

Memo

To: Village Board

Fr: Trevor Fuller, Director of Planning and Community Development

Re: ACTION RE: APPROVE THE INCORPORATION OF THE ZONING CODE AS PART OF THE GENERAL CODE WEBSITE FOR \$7,991.00 USING CONTINGENCY FUNDS

Date: 12 March 2021

The Village of Allouez contracts with General Code to host our ordinances on a website that is easily searchable by the public. The village budgets around \$5,000 per year for continued service with General Code and to fund updates by General Code as ordinances are amended.

The new zoning code was adopted in August 2020, after a two year public process. The new code has been posted to the village website and is available to view as a PDF on the General Code website. General Code has provided a budget of \$7,991 to add the new zoning code to the website in a searchable format. This cost would be a onetime expense. The cost is due to the added work in order to preserve the graphics and tables when inserting into the new format on the website.

The Village Board is asked whether or not to approve the use of contingency funds to fund this project.

Executive Summary

Situation Analysis

Based on discussions with the Village of Allouez, we understand that the Village would like to support economic growth and serve the public by presenting an online Zoning Ordinance that is clear, easy to understand and always up-to-date, making it easier for business and property owners, planners, developers, and constituents to access the Village's Zoning.

Our Solution

Enhanced Graphics offers zoning specific features like integrated tables, multicolumn layout options, searchable image captions, color coding, and high-quality graphics to create an easy-to-use Zoning Ordinance that is visually impactful, simple to maintain and accurately presented in our flexible online platform, *eCode360*.

Our *Enhanced Graphics* solution for Allouez includes:

- > **Code Analysis and Editorial Work**
This process will identify conflicts, redundancies and inconsistencies in the Zoning Ordinance and incorporate the necessary revisions to ensure that your Code is enforceable and up-to-date.
- > **Enhanced Publishing Services**
Your Zoning Ordinance will be published with enhanced media tools designed specifically to accommodate graphically rich Codes.
- > **Updated eCode360 and 3 Print Supplements**
We will seamlessly integrate your *Enhanced Graphics* Zoning Ordinance with the rest of your Code, housed in *eCode360*. We will also provide you with 3 copies of your updated Zoning Ordinance to be included in your printed Code.

Allouez's Investment

A detailed breakdown of the investment and available options can be found on page 6.

Recommended Solution for Allouez

The visual presentation of your Zoning Ordinance is an important factor in the way your community understands and uses the Village's graphically rich Zoning regulations. Knowing this, we created our *Enhanced Graphics* solution, which is designed to incorporate — and, when necessary, enhance — custom graphics, images and tables. Without sacrificing design integrity, your Zoning material will be housed on our innovative *eCode360* platform and seamlessly integrated with the Village's entire Code. Whether accessing online or in print, your Code will be all in one place and fully searchable. Additionally, as your Zoning Ordinance is **amended**, our team of codification experts can make timely, accurate updates, ensuring that the current version of your Code is always available to your community.

Enhanced Graphics Benefits

Table Support — We keep tables integrated within your Zoning Ordinance so that users can easily view them in context. By enhancing tables when needed, we can keep them legible, functional and consistent throughout your Code.

Multicolumn Layout — We support a multicolumn layout approach where it makes sense to keep content within a proper section and in close proximity to relevant images. This eliminates the need to jump back and forth between pages to find information.

Searchable Image Captions — Rather than being static elements, image captions are fully searchable—just like the rest of the online Code. This means that words or phrases contained in the caption will appear in your search results.

Color Coding — Color coding is used primarily as a navigational aid. Strategically used in section headers, maps, tables and other elements of your online code, color coding promotes a clear, organized Code structure and serves as a strong visual cue that connects related content and images. This helps the reader easily peruse the Code without confusion.

High-Quality Graphics — We seamlessly integrate high-resolution charts, maps and illustrations with relevant content in your Code to enhance the overall clarity and usability. Once you click on a graphic, an enlarged, high-res version will open that is detailed and easy to read.

Custom Solutions — Every community is unique, so it is important that your originality is fully reflected in your online Zoning Ordinance. Our proprietary *eCode360* platform allows us to accommodate all special requests you may have so that your Zoning Ordinance is a carefully crafted solution that meets your community's unique needs.

Our recommended solution includes the following services from General Code:

Code Analysis and Editorial Work

The Code Analysis and Editorial Work will include the following:

- > Project management of the supplement
- > Review of the new legislation and proper placement in the Code
- > Removal of repealed or superseded provisions
- > Updates to the Table of Contents, schemes, histories, tables, charts, Index, Disposition List, etc.
- > Review of statutory citations
- > Any conflicts, inconsistencies, issues or questions identified at this point will be brought to the attention of the Village for resolution prior to publication
- > Insertion of cross-reference and editor's notes, as appropriate
- > Creation of instruction page for removing and inserting revised Code pages

Enhanced Publishing Services

Using the source materials described on page 5, we will publish your Zoning Ordinance with enhanced tools designed specifically to accommodate graphically rich Codes. As a part of the process, our publishing production team will convert your Zoning Ordinance into our specialized Code database that will enable it to be output in print and posted online in *eCode360*. The work effort for this conversion will depend on the design, complexity, accuracy, completeness and overall size of the documents that are supplied to General Code.

