



NEENAH PLAN COMMISSION

**July 12, 2022**

**4:15 P.M.**

**Hauser Room, City Administration Building**

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1. Approval of Minutes: **June 28, 2022**
2. Public Appearances (Ten minutes divided among those wishing to speak on topics pertinent to the Plan Commission)
3. Public Hearings:
  - a. **TID No. 12 Creation**
4. Action Items:
  - a. **TID No. 12 Creation** - Review of proposed Boundaries and Project Plan
5. Downtown Plan Update
6. Announcements and future agenda items:
  - a. **Next Meeting: July 26, 2022**

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If special accommodations are needed please contact the  
Department of Community Development Office  
at 886-6125 at least 24 hours in advance of the meeting.**

**MINUTES OF THE NEENAH PLAN COMMISSION**  
**Tuesday, June 28, 2022**  
**4:15 p.m.**

**Present:**

Mayor Jane Lang, Chairman	PRESENT	Gerry Kaiser, Director of Public Works	ABSENT	Sara Moore-Nokes	PRESENT
Kate Hancock-Cooke	ABSENT	Karen Genett	PRESENT	Betsy Ellenberger	PRESENT
Gerry Andrews	PRESENT	Ald. Dan Steiner	PRESENT		

**Also present:**

Brad Schmidt, Deputy Director of Community Development	Samantha Jefferson, Office Manager	Ald. Cari Lendrum
Ald. Lee Hillstrom	Michael Burrows, Intern	Phil Langohr, 302 E. Wisconsin Avenue
Jason Moede, 949 Bridgewood Drive	Michael Meacham, Russ Darrow	Chad Kemnanz, Russ Darrow
Kelly Rousseau, Pack Rat Storage	Dave Buksyk, 955 Bridgewood Drive	Codi Skaer, Blue Sky Contractors
Steve Shelley, Blue Sky Contractors		

**Minutes:** MSC Ellenberger/Andrews the Plan Commission to approve the June 7, 2022 meeting minutes. Motion passed.

**Public Appearances:** Chairperson Lang opened the public appearance section. No one from the public spoke.

**Public Hearings:**

- a. **Special Use Permit** – 1215 Gillingham Road – Self-Storage Facility

Mayor Lang opened the public hearing.

Pack Rat Storage owner, Kelly Rousseau, introduced himself and offered to answer any questions about the development.

Seeing no other comments, Mayor Lang closed the public hearing.

- b. **Special Use Permit** – 988 S. Green Bay Road – Automotive Sales and Service Facility

Mayor Lang opened the public hearing.

Russ Darrow staff, Michael Meacham and Chad Kemanz, introduced themselves and offered to answer questions about the project. They also discussed the conditions that would be required if an approval for the project was given by the Plan Commission. Specifically, they were concerned about the following condition: “The semi-trailers in the rear of the property must be removed and are not a permitted form of storage.” They explained that the trailers are owned by a current tenant and it may take some time before these are removed. However, they understood the requirement and would hope that the removal of the trailers would not be required before they could begin to use the building.

Jason Moede (949 Bridgewood Drive) asked why this required a special use permit. Deputy Director Schmidt explained that the C-1 district identifies auto sales and service facilities as Special Uses. Also, this is required due to the building remaining vacant for over twelve months. Mr. Moede also asked the applicants if the lighting in the rear (east side) of the property would be re-installed and was concerned about lighting that used to be there. The applicants said no new lighting would be installed.

Seeing no other comments, Mayor Lang closed the public hearing.

**Action Items:**

- a. **Special Use Permit** – 1215 Gillingham Road – Self-Storage Facility

Deputy Director Schmidt began by describing the proposal brought before the Plan Commission. Kelly Rousseau (owner of Pack Rat Storage) is requesting a special use permit to convert the former Fox Valley Roller Rink into an indoor self-storage facility located at 1215 Gillingham Road. The subject site is approximately 1.72 acres in size and includes the former Fox Valley Roller Rink building (16,000 square feet) and two mini-storage buildings (2,000 square feet and 3,000 square feet) in the rear of the property. The area south of the building includes an asphalt parking lot with access to the property along Gillingham Road via two existing driveways. The property is zoned I-2, General Industrial District. Land north and south of the property is also zoned I-2 District, while land to the west is zoned C-1, General Commercial District and directly east of the property is Interstate 41.

The applicant is proposing to construct self-storage units inside the existing 16,000 square-foot building. In addition, two new access doors are proposed to be installed along the south side of the building. Along with the new doors, a lean-to structure will be constructed over both doors and an asphalt pad will be expanded to the west door opening. The existing main entrance will remain and an office and bathrooms will be maintained in the front of the building.

The existing off-street parking lot, which is in-need of reconstruction, is planned to be replaced in-part and removed and replaced with grass along the southern portion of the site. The north driveway is also proposed to be removed and replaced with grass. The existing roof sign, which is non-conforming to the City's Sign Code, is proposed to be removed as is the small free standing sign located along Gillingham Road. All new signage must be reviewed by the Department of Community Development prior to installation. Finally, the applicant is proposing to replace landscaping and re-paint the building.

The applicant also proposed to remove the asphalt area between the front landscaping strip and Gillingham Road. At this point, staff recommends leaving the asphalt as-is until a point in the future when the asphalt can be removed, replaced with grass, curb and gutter installed. The trigger for this to occur is either when the property owner constructs a new building on the property, or when an expansion of the building is proposed. At that time, the asphalt in this area must be removed and replaced with grass and a curb and gutter along Gillingham Road.

**MSC Ellenberger/Moore-Nokes, the Plan Commission finds that the proposed use meets the findings of fact for a Special Use Permit (Sec. 26-48) and recommends Common Council approve a Special Use Permit for the use as an indoor self- storage facility located at 1215 Gillingham Road subject to the following conditions:**

- 1. Prior to building occupancy, a building permit must be approved by the Department of Community Development.**
- 2. A landscaping plan is required prior to the removal and/or replacement of any landscaping along Gillingham Road.**
- 3. The asphalt area between the front landscape strip and Gillingham Road may remain as-is until one of two conditions occur: 1) construction of a new building; 2) an addition to the existing building. At which time, the asphalt must be removed and a curb and gutter installed along Gillingham Road.**
- 4. The north driveway shall be removed and replaced with grass.**
- 5. The non-conforming roof-top sign shall be removed.**
- 6. Prior to re-painting the exterior of the building, the owner shall submit the color scheme to the Department of Community Development to be approved to ensure consistency with surrounding properties.**

**All voting aye. Motion passed.**

**b. Special Use Permit – 988 S. Green Bay Road – Automotive Service Facility**

Deputy Director Schmidt began by detailing the project. Professional Consultants, Inc. on behalf of Russ Darrow Direct Sales and Service, is requesting a special use permit to operate a vehicles sales and service business located at 988 S Green Bay Road. The subject site was most recently used as a used car sales and service business. Due to the fact the property has been vacant for 12 consecutive months, a special use permit is now required. In addition, a portion of the building and property is occupied by a business selling used tires. There is no indication that this use was approved by the City.

The subject site includes two parcels and is about 4.20 acres in size. The property includes a building approximately 19,000 square feet in size including an auto service area and a dealership showroom. The remaining portion of the property includes some green space and asphalt parking. The applicant has submitted a site plan detailing the

location of vehicles being displayed for sale, customer parking and employee parking. The property is zoned C-1, General Commercial District.

