South Oneida Subarea Plan

Proposed Table of Contents

1. Introduction

About the South Oneida Subarea

South Oneida Street is a key connector between downtown Appleton and the neighborhoods south of the Fox River. As a major north-south arterial, it provides access to the industrial flats and the Fox River. The subarea features a diverse mix of land uses. Small-scale multifamily residences are located in the north, single-family homes are dispersed throughout, and a commercial node anchors the southern gateway at East Calumet Street. Key institutions within the area include Riverview Lutheran Church and School and Riverview Gardens, a community-focused job training and employment center located on a former 72-acre golf course. The subarea also functions as a commercial corridor and is anchored by the Ascension NE Wisconsin St. Elizabeth Hospital complex.

Existing conditions around the South Oneida subarea - Drone photos taken by City of Appleton in October 2024

Map of the South Oneida Subarea Study Area

The map shows the following labeled features: Fox River, Stone Arch, E Orange St, E McKinley St, Riverview Gardens, Mad Elephant, E Harrison St, E Fremont St, S Oneida St, Riverview Lutheran Church & School, St. Elizabeth, W Seymour St, W Foster St, Ramien Ct, Emperor's Buffet, E Calumet St

LEGEND

- - - - Study Area

0' 100' 200' 400'

Key Takeaways from Previous Plans

The 2010–2030 Comprehensive Plan included a focus on the South Oneida Street subarea, which encompasses a significant portion of the current South Oneida Street subarea. Although the plan was adopted fifteen years ago, many of its key takeaways remain relevant today. The current subarea planning effort builds upon these foundational goals, reinforcing strategies that continue to align with community needs and priorities.

Key takeaways that still apply:

- Enhance the subarea as a major gateway to downtown Appleton

- Enhance landscaping and streetscape elements

- Promote mixed-use development

- Redevelop vacant and underutilized sites

- Encourage pedestrian-oriented building design

- Support transit services
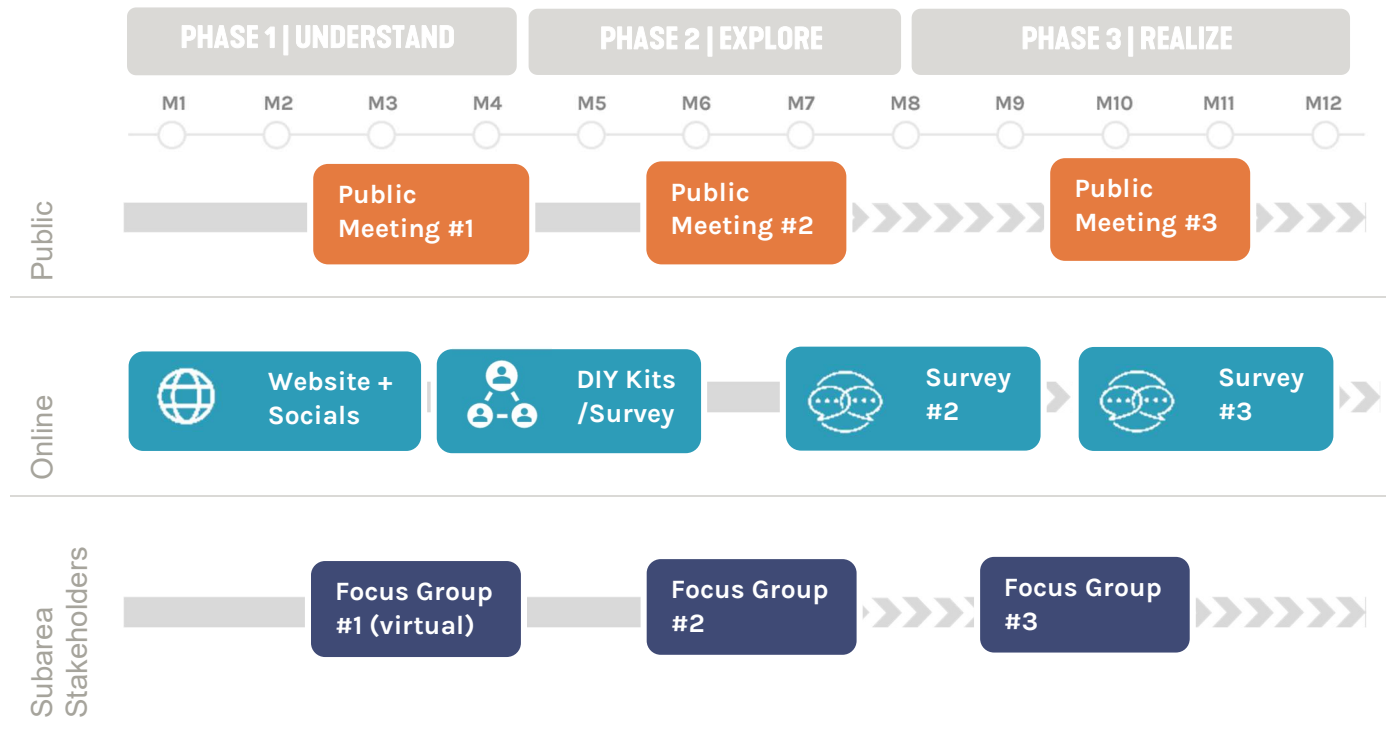
- Promote sustainable practices

Existing conditions around the South Oneida subarea - Drone photos taken by City of Appleton in October 2024

Process

Project Timeline and Engagement

PHASE 1 | UNDERSTAND	PHASE 2 | EXPLORE	PHASE 3 | REALIZE

M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12

Public

Public Meeting #1   Public Meeting #2   >>>>> Public Meeting #3 >>>

Online

🌐 Website + Socials   👥 DIY Kits /Survey   💬 Survey #2 > 💬 Survey #3 >>

Subarea Stakeholders

Focus Group #1 (virtual)   Focus Group #2 >>>> Focus Group #3 >>>>>

Public Meetings

Several in-person meetings were held to engage the public in the subarea planning process. The first public meeting took place on November 19, 2024. Community members were invited to an open house where they could learn more about the project. Stations for each of the three subareas were set up, allowing attendees to share their visions and values for each area.

At the second public workshop, held in March 2025, table exercises invited participants to identify locations for improvement related to the public realm, redevelopment, and mobility.

Online Engagement & DIY Mobile Toolkits

All in-person activities were translated into an online survey to extend outreach and ensure feedback from as many voices as possible.

A mobile toolkit was specifically created during the first phase of engagement to enable individual community groups to discuss and share their visions for the city and its subareas.

Subarea Focus Group Meetings

Subarea focus groups met at key points throughout the planning process to help shape the vision and share concerns for the future of each subarea. The first virtual meeting was held on November 9, 2024, followed by an in-person meeting in March 2025 at the Appleton Public Library. The final focus group meetings to review the plan findings were held in July 2025

WHAT WE HEARD

Walking is challenging along this corridor

Can we better engage the water?

Would love affordable housing near Riverview gardens to serve workers

Trails and viewing platforms along south shore

Would love to see native annuals planted instead of marigolds

Slow down speed on Oneida St all the way to downtown.

Right turns on bicycle are risky with traffic turning into hospital

Include recommendations for ADA Accessibility

Visitor Trends

The average person visited this subarea

3 times

in 2024.

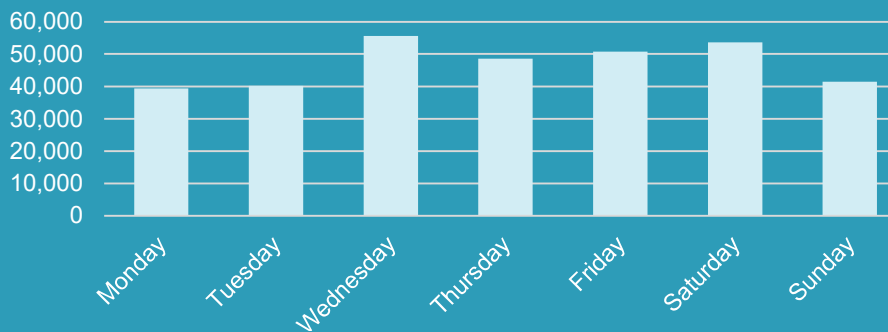Although the number of visitors has decreased by 15.2% since 2022.

People spent an average of

89 minutes

in the subarea when they visited in 2024. This is long enough to grab a quick casual meal and browse one or two shops.

