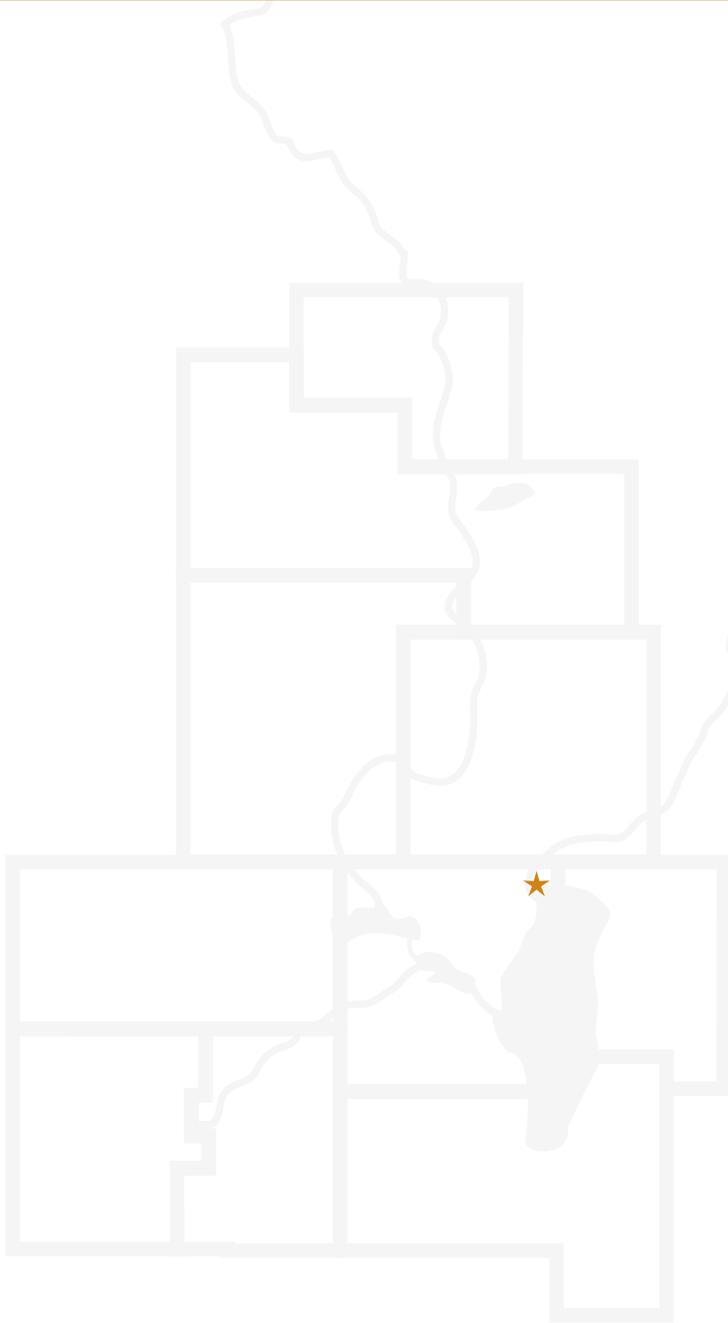


# MENASHA LOCK SITE VISIONING WORKSHOP SUMMARY REPORT MARCH, 2016



**THE POST-CRESCENT**  
A GANNETT WISCONSIN MEDIA PUBLICATION

**Sponsored by the Fox River Navigation  
System Authority and the Post-Crescent**



**East Central Wisconsin  
Regional Planning Commission  
ECWRPC**

Calumet • Fond du Lac • Menominee • Outagamie  
Shawano • Waupaca • Waushara • Winnebago

# **Menasha Lock Site Visioning Workshop Summary Report**

**City of Menasha**

**March 2016**

Prepared by the  
East Central Wisconsin Regional Planning Commission

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## ABSTRACT

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This report summarizes the results of the January 23, 2016 public visioning workshop which focused on a 2.4 acres site adjacent to the Menasha Lock which is owned by the Fox River Navigational System Authority.

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**CHAPTER 1**  
**INTRODUCTION**

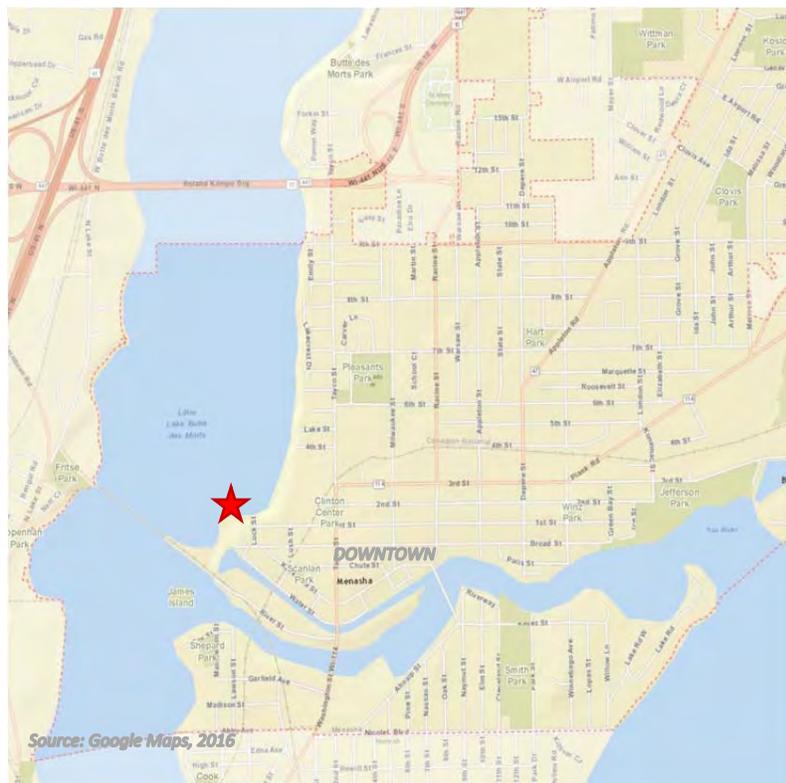
## CHAPTER 1: INTRODUCTION

### BACKGROUND

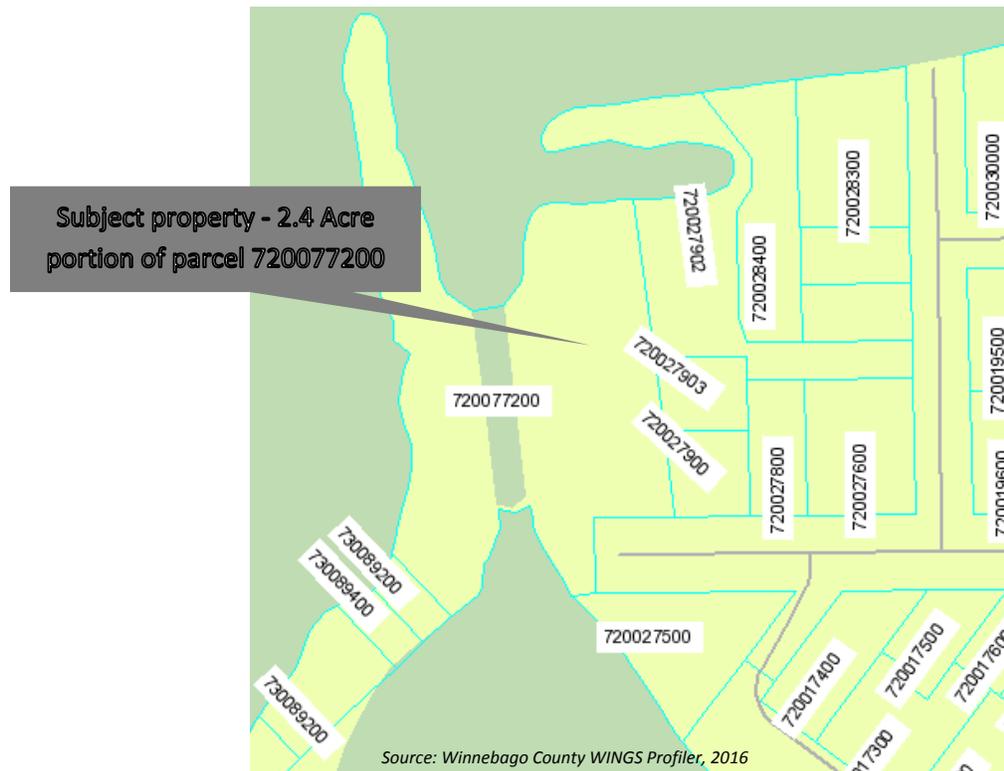
In late 2015, the Fox River Navigation System Authority (FRNSA) had requested assistance from the East Central Wisconsin Regional Planning Commission to prepare and facilitate a public visioning workshop that focused on the potential re-use of a 2.4 acre piece of vacant property located adjacent to the Menasha Lock along the eastern shores of Little Lake Buttes Des Morts. After discussing the project with the City of Menasha, it was elected that East Central would help with event planning and a partnership with both the FRNSA and the Post-Crescent was formed to assist in promoting the event.

The focus area (Maps 1 and 2) was formerly the site of the Menasha Lock Guard House which was in such disrepair that it was demolished in 2015, thereby freeing up this space for a potential higher and better use. The Menasha Lock itself is a historic feature within the community and has been operational since the 1850's. The lock provides a key linkage within the system of 17 locks that tamed the rapid elevation change of the Lower Fox River as its waters flowed toward Green Bay. In 2005, the Friendship Trestle Trail opened adjacent to the Lock Site, connecting the City of Menasha with the Town of Menasha, and instantly made the FRNSA management property an 'anchor' on the eastern shore of Little Lake Buttes des Morts.

**Map 1: Menasha Lock Site Location**



## Map 2: Menasha Lock Site Property Details



## **WORKSHOP GOALS**

Planning for the workshops started in late 2015. The overall goal of the workshops was to seek resident and user input and feedback in order to develop a future cohesive 'vision' for the use and function of the 2.4 acre site which fit within the context of the neighborhood, the community, and the region as a whole.

The workshop information would be used to generate a better picture of what the future could be for the property, with perhaps some ideas on how the surrounding area could change as a result. The vision, once developed and accepted, will be used as a guide for the preparation of a more detailed 'master plan' by the FRNSA that would more specifically identify potential changes in use of this site and perhaps other properties along the waterway.

The workshop was developed using experiences that East Central staff has had in other communities whereby a very visual and creative set of questions and exercises was able to draw out thoughts, ideas, and concerns from the general public and place them in a context that will help further planning. This particular workshop was held on January 23, 2016 on a Saturday morning from 10 a.m. until Noon at the Menasha Public Library. The workshop was held in the basement meeting room and was very well publicized prior to the event through a number of methods, including media releases, physical and e-mail distribution of event flyers, website postings, social media and direct mailings (including a targeted mailing to all addresses west of Tayco Street, between the river and the SCA Tissue Mill property). The addition of the Post-Crescent as a partner in the effort led to even more promotion through both printed and social media. A copy of various pre and post event media and promotion materials are contained in Appendix A.

## **WORKSHOP STRUCTURE AND EXERCISE DESCRIPTIONS**

Prior to the event, 37 individuals were pre-registered, however; a total of 66 individuals registered and participated the morning of the event. Appendix B contains copies of the sign-in sheets. As shown in Map 3, a composite image of attendance geography shows that the distribution of participants was mostly from within the City of Menasha, however; quite a few participants from around, and outside of, the Fox Cities indicates that a diverse set of ideas and perspectives would likely be generated.

### Map 3: Workshop Participant Geography



The participants were introduced to the background and reasoning for the event, and were then led through a series of simple exercises that encouraged and fostered creative thinking. Figure 1 shows that these exercises were done quickly – typically using no more than 15 minutes per exercise.

#### Figure 1: Workshop Event Schedule

- 10:00 A.M. Welcome / Background - Who Are You?
- 10:15 A.M. Exercise #1 - Who Are We?
- 10:30 A.M. Exercise #2 - Connectivity
- 10:45 A.M. Exercise #3 - Jewels & Junk
- 11:00 A.M. Exercise #4 - Big Ideas!
- 11:15 A.M. Exercise #5 - Impacts of Change
- 11:30 A.M. Exercise #6 - Placemaking
- 11:40 A.M. Reporting Out
- 11:50 A.M. Wrap Up & Next Steps
- 12:00 Noon Adjourn with Our Deep Appreciation!

No limits or constraints were set – such as money, politics or regulation – in order to better seek out transformational (or ‘game-changing’) ideas from the public. Every idea is a good one, was the mantra for the series of events. The exercises are described briefly below.

**EXERCISE 1: WHO ARE WE?** – A worksheet was provided to record your thoughts about the identity and image of the City of Menasha and its riverfront environment.

**EXERCISE 2: CONNECTIVITY** – This map based exercise allowed participants to identify locations/areas away from the lock site property that should be better connected to this area – physically, economically, or socially.

**EXERCISE 3: JEWELS AND JUNK** – Participants were to identify and expound upon their favorite, and not so favorite, places along the riverfront. These were located on large maps which were placed on the table.

**EXERCISE 4: BIG IDEAS!** – Land use change is bound to happen on the riverfront and participants could provide thoughts on what types and how intense these changes should be by generating their ‘big ideas’ for the lock site and immediate area using forms located on the tables.

**EXERCISE 5: IMPACTS OF CHANGE** – Workshop participants were asked to identify specific land use changes (or components of) that might draw concern for the neighborhood, as well as potential solutions for consideration.

**EXERCISE 6: PLACEMAKING** – This exercise simply asked participants to identify locations throughout the City of Menasha that might benefit from the application of “Placemaking”.



## **CHAPTER 2**

# **WORKSHOP SUMMARY RESULTS**

## CHAPTER 2: WORKSHOP SUMMARY RESULTS

### BACKGROUND

The public visioning process consisted of a single, two-hour workshop scheduled on Saturday morning (10:00 A.M. until 12:00 Noon) January 23<sup>rd</sup>. Attendees were asked to place themselves in one of seven (7) small groups around pre-arranged tables which were equipped with all of the workshop forms, maps, notecards, and markers that were needed. These groups ranged from 6 persons to 10 persons each.

The sheer number of participants helped to generate a significant amount of 'data'. This data is summarized and displayed in several manners in order to best identify common themes or ideas both within single groups, and across the entire workshop population. The data takes on three distinct forms as follows:

- tabular (lists and prioritized lists);
- geographic (map-based); and
- supplemental (accompanying sketches, photos, etc.).

The data is arranged by individual exercise and is summarized for each table, as well as for the entire exercise across all workshop participants. Where applicable, the detailed (non-summarized, raw) data is included in Appendix C.

### WORKSHOP SUMMARY RESULTS

#### Exercise #1: Who Are We?

##### *Exercise Description*

The first exercise was established to explore perceptions about the identity of the City of Menasha, its riverfront environment, and/or the Menasha Lock Site. Participants were provided a single page form (Figure 2) with the main question being "What words/ideas would you use to describe the IDENTITY of these areas, whether it be associated with the history, current times/culture, or as you'd like to see it in the future?"

**Figure 2: Example Participant Form – Who Are We?**

**Menasha Lock Site Visioning Workshop - January 23, 2016**  
**Exercise #1 – “Who Are We?”**

**PURPOSE:** Create a list of qualities and characteristics that define the community of Menasha, the neighborhood and/or the lock site that contribute to its identity and “sense of place”.

<b>PAST (historic)</b>	<b>PRESENT (current culture)</b>	<b>FUTURE (what should /could be?)</b>

***PLEASE PRINT CLEARLY!***

***Analysis and Observations***

The results of this exercise offer insights to the overall positive or negative aspects of the community and can provide numerous ideas on how to incorporate heritage and history into a more detailed plan for either/both the lock site or the broader riverfront/neighborhood area. How can these ideas/perceptions be integrated into the lock site landscape over time? Can they provide a ‘theme’ for re-development and reuse of the lock site and other areas? While many thoughtful and interesting comments were received (See Appendix C for full listing), only a summary of the most prominent ideas is shown and discussed here.

The form used for this exercise had three different foci for responses; past (historic) identity, current identity (or culture), and future identity (or vision). For each focus area, participants were asked to identify what they felt were important features and traits. A total of 330 responses (101, 111 and 118 respectively) were given and each section was then condensed and the ten most common trends listed in Table 1 below.

**Table 1: Who Are We Top Responses**

Past Identity (Historic)		Current Identity (Culture)		Future Identity (Vision)	
Response	Count	Response	Count	Response	Count
Blue Collar/Working Class	14	Parks/Recreation	14	Waterfront Utilization	14
Paper Making	13	Diversity	10	Business Development	11
Fishing/Boating	6	Run Down/Deteriorated	9	Diversity	7
Commercial/Transportation Use of Fox River	5	Development/Jobs	8	Trail	7
Culture/Ethnicity	5	Downtown	8	Mix of Housing	7
Small Town	5	Transitioning/Redevelopment	5	Clean/Safe	6
History/Historic	5	Old vs. New Buildings	5	Home Ownership vs. Rental	5
Railroad/Transportation	4	Fishing/Boating	4	Parks/Recreation	5
Industrial	4	Neighborhoods	4	Water Recreation	5
Menasha Hotel	3	Waterfront	3	Menasha Lock	5

Visioning attendees expressed differences through Menasha’s past, current and future identities. The attendees felt that much of Menasha’s historical identity is based on a working class that provided a workforce for significant industrial production, particularly of paper. The Fox River ties into this history by providing fishing and boating opportunities as well as providing needed resources and a way to transport goods and people. Current identity responses indicate that Menasha is well known for its recreational opportunities and diversity in its population. There is also a sense that parts of the community are run down but there is momentum-building activity related to new development and jobs coming to the city. Vision attendees see a future focused on waterfront utilization, additional business development and diversity in its population. The following trends should be seen as an opportunity for the Fox River Navigation System Authority to partner with the community and to incorporate various themes into the lock site.

- Past Identity - the importance of the lock for commercial transportation on the Fox River and fishing and boating.
- Current Identity - recognize the importance that the participants place on parks and recreation and the need for redevelopment.
- Future Identity - the lock site has an opportunity to become part of the waterfront utilization that the participants see as an important feature and catalyst for continued positive change in the community.

The overall results are not uncommon within older Wisconsin communities, as they are all steeped in history. Menasha has a rich history including early Native American settlement followed by early European exploration and settlement. Industry soon followed by harnessing the abundant water resources and its location on Wisconsin's "First Highway" the Fox River. Over time, industry that built the community moved offshores and created redevelopment opportunities on large waterfront sites. These sites typically oriented buildings away from the river and effectively blocked the community from the river through large industrial buildings. Current times are focusing on the reutilization of these sites and the introduction of the river as a natural and recreational amenity for the community. Public access to this waterway is a common theme in many other communities' redevelopment efforts.

