

AGENDA

NEENAH COMMUNITY DEVELOPMENT AUTHORITY

Monday, March 2, 2026

4:00 P.M.

Hauser Room, City Administration Building

1. Approval of January 5, 2026 meeting minutes.
2. Public Appearances (Ten minutes divided among those wishing to speak on topics pertinent to the Community Development Authority).
3. Review and Recommend Council Approve 2026 Community Development Block Grant (CDBG) Action Plan.
4. Review and Recommend Council Approve Land Acquisition at 118 West Peckham Street.
5. Presentation
 - a) Arrowhead Park
6. Executive Director's Report.
7. Adjournment.

In accordance with the requirements of Title II of the Americans with Disabilities Act (ADA), the City of Neenah will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. If you need assistance, or reasonable accommodation in participating in this meeting or event due to a disability as defined under the ADA, please call the Community Development Department Community Development Specialist at 920-886-6125 or the City's ADA Coordinator at (920) 886-6106 or e-mail attorney@neenahwi.gov at least 48 hours prior to the scheduled meeting or event to request an accommodation.

NOTICE IS HEREBY GIVEN, pursuant to the requirements of Wis. Stats. Sec. 19.84, that a majority of the Neenah Common Council may be present at this meeting. Common Council members may be present to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the Neenah Common Council and must be noticed as such. The Council will follow the same agenda as the committee but will not take any formal action at this meeting.

Community Development Authority of the City of Neenah
January 5, 2026 - 4:00 PM
Hauser Room, City Administration Building

Present: Board Members: Ald. Tami Erickson, Lee Hillstrom, Ald. Daniel Steiner, Grant Birtch, and John Ahles. Also Present: Executive Director Kelly Nieforth, Assistant Planner Carol Kasimor, Community Development Specialist Samantha Jefferson, Ald. Cari Lendrum, Ald. Flo Bruno, Ald. Bill Pollnow and resident Scott Beacher (1061 Green Acres Lane).

Approval of November 3, 2025 meeting minutes:

**MSC, Birtch/Hillstrom, the CDA to approve the meeting minutes of November 3, 2025.
Motion passed.**

Public Appearances: None.

2026 Goals:

During the November 2025 meeting, CDA members were asked to share what they would like the staff/the CDA to focus on moving forward. Director Nieforth noted that this feedback is valuable and provides a helpful starting point for establishing priorities. Member Birtch commented that while the CDA has traditionally played a role in facilitating acquisition and development, it is not often asked to help develop priorities or areas of focus and expressed appreciation for the opportunity to do so. He also emphasized that continued efforts to gather public input are critically important and should remain a component of future projects.

1. Downtown Development
 - a. Implementation of the Downtown Master Plan
 - b. 135 Millview Drive Development
 - c. Arrowhead Park

Director Nieforth began with Downtown Development. The Glatfelter project was noted as a significant project for the CDA, given the Authority's historic role in the redevelopment of downtown. Director Nieforth stated that overall, there is not a significant amount of vacancy downtown and that conditions are generally holding steady, though some opportunities for infill development remain.

Member Erickson commented on the former Di Renzo & Bomier building, and Director Nieforth noted that staff will be speaking with an interested developer this week. Regarding 135 Millview, Director Nieforth stated that the City is scheduled to close on the warehouse property in February. She also shared that the term sheet for the T. Wall development project has not yet been presented to committee or Council but will be forthcoming. Additionally, staff will be bringing a presentation to Council regarding implementation of the Arrowhead Park Master Plan in the near future.

Member Birtch discussed parking, noting that prior to COVID, downtown parking was at or near capacity. Given changes following COVID, the CDA expressed interest in staying informed about the current parking situation. Director Nieforth stated that staff is actively working on this issue and is talking with major downtown stakeholders to better understand the true parking conditions. Member Birtch also noted that it has become apparent that the Alta parking ramp requires significant attention and emphasized the need for reliable, factual information to guide future parking decisions. Member Ahles discussed issues related to the Alta ramp and asked whether the life of the ramp is standard, and whether sufficient questions had been asked during earlier planning stages. Member Erickson added that parking enforcement and its impacts should be included as part of the overall parking discussion. Director Nieforth confirmed that parking enforcement will be part of ongoing discussions.