There are no immediate plans to modify the property or building with the exception of signage. Any future changes/modifications may require an amendment to the special use permit.

While there are no planned changes to the site or building, the use of semi-trailers for storage and the storage of tires outside of an enclosed structure are not permitted. As part of this special use permit, staff recommends that the semi-trailers be removed from the site and the tires being stored outside, be relocated to inside the building or removed from the site.

Vehicle repair and service is part of the proposed use. Any vehicle awaiting repair for a period of over one week must be stored in an area enclosed by a sight tight fence, a minimum of 6 feet tall. The repair and servicing of any vehicle outside of the building is strictly prohibited. Finally, the storage of any material, part, or merchandise outside of the building is also strictly prohibited.

Member Genett asked Deputy Director Schmidt if a timeline had been determined for the removal of the trailers. He said that he would expect to follow the typical zoning code enforcement process and that hopefully the trailers would be removed shortly.

**MSC Andrews/Genett, the Plan Commission finds that the proposed use meets the findings of fact for a Special Use Permit (Sec. 26-48) and recommends Common Council approve a Special Use Permit for a vehicle sales and service business located 988 S. Green Bay Road subject to the following conditions:**

- 1. The semi-trailers in the rear of the property must be removed and are not a permitted form of storage.**
- 2. No outdoor storage of material, auto parts, tires, merchandise is permitted.**
- 3. Any changes/modifications to the site may require an amendment to the special use permit.**
- 4. Prior to the installation of signage, please contact the Community Development Department to obtain necessary permits.**
- 5. For vehicles awaiting service/repair for more than one week, they must be enclosed in an area by a sight-tight fence at least 6 feet in height.**
- 6. The repair or servicing of vehicles outside the building is strictly prohibited.**

**All voting aye. Motion passed.**

**c. Site Plan #4-22 – 699 S. Green Bay Road – Drive-Thru Restaurant**

Spring Creek Center II, LLC is proposing to construct a drive-thru restaurant (Noodles and Company) on a proposed new lot located at 699 S. Green Bay Road. The new lot will be approximately 0.55 acres in size and is located south of the main entrance into the property. The proposed building is 2,250 square feet in size and includes a drive-thru window and lane on the north side of the building and off-street parking south of the building. This site plan also proposes to realign the shared access drive from the main entrance to McDonalds, south of the subject site.

The proposed 2,250 square-foot building will be constructed with a number of higher quality exterior components made of brick, stone, aluminum, and glass material. The main building entrance faces south while the drive-thru window is on the north side of the building. A secondary access is located along the east side of the building which serves an outdoor patio. The main access to the subject site and to the larger shopping center is via a roundabout along S. Green Bay Road. Once onto the site, vehicles can continue west down the main entrance or turn south to access McDonalds. This drive aisle hasn't functioned well. The proposed re-alignment will create a better defined drive aisle from the main entrance to McDonalds and the proposed development site. Vehicles will enter the development site via the new re-aligned drive aisle heading east. From there, parking is located south of the main drive and the drive-thru lane is located north of the building. The drive-thru land can accommodate about 11 vehicles.

A private water main and private sanitary sewer main will serve this property, while storm water will be connected to a public storm water main. The proposed development reduces the impervious area of the site from nearly 100% impervious surface to partially impervious with the inclusion of green, pervious areas. From flood control

perspective, the City Engineer recommends lowering the catch basin elevation located in the south green area to allow for an area to store storm water in high volume events.

Member Andrews asked when the resurfacing of the parking lot is planned. Phil Langhor, developer of the project, explained that the resurfacing will take place in phases as development happens in the previous Shopko building and as Noodles and Company is constructed.

Member Ellenberger expressed that these delineated drive aisles will help the confusion that the lot currently causes. Deputy Director Schmidt thanked Mr. Langohr for working with staff to determine placement of the building and drive aisles.

**MSC Moore-Nokes/Ellenberger, the Plan Commission approves the site plan for a new drive-thru restaurant located at 699 S. Green Bay Road subject to the conditions of the Site Plan Review Letter. All aye. Motion passed.**

**d. CSM #6-22 – 699 S Green Bay Road – Drive-Thru Restaurant**

The CSM brought to Plan Commission proposes to split the former Shopko property into two lots. Lot 1 contains the existing structure (former Shopko building) and a parking lot. Lot 2 proposes to create a new lot along S. Green Bay Road for the purpose of a new development site. There are currently two access points to the existing parcel, one along S. Green Bay Road and one along W. Winneconne Avenue. There are current access agreements already in-place allowing access to the McDonald's property on the corner of S. Green Bay Road and W. Winneconne Avenue and between the subject property and the parcels to the north. With that said, the applicant must ensure those existing access-easements provide adequate access to proposed Lot 2. Mr. Langohr said that this easement is in place.

**MSC Andrews/Genett, the Plan Commission approves the 2 lot CSM for the property located at 699 S. Green Bay Road subject to the inclusion of an access easement between Lot 1 and Lot 2. All aye. Motion passed.**

**e. CSM #6-22 – 1515 S Commercial Street – 2 Lots**

The CSM proposes to divide the parcel located at 1515 S. Commercial Street into two separate lots. The parcel is zoned C-1, General Commercial District. Proposed Lot 1 (0.55 acres) currently includes a single-family residence which will be demolished. Lot 2 is approximately 0.91 acres in size and a site plan for a car wash was recently approved. Per the conditions on the site plan, a cross-access easement is required to ensure cross access between Lot 1 and Lot 2 via a shared driveway along S. Commercial Street. The proposed CSM meets the minimum lot size and other minimum standards of the City's Subdivision Ordinance.

**MSC Ellenberger/Moore-Nokes, the Plan Commission approves the 2 lot CSM for the property located at 1515 S. Commercial Street subject to the inclusion of a cross-access easement between Lot 1 and Lot 2. All aye. Motion passed.**

**Announcements and Future Agenda Items:** Next meeting: July 12, 2022. Future Agenda Items may include a consolidation CSM (Galloway), details about the Downtown Plan, and a new TIF Project Plan.

**Adjournment:** The Commission adjourned its meeting at 4:50 p.m. MSC Moore-Nokes/Ellenberger. All Aye. Motion passed.

Respectfully Submitted,



Samantha Jefferson  
Office Manager, Community Development



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## M E M O R A N D U M

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**DATE:** July 12, 2022  
**TO:** Mayor Lang and Plan Commission Members  
**FROM:** Brad Schmidt, AICP, Deputy Director  
**RE:** Tax Increment #12

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The Plan Commission will be conducting a public hearing at its July 12, 2022, meeting to take public comments on the creation of proposed Tax Incremental District (TID) #12. The Commission will also be asked to make a recommendation to the Common Council regarding the creation of this District. The Common Council will consider the Commission recommendation, conduct a public hearing, and take action on the creation of TID #12 at its August 3, 2022 meeting.

Enclosed for your review and consideration is the Project Plan for proposed Tax Incremental District #12. This new mixed-use district will incorporate a large 59-acre parcel that was formerly the Bridgewood Golf Course. The development of this area is challenged by the high cost of street infrastructure in the form of a new bridge over Neenah Creek, floodplain and wetland mitigation, street improvements and pedestrian connections. Therefore, tax incremental financing is warranted for this area in order to provide an economically feasible redevelopment of the area.

