs	81	255	336	\$30,210.52	14	99	113	\$9,287.18	200	\$138.20	\$3,975.59	\$120.00	\$4,233.79	\$43,731.49

REFERENCES

MATT HENDRICKS:

City of Shawano Director of Parks, Recreation, & Special Projects
mhendricks@villageofshawano.com
715-526-6171

MICHAEL BROWN:

Town of Buchanan Administrator
MichaelB@villageofbuchanan.wi.gov
920-257-5845

FRANK FRASSETTO:

Town of Black Wolf Chairman
frank@villageofblackwolf.com
920-918-8000

DAVID DETROYE

city of Chilton Administrator
ddetroye@chiltonwi.gov
920-849-2451





Village of Kimberly
515 W Kimberly Avenue, Kimberly WI





Village of Kimberly, WI

COMPREHENSIVE PLANNING SERVICES





7044 S Ballpark Dr, Suite 200
Franklin, WI 53132
(414) 336-7900
www.foth.com

Sam Schroeder, Community Development Director
Village of Kimberly
515 W Kimberly Ave
Kimberly, WI 54136

Re: Village of Kimberly Comprehensive Plan Proposal

Dear Mr. Schroeder:

Thank you for the opportunity to submit our qualifications for the Village of Kimberly's Comprehensive Plan update. Our extensive experience in comprehensive planning, combined with our familiarity with Kimberly and the surrounding region, and our innovative, technology-driven approach, uniquely position us to partner with the Village on this Plan. Kimberly is a vibrant community with a small-town character located in Outagamie County, at the heart of Wisconsin's Fox Cities region. We recognize that the Village's current Comprehensive Plan—adopted in 2012 and updated in 2016—no longer fully reflects today's realities, priorities, and goals. Over the past decade, Kimberly has experienced significant changes in land use and development patterns, largely influenced by economic and physical shifts following the closure of its paper mill. These changes have created new redevelopment opportunities, shifted community priorities, and introduced challenges related to housing, infrastructure, and economic diversification.

To effectively guide future growth, the Comprehensive Plan requires a full update that aligns with current conditions, incorporates the community's vision, and meets all statutory requirements. This update is critical not only to maintain Kimberly's quality of life but also to ensure its competitiveness within the Fox Cities region. A modernized plan will help attract investment, support workforce needs, and promote sustainable development practices that strengthen long-term resilience. By addressing housing diversity, transportation connectivity, environmental stewardship, and fiscal responsibility, the updated plan will serve as a strategic roadmap for balanced growth and regional vitality in the years ahead.

The new plan will reflect the Village's growth aspirations and provide clear guidance for decision-making and development over the next 20 years. Foth will work closely with the Village to engage a broad range of stakeholders—including residents, Village Board and Committee members, business leaders, School District representatives, Village staff, and other key groups. Our process emphasizes meaningful input and collaboration to produce a concise, user-friendly plan that is practical and actionable, ensuring the Village's long-term vision is achieved.

We would be honored to partner with the Village of Kimberly on this exciting project. Foth is committed to delivering a tailored, successful outcome that meets the community's goals. I live in the Town of Harrison, which gives me deep understanding of the community and surrounding area, and will make meeting attendance very convenient. If you have any questions or need additional information to assist in your decision-making, please contact me directly at (920) 454-0149.

Sincerely,

Foth Infrastructure & Environment, LLC

A handwritten signature in black ink, appearing to read "Mark Lyons", written over a light blue rectangular background.

Mark Lyons, Project Manager





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SECTION 2	Understanding and Approach	8
SECTION 3	Project Team	12
SECTION 4	Project Schedule & Budget	15



EXPERIENCE & REFERENCES

Please find our references and experience directly with Comprehensive Planning in Wisconsin. We encourage you call our references to discuss this recent comprehensive planning experience!

References

Village of Windsor

Jamie Rybarczyk, Community Development Director/Deputy Administrator (608-888-0066, jamie@windsorwi.gov)
Foth completed the new Windsor Comprehensive Plan in 2024

City of Reedsburg

Brian Duvalle, Planning/Zoning Administrator (608-768-3354, bduvalle@reedsburgwi.gov)
Foth completed the new Reedsburg Comprehensive Plan in 2023

Village of Raymond

Douglas White, Village President (773-458-5121 president@raymondwi.com)
Foth completed the I-94 Corridor Land Use Plan in 2024

Experience

Windsor Comprehensive Plan 2050 - Village of Windsor, WI

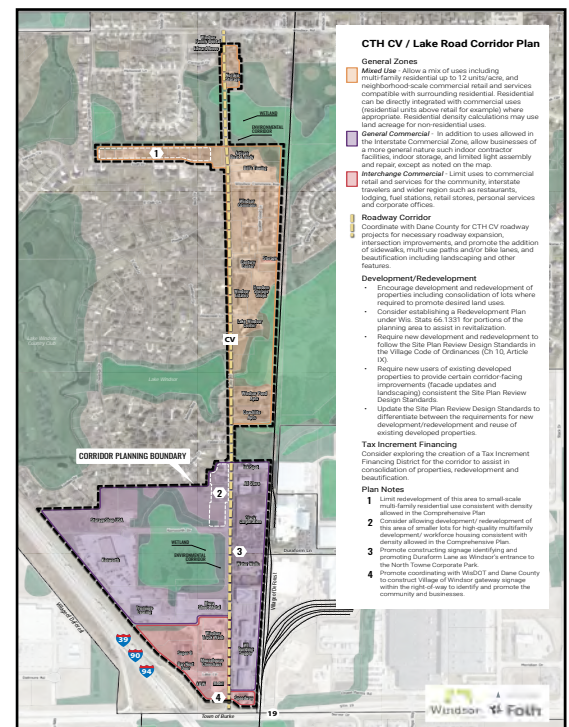
The Comprehensive Plan was developed in close collaboration with the Windsor Plan Commission, which served as the Steering Committee, and with additional input from stakeholder groups and residents. Public engagement efforts included an online platform for collecting comments and suggestions throughout the process, which were reviewed at each Steering Committee meeting, as well as an in-depth housing survey conducted in coordination with the Village of DeForest. The process also featured a public kick-off meeting and an open house prior to the public hearing and adoption by the Village Board.

Windsor's vision of "Growing Forward" reflects its commitment to honoring the community's agricultural heritage, preserving cultural and natural resources, promoting both passive and active recreational opportunities, and fostering diverse economic development to create an inviting and livable community. While substantial population growth is projected over the planning period, the Plan emphasizes preserving one of Wisconsin's first Agricultural Enterprise Areas, with careful consideration given to balancing future residential density, housing diversity, and development in other areas.

Additionally, the Comprehensive Plan includes a subarea plan for the CTH CV/Lake Road Corridor, a major gateway into the Village of Windsor. This corridor is a priority for continued improvement, including redevelopment of underutilized properties, advancement of preferred land uses, and beautification efforts.

Project Reference: Jamie Rybarczyk - ComDev Director/Deputy Administrator (608-888-0066, jamie@windsorwi.gov)

Plan Link: [https://www.windsorwi.gov/vertical/Sites/%7BC1679B38-6BAE-4E0D-942E-C7A84C964C87%7D/uploads/DOC-VW-Village_of_Windsor_Comprehensive_Plan_2050\(1\)\(1\).pdf](https://www.windsorwi.gov/vertical/Sites/%7BC1679B38-6BAE-4E0D-942E-C7A84C964C87%7D/uploads/DOC-VW-Village_of_Windsor_Comprehensive_Plan_2050(1)(1).pdf)



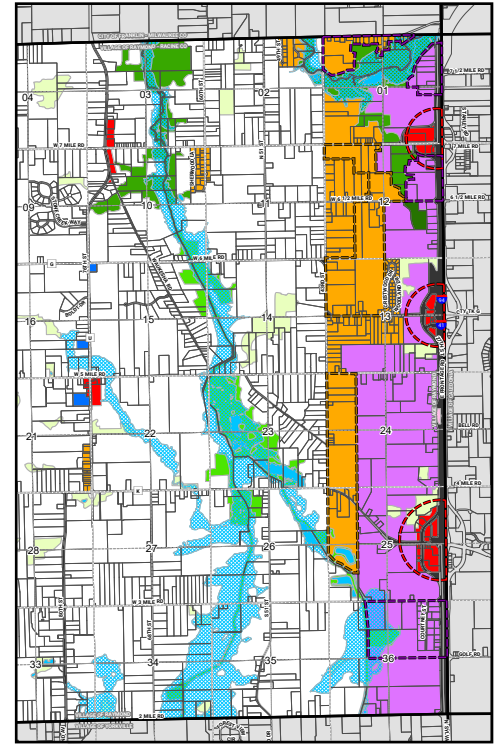
I-94 Comprehensive Land Use Plan - Village of Raymond, WI

The Village of Raymond is experiencing significant development pressures along the I-94 interstate corridor as growth continues to expand between Milwaukee and Chicago. In addition, future water and sewer utility extensions are under review to support this area. These emerging trends necessitated extensive updates to the existing Comprehensive Plan.

Foth led a full comprehensive planning effort focused on the I-94 corridor properties for the Village. The process included guidance from a dedicated subcommittee and robust community engagement initiatives. As a result, a future land use map for the corridor was adopted and integrated into the existing Comprehensive Plan. This map establishes specific goals and recommendations for how proposed land uses will shape the region over the next 25 years. These recommendations reinforce the Village's vision at the time of adoption and will serve as a critical decision-making tool for elected officials in areas such as utilities, zoning, recreation, community beautification, and business development for decades to come.

Project Reference: Douglas White, Village President (773-458-5121 president@raymondwi.com)

Excerpt Link: <https://raymondwi.com/wp-content/uploads/2024/01/Comprehensive-Future-Land-Use-Map-and-Supporting-Vision-Text-01232024-FINAL.pdf>



2042 Comprehensive Plan City of Reedsburg, WI

The Foth team completed a comprehensive plan update that included a vision section synthesizing the key findings and recommendations from the entire plan. This approach allows readers to quickly understand the plan's overarching themes without reviewing the full document. The vision section features a bulleted list of key takeaways from previous plan versions and other relevant documents, along with easy-to-read charts and graphs, and visually engaging text, photos, and graphics. Designed to function as both a planning tool and a marketing piece, the document highlights what's ahead for the Reedsburg community.



Our public engagement strategy utilized multiple channels to gather input. These included a Foth-hosted website that centralized all opportunities for community participation, social media posts on the City's platforms, and the online engagement tool MindMixer. Additional outreach efforts included fourteen stakeholder interviews, an information booth at a major annual festival, and survey promotion through utility bill inserts. Targeted mailings were sent to an independent living community, and hard copies of surveys were made available at public locations.

We also hosted an interactive public workshop where attendees shared their preferences, which informed the language and recommendations presented to the steering committee for final deliberation and inclusion in the plan. Finally, the plan incorporated several sub-area land use revitalization strategies focused on "mixed-use," "neighborhood corner store," and "commercial" development opportunities.

Project Reference: Brian Duvalle, Planning/Zoning Administrator (608-768-3354, bduvalle@reedsburgwi.gov)

Plan Link: <https://www.reedsburgwi.gov/index.asp?SEC=E675FDA9-0594-49B6-9283-2E450A4CE182&DE=5764015F-8679-4AA1->

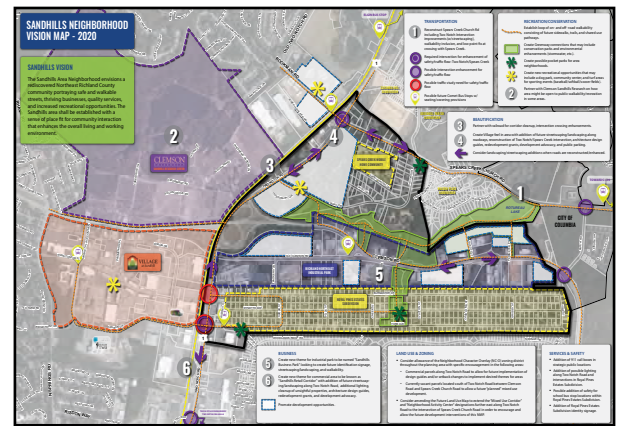


ReDiscover Sandhills Neighborhood Plan Richland County, SC

The Foth Planning Team completed a robust neighborhood revitalization plan within Richland County, South Carolina. This planning effort is actually a full comprehensive planning effort directed to revitalize a local community. The Plan explores issues and opportunities while providing full analyses on housing, economic development, land use, zoning, transportation, recreation, infrastructure, and conservation. The Sandhills Plan culminates with an overall Vision Plan that includes a robust set of recommendations to revitalize the area.

The exciting part of this effort is that the comprehensive planning implementation opportunities are a direct result of an immense amount of public engagement. At the beginning of the planning effort a Community Engagement Plan (CEP) was adopted in concurrence with the client. The community engagement efforts have included all the opportunities below providing the public in-person and online techniques to let their voice be heard.

Plan Link: https://www.richlandcountysc.gov/files/assets/country/v/1/neighborhood-improvement/part1-rediscover-sandhills-plan_042721_final_reduced-size.pdf



Community Engagement Plan



Social Media



Dot Mapping Exercise



Charrette Invites (english/spanish)



Visual Preference Survey



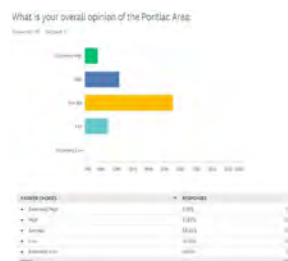
Interactive Preference Material



Conceptual Planning



Online Survey



360-Degree Videos

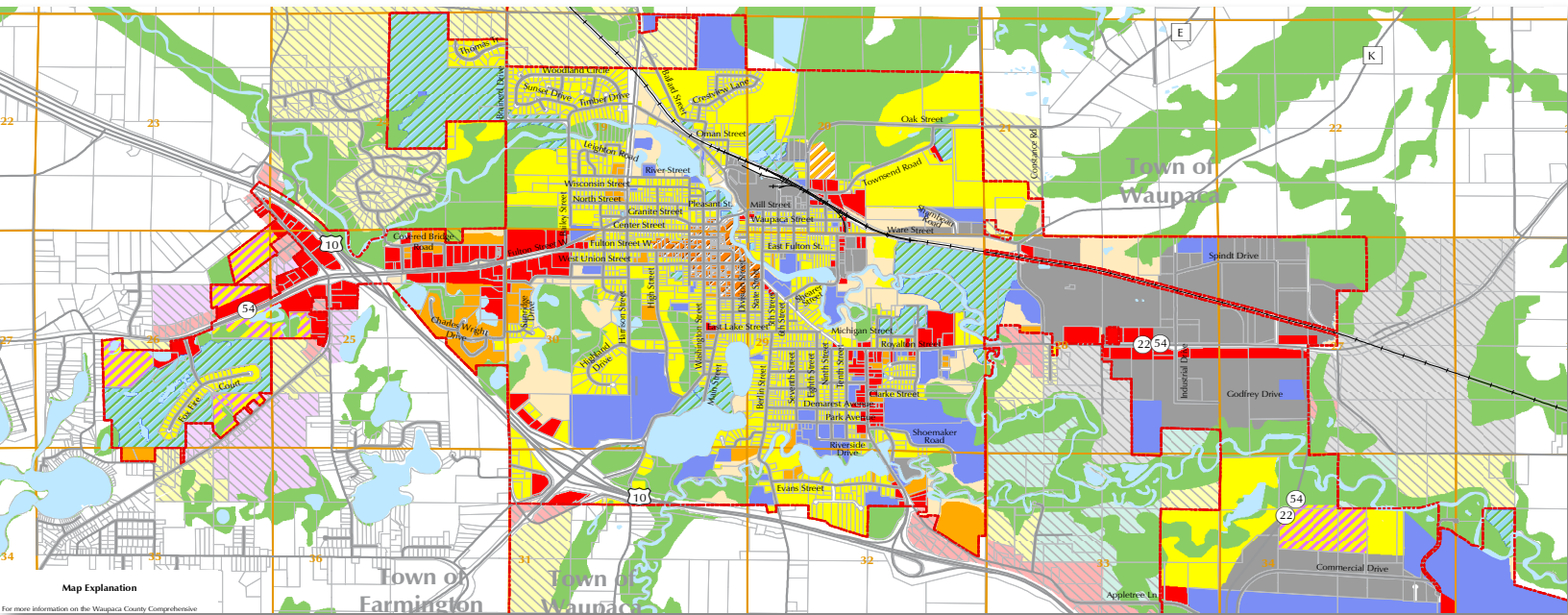
<https://www.youtube.com/watch?v=OfpzR1GbUM0>



Overall Comprehensive Planning Experience

Foth is proud to have a wide range of Comprehensive Planning experience in the State of Wisconsin including towns, villages, cities, and county plans. Our plans not only meet the State “Smart Growth” legislation requirements, but are also innovative and customized to each community’s values, vision and needs including:

- Illustrated growth scenarios
- Before and after development imaging
- Susceptibility to change analyses
- Farmland preservation strategies
- Land use border strategies
- Sustainability goals and practices
- Redevelopment and catalyst projects
- Overlapping jurisdictions analyses



Plans thru the past two decades:

Cities

- City of Muskego, WI
- City of Franklin, WI
- City of Reedsburg, WI

Villages

- Village of Windsor, WI
- Village of Walworth, WI
- Village of Coleman/Town of Pound - Marinette Co., WI
- Village of Egg Harbor - Door Co., WI
- Towns of Amberg/Athelstane/Silver Cliff - Marinette Co., WI

Counties

- Waupaca Co., WI
- Vilas Co., WI
- Burnett Co., WI
- Calumet Co., WI
- Clark Co., WI
- Dodge Co., WI

Towns

- Town of Lisbon, WI
- Town of Vernon, WI
- Town of Waukesha, WI
- Town of Calumet - Dodge Co., WI
- Town of Clayton - Polk Co., WI
- Town of Delta - Bayfield Co., WI
- Town of Emmet - Dodge Co., WI
- Town of Hazelhurst - Oneida Co., WI
- Town of Holland, Sheboygan Co., WI
- Town of Manitowoc Rapids - Manitowoc Co., WI
- Town of Milltown - Polk Co., WI
- Town of Nasewaupée - Door Co., WI
- Town of Newbold - Oneida Co., WI
- Town of Newton - Manitowoc Co., WI
- Town of Oxford - Marquette Co., WI
- Town of Pine Lake - Oneida Co., WI
- Town of Sumner - Jefferson Co., WI
- Town of Tainter - Dunn Co., WI





Understanding & APPROACH

PROJECT UNDERSTANDING

The Village of Kimberly is a mature, built-out community focused on revitalization and economic diversification to ensure long-term sustainability and growth. Central to this vision is the redevelopment of underutilized sites—such as the former paper mill property and Tax Incremental District (TID) 6—while maintaining and enhancing existing commercial and industrial areas. The Village prioritizes infrastructure improvements and fostering “new economy” jobs to attract innovative businesses and strengthen its economic foundation.

Kimberly faces challenges related to an aging housing stock and evolving demographics, creating demand for a broader range of housing options, including affordable and senior housing. The Village is committed to preserving and improving neighborhoods through infill development, rehabilitation of deteriorating homes, and proactive maintenance of rental properties.

With limited greenfield development opportunities, Kimberly’s growth strategy emphasizes redevelopment and increased density, particularly along the riverfront and commercial corridors. The Comprehensive Plan should promote mixed-use development, downtown revitalization, and preservation of attractive residential neighborhoods to enhance community character and livability.

Transportation and connectivity remain critical concerns, especially congestion near Kimberly High School and major intersections. The Plan should address these issues through roadway and intersection improvements, expanded pedestrian and bicycle networks, and safe crossings and trail connections. Sustainability principles will guide land use and development decisions, ensuring environmentally responsible growth that balances economic vitality with quality of life.

PROJECT APPROACH

1. Project Orientation and Kickoff

Our team will conduct a virtual or in-person orientation meeting with Village staff and stakeholders to:

- Confirm project goals and expectations.
- Review the timeline.
- Identify specific objectives, and
- Discuss the Public Participation Plan.





Foth will also tour the community with Village staff to deepen our understanding of current land uses, transportation patterns, and development trends early in the planning process.

Foth's project manager will communicate regularly with Village staff via virtual meetings throughout the project to ensure alignment with the timeline and allow timely resolution of any issues.

2. Public Participation Plan

Foth will prepare a Public Participation Plan in compliance with Wis. Stats. §66.1001(4)(a), to be adopted by the Village Board, upon recommendation of the Plan Commission, early in the process. The plan will:

- Ensure public involvement at all stages through meetings and communication tools.
- Require distribution and availability of the draft plan.
- Provide opportunities for public input and written comments.
- Hold a public hearing with a Class 1 notice published 30+ days in advance.

The following is Foth's recommended community engagement strategy:

- *Plan Commission Meetings:* Foth will facilitate monthly meetings with the Plan Commission to review progress and guide the process. These meetings will be open to the public and should also provide an opportunity for public input during each meeting.
- *Social Media & Website Content:* Foth will provide content for Village-managed platforms throughout the project.
- *Stakeholder Interviews:* Foth will conduct confidential interviews with key individuals and organizations to inform goals and policies. These may include elected officials, business owner, school district representatives, committee or community group representatives, Village staff and other.
- *Online Survey:* Foth will prepare and administer an online survey with input from Village staff and the Plan Commission to gather public input on priorities and preferences, and inform the planning process.
- *Public Open House:* Foth will present the draft plan and engage in informal discussions with the public. Village staff and Plan Commission members should also be available to discuss the plan. Feedback from the Open House will inform any additional revisions for the Recommended Plan.



3. Background Review and Base Mapping

At the beginning of the planning process, Foth will:

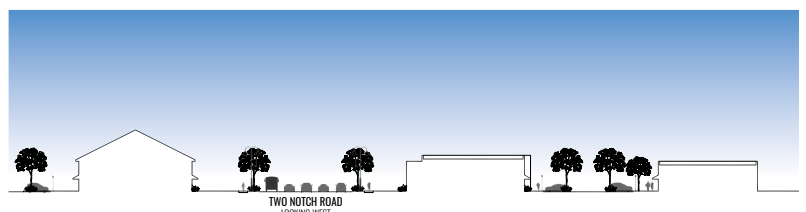
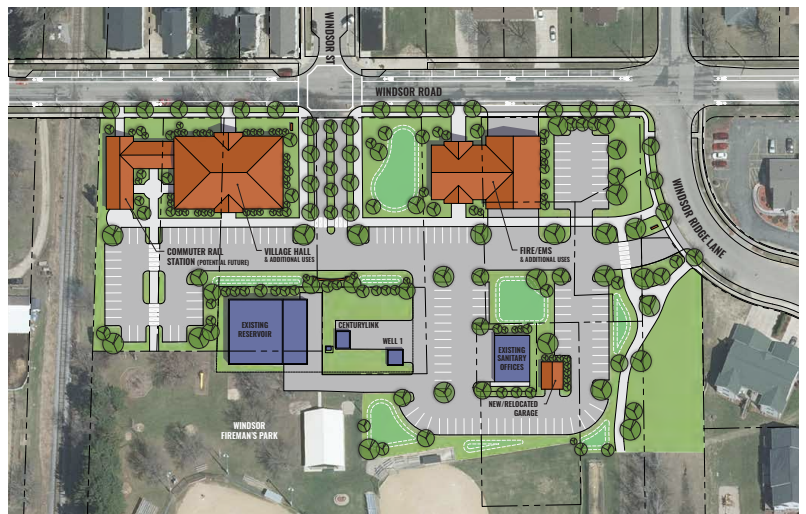
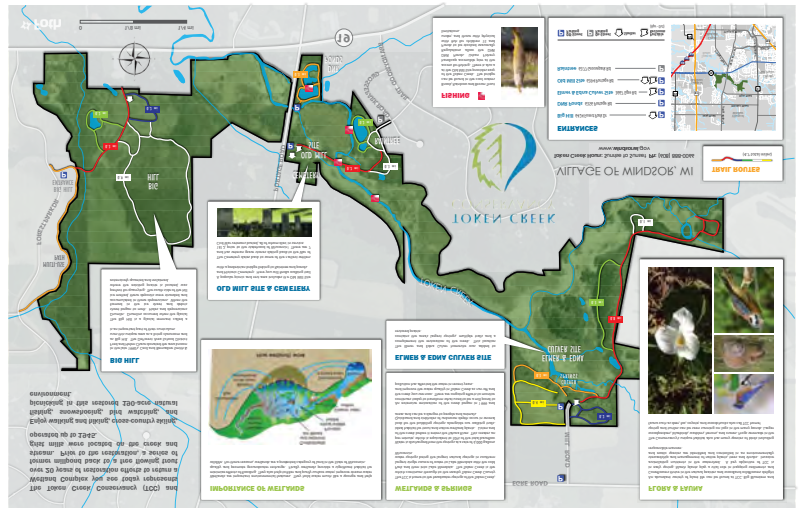
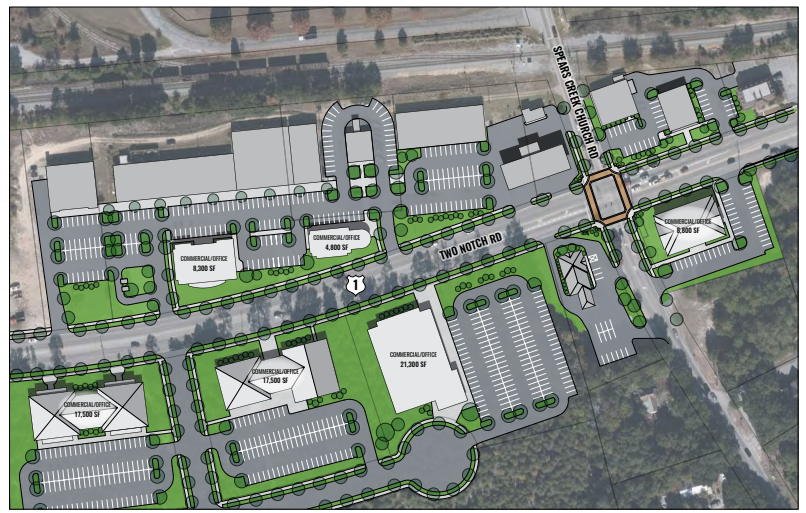
- Review and summarize previously adopted planning documents and implementation status as supplied by the Village.
- Analyze current demographic, economic, transportation, and land use data using US Census, ESRI, and other sources as available.
- Prepare GIS base maps using data from the Village, Outagamie County, WDNR, WDOT, FEMA, and other agencies as pertinent.

4. Draft Plan & Mapping

The Comprehensive Plan will comply with Wisconsin's Smart Growth law and address all nine required elements. Key focus areas will include continued redevelopment in TID 6 and surrounding areas, limited development parcels, multi-modal transportation improvements, economic development strategies, housing diversity, recreation, environmental stewardship, and balanced land use. The Plan will include:

- A clear vision statement.
- Goals, objectives, policies/recommendations for each plan element.
- Data analysis including well-organized tables and charts where pertinent throughout the plan.
- Concise and colorful GIS maps detailing existing and future conditions, and
- Clear implementation steps and processes to capitalize on the plan.

