

A quorum of the Administration Committee, Board of Public Works, Park Board, and/or Common Council may attend this meeting; (Although it is not expected that any official action of any of those bodies will be taken).

**CITY OF MENASHA
REDEVELOPMENT AUTHORITY
Menasha City Center
March 7, 2023
Room 133**

5:15PM

AGENDA

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. PUBLIC HEARING
- D. MINUTES TO APPROVE
 - 1. Minutes of the January 10, 2023 Redevelopment Authority Meeting
- E. PUBLIC COMMENTS ON ANY MATTER OF CONCERN ON THIS AGENDA
(five (5) minute time limit for each person)
- F. DISCUSSION / ACTION ITEMS
 - 1. NAI Listing Agreement Amendment – Province Terrace Lots
 - 2. Brownfield Advisory Committee
 - a. General Update
 - b. Community Outreach, Planning and Public Engagement Plan
 - 3. Set Next Meeting
- G. ADJOURNMENT

If you have questions, please call the Community Development Department at
(920) 967-3650 between 8:00 AM – 4:00 PM, Monday through Friday.

CITY OF MENASHA
Redevelopment Authority
Menasha City Center
100 Main Street, Room 133
January 10, 2023
DRAFT MINUTES

A. CALL TO ORDER

The meeting was called to order by Chairperson Vanderhyden at 5:18 PM.

B. ROLL CALL/EXCUSED ABSENCES

REDEVELOPMENT AUTHORITY MEMBERS PRESENT: Alderperson Nichols, Chairperson Kim Vanderhyden, Kyle Coenen, Matt Vanderlinden, Kip Golden and Bob Stevens.

REDEVELOPMENT AUTHORITY MEMBERS EXCUSED: Gail Popp

OTHERS PRESENT: CDD Schroeder, PP Yang, Cole Alsbach (Dark Horse Development), and Sam Schmidt (Dark Horse Development)

C. PUBLIC HEARING

None

D. MINUTES TO APPROVE

1. **Minutes of the December 6, 2022 Redevelopment Authority Meeting**

Ald. Nichols made a motion to approve the minutes of the October 17, 2022 RDA meeting. The motion was seconded by Stevens. The motion carried.

E. PUBLIC COMMENTS ON ANY MATTER OF CONCERN ON THIS AGENDA

(five (5) minute time limit for each person)

F. DISCUSSION / ACTION ITEMS

1. **Former Banta Publishing Properties (Ahnaip Street)**

CDD Schroeder provided an update on the discussion with Dark Horse and a recap of the previous meeting. He said that Dark Horse is not tied to the design and is still in the very conceptual stage.

a. **Letter of Intent – Dark Horse Development, LLC – Vacant Banta Parking Lot South of Ahnaip Street (477 Ahnaip Street)**

CDD Schroeder said that the project is not at a point to enter into a land purchase agreement yet because there are still lots of questions with financing and zoning. However, Dark Horse and the Redevelopment Authority (RDA) can enter into a letter of intent to let Dark Horse know that the RDA is supportive of the project. The letter would allow Dark Horse to get started on moving forward with the project. CDD Schroeder went through the written Letter of Intent.

Coenen made a motion to approve the Letter of Intent with Dark Horse Development, LLC for the Vacant Banta Parking Lot South of Ahnaip Street (477 Ahnaip Street). The motion was seconded by Vanderlinden. The motion carried.

b. **Townhouse Development Conception Discussion (477 Ahnaip Street)**

CDD Schroeder showed all the images that each RDA member sent over showing what they envisioned the townhomes could look. The consensus was that they wanted the look to be classical, traditional, but still modern. The Committee wanted some type of porch or patio as part of the design that did not have to be very large, but promotes walkability. There was a

discussion on the driveway and the developers said they will be working with their architecture firm to figure out which way is best.

c. **Development Concept Discussion (Vacant Banta Publishing Property)**

CDD Schroeder provided an overview on the current site and restrictions. He also noted that at the last meeting the concept was briefly brought forward to consider a mirrored development to the townhouses at 477 Ahnaip Street. After much discussion on what the committee sees what would be fitting to that property, they decided they want to wait and see how commercial is developed in the area before deciding on what fits on that parcel. But the general consensus of this site was a greater possibility of a mixed use development with commercial on the first floor.

2. **Set Next Meeting**

The next meeting was set for February 7, 2023.

G. ADJOURNMENT

Chair Vanderhyden made a motion to adjourn the meeting at 6:01 PM. The motion was seconded by Nichols. The motion carried.

Minutes respectfully submitted by PP Yang



MEMORANDUM

Date: March 7, 2023

To: Redevelopment Authority

From: Community Development Department/SS

RE: Listing Agreement Amendment – Province Terrace Lots

Attached is a draft listing agreement amendment between the Redevelopment Authority and NAI Pfefferle for the listing and marketing of the Redevelopment Authority owned lands in the Province Terrace area. The terms of the previous listing agreements and subsequent amendments remain in effect.

Typically these listing agreements have only been for 6 month durations. Staff is recommending this be extended for a full year.

Staff recommends the RDA approve the listing agreement amendment through February 13, 2024 between the RDA and NAI Pfefferle.

