

# Chapter 16: Richmond Street Corridor

Background Analysis

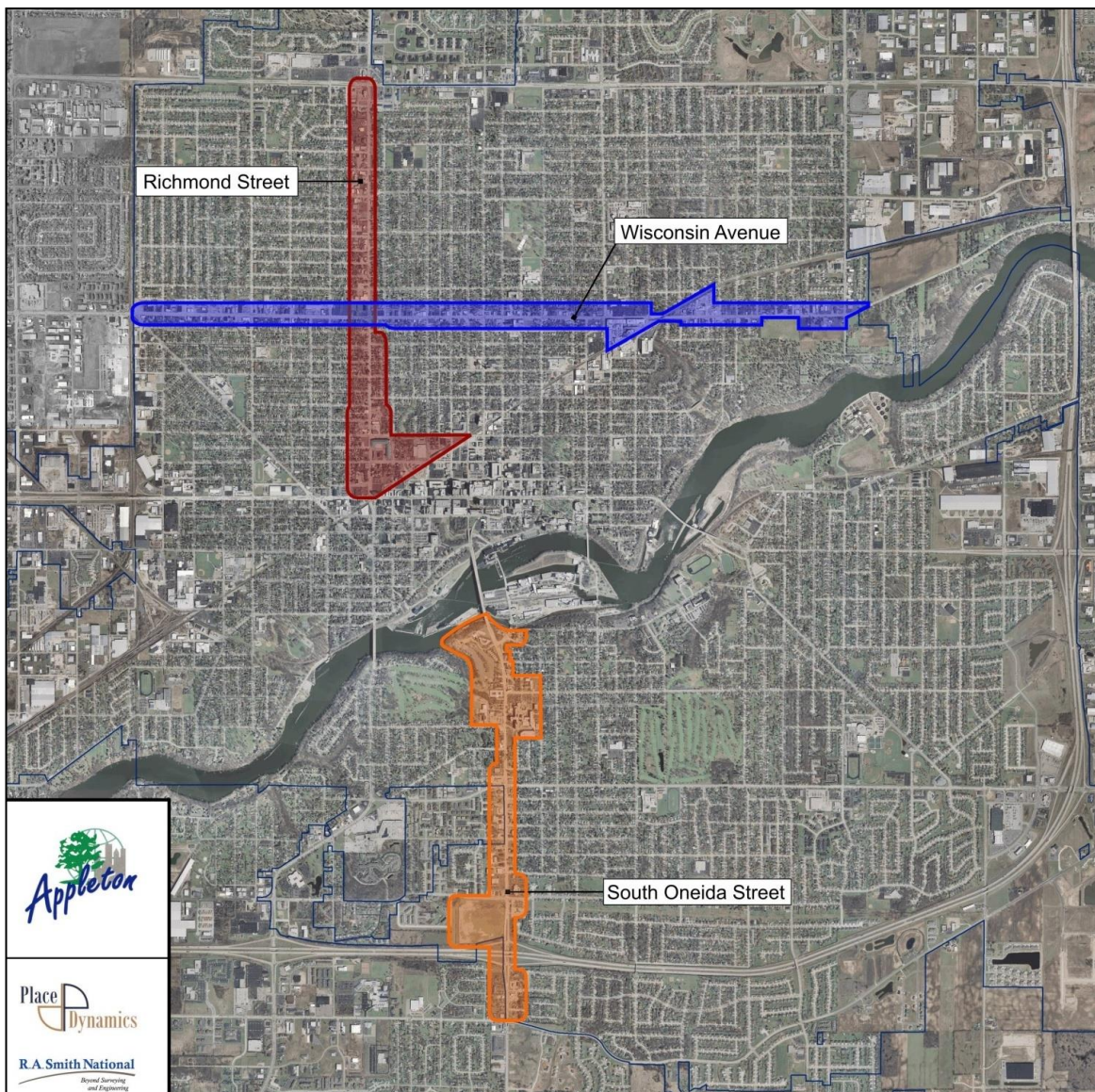
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Implementation Framework



Richmond Street extends from the edge of downtown Appleton (at College Avenue) north into the City's extraterritorial jurisdiction. This ***Richmond Street Corridor Plan*** is meant to provide guidance to the City of Appleton as it seeks to improve conditions within a segment of the corridor between College Avenue and Northland Avenue.

Richmond Street was one of three commercial corridors identified by the City for further study through the comprehensive planning process. This plan summarizes the results of the more detailed analysis given to a segment of the corridor beginning at College Avenue and extending north to Northland Avenue. Its preparation was guided by public input obtained through a series of workshops attended by interested business owners and residents of the corridor.

## Background Analysis

The 1996 ***Vision 20/20 Comprehensive Plan*** for the City of Appleton contained a chapter dedicated to the needs of the City's commercial corridors, including Richmond Street. That plan noted many conditions that are still true, including:

- a lack of vegetative landscaping to soften development, leading to impressions of underutilization and vacancy;
- clutter caused by the appearance and placement of signs;
- restricted redevelopment opportunities resulting from the narrow width and shallow depth of most lots;
- closely spaced, individual driveways that contribute to traffic congestion and create a disorganized appearance; and
- lack of pedestrian and bicycle access.

The plan notes two other issues, although their definition as problems may now be disputed. These are the conversion of residential buildings to commercial uses, and "incompatible adjacent land uses." Thinking within the planning profession has evolved over the last several years, so that most planners now recognize that mixed use areas can be highly desirable without causing significant conflicts between different uses.

To address the issues it noted, the plan recommended a number of design approaches including:

- providing additional landscaping on streets and parking lots;
- encouraging shared access and parking;
- retrofitting areas with bicycle and pedestrian access;
- developing shared parking lots, especially where road widening removed on-street parking;
- allowing commercial redevelopment to extend into residential areas to create the depth necessary for modern commercial activity; and
- developing at an appropriate scale (in relation to surrounding uses).



The 1996 plan recommends linking development of the southern end of Richmond Street to the downtown, a recommendation that is echoed in the ***Downtown Plan*** (Chapter 14). It was suggested that this southern section of the corridor should become largely commercial (to Atlantic Street), while expansion of commercial activity in areas further north was discouraged. The Downtown Plan identifies a specific role for the southern part of Richmond Street, as a neighborhood shopping area for residents of the downtown and adjacent neighborhoods.



