



NEENAH PLAN COMMISSION

Tuesday, June 23, 2026

4:00 P.M.

Hauser Room, City Administration Building

Virtual Meeting Option: This meeting is available virtually. To access the virtual meeting (Requires Microsoft Teams), please click on the link below:

Join: <https://teams.microsoft.com/meet/21232240738938?p=oZhtvybMB2zV0dw8SL>

Meeting ID: 212 322 407 389 38

Passcode: Vw36Lf73

-
1. Approval of Minutes: **May 26, 2026**
 2. Public Appearances (Ten minutes divided among those wishing to speak on topics pertinent to the Plan Commission)
 3. Public Hearings: **None**
 4. Action Items:
 - a. Site Plan #4-26 - 150 N Green Bay Road - Building Expansion
 5. Discussion Items:
 - a. Zoning and Sign Code Rewrite
 6. Announcements and future agenda items:
 - a. Next Meeting: July 7, 2026

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.

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 Administrative Assistant 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.

MINUTES OF THE NEENAH PLAN COMMISSION

Tuesday, May 26, 2026

4:00 p.m.

Present:

Mayor Brian Borchardt, Chairperson	PRESENT	Gerry Kaiser, Director of Public Works	PRESENT	Aldersperson Tami Erickson	PRESENT
Frank Cuthbert, Vice Chairperson	PRESENT	Karen Genett	PRESENT	Kate Hancock- Cooke	PRESENT
Gerry Andrews	PRESENT				

Also Present:

Brad Schmidt, Deputy Director of Community Development	Kayla Kubat, Administrative Assistant of Community Development	Cari Lendrum- 419 11st St Neenah
Alderman William Pollnow	Alderman Flo Bruno	Alderman Brian Defferding
Mark Neuman- 509 Chatham Ct Neenah	Debbie Ludka – 324 Castle Oak Dr Neenah	Robert Tollefson- Harris & Associates
Devin Maynard- PCA Rollmeister	Preston McOmber- Fisher CGI	Becky Heidke Kwiatkowski- 1390 Eagle Feather Trail Neenah

Minutes: MSC, Genett/Andrews, the Plan Commission, to approve the April 28, 2026 meeting minutes. All voting aye. Motion passed.

Public Appearances: Chairperson Mayor Borchardt opened public appearances to topics not related to the agenda.

Debbie Ludka 324 Castle Oak Dr- She is interested in the open District 2 Alderman seat.

No one in attendance spoke. Chairperson Mayor Borchardt closed public appearances.

Public Hearings: None

Action Items:

a. Site Plan #2-26 – 2474 Schultz Drive – Building Expansion

Deputy Director Schmidt went over the request for a building expansion at 2474 and 2490 Schultz Drive. The applicant is Packaging Corporation of America; the former Rollmeister Incorporated. The proposed building addition is about 105,000 square feet. The setback requirements are met as well as the building height and green space requirements. The building expansion elevation will match the existing building.

Deputy Director Schmidt went over the comments made on the site plan review letter. One note was about the landscaping and that it needs to be brought into compliance with this building expansion. The current site plan does not reflect the minimum requirements of shade trees or shrubs. There are also the screening requirements for refuse, which requires a minimum of a six-foot tall fence or wall. There is a large driveway opening on the south side of the property and ideally this would be shortened to avoid trucks backing into the site. Also, there is a DNR

Plan Commission Minutes

May 26, 2026

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identified wetland on the southeast side of the site, which does include the building addition. Due to this, a wetland delineation will be required to verify boundaries. Lastly, a CSM is required to combine 2474 and 2490 Schultz Drive into one parcel. This CSM has been submitted by the applicant.

Alderman Erickson asked how soon the building expansion will start once this site plan is approved. Devin Maynard from PCA Rollmeister stated they are hoping to start in July.

Alderman Erickson asked how many additional jobs will be created. Devin stated about 25 additional jobs with the acquisition of another facility in Appleton and hiring new employees for the expansion.

Alderman Erickson asked how long construction will take. Devin stated about a year and a half for full completion.

Vice Chairperson Cuthbert asked if due to the wetland location if there will be an issue with the stormwater plan. Deputy Director Schmidt stated as part of the site plan, the applicant did submit a storm water management plan. There is currently a storm water pond on the north side of the building that was constructed with the last addition, which will need to be relocated. The proposed stormwater facility is on the north end of the site and another along the west side of the property.

Devin stated they have the process started for the wetland delineation. The fieldwork is done and the locations are marked out.

MSC, Cuthbert/Erickson, the Plan Commission, to approve the site plan for a building expansion to a facility located at 2474 Schultz Drive subject to the Site Plan Review letter comments. All voting aye. Motion passed.

Discussion Items:

a. **Zoning and Sign Code Re-Write**

Deputy Director Schmidt discussed the kick-off meeting with the consultants that happened last week. The consultants were here for a full day, which included a meeting with city staff, a city tour and stakeholder meetings. In the coming weeks there will be a public workshop on June 15th at City Hall from 6:00-7:30PM which is open to the public and an online survey which will be available after the public workshop meeting.

