1. Call to order.
2. Roll call.
4. Approval of December 17, 2019 meeting minutes.
5. a). Public Hearing: Consideration of Conditional Use Permit application to construct one chimney that will exceed the maximum building height on a new single-family residence at residential property 4450 N. Lake Drive in the Village of Shorewood, Milwaukee County, Wisconsin. TAX ID 237-0002-000.

b). Consideration of Conditional Use Permit application to construct one chimney that will exceed the maximum building height on a new single-family residence at residential property 4450 N. Lake Drive in the Village of Shorewood, Milwaukee County, Wisconsin. TAX ID 237-0002-000.

6. Consideration of CDA/Village Board strategic goals and priorities survey on economic development and housing.
7. Discuss and provide recommendation for RFP for Comprehensive Planning services.
8. Discuss 2020 Census Complete Count Committee Communication Plan.
9. Schedule next meeting.
10. Future agenda items.
11. Adjournment.

Dated at Shorewood, Wisconsin, this 21st day of January, 2020

Village of Shorewood
Sara Bruckman, Village Clerk, CMC, WCMC

PLEASE BE ADVISED THAT A REPRESENTATIVE OF THE APPLICANT FOR THE AGENDA ITEM MUST BE PRESENT AT THIS MEETING.

Should you have any questions or comments regarding any item on this agenda, please contact Bart Griepentrog, Planning Director, Planning & Development Department, at (414) 847-2640.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.
1. **Call to order.**

   The meeting was called to order at 6:34 p.m.

2. **Roll call.**

   President Allison Rozek  Aye
   Trustee Jessica Carpenter  Aye
   Leah Blankenship  Aye (arrived at 6:46 p.m.)
   Eric Couto  Aye
   Tim Hansmann  Aye
   Therese Klein  Aye
   Barbara Kiely Miller  Aye
   Sangeeta Patel  Aye
   Daniel Wycklendt  Aye

3. **Statement of Public Notice.**

   Staff posted and publicly noticed the meeting according to local and state regulations.

4. **Approval of November 12, 2019 meeting minutes.**

   Mr. Wycklendt moved to approve the minutes, seconded by Mr. Couto. Vote 8-0 to approve.

   Ms. Kiely Miller asked if, during the discussion regarding the Christmas tree lot, there was any conversation about whether a fresh cut bare tree sitting in the parking lot was considered a religious holiday decoration or if it was yet to be determined. President Rozek stated there was no discussion about a bare tree being a religious decoration and that there is currently no policy regarding holiday decorations at the time but there could be next year.

5. **Public Hearing:**

   a). **Consideration of Conditional Use Permit application to operate a fitness/personal training center at commercial property 3565 N. Oakland Avenue in the Village of Shorewood, Milwaukee County, Wisconsin. TAX ID 275-1181-000.**

   President Rozek opened the public hearing at 6:37 p.m.

   Planning Director Bart Griepentrog introduced the item per the memo that was provided to the Plan Commission.

   With no further public comments the public hearing was closed at 6:42 p.m.

   b). **Consideration of Conditional Use Permit application to operate a fitness/personal training center at commercial property 3565 N. Oakland Avenue in the Village of Shorewood, Milwaukee County, Wisconsin. TAX ID 275-1181-000.**

   Ms. Kiely Miller asked what percentage of the former Harley’s space would be used. Mr. Griepentrog stated that about half of the space will be occupied. Mr. Griepentrog added
that the entryway will have to be modified to allow entry public access to the separate business space also.

Ms. Kiely Miller said condition number two states the use will not be injurious to the use and enjoyment of other property in the immediate vicinity. She said this condition came up when the Plan Commission approved the use for PowerCycle and that it appeared the noise levels would not rise above the noise level when the space was a retail space. Mr. Griepentrog said based on their application that is what the applicant has informed the Village of and if the Plan Commission felt noise was an issue sound proofing of the site could be a condition of the approval. President Rozek added that PowerCycle is a cycling studio with loud music and the proposed use sounds more like a personal trainer.

Ms. Kiely Miller also said that condition three deals with whether a use will have a negative impact on the diversity of the type of businesses located in the district and said that 15 to 20 years ago there were complaints that the Village had too many resale shops and now the joke is that there are too many salons and coffee shops. She said that recently applications were for therapy offices and fitness centers. She asked how proactive the Village Manager and BID Director were in recruiting different businesses, businesses that we don’t have in the Village currently, and whether we injure existing businesses at the same time when approving too many similar uses. President Rozek said a better question could be whether we have a market for this number of particular businesses/uses and added that if the Village, CDA and/or the BID has conducted a market study on commercial units to see what we can support and that could guide future decisions.

Ms. Blankenship arrived at 6:46 p.m.

Mr. Griepentrog stated that the Plan Commission sees therapy offices and fitness businesses because they are conditional uses whereas permitted uses coming through the Planning and Development Department do not need their approval. He has not felt like he has seen an over abundant amount of applications for this type of use. To President Rozek’s point a retail/market study has been discussed but has not been conducted at this point it would be on the applicant to understand if the market could absorb additional services and, if so, compete with others for clients.

Trustee Carpenter said that after reviewing the applicant’s website she learned that the business is a scientific method based training and not like Orange Theory or PowerCycle adding that the trend in fitness is smaller classes and shorter time frames. She does not share the concern about having too many of the same businesses in the district because she feels that is what the market can support. She said other fitness business are hard to get into for a class so there is obviously a market for fitness businesses in the community. She also feels that we want to be a vibrant community where we are taking care of our residents and residents have places in the business district to go to take care of their health and for that she supports the use.

Mr. Wycklendt moved to approve the conditional use application to operate a fitness/personal training center at commercial property 3565 N. Oakland Avenue, based on meeting the conditions stipulated in 535-25C. Seconded by Mr. Couto.

Ms. Kiely Miller asked where the Plan Commission fits in overall planning moving forward and what their roll would be. Mr. Griepentrog stated their involvement would be with the Comprehensive Plan update which will discuss land use issues and the zoning
chapter will be reviewed in conjunction with that. President Rozek added that with the comprehensive plan update the land use and zoning maps would be updated and reviewed and the Plan Commission placed that as one of their number one priorities.

Vote to approve 9-0.

6. Consideration of CDA/Village Board strategic goals and priorities survey on economic development and housing.

Planning Director Bart Griepentrog introduced the item per the memo that was provided to the Plan Commission. He explained he did receive two responses prior to the meeting and those responses were included in the memo. The previous deadline to complete the responses was January 15th and now the deadline has been pushed back to January 30/31st. The goal is to go through the questions and discuss with the commissioners their thoughts on responses as the Plan Commission as a whole. Mr. Griepentrog stated his intent was to go question by question and take some votes and have discussions and then to provide this back to the Plan Commission in January for confirmation. Mr. Griepentrog added that staff and trustees are submitting separate responses to the survey as well.

President Rozek suggested opening the questions up for discussion.

Economic Development Programs

Question 1. Would you like to give feedback on the Village’s economic development activities and priorities?

President Rozek said that economic development is, in general, the growth of your economy. Mr. Griepentrog said that economic development common parameters are typically jobs and income, consumer activity and tax base. He added that the Comprehensive Plan economic chapter included aspects such as marketing, business assistance, façade improvement incentive, tax increment financing, business improvement district, infrastructure improvements, business recruitment and retention, comprehensive planning and neighborhood improvement programs. Under the current comprehensive plan, that is how the Village has defined economic development.

President Rozek said economic development should focus less on monetary subsidies and physical construction and more on market data and concentrate on a government entity generating marketing data from experts and regulation changes. She appreciates the efforts that have been done and feels the Village is doing great in regards to economic development. The Village is attracting development, has a strong market and high income.

Mr. Griepentrog asked if the Plan Commission wants to give feedback in general. President Rozek stated yes. Ms. Kiely Miller stated yes. Mr. Hansmann stated he answered no at the time because he didn’t feel he had strong feelings of what would be different from the current comprehensive plan. Mr. Wycklendt said he was a no because after reviewing what the Plan Commission’s role was he did not feel they should give feedback but could encourage or be a barrier to economic development by their decisions.

Ms. Kiely Miller said that the Plan Commission does have a role regarding land use and should provide feedback.

