

Chapter 17: South Oneida Street Corridor

Background Analysis

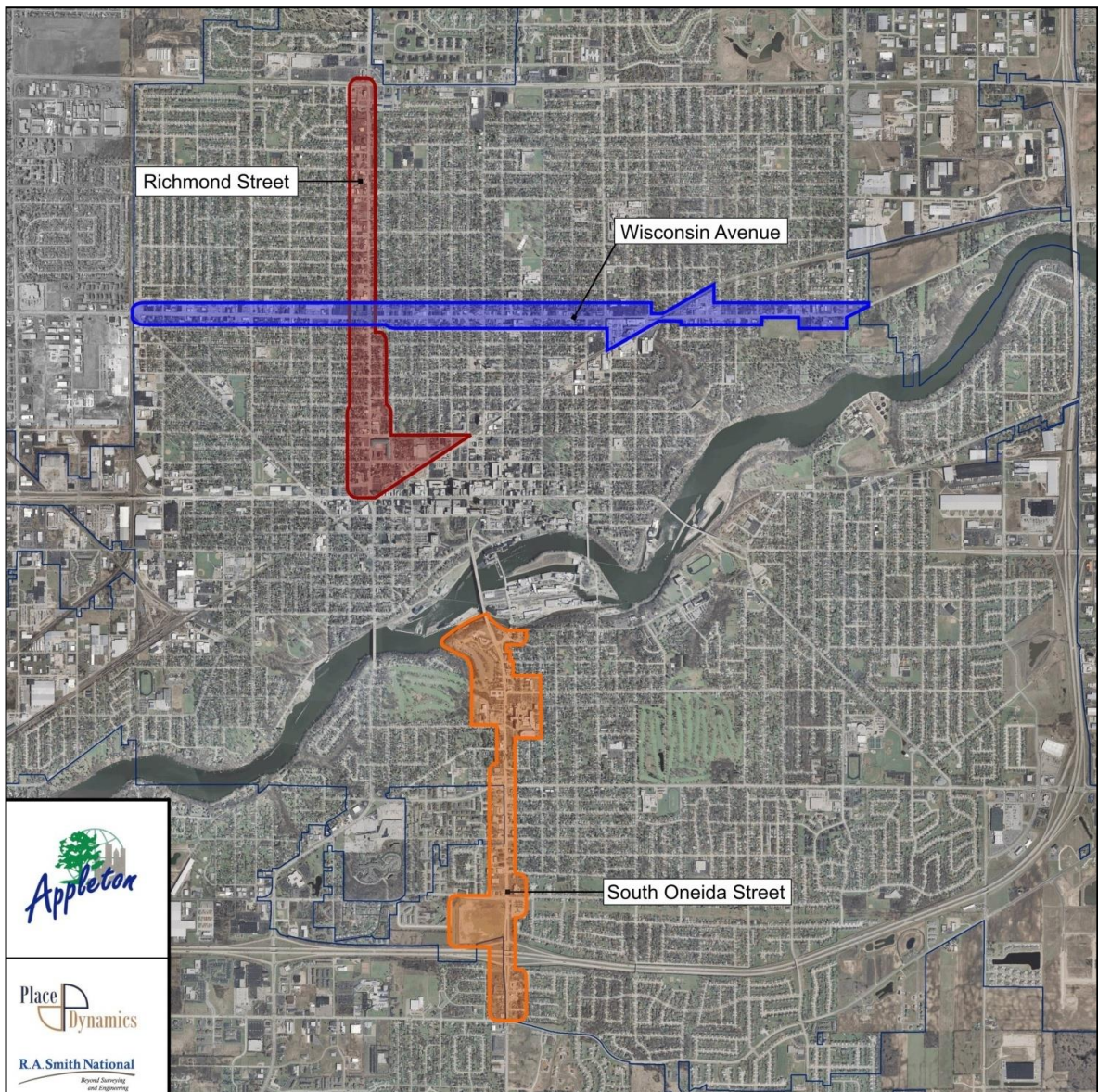
Market Assessment

General Plan

Redevelopment Opportunities

Design Recommendations

Implementation Framework



South Oneida Street plays an important role as the southern entry into Appleton's downtown, in addition to serving as a major north-south arterial through the center of the community. It is important to note that significant parts of the corridor are not in Appleton, but in the Town of Menasha.

