



CHAPTER 10: IMPLEMENTATION

INTRODUCTION

A smart growth comprehensive plan serves a community by establishing priorities for the future, evaluating available resources, and providing a means for dealing with change. The purpose of the planning effort is to develop a plan that will guide both public and private decisions. In order to follow the plan as described in the preceding chapters, it is necessary to implement the goals, objectives, and recommendations as outlined on a continual basis. If a plan is to be successful it must be implemented meaningfully and aggressively.

This chapter prescribes a specific series of ongoing efforts and actions to be completed by the City of Neenah. Ongoing efforts are presented as a list and are assigned primary responsibility. The list contains goals, which serves as an identification of a priority based on the community vision session, committee discussions, and other public participation. Objectives are referenced to outline more specific methods for achieving the goal; and the recommendations provide specific action steps, such as regulations, ordinances, incentives, expenditures, information, and education needed to fulfill a strategy. Actions are presented in table format by primary responsibility and priority/timeline.

VISION STATEMENT

Neenah continues to plan for the steady and efficient growth of the City by studying land use issues and trends, projecting demographic changes, collecting input from the public, and ensuring the full implementation of the City's vision.

ROLE OF THE PLAN

All land controls governing the City of Neenah must be consistent with the adopted comprehensive plan¹. The City's Plan Commission is responsible for ensuring this plan is used as a guide to update and/or replace ordinances to reflect the goals of this plan. When the Plan Commission reviews any petitions for development, the plan should be reviewed; any recommendations for future development must be based on the identified goals, objectives, recommendations and proposed land use patterns within this plan. If the Plan Commission must ultimately make a decision that is inconsistent with the plan, the plan must be amended to reflect the change in policy.

RESPONSIBILITY

Elected Officials

Elected officials must make their decisions on criteria regarding how development will affect the entire community, as well as how it will influence a specific site. As a result, elected officials make complex decisions based upon the comprehensive plan, the goals of the applicant,

¹ Wisconsin State Statutes 66.1001.



technical advice from staff, citizen input from advisory boards, and their own judgment on the specific development. The comprehensive plan provides much of the factual information an elected official will need for decision making. Elected officials must familiarize themselves with the contents and overall goals of the plan in order to ensure the plan remains viable.

Plan Commission

The powers and duties of planning commissions have been established by Wisconsin Statutes². The City of Neenah Plan Commission is the primary entity responsible for implementing and updating this comprehensive plan. As such, the Plan Commission must promote good planning practices within the City. Commission members should be knowledgeable about the contents, visions, goals, objectives and recommendations of the comprehensive plan. Moreover, the Plan Commission must promote active citizen participation in future planning efforts, and should strive to keep the citizens and elected officials informed of any technical issues and proceedings regarding current planning issues. The Plan Commission is responsible for periodic amendments to the comprehensive plan so that regulations and ordinances are in compliance with the plan. Likewise, the Plan Commission must review all new ordinances to verify they are compliant with the goals, objectives and recommendations of the comprehensive plan.

CONSISTENCY

Internal Consistencies

The comprehensive plan was developed sequentially with supportive goals, objectives and recommendations. Utilizing the City's public participation process and information contained in the background chapters as a basis, key issues were identified for each of the nine elements of the plan. Using these issues, along with factual information regarding natural features, historical population and housing data, population and housing projections, and an analysis of existing infrastructure, goals, objectives and recommendations for each comprehensive planning element were developed. The identified goals, objective and recommendations expressed in this plan were used to prepare the Future Land Use Map (Map 10-1). To maintain internal consistency, any amendment to the plan should be accompanied with an overall review of all nine elements and their associated goals, objectives and recommendations.

Beginning on January 1, 2010³, if a local governmental unit enacts or amends any of the following ordinances, the ordinance shall be consistent with that local governmental unit's comprehensive plan⁴:

- Official mapping ordinances enacted or amended under Wisconsin State Statutes 62.23 (6).
- Local subdivision ordinances enacted or amended under Wisconsin State Statutes 236.45 or 236.46.
- County zoning ordinances enacted or amended under Wisconsin State Statutes 59.69.

² Wisconsin State Statutes 62.23 and 60.62.

³ Wisconsin Act 372 delays the consistency requirement until January 1, 2012 for local governments who applied for but not received a comprehensive planning grant from the WDOA. It also gives WDOA discretionary authority to grant consistency extensions to grant local governments who have received a comprehensive planning grant.

⁴ Wisconsin State Statutes 66.1001(3).



- City or village zoning ordinances enacted or amended under Wisconsin State Statutes 62.23 (7).
- City zoning ordinances enacted or amended under Wisconsin State Statutes 60.61 or 60.62.
- Shorelands or wetlands in shorelands zoning ordinances enacted or amended under Wisconsin State Statutes 59.692, 61.351 or 62.231.

External Consistencies

Not only is it important to maintain internal consistencies, but the City should also be aware of other planning documents and their relevance to the City's comprehensive plan. An attempt should be made to maintain consistency with these plans if possible. Some examples of these plans include:

State Plans:

- *Wisconsin State Airport System Plan 2030*
- *Wisconsin State Bicycle Transportation Plan 2020*
- *Wisconsin Pedestrian Policy Plan 2020*
- *Wisconsin Guide to Pedestrian Best Practices*
- *Wisconsin State Highway Plan 2020*
- *Connections 2030 Long Range Transportation Plan* (multimodal transportation plan)
- *Wisconsin Rail Plan 2030*
- *Wisconsin State Freight Plan* (to be published December 2016)
- *Wisconsin Consolidated Housing Plan; 2015-2019*

Regional Plans:

- East Central Wisconsin Regional Plan Commission, *Milestone #3, Goals, Strategies, and a Plan for Action, Year 2030 Regional Comprehensive Plan "Shaping the 21st Century"*. (adopted May 2008)
- *Appleton (Fox Cities) Transportation Management Area: Long Range Transportation / Land Use Plan* Appleton (Fox Cities) Urbanized Area
- *Transportation Improvement Program Fox Cities Transportation Management Area 2017*
- *Congestion Management Process (CMP) Plan Fox Cities (Appleton TMA) Urbanized Area*
- *Appleton (Fox Cities) Transportation Management Area & Oshkosh Metropolitan Planning Organization Bicycle and Pedestrian Plan – 2014*

County Plans:

- *A Multi-Jurisdictional Comprehensive Plan for Winnebago County: 2016-2035.*
- *Winnebago County Farmland Preservation Plan*, adopted March 13, 2012
- *2011-2020 Winnebago County Land and Water Resource Management (LWRM) Plan*
- *Winnebago County Comprehensive Park and Recreation Plan, 2013 -2017*



Local Plans:

- City of Neenah Comprehensive Outdoor Recreation Plan ~~2015-2019~~2022-2026
- City of Neenah Official Map
- City of Neenah Consolidated Plan, ~~2015—2019~~2023-2027
- City of Menasha Year 2030 Recommended Comprehensive Plan, adopted 08/2008
- Town of Menasha Winnebago County Comprehensive Plan 2003-2023, adopted 08/25/2003
- Comprehensive Plan 2009-2029, Town of Neenah, adopted 05/26/2009
- Comprehensive Plan 2016-2036, Town of Clayton, Winnebago County, WI, adopted 08/17/2016,
Town of Vinland Comprehensive Plan, adopted 02/12/2007, amended 01/09/2017

MONITORING PROGRESS

It is the responsibility of the Plan Commission to monitor the progress of implementation utilizing the Action Implementation Tables that are found at the end of this chapter. The progress of plan implementation should periodically be reported to the City Council. Additionally, the Plan Commission should annually review the goals, objective and recommendations and address any conflicts which may arise between the elements of the plan. While it is the responsibility of the Plan Commission to monitor progress, others may also check progress including community members, City staff and citizen groups.

In order to assist the Plan Commission with the monitoring of the plan, it may be necessary to develop and implement a variety of informal tools and techniques. Items for consideration may include:

- creation of development review 'checklists' to assist with determining a proposal's consistency with the comprehensive plan;
- integration of plan recommendations into a 'performance-based budgeting' initiative;
- development of an annual 'work plan' for the Plan Commission;
- placing the comprehensive plan as an item on every Plan Commission meeting agenda so that either the public and/or Plan Commission members can discuss items related to the plan, or to use the time to evaluate implementation progress;
- developing articles for the City newsletter which focus on certain recommendations or strategies within the plan and calling for public input or volunteers to work on an item; and
- designation of an official "Comprehensive Planning Day" within the City and have activities or workshops related to this subject so as to build awareness (perhaps associated with the month of October which is the American Planning Association's formal "Community Planning Month."



UPDATING THE PLAN

A comprehensive plan must be updated at least once every ten years⁵. However, it is strongly recommended that the Plan Commission annually review both the implementation schedule and current planning decisions to ensure compliance with the overall goals of the plan and continued consistency with the overall vision of the community. This annual review should also be used to determine if a "major" plan amendment is required.

The comprehensive plan is a dynamic document. The plan should be updated when new demographic, economic, and housing data are released by the U.S. Census Bureau. It is anticipated that the land use element will likely require updating over the course of the plan due to growth and change that the City may experience. Other elements are less likely to need updates. Furthermore, as community values change, some goals, objectives and recommendations may no longer be relevant. The update to a plan should take less time than the full comprehensive planning process, but should include public participation.

ADOPTING THE PLAN OR UPDATE

As directed by Wisconsin State Statutes 66.1001(4), any plan commission or other body of a local governmental unit authorized to prepare or amend a comprehensive plan shall adopt written public participation procedures that foster public participation, adopt a resolution by a majority vote of the entire commission or governmental unit. The vote shall be recorded in the official minutes of the plan commission; the resolution shall refer to maps and other descriptive materials that relate to one or more elements of the comprehensive plan.

The City Council and Plan Commission may spend time reviewing, revising and requesting revisions to the recommended plan. The City Council shall draft an ordinance adopting the plan and publish a class 1 public notice 30 days prior to the hearing on the proposed ordinance to adopt the final "recommended plan". The City Council must provide an opportunity for written comments to be submitted by the public and there must be a response to those comments. In addition, a public hearing must be held on the ordinance. By majority vote, the City Council must approve the ordinance. One copy of the adopted comprehensive plan, or an amendment to the plan, shall be sent to the following:

- Every governmental body that is located in whole or part within the boundaries of the local governmental unit (county, utility districts, school districts, sanitary districts, drainage districts).
- The clerk of every local governmental unit that is adjacent to the local governmental unit that is the subject of the plan that is adopted or amended.
- The Wisconsin Department of Administration (email notification required only).
- East Central Wisconsin Regional Planning Commission.
- The public library that serves the area in which the local government unit is located.

⁵ Wisconsin State Statutes 66.1001(2)(i).



LAND USE PLANNING CONTROLS

Although zoning and subdivision ordinances are the two most commonly utilized land use planning tools, there are several key tools which can be utilized to ensure that new development occurs in an organized and desired fashion. The City may wish to modify existing or establish new ordinances which regulate new development.

Zoning

Comprehensive plans and zoning ordinances perform differently. A comprehensive plan is a “guide to the physical, social, and economic development of a local government unit” and that “the enactment of a comprehensive plan by ordinance does not make the comprehensive plan by itself a regulation.”⁶ Comprehensive plans provide a vision for 20 years while zoning ordinances have an immediate impact on land use decisions. In order to rectify this difference, re-zoning is completed on an ongoing basis in a manner that is consistent with the overall vision of the plan. The timing of rezoning is dependent on market forces, political climate, and the accuracy of the plan’s predictions.

