

Chapter 8: Agriculture, Natural, Historic, and Cultural Resources

Agriculture

Natural Resources

Historic Resources

Cultural Resources



This element of the Comprehensive Plan is meant to document and discuss conditions and trends, and to formulate goals and policies with regard to several attributes of the community, including:

- agriculture and agricultural lands;
- natural resources, including metallic and non-metallic mining;
- historic resources; and
- cultural resources.

These features are important in their own right, but are often interrelated with other elements of the Comprehensive Plan. Agriculture, for instance, may play a role in the local economy. Floodplains and wetlands may impact land use patterns or signal needs related to infrastructure (storm water). This chapter will attempt to define these relationships through its analysis of existing conditions.

Accomplishments

- The Mile of Music celebrates its 4th season in 2016. The festival brings hundreds of musicians and thousands of fans to Appleton for four days of original music.
- Creative Downtown Appleton was formed in 2015 as a non-profit to foster the cultural and artistic environment downtown. Successful projects to date include renovation of a parklet, several public art murals, and other small scale interventions which celebrate creativity and engage the community.
- Historic City Park District established
- Appleton Woolen Mills added to the National Register of Historic Places in 2016
- The City amended its Zoning Ordinance to allow for urban farming, which supported the creation of Riverview Gardens.
- Riverview gardens was established in 2012 and has in 214 lifetime placements since 2014 with 682 people currently enrolled in programs.
- The Market Garden was established in Southpoint Commerce Park.

Agriculture

Agriculture remains an important element of the regional economy, although its role within the City of Appleton is somewhat limited. There are 548,642 acres in farms in the three counties around Appleton (Calumet, Outagamie, and Winnebago). About 83.3 percent of this total, or 457,089 acres, is cropland. Corn, forage, and soybeans are the primary crops.

Cattle and calves make up a vast majority of the livestock farmed in the three counties, totaling 205,941 on 1,059 farms in 2012. About 43.5 percent of the farms with cattle and calves ran dairy operations, with a total of 82,034 milk cows. Other livestock raised in the area includes poultry, hogs, and lambs.

In 2012 there were 8 food manufacturing businesses in the City of Appleton, employing 292 people and having a payroll in excess of \$11 million¹.

Agriculture in the Community

Appleton Downtown, Inc. manages a Summer Farm Market between June and October of each year. This market attracts over 100 vendors and is one of the primary events drawing visitors to the downtown. Both growers and small processors participate in the market, selling raw and processed foods (such as bakery items, preservatives, cheeses, etc.) and other products derived

¹ 2012 *Economic Census*, U.S. Bureau of the Census

from agricultural production. For these producers, the market offers an outlet to sell their products at a price that is often higher than they would receive from other outlets. For community residents, the market provides entertainment and an opportunity to buy fresh food and other goods. Many vendors at the market accept EBT as payment, allowing food share recipients to supplement their grocery assistance with fresh local produce, meat, cheese or bakery items. Downtown businesses benefit from the visitor traffic that the market generates. Appleton is committed to maintaining the vitality of this urban-rural collaboration. In 2013, there were 6 farmers markets in Outagamie County, and 15 total between Outagamie, Calumet, and Winnebago Counties.

Community supported agriculture (CSA) is a growing strategy for providing fresh farm products to urban households. A CSA operates by selling "shares" of its production to individual households. Throughout the growing season, the household is provided with an allotment of whatever crops may be harvested at the time. Several community supported agricultural programs currently provide service to Appleton.

Riverview Gardens is a non-profit leading the collaborative transformation of a 72-acre golf course into a working urban farm. The City supported creation of Riverview Gardens through a zoning ordinance amendment to allow for urban farming on the site. With collaborative relationships with dozens of local organizations, the program provides transferable skill-based job-training programs and engages the entire community in addressing the root causes of unemployment, poverty and homelessness through hard work, creativity and human dignity. The organization boasts 214 lifetime placements since 2014. Currently, there are 682 people enrolled in programs. Over 10,000 community volunteers have provided over 120,000 hours of service to support Riverview Gardens.

The AmeriCorps Farm to School program works to decrease childhood obesity by promoting healthy eating habits in students and increasing access to local foods in schools. The Calumet/Outagamie/Winnebago County foodshed reported only 1 farm to school program in 2009, but significant interest has developed and numerous activity in the development of farm to school programs and lunch program overall in general have taken place, with more planned.

Appleton supports an active community gardening program. The Community Gardening Partnership manages multiple sites, mostly on private land, and "provides opportunities for diverse groups to share their experiences and knowledge with other gardeners at a variety of community locations while also promoting such things as self-sufficiency, environmental stewardship, creation of healthy civic space, and donations to food banks."

Goodwill Grows supports the Market Garden in Southpoint Commerce Park. The gardens support beginning farmers so that they can get their business started. It is a great partnership for use of the industrial park land that remains available for sale.

