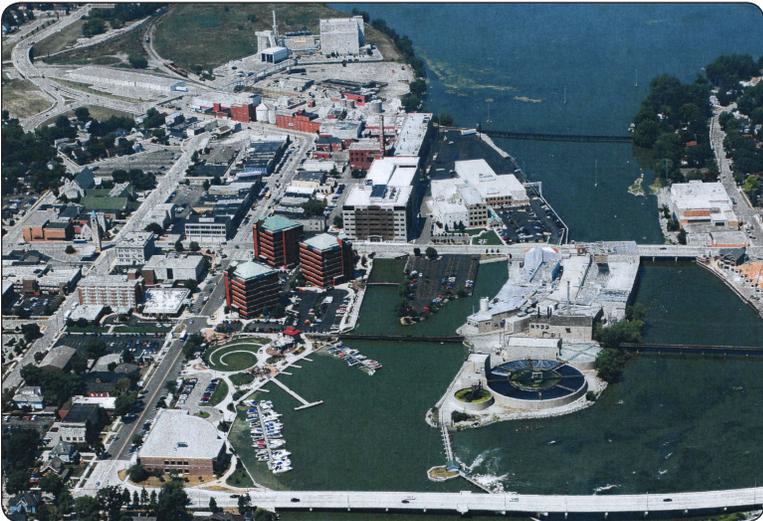


GLATFELTER MILL REDEVELOPMENT PLAN

CITY OF NEENAH



October 30, 2009

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PROJECT PURPOSE AND NEED

For many years the Glatfelter Paper Mill (and its predecessors) has had a significant economic and physical presence in the City of Neenah. In the summer of 2006 the Glatfelter company closed the plant and moved operations to other facilities, ending over 130 years of industrial activity at the site. The departure of mill operations has created an opportunity for the City of Neenah to consider redevelopment options for this 6.76-acre site located at the western edge of the Downtown and along the southern shore of Little Lake Butte des Morts. In the Spring of 2008 the City of Neenah engaged the services of Planning & Design Institute, along with Graef Anhalt & Schloemer and Associates, to prepare a master plan for the Glatfelter Mill site. As the planning process began, it was announced the Plexus Corporation, a Neenah-based company, intended to build its corporate headquarters on the Mill site.

The Glatfelter Mill Redevelopment Plan proposes a strategy for reclaiming a significant site in a strategic location that will have a critical impact on both the Downtown and entire community of Neenah in the years to come. The purpose of the project was to create a “concept level” site master plan to define a redevelopment vision for the site, provide a land use, infrastructure, and development framework, provide conceptual guidance on an architectural and design program at the site, and provide recommendations on integrating the new development into the fabric of the adjoining historic Downtown. In addition, a critical goal was to plan the Mill site to integrate with three proposed public park sites to the west along the southern edge of Little Lake Butte des Morts.

PLANNING AND DESIGN PROCESS

The planning process took place over the summer of 2008 and was organized around a project team steering committee that consisted of City staff and officials, representatives of business groups and organizations, and other project stakeholders including members of the Plexus development team. A series of meetings were held with the project team as the concepts were introduced and refined. Two public “open house” meetings were held in which the concepts were displayed to the general public for inspection and comment. Planning for the Mill site was dovetailed into a parallel and integrated planning effort for a series of public parks located to the west of the Mill site. The planning process for both projects was completed in the fall of 2008.

DESCRIPTION OF THE STUDY AREA

The project site, located on the western edge of Downtown Neenah, occupies an “L”-shaped parcel and is bordered on the south by Main Street and Wisconsin Avenues and on the north by a rail line operated by the Canadian National

Railroad. The surrounding context includes mixed-use activities including residential neighborhoods further to the south. To the west of the site is the former wastewater treatment facility for the Glatfelter Mill and a steam generation plant operated by Fox Valley Energy (Figure 1).



Figure 1. Glatfelter Mill facility prior to demolition

Site History

The project site has been the scene of industrial activity since the original settlement of the Neenah area. Originally the site was the location of a flour mill, which eventually gave way to a paper mill once the Fox River Valley became a focus for the industry. In 1904, Dedric W. Bergstrom and his son purchased the paper mill and established the Bergstrom Paper Company, which continued in operation until the plant was sold to the P.H. Glatfelter Company in 1979. In the 1950's the mill began to dispose of waste by filling the southern edge of Little Lake Butte des Morts with sludge produced from manufacturing processes, creating a landfill that later became Arrowhead Park. The Bergstrom Paper Company constructed various buildings on the site over the years including a power plant and smokestack at the eastern edge of the site. Buildings along the northern edge of the site incorporated a canal into their basements. In the summer of 2008, demolition work began to remove all remaining buildings on the site in preparation for redevelopment.

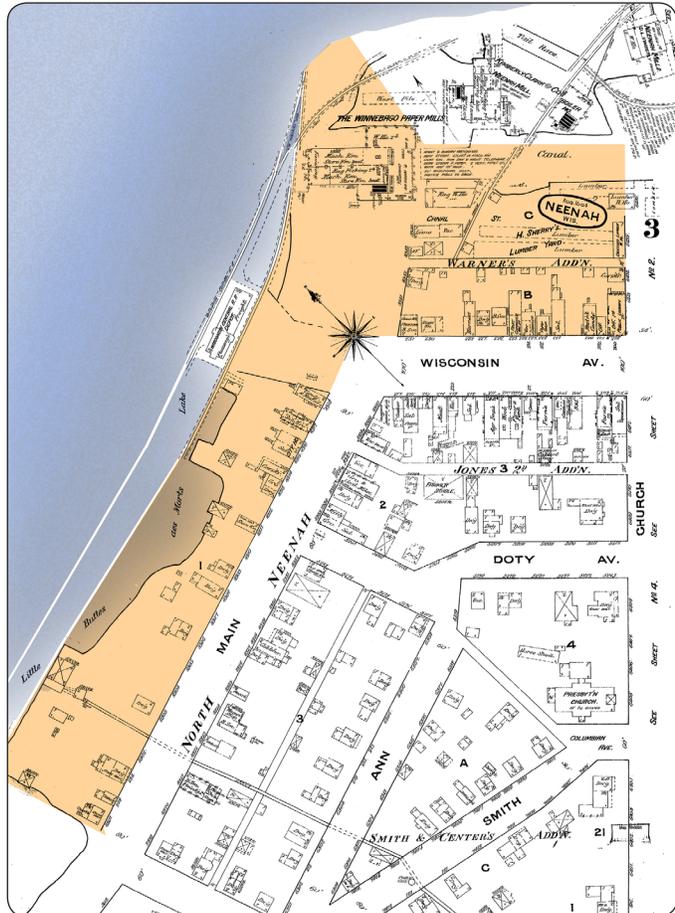


Figure 2. Sanborn Map of future Mill site, 1884.

Site Context

The Mill site is situated in a business district that consists of a mix of commercial and industrial structures. To the east of the site is the Downtown, comprised of 2-3 story primarily masonry buildings that front Wisconsin Avenue and exhibit a mix of architectural styles typical of a historic commercial district

that developed during the early 20th century. Parking is provided along both sides of Wisconsin Avenue, and in surface lots behind the buildings. Several businesses have a secondary rear entrance accessible from these parking lots. In addition, the Church Street ramp provides structured parking.

To the north of the site is an industrial facility and parking lot with views beyond toward the Lake. Several one and two-story commercial buildings, along with vacant lots, are located to the south and east of the site, across Main Street. Because of the condition and uses of these properties, this area does not feel connected physically or perceptually to the Wisconsin Avenue “Downtown” district. Southward from this area there is a gradual transition into residential neighborhoods.

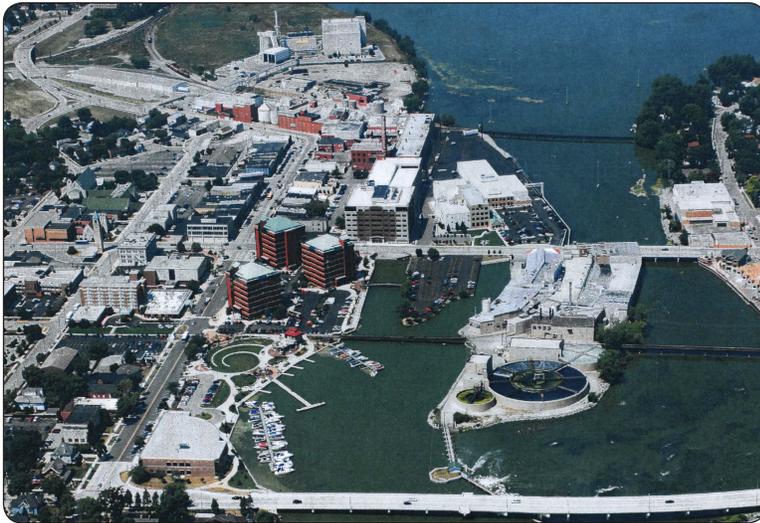


Figure 3. Glatfelter Mill and urban context

The Canadian National rail line forms a distinct western boundary for the Mill site. Paralleling the track is the steam line for the Fox Valley Energy plant. The current wastewater facility will be removed in the demolition process to become a waterfront park. The dominating visual presence of the Fox Valley Energy plant will need to be acknowledged in the redevelopment concepts (figure 3).

PROJECT ANALYSIS

The redevelopment of the Mill site presents a challenge, as development concepts and proposals must address the physical complexities of the site and its environs in addition to meshing with realistic economic development

expectations regarding the amount and type of land uses and business activity that can be successful on the site. Since the Mill buildings and structures will be demolished, the project analysis focuses upon the capacities and condition of current infrastructure, the effect of remediation issues on future development possibilities, and the condition and character of the surrounding neighborhood context.

Utility Infrastructure

The Glatfelter Mill site is located north of West Wisconsin Avenue, west of Main Street and west Church Street in the City of Neenah. It is bounded by the Canadian National Railroad to the west, the Fox River to the north, and Kimberly-Clark Corporation Experimental Mill to the northeast. This was previously occupied by a paper mill, including all manufacturing and support buildings and the site infrastructure needed for its operation. The areas not taken up by buildings are generally paved with either asphalt or concrete. The existing structures on the site are currently undergoing demolition. The site contains several areas of concern for soil contamination and is listed on the DNR remediation and redevelopment website as a site undergoing cleanup. The site generally slopes to the north and east from West Wisconsin Avenue and Church Street towards the Fox River and Little Lake Butte des Morts.

Access

The site can be accessed from Church Street as well as by a small alley located along West Wisconsin Avenue.

Water Main/Fire Service

An existing 10-inch water main is located within Church Street. An existing 6-inch water main runs within the westbound lane of West Wisconsin Avenue for a short distance east of Main Street. This line turns at the intersection

with Main Street and continues within the eastbound lane. Fire hydrants are located on West Wisconsin Avenue at its intersection with Main Street and on Church Street approximately 120' northeast of its intersection with West Wisconsin Avenue. Water pressures and available supply volume are adequate to service the site, however some gaps in the piping system exist and the pipe itself within the site is aged.

