



REPORT TO CITY PLAN COMMISSION

New information is in bold and *italics*

Plan Commission Meeting Date: *May 21, 2019*, April 23, 2019 (*Held*)

Common Council Meeting Date: *June 5, 2019*

Item: Alley Street Naming – Various Locations Throughout the City

Case Manager: Don Harp, Principal Planner

GENERAL INFORMATION

Initiated By: The Department of Public Works, Engineering Division

Alley Locations: See attached map

Proposed Alley Street Naming: Name *twenty-one (21)* alleys within the City to mitigate confusion for public safety personnel, delivery drivers and the residents.

BACKGROUND

This item was held at the April 23, 2019 Plan Commission meeting to allow further research on the River Drive street name issue and to allow an opportunity for more people to come forward with suggestions to the proposed list of names for the alleys.

Appleton's alleys are unique from standard City streets in that they were not named with an identifiable name as they were developed. Many of the Central City alleys currently use descriptive names such as, "W South Alley", "E Alley", "W North Alley" or "Alley". The alleys located out of the Central City currently use the descriptive name "Alley". This can be very confusing for public safety, delivery drivers and residents.

City Staff has been working with Alderperson Christine Williams and Gwen Sargeant, of the Appleton Historical Society to propose naming the *twenty-one (21)* alleys using historical content or an existing theme to support the name of a person or thing. Naming the alleys were based on how they best fit into the scheme of street name history from the past by keeping pioneers close to their original locations; for example, the downtown area or their association with the neighborhood.

Following is the list of names for the *twenty-one (21)* alleys that will promote safety, consistency, and could activate these alleys by giving them a sense of place.

PUBLIC COMMENTS/CONCERNS

At the April 23, 2019 Plan Commission meeting, the following public comments and concerns were received about naming the alleys within the City.

- *Antoinette Powell, 401 West Prospect Avenue suggested naming an alley in proximity to College Avenue, Morrison Street and Oneida Street in honor of the “Cleggett” family per the attached supporting documents (Exhibit A).*
- *Scott Hanneman, 141 River Drive indicated there may be an error with the Alley Map. The street designated as Alley #22 is not an unnamed street. This street was originally called Anna Street and renamed to River Drive. There is a street sign located at the corner identifying Alley #22 as River Drive.*

Staff Comments: Staff confirmed there was an error on the GIS and City Street Map. In 1977, Ordinance #33-77 changed Anna Street to River Drive (Exhibit B). Staff has corrected the GIS Map and changed the “Alley” designation for this street to River Drive. As a result, Alley 22 was removed from the Alley naming process.

- *Pat Flanagan, owner of Flanagan’s Stop & Shop on College Avenue suggested renaming West Johnston Street behind his store to “Flanagan Alley” in honor of his father for the following reasons: Flanagan’s Stop & Shop has been in business on College Avenue since 1957. Pat and his father started Oktoberfest, and Pat’s father started the St. Patrick’s Day parade but in lieu of the parade, Pat started a fundraiser to help families in need.*
- **Staff Comments: West Johnston Street behind Flanagan’s Stop & Shop was not proposed to change. Currently, the Wisconsin Electric Power Company substation is assigned an address of 512 West Johnston Street, and a 13-unit apartment building is assigned an address of 509 West Johnston Street. Changing the name of this section of West Johnston Street requires an Informal Public Hearing be posted and neighborhood notices be mailed to property owners and tenants whose mailing address would potentially change.**

STAFF ANALYSIS

Affected Properties with Addresses Changes: None. Therefore, the informal public hearing process does not apply per Street Renaming Policy.

Street Renaming Criteria: Street suffix should match street design. All named alleys should end with the suffix, Alley. Staff will determine whether or not east, west, north, and south prefixes will identify the alley direction according to the City street naming grid pattern. Alley 19 and 21 will end with the suffix “Street” and begin with the prefix “West” because of extending the existing street name “Johnston”.

Comprehensive Plan 2010-2030: The proposed street renaming is consistent with the following objective from the *Comprehensive Plan 2010-2030*.

OBJECTIVE 11.2 Intergovernmental Cooperation:

Work with the State of Wisconsin, federal agencies, and other agencies and organizations on issues of concern to the City of Appleton.

Technical Review Group (TRG) Report: This item was discussed at the April 2nd, April 16th, and April 30th, 2019 Technical Review Group meetings. No negative comments were received from participating departments.

