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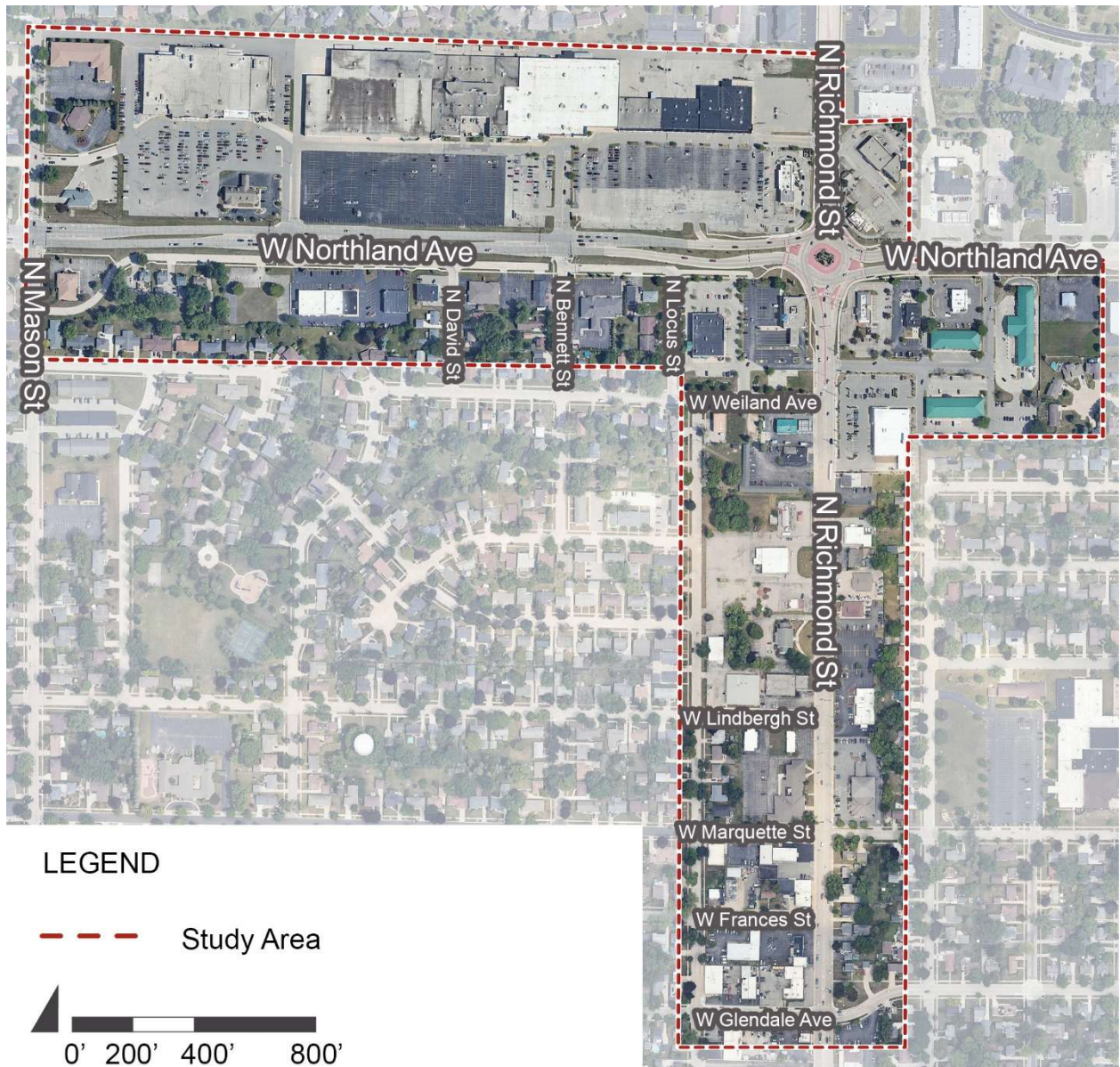
1. Introduction

About Northland Avenue and Richmond Street Subarea

The northern extent of the Northland Avenue and Richmond Street subarea is defined by large-scale suburban commercial development along Northland Avenue, including key commercial hubs such as Northland Mall and Festival Foods, which feature expansive surface parking lots. Along the northern part of Richmond Street commercial corridor, smaller businesses are typically set back from the street, with parking areas positioned in front of the buildings. The older commercial properties in the southern part of the Richmond Street subarea were developed with an urban character.



Existing conditions around the Northland Mall area



Map of the study area of Northland Avenue and Richmond Street Subarea

Key Takeaways from Previous Plans

The 2010–2030 Comprehensive Plan included a focus on the Richmond Street subarea, extending as far south as College Avenue. The current study area includes Northland Avenue area and focuses on the segment of Richmond Street north of Glendale Avenue. 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. The following six takeaways remain a focus for the Northland Avenue and Richmond Street subarea.

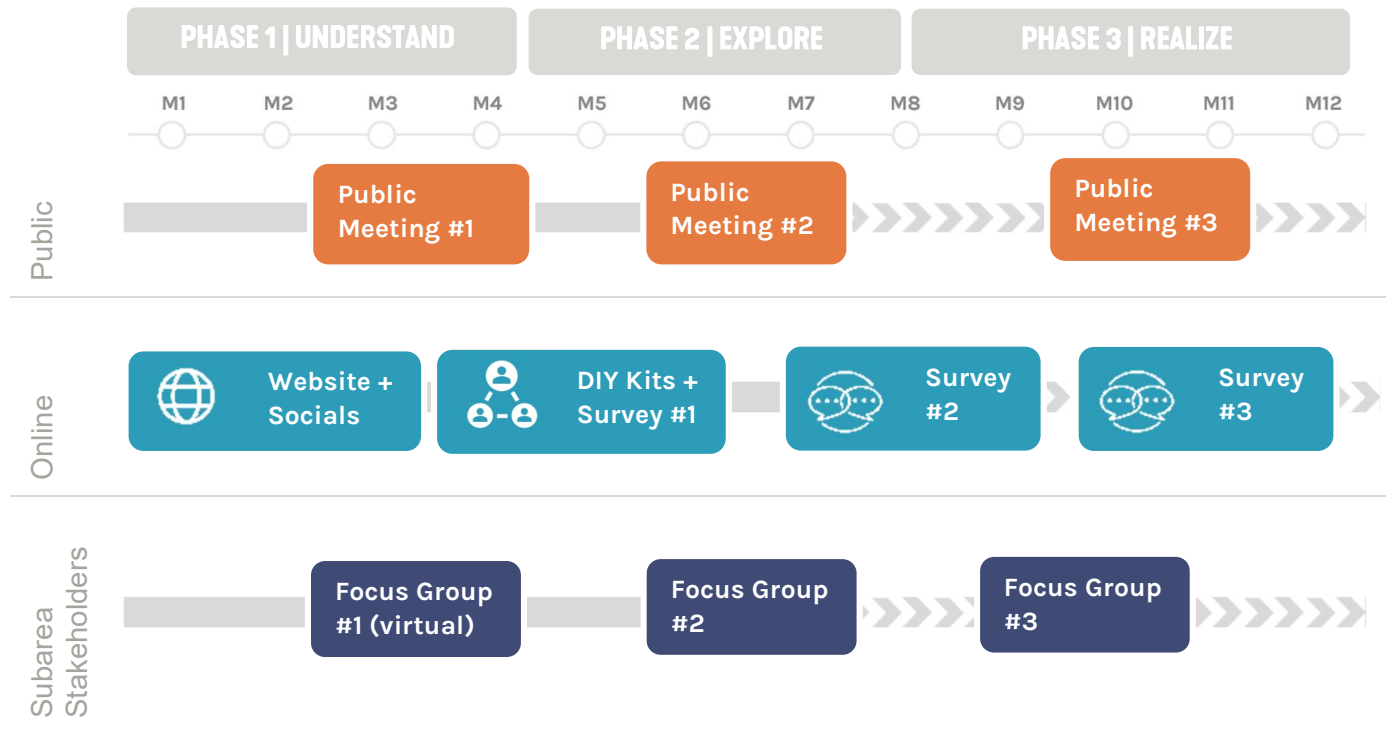
- Enhancing landscaping and streetscape elements
- Promoting mixed-use development
- Redeveloping vacant and underutilized sites
- Encouraging pedestrian-oriented building design
- Supporting transit services
- Promoting sustainable practices



