

Introduction

The project area of this Plan is referred to as the Redevelopment Area No. 2 – Downtown Gateway in downtown Neenah. *The Redevelopment Area No. 2 – Downtown Gateway Redevelopment Plan* creates the statutory tool empowering the Community Development Authority (CDA) of the City of Neenah, Wisconsin to implement projects and recommendations contained in this and other plans affecting the downtown area.

The project area of the Redevelopment Plan is generally bounded on the **east** by Church Street; on the **south** by Smith Street, on the **west** by Torrey Street, and on the **north** by Main Street.

Neenah's downtown revitalization strategy aims to identify sites where successful redevelopment would create high value construction, new tax base, new jobs, and a diverse business mix. The first tangible evidence that this strategy would work was the recent redevelopment of a brownfield site in the West Canal/Riverwalk Zone for use as high value office development and a public parking structure. This project, and other redevelopment sites are linked closely to the Neenah Riverwalk at Shattuck Park, a \$3.9 million signature public-private partnership project that is delivering a 1.5-mile barrier-free riverwalk and a variety of enhancements to our downtown waterfront. Success breeds success in a central city redevelopment program. The community and its private development partners have a sustained commitment to support continued infill projects in the Downtown. The strategy of integrating business, recreational, and cultural uses is a powerful combination in an urban setting.

Redevelopment Area No. 2 – Downtown Gateway (the "Area") offers many development opportunities, and could provide dramatic impact to the Downtown landscape if urban revitalization challenges can be overcome. Many of the properties that make up the Area have been near to or the site of industrial and commercial uses that may have impaired the environmental quality of the local soil and groundwater, thus creating potential environmental liability for prospective owners and operators on blighted properties. Lack of sufficient parking to support redevelopment is a deterrent to private investment in the downtown. Some properties lack sufficient site and use arrangement to effectively accommodate safe transportation movements and internal parking needs. Some long-standing uses of property have become functionally, physically, or economically obsolete, leading to lack of maintenance and continuing disrepair. Other properties are underutilized and face development obstacles too great to overcome without the commitment of public investment in redevelopment activities.

In conclusion, the revitalization strategy the City of Neenah and CDA have developed is being impeded by project area conditions including brownfield conditions, inadequate parking, land use issues, aging and obsolescence, and traffic circulation and access problems. The properties experiencing these conditions are considered blighted within statutory definitions, and are in need of redevelopment to ensure the long-term economic growth of the project area.

Statutory Authority

This plan has been prepared and adopted under provisions of Sec. 66.1331 and Sec. 66.1333, Wis. Stats.

Redevelopment Area

The boundaries of the redevelopment project area are illustrated in Figure 1, and described in Exhibit A. The properties within the Area are proposed for inclusion in a territory amendment to Tax Increment District #5, which would provide the funding mechanism for redevelopment projects in the Area. The goals and objectives set forth in the Redevelopment Plan are consistent with those of the Tax Increment District Project Plan.

Redevelopment Objectives

The City of Neenah is now in the third era of reinventing its downtown. In the 1800's, the City's downtown and riverfront was dominated by many small mills, river navigation uses, and merchant uses. In the 1900's, the downtown waterfront became dominated by several of the nation's largest paper companies, who needed the Fox River for mill power and process water. The next phase in the City's downtown revitalization strategy is to provide office space for a growing service sector economy, to implement a clustering concept that emphasizes and promotes groupings of complementary and compatible businesses to provide new downtown residential lifestyle options, and to provide open space enhancements that will allow the public to enjoy the Downtown Riverwalk. General redevelopment objectives of this Plan are:

- Eliminate obsolete uses and buildings, blighting influences, and environmental deficiencies that detract from the economic, functional and aesthetic quality of the downtown.
- Assemble land into parcels suitable for disposition and redevelopment.
- Provide project and site improvements, including environmental remediation, utilities, streets, pedestrian ways, parking facilities, and other improvements necessary for carrying out the redevelopment objectives of this Plan.
- Provide cleared and fully improved sites for mixed-use projects to include residential, commercial, and retail development.
- Improve traffic circulation patterns through road improvements and site assemblage activities that promote ease, convenience and safety for both pedestrian, vehicular, and public transit forms of transportation.
- Promote a pattern of clustered development to preserve open space and maximize use of public infrastructure.
- Support committed public-private partnerships to achieve high value development projects.

- Promote development at the urban waterfront as a mechanism to foster a downtown experience that offers a diverse mix of shopping, dining, and entertainment experiences.
- Recruit businesses and enhance the downtown as a mixed-use district that provides a variety of shopping, dining, and entertainment experiences and that capitalize on major employment centers and activity generators.
- Offer a superior quality of life that will attract and retain employers and employees.

