



Neighborhood Vision for former NewPage Site

Former NewPage Mill Site



98 Total Acres

Nearly One Mile of Shoreline (approx. 5,085 feet)



Site Features

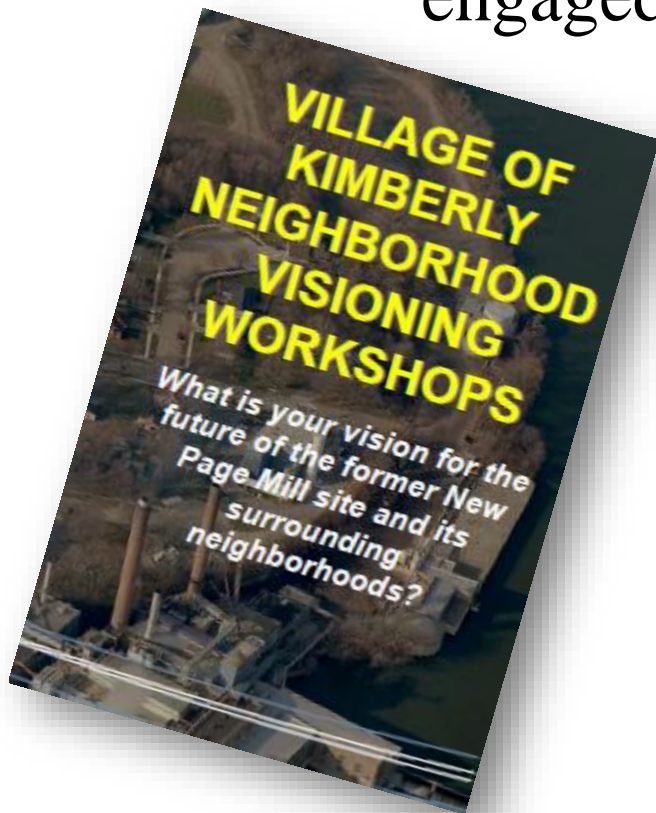
- **90 Acres on the Riverfront**
- **Heart of Fox Cities/Downtown Appleton**
- **Award-winning School District**
- **Adjacent to park/boat launch**
- **Walking distance to stores**
- **VPLE to be completed by Spring 2016**
- **Graded/Shovel Ready by Fall 2016**

Project Partners & Roles

- **Village of Kimberly**
- **East Central WI Regional Planning Commission**
- **Stadtmueller & Associates**
- **AIM Development**
- **GEI Consultants**
- **WDNR**

Community Input Workshops

All three workshops were well-attended, and participants engaged in a variety of interactive exercises.





Neighborhood Vision – Place Statement

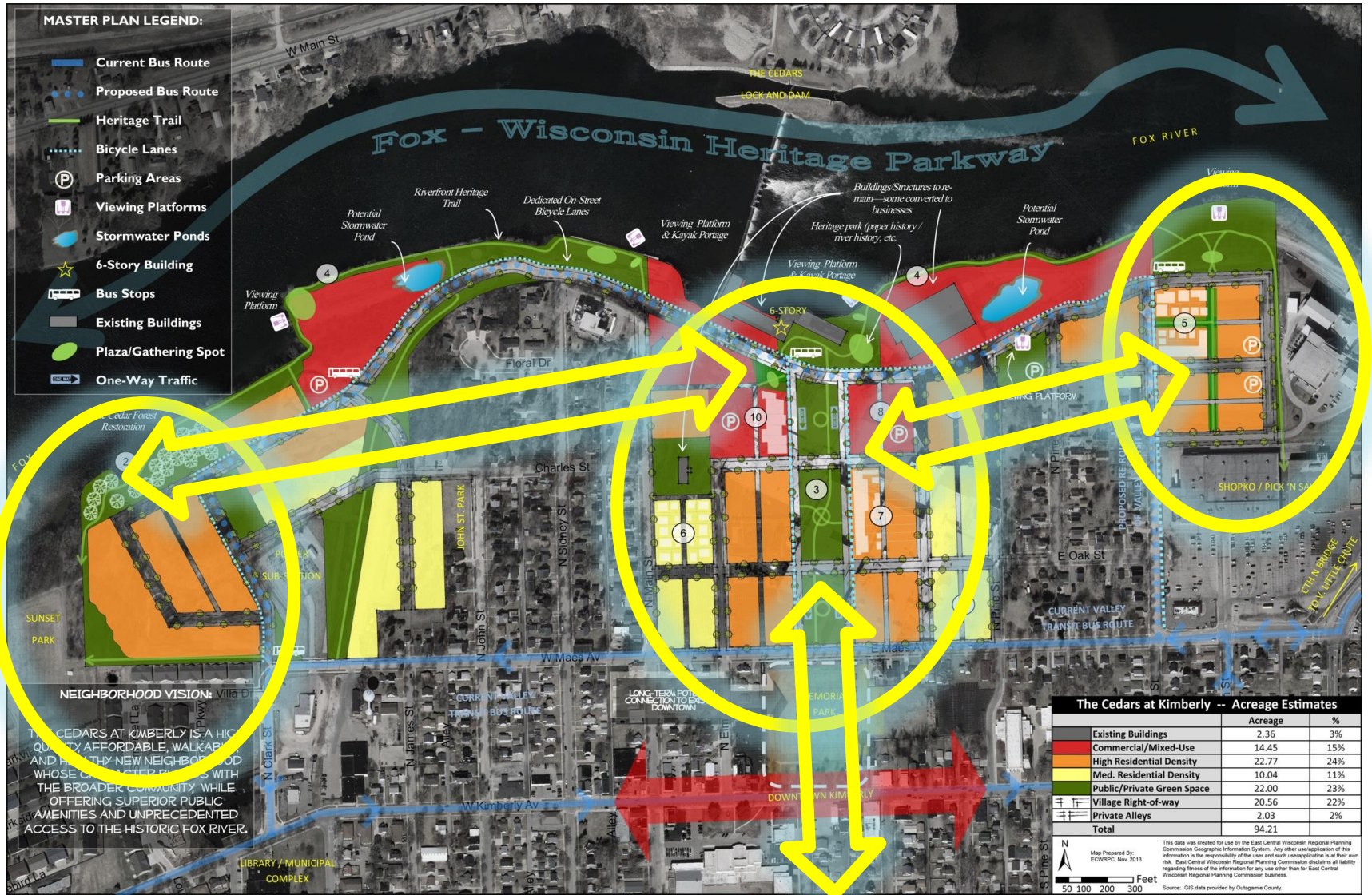
***The Cedars at Kimberly* is a new urban riverfront community that provides walkable, mixed-use neighborhoods connected by trails and parkways to create a strong sense of place.**

