



Conceptual Master Plan for Arrowhead Park

Alternative Concept Review Workshop 11.9.16

AGENDA

- Project Objectives & Timeline
- Prior Planning & Public Input
- Opportunities & Constraints
- Draft Guiding Principles
- Alternatives Presentation
- Discussion



Project Objectives

1. Final Consensus Plan
2. Develop Cost Estimates
 - Overall
 - Phased
 - O&M
3. Funding Opportunities
 - Grants
 - Partnerships
 - Endowment Strategies

Background

“...We feel that this park should become a major destination with multiple recreational opportunities and range of guests.”



Timeline

Task/Milestone	Date	Description
Stakeholder Meetings	September 28 th - October 12 th	Completed
Public Workshop No. 1	October 12 th	Draft Vision, Goals, Objectives
Leadership Mtg. No. 1	October 13 th	Direction for Alternatives Development
Vision & Park Program	October 17 th	Program Summary List
3 Alternatives Completed	November 7 th	
Leadership Mtg. No. 2 & Public Workshop No. 2	November 9th	Alternatives Review; Work Toward Consensus
Leadership Mtg. No. 3	November 16 th	Direction on Final Preferred Alternative
Draft Plan	December 5 th	
Present Draft Plan	December 15 th	Public Meeting
Present Final Report	January 16 th	Public Meeting

PRIOR PLANNING & PUBLIC INPUT

- Little Lake Butte Des Morts Park Properties Master Plan (December 2008)
- Loop the Lake Plans
- City of Neenah Park and Open Space Plan: Restore and Explore – Arrowhead Proposal
- City of Neenah Comprehensive Outdoor Recreation Plan (CORP)
- Wisconsin Statewide Comprehensive Outdoor Recreation Plan
- Neenah Waterfront Design and Development Master Plan (2001)
- City of Neenah Comprehensive Plan



City of Neenah
Comprehensive Plan Update 2040
Public Visioning Workshops Summary Report



City of Neenah
Comprehensive Outdoor Recreation Plan
2015 - 2019



The diagram illustrates the Design Thinking process as a sequence of four blue gears: Vision, Validate, Refine, and Implement. These gears are interconnected by three orange gears, each labeled 'Community Input', which represent the iterative nature of the process. The orange gears are positioned between the blue gears, indicating that community input is a continuous and integral part of the design thinking journey.

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Parks & Recreation
211 Walnut Street, 886-5060

Park and Recreation Facilities													
	DATE ESTABLISHED	ACRES	FEET OF SHORELINE	SHELTER	RUBBLE RESTROOMS	PICNICTABLES	GRILLS	FLOWER BEDS	PAVED TRAILS	WOODS NATURE AREA	OPEN SPACE	PLAYGROUND EQUIPMENT	BALL DIAMONDS
ARROWHEAD-350MilwaukeeDr.	1975	26.65	2400										
BALDWIN-3556BaldwinSt.	1974	2.90	830		X						X	X	
BILLMILLER-348KraftSt.	1993	6.22		X	X						X	X	1
CARPENTER-1500BreezewoodLn.	1998	102.13								X			
CASTLE OAK - 2600MarathonAve.	2007	3.00											
COOK-425W. N. WaterSt.	1941	1.80		X	X	X	X	X	X	X	X	X	
DOTY-701LincolnSt.	1922	9.25	1200	X	X	X	X	X	X	X	X	5	X
-----DotyCabin				Historic home of Governor James Duane Doty-June thru Labor Day Noon-4PM									
-----WhitingBoathouse-98FifthSt.	1956	0.50	85	X	X	X	X						
DOUGLAS-121DouglasSt.	1949	4.30		X	X	X				X	X		
FRESHAIR-405MapleLn.	1921	1.68	180		X					X			
GREATNORTHERN-735KensingtonRd.	2001	10.50		X	X	X	X	X	X	X	X	11	
TheGREEN-337ColumbianAve.	1843	1.60		X	X	X	X	X	X	X	X	2	1
ISLAND-200FirstSt.	1931	2.50	563	X	X		X	X					1
KIMBERLYPT.-260LakeshoreAve.	1929	3.50	830	X	X	X	X	X	X	X	X		X
LAUDAN-225LaudanBlvd.	1856	2.00						X	X	X			
LIBERTY-1801HighlandDr.	2005	2.65											
MEMORIAL-1131TullarRd.	1962	105.00		X	X	X	X	X	X	X	X	3	5
QUARRY-455CedarSt.	1973	5.00								X			1
RECREATION-6005 ParkAve.	1939	8.33	850	X	X	X				X			X
-----NeenahPool	1997			Water Slides, Concession Area, Sand Volleyball Court 886-5060									
RIVERSIDE-500E WisconsinAve.	1872	10.85	2050	X	X	X	X	X	X	X			X
SHATTUCK-210E WisconsinAve.	1915	1.60	400	X	X	X	X	X	X				X
SKATEPARK-2121MarathonAve.	1996	1.50		Skate Boarding, Biking, & In Line Skating									
SOUTHVIEW-200W. BellSt.	1995	27.40		X	X	X		X	X	X	X	4	1
WASHINGTON-631W. WinneconneAve.	1931	11.50		X	X	X	X	X	X	1	4	1	1
WILDERNESS-9405 ParkAve.	1971	10.45						X	X				
HERB&DOLLYSMITH- 167N LakeSt.	2006	2.50	900										