The Plan Commission and City Council must continually ensure that any future zoning changes are consistent with the comprehensive plan. Several actions can be taken to ensure that zoning decisions are made that accommodate the preferred future land uses as indicated on the Future Land Use Map (Map 10-1).

- Compare intended future land uses with existing zoning. Amend current zoning to reflect the intended future uses for all areas within the City.
- Encourage local citizens and elected officials to actively participate in ongoing City meetings regarding all zoning and planning issues.
- Amend existing ordinances and develop new ordinances which are reflective of the goals, objectives and recommendations of all elements in the City’s comprehensive plan.

Official Maps

Cities, villages, and towns which have adopted village powers have the authority to develop an official map⁷. An official map is a diagram which delineates the current and future roadways such as local streets, highways, historic districts, parkways, and parks. Additionally, an official map may delineate railroad right-of-ways, waterways (only if included on a comprehensive surface water drainage plan) and public transit facilities. Furthermore the map may establish exterior lines of future streets, highways, historic districts, parks, parkways, public transit facilities, waterways, and playgrounds. Once an official map is adopted by ordinance, no building permits may be issued to construct or enlarge any building within the limits of the features listed above.

Official maps serve several important functions which ensure that future land use decisions will remain compliant with the comprehensive plan.

⁶ 2009 Wisconsin Act 379.

⁷ Wisconsin Statutes 62.23(6).



- Future costs for land acquisitions for city/village/town streets and other delineated features are lowered or minimized because the land will remain vacant.
- Future subdivisions of land will be streamlined because future streets have already been established; developers will be required to adhere to guidelines set forth within the official map unless it is amended by an ordinance.
- Potential home and land buyers can be readily informed that land has been designated for specific public uses.
- Acceptable route(s) for a potential by-pass for a major state highway can be delineated. Local governments can preserve sensitive environmental features (i.e. trout streams) while establishing a preferred corridor for a by-pass.

The City should ensure that its official map is current and consistent with the comprehensive plan.

Sign Regulations

Many communities are interested in regulating signage for local business in order to preserve a rural atmosphere and “community character.” Restrictions are especially important in major transportation corridors, historic downtowns or neighborhoods, or other culturally or environmentally significant areas. As signs have become increasingly larger and bolder due to illumination, roadways have become more cluttered and communities have become less distinctive.

Erosion and Stormwater Control Ordinances

Local communities may adopt a construction site erosion control and stormwater management ordinance. The purpose of these ordinances is to protect surface water quality and minimize the amount of sediment and other pollutants in stormwater runoff from construction sites to lakes, streams, and wetlands.

Historic Preservation Ordinance⁸

As development continues to modernize the appearance of an area, the use of an historic preservation ordinance can help a community protect and enhance key cultural and historical features. A historic preservation ordinance can designate local landmarks and protect these properties by regulating new construction, alterations or demolitions that affect them. More information is available on the Wisconsin Historical Society’s webpage at <http://www.wisconsinhistory.org/>.

Design Review Ordinance

Design review can accompany many different development aspects and will assist communities in achieving an identified look and character expressed within the individual vision statements. These ordinances, however, need to be based upon well-defined sets of criteria. Signage, lighting, exterior building material types, structural guidelines, colors, and other aspects will have to be specifically identified within any ordinance.

⁸ Historic Preservation Ordinances are regulated under *Wisconsin Statutes 62.23 (em)*.



Building/Housing Codes

The Uniform Dwelling Code promotes health, safety, and general welfare; protects property values; and provides for orderly, appropriate development and growth in the communities. The enforcement of the uniform dwelling code along with enforcement of other local codes can help ensure properties are adequately maintained and that property values are protected.

Floodplain Ordinance

The City of Neenah regulates all areas within the City that would be covered by the regional flood or base flood. In some instances, it may be important to readjust the floodplain boundaries in specific areas. In order to do so, local communities must follow these steps:

- 1) Contract with an engineering firm to conduct hydrologic and hydraulic engineering studies and modeling to calculate the floodplain for the specified area. It is recommended that 2 foot contour intervals be utilized.
- 2) Submit the recalculated floodplain boundaries to the WDNR and FEMA for review.
- 3) If approved, amend existing zoning maps to reflect the re-calculated floodplain boundaries.

Subdivision Ordinances

Wisconsin State Statutes regulate the division of raw land into lots for the purpose of sale for building development. A subdivision ordinance is related to the zoning ordinance in that it regulates the platting, or mapping, or newly created lots, streets, easements, and open areas. A subdivision ordinance can help implement the comprehensive plan and must be consistent with and conform to the local comprehensive plan goals. Furthermore, subdivision ordinances can incorporate construction standards and timelines for completion of community facilities such as transportation networks or curb and gutter systems.

Lighting Controls/Ordinances

As development pressures occur, communities discover that not only are the natural features being altered, but also the scenic views of the night sky are being diminished. Both yard lighting and signage can change the character of a community as significantly as new development. This is especially true in areas where new lighting has become over-excessive in new commercial or industrial districts. Direct lighting or glare can and should be regulated in order to maintain community character.

Currently, lighting and its evening glare is one of the chief complaints residents have in many communities across this state and nation. Many light manufacturers have responded positively to complaints about the increased amounts of light pollution. There are many examples of development and lighting structures which have reduced scatter light through new non-glare technologies. Many light manufacturers have light cutoff shields that will remove glare, thus increasing the light's effectiveness and reducing its overall energy consumption. Other lights may direct light at ground height only. Since non-glare lighting and other similar technologies are similarly priced to current lighting practices, communities should consider developing lighting ordinances which not only reduce light pollution, but also improve energy consumption and costs.



IMPLEMENTATION GOALS, OBJECTIVES AND RECOMMENDATIONS

Goal I-1: Implement to the extent possible, recommendations contained within the Comprehensive Plan Update.

Objective I.1.1: Closely monitor the implementation of the plan recommendations to ensure they are followed.

- Recommendation I 1.1.1: The Plan Commission should periodically review the implementation schedule and update the City Council as to progress that is being made.
- Recommendation I 1.1.2: The Plan Commission should annually review the goals, objectives and recommendations and address any conflicts.
- Recommendation I 1.1.3: The City Council should periodically include an agenda item for plan implementation progress.

Objective I 1.2: Update the plan as necessary.

- Recommendation I 1.2.1: The Plan Commission should recommend modifications to the plan as necessary.
- Recommendation I 1.2.2: The City should update the comprehensive plan with a maximum of 10 years.
- Recommendation I 1.2.3: As available, provide updated information to supplement the plan information.

Objective I 1.3: Emphasize the need for intergovernmental cooperation throughout the implementation process.

- Recommendation I 1.3.1: Work with others, as needed, to implement the recommendations contained within the City of Neenah's comprehensive plan.

IMPLEMENTATION SCHEDULE

The goals established in the implementation schedule should be applied over the planning period which begins in 2018 with the adoption of the comprehensive plan and runs through the planning period. They represent priorities for the City of Neenah. Objectives provide more detailed and readily measurable steps toward reaching each goal, while recommendations are specific actions used to ensure plan implementation.

Due to the nature of comprehensive planning, goals, objectives and recommendations of each particular element are interrelated. To ensure that implementation of the plan is achieved in a timely fashion, landmark dates have been set for each recommendation. During periodic reviews, the Plan Commission should verify that these deadlines have been met and consider additional recommendations to better achieve the stated goal, if necessary. Specific landmark



dates have been established to ensure that individual recommendations complement one another in their implementation. The landmark dates have been reviewed by the public, the Plan Commission, City Staff and the City Council to assure that they are feasible expectations.

The primary responsibility for implementing the plan recommendations contained in the implementation schedule lies with the City Council. Secondary responsibility for performing the recommendations in the plan lies with the Plan Commission which is appointed by the elected officials, along with other key partners. Recommendations fall into two broad categories, those that are ongoing efforts and those that require action. Recommendations requiring ongoing efforts are divided into the eight broad categories by primary responsibility. Recommendations requiring action are further divided by priority/timeline date for completion.

The goals and recommendations found below are a summary of the items found in chapters 2 through 9.

Priority/Timeline

The plan should be implemented over a period of 20 years. The following is a listing of the priorities ranging from high priority (1) to low priority (4).

1. 1 - 2 Years (~~2018~~ ~~2019~~ 2024-2025)
2. 3 – 5 Years (~~2020~~ ~~2022~~ 2026-2028)
3. 6 – 10 Years (~~2023~~ ~~2027~~ 2029-2033)
4. 11 – 20 Years (~~2028~~ ~~2037~~ 2034-2043)



Table 10-1: Implementation – City Council

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline	
IO 1.7.1	Develop an Arts Council / Committee responsible for encouraging and supporting public art within the City.	Develop and appoint a Citizen Committee responsible for encouraging and supporting public art.	Community Development	1	
LU 1.11.2 / IC 1.4.3	Develop an intergovernmental committee to foster, maintain and enhance communication and cooperation with the towns of Neenah, Vinland and Clayton, the cities of Menasha and Oshkosh and the Village of Fox Crossing.	Develop an Intergovernmental Committee.	Community Development	1	
AG 2.1.4	Adopt an ordinance to allow residents and businesses within the City to keep honey bees.	Adopt an ordinance to allow honey bees in the City.	Community Development, Sustainable Neenah	1	
T 2.5.3	Re-establish the Neenah Trails Task Force and give them the responsibility of updating the 1997 Neenah Trails Task Force Plan for on-street bicycle facilities and off road trails.	Re-establish the Neenah Trails Task Force.	Park and Recreation, Public Works	1	
CF 1.1.7 / CF 2.2.2	Create a space needs analysis of community facilities.	Authorize a space needs study.	City Departments	2	
H 3.1.4	Create incentives to promote residential development within areas with existing infrastructure.	Create incentives to promote residential development in specific areas.	Community Development	2	
T 2.5.2	Initiate a permanent Bicycle / Pedestrian Committee to address bicycle and pedestrian facilities in the City.	Create a permanent Bicycle / Pedestrian Committee.	Parks and Recreation	2	
CF 2.2.1	Periodically evaluate the levels of service for police, fire and emergency services and improve where needed.	Evaluate and monitor levels of service and improve where needed.	Police Department, Neenah-Menasha Fire Rescue	2 / Ongoing	
T 1.3.5	Increase funding for road maintenance and reconstruction projects so that the current distribution of pavement conditions (PASER ratings) is sustained.	Increase funding for road maintenance and reconstruction.	Public Services and Safety Committee, Public Works	2	
CF 2.2.4	Evaluate emergency response times for Neenah's hospital services.	Evaluate and monitor levels of service for Neenah's hospital services.	Winnebago County Emergency Management, Neenah Police Department	2 / Ongoing	