WB-42 AMENDMENT TO LISTING CONTRACT

1 It is agreed that the Listing Contract dated December 11, 2020, between the undersigned, for sale/rental of the
2 property known as (Street Address/Description) Province Terrace
3 and Manitowoc Rd. Lots in the City of
4 Menasha, County of Winnebago, Wisconsin is amended as follows:
5 The list price is changed from \$ ----- to \$ -----.
6 The expiration date of the contract is changed from midnight February 13, 2023
7 to midnight August 31, 2023.
8 The following items are (added to)(deleted from) STRIKE ONE the list of property to be included in the list price:
9 N/A

10
11 Other: _____
12 **This amendment pertains to the following parcels:**

13
14 2027 Manitowoc Road
15
16 Providence Terrace (Lots 1, 4, 10, 11 & 12)
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18
19

20 **Seller Entity Name:**
21 The Redevelopment Authority of the City of Menasha
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24 Phil Vanderhyden, Jr./Chair-RDA
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34 ALL OTHER TERMS OF THIS CONTRACT AND ANY PRIOR AMENDMENTS REMAIN UNCHANGED.

35 NAI Pfefferle - Elizabeth Ringgold
36 Firm Name
37
38 (x) Joseph Schuessler 1-4-23
39 By Agent for Firm ▲ Date ▲
40 Print name ▶ Joseph Schuessler - Corp Secy

(x) _____
Seller's/Owner's Signature ▲ Date ▲
Print name ▶ See above
(x) _____
Seller's/Owner's Signature ▲ Date ▲
Print name ▶ _____

41 **CAUTION: This Listing belongs to the Firm. Agents for Firm do not have the authority to enter into a mutual**
42 **agreement to terminate a listing contract, amend the commission amount or shorten the term of a listing**
43 **contract, without the written consent of the Agent(s)' supervising broker.**

44 This written consent may be obtained with the supervising broker's signature below or a separate consent.

45 (x) _____
46 Supervising Broker's Signature ▲ Print name ▶ _____ Date ▲ _____



MEMORANDUM

Date: March 7, 2023

To: Redevelopment Authority

From: Community Development Department/SS

RE: US EPA Brownfield Site Assessment Grant – Brownfield Advisory Committee

As the City continues to work directly with Stantec to implement the site assessment of brownfields within the City of Menasha, their partner, Neighborhood Planners, would like to commence the community outreach, planning, and public engagement plan. Attached is a five step approach being proposed by Neighborhood Planners to continue to move the City forward in our redevelopment efforts. These steps include:

1. Development of a base map and target areas
2. Neighborhood Survey
3. District Branding Survey
4. District Wayfinding Study
5. Community Outreach

Staff is recommending the RDA acting as the Brownfield Advisory Committee approve the proposed Community Outreach and Public Engagement Plan.

Menasha Brownfields Community-Wide Assessment Grant

Neighborhood Planners Subcontract (Stantec)

Scope of Work (2023)

Task One: Graphical Base Map of the Targeted Study Area (As identified in grant)

The purpose of this task is to develop a baseline understanding of the key issues and opportunities associated with the targeted brownfield revitalization sites, including the inter-relationships between the sites and adjacent neighborhoods. Prior planning documents will be reviewed in light of recent downtown developments, so that both the general public as well as City officials have a common understanding of prior planning goals as well as current and planned projects.

- Existing land use and transportation network (field verify City's existing land use map)
- Existing priority sites annotated with current conditions, issues, opportunities
- Planned infrastructure and development opportunities
 - Lawson Canal Master Plan (Updated)
 - Water Street Corridor
 - Brownfield Investigations
- Existing gateways, wayfinding signage, and orientation mapping/information kiosks

Deliverables:

- Graphical base map for community outreach and district marketing

Task Two: Neighborhood Survey

The purpose of this task is to solicit community input into the future vision for Menasha's downtown waterfront, including future reuse of brownfield properties within the study area.

- Desired land uses, connectivity, public spaces (per grant award)

Deliverables:

- Summary of survey results

Assumptions:

- On-line survey with paper copies available at City Hall

Task Three: District Branding Study

The purpose of this task is to identify an overall district brand, or identity, which will help attract more visitors to Menasha's downtown waterfront and stimulate additional private investment in the brownfield reuse sites.

- Facilitate 3 stakeholder meetings to prepare branding recommendations for study area district
 - Kick off meeting
 - Draft design review
 - Final design review
- Review City's existing brand documentation (logo, tag line, font, colors, guidelines)
- Prepare three draft logos
- Finalize branding recommendations to City

Task 3 Deliverables:

- District logo
- Branding recommendations

Task Four: District Wayfinding Study

The purpose of this task is to identify a simple wayfinding program for the study area, which will orient and guide visitors through Menasha's downtown waterfront and stimulate additional private investment in the brownfield reuse sites.

- Identify district gateway, directional signage, and orientation mapping/kiosk opportunities
 - Locations
 - Branded concepts
 - Cost estimates for 2024 budgeting

Task 4 Deliverables:

- Wayfinding recommendations including cost estimates

Task Five: Community Outreach

The purpose of this task is to present the results of the prior tasks, and to seek input into the future vision for Menasha's downtown waterfront and brownfield redevelopment sites,

- Public open house
 - Share and discuss results of Stantec investigations
 - Share and discuss results of neighborhood survey
 - Share and discuss results of branding and wayfinding study
 - Identify a forward looking vision including desired uses for Brownfield reuse sites

Deliverables:

- Open House meeting summaries

Budget (\$20,000)

Fees are Inclusive of all expenses including personnel, travel, and overhead.

- Task 1: \$1,000
- Task 2: \$4,000
- Task 3: \$8,000
- Task 4: \$5,000
- Task 5: \$2,000

Timeline

- Task 1: March-April
- Task 2: March-April
- Task 3: April-May
- Task 4: May-June
- Task 5: June