Director Nieforth also noted that staff attends monthly BID Board meetings and meets quarterly with Future Neenah staff. Member Birtch commented that receiving updates from those discussions would be helpful for the CDA moving forward.

2. Corridor Planning

- a. Corridors off Interstate 41 Into City
- b. Doty Island
- c. S. Commercial Corridor Plan Implementation

Members discussed the importance of the corridors entering the City from Interstate 41, noting that these gateways play a key role in welcoming residents and visitors to the community.

Director Nieforth reported that staff has met with the City of Menasha Community Development staff to explore whether a joint planning effort for Doty Island would be appropriate. Ald. Pollnow provided an update on an intersection control evaluation study that is scheduled to be funded in 2026 and noted that the City of Menasha will also be contributing to the project. Director Nieforth commented that staff is hopeful the Theda townhome project will serve as a catalyst for additional development on Doty Island.

Member Hillstrom asked whether there has been developer interest following completion of the South Commercial Street construction project. Director Nieforth stated that staff has received inquiries. She also shared that the Eminent Development project is moving forward; an initial application for WHEDA tax credits has been submitted, and Eminent Development is awaiting notification on whether the project will be invited to submit a full application.

3. Cecil/S. Commercial Redevelopment
 - a. Redevelopment Opportunities
 - b. Façade Program Promotion

Member Birtch asked about the former Shattuck School development area and how the project may encourage additional retail activity along the South Commercial Street corridor, including discussion of what types of uses may be desired or appropriate. Director Nieforth noted that the development will include 31 single-family homes and mentioned that a potential market gap analysis could help identify needed services and retail opportunities in the area. Member Birtch also noted that the idea of establishing a Business Improvement District (BID) along South Commercial Street has been discussed and questioned its long-term sustainability. He commented that a BID could help provide direction and identity for the corridor. Director Nieforth responded that any BID effort would need to be grassroots-driven by the businesses on South Commercial Street and adjacent. She also stated that the South Commercial Street façade improvement program remains active.

4. Industrial Park Growth
 - a. Identify Potential Growth Areas
 - b. Inventory Existing City-Owned Property

Director Nieforth reported that there continues to be significant growth in the industrial park area, noting that while this is a positive situation, it has resulted in a limited number of available parcels. She stated that RGL is expected to begin its second phase of development soon and that the Dixie Road properties are nearing full occupancy. Director Nieforth also noted that while there are vacant wetland areas within the industrial park, development of those sites can be costly and complex.

Member Birtch asked about the former junkyard property and whether there has been developer interest. Director Nieforth stated that while there is nothing concrete at this time, staff has received several inquiries and continues to prepare the site for future development, noting that there are contamination issues that are being addressed. Member Erickson asked how staff assists with marketing vacant buildings, and Director Nieforth explained that staff shares information on available properties with interested parties as inquiries are received.

Member Birtch also asked about development opportunities near the new high school. Director Nieforth explained that the surrounding properties are located within the

Village of Fox Crossing and the Town of Neenah and that a boundary agreement is in place, limiting expansion in that direction. She noted that the City's primary expansion areas are to the south and southwest. Member Ahles asked when the boundary agreement with the Town will expire, and Director Nieforth indicated she would look into that and provide an update.

5. Doty Island Redevelopment

- a. Redevelopment Plan
- b. Corridor Plan

Doty Island Redevelopment was discussed under Corridor Planning.

6. Housing

- a. Housing Plan Implementation
 - i. Identify growth areas
 - ii. Encourage infill development
 - iii. Zoning Code update
 - iv. Rehabilitation programs

Director Nieforth stated that boundary agreements contribute to limitations on housing growth. Also, we are restricted by water in certain areas. It was noted that the area now known as Freedom Acres was annexed from the Town of Vinland.