Agricultural Lands

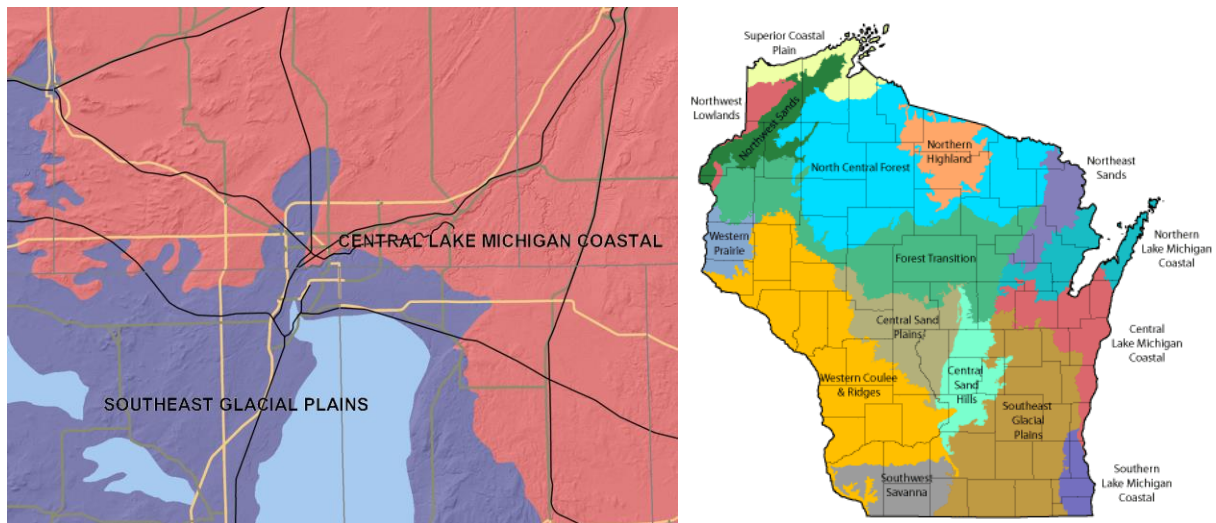
Active farmland within or adjacent to the City is located predominantly to the north, where continued growth (by Appleton and its neighbors) is resulting in conversion of agricultural land to urban uses.

Natural Resources

Appleton lies at the border of the Central Lake Michigan Coastal and Southeast Great Plains Ecological Regions of Wisconsin. The Central Lake Michigan Coastal Ecological Region is dominated by Lake Michigan, which moderates summer and winter temperatures and produces greater rainfall than further inland. Its primary geological feature is the Niagara Escarpment, which

lies to the east of Appleton. The Southeast Great Plains Ecological Region is made up of glacial deposits dating to the Wisconsin Ice Age.

Ecological Regions in the Appleton Area and Wisconsin



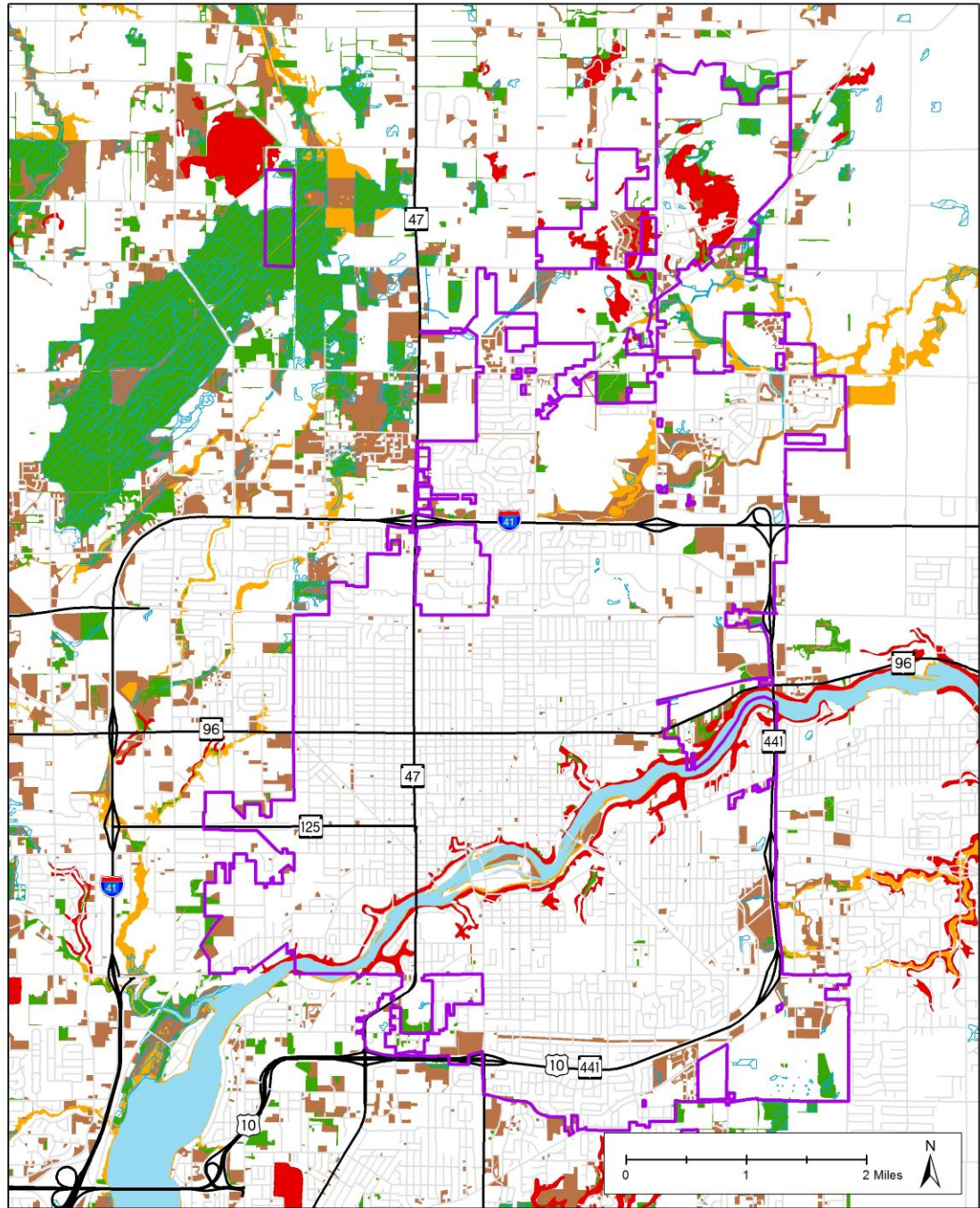
Source: Wisconsin Department of Natural Resources

Soils and Landforms

Many soil types can be found in the Appleton area, including lime-rich tills, clays, loams, and sandy deposits. These soils tend to be relatively deep. Dolomite is the predominant bedrock type, although the Fox River Valley is underlain by shale.