Consistency with Local Plans

This plan is consistent with the recommendations contained in the following community plans:

City of Neenah 2020 Comprehensive Plan
Tax Increment District #5 Project Plan
Tax Increment District #8 Riverwalk Zone Project Plan
Neenah Waterfront Design and Development Master Plan
The City of Neenah Downtown Parking Management Study
Downtown Neenah Market Analysis & Branding Study
West Canal/Riverwalk Zone Redevelopment Plan

These plans may be amended from time to time. The *Redevelopment Area No. 2 Downtown Gateway Redevelopment Plan* is intended to be consistent with any changes or modifications in these plans as they may be amended and adopted.

All of these documents are available for viewing during normal business hours at the City of Neenah, Community Development Department, City Administration Building, 211 Walnut Street, Room 313, Neenah, WI.

Existing Conditions

Existing uses of land in the project area are depicted on Table 1 and Figure 2.

Existing zoning classifications in the project area are depicted on Table 1 and Figure 3.

Among the existing conditions that most impede achievement of the redevelopment objectives for the Area is the extent of real or perceived environmental concerns. Many properties that make up the Area have been near to or the site of industrial and commercial uses that may have impaired the environmental quality of the local soil and groundwater, thus creating potential environmental liability for prospective owners and operators on the properties. The record of historic uses in the Area, the possibility of impacted fill soils, known groundwater contamination sources, and other suspected contamination factors are all recognized environmental concerns. These types of environmental concerns deter redevelopment because the private sector and other interested parties are risk adverse with regard to facing large and potentially catastrophic clean-up and liability challenges.

Proposed Uses of the Area

Proposed redevelopment sites and uses are depicted in Figure 4. Uses at the south and west sides of the Area are targeted for long-term conversion to a mix of residential and commercial development that encourages the highest and best use. Uses at the north and east ends of the Area are targeted for high-value commercial and mixed-use development, and public parking.

Standards of Population Density, Land Coverage, and Building Intensity after Development

Properties in the project area will be developed in accordance with applicable municipal zoning, subdivision, and other land use regulations that govern population density, land coverage, and building intensity.

Present and Potential Equalized Value

The total equalized value of parcels in the project area as of January 1, 2005 is estimated at \$4,877,488.

The potential total equalized value, based on proposed redevelopment sites and uses, is estimated to reach \$10,400,000 by the year 2015. This represents an increase in total equalized value of \$5,522,512 from present value.

Proposed Changes in Zoning, Building Codes, Ordinances, and Maps

Redevelopment sites could be rezoned to best meet the developmental needs for specific projects. All sites are currently zoned either C-1 General Commercial or C-2 Central Business District. Planned Development District classification could be most suitable for sites that would feature mixed use projects.

This Redevelopment Plan anticipates no changes to building codes, maps, or other related ordinances and regulations.

Proposed Site Improvements and Utilities

Potential project activities, site improvements and utility installations that could be undertaken by the CDA and/or the City of Neenah include, but are not limited to:

- Acquisition and land assemblage
- Asbestos abatement and demolition of buildings, other site improvements
- Installation/relocation of key infrastructure and utilities
- Site preparation
- Environmental remediation and clean-up
- Construct public use facilities (parking, pedestrian ways, plazas, etc.)
- Property disposition
- Relocation
- Redevelopment funding
- Administration

A detailed listing of project activities and estimated costs for early phase redevelopment work in the Area is provided in Table 3. Project activities and estimated costs for other redevelopment projects that might be undertaken in the future would be provided through an amendment to this Plan.

Developer agreements will be entered into to assure the quality of development and the fulfillment of the public purpose of blight elimination and economic enhancement in the project area.

Project Financing

CDA bonding, as provided in authorizing legislation, is the primary financing method anticipated for redevelopment activities undertaken through this Plan. Principal and interest on the CDA bonds could be paid through payments made by the City to the CDA from tax increment revenues on increased taxes that new development within Tax Increment District #5 would generate. Additional revenues could be generated by the sale or lease of property in the project area.

The City of Neenah could also choose to bond separately for improvements in the project area, utilizing its normal borrowing channels.

Performance Standards

Throughout the implementation of any redevelopment project activities, developers and contractors will adhere to the provisions of applicable municipal, state and federal codes and ordinances, including but not limited to zoning, building and construction, subdivision and platting, public works and traffic, site plan review standards, and any deed restrictions or easements in force at particular land parcels.

Plan Amendments

This Plan may be amended at any time in accordance with the provisions of Sec. 66.1333 (11), Wis. Stats. If the Plan is modified, a public hearing will be conducted by the CDA. All modifications to the Plan must be approved by the CDA, and approved by the Neenah Common Council on a two-thirds majority vote.

Relocation of Displaced Persons and Businesses

Persons and businesses displaced by project activities will be relocated in accordance with applicable state and federal laws and regulations. Relocation plans for the project will be filed with the Department of Commerce, Relocation Unit, Division of Community Development. Approved relocation plans will serve as the basis for all relocation payments made as part of project activities.

