

# ANNUAL REPORT

DEPARTMENT OF  
COMMUNITY DEVELOPMENT  
AND ASSESSMENT



2025

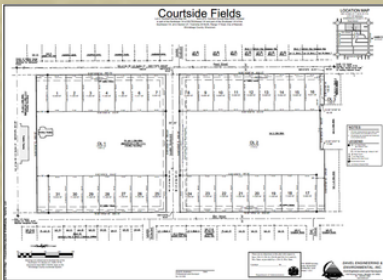


# Highlights of the Year

Community Development helped secure a Vibrant Spaces Grant from the Wisconsin Economic Development Corp to create Alta Alley. This project is in partnership with Future Neenah and Alta Resources



City approves the Courtside Fields subdivision, creating 31 lots in the heart of the city



City approves a 56-unit housing project to support Thedacare's new doctor residency program



City finalized the Neenah Housing Study and Needs Assessment



Neenah Housing Study and Needs Assessment

Stantec  
December 9, 2024

City approves the 2nd Addition to Freedom Acres, creating 26 lots in the city



City recruited Gunderson Uniform and Linen to Neenah



# Our Team

## **Kelly Nieforth**

Director of  
Community Development and Assessment

## **Brad Schmidt**

Deputy Director of  
Community Development and Assessment

## **Carol Kasimor**

Assistant Planner

## **Samantha Jefferson**

Community Development Specialist

## **Kyle Pederson**

Chief Building Inspector

## **Dan Brown**

Plumbing/Heating Inspector

## **Ted Dominowski**

Building Inspector

## **Rick Meverden**

GIS Coordinator

## **Kathy Engelbreth**

Assessor II

## **Kathleen Behnke**

Assessor I

## **Kayla Kubat**

Administrative Assistant  
Assessment Technician

## **Mark Brown**

Statutory Assessor

## **Michael Burrows**

Department Intern



# Staff Updates

Long time Community Development Director Chris Haese, who dedicated 34 years of service to Neenah retired in early 2025. Chris played a vital role in shaping the growth and vitality of our community—guiding redevelopment projects, supporting local businesses, and planning for Neenah’s future. His leadership and dedication will have a lasting impact.



We are pleased to welcome Kelly Nieforth as the new Community Development Director. Her dedication to community growth, innovation, and partnership will continue to strengthen Neenah as a vibrant place to live, work, and do business. We look forward to the vision and leadership she brings to Neenah’s future.

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# **Economic Development Projects**

# Economic Development Projects

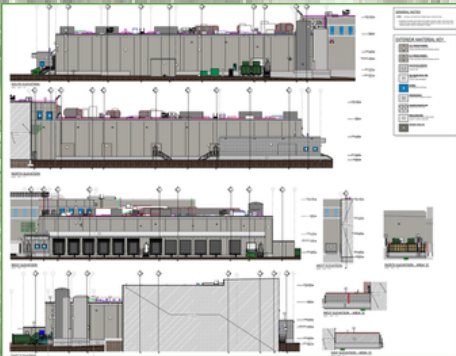
## 7Brew Coffee

Drive-thru coffee business on Winneconne Avenue



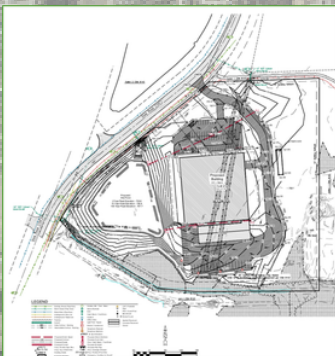
## Galloway Company

70,000 square foot warehouse/shipping facility



## Gunderson Uniform and Linen

63,000 sq ft industrial laundry facility



## Housing Request for Proposals

1. Downtown Property on Millview Drive
2. Former Harn's Furniture site on South Commercial Street



# Economic Development Projects

## Housing Study and Needs Assessment Implementation

Neenah Housing Study and Needs Assessment report finalized in early 2025.

The report identified a 10-year housing production target of 960 new housing units to meet current and future demand.



