

**Report**

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# **City of Menasha Year 2030 Comprehensive Plan Focus Group Results**

**Winter 2006**



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**City of Menasha**  
**Transportation Focus Group Results**  
**Focus Group meeting Jan 12, 2006 1:30 pm**

These questions were circulated for discussion purposes ahead of the meeting. Not all questions were addressed in the meeting. Answers are recorded as discussed. Participants were encouraged to forward responses for issues which were not addressed during the meeting but were of importance to them.

Attendees included representatives from the City of Menasha, WDOT, Winnebago and Calumet Counties, private/non-profit interest groups, Valley Transit, Canadian National Rail, UW Extension, ECWRPC, and neighboring municipalities.

**Question A:** What is the most important thing about transportation in the City of Menasha? Why?

**Question B:** When you think about the state of transportation system in Menasha, what are the strong points?

- High degree mobility
- High Level of Service (LOS)
- Pedestrian bridge on trestle trail is fantastic
- Specialized transportation (Dial a Ride, Valley Transit)
- Streets in good condition
- Sidewalk system good
- Strong bike community/accessible trails

**Question C:** When you think about the state of transportation in Menasha, what are the weak points?

- Bike/pedestrian linkages need to be improved (internal and with other communities)
- Weak way finding/signage
- Connections with other municipalities
- Signals/timing (particularly 441 interchange)
- Layout of Manitowoc and Oneida- angle of road intersection
- Capacity and design on collectors
- Access to/from some county roads (AP, LP)
- 47- issues with spacing and number of access points
- only 2 bridges crossing canal- when one is down it creates a burden
- capacity issues on 441 at bridge
- 441 down to Racine Street- capacity, congestion, safety
- Need to look at impact on collectors- roads not designed for that capacity are being used as collectors

**Question D:** What are the driving forces that could affect transportation in Menasha over the next 20 years?

- Change in demographics and increasing need for public transportation
- Location of housing will drive location of transportation
- Access to industries
- Gas prices will affect types of use- when gas prices lower there isn't as much of a push to bring bus service into different areas in the community
- Change of land use- new offices downtown and potential for elderly housing downtown
- Telecommuting
- Public is aging- drivers over 85 have 9 times fatalities than drivers aged 20-70
  - Number of people over 85 that are still driving doubles every 5 years

**Question E:** What major transportation improvements will be necessary during the planning period? Where?

- 441- expansion/reconstruction
- CTH AP- City might be taking over jurisdiction
  - 4 lane urban reconstruction
- CTH P- STH 47 to Racine
  - Overlay existing asphalt
  - City and town involved in funding
  - 4' paved shoulder- for walking or biking
- Urbanize LP- in 2006 plan but didn't move forward, now in 2008-09 plan
- Midway Road- Huckleberry to CTH N- in 2008-09 plan
- Manitowoc Road- significant problems as development increases
- Pedestrian connector over 441 and Oneida
- Tellulah Avenue corridor needs to be studied- volume, design issues
- Will need to be one main east/west path to connect both sides of the city
- The state is talking about a roundabout on 10 and 45- function should be a primary concern
- There is another roundabout for 10 and N scheduled for 2008 or 2009
- A regional transit authority might be necessary within 5-10 years for the bus and specialized transportation
- There is a need for access roads around Midway Road
- Manitowoc and Midway Roads need to be redesigned for extra capacity
- There is a need for passenger rail to Milwaukee and Chicago

**Question F:** Is there an adequate system of trails and paths that allows alternative modes of transportation (walking, bicycling, etc.) to occur throughout the city?

- Need to look at how to increase network of sidewalks for kids to get to school
- The Trestle Trail is being used for commuting- that should increase over time

**Question G:** 20 years from now, if you had to choose one characteristic to describe transportation in the City of Menasha, what would it be?

**Question H:** When you think about land use and its relationship to transportation, how do you balance private property rights with overall community interests?

**Question I:** What is the best method Menasha should use to address transportation issues and opportunities when preparing for the future?

**Additional Question:**

What is your feeling about subdivision ordinances as they exist right now?

Tough on arterials

Only one way in, one way out

Pedestrians need more room

Need more of a grid pattern rather than cul de sacs

What are any stumbling blocks that you see as the City addresses its transportation needs?

Willingness to address vehicular problems, not as willing to address non vehicular issues

Multijurisdictional issues- ie. City has sidewalk but town won't put one in

Opportunity to create multijurisdictional agreements?

