

Resolution #5-R-19
Rededication & Revitalization of Soldier's Square

Submitted by: Alderperson Schultz, District 9 & Alderperson Williams, District 10
Date: May 15, 2019

Referred To: Community & Economic Development Committee

WHEREAS; Monuments have long been used by civilizations as a way to commemorate a common history and to visualize a shared future and have historically been incorporated into the fabric of civic life through the formation of public spaces which embrace them, and;

WHEREAS; For the bereaved, military comrades, and the public at large, public memorials function as virtual graves for those who often died far from home on foreign soil and serve as permanent reminders of the steep price our nation, and our City, has paid for the preservation of its security and freedoms and the events that have helped shape our common history, and;

WHEREAS; the one-block long plaza roughly 80 feet in width between South Morrison and South Oneida streets, deeded to Appleton in the 1850's by Boston philanthropist Amos Adams Lawrence, the namesake of Lawrence University, holds a deed restriction that it function as a 'Pedestrian Mall', in perpetuity, lest it be returned to the Lawrence family, and;

WHEREAS; Market Street, as it was once known, was renamed in 1911 as 'Soldiers Square,' precipitated by the dedication of a monument created by Italian sculptor Chevalier Gaetano Trentanove and presented by Appleton industrialist A.W. Priest in memory of his brother, James Priest, who died in the Civil War, and;

WHEREAS; In 1915, in response to a national call to honor those who served in the Spanish-American War, the City of Appleton petitioned for and received one of the one thousand "Remember the USS Maine" memorial plaques, cast from the salvaged metals of the infamous warship before it was sunk off the shores of Havana Harbor and dedicating it, along with two Napoleon cannon from the same conflict, on the East end of Soldier's Square, and;

WHEREAS; In 1922, The City Planning Survey recognized the importance of Soldier's Square, its newly established memorial reflection space, as a primary element in its first attempt to create a bold new vision for downtown, featuring an expanded monument boulevard as an anchor to its propose civic centre on the bluff site, and;

WHEREAS; In the late 30's, to make way for parking, the Spanish American War Memorial was relocated to Pierce Park where, subject to vandalism and the scrap drive of 1943 which resulted in the loss of the cannon, has since deteriorated beyond recognition while the Civil War memorial, which remained in Soldier's Square, was largely neglected for over a century, forfeiting its prominence in the public plaza, and;

WHEREAS; More recently, the veterans of the Middle East conflicts, but also including those who served in Viet Nam, Korea and other conflicts over the last half century, have not been formerly recognized in the public commons of Soldier's Square, though deserving of the same recognition and honor afforded all veterans of foreign wars, and;

WHEREAS; Soldier's Square, once provided a place of solace and contemplation, where these memorials were appreciated for their aesthetic and symbolic value beyond their commemorative purpose, complementing the mission of the civic spaces in which they reside by connecting us and causing us to reflect on something larger than ourselves;

WHEREAS; the City of Appleton, presently in the midst of a grand redesign of its downtown core and

bluff sites, including multi-use development proposals adjacent to Soldier's Square, is being afforded a once-in-a-lifetime opportunity to embrace its history and its reverence for our veterans and all who have served since the foundation of the City, by righting this long-standing violation of the spirit of the Amos Lawrence deed restriction and public trust;

NOW THEREFORE, BE IT RESOLVED; That the City of Appleton will commit to an effort to revitalize Soldier's Square and make every attempt to recapture the former function of the space as an open and inviting pedestrian mall and reflection space by rededicating the original boundaries of the pedestrian plaza and public monument square;

BE IT FURTHER RESOLVED; that the City complete both the full restorations of the Civil War Memorial and the Spanish-American War Memorial in the newly revitalized plaza using funds allocated to such restorations in the projected budget for restoration, as well as accommodate the placement of a new 'recent conflicts' memorial at the heart of the plaza to be funded by the citizens of Appleton and a number of local non-profits leading the restoration effort including, but not limited to Sculpture Valley, The Hearthstone Historic House Museum, VFW Post 2778, Desert Veterans of Wisconsin – Fox Valley Chapter, American Legion Post 38 and whomever else rises to assist in this honorable and historic en-deavors.



MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director

DATE: June 12, 2019

RE: Resolution #5-R-19: Rededication and Revitalization of Soldier's Square

Resolution #5-R-19 was introduced by Alderperson Schultz, District #9 and Alderperson Williams, District #10 at the May 15, 2019 Common Council meeting.

Staff Recommendation:

Resolution #5-R-19 be referred to staff to complete due diligence.



MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director

DATE: September 11, 2019

RE: Resolution #5-R-19: Rededication and Revitalization of Soldier's Square

Resolution #5-R-19 Rededication & Revitalization of Soldier's Square was submitted by Alderpersons Schultz and Williams on May 15, 2019. It went to CEDC on June 12, 2019 and was referred to staff to complete due diligence. The Departments of Community and Economic Development, Parks, Recreation and Facilities, and Public Works, as well as the City Attorney's Office, all participated in the completion of the due diligence.

Attached are the following documents:

- Resolution #5-R-19
- Memo from City Attorney Walsh dated September 5, 2019
- Staff Memo dated June 12, 2019
- Original Deed from 1851
- Historical Newspaper Articles
- Municipal Services Minutes dated November 11, 2008
- Common Council Minutes from November 19, 2008
- Civil War Monument Condition Report
- Excerpt from Comprehensive Plan Re: Soldier Square/YMCA Parking Ramp Area
- 1922 Comprehensive Plan
- Map of Streets and Area in 1922

Due Diligence Findings

This property was conveyed by Amos Lawrence to the City of Appleton in 1851. The City Attorney's memo states, "...it is clear that the City's use of Soldiers Square for a street and parking area is consistent with the terms of conveyance." On November 11, 2008, Municipal Services moved to deny Resolution #12-R-08 and, ultimately, the resolution was withdrawn by the author. On November 11, 2008, Municipal Services recommended Soldier Square from Oneida Street to Morrison Street to be reconstructed with concrete pavement and curb and gutter. The recommended geometry of Soldier Square was presented at the October 21st meeting and included incorporating angled parking, an enclosure for refuse collections, lowering the statue, and a "café area" along the eastern half of the north side of Soldier Square. This design was done with a great deal of input from business and property owners and Appleton Downton Inc. (ADI). Council approved this action on November 19, 2008.

Soldier Square was originally scheduled for reconstruction in 2010. Reconstruction was delayed until 2012. At that time, it was constructed as to the design discussed with the community at a cost of \$200,000 with 32 parking stalls generating \$40,000 in annual revenue.

The Parks, Recreation and Facilities Department in 2015 had the Civil War Memorial inspected, and the report indicated the scope of work and the estimated cost to repair the monument is between \$14,000 to \$20,000. It is the Department's intent to complete this work within the next five years using CIP artwork monies. This monument would not be moved due to cost feasibility and it already exists in the Soldier Square Area.

The Spanish American War Memorial that was in Soldier Square was moved to Pierce Park in the late 30's. Plans to refurbish this memorial in its 9 decades' location are currently in the planning stages. In addition, there are two other monuments in this same area that will also be restored. The Department invited Sculpture Valley to meet with staff and review these plans, which they, without seeing them, are not supportive of as a result of their desire to develop and move the Spanish American War Memorial to the Soldier Square Area. Approximately 4 years ago, the PR&F Department worked with Sculpture Valley to purchase new cannons for this monument which will be installed when the monument is refurbished in Pierce Park. It is anticipated this work will be completed within the next two years.

The 1922 Comprehensive Plan shows a design in this area for a Civic Center including the YMCA, Library, City Hall, Municipal Museum and Art Building, Women's Club, Vocational School, Lawrence Music Conservatory, two Churches and Stores. To the best of our knowledge, portions of this plan were implemented, but the core components of this concept plan were not actionized due to the cost to assemble the land, construction of several new buildings, and the natural growth of the urban core.

The 2017 Comprehensive Plan shows a concept designed for many areas in the Central Business District. The Soldier Square concept design is shown in a flexible manner to accommodate a mix of daily, weekly, seasonal and special event uses. For example, the use of retractable bollards at S. Oneida Street and Soldier's Square would allow for multiple configurations of pedestrian-only space.

In November 2016, Council directed the Community and Economic Development Department to issue a Request for Proposals (RFP) to develop a 200,000 square foot mixed-use library somewhere in the Central Business District. In January 2017, the City received 8 proposals from 5 developers. Subsequently, Council accepted a proposal from Commercial Horizons to redevelop the Soldier Square Ramp site for a mixed-use library. Staff and developer were then directed to continue due diligence required to redevelop this site. Resources were spent towards this endeavor until Council directed to hold any further due diligence until development of Bluff Site One was better developed.

Staff Recommendation:

For all of the facts stated above, staff recommends Resolution #5-R-19 **BE DENIED**.



LEGAL SERVICES DEPARTMENT

Office of the City Attorney

100 North Appleton Street

Appleton, WI 54911

Phone: 920/832-6423

Fax: 920/832-5962

TO: Alderperson Matt Reed, Chair
Members of the Community and Economic Development Committee

FROM: James P. Walsh, City Attorney *James Walsh*

DATE: September 5, 2019

RE: Soldiers Square Dedication

This office has been requested to provide an opinion regarding the status of Soldiers Square and its position regarding the conveyance from Amos Lawrence. At the outset, it is important to identify that the property was conveyed in 1851. The 1851 conveyance contains the following language:

“To the use of said town as a public highway and for no other use and when no longer used as a public highway or when used for any other purpose whatsoever than to revert to the said parties of the first part their heirs or assigns.”

The language of the conveyance requires the property conveyed, the Soldiers Square 80-foot street, shall be used as a highway. The term highway is not defined in the Deed. It is a basic tenet of contract interpretation, that when words are subject to different meanings, a resort to a commonly used dictionary is acceptable. Webster’s 9th Collegiate Dictionary defines “highway” as “[a] public way especially a main direct road.” In addition, §340.01(22) of the Wisconsin Statutes defines “highway” as “[a]ll public ways and thoroughfares and bridges on the same. It includes the entire width between the boundary lines of every way open to the use of the public as a matter of right for the purposes of vehicular traffic.”

Given the definitions indicated above, it is clear that the City’s use of Soldiers Square for a street and parking area is consistent with the terms of the conveyance. Hopefully this information is helpful to the Committee. If you have any questions please do not hesitate to contact me.

JPW:jlg

water-powers at rate charge of population, and to the improvement thereof, and all the right, title & interests of the said grants of the first part in & to the said lands above described.

On return of return of the said parties of the first part, there have been set their hands & seals the day and year first above written, Signed, Sent, & returned

in presence of
C. A. Lawrence
for John Packard
A. W. Donitt
att'y.
S. S. S.

Samuel Lawrence
for John Packard
att'y.
S. S. S.

State of Wisconsin
Dodge County, ss.

On this tenth day of May A. D. 1853 persons
My appeared before me the above named C. A. Lawrence J. A. B.,
known as by John Packard their atty, and acknowledged the execution
of the above said instrument to be their free act & deed for the uses and
purposes therein contained.

Given under
Hand of
Notary Public
Prisoner in


per
J. P. Birmingham
Notary
for
John P. Briggs
D. Phelps

State of Wisconsin, to John C. Henry
Patent - 457.

The State of Wisconsin, It act to enforce these presents shall come bearing, therefore, by an act of the Congress of the United States, approved August 21st 1848, the Act to grant a certain quantity of land to and in the improvement of the Fox and Wisconsin Rivers and to amend the same by a canal in the Territory of Wisconsin certain lands were granted to the said State of Wisconsin and by the same, by the report of the State Land Office, appointed to make a sale of the said lands as granted, it is now to an act of the Legislature of the said State, entitled, "an act to provide for the improvement of the Fox and Wisconsin Rivers, and connecting the same by a canal," approved August 21st 1848, it appears that full payment has been made by John C. Henry of the county of Brown in the said State, necessary to the premises of the act last aforesaid, and the several acts supplemental and amendatory thereto, for the full amount described tract of land, a part of the lands so granted to said Henry.

The said tract of the said premises of Section Eleven, Township of the County of Brown, Wisconsin, is now necessary to the said Henry of the said lands as returned to the General Land Office of the United States by the Surveyor General, which said tract has been purchased in payment of said land by the said Henry. Now knowing that the said Henry is in compliance of the provisions and in conformity with the several acts of Congress, and of the State of Wisconsin, and duly executed and approved, have given and granted and his heirs, assigns, etc. and do grant unto the said

promises with the apprehensions with the said party of the second part during and until the full end and term of her life true fully to be complete and ended the said party of the first part is to have the said half of the land or land set for his own use and at the end of said term shall and will peacefully and quietly leave, surrender and give up the said premises unto the said party of the first part his heirs or assigns; and their heirs to be kept and performed shall shall and may peacefully and quietly have, hold, occupy, possess and enjoy the said tenement premises with the appurtenances for and during the said term without any lawful distress hindrance or molestation of the said party of the first part his heirs or assigns or any other person or persons claiming or to claim by, from or under him or them or any other persons having or lawfully claiming any right in the said premises or interests therein; the parties hereto have interchangeably set their hands and seals, the day and year first above written

Henry P. Beebe, 
 Welling Beebe, 

Dr. Revenue of
 Chancery & Belee
 Recd for Record April
 19th 1854 at 3 P.M.
 Julius S. Buck
 Register
 Myself & Son
 Deputy

James A. Lawrence &
 wife
 of
 Town of Grand Abut
 do hereby certify that
 the said party of the first part
 has made the twenty sixth
 day of August in the
 year of our Lord one
 thousand eight hundred and fifty one Between
 James A. Lawrence of Boston Massachusetts and
 Sarah Elizabeth wife of the said James A.
 Lawrence partner of the first part and the
 Town of Grand Abut sitting in the County of Worcester
 State of the first part for and in consideration
 of the sum of one dollar and of divers other good
 and valuable considerations to them in hand paid
 by the said party of the second part the receipt
 whereof is hereby confessed and acknowledged
 have remised released and quit claimed and by
 these presents do remise release and quit claim
 unto the said party of the second part their

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successors and assigns all the estate right title claim and demand of the parties of the first part either as law or in Equity, and as well in preference as coparcenary of, in and to all that certain piece of land situate in the Village of Appleton Livingston County Wisconsin bounded by a line running as follows commencing at a point in the west line of Block no. seven: one hundred & twenty (20) feet from the south west corner of said Block and running northward on the said west line eighty (80) feet thence eastward on a line parallel to the line of College Avenue to the east line of the said Block - thence southward on the said east line eighty (80) feet - thence westward in a line parallel to the line of College Avenue to the point of beginning according to the recorded plat of said village of Appleton in the Register's Office of Barron County to the west of the said town and a public highway and for no other use - and when no longer used as a public highway or when used for any other purpose infirmities, them to revert to the said parties of the first part their heirs or assigns.

together with all and singular the covenants and appurtenances thereto belonging or in any wise appertaining, to have and to hold the said premises as above described with the hereditaments and appurtenances unto the said party of the second part and to its successors and assigns forever.

In witness whereof, the said parties of the first part ha themselves set their hands and seals the day and year first above written.

in presence of
John H. Ashmun
Amos Balland

A. J. Lawrence
Wm. J. Pickard
Sarah Lawrence
for said Pickard

State of Wisconsin
Livingstone County

Be it remembered
That on the twenty
seventh day of August

A. J. Lawrence personally came before me the above named Amos J. Lawrence & Sarah Elizabeth wife of the said Amos J. Lawrence by deed and acknowledged their attorney to me known to be the persons who executed the said deed and acknowledged the same to be their free act and deed for the reasons mentioned therein mentioned.
Read for Record June 19th 1894 at 9 PM Amos Balland
John S. Buck by Keller & Jones Attorney Public Barron County Register

Soldier Square monument

Civil War veterans from Outagamie County had been asking for a monument since the 1880s. There were several active G.A.R. posts that requested one.

T.M. Kellogg in 1901 suggested that the County erect a monument on the grounds of the county courthouse. A committee advised that it might take up to \$7,000, to be raised by taxation, and that there should be a vote. It was turned down by Outagamie County voters.

In 1907 George C. Jones (who donated Jones Park) suggested that the public market (on Market Street) was becoming an eyesore, and said he would promote the idea of a monument for a subscription drive if the market was removed. The city agreed. He had raised citizen pledges of about \$3,500 when A.W. Priest, an industrialist, offered on June 8, 1909, to finance a memorial to the Civil War soldiers if the George D. Eggleston Post, No. 133, Grand Army of the Republic would take charge of the details and the monument. His offer was accepted at the Post meeting of June 18.

Priest didn't fight in the Civil War, but two of his brothers did. One of them (James E. Priest) died in camp. They came to Appleton with their parents in 1849, where his father built and ran a sawmill. He lived in Kaukauna for many years before buying the H.J. Rogers home on Prospect Street (now Hearthstone). He was one of the presidents & founders of the Fox River Paper and Pulp Company as well as president of the Hewitt Water Power Company and many others.

There was a competition for the design which was to be a bronze sculpture of soldiers. A sculptor from Florence, Italy, Cavaller Gaetano Trentanove, was commissioned to do the work. He had previously created statues in Wisconsin, including one in Oshkosh. The sculptor and his wife came from Italy to place the figures on the granite base, and attended the ceremony.

The three figures, cast in bronze, weigh 5,000 pounds. The base was granite. The monument is 28 feet in total height, while the granite pedestal is 13 feet and the top of the flag is 15 feet above the base. In 1911 descriptions of the monument, it said there was a vault inside that might contain papers and a bottle of whiskey.

The name Market Street was changed to match the memorial, which was unveiled on May 30, 1911; then still called Decoration Day. Miss Aimee Baker, a niece of A.W. Priest, unveiled the sculpture "before a large audience gathered in front of the library". (The library was across the street at 121 Oneida St.). Mayor J.V. Canavan gave a speech and Bishop Fallows of Chicago delivered a memorial address.

The land was deeded to the city in the 1850s by Amos A. Lawrence, who is known for his role in founding Lawrence University. "It must always remain a public thoroughfare or revert back to the Lawrence family". [Square was Deeded by Lawrence, Post-Crescent 9/24/1967 p. 43]

The statue was restored by several local groups by 1983.

I also included some articles describing the Soldiers Square Parking ramp. [Mayor Calls Avenue 'Street of Tomorrow' Post Crescent 9/24/1967 p. 42] There was a large section on the updating of College Avenue, the ramp and the cobbled street that runs next to the ramp.

APPLETON, WISCONSIN, THURSDAY EVENING, MAY 4, 1911

ENDS ON
TO CONCILIATE
INSURRECTO LEADERS



MEXICO, May 3—General... who has been in Europe... a half studying plans... received a summons from... to return to Mexico... as is a veteran of the Mex-... and is one of the strong-... leaders of the Diaz faction... ed that his return indi-... may be a candidate for... likely for the presidency... Diaz hopes in any... yes will be able to con-... the leaders of the rebels... lar with both sides in the... ho.

TEA ROOM
ATTRACTIVE PLACE
EDUCATION IN APPLETON
TO THE PUBLIC ON
WEDNESDAY

A Tea Room conducted by All Saints Episcopal church next to the Bonini meat opened to the public yesterday, and a large number of between the hours of 3 and were served with delicious chocolate with sandwiches. room is an attractive place. have transformed an old

MONUMENT IS BEING
RUSHED BY EXPRESS

UNVEILING TO TAKE PLACE AT
1 O'CLOCK MEMORIAL DAY

Plans for May 30, Made Last Night at Meeting of General Committee—
Boys' Brigade and Veter-
eran Drum Corps

The Soldiers' monument, which is now being rushed here from New York by express, will be dedicated shortly after 1 o'clock Memorial day. Such is the plan decided upon last night at the meeting of the general arrangement committee at Dr. Kanouse's office, at which were representatives of the George D. Eggleston post, Chas. O. Barr camp and Sons of Veterans.

The parade will formal at 1 o'clock and march direct to Veterans' Square, where the unveiling will take place, short exercises being held there. From there the parade will proceed to the theatre, where Bishop Fellows will deliver the Memorial Day address.

On account of so many desiring to hear the noted Chicago divine admission will probably be limited to adults. Last year children were admitted, which caused at least 300 adults to be turned away and within fifteen minutes after the exercises commenced most of the children had left the theatre, causing a disturbance as well as having taken up seats which others would like to have occupied.

One of the features of the parade will be the initial appearance of the Boys' Brigade. The youthful soldiers will march in rear of Company G. To test their discipline, paces will be provided for them at the theatre on account of their being participants in the exercises. Another feature will be a veteran drum corps of three pieces which will head the Grand Army delegation.

Mayor J. V. Casavan will be president of the day; Godfrey Bomler, marshal, Rev. H. M. Moore, chaplain.

The Civil war veterans greatly appreciated the manner in which the automobile owners came to their assistance last year and an effort is to be made to have the affair duplicated. All auto owners are requested to loan the use of their machines for that afternoon. No effort will be made to keep them in line behind the band, after Drew street is passed, as was the case a year ago, causing several to burn out on account of the low speed. A separate route will be provided for the machines so as to bring them to the cemetery at about the same time as the other section of the parade.

Owing to the unveiling of the monument the members of the organizations having charge of the day will be obliged to go into their own pockets to cover the expense as the costs of the day will be considerable over those of the past and cannot be covered by the \$100 given annually by the city.

GALLINGER IS LIKELY
TO SUCCEED FRYE



WASHINGTON, May 3—Jacob H. Gallinger, senator from New Hampshire, will, it is generally believed, be the new president pro tem of the senate to succeed William P. Frye, of Maine, who recently resigned the position.

PROF. TREVOR GRANTED
A LEAVE OF ABSENCE

POPULAR PROFESSOR TO DO RE-
SEARCH WORK IN UNIVER-
SITY OF CHICAGO

Professor A. A. Trevor, of Lawrence College, has been granted a year leave of absence by the trustees. Professor Trevor will spend the year in research work in the University of Chicago, and will also be an assistant in the department of Greek of that institution.

The man who will act as substitute instructor in the department of Greek at Lawrence during the absence of Professor Trevor, has already been chosen, and he comes highly recommended both for his scholarship and his ability as a teacher.

Prof. Trevor is one of the most efficient as well as most popular members of the Lawrence faculty, and will be greatly missed by the students and towns-people, all of whom, however, will be glad to learn that he is to return to Lawrence in the fall of 1912.

DEEP WATER WAYS
FOR THE FOX RIVER

LAST DAY TO FILE
ELECTION EXPENSES

ABOUT A DOZEN CANDIDATES TO
FILE STATEMENTS

Assessors Meet With Council and Pre-
pare to Begin Work of Assessing
All Property—Old Commis-
sioners Reappointed

This is the last day under the law for filing the election expense accounts, and there were about a dozen candidates at the primaries or election who have not as yet filed the statement with the city clerk as provided by law.

The council has appointed George Lampert, as the third assessor, and he with the other assessors recently appointed, A. E. Heidemann and Eyd. Krahnhold met with the council this morning and are preparing to begin their work of making the annual assessment.

The matter of fixing the valuation on the property of the city is the most important matter before the new administration and all eyes will be on this as sessions until they complete their work and make their report to the council.

The council has abolished the board of fire and police commissioners and will attend to the duties of that committee, but has reappointed the old members of the library and park boards as follows:

- Library board—George O. Jones, O. E. Clark, P. E. Ryan, H. G. Frohman, E. S. Bradford, H. D. Ryan, Henry Krahn, J. Harwood, Gustave Keller and Miss Carrie E. Morgan.
- Park Commissioners—George O. Jones, H. G. Saecker, E. W. Meyer.

MOTHER IS SCORED
IN MUNICIPAL COURT

PEERENBOOM TWINS UP ON THE
TRUANCY CHARGE—MUST GO
TO SCHOOL

Seldom, if ever, has a parent received the scoring in municipal court which was given Mrs. Mary Peerenboom, 1024 Franklin street, this morning by Judge Thomas H. Ryan. Mrs. Peerenboom's sons, Luther and Peter, who are both under 16 years old tomorrow, were in court on a truancy charge. They said they were on the streets selling papers because their mother wanted them to earn money and that for that reason they could not go to school.

The mother was charged by the court with being responsible for the lads being in the position they are. The case was adjourned until a week from Saturday. In the meanwhile the boys will be given an opportunity to attend school. They must also be in the house at 8 o'clock at night. A violation of either of these conditions meant the industrial school.

Non-Circulating

APRIL 1911

BOX IN MONUMENT PEDESTAL IS SEALED

Papers and Bottle Placed in the Box This Morning Might Not Be Seen Again for Centuries.

Appleton, Wis., Wednesday, May 10.

The "vault" in the pedestal of the soldiers' monument now in progress of construction opposite the city library, was sealed this morning.

How many years, possibly centuries, it will be before the things that were placed into the "vault" will be seen cannot be estimated.

Some present at the "sealing ceremony" this morning were of the opinion that it will be centuries before there will be occasion for anyone to see what the little box contains. Papers of various kinds printed matter with reference to the gift that made the monument possible were among the things put in the box. One of the employes of the Ryan and Long Plumbing company placed a paper in the box containing the name of the firm and the names of the present employes. A small flask of whiskey, well sealed, was also put in. One man remarked that if the box is not opened for a century or two the whiskey by that time will be worth \$100 an ounce.

Appleton Weekly Post
May 18, 1911 p5

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CHEVALIER GAETANO TRENTANOVE



PUBLIC LIBRARY

APPLETON, WIS.

APPLETON SOLDIERS' MONUMENT

IS WORK OF NOTED SCULPTOR

The Chevalier Gaetano Trentanove, the sculptor who executed the Appleton soldiers' monument which will be dedicated on Memorial day, is an artist of the first rank in Europe and America. He was born in Florence in 1858, the son of a goldsmith, and his whole life has been spent in the studio, in his youth in those of the leading Italian sculptors, later in his own studio in his native city. For some time he maintained a studio in Milwaukee. Signor Trentanove is a naturalized American citizen. In 1902 King Humbert of Italy created him a knight of the Crown of Italy.

The Chevalier Trentanove's first great success was "The Last of the Spartans," which he exhibited at the Chicago World's Fair upon coming to America in 1893. This marble statue was purchased by William E. Cramer, the veteran editor of the Milwaukee Evening Wisconsin and presented to the Layton art gallery, where it has been seen by many Appleton people. It shows a Spartan soldier, deadly wounded, writing the word victory on his shield. In the Layton gallery there is also Trentanove's statue of Raphael.

The sculptor says that the statue of Father Marquette in Statuary Hall, Washington, D. C., is his greatest conception. Replicas of this work have been made for the city of Marquette, Mich., and Mackinac Island. Among other statues in America by Trentanove are the Daniel Webster and General Albert Pike monuments, in Washington, D. C., a colossal equestrian statue of Thaddeus Kosciuszko, the Polish patriot, in Milwaukee; the colossal statue at Sommerville, N. J., of President McKin-

ley, of whom he was a personal friend and often a guest at the White House; and the soldiers' monument given to the city of Oshkosh four years ago by Col. John Hicks.

Signor Trentanove has not only created memorials to the valor of the Boys in Blue, but has made an excellent monument to Confederate soldiers for the city of Springfield, Mo. The monument is erected on the site of the battle of Wilson's Creek, in which a number of Appleton veterans took part.

The sculptor's conception of the soldiers' monument which A. W. Priest has presented to the George D. Eggleston Post of the Grand Army of the Republic in memory of his brother, who died in camp during the Civil war, was expressed by him in an interview. He has sought to represent the moment in which the Federal colors are in danger. A Union cavalry officer grasps the flag in his left hand, in his right he holds his sabre with a gesture of command. He is leading two infantry men to the charge. One of them is charging with his bayonet, ready to defend the flag at all hazards, while the other soldier is blowing the bugle, calling his comrades to the charge.

The total height of the monument is twenty-eight feet. The pedestal, of choicest red granite, from the quarries at Lake Maggiore, Italy, is thirteen feet high, and the bronze group at its highest point, the top of the flag staff, is fifteen feet. Signor Trentanove says he devoted almost a year and a half to the work on the clay model and six months to the casting of the bronze figures.

MISS AIMEE BAKER TO UNVEIL MONUMENT

NIECE OF DONOR WILL PULL THE CORD WHICH WILL EXPOSE STATUE TO VIEW

Miss Aimee Baker will unveil the soldiers' monument on Veterans Square on Memorial day.

Miss Baker is a niece of A. W. Priest, the donor of the monument, and a grand daughter of Lieut. Stephens, a Civil War Veteran. She is an artist and instructor in drawing at Lawrence university and prominent in Women's club circles.

Mr. Priest made the announcement of his choice of Miss Baker for this honor this morning. She will pull the cord which will release the flags that will cover the figures until the moment of dedication.

TO HONOR APOSTLE OF THE GERMANS

ST. BONIFACE CELEBRATION AT ST. JOSEPH'S HALL SUNDAY, JUNE 4

To honor St. Boniface, the apostle of the Germans, will be one of the objects of the "Katholiken Tag im Kleben" at St. Joseph's hall Sunday, June 4, under the auspices of the German Catholic societies of the City. The program for the evening of that day will consist of addresses by state officers of the German Catholic staats Verband of Wisconsin and probably an address by a priest, also instrumental and vocal music. In the afternoon the state officers will hold a business meeting.

At its last national convention the Central Verein of the United States, the central German Catholic organization of the country, called upon all its branches to observe St. Boniface's day. This apostle of the Germans was Wilfred, an Englishman, and is to the Germans what St. Patrick is to the Irish. His feast day is henceforth to be the national German Catholic holiday.

The St. Boniface celebration June 4 will be the first of its kind in Appleton.

COMPLETE LIST OF CLASS '11 MEMBERS

FORTY-THREE STUDENTS WILL RECEIVE HIGH SCHOOL DIPLOMAS WEDNESDAY

The following is a complete list of the members of the class of '11 at the Appleton high school. These forty-three students will receive their diplomas at the commencement exercises at the Appleton theatre Wednesday evening, May 31.

Olive Otto, Harold Beyer, Walter Canavan, Millred Pyon, Samuel Schilling, Mabel Sibley, Olive Davis, Howard Rindush, Barbara Kamps, Irma Erb, Alden Thompson, Maria Sherman, Adah M. Chandler, Will Bruce, Henry Rah-



GERMAN KAISER AND BE STARTING NEW

LONDON, May 26—News from Liss and Oporto, Portugal, indicates that riots and disorder, that have prevailed in those two cities, have been caused by the feeling against the present German emperor, and in favor of the restoration of ex-King Manuel to the throne. His visit to Manuel of Kaiser Wilhelm Germany, while the latter was in London, is widely believed to indicate that German monarch is supporting Manuel's ambition to return to the throne of P

CHANGES MADE IN TIME OF TRAINS ON ASHLAND DIVISION IN EFFECT MOND.

The new Ashland division train will leave here at 11:05, instead of 11:15. It will leave Milwaukee 4 hours earlier than formerly, but will cover in Milwaukee two hours. The train, which from the Junction north the one the U. C. T. steamed, will carry mail. The north bound train on the division which formerly left the depot on the flats at 8:40 o'clock, will be made up at the Junction in the future. It will cause the mail for that train to be closed at the post office at 7:20 instead of 7:40 o'clock. The changes go in effect Monday.

Comments

WIS PAN

ent which went from Wisconsin. The
 eorge D. Eggleston Post is named after
 lieutenant Eggleston who with more
 need of praise without the tunces rec-
 ognition and the most unqualified ad-
 miration of the magnificent bravery of

P.C. 5/31/1911 p. 1

Non-Circulating

PUBLIC LIBRARY
 APPLETON, WIS.



SOLDIERS' MONUMENT DEDICATED YESTERDAY

Monuments

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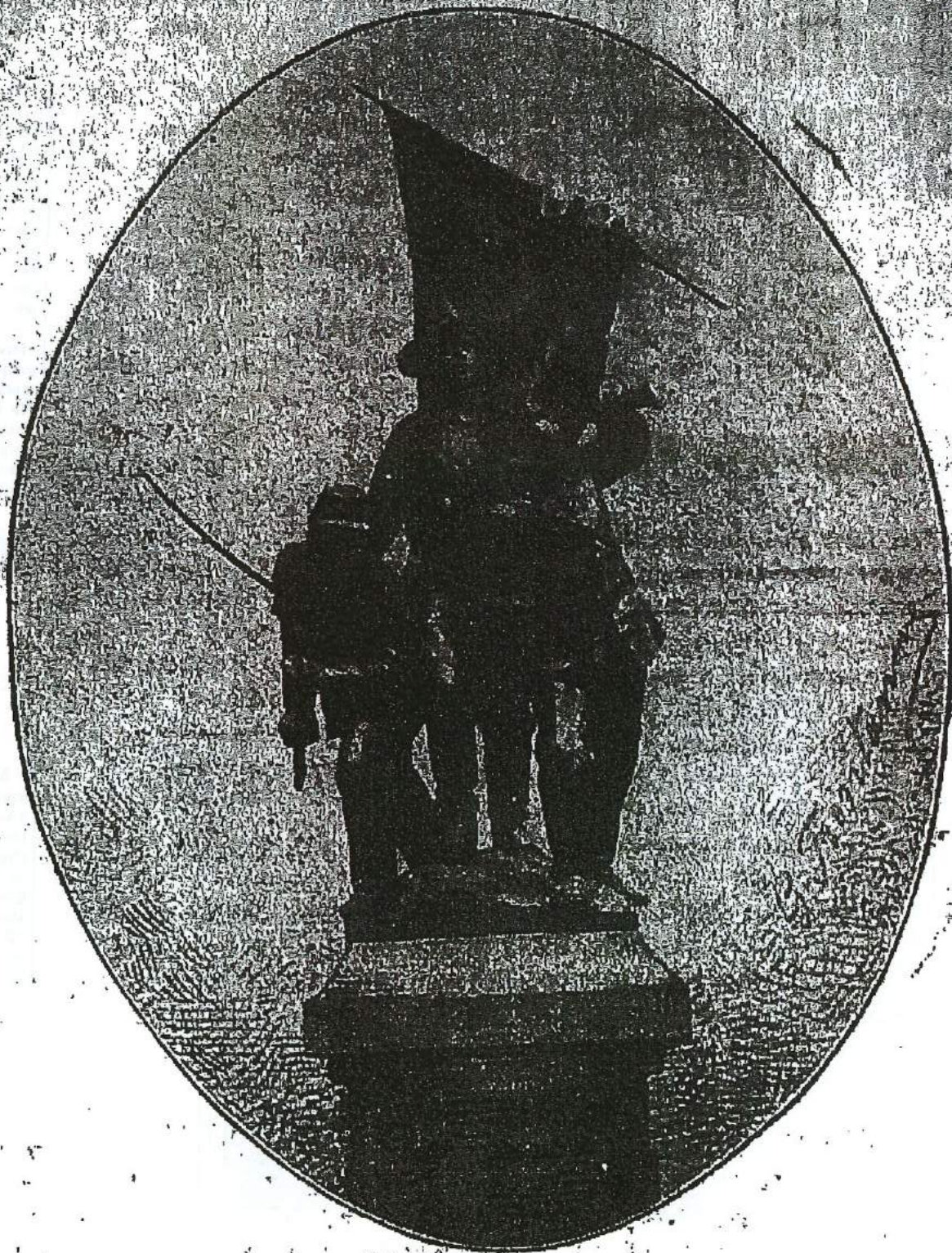
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MONUMENT WAS UNVEILED TUESDAY.



Beautiful Gift of A. W. Priest in Honor of the Living and in Memory of the Departed Heroes of the Civil War.

MONUMENT IS UNVEILED

Large Crowd Present to Witness Ceremony at Soldiers' Square Yesterday Afternoon—Day's Program An Ideal One—Theatre Filled to Hear Fallows.

Appleton, Wis., Wednesday, May 31.

A more fitting observance of Memorial Day than took place on Tuesday in this city would be hard to conceive of, for with the unveiling of the monument, the gift of A. W. Priest to the George D. Eggleston post, G. A. R., in memory of his brother and its attendant ceremonies, coupled with the inspiring address by Bishop Samuel Fallows at the Appleton theatre there was little more to be desired.

The ceremony of unveiling the soldiers' monument had a peculiarly appealing interest about it despite the fact that it was mostly a matter of formality. With the gray haired veterans encircling the base of the monument and the several allied military organizations standing in its shadow Miss Aimee Baker pulled the cord that lowered the red, white and blue veil revealing to an interested crowd of fully 2,000 persons the gift of Appleton's philanthropic and generous citizen.

The unveiling was the occasion for heavy applause, young and old alike taking this means of showing their appreciation of what Mr. Priest had done for the city as well as for the veterans.

The military parade was the best that this city has had in years and included the veterans, the honored body of the day, the Spanish War Veterans, the Sons of Veterans, Co. G, the Boys' Brigade, the Woman's Relief Corps and the Boy Scouts. There was such marked contrast between the old and young persons in the parade that the sight left a peculiar impress on most of those who witnessed the passing of the veterans and future citizens and possibly soldiers. When Miss Attie Baer placed a wreath on the base of the monument, the act was greeted by cheers and applause. The Lawrence Conservatory of Music double quartette sang stirring and appropriate songs at the unveiling and the exercises at the theatre, while the Appleton band contributed importantly to the musical features of the celebration. The ceremony at the unveiling was comparatively brief. Mr. Priest made only a few remarks in his presentation of the monument to the G. A. R. post, and Commander B. F. Brown accepted the splendid gift in behalf of the veterans in well chosen language. Mayor Canavan delivered an appropriate address.

The entire program of the day was carried out in detail without a single hitch. Every feature had been carefully attended to and was equally as carefully and interestingly executed.

The Appleton theatre was taxed to its capacity by the crowd that

The entire program of the day was carried out in detail without a single hitch. Every feature had been carefully attended to and was equally as carefully and interestingly executed.

The Appleton theatre was taxed to its capacity by the crowd that gathered to hear the address of the day by Bishop Fallows, which appears in part in another column of this issue. Bishop Fallows paid a handsome compliment to Chev. G. Trentenove, the eminent sculptor who created the figures of the monument. Thunderous applause greeted the speaker's remarks and Chev. Trentenove who was seated in a box acknowledged the kind words by a slight bow and appreciative smile.

Taken as a whole the 1911 observance of Memorial day has its full measure of interest and pleasure and this particular occasion will be long remembered and often referred to.

The children of Appleton must be given credit for the generous manner in which they responded to the call for pennies issued by the Woman's Relief corps for by reason of their liberal donations it was possible for the corps to purchase a large quantity of flowers which were placed on the soldiers' graves.



Appleton Weelding Post
Thurs. June 1, 1911 p. 1

Well Known Appleton Manufacturer Through Whose Magnificence the
Beautiful Soldiers' Monument Was Unveiled Tues-

MONUMENT WAS UNVEILED TUESDAY.



**Beautiful Gift of A. W. Priest in Honor of the Living and in Memory
of the Departed Heroes of the Civil War.**

Beautiful Soldiers' Monument Was Unveiled Tuesday Has Been Made Possible.

THROUGH the munificence of A. W. Priest, whose likeness is shown above, the chief feature in the observance of the 1911 Memorial day in Appleton will be the unveiling of a beautiful Soldiers' monument located on Soldiers' square directly opposite the free public library on Oneida street. The cost of this splendid tribute to the memory of the heroes who have gone before and in honor of those who are still with us was entirely borne by Mr. Priest and while the exact amount has not been made public, it is known to be about \$8,000.

It was nearly a year ago when Mr. Priest, after having heard of a movement in Appleton to raise a popular subscription for the erection of a soldiers' monument instructed the officers of the local Grand Army Post to open negotiations at once for the creation of a monument to cost in the neighborhood of \$10,000, assuring them of the necessary funds. Immediately a committee was appointed to attend to the work and soon afterward a contract was entered into with Cav. G. Trentanove, one of the best known sculptors in the world, who designed the statue that tomorrow will be unveiled. While Mr. Priest had been approached by the committee in charge of the solicitation of funds for the monument that was to have been erected by popular subscrip-

tion is not only appreciated by that organization, but will be appreciated by the public generally as soon as it is completed. It will cost between \$3,000 and \$4,000.

GOT LOTS OF MONEY SO CAN'T BE YOUR HONEY

That Is the Rhythical Reply to a Touching Couplet Indited on a Strawberry Box by One Thomas Crank of Bentonville, Ark.—No "Honey" for Him in Appleton.

Appleton, Wis., Monday, May 28.

In a couple of days, possibly some time on Wednesday, Thomas Crank of Bentonville, Arkansas, will receive the following note signed by a First ward young lady:

"Got lots of money, so can't be your honey."

The note is in reply to the following written by the aforesaid Thomas Crank:

"Want a honey without lots of money."

The appeal for a "honey" was written on a strawberry box and was brought to the attention of the First ward young lady by the maid of the house who preserved it while picking strawberries for Sunday dinner.

POLICE NAB BOY WHO

of ty in ys id st. on e. go us for the monument that was to have been erected by popular subscription and he had agreed to assist, his final voluntary offer to provide all the funds needed to consummate such a meritorious undertaking came as a complete surprise and it is needless to say that veterans, young and old, and citizens generally owe to Mr. Priest a vote of thanks and appreciation for this generous act.

R A. W. Priest is one of the oldest residents of Appleton and Outagamie county, having come here with his parents in 1849, when he was one year of age. His father in the spring of '49 started a saw mill on the water power where the Van Nortwick pulp mill is now located. Later on the family removed to Kaukauna, remaining there twenty-eight years. During his residence in the down river city Mr. Priest organized the Fox River Paper and Pulp company and promoted the Outagamie Paper company and the Hewitt Water Power company, of which three concerns he now is and for years has been president. Some years later, what was Kaukauna's loss was Appleton's gain when Mr. Priest and his family returned to Appleton to make their home. Mr. Priest purchased the former Rogers' residence on Prospect street, one of the most beautiful spots in the city, where he has since made his home. The site chosen for his home was a particularly appropriate one, inasmuch as Mr. Priest spent his boyhood days on and around that place, his father having lived on Front street, a short distance from the present Priest home, when he located here in 1849.

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The Appleton theatre was taxed

It will be only a short time longer when another monument attesting to the munificence of Mr. Priest will be dedicated in Appleton, work being now underway on a stone arch bridge to be thrown across the big ravine at Riverside cemetery, which is the gift of our philanthropic citizen. This structure for years has been greatly needed and the gift of Mr. Priest to the Riverside Cemetery associa-

The Farmer's Son's Great Opportunity

60 ACRES
**FARM IN
 WESTERN
 CANADA**



Why wait for the old farm to become your inheritance? Begin now to prepare for your future prosperity and independence. A great opportunity awaits you in Manitoba, Saskatchewan or Alberta, where you can secure a Free Homestead or buy land at reasonable prices.

Now's the Time

—not a year from now, when land will be higher. The profits secured from the abundant

crops of Wheat, Oats and Barley, as well as cattle raising, are causing a steady advance in price. Government returns show that the number of settlers in Western Canada from the U. S. was 80 per cent larger in 1910 than the previous year.

Many farmers have paid for their land out of the proceeds of one crop.

Free Homesteads of 160 acres and pre-emptions of 160 acres at \$3.00 an acre. Splendid climate, good schools, excellent railway facilities, low freight rates; wood, water and lumber easily obtained.

For pamphlet "Last Best West," particulars as to suitable location and low settlers' rate, apply to Sup't of Immigration, Ottawa, Can., or to Canadian Gov't Agent.

Geo. A. Hall,
 125 Second Street
 Milwaukee, Wis.

(Use address nearest you.) (87)

Square Was Decided by Lawrence

Soblers Square, the embankment street suggested by a poetess who had prophesied its possibility on the very morning that it was decided in the 1860s to be the city by James Lawrence.

The job of land was presented in the first year of the city with streets marked — it was already within a public square, a square of seven blocks in the Lawrence family.

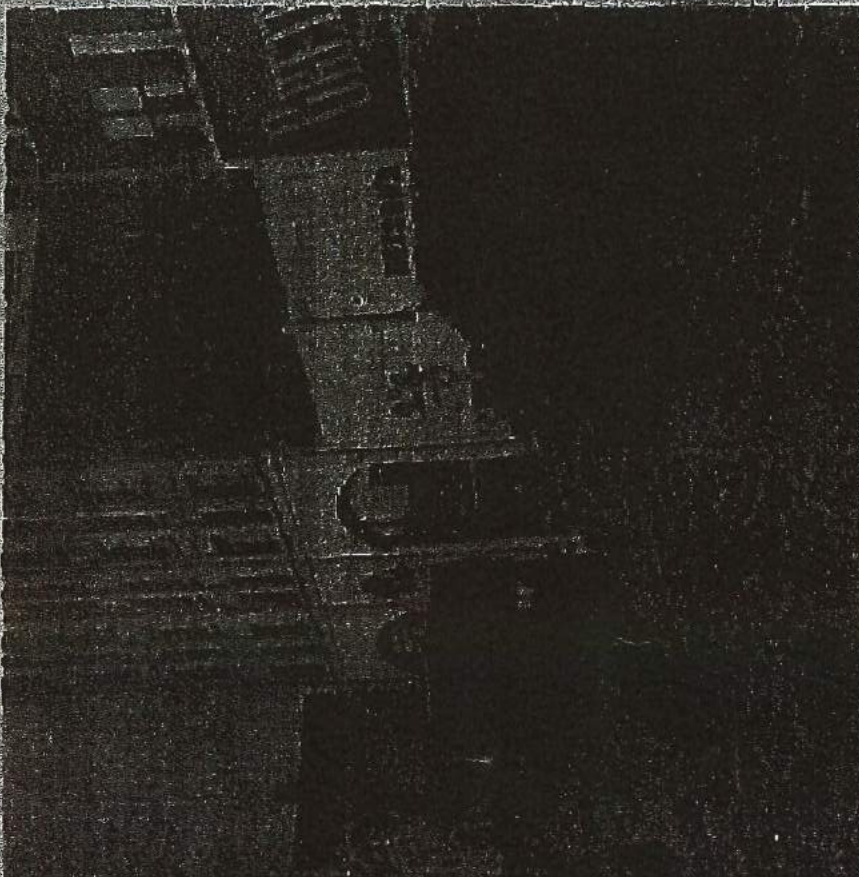
James Lawrence was the first merchant who marked the whole lot of the city of Appleson back when Wisconsin was yet a territory. He called the block "Lawrence" in honor of his father. It was the first street marked in the town. Consequently, when the town was laid out, the name was put in the street. The school Lawrence never lived in Appleson, but he all gave about \$100 to the school.