With the creation of TID #12, the City proposes to provide development incentives in the form of developer-funded or 'pay-as-you-go' financing. This type of funding minimizes the risk of under-performance of the District to the City while still assisting development that would not occur without the assistance of a TID #12. Public investment will also be made to improve pedestrian and vehicular infrastructure both in, and immediately adjacent to, the District. This public investment will be repaid through the new property tax increment collected within the District. The net economic impact of proposed TID #12 projects the District to close in its 18<sup>th</sup> year (2039), two years ahead of its maximum allowable life.

If you have questions in advance of Tuesday's meeting, please do not hesitate to contact me.

**Appropriate action at this time is to approve the boundaries of Tax Incremental District #12 and recommend Council approve Resolution 2022-02 creating Tax Incremental District #12**

January 10, 2017

NEENAH PLAN COMMISSION RESOLUTION NO. 2022-01

RESOLUTION ADOPTING THE INITIAL OPERATING PLAN AND DESIGNATING  
BOUNDARIES FOR TID #12

WHEREAS, the City of Neenah has received petitions requesting creation of TID #12; and

WHEREAS, the Neenah Plan Commission has held a public hearing, pursuant to Section 66.1109, Wisconsin Statutes for the purpose of providing interested persons the opportunity to comment on the Initial Operating plan and proposed boundaries for TID #12; and

WHEREAS, TID #12 will create a stable stream of revenue from a broad base of benefactors aimed at achieving common objectives for the benefit of property and business owners.

NOW, THEREFORE, BE IT RESOLVED, by the Neenah Plan Commission that pursuant to the provisions of Section 66.1109, Wisconsin Statutes, the Initial Operating plan is hereby adopted, and the boundaries of TID #12 are designated as described and depicted in the attached Exhibit A, which is incorporated and made part of this Resolution.

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Mayor, Plan Commission Chairman

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Community Development Director  
Plan Commission Secretary

Passed:

Approved:

**CITY OF NEENAH TAX INCREMENT DISTRICT #12  
PROJECT PLAN**

**BRIDGEWOOD REDEVELOPMENT**



DATE ADOPTED BY COMMON COUNCIL: August 3, 2022  
DATE ADOPTED BY JOINT REVIEW BOARD: August 9, 2022  
EXPENDITURE DEADLINE:  
TID #12 EXPIRATION DATE:



## CITY OF NEENAH OFFICIALS AND STAFF

Jane B. Lang	Mayor
Cari Lendrum	Aldersperson District 1
John Skyrms	Aldersperson District 1
Kathie Boyette	Aldersperson District 1
Dan Steiner	Aldersperson District 2
Tamara Erickson	Aldersperson District 2
Brian Borchardt	Aldersperson District 2
Todd Stevenson	Aldersperson District 3
Lee Hillstrom	Aldersperson District 3
Scott Weber	Aldersperson District 3
Adam Westbrook	City Attorney
Charlotte Nagel	City Clerk
Mike Easker	Director of Finance
Chris Haese	Director of Community Development
Brad Schmidt	Deputy Director of Community Development
Samantha Jefferson	Office Manager of Community Development

### PLANNING COMMISSION

Mayor Jane B. Lang	Chair
Gerry Andrews	Member
Karen Genett	Member
Dan Steiner	Aldersperson/Member
Kate Hancock-Cook	Parks and Rec. Commission Rep. /Member
Gerry Kaiser	Director of Public Works/Member
Sarah Moore-Nokes	School Board Rep. /Member
Betsy Ellenberger	Member

### JOINT REVIEW BOARD

John Skyrms	City Representative
Jon Doemel	Winnebago County
Amy Van Straten	Fox Valley Technical College
Jon Joch	Neenah Joint School District
Mike Faulks	Public Member



**CITY OF NEENAH TAX INCREMENT DISTRICT #12**  
**PROJECT PLAN**  
*Effective January 1, 2022*

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FIGURE 1 – BOUNDARY MAP

FIGURE 2 – CURRENT LAND USES

FIGURE 3 – FUTURE LAND USES

FIGURE 4 – HALF-MILE BUFFER AREA

16. APPENDICES

APPENDIX A – SCHEDULE OF PROJECTED TAX BASE  
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APPENDIX B – FINANCING & FEASIBILITY PLAN

APPENDIX C – SCHEDULE OF PROJECTED TAX INCREMENTS  
APPORTIONED AMONG TAXING ENTITIES

APPENDIX D – CITY ATTORNEY'S OPINION



**CITY OF NEENAH TAX INCREMENT DISTRICT #12**  
**PROJECT PLAN**  
*Effective January 1, 2022*

**SUMMARY FINDINGS**

- District Name: City of Neenah Tax Increment District #12.
- Location: Bridgewood Redevelopment.
- Purpose: Stimulate development, revitalization, and growth as a means to increase housing options and employment and to ensure a vital and healthy tax base.
- Effective Date: The effective date of the district for the capture of new taxable value within the boundaries of Tax Increment District #12 is January 1, 2022.
- Proposed Costs: Total Project Costs are projected to be \$2.02 million over the life of the District. All costs are based on 2022 prices and are preliminary estimates that are based on the best information available. The plan is not meant to be a budget nor an appropriation of funds for specific projects, but a framework within which to manage projects understanding the District can be in effect for a twenty-year period allowed by Wisconsin Statute. The City of Neenah reserves the right to increase these costs to reflect inflationary increases and other uncontrollable circumstances between 2022 and the time of construction. The City retains the right to delete projects or change the scope and/or timing of projects implemented as the Common Council individually authorizes them, without amending the Plan.
- Project Financing: Capital financing of \$2,015,000,000, utilizing borrowing proceeds.
- Project Revenues: Tax Increment District #12 is projected to create \$22 million of tax base through its maximum life period (2022-2041). It will generate an estimated \$7.20 million in tax increments during that same period.
- Economic Study: Based on project expenditures and revenue levels, all obligations of TID #12 will be paid in full at the maximum closure date of the District. At that time, the District is projected to close with a surplus revenue of \$623,000. Upon closure and dissolution of the District, all accrued and unencumbered increments will be promptly distributed among the local taxing entities (School District, County, Vocational District and City) and all future tax revenues will be directly distributed to them.

# **CITY OF NEENAH TAX INCREMENT DISTRICT #12**

## **PROJECT PLAN**

*Effective January 1, 2022*

### **INTRODUCTION**

This area is characterized as a former golf course property in the interior of the City that is bound by low density residential development to the north and west, commercial development to the south and near its northern edge, and multifamily development to the east. The street network in the immediate area is in need of upgrading to improve access, traffic flow and safety. Pedestrian improvements are also warranted. The District consists of almost 62 acres of land currently zoned for mixed use development.

The District is being created based on the finding that the real property within the District is suitable for mixed-use development within the meaning of Wisconsin State Statute Section 66.1105(2)(cm). The map exhibiting Figure 2 illustrates existing uses and conditions of the District.

Tax increment financing provides the means for the City of Neenah to support economic development by upgrading public infrastructure, removing blight, completing environmental remediation, allowing for property assemblage, and awarding grants to qualified private sector recipients. Wisconsin's Tax Increment law allows the City to use property tax revenues from new development in the District to recover the City's investment in the District. After the Tax Increment District (TID) is created, the City has a 15-year period in which to make the public investment in support of private revitalization efforts. The law allows a 20-year maximum debt retirement period, during which time tax revenues generated by new development and other growth in the TID are applied by the City to pay the public investment made in the project. When all project and associated holding costs are paid off, the TID is dissolved and all subsequent tax revenues generated are distributed to all taxing entities.