This ***South Oneida Street Corridor Plan*** contains an analysis of conditions and recommendations concerning strategies to enhance that segment of the corridor between Midway Road and Olde Oneida Street. Its preparation was guided by public input obtained through a series of workshops attended by interested business owners and residents of the corridor. South Oneida Street was one of three commercial corridors identified by the City for further study through the comprehensive planning process.

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 South Oneida 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 new multifamily development in the South Oneida Street corridor, in areas including the golf course frontage. Although the plan suggests that existing commercial uses continue or be redeveloped, in most areas, it recommends no further expansion of the commercial area. Several recommendations relate to St. Elizabeth Hospital.

There have been numerous changes in the South Oneida Street corridor since the 1996 plan was prepared. After debating a move, St. Elizabeth hospital expanded on its existing campus, addressing parking needs by constructing a parking ramp. New construction in the corridor has tended to be dominated by office buildings, including a medical office building at Seymour Street, and the Community First Credit Union at Roeland Avenue.



Community First Credit Union is typical of a larger new office building on South Oneida Street.

Current Conditions

South Oneida Street is important as a commercial corridor in its own right, but has an added role as a major gateway to downtown Appleton, and the most direct means of access from the south. South Oneida Street also provides access to the industrial flats and the Fox River via Olde Oneida Street. Although some planning has been conducted by the Fox Cities Convention and Visitors Bureau, there is presently no wayfinding in the corridor to direct people to these destinations.



Typical conditions on South Oneida Street.

St. Elizabeth Hospital is a major anchor at the north end of the corridor (at Fremont Street). Several of the medical office buildings in the area owe their location to the fact that the hospital is in there. South Oneida Street has greater concentrations of businesses in health care and social services, and in professional, scientific, and technical services than do other corridors in the City. In the past, there has been some conflict between the hospital and adjacent residential areas, over the issue of the hospital's expansion.

There are a diverse combination of uses in the South Oneida Street corridor including retail, office, residential, institutional, recreational, and utilities. Single family residential uses are concentrated in the northern part of the corridor and are frequently interspersed with commercial uses. Multifamily residential uses tend to be found in the southern part of the corridor. There is a mobile

home park located at the southeast corner of South Oneida Street and Midway Road. The mobile home park's infrastructure was not constructed to City standards, and the police department has responded to numerous calls to the park.

The Riverview Country Club, a 9-hole golf course and clubhouse, is located west of Oneida Street between the Fox River and Seymour Street. Although it is not anticipated that the use of the golf course will change, the potential for redevelopment is addressed in the ***Fox River Corridor Plan*** (Chapter 13 of the ***Comprehensive Plan***).

Much of the development in the South Oneida Street corridor has been in the form of a commercial strip. Some of this development occurred prior to the adoption of design standards adopted by the City of Appleton through its zoning. As a result, older properties may lack landscaping, may have parking that extends up to the public sidewalk, may use less desirable facade materials, or exhibit other characteristics that would now be prohibited for aesthetic reasons (such as exposed mechanical equipment). These buildings contrast with newer construction, where site design, landscaping, and building architecture provide an attractive setting.

Buildings in the corridor are in generally good condition. The average commercial building in the corridor (in the City of Appleton) was constructed in 1968, and two-thirds of the corridor's buildings are newer. The oldest buildings, near the intersection with Olde Oneida Street, were built in 1885.



South Oneida Street, looking north toward downtown Appleton.

There are only 42 commercial properties in portion of the corridor lying within Appleton, with a total area of 301,206 square feet. This represents about 2.5 percent of all commercial space in the City. The typical commercial building on South Oneida Street is about 7,172 square feet. Although this area measurement is skewed by the presence of a small number of large buildings, most of the corridor's buildings are adequately sized to accommodate modern retail, office, or service businesses, with the potential to house more than one business in many of the buildings.