President Rozek said she feels very strongly that the Plan Commission should provide feedback and that from her perspective the Plan Commission has an 80% role in economic development whereas the CDA, who gives out money, has a 20% role.
Economic development falls into the hands of how you want your land use and zoning to attract development. The Plan Commission dictates how tall development can be, what it looks like, where it can go based on the zoning code.

Ms. Patel asked if we are providing the CDA guidance on how to spend money. She asked if through this survey the Plan Commission was to give the CDA feedback on what they are prioritizing so they can align with that. President Rozek said yes and that the Village Board is the ultimate deciding body but reaching out to other entities who impact economic development so you have a comprehensive view.

Mr. Griepentrog added that the survey was a joint effort between the Village Board and the CDA. While the CDA has a more monetary role the Village Board will seek recommendations from the Plan Commission on housing recommendations.

Mr. Couto said they have a responsibility to have their voices heard in this and that it seems inappropriate to not have a say.

Ms. Klein said the committees all need to be aligned.

Mr. Wycklendt agrees with the comments stated but said when he read the statement he initially read it as the Plan Commission would provide the initial direction.

The majority of commissioners stated yes.

**Question 2. What do you think are the Village’s greatest strengths when it comes to economic development?**

President Rozek stated high income, strong and concentrated market, five minutes from Milwaukee (bedroom community), great natural amenities and low crime.

Trustee Carpenter said that the variety of residents (middle aged to seniors) is a strength.

President Rozek said the housing stock is diverse.

Mr. Griepentrog said the current comprehensive plan states strengths as a good business district, diverse and walkable blocks, proximity to Milwaukee, several activity generators and population density.

Ms. Patel questioned the high income part and said this is the most unusual place she has lived and usually you live in a tight income bracket based on what area you live because of the cost of housing. She also felt it is higher rental versus ownership in the Village which is unusual. President Rozek said if she was a commercial developer and wanted to build a high income residential unit or higher income grocery store the village has a higher income that could support those developments.

Mr. Griepentrog said additional ideas could still be submitted and he will compile responses. Mr. Hansmann asked if there was a limit to responses. Mr. Griepentrog said the CDA was looking for three.

**Question 3. What do you think are the biggest issues or challenges facing the Village when it comes to economic development?**

Mr. Griepentrog stated that three were offered prior being high commercial rents, high density with no open spaces and, TIF capacity.

Ms. Klein asked about the occupancy rate. Mr. Griepentrog said that the report comes back between 7-11% but he hasn’t reproduced the report recently. Mr. Griepentrog said the vacancy report’s bug was the denominator that it was dividing by; square feet or
space. He didn’t trust the number was worth discussing and we can physically see the vacancies.

President Rozek said when CDA began their economic development real initiatives it was vacancy but also more of the condition of the properties. We only have one business district so to track it you can see it and the efforts were more on property conditions and the configuration of the commercial district. The spaces are small and old and not as conducive which is what we are running into more so than vacancy rates.

Mr. Couto asked what the Plan Commission can do to make the spaces more conducive. President Rozek said that for any type of redevelopment you can change zoning regulations to make the first floor active area that the people may use. This makes your commercial district more active and vibrant.

Ms. Klein asked if rents are high here compared to other areas. Ms. Kiely Miller said that when she attended a CDA meeting a couple years ago the previous BID Director gave a report about what average rents where in Shorewood compared to other areas like Bayview. President Rozek said that locations are different and it depends on new space versus old space. She said it depends on what residents want to see here and Shorewood now has newer spaces. Rent is not high compared to other communities it is more about what you want in your district.

Mr. Griepentrog said the current Comprehensive Plan identified challenges as disconnection throughout the business corridors decreasing district walkability; lack of key neighborhood small businesses such as a bakery; narrow parcel widths lending to higher development cost and business type limitations; limited ability to diversify tax base with a built out community; deferred maintenance with multigenerational commercial ownership; underutilization of key commercial parcels; incorporation of sustainable redevelopment; inadequate parking and dependency on Milwaukee for vibrancy. President Rozek asked if this was written before the Metro Market was built. Mr. Griepentrog stated yes.

Ms. Patel said she read that in Shorewood we lose a lot of the daytime population. She said if it is true that is a weakness. President Rozek agreed.

Trustee Carpenter said she views Lake Michigan as a challenge as well because it takes up 50% of the Village’s radius which cuts down on people who can shop, live and be in our community.

Ms. Klein added the idea of residents being able to open businesses in their homes to create that pool of entrepreneurship and maybe leading to opening a store front. Trustee Carpenter said there are some zoning restrictions (built above garage) and does limit entrepreneurial efforts.

Mr. Couto said parking concerns are some residents’ concerns and the Village keeps giving variance after variance for parking and if we keep doing this the Village will begin to run out of parking availability. Ms. Patel said that she was researching parking and the new theories are that parking is going to be less necessary and parking decisions should be directed more towards structural or big changes that cannot be reversed easily. President Rozek said she feels there is no issue with parking and referenced Milwaukee that just lifted downtown parking restrictions recently. She felt the parking regulations in the village were outdated and need to be reviewed. Trustee Carpenter said as part of the transportation/traffic analysis this was one of the things they talked about. That with shared ridership and scooter and bike options there are more people not buying cars and using the shared services. Ms. Kiely Miller said this may be true who work and go to school in a limited radius but those who work out of the area this may not be true. She
said parking concerns are that parking in the commercial districts are infringing on the residences close to the district.

Mr. Wycklendt added taxes as a challenge.

Question 4(1). What is the most important thing the Village should start doing as it relates to economic development?

President Rozek said that regulations need to be reviewed and understood and see if there are any impediments.

Ms. Kiely Miller said zoning commercial building height maximums and minimums should be reviewed (review the zoning map). Ms. Klein said that we should review what other communities are doing and make sure we are changing with the times.

Ms. Patel said that character is lost in Shorewood more so with design and that a review of aesthetic cohesiveness should be reviewed. Mr. Griepentrog said there are residential and commercial design guidelines that can be reviewed. She felt there should be more tight regulations with signage and parklets to have more uniformity.

Trustee Carpenter said the village should work to preserve what is left of charming buildings and if they are sold having the ability to preserve the front exterior is important to residents. Mr. Griepentrog said that those type of specifics would be unique to each business district and could be reviewed.

Ms. Kiely Miller said she agrees with having a uniformity of the facades in the business district and there should be a minimum investment in those facades.

Question 4(2). What is one important thing the Village does related to economic development which it needs to do better?

Mr. Griepentrog said a prior submittal suggested reviewing the façade grant program.

Ms. Patel said that the zoning chapter should be reviewed and fixed. Mr. Griepentrog said the chapter could be reviewed in its entirety but that is not currently being done. President Rozek said the zoning chapter is reviewed with the comprehensive plan updated but in a more general broad sense. Mr. Hansmann asked where traffic flow fits into this process. President Rozek said with the comprehensive plan and the traffic study/analysis that is underway.

Ms. Kiely Miller asked about the Central District Master Plan and the redevelopment sites it identified and if the Village should be actively recruiting a developer for the specific sites. President Rozek said that it is common in a redevelopment plan to identify underutilized sites and if they are ever redeveloped what it is that the village would like to see. The Village is not actively seeking any sites for redevelopment and the sites could be reviewed.

Question 4(3). What is one important thing the Village does related to economic development which it should stop doing?

Ms. Patel said that looking at parks for development and every space in the village for development and usage should be slowed down. Stop picking and choosing and feels like the village is becoming over utilized.

President Rozek said the CDA has paused recently because of that similar concern.

Trustee Carpenter referenced a recent story on NPR that detailed shrinking communities especially in the Midwest and how important social connections are and that is what
makes residents happy and satisfied within their communities. She said it was important in reference to the Village and how people connections are very important and how people can connect to the community more. Ms. Patel said she felt there were more opportunities to connect when there were less events and feels like now there are too many events. President Rozek said that events are linked to economic development because they bring in customers to the community and yet this practice may have an effect on social aspects in the village.

Ms. Klein mentioned that church memberships are declining and they have large parcels and big buildings that are underutilized and zoning could be reviewed to allow those spaces be more multi-use community spaces.

Trustee Carpenter added that one of her feedback to the BID this year was a calendar to better plan this coming year and to comprehensively look at all the calendars in the future.