## **Exercise #2: "Connectivity"**

### ***Exercise Description***

This exercise used a large base map of the City of Menasha, bright green stickers (dots) and markers to prompt participants into identifying areas of the City or the broader region that should be better 'connected' to the Menasha Lock Site. It was explained that these 'connections' could mean one of any number of things as it relates to the geography of the site, the river and City as a whole. Participants were given approximately 10-15 minutes to complete this exercise as a group. The following questions were asked during the exercise to better engage participants and get their thoughts flowing:

1. Are there areas which have economic or social connections and/or would benefit from them?
2. What travel mode would best make the connection? Bike? Sidewalk? Street?
3. What relationships/connections already exist that could be improved?
4. Are there gaps in accessing the riverfront?
5. How can the water be made more accessible?
6. Are good visual connections or clues established to build awareness of the site?

### ***Analysis and Observations***

As shown in Maps 4 through 11 (the last of which is a composite of all three workshops), a wide variety of responses were captured during the intensive workshop. Each map was significantly different, however; a number of common themes exist as well as several interesting proposals from individual tables.

- Overall, a significant number of responses suggested that the entire riverfront should be connected physically, particularly along the canal and north side of the river so that the Menasha Lock Site eventually links with downtown and Jefferson Park (and beyond). In many instances, it was suggested that a boardwalk type of extension be considered along Water Street and that greenspace and boat docking facilities be incorporated.

- Better on-street connections for bikes and pedestrians were noted between the Menasha Lock Site, downtown, and Jefferson Park. Based on the various Tables' drawings, Specific routes were illustrated including Broad Street and 3<sup>rd</sup> Street.
- Improved connections with Doty Island, just south of the canal, utilizing the existing or future trestle bridges. These connections extend to Shepard Park and eventually Arrowhead Park in Neenah. It was also noted that potential parking issues near the Trestle Trail could be alleviated by making this connection and providing additional connected parking south of the river, in Neenah.
- A more formal 'Menasha Water Trail' is strongly suggested that links a number of points of interest along the canal and river corridor. It is also eluded that existing and future downtown and near-waterfront businesses could benefit from such increased recreation activities, and that economic opportunities should be considered when evaluating land use changes at any site along the river corridor. The water trail could potentially extend southward to the City of Neenah along both the east and west shores of Doty Island.
- In one instance, it was suggested that camping accommodations be provided along the Water Trail/Friendship Trail to cater to such users of the trail networks.
- Access to James Island was of great interest by many of the participants, whether by water or a bridge/land-based connection. However, do note that concerns with public access due to bird habitat were made in other exercises.
- A series of "trail loops" could be formed if the entire river (north and south) had trails which connected to the Racine Street Bridge, Tayco Street Bridge and a (proposed) trestle nearer the Lock Site.

These results could be considered for further exploration as more planning is done by the FRNSA as well as those studies that may be undertaken by the City or any other private or non-profit entity in the future. This input could also be utilized in the evaluation of any future parks, green spaces, bike routes, pedestrian facilities, river access points, and local street and traffic patterns.

Map 4: Connectivity Exercise Results – Table 1



TABLE #1

Map 5: Connectivity Exercise Results – Table 2

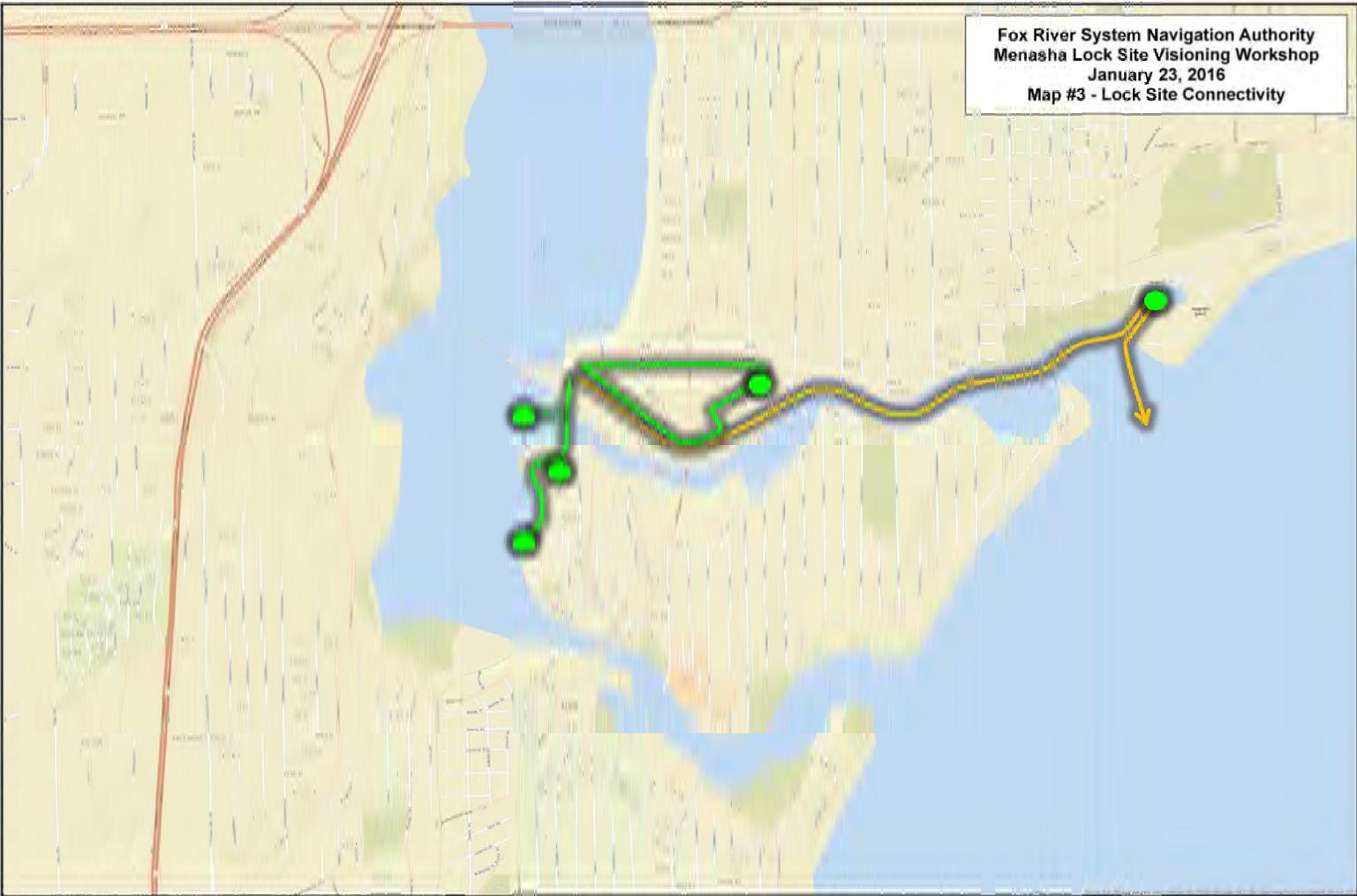


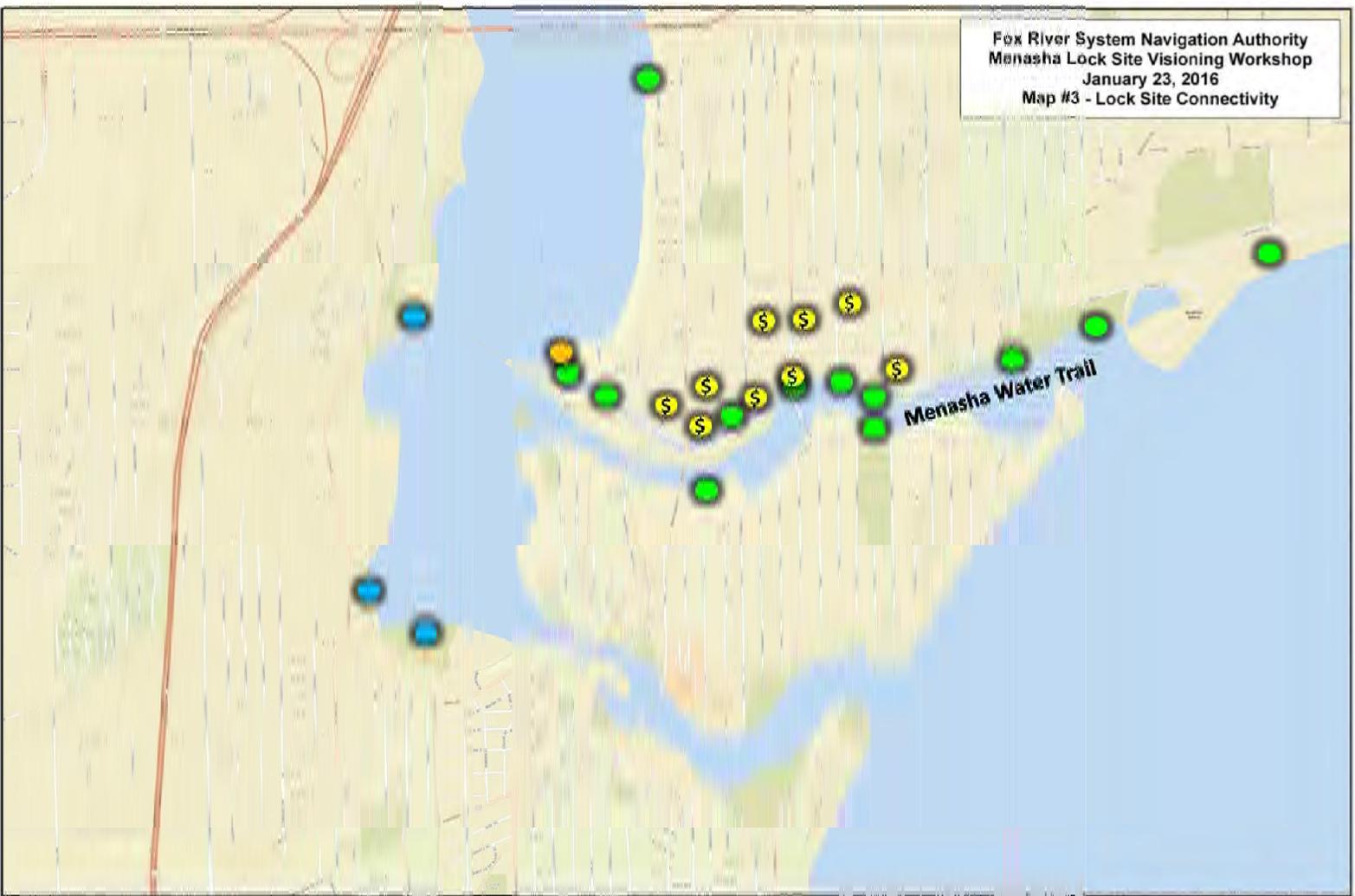
TABLE #2

Map 6: Connectivity Exercise Results – Table 3



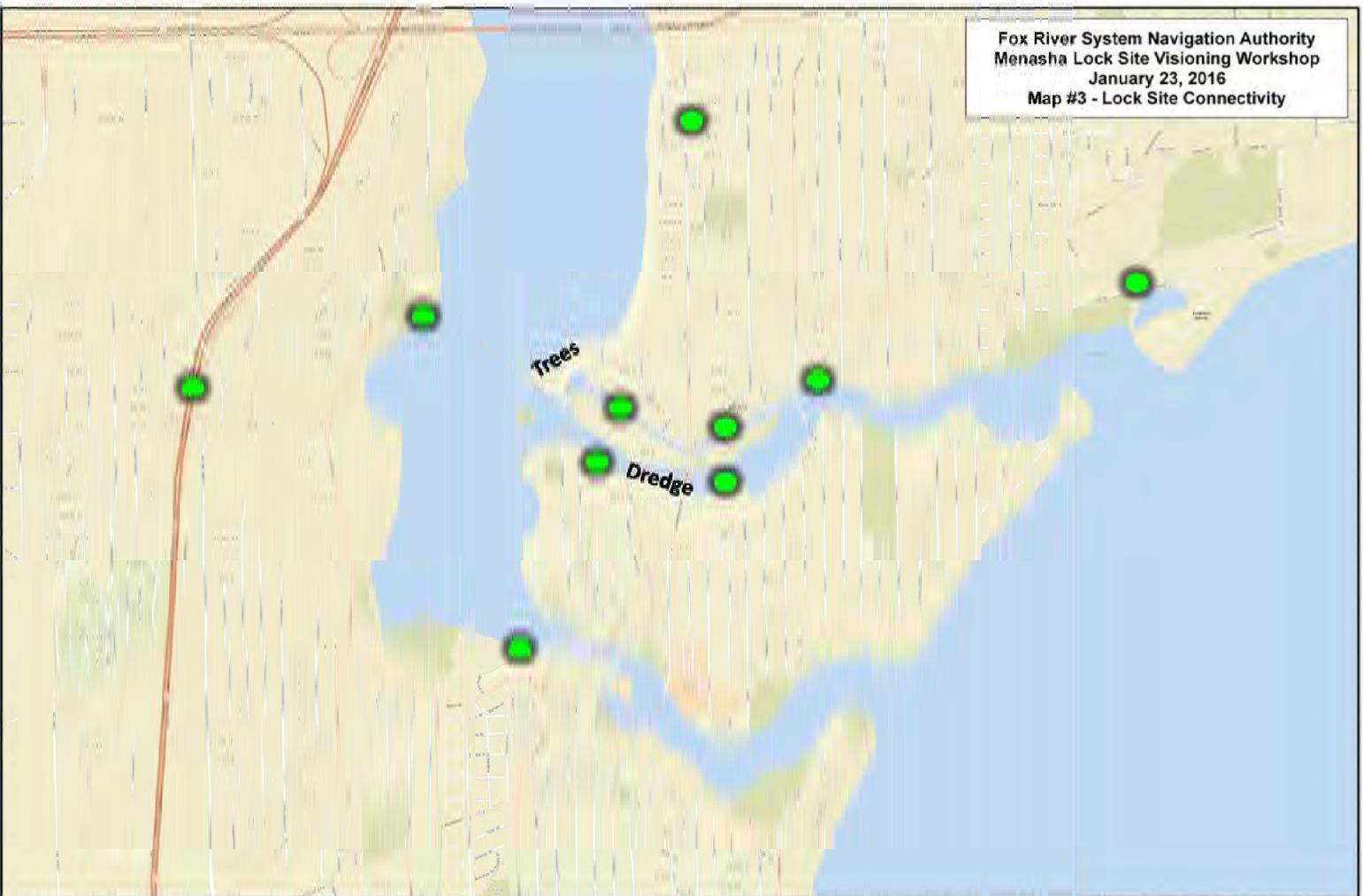
**TABLE #3**

Map 7: Connectivity Exercise Results – Table 4



**TABLE #4**

Map 8: Connectivity Exercise Results – Table 5



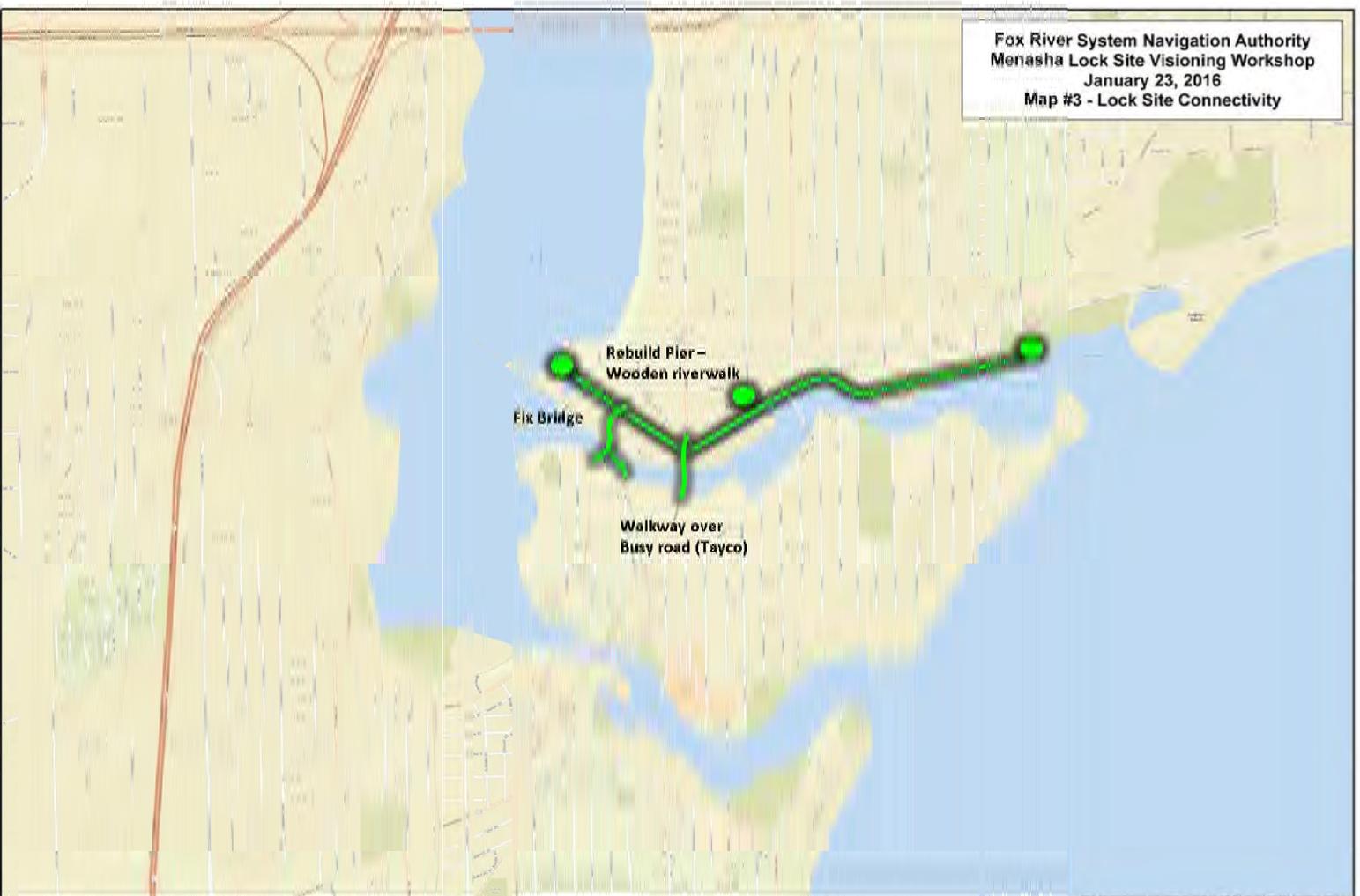
**TABLE #5**

Map 9: Connectivity Exercise Results – Table 6



**TABLE #6**

Map 10: Connectivity Exercise Results – Table 7



**TABLE #7**

Map 11: Connectivity Exercise Results – Composite



COMPOSITE

### Exercise #3: Jewels and Junk

#### Exercise Description

This exercise asked participants to use a large aerial photo of the project area to identify and locate specific features that should be considered as ‘important’ or ‘unique’, or those that need improvement. No further direction was provided and participants placed one of two colored dots on the maps to identify a ‘jewel’ or ‘junk’. The seven tables added dots to their own maps and they did not work together as tables.