At this time, one of the City's primary focuses is on infill development. The Plan Commission has completed an infill inventory and is discussing potential Zoning Code changes to make development on infill lots more feasible. Member Steiner, who also serves on the Plan Commission, shared that the Commission is reviewing recommendations from the Housing Study as well as recent state-level changes to determine what may be appropriate at the municipal level.

Requests for Proposals (RFPs) for a Zoning Code rewrite will be issued soon. This effort was described as a significant undertaking, and Director Nieforth stated that updates will be provided to the CDA as the project progresses.

Member Erickson asked about the difficulty of annexing property. Director Nieforth responded that it depends on the property's location and how it is affected by existing boundary agreements. The annexation process must be initiated by the property owner. Potential amendments to boundary agreements could also be explored.

Member Erickson also inquired about the status of the Bridgwood development. Director Nieforth reported that the development is approximately one-third complete, with the developer exploring the next phase and seeking required state approvals.

Director Nieforth provided an overview of the city's housing assistance programs. The Community Development Block Grant (CDBG) program serves income-qualified individuals to assist with home improvement projects. The Houses Into Homes program is available to households that may exceed CDBG income limits. The Houses Into Homes program includes two subprograms: a grant program and a loan program. Eligible projects include both curb appeal and interior improvements. Director Nieforth noted that projects completed through the program have resulted in increased assessed values. Due to the program's success, certain program terms were modified to ensure funds are reinvested more quickly and to support the long-term sustainability of the program.

Member Hillstrom asked whether Winnebago County recently approved a revolving loan program. Director Nieforth confirmed that it was approved, noting that limited information is available at this time.

Executive Director's Report:

Much of the information included in the Executive Director's report was discussed earlier in the meeting under the 2026 Goals section. Director Nieforth did note the planned RGL expansion, which is expected to begin during the current fiscal year. The expansion will add approximately 220,000 square feet. Director Nieforth also reported that Gunderson has received zoning approval, with construction anticipated to be completed within the year.

Member Birtch asked Director Nieforth to explain the purpose of a Voluntary Party Liability Exemption (VPLE) for properties that obtain one. Director Nieforth explained that the Wisconsin Department of Natural Resources (DNR) allows a property owner to apply for a VPLE after completing required cleanup activities associated with an approved brownfield remediation plan. A VPLE provides liability protection for the contaminants that were tested for and addressed, helping to mitigate risk for new property owners.

Member Ahles asked about the status of the Edgewater Door project. Director Nieforth stated that staff expects to meet with representatives in the coming weeks.

Member Erickson inquired about the former Burger King site, now known as the Keesler site. Director Nieforth confirmed that no proposed projects for the site have been brought forward at this time.

Members mentioned the car wash site on South Commercial Street that is currently for sale and adjacent to a city-owned property. Staff will review this site.

Adjournment: The meeting was adjourned at 4:50 p.m. **MSC Hillstrom/Birtch. All voting aye.**

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "Samantha Jefferson".

Samantha Jefferson
Community Development Specialist



M E M O R A N D U M

TO: Chairman Martin and members of the Community Development Authority

FROM: Carol Kasimor, Assistant Planner

DATE: February 25, 2026

SUBJECT: 2026 Community Development Block Grant (CDBG) Action Plan

The proposed 2026 CDBG Action Plan is currently under review. The Department of Housing and Urban Development has not yet announced the 2026 award allocation amount, so the plan estimates the allocation of \$200,000 for the program year, which begins June 1, 2026. The 2025-2026 program allocated \$193,278 to the City.

Public input was invited in the development of the plan, including an application and comment process and a public hearing. There were no public hearing comments but applications and written comments were received regarding the need for shelter and services for those experiencing homelessness or abuse, and needs of those with food insecurity. Goals addressed with the plan include support for:

- A. Needs of low and moderate income households through public services and facilities, housing and job creation.
- B. Revitalization, blight elimination, and site improvements.
- C. Improvements in neighborhoods, especially those with low and moderate income residents.
- D. Fair housing and planning

We expect to hold two additional public hearings and then have consideration by the Finance and Personnel Committee and Common Council in March and April, dependent on notification by HUD of the final allocation amount.

