Town of Rome
Nekoosa, WI 54457
www.romewi.gov

AGENDA
TOWN OF ROME COMMUNITY DEVELOPMENT AUTHORITY

THURSDAY, NOVEMBER 5, 2026 **3:00 P.M.** **ROME MUNICIPAL BUILDING**
1156 Alpine Drive
Nekoosa, WI 54457

1. Call to Order

2. Roll Call

3. Certify Posting of Meeting

4. Approve the Agenda

5. Citizen Comments – During the Citizen Comment period of the agenda the Community Development Authority Committee welcomes comments from any town resident, not a member of the Community Development Authority Committee, on any item not on the agenda. Please know that pursuant to State law the Community Development Authority Committee cannot engage in conversation with you but may ask questions. The Community Development Authority Committee may refer the item to staff, a standing committee or a future board agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit a card to the Chair providing their name, address and topic for discussion.

   The Community Development Authority Committee will also take comments from the public on agenda items as called by the Chair, but not during Citizen Comment. Please note that once the Community Development Authority Committee begins discussion on an agenda item no further comment will be allowed from the public on that issue.

NO ACTION CONTEMPLATED EXCEPT POSSIBLE REFERRAL TO FUTURE AGENDA:

6. Information Updates, Meeting Recaps, Recent Correspondence, Current Events, Announcements

7. Sub-Committee, Department Head Reports
   - Parks & Recreation Committee
   - Plan Commission
   - Rome Town Center
   - WEDC-Connect Communities

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

8. Discussion and possible action – Approval of the August 27, 2026 meeting minutes

9. Discussion only – Review of 2026 Rome Town Center Design Plan

10. The Community Development Authority may go into closed session pursuant to Wis. Stat. Section 19.85(1)(e) for deliberating or negotiating the purchase of public properties, the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session to consider an Approval of the Rome Town Center Development Offer to Purchase

11. The Community Development Authority reserves the right to enter into open session authorized by Wis. Stat. 19.83(2) to possibly take action from the closed Session and continue with the agenda.

12. Discussion and possible action – Approval of Rome Town Center Development Developer's Agreement

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

13. Next agenda items

14. Next meeting date and time

ADJOURNMENT

"Speak Your Peace" Commitment – A reminder that the Town Board Members have adopted the Nine Tools of Civility which commits the Board Members and Public to be mindful of how we treat each other at meetings.

Notification of this meeting has been posted in accordance with the Open Meeting Laws of the State of Wisconsin. The Community Development Authority Committee may take action on any item on the agenda. It is possible that the 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 Community Development Authority Committee. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Wendy Newsom, Town Clerk, at 1156 Alpine Drive, Nekoosa, WI 54457, ph. 715-325-8046.

Positively applying the tools of government to serve and protect our people, strengthen our community and promote prosperity.

Town of Rome
Nekoosa, WI 54457
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MINUTES
TOWN OF ROME COMMUNITY DEVELOPMENT AUTHORITY MEETING

THURSDAY, AUGUST 27, 2026 3:00 P.M.

1. Call to Order

   Mark Lake called the meeting to order at 3:00 p.m.

2. Roll Call

   CDA Members Present: Tiffany Seavecki, Mark Lake, Gary Schlosser, Mark Samelstad, and Carl Hasdal
   Excused: Heather Dalton
   Also present: Interim Town Administrator, Robbie Schaub-Ruemler, Zoning Administrator, Emily Arndt and Deputy Clerk/Treasurer, Taylor Owczynsky

3. Certify Posting of Meeting

   Taylor Owczynsky certified that on, Wednesday, August 26, 2026 the agenda for the Town of Rome Community Development Authority meeting for Thursday, August 27, 2026 was posted at:

Posted at the Rome Town Hall	*9:09 a.m.*
Posted at Kwik Trip, LLC	*9:16 a.m.*
Posted at Nekoosa Port Edwards State Bank	*9:23 a.m.*
Emailed to the Wisconsin Rapids Tribune	*8:50 a.m.*

4. Approve the Agenda

   Motion by Samelstad/Hasdal to approve the agenda as presented. Motion carried.