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.



Example of a building that does not meet the City's standards for new construction.

Vacant land within the corridor presents an opportunity for future development. The largest of these sites lies south of a 138kV power line that runs east and west across the corridor parallel to, and immediately south of Roeland Street. It is currently in the Town of Menasha, although within Appleton's extraterritorial jurisdiction.

Few provisions are made for bicycle and pedestrian transportation in the corridor, although there is a sidewalk on both sides of the street for most of its 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 South Oneida Street.

One of the unique challenges for implementation of a plan for South Oneida Street is the fact that some of the properties within the corridor are located in the Town of Menasha. These are on the west side of South Oneida Street between Calumet Street and Wilson Street.

Market Assessment

There are currently estimated to be 4,500 households and 11,242 people living within ½ mile of South Oneida Street¹. A majority of this trade area has been previously developed, however, some development opportunities remain in the south, and the corridor will benefit from new housing units added through redevelopment along the Fox River.

The trade area's households have a combined market potential of \$117,598,500. Based on average sales per square foot for neighborhood centers², it is estimated that this market potential will support a demand for 368,647 square feet of commercial space. As noted earlier, there is now a total of 301,206 square feet of space existing within the corridor. While this might suggest that there is an opportunity to add considerably more commercial space within the corridor, the competition provided by nearby retail concentrations at Calumet Street and Highway 441, and at Memorial Avenue and Highway 441, likely draw heavily into the trade area for South Oneida Street.

The total assessed value of commercial properties in the corridor is \$26,782,100. This is 3.3 percent of the assessed value of all commercial property in Appleton. The average commercial property on South Oneida Street is assessed at \$637,669, or about \$89 per square foot. In

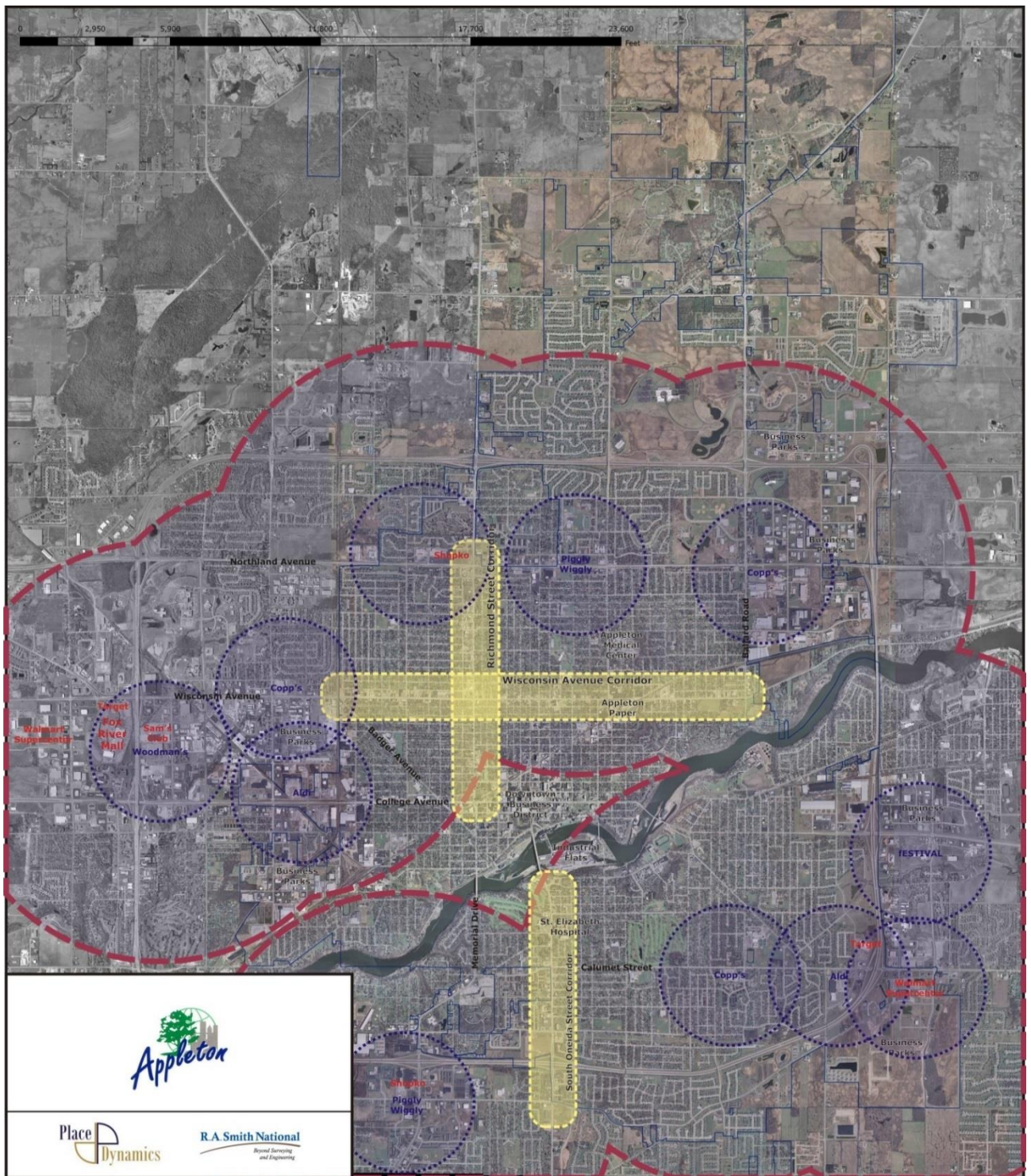
¹ 2008 data obtained by R.A. Smith National from ESRI Business Analytics.

