

AGENDA

NEENAH COMMUNITY DEVELOPMENT AUTHORITY

Monday, January 5, 2026

4:00 P.M.

Hauser Room, City Administration Building

1. Approval of November 3, 2025 meeting minutes.
2. Public Appearances (Ten minutes divided among those wishing to speak on topics pertinent to the Community Development Authority).
3. 2026 Goals.
 - a) General Discussion on CDA's 2026 Goals
4. Executive Director's Report.
5. 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
November 3, 2025 - 4:00 PM
Hauser Room, City Administration Building

Present: Board Members: Ald. Tami Erickson, Lee Hillstrom, Michelle Bauer, Grant Birtch, and John Ahles. Also Present: Executive Director Kelly Nieforth, Community Development Specialist Samantha Jefferson, Ald. Cari Lendrum, Ald. Mark Ellis, Ald. Bill Pollnow, Scott Beacher (1061 Green Acres Lane) and Frank Cuthbert (1533 Fallow Drive).

Approval of August 25, 2025 meeting minutes:

**MSC, Hillstrom/Erickson, the CDA to approve the meeting minutes of August 25, 2025.
Motion passed.**

Public Appearances: None.

Request for Proposal Updates:

a) 135 Millview Drive

Director Nieforth provided an update on the Request for Proposal (RFP) issued for the property located at 135 Millview Drive. A single proposal was received from T. Wall Enterprises, the owners and developers of Solaris on Main. Director Nieforth noted that T. Wall Enterprises has maintained interest in this site for some time and held options on additional properties as part of their existing development agreement.

The proposal submitted by T. Wall Enterprises includes approximately 236 residential units. The concept remains in the preliminary stages, with construction anticipated to begin in late 2026. The proposed development would expand the variety of unit types currently offered by the developer, including the addition of efficiency-style units. Staff anticipates receiving a term sheet by the end of the year.

Ald. Hillstrom inquired whether the project would include underground parking, and Director Nieforth confirmed that underground parking is planned. Ald. Hillstrom referenced prior discussions regarding the potential installation of a concrete retaining wall along the overpass to accommodate future parking opportunities.

Member Birtch asked about the proximity of the development to the adjacent train yard and Arrowhead Park. Director Nieforth indicated that the city will work with CN Railroad to ensure that the triangular area near the tracks is appropriately buffered and maintained.

Ald. Erickson commented that she is familiar with a resident of Solaris who appreciates the availability of month-to-month leasing options, noting this as a positive feature of the developer's existing projects.

The anticipated construction timeline is as follows:

- Phase I Start: Late 2026
- Phase I Completion: Early 2028
- Phase II Start and Completion: 2028–2029

b) 1300 Block of South Commercial Street

A Request for Proposal (RFP) was issued for redevelopment of a site located in the 1300 block of South Commercial Street. Four proposals were received and reviewed by staff. After evaluation, Eminent Development Group was selected for the project.

The proposed development will feature townhomes with underground parking and first-floor commercial space, which will provide a positive addition to this corridor. Staff placed particular emphasis on ensuring compatibility with the existing single-family neighborhood to the west.

The project will consist of workforce housing, aligning with the City's Housing Study Implementation Plan and the broader goal of supporting a diverse range of housing options within the community.

Arrowhead Park Update:

Director Nieforth provided an update on progress at Arrowhead Park. A carriage road and parking lot were completed this year, and the park also includes a kayak launch and docks for fishing. The trail currently see an estimated 1,000 visitors per day.

The Arrowhead Park Master Plan involved significant public engagement. The City is currently working to obtain grading and utility approvals from the Wisconsin Department of Natural Resources (WDNR). Both the City and WDNR are prioritizing safety, resulting in a slower approval process than originally anticipated.

Because the park is located on lakebed property, it is subject to the Public Trust Doctrine, which requires that the land be used for public purposes. The park is being designed and developed as a public recreational space consistent with this requirement. The City anticipates resubmitting plans for grading and utilities in December and continues to pursue necessary approvals for park buildings.

During the Strategic Plan process, Arrowhead Park was highlighted several times, reflecting strong community enthusiasm for the project. The City also plans to begin discussions with CN Railroad regarding the proposed street crossing at Millview Drive and the pedestrian bridge connection.

Member Birtch inquired about the possibility of a restaurant or welcome center, which had been discussed in earlier stages of planning. Director Nieforth confirmed that a welcome center with food options is planned as part of the project.

Ald. Erickson noted that Plexus Corp. currently has a large number of parking spaces in the park lot. Director Nieforth stated that this will be addressed as part of the upcoming parking analysis.

Member Ahles asked about dirt removal from the site, and Director Nieforth said she would follow up with staff for clarification.