Please contact me if you have any questions.

DRAFT 2026 COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM

Funding amounts will be adjusted based on final award allocation by U.S. Department of Housing and Urban Development.

Public Services and Facilities

	Activity	Funding Request	2026 Proposed Funding	Description	2025 Funding
1	Services and facilities that assist with needs of community members, and primarily for households with low or moderate incomes.	\$60,000	\$30,000	Services and facilities may address needs including such as those of persons experiencing homelessness, abuse, and food insecurity.	\$27,000
2	Total Public Service Funds		\$30,000	Cap of 15% of grant plus program income.	\$27,000

Housing and Economic Development

	Activity	Funding Request	2026 Proposed Funding	Description	2025 Funding
3	Property Acquisition and Redevelopment Activities	Funding for acquisition, demolition, rehabilitation, development, site and/or infrastructure improvements, economic development, and commercial façade improvement.	\$100,000	Purpose of the program is to remove deteriorated structures where necessary, assist with revitalization and redevelopment efforts, and offer matching grants for commercial facade improvement projects. Projects developed through housing organizations such as Greater Fox Cities Habitat for Humanity, Pillars, Inc. and Rebuilding Together Fox Valley may also be considered in this category.	\$97,000
4	Neighborhood Improvements	Assistance for upgrades to neighborhoods and neighborhood facilities.	\$30,000	Improvements for purposes of assistance to low and moderate income neighborhoods.	\$32,278
5	Total Housing and Economic Funds		\$130,000		\$129,278

Planning and Administration

Activity	Funding Request	2026 Proposed Funding	Description	2025 Funding
6 Fair Housing Center of Northeast Wisconsin	\$15,488 to provide services to households encountering discrimination in the housing market, and to provide technical assistance to housing providers and the City of Neenah.	\$15,000	The prevention of housing discrimination and the enforcement of fair housing law ensures that housing is available to low and moderate income households and racial/ethnic minorities and other protected classes. http://www.fairhousingwisconsin.com/	\$12,000
7 Planning and Program Administration	Assist with costs of planning and administering the CDBG program.	\$25,000	Planning, staff salaries and program expenses are funded through the CDBG	\$25,000
8 Total Planning and Administration Funds		\$40,000	Cannot exceed cap of 20% of grant plus program income.	\$37,000

Community Development Block Grant program repayments

	Activity		2026 Proposed Funding from 2025 repayments	Description	
9	Small Business /Microenterprise Loan Program	\$0 estimated in repayments	\$0	Program provides low cost, fixed rate financing to small growing companies that are creating new jobs in Neenah.	
10	Housing Rehabilitation/ Homebuyer Assistance Program	\$30,000 estimated in repayments	\$30,000	Ongoing program assists low and moderate income homeowners with basic structural and mechanical repairs. Homebuyer program assists low and moderate income households to purchase homes in the City of Neenah. Winnebago County Housing Authority was contracted to provide homebuyer education and project management, and the City of Neenah provides downpayment, closing cost and housing rehabilitation assistance.	
11	Total Estimated Program Repayments		\$30,000	Estimated Housing Rehabilitation, Small Business and Homebuyer assistance repayments from 2025 program year.	
12	Total Estimated 2026 Community Development Block Grant*		\$200,000		\$193,278

* 2026 Community Development Block Grant award has not been announced by the U.S. Department of Housing and Urban Development.



MEMORANDUM

TO: Chairman Martin and Members of the Community Development Authority
FROM: Kelly Nieforth, Director of Community Development and Assessment
DATE: February 24, 2026
RE: South Commercial Street Redevelopment Corridor Acquisition – 118 West Peckham Street

In 2021, the Community Development Authority (CDA) and the Common Council approved the Redevelopment Plan for the South Commercial Street Corridor and created the City's fourth redevelopment area. Along with the redevelopment plan, a South Commercial Street Corridor Plan was also created with public input. The intent of the redevelopment area and plan is to facilitate redevelopment along the busy corridor and provide guidance on the types of uses that would be desirable as part of the redevelopment.