South Oneida Subarea
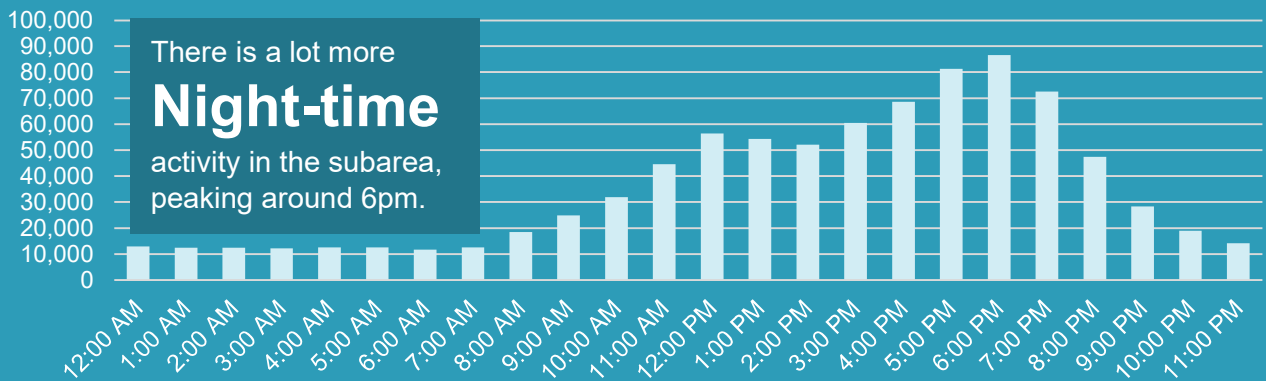### Average Number of Visitors by Day of the Week, 2024

There were over

329,395

visits to this subarea in 2024. Wednesday was the most popular day for people to stop by.

South Oneida Subarea
Average Number of Visitors by Hour of the Day, 2024

There is a lot more

Night-time

activity in the subarea, peaking around 6pm.

Source: Visitor data was captured using PlacerAI, which tracks cell phone and spending trends from January 01, 2024 to December 23, 2024. This program counts visits when a mobile device user spends at least 7 to 10 minutes at a specific location. A buffer was applied to only collect records from individuals who live outside the subarea.

2. Goals

The following goals summarize the vision for the South Oneida Subarea, based on insights gathered through the planning process and community engagement. Each of these goals is explored further in the sections below.

Development
Encourage redevelopment that increases housing supply and supports mixed-use development.
- Expand housing opportunities and promote redevelopment
- Encourage development that is flexible in response to changing market conditions
- Foster mixed-use and higher density development
- Strengthen community connections and livability with redevelopment
- Support high-quality and cohesive urban design

See Chapter 3: Development

Mobility
Enhance mobility and neighborhood connections.
- Expand and enhance multi-modal transportation options to improve access and mobility for all users
- Enhance access to the river and strengthen safety and access for all users
- Enhance non-motorized connections to existing neighborhoods
- Apply Complete Streets Design Guide principles to create a welcoming and inclusive environment for all modes of transportation

See Chapter 4: Enhance Mobility

Character
Improve streetscape and landscaping.
- Strengthen the identity of the public realm to support safety, welcomeness, and environmental stewardship
- Utilize nearby natural features, primarily the Fox River and Riverview Gardens, to enhance access to outdoor experiences.
- Create a more engaging South Oneida Subarea streetscape by investing in art, landscaping, and amenities supporting pedestrian comfort and safety
- Improve aesthetics to make this subarea an attractive gateway to downtown

See Chapter 5: Improve Community Character

Opportunities Map

Several key development opportunities were identified through the visioning process as opportunities for redevelopment or new development to enhance the walkability, vibrancy, and residential opportunities of the area.

1. **Riverview Garden Area** | Potential for housing and mixed-use redevelopment
2. **St. Elizabeth Hospital Parking and Riverview Lutheran Church Area** | mixed-use redevelopment
3. **W. Foster and S. Oneida** | Potential for redevelopment
4. **Calumet and S. Oneida** | Redevelopment that welcome people to the area
5. **Improve Multimodal Facilities** | Improve trail connectivity, connection to the river, and on-street bicycling routes.
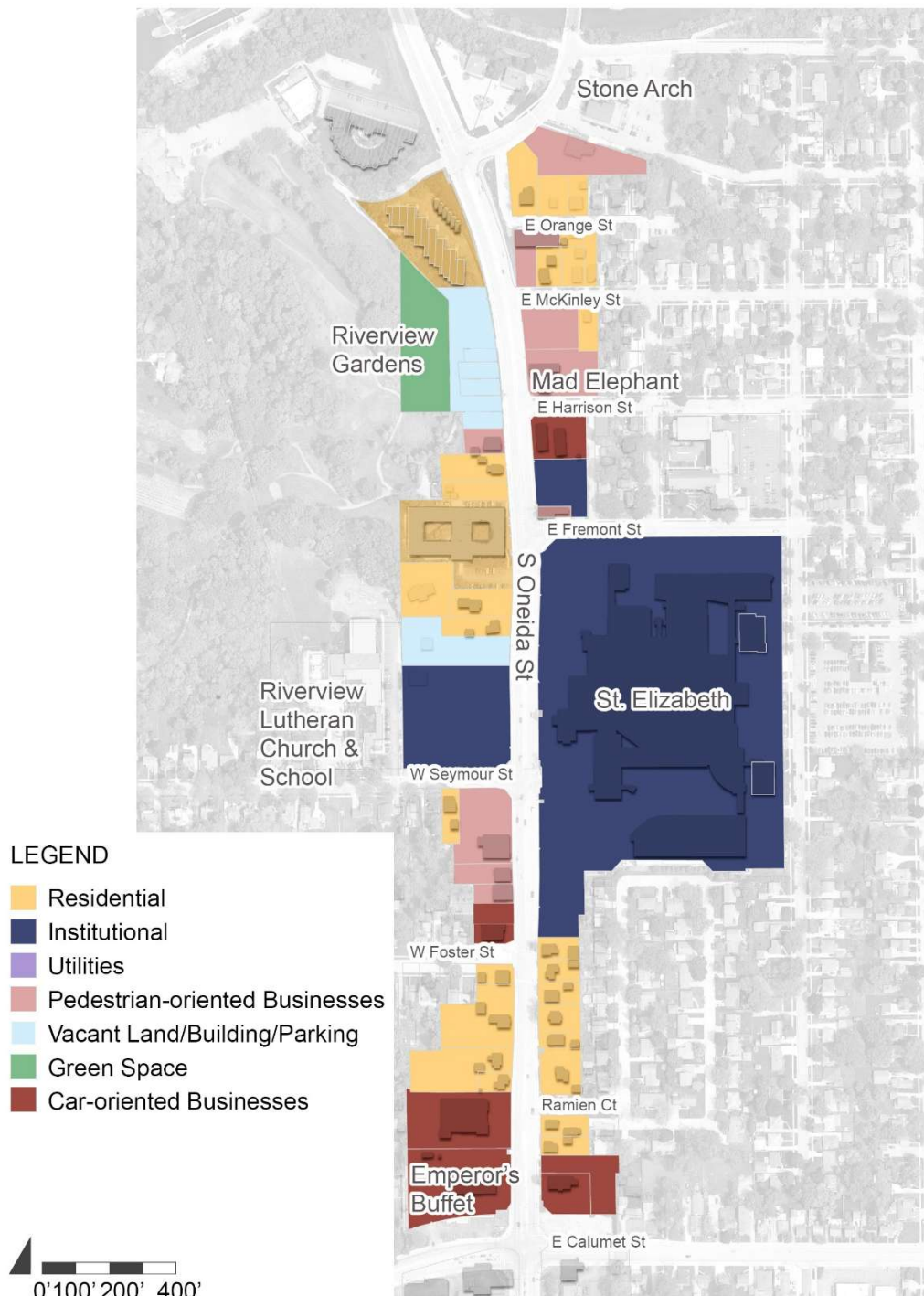
LEGEND

- Roads
- Existing Buildings
- Identified Opportunity Areas
- Planned Stormwater Facility
- Trail Connections
- On-Street Bicycle Improvements