Announcements and Future Agenda Items: Next meeting is scheduled for June 9, 2026

Adjournment: The Commission adjourned its meeting at 4:16 p.m. MSC Erickson/Cuthbert. All voting Aye. Motion passed.

Respectfully Submitted,

Kayla Kubat

Plan Commission Minutes

May 26, 2026

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Kayla Kubat

Administrative Assistant, Department of Community Development



M E M O R A N D U M

DATE: June 23, 2026
TO: Mayor Borchardt and Plan Commission
FROM: Brad Schmidt, AICP, Deputy Director
RE: Site Plan Review – 150 N. Green Bay Road – Bergstrom Automotive

Request

Bergstrom Automotive has submitted a site plan to construct a building addition for a vehicle showroom on property located at 150 N. Green Bay Road.

Background

Bergstrom Automotive operates a vehicle sales dealership and auto repair business on the southwest corner of N. Green Bay Road and North Street. The property is approximately 7.3 acres in size and extends south to Main Street. The applicant is proposing to construct a 3,400-square-foot showroom on the northeast side of the property. In addition, the applicant is proposing to modify a portion of the parking lot adjacent to the building addition.

The subject property is zoned I-2, General Industrial District. The use (auto sales/repair) is considered a legal, non-conforming use. The property has been used as auto sales since at least 1982. Previously, the use of the property included a truck terminal, which is likely the reason the property is zoned I-2. As part of the zoning code and map update, this property will likely receive a zoning classification that is consistent with its current use.

Consideration

The I-2 District development standards are listed below. The proposed dimension or size is listed in parentheses next to the standard.

Building Setbacks:

Front Yard – 10 feet (**19 feet – North Street, 78 feet – Green Bay Road, 15 feet – Interstate 41**)

Lot Coverage Maximum – 60% of the total site (**12%**)

Landscaping:

Frontage:

- A minimum of one shade tree and six shrubs per 40 linear feet of frontage, excluding driveway openings.

- **260 feet of frontage along North Street – 7 shade trees required (7 proposed) and 42 shrubs required (54 proposed).**

Recommendation

Appropriate action at this time is to approve the site plan for a building addition located at 150 N Green Bay Road subject to the Site Plan Review letter comments.



City of Neenah Community Development
211 Walnut Street
Neenah WI 54956
Ph 920.886.6130

June 18, 2026

MITCHELL BAUER
DAVEL ENGINEERING & ENVIRONMENTAL, INC.
1164 PROVINCE TERRACE
MENASHA, WI 54952

RE: Site Plan #4-26 - 150 N Green Bay Road - Building Addition Site Plan - Minor Review () Status Approved

Dear MITCHELL BAUER:

We have completed our review of the plan identified above. The plan was approved per attached comments, if any. This letter is not to be construed as a zoning compliance, grading, building permit, certificate of occupancy, or a substitute for any permit or certificate required by any state or federal government entity.

Sincerely,

Brad Schmidt
Deputy Director of Community Development and Assessment
bschmidt@neenahwi.gov
920-886-6126

Plan Review Comments

**Planning - Brad Schmidt -
bschmidt@neenahwi.gov**

Approved

Review Comments:

1. Prior to construction, a building permit is required. Please submit an application for a building permit online by visiting the following link: <https://evolvepublic.neenahwi.gov/>
2. Parking of vehicles between the north side of the building and the north property line along North Street is prohibited.
3. Changes to the site plan may require additional review. If you make any changes to the site plan after Plan Commission review, please submit those changes to the Community Development Department.

**Engineering - Heath Kummerow - 920-886-6245
hkummerow@neenahwi.gov**

Approved

Review Comments:

**Fire Department - Jerry Mavroff - 886-6204
GMavroff@nmfire.org**

Approved

Review Comments:

**Inspections - Building Commercial - Kyle Pederson - 920-886-6131
kpederson@neenahwi.gov**

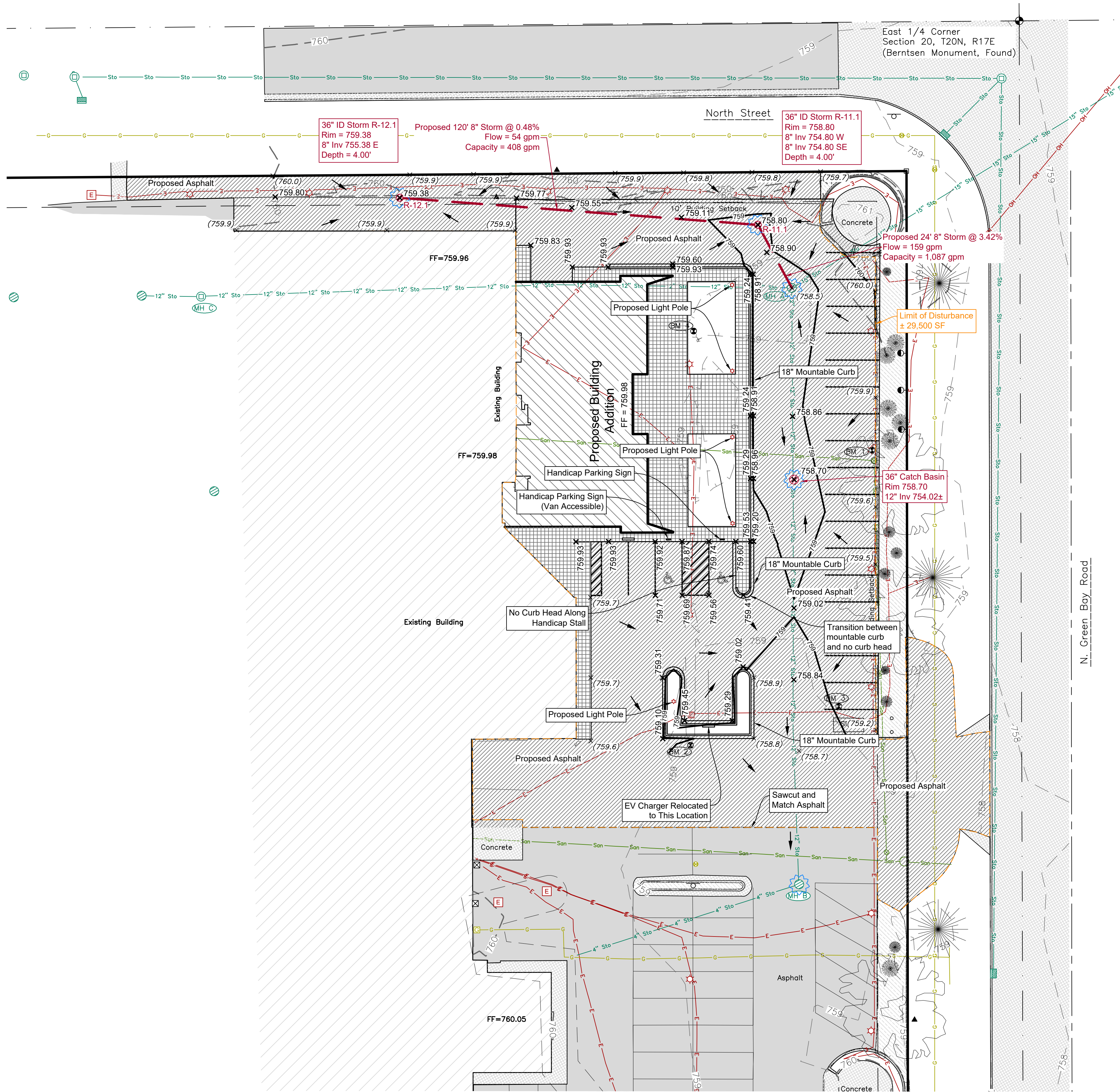
Approved

Review Comments:

**Water Utility - Anthony Mach - 920-886-6180
amach@neenahwi.gov**

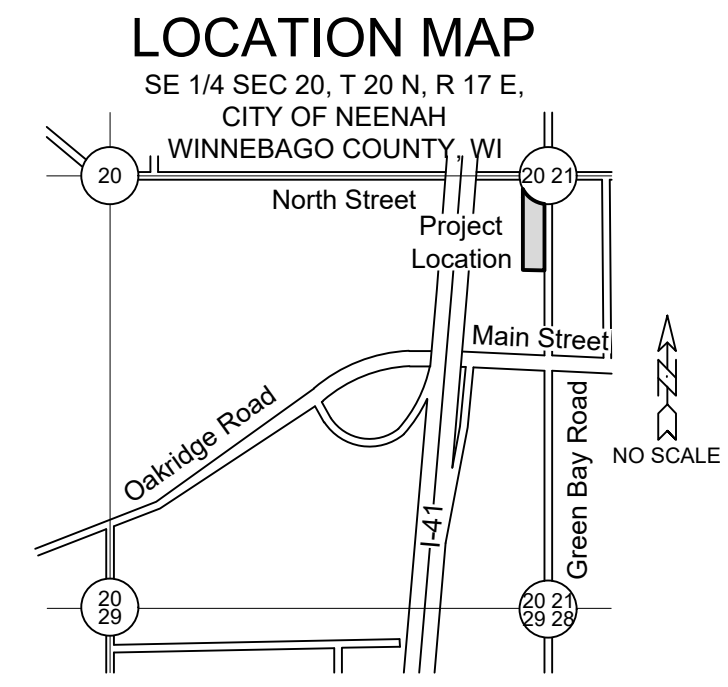
Approved

Review Comments:



LEGEND

<ul style="list-style-type: none"> — CATV — CATV — FO — FO — OH — OH — UG — UG — San — San — Sto — Sto — E — E — G — G — T — T — W — W — 800 — 800 — 799 — 799 +799.9 Asphalt Pavement Concrete Pavement Gravel Proposed Storm Sewer Proposed Sanitary Sewer Proposed Watermain Proposed Contour Proposed Swale Proposed Culvert Proposed Silt Fence Prop. Drainage Direction Proposed Ditch Check Proposed Tracking Pad 	<ul style="list-style-type: none"> ○ Sanitary MH / Tank / Base ○ Clean Out / Pull Box ○ Storm Manhole ○ Inlet ○ Catch Basin / Yard Drain ○ Water MH / Well ○ Curb Stop ○ Hydrant ○ Utility Valve ○ Utility Meter ○ Utility Pole ○ Light Pole / Signal ○ Guy Wire ○ Proposed Storm Manhole ○ Proposed Curb Inlet ○ Prop. Catch Basin / Yard Drain ○ Proposed Endwall ○ Proposed Rip Rap ○ Prop. Flowline Spot Elev. ○ +608.73 TW ○ Existing Grade ○ Proposed Inlet Protection ○ Type of Inlet Protection ○ Proposed Sanitary Manhole ○ Proposed Hydrant ○ Proposed Reducer ○ Proposed Plug ○ Proposed Valve ○ Proposed Curb Stop ○ Proposed Tee ○ Proposed 90° Bend ○ Proposed 45° Bend ○ Proposed 22.5° Bend ○ Proposed Building ○ Proposed Asphalt ○ Proposed Concrete
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- NOTES:**
- Existing utilities shown are indicated in accordance with available records and field measurements. The contractor shall be responsible for obtaining exact locations & elevations of all utilities, including sewer and water from the owners of the respective utilities. All utility owners shall be notified by the contractor 72 hours prior to excavation. Contact Digger's Hotline (1-800-242-8511) for exact utility locations.
 - The Contractor shall verify all staking and field layout against the plan and field conditions prior to constructing the work and immediately notify the Engineer of any discrepancies.
 - The contractor shall minimize the area disturbed by construction as soon as final grade is established. Disturbed areas shall be seeded as soon as final grade is established. Contractor shall replace topsoil and then seed, fertilize and mow all lawn areas within 1 week of topsoil placement. Contractor shall remove all excess materials from the site. Earthwork contractors shall verify topsoil depth.
 - All sediment and erosion control devices and methods shall be in accordance with the Wisconsin DNR Technical Standards.
 - The contractor shall make weekly inspections and inspections within 1 day of any rainfall exceeding 0.5 inches of the sediment and erosion control devices throughout construction. The contractor shall repair or maintain erosion control devices as necessary. The inspection reports shall be made available to the owner at the end of the construction or upon demand during construction.

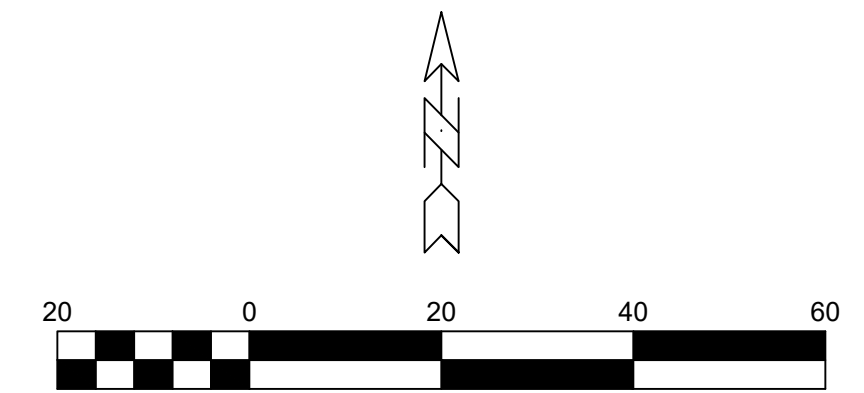
BUILDING ALTERATIONS FOR:
BERGSTROM GM
 NEENAH, WISCONSIN

SHEET INDEX:

Sheet	Page
Drainage, Grading & Erosion Control Plan	C1.0
Topographic Survey	C1.1
Demolition Plan	C1.2
Construction Details	C2.1

DRAINAGE, GRADING & EROSION CONTROL PLAN

DAVEL ENGINEERING & ENVIRONMENTAL, INC.
 Civil Engineers and Land Surveyors
 1164 Province Terrace, Menasha, WI 54952
 Ph: 920-991-1866
 www.davel.pro



REVISION HISTORY

NO.	DESCRIPTION	DATE

date: 06-09-2026
 job: 25-125
 d. by: MDB

C-1.0

ISSUED FOR CONSTRUCTION (06-09-2026)