Sanitary Sewer

An existing 15-inch vitrified clay pipe sanitary sewer main crosses Church Street diagonally from the Canal Street intersection and continues along the west side of Church Street to West Wisconsin Avenue. At that location, the pipe discharges into an existing 12-inch sanitary sewer main in West Wisconsin Avenue. This sanitary sewer main flows to the west beneath the parking lanes along the north side of West Wisconsin Avenue. At the intersection of West Wisconsin Avenue and Main Street, the main turns to the south and increases in size to 18-inches. The sanitary main again increases in size to 30-inches pipe at Millview Drive. The piping system continues to the north along Millview Drive and connects to a 60-inch sanitary interceptor that flows along Little Lake Butte des Morts. The interceptor main follows the shoreline to the northeastern edge of the Glatfelter wastewater treatment plant where it continues east across Little Lake Butte des Morts. Several sanitary sewer laterals serve the buildings within the Glatfelter property. Many of these laterals will be capped and/or removed during demolition activities. While some of these pipes are aged, they are in satisfactory condition and will continue to function for quite some time. The pipe depths are sufficient to allow connection for new development and capacity is available for further development to occur.

Storm Sewer

During the original construction of the mill, process water was needed for operations. Thus a channel was constructed that diverted water from the Fox River to the mill. A portion of the channel directly east of the Mill site was recently removed during a separate building project and replaced with three 72-inch storm sewer pipes from Commercial Street to Church Street. On the west side of Church Street, within the Mill site, an intake channel chamber exists where the three 72-inch pipes discharge. From this point west, the water is conveyed in one 48-inch and one 72-inch storm sewer pipe beneath the main mill building and adjacent railroad lines to an outfall along Little Lake Butte des Morts. Storm runoff collected from the interior of the Mill site is discharged to these pipes. A 12-inch concrete storm sewer main runs parallel to the existing mill building along the north property line and discharges to Little Lake Butte des Morts. Storm runoff from the adjacent paved area on the Kimberly-Clark property is collected by inlets along this main. In addition, building roof drains discharge underground to these inlets.

A 15-inch storm sewer main approximately 11 feet deep flows to the south along Church Street. This storm sewer line discharges to the 24-inch main in West Wisconsin Avenue. A 24-inch storm sewer main flows to the west along West Wisconsin Avenue at a depth of approximately 13 feet. This main turns to the southwest at Main Street and increases in size to 36 inches at the alley immediately south of West Wisconsin Avenue. At Millview Drive this storm sewer line flows to the north and increases in size to 60 inches. This line ultimately discharges to Little Lake Butte des Morts to the north. Plans on file with the City of Neenah indicate that this storm sewer line is submerged to

an elevation of approximately 738.0 by the normal water surface elevation of Little Lake Butte des Morts.

Additional Utilities

Large overhead electric transmission lines cross the railroad tracks at the farthest north corner of the Mill site and run along the north property boundary. The lines turn to the south and continue along the west side of Church Street. Several power poles are located along the transmission line route directly adjacent to the site. An overhead electrical service connects to an existing building on-site approximately 100 feet north of West Wisconsin Avenue along Church Street.

An underground telephone service runs beneath the parking lanes along the north side of West Wisconsin Avenue. This service turns and continues beneath the west sidewalk on Main Street. A service connection links to an existing building on the property from south of Church Street.

A 10-inch gas main runs along the West side of Church Street adjacent to the project site. This main connects to an existing 10-inch gas main running beneath the center of West Wisconsin Avenue, turning at the intersection with Main Street and continuing west just inside the south curb of the roadway. A gas service line extends into the site from the Church Street main immediately northeast of the existing smoke stack.

An existing steam line runs along the site's north and west property lines on the roof of the existing main buildings. Near the east property line the steam line drops below grade and turns to the east to service the adjacent property. This line will remain in service and will be relocated to ground level along the same general alignment.

Environmental Issues and Considerations

The Glatfelter Mill site is located along the Fox River and adjacent to Little Lake Butte des Morts. This area of Neenah has a long history of commerce and industry. For the area to be developed, fill has been placed for a significant number of years. The material used for fill was diverse and often whatever waste material was available was dumped. The mill also was a heavy industry utilizing various substances such as petroleum, solvents, and ash.

The City of Neenah retained Northern Environmental to complete environmental investigations on the site. The Phase I and Phase II Environmental site assessments were completed. These investigations included records research, site reconnaissance, review of historical site uses, and soil borings including sampling of soils and groundwater. Analytical testing of the soil and groundwater was performed. The results of the analyses identified several areas of concern where hazardous substances were detected. Several underground storage tanks were previously on the site and since removed. Some of the substances that were detected include petroleum, Volatile Organic Compounds (VOC's), ash, and traces of other contaminants.

Discussions with WDNR, Northern Environmental, and the City are ongoing. These discussions and negotiations will ultimately result in an agreed upon handling and remediation plan for the disturbed or excavated material from the future redevelopment. In general, the material excavated is considered special waste and as such can either be reused on site as fill or, if excess and requiring removal, disposed of at a hazardous waste landfill. Final determination of the handling requirements for the material is forthcoming. The other primary remediation requirement is that the entire site needs to maintain an impervious

cap. This will be done with the combination of pavements, roofs, or a 2-foot clay layer to prevent the infiltration of surface water into the contaminated soil layers.

The contaminated soil areas of concern have been identified on the existing Mill site through numerous soil borings and geoprobes. One area is located along the Church Street property line beneath the asphalt pavement surrounding the channel intake. A second location is along and primarily within the Canadian National Railroad right-of-way. The third identified area is in the

parking area of the Phase 2 portion of the Mill site redevelopment. The locations and extents of all known contaminated soils on the site are shown on the environmental exhibit map (figure 4). Additional areas of contamination may exist throughout the site as the environmental work is completed. Construction on contaminated soil areas must be approved by WDNR. Excavation activities must be monitored to ensure contamination is not spread and that the material characterized upon excavation.

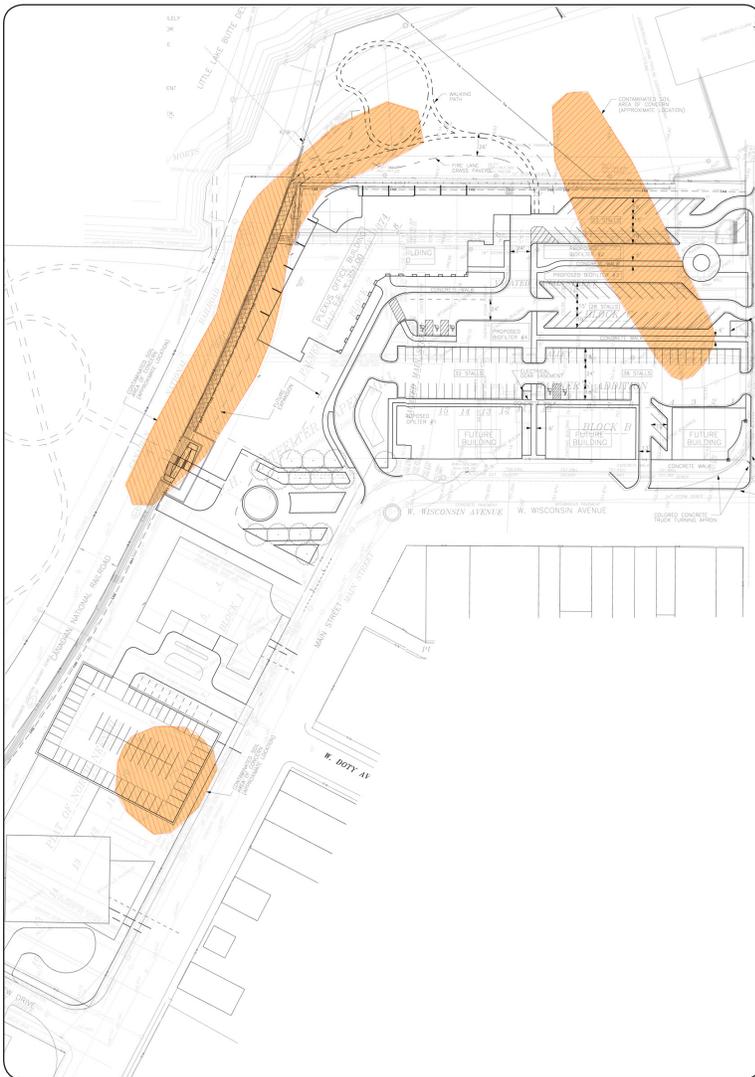


Figure 4. Environmental Exhibit Map

Urban Design and Architecture

Since any proposed redevelopment will need to complement the existing Downtown, it is important that existing patterns of urban design and architecture of the Downtown and surrounding areas be recognized and applied during the conceptualization of the Mill site plan. The site should be seen as the last “piece” of Downtown, effectively extending the urban character westward, to meet with the series of waterfront parklands.

Wisconsin Avenue and Main Street serve as the principal streets that give identity and access to the Downtown. Most of the existing buildings are built up to the sidewalk edge, creating a “street” wall which helps define the street as an outdoor room. It is important that this character be maintained along the street edges in the new development areas. Most buildings have a façade design that features a pronounced “base, middle and top” compositional arrangement with an emphasis on a transparent glazed “storefront” character along the ground floor. The mix of activity includes a variety of commercial businesses including restaurants, retail establishments, service providers, and some office use located primarily on the upper levels. Wisconsin Avenue itself features historic light fixtures and other streetscape elements which create an atmosphere conducive to pedestrian activity. Several businesses have outdoor seating or displays that contribute to the interesting street character.

Immediately north of Wisconsin Avenue the Canal Street area provides access to the Church Street Parking Ramp and a parking lot located just behind

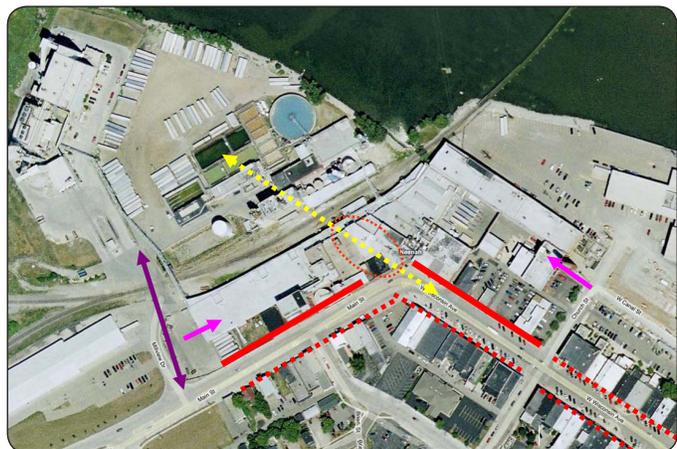


Figure 5. Site Analysis Diagram

the Downtown businesses. The Canal Street area does continue a pedestrian connection eastward eventually linking to Commercial Street. While the Canal Street area provides primarily service access, efforts have been made to make the character of the area look more like a “front” rather than a “back” as several of the buildings along Wisconsin Avenue have secondary entrances that open out to the Canal Street parking lot, with some even featuring outdoor eating areas or gardens. For the most part, trash receptacles and other service components have either be effectively screened or designed to contribute to the character of the area.