The Plan will include the vision statement, key recommendations, and the future land use/ vision map upfront in a stand alone chapter. This creates a concise executive summary where staff, officials, residents and developers can gain a quick understanding of Kimberly's vision for the future.



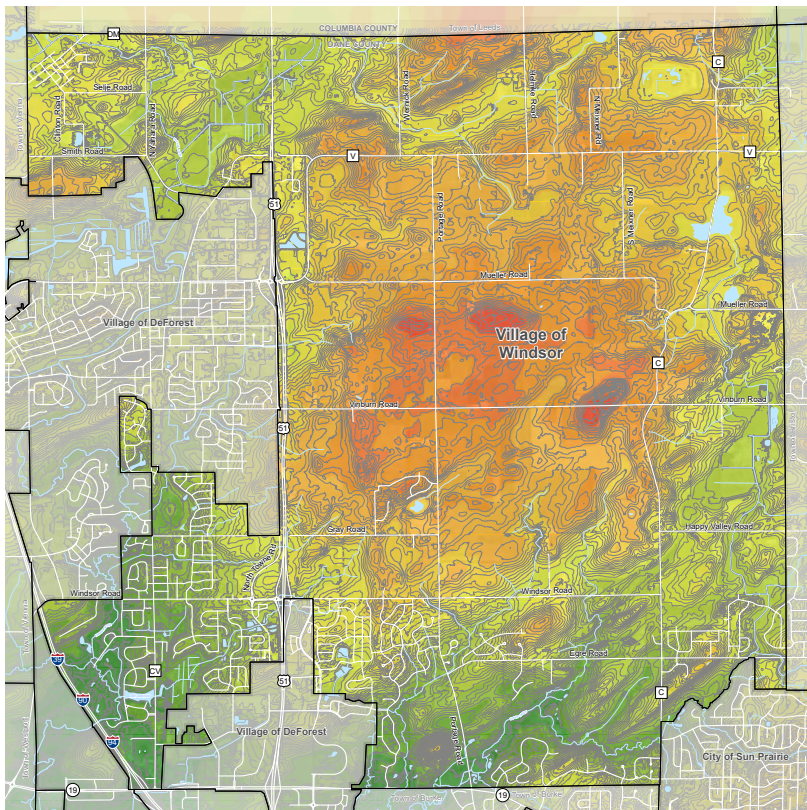
5. Recommended Plan

Foth will refine the draft based on feedback and present it at a public hearing for Plan Commission recommendation and Village Board adoption.

6. Final Plan

Upon adoption, Foth will deliver:

- Three (3) bound hard copies
- A complete PDF of all plan materials
- Digital files of text, tables, and maps as requested.



YOUR PROJECT TEAM

The Foth Team has a wealth of planning experience in the municipal realm. Our team has worked on the public and private sides of municipal government planning with over eighty (80) years of experience collectively. The project will be led by Mark Lyons with aid from our team of professional planners throughout the process.



Village Board

Village Plan Commission

Community Development Director | Sam Schroeder

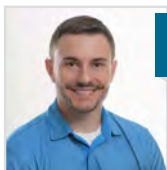
Stakeholders

Residents/Businesses
Local Organizations



Mark Lyons

Project Manager
Smart Growth Elements
Community Engagement



Orrin Sumwalt, AICP

Smart Growth Elements
Community Engagement



Shaun Mularkey

GIS/Graphics
Smart Growth Elements
Community Engagement



Jeff Muenkel, AICP CEcD

Economic Development
Community Engagement





Mark Lyons
Project Manager

Mark has 20 years community planning experience in local government most recently serving as the Planning Services Manager for the City of Oshkosh, WI. Mark has exceptional public facing communication skills leading community engagement efforts and guiding elected officials through planning and economic development initiatives. Mark's service with a large Wisconsin City brings an exceptional professional background on the elements of housing, land use, and economic development. Mark has helped create multiple tax increment districts and has provided effective affordable housing initiatives.

Education

B.S., Geography | University of Wisconsin-Stevens Point

Related Project Experience

2018 Comprehensive Plan, Oshkosh, WI
A Place in Oshkosh - A Housing Needs Assessment and Strategy Plan
Planning and Zoning Administrator, Multiple Communities including the Village of Pewaukee and the Village of Slinger



Shaun Mularkey
Lead Planner

Shaun has 26 years community planning experience including a proven history of comprehensive plan development for Wisconsin Cities, Villages and Towns. Shaun provides ongoing planning efforts to a variety of communities including ordinance creation/revision, design guidelines, comprehensive plans, neighborhood/revitalization/corridor plans, urban design (2D/3D), streetscaping, site development, public participation, development review, and geographical information systems (GIS) analysis and mapping.

Education

Masters of Urban Planning | University of Wisconsin-Milwaukee
B.S., Architectural Studies | University of Wisconsin-Milwaukee

Related Project Experience

Comprehensive Plan, Windsor, WI
Sandhills Neighborhood Plan, Richland County, SC
I-94 Comprehensive Corridor Study, Caledonia, WI
Planning and Zoning Administrator, Multiple Communities including the Village of Vernon, Village of Waukesha, Village of Windsor, and the Village of Walworth





Orrin Sumwalt, AICP
Planner

Orrin has 16 years of experience serving municipal governments as a planner and project manager in both the public and private realms. Orrin provides ongoing planning services to several communities including comprehensive plans, outdoor recreation plans, streetscaping enhancement plans, neighborhood plans, zoning administration, ordinance creation/revision, and development review. Orrin has successfully applied National Charrette Institute (NCI) Tools and Techniques to community planning to achieve transformative collaboration.

Certifications

American Institute of Certified Planners (AICP)

Education

B.A., Land Use Planning | University of Wisconsin-Stevens Point

Related Project Experience

Reedsburg Comprehensive Plan, Reedsburg, WI

Windsor Comprehensive Plan, Windsor, WI

Sandhills Neighborhood Plan, Richland County, SC

Streetscaping & Wayfinding Signage Master Plan, Mukwonago, WI

Comprehensive Plan, Franklin, WI

Planning and Zoning Administrator, Multiple Communities including the Village of Slinger, Village of East Troy, and the Village of Lisbon



Jeff Muenkel, AICP CEcD EDFP
National Service Lead - Planning

Jeff has 25 years of experience in a wide range of community and economic planning initiatives and is Foth's national planning lead. He has a passion for leading new economic development tasks for Wisconsin communities and has had the pleasure of leading comprehensive, neighborhood, and corridor planning efforts. Jeff excels at creating unique, innovative public engagement efforts, including interactive planning charrettes and digital technology, that bring a true understanding of the plan to stakeholders.

Certifications

American Institute of Certified Planners (AICP)

Certified Economic Developer (CEcD)

Economic Development Finance Professional (EDFP)

Education

B.A., Urban Planning | University of Wisconsin-Green Bay

Related Project Experience

Reedsburg Comprehensive Plan, Reedsburg, WI

Windsor Comprehensive Plan, Windsor, WI

Sandhills Neighborhood Plan, Richland County, SC

Business Park Creation/Certification, Multiple Alliant Energy

Foth National Planning Lead, Senior Client Manager for all Foth Represented Communities

Foth Site Development Lead



PROJECT SCHEDULE & BUDGET

SCHEDULE

Foth anticipates a start date of January 12, 2026 with completion by Spring 2027 based on the RFP. The general timeline below can be modified based on discussion with the Village during preparation of the contract.

Project Tasks	2026											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Project Orientation and Kickoff	■											
Public Participation Plan	■	■										
Plan Commission Meetings		■	■	■	■	■	■	■	■	■	■	
Stakeholder Interviews				■								
Online Survey				■	■	■						
Public Open House										■		
Background Review	■	■	■	■								
Draft Plan & Mapping			■	■	■	■	■	■	■	■	■	
Recommended Plan											■	
Final Plan												■



BUDGET

Foth proposes a lump sum fee amount of **\$48,500** to complete the tasks identified in the Scope of Work presented herein. Foth will hold to this fee regardless of additional hours required to perform the work unless tasks are negotiated with the Village that are outside the original scope. This cost includes all reimbursable expenses, travel, and mileage.



PROPOSAL FOR PROFESSIONAL SERVICES

Comprehensive Plan Update

VILLAGE OF KIMBERLY, WISCONSIN | DECEMBER 5, 2025



Building a Better World
for All of Us®

Engineers | Architects | Planners | Scientists

December 5, 2025

Sam Schroeder
Community Development Director
515 W Kimberly Avenue
Kimberly, WI 54136



Building a Better World
for All of Us®

RE: Comprehensive Plan Update

Dear Members of the Selection Committee,

The Village of Kimberly is preparing for a transformative update to its Comprehensive Plan – a plan that will guide growth, land use, and economic development for decades to come. This effort comes at a pivotal time, as Kimberly addresses shifts in development patterns, explores opportunities for revitalization, and seeks to integrate ongoing initiatives like the Sunset Park Master Plan. Short Elliott Hendrickson Inc. (SEH®) is eager to serve as a project partner for the creation of this important planning document. In this capacity, we are prepared to provide the following advantages on your behalf:



Driving Economic Development. Kimberly's future depends on strategies that spark growth and attract investment. Our team brings experience in structuring Tax Increment Financing (TIF) projects and creating frameworks that support sustainable economic development. We will incorporate tools and policies that help the Village leverage its assets and position itself competitively within the Fox Cities region.



Addressing Land Use and Community Needs. We understand the complexity of balancing single-family neighborhoods with higher-density developments and responding to changes such as the departure of major employers. SEH will provide clear land use strategies that respect existing character while accommodating future housing and commercial needs. Our approach will integrate regional housing trends and transportation connectivity to create a plan that works for residents and businesses alike.



Coordinating with the Sunset Park Effort. The Comprehensive Plan update offers an opportunity to align with the upcoming Sunset Park Master Plan. SEH will make these efforts complement each other, enhancing amenities and creating a cohesive vision for recreation and community spaces.



Designing to Your Budget. We recognize the importance of fiscal responsibility. SEH will design to your budget and provide a transparent cost structure with an itemized fee placeholder and optional add-ons for your consideration. See p. 16 for more detail about the options we are prepared to provide you on this project.

We are committed to delivering a plan that reflects Kimberly's priorities and provides practical steps for implementation. If you have any questions or would like additional information, please contact Nate at 608.620.6185 or nday@sehinc.com

Respectfully submitted,



"Our goal is to deliver a plan that reflects
Kimberly's priorities and drives real,
lasting progress."

NATE DAY AICP, NCI
PROJECT MANAGER

Engineers | Architects | Planners | Scientists

Short Elliott Hendrickson Inc., 425 West Water Street, Suite 300, Appleton, WI 54911-6058

920.380.2800 | 888.413.4214 | 888.908.8166 fax | sehinc.com

SEH is 100% employee-owned | Affirmative Action–Equal Opportunity Employer



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The specific licenses and credentials of the team members are described in the personnel and/or resume section of this document.

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The information contained in this Proposal was prepared specifically for you and contains proprietary information. We would appreciate your discretion in its reproduction and distribution. This information has been tailored to your specific project based on our understanding of your needs. Its aim is to demonstrate our ideas and approach to your project compared to our competition. We respectfully request that distribution be limited to individuals involved in your selection process.

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KIMBV 188401



Firm Profile and Qualifications

As an employee-owned collective of engineers, architects, planners, and scientists, SEH is driven to provide technically advanced, sustainable solutions for government, commercial, and industrial partners nationwide. Our Core Purpose: Building a Better World for All of Us®

At SEH, our 900+ dedicated employee-owners are united by a shared vision to create positive, lasting change. We are deeply committed to fostering an equitable environment and building safer, more sustainable infrastructure for governments, industries, and businesses across the nation.

BUILDING BETTER COMMUNITIES

For more than three decades, SEH has combined tried-and-true strategies with innovative approaches to help link each community's new developments with the best characteristics of its built heritage. Highly collaborative, we believe in a participatory process where consultants team with clients and community members. Our goal: create places of lasting beauty and value that transform the landscape and benefit your community and people.

OUR WORK IN PLANNING

SEH's multidisciplinary planning approach helps communities shape their future. Our team includes planners, engineers, urban designers, and graphics specialists who analyze issues and develop plans that support both short- and long-term goals. We bring a broad perspective, drawing on experience in local government at village, city, county, and town levels. This allows us to orient plans to the needs of leaders making decisions for the benefit of citizens. Our plans include strategic actions and timeless policy statements, grounded in sound development principles and focused on community impact.

ECONOMIC DEVELOPMENT

SEH partners with communities to drive inclusive and sustainable growth. Our team collaborates with stakeholders across public, private, and nonprofit sectors to align efforts and catalyze investment. The approach emphasizes innovation, equity, and resilience, supporting entrepreneurship, workforce development, and investment attraction. By fostering strategic partnerships and engaging with local leaders, SEH helps create vibrant economies positioned for long-term success.

FUNDING ASSISTANCE

SEH helps clients identify grants, low-interest loans, and tax incentives to turn great ideas into successful projects. The team stays current on funding opportunities at local, state, and federal levels, uncovering solutions that align with project needs. SEH works with a wide range of clients, including counties, municipalities, development corporations, businesses, agriculture operations, sanitary districts, and more to secure resources that move projects forward.

THE SEH ADVANTAGE



Multidisciplinary Expertise:

Benefit from integrated solutions that consider all aspects of community development – planning, engineering, design, economic growth, and parks – resulting in more cohesive, effective, and future-ready projects.



Collaborative Approach: Receive a partner who listens, engages, and works seamlessly with municipal staff, stakeholders, and other consultants, making sure that all voices are heard.



Proven Funding Success: Gain access to SEH's knowledge and experience in identifying and securing grants, loans, and incentives, helping maximize available resources.



Flexible On-Call Planning Services:

Rely on timely, responsive support that address challenges quickly and efficiently.



Sustainable Solutions:

Create long-term value for current and future generations with SEH's environmentally responsible plans.



Park and Recreation Collaboration:

Shape vibrant, accessible park environments that foster community connection and long-term value.



Ongoing Community Support:

Receive continued guidance to help adapt to changing needs, implement new initiatives, and achieve long-term goals.

PARKS AND LAND DEVELOPMENT

SEH brings decades of experience supporting communities in the planning and design of parkland spaces and land development projects. This includes recreation-focused environments, natural resource stewardship, and amenities such as drainage, lighting, parking, access, restroom facilities, pavilions, trails, and neighborhood compatibility. SEH's experience will be an asset in collaborating with the firm selected for the Sunset Park Master Plan, contributing valuable insights and technical support to help achieve the Village's vision for its parks and open spaces. Our approach incorporates unique design strategies and proven materials to enhance both active and passive recreational amenities, always with a focus on community interaction and long-term value.

LEVERAGING GIS DATA

SEH's planning team brings specialized experience in GIS for comprehensive planning efforts. We assist communities with GIS work for utilities and are prepared to build on that foundation by further leveraging our capabilities. Our approach includes compiling U.S. Census data, traffic data, recent housing trends, and more to create a detailed picture of community needs and strengths. By integrating advanced GIS analysis, SEH delivers actionable insights that inform planning and support future decision-making.

COLLABORATION

SEH is committed to effective collaboration with partner firms to achieve project goals. Our team has extensive experience working alongside other consultants, helping to ensure open communication, coordinated planning, and seamless integration of deliverables. We prioritize transparency and a cooperative approach that supports the client's vision. For the Sunset Park Master Plan, SEH will actively engage with the selected firm to align strategies, share information, and deliver a unified, high-quality outcome for the Village.

HANDS-ON PUBLIC ENGAGEMENT

A comprehensive plan cannot be truly comprehensive without widespread community participation. SEH's approach to public engagement centers on making every community group feel comfortable and empowered to share their goals, concerns, and vision for the future. We accomplish this through a wide range of in-person and online engagement methods that encourage people of all age groups to get involved, give voice to previously underserved community members, and build consensus for the direction of the plan and the Village moving forward.

SEH looks forward to working with the Village to define the right activities and events that will engage residents, business owners, and visitors.

BEYOND THE COMPREHENSIVE PLAN

SEH's support extends well beyond the comprehensive plan. Our team is equipped to assist the Village of Kimberly with a wide variety of future initiatives, from infrastructure improvements and park master planning to economic development strategies and land use projects. We offer ongoing guidance to help implement adopted plans, secure funding, and adapt to evolving community needs.

In addition, SEH offers on-call planning services, providing the Village with flexible, as-needed access to our multidisciplinary team. Whether responding to urgent questions, assisting with regulatory changes, or supporting new initiatives, our specialists are available to deliver timely solutions and guidance whenever needs arise.

Whether it's facilitating public engagement, providing technical guidance, or supporting grant applications, SEH remains a committed partner throughout the development process and into future phases. Our multidisciplinary capabilities allow us to collaborate on projects of any scale, helping Kimberly achieve its vision for growth and resilience.



LOCAL EXPERIENCE AND ONGOING COMMITMENT

Our team recently designed the new Municipal Services Building for the Village, giving us firsthand insight into Kimberly's infrastructure, operations, and community priorities. This experience allows us to tailor our planning services to the Village's unique needs and helps ensure that our recommendations are grounded in a deep understanding of local context.



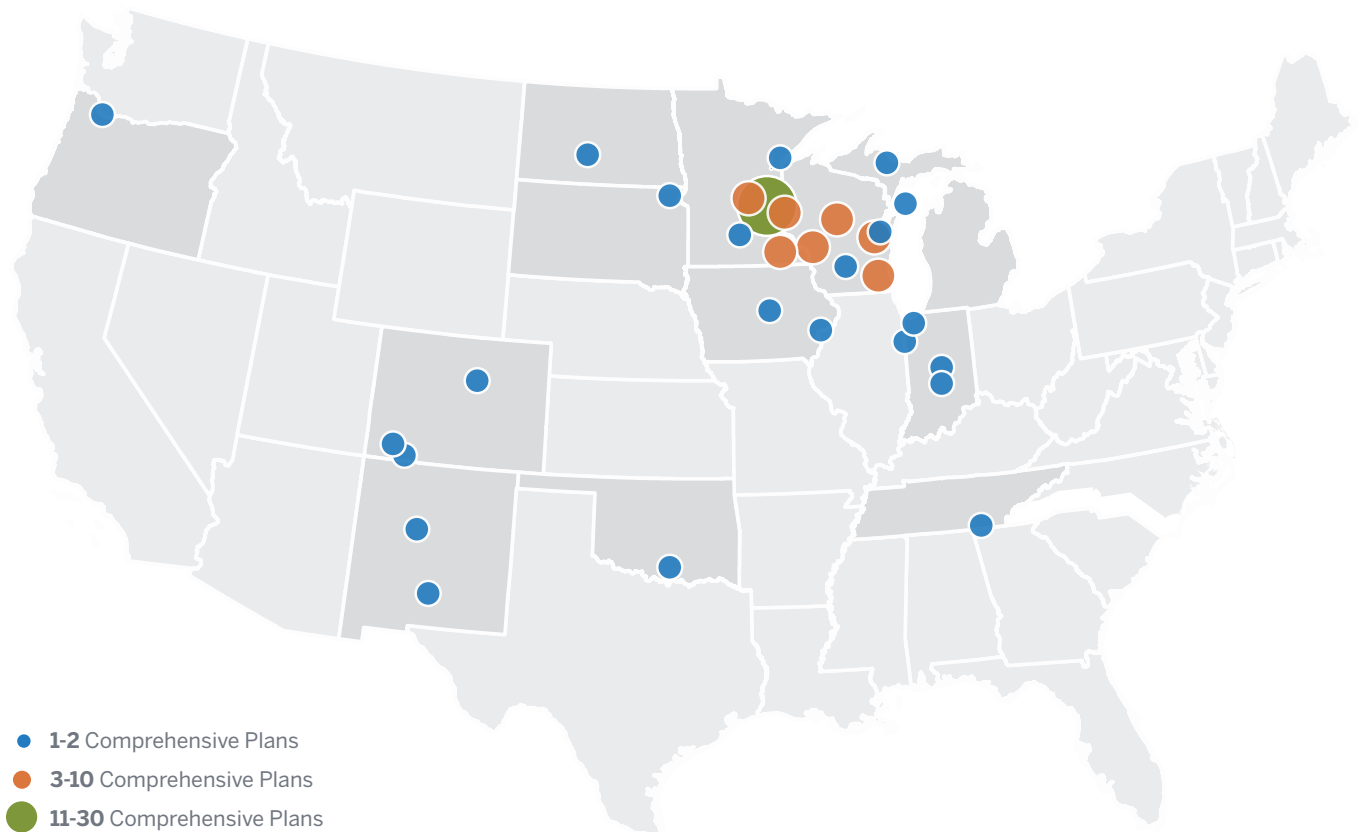


Relevant Project Experience

SEH has delivered planning services for communities across the region, including nationally recognized and award-winning projects. We partner with elected and appointed officials, businesses, and citizens to explore opportunities for renewing existing assets and creating new development. Our team includes former municipal planners who have implemented comprehensive plan recommendations, bringing practical experience to every project.

Over the past 10 years, SEH has completed more than 100 comprehensive plans. Below is a brief overview of plans currently in progress or recently completed:

- Austin, MN
- Baraboo, WI
- Bayport, MN
- Brookfield (Town), WI
- Dakota County, MN
- Delafield, WI
- Gem Lake, MN
- Glencoe, MN
- Hamburg, MN
- Hudson, WI
- Lac La Belle (Village), WI
- Marshalltown, IA
- Marshfield (City), WI
- Marquette (Town), MI
- Medford, WI
- Mower County, MN
- New Ulm, MN
- Olivia, MN
- Onalaska, WI
- Rice Lake, WI
- Richardton, ND
- Rochester, MN
- Rochester (Village), WI
- Sauk Rapids, MN
- Stevens Point, WI
- Stewartville, MN
- Summit (Village), WI
- Trempealeau, WI
- Waite Park, MN
- Yorkville, WI



- 1-2 Comprehensive Plans
- 3-10 Comprehensive Plans
- 11-30 Comprehensive Plans

COMPREHENSIVE PLAN

CITY OF BARABOO, WI



**SCAN/CLICK
TO LEARN MORE**

Our team approached the recent Comprehensive Plan for the City of Baraboo with a commitment to both community engagement and data-driven strategy. We initiated the planning process by connecting with residents, business owners, and key stakeholders through workshops, online surveys, and public meetings. This extensive outreach allowed us to gather a wide range of insights, helping to ensure that the plan truly reflected the needs and aspirations of the Baraboo community. By listening closely to community feedback, we identified core goals for Baraboo's future, focusing on sustainable growth, economic development, and enhanced quality of life.

To deliver actionable and forward-thinking solutions, we leveraged our experience in urban planning and local knowledge of Baraboo's unique assets and challenges. Our team conducted thorough data analyses on population trends, economic indicators, and land-use patterns, enabling us to craft a comprehensive plan grounded in evidence and best practices. Our multidisciplinary approach helped to ensure that we addressed diverse aspects of Baraboo's development, from infrastructure and transportation to parks and open spaces. The result was a strategic, community-centered plan designed to guide Baraboo's growth for years to come, helping the City achieve a vibrant, resilient future.

COMPREHENSIVE PLAN UPDATE

VILLAGE OF TREMPEALEAU, WI



**CLICK/SCAN
TO LEARN MORE**

The Village of Trempealeau hired SEH to update their comprehensive plan, which was last updated in 2002. This planning process involved multiple public engagement sessions, including a pop-up workshop at Catfish Days, an online website and surveys, plan commission workshops, and an open house that will occur prior to approval. Engaging with the community was instrumental in gathering input, identifying community values, and forming a vision for Trempealeau in the next 20 years. This comprehensive plan focuses on preserving and enhancing the downtown, identifying future residential and commercial growth areas, and promoting sustainability and preservation of Trempealeau's natural features and parks.

This plan will be used by both elected officials and Village staff to assist and provide a rational basis for local land use decisions within the community. A steering committee was formed to provide valuable feedback and guidance on the creation of this plan.

COMPREHENSIVE PLAN

TOWN OF BROOKFIELD, WI



The Town of Brookfield, known for its suburban charm and well-maintained residential areas, has experienced significant commercial and residential growth over the last decade. To manage this growth while preserving the community's picturesque and family-friendly environment, the Town hired SEH to develop its first comprehensive plan. SEH helped create strategies to maintain the community's character while allowing for higher-density growth along the main commercial corridor, Bluemound Road.

The planning process involved a robust public engagement effort, helping to ensure diverse voices were heard through equitable and inclusive activities. Community members worked closely with the SEH team to identify opportunities for growth, reimagine redevelopment sites, and enhance recreational amenities and unique places that define Brookfield.

The comprehensive plan and its planning process were touted as a success. The community is currently working with SEH to update their zoning code to make sure that the legal framework is in place to manage growth, protect resources, and guide development in a way that reflects the community's long-term vision and goals.

COMPREHENSIVE PLAN

CITY OF AUSTIN AND MOWER COUNTY, MN



The City of Austin and Mower County selected SEH to update their comprehensive plans, creating two distinct but interconnected plans that address shared goals and challenges. This partnership aims to foster multi-jurisdictional collaboration and develop a cohesive, resilient future for local residents.

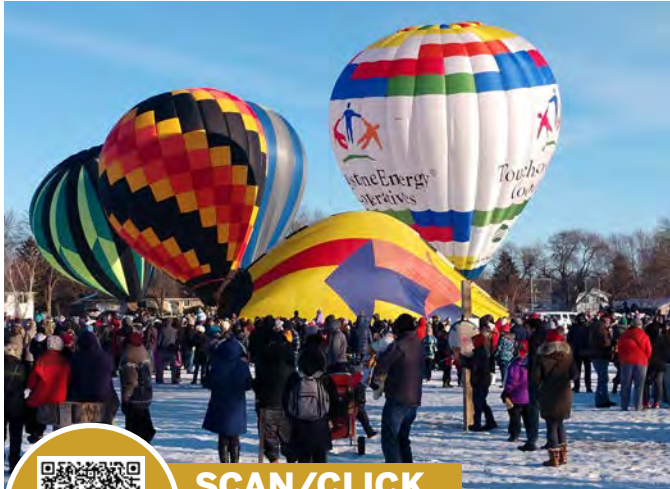
The plans were built upon demographic and market research and extensive community input, involving the engagement of 3,500+ people virtually and in-person. The SEH team facilitated engagement in Spanish and English, as well as with a local Karenni community.

The City's plan focuses on establishing Austin as a Food City, promoting a vibrant food culture. The County's plan emphasizes strengthening the food system economy, culture, environmental stewardship, and agriculture in Mower County.

SEH formed Communities of Practice groups to make the plans actionable. These groups, centered around common concerns, focused on the Food City/Food System Strategy and Austin's Downtown. The Food City/Food System Strategy includes seven components: Access and Equity, Production, Distribution, Activation and Engagement, Brand and Story, Arts and Culture, and Education.