The area has been further classified into several land type associations. Four of these cover the majority of Appleton and its extraterritorial jurisdiction. The Fox River Valley (212Zb01) is a nearly level lake plain dissected by narrow v-shaped valleys, with moderately well-drained silty clay loams. The Freedom Plains (212Zb02) is a nearly level lake plain complex with well-drained silty loam. The Holland Plain (212Zb04) is an undulating plain cut by V-shaped valleys. Its predominant soil is a well-drained silt loam. The Greenville Moraines are a characteristic undulating moraine with well drained silt loam.

Steep slopes can present difficulties for development of both private property and infrastructure. As a general practice, communities tend to discourage development on steep slopes, especially where concerns about erosion or stability exist. Within Appleton, these slopes tend to occur in the Fox River Valley and along intersecting ravines.



Major Natural Resources

- Major Roads City Limits Wetlands
- Roads Woodlands Open Water
- Steep Slopes Undeveloped Lands 100-year flood plain

Hydrology

The dominant hydrological feature in Appleton is the Lower Fox River, which runs through the center of the City from west to east. The river has been central to the City's formation, first as a transportation route for Native Americans and fur trappers, later as a source of power for industry, and now as an environmental feature that draws residents and visitors.

Industrial development changed the river dramatically. Dams along the river, including two in Appleton, have altered its flow and covered the rapids that once forced traders to portage their canoes. Industrial pollution, though less visible, has also impacted the river's quality. PCBs, mercury, sediment, and phosphorous are the primary contaminants identified by the Wisconsin Department of Natural Resources, which has classified the river as "impaired." Between about 1954 and 1971, paper companies using polychlorinated biphenyls (PCBs) to make carbonless copy paper discharged nearly 700,000 pounds of these chemicals into the Fox River. The dangers posed by PCBs were unknown until the early '70s, but their use and discharge into the environment were outlawed by federal environmental regulations in 1976. The ban was successful, but because PCBs bind to dirt and break down very slowly, they are still found today in the sediment of the Lower Fox River and Green Bay. A WDNR clean-up plan is in place and has been highly successful in recent years. A 2011 press release from WDNR highlights that PCB levels were reduced by 73% in walleye in Lake Butte des Morts, which extends about six miles from the outlet of Lake Winnebago to the upper Appleton Dam. That's a level that otherwise would have taken 15 to 20 years to achieve naturally if nothing had been done. Current fish consumption recommendations from the Fox River vary by fish species. Some species are safe to eat once per week or less, while others are still unsafe to eat in any frequency.

Grading and filling have altered the original drainage patterns over much of the urbanized area of Appleton, replacing open streams with storm sewers and channels. The narrow ravines leading down to the Fox River are a remnant of this former landscape. Several streams and wetlands can be found at the outer edges of the City. Current laws tend to protect these features. In addition, floodplains are found along the Fox River and on streams in the northern part of the City.

As part of the EPA National Pollutant Discharge Elimination System (NPDES), the WPDES Storm Water Program regulates discharge of storm water in Wisconsin from construction sites, industrial facilities, and selected municipalities.

The ultimate goal of the WPDES Storm Water Program is to prevent the transportation of pollutants to Wisconsin's water resources via stormwater runoff.

Runoff from urban areas contains a mixture of pollutants from hard surfaces such as parking lots, streets, and rooftops. These areas may accumulate sediments, petroleum-based and other chemicals from cars and trucks, heavy metals, and other contaminants that enter the storm sewer system and are flushed into streams and rivers. Runoff from



Example of a parking lot designed with low-impact stormwater management measures

lawns may contain fertilizers, pesticides, and other chemicals or oxygen-demanding organic waste that also enters surface waters. Impaired waters in Wisconsin are largely addressed through an analysis, known as a total maximum daily load (TMDL). A TMDL is the amount of a pollutant a waterbody can receive and still meet water quality standards. TMDL phosphorous standards help ensure water quality by limiting the amount of non-point phosphorous stormwater runoff as well as discharges from the municipal wastewater treatment plant. Municipalities are required to implement stormwater practices designed to reduce the amount of sediment and phosphorous entering waters of the state. They are also required to implement programs for public education, illicit discharge detection and elimination, enforcement of local ordinances to regulate erosion control and long-term storm water management, and pollution prevention at municipally-owned facilities to further reduce contaminants in surface waters.

Numerous techniques have been developed to improve the quality of stormwater, at the level of the individual property on up to a basin-wide approach. Many of them have additional environmental benefits beyond stormwater management and water quality. These techniques are sometimes referred to as low-impact design (LID), and may include:

- downspout disconnection, redirecting stormwater from impervious areas or storm sewers to locations where it can be stored or seep into the ground;
- onsite filtering, practices such as sand filters, bioretention cells, swales, and filter strips that use a filter media to reduce stormwater runoff and filter pollutants;
- rain gardens, vegetated depressions where stormwater can be captured and infiltrated;
- stormwater trees, planted to intercept and take up stormwater, often in parking lots; and
- stream restoration, returning water channels to a more natural state in which meanders, wetlands, floodplains, and other features function to slow, store, and filter stormwater.

The water table under Appleton tends to lie within twenty feet of the surface. Despite this, the Wisconsin Department of Natural Resources has classified most of the region as a low risk for groundwater contamination.

Air Quality

The U.S. Environmental Protection Agency establishes standards for air quality. Counties are classified as "attainment" or "non-attainment" counties based on whether or not they meet standards for pollutants such as ozone (O₃), mercury (Hg), sulfur dioxide (SO₂), and nitrous oxide (NO_x) in the atmosphere. These chemicals have been linked to health problems in humans as well as to degradation of the environment. Currently, Outagamie, Calumet, and Winnebago Counties meet EPA guidelines, although adjacent counties along the Lake Michigan shore are not in attainment. Since pollutants are carried on air currents, some of the pollution impacting Wisconsin is generated from outside of the state.

