



PLAN COMMISSION
AGENDA

104 Maple St. W.
Amery, WI 54001
<http://www.amerywi.gov>
(715) 268-7486
Fax: (715) 268-4870

Thursday – January 22, 2026

9:00 A.M.

Amery City Center Council Chambers

Pursuant to Wisconsin Statutes 19.84, Notice is hereby given to the public that a meeting of the **Plan Commission** of the City of Amery will be held on: **January 22, 2026 at 9:00 A.M.**

Call to Order

Roll Call

Adoption of Agenda

- 1) Kickoff for the Zoning Code Rewrite
- 2) *Adjournment*

Respectfully Submitted;

Taylor Larson
Clerk-Treasurer

***Posted: January 15, 2026: Website (www.amerywi.gov); City Hall; Amery Public Library & Amery Police Department

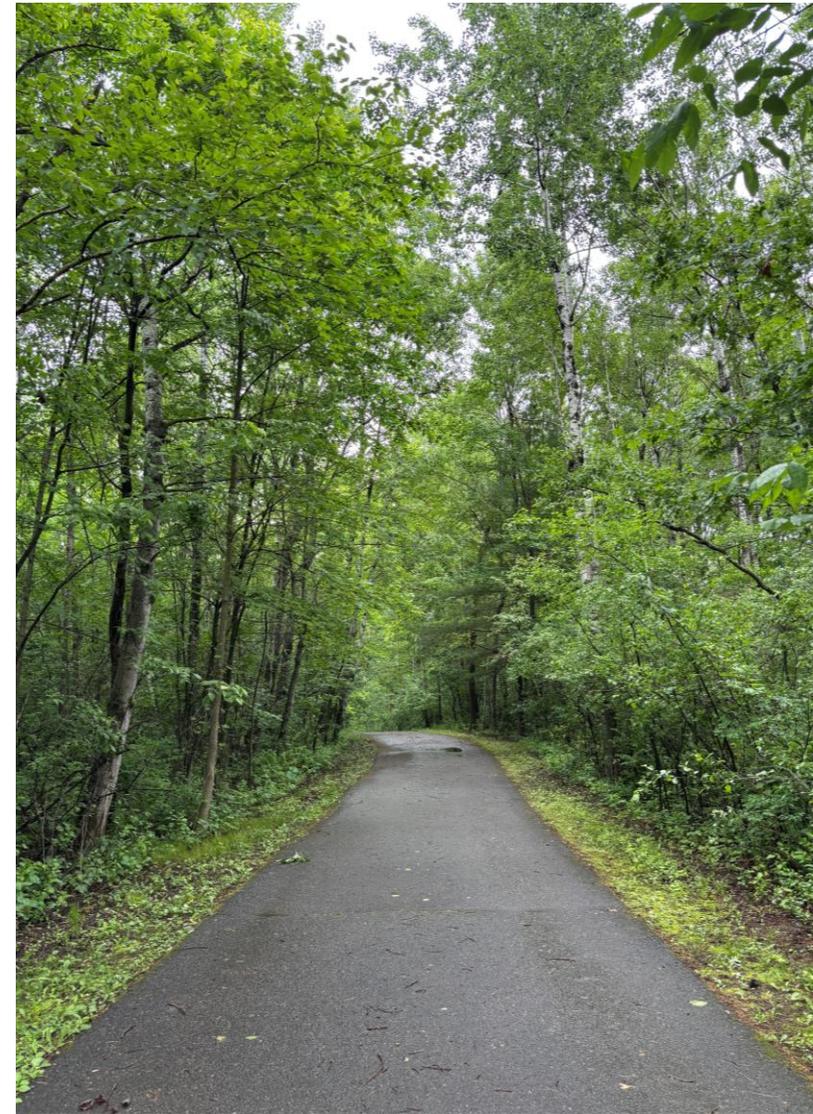
The City of Amery does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or provision of services, programs or activities.

NOTE: Upon reasonable notice, the City of Amery will accommodate the needs of disabled individuals through aids or services. For additional information or to request this service, contact the Clerk-Treasurer's office at (715) 268-3410 by Noon the previous day so that arrangements can be made.