2020-2040 COMPREHENSIVE PLAN

HUDSON, WI



**SCAN/CLICK
TO LEARN MORE**

The City of Hudson hired SEH to perform a 10-year update to its Comprehensive Plan as required by the State of Wisconsin. SEH's multidisciplinary team of specialists spans community and land use, market analysis and economic development, civil engineering, transportation, GIS, and innovative public engagement. Through rigorous public engagement strategies that include in-person meetings, community forums, and interactive online tools, SEH helped the City create a living document that bridges generations with an eye to the future and an ear to the City's rich, historic past.

The plan identifies community issues, opportunities, and needs in a way that facilitates land use decisions and effective use of community resources in achieving the community's long-term vision. Working alongside the community, we looked for solutions regarding multimodal transportation, infrastructure demands, funding and regulations, affordable housing, and future land use tax implications.

UW PLATTEVILLE RICHLAND CAMPUS REDEVELOPMENT

RICHLAND COUNTY, WI



SEH is currently assisting Richland County with the redevelopment of the former UW Platteville Richland campus. SEH was selected for our ability to deliver a comprehensive, phased planning process that includes:

- Site and building assessments to determine reuse potential
- Market and feasibility analysis to identify viable redevelopment paths
- Stakeholder engagement to maintain alignment with community and institutional goals
- Implementation strategies that balance vision with fiscal and operational realities



Proposed Approach

UNDERSTANDING AND VISION

The Village of Kimberly stands at an exciting juncture in its growth story. Following significant transformation since the closure of the paper mill, the community has emerged as a dynamic and desirable location in the Fox Cities region. The Comprehensive Plan update presents an opportunity to position Kimberly for the next 20 years of sustainable growth, balancing redevelopment, housing choice, mobility, and the preservation of local character.

Our approach centers on three guiding principles:



Action-Oriented Outcomes: Craft a plan that directly supports implementation and day-to-day decision-making.



Community-Centered Engagement: Enable residents, businesses, and stakeholders to shape their vision through inclusive and creative outreach.



Integrated Planning: Coordinate the Comprehensive Plan with the forthcoming Sunset Park Master Plan and other regional efforts to create a cohesive community framework.

We understand that Kimberly's plan must go beyond compliance with Wisconsin State Statutes (§66.1001). It should reflect the community's aspirations for growth, quality of life, and resilience.

PROJECT APPROACH

Our process is designed to be efficient, transparent, and interactive, making sure that the Village and its partners are engaged from start to finish. The effort will be structured in five phases:

PHASE 1 DISCOVERY AND EXISTING CONDITIONS

We begin by reviewing existing documents, data, and mapping resources provided by the Village and Outagamie County. We'll assess demographic trends, development patterns, zoning ordinances, infrastructure, and regional and specific area plans (including ECWRPC and TID project plans).

Deliverables include:

- Baseline Conditions Summary
- GIS-based land use and development inventory
- Initial "Issues and Opportunities" discussion

The SEH team will work with the public, stakeholders, and municipal officials to identify key issues and opportunities that, when evaluated and incorporated into an action plan, will give the Village of Kimberly the momentum to manage future growth in a way that is sustainable and consistent with the community's vision. **We have outlined a few issues and opportunities on the following page that we will look to address in the Comprehensive Plan.**

This phase aligns the project team and Village on existing challenges and opportunities before visioning begins.



SEH will help empower Kimberly's future through action, community engagement, and integrated planning.

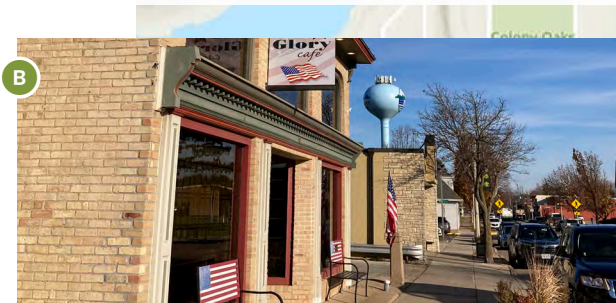
PROJECT CONSIDERATIONS | KIMBERLY COMPREHENSIVE PLAN UPDATE



The Cedars of Kimberly

OPPORTUNITY: This redevelopment area presents an exciting opportunity for transformation.

CONSIDERATION: It will be important to strengthen the community identity and set the community up to thrive for the long-term by holding to the vision for the project. It will also be important to be intentional about connectivity to this area.



Existing Commercial Lots

OPPORTUNITY: There are a few existing commercial lots available within the Village that present an opportunity for small business growth.

CONSIDERATION: The plan should support small business growth. Strong partnerships could support entrepreneurial infrastructure with potential incentives for small businesses.



Regional Collaboration

OPPORTUNITY: The Fox Cities region offers great opportunities for regional collaboration around shared services, transportation initiatives, and economic and workforce development.

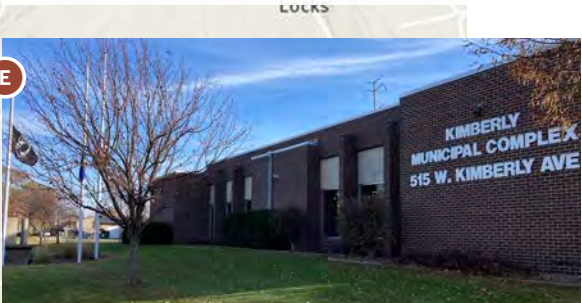
CONSIDERATION: The plan should work to strengthen intergovernmental cooperation, explore shared infrastructure and public safety services, and align transportation planning with regional mobility goals.



Limited Land Availability

CHALLENGE: Kimberly is landlocked by the Fox River and neighboring municipalities, leaving little room for expansion.

CONSIDERATION: The plan should consider policies that promote higher-density housing, mixed-use redevelopment, and adaptive reuse of underutilized properties.



Aging Infrastructure & Reliance on TIF

CHALLENGE: The Village faces challenges with aging infrastructure, which will put a strain on municipal budgets.

CONSIDERATION: The community must manage resources to prioritize infrastructure upgrades, pursue funding, and address TIF management.



Housing Affordability

CHALLENGE: While new riverfront condos aim to fill a niche, housing affordability remains a concern, and workforce housing options are limited.

CONSIDERATION: The plan should encourage a mix of housing types and explore inclusionary zoning or incentives for affordable units. Consider partnerships with regional housing authorities and affordable housing developers.

PHASE 2 COMMUNITY VISION AND ENGAGEMENT

Public participation will drive the plan. Our engagement strategy will be refined with your input and may include:

- Interactive public workshop/open house
 - At the beginning of the planning process, this Public Involvement Workshop will provide residents with an opportunity to help shape a vision for Kimberly. Our team will document feedback from the public about future opportunities and strengths of Kimberly, as well as suggestions for future changes to improve the community.
- Pop-up booths at community events or library locations
 - Sometimes spur-of-the-moment meetings need to happen to help ensure a smooth project. The plan will include two additional meetings that could be used for special groups or to build upon concepts found throughout the Comprehensive Plan. This time may also be used to create a second survey or to have a booth at an event like Paperfest or the Fox Cities Marathon to meet people where they are.
- Online engagement hub with surveys, maps, and idea boards

Optional: We'll also work closely with a Steering Committee, if formed, to guide plan development and make sure community perspectives remain central throughout the process. A short, visual summary of public feedback will be shared after each event to maintain transparency.

PUBLIC ENGAGEMENT INNOVATION

Our engagement strategy emphasizes fun, accessibility, and inclusivity. Beyond traditional public meetings, we'll use:

- Community "idea wall" boards placed in high-traffic locations
- QR code surveys linked to mobile-friendly questions
- Visual preference polls to guide design and redevelopment discussions
- Short video recaps summarizing key findings at each milestone

Engagement will be designed to meet people where they are, making sure that the voices of long-term residents, new families, and business owners alike are heard.

PHASE 3 PLAN ELEMENT DEVELOPMENT

Using Wisconsin's Smart Growth framework, we'll develop all required plan elements:

- **Issues and Opportunities:** Vision statement, goals, and measurable objectives
- **Housing:** Strategies for affordability, reinvestment, and diversity in housing types
- **Transportation:** Multi-modal recommendations aligned with county and regional mobility plans
- **Utilities and Community Facilities:** Coordination with infrastructure and sustainability goals
- **Agricultural, Natural, and Cultural Resources:** Preservation strategies that enhance identity
- **Economic Development:** Business retention, redevelopment readiness, and corridor strategies
- **Intergovernmental Cooperation:** Collaboration with neighboring jurisdictions and agencies
- **Land Use:** Future land use map supported by detailed descriptions and density ranges
- **Implementation:** Prioritized action plan with responsible parties, funding options, and timeframes

Each element will include implementation tools and graphics such as land use diagrams, infographics, and map-based recommendations to enhance clarity and usability.

PHASE 4 DRAFT PLAN AND REVIEW

We will prepare a full draft for staff review, followed by presentation of the recommended plan to the Plan Commission and Village Board. Each iteration will be refined based on feedback. The draft will be formatted for digital and print use, helping ensure ease of navigation and professional design consistent with Village branding.

PHASE 5 ADOPTION AND DELIVERY

Following public hearings and adoption, we will prepare the final Comprehensive Plan, deliver required printed copies, and provide all shapefiles, digital assets, and engagement materials. We will also prepare an Adoption Toolkit, including presentation slides, public notice templates, and a concise implementation checklist to assist with annual updates.

COORDINATION AND MANAGEMENT

Project management will be proactive and collaborative. Nate Day will serve as the Village's single point of contact and will:

- Lead progress check-ins (virtual)
- Maintain a shared project timeline for transparency
- Provide concise monthly progress summaries
- Maintain alignment with the Sunset Park Master Plan schedule to avoid duplication and maximize community participation

We will leverage digital tools such as GIS and collaborative platforms to streamline feedback and documentation. The team's familiarity with Wisconsin municipal planning helps maintain statutory compliance and consistency with DNR, WisDOT, and regional frameworks.

DELIVERABLES

Deliverables include:

- Existing Conditions Report and Summary Maps
- Public Engagement Reports (for each phase)
- Full Draft Plan (digital PDF)
- Recommended Plan (Plan Commission and Board review)
- Final Plan (3 printed and bound copies + all digital files)
- Implementation Toolkit

SCHEDULE

We propose a 15-month schedule from kickoff to adoption, aligning with the Village's target completion of Spring 2027:

- January 2026: Kickoff and discovery
- Spring–Summer 2026: Visioning and engagement
- Fall 2026: Draft plan and review
- Winter 2026–Spring 2027: Adoption and final deliverables

SEH, THE RIGHT CHOICE

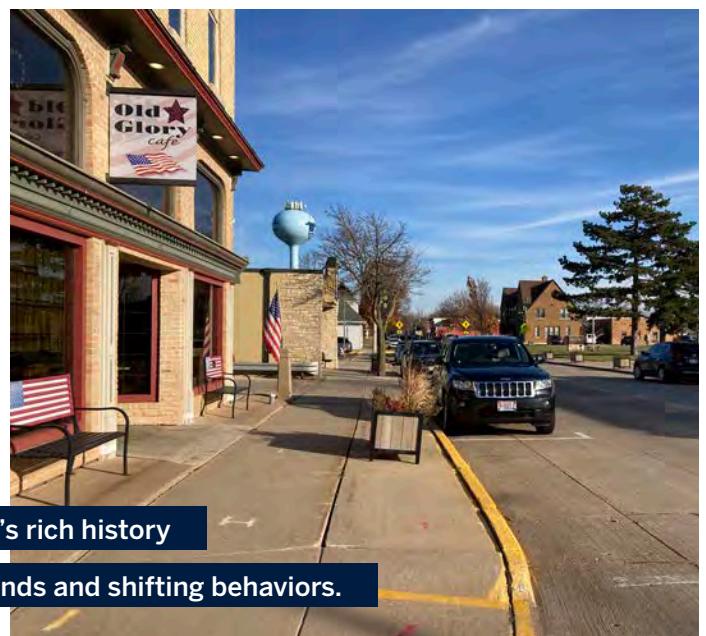
SEH brings significant experience in urban planning, land use, and community development. We have a proven track record of successfully completing similar projects and understand what it takes to coordinate with diverse stakeholders and navigate complex regulatory frameworks. Our commitment to innovation and staying current with the latest trends and best practices in planning is uniquely important when crafting a forward-looking planning document.

Our team values collaboration and community engagement – qualities essential for working with stakeholders to develop a plan that reflects the needs and aspirations of the community. These team members exhibit strong communication skills, including the ability to convey complex information in a clear and understandable way.

The Comprehensive Plan update will serve as a living guide to action, investment, and identity for the Village of Kimberly. Through a process grounded in collaboration, creativity, and practicality, we will deliver a plan that:

- Reflects the Village's unique character and opportunities
- Provides clear and implementable actions
- Builds community consensus around a shared vision for the next generation

Our team is excited by the opportunity to partner with Kimberly to shape a plan that is both visionary and doable. This Plan will be rooted in today's realities and ready for tomorrow's opportunities.



The updated Comprehensive Plan will honor Kimberly's rich history and recreational offerings while considering future trends and shifting behaviors.

SCHEDULE

	2026												2027		
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
Project Management															
Kickoff Meeting															
Team Meetings (1x per month, 15 months, from January 2026 to March 2027)															
Development of Comprehensive Plan Update															
Review Existing Conditions															
Demographics and Housing															
Existing and Future Land Use															
Parks and Recreation															
Transportation															
Economic Development															
Public Infrastructure and Utilities															
Community Facilities and Character															
Implementation															
GIS Mapping															
Draft Plan Revisions (3)															
Final Plan Revisions															
Comprehensive Plan Adoption															
Public Hearing Coordination and Support															
Adoption Resolution															
Adoption Meetings															
Final Plan Revisions – Council Deliverable															
Public Involvement															
Public Participation Plan															
Public Hearing (1)															
Workshop/Open House (1)															
Village Board Meeting (4)															
Plan Commission Meetings (3)															
Online Survey (2)															
Pop-Up Meetings (2)															



Team Members

Our team has extensive experience assisting counties similar in size, demographics, natural settings, and economic environment as the Village of Kimberly. We have the capacity and drive to deliver a comprehensive plan that creates opportunities for years to come.

MANAGEMENT

Village of Kimberly

Sam Schroeder

Nate Day AICP, NCI

Project Manager

Trevor Frank AIA, LEED AP®, NCARB, PMP

Client Service Manager, QA/QC

PROJECT TEAM

Brian Fukuda

Economic Development/Plan Writer

Bryce Hembrook AICP

Plan Writer

Mary Falk AICP

GIS/Public Engagement

Molly Wagner PLA, CLARB

Landscape Architect

Kenton Brose PE

Civil Engineer

The specific licenses and credentials of the team members are described in the following pages.

NATE DAY AICP, NCI PROJECT MANAGER

Nate will lead the development of the Comprehensive Plan for the Village, overseeing project activities to deliver this project on time and within budget.

Nate is an experienced planner specializing in land use, transportation, and environmental planning. Over his career, Nate has successfully delivered comprehensive plans, land use studies, bike and pedestrian recommendations, recreation plans, project environmental documentation, and transportation plans. His significant public engagement experience helps to ensure effective community participation is achieved on all projects he is involved in. He also brings extensive experience identifying and leveraging funding sources to assist communities with obtaining financial assistance for projects.

EXPERIENCE

- City of Austin/Mower County Comprehensive Planning (Austin Community Charitable Fund) – Austin and Mower County, MN
- Comprehensive Plan – Baraboo, WI
- Comprehensive Plan Update – Trempealeau, WI
- Comprehensive Plan Update – Olivia, MN
- Comprehensive Plan – Hudson, WI



17
YEARS OF
EXPERIENCE



EDUCATION

Master of Science, Urban Planning
University of Wisconsin-Milwaukee

Bachelor of Arts, Communications
University of Wisconsin-Milwaukee



REGISTRATIONS/CERTIFICATIONS

NCI Charrette Management and Facilitation Certificate, National Charrette Institute

Certified Planner, American Institute of Certified Planners

TREVOR FRANK AIA, LEED AP®, NCARB, PMP

CLIENT SERVICE MANAGER. QA/QC

Trevor will lead the quality management process and serve as the Village's trusted advisor to create a superior client experience.

Trevor is a senior architect and project manager with extensive experience across diverse building types, including municipal, educational, industrial, commercial, and renovation/restoration projects. He oversees project budgets, schedules, and marketing initiatives. Trevor manages architectural projects for both new construction and facility renovations in public and private sectors, including experience on state and federal projects.

EXPERIENCE

- New Municipal Services Building – Kimberly, WI
- Facility Needs Assessment – Kimberly, WI
- Campus Master Planning and 1655 Building Facility Plan (Winnebago County) – Menasha, WI
- Central Park North Campus Master Plan (Carmel Clay Parks and Recreation) – Carmel, IN
- Parks Master Planning – Combined Locks, WI
- Waterfront Revitalization Initiative – East Chicago, IN



33
YEARS OF
EXPERIENCE



EDUCATION

Master of Science, Architecture
University of Wisconsin-Milwaukee

Bachelor of Science, Architecture
University of Wisconsin-Milwaukee



REGISTRATIONS/CERTIFICATIONS

Architect in WI, AZ, FL, GA, IA, IL, IN, KY, MI, MN, NC, ND, NE, OH, RI, SD, TN, and VA

Project Management Professional (PMP), Project Management Institute

LEED AP, U.S. Green Building Council

Architect, National Council of Architectural Registration Boards

BRIAN FUKUDA

ECONOMIC DEVELOPMENT/PLAN WRITER

Brian will guide the development of economic development strategies in the Comprehensive Plan.

Brian is a dedicated professional with a passion for community impact. He has extensive experience in managing economic development projects and programs, including the redevelopment and adaptive reuse of the La Crosse County campus. He has been successful with promoting P5 collaboration (public, private, non-profit, philanthropic, people partnerships) by developing and maintaining relationships with key community partners. He has guided numerous development projects through zoning and permitting processes. Brian has also managed the development of a business park and the related TIF district.

EXPERIENCE

- UW Platteville Richland Redevelopment Project (Richland County) – Richland Center, WI
- La Crosse County Campus Redevelopment – La Crosse, WI*
- Lakeview Business Park – West Salem, WI*
- Meadow Park Estates Development – Rockland, WI*
- Led funding, implementation, and development of a \$15M "Workforce Readiness Center" for the Boys & Girls Clubs of Greater La Crosse, along with related programming*



22
YEARS OF
EXPERIENCE



EDUCATION

Master of Science, Business – Real Estate and Urban Economics
University of Wisconsin-Madison

Bachelor of Science, Consumer Science
University of Wisconsin-Madison



REGISTRATIONS/CERTIFICATIONS

Certificate, Economic Development Finance

Certificate, Non-Profit Leadership

**Prior to joining SEH*

BRYCE HEMBROOK AICP

PLAN WRITER

Bryce will work with the project team to develop the Comprehensive Plan.

Bryce is a planning professional with significant municipal experience. As a previous city planner, he is well-versed in zoning, new development and redevelopment, comprehensive planning, master planning, bike and pedestrian planning, and permitting. Bryce works with residents and stakeholders to deliver community-minded results, and he has experience with compiling reports, collecting data, analyzing information, implementing recommended policies and programs, and reporting findings to the public.

EXPERIENCE

- Comprehensive Plan – Town of Brookfield, WI
- Comprehensive Plan Update – Trempealeau, WI
- Comprehensive Plan – Baraboo, WI
- Downtown Master Plan – Waterloo, WI
- Master Planning – Summit, WI
- Municipal Planning Services – Town of Brookfield, Town of Burlington, and City of Marshfield, WI
- City of Austin/Mower County Comprehensive Planning (Austin Community Charitable Fund) – Austin and Mower County, MN



9
YEARS OF
EXPERIENCE



EDUCATION

Bachelor of Science, Urban Planning
University of Wisconsin-Oshkosh

Bachelor of Science, Geography
University of Wisconsin-Oshkosh



REGISTRATIONS/CERTIFICATIONS

Certified Planner, American Institute
of Certified Planners

MARTY FALK AICP

GIS/PUBLIC ENGAGEMENT

Marty will guide public engagement and use GIS analysis to inform land use policies and community development.

Marty is a planner specializing in transportation, environmental planning, and GIS. His work has focused primarily on corridor and land use studies, transportation infrastructure improvement, and regional transportation plans. Marty has experience with environmental documentation and successfully managing sensitive resources and issues including Section 4(f) and Section 6(f) resources, Environmental Justice populations, wetlands, threatened and endangered species, traffic noise, hazardous materials, agricultural preservation, and archaeological and historic resources. He also has experience with agency, local official and tribal coordination, and has successfully managed public involvement efforts ranging from public involvement meetings to specialized focus groups.

EXPERIENCE

- Comprehensive Plan – Baraboo, WI
- Comprehensive Plan Update – Trempealeau, WI
- Comprehensive Plan Update – Stewartville, MN
- 2020-2040 Comprehensive Plan – Hudson, WI
- I-94 Corridor and 2050 Comprehensive Plan (Town of Yorkville Sewer/Water Commission) – Yorkville, WI



11
YEARS OF
EXPERIENCE



EDUCATION

Master of Urban Planning
University of Wisconsin-Milwaukee

Bachelor of Science, Geography
(Concentration: Environmental
Science) (Minors: Spanish,
Environmental Studies)
University of Wisconsin-La Crosse



REGISTRATIONS/CERTIFICATIONS

Certified Planner, American Institute
of Certified Planners

MOLLY WAGNER PLA, CLARB

LANDSCAPE ARCHITECT

Molly will lead landscape architecture planning for this project.

Molly is a landscape architect and project designer with experience in educational, medical, cultural, residential, municipal, international, and master planning projects. She provides effective communication with clients and contractors from concept to construction, leveraging the use of graphics such as rendered plans, sections, elevations, plant and material boards as well as construction documents to convey design intent. Her time spent working in the Pacific Northwest instilled in her a passion for stormwater and creating sustainable landscapes. Molly is proficient in AutoCAD and the Adobe Creative Suite.

EXPERIENCE

- New Municipal Services Building – Kimberly, WI
- Comprehensive Plan – Wales, WI
- King Street Greenway – La Crosse, WI
- Cantonment-Wide Stormwater Master Plan (US Army - Fort McCoy) – Fort McCoy, WI
- Comprehensive Safety Action Plan Development (Kenosha County Highway Department) – Kenosha County, WI
- CORP and Downtown Parks Master Plan – Baldwin, WI

KENTON BROSE PE

CIVIL ENGINEER

Kenton will plan and design infrastructure solutions that support the Village's long-term plans.

Kenton is a project engineer with experience overseeing design for public and private projects. He has successfully coordinated with agencies, including WDNR, WisDOT, U.S. Army Corps of Engineers (USACE), Regional Plan Districts, and Utility Districts, as well as county and local municipalities. Kenton has developed construction documents for commercial, industrial, and land development projects, including grading, erosion control, and utility design. He has also developed Stormwater Management Plans and Traffic Impact Analysis reports. Kenton is proficient in HydroCAD, WinSLAMM, AutoCAD Civil 3D, and Recarga.

EXPERIENCE

- Caleb's Creek General Engineering – Kernersville, NC
- Heartland Park Concept Master Plan – St. John, IN
- Grandview Commons (DSI Real Estate) – Madison, WI*
- Vista West Senior Living Community (Capri Senior Communities) – Madison, WI*



18
YEARS OF
EXPERIENCE



EDUCATION

Master of Landscape Architecture
University of Minnesota-Twin Cities

Bachelor of Arts, Biology
Gustavus Adolphus College



REGISTRATIONS/CERTIFICATIONS

Landscape Architect in WI, CO, IN,
and OR



16
YEARS OF
EXPERIENCE



EDUCATION

Bachelor of Science, Civil Engineering
University of Wisconsin-Madison



REGISTRATIONS/CERTIFICATIONS

Professional Engineer in WI

**Prior to joining SEH*

Cost Proposal

The SEH team is prepared to deliver the services required for this project in accordance with the Village's budget and preferred timeline. We have provided a breakdown of our staff's anticipated hours on this project and the costs associated for each task.

\$

Cost Proposal

</



References

As a 100% employee-owned company, our success at SEH is grounded in the satisfaction of our client partners, as well as our ability to meet our clients' goals.

CLIENT City of Baraboo
PROJECT Comprehensive Plan
CONTACT **Thomas Pinion**, Public Works/City Engineer Director
608.355.2730
tpinion@baraboowi.gov

CLIENT Village of Trempealeau
PROJECT Comprehensive Plan Update
CONTACT **Isaac Pooler**, Administrator/Finance Director
608.534.3104
ipooler@trempealeauwi.com

CLIENT Town of Brookfield
PROJECT Comprehensive Plan
CONTACT **Tom Hagie**, Town Administrator
262.796.3788
administrator@townofbrookfield.com

CLIENT City of Austin and Mower County, MN
PROJECT Comprehensive Plan
CONTACT **Valerie Sheedy**, Deputy County Administrator
507.434.2639
valeries@co.mower.mn.us

CLIENT City of Hudson
PROJECT 2020-2040 Comprehensive Plan
CONTACT **Tiffany Weiss**, Associate City Planner
715.386.4776, ext 161
tweiss@hudsonwi.gov

CLIENT Richland County
PROJECT UW Platteville Richland Campus Redevelopment
CONTACT **Tricia Clements**, County Administrator
608.649.3823
tricia.clements@co.richland.wi.us



We encourage you to contact each reference to verify the tireless commitment SEH makes to each client partner and, ultimately, to further explore how the proposed SEH team may best serve on your behalf.



MSA

| planning + design
studio

PROPOSAL TO PROVIDE Comprehensive Plan Update

Prepared for:
Village of Kimberly
December 7, 2025



Proposal to Provide:
COMPREHENSIVE PLAN
UPDATE

December 7, 2025

Sam Schroeder, Community
Development Director
Village of Kimberly
515 W Kimberly Avenue
Kimberly, WI 54136

MSA Professional
Services, Inc.
2901 E Enterprise Avenue
Appleton, WI 54913

Dear Sam,

MSA Professional Services, Inc. (MSA) is excited to submit our proposal for the Village of Kimberly's Comprehensive Plan Update. Our team understands the importance of this project in shaping the Village's growth and policy decisions for the next 20 years. This plan will reflect current conditions, community priorities, and statutory requirements under Wisconsin's Smart Growth Law (§66.1001), while providing actionable strategies to achieve and reaffirm the Village's established vision for the future.

Why MSA is the Right Partner for the Village of Kimberly:

Local Knowledge & Regional Experience. MSA has worked in neighboring communities, including staff who live and work in the region. We've supported communities facing similar growth dynamics and land use challenges, and we bring an understanding of Kimberly's development and planning context.

Multidisciplinary Expertise. As Wisconsin's largest engineering and planning firm, MSA offers a full-service team—planners, architects, engineers, surveyors, and funding experts—allowing us to integrate infrastructure, environmental, and mobility planning into a unified vision.

Lean, Action-Oriented Planning. Our goal is to deliver a clear, usable plan that supports decision-making, guides development, and aligns with other Village initiatives. We'll include a phased schedule, relevant visuals, and metrics to track progress.