Master Plan received APA Award



The Cedars at Kimberly master plan received an American Planning Association – WI Chapter award in June 2014 for its originality, quality and transferability.

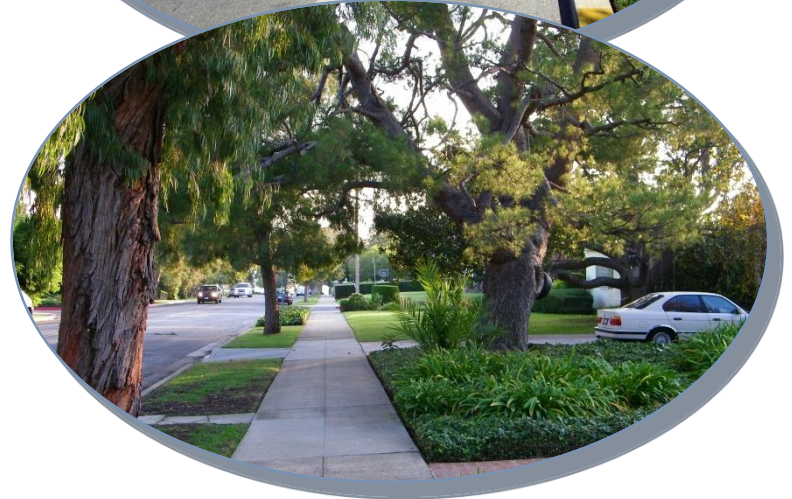
Connectivity • Riverfront Access



A Walkable Community

The Cedars at Kimberly will connect with the existing streets to nearby destinations :

- **Sidewalks**
- **Dedicated bike lanes and multi-use paths**
- **Proposed links to public transit**



New Hub of Riverfront Activity

Creating a focus for Live/Work/Play neighborhood:

- Destination uses, neighborhood services, offices and loft apartments
- Shallow setbacks, inviting storefronts, gathering spaces, streetscaping and public art
- Parking in rear and
- underground ramps



Challenges

- **Significant cost for historic preservation**
- **Site prep costs and due diligence**
- **Small community - limited resources**
- **Substructure removal is not eligible for grants**
- **Competing with Suburban Sprawl**
- **200,000 cyds clean fill needed for grading**
- **Environmental – Shoreline and West Side**
- **LID Stormwater Plan cost more than ponds**

Financial Overview

Committed Investment:

- Village will invest \$21 million in TID infrastructure
- Private investment - \$100 million of increased tax base
- Estimated 400-800 new jobs / \$15-35 million annual wages

Financial Assistance Needed:

- Historic Preservation of existing buildings
- 200,000 cyds of fill needed
- Grading & Infrastructure

Thank You



East Central Wisconsin
Regional Planning Commission
ECWRPC

Calumet • Menominee • Outagamie • Shawano • Waupaca • Waushara • Winnebago



Stadtmueller & Associates
placemaking