Amery, Wisconsin Zoning Code Rewrite

Plan Commission Kickoff Meeting

January 22, 2026



Agenda

- Introductions
- Project Purpose & Goals
- Project Scope & Schedule
- Plan Commission's Role
- Continuum Questionnaire Activity
- Next Steps

Introductions



Claire Stickler, AICP
Project Manager



Chris Janson, AICP
Principal in Charge



Emily Herold, AICP
Planner



Jenna Gilliam
Planner



Klanna Lindh
Client Liaison / Grant Administrator

Project Purpose & Goals

- Modernize and simplify the zoning code for clarity and usability
 - Amery's code was last updated in 2004(!), resulting in contradictions and outdated standards
- Align regulations with newly-adopted 2045 Comprehensive Plan and other community policies
- Implement community vision (e.g. business growth and housing diversity/affordability) by removing barriers to development
- Enhance predictability, fairness, and consistency in decision-making
- Streamline administration, permitting, and enforcement
-

What other goals/expectations do you have for this process?

Project Purpose & Goals

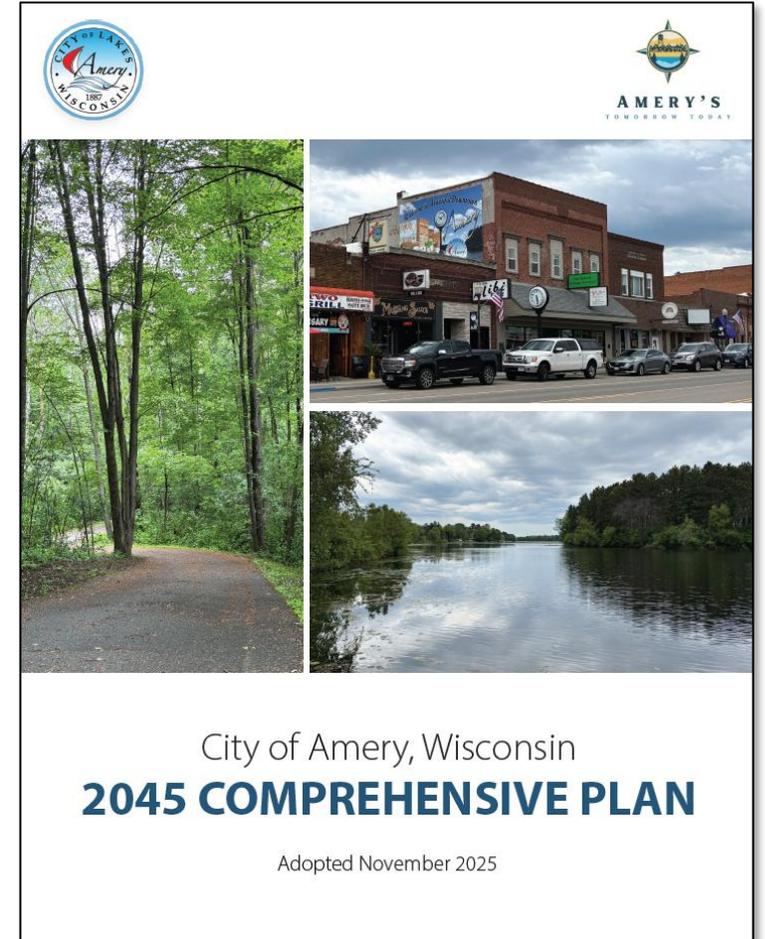
Primary Themes from Comprehensive Plan

- **Preserving Small-Town Character:** Emphasizing thoughtful growth that maintains Amery's charm while enhancing livability.
- **Housing Affordability & Diversity:** Addressing the shortage of affordable and middle-income housing through infill development, zoning updates, and development incentives.
- **Economic Development:** Supporting local businesses, attracting new employers, and positioning Amery as a regional destination for tourism and recreation.
- **Infrastructure & Mobility:** Improving roads, sidewalks, and multi-modal transportation options, with a focus on accessibility and connectivity.
- **Natural & Cultural Resource Stewardship:** Protecting Amery's lakes, rivers, wetlands, and farmland while promoting civic traditions and historic preservation.
- **Intergovernmental Collaboration:** Strengthening partnerships with neighboring jurisdictions, regional agencies, and local organizations to align planning efforts and share resources.