Typical suburban commercial developments along North Richmond Street

Process

Project Timeline and Engagement



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. Community members were invited to participate in an interactive "imaginary developer" exercise using LEGO pieces to envision future redevelopment of the Northland Mall site.



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 meeting to review the plan findings was held in July 2025.



WHAT WE HEARD



Include mixed use housing; add units to revitalize mall.

Create a compelling vision for the Northland Mall; so much potential

The roundabout is difficult to navigate for cars and unsafe for pedestrians.

Extensively green the Northland/ 00 corridor

Make connections across Richmond to connect neighborhoods

Wheelchair accessible sidewalks and curbs

A summary of comments from the public engagement events

Visitor Trends

The average person visited this subarea

6 times

in 2024.

Although the number of visitors has increased by 12.5% since 2022, the frequency of visits has decreased by 7.1% over the same period.



People spent an average of

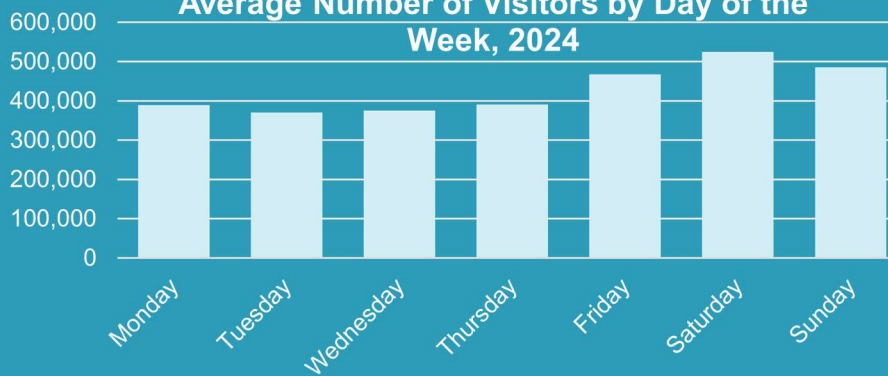
63 minutes

in the subarea when they visited in 2024.

This is long enough to grab a quick casual meal and browse one or two shops.



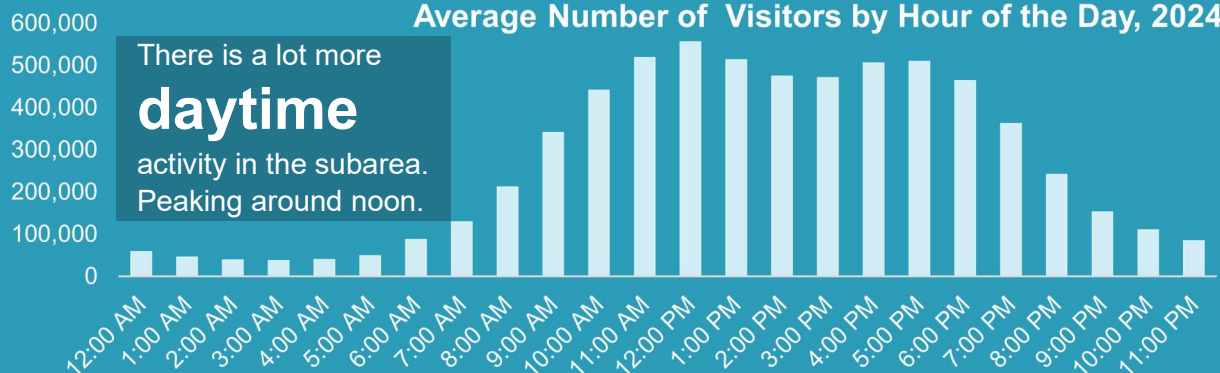
**Northland Richmond Subarea
Average Number of Visitors by Day of the Week, 2024**



There were over **3 million** visits to this subarea in 2024. Saturday was the most popular day for people to stop by.



**Northland Richmond Subarea
Average Number of Visitors by Hour of the Day, 2024**



There is a lot more **daytime** activity in the subarea. Peaking around noon.

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 Northland Avenue and Richmond Street subarea, based on insights gathered through the planning process and community engagement.



See Chapter 3: Development

Development

Encourage redevelopment that increases housing supply and supports mixed-use development.

- Expand housing opportunities and promote redevelopment
- Foster mixed-use and higher density development
- Strengthen community connections and livability with redevelopment
- Support high-quality and cohesive urban design



See Chapter 4: Enhance
Mobility

Mobility

Enhance mobility and neighborhood connections.

- Expand and enhance multi-modal transportation options to improve access and mobility for all users
- Strengthen safety and access for all users and 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 5: Improve
Community Character

Character

Improve streetscape and landscaping.

- Promote sustainable and inclusive development
- Enhance the public realm with landscape and pedestrian amenities
- Create a vibrant, artful, and engaging streetscape and reduce clutter
- Enhancing streetscapes and pedestrian infrastructure within the subarea to make it safe, inviting, and walkable

Opportunities Map

There are several key development opportunities that were identified through the visioning process as opportunities for redevelopment, new development, or site enhancements to enhance the walkability, vibrancy, and residential opportunities of the area.