Lawrence was a noted book dealer in Wisconsin, but he also had his interest in books in Appleson. He wanted a book community to grow around the school, but he all gave about \$100 to the school.

The street was named for the statue which stands on the west end of the square. The monument was erected by the Appleson School Trustees and was given in the city by Appleson industrialist A. W. Priest in the memory of his brother, James, who died in the Civil War.



A. W. Priest Commissioned Italian sculptor Trevisani to create this statue which stands at the west end of Soblers Square, across from Appleson Public Library. Erected in 1911, the monument is a tribute to Appleson's war dead in the Civil War and in special memory to the industrialist's brother, James Priest, who died in the war. This site of the monument reads: "Dedicated to the memory of those who fought on land and sea to preserve under one flag the heritage of freedom bequeathed by our forefathers to their posterity." The war dates 1861 and 1865 are at the top of the inscription with the dedication date, 1911, centered at the bottom. (Post-Crescent Photo)



Remains of Old Almost obscured in Street as excavations-worked in a College Avenue store fronts their former place. (Post-Crescent Photo) was the case near the Avenue and One of early stages of reconstruction.

KOBUSSEN'S CLOTHING



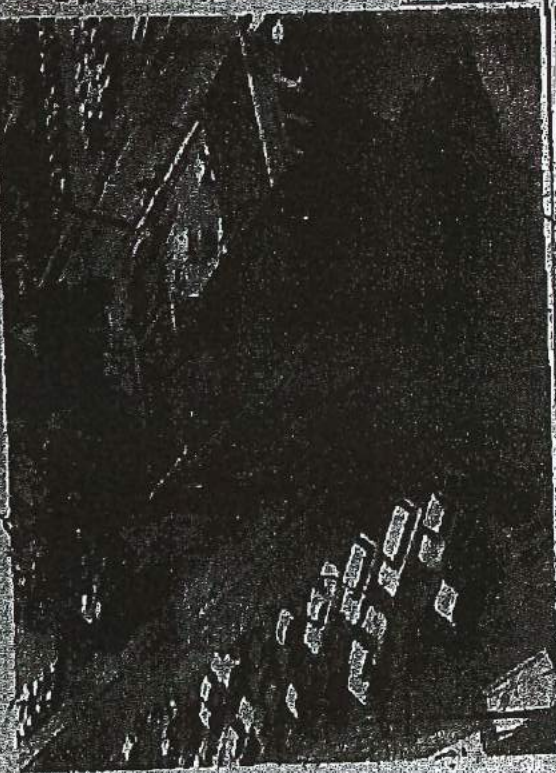
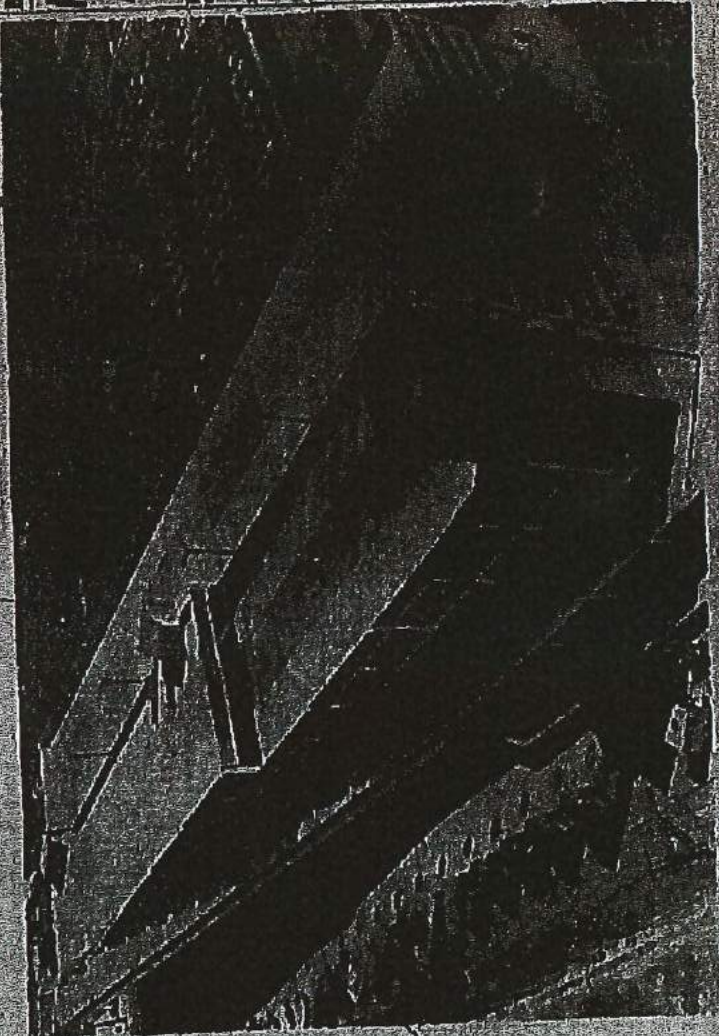
Head in Waco

Mayor Calls Avenue 'Street of Tomorrow'

BY GENE BULLOCK
 The project to convert the old street into a modern highway will be completed by the end of the year, it is expected. The project is being financed by the city and the state. The project is being financed by the city and the state. The project is being financed by the city and the state.

feel
fancy
free

Appleton's modern multi-level parking ramp (top) is one of the most modern and attractive in the Valley. Photo at left shows the site before the city condemned it for the 400-car structure, which cost \$1.1 million, including about \$200,000 for land acquisition.



Congratulations

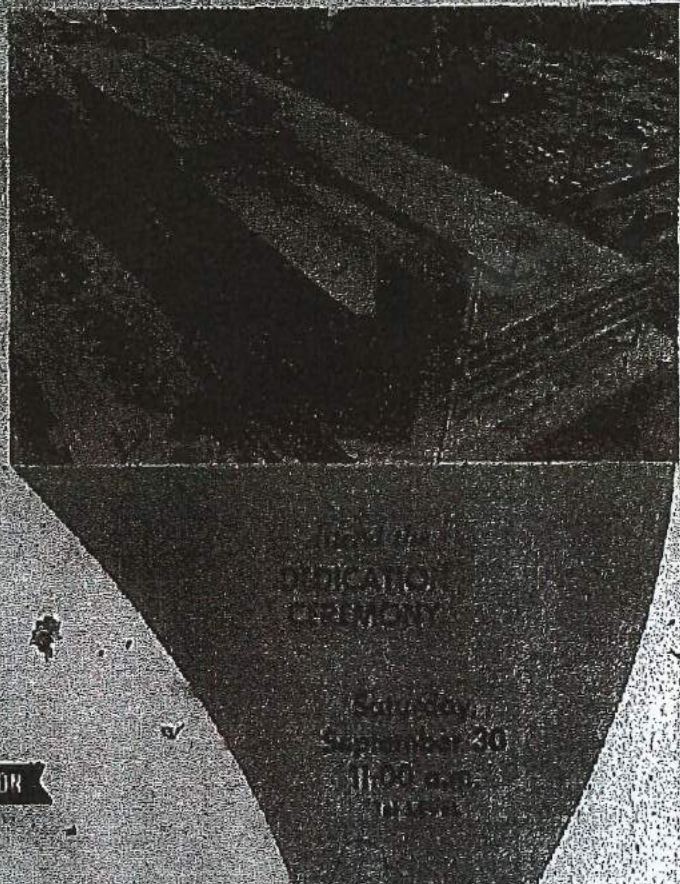
to the City of Appleton
 Appleton College Avenue

We *Welcome* **Soldiers Square**
PARKING RAMP

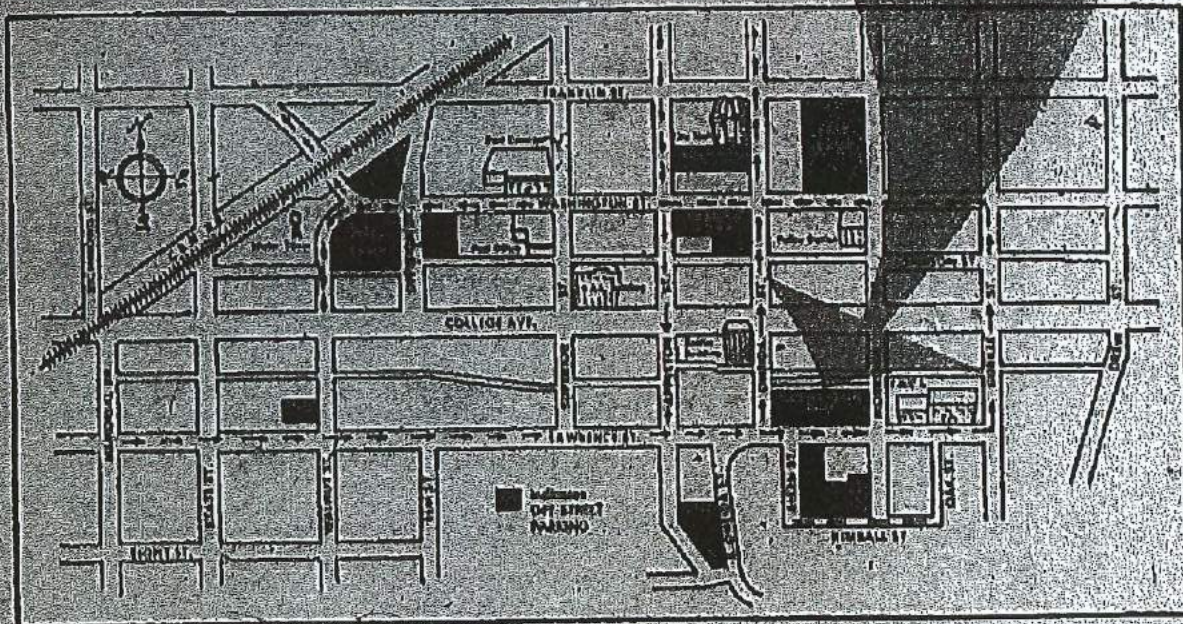
... part of the
NEW LOOK
 in
**Downtown
 Appleton**



This new 450 car ramp plus two other municipal parking ramps and one private ramp, makes parking more convenient than ever in Downtown Appleton.



IT'S EASY TO PARK AND SHOP DOWNTOWN APPLETON
PAKING FOR OVER 5,000 CARS

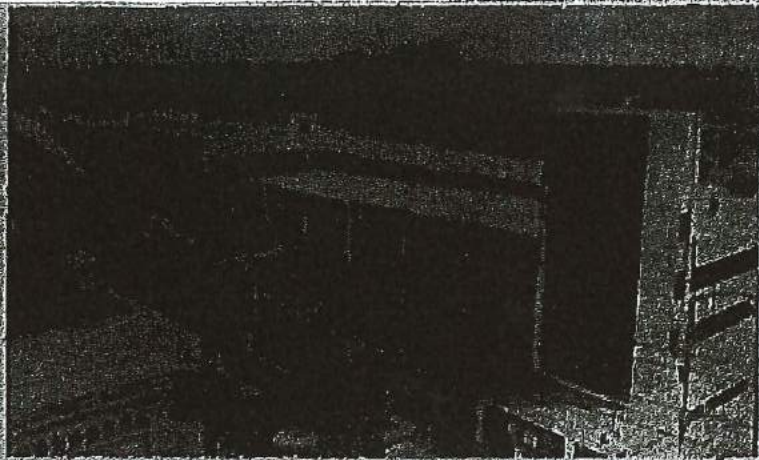


Sponsored by
APPLETON DOWNTOWN RETAIL ASSOCIATION
 A Division of the Appleton Area Chamber of Commerce

In the Heart of the City . . .

SOLDIERS SQUARE PARKING RAMP

*... just steps away
from shopping*



Dedication Ceremony
Saturday, September 30
11:00 A.M.
FIRST LEVEL

*Now . . . it's easier than
ever to park and shop*

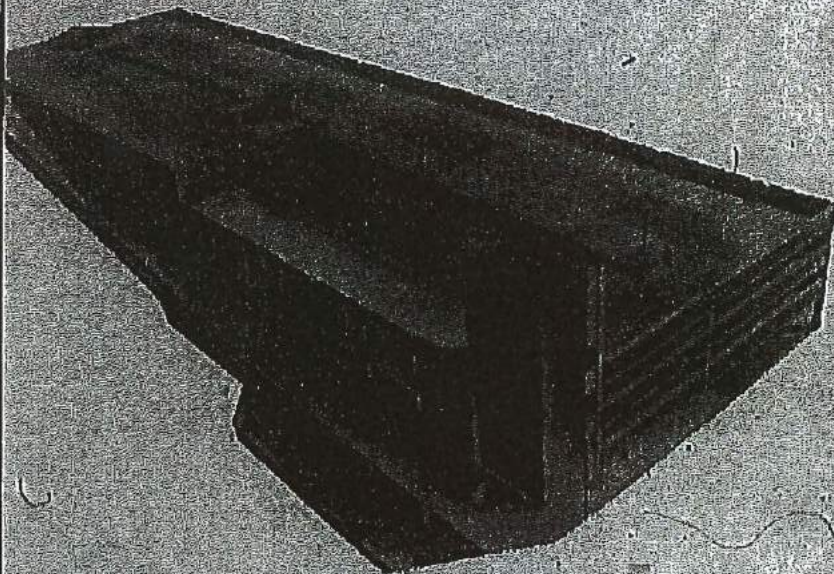
DOWNTOWN APPLETON





KNUTSON CONSTRUCTION CO.

245 Marquette — MINNEAPOLIS, MINN. • Formerly Standard Construction Co.
GENERAL CONTRACTOR

an important part of Appleton's new

Soldiers Square Parking Ramp . . .



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EXCAVATING
 Clark & Co., Inc.
 164 W. Park Street - Appleton
- 
ELECTRIC WORK
 Roshin Electrical Service
 113 W. Commercial St. - Neenah
- 
HAZONEY
 J. J. Inc.
 113 W. Commercial St. - Neenah
- 
PAVING
 Clark & Co., Inc.

Italian Sculptor Created Enduring Monument to Civil War Soldiers

By Lillian Mackesy

HUNDREDS pass it by without a second glance as they walk down Soldier's Square every day. Others are aware a statue is there at the head of the street, but few even know what war it represents.

Even fewer Appleton citizens know that a famous Italian sculptor by the name of Gaetano Trentanove designed, shaped and cast the three bronze figures depicting a Civil War scene in his studio in far away Florence, Italy. Or that the 13-foot pedestal on which the figures stand was made from the choicest red granite from the quarries of Lake Maggiore, Italy.

This was not always so. There was a crowd of several hundred people on hand the morning of Friday, May 29, 1811, when the work of raising the statue got underway. Signor Trentanove was in Appleton supervising the operation personally to get it ready for its dedication on Decoration Day. His wife had come from Florence with him for the auspicious ceremony that was to change the name of old Market Street to Soldier's Square because of the new monument.

Resemblance to a Policeman

The site seemed appropriate. The Grand Army of the Republic (GAR) statue was the gift of industrialist A. W. Priest in the memory of his brother, James, who died in the Civil War. The land on which it stands also was a gift to the city, decided to in his village days by Amos A. Lawrence, the Boston merchant who started the whole idea of a university in the wilderness and the resulting community that grew around it.

"Many were the exclamations of admiration that were heard to escape the lips of persons standing within the shadow of the handsome gift of A. W. Priest," stated the Appleton Post on May 27, 1911. "The more one studies the figures, the more it seems they reveal to the eye, emphasizing the splendid work of G. Trentanove."

There even was a bit of joking with the sculptor as the work progressed because one of the soldier figures resembled a popular Appleton policeman.

"Many who know Police Officer (James) McCabe when he was a young man," reported the Post, "declare the central figure in the group is almost a perfect likeness of him. The sculptor was asked, jokingly this morning (May 26, 1911) if the figure referred to was intended as a likeness of a son of the Emerald Isle. He was bound to be agreeable and stated the likeness was that of a true American, it mattered not what his ancestry or nativity might have been."

It was the Appleton Evening Crescent, however, which made it clear why Sculptor Trentanove, of Florence, Italy, was chosen for the work. This artist of first rank in Europe and America was known in Wisconsin; he had maintained a studio in Milwaukee and his work had been seen and admired by many Appleton and other Fox Valley people.

Success in America in 1893

The Crescent carried an interview with Trentanove with a picture of him on its front page for May 27, 1911. It noted that Gaetano Trentanove was born in Florence in 1858, the son of a goldsmith and that he spent his entire boyhood among artisans and sculptors. In 1902, King Humbert bestowed the title of chevalier on him, making him a knight of the crown of Italy.

His first great success was "The Last of the Spar-

tans," exhibited at the Chicago World's Fair, when he came to America in 1893, according to the Crescent report. This marble statue was purchased by veteran Milwaukee editor William F. Cramer, of the former Milwaukee Evening Wisconsin. Cramer donated it to the Layton Art Gallery in Milwaukee, where "many people have seen it."

Other familiar works by the Italian include the statue of Raphael at Layton Gallery; the rearing horse with Polish patriot Thaddeus Kosciuszko astride its back in Milwaukee; and the colossal statue of Father Marquette, which Trentanove considered his greatest American work in Slaters Hall, Washington, D. C. The Marquette statue has been made in replica for both Mackinac Island and the City of Marquette, Mich.

He also made a colossal statue of President William McKinley, his personal friend whom he often visited in the White House. This statue is in Somerville, N. J. His monuments in Washington, D. C., portray Daniel Webster and Gen. Albert Pike. Another is a Confederate soldiers' monument at Springfield, Mo.

The soldier's monument of three Civil War figures in Oshkosh, given to that city in 1907 by Col. John Hicks, also is the work of Trentanove and probably

Gaetano Trentanove



was the work which led to the commission of the Appleton statue, similar in theme.

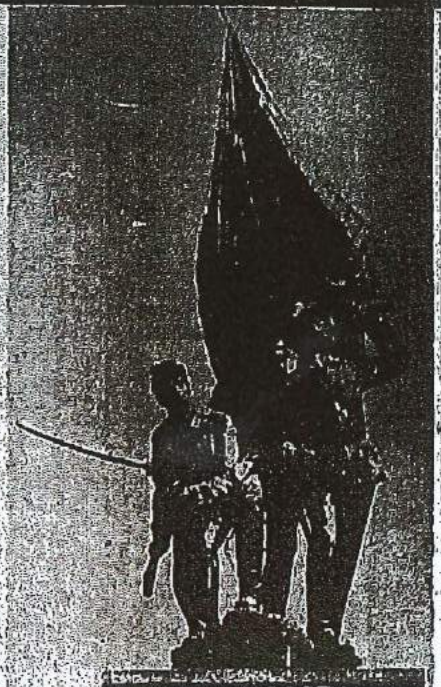
The three figures, cast in bronze, weigh 5,000 pounds. It took a derrick and very careful handling to raise the statue. The battle-torn flag on the statue was cast separately and had to be attached to the figure. The bayonet held by the infantry soldier at the left also was cast separately.

Statue Has Dramatic Meaning

"The flag excited considerable comment," said the Crescent in describing the scene as Sculptor Trentanove directed the work of holding and placing each of the castings. "Though in bronze, the effect of the wind blowing against it is well simulated and the stars and stripes are quite distinct."

The feeling, the drama of the work was expressed by the sculptor in the Crescent interview. This is the Crescent reporter's story:

"He (Trentanove) has sought to represent the



moment in which the Federal colors are in danger. A Union Cavalry officer grasps the flag in his left hand; in his right he holds his sabre with a gesture of command.

"He is leading two infantrymen to the charge. One of them is charging with his bayonet ready to defend the flag at all hazards, the other is blowing the bugle, sounding the call to his comrades."

The sculptor worked a year and a half on the project, making a huge clay model first, then spending six months casting the figures, flag and bayonet in bronze. According to both newspapers, the monument is 28 feet in total height, with the granite pedestal 13 feet and "the bronze group at its highest point, the top of the flag staff," reaching 15 feet.

Veterans Wept Happily When Priest Gift Was Announced

By Lillian Mackesy

THE old veterans wept openly for joy when they heard the news. At long last, the Civil War veterans were to be honored with a monument—thanks to the generosity and civic spirit of industrialist A. W. Priest.

The Appleton man who lived in the first house on the world lighted by electricity from hydroelectric power (today the home of Mr. and Mrs. Harold D. Kares, 626 W. Prospect Ave.) offered to finance a memorial monument to the Civil War soldiers providing the George D. Eggleston Post, No. 138, Grand Army of the Republic, would take charge of all the details and accept the monument as its own.

Mr. Priest made the offer June 8, 1909, and it was unanimously accepted at the Post meeting June 8. "The offer was read at the meeting June 18, and when the old veterans realized what it meant," stated the Appleton Evening Crescent of the next day, "there was hardly a dry eye in the hall. Their hopes of years was about to be accomplished."

Committee Takes Over

This was how the Civil War statue at the west end of Soldier's Square came about and finally led to the changing of the name of old Market Street to match the memorial. Although members of the G.A.R. monument committee held many conferences with the Appleton industrialist, it was the committee which accomplished the work.

The contract for the statue and monument base was let, according to the Appleton Post account, after competition of designs. Gualtero Gastone Trentanove, of Florence, Italy, was commissioned to do the work. Already a famous sculptor in both Europe and the United States, he was chosen because of his work in Wisconsin and particularly because he had done a three-figure monument for Oshkosh several years earlier.

The Oshkosh statue probably influenced the committee in their choice. I. N. Stewart was chairman of the G.A.R. monument committee, assisted by Post commander James A. Wolcott, Harman Heckert (who succeeded Wolcott as head of the organization in 1910), David J. Ryan and Dr. A. W. Rancouse. In 1911, then Benjamin F. Brown became Post commander, he was added to the committee.

"I love the veterans of the Grand Army of the Republic (G.A.R.)," Priest told reporters in an interview, "and this gift is one of love. I want to erect a fitting monument to the soldiers of Appleton and Outagamie County, both living and dead. I want to bear the entire expense alone and I want the G.A.R. to select the monument and a suitable place for its location.

"If the proposed \$8,000 will not cover the expense," he added, "I will go higher. I want the matter taken up immediately and am ready to meet the committee and do my part at any time."

Too Young for War

Albert W. Priest was too young for the Civil War, but he had two brothers who weren't. One of them fought all through the war, but the other, his favorite, Amos E. Priest, died in camp.

Priest was a year old when he and his older

brothers were brought to Appleton by their parents in 1849. His father started a sawmill on the water power where the later Van Norwick mill was located. Their home was on Front Street, but the family soon moved to Kaukauna.

Priest lived in Kaukauna for 23 years before returning to Appleton, buying the H. J. Rogers home on Prospect Street. He was one of the founders of the Fox River Paper and Pulp Company and was one of the promoters of the Outagamie Paper Company and the Hewitt Water Power Company; he served all three firms as president.

The matter of a monument honoring Outagamie soldiers of the Civil War was started in the 1890s by both Kaukauna's Paul H. Beaulieu Post and the Eggleston Post. The move had the backing of the J. W. Appleton Post, No. 118, at Black Creek, the Francis Steffen Post, No. 210, at Hortonville, and the John Granzo Post, No. 190, at Seymour. But the veteran backing was not enough. Action didn't start until the new century, when the Black Creek Post already was disbanded.

Overwhelmingly Defeated

T. M. Kellogg, Outagamie supervisor from Kaukauna, finally introduced a resolution Nov. 18, 1901, before the county board, requesting that action be taken to erect a soldiers' monument on the grounds of the courthouse. The proposal was referred to a committee of three—Joseph Moyer of Dale, C. E. Ballard of Grand Chute, and A. Brugger of Kaukauna. On Jan. 17, 1902, the trio reported back, advising that \$7,000 be raised by taxation but that the question be submitted to the people for a vote in the spring elections.

The City of Appleton supported the building of the monument by a 719 vote majority. The rural voters, however, dashed all hopes for the project by rejecting it by a thumping 1,108 vote. "So complete a defeat rendered any further attempt in that direction useless," said one of the newspapers of the day.

The cause became noisy again in 1907 when George C. Jones, donor of Jones Park to the City of Appleton, suggested to the city fathers that the public market on Market Street was becoming both an eyesore and a nuisance. Consequently, he offered to work for a soldiers' monument and head a citizen's subscription drive if the City would remove the public market and improve the street and make it presentable for such a monument.

The city agreed to the proposal and Jones, with the help of I. N. Stewart, had opened the campaign and received citizen pledges for about \$3,500 when Priest became aware of their work. It was then he made his 1909 offer, realizing how long a campaign might take.

Dedicated Memorial Day

Thus it came about that on MAY 30, 1912—then still called Decoration Day—that Signor Trentanove's monument was unveiled. Both the sculptor and his wife were in the audience, having come from Italy for the occasion and to give the artist the opportunity to place the bronze figures on the red granite base himself.

Miss Althea Baker, a niece of donor Priest, unveiled the monument before a large audience gathered in



front of the library. "The day was beautiful, the audience large and inspiring and the exercises grand," said the Appleton Post the next day. "Mr. Priest briefly presented the (bronze statue) group to the Eggleston Post and he was thanked by Post Commander Brown."

The reporter described the crowd, the applause for sculptor Trentanove, "who bowed in response." This is part of his story on the occasion. Mayor J. V. Ganavan congratulated the city and its veterans, eulogized Mr. Priest for his noble generosity. Excellent music graced the occasion. All uncovered when Miss Baker disclosed the splendid monument. Bishop Fallows (the Rt. Rev. Bishop Samuel Fallows of Chicago and a former Appletonian) delivered the memorial address, a speech of unusual power, beauty and prophecy.

The granite block, with its inscriptions, had been placed earlier. On its three sides the words still are a tribute to the county's Civil War veterans.

Vanishing Animals On Israeli Stamps

Animals which are rapidly becoming extinct are being featured on a "Wildlife Preservation" set of stamps by Israel. The new set consists of three stamps, reports the Israel Philatelic Agency.

The 12 agorot shows the ibex, 18 agorot the lynx and the 30 agorot the dorcas gazelle.

Because of their valuable fur and tasty meat, these and other wild animals are greatly sought by hunters and trappers. To protect the animals, wildlife preservation laws have been enacted by Israel. This new set of stamps was issued to help publicize the law.

These new Israeli stamps are available at your local stamp dealer.



Pakistan has honored the completion of the Mangla Dam by issuing a new stamp. The Mangla Dam forms the major part of the Indus Basin Project brought into being by the Indus Waters Treaty of 1960 between Pakistan and India following nine years of negotiation.

Civil War memorial

The ... of the ...

The ... of the ...

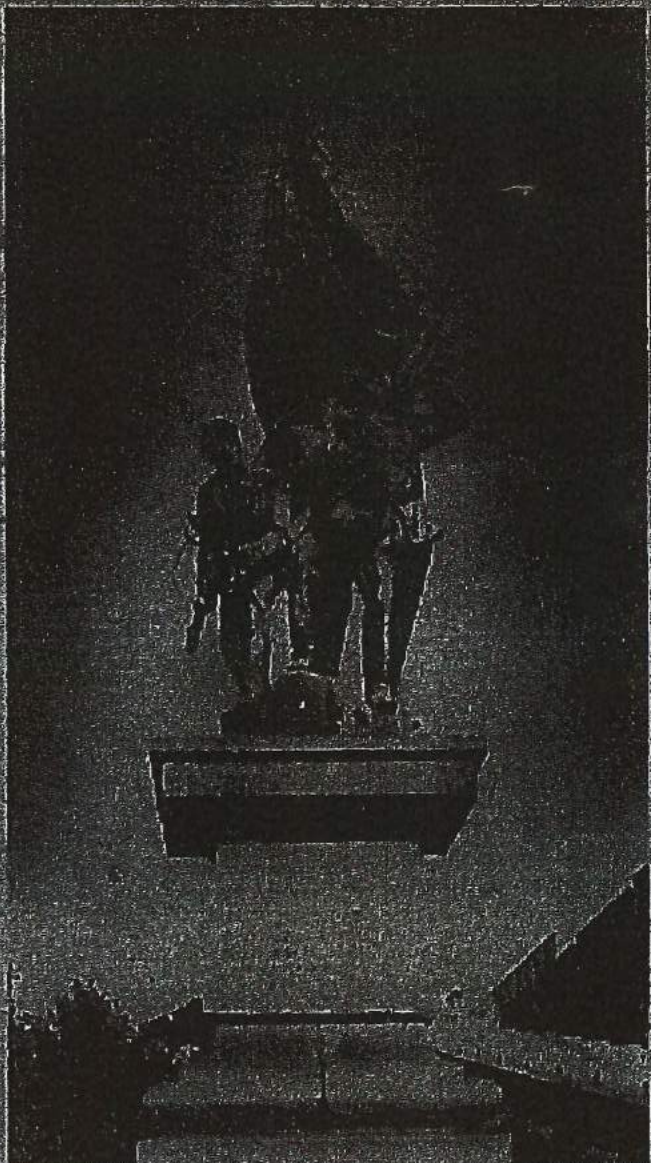
The ... of the ...

The ... of the ...

The ... of the ...

The ... of the ...

The ... of the ...



BICENTENNIAL

Prayer for Our Nation

King of Kings, and Lord of Lords,
 Let all the earth adore Thee.
 Thy Word breaks And it is done,
 Thy Word commands and it stands fast,
 Glorious in the Nation whose God is the Lord.

We confess our sins and our transgressions.
 We have neglected Thy Word
 We have often forsaken Thy ways
 We have done those things we ought not have done
 We have not done those things we ought to have done
 We have been silent when we should have witnessed
 We have been selfish when we should have been generous
 We have passed indifferent by Thy cry for sinners

Pardon us, Lord, and pour the peace of forgiveness upon all the
 rebellious, pride, and greed of Thy sons and daughters.

We thank Thee, Lord, for the land Thou hast given us:
 For its rich and fertile fields
 For the resources of its mountains, valleys, and fields;
 For our government of the people, by the people, for the people,
 For our freedom to worship Thee without threat or hindrance
 For all peace and prosperity

We thank Thee, good Lord

Almighty and everlasting God, King of Glory,
 Lord of heaven and earth,
 By whose Spirit all things are governed
 By whose providence all things are ordered,
 Who art the God of power, The Author of all concord.

Grant us, we beseech Thee, Thy heavenly peace and harmony that
 we may ever live in true faith to the praise and glory of Thy name!

Lord of nations, thank Thee
 Our country we commend
 Be Thou her Ruler and her Trust
 Her everlasting Friend
 Through Jesus Christ, our Lord, Amen.

Approved Congregations of the W. E. Lutheran Synod
 BETHANY, MOUNT OLIVE, RIVERVIEW, ST. MATTHEW, ST. PAUL.

Post-Crescent
Oct. 14, 1983 B1

New arms for the men from Soldiers Square

BY DON CASTORIA

Post-Crescent Staff Writer

The soldiers of Soldiers Square Monument are once again being outfitted, fully outfitted as they were when the monument was dedicated in 1911.

One has gotten his rifle back, another his sword and the third has had his rifle repaired.

The monument, dedicated back in 1911, was vandalized about 10 years ago with the sword, part of one rifle, all of another rifle and the spire from atop the flag pole being broken.

As part of the Soldiers Square concept development, the city decided to repair the monument.

Richard Kampinger, of the Oakleaf firm of Yerbro-Kempinger, Architects, Inc., which did the development concept, said he spent a considerable amount of time researching the monument so they could come up with authentic replacements.

The monument was a gift to the George Eggleston Post of the Grand Army of the Republic (GAR) from A.

W. Priest in 1911 in memory of his brother who died in the Civil War.

Cavalier Giacomo Trantano, "a leading Italian sculptor of his time," who had studied in Milwaukee, was commissioned to do the monument. According to newspaper accounts at the time, the pedestal was of the "finest red granite" cut from a quarry at Lake Umbagog in Italy.

Trantano spent 18 months building the clay model of the statue and it then took another six months to cast the figures in bronze.

The replacement parts didn't take nearly as long to make, but involved a number of local firms to complete the project.

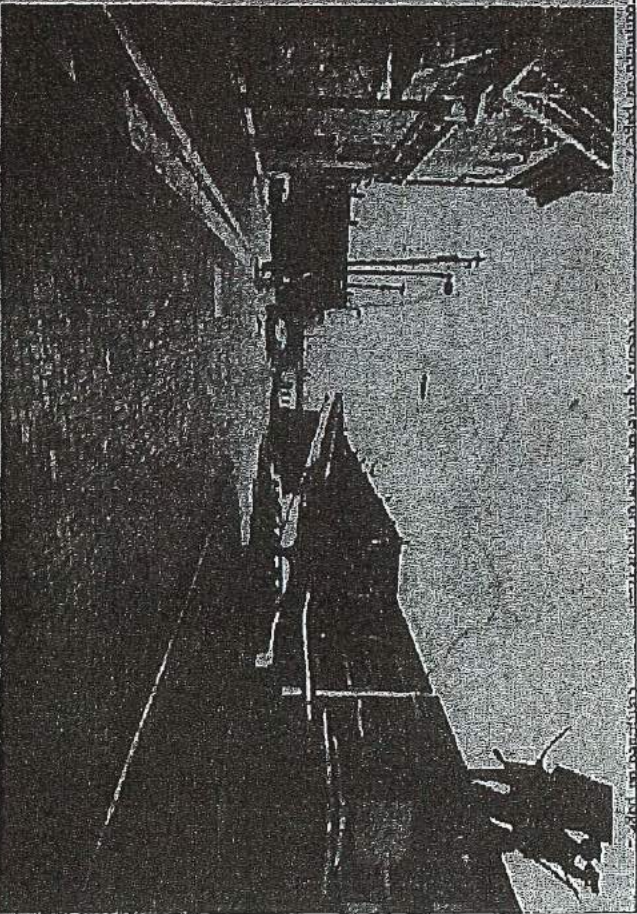
Prime Patterns, Inc. of Kenosha was hired to design the forms. Jerome Vanden Heuvel, of Prime Patterns, said they first had to make mahogany patterns by hand. Then, Luckie Aluma-Cast Foundry of Appleton made sand molds from the patterns.

The molds went to Nemah Brass & Aluminum Foundry, Inc. where the new parts were cast in bronze.

Soldier's Square changing

The first of a series of proposals for changes and improvements for the Soldier's Square project, begun in 1978, was completed last week. The plan, developed by the firm of James R. Smith, Inc., of St. Louis, Mo., calls for a new building to be built on the site of the old building, which was destroyed by fire in 1978. The new building will be a four-story structure, with a total area of 150,000 sq. ft. It will include a parking garage for 100 cars, a new entrance on the east side, and a new entrance on the south side. The new building will be built on the site of the old building, which was destroyed by fire in 1978. The new building will be a four-story structure, with a total area of 150,000 sq. ft. It will include a parking garage for 100 cars, a new entrance on the east side, and a new entrance on the south side.

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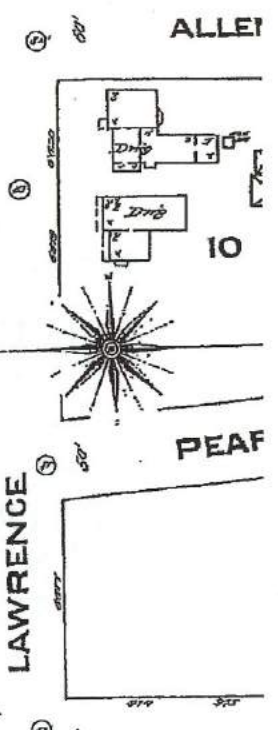
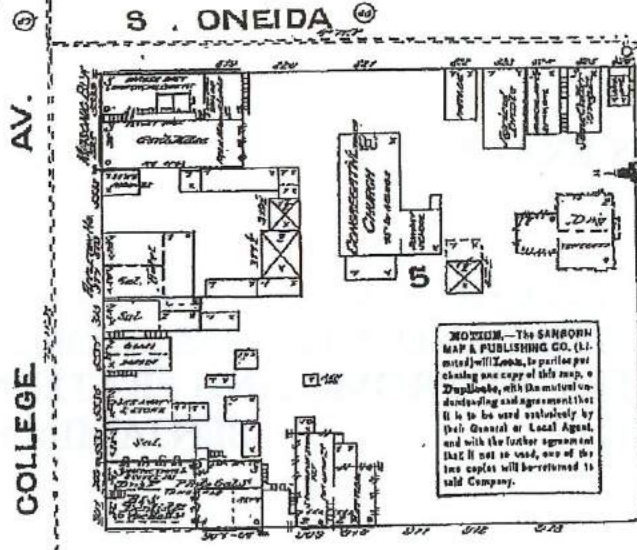
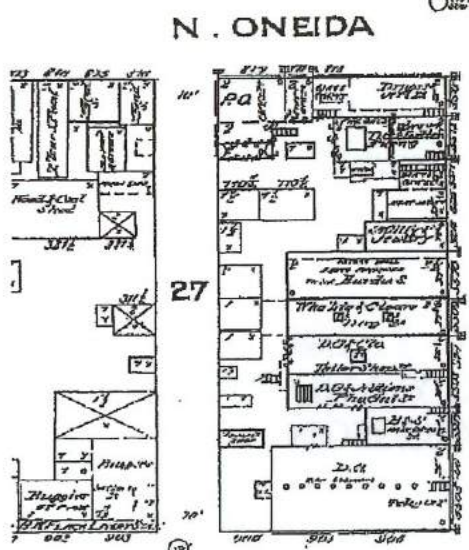
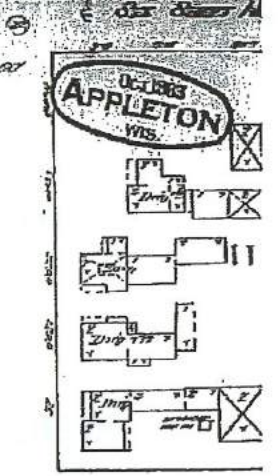
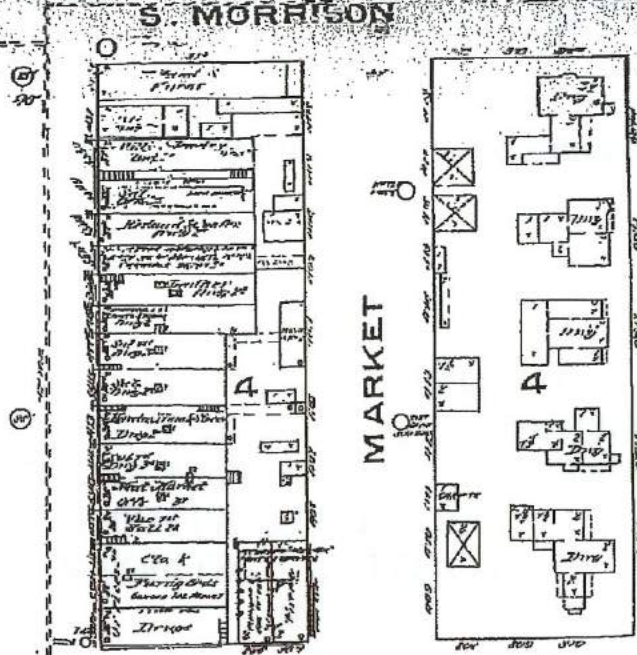
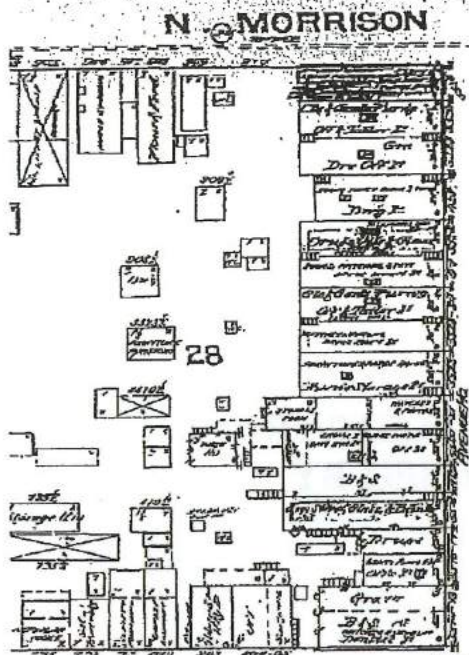


Facelift

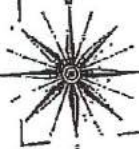
Soldier's Square, between Oneida and Main streets in Appleton, recently underwent a facelift that includes the installation of a turn-of-the-century cobblestone street, 1890's lamp posts and a refurbishing and repair of the Civil War stone. The next phase of the project will involve facade restoration of the buildings and possibly enclosure to convert the block into a pedestrian mall. (Post-Crescent photo)

1885 SANBORN MAP

SHEET 167

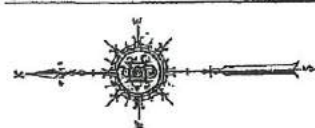
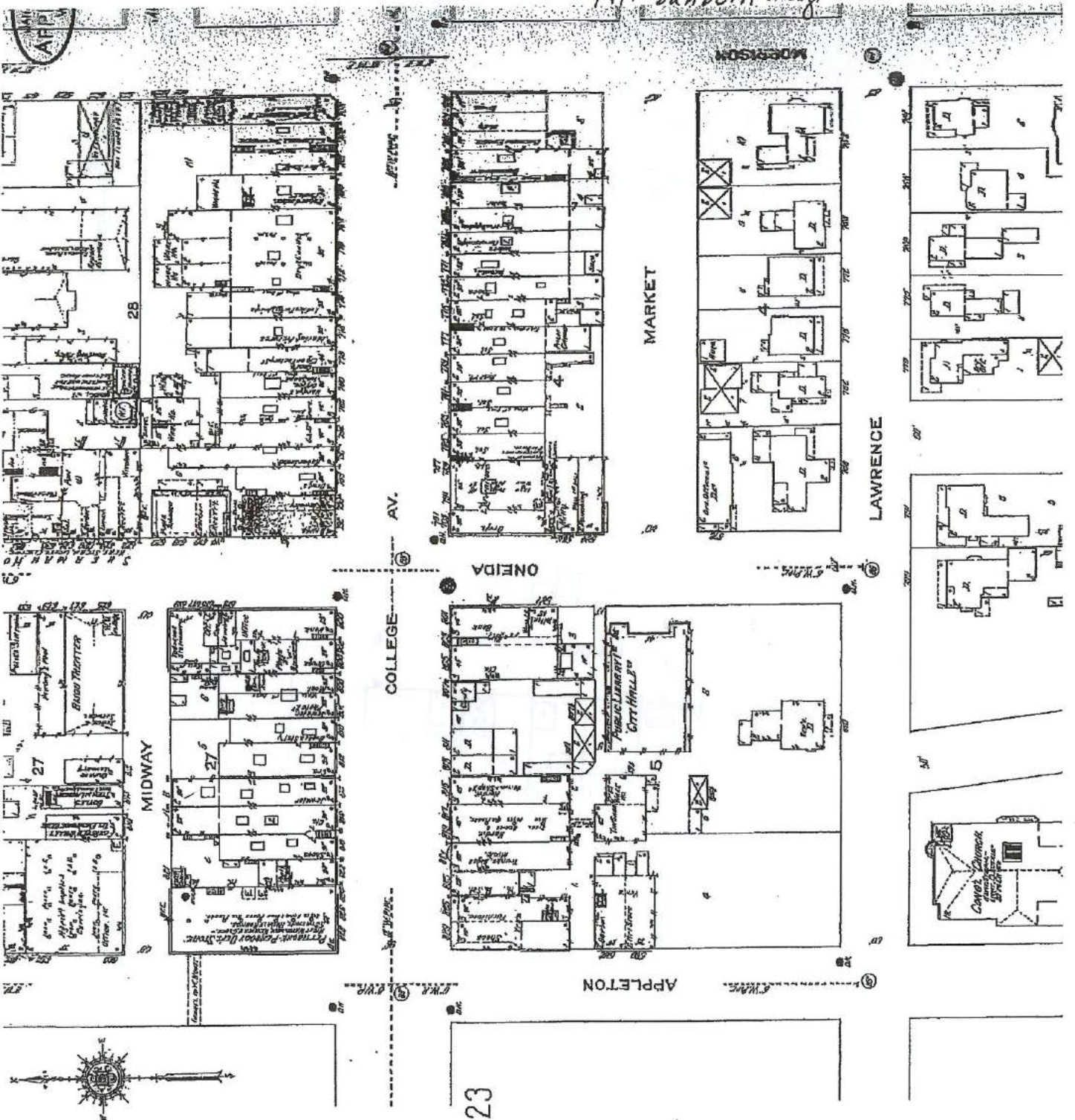


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 is to be used exclusively by
 their General or Local Agent,
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 two copies will be returned to
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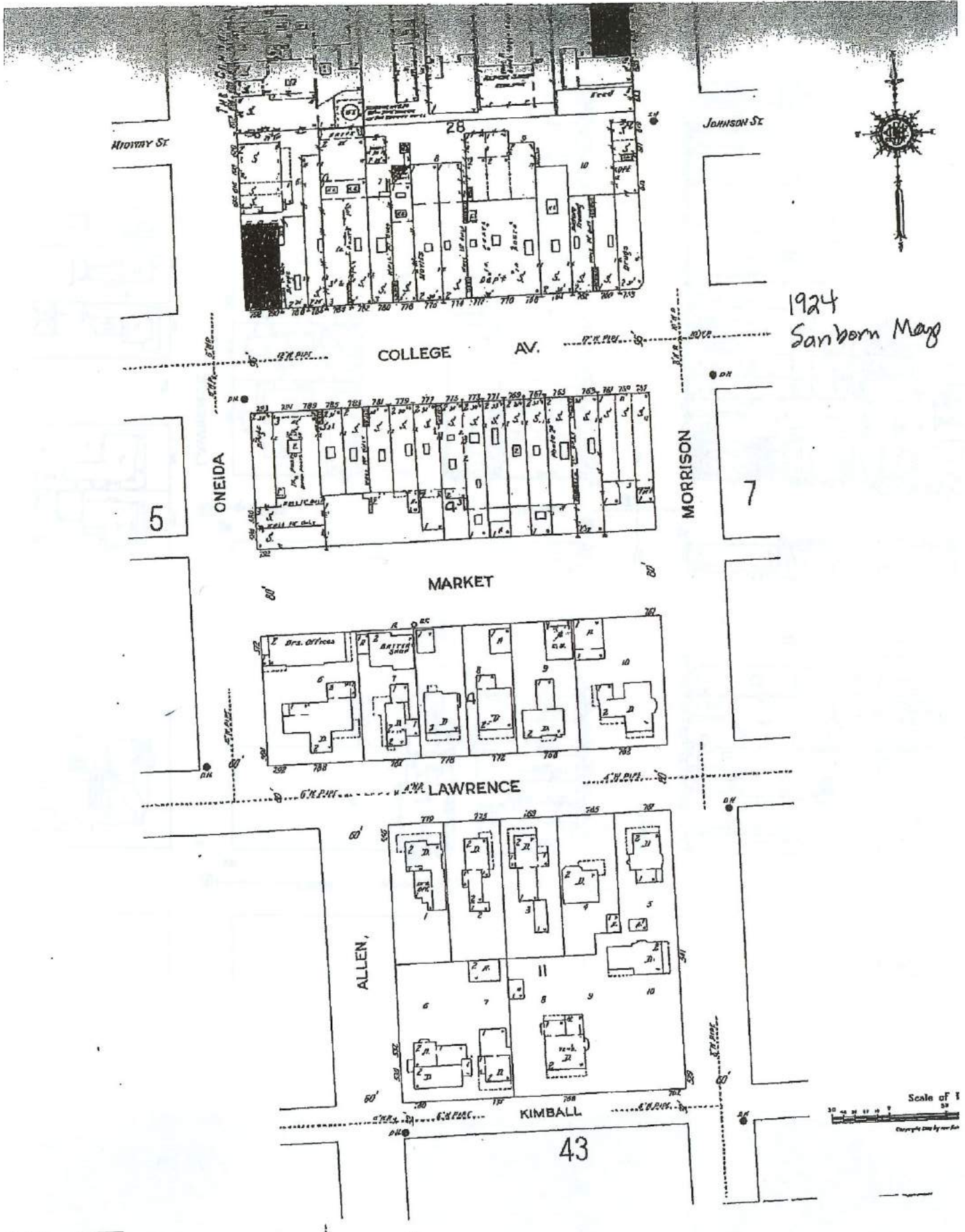


Scale of Feet.