Table 10-2: Implementation—Plan Commission

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/ Timeline
LU 1.4.1 / IO 1.8.6 / H 3.1.3	Identify areas within and surrounding the City for residential redevelopment and development, including areas for mixed uses of residential, commercial and open spaces that provide convenient access and functionality for pedestrians and vehicles. Consider sites adjacent to existing infrastructure.	Identify areas for residential, mixed use, commercial and opens spaces.	Community Development Authority, Community Development, Public Works, Parks and Recreation	1
ED 1.1.2	Identify strategy locations for future mixed use business and industrial development.	Identify locations for mixed use business and industrial development.	Community Development	1
LU 1.5.1 / ED 1.1.2 / ED 1.1.3	Identify locations for new commercial and industrial development and redevelopment.	Identify areas for commercial and industrial development	Community Development Authority, Community Development, Public Works, Parks and Recreation	1
LU 1.4.2 / H 1.4.1 / LU 1.5.5	Increase the amount of residential living space in or near the downtown.	Identify locations for housing in or near the downtown.	Community Development	1 / Ongoing
H 1.4.4	Promote the conversion of underutilized properties for residential and / or mixed uses, if feasible.	Identify properties that may be appropriate.	Community Development, Community Development Authority	1 / Ongoing
LU 1.4.5 / H 3.2.1	Create neighborhood plans for undeveloped lands.	Select unimproved areas that would benefit from the development of neighborhood plans.	Community Development, Public Works, Parks and Recreation	2
IO 1.1.1 / LU 1.2.3	Identify key areas in the City that could be enhanced through creative placemaking techniques, or other methods such as neighborhood improvement districts or neighborhood associations.	Identify key areas in the City for "placemaking" or for the formation of neighborhood associations and neighborhood improvements.	Community Development	2
IO 1.8.1	The City should explore the level of interest in using design review more fully in its development approval process.	Research the design review process and its relevance in including it in the approval process.	Community Development	2
LU 1.4.3 / H 1.4.3	Create a zoning district for neighborhood level commercial uses.	Develop a new zoning district.	Community Development	2



Table 10-2: Implementation—Plan Commission (Continued)

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
LU 1.4.3 / H 1.4.8	Develop zoning districts appropriate for different lot sizes and smaller houses.	Revise zoning code.	Community Development	2
LU 1.4.3 / H 3.1.1	Protect existing neighborhoods from incompatible uses (i.e. industrial and manufacturing).	Revise zoning code, if necessary	Community Development	2
LU 1.5.10 / ED 2.4.3 / LU 1.4.3	Develop standards that buffer commercial and residential uses and allow both to prosper.	Revise zoning code.	Community Development	2
LU 1.4.3 / H 3.1.1	Establish progressive resource protection standards that new neighborhood developments should follow, to insure that natural features function to both enhance the value of adjoining property and continue their environmental purpose.	Revise zoning code.	Community Development	2
ED 2.2.6 / LU 1.5.5	Protect the historic character of the downtown area by adopting historical preservation design standards to enhance and preserve the historical significance of the Central Business District.	Revise zoning code.	Community Development, Landmarks Commission, Neenah Historical Society	2
H 1.4.6	Allow flexibility in the building code to develop varied types and sizes of housing.	Review / revise building code.	Community Development	2
H 1.4.2	Consider new emerging trends in housing such as tiny houses, granny flats, and cohousing.	Investigate emerging trends in housing. Revise zoning code as necessary.	Community Development, Sustainable Neenah Committee	2
T 2.1.4	Encourage businesses to provide bicycle parking for employees who bike to work.	Update the ordinance to provide an incentive for businesses who provide bicycle parking.	Community Development, Future Neenah, Downtown Businesses, Public Works	2
NR 1.2.7	Add a requirement that developers work with the City to provide diversity in the selection of trees.	Revise the zoning code.	Community Development, Park and Recreation, City Council	2



Table 10-2: Implementation—Plan Commission (Continued)

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
NR 2.1.3 / H 3.1.2	Develop and adopt policies that require “low impact design” (LID), particularly to assist with stormwater management.	Revise the zoning code.	Public Works, Community Development, Park and Recreation, City Council, Sustainable Neenah Committee	2
IO 1.8.4 / LU 1.1.3	The City should review its Site Plan Review approval process to ensure that its consistent with established goals in the Comprehensive Plan	Review the Site Plan Review Process for consistency with the Comprehensive Plan.	Community Development	3
IO 1.8.3 / LU 1.2.2	The City should develop an urban design manual that would provide guidance on building architecture, site design, landscaping and signage.	Develop a manual that will provide guidance on architecture, site design, landscaping, signage.	Community Development, Public Works	3
IO 1.8.2	Identify districts/areas within the City that would benefit from consistent design standards.	Identify districts / areas that could benefit from more consistent design standards. Work with property owners / businesses to develop design standards.	Community Development	3
H 2.2.6	Consider establishing a historical regulated district in various locations within the City.	Work with the Landmarks Commission, and others to identify areas within the City.	Landmarks Commission, Neenah Historical Society, Community Development, Property Owners	3
H 2.2.7	Create a property maintenance ordinance.	Investigate & develop a property maintenance ordinance.	Inspections Division, Community Development, Citizen Advisory Committee	3



Table 10-3: Implementation – Community Development

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
NR 1.1.2	Update the source (reference) in Chapter 22 Environmental Control, Sec. 22-216 – Shoreland-wetland zoning maps.	Update Chapter 22, Sec. 22-216	City Council, City Attorney	1
H 3.3.2	Encourage East Central Wisconsin Regional Planning Commission to develop a study that analyzes development costs for the City of Neenah and other communities in the Fox Cities.	Submit a request to ECWRPC under its technical assistance program.	ECWRPC	1
H 2.2.4	Strengthen Housing Code enforcement practices to insure safe and sanitary housing conditions for all.	Increase housing code enforcement activities.	Inspections Division	1
T 2.1.6 / LU 1.6.1	Expand safe routes to school initiatives in the City of Neenah, in coordination with the Neenah Joint School District and East Central Wisconsin Regional Planning Commission's Safe Routes to School Program.	Contact & work with ECWRPC, Neenah Jt. School District and private schools.	Neenah Jt. School District, ECWRPC, Private schools	1 / Ongoing
LU 1.10.1 / NR 1.1.3	Encourage the proactive protection of existing woodland and wetland areas in the west and south side growth areas.	Identify areas for protection. Consider inclusion in neighborhood plans, park and recreation planning, etc.	Plan Commission, Park and Recreation, City Council	1 / Ongoing
ED 1.1.1	Create an economic development strategic plan and market study.	Initiate a committee and work with others to develop a plan and market study.	Future Neenah, Doty Island Development Council, Businesses, Consultants	1
LU 1.11.3	Finalize a boundary agreement with the Village of Fox Crossing.	Contact and work with the Village of Fox Crossing.	City Council, City Attorney, Village of Fox Crossing	2
IC 1.4.1	Develop an intergovernmental agreement with the Village of Fox Crossing and the City of Oshkosh.	Work with the Village of Fox Crossing and the City of Oshkosh to develop an intergovernmental agreement.	Village of Fox Crossing, City of Oshkosh, City attorney, City Council	2
IC 1.4.4	Review the City's existing boundary agreement with the Town of Neenah and study the positive and negative aspects of the agreement.	Review the existing boundary agreement with the Town of Neenah.	City Attorney, Public Works	2

Table 10-3: Implementation – Community Development (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
ED 2.2.2 / CF 1.1.6	Consider expanding the public wireless broadband system in the downtown business district.	Investigate potential costs and benefits to expanding public wireless.	Future Neenah, Downtown Businesses, Neenah Central City Business Improvement District	2
ED 1.8.2 / IC 1.1.3	The City, working in cooperation with private development partners, should pursue development of a strategy and recruitment program to more fully develop the economy of the community.	Develop a economic development strategy and recruitment program.	Private development Partners	2
ED 1.6.1	Create a business retention and expansion program	Create a plan to conduct and track business retention visits and provide follow up visits with businesses.	Fox Cities Regional Partnership, Future Neenah, Businesses	2
IC 1.1.4 / ED 1.7.4	Identify creative methods to collaborate with Future Neenah and the Downtown BID to identify and market available commercial properties in Downtown Neenah.	Work with Future Neenah and the Downtown Bid to market available commercial properties downtown.	Future Neenah, Downtown BID, Businesses Improvement Board, businesses	2
IC 1.1.6	Coordinate with the Fox Cities Chamber of Commerce, the Fox Cities Convention and Visitor Bureau and Future Neenah to better promote amenities and to identify new events and enhance existing events which have a positive economic impact to the City of Neenah.	Promote amenities in the City, and identify new events and enhance existing events.	Fox Cities Chamber of Commerce, Fox Cities Convention & Visitors Bureau, Future Neenah	2
IO 1.2.6 / LU 1.5.6 / LU 1.5.7 / ED 2.3.5 / ED 2.3.6	Strengthen and redevelop existing commercial corridors.	Develop detailed corridor plans for Winneconne Avenue, Bell/Breezewood Avenue, Green Bay Road, Main Street and Commercial Street.	Business Owners, Future Neenah, Residents, Plan Commission, City Council	2
IO 1.5.2	Assist business districts to create a unified brand and to incorporate that brand within business signage and street graphics such as banners.	Work with Future Neenah and businesses to develop a brand. The signage and banners should reflect the City's sign format.	Future Neenah, businesses	2

Table 10-3: Implementation — Community Development (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
IO 1.4.2 / IO 1.4.1 / ED 2.2.3 / LU 1.8.7	Create a plan that would identify locations and increase the area of the community's waterfront that is accessible to the public for passive / active recreation, dining and enjoyment.	Develop a plan to increase public waterfront accessibility.	Park and Recreation, Future Neenah, Down Businesses	2
ED 2.2.5 / LU 1.5.5 / IO 1.4.4 / IO 1.4.1 / IO 1.4.2 / ED 2.2.3	Increase cultural, entertainment and recreational opportunities in the downtown.	Develop a plan to increase public waterfront accessibility.	Park and Recreation Commission, Residents, Future Neenah, Community Development	2
H 1.4.7	Develop a Housing Market Analysis to determine housing needs in the City.	Develop a Housing Market Analysis.	Community Development Authority	2
H 1.3.2	Address the needs of the growing elderly population through both supportive in-home care programs and the development of additional special needs housing facilities, including locked nursing home units.	Work with the Committee on Aging to determine needs. Contact Winnebago County Human Services to address those needs.	Committee on Aging, Winnebago County Human Services	2 / Ongoing
CF 1.1.2	Continue to work with the Neenah Joint School District and establish methods of communication with private schools in the City.	Establish a formal committee with public/private schools/city staff & meet quarterly.	Public Schools, Private Schools, Park & Recreation, Public Works	2/ Ongoing
CF 1.2.1 / LU 1.7.1	Encourage new development to occur in areas already served or adjacent to existing development.	Create a plan which encourages new development.	Plan Commission, Public Works	2 / Ongoing
NR 1.1.4	Create a wetland mitigation bank.	Create a wetland mitigation bank.	WDNR	3
CF 1.1.4 / H 2.1.3 / IC 1.2.1	Promote coordination and cooperation between community partners (civic organizations, local government, schools and the school district).	Set up periodic meetings with community organizations and others to discuss community needs.	Community based organizations, including churches	3 / Ongoing
H 2.1.3	Develop a program to encourage individuals and local groups, such as church, civic, school and local youth organizations to aid elderly residents with home maintenance issues.	Develop a City wide program to aid elderly residents with home maintenance issues. Contact & work with others to initiate the program.	Local churches, schools, civic groups, youth organizations, Committee on Aging, Winnebago County Human Services	3