383 total acres, 10,088 feet of shoreline

Opportunities & Challenges

ARROWHEAD PARK, NEENAH, WISCONSIN



DRAFT GUIDING PRINCIPLES

Create a Great, Engaging Destination

- A unique draw for locals and visitors
- Multiple indoor and outdoor opportunities
- Connect with History
- Foster interaction and build community



DRAFT GUIDING PRINCIPLES

Build a High Quality, Enduring Park



DRAFT GUIDING PRINCIPLES

Embrace the Water

Create multiple opportunities to view, touch, listen, and appreciate the water



DRAFT GUIDING PRINCIPLES

**Provide a place for
healthy living**

Mindfulness, Relaxation,
& Recreation



DRAFT GUIDING PRINCIPLES

**Embrace the Natural
Environment**

Enhance
Fishing/Habitat/Wildlife



DRAFT GUIDING PRINCIPLES

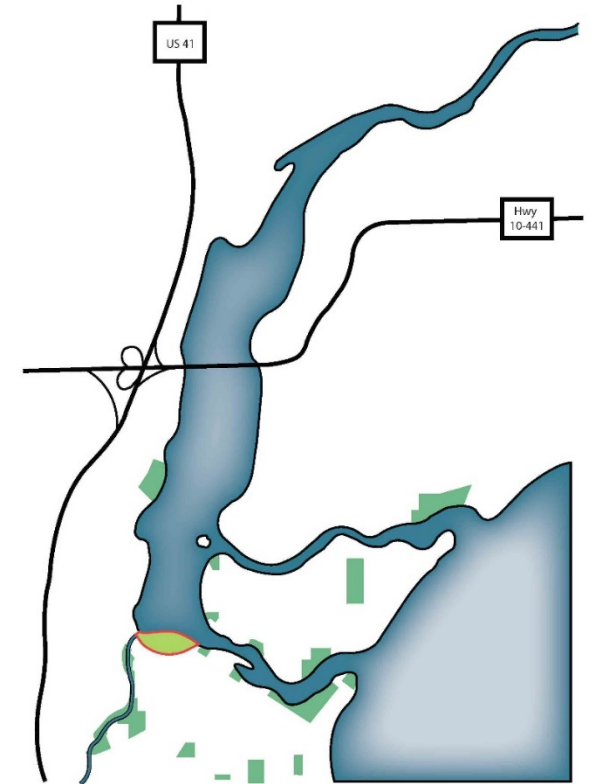
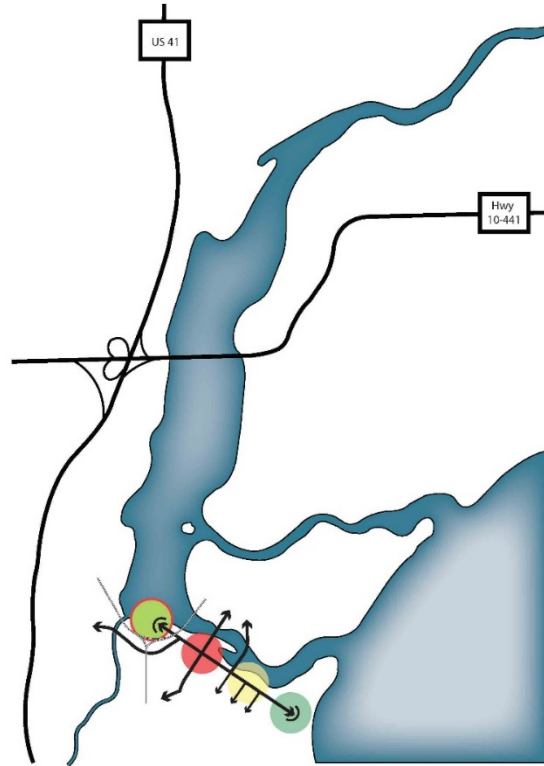
Leverage the park investment to encourage support economic development, including downtown, residential, & tourism