5. Citizen Comments – During the Citizen Comment period of the agenda the Community Development Authority Committee welcomes comments from any town resident, not a member of the Community Development Authority Committee, on any item not on the agenda. Please know that pursuant to State law the Community Development Authority Committee cannot engage in conversation with you but may ask questions. The Community Development Authority Committee may refer the item to staff, a standing committee or a future board agenda for discussion and action. Each person wishing to speak will have up to 3 minutes to speak. Speakers are asked to submit a card to the Chair providing their name, address and topic for discussion.

   The Community Development Authority Committee will also take comments from the public on agenda items as called by the Chair, but not during Citizen Comment. Please note that once the Community Development Authority Committee begins discussion on an agenda item no further comment will be allowed from the public on that issue.

DRAFT

No citizen comments received.

NO ACTION CONTEMPLATED EXCEPT POSSIBLE REFERRAL TO FUTURE AGENDA:

6. Information Updates, Meeting Recaps, Recent Correspondence, Current Events, Announcements

Welcome the newest member of the CDA, Tina Verdin.
Welcome to another new member Gary Schlosser.
Update – Hasdal gave an update from his monthly meeting at ACED.

7. Sub-Committee, Department Head Reports
   - Parks & Recreation Committee

     Deputy Clerk/Treasurer, Taylor Owczynsky gave an update on the recent Parks & Recreation Committee's activities. No update since last meeting. Regularly scheduled Parks & Rec. Meeting was canceled due to lack of quorum.

   - Plan Commission

     Zoning Administrator, Emily Arndt gave an update that the Plan Commission's upcoming agenda. She mentioned that the next meeting will have a couple site plan/plan of operations and discussion regarding gateway ordinance and sign ordinance. There is also a zoning map and comprehensive plan amendment for the October meeting.

   - Rome Town Center

     No update given.

   - WEDC-Connect Communities

     Zoning Administrator Emily Arndt indicated that there is no current update and that we are just waiting on the updated contract.

DISCUSS AND POSSIBLE ACTION ON THE FOLLOWING ITEMS:

8. Discussion and possible action – Approval of the August 6, 2026 meeting minutes

Motion by Schlosser/Samelstad for the approval of the August 6, 2026 meeting minutes. Motion carried.

9. Discussion only – Review of introductory pitch for Wine Bar & Retail Space

Initial pitch for a potential Wine Bar & Retail Space.

10. The Community Development Authority may go into closed session pursuant to Wis. Stat. Section 19.85(1)(e) for deliberating or negotiating the purchase of public properties, the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session to consider a Commercial and Senior Housing Development Offer to Purchase

Motion at 3:19 p.m. by Samelstad/Schlosser to go into closed session pursuant to Wis. Stat. Section 19.85(1)(e) for deliberating or negotiating the purchase of public properties, the investing of public funds or conducting other

specified public business, whenever competitive or bargaining reasons require a closed session to consider a Commercial and Senior Housing Development Offer to Purchase. Motion carried by unanimous roll call vote.

Community Development Authority exited closed session at 3:36 p.m.

11. The Community Development Authority reserves the right to enter into open session authorized by Wis. Stat. 19.83(2) to possibly take action from the closed Session and continue with the agenda.

Motion 3:36 p.m. by Schlosser /Lake to enter into open session authorized by Wis. Stat. 19.83(2) to possibly take action from the closed Session and continue with the agenda. Motion carried by unanimous roll call vote.

12. Discussion and possible action – Commercial and Senior Housing Development Offer to Purchase

Zoning Administrator, Emily Arndt, will continue with the preparation of the Developers Agreement.

DATES AND ITEMS FOR FUTURE AGENDA/MEETINGS

13. Next agenda items

- *Commercial and Senior Housing Development Offer to Purchase*
- *Over 55 Group Discussion with the CDA Committee*

14. Next meeting date and time

October 8, 2026 at 3:00 p.m.

ADJOURNMENT

Motion by Lake/Schlosser to adjourn at 3:38 pm. Motion carried.