#### Analysis and Observations

The purpose of this exercise was to get participants to identify jewels and junk in their own community. As Table 2 indicates, the combined 155 jewels and junk were somewhat equally distributed with jewels representing 44% of responses and junk representing 56% of responses. Placement of jewels and junk dots were not equally distributed.

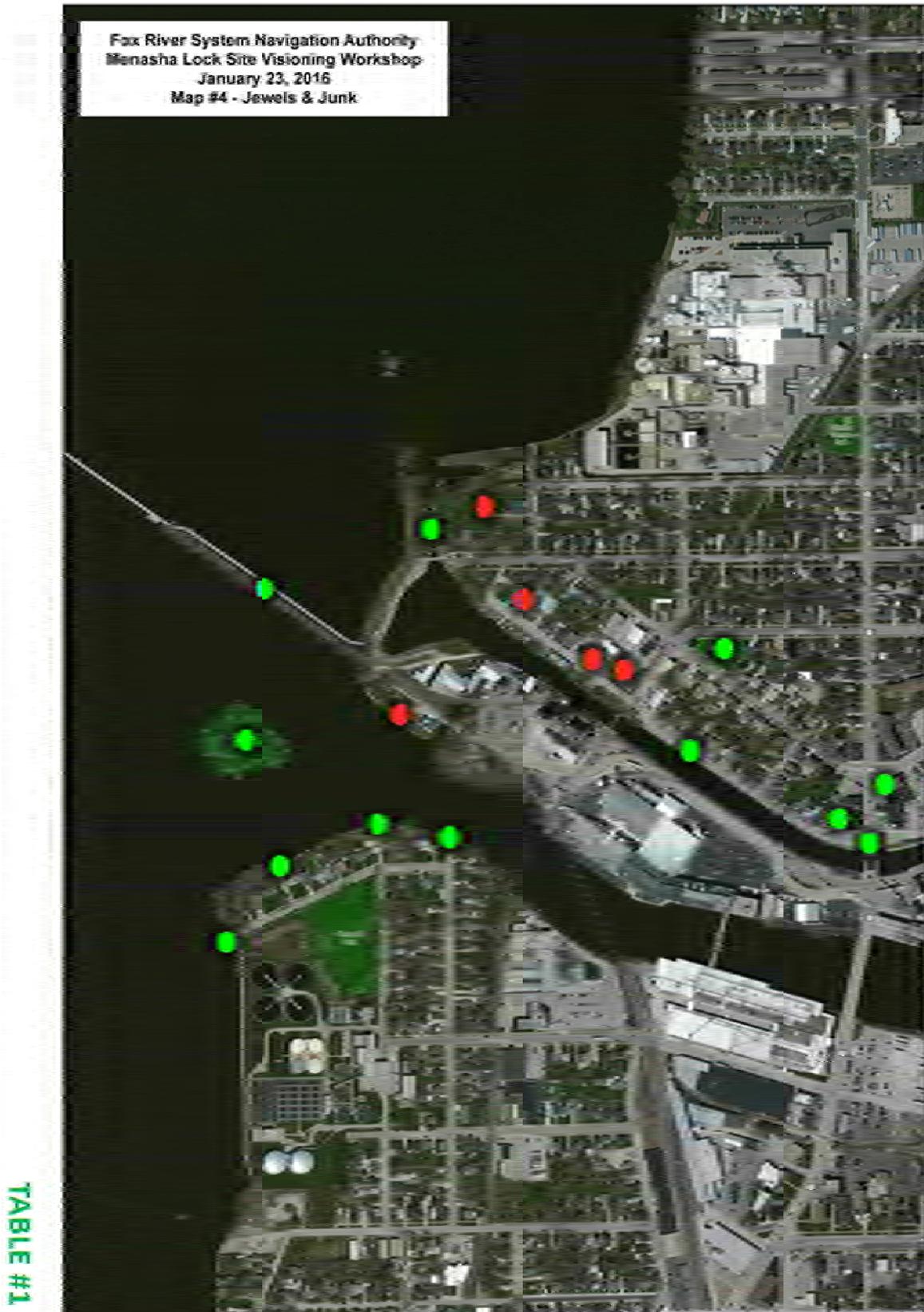
**Table 2: Jewels and Junk Response Summary**

TABLE #	JEWELS	JUNK
1	12	5
2	16	26
3	10	10
4	11	31
5	7	4
6	8	5
7	4	6
<b>TOTAL</b>	<b>68</b>	<b>87</b>
<b>% OF TOTAL</b>	<b>44%</b>	<b>56%</b>

East table took colored dots (green = jewels / red = junk) and placed them on an aerial photos of the Lock Site area. The individual maps for each table, plus a composite map showing the results from all tables, are shown in Maps 13 through 19.

In general, the distribution indicates the Lock site, Lock neighborhood, Trestle Trail, James Island, Doty Island and places near the Tayco Street where it intersects Main Street as “Jewels”. Places indicated as “Junk” include places adjacent to the Government Canal, industrial sites in the project area and locations immediately north and south of the Tayco Street Bridge.

Map 12: Jewels and Junk Exercise Results – Table 1



Map 13: Jewels and Junk Exercise Results – Table 2



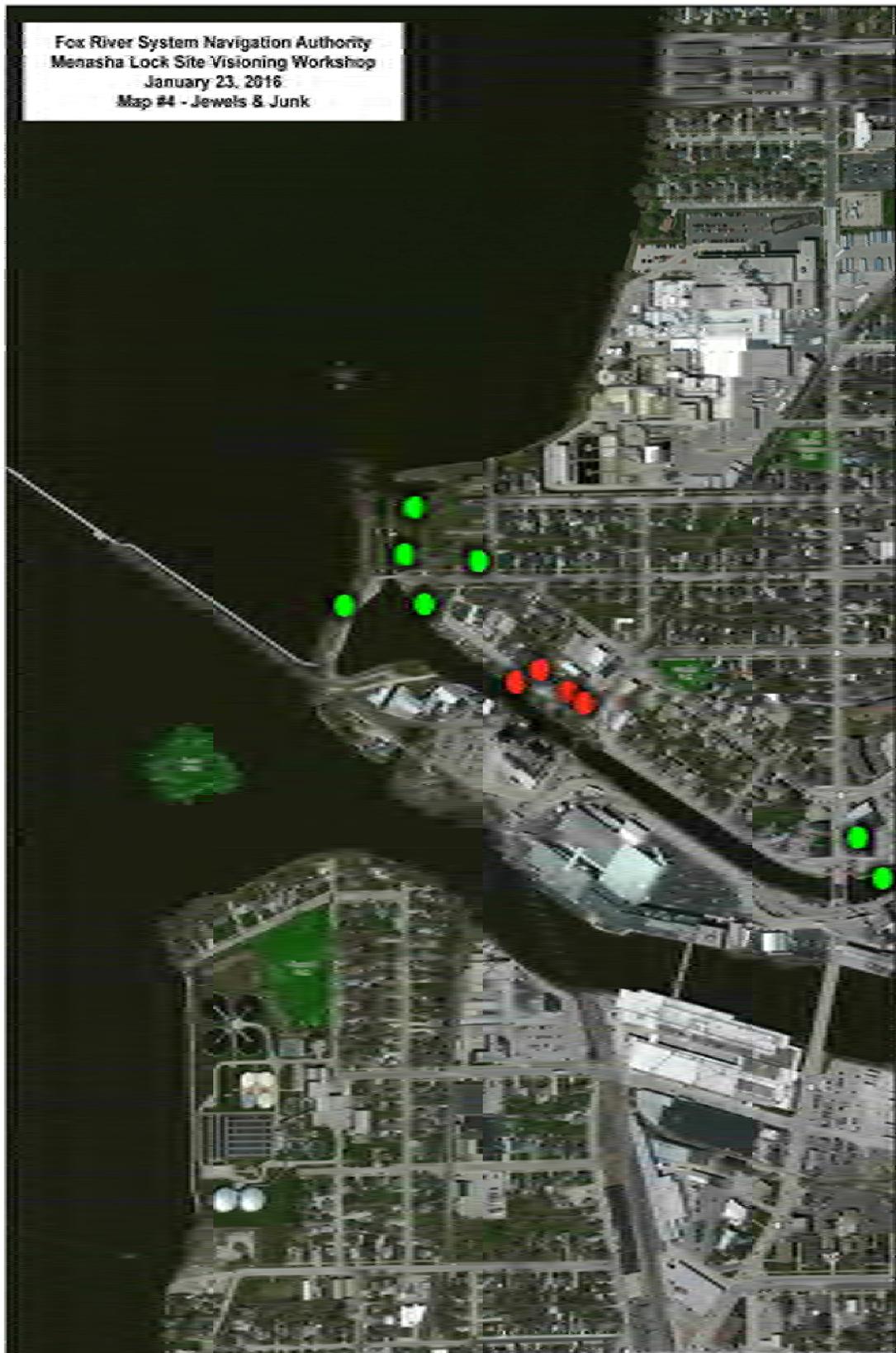
Map 14: Jewels and Junk Exercise Results – Table 3



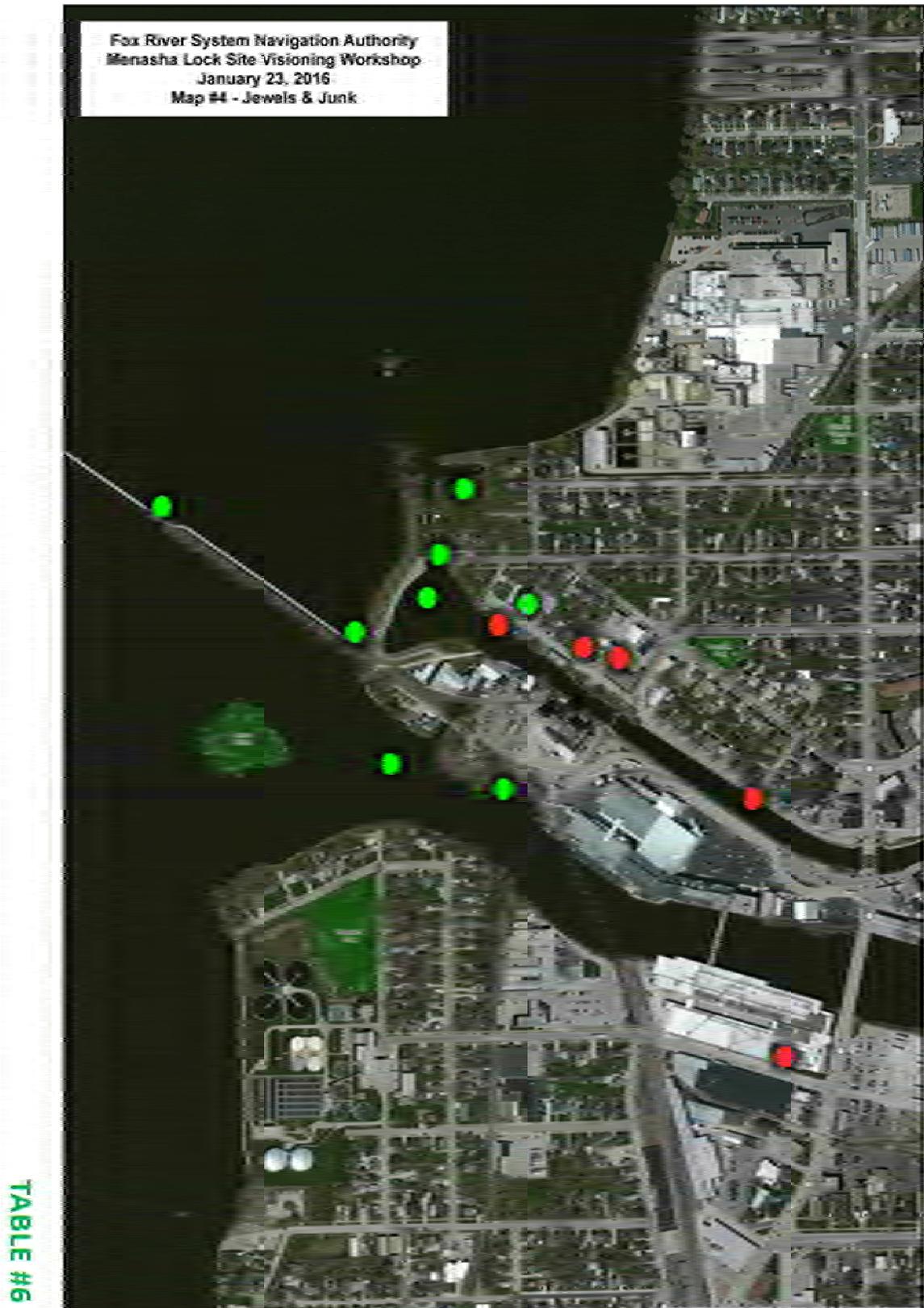
Map 15: Jewels and Junk Exercise Results – Table 4



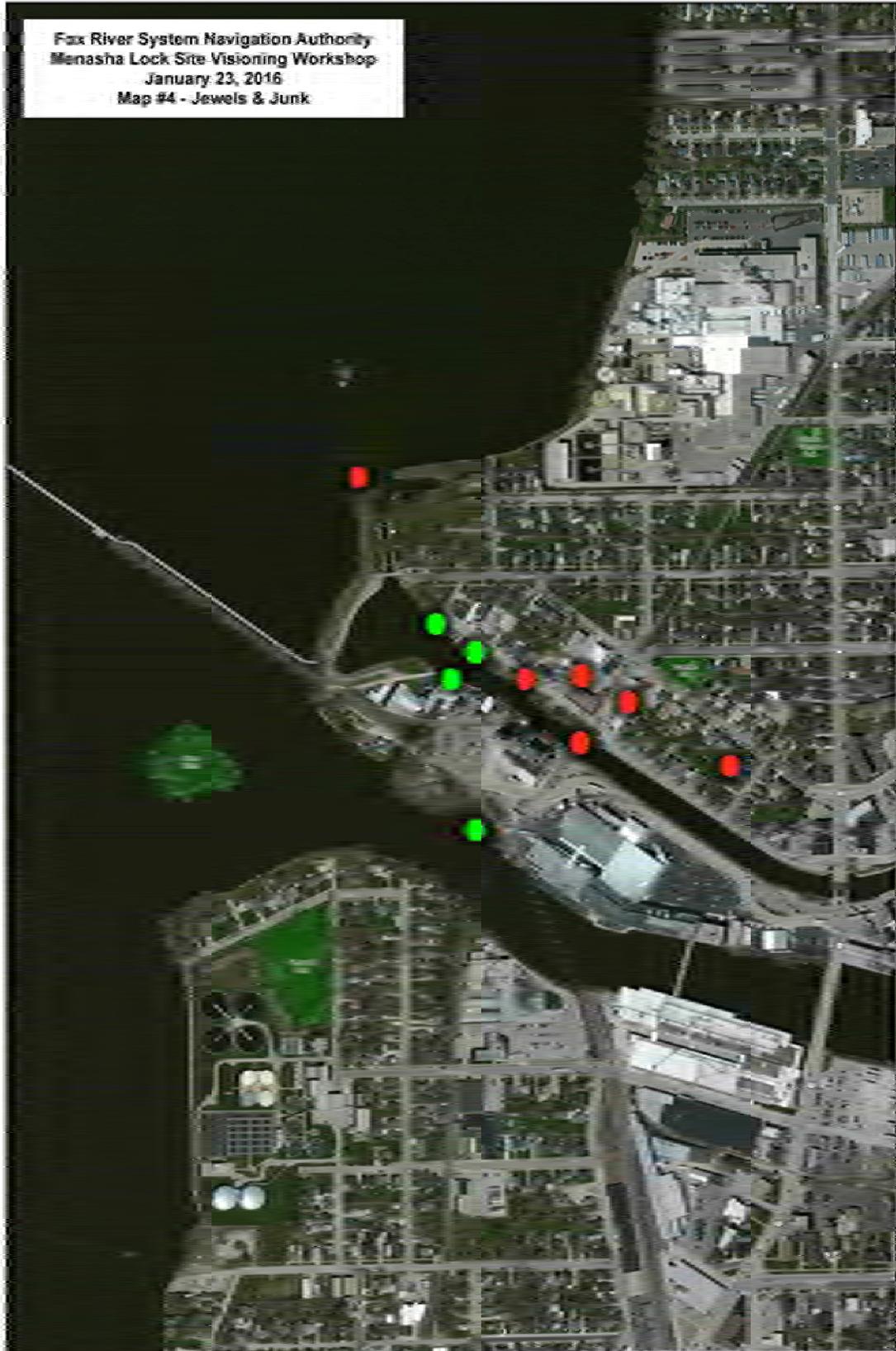
Map 16: Jewels and Junk Exercise Results – Table 5



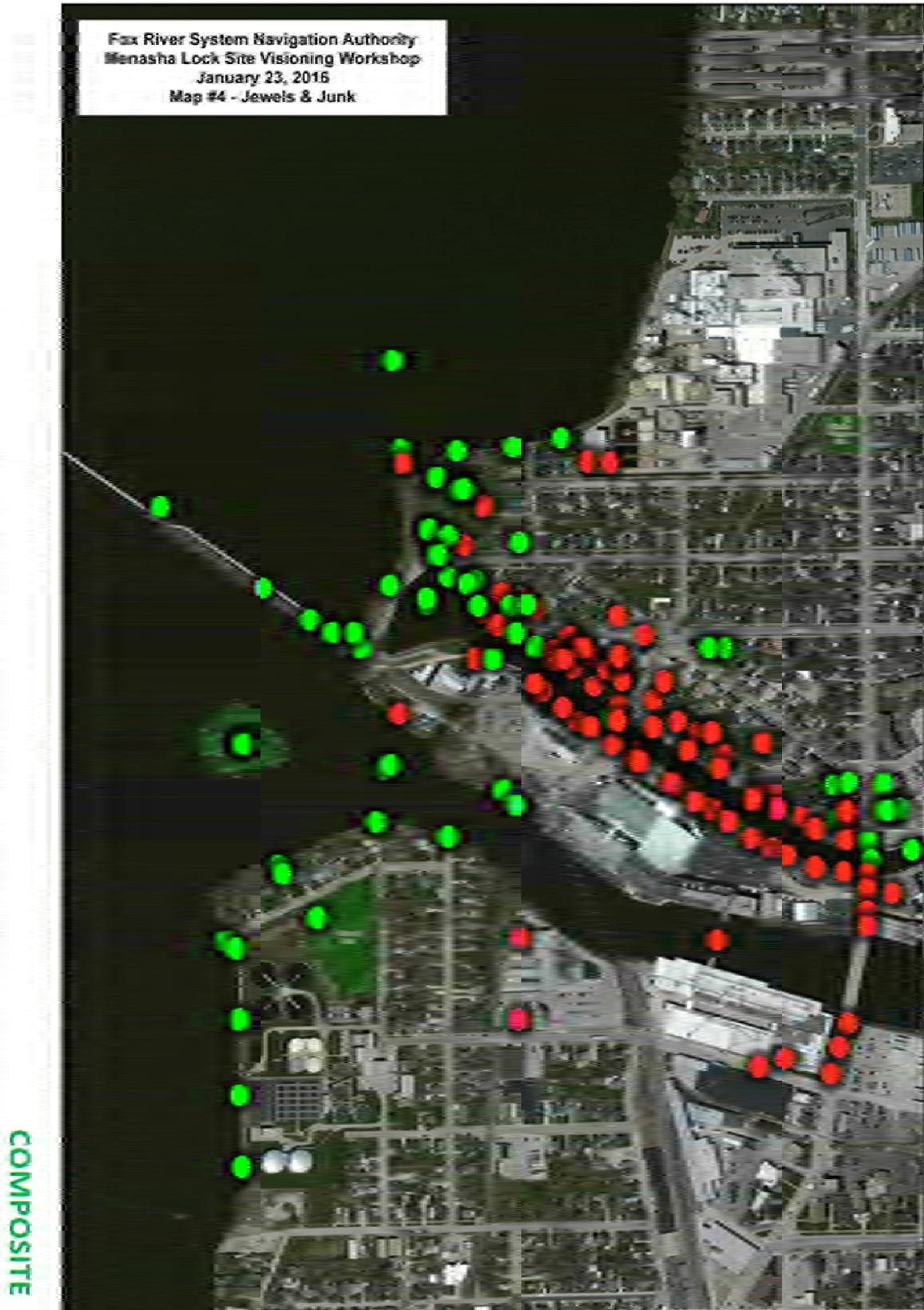
Map 17: Jewels and Junk Exercise Results – Table 6



Map 18: Jewels and Junk Exercise Results – Table 7



**Map 19: Jewels and Junk Exercise Results – Composite**



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## Exercise #4: Big Ideas

### Exercise Description

This exercise was geared toward individuals at each table using a standard input form (Figure 3) and a map of the Menasha Lock Site area for reference to mark down any ideas graphically. It should be noted that no mapping/graphic input was generated during this exercise. Written ideas were the primary form of input, as well as the submission of a more formalized illustration outlining a specific redevelopment proposal.