DRAFT GUIDING PRINCIPLES

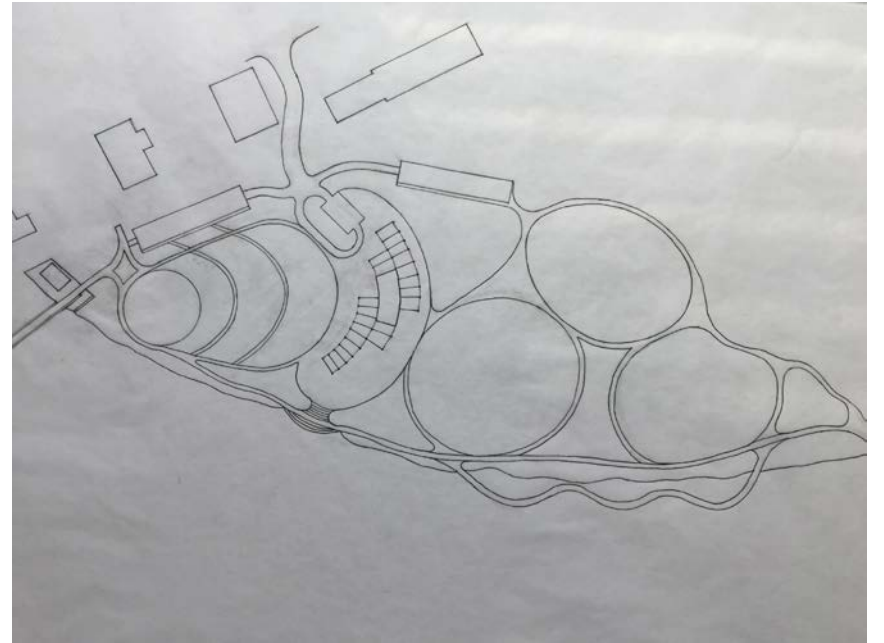
**Make the park
accessible to all**

Improve linkages
to and from
downtown,
neighborhoods,
rest of Fox Cities
and Wayfinding