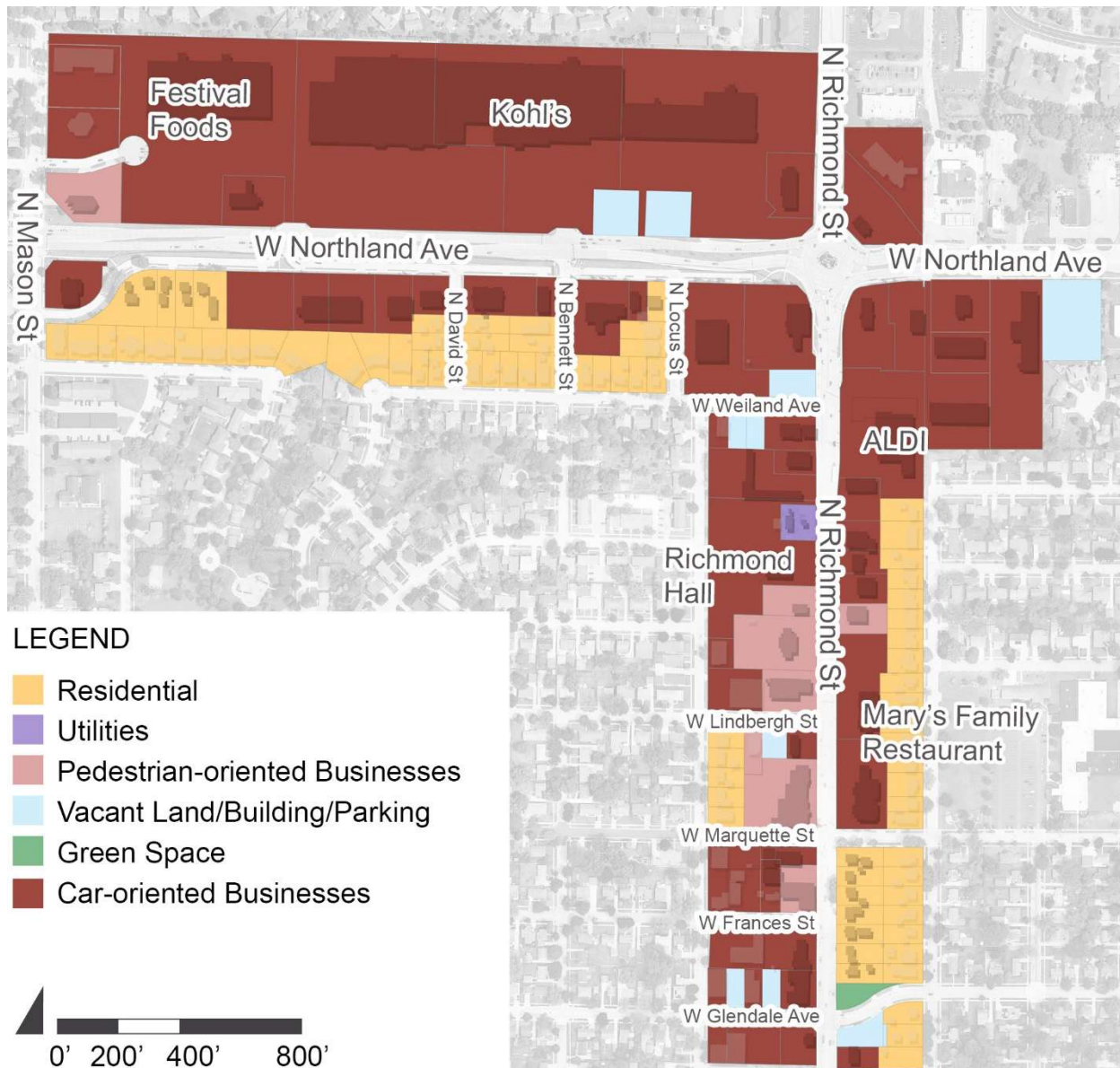
1. Northland Mall Area | Potential for larger mixed-use redevelopment
2. Richmond Hall Area | Enhance Richmond Hall and new housing along Locust Street
3. Neighborhood Connection | Connect existing neighborhoods to Richmond St.
4. Out Lots | Activate the subarea with development along the street frontage
5. Gateway Development Opportunity | Redevelopment that welcome people to the area
6. Redevelopment Opportunities | Potential for infill and redevelopments
7. Roundabout Area | Potential for improvements
8. W Glendale Ave and N Richmond St | Potential for active green space



3. Development

Existing Land Use and Character

Typical car-oriented suburban commercial businesses are the most common type of establishment within the Northland Avenue and Richmond Street subarea. South of W. Marquette Street, on the east side of N. Richmond Street, the subarea transitions into predominantly single-family neighborhoods. Green space and public spaces are limited within the subarea. The subarea's existing land use typologies are described below and illustrated on the map that follows.



Residential

Character

- Mostly single-family homes with traditional architectural styles.
- Front stoops/porches are typical

Strategy

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



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 façade, retain local businesses, improve pedestrian experience with better lighting and landscape features.



Car-oriented Businesses

Character

- Buildings typically have larger setback 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. The redevelopments can have higher intensity land use adjacent to Northland Avenue and Richmond Street and transition to less intensity towards existing neighborhoods. Shared access points should be considered during redevelopment.



Vacant Land/ Building/Parking

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.



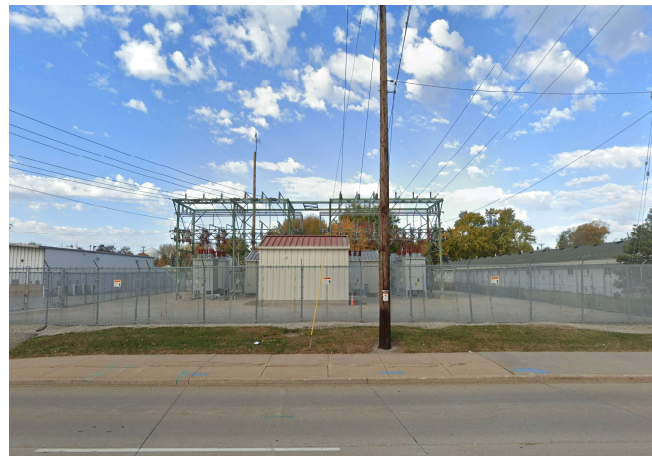
Utilities

Character

- A utility substation with transformers is located along Richmond Street.
- The utility area is fenced with limited access

Strategy

Screen the utilities with landscape and art in the near term. Relocation should be considered in the long term to open up opportunities for other uses.



Development Character

As most existing buildings along Northland Avenue and Richmond Street are commercial establishments, the public has expressed support for higher-density, multi-story development in these areas. New developments should be designed to transition gradually to lower-density residential neighborhoods, maintaining the existing neighborhood character.

The redevelopment should also encourage a diverse mix of housing types to serve residents across a range of income levels. Market-rate housing can be integrated with subsidized or affordable units to foster inclusive, mixed-income neighborhoods.

In addition, the redevelopment presents an opportunity to incorporate a variety of community-valued amenities, such as daycare facilities, winter activity spaces, places for social gathering, and accessible green space.



Mixed-use Mid-Rise

An active, transparent ground floor brings life to the street, fostering connection between indoor uses and the public realm and introduces higher density.



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 density to meet housing demand while preserving the character of surrounding single-family neighborhoods.



Neighborhood Commercial:

Small-scale businesses that serve a residential neighborhood's basic needs, reducing the need to travel longer distances by car.



Townhouse:

The scale of townhouse housing blends into the neighborhood fabric, offering more housing without compromising the subarea's identity.



Pedestrian Friendly Streets

Large scale redevelopment in Northland Mall area presents opportunities to create new pedestrian friendly streets.



Civic Spaces

Accessible and welcoming civic spaces provide opportunities for community gathering, public services, and civic engagement.



Public Green Space

Well-designed public green spaces offer ecological, stormwater infrastructure, and health benefits while enhancing neighborhood livability.