On August 3, 2015, President Obama and EPA announced the Clean Power Plan – a historic and important step in reducing carbon pollution from power plants that takes real action on climate change. Shaped by years of unprecedented outreach and public engagement, the final Clean Power Plan is fair, flexible and designed to strengthen the fast-growing trend toward cleaner and lower-polluting American energy. With strong but achievable standards for power plants, and customized goals for states to cut the carbon pollution that is driving climate change, the Clean Power Plan provides national consistency, accountability and a level playing field while reflecting each state's energy mix. It also shows the world that the United States is committed to leading global efforts to address climate change.

Flora and Fauna

Prior to settlement, the Appleton area was covered by several different types of plant communities. The most dominant of these were hardwood forests made up of sugar maple, beech, basswood, and oaks. Swamps (wetlands) and oak openings (savannas) could also be found in the area.

Very little of this native landscape remains. Wooded areas, such as those found in parks or in steep ravines, have been significantly altered from their natural state. Remaining wetlands are mostly to the north of Appleton.

In place of its original forests, Appleton now has a well-developed "urban forest." The urban forest is made up of trees on both public and private property within the city, such as those in city parks, street trees, trees on commercial property, and those on individual homeowner's lots. The value of urban forests has been well documented and includes benefits such as improved aesthetics, increased economic value to property, stormwater absorption, shade and mitigation of the urban heat island effect, shelter for animals, carbon sequestration, and air quality improvement.

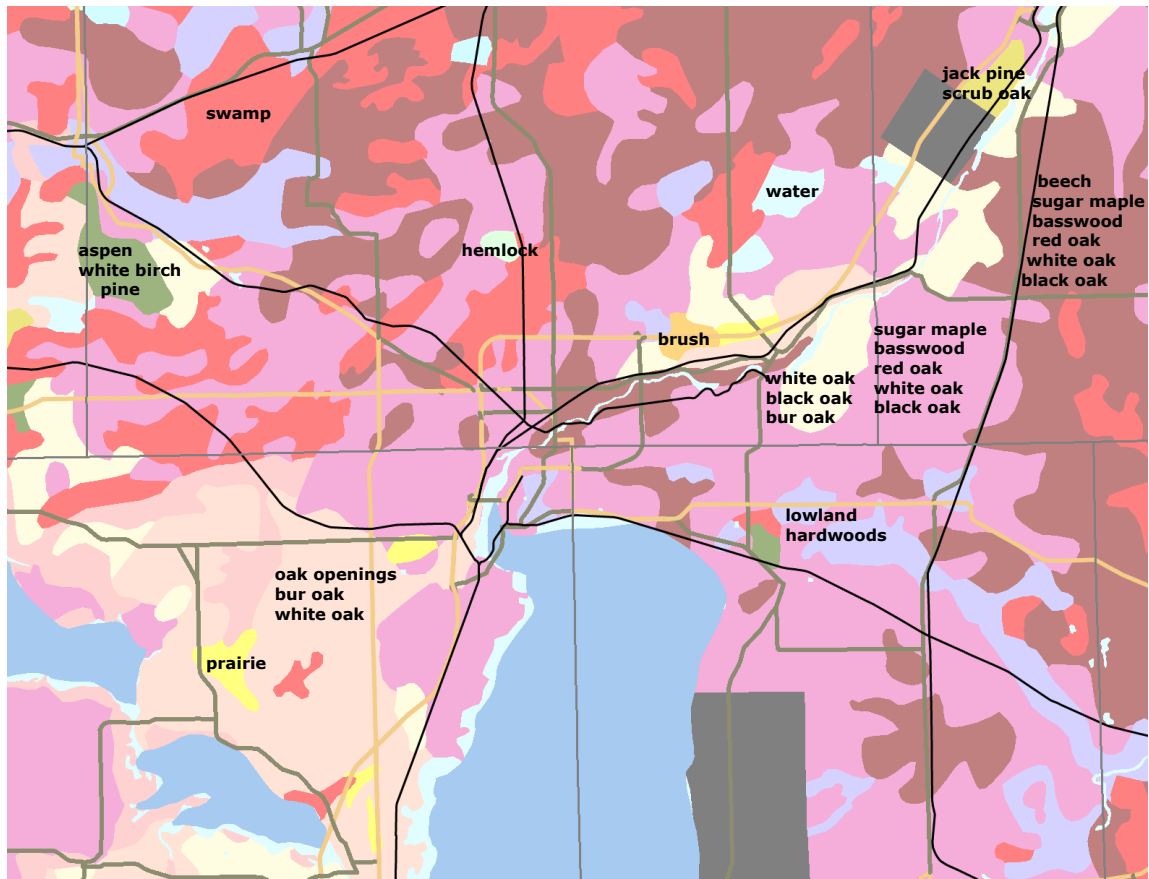
Appleton's Department of Public Works manages the urban forest with a mission to "manage the urban forest to enhance the current and future environmental quality, safety and aesthetics for the benefit of the community." The City has a policy to plant street trees following construction or reconstruction of new roads. It also maintains existing trees on the street terrace or on other city-owned properties. In 2014, the City initiated an urban in-fill tree planting program as part of the City's sustainability initiative.

The City of Appleton has been named a Tree City USA by the National Arbor Day Foundation. The standards for a community to earn the Tree City USA designation are:

- it must have a tree department;
- it must adopt and enforce a tree maintenance ordinance;
- it must implement a comprehensive community forestry program; and
- it must have an annual Arbor Day observance.

Appleton's forestry program manages the urban forest in part to slow down, if not prevent the spread of exotic pests and diseases that could damage or destroy trees. These often target specific species, such as the populations of chestnuts and elm trees that have been decimated in the past. Current threats include gypsy moths, the emerald ash borer, and oak wilt rot.

Pre-Settlement Vegetation



Source: Wisconsin Department of Natural Resources

Northeastern Wisconsin is also home to several threatened and endangered species. The Wisconsin Department of Natural Resources has identified areas within Appleton where these species may be found. Specific information about these sites is not made public, however, they are generally located along the Fox River, either in the river itself or on nearby land.