Table 10-3: Implementation – Community Development (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/ Timeline
CF 1.1.4 / H 2.1.3	Promote coordination and cooperation between community partners (civic organizations, local government, schools and the school district).	Partner with community-based organizations on community projects including park, trail and cemetery maintenance, and light home and lawn maintenance for elderly residents. Develop a list of projects.	Community based organizations	3 / Ongoing
CF 1.1.2	Continue to work with the Neenah Joint School District and establish methods of communication with private schools in the City.	Develop a list of projects for students to work on. Update annually.	Public Schools, Private Schools, Park & Recreation, Public Works	3 / Ongoing
AG 2.1.3	Partner with churches, schools, businesses, non-profits and others to sponsor community and neighborhood garden plots.	Contact churches, schools, businesses, non-profits and others regarding interest in sponsoring a community / neighborhood garden.	Local churches, schools, businesses, non-profits, neighborhood groups	3
IO 1.1.2 / LU 1.4.7	Develop a process that can be used to identify and strengthen the relationship and connections both within neighborhoods and between neighborhoods and City government.	Develop the framework to support the creation of neighborhood organizations.	Citizens Advisory Committee, Representatives from neighborhoods, Neighborhood Partners, ECWRPC	3
H 2.1.4 / IO 1.1.2 / LU 1.4.7	Support the creation of neighborhood organizations and provide a framework to partner with neighborhoods on planning efforts which helps neighborhoods to develop tools to address maintenance and other issues.	Develop the framework to support the creation of neighborhood organizations.	Citizen Advisory Committee, Neighborhood Partners	3
IO 1.2.4 / ED 2.3.2	Develop a plan to identify key entry points into the City and identify appropriate welcome signage and a wayfinding system that is consistent in design.	Identify key entry points into the City. Work with Public Works on signage.	Public Works, Park and Recreation, Businesses	3
T 2.3.3	Conduct a walking study at key intersections and areas near senior housing developments, parks, downtown, etc.	Conduct a walking study to determine safety issues for the elderly and disabled.	ECWRPC, Public Works	3
H 1.2.2	Encourage the Neenah Area School District to consider a construction training program between the high school and local construction companies.	Contact the Neenah Jt. School District to discuss initiative.	Neenah Jt. School District	3

Table 10-3: Implementation – Community Development (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
IC 1.1.8	Create a system which identifies local workforce training needs and connects businesses to local and regional training centers.	Create an workforce training system.	Businesses, FVTC, Neenah Jt. School District, Fox Cities Regional Partnership	3
H 2.2.5	Consider a rental inspection program to improve housing stock quality and provide safe housing.	Investigate developing a rental inspection program.	Inspections Division, City Council, Landlords, Citizen Advisory Committee	3
H 2.2.3	Work with the Landmark Commission to select historic homes for designation as a Neenah Historic Landmark or inclusion on the National Register.	Contact and work with the Landmark Commission and others.	Neenah Historical Society, Wisconsin State Historical Society, Residents, Property Owners	3
IC 1.1.7	Promote the heritage of the City and historical and recreational tourism related to the Fox River system with regional and local organizations.	Promote heritage, historical and recreational tourism.	Fox River Heritage Parkway, Neenah Historical Society, Fox Cities Convention & Visitors Bureau	3
IC 1.1.9	Leverage tourism and local economic development funds, grants, and resources from local, regional and state sources to improve Neenah's local economy.	Improve Neenah's economy through tourism & economic development funds / grants.	Fox Cities Regional Partnership, Wisconsin Dept. of Tourism, Wisconsin Historical Society	3
IC 1.1.10	Conduct a study to determine the feasibility of constructing a sports facility or attracting sporting events such as a regional or national tournament in Neenah and work with the Fox Cities Convention and Visitors Bureau to identify funding sources.	Investigate the feasibility of constructing or attracting a regional or national sports event to the City.	Fox Cities Convention and Visitors Bureau	4

Table 10-3: Implementation—Community Development (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
LU 1.1.4	Explore the possibility of initiating extraterritorial zoning.	Determine the pros and cons of pursuing extraterritorial zoning. Contact communities who already utilize extraterritorial zoning.	Board of Public Works, City Attorney, Towns of Neenah, Clayton and Vinland	4
LU 1.5.11	Develop a strategy to identify appropriate land uses for ThedaCare hospital site, if the hospital is relocated.	If and when ThedaCare makes a decision to relocate the hospital, form a committee to discuss appropriate land uses.	Plan Commission, Doty Island Development Council, Residents	Unknown

Table 10-4: Implementation – Park and Recreation Department

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
LU 1.8.4 / CF 4.4.1	Consider acquiring land/vacant building for a community center (long-term).	Assess needs when parcel / vacant building becomes available.	City Council, Park and Recreation Commission	Ongoing
LU 1.8.1 / CF 4.3.3	Identify locations for future neighborhood parks in the southwest and northwest City growth areas.	Utilize the City of Neenah Outdoor Recreation Plan to identify locations for future parks.	Park and Recreation Commission, Residents, Community Development	1
LU 1.8.2 / CF 4.3.2	Provide park facilities for existing neighborhoods that are underserved, particularly in the northwest and south central areas of the City.	Identify areas for future parks. Utilize the City of Neenah Outdoor Recreation Plan.	Park and Recreation Commission, Residents, Community Development	1
CF 4.1.1	Address maintenance, upgrades and current needs identified in the recent <i>City of Neenah Comprehensive Outdoor Recreation Plan</i> for park and recreational facilities.	Implement the recommendations in the <i>City of Neenah Comprehensive Outdoor Recreation Plan</i>	Park & Recreation Commission, City Council	1 / Ongoing

Table 10-4: Implementation – Park and Recreation Department (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
CF 4.1.3	Address park and recreational needs that were identified as part of the Neenah city-wide parks and recreation survey completed as part of the development of the <i>City of Neenah's Comprehensive Outdoor Recreation Plan</i> .	Address park and recreational needs, as appropriate, identified in a survey that was developed for the <i>City of Neenah Comprehensive Outdoor Recreation Plan</i> .	Park & Recreation Commission, City Council	1 / Ongoing
CF 4.4.5	Implement the recommendations in the Arrowhead Park Plan.	Implement the recommendations in the Arrowhead Park Plan.	Park & Recreation Commission, City Council	1 / Ongoing
NR 1.4.1 / LU 1.6.1 / CF 4.2.1 / T 1.5.3 / T 2.5.3	Increase opportunities for biking and walking.	Implement recommendations in the Neenah Trails Task Force Updated Plan and in the City's Sidewalk Plan.	Public Works, Bicycle / Pedestrian Committee, City Council, Sustainable Neenah	1 / Ongoing
NR 1.2.4	Work with and support the WDNR to control the spread of diseases and insects that threaten the resource.	Contact the WDNR and work with them to control the spread of diseases and insects.	WDNR, Northeast Wisconsin Urban Forestry Work Group	1
T. 2.5.1 / LU 1.6.1	Develop a green grid system of trails, paths, and routes that will allow non-motorized travel to activity centers through the community.	Work with the Trails Task Force and others to develop a bike / pedestrian network.	Trails Task Force, Future Neenah, Community Development / Bicycle Pedestrian Committee	2
T. 2.5.4 / LU 1.6.1 / T 2.4.2	Expand the Loop the Little Lake Trail project by providing safe and easy access through the downtown and other points within the City.	Work with the Future Neenah, the Trails Task Force and others to expand the Loop the Little Lake Trail project.	Future Neenah, Trails Task Force, Community Development	2
CF 4.1.4	Consider incorporating the needs and enhancements for park and recreational facilities identified during the public visioning workshops in the next update of the <i>City of Neenah's Comprehensive Outdoor Recreation Plan</i> .	Consider needs and enhancements to park and recreation identified in the visioning report developed for the comprehensive planning effort.	Park & Recreation Commission	2

Table 10-4: Implementation – Park and Recreation Department (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
LU 1.8.7 / IO 1.4.1 / IO 1.4.2	Identify recreational and other opportunities on or adjoining community waterways that would offer greater public access and enjoyment while protecting this resource as our finest natural amenity.	Develop a plan to increase public waterfront accessibility.	Park and Recreation Commission, Community Development Businesses, Future Neenah, Fox Cities Chamber of Commerce, Fox Cities Visitor's Bureau	2 / Ongoing
IO 1.4.4 / IO 1.4.1 / IO 1.4.2 / ED 2.2.3	Utilize the water resources to teach the public about the value of the City's water resources, local history, enhance the downtown experience by connecting people to the water, and increasing recreational pursuits and tourism opportunities.	Develop education materials highlighting local history. Develop a plan to increase public waterfront accessibility.	Landmarks Commission, Neenah Historical Society, Community Development, Future Neenah, Residents	2
NR 1.2.5	Develop construction recommendations that can provide tree protection during construction projects.	Update the zoning ordinance to include language to protect trees during construction projects.	Park & Recreation Commission, Community Development, City Council	2
NR 1.2.6	Develop the structure for the formation of a Tree Board to oversee the management direction and budget decisions of the Community Forestry Program.	Work with City Council to develop and adopt a Tree Board.	City Council, Park and Recreation Commission	2
NR 1.3.2	Increase public awareness of its role/responsibility in introducing/containing invasive species.	Work with others to develop an educational campaign.	WDNR, UW-Extension	2
NR 1.3.3	Support a countywide coordinated approach to deal with specific problem species on the land and the water.	Contact Winnebago County to discuss a countywide approach.	Winnebago County, WDNR, towns, villages, cities in Winnebago County	2
LU 1.6.1 / CR 2.1.1	Provide a pedestrian connection between the Hiram Smith Octagon House and the downtown area.	Work with others to provide a pedestrian connection.	Neenah Historical Society, Future Neenah	3

Table 10-4: Implementation—Park and Recreation Department (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
T 2.3.2	Consider installing benches in strategic locations.	Identify need, locations and funding sources for benches at strategic locations within the City.	Committee on Aging, Community Development	3
CF 1.6.1	Study social, economic and cultural trends and revise policies as appropriate. (Cemetery services)	Study social, economic & cultural trends and evaluate and revise policies for the Oak Hill Cemetery.	?	3
CF 1.6.3	Explore alternative funding opportunities to reduce tax support for the Oak Hill Cemetery.	Explore funding opportunities.	Neenah Historical Society	3
NR 1.4.2 / NR 1.2.2	Increase the City's tree canopy.	Expand tree planting policy. Look for additional funding sources.	Park & Recreation Commission, City Council	3
NR 1.2.2 / NR 1.4.2	Consider expanding the tree planting policy to include the planting of trees along all public streets and public areas, where appropriate.	Investigate expanding the tree planting policy to include all public streets and public areas, where appropriate. Look for additional funding opportunities to implement policy if necessary.	Sustainable Neenah Committee, Arbor Day Foundation, WDNR	3
NR 1.3.1	Encourage local youth and civic groups to work with the City to identify and control invasive species in public parks and open areas.	Contact and work with local youth and civic groups.	Neenah Joint School District, Boys and Girls Brigade, local churches & civic groups, Wild Ones, WNDR	3