The subject property is adjacent to city-owned property that is being proposed for a mixed-use residential development which is consistent with multiple city plans. The owner of 118 West Peckham Street has discussed the option of selling their property to the city multiple times in the past and as of late, the conversation has started again due to the City's adjacent property being proposed as a workforce housing development by Eminent Development Corporation.

Eminent Development Corporation was one of four developers who submitted a proposal to construct on the city's property. Ultimately the city chose Eminent Development Corporation's proposal and is working with them on their proposed project to construct much-needed workforce housing. Eminent Development Corporation is submitting an application to the Wisconsin Housing and Economic Development Authority (WHEDA) for housing tax credits to offset construction costs as a way to keep the units workforce-affordable.

Acquiring the 118 West Peckham Street parcel would allow the developable area to be expanded and provide a greater buffer to the existing single-family homes along West Peckham Street.

The property is assessed at \$130,000 with a fair market value of \$150,000. The owner and the city have agreed on a purchase price of \$225,000 which accounts for the relocation costs that the owner will incur to relocate their business. There will also be a lengthy closing period to provide the owner with ample time to find a new location for their business. The funds to purchase the property will be from the city's Community Development Block Grant- COVID (CDBG-CV) funds and from Eminent Development Corporation. If the developer does not receive the WHEDA housing tax credits, the city will utilize CIP redevelopment funds in addition to the CDBG-CV funds to purchase the property.

Appropriate action at this time is to recommend CDA staff complete the necessary steps to acquire the property at 118 West Peckham Street at the accepted offer price of \$225,000, as authorized by the Common Council at a future meeting.



MEMORANDUM

TO: City of Neenah Community Development Authority Members
FROM: Kelly Nieforth, Director of Community Development and Assessment
DATE: February 24, 2026
RE: Executive Director's Report

Land Acquisition Updates:

1225 South Commercial Street

The building demolition started February 24th and should be completed within a week. The property will be seeded with grass in the spring. Future plans are to list the property for sale and/or send out a Request for Proposals for a development.

135 Millview Drive

The City acquired the property and has started the asbestos inspection and abatement process. The City is meeting with state and federal agencies to discuss opportunities for grants to assist with the building demolition costs. The City hopes to have the building demolished in summer or fall, depending on grant timelines. City staff continues to work with T. Wall Enterprises on a potential mixed-use redevelopment project on the site. Any agreed-upon terms will need to be brought forward for Council approval.

110 West Cecil Street

The CDA was gifted the property from H&J Investments, LLC (Donaldson's) and is now the owner. The CDA will enter into a Parking Lease Agreement with the owner of Cranky Pat's Pizzeria who will improve the former dry cleaner site to use as a parking lot for their customers. Cranky Pat's will install new asphalt over the existing lot, will confirm that the monitoring wells are still functioning properly, will stripe the lot to designate parking spots, and will place above-ground planters to improve the streetscaping along West Cecil Street. The former owners will still be liable for the contamination.

Industrial Park Updates:

Gunderson Uniform and Linen

Gunderson has obtained their zoning approvals to construct their new 64,000sf headquarters in the Southpark Industrial Park. Currently, city staff are working to remove an encumbrance on the property for a radio tower lease that showed up on the title work as the city was preparing to sell the property. City staff are working with the lease holders to modify the lease so Gunderson can move forward with the property acquisition. Construction is anticipated to start in spring of 2026.

Edgewater Door

Construction was originally anticipated to start in fall of 2025 for Edgewater Door's 45,000sf facility in the Southpark Industrial Park but has been delayed to spring of 2026. City staff are currently working on an amendment to the Development Agreement which will need to be approved by Council.