Land Acquisition and Disposition

If it is necessary for the CDA and/or the City of Neenah to acquire land for blight elimination and project development purposes, all purchase negotiations and any subsequent sale or disposition will be completed within the legal requirements imposed on the CDA and City for such undertakings.

Blighted Area Finding

This Redevelopment Plan finds that not less than a preponderance or substantial amount, by land area and number of parcels, of the properties within the project area are blighted within the statutory meaning set forth in Sections 66.1331 and 66.1333, Wis. Stats. (See Exhibit B). A list of those properties determined to be blighted are depicted on Table 4. Based on broad conditions within the overall project area and specific conditions at particular parcels, blight is present in the form of:

- Known and perceived environmental concerns.
- Functional, physical, and economic obsolescence due to properties not developed for their highest and best use.
- Inadequate and inefficient parking to support business expansion.
- Traffic circulation and access deficiencies that limit site development and pose threats to the public's safety.
- Physical and/or visual deterioration of aging structures and site improvements.

**TABLE 1
PARCEL AND USE LISTING**

PARCEL ADDRESS	OWNER	ZONING	LAND USE
200 W. Wisconsin Ave.	Eric & Mary Jo Andersen	C2	Com./Retail/Duplex
202 W. Wisconsin Ave.	William Casper	C2	Com./Retail
206 W. Wisconsin Ave.	Patrick & Sherry Haskett	C2	Com./Retail
208 W. Wisconsin Ave.	Cys Asian Bistro LLC	C2	Com./Retail
210 W. Wisconsin Ave.	Fox Meadows LLP	C2	Com./Retail
212 W. Wisconsin Ave.	Fox Meadows LLP	C2	Com./Retail
214 W. Wisconsin Ave.	Warren Tran LLC	C2	Com./Retail
218 W. Wisconsin Ave.	Timothy & Barbara Reese	C2	Com./Retail/Res.
224 W. Wisconsin Ave.	Bookland Inc.	C2	Com./Retail
228 W. Wisconsin Ave.	David & Mary Sales	C2	Com./Retail
232 W. Wisconsin Ave.	P. H. Glatfeiter Co.	C2	Com./Retail
110 Main Street	Vogel Enterprises	C2	Com./Retail
116 Main Street	DMAT LLP	C2	Com./Retail
219 W. Doty Street	City of Neenah	C2	Parking Lot
205 W. Doty Avenue	Ted Westgor	C2	Com./Retail
214 S. Church Street	First Presbyterian Church	C2	Parking Lot
214 Brien Street	Jennifer Glynn	C1	Single Family
206 Martens Street	Mark Stanley	C1	Single Family
216 Brien Street	Anthony & Dawn Swiontek	C1	4-Unit
201 Smith Street	Brenda Shaurette	C1	Single Family
207 Smith Street	Alicia Hilliker/Joe Hanson	C1	Single Family
211 Smith Street	Aldon Mueller	C1	Single Family
212 Martens Street	Theresa Mason	C1	Single Family
213 Smith Street	City of Neenah	C1	Vacant Land
217 Smith Street	Joseph Romportl	C1	Single Family
219 Smith Street	Bonnie Polasek/Wm Baraniak	C1	Single Family
225 Smith Street	Yee Vang	C1	Single Family
225 Smith Street	Yee Vang	C1	Vacant Land
200 Main Street	John Towns	C1	Com./Retail/Single Family
206 Main Street	Steven Erato	C1	Com./Retail
208 Main Street	Joni Wood	C1	Com./Retail/Single Family
210 Main Street	Paula Pitsch	C1	Com./Retail
214 Main Street	Harlan Menting	C1	Duplex
220 Main Street	Gerhard Geiger	C1	Com./Retail
224 Main Street	City of Neenah	C1	Vacant R-O-W
226 Main Street	City of Neenah	C1	Vacant R-O-W
230 Main Street	City of Neenah	C1	Vacant R-O-W
238 Main Street	City of Neenah	C1	Vacant R-O-W
311 Torrey Street	City of Neenah	C1	Vacant R-O-W
307 Torrey Street	City of Neenah	C1	Vacant R-O-W
241 Martens Street	City of Neenah	C1	Vacant R-O-W
235 Martens Street	Victor & Tina Peterson	C1	Single Family
231 Martens Street	Casey Diedrick	C1	Duplex
229 Martens Street	Joshua Carson	C1	Single Family
227 Martens Street	Joseph Svatek	C1	Single Family
223 Martens Street	Matthew Westphal	C1	Single Family
219 Martens Street	Rhonda Cosby	C1	Com./Retail/Res.
215 Martens Street	Steven Erato	C1	Vacant Land
209 Martens Street	Michael Petersen	C1	Duplex
209 Martens Street	Michael Petersen	C1	Vacant Land
300 W. Doty Avenue	James & Vicky Head	C1	Com./Retail