**Figure 3: Example Participant Form – Big Ideas**

### Menasha Lock Site Visioning Workshop - January 23, 2016

#### Exercise #4 – “Big Ideas”

**PURPOSE:** Create a list of your top 10 “BIG Ideas”! If there were no limits, what would you like to see The Menasha Lock site property, or lands near it, used for? BIG Ideas can range from mild to wild – don’t hesitate to share! Use the large map to illustrate your BIG Idea if appropriate.

***PLEASE PRINT CLEARLY!***

Your BIG Ideas!
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Participants were given approximately 15 minutes to generate as many “big ideas” as they could for the Menasha Lock site, although they were not limited to this small geographic area. If desired, participants could dream bigger and expound upon ideas that encompass the entire waterfront.

## Analysis and Observations

Big Ideas! was designed to inspire the community member to think outside of the box and bring forward any idea that they feel is important. Each idea was meant to be a grand realization of somebody's dream where money and traditional considerations like location, density, and size were not considered. The purpose of this exercise was to look at the grand ideas and how/where could they fit into the surrounding area.

This exercise generated several hundred ideas which are summarized on Table 3 below. For the purpose of this summary, the Big Ideas! were listed out and organized by several major themes, including Amenities, Recreation, Trails, Transit, Destinations, Retail/Commercial, Residential and Other. Where an idea was repeated by participants at a single table, a count was performed so that the most common ideas for each table rose to the top. The complete listing of unedited ideas, by group (table) are contained in Appendix C.

**Table 3: Summary of Big Ideas!**

<b>AMENITIES</b>
Use for parking/reduce congestion / connect to transit and trail loops (12)
Bathrooms (11)
Landscaping (4)
More trash cans/clean-up efforts (canal area) (4)
Benches/Trees (water street also) (4)
Info/Education kiosks (eagle population, etc.) (3)
Block the views of the mills with greenery (vertical foliage) and artwork related to water recreation (2)
Bike parking
Fountain/monument (not too big)
drinking fountain
Make more user friendly to boats, walkers, paddlers
Make whole area dog friendly
Plant and preserve trees along canal
Planters/trellises
<b>RECREATION</b>
Picnic/rest area (6)
Birdwatching habitat and view areas / viewing point across track from Trestle Trail to allow viewing of James Island / Access to James Island (4)
Create photogenic park that will be a community gathering place and playground / pavilion (4)
Build swimming area(s) / in "pond" south of lock (2)
Park (2)
No play equipment!
<b>RESIDENTIAL</b>
Adjacent medium/high density housing (2)
Medium income housing at lock site (2)
Condos - residential
Upscale apartments
NO CONDOS - PLEASE!

<b>RETAIL / COMMERCIAL</b>
Boat charters, kayak / bike / sailboat /paddleboard/jet ski rentals (9)
Lodging (camping for cyclists / bed & breakfast / hotel / resort / tiny house rentals (7)
Restaurant(s) (4)
Café Court / Coffee shop (like at DePere lockhouse/gift shop) (3)
Commercial development overlooking lock & trail (2)
Concession stand (2)
Retail - seasonal shops (Water St. and lock site) (2)
Bait shop
Banquet hall / wedding center on riverfront
Intermittent light commercial along canal
Microbrewery with deck on canal
Put a yacht club in old Becker Light Building
Convention Center
<b>TRAILS</b>
River walk/bike trail from lock to Racine St. bridge / downtown / Jefferson Park / Heckrodt (11)
Connect walking trails to/with trolley (2)
Walking/bike path around property (2)
Waterside pedestrian mall/plaza to bring people
Keep walkway on water
Lake Winnebago Trail
<b>TRANSIT</b>
Water taxi along water (5)
Trolley/shuttle to area attractions (4)
Excursion boat (2)
<b>DESTINATIONS</b>
Observation tower on west side of lock (10)
Educational / Heritage / Visitors facility (Fox River, etc.) (10)
Amusement park/Ferris Wheel (2)
Bandshell/Amphitheatre/Pavilion for concerts or plays (away from docks, available for rental) (6)
Civic/Community Event Center and park (3)
More/Evening events (fireworks, watch stars, bats, fishing tourneys, boating events) (3)
Floating Beach or Pool with water filtration sundeck!
Create a world-class, dynamic marina/fishing/sports complex (like Chelsea Piers in New York)
Actual size lighthouse at Jefferson Park like the one from 1850 with walking stairs to top
Extensive public water access / water park
Memorial to the family whose father/daughter were shot, with a peace theme
Nature Center
Rebuild replica of lock house (use for museum, kayak/canoe rental, ice cream, et.)
Re-creation of original "Indian Village" type park
Recreation Trail Headquarters - Offices of Fox Cities Greenways/Fox-Wisconsin Heritage Parkway
Two "theme gardens"
Water slide
<b>REHABILITATION / REDEVELOPMENT</b>
Clear neighborhood of old housing and replace with mixed use (commercial, condos, housing, retirement uses) development targeting "active" people (5)
Remove houses on north side/nearby area for more space next to locks (4)

Restore remaining historic buildings / neighborhood one block at a time (3)
Creative re-use of other industrial sites (2)
"Green Village"
Amphitheatre in Brin Theatres (remove roof)
Remove/change ugly structures on Sunoco Property facing water near dam
Develop canal neighborhood with pedestrian promenade
Infill with medium density cluster housing with backyard boat docks along north side of canal
Raze old Coast Guard building & buildings across
Relocate Water Street to Kaukauna Street
Water Street should be moved back from water
Clean up waterfront / water street / Make Menasha Great! - Have a clean-up day like Neenah's "renew the slough" (5)
Offer homeowner incentives to remodel/upgrade homes
<b>WATER RELATED</b>
Fishing from land areas / piers (7)
More access/clearly marked boat / kayak portages (5)
Put in [water]falls/sluceway by locks to keep water flowing/circulation (3)
Boat slips/seawall on Water Street (3)
Dredge out channel - filling in (3)
Fill in canal, create bypass around dam for boat traffic
Boat lift station/transfer
Any plan must preserve public access
Handicap access!
Marina
Whitewater park
New water access to Little Lake BDM at street ends
Temp docking for pleasure boats if lock can't be re-opened
Water clean enough to eat the fish!
Water heritage trail
<b>OTHER</b>
A gateway to downtown
Classroom experiences for schools
Historical tour
Horse carriages on walkway at night
Obtain more property, particularly the 'finger' of land north of lock
Open the lock, open the lock, open the lock
Paper Mill Tours

In addition to the statements that were generated, one participant chose to submit a series of detailed design/redevelopment sketches/proposals for the lock site and/or for areas along Water Street. This information is contained in Appendix C.

**Exercise #5: Impacts of Change**

***Exercise Description***

This exercise was included as a logical extension to the Big Ideas! activity as there undoubtedly would be some impact (positive or negative) upon the neighborhood adjacent to the Menasha Lock Site should existing land uses along the waterway be altered in the future. Using a standard form (Figure 4), each individual participant was asked to describe potential land use changes which they either proposed, or heard discussed, and the associated impact that it may have on others. Additionally, solutions to such potential problems were sought.

**Figure 4: Example Participant Form – Impacts of Change**

**Menasha Lock Site Visioning Workshop - January 23, 2016**

**Exercise #5 – “Impacts of Change”**

**PURPOSE:** Create a list of specific land uses or aspects of potential site re-use that may conflict with adjacent land uses, the neighborhood, or community as a whole.

***PLEASE PRINT CLEARLY!***

Specific Land Use / Site Re-Use	Description / Notes / Solutions?

## Analysis and Observations

Similar to the Big Ideas! exercise, numerous (over 100!) statements were generated by participants related to the potential concerns that could arise from changes in land use at, or near, the Menasha Lock Site. The concerns ranged from the fairly obvious, such as traffic and noise, to broader concerns on the social and environmental impacts of such changes.

The complete set of data is contained in Appendix C, however; a summary of the data – which was reviewed and sorted into broad subject categories is contained in Table 4. These categories were then arranged by amount of comments received in each category. This provides some indication that the priority issues areas are likely going to be related to the four general issue areas of:

1. traffic/parking;
2. redevelopment;
3. safety; and
4. physical/social costs.

The FRNSA should consider and make reasonable attempts to address these types of concerns should changes to land use on the Menasha Lock Site be proposed. The City of Menasha will also need to make accommodations for these types of impacts should more substantial redevelopment proposals be made for portions of the neighborhood.

**Table 4: Impacts of Change Comments by Subject**

Issue Type	Specific Land Use/Site Re-Use Impact	Description/Notes/Solution?
TRAFFIC / PARKING	Traffic (2)	Improve traffic flow
	Traffic impact	
	Street circulation	
	Increased use of trail system by walkers, bicyclists, fishers will increase parking problems.	Fritze Park end has plenty of parking - we need more on Menasha end
	Increased tourists at lock site - too many cars	Create parking lot closer to main streets and guide user to trails/launches with signs
	Restaurant, commercial space overlooking lock/trail	needs parking/mass transit
	More visitors will result in more cars	expand parking
	Increased parking	Minimize impact of lighting on local landowners
	Museum/bike and canoe rental	Would need adequate parking
	Highly developed lock site	Noise, traffic, trespassing Lack of parking, cars blocking driveways, streets
The parking lot is much too small. The roadway between lot and back of stores in awfully rough shape. Street facing the Auto Haus is in terrible condition		
Lock area development	Parking - that there is enough	

	Traffic - concerns about increase and traffic and stranger danger	Careful planning for traffic routes and parking
	Developing canal area/lock area causes more traffic	Provide more parking
	Any commercial development	Parking and traffic issues - solution: traffic slowing techniques / circular access
	Increase use - traffic, people (2)	Pedestrian friendly / public transportation or trolley loop / restrooms (2)
	Parking	Ramps or lots
	More parks more usage	Off street parking so no clogged streets
	Parking on lock site	Use for park with picnic area
	More people (2)	People passing through private property to access 2.4 lock acres
	Parking needs	
	Increased on-street parking	Look for off-street sites
	Parking creation takes up more greenspace	Use street parking - signage, road conditions, track crossing
	[Parking]	Allow for adequate parking so residential streets are not blocked for residents
	Excessive auto traffic / no parking	Part of property used as parking Trolley to carry people to lock site
	Riverwalk impact on businesses and residents	
	Parking / access (2)	Build parking lots
<b>REDEVELOPMENT</b>	Old Nofke Lumber property underutilized and unlikely to be profitable in existing configuration	Perhaps change to residential?
	Both sides of canal west of Commercial Street	Junky, weedy. Needs at least minimal landscaping. Any chance of actually moving Water Street north (necessitating) moving/demolishing some houses to permit green strip along water.
	Sports/recreation (boating/fishing) complex w/year round use to include indoor and outdoor activities/use with marina and light retail and restaurant like Chelsea Piers in NYC.	Local government buy-in will be difficult  Need federal stimulus funding Citizens won't support it / homeowners won't sell to make room Opportunity is to have the biggest and best sports complex in the State or even Midwest!
	Neighborhood redevelopment causes displacement of low income housing Current residential houses - will they be open to commercial ideas? Designate all land between Kaukauna St. and Canal from lock to Tayco St. as "Future Menasha Redevelopment Area" and create TIF District	Need combination subsidized / market rate housing
	Notice of removing buildings, streets or sidewalks	More advance notice to resides on plans, when and how to get more information on length of projects
	More advancement and more beauty added isn't a conflict 2.4 acre site is much too small for real development of anything. Could the property at the end of (portages) be purchased?	Maintaining can sometimes be an issue  Purchase more property

	Behind ( of Main Street	Better housing (will bring younger families and give these areas a better reputation)
	From Tayco to Lock	Better housing (will bring younger families and give these areas a better reputation)
	Impact on landowners on Water Street	
	Larger site for waterfront development	
	Mixed use zoning prevents a good clear identity of the neighborhood	Remove old commercial, little used or unused buildings
	Redevelopment of Water Street	Disruption of many residents that will have to relocate
	Demolish old buildings	Construction crew can handle it
<b>SAFETY</b>	<b>Safety</b>	
	Highly developed lock site	"Stranger Danger" perceptions change in general
	Rude people	More police presence / better mark trails with stop signs etc.
	People fishing on trail instead of piers - dangerous!	
	This cannot just be a trail that visitors pass through - need to create rest stops, attractions to keep people in Menasha and direct them to downtown	Make crosswalks safer - the Broad/Racine crossing is dangerous and difficult to navigate - the cars just don't stop as they roar off the bridge
	Secluded park may become conducive to criminal activity	Video surveillance, police patrol and neighborhood watch
	Secluded area by locks	Would need more police presence
	[Crime]	Staff area with police to discourage and prevent vandalism
	Riverwalk - not to intrude on existing business/residences	Build river walk over water rather than utilize/take over properties
	Lock site / tower (observation tower) - vandals, slope on grassy area create hazard	Well lit, staffed area, quality security cameras
	Low income area will deter people from coming to the area	Rehabilitate area / provide lighting / increase patrols
	Riverwalk - go around marina - would have to go behind marina	This has created problems with kids/vandal at night and unsupervised areas.
<b>PHYSICAL/SOCIAL COSTS</b>	<b>Costs!</b>	
	Increased pedestrian and dog walkers will create more litter and waste and dog crap	Increase surveillance and visits by police
	Digging on property	Disrupting native American burial site
	Destroying views of the area	
	Is commercial sustainable? If we build it will they come? What happens if they don't?	
	Site acquisition - assembly to create a large enough piece for significant development	Loss of an old neighborhood; "memories" - resistance to change. Solution - Time passing.
	Upscale housing	Loss of more affordable housing in Menasha
	Cost and ownership	
	Changes in zoning may limit land use, cause resettlement of residents, create high costs	Create a TIF for development relocate distressed business and residences first
<b>NOISE</b>	<b>Noise</b>	
	Excessive noise	
	Addition of "new activities" that will be ongoing. If adding picnic area residents may have parties.	Survey or vote for residents it affects directly. Make sure they know pros and cons
	Noise	Observe quiet zone times
	Invasion of quiet neighborhood	

	[Noise]	Attention to noise control - fireworks, bands, etc.
	Heavy Industrial	Noise, dirt
<b>ENVIRONMENTAL COSTS</b>	Pollution (2)	
	Highly developed lock site	Loss of "green" and wildlife habitat
	Shoreland development	Loss of habitat for wildlife / additional phosphorus load - solution: Be attentive to native landscaping
	Litter (2)	Plenty of trash receptacles. Dog doo bags (2)
	Impact on nesting of pelicans on James Island	Limit lighting and noise
	Development cannot interfere with wildlife / bird nesting eagle habitat	Designate official habitat site and develop around it
	Waste/dump	Re-locate
<b>LAND USE INTENSITY</b>	Increased density	Parking and access
	Zoning and neighbors	
	Zoning	
	Waterfront high density residential - obstructed sight lines	Place building with a mind to preserve sight lines, include open spaces in site plans
	More residential adjacent to industrial - ugly views	Creative screening (vertical gardens, public art, murals)
	Development	Needs parking / mass transit
<b>LOCK RELATED</b>	If locks remain closed due to invasive fish, water in canal would be even more stagnant.	Create a minimum flow at locks so fresher water is drawn from Lake Winnebago.
	If any boating is affected by a shutdown due to this change.	Post signs with dates on shut down with alternatives or do it at a different time when boating isn't as busy
	Lock site upkeep - who will maintain?	
<b>OTHER</b>	Developers	
	Lighting	
	Waterside pedestrian mall/plaza - people can't find their way	Better signage and wayfinding
	DNR regulations	Incorporate green space and walking trails
	Restaurant/Commercial Space	Café Court / Incorporate into waterfront a gathering/draw place to encourage use
	Canoe/kayak rental	Business development for community / allows more people to use water and water access
	Bathroom facilities - where to go??!	Incorporate w/parking/shelter/info kiosk
	Excessive auto traffic / no parking	Include a historical tour Tour begins at downtown parking assuming weekend major usage
	Build walkway	Construction crew can handle it
	I DO NOT HAVE ANXIETIES ABOUT THIS.	

## Exercise #6: Placemaking Opportunities

### Exercise Description

Exercise #6 utilized an individual place-based mapping method that consisted of attendees locating dots on one of two separate maps of the City of Menasha to represent “place-making opportunities”. Place-making was described to attendees as process of creating public spaces that will attract people because they are pleasurable or interesting. This exercise was conducted at the conclusion of the visioning event and consisted of two maps on easels located in the hallway just outside of the meeting room. Participants were simply asked to place dots on areas that could be improved using this concept.

### Analysis and Observations

A total of 80 dots were placed on the two maps including 23 on map 1 and 57 on map 2. Staff reviewed dot distribution patterns and developed the following categories including their frequency, as shown in Table 5.