Coordination with Sunset Park Master Plan. Our Landscape Architecture team submitted a proposal to develop a forward-looking master plan for Sunset Park and we see a great opportunity to coordinate both planning process with a unified consultant team. Our Planners and Landscape Architects have extensive experience working together on parks and recreation projects and collaborate on a daily basis. Our team can ensure both projects are developed to support and reinforce one another, particularly through coordinated community engagement and communication with Village staff.

We appreciate the opportunity to be considered for this important project. Please feel free to contact us with any questions or clarifications.

Sincerely,
MSA Professional Services, Inc.



Stephen Tremlett, AICP, CNU-A
Principal in Charge
stremlett@msa-ps.com | (608) 242-6621







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FIRM PROFILE

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

MSA's roots reach back to 1919. Our firm is over 500 employees strong, including engineers, architects, landscape architects, planners, funding experts, surveyors, GIS specialists, environmental scientists, and other specialists who serve clients nationally. MSA excels at helping clients identify grant and funding sources and then delivering high-quality, cost-effective solutions.

WE'RE PROUD TO BE 100%
EMPLOYEE-OWNED

500+
TEAM
MEMBERS



POSITIVELY IMPACTING
THE LIVES OF OTHERS SINCE 1919



18 OFFICE
LOCATIONS

44

INDUSTRY
AWARDS
EARNED SINCE
2017



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

CLIENT EXPERIENCE

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

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

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

98%
ACCURACY



96%
HELPFULNESS



99%
QUALITY



98%
RESPONSIVENESS

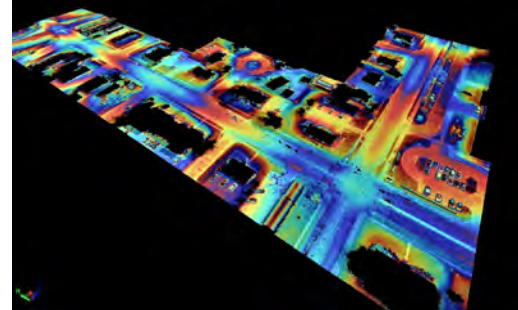


98%
SCHEDULE



97%
SCOPE & FEES





PLANNING & LANDSCAPE ARCHITECTURE

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

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

FUNDING

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

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

ENGINEERING

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

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

ARCHITECTURE

From intricate historical restorative projects to high-rise programming and design, our team aspires to design buildings that enrich the lives of our clients and enhance their futures.

- Architectural Design
- Mechanical, Electrical, Plumbing and Fire Protection Design
- Building Planning and Feasibility Studies
- Programming and Space Planning
- Site/Building Evaluation
- LEED® and Sustainable Design

SURVEYING & ASSET MANAGEMENT

MSA's surveyors have the resources and expertise to efficiently and accurately complete fieldwork and to provide high-quality survey documents.

- Land Surveys (Boundary Location or Establishment)
- Subdivision Surveys
- Topographical Surveys for Development Projects
- Redevelopment/Streetscape Surveys
- Infrastructure/Facility Design Surveys
- Utility Surveys
- Flood Elevation Surveys
- Construction Staking
- Control Surveys for Environmental Assessments
- ALTA/NSPS Land Title Surveys
- Mobile and Web-Based GIS Development

ENVIRONMENTAL SERVICES

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

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



PLANNING + DESIGN STUDIO

At MSA, we know that every project starts with a plan – a clear and consensus-driven vision for the future that can be realistically implemented. Our Planning + Design Studio is 29 strong consisting of:

- 13 American Institute of Certified Planners (AICP)
- 7 Planning & Economic Development Specialists
- 4 Professional Landscape Architects (PLA)
- 2 Landscape/Urban Designers
- 3 Housing Specialists

Members of our Studio regularly give presentations on various planning topics at state and national conferences. The professional planners that comprise the Studio have helped hundreds of communities and private organizations define their vision, obtain funding, and implement the improvements they seek. And, because our planners are part of a multi-disciplinary firm, they are able to engage our professional engineers and architects in the planning processes to aid our clients in developing sustainable, implementable plans.

CORE SERVICES

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

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

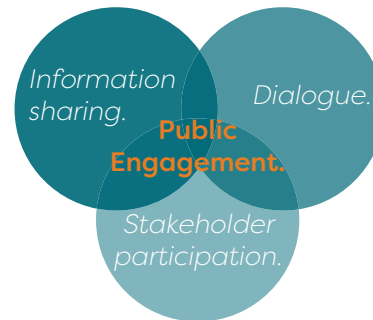
PUBLIC ENGAGEMENT EXPERTISE

At MSA, we believe that when planning a public project, it must be done with the public's advice and input. Decisions made by local governments affect the future of all those who live and work in the community. We are committed to helping governments and organizations understand the diverse needs and concerns of the public, non-profit organizations, business interests and local governments. Aside from community support, this process also lends itself to ensuring the final project reflects the community's ethos and vision for its future.

AN INTEGRATED SOLUTION

We specialize in working alongside our clients and selecting the best available methods to hear the voices of many citizens through the process. The type and combinations of methods selected will ensure a balance of informing, consulting, involving, collaborating and empowering the public. Therefore, engagement can and should be accomplished by tapping into a variety of sources, including community and non-profit organizations, public officials, youth, individuals with disabilities, mature citizens and those that have been traditionally underserved. Listed below are a few techniques we use to strengthen public involvement for your community.

- Neighborhood advisory committees
- Open houses
- StoryMaps
- POLCO experience experts
- Pop-up booths at community events
- Community surveys
- Media relations
- Project websites
- Project newsletters/direct mailers
- Neighborhood office hours
- Stakeholder interviews/focus groups
- Interactive community mapping tools
- Door hangers/leave behinds
- Translation of materials into other languages



ENGAGING THE COMMUNITY



STORYMAPS

One of the ways our teams engage the community is through the use of Esri ArcGIS StoryMaps. Click the link below to view the Final Master Plan StoryMap for San Damiano.



[San Damiano StoryMap](#)

CONSENSUS BUILDING | COMMUNITY RELATIONS | STAKEHOLDER ENGAGEMENT

Our ability to create and implement effective, comprehensive public participation plans is one of the many reasons communities turn to MSA for their public engagement needs.



PROJECT EXAMPLES

MSA's Planning + Design Studio is an award-winning team with expertise in market analysis, stakeholder engagement and urban design. We help our clients identify opportunities and resolve barriers to positive change—this includes large to small communities and private developers. Below is a listing of Wisconsin clients to whom we've provided similar planning services, with detailed project examples included on the following pages.

COMPREHENSIVE PLANNING

- City of Altoona
- City of Amery
- City of Antigo
- City of Augusta
- City of Beaver Dam
- City of Brodhead
- City of Columbus
- City of Eagle River
- City of Fond du Lac
- City of Hillsboro
- City of Hurley
- City of Kiel
- City of La Crosse
- City of Mayville
- City of Menasha
- City of Montreal
- City of Pittsville

- City of Reedsburg
- City of Ripon
- City of Sparta
- City of Sun Prairie
- City of Tomah
- City of Waupun
- Village of Arlington
- Village of Bangor
- Village of Belleville
- Village of Blue Mounds
- Village of Cambridge
- Village of Cross Plains
- Village of Dallas
- Village of Dane
- Village of Deerfield
- Village of Dresser
- Village of Eden
- Village of Fairchild
- Village of Fall Creek

- Village of Fox Crossing
- Village of Holmen
- Village of Hortonville
- Village of Howard
- Village of La Valle
- Village of Lake Delton
- Village of Lime Ridge
- Village of Lomira
- Village of Luck
- Village of Merrimac
- Village of North Freedom
- Village of Oakdale
- Village of Palmyra
- Village of Pardeeville
- Village of Plainfield
- Village of Randolph
- Village of Rio
- Village of Rosendale
- Village of Sharon

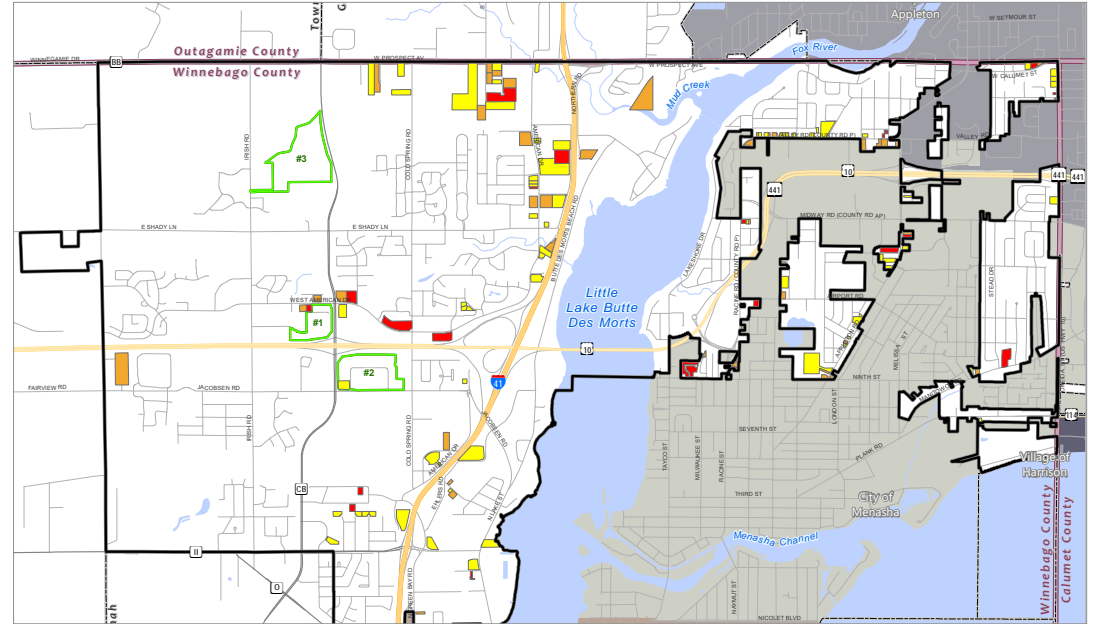
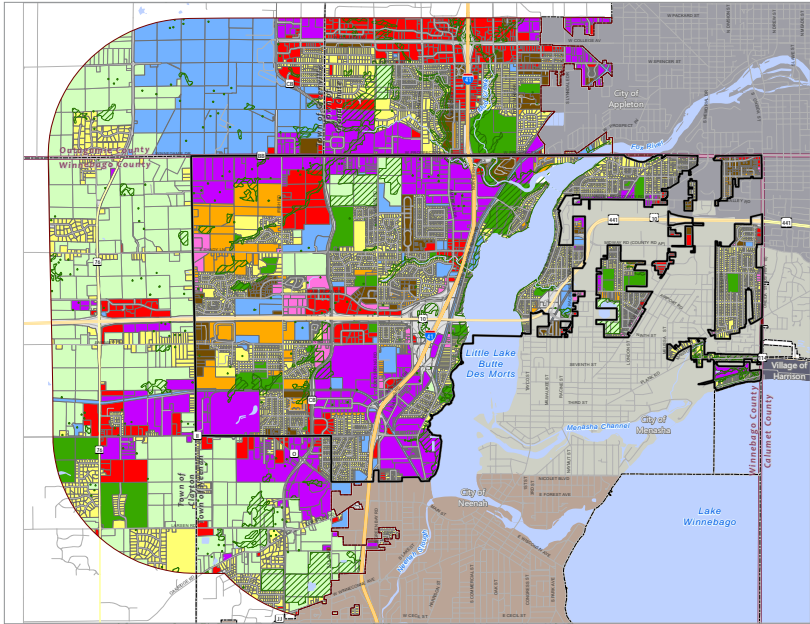
- Village of Shorewood Hills
- Village of Siren
- Village of Somerset
- Village of Warrens
- Village of Waunakee
- Village of West Baraboo
- Village of Wilton

AREA PLANS/CONCEPTS

- City of Abbotsford
- Village of Pardeeville
- Village of Somerset
- Village of Cross Plains

NEIGHBORHOOD/CORRIDOR PLANNING

- City of Baraboo
- City of Fitchburg
- City of Middleton
- City of River Falls
- City of Sun Prairie
- City of Verona
- Village of Cross Plains
- Village of Holmen
- Village of McFarland
- Village of Rothschild



FOX CROSSING, WI

COMPREHENSIVE PLAN UPDATE

Formerly the Town of Menasha, the incorporated Village of Fox Crossing is one of the fastest growing communities in the Fox Valley. This community of 20,000 residents located between the cities of Neenah and Appleton has experienced substantial gains in service sector employment and emerged as a retail hub for Northeast and East Central Wisconsin. The Village sought to update its 2003 Comprehensive Plan to guide land use and growth patterns and navigate development limitations both natural (Little Lake Butte des Morts) and man-made (U.S. Highway 41 and State Highway 10).

The planning process identified opportunity corridors for commercial and industrial redevelopment on the east side of the lake; lands west of the lake provided opportunities for greenfield development to support residential, commercial, and industrial growth. These new development opportunities will uplift the village's strongest industries and continue to attract large-scale manufacturing offices (such as the recent development of a \$70 million Secura Insurance headquarter campus).

MSA's work with the Village created a modern comprehensive plan to address the increasing complexities of a growing community. The plan provided the Village with actionable recommendations to balance reinvestment into existing neighborhoods with plans for sustainable future expansion. Fox Crossing's 2038 Comprehensive Plan establishes a clear twenty-year guide and the necessary steps to achieve the community's vision for the future.

LINK TO DOCUMENT:

https://issuu.com/msaprofessionalservices/docs/10967004_fox_crossing_comprehensive_plan



WRIGHTSTOWN, WI

COMPREHENSIVE PLAN AND ZONING UPDATE

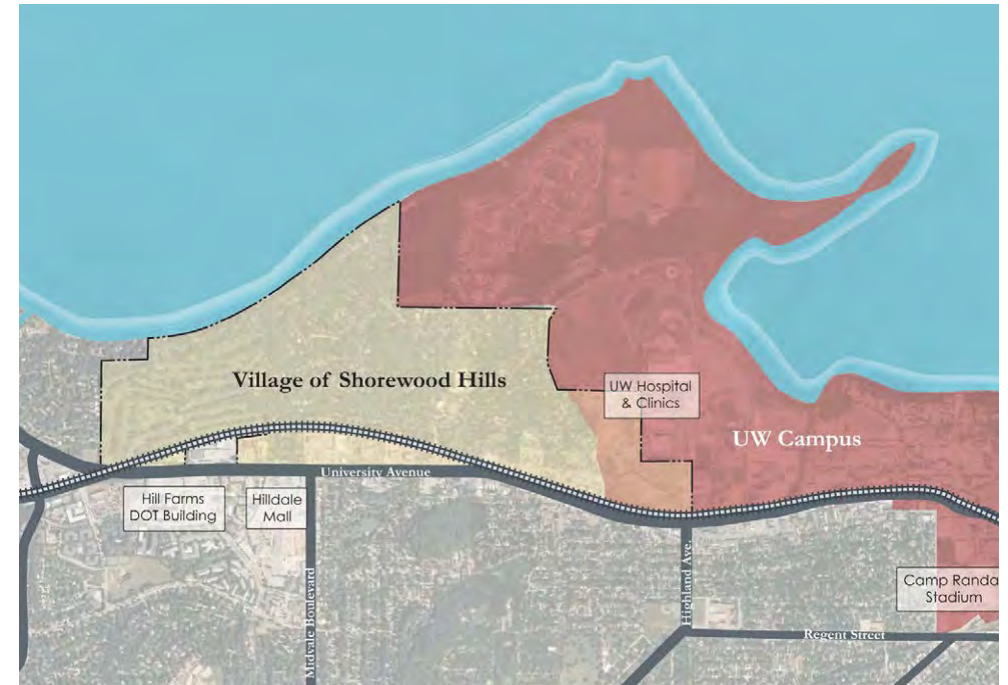
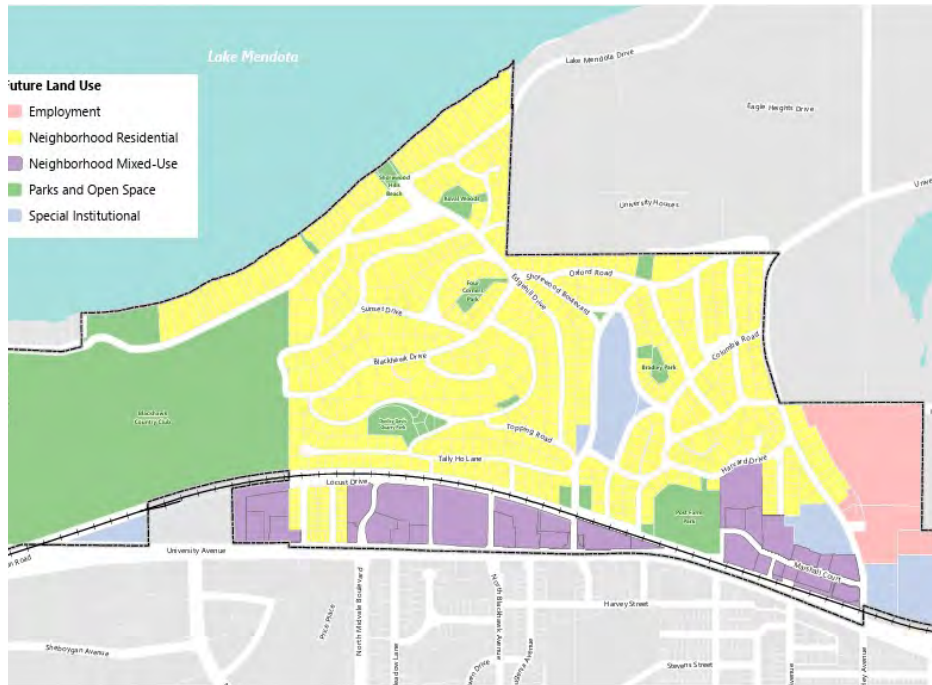
The Village of Wrightstown is taking bold steps to shape its future through two active planning initiatives: updating its Comprehensive Plan and rewriting the Village's Zoning Ordinance. From their previous 2016 plan, the Village will move forward with a streamlined 2045 Comprehensive Plan update that focuses on actionable goals and community priorities. This new plan (to be completed in Summer 2026) will provide a clear, concise framework for guiding future development, land uses, growth patterns, and investments in public infrastructure and services.

Alongside the plan update, Wrightstown is replacing its outdated zoning code with a flexible, forward-thinking regulatory framework. The new code will align with the Village's long-term vision, support thoughtful growth, and respond to modern challenges with practical, intuitive solutions. On track for completion in Fall 2026, this rewrite will create a cohesive roadmap for development that reflects the needs and values of Wrightstown's residents.

MSA is leading this joint planning process with robust public engagement, fostering communication and input from residents, officials, and stakeholders. Engagement activities completed in 2025 included two online community surveys, interactive story-mapping and feedback tools, stakeholder interviews, focus groups, and public meetings designed to capture input from across the Village. Paired with in-depth data analysis and collaboration with Village staff, these updates will ensure Wrightstown is well-positioned for a vibrant and sustainable future.

LINK TO ACTIVE PROJECT STORYMAP:

<https://tinyurl.com/Wrightstown2045>



SHOREWOOD HILLS, WI

COMPREHENSIVE PLAN

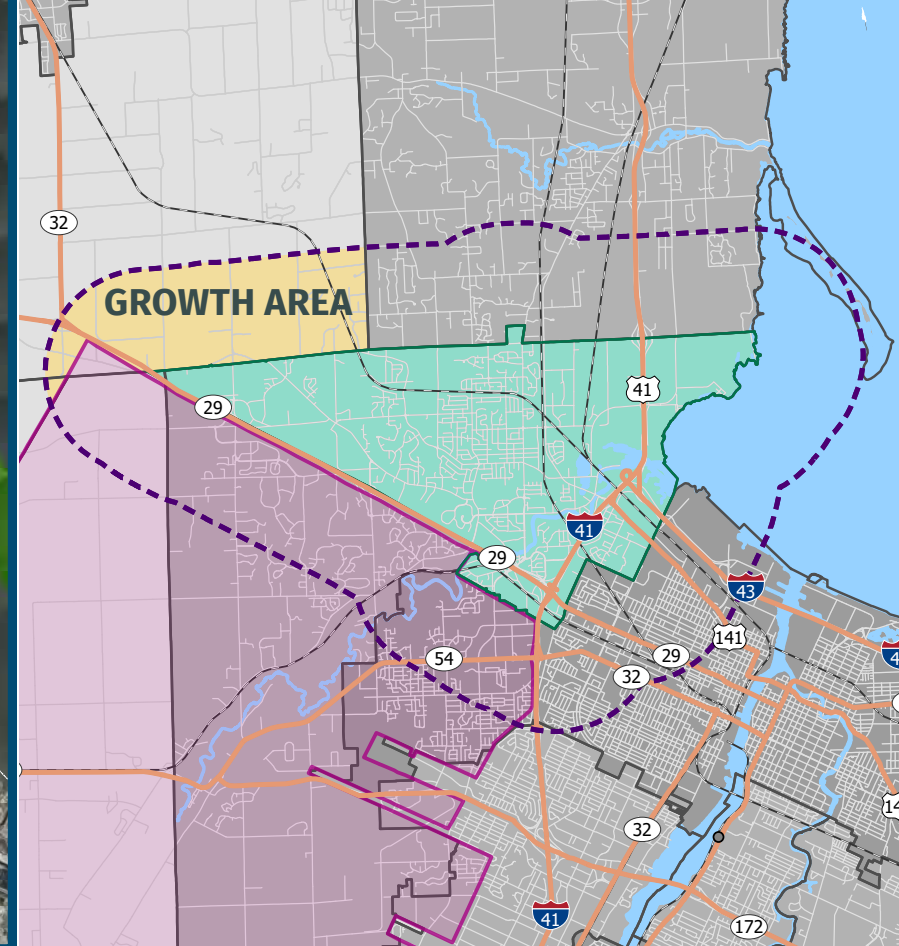
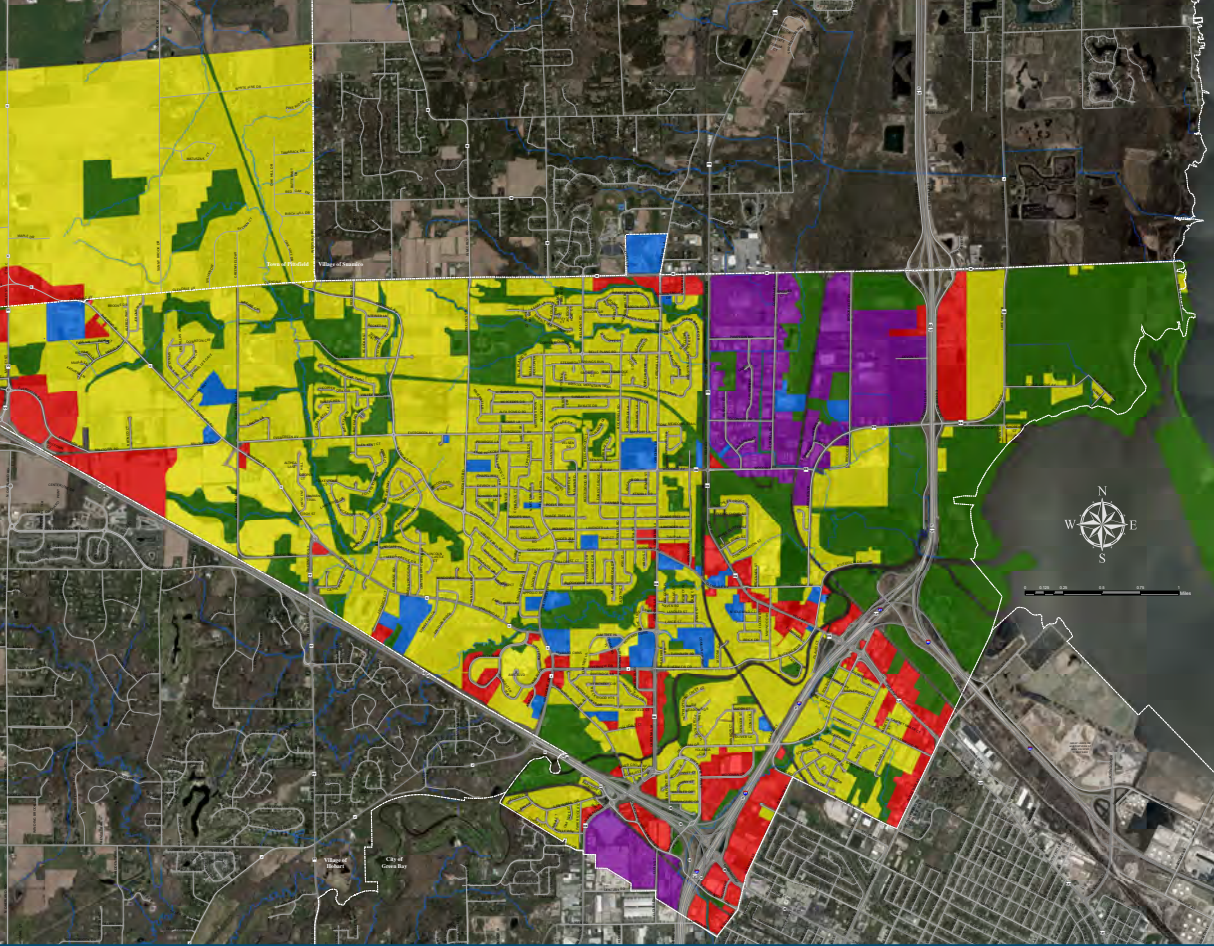
Shorewood Hills is a community of approximately 2,200 people located in Dane County along the southern shore of Lake Mendota. In close proximity to the City of Madison, major commercial corridors, a regional mall, and the UW-Madison campus, the Village has experienced rapid growth and development pressures over the last decade. From 2010-2020, the Village approved and incorporated over 300 apartments into the community's housing stock; this significant, progressive change indicated a need to review the Village's existing 2009 Comprehensive Plan and ensure that the plan's update would address changing needs and novel concerns.

The Village of Shorewood Hills approached their Comprehensive Plan 2021 update process as "an opportunity to take a snapshot of the community through a variety of lenses ... to consider comments from residents and take a look forward, trying to anticipate issues the Village will encounter over the next decade." The Village's partnership with MSA fostered substantial community engagement, even while adapting to the 2020 health crisis and public gathering limitations.

MSA helped guide the planning process to address the Village's major concerns, especially how best to approach future redevelopment proposals and county-wide development pressures. The final 2021 plan update provided a path forward to manage growth and promote infill development while preserving Shorewood Hill's community values and unique historic character.

LINK TO DOCUMENT:

https://issuu.com/msaprofessionalservices/docs/village_of_shorewood_hills_2021comprehensive_plan



HOWARD, WI

COMPREHENSIVE PLAN

The Village of Howard abuts three miles of shoreline on the Bay of Green Bay, neighboring the City of Green Bay, the Village of Hobart, and the Village of Suamico. With over 20,000 Brown County residents, Howard has a well-deserved reputation as a family-friendly community with a quality school district, several corporate employment opportunities, and over twenty parks and natural areas.