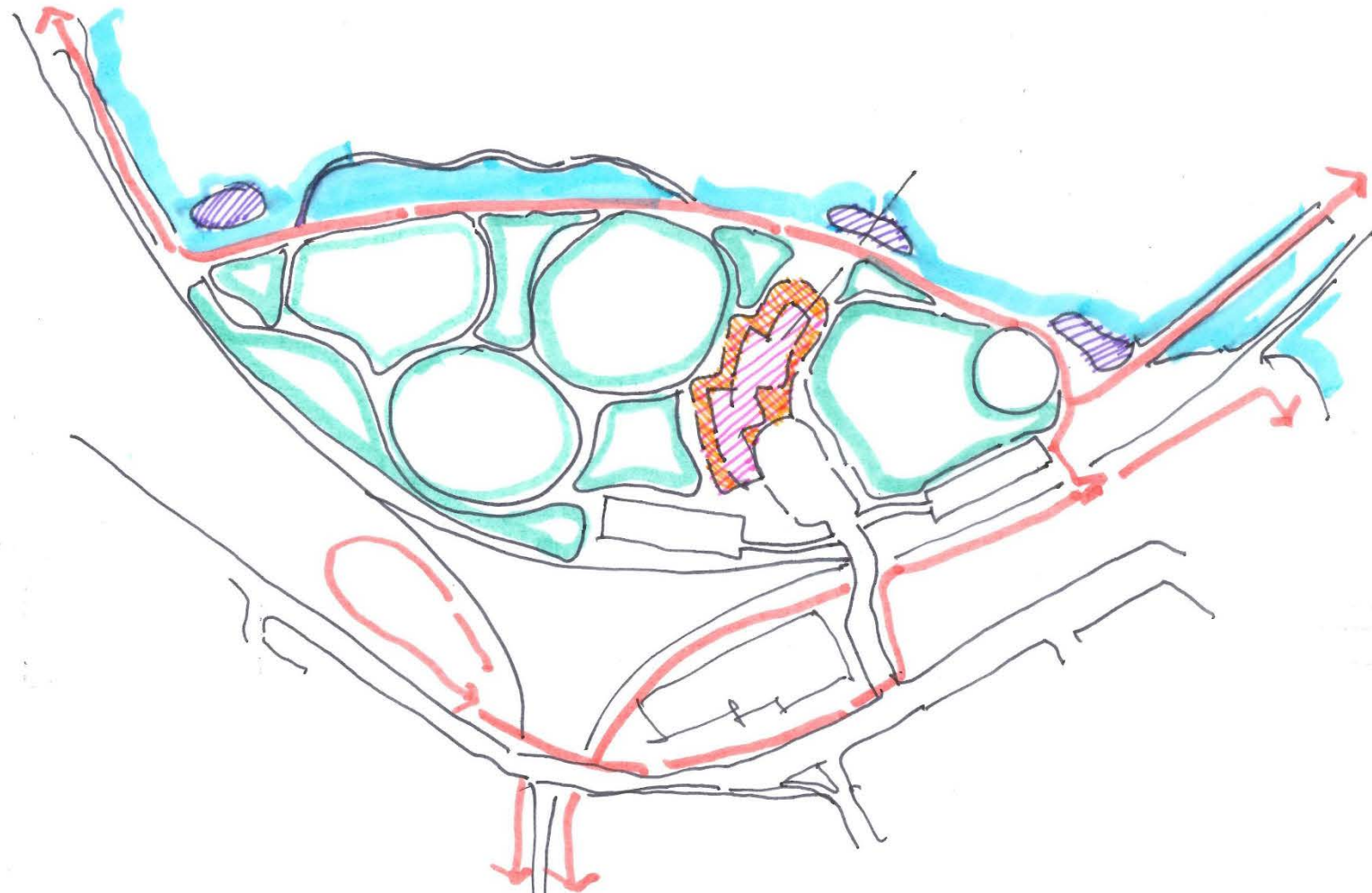


ALTERNATIVES

1. Naturalistic
2. Formal/Classical
3. Modern/Contemporary



Naturalistic



NATURAL INFORMAL APPROACH
SERIES OF OUTDOOR ROOMS.