Politics

Complaints

Funding- some have attitude of why fund something that benefits someone else?

Public wants access but at no cost

Who builds/maintains/purchases right of way

Stormwater regulations

Competing value systems- safety versus volume

400 acres of new housing coming in creates stresses on existing system

There is a negative perception of the bus system

There is a conflict between trying to balance serving land uses and having a traffic corridor

Conflicts occur when you have the urban/rural interface

The city wants more access off of the county highways to serve the land uses but the county wants to limit access to facilitate traffic flow

**City of Menasha**  
**Land Use, Cultural and Natural Resources Results**  
**Focus Group meeting February 9, 2006, 6:00 pm**

Process: The following questions were sent out to a target audience for input. People were invited to either respond via email or fax, or attend the meeting on February 9 and give input at that time. Not all questions were discussed at the meeting given time constraints.

Attendees represented the City of Menasha, WDNR, Park and Recreation Board members, Menasha Historical Society members, Landmarks Commission members, Heckrodt Wetland Preserve, Winnebago and Calumet Counties, private and non-profit interest groups, UW Extension, UW-Fox Valley, ECWRPC, neighboring municipalities, and residents. Questions asked included:

**Land Use:**

**Question A:** Are there places in the city where there are land use conflicts? Are there areas where there needs to be an easier transition between varying land uses?

Housing next to industrial

Industrial along waterfront

Grassy areas next to residential- conflict with runoff

School- parking issues in neighborhoods

Residential next to waste water

Residential next to General Chemical

3<sup>rd</sup> Street/ Racine Street corridor- high traffic area is hard to transition to other uses due to intensity

Yes - This is most evident in the older sections of the city, where commercial/industrial properties abut residential properties. Depending on the nature of business (and appearance), this typically is detrimental to the value of the residential properties - and can lead to a decline in the entire neighborhood.

Due to the large amount of this type of conflict - ENFORCEMENT of existing ordinances is the only way to stabilize these neighborhoods (parking, zoning, site/landscape requirements, etc.) - Unfortunately, enforcement appears to only happen when a complaint is made - and not taken upon the Police Department and/or Community Development Department to enforce without notification of a violation. (Even when a complaint is made, follow up does not always happen.)

In areas along the main corridors (Racine Street, 3<sup>rd</sup> Street, etc.) where 'newer' commercial developments are occurring adjacent to existing residential properties - the use of BERMS and LANDSCAPING (trees - not just low-lying bushes) needs to be incorporated to soften the impact of these new developments. Low-height signage should be required. Parking should be designed behind or along the sides of the development, leaving the frontage landscaped (green space).

**Question B:** Are there desired uses in the city that don't have appropriate parcels available on which to locate? What are they (if any)?

The University of Wisconsin-Fox Valley campus (1478 Midway Road) is currently land-locked, limiting future potential development of the campus at its site. Encourage acquisition of nearby parcels when available.

The City is land-locked; therefore - there is no area for a major commercial development and/or industrial development. The current 'growth' corridor along Lake Park Road is primarily designated as residential.

**Question C:** When you think of land use, how do you balance private property rights with the overall community interest?

My rights end where the next person's begins and vice versa.

all parties involved should be treated with respect and treat each other with respect

A clear effective method of communication needs to be established so that various positions are understood

I do not agree with the current supreme court ruling that a city may use eminent domain to take a private residence and turn the land over to a developer for a higher tax return. I do believe the city has rights to establish limits as to what can be done to a property. For example Zoning, or a noxious weed ordinance, or not allowing broken down vehicles on yards.

I'm assuming this question refers to 'Eminent Domain'. Therefore - Eminent Domain should only be used in the rarest of cases and when all other options have been expended, and - most importantly - only when it is for a 'public use' (highway, utility line, etc.) and when the land (environmental contamination) or structure is a detriment / hazard to the community as a whole.

Eminent Domain should NEVER be used to take private property from one private property owner to be 'given' to another private property owner (Developer) merely for the purpose of generating a higher tax base - using the 'excuse' as redevelopment.

**Question D:** What are the driving forces that could affect our land use in Menasha over the next 20 years either positively or negatively? I.e. Trends, threats, opportunities?