The Mill site occupies an important location within the Downtown that is emphasized by the way in which the site is approached via neighboring streets. From the south and east, approaching northward along Main Street, the entire site is visible from the top rail of the overpass bridge, and creates an important gateway experience as one first enters the Downtown. This allows a great opportunity for the redeveloped Mill site to set the tone and establish a positive entrance experience into the Downtown from the west. Conversely, as one travels westward along Wisconsin Avenue, the Mill site terminates the Wisconsin Avenue view corridor, now ending in a multistory unadorned brick wall, and establishes the final impression of the Downtown as one departs to the south and west.

Traffic Circulation and Parking

The site is well-served by road systems, with primary access along Main Street and Wisconsin Avenue. Access points to the redeveloped site should be at points that integrate with the existing city grid and neighboring street network as much as possible. Much truck traffic occurs through the project area, particularly along Church Street, Wisconsin Avenue, and Main Street. At

the southern end of the site, Millview Drive provides truck and vehicular access to the Fox Valley Energy plant and will also serve to provide vehicular access to the proposed waterfront parks. Vehicular access along the north and west sides of the site is limited or impossible due to surrounding uses such as the railroad, waterfront, or adjoining properties. Parking in the vicinity is provided in the form of on-street parking, parking lots, or parking structures. It is anticipated that in order to achieve desired densities of redevelopment on the Mill site, additional structured parking opportunities will need to be explored.

Pedestrian Access

While the Mill site is now off-limits to pedestrians, the potential exists to design the site in a way to encourage pedestrian access from adjoining Downtown areas. Wisconsin Avenue is an attractive and interesting street that sees much pedestrian usage. The Mill site redevelopment should be able to capture and augment this existing pedestrian realm if the site design provides adequate pedestrian linkages and promotes land uses and activities that are conducive to pedestrian interest and use. Creating a “destination” at the end of Wisconsin Avenue will help create a draw to bring pedestrians westward from the existing Downtown.

Integration with Neighboring Green Space

Downtown Neenah is fortunate to have a wealth of public open space in the form of waterfront parks, a riverwalk, and attractive streetscapes. The redevelopment plan should establish the Mill site as an integral component within the public space network and look for ways to either create new components or provide connections to existing and future open spaces.

Given that the site is located between the existing Downtown and the proposed waterfront parks, there is great opportunity to provide a linkage through the site to connect the Downtown and the urban waterfront. This connection could occur as an open space or plaza at the western end of Wisconsin Avenue, leading directly into the new park space. Other pedestrian pathways through the site should be considered to provide linkage to the waterfront wherever possible.

Economic Development and Market Analysis

A separate and parallel effort to this redevelopment plan is a Market Study for the Glatfelter Mill Redevelopment Project, authored by Lexington Realty Services. The intent is that the redevelopment concept for the site reflect findings and recommendations of the Market Study. The Market Study identified realistic land uses and projected development build-out totals under “normative,” “optimistic,” and “pessimistic” scenarios. The redevelopment plan strove to meet the levels suggested by the normative and optimistic scenarios, allowing flexibility in the plan to respond to development markets.

The Market Study provided a summary conclusion that noted there is sufficient market demand for office, retail and multifamily residential rental development on the Mill site. The study did not recommend condominium residential development on the site due to weaknesses in the current (summer 2008) for-sale condo market, and due to doubts that the site would offer suitable locations and amenities for residential condominium development. Considering site attributes, existing and proposed neighboring land uses, the proposed location of the Plexus Global Headquarters, and the demand estimates for office and retail space on the Mill site, the study recommended initial office and retail development be concentrated on the east end of the

site, nearest to the more vibrant portion of the Downtown district along Wisconsin Avenue. Additional office, limited retail, and residential apartment space was proposed in later phases on the “southern” leg of the site, along Main Street. Specific development uses and totals that served to guide this redevelopment plan can be found in the Market Study.

MILL SITE OPPORTUNITIES

Project Objectives

Following the analysis of the Mill site, the following project objectives were established to guide redevelopment conceptualization.

Redevelopment

Endorse the realization of the redevelopment plan through phased implementation. Focus efforts to develop acreage adjacent to Wisconsin Avenue prior to developing parcels that front Main Street.

Promote redevelopment of vacant and City-owned parcels located along the east side of Main Street in tandem with redevelopment of the Mill site.

Land Uses

Extend the retail component of the Downtown by promoting new ground-level retail uses within new development along Wisconsin Avenue and Main Street.

Promote office uses, and limited residential uses within upper floors of new development along Wisconsin Avenue and Main Street.

Promote a strong residential component that considers rental property during the latter phases of development along Main Street.

Public Uses

Promote design solutions that accommodate above-grade infrastructure (Fox Valley Energy) as well as the needs of future tenants and patrons within the redeveloping areas.

Reestablish visual access from Wisconsin Avenue and Main Street to Little Lake Butte des Morts.

Incorporate public space amenities that include resting places, plazas, promenades, gardens and other open features.

Circulation and Parking

Ensure an appropriate quantity of surface parking to serve patrons and employees of future office and retail establishments.

Utilize the existing public parking ramp (Church Street) for accommodating parking needs of future office and retail tenants.

As parking demand increases, consider the need for public and private stacked parking facilities to serve future office, retail and residential uses. Stacked parking facilities may be constructed in phases.

Provide vehicular circulation within the redevelopment area that affords a high degree of convenience and connectivity to urban streets.

Prioritize the establishment of a pedestrian circulation system that represents an integrated component of the site plan. Ensure that pathways are logically extended to existing pedestrian routes for ease of wayfinding.

Facilitate safe pedestrian crossing of the rail corridor that borders the west boundary of the Mill site, thereby providing a physical and logical pedestrian connection between the Downtown and Arrowhead Park.

Architecture

Ensure that the setback, facades, composition, proportion, scale, height and design of new buildings that front Wisconsin Avenue correspond to the historic context of the downtown environment.

Development Concepts

Plan Description: Urban Design

The plan describes an urban design framework that acknowledges the importance of extending the fabric, scale and urban block structure of the existing Downtown into the Mill site. The intent was to extend the existing street grid into the site wherever possible and to encourage building placement at the perimeter of the block faces, continuing the urban pattern of the adjoining Downtown. At the western end of Wisconsin Avenue a new public plaza has been proposed to create a gateway linking the Downtown to the waterfront and new public parks (figure 6).



Figure 6. Framework Diagram

Plan Description: General

The plan indicates an illustrative vision of a potential desired site configuration for the Mill site. The site is divided into a phase one (located north of Wisconsin Avenue and the new “Public Plaza”) and a phase two (located south of Wisconsin Avenue and the Plaza), which roughly correspond to the intended development and construction timeline (figure 7). In addition, there is an alternative development option indicated for phase two (figure 8).

Plan Description: Uses

Mixed-uses are envisioned for the Mill site in accordance with conclusions and recommendations outlined in the current Market Study prepared by Lexington Realty Services. A list of development data associated with the concept and the alternative can be found in the Appendix. Anchoring the site is the Plexus Global headquarters, which will become an important catalyst for further development. A series of mixed-use retail/office buildings is proposed along the northern edge of Wisconsin Avenue offering an opportunity to attract businesses that will complement the existing mix of Downtown businesses. A combination of on and off-street parking is proposed to serve the needs of new and existing businesses. Development in phase two is expected to also feature mixed-uses including potential hospitality, office, retail, and residential components as indicated on the plan. In order to achieve a reasonable development yield on the site, in accordance with the expectations outlined in the Market Study, structured parking is proposed as an eventual component of phase two. In early development stages, a surface parking lot could be provided on the footprint of the proposed parking structure to provide for interim parking needs.



Figure 7. Redevelopment Concept Phase I and 2

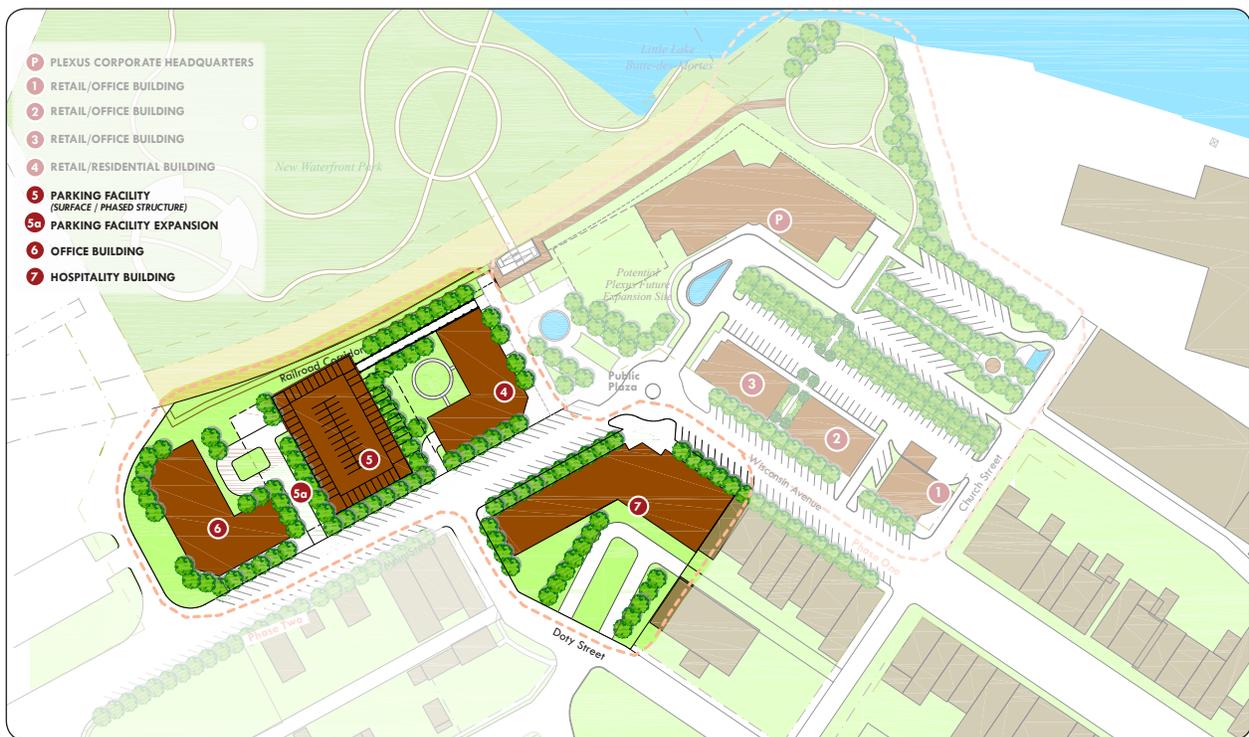


Figure 8. Phase 2 Alternative Development Option

The development option shown for phase two indicates a more intensive approach for the site that follows the more optimistic scenario outlined in the Market Study. It also shows a development opportunity for a potential hospitality use on a parcel across the street from the Mill site, just north of Doty Street and south of the Wisconsin Avenue/Main Street junction.

As part of the process to develop the plans, an additional “low intensity” development concept was outlined. This concept featured a minimal amount of development on phase two, without structured parking. While this concept was determined not to yield enough development to justify costs, it is included in the Appendix for comparison and informational purposes.

Plan Description: Architecture

The Mill site is expected to redevelop over time, responding to both the needs of the development market as well as the desires of the community. The expectation is that the architectural design character of the new development will be high, and serve to complement the existing Downtown environment. New buildings within the Mill site should exhibit a sense of overall coordination and share a sense of relatedness that does not rely on following one “style” or design approach.