Downtown:

Glatfelter VPLE

The City continues to work with the WDNR on obtaining a Voluntary Party Liability Exemption (VPLE) for the redevelopment of the Glatfelter property redevelopment. We are in the process of finishing the application for the VPLE and will forward to the WDNR for consideration.

Parking

City staff presented a downtown parking update to Council during their February 18th meeting. Staff will present the same presentation during the next CDA meeting.

Overall City Projects:

Housing

Updated Zoning Code: The City has solicited proposals from consultants to write a new zoning code for the City of Neenah. The zoning code rewrite will take approximately 18 months and will include multiple opportunities for public engagement with residents, developers, businesses, and other stakeholders in the community. The City's goal is to create a zoning code that will encourage additional housing.

Former Harn's Site: The City continues to move forward with working with Eminent Development Corporation on their proposed project, The Xchange, a 50-unit development on the City's property. The developer will submit a housing tax credit application to the Wisconsin Housing Economic Development Authority (WHEDA) in March. If awarded, the project would start construction in 2027.

2026 CDA Goals Update:

1. Downtown Development

- a. Implementation of the Downtown Master Plan
 - i. City staff are identifying potential implementation tasks for 2026.
- b. 135 Millview Drive Development
 - i. Property is being prepared for redevelopment.
- c. Arrowhead Park
 - i. The City has hired a contractor to complete soil borings along the dike which was required by the WDNR as part of the overall landfill maintenance.
- d. BID Report
 - i. City staff meets quarterly with BID staff to discuss projects, grant opportunities, and concerns. During the recent meeting, City and BID staff discussed updating marketing materials, reviewing two grant opportunities to enhance the downtown, and streetscaping in the downtown.
- e. Downtown Parking
 - i. Staff will present findings of the internal parking analysis during the next CDA meeting. In the meantime, staff are reviewing the existing parking leases/agreements with organizations to determine if amendments to the leases/agreements are needed to accurately reflect the organization's current parking needs.

2. Cecil/S. Commercial Redevelopment

- a. Redevelopment Opportunities
 - i. 1339 S. Commercial Street – Property does not appear to be for sale anymore but did not find a sale record.
- b. Façade Program Promotion
 - i. City will be working on marketing materials for this program and kick off in spring 2026.
- c. Surrounding Development
 - i. The owner of the former Shattuck School site subdivided the athletic fields into 31 single family home lots. The owner is working with a private builder who is planning on constructing single family homes. The owner is donating a portion of the property to the City to construct a regional

stormwater facility to handle the stormwater from the homes and the surrounding area. This will help the City and the developer meet DNR stormwater requirements. At this time, the former school building houses multiple uses from different organizations.

d. Potential BID

- i.** When marketing city programs that may benefit business owners, the city will gauge interest from the businesses on if they would like to be part of a BID or not.

e. Market Gap Analysis

- i.** The City and Future Neenah have access to tools to complete an analysis on gaps in the market in the area. This will be completed in 2026 as part of the corridor plan implementation.

3. Industrial Park Growth – In 2026, the City will be analyzing growth areas for industrial development.

- a.** Identify Potential Growth Areas
- b.** Inventory existing city-owned property

4. Doty Island Redevelopment

a. Redevelopment and Corridor Plan

- i.** The City of Neenah and City of Menasha staff have discussed doing a joint plan. Staff continues to discuss this option and are looking for potential funding resources.

b. Market Analysis

- i.** The City and Future Neenah have access to tools to complete an analysis on gaps in the market in the area. This will be completed to gather information on potential businesses that staff could reach out to and market the area.

5. Housing

a. Housing Plan Implementation

- i.** Identify growth areas
- ii.** Encourage infill development
 - 1.** Shattuck School Redevelopment
- iii.** Zoning Code update
 - 1.** Proposals are being reviewed.
- iv.** Rehabilitation programs
 - 1.** Houses into Homes and CDBG programs are taking applications.
- v.** State and Federal Legislative Changes
 - 1.** Staff is closely following multiple state bills that would positively impact housing in the state.