Water property value increasing

Tear downs- older homes getting torn down for new housing

DNR restrictions- hard to develop with wetlands, etc restrictions

Locks reopening

Bike trail developed for more traffic

Need different housing options as community ages- one level condos desirable

Energy issues- as transportation becomes more costly we need higher density development  
Higher density development usually means increase in services needed  
Have a lot of big homes which are not desired any more  
Snowbirds- they take the wealth in the community with them when they go south  
Transportation/parking- as densities increase where do people park?  
Need space for cemeteries  
State mandated storm water retention systems take up space  
What do you do with non conforming lots?  
Struggle to keep up maintenance on older structures  
City owned land along waterfront needs development plan  
Increased traffic along Trestle Trail means potential of increased tourism  
How do we manage loss of industry?  
Potential need for new neighborhood/pocket parks  
Energy costs could help revitalize downtown and pedestrian friendly neighborhoods  
Aging population may be a threat or an opportunity depending on how the community chooses to respond  
Tightening economy could close more industry in the city, this could allow for more opportunities for revitalization  
The city will need to capture new industry to replace that which is lost. The type of industry will determine where it should be located  
The decline of the industrial base will be the most prevalent impact facing the City's land use and economics in the years to come.  
Industrial/manufacturing sites may be abandoned due to global positioning; leaving the City with land that would be difficult and expensive to redevelopment (environmental contamination, failing/obsolete structures, etc.).  
However, the 'positive' result of this decline is that the majority of industrial / manufacturing site are located along waterfront. This gives the City the opportunity to 'redevelop' the existing structures into residential 'lofts' - such as is done in Chicago, Milwaukee and other major industrial-based cities (and has been successful in Appleton at the Fox River Mills). These former industrial sites have been converted to high-end housing, incorporating the existing stone/brick/beams and historic aesthetics into the design.

**Question E:** When you think of the future of Menasha's housing, which of the following would be preferable: A focus on preserving existing housing stock or a focus on redevelopment?

Preserve what you can, but some needs to be redeveloped.

In some instances, redevelopment of businesses/support services will aid in neighborhood preservation. (For example Doerings or local businesses that help elderly/handicap stay independent.)

Of course I would focus on preserving existing housing stock. By doing such we are maintaining the character and the history of Menasha. We are also being environmentally responsible. Demo ends up in landfills. Reduce **Reuse** Recycle. We can even “recycle” our older building stock by thinking of new ways to use the old. Tearing down housing to put up a strip mall that sits half empty is not wise stewardship.

A concerted effort needs to be made to preserve existing housing stock. Although many profess that the expense of lead-removal, asbestos removal and energy efficiency outweigh the benefit - I strongly disagree. The craftsmanship and architectural details incorporated into turn-of-the-century homes cannot be duplicated in today’s market. Grants and/or low-interest loans should be made available to Owner-occupied housing in an effort to convert duplexes back into single-family homes and to ‘regenerate’ the middle-class neighborhoods near the downtown.

Many new / young families are looking for housing that replicates the middle-class neighborhoods they grew up in: tree-lined streets, front porches, backyards for children to play, walking distance to schools, parks, downtown, etc. - Not all are looking for a no-maintenance, no yard, condominium.

However, the extensive rental stock (roughly 40%) deters many from reinvesting in these neighborhoods due to the prevalent ‘transient’ life-style next door, and usual lack of maintenance and aesthetic up-keep. Just one ‘un-kept’ rental property brings the market value of the adjacent properties down.

Preservation of these neighborhoods could be accomplished on a block-by-block basis, where Public Meetings could be held to educate the property owners to the various programs available to ‘help’ with reinvestment. However, the City needs to make a stronger push for receipt of State/Federal grants and - again - enforcement of existing ordinances needs to be stiffened.

Development of ‘new’ low and moderate-income housing should be limited to those with disabilities and the elderly (ADA-compliant).

The ‘taking’ of a single-family home for a ‘redevelopment’ project should strongly be discouraged. The City should not create a TIF District for redevelopment of waterfront residential property.

**Question F:** Consider land use intensity. Which of the following do you feel would benefit Menasha the most: Surface parking or parking structures? Three story building or seven story buildings in the downtown and along the waterfront?

Limit waterfront development to 3 stories or less; leave green space and areas to view river. The river is a great asset to the community and should develop to allow exposure.

7 stories may be okay downtown and near 441/Appleton Road, but would prefer lower.

Space is limited in the downtown area, may need to incorporate parking structures out of necessity, try to limit above ground exposure.

Definitely three story vs. seven story unless there is a very good reason to warrant the additional height. It is all about scale. Taller buildings also create a nasty wind tunnel. If you want a personable downtown it should be at the human scale.