Tax increment financing ensures that the public investment made in support of private economic development efforts is done in a financially feasible manner, and that the benefits of the investment are distributed fairly - first to the affected area, and ultimately to the community as a whole. It promotes and supports growth in the tax base which otherwise might not occur. The law also recognizes that since the City is the only taxing unit that assumes financial risk in a District, it is entitled within a prescribed time period to receive all new tax revenues of the TID as the source of paying off its public investment costs. All taxing entities subsequently receive future benefits from the expanded tax base that was generated as a result of the City's TID investment.

The general development objectives of this Plan are:

- Provide project and site improvements, including environmental remediation, utilities, streets, pedestrian ways, parking facilities and other improvements necessary for carrying out the development objectives of this Plan.
- Improve traffic circulation and access through road improvements that promote ease, convenience, and safety for both pedestrian, vehicular, and public transit forms of transportation.
- Support committed public-private partnerships to achieve high value development projects.
- Provide cleared and fully improved sites for mixed-use projects to include residential and commercial development.
- Assemble and reconfigure land into parcels suitable for disposition and redevelopment.
- Promote a pattern of clustered development to preserve open space and maximize use of public infrastructure.
- Offer a superior quality of life that will attract and retain employers and employees.

**BOUNDARIES**

The boundaries of TID #12 are illustrated in Figure 1. All wetlands within the boundaries of TID #12 are excluded from inclusion within the TID.

**NAME OF DISTRICT**

The name of the TID shall be City of Neenah, Tax Increment District #12 (TID #12).

**CREATION DATE**

The date of creation for the capture of all new taxable value created within TID #12 shall be January 1, 2022. This shall be used as the base in computing any increments that may accrue in the tax base for the District.

**PROPOSED IMPROVEMENTS AND PROJECT COSTS**

Table 1 provides a listing of proposed improvements and project costs for TID #12. These are the projected activities that may be required in the District at this time. However, as development of the District begins to occur, it may dictate additions or deletions from the following list. The City of Neenah reserves the right to such additions and deletions to the project list to the full extent allowed by law. Proposed uses are illustrated in Figure 3. A half-mile buffer around TID #12 and in which project costs may be incurred is illustrated in Figure 4.

Project costs for TID #12 will encompass five areas:

1. Utility and Street Improvements - Funds will provide upgraded public utilities, streets, access improvements and infrastructure to support development within the district.
2. Pedestrian and Recreation Facilities – Off-street trails, sidewalks, and other recreational improvements will be provided utilizing District funds.
3. Development Assistance - Funds will be provided to assist with activities such as utility and infrastructure installation, land assemblage, clearing, site preparation, and building construction at target sites where the private sector is committed to high value project that will increase the tax base. Cash grants to qualified private sector recipients may be provided as redevelopment assistance as well.
4. Beautification/Signage/Public Space – Funds will be provided to assist with beautification and signage efforts deemed to be necessary for the overall good of the District. Funds will also support the creation and enhancement of public areas, open space and recreational facilities to the benefit of the District.
5. Planning/Project Support - Administrative costs of managing district activities including promotion and development, engineering, environmental and organizational cost.

Table 1  
Project Costs

<b>Project/Activity</b>	<b>Total Cost</b>	<b>Estimated Timing</b>
Redevelopment Assistance Incentives	\$3,160,000	2023-2037
Pedestrian Facilities	\$220,000	2023-2025
Utility & Access Improvements	\$1,650,000	2022-2024
Beautification/Signage/Public Space	\$40,000	2022-2024
Planning/Project Support	\$105,000	2022-2030
TOTAL	\$5,575,000	-

**NON-PROJECT COSTS**

There are no anticipated non-project costs within TID #12.

**RELOCATION**

Some potential redevelopment projects could require the acquisition of private properties, which might involve the displacement of families or businesses. All individuals, families, and business operations that might be displaced as a result of the City’s activities are entitled to assistance in conformance with the requirements set forth in Chapter 32, Wisconsin Statutes, and the Federal Uniform Relocation Assistance and Real Property Acquisition Policies Act, as applicable.

## **MASTER PLAN, ZONING, BUILDING AND OTHER CODE CONSIDERATIONS**

Proposed TID #12 is consistent with the goals, objectives and strategies of the City of Neenah Comprehensive Plan. The Comprehensive Plan specifically identifies the need for maintaining a strong, diverse economic base that can provide steady employment with quality of jobs. In addition, the Comprehensive Plan states that the City should continually promote a variety of different housing types. The use of tax incremental financing is specifically identified in the Comprehensive Plan as a tool the City should use as a means to accomplish development and revitalization objectives throughout the City. City partnership and support, through the formation of TID #12, will be required for successful and sustained local economic growth to occur -- much the same as the initiatives taken in the Southpark Industrial Center, Downtown and Westside business corridors. Appropriate zoning designations and regulations are in place to manage development in the District. No changes to zoning or building codes are anticipated.

## **ECONOMIC FEASIBILITY STUDY**

Total revenues generated from property tax increments are projected to offset total costs, within the maximum allowed 20-year life of the District. Consequently, the proposed TID #12 is economically feasible. Projected tax base growth is presented in Appendix A, and a financing plan and feasibility analysis is presented in Appendix B.

The total projected costs of public improvements and activities over the life of the District (2022-2041) are projected to be \$5.18 million. The District is expected to create \$22 million of tax base through its maximum life period (2022-2041) and will generate an estimated \$7.20 million in tax increments during that same period.

Based on projected expenditure and revenue levels, all obligations of TID #12 will be paid by the termination date of the District at which time the District is projected to have a surplus revenue of \$623,000. Upon closure and dissolution of the District, all remaining unencumbered increments will be promptly distributed among all taxing entities (School District, County, Vocational District and City). Following closure and dissolution, the tax base created as a result of development in the District will directly benefit the taxing entities and all future tax revenues will be directly distributed to them.

Recognizing that all taxing entities involved in the District will accrue significant long-term benefits from the projected success of TID #12, the City realizes that each entity is also a continuing partner in its progress, in that they will forego tax benefits on new development in the District until it is dissolved. Appendix C shows the projected increments over the life of the District, apportioned among the four entities, based on the formula prescribed by the Wisconsin Department of Revenue.

The following economic assumptions have been applied when developing the Project Plan for TID #12:

- The base equalized value of TID #12 has been established at \$906,500, which was the equalized value of real estate and personal property within this area on January 1, 2022.

- The current equalized tax rate of \$21.00 is assumed to remain level throughout the life of the District. For purposes of the Economic Feasibility Study, the equalized tax rate of \$21.00 was utilized in all calculations.
- General Obligation (G.O.) Notes and Bonds represent annual capital borrowing for public investment in the District. Repayment of principal will occur on a schedule to match with accruing tax increments.
- All interest rates have been projected at 3.00%, approximately the same level as current Aa/AA-rated G.O. Notes. Guidance for estimating future rates was provided by the City’s financial advisor. No attempt has been made to anticipate cyclical rate changes in future years. Principal and interest payments of future scheduled debt installments are being planned to match the estimated tax increments generated on an annual basis.