Income Bracket	Definition	Max Affordable Monthly Housing Costs	Rent				Own				Sum Totals			
			1BR	2BR	3BR	4+ BR	1BR	2BR	3BR	4+BR	Rent	Own	Combined	
Very Low Income	<30% MHI	\$695	6	33	38	20	0	1	8	12	97	21	118	
Low Income	30-60% MHI	\$1,390	6	35	57	30	0	2	18	36	128	56	184	
Lower Middle Income	60-80% MHI	\$1,854	6	44	95	55	0	3	39	113	200	155	355	
Middle Income	80%-120% MHI	\$2,780	2	17	45	32	0	1	22	102	96	125	221	
Upper Middle Income	120%-140% MHI	\$3,244	0	3	12	9	0	0	7	48	24	55	79	
High Income	140-170% AMI	\$3,939	0	0	0	0	0	0	0	0	0	0	0	
Very High Income	>170% MHI	--	0	0	0	0	0	0	0	3	0	3	3	
Median Family Income (MFI): \$92,679			sums	20	132	247	146	0	7	94	314	545	415	960

Maximum affordable monthly housing costs are determined by 30% of household income based on the MFI of \$92,679 for the Oshkosh-Neenah MSA. This estimate is based on 2022 median incomes- the most readily available median income data.

### 10- Year Production Target: 960 Housing Units

Most of the projected demand is for low-to-middle income households. The report suggests that additional rental and ownership housing units will need to be constructed to meet this demand.

Neenah's local and regional economy remain strong with growth in the manufacturing sector, but also a shift to service sector employment.

# Economic Development Projects

The Housing Study included several specific action items that the City can implement to meet these three strategies:

- Affordable Rental Housing
- Housing Diversity (missing middle housing)
- Entry level home ownership

In 2025, the City began reviewing and prioritizing the action items with the help of the City's Plan Commission. Below is a list of completed action items:

- Develop a list/map of all city-owned land which could support housing on in-fill lots.
- Issued request for proposals seeking development on two properties, one along South Commercial Street and one along Main Street in downtown Neenah. The approved proposals seek to develop nearly 300 housing units between the two projects.
- Modified Zoning/Municipal Code to remove barriers to housing development.
- Began researching accessory dwelling units (ADUs) and created a draft ordinance reviewed by the City's Plan Commission.

## 2025 Housing Statistics

**87**

New Single-Family Homes  
(10-year average is 47 new homes/year)

**2 UNITS**

New Two-Family Home  
(10-year average is 2 new homes/year)

**54**

New Multi-Family Units  
(10-year average is 63 new units/year)

**TOTAL = 143**

New Housing Units  
(10-year average is 112 new units/year)

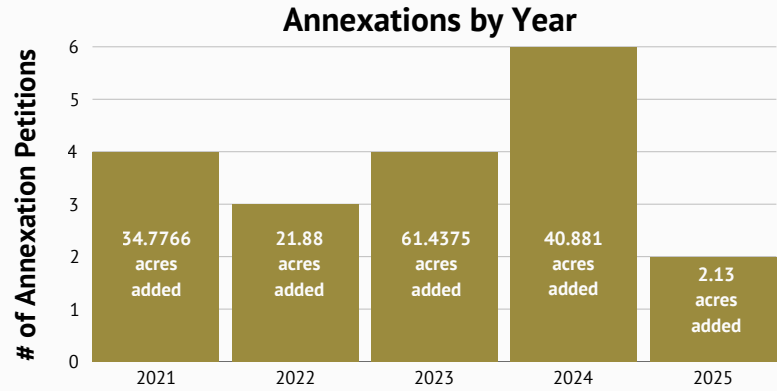
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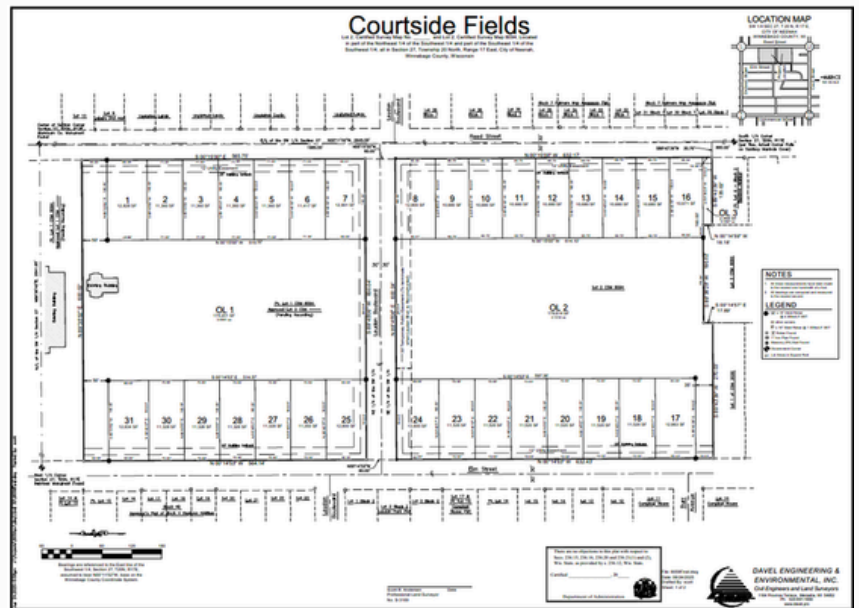
# Planning and Zoning

# Planning and Zoning

The City has limited land available for development within its boundaries. Annexing land from outside areas is important to meet growth and development needs.