For Howard's 2042 Comprehensive Plan, the Village sought a minor update to its existing 2012 plan which would carry forward the extensive stakeholder engagement and allow the resulting update to prioritize essential data, critical policy decisions, and conversations with key stakeholders. Using a 'lean' approach to comprehensive planning, MSA partnered with Howard to produce a streamlined plan, formatted to be clear and easy to understand for Village staff, interested developers, and community residents alike. Howard's vision statement, drawn from the Village's 2020-2025 Strategic Plan, aligns the vision and priorities of both documents: "Delivering extraordinary results for a vibrant, thriving, and growing community."

LINK TO DOCUMENT:

https://issuu.com/msaprofessionalservices/docs/village_of_howard_comp_plan

PROJECT APPROACH

OUR 'LEAN' COMPREHENSIVE PLAN APPROACH

Over the past decade, comprehensive plans have evolved into more visual, concise, and accessible documents, shaped by public input and informed by data trends. At MSA, we believe in the power of *lean planning*, an approach we've successfully implemented with dozens of communities and presented at conferences across the Midwest. Our approach results in a final document formatted as a magazine-style plan, with two-page spreads that can be viewed side-by-side both digitally and in print. Each section integrates key public input and relevant data to reinforce the plan's goals, strategies, and actions.

FOCUS ON IMPLEMENTATION

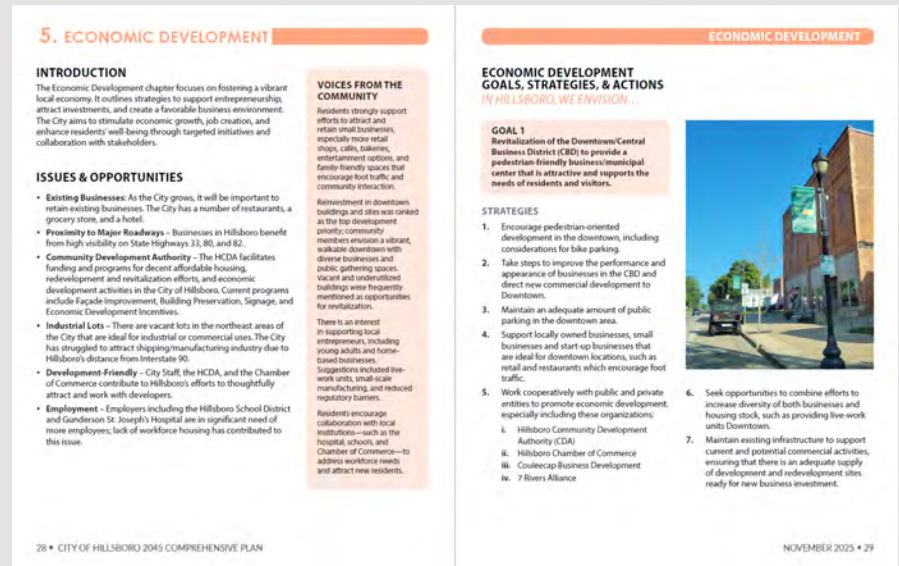
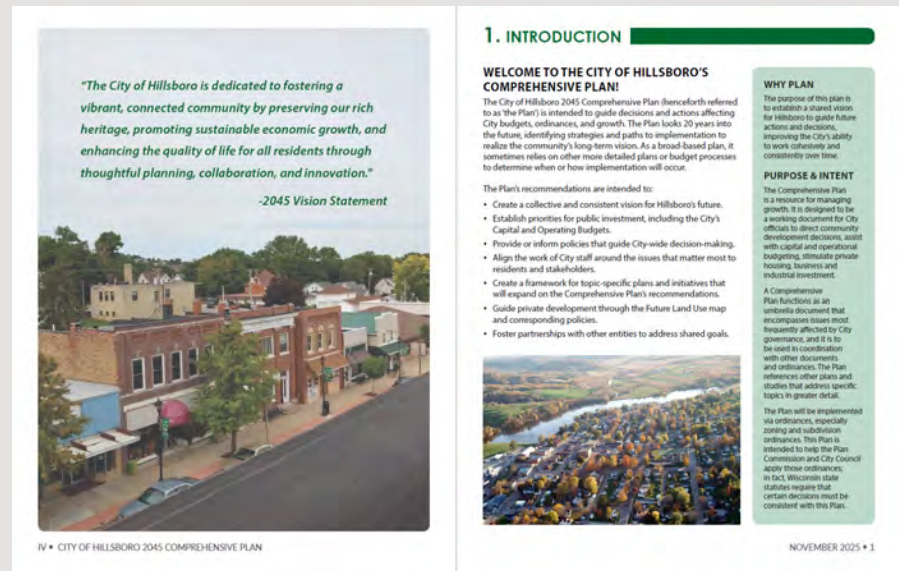
Good plans have specific and achievable implementation strategies, and our format elevates these strategies front and center. Each plan element will provide actionable strategies, which we will assemble in a separate chapter devoted to implementation. This section will compile all the elements' goals, strategies, and actions in tabular format, identifying who needs to be involved, approximately when the action should occur, and any viable funding sources beyond general revenue, if available. Most importantly, we will work with Village staff to establish policies and practices to help integrate the Comprehensive Plan into Kimberly's annual goal setting, budgeting, and capital improvement planning processes.

At MSA, we take pride in crafting user-friendly plans that serve both decision-makers and the broader community. By integrating compelling visuals and graphics, we deliver a final product that is fresh, creative, and engaging in both digital and print formats.

COORDINATION WITH SUNSET PARK MASTER PLAN

MSA is also pursuing the creation of a Master Plan for Sunset Park, a key regional outdoor recreation destination, and we see many advantages to coordinating these projects together, especially for public engagement and communication with Village staff. The online survey and community meetings could be combined to address both projects, and MSA's planners, landscape architects, and project managers would collaborate to lead them. This not only maximizes Village resources, it also maximizes community members' time, creating streamlined opportunities to provide essential input for community planning efforts. Additionally, working with MSA on both projects would enable greater efficiency between staff and the consultant team, as virtual check-ins and other correspondence could be coordinated jointly. This will help align the outcomes and priorities of each project from kick-off through adoption.

Plan Layout Example



SCOPE OF WORK

1. CORRESPONDENCE & MEETINGS

We understand the need for quality and frequent communication to make the process run smoothly. As such, we propose the following approach for communication between MSA and the Village regarding materials, draft documents, and meetings.

Staff Meetings

Per the RFP, we will hold a virtual kickoff meeting with key Village staff to review the scope and schedule and finalize the community engagement plan. After this meeting, we will hold monthly check-in meetings with Village staff to discuss the project's progression. These monthly meetings will be held virtually via Microsoft Teams, and MSA will follow up each call via email with meeting minutes summarizing the discussion and any identified "to-do" items. Additionally, we will communicate with staff via email and phone as needed over the course of the project's lifespan.

Comprehensive Plan Steering Committee Meetings

We propose holding four (4) in-person Steering Committee meetings over the course of the project to provide updates and solicit input on draft plan content. We understand that the Village may be interested in forming a Steering Committee (SC) comprised of Plan Commissioners, Board Members, and other key staff or community members. Otherwise, it is typical for the Village Plan Commission to serve as the Steering Committee for Comprehensive planning processes.

Draft materials will be sent to Village staff to be included in the Committee's agenda packet no later than a week before the meeting.

We propose providing initial drafts in Microsoft Word to allow for easier commenting and editing between Village and MSA staff. Once these comments and edits are addressed in the Word drafts, the final product will be developed in Adobe InDesign to create an appealing graphic document.

- **SC Mtg #1—Kickoff Meeting**
 - Review project scope and schedule, issues and opportunities discussion
 - Review survey, discuss key stakeholders/focus group, and other engagement strategies
 - Discuss current ELU map and FLU categories

- **SC Mtg #2—First Round of Elements Review**
 - Introduction section - vision statement
 - Utilities and Communities Facilities, Housing and Economic Development
- **SC Mtg #3—Second Round of Elements Review**
 - Natural, Agricultural and Cultural Resources, Intergovernmental Cooperation and Land Use
 - Final draft of First Round of Elements (in Adobe InDesign)
- **SC Mtg #4—Full Draft Plan Review and Public Input Meeting**
 - Present the full plan, inclusive of Implementation, in its final graphic design format to the public and solicit one final round of review and comment

Public Hearing & Village Board Meetings

After a 30-day public comment period, MSA will attend in-person a Village of Kimberly Plan Commission meeting to present the final draft of the updated Comprehensive Plan; the Commission will vote on a resolution to recommend the plan for adoption following the statutorily required public hearing. MSA will also be present at the Village Board Meeting where the Comprehensive Plan is adopted by ordinance.



Neighborhood Meeting | Fitchburg, WI

2. REVIEW OF RELEVANT PLANS & EXISTING CONDITIONS DATA

Our team will complete a review and summary of relevant local and regional plans to inform the plan's goals, recommendations, and help provide cohesion across planning jurisdictions. We propose including the existing plan review summary as an Appendix of the document. These plans and policy documents will include:

- Village of Kimberly 2012 Comprehensive Plan and 2016 Plan Amendment
- The Cedars Riverfront Redevelopment and Subdivision Plans and Progress
- Tax Increment Districts 4, 5, and 6 Project Plans and Proformas
- Fox Cities and Greater Outagamie County Regional Housing Strategy 2022
- Village of Kimberly CORP 2024–2029
- Outagamie County Regional Bicycle and Pedestrian Plan
- Appleton Transportation Management Area
- Oshkosh Metropolitan Planning Organization Bicycle and Pedestrian Plan

As part of our lean comprehensive plan approach, we believe in providing only the most relevant and concise data organized in visually appealing figures and graphics. Key data and figures will be located in the 'Community Snapshot' section of each element, in addition to a broad overview of community data located in the introduction chapter. Expected demographic and economic data will include, but are not limited to: population projections; age, sex, and race/ethnicity; household and median income; housing tenure and housing costs; major employers and industries; etc. Data sources will include the U.S. Census Bureau, WI Department of Administration (DOA), U.S. Bureau of Labor Statistics (BLS), U.S. Department of Housing and Urban Development (HUD), and CoStar.

3. COMMUNITY ENGAGEMENT

Promotional Methods

The success of our participation methods relies on knowledge of the opportunities for involvement. The project team proposes the following methods to inform people about the comprehensive plan update, which we can review with staff to provide comments and suggestions:

- **Project Branding:** We prefer to use a consistent title, theme, and project logo for projects with extensive public involvement over a long period of time. We will create this logo and theme to be vetted by Village staff prior to its use.
- **Project Website:** We will work with Village staff to populate a dedicated page on the Village's website with draft documents and information about upcoming events.
- **Village Mailer/Billing Notice:** Open houses and online feedback tools (such as surveys) can be promoted through the Village's mailers or (utility) billings. MSA can support this effort by providing draft language/images to include in the notice(s).

- **Flyers/Posters:** Physical flyers or posters can be used to help reach people who are otherwise relatively hard to reach, such as renters and minority residents. We suggest the posting of flyers, with permission, at churches, laundromats, and large multi-unit complexes.
- **Emails:** Email announcements can help to promote events and provide input opportunities. We will also work with Village staff to request and encourage the promotional assistance of various community organizations and neighborhood associations to share our participation invitations with their members. The project team has found school districts and chambers of commerce to be effective partners in community outreach.
- **Social Media:** We will support Village staff in promoting public engagement events and project milestones. We will work with the Village Enrichment Director to tap into existing social media networks that have proven successful for getting the word out to community members.

Public Participation Plan

The Public Participation Plan (PPP) is required by statute and must be approved by the Village Board. It is also essential to the success of the planning process. The components described below are included within our base fee and will be the starting point for the PPP; any additional engagement opportunities (as described below) can be negotiated during the contracting process. We will submit a final version of the PPP to Village staff within a week of the Kickoff Meeting. Staff will be responsible for bringing it to the Village Board for approval by resolution.

Online Survey

Surveys are an essential component of any multifaceted planning project – they are a convenient participation method for stakeholders and result in measurable data. We have had great success and broad reach using online surveys, especially when promoted with a mailed postcard and/or through social media ads. Our project team will work with Village staff and community organizations to help ensure a quality communications strategy to promote and distribute the survey throughout the community. Paper copies of the survey can be provided to those who prefer them. We propose the online survey, hosted via SurveyMonkey, to collect opinions before drafting goals, strategies, and actions for the elements. *This survey can also be coordinated to solicit specific feedback for the Sunset Park Master Plan; this has the benefit of streamlining the number of surveys available to the public, which can reduce confusion.*

Community Event Pop-up Booths

One of the best ways to get public input is to meet people where they are. At a local event, there is an opportunity to engage residents who may not attend traditional public meetings and facilitate fun, family-friendly activities to gather feedback on community priorities. It's also a great way to advertise the online survey. This could include events like the forthcoming Cedars Historic Overlook ribbon-cutting ceremony, or the summertime Sunday at the Amphitheater concert series. *This is another opportunity that could be leveraged to promote both the Comprehensive Plan and Sunset Park Master Plan.*

Within our base cost, Village staff will be responsible for staffing the pop-up booths; MSA will support staff by designing specific engagement materials and activities for staff to utilize (i.e. interactive poster boards and maps, jar voting activities, and flyers). For an additional cost, MSA staff can facilitate the pop-up booths; please see our cost proposal for more information.

Public Input Meetings

We propose two (2) community meetings, one near the beginning of the planning process that could be held in conjunction with the Sunset Park Master Plan, and one near the end of the planning process to solicit feedback on the full draft plan. The latter meeting would be held in conjunction with the 4th Comprehensive Plan Steering Committee Meeting.



Event Pop-Up Booth / Waverly, IA

We have found that bringing meetings to where the residents have already congregated can increase attendance. We would look for an opportunity to host the open house in conjunction with an existing community event or at a gathering space. We propose several strategies to boost overall attendance:

- **Youth Activities:** We want people with kids to attend. We will promote and host a "Planning College" youth activity for any school-age kids in attendance, concurrent with the rest of the meeting. The activity will engage kids in discussion about how planning works and their own ideas about things they like, focused on maps of the Village.
- **On a Weekend:** Lives are busy, and there is an opportunity to increase turnout if the meeting is held during a Saturday morning or Sunday afternoon, potentially tied to another local event.
- **Food:** We could eliminate conflicts with lunch/dinner by holding the event in conjunction with another event that provides food.

Stakeholder Interviews & Focus Group

Our team will facilitate four (4) virtual one-on-one interviews and one (1) virtual focus group near the beginning of the planning process. We are primarily interested in speaking with community leaders, community organizations, business leaders, and other key stakeholders from across the community who can provide subject matter expertise and insight into the issues and opportunities facing Kimberly. MSA will consult with Village staff to identify the right mix of stakeholders, but generally, they could include:

- Village department heads
- Developers and Realtors
- Chamber of Commerce
- Local business owners
- Renters
- High school students
- Residents at local senior facilities

Village staff will be responsible for providing a list of stakeholders with contact information and assisting with meeting scheduling and coordination.

Community Input Mapping (Additional Cost)

This interactive, online tool allows for engagement at the fingertips of the public and at their leisure. We can provide a shareable link to an online map with opportunities to identify strengths and weaknesses spatially within the planning area. The online tool is simple: 1) pick a topic and identify it as an issue or opportunity; 2) select a location on the map to place the point; 3) snap or select a picture to include (optional); and 4) leave your thoughts for the plan. The application allows anyone, anywhere, to conveniently contribute to an Issues and Opportunities Map using a computer or mobile device.

4. PLAN CREATION

MSA's lean comprehensive plans incorporate pertinent data/trends in each element (branded as a "2026 Snapshot"). It is generally limited to one or two highly illustrative pages and reinforces the goals, strategies, and actions.

Plan Outline

Chapter 1: Introduction. This section will outline the purpose of the Kimberly 2026-2046 Comprehensive Plan, its planning process, and provide guidance on how to read and use the document. This section will also identify explicit policies and procedures for amending the plan from time to time, both on a routine basis and to accommodate opportunities not anticipated in the plan at the time of adoption.

Chapter 2: Public Engagement. A comprehensive summary of each community engagement activity and key takeaways.

Chapter 3: Issues and Opportunities. This chapter can be structured as a standalone chapter, or issues and opportunities specific to each plan element can be incorporated into each chapter. The latter is MSA's preferred structure, per our lean comprehensive plan approach. We work with staff to determine the right approach for Kimberly.

Chapters 4 – 10: Goals, Strategies, and Actions

- Housing
- Land Use
- Transportation (or alternatively called 'Mobility')
- Utilities and Community Facilities
- Agricultural, Natural, and Cultural Resources
- Economic Development
- Intergovernmental Cooperation

Each section will feature the core goals, strategies, and actions that will guide Village decision-making and policy making in the years ahead. We will highlight salient statistics, public input, and the top issues and opportunities in each element to provide context for the goals and policies.

Chapter 11 – Implementation

The implementation section will present actions (or strategies) in tabular format and call out who needs to be involved in the action, approximately when it should occur, and any viable funding sources (other than general revenue funds), if available. Most importantly, we will work with you to establish policies and practices to help integrate the Comprehensive Plan into the Village's annual goal setting, budgeting, and capital improvement planning efforts.

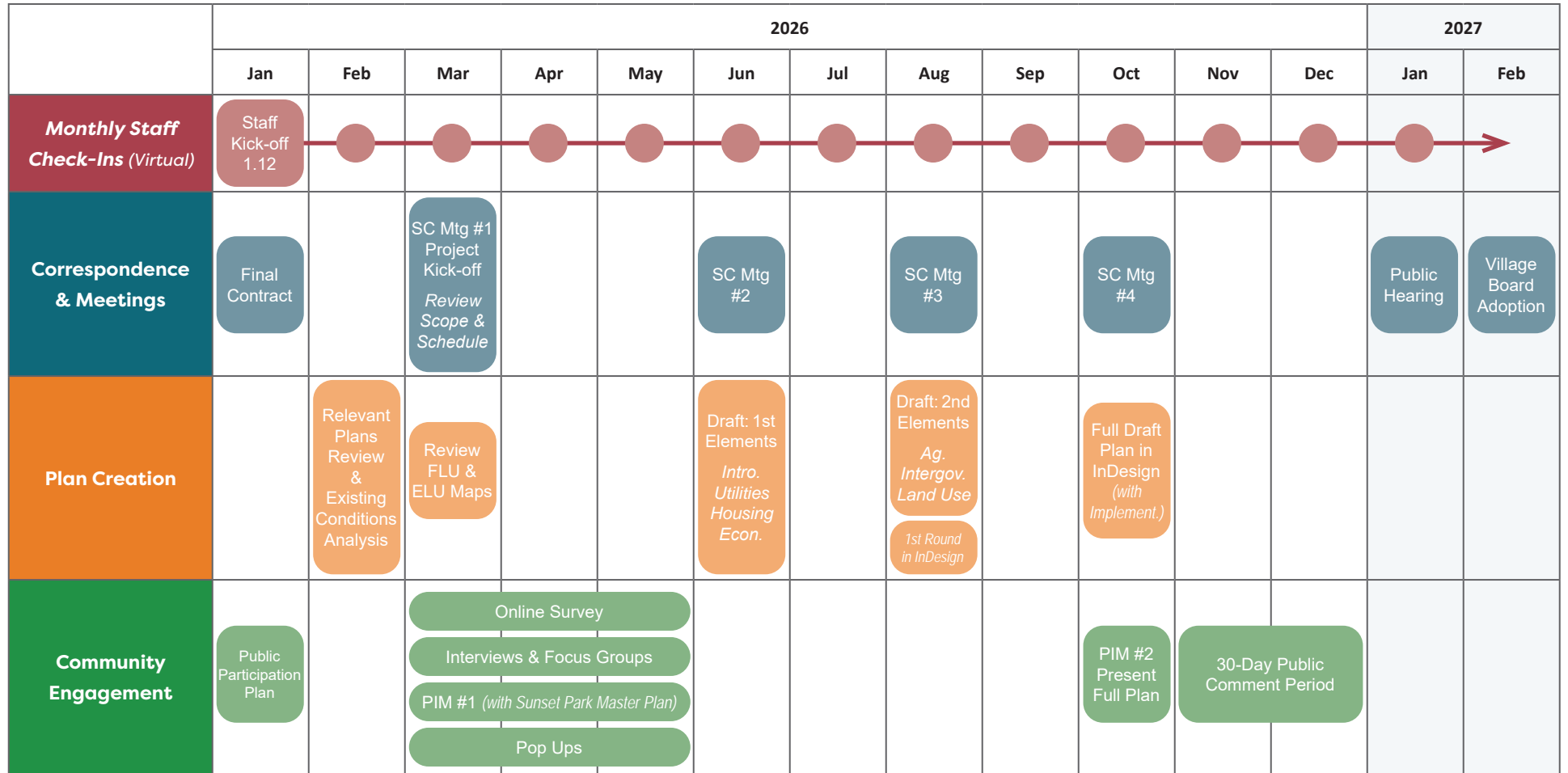
Appendices:

- Appendix A: This appendix will include the Public Participation Plan resolution, adoption ordinance, and future amendments.
- Appendix B: Existing Plan Review.
- Appendix C: Public Engagement Full Results.
- Appendix D: Maps.
 - In the plan will be sized to fit the spreads in the 8.5" by 11" format. This appendix will provide all plan maps in the full 11" by 17" format to allow for full-scale review and printing of the maps, which will include:
 1. Planning Jurisdiction (this includes community, 1.5-mile planning area, and neighboring communities/towns)
 2. Development Limitations Map (inclusive of floodplain, wetlands, slopes 20% or greater)
 3. Community Facilities
 4. Existing Transportation Network
 5. Existing Land Use (Planning Jurisdiction only)
 6. Future Land Use Map (Village Limits)
 7. Future Land Use Map (Planning Jurisdiction)
 8. Economic Development (TID districts, undeveloped lots zoned commercial/industrial)

SUMMARY OF DELIVERABLES

1. All maps associated with the plan (eight (8) total), including ESRI ArcGIS map data package
2. Draft Plan for staff review; provided on a chapter-by-chapter basis in Word and a compiled version in InDesign (PDF)
3. Recommended Plan following comments by staff and Steering Committee
4. Digital copy of the Final Plan, including Adobe InDesign package, and three (3) printed and bound hard copies
5. Documents from any public engagement sessions (Appendix C)

TIMELINE





ORGANIZATIONAL CHART

Our proposed project team includes experienced planners and technical service leads who bring an efficient blend of skills that will assist the Village of Kimberly with the upcoming project. What you may not see, however, is that this team is backed by more than 500 other specialists who are accustomed to working together on similar projects. Rest assured, you will always have the support necessary to achieve a successful project.

PROJECT MANAGEMENT: Laurie will serve as the Village's main point of contact throughout the project. Steve will provide overall project quality assurance and quality control, with the remaining members supporting Laurie in facilitating public engagement activities and drafting content development. Specific roles are described under each person on the right.

AVAILABILITY: Based on our honest commitment to our clients, we immediately establish accountability of all personnel involved in a project's completion. When our team starts a project, we analyze the proposed schedule and compare it to each team member's potential workload. We then obtain commitments from all individuals on the project team to complete the work as identified within the proposed schedule. This approach fosters a team mentality and results in personal accountability of all team members involved.



Stephen Tremlett, AICP, CNU-A
Principal in Charge

Stephen will oversee overall project quality assurance and client satisfaction.



Laurie Miller
Project Manager

Laurie will be responsible for overseeing the project and managing the team's work flow. She will also be the Village's main point of contact.



Morgan Shapiro, AICP
Planner

Morgan will lead the public engagement process, facilitate Steering Committee Meetings, and lead the production of the plan's content and final document.



Diane Rowe, AICP, ICMA-CM
Community Development Specialist

Diane will support facilitation of project meetings, community engagement and support drafting and implementation of plan strategies.



Sarah Morrison
GIS Analyst

Sarah will lead all GIS and mapping work for the project.



Stephen Tremlett, AICP, CNU-A

PRINCIPAL IN CHARGE

With more than 17 years of consulting experience, Stephen has taken on primary roles in downtown planning and design projects, commercial/residential development concept plans, bike/pedestrian plans, and the development of comprehensive plans and design standards. His architectural and planning background includes emphasis in site planning, urban redevelopment, zoning administration, and urban design using a variety of applications.

EDUCATION

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

B.S., Architecture
University of Wisconsin-Milwaukee

CERTIFICATIONS

American Institute of Certified Planners
Congress of New Urbanism-Accredited

AFFILIATIONS

Congress of New Urbanism
American Planning Association

AREAS OF EXPERTISE

- Urban Design and Redevelopment
- Comprehensive Planning
- Park Planning
- Streetscape Planning
- Private Development

SELECTED PROJECT EXPERIENCE

Comprehensive Plan, Fond du Lac, WI

Led the project from start to finish, as well as crafted the content, designed the plan layout, and facilitated the public engagement process. This process had to be altered as it began before and ended during the pandemic. The draft plan review and adoption processes were facilitated through hybrid meetings with recordings available during the 30-day public comment period.

Comprehensive Plan, Sun Prairie, WI

Developed the plan (content and plan layout) and facilitated portions of the public engagement process. Involved in all staff meetings to review and consider edits to the draft plan.

Anton Drive Redevelopment Plan, Fitchburg, WI

The purpose of this study was to create a redevelopment plan and implementation strategy for lands in the northwest quadrant of the US 18/151 and CTH PD intersection. The primary improvements impacted the planning area include two new grade-separated interchanges, a roundabout intersection conversion, and the extension of a major collector street through a large undeveloped portion of the study area. The Plan's overall vision guided land use, urban design, transportation, utilities and stormwater decisions during and after the US 18/151 reconstruction project in 2020.

Additional Comprehensive Planning Projects:

- Amery, WI
- Brodhead, WI
- Burlington, IA
- Blue Mounds, WI
- Durant, IA
- Eagle River, WI
- Fairchild, WI
- Fitchburg, WI
- Fox Crossing, WI
- Holmen, WI
- Howard, WI
- Keota, IA
- La Crescent, MN
- Le Roy, IL
- Lodi, WI
- Gilbert, MN
- McFarland, WI
- Menomonee Falls, WI
- Rapids City, IL
- Rio, WI
- Sparta, WI
- Tomah, WI
- Tuscola, IL

Additional Neighborhood/Corridor Plans:

Cross Plains, WI; Holmen, WI; Middleton, WI; Fitchburg, WI;
Rothschild, WI; Sun Prairie, WI; Verona, WI; Rock Island, IL

Downtown Plans:

Over 20 communities across the Upper Midwest

Private Development:

Cambridge, WI; DeForest, WI; Lodi, WI; Madison, WI;
Merrimac, WI; Richfield, WI; Stoughton, WI; Sun Prairie, WI;
Sussex, WI



Laurie Miller
Project Manager

Laurie has extensive experience assisting municipal and state clients in their planning, zoning, and funding pursuits. Her expertise in land use and transportation planning empowers her to take the lead and readily contribute to the preparation of various community plans, including comprehensive plans, zoning codes, park and open space plans, redevelopment plans, as well as transit system plans and NEPA documentation. Due to her previous career experiences being a Zoning Administrator and Planning Manager, Laurie is a trusted administrator of municipal ordinances, evaluating applications for rezoning, land division, ordinance amendments, site plan review, conditional use permits, and other proposals for many of our municipal clients.