RECOMMENDATION

Pending public comments, staff recommends the naming of the **twenty-one (21)** alleys as shown on the attached map, **BE APPROVED** subject to the following list of names and conditions:

Alley #1 Proposed Name: “Koester Alley”

The Koester family manufactured and sold ginger ale and all kinds of soft drinks in proximity to Alley #1 from 1912-1960. (203 East McKinley Street)

Alley #2 Proposed Name: “Fischer Alley”

In 1858, Anton Fischer opened Fischer Brewery in Outagamie County (Appleton’s First Brewery) – now known as Between the Locks Building. Alley #2 is in proximity to the Between the Locks Building.

Alley #3 Proposed Name: “Morgan Alley”

Carrie Morgan came to Appleton with her family in 1867 and attended the old First Ward and Second District High Schools. In 1894, she was elected Superintendent of Schools in Appleton and held this position for 30 years. She remained employed by the district for many years following. Her contributions to the district include: formation of a kindergarten program, the construction of three junior high schools, and a school for deaf and handicap students.

Alley #4 Proposed Name: “Harp Alley”

Named for Tom Harp who was a long-time employee of the City of Appleton from 1961-1996, including many years as the City Engineer.

*****Alley #5 Proposed Name: “Oak Alley” - This name is reserved for Alley #5, but it does not take effect until South Oak Street is vacated.**

Named for the tree. Area is known as Colony Oaks.

Alley #6 Proposed Name: “Ferber Alley”

Edna Ferber was one of Appleton’s most famous citizens, winning a Pulitzer Prize for her novel, So Big in 1924. She graduated from Ryan High School and began her writing career in 1904 as a reporter for the Appleton Daily Crescent.

Alley #7 Proposed Name: “Rork Alley”

Named for early pioneer Joseph Rork, who arrived in 1851. He set up one of the first dairy farms.

Alley #8 Proposed Name: “Artis Alley”

Named for Horace and Bercina Artis; he served in the Civil War in the 31st regiment of United States Colored Troops and in the Appleton G.A.R. Geo. Eggleston Post. (History Museum at the Castle has a good biography on him. He was part of Stones of Hope.)

Alley #9 Proposed Name: “Gilmore Alley”

Named for James Gilmore, Mayor of Appleton in 1866. (Lost his street name in the realignment and was renamed to Winnebago Street)

Alley #10 Proposed Name: “Buck Alley”

Named for Julius S. and Elsie Buck, early settlers; he served as City Clerk and Lawrence University Trustee. Elsie Street is named for his wife and daughter. (This is next to Elsie Street, seems appropriate.)

*****Alley #11 Proposed Name: “Allen Alley” - This name is reserved for Alley #11, but it does not take effect until South Allen Street is vacated.**

Named for Capt. C. R. Allen, an engineer employed by the U.S. government in Appleton's pioneer days.

Alley #12 Proposed Name: “Murch Alley”

Named for Bela and Sarah Murch, the first farmers to settle in what is now Appleton.

Alley #13 Proposed Name: “Kreiss Alley”

Named for George and Mary Kreiss; he was an Appleton Alderman and Fire Chief as well as a State Assemblyman and Senator.

Alley #14 Proposed Name: “Marston Alley”

Named for the Marston family; including George and Lucretia and son Captain Joseph Marston, who served as part of the Iron Brigade in the Civil War.

*****Alley #15 Proposed Name: “Kimball Alley” - This name is reserved for Alley #15, but it does not take effect until East Kimball Street is entirely vacated.**

Named for Eliza Kimball Smith. Her husband, Reeder Smith was an agent of Amos Lawrence and a founder of Lawrence University. (These two are the principal Founders of Appleton.)

Alley #16 Proposed Name: “DeForest Alley”

Named for a son of Welcome Hyde. DeForest was renamed to Spring Street.

Alley #17 Proposed Name: “Hyde Alley”

Named for Welcome Hyde, a land surveyor and lumberman.

Alley #18 Proposed Name: “Fisk Alley”

Likely named for the Fisk family, which was involved in the lumber business. It was renamed to Franklin Street.

Alley #19 Proposed Name: “West Johnston Street”

Named for John F. Johnston who was the first postmaster and very early pioneer. His home and boarding house were located where East Johnston Street intersects with North Durkee Street. Alley 19 is in line with West and East Johnston Streets. Alley 19 will be a continuation of West Johnston Street.