1711 Sanborn map



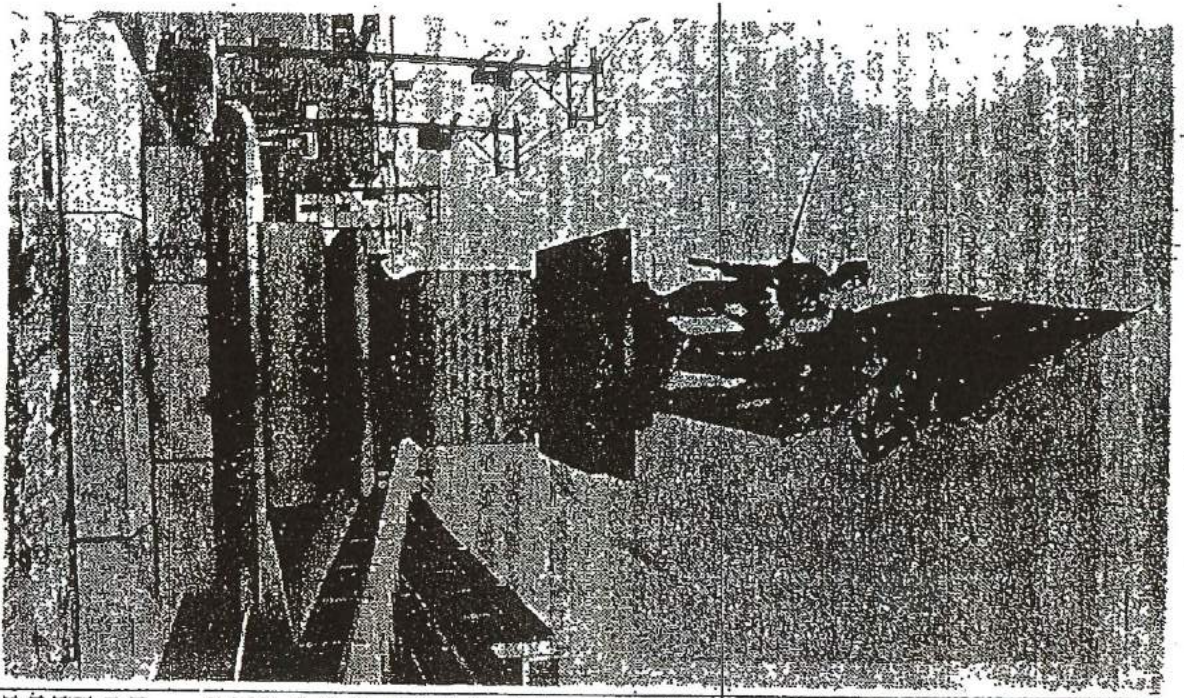
23



1924
Sanborn Map

Scale of 1" = 100'
Copyright 1924 by Sanborn

1967



Square Was Deeded by Lawrence

Soldiers Square, the one-block long street suggested for a pedestrian walk and park in its proximity to the new parking ramp, was deeded in the 1850s to the city by Amos Lawrence.

The gift of land was presented to the then-young city—with strings attached — It must always remain a public thoroughfare or revert back to the Lawrence family.

Amos Lawrence was the Boston merchant who started the whole idea of the City of Appleton back when Wisconsin was yet a territory. He offered the Methodists \$10,000 to start a "college in the wilderness" if the Rock River Methodist Episcopal Conference would match the sum and be willing to take over the school. Lawrence never lived in Appleton, but in all gave about \$30,000 to the school.

Noted Benefactor

Lawrence was a noted benefactor to education, but he also used his interest to bolster his pocketbook. He wanted a thriving community to grow around the university so that he could make a tidy sum on the land he had purchased from present day Division Street to the early university lands.

Known as market street in Appleton's earliest days, Soldiers Square acquired its present name in 1911.

The street was renamed for the statue which stands on the west end of the square. The monument was created by Ital-

A. W. Priest Commissioned Italian sculptor Trenta-nove to create this statue which stands at the west end of Soldiers Square, across from Appleton Public Library. Erected in 1911, the monument is a tribute to Appleton's war dead in the Civil War and in special memory to the industrialist's brother, James Priest, who died in the war. This side of the monument reads: "Dedicated to the memory of those who fought on land and sea to preserve under one flag the heritage of

MINUTES
MUNICIPAL SERVICES COMMITTEE MEETING
November 11, 2008
Committee Room "A"
City Hall

Members Present:

Chairperson Konetzke, Alderperson Croatt, Alderperson Lutz, Alderperson Martin, Alderperson Spears

Members Excused:

Meeting Called to Order:

The meeting was called to order at 4:30 p.m. Motion to approve minutes of October 21, 2008 meeting by Croatt, second by Martin. (4/0)

APPEARANCES

Paula Vandehey	Department of Public Works, City of Appleton
Wendy Lodholz	Department of Public Works, City of Appleton
Eric Lom	City of Appleton, Traffic Engineer
Ellen Totzke	Assistant City Attorney
Jason Brown	Department of Public Works, City of Appleton
Bruce Hannigan	Appleton Fire Department
Jennifer Stephany	ADI
Lisa Carson	500 W. Weiland Avenue, Appleton
Madisyn Reed	500 W. Weiland Avenue, Appleton
William Marcks	506 W. Weiland Avenue, Appleton
Regina Asplund	107 E. College Avenue, Brewed Awakenings
Veronika Richardson	107 E. College Avenue, Brewed Awakenings
Alderperson Robin Hill	District 2
Arthur Steiner	600/610 N. Owaissa Street, Fox Bluff Apartments
Bill Lecker	Parks & Recreation Department, City of Appleton
Peter Isakson	113 E. College Avenue, Vagabond Imports
Jim Seefeldt	2713 Oakwood Ct.
Sheryl Edward	1709 E. Midway Road #2, Appleton
Patti Beitz	1721 E. Midway Road #5, Appleton
Mel Beitz	1721 E. Midway Road #5, Appleton

ACTION ITEMS

1. Lake Park Road from Midway Road to Plank Road be reconstructed with concrete pavement and curb and gutter to a width of 41' from back of curb to back of curb. The pavement

MUNICIPAL SERVICES COMMITTEE MEETING MINUTES

November 11, 2008

PAGE 2

section between intersections would include one lane in each direction with a two-way left turn lane. A right turn lane would also be included for the Parkside Apartment complex along the east side of Lake Park Road. A 10' sidewalk would be installed along the west side and a 5' walk along the east side.

Motion to approve by Spears, second by Martin. (5/0)

2. **Soldier's Square** from Oneida Street to Morrison Street to be reconstructed with concrete pavement and curb and gutter. The recommend geometry of Soldier's Square was presented at the October 21st meeting of the Municipal Services Committee and includes incorporating angled parking, an enclosure for refuse collection, lowering the statue and a "café area" along the eastern half of the north side of Soldier's Square.

Paula wanted to clarify what we typically do is have the committee approve the "vanilla plan", the location of the curb and gutter, street layout and the geometric configuration of the street. Once this is adopted by Council, staff will come back with items that are above and beyond the basic street design, such as decorative street lighting and colored concrete, etc. We did this with downtown College Avenue and we did this with West College Avenue. Each item will have a price tag.

Motion to approve by Martin, second by Konetzke for discussion.

Aldersperson Lutz asked what the condition of Soldiers Square is?

Paula stated it is very bad, actually embarrassing bad.

Aldersperson Spears asked if we should asphalt over the cobblestone to cover the pot holes?

Jennifer Stephany agrees with Aldersperson Spears. There has been a lot of time talking with the business owners and the property owners and we have listened to what is important to them. We want this to be a usable area. This plan does this. We like the idea of keeping the statue. We would like to see it lowered and lighted. She feels this is a really good start for this area.

Aldersperson Konetzke asked when this area is slated for reconstruction?

Paula stated 2010.

Aldersperson Lutz asked what dollar amount is in the budget for this project?

Paula stated that there is a little more than a typical street project because of the extras.

Aldersperson Lutz asked if there are budget dollars set aside in 2009 for Engineering costs?

Paula stated everything will be done in house.

Aldersperson Spears stated the assessed value for this project is \$115,000. She would like to know the difference between the assessed value and the actual cost of the project.

Jason Brown stated the budget dollars for 2010 does have a little bit more in it for this project. He did try to budget for extras such as colored or stamped concrete.

Motion to approve by Martin, second by Konetzke. (5/0)

3. Suspend the Rules to Address the make-up of the Municipal Services Committee.
4. Resolution authorizing and providing for the sale and issuance of \$4,330,000 Sewerage System Revenue Bonds, Series 2008A.
 - a. Administrative Services Committee Report of August 20, 2008, Item 1
5. Resolution authorizing and providing for the sale and issuance of \$6,010,000 Storm Water System Revenue Bonds, Series 2008A.
 - a. Administrative Services Committee Report of August 20, 2008, Item 2

Items #4 and #5 have been taken care of earlier in the meeting.

Konetzke moved, seconded by Baranowski, that Items #1 and #2 be approved.

ROLL CALL: Aye – 15. Excused – 1/Hill. ITEMS #1 AND #2 ADOPTED.

Clemons moved, seconded by Konetzke, the Council SUSPEND its Rules to address the make-up of the Municipal Services Committee. Voice vote. Motion carried. The Council is under the Suspension of Rules.

Mayor Hanna shared information on Item #3 – due to a conflict with Outagamie County Board meetings, Stueck is unable to attend Municipal Services Committee meetings. After much deliberation and research he is recommending that Lutz replace Stueck as a member of the Municipal Services Committee.

Clemons moved, seconded by Stueck, that alderperson Lutz replace alderperson Stueck as a member of the Municipal Services Committee.

Stueck shared his views on this issue and expressed his support for alderperson Lutz.

Brooker shared information relating to another time when the Municipal Services Committee operated with four members.

VOICE VOTE ON APPROVING LUTZ AS MUNICIPAL SERVICES COMMITTEE MEMBER:

MOTION CARRIED.

ITEMS HELD

1. From the July 2, 2008 Common Council meeting - June 24, 2008 Municipal Services Committee Report

R/B (6/18/08)/Clemons-#12-R-08/Martin - "WHEREAS the citizens of Appleton played an

important role in the Civil War from 1861-1866 proven by the printed obituaries in the Crescent Post of the men & women veterans who service in the Civil War.

WHEREAS there are over one hundred and sixty veterans buried throughout the city's cemeteries WHEREAS in 1911, Albert W. Priest donated a Civil War monument to the city, in memory of his brother, James E. Priest a member of the 7th Wisconsin, Volunteer Infantry who died in camp Dec 28, 1861. The monument was placed in front of the library at Soldier Square.

WHEREAS Civil War history is being taught as part of the 5th grade curriculum in the Appleton schools and the classes hold reenactments of the dated battles in our city parks each spring. It is also a course of studied here at Lawrence University titled "The American Civil War".

NOW THEREFORE, BE IT RESOLVED that the City of Appleton provide the opportunity for more people to view the statue and Appleton's history by relocating the monument to the planned East College roundabout by using private donations for restoration and for city to relocation of the base." BE REAFFIRMED (4/0)

Baranowski moved, seconded by Clemons, the Resolution be denied.

Discussion was held on the Resolution.

Martin requested that the Resolution be withdrawn.

The meeting adjourned at 9:55 p.m. on motion of Konetzke, second by Spears, and unanimously adopted by voice vote.

MARY WENDELL, WCMC
Deputy City Clerk
For:
CYNTHIA I. HESSE, MMC/WCPC
City Clerk

DRAFT

COMMON COUNCIL PROCEEDINGS

Regular Meeting
City of Appleton, Wisconsin
November 19, 2008
7:00 P.M.

COUNCIL CHAMBERS, CITY HALL

100 North Appleton Street
Official Record

Mayor Hanna called the Common Council to order.

Aldersperson Martin offered the Invocation.

Mayor Hanna led the membership in reciting the Pledge of Allegiance to the Flag of the United States of America.

ROLL CALL OF ALDERPERSONS

PRESENT: Baranowski, Baron, Brooker, Clemons, Croatt, Hill (arrived at 7:23 p.m.), Holzknrecht, Jirschele, Konetzke, Lutz, Martin, Mueller, Smith, Spears, Stueck, Van Daalwyk – 16.

ROLL CALL OF OFFICERS AND DEPARTMENT HEADS

PRESENT: Mayor Hanna, City Clerk Hesse, City Assessor Brosman, City Attorney Walsh, Fire Chief Cameron, Police Chief Walsh, Director of Public Works Vandehey, Director of Human Resources Neisen, Director of Finance Remiker, Valley Transit General Manager Wetter, Director of Technology Services Liske, Health Officer Eggebrecht, Director of Utilities Buettner, Deputy Director of Community Development Klaeser, Deputy City Attorney Totzke.

EXCUSED: Director of Parks and Recreation Lecker.

PUBLIC PARTICIPATION FOR A PERIOD OF FIFTEEN MINUTES

THERE WERE NO APPEARANCES UNDER PUBLIC PARTICIPATION

Smith moved, second by Konetzke, to approve the minutes of the November 5, 2008 and November 12, 2008 meetings. Voice vote. Motion carried.

BUSINESS PRESENTED BY THE MAYOR

Mayor Hanna presented the National Geographic Information System Day proclamation to Jay Yearwood, GIS Manager for the City of Appleton.

Mayor Hanna introduced Karen Harkness to the Common Council.

PUBLIC HEARING – PROPOSED ZONE CHANGE
(Published November 10 and 26, 2008)

#15-08

Rezoning #15-08 – TDR Properties and Impact Seven, Inc.

Based upon the standards for map amendments as required by Section 23-65(d)(3) of the Zoning Ordinance, Rezoning Application #15-08 for TDR Properties, LLC and Impact Seven, Inc. from R-1B Single-Family District, R-2 Two-Family District, and PD/R-3 Planned Development Multi-Family District to R-3 Multi-Family District, as shown on the attached map(s), **BE APPROVED.** (7-0)

LEGAL DESCRIPTION:

ALL OF LOT 2, CERTIFIED SURVEY MAP 1549; LOTS 1 AND 2, CERTIFIED SURVEY MAP 2679; ALL OF OUTLOT 1, CERTIFIED SURVEY MAP 808; LOT 1, CERTIFIED SURVEY MAP 513, AND PART OF EAST FIRST AVENUE AND PART OF FLORIDA AVENUE, ALL LOCATED IN THE SOUTHEAST 1/4 OF SECTION 14, TOWN 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN.

COMMENCING AT THE SOUTH 1/4 CORNER OF SAID SECTION 14; THENCE ALONG THE SOUTH LINE OF THE SOUTHEAST 1/4 OF SAID SECTION 14, SOUTH 89 DEGREES 54 MINUTES 13 SECONDS EAST, 659.50 FEET; THENCE NORTH 01 DEGREES 14 MINUTES 05 SECONDS EAST, 417.39 FEET TO THE POINT OF BEGINNING;

THENCE ALONG THE WEST LINE OF CERTIFIED SURVEYED MAP NO. 2679 AND ITS EXTENSION THEREOF, NORTH 01 DEGREES 14 MINUTES 05 SECONDS EAST, 900.52 FEET; THENCE ALONG THE CENTERLINE OF FLORIDA AVENUE, SOUTH 89 DEGREES 54 MINUTES 52 SECONDS EAST, 659.81 FEET; THENCE ALONG THE EAST LINE OF CERTIFIED SURVEY MAP NO. 513 AND ITS EXTENSION THEREOF AND OUTLOT 1, CERTIFIED SURVEY MAP 808, SOUTH 01 DEGREES 13 MINUTES 50 SECONDS WEST, 493.01 FEET; THENCE ALONG THE SOUTH LINE OF SAID OUTLOT 1, NORTH 89 DEGREES 54 MINUTES 52 SECONDS WEST, 228.00 FEET; THENCE ALONG THE EAST LINE OF LOT 2, CERTIFIED SURVEY MAP NO. 1549 AND ITS EXTENSION THEREOF, SOUTH 01 DEGREES 13 MINUTES 50 SECONDS WEST, 407.59 FEET; THENCE ALONG THE CENTERLINE OF EAST FIRST AVENUE, NORTH 89 DEGREES 54 MINUTES 13 SECONDS WEST, 431.87 FEET; TO THE POINT OF BEGINNING. CONTAINING 501,202 SQUARE FEET (11.506 ACRES). SUBJECT TO ALL EASEMENTS AND RESTRICTIONS OF RECORD.

COMMON DESCRIPTION:

301 and 325 East Florida Avenue, 2900, 2901, 2902, 2903, 2913, 2915, 2920, 2922 Autumn Ridge Court and Lot 2 of CSM #1549

APPEARANCES: John Rohm, Winneconne

MEMBERS ABSENT: None

The City Plan Commission reports and recommends that:

1. Based upon the standards for map amendments as required by Section 23-65(d)(3) of the Zoning Ordinance, Rezoning Application #15-08 for TDR Properties, LLC and Impact Seven, Inc. from R-1B Single-Family District, R-2 Two-Family District, and PD/R-3 Planned Development Multi-Family District to R-3 Multi-Family District, as shown on the attached map(s), BE APPROVED. (7/0) (CPC 10-20-08)

November 19, 2008 Council Meeting

Mayor Timothy Hanna
Chairperson

Konetzke moved, seconded by Smith, the City Plan Commission Report be adopted.

Deputy Director of Community Development Klaeser stated the building limitation for R-3 zoning is 35 feet.

ROLL CALL ON REPORT: Aye – 16. REPORT ADOPTED.

**REPORT OF THE MUNICIPAL SERVICES COMMITTEE
Meeting of November 11, 2008**

MEMBERS PRESENT: Alderperson Croatt, Alderperson Konetzke, Alderperson Lutz, Alderperson Martin, Alderperson Spears

MEMBERS ABSENT: None

The Municipal Services Committee reports and recommends that:

1. Lake Park Road from Midway Road to Plank road be reconstructed with concrete pavement and curb and gutter to a width of 41' from back of curb to back of curb. The pavement section between intersections would include one lane in each direction with a two-way left turn lane. A right turn lane would also be included for the Parkside Apartment complex along the east side of Lake Park Road. A 10' sidewalk would be installed along the west side and a 5' walk along the east side. BE APPROVED (5/0)
2. **Soldier's Square** from Oneida Street to Morrison Street to reconstructed with concrete pavement and curb and gutter. The recommend geometry of Soldier's Square was presented at the October 21st meeting of the Municipal Services Committee and includes incorporating angled parking, an enclosure for refuse collection, lowering the statue and a "café area" along the eastern half of the north side of Soldier's Square. BE APPROVED (5/0)
3. Pfefferle Management – Manager of Greenwood Village Condominiums- regarding the Midway Road Reconstruction Project. **Install an 8-foot sidewalk on the southside of Midway Road from Telulah Avenue to the west edge of the driveway with the City maintaining the sidewalk.** BE APPROVED (4/1-Alderperson Croatt)

4. Proposed Ordinance Change to Municipal Code Chapter 4 Section 4-141 regarding garage doors. BE APPROVED (5/0)
5. Parking removal on one side of Lindbergh Street between Morrison Street and Jarchow Street. (90-Day Trial Complete) BE APPROVED (5/0)

To accomplish this, the following ordinance action is required:

- a. **Create:** "Stopping, standing or parking be prohibited from 7:30 a.m. to 4:30 p.m. on school days, on the south side of the Byrd Street from Morrison Street to Jarchow Street."

6. Parking removal on one side of Byrd Street between Morrison Street and Jarchow Street. (90-Day Trial Complete) BE APPROVED (5/0)

To accomplish this, the following ordinance action is required:

- a. **Create:** "Stopping, standing or parking be prohibited from 7:30 a.m. to 4:30 p.m. on school days, on the south side of the Lindbergh Street from Morrison Street to Jarchow Street."

7. The request from Charles Brown, 533 N. State Street, **to pave driveway equal to the length of the neighbors' driveway which is to be determined by Public Works staff. be exempt from the driveway pavement requirement in the Front Yard Parking Ordinance.** BE APPROVED AS AMENDED (4/1-Alderperson Lutz)

8. The request from William Barry, 71 Pintail Place, to be precluded from access to Providence Avenue and to have the property owner maintain the sidewalk on Providence Avenue to run with the property **contingent on property owner being assessed in the future if access is granted to Providence Avenue.** BE APPROVED AS AMENDED (5/0)

9. R/B (11/5/08)/Hill - Recommended parking changes on Owaissa Street east of Opechee Street (Requested by the Appleton Fire Department) BE APPROVED AS AMENDED (5/0)

To accomplish this, the following ordinance action is required:

Repeal Ord. 98-014: "The area on the east/south side of Owaissa Street from a point 480 feet south of Pacific Street to Opechee Street be designated a No Parking/Tow Away Zone from 7:00 a.m. to 5:00 p.m., except Saturdays, Sundays and holidays."

~~**Create:** "Parking be prohibited on the south side of Owaissa Street from Opechee Street to a point 50 feet east of Opechee Street (Tow Zone)."~~

~~**Create:** "Parking be prohibited from 7 a.m. to 5 p.m., except Saturdays, Sundays and Holidays, on the south side of Owaissa Street from a point 50 feet east of Opechee Street to a point 130 feet east of Opechee Street."~~

Create: "15-Minute Loading Zone (with emergency flashers operation required) be designated on the south side of Owaissa Street from Opechee Street to a point 50 feet east of Opechee Street (Tow Zone)."

Create: "Parking be prohibited from 7 a.m. to 5 p.m., except Saturdays, Sundays and Holidays, on the south side of Owaissa Street from a point 50 feet east of Opechee Street to a point 130 feet east of Opechee Street."

10. R/B (11/5/08)/Council Majority - The request from William Marcks for a permanent street occupancy permit to allow an existing basketball pole and hoop within the Weiland Avenue right-of-way **contingent upon if the basketball hoop is ever damaged or taken down it cannot be re-erected and if the home is sold the permanent street occupancy permit does**

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Sculpture and Object Conservation
2032 Sheridan Ave. S., Minneapolis, MN 55405 612-788-5585

Condition Report and Treatment Proposal

Client: Alexander Shultz
Sculpture Valley
alex@sculpturevalley.com
920-205-6169

Object: Soldier's Monument
Artist: Chevalier Gaetano Trentanove
Location: Soldier's Square, Appleton, WI
Date: Dedicated 1911
Material: Bronze and granite

CONDITION:

Summary: The monument is in fair condition. The surface of the bronze sculpture is heavily deteriorated and in need of conservation treatment. Due to lack of maintenance the surfaces have corroded and become extremely porous. Mineral crusts disfigure the surface and obscure the features of the figures' faces and clothes. There are also significant missing elements. The granite is structurally sound, but is in need of repointing and minor repairs. It exhibits significant damage from skateboarders. The concrete pad is heavily stained and its upper surface is crumbling from spalling losses.

Bronze Sculpture:

Structural Condition: The bronze sculpture is in fair structural condition with no significant dents or deformations observed. It is well attached to its granite support and the caulk around this joint is intact. However, there are several missing parts, which have been lost for decades: the sword of the center figure which was broken off, leaving a jagged break end; the scabbard of the central figure, which was removed from pins which attached it, the pins and a separate piece of the scabbard are still extant; the lower end of the flagpole, which was broken or sawed off; two rings which appear to attach the flag to the flagpole, but do not have real structural function (several others remain). The finial of the flagpole which has a threaded end, has been removed, but has been retained.

There do not appear to be any weepholes in the sculpture, however there is not much evidence that this is causing structural problems. There are several cracks in the bronze: One significant crack is in the raised arm of the central figure, which is related to moisture, as indicated by the bright green corrosion around the crack, and may be the only evidence of freeze-thaw damage from lack of weepholes. There are short cracks around the back side

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of the front foot of the central figure. There are several cracks at the edges of the flag as well. There is an odd piece of metal applied to the self-base to help attach the rifle to the sculpture that appears to be a later addition.

The sculpture has not received maintenance of its protective coatings and the surface has deteriorated to the point where there are a few holes in the surface, especially on the bronze selfbase and on the American flag. Numerous old patches and welds are exposed throughout the sculpture and many are visible from the ground. There is one large fill about 6" x 9" on the proper right (PR) figure's PR shoulder that appears to be made of lead with a crack at the intersection of the fill and the sculpture. There are about 5 areas of pinpoint corrosion, which have progressed far enough to create small holes in the bronze.

Surface Condition: The surface of the sculpture is very deteriorated, exhibiting heavy, uneven black sulfur crusts, bright green copper corrosion, extensive pitting over every surface, and etching of the surface from acidic pollution, resulting in a very porous surface with voids in some areas, as described above. The sulfurous corrosion has created water runoff streaks and has collected in low points, sometimes obscuring and sometimes emphasizing the forms of the bronze. There are heavy encrustations of white minerals in local areas, especially along the bottom edge of the rifle, where the crust is 1/4" thick. There are also localized areas of iron staining, usually from ferrous core pins, but occasionally from a repair. One very dramatic area of iron staining is located on the back side of the PR figure's coat where several wide long streaks are present.

The surfaces of the PL figure's rifle are a relatively uniform dark brown with little pitting (although exhibiting the heavy mineral crust on the lower side described above), as are the ends of the PR figure's rifle, suggesting these may be replacements or were selectively treated in the past.

The surface is also dirty overall and has debris in low points. Spiders have built webs on the figures and wasps have made nests in protected areas, specifically under the flag and inside the lower end of the flagpole.

Granite Condition:

Structural Condition: The granite is structurally stable and does not exhibit significant shifting, settling, or other major structural problems. However, almost every stone block below about 6 feet has one or two losses at its edges. The most noticeable are chip losses at the four corners of the lowest level of granite blocks, some of which have been filled in the past with now yellowed fill material. There are approximately 10 cracks at the edges or corners of stone blocks, about half of which have been patched in the past with now yellowed fill material. There is one, tight, diagonal crack at the front of the monument in the center of the third tier of blocks, but there is no associated efflorescence. In addition to these cracks and losses there are areas of impact damage on the lowest level of stone, especially in the front center (with associated copper staining) and on the proper left (PL)

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top surfaces. There is an area of heavy abrasion to the stone on the front side in the center below the inscribed block. There are also numerous shallow gouges, scrapes, and scratches on the PR side and front edge of the stone, many on the vertical surfaces with associated iron deposition and staining, likely from snow removal equipment.

There is a combination of mortar (older and higher up) and caulk (newer and generally lower) present at joints. There appear to be several campaigns of caulk application, but almost all caulk within reach is very deteriorated and failing. There are numerous voids in the caulk allowing moisture penetration.

Surface Condition: The granite surfaces are free of graffiti and scratchiti, but are soiled and grimy. The granite is being utilized and abused by skateboarders. They ride along the PR edge of the lowest level of granite, causing losses, depositing black grease, and resulting in heavy accretions of aluminum on the stone. The PR edge of the second tier of granite is particularly grimy as well.

There is light copper staining on the lowest level of granite and there is heavy iron staining along the bottom edge of the lowest level of granite on all sides where the granite meets the concrete pad. As mentioned before, there is iron staining inside scrapes on the front and PR side. There are moss and lichens present in most crevices at cracks and where there is missing caulk.

Concrete Pad Condition:

Structural Condition: The concrete pad is in poor structural condition. It has lost approximately 30% of its upper surface to spalling losses (about 1/8" deep) concentrated around and under the edges of the granite that rests upon it, likely due to freeze thaw damage exacerbated by road salt. There are cracks and losses pieces of concrete in these areas as well. The stone is saturated with moisture in the losses and around the spalled losses. There are vertical cracks at each corner of the concrete pad. There are horizontal scrapes from a ferrous metal object, such as a snow plow blade. It appears there is a drainage channel in the center at the back side with crumbling edges, which is clogged with debris.

Surface Condition: The surface of the concrete pad is stained and dirty. The spalled losses have collected dark grime. Large green copper stains are present on the center 1/3 of each side of the pad and around the spalled losses. There are smaller swaths of iron staining, including in areas where the pad has been scraped by snow removal or other heavy equipment. White efflorescence (from road salt) is present around the spalled losses on the top surfaces, and has built up at the cracks at the corners. Moss and lichens are present in joints, cracks, and losses.

PROPOSED TREATMENT:

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1. Examine, write Condition Report and Treatment Proposal and take photographs before treatment. (COMPLETED)
2. Pack supplies and drive to Appleton, WI from Minneapolis, MN.
3. Wash the sculpture, stone base, and concrete pad, with surfactant and medium pressure water to remove dirt, grime, accretions and loose corrosion products.
4. Use chelating solutions on concrete pad to reduce heavy copper corrosion staining.
5. Repair cracks and holes in the surfaces of the sculpture. For each crack, grind out a small channel and re-weld with a matching alloy. Chase and texture the welds to blend with the surrounding surface. Cracks where a lead fill is present will be filled with epoxy, because these cannot be welded.
6. Attach replacement parts provided by foundry in appropriate manner, welding or mechanical attachment. Reattach finial. Chase and texture the welds to blend with the surrounding surface.
7. Buff the surfaces of the sculpture with a bronze-wire brush to reduce porosity of the surface.
8. Treat the surface according to ONE of the following procedures, as determined with Sculpture Valley and appropriate personnel:
 - a. Remove compact corrosion products from the surface and chemically re-patinated the surfaces of the sculpture to a historically appropriate rich, dark, brown surface, and then apply wax, as described in step 9. (This has additional cost, see estimate below.)
 - b. Leave compact, green layer of corrosion in place, but apply a layer of dark tinted wax over the surface as described in step 9. This will reduce the contrast between the green chloride corrosion and the black sulfide corrosion and better integrate the surface.
 - c. Leave compact layer of green chloride corrosion in place and apply a clear wax as described in step 9. This will leave the green and black portions of the surface visible, including welds and patches.
9. Heat the surfaces of the sculpture with propane torches and apply a protective wax coating to the sculpture. After it is cool, buff and apply two applications of cold paste wax. Buff.
10. Drill weep-holes on the undersides of low points in the sculpture, so that water can escape.

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11. Remove old caulk around base of sculpture and apply new caulk.
12. Take after Treatment Photographs, Pack supplies, Drive back to Minneapolis, and write Treatment Report.
13. Prepare Detailed Maintenance Plan.

GRANITE and CONCRETE:

Sculpture Valley should locate and contact a skilled Mason or Monument Company, and coordinate work on granite base of monument, which includes: Repointing (application of mortar should allow for proper drainage); Re-honing the surface to appropriate sheen and removing skateboarding damage; Removing old, discolored repairs; Filling stone losses and repairing cracks using approved materials; Repairing concrete pad. (No additional cost for consultation from KCI)

Cost Estimate: \$13,425.00
Plus 7% for equipment and supplies= \$1,190.35
Plus lodging = \$616.00
\$14,041.00*

*Plus cost of renting scaffolding provided by Sculpture Valley

Additional Cost if New Patina (step 8a) is applied: \$ 6,289.40 (including lodging and supplies)

Yes _____ or No _____

ROUTINE MAINTAINANCE REQUIREMENTS: It is very important to carry out routine maintainance of the monument in order to keep it in good condition and avoid costly, large conservation treatments. This treatment can be done by trained volunteers or staff, or by a conservator.

Every two years: Wash the granite and bronze sculpture with non-ionic detergent and water and rinse. Apply a new coat of paste wax to the bronze sculpture. This can be completed by a conservator or by a consistent local crew trained by a conservator.

Approximate cost for KCI to perform bi-annual maintenance (and train local crew, if desired): \$5,280.00 + lodging

Every 5th year: A conservator should undertake a routine maintenance treatment: Wash the sculptures and plaque with Orvus detergent. Remove the soiled wax layer from the bronze sculpture. Thin and remove any new areas of oxidation or corrosion. Heat the

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surface of the metal with torches and apply new wax coatings to bronze and buff. The conservator will also do a condition assessment and make any recommendations for treatment or modifications to the maintenance plan.

ADDITIONAL RECOMMENDATIONS:

- Barriers to prevent further skateboarding damage should be put in place, if possible.
- If planned construction around the site occurs, the sculpture should be protected by building an enclosure around it.

Conservator: Laura Kubick, KCI
Date: 5/14/2015

The undersigned authorizes and directs Kristin Cheronis Inc. (KCI) to carry out the aforementioned conservation and/or restoration treatment and take such action as KCI deems appropriate in connection with the treatment. The undersigned warrants (i) that the undersigned is the sole owner(s) (or authorized agent of the owners) of the work(s) of art described above and has full authority to direct KCI to undertake the proposed treatment; (ii) the work(s) of art described above is insured by the institution or owner against any and all losses, and that such insurance will be in place from the time the artwork is delivered to KCI until it is received back by the owner/agent. The depositing institution or owner agrees to pay the cost of all conservation services plus materials (7%), not exceeding the above estimated cost by more than (10%) without the express written approval of the depositing institution or owner. All transportation and related insurance costs are the responsibility of the owner or agent of the item.

Owner: _____ **Date:** _____

Institution: _____

Square (left), with City Center Plaza taking on a public market character through targeted renovations.



Figure 41 Perspective from site of current Appleton Public Library looking south toward back side of City Center Plaza

6. Zuelke Building

The historic Zuelke building, completed in 1931, provides commercial office and retail space. At 12 stories, it provides exceptional views of the surrounding City and landscape. Its location in the heart of downtown Appleton is desirable from a residential standpoint. This conceptual plan envisions converting the upper floors of the building into residential uses, however it is recognized that several developers have completed due diligence on renovating the building to residential and have discovered significant cost and construction challenges. Therefore, converting the building to residential may require some degree of public investment and the use of Historic Tax Credits in order to be financially viable.

7. Soldier's Square/YMCA Parking Ramp

A mixed use concept would replace a portion of the YMCA parking ramp site with a public plaza, while preserving a portion of the site for a development which might include a mix of parking, office, and commercial uses. The concept illustrated in the perspective drawing below would allow for a combination of flexible outdoor pedestrian zones. Features of the proposed mixed use development could include:

- 4 story mixed use building could include a mix of residential, office, commercial, or parking uses
- Possible arcade with retail shops on ground floor
- Rooftop seating
- Green roof



Figure 42 Soldier's Square/YMCA Parking Lot Perspective

The Soldier's Square concept would be designed in a flexible manner to accommodate a mix of daily, weekly, seasonal, and special event uses. For example, the use of retractable bollards at both entrances to S. Oneida Street and Soldier's Square would allow for multiple configurations of pedestrian-only space two of which are described below.



Figure 43 Perspective looking west down Soldier's Square toward Zuelke Building

- A two square block pedestrian zone between College Avenue and E. Lawrence Street, bounded by Appleton Street to the west and Morrison Street to the east. Such a configuration, which would include Houdini Plaza, could support larger downtown events such as the farmer's market, music festivals, art festivals, and night markets.

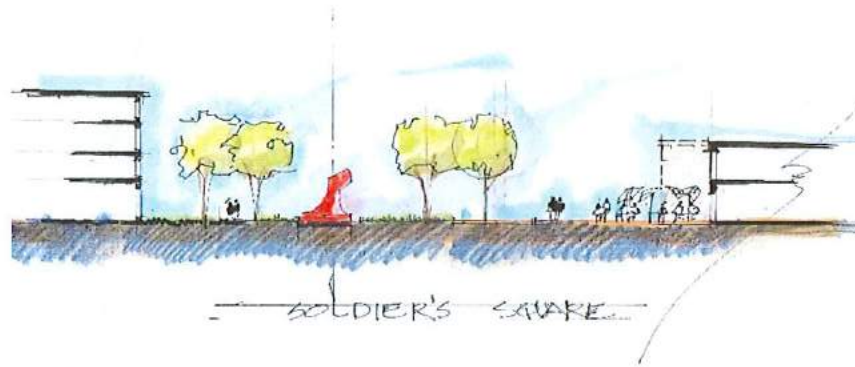


Figure 45 Cross section view of Soldier's Square with conversion of portion of YMCA ramp into park plaza featuring public sculpture

- Two pedestrian zones separated by S. Oneida Street which would remain open to traffic. Such a configuration would support two distinct events or programs, if heavy foot traffic between both locations was not a concern.



Figure 44 Retractable bollards and textured concrete help define temporary pedestrian zones

M803
FURN
OC15



The Entrance Gate to a Beautiful City.

CITY OF APPLETON.

WISCONSIN.

City Planning Survey with Proposals

- for the future -

Development of Appleton, Wisconsin

- including -

A Proposed Zoning Ordinance.

LEONARD S. SMITH, CITY PLANNING ENGINEER, MADISON, WIS..

R.B. STORLING, C.E., CONSULTANT

September, 1922.

F O R E W O R D .

The fieldwork upon which this report of Appleton's City Planning needs is based, together with the work of preparing the maps and illustrations, has extended over fourteen months. During this time the writer has spared neither time nor expense to understand Appleton of today in order that he might interpret to Appleton citizens the Appleton of tomorrow.

Much of any merit which this analysis may claim is due to the fine spirit of co-operation shown by all citizens and city officials, especially Mayors, Hawes and Reuter, and City Engineer Weisgerber. The intelligent interest of the Chamber of Commerce is also gratefully acknowledged. It is especially fortunate that the zoning ordinance could have the review of so experienced a person as Mr. R.E. Stoeiting, City Planning Engineer, of Milwaukee.

In a democracy like ours the next step should be the popular understanding of the city plan, and especially the meaning of the proposed zoning law. This will be done by holding public hearings, where any suggestions which promise improvement may be adopted.

Leonard S. Smith,

City Planning Engineer.

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Chapter I.

EARLY HISTORY AND GROWTH.

Early History.

Appleton owes its birth and location to Lawrence College, an institution which has kept step with the growth of the state, and which has continued to exert an important influence upon the ambitions and public spirit of the community. ¹

Seventy-five years ago the site of Appleton belonged to the Oneida Indians. In 1848 Eleazer Williams, as their agent, borrowed money from Amos G. Lawrence, a Boston philanthropist, giving 500 acres of land around the bluffs at Grand Chute, as security. Later this land into the possession of Mr. Lawrence who had it surveyed and platted, giving it the name of Appleton in honor of Samuel Appleton, who had given a bequest to the newly founded (1847) Lawrence University.

About the year 1846, Amos Lawrence instructed, Reeder Smith to establish an institution of learning between Lake Winnebago and Green Bay, and gave \$10,000.00 toward this purpose. Appleton, or Grand Chute, as it was first called, was selected as the site of the college and the first building was erected in 1849. A view of the plan of the college building is shown in Figure 1.

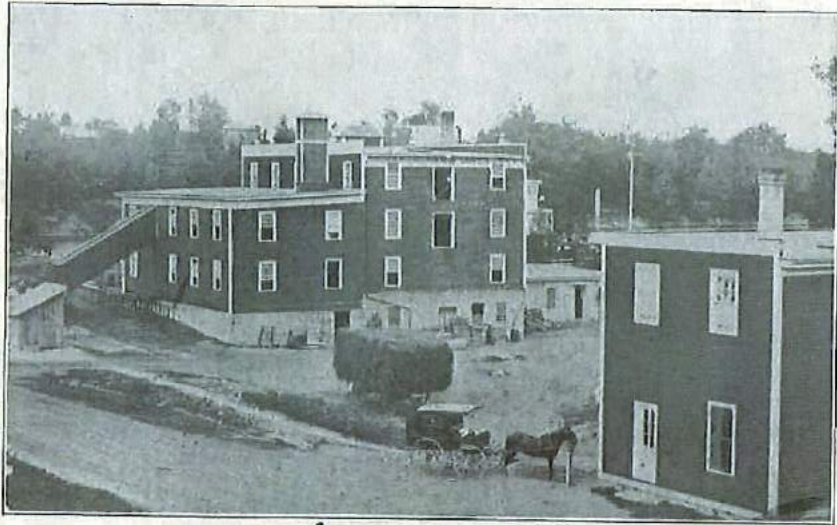
The growth of the town must have been rapid from the very first, as in 1850 there were 500 settlers. ¹ From this early date to the present time the city's growth in population while not exceptionally rapid has been remarkably uniform as will be seen from a study of the population curve in Figure 3. One of the steadying influences for the city's industrial growth is found in the great natural resources represented by its splendid water powers. Of the 166 feet of fall in the Fox River between Lake Winnebago and Green Bay, forty feet are concentrated within the city limit of Appleton, capable of producing 40,000 horse power. ² Unlike other great natural resources such as forests, coal and iron, the utilization of which has meant the final distinction of the supply, these water powers are ascertain and external as the sunshine and will exercise influence on the industrial growth of the city.

These water powers are mostly used in the paper industry. Appleton was in fact the first city in the Fox River valley to employ water power in the manufacture of paper. As early as

¹ The last census shows that the illiteracy rate of Appleton is less than one-half that of other Wisconsin cities.

² These figures are not at low water flow. Thos. W. Orbison is the authority for this figure.

³ These facts are taken from the proceedings of the Wisconsin Historical Society 1905, page 277.