Education

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

Selected Project Experience

- Medford Comprehensive Plan, Medford, WI*
- Comprehensive Plan and Zoning Ordinance Updates, Yorkville, WI*
- Turtle Lake Creamery Redevelopment Plan, Turtle Lake, WI*
- Epione Pavilion Redevelopment Plan, Cuba City, WI*
- LaPorte County's Housing Analysis & Action Agenda 2025, LaPorte, IN*

Additional Comp Plans

Completed more than 20 other comp plans in Wisconsin and Indiana.*

* Denotes experience prior to MSA.



Morgan Shapiro, AICP
Planner

Morgan graduated from UW-Milwaukee's Master of Urban Planning program, during which she served as the Long-Range Planning Intern for the City of Milwaukee's Planning Department, in addition to a graduate assistant position with UW-Milwaukee's Office of Sustainability. While with the City of Milwaukee, Morgan was an integral part of several major planning efforts, including the updated Downtown Plan and the City's Comprehensive Outdoor Recreation Plan. Morgan has a diverse range of experience in the long-range planning field, from economic development to city-wide food system planning, and is passionate about community resilience and sustainable development.

Education

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

B.A., Geoscience, Studio Art, Lawrence University

Certifications/Affiliations

American Institute of Certified Planners (AICP)

American Planning Association

Selected Project Experience

COMPREHENSIVE PLANS

- Menomonee Falls, WI
- Deerfield, WI
- Hortonville, WI
- Osceola, WI
-

CORPS

- CORP & Master Plan, Winnebago County, WI
- CORP Update, Hartford, WI
- CORP Update, Stoughton, WI



**Diane Rowe, AICP,
ICMA-CM**
Community Development Specialist

Diane is committed to building communities that are equitable, healthy, sustainable, and resilient. With 25 years of experience in Wisconsin local government, she brings deep expertise and a proven track record of success. As a county planner, Diane managed complex planning projects and fostered strong intergovernmental partnerships. Her dual perspective as both a planner and public administration professional gives her a unique understanding of the built environment and the operational needs of local governments. This insight enables her to anticipate future challenges and align community needs with available funding sources. Diane's strong work ethic, extensive local government experience, exceptional communication skills, and ability to plan, prioritize, and collaborate make her an invaluable member of any multidisciplinary project team.

Education

MPA, Master of Public Administration, University of Wisconsin-Oshkosh
B.S., Forest Management, University of Wisconsin-Stevens Point

Certifications

American Institute of Certified Planners (AICP)
International City County Administrators (ICMA) - Credentialed Manager (CM)

Selected Project Experience

- Grant Identification and Management, De Pere and Oak Creek, WI
- Interim Local Government Administrator: Village of Sister Bay, WI; Town of Freedom, WI; Village of Shorewood, WI; and City of Omro, WI
- Reconnecting Communities Pilot Grant Program Application (USDOT) Shafer, MN and Wrightstown, WI
- Comprehensive Plan, Town of Morrison, WI
- Comprehensive Plan, Village of Wrightstown, WI
- Zoning Code Update, Sherwood, WI



Sarah Morrison
GIS Analyst

Sarah's experience includes field collection and observation, GPS post-processing, and assisting with design, plans, reports, maps, schedules, and various documents. Sarah is also familiar with GIS and creating maps and exhibits for both internal and external clients. She also has experience coordinating with utilities and municipalities, assisting with public involvement meetings and discussing projects with both project staff, officials, and members of the public, completing wetland delineation field work and reports, Phase I and II reporting and inspections, and NEPA reports.

Education

B.S., Geography, University of Wisconsin-La Crosse

Selected Project Experience

COMPREHENSIVE PLANS

- Menomonee Falls, WI
- Fond du Lac, WI
- Shorewood Hills, WI
- Lake Delton, WI

CORPS

- Middleton, WI
- Wisconsin Dells, WI
- Beaver Dam, WI
- Fox Lake, WI
- Waunakee/Westport, WI
- Wausau, WI
- Fort Atkinson, WI
- Mukwonago, WI

COST PROPOSAL

FEE BREAKDOWN	
1) Correspondence & Meetings	\$12,680
2) Review of Relevant Plans & Existing Conditions Data	\$2,776
3) Community Engagement	\$7,424
4) Plan Creation	\$20,904
Project Administration & QA/QC	\$3,676
Expenses (mileage, printing, etc.)	\$815
TOTAL	\$48,275

ADDITIONAL SERVICES (OPTIONAL)	
MSA Staffs Pop-Up Booths (per event)	\$2,075
Community Input Map	\$2,560

WHAT OUR CLIENTS ARE SAYING

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

VILLAGE OF MENOMONEE FALLS, WI

Amy Bennett

Planning Manager/Zoning Administrator

P: (262) 532-4408

E: abennett@menomonee-falls.org

VILLAGE OF WRIGHTSTOWN, WI

Travis Coenen

Village Administrator

P: (920) 532-5567 ext. 13

E: tcoenen@wrightstown.us

VILLAGE OF DEERFIELD, WI

Todd Willis

Former Village Administrator (Village of Caledonia)

P: (262) 835-6422

E: twillis@caledonia-wi.gov

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

COMPREHENSIVE PLAN UPDATE | KIMBERLY, WI | DECEMBER 7, 2025



COMPREHENSIVE PLAN UPDATE PROPOSAL



Submitted: December 7, 2025

Valid for 120 days upon submission.

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Village of Kimberly
Attn: Sam Schroeder, Community
Development Director
515 W. Kimberly Avenue
Kimberly, WI 54136

December 7, 2025

RE: Response to RFP for Consulting
Services to Prepare a Comprehensive
Plan

Dear Sam,

Redevelopment Resources and **Studio GWA** enthusiastically submit the following consulting services proposal to partner with the Village of Kimberly, Wisconsin in preparing the village's Comprehensive Plan Update. This project is an exciting opportunity to create a dynamic and forward-thinking plan, one that reflects the village's unique character and history, captures the voice of the community, and guides the village's planning efforts sustainably for years to come.

Redevelopment Resources is a community impact consulting firm that has conducted a wide range of plans, analyses, and implementation strategies for communities throughout the Midwest since 2009. Our partner in this project, **Studio GWA**, provides a wide range of services in land use planning, urban design, architecture, and development finance. We have teamed with Studio GWA on a number of plans and studies, and we are currently working together on comprehensive plan updates in Viroqua and Milton, Wisconsin. Together, we understand the complex layers of the built environment— individual buildings, blocks, districts, and village-wide— we work with stakeholders to develop plans that are more authentic, sustainable, and implementable.

Should we be selected, the Village of Kimberly will be partnering with a consultant team that brings the following strengths:

- **Dynamic public engagement:** Web-based and in-person opportunities, tailored to your community and designed to facilitate authentic dialogue between community members.
- **Compelling and user-friendly plans:** Using concise language, accessible color palettes, and meaningful data visualization, we design plans that are intuitive for multiple audiences.
- **Proven expertise in development and redevelopment strategies:** Our team of planners, architects, and economic development professionals create development concepts that are equal parts feasible and implementable.
- **Results-driven implementation:** Together, our team has a successful history of actionable, results-oriented strategy implementation and positive results.

This project presents a unique opportunity for us to immerse ourselves in **your** vibrant community, learn about its strengths and challenges, and create a guide for continued growth and vitality over the next two decades.

Thank you for the opportunity to submit our team proposal. To schedule an interview, please contact me at 715-581-1452 (cell) or email kristen@redevelopment-resources.com.

Sincerely,

Kristen Fish-Peterson, CECd, EDFP
Principal and CEO, Redevelopment Resources



Established in Wausau, WI in 2009, Redevelopment Resources is a community impact consulting firm providing economic, community and re/development solutions and research services to municipalities, businesses and organizations. We encourage all our clients to dream a bigger dream for their community and work under a motto of “every challenge deserves a unique solution”.

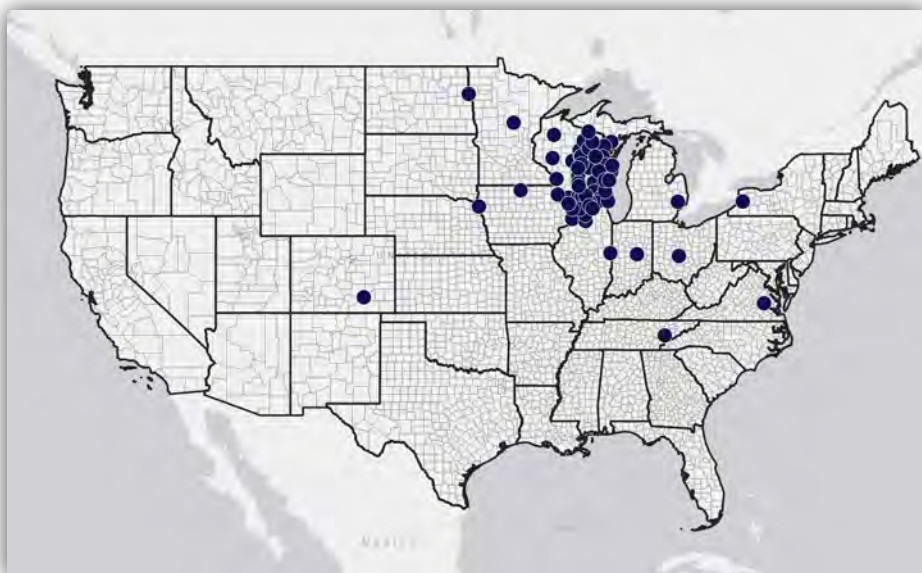
CORPORATE OFFICE:

Redevelopment Resources
722 Traveler Lane
Madison, WI 53718
(715) 581-1452 (c)

www.redevelopment-resources.com

We are passionate about what we do. Relationship building is critical to our work and our ability to assist communities transform their local economies for the better is what drives us. We work tirelessly to ensure the quality of our work and strive to produce nothing but the best product for our clients. Exceeding your expectations with a well-thought out and well-presented product is our top priority. We understand that there is a history to every community, and the leadership of each one has taken great care to craft the present day and future circumstances that exist.

Our track record:



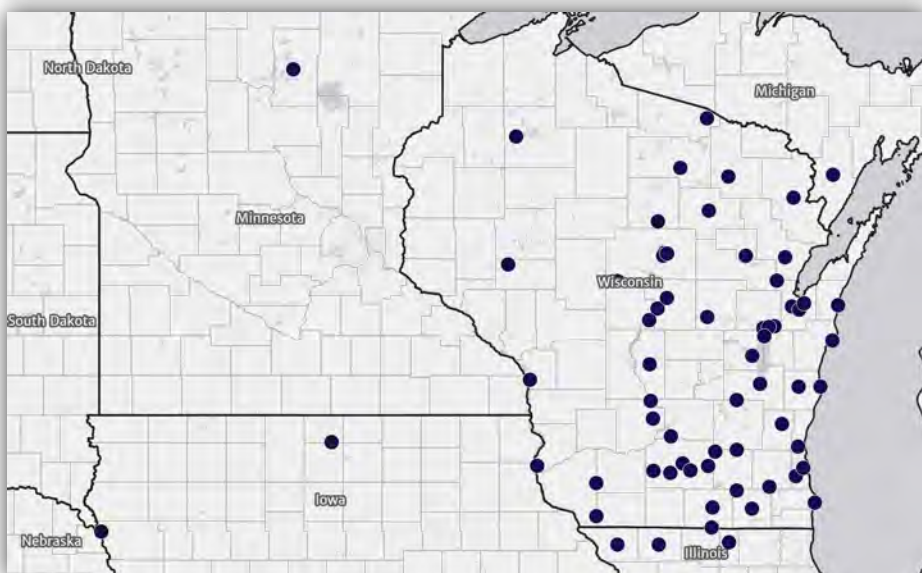
16

States & Provinces with
Communities Positively
Impacted by Our Firm



80+

In-depth Market Studies
for Communities &
Businesses



100+

Sites Analyzed for
Development or
Redevelopment

165+

Combined Years of Experience





LOCATIONS

Rockford:

200 Prairie Street, Suite 201
Rockford, Illinois 61107

Monroe:

1107 16th Avenue
Monroe, Wisconsin 53566

COMPANY INFORMATION

Full Legal Name: Gary W. Anderson
and Associates, Inc.
Date Established: 1982
Number of FTEs: 14

Studio GWA is a creative, visionary team that believes in engaging the community through design. We are well-versed in urban and architectural design, economic development, real estate development, planning, placemaking, and other services that have benefited communities throughout the Midwest.

We have earned a reputation for revitalizing existing spaces in a way that emphasizes their character and reinforces their unique context within a community. Some of the best places are those that played a core role in a community's development. We help people tell that story to bring it back to life for future generations, not only through the engagement process but also through design.

Since 1982, Studio GWA has contributed to focused community change by taking an on-the-ground approach. We continue to partner with individuals, organizations, and communities to develop a shared ownership and appreciation of history, one that creates a legacy for future generations.

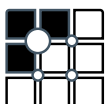
Actively designing
versatile, livable,
and **sustainable**
places for people.



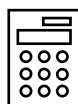
CONTACT INFORMATION

Ashley Saver, AICP
Principal
asarver@studiogwa.com
P. 815-963-1900
www.studiogwa.com

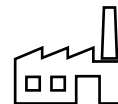
OUR STRENGTHS



MASTER PLANNING



FINANCIAL FEASIBILITY

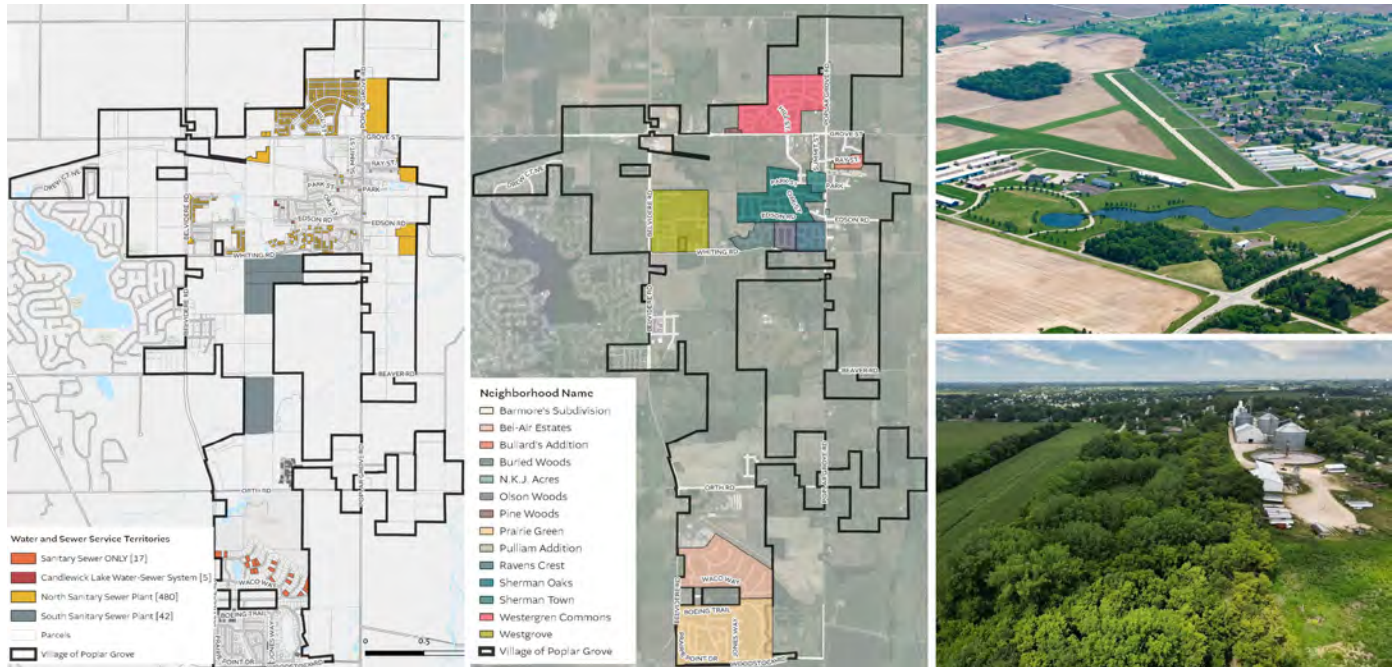


PRESERVATION AND REUSE



Poplar Grove Comprehensive Plan

Plan Development • Land Use Analysis • Community Engagement



a roadmap for growth while maintaining the community's rural character



The small, rural community of Poplar Grove sought to update their Comprehensive Plan to guide the next ten years of community planning. The Plan focuses on housing, economic development, infrastructure, and park space incorporating primary and secondary data. Community engagement sessions sparked additional conversation about maintaining the rural character of the community while accommodating additional development. With new jobs coming to the adjacent community, Poplar Grove is well-positioned to encourage additional housing and absorb some additional commercial impact.

Unique elements to the community that influenced the team's approach and recommendations included: a vibrant fly-in airport and residential community, a popular rail-to-trail path connecting multiple communities, limited utility capacity at the north plant, and abundant agricultural land within and surrounding the community.

Studio GWA and Redevelopment Resources partnered to produce a Plan that incorporates standard plan elements like a community profile, existing and future land use maps, and zoning maps. The team expanded on this data and the community input to develop an implementation matrix, identifying priorities for the next ten years.

Project Information



Katie Jaster

Deputy Clerk

Phone: 815-765-3201

Email: kjaster@villageofpoplargrove.com



October 2023 - October 2024



Studio GWA Role:
Plan Document Creation
Community Engagement
Zoning/Land Use
Infrastructure and Utilities
Transportation
Recreation
Agriculture
Implementation Plan



Project Team:

Ashley Sarver

Aaron Holverson

Kristen Fish-Peterson, RR

Dayna Sarver, RR



Land Use

Introduction

In the context of municipal planning, the term “Land Use” refers to the different purposes for which land may be used. While these purposes are functional in their individual classification—residential, commercial, industrial, civic, and conservation uses, for example—their collective form plays a significant role in creating the community the village aspires to become.

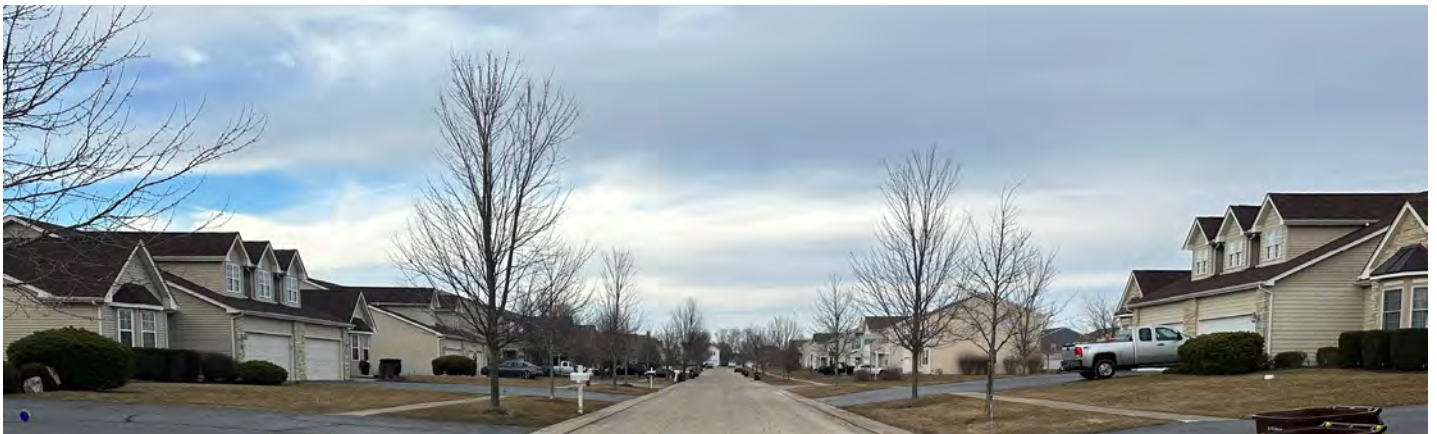
Long-range land use plans provide a framework for municipalities to identify future land use needs in general, guide future preservation and development for public and private uses in particular, and spatially arrange said uses in an orderly, compatible manner. At their best, long-range land use plans help municipalities accomplish multiple objectives, including:

- Encouraging orderly, cohesive development patterns;
- Cultivating community character and a unique sense of place;
- Minimizing land use conflicts;
- Protecting natural environments; and
- Providing efficient municipal service delivery.

The Land Use element of the plan includes information on existing land use, development patterns, and zoning classifications within the Village of Poplar Grove. It references relevant content from previously adopted plans and studies and incorporates data from other elements within this plan related to issues, trends, and opportunities. Put together, these items inform a Future Land Use Plan that identifies a preferred physical development for the village.

Upon adoption by the Village Board, the Land Use element of the plan becomes a guide for the village’s official zoning map and for making decisions related to a variety of matters, including development phasing, associating developments with public improvements, and zoning and subdivision decisions. It should be stressed that this element is a guide.

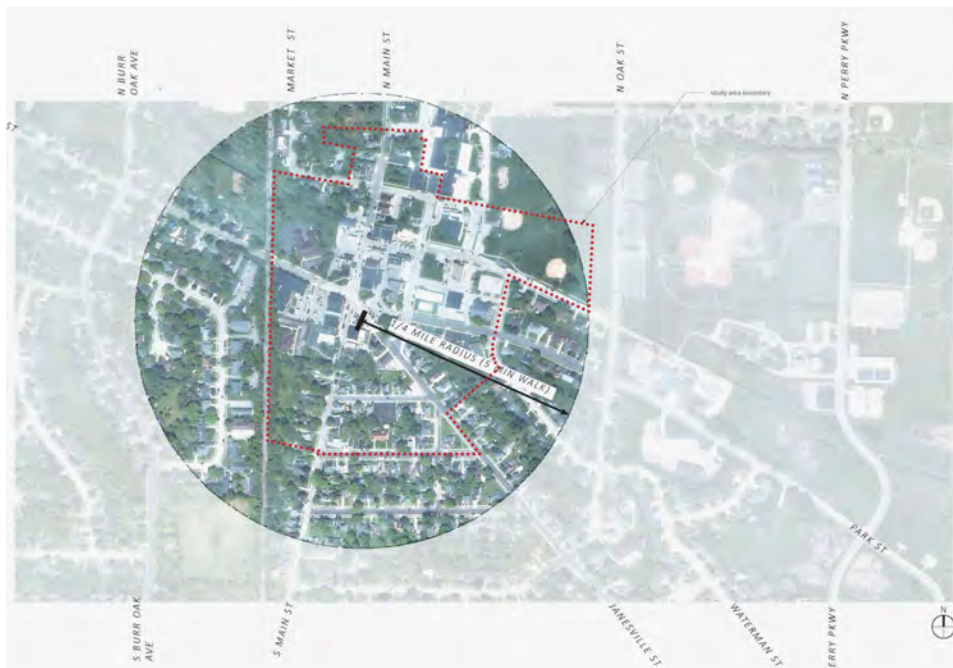
Zoning is the legal mechanism by which the village controls how land is used. The village’s zoning map is linked to the Unified Development Ordinance (UDO), and together they regulate land use. Working in tandem with village staff, the Village Board as well as the Planning & Zoning Commission is responsible for interpreting the land use plan and enforcing the zoning ordinance.





Village of Oregon, WI Downtown Master Plan

Community Engagement • Urban Design • Architectural Strategy



Community meets possibility in Downtown Oregon.



Studio GWA collaborated with Redevelopment Resources and the Village of Oregon to develop a visionary Downtown Oregon Master Plan that honors the community's small-town charm while preparing for a vibrant and sustainable future. The plan is the result of extensive public engagement, including surveys, walking tours, and local events, which revealed a strong desire to preserve Oregon's historic character while enhancing its livability, economic vitality, and walkability.

The plan identifies ten key opportunity sites for redevelopment, ranging from adaptive reuse of historic buildings like the former Village Hall to new mixed-use infill projects that introduce housing, retail, and public amenities. Waterman Triangle Park is reimagined as a central gathering space with improved visibility, interactive features, and flexible event infrastructure. The plan also proposes enhancements to streetscapes, pedestrian safety, and accessibility, creating a more connected and welcoming downtown experience.

In addition to physical improvements, the plan outlines a series of programmatic and policy recommendations to support small businesses, activate public spaces, and foster cultural programming. These include initiatives such as pop-up shops, public art installations, downtown ambassadors, and expanded community events. The plan is aligned with Oregon's sustainability goals, integrating green infrastructure, energy efficiency, and climate resilience into its recommendations.

With a clear implementation roadmap and strong community support, the Downtown Oregon Master Plan positions the Village for thoughtful growth and transformation over the next two decades—ensuring that downtown remains a dynamic destination for residents and visitors alike.

Project Information



Elise Cruz, AICP
Director of Community Development
ecruz@vil.oregon.wi.us
608-835-6291



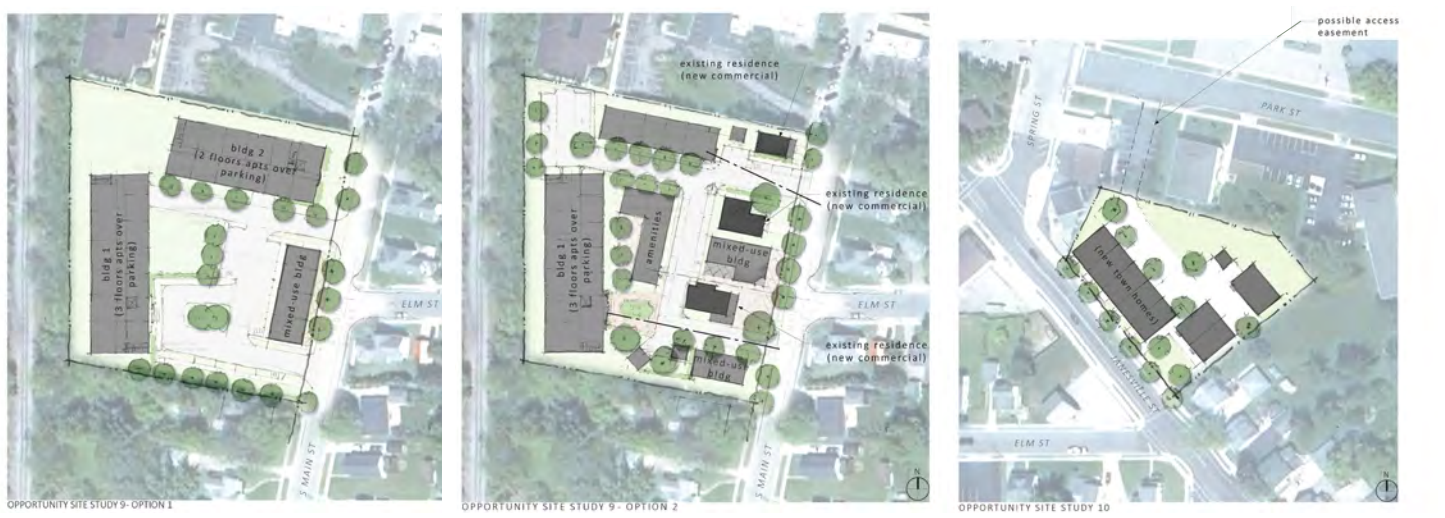
2024 - 2025



Studio GWA Role:
Master Planning
Redevelopment Planning
Redevelopment Resources Role:
Market Analysis
Stakeholder Engagement



Project Team:
Ashley Sarver, AICP
Aaron Holverson, AIA
Kristen Fish-Peterson, CECD, EDFP
Dayna Sarver, CECD, HDFP





Baraboo, WI STRATEGIC PLANS & HOUSING STUDY



INTERNAL STRATEGIC PLAN
BARABOO, WI

Plan

Project Information

@ Pat Cannon, Executive Director
Baraboo Community Development
Authority

101 South Blvd.

Baraboo, WI 53913

608-356-4822

pcannon@cityofbaraboo.com

Casey Bradley, Former City of

Baraboo City Administrator

Current City of Sheboygan City

Administrator

Office: 920-459-3287

Casey.Bradley@sheboyganwi.gov



Kristen Fish-Peterson,

Redevelopment Resources

Dayna Sarver, Redevelopment

Resources

Ashley Sarver, Studio GWA

Michael Smith, Studio GWA

Allyson Brunette, Allyson Brunette

Consulting



January 2022 – June 2023

The City of Baraboo selected Redevelopment Resources and Studio GWA to develop Resilient Baraboo, an economic resiliency plan designed to help the community prepare, withstand, and recover from shocks to their economic system. The plan was data-informed from start to finish, with quantitative and qualitative data informing our strategies for communication protocols, risk mitigation, industry diversification, and much more. While the plan was city-wide in scope, our work focused on planning and redevelopment efforts in two Study Areas: Downtown Baraboo, and the South Boulevard corridor. Our work included site analysis, concept renderings, and public space improvements that visitors and locals alike would enjoy.

