



## REPORT TO CITY PLAN COMMISSION

**Plan Commission Meeting Date:** October 21, 2013

**Plan Commission Informal Public Hearing Date:** October 7, 2013  
*(Held)*

**Common Council Meeting Date:** November 6, 2013

**Item:** Street Name Change - South Jackman Street to West Water Street and South Drew Street to East Water Street.

**Case Manager:** Don Harp

### GENERAL INFORMATION

**Owner/Applicant:** The request was initiated by the City Plan Commission pursuant to Aldermanic Resolution #17-R-13/Martin which reads as follows:

"Whereas, Appleton's waterfront is becoming an economical attraction throughout NE Wisconsin as a walking and biking destination, and

Whereas, State Street is a bike route from Prospect Avenue to Wisconsin Avenue and Drew Street north of College Avenue has bike lanes, and

Whereas, way-finding signs and complete streets are important for ease of directions;

Now, therefore, be it resolved that the Municipal Services Committee and City Council redefine Water Street to go from State Street on the west end to College Avenue on the east end."

**Proposed Street Name Change:** South Jackman Street to West Water Street and South Drew Street to East Water Street.

### BACKGROUND

Alderman Martin requested the attached email from Sue Bogenschutz, dated October 14, 2013 be provided to the City Plan Commission. (See Attached)

Alderman Coenen withdrew her name from Resolutions #17-R-13.

At the October 7, 2013 Plan Commission meeting, the Commission held this item until the October 21, 2013 meeting to allow staff time to provide options to the Commission regarding recognizing Cyrus Jackman. The following options are for the Commission's consideration:

1. (Street Name Sign) Continue to recognize Cyrus Jackman by recommending Jackman Street bear the Jackman name.

2. (Sidewalk Poetry Program) Stamp a narrative about Cyrus Jackman's historical or cultural impact on the City in a sidewalk panel.



3. (Honorary Trail Name Sign) Recognize Cyrus Jackman by naming and signing the trail connection between Lutz and Vulcan Heritage Parks after him. It is anticipated the construction of the trail will take place in 2017 per City of Appleton 2014 Budget Capital Improvements Program Project Request "Riverfront Initiatives"
  4. (Bridge Naming) Recognize Cyrus Jackman by naming and signing the Prospect Avenue over Jackman Street bridge. The construction of the Prospect Avenue over Jackman Street bridge is planned to take place in 2015.
- According to City data, South Drew Street has been in existence since 1853 pursuant to The Three Villages Plat and Jackman Street has been in existence since 1872 pursuant The 1872 Official City Map.
  - It appears Jackman Street was named after Cyrus Jackman. According to the Old Third Ward Neighborhood Association's website, Cyrus Jackman was listed as a tavern keeper in the 1850 census for Grand Chute, along with his wife Caroline and five children. Jackman owned the first hotel in the Village of Grand Chute. Also, it has been said that Jackman Street is the remnant of a portage trail leading around the Grand Chute in the Fox River. The portage began at West Water Street, came up Jackman Street to Prospect Avenue, continued west to Front Street over to Pierce Park then down the hill to Lutz Park.
  - Public notices announcing the informal public hearing were sent to the property owners whose street addresses are subject to change and property owners within one hundred (100) feet of the proposed street name change pursuant to the Street Renaming Procedure. The public notice was also posted at City Hall for other interested citizens.

**STAFF ANALYSIS**

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**West Water Street and Jackman Street (Looking west from the bottom of the hill)**



**Jackman Street (Looking north from the bottom of the hill)**



### Effectuated Property Owners and Buildings:

According to City data, the follow three (3) properties along South Jackman Street would be subject to an address change:

Property owner name	Existing Property address	Proposed Property address
John and Karen Gibson	710 South Jackman Street	710 West Water Street
John and Karen Gibson	712 South Jackman Street	712 West Water Street
Robert ad Debra Rewalt	714 South Jackman Street	714 West Water Street

According to City data, the following building along South Drew Street would be subject to an address change:

Property owner name	Property address	Proposed Property address
Lawrence University	115 South Drew Street	115 East Water Street

There are a total of four (4) buildings that would be affected by the proposed street name changes. Consequently, address changes will be required, thus, it is anticipated that the current owners and tenants may be inconvenienced due to a street name change, if approved.