As indicated in the redevelopment plan, the proposed buildings along the north side of Wisconsin Avenue are critical in “completing” the west end of the Downtown. It is important that these buildings are especially sensitive in relating to the scale and character of the existing Downtown architecture. Ideally these buildings should be two stories in height and exhibit an architectural character that relates more directly to various styles of the existing buildings along Wisconsin Avenue. Since these buildings will have public parking to the rear, they need to be designed with “four fronts” meaning that all sides of

the buildings will require quality composed design. Outdoor spaces such as cafes and eating areas are encouraged to the back of these buildings, where appropriate, to encourage some social activity. These uses would be secondary, with primary social and active use along the street fronts.

Buildings to the west, south and north of this area can exhibit more contemporary themes and greater heights. The portion of the redevelopment site to the south of the proposed plaza that terminates Wisconsin Avenue is seen as an area where taller buildings could be located. Taller buildings in this portion of the site should have a 2-3 story “base” along Main Street and the new plaza, with rest of the building set back from this base.

In order to help create a sense of relatedness among the various buildings, a common “palette” of materials could be considered as a design strategy. For example, one possibility would be to suggest that a certain brick color, such as a reddish tone (not necessarily the same color on all buildings), be used as a common material on all buildings. Other materials suggested within the site development guidelines could be used in various combinations to help create diversity (figures 9-11).



Figure 9. Viewing west into Plexus Corporation Campus from Church Street



Figure 10. Viewing west toward intersection of Wisconsin Avenue and Main Street



Figure 11. Public Plaza at intersection of Wisconsin Avenue and Main Street

Plan Description: Civil and Environmental Engineering

Storm Sewer/Stormwater Management

The existing site is fully developed with buildings, parking and other impervious areas. According to the Wisconsin Administrative Code Ch. NR151, this site is characterized as a redevelopment. The Construction Site Performance Standards (NR151.11) are required to be met. Post-Construction performance standards for stormwater quality will also need to be met, which means that a 40% total suspended solids (TSS) reduction for stormwater runoff will need to be achieved. Runoff from the perpendicular parking and two-way drive areas will be collected by catch basins and conveyed by gravity flow to the existing

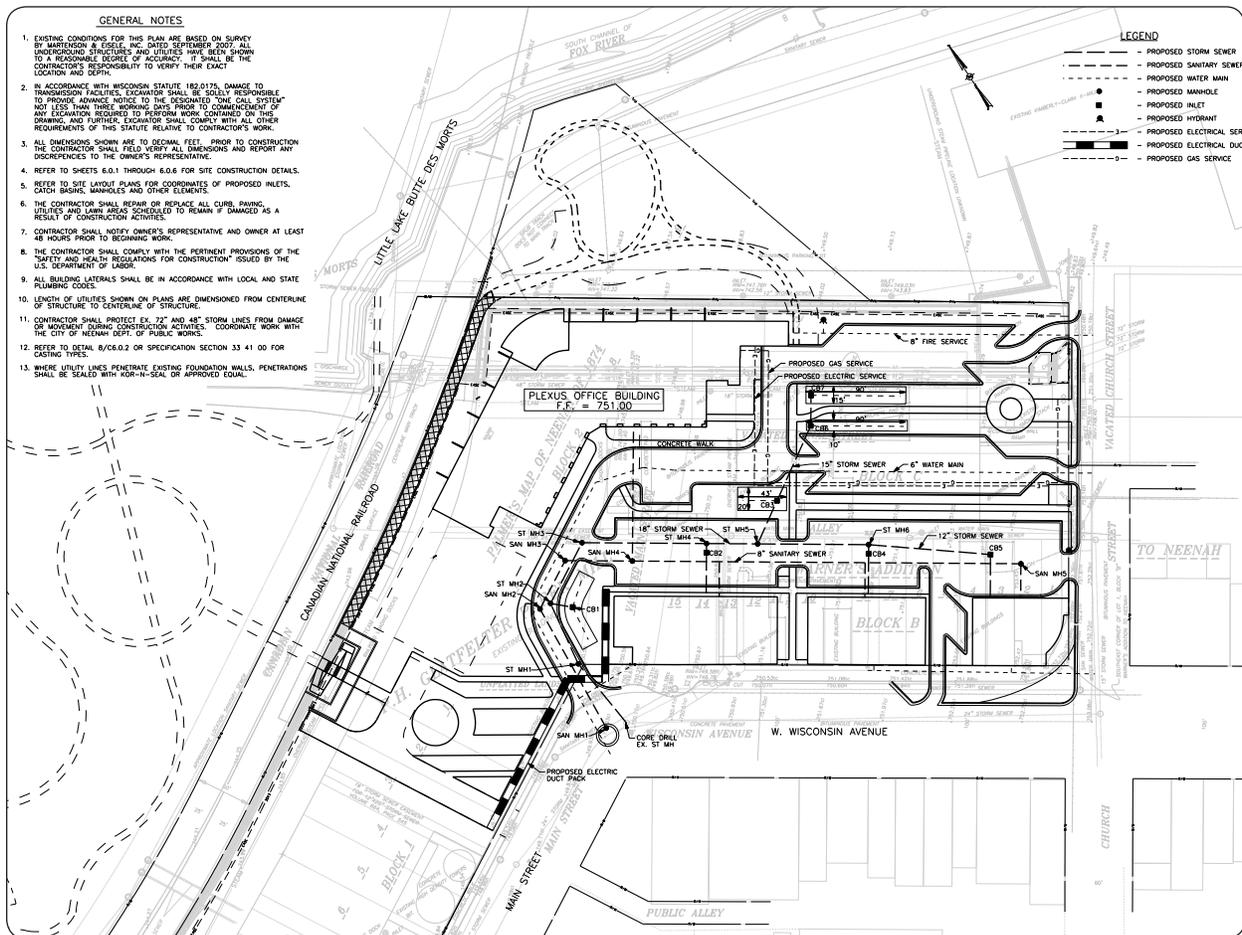


Figure 12. Site Utility Plan

24-inch storm sewer main in West Wisconsin Avenue. Roof drains will connect to the site storm sewer system via underground laterals. The remainder of the parking and drive areas on-site will sheet flow to the curb and gutter and be directed through curb cuts to four biofiltration basins located throughout the site. Runoff from sidewalk and landscaped areas will also be directed to these biofiltration basins. The biofiltration basins will consist of a gravel storage layer that contains a 6-inch perforated underdrain, a pea gravel interface to prevent soil movement into the gravel layer, a 36-inch engineered soil layer to facilitate the filtration of stormwater, and a mulch layer with surface ponding depth of 6 inches. Each biofilter will utilize a catch basin to collect drainage from the underdrain and to serve as an overflow for the surface ponding area. The biofiltration basins will be encased in a two foot thick landfill-grade clay liner to protect the runoff from potential contamination by surrounding soils and to meet the WDNR capping requirements.

The Mill site is considered a contaminated soil remediation site. As a result, the areas of concern are required to be fully capped upon completion. Existing building foundations and basements act as caps for the site and will not be disturbed during construction. Above these foundations, the site will be filled with crushed concrete to the bottom of base course elevation in pavement areas and to the bottom of topsoil elevation in turf areas. To prevent the accumulation of storm water in the foundations, storm sewer pipe will be extended into the foundation areas for drainage purposes. Where proposed underground piping penetrates the existing basement walls, the wall will be sealed around the pipe to maintain the cap.

Site Grading

The main developed portion of the Mill site consists of a new office facility (Plexus Global Headquarters), parking areas, main entrance drive, future commercial/retail/residential development areas and adjacent sidewalk and landscape areas. This portion of the site will contain slopes of approximately 1% - 4%, sloped towards the site interior. Low points will occur in landscaped areas behind curb and gutter where storm water will be allowed to pond for brief periods following rain events.

The proposed Plexus office facility first floor elevation will be approximately seven feet above the adjacent railroad track elevation. The ground along this edge will slope down at 4:1 to match at the railroad right of way. The pedestrian plaza area on the west side of the site will contain a high point at the proposed water feature, sloping towards Main Street on the east side and towards the railroad right of way to the west. A ramp and stair will be provided at the west end of the plaza to provide a location for crossing the railroad tracks to access the proposed waterfront park facilities.

The northernmost portion of the site, formerly owned by Kimberly-Clark corporation, will consist of a large landscaped area with crushed limestone or mulch walking path and a fire access lane. The fire access lane will be constructed of grass pavers. This area will be graded to drain to the north towards Little Lake Butte des Morts. In addition, a grass swale will be added in this area to collect and filter stormwater before discharge into the lake. This swale will consist of a 3-foot flat bottom with 4:1 side slopes pitched at approximately 0.5%.

Parking

Parking facilities will cover approximately 16% of the Mill site. The main parking area will consist of 90 degree parking with two way access from both Church Street and the drive off of West Wisconsin Avenue. This area will provide 70 stalls. Just northeast of this area, an additional 28 stalls will be provided by 45-degree parking with one-way access from Church Street with an exit onto the main entry drive. Northeast of this area, an additional 23 stalls will be provided by 45 degree parking with one-way access from the main drive and exiting onto Church Street. Slopes in the parking areas will range between 1%-4%.

Emergency Service Access

The Mill site, and more specifically the buildings, will require access for emergency services. Fire access accommodations typically can drive layout requirements for the parking areas and entrances. This site is no exception. The Neenah/Menasha Fire Department utilizes a large ladder truck, making this the biggest vehicle that must be designed around. They need to have access to the buildings so no point is more than 150 feet away. Vehicles staging is preferred to be 50 feet.

The Fire Dept. will approach the site from Commercial Street traveling on West Wisconsin Avenue. The interior parking lots and drive aisles are standard width, however some increased widths are necessary for maneuvering. In the gateway plaza, a hammerhead turn around footprint was developed and analyzed and can be located within the normal plaza hardscape areas. No additional delineation is needed, however pavement design will need to be increased to handle the vehicle loads. In the northerly green space area formerly owned by Kimberly-Clark, a grass paver system will supplement the

normal pathway material to provide a strengthened surface hammerhead turn area for fire vehicles in the rear of the Plexus Global Headquarters.

Railroad Considerations

The site is bordered on the west by the Canadian National Railroad. This barrier must be crossed from the site to allow access to the future waterfront park areas to the west. Currently a vehicle crossing exists on Millview Drive. A pedestrian crossing is needed from the gateway plaza area to allow direct foot traffic. This railroad line does not see significant train traffic with no more than 5-6 trains per day. Discussions with Canadian National Railroad representatives about a single, new pedestrian-only crossing were fairly-well received. This crossing would need to incorporate the “maze” path feature that forces pedestrians to look both directions along the railroad prior to crossing the right-of-way. Fortunately, a grade change from the plaza elevation to the railroad elevation is necessitating a ADA compliant switchback ramp. The configuration of the switchback mimics that “maze” route and is expected to meet their requirements. A second pedestrian crossing was initially discussed but not viewed and necessary as is not desired by Canadian National.

Permitting Requirements

The 100-year floodplain of the Fox River borders the site to the north, at an elevation of approximately 741.3 ft. It is anticipated that work on the site will remain outside of the floodplain limits.