*Richmond Terrace is a redevelopment project located on Richmond Street.*

The most significant changes in the Richmond Street corridor have occurred between College Avenue and Atlantic Street. There have been several redevelopment projects in this area. The largest of these is Richmond Terrace, a mixed-use building covering most of the block formed by Richmond Street, Franklin Street, State Street, and Packard Street. Completed in 2005, Richmond Terrace has been unable to lease its ground floor commercial space or to sell a significant number of the residential condominiums on upper floors. Other recent redevelopment projects include a new Walgreen's and AutoZone.

The U.S. Post Office is located on Franklin Street a short distance off the Richmond Street corridor. This is an important traffic generator that should be factored into plans to bring new commercial businesses into the area. There are several mostly vacant parcels on Franklin Street opposite the Post Office. Several of the older homes in the vicinity might also be considered for redevelopment. The best opportunities for assembly of a large site might lie in this area.

### Current Conditions

At its south end near College Avenue, uses on Richmond Street are primarily commercial. They include a pharmacy, banks, auto parts stores, restaurants, gas stations, and similar small uses. There are some remaining residential uses in the area. These tend to be small homes and many do not appear to be maintained to the same standards as are most homes in the City. Commercial uses quickly taper off north of Atlantic Street. From this point north to Wisconsin Avenue, uses are mostly residential. Commercial uses are found again mainly on the west side of Richmond Street between Wisconsin Avenue and Northland Avenue.



*Older homes on Richmond Street.*

Many of the older commercial properties in the southern part of the corridor were developed with an urban character, or as a hybrid strip. These tend to have abutting storefronts and limited parking. Most other buildings are freestanding. While more recent development exhibit good site design and landscaping to soften their appearance, the older ones tend to offer no landscaping, and are simply a building set in an asphalt parking lot that extends to the sidewalk.

Building conditions in the corridor are generally good. There are several newer buildings, and older buildings have been well maintained. Renovations have been sympathetic to the original building design, but their age can create a somewhat dated look. The average date of construction is 1965.

There are 83 commercial properties in the corridor, with a total area of 470,496 square feet. This represents about 3.9 percent of all commercial space in the City. This space tends to be concentrated at the southern end of the corridor, adjacent to downtown.



*Example of a hybrid commercial area, combining properties of urban commercial and a commercial strip.*

The typical commercial building on Richmond Street is about 5,670 square feet. This is a good size to accommodate most modern retail, office, or service businesses, with the potential to house more than one business in the building. Fewer than half of the buildings exceed the average size, however, and the smaller buildings tend to be located in the southern part of the corridor. Many of the larger buildings are north of Wisconsin Avenue.

Besides area, there are several other considerations that need to be evaluated to determine how well a building may meet modern commercial needs. These include issues such as internal layout, ceiling height, access, parking, lighting, window area, visibility, and signage. Except for some of the older properties, buildings in the corridor are generally well suited to commercial use.

Within the southern part of the corridor there appear to be a handful of locations that are underdeveloped, having very large parking areas and small buildings. These may be considered opportunities for redevelopment. In general, platting is not a significant barrier to redevelopment. The exception to this may be in areas where residential lots are identified as potential redevelopment opportunities.

As noted in the 1996 plan, the street does not present a highly attractive environment. A majority of the properties along the street were developed prior to the City's implementation of landscaping requirements. The lack of landscaping to soften the appearance of the street has only been heightened as the road was widened and on-street parking was removed several years ago. Issues of signage and utility clutter are not as prominent as in other districts.

Few provisions are made for bicycle and pedestrian transportation in the corridor, although there is a sidewalk on both sides of the street for its entire length. Crosswalks are poorly marked and most of the intersections do not provide signals or other mechanisms to make crossing the street easier or safer. There are no bike lanes on Richmond Street.

## Market Assessment

Richmond Street might be thought of as two separate commercial districts rather than a single corridor. The southern part of the corridor is an extension of downtown. It is filling a role for neighborhood commercial uses, and that role should be encouraged to grow. The northern part of the corridor is linked to the commercial development along Northland Avenue.



*Large parking lots on Richmond Street could provide redevelopment opportunities. This site is typical of older development with the parking lot extending to the sidewalk and no landscaping provided.*

Both commercial segments of the corridor are performing well, especially in the light of current economic conditions. Other than the empty space in Richmond Terrace, there are very few vacancies. Prior to the recession there were several redevelopment projects in the southern part of the corridor.

The total assessed value of commercial properties in the corridor is \$39,141,700. This is 4.8 percent of the assessed value of all commercial property in Appleton. The average commercial property on Richmond Street is assessed at \$471,587, or about \$83 per square foot. In contrast, the average value for all of Appleton is \$67 per square foot. This data reinforces observations that the commercial activity on Richmond Street is relatively stable, and that the district does have good drawing power as a business location.