**Table 5: Placemaking Location Frequencies**

LOCATION	DOTS	% OF TOTAL
Lock tender house site	14	18%
Downtown	13	16%
Jefferson Park	12	15%
Doty Island (multiple locations)	10	13%
Water Street (west of Tayco Street)	9	11%
Trestle Trail	6	8%
River Street	5	6%
Lock neighborhood	4	5%
James Island	2	3%
Heckrodt Wetland Reserve	2	3%
Town of Menasha (multiple locations)	2	3%
Appleton Street road end	1	1%
<b>Total</b>	<b>80</b>	<b>100%</b>

A review of categories indicate that attendees see the lock tender house site (18%), downtown (16%), Jefferson Park (15%) as the top three of 12 categorized places for potential place-making sites. The top responses largely reflect existing public spaces that possess the needed infrastructure and programming that place-making space require.

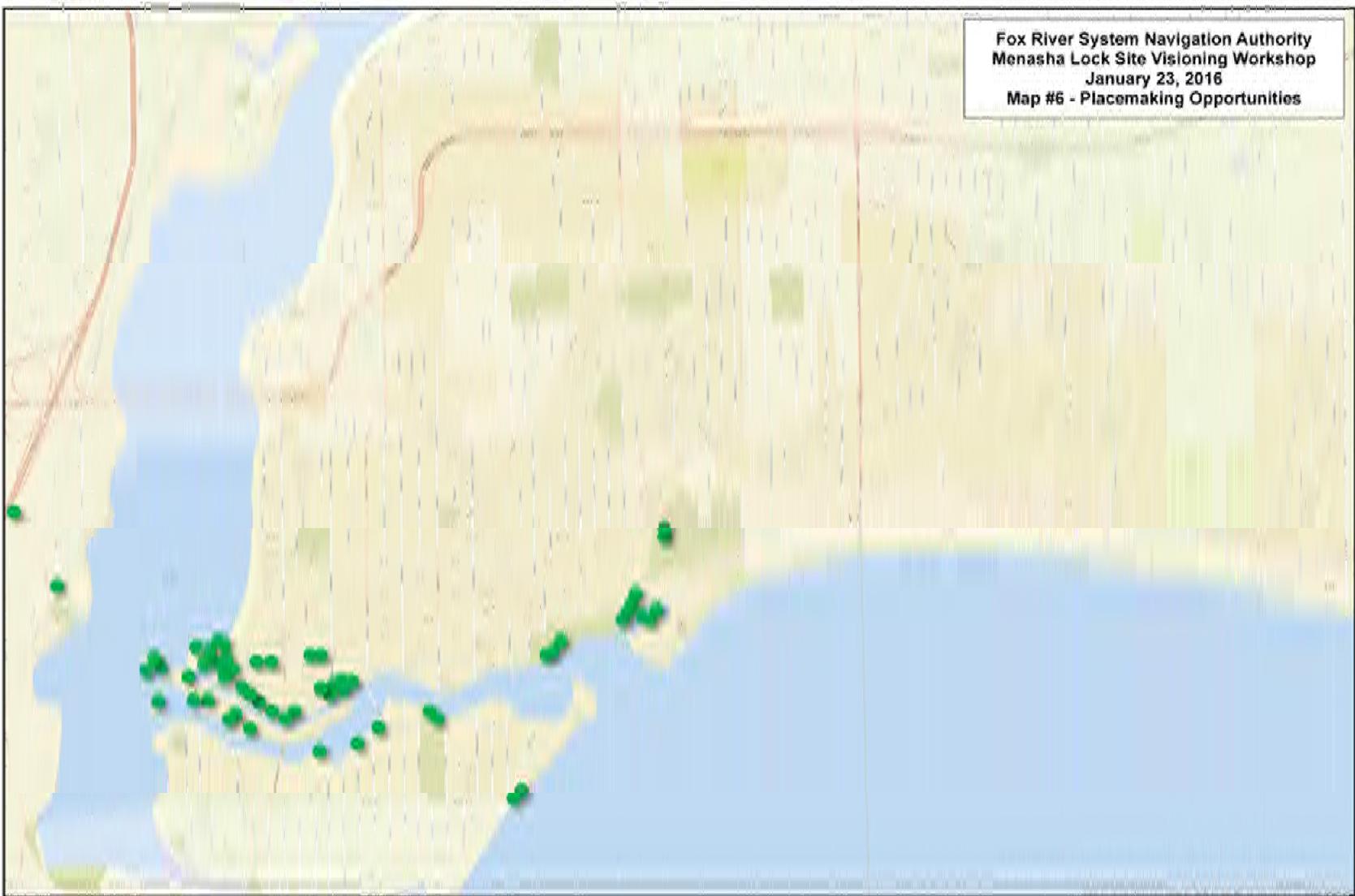
A graphical depiction of the resulting two maps, plus a composite of both maps are shown in Maps 20 through 22.

Map 20: Placemaking Exercise – Map 1



MAP #1

Map 21: Placemaking Exercise – Map 2



MAP #2

Map 22: Placemaking Exercise – Composite



COMPOSITE



## **APPENDICES**



## **APPENDIX A**

PRE & POST-EVENT PRESS &  
PROMOTIONAL MATERIALS

## **APPENDIX A: PRE AND POST-EVENT PRESS AND PROMOTIONAL MATERIALS**



### **MEDIA ALERT**

#### **Menasha Lock Site Public Visioning Workshop**

Sat., January 23, 2016 10:00 A.M. - 12:00 Noon

Menasha Public Library

Lower Level "Company E" Room 440 1st St, Menasha, WI

#### *MEDIA IS WELCOME*

(KAUKAUNA, WIS.) Jan. 15, 2016 – The public is invited to a visioning workshop that will cover topics associated with planning for the future re-use of the former Menasha Lock Guard House site, a 2.4-acre site adjacent to the lock. Residents of the immediate area have been invited as well as elected and public officials. The Fox River Navigational System Authority, the East Central Wisconsin Regional Planning Commission, and the Post-Crescent are hosting the event.

The City of Menasha's Comprehensive Plan currently calls for this site and most of the riverfront along Water Street to be part of a mixed-use commercial core. Residents will participate in a program to include:

10:00 a.m.— Welcome / Background

10:15 a.m.— Group Exercises

11:30 a.m.— Reporting & Wrap Up

12:00 Noon— Adjourn

Together, residents and city officials will explore neighborhood identity and access, the Menasha lock's connection in the region and in the immediate community, and complementary land use options. Regional planners will also discuss how the lock area may anchor and catalyze future riverfront and downtown development opportunities in the area.

The Menasha Lock has been operated continually from the 1850s to the present. Major reconstruction occurred in the 1970s when steel gates were added and in 2004, the Fox River Navigational System Authority was established by the State to revive the system. Today, the Menasha Lock has become a featured landmark in the system located next to the popular Fox Cities Trestle - Friendship Trail.

#### **ABOUT THE Fox River Navigational System Authority**

The Fox River Navigational System Authority (FRNSA) was created to manage the Fox River Locks following the transfer of the system from the Army Corps of Engineers to the State of Wisconsin in 2004. This transfer was completed by a state statute that

established the FRNSA and specified operational duties including the repair, rehabilitation, operation and maintenance of the locks system. There are 17 locks on the Fox River that are accessible to boaters and citizens April-October. For more information visit [www.foxlocks.org](http://www.foxlocks.org).

For more information, contact Mary Schmidt 920-284-7165 [mkschmidt@centurytel.net](mailto:mkschmidt@centurytel.net).

# Menasha Lock Site - Public Visioning Workshop

*What is your vision for future use of this important site?*

Please join us for a public visioning workshop which will cover different topics associated with planning for the future re-use of the former Menasha Lock Guard House site. Give us your insights on how it may anchor, catalyze and complement future riverfront development opportunities in the area and near downtown.

**Saturday, January 23, 2016  
10:00 A.M. - 12:00 Noon**

**Menasha Public Library  
Lower Level "Company E" Room  
440 1st St, Menasha, WI**

**Workshop Program:**

- 10:00 a.m.— Welcome / Background
- 10:15 a.m.— Group Exercises
- 11:30 a.m.— Reporting & Wrap Up
- 12:00 Noon—Adjourn



## REGISTRATION & QUESTIONS

**Pre-Registration is required so that we can plan appropriately!**

To sign up, please visit  
[www.ecwrpc.org](http://www.ecwrpc.org) or  
[www.foxlocks.org](http://www.foxlocks.org)

If you have questions, you may contact Robert Stark at [rstark@foxlocks.org](mailto:rstark@foxlocks.org) or by phone at 920-759-9833

In the future...

HOW WILL THIS IMPORTANT AREA LOOK, FUNCTION, AND FEEL?

*Hosted by the Fox River Navigational System Authority and ECWRPC to gather your input and ideas!*

Sponsored by



**THE POST-CRESCENT**  
A GANNETT WISCONSIN MEDIA PUBLICATION

# REGISTRATION & QUESTIONS



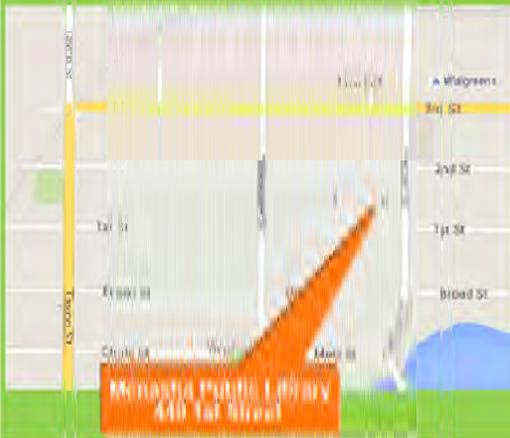
**Pre-Registration is required so that we can plan appropriately!**

To sign up, please visit  
[www.ecwrpc.org](http://www.ecwrpc.org) or  
[www.foxlocks.org](http://www.foxlocks.org)

If you have questions, you may contact Robert Stark at [rstark@foxlocks.org](mailto:rstark@foxlocks.org) or by phone at 920-759-9833

**SATURDAY, JANUARY 23, 2016**  
10:00 A.M. - 12:00 Noon

## WORKSHOP LOCATION



Fox River Navigation System Authority  
1008 Augustine Street  
Kaukauna, WI 54130-1608

# Menasha Lock Site Public Visioning Workshop

*What is your vision for future use of this important site?*



*An intensive public input event*

**Saturday, January 23, 2016**  
10:00 A.M. - 12:00 Noon

**Menasha Public Library**  
Lower Level "Company E" Room  
440 1st St, Menasha, WI

Sponsored by



**THE POST-CRESCENT**  
A GANNETT WISCONSIN MEDIA PUBLICATION

**In the future...**  
**HOW WILL THIS IMPORTANT AREA LOOK, FUNCTION, AND FEEL?**

*Hosted by the Fox River Navigational System Authority and ECWRPC to gather your input and ideas!*

accessible
amenities
connected
low impact
safe
special  
vibrant
active
neighborhood
sense of place
welcoming





The Menasha Lock has been operated continually from the 1850s to the present. Major reconstruction occurred in the 1970s and steel gates were added. In 2004, the Fox River Navigational System Authority was established by the state to revive the system. Today, the Menasha Lock has become a featured landmark in the system located next to the popular Fox Cities Trestle - Friendship Trail. The 2.4 acre vacant site adjacent to the lock now presents an opportunity for positive change in the community!

The City's Comprehensive Plan currently calls for this site (and most of the riverfront along Water Street) to be part of a Mixed Use Commercial Core. Help us figure out how this can be an enhanced center of activity!

**Please join us for a public visioning workshop** which will cover different topics associated with planning for the future re-use of the former Menasha Lock Guard House site. Give us your insights on how it may anchor, catalyze and complement future riverfront and downtown development opportunities. Tell us how you think this site should eventually look, function and feel.

**Workshop Program:**  
 10:00 a.m. — Welcome / Background  
 10:15 a.m. — Group Exercises  
 11:30 a.m. — Reporting & Wrap Up  
 12:00 Noon — Adjourn

**Give us your thoughts** in a number of areas that are typically addressed in planning for the re-use and enhancement of such a site, including the exploration of:

- ◊ Regional Context & Connections
- ◊ Community/Neighborhood Identity
- ◊ Neighborhood Assets
- ◊ Complementary Land Uses
- ◊ Downtown Area Placemaking

**EVERYONE'S up-front participation is critical in this process!** We want to hear from you, particularly if you're a landowner or resident of the immediate area!

*Sponsored by:*

**THE POST-CRESCENT**  
A GANNETT WISCONSIN MEDIA PUBLICATION





East Central Wisconsin  
 Regional Planning Commission  
Adams • Fond du Lac • Beloit • Dodgeville  
 Waubesa • Waubesa • Watrous • Wisconsin

## Share your ideas for Menasha lock

**Katherine Lynn**, USA TODAY NETWORK-Wisconsin 10:37 a.m. CST January 22, 2016



(Photo: Ron Page/USA TODAY NETWORK-Wisconsin)

Join us tomorrow to share your ideas for the historic Menasha lock site.

The East Central Wisconsin Regional Planning Commission will facilitate a visioning session for the site that all agree has loads of potential. We'll talk about Menasha's identity, its assets and what it all means for the best uses of the beautiful 2.4-acre lock site on one end of the Friendship Trail.

The planning commission will incorporate many of the opinions from the event into a report for the city. [Here's](http://www.vokimberly.org/media/146836/new%20page%20mill%20site%20nov%202012.pdf) (http://www.vokimberly.org/media/146836/new%20page%20mill%20site%20nov%202012.pdf) an example of a report from a similar event held for the Village of Kimberly's' NewPage Mill property.

You can [register for the event online](http://www.ecwrpc.org/2015/12/08/register-now-menasha-lock-site-visioning-workshop/) (http://www.ecwrpc.org/2015/12/08/register-now-menasha-lock-site-visioning-workshop/).

### IF YOU GO

**What:** Menasha lock site visioning session

**When:** 10 a.m. to noon, Saturday

**Where:** Menasha Public Library, 440 First St.

For more information and to register: "[Make Menasha Yours](https://www.facebook.com/events/546060895562987/) (https://www.facebook.com/events/546060895562987/)\" Facebook event

Read or Share this story: <http://post.cr/1VdZfnq>

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## Menasha has chance for downtown revitalization

**Katherine Lynn, USA TODAY NETWORK-Wisconsin** 9:19 a.m. CST January 15, 2016



(Photo: Danny Damiani/USA TODAY NETWORK-Wisconsin)

As Menasha watches its new office tower grow, many are also looking at what comes next.

If the city is to turn one \$12.6 million, eight-story office building into a greater downtown revitalization — one filled with new housing, additional office settings and thriving shops and restaurants — it must play its cards right. And the time to act is now while the momentum from the tower project is viable, say those who study and work on downtown development.

The key is to develop a plan and then see it through, said Michael Stumpf, principal of Place Dynamics, a New Berlin-based company that partners with cities in developing or refurbishing downtown districts.

In cities without a plan, he said, "you get whatever anybody decides to propose. You lose a lot of the benefit of the synergy that comes from people working together."

Menasha doesn't have to look far to see examples of downtown revitalization projects that have delivered on rosy projections. Its neighboring cities of Neenah and Appleton have seen their downtowns re-energized over the past two decades, Neenah on the heels of three office towers that began to reshape the downtown in the 1990s and Appleton with the follow-through on a plan to transform its downtown from an ailing retail district to a thriving entertainment district anchored by the Fox Cities Performing Arts Center.

Thirty miles north on Interstate 41, Green Bay is seeing success with the CityDeck, a revamped stretch of downtown that has become an entertainment destination.

And to the south, Oshkosh is receiving praise for its recent waterfront development.

Now it's go-time for Menasha.

After all, the Menasha office tower, set for completion in April, will bring more than 300 employees downtown everyday. Those invested in Menasha's future hope the workers will stick around for more than the 9-to-5. But they'll need places to live, and residents and downtown workers need places to eat and shop.

While a pull toward urban living has many cities looking at how to develop a diverse, dynamic city center, Menasha hasn't taken off like its neighbors. An influx of wages in excess of \$18 million could help curb the turnover in storefronts and restaurants. But it's no guarantee.

Millennials and retirees are moving to downtowns more and more, experts say. So if a city can attract new development such as apartments, it can create a sustainable, exciting city center that supports small businesses. The news of the office tower has already injected some energy into downtown, with some shops expanding or getting started in anticipation of the workforce boost.

### On the water

Menasha's downtown is located along a stretch of the Fox River and features a marina developed more than 25 years ago. Like its neighbors, Menasha has in the past often turned away from the water but is now remedying that with waterfront living spaces and recreation. The Marina Place apartments, for example, are situated along the river, tying in with the adjacent marina that Mayor Don Merkes considers one of the first efforts to revitalize the downtown.

Good results have come in other communities that have invested in housing projects along the water.

Recent waterfront complexes in Green Bay and Oshkosh leased quickly, reflecting the demand for urban on-the-water housing. That success spurred more development nearby.

In Oshkosh, after the city cleaned up some old industrial properties on the north side of the Fox River, developers took notice and are now pursuing the south side. Now the view across the water will be of new development and the Riverwalk rather than blighted buildings.

"They're seeing a lot of progress and people want to be a part of progress," Oshkosh Community Development Director Allen Davis said of the developers behind the Morgan District, which will break ground this year.

In Green Bay, the CityDeck area is a shining example of a vibrant downtown destination.

Even before construction began for Green Bay's CityDeck Landing (<http://twallenterprises.com/citydeck-landing>) apartments, a fifth of the units were leased, an indication of the demand for this type of living, said Kevin Vonck, head of economic development for the city. The building was completely leased by the time construction finished in October.

"It is a chicken-and-egg thing," Vonck said of the development along CityDeck. "Now that we've got the apartments there, it gives us a little more leverage to go back to the retail."

Merkes is hoping for a similar mix of housing, shopping and eating opportunities on Menasha's old Gilbert Mill site, his view over the marina from his City Hall office. The city is working with the building owners to market the waterfront site to a developer. To shine up the property for potential developers, the city helped remove the old mill and is developing waterfront trail access for the site.

Marvin Wanders' Three Sixty Real Estate Solutions is behind the Watermark building along the CityDeck in Green Bay, which is surrounded by several waterfront residential developments and restaurants.

Wanders compared the new Menasha office tower to when one neighbor mows the lawn and everyone nearby then wants to improve their own lawns.

"When you do a project like that, everything around it will change," Wanders said. "It's a catalyst project."

So he said now is the time for Menasha to look ahead.

"You will be able to capitalize on that as a community," Wanders said. "You gotta build on it. Once you have a project like this going on, keep the steamroller moving. Build on that one, and say, 'OK, now that we have the jobs coming, what else do we need?'"

#### **A vision**

Pat DuFrane, who owns the Weathervane restaurant across the street from One Menasha Center, is an example of what the city wants more of — he's expanding his restaurant. And while the plans were in the works before the news of the office tower, he's tweaked them to add a new dining room for the anticipated lunch crowd.

But he has doubts about the city's ability to use the office tower as a catalyst.

"The disadvantage to the whole thing is I don't believe the government of Menasha is looking forward fast enough," he said. He believes the city has a plan for three, six or 12 months — not five or 10 years.