The City approved the Final Plat for the Courtside Fields subdivision, which creates 31 lots and three outlots.



## 69

2025 Total Zoning Applications Reviewed

## 56

3- year Average of Total Zoning Application Reviewed

## Homes at Freedom Meadows Homes at Freedom Acres Subdivisions

The City of Neenah approved a development agreement in 2020, to support the development of land now known as the Homes at Freedom Meadows/Freedom Acres Subdivision.

The City agreed to buy and annex 130 acres of undeveloped land in the Town of Vinland. The Developer agreed to subdivide and develop the land for new single-family housing within a 10-year period.

As of 2025, all the land has been subdivided, creating over 240 new single-family lots. The pace of development was faster than anticipated by 5 years.



**2020**

Aerial photos overlooking land between Woodenshoe Road and County Road G prior to the subdivisions and current

**2025**



# Planning and Zoning



## Subdivision Statistics

**243**

Single-Family lots  
created

**226**

Single-family homes built or  
under construction  
(as of 01/23/2026)

**1**

New neighborhood  
park

**6  
MILES**

New sidewalk

**\$42.6  
MILLION**

Assessed value of all homes  
built or under construction  
(as of 01/23/2026)

**3.5  
MILES**

New public streets

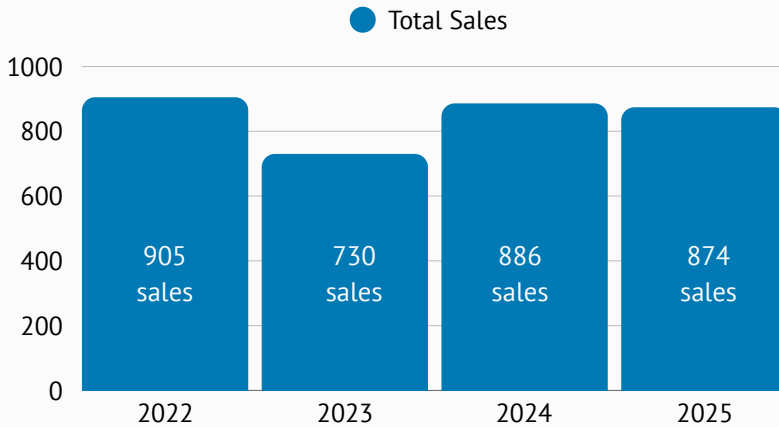


# Property Assessment

# Property Assessments

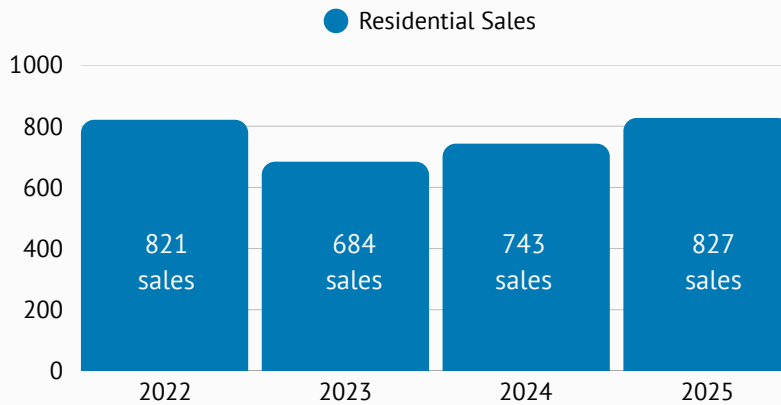
## 2025 Sales

*Residential, Commercial, Manufacturing, Other*



Property records were updated to reflect recent sales and building permits. Data was collected through various methods, including in-person visits, electronic submissions, phone calls, and mail correspondence.