Table 10-5: Implementation – Public Works

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
LU 1.6.4, T 1.3.1	Increase mobility and connectivity, consider the following extensions: Industrial Drive south to CTH G; Pendleton Road between Cecil Street and CTH JJ, and between Breezewood Lane and Whippoorwill Circle	Extend Pendleton Road and Industrial Drive, when needed.		As needed
LU 1.6.6, T 1.3.2	Review and update the Official Street Map on an annual basis.	Annually update the Official Map	Community Development	Ongoing
LU 1.6.1 / T 1.5.3	Implement recommendations in the City sidewalk plan.	Prioritize and implement the recommendations as budgets allow.	Public Services & Safety Committee	Ongoing
T 1.2.1 / LU 1.5.5	Implement the recommendations in the Downtown Parking Analysis and Management Plan, dated March 2015.	Implement the recommendations in the Downtown Parking Analysis and Management Plan, dated	Downtown Businesses	1
ED 2.2.4 / T 1.2.2	Continue to address downtown parking concerns and issues.	Continue to monitor and address parking concerns in the downtown area.	Public Works, Plan Commission, Community Development, Future Neenah, Downtown Businesses, ECWRPC	Ongoing
ED 2.2.7 / LU 1.5.5 / LU 1.6.3 / T 1.1.1	Improve traffic circulation and address safety access concerns for pedestrian, bicyclists, vehicles and public transit.	Develop a traffic safety plan.	Public Services & Safety Committee	1
T 1.1.2	Identify an alternative route for commuter (through) traffic going between I-41 and Doty Island.	Identify as part of the Traffic Study.	Public Services & Safety Committee	1
T 1.1.3	Evaluate solutions to limit truck traffic through residential areas.	Evaluate as part of the Traffic Study.	Public Services & Safety Committee	1
T 2.4.4	Consider safety improvements to the S. Commercial Street and Columbian Avenue pedestrian crossing at the Boys and Girls Brigade.	Evaluate as part of the Traffic Study.	Public Services & Safety Committee	1
T 2.4.5	Address safety concerns for bicyclists and pedestrians in crosswalks at potential locations.	Evaluate as part of the Traffic Study.	Public Services & Safety Committee	1

Table 10-5: Implementation – Public Works (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
T 1.3.7	Explore alternative funding sources for road funding.	Explore alternative funding sources.	Public Services & Safety Committee	1 / Ongoing
T 1.3.9	Reconstruct Lakeshore Avenue and E. Wisconsin Avenue.	Include on 5-Year CIP	Public Services & Safety Committee	1
ED 1.3.1 / CF 1.2.3	Continue to invest in maintaining its current public infrastructure, while creating a long-term plan for future growth areas.	Create a plan on how to serve future growth areas in terms of sewer, water, parks, arterial streets, etc. Illustrate graphically.	Community Development, Park and Recreation, Water Utility, Police and Fire	1
ED 2.5.3	Encourage Valley Transit to evaluate existing bus routes within the City to determine if service should be expanded to serve other locations.	Contact and work with Valley Transit to evaluate existing bus routes. This can be part of the update to the Transit Development Plan.	Valley Transit, Community Development, ECWRPC	1 / Ongoing
LU 1.6.2	Provide wayfinding signage to key destinations in the City. The signage should be geared for pedestrian, bicycle and vehicle traffic.	Develop standards for wayfinding signage. Install appropriate signage.	ECWRPC, Community Development	1
LU 1.10.3 / CF 1.4.6	Identify areas for future stormwater detention ponds.	Utilize the stormwater management plan to identify areas for future stormwater detention ponds. Continue to update locations as needed.	City Council, Board of Public Works	1 / Ongoing
CF 1.1.5	Promote the exchange of information between utilities, adjacent municipalities, Winnebago Highway Department, East Central Wisconsin Regional Planning Commission, the Appleton Transportation Management Area (TMA), WisDOT and others to encourage the coordinated scheduling of planned roadway and utility improvements.	Set up periodic meetings to discuss upcoming projects.	Utilities, adjacent municipalities, Winnebago Highway Department, ECWRPC, the Appleton TMA, WisDOT & others	1
CF 1.3.7	Put in place procedures to reduce emergency discharges of sewage into the Fox River.	Develop procedures.	WDNR	1
IO 1.2.2	Work with WisDOT to provide signage to the downtown and other points of interest along I-41.	Contact WisDOT.	WisDOT	2

Table 10-5: Implementation — Public Works (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
IO 1.5.1 / IO 1.5.3	Review and update the City's sign code to account for signage which is compatible to the district it's located in and for the use of the property.	Review the City's sign code and revise as necessary.	Plan Commission, Community Development	2
IO 1.5.3 / IO 1.5.1	In conjunction with the adoption of a Sign Code, the City should prepare a street graphics handbook that can be used by property owners and the sign industry to select signage that is attractive, functional, and appropriate for the streetscapes of Neenah.	Develop a street graphics handbook.	Plan Commission, Community Development	2
CF 1.2.4	Identify a fair and equitable distribution of costs and benefits for future utility systems extensions.	Develop a system for the distribution of costs and benefits for future utility extensions	Community Development	2
T 1.2.3	Study parking needs along commercial corridors. This should include looking at ordinance changes to address parking for commercial properties.	Study parking needs along commercial corridors. Review and revise ordinances as needed.	Plan Commission, Community Development	2
T 1.3.4	Review street standards to ensure proper traffic flow based on the functionality of the street, allowing for flexibility in street design standards.	Review street standard and revise as needed.		2
T 2.1.5	Develop a "Complete Streets" policy and process to better guide infrastructure decisions.	Work with ECWRPC to develop a policy.	ECWRPC, Community Development, Park and Recreation	2
T 1.4.2	Implement a program that will allow residents to report specific areas where maintenance or safety issues are a concern.	Develop & implement a program. Allow residents to report concerns on the City's website.	Board of Public Works	2
CF 1.3.2	Develop a sanitary sewer replacement plan to maintain and address deficiencies in the existing sanitary sewer system, as needed.	Develop a plan to replace and address deficiencies in the existing sanitary sewer system.	Board of Public Works	2
CF 1.3.6	Identify fair and equitable distribution of costs for deteriorating (utility) systems.	Identify fair and equitable costs.	Board of Public Works, Water Utility, City Council	2

Table 10-5: Implementation—Public Works (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
CF 1.4.5 / NR 2.1.2	Implement projects identified in the City of Neenah's City-wide Stormwater Quality Management Plan.	Implement the recommendations identified in the City's Stormwater Quality Management Plan.	Community Development, Board of Public Works	2
NR 2.1.9	Educate Neenah residents on non-point pollution issues.	Develop educational material.	Northeastern Wisconsin Stormwater Consortium (NEWSC), Fox-Wolf Watershed Alliance, Sustainable Neenah Committee	2
IO 1.2.3	Pursue a plan to promote the burial of existing overhead lines, with prioritization of areas based on visual significance and sensitivity. Coordinate the effort with a terrace tree planting program.	Contact & work with WE Energies to develop a plan to bury existing lines.	WE Energies, Parks and Recreation	3
LU 1.10.4 / CF 1.4.7 / NR 2.1.10 / LU 1.10.2 / IO 1.3.1	Review existing development codes: Identify regulations that would improve the overall management of stormwater in the City; Reduce impervious areas; Encourage "green infrastructure".	Review existing zoning codes and make recommendations if necessary.	Sustainable Neenah Committee, Community Development, WDNR, Northeastern Wisconsin Stormwater Consortium (NEWSC), Fox-Wolf Watershed Alliance	3
T 1.3.3	Develop a program to encourage consolidation of driveways on main commercial corridors, as a means to promote better access control and safer driving conditions.	Develop a policy to encourage driveway consolidation on main commercial corridors.	Plan Commission, Community Development	3
T 2.4.3	Consider improvements at the Green Bay Road/Winneconne Avenue, Bell Street and I-41 and Tullar Road and Breezewood Lane roundabouts that would improve pedestrian safety by increasing visibility of the pedestrian crossings.	Look at improving visibility of pedestrian crossings at roundabouts.	ECWRPC	3

Table 10-5: Implementation—Public Works (Continued)



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
CF 1.1.3	Explore opportunities for shared services within the Fox Cities, neighboring municipalities, and other public entities.	Conduct a cost-benefit analysis for service consolidation.	Neighboring municipalities, public entities	3
CF 1.3.8	Evaluate the potential costs and benefits of disconnecting existing properties in the City from Sanitary District No. 2 infrastructure.	Evaluate potential costs and benefits.	Board of Public Works	3

Table 10-6: Implementation – Water Utility

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
CF 1.3.4	Address low water pressures on the City's northwest and west sides.	Develop a plan to extend water infrastructure as needed.	Community Development, Plan Commission	1 / As needed
CF 1.3.5	Consider a program to replace private lead watermain laterals.	Investigate instigating a program to replace lead laterals. Consider offsetting or defraying costs to low income property owners.	City Council	2

Table 10-7: Implementation – Emergency Government Committee

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
IC 1.3.7	Ensure adequate emergency response for City residents through partnerships with local and regional hospitals and ambulatory services.	Monitor emergency response times.	Police Dept., Neenah-Menasha Fire Rescue	1 / Ongoing



Table 10-8: Implementation – Purchasing Users Group (PUG)

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
CF 1.5.2	When purchasing new equipment, building new or updating existing facilities, consider energy efficiency and renewable energy options in all decisions.	Revise the City's Purchasing and Procurement Policy as necessary to include energy efficiency.	Community Development, City Departments	2

Table 10-9: Implementation – Arts Committee

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
IO 1.7.2	Develop art selection guidelines and an approved process that can be used as both a marketing and management tool.	Develop art selection guidelines and process.	City Council	1
IO 1.7.3	Create a database of existing art in the City to be used for marketing and tourism purposes.	Identify existing art.	Community Development	2 (2020)
IO 1.7.5	Develop a brochure that will provide information about local art in the City. The guide should provide information on the artist, a description of the art and a map.	Develop a brochure of local art; include artist information, a description of the art and a map where it is located.	Community Development	2 (2021)
IO 1.7.4	Review local ordinances to determine restrictions that would prohibit murals and other art forms.	Review local ordinances and identify restrictions.	Plan Commission, Community Development	2 (2022)
CR 2.1.2	Investigate opportunities to expand art in the City.	Consider opportunity to expand art in the City.	Community Development	3



Table 10-10: Implementation—Bicycle / Pedestrian Committee

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
T 1.5.3	Implement the recommendations in the City Sidewalk Plan.	Implement the recommendations in the City Sidewalk Plan.	Park & Recreation, Public Works, Park & Recreation Commission	1
CF 4.2.1 / T 2.5.3	Continuously update the 1997 Neenah Trails Task Force Plan for on-street bicycle facilities and off-road trails. Implement recommendations from the updated plan.	Once updated, periodically review & update the plan as necessary. Implement the recommendations.	Park & Recreation, Public Works, Park & Recreation Commission	2 / Ongoing
CF 4.2.5	Develop a marketing and education program to encourage the use of the trails in a safe manner.	Develop a marking & education program on safe trail usage.	Park & Recreation, Public Works, Park & Recreation Commission	2

Table 10-11: Implementation—Community Development Authority

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
H 1.2.3	Identify areas or neighborhoods that could benefit from affordable housing, housing rehabilitation and neighborhood stabilization programs.	Identify areas or neighborhoods for housing rehabilitation and stabilization and affordable housing.	Community Development, City, Neighborhoods, Habitat for Humanity, Neenah School District	2



Table 10-12: Implementation—Intergovernmental Authority

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
LU 1.11.2 / IC 1.4.3	Develop an intergovernmental committee to foster, maintain and enhance communication and cooperation with the towns of Neenah, Vinland and Clayton, the cities of Menasha and Oshkosh and the Village of Fox Crossing.	Set up regular times to meet with adjacent communities to enhance discuss issues of mutual interest.	Towns of Neenah, Vinland and Clayton; Cities of Menasha and Oshkosh; and the Village of Fox Crossing	2
IC 1.2.2	Develop a City communication strategy with the goal of improving communication between neighboring municipalities and other governmental agencies.	Develop a communication strategy.	Community Development	2
IC 1.3.1	Cooperate with neighboring municipalities and Winnebago County in the delivery of essential municipal services.	Work with others to establish relationships for the delivery of municipal services.	City Departments, City Council	2
IC 1.3.6	Research and identify complementary and redundant municipal services and resources that could benefit from agreements for shared services.	Identify complementary and redundant services.	City Departments, City Council	3