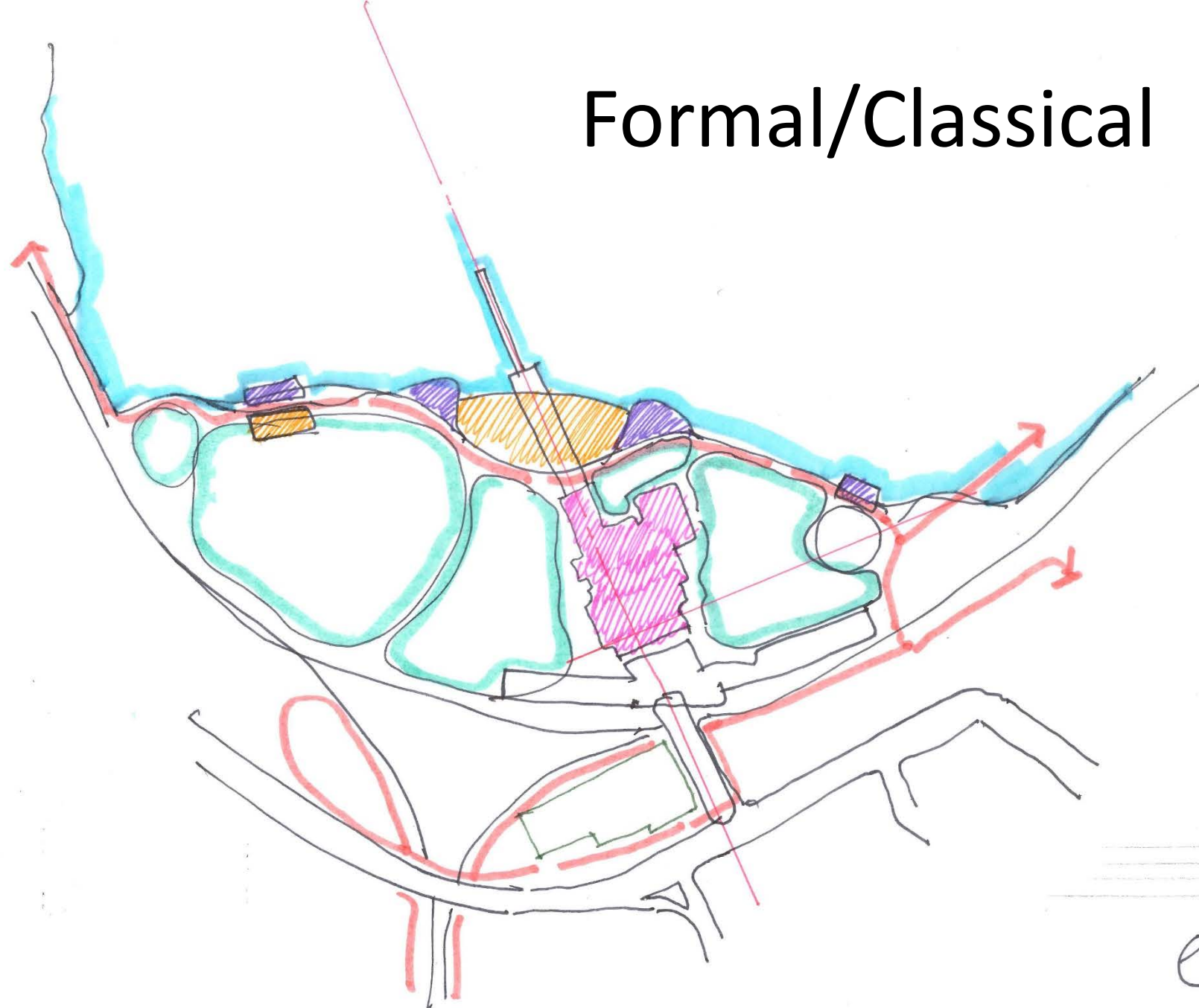


100 400

Naturalistic



Formal/Classical



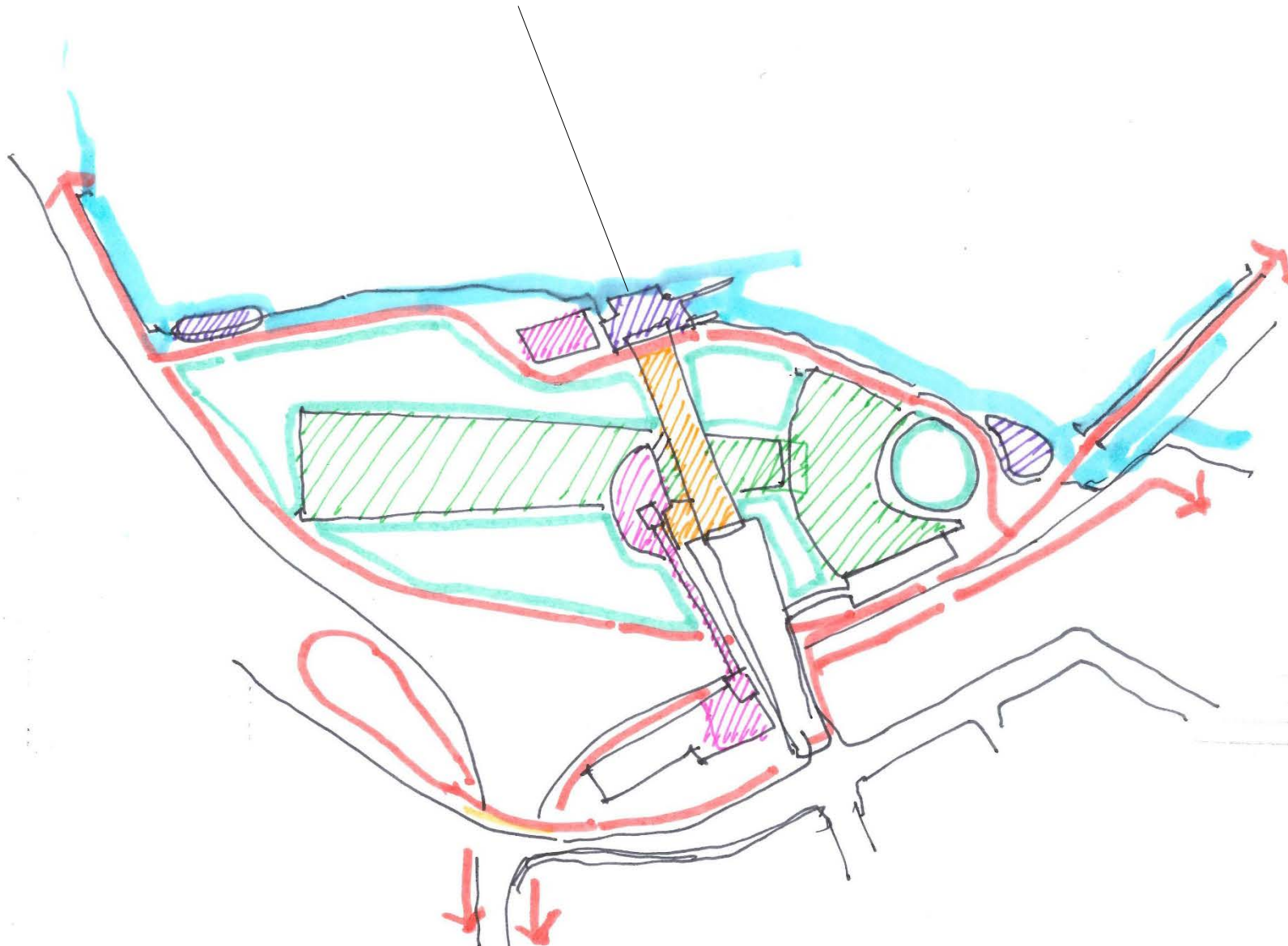
FORMAL AXIAL APPROACH