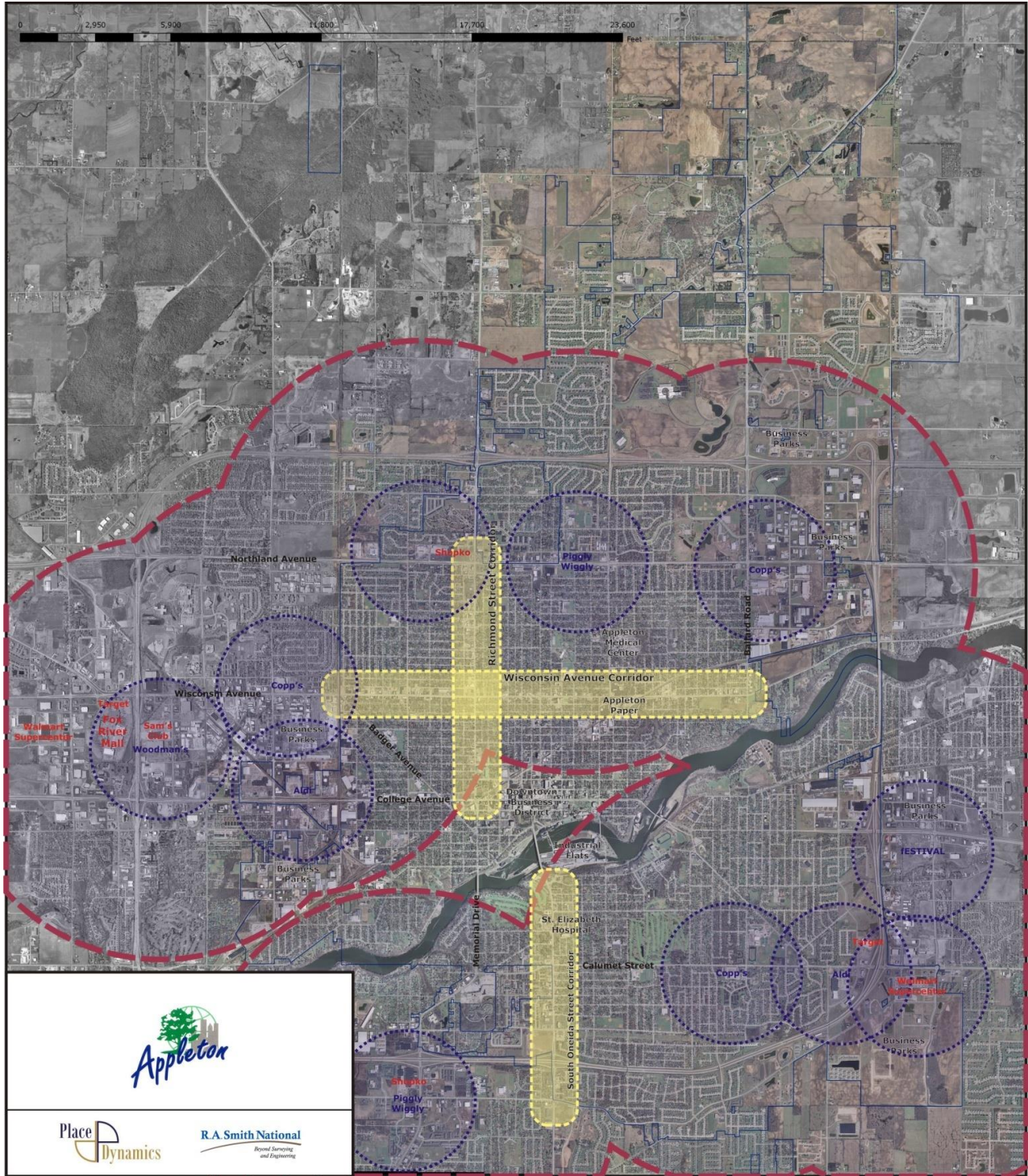
There are currently estimated to be 6,253 households and 14,493 people living within ½ mile of Richmond Street<sup>1</sup>. Although this area has been built out for many decades, it is an important goal of the downtown plan (reinforced elsewhere in the Comprehensive Plan) to encourage mid- to high-density residential redevelopment on the north side of downtown. These additional households will help to expand the market potential for the southern part of Richmond Street.

The trade area households have a combined market potential of \$163,409,649. Based on average sales per square foot for neighborhood centers<sup>2</sup>, it is estimated that this market potential will support a demand for 512,255 square feet of commercial space. As noted earlier, there is now a total of 470,496 square feet of space existing within the corridor. This suggests that there is a possibility to attract additional commercial development to the area.

<sup>1</sup> 2008 data obtained by R.A. Smith National from ESRI Business Analytics.

<sup>2</sup> Dollars and Cents of Shopping Centers





The above image shows the location of the Richmond Street corridor (along with Wisconsin Avenue and South Oneida Street). The locations of grocery stores are shown along with the area in a 1/2-mile radius in dark blue shading, and a 1 1/2 radius (shaded lighter and outlined in red). Note the coverage gap centered on downtown, which may be addressed through redevelopment on Richmond Street.

Commercial uses at the north end of the study area are anchored by major uses on Northland Avenue (Shopko, Piggly Wiggly, etc.). The downtown and the U.S. Post Office somewhat fill this role to the south. Public input has indicated a strong desire for a grocery store in the downtown area. This would ideally be located on or near Richmond Street. Several chains are now introducing prototype stores with a footprint of 20,000 to 30,000 square feet, which could be appropriate for this area. As the image on the following page illustrates, the locations of grocery stores in the metropolitan region leave an underserved "hole" in the marketplace that could be served on Richmond Avenue.

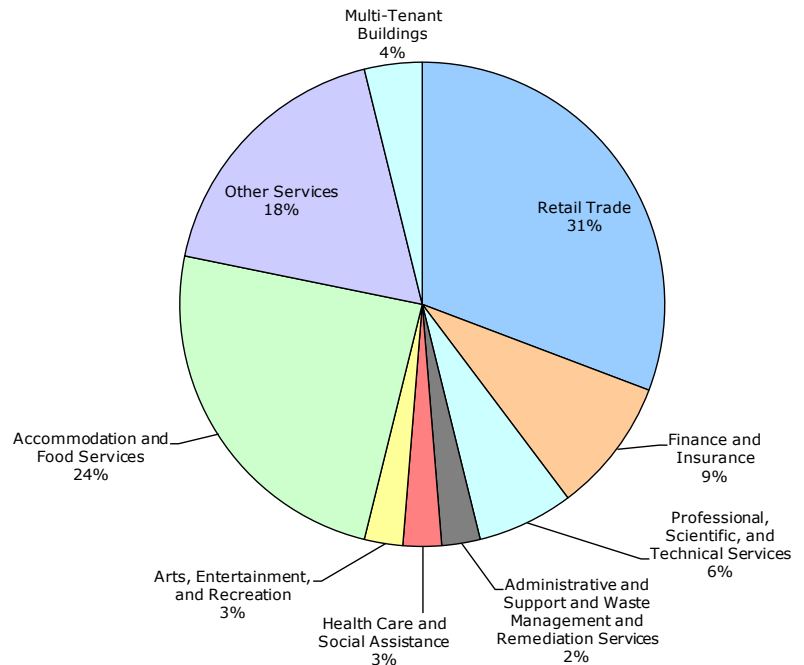
In addition to retail and service uses, Richmond contains some amount of general office space. As with the other kinds of commercial activity. Appleton and the surrounding region offer several other locations that are better positioned to capture this activity. These competing locations would include the downtown and the business parks on the periphery of the City.

The Economic Development and Housing chapters of the **Comprehensive Plan** (Chapters 10 and 5) provide a detailed analysis of the market conditions for commercial and residential development in the City.