Development Concepts

- 1 The Northland Mall area, currently characterized by large big-box retail stores and expansive parking lots, offers the most significant redevelopment opportunities to establish a vibrant mixed-use center with upgraded community amenities.
- 2 The Richmond Hall area demonstrates the opportunities to create building frontage along both Richmond and North Locust Streets as the parcels on the west side of Richmond Street have a generous depth of approximately 370 feet. Land use in this area can transition from mixed-use development along Richmond Street to the existing residential neighborhoods on the surrounding streets. Enhancements to Richmond Hall could serve as an example for similar building improvements within the subarea.



It is important to note that these concepts are **illustrative only** and all future development would require the **willingness and participation of existing property owners**.

Northland Mall Redevelopment

The Northland Mall area in Appleton covers more than 23 acres of land and presents a strong opportunity for mixed-use redevelopment, particularly due to the large retail buildings in the area. Redevelopment offers a chance to transform this underutilized area into a vibrant, inclusive district that integrates modern neighborhood retail and diverse housing options while supporting the retention of unique businesses that contribute to the area's character and accessibility.

The redevelopment character should retain the "funkiness" of existing spaces that serve local entrepreneurs, artists, and small businesses. This approach encourages new development that adds vibrancy without displacing the cultural and economic fabric that makes the area distinctive.

A mixed-use development presents an opportunity to introduce residential uses into an area currently dominated by single-use retail. Incorporating a variety of housing types can help meet the needs of residents across different generations and income levels in Appleton. The growing residential presence supports the vitality and long-term sustainability of the surrounding commercial spaces.

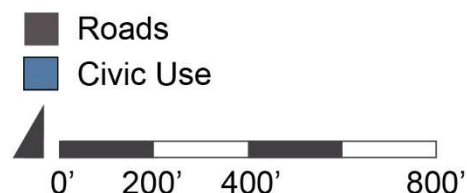
Without thoughtful reinvestment, Appleton risks continued loss of high-demand retail to newer developments in surrounding communities. A targeted and equitable redevelopment initiative would help retain customers, enhance the City's retail offerings, and ensure that Appleton remains a competitive, welcoming, and attractive destination for both residents and businesses.

Possible Land Use Approach



LEGEND

- Townhouses
- Multi-Family Residential
- Mixed-Use
- Proposed Open Space



Possible Phased Approach

The Northland Mall area spans a large footprint with multiple tenants under leases of varying lengths. Given these conditions, a phased redevelopment strategy is recommended and can be tailored to market conditions as redevelopment might occur over time. Phase I could introduce a new "main street" perpendicular to Northland Avenue, establishing a mixed-use development that promotes walkable access. Future phases could introduce a range of housing types with higher-density mixed-use development located at the corner of Northland Avenue and Richmond Street, gradually transitioning to lower-density residential areas adjacent to the existing neighborhood to the north.



This is an illustrative vision intended to inspire future redevelopment. While full-scale, coordinated redevelopment may be more feasible in the long term, current mixed tenancy and varied lease agreements could make phased redevelopment more challenging in the near term.



Promoting Intergenerational Activities Case Study

Community members have expressed a desire for expanded child care options and highlighted the benefits of co-locating child care facilities with senior housing. The redevelopment of the Northland Mall area presents a valuable opportunity to incorporate programming that thoughtfully integrates these complementary uses and fostering intergenerational connections.

Studies by Generations United show that intergenerational activities benefit people of all ages. Children develop stronger language skills, greater empathy, and improved academic performance. Parents and young adults experience reduced stress levels, while older adults show improved cognitive health and decreased social isolation.

Trinity Woods is an intergenerational housing community in northern Milwaukee, established in 2021. The community includes single-mother students, retired School Sisters of Notre Dame, and senior citizens living in a mix of student apartments, assisted living units, and independent living residences. A central “town center” connects all areas and features shared amenities such as a communal spaces—including a daycare center—generations.



Trinity Woods community, image from Trinity Senior Services
library, dining hall, and other encouraging daily interaction across

Strategies to promote intergenerational use:

- Create shared programming: Develop participation from all age groups.
 - Design flexible and accessible spaces. playgrounds, senior centers, and conducive to intergenerational uses.
 - Partner with local schools and senior connect schoolchildren with older adults cultural exchange activities.
- community events that encourage
- Existing public spaces like libraries, community centers can be more
- housing: facilitate programs that through reading, cooking, or other

Brownfield Site Redevelopment

Certain properties, such as laundromats and gas stations, may be classified as brownfield sites due to potential environmental contamination. Property owners and developers are encouraged to collaborate with relevant stakeholders to pursue state and federal funding opportunities—such as EPA Brownfields Grants or programs offered by the Wisconsin Department of Natural Resources (DNR)—to support environmental assessment and redevelopment efforts.

Site Enhancements

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. Facade improvements, additional landscaping, and lighting enhancements can improve the image and pedestrian experience along the corridor.



Richmond Hall existing condition



Richmond Hall area proposed improvements with potential redevelopment in the back

The before-and-after images of Richmond Hall above illustrate strategies that could be applied to other businesses within the subarea. 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

A storefront façade improvement project can take advantage of funding through the City's Business Enhancement Grant, which allows property owners or tenants to make critical exterior upgrades to buildings that are outdated or have suffered from deferred maintenance. The program is administered by the Appleton Redevelopment Authority (ARA) and is designed to encourage investment in commercial properties throughout the City of Appleton. The grant currently does not have a steady revenue stream. The plan recommends that the City promote and explore ways to establish the grant as a consistent resource for businesses.



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

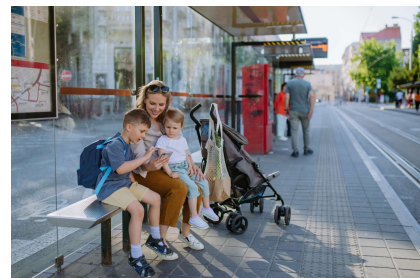
While Northland Avenue and Richmond Street are major transportation roadways and principal arterials connecting multiple destinations in Appleton. The areas along the roadways are also destinations themselves: places where people live and work, attend school, and shop. While accommodating vehicular traffic is important, the future design of the subarea must also be sensitive to residential context and the desire for neighbors to move around the subarea in other ways.

Strengthen Neighborhood Connections

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 Northland Avenue 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.



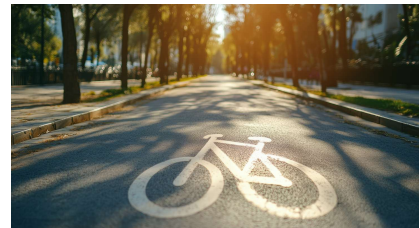
Bus stop seating example

Enhance Connectivity

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. Pedestrian access to grocery stores like ALDI is currently limited due to fencing and site layouts that prioritize vehicle circulation. A direct connection from Erb Street would improve walkability, reduce travel distance on foot, and enhance accessibility for those without cars.