² Dollars and Cents of Shopping Centers

contrast, the average value for all of Appleton is \$67 per square foot. This high average value is likely influenced by the relatively recent construction of many of the corridor's buildings, as well as the preponderance of office space, which will have a high value than general commercial space.

Businesses within the corridor appear to be performing well, especially in the light of current economic conditions. There are very few vacancies in the corridor, and although there is no construction at present, prior to the recession there were several new buildings erected in the corridor in recent years (about one in five of the corridor's buildings were built in the past 15 years).



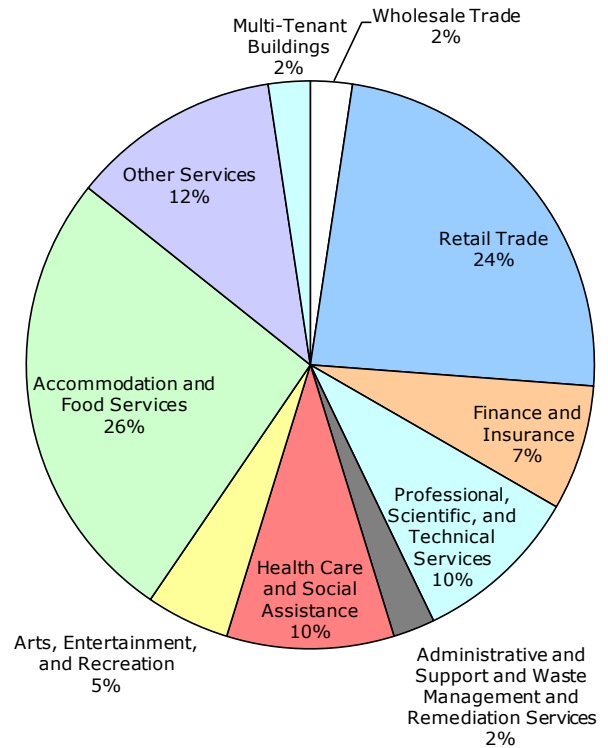


The above image shows the location of the South Oneida Street corridor (along with Wisconsin Avenue and Richmond Street). The locations of grocery stores are shown along with the area in a 1/2-mile radius in dark blue shading, and a 1 1/2 radius (shaded lighter and outlined in red). The South Oneida Street corridor is strongly influenced by larger retail concentrations along Highway 441.