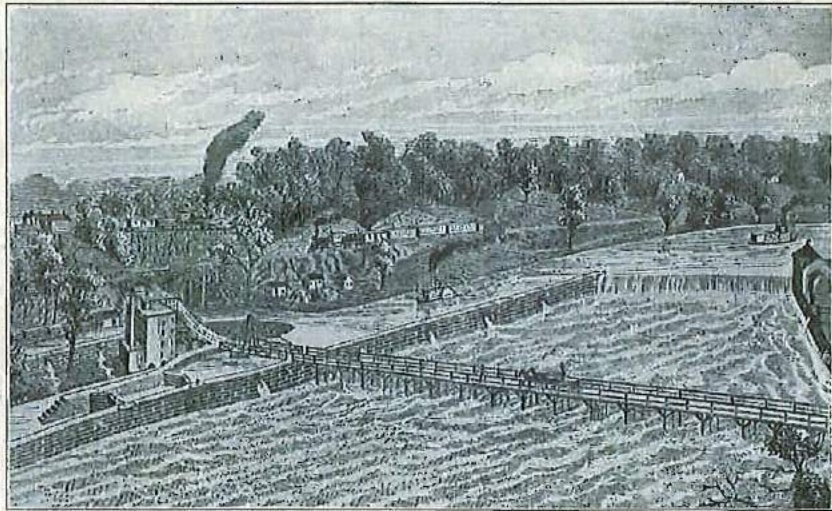


Reproduction by Schlafer

Fig 1

Richmond's Paper Mill
One of the first paper mills in the west

Photo taken in 1884



Reproduction by Schlafer

Fig 2

Lower Water Power as planned in 1874



Reproduction by Schlafer

College Avenue in 1864

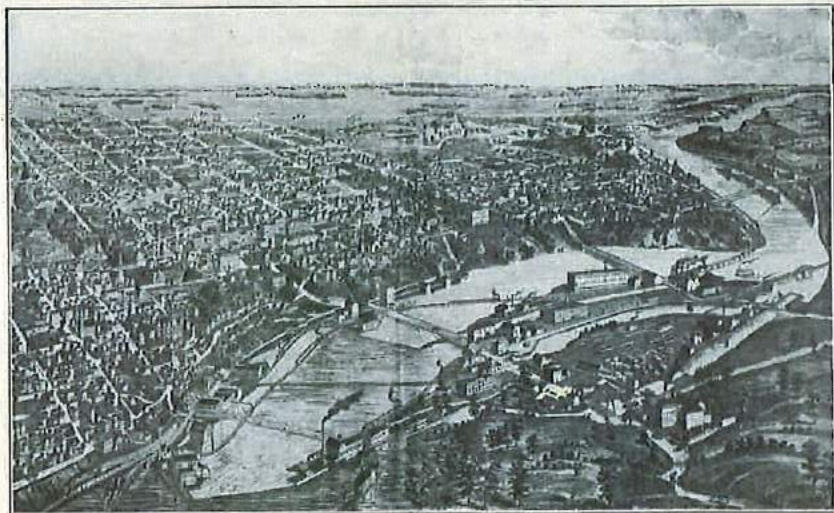
Fig. 5,



Fig. 6; College Avenue in 1890



Reproduction by Schlafer Birdseye View of Appleton in 1872



Reproduction by Schlafer Birdseye View of Appleton in 1882

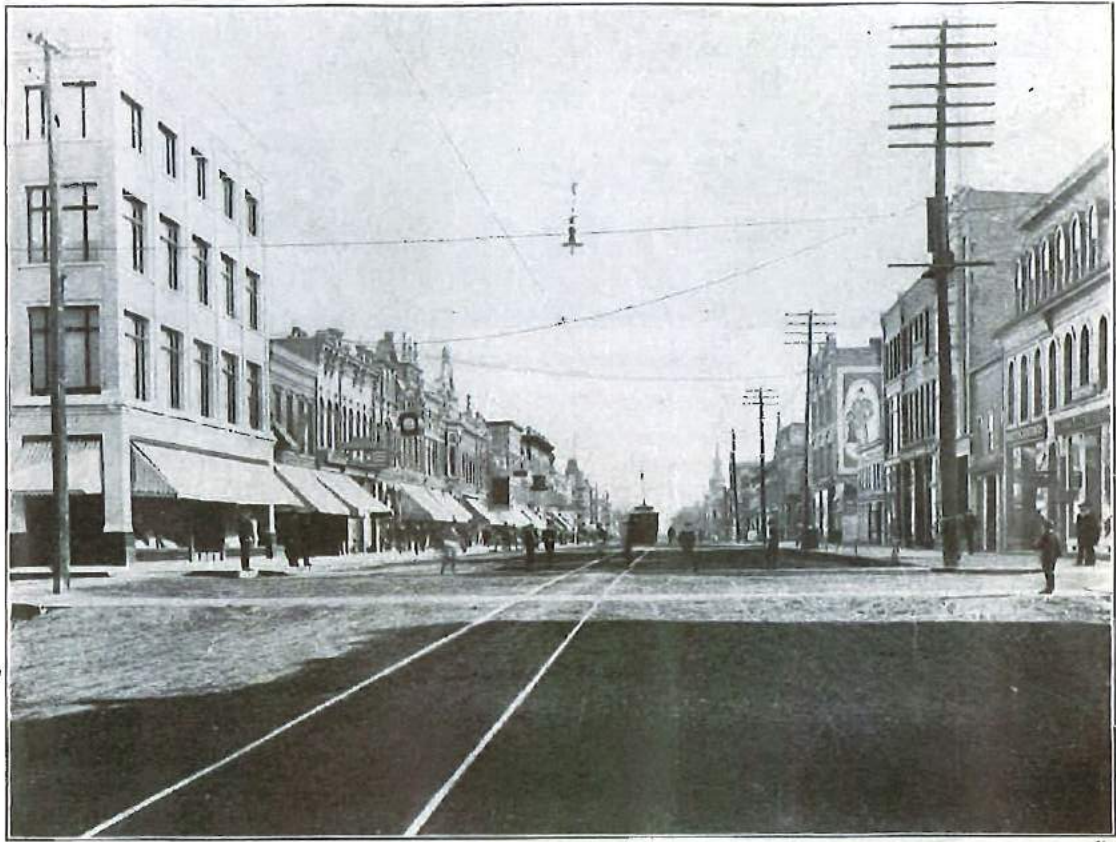


Fig. 7. College Avenue, Appleton's Finest Street in 1922.



Fig. _____. The above Central Electric Light Station was first operated in Appleton on September 30, 1882, by Wm. D. Kurz, engineer. It was the first station of its kind west of New York. This fact illustrates the progressiveness of Appleton's early business men.

1855 Richmond Brothers built a paper mill at the upper dam. This mill having burned down in 1860, they built another paper mill at the lower dam. This mill was replaced in 1890 by the mills of the Sulphide Investment Company. A picture of Richmond Brother's second mill is shown in Figure 2.

This early preeminence as an important center of paper manufacture the city has continued to maintain to the present time although in recent years other local industries have grown in number, and relative importance.

CITY
Growth.

In order to prepare a suitable plan for the future city, the Appleton of twenty or thirty years hence, our judgement of the nature and extent of future needs should be greatly influenced by past accomplishments as well as present needs. City growth may be analyzed under two heads, growth of business and industry, and growth of population, the latter being largely the result of the former.

The population growth is given in the following table.

Table 1. Appleton's Population.

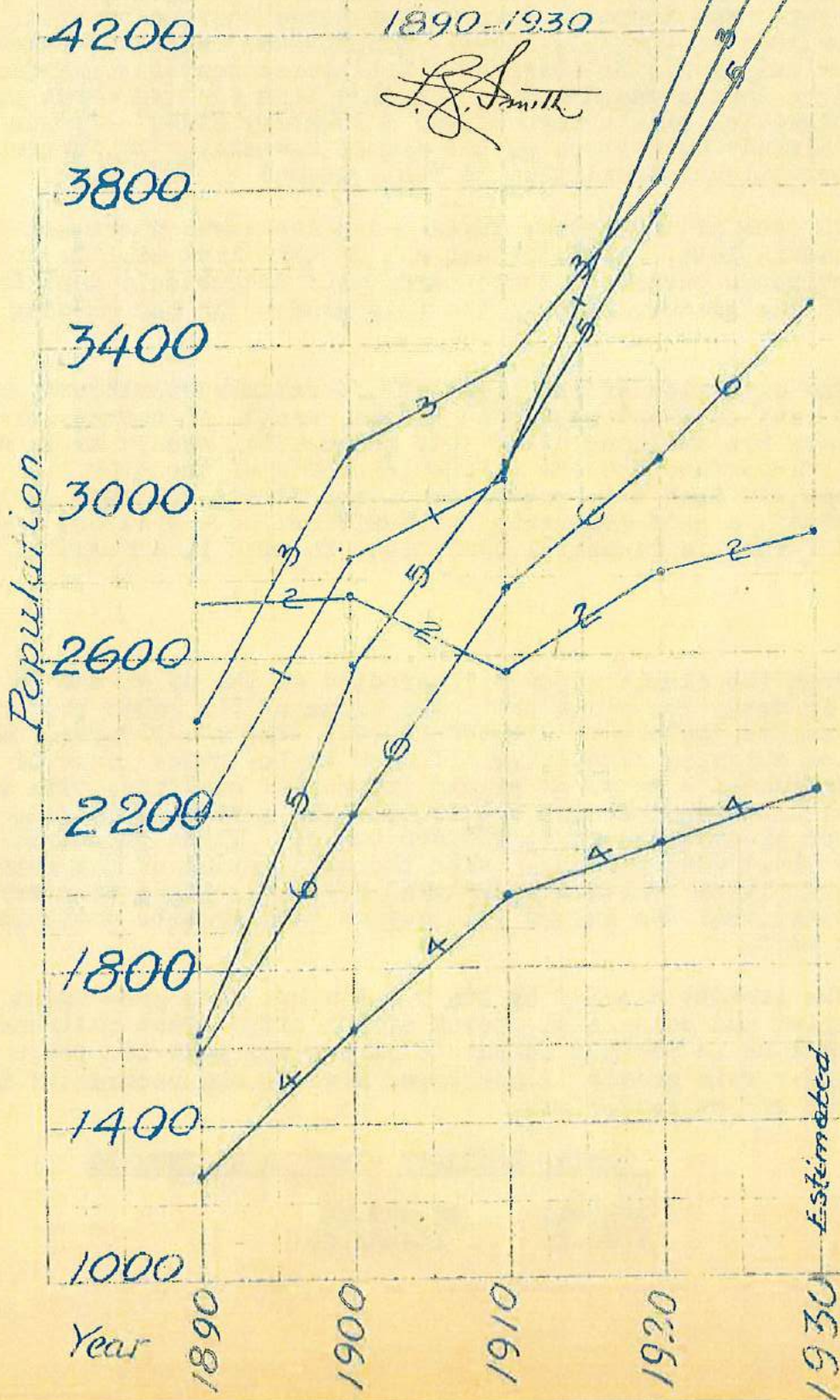
Year	Population	% Increase	Remarks
1850	500		
1860			
1870	4518		
1880	8005		
1890	11869		
1900	15085	28%	
1910	16773	11%	
1920	19561	16.4%	Of these 16805 are native white- 86% total.
# 1930	22500		
# 1940	25800		

Estimated on a 15% gain per decade.

The average gain for the past thirty years is seen to be 18 per cent per decade. While some other cities has shown a much greater gain than this, it should be noted that in the past ten years Appleton has gained at a greater rate than St. Louis, Boston, Pittsburg, Cincinnati and several other much larger cities. Even at this moderate rate, Appleton is gaining at the rate of 300 people, say 75 families per year. Reference to this fact will be made in connection with the statement of the Appleton housing problem.

The distribution of the city's population by wards is shown in figure 4, from which it will be seen that the fifth ward is gaining fastest with the third and sixth wards very close seconds. The second and fourth wards have gained very much slower in the last ten years, the former ward showing the

FIG. 4, Appleton
Population Curve
By Wards



least gain of all. One reason for this fact is that with few exceptions residence lots in the Second ward are already built on. In the future even some of these lots now used for homes will be needed for the expansion of the adjacent business section. While this stationary character of population in the second ward must continue in the fourth ward, the conditions for growth are entirely different. For there we have a very large unoccupied area, the greater part of which is ideally located for residence purposes, and now only awaiting reasonable facilities for crossing the river to insure an increased demand for this land for residence purposes. The completion of the Lawe Street and Cherry Street bridges on the lines already authorized by the common council, will furnish the transportational facilities so badly needed by this ward.

In each of the third, fifth and sixth wards there are nearly 1000 vacant lots. Although not all of this land will be available, for residence purposes, these wards will undoubtedly continue to furnish the greater part of the lots needed for the growing population.

The extension of the local street railroad northward on Mason Street, and eastward on Second Avenue, would, of course, greatly stimulate the building up of this residential area, and is a matter of much importance to the future interests of the city. It would seem certain that this extension of the street railroad system, if not already a self-supporting proposition, soon will be, and only awaits favorable financial conditions to make it a reality.

Industrial Growth.

From the single paper mill erected at the upper dam in 1855, the paper industry has grown until the value of the paper products in 1920 reached the sum of \$10,600,000.00. The cheap power, and the superior shipping facilities afforded by its three lines of railroads have attracted a total of eighty industrial concerns, with a total capital investment of \$13,230,000.00, and producing in 1920 a manufactured product valued at \$33,500,000.00. These industrial concerns employ about 5000 persons. With the utilization of the cheap sites in the Appleton Junction industrial district, there is every reason to believe that the future will see an even greater development than in the past.

The freight handled by the C & N.W.Ry. is a good index of the industrial and commercial growth of the city. That railroad reports the increase in freight shipments during the past ten years is 120 per cent. This growth is confirmed also by the records of the Appleton post office, as follows:

POSTAL RECEIPTS JULY 1 TO JUNE 30

1910-11	\$51473.26
1920-21	106238.05

DOMESTIC MONEY ORDER BUSINESS.

Orders Issued		Value
1910-11	14666 in number	1910-11 \$108,968.15
1920-21	32055 " "	1920-21 \$297187. 90

REGISTER BUSINESS (Pieces)

1910-11	Received 6377	1910-11 Dispatched 4783
1920-21	" 15834	1920-21 " 14977.

But no array of figures can give so vivid a concept of the city's growth as pictures, of the changes in the city's main business street, which have accompanied and reflected this civic growth. In illustrations 4, 5, 6 and 7, may be seen the appearance of College Avenue in 1864, 1890 and 1923.* In these fifty odd years the city has evidently grown from a straggling country village to a thriving and well ordered city. In this remarkable change the citizens of Appleton should learn to have faith that the future will show still greater changes. If these changes are to be for the better or worse, will all depend upon their foresight and loyalty. The building of a wise plan to guide this future growth should be an important step toward insuring present good living condition, and perhaps even improving on present economy of transportation in commercial and industrial pursuits.

* Illustrations No. 4 and 5 as well as No. 3 are taken from a booklet published by the Pettibone Company, Appleton.

Chapter II.

APPLETON'S PRESENT AND FUTURE STREET PLAN.

Introduction. In no city in the world were the streets designed for the traffic which now commonly congests them, and even less were streets designed for the still heavier future traffic which now threatens them. In fact the phenomenal growth of vehicular traffic on city streets, both in number, in size and in speed, of such units, is the most fundamental factor in all our city planning problems.

In spite of the fact that American city streets are generally wider and straighter than those of European cities, this fact has not brought the relief from congestion which might be expected. The problem consists in not only safe navigation of the streets by our automobiles, but also in finding or constructing safe and adequate spaces in which to park them.

**Reasons
for
Failures.**

It should be of interest to note some of the main reasons for this failure of our city street plans;- viz.

1st- The unprecedented multi-story office buildings which require their occupants to arrive and depart at practically the same hours, causing peak loads on all forms of street transportation. Fortunately Appleton is now free from this danger and the zoning law will prevent future danger.

2nd- The general over-standardization of street widths frequently resulting in too wide residence streets, and too narrow business and main traffic streets. Thus, in Appleton about three-fourths of all streets have a width of sixty feet. This is true of even such main trunk roads as Lake Street, Foster Street, Maple Grove Street, as well as such business streets as Appleton, Oneida and Moorison. These streets should have had a width of at least 80 feet even for present traffic. The only well designed business street is College Avenue, with a width of 96 feet. Already its traffic capacity is frequently tested. On the other hand, for most residence streets fifty feet would have been a sufficient width. With all streets having the same width it is often a pure accident if what should be a quiet residence street should not become heavy through traffic streets. For a full understanding of the extent which the above criticisms apply to Appleton, a study is invited of City Plan Map No. 1, entitled "Present Street Plans Showing Widths of Streets."

3rd- The general omission of diagonal streets from the city's arterial street system is a third cause of traffic congestion.

MAP 1

CITY OF ADRIAN, WISCONSIN

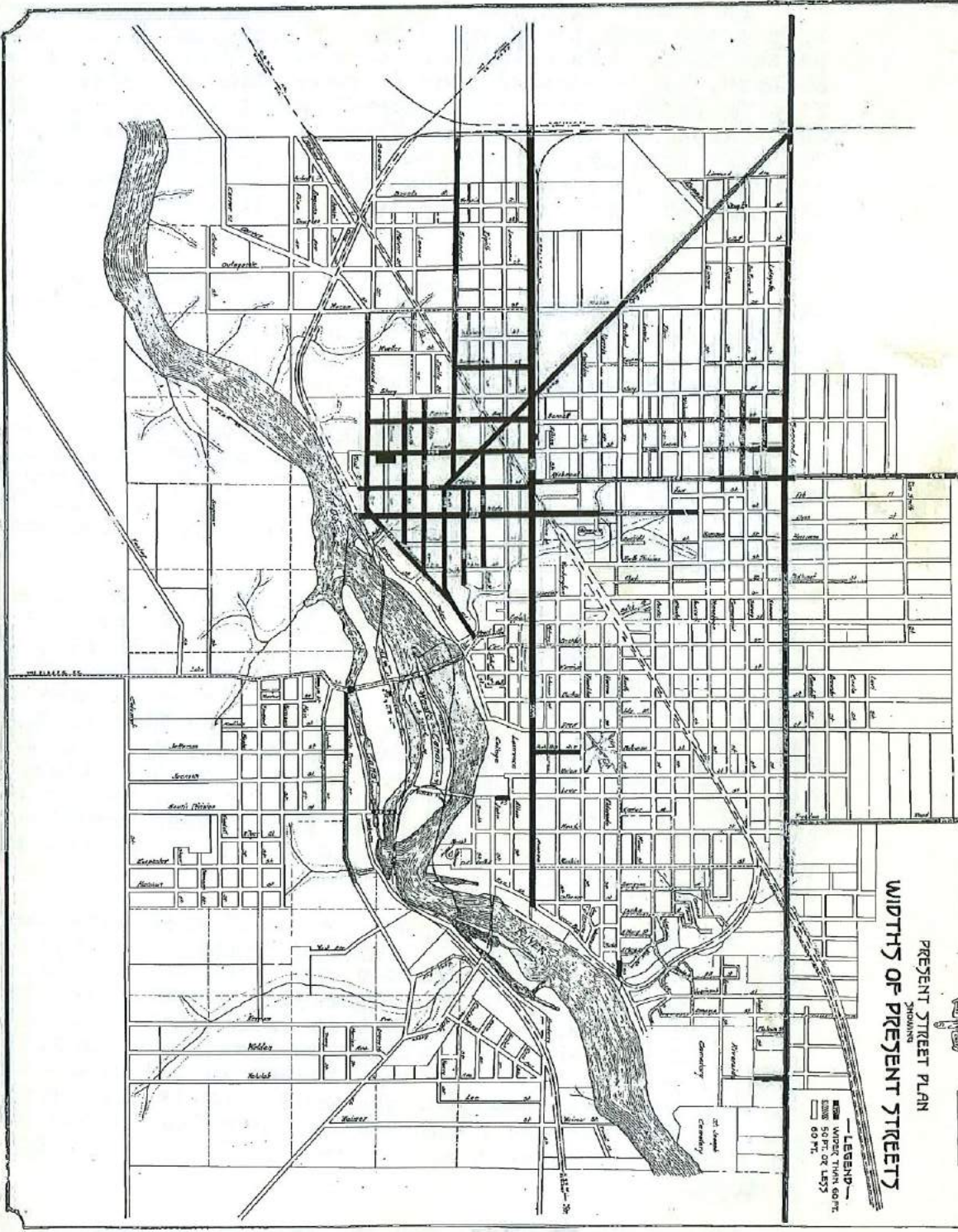
PRESENT STREET PLAN AND WIDTHS OF PRESENT STREETS

SCALE IN FEET - 1" = 100'



1850-1860 ST. SOUTH
1870-1880 ST. NORTH
1890-1900 ST. NORTH

LEGEND -
- - - - - UNDER 50 FT.
- - - - - 50 FT. OR LESS
- - - - - 60 FT.



Diagonal Streets.

In common with most American cities Appleton suffers from a too strict adherence to a rectangular or checkerboard street plan. The advantages of such a plan are many and obvious, but as cities grow in population and area they find increasing need for diagonal streets connecting business and industrial centers, and also for streets reaching out into the country, thereby decreasing the length and cost of hauling, reducing the cost of maintaining pavements, reducing the cost of unnecessary traffic congestion and last, but not least, saving the time of travel.

The city has one potential fine diagonal street, State Road, but strange enough, the city seems hardly to have been conscious of its existence. With the building of a bridge at Cherry Street, and the construction of a suitable pavement, this diagonal street will become of much importance.

The only other needed diagonal street that can be constructed at a reasonable expense is a street adjacent to the southern side of the track of the C & N.W.Ry (Wisconsin Division), and extending from Appleton Junction to College Avenue. This subject has been discussed in connection with the "arterial Street Plan".

The adoption of a street system of entirely north and south, and east and west streets has been of special disadvantage to Appleton, and as years go by, will work an increasing hardship on traffic. Only a brief study of the topography should convince anyone that the streets should have been laid out parallel to the general direction of the Fox River, and at right angles to that direction. Had this been done, the city would have grown more along the river, and moreover this system would have made it most logical to locate the C & N.W.Ry. on one of the streets parallel to the river where it would have crossed only half as many streets as it does with the present system.

A glance at the map, ^{No 1} Fig. 1 will show that the main line of the C & N.W.Ry. is strictly parallel to the general course of the river within the city limits. It is, of course, too late to think of changing present streets to conform with this suggestion, but it is not too late to adopt such a plan as the city expands southwestward beyond the present city limits. For this reason in the city plan map showing suggested changes, and additions to the present street plan, the writer has shown streets parallel to the river and C. & N.W.Ry. where this arrangement would be of obvious advantage.

(4) A fourth cause for the failure of American city plans to meet the demand of traffic is the general lack of Union depots, requiring needless transfers on city streets of both passengers and freight. This is particularly true of Appleton with its five depots for the railroads. The discussion of a remedy of this evil will be found in the chapter on "The Railroad Problem."

(5) A fifth cause for street traffic congestion is found in the almost universal routing of through traffic across the down-town business district, instead of around it. At the present time all the state highway routes are located through the narrow business streets of Appleton. Not a single route makes use of College Avenue. Far sighted business men see that this is not to the business advantage of the streets concerned, and obviously opposed to the general welfare of the city as a whole. This matter is discussed in detail under the head of "Street Traffic Survey."

(6) A sixth cause of traffic congestion is the blocking of traffic at grade crossings by railway trains. The construction of subways at strategic points is discussed under the head of "The Railroad Problem."

Simple Remedies

Thus, simply naming the causes of street traffic congestion is paramount to pointing out how traffic regulation and re-design of the city street plan may relieve present conditions as well as provide for future needs. But before undertaking the expensive projects of widening present streets, all efforts to prevent needless traffic should be first exhausted. Thus the capacity of present streets may first be greatly increased by simply increasing the radius of the curb at street intersections, or by clearing the sidewalk area of the usual private encroachments. As a last resort, main traffic highways frequently must be widened. If such need can be greatly reduced anticipated the cost of such widening can be reduced. It is most encouraging to note that in the recent widening of several Chicago street the remarkable increase in the real estate values, which followed such improvement, more than equalled the cost.

But, however favorable the re-design of city streets may change traffic conditions, it is clear a limit to such improvements will soon be reached. This is certainly true of cities in the class of Appleton. If it is to be admitted that as far as is socially and economically possible, traffic should be the master of the road, it certainly is true that the time will come and perhaps soon, when the size and capacity of the traffic unit as well as the extent and manner of its use must be regulated more fully than is usual. The recent ordinance of the Appleton City Council, regulating the use of buses on city streets is a good example of such regulation in the interests of the general public.

There are a few citizens who refuse to believe that there is any traffic congestion in Appleton. They point out to the 15000 to 25000 vehicles per day on a Chicago street, as compared to the 3 or 4000 vehicles on Appleton Streets. Such advocates of unlimited traffic point also to the use of two story streets constructed to accommodate this Chicago traffic, but they forget that such expensive remedies should be relied upon only under most exceptional conditions, conditions in fact which never should have been allowed to arise. It is absurd to use Chicago as a guide to what is reasonable in Appleton. The improvements on Michigan Avenue, Chicago, alone have already

cost more than the entire assessed value of all Appleton property. A well conceived city plan would have rendered unnecessary the present street improvements in Chicago, and thereby have saved the citizens hundreds of millions of dollars in taxes. Chicago is the horrible example, not the model to be followed. Fortunately there are few cities like Chicago and many like Appleton. Fortunately, too, Appleton's problem is not so much the correction of evils as it is the prevention of future evils. This is the province of a city plan.

**Sunlight
Planning for
Street System.**

Sunlight is the greatest natural resource in the world, far more important than deposits of coal, iron, silver or gold. All these are being fast exhausted, while the sunlight is eternal. The value of sunlight in city homes, offices and factories should be as welcome as rain on a semi-arid farm. Sunlight is the most efficient germicide known. Without it, our homes would become dark, damp and dismal, and breeders of consumption. Experiments have shown that the treatment of rickets is greatly helped by keeping the patients in the sunshine. We have sufficient practical proof of the beneficent influence on nutrition and general bodily welfare to call for more consistent utilization of sunlight in our homes. The most fundamental way in which this result can be accomplished is a proper subdivision of the land, a city plan which insures an equal amount of sunshine to all.

To illustrate this point we have in Appleton two main methods of sub-dividing the land, viz; that shape of block which requires the lots to either face north or south (always on east and west streets), or blocks arranged so that the lot face either east or west, (always on north and south streets.) Now in the winter time, when sun is most needed, the front of houses facing north get no sun whatever, while the houses on the other side of the same street and facing south, receive all the sunshine. On the contrary, houses which face on a north and south street, whether facing east or facing west, all get an equal amount of sunshine at all seasons of the year. As Appleton becomes more closely built up, this matter will become of increasing importance to the health and welfare of the city. It should be a matter of common knowledge that outward sunshine conduces to inward sunshine, and both to moral and physical health.

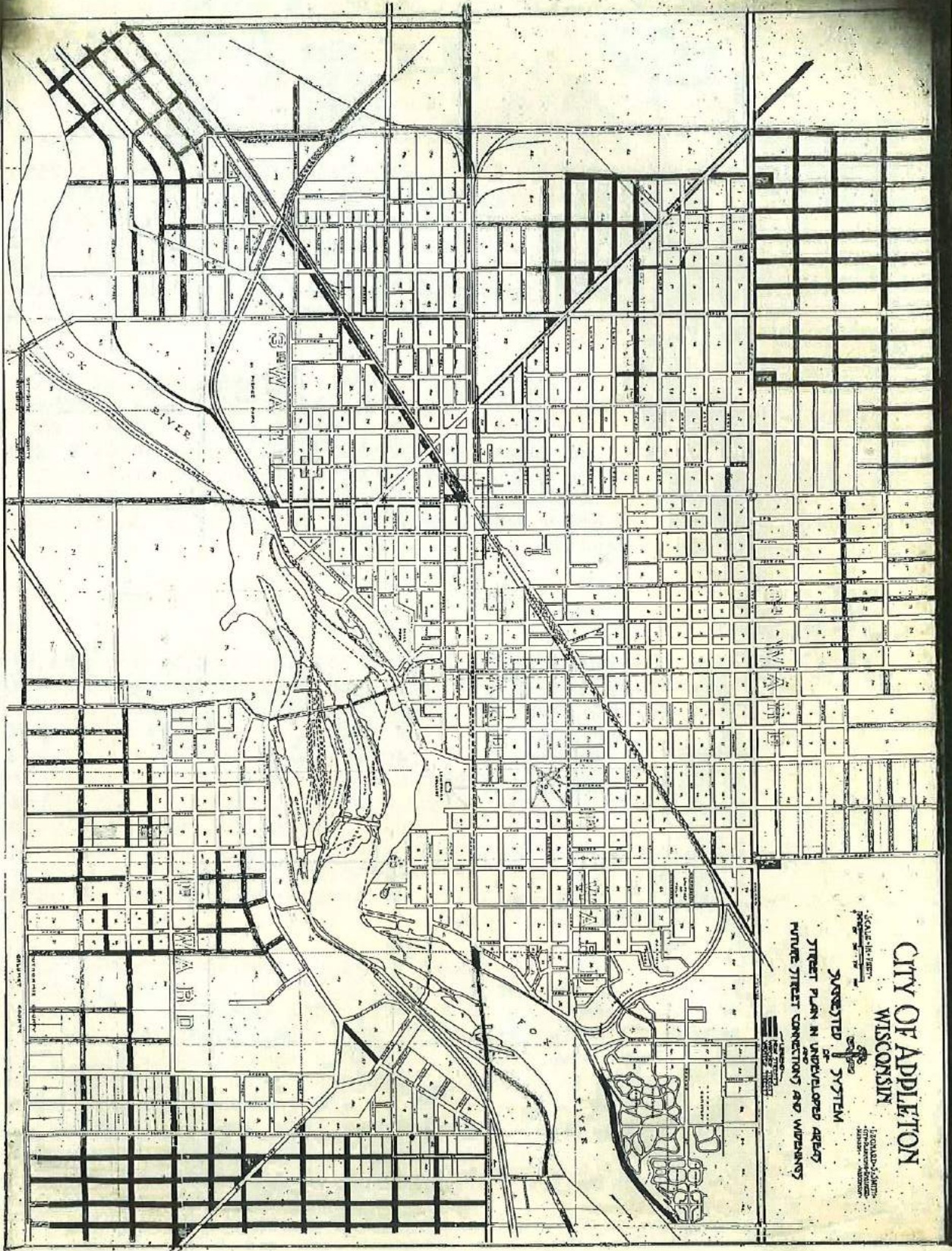
Cities located as far north as Appleton should make special efforts to deserve the name "sunlight" cities, especially as such blessings can be secured without cost. This brings us to the closely allied subject of the regulation of platting of land.

Platting.

Appleton has never had any regulations governing the manner of platting land, and dearly is the city paying for the public's indifference to its own interests. The faults of the past land platting may be grouped under two heads; first mistakes which were purposely made because of supposed selfish interest of the land owner, and second, errors in platting made because of the ignorance of the owner or platter regarding

Regulations

X5754



CITY OF APPLETON
WISCONSIN

1906-1907
 Proposed Street System
 Street Plan in undeveloped areas
 Future Street Connections and Widening

Legend:
 Proposed Street System
 Street Plan in undeveloped areas
 Future Street Connections and Widening

Map 2

the principles governing the best use of the land. One example of conscious mistakes is seen in the too common practice of not platting a street, where one was required or of platting a street with a narrower width than the connecting street with the final result that later to protect public interests the city must purchase the land needed for a street from the land owner. The remedy for this and other similar cases is a more careful supervision of platting.

An example of the unconscious errors in platting which often are far more serious than the ones just discussed, are because they can not be corrected, may be in platting lots of unreasonable size and shape, or on streets improperly oriented for securing sunlight. Frequent examples of mistakes of both types will be found in the plats of land north of Second Avenue, but such mistakes are by no means confined to this area.

In order that a practical beginning may be made toward a better future, for Appleton, the writer has prepared a proposed ordinance for the regulation of future land subdivision. As these regulations will give greater stability to land values, it seems certain that real estate owners and dealers will gladly co-operate in carrying them out. A copy of the proposed ordinance will be found as an appendix "A" of this report.

**Future
Streets in
Undeveloped
Sections.**

Chapter 101 of the revised statistics of Wisconsin provides that the city council or city planning commission shall control not only the character of the platting not only within the city limits, but also within a distance of a mile from such city limits. A suggested plan for future street platting within the above areas is shown in Map No. 7. This map also shows streets which should be widened, and streets which should be vacated. The plan presented was largely influenced by the adjacent platting which in many cases was very poorly planned. The most objectionable feature is the common one of facing lots on east and west streets, instead of north and south streets.

In the southwestern part of the third ward, and in adjacent lands outside the city limits a street plan is suggested which conforms to the diagonal direction of the C & N.W. Ry. and also to the direction of Carver road, and Fox River. It is a great misfortune that this same system was not adopted when the city street system was first inaugurated. The cross streets are not extended to the railroad at this time because this space should be used for side tracks. Future development of tracks and factories may require much greater expansion for trackage and the omission of more cross-streets.

**Streets to be
Widened.**

The following streets should be widened in the future.

1. Mason Street between Second Street and Second Avenue.
2. Second Avenue for its entire length.
3. Cherry Street from its entire length.
4. State Road from College Avenue to Second Avenue.
5. Foster Street for its entire length.
6. Carver Street beyond city limits.

With the exception of Cherry Street and a part of Second Avenue these streets are all in undeveloped parts of the city. If proceedings for widening these streets were begun soon, it would be possible to get a road of increased width for what a single foot will cost in future years. A brief statement of reasons for the above suggested changes will be given.

Mason Street. This street has a width of 60 feet, and carries the street railroad. It is the only street with a subway under the Northwestern track. It is certain to become a heavy traffic street. Its width should be increased to at least 80 feet.

Second Avenue. This street is the main highway between the cities down the valley, and those to the west and northwest of Appleton. This street should eventually carry a street railway. Its present width is 66 feet. This should be increased to 80 feet or more.

Cherry Street. The construction of the Cherry street bridge insures a large increase in traffic at least as far as College Avenue. The present width of this street is 64 feet. An increase of eight feet on each side would be sufficient, and even this would not be needed for several years, as a pavement width of forty feet can now be secured without injuring the street trees. Adjacent to College Avenue in block 51 the street should be widened 79 feet in order to give the best opportunity for crossing the Northwestern track, and at same time conform to the alignment of Richmond Street, the northern extension of Cherry Street.

State Road. This diagonal road has a present width of 66 feet. North of College Avenue it traverses an undeveloped area. Future needs suggest its widening to eighty feet.

Foster and Carver Streets. Both of these streets are arterial roads connecting directly two important cities in the Fox River valley. Their present width is only 60 feet. This should be increased to eighty feet or more. Both streets are chiefly located in what is now farm land.

To those who may doubt the propriety or the possibility

of widening city streets as here suggested, attention is called to sections 62.23 of the revised statutes of Wisconsin, 1921, which authorize the public authorities to order such public improvement and which also provides the manner of taking any necessary lands in a manner to reduce the cost of street widening to a minimum.

Wisconsin Statute, Subsection 10 of Section 62.23.

(10) Widening Streets. (a) When the council by resolution shall declare it necessary for the public use to widen any street or a part thereof, it may proceed as prescribed in chapter 32 of the statutes except as herein modified. If the jury shall determine that the taking of the lands is necessary, the council may affirm or reject the verdict by resolution, accurately describing the land. Resolution affirming the verdict shall not be a taking, but shall be an establishment of new future boundary lines.

(b) After such establishment no one shall erect any new structure within the new lines, nor rebuild or alter the front or add to the height of any existing structure without receding the structure to conform to the new lines. No damages shall be received for any construction in violation hereof.

(c) The council may at any time after the establishment of new lines provide compensation for any of the lands to be taken, whereupon such lands shall be deemed taken, and required further proceedings shall be commenced.

(d) If a structure on lands thus taken is not removed after three months' written notice served in manner directed by the council, the city may cause it to be removed, and may dispose of it and apply the proceeds to the expense of removal. Excess proceeds shall be paid to the owner, and excess expense shall be a lien on the rest of the owner's land abutting on such street, and if not paid shall be assessed against such land and collected as are other real estate taxes. If the owner does not own the adjoining piece of land abutting on the new line, he shall be personally liable to the city for the expense of removal.

(e) Until the city has taken all of the lands within the new lines, it may lease any taken, to the person owning same at the time of taking, at an annual rental of not more than five per cent of the amount paid therefor by the city or of the market value, if donated. Improvements may be maintained on such leased lands until all lands within the new lines are taken, whereupon they shall be removed as provided in paragraph (d). No damages shall be had for improvements made under such lease.

It should be noted in (a) and (b) that after the verdict of the jury has been affirmed by the council, no new building can be erected with the new street lines, and no compensation for the land so taken is due until so ordered by the city council. After such taking, the lands can be leased back to the original owners until the time arrives when it is necessary to use the land, the old and new street lines, for street purposes. The object of this is to prevent excessive cost of taking land due to expensive street improvements. In figure 9 is seen an illustration of such a convertible street platted originally as a 60 foot street in a residence district. A new building line is established 20 feet from the street line, thus preventing any new building with such street line.

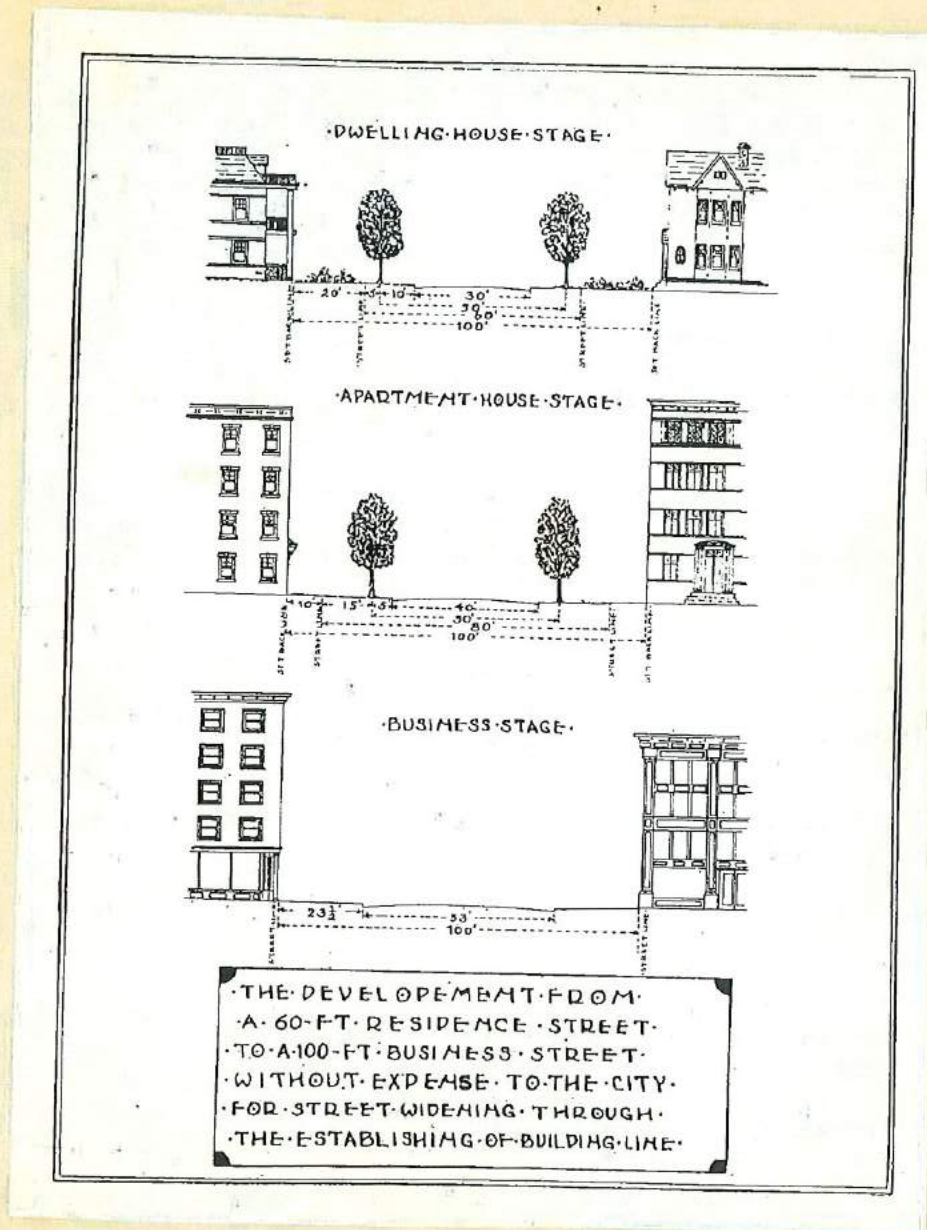


Figure 9.

A convertible Street by the
use of a Building line.

Later this street may develop into a business street 100 feet wide without the tearing down of either dwellings or apartments by simply paying for the land, (20 feet on each side). This statute insures the future widening of streets at a minimum cost to the public.

The Allocation of Street Width.

Large and growing communities have found it necessary to get away from the overstandardization of street widths. The overstandard width in Appleton is 60 feet. Instead, streets would serve traffic better if made of different width, as 50, 60, 80 and 100 feet, corresponding to residential streets, secondary streets, main thoroughfares and parked boulevards.

The difficulty in the past has been the lack of any plan or knowledge as to what use a street was to be devoted. With a city plan this objection is removed and large economies made possible by the design of a street for the type and amount of service expected of it.

Depending upon the type and amount of traffic, the street may be divided into sidewalk strips, boulevard strips, and pavement strips of varying proportions as shown in Figure 10, and given in following table.

Table II.

Type of Street	Total Width	Each Side-Walk	Pavement	Sidewalk and Grass plat	Central Boulevard.
Main Thoroughfares	80	12	56	--	--
Secondary Streets	60	10	40	--	--
Residential Streets	50	5	24-27	10-13	--
Boulevard Street	100	6	(3)22	13	20
AA					

Roadway should have widths in multiples of traffic units. The width of the average vehicle plus a proper clearance is called a traffic unit. The average width of vehicles is about seven feet, and with a clearance of one or two feet makes the traffic unit 8 or 9 feet.

A street carrying a double track railroad with a line of standing vehicles next to the curb and with a line of moving vehicles in each direction requires a roadway at least 56 feet wide. A 60 foot street with a single track car line with two lines of traffic on each direction (or one line in each direction and parked vehicles at each curb) requires a pavement width of forty feet. In strictly residential areas with streets fifty feet wide, the pavement width may be only 24 to 27 feet. This gives a wider grass plat, a street detail cheaper to install and maintain than any form of pavement. Rapid driving on this type of street is not desired, but quietness and safety is expected.

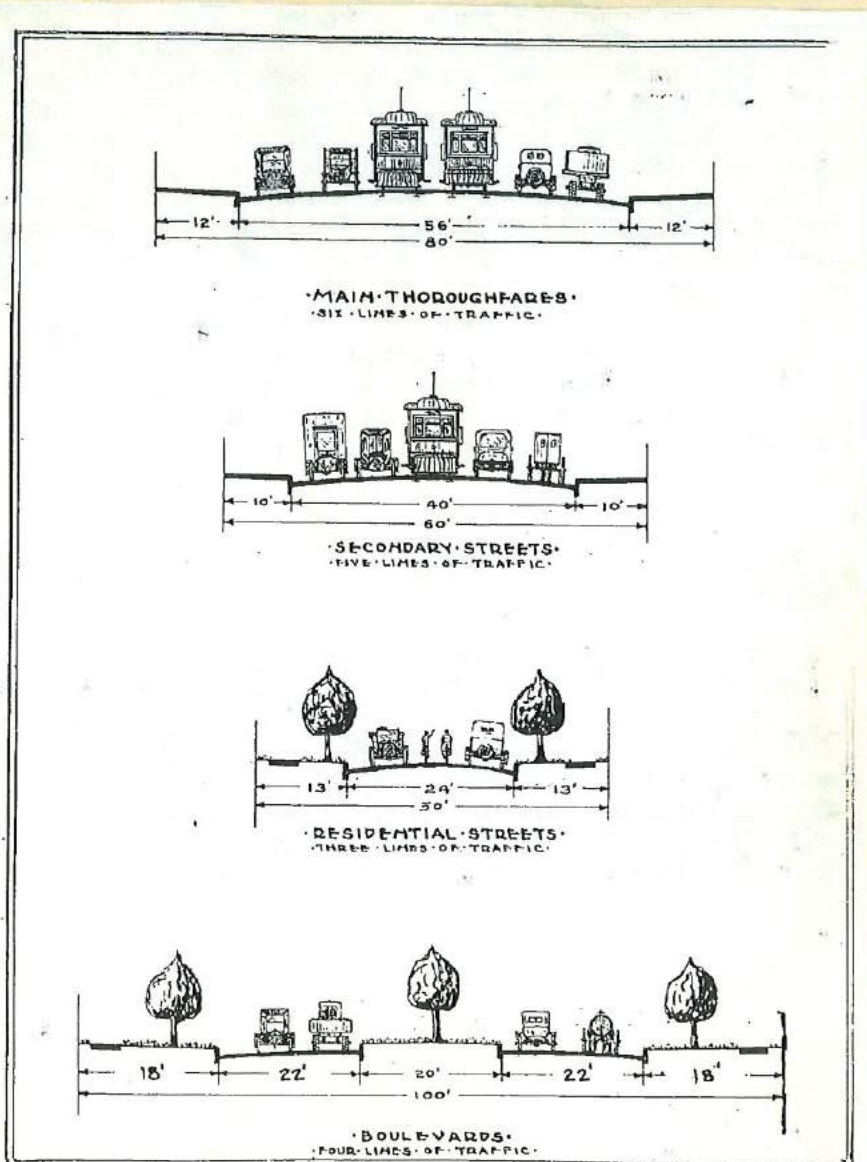


Fig. 10 RECOMMENDED STREET WIDTHS.

**Street to
Be Vacated.**

For residential areas the blocks should be about 600 feet long. In no case should the blocks be less than 300 feet wide, and 250 to 300 is much better as it gives a good garden space. The use of square blocks can not be justified except in business districts. The frequent use of square blocks in the residential districts involves large economic losses due to the needless streets and the construction and maintenance of needless pavements, sidewalks, sewers and public utilities. There are many examples of this waste in Appleton but unhappily the opportunity for correcting such errors has been lost, due to the land being fully built on and developed. A notable exception to this is found in the fourth ward in the seven blocks of Maple Street, and about three blocks on Damison Street. The omission of these two streets will result in gaining twenty lots and the saving of all street improvement. This means a saving of many thousands of dollars. The omission of these needless streets will result in blocks about 600 by 380 feet, giving lots 60 by 190 feet. Land is so cheap in this section that the people living here are accustomed to large gardens. Such a custom should be encouraged.

An accurate topographic map is needed in order to properly lay out a street system, but such a map has never been prepared.

This lack of data may render some of the platting suggestions undesirable, and limits any suggestions for new streets where the land is known to be broken. A topographic map covering the city on a scale of 200 feet to the inch, and showing five foot contours should be prepared by the engineering department and adequate provision should be made in the 1923 budget to secure the needed assistants. Such a map would have many uses and save both money and valuable time.

CHAPTER III.

A MAJOR STREET PLAN.

A modern city is a place in which to do business and to live a wholesome and healthy life. Only satellite towns are dormitories. Appleton is a modern city with thriving industries, cheap water power, and excellent living condition, but if the city is to continue to grow, it must attract new industries and expand old ones. In order to compete with other cities, any considerable industrial expansion and growth must come because the city offers better and cheaper facilities for both railroad and street traffic. Elsewhere in this report is discussed the improved shipping facilities offered by Union freight and passenger depots at Appleton Junction.

A large proportion of the raw materials and the manufactured products must be hauled on city streets. In order that this traffic may be conducted at a reasonable expense to the industries, and to the taxpayers, it is imperative that a city plan should be adopted which provides, (a) the shortest and most direct route between important centers of industrial and commercial activity, (b) a system of traffic streets for through traffic, and, (c) provision for wide pavements of a permanent character to accommodate such heavy and rapid moving traffic. Such a system is called an arterial street system. Since the whole city uses or profits by such a system, it is unfair to charge the abutting lot owners for the extra width or extra cost of pavement required for this traffic.

An important part of the present city plan has been the preparation of a plan for an arterial road system. This plan is shown in detail in City Plan Map Number 7.