**FINANCING**

The City of Neenah plans the use of G.O. Notes and Bonds or other permitted loan instruments in order to finance or refinance the costs of TID #12. City borrowing will be phased to coincide with need and refinancing schedule as necessary to properly manage the District’s affairs.

Another option for financing is the use of developer-funded or “pay as you go” financing which minimizes the risk of non-performance of the TID to the City, while still assisting development that would not occur without assistance of a tax increment district. The type and method of financing each project in this District shall be made on a project by project basis to support the success of the District.

Repayment costs will be funded from tax increments generated by new tax base growth in the District.

**ORDERLY DEVELOPMENT**

The creation of TID #12 will promote the City’s goal of orderly and sustained development. By supporting efforts to improve the District, the City will help to ensure a healthy tax base and economy for the entire community.

**EXISTING USES AND CONDITIONS**

Figure 2 illustrates the existing land use patterns and conditions of real property within TID #12.

**FINDINGS**

- Land within TID #12 is suitable for mixed-use development.
- No percentage of the district will be devoted to retail business.

- The development and revitalization of property within TID #12 will significantly enhance the value of all property in the District. Supporting private investment at key sites will increase property values District-wide.
- It is estimated that as of January 1, 2022, using equalized values, the base value of TID #12 plus the increment values of TID #5, TID #6, TID #7, TID #8, TID #9, TID #10 and TID #11 totals \$251,899,900, which is 9.925% of the total of all taxable property in the City of Neenah as shown below. State law requires that those values not exceed 12%

TID #5 Increment Value (est)	\$13,829,300	
TID #6 Increment Value (est)	\$28,431,000	
TID #7 Increment Value (est)	\$105,342,400	
TID #8 Increment Value (est)	\$61,226,500	
TID #9 Increment Value (est)	\$10,015,800	
TID #10 Increment Value (est)	\$16,226,100	
TID #11 Base Value (est)	\$16,828,800	
TID #12 Base Value (est)	\$906,500	
Total	\$251,899,900	
		÷
Total City Equalized Value (est)	\$2,547,115,400	=9.925%

- Based on projected expenditures and revenues all obligations of TID #12 will be paid in full prior to dissolution of the District.