Based on observations of the Richmond Street corridor, it appears that there is an appropriate balance between the demand and supply of commercial space, with the potential to absorb additional retail space over time. A market assessment for the corridor may be summarized as follows:

- Supply and demand for commercial space in the corridor are reasonably balanced. Recent redevelopment, as well as an analysis of market potential, suggest that there could be additional commercial space developed within the corridor.
- Additional housing units created through redevelopment on the north side of downtown will help to expand the market.
- Platting is not a barrier to redevelopment. Several relatively large sites on Richmond Street and Franklin Street are vacant minimally developed and could be candidates for redevelopment.
- While there are few strong anchors on Richmond Street, commercial uses there are linked to anchors in the downtown or on Northland Avenue.

**Major Uses - Richmond Street Corridor**





## General Plan

The general plan for the Richmond Street corridor is built around three primary objectives addressing both public and private efforts. These are:

- sustain the vitality of the northern commercial district in the Richmond Street Corridor, at Northland Avenue;
- continue to promote redevelopment in the southern commercial district, between College Avenue and Atlantic Street, to serve neighborhood commercial needs; and
- address streetscape, bicycle and pedestrian accommodation, and transit services.

## Land Uses

To create a more coherent pattern, enhance the viability of commercial activity in the corridor, and guide property owners toward market-viable uses, the general plan for the Richmond Street corridor envisions three general types of land use and character:

- General Commercial - The general commercial areas in the plan may be characterized as typical suburban commercial strips. The primary future land use will be commercial, although existing non-commercial uses may remain within the area. Development may consist of freestanding buildings or multi-tenant buildings. At a minimum, existing design standards with regard to building facades, access, parking, landscaping, lighting, and signage will be enforced. The City may consider revised or additional design standards to enhance the appearance of the district.



*Example of typical "General Commercial" development character.*

Within the Richmond Street corridor, the general commercial designation is recommended between Wisconsin Avenue and Northland Avenue, primarily in locations where commercial activity already exists. Commercial activity should not expand into the residential blocks on the east side of Richmond Street in this area.



- Pedestrian-Oriented Commercial - This use and character is recommended between College Avenue and Atlantic Street, where it already exists to a substantial degree. It is typified by buildings constructed at or near the street right-of-way and oriented to the sidewalk. Ground floor uses are nearly always commercial, and residential uses may be located on upper floors or at the back of the property. This is especially appropriate where the development site extends through to the parallel street, and multifamily residential may present a better transition to lower-density residential than would the back of a commercial building.

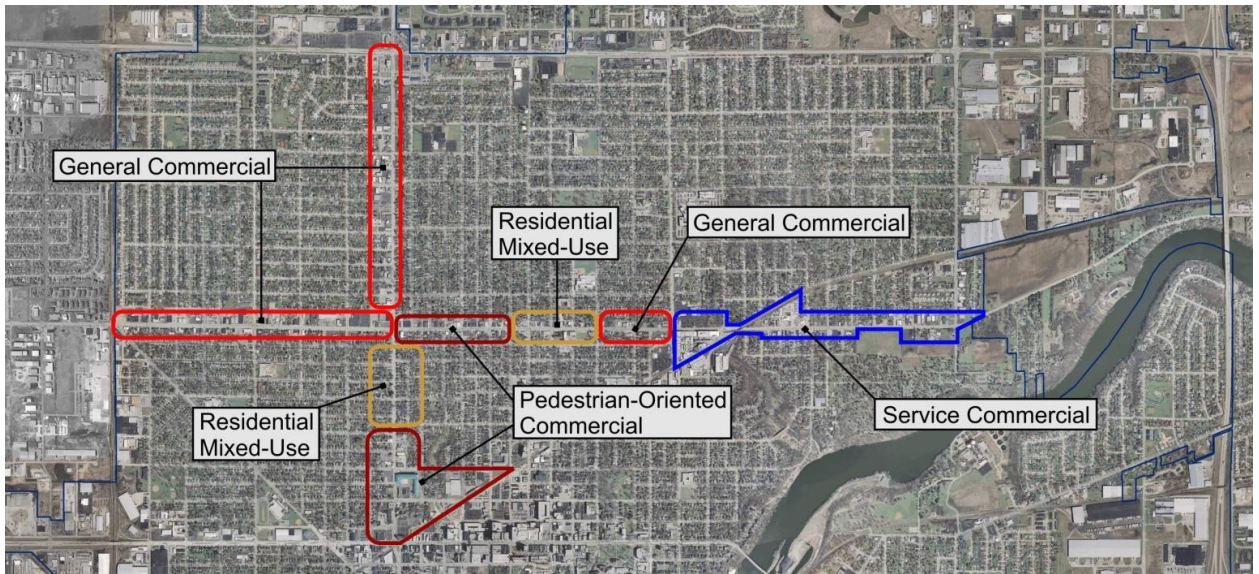


*A segment of Richmond Street that would be designated as "pedestrian-oriented commercial".*

The ***Richmond Street Corridor Plan*** also extends this development pattern east into an area bounded by Packard Street, the railroad track, and Richmond Street. This area has been identified in the ***Downtown Plan*** as a location for redevelopment to occur. Residential and mixed-use redevelopment would be appropriate, given the size of vacant parcels, traffic patterns, proximity to downtown, and presence of the U.S. Post Office, which serves as an anchor for commercial activity.

- Residential Mixed-Use - As with the pedestrian-oriented commercial category, areas identified for residential mixed-use may contain both commercial and residential uses. Here, however, residential uses should dominate. Buildings may be entirely residential, or incorporate a lesser area of commercial space. The intent of this district is to help to concentrate commercial activity into other areas, where it may cluster and create beneficial relationships between neighboring businesses. The area designated as residential mixed-use encompasses a segment of Richmond Street that is largely residential at this time.

The following image indicates the recommended locations of the various land use categories proposed for the Richmond Street corridor. Implementation of these recommendations will require the City to consider revisions to its zoning code. Rather than restrict land use, these revisions should be designed to offer property owners greater flexibility to redevelop consistent with the intent of the ***Richmond Street Corridor Plan*** and the ***Comprehensive Plan*** in general.



## Public Realm Initiatives

The City of Appleton can address some of aesthetics and multi-modal accessibility associated with the corridor. These efforts would help to create an appealing street environment that can be beneficial to businesses located there. Ideally, the City's efforts would be matched by private improvements to landscaping, signage, and building facades.