### Street Renaming Criteria:

1. According to the Street Renaming Policy, if over fifty (50) percent of the property owners whose property address is proposed for change objects to the proposed street name change, the proposed street renaming request *shall be automatically denied*, according to the standards for street renaming.
  - *Property owner* means a person, individual firm, association, syndicated or partnership that appears on the recorded deed of the lot.
  - Staff *has* received objections from the property owners on Jackman Street whose property address is proposed for change. (see attached)
2. According to the Street Naming Policy, street names shall conform to the "Street Name Standards". The name Water Street meets these standards. One street name for ninety (90) degree angle streets that have a T intersection (have no extension past the intersection) shall consist of one street name. South Jackman Street currently does not extend past its intersection with South State Street, therefore, renaming South Jackman Street to West Water would satisfy this policy. South Drew Street currently does not extend past its intersection with West College Avenue, therefore, renaming South Drew Street to East Water Street would satisfy the policy.
  - Deviations from the street naming stands can be approved by the Common Council after recommendation by the Plan Commission.
3. 17-25 (e) *Street names*. New streets names shall not duplicate in fact or sound substantially similar to the names of existing streets in the City or its extraterritorial jurisdiction, but streets that are continuations of others already in existence and named shall bear the name of the existing street, except if the continuation changes alignment approximating ninety (90) degrees from its

original direction, then a new name may be required by the Common Council after recommendation by the Plan Commission.

**Fiscal Impact:** The cost to purchase and install the replacement of three (3) street name signs is estimated at approximately \$700 according to the Department of Public Works, Engineering Division.

**2010-2030 Comprehensive Plan:** The 2010-2030 Comprehensive Plan has no impact on this request.

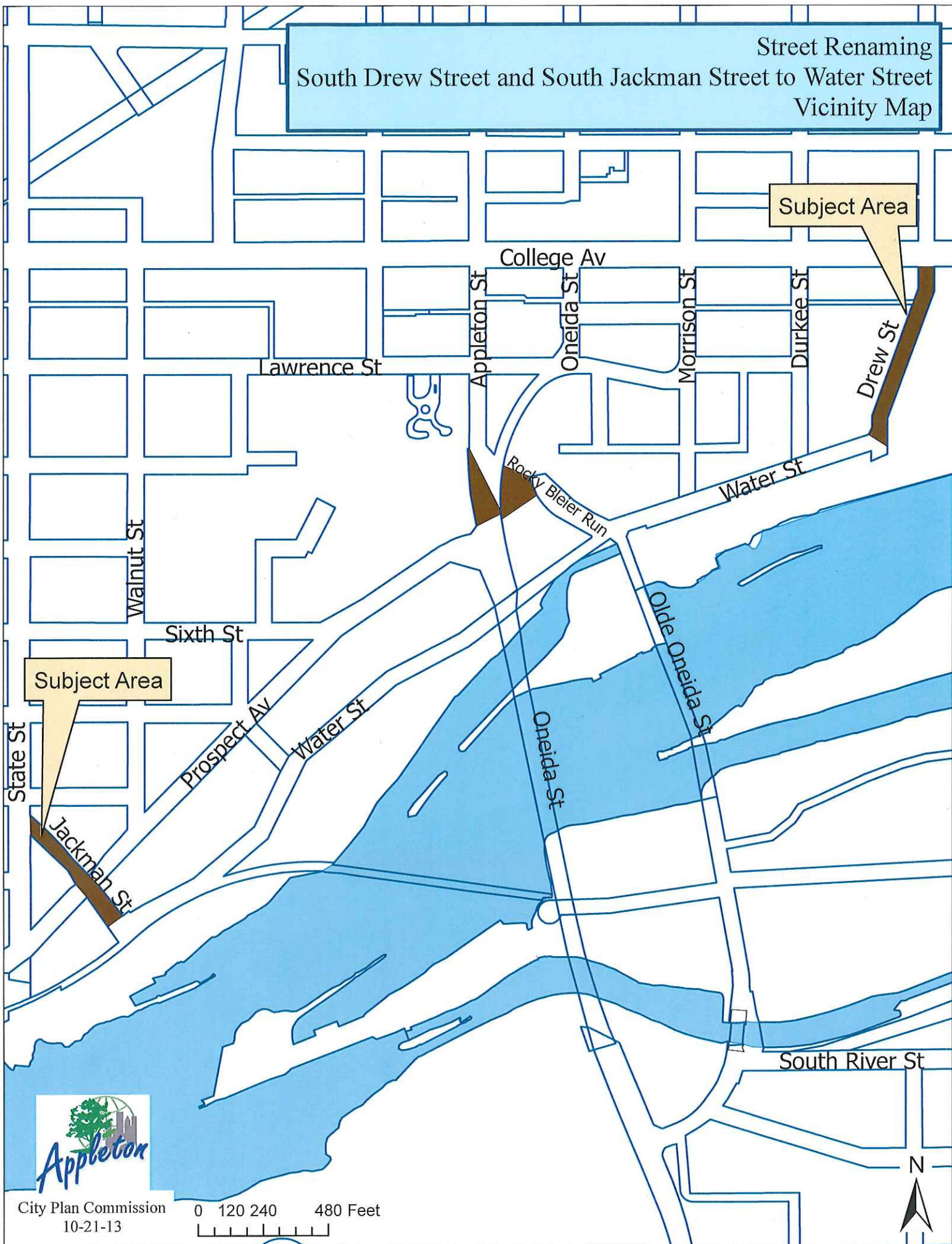
**Technical Review Group Report (TRG):** This item was discussed at the September 2, 2013 Technical Review Group meeting. No negative comments were received from participating departments. According to the Appleton Police Department, they have no issues or concerns.