**CITY OF NEENAH TAX INCREMENT DISTRICT #12  
PROJECT PLAN**  
*Effective January 1, 2016*

**FIGURES**

**FIGURE 1 - BOUNDARY MAP**

**FIGURE 2 - CURRENT LAND USES**

**FIGURE 3 - FUTURE LAND USES**

**FIGURE 4 - HALF-MILE BUFFER AREA**

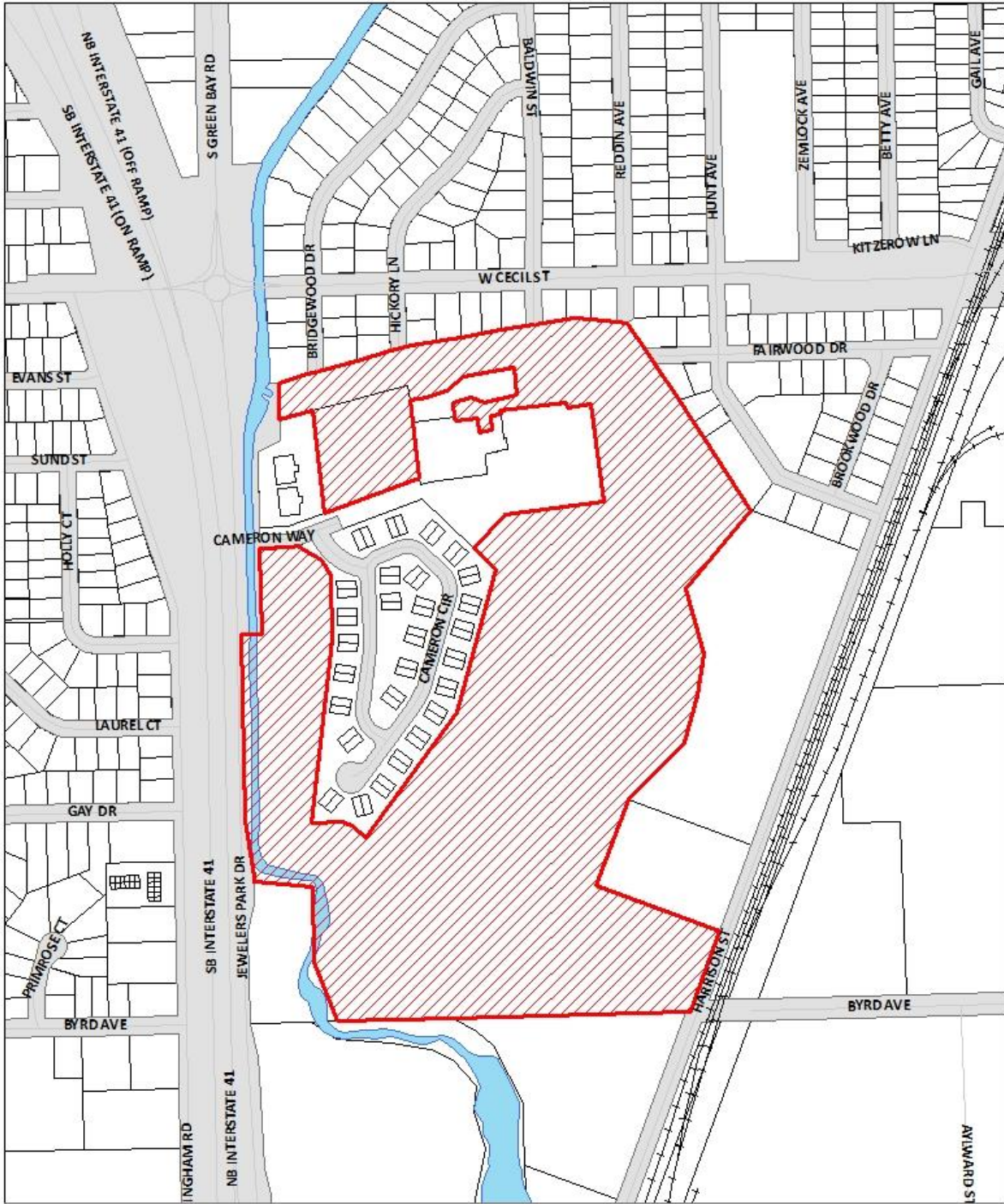
**APPENDICES**

**APPENDIX A - SCHEDULE OF PROJECTED TAX BASE GROWTH**

**APPENDIX B - FINANCING & FEASIBILITY PLAN**

**APPENDIX C - SCHEDULE OF PROJECTED TAX INCREMENTS APPORTIONED AMONG  
TAXING ENTITIES**

**APPENDIX D - CITY ATTORNEY'S OPINION**






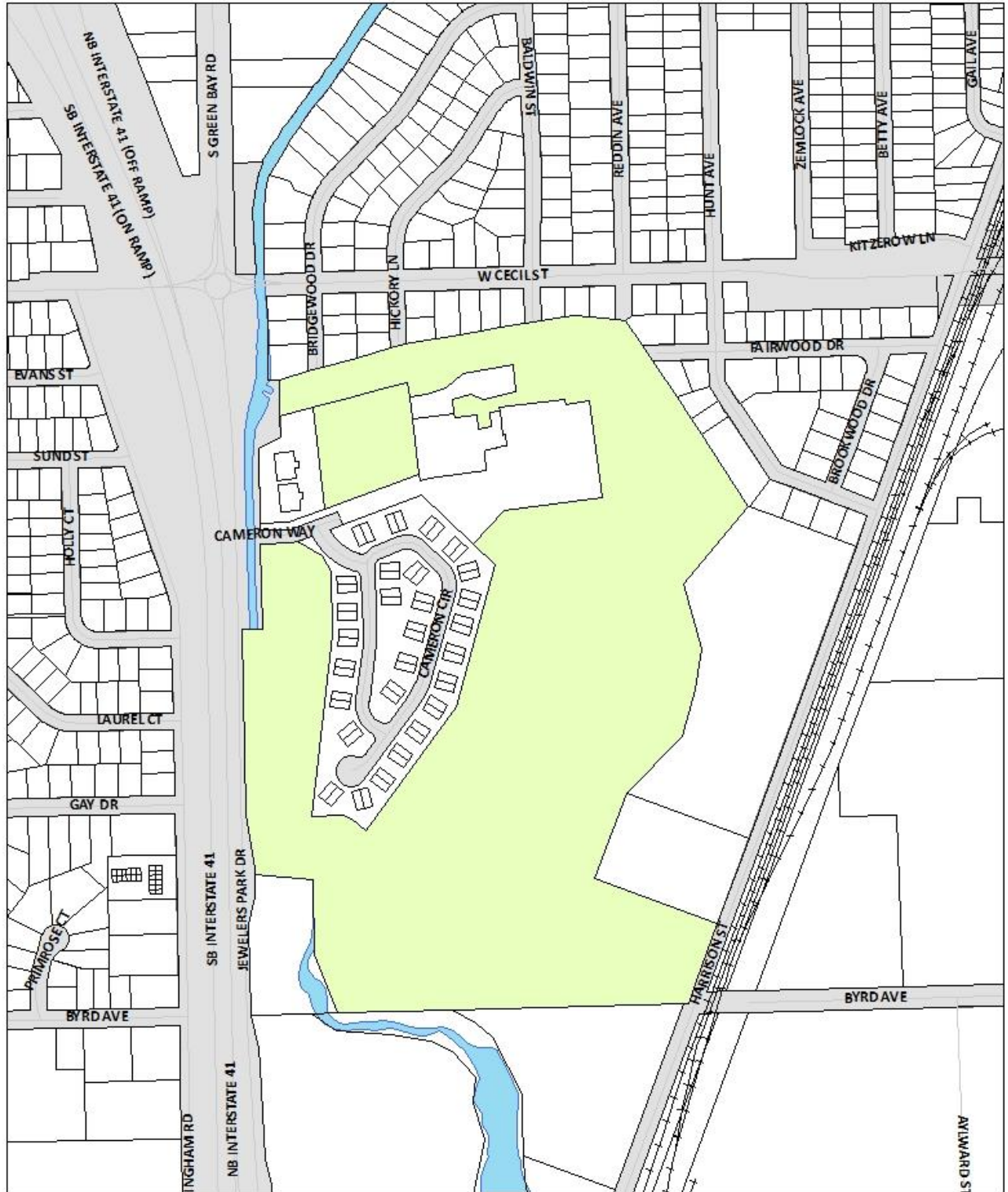
 TID\_12  
 City Parcels

FIGURE 1  
 Tax Increment Financing District #12  
 TID Boundary Map

  
 1 inch = 451 feet

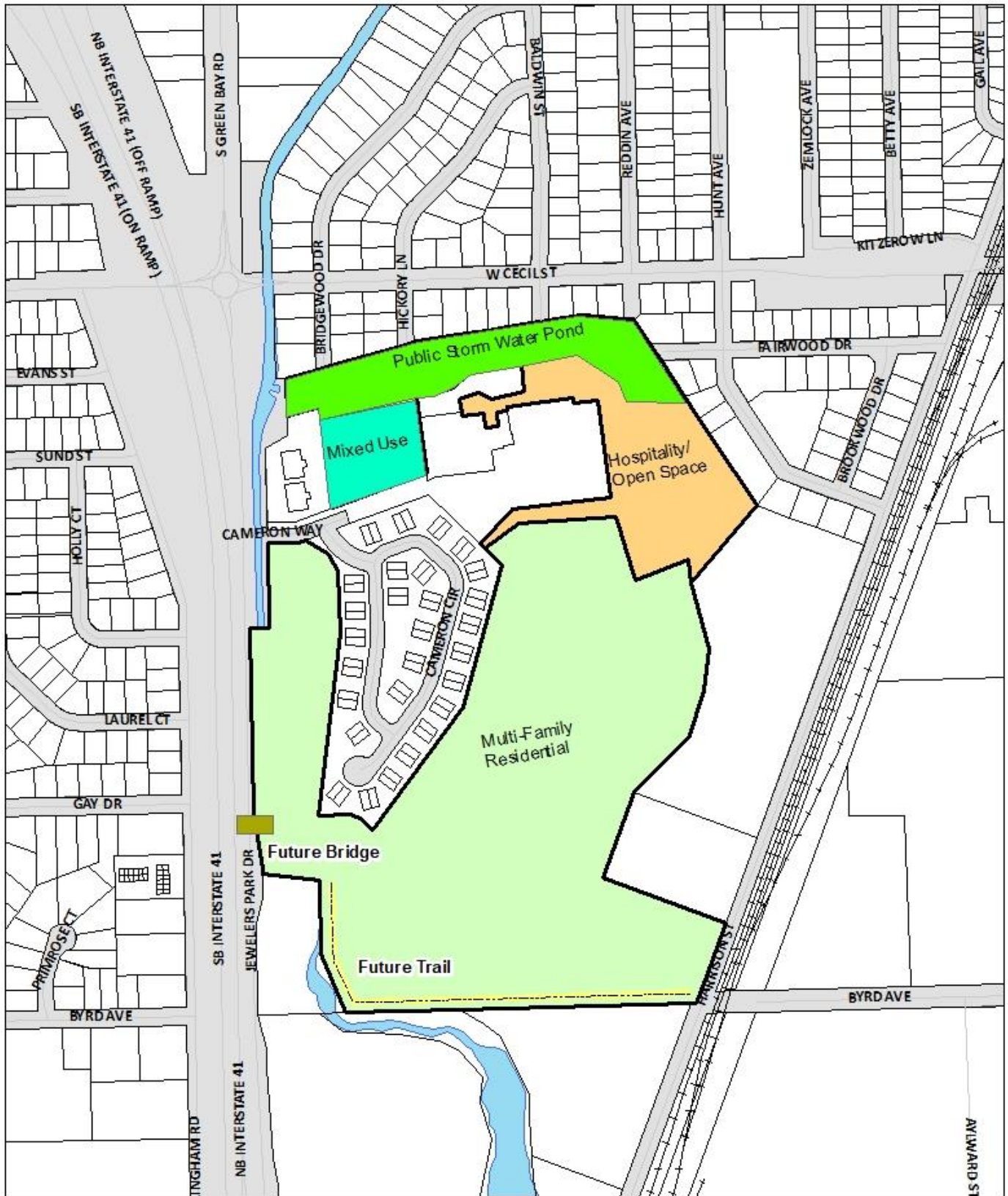


- Current Land Use**
- Undeveloped
  - City Parcels

**FIGURE 2**  
**Tax Increment Financing District #12**  
**Current Land Use**



1 inch = 451 feet

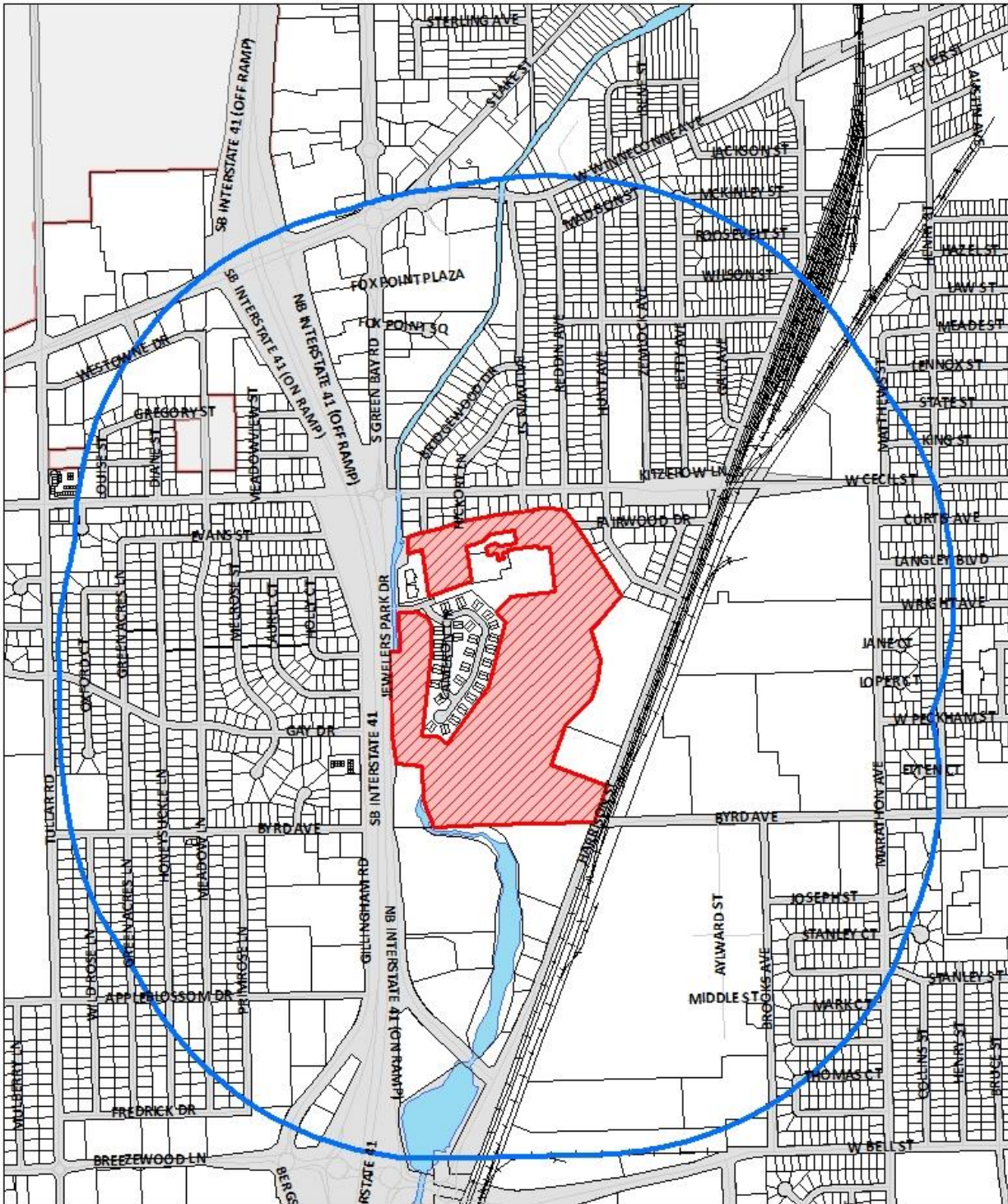



City Parcels

FIGURE 3  
 Tax Increment Financing District #12  
 Future Land Use / Projects



1 inch = 451 feet



-  1/2 Mile Buffer
-  TID No. 12
-  City Parcels

**FIGURE 4**  
**Tax Increment Financing District #12**  
**Half-Mile Boundary**



1 inch = 995 feet

APPENDIX A  
SCHEDULE OF PROJECTED TAX BASE GROWTH

TID	Value	Estimated	Property	Property	0% Annual	Total	Cumulative	Cumulative		Projected	Cumulative	Tax
Year	Base	Base	Value	Value	Value	Incremental	Incremental	Total	Equalized	Tax	Tax	Increment
	Year	Value	Increase	Increase	Appreciation	Value	Value	Value	Tax Rate	Increment	Increment	Year
1	2022	\$519,500	\$0	\$0	\$0	\$0	\$0	\$519,500	\$0	\$0	\$0	2022