## Utilities

The significant cost of burying or relocating utility lines is a challenge for removing them from the public street. In individual cases, and especially where redevelopment may occur, the City may consider taking this action. At other times the best approach may be to design a streetscape that minimizes visibility of the overhead lines. Utility boxes and similar structures, whether in the right-of-way or located in the front yard of private property, should be screened with berms and evergreens.

## Streetscape

Streetscape is often a secondary need in promoting the vitality of a commercial district. Different approaches are warranted in different parts of the corridor. Along Richmond Street, the only segment that would benefit from significant streetscape improvements is the pedestrian-oriented commercial area between College Avenue and Atlantic Street. Streetscape elements in this area, such as lighting, banners, benches, wayfinding, trash receptacles, and other fixtures should be modeled after those in the adjacent downtown.



*The existing streetscape on Richmond Street is not pedestrian-friendly and lacks visual interest.*

Streetscaping should initially be installed on Richmond Street. As redevelopment occurs in the area, it should also be extended along Franklin Street.

Streetscape needs are minimal between Atlantic Street and Wisconsin Avenue. Here, a typical residential treatment (grass terrace and street trees) would be appropriate. North of Wisconsin Avenue the City should consider minor improvements to reduce visual clutter and soften the appearance of the street through street tree plantings. In this area, the City may consider establishing a program to help property owners improve on-site landscaping at the street edge, where it will have the greatest impact on the overall appearance of the corridor.

### Bicycle and Pedestrian Access

Pedestrian movement along the corridor is made relatively easy by a nearly continuous sidewalk system on both side of the street, although the sidewalk is narrow at times and placed against the street. This can create an unsafe feeling. These issues may be addressed through streetscaping.

Most of the side streets carry a low volume of traffic and do not pose a great challenge to crossing. This is not true for the crossings of Richmond Street. Currently, crosswalks are marked, and crosswalk signals are provided at signalized intersections. There are no additional safety improvements such as center refuges, warning signals, or other traffic calming measures.

Crossing challenges may be concentrated within the blocks between College Avenue and Atlantic Street. This area has more of the character of a pedestrian-oriented commercial district. These characteristics may create the need for more frequent pedestrian crossings. Except for College Avenue, none of the area cross-streets have signalized intersections at Richmond Street. The City should evaluate pedestrian behavior and continue to reassess the need for pedestrian crossing improvements, particularly as the area redevelops in the future. In addition to physical improvements such as warning signs and crosswalk signals, the City can consider approaches such as flag programs, which are designed to improve pedestrian visibility. Police enforcement of crosswalk laws can also improve conditions.

No bicycle lanes or facilities are provided on Richmond Street. Except for the most experienced bicyclists, Richmond Street is not suitable for bicycle use. It is recommended that the City identify parallel streets as the primary corridor for bicyclists to access Richmond Street, using side streets to reach their actual destination on the corridor. Larger private commercial developments should be required to provide racks to store bicycles on-site. Within the pedestrian-oriented commercial and mixed-use portions of the corridor, bicycle racks may be provided as part of the public streetscape.

### Transit Services

Transit services can contribute to the viability of the commercial areas by providing an alternative means for people to get to and from the area. To encourage transit use, the City should work with Valley Transit to install appropriate amenities at bus stops, including benches, route information signs, and shelters to protect riders from inclement weather. Although advertising is frequently desired by transit services as a means to increase revenue, it is preferable not to have any advertising on these features, where it may contribute to the sign clutter already present.

### Private Property and Redevelopment

The City of Appleton seeks to collaborate with private land owners to rehabilitate or redevelop property within the Richmond Street corridor. The City's actions to improve the appearance of the



physical environment and to govern land uses and development character are a starting point for this collaboration. It will be furthered through partnerships with businesses and land owners that may include facade assistance, tax incremental financing, or other programs. Chapter 10, Economic Development, contains additional information concerning these programs.

### Public Improvements

The public improvements outlined earlier are an initial step in promoting redevelopment within the Richmond Street corridor. These actions will help to improve the appearance of the corridor and develop an identity on which individual properties and businesses can build. Public improvements are concentrated in the southern portion of the corridor, where the City hopes to achieve the greater share of redevelopment activity in the corridor.

### Land Assembly

The Land Use chapter of the **Comprehensive Plan** (Chapter 10) is consistent with the **Richmond Street Corridor Plan** in recommending mixed uses for either side of Richmond Street between College Avenue and Atlantic Street, and in the area north of downtown extending to Packard Street. This may be accomplished by amending the City's zoning to establish one or more mixed-use districts that reflect the uses and character desired in this area. Establishing these zones will aid in the land assembly process by eliminating the need to seek rezoning, where presently, the properties needing to be assembled may have one of several different zoning classifications (ex., commercial, residential, institutional, or parking).

On occasion, properties that may be ideal for redevelopment may come on the market. Unfortunately, these properties are not always acquired by an individual intending to redevelop the property, or to put it into a use that the City would consider to be beneficial to the district and to the surrounding land values. In other communities an economic development organization, redevelopment authority, or other entity may create a land bank for such situations, or to proactively engage in land assembly that promotes redevelopment. Although Appleton does not currently have this, the City may evaluate the need and desirability of creating a land bank. One possibility would be to use the City's Housing Authority for this purpose.

### Land Use and Design

The land use and character recommendations in this plan will help to steer potential uses to parts of the corridor in which market conditions are most favorable, to cluster commercial activity into nodes rather than a continuous strip, and to establish distinct sub-areas within the corridor in which there is a coherency to uses and design. While this plan contains broad recommendations concerning land use, the City will need to follow up in the implementation stage by amending its zoning ordinance and map to be consistent with the recommendations in the plan. Design recommendations, such as those contained in this plan, may be adopted as part of the district zoning or as a stand-alone design guide or ordinance.

### Redevelopment or Business Assistance

Appleton does have a history of partnering with developers to redevelop properties in the urban core. The City has access to resources such as redevelopment bonding authority and tax incremental financing that can be used to assist various needs in the redevelopment project. Additionally, the City may establish programs to assist in renovation of existing structures, such as facade renovation loans or grants, sign grants, and historic designations providing access to state and federal tax credits.