Mr. Couto said he disagrees and said he enjoys all the events and can decide to go or not to go to an event and that he has never seen the volume of people out and about in the community like there are now.

**Question 5(1). What is the most important economic development outcome that you would like to see the Village achieve in the next 1-3 years?**

Ms. Patel said a more cohesive village and if we are defining ourselves as a bedroom community to move more towards that type of community (example Cedarburg). President Rozek stated having a more cohesive unified character in the community through zoning and planning.

Mr. Wycklendt asked if it has to be decided if the village will be defined as a bedroom community. President Rozek said that if we are willing to look at what we are and if we would like to make a change then we look at the village vision and comprehensive plan and make changes there.

Ms. Kiely Miller asked what does a community do when there are conflicts of opinions and how do we move forward with different views taking into account the community pulse and values. President Rozek said you plan well and include as many voices as you can no matter the opinions.

Mr. Griepentrog said the current master plan which includes 29 different actions, some that have been accomplished and some not, could be reviewed.

President Rozek said her number one outcome would be to maintain the affordability of the Village. She said the diversity of residents is an aspect of the village that is valued and the range of affordability we have is important to keep the diversity of residents.

Trustee Carpenter said the number one topic she hears about is taxes and feels this is a budget challenge for the village and the school district. President Rozek said you work with the agencies that have a say over the taxes. Mr. Griepentrog said adding additional commercial development adds to the overall tax base also.

Mr. Wycklendt agreed with adding more restaurants/bars and people are walking around more because here are those restaurant establishment and events.

Mr. Couto asked about how the school is involved and what role they play. Mr. Griepentrog said they have been asked to fill out the survey. Mr. Couto said the school seems to be an integral part of why people live in the Village and what aspect the school plays in this conversation. President Rozek said every entity is important. She said in regards to economic development the school impacts taxes (affordability of your
community) and the curriculum. Keeping the school district good makes people want to live and stay in the community. Ms. Patel added there are zoning rules and other things that could be done to make the schools safer and more attractive. Mr. Couto said it is a gigantic entity that touches and affects everything. President Rozek said the village has no right to impact schools for economic development the focus with them is taxes and curriculum. Mr. Griepentrog said this sounded like more collaboration with the school district should be an addition to question 4.1 that asked what the village should be doing regarding economic development.

Mr. Wycklendt said things come back to taxes too and that in 2010 23% of residents had kids under 17 which meant that 77% were paying the taxes without kids attending the schools and asked what the increased taxes do to the community. Who is moving out and who is staying and what that does to economic development as a whole?

Ms. Kiely Miller said she has lived in the village for 30 years and never had kids but the payback is good schools supposedly keep your property value up but the perception is that the schools are not as good as they used to be and their taxes are rising faster than the government and now people have choices.

Ms. Patel asked if the purpose of the duplex conversion program was to increase single family homes and increase the number of children in the community. President Rozek said yes because the goal was to maintain the housing stock and the tax base and one way to do that is to keep your school full. For economic development, knowing there was a demand for it and the village could not accommodate it and we need to keep the tax base solid that was the reason for the program. The program is now frozen to evaluate if the need is still valid.

Ms. Kiely Miller said she heard from the previous village manager that Shorewood does not have enough homes with four bedrooms and as families grew in size they would relocate.

Ms. Patel said this goes back to what the village could do with things like allowing bedrooms/rooms over garages.

Mr. Couto added closing TIF to lower taxes.

*Question 5(2). What is the most important economic development outcome that you would like to see the Village achieve in the next 4-10 years?*

The Plan Commission broke for a short recess at 8:27 p.m.

The Plan Commission resumed the meeting at 8:34 p.m.

**Housing Programs**

*Question 6. Would you like to give feedback on the Village’s housing activities and priorities?*

The majority of commissioners stated yes.

*Question 7. What do you think are the Village’s greatest strengths when it comes to housing?*

Mr. Griepentrog said submitted responses he received prior to the meeting were the variety of architectural styles, mix of housing types, walkable neighborhoods in close proximity to the lake/river, parks/recreation and downtown, high percentage of owner occupied homes, good schools and good amenities within walking distance.
Mr. Couto said he thought Shorewood had a low percentage of owner occupied homes. Mr. Hansmann said that was his answer and that compared to his life in Berlin Shorewood has a very high percentage. Mr. Couto asked how that compared to other communities. Mr. Griepentrog said on a unit basis not parcel basis all the rental units are in one parcel but in the neighborhood themselves they most likely have higher percentages. If we removed the two commercial corridors Shorewood is most likely in line with other communities and he would have to verify the statistics.

President Rozek said a strength is a broad range of affordability.

Ms. Klein said we have quality housing stock. President Rozek said the style is diverse also.

Trustee Carpenter said that when people are looking for a place to live they find value in sidewalks and street lights. There are few communities in the Milwaukee area that have sidewalks and streetlights and this goes back to that human connections and housing connection.

President Rozek said that short blocks and that housing is in close proximity to institutions, amenities and other uses.

Mr. Wycklendt said a strength is being close to downtown and is a huge attraction to living here; having the city feel with the safety of the suburbs.

Mr. Hansmann said the village is close to the lake. Ms. Klein added being close to the river, nature and work.

President Rozek added that because of the village’s size the property maintenance is well kept. Ms. Patel said housing maintenance is spotty. Trustee Carpenter agreed.

Ms. Kiely Miller said that with taxes and the more that is paid to the village, the school and the state the less discretionary funds homeowners (seniors especially) have to maintain their residences. President Rozek said that could go to housing turnover and how fast houses turnover wondering if there is more or less turnover of the housing stock. Mr. Couto said that the conditions of the blocks and that they are tree lined and in good working order is a strength.

Question 8. What do you thing are the biggest issues or challenges facing the Village when it comes to housing?

The submittals received prior to the meeting were that the taxes are too high, lack of open lots to build on, limited housing options and not enough single story residences.

President Rozek said housing affordability and the lack of senior affordable housing. Ms. Patel agreed with affordability and if the taxes keep increasing she sees more wealthy families moving in to be able to afford the house and the taxes. There will be a shift in the diversity of the population.

President Rozek said that as seniors are on a fixed income and taxes keep rising they may not be able to afford their single family homes. So there needs to be residences that are accommodating both physically (easy mobility) and affordable. Mr. Couto said as seniors age out of their homes and want to move he questioned how big the generation behind the current seniors is and if we build more senior housing will it be utilized properly. Ms. Klein said perhaps smaller footprint homes would be an option.

President Rozek said without affordable senior housing the village will not attract senior/elderly from other communities.

Ms. Patel asked if Harbor Chase and The Oaks are affordable. President Rozek said no.
Ms. Kiely Miller added to keep in mind that Harbor Chase is assisted living and memory care and The Oaks is for active seniors but that when seniors are looking Shorewood is often deemed too expensive so there needs to be options for seniors.

Mr. Couto said that with no more vacant lots and thinking of the housing stock most homes are two story and wondered how other villages have made it work with a housing stock that is a hundred years old. President Rozek said that often for senior housing that is affordable it is going to require some form of subsidy. Ms. Patel asked if there are village funded resources that assist seniors in how to retrofit and make their home more senior friendly. President Rozek said yes the Senior Resource Center and fire department have resources.

Mr. Wycklendt said the focus should be on how to keep seniors in the community and that is related to taxes, lack of amenities and affordability.

President Rozek said the market is going to be the market and Shorewood has a strong market and values are high and taxes may go up and those who can afford will stay and those who cannot will move. She said that is why planning is important and why values are important and if a value like keeping the diversity of your population is important then it has to be realized that housing for that population is rarely not subsidized. She said that is a government value that comes from planning and it has to be asked if that is a value of Shorewood. She said she believes it is a value important to the community and beneficial to subsidize a senior housing project to allow seniors to age in place.

Ms. Kiely Miller said it could be beneficial to have a program to turn apartments or duplexes into condominiums making more affordable living.

Trustee Carpenter said affordability is not unique to Shorewood and is more of a nationwide issue that housing has become unaffordable with housing values at pre-2008 values and incomes not rising at the same rate. There are more global economic issues that are factors too. President Rozek said there are two factors the housing cost and the tax cost.

Ms. Kiely Miller said that when looking at Shorewood taxes compared to other municipalities that is where the village and school district can work to make the village more competitive.