Table 10-13: Implementation – Landmarks Commission

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
IO 1.6.2 / CR 1.1.3	Develop a comprehensive preservation strategy to better define common goals, roles and responsibilities of all interested groups, individuals and property owners to insure broader community understanding and acceptance of the need to preserve Neenah's history.	Work with others to increase community understand and acceptance of Historic Preservation.	Neenah Historical Society, Wisconsin State Historical Society, Residents	1
IO 1.6.3 / CR 1.2.3	Develop a comprehensive list of potential historic structures, properties, and districts.	Update Historical / Architectural Resources Survey: 2004 Addendum	Neenah Historical Society, Wisconsin State Historical Society, Residents	2
CR 1.2.3	Encourage property owners of newly identified properties to prepare an application to be added to the National Register of Historic Places.	Encourage property owners of newly identified properties to prepare an application to be added to the National Register of Historic Places.	Neenah Historical Society, Wisconsin State Historical Society, Residents	2
CR 1.2.2	Encourage the development of a program that will provide an opportunity for seniors to share stories of local history with school children and others.	Work with the Menasha Senior Center, Neenah Public Library, Neenah Historical Society, Neenah Joint School District	Menasha Senior Center, Neenah Public Library, Neenah Historical Society, Neenah Joint School District	3

Table 10-14: Implementation – Library Board

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
IC 1.4.5	Explore the potential efficiencies with combining services, sharing costs, and eliminating redundant services between the City of Neenah and City of Menasha libraries.	Explore pros and cons of combining services with the Menasha Public Library	Neenah Public Library, Menasha Public Library	2



Table 10-15: Implementation – Neenah-Menasha Joint Fire Commission

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
IC 1.3.2	Explore opportunities to expand fire protection to other communities.	Explore opportunities to partner with others for fire protection	Neenah and Menasha City Councils	3



Table 10-16: Implementation—Neenah Trails Taskforce

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
T 2.5.3 / LU 1.6.1	Update the 1997 Neenah Trails Task Force Plan for on-street bicycle facilities and off road trails.	Utilize the Appleton TMA & Oshkosh MPO Bicycle & Pedestrian Plan, The City of Neenah Outdoor Recreation Plan 2015-2019 and the 1997 Neenah Trails Task Force Plan	Park and Recreation Department, Public Works, Bicycle / Pedestrian Committee	2
ED 2.5.4 / LU 1.6.1	Identify gaps in the existing trail system that would hamper accessibility to employment centers.	When updating the 1997 Neenah Trails Task Force Plan, identify gaps in the existing trail system.	Park and Recreation Department, Public Works, Bicycle / Pedestrian Committee	2
T 2.1.2 / LU 1.6.1 / ED 2.5.1 / CF 4.2.2 / NR 1.4.1	Provide / enhance safe pedestrian and bicycle linkages to key destinations in the City and to regional trail systems.	When updating the 1997 Neenah Trails Task Force Plan, identify gaps in the existing pedestrian and bicycle network.	Park and Recreation Department, Public Works, Bicycle / Pedestrian Committee	2
T 2.4.1 / LU 1.6.1	Provide safe bicycle access to and within the downtown area.	When updating the 1997 Neenah Trails Task Force Plan, identify gaps in access to and within the downtown area.	Park and Recreation Department, Public Works, Bicycle / Pedestrian Committee	2
CF 4.2.3	Consider future trails in such areas as: West Bell Street, Breezewood Lane, Harrison Street, Lakeshore Avenue and Along the Neenah Slough.	When updating the 1997 Neenah Trails Task Force Plan, consider trails at West Bell Street, Breezewood Lane, Harrison Street, Lakeshore Avenue and Along the Neenah Slough.	Park and Recreation Department, Public Works, Bicycle / Pedestrian Committee	2
CF 4.2.4 / LU 1.6.1	Efforts should also continue toward the development of trails which would connect to locations and facilities outside of the City, such as Winnebago County's WIOWASH Trail, the CB Trail, Loop the Little Lake Trail and trails and routes in Oshkosh and throughout the Fox Cities.	When updating the 1997 Neenah Trail Task Force Plan, consider linkages to locations and facilities, and regional trails outside of the City.	Park and Recreation Department, Public Works, Bicycle / Pedestrian Committee	2

Table 10-17: Implementation—Parking Taskforce



Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
ED 2.2.4 / LU 1.5.5:	Continue to address parking concerns and issues (in the downtown).	Implement recommendations from the parking study, continue to review and address parking concerns and issues.	Public Works, Plan Commission, Community Development, Future Neenah, Downtown Businesses	1/Ongoing

Table 10-18: Implementation – Police Commission

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
IC 1.3.3	Develop a study which identifies potential cost-savings which result from partnering with the Winnebago County Sheriff's Department and other neighboring communities police departments.	Develop a cost-benefit study	Neenah Police Dept., Winnebago County Sheriff's Dept., Menasha Police Dept., Village of Fox Crossing Police Dept.	2



Table 10-19: Implementation—Sustainable Neenah Committee

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
LU 1.9.1 / AG 2.1.6	Review the zoning ordinance to determine limitations that might affect the siting of community gardens and other urban gardening uses. Identify regulations that would support community gardens throughout the City.	Review the zoning ordinance.	Community Development	1
CF 2.1.5	Educate residents on how to produce good quality compost from yard and food waste.	Provide educational material to residents.	Winnebago County, WNDR, Associated Recyclers of Wisconsin	1
CF 1.5.1	Evaluate existing facilities, equipment, services and practices to determine energy saving techniques that would be relatively inexpensive to complete, and / or would have the largest impact. Implement energy saving techniques and practices that would have the largest impact.	Evaluate and implement energy saving techniques.	Community Development, City Departments	2
CF 1.5.3	Review development codes and City policies to utilize energy saving techniques.	Review development codes and make suggestions for revisions.	Community Development	2
CF 2.1.2	Educate residents and visitors about the importance of recycling and how they can reduce the amount of waste generated.	Develop an educational program.	Winnebago County, Public Works, Community Development	2
CF 2.1.1	Work with Winnebago County, special event organizers, non-profits and others to increase recycling rates at special events.	Work on educational materials and other initiatives to increase recycling rates.	Winnebago County, Public Works, Community Development	2
AG 2.1.5	Encourage Neenah Joint School District to utilize local food in their school hot lunch program.	Contact & work with Neenah Jt. School District to encourage the district to use local foods in their hot lunch program, when possible.	Neenah Jt. School District	3



Table 10-19: Implementation – Sustainable Neenah Committee (Continued)

Related Recommendation	Recommendation	Required Action	Secondary Partner	Priority/Timeline
CF 2.1.4	Consider working with restaurants, the Neenah Joint School District, private schools, larger businesses and other larger generators of food waste to institute a food residual collection program.	Institute a food residual program.	Winnebago County, Public Works, Community Development, WDNR, Associated Recyclers of Wisconsin, Restaurants, Neenah Jt. School District, private schools, larger businesses and generators	3
AG 2.1.7	Identify City owned properties that may be viable sites for community and / or neighborhood gardens.	Identify City owned properties that may make viable site.	Community Development	3
AG 2.1.8	Consider expanded urban farming practices.	Investigate urban farming practices not currently allowed in the City. Make recommendations, as necessary.	Community Development, City Council	3

ONGOING EFFORTS: CITY COUNCIL

The following is a list of recommendations that the City Council should assume primary responsibility for and should consider in its daily activities and decisions. It should be remembered that while the City Council assumes primary responsibility, it should enlist the help of others to assist them as necessary.

- Continue the funding and operation of the City's Housing Rehabilitation Program. (Recommendation H 2.2.1) Secondary Partners: Community Development, Community Development Authority
- Continue to develop a 5 year Capital Improvement Program (CIP) to comprehensively address the City's future needs. (Recommendation CF 1.1.1) Secondary Partners: City Departments
- Address the needs of the area's aging population when planning new facilities. (Recommendation CF 1.1.3) Secondary Partners: City Departments, Committee on Aging, etc.



- Support the conversion of the manual collection of garbage to an automatic curbside collection system. (Recommendation CF 2.1.3) Secondary Partner: Public Works
- Continue to partner with the City of Menasha for joint fire protection. (Recommendation CF 2.2.3) Secondary Partner: City of Menasha
- Continue to support and encourage Neenah organizations to provide concerts, social and historical events. (Recommendation CR 2.1.3) Secondary Partners: Future Neenah, Neenah Community Band, Neenah Historical Society, and others
- Support the Riverside Players, the Neenah Community Band and others. (Recommendation CR 2.1.6) Secondary Partners: Neenah Community Band, Riverside Players, and others
- Continue to utilize the City's website and other new technology to update residents on upcoming events, municipal services, quality of life, history, etc. (Recommendation IC 1.2.3) Secondary Partners: City Departments
- Encourage Winnebago County to provide delivery of county services in the City which would have the greatest impact to City residents. (Recommendation IC 1.3.5) Secondary Partner: City Departments, Winnebago County Departments

ONGOING EFFORTS: PLAN COMMISSION

The following is a list of recommendations that the Plan Commission should assume primary responsibility for and should consider in its daily activities and decisions. It should be remembered that while the Plan Commission assumes primary responsibility, it should enlist the help of others to assist them as necessary.

Historic Preservation and Cultural Resources

- Recognize and support efforts of the Neenah Landmarks Commission and other local preservation groups and other historic preservation efforts. (Recommendation IO 1.6.1, CR 1.1.2) Secondary Partners: Neenah Landmarks Commission, Neenah Historical Society, Fox River Heritage Parkway
- Consider cultural resource and historic preservation in future land use planning and development decisions. (Recommendation LU 1.3.1 and CR 1.1.4) Secondary Partner: Neenah Landmarks Commission, Neenah Historical Society, Fox River Heritage Parkway
- The City should continue to regard preservation and promotion of historically and architecturally significant buildings and sites as an important component in maintaining the image and character of Neenah. (Recommendation CR 1.1.1) Secondary Partner: Neenah Landmarks Commission, Neenah Historical Society, Fox River Heritage Parkway



- Seek input from the Landmarks Commission, the Neenah Historical Society and others when making decisions that involve existing historical sites, structures and areas. (Recommendation CR 1.1.5) Secondary Partner: Neenah Landmarks Commission, Neenah Historical Society, Fox River Heritage Parkway

Economic Development

- The City should direct new commercial and industrial uses to develop in nodes or clusters rather than as strip developments. (Recommendation IO 1.8.5 and LU 1.5.2) Secondary Partners: Community Development, Developers
- Encourage industrial growth south, along the east and west sides of I-41 to complement the existing land use pattern of the area and to maximize the infrastructure support systems that are available to serve this type of development. (Recommendation LU 1.5.3). Secondary Partners: Community Development
- Plan for future industrial uses to be geographically balanced within the community. (Recommendation LU 1.5.4) Secondary Partners: Community Development
- New business development should be compatible with the character of surrounding development and the overall character of the City. (Recommendation LU 1.5.9 and ED 2.4.2)
- Support the development and expansion of new commercial areas that can meet neighborhood and community needs. (Recommendation ED 1.1.3)
- Create recreational opportunities in and around employment centers by encouraging developers to incorporate common open space and pedestrian trails in the design and development of business and light industrial properties / parks to increase amenities and attract a quality workforce and business partners. (Recommendation LU 1.8.6, NR 1.5.1) Secondary Partners: Park and Recreation, Park and Recreation Commission, Community Development