**TABLE 2
PARCEL AND VALUATION LISTING**

Parcel Number	Owner	Land Assessed Value	Improvements Assessed Value	Real Estate Total Assessed Value	Total Equalized
10-466	Eric & Mary Jo Andersen	\$21,100.00	\$107,100.00	\$128,200.00	\$159,452.74
10-467	William Casper	\$42,200.00	\$99,100.00	\$141,300.00	\$175,746.27
10-468	Patrick & Sherry Haskett	\$21,100.00	\$28,900.00	\$50,000.00	\$62,189.05
10-469	Cys Asian Bistro LLC	\$21,100.00	\$146,800.00	\$167,900.00	\$208,830.85
10-470	Fox Meadows LLP	\$21,100.00	\$86,200.00	\$107,300.00	\$133,457.71
10-471	Fox Meadows LLP	\$21,100.00	\$100,600.00	\$121,700.00	\$151,368.16
10-472	Warren Tran LLC	\$31,700.00	\$133,800.00	\$165,500.00	\$205,845.77
10-473	Timothy & Barbara Reese	\$21,100.00	\$96,300.00	\$117,400.00	\$146,019.90
10-474	Bookland Inc.	\$52,800.00	\$161,400.00	\$214,200.00	\$266,417.91
10-475	David & Mary Sales	\$18,000.00	\$73,800.00	\$91,800.00	\$114,179.10
10-476	P. H. Glatfelter Co.	\$23,100.00	\$75,800.00	\$98,900.00	\$123,009.95
10-437	Vogel Enterprises	\$92,400.00	\$119,700.00	\$212,100.00	\$263,805.97
10-439	DMAT LLP	\$25,200.00	\$98,100.00	\$123,300.00	\$153,358.21
10-482	City of Neenah	Exempt	Exempt	Exempt	Exempt
10-480	Ted Westgor	\$110,900.00	\$574,400.00	\$685,300.00	\$852,363.18
10-484	First Presbyterian Church	Exempt	Exempt	Exempt	Exempt
10-493	Jennifer Glynn	\$8,800.00	\$28,200.00	\$37,000.00	\$46,019.90
10-494	Mark Stanley	\$10,000.00	\$29,600.00	\$39,600.00	\$49,253.73
10-496	Anthony & Dawn Swiontek	\$16,600.00	\$109,200.00	\$125,800.00	\$156,467.66
10-497	Brenda Shaurette	\$11,100.00	\$44,300.00	\$55,400.00	\$68,905.47
10-498	Alicia Hilliker/Joe Hanson	\$8,600.00	\$36,900.00	\$45,500.00	\$56,592.04
10-499	Aldon Mueller	\$8,200.00	\$50,600.00	\$58,800.00	\$73,134.33
10-500	Theresa Mason	\$8,300.00	\$28,300.00	\$36,600.00	\$45,522.39
10-501	City of Neenah	Exempt	Exempt	Exempt	Exempt
10-502	Joseph Romportl	\$10,000.00	\$30,200.00	\$40,200.00	\$50,000.00
10-503	Bonnie Polasek/Wm Baraniak	\$12,500.00	\$44,500.00	\$57,000.00	\$70,895.52
10-504	Yee Vang	\$9,100.00	\$44,300.00	\$53,400.00	\$66,417.91
10-505	Yee Vang	\$4,000.00	\$0.00	\$4,000.00	\$4,975.12
10-442	John Towns	\$20,500.00	\$113,600.00	\$134,100.00	\$166,791.04
10-443	Steven Erato	\$27,400.00	\$53,600.00	\$81,000.00	\$100,746.27
10-444	Joni Wood	\$13,600.00	\$34,900.00	\$48,500.00	\$60,323.38
10-445	Paula Pitsch	\$54,700.00	\$72,400.00	\$127,100.00	\$158,084.58
10-446	Harlan Menting	\$11,800.00	\$35,400.00	\$47,200.00	\$58,706.47
10-447	Gerhard Geiger	\$41,000.00	\$19,400.00	\$60,400.00	\$75,124.38
10-448	City of Neenah	Exempt	Exempt	Exempt	Exempt
10-449	City of Neenah	Exempt	Exempt	Exempt	Exempt
10-450	City of Neenah	Exempt	Exempt	Exempt	Exempt
10-451	City of Neenah	Exempt	Exempt	Exempt	Exempt
10-452	City of Neenah	Exempt	Exempt	Exempt	Exempt
10-453	City of Neenah	Exempt	Exempt	Exempt	Exempt
10-454	City of Neenah	Exempt	Exempt	Exempt	Exempt
10-455	Victor & Tina Peterson	\$9,800.00	\$27,200.00	\$37,000.00	\$46,019.90
10-456	Casey Diedrick	\$9,800.00	\$54,700.00	\$64,500.00	\$80,223.88
10-457	Joshua Carson	\$8,800.00	\$23,300.00	\$32,100.00	\$39,925.37
10-458	Joseph Svatek	\$10,800.00	\$38,000.00	\$48,800.00	\$60,696.52
10-459	Matthew Westphal	\$11,800.00	\$37,900.00	\$49,700.00	\$61,815.92
10-460	Rhonda Cosby	\$10,800.00	\$39,400.00	\$50,200.00	\$62,437.81
10-461	Steven Erato	\$6,000.00	\$0.00	\$6,000.00	\$7,462.69
10-462	Michael Petersen	\$10,300.00	\$39,600.00	\$49,900.00	\$62,064.68
10-463	Michael Petersen	\$9,800.00	\$600.00	\$10,400.00	\$12,935.32
10-464	James & Vicky Head	\$23,900.00	\$72,500.00	\$96,400.00	\$119,900.50
Total		\$910,900.00	\$8,010,600.00	\$3,921,500.00	\$4,877,487.56