## Total Residential Sales by Year

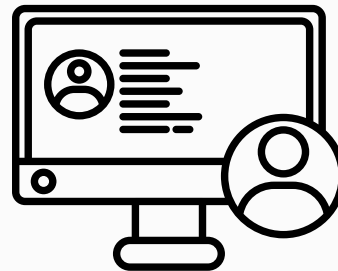


# \$299,000

Median Residential  
Sale Price

*increase of \$19,550 from 2024*

The city implemented Ascent, a tax and land records software, in 2025 to manage property tax information and maintain ownership records.



# Property Assessments

## Neighborhood Review Statistics

- 330** Letters Sent
- 195** Doorhangers Left
- 193** Total Inspections
- 33** Exterior Only Inspections



## Neighborhood Visits

Assessment staff visited properties in the northwest/central area of the city to update assessment records and ensure fair valuations. Homes that had gone the longest without a review were prioritized and notified by letter. The assessment staff conducted brief property inspections, including interior walkthroughs and exterior measurements. Exterior photos were taken for all homes in this area and updated in our assessment software.



# Building Inspections

# Building Inspections



**785**  
2025 Permits Issued



**628**  
2024 Permits Issued



**5,707**  
2025 Inspections  
Performed



**4,974**  
2024 Inspections  
Performed



**87**  
2025 New  
Single-Family Homes



**81**  
2024 New  
Single-Family Homes



# Building Inspections



**Bergstrom Chevrolet-Buick-Cadillac**



**7Brew Coffee**



**101**

2025 Commercial  
Permits  
(remodels, signs, parking lots)



**88**

2024 Commercial  
Permits  
(remodels, signs, parking lots)



**\$268,316,538**

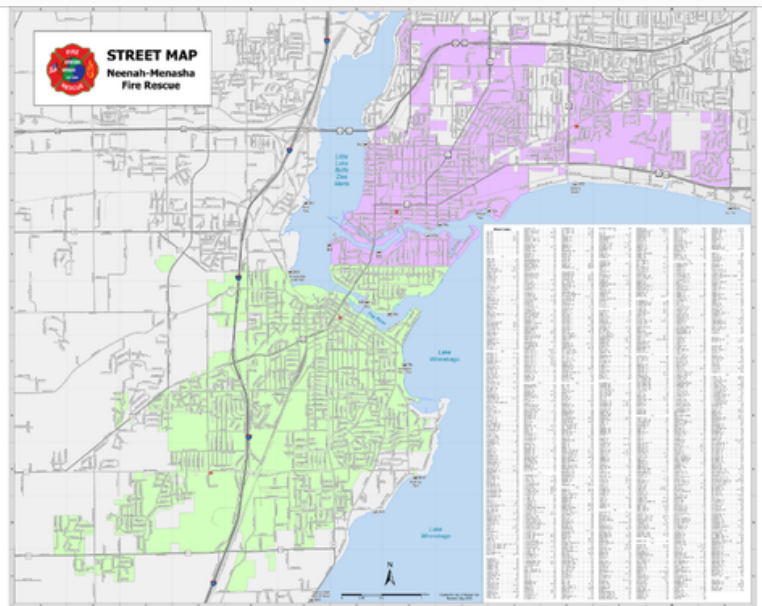
2025 Construction  
Value of all projects



**\$109,471,665**

2024 Construction  
Value of all projects

# Geographic Information System



Redesign and update the Neenah-Menasha Fire Rescue Street Map

- The City brought Cloudpoint Geospatial in to conduct a major update to our Enterprise GIS software. This added new functionality and user-roles, as well streamline development of GIS applications. It also included measures to improve our cyber-security.
- The City received the latest aerial photography from Winnebago County and updated our GIS applications, as well as made it available to City staff for use with ESRI and Autodesk software. This is also available for the public to view.