2	2023	519,500	0	1,300,000	0	1,300,000	1,300,000	1,819,500	21.00	27,300	27,300	2023
3	2024	519,500	0	3,000,000	0	3,000,000	4,300,000	4,819,500	21.00	90,300	117,600	2024
4	2025	519,500	0	3,400,000	0	3,400,000	7,700,000	8,219,500	21.00	161,700	279,300	2025
5	2026	519,500	0	3,400,000	0	3,400,000	11,100,000	11,619,500	21.00	233,100	512,400	2026
6	2027	519,500	0	3,400,000	0	3,400,000	14,500,000	15,019,500	21.00	304,500	816,900	2027
7	2028	519,500	0	3,400,000	0	3,400,000	17,900,000	18,419,500	21.00	375,900	1,192,800	2028
8	2029	519,500	0	4,100,000	0	4,100,000	22,000,000	22,519,500	21.00	462,000	1,654,800	2029
9	2030	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	2,116,800	2030
10	2031	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	2,578,800	2031
11	2032	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	3,040,800	2032
12	2033	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	3,502,800	2033
13	2034	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	3,964,800	2034
14	2035	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	4,426,800	2035
15	2036	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	4,888,800	2036
16	2037	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	5,350,800	2037
17	2038	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	5,812,800	2038
18	2039	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	6,274,800	2039
19	2040	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	6,736,800	2040
20	2041	519,500	0	0	0	0	22,000,000	22,519,500	21.00	462,000	7,198,800	2041
<b>Total</b>			\$0	\$ 22,000,000						\$7,198,800		
<b>Net Increase</b>				\$ 22,000,000								