## **RECOMMENDATIONS**

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1. Staff finds that the proposed street name change from South Drew Street to East Water Street satisfies the street renaming criteria. Staff recommends this portion of Resolution #17-R-13/Martin **BE APPROVED** as requested.
2. Staff finds that the proposed street name change from South Jackman Street to West Water Street does not satisfy the street renaming criteria because over fifty (50) percent of the property owners whose addresses are subject to change objected to the proposed street name change. Staff recommends this portion of Resolution #17-R-13/Martin **BE DENIED** as requested.

Street Renaming  
South Drew Street and South Jackman Street to Water Street  
Vicinity Map

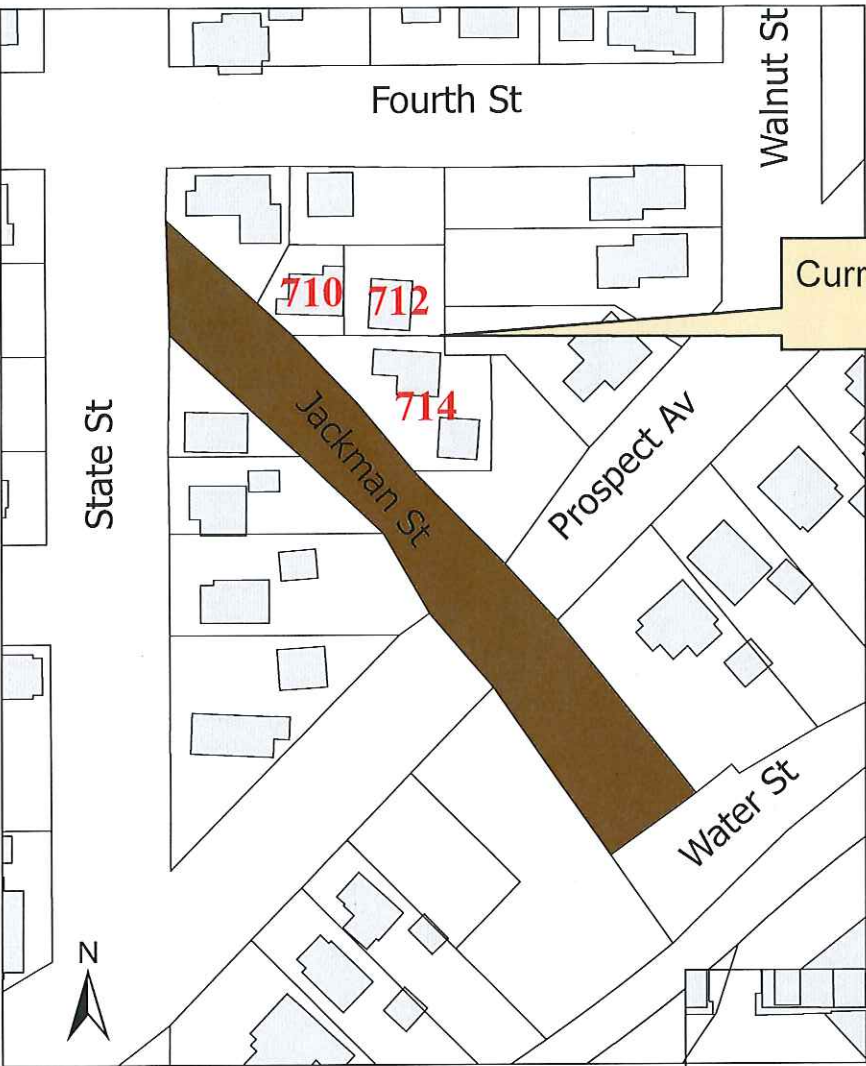


Subject Area

Subject Area

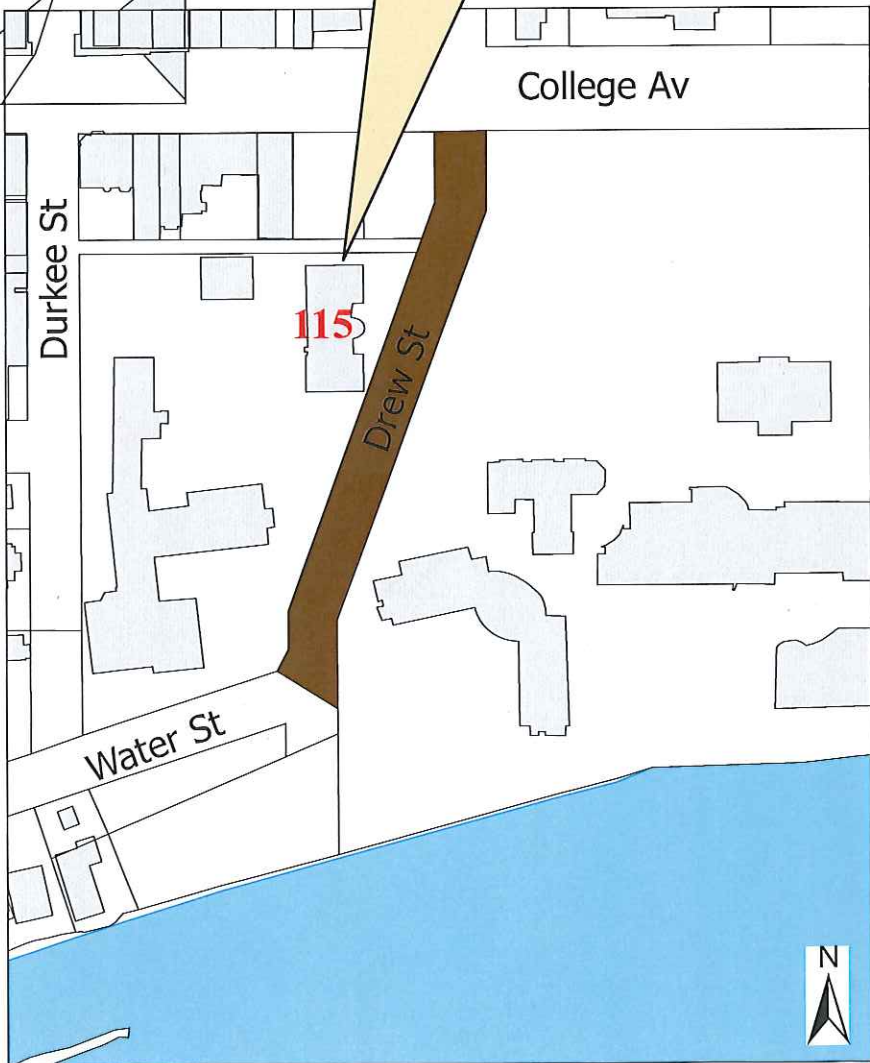


Street Renaming  
South Drew Street and  
South Jackman Street to Water Street



Current South Jackman St.  
addresses

Current South Drew St.  
address



**Charlene Peterson**

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**From:** Joe Martin  
**Sent:** Monday, October 14, 2013 11:03 AM  
**To:** Charlene Peterson  
**Subject:** e-mail