Ms. Patel said she has heard concerns that home values will decrease based on school reputation also.

Question 9(1). What is the most important thing the village should start doing as relates to housing?

Two prior submittals were to find a location and way to bring housing costs down (assistance to turn duplexes into condos or attracting developers to redevelop a site for affordable housing) and focus on single family starter homes/affordable housing.

President Rozek said to stop subsidizing market rate housing.

Ms. Patel said to have more regulations when housing abuts the commercial district. President Rozek said depends who buys. Ms. Klein said some like to live near commercial district. Mr. Couto said similar to complaints when you live next to UWM because of noise but should know there would be issues. Ms. Patel said if we expect people to live in their homes and have less turnover, the change of conditions need to be looked at. Mr. Couto added that with how much the village has changed in the last 7-8 years neighborhoods could be completely different and we are living in an adjustment period.
Ms. Kiely Miller added that with a zoning code that allows four stories and exceptions given to exceed that, perhaps the code needs to be reviewed going forward to see if it still makes sense. President Rozek said to stop going against existing regulations.

Ms. Patel said when considering major changes that housing and economic development are viewed equally.

**Question 9(2). What is the one thing the Village does related to housing which it needs to do better?**

Two prior submittals were to stop nickel-and-diming residents (example, can the cost for things like sidewalk replacement come out of general funds rather than assessing homeowners and finish the sewer work in the southeast side of the village) and to balance the assessment values for property versus improvements.

**Question 9(3). What is one thing the Village does related to housing which it should stop doing?**

Two prior submittals were to stop subsidizing luxury housing and instead provide grant or low-cost loans to seniors who would like to stay in their homes and allow developers to go beyond village plans for height or other aspects when it is just apartments/condos.

Question 10 and question 11 relating to housing outcomes and housing communication were not discussed due to time restraints.

7. **Update on 2020 Census Complete Count Committee activities.**

Mr. Griepentrog provided an update in the materials given to the Plan Commission and noted that the Village will be ramping up communication and marketing of the census next year. Several commissioners attended the training that was offered by the Census in recent months. Activities that were pledged to participate in were outlined in the memo such as organizing displays at voting stations and the library has offered a display board in February. A notice was mailed with tax bills also informing residents about the Census. Volunteers will be requested as other activities arise such as informational booths at various events. President Rozek added that the ICC feels the census is one of the most important things a municipality can do because it is critical for resource distribution and important for funding to have the most accurate numbers as possible.

Mr. Griepentrog stated as the Census gets closer there will be more opportunities to participate and help in promotion.

8. **Schedule next meeting.**

The next meeting would be scheduled for January 28, 2020. Mr. Griepentrog explained that he had a scheduling conflict with the February 25th meeting date and suggested moving the meeting to February 18th should a meeting be necessary. Ms. Kiely Miller stated the 18th is voting day in Shorewood if a primary is needed. Mr. Griepentrog stated he would plan for the 19th or the 25th if a meeting is needed.

9. **Future agenda items.**

President Rozek added her request to review the zoning code as part of the comprehensive plan update.

10. **Adjournment.**

Mr. Couto moved to adjourn the meeting at 9:26 p.m., seconded by Mr. Wycklendt. Vote to adjourn 9-0.
Recorded by,

Crystal Kopydlowski
Planning Department Administrative Clerk
Consideration of Conditional Use Permit application to construct one chimney that will exceed the maximum building height on a new single-family residence at residential property 4450 N. Lake Drive in the Village of Shorewood, Milwaukee County, Wisconsin. TAX ID 237-0002-000.

Project and Parcel Overview
On August 22, 2019, the Village’s Design Review Board approved architectural plans for the construction of a new single family home to be located at 4450 N. Lake Dr. On October 9, 2019, the Board of Appeals subsequently approved a setback variance due to exceptional circumstance and lack of detriment allowing the house to be built 72.5’ ft. from the front property line, which is closer than the average setback on the east side of N. Lake Dr. as established between the two closest intersecting streets.

The plans included one chimney protruding from the roof. The parcel is zoned R-4, which per 535-19D has a height maximum of 30 feet. Of note, building height is measured from the established grade of the frontage of the street to the mean height level between the eaves and ridges of the pitch roof. The proposed roof midpoint is 30 ft., which conforms to the required height limitation. However, the chimney exceeds that height and per 535-30A:

Architectural projections, such as spires, belfries, parapet walls, cupolas, domes, flues and chimneys, are conditional uses in all districts if they exceed the height limitations of this chapter.

The applicant has accordingly applied for a Conditional Use Permit to allow the construction of the chimney, as proposed.

Proposed Operations
The chimney would protrude from the roof on the south side of the east/lakeside elevation. Building code requires that “masonry fireplace chimneys shall extend at least 3 feet above the highest point where the chimney passes through the roof and at least 2 feet higher than any portion of the dwelling within 10 feet of the chimney.” As designed, the chimney would extend approximately 14 feet from the roof, which is 2 feet higher than the maximum roofline located within 10 feet of the chimney, thus meeting minimum code requirements. The top of the chimney would be 44 ft. above grade.

Based on plans on file, the height of the chimney at 4460 N. Lake Dr. is approximately 31 feet. The Village does not have plans on file for the property at 4442 N. Lake Dr., but estimates that the
height of the tallest chimney is at least 35 feet. Complete height details of the neighboring chimneys was requested from the applicant, but not received prior to publication. A site plan, confirming the finalized front setback, location of chimney and dimension distances to neighboring properties was also requested, but not received. Updated materials may be provided at the meeting.

**Review and Approval**
Per 535-25, the Village Plan Commission shall review the site, existing and proposed structures, architectural plans, neighboring uses . . . and the proposed operation.

Conditions, such as landscaping, architectural design, type of construction, . . . planting screens, [and] operational controls . . . may be required by the Village Plan Commission upon its finding that these are necessary to fulfill the purpose and intent of this chapter.

Furthermore, per 535-25C: No conditional use permit shall be authorized by the Plan Commission unless such Commission shall find that:

1. The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, morals, comfort or general welfare.
2. The conditional use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted nor substantially diminish or impair property values within the neighborhood.
3. The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district or have a negative impact on the diversity of the type of businesses located in the district.
4. Adequate utilities, access roads, drainage and/or necessary facilities have been or are being provided.
5. Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets.
6. The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified by the Board of Trustees pursuant to the recommendations of the Plan Commission.
7. The conditional use is in accordance with and subject to all other applicable laws and regulations.

**Suggested Motion:**
If favorable to the Plan Commission: “I move to approve the conditional use application to construct a chimney that exceed the maximum building height on a new single family residence at residential property 4450 N. Lake Drive.”

**Materials Enclosed**
- Application for Conditional Use Permit
- Aerial site photo
- Site Plans – 4450 N. Lake Dr.
- Architectural Elevations and Renderings – 4450 N. Lake Dr.
APPLICATION FOR CONDITIONAL USE PERMIT

Village of Shorewood
Planning & Development Department
3930 N. Murray Avenue
Shorewood, WI 53211
Phone (414) 847-2640
Facsimile (414) 847-2648
www.villageofshorewood.org
PAD@villageofshorewood.org

Office Use Only

<table>
<thead>
<tr>
<th>General Fee $125</th>
<th>Solar Energy Fee $75</th>
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</thead>
<tbody>
<tr>
<td>Permit No.</td>
<td>9 - 2050</td>
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<tr>
<td>Zoning District</td>
<td></td>
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<tr>
<td>CUP Reason</td>
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<tr>
<td>Code Reference</td>
<td></td>
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<tr>
<td>Plan Comm. Meeting</td>
<td>1. 28. 19</td>
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<tr>
<td>Outcome</td>
<td></td>
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</tbody>
</table>

CONDITIONAL USE APPLICATIONS ARE CONSIDERED BY THE PLAN COMMISSION. MEETINGS ARE THE 4TH TUESDAY EACH MONTH, AS NEEDED. APPLICATIONS ARE DUE 4 WEEKS BEFORE SCHEDULED MEETINGS AND ADDITIONAL MATERIALS AS IDENTIFIED BY THE PLANNING & DEVELOPMENT DEPARTMENT.