Indirectly, assistance to corridor businesses benefits the area by helping to attract businesses or to ensure that the business already in the corridor remain viable and grow. Business assistance programs typically provide either financial or technical assistance. Financial assistance, usually in the form of loans, is typically used to aid in the acquisition, expansion, or renovation of physical space, to purchase fixtures and equipment, or less frequently, to purchase inventory or provide working capital. Tax increment district or Community Development Block Grant funds are often used to capitalize revolving loan funds for these purposes. Other strategies that may be considered including providing assistance to tap state or federal loan pools or loan guarantees.

Technical assistance to businesses has tended to focus more on the start-up phase, and include activities such as developing a business plan or marketing plan, or on securing financing. Within the downtown revitalization community and in a growing number of entrepreneurial and small business programs, new directions are being explored to address the continuing needs of small businesses, such as those found in the corridor. These include providing networking opportunities, collaborative marketing programs, shared resources (such as administrative staff and office equipment), and assistance or training in specific areas such as visual merchandising or human resources management.

With regard to both technical and financial assistance, Appleton should work collaboratively with business owners and organizations to identify potential needs of businesses in the Richmond Street Corridor and other commercial corridors. The City can then determine where its resources may be best employed, either alone or in partnership with others, to promote business growth in the corridor. It should be expected that the needs identified will change over time in response to evolving conditions in the area and in the economy in general.

### Private Improvements

Redevelopment should enhance the aesthetics as well as the functionality of commercial or mixed-use property on Richmond Street. To that end, financial or technical assistance should only be offered to projects that meet the City's design criteria. Design recommendations for the corridor are included within this plan. Additionally, it is expected that they will be formally adopted through inclusion in the City's Zoning Code or through adoption of a design guideline for the corridor.

Private landscaping at the street edge contributes to creating an attractive streetscape. Prior to the adoption of the landscaping requirements now in place, many properties were developed with little or no landscaping at the property line. Public sidewalk may transition to nothing more than asphalt. As properties redevelop the City should be vigilant in requiring the installation and maintenance of landscaping. Additionally, the City can use grants and recognition programs to induce owners to install landscaping where there currently is none.

## Redevelopment Opportunities

Redevelopment within the corridor will result in improved economic vitality of individual businesses and the commercial district as a whole, lower vacancy rates, increased property values, new housing and businesses, and a more attractive environment. Redevelopment may consist of the renovation of existing structures or complete redevelopment of sites. Some of the most likely locations for redevelopment are indicated on the following map of the corridor.

Recommendations for redevelopment at the intersection of Richmond Street and Wisconsin Avenue are discussed in greater detail in the **Wisconsin Avenue Corridor Plan** (Chapter 15). Although redevelopment may occur on sites north of Wisconsin Avenue, no sites have been singled out in this plan.

In the southern portion of the corridor, a large area has been identified in which redevelopment may occur. This includes approximately three blocks on Richmond Street along with substantial areas on Franklin Street and State Street. Conditions in this area vary, with some parcels sitting vacant, several older residential homes, and commercial uses. Market demand, traffic volume, parcel size, and current under-utilization of the space suggests that these properties are among the most likely to redevelop.

The **Downtown Plan** (Chapter 14) includes several observations and recommendations related to redevelopment that should apply in the southern portion of the Richmond Street corridor. Notably, research conducted in preparing that plan pointed to a desire for mid-density housing, with buildings generally having no more than 20 units in two to three stories. A mix of rowhouses and flats was recommended.

## Design Recommendations

A number of design concepts should govern development, redevelopment, and renovation within the Richmond Street corridor. These design recommendations are consistent with recommendations for the Wisconsin Avenue and South Oneida Street corridors. Design in this area should also incorporate the recommendations contained within the **Downtown Plan** (Chapter 14) as they pertain to Richmond Street.

Potential Redevelopment Sites in the Richmond Street Corridor





## General Principles

- Development should be designed to be distinctive, yet to blend with the character of the surrounding neighborhood, providing transitions in scale, massing, landscaping, and other project elements.
- Development should establish a clear relationship between buildings, streets, pedestrian facilities, parking areas, and public and private open space.
- Development should be oriented to Richmond Street (or to the primary street, if located elsewhere in the area), and provide a high-quality appearance including building facades and landscaping.
- Renovation or expansion of existing buildings should respect the original character of the building, or of nearby buildings in the corridor.
- No single architectural style is appropriate for the area. Original and interesting building designs are encouraged.
- Buildings should present a variety of forms and styles, avoiding the repetition of a single style or identical patterns (rooflines, fenestrations etc.) across multiple buildings.

## General Commercial Areas

- Site planning should seek to provide a logical progression from the street to the building entrance.
- Buildings should be attractively designed, and the City may require the alteration of chain design to more closely blend in with other buildings in the corridor. Buildings should feature a prominent entrance that is oriented to the primary street.
- Facades should use only high-quality building materials such as brick, stone, architectural metal, and similar products. Materials such as vinyl or EIFS should be used sparingly if at all.
- All on-site utilities should be buried. All outdoor mechanical equipment should be fully screened from view from any public street or abutting residential property.
- Areas for centralized trash container storage and recycling bins should be located inside of buildings or to the rear of the buildings, and screened with materials identical to those used on the building facade.
- Adequate on-site parking should be provided to meet City standards. Internal parking lot landscaping should be provided on lots with more than 20 parking stalls.
- Landscaping should be provided across the site and concentrated in the street yard. Landscaping should be used to screen parking, to break up the mass of blank walls, and to create an attractive entry to the building.
- A continuous pedestrian walkway should be provided from the public sidewalk to the primary building entrance.
- Bicycle racks and lockers may be required as part of all commercial development projects.
- Signage should be limited in size and quantity, and include only building-mounted or monument signs to reduce the cluttered appearance of the corridor.

## Pedestrian-Oriented Commercial Areas

- Site planning should seek to maximize the built-up area along the street and create a cohesive sense of place across multiple development sites. Side setbacks should not be required, to allow buildings to share a common wall and create a sense of enclosure on the street.