Can you please add this e-mail letter from a business on Water Street. To the 10/21 City Planning Commission file. Thank you

**RECEIVED**

**OCT 14 2013**

**CITY OF APPLETON  
COMMUNITY DEVELOPMENT**

- Conversation started today
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10:16am

**Sue Bogenschutz**

Dear Joe,

Thank you for submitting the resolution to rename the following:  
Jackman Street from South State Street to West Water Street  
South Drew Street from East College Avenue to East Water Street  
and East and West Water Street  
to Water Street.

We here at Atlas Coffee Mill understand and appreciate the history associated with street names, but also know that many streets in Appleton and other cities have been renamed throughout the years for a variety of reasons. For instance:

Carver Street is now called Prospect Avenue. In fact Carver Street met up with Second Street east of Mason Street then journeyed through Front Street & Prospect Street before finally finally opening the section from Locust to State and becoming what we now know as Prospect Avenue.

Cherry Street is now known as Memorial Drive. Memorial Drive runs south from College Avenue, but north of College Avenue it is called Richmond Street.

Edwards Street, Fisk Street, Market Street, High Street, Smith Street, Main Street, South Division Street, and New Streets have either been renamed or are now non-existent.

Pearl Street has mostly disappeared but a portion of it remains as Rocky Bleier Way

Most of the streets were originally named for someone or something that was important at the time, much like Jackman Street being named for Mr. Jackman. Although it is my belief that we need to honor the past, we are also driven to move forward. Indeed, rich with history, Appleton is a community that blends passion for the future with devotion for its past.

While placing signage directing people to Water Street may work, my proposal is to rename the streets as written in the resolution, and place a plaque, plant a tree with a plaque at its base, or place a bench with a plaque, either at the State Street intersection or at the current Water Street / Jackman Street intersection. Atlas Coffee Mill would be most happy to fund the plaque / bench / tree. In polling customers who visit the riverfront, all have been in favor of renaming the streets and to date no one has voiced an objection other than the current dialogue presented by Third Ward constituents. And while we respect their thoughts, we encourage our friends who live on the bluff and beyond to join with us as we



move forward in an effort to help others find the riverfront with ease rather than having to look for yet more signage.

Love, Hugs, and God Bless!

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Sue Bogenschutz, Proprietor Atlas Coffee Mill Cafe ~ Boutique ~ Art Gallery "best kept secret on the riverfront" 425 W. Water St. - Suite 100 Appleton, WI 54911 920-734-6871 FAX 920-734-6661

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- visit us on the web at [www.atlascoffeemill.com](http://www.atlascoffeemill.com)

We live @ 714 S. Jackman St.  
I do not want the name  
of the street to change.

Debra J. Rewalt  
~~Mrs C Rewalt~~

**RECEIVED**

OCT 15 2013

CITY OF APPLETON  
COMMUNITY DEVELOPMENT

RECEIVED

OCT 15 2013

CITY OF APPLETON  
COMMUNITY DEVELOPMENT

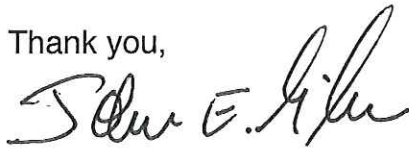
October 14, 2013

To: City of Appleton Wisconsin

As the owners of the properties 710 and 712 Jackman St. in the city of Appleton, we want to voice our opinion to keep the street known as Jackman to remain Jackman for both historical and convenience purposes. It would be a hardship for our tenants as well as ourselves to change the name.

Please consider our request.

Thank you,



John and Karen Gibson

1475 N. Lake St.  
Neenah WI 54956