Residential Development

- The City should encourage the development of mixed-use cluster residential neighborhoods that are built at a pedestrian scale and that retain extensive open space areas. (Recommendation IO 1.8.6 and LU 1.4.1) Secondary Partners: Community Development
- Review new housing proposals taking into consideration their relationship with other land uses to maintain neighborhood cohesiveness and character. (Recommendation LU 1.4.4 and H 3.3.1) Secondary Partners: Community Development
- Support proposals for senior type housing that would include smaller houses, low maintenance and close proximity to amenities. (Recommendation H 1.3.1) Secondary Partners: Community Development



- Encourage the design and siting of new affordable housing that fits into existing neighborhoods. (Recommendation H 1.4.5) Secondary Partners: Community Development, Community Development Authority, Habitat for Humanity

Community Facilities

- Encourage appropriate placement of telecommunications towers and structures so that they don't negatively impact residential or commercial areas. Recommendation LU 1.7.3) Secondary Partner Community Development

General Planning

- The future land use plan should be used as a guide in making decisions regarding annexations, plan approvals, development proposals, and public infrastructure investments. (Recommendation LU 1.1.1) Secondary Partners: Community Development
- The future land use plan map should be used as a guide for amending and updating the Neenah Zoning Ordinance and Map so that the objectives of the plan can be implemented through the regulation and management of future land development projects. (Recommendation LU 1.1.2) Secondary Partners: Community Development
- Enhance the downtown's connection to the waterfront by promoting waterfront activities and development. (Recommendation ED 2.2.3, IO 1.4.1 , IO 1.4.2 , IO 1.4.4)
- Direct development to areas already served by public infrastructure and services (sewer, water, streets and emergency services). Give second priority to areas adjacent to public services. (Recommendation ED 1.7.1) Secondary Partner: Community Development
- Encourage land development patterns that will maintain the capacity and efficiency of existing streets. (Recommendation LU 1.6.5, T 1.3.11) Secondary Partner: Community Development, Public Works
- Increase well-designed development densities and intensities to cost effectively provide public services and facilities. (Recommendation LU 1.7.1) Secondary Partner: Community Development, Public Works, Neenah-Menasha Fire Rescue, Neenah Police Department, Parks and Recreation
 - Give priority to new or infill development that can be accommodated without extending existing public infrastructure. (Recommendation CF 1.2.1)
 - Discourage development that is non-continuous and / or encourages lower densities.
 - Coordinate the orderly and efficient extension of services to areas not currently served. (Recommendation CF 1.2.2)
- Promote infill and redevelopment within the City. (Recommendation AG 1.1.1) Secondary Partner: Community Development, City Council
- Work with public and private school officials to identify sites for future schools, when needed. (Recommendation LU 1.7.2) Secondary Partner: Public and private school



districts, Community Development, Public Works, Neenah-Menasha Fire Rescue, Neenah Police Department

Natural Resources

- Encourage the use of natural surface water storage and detention facilities to control stormwater runoff. (Recommendation NR 2.1.1) Secondary Partner: Public Works, Community Development, Sustainable Neenah Committee

ONGOING EFFORTS: COMMUNITY DEVELOPMENT

The following is a list of recommendations that the Community Development should assume primary responsibility for and should consider in its daily activities and decisions. It should be remembered that while the Community Development assumes primary responsibility, it should enlist the help of others to assist them as necessary.

Planning and Zoning

- Maintain the current ban on the construction of new billboards. Enforce the removal of existing billboards as they become vacated. (Recommendation IO 1.2.1)
- Promote and encourage the underground installation of all electric, telephone and cable utility lines in newly developed areas. (Recommendation IO 1.2.3) Secondary Partner: Public Works
- Rigorously enforce property maintenance and nuisance codes to enhance the attractiveness and quality of all areas in the community. (Recommendation IO 1.8.7, H 2.2.4, H 2.2.7)
- Participate in cooperative planning efforts with local governmental units and service providers. (Recommendation LU 1.11.1, IC 1.4.2) Secondary Partners: local governmental units and service providers
- Work with the Neenah Joint School District and private schools to plan for new or renovated facilities. (Recommendation CF 3.1.1, CF 1.1.2) Secondary Partner: Neenah Joint School District, Private Schools, Park & Recreation

Community and Tourism

- Partner with and support local organizations to provide quality community events. (Recommendation IO 1.9.1)
- Consider expanding cultural, artistic and entertainment opportunities in the downtown. (Recommendation CR 2.1.4) Secondary Partner: Future Neenah, Neenah Arts Committee, Neenah Historical Society, Fox River Heritage Parkway
- Work with local non-profits to encourage heritage tourism and the promotion of the Fox River. (Recommendation CR 2.1.5) Secondary Partners: Neenah Historical Society, Fox River Heritage Parkway



- Proactively seek out community events and partners to host events in Neenah. (Recommendation IO 1.9.2) Secondary Partners: Future Neenah, Neenah Historical Society, Neenah Public Library, Riverside Players, Neenah Public School District, Fox Cities Visitor Bureau, Bergstrom-Mahler Museum of Glass, etc.
- Preserve the values and characteristics that define the City and make it special for its residents. (Recommendation LU 1.2.1)
- Recognize tourism as a substantial economic opportunity, and support community and sporting events, festivals, waterfront and water access activities, walking tours of historic areas and other heritage tourism activities. (Recommendation ED 1.4.1)
- Continue to promote and expand the City's quality of life attributes (low crime, low cost of living, cultural enhancements, quality schools, access to higher education, parks, riverfront access, access to a system of walking and biking trails, etc.). (Recommendation ED 2.1.1)
- Encourage / initiate a bicycle rental program in the downtown area. (Recommendation T 2.1.3) Secondary Partners: Future Neenah, Neenah Parks and Recreation, Businesses
- Support Future Neenah, Inc. efforts to provide an outdoor and indoor farm market. (Recommendation AG 2.1.1) Secondary Partner: Future Neenah, Inc., Sustainable Neenah Committee
- Support current and future community gardens in the City. (Recommendation AG 2.1.2) Secondary Partners: Sustainable Neenah Committee, Community Garden Partnership

Economic Development

- Maintain existing businesses and attract new businesses to commercial corridors and business districts that are within walking distance to residential neighborhoods and provide access to retail, restaurants and services. (Recommendation LU 1.5.8 and ED 2.4.1)
- Promote the City's proximity and access to the I-41 corridor and existing transportation infrastructure. (Recommendation ED 1.2.1)
- Promote the City's as being part of the Fox Cities metropolitan area. (Recommendation ED 1.2.2)
- Provide information regarding available properties, buildings and amenities in the Southpark Industrial Center. (Recommendation ED 1.5.1)
- Provide local incentives for business expansion and building improvements. (Recommendation ED 1.6.2)
- Identify redevelopment sites and make this information available. (Recommendation ED 1.7.2)



- Promote underutilized commercial /industrial properties that may have commercial or residential potential. (Recommendation ED 1.7.3) Secondary Partner: Plan Commission
- Collaborate with Future Neenah to promote available underutilized commercial / industrial properties (including Brownfield sites) in the City. (Recommendation ED 1.7.4, IC 1.1.4)
- Use Locate in Wisconsin (www.locateinwisconsin.com) to promote available buildings, sites and properties. (Recommendation ED 1.7.5) Secondary Partners: Locate in Wisconsin, Wisconsin Economic Development Corporation, New North, Inc. and the Fox Cities Regional Partnership.
- Support and participate in cooperative regional marketing efforts for the recruitment of industrial and service business prospects from outside the region and/or state. (Recommendation ED 1.8.1, IC 1.1.1) Secondary Partners: Fox Cities Regional Partnership, New North
- Participate in the Fox Cities Regional Partnership. (Recommendation ED 1.8.3, IC 1.1.2) Secondary Partner: Fox Cities Regional Partnership
- Support the Neenah Central City Business Improvement District (BID) in downtown Neenah. (Recommendation ED 2.2.1) Secondary Partner: Neenah Central City Business Improvement District (BID)
- Increase cultural, entertainment and recreational opportunities in the downtown. (Recommendation ED 2.2.5)
- Recognize Tax Increment Financing (TIF) as an important economic development tool. (Recommendation ED 2.3.1)
- Utilize Community Funds to assist projects within business district development areas. (Recommendation ED 2.3.3) Secondary Partners: Future Neenah, Doty Island Development Council
- Maintain a Small Business Loan revolving fund to assist small, growing companies that are creating new jobs in the community. (Recommendation ED 2.3.4)
- Encourage local employers to provide opportunities for employees to continue new skills and competencies. (Recommendation ED 3.1.1)
- Encourage entrepreneurs to submit business plans to the Northeast Wisconsin Regional Economic Partnership (NEWREP) Business Plan Competition as well as the Governor's Business Plan Competition through the Wisconsin Technology Council. (Recommendation ED 3.2.1)
- Support individual's efforts to seek support for business plan development, financing information, and other assistance. (Recommendation ED 3.2.2) Secondary Partners:



Wisconsin Women's Business Initiative Corporation (WWBIC); Fox Valley Technical College's Venture Center; Small Business Development Center-Oshkosh; SCORE, a partner of the Small Business Administration; Wisconsin Small Business Development Center; Impact Seven; Wisconsin Economic Development Corporation (WEDC)

- Work cooperatively with secondary and post-secondary educators in identifying those education and job-training needs that must be met to maintain a well-trained workforce. (Recommendation ED 3.3.1, IC 1.1.8) Secondary Partners: Fox Valley Technical College, Neenah Jt. School District, UW-Fox Valley, UW-Oshkosh, UW-Green Bay
- Connect employers with local high schools and guidance counselors to promote technical programs / job skill training through FVTC and the local high school that are needed in the community. (Recommendation ED 3.3.2) Secondary Partners: Neenah Jt. School District, Fox Valley Technical College
- Encourage local schools to continue to work with CESA 6, FVTC and the business community to provide a youth apprenticeship program to provide students with valuable skills. (Recommendation ED 3.3.3) Secondary Partners: Neenah Jt. School District, Fox Valley Technical College, CESA 6, Businesses
- Work with local economic development groups to encourage the establishment of businesses in the City that would support the agricultural economy. (Recommendation AG 1.1.2) Secondary Partners: Future Neenah, Fox Cities Regional Partnership, New North

Natural Resources

- Continue to control stormwater runoff from construction site activities and impervious surfaces. (Recommendation NR 2.1.4) Secondary Partners: Public Works
- Encourage the use of Green Infrastructure to areas planned for new development. (Recommendations IO 1.3.1, LU 1.10.2, LU 1.10.4, CF 1.4.4). Secondary Partners: Public Works, Park and Recreation, Plan Commission, City Council, Sustainable Neenah Committee
- Consider low-impact development practices such as permeable pavement, rain gardens, rain barrels and bio-retention facilities to assist in meeting stormwater requirements. (Recommendation H 3.1.2, NR 2.1.3) Secondary Partners: Public Works, Sustainable Neenah Committee
- Continue ongoing regulatory control over wetlands and floodplain areas, shoreland protection areas, and other environmentally sensitive areas. (Recommendation IO 1.3.2, NR 1.1.1)