"Maybe hire somebody that specializes about downtown development and get them involved in the businesses and saying, 'This is what we want to do in three years, this is what things are going to look like in five years,'" DuFrane said.

Stumpf, whose Place Dynamics created one of Appleton's downtown development plans — the city is in the process of updating it — points to Appleton's entertainment district as a success story.

"When you look at now the concentration of restaurants and other venues that have developed in that area, would that have happened without a plan?" Stumpf said. "Probably not."

Without a consistent plan, things can go off the rails. Stumpf points to Beloit and Janesville, neighboring Wisconsin communities that have taken different paths.

Both cities decided to work on reinvigorating their downtowns in the mid-1990s. Beloit stuck to a plan and now has diverse businesses and low vacancy rates to show for it. Janesville didn't, Stumpf said.

"They don't have the businesses there, they don't have the development going on, and a lot of that is because they didn't follow through on their original commitment to support downtown revitalization," he said.

Over the past two decades, various development efforts, especially on the Rock River, just haven't stuck in Janesville.

The evidence is in the housing downtown, which consists of a lot of subsidized, elderly and entry-level low-rent housing, as opposed to market-rate or higher end options, said John Beckford, president of Forward Janesville. He said vacancy rates are higher in the downtown district than anywhere else in Janesville, and it's one of the cheapest parts of the city to rent space for a business.

Twenty minutes south in Beloit, consistency in the redevelopment has resulted in a diversity of businesses and in renovations to buildings, increasing property values, Stumpf said. Beckford credits that to Beloit's smaller size, but also an "organized methodological approach."

Janesville is hoping to catch up with the latest 20-year downtown plan adopted last year, with momentum building from several public investments such as using city money to demolish low-potential buildings at high-potential sites, either for new properties or green space. The city has over the years also invested in a new police station, library and transportation center. Now, two young owners of technology companies want to settle their businesses in their native Janesville.

"The public investment primed the pump, set the table," Beckford said.

Day Photo 



One Menasha Center is under construction in downtown Menasha. The office tower is seen as a key to revitalizing the city's central district. (Photo: Danny Damian/USA TODAY NETWORK-Wisconsin)

#### Champions spread the word

Of course, any attempts to improve downtown Menasha are for naught if no one knows about it. The city's downtown is not on a main thoroughfare, so it must draw visitors by advertising what it has to offer.

"It's a beautiful downtown," said Jason Parmenter, who owns Jdog Studios, a photography business located on Main Street in the heart of the city's central district. "But it would be nice if more people knew about it."

Confidence expressed by city leaders helps developers who are on the edge about taking a risk, Vonck said. In Green Bay, Mayor Jim Schmitt has been a "strong and sometimes outspoken" advocate for downtown.

Downtown advocacy organizations in neighbor cities, like Appleton Downtown Inc. and Future Neenah Inc., help with branding and marketing. They also provide stability and can keep pointing to a comprehensive plan for the downtown. Menasha has no such organization, leaving marketing efforts in the hands of the mayor and recruiting for storefronts to the city's community development office, which typically would focus on attracting new businesses, not catering to existing ones, Merkee said.

Branding can mean a variety of things. It can mean creating a new event to raise awareness, such as Appleton Downtown Inc.'s [passport game](https://appletondowntown.org/upcoming-events/downtown-vacation-destination/) (get a "stamp" from a set number of local businesses and you get a free night out on the town). It can mean organizing unified marketing campaigns. It can mean the sharing of signage or the promoting of a message. It can mean the development of websites and social media accounts.

Merkes said Menasha just completed a branding video about the city to circulate among real estate agencies and developers, to be released Monday. Also, to be more attractive to tech-savvy millennials, he said the city is updating its archaic website.

To those who are choosing which Fox Cities community to live in or work in, the confidence developers show in investing in One Menasha Center could speak louder than the tangible economic effect. There's been a negative cloud hanging over Menasha, a city that is often referred to as "Neenah's poor little stepsister," Pamerter said, expressing hope that the office tower is going to spark a change in that thinking.

Cities can measure their downtown's success or failure in different ways, from taxable sales to property value.

Or you could just look out the window.

"Are there people around? Are there people around at all hours of the day?" Vonck said. "I feel like real successful urban places have people around them 24/7."

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#### LOCK SITE VISIONING

Another part of Menasha that's ripe for new use is the lock site. Join us from 10 a.m. to noon Saturday, Jan. 23 for a visioning workshop on the Menasha lock. The East Central Wisconsin Regional Planning Commission will facilitate the event, where you can share your ideas for the lock site and about what you think makes Menasha's identity.

"With the Trestle Trail there, the hub of activity, the redevelopment opportunity, that lock site somehow some way needs to be better related to downtown," said Eric Fowle, executive director of the ECWRPC. The visioning sessions allow unfiltered discussion on Menasha's resources and opportunities. "Don't worry about money, don't worry about property ownership, don't worry about policies, don't worry about who's in charge," he said. "Those things change over time, or those things can be made to change over time."

Read or Share this story: <http://post.cr/1UUCXRC>

## Locals turn out to talk Menasha lock

**Katherine Lynn, USA TODAY NETWORK-Wisconsin** 6:09 p.m. CST January 23, 2016



(Photo: Katherine Lynn/USA TODAY NETWORK-Wisconsin)

If Saturday morning was any indication, residents of the city of Menasha are excited.

As I walked around the tables at the library, I listened in on small groups discussing connectivity, "jewels and junk," and other aspects of their city's lock site — the topic of the event, meant for gathering unfiltered ideas.

A city can hire the world's best firm to survey an area and write up an expert plan, but nothing beats bringing together those who have lived in the neighborhood for years. As the 60-plus people who attended streamed in, we had them put a small yellow sticker on a map of Menasha to show where they live. Many live near the lock site.

As the visioning session started, facilitated by Eric Fowle of the East Central Wisconsin Regional Planning Commission (they're the experts), neighbors and friends met and greeted each other, brainstormed and dreamed.

Many called for better connectivity between the 2.4-acre lock site and Jefferson Park, on the other side of Menasha. Downtown Menasha, currently buzzing with a new office tower (</story/news/local/2016/01/15/menasha-has-chance-downtown-revitalization/76781442/>), would be the link in between.

Jack Fry, a longtime Menasha resident who used to run the library, had a lot of ideas. He's a paddler, a bird-watcher and a walker, he told me after the event, when ideas overflowed past the noon ending time.

Menasha, he said, is in a "unique position of being kind of the access — or choke point — between two really significant bodies of water."

During the "jewels and junk" exercise (green stickers on maps for jewels; orange for junk), many pointed to dilapidated properties along Water Street that hurt the view. Fry suggested simple shrubbery or trees to disguise the industry on the other side of the water.

Fox River Navigational System Authority CEO Bob Stark addressed the elephant in the room — that the lock was closed (</story/news/local/2015/09/03/menasha-lock-closes-weekend/71655326/>) last fall after the round goby invasive species was found below the Neenah dam.

**RELATED:** [Extended closure possible for Menasha lock \(</story/news/local/2015/09/04/extended-closure-possible-menasha-lock/71709892/>\)](/story/news/local/2015/09/04/extended-closure-possible-menasha-lock/71709892/)

Stark said Saturday that the authority is working hard to fight the invasive species, but that the threat should be taken seriously.

"Let's not make that a cloud hanging over our heads, either," Fowle said.

It didn't seem to be a cloud — with a new sense of excitement, participants let the ideas flow, from water taxis along the water to a bird-watching tower on the Trestle Trail.

Roger and Laura Blechler, who own property near Broad and Lock streets that they want to develop into housing and another marina, think the area would benefit from more recreational options like bike and kayak rentals.

Roger, who's lived there 24 years, has pride in Menasha. He told me it's a shame it's shared among so few people — he thinks it's the most beautiful part of the Fox Valley.

The ECWRPC will compile the maps and worksheets filled out Saturday into a report to give to the city in March. As community solutions reporter, I co-hosted the event and will be following along as the folks at the planning commission report back with a plan.

Stark said the locks authority sees Saturday's event as the beginning of a redevelopment of the locks system. The kind of meeting could also happen in other communities with locks in the future.

Menasha Mayor Don Merkes attended, and said afterward that the good turnout speaks to how excited his city is about what's happening in the neighborhoods.

"They've got a lot to be proud of," he said.

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## ECWRPC Quarterly Newsletter – “The Rapport” – March, 2016

### City of New Holstein Zoning Code Update Completed

ECWRPC staff recently completed an update of the city of New Holstein’s zoning code. The zoning code was originally written in the early 1980’s and had become dated and inefficient for current building trends. The update process was formed around the following goals:

- The development process is streamlined and predictable.
- Graphics are included to make the code accessible for all.

- The city’s visions and goals are utilized to create a sense of place.
- The updated zoning code will be reflective of current building trends while preserving local character.

New Holstein’s City Council took action in January to adopt the code and ECWRPC staff are finalizing several forms based on the adopted code. For more information about the project please contact Tom Baron at (920) 751-4770 or [tbaron@ecwrpc.org](mailto:tbaron@ecwrpc.org).

### High Interest Received at Menasha Lock Site Visioning Workshop



On January 23, 2016, a highly successful public visioning workshop was hosted by East Central Wisconsin

Regional Planning Commission, the Fox River Navigation System Authority (FRNSA) and the Post-Crescent to examine the potential future use of a 2.4 acre piece of property associated with the Menasha Lock. The Menasha Lock has been operational since the 1850’s and provides a key linkage within the system of 17 locks that tamed the rapid elevation change of the Lower Fox River. In 2005, the Friendship Trestle Trail opened, connecting the City of Menasha with the Town of Menasha, and instantly making the lock site an “anchor” on the eastern shore of Little Lake Buttes des Morts.

The purpose of the public workshop was to examine the current and potential future conditions of the vacant 2.4 acre site within the context of the neighborhood, the city and the region. A total of 66 people registered and participated in the Saturday morning event - quite a few more than originally expected!

The participants were split into seven smaller groups who spent the next two hours getting oriented to the site and diving into six separate mapping and worksheet-based exercises. Each exercise was designed to mine the individual’s knowledge of the site, community and region in order to provide context and grounding for the site itself. Ideas, thoughts and concerns were generated that explored the concepts of “identity”, “connectivity”, “assets”, “improvements”, and “impacts”. The generation of “big ideas” was next, with the groups being encouraged to list/map out visionary and perhaps transformational uses for/near the site that adhered to none of the typical constraints such as property ownership, regulatory or funding restrictions. Lastly, individuals were asked to give their ideas on which places could be considered for improvements related to “placemaking” within the City of Menasha.

A significant amount of enthusiasm was shown by participants and an equally significant amount of data was created as a result. The data is currently being compiled into a written summary report which is expected to be released and shared with the community in March 2016. This collection of written and mapped feedback will be used “up-front” by the Fox River Navigation System Authority and the City of Menasha in future planning for this important site’s use and function. Check East Central’s ([www.ecwrpc.org](http://www.ecwrpc.org)) or the FRNSA’s ([www.foxlocks.org](http://www.foxlocks.org)) website in March or April to view/download your copy of the report.

### Statewide Re-Use Program Successes Highlighted in Agency Report

Fiscal Year 2015 successes and milestones are front and center in the latest annual report from the Department of Natural Resources’ (DNR) Air, Waste, and Remediation and Redevelopment (AWaRe) Division. The 29-page report examines and highlights program successes in customer service, new laws and regulations, emerging and ongoing issues, and measuring program performance. During the reporting period, the program celebrated its 20<sup>th</sup> anniversary. Since 1995, staff have worked with partners across the state, helping to clean up more than 15,000

brownfield properties and returning more than 20,000 acres back into productive use. The program marked the anniversary by continuing to work with their external advisory partner, the Wisconsin Brownfields Study Group, to create its 2015 report – *Investing in Wisconsin*, which outlines proposals that will make a strong program even better. This is the AWaRe Division’s final annual report, as the Division has merged with several DNR water programs and has formed the new Environmental Management Division.



## **APPENDIX B**

### **SIGN-IN SHEETS**

**APPENDIX B: SIGN – IN SHEETS**

Menasha Lock Site Visioning Workshop – January 23, 2016



**PLEASE SIGN IN**



NAME	COMMUNITY	E-MAIL ADDRESS
Jau Keene	rd. of Vinhedo Winnebago Co.	
↓ em Moeda	Menasha	
Patricia Altkhofen	menasha	
Randy Altkhofen	menasha	
Tom Meyer	NEENAH MENASHA	
Sandy Metzdorf	Menasha	

**PLEASE PRINT CLEARLY**

Menasha Lock Site Visioning Workshop – January 23, 2016



**PLEASE SIGN IN**



NAME	COMMUNITY	E-MAIL ADDRESS
LEN HOEHNE	MENASHA	
Rosie Oaks	Menasha	
Roger Harrison	Menasha	
Gary Joosten	Menasha	
Judy Joosten	Menasha	
Josh Dukelow	Appleton	
Ryan Roth	Menasha	
Tim Rose	Appleton	
Ken Washburn	Appleton	
RICHARD L. KEENE	NEENAH	

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Menasha Lock Site Visioning Workshop – January 23, 2016



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NAME	COMMUNITY	E-MAIL ADDRESS
WETIS BIGGAR	APPLETON	
DUNN McMULLIAN	Menasha	
SPRIBBLE Courtney	Town of Menasha	
Diane Schabach	Marina	
Scott Francis	Menasha	
David Horst	Dale	
Bill Beachy	Menasha	
WALLY ROGERS	MENASHA	
ROGER BECHLER	"	
LAURA BIEHLER	"	

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Menasha Lock Site Visioning Workshop – January 23, 2016



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 A GANNETT WISCONSIN MEDIA PUBLICATION

NAME	COMMUNITY	E-MAIL ADDRESS
Dick Strom	Menasha	
Eric Hovtiness	Menasha	
Bill Beachy	"	
Bill Raath	"	
Chris Vanderheyden	Menasha	
Matt Berber	menasha	
Ryan Kamba	Chilton	
Ben Zirth	Menasha	
Patrick Fitch	Menasha	
Chuck Spillone	Menasha	

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Menasha Lock Site Visioning Workshop – January 23, 2016



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THE POST-CRESCENT  
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NAME	COMMUNITY	E-MAIL ADDRESS
Rita Weiss	Menasha	
Don Gohlke	Neenah	
Theresa Granados	Menasha	
Shirley Stoll	Menasha	
James Taylor	Menasha	
JAMES ZIELINSKI	T of Menasha	
Joe Hanson	Little Chute	
Bob Sprangels	Menasha	
JASON ABEYANS	Neenah	
MARILYN GARONER	Appleton	

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Menasha Lock Site Visioning Workshop – January 23, 2016



PLEASE SIGN IN

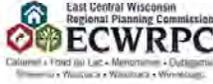


THE POST-CRESCENT  
A GANNETT WISCONSIN MEDIA PUBLICATION

NAME	COMMUNITY	E-MAIL ADDRESS
PATTY HOEWE	MENASHA	
SUSAN LOCKE	Menasha-Appleton	
Jack Fry	Menasha	
Don Meeks	MENASHA	
MARK SEIF	MENASHA	
Kathy Stahl	Menasha	
MIKE SCHMIDT	GRAND CHUTE	
Kevin Englebent	Menasha	
Dobell Top	Menasha	
Chris Klein	Menash	

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Menasha Lock Site Visioning Workshop – January 23, 2016



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THE POST-CRESCENT  
 A GANNETT WISCONSIN MEDIA PUBLICATION

NAME	COMMUNITY	E-MAIL ADDRESS
Christine Williams	Appleton	
Rikhard Arent	Menasha	
Connie Mitchler	Menasha	
Sandy Mettke	Menasha	
Joanne Foush	Menasha	
Tim Cudill	Menasha	
Greg Cameron	Menasha	
Amanda Stuck	Appleton/Menasha	
Norm Daulton	Town/Menasha	
Travis Fonder	Kaukauna	

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## **APPENDIX C**

# DETAILED EXERCISE RESULTS

**APPENDIX C: DETAILED EXERCISE RESULTS**

**EXERCISE #4 – BIG IDEAS**

<b>Table 1</b>	<b>Table 2</b>
Marina	Bathrooms (2)
Parking	Coffee shop (like at DePere lockhouse/gift shop) (2)
Waterfront restaurant/bar/resort	Bike/Kayak/Boat rental (2)
Riverwalk	Picnic/rest area (2)
Condos - residential	Need off-street parking for walkers, fishermen, etc.
Upscale apartments	Pedestrian access to James Island (picnic area, eagle watching)
Boat slips	Camping for cyclists
Bike/kayak rentals	Ferris wheel
Bait shop	Restaurants
Concessions	Water slide
Trolley to area attractions	Excursion boat
Water taxi to area attractions	Fishing Pier
Paddle wheel boats	Fox River visitor center (lock system)
Banquet hall / wedding center on riverfront	Civic Center and park
Wildlife viewing areas - James Island	Restaurant/bar/hotel/convention center
	Create a world-class, dynamic marina/fishing/sports complex (like Chelsea Piers in New York)
	Block the views of the mills with greenery and artwork related to water recreation
	Offer homeowner incentives to remodel/upgrade homes
<b>Table 3</b>	<b>Table 4</b>
Bathrooms/restrooms (3)	Bathrooms (year round / drinking fountain) (4)
More fishing piers (to separate bikers/walkers) (2)	More access/clearly marked boats portages (4)
Create photogenic park that will be a community gathering place and playground (2)	More trash cans/clean-up efforts (canal area) (4)
Adjacent medium/high density housing (2)	Lookout tower (3)
Rebuild replica of lock house (use for museum, kayak/canoe rental, ice cream, et.)	Boat charters, kayak / bike / sailboat rentals, jet ski rentals (3)
Open the lock, open the lock, open the lock	Benches/Trees (3)

Purchase property from adjoining owners	Bandshell/Pavilion for concerts or plays (away from docks, available for rental) (3)
Develop canal neighborhood with pedestrian promenade	Acquire adjacent lands to create a 20+ acre site (2)
Clear neighborhood of old housing and replace with commercial, condos, housing, retirement uses targeting "active" people	More/Evening events (fireworks, watch stars, bats, fishing tourneys, boating events) (2)
Commercial development overlooking lock & trail	Special events space (2)
Connection with parking & mass transit to trail loops and downtown	Landscaping (at lock site) (2)
Additional boating facilities	Medium income housing at lock site (2)
Educational / Heritage facility (3)	Picnic Areas (2)
Greenspace	Birdwatching habitat and view areas / viewing point across track from Trestle Trail to allow viewing of James Island (2)
A gateway to downtown	Two "theme gardens"
Water heritage trail	Fountain/monument (not too big)
Boat lift station/transfer	Planters/trellises
Café Court	Create a mixed-use development
Mixed use res/comm tower on the water	Extensive public water access / water park
Connect trails to Heckrodt for nature tours by bike	Mini resort for year round use (private)
Boat/bike rental	"Green Village"
Waterside pedestrian mall/plaza to bring people	Tiny houses for short-term rental
Bed and Breakfasts on the water	Floating Beach or Pool with water filtration sundeck!
Creative re-use of other industrial sites	Actual size lighthouse at Jefferson Park like the one from 1850 with walking stairs to top
Relocate Water Street to Kaukauna Street	Develop area across from marina
Infill with medium density cluster housing with backyard boat docks along north side of canal	Water Street improvements - sitting areas, trees
Intermittent light commercial along canal	Historical museum/visitor's center
Screen industrial buildings south of canal with landscape/vertical foliage	Retail - seasonal shops (Water St. and lock site) (2)
	NO CONDOS - PLEASE!
	Make more user friendly to boats, walkers, paddlers
	Water Street should be moved back from water
	Whitewater park
	New water access to Little Lake BDM at street ends
	Develop commercial use areas on Little Lake BDM
	Remove/change ugly structures on Sunoco Property facing water near dam
	Obtain more property, particularly the 'finger' of land north of lock