Naturalized areas, habitat restoration projects, and native plant gardens can be found in several places throughout the community. These include city parks, schools, and private commercial or residential properties. Nationally, there is a growing interest in native landscaping as people begin to appreciate the aesthetic and environmental value of native plants, and realize the lower costs associated with maintenance of a naturalized landscape that is indigenous to the area. Often referred to as "sustainable landscapes," these native or naturalized plantings are encouraged through green building guidelines such as LEED (Leadership in Energy and Environmental Design).

Metallic and Non-Metallic Mineral Resources

Wisconsin's Smart Growth Legislation requires that comprehensive plans must address metallic and non-metallic mineral resources. No metallic mining has occurred in Appleton and there are no metallic mineral resources in the area. Quarrying for stone and gravel has occurred, although there are no active quarries within the city limits. There is a quarry located north of the City in the Town of Center.

Historic Resources

Appleton has a rich history and has made substantial commitments to preserving and interpreting that legacy for the community's residents. This history begins with the Native American presence in the area, which continued until the Menomonee ceded their claims to the land in 1831. French exploration and fur trapping in the area began in 1634, with the first permanent settlement in 1835. The first plat of Appleton was laid out in 1848, and a village was incorporated in 1853. Appleton incorporated as a city in 1857.

The City of Appleton conducted a Historic Building Survey in 1978, and a Historic Sites Inventory in 1989. The East Central Wisconsin Regional Planning Commission conducted an Intensive Architectural/Historical Survey in 1991-1992. These documents identify numerous potentially historic buildings in the City, but do not provide any information on archeological sites. Given the history of Native American and Euro-American travel and occupation in the area, it seems likely that there may be sites of archeological interest in the community, most likely along the Fox River and the portage route around the former rapids.

Many buildings dating from the last half of the 19th century and onward have been nominated and listed on the National Register of Historic Places. One building, the Lake Shore Depot, was razed in 1988. Currently listed historic districts and buildings include:

- Appleton Woolen Mills (added 2016 - #16000228)
Located at 218 East South Island Street. Manufacturer of papermakers' felt.
- Appleton City Park Historic District (added 2002 - #02001213)
Bounded by East Washington, North Durkee, East Atlantic, and Lawe Streets. Historic district featuring Victorian (Queen Anne and other) architecture from the late 19th and early 20th centuries.
- Appleton Lock 4 Historic District (added 1993 - #93001329)
Located on the Fox River at John Street. Federally-owned structures noted for their contribution to transportation on the Fox River.
- Appleton Locks 1--3 Historic District (added 1993 - #93001333)
Located along the Fox River from Memorial Drive to Lawe Street. Federally-owned structures noted for their contribution to transportation on the Fox River.
- Appleton Wire Works (added 1982 - #82005123)
600 South Atlantic Street. Historic structure associated with Appleton's industrial past (late 19th and early 20th centuries).
- College Avenue Historic District (added 1982 - #82001848)
215 West to 109 East, and 110 West to 102 East College Avenue; 106-114 North Oneida Street. Downtown historic district containing multiple architectural styles and associated with cultural and commercial aspects of the City.
- Courtney, J. B., Woolen Mills, also known as Kelley Knitting Company (added 1993 - #93000650)
Historic building located at 301 East Water Street. Late Victorian industrial building.

- Fox River Paper Company Historic District (added 1990 - #90000639)
405-406, 415 South Olde Oneida Street. Italianate industrial building from the late 19th and early 20th centuries.



The Henry Schuetter House, added the National Register of Historic Places in 1996

- Hearthstone, also known as Rogers, Henry J. and Cremora, House (added 1974 - #74000112, with additional information added 9/24/14)
625 West Prospect Avenue. Queen Anne style residence associated with early history of electrical illumination.
- Main Hall, Lawrence University (added 1974 - #74000113)
400-500 East College Avenue. Historic structure on the Lawrence University campus.
- Masonic Temple (added 1985 - #85002330)
330 East College Avenue. Tudor Revival social hall dating to the early 20th century.
- St. Paul Evangelical Lutheran Church (added 2008 - #08000287)
302 Morrison Street. A late gothic revival church constructed in 1907.
- Schuetter, Henry House (added 1996 - #96000725)
330 West 6th Street. Queen Anne style home.
- Temple Zion and School (added 1978 - #78000123)
320 North Durkee Street and 309 East Harris Street. 1883-84 religious building and school constructed in the Stick (Eastlake) style.
- Tompkins, James, House (added 1986 - #86000623)
523 South State Street. Italianate residence.
- Washington School (added 1984 - #84003772)
818 West Lorain Street. Queen Anne and Romanesque style former school building originally constructed in the late 19th century.
- West Prospect Avenue Historic District (added 2001 - #01000900)
315-330 West Prospect Avenue. Late 19th Century and early 20th century residential historic district.
- Whorton, John Hart, House (added 1974 - #74000114)
315 West Prospect Avenue. Italianate home associated with John Hart Whorton, an Appleton businessman.
- Zion Lutheran Church (added 1986 - #86001309)
912 North Oneida Street. Gothic revival style church constructed in the early 20th century.

Appleton is recognized by the State of Wisconsin as a Certified Local Government, a designation that carries certain responsibilities for review of historic resources within the City. Appleton has adopted a Historic Preservation Ordinance and formed a Historic Preservation Commission whose responsibility it is to protect and enhance sites of special character or special architectural, archeological or historic interest or value. Several organizations help to support this mission. Appleton Downtown, Inc., promotes historic preservation as part of its strategy to foster economic vitality in Appleton's central business district. The Old Third Ward Neighborhood Association and the Lawrence City Park Neighborhood Association have used historic preservation as a tool for neighborhood stabilization and protection from encroachment by non-compatible institutional uses.