Respectfully submitted,

Emily Arndt

Emily Arndt
Zoning Administrator

TOWN OF ROME, WISCONSIN

Rome Town Center Design Plan

Draft

Contents

- 1. Vision, Mission, and Commitments
- 2. Planning Context and Community Priorities
- 3. Town Center Framework
- 4. Land Use and Development Pattern
- 5. Public Realm, Mobility, and Access
- 6. Buildings, Sites, and Landscape
- 7. Resilience, Infrastructure, and Stewardship
- 8. Sequencing and Implementation

1. Vision, Mission, and Commitments

Vision

Rome Town Center will be a vibrant, prosperous, and resilient heart of the community: a compact, welcoming place where residents and visitors can gather, live, work, shop, access services, and enjoy year-round recreation within a distinctly Northwoods setting.

Mission

The Town of Rome will balance new investment with support for existing businesses and local entrepreneurship. The Town will use its land, regulatory tools, partnerships, and public improvements to shape predictable, incremental development that serves year-round community needs and strengthens the local tax base.

Community commitments

- Be proactive. Establish the public framework, development expectations, and implementation sequence before individual projects determine the pattern.
- Grow responsibly. Favor compact, mixed-use, fiscally sustainable development that respects nearby residents, natural systems, and community character.
- Support year-round life. Expand access to everyday goods, fresh food, health and professional services, indoor and outdoor recreation, and community gathering space.
- Broaden housing choice. Enable homes suited to older adults, workers, smaller households, families, and people seeking attainable ownership or rental options.
- Create a complete public realm. Design streets, trails, parks, and civic spaces for people of all ages and abilities, including those arriving by foot, bicycle, mobility device, golf cart, ATV/UTV, snowmobile, transit or shuttle, and automobile.
- Build resilience. Use native landscapes, green infrastructure, energy-efficient systems, durable materials, and infrastructure phasing that limits long-term public costs.
- Welcome investment with clarity. Provide a predictable review pathway while reserving flexibility for high-quality proposals that advance the vision.

2. Planning Context and Community Priorities

The Town Center began as the Alpine Village Business Park and has evolved through adopted plans, design manuals, zoning amendments, implementation studies, and community engagement. The April 2025 25-Year Vision reframed the area as a mixed-use center organized around a town square, connected streets and trails, incremental development, and five near-term implementation moves. The June 2026 Updated Design Plan adds an economic mission, year-round community priorities, broader land-use direction, and detailed guidance for streetscapes, access, landscaping, lighting, signage, and low-impact development.

Community Snapshot

Indicator	Current baseline	Planning relevance / source
Population	3,254	Wisconsin DOA January 1, 2025 estimate
Median age	64.5	2020-2024 ACS estimate
Residents age 65+	48.1%	2020-2024 ACS estimate
Housing units	3,223	2020-2024 ACS estimate
Seasonal housing	46.6%	Share of all housing units; 2020-2024 ACS
Median household income	$79,728	2020-2024 ACS estimate

Sources: U.S. Census Bureau, 2020-2024 ACS five-year estimates; Wisconsin Department of Administration, Final Population Estimates, January 1, 2025. ACS estimates for a small community should be read as indicators of direction and scale.

These conditions reinforce the need for accessible design, smaller and adaptable housing, dependable year-round services, workforce attraction, and an economy that serves both permanent residents and seasonal visitors. Resident-market profiles supplied by Visit Rome in February 2025 may remain useful for business recruitment, but they should be treated as proprietary market segments rather than official demographic statistics and refreshed periodically.

3. Town Center Framework

Rome Town Center should function as the community's mixed-use economic and civic core, not as a conventional single-purpose business park. Its identity should come from a recognizable public realm: the Town Square, connected parks and trails, comfortable streets, active building frontages, and a consistent Northwoods design vocabulary interpreted in a contemporary way.

Organizing principles

- Town Square as the civic heart. Concentrate community events, everyday gathering, public art, shade, seating, and active ground-floor uses around a flexible central space.

- Connected, walkable blocks. Extend a fine-grained network of streets, alleys, sidewalks, and trails so short trips are direct and multiple routes are available.
- Development that frames public space. Place buildings near streets and public spaces, with doors, windows, porches, storefronts, and outdoor activity facing the public realm.
- Transitions at the edges. Use building scale, setbacks, landscaping, and lower-intensity housing to transition toward existing residential and natural areas.
- Small increments, complete pieces. Each phase should add a usable street segment, public-space improvement, trail connection, or cluster of buildings rather than isolated pads.
- Year-round programming. Design indoor and outdoor spaces for all seasons, including winter maintenance, snow storage, shade, shelter, lighting, power, and flexible event infrastructure.

