



REPORT TO CITY PLAN COMMISSION

Plan Commission Meeting Date: April 23, 2019

Common Council Meeting Date: May 1, 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-two (22) alleys within the City to mitigate confusion for public safety personnel, delivery drivers and the residents.

BACKGROUND

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Williams and Gwen Sargeant, of the Appleton Historical Society to propose naming the twenty-two (22) alleys using historical content or an existing theme to support the name of a person or thing.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-two (22) alleys that will promote safety, consistency, and could activate these alleys by giving them a sense of place.

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".

Alley Street Naming
April 23, 2019
Page 2

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 and 16th, 2019 Technical Review Group meetings. No negative comments were received from participating departments.

RECOMMENDATION

Pending public comments, staff recommends the naming of the twenty-two (22) 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.

Alley #22 Proposed Name: “River Alley”

This alley splits the loop of River Drive.

City of Appleton

Alley