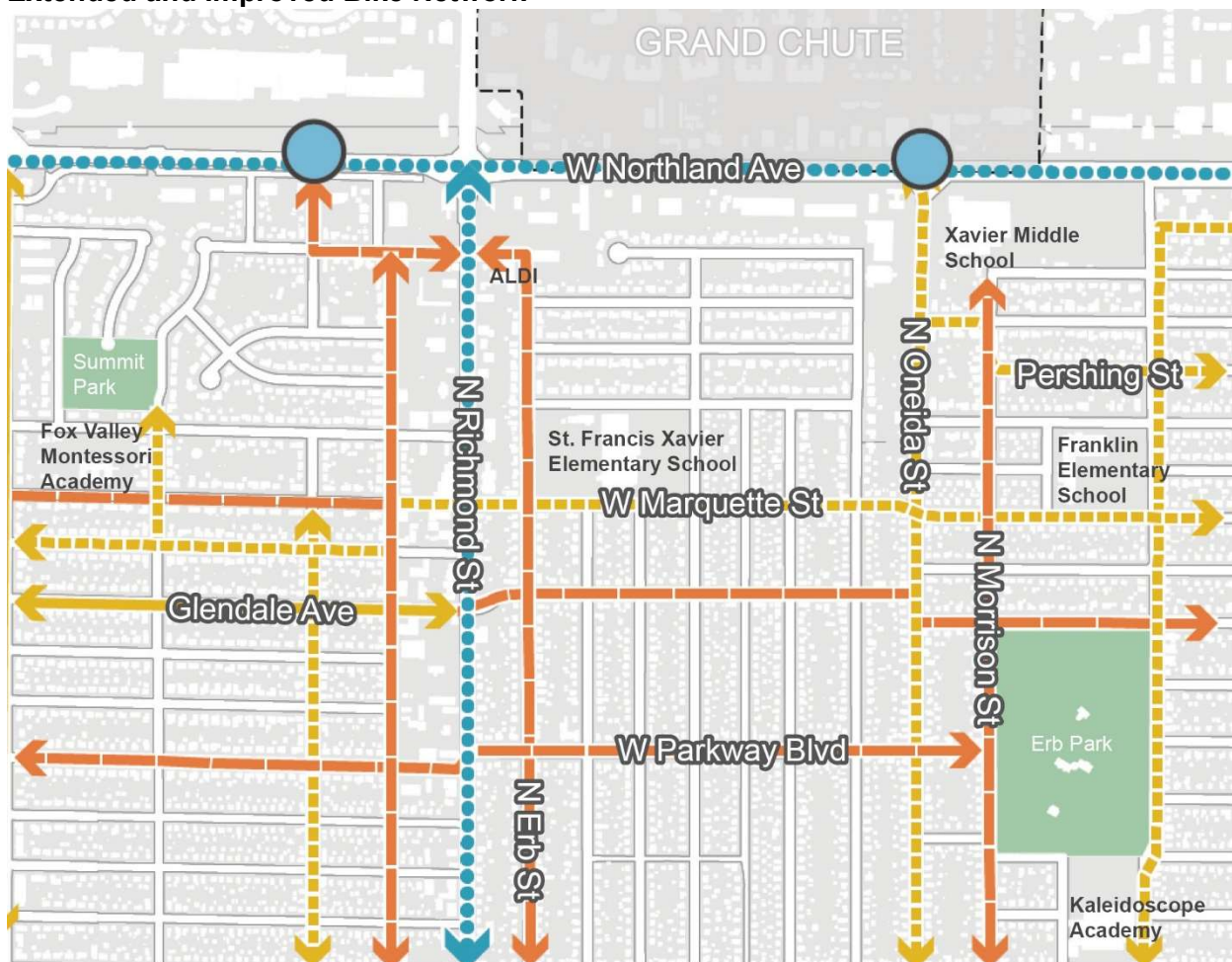


The fence around ALDI creates a barrier for access



Some neighborhood streets should allow bike to use the whole lane

Extended and Improved Bike Network



LEGEND

	Existing Bike Lane		Neighborhood Bike Route
	Proposed Bike Lane/Route		Parks
	Improve Streetscape & access		Improve Crossing

Suggested bike lane extensions and bike-friendly streets

Currently, there is no dedicated bicycle infrastructure along Northland Avenue and Richmond Street within the subarea. While existing bike lanes are present on West Glendale Avenue west of Richmond Street, this infrastructure should be extended east of Richmond Street to strengthen the connection to Erb Park and improve overall neighborhood connectivity.

Additional neighborhood streets—such as West Marquette Street, West Parkway Boulevard — should also be promoted as bike-friendly neighborhood routes. This can be achieved through signage and markings that encourage cyclists to use these streets and alert drivers that bicycles are permitted to take the full lane. These improvements will create a safer, more connected environment for cyclists of all ages and abilities.

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.

The design guide provides guidance to ensure the streets of 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.



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, boulders, and barriers. The community can test ideas such as lane reductions, new bike lanes, or temporary buffers on streets before making permanent investments.

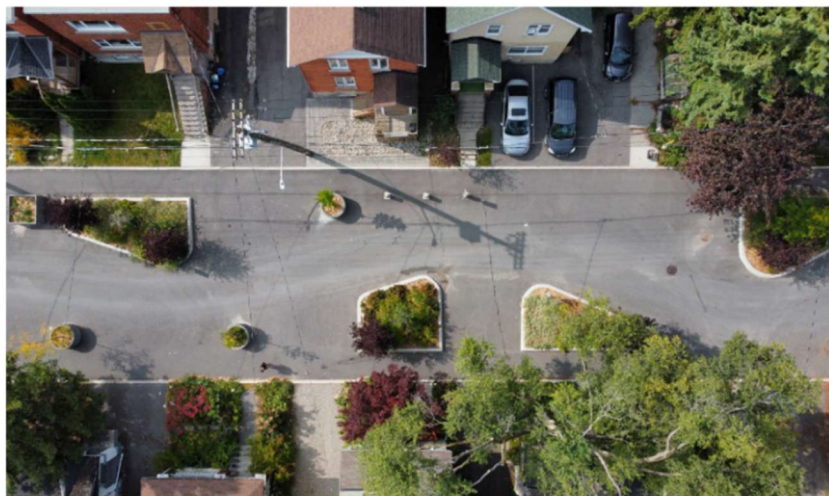


Image credit: Appleton Complete Streets Design Guide

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 had voiced a strong desire to make the Northland Avenue and Richmond Street subarea to be more walkable in the future with stronger connections between neighborhoods, improved sidewalks, shade trees. A lot of the changes would require the reconfiguration of the street to allocate more space to walking and biking facilities, dedicated protected bike lanes.