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Gries Architectural Group Inc.
 500 North Commercial Street • Neenah, WI 54956
 Phone (920) 722-2445 • gries.design
 NEENAH OFFICE: 400 South 2nd Street, Suite #135 Neenah, WI 54956
 Hudsonville OFFICE: 1000 Hudsonville Ave, Suite #100 Hudsonville, MI 49421
 www.gries.design



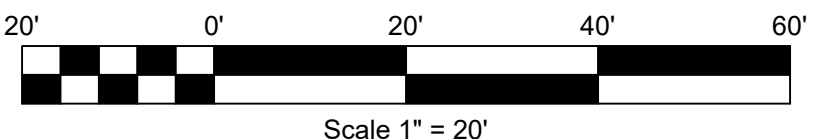
BENCHMARKS (NAVD 88)

BM 0	NGS Benchmark DE7569	Elev 760.27'
BM 1	X in Light Pole Foundation (#207) 3rd Light Pole after NE Driveway	Elev 761.45'
BM 2	Mag Nail in Edge of Bit (#215) ±100' W of NE Corner of NE Driveway	Elev 758.84'
BM 3	Mag Nail near Sign (#216) ±5' N of Sign on NE Driveway, near Paint St	Elev 759.14'
BM 4	Mag Nail in Edge of Bit (#217) ±167' NNW of NE Corner of NE Driveway	Elev 758.94'
BM 5	Top of Hydrant ±235' SSE of SE Corner of NE Driveway	Elev 761.89'

Storm Structures

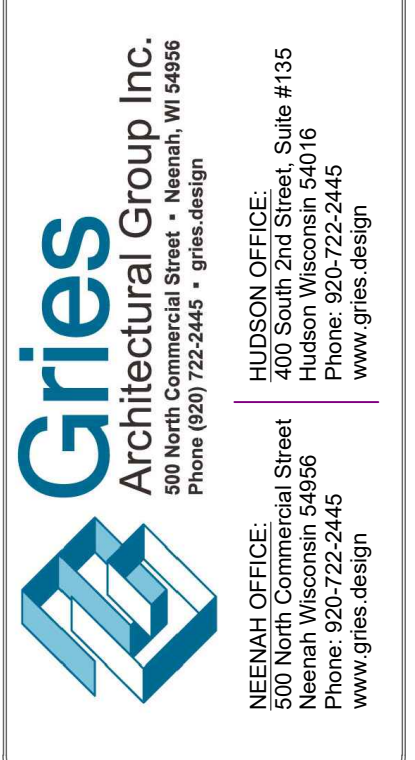
Structure	#	Rim	Inv	Size	Material	Direction
CB A	A	758.54	753.98	15"	PVC	NE
			753.96	12"	PVC	W
			753.90	12"	PVC	S
CB B	B	758.04	754.28	12"	PVC	N
			754.76	4"	PVC	SW
CB C	C	759.76	754.36	12"	PVC	E
			754.80	12"	PVC	W

- General Notes:**
- Zoning Information**
City of Neenah:
I-2 District
Setbacks:
Front Yard: 10 Feet
Side Yard: 0 Feet
Rear Yard: 10 Feet
Height: Principle - 100 Feet
Caveat: Building zones depicted are based on building setbacks in effect at the time of the survey and should not be relied upon without first obtaining written verification thereof from the City of Neenah/Winnebago County and any other local agencies.
 - Existing utilities shown are indicated in accordance with available records and field measurements. However, lacking excavation, the exact location of underground features cannot be accurately, completely, and reliably depicted. In addition, in some jurisdictions, 811 or other similar utility locate requests from surveyors may be ignored or result in an incomplete response. The contractor shall be responsible for obtaining exact locations & elevations of all utilities, including sewer & water from the the property owners of the respective utilities. All utility the property owners shall be notified by the contractor 72 hours prior to excavation. Contact Digger's Hotline (1-800-242-8511) for exact utility locations.
 - This is not a boundary survey.



LEGEND

CATV	Underground Cable TV	Sanitary MH / Tank / Base	CATV Pedestal
FO	Underground Fiber Optic	Clean Out / Pull Box	Gas Regulator
OH	Overhead Utility Lines	Storm Manhole	Sign
UW	Utility Guy Wire	Inlet	Post / Guard Post
San	Sanitary Sewer (Pipe Size)	Catch Basin / Yard Drain	Flag Pole
Sto	Storm Sewer (Pipe Size)	Water MH / Well	Deciduous Tree
E	Underground Electric	Curb Stop	Coniferous Tree
G	Underground Gas Line	Hydrant	Bush / Hedge
T	Underground Telephone	Utility Valve	Electric Pedestal
W	Water Main (Pipe Size)	Utility Meter	Electric Transformer
800	Index Contour - Existing	Utility Pole	Air Conditioner
799	Intermediate Contour - Existing	Light Pole / Signal	Telephone Pedestal
+799.9	Ex Spot Elevation	Guy Wire	Telephone Manhole
	Asphalt Pavement		Benchmark
	Concrete Pavement		
	Gravel		