**Parcel Viewer**



**Future Land Use**

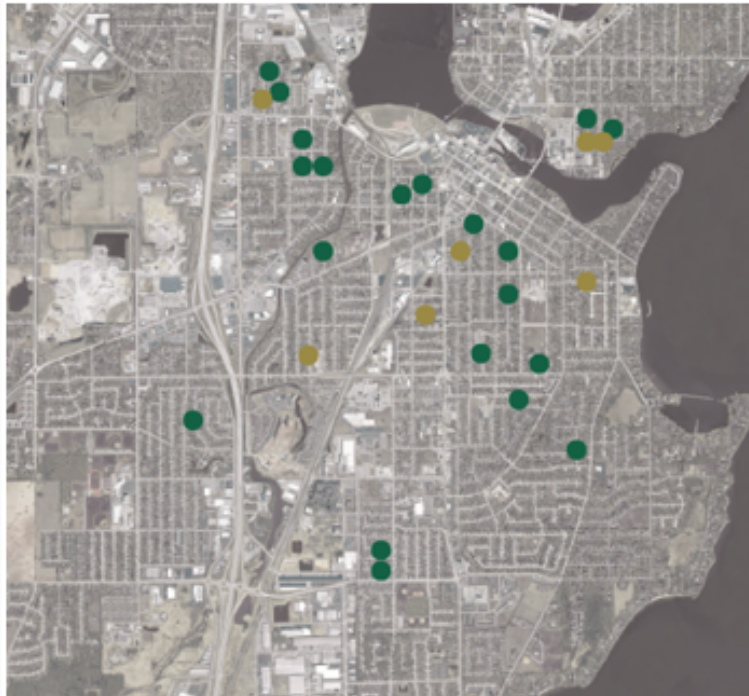


**Historical Aerial Photography**

# Houses into Homes

The City of Neenah's Houses Into Homes Program provides grants and loans to improve eligible single-and two-family homes, funded by a Tax Incremental Financing (TIF) extension from the closure of TIDs 5 and 6. The initiative also aims to improve the quality of life in neighborhoods, contributing to a stronger and more attractive community.

## 2025 Properties Assisted - City-wide



 Refresh & Renew Homes

 Curb Appeal Homes



### Example of Projects completed:

- Kitchen Remodels
- Front Porch Reconstruction
- New Garage Construction
- New siding
- New Roofs



**28 Projects Completed**

21 Curb Appeal Projects  
7 Refresh & Renew Projects



**\$170,000**  
**City Investment**

\$95,000 will return to the  
City through loan payments



**\$249,000**  
**Private Investment**

# Houses into Homes

Before



After



Before



After



# Community Programs



## Landmarks Commission

Voyageur Canoe Rides September 2025



## Sustainable Neenah Committee

Presentation at the Farmer's Market

## Committee on Aging

School for Seniors was held at  
St. Mark Lutheran Church  
October 2025



## Committee on Aging

The Northern Winnebago  
Dial-A-Ride program allows  
seniors to receive reduced-fare  
taxi rides in the Fox Valley.

176

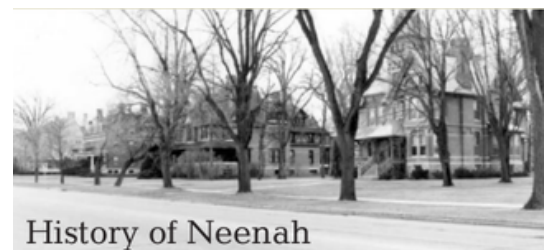
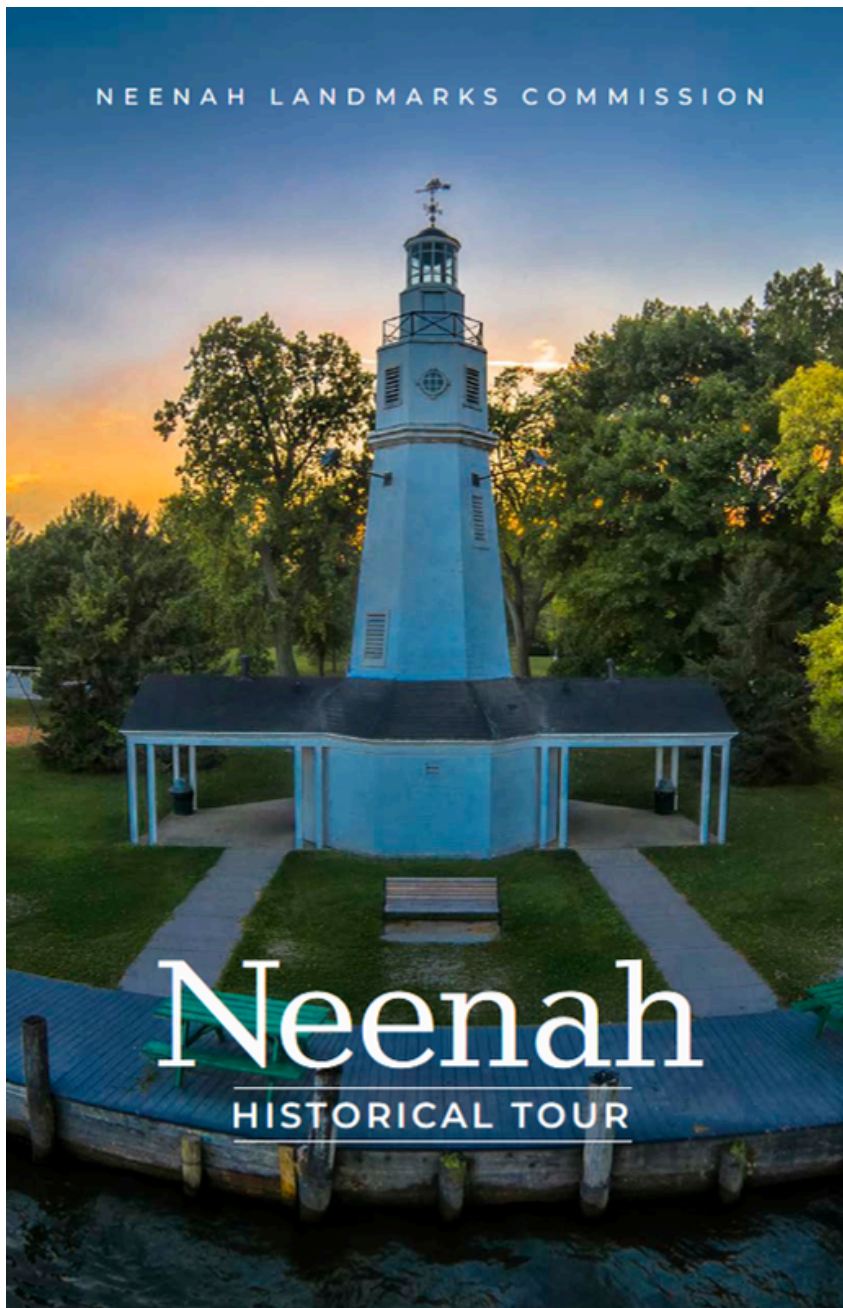
Average monthly riders