Housing

- Improve and preserve the City's established neighborhoods. (Recommendation LU 1.4.6 and Objective H 2.1)



Transportation

- Incorporate the Neenah Access Trails system into future neighborhood plans to provide a wider network of off-street trails and on-street routes for safe, non-motorized travel throughout the community. (Recommendation LU 1.6.1)
- Support the development of a regional transit route. (Recommendation ED 2.5.2, T 2.2.3, IC 1.1.5) Secondary Partner: ECWRPC, Valley Transit, Fox Valley Technical College, University of Wisconsin – Fox Valley, Oshkosh, Fond du Lac and Green Bay, communities along I-41 corridor from Green Bay to Fond du Lac, Businesses, Fox Cities Transit Commission, WisDOT
- Continue to support public transit and promote its use by the general public. (Recommendation T 2.2.1) Secondary Partner: Valley Transit, Fox Cities Transit Commission
- Work with Valley Transit to monitor existing routes within the City and expand or revise routes as needed. (Recommendation T 2.2.4) Secondary Partner: Valley Transit, Fox Cities Transit Commission
- Continue to provide ADA and Senior Transportation options within the City. (Recommendation T 2.3.1) Secondary Partner: Committee on Aging, Winnebago County Aging and Disability Resource Center, Winnebago County Department of Human Services, Valley Transit

Historic Preservation

- Continue to work with the Neenah Historical Society, Future Neenah, the Neenah Public Library, the Neenah Joint School District and others on educational programs for adults and children that provide an appreciation of local history. (Recommendation CR 1.2.1) Secondary Partners: Neenah Historical Society, Future Neenah, Neenah Public Library, Neenah Joint School District, Fox River Heritage Parkway, Winnebago County Historical and Archaeological Society, Wisconsin Historical Society

ONGOING EFFORTS: PARK AND RECREATION

The following is a list of recommendations that the Park and Recreation should assume primary responsibility for and should consider in its daily activities and decisions. It should be remembered that while the Park and Recreation assumes primary responsibility, it should enlist the help of others to assist them as necessary.

Urban Forestry

- Encourage a tree planting program along major road corridors, recognizing appropriate species and placement. (Recommendation IO 1.2.5, NR 1.2.2) Secondary Partners: Public Works, Community Development, City Council
- Continue the City's urban forestry program to address the long term care of urban trees for proper maintenance, removal, protection and planting. (Recommendation IO 1.4.3) Secondary Partner: Department of Public Works, City Council



- Remain actively involved with the Arbor Day Foundation, promoting activities that educate the public about the benefits of trees in an urban setting. (Recommendation NR 1.2.1) Secondary Partner: Arbor Day Foundation, Sustainable Neenah Committee
- Continue to actively participate in the Northeast Wisconsin Urban Forestry Work Group. (Recommendation NR 1.2.3) Secondary Partner: Park and Recreation Commission

General Recreation

- Increase cultural, entertainment and recreational opportunities in the downtown. (Recommendation ED 2.2.5, LU 1.5.5, IO 1.4.4, IO 1.4.1, IO 1.4.2, ED 2.2.3) Secondary Partners: Tourism businesses, Neenah Historical Society, Future Neenah, Riverside Players, etc.
- Take measures to insure the preservation of natural areas. Where it is feasible, natural areas should be targeted for acquisition and inclusion as part of the park and open space system, particularly when these areas are threatened by urban development. (Recommendation LU 1.8.3, CF 4.3.4) Secondary Partner: Park and Recreation Commission, Community Development
- Maintain and expand public access and accessibility to the Neenah Slough and areas along the Lake Winnebago and Fox River shorelines. (Recommendation LU 1.8.5, CF 4.4.4) Secondary Partner: Park and Recreation Commission
- Continue to work with the Neenah Joint School District and establish methods of communication with private schools in the City by continuing to utilize shared recreational facilities. Enhance recreational and community opportunities. (Recommendation CF 1.1.2, CF 3.1.2, CF 4.1.2, IC 1.3.4) Secondary Partner: Neenah Joint School District, Private Schools
- Continue to expand park and recreational infrastructure as the City expands outward. (Recommendation CF 4.3.1) Secondary Partner: Community Development
- Support Regional Dog Park Initiative. Look for opportunities for a Dog Exercise Area, work with the County and adjacent Communities. (Recommendation CF 4.4.2) Secondary Partners: Winnebago County, City of Menasha, Village of Fox Crossing, surrounding towns.

Bicycle & Pedestrian Facilities

- Continue to develop trails that provide linkages to regional trail systems outside of the City such as Winnebago County's WIOUWASH Trail, Loop the Little Lake Trail and trails and routes in Oshkosh and throughout the Fox Cities. (Recommendation LU 1.6.1, CF 4.2.4) Secondary Partners: Neenah Trails Task Force, Fox Cities Greenways, City of Oshkosh, Winnebago County, City of Menasha

Oak Hill Cemetery

- Work with the Historical Society and Veterans groups on public events. (See recommendation CF 1.6.2) Secondary Partner: Neenah Historical Society, Veteran groups



ONGOING EFFORTS: Public Works

The following is a list of recommendations that the Public Works should assume primary responsibility for and should consider in its daily activities and decisions. It should be remembered that while the Public Works assumes primary responsibility, it should enlist the help of others to assist them as necessary.

Street and Sanitation

- Provide a minimum five (5) foot sidewalks or a designated off-road bicycle or pedestrian trail on both sides of arterial and collector streets, along designated school routes and adjacent to all parks and schools in both existing and future streets. (Recommendations LU 1.6.1, T 2.1.1) Secondary Partner: Park and Recreation, Park and Recreation Commission, Trails Committee
- Pursue funding and grants for bicycle lanes and pedestrian infrastructure when building and constructing roads. (Recommendations T 2.1.7, LU 1.6.1) Secondary Partner: Park and Recreation, Park and Recreation Commission, Trails Committee
- Utilize 5-year capital improvement programming to fund and prioritize road maintenance work. (Recommendation T1.3.6) Public Services and Safety Committee, Board of Public Works
- Work with the Fox Cities MPO to review and revise road classification functionality as needed so that roads receiving the greatest use are eligible for federal funding. (Recommendation T1.3.8) Secondary Partner: ECWRPC, WisDOT, Winnebago County
- Design and develop a street system that provides mobility, safety, and convenience while preserving neighborhood integrity. (Recommendation T 1.3.10) Secondary Partner: Community Development
- Conduct a PASER evaluation of the existing road network on a biennial basis. (Recommendation T 1.4.1) Secondary Partner: WisDOT
- Identify road reconstruction and maintenance activities based on the PASER evaluation and other tools. Incorporate these projects into the City's Capital Improvement Program (CIP). (Recommendation T 1.4.3) Secondary Partner: Water Utility
- Submit a list of proposed projects annually to the Fox Cities MPO for inclusion in the Transportation Improvement Program. (Recommendation T 1.5.1) Secondary Partner: ECWRPC, WisDOT, Winnebago County
- Participate in the Fox Cities Transportation Policy Advisory Committee. (Recommendation T 1.5.2) Secondary Partner: ECWRPC, WisDOT

Public Utilities

- Coordinate the orderly and efficient extension of services to areas not currently served. (See recommendation CF 1.2.2, LU 1.7.1) Secondary Partner: Community Development, Plan Commission



- Continue to identify and reduce inflow and infiltration in the sanitary sewer system. (See recommendation CF 1.3.1)
- Replace aging sanitary sewer, storm sewer and watermain pipes and infrastructure in combination with other infrastructure upgrades. (See recommendation CF 1.3.3)
Secondary Partner: Water Utility

Stormwater Management

- Complete the activities as required under the City's MS4 general permit. (See recommendation CF 1.4.1) Secondary Partner: WDNR, Fox-Wolf Watershed Alliance, Sustainable Neenah
- Continue to work with the WDNR to comply with the requirements of the City's MS4 permit. (Recommendation NR 2.1.6)
- Continue to work towards meeting the TMDL requirements. (See recommendation CF 1.4.2, NR 2.1.7) Secondary Partner: WDNR, Fox-Wolf Watershed Alliance, Sustainable Neenah
- The Upper Fox and Wolf River Total Maximum Daily Load (TMDL) is currently being developed for phosphorus and total suspended solids. The City should comply with the requirements of the plan. (Recommendation NR 2.1.7, CR 1.4.2) Secondary Partner: WDNR, Fox-Wolf Watershed Alliance
- Sponsor events like "Renew the Slough", rain-barrel building workshops, etc. (See recommendation CF 1.4.3) Secondary Partner: WDNR, Fox-Wolf Watershed Alliance, Sustainable Neenah
- Continue to work with the Northeastern Wisconsin Stormwater Consortium (NEWSC) and the Fox-Wolf Watershed Alliance to address stormwater runoff and water quality issues. (Recommendation NR 2.1.5) Secondary Partners: Northeastern Wisconsin Stormwater Consortium (NEWSC), Fox-Wolf Watershed Alliance
- Support efforts to improve water quality of Lake Winnebago through management of upstream agricultural runoff. (Recommendation NR 2.1.8) Secondary Partners: Winnebago County, Northeastern Wisconsin Stormwater Consortium (NEWSC), Fox-Wolf Watershed Alliance

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ONGOING EFFORTS: COMMUNITY DEVELOPMENT AUTHORITY

The following is a list of recommendations that the Community Development Authority should assume primary responsibility for and should consider in its daily activities and decisions. It should be remembered that while the Community Development Authority assumes primary responsibility, it should enlist the help of others to assist them as necessary.



- Explore and promote all available programs that can lead to an increased supply of housing units in the local market for new affordable housing units, rehabilitation of existing units and rental and homebuyers assistance initiatives. (Recommendation H 1.1.1) Secondary Partner: Community Development
- Pursue regional ventures that promote neighborhood stabilization, housing rehabilitation and affordable housing solutions in the City of Neenah. (Recommendation H 1.2.1) Secondary Partner: Community Development
- Encourage neighborhood / housing improvement activities. (Recommendation H 2.1.2) Secondary Partner: Community Development
- Maintain and improve the public infrastructure in existing neighborhoods to insure reliable service and to encourage private investment and pride in ownership. (Recommendation H 2.1.1) Secondary Partner: Community Development, Public Works

ONGOING EFFORTS: LANDMARKS COMMISSION

The following is a list of recommendations that the Landmarks Commission should assume primary responsibility for and should consider in its daily activities and decisions. It should be remembered that while the Landmarks Commission assumes primary responsibility, it should enlist the help of others to assist them as necessary.

- Support the continuation of state tax credits for historic building renovation. (Recommendation IO 1.6.4) Secondary Partner: Community Development, Wisconsin Historical Society
- Encourage homeowners to consider seeking federal and state tax credits through the State Historical Society, Division of Historic Preservation to preserve and renovate historic homes. (Recommendation H 2.2.2) Secondary Partner: Community Development, Community Development Authority, Neenah Historical Society, Wisconsin Historical Society

ONGOING EFFORTS: LIBRARY BOARD

The following is a list of recommendations that the Library Board should assume primary responsibility for and should consider in its daily activities and decisions. It should be remembered that while the Library Board assumes primary responsibility, it should enlist the help of others to assist them as necessary.

- Support the library and its efforts to modify its service model to accommodate the changing needs and wants of Neenah residents. (Recommendation CF 3.2.1) Secondary Partner: Neenah Public Library, Neenah City Council