Figure 1 The History Museum at the Castle, on College Avenue in downtown Appleton, houses over 25,000 artifacts along with extensive document and photo collections related to the history of Appleton and the Fox River Valley

The Historic Preservation Commission and Common Council have designated Local Historic Buildings and Sites including:

- Vulcan Street Hydro-Electric Central Station (replica, added 2007)
Currently located at 530 South Vulcan Street. This replica of the original hydro-electric plant, perhaps one of the earliest examples of a hydroelectric plant that sold electricity commercially and provided incandescent lighting service to the public, was constructed in 1932 and is listed as a National Historic Engineering Landmark by the American Society of Civil Engineers, the American Society of Mechanical Engineers, and the Institute of Electrical and Electronics Engineers.
- Trettin House (added 2005)
523 West Eighth Street. Prairie Style home built in 1918.
- Henry Schuetter House (added 2004, also listed on National Register of Historic Places)
330 West Sixth Street. Queen Anne home constructed in 1890.
- John Hart Whorton House (added 2001, also listed on National Register of Historic Places)
315 West Prospect Avenue. High Victorian Italianate Villa.
- Union Springs Park (added 1997)
300 block of Union Place. The site was formerly the location of the Lutz Ice Company. An artesian well is located in the park.

As part of its effort to promote historic preservation, Appleton annually presents two certificates recognizing individual efforts, one for historic restoration and one for stewardship and revitalization.

Two historical museums are located in Appleton. Hearthstone Historic House Museum (Rogers, Henry J. and Cremora House), built in 1882, was the first house in the United States to be lit with Edison incandescent lamps with electricity that was generated by a central hydroelectric power

station using the Edison system. The original residence, with nine fireplaces and stained glassed windows, features electrical exhibits and period furnishings.

The History Museum at the Castle, on College Avenue in downtown Appleton, houses over 25,000 artifacts (mostly dating from the 1840's to present) along with extensive document and photo collections related to the history of Appleton and the Fox River Valley. The museum is itself located in a historic building and features both continuous and temporary exhibits. Permanent exhibits chronicle the life of Harry Houdini and Edna Ferber. The "Tools of Change" exhibit examines the "tools, the people, the work and everyday life in the Fox Valley region from 1840 to 1950" through artifacts, images, documents and photographs.

The Paper Discovery Center, while not strictly a historical museum, interprets the Fox River Valley's past as a center for paper manufacturing. Affiliated with the Paper Industry International Hall of Fame, Inc., the Paper Discovery Center opened in 2005 in the former Atlas Mill. The former paper mill, donated by Kimberly-Clark, houses a growing collection of exhibits that tell the history of paper. The Paper discovery Center's mission is "to foster a greater understanding of the paper industry, its heritage, its impact on our quality of life, its challenges and its opportunities through educational programs and interpretive exhibits."

Appleton has installed interpretive markers that document and explain the importance of historic sites in the City. Many of these are located along the Fox River (in places such as Lutz Park) and more are planned in future phases of riverfront redevelopment.

Cultural Resources

Culture, in its broadest sense, can refer to a particular ethnic or sociological grouping, or to music, literature, lifestyle, painting and sculpture, theater and film and other arts. Either way, a wide variety of cultural resources can be found within the City of Appleton. These include both facilities and organizations.

Arts/Cultural Organizations

- **Appleton Boychoir**
The Appleton Boychoir was founded in 1979 and has grown to over 200 members. The choir is open to boys through eighth grade. In addition to its own performances, it brings other performers to the Appleton area.
- **Attic Theatre**
The Attic Theatre is a community theatre open to residents of the entire Fox Cities region. Begun in 1950, the theater performs four plays each year on the Lawrence University campus.



City of Appleton chalk drawing event

- **The Building For Kids (Children's Museum)**
Located in the heart of downtown Appleton, the mission of The Building for Kids is to "build children's imagination, creativity, and confidence". The children's museum contains several different themed exhibits that have often been developed in partnership with the businesses in the region that have sponsored them. All of the exhibits are "hands-on" for active learning. The Building for Kids is a frequent outing destination for schools and other groups, and will host special events.
- **Fox Cities Building for the Arts**
The Fox Cities Building for the Arts provides exciting opportunities for the community to participate in the arts. The non-profit organization offers studio classes for children and adults, fine art exhibitions, free programming for adults and children with limited access to the arts, an annual public art fair, pop-in family art activities, and much more.



Figure 2 The Building for Kids' mission is to empower children, engage parents and energize communities.

Fox Cities Building for the arts operates the Trout Meuseum of Art. The museum's first gallery was established on Morrison Street in 1972 as the Appleton Gallery of Art, and moved to its current location on College Avenue as the Appleton Art Center in 2002.

Fox Cities Building for the Arts provides many opportunities to regional artists, including the Regional Artist Gallery, Members' Biennial Exhibition, and the Trout Museum of Art gift shop featuring regional artwork. Their presence in downtown Appleton makes the arts visible and accessible, enhancing the community and quality of life



Figure 3 The Fox Cities Performing Arts Center's 5,000 square foot stage is the second-largest in Wisconsin and attracts performing artists from all over the world

- **Fox Cities Performing Arts Center**
The Fox Cities Performing Arts Center attracts performing artists from all over the world. The \$45 million center features the 2,100-seat Thrivent Financial Hall and the smaller, multi-purpose Kimberly-Clark Theater. Its 5,000 square foot stage is the second-largest in Wisconsin. It opened in 2002 and has contributed significantly to revitalization of the downtown, as the centerpiece of an arts and entertainment district.

- **Fox Valley Symphony**
The Fox Valley Symphony is comprised of musicians from throughout Wisconsin and performs educational and outdoor concerts at various locations in the Fox Cities.
- **Fox Valley Youth Ballet Theatre**
A nonprofit youth ballet company, the Fox Valley Youth Ballet Theater seeks to make the fine art of ballet accessible to the community through its young and advanced dancers. It performs two annual concerts.
- **Lawrence Academy Of Music**
Lawrence University is recognized for its outstanding music program. The Academy serves almost 1,900 individuals from the upper Midwest. Its numerous performances are open to the public. In addition to individual instruction, the Academy offers an Early Childhood Music Program, a girl's choir, and summer camps.
- **Lawrence University**
Lawrence University includes several venues including Stansbury theater and the Chapel, which provide a variety of year round music and arts programming which are open to the general public.
- **White Heron Chorale**
The White Heron Chorale has been performing concerts for 30 years. Its program includes musical styles such as classical, contemporary, musical theatre, jazz, folk songs and music from around the world.