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BUILDING ALTERATIONS FOR:
BERGSTROM GM
NEENAH, WISCONSIN

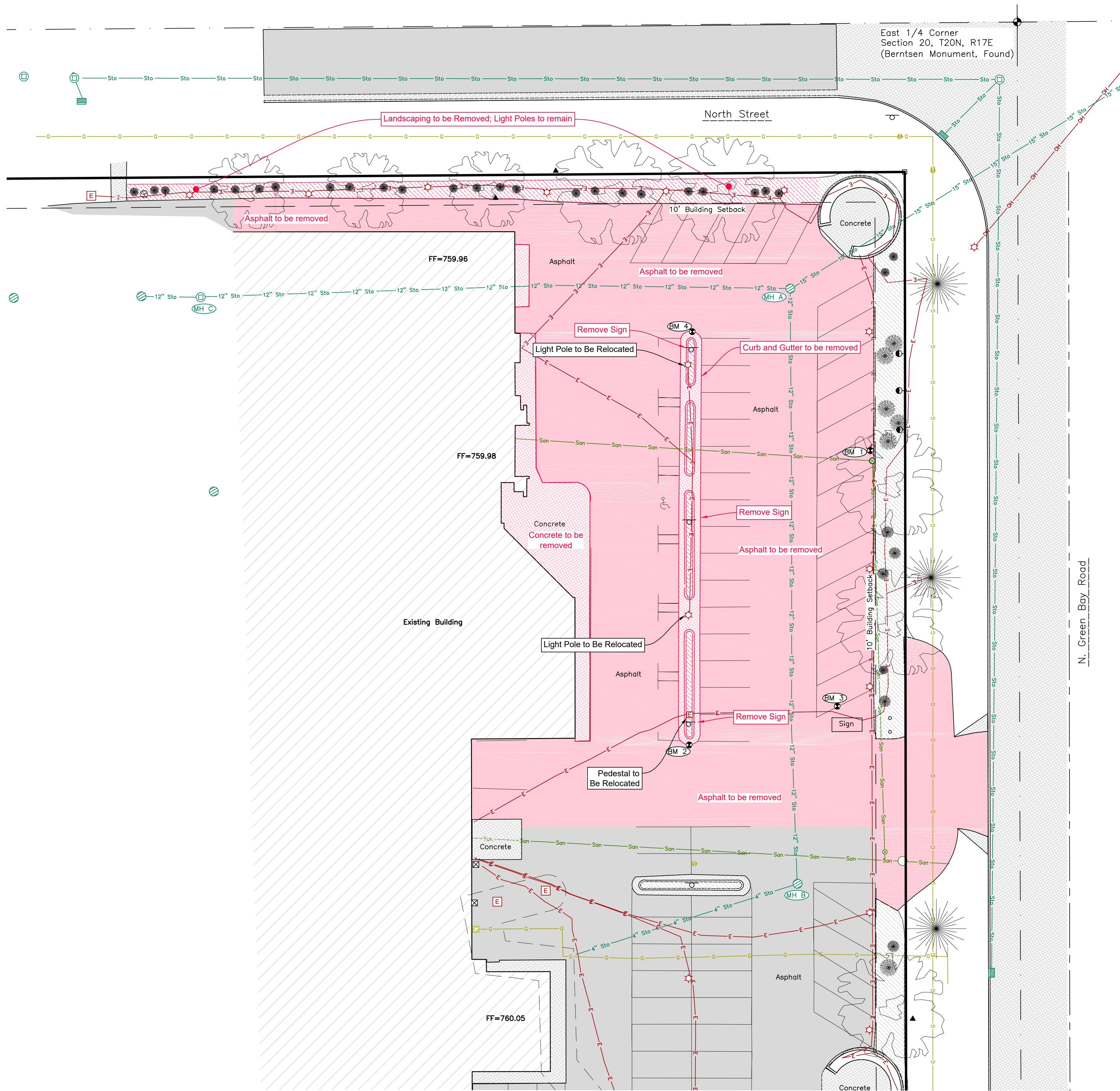
REVISION HISTORY

NO.	DESCRIPTION	DATE

date: 06-09-2026
job: 25-125
d. by: SRA

C-1.1

ISSUED FOR CONSTRUCTION (06-09-2026)