100' 200' 400'
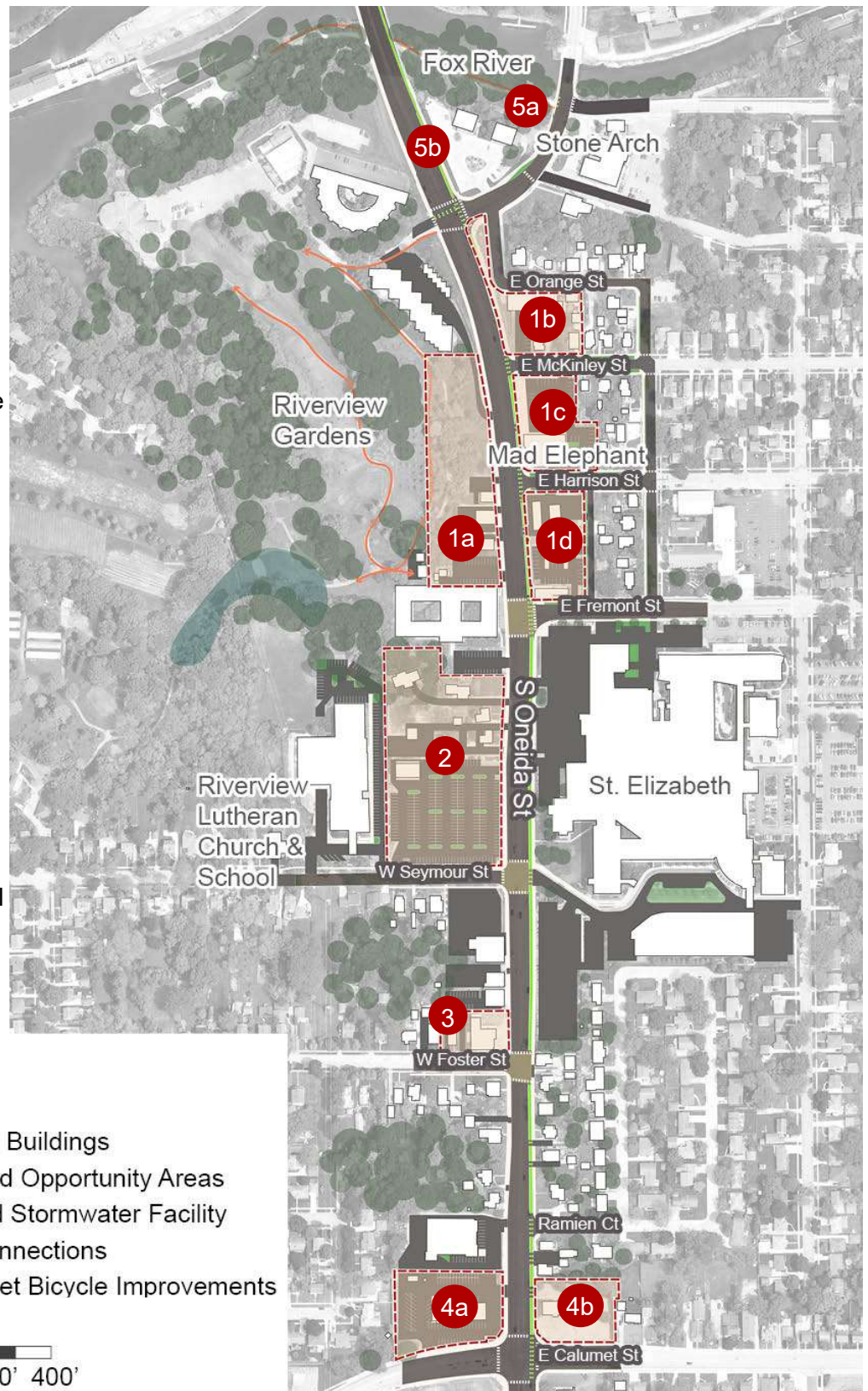
⌂ 3. Development

Existing Land Use and Character

The South Oneida subarea is anchored by institutional uses. Both single-family and multifamily residential uses are present. Pedestrian- and car-oriented businesses are scattered throughout the area. The Riverview Garden area offers green space and connections to nearby trails. The subarea's existing land use typologies are illustrated on the map, with descriptions that follows.

LEGEND
- 🟨 Residential
- 🟦 Institutional
- 🟪 Utilities
- 🟥 Pedestrian-oriented Businesses
- 🟦 Vacant Land/Building/Parking
- 🟩 Green Space
- 🟥 Car-oriented Businesses

0' 100' 200' 400'

Residential

Character

- Mostly single-family homes with traditional architectural styles. Some units have been converted into businesses. Front porches are typical
- Multifamily residential buildings are located near Riverview Gardens

Strategy

Maintain and improve façades. Develop underutilized lots for new housing. New development should have pedestrian-friendly building designs.

Institutional

Character

- Typically, two stories or higher
- Typical uses include hospitals, churches, government buildings, schools etc.
- Most buildings have dedicated parking areas at the front or side of the building. Some have additional parking lots off site.
- The structures generally have large windows with high transparency.

Strategy

Improve the frontage landscape, create public gathering space, and screen parking. If developed, place parking in rear.

Pedestrian-oriented Businesses

Character
- 0' or small setback from the street. Often have rear parking.
- Typically, one to two stories.
- Often occupied by local businesses.

Strategy
Improve façades, retain local businesses, improve pedestrian experience with better lighting and landscape features.

Car-oriented Businesses

Character
- Buildings typically have larger setbacks from the street
- Parking is often located at the front or side of the building
- Some businesses include drive-through facilities

Strategy
Improve frontage landscape, create public gathering space. Limit impacts from auto-related uses, screen parking, and transition to pedestrian-oriented businesses in the long term.

Vacant Land or Building

Character
- Vacant land or vacant building
- Often paved and used as parking

Strategy
Recruit new businesses and redevelop vacant land, building, and underutilized parking for development or community use.

The redevelopment should apply pedestrian-friendly design and activate the street frontage.

Development Character

The redevelopment of underutilized land within the South Oneida Subarea has the potential to strengthen its role both as a commercial subarea and as a center for health and wellness, anchored by St. Elizabeth Hospital. Across the street from the hospital, the large surface parking lot could support higher-density development, potentially including guest accommodations for patients' families and visitors. A future parking structure with integrated mixed-use development could provide replacement parking while also accommodating other community-desired uses to more actively contribute to the subarea's frontage.

The Riverview Garden area presents an opportunity to enhance trail access and improve wayfinding, while also creating stronger connections to the riverfront. Infill development efforts should promote a diverse mix of housing types to support residents across a range of income levels to foster inclusive, mixed-income neighborhoods. The area fronting S. Oneida is a shorter-term possibility to activate the street frontage in concert with other development opportunities south at Riverview Lutheran Church's property, as shown on the opportunities map.

Community Hub: A multi-use community space with potential functions such as church services, child care, neighborhood meetings, and healthcare services.
(Image Credit: Boston Square)

Mixed-use Low-Rise: an active, transparent ground floor brings life to the street, fostering connection between indoor uses and the public realm.

Multifamily: Context-sensitive multifamily housing introduces gentle density to meet housing demand while preserving the character of surrounding single-family neighborhoods.


Townhomes: Thoughtfully scaled housing blends into the neighborhood fabric, offering more housing without compromising the subarea's identity.