	Any plan must preserve public access
	Recreation Trail Headquarters - Offices of Fox Cities Greenways/Fox-Wisconsin Heritage Parkway
	Memorial to the family whose father/daughter were shot, with a peace theme
	Fox River Locks Visitor Center - here instead of Appleton
	Bike parking
	Walking path around property
	Area/Kiosks for info and education
	Restore the surrounding neighborhood
	Amusement park
<b>Table 5</b>	<b>Table 6</b>
Walkway on Water St. to Tayco St. / Downtown (4)	Tower for sightseeing (steam plant coal silo?) (4)
Use for parking/reduce congestion (3)	Parking for trail access (3)
Dredge out channel - filling in (3)	Fishing from land areas (3)
Connect walking trails to/with trolley (2)	Put in [water]falls/sluceway by locks to keep water flowing/circulation (3)
Restrooms (2)	Info on eagle population (2)
Landscaping (2)	Park / rest area adjacent to trail (2)
Refreshments/concession stand (2)	Visitor Center (2)
Clean up waterfront / Make Menasha Great! - Have a clean-up day like Neenah's "renew the slough" (2)	Fill in canal, create bypass around dam for boat traffic
Raze old Coast Guard building & buildings across	Fox River Heritage Center/history of lock system
Tear down houses and build condos	No play equipment!
Clean up mills on Water St. canal	Remove two houses on north side for more space next to locks
Drop off site for bikers at lock with shuttle from downtown parking for walkers for peak times	Make whole area dog friendly
Amphitheatre in Brin Theatres (remove roof)	Remove all blighted buildings/homes
Lake Winnebago Trail	Temp docking for pleasure boats if lock can't be re-opened
Microbrewery with deck on canal	Fountains in water to aerate/add to ambiance
Restore remaining historic buildings	Plant and preserve trees along canal
Re-build neighborhood one block at a time	Re-creation of original "Indian Village" type park
More community activities	Swimming area
More fishing piers	Water clean enough to eat the fish!
Amphitheatre and event center	Community Center for large gatherings

Kayak launch to Little Lake Buttes des Morts/canal	Canoe/Bike/Paddleboard rentals
Put in seawall along Water St. with boat tie-ups	Handicap access!
<b>Table 7</b>	
Water taxi along water (4) [historical tour info]	
Observation tower on west side of lock (3)	
River walk from lock to Racine St. bridge / downtown (3)	
Park (2)	
Connect Trestle to Jefferson Park (2)	
Keep walkway on water	
Horse carriages on walkway at night	
Nature Center	
Event Center	
Bike Path	
Paper Mill Tours	
Historical tour	
Classroom experiences for schools	
Promotional area for tourism	
Clean up waterfront	
Clean up low income housing on Water Street	
Put a yacht club in old Becker Light Building	
Add kayak/boat rental by marina	
Add public pavilion on riverwalk	
Build swimming area in "pond" south of lock	

**EXERCISE #5 – IMPACTS OF CHANGE**

<b>Table 1</b>	
<b>Specific Land Use/Site Re-Use Impact</b>	<b>Description/Notes/Solution?</b>
Traffic (2)	Improve traffic flow
Parking / access (2)	Build parking lots
Increased density	Parking and access
Zoning and neighbors	
Noise	
Lighting	
Zoning	
Costs!	
Developers	
Environmental	
Pollution	
<b>Table 2</b>	
<b>Specific Land Use/Site Re-Use Impact</b>	<b>Description/Notes/Solution?</b>
Traffic impact	
Street circulation	
Safety	
Old Nofke Lumber property underutilized and unlikely to be profitable in existing configuration	Perhaps change to residential?
Both sides of canal west of Commercial Street	Junky, weedy. Needs at least minimal landscaping. Any chance of actually moving Water Street north (necessitating) moving/demolishing some houses to permit green strip along water.
Increased use of trail system by walkers, bicyclists, fishers will increase parking problems.	Fritze Park end has plenty of parking - we need more on Menasha end

If locks remain closed due to invasive fish, water in canal would be even more stagnant.	Create a minimum flow at locks so fresher water is drawn from Lake Winnebago.
Sports/recreation (boating/fishing) complex w/year round use to include indoor and outdoor activities/use with marina and light retail and restaurant like Chelsea Piers in NYC.	Local government buy-in will be difficult
	Need federal stimulus funding
	Citizens won't support it / homeowners won't sell to make room
	Opportunity is to have the biggest and best sports complex in the State or even Midwest!
<b>Table 3</b>	
<b>Specific Land Use/Site Re-Use Impact</b>	<b>Description/Notes/Solution?</b>
Increased tourists at lock site - too many cars	Create parking lot closer to main streets and guide user to trails/launches with signs
Waterfront high density residential - obstructed sight lines	Place building with a mind to preserve sight lines, include open spaces in site plans
Waterside pedestrian mall/plaza - people can't find their way	Better signage and wayfinding
More residential adjacent to industrial - ugly views	Creative screening (vertical gardens, public art, murals)
Development	Needs parking / mass transit
Neighborhood redevelopment causes displacement of low income housing	Need combination subsidized / market rate housing
Restaurant, commercial space overlooking lock/trail	needs parking/mass transit
DNR regulations	Incorporate green space and walking trails
Increased pedestrian and dog walkers will create more litter and waste and dog crap	Increase surveillance and visits by police
More visitors will result in more cars	expand parking
Increased parking	Minimize impact of lighting on local landowners
Restaurant/Commercial Space	Café Court / Incorporate into waterfront a gathering/draw place to encourage use
Canoe/kayak rental	Business development for community / allows more people to use water and water access
Digging on property	Disrupting native American burial site

Museum/bike and canoe rental	Would need adequate parking
Current residential houses - will they be open to commercial ideas?	
Destroying views of the area	
Excessive noise	
Is commercial sustainable? If we build it will they come? What happens if they don't?	
Designate all land between Kaukauna St. and Canal from lock to Tayco St. as "Future Menasha Redevelopment Area" and create TIF District	
Table 4	
Specific Land Use/Site Re-Use Impact	Description/Notes/Solution?
Notice of removing buildings, streets or sidewalks	More advance notice to resides on plans, when and how to get more information on length of projects
Addition of "new activities" that will be ongoing. If adding picnic area residents may have parties.	Survey or vote for residents it affects directly. Make sure they know pros and cons
If any boating is affected by a shutdown due to this change.	Post signs with dates on shut down with alternatives or do it at a different time when boating isn't as busy
More advancement and more beauty added isn't a conflict	Maintaining can sometimes be an issue
Noise	Observe quiet zone times
Highly developed lock site	Noise, traffic, trespassing
	Loss of "green" and wildlife habitat
	Lack of parking, cars blocking driveways, streets
	"Stranger Danger" perceptions change in general
2.4 acre site is much too small for real development of anything. Could the property at the end of (portages) be purchased?	Purchase more property
The parking lot is much too small. The roadway between lot and back of stores in awfully rough shape. Street facing the Auto Haus is in terrible condition	
Behind of Main Street	Better housing (will bring younger families and give these areas a better reputation)
From Tayco to Lock	Better housing (will bring younger families and give these areas a better reputation)
Lock area development	Parking - that there is enough

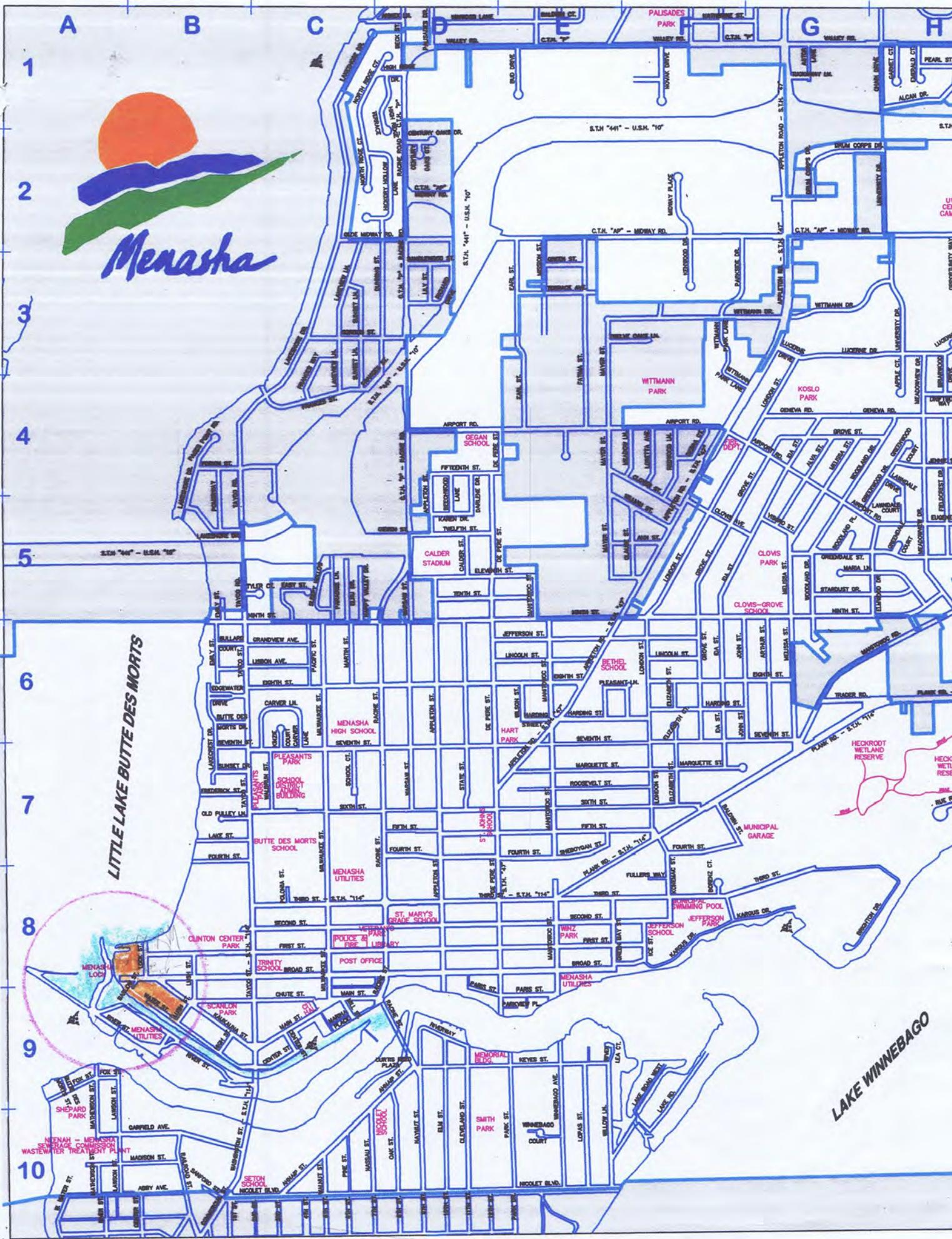
Site acquisition - assembly to create a large enough piece for significant development	Loss of an old neighborhood; "memories" - resistance to change. Solution - Time passing.
Traffic - concerns about increase and traffic and stranger danger	Careful planning for traffic routes and parking
Bathroom facilities - where to go??!!	Incorporate w/parking/shelter/info kiosk
Developing canal area/lock area causes more traffic	Provide more parking
Any commercial development	Parking and traffic issues - solution: traffic slowing techniques / circular access
Upscale housing	Loss of more affordable housing in Menasha
Shoreland development	Loss of habitat for wildlife / additional phosphorus load - solution: Be attentive to native landscaping
<b>Table 5</b>	
<b>Specific Land Use/Site Re-Use Impact</b>	<b>Description/Notes/Solution?</b>
Increase use - traffic, people (2)	Pedestrian friendly / public transportation or trolley loop / restrooms (2)
Litter (2)	Plenty of trash receptacles. Dog doo bags (2)
Parking	Ramps or lots
More parks more usage	Off street parking so no clogged streets
Rude people	More police presence / better mark trails with stop signs etc.
People fishing on trail instead of piers - dangerous!	
Impact on nesting of pelicans on James Island	Limit lighting and noise
Impact on landowners on Water Street	
Parking on lock site	Use for park with picnic area

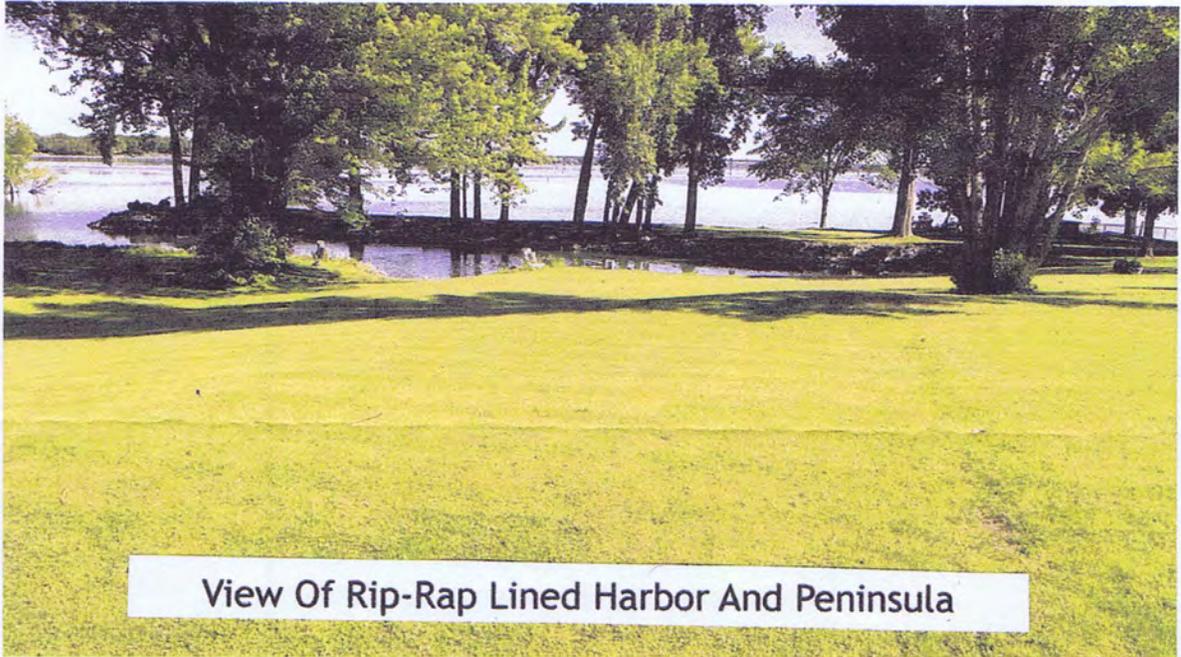
<b>Table 6</b>	
<b>Specific Land Use/Site Re-Use Impact</b>	<b>Description/Notes/Solution?</b>
More people (2)	People passing through private property to access 2.4 lock acres
Parking needs	
Cost and ownership	
Larger site for waterfront development	
Development cannot interfere with wildlife / bird nesting eagle habitat	Designate official habitat site and develop around it
This cannot just be a trail that visitors pass through - need to create rest stops, attractions to keep people in Menasha and direct them to downtown	Make crosswalks safer - the Broad/Racine crossing is dangerous and difficult to navigate - the cars just don't stop as they roar off the bridge
Secluded park may become conducive to criminal activity	Video surveillance, police patrol and neighborhood watch
Changes in zoning may limit land use, cause resettlement of residents, create high costs	Create a TIF for development relocate distressed business and residences first
Mixed use zoning prevents a good clear identify of the neighborhood	Remove old commercial, little used or unused buildings
Invasion of quiet neighborhood	
Increased on-street parking	Look for off-street sites
Parking creation takes up more greenspace	Use street parking - signage, road conditions, track crossing
Redevelopment of Water Street	Disruption of many residents that will have to relocate
Secluded area by locks	Would need more police presence

<b>Table 7</b>	
<b>Specific Land Use/Site Re-Use Impact</b>	<b>Description/Notes/Solution?</b>
[Crime]	Staff area with police to discourage and prevent vandalism
[Parking]	Allow for adequate parking so residential streets are not blocked for residents
[Noise]	Attention to noise control - fireworks, bands, etc.
Riverwalk - not to intrude on existing business/residences	Build river walk over water rather than utilize/take over properties
Lock site / tower (observation tower) - vandals, slope on grassy area create hazard	Well lit, staffed area, quality security cameras
Low income area will deter people from coming to the area	Rehabilitate area / provide lighting / increase patrols
Riverwalk - go around marina - would have to go behind marina	This has created problems with kids/vandal at night and unsupervised areas.
Excessive auto traffic / no parking	
	Part of property used as parking
	Trolley to carry people to lock site
	Include a historical tour
	Tour begins at downtown parking assuming weekend major usage
Build walkway	Construction crew can handle it
Demolish old buildings	Construction crew can handle it
I DO NOT HAVE ANXIETIES ABOUT THIS.	
Riverwalk impact on businesses and residents	
Lock site upkeep - who will maintain?	
Heavy Industrial	Noise, dirt
Waste/dump	Re-locate