Beyond downtown, our team led a corridor study for South Boulevard that included multimodal transportation improvements, design and aesthetic guidelines, redevelopment scenarios, and much more. We also worked on a robust community engagement strategy including focus groups, interviews, open houses, and online surveys that gathered feedback from nearly 700 people.

Concurrently, Redevelopment Resources was contracted to conduct a housing study for the City. The housing study showed the City that there was significant demand for multi-family to rent (902 units) and for sale (135 units), as well as owner-occupied single family (1,275 units) over the next five years. The City used this housing study to plan for two new fire stations. They have also received commitments for over 700 units of housing to be built in the next two years and used the study to inform their incentive decisions.

Also concurrently, the city asked us to conduct Strategic Planning for elected officials and staff, so they could envision growth and plan for the time beyond each election cycle and/or budget cycle. Our team guided the staff and elected officials through a process that evaluated current and future needs in the areas of technology in local government, succession planning for staff and volunteer roles, police service delivery, pending budget shortfall and managing growth. Our plan set the City up to manage these issues and more over the next five to 10 years.

Summary of Public Input

Several stakeholder groups were interviewed, either individually or in focus groups (virtually and in person). Questions were asked related to economic resilience and how the community fared through the pandemic, South Boulevard and how to improve the aesthetics of that entrance to the community, downtown and what would be beneficial to include in the future of downtown, and transportation for pedestrians and bicyclists. Also asked of interviewees was how the community could improve visibility of downtown to visitors to Devils Lake State Park.

Comments from interviews and focus groups are summarized by focus area throughout the remainder of the report. A summary of the public engagement reach is shown in Figure 2.1, below.



FIGURE 2.1: PUBLIC ENGAGEMENT RESULTS



Excerpt from City of Baraboo Economic Resiliency Plan.

SWOT Analysis

A SWOT Analysis is a planning technique that is used to help an organization understand four components impacting organizational effectiveness: Strengths, weaknesses, opportunities, and threats (sometimes referred to as 'challenges'). Strengths and weaknesses are considered internal factors that are more easily controllable from within; opportunities and threats are considered external factors that an organization cannot easily control and for which they must plan and prepare.

The project team considered the SWOT Analysis to be an important exercise for both economic resiliency planning in particular. SWOT Analyses are typically used not only to ascertain the effectiveness of an organization but also to ensure that they remain competitive and responsive, traits of which are essential for withstanding systemic economic shocks.

A SWOT Analysis for this project was conducted in May and June of 2022. The SWOT was segmented into three geographic areas: The City of Baraboo as a whole, downtown, and South Boulevard. As such, Chapters 3-5 include an excerpt from the SWOT of the respective geographic area. The community input gathered from focus groups, interviews, and open houses significantly influenced the SWOT analysis, as was secondary data pulled from ESRI and other sources. The SWOT Analysis was presented to the Baraboo Economic Development Commission on June 2, 2022 as well as the Baraboo City Council on June 28, 2022. To ensure accuracy and gain consensus, members provided input which helped shape the final SWOT as presented in this report.

Project Understanding

Kimberly is a village of approximately 7,320 residents located in southeastern Outagamie County, positioned just east of Appleton within the Fox Valley region of Wisconsin. The village is home to key destinations including Sunset Park, the Kimberly Amphitheater, and the Richeson School of Art & Gallery, which exhibits regional works and offers community classes. These destinations, among others, give Kimberly a distinct small-town identity while contributing to the broader recreational and cultural offerings of Outagamie County and the Fox Valley metropolitan area.

The Village of Kimberly has demonstrated its ability to be a collaborative partner by investing in strategic projects that improve the quality of life throughout the city. The Cedars Development, for example, illustrates the village's commitment to riverfront revitalization and economic development. Recent improvements such as the Municipal Services Center Project provide a much-needed modern facility for staff and community members alike. Many of these projects are the result of recommendations that were detailed in previous planning efforts, including the 2010 Comprehensive Plan. This demonstrates that the village values planning efforts that are action-oriented and implementable. Therefore, it is important for the project team to develop a comprehensive plan that not only has robust recommendations but also integrates with existing adopted plans.

Kimberly is a different place than it was when the existing comprehensive plan was adopted in 2010. The village is currently navigating public safety transitions, including its recent withdrawal from the Fox Valley Metro Police Department after many years of shared services. The economic development landscape has shifted, with major employers such as Kimberly-Clark reducing its local footprint. These challenges, among others, underscore the importance of developing a robust plan that showcases the Village's strengths and is resilient enough to thoroughly respond to each of the challenges it may face in the years to come.

Project Scope of Work

The following scope of work demonstrates our ability to thoroughly document each element of the Comprehensive Plan while ensuring the plan achieves the following goals:

- Preparing a multi-faceted plan that promotes orderly growth and development in a cohesive manner.
- Encouraging inclusive, meaningful public engagement to ensure the plan accurately captures the needs and priorities of the community.
- Establishing a long-term vision for sustainable, responsible development
- Enhancing livability and quality of life through strategic planning for infrastructure, amenities, and economic opportunities.
- Promoting balanced land use planning that supports smart growth and long-term sustainability.
- Providing a clear framework for zoning and regulatory updates that align with the Village's vision.
- Coordinating plan efforts with the consultants of the forthcoming Sunset Park Master Plan project.

Project Management

Project Management Team (PMT)

Effective project management includes regular and consistent communication between us as the consultant team and the village as the client. We value this communication to ensure we are on the same page with village staff and elected officials throughout our many months of working together. Outlined below is our Project Management Team and our strategy for regular check-ins throughout the project.

The PMT will include:

- Village Staff, including a primary Point of Contact and other staff members as appropriate
- Consultant Team, including:
 - Project Manager (PM) – Kristen Fish Peterson, CECD, EDFP, Principal and CEO of Redevelopment Resources, will be the primary Point of Contact (POC) between the Village point-of-contact and the consultant team, coordinate the scheduling of meetings, submit documents and invoices, and represent the consultant team at public meetings. The primary method of communication will be via email.
 - Deputy Project Manager (DPM) – Ashley Sarver, AICP, Principal of Studio GWA, will be the secondary POC assuming the responsibilities of the project manager during those times when the project manager is out of the office and unable to respond to client inquiries and requests.
 - Chief Data Geek – Dayna Sarver, CECD, HDEFP with Redevelopment Resources
 - Associate Planner – Michael Smith, AICP Candidate with Studio GWA

PMT meetings

PMT meetings are an opportunity for the team to provide guidance and input on plan deliverables. The schedule proposes virtual PMT meetings occurring monthly. We will provide meeting agendas at least two business days prior to an upcoming PMT meeting and meeting summaries two business days after the last PMT meeting.

Deliverables

Agendas and Meeting Notes

We will develop an agenda for every planned meeting with staff and maintain running meeting notes that reflect the content of the conversation. This will assist us in conducting efficient meetings as well as assist the PMT in referencing back to decisions made. These can be shared regularly to ensure accurate record-keeping.

Progress Reports and Invoices to Village POC

The Project Manager, on behalf of the whole team, will submit progress reports with invoices to the village POC regarding the project progress. These will be submitted at the conclusion of the following project phases:

- Secondary Data Gathering and Document Review (25% of project completed)
- Stakeholder Engagement and Primary Data Gathering (50% of project completed)
- Draft Document Review and Revisions (75% of project completed)
- Final Document Presentation and Approval (100% of project completion)

Any deviations from the scope of service agreed upon in an executed contract that could result in a change order would be identified immediately and discussed with the client prior to any invoicing for said changes occurring.



Image: Kristen presenting to City of Whitewater Common Council on TIF assistance.

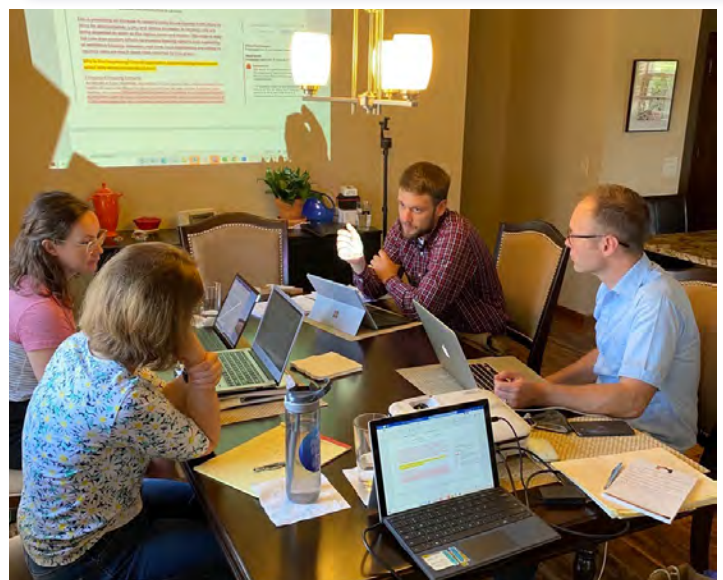


Image: Consultant team work session.

Task 1: Community Assessment

This phase includes a thorough review and documentation of the Village of Kimberly: its form, function, defining features, and its many physical, natural, economic, and cultural assets.

1.1: Project Kickoff Meeting and Community Tour

The PMT will organize and facilitate an in-person kickoff meeting with village staff. Key items for discussion include:

- Project purpose, goals, and objectives
- Project scope, deliverables, and timeline
- Project Management Team (PMT) composition and meeting cadence
- Plan Commission and Village Board meeting cadence
- Data and available resources
- Protocol for document sharing between the Project Team and Village (e.g. Box, Dropbox, Teams)
- Draft Public Participation Plan, in accordance with Wisconsin planning law and statutory requirements (Wis. Stat. §66.1001)
- A draft list of contacts to begin the Public Participation Plan
- Recent plans, developments, and other community initiatives

Following the kickoff meeting, we will take a community tour with Village staff and finalize the work plan. The community tour gives us the opportunity to better understand the current state of each related plan element within the jurisdictional boundaries. Our team will capture high-quality imagery that will be incorporated into the final plan and supporting materials.



Image: Walking tour with downtown business and property owners in Oregon, WI.

1.2: Data Collection and Project Preparation

We will begin this task by submitting a data request memo to the Village. The memo will include a list of GIS layers, database files, and adopted plans and studies that will be useful for our upcoming tasks and will distinguish between what public or open-source data we have already collected and what municipal data the Village, Outagamie County, Appleton Metropolitan Planning Organization (MPO), East Central Wisconsin Regional Planning Commission (ECWRPC), and other governmental entities may have. The team will collect and analyze data in order to project trends through 2047.

1.3: Plan Commission (PC) and /or Village Board (VB) Meetings

The consultant team will appear before the Plan Commission and the Village Board over the course of the project to review and approve the following action items:

Meeting 1 – Project Orientation and Public Participation Engagement Plan Approval

The first Plan Commission meeting will be attended by our team in person early in the project. We will review the project purpose, goals, and objectives and share the project scope and timeline. We will also present a draft public participation plan (Task 2.1), concepts for the project website and community survey (Task 2.2) for approval by the Plan Commission or Village Board. Additionally, our team will foster a discussion on the issues and opportunities facing Kimberly from the Plan Commission's perspective. This will help our team better understand community sentiment, aspirations, and challenges. We may use this opportunity to serve as a form of focus group discussion with the Plan Commission.

Meeting 2 – Existing Conditions Report Review

This meeting will give Plan Commission members the opportunity to review the Existing Conditions Report. This will be a draft report that has been reviewed by Village staff, with any staff edits addressed by our team and incorporated into the revised report. From there, we can present the report to the Village Board and incorporate proposed revisions.

Meeting 3 – Joint Village Board and Plan Commission Meeting, Vision, Goals, and Objectives Session

We will facilitate a session with the Village Board and Plan Commission on the Draft Vision, Goals and Objectives memo submitted one week prior to the meeting. The purpose of this session is to begin consensus-building: Refining the draft Vision, Goals, and Objectives reviewed by Village staff, and preparing them for the community at large to review during the engagement tasks listed below. Additionally, we will discuss planning policies and land use strategies that will shape the Preliminary Land Use Framework in Task 4.2. This session may be in-person or virtual to accommodate schedules.

	Project Management Team	Plan Commission	Village Board
1 Public Participation Plan	x	x	
2 Project Website Review	x		
3 Digital Community Survey	x	x	x
4 Existing Conditions Report	x	x	x
5 Vision, Goals, and Objectives	x	x	x
6 Implementation Strategy	x		
7 The final presentation to the PC for recommendation to approve of the final plan document(s) by the Village Board.		x	
8 Final Comprehensive Plan	x		x

1.4: Plan, Policy, and Code Review

We will conduct a review of existing adopted plans, policies, and ordinances, including but not limited to:

- Village of Kimberly Comprehensive Plan and Plan Amendments (2010, 2012, 2016)
- Village of Kimberly TID 4, 5, and 6 Documents, including Annual Reports, Project Plans, and Proformas
- Village of Kimberly Comprehensive Open Space and Recreation Plan (2024)
- Fox Cities and Greater Outagamie County Regional Housing Strategy (2022)
- Outagamie County Comprehensive Plan (2020)
- Outagamie County Regional Bicycle and Pedestrian Plan (2023)
- Appleton (Fox Cities) Transportation Management Area and Oshkosh Metropolitan Planning Organization Bicycle and Pedestrian Plan (2021)

This review will determine whether significant additions, deletions, or modifications are needed since the 2010 Comprehensive Plan and will ensure the updated plan is internally consistent and externally aligned with complementary plans. The findings will uncover objectives, opportunities, and recommendations that together form a single, cohesive strategy.



1.5: Land Use Inventory and Field Work

We will conduct a review of previous land use inventories detailed in the Comprehensive Plan and verify land uses, using both field work, GIS analysis, and satellite imagery to do so. This will help us understand land use patterns, existing conditions, and opportunities for improvement.

1.6: Interviews and Focus Groups

The project team will conduct up to six 30-minute interviews and up to three one-hour focus groups. Representatives of various stakeholder groups will include:

- Elected officials and village staff
- Kimberly Area School District staff, parents and/or guardians
- Business owners and managers
- Property owners and managers
- Business-related organizations (e.g., Fox Cities Chamber of Commerce)
- Community-based organizations (e.g., nonprofits, churches)
- Real estate brokers, developers, and bankers
- Regional collaboration will be sought from the City of Appleton, Village of Little Chute, Village of Combined Locks, Appleton Metropolitan Planning Organization (MPO), and East Central Wisconsin Regional Planning Commission (ECWRPC)

The purpose of this task is to gain local perspectives on community issues and on-the-ground preliminary findings for the Existing Conditions Report (Task 4.1). In keeping with Task 2.1 (Public Participation Plan), we will work with village staff to identify and contact stakeholders, prepare discussion agendas, and coordinate scheduling and logistics. We will prioritize in-person focus groups and stakeholder interviews during a one-day visit but are prepared to conduct virtual or hybrid meetings to accommodate schedules.

Task 1 Deliverable:

- Summary of stakeholder interviews and focus groups.

Task 2: Public Engagement

Public engagement is critical to developing unique, relevant plans, so the team will lead several community input efforts to understand what is important to those who live and work in Kimberly.

2.1: Public Participation Plan

Shortly after the project kick-off meeting (Task 1.1), we will develop a Public Participation Plan. In addition to meeting the minimum requirements outlined in Wis. Stat. § 66.1001(4)(a), the Public Participation Plan will serve as the starting point for creative, engaging, and productive public engagement activities. These activities will enable the project team to not only assess village-wide issues and opportunities but also to translate that information into customized implementation steps. Additionally, the plan will:

- Outline all engagement-specific tasks and deliverables
- Describe their importance in relation to other project tasks
- Determine target audiences for each task
- List potential communication methods available to effectively reach each audience
- Inform the public of the process for gathering and utilizing public input

The Project Team will leverage existing village relationships and community organizations to reach a wide range of participants and will work to include additional voices not represented through traditional channels. Rather than stale public engagement efforts, we will design targeted engagement experiences for multiple audiences. The specific activities used to gather public input will evolve throughout the process as the team continually assesses the effectiveness of each stage. All activities will follow a set of Guiding Principles and will fit into one of several engagement categories.

Guiding Principles

The following should be considered when designing and implementing each phase of public engagement:

- As many people as possible should be reached. Communication of engagement activities or publicizing information about the project will include email blasts, announcements at public meetings, bulletin board postings, social media postings, and newspaper notices.
- Engagement activities, both online and in person, should be accessible to all users and be held in locations and at times to facilitate engagement.
- All participants should feel safe sharing their ideas and concerns.
- Discussion questions should aim to assess values and priorities and should not focus on specific solutions. Rather, solutions should be developed to align with values and priorities.
- Engagement activities should be fun!



Image: Pop-up event in Viroqua, WI, for Comprehensive Outdoor Recreation Plan.

2.2: Web-Based Engagement

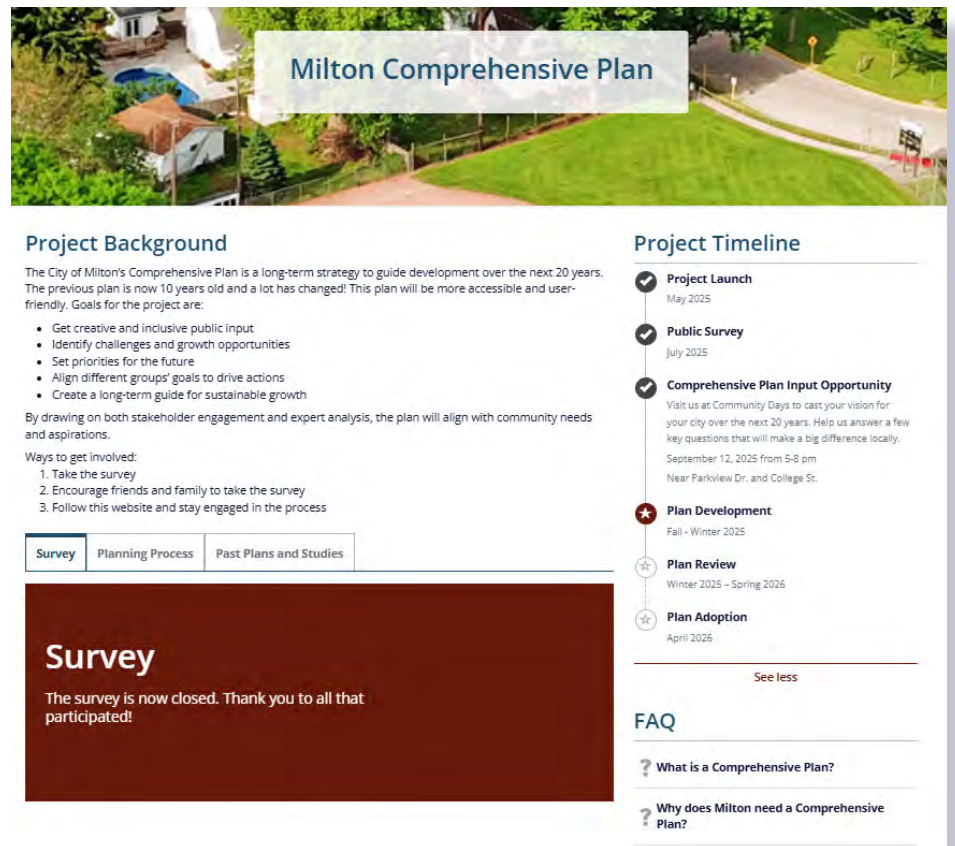
The scope includes building and hosting each engagement platform below. However, we are happy to work with platforms that the village is already using and can incorporate all relevant content to ensure an optimal end-user experience.

Project Website

Our team will build a project website that allows visitors to get the latest information on plan progress, send comments or questions, reply to a community survey, and pinpoint community assets and opportunities. The website will go live at the end of April and remain active throughout the project period.

Digital Community Survey

We will develop and administer a web-based survey to gather input on community issues, opportunities, and priorities. The survey will be disseminated through the village's social media and notification systems, newspaper, and any other applicable method available. We will create a toolbox of branded resources for the village to use in their newsletters and social media postings.



The survey will go live at the end of April following approval by the Plan Commission and Village Board. During the Joint Village Board and Plan Commission Meeting (Task 1.3) we will bring the survey questions before board and commission members for final approval of the survey questions and design. This will ensure that the questions are not misleading and that the responses are actionable. The survey will be available for four weeks. Based on the village's population, we anticipate a representative sample of more than 363 completed surveys. Ideally, more than 50 of those responses would be from renter-occupied housing units. If after four weeks the response rate is insufficient, the timeline may be extended and marketing efforts redoubled.



Image: Studio GWA Principal and architect discusses downtown design preferences with Village of Oregon resident.

2.3: In-Person Engagement

The tasks below illustrate the most impactful means of gathering public input for this project. Prior to these on-site activities, we will conduct one PMT meeting to confirm objectives, review materials, and discuss in-person engagement opportunities. The results of all stakeholder engagement activities will be summarized in the Existing Conditions Report and the final Comprehensive Plan.

Stakeholder Workshop

We will continue the consensus-building process by re-engaging the stakeholders from Task 1 to further refine the draft Vision, Goals, and Objectives. Stakeholder input will be especially helpful here, resulting in a vision and a set of goals and objectives that reflect local perspectives and are rooted in findings from the *Existing Conditions Report (Task 4.1)*. Following this workshop, the project team will be ready for deliverables to be presented to the general public.

Community Open House

We will conduct one open house to get input on the Draft Vision, Goals, and Objectives (Task 3), present findings from the Existing Conditions Report (4.1), and discuss policies and strategies that will shape the Preliminary Land Use Framework (4.2). These tasks will be conveyed in stations, with materials that describe the planning process in plain language with compelling graphics.

Task 2 Deliverables:

- Public Engagement Plan
- Project website
- Community Survey and analysis of representative sample
- Workshop materials and summary
- Community Open House materials and summary

Task 3: Goal Setting

This task centers on robust public engagement and collaborative goal setting, ensuring the 2047 Comprehensive Plan is rooted in community values and aspirations. Through a multi-platform approach including a dedicated project website, a digital community survey, and in-person events like a stakeholder workshop and community open house, we will gather diverse input on local issues, opportunities, and priorities. Insights from village staff, appointed officials, stakeholders, and community members will be



synthesized into a draft Vision, Goals, and Objectives document that reflects Kimberly's unique character and challenges. This will be a draft set of aspirational statements that not only address the issues and opportunities identified in the Existing Conditions Report (Task 4.1) but also lay the foundation for the Preliminary Land Use Framework in Task 4.2. This document will then be refined in a stakeholder workshop to ensure they are locally grounded, forward-looking, and ready to guide the land use framework and recommendations.

Task 3 Deliverables:

- Draft Vision, Goals, and Objectives
- Revised Vision, Goals, and Objectives

Task 4: Plan Preparation, Implementation, and Finalization

This task outlines the process for documenting and assembling the Comprehensive Plan. The draft document will include deliverables from the previous tasks. These deliverables provide a solid foundation upon which we will build the draft plan components:

- Issues and Opportunities
- Housing
- Transportation
- Utilities and Community Facilities
- Agricultural, Natural, and Cultural Resources
- Economic Development
- Intergovernmental Cooperation
- Land Use
- Implementation

Each of these elements will be prepared in accordance with Wis. Stat. §66.1001.

Our proposed workflow for Task 4 is as follows:

4.1: Existing Conditions Analysis & Report

Based on the data collected in the previous tasks, we will analyze information that characterizes the existing conditions of the community. This includes:

- Local and regional demographic data
- Land use and development patterns
- Zoning classifications
- Land cover
- Watershed and floodplain
- Transportation networks
- Public facilities and utilities
- Housing data
- Industry and employment data

If the village has engaged a private firm to assist with services that would be in the purview of the comprehensive plan (e.g., engineering), we will coordinate to ensure our analysis and work efforts are complementary.

Themes, trends, and key findings will emerge during this analysis, all of which will be highlighted in the Existing Conditions Report (ECR) and discussed in upcoming meetings. The ECR will include baseline information related to the comprehensive plan elements outlined in Wis. Stat. §66.1001.

The findings of the existing conditions analysis will be delivered in a preliminary layout form, with revised maps and meaningful data visualization that illustrate insights, trends, and projections. The report will also integrate a summary and key takeaways from the Plan, Policy, and Code Review (Task 1.3) as well. This task includes revisions proposed by village staff.