Illustrative vision

The 2025 concept illustrates mixed-use development around the Town Square; residential neighborhoods west and south of the core; hotel, community, and park-support uses; connected open spaces; and an expanded trail and sidewalk network. These locations and building footprints are illustrative. Final alignments and capacities should respond to property control, wetlands and soils, utilities, access approvals, market conditions, and public priorities.

4. Land Use and Development Pattern

Flexible mixed-use core

A broad mix of mutually compatible uses should be permitted in and around the core, including shops, restaurants, lodging, offices, personal and professional services, health and wellness uses, civic and cultural facilities, recreation, entertainment, maker and small-production spaces, upper-story or freestanding housing, and parks. Performance standards should address impacts such as noise, lighting, loading, storage, traffic, and hours instead of separating compatible uses by default.

Housing choice

The Town Center should add housing types that are limited in the wider market: cottages and cottage courts, duplexes, townhouses, small multifamily buildings, upper-story homes, live-work units, accessible apartments, and age-restricted housing. New housing should connect safely to services and public spaces, include usable outdoor space, and be designed to fit the scale and character of its street.

Commercial and employment uses

Recruitment and development should prioritize businesses that strengthen year-round daily life and diversify the economy. Ground-floor space should be flexible enough to adapt to changing tenants. Large-format or employment uses may be appropriate where their site design, loading, storage, and building form support the public realm and protect nearby uses.

Civic, recreation, and visitor uses

Community buildings, indoor recreation, visitor information, arts and culture, public markets, lodging, and park-support uses can anchor activity throughout the year. Visitor-oriented development should also provide tangible resident benefits and avoid displacing essential community-serving functions.

Development review

- Use site plan review, planned development tools, development agreements, and updated zoning standards to confirm consistency with this plan.
- Evaluate the whole block and public-realm contribution, not only the individual lot.
- Coordinate access, utilities, stormwater, parking, trails, and open space across property lines.
- Require conceptual plans to identify future phases so early work does not block later connections.
- Tie incentives, Town land disposition, or public participation to measurable community benefits and implementation milestones.

5. Public Realm, Mobility, and Access

Safe, connected, multimodal network

The circulation system should move people safely and efficiently while reinforcing the Town Center as a place. State Highway 13 and Alpine Drive provide regional access; 13th Avenue provides a secondary connection; and Timberline Parkway, Aniwa Court, Geneva Trail, Snow Pass, Climbers Pass, Matterhorn Trail, and future connections form the internal network. Street design should reflect context, target speed, winter operations, emergency access, and the mix of users expected on each segment.

Complete-street priorities

- Provide a continuous accessible pedestrian route, with sidewalks or shared-use paths connecting destinations and logical crossings on all appropriate intersection legs.
- Design crossings for visibility, short exposure, detectable edges, appropriate lighting, and traffic speeds compatible with pedestrian activity.
- Use traffic calming, narrow travel lanes where feasible, curb extensions, raised or high-visibility crossings, median refuges, and gateway treatments where supported by engineering.
- Accommodate bicycles and approved low-speed or recreational modes with a connected network selected through a corridor-level safety analysis.
- Plan for winter: snow storage, drainage, plowing routes, durable markings, and year-round access to priority sidewalks and public spaces.
- Coordinate truck and service access so deliveries remain functional without dominating active streets and gathering areas.

Parking and curb management

Parking should support, not define, the Town Center. Use on-street spaces, shared lots, rear or side parking, cross-access, and phased parking supply. Avoid unnecessary minimum parking requirements where shared or

district strategies can meet demand. Provide accessible spaces, bicycle parking, loading, short-term pickup, electric-vehicle readiness, and event operations as part of a coordinated curb and parking plan.

The 2025 Vision recommends evaluating one-way westbound operation on Snow Pass with angled parking, coordinated with eastbound movement on Climbers Pass. This concept should advance only after traffic, emergency access, winter maintenance, bicycle interaction, accessible parking, drainage, and event-day operations are tested through engineering and a temporary demonstration where feasible.