- Buildings should be attractively designed, and the City may require the alteration of chain design to more closely blend in with other buildings in the corridor. Buildings should feature a prominent entrance that is oriented to the primary street.
- Building height should generally be two to four stories. Height should usually not exceed one additional floor than neighboring buildings, unless upper floors are stepped back to create the appearance of a street wall of more or less uniform height.
- Ground floor commercial facades will be largely transparent with usable entrances oriented to the public street. Blank walls should not face the street.
- Facades should use only high-quality building materials such as brick, stone, architectural metal, and similar products. Materials such as vinyl or EIFS should be used sparingly if at all.
- On-site utilities, mechanical equipment, and service areas should not be located on the front of the building or in the street yard. When located elsewhere on the lot, they should be screened from the view of abutting residential uses.
- Areas for centralized trash container storage and recycling bins should be located inside of buildings or to the rear of the buildings, and screened with materials identical to those used on the building facade.
- Due to the difficulty of land assembly and the pedestrian orientation of this area, the City may consider relaxing its requirements to provide on-site parking. Parking areas should usually be located to the rear of the structure, although parking to the side may be allowed if it will not create an excessive "gap" in the street wall. Parking areas should be screened along the street side and from abutting residential areas.
- Buildings may be placed up to the street right-of-way in locations where neighboring buildings are similarly placed. If a street yard is provided, it should be attractively landscaped. Use of the street yard for outdoor patio dining or similar activities may be permitted.
- Building-mounted signage is preferred in this area. The City may consider allowing small monument or pole-mounted signs that are scaled to a pedestrian environment.



*Example of pedestrian-scaled pole signs.*

### Residential Mixed-Use Areas

- Site planning should seek to create a cohesive sense of place with surrounding structures, often serving to create a transition from commercial to lower-density residential uses.
- Buildings should be attractively designed with a prominent entrance that is oriented to Wisconsin Avenue. Multifamily residential and mixed-use buildings should feature

protruding bays, gables, dormers, porches, balconies, and other features consistent with residential building design, to break up the facade and create visual interest.

- Building height should generally be two or three stories.
- Facades should use only high-quality building materials such as brick, stone, architectural metal, and similar products. Materials such as vinyl or EIFS should be used sparingly if at all.
- Ground floor commercial facades will be largely transparent with usable entrances oriented to the public street. Blank walls should not face the street.
- On-site utilities, mechanical equipment, and service areas should not be located on the front of the building or in any street yard. When located elsewhere on the lot, they should be screened from the view of abutting residential uses.
- Areas for centralized trash container storage and recycling bins should be located inside of buildings or to the rear of the buildings, and screened with materials identical to those used on the building facade.
- Flexibility should be provided to address the need for on-site parking, however, adequate parking for residential uses must be provided. Some of this may take the form of spaces shared with commercial activities in mixed-use buildings.
- In keeping with a residential or mixed-use character, an attractively landscaped front yard should be provided. The space in front of commercial uses may be used outdoor seating or patio dining, or similar activities.
- Building-mounted signage is preferred in this area. The City may consider allowing small monument or pole-mounted signs that are scaled to a pedestrian environment.

## Lighting

- Lighting should be provided at different illumination levels to reinforce the circulation hierarchy of public streets, parking areas, and pedestrian walkways. The height of the light poles should be appropriate to human scale, with no more than 12 feet to 16 feet recommended.
- All exterior lighting should be unobtrusive and designed to avoid glare into neighboring buildings or public spaces. Up-lighting of building elements and trees will not be permitted. All illumination should be directed downward.
- All building entrances and pedestrian areas, such as walkways and stairways, should be adequately lit to provide safety and security.

## Signage

- Signs should be designed to be unobtrusive and blend with the character of the building.
- Use of movable copy and LED signs should be prohibited.
- Indirect lighting is preferred over back-lit signs.

## Design for Sustainability

The following are some measures that can be considered to promote sustainability within the river area.

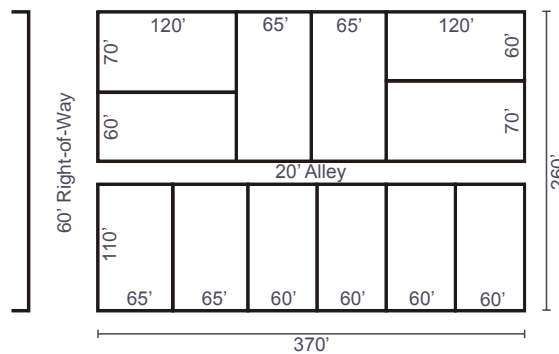
- Encourage development of buildings to green standards.
- Orient and design buildings to improve energy conservation.



- Consider renovation of existing structures or the recycling of building materials from structures on the site, whenever possible.
- Using building materials with low life cycle costs, high-recycled content and low toxicity reduces environmental impacts.
- Minimize the need for parking areas by providing facilities for pedestrian and bicycle transportation, and for transit-served development.
- Utilize low-impact design and other stormwater management techniques to improve water quality from runoff from redeveloped sites.
- Adopt green practices in designing infrastructure and selecting fixtures.
- Design landscape plantings, soils and sub-soils for infiltration and evapo-transpiration of rainwater.
- Specify native plant and tree species for a majority of the site. Naturalized planting areas are encouraged at appropriate locations in the river area, especially along the river's edge.
- Use integrated pest management practices and appropriate plantings to eliminate the use of pesticides, herbicides and fertilizers.
- Provide receptacles for collection and storage of trash and recyclables.

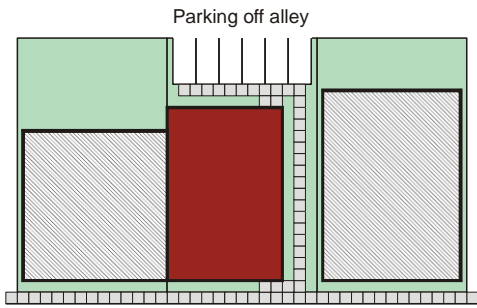
## Site Design Examples

The following site design concepts are meant to illustrate alternative approaches to building siting and site development that may be adopted in the corridor. These designs are meant to work within a typical redevelopment site. The following image represents a typical pattern of lots in the corridor.

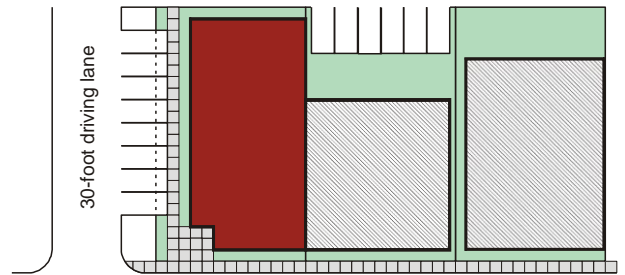


The following images represent concepts for the placement of commercial buildings in the pedestrian-oriented commercial zone. In the image at left, the new building is placed mid-block. Parking is provided to the rear and is accessed from the alley. A walkway on one side of the building provides a connection to the street. The primary entrance is oriented to the street, although a rear entrance may also be provided.