Integrated Structured Parking: Structured parking can meet growing demand while being thoughtfully integrated into redevelopment to minimize visual impact and support a pedestrian-friendly streetscape. *(Image credit: HGA)*

Transition from Mixed-use development

New mixed-use developments should be thoughtfully designed to respect the existing neighborhood and transition gradually to lower-density residential areas. This approach maintains the existing neighborhood character while accommodating new growth. Landscaping, screening, and parking can work as a buffer between the development and neighbors.
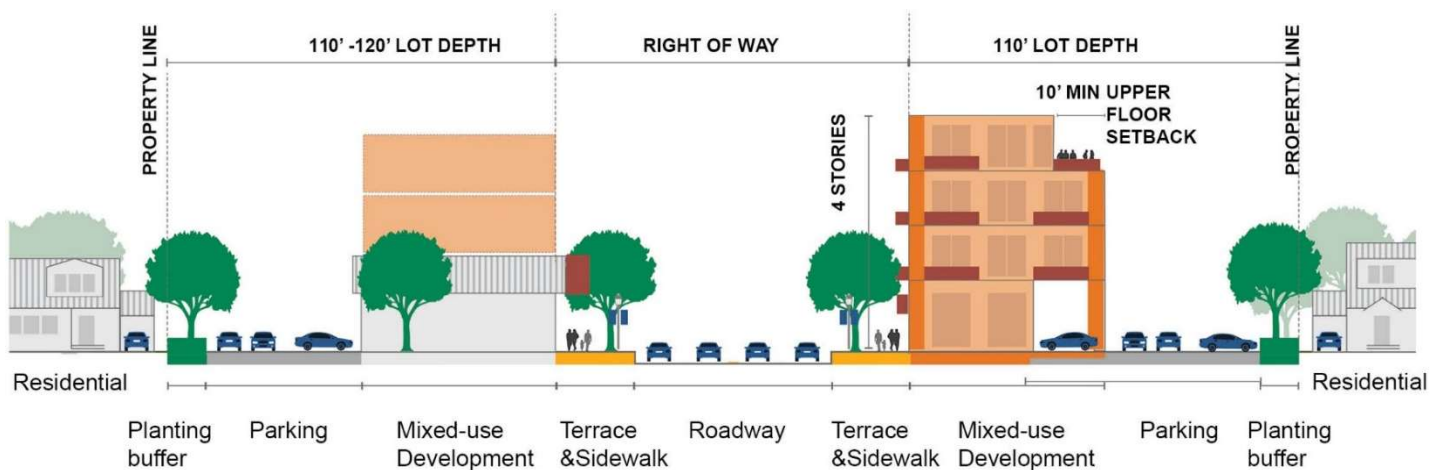
Development Concepts

Several key sites were identified through the visioning process as opportunities for redevelopment or new development to enhance the walkability, vibrancy, and residential opportunities of the area in both near and long term.

1. **Riverview Gardens Area** | Potential for housing and mixed-use redevelopment
2. **St. Elizabeth Hospital and Riverview Lutheran Church Area** | mixed-use redevelopment
3. **W. Foster and S. Oneida** | Potential for redevelopment
4. **Calumet and S. Oneida** | Redevelopment or building additions to enhance gateway entrance to the district

LEGEND

■ Proposed Buildings
☐ Existing Buildings

100' 200' 400'
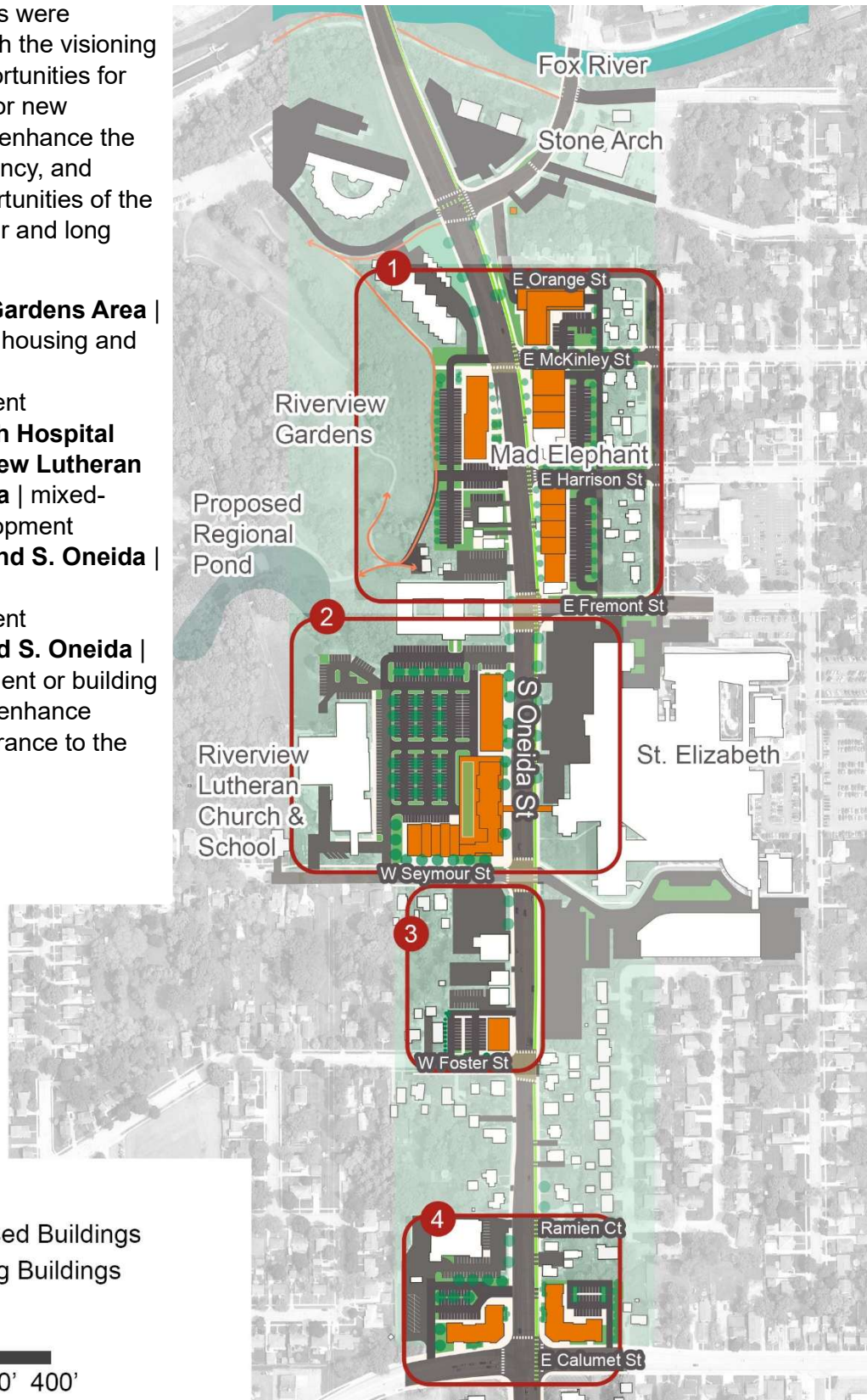
Promote Housing and Mixed-use Development
Mixed-use Redevelopment in the Riverview Garden Area

The Riverview Garden parcels facing S. Oneida Street are currently vacant, while the existing lots across the street are characterized by large surface parking areas, gas stations, and suburban-style commercial buildings that are underutilized.

This area presents a valuable opportunity to introduce new housing and potentially integrate community-oriented services such as childcare. Redevelopment on the east side of S. Oneida Street with shared parking access located at the rear of buildings would maximize available parking while minimizing interruptions to traffic flow along S. Oneida Street. The natural grade change from the street to the rear of the lot creates an opportunity for tiered development, with

Existing Riverview Gardens area

parking placed at a lower elevation beneath the building. This configuration hides parking from view, preserves sightlines to the river, and supports a mix of uses above.

The images below illustrate a possible design for development in the Riverview Garden area.


Existing

Future

St. Elizabeth Hospital Parking Lot and Riverview Lutheran Church Area

Promoting mixed-use redevelopment near St. Elizabeth Hospital offers an opportunity to provide housing and amenities for hospital employees, visitors, and nearby residents. Redevelopment of existing surface parking could include a structured parking facility to accommodate demand while preserving land for walkable, amenity-rich development that supports the hospital, the church, and the surrounding neighborhood. The Riverview Lutheran Church area could also be redeveloped to meet the evolving needs of the church and school and potentially incorporating community-serving spaces.