If disturbance on the bank exceeds 10,000 square feet, a Chapter 30 permit for grading on the bank of a navigable waterway must be obtained. Due to its designation as a priority navigable waterway, the bank for Little Lake Butte

des Morts is defined as 300 feet from the ordinary high water mark. It is likely that grading activities on this site will exceed the 10,000 square foot cap and a permit will be required. The Chapter 30 permit process is already underway.

Little Lake Butte des Morts is identified by the WDNR as an area of special natural resource interest (ASNRI). As a result, a Chapter 30 waterway permit must be obtained for any new storm sewer outfall to be constructed.

Disturbance of the Mill site's existing cap for utility installation or grading purposes will require a landfill development permit. Fill removed from the site will need to be disposed of at an approved landfill, and upon completion of the work, the cap must be replaced. Since the majority of the cap on this site consists of asphalt or concrete pavement or building slabs, replacement with soil will require additional depth of excavation.

Water Service

A site water main is proposed on the property. This line will consist of 6-inch pipe and will connect to the 6-inch main at the intersection of West Wisconsin Avenue and Main Street and run north and east beneath the main access drive. It will turn southeast at the front of the proposed Plexus office facility and continue to Church Street, where it will connect to the existing 10-inch water main. From this line, a 4-inch service connection will serve the proposed Plexus office facility, and a 2-inch service connection will serve the westernmost retail building. The remaining retail/commercial buildings are anticipated to be serviced by the existing 6-inch water line in West Wisconsin Avenue. Service connections will consist of one 2-inch service for each building.

Fire Service

The commercial/retail buildings located along West Wisconsin Avenue are anticipated to receive fire service from the existing 6-inch water line beneath this street. Two fire lanes will be constructed to access the proposed Plexus office facility. One lane will be located in the pedestrian plaza immediately south of the building, with access from Main Street. The other lane will consist of a grass paver widening of the proposed walking path immediately north of the building, with access from the main driveway in the site interior. An 8-inch fire service line will be extended to the proposed Plexus office facility from the 10-inch water line in Church Street. A fire hydrant will be added along this line immediately east of the proposed fire access drive.

Sanitary Sewer

A site sanitary sewer main is proposed on the property. This main will consist of 8-inch PVC pipe extending north from the intersection of West Wisconsin Avenue and Main Street beneath the main access drive. This pipe will turn to the southeast and extend beneath the proposed two-way parking lot area towards Church Street. Four-inch service laterals will be extended from this sewer main to the proposed buildings on the site. The site sewer main will connect to the existing 12-inch sanitary sewer main in Main Street. The sewer line will provide gravity flow sewer service to the buildings on-site.

This site is considered a contaminated soil remediation site. As a result, the areas of concern are required to be fully capped upon completion. Existing building foundations and basements act as caps for the site and will not be disturbed during construction. Where proposed underground piping penetrates the existing basement walls, the wall will be sealed around the pipe to maintain the cap.

Additional Utilities

Electrical conduit will be installed beneath the proposed sidewalk along Wisconsin Avenue, crossing the main entrance drive and continuing to the northeast along the future building face. The conduit pack will be approximately 3 feet wide and will provide space for future underground electrical service through the site. Two concrete pads will be installed on the site to house electrical equipment. One of these pads will be located east of the proposed 90-degree parking area next to the sidewalk access to West Wisconsin Avenue. This pad will be approximately 10 feet by 10 feet in size. The other pad will be located along Church Street just south of the entrance drive for the southernmost angled parking area. This pad will be approximately 18 feet by 20 feet in size. Electrical service will feed the larger pad along Church Street and from there travel to the west across the parking area. Once beneath the main drive, the service will turn to the northeast to provide service to the proposed Plexus office facility.

Gas service for the proposed Plexus office facility will be extended from an existing service lateral located just south of the channel intake along Church Street. The service will be extended along Church Street to the proposed electrical equipment pad. From here, the gas service will follow the proposed electrical service to the proposed office facility. The future buildings along West Wisconsin Avenue are anticipated to be serviced from a gas main located beneath the street in this area.

Telephone service for the proposed Plexus office facility is anticipated to be provided via an underground service from a line located in West Wisconsin Avenue.

DESIGN GUIDELINES

The following urban design and architectural guidelines represent desired standards for development within the Glatfelter Mill Redevelopment site.

The purpose of these guidelines is to provide designers, developers, and the City of Neenah with a set of parameters by which detailed specific development proposals can be created and evaluated. The guidelines consist of two basic components. Urban Design Guidelines outline strategies concerning building placement, site organization, and circulation. Architectural Guidelines describe concepts for building design that help ensure compatibility of new development within the existing character of Downtown, Neenah

The following are some important objectives of the guidelines:

- To aid the successful implementation of the Glatfelter Mill Redevelopment plan.
- To ensure that the character of future development complements existing uses and the scale of development.
- To allow designers and developers reasonable flexibility in the creation of specific designs to meet current and future market and economic realities.
- To create and maintain optimal economic and social value as these areas develop and redevelop over time.

- To ensure that high quality development creates a vibrant, diverse, clean, safe, and premier destination with sustainable economic vitality.
- To create meaningful public places through effective design and proper placement of building and landscape features.
- To ensure that building and site designs create a safe, attractive, and interactive environment for pedestrians, cyclists, and motorists.

Urban Design : Use and Street Activation

The creation of a lively, interesting and visually stimulating experience for pedestrians and motorists will help to ensure the economic vitality of the redevelopment area and ensure that the redevelopment projects augment the existing character of the Downtown. Of vital importance is the degree to which new buildings continue the existing Downtown building pattern of positively addressing and “activating” the street. The following elements are important urban design features that help to activate the street and create a vital and attractive environment.

Uses That Activate the Street

While the character and design of the building facade and circulation areas around the building are important, what takes place behind the facade is a



Figure 1

critical factor in creating an environment where pedestrians will want to go. People want to walk by buildings or places where they can look in and see something interesting or something that entices them inside. Examples of these active uses include shops, restaurants, lobbies, cafes, galleries, showrooms, beauty salons, etc. Office use can also qualify if active work spaces or main lobbies are located along primary pedestrian edges. Where possible, building

uses that activate the street should be located directly behind glazed facades on the ground floor, (fig 1) especially along the street edges of Main Street and Wisconsin Avenue.

Pedestrian Entries

At least one pedestrian entrance shall be provided along the Main Street or Wisconsin Avenue facade of each building (fig. 2). The major public entry should be a prominent visual feature of a building. This entry should be oriented toward a public place such as Main Street or Wisconsin Avenue, a cross street, or an entrance plaza. The entrance should be designed so that it is easily identified and emphasized through the use of architectural details or special materials. Multiple entries on Main Street or Wisconsin Avenue should be considered for buildings with over 100 feet of frontage (fig 3). If possible, pedestrian entries should be provided for each distinct ground floor use (or tenant) along the primary street frontages. Any first floor residential uses are suggested to have separate residential entries with direct access to the public street. Shared ground floor entrance lobbies are



Figure 2



Figure 3

permitted for upper story uses. Dominant corner entrances are desirable on corner sites.

Service entries and garage doors should be located away from public view to the greatest degree possible. They should be sited along the sides or in the rear of buildings and should not be located along primary street frontages unless no other access is available.

Street Level Window Glazing

Street level facades should include visual features and design details that enrich the pedestrian experience. One of the best ways to activate streets is to allow

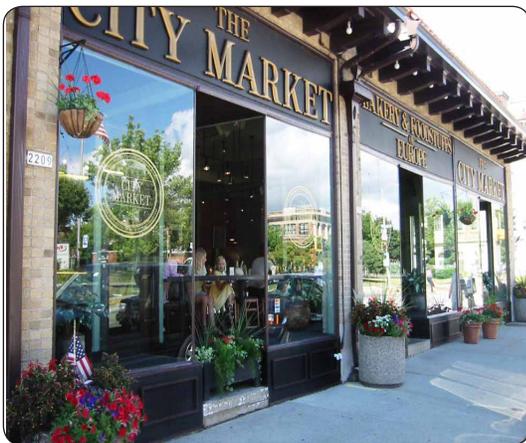


Figure 4

passers-by (pedestrian or motorists) to view human activity inside the buildings that line the street (fig. 4) and encourage “window shopping.” In order to create a visual link between persons outside the building with activity inside the building, it is recommended that substantial amounts of clear, (non-tinted) transparent glazing be used along street frontages. Where possible, clear glazing should also be used along facades adjacent to publicly accessible areas that are away from street frontages, such as rear or side parking areas. In addition to glazing, the provision of other building features such as awnings, canopies, lighting fixtures, banners, projecting signs, hanging planters, landscaped planter beds, free standing moveable planters, benches, and landscaped seating niches is recommended (fig 5).

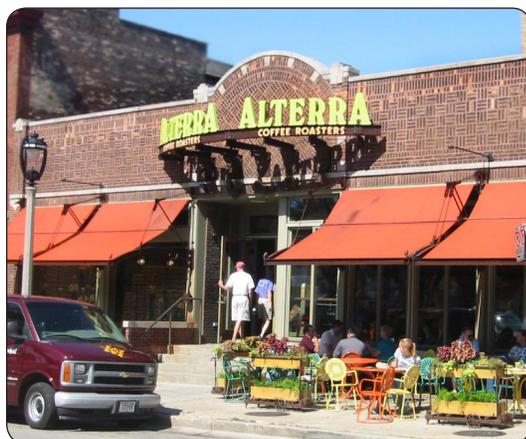


Figure 5

Gathering Spaces

Outdoor gathering spaces, such as cafes and restaurants with outdoor seating areas, should be visible from the public rights-of-way, adding activity and visual richness (fig 6). Landscaped areas,

pavilions, plazas or other well-defined seating and gathering areas are also encouraged.

Urban Design : Building Placement and Scale

Buildings that create a continuous linear street edge help promote pedestrian-friendly and socially active streets. This will be critical in extending the pedestrian character of Neenah’s Downtown into the Glatfelter Mill redevelopment site. In order to achieve this, buildings should be placed as close to the front property line as possible. If the building fronts on two streets, then the building should be placed as close to the corner as possible to help reinforce the street edge.

The street edge is to be defined with the building facade and/or other physical features (fig 7) that suggest an extension of the building façade plane. These physical features are intended to continue the building edge along the street when circumstances prohibit the building from defining the street facade. Examples of these features include freestanding pergolas, arbors, arcades, garden walls, decorative fencing, formal hedges, or other street defining features (fig. 8 & 9) The feature may also consist of outdoor seating areas, courtyards and other small gathering spaces enclosed with decorative fencing, low gardens walls or other landscaping features.

Urban Design : Circulation

Vehicular Access

Vehicular access to parcels must be regarded as a balance between the need for easy access to individual businesses and the need for clear and safe overall circulation of vehicles and pedestrians



Figure 6

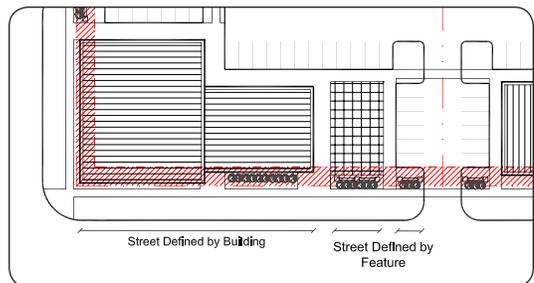


Figure 7



Figure 8



Figure 9

throughout the area. In general, it is desirable to limit the number of individual curb cuts along primary street edges. By reducing the number of driveways and turning movements, there will be fewer conflict opportunities between pedestrians and vehicles. Vehicular entrance drives and parking are discouraged near the corners of blocks. Further pedestrian enhancements like curb bump-outs textured or colored crosswalk pavement, median pedestrian refuge zones, tighter curb radii, and adjustments to signal timing can also improve safety for pedestrians crossing streets.