People gathering for City of Appleton's Mile of Music event

Appleton Public Library

The City's library is an important educational and cultural institution which services over 1,600 people per day. In addition to the collections the library provides a variety of programming, meeting space, and access to technology. The library is a member of the Outagamie Waupaca Library System (OWLS), which includes sixteen member libraries. Through its online catalog, InfoSoup, the library provides cardholders access to over 1.7 million items and over 600,000 titles. In 2014, total circulation was 1,274,136 which included both children and adult collections. 1,413 programs were offered in that same year, including 48,422 program participants.

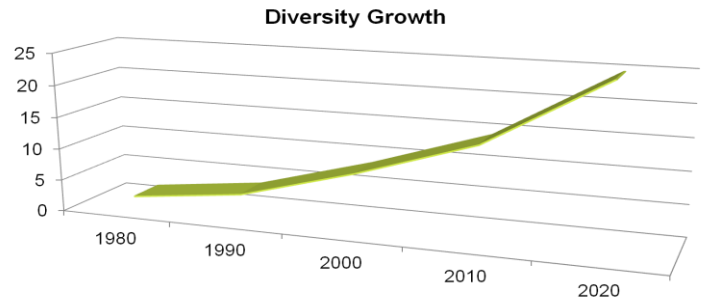
Diversity/Cultural Organizations

The City of Appleton embraces and celebrates diversity and inclusion. It is our hope that community members will see Appleton as a welcoming and inclusive place to live, work and play.

The City of Appleton is committed to Diversity and Inclusion efforts within the City of Appleton as an organization and throughout the community.

The City believes that that supporting Diversity & Inclusion efforts will encourage a shift in attitudes with employees, and wants community members to feel welcome and included in all levels of government.

In 1997 the City of Appleton developed the full-time Diversity & Inclusion Coordinator position. This position works to create a welcoming community through education, business support, policy and advocacy.



The City of Appleton racial and ethnic demographics have seen considerable growth in the last 30 years as shown in the chart by percentage. Matching trends across the country, Appleton will grow more diverse each year.

In addition to the Diversity & Inclusion Coordinator position, there are several diversity focused organizations within the Appleton area. The following is only a small sample of some of them.

- African Heritage, Inc.
African Heritage, Inc.'s goal is to foster better relations and promote interactions among community dwellers, local leadership, and governmental and non-governmental agencies and provide a medium for the exchange and sharing of all peoples of other cultures and heritages.
- American Indian Center of the Fox Valley
The center is a gathering place at Goodwill Industries of NCW for on and off reservation Native Americans providing services in the areas of health, wellness, connection, learning and community education.
- Casa Hispana/Hispanic Chamber of Commerce
The mission of Casa Hispana is to provide a gathering place for information, referral, support, advocacy, education and celebration to advance the economic, social and cultural position of Spanish speakers in the Fox Valley.
- Celebrate Diversity Fox Cities
Serves the community through education, outreach, advocacy and public events.
- Deaf Connections
Deaf Connections Inc. was founded on the idea of helping Deaf, Hard of Hearing, and Deaf Blind to fulfill their potential and empowering them through a variety of programs.
- Fox Valley LGBTQ Anti-Violence Project
The Fox Valley Anti-Violence Project - Meeting the needs of Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) individuals experiencing violence or at risk for experiencing violence in the Fox Cities and Oshkosh.
- Hmong-American Partnership
The Hmong-American Partnership is a non-profit organization working to provide opportunity, service and partnerships in service to help the Fox River Valley's Hmong and

other refugee populations integrate themselves into society's mainstream and reach their full potential.

- World Relief – Fox Valley Refugee Resettlement Agency
Empowering the local church to serve the most vulnerable. Vision: In community with the local church, World Relief envisions the most vulnerable people transformed economically, socially and spiritually.

DRAFT

Objectives and Policies

In the Issues and Opportunities element (Chapter 4) of this **Comprehensive Plan**, the City established an overall goal for agricultural, natural, historic, and cultural resources that "Appleton will continue to protect and enhance its environmental quality and important natural resources, preserve historic sites, and support cultural opportunities for community residents." The objectives identified in this chapter further refine that goal, while the policies identified here provide guidance concerning some of the ways in which these objectives may be reached.

8.1 OBJECTIVE: Maintain the viability of the regional agricultural sector that provides locally-grown food for residents and raw materials for Appleton's food processing and other businesses.

- 8.1.1 Preserve important farmlands and avoid fragmentation of agricultural areas in the region by directing new development to infill or redevelopment sites, encouraging compact development patterns that use land efficiently, and supporting county, state, and private initiatives with the goal of preserving prime agricultural land in the region.
- 8.1.2 Support programs that connect farmers and consumers to bring locally-grown food into the community, including working with the Community Garden Partnership and other organizations to provide locations for community garden education on gardening.
- 8.1.3 Pursue economic development initiatives that seek to retain and expand Appleton's existing food processing and agriculture-related businesses, and to attract new ones that provide a market for regional agricultural products.
- 8.1.4 Implement the agricultural related recommendations contained in the City's Economic Development Strategic Plan.
- 8.1.5 Support urban agriculture that also supports workforce education and promotes economic self-sufficiency, such as Riverview Gardens, Community Garden Partnership, UW Extension Master Gardeners and other organizations.
- 8.1.6 Support Appleton Downtown Inc's Downtown Farmer's Market.
- 8.1.7 Evaluate the feasibility of a year round public market in downtown Appleton.
- 8.1.8 Evaluate the potential for an urban agriculture and locally sourced food summit to identify partnership opportunities and raise awareness of programs.

8.2 OBJECTIVE: Preserve important natural features and enhance environmental quality throughout the community in order to secure economic, recreational, and health benefits for area residents.