St. Elizabeth Hospital Parking Lot existing
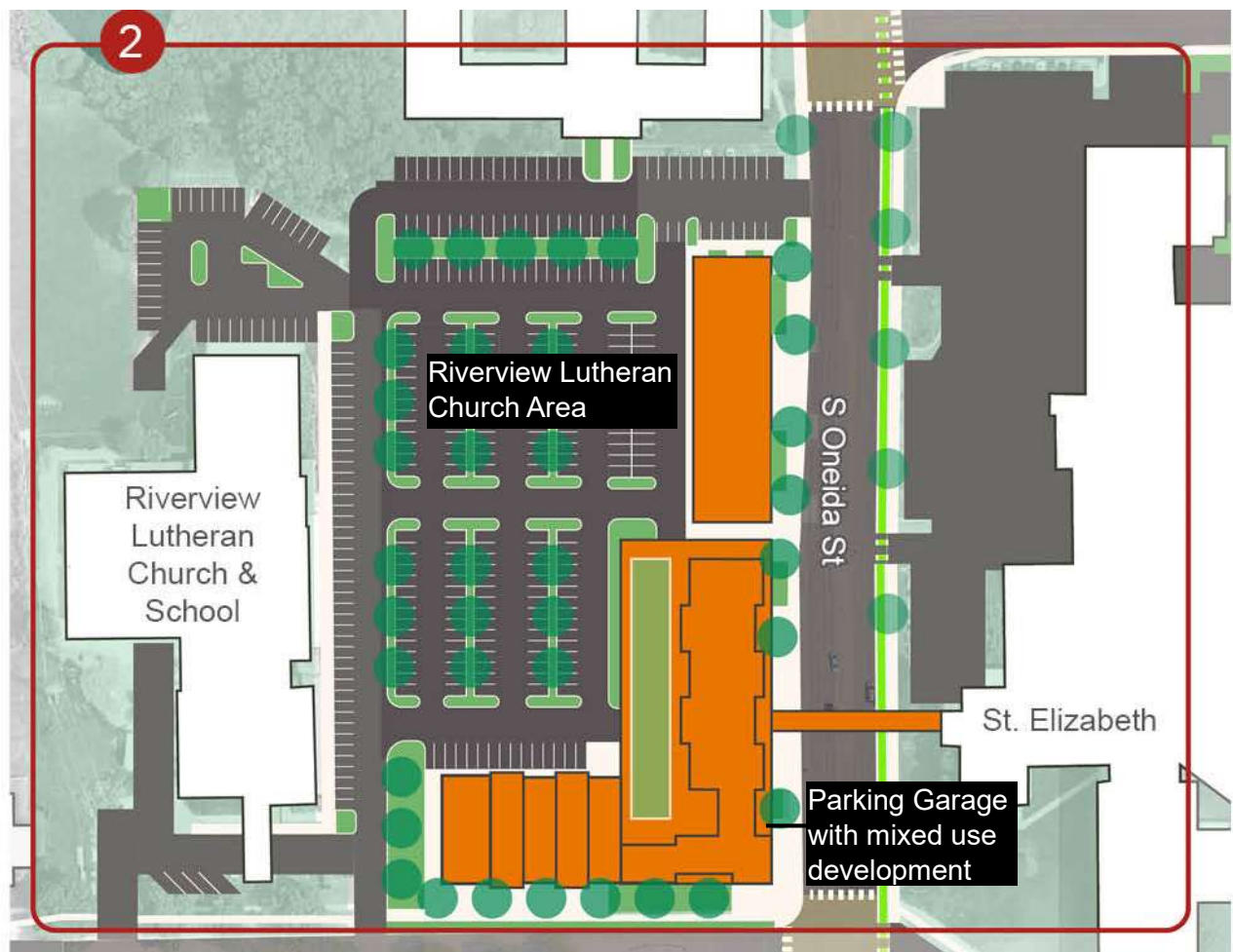
St. Elizabeth Hospital Parking Lot and Lutheran Church Area Potential

Activate the Street and Improve Walkability

Activate the building frontage

The building located at the corner of W. Foster Street and S. Oneida Street presents another opportunity for strategic redevelopment within the subarea. Currently, the site features a parking lot situated at the front of the building, contributing to a less vibrant auto-oriented layout. Future redevelopment should aim to reduce setbacks and create a more continuous building frontage with active ground-floor uses and improved walkability. Parking should be relocated to the rear of buildings, with access from side streets or alleys, to support a more cohesive and inviting streetscape.

W. Foster and S. Oneida Street intersection existing

W. Foster and S. Oneida Street intersection potential

Calumet Street and S. Oneida Street intersection

The intersection of Calumet Street and S. Oneida Street serves as a key node within the South Oneida Subarea and holds potential to strengthen the subarea's role as a gateway to downtown Appleton. Currently, the buildings at this intersection are underutilized. Strategic redevelopment of this intersection—featuring high-quality architectural design—can transform it into a welcoming and visually appealing entry point.

Enhancing pedestrian safety through improved crossings and high-visibility crosswalks will support walkability and connectivity across the subarea.

Calumet St. and S. Oneida St. intersection existing

Calumet St. and S. Oneida St. intersection potential

A pedestrian friendly building frontage and streetscape should be interesting, comfortable, and safe as this example below illustrates.

Interesting	Comfortable	Safe
Building frontages should be pedestrian oriented and feature high transparency to create a more inviting and engaging streetscape.	Shades from street trees and awnings provide comfort for pedestrians. Landscaping adds visual interest.	Walkable streets should feel safe for everyone. On-street parking can provide a buffer and slow down traffic.

Storefront Improvements

Existing buildings and sites with visually disconnected frontages present opportunities to re-engage the community through improvements through building frontage environment. Potential financial assistance can be received through facade renovation programs, tax increment financing (should a tax increment district be established in the future), and business enhancement grants. These enhancements can provide a renewed sense of identity and foster stronger connection.

Storefront improvements have been shown to support retail retention and attract new businesses. The improvements may include, but are not limited to:

- Building façade enhancements
- Landscape upgrades
- Signage
- Public space amenities such as seating area and benches

Business Enhancement Grant

Encourage reinvestment in aging commercial properties through the City's Business Enhancement Grant program, which provides funding for critical storefront and façade improvements. Administered by the Appleton Redevelopment Authority (ARA), the program supports property owners and tenants in addressing deferred maintenance and enhancing the visual appeal of commercial corridors. The grant currently does not have a steady revenue stream. The city should explore opportunities to sustain and expand the ARA Business Enhancement Grant program by identifying ongoing funding sources.

The relationship between the building edge on private property and the sidewalk or amenity zone in the public right-of-way plays a critical role in shaping the character, comfort, and functionality of the public realm.

🚴 4. Enhance Mobility

S. Oneida Street is a major transportation roadway that connects communities south of the Fox River to downtown Appleton. As a primary north-south arterial, it provides access to the industrial flats and the Fox River. In addition to serving transportation needs, the subarea is also a place where people live, work, attend school, and shop. While accommodating vehicular traffic remains important, future design efforts in the subarea must also be sensitive to the surrounding residential context.

Strengthen Neighborhood Connection

Walking, biking, and transit are interconnected components of a strong, people-centered transportation network. A well-designed system of non-motorized facilities—including sidewalks, bike lanes, trails, and safe street crossings—ensures that residents and visitors can travel to and between key destinations within the subarea without relying solely on private vehicles. Enhancing these connections supports not only mobility, but also equity, sustainability, and community health.

Transit Access and Infrastructure

Improving access to and from transit services is critical to creating a more inclusive and reliable transportation system. Bus stops along S. Oneida Street are located close to the roadway, where fast-moving traffic can pose safety concerns and create an uncomfortable experience for riders. Future improvements should include the addition of shelters, seating, and clear signage to enhance both comfort and visibility. Higher-density development and improved bike and pedestrian facilities could potentially increase ridership, which may lead to expanded transit service and improved accessibility for residents who rely on public transportation during non-standard hours.


Bus stop seating example

Expand Access to the River and Neighborhood Destinations

The South Oneida Subarea is located along the Fox River, adjacent to Riverview Gardens—a community asset with internal trails that are currently underutilized by the public. There is an opportunity to enhance connections and wayfinding, better integrating these trails with the broader riverfront network and strengthening links to surrounding neighborhoods.