(S)

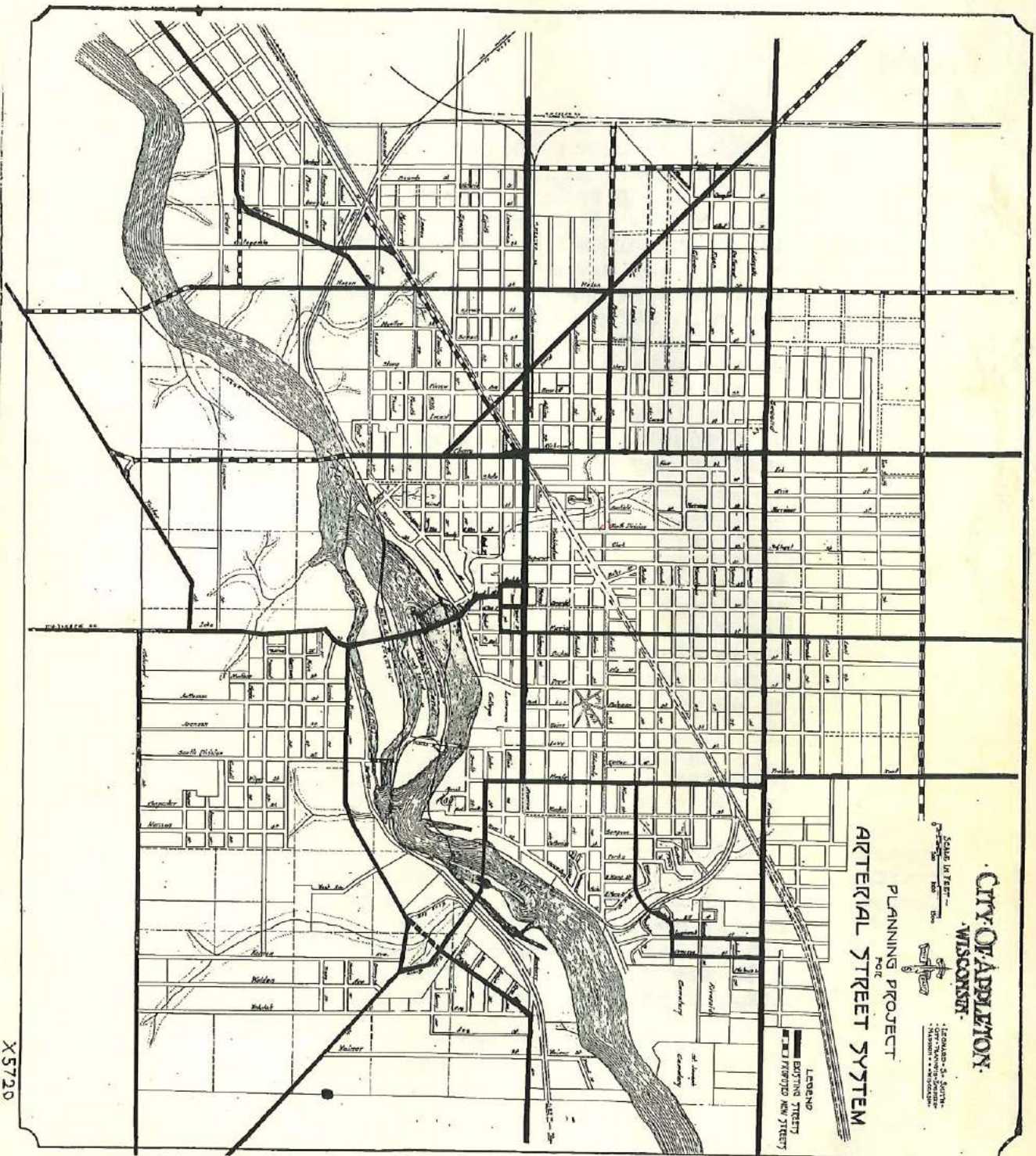
Street Traffic Survey.

One of the first steps in the preparation of an arterial street system should be a survey of present street traffic conditions. This is done by enumerators stationed at important points, who actually count the number of vehicles and note their character. This was done during July and August 1921, with the results shown in the following table.

(See next page.)

The Local Bridge Problem.

From the data shown in Table III, some important conclusions regarding the bridge problem may be reached. Thus, it is seen that of the 2607 vehicles which crossed the Lake Street bridge on July 30 between the hours of 7:00 A.M. and 6:00 P.M., 1264, or practically one half was through traffic, using Foster Street coming from, or going to Neenah-Menasha, while only 340 vehicles, or 13% constituted the local traffic from and to the lake resorts to the south. Again a count on August 20th, between the hours of 1:00 and 10:00 P.M., showed a traffic of 1558 vehicles on Foster Street, and only 437 on Lake Street, south of its junction with Foster Street. This shows that at this time the through traffic from and to



X5720

Map 2

Table III. APPLETON STREET TRAFFIC SURVEY.

Street	Date	Hours		Trucks	Autos	Total Vehicles	Maximum Per Hour
		A.M.	P.M.				
Lake St. Bridge	July 26	6:30	6:30	720	1654	2377	300
N. 4th	" 29	7:00	6:00	588	1439	*Red. 2348	261
S. 4th	" 29	7:00	6:00	588	1439	*Red. 858	563
Water & Pearl St.	" 30	7:00	6:00	618	1610	2607	174
Foster Street	" 30	7:00	6:00	225	974	1264	212
Foster Street	Aug- 20	1 PM	10PM	126	1367	1559	63
Lake St. S. of Foster	" 20	"	"	48	315	437	515
Appleton & College	July 27	7 AM	6PM	737	1553	2354	219
Oneida & College	" 27	7:00	6:00	373	3155	1874	396
College & Oneida	" 27	7:00	6:00	519	2011	2872	447
College & Appleton	" 27	7:00	6:00	819	2406	3974	85
John St. Bridge	" 26	7:00	6:00	130	322	620	
Concrete Road N. of Cemetery	" 28	7:00	6:00	264	728	1065	156
Kimberly Rd. S. of River	" 28	7:00	6:00	39	131	202	34
Second Ave. at Richmond	Aug- 1	7:00	6:00			772	39
Richmond St. at 2nd Ave.	" 1	7:00	6:00			401	58
Second Ave at State Rd.	" 19	8:00	6:00	75	359	460	56
State Rd. at Sec. Ave.	" 19	8:00	6:00	24	140	191	28
Lawrence)	" 5	7:00	6:00	60	76	174	35
Appleton)	" 5	7:00	6:00	232	480	816	132
Lawrence)	" 5	7:00	6:00	80	277	442	79
Oneida)	" 5	7:00	6:00	230	859	1245	177
Pearl St.	" 5	7:00	6:00	592	1692	2677	424
State Road & College	" 1	7:00	6:00	121	210	520	67

Pearl St. Traffic

Neenah-Menasha constituted 78% of the vehicles, and lake resort traffic only 22% of the total traffic using the Lake Street bridge. Again it will be seen that this through traffic crossed College Avenue chiefly at Appleton and Oneida Streets, giving a total traffic there of 2854 and 1874 vehicles respectively. That in these numbers was included the greater part of the 1200 through traffic vehicles seems quite certain. It should be understood also that the presence of these extra vehicles was responsible for the crowded conditions of Appleton and Oneida Streets, so commonly observed. Up to a certain point an increase of traffic results in increased local business, but a limit is finally reached when the street becomes overloaded and dangerous with a resulting decrease in business. Certainly the additional through traffic vehicles would contribute little to local business, and in fact might prevent the parking of local autos whose owners would desire to trade at adjacent stores.

The traffic count showed about 1000 less vehicles were using Oneida than Appleton Street, who both have the same width and direction. One reason for this is the reduced capacity of the street due to the double street car track, and also due to the practice of the large interurban cars have of standing on this street for intervals of five minutes or more. Due to an error in construction of these double tracks, they occupy two feet of the street more than is necessary or customary in other cities with the result that there is scant room to pass on the eastern side of the street. Local traffic has understood this danger and has already preferred the safer use of Appleton Street.

Conditions would be greatly improved if the tracks were moved two feet nearer together and perhaps also by winding the pavement from 30 to 34 feet. Still more fundamental a solution would be the building of a bridge at Cherry Street as already authorized by the City Council, because this will transfer the through traffic from this locality to a less congestive portion of the city. That part of such traffic which desires to come to the present business center will use College Avenue, the widest and finest street in the city, and one of its greatest assets. Tourists at present, in crossing this fine street at Oneida or Appleton Street, are more concerned in watching the traffic officer than in noting the beauty of College Avenue.

It will also be noted that the building of subways on Morrison and Heade streets as suggested in the discussion of "The Railroad Problem", will also help to take care of future growth of traffic.

In the past it has been the usual custom of cities to bring through traffic into the heart of the business center. When cities were young and with slow moving horse traffic, this practice was usually satisfactory. The change of traffic from horse-drawn to automobile, however, and the enormous increase in numbers of vehicles which has accompanied this change, have brought about a very different situation, and one which demands the adoption of a different system of traffic circulation. Modern city planning in fact, requires that through traffic

Table IV.

GROWTH OF TRAFFIC VEHICLES IN OUTEGAMIE, CALUMET AND WINNEBAGO COUNTIES.

	Outegamie		:	Calumet		:	Winnebago		:	Total	
	Auto	Truck		Auto.	Truck		Auto.	Truck		Auto	Trucks.
1916	2297		:	1323	83	:	3678		:	7298	
1917	3169		:	1670	87	:	3598		:	8437	
1918	4033	177	:	2106	163	:	4088	196	:	10227	436
1919	4479	268	:	2257	187	:	4533	322	:	11269	677
1920	5481	363	:	2553	117	:	5609	410	:	13713	690
1921	6442	500	:	2931	133	:	6853	509	:	16226	1142
1922†	6978	576	:	3013	145	:	7266	643	:	17277	1364

† For first 6 months of the year only.

Table V.

Traffic Vehicle Changes In Appleton.

Year.	Automobile	wagons & Sleighs.	Horses	Value of Horses	Value of Automobiles
1917	713	917	550	\$70425	\$381,225
1918	818	569	507	48305	292,980
1919	913	425	372	29275	408,575
1920	1133	317	310	26840	689,175
1921	1750	257	280	24000	+960,000

† Note these figures are estimates. All other figures are furnished by the City Clerk.

Photo 11. Proposed Lake Street Bridge
1921 Design



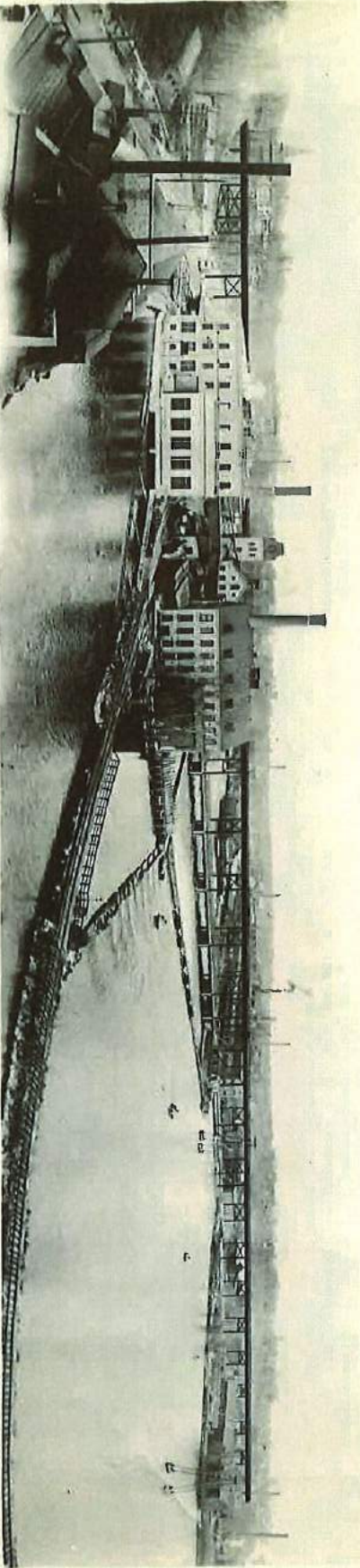


Photo 12. Proposed Lake Street Bridge
Design 1921

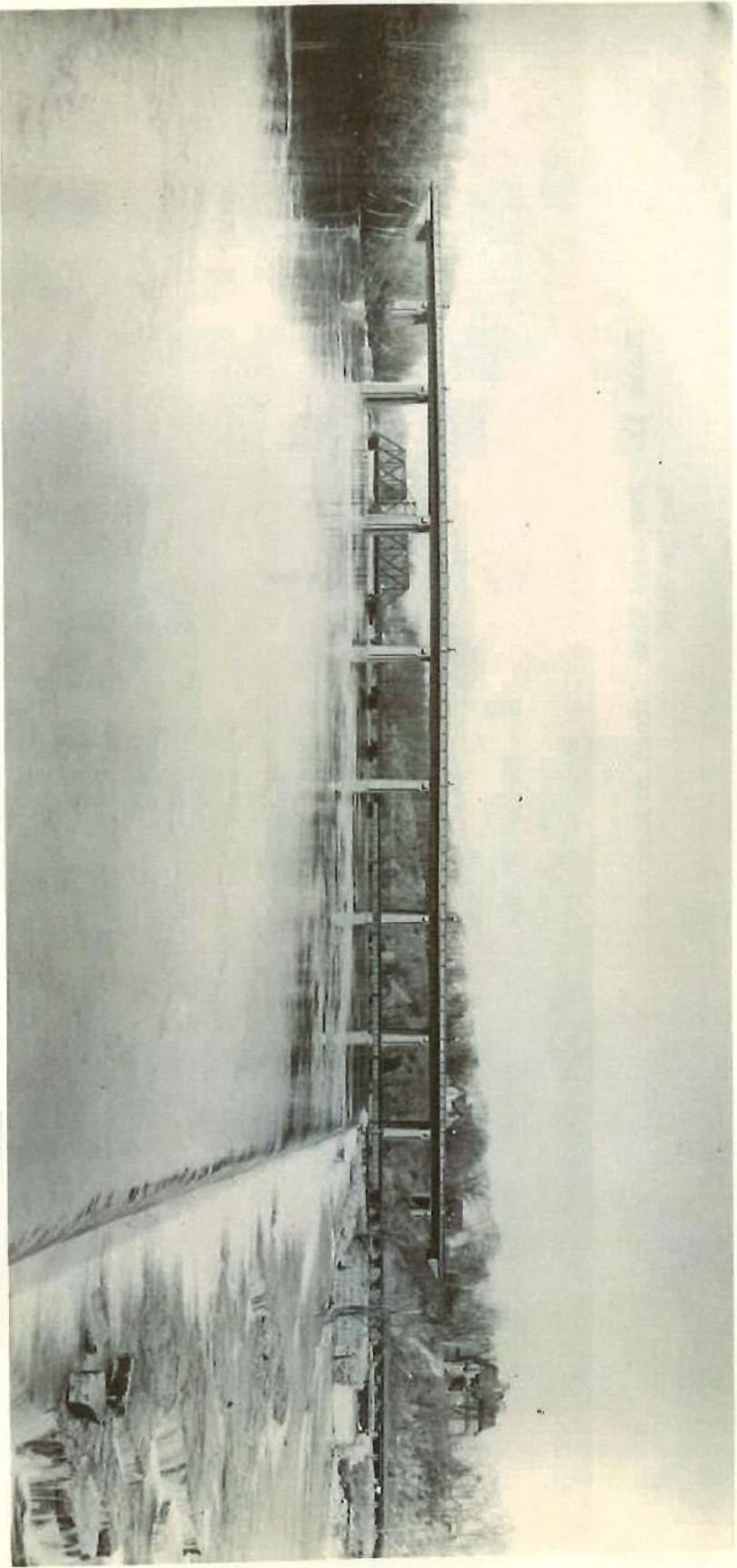


Photo 15. Proposed Cherry Street Bridge
Design 1921

should be conducted on highways tangent to the city instead of bisecting it. A Cherry Street bridge come most nearly to following out this plan. A by-product of such a bridge will be the future development of College Avenue, westward as a business street, as far as State Road. This fine street can not be used commercially east of Drew Street, and hence the opportunity to develop westward is doubly important to the city.

It will be noted from Table III that the times the traffic on Johns Street bridge equals 85 vehicles per hour. The bridge is hardly adequate for present traffic, and will need to be widened to take care of future traffic growth. Perhaps the first step in widening would be made by placing the sidewalk on brackets on the outside of the bridge. This would give a total wheel-way of 20 feet.

The present condition of Lake Street Bridge is far from satisfactory. A new pavement is now badly needed, and the steel bridge will soon need replacement. Because of private buildings, it will be difficult to widen the bridge, but the necessity for this will largely disappear when the through traffic is handled via Cherry Street Bridge, or via an improved Carver Street route.

The proposal to build a high viaduct at this location has two fatal objections. First, the cost of such a long bridge is far beyond the present financial means of the city; second, as already pointed out, it is not the proper location for a through traffic bridge, and if substituted in place of a bridge farther up the river, would greatly embarrass the future commercial and industrial growth of the city. Because of the excessive cost of a viaduct about 2000 feet long at Lake Street the State Highway Commission has recently decided not to assist in its construction. It appears also that the statute providing for the sharing of the cost of a bridge jointly between the city, county and state also provides that in case the city accepts such an arrangement in the future, it must contribute to the maintenance of county bridges. This requirement might involve sums much in excess of the expected financial benefit of such an arrangement.

Photographs of the three bridges as designed by the firm of Harrington, Howard and Ash, are shown on the following pages. The bridge at Lake Street as approved by the city council will be built lower and with a greater grade than the design shown in the photograph, No. II. The present plan also provides for a twenty foot roadway and a six foot sidewalk. The bridge will never be called upon to carry much vehicular traffic, but it will furnish needed access for fire protection, and will be much used by workmen employed in the island industries.

The present plans and specifications for the Cherry Street bridge calls for a high viaduct with a roadway thirty-two feet wide, and with a seven foot sidewalk. The present plans also provide for a concrete pavement from the south portal of the bridge to the connect with the concrete road to Neenah-Menasha.

The following are some of the other interesting results of the traffic survey. Kimberly road on the right bank and Second Avenue, produced on the left bank of the Fox River furnish two routes for through traffic. The former is unpaved while the latter has an excellent concrete pavement almost the entire distance to Green Bay. The result of paving is that Kimberly road has about 200 vehicles per day of 11 hours, while Second Avenue concrete pavement has 1065 with a maximum of 156 vehicles per hour.

Diagonal Streets.

State Road is a 66 foot diagonal road coming from the north west limits of the city, and extending to Cherry Street. Such a highway should function as an important traffic artery, but because at the time of the census its old gravel pavement was in very poor condition, we find the total traffic measured at its junction with College Avenue, was only 520 vehicles in eleven hours. This street should be paved at an early date. In connection with Cherry Street, and Cherry Street projected in the fourth ward, State Road is certain to become an important artery.

Of equal or even greater importance for the industrial development at Appleton Junction is the construction of a 70 foot highway along the southerly side of the C & N.W.R.R. right of way, and extending from near the Junction to College Avenue. This location included very few buildings of much value, and if constructed before this region is built up, such a highway could be built at relative small cost. It would shorten the present distance between the Junction and the intersection of Cherry Street and College Avenue by 1750 feet or 30 per cent, and would correspondingly reduce hauling cost. One has only to note the large number of people who now use the railroad right of way as a highway (although contrary to law) to realize how important are diagonal streets. These facts will be further discussed under the chapter on the "City Street Plan".

Other Arterial Roads.

In addition to the above described diagonal streets, the future arterial street system which the planning survey suggests includes the following:

- A. Main Roads Leading into the country.
 - 1. Second Avenue (Extended E and W of City limits to Green Bay)
 - 2. Carver Street
 - 3. Foster Street to Menasha
 - 4. Maple Grove St. to Manitowoc and Sheboygan
 - 5. Kimberly Road
 - 6. Lake Street (Southern Extension) to Lake Resorts

- B. North and South Streets.
 - 1. Mason Street.
 - 2. Cherry-Richmond St.
 - 3. Morrison Street.
 - 4. Meade Street.

- C. East & West Streets
 - 1. New East & West Street on North City limits.
 - 2. Second Ave.
 - 3. College Ave.

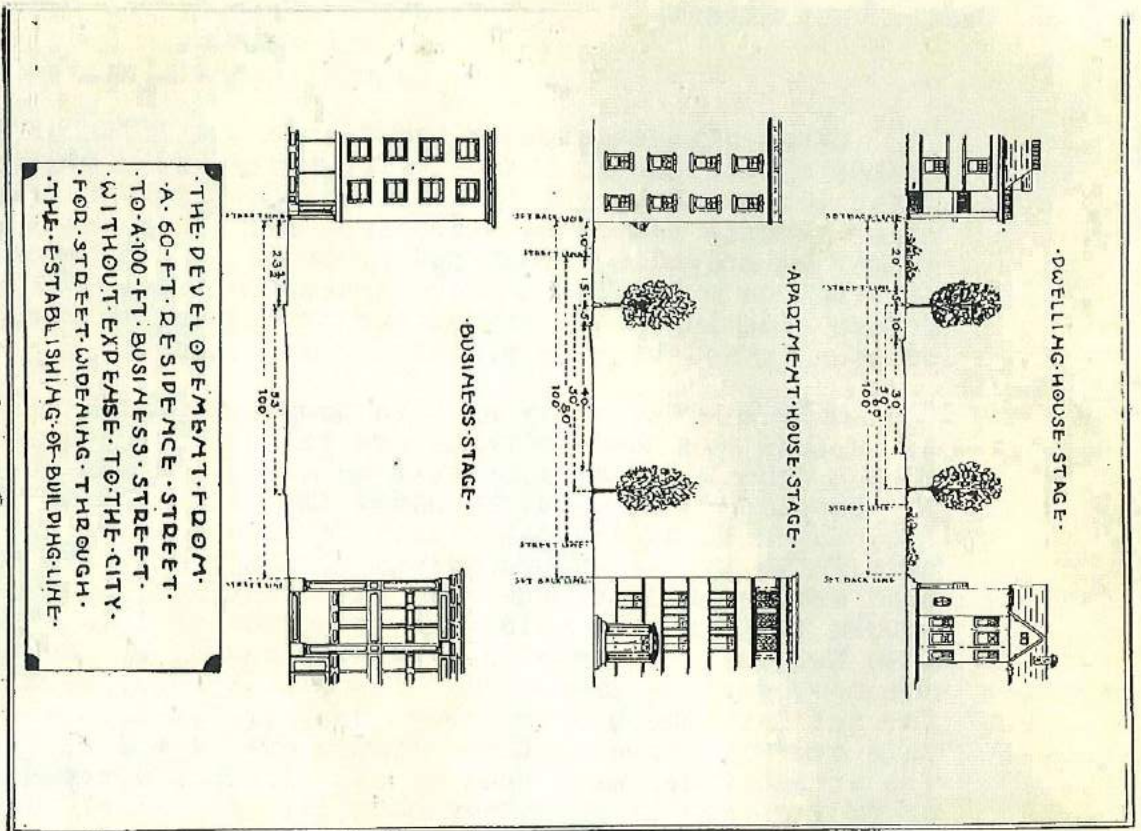


Fig. 9

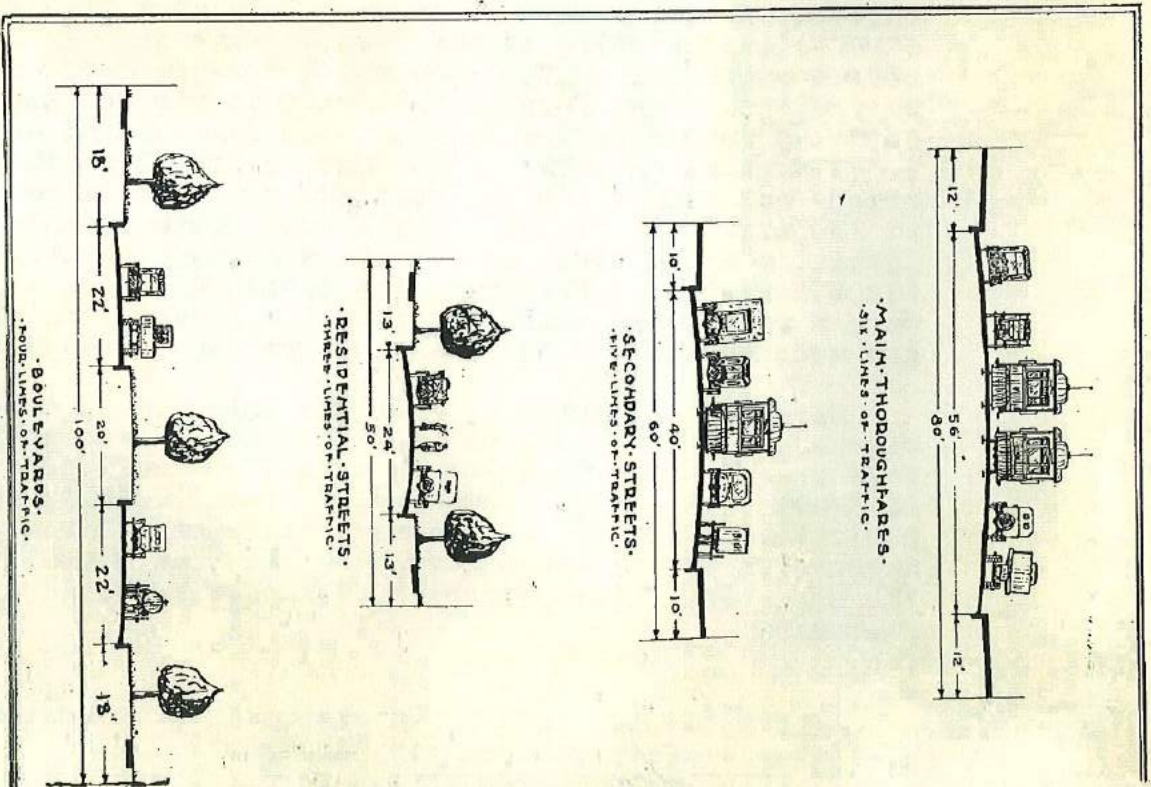


Fig. 10 RECOMMENDED STREET WIDTHS.

C. East & West Streets

4. Packard-North St. -Pacific
5. South River Street and future Extensions.
6. Calumet Street (in future)

These sixteen streets constitute one fifth of the total number of streets in the city, but they include more than one fifth the total length of streets. The Traffic importance of these streets should be recognized when they are paved, either by providing wider pavements or by constructing the pavement on a profile and cross-section, that will allow of future widening. The expansible street has become a recognized advance in modern city planning. See figures 9 and 10 ?

Only a brief study of this proposed system will suffice to explain why these streets are selected, but a few examples of the consulting reasons will be given. Mason Street already is provided with a subway under the main line of the C & N.W. Ry., which is sufficient reason for its selection. Those who have faith in the future growth of their city westward may even see the future time when the construction of a bridge across the Fox will allow the extension of this street straight into Menasha. Again with a bridge assured of construction in the near future, Cherry and Richmond Streets, because reaching far out into the country where they are certain to become main traffic streets, Their widths are 64 and 66 feet, but the street trees have been so planted that a pavement width of 40 feet can be uniformly secured. Its nearly worn out macadam will need to be replaced in the near future. Similar reasons apply for the selection of Second Avenue which in a eastern direction extends to Green Bay as a fine concrete street, and likewise in its western extension at Richmond Street meets a concrete road which extends northwesterly for many miles. The width of this road is now 66 feet, but the needs of future traffic suggest the enlargement of the road to 80 feet at an early date. Carver Street is the city's only artery running to the westward and south westward. At present it is paved with concrete for about a mile beyond the city limits, and the plans of the state highway department call for the paving of this road the entire distance to Neenah. Such a road would carry considerable through traffic which now must go through the heart of Appleton, Neenah and Menasha.

Morrison and Meade Streets are selected as arterial roads because the plan provides that they shall eventually have subways under the Northwestern Ry. tracks. College Avenue is of course selected for its ample width (96ft.), and for its central location in the business district. For additional discussion of streets see chapter II, "The Street Plan", under the heads of "Future Streets", "Widened Streets" and "Vacated Streets".

The Regulation
and Improvement
of Traffic.

The following is a brief statement of some means of assisting traffic in congested sections.

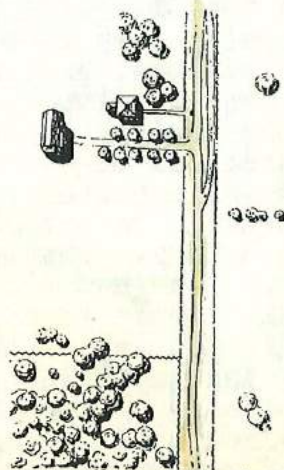
1. Make traffic regulation very definite and enforce the

the rules impartially.

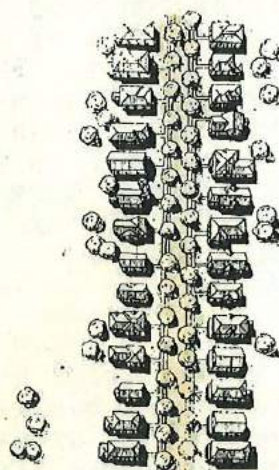
2. Mark safety zones with white paint and a width not less than four, or more than six feet.
3. Prohibit autos stopping along or within thirty feet of safety zones.
4. Require any vehicle to park within six feet inches of the curb and parallel to it in all congested streets of 60 feet or less in width.
5. Use more traffic policemen.
6. Widen narrow roadways.
7. Build subways on Morrison and Meade Streets.
8. Divert through traffic from down town business district.
9. Use one way traffic streets as a last resort.
10. Forbid the parking of a vehicle on narrow congested streets for a longer period than thirty minutes.
11. Have all street cars make near-side stop all over the city.
12. Prohibit street cars from waiting long periods on narrow pavements.

The observance of such regulations will expedite traffic, render it safer and perhaps render unnecessary the expensive widening of streets or pavements.

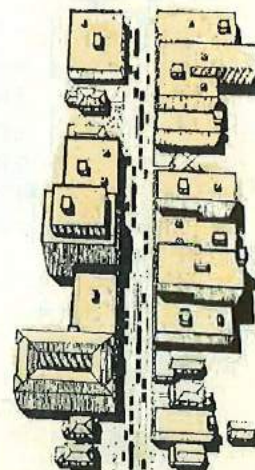
When is it Cheapest to Widen the Street? When like this? or this? or this?



The country road can be widened at the time the adjacent land is cut up into building lots almost without cost.



Failing this a building line may be established that will secure its eventual widening when the residences are replaced by stores.



When largely built up with expensive commercial buildings widening often becomes prohibitively expensive. CLEVELAND Illustration

WHAT IS TRUE IN CLEVELAND IS TRUE ELSEWHERE

CHAPTER IV.

APPLETON'S RAILWAY PROBLEMS.

A. General
Policy

The following are some of the general policies which should guide railroad development in any city.

1. The reduction of all unnecessary lines in the city to a minimum. *retention*
2. The ~~relation~~ of areas within cities of the smallest extent compatible with the requirements for freight and passenger business.
3. The acquirement and development of areas in locations that will not restrict the proper growth of the city;:
4. The removal to outlying areas as much of the railway activity as possible, and the intensive use of all restricted railroad areas within the cities.
5. The segregation and control of industrial areas requiring railway accomodation.
6. The location of centers of railway business in places which have adequate avenues of access.
7. The development of the plan for improvement in such a manner that it can be executed progressively and at minimum cost.
8. Proper consideration for future growth of traffic and growth of the city.
9. The direction of growth of the business, industrial and residential districts of the city as a whole should be considered.

Union
Depot

The consumation of the first two points can be greatly facilitated by the adoption of the Union depot plan. Appleton now has five depots, for three railroads. Milwaukee, a city twenty-five times the size, has two depots for the same three railroads.

If the service rendered to the traveling public was in proportion to the number of depots, then indeed would Appleton have reason to boast. But instead, of offering greater service, this great excess of depots actually causes inconvenience and loss of time to the public. The five passenger depots should be reduced to three, or even two, the present local depot at Appleton Street and a Union depot at Appleton Junction for the through traffic on both lines of the C & N.W.Ry. and the M.St.P & S & M.Ry. Passenger traffic on the C.M. and St.Paul Ry is unimportant but even this road could use the proposed Union depot by a joint traffic arrangement with the C & N.W.Ry. for use of the latter's track between State Street and the junction. Both the city and the railroads would benefit by the elimination of unnecessary tracks, and depots, and certainly any change which will make travelling less unpleasant and less difficult can only result in increased travel and increased revenues to the railroads. Petty jealousy and rivalry have too long dictated railroad policies and now that the federal law guarantees a minimum net income, the public, through the state railroad commission, are now requiring Union

depots where important economies of operation and important improvements in service can thereby be secured. *Railroad officials have not infrequently accepted this idea of community co-operation. In the St. Louis terminal fight the attorney for one large railroad company made the following significant argument to the court. "Community of terminals in a large city is more than a matter of convenience or economy; it is an absolute necessity. Every consideration of a public nature points to be a consolidation of the terminals and to a common use of them by all the railroad companies coming into the city." The supreme court of the U.S. shared this view as shown in the following opinion upholding the state courts. "Terminal systems are a modern evolution in the doing of railroad business and are of the greatest public utility. A more effectual means than the joint terminal in keeping up competition to the highest point between competing lines could not be devised."

As a matter of fact, the construction and use of five passenger depots in Appleton is not the result of any conscious planning either by the railroads or the public, but the result of not planning at all. This at least is the most charitable view to take of the matter. The railroad company owning the present Soc depot on College Avenue did not build this depot, but inherited it from its former owners. The C & N.W. Ry depot on Lake Street likewise was not built by that railroad, but by a former competing railroad.

The College Avenue depot was a bad mistake from the standpoint of both the railroad's and the public's interest. The close paralleling of the city's one fine wide boulevard for a distance of nearly a mile by railroad tracks was well nigh a crime to this community. The fact that this sacrifice of community welfare was entirely unnecessary, and uncalled for only adds to the seriousness of the mistake. Happily it can easily be corrected and since it will be in the interest of the railroad to correct the error, it seems most probable that this soon will be done.

The "Soc" should, of course, share a Union depot at Appleton Jc., and in fact already has a track fully laid ready for such an event. This would greatly facilitate the transfer of passengers, freight and baggage between the two lines.

The continued maintenance of the C & N.W. Ry. depot at Lake street for passenger service constitutes a drain on the railroad's income without sufficient compensating advantages to the public. It should be abandoned and such passenger services as it may now render should be rendered at the Union depot suggested above.

The C.M. & St.P. road at Appleton is a spur track from Neenah. The amount of passenger traffic on their line at Appleton is relatively very limited and from the nature of the terminal all of it is local. It is interesting to note that this line also could easily and cheaply construct the single mile of track along or on the Northwestern right of way to Appleton, Jc., and share the proposed Union station, where for some time to come one joint agent could sell tickets on all lines. During the war under the federal operation of the rail-

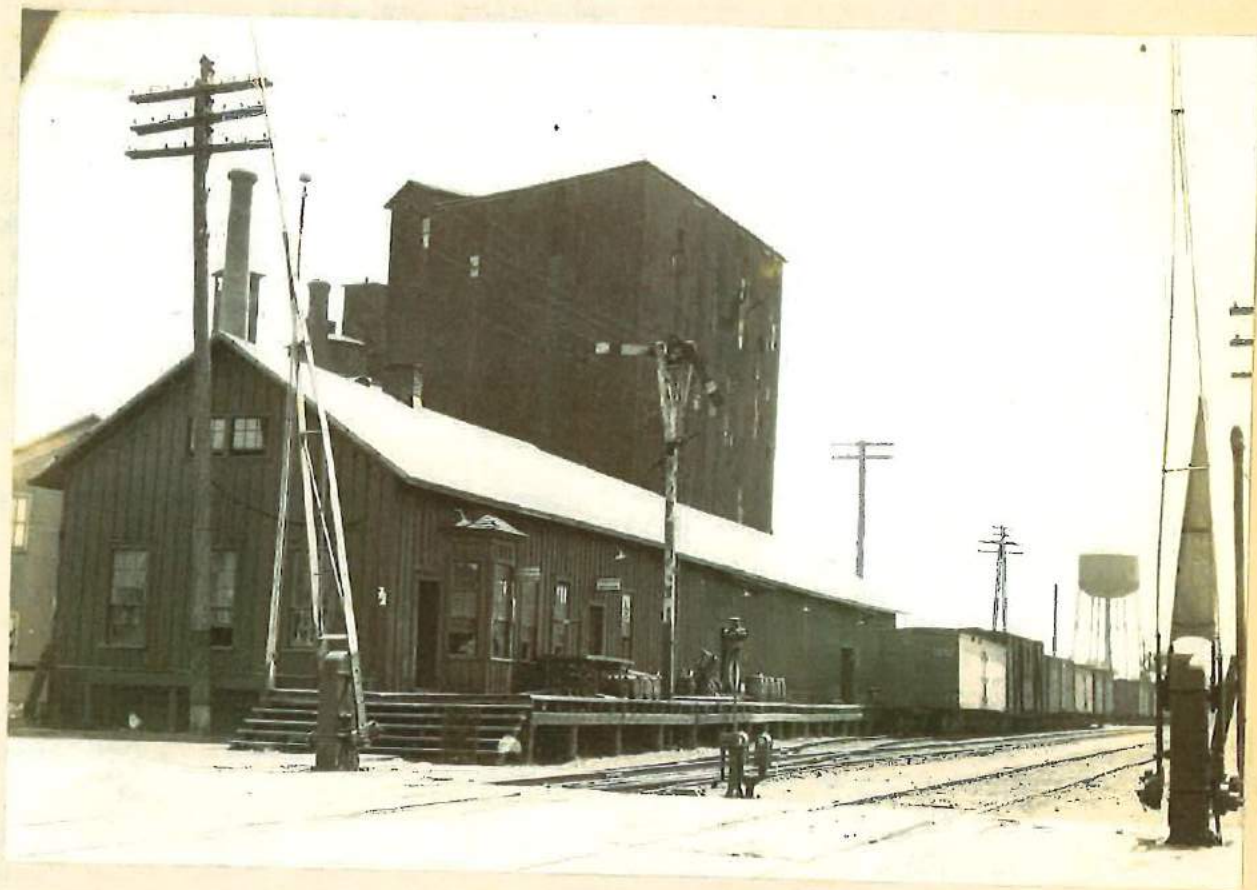


Photo: 13 C. & N. W. Ry. Antiquated Freight Depot.

roads many similar joint economies were effected and there was better service rendered to the public.

Freight Depots.

The advantages of Appleton Junction for a freight depot are even greater than for a passenger depot. Already this location has the connecting tracks of two Northwestern Railroads, and the "See" railroad. Transfers and switching service can here be provided with a minimum cost and with maximum promptness. Photograph # 15 shows the present freight depot at Appleton street. It may have been ample for the city's business when constructed about forty years ago, but the increasing freight business has long outgrown the building. The new freight depot should be located at Appleton Junction, as this location is certain to develop as a commercial and industrial center.

The location of a new freight depot on Block 47, at the corner of Franklin and Superior Streets, as has been planned by the Northwestern, would not serve the future Appleton as well as a depot at Appleton Junction. The present freight depot at Appleton street is a striking example of the fact that such structures are supposed to be built for many years service, hence the need of giving greater consideration to the future needs and requirements of traffic.

It is important to note also that the transfer of much switching from the vicinity of present freight and passenger depots to Appleton Junction would greatly aid the traffic on Superior, Appleton, Oneida and Morrison Streets. This switching is also in the heart of good residence and business districts to the disadvantage of both. Its removal to Appleton Junction where the Northwestern railroad already owns large tracts of level land, would conform to the third, fourth and sixth principles stated at the beginning of this chapter of railroad planning.

The fifth and eighth principles, the segregation and control of industrial areas requiring railroad accommodations and consideration of future needs can be best followed by adopting as an industrial area the lands adjacent to Appleton Junction. This is provided for in the zoning ordinance now proposed by the City Plan Commission. It is believed that because of the superior shipping facilities and because of the cheapness of the land at Appleton Junction, many industrial plants now scattered along the Northwestern tracks will find it to their advantage in the future to move their plants to that district instead of trying to expand on present sites. Practically all the manufacturing plants served by the "See" road have been located in the western industrial district so that the removal of that roads, tracks, and depots from College Avenue will work very little, if any hardship.

Finally consideration of the direction of growth of business, industrial, and residential districts, the 9th and last guiding principle of planning points with much assurance to the Appleton Junction location. Neither business nor residence



Photo 14. C & N. W. Ry Passenger Depot at
Appleton St.

can grow eastward for reasons stated in Chapter II.

Subways.

The railroad accident situation in Appleton is fast becoming acute and unless subways are provided, will constitute an increasing menace to the growing city. In the past five years five persons have been killed and twenty-two persons seriously injured in railroad crossing accidents, according to the records of the police department, viz:-

<u>Date</u>	<u>Street</u>	<u>Result</u>	
Sept 4, 1917	Durkee St.	2 killed	2 injured.
July 12, 1918	Union St.	1 "	6 "
Oct. 31, 1918	Lake Street.		1 "
May 23, 1919	College Ave.		2 "
Sept. 29, 1919	Pacific Street.		2 "
July 19, 1920	Appleton St.		1 "
Sept. 18, 1920	Lake St.		5 "
Nov. 10, 1920	Spencer St.		1 "
" 20, 1920	Carver St.	Auto damaged	
Dec. 13, 1920	Meade St.	1 killed, auto demolished.	
Nov. 10, 1921	Drew St.	1 "	1 injured
Nov. 20, 1921	Oneida St.	Fire dep't ran into a train(sleeper) at 9:05 P.M.	
May 17, 1922	State St.		1 injured.

If the average value of a life be estimated at \$10,000 the value set frequently by the courts, we note that this loss amounts, in five years, to \$50,000, sufficient to build a subway.

The hospital expenses and loss of time to the 22 persons injured, together with the property destroyed, may easily have equalled this loss. With the constantly increasing street traffic, unless subways are provided, crossing accidents are certain to increase. It will be noted that the twenty-seven killed and injured in the past five years was in spite of the common use of watchmen and gates. Even if this service is maintained, both day and night accidents are still possible. Recently, for example, a watchman in his tower, was stricken by heart disease and for several hours fast moving trains passed his lifeless body. It was most fortunate that an accident did not result.

There is another reason for the speedy installation of at least one subway on a north and south street. This reason is for the fire protection of the entire area north of the Northwestern tracks. It is a common occurrence for long freight trains to block the streets most necessary for the use of the fire department in getting to fires in this northern area. These streets are Appleton, Oneida and Morrison) Because of the location of the centralized fire department.

The location of the Northwestern's main freight as well as passenger depots is such as to require the frequent blocking of these three main arteries to the north, entailing a long

detour in order that the fire apparatus might reach the fire. It is self evident that delays might result which would greatly impair the value of any fire fighting apparatus. Every minute at such times is precious. A single needless fire loss might pay a handsome income on the cost of a subway for many years.

As an example of the delays caused by trains standing at the street crossings, might be sighted the fact that on June 20, 1921 the fire departments in trying to reach an early morning fire in the area north of the tracks, ran into a passenger train at the Oneida street crossing, not being able to see the train in the darkness. The property owners living in this northern area help to support the fire department, and are entitled to fire protection & their lives and property.

The fighting of a fire has several points of similarity to the fighting of a battle in war. A delay in marshalling the fighting forces at the right time and place will in both cases mean defeat.

The cost of the fire fighting apparatus and the maintenance of the department constitutes a heavy tax on the community. Everything should be done to increase the effectiveness of its work. No city can afford to put needless obstacles in the way of its fire department. But for the past five years the records of the Appleton fire department show that of the 177 fire calls north of the main line of the C & N.W.Ry., 115, or two thirds might have been blocked by standing trains across the north and south streets leading most directly to such fires.

Such facts as these should convince everyone of the importance of speedy subway construction. After a careful survey and study of the problem made in co-operation with the city engineer and the chief of the fire department, it appears that Morrison street is the best available location for a central subway to serve the fire department as well as general traffic. It should be noted that the cost of a subway will increase with increasing real estate values, and improvements of buildings. This again suggests prompt action.

But the need of subways does not depend upon the requirements of the fire department alone, because even more urgent is the call for subways for all classes of street traffic, vehicular and pedestrian. The remarkable growth of street traffic and the even more unexpected change in its character from slow horse-drawn to rapid auto form is discussed in a separate chapter. The writer's street traffic census shows that 4500 vehicles used in the two north and south streets- Appleton and Oneida, in the course of 11 hours. Other parallel streets must in the aggregate carry far more traffic and a large proportion of all such traffic crosses the Northwestern tracks at grade. A subway at Morrison Street would be of the greatest service to this

traffic and alone justifies the expense of such an undertaking.

Again, if one of the new Junior High Schools be located north of the Northwestern main track, a second subway at Meade Street would be needed for the security of the school children attending such school and living south of the northwestern tracks.

The building of a subway at the Second Avenue crossing has long been discussed and should be constructed in the near future. However, approaching trains here can be seen for a longer distance than at Morrison and Meade Streets, and hence the danger of accident is less. Conditions here could still further be improved by removing clumps of weeds and some piles of dirt on the adjacent right of way, and on the public street. The street traffic census showed a traffic of 1066 vehicles on this street in 10 hours, but much of this through traffic now comes into the city from Green Bay, via Owaissa and Leminwah Streets, thereby avoiding any crossing of the railroad. For the reasons stated above the construction of the Morrison Street and the Meade Street subways should precede any subway on Second Avenue.

It should be noted that the speedy construction of subways at Morrison and Meade Streets involves very modest sums to be provided by the railroad and the city, and then only as apportioned by an unbiased authority, the state railroad commission.

In map No. 3 are shown some of the suggested future re-arrangements of the Appleton terminals.

3

CHAPTER V.

A ZONING PLAN FOR APPLETON.

Unregulated

City Growth. The phenomenal growth of cities in recent times reflects or measures the growth of modern industry. But if industry furnishes the prime condition of the city's being, health, convenience and beauty are the conditions for its well being. It is a lamentable fact that our cities have over grown in area and population while lagging woefully behind in health, convenience and beauty. We often find our business men anxiously watching the recent census in population, gloating over some less fortunate sister city while quite unconcerned as to whether the city had grown better.

Should we not recognize that city growth, if not accompanied with a corresponding development in health, convenience and beauty means not real growth, but rather retrogression.

When the city was small, people lived in cottages provided with a generous allotment of ground for a garden, and front yard. Sunshine, air, trees and grass were there in abundance -- the whole town had a park-like appearance and the open country with its wild flowers and tempting vistas was only few blocks away -- a precious inheritance.