**APPENDIX B  
FINANCING & FEASIBILITY PLAN**

		Years			Project Costs				Other Costs		Capital Borrowing		Total Annual Plan	Projected Revenues	Total Annual Plan	Total Cumulative Plan	Net Excess Revenue Over Costs	Cumulative Revenue Over Costs	
TID	Value Base Year	Increment Collection Year	Rehabil. Assistance Incentives	Pedestrian & Recreation Facilities	Utility & Access Improve.	Planning & Project Support	Beautification/ Signage/ Public Space	Admin/ Interest	Other	Debt Service Principal	Debt Service Interest	Costs	Property Tax Increment Projected	Revenues	Revenues	Revenues	Over Costs	Over Costs	
1	2022	2023	\$0	\$0	\$150,000	\$15,000	\$0	\$0	\$0	\$0	\$0	0	\$0	\$0	\$0	\$0	\$0	\$0	
2	2023	2024	0	0	1,500,000	15,000	0	40,000	1,000	0	0	41,000	27,300	27,300	27,300	27,300	(13,700)	(13,700)	
3	2024	2025	58,800	220,000	0	15,000	40,000	40,000	1,000	86,060	60,450	246,310	90,300	90,300	117,600	(156,010)	(169,710)		
4	2025	2026	113,190	0	0	10,000	0	40,000	1,000	88,640	57,870	300,700	161,700	161,700	279,300	(139,000)	(308,710)		
5	2026	2027	167,580	0	0	10,000	0	40,000	1,000	91,300	55,210	355,090	233,100	233,100	512,400	(121,990)	(430,700)		
6	2027	2028	221,970	0	0	10,000	0	40,000	1,000	94,040	52,470	409,480	304,500	304,500	816,900	(104,980)	(535,680)		
7	2028	2029	276,360	0	0	10,000	0	40,000	1,000	96,860	49,650	463,870	375,900	375,900	1,192,800	(87,970)	(623,650)		
8	2029	2030	323,400	0	0	10,000	0	40,000	1,000	99,760	46,750	510,910	462,000	462,000	1,654,800	(48,910)	(672,560)		
9	2030	2031	323,400	0	0	10,000	0	40,000	1,000	102,760	43,750	510,910	462,000	462,000	2,116,800	(48,910)	(721,470)		
10	2031	2032	323,400	0	0	0	0	40,000	1,000	105,840	40,670	510,910	462,000	462,000	2,578,800	(48,910)	(770,380)		
11	2032	2033	323,400	0	0	0	0	40,000	1,000	109,015	37,495	510,910	462,000	462,000	3,040,800	(48,910)	(819,290)		
12	2033	2034	323,400	0	0	0	0	40,000	1,000	112,290	34,220	510,910	462,000	462,000	3,502,800	(48,910)	(868,200)		
13	2034	2035	323,400	0	0	0	0	40,000	1,000	115,650	30,860	510,910	462,000	462,000	3,964,800	(48,910)	(917,110)		
14	2035	2036	323,400	0	0	0	0	40,000	1,000	119,125	27,385	510,910	462,000	462,000	4,426,800	(48,910)	(966,020)		
15	2036	2037	58,300	0	0	0	0	40,000	1,000	122,700	23,810	245,810	462,000	462,000	4,888,800	216,190	(749,830)		
<b>Projected Closure Date</b>	16	2037	2038	0	0	0	0	40,000	1,000	126,380	20,130	187,510	462,000	462,000	5,350,800	274,490	(475,340)		
	17	2038	2039	0	0	0	0	40,000	1,000	130,170	16,340	187,510	462,000	462,000	5,812,800	274,490	(200,850)		
	18	2039	2040	0	0	0	0	40,000	1,000	134,075	12,435	187,510	462,000	462,000	6,274,800	274,490	73,640		
<b>Current Maximum Closure Date</b>	19	2040	2041	0	0	0	0	40,000	1,000	138,100	8,410	187,510	462,000	462,000	6,736,800	274,490	348,130		
	20	2041	2042	0	0	0	0	40,000	1,000	142,235	4,275	187,510	462,000	462,000	7,198,800	274,490	622,620		
<b>Closure Date</b>	<b>Totals</b>			<b>\$3,160,000</b>	<b>\$220,000</b>	<b>\$1,650,000</b>	<b>\$105,000</b>	<b>\$40,000</b>	<b>\$760,000</b>	<b>\$19,000</b>	<b>\$2,015,000</b>	<b>\$622,180</b>	<b>\$6,576,180</b>	<b>\$7,198,800</b>	<b>\$7,198,800</b>		<b>\$622,620</b>	<b>n/a</b>	
				<b>\$2,015,000</b>															

APPENDIX C  
SCHEDULE OF PROJECTED TAX INCREMENTS  
APPORTIONED AMONG TAXING ENTITIES

			<b>** ESTIMATED APPORTIONMENT among TAXING ENTITIES **</b>					
	<b>Tax</b>		<b>Neenah</b>			<b>Fox Valley</b>		
	<b>Increment</b>	<b>Projected</b>	<b>School</b>	<b>City of</b>	<b>Winnebago</b>	<b>Technical</b>	<b>State of</b>	
<b>TID</b>	<b>Collection</b>	<b>Tax</b>	<b>District</b>	<b>Neenah</b>	<b>County</b>	<b>College</b>	<b>Wisconsin</b>	
<b>Year</b>	<b>Year</b>	<b>Increment</b>	<b>37.96%</b>	<b>36.10%</b>	<b>21.59%</b>	<b>4.35%</b>	<b>0.00%</b>	
1	2022	\$0	\$0	\$0	\$0	\$0	\$0	\$0
2	2023	27,300	10,363	9,855	5,894	1,188	0	0
3	2024	90,300	34,278	32,598	19,496	3,928	0	0
4	2025	161,700	61,381	58,374	34,911	7,034	0	0
5	2026	233,100	88,485	84,149	50,326	10,140	0	0
6	2027	304,500	115,588	109,925	65,742	13,246	0	0
7	2028	375,900	142,692	135,700	81,157	16,352	0	0
8	2029	462,000	175,375	166,782	99,746	20,097	0	0
9	2030	462,000	175,375	166,782	99,746	20,097	0	0
10	2031	462,000	175,375	166,782	99,746	20,097	0	0
11	2032	462,000	175,375	166,782	99,746	20,097	0	0
12	2033	462,000	175,375	166,782	99,746	20,097	0	0
13	2034	462,000	175,375	166,782	99,746	20,097	0	0
14	2035	462,000	175,375	166,782	99,746	20,097	0	0
15	2036	462,000	175,375	166,782	99,746	20,097	0	0
16	2037	462,000	175,375	166,782	99,746	20,097	0	0
17	2038	462,000	175,375	166,782	99,746	20,097	0	0
18	2039	462,000	175,375	166,782	99,746	20,097	0	0
19	2040	462,000	175,375	166,782	99,746	20,097	0	0
20	2041	462,000	175,375	166,782	99,746	20,097	0	0
<b>TOTALS</b>		<b>\$7,198,800</b>	<b>\$2,732,664</b>	<b>\$2,598,767</b>	<b>\$1,554,221</b>	<b>\$313,148</b>	<b>\$0</b>	<b>\$0</b>

NOTE: Estimated apportionment percentages are based upon the actual apportionment of taxes for the 2022 Tax Collection Year (2021 Tax Levy ).



®

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ADAM JAMES WESTBROOK  
CITY ATTORNEY

Mr. Chris Haese  
Director of Community Development & Assessment  
211 Walnut Street  
Neenah, WI 54956

Re: Tax Increment District No. 12

Dear Mr. Haese:

You have asked me for a legal opinion as to the legal sufficiency and statutory compliance of the project plan for the creation of Tax Incremental District No. 12 in the City of Neenah. I have reviewed the Project Plan for said district as well as the appendices attached thereto in relation to their compliance with the provisions of Section 66.1105, Wis. Stats. It is my opinion that the TID # 2 Project Plan is in compliance with all of the provisions of Section 66.1105, Wis. Stats., dealing with the creation of tax incremental financing districts. This opinion is being offered in accordance with the requirements of Section 66.1105(4)(f), Wis. Stats.

If you have any questions concerning this matter, please contact me at your convenience.

Sincerely,

Adam James Westbrook  
City Attorney  
City of Neenah