To strengthen neighborhood connectivity, direct and safe pedestrian routes must be prioritized—especially between residential areas and key destinations such as grocery stores, schools, parks, and community centers.
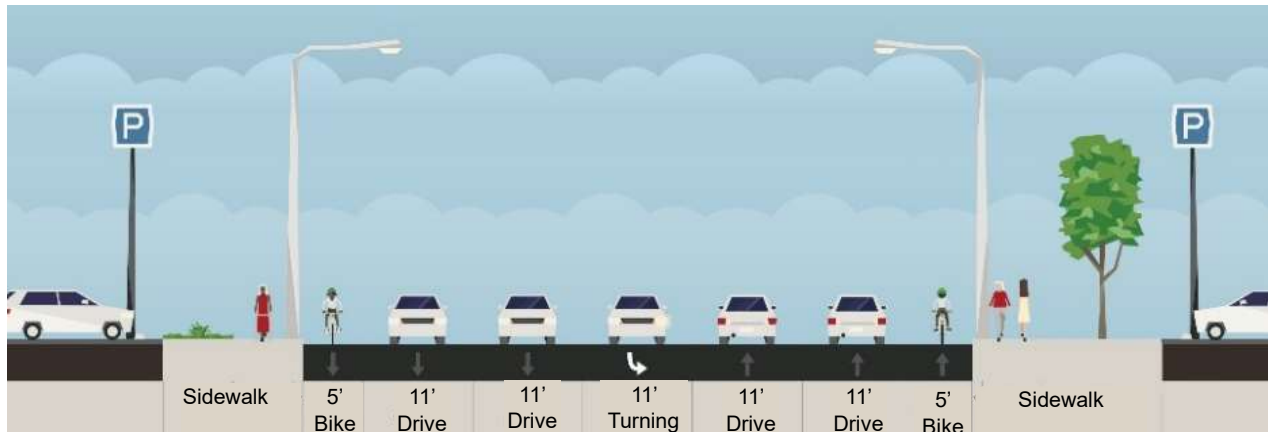

Trails within Riverview Garden
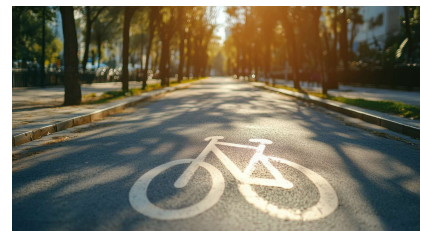
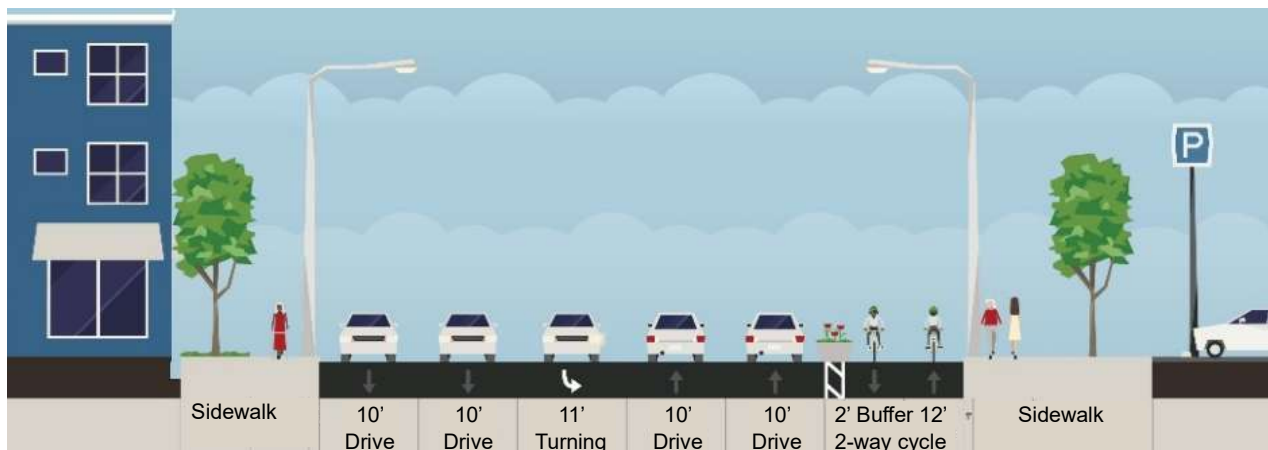*Some neighborhood streets should allow bike to use the whole lane*

Improve Biking Experience

The bike lanes on S. Oneida Street are currently directly adjacent to the busy driving lanes – conditions that make it less comfortable for many cyclists. To improve the safety and comfort of the biking experience along S. Oneida Street, in the short term, a redesign could consider reconfiguring the existing bike lanes into a protected two-way cycle track, with a buffer separating the driving lanes from the bike path.

| Sidewalk | 5' Bike | 11' Drive | 11' Drive | 11' Turning | 11' Drive | 11' Drive | 5' Bike | Sidewalk |

Existing Bike Lanes on S. Oneida St.

| Sidewalk | 10' Drive | 10' Drive | 11' Turning | 10' Drive | 10' Drive | 2' Buffer 12' 2-way cycle | Sidewalk |

Potential 2-way cycle track on S. Oneida St.

In the long term, when the street is due for reconstruction, traffic studies should be conducted to evaluate the feasibility of reducing the number of travel lanes and relocating the cycle track off the roadway to further enhance bicycle safety and comfort.

Example of a 2-way cycle track

Example of a protected bike lane

Complete Streets Design Guide

Complete Streets are multi-faceted and holistic streets that support multimodal transportation, active commerce, and vibrant communities.

The city enacted the Complete Streets Design Guide in 2024. The design guide is used to support City of Appleton staff in identifying and implementing complete street design solutions from initial concept through final engineering as well as retrofitting existing facilities.

Tactical improvements

Tactical improvements are short-term and low-cost quick build projects used to enhance mobility. Common strategies include repainting, signage, plastic curbs, planters, and barriers, etc. Ideas such as changing the bike lane configuration on S. Oneida Street could be tested through restriping before committing to long-term construction that alters the curb-to-curb layout.

Image credit: Appleton Complete Streets Design Guide

Long-term improvements

Traffic calming retrofit for arterial streets emphasizes reducing vehicular lanes and widths, providing dedicated facilities for all modes of transportation, and creating shorter and protected crossings for pedestrians across the arterial.

Key elements include 4-lane to 3-lane conversions, medians, curb extensions, pedestrian refuge islands, protected bike lanes, and turning restrictions.

The community voiced a strong desire to make the South Oneida Subarea more walkable in the future, including stronger connections between neighborhoods, improved sidewalks, and more shade trees. A lot of the changes would require the reconfiguration of the street to allocate mores spaces to walking and biking facilities, particularly adding dedicated protected bike lanes.

As a planning-level study, the recommendations included in this plan are high-level in nature and intended to set the desired direction and nature of improvements with public engagement. The exact road configuration and details for S. Oneida Street's design will require further study. Future studies should consider the following:

- Reduction in pavement width
- Driving lane width reduction
- Evaluate facilities for bicyclists and pedestrians
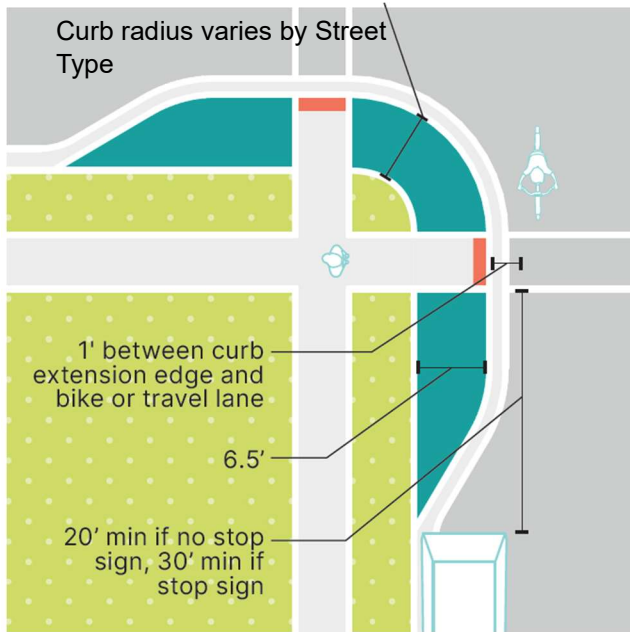- Provide landscaped terrace with street trees or other plantings