Then came unregulated and haphazard growth, the pretty cottages with spacious grounds were replaced by crowded houses and "three decker" tenements or apartments. People no longer knew even their nearest neighbors. The short and pretty walk to the office, or work shop is now replaced by a tedious ride in a street car, jostled by an *unfeeling* crowd of citizens equally unfortunate. Such a city has grown in size, it may have distanced all competitors, but it has grown smaller in all the ways which so intimately control the joy and significance of life. Such a city has indeed grown backward. It is no longer a pleasant place in which to live. All has been sacrificed to mere size. Instead of pride in such growth, there is for the thoughtful only regret.

Zoning
Defined.

In the past six years quite a hundred American cities large and small, have realized that such haphazard growth as described above, however rapid, does not improve the city; these communities have realized that cities that allow gas tanks adjacent to parks, public garages next to schools, boiler shops next to hospitals, stables next to churches, and retail stores indiscriminately sprinkled among dwelling houses, need a zoning or districting law to protect the rights and most important needs of its citizens, thereby preventing the continued waste of life and economic resources.



Photo #20. Grocery Stores and College Chapels do not mix well together.

MAP 6

CITY OF APPLETON,
WISCONSIN.

SCALE IN FEET—
1" = 100'



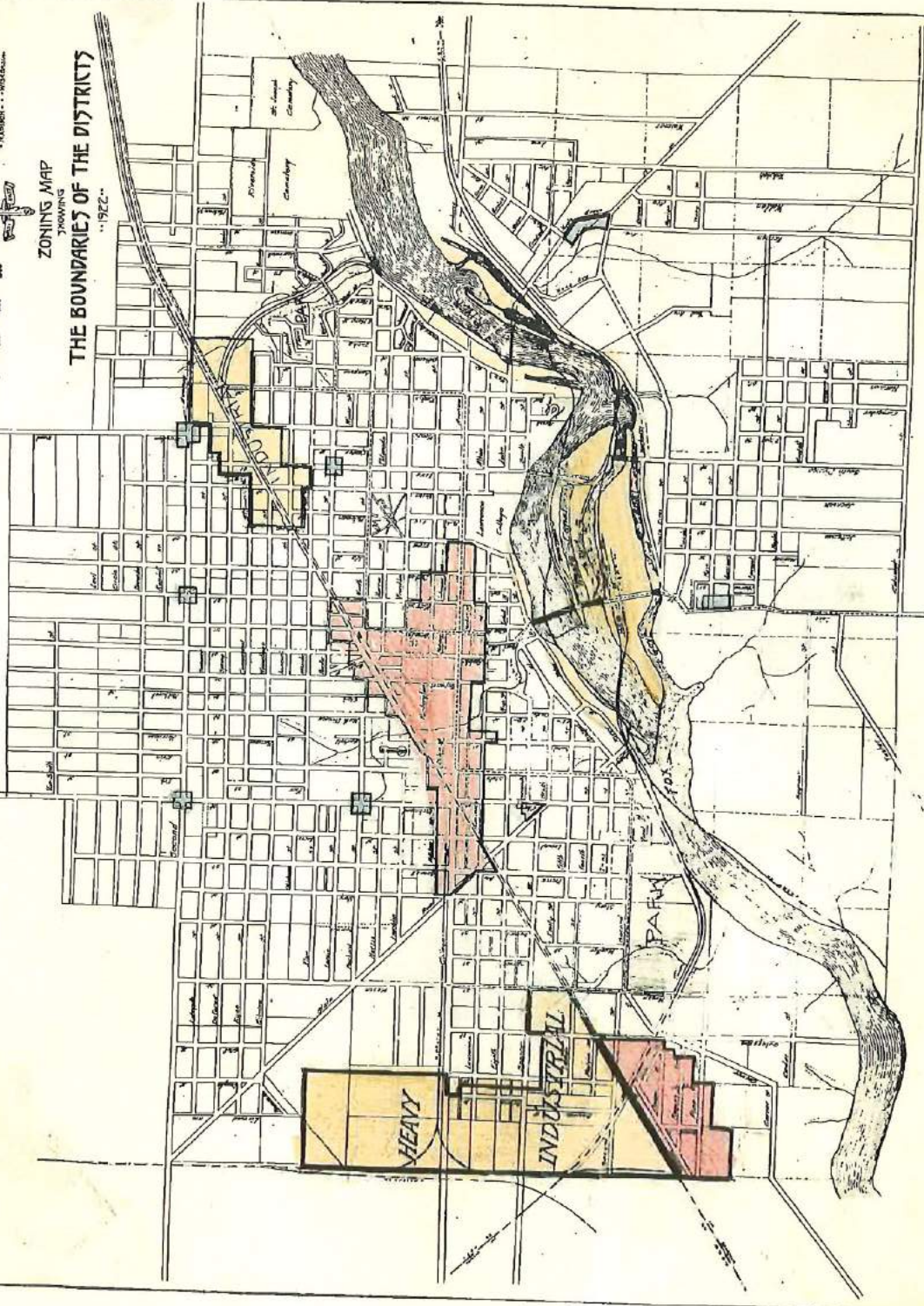
COMPASED BY J. J. JONES
AND PUBLISHED BY
J. J. JONES & COMPANY

ZONING MAP

SHOWING

THE BOUNDARIES OF THE DISTRICTS

"1922."



X5727

The whole purpose of zoning is to encourage the erection of the right building in the right place. It means "The regulation of the height, area, and use of buildings so as to protect each land-owner from the impairment of his just share of light and access, protect his ears from unseemly noises, his nose from unpleasant smells, and his eyes from offensive sights".*

Such protection enhances the value of the land and buildings, and stabilizes real estate values. It is a matter easily proven that too high buildings cut off light and increases street traffic congestion. Business and industries of a like kind should group together. The intrusion of a single factory in a business or residential district greatly impairs the market value of all surrounding property.

Under our state law, zoning must proceed on the basis of present conditions, which in Appleton are generally excellent, but a zoning law will insure a continuance of the present conditions, hence its importance at this time. Prevention of evil conditions is far easier than their cure.

Preparation of Zoning Maps.

The preparation of the zoning ordinance required the drawing of three zoning maps, Nos. 4, 5 and 6. First a field survey was made of the entire built up city, and a map drawn showing the location of all buildings, and also the character of their use whether residential, business, or industrial. A second map was prepared of the same area to show the extent of use or the proportion of each lot covered with buildings. On this map the proportion of each lot covered by buildings is shown by the following colors; not occupied, white, 30% of lot or less, yellow; 31-50% green; 51-70% red; 71 to 90% brown; 91- 100% black. It will be noted that more than three quarters of the entire city area of 3,660 acres is either not built on, or else are improved with buildings which occupy 30 per cent or less of the land. The average density of population is 5.5 persons per acre, which is about the average density of Wisconsin cities, as will be seen by the following table.

TABLE VI.
DENSITY OF POPULATION.

Cities	Area in Acres.	Population 1920	Population per Acre.
Appleton	3660	19561	5.5
Beloit	3040	21204	7.0
Fond du Lac	3800	28427	7.5
Janesville	4705	18203	3.9
Green Bay	8169	31017	3.8
Oshkosh	5036	33162	6.5
Sheboygan	2998	30955	10.3

Average 6.3

*What Zoning Means, by Lawson Purdy, N.Y. Comm. on Zoning.

The Proposed
Zoning Ordinance.

A copy of the proposed zoning ordinance for Appleton will be found as Appendix B, at the close of this report, but a brief resume¹ of its provisions may here be stated. The ordinance provides for four classes of districts, viz: residential, local business, commercial and light manufacturing, and heavy industry.

Zoning map No. 6 shows the location of all the districts by the use of different colors, viz:

(1) Two Commercial and Light Manufacturing Districts, Shown in red color.

- (a) One on College Avenue and neighboring streets.
- (b) One at Appleton Jc. on the south side of the C. & N.W. main tracks.

(2) Eight Local Business Districts, shown in blue color.

- (a) Corner State Road and Cherry Street.
- (b) Corner Packard and Richmond Streets.
- (c) Corner Richmond and Second Avenue.
- (d) Corner Morrison and Second Avenue.
- (e) Corner Meade and Second Avenue.
- (f) Maple Grove St., between Walter and South River Street.
- (g) Lake Street between Harrison and Main Street.
- (h) Corner Pacific and Lawe Streets.

(3) Three Heavy Industrial Districts, shown in brown color.

- (a) One along the main Line C. & N.W. Ry., beginning 120 feet east of Drew Street, and extending to Eastern limits of Lots 76 and 77.
- (b) The paper mill district in the flat between the U.S. Government canal and Water Street.
- (c) The area at Appleton Jc., north of the tracks of the C. & N.W. Ry., and extending to the western city limits.

(4) The Residence District, shown in yellow.

This includes all the city except the areas described in the foregoing districts.

An accurate description by metes and bounds of the exterior boundaries of all these districts is given in Appendix C.

A study of the location of these districts will disclose the reasons for their location, thus at all the street intersections where are located the eight local business districts will be found already located several business houses. As a rule, these stores already serve the local business needs of the adjacent residential area, but as these needs will multiply additional adjoining lots are included for new stores. This is obviously much better than allowing the stores to be erected anywhere among the residences. Again the boundaries of the commercial as well as of the heavy industry districts have been so drawn as to include all the present establishments of both classes, but excluding adjacent homes. Where it is possible the boundary lines of districts are drawn through



photo #21. Lack of building line on sixth street.



photo #22. Lack of building line on second Avenue,

the middle line of the blocks or 120 feet from the adjacent street lines rather than the center line of streets, as this method gives a more satisfactory separation of the two different uses of the land.

**Regulation of
Building Line in
Residence District.**

No other example of haphazard development so noticeably destroys the harmonious appearance of the street, and thereby depreciates the property values as does the failure to adopt and follow a building line for residences. This is a matter of general observation. Accordingly the proposed zoning ordinance provides for the orderly development of such neighborhoods by the following provision for the fixing of "set-back" lines.

"Where in a residence district as designated on the zone map at least one quarter of the frontage on either side of a street between two intersecting streets is hereby established. The street walls of any building hereafter erected shall not be constructed within the space between the street line and the set-back line, provided however, that on a lot between and adjoining two lots each with a building already projecting beyond the set-back line, a building may be erected to conform with the set-back line of whichever of said buildings is the farthest from the street line."

"That half of the buildings which are the greatest distance from the street line, shall for the purpose of this ordinance, be termed the "governing buildings". The set back line shall be located back from the street line a distance equal to the distance between the street line and the street wall of that governing building which is nearest to the street line, provided however, that in any case the set back line is not required to lie more than twenty-five feet back of the street line."

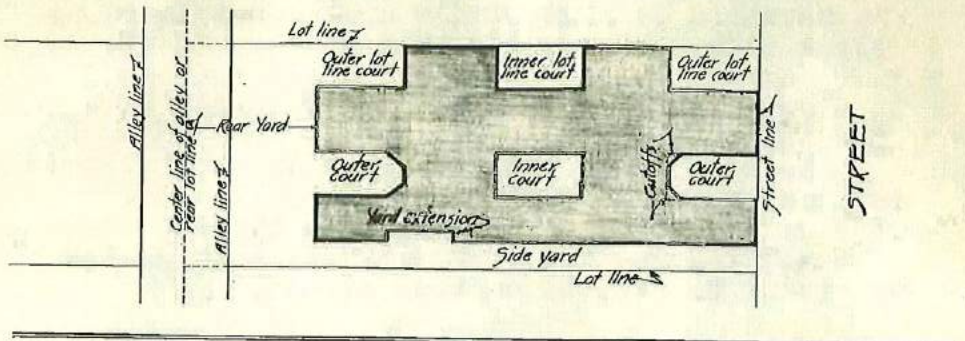
There is every reason to believe that this provision is so reasonable and is so obviously in the interests of the public welfare, that the courts will uphold its application. It should be noted too, that this general ordinance will not prevent private land owners from establishing a more generous building line by the use of private restriction in the deed of conveyance, nor will it prevent the City Council through its City Planning Commission, or otherwise, from requiring that a proper building line shall be established and marked on each new plat in order to entitle it to be approved and registered.

Photograph No. 21 and 22 are examples of what happens when no building line is required. These views are taken on Second Avenue and on Sixth Street.

TABLE VII

No new building shall be erected and no existing building altered except in conformity with the regulations governing area restrictions.

DIAGRAM ILLUSTRATING MEANING OF COURTS AND YARDS



GENERAL REGULATIONS GOVERNING YARDS AND COURTS WHEN THEY ARE REQUIRED

The lot area shall not be reduced by sale or otherwise so as to make the yards and courts smaller than required.

REAR YARD—

- The width of a rear yard may include one half the width of the alley but not to exceed ten feet.
- On lots less than one hundred feet deep the width of rear yards may be reduced in proportion to amount lot is less than one hundred feet, but in any case such width may not be less than one half the required width.
- The lowest level of rear yards in residence districts shall not be above the sill level of first story windows; and in other districts, the sill level of second story windows but not more than twenty three feet above the curb level.

SUMMARY OF PROVISIONS OF ORDINANCE

DISTRICT	FAMILIES PER ACRE	BUILDING AREA PER CENT
		corner lot
A RESIDENCE	16 FAMILIES	For Residence - 40% + 10% for accessory bldgs. Other than residence - 30% + 10%
B LOCAL BUSINESS	20 "	For Residence - 45% + 10% for accessory bldgs. For Business - 85% + 10% for accessory bldgs.
C COMMERCIAL & LIGHT MFG.	20 "	For Residence - 60% + 10% " " "
D HEAVY INDUSTRIAL	20 "	In underdeveloped sections only.
		Interior lot
		30% + 10% for accessory bldgs.
		30% + 10% " " "
		30% + 10% " " "

LEAST WIDTH OF COURTS AND YARDS WHEN REQUIRED

DISTRICT	REAR YARD	INCREASE FOR MORE THAN 2 STORIES IN HEIGHT
A RESIDENCE	BUILDING 2 STORIES OR LESS IN HEIGHT corner lot 10 Feet deep	6 Feet per story
B LOCAL BUSINESS	10 " "	5 " " "
C COMMERCIAL & LIGHT MFG.	10 " "	1 1/2 " " "
D HEAVY INDUSTRIAL	10 " "	1 1/2 " " "
	MINIMUM SIDE YARD DIMENSIONS	
	BUILDING 2 1/2 STORIES OR LESS IN HEIGHT	INCREASE FOR ADDITIONAL STORIES, ETC.
A RESIDENCE	6 Feet wide	3 Feet per story + 1 foot for each 8 feet beyond 30 foot length of building.
B LOCAL BUSINESS	5 " "	1 1/2 " " + 1 " " " 10 " " 30 " " " "
C COMMERCIAL & LIGHT MFG.	4 " "	1 Foot " " + 1 " " " 15 " " 60 " " " "
D HEAVY INDUSTRIAL	4 " "	1 " " " + 1 " " " 15 " " 60 " " " "
	MINIMUM DIMENSIONS FOR COURTS	
	OUTER COURT ON A LOT LINE	INCREASE FOR ADDITIONAL STORIES, ETC.
	building 2 stories or less in height.	1 1/2 Feet per story + 1 foot for 8 feet beyond 30 foot length of court.
A RESIDENCE	7 Feet wide	1 1/2 " " + 1 " " " 8 " " 30 " " " "
B LOCAL BUSINESS	5 " "	1 " " " + 1 " " " 10 " " 30 " " " "
C COMMERCIAL & LIGHT MFG.	5 " "	1 " " " + 1 " " " 10 " " 30 " " " "
D HEAVY INDUSTRIAL	5 " "	1 " " " + 1 " " " 10 " " 30 " " " "
	OUTER COURT NOT ON A LOT LINE	INCREASE FOR ADDITIONAL STORIES, ETC.
	building 2 stories or less in height.	2 Feet per story + 1 foot for each 6 feet beyond 30 foot length of court
A RESIDENCE	10 Feet wide	2 " " " + 1 " " " 6 " " 30 " " " "
B LOCAL BUSINESS	8 " "	1 " " " + 1 " " " 8 " " 30 " " " "
C COMMERCIAL & LIGHT MFG.	8 " "	1 " " " + 1 " " " 8 " " 30 " " " "
D HEAVY INDUSTRIAL	8 " "	1 " " " + 1 " " " 8 " " 30 " " " "
	INNER COURT ON A LOT LINE	INCREASE FOR ADDITIONAL STORIES.
	building 2 stories or less in height	3 Feet in length and 2 feet in width per story.
A RESIDENCE	8 x 12 - 100 sq. feet	3 " " " " " " " " " " " "
B LOCAL BUSINESS	6 x 10 - 60 " "	2 " " " " " " " " " " " "
C COMMERCIAL & LIGHT MFG.	6 x 10 - 60 " "	2 " " " " " " " " " " " "
D HEAVY INDUSTRIAL	6 x 10 - 60 " "	2 " " " " " " " " " " " "
	INNER COURT NOT ON A LOT LINE	INCREASE FOR ADDITIONAL STORIES.
	courts 2 stories or less in height	4 Feet in length and 3 feet in width per additional story
A RESIDENCE	14 x 20 Feet	4 " " " " " " " " " " " "
B LOCAL BUSINESS	14 x 20 " "	4 " " " " " " " " " " " "
C COMMERCIAL & LIGHT MFG.	10 x 15 " "	1 " " " " " " " " " " " "
D HEAVY INDUSTRIAL	10 x 15 " "	1 " " " " " " " " " " " "
	HEIGHT LIMITATIONS	
A RESIDENCE	2 1/2 stories - 40 feet	45 feet with two side yards each 15 feet wide
B LOCAL BUSINESS	2 1/2 " "	" " " " " " " " " " " "
C COMMERCIAL & LIGHT MFG.	For business 50 Feet (except on COLLEGE AVENUE - 65 Feet)	For residence 3 stories
D HEAVY INDUSTRIAL	" " 85 " "	" " " " " " " " " " " "

Reduce to 15 feet

Resume' of
Restrictions
and Protections.

1. Every room in which people live, work or congregate is required to have window area equal to one tenth the floor area, and opening on a street, alley, yard or court.

Rear Yard. A rear yard is required on every lot with the following exceptions.

1. In a local business, or a commercial and light manufacturing district.
2. When the lot is less than 50 feet deep.
3. When the lot runs entirely through the block, or to within 50 feet of another street.

No new building shall be erected and no existing building altered except in conformity with the regulations governing area restrictions.

For convenience of study and reference, the regulation governing yard and courts, when required, have been summarized in Table No. VII.

Legality of
Zoning.

Zoning laws are not an exercise of the power of eminent domain, but are a use of the police power of the state for the promotion of the public health, safety and order, and for the general welfare. Thus, the Appleton fire department could not fight a fire with its present apparatus in a building higher than five stories or about 60 feet. The additional fire risk in very high building runs counter to public safety, a height limit is therefore an example of a proper exercise of the police power. The limitation likewise of the size of lot, the size of yards and courts, and the proportion of the lot covered by a residence, are all evident examples of the exercise of the police power for the promotion of the public health by the prevention of slums.

Cities have for many years established fire limits and have limited the height, area and use of building, and all such laws have been held valid by the courts, both state and federal. The limitation of height and area need not be the same, but may differ in different districts of the city*. Zoning limitations on the use of buildings have also been sustained by six state courts**, and by the U.S. Supreme Court. Even retractive regulations weeding out undesirable uses for residential districts have been affirmed by the highest courts. *** Here it was held that the private interests must yield to the good of the community. Most zoning laws are not retractive in their application and accept present conditions.

* Welsh vs. Swasey 79 N.E. 145 (1907) and 214, U.S. 91 (1908)

** Hadacheck vs. Chief of Police, Los Angeles 239 U.S. 394.

*** These states are Arkansas, California, Illinois, New York, Texas and Washington.

How far courts will go in interpreting the term for the general welfare is fast being made clear, and it would appear that a use that is offensive to the nose, ear and perhaps even to the eye, may be zoned against.

In *Bacon vs. Walker*, 204 U.S. 331 (1907) the U.S. Supreme Court held that "the police power embraces regulations designed to promote the public convenience as the general prosperity as well as those to promote public health, morals or safety, it is not confined to the suppression of what is offensive, disorderly or unsanitary, but extends to what is for the greatest welfare of the state."

In the case *Noble State Bank vs Haskell*, 31 U.S. 186, the highest court in the land said, "It may be said in a general way that the police power extends to all the great public needs. It may be put forth in aid of what is sanctioned by usage or held by the prevailing morality or strong and preponderant opinion to be greatly and immediately necessary for the public welfare."

Zoning regulations are then not a taking of the private property under eminent domain, and the fourteenth amendment does not curtail the police power of the states "to prescribe regulations to promote the health, peace, morals, education and good order of the people, and to legislate so as to increase the industries of the state, develop its resources and add to its wealth and prosperity" .^{*} It surely should be possible to show that zoning regulations accomplish some of these broadly outlined purposes if not contributing directly to the public health, morals and safety, and are therefore constitutional. As the benefits of zoning become better known and appreciated in (still more progressive court decisions.) public sentiment is certain to be reflected in still more progressive court decisions. Property rights when opposed to important human rights, are gradually yielding.

* *Barbier vs Connolly* 113 U.S. 27 (1885)

CHAPTER VI.

PARKS AND PLAYGROUNDS.

Park
History.

It is doubtful if in any other city of the state nature has so ideally and bountifully provided for parks. Reference is here made to the many remarkable ravines leading through the city and on both sides of the river. Besides these the high banks, 50 feet above the river, and adjacent plateau which characterizes the site of the city, are unique among the cities of the Fox Valley. What a marvelous opportunity for the creation of a beautiful city! When citizens of Appleton look backward and consider how these opportunities have been neglected or squandered, it should be with feelings of regret and dismay. Instead of treating the ravines as an asset by using them as a system of local or "passing through" parks, they were treated as liabilities, their beautiful virgin forests ruthlessly sacrificed and every effort made both by private owners and by the public to fill them up with rubbish of every description. Of course such efforts have failed as must all attempts to work against nature, but they have succeeded to the extent of spoiling the ravines as places of recreation. Some inadequate idea of the original beauty of these natural parks can be gained by noting the beauty of Jones' park.

Jones Park. The four photographs Nos. 25, 26, 27, 28 should recall to all citizens the beauty of this small breathing space, and from this one example of natural beauty it should be easy to conceive what an asset the city would have had if this park had been extended northward through the entire course of the ravine, or at least Washington Street. It should be noted that the land under discussion is unsuited for any other valuable use, except for a park or playgrounds. But instead of using this land for this purpose, the beautiful trees were cut for fire wood and an effort made to fill them up with refuse of the community. The manner and extent in which this is being carried out is well illustrated by the following photographs, No. 29 and 30. In some cities public sentiment would not allow of such dispossession. Funds would be raised by public subscription and the full value of such great natural advantages would be given to the people. The most beautiful small park the writer ever saw is at Exeter, England, where just such a ravine had been made into the finest park. It is still not too late to carry out a similar plan here, not all in one year, but progressively in the coming years. Appleton owes this to her present and future children.

Jones park should be extended to College Avenue. Later that avenue should be tunneled and the parkway extended even to the C & N.W. Ry track. With suitable planting, the entire distance of the five blocks can be made a beautiful spot instead of as at present an eyesore, in the plain sight of every passenger train.



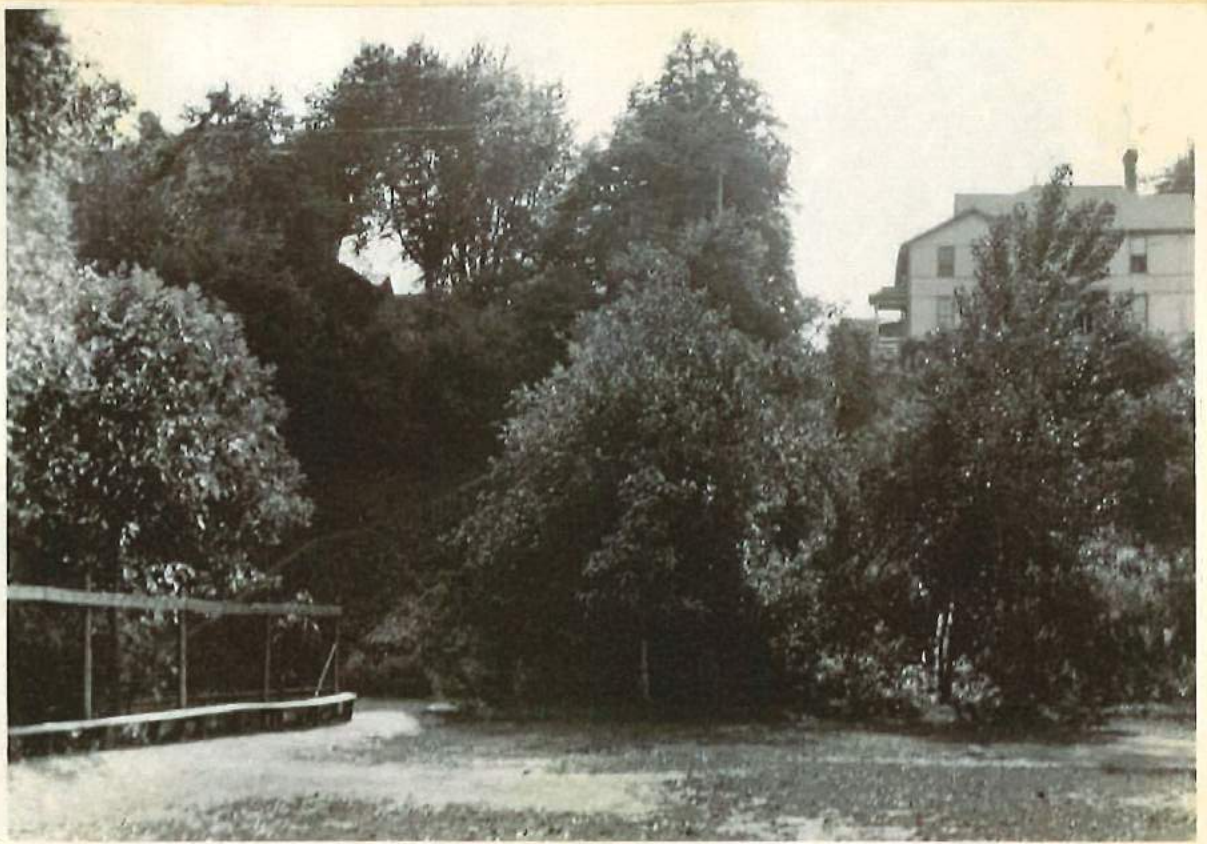
25.

ENTRANCE TO JONES PARK.



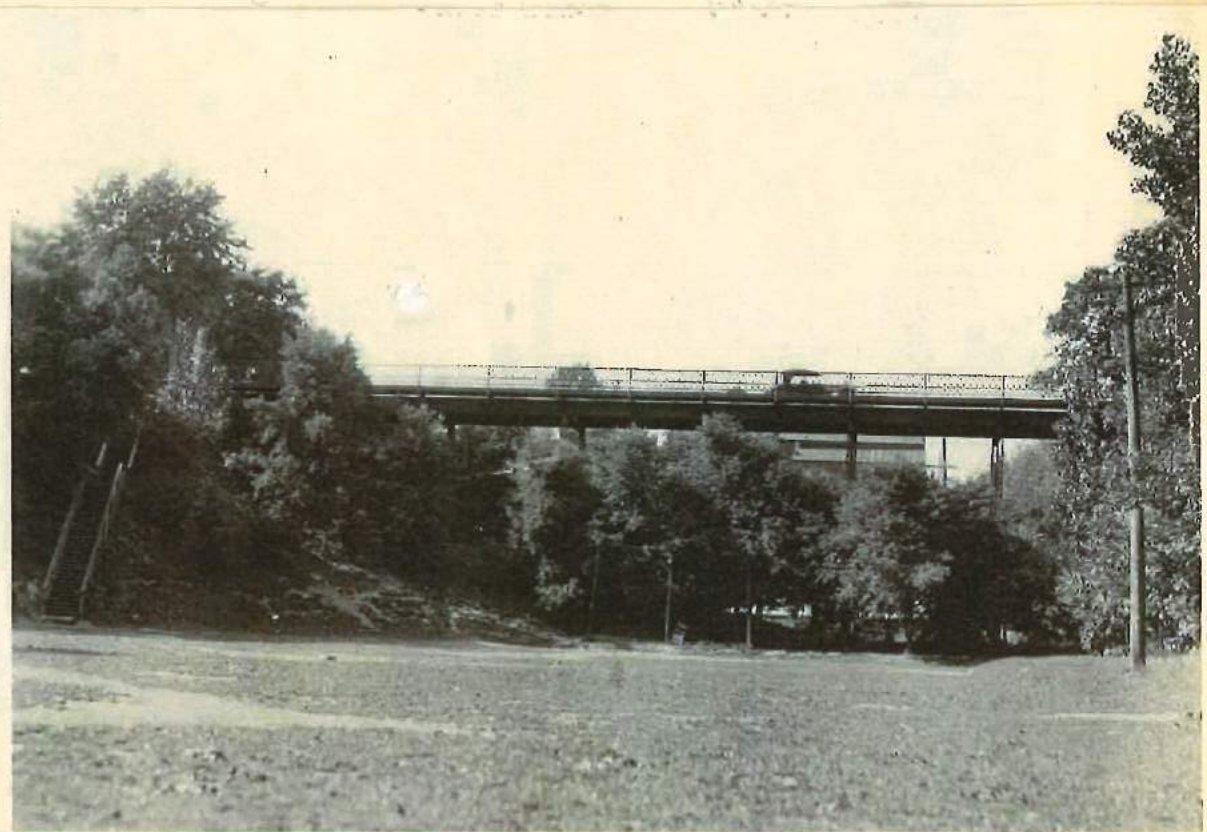
26

HILLSIDE TREES IN JONES PARK.



28

JONES PARK, LOOKING WEST.



#29.

JONES PARK LOOKING NORTH.

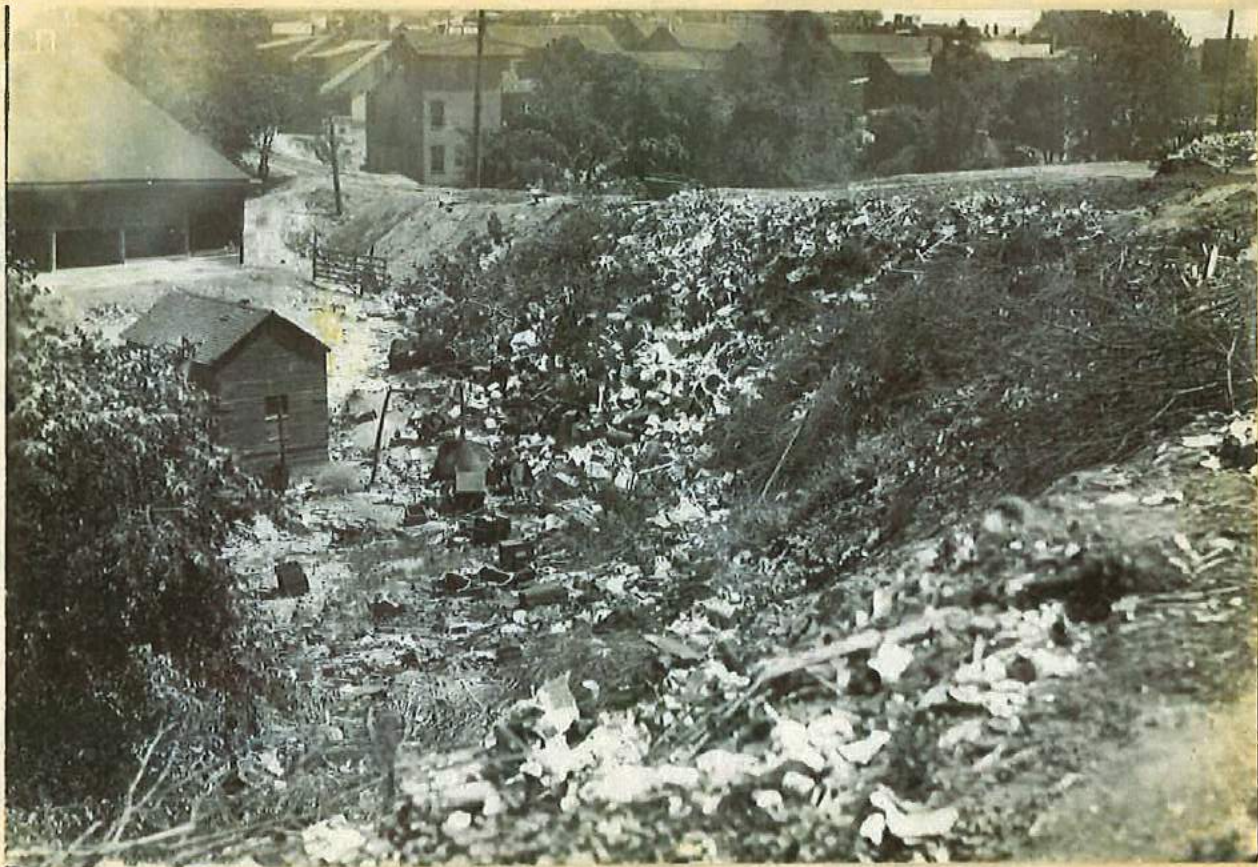


Photo No. 29. Jones Park Ravine, filling at Washington Street.



Photo No. 30. Jones Park Ravine, South of Packard Street, view to west.

The character and extent of this ravine north of the C. & N.W. Ry track is shown in the photographs 31 and 32. That part of the ravine between Packard and Atlantic Streets should be purchased for a neighborhood play ground. For this purpose lots 13, 14, 16 and 29, and the west half of 27 are needed. Some of the land on Packard Street has been donated to the city for play ground purposes. All of the ravine is unsuited for residence, and could be purchased cheaply.

**Bellaire
Park.**

This park was donated to the city by a Judge Harriman many years ago. It consists of a narrow but very beautiful ravine extending for a distance of 1200 feet above and below the Pacific Street bridge, almost to the bank of the Fox River. As yet many beautiful native trees still remain, but the presence of a side track along the middle line of the entire park totally spoils the location for park purposes. This side track was built by the C. & N.W. Ry. at a time when it did not own its present Ashland division. At the present time the industries which it serves near the Johns Street bridge, can be served equally well or better from the Northwestern side tracks of the Ashland division. The Bellaire park line, therefore, serves no useful purpose, and is little used. Accordingly these tracks should be removed to the profit of both the railroad company and the city.

The park has great possibilities, and should be extended and improved. It is stated on good authority, that the present owners of lots 1 and 2, (the land controlling the river bank for a distance of 600 feet, and at the mouth of Bellaire park ravine), are willing to donate this land to the city for park purposes. The three blocks on the opposite side of North Street, extended should also be secured for the same purpose. When thus extended and improved, the entire city would be interested in this park for the reason that it is reached by the city street car, and also because of its fine water front.

When North Street improvements are made, this park will be on the system of park boulevards as will be seen in Map No. ___ showing future park systems.

**Pierce and
Alicia Parks.**

Alicia park consists of 12 acres of wooded land with a frontage of about 700 feet on the Fox River. It is the only park which has any of the buildings needed in a park. At present it is used largely as a tourist camp, and serves this purpose well. Pierce Park consists of about 31 acres of well wooded and undulating land which the city purchased in 1921. In time this park can be cheaply developed into a splendid park. It needs some park furniture, and expert planting. A wading pool could be cheaply developed in the ravine located near the western limits. The one great drawback is the fact that it has almost no frontage on the Fox River. It is obvious that as much as possible of the land lying south of Pierces Park and east of Mason Street should be purchased and added to Pierces Park, thereby, connecting with Alicia Park and

giving a confined river frontage of about 3700 feet. This is of special importance in view of the fact that at present the city is almost without public river front. Cities are beginning to appreciate the value of water front as an important civic asset. This additional land in connection with that part of Pierce Park lying south of the Ashland division of the Northwestern road is well suited for a nine hole public golf course.

Sixth
Ward
Park.

The present city council deserves special commendation for their recent purchase of 23 acres for a park and playground in the Sixth ward, adjacent to the city limits and lying between Morrison and Drew streets. Over half of this area is covered by large native forest trees. The position adjacent to Levi street is fairly level and is well adapted for a play ground. This is a very valuable feature as this land is located only two blocks north of the Franklin School. With the extension of the street railroad along Second Avenue, this park will be fairly accessible and valuable to the northern part of the city.

City
Park.

The so-called City Park includes four blocks (about seven acres). Because of its central location it should prove a most valuable breathing spot for its adjoining densely built up section. As cities grow in area and in density of population, the need of such "down town" parks is increasingly felt. The use of this park for a junior high school has been suggested, would seriously reduce its value for park purposes. The future city will need more, rather than less of such down town parks.

Future
Fifth Ward
Park.

At present the fifth ward has no park. The writer has already suggested a small neighborhood park or play ground in the ravine between Packard and Atlantic streets. The western part of the fifth ward is growing so fast that the present time would seem opportune for buying land for park purposes. The school board already own about one quarter of the lots in Block 15 bounded by Mason, Ryan, Deforest, and Summit streets. At present there are no buildings on this block. The remainder of the block should also be secured for adequate play grounds, in case this site is used for a future school. If not so used, the site would serve well as a neighborhood park. For a larger park area land north of the city limits might be secured. Prices of suitable park lands are sure to advance, but at the present time are very reasonable.

Fourth
Ward
Parks.

Because of its ravines, this ward abounds in ideal locations for parks, but none have as yet been provided. The city Council have been considering lately, a number of park sites for this ward. (1) One tract of land in Blocks 73 and 74

consisting of about fifty acres mostly wooded, extends south to the county line. This tract can be purchased on a long time contract at the very low price of \$100 per acre. This tract consists mostly of level land but contains also a ravine. The recent construction of Fremont Street across this tract renders it very accessible. The value of this tract for park purposes will continue to increase as the fourth ward becomes built up. Its large size, abundant trees and low price suggests its purchase soon.

(2) Another smaller tract of about six acres, known as Block 49 and which lies between Canal or Newberry Street and the Fox River has also been considered. This tract is very sightly, commanding a fine view of the Fox River. It has the additional advantage of being central to present built-up parts of the fourth ward. Its drawbacks are its small acreage and high price.

(3) Still another tract should be considered -- known as Block 53 and 54, and parts of Blocks 51 and 52, all located near the south end of the Johns' Street bridge. Block 53 is being used now for a base ball park, for which its level land is well suited. Both blocks 53 and 54 belong to the Interlake Paper and Pulp Company, but they are making no use of the land. It seems likely that this tract of the land could be secured for park purposes on very favorable terms. Block 53 is located opposite to one of the Fourth ward schools. The greater part of Blocks 51 and 52 are unsuited for building purposes because of its very broken surface, but is ideal for a park.

(4) Block 57, known as the Tehelah Spring property, has some advantages not possessed by any of the other fourth ward tracts, viz; it has a frontage on the Fox River of over a quarter of a mile, the entire distance unobstructed by any railroad tracks. It can be reached also from a large part of the city without crossing a dangerous railroad track.

(5) Before the Cherry Street bridge is constructed, ten or more acres of the farm land adjacent to its southern portal should be secured for a river park. A prominent citizen has stated to the writer that the present owner of this land had offered to donate such a tract to the city for park purposes. A park at this point would greatly dignify the entrance to the city, a feature entirely lacking in any of the other city bridges. The time for securing this park is now, before it is platted into city lots. The entire tract is wooded and has fine views both up and down the river.

The above five suggestions by no means exhausts the available park sites in the Fourth ward, but it is believed the list here presented includes those most likely to be considered at this time.

General
Principles
Governing
Parks.

There are a few general considerations which should govern the acquisition of public parks, and which properly may be here stated.

1. Experience shows that a city needs one acre of park and play grounds for about every one hundred inhabitants. Appleton should then have about 200 acres of parks. Instead the city owns at the present time 81 acres of park lands as follows,

City Park	7 acres
Jones' "	4 "
Bellaire"	4 "
Alicia "	12 "
Pierces "	31 "
Sixth Ward"	<u>23 "</u>
	81 "

It will be noted also that the land in four of the city's parks are gifts to the city from certain public spirited citizens.

2. Park lands should be purchased before their need is greatly felt, because if their purchase be delayed, until the need is imperative, the cost of the land will be prohibitive.

3. Parks are an investment, a tangible asset not a liability. The purchase of Pierce Park is an example of this fact, for within a year the increase in real estate values resulting from this park has increased tax revenues to the city, sufficient to pay a good interest on the investment.

4. Parks are not for the rich alone, but for every citizen, old and young. Spencer has said, " We stop playing not because we grow old, but we grow old because we stop playing." Americans have understood this fact and have developed play for both old and young as no other nation.

5. Parks may properly be paid for out of the proceeds of bonds, because the value of the land is certain to increase with every year, and because such park lands will be used and enjoyed by people perhaps not yet born. We issue bonds for payments which, alas, wear out only too soon, we issue bonds for school houses which in time become obsolete, why then not issue bonds for parks which never wear out, but instead grow more valuable with every year.

**A Park and
Boulevard
System.**

No city can reap the full use and benefit of its parks unless they are correlated and connected by a well conceived boulevard system. This is especially true since the advent of the auto. Such a system may be seen by referencet to Map No. _____ entitled "Present Recreational Facilities and a Proposed System of Parks and Play Grounds". On this map the proposed connecting boulevards are shown marked in brown color. Some of its features are,

(1).All parks are connected by streets especially selected so as to give ready access on the most pleasing routes.

(2). A river view drive is secured of over three miles in length by the construction of only one mile of new street. Part of this on the shore line of Pierce Park, and through Block 85 has already been located by the City Engineer, and the profile of its center line obtained. The right of way in this stretch can be obtained without expense to the city. Such a road would form a direct connection along the river bank between Pierce and Alicia Parks.

By securing permission of the two cemetery trustees, Green Bay Street could be extended close to the river as far at least as the city limits. Again if similar permission be obtained from the owners of the Telselah Spring property, a river shore drive could be constructed on the opposite side of the river, extending from the Johns' Street bridge to the city limits. Such a system of parks and river drives would make Appleton a city of unusual beauty and thus largely undue the harm which lack of planning has caused in the past.

**Lawrence
College
Grounds.**

Before discussing the need of additional school grounds, attention is called to the very inadequate provision for athletics which Lawrence collage has made, viz., one block near the industrial district. The present conditions and future prospects of their important institution demand a very much more convenient and adequate provision for the physical education and recreation of its students. Past delay in securing this need land now involves the payment of relatively high prices because of the improvements on the land needed. Time will not lessen this penalty to act, but rather will augment it. The logical growth of the campus is northward and eastward.

**Public
School
Grounds.**

Few tax payers realize that by far the largest part of all taxes is spent on local education.* Fewer still stop to consider that nearly all of these great sums are spent on the education of the child's head. The rest of the body is for the

* Note: In 1920 Appleton's local school tax was \$284000.00 or \$42.86 per capita, the largest of any city in the Fox river valley.

most part abandoned to shift for itself. But no head can function properly or long that is not supported by a strong and vigorous body. School money spent for commodious school play grounds, suitable play apparatus, and most important of all, proper supervision of their use, brings uniformly the highest and fullest returns in the child's physical condition, returns which later result in greater usefulness to the community and state. We must not forget that three out of every ten men examined were unfit to become soldiers in the world war.

One half of Appleton public schools are provided with an entire block. Additional school grounds should be secured for the following schools.

- 1st. Ward: Five lots in Block 19, and the remaining 9 lots in Block 29 should be purchased. This will be expensive as the property is improved.
- 2nd Ward: Lincoln school has only one half block, but this school will better serve its patrons 10 or 20 years hence by securing a new location out of the business district.
- 3rd Ward: This school now has about a half block. Lots 17, 18 and 19 at least should be secured for an enlarged school ground.
- 4th Ward: Eastern District. This school is well located at the junction of Maple Grove and South River Street. Its school grounds should be enlarged by the purchase of the five remaining lots in this block only one of which is at present improved by a dwelling.
- 5th Ward: A suggestion for a play ground in Block 15 will be found under Parks, page 2. The recent Appleton School survey finds that only one of the 8 school grounds are up to standard, the remaining seven schools have an average rating of 22 % below standard. The worst sufferer is the high school, which has a rating of about 40 per cent below standard. The writer would rank it about 50% below standard. Situated between the limits of a commercial and industrial district, where can these 900 high school students go to secure their much needed exercise. The school building nearly covers the entire block. No land is available within a reasonable distance. The recent park lands in the sixth ward perhaps would furnish the nearest play grounds, but even this land is three-quarters of a mile away with no car line available.

It is difficult to see how the high school play ground problem can be satisfactorily solved. It may be some consolation to know that many other cities are no less fortunate in their high school planning.

A discussion of the parochial school ground hardly comes within the scope of this report. However, these schools are even less fortunate in their school ground allotment than are the public schools.

Community
Play Grounds
Standards.

Some authorities have set the standard of recreational facilities as sufficient to give one hour per day for each citizen, young and old. Naturally different communities will have different demand for recreation both in kind and in quantity.

The following standards by H.V. Hubbard give the maximum effective ratings for play ground areas.

1. For children in arms 1/4 mile
2. For children who can walk 1/4 mile, not crossing a railroad.
3. For children 6 to 12 years old 1/2 mile.
4. For children 12 to 17 years who cannot afford car fare, 3/4 mile.
5. Ball field for men and boys; 1 mile plus one car fare.

While the needs of the salaried man should not be neglected the recreational needs of the men who work for wages are of most vital importance, though rarely given sufficient consideration. The general adoption of the eight hour day is truly labor's most notable achievement. But this well earned victory only emphasizes the greater need of suitable public provision for spending this leisure time so to recreate and not destroy the vital forces of the community.

A Public

Golf Ground. The number of citizens who would like to learn golf and who would profit by such exercise is perhaps twenty times the number who can afford the private golf club in the fourth ward. Many cities are organizing public golf courses, and it may well be inquired why Appleton can not do likewise.

As has already been said, a fine location for such a course is in the third ward, and closely adjacent to the car line. This land could include that part of Pierce Park lying south of the railroad, together with the 32 acres adjoining and extending west to Alicia Park, making 37 acres in all. This would be a little short of enough land for a nine hole course, but it could be increased in the future. The time to get this land for public purposes is now while most of it is in acreage. City funds are not available at this time, but it would seem the matter could be handled by public subscription.