PROPERTY ADDRESS: 4450 North Lake Drive

PROPERTY OWNER

Owner Name: Kris and Anna Baritt
Owner Address: 

Phone Number: 
Email: 

APPLICANT/BUSINESS

Name: Laura Bush / Wade Weissmann Architecture
Address: 8655 N. Deerwood Drive
Brown Deer, Wisconsin 53209

Phone Number: 414-228-2050
Email: laura@wwa-design.com

Check if prefer to receive Meeting Agenda by EMAIL:

BUSINESS INFORMATION

Name of Business
Max # Employees On-site

Is a survey attached? (if required)

Is a parking plan attached? (if required)

*Provide copy of business plan

What do you wish to do that will require a Conditional Use Permit?

Build a chimney which exceeds the maximum building height. The chimney is designed to be 44'-9" above grade to the uppermost part of the chimney.

Signature: Laura Bush

Date: 12/30/2019

2/2016
Updated site plan provided at meeting as supplementary handout.
Report to Plan Commission  
January 24, 2020

Prepared by: Bart Griepentrog, AICP, Planning & Development Director

RE:  Discussion and consideration of of CDA/Village Board strategic goals and priorities survey on economic development and housing.

History and Topic Overview
The Village of Shorewood has supported economic development by the redevelopment and enhancement of commercial properties and housing as outlined in the Central Business District Master Plan over the last 10-15 years. The CDA and Village Board are reflecting on their progress and looking forward to prioritizing their next steps for economic development and housing.

In 2019, the Village asked the community their thoughts on multiple topics that impact economic development and housing through the 2019 Community Survey.

The CDA and Village Board partnered on a joint initiative for 2020 – Strategic Planning & Creation of a TIF Policy.

In 2019, the CDA and Village Board hired Baker Tilly Municipal Advisors to facilitate a strategic planning session focused on economic development and housing with the CDA and Village Board in early 2020. As a first step, a survey has been designed and is being sent to key stakeholders as one method to receive input for this process. The survey builds on the input already received from the 2019 community survey. The survey and process timeline were reviewed by the CDA and Village Board at their meetings on November 1 and November 4, respectively.

The surveys are being distributed to individuals within groups identified by the CDA: most Village and affiliated committees, with an opportunity offered to other community stakeholders groups. The CDA desires one response from each respective group. The survey provides each group an opportunity to reflect on their role within the scope of larger village wide efforts.

The CDA’s intent is to include stakeholders in the process, should they desire to be included. As such, copies of the survey are being provided by the Chair, designated official or staff liaison from each group to members for their review at an upcoming meeting. If for some reason the group cannot generate one collective response, the survey may be taken individually. Should a stakeholder group elect not to participate in the survey, that’s ok too. All group and individual survey responses must be submitted online by January 30, 2020.

Plan Commissioners were asked to think about answers to these questions after their November 12th meeting. Members were encouraged to submit their answers prior to the December 17th meeting for compilation to help facilitate discussion. Two responses were received prior to that meeting and were compiled for discussion. Plan Commissioners discussed those submissions and their own suggested answers to the survey at their December 17th Plan Commission meeting. The full scope of answers were compiled into the attached summary, which was shared back to the Plan Commissioners on January 9th for prioritization. Only one response to the request for prioritization by January 22 was received, so the full survey will remain the basis for discussion. The purpose of discussion at the January 28th meeting is to develop consensus on final answers to be submitted for Strategic Planning.
Next Steps
A group discussion to build consensus on the Plan Commission’s desired response will take place at the January 28th Plan Commission meeting. Those answers will be summarized and provided to President Rozek for submission on behalf of the Plan Commission prior to the January 30, 2020 submission deadline.

Materials Enclosed
- Joint CDA/VB Strategic Planning Timeline
- Economic Development and Housing Survey – December 12, 2019 summary
The following timeline represents a preliminary schedule for the Village’s strategic planning/goal setting process for future economic development and housing initiatives.

<table>
<thead>
<tr>
<th>Project Milestone</th>
<th>Target Date</th>
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<tbody>
<tr>
<td>Initial Consultant meeting to review and refine a possible scope of services and</td>
<td>Tuesday, August 20, 2019</td>
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<tr>
<td>next steps to conduct a strategic planning and goal setting process with both the</td>
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<tr>
<td>Village of Shorewood and the Shorewood Community Development Authority. The</td>
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<td>meeting will be held with the following individuals:</td>
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<td>• Village Board President</td>
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<td>• Village Board Member and Liaison to the CDA</td>
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<td>• Chair of the Community Development Authority</td>
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<td>• Village Manager, Finance Director and Planning &amp; Development Director</td>
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<tr>
<td>• Representatives of Baker Tilly</td>
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<tr>
<td>Survey sent to Village staff for review</td>
<td>Wednesday, October 16</td>
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<tr>
<td>Updated survey provided to Village staff with suggested staff edits</td>
<td>Friday, October 25</td>
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<tr>
<td>Survey as presented approved by CDA</td>
<td>Friday, November 1</td>
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<tr>
<td>Survey as presented approved by Village Board</td>
<td>Monday, November 4</td>
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<tr>
<td>Survey is distributed to stakeholder groups that include:</td>
<td>Monday, November 25, 2019</td>
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<tr>
<td>1. Board of Appeals</td>
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<td>2. Board of Review</td>
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<td>3. Business Improvement District (BID)</td>
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<td>4. Community Development Authority (CDA)</td>
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<td>5. Conservation Committee</td>
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<td>6. Department Heads and Key Staff</td>
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<td>7. Design Review Board</td>
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<td>8. Elder Services Advisory Board</td>
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<td>9. Human Relations Commission</td>
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<td>10. Library Board</td>
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<td>11. Parks Commission</td>
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<td>12. Pedestrian &amp; Bicycle Safety Committee</td>
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<tr>
<td>13. Plan Commission</td>
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<td>14. Police Commission</td>
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<tr>
<td>15. Public Art Committee</td>
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<tr>
<td>Deadline for submission of survey</td>
<td>Deadline for Submission of Comments: January 30, 2020</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Village Housing Study Completed</td>
<td>February 7, 2020</td>
</tr>
<tr>
<td>Consultant compiles survey responses; prepares summaries &amp; PowerPoint for joint Work Session of the Village Board and CDA</td>
<td>February 2020</td>
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</tbody>
</table>
| **1st joint meeting of the Village Board and CDA** *(Date TBD)*  
Review and develop possible strategies and priorities | Late March 2020 |
| **2nd joint meeting of the Village Board and CDA** *(Date TBD)*  
Review and refine priorities, and establish action steps necessary to achieve success | Late March 2020 |
| • Consultant submits final report for review and possible adoption by Village Board and CDA | April 2020 |
| • Economic Development and Housing Policy draft for review | TBD |
Economic Development Programs

1. Would you like to give feedback on the Village's economic development activities and priorities?
   1. Yes (x)
   2. No ( )

2. Economic Development – Strengths

What do you think are the Village's greatest strengths when it comes to economic development? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Strength #1
2. Strength #2
3. Strength #3

- A variety of commercial spaces available
- Close proximity to UWM, the East Side, downtown, and the other Northshore communities from which to draw customers to businesses and residents wishing to move out of the city or closer to it.
- For a portion of the year, the village is not auto-centric. Being a walkable community helps the business district.
- High income
- Density
- Concentrated market
- Location to Milwaukee who provides vibrancy and employment
- Bedroom community 5 minutes from Milwaukee
- Natural amenities
- Low crime
- Multi-age community
- Diversity
- Housing stock
- Walkability
- Schools
3. Economic Development – Issues and Challenges

What do you think are the biggest issues or challenges facing the Village when it comes to economic development? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Issue/Challenge #1
2. Issue/Challenge #2
3. Issue/Challenge #3

- Commercial rents are high compared to other areas of the Metro area, such as Bay View or Wauwatosa. A restaurant or shop looking to open a first location or expand to other locations may pass on Shorewood and go elsewhere.
- Shorewood is the densest community in the state as to population. And at 1.6 square miles, we have no open spaces for new commercial development.
- As a small community, we don’t have the financial resources to successfully use TIF districts or other financial means to draw economic development without it becoming a hardship for residents and our village/school budgets. We don’t have an endowment or other large pool of funds to draw on.
- Vacancy rates (real and/or perceived)
- Condition and configuration of commercial properties
- Lack of diverse uses
- Outdated zoning code
- Parcel size and configuration
- Cost
- Low daytime population (bedroom community)
- Lack of 360 degree market radius
- Home office and start-up business restrictions
- Parking
- Outdated parking regulations
- Taxes

4. Economic Development – Actions

1. What is the most important thing the Village should start doing as relates to economic development?

   - Review development regulations more frequently
   - Review other communities
   - Build character (both aesthetic and form based)
   - Preservation
   - Collaborate with the School District
2. What is one thing the Village does related to economic development, which it needs to do better?