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 South Oneida 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. anticipated development (to the south) and redevelopment (along the Fox River), as well as an analysis of market potential, suggest that there could be some additional commercial space developed within the corridor.
- St. Elizabeth Hospital contributes significantly to the vitality of the corridor, creating an anchor that draws medical offices and related uses to locate on South Oneida Street.
- The role of the corridor as an entry to downtown creates traffic volumes that can help to support retail and service businesses.
- Vacant land and a handful of redevelopment sites present the best opportunities for future development.

Major Uses - South Oneida Street Corridor



General Plan

The general plan for the South Oneida Street corridor seeks to accomplish the following objectives:

- promote the formation of a pedestrian-friendly mixed use neighborhood at the north end of the corridor;
- encourage continued development and redevelopment within the remaining corridor; and
- improve the aesthetics of the corridor to make it an attractive gateway to downtown.

St. Elizabeth Hospital

Located at South Oneida Street and Fremont Street, and extending south to approximately Foster Street, St. Elizabeth Hospital anchors the south end of a large employment center and mixed-use district encompassing the downtown and the industrial flats. This large hospital has been at this location for more than a century, during which a neighborhood has grown up around it. Conflicts among these neighbors have mutually posed hardships for the hospital's previous expansions and for impacts to residential neighbors. The hospital recently completed an on-site expansion that included constructing a parking ramp, addressing its needs while creating the fewest possible impacts to neighboring homes.



St. Elizabeth Hospital

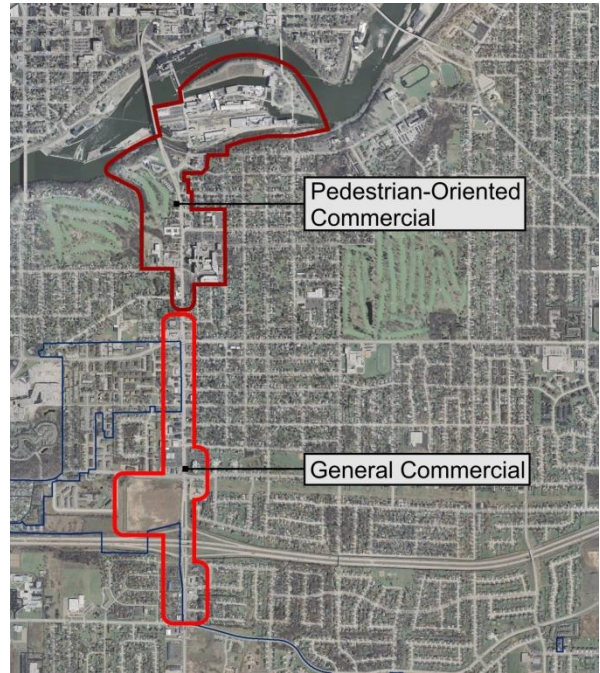
Two primary concerns are apparent when looking ahead to the next ten or twenty years. The first of these is the potential impact of road construction on hospital operations. To address this first concern, the City should engage with hospital officials early in the planning stage of any road construction projects to determine if there are design solutions that may improve safety or provide better hospital access. Additionally, the City and its contractors will need to plan and schedule construction in a manner that does not disrupt hospital operations, and particularly the accessibility of emergency vehicles.

The second issue is the need for space to accommodate future hospital expansion. As in the 1996 plan for the corridor, this update recommends against further encroachment into adjacent neighborhoods. Hospital expansion should be directed to the west side of South Oneida Street.

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 South Oneida Street corridor envisions two general types of land use and character:

- General Commercial - The general commercial area may be characterized as typical suburban commercial strips including both office and retail or service uses. 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.



The general commercial designation is recommended for an area beginning at the intersection of South Oneida Street and Calumet Street, and extending south to Midway Road

- Pedestrian-Oriented Commercial - This use and character should be extended from the industrial flats (refer to the ***Fox River Corridor Plan***, Chapter 13) south through the Oneida Street corridor to Calumet Street. 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.

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 ***South Oneida Street Corridor Plan*** and the ***Comprehensive Plan*** in general.