Deliverables

Updated *eCode360* Online Code

General Code will update the Village's *eCode360* site to include the *Enhanced Graphics* Zoning Ordinance.

Paper Supplements

General Code will provide 3 copies of your Zoning Ordinance in an 8 ½-by-11-inch page size to include in your printed Code.

Ongoing Code Maintenance

Once your new Zoning Ordinance is delivered, the process is not truly over. Your community will change and grow, and ultimately your Zoning will evolve with it. In order to protect your investment and maintain your Code as an accurate and reliable resource, it is important that the Village keeps the Zoning up-to-date. General Code's supplementation services are designed to make the process easy, fast and accurate.

Scope of Services

Source Materials

Allouez has provided General Code with the following documents, which will be used as the source materials for the recodification project:

- > A copy of the Village's Zoning Ordinance, as updated to August 18, 2020

Project Scope

This proposal only considers the legislation listed above, which has been submitted for review and will be included in the scope of this project. The processing, review, and inclusion of any materials not submitted are outside the project scope as proposed and therefore may be subject to additional charges. We request that Allouez set up a process to routinely send any new legislation upon adoption. This additional legislation will be included in the Code up to the point where the editorial work has been completed and will be subject to an additional charge at the end of the project.

Special Considerations

General Code has identified the following specific special considerations that will be addressed by our staff as the project progresses:

- > Please note the scope of work is limited to the specified Zoning legislation and does not include additional ordinances adopted by the Village.
- > General Code understands that there may be future Zoning enactments that are not included in the scope of this proposal, but can be separately considered for inclusion; an estimate may be provided, upon request, at the time of their adoption.

Investment Details and Authorization

Village of Allouez, *Enhanced Graphics*, February 22, 2021

Project Build Price

\$7,991

Enhanced Graphics includes the following:

- > Conversion of Zoning Ordinance into an XML Document
- > Code Analysis
- > Editorial Work
- > Duplication and Publication of 3 Sets of Supplemental Legislation
- > Updated *eCode360*
- > Shipping

Performance Schedule

The updated Code supplements will ship within 8 to 10 weeks of authorization of this agreement.

Payment Schedule

100% of the total project price shall be invoiced upon shipment of the updated Code supplements.

The Village of Allouez, Wisconsin, hereby agrees to the procedures outlined above, and to General Code's Codification Terms and Conditions, which are available at <http://www.generalcode.com/terms-and-conditions-documents/>.

Village of Allouez, Brown County, Wisconsin

By: _____ Witnessed by: _____

Title: _____ Title: _____

Date: _____ Date: _____

GENERAL CODE, LLC

By: _____ Witnessed by: _____

Title: _____ Title: _____

Date: _____ Date: _____

This document serves both as a proposal and as an agreement. To accept this proposal and delegate authority to General Code to administer the *Enhanced Graphics* project, complete the form above, including authorized signatures. A signed copy of this agreement will be mailed back to the Village for its records.

Scan and email the completed form to contracts@generalcode.com. You may also fax the completed form to General Code at (585) 328-8189 or return it by mail to General Code, 781 Elm Grove Road, Rochester, NY 14624.

Appendix: Sample *Enhanced Graphics Screens*

1. Allowable uses.

A. The allowable uses in each development zone are as set forth in Table 3-1, Allowed Uses.

TABLE 3-1 Allowed Uses

Use Type(See Definitions)	TC6 Boulevard	TC5 Neighborhood	TC4 Transition	TC3 General	TC2 Edge	TC1 Highway
Animal, pet grooming	•	•				•
Animal, veterinary services	•	•		•		•
Assembly or auditorium, indoor	•	•		•		•
Automotive, fuel sales						
Automotive, service or wash						
Automotive, sales						
Bank	•	•	•	•	•	•
Bank, drive-thru	-	-	•	•	•	•

2. Building Types Overview

A. Commercial Block

Description
The Commercial Block building type is a small to large-sized structure, typically attached, that provides a vertical mix of uses with ground-floor commercial, service, or retail uses and upper-floor commercial, service, or residential uses. Smaller versions of this type make up the primary component of a neighborhood main street, while larger versions make up the primary component of downtown, therefore being a key component to providing walkability.



Allowed Frontage Types

- Shopfront
- Forecourt
- Porch
- Gallery
- Sloop

Allowed Appearances

- Awnings
- Balconies
- Galleries
- Porches
- Sloops
- Courtyards

Examples



3 Large shopfront windows and seating areas in front of the building help to provide for an active streetscape.



A street of commercial buildings of varying heights and widths.



Typical large commercial block building with



1 Table Support

2 Multicolumn Layout

3 Searchable Image Captions

4 Color Coding

5 High-Quality Graphics

6 Custom Solutions

6 SECTION 1-300 Establishment of districts.

SECTION 1-400 Zoning Map.

The location and boundaries of the zoning districts established by this Ordinance are set forth on the Zoning Map entitled "Crystal Lake Zoning Map," which, together with all notations, references, and amendments, is adopted by reference and made part of and incorporated into this UDO.



Commentary:

The digital version of the Zoning Map is available on the City's website. To obtain a print version, please contact the City's Community Development Department.
[Amended 6-3-2014 by Ord. No. 7034]