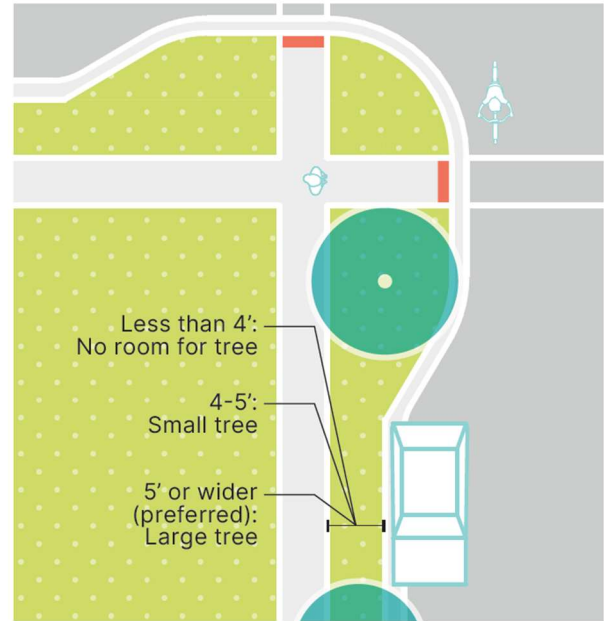*Complete street example in Downtown Ann Arbor*
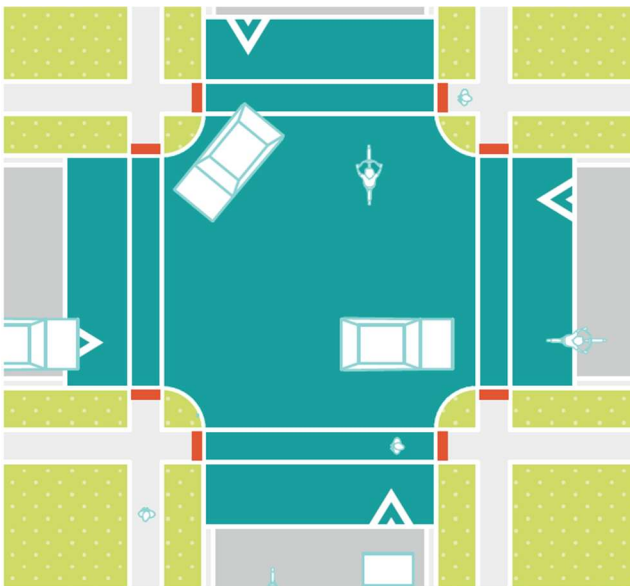
Traffic Calming measures

The application of traffic calming measures depend on design features, maintenance considerations, and specific locations. There is no one-size-fits-all approach. The images below highlight the design elements that may be used to be used for traffic calming.

Curb Extensions

Curb radius varies by Street Type

1' between curb extension edge and bike or travel lane

6.5'

20' min if no stop sign, 30' min if stop sign

Street Trees

Less than 4': No room for tree

4-5': Small tree

5' or wider (preferred): Large tree

Raised Intersections

Pinchpoint

Option to add pedestrian crossing

6-8'
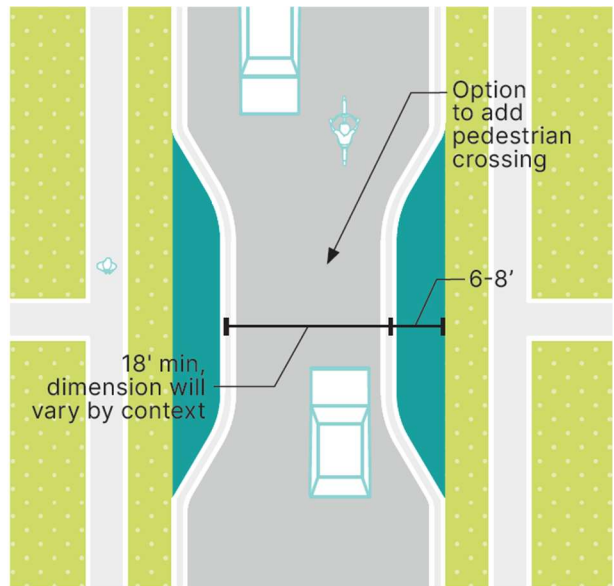
18' min, dimension will vary by context

Table Credits: Appleton Complete Streets Design Guide

🌳 5.   Improve Community Character

Community character is essential to fostering a sense of belonging within a neighborhood. An engaging environment should reflect the identity of its community. The character of the South Oneida Subarea can be enhanced through sustainable and resilient design strategies. These approaches include improvements to the public realm, the integration of pedestrian-friendly amenities, and the incorporation of artful elements that enrich the overall public experience.

Community Space

Community gathering spaces are important places where people can come together, fostering a sense of belonging and shared identity. The Riverview Gardens area offers valuable opportunities for public green space and improved connections to the river within the South Oneida Subarea. Although the internal trails at Riverview Gardens are open to the public, they are often underutilized due to unclear signage. A new trailhead with an improved wayfinding system could enhance public access to the trails and strengthen the connection to the river. Trail enhancements could include amenities such as seating areas, and viewing platforms.
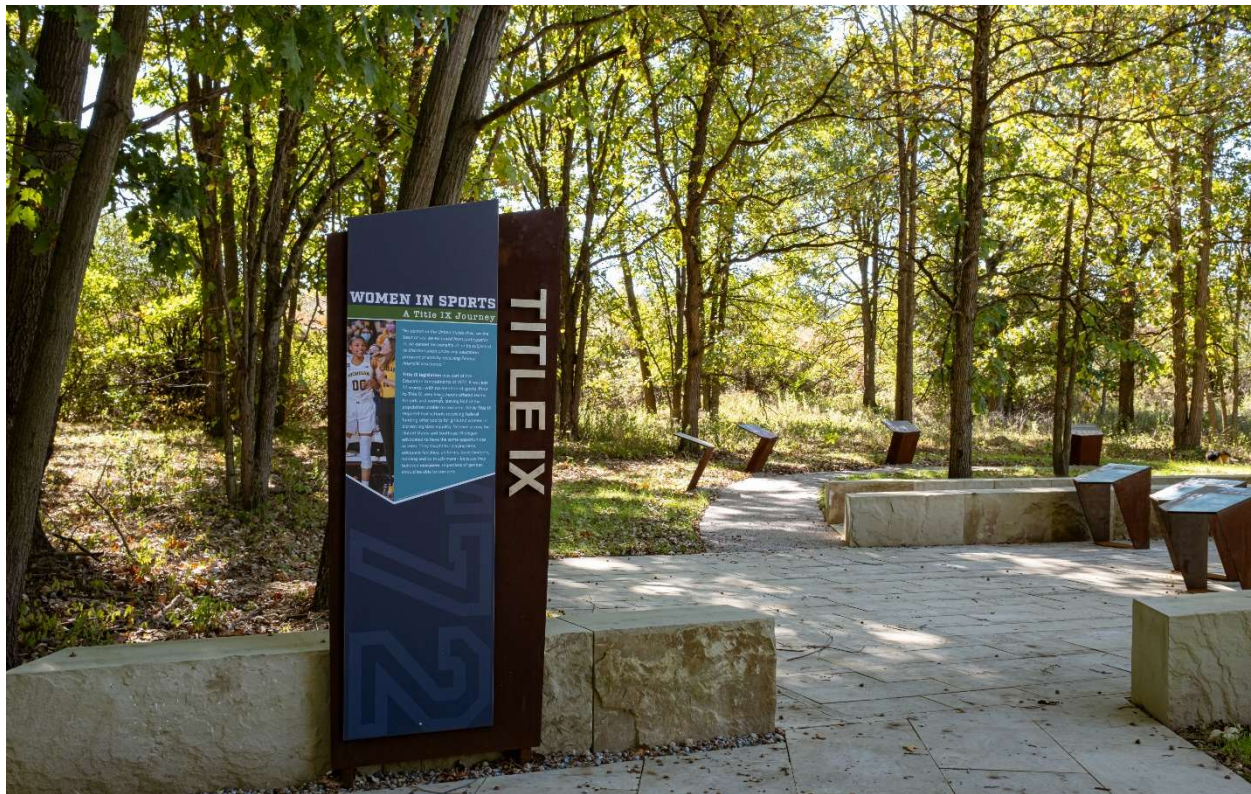
Example of trailhead and placemaking signage (at Riverview Gardens, this could reference the history as a golf course or share the mission of the organization)

Along the natural trails, there are opportunities to create interpretive paths and story walks. Signage can be incorporated to promote ecological learning and support outdoor spaces that encourage education, physical activity, and environmental awareness.

*Example of interpretive signage and placemaking art*

Food truck rally, community meals, cultural festivals, and outdoor yoga or exercise classes could also be promoted in locations along the trails, greenspace, or parking lots to offer active programming and engaging activities for residents.