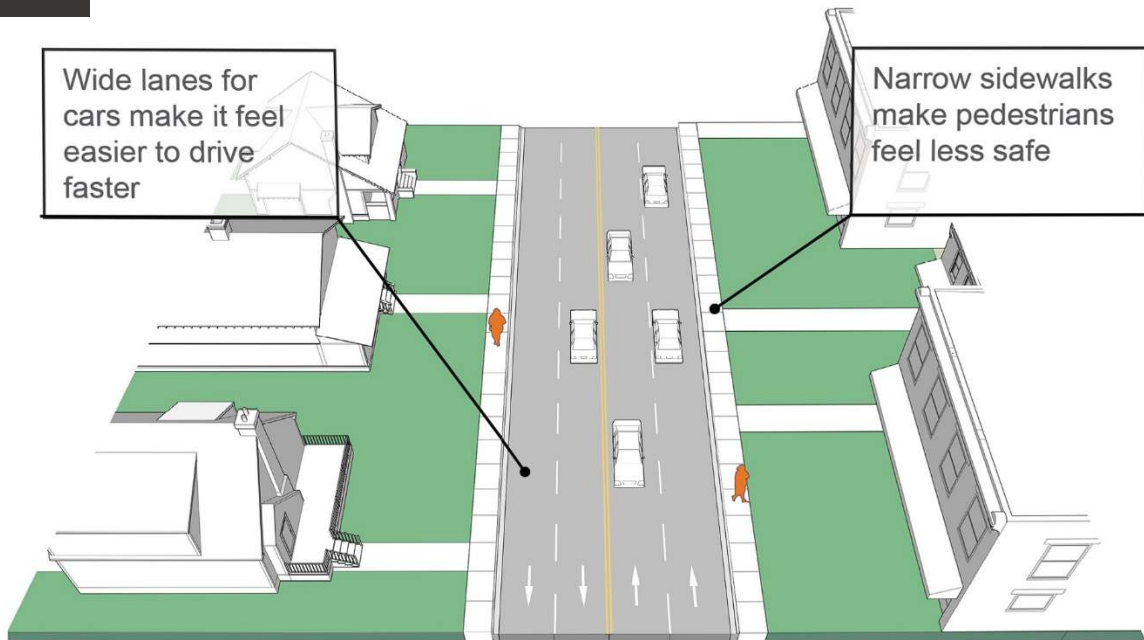
As a planning-level study, the recommendations are high-level in nature and intended to set the desired direction and nature of improvements with public engagement. The exact road configuration and details for the Richmond Street and Northland Avenue design will require further study. Future studies should consider:

- 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

Existing



Future

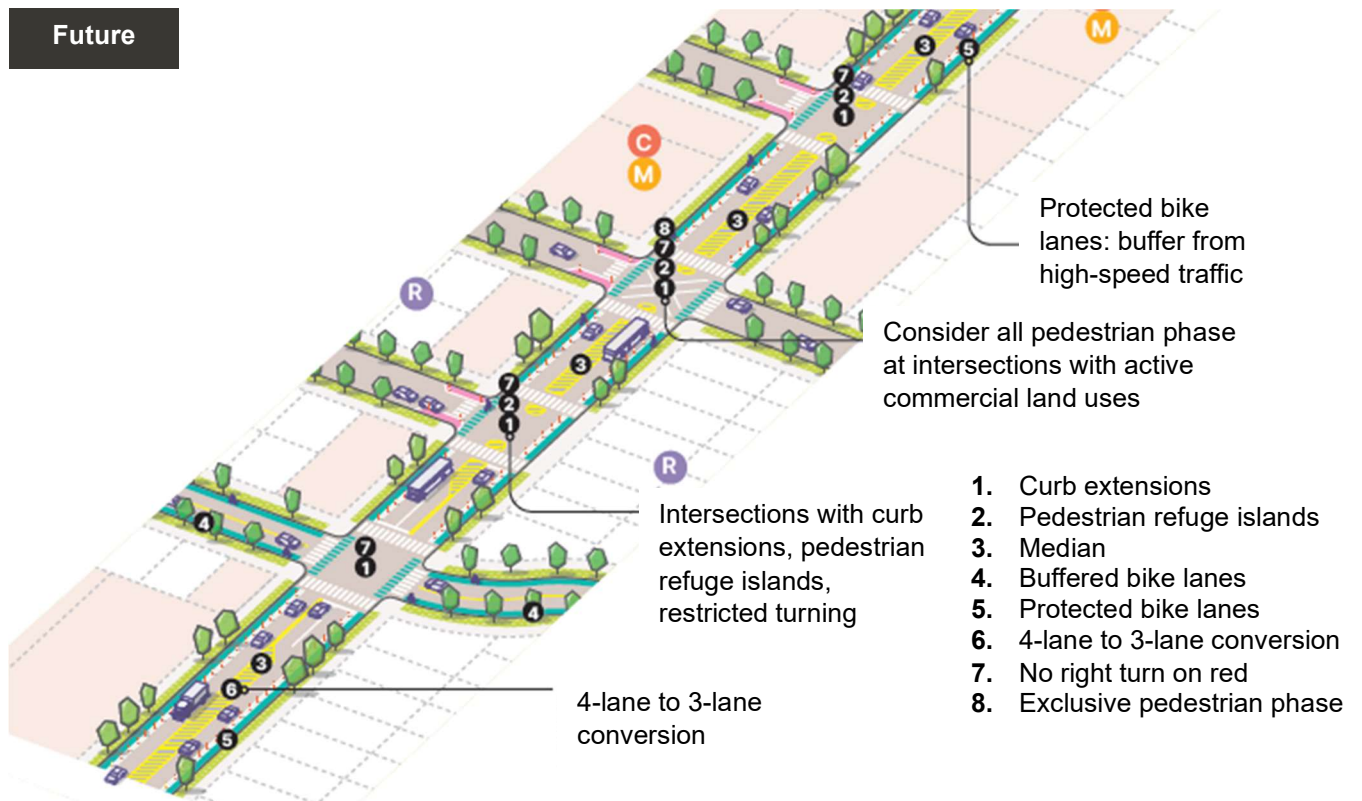
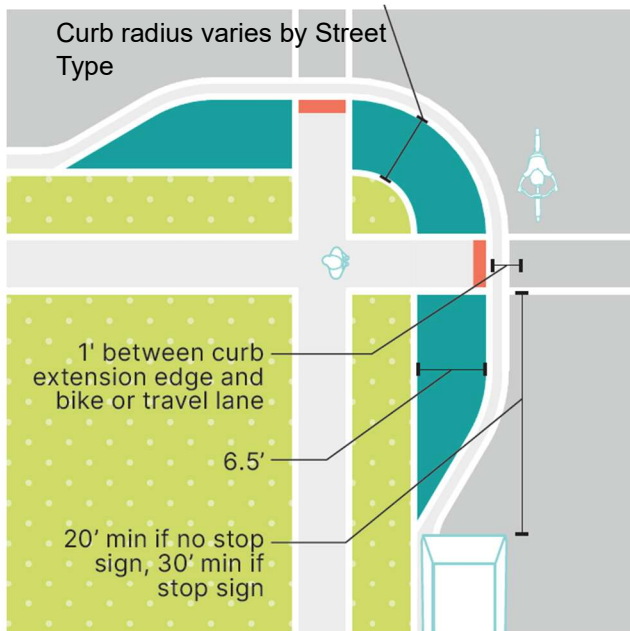


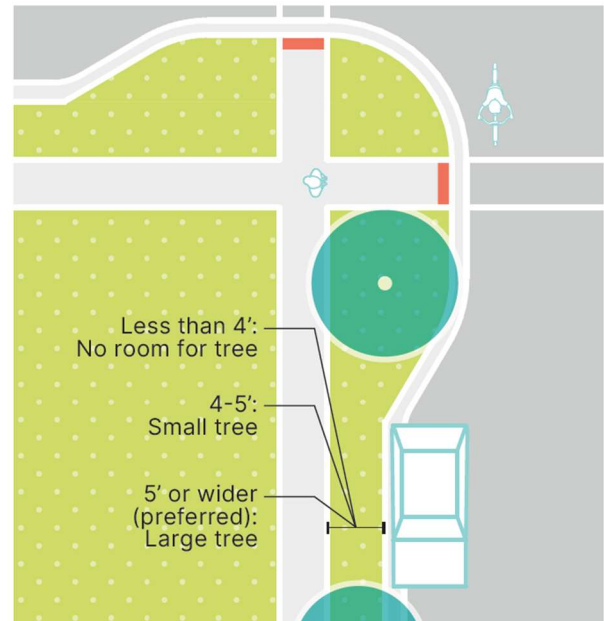
Image credit: Appleton Complete Streets Design Guide