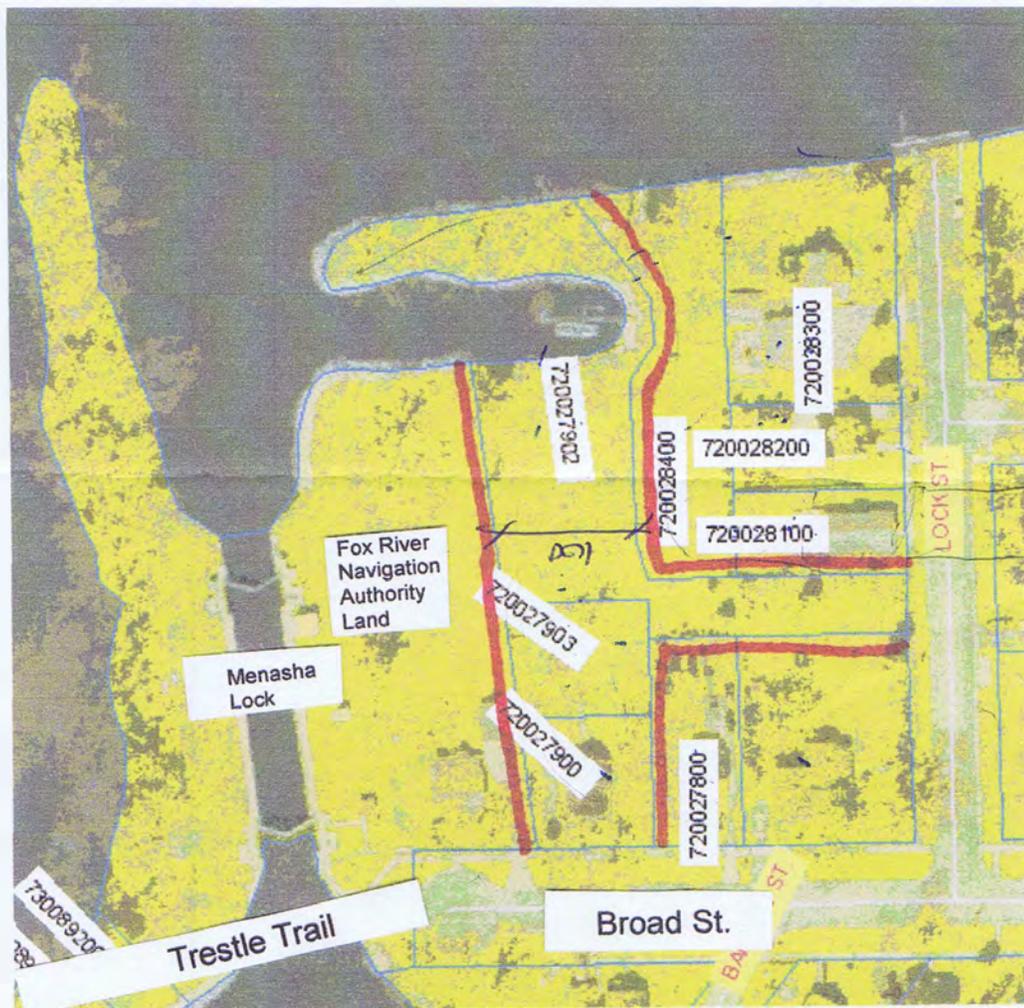
**SUPPLEMENTAL INFORMATION**

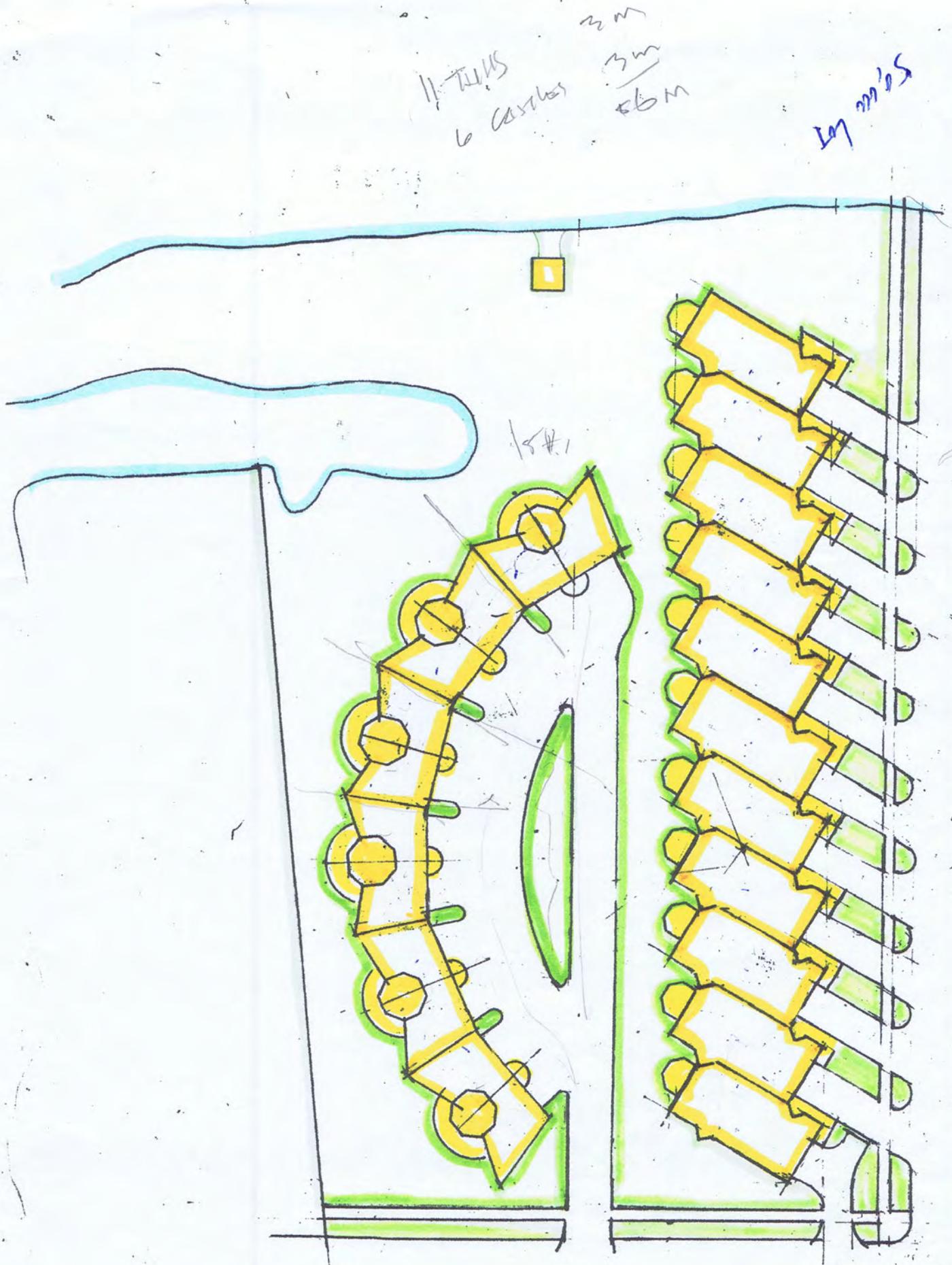
The following illustrations and images were generated and provided by Mr. Curtis Biggar, a Menasha resident who attended the workshop. These represent potential ideas regarding the re-use of the lock-site as well as potential re-use of nearby lands along the waterway.





View Of Rip-Rap Lined Harbor And Peninsula





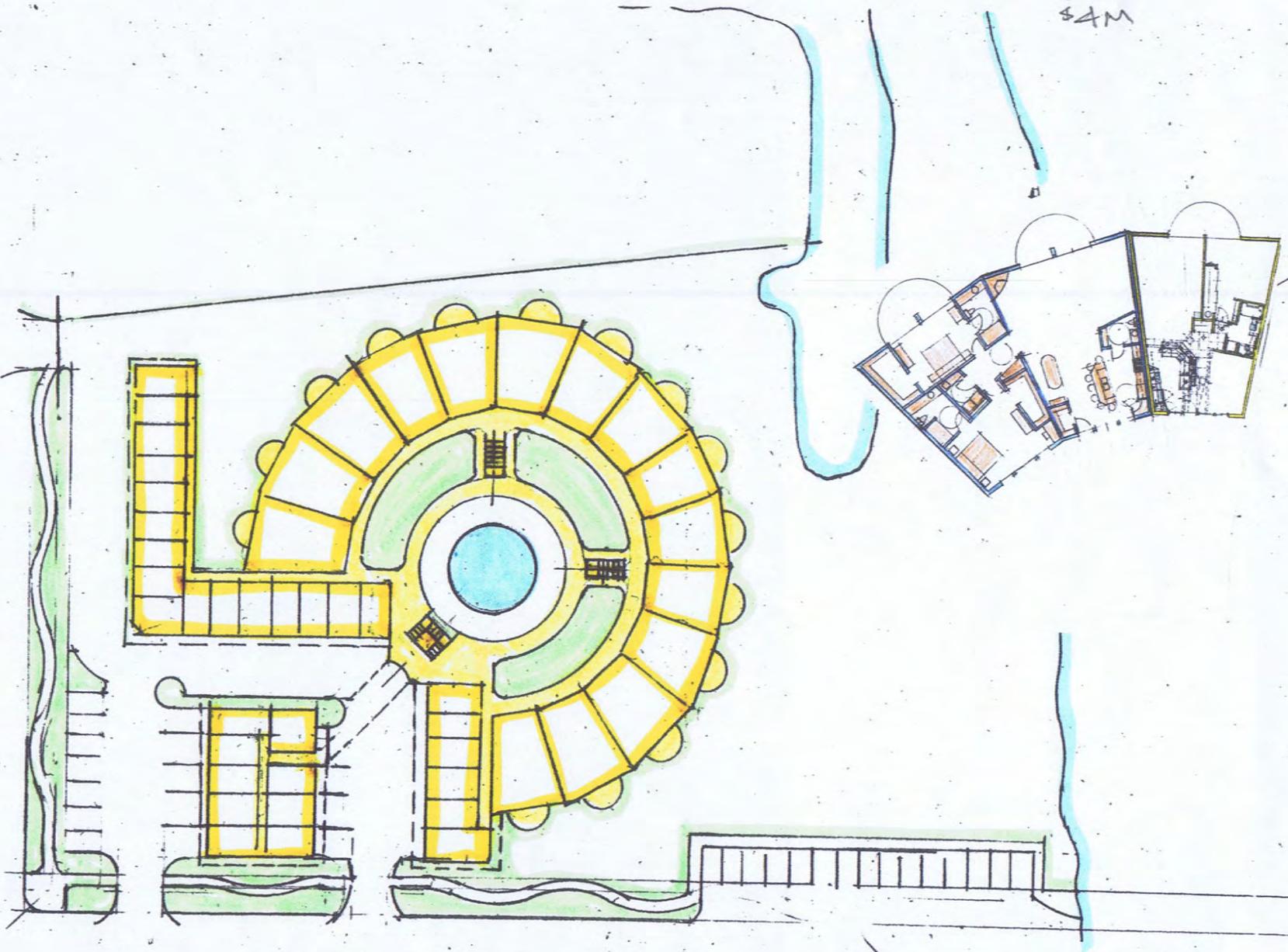
24  
34

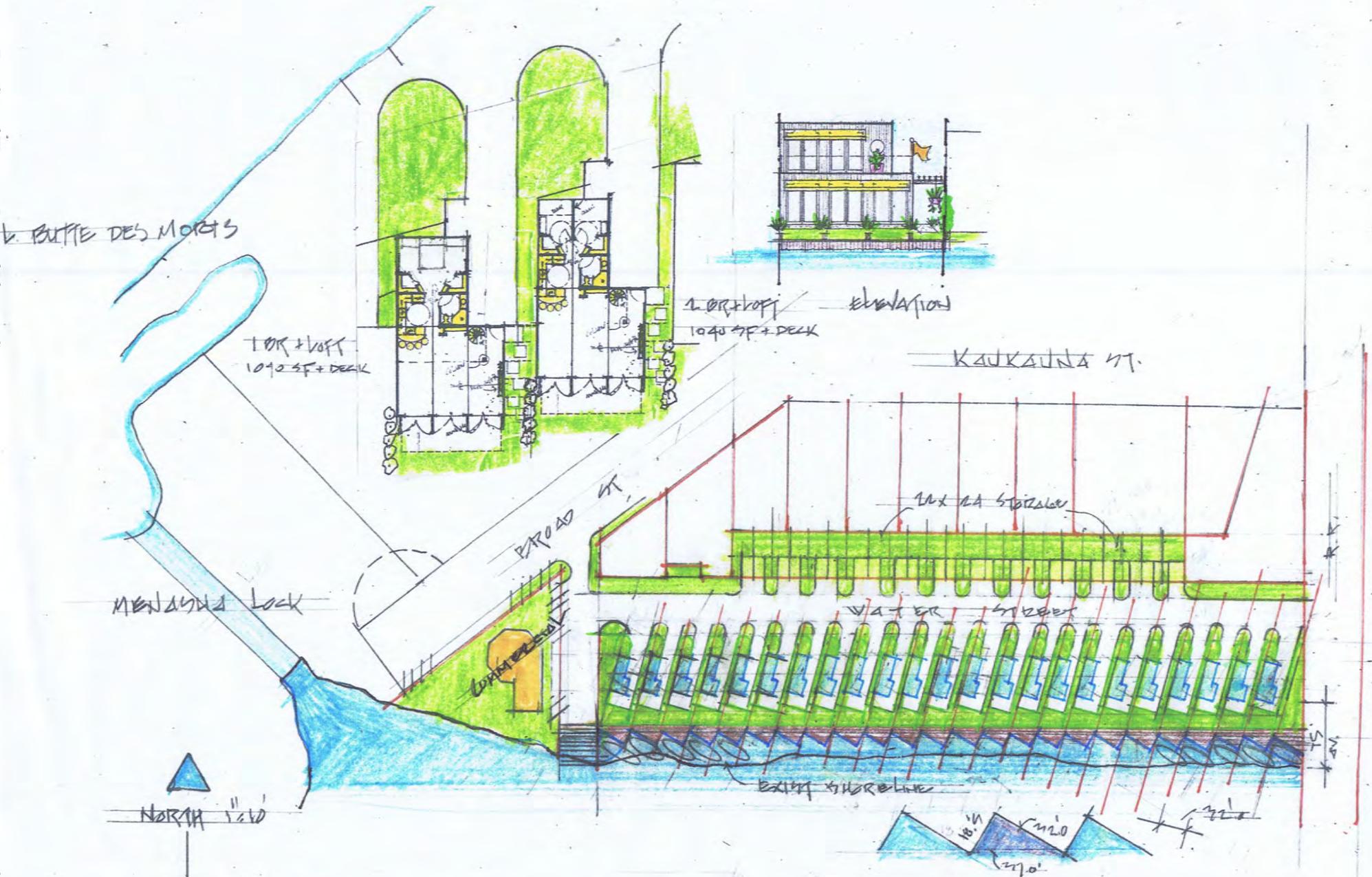
24 @ 20KZ 4.5M  
10 @ 20KZ 2  
86.5M

25M  
25M



3+ACRE  
30 UNITS  
\$4M





23 UNIT — WATER STREET BOAT HOUSE © 7/2014 CURTIS L. BIGGAR ARCHITECT/BROKER

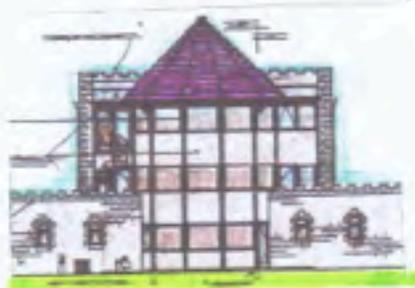
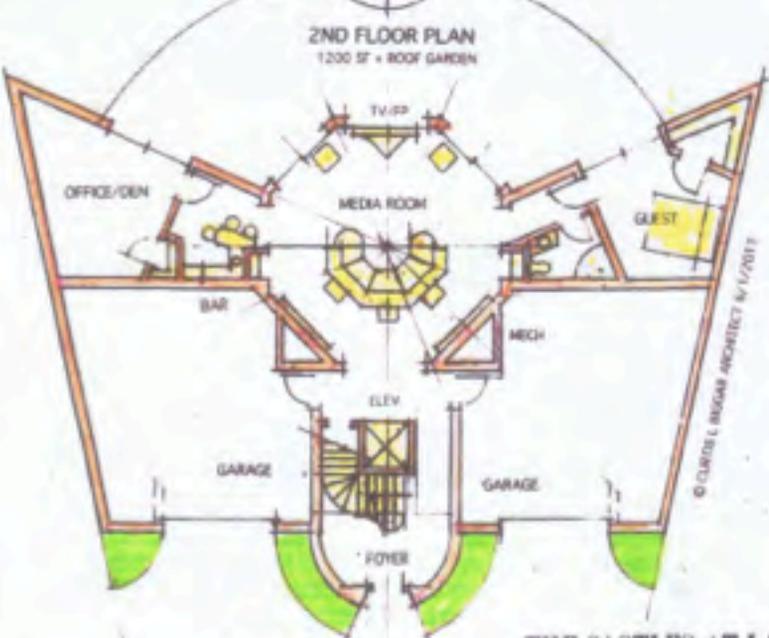
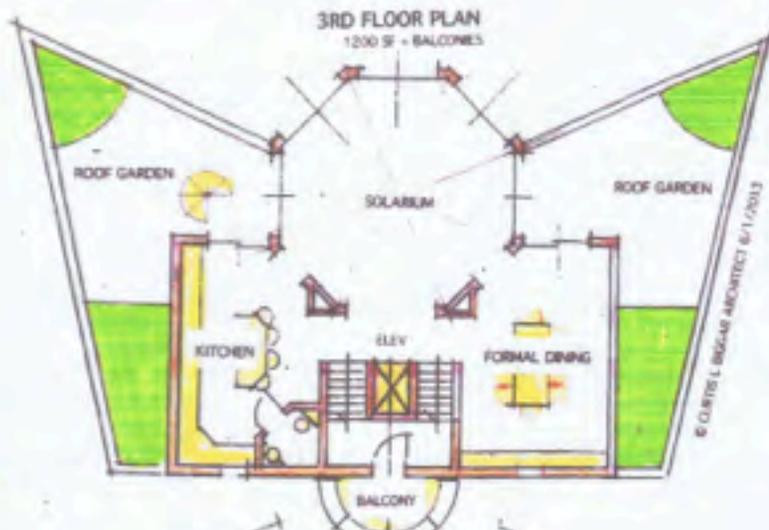
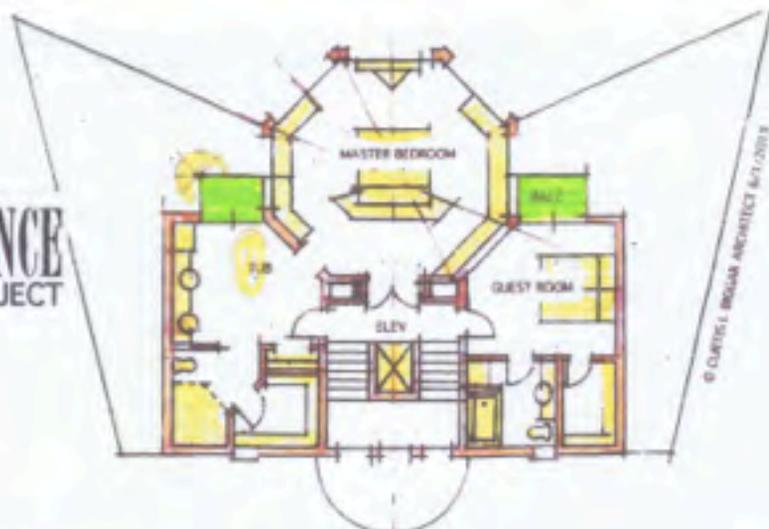




# THE CASTLES AT LAWRENCE

A BIGGAR DEVELOPMENT PROJECT

**CERCLE CASTLES**  
 3150 SF + 970 SF GARAGES  
 + DECKS & ROOF GARDENS



RIVER SIDE



COURTYARD SIDE

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