CHAPTER VII.

APPLETON'S HOUSING PROBLEM.

The Problem Stated.

Many Appleton families, if not all, know the city has a housing problem. It is one of the "growing pains" of a busy city to be short in homes, and many are feeling the shortage in the form of crowded quarters and increased rent.

Proper and adequate housing of our people is a national problem, which should challenge our intelligence, our patriotism and our boasted business ability. Only as proper housing is applied can we have that old time loyalty and efficiency of labor so necessary to the reasonable cost of production, and the low cost of living.

According to the U.S. census of 1920, Appleton had 4603 families, but only 4216 dwellings of any description. This of course means house crowding, the crowding of 400 families in houses mostly intended for only one family. As a matter of fact there should always be more houses than families, as otherwise how can people move. A surplus of 100 houses would represent normal conditions. But instead of building the much needed homes, Appleton families bought 632 more autos in 1921, and built five times as many garages as houses. This is one of the reasons for the Appleton housing shortage, for people can not keep house in automobiles, however commodious.

The Solution of the Problem.

The solution of the problem is obvious. Rents can not come down until more houses go up. Already there are signs that the limit of endurance has been reached. In the first six months of 1922, according to a recent census taken by the Appleton postmaster, 124 new houses have been built, or were begun. Probably before the end of this year this number will be increased to 150, or possibly 175. The distribution of these new homes should be of interest, and is as follows;

<u>Ward</u>	<u>Houses</u>	<u>Percentage</u>
First Ward	15	12%
Second "	2	1 1/2%
Third "	31	25%
Fourth "	13	10 1/2%
Fifth "	44	35 1/2%
Sixth "	19	15 1/2%
	<u>124</u>	<u>100%</u>

It will be noted that 60 per cent of the total building was in the third and fifth wards, viz; west of the Elm Street and Division Street lines. The building record for 1921 shows very much the same distribution of new homes, and for reasons explained in Chapter I this condition will continue in the future. However pleasing the increased home building activity shown above may be, it is not sufficient if Appleton is to



Photo #18. Bad Housing Conditions on Commercial Streets

grew in size and in the amenities of life. It will require annually more than one hundred new houses to take care of the new families as well as the losses by fire, and the by the "natural wear and tear." Where are we to get these four or five hundred additional houses to make up present deficiencies. Four hundred houses will cost two million dollars! The problem is two-fold; to get people to save, and then get them to invest in homes and home mortgages instead of oil stock, autos, and the 8% notes of foreign companies. In a democracy like ours the entire community shares the responsibility for present conditions, what then is more reasonable than that the entire community should assist in bettering present conditions.

**Building
and Loan
Companies.**

Young and old alike can assist in home building, and at the same time form much needed habits of thrift by investing their monthly savings in building and loan companies. As modest a sum as one dollar, or even fifty cents per month will start the purchase of such stock. Every school child is wasting more than this and often when it can be least afforded.

Other investments are likely to be less safe than investments in local building and loan companies. There are over 100 such companies in Wisconsin, with assets of \$50,000,000, owned by 100,000 individuals, or by every fifth family in the state. The average cost of handling this money is only one per cent. All funds are under the direct eye and supervision of the state bank examiner, so such investments unite a fair rate of interest with perfect security of principal.

Appleton has a Building and Loan Association located at 627 Oneida Street. Already 425 citizens have invested their savings in its stock. In the three years it has been doing business, it has assisted 76 persons to own a home. It has performed these services at the annual cost of less than one-half of one percent of the funds handled, a very remarkable showing, and one which entitles it to receive the support of a far larger number of investors.

The limits of this report precludes a description of the various forms of stock, and the terms of payment and maturity. The association, however, publishes a neat folder giving full information which is free to all interested.

**Housing
and
Health.**

On all cities a close relation has been noted between the housing conditions and the public health. In the following table are vital statistics, as yet unpublished, furnished by the public health officer, Dr. W.C. Felton:



Photograph #34. Billboards and Park do not mix well together.

Table No.

Vital Statistics of Appleton.

Year	1917	1918	1919	1920	1921	Total	Av. Rate
Population	18,770	19065	19258	19561	19945		
No. Births	no record	416	525	364	518	1824	456 23/100
No Deaths all Ages	183	322	240	270	266	1281	251 13/100
Death rate per 1000	9.9	16.8	12.4	13.5	13.7		
No. Deaths of children less than 1 yr. old	29	25	27	16	38	135	27

From this table we see that in the past five years the birth rate averaged 23 per thousand and the death rate 13 per thousand. This birth is slightly below the average of the United States, while the death rate is higher than it should be for a community located like Appleton. If this death rate had been as low as the Chicago death rate in 1921, for example, it would have meant that fifty less people would have died during the year. Appleton's death rate should not average over eleven per thousand. It is a case of dollars vs. deaths.

Garbage Disposal.

The present haphazard method of garbage disposal should not be tolerated a day longer. Garbage means filth, filth means flies, and flies mean sickness and death. That the city death rate could be lowered by installing a system of garbage collection and disposal does not admit of doubt. Present conditions are such as may be tolerated in a village, not in a progressive and prosperous community of 20,000 people.

A city administration which would install a safe and regular system of garbage disposal would surely deserve and receive the support of the people. It is one of the city planning needs which cannot be delayed with safety. It would cost more money, but nothing like the cost of sickness and death which its lack may directly or indirectly cause. Good housing conditions without prompt and regular collection and disposal of garbage is impossible.

The Billboard Nuisance.

Beauty is an asset to a home, to a town or to a nation. Beauty and billboards cannot exist side by side. While bill boards are an old enemy, it is chiefly since the war when the government made such a wide and effective use of them, that they have been such a general nuisance both in city, town and country. This very abuse is bringing about a well merited feeling of public indignation. New York state, for example, has passed a law which orders them off from every public highway in the State. Wisconsin may well follow suit.

Appleton suffers from billboards less than most cities of its class, but conditions should be improved. Photograph No. 34 shows the use of billboards even in one of the



Photo No. 19.

Pleasant Surroundings even at a Factory.

beautiful city parks. (Jones)

In all cities, billboards are most apt to be found facing the most beautiful streets with their hideous signs. Their regulation is necessary for the protection of public health and safety. It has been proved that they have served as fire-brands in spreading fire. They are a menace to health because the spaces they enclose frequently become dumping grounds for filth, besides they often shut out light and air. In large cities they have been frequently used as a hiding place for thieves who thus surprise the passing pedestrian. Evidently it is necessary to regulate the use of billboards. The following are the limits set by the St. Louis law.

- (a) No billboard shall exceed 14 feet in height.
- (b) Billboards shall have open places of 4 feet from the lower edge to the ground.
- (c) None to be nearer than 6 feet to a building or side line of a lot-
- (d) None to have an area of over 500 square feet, or closer than 15 feet to the street.

This law was upheld by the courts as constitutional. The method of controlling billboards used in Europe is to tax them heavily, especially the large sizes.

The use of billboards is not included in the list of uses permitted in residence districts by the proposed zoning ordinance. Accordingly no more installations of billboards can be made in such districts, and this means in about three quarters of the entire city. Perhaps public sentiment will be strong enough to cause their removal from the park and other equally offensive sites where they now offend good taste.

Street Trees.

Appleton has many beautiful street trees, but in too many cases these street trees have a straggling and unkept appearance. This is due to the planting of several varieties in a single block, perhaps, even of different ages. Street trees should be chosen for their form, hardiness, rapidity of growth, shade protection, neatness and beauty, but only a single variety should be used on any street. This can only be applied to new streets, as they are planned. Form is of greatest importance to a street tree. Though pruning may improve form, it is better to choose a species that naturally takes the desired form.

Even a hardy tree like the American elm will not grow properly unless properly planted, and taken care of. There are many evidences that a city forester would find much to do in Appleton which in a short time would greatly contribute to the beauty of the city. Perhaps the chief fault in the manner of tree planting is the common one of planting the trees too near together. A spreading tree like the elm requires about 35 to 40 feet instead of 15 or 20 feet.

The planting of suitable trees should also continue to the main highway, connecting closely located adjacent cities of Menash, Neenah and Kaukauna. Already the citizens of Green Bay have made a beginning by planting elm trees on the highway between that city and De Pere.

CHAPTER VIII.

A CIVIC CENTER FOR APPLETON.

Reasons for Civic Center.

Appleton is past its experiment stage; it has proved its right to exist and to grow. Appleton has ambitions and rightly so. One of these ambitions is the future erection and creation of a civic center by the grouping in a systematic and harmonious manner of her future public and semi-public buildings. Such a grouping of buildings insures two important objects, first, the doing of public business with a maximum saving of time and money, and second it creates a beautiful center calculated to arouse the pride and loyalty of Appleton's citizens.

Appleton boasts some very large industrial corporations, but the largest and richest corporation in the city is the municipal corporation itself. All large industries act on the knowledge that the proper grouping of their terminals, their factories and their offices, means economy of production and distribution. The municipal corporations alone have persisted in locating the court house in one ward, the post office in another and the community building in another, and the city hall, still another. Appleton is by no means the worst offender in this respect, but the time is ripe and the city plan gives the opportunity for planning a civic center for the future Appleton that will prevent such haphazard growth. Such a plan does not mean the prompt expenditure of large sums of money for ornamental purposes, but instead simple insures that when new needed buildings are provided, they shall have a pleasing architecture and shall be located at the most suitable point. Like all other forms of proper city planning, the civic center is thus seen to insure not the spending of more money but the spending of money more wisely.

As a matter of fact, Appleton has already made a feeble effort to create a civic center in its present Market Square, but the effort failed because the plan was totally inadequate. A market square 80 feet wide which faces the unsightly and irregular rears of stores on one side, and small wooden repair shops and stores on the other is not calculated to stir pride of any citizen however loyal, even though a soldiers monument be added to the mixture.

Land Required.

Appleton deserves a real civic center which it is believed the following plan provides. A complete understanding of this plan however, requires a study of the plan itself, but the following specifications are fundamental.

The plan involves the purchase of the following real estate adjacent to the present Market Square, the five lots between Market Square and Lawrence street, and also, all the land in Blocks 10 and 11 as well as the land between the Vocational School and Morrison Street. This land does not need to be all purchased at once, but may be secured part at a time under the liberal provisions of Chapter 62.23 already quoted and discussed in Chapter III of this report.

First Step. The first new building of the civic groups certainly should be a city hall. The growing needs of the city library require that the second floor of the library building now used as a city hall, should be devoted to library purposes. The best site for this important building would be in Block 10, directly on the central line of Oneida Street. The purchase of block 10 would therefore be the first step toward the creation of a civic center.

Second Step. The second step would properly be the purchase of the five lots between Market Street and Lawrence Street. This land, together with Market Street would then be re-planned by platting twelve business lots, 70 by 200 feet with 20 foot alley in rear, and facing south toward a wide plaza containing the Soldiers monument, a fountain, etc.

Photograph No. ___ may serve to give an idea of appearance of such a plaza. Care should be taken to specify a pleasing and uniform architecture of the store buildings. Photograph No. ___ shows how this was secured in a similar public plaza at Lake Forest, Illinois. Here, also, old buildings were torn down, and improved buildings substituted all as a community movement.

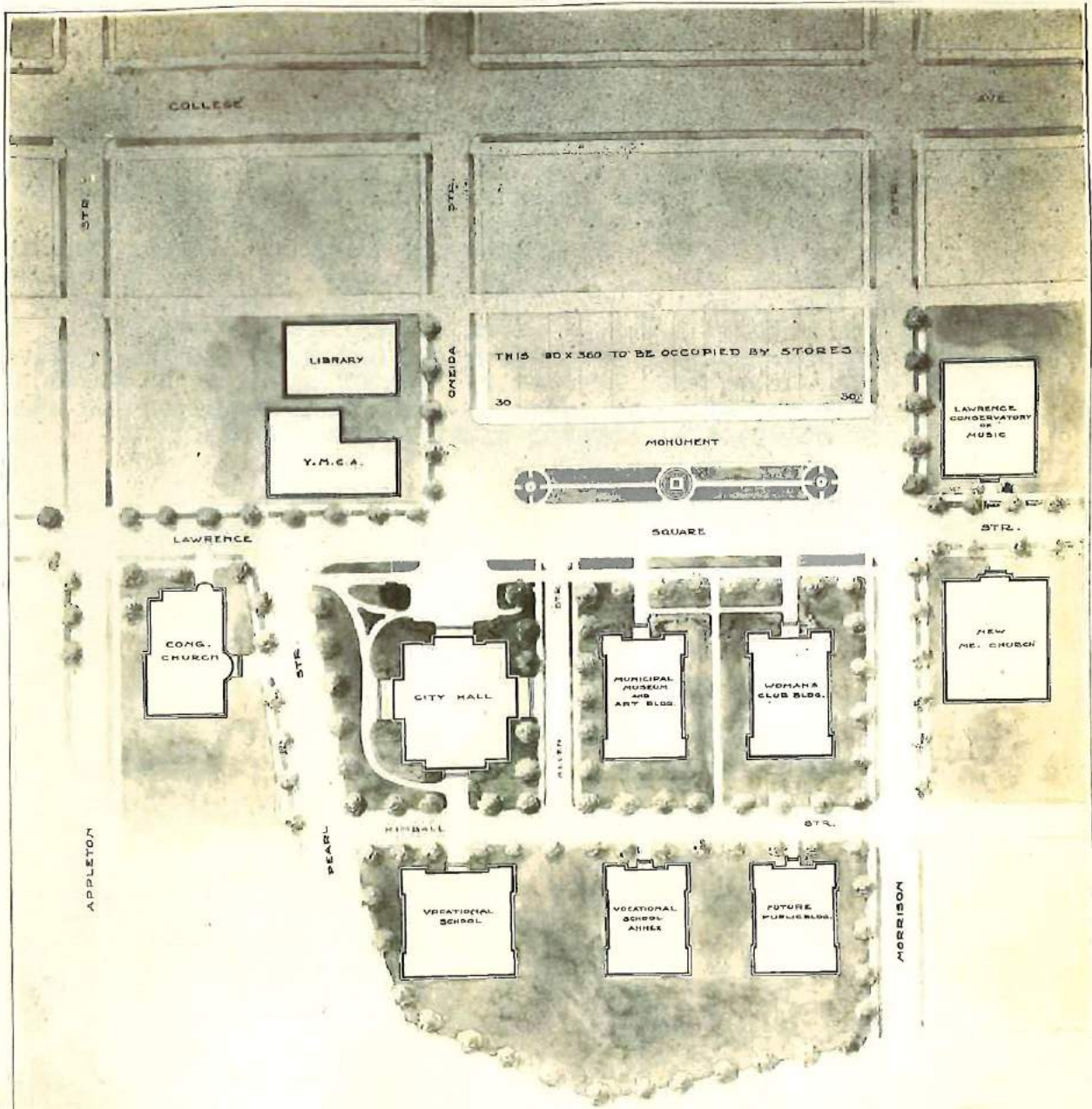
Third Step. The third step in the plan would consist in the purchase of Block 11. This could be delayed until the need of additional building space was felt. The block is nearly square, and containing 62,120 square feet, sufficient for two building sites. A woman's building has been suggested for the corner site opposite the Methodist Church, and a municipal Art and Museum building for the other site.

Fourth Step. The design could stop at this point, or if it should seem necessary for a large addition to the Vocational School, its expansion could be accommodated by the purchase of the three lots east of the present structure. This would leave abundant room for the erection of a Municipal market building, a structure long discussed and much needed. This would complete the new buildings, but it should be noted that two excellent buildings of the civic group already exist, the City Library and the Y.M.C.A. building. Flanking the civic groups, both to the right and left are the Congregational and Methodist churches the latter soon to be replaced by a most imposing structure.

To secure the much needed unity of appearance, the suggestion is made that all of the civic buildings be built of the local limestone so effectively seen in the Y.M.C.A. building.

To those who may criticize the above plan as too ambitious, it is suggested again that the completion of the program suggested may await the convenience, need and financial ability of the city. The plan is not conceived for Appleton of the present alone, but particularly for Appleton of the future, perhaps of twenty or thirty years hence.

Public buildings like parks should be paid for out of the proceeds of long time bonds, thereby spreading their cost upon future as well as on present tax payers. Finally it may be repeated the above civic center plan does not mean the tearing down of any present public buildings, or the erection of any unnecessary ones. It simply formulates a rational plan for future buildings, public and semi-public, as they become necessary. The civic center thus takes on form without a dollar of extra expense and eventually with the conservation of time, money and civic pride. Appleton deserves to have some attraction of which to be proud besides the miles of paved streets, bank balances and other dry statistics, however satisfactory these may be.



DESIGN
FOR A
CIVIC CENTRE
APPLETON, WIS.
SCALE 1" = 40'

LEONARD S. SMITH
CITY PLANNING ENGINEER
MADISON, WIS.

X5753



Photo No. 35.

Looking south on Oneida Street
Toward Proposed site of new City Hall.



Photo 36.

Unified Architecture facing Monument Square.



Photo 37.
Monument square Baltimore, similar in shape to
Appleton Civic Center. 1

CHAPTER IX PUBLIC UTILITIES.

Water Supply and Sewage.

Appleton has two very pressing and serious problems which are very closely related to each other, and to the health of the community. The two problems are the installation of an adequate sewer system, and the safeguarding of the public water supply. The present system of combined domestic and storm water sewers while, perhaps, suitable for a small town, has long since become totally inadequate. This is made especially manifest by every heavy rain which over-flows the sewers and fills the cellars in certain sections with the flood waters. This will happen more frequently in the future if the present sewer system is extended to include new drainage areas without increasing the capacity of the sewers. The trouble comes from the use of a combined system; the sewers cannot carry domestic sewage and excessive stormwater also. A separate storm water system should be installed. This will be expensive, but postponement of installation will only increase the final expense.

There is another reason for separating the storm water from the domestic sewage. It is only a question of years when the state laws will require the treatment of all sewerage. Both the cost of so doing and the difficulty of securing a proper degree of purification is greatly increased by the use of a combined system. These facts are well understood by the city engineer, but he can do little to remedy present conditions until an enlightened public sentiment shall call for a new system.

Already such a system has been designed for a part of the fourth ward, but the need of relief is even greater in other parts of the city. What is needed is a most careful survey and report on the present conditions and the best method of changing to a new system which will afford relief from present lack of capacity and also provide for the proper sewerage of all land within present city limits and even beyond. This was urged in a letter to City Engineer Weissgerber by State Sanitary Engineer Baker under date of February 15, 1922. This letter stated, "In the further development of sewage for your municipality, a careful study should be made of the situation, with a view of ultimately collecting the sewage from the existing systems at points suitable for treatment, and where sewers are overloaded they should be relieved by the construction of separate storm water relief sewers. In other words, efforts should be made wherever practicable to so modify the existing system as to convert it into a system of sanitary sewers. Material extensions in outlying districts should be constructed wherever practicable on the separate plan." This advice is founded upon correct principles of engineering and should be followed at the earliest possible moment.

In its water supply problem, Appleton faces an even more serious problem, the dangerous contamination of its water

supply, and the resulting effect upon the health of the city. The water of the Fox River is the most polluted of any large river in the state. This is due not alone to the many cities which empty their untreated sewage into it, but also to the excessive discharge of industrial wastes from the paper mills and other manufacturing plants in the valley. The State Sanitary Engineer estimates that the daily discharge of such wastes in the river between Lake Winnebago and Green Bay at 79000,000 gallons \times This amount would be equivalent in oxygen consuming power to 348,000,000 gallons of domestic sewage, though of course not dangerous or direct source of disease germs.

Even more dangerous is the location of the water intakes below the outlet of certain large trunk sewers, viz; the 36" Mason Street sewer, and the 18" Pierce Avenue sewer, located about 1900 and 1800 feet, respectively, above one of the water intakes. The volume of domestic sewage from these two sewers will constantly increase as the Third and Fifth wards are developed, and it will be remembered that in recent years, about three-fourths of all new city home building has occurred in this region. The recent extension of the 18" water intake above the Walnut Street sewer outlet has much improved the conditions, but this water intake pipe should be still farther extended above all large outfall sewers. Because of the pollution of the water especially at low water state, both by the cities and by manufacturing plants above the city water plant is acting as a sewage disposal plant. Should any element of this rather complicated system of chemical treatment and filtration beds fail to act even for a short time, the city mains would be full of rain water. This actually happened in Milwaukee a few years ago with the result of a typhoid epidemic. It can not be said too often or too emphatically that good public health and a low death rate can be controlled in a large measure by the willingness of the community to pay for it. Pure drinking water is a prime requisite for good health. The local situation is one calling for prompt and expert attention.

Street Pavements.

It is a pleasant duty to report that Appleton has the best pavements of any city in the state with which the writer is familiar. This condition is not the result of chance, but instead reflects great credit upon the specifications, inspection and system of maintenance adopted by the engineering department. Even the sheet asphalt pavements which nearly everywhere else are failing by rutting and wave formation, are here holding up under any and all forms of traffic. In some cities this type of failure has become so common as to even suggest the unfitness of asphalt pavement for heavy motor traffic. The reason for such a notable exception in the behavior of this type of pavement in Appleton will be found in the faithful attention given to a large number of simple details like the character of sand grading and plant inspection, rather than to

* This is 3.9% of the minimum yearly mean flow of the river.

the type of the asphaltic cement. Madison has always used the same kind of asphalt, but its asphalt streets are largely rutted but or pushed into waves.

Brick. The maintenance of the very old brick pavement on College Avenue by the use of a carpet coat of tarria and fine gravel has been very successful and if repeated every year or two will give this pavement an indefinite life. The long haul and high freight rate will preclude the construction of new brick pavement in the near future.

Wood Block. The failure of wood block pavement which occurred in the eastern part of College Avenue was due to the torrential floods of last spring floating the wood. This pavement was laid on a sand cushion which is liable to become water soaked. Better results are now secured by placing the wood block on the concrete base painted with hot pitch. Even this old pavement would be improved by giving it a waterproof coating of tarria and pea gravel. The excessive cost of wood block at present greatly limit its use, except under very special conditions.

Concrete. Most of the concrete pavements are in the third ward, and is very old. In spite of the fact that concrete pavements have been greatly improved in recent years, this old pavement has more than justified its construction.

The following is a statement of the mileage of the pavements. Their location will be seen by reference to Map No. _____

<u>PAVING TYPE OR</u>	<u>:</u>	<u>Miles.</u>
Wood block	:	0.8
Brick	:	1.1
Concrete	:	2.2
Asphalt	:	3.5
Macadam	:	6.1
Gravel	:	8.0
Cinders	:	<u>12.5</u>
	:	34.2
	:	

The city is remarkably well served by the 34.2 miles of pavements. A large proportion of the gravel and cinder pavements, however, will soon need to be replaced by more permanent types. Anything like a program for pavement construction should, of course, await the installation of a sewer system, discussed above. This only emphasizes the need of early action on the sewage system.

Street Car Service

Except in the fifth ward, and sixth ward, the street car service may be said to be fairly satisfactory for a city of 20,000. The development of these two wards has been quite recent, but as has been shown in Chapter VII, these wards are building up with increased rapidity. Moreover, these home

owners have fewer automobiles than citizens in other sections, and the dependance upon street car transportation is correspondingly greater. The extension of the Mason Street car line to Second Avenue and east on this avenue would greatly accomodate this fast growing section.

Financial conditions in recent years have been unfavorable to street car line extensions, but appear now to be improving.

It is suggested that a committee of the Common Council take up with the street car management this matter of track extension in order that the matter may receive early consideration and adjustment.

Conclusion.

It is hoped that the above broad outlines of Appleton's civic needs and plans for future growth should challenge the civic pride and interest of every citizen. The outline of needs should not seem too formidable, for it must be understood they do not all require treatment at once. Most of them call for more careful planning, a longer look ahead, rather than more expenditure of money. Many will be more than self-supporting and all of them will contribute to making Appleton a better place in which to live.

Cities, like individuals, do not stand still - they must go forward or backward. The competition among the cities of The Fox River Valley is unusually severe. In the end the most efficient city - the city in which industry and business can be done most efficiently - will win out. The successful city of the future will not "just happen", it will be planned.

APPENDIX I.

PROPOSED RULES AND REGULATIONS GOVERNING THE PLATTING OF
LAND AND THE APPROVAL OF ALLOTMENT PLATS WITHIN THE
JURISDICTION OF THE CITY PLANNING COMMISSION OF
THE CITY OF APPLETON, WISCONSIN.

Section A - Preliminary Plans.

1. A preliminary street plan shall be submitted to the Commission and be tentatively approved by it before the allotter will be authorized to proceed. This plan must be filed in the office of the Commission not less than three days before the meeting of the Commission to receive action thereon at that meeting.
2. The scale of the preliminary plan is optional.
3. The preliminary plan must show contours, all trees over eight inches in diameter, water courses, property lines, other existing features, and a notation stating acreage in the proposed allotment, the proposed minimum width of lots and the name of the plat.
4. All preliminary plans shall also show by a vicinity plat all existing streets in the surrounding territory.

Section B - General Requirements.

- 1 STREETS - Major or traffic streets shall be not less than 66 feet in width and the Commission may require 80 or 90 feet or more. Minor or residence streets shall be 50 feet more in width.
2. All streets shall be coterminous with existing streets at the same or greater width, unless a variation be deemed advisable by the Commission.
3. Cross streets shall be located at intervals of not more than seven hundred fifty (750) feet and not less than four hundred (400) feet, except where the Commission deems existing conditions justify a variation from this requirement.
4. Grades on all streets shall be the minimum possible and no grade in excess of 4 per cent on traffic streets and 6 per cent on residence streets will be approved.
5. LOTS - All residence lots shall be forty-five (45) feet or more in width.
6. Corner lots shall be of sufficient width to permit a side street set-back restriction of not less than fifteen (15) feet.
7. All side lines of lots shall be at right angles or radial to street lines, unless a variation from this rule will give a better street and lot plan.

8. LEVELS AND GRADES - The City Engineer will take all levels for street profiles and establish all grades, charging the cost to the allotment owner.

9. CHECK SURVEY - The City Engineer will check all boundary surveys on the ground after the preliminary plat has been approved by the Commission, charging the cost to the allotment owner.

10. INFORMATION PRINT - A satisfactory plat, showing all survey points, lines and angles as found on the ground and also as given in deed records, shall be filed in the office of the Commission before the check survey will be made.

11. PIPES- Iron rods or pipes shall be set at all boundary corners before the check survey will be made.

12. MONUMENTS.- Monuments must be set at all boundary corners and shall be of a number and at locations to be indicated by the City Engineer, the tops of which monuments shall conform to the final grade of the sidewalk or pavement. If said monuments have not been set when the plat is accepted, there shall be deposited with the Commission, made payable to the City Engineer to cover the cost of setting said monuments, the amount of which check will be returned after said monuments have been set. The plat must show the (proposed) location of all monuments, which must be of a standard type, approved by the Commission. Unless said monuments have been set within three months after the expiration of the time limit fixed in the bond for the grading of streets, the Planning Commission or the City of Appleton may set aside said monuments with the proceeds of said check.

13. BONDS- A Surety Company bond in an amount to be determined by the City Planning Commission, with sureties satisfactory to them, shall be given by the allotment owner to guarantee grading of new streets and public places, laying of 5 foot curbs, erecting street signs and providing drainage as directed by or satisfactory to the City Engineer; and for improving such streets in the allotments from a street that has an existing improvement as the Commission may require or direct. Sides of streets shall be sloped $1\frac{1}{2}$ to 1.

14. STREET TREES - Trees, of a size and variety and in the places and under the conditions prescribed by the Commission, shall be planted and, before final approval will be endorsed on the record plat, a satisfactory bond shall be furnished to cover the cost of completing such planting and the maintenance of said trees for a period of two years.

15. SET-BACK LINE -The minimum set-back or building line shall be fifteen (15) feet from the street line, and more than fifteen (15) feet may be required where depths of lots and neighborhood conditions warrant it. Building lines shall be shown and marked by a brown line.

16. EASEMENTS - Easement, not less than ten (10) feet wide, five feet on each side, for public service poles, pipes, conduits, etc. along the rear of lots and in other locations where necessary, will be required and shall be noted on the filing or record plat.

17. PLAYGROUNDS - In residential allotments, the Commission will require the allotter to dedicate for playgrounds an area which it deems adequate for the children of the future residents of the allotment.

18. ABSTRACT - An abstract of title or other evidence satisfactory to the City Attorney, showing good title in the land owners to new streets and public places, to be examined by the City Attorney must be furnished the Commission, and the approval of such title by the city attorney must be filed in writing with the Secretary of the Commission before the approval of the Commission will be endorsed on the record plat.

19. RECORD PLATS- All final or record plats shall be drawn to a scale of 50 feet to one inch and upon sheets 24 inches by 36 inches, provided that when more than one sheet is required, a plan map shall also be filed showing the entire allotment on one sheet with lot numbers and dimensions.

20. When the final or record plat has been recorded, it shall be the property of the Planning Commission.

The above rules and regulations are the standard requirements of the Commission.

If it appears that a strict observance of all these requirements will work undue hardship on an allotter, or that less requirements have been imposed on other allotments in the immediate vicinity of the proposed allotment, the Commission may grant such change or variation from these rules and regulations as it deems just and proper.

APPENDIX II

PROPOSED ZONING ORDINANCE
FOR
APPLETON, WISCONSIN.

CITY PLANNING COMMISSION

LEONARD S. SMITH, CITY PLANNING ENGINEER.

ZONING ORDINANCE FOR THE CITY OF
APPLETON, WISCONSIN.

The Common Council of the City of Appleton do ordain as follows:-

AN ORDINANCE.

Regulating and restricting the location of trades and industries, and the location of buildings designed for specified uses, and regulating and limiting the height and bulk of buildings hereafter erected, and regulating and determining the area of yards, courts, and other open spaces surrounding buildings, and establishing the boundaries for said purposes. The Mayor and the Common Council of the City of Appleton do ordain as follows.

ARTICLE I.

DEFINITIONS.

SECTION 1. For the purpose of these regulations, certain terms and words are herewith defined as follows:

Words used in the present tense include the future; words in the singular number include the plural number, and words in the plural number include the singular number; the word "lot" includes the word "plot"; the word "building" includes the word "structure".

ACCESSORY BUILDING.-

A subordinate building located in and occupying not more than forty per cent of the rear yard. The use of such building is incidental to the main building and shall not exceed fifteen feet in height measured from the ground floor level to the roof plate thereof.

ALLEY.-

A public way, not exceeding thirty feet in width, and not officially designated or recorded as a street.

BUILDING.-

A structure having a roof supported by columns or walls and for the shelter, support, or inclosure of persons, animals, or chattels.

BUILDING AREA.-

The maximum horizontal projected area of a building and its accessory buildings, excluding open steps and porches, terraces, cornices, and chimneys.

BUILDING AREA LIMITATION, WHERE APPLIED.-

The limitation as to building area shall apply at the curb level in the case of a building located in a residence district, in other districts, however, said limitation shall apply at the sill level of the second story window, but not more than twenty-three feet above the curb level.

A FAMILY.-

Any number of individuals living together and cooking on the premises as a single housekeeping unit.

BUILDING HEIGHT.-

The vertical distance from the level of the curb opposite the middle of the front of the building, in the case of flat roofs to the top of the roof beams adjacent to the street wall, and in the case of pitched roofs to the average height level of the gable. Where no roof beams exist or there are structures wholly or partly above the roof the height shall be measured from the curb level to the level of the highest point of the building. Where the walls of a building do not adjoin the street, the average level of the ground adjoining the walls of the building may be taken in measuring its height instead of the curb level.

BUILDING HEIGHT IN STORIES.-

The first story shall be considered as being not more than twenty feet high, the first three stories shall be considered as being not more than forty three feet high, for each additional thirteen feet or fraction thereof the building shall be considered to have at least one additional story. The height of a story shall be measured from finished floor to finished floor.

COURTS.-

An inner court is an open unoccupied space on the same lot with a building bounded on one side and both ends with a wall and on the remaining side by the lot line.

An outer court is a court not on a lot line extending to a street, alley or other open space, said space at least fifteen feet wide.

The width of a court is its least horizontal distance or dimension at its lowest level.

The length of a court is the mean horizontal distance between the ends of said court.

The height of a court is the vertical distance from the lowest level of such court to the highest point of any bounding wall.

The lowest level of a court shall be the same as that required for a rear yard.

LOT.-

A parcel of land occupied by one building and the accessory buildings or uses customarily incident to it, including such open spaces as are required by this ordinance.

A CORNER LOT.-

A parcel of land not over sixty feet in width at the junction of and fronting on two intersecting streets.

AN INTERIOR LOT.-

A lot other than a corner lot.

THE DEPTH OF A LOT.-

The mean horizontal distance from the street line to the rear lot line or to the center line of an alley but not to exceed ten feet beyond the rear lot line.

LOT LINES.-

The lines bounding a lot as defined herein.

NON-CONFORMING USE.-

A use of a building or premises occupied by, or if vacant, classified as a use that does not conform with the regulations of the district in which such building or premises is located.

PERCENTAGE OF LOT OCCUPANCY.-

That proportion of such area of a lot as lies within lot lines as defined herein, which is occupied or which may be occupied, under these regulations, as building area.

PRIVATE GARAGE.-

An accessory building used to house not more than two automobiles, provided that on a lot having an area in excess of 3,600 square feet, one additional non-commercial automobile may be housed for each additional 3,600 square feet of lot area.

PRIVATE STABLE.-

A stable housing not more than four horses and four vehicles.

PUBLIC GARAGE OR STABLE.-

A garage or stable other than a private garage or stable.

REAR YARD.-

An open space on the same lot with a building and extending between the rear line of the building and the rear line of the lot or center of an alley, for the full width of the lot, and unobstructed to the sky except as herein specifically authorized.

REAR YARD DEPTH.-

The mean horizontal distance between the rear line of the building and the center line of the alley, where an alley exists, otherwise the rear lot line.

REAR YARD LEVEL.-

Where a lot is within a residence district, the lowest level of the rear yard shall not be above the curb level or the level of the ground back of the building, whichever is the highest, and not above the sill level of the first story windows in any case.

Where a lot is not within a residence district, the lowest level of the rear yard shall not be above the sill level of the second story windows nor in any case more than twenty-three feet above the curb level.

SIDE YARD.-

An open unoccupied space on the same lot with a building between the building and the side line of the lot extending from the street line to the rear yard or rear lot line.

STRUCTURAL ALTERATIONS.-

Any change in the supporting members of a building, such as bearing walls or partitions, columns, beams, or girders, excepting such alterations as may be required for the safety of the building.

Definitions of other words in this Ordinance shall be construed or defined as in the Building Code of the State of Wisconsin.

ARTICLE 2.
GENERAL REGULATIONS AND EXCEPTIONS.

Section 2. NON-CONFORMING USES.-

Any non-conforming use of a building or premises existing at the time of passage of this ordinance, may be extended throughout the building provided no structural alterations, except those required by law or regulations, are made therein and no new building is erected.

Where the structural alterations are made in a building of a non-conforming use, such use shall be changed to a use consistent with the provisions of this ordinance for the district in which such building is located.

If no structural alterations are made, a non-conforming use may be changed to a use that is permitted in the most restrictive district in which the said non-conforming use is permitted, provided that all other regulations governing the use are complied with.

Any building vacant at the time of the adoption of this ordinance shall be classified as to use in accordance with its previous use, arrangement, design, or intended use.

A structure may be located in any district and the premises used by a public service corporation for purposes which the Railroad Commission of Wisconsin may decide are necessary for the public convenience.

SECTION 3. EXCEPTIONS TO HEIGHT LIMITATIONS.-

A single family dwelling located in a residence district may exceed the forty feet height limit by not more than five feet when two side yards are provided, each having a width of not less than fifteen feet.

The height limitations placed on buildings in Sections, 5, 6, and 8 of this ordinance shall not apply to the following structures:

1. Chimneys, flues, grain elevators, or gas holders.
2. Water towers or tanks other than those located on the roof of a building.
3. Bulkheads, elevator enclosures, towers, monitors, pent houses, skylights, or water tanks occupying in the aggregate less than twenty-five per cent of the area of the roof on which they are located.
4. Parapet walls or cornices extending above the height limit not more than five feet.
5. Monuments, towers, spires, church roofs, domes, cupolas, or hotel belfries for ornamental purposes and not used for human occupancy.
6. Churches, temples, convents, schools, clubs, dormitories, colleges, libraries, public museums, hospitals, sanitariums, telephone exchanges; provided, however, that such buildings or portions thereof exceeding the height limit of the district be set back from the lot lines a distance equal to one-half the excess height of such building or portion thereof.
7. Structures erected or for which foundations have been built prior to the passage of this ordinance, and where such foundations were designed to carry additional stories but not to exceed the height originally intended in the design.

SECTION 4. OPEN SPACES REQUIRED.- REQUIRED COURTS AND YARDS.-

Every room in which one or more persons live, sleep, work, or congregate, except storage rooms or other rooms where the nature of the occupancy does not require direct light and air from the outside, shall have a window area equal to one-tenth of the floor area of the room.

Such required windows shall open directly upon either a street, alley, rear yard, side yard, or court located on the same lot with the building and conforming to the requirements prescribed by this ordinance as to its minimum area and least dimensions.

YARDS AND COURTS, WHEN NOT REQUIRED.-

The provisions of this ordinance shall not be deemed to apply to courts or shafts for bathrooms, toilet compartments, hallways or stairways, nor shall they apply to yards and courts which may be provided in addition to those required by this ordinance.

NO REDUCTION OF YARDS OR COURTS ALLOWED.-

No lot area shall at any time be so reduced or diminished that the yards, courts, or open spaces shall be smaller than prescribed by this ordinance.

REAR YARD, WHEN REQUIRED.-

There shall be a rear yard on every lot, or portion thereof, the rear line of which is more than fifty feet back from the front street line.

REAR YARD, WHEN NOT REQUIRED.-

A corner lot or an interior lot running through the block from street to street or to within fifty feet of another street shall not be required to provide a rear yard. In an industrial or a commercial and light manufacturing district, or local business district when a lot is used for other than residence purposes a rear yard is not required.

REAR YARD, COMPUTATION OF DEPTH.-

In computing the depth of a rear yard abutting on a street or alley, the measurement may include one-half the width of such street or alley, but in no case exceeding ten feet.

On a lot less than 100 feet deep the depth of the rear yard for a building two stories or less in height may be reduced one per cent for each foot such lot is less than 100 feet in depth, provided such reduction shall in no case exceed one-half the required depth. For each additional story in height the depth of such yard shall be increased as hereinafter prescribed.

ACCESSORY BUILDINGS.-

Accessory buildings with a height of not more than fifteen feet measured from the ground floor of such building to the roof thereof may occupy not more than ten per cent of the area of the lot in addition to other building area limitations.

CHIMNEYS AND FLUES.-

Chimneys or flues may be erected within a rear yard provided they do not exceed five square feet in area in the aggregate and do not obstruct ventilation.

FIRE ESCAPES.-

Open or lattice enclosed iron fire escapes may project not more than eight feet and fire proof outside stairways or solid-floored balconies to fire towers may project not more than four feet into a rear yard.

CUT-OFFS.-

A corner of a yard or court may be cut off between walls of the same building, provided that the length of the wall of such cut-off does not exceed five feet.

EXPANSION TO YARDS OR COURTS.-

Windows opening on a portion of a yard or court conforming to the minimum requirements of a yard or court shall be deemed to comply with the provisions of this ordinance. Such extension on which windows open shall not be deeper in any part than it is wide on the open side, nor shall such open side be less than six feet wide. The area contained in an extension to a yard or court shall in no case be included in computing the required area of a yard or court.

PROJECTIONS ALLOWED.-

The area required in a yard or court at any given level shall be open from such level to the sky unobstructed, except for the ordinary projections of the skylights and parapets above the bottom of such court or yard, and except for the ordinary projections of window sills, belt courses, gutters, cornices, and other ornamental features to the extent of not more than six inches, provided that wider cornices on the street front may turn the corner and project their full width into a side yard or outer court within five feet of the street wall of the building.

BAY WINDOWS AND ORIELS.-

In a side yard not less than six feet wide an oriel or bay window not more than fifteen feet wide and without a gable may be constructed to extend not nearer than four and one-half feet from the side lot line.

ARTICLE 5.

BUILDING ZONES.

SECTION 5.

For the purpose of regulating and restricting the location of trades and industries and the location of buildings designed for specified purposes, regulating the height and bulk of buildings and regulating and determining the area of courts, yards, and other open spaces for buildings hereafter erected, the City of Appleton is hereby divided into four classes of districts: viz, residence districts, local business districts, commercial and light manufacturing districts, and heavy industry districts as shown on the zone map which accompanies this ordinance and which is hereby declared a part thereof. The districts designated on said map are hereby established. The district designations which accompany said map are hereby declared to be a part thereof. No building, structure, or premises shall hereafter be erected or used for any purposes other than a purpose permitted in the district in which such building, structure, or premises is located; nor shall the use of any. No building or part of a building shall be erected except in conformity with the regulations herein prescribed for the district in which such building is located.

SECTION 6. REGULATIONS FOR RESIDENCE DISTRICT.

USES PERMITTED.

In a residence district no building, structure, or premises shall be used and no building or structure shall be erected which is arranged, intended or designed to be used except for one or more of the following specified uses:

1. Single family dwellings or two family dwellings.
2. Lodging or boarding houses, dormitories, or fraternity houses.
3. Clubs, excepting clubs the chief activity of which is a service customarily carried on as a business.
4. Churches.
5. Schools, colleges, libraries, or public museums.
6. Philanthropic and eleemosynary uses or institutions other than correctional institutions.
7. Railroad rights-of-way.
8. Farming, truck gardening, nurseries, or greenhouses.
9. Telephone central offices.

10. In undeveloped sections of the city a temporary building or use incidental to the residential development erected and so used for a period of two years from the date of the permit.

11. Accessory uses customarily incident to the above uses. The terms accessory uses shall not include:-

- a. A business outside the building to which it is accessory, or which occupies a total floor area in excess of 25% of the floor area of one story of such building, or which by reason of the appearance of the building or premises, or the emission of odor, smoke, dust, or noise, or in any other way is objectionable or detrimental to the residential character of the neighborhood, or which involves features in design not customary in buildings for the above uses or any structural alteration of the building.
- b. A garage other than a private garage.

HEIGHT LIMITATION.

In a residence district no building, except as herein provided for, shall be erected to a height in excess of forty feet, and no building used for residence purposes shall be in excess of two and one-half stories.

REAR YARDS.-

No rear yard shall be less than twenty-five feet deep on an interior lot nor less than ten feet deep on a corner lot for a building two stories or less in height. For each additional story in height the depth of such rear yard shall be increased six feet.

SIDE YARDS.-

No side yard shall be less than six feet wide for a building two stories or less in height and fifty feet or less in length. For each additional story in height the width of such side yard shall be increased three feet, and for any additional length the width of such side yard shall be further increased at the rate of one foot in eight feet. At least one side yard shall be provided on every lot located in a residence district as designated on the zone map. On a lot having a width of less than thirty-seven feet at the time it is placed in a residence district and improved with two side yards the width of each of such yards may be reduced one foot. On a lot having a width of less than thirty-three and one-half feet

SECTION 6. REGULATIONS FOR RESIDENCE DISTRICT.

USES PERMITTED.

In a residence district no building, structure, or premises shall be used and no building or structure shall be erected which is arranged, intended or designed to be used except for one or more of the following specified uses:

1. Single family dwellings or two family dwellings.
2. Lodging or boarding houses, dormitories, or fraternity houses.
3. Clubs, excepting clubs the chief activity of which is a service customarily carried on as a business.
4. Churches.
5. Schools, colleges, libraries, or public museums.
6. Philanthropic and eleemosynary uses or institutions other than correctional institutions.
7. Railroad rights-of-way.
8. Farming, truck gardening, nurseries, or greenhouses.
9. Telephone central offices.

10. In undeveloped sections of the city a temporary building or use incidental to the residential development erected and so used for a period of two years from the date of the permit.

11. Accessory uses customarily incident to the above uses. The terms accessory uses shall not include:-

a. A business outside the building to which it is accessory, or which occupies a total floor area in excess of 25% of the floor area of one story of such building, or which by reason of the appearance of the building or premises, or the emission of odor, smoke, dust, or noise, or in any other way is objectionable or detrimental to the residential character of the neighborhood, or which involves features in design not customary in buildings for the above uses or any structural alteration of the building.

b. A garage other than a private garage.

HEIGHT LIMITATION.

In a residence district no building, except as herein provided for, shall be erected to a height in excess of forty feet, and no building used for residence purposes shall be in excess of two and one-half stories.

REAR YARDS.-

No rear yard shall be less than twenty-five feet deep on an interior lot nor less than ten feet deep on a corner lot for a building two stories or less in height. For each additional story in height the depth of such rear yard shall be increased six feet.

SIDE YARDS.-

No side yard shall be less than six feet wide for a building two stories or less in height and fifty feet or less in length. For each additional story in height the width of such side yard shall be increased three feet, and for any additional length the width of such side yard shall be further increased at the rate of one foot in eight feet. At least one side yard shall be provided on every lot located in a residence district as designated on the zone map. On a lot having a width of less than thirty-seven feet at the time it is placed in a residence district and improved with two side yards the width of each of such yards may be reduced one foot. On a lot having a width of less than thirty-three and one-half feet

at the time it is placed in a residence district and improved with two side yards the width of each of such yards may be reduced two feet, provided that when the lot is improved with one side yard the width of such side yard may be reduced one foot. On a lot improved with two side yards for each foot that the southerly or easterly of such side yards exceeds the width required by this paragraph the other side may be reduced one foot, but in no case shall the side-yard be less than three feet wide.

OUTER COURTS.-

No outer lot-line court shall be less than seven feet wide for a court two stories or less in height, and thirty feet or less in length. For each additional story in height, the width of such court shall be increased one and one-half feet, and for any additional length the width of such court shall be further increased at the rate of one foot in eight feet.

No outer court not on a lot line shall be less than ten feet wide for a court two stories or less in height and thirty feet or less in length. For each additional story in height the width of such court shall be increased two feet, and for any additional length the width of such court shall be further increased at the rate of one foot in six feet.