Alley #20 Proposed Name: “Adkins Alley”

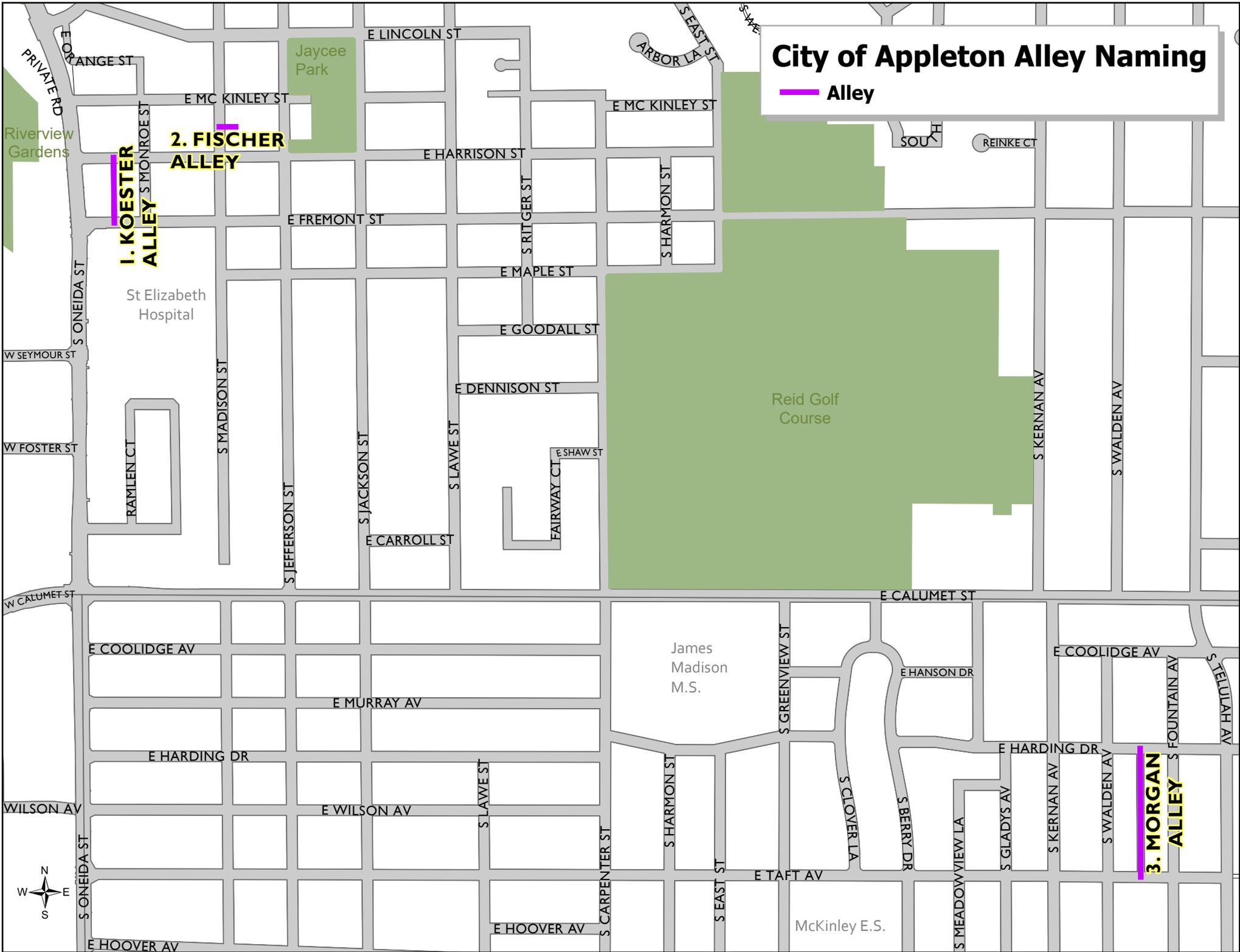
Named for Charles G. Adkins, a merchant who came to Appleton in 1853. Washington Street was called Adkins Street before 1925.

Alley #21 Proposed Name: “West Johnston Street”

Named for John F. Johnston who was the first postmaster and very early pioneer. His home and boarding house were located where East Johnston Street intersects with North Durkee Street. Alley 21 is in line with West and East Johnston Street. Alley 21 will be a continuation of West Johnston Street.