Public Realm Initiatives

The City of Appleton can address some of issues 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, and to improve the setting for residential uses. 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.

Gateways

South Oneida Street has an interchange with Highway 441, which brings regional traffic into the City and funnels it toward the downtown district. The City of Appleton should provide a gateway feature in this vicinity to announce entry to the City. This entry feature may be the initial component of a wayfinding system guiding visitors to the downtown and to the river.

Streetscape

Along South Oneida Street, the role of the streetscape should also be to provide wayfinding and a sense of entry to the downtown district. Different approaches are warranted in different parts of the corridor. The most significant need for streetscaping is within the pedestrian-oriented area at the north end of the corridor. 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. Their role should be to create a safer and more pleasant environment for pedestrians to encourage walking.

A lesser degree of streetscaping is required in the more automobile-oriented commercial areas south of Calumet Street. Street trees in this area would help to soften the appearance of the corridor. As development or redevelopment occurs, the City should require high-quality landscaping along the street edge.

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. This may also complicate snow removal in winter.



The corridor does not feature any streetscape enhancements. It is not pedestrian-friendly and lacks visual interest.

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 crossing South Oneida Street, Olde Oneida Street, Calumet Street, and the Highway 441 interchange. 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 pedestrian-oriented commercial district, especially if future hospital expansion occurs on the west side of South Oneida 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 South Oneida Street. Except for the most experienced bicyclists, the street is not suitable for bicycle use. It is recommended that the City identify parallel streets as the primary corridor for bicyclists, 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.

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 South Oneida 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 South Oneida 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 Use and Design

The Land Use chapter of the **Comprehensive Plan** (Chapter 10) is consistent with the **South Oneida Street Corridor Plan** in recommending mixed uses for either side of South Oneida Street from the hospital north to the Fox River. 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. Residential uses are expected to continue south of the hospital. South of Calumet Street, commercial uses dominate.

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 South Oneida 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

Development of infill sites, and redevelopment should enhance the aesthetics as well as the functionality of commercial or mixed-use property on South Oneida 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. Collaboration with the Town of Menasha will be needed to ensure that similar standards are applied to development in the corridor that falls within the Town.

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.

Redevelopment at the north end of South Oneida Street should seek to create a continuous, walkable, mixed-use district providing connectivity to redevelopment areas along the Fox River. The industrial flats offer one of the City's best opportunities to create a vibrant, urban mixed-use district with housing, shops, and restaurants that may be desirable to workers and visitors at the hospital. A pedestrian-oriented mixed-use district on South Oneida Street will create a physical link that encourages walking between the

Potential Development or Redevelopment Site in the South Oneida Street Corridor



hospital and the industrial flats. With the exception of some of the newer office buildings and historic structures, most of the commercial buildings and vacant lots along this stretch of South Oneida Street can be considered candidates for redevelopment or renovation.

The southern portion of the corridor contains a large undeveloped parcel at the northwest corner of South Oneida Street and Highway 441. This site would be best reserved for a commercial development anchored by one or more large users. Redevelopment opportunities in the southern part of the corridor are concentrated on the east side of the street between Murray Avenue and Hoover Avenue.

Design Recommendations

A number of design concepts should govern development, redevelopment, and renovation within the South Oneida Street corridor. These design recommendations are consistent with recommendations for the Wisconsin Avenue and Richmond Street corridors. Design in this area should also incorporate the recommendations contained within the ***Fox River Corridor Plan*** (Chapter 13) as they pertain to locations on South Oneida Street.

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 South Oneida 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.

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

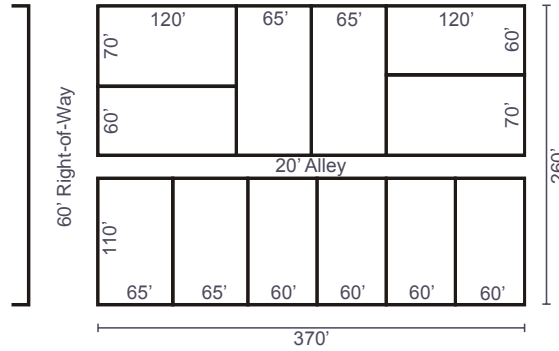
The following are some measures that can be considered to promote sustainability within the river area.

