

Zone Descriptions

Draft Conceptual Master Plan

Arrowhead Park
Neenah, Wisconsin



ZONES



Building a Better World for All of Us

Zone 1

The highlight of the zone is the paddle craft building that provides boat and equipment rentals, as well as a variety of programming, including educational classes. Attached to the building is a small concessions style restaurant where people can get drinks and food while enjoying lunch on the water. The surrounding plaza provides areas where people can meet up, or relax after a long day at work. The boat launch/pier allows for transient access to the site. Across from the paddle craft building a welcome plaza extends back into the site from the Loop the Lake Trail. It provides seating for users to rest, watch the trail users pass by, eat and drink.

Zone 2

Zone 2 is an important area of the park because it ties directly to downtown Neenah. The circular shape was kept in the design to be used as a community gathering space, including for recreational gatherings. The design is not intended to replicate what is already available in Shattuck Park. The design is intended to be flexible enough to accommodate a variety of users and evolve to meet user demand over time. The space will include shade structures to accommodate picnicking, relaxing, reading, as well as

gatherings such as birthdays, corporate luncheons, and other functions. The elongated lawn helps to funnel visitors towards the new building and plazas at the center of the site. Arbors help to frame the view of the lawn as well as act as gateways to the paths.



Zone 3

Zone 3 is a viewing area. This program element is a raised mound that will provide topographic relief to the flat site, sloping from higher ground nearer the railroad track to lower ground nearer the lake. This elevated area will allow visitors to gain a height advantage over the lawn allowing for views down to the lake and the community building. Looking to the north is where the playground would be located. This area could also be used as an entertainment venue or for outdoor weddings. Bands could set up in the lawn, while spectators use the hill to view concerts and performances.

Zone 4

Zone 4 contains some of the largest infrastructure improvements on the site. This area contains the new community building and plaza. The building could house many things but not limited to a museum, restaurant, educational classrooms, artist studio spaces, or rentable venue. An outdoor rooftop garden, café, and viewing area would become a regional destination for visitors. In addition to the building is a vehicle turn around and drop off into the site. This drop off contains 10 parallel parking spaces. An additional 60 parking stalls can be found on the park road where the maximum walking distance is approximately 300 feet. In comparison to a local Walmart store, this distance can vary from 300-500 feet from the farthest parking space and the front door.

Zone 5

Zone 5 is a large mound of earth that has been brought in to provide topographical sculpture to the site and to allow for a sledding hill, which would slope toward the new parking area. The surrounding edges of the hill would be a native prairie that would restrict the areas of sledding to the one slope and provide visual appeal from the new community building. 60 parking stalls are provided to the south along the carriage road adjacent the railroad tracks.

Zone 6

Zone 6 is a majority of natural spaces using earth mounds and native plantings. Some spaces within this area would/could be used for picnicking, sun bathing, playing recreational sports such as Frisbee or football. Bisected by an integrate network of trails, this area could also be used as an educational platform for many local schools and clubs to learn about but not limited to pollinators, small mammal habitat, and native prairies. Outdoor rooms, a labyrinth/maze, and winter activities provide additional draws to this zone.

Zone 7

Zone 7 is located at the end of the new carriage road. There is an additional 15 parking spaces for users to utilize seeking activities near this end of the park. Zone 7 acts as an entrance to the park from Herb and Dolly Smith Park. This area also includes the confluence of the Neenah Slough and Little Lake Butte Des Morts, and is a prime fishing area. A long boardwalk will provide greater access to the fishery while

also supporting ecological restoration efforts, walking, biking, bird watching, and other activities. Area 6 or 7 also could accommodate a small, well-designed dog park. Located on the far west end, a dog park would draw more users to the area throughout different times of the day.



Zone 8

Zone 8 provides multiple opportunities for visitors to touch the water. Enhancements include a long, sinuous boardwalk (longer than what is shown in the draft plan) and fishing pier at the western edge of the park, several observation and fishing areas, as well as a boat launch near the eastern edge of the park. Shoreline and aquatic restoration opportunities include native plantings, fish habitat improvements, bird nesting areas, and wetland restoration.