Streetscape and public-space elements

- Pedestrian ways sized for clear movement plus furnishing, frontage, and snow-storage zones.
- Frequent seating with backs and arms, shade, shelter, drinking water where feasible, and accessible gathering areas.
- Public art and interpretive elements that reflect local history, ecology, recreation, and contemporary community life.
- Coordinated utilities, trees, lighting, signs, furnishings, drainage, and maintenance access within limited right-of-way.
- Event-ready infrastructure such as power, water, Wi-Fi, waste stations, flexible vendor areas, and clear emergency routes.

6. Buildings, Sites, and Landscape

Contemporary Northwoods character

Design should draw from Rome's forested setting through authentic materials, human-scale proportions, deep entries, sheltered outdoor space, visible craft, and a restrained natural palette. The intent is not to require a single architectural style or apply decorative motifs to otherwise generic buildings. Contemporary interpretations and low-carbon materials should be welcomed when they reinforce the public realm and age well.

Building placement and frontage

- Place primary entrances and active rooms toward streets, squares, parks, and pedestrian routes.
- Use reduced front setbacks in walkable areas while preserving clear sight lines, accessible routes, landscape zones, and outdoor-use opportunities.
- Break long facades into human-scale bays using entrances, windows, changes in plane, porches, canopies, or material transitions.
- Locate parking, loading, utilities, service areas, and outdoor storage behind or beside buildings and screen them from primary public spaces.
- Design corner buildings and civic sites as landmarks without relying on excessive height, brightness, or signage.

Adaptability and sustainability

- Use durable, repairable materials and assemblies suited to freeze-thaw cycles, snow, deicing, and seasonal use.

- Design ground floors, structural bays, ceiling heights, utilities, and entries to support changing tenants and mixed uses over time.
- Encourage high-performance envelopes, efficient all-electric systems where feasible, rooftop-solar readiness, electric-vehicle readiness, and responsible exterior lighting.
- Provide secure bicycle storage, waste and recycling areas, package delivery, and broadband infrastructure appropriate to the use.
- Apply universal-design principles to entrances, routes, dwelling units, restrooms, and gathering spaces.

Signs, wayfinding, and lighting

Signs should be legible, scaled to their audience, coordinated with the building and streetscape, and located outside the accessible travel path. A unified wayfinding family should connect highway gateways, parking, the Town Square, parks, trails, civic destinations, and businesses. Digital signs, if permitted, should be carefully controlled for brightness, motion, timing, and location. Exterior lighting should be warm in color, energy efficient, shielded, and no brighter than needed for safety and use; dark-sky performance and impacts on nearby homes and habitat should be considered.

Landscape

Use native and climate-adapted trees, shrubs, grasses, and groundcovers to define spaces, provide shade, buffer traffic, support pollinators, improve infiltration, and reduce maintenance. Preserve healthy mature trees and connected habitat where practical. Planting plans should account for salt, snow storage, drought, utilities, sight lines, establishment watering, and long-term stewardship. Avoid invasive species and high-maintenance ornamental landscapes that provide limited ecological benefit.

7. Resilience, Infrastructure, and Stewardship

Green infrastructure and stormwater

Manage rainfall and snowmelt as close to the source as practical using a treatment train of preserved soils and vegetation, reduced impervious area, tree canopy, bioretention, rain gardens, permeable pavement, infiltration or detention systems, and protected overflow routes. Designs should reflect current precipitation data, future rainfall intensity, groundwater protection, winter operation, and maintenance responsibility. Green infrastructure should be integrated visibly into streets and public spaces where it can provide ecological and place-making value.

Utilities and public cost

Utility strategy should be resolved at a district scale before major land disposition. Shared or clustered wastewater systems, water supply, fire protection, broadband, energy, and stormwater systems may support compact development where technically and financially feasible. Phasing decisions should account for full lifecycle costs, reserve capacity, maintenance ownership, replacement funding, and the risk of stranded infrastructure.