Traffic Calming Measures

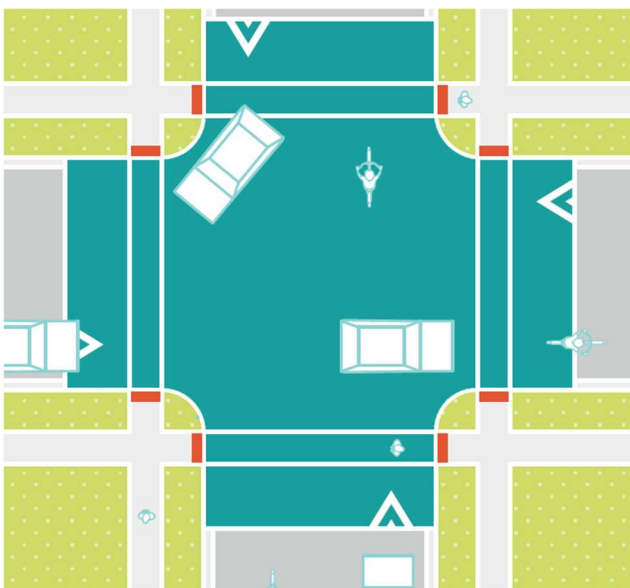
The application of traffic calming measures depend on design features, maintenance considerations, and specific locations. There is no one-size-fits-all approach. The images below highlight the design elements may be used for traffic calming.