TABLE 3

**EARLY PHASE PROJECT ACTIVITIES AND ESTIMATED COSTS
REDEVELOPMENT AREA NO. 2 – DOWNTOWN GATEWAY**

PROJECT DESCRIPTION	PROJECT COST
Acquisition	\$400,000.00
Relocation	\$25,000.00
Demolition	\$30,000.00
Environmental	\$50,000.00
Site Preparation	\$135,000.00
Contingency	\$15,000.00
Architectural/Engineering/Legal	\$20,000.00
TOTAL PROJECT COST	\$675,000.00

**TABLE 4
BLIGHT DETERMINATION LIST**

Parcel Number	Parcel Address	Owner	BLIGHT FINDING					
			No Finding	Environmental	Visual	Physical/Functional	Economic	Transportation
10-466	200 W. Wisconsin Ave.	Eric & Mary Jo Andersen	X					
10-467	202 W. Wisconsin Ave.	William Casper	X					
10-468	206 W. Wisconsin Ave.	Patrick & Sherry Haskett	X					
10-469	208 W. Wisconsin Ave.	Cys Asian Bistro LLC	X					
10-470	210 W. Wisconsin Ave.	Fox Meados LLP	X					
10-471	212 W. Wisconsin Ave.	Fox Meadows LLP	X					
10-472	214 W. Wisconsin Ave.	Warren Tran LLC	X					
10-473	218 W. Wisconsin Ave.	Timothy & Barbara Reese	X					
10-474	224 W. Wisconsin Ave.	Bookland Inc.	X					
10-475	228 W. Wisconsin Ave.	David & Mary Sales		X		X		X
10-476	232 W. Wisconsin Ave.	P. H. Glatfelter Co.		X		X		X
10-437	110 Main Street	Vogel Enterprises		X	X	X		X
10-439	116 Main Street	DMAT LLP		X		X		X
10-482	219 W. Doty Street	City of Neenah		X				X
10-480	205 W. Doty Avenue	Ted Westgor	X					
10-484	214 S. Church Street	First Presbyterian Church				X		
10-493	214 Brien Street	Jennifer Glynn				X		
10-494	206 Martens Street	Mark Stanley				X		
10-496	216 Brien Street	Anthony & Dawn Swiontek				X		
10-497	201 Smith Street	Brenda Shaurette				X		
10-498	207 Smith Street	Alicia Hilliker/Joe Hanson				X		
10-499	211 Smith Street	Aldon Mueller				X		
10-500	212 Martens Street	Theresa Mason				X		
10-501	213 Smith Street	City of Neenah				X		
10-502	217 Smith Street	Joseph Romporti				X		
10-503	219 Smith Street	Bonnie Polasek/Wm Baraniak				X		
10-504	225 Smith Street	Yee Vang				X		
10-505	225 Smith Street	Yee Vang				X		
10-442	200 Main Street	John Towns				X		X
10-443	206 Main Street	Steven Erato		X		X		X
10-444	208 Main Street	Joni Wood				X		X
10-445	210 Main Street	Paula Pitsch				X		X
10-446	214 Main Street	Harlan Menting				X		X
10-447	220 Main Street	Gerhard Geiger	X					
10-448	224 Main Street	City of Neenah				X		X
10-449	226 Main Street	City of Neenah				X		X
10-450	230 Main Street	City of Neenah		X		X		X