- 8.2.1 Work with the Wisconsin Department of Natural Resources, non-profit organizations, and private entities to continue environmental clean-up and restoration of the Fox River.
- 8.2.2 In collaboration with other agencies, preserve and enhance high quality wetlands within Appleton and areas into which the City will continue to grow. Conduct a feasibility analysis of the City creating a wetland mitigation bank, which are restored, enhanced or created wetlands whose purpose is to provide credits to offset unavoidable impacts to existing wetlands

- 8.2.3 Continue to update stormwater management codes to ensure compliance with State and Federal rules while also encouraging local homeowners and business owners to implement best practices on their private properties.
- 8.2.4 Identify, implement, and educate the public about "best management practices" for stormwater management to mitigate non-point pollution and improve stormwater quality such as but not limited to green roofs, rain gardens, and bio-swales.
- 8.2.5 Evaluate the cost effectiveness and environmental benefits of strategies that may reduce the amount of pollutants that Appleton's city government operations contribute to the atmosphere, and encourage local businesses to join voluntary programs to improve air quality.
- 8.2.6 Through participation in WDNR's Legacy Green Tier Communities program, continue to establish and implement policies to require use of energy efficient technology for new and retrofitted government buildings and infrastructure, and investigate the feasibility of using renewable energy sources.
- 8.2.7 Continue and expand the City's participation in programs to eliminate or reduce the use of pesticides, mercury, lead, and other persistent bioaccumulative toxic substances, and continue to educate the public on the potential harmful effects of these substances.
- 8.2.8 Support organizations that educate and encourage homeowners, businesses, and developers concerning the benefits of using native landscaping materials and taking steps to halt the introduction and spread of invasive species.
- 8.2.9 Support Appleton's existing forestry program to plant new trees and to maintain the health of the City's urban tree canopy.
- 8.2.10 Leverage the resources available through the Fox River/Green Bay Natural Resource Trustee Council (NRDA Funding) for restoration and public access projects along the Fox River corridor.
- 8.2.11 Continue to partner with local agencies and organizations such as the Outagamie County Greenways and Fox Cities Greenways to identify, preserve, and develop important local and regional environmental corridors and greenways, which can provide multiple benefits including better trail connectivity and environmental benefits as well.

8.3 OBJECTIVE: Continue and expand efforts to preserve, restore, and interpret important features of Appleton's rich history

- 8.3.1 Preserve Appleton's historic resources through the City's Historic Preservation Ordinance and actions of the Historic Preservation Commission.
- 8.3.2 Educate property owners and encourage context-sensitive restoration of Appleton's historic and potentially historic properties.
- 8.3.3 Continue to educate eligible homeowners and business owners on the tax credits available to them through the State and Federal governments for both homeowner rehabilitation and commercial property improvements.
- 8.3.4 Improve on-site marking and interpretive signage for Appleton's historic sites.

- 8.3.5 Develop a historic walking tour or tours for the downtown, Fox River Corridor, and historic neighborhoods similar to the Fox Trot Trail Historic Walk.
- 8.3.6 Continue to maintain the City's status as a member of the Certified Local Government Program through the Wisconsin Historical Society.
- 8.3.7 Continue to recognize individual efforts for exterior restoration and maintenance of buildings and structures through the annual historic restoration and stewardship/revitalization certificate awards program.
- 8.3.8 Support development of the proposed Fox River Locks Visitor Center on the Fox River.
- 8.3.9 Promote the incorporation of Appleton's history into the planning and development of future parks, trails, and other amenities.
- 8.3.10 Encourage redevelopment in the downtown area which compliments the existing historic character of the neighborhood and promotes greater livability.

8.4 OBJECTIVE: Support the organizations, events, and venues that make Appleton the arts and cultural center of the Fox Cities.

- 8.4.1 Provide appropriate financial, technical, and other resources to ensure the continued viability and growth of cultural organizations and attractions, in partnership with organizations such as Appleton Downtown, Inc., the Appleton Public Library, and the Fox Cities Convention and Visitor's Bureau.
- 8.4.2 Partner with other agencies and organizations to ensure the availability of adequate event space and logistical services to facilitate cultural and related events within the community.
- 8.4.3 Continue to broaden education and collaboration with diverse communities.
- 8.4.4 Support development of a signature downtown amphitheater to showcase Appleton's growing music and cultural performance scene.

8.5 OBJECTIVE: Continue support for programs targeted to Appleton's diverse communities.

- 8.5.1 Support the Diversity & Inclusion Coordinator position within the Community and Economic Development Department.
- 8.5.2 Continue to broaden education and collaboration to diversity stakeholders.
- 8.5.3 Continue to learn from and assist marginalized communities.
- 8.5.4 Provide assistance and support to minority owned businesses to help ensure success, track trends and remove obstacles to growth.
- 8.5.5 Support the facilitation of programs for City employees designed to increase communication with non-English speaking community members and business owners.
- 8.5.6 Partner with Lawrence University, Appleton Downtown Inc., the Fox Cities Chamber of Commerce, and New North to develop and implement strategies which support an environment that is welcoming to all.
- 8.5.7 Support and participate in the networking efforts of agencies and organizations that serve diverse populations.

8.6 OBJECTIVE: Consider developing a comprehensive Cultural Arts Plan to inform and guide efforts that position Appleton as the cultural center of the Fox Cities and a unique regional destination for those interested in history, culture, and all forms of artistic expression

- 8.6.1 Reach out to private businesses and arts and cultural organizations to determine if there is sufficient interest in and resources available to prepare a comprehensive Cultural Arts Plan.
- 8.6.2 Prepare a Cultural Arts Plan which goes beyond public art to proactively plan for how the City can leverage its tremendous cultural, musical, and creative talents to retain its young people, grow its tourism potential, and attract and retain creative workers to the region.
- 8.6.3 Consider establishment of a public arts fund to support on-going public art initiatives.
- 8.6.4 Partner with private businesses and organizations to help brand and market Appleton as the creative hub for northeast Wisconsin.