4.2: Preliminary Land Use Framework and Recommendations

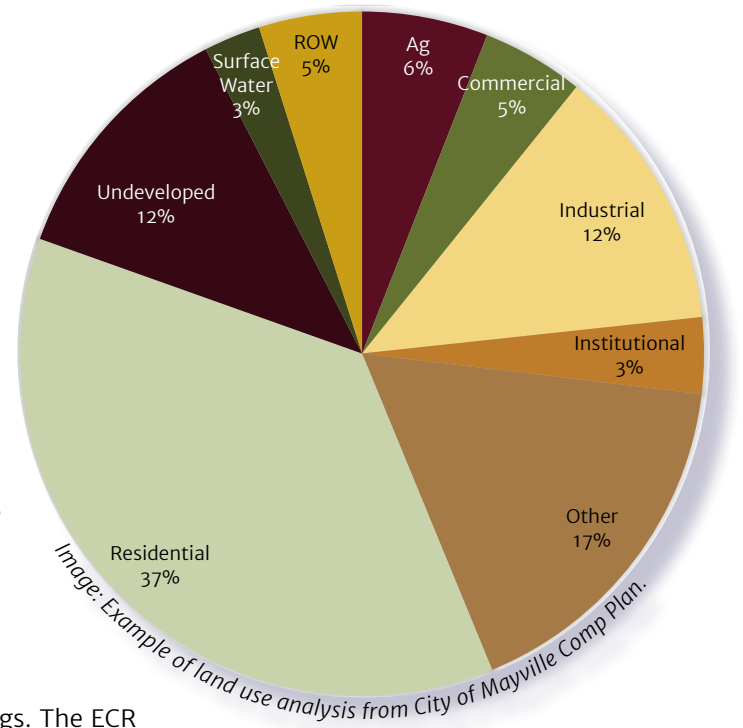
Building on the Existing Conditions Report and informed by the input received, we will develop a Preliminary Land Use Framework. The purpose of this task is to take quantitative and qualitative information gathered thus far and chart a course for the orderly, cohesive, and responsible use of land in Kimberly. This includes land use scenarios and strategies, planning policies, and a Draft Future Land Use Map.

4.3: Complete Narrative Document

We will produce a draft narrative document for the PMT and village staff to review and revise. This narrative document will include the text from the Existing Conditions Report, Goals, and Preliminary Land Use Framework and Recommendations.

4.4: Layout Document

We will produce a graphically rich document, complete with narrative, figures, maps, and compelling images for the PMT, village Staff, and Plan Commission to review and revise. This task includes revisions, ideally with the PMT coordinating and synthesizing all comments.



4.5: Plan Commission, Meeting #4: Implementation Strategy Session

We will facilitate a session with the Plan Commission on the Draft Implementation Strategy. The purpose of this session is for staff and commission members to identify specific tasks, cost estimates, timelines, and other key variables to ensure the strategy is feasible and achievable.

4.6: Draft Implementation Strategy

Following the Plan Commission meeting, we will prepare a Draft Implementation Strategy, which outlines specific tasks that are tied to the plan recommendations. Key variables for the Implementation Plan will include:

- Goals, objectives and recommendations
- Cost estimates and funding sources
- Timelines and responsible parties

Coordination and Programming Recommendations

	Action	Timeline	Cost Estimate	Lead Agent	Partners	Priority
1.1	Initiate city-led discussion with property owners to discuss next steps and implications for parcel redevelopment.	1-3 years	Staff Time	DMI	DPD, PO	High
1.2	Hold annual property owner coordination and discussion meetings.	3-5 years	Staff Time	DMI	DPD, PO	Medium
1.3	Host semi-annual meetings with Downtown Stakeholders and Discovery Campus project leaders as they proceed with their development.	3-5 years	Staff Time	DMI	HPC, LCCHS, DPD, DNA, RED, BO, PO	Medium
1.4	Coordinate with Oktoberfest for opportunities to expand their brand and business within the study area, via a museum, bar, or office presence.	3-5 years	Staff Time	BO	BO, PO, DMI, DNA	Medium
1.5	Review the study area boundaries, integrate into the downtown district, then formalize.	1-3 years	Staff Time	DPD	DMI, DNA	Low
1.6	Create a brand identity for the study area. The identity should encompass the downtown, representing an expanded yet cohesive district.	3-5 years	\$	DMI	DNA, PO, BO	Low
1.7	Incorporate the study area assets into downtown-specific wayfinding materials, maps, apps, and more.	3-5 years	\$	DPD	DMI, DNA	Medium
1.8	Work with Oktoberfest and adjacent property owners to ensure maximum flexibility for programming, activities, and furnishings.	1-3 years	Staff Time	DPD	PO	Medium
1.9	Work with Downtown Mainstreet to 'test' events (existing or new) that expand from downtown into the study area.	Ongoing	Staff Time	DPD	DMI	Medium

Image: Example of implementation matrix.

One PMT meeting will be reserved to review the Implementation strategy. We anticipate one round of edits to be incorporated at the end of this task.

4.7: Final Draft

We will produce a Final Draft of the 2047 Comprehensive Plan that will be distributed to the plan commission and village well as published to the project website. The Final Draft will be a clear, concise, graphically rich, and well-defined final document that is easy to navigate by elected village officials, staff and the public.

4.8: Presentations to Plan Commission and Village Board

We will present the 2047 Comprehensive Plan draft at a public hearing held in March 2027 during a Plan Commission meeting. Thirty (30) days after the public hearing or later, we will present the final draft of the 2047 Comprehensive Plan to the village board for adoption.

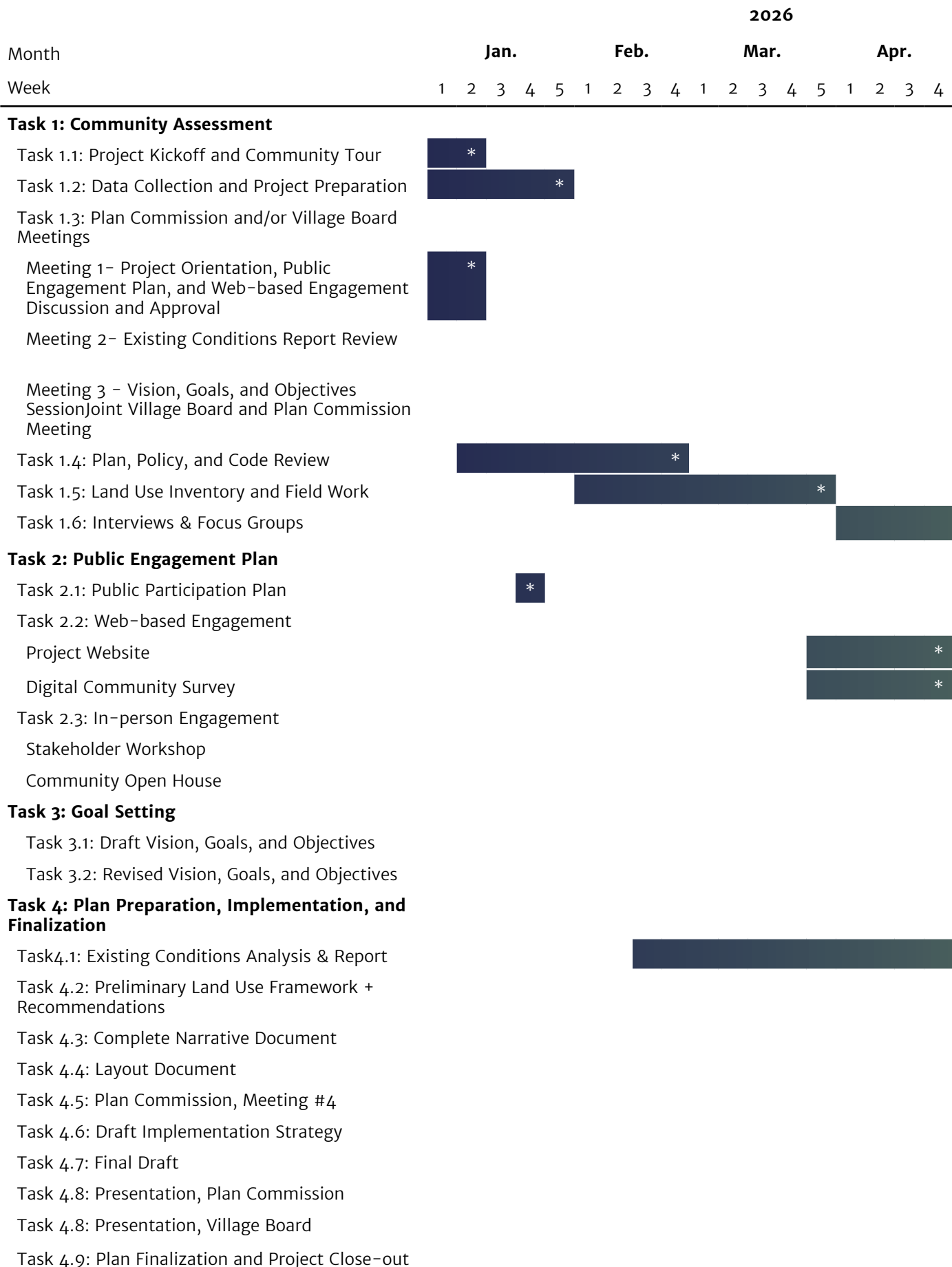
4.9: Plan Finalization and Project Close-out

Once adopted, the Village of Kimberly will receive a print and electronic version of the Final 2047 Comprehensive Plan along with supportive data, illustrations, and other files generated during the planning process.

Task 4 Deliverables:

- Existing Conditions Report, including narrative and graphic assets (e.g., Existing Land Use Map) for each Plan Element, shaped by comments from village staff and plan commission.
- Digital, high-resolution, graphic-rich, final document with maps, data visualizations, images, and links for cross-referencing across plan elements. This document will be provided in formats acceptable for print and web-based use.
- Digital, executive summary of key plan updates for print and web-based use.
- GIS Data: Shape files and layers at the individual parcel level for future use by the village staff.
- Presentations associated with plan creation for use in public communications.

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Schedule indicates estimated duration of each task. An asterisk (*) has been placed in weeks where a project milestone will be achieved.

2026

May

June

July

Aug

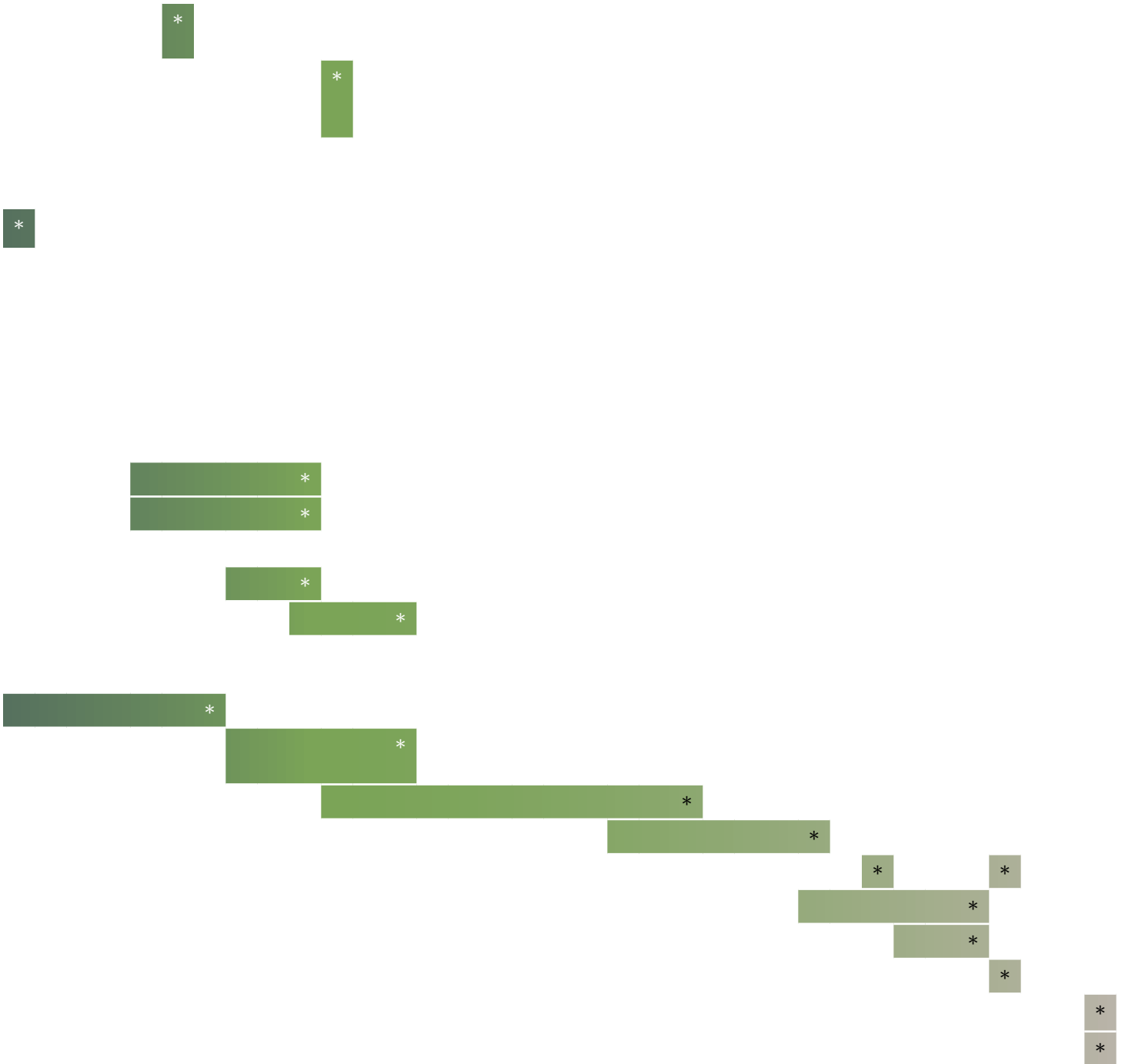
Sep

Oct.

Nov

Dec.

1 2 3 4 1 2 3 4 5 1 2 3 4 1 2 3 4 5 1 2 3 4 1 2 3 4 1 2 3 4 5



Redevelopment Resources



Kristen Fish Peterson, CEcD, EDFP, Principal and CEO

Kristen has over 30 years of experience in redevelopment, market analysis, and strategic planning. She founded Redevelopment Resources in 2009 and has led complex projects involving adaptive reuse, funding strategies, and public-private partnerships. Her expertise includes grant writing, tax increment financing, and housing studies across the Midwest. As the Project Manager (PM), she will be the primary point of contact (POC) between the Village and the consultant team, coordinate the scheduling of meetings, submit documents and invoices, and represent the consultant team at public meetings. Primary method of communication will be via email.



Dayna Sarver, CEcD, HDFP

Dayna brings more than a decade of experience in economic development and redevelopment strategy. She has managed housing studies, tax increment district planning, and market analyses for multiple communities. Affectionately referred to as the “Chief Data Geek”, Dayna will lead data analysis and market research, providing insights to guide land use strategies and redevelopment feasibility while supporting engagement efforts.

Studio GWA



Ashley Sarver, AICP, Principal

Ashley is a Principal and urban planner with extensive experience in downtown revitalization, corridor planning, and community engagement. She specializes in creating actionable redevelopment strategies that integrate market realities with community priorities. Ashley’s work includes master planning, economic development, and placemaking initiatives that strengthen local identity and attract investment. Ashley will lead planning and engagement efforts, ensuring the redevelopment plan reflects community input and supports a cohesive, market-driven vision. As the Deputy Project Manager (DPM), Ashley will be the secondary POC assuming the responsibilities of the project manager during those times when the project manager is out of the office and unable to respond to client inquiries and requests.



Michael Smith, AICP Candidate

Michael is an urban planner with expertise in master planning, corridor studies, and transportation planning. His experience includes stakeholder engagement and development feasibility studies, with a focus on creating inclusive, consensus-driven plans. He also provides historic tax credit consulting and geospatial analysis to support redevelopment efforts. Michael will manage planning tasks and community engagement, ensuring the redevelopment plan reflects market realities and community priorities while coordinating technical analyses.

			K. Fish-Peterson	D. Sarver	A. Sarver	M. Smith
Task		Cost	Hours	Hours	Hours	Hours
Task 1: COMMUNITY ASSESSMENT	1.1: Project Kickoff Meeting and Community Tour	\$3,390	4	5	4	5
	1.2: Data Collection and Project Preparation	\$700	0	2	0	2
	1.3: Plan Commission Meetings					
	Meeting 1: Project Orientation, Public Participation Plan, Web-Based Engagement Discussion/Approval	\$1,110	1	2	1	2
	Meeting 2: Existing Conditions Report Review	\$1,110	1	2	1	2
	Meeting 3: Joint Village Board and Plan Commission Meeting, Vision, Goals, and Objectives Session	\$1,110	1	2	1	2
	1.4: Plan, Policy, and Code Review	\$2,220	2	4	2	4
	1.5: Land Use Inventory and Field Work	\$4,700	0	16	0	10
	1.6: Interviews and Focus Groups	\$3,040	8	0	4	4
	Travel	\$3,760	4	4	6	6
	Task 1 Subtotal	\$21,140				
Task 2: PUBLIC ENGAGEMENT	2.1: Public Participation Plan	\$760	1	1	1	1
	2.3: Web-based Engagement	\$0	0	0	0	0
	Project Website	\$1,400	0	4	0	4
	Digital Community Survey	\$4,500	2	16	0	6
	2.4: In-Person Engagement	\$0	0	0	0	0
	Stakeholder Workshop	\$6,260	4	0	16	14
	Community Open House	\$2,520	2	4	2	6
	Travel	\$3,760	4	4	6	6
	Task 2 Subtotal	\$19,200				
Task 3: GOAL-SETTING		\$3,320	8	2	2	6
Task 4: PLAN PREPARATION, IMPLEMENTATION, AND FINALIZATION	4.1: Existing Conditions Analysis and Report	\$12,120	8	28	2	30
	4.2: Preliminary Land Use Framework and Recommendations	\$4,420	2	12	2	8
	4.3: Narrative Document	\$13,780	14	30	8	22
	4.4: Layout Document	\$5,510	1	12	1	18
	4.5: Plan Commission Meeting #4: Implementation Strategy Session	\$1,520	2	2	2	2
	4.6: Draft Implementation Strategy	\$5,120	12	4	2	10
	4.7: Final Draft	\$700	0	2	0	2
	4.8: Presentations, Plan Commission & Village Board	\$2,280	3	3	3	3
	4.9: Plan Finalization and Project Close-out	\$760	1	1	1	1
	Travel	\$3,760	4	4	6	6
	Task 4 Subtotal	\$49,970				
Total Hours Allocated			89	166	73	182
Subtotal		\$93,630				
Project Website Platform Hosting		\$6,000				
Total		\$99,630				



Katie Jaster, Deputy Clerk
 Village of Poplar Grove, IL
 Phone: 815-765-3201
 Email: kjaster@villageofpoplargo.com



Elise Cruz, AICP
 Director of Community Development
 Village of Oregon, WI
ecruz@vil.oregon.wi.us
 608-835-6291



Pat Cannon, Executive Director
 Baraboo Community Development Authority
 101 South Blvd.
 Baraboo, WI 53913
 608-356-4822
pcannon@cityofbaraboo.com



Casey Bradley, Former City of Baraboo City Administrator
 Current City of Sheboygan City Administrator
 Office: 920-459-3287
Casey.Bradley@sheboyganwi.gov



Kristen Fish-Peterson,
CECD | EDFP
Principal & CEO

PROFESSIONAL DEVELOPMENT

Certified Economic Developer
International Economic
Development Council (IEDC)

**Economic Development Finance
Professional**
National Development Council
(NDC)

**IEDC Board Member, 2006-
2018**

**WEDA Executive Director,
2011-2014**

WEDA President, 2008

EDUCATION

**Master of Business Administra-
tion**

University of Wisconsin, Oshkosh

**Bachelor of Business Admin.,
Marketing**

University of North Dakota

Ms. Peterson has over 30 years of direct experience in redevelopment, market analysis, planning, implementation, grant writing, brokerage, business development, media, manufacturing, and marketing. In 2009, she and two colleagues started Redevelopment Resources, a community impact consulting firm which operates throughout the Midwest. She has managed all aspects of market analysis projects, strategic planning processes, business development and adaptive reuse programs including business recruitment, retention, entrepreneurial programming, loan fund management, deal structuring, blight elimination and policy/ program development.

EXPERIENCE

Market Analysis, Fiscal and Economic Impact Analysis

- Conducted dozens of market analyses for redevelopment, commercial corridors, downtowns, business districts, municipalities and counties using a variety of data sources and primary research methods.
- Calculated fiscal and economic impact analysis for redevelopment of commercial corridors, industrial parks, multi-family residential complexes and public/private redevelopment projects.

Strategy Development and Implementation

- Developed strategy and carried out implementation activities for numerous communities.
- Created redevelopment strategies for dozens of other clients throughout the central U.S.
- Implementation activities have included writing State Approved Relocation Plan, securing appraisals and acquiring properties through negotiations with multiple property owners; securing and overseeing design services for public spaces; hiring and overseeing environmental studies, engineering contractors and architects.
- Created unique policies, programs, and organizational structures for implementing strategies developed for clients.

Project Funding

- Written and implemented several Tax Increment Financing plans.
- Utilized multiple funding sources for complete projects.
- Successful grant writing at local, state, and federal level.

Housing Redevelopment

- Redeveloped a former hospital in Forest City, IA into eight, unique market-rate units
- Currently in redevelopment process of a former elementary school in Pleasantville, IA

Housing Study Projects Managed

- Crow Wing County, MN
- Blackhawk Hills Regional Council
- City of Baraboo, WI
- City of Rockford, IL
- City of Sheboygan, WI
- City of Plymouth, WI

Federal Funding Programs Administered

- CDBG Programs administered in Racine, Sheboygan, Appleton, Fond du Lac, and Oshkosh, Wisconsin
- Supported CDBG program (drafting of Consolidated Plan and CAPER) in Shawnee, OK
- Other federal and state tax credit and grant programs administered



Dayna Sarver,
CECD, HDFP
Chief Data Geek

PROFESSIONAL DEVELOPMENT

Certified Economic Developer
*International Economic Development
Council (IEDC)*

CURRICULUM VITA

Ryan, Bill, Dayna Sarver,
Amy Greil, Errin Welty, Joe
Lawniczak. (2014). An Analysis
of Storefront Improvements:
A Selection of Wisconsin
Case Studies. University of
Wisconsin-Extension. PDF
available at: [http://learningstore.
uwex.edu/Assets/pdfs/G3914.pdf](http://learningstore.uwex.edu/Assets/pdfs/G3914.pdf)

EDUCATION

**Master of Science, Urban
Planning**
University of Wisconsin-Madison

Bachelor of Arts, Economics
Central College

Dayna brings more than ten years of professional experience in economic development and real estate redevelopment to the Redevelopment Resources team. Prior to joining Redevelopment Resources, she was the Economic Development Manager for the City of Verona and the Economic Development Coordinator for the City of Janesville. She was also a project assistant for Bill Ryan at University of Wisconsin-Extension's Division of Community Economic Development focusing on downtown redevelopment. Dayna desires to help others reach their full capacity and enjoys engaging with local and state stakeholders with a multi-disciplinary approach to the development of the community's natural, social and fixed assets.

EXPERIENCE

Market Analysis

- Analyzed the housing stock for communities in WI and IL.
- Conducted market analysis for several communities in WI, OH, and VA.

Redevelopment Strategy and Implementation

- Assisted with the creation of a downtown redevelopment strategies in WI, IL and OH.
- Developed an RFP for a redevelopment project near downtown Verona which included a historic property.
- Implementation activities have included, securing appraisals and negotiating the sale of City-owned property; hiring and overseeing environmental studies, and finding funding sources for redevelopment projects.

Project Funding

- Written and implemented several Tax Increment District plans
- Utilized multiple funding sources for complete projects
- Successful grant writing at state level

Stakeholder & Public Engagement

- Designed and administered online surveys and organized stakeholder engagement meetings for downtown redevelopment activities, workforce development, and housing studies.
- Organized stakeholder engagement meetings for the redevelopment of a prominent property in Verona as well as for business owners impacted by road improvements.

Housing Study Projects:

- 2015 Housing Needs Assessment for Dane County and Municipalities
- 2019 Verona Housing Fee Report and Housing Affordability Analysis
- Blackhawk Hills Regional Council
- City of Baraboo, WI
- City of Rockford, IL
- City of Sheboygan, WI
- City of Plymouth, WI



Ashley Sarver

AICP, Principal

Ashley is a Principal and urban planner at Studio GWA with a background in municipal economic development. With a passion for community and neighborhood development, she mixes her knowledge of development tools with community outreach to develop a pathway to achieving community goals. Her interest in connectivity and biking has led her to be involved in community conversations around interim improvements, infrastructure projects, bike plans, and helping lead the bike organization "I Bike Rockford".

AREAS OF FOCUS

Economic Development
Community Engagement
Development Feasibility Studies
Historic Tax Credits Consulting
Corridor Planning
Local, State, and Federal Incentives

EDUCATION

University of Illinois, Urbana-Champaign
Bachelor of Arts in International Studies,
Minor in Spanish, 2010

University of Illinois, Chicago
Master of Urban Planning and Policy, 2013

National Trust for Historic Preservation
Training in Historic Real Estate Finance

AWARDS

- » 2019 '40 under 40' nominee, Rockford Chamber of Commerce
- » Named one of Rockford Register Star's "People to Watch in 2017"

AFFILIATIONS

- » American Planning Association
- » American Planning Association, IL Chapter
- » I Bike Rockford, President
- » Natural Land Institute, Board Member
- » Patroit's Gateway Community Center, Secretary

SELECTED EXPERIENCE

Master Planning/Feasibility Studies

- » Sterling Riverfront Redevelopment Planning • Rockford, IL
- » Madison Street Corridor Planning and Financial Feasibility • Rockford, IL
- » Mount Morris Streetscape Planning • Mount Morris, IL
- » Property Valuation Study • Rockford, IL
- » Financial Scenario Planning for Woodstock Courthouse • Woodstock, IL
- » Fordam Forward/Purpose Built Communities Planning • Rockford, IL
- » Keith Creek Greenway Planning and Community Outreach • Rockford, IL

Transportation

- » City of Rockford 10 year bike plan, volunteer
- » Mel Anderson Slow Roll Event, volunteer
- » Multiple Bike Rodeos
- » Cycle on Second
- » Ad Hoc Committees for Transportation plans, including R1 Planning Council and City of Rockford

Historic Renovation/Adaptive Reuse

- » Middle Avenue Historic District Nomination • Aurora, IL
- » North River Development, Multi-Family & Commercial • Aurora, IL



Michael Smith

AICP Candidate

Michael is an urban planner whose work at Studio GWA includes master planning, corridor planning, transportation planning, and stakeholder engagement. With over ten years of experience in the nonprofit sector, he understands how critical stakeholders are in co-developing work products that are authentic and inclusive. Michael recognizes the interwoven relationship between each place and space and works with stakeholders to ensure that redevelopment plans are cohesive, balanced, values-driven, and consensus-based.

AREAS OF FOCUS

Transportation Planning
Community Engagement
Development Feasibility Studies
Historic Tax Credits Consulting
Corridor Planning

EDUCATION

University of Illinois, Chicago

Master of Urban Planning and Policy, 2018

Northern Illinois University

Certificate in Public Administration, 2017

Judson University

Bachelor of Arts in Religious Studies, 2005

AFFILIATIONS

» I Bike Rockford

SELECTED EXPERIENCE

Master Planning and Corridor Studies

» Danville Downtown Revitalization Plan • Danville, IL

» Sterling Riverfront Redevelopment Planning • Sterling, IL

» Economic Resiliency Planning and Corridor Study •
Baraboo, WI

» Keith Creek Corridor Study • Rockford, IL

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THANK YOU



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