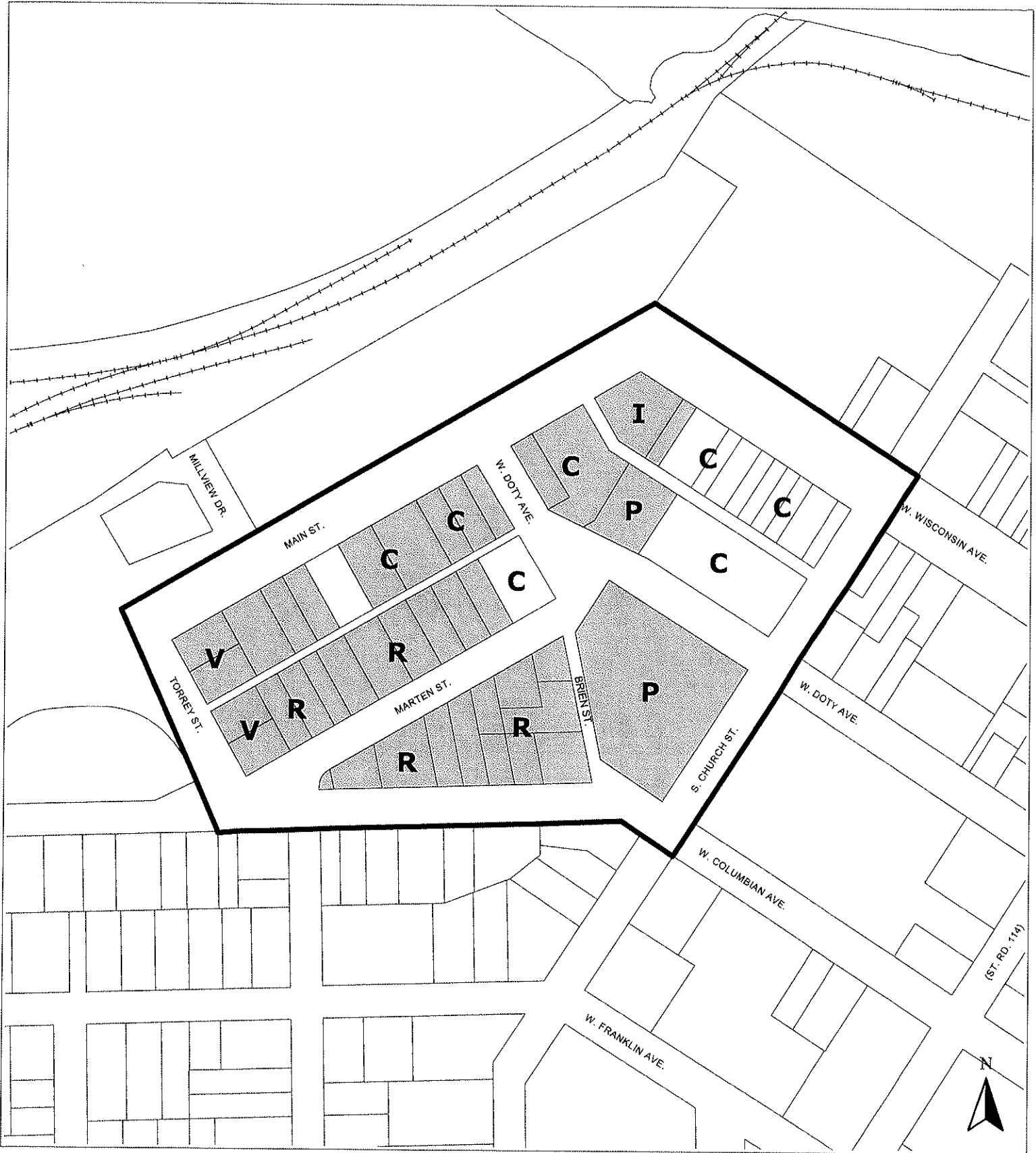
Parcel Number	Parcel Address	Owner	BLIGHT FINDING						
			No Finding	Environmental	Visual	Physical/Functional	Economic	Transportation	
10-451	238 Main Street	City of Neenah		X		X		X	
10-452	311 Torrey Street	City of Neenah				X		X	
10-453	307 Torrey Street	City of Neenah				X		X	
10-454	241 Martens Street	City of Neenah				X		X	
10-455	235 Martens Street	Victor & Tina Peterson				X			
10-456	231 Martens Street	Casey Diedrick				X			
10-457	229 Martens Street	Joshua Carson				X			
10-458	227 Martens Street	Joseph Svatek				X			
10-459	223 Martens Street	Matthew Westphal				X			
10-460	219 Martens Street	Rhonda Cosby				X			
10-461	215 Martens Street	Steven Erato				X			
10-462	209 Martens Street	Michael Petersen				X			
10-463	209 Martens Street	Michael Petersen				X			
10-464	300 W. Doty Avenue	James & Vicky Head	X						