The width of vehicular parking entries, curb cuts, and driveways should be kept to the minimum required. If wide drive aprons are required, provision of a landscaped pedestrian refuge median at the center should be considered. Where driveways cross the sidewalk, the paving must remain at the same typical height as the adjacent sidewalks to create a level, non-interrupted path for pedestrians.

Pedestrian Circulation

Pedestrian walks should be incorporated into all site plans. Walks at least 5 feet in width (larger in front of commercial uses) should be provided between parking areas and buildings and within large parking areas (fig 10). Connecting



Figure 10

sidewalks are encouraged between adjoining properties in order to accommodate access between sites. Pedestrian connections from adjacent neighborhoods should be encouraged through site design strategies.

Where possible in parking areas, pedestrian walkways should lead directly to a building entrance or connection to Wisconsin Avenue or Main Street. Major walkways in parking areas should be

enhanced with landscaping, decorative paving, and pedestrian-scaled lighting, where appropriate.

Bicycle travel should also be promoted through the use of permanent bicycle racks and connections to nearby bike paths, where possible.

Drive-Through Facilities

Drive-through facilities should be located only at the rear or side of buildings. Stacking distances should be reduced to only that which is needed to accommodate estimated peak demand without interfering with the free flow of auto or pedestrian traffic.

Every effort should be made to coordinate and integrate drive-through facilities into the overall architectural treatment of the main building. Creative design solutions such as remote kiosks are encouraged to minimize the impact of the drive-through facility on the overall site design. Where possible, drive lanes should be significantly screened from public view with landscaping or decorative fences or walls.

Clearly defined pedestrian crossings should be provided where walkways intersect drive-through access lanes. In all cases, drive-through facilities should be designed without endangering the public safety.

Service Areas

Due to the “Main Street” character proposed for the redevelopment, in which parking areas are placed at the rear or sides of buildings, there may not be adequate space to create loading areas that are entirely separated from parking areas. In these cases, every effort should be made to integrate a safe and well-organized loading area that allows for the coexistence of multiple uses. To reduce the amount of area dedicated to these needs, shared service

areas between adjacent users and buildings should be allowed and encouraged throughout the development.

When possible, service and loading areas, trash receptacles, and ground floor mechanicals should be placed at the back or sides of buildings and screened or located away from public view. When such elements are in public view, they should be considered as important visual features and designed to a higher level of quality in terms of composition and materials. Decorative fencing/garden walls and/or landscaping should be used between any loading and service areas where they are adjacent to the public right-of-way or publicly accessible areas. Fencing or garden walls should be decorative, preferably with masonry piers at regular intervals. In addition, regularly spaced trees should be planted as part of the composition, when space permits.

Urban Design : Parking Lots

Location

Parking areas should be designed to avoid adverse visual impacts to the landscape. Parking areas must be located under, behind and/or on the sides of buildings and should not be located in the front of buildings. Surface lots should not be located at the intersection of two streets.

Screening

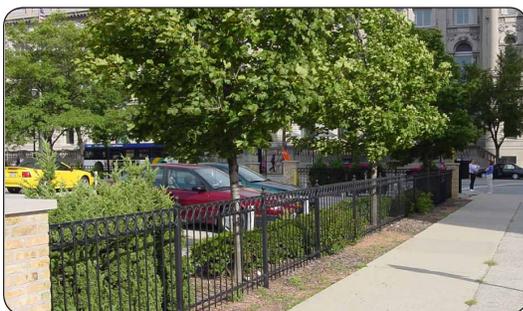


Figure 11

Parking lots should be organized as simple geometric shapes with strong edges of landscaping, decorative fences/garden walls, lighting and/or buildings. This will reinforce the sense of the space as an “outdoor room,” as well as provide screening from adjacent rights-of-way, public spaces, and residential uses. Any parking areas adjoining Main Street or Wisconsin Avenue must be screened (see

Urban Design : Building Placement and Scale section) with garden walls or decorative fencing and include landscape features (trees, shrubs, etc.(fig. 11).

Joint Parking Lot Usage

It is strongly recommended that, when possible, parking areas should be shared by adjacent users and mixed-use developments in order to eliminate unnecessary parking stalls and impervious asphalt surfaces. When possible, parking lots should be shared among adjacent commercial, institutional and residential users. These joint parking arrangements could count towards City parking requirements if it can be demonstrated that the respective users have differing peak parking demands.

Cross-Access Easements

In order to limit the number of driveway entrances along Wisconsin Avenue and Main Street, it is strongly encouraged that, when possible, parking areas be linked to adjacent properties through cross-access easements. Vehicular access between adjacent sites should occur when possible, eliminating the need to return to the public street when visiting multiple adjacent sites. The establishment of a system of cross-access easements can occur incrementally with the possibility that some connection easements will be established before the adjoining property connection is in existence. When possible, parking areas that serve different buildings should be designed in a visually integrated and continuous manner.

Urban Design : Landscape and Streetscape

Landscaping Standards

Site landscaping should be designed to enhance the architecture, define outdoor spaces, and integrate land uses. Landscaping should also be used to screen visually unattractive features and nuisances from public view. Site designs should focus on the creation of meaningful and stimulating public places that increase the value of surrounding properties and enrich the experience of those using the space. Landscaping should be viewed as a means to create and define publicly accessible open places, and integrate spaces between buildings.

Paved Parking Areas

In general, landscaping within parking areas should be a combination of shade/ornamental trees and shrubs/ground cover. The primary location for landscape should be the perimeter of parking areas (fig 12) rather than scattered throughout the lot.

Garden Walls and Fencing



Figure 12

Outdoor areas, such as sidewalk cafés and plazas should be constructed with materials consistent with those along the ground floor façade of the building. Materials such as poured-in-place concrete, stone, masonry and metal elements should be used. Wood railings, wood skirting and wood decking should be avoided when located on a street side edge of the building.

Retaining walls and garden walls should be constructed of poured-in-place concrete, or stone and brick masonry. Wood retaining wall systems should be avoided.

Fencing should be decorative metal, masonry or other high quality material.

Where possible, the edges of Main Street, Wisconsin Avenue and other adjacent public streets should be reinforced by the use of hedges, fencing or garden walls along portions of street edges that are not lined by buildings. The fencing/garden wall should be decorative, preferably with masonry piers at regular intervals. In addition, regularly spaced trees should be planted as part of the composition, when space permits.

Architectural Guidelines

The Mill site is expected to redevelop over time, responding to both the needs of the development market as well as the desires of the community. The expectation is that the architectural design character of the new development will be high, and serve to complement the existing Downtown environment. In many communities, including Neenah, downtowns have developed over the course of several decades, exhibiting a mix of architectural styles, each reflecting the design tastes and style of its time. A quality downtown environment usually exhibits a range of architectural styles from say, Victorian, Prairie, and Deco to Modern. However, beyond issues of style there are common properties and characteristics that underlie many successful and well-loved downtowns. These properties have more to do with basic design concepts of scale, proportion, façade layering, solid to void relationships, and other concepts as outlined in the architectural guidelines below.

Mill Site Architecture: General Observations and Expectations

New buildings within the Mill site should exhibit a sense of overall coordination and share a sense of relatedness that does not rely on following one “style” or design approach. In terms of building height, composition and general character the following general principles should apply.

As indicated in the redevelopment concept plans and scenarios, the proposed buildings along the north side of Wisconsin Avenue are critical in “completing” the west end of the Downtown. It is important that these buildings are especially sensitive in relating to the scale and character of the existing Downtown architecture. Ideally these buildings should be two stories in height and exhibit an architectural character that relates more directly to various styles of the existing buildings along Wisconsin Avenue. Since these buildings will have public parking to the rear, they need to be designed with “four fronts,” meaning that all sides of the buildings will require quality composed design. Outdoor spaces, such as cafes and eating areas are encouraged to the back of these buildings, where appropriate, to encourage some social activity. These uses would be secondary, with primary social and active use along the street fronts.

Buildings to the west, south and north of this area can exhibit more contemporary themes and greater heights. The portion of the redevelopment site to the south of the proposed plaza that terminates Wisconsin Avenue is seen as an area where taller buildings could be located. Taller buildings in this portion of the site should have a 2-3 story “base” along Main Street and the new plaza, with rest of the building set back from this base.

In order to help create a sense of relatedness among the various buildings, a common “palette” of materials could be considered as a design strategy. For example, one possibility would be to suggest a certain brick color, such as a reddish tone (not necessarily the same color on all buildings), be used as a common material on all buildings. Other materials suggested within the guideline standards could be used in various combinations to help create diversity.

Building Composition -- Base, Middle, Top

Building facades, especially those along the Wisconsin Avenue street edge, should generally be composed to define base, middle and top elements (fig 13). The base of the building anchors it to the ground. The base is the interface between the building and people, and should be highly articulated. The transition between the middle of the building and the other levels should be articulated



Figure 13

by use of contrasting materials, window openings, or ornamental elements. These horizontal bands form expression lines that give scale and character to a facade. The top terminates the building against the sky and provides an opportunity to create an interesting silhouette.

Rhythm

In architectural composition, rhythm refers to the regular or harmonious recurrence of building elements. These patterns often reflect the building's repetitive structural bays, with the end bays given special identity. This articulation of the facade helps provide scale by breaking the facade into smaller visual parts (fig. 14). The variation of rhythm from building to building reaffirms the individuality of each building, while the recurrence of an overall rhythm helps unify the facade. The building's structural column lines should in some way be evident or expressed on its facade.



Figure 14

Scale

In addition, distinctive compositional elements of buildings (entries, structural bays, roof elements, etc.) should be distinguishable from a distance of both near and far. The size and shape of these elements should give the building scale to relate to pedestrians as well as surrounding buildings.

Surface Relief

Classical design motifs, as evidenced in many of the existing Downtown buildings along Wisconsin Avenue, relied on applied column orders, entablatures and pediments, and other traditional features for surface relief. These techniques are very difficult to replicate economically with today's construction materials and techniques. More recent architectural approaches have sought to incorporate elements of modern and traditional architecture that are hybrids of multiple themes and are more consistent with existing neighborhoods -- they strive to address this issue of surface depth and richness in a contemporary way. Rather than recreate historic motifs, new buildings should enhance the visual richness of surfaces and scale of facades with contemporary detailing at openings and corners, changes in material, color and texture, and with overt expression of current manufacturing technologies and building construction processes. In this way, new architecture can complement traditional styles and still produce an aesthetic expression of this time period.

Proportion

Building massing and components should demonstrate consistent dimensional relationships between one another. Proportion in architecture is the consistent numeric ratio of two opposing dimensions, such as height to width, throughout various building components (fig 15). The use of proportion is intended to



Figure 15

provide a sense of visual harmony among elements of a building. A well-proportioned building has component parts (windows for example) that have the same proportion as the other parts, (structural bays, panels, facades zones, etc.). Buildings with vertically proportioned components (height greater than width) are encouraged to avoid squat-appearing buildings.