- Be more judicious about issuing façade grants. That is a limited pool of money and it should be used to draw new businesses within the reduced limits of the updated façade program. Millionaires do not need handouts from taxpayers.
- Façade grant implementation
- Review traffic flow for new developments
- Proactively plan redevelopments
- Review BID calendar events

3. What is one thing the Village does related to economic development which it should stop doing?

- Stop subsidizing developers by issuing TIF grants or loans, which artificially inflate rents charged and ties up property tax increases for years or decades.
- Stop giving developers grants and tax rebates to build luxury apartments in mixed-use or stand-alone buildings that most residents cannot afford. Using public dollars to help private enterprises get richer is a slap in the face to village homeowners who are already paying high taxes and have their own maintenance costs for aging buildings. Also try to attract a larger variety of businesses. We have a surplus of coffee shops and salons and not enough other businesses needed for day-to-day living.
- Overbuilding/occupying space in the village
- Special events

5. Economic Development – Outcomes

1. What is the most important economic development outcome that you would like to see the Village achieve in the next 1-3 years??

- More shops and restaurants choosing to locate in the village without having to pay them to come here. That means we keep a lid on taxes so rents fall and the village becomes more attractive.
- A more cohesive community character
- Maintain affordability and diversity
- Control taxes
- Close TIF districts

2. What is the most important economic development outcome that you would like to see the Village achieve in the next 4-10 years?
• A program to help entrepreneurs rehab existing buildings. Whether that is assisting them with state and federal grant applications or providing a small incentive to renovate existing commercial spaces.

Housing Programs

6. Would you like to give feedback on the Village’s housing activities and priorities?
   1. Yes (x)
   2. No ( )

7. Housing – Strengths

What do you think are the Village’s greatest strengths when it comes to housing? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Strength #1
2. Strength #2
3. Strength #3

• We have a variety of architectural styles along with single family, duplex, and multi-family dwellings.
• Mix of housing types, such as apartments, single-family homes, etc.
• Walkable neighborhoods in close proximity to the lake and river, parks and recreation, and a short ride to the cultural attractions of downtown.
• High percentage of owner-occupied homes.
• Good schools (for now) that make the village attractive to young families or those who recognize a good school district will help maintain property values.
• Amenities within walking distance, such as restaurants, shopping, etc.
• Range of affordability
• Well maintained
• Well-built / craftsmanship
• Diversity of character and style
• Walkability – sidewalks and streetlights, short blocks, proximity to destinations, neighborhood connectivity
• City-feel, suburb-safety
• Proximity to downtown Milwaukee, Lake Michigan and Milwaukee River
• Small enough to maintain code compliance
• Resale value, solid investment and quick turnover
• Public infrastructure – tree-lined streets, sidewalks
8. Housing – Issues and Challenges

What do you think are the biggest issues or challenges facing the Village when it comes to housing? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Issue/Challenge #1
2. Issue/Challenge #2
3. Issue/Challenge #3

- Property taxes are too high. Aging homes need ongoing maintenance, but as taxes increase there are less discretionary funds to do the work on our homes. With a deduction cap of $10,000 on federal income taxes, our taxes make Shorewood a less desirable community compared to those in other parts of Milwaukee County and to communities just across county lines. I know several people who have moved from Shorewood to either Fox Point or Bayside in the last three years because of rising taxes and/or because the school district could not or would not meet their children’s educational needs.
- Ability to expand housing due to lack of open lots.
- The housing choices are limited for seniors who no longer want the burden of maintaining a home but don’t want an apartment. Affordable condos that allow pets would be attractive to current residents as they age and to the parents of residents who would like to move back from warmer parts of the U.S. to be near their children but think they can’t afford to live here anymore.
- Village rules that limit housing or live/work innovation, such as not allowing for spaces over detached garages.
- Not enough single-story homes for those who would like to eliminate stairs as we age, while still owning our own homes. That’s another reason someone who’s retired would consider moving to Fox Point.
- Finding the right balance of commercial and residential when it does come to new developments.
- Size and number of bedrooms in existing housing stock
- Taxes eat up household discretionary funding
- Affordability
- Losing diversity as more wealthy families move in
- Senior affordability
- Senior-friendly physical design (single-story)
- Lack of options, such as town houses
- Smaller footprint housing – “missing middle”
- Retaining current residents who know community
9. Housing – Actions

1. What is the most important thing the Village should start doing as relates to housing?

- Find a location and way to bring housing costs down. That might mean providing assistance to turn duplexes into condos or attracting developers to redevelop a site for housing meant for lower- and/or middle-income residents. And keeping property taxes as low as possible will attract first-time buyers and those looking to stay in Shorewood.
- Focus on single-family starter homes/affordable housing.
- Consider development regulations in relation to housing impacts of economic development decisions

2. What is one thing the Village does related to housing which it needs to do better?

- Can we stop nickel-and-diming residents? For example, can the costs for things like sidewalk replacement come out of general funds rather than assessing homeowners? And let’s finish the sewer work in the southeast side of the village.
- Balance the assessment values for property vs. improvements. It seems the property value should be higher, and improvements lower. This may then encourage development/redevelopment when homeowners would not be inordinately punished tax-wise for construction.

3. What is one thing the Village does related to housing which it should stop doing?

- Stop subsidizing luxury housing. Instead, provide a grant or low-cost loan to seniors who would like to stay in their homes but can’t afford the maintenance.
- Allowing developers to go beyond village plans for height, or other aspects when it is just apartments/condos.
- Stop redeveloping/allowing abutting commercial uses to impact residential areas
- Subsidizing market rate housing
10. Housing – Outcomes

1. What is the most important housing outcome that you would like to see the Village achieve in the next 1-3 years??
   - Giving residents priority over businesses when it comes to approving locations for new bars, restaurants, and businesses that might intrude on the quality of life that residents expect on their blocks and their properties, especially when it comes to the safety of the children on the block.
   - Balance on the assessment rolls, so that it is not required to fight re-assessments every year.

2. What is the most important housing outcome that you would like to see the Village achieve in the next 4-10 years?
   - More housing options for lower- to middle-income residents, especially seniors. Affordable condominiums that allow pets.
   - Additional innovation in housing, whether it be rowhousing, additional living spaces on existing properties such as over detached garages to maintain green space, or live/work developments.

11. Communications

1. How can the CDA communicate most effectively with you and your stakeholder group?
   - Through our planning director and 2) invite us to participate in meetings when decisions will be made.
   - Reports, or email summaries. A presentation at a meeting if any action is required.

2. How would you prefer to provide comments and feedback to the CDA going forward?
   - Either by email or during meetings.
   - Email communication is adequate, unless it is formal feedback from the commission in which case it would need to take place during a meeting.
RE: Discuss and provide recommendation for RFP for Comprehensive Planning services.

History and Topic Overview
The Village’s current Comprehensive Plan was adopted on January 18, 2011. Per State Statue 66.1001, municipalities must update their Comprehensive Plan every 10 years. In recognition of that requirement, the Village of Shorewood is looking to update its Comprehensive Plan in 2020 with anticipated adoption prior to 2021.

The Plan Commission submitted Comprehensive Planning as an initiative in both 2018 and 2019. Due in part to the required timing of the update, the update was selected for implementation in 2020. The Plan Commission discussed the concept of re-writing or updating the current plan at their May 28, 2019 and June 25, 2019 meetings. After discussion, the Plan Commission recommended that the Village Board pursue "an update of the existing Comprehensive Plan that would incorporate the Vision 2025 plan and be dependent upon public engagement," rather than a re-write.

This recommendation was followed up with a Capital Fund request within the 2020 Budget. That request was funded by the Village Board with up to $30,000 from Capital Project Reserves (page 150).