The building is placed on a corner in the second image. Again, the building is placed at or near the street right-of-way and the primary entrance is oriented to the street (in this case, the corner). Parking is located at the rear of the building. This image shows on-street parking on the side street. On a case-by-case basis, the City may consider allowing angled parking on the side street. Traffic volumes, right-of-way, and other considerations should be taken into account when making a decision.

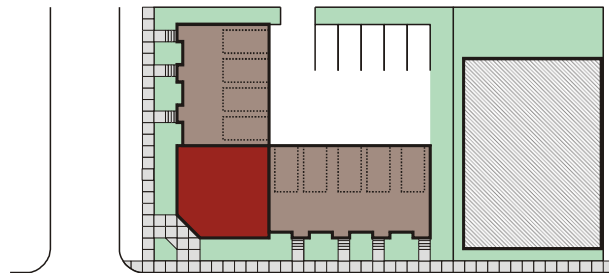


Mid-block infill of a 3000' square foot building in a Pedestrian-Oriented District



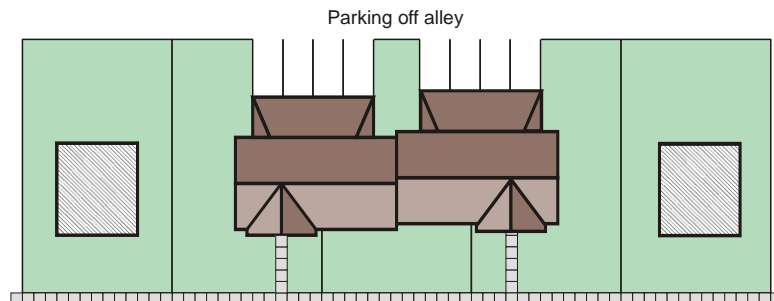
Corner lot with a 5000 square foot building and on-street parking on the side street in a Pedestrian-Oriented District

This next image is meant to illustrate a possible development pattern for a mixed-use building in the residential mixed-use area. The building is set close to the street, although a street yard is provided for privacy and buffering for the residential uses. In this example, most units are provided a private entry from the street. Garage parking is provided in addition to some surface parking, all of which is accessed from the alley. Garage doors do not face the street. The commercial part of the building is located at the corner.



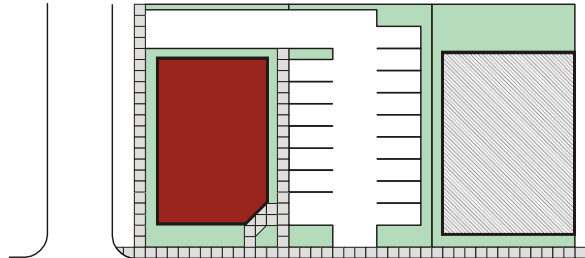
Corner lots with a mixed-use building (1600 sq. ft. commercial and nine apartments) in a Residential Mixed-Use District

The following example is of a residential multifamily building constructed on three lots, perhaps between existing single family homes. Setbacks are similar to surrounding structures. The building is staggered to break up its mass and gables are used to create a more residential appearance. Parking is provided in garages accessed from the alley.

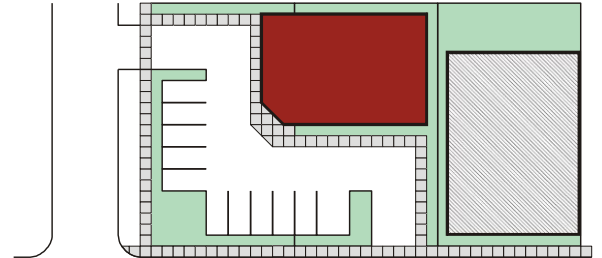


Mid-block infill of an eight-unit residential building, with parking in the rear and rear-loaded garages, in a Residential Mixed-Use area

The last set of images reflect potential site layouts within the general commercial area. These are alternative approaches for a small redevelopment site. The first example sets the building close to the corner and places parking to the side. This allows for a more efficient use of the limited site area, as less of the parking area is required for access lanes. In the second example there is not enough depth to double-load parking stalls on the driving lanes. As a result, fewer parking stalls can be placed on-site.



Corner lots with a 5000 sq. ft. building set near the street and parking to the interior side, in a General Commercial area



Corner lots with a 5000 sq. ft. building set back from the street with parking in front, in a General Commercial area

## Implementation Framework

Redevelopment will occur at a pace determined by the owners of redevelopment sites in the corridor. The City's role will largely be to establish the framework under which that redevelopment may occur and to partner with the private sector to support individual redevelopment projects.

The following matrix outlines the specific actions that the City will take to promote revitalization of the corridor.

### *Richmond Street Corridor Implementation Matrix*

Recommended Action	Stakeholders	Time Frame	Measurement
Amend the City's zoning map and ordinance to accommodate the recommended land uses and patterns of redevelopment in the plan.	City of Appleton (Community Development)	Immediate	Zoning is amended in accordance with the plan
Adopt design standards consistent with recommendations in the plan, either through the zoning ordinance, or as a design guideline.	City of Appleton (Community Development)	Immediate	Design guidelines are adopted
Consider burial or relocation of utilities in the public right-of-way.	City of Appleton, utility providers	Case-by-case as development occurs	Review of need for relocation or burial
Design and install streetscape elements as recommended in the plan.	City of Appleton (Community Development and Public Works)	2-3 years	Installation of streetscape improvements
Assess the need for crosswalk improvements and other pedestrian safety improvements.	City of Appleton (Community Development and Public Works)	Ongoing	Improvements made as need is identified
Provide enhanced accommodations for transit in the corridor.	City of Appleton (Public Works) and Valley Transit	2-3 years	New transit facilities are installed
Make financial and technical assistance resources available to support redevelopment (such as tax incremental financing districts, and grants from the State of Wisconsin)	City of Appleton (Community Development)	Driven by property owners	Resources are adequate to enable redevelopment