When I see that current parking is filled on a regular (non holiday) day I would then start to look at a parking ramp at tax payers expense.

Surface parking is appropriate for single use buildings (single commercial properties that utilize a typical lot size). However, large commercial properties (several stories, massive land use) would be better served by construction of a parking structure to eliminate massive concrete surfaces and storm water detention issues.

The use of multiple level buildings is totally dependent upon location. If the location is in the 'heart' of the downtown (Main Street - between Racine and Tayco) a 7-story building would be appropriate. The further away from "Main Street" the lower the height of the building, so as to 'blend' with existing residential properties.

When you speak of 'waterfront' - Again, it is totally dependent upon location. If the 'waterfront' referred to is that of the Gilbert Paper Site or other industrial site along the river, multiple levels would be appropriate because multiple 'now' exist.

I am opposed to any 'waterfront' redevelopment overtaking existing residential properties and/or obstructing the view and infringement upon the neighborhood with lack of aesthetic qualities (such as what has occurred with the Headwaters project).

**Question G:** Should the city consider design standards for industrial districts? If so, what design standards should the city consider?

Yes, integrating alternative modes of transportation, and considering redevelopment plans in the event that the plants or businesses close

Encourage energy conservation methods or renewable energy sources

Look at vehicle access, lighting, noise, landscaping, adjoining uses, sidewalks, off-street parking, stormwater drainage and management, etc

A challenge is requiring appropriate design standards vs. competition with other municipalities for economic/industrial development. Good to have high local standards when realistic.

The City should look into annexation of property along Lake Park Road where the current Banta facility is located and create its own Industrial Park. The City should not 'wait' for neighboring communities to create a joint Industrial Park because: 1) It would be several years down the road, if ever, before being developed; and 2) The final location of the site would most likely not be located within City boundaries and would primarily benefit other communities more.

Industrial districts should have strong landscape standards to 'buffer' the site from adjoining properties (berms, trees, attractive fencing, strong emission/noise controls).

## **Cultural Resources:**

**Question A:** What are some of the desirable cultural features/resources in Menasha?

Heckrodt Center

Schools- plays and concerts

UW Fox Valley- Planetarium

Churches

Parks

Memorial Building

Charitable center- Goodwill, Clothes Closet, Salvation Army

Social services easily accessible along main transportation routes

Library

Lock

Senior Center

Historical Society

Historical district downtown

Old bank

Fountains

Arena

Unique shops

Marathon, other events

New Year's Eve celebration

Indian mounds

Foreign languages in schools

Nicer old brick homes that should be preserved

We have two unique concrete bridges at Smith Park that are currently falling in the creek.

The University of Wisconsin-Fox Valley offers the community:

A contemporary art gallery (Aaron Bohrod Art Gallery)

A stimulating speakers series open to the public

Quality band performances

Quality choral performances

Provocative and entertaining theatre performances

The Barlow Planetarium

The Weis Earth Science Museum

Film series, entertainment, college sports, etc.

Elementary Education - Public, Parochial, Private

Higher Learning - UW-Fox Valley, Fox Valley Technical College

Scientific / Environmental - Barlow Planetarium, Heckrodt Wetland Preserve

Recreational - Trestle Trail, Bike Trails, Parks (tennis, pool, softball/baseball, etc.)

Aesthetics - Parks (Smith Park Gardens, Public waterfront)

Historic - Historical Society, Smith Park Indian Mounds, Memorial Building,

Landmarks Committee

Cultural - Menasha Senior Center, Menasha Public Library, Artist In Residence

Affordable Housing

Vacant Business Property (we 'have' available commercial properties for rent/lease)

Missing:

Cultural/heritage events celebrating history

Connection between older and younger generations

Cultural Center open to all ages

Heritage Corridor concept- looking at Fox River as corridor with lock site as focal point, opportunity to do historical interpretation, make it more accessible to public

Opportunities to get younger people interested in the community history

No community focal point

Free concerts on the square

Possible sponsorship of events by local businesses

Opportunity to get on the Fox River for a scenic boat ride

No significant reason to go downtown

No group to coordinate community events

No merchants association

No newsletter that connects different groups of people

Need real gems of restaurants or stores

**Question B:** How can Menasha best preserve it's cultural resources?

Work with state historical society, interested citizens and schools

Utilize some of the older citizens in the area, work with senior center

Use elderly population to educate school children

Maintenance

Encourage efforts to provide high quality facilities for cultural programs and development of cultural resources.