FIGURE 1
REDEVELOPMENT AREA BOUNDARY
REDEVELOPMENT AREA NO. 2 - DOWNTOWN GATEWAY
REDEVELOPMENT PLAN



 District Boundary

FIGURE 2
 EXISTING USES AND CONDITIONS
 REDEVELOPMENT AREA NO. 2 - DOWNTOWN GATEWAY
 REDEVELOPMENT PLAN





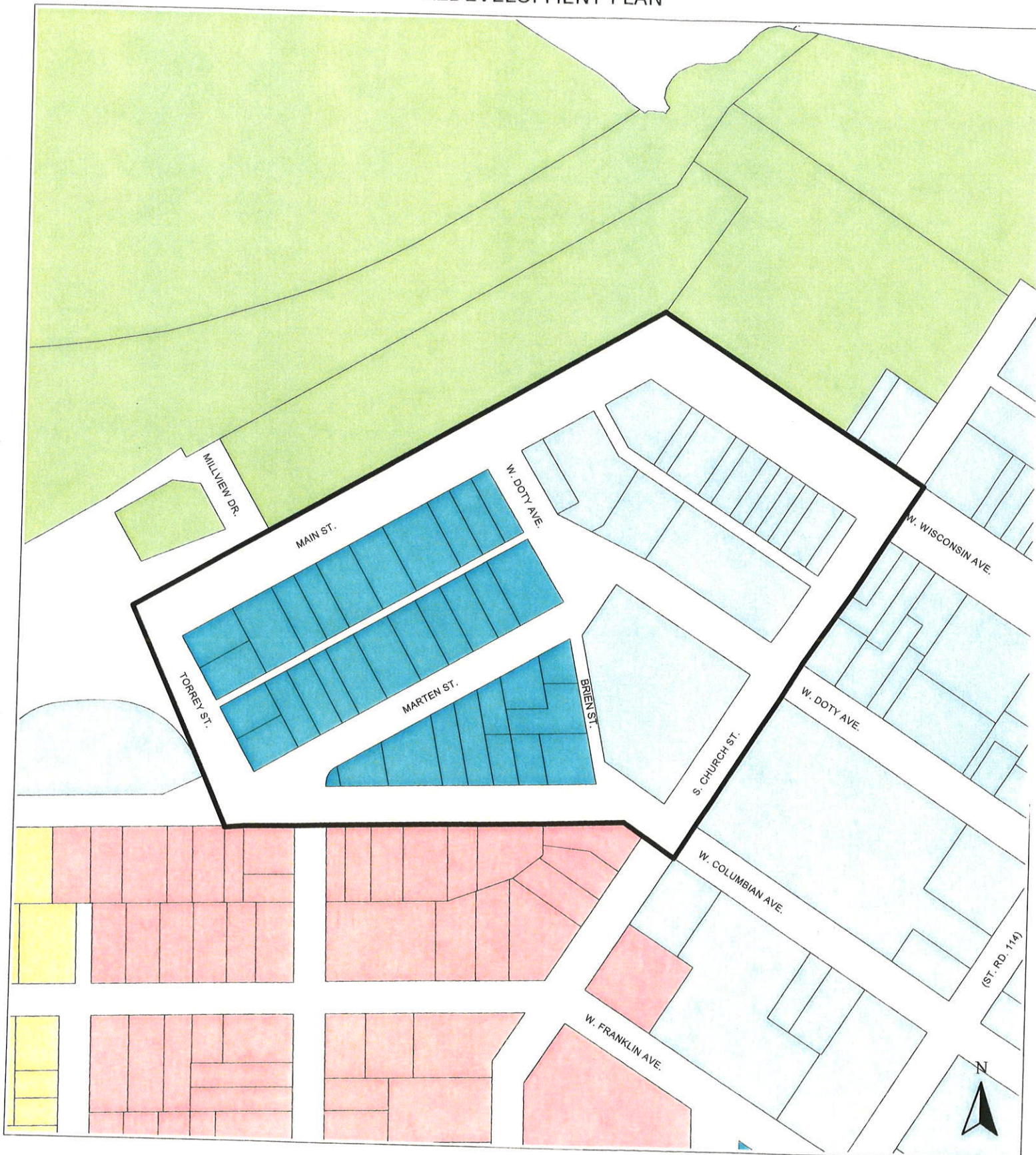
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|--|-------------------|---|-------------|---|----------------|
|  | District Boundary | C | Commercial | P | Public Parking |
|  | Blighted Parcels | I | Industrial | V | Vacant |
| | | R | Residential | | |