- 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

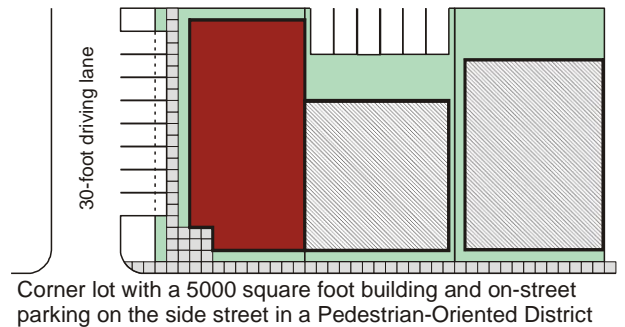
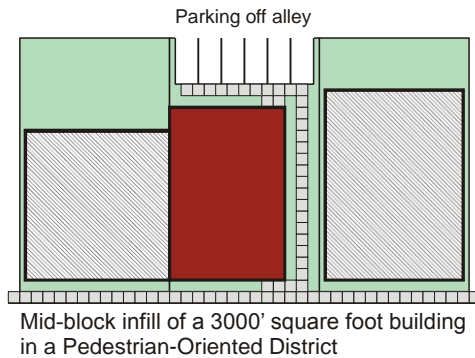
The following site design concepts are meant to illustrate alternative approaches to building siting and site development that may be adopted in the corridor. These designs are meant to work within a typical redevelopment site.

The following image represents a typical pattern of lots in the corridor.

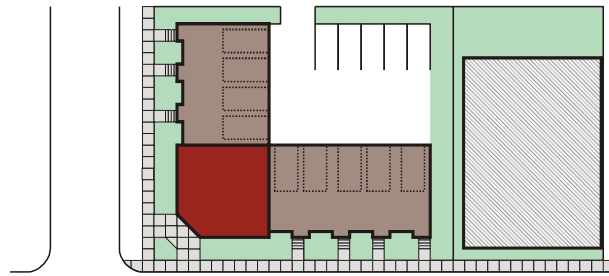


The following images represent concepts for the placement of commercial buildings in the pedestrian-oriented commercial zone. In the image at left, the new building is placed mid-block. Parking is provided to the rear and is accessed from the alley. A walkway on one side of the building provides a connection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

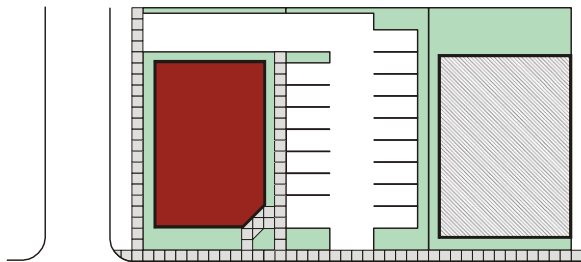


This next image is meant to illustrate a possible development pattern for a mixed-use building in the residential mixed-use area. The building is set close to the street, although a street yard is provided for privacy and buffering for the residential uses. In this example, most units are provided a 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.

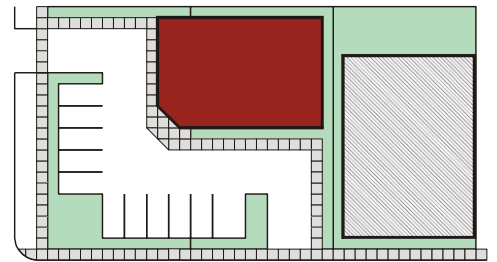


Corner lots with a mixed-use building (1600 sq. ft. commercial and nine apartments) in a Residential Mixed-Use District

The 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.

South Oneida 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 and gateway 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
Engage the Town of Menasha in a discussion concerning collaboration to improve the corridor	City of Appleton Town of Menasha	Immediate	Agreement to cooperate