City of Appleton Alley Naming

Alley



**I. KOESTER
ALLEY**

**2. FISCHER
ALLEY**

**3. MORGAN
ALLEY**

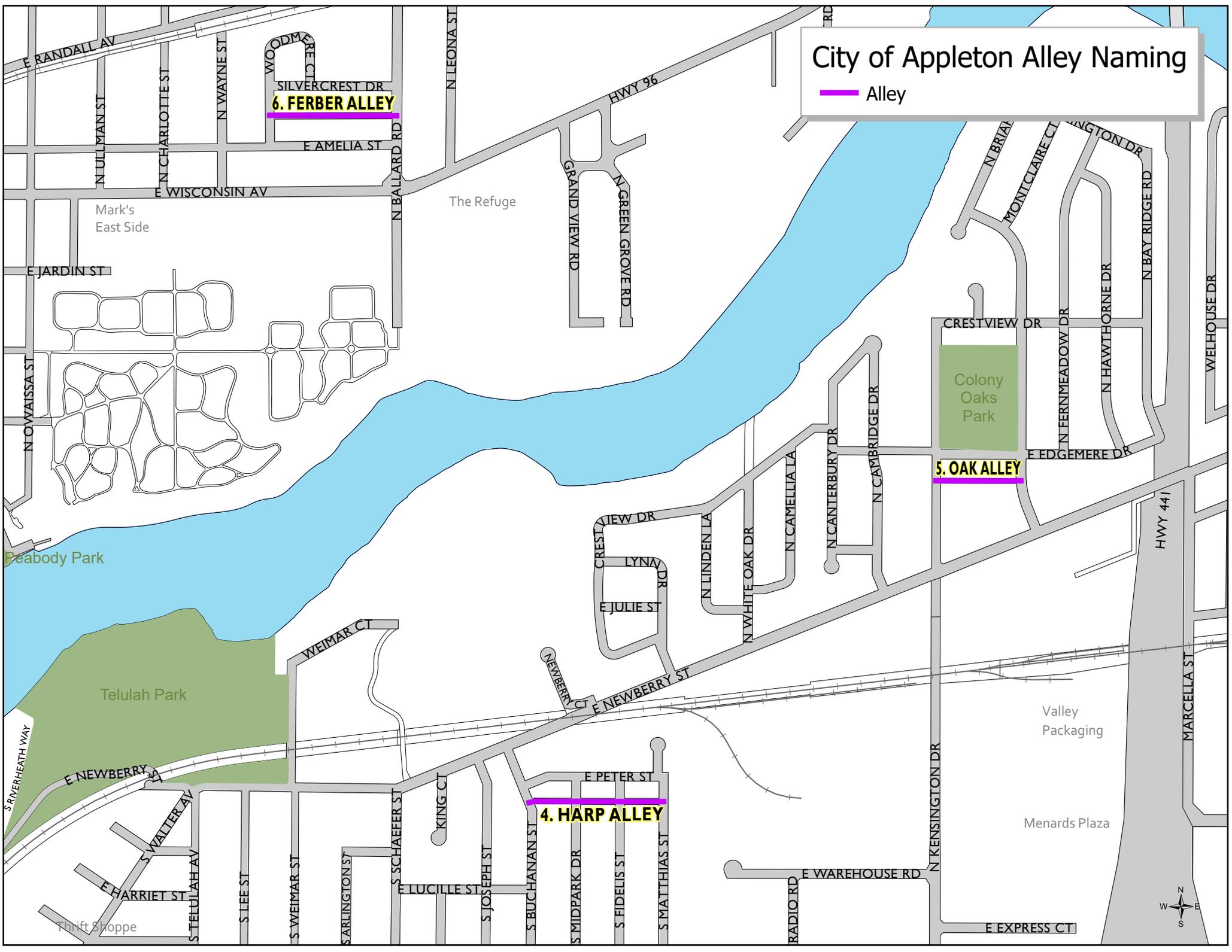
City of Appleton Alley Naming

Alley

6. FERBER ALLEY

5. OAK ALLEY

4. HARP ALLEY



City of Appleton Alley Naming

 Alley



City of Appleton Alley Naming

 Alley

WOW Logistics

W EIGHTH ST

12. MURCH ALLEY

SPENCER VILLAGE CT

Nienhaus Field

Valley Transit

S WHITMAN AV

MILLER CT

S DOUGLAS ST

W SECOND ST

W SECOND ST

S COTTER ST

S GRIDER ST

W HASKEL ST

W EVERETT ST

W HASKEL ST

S HERBERT ST

W ROGERS AV

S DOUGLAS ST

W LEONARD ST

W PINE ST

St Bernard's

11. ALLEN ALLEY

S DRISCOLL ST

BARTELL CT

S RIVERDALE DR

HICKORY CT

S BARTELL DR

Appleton Xavier H.S.

W CHARLES ST

W PROSPECT AV

S SEMINOLE RD SEMINOLE CT

S PERKINS ST

S HILLCREST DR

S ORCHARD DR

S CARVER LA

S CONNELL ST



S DOUGLAS ST

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Alley