LEGEND

—CATV—	CATV	Underground Cable TV	○	Sanitary MH / Tank / Base	□	CATV Pedestal
—FO—	FO	Underground Fiber Optic	○	Clean Out / Pull Box	□	Gas Regulator
—OH—	OH	Overhead Utility Lines	○	Storm Manhole	□	Sign
—San—	San	Sanitary Sewer (Pipe Size)	○	Inlet	□	Post / Guard Post
—Sto—	Sto	Storm Sewer (Pipe Size)	○	Catch Basin / Yard Drain	□	Flag Pole
—E—	E	Underground Electric	○	Water MH / Well	□	Deciduous Tree
—G—	G	Underground Gas Line	○	Curb Stop	□	Coniferous Tree
—T—	T	Underground Telephone	○	Hydrant	□	Bush / Hedge
—W—	W	Water Main (Pipe Size)	○	Utility Valve	□	Electric Pedestal
—800—	800	Index Contour - Existing	○	Light Pole / Signal	□	Air Conditioner
—799—	799	Intermediate Contour - Existing	○	Guy Wire	□	Electric Transformer
—		Asphalt Pavement	○		□	Telephone Pedestal
—		Concrete Pavement	○		□	Telephone Manhole
—		Gravel	○		□	Benchmark

NOTES:

1. The Contractor shall locate all buried facilities prior to excavating. This plan may not correctly or completely show all buried utilities.
2. The Contractor shall verify all staking and field layout against the plan and field conditions prior to constructing the work and immediately notify the Engineer of any discrepancies.
3. The Contractor shall comply coordinate with the provider for electric, gas, and telecommunication service connections and relocations.

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BUILDING ALTERATIONS FOR:
BERGSTROM GM
 NEENAH, WISCONSIN

REVISION HISTORY

NO.	DESCRIPTION	DATE

date: 06-09-2026
 job: 25-125
 d. by: MDB

C-1.2

DEMOLITION PLAN

DAVEL ENGINEERING & ENVIRONMENTAL, INC.
 Civil Engineers and Land Surveyors
 1164 Province Terrace, Menasha, WI 54952
 Ph: 920-991-1866
 www.davel.pro

ISSUED FOR CONSTRUCTION (06-09-2026)

Gries Architectural Group Inc.
 500 North Commercial Street • Neenah, WI 54956
 Phone (920) 722-2445 • gries.design
 NEENAH OFFICE: 400 South 2nd Street, Suite #135
 Neenah, WI 54956
 Phone (920) 722-2445
 www.gries.design

PLANTING SCHEDULE

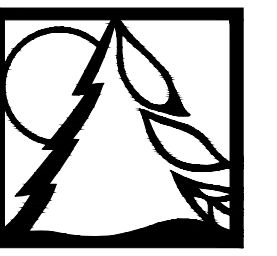
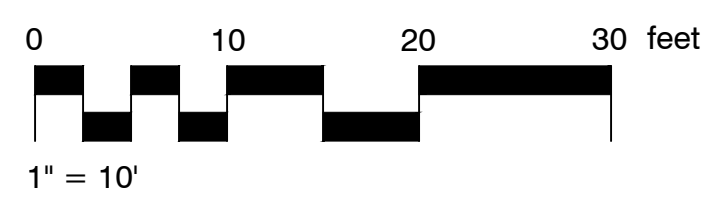
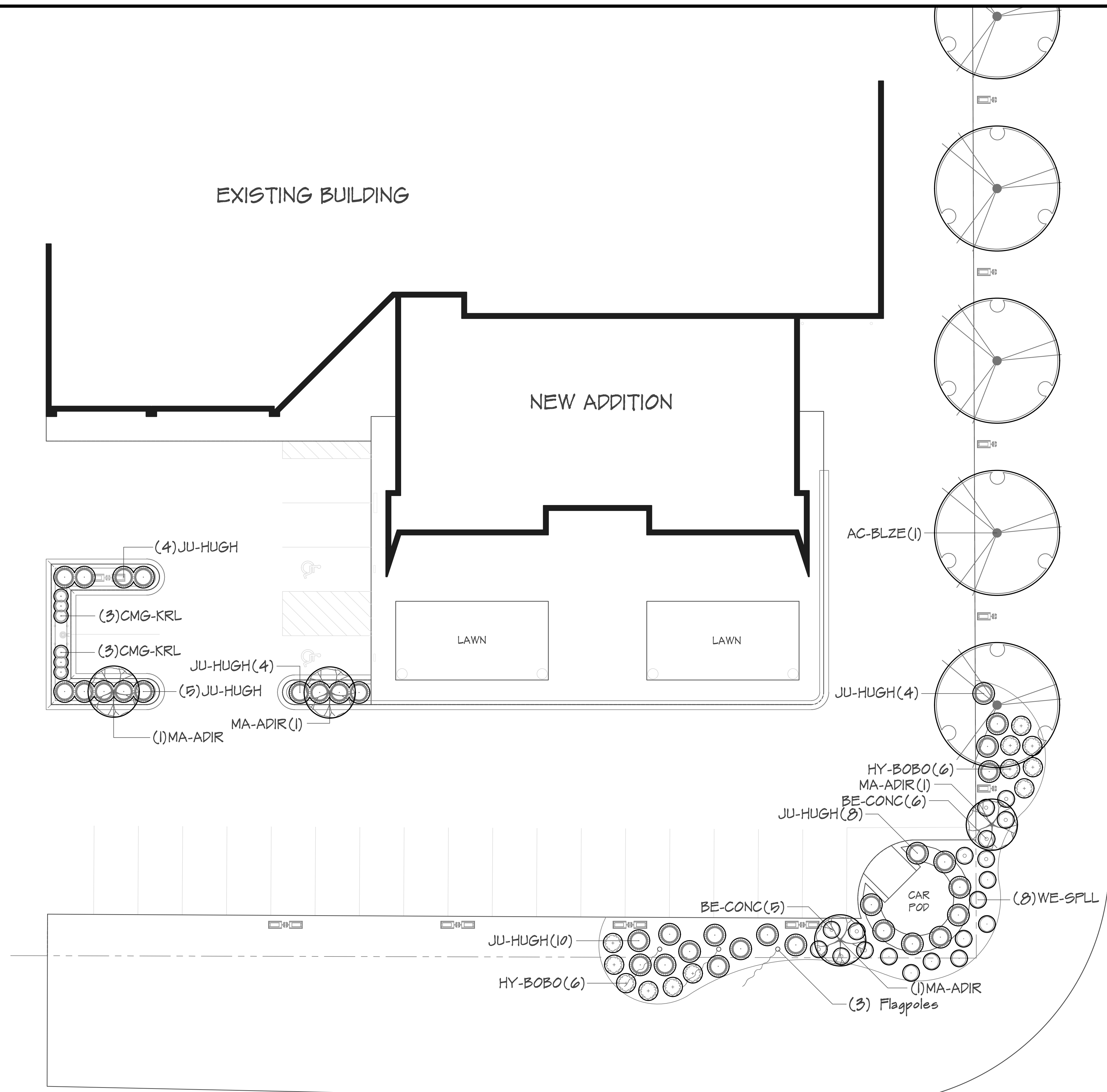
CODE	COMMON NAME	BOTANICAL NAME	CONT	QTY
TREES				
MA-ADIR	Adirondak Crabapple	Malus x 'Adirondak'	2" B&B	4
AC-BLZE	Autumn Blaze Maple	Acer freemanii 'Autumn Blaze'	2.5" B&B	5
SHRUBS				
HY-BOBO	Bobo Hydrangea	Hydrangea paniculata 'Ilvobo'	5 gal	12
BE-CONC	Concorde Barberry	Berberis thunbergii 'Concorde'	3 gal	11
WE-SPLL	Spilled Wine Weigela	Weigela florida 'Bokraspiwi'	5 gal	8
EVERGREEN SHRUBS				
JU-HUGH	Hughes Juniper	Juniperus horizontalis 'Hughes'	5 gal	35
GRASSES				
CMG-KRL	Karl Foerster Grass	Calamagrostis x acutiflora 'Karl Foerster'	1 gal	6