STRUCTURE, PLAZA, FISHING PIER, CENTER



Formal/Classical



Modern/Contemporary



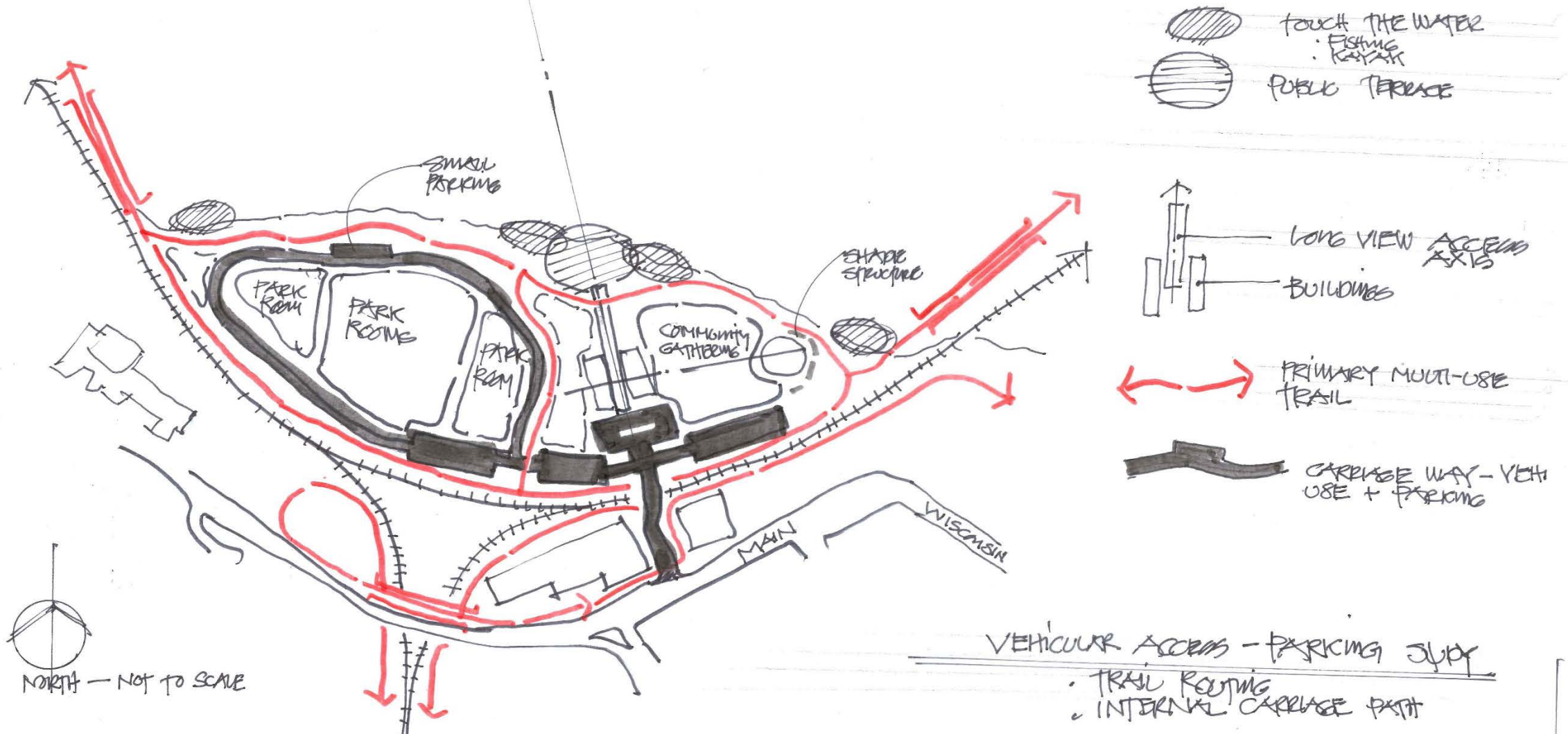
CONTEMPORARY EARTH FORMS
SCULPTURE + GARDENS.