FIGURE 3
 EXISTING ZONING
 REDEVELOPMENT AREA NO. 2 - DOWNTOWN GATEWAY
 REDEVELOPMENT PLAN

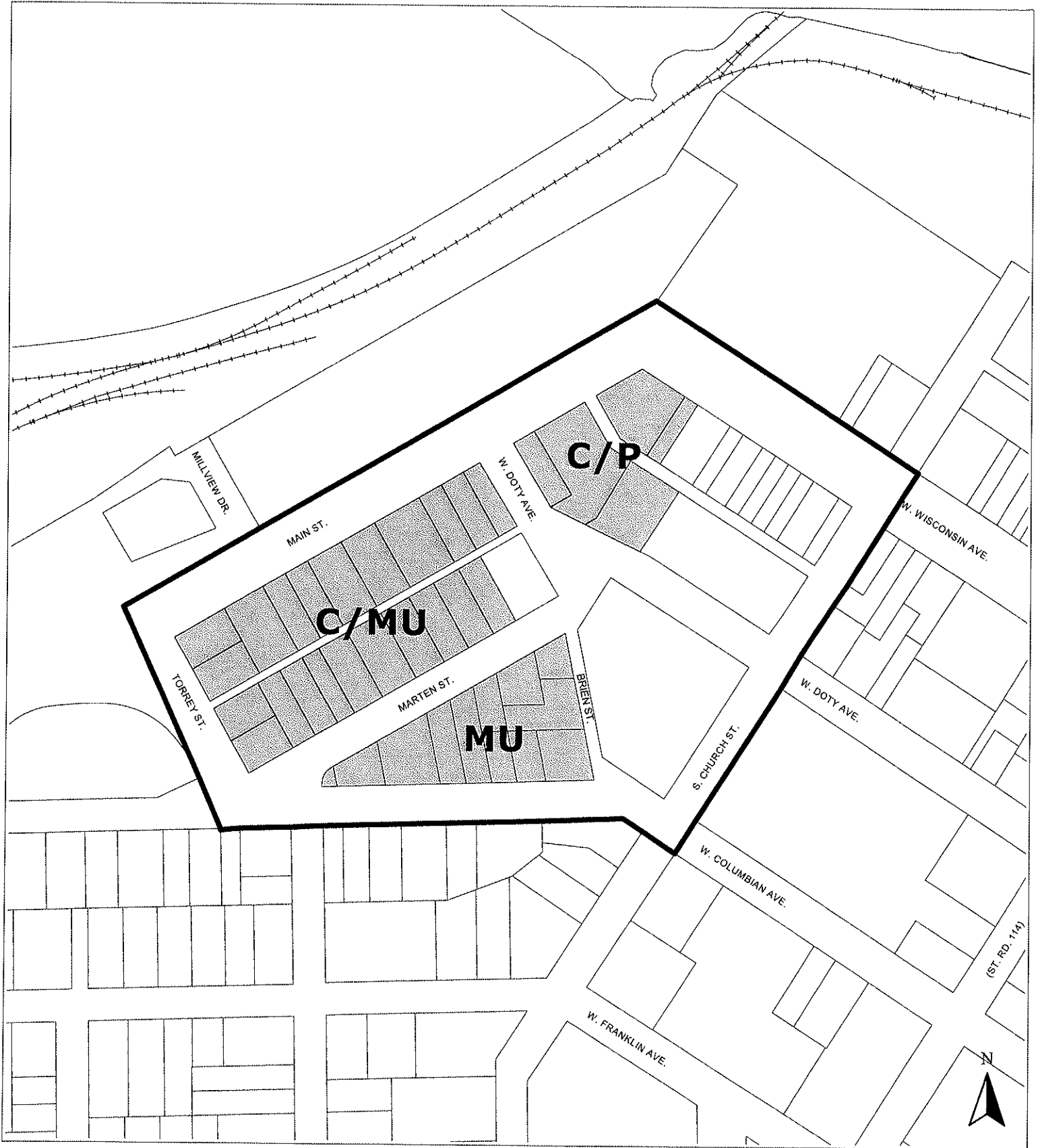


□ District Boundary

- R1 Single Family Residential
- R2 Two-Family Residential
- M1 Medium Density Residential
- M2 High Density Residential

- C1 General Commercial
- C2 Central Business District
- CH Community Health District
- I2 General Industrial

FIGURE 4
 POTENTIAL REDEVELOPMENT SITES AND PROPOSED USES
 REDEVELOPMENT AREA NO. 2 - DOWNTOWN GATEWAY
 REDEVELOPMENT PLAN



 Redevelopment Sites	C Commercial Use	MU Mixed-Use Development
	P Public Parking	

EXHIBIT A

BOUNDARY DESCRIPTION—REDEVELOPMENT AREA REDEVELOPMENT AREA NO. 2 – DOWNTOWN GATEWAY

Lands within the City of Neenah, Winnebago County, Wisconsin, more particularly described as follows:

Commencing at the Northeast corner of the intersection of West Wisconsin Avenue and South Church Street, hereinafter referred to as the Point of Beginning; thence Southerly along the East Right of Way line of South Church Street to the Southeast corner of the intersection of South Church Street and West Columbian Avenue;

Thence Westerly 60 feet to the Southwest corner of the intersection of South Church Street and Smith Street; thence Westerly approximately 630 feet to a point along the South Right of Way line of Smith Street; thence Northerly 60 feet to the Southwest corner of the intersection of Torrey Street and Smith Street;

Thence Northerly along the West Right of Way line of Torrey Street to the Southwest corner of the intersection of Torrey Street and Main Street; thence Northerly 100 feet to a point along the North Right of Way line of Main Street; thence Easterly along the North Right of Way line of Main Street to the point of confluence with West Wisconsin Avenue;

Thence Easterly along the North Right of Way line of West Wisconsin Avenue to the Point of Beginning.