Strengthen Landmarks Committee

Request Input From Historical Society

Commission Joint Endeavors Incorporating Various Community Groups, Institutions, Citizens

Encourage Public Participation In Decision Making

**Question C:** What art, educational, cultural, recreational, entertainment facilities are absent or deficient?

Milagros

Botanical garden

Cultural/heritage events celebrating history

Connection between older and younger generations

Cultural Center open to all ages

Heritage Corridor concept- looking at Fox River as corridor with lock site as focal point, opportunity to do historical interpretation, make it more accessible to public

Opportunities to get younger people interested in the community history  
No community focal point  
Free concerts on the square  
Possible sponsorship of events by local businesses  
Opportunity to get on the Fox River for a scenic boat ride  
No significant reason to go downtown  
No group to coordinate community events  
No merchants association  
No newsletter that connects different groups of people  
Need real gems of restaurants or stores  
They might be absent or missing in Menasha but are present elsewhere in the valley. Adding to the number is not always a good idea. Find your own niche and develop that area of the city.  
The facility at UWFox that current serves as its public performance and lecture space is woefully inadequate. The poor quality of the space affects the quality of the audience experience and the ability to attract audiences to this venue and Menasha.  
Efforts are underway to raise and secure funding to construct an appropriate teaching and performance facility at the campus for use by the university and community organizations.  
Strengthen Landmarks Committee  
Request Input From Historical Society  
Commission Joint Endeavors Incorporating Various Community Groups, Institutions, Citizens  
Encourage Public Participation In Decision Making

**Question D:** Is enough being done to accommodate racial/ethnic diversity? If not, what can be done to remedy this?

No idea

Yes (perhaps too much emphasis is put on this subject)

## **Natural Resources:**

**Question A:** What are some of the desirable environmental features in Menasha?

Water- river and lakes

Wetlands

Park system

Marina

Trails

Nature conservancy

Fishing

Good features outside of city limits as well

The water front of the river and Lake Winnebago

Tree and plant specimens are accessible and labeled at the UWFox campus for public education and enjoyment.

The Weis Earth Science Museum provides educational exhibits regarding the geology of Wisconsin, with special information specific to Menasha.

Close proximity to High Cliff State Park

**Question B:** Are there natural resources in Menasha that require immediate attention or protection?

Have not a clue

Public access to the water at the end of public streets (each street ending is treated differently; whereas some do not even represent public access).

The rip-rap at Jefferson Park poses a hazard.

**Question C:** What are the driving forces that could affect our natural resources in Menasha over the next 20 years either positively or negatively? Ie. Trends, threats, opportunities?

Increase in population means increase in pollution

Lack of necessary funding to preserve features

Pressure to sell resources

Political environment

Possible threats from outside environment when locks open (zebra mussels)

Boat traffic affects shores

Need management of development- stormwater, construction sediment

Increased discharge- both legal and illegal

Algae

Manure spills in neighboring areas

Pressure to develop without preservation of wetlands or park land

Limited land for development will encourage overbuilding along riverfront or lakeshore

Tightening of economy could force closure of some industry- could be positive or negative depending on how the city chooses to deal with it

Build, Build, New is better – Threat.

Opening of the locks (increased traffic, boating hazards, congestion).

Enforcement of 'no wake' along the river (erosion).

Industrial emissions.

## **Parks, Recreation, and Open Space**

**Question A:** What are some of the desirable parks, recreation, and open space features/resources in Menasha?

Public walk along the canal

Smith Park

trail system including the trestle bridge

Heckrodt

Jefferson Park.

Riverside and Smith

UWFox has tennis courts that are open to the public, and a soccer field that is utilized by university and organized youth soccer groups.

Recreational - Trestle Trail, Bike Trails, Parks (tennis, pool, softball/baseball, etc.)

Aesthetics - Parks (Smith Park Gardens, Public waterfront)

River Side Park (small park adjacent to Downtown)

**Question B:** How can Menasha better serve residents through our parks, recreation, and open space features/resources/programs?

Working with surrounding communities

Redundant to develop own programs

There's an opportunity for a water trail- kayak or non motorized

The marina needs to be more attractive and made a centerpiece of downtown

It's a challenge to get the money for park staff for maintenance

There need to be links between different activities

There should be a swimming area

Summer concert events

Festivals

Establishment of a 'City Band'

Signage from main corridors.

**Question C:** What are the driving forces that could affect our parks, recreation, and open space features/resources over the next 20 years either positively or negatively? Ie.