PLANTING NOTES

- Landscape beds to be covered with 3" depth of 1.5" river rock over weed barrier fabric.
- All boundaries between lawn and landscape beds to be enclosed with poly landscape edging.
- All other planting beds not shown on this plan are existing to remain.
- Trees and shrubs to be of viable nursery stock, free from injury, pest and disease, as indicated by variety and size on plan. No substitutions without prior approval.
- Seed disturbed lawn areas, covered with erosion blanket. Refer to civil drawings for limits of disturbance.

CITY REQUIREMENTS

- Street Frontage Landscape: 1 tree and 6 shrubs per 40 feet of frontage.
- 262 feet of frontage = 6 trees and 36 shrubs required
- 5 shade trees, 2 ornamentals, and 52 shrubs provided



Schmalz
Custom Landscaping
and Garden Center

LANDSCAPE ARCHITECTURE
DEVELOPMENT
CONSTRUCTION

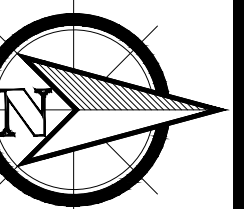
AWARD WINNING DESIGN
AND INSTALLATION

W2484 CTY RD KK
APPLETON, WI 54915-9464
PHONE 920-733-8223
FAX 920-733-3262
WWW.SCHMALZLANDSCAPING.COM

All ideas, designs, arrangements and plans indicated by this drawing are owned by, and are the property of Schmalz Custom Landscaping. None of these ideas, arrangements or plans shall be disclosed to any person, firm or contractor for any purpose without the written permission of Schmalz Custom Landscaping, Inc. Written dimensions on this plan shall have precedence over scaled dimensions.

DO NOT SCALE
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BERGSTROM GM
Green Bay Road
Neenah, Wis.



DATE: 06/09/2026
REVISED: ADD #1 - 6/16
PHONE NO.: 920.636.8387
EMAIL: alexh@schmalzlandscaping.com
SCALE: 1" = 10'-0"

DRAWN BY: AMH

SHEET TITLE

Landscape Plan

SHEET NO. L100

JOB # FILE NO.