Modern/Contemporary



Internal Park & Pleasure Drive



BUILDING OPPORTUNITIES



BUILDING OPPORTUNITIES



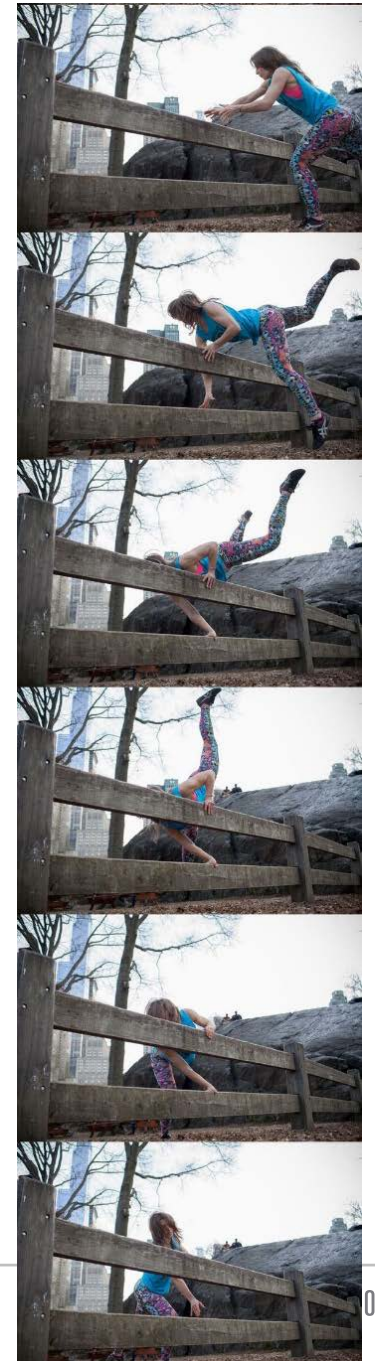
BUILDING OPPORTUNITIES



BUILDING OPPORTUNITIES



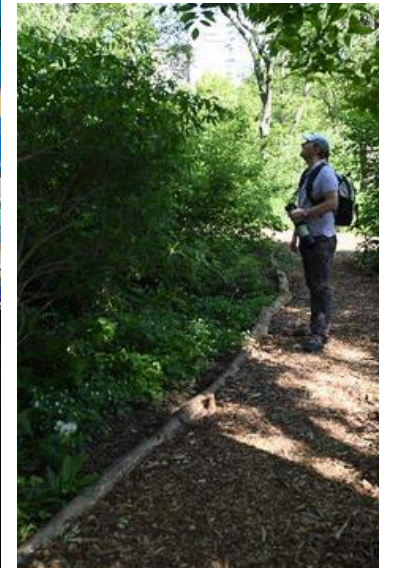
EXERCISE & PLAY OPPORTUNITIES:



EXERCISE & PLAY OPPORTUNITIES:



OBSERVATION & SEATING OPPORTUNITIES



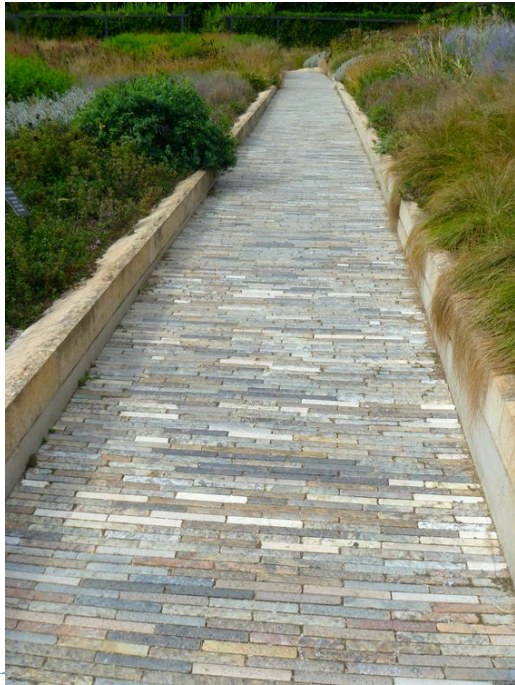
PIERS & BOARDWALK OPPORTUNITIES

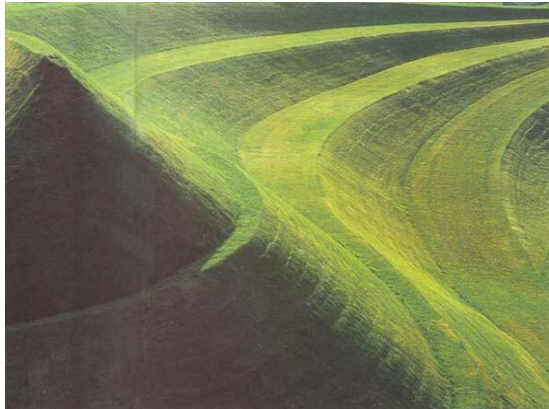
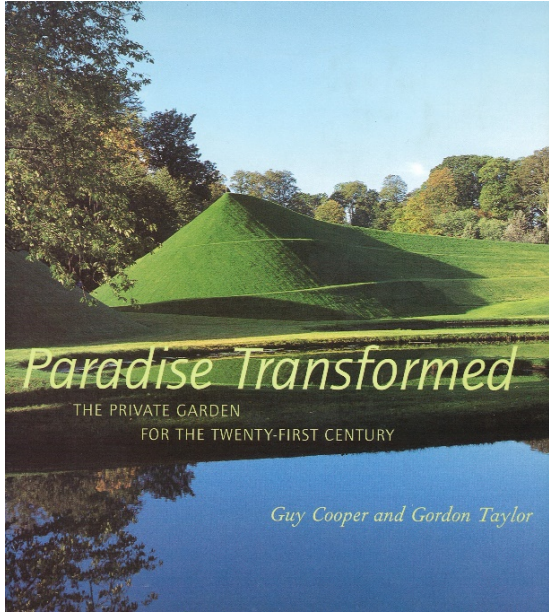


TRAILS & BOATING OPPORTUNITIES



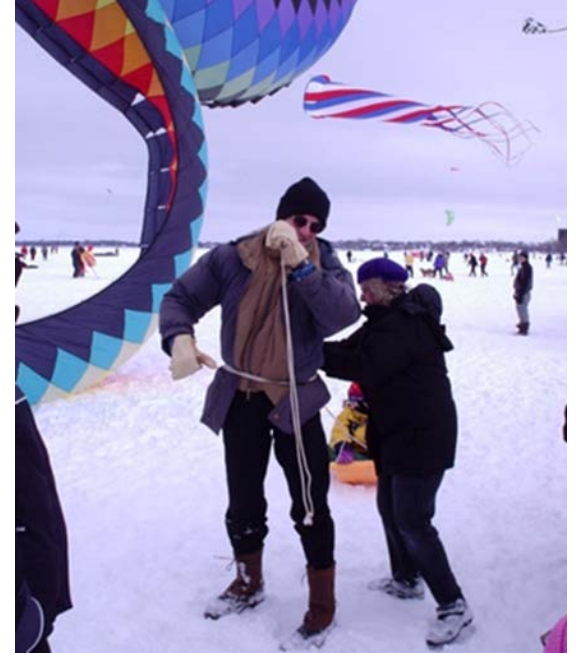
WELLNESS & REFLECTION OPPORTUNITIES





EARTH FORMS

WINTER OPPORTUNITIES



RESTORATION & EDUCATION OPPORTUNITIES:





If there is magic on this planet, it is contained in water
-Lauren Eiseley