Facades

Building elevations should be articulated in ways that give the appearance of multiple facade layers, add depth and avoid the appearance of flatness (16). Suggested techniques include: setting windows back from the exterior wall plane; adding decorative elements such as cornices, lintels, sills, awnings and canopies; expressing structural columns through changes of plane; creating arcade walkways; and extending roof eaves. When dissimilar materials of the exterior cladding meet, a distinct variation in surface plane should be present. The use of awnings, canopies, lighting fixtures, and hanging planters is also encouraged to help create a more human scale to the building (fig. 17). Awnings and canopies should be constructed of high quality durable materials such as decorative metal, glass, or heavy canvas mounted on rigid frames.



Figure 16



Figure 17

For residential uses, balconies, French windows, bay windows or similar features are encouraged on all units above the building base. These features can further activate the street and provide articulation and interest to the upper facade.

Where parking structure facades are open for ventilation purposes, they should not have long, horizontal openings. The facade should establish a vertical pattern or create gridded or punched window-type openings in order for the facade to maintain a sense of scale and vertical proportion. Parking structures located along Main Street or Wisconsin Avenue should have ground floor retail uses along street edges.

Where possible, doors to underground garages should be placed away from the view of the general public. They should be recessed or screened as much as possible to minimize their visual impact and designed with paneled or articulated surfaces.

Mechanical equipment should be screened from the street as much as practical. Mechanical penthouses should be clad with material consistent with the overall design of the building.

Building Top

The top of the building, the portion that meets the sky, is traditionally a zone of varied if not exuberant architectural expression of form, ornament and/or intricacy. The top of the building should terminate the composition in a way that celebrates meeting the sky and gives distinction to the whole building. Even modernist buildings should respond to this architectural opportunity. It is difficult to prescribe an appropriate roof form. Designers have many choices including flat roofs, parapets, overhangs, gabled roofs, curved forms, and combinations of these features. It is important for the character of the roof form to be consistent with the overall style of the building. In particular, excessive gables (in height or width) should be discouraged, especially on buildings with four or more stories.

Building Materials

Enrichment of the pedestrian realm requires building materials (especially at the street level) to be of high quality. At a minimum, the highly visible first floor level of the front facades along Main Street and Wisconsin Avenue street edges at along side streets should be constructed of high quality building materials. Examples include brick, stone, decorative concrete masonry units, metal panel

systems, or other creatively used high quality and durable building material (fig. 18)

- Materials such as corrugated metal, EIFS, (Exterior Insulation and Finish System) vinyl or aluminum siding, should not be used on the building base along the main public areas.
- Decorative finished block systems can be used along the base of the buildings, and as an accent, but are not recommended as the dominant building material on the entire building.



Figure 18

APPENDIX

Data for Redevelopment Plan and Phase 2 Option

The following data represent the usage, square foot totals and estimated parking capacity as exhibited on both the Redevelopment Plan and the Option for Phase Two plan. For planning purposes, a ratio of three parking places per 1000 square feet of commercial space was used to estimate needed parking for non-Plexus related parking indicated on the plans.

Glatfelter Mill Redevelopment Plan

PHASE 1

(P) Plexus Headquarters

- 4 story: 100,000 GSF total
- Surface parking: 51 spaces
- Structure parking: 350 spaces in Canal St. ramp
- Structure parking (potential): 227 spaces in ramp "6" on plan

(1) Retail/Office

- 2 story: 9200 GSF total
- Retail: 4600 GSF
- Office: 4600 GSF
- Surface parking: 25

(2) Retail/Office

- 2 story: 12500 GSF total
- Retail 6250 GSF
- Office: 6250 GSF
- Surface parking: 37 spaces (@ 3 spaces/1000 GSF)

(3) Retail/Office

- 2 story: 13300 GSF

Phase 1 Parking Summary: 102 needed (retail/office)

- 89 shown (includes on-street parking along north side of Wisconsin)
- 18 deficit (can remove 2nd floor of building 2 to achieve parity)

PHASE 2

(4) Hospitality Use, 60-70 rooms

- 5 story: 60,000 GSF total
- Structure parking: approx. 90 spaces (1 per room plus employees in ramp 5)

(5) Parking Structure – 400 cars

- 6 levels, 1 underground
- Potential usage:
 - » 90 hospitality
 - » 227 Plexus
 - » 83 others-public
- Retail: 6650 GSF

- Office: 6650 GSF
- Surface parking: 40 spaces (@3 spaces/1000 GSF)

(6) Office/Residential

- Residential: 24 two bedroom units @ 1200 GSF each, 28,000 GSF total
- Office: 12,000 ground floor
- Structure parking (provided on-site)
 - » Residential, 1.5/unit: 36 spaces
 - » Commercial, 3/1000 GSF: 36 spaces
 - » Total: 72 spaces

Phase 2 Parking Summary:

- 162 needed (hospitality, office, residential)
- 525 shown (includes on-street parallel parking on both sides of Main)

Development Summary

- Plexus: 100,000 GSF
- Office 29,500 GSF
- Retail 17,500 GSF
- Hospitality 60,000 GSF
- Residential 28,000 GSF

Total 235,000 GSF

Parking Summary

- Surface: 142 spaces – does not include Plexus lots of 51 spaces
- Structure “5” 400 spaces
- Structure “6” 72 spaces

Total: 614 spaces (includes on-street parking)

Development Option for Phase 2

PHASE 1

(P) Plexus Headquarters

- 4 story: 100,000 GSF total
- Surface parking: 51 spaces
- Structure parking: 350 spaces in Canal St. ramp
- Structure parking (potential): 227 potential spaces elsewhere

(1) Retail/Office

- 2 story: 9200 GSF total
- Retail: 4600 GSF
- Office: 4600 GSF
- Surface parking: 25

(2) Retail/Office

- 2 story: 12500 GSF total
- Retail: 6250 GSF
- Office: 6250 GSF
- Surface parking: 37 spaces (@ 3 spaces/1000 GSF)

(3) Retail/Office

- 2 story: 13300 GSF
- Retail: 6650 GSF
- Office: 6650 GSF
- Surface parking: 40 spaces (@3 spaces/1000 GSF)

Phase 1 Parking Summary: 102 needed (retail/office)

- 89 shown (includes on-street parking along north side of Wisconsin)
- 18 deficit (can remove 2nd floor of building 2 to achieve parity)

PHASE 2

(4) Residential/Retail: 50 dwelling units

- 5 story: 67,500 GSF total
- Retail: 13,500 (ground floor)
- Residential: 54,000 GSF
- Residential parking below footprint: 50 cars
- Retail parking: 40 spaces (on street parallel parking along Main St.)

- (5) Parking Structure – 400 cars
 - 6 levels, 1 underground
 - Potential usage: 400 spaces for office tenant in building 6, no Plexus parking
- (5a) Parking Structure Expansion-add 200 cars for total of 600 spaces
 - 6 levels, 1 underground
 - Potential Usage:
 - » 373 spaces for office tenant in building 6
 - » 227 Plexus
- (6) Office
 - 8 story: 133,600 GSF
 - Structured parking: 400 spaces in ramp 5 (@3 spaces/1000 GSF)
- (7) Hospitality Use: 60-70 rooms
 - 60,000 GSF
 - Parking: approx. 90 spaces (1 per room plus employees in ramp 5) provided on site or nearby surface lots

Phase 2 Parking Summary:

- 440 needed (retail/office)
- 453 shown (includes on-street parking along both sides of Main)

Development Summary

- Plexus: 100,000 GSF
- Office: 151,100 GSF
- Retail 31,300 GSF
- Hospitality 60,000 GSF
- Residential 55,200 GSF

Total 397,600 GSF

Parking Summary

- Surface: 142 spaces – does not include Plexus lot of 51 spaces
- Structure “5” 400 spaces
- Structure “5” expansion 200 spaces

Total: 542-742 spaces (includes on-street parking along Wisconsin and Main)

Low Intensity Development Concept

During the planning process a development concept was established to test the development yield that could occur on the phase two site if no investments were made in structured parking. The plan also does not include any residential development on the Mill site, suggesting an alternative location for housing across the street on the south side of Main Street just south of the Doty Avenue intersection. In comparing the amount of development shown on the plan to the development projections outlined in the Market Study, it is apparent that this approach does not make the most out of the inherent opportunities that the site affords. The ensuing density of development is relatively low, more comparable to an outlying suburban location rather than this prime downtown and waterfront site.



Figure 19

While the overall development pattern and yield of this concept may not be advisable, the notion of locating housing adjacent to rather than directly on the redevelopment site is worthy of consideration. As shown on this concept, higher density housing along the south side of Main Street would still provide opportunities for quality urban housing in close proximity to the waterfront, redevelopment sites, and existing Downtown activities. This housing could serve as the first phase of a longer term redevelopment of the Downtown Gateway Redevelopment Area, bounded by Main Street, Doty Avenue, Brien Street, Smith Street, and Torrey Street. An illustration of this longer term vision is included later in the Appendix.

Data for Low Intensity Development Concept

The following data represent the usage, square foot totals and estimated parking capacity as exhibited on the Low Intensity Development Concept. For planning purposes, a ratio of three parking places per 1000 square feet of commercial space was used to estimate needed parking for non-Plexus related parking indicated on the plans.

Low Intensity Development Concept

PHASE 1

(P) Plexus Headquarters

- 4 story: 100,000 GSF total
- Surface parking: 51 spaces
- Structure parking: 350 spaces in Canal St. ramp
- Structure parking (potential): 227 potential spaces elsewhere

(1) Retail/Office

- 2 story: 9200 GSF total
- Retail: 4600 GSF
- Office: 4600 GSF
- Surface parking: 25

(2) Retail/Office

- 2 story: 12500 GSF total
- Retail: 6250 GSF
- Office: 6250 GSF
- Surface parking: 37 spaces (@ 3 spaces/1000 GSF)

(3) Retail/Office

- 2 story: 13300 GSF
- Retail: 6650 GSF
- Office: 6650 GSF
- Surface parking: 40 spaces (@3 spaces/1000 GSF)

Phase 1 Parking Summary: 102 needed (retail/office)

- 89 shown (includes on-street parking along north side of Wisconsin)
- 18 deficit (can remove 2nd floor of building 2 to achieve parity)

PHASE 2

(4) Retail/Office

- 3 story: 41,400 GSF
- Retail: 13,800 GSF (ground floor)
- Office: 27,600 GSF
- Surface parking: 124 (@3 spaces/1000 GSF)

(5) Retail/Office

- 2 story 6400 GSF

- Retail: 3200 GSF
- Office: 3200 GSF
- Surface parking: 19 spaces (@3 spaces/1000 GSF)

(6) Office

- 1 story: 13400 GSF
- Office: 13400 GSF
- Surface parking: 40 spaces (@ 3 spaces/1000 GSF)

(7) Residential: 50 dwelling units

- 3 story: 54,900 GSF total
- Residential parking below footprint: 50 cars

(8) Hospitality Use: 60-70 rooms

- 60,000 GSF
- Parking: approx. 90 spaces (1 per room plus employees in ramp 5)
provided on site or nearby surface lots

Block 2 Parking Summary:

- 183 needed (retail/office)
- 188 shown (includes on-street parking along both sides of Main)
- No additional Plexus parking provided

Development Summary

- Plexus: 100,000 GSF
- Office: 44,200 GSF
- Retail: 17,000 GSF
- Hospitality: 60,000 GSF
- Residential: 54,900 GSF

Total 276,100 GSF

Parking Summary

- Surface: 277 spaces – does not include Plexus surface lot of 51 spaces
- Total: 277 spaces (includes on-street parking along Wisconsin and Main)

Long Term Planning Concept for the Downtown Gateway Redevelopment Area

While providing residential development on the Mill site is a feasible option, another possibility is to provide new Downtown housing in a more neighborhood-like pattern adjacent to the Mill site, to the south and east of Main Street. This area, bounded by Main Street, Doty Avenue, Brien Street, Smith Street, and Torrey Street is envisioned as having development potential as outlined in previous redevelopment plans issued by the City of Neenah.