2,113

2025 Total Ridership

# Community Programs

The Landmarks Commission took on the task of updating the Neenah Historical Tour brochure. This included coordinating with the Historic Landmarks in the brochure for updating exterior photos of their home, choosing a new design for the brochure, and including additional Historic properties.

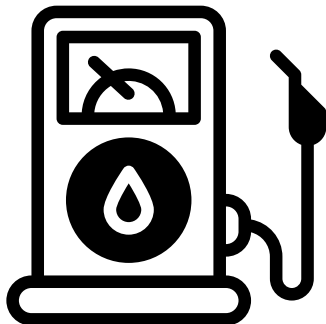


# Weights and Measures

In 2025, the Community Development department continued administrative support and oversight of the City's Weights and Measures program. The City of Appleton Health Department has been contracted to provide field services.



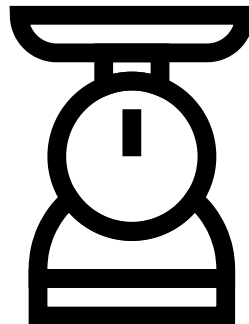
5 large grocery stores in the city



**Retail Motor Fuel**

13 businesses

366 devices

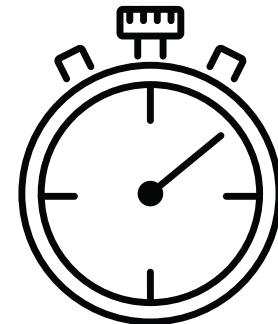


**Small and Medium**

**Capacity Scales**

34 businesses

176 devices



**Timing Devices**

11 businesses

93 scans


## What is Weights and Measures?


Weights & Measures inspects devices such as fuel pumps, store scales, and retail scanners to ensure businesses are charging accurately, customers receive the proper amount of product, and equipment complies with state standards.




## Contact Us

### Community Development

 920-886-6125


 [communitydevelopment@neenahwi.gov](mailto:communitydevelopment@neenahwi.gov)


### Assessments

 920-886-6115

 [assessor@neenahwi.gov](mailto:assessor@neenahwi.gov)

### Inspections

 920-886-6130

 [inspections@neenahwi.gov](mailto:inspections@neenahwi.gov)

## For more information

### Houses into Homes Information



### Dial-a-Ride Information



### Inspections Website



### Property Information





**To serve as the catalyst to a vibrant, growing community**



**Neenah**  
W I S C O N S I N<sup>®</sup>