In order to begin the process of selecting a consultant, a Draft Request for Proposals (RFP) has been prepared for the review and recommendation of the Plan Commission. This RFP includes the proposed Project Scope for the Update. The scope identifies areas of emphasis where the consultant would be expected to take the lead and provide greater level of effort and delivery, namely the Issues and Opportunities and Land Use elements. The remainder of elements will be updated with the assistance of staff utilizing existing or recent planning efforts.

Next Steps
The Plan Commission is requested to review the Draft RFP and provide comment and ultimate recommendation to the Village Board for publication. The current timeline anticipates Village Board consideration prior to February 18th.

Materials Enclosed
- RFP for Comprehensive Plan Update – DRAFT 1/24/20
Proposal Requested
The Village of Shorewood is seeking a consultant to both lead and assist with the development of updates to its Comprehensive Plan. The consultant will work with the Planning & Development Director to facilitate public engagement, confirm or re-confirm goals, objectives and recommendations within the required plan elements. This endeavor has been described as an update, rather than a rewrite, and incorporation of recent planning efforts pertaining to transportation, housing and economic development is expected. Primary efforts will be spent on Issues and Opportunities and Land use. See the Project Scope included within this RFP.

Project Background
The village of Shorewood, Wisconsin (population 13,315 – 1.2 sq. miles) is located within Milwaukee County’s North Shore communities. It is a completely built-out, first-ring, urban suburb of the city of Milwaukee that is amongst the most densely developed municipalities in the state of Wisconsin. There are approximately 28 miles of roadway within the village serving 6,453 housing units, 53.4% of which are renter occupied. The village is an engaged, walkable community served by public transit. It is located adjacent to the University of Wisconsin-Milwaukee, and within a short commute to employment within Downtown Milwaukee. The Village also maintains two commercial corridors (N. Oakland Ave. and E. Capitol Dr.) that have significant multi-story office, residential and mixed-use properties.

The Village’s last Comprehensive Plan was adopted in January 2011. Per State Statue 66.1001, municipalities must update their Comprehensive Plan every 10 years. In recognition of that requirement, the Village of Shorewood is looking to update its Comprehensive Plan in 2020 with anticipated adoption prior to 2021.

The purpose of the Comprehensive Plan is to identify issues, opportunities, needs and organize public policy to address them in a manner that makes the best and most appropriate use of Village resources. It will also describe a desired future for the community over the next 20 years and establish goals to move toward that future. The Comprehensive 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.

The project will be led by the Planning & Development Director under the oversight of the Plan Commission. Ultimate approval will be required through the Village Board. Additional engagement with other Village committees and staff will be expected throughout the process. Communication with and to those groups will be coordinated through the project leader (Planning and Development Director).
**Estimated Timeline**

The Village anticipates that this update can be undertaken in the summer and fall of 2020 with approval prior to the end of the year. Details of the RFP timeline are noted below.

- RFP published: February 18, 2020
- Deadline for proposal questions and notice of interest: March 11, 2020
- Proposal question responses emailed to consultants of interest: March 18, 2020
- Proposals due: March 27, 2020
- Firms notified of interview (if needed): April 3, 2020
- Interviews (if needed): April 13-17, 2020
- Plan Commission recommendation: April 28, 2020
- Village Board approval of contract: May 4, 2020

The above schedule for review by the Village is subject to change. The Village anticipates the need to conduct interviews within this RFP process. The Village will not be legally obligated to adhere to the dates for interviews, recommendations and award. Interviews will be with staff and representative(s) of the recommending committee.

**Project Scope**

**Task 1 Public Participation**

A. Develop and obtain approval from the Village Board of a Public Participation Plan in compliance with Wis. State Stat 66.1001(4)(a)

B. Organize, advertise, plan and present community engagement efforts and public hearings as approved in the public participation plan. These efforts shall include:
   1. An overview of the Comprehensive Plan Update process
   2. Opportunities for citizen, elected and appointed/volunteer officials, businesses, community stakeholder and staff input and review
   3. Draft and final presentations

**Task 2 Review Existing Conditions and Previous Planning Efforts**

A. Familiarize yourself with the Village through elected official, stakeholder, citizen and staff engagement

B. Review previous planning efforts, to include, but not be limited to, the following:
   1. Village of Shorewood Comprehensive Plan 2030
   2. Vision 2025
   3. Housing Market Study and Needs Analysis, 2020
   4. Transportation and Parking Analysis, 2020
   5. Age-Friendly Plan, 2019
   7. 2019 Community Survey Results
   8. Central District Master Plan, 2015

**Task 3 Develop Required Plan Elements**

A. Issues and Opportunities (Lead)
   1. Take lead on the facilitation and development of required plan elements
   2. Develop required maps or exhibits, as necessary.
   3. Confirm goals, objectives and recommendations through public engagement
B. Housing (Assist)
   1. Work with staff to update and revise as necessary through the incorporation of recent planning efforts
   2. Develop required maps or exhibits, as necessary.
   3. Confirm goals, objectives and recommendations through public engagement

C. Transportation (Assist)
   1. Work with staff to update and revise as necessary through the incorporation of recent planning efforts
   2. Develop required maps or exhibits, as necessary.
   3. Confirm goals, objectives and recommendations through public engagement

D. Utilities and Community Facilities (Assist)
   1. Work with staff to update and revise as necessary through the incorporation of existing planning efforts
   2. Develop required maps or exhibits, as necessary.
   3. Confirm goals, objectives and recommendations through public engagement

E. Natural and Cultural Resources and Sustainability (Assist)
   1. Work with staff to update and revise as necessary through the incorporation of existing planning efforts
   2. Develop required maps or exhibits, as necessary.
   3. Confirm goals, objectives and recommendations through public engagement

F. Economic Development (Assist)
   1. Work with staff to update and revise as necessary through the incorporation of recent planning efforts
   2. Develop required maps or exhibits, as necessary.
   3. Confirm goals, objectives and recommendations through public engagement

G. Intergovernmental Cooperation (Assist)
   1. Work with staff to update and revise as necessary
   2. Develop required maps or exhibits, as necessary.
   3. Confirm goals, objectives and recommendations through public engagement

H. Land Use (Lead)
   1. Take lead on the facilitation and development of required plan elements with particular attention to:
      a. Land Use trends and projections
      b. 2040 Future Land Use Map
      c. Zoning Map and Code recommendations
   2. Develop required maps or exhibits, as necessary.
   3. Confirm goals, objectives and recommendations through public engagement

I. Implementation (Assist)
   1. Work with staff to confirm and compile
   2. Develop implementation table with actions, responsible parties, priorities and budget considerations

Task 4 Compile, Present and Deliver Village of Shorewood Comprehensive Plan 2040
A. Compile Comprehensive Plan Update in accordance with 66.1001
B. Deliver concise, user-friendly final document incorporating graphics, narrative, goals, objectives, recommendations, maps and exhibits in formats transferable to Village staff and software.
C. Present draft and final plan elements to Plan Commission for recommendations
D. Present final plan to Village Board for adoption, via public hearing
Proposal Content
The proposal should not exceed 10 single-sided pages, not including appendices, and should address the following:

1. Transmittal Information.
   a. Firm’s name, address, telephone number and contact person(s).
   b. Firm’s confirmation of understanding of the project and commitment to provide the appropriate personnel, equipment and facilities to perform the scope of services as defined in this document.

   a. Provide a description of the anticipated planning efforts in relation to Project Scope.
   b. Identify your expected Public Participation Plan, including number and purpose of meetings or other efforts.
   c. Outline your proposed staffing levels and activities.
   d. Provide estimated hours for all tasks.

3. Personnel Experience. For each project team member please submit a BRIEF description of the following:
   a. Name
   b. Proposed responsibilities
   c. Professional registrations
   d. Description of related past experience, particularly experience of a similar capacity on projects of comparable size and/or scope.
   e. Profiles or resumes may be included within appendices.

4. Previous work samples and references.
   a. Provide examples of previous, related work. Full documents may be attached as hyperlinks or appendices, as necessary.
   b. Provide a list of references of comparable clients.