The illustrated concept includes a series of multi-family corridor buildings, with underground parking, along the south side of Main Street, creating new positive street edge to complement commercial redevelopment on the Mill site. A small neighborhood green is indicated just to the south and east of these buildings. Between the green and Smith Street to the south is a small residential neighborhood of single family townhouses, effectively making a

gradual transition from the higher density buildings along Main Street to the smaller scale residential neighborhoods located south of Smith Street.

This concept is a preliminary and long term vision, and is not the only scenario that could be considered for the area. It is outlined for illustrative purposes only, with the understanding that a future planning process, fully inclusive of neighborhood participation, will ultimately determine the vision for the area.

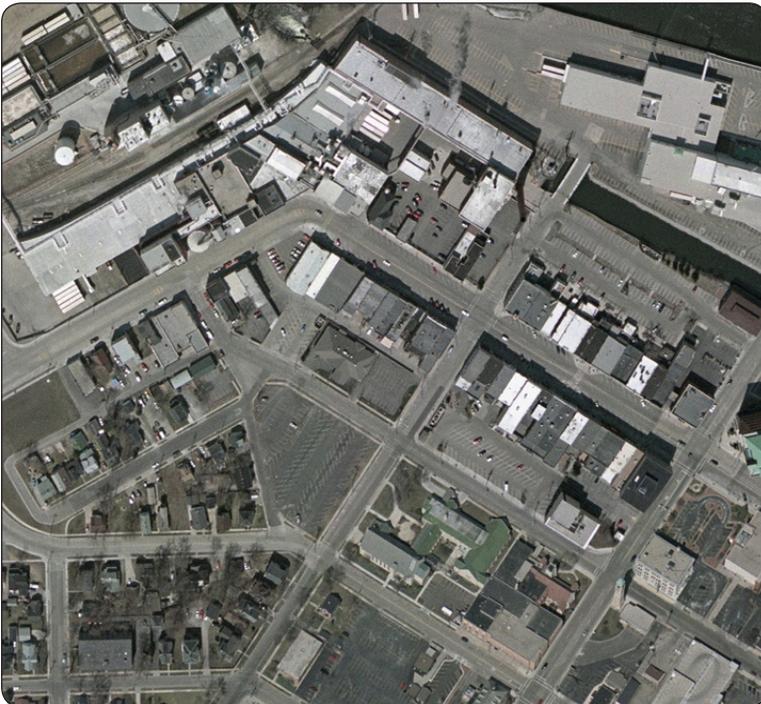


Figure 20



Figure 21

Site Civil Engineering Alternatives Discussed During the Design Process

The narrative below outlines options considered as the concept plan was developed.

Water Service

Various locations for water distribution on the site were evaluated for the proposed development. Following is a summary of the investigated alternatives:

Alternative 1 – Providing service to the proposed Plexus office facility directly from the main in West Wisconsin Avenue was evaluated. This alternative would require the least amount of necessary infrastructure and trenching, as well as reduce the disturbance of underlying soils. However, this alternative would not provide redundancy in the system to maintain reliable water supply to the office facility. In addition, the service line would be significantly long, increasing head losses and reducing pressure supply to the building.

Alternative 2 – Installing a looped site water main with individual service leads to adjacent buildings was evaluated. For this alternative, an 8-inch diameter main would be extended from the 8-inch main in West Wisconsin Avenue and reconnect to the 10-inch main in Church Street. Service laterals would be extended from this site water main to buildings on-site. This alternative requires additional trenching and more infrastructure, however it would result in a more reliable system with fewer head losses and better pressure.

Fire Service

Fire department access to the proposed Plexus office facility was evaluated to ensure a safe and economical design. Several alternatives for access were evaluated for both access locations as described below:

Alternative 1 – Rear access to the proposed Plexus office building utilizing the entire looped path was evaluated. This configuration requires minimal maneuvering for emergency vehicles at the rear of the site. However, this alternative would be costly to install and maintain, as well as take away from the natural setting of the park path area.

Alternative 2 – Rear access to the proposed Plexus office building using a hammerhead turnaround was evaluated. This configuration minimizes the length of fire lane constructed in this area, maintaining a more natural setting for the pedestrian area. In addition, this configuration allows fire trucks to pull farther behind the building, allowing for better access to all portions of the structure. The lane is not anticipated to be used with any frequency, so the complications of added maneuvering do not offset the benefits of a more economical and aesthetic design.

In addition to location, width was evaluated to determine potential cost savings while maintaining safety. The City fire safety standards require a 26-foot width on all fire lanes. Discussions were held with the Fire Dept. to determine whether a reduction in width could be safely attained on the site. Vehicle dimensions for a standard City fire truck were obtained and modeled on the proposed site using Autoturn software. Based on the model results, portions of the fire lanes could be reduced to 20-foot widths while still safely allowing access and maneuvering for emergency vehicles. These results were discussed with the Fire Dept. for concurrence.

Sanitary Sewer

Various locations for sanitary sewer collection on the site were evaluated for the proposed development. Following is a summary of the investigated alternatives:

Alternative 1 – Avoiding installation of a site sanitary sewer main and providing individual service connections to the new buildings from West Wisconsin Avenue was considered. This alternative minimizes sewer installation cost by reducing both the length of pipe and the number of fittings and structures required for servicing the buildings. However, this alternative would require multiple connections to the sewer main located in West Wisconsin Avenue. The condition of this pipe is uncertain, making multiple connections potentially problematic. In addition, it would require a longer period of street closure and greater extents of repair in the existing roadway.

Alternative 2 – A site main below the drive aisle for the two-way parking discharging to the existing main in Church Street was evaluated. For this alternative, the proposed office building and future developments would connect to the site main with one connection to the existing sanitary sewer system. This alternative would allow on-site connection of building laterals without interrupting traffic in West Wisconsin Avenue. It minimizes the quantity of pipe and number of structures needed to connect to the existing City system. However, the existing manhole that would be used as a connection point has a storm sewer line running through it, making a watertight connection difficult if not impossible at this location. Invert elevations at this manhole are shallower than a connection farther down the line, which necessitates smaller slopes for the system pipes

Alternative 3 – A site main below the drive aisle for the two-way parking discharging to the existing main at the intersection of Main Street and West Wisconsin Avenue was evaluated. This alternative also allows on-site connection of building laterals with minimal traffic interruption. This configuration requires more pipe length and structures than the previous alternative, however the connection point is located at the downstream end of the site, maximizing the slope of the on-site system and improving the flow.

Storm Sewer/Stormwater Management

Various alternatives for storm sewer collection and stormwater management on the site were evaluated for the proposed development. Following is a summary of the investigated alternatives:

- Feasibility of stormwater collection north of the existing underground channel along the north edge of the parking facilities was evaluated. The proposed steam tunnel immediately north of this area prevents the discharge of stormwater from this area to the existing storm sewer system to the north. The existing canal pipes are composed of corrugated steel, making coring into them with a new discharge pipe not recommended. Stormwater collected in this area would need to discharge to the concrete intake for these pipes at Church Street.
- The location of proposed biofilter devices within or outside of existing building foundations was evaluated. Within existing building foundations the basement would act as a barrier for the biofilters, eliminating concern for stormwater contamination through migration of contaminated soils or groundwater entering the devices. However, making these areas a specific end point location for stormwater drainage would encourage excessive

ponding within these foundations. The foundations could act as a perched water table, possibly causing groundwater mounding concerns in the biofilters or stability issues in other portions of the site which lie above the foundation. Constructing biofilters outside existing building foundations requires excavation of potentially contaminated soils as well as potential for contamination of the soil within the biofilters. Contaminants could leach upwards into the devices causing releases into the storm sewer system. These issues could be alleviated by equipping the biofilters with a landfill-grade clay liner to eliminate water seepage both into and out of the devices.

- The use of proprietary treatment devices was considered for the site to aid in meeting suspended solids reduction requirements. Acceptable sediment capture documentation for most of these devices at a particle size meeting DNR requirements has not been approved at this time. As a result, these products do not achieve a very high degree of removal based on model output.

Parking

Several parking configurations were evaluated on the site. Following is a summary of the proposed alternatives:

- Various locations for handicap parking were evaluated for the proposed office facility. Handicap parking along the entrance sidewalk
- Various treatments for the Church Street and W. Wisconsin Avenue intersection were evaluated. This intersection needs to accommodate

right-hand turns for large trucks from Church Street onto West Wisconsin Avenue. Alternatives include installing pavement marking to delineate truck tracking areas or using mountable curb with colored pavement to denote this area. Pavement marking provides the necessary maneuvering space for large vehicles at an economical cost, however it requires periodic maintenance. Mountable curb and colored pavement are more expensive, but provide a more firmly defined boundary discouraging regular traffic from utilizing the extra pavement. This increases the actual as well as perceived safety for pedestrians.

- The Parking lot exit onto W. Wisconsin Ave was evaluated as a bi-directional exit and a right turn only exit. The lane will be an exit-only condition with one-way traffic exiting the parking lot. As a bi-directional exit, the access would allow all movements onto the adjacent city street for greater convenience to lot users. However, this configuration may confuse drivers and allow traffic to enter the lot along this drive. In addition, parked cars along W. Wisconsin Avenue may block the exiting drivers' views of oncoming traffic on the roadway. A right-turn only exit would more clearly indicate the one-way intent of the drive and deter cars from making unsafe left-turn movements from the parking lot. Left turn movements can be accommodated at both other access points to the lot.
- Widths of drive isles in the angled parking areas were considered during the design process. The City of Neenah ordinance requires 13-foot wide drive isles for 45-degree one-way parking areas. The storage and maintenance area of the proposed office facility requires access by garbage trucks and other light-duty truck traffic. Without appropriately sized routes, these

vehicles would be forced to travel through the main parking lot drive in the site, possibly blocking public use of the facility and generating additional noise. Based on site modeling, garbage trucks and other light-duty truck traffic could be accommodated with the standard 13-foot widths, but may require extra maneuvering. Widening of angled parking to better accommodate larger vehicle maneuvering would allow easier access to the maintenance portions of the Plexus site, promoting a more discreet path for these operations to occur.

- Traffic flow through the one-way parking areas on the site was evaluated. Initial site layouts utilized the north lot as a one-way site entry and the south lot as a one-way site exit. An additional alternative reverses these travel directions.