Public Realm Improvements

Increasing vegetation within the subarea, including adding street trees and plantings where possible, is key to enhancing the public realm and improving the overall experience within the South Oneida Subarea. Utilizing native plants not only supports local biodiversity but also promotes sustainable, low-impact stormwater management. In addition, the streetscape should be equipped with a complete set of pedestrian amenities such as lighting, shaded seating areas, banners, wayfinding signage, trash receptacles, and other fixtures that contribute to a welcoming atmosphere. Efforts should also be made to reduce visual clutter by minimizing billboards, excessive signage, and exposed utilities, ensuring a cleaner and more cohesive streetscape.

The Downtown Streetscape Design Guide provides guidance to ensure the streets of Downtown Appleton are highly multi-modal spaces with shopping and recreation, employment, open space, health and wellbeing, safety, and identity of the downtown area. The subarea transportation should follow the guide with an objective focus on multi-modal transportation.
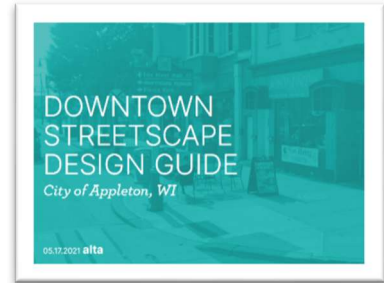
The guide provides guidance on creating an attractive and welcoming public realm.

How to implement public realm improvements

The limited width of the existing right-of-way constrains the ability to fully implement Complete Streets improvements without major roadway reconstruction. Preliminary analysis suggests the corridor could support a reconfiguration that replaces one-way bike lanes with a two-way protected facility. While narrow terraces limit space for landscaping and pedestrian amenities, future redevelopment offers an opportunity to expand the pedestrian zone, creating space for enhancements such as landscaping, seating, and wayfinding.

In the near term, implementing public realm improvements can begin with simple, cost-effective strategies that make an immediate visual and functional impact. Low-cost materials such as epoxied gravel, movable planters, and flexible seating can be used to reconfigure and activate underutilized spaces along the corridor.

Engaging local artists, business owners, residents, and community organizations in the design and construction process fosters a sense of ownership and ensures that the spaces reflect the community's character and needs. Adjacent landowners and businesses can also play a valuable role in the ongoing maintenance, oversight, and programming of these public areas.

While comprehensive improvements often require significant time and resources, near-term interventions such as pop-up public spaces in existing parking lots or vacant parcels can serve as a powerful tool to build momentum and community support. These temporary spaces provide immediate benefits and help lay the groundwork for more permanent investments in the future.

Tree grates allow street trees to be planted in narrow sidewalks, while planting areas can also be incorporated into curb extensions and parking spaces.

Community organizations and volunteer efforts get people invested and create a sense of ownership in their community while also helping to address funding gaps for public space improvements. The Marigold Mile is a charitable organization dedicated to beautifying the City of Appleton by planting thousands of marigold flowers along its streets, while providing community services opportunities to volunteers. The City and the community should continue to support engagement efforts such as Marigold Mile.

Image Credit: Marigold Mile

Greening the Subarea

Large employers—such as St. Elizabeth Hospital—and various commercial establishments in the South Oneida Subarea have expansive surface parking lots. These not only create an uninviting environment for both visitors and residents but also contribute to increased stormwater runoff due to the high proportion of impervious surfaces. This runoff can lead to nuisance flooding and water pollution.

Residents have expressed a desire for more vegetation within the area. In response, the integration of green infrastructure such as street trees, rain gardens, vegetated swales, and bioretention areas—can enhance the visual appeal while mitigating runoff impacts. The use of native plants is recommended wherever possible, as they support local wildlife by providing habitat and food sources. While terrace widths are constrained in this corridor, there may be strategic locations where these could be implemented within the public right of way or in private surface lots.

A regional stormwater facility is planned by the Department of Public Works on the Riverview Gardens property. This location has been strategically selected to effectively capture and manage runoff from the South Oneida Street watershed. The site presents an opportunity to serve as a meaningful community and ecological asset through habitat restoration, enhanced water quality, and accessible open space for public enjoyment. Interpretive features such as educational signage or public art could further enrich the site, telling the story of the watershed.

The images below illustrate several stormwater management techniques and strategies that could be implemented to address runoff effectively and add green to the subarea.

Stormwater Pond

Vegetated Swale

Tree planting

Permeable Paving

Art and Wayfinding

The subarea should integrate art and interactive exhibits to enhance the community character. Specific locations for art within the subarea require further study. The plan recommends that project partners continue to engage with the local art community and project partners to identify potential locations and preferred types of installations. Temporary artwork can be used to generate awareness and build support for future permanent installations.

Image Credit: City of Appleton

Image Credit: Tempe Public Art

Image Credit: Eric Wafers

Image Credit: Konstantin Dimopoulos

6. Recommended actions

Priority

Each action is assigned to a priority level based on how it was prioritized.

Higher priority actions
These actions or initiatives are considered critical to achieving the community's long-term vision and goals. They address urgent needs, have broad community impact, or are foundational to the success of other recommendations. High-priority items should be initiated in the near term (typically within 1–3 years)

Medium priority actions
These items are important to the plan's success but are less time-sensitive than high-priority actions. They support community goals and can be implemented once high-priority actions are underway or as resources become available.

Low priority actions
These actions are desirable but not immediately necessary. They may depend on the completion of higher-priority initiatives or the availability of future funding or capacity.

Goal/Strategies	Lead	Priority
Goal 1: Encourage redevelopment that increases housing supply and supports mixed-use development.		
a. Ensure zoning regulations support mixed-use and high-density residential development.	City	High
b. Redevelop underutilized parcels and parking lots to increase housing supply.	ARA/Private	High
c. Promote funding the façade program and utilization of façade improvement program. Revise the program to incentivize application and use.	Public/Private	Medium
d. Redevelopment at the northern end of South Oneida subarea should focus on creating a walkable, mixed-use area connecting the hospital with riverfront developments.	Private	High
e. Support activation of underutilized frontage along the west side of South Oneida Street area.	Private	High
f. Promote mixed-use redevelopment near St. Elizabeth Hospital to provide housing and amenities for employees, visitors, and nearby residents.	Private	High
g. Strengthen code enforcement efforts to address properties that are poorly maintained, ensuring compliance with property maintenance standards and supporting overall neighborhood character.	City	High

Goal 2: Enhance mobility and neighborhood connections

	Action		
a.	Implement traffic-calming strategies—both tactical and long-term—to improve safety and accessibility.	City	Medium
b.	Improve walkability and mobility along S. Oneida Street within the subarea.	City/Private	Medium
c.	Develop a comprehensive access management plan to reduce driveways, prioritize pedestrian safety, and improve traffic flow, to be implemented during site development or redevelopment.	City/Private	Medium
d.	Improve the safety and usability of bus stops near high-usage areas when developments or redevelopments occur.	City	Medium
e.	Enhance public access to trails within Riverview Gardens	City/Private	High
f.	Enhance the trails with amenities including seating areas and viewing platforms.	City/Private	High
g.	Conduct additional traffic studies aimed at improving the safety and comfort of sidewalks and bicycle facilities along the South Oneida Street subarea. Consider reconfiguring the existing bike lanes into a protected two-way cycle track.	City	Medium
h.	Evaluate locations to improve access to the Fox River for recreational use.	City/Private	High

Goal 3: Improve streetscape and landscaping

	Action		
a.	Increase vegetation and reduce impervious surfaces within the subarea. Provide landscape buffers near roadways during site development and redevelopment.	City/Private	High
b.	Create a complete set of street amenities for pedestrians, including lighting, shade, seating areas, banners, wayfinding, trash receptacles, and other fixtures.	City/Private	High
c.	Encourage art and interactive exhibits.	City/Registered neighborhoods /AASD/Private	Medium
d.	Reduce the visual clutter of billboards, signage, and utilities.	Private	Low
e.	Bury overhead utility lines as part of the site redevelopment process	City/Private	Low
f.	Promote the development of shared grounds to activate the subarea and neighborhoods.	City/Private	Medium
g.	Encourage neighborhood and community events on public/private sites within the subarea.	City/Private	Medium
h.	Evaluate the trail system along the south side of the Fox River to provide connectivity to destinations and other segments of the regional trail network.	City/Private	Medium

i. Continue to support community efforts such as Marigold Mile.	City/Private/ Riverview Garden	Medium

List of Abbreviations:

AASD: Appleton Area School District

ANBA: Appleton Northside Business Association

ARA: Appleton Redevelopment Authority