Staff continue to monitor and pursue additional funding opportunities as the park's development progresses.

2026 Goals:

Director Nieforth stated that she likes to hear directly from committee members about what they would like to focus on in the upcoming year. She invited members to share their goal ideas for 2026 and encouraged them to continue thinking about ideas that could be brought forward at future meetings. She also noted that the City's Strategic Plan is expected to be released next month, which will help guide future goal-setting and discussions.

During the discussion, members offered several suggestions. Member Birtch recommended continuing efforts to improve the South Commercial Street corridor, while Member Hillstrom suggested focusing on the corner of Cecil Street and Commercial Street, addressing vacant lots along Green Bay Road, and identifying opportunities for additional industrial land. Alderperson Erickson highlighted the importance of continued development on Doty Island, and Member Ahles emphasized the need to prioritize housing initiatives.

Member Bauer asked whether staff were currently reviewing any sites for potential blight elimination. Director Nieforth responded that there are no active sites under consideration at this time, but noted that such opportunities may arise in the future as planning efforts continue.

Executive Director's Report:

Director Nieforth shared that going forward, she will provide an Executive Director's Report at each meeting. This report will include general updates and informational items for the Community Development Authority (CDA) that may not require full discussion.

A few highlights from this month's report included:

The City recently closed on the property at 1225 S. Commercial Street. This parcel can now be combined with two additional City-owned lots, creating a site just under one acre in size. Staff plan to issue a Request for Proposals (RFP) for redevelopment of the combined site.

Director Nieforth also reported that the Dixie Road (Gunderson) property site plan was approved by the Plan Commission. The project represents a high-level operation focused on innovation in laundry, linen, and embroidery services, and will bring a unique business model and employment opportunities to the community.

Adjournment: The meeting was adjourned at 4:42 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

2026 Goals Suggestions for the Community Development Authority from CDA Members

1. Downtown Development

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

2. Corridor Planning

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

3. Cecil/S. Commercial Redevelopment

- a. Redevelopment Opportunities
- b. Façade Program Promotion

4. Industrial Park Growth

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

5. Doty Island Redevelopment

- a. Redevelopment Plan
- b. Corridor Plan

6. Housing

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



MEMORANDUM

TO: City of Neenah Community Development Authority Members
FROM: Kelly Nieforth, Director of Community Development and Assessment
DATE: December 30, 2026
RE: Executive Director's Report

Land Acquisition Updates:

1225 S. Commercial Street

The City acquired this property on October 31 and will demolish the building to create a larger, developable area for redevelopment in early January 2026. The parcel is adjacent to two city-owned parcels. The city has received quite a bit of interest about these parcels from multiple business owners for redevelopment.

135 Millview Drive

The City will be acquiring this property in early 2026. The building will be demolished shortly after acquisition to create a developable site. The City is continuing work with T. Wall Enterprises on their proposal to develop over 200 housing units on the site in a phased approach. The City is meeting with state and federal agencies to discuss opportunities for grants to assist with the building demolition costs.

110 W. Cecil Street

The City continues to work with the owners of 110 W. Cecil Street to facilitate a property transfer from the private owner to the City. Due to the contamination on site, the City has been coordinating this effort with the Wisconsin Department of Natural Resources (WDNR) and the neighboring property owner. The end use of the property is anticipated to be a new parking lot that will support the parking needs for Cranky Pat's Pizza.

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 this winter. Construction will be completed in 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 winter of 2026.

RGL Logistics

RGL Logistics is in the process of planning for their second phase which is expected to start in 2026. The first phase, a 357,000 sf building is fully operational and the planned 220,000 sf building will add additional capacity to their distribution capabilities.

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.

Arrowhead Park Development

City staff are working with multiple consultants to complete multiple tasks required by the WDNR in order to develop the Park. City staff hopes to have approvals in place by mid-2026 to evaluate potential development opportunities. Staff will be providing Council will an update on the Master Plan Implementation in early 2026 and will be shared with CDA at a future meeting.

Parking

City staff are finalizing the parking needs analysis in the downtown area. Considerations of the analysis were to determine if an additional ramp is necessary in the near future, the utilization of surface lots, and future needs of downtown businesses. A review of all the existing parking leases and agreements was also completed as part of the analysis. City staff will be presenting the information to Council in early 2026 and will be shared with CDA at a future meeting.

Overall City Projects:

Housing

The City implemented multiple recommendations from the Neenah Housing Study and Needs Assessment including zoning code amendments to facilitate housing growth, a review of the City's existing housing programs, proactively attract workforce housing, encourage diverse housing options to meet the needs of residents in the community, support business growth in the City, allow Accessory Dwelling Units (ADU's), and support the construction of affordable single-family homes.