Resilience and continuity

- Provide shade, cooling, shelter, and indoor/outdoor options for heat, smoke, storms, and winter conditions.
- Protect emergency access and identify backup power or resilience-hub opportunities in civic or community facilities.
- Design public spaces and business-support systems so activity can continue across seasons and changing economic conditions.
- Monitor groundwater, stormwater, tree canopy, and infrastructure performance and adapt standards as conditions change.

8. Sequencing and Implementation

The Town Center should develop incrementally. Sequencing should respond to market demand and economic cycles while ensuring that each phase delivers a coherent piece of the public framework. Town-owned land provides leverage to set expectations through parcel configuration, requests for proposals, development agreements, design review, and performance milestones.

Near-term action program

#	Action	Purpose and key tasks	Timing
1	Test and design Snow Pass operations	Evaluate one-way operation, angled parking, accessibility, event circulation, winter maintenance, loading, drainage, and bicycle safety; use a temporary demonstration before permanent construction where feasible.	0-2 years
2	Issue the first development RFP	Offer a manageable Town-owned site that can deliver a mix of housing types, set a high design standard, include clear public-realm obligations, and remain accessible to local and regional development teams.	0-3 years
3	Plan the Town Square extension	Continue property-owner discussions; complete survey, appraisal, concept design, access analysis, and a public-benefit/fiscal evaluation before acquisition, exchange, or construction decisions.	0-5 years
4	Prepare a public-realm and utility plan	Coordinate street sections, trails, parks, stormwater, wastewater, water/fire protection, broadband, lighting, wayfinding, trees, snow operations, costs, and maintenance responsibilities.	0-3 years

#	Action	Purpose and key tasks	Timing
5	Launch year-round programming and business support	Coordinate markets, arts, recreation, civic events, pop-ups, business recruitment, and Visit Rome partnerships; use measurable goals for seasonal balance and resident benefit.	Ongoing

Decision criteria for each phase

- Vision fit: advances the mixed-use, walkable, year-round, Northwoods town-center concept.
- Public benefit: adds needed services, housing, jobs, public space, connections, or tax-base value.
- Fiscal durability: identifies capital, operations, maintenance, replacement, and revenue implications.
- Infrastructure readiness: has a feasible access, utility, stormwater, emergency-service, and winter-operations strategy.
- Design quality: frames streets and public spaces, provides accessible routes, and meets adopted design standards.
- Environmental performance: protects water, soils, habitat, and trees while reducing runoff, energy use, and long-term maintenance.
- Deliverability: demonstrates site control, financing capacity, realistic phasing, and enforceable milestones.

Five-year monitoring dashboard

The Town should review progress annually and formally refresh priorities at least every five years. Suggested indicators include: acres and parcels offered or developed; housing units by type and accessibility; year-round businesses and jobs; storefront vacancy; taxable value and public cost; linear feet of sidewalk/trail completed; Town Square programming days and attendance; crashes and observed speeds; shared parking utilization; tree canopy and green-infrastructure area; and status of WisDOT, utility, zoning, and property actions.

Review and Approval

First public draft presented: [To be completed]

Community Development Authority review dates: [To be completed]

Approval by Community Development Authority: [To be completed]

Public hearing: [To be completed]

Town Board adoption: [To be completed]

Primary source documents

- Town of Rome Comprehensive Plan Amendment, Chapter 1 - Background and Demographics. Draft update using the 2020 Census, Wisconsin DOA 2025 estimates, and 2020-2024 ACS five-year estimates.
- Alpine Village Business Park: Development and Design Manual, originally adopted in 2004, as referenced by the June 2026 Updated Design Plan.

Acknowledgements

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Wendy Newsom – Town Clerk
Emily Arndt– Zoning Administrator
Cody Knoblock - Director of Public Works
Taylor Owczynsky – Deputy Clerk/Treasurer

Special acknowledgement goes to Vierbicher Associates, who's Alpine Village Business Park: Development and Design Manual formed the foundation of the Rome Town Center Design Plan. Much of the information presented herein is excerpted from the original document initially adopted in 2004.

Additional special acknowledgement goes to Patrick Brunner with Cardo Design and previous staff, board and committee members who began the updating process and dedicated many hours and time, all of which helped pave the way for current staff, board, and committee members to finalize this finished product.