5. Cost.
   a. Provide a cost “not to exceed” per task (and each Plan Element sub-task within Task 3) along with an hourly rate for each project team member working on those tasks and a detailed analysis of the expected hours by task and position to satisfactorily perform the scope of services.
      i. Costs shall be commensurate to the proposed work. The Village does not anticipate costs to exceed $30,000.
   b. Please note there will be no reimbursement for travel time, meals, or mileage; these incidental costs should be included in the hourly rates.
   c. Describe the circumstances under which you would propose to modify the fees, including the rate at which the Village would be charged for additional work, and how you would communicate such a potential modification to the Village of Shorewood.

6. Contract
   a. Please attach a copy of your standard contract for these types of services in the email submitting the proposal.
7. **Insurance**
   a. The proposal must include either a description of the firm’s insurance or a certificate of insurance outlining the firm’s insurance policies which evidence compliance with the requirements noted in the *Terms and Conditions* section of this RFP.

**Terms and Conditions**

*Payment Terms*
All invoices for services will be processed within 30 days, pending verification and the receipt of any required documentation of services provided in accordance with the terms of the agreement. Payment will be issued based on monthly invoices for payment based on an hourly rate and identification of percentage of tasks completed.

**Insurance**
The successful firm shall agree that it will, at all times during the term of the agreement, keep in force and effect insurance policies required by the contract, issued by a company or companies authorized to do business in the State of Wisconsin and satisfactory to the Village. Such insurance shall be primary. Prior to execution of the written contract, the successful firm shall furnish the Village with a Certificate of Insurance listing the Village as an additional insured and upon request, certified copies of the required insurance policies. The Certificate shall reference the contract and provide for thirty (30) days advance notice of cancellation or nonrenewal during the term of the agreement. Failure to submit an insurance certificate, as required, can make the contract voidable at the Village’s discretion. Additionally, the Firm shall not allow any subcontractor to commence work until the aforementioned documents, where applicable, have been obtained from the subcontractor and approved by Village of Shorewood.

**Nondiscrimination**
In connection with the performance of work under this agreement, the Firm agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, marital status, sexual orientation, sex, disability, national origin or ancestry. This provision must be included in all subcontracts.

**Assignment or Subcontract**
The contract may not be assigned or subcontracted by the firm without the written consent of the Village. If all or a portion on the contract work is proposed to assigned or subcontracted, the name of the individual(s) to complete the work, address and firm proposed shall be submitted within the scope of the proposal.

**Independent Contractor Status**
The firm agrees that it is an Independent Contractor with respect to the services provided pursuant to this agreement. Nothing in this agreement shall be considered to create the relationship of employer and employee between the parties.

**Amendments to Contract**
This contract may be modified only by written amendment to the contract, signed by both parties.

**Waiver**
One or more waivers by any party of any term of the contract will not be construed as a waiver of a subsequent breach of the same or any other term. The consent or approval given by any party with respect to any act by the other party requiring such consent or approval shall not be deemed to waive the need for further consent or approval of any subsequent similar act by such party.
**Indemnification and Defense of Suits**
The firm agrees to indemnify, hold harmless, and defend the Village, its officers, agents and employees from any and all liability including claims, demands, damages, actions or causes of action, together with any and all losses, costs, or expense, including attorney fees, where such liability is founded upon or grows out of the acts, errors, or omissions of the firm, its employees, agents or subcontractors.

**Contract Period**
The term of this contract will be specified in the contract based on the expected timeline to complete the required analysis and plan document.

**Termination of Contract**
To be defined in the contract.

**Professional Services Contract**
If your proposal is accepted and a contract is issued, then this Request for Proposal and all documents attached hereto including any amendments, the firm’s technical and price proposals, and any other written offers/clarifications made by the firm and accepted by the Village, will be incorporated into a contract between the Village and the firm, it shall contain all the terms and conditions agreed on by the parties hereto, and no other agreement regarding the subject matter of this proposal shall be determined to exist or bind any of the parties hereto.

The submission of a proposal shall be considered as a representation that the firm has carefully investigated all conditions, has full knowledge of the scope, nature and quality of work required, and is familiar with all applicable State, Federal and Local regulations that affect, or may at some future date affect the performance of this contract.

Acceptance of this proposal will take place only upon award by the Village Board, execution of the contract by the proper Village officials, and delivery of the fully-executed contract to the firm. Acceptance may be revoked at any time prior to delivery of the fully-executed contract to the successful firm. The contract may be amended only by written agreement between the firm and the Village of Shorewood.

**Selection Criteria**
Village staff will consider the following in evaluation of the proposals:
1. Quality and content of the written proposal.
2. Experience and technical competence of the consultant and project team assigned to the project, including previous work samples and references.
3. Familiarity of the consultant with the types of issues typically encountered on projects such as this and the recommended alternatives to address such issues.
4. General understanding of and agreement with the consultant’s approach to the project, including public engagement and the Village’s confidence in the consultant’s ability to satisfactorily perform the work.
5. Ability to complete the project within the necessary time frame.
Instructions to Firms

Submittal Instructions

1. Please provide one (1) digital copy of the proposal to:
   Bart Griepentrog, AICP, Planning & Development Director
   bgriepentrog@villageofshorewood.org
   Identify proposal name into subject line of the email:
   Comprehensive Plan Update
   Deadline:
   4:30 PM CST
   Friday, March 27, 2020
2. Proposals will be accepted on or before the deadline identified above. Proposals received after that date and time will be rejected. Proposals will not be opened publicly.
3. Questions regarding this RFP should only be directed to staff member identified above. Contact with elected officials, committee members and other staff members is grounds for disqualification.

This RFP does not commit the Village to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure or contract for services or supplies. Depending on cost, the Village may opt to remove portions of the scope, prior to the contract period. The Village reserves the right to accept or reject any or all proposals received as a result of this request, to waive minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, if it is in the best interest of the Village of Shorewood to do so.

Amendments
Amendment of proposals may be done as follows:
By Village: Proposals may be amended by the Village in response to need for further clarification, specifications and/or requirements changes, new opening date, etc. Copies of the amendment will be mailed to prospective vendors.

By Firm: Proposals may only be amended after receipt by the Village by submitting a later dated proposal that specifically states that it is amending an earlier proposal. No proposal may be amended after the proposal due date, unless requested by the Village.

Proposals may be withdrawn only in total, and only by a written request to the Village prior to the time and date scheduled for opening of proposals.

Contract Administration
The staff member is the primary contact for contract administration of this proposal:
Bart Griepentrog, AICP, Planning & Development Director
bgriepentrog@villageofshorewood.org
(414) 847-2647

In the absence of the primary contract, the secondary contract for contraction administration is:
Rebecca Ewald, Village Manager
rewald@villageofshorewood.org
(414) 847-2701

- END DOCUMENT -
Report to Plan Commission
January 24, 2020

Prepared by: Bart Griepentrog, AICP, Planning & Development Director

RE: Discuss 2020 Census Complete Count Committee Communication Plan.

History and Topic Overview
In 2018, the US Census Bureau contacted the Village to request that a Complete Count Committee be designated to help with the upcoming 2020 Census. At that time, the Plan Commission was designated to fulfill that role.

On October 22, 2019 Alexia Knox from the US Census Bureau came to the Village to provide informational training to the Plan Commission on their responsibilities as the Complete Count Committee. The training focused on identifying and reaching out to hard to count populations in Shorewood, such as renters, seniors, “snow birds,” non-English speakers, and parents with young children.

Based on discussion within that meeting the following activities have taken place:

- The Planning Director reached out to the Library Director and the Senior Resource Center Coordinator to involve them with future efforts. Both were agreeable to participate.
- The Census also provided that faith-based organizations be added to the communications list. The Village has email contacts at North Shore Presbyterian, St. Robert’s and Kingo Lutheran Church. Additional contacts are welcomed.
- Language related to the importance of the Census was included as an insert to tax bills that were sent out earlier this month.
- The Library display board has been reserved for the month of February to advertise the importance of the Census.
- The Village Clerk has confirmed that promotional materials may be placed at polling locations during the upcoming spring primaries.
- Citizen volunteers were solicited in the December 5th Village Manager Memo, and two residents asked to be considered for future efforts.
- A Village Manager’s Memo introducing the 2020 Census to residents was published on January 23, 2020.

Next Steps
A Communication Plan has been created to guide efforts and will be periodically reviewed for additional opportunities. Suggestions for locations, activities and organizations are welcomed.

Materials Enclosed
- Village of Shorewood Complete Count Committee – Communications Plan
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