Trends, threats, opportunities?

Tightening budgets could threaten the preservation of park facilities and park and recreational programs.

Park Agreements with neighboring communities (Town residents use City facilities more often than City residents use Town facilities).

Budget constraints - Cut-backs in maintenance/up keep, lighting, Smith Park flower gardens, etc.

Safety enforcement (muggings, rapes)

Influx of minorities not understanding Park rules; monopolizing park areas.

**City of Menasha**  
**Economic Development Focus Group Results**  
**Focus Group meeting March 7, 2006 6:00 pm**

Process: The following questions were sent out to a target audience for input. People were invited to either respond via email or fax, or attend the meeting on February 9 and give input at that time. Not all questions were discussed at the meeting given time constraints.

Attendees representing Fox Valley Workforce Development Board, UW-Extension and other educational institutions, ECWRPC, Menasha Action Council, Menasha Redevelopment Authority, small, medium and large business/industry representatives, and commercial real estate brokers were asked questions about the economic climate and future needs and desires of the community.

**Question A:** What do you feel are the essential building blocks of a healthy economy?

- Jobs
- Industry
- Education
- Innovation
- Confidence and self reliance
- Markets
- Mix of housing
- Skilled work force- can they do the jobs today
  - Can they do the jobs you want tomorrow
  - Constant retraining needed
  - Need to consider psychological impact of retraining
- Good infrastructure (reliable)-
  - Streets, electricity, water/sewers, telecom, broadband, transportation
- Support investment
- Quality of life- parks, recreation, trails
- Lack of red tape and barriers
- Competition
- Support for entrepreneurs- programs, financing, training
- Good government
- Available funds for investment or redevelopment
- Tax base
- Growth industries
- Regional cooperation
- Mix of services, office, businesses- types that are compatible

**Question B:** Which building blocks are present in Menasha?

- Jobs- have certain types, not all types needed
- Industry
- Innovation has improved over time

Quality of life- have natural features, waterfront, trails, boating  
 Regional cooperation  
 Infrastructure  
 Education- have access to university, Fox Valley tech  
 Have telecom advances but not seen as a “wired” area- need to market this more  
 Redevelopment Authority started in December 2005

**Question C:** Which building blocks are missing in Menasha?

Diverse job options not always available- look at city versus whole area, need to provide different types of jobs in various locations  
 Not turning out enough students to keep pace with demand  
 Lack of red tape- perception that it’s high and that the City is not willing to work with developers but City trying to make it as easy as possible  
 Need more support for entrepreneurs  
 Need more growth industries- have to look at big picture not just small area  
 Don’t have research institutions or graduate programs necessary  
 Need to emphasize compatible uses  
 Water plant needs improvement  
 Infrastructure- movement between different areas difficult

**Question D:** What types of businesses or industry are desired or needed in Menasha?

*Use the table below to name types and recommend a location by drawing a line between them.*

<i>Type of Business/Industry</i>	<i>Location</i>
_____	Lake Park Villas
_____	Province Terrace Corridor
_____	Oneida Street Corridor
_____	Midway Road/S.T.H 47 (north of Midway)
_____	Third Street/Racine Street
_____	Main Street/Tayco Street
_____	Other: _____
_____	Other: _____
_____	Other: _____

Professional services- Oneida, Province Terrace, Downtown, Gilbert, 3<sup>rd</sup> Street  
 Specialty shops- bookstore, coffee shop, bike shop repair/rental, boat/kayak rental, antiques, butcher- downtown, 3<sup>rd</sup> Street, Shop Co Plaza, Lake Park  
 Destination spots- restaurants, shops  
 Entertainment- needed downtown, 3<sup>rd</sup> Street, riverfront

Comedy Club  
Grocery store  
Organic Grocery Store- possibly in ShopCo Plaza, Gilbert, Oneida Street corridor  
Upscale bars, restaurants, brew pubs- downtown, Gilbert, Lake Park, ShopCo  
Ethnic restaurants  
Open air markets- downtown, Gilbert  
More mixed housing/commercial  
Industry that has decision makers on site (versus in another city or state)  
Destination- downtown, ShopCo Plaza

**Question E:** How can Menasha better use its assets to stimulate economic growth?

**Question F:** What remedies would you suggest to minimize or eliminate Menasha's economic weaknesses?

**Question G:** What strategies would you suggest Menasha use in attracting or obtaining the businesses and industry you described above?

**Question H:** What are any impediments to economic development in the city?