

Brownfield SUCCESS STORIES



7 acres revitalized

Assessed value change: \$23 million

State brownfield grants: \$1.2 million

Investments leveraged: \$31 million

Overview

The successful collaboration of city, state and federal officials with private businesses and an engaged community helped transform an abandoned paper mill property into the gleaming global headquarters of Plexus in just a few short years. The city of Neenah also regained a vibrant downtown waterfront.

Project History

The Winnebago Paper Mill began operations on the banks of Little Lake Butte des Morts in 1874. This ushered in a long era of papermaking in Neenah, ending with P.H. Glatfelter.

Glatfelter closed the mill in 2006, creating a seven acre hole in the heart of downtown. Adjoining this property was a former paper sludge landfill owned by the city and leased by Glatfelter for wastewater treatment.

Numerous environmental impacts were identified on these properties. Many years of wastepaper de-inking, along with a former dry cleaning facility,

a former repair shop, and historic coal ash fill materials all contributed to the contamination. The massive mill complex included 26 structures, and the wastewater treatment property had 30 more. One of the buildings was on the National Register of Historic Places. A high voltage electric line ran along a portion of the site and extended into the water.

Remediation & Redevelopment

City officials acted quickly to assess, acquire and clean up the mill property. Plexus, a local corporation and worldwide provider of engineering and manufacturing services, expressed early interest in the property.

The city worked closely with Plexus, Glatfelter, DNR, USEPA, the state Historical Society, the former state Department of Commerce, and local economic development entities to remove existing structures, clean up the property, prevent runoff, attend to the historic building, move power lines and prepare the land for redevelopment.

Neenah received state and federal grants and local government liability relief for this project. Neenah also enrolled in DNR's voluntary party liability protection program to guarantee "clean" title for future owners.

Plexus employees moved into their new global headquarters in June, 2010. Other improvements on or adjacent to the site include: Legacy Park, recognizing the papermaking history of the property; Gateway Plaza, an urban oasis; Arrowhead Park on the water; Affinity Medical Center; and future plans for office, retail, dining and entertainment establishments.



Neenah Redevelopment Project
Downtown Plaza, Riverwalk and Corporate Headquarters



Wisconsin Department of Natural Resources
P.O. Box 7921, Madison, WI 53707
dnr.wi.gov, search "Brownfields"



Brownfields - The Land of Opportunity

Properties that sit empty, idle and unproductive because they are, or may be, contaminated are called brownfields. They might need some sort of remedial action before reuse can occur, and this hinders economic or public activity.

For 20 years, Wisconsin has been a national leader in the area of brownfield remediation and redevelopment. Numerous tools and incentives have been developed to help local governments and private parties turn brownfields into green spaces and golden opportunities.

The extra step of environmental investigation and possibly cleanup need not impede what is otherwise a standard real estate situation. These properties can be put back into productive use, and can serve as a catalyst for local economic revitalization. Cleaning up and reusing brownfields is also one of the best ways to improve and protect public health and the environment.

The DNR invites you to be part of a future brownfield redevelopment success story. We strive to be a helpful and enthusiastic partner in the brownfield revitalization process.

Contact us early for assistance.

Contacts and Links

Awards and Video

2012 Renewal Award Winner - Economic Impact (Brownfield Renewal Magazine)
Reclaiming and Rebuilding Neenah (DNR video)

Project Contacts

DNR Project Manager: Jennifer Borski, 920-424-7887
City of Neenah Director of Community Development and Assessment: Chris Haese, 920-886-6127
Stantec Consulting Services, Inc. Senior Project Manager: Lynelle Caine, 715-854-3360

Remediation and Redevelopment Program Contacts

If you have general questions about the RR Program please contact the brownfield specialist in your local DNR regional office - dnr.wi.gov/topic/Brownfields/Contact.html

Helpful Links

Voluntary Party Liability Exemption (VPLE) - dnr.wi.gov/topic/brownfields/vple.html
Financial resources cleanup and redevelopment - dnr.wi.gov/topic/Brownfields/Financial.html
Environmental liability - dnr.wi.gov/topic/Brownfields/Liability.html

Check out more Brownfield Success Stories at

<http://dnr.wi.gov/topic/Brownfields/Success.html> 🔍