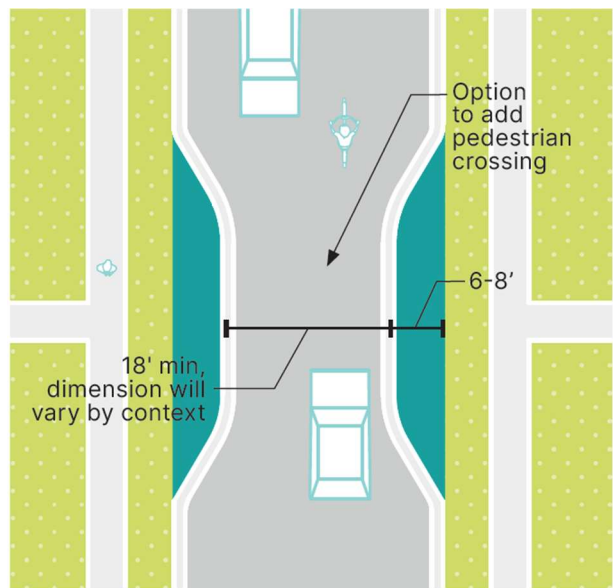
Curb Extensions



Street Trees



Raised Intersections

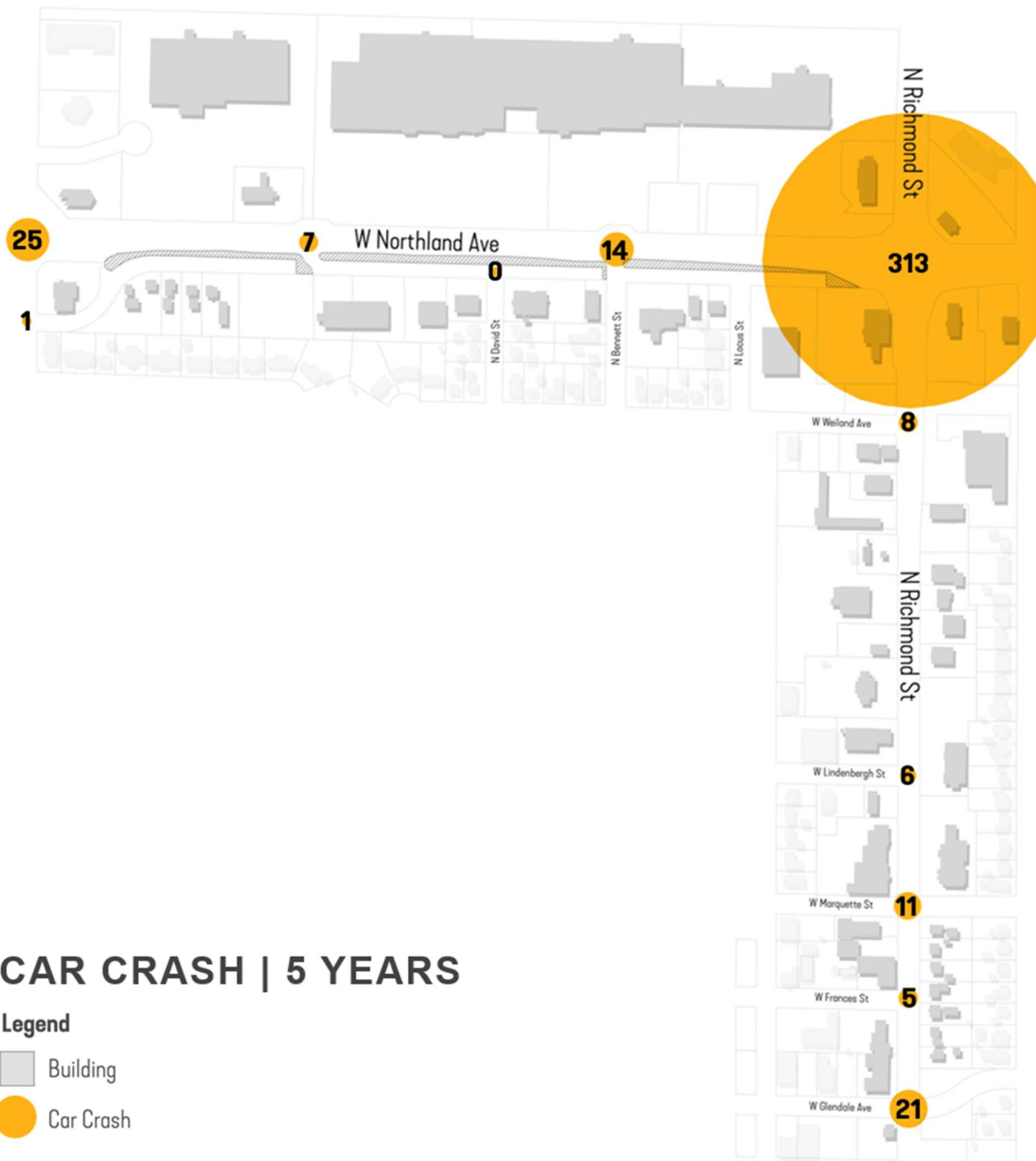


Pinchpoint

Image credit: Appleton Complete Streets Design Guide

Improve the Roundabout

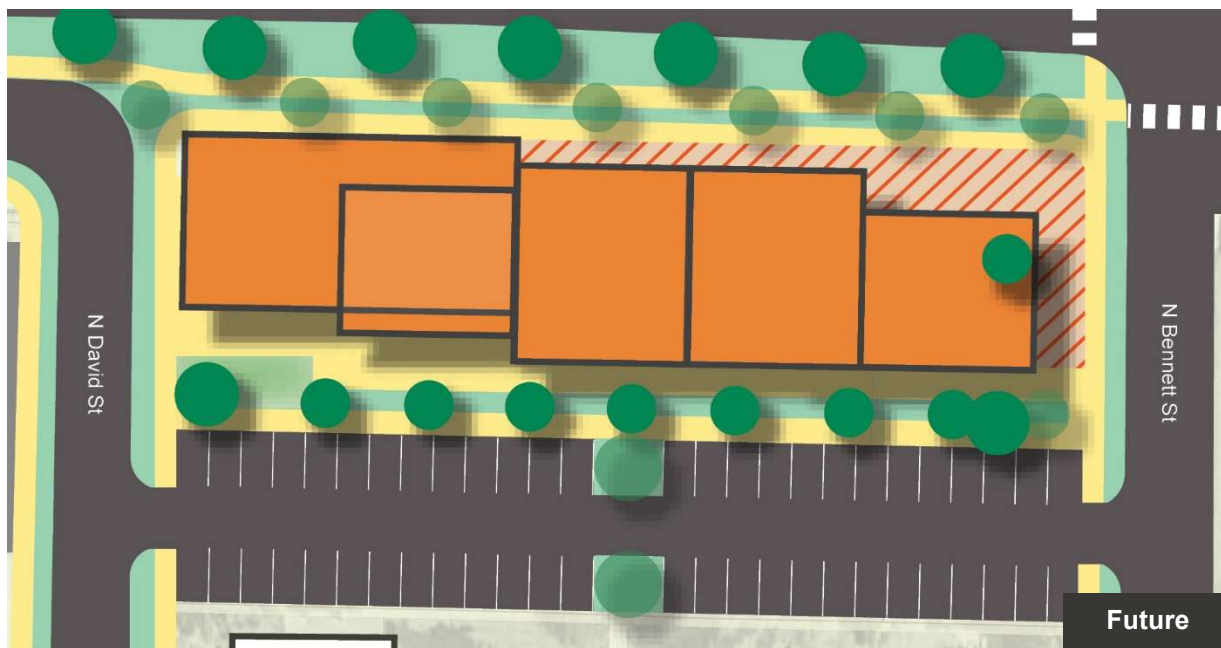
The roundabout at the intersection of Northland Avenue and Richmond Street continues to be a location with a high number of accidents, even after its implementation aimed at improving safety. The intersection had a record of being dangerous prior to the roundabout's installation, and while the new configuration has not eliminated crashes, it has significantly reduced the severity of incidents, including serious injuries and fatalities. Further studies are recommended to explore additional measures that could reduce the number of collisions and make the intersection safer for all users.



5 - year Car Crash map 2018 - 2023 - Source: City of Appleton Road Crash Data

Reimagine the Frontage Road

Future developments along the southern side of Northland Avenue could incorporate rear parking access, offering a more efficient circulation pattern. In this scenario, the existing frontage road may become redundant. Its removal or conversion to non-motorized uses such as a shared path for pedestrians and cyclists would support walkability and enhance the public realm along the frontage road.





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 Northland Avenue and Richmond Street area 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.

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 Northland Avenue and Richmond Street 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 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. While there is limited space for landscaping and pedestrian amenities, future redevelopment and road reconfiguration offers an opportunity to expand the pedestrian zone, creating space for enhancements such as landscaping, seating, and wayfinding.

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.



Pedestrian amenities include the seating area, wider sidewalks, and landscaping.



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

Greening the Subarea

The Northland Avenue and Richmond Street Subarea is characterized by expansive surface parking areas. 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 infrastructures 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.

The images below illustrate several stormwater management techniques and strategies that could be implemented in the subarea to address various sources of runoff effectively and add greenery to the subarea.



Bioretention



Vegetated Swale



Tree planting



Permeable Paving

Neighborhood Pocket Park

The small parcel at the intersection of Glendale Avenue and Richmond Street could be reimagined as a welcoming green space that serves as a buffer and a neighborhood landmark. Though its size and proximity to a state highway make it unsuitable for active play, the space will be designed as a passive gathering area where nearby residents can relax and connect. A mix of native plantings, ornamental grasses, and low-maintenance landscaping could create a visually appealing buffer along the roadway, while a small paved area with benches and a table can offer a quiet spot for rest or lunch. A public art installation or sculpture could anchor the space, acting as both a neighborhood identifier and a visual draw for passersby.

Additional improvements, such as enhanced lighting and an extended sidewalk or multi-use path, will connect the space with its surroundings, making it more accessible and inviting. Together, these elements will transform an underutilized lot into a distinctive, attractive pocket park that adds character, green space, and a sense of belonging for the neighborhood

Benches, lighting and
other furnishings



Potential landscape
improvement



Sidewalk extension



Existing green space at the intersection of Glendale Avenue and Richmond Street

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. Evaluate the creation of a TIF district for Northland Avenue and Richmond Street subarea.	City	Medium
e. Redevelop the Northland Mall area into a vibrant mixed-use destination combining housing, retail, parks, and civic space.	Private	Medium
f. Incorporate year-round programming and intergenerational uses into the Northland Mall redevelopment plans	Private	Low
g. Support development that accommodates a variety of income levels. Encourage a mix of different housing types, including rowhouses and small apartment buildings in the Northland Mall redevelopment and throughout the subarea.	Private	High

h. Encourage retail spaces designed to accommodate smaller tenants, particularly those under 25,000 square feet.	Private	Medium
i. 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

a. Implement traffic-calming strategies—both tactical and long-term—to improve safety and accessibility.	City	Medium
b. Improve walkability and mobility along Northland Avenue and Richmond 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 safety and usability of bus stops near high-usage areas when developments or redevelopments occur.	City	Medium
e. Create direct pedestrian connections between neighborhood destinations, including grocery stores like ALDI. Enhance neighborhood connections through an extended and improved bike network.	City/Private	Medium
f. Create a pedestrian-friendly environment in the Northland Mall area redevelopment.	City/Private	Medium
g. Implement plans and principles from the Complete Streets Guide	City/Private	Medium
h. Conduct a comprehensive traffic study for Northland Avenue and Richmond Street Subarea to evaluate strategies for improving overall safety and traffic efficiency, with a particular focus on the roundabout and its surrounding intersections.	City/County/ WisDOT	High
i. Replace frontage road with landscaped areas and non-motorized access routes, such as pedestrian and bicycle pathways, by providing rear parking access as part of future redevelopment efforts.	City/Private	Medium

Goal 3: Improve streetscape and landscaping

a. Increase vegetation and reduce impervious surfaces within the subarea. Provide landscape buffers near roadways during site development and redevelopment.	City/ ANBA/ 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/ ANBA/ Erb Park Neighborhood	Medium

	/AASD/Private	
d. Reduce 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. Collaborate with local neighborhoods and businesses to enhance the greens pace at the intersection of Glendale Avenue and Richmond Street to provide community amenities.	City/ANBA/ Erb Park Neighborhood	Medium
g. Promote the development of new community gathering spaces in the Northland Mall redevelopment site.	Private	High

List of Abbreviations:

AASD: Appleton Area School District

ANBA: Appleton Northside Business Association

ARA: Appleton Redevelopment Authority