2045 Vision Statement:

"Amery will continue to be a thriving, welcoming community that preserves its small-town charm while embracing thoughtful growth.

We envision a city where families and businesses flourish, supported by affordable housing options, purposeful economic development, vibrant parks and gathering spaces, and quality infrastructure. By providing a high quality of life and a strong sense of belonging, Amery shall always be a desirable place to live, work, and visit."



Phase 1: Initial Assessment & Public Engagement (approx. January – May 2026)

Phase 1 will inform the City of the necessary updates with a thorough review of current conditions and policies accompanied by outreach to stakeholders and decision makers to provide insight into Amery's future needs and opportunities.

- **Audit of Existing Code** – Conduct a comprehensive review of the zoning ordinance and related plans to identify conflicts, outdated provisions, and areas needing modernization.
- **Public Participation** – Implement a structured engagement process to gather input from staff, officials, stakeholders, and the public on issues and priorities for the zoning update.
- **Development Standards** – Establish clear, modern development standards aligned with the Comprehensive Plan and evaluate opportunities to consolidate zoning districts.
- **Review Feedback** – Assess stakeholder feedback with City staff to confirm needed revisions and ensure the draft code meets operational and community needs.

Phase 2: Code Development & Adoption (approx. May – October 2026)

Phase 2 will incorporate the findings of Phase 1 into a revised Zoning Code (Chapter 450) and develop policy and procedural revisions to accommodate the updates and support an efficient development system to guide City Staff and Officials.

- **Comprehensive Rewrite** – Prepare a full rewrite of the Zoning Code based on Phase 1 findings, ensuring a clear, user-friendly structure supported by graphics and modernized language.
- **Zoning Map Amendments** – Update the zoning map to align with the new code and evaluate impacts on development, the environment, and housing.
- **Cross-Referencing and Consistency** – Ensure the new code is consistent with other municipal chapters and state statute.
- **Adoption** – Participate in Plan Commission and City Council public hearings to support formal adoption of the updated code.

Plan Commission's Role

- Serve as Steering Committee
- Provide guidance on code structure, content, and priorities
- Review drafts and provide feedback
- Serve as bridge between community and City Council

Continuum Survey Activity

- Interactive activity with Plan Commission & stakeholders
- Identify values and priorities across a spectrum
- Results inform some initial guidance for drafting and engagement
- Results will be shared later in process

Amery Zoning Code Rewrite - Continuum Survey

For each row, circle the level within the statement spectrum that you agree with. Please write any comments on the back of this sheet.

	Strongly Agree ← ————— Somewhat Agree —————→ Strongly Agree						
The zoning code should prioritize investment and business-friendly development	3L	2L	1L	1R	2R	3R	The zoning code should prioritize technical regulation and control
The code should include zoning districts that allow a mix of uses	3L	2L	1L	1R	2R	3R	The code will function best if it maintains well-defined separate, single-use districts
The code should be oriented around the marketplace and allow more flexibility with uses	3L	2L	1L	1R	2R	3R	Existing permitted and conditional uses are adequate to support local market demand
Zoning code enforcement is an efficient and transparent process	3L	2L	1L	1R	2R	3R	Zoning code enforcement can be confusing and hard to follow
Most zoning code adjustments are minor issues (such as building setbacks)	3L	2L	1L	1R	2R	3R	Zoning code variances occur too often and thus signal a larger issue to be addressed
The code should be more about how the city controls development and approvals	3L	2L	1L	1R	2R	3R	The code should be more about how the city collaborates with applicants and property owners

MSA's Next Steps

- Meet with staff to identify zoning code rewrite starting points
- Begin reviewing current ordinance and City plans/policies, develop audit summary memo
- Reach out to key stakeholders
- **Next Plan Commission meeting: February 26th (brainstorming preliminary code concerns/changes, reviewing feedback to-date)**
 - *Which parts of the current zoning code are hardest for applicants, staff, or commissioners to interpret or apply?*
 - *What are the most common variance requests?*
 - *Are there zoning barriers that discourage new businesses or expansions of existing ones? What about housing development?*
 - *What types of development or community character do you want the new code to better support?*