INNER COURTS.-

No inner lot-line court shall be less than eight feet in width nor less than one hundred square feet in area for courts two stories or less in height. For each additional story in height every such court shall be increased by at least three lineal feet in its length and two lineal feet in its width.

No inner court not on a lot line shall be less than fourteen feet in width nor less than two hundred and eighty square feet in area for courts two stories or less in height. For each additional story in height every court shall be increased by at least four lineal feet in its length and three lineal feet in its width.

SETBACKS.-

Where in a residence district as designated on the zone map at least one-quarter of the lot on either side of a street between two intersecting streets is improved with buildings, a setback line is hereby established. The street walls of any building hereafter erected shall not be constructed within the space between the street line and the setback line, provided that on a lot between and adjoining two lots, each with a building projecting beyond the setback line, a building may be erected to conform to the setback line of whichever of said buildings is the farthest from the street line.

SETBACKS - HOW DETERMINED.-

That half of the buildings, which are the greatest distance from the street line, shall for the purpose of this ordinance be termed the "governing buildings". The setback line shall be located back from the street line a distance equal to the distance between the street line and the street wall of that governing building which is nearest to the street line; provided, however, that in any case the setback line is not required to lie more than 25 feet back of the street line on a lot 120 feet or more in depth and not more than 20 feet on a lot less than 120 in depth.

BUILDING AREA.-

No building shall occupy more than thirty per cent of the area of an interior lot, nor more than forty per cent of a corner lot, provided that on a lot 33 1/3 feet or less in width at the time of the passage of this ordinance 35% of the lot area may be occupied; provided, further, that on a lot improved with a building which is not occupied continuously, such as a church or lodge hall, fifty per cent of the lot may be occupied.

NUMBER OF FAMILIES HOUSED.-

No dwelling shall hereafter be created or altered to accommodate or make provision for more than sixteen families on any acre of land nor more than a proportional number of families on a fractional part of any acre of land. The maximum number of families which is hereafter to be housed on any plot of ground shall not exceed the integral number obtained by multiplying the acreage of such plot by sixteen.

The limitations imposed by this section shall, however, not prohibit the erection of a single family dwelling on any lot nor the erection of a two family dwelling on any lot, providing it contained at the time of the passage of this ordinance at least 3000 square feet.

LOCAL BUSINESS DISTRICTS.

SECTION 7. REGULATIONS FOR BUSINESS DISTRICTS.-

USED PROHIBITED.-

No building or premises shall be used, and no building shall be erected in a Local Business District which is arranged, intended or designated to be used for any of the following specified trades, industries, or uses:

1. Any kind of manufacturing other than the manufacturing or products the major portion of which are to be sold at retail on the premises to the ultimate consumer.
2. A blacksmith shop or horse shoeing establishment.
3. A milk bottling or distributing station.
4. A carpet or bag cleaning establishment.
5. The storage of scrap paper, rags, or junk.
6. A coal yard or lumber yard.
7. A bakery, laundry, or candy factory employing more than five persons.
8. A carting, express, or hauling yard, or storage yard.
9. A contractor's plant or storage thereof.
10. A coopeage.
11. Lime, cement, or plaster of parts manufacture or manufacture of their products.
12. Boiler, structural, or sheet iron works.
13. Dye works employing more than two dyers.
14. Enameling, japaning, or lacquering, except where the liquid is applied by hand brush and where not more than one employee is engaged in this work.
15. Fish packing or storage.
16. Poultry killing, dressing, or live storage, except for retail sale on premises only.
17. Stable for more than one horse for each 500 square feet area of lot.

18. Any trade, industry or use prohibited by Section 8 in a Commercial or Light manufacturing district.

No use permitted in a residence district by Section 6 shall be excluded from a local business district.

HEIGHT LIMITATION.-

In a local business district no building shall be erected to a height in excess of forty feet, and no building used for residence purposes shall be in excess of two and one-half stories.

REGULATIONS FOR COURTS AND YARDS WHEN REQUIRED BY SECTION 4 OF THIS ORDINANCE.

REAR YARDS.-

No rear yard shall be less than twenty feet deep on an interior lot nor less than ten feet deep on a corner lot for a building two stories or less in height. For each additional story in height the depth of such rear yard shall be increased three feet.

SIDE YARDS.-

No side yard shall be less than five feet wide for a building two stories or less in height and fifty feet or less in length. For each additional story in height the width of such side yard shall be increased one and one-half feet, and for any additional length the width of such side yard shall be further increased at the rate of one foot in ten feet. On a lot improved with two side yards for each foot that the southerly or easterly of such side yards exceeds the width required by this paragraph the other side yard may be reduced one foot, but in no case shall such side yard be less than three feet wide. On a lot having a width of less than thirty-three and one-half feet at the time it is placed in a business district and improved with two side yards the width of each of such yards may be reduced one foot.

OUTER COURTS.-

No outer lot line court shall be less than seven feet wide for a court two stories or less in height and thirty feet or less in length. For each additional story in height the width of such court shall be increased one and one-half feet, and for any additional length the width of such court shall be further increased at the rate of one foot in eight feet.

No outer court not on a lot line shall be less than ten feet wide for a court two stories or less in height and thirty feet or less in length. For each additional story in height the width of such court shall be increased two feet, and for any additional length the width of such court shall be further increased at the rate of one foot in six feet.

INNER COURTS.-

No inner lot line court shall be less than eight feet in width nor less than one hundred square feet in area for courts two stories or less in height. For each additional story in height every such court shall be increased by at least three lineal feet in its length and two lineal feet in its width.

No inner court not on a lot line shall be less than fourteen feet in width nor less than two hundred and eighty square feet in area for courts two stories or less in height. For each additional story in height every such court shall be increased by at least four lineal feet in its length and three lineal feet in its width.

BUILDING AREA.-

No building shall occupy more than fifty per cent of the area of an interior lot nor more than sixty per cent of the area of a corner lot; provided, however, when a building is used for business purposes only or as a place of assemblage, and no portion thereof is used as a dwelling, not more than seventy per cent of the area of an interior lot and not more than eighty-five per cent of the lot area of a corner lot may be built upon.

NUMBER OF FAMILIES HOUSED.-

No dwelling or apartment house shall hereafter be erected or altered to accommodate or make provision for more than twenty families on any acre of land nor more than a proportional number of families on a fractional part of any acre of land. The maximum number of families which may hereafter be housed on any plot of ground shall not exceed the integral number obtained by multiplying the acreage of such plot, exclusive of the area within street lines, by twenty. The limitation imposed by this section shall, however, not prohibit the erection of a single family dwelling on any lot nor the erection of a two-family dwelling on any lot; provided it contained at the time of the passage of this ordinance at least 3000 square feet.

COMMERCIAL AND LIGHT MANUFACTURING DISTRICTS.

SECTION 6. REGULATION FOR COMMERCIAL AND LIGHT MANUFACTURING DISTRICTS.

USES PROHIBITED.-

No building or premises shall be used, and no building shall be erected in a Commercial and Light manufacturing District which is arranged, intended or designed to be used for any of the following specified trades, industries, or uses:

1. Abattoirs.
2. Acetylene gas manufacture.
3. Ammonia bleaching powder or chlorine manufacture.
4. Arsenal.
5. Asphalt manufacture or refining.
6. Blast furnace.
7. Boiler works, structural, steel, or sheet iron.
8. Brick, tile, or terra cotta manufacture.
9. Candle manufacture.
10. Celluloid manufacture or treatment.
11. Coke ovens.
12. Crematory.
13. Cresote manufacture or treatment.
14. Disinfectants manufacture.
15. Distillation of bones, coal, or wood.
16. Dyestuff manufacture.
17. Exterminators and insect poisons manufacture.
18. Emery cloth and sandpaper manufacture.
19. Fat rendering.
20. Fertilizer manufacture.
21. Forge plant.
22. Glue, size and gelatin manufacture.
23. Gun powder manufacture or storage.
24. Fireworks or explosives manufacture.
25. Incineration or reduction of dead animals, offal, or garbage.

26. Lamp black manufacture.
27. Match manufacture.
28. Oil cloth or linoleum manufacture.
29. Oiled, rubber, or leather goods manufacture.
30. Ore reduction.
31. Paint, oil, shellac, turpentine, or varnish manufacture.
32. Paper and pulp manufacture.
33. Petroleum refining.
34. Potash refining.
35. Pyroxylin manufacture.
36. Rock crusher.
37. Rolling mill.
38. Rubber or gutta percha manufacture or treatment.
39. Salt works.
40. Saw mill.
41. Sheddy manufacture.
42. Smelting of iron.
43. Soap manufacture.
44. Soda and compound manufacture.
45. Stock yards.
46. Stove polish manufacture.
47. Sulphuric, nitric, hydrochloric acid manufacture.
48. Tallow, grease, or lard manufacture or refining.
49. Tanning, drying, or storage of leather, raw hides or skins.
50. Tar distillation or manufacture.
51. Tar roofing or tar waterproofing manufacture.
52. Wool pulling and scouring.
53. Woodworking manufacturing.
54. Any other trade, industry, or use that is noxious or offensive by reason of the emission of odor, dust, smoke, gas, or noise.
55. Wholesale and bulk storage of oil other than filling stations.
56. Coal and wood yards.
57. Junk yards.
58. Gas works and holders.

No use permitted in a residence district by section 6 or in a local business district by section 7 shall be excluded from a commercial and light manufacturing district, provided that when a lot is used for residence purposes the regulations for courts and yards in Section 6 for residence districts shall govern.

HEIGHT LIMITATION.-

No building shall be erected to a height in excess of fifty feet, except on College Avenue where the height may be sixty-five feet, and no building used in any part for residence purposes shall be in excess of three stories.

REGULATIONS FOR COURTS AND YARDS WHEN REQUIRED BY SECTION 4 OF THIS ORDINANCE.

REAR YARDS.-

No rear yard shall be less than fifteen feet deep on an interior lot nor less than ten feet deep on a corner lot for a building two stories or less in height. At each additional story height the depth of such rear yard shall be increased one and one-half feet.

SIDE YARDS.-

No side yard shall be less than four feet wide for a building two stories or less in height and sixty feet or less in length. At each additional story in height the width of such side yard shall be increased one foot, and for any additional length the width of such side yard shall be further increased at the rate of one foot in fifteen feet. On a lot improved with two side yards, if the southerly or easterly of such yards exceeds the width required by this paragraph by one foot the other side yard may be reduced in width one foot.

OUTER COURTS.-

No outer lot-line court shall be less than five feet wide for a court two stories or less in height and thirty feet or less in length. At each additional story height the width of such court shall be increased one foot, and for any additional length the width of such court shall be further increased at the rate of one foot in ten feet.

No outer court not on a lot line shall be less than eight feet wide for a court two stories or less in height and thirty feet or less in length. At each additional story height the width of such court shall be increased one foot, and for any additional length the width of such court shall be further increased at the rate of one foot in eight feet.

INNER COURTS.-

No inner lot-line court shall be less than six feet in width nor less than sixty square feet in area for courts two stories or less in height. At each additional story height every such court shall be increased by at least two lined feet in its length and one and one-half lined feet in its width.

ARTICLE #4.

GENERAL PROVISIONS.

HEAVY INDUSTRY DISTRICTS.

SECTION 9. REGULATIONS FOR HEAVY INDUSTRY DISTRICTS.-

HEIGHT LIMITATIONS.-

No building shall be erected to a height in excess of sixty-five feet and no building used in any part for residence purposes shall be in excess of two and one-half stories.

REGULATIONS FOR COURTS AND YARDS HERE REQUIRED BY SECTION 4 OF THIS ORDINANCE.

Regulations governing the dimensions of the rear yards, side yards, outer courts and inner courts for a heavy industry district shall be the same as those provided for in Section 8 for commercial and light manufacturing districts.

SECTION 10. DISTRICT BOUNDARIES, HOW DETERMINED.

The boundaries between districts are indicated on zoning Map "0" and more particularly described in the following descriptions.

SEE APPENDIX III

DIVISION OF LOTS BY BOUNDARY LINES.-

Where a district boundary line divides a lot in a single ownership at this time of the passage of this chapter, the regulations for either portion of such lot may extend to the entire lot, but not more than twenty-five feet beyond the boundary line of the district for which such regulations are established.

EFFECT OF WIDENING A STREET.-

Whenever a street other than a boulevard or parkway is so widened as to be within one hundred and twenty feet of a boundary line of a more restricted district, the less restricted district shall thereupon extend one hundred and twenty feet back from the widened street and such change in the district boundary lines shall have the same force and effect as though separately ordained.

EFFECT OF THIS ORDINANCE UPON CONTRACTS AND AGREEMENTS AND UPON OTHER LAWS AND REGULATIONS.-

SECTION 11.- In their interpretation and application the provisions of this ordinance shall be held to be the minimum requirements adopted for the promotion of the public safety, health, convenience, and general welfare. It is not intended by this ordinance to interfere with or abrogate or annul any easements, covenants or other agreements between parties; nor is it intended by this ordinance to repeal, abrogate, annul, or in any way to impair or interfere with any existing provision of law or ordinance or any rules, regulations or permits previously adopted or issued or which shall be adopted or issued pursuant to law relating to the use of buildings or premises; provided, however, that where this ordinance imposes a greater restriction upon the uses of buildings or premises or upon the height of buildings or requires larger yards, courts or other open spaces than are imposed or required by such existing provision of law or ordinance or by such rules, regulations or permits, the provisions of this ordinance shall control.

SECTION 12. ISSUANCE OF BUILDING PERMITS BY CITY ENGINEER.-

The city engineer shall issue no permit for the construction or alteration of any building or structure or part thereof where the plans and specifications and intended use for which are not in all respects in conformity with the provisions of this ordinance. In case the intended use owing to its nature or the vagueness of its statements falls within more than one of the classes of uses established by Article 3 of this ordinance such building or structure shall not be permitted in any district in which any such classes are prohibited.

SECTION 13. PLATS.-

All applications for building permits shall be accompanied by a plat in duplicate drawn to scale, showing the actual dimensions

of the lot to be built upon, all buildings existing upon said lot, the distance every building within the block is set back from the street line upon which said lot abuts, the size of the building to be erected, and such other information as may be necessary to provide for the enforcement of these regulations. A careful record of such applications and plans shall be kept in the office of the city engineer. No yard, court, or other open space provided about any building as required by these regulations shall be used as a yard, court, or other open space for another building.

CERTIFICATES OF OCCUPANCY.-

SECTION 14. It shall be unlawful to use or permit the use of any building or premises or part thereof hereafter created, erected, altered, changed, or converted wholly or partly in its use or structure until a certificate of occupancy to the effect that the building or premises or the part thereof so created, erected, altered, changed, or converted and the proposed use thereof conform to the provisions of this ordinance shall have been issued by the city engineer. It shall be the duty of the city engineer to issue a certificate of occupancy within ten days after a request for the same is filed in his office by any owner of a building or premises affected by this ordinance, provided said building or premises, or the part thereof so created, erected, altered, changed, or converted, and the proposed use thereof, conforms with all the requirements of Article 5 of this ordinance.

FEE FOR CERTIFICATE OF OCCUPANCY.-

No fee shall be charged for an original certificate applied for coincidentally with the application of a building permit; for all other certificates or for copies of any original certificate there shall be a charge of \$1 each.

TEMPORARY CERTIFICATES OF OCCUPANCY.-

Pending the issuance of a regular certificate, a temporary certificate may be issued for period not exceeding six months, during the completion of alterations or during partial occupancy of a building pending its occupation. Such temporary certificates shall not be issued except under such restrictions and provisions as will adequately insure the safety of the occupants. No temporary certificate shall be issued, if, prior to its completion, the building fails to conform to the provisions of this chapter to such a degree as to render it unsafe for the occupancy proposed.

CHANGES REQUIRING ISSUANCE OF NEW CERTIFICATES OF OCCUPANCY.-

If the conditions of use or occupancy of any building or premises or part thereof are substantially changed, or so changed as not to be in conformity with the conditions required by a certificate issued therefor, or if the dimensions or area of the lot upon which a building is located or its yards or courts

are reduced, said certificate shall be void and the owner shall notify the city engineer, who shall order an inspection of the building, premises or lot. If the building conforms to all the requirements of this ordinance a new certificate shall be issued as herein provided.

PROCEDURE IN CASE OF NON-CONFORMITY.-

If, on any inspection, the conditions of a building or premises or its use or occupancy are found not to conform to the requirements of this ordinance or the conditions of an existing certificate therefor, the city engineer shall at once issue written notice to the owner, specifying the manner in which the building or premises or its use or occupancy fails to so conform, and the owner shall at once take steps to make it so conform, as directed by the city engineer; and if it is necessary for the proper protection of the occupants he shall order the use or premises vacated until its condition is made satisfactory in conformity with the requirements of this ordinance, at which time a certificate shall be issued as herein provided.

AMENDMENTS AND CHANGES IN THE DISTRICTS AND REGULATIONS THEREFOR BY THE COMMON COUNCIL.-

SECTION 15.

The Common Council may from time to time on its own motion or on petition, after public notice and hearing as provided by law and after report by the City Plan Commission, alter, supplement or change the boundaries or regulations herein or subsequently established. Whenever the owners of fifty per cent or more of the frontage in any district or part thereof present a petition duly signed and acknowledged to the Council requesting an amendment, supplement or change in the regulations prescribed for such district or part thereof, it shall be the duty of the Council to vote upon said petition within ninety days after the filing of the same by the petitioners with the city clerk. In case a protest against a proposed amendment, supplement, or change be presented, duly signed and acknowledged by the owners of twenty per cent of the frontage immediately in the rear thereof, or by the owners of twenty per cent of the frontage directly opposite the frontage proposed to be altered, such amendment shall not be passed except by two thirds vote of the Council. If any area is hereafter transferred to another district by a change in district boundaries, by an amendment, as above provided, the provisions of this ordinance in regard to buildings or premises existing at the time of passage of such amendment in such transferred area.

COMPLETION AND RESTORATION OF EXISTING BUILDINGS.

SECTION 16.-

Nothing herein contained shall require any change in the

plans, construction or intended use of a building for which a building permit has been heretofore issued and the construction of which shall have been diligently prosecuted within six months of the date of such permit, and the ground story framework of which, including the second tier of beams, shall have been completed within six months, and which entire building shall be completed according to such plans as filed within two years from the date of the passage of this ordinance. Nothing in this ordinance shall prevent the restoration of a wall declared unsafe by the city engineer, nor the restoration of a building destroyed less than fifty per cent of its value exclusive of foundations, by fire, explosion, act of God, or act of the public enemy subsequent to the passage of this ordinance.

SECTION 17. PENALTIES.-

Any person, firm, company, or corporation owning, controlling or managing any building or premises therein or whereon there shall be placed or there exists anything in violation of any of the sections of this chapter; or any person, firm, company, or corporation who shall assist in the commission of any violation of these sections; or who shall build contrary to the plans or specifications submitted to and approved by the city engineer; or any person, firm, company or corporation who shall omit, neglect or refuse to do any act required in said sections shall, except where a special penalty is provided, be subject to a fine of not less than ten dollars nor more than two hundred dollars, together with the costs of the action, and in default of payment thereof, to imprisonment in the county jail for a period of not less than one day nor more than six months, or until such fine and costs shall be paid; and every such person, firm, company, or corporation shall be deemed guilty of a separate offense for each day such violation, disobedience, omission, neglect, or refusal shall continue; provided, however, that said accumulated penalties recoverable in any one action shall not exceed the sum of two thousand dollars.

VALIDITY OF ORDINANCE.-

SECTION 18.-

If any article, section, paragraph, subdivision, clause or provision of this ordinance shall be adjudged invalid, such adjudication shall apply only to the article, section, paragraph, subdivision, clause, or provision so adjudged, and the rest of the ordinance shall remain valid and effective.

This ordinance shall take effect and be in force from and after its passage and publication.

Passed and dated this day of, 19.....

City Clerk

Approved this day of, 19.....

Mayor,
Appleton, Wisconsin.

use

APPENDIX III.

DESCRIPTION

OF THE

BOUNDARIES OF THE ZONING DISTRICTS.

SECTION 10. DESCRIPTION OF THE BOUNDARIES OF THE
APPLETON BOVING DISTRICTS.

1. Local Business Districts.

- (a) At junction of State Road and Cherry Street.
Lots 17, 18, and 19, Block 39. Third Ward Plat.
- (b) At junction of Richmond and Postard Street.
Lots 3 and 4, Block 57, 5th Ward Plat; Lots 8 and 9,
Block 49, Fifth Ward Addition.
Lot 1 and North half of lot 2, block 26. 5th Ward Plat.
Lots 19, 20 and 21 of Block 17. 5th Ward Plat.
- (c) At junction of Richmond and Second Avenue.
Lots 3 and 4 of Block 9, Foster's Addition.
Lots 18, block 3 of Gilmore and Harreman's Addition.
That part of lot 6, Block 39, of Hyde and Harreman's
Addition described as follows, beginning at the N.E.
corner of said lot 6, thence west 120 feet, thence
south 102 feet, thence east 120 feet; thence north
102 feet.
- (d) At junction of Morrison and Second Avenue.
Lot 1 of block 19, and west 120 feet of lot 6, Block
18, all in David Kimball's Addition.
Lot 8, Block 28, Sixth Ward Plat.
Lot 6, Block 2, Herman Eric Sixth Ward Addition.
- (e) At junction of Meade Street, and Second Avenue.
Beginning at N.E. corner of lot 6, block 1, Johnson's
Addition, thence south 120 feet, thence east 186 feet,
to west line of Meade Street; thence north 120 feet to
Second Avenue, thence west 186 feet along south line of
Second Avenue to point of beginning. Also east 120 feet
of lot 15, Sheriff's Addition.
- (f) At junction of Lawe and Pacific Streets.
Lot 1 of Block 6, lots 8 and 9, block 1; lots 5 and 6,
block 11; and lot 14, block 12; all of Bateman's Addition.
- (g) At intersection of Main and Lake Streets.
Lot 8, Block 11, and lots 3 and 6, Block 12. 3 West Plat.
- (h) At intersection South River and Maple Grove Streets.
Beginning on north side of south River Street at the
common corner of lots 1 and 2, block 52, thence east to
the intersection of South River and Maple Grove Streets;
thence northwesterly along the westerly side of Maple
Grove Street to a point opposite the southeasterly side
of Walter Street, thence southwesterly at right angles
to Maple Grove Street 150 feet; thence south easterly
parallel to Maple Grove Street 200 feet thence north-
easterly to the northwestern corner of said lot 1, Block 52;
thence along west side of lot 1 to point of beginning;
all in 3 West Plat of 4th Ward.

2. Commercial and Light Manufacturing Districts.

- (a) Central District. Beginning at the intersection of the
center line of Drew Street and College Avenue, thence
north 155 feet to center line of alley in block 30; thence
west on said center line to its intersection with center

line of Burkee Street; thence north on said center line of Burkee Street to its intersection with the center line of block 33; thence west on center line of block 36 to its intersection with the center line of Morrison Street; thence north on said center line to its intersection with center line of Franklin Street; thence west along center line of Franklin Street to its intersection with center line of Euclid Street; thence north on said center line two blocks to its intersection with the center line of North Street; thence east on center line of North Street to its intersection with center line of Morrison Street; thence north on center line of Morrison Street; to its intersection with the center line of Pacific Street; thence west along center line of Pacific to its intersection with center line of alley in block 59, thence south along center line of said alley to the north line of lot 9, block 59; thence west 236 feet on said north line of lot 9 and north line of lot 8, block 60, to the east line of Bates Street; thence southerly on Bates Street to the northeast corner of lot 7, block 61; thence west 2286 feet along north line of lots 7 and 8, block 61, to its intersection with center line of Superior Street; thence south on center line of Superior Street to the center line of Perry Street; thence west on center line of Perry Street 269 feet to the center of Clark Street; thence south on center line of Clark Street 240 feet to the N. line of lot 4, thence west to center line of N. Division Street, thence south on center line to the northerly line of the C. & N.W. Ry. right of way; thence southwesterly along said right of way to its intersection with the north line of lot 8, block 24; thence west on said north line to the east line of State Street; thence westerly across State Street to the N.E. corner of lot 9, block 27, Fifth Ward Addition; thence west on north line of said lot 9 to the center line of north and south alley between said block 27 and block 28; thence south on said center line of alley 180 feet; thence west along south line of Adkins Street extended 1171 feet to the west line of Bennett Street; thence south to south line of alley between blocks 34 and 35 of Fifth Ward Plat; thence west 366 feet to the east line of Story Street; thence south to the center line of State Road; thence south-easterly along said center line to its intersection with the center line of Pierce Avenue; thence south along said center line to the northerly line of the C. & N.W. Ry. right of way; thence north-easterly along said right of way to its intersection with the center line of Lawrence Street; thence east along center line of Lawrence Street to its intersection with the center line of Walnut Street; thence south on said center line 170 feet to a point on the south line of lot 9, block 43 extended; thence east along said line 215 feet; thence northerly along the east line of lots 9 and 4, block 43, to the center line of Lawrence Street, thence west 60 feet, thence north along the east line of lots 15 and 16 and 17, block 54, to the south side of alley in said block 54;

thence east along said south side of alley 186 feet; thence south 24.4 feet to center line of block 7; thence east along said center line 592 feet to center line of Superior Street. Thence south 124.7 feet to center line of Lawrence Street; thence east on said center line of Lawrence Street to the center line of Morrison Street; thence north 189.8 along center of Morrison Street to the center of alley in block 8; thence east along center line of alley to its intersection with the center line of Drew Street; thence northerly to the point of beginning.

(b) Appleton Junction District.

Beginning at the point of intersection of the center line of Outagamie Street with the southerly side of the right of way of the C. & N.W. Ry. (Wisconsin Division); thence south along center line of Outagamie Street to its intersection with the center line of Hankel Street; thence west on center line of Hankel Street 150 feet; thence south 150 feet; thence west 105 feet to the northwest corner of Lot 15, block 6, Rogers Addition; thence south 100 feet; thence west along center line of block 7 to the center line of Douglas Street; thence south on center line of Douglas Street produced 300 feet; thence west parallel to Pine Street 650 feet to center line of Herbert Street; thence south 100 feet; thence west parallel to Pine Street to its intersection with the west city limits; thence north on said city limit line to its intersection with the southerly line of the C. & N.W. Ry. right of way. (Wisconsin Division); thence northeasterly along said right of way to point of beginning.

8. Heavy Industry Districts.

(a) Appleton Junction District. The following are the boundaries of this district.

Beginning at the point of intersection of the center line of Mason Street with the southerly line of the right of way of the C. & N.W. Ry. (Wisconsin Division) thence north along center of Mason Street to its intersection with the center line of Spencer Street; thence west on center line of Spencer Street to its intersection with the center line of Outagamie Street; thence south on center line of Outagamie Street to the center line of alley in block 2, Byron Douglas Addition; thence west on said center line of alley to the westerly line of block 5, same addition; thence north along said westerly line extended to center line of east and west alley in block 6, Arbolet Addition to the Third Ward; thence west along said alley line to the center of Victoria Street; thence north on center line of Victoria Street to the center line of College Avenue; thence east on center line of College Avenue to its intersection with the center line of Douglas Street; thence north on center line of Douglas Street and eastern line of block 24, to a point in the extension of the northerly line of Elsie Street; thence west on said line of Elsie Street extended to the west city limits; thence south along section line and

city limits to the southerly side of the C. & N. E. ... (Atlantic Division); thence northeasterly ... right of way to the point of beginning.

Heavy Industry District.

are the boundaries of this district as shown ... Beginning at the northwest corner of lot 3, ... thence south to ... thence east to center line of Atlantic Street; thence south to center line of ... thence north on center line of ... intersection with the north line of lot 2, block ... thence east on said line produced to the center line of ... thence north on center line of ... thence east on north line of Commercial Street; thence east on north line of Commercial Street; thence east on each line of ... thence north along the east line of Blocks 77 and 78 to center line of Second Avenue; thence west on center line of ... thence south on center line of ... to the south line of ... thence west on north line of ... to northwest corner of lot 3, Block 2, Johnson's Addition thence on east line of said lot 3 to the southwest corner of said lot 3; thence west 300 feet to the northwest corner of lot 3, block 3, of Heron Lake First and Addition; thence west 450 feet; thence west to point of beginning.

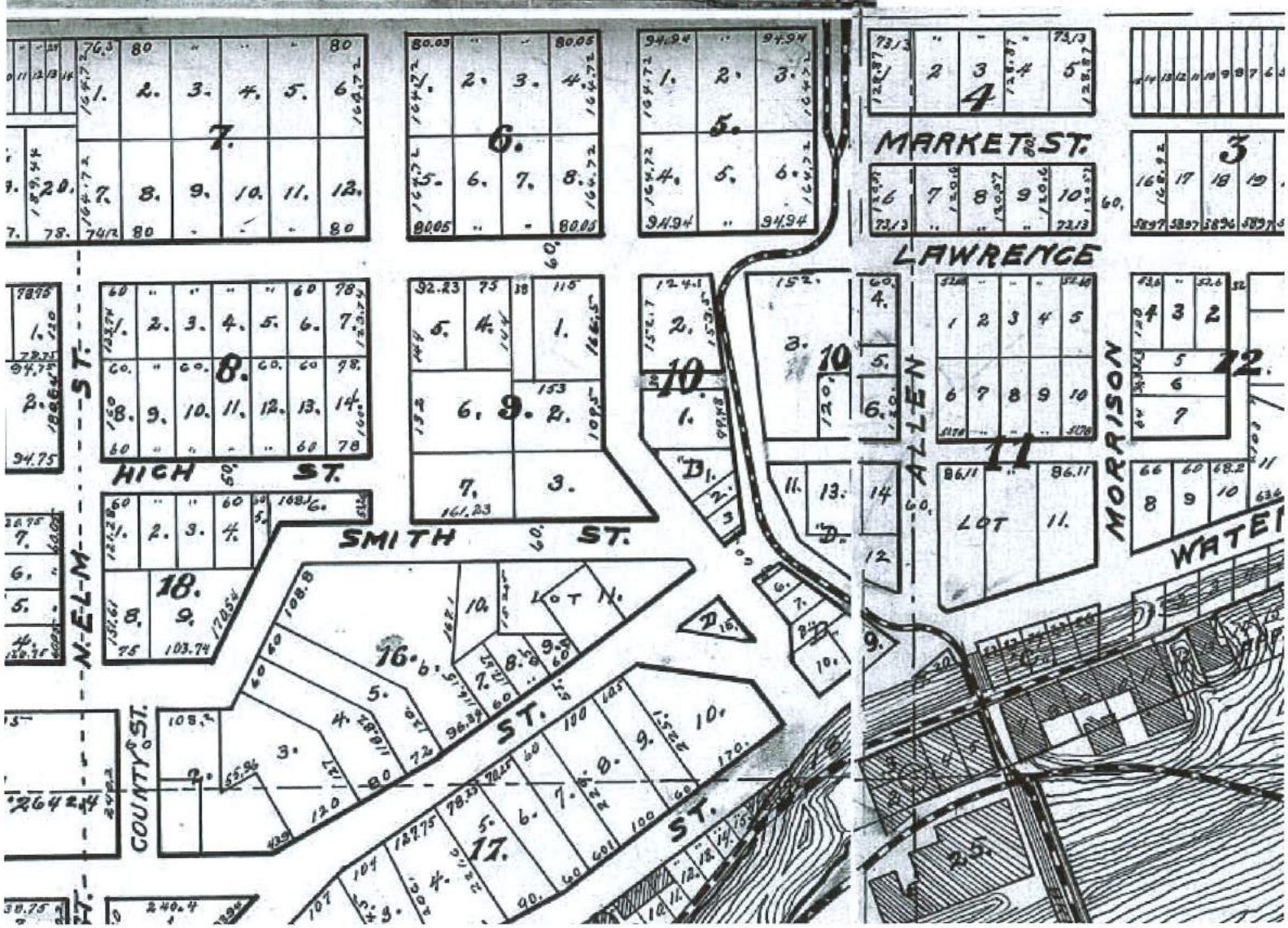
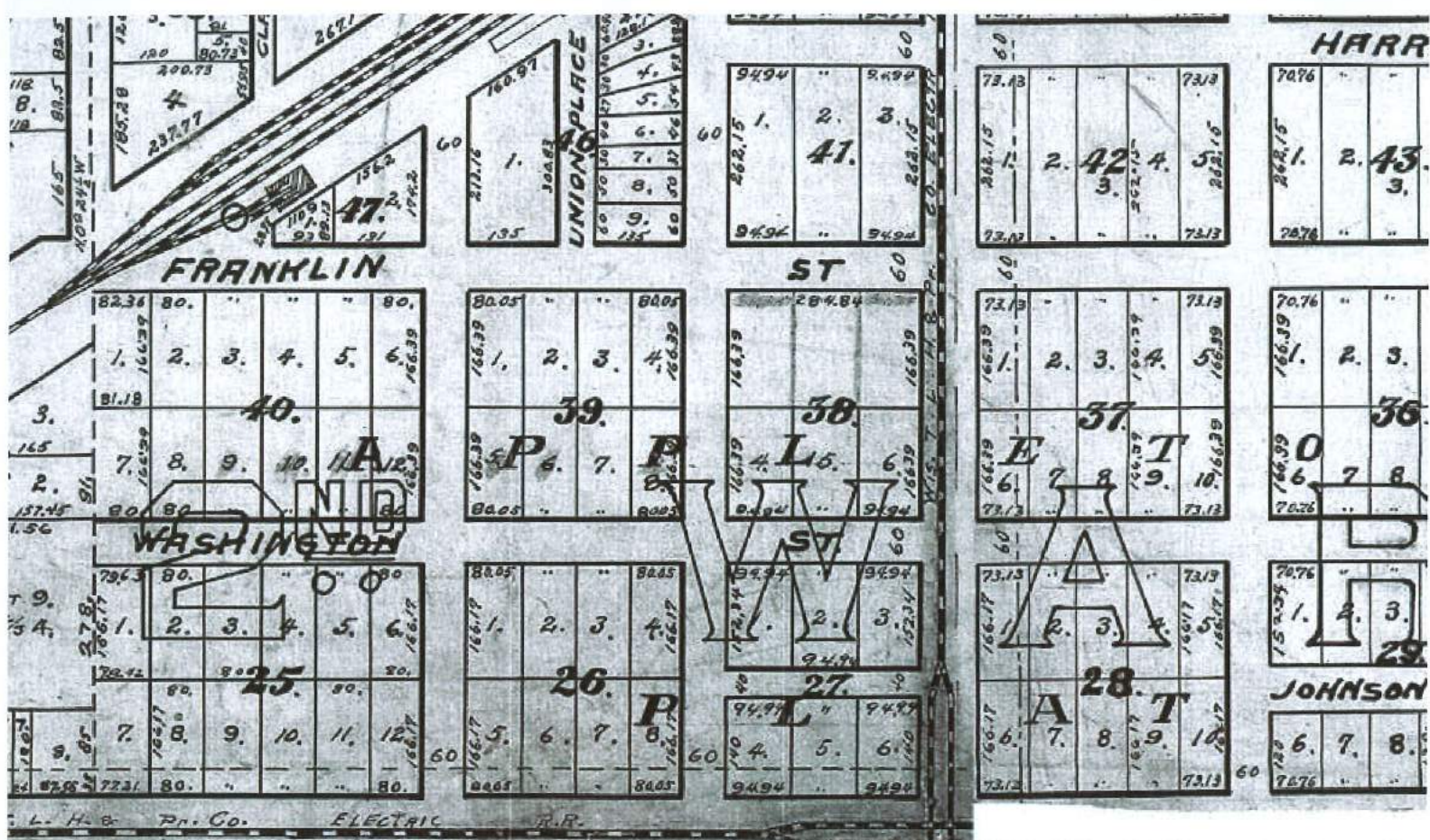
(b) Tenthill District.

This district includes all the land located on the island ... between the United States Canal on the south, and ... street on the north. Also the land described in lot 3 to 11, inclusive, of Block "H" and lots 4 and 5 of Block "H".

Also shown on the Willett Map as Blocks 58, 59, and 61.

RESIDENCE DISTRICT.

All land within the city limits not included within the ... of the local business, the commercial and light ... and the heavy manufacturing districts, as ... above described, are hereby reserved as a residence district.



RESOLUTION #

Rededication and revitalization of Solider's Square

WHEREAS; Monuments have long been used by civilizations as a way to commemorate a common history and to visualize a shared future, and have historically been incorporated into the fabric of civic life through the formation of public spaces which embrace them, **just as they were on Market street in Appleton from 1851 through 1937**, and;

WHEREAS; For the bereaved, military comrades, and the public at large, public memorials function as virtual graves for those who often died far from home on foreign soil and serve as permanent reminders of the steep price our nation, and our City, has paid for the preservation of its security and freedoms and the events that have helped shape our common history, and;

~~WHEREAS; a one block long plaza 80 feet in width between South Morrison and South Oneida streets, was deeded to Appleton in the 1850's by Boston philanthropist Amos Adams Lawrence, the namesake of Lawrence University, with the deed restriction that it continue to function as a "Public Highway", in perpetuity, lest it be returned to the Lawrence family, and;~~

WHEREAS; Market Street, as it was known from the early days of Appleton, was renamed in 1911 as 'Soldiers Square,' precipitated by the dedication of a monument erected to honor soldiers who fought in the Civil War, a monument created by Italian sculptor Chevalier Gaetano Trentanove and presented by Appleton industrialist A.W. Priest in memory of his brother, James Priest, who died in the Civil War, and;

~~WHEREAS; In 1915, in response to a national call to honor those who served in the Spanish American War, the City of Appleton petitioned for and received one of the one thousand "Remember the USS Maine" memorial plaques cast from the salvaged metals of the infamous warship before it was permanently sunk off the shores of Havana Harbor, dedicating it, along with two Napoleon cannon from the same conflict, on the East end of Soldier's Square, and;~~

WHEREAS; In 1922, The City Planning Survey recognized the importance of Soldier's Square, ~~its newly established memorial reflection space,~~ as a primary element in its first attempt to create a bold new vision for downtown, ~~featuring~~ calling for an expanded monument boulevard **to encompass what is now the Soldier's Square parking ramp footprint** as an anchor to its proposed civic centre on the bluff site, and;

WHEREAS; In the late 30's, to make way for parking, the Spanish American War Memorial was relocated to Pierce Park where **it was subjected** to vandalism and the **metal** scrap drive of 1943 which resulted in the loss of the cannon, **and** has since deteriorated beyond recognition while the Civil War memorial, which remained in Soldier's Square, ~~has been entirely neglected for over a century with sculptural elements missing from as far back as 1920, and has ,over time, forfeited~~ its prominence in the square plaza ~~and in the public trust,~~ and;

WHEREAS; More recently, the veterans of the Middle East conflicts, but also including those who served in Viet Nam, Korea and others conflicts over the last half century, have **NEVER** been formerly recognized in the common public space of Soldier's Square and are well-deserving of the same recognition and honor afforded all veterans of foreign wars, and;

~~WHEREAS; over the course of time, the very nature of Soldier's Square has changed so significantly, functioning more as a service coridor for parking and access to businesses, that it has lost, in its entirety, its original foundation and function as a civic plaza for which it was named and designed, and;~~

WHEREAS; Soldier's Square, was meant to provide a place of solace and contemplation, where our memorials could be appreciated for their aesthetic and symbolic value beyond their intrinsic commemorative purpose, and complement the mission of the civic spaces in which they reside by connecting us and causing us to reflect on something larger than ourselves;

WHEREAS; the City of Appleton's updated Comprehension Plan of 2016 called for essentially the same expansion of Soldier's Square as was suggested in 1922 and presented a grand concept of same which included a multi-use development, and

WHEREAS; the City of Appleton, presently vested in and in the midst of a grand redesign of its downtown core and bluff sites, including multi-use development proposals adjacent to Soldier's Square, is being afforded a once-in-a-lifetime opportunity to embrace the history and reverence for our veterans and all who have served since the foundation of the City by righting this long-standing violation of the spirit of the Amos Lawrence deed restriction and the public trust;

NOW THEREFORE, BE IT RESOLVED; That the City of Appleton will commit to an effort to revitalize Soldier's Square and make every attempt to recapture the former function of the space as an open and inviting pedestrian mall ~~without any restrictions on utilitarian or accessibility needs as determined necessary by any adjacent development, save the following; by rededicating the civic space and putting out an RFP for said revitalization effort at such time as appropriate~~

~~BE IT FURTHER RESOLVED; that the City accommodate the relocation and restoration of complete both the full restorations of the Civil War Memorial and the Spanish-American War Memorial in the newly revitalized plaza using funds allocated to such restorations in the projected budget for restoration, any foreseeable future redevelopment plans of Soldier's Square and delay its suggested restoration in its current location –as well as accommodate the placement of more recent conflicts' memorials at the heart of the plaza to be funded by the citizens of Appleton and a number of local non-profits leading the restoration effort including, but not limited to Sculpture Valley, The Hearthstone Historic House Museum, VFW Post 2778, Desert Veterans of Wisconsin – Fox Valley Chapter, American Legion Post 38 and more~~

RESOLUTION #5-R-19 - AMENDMENT Offered at 10/2/2019 Council Meeting

Rededication and revitalization of Soldier's Square

WHEREAS; Monuments have long been used by civilizations as a way to commemorate a common history and to visualize a shared future, and have historically been incorporated into the fabric of civic life through the formation of public spaces which embrace them, [just as they were on Market street in Appleton from 1851 through 1937](#), and;

WHEREAS; For the bereaved, military comrades, and the public at large, public memorials function as virtual graves for those who often died far from home on foreign soil and serve as permanent reminders of the steep price our nation, and our City, has paid for the preservation of its security and freedoms and the events that have helped shape our common history, and;

WHEREAS; a one-block long plaza 80 feet in width between South Morrison and South Oneida streets, was deeded to Appleton in the 1850's by Boston philanthropist Amos Adams Lawrence, the namesake of Lawrence University, with the deed restriction that it continue to function as a ["Public Highway"](#), in perpetuity, lest it be returned to the Lawrence family, and;

WHEREAS; Market Street, as it was known from the early days of Appleton, was renamed in 1911 as 'Soldiers Square,' precipitated by the dedication of a monument erected to honor soldiers who fought in the Civil War, a monument created by Italian sculptor Chevalier Gaetano Trentanove and presented by Appleton industrialist A.W. Priest in memory of his brother, James Priest, who died in the Civil War, and;

WHEREAS; In 1915, in response to a national call to honor those who served in the Spanish-American War, the City of Appleton petitioned for and received one of the one thousand "Remember the USS Maine" memorial plaques cast from the salvaged metals of the infamous warship before it was permanently sunk off the shores of Havana Harbor, dedicating it, along with two Napoleon cannon from the same conflict, on the East end of Soldier's Square, and;

WHEREAS; In 1922, The City Planning Survey recognized the importance of Soldier's Square, its newly established memorial reflection space, as a primary element in its first attempt to create a bold new vision for downtown, [featuring calling for an expanded monument boulevard to encompass what is now the Soldier's Square parking ramp footprint](#) as an anchor to its proposed civic centre on the bluff site, and;

WHEREAS; In the late 30's, to make way for parking, the Spanish American War Memorial was relocated to Pierce Park where [it was subjected](#) to vandalism and the [metal](#) scrap drive of 1943 which resulted in the loss of the cannon [and memorial plaque](#), [and](#) has since deteriorated beyond recognition while the Civil War memorial, which remained in Soldier's Square, ~~has been entirely neglected for over a century with sculptural elements missing from as far back as 1920, has ,over time, forfeited~~ its prominence in the square plaza and in the public trust, and;

WHEREAS; More recently, the veterans of the Middle East conflicts, but also including those who served in Viet Nam, Korea and others conflicts over the last half century, have [NEVER](#) been formerly recognized in the common public space of Soldier's Square [or elsewhere in Appleton](#) and are well-deserving of the same recognition and honor afforded all veterans of foreign wars, and;

~~WHEREAS; over the course of time, the very nature of Soldier's Square has changed so significantly, functioning more as a service corridor for parking and access to businesses, that it has lost, in its entirety, its original foundation and function as a civic plaza for which it was named and designed, and;~~

WHEREAS; Soldier's Square, was meant to provide a place of solace and contemplation, where our memorials could be appreciated for their aesthetic and symbolic value beyond their intrinsic commemorative purpose, and complement the mission of the civic spaces in which they reside by connecting us and causing us to reflect on something larger than ourselves;

WHEREAS; the City of Appleton's updated Comprehension Plan of 2016 included a concept for an expanded civic space, essentially envisioning the same expansion of Soldier's Square suggested in 1922, and presented a grand concept of same which included a multi-use development, and

WHEREAS; the City of Appleton, presently vested in and in the midst of a grand redesign of its downtown core and bluff sites, including multi-use development proposals adjacent to Soldier's Square, is being afforded a ~~once-in-a-lifetime~~ rare opportunity to re-embrace its ~~lost~~ history and reverence for our veterans and all who have served since the foundation of the City by righting this long-standing violation of the spirit of the Amos Lawrence deed restriction and the public trust;

NOW THEREFORE, BE IT RESOLVED; That the City of Appleton will commit to an effort to revitalize Soldier's Square and make every attempt to recapture the former function of the space as an open and inviting pedestrian mall, ~~without any restrictions on potential utilitarian or accessibility needs as determined necessary by any adjacent development, save the following; by rededicating the civic space and putting out an RFP for said revitalization effort at such time as appropriate~~

BE IT FURTHER RESOLVED; ~~that the City accommodate the relocation and restoration of complete both the full restorations of the Civil War Memorial and the Spanish-American War Memorial in the newly revitalized plaza using funds allocated to such restorations in the projected budget for restoration, any foreseeable future redevelopment plans of Soldier's Square and delay its proposed restoration in its current location until a determination can be made~~ –as well as accommodate the placement of more recent conflicts' memorials ~~within Soldier's Square~~ to be funded by the citizens of Appleton and a number of local non-profits and veteran and veteran services organizations.

RESOLUTION #5-R-19 Amended on

Rededication and revitalization of Soldier's Square

WHEREAS; Monuments have long been used by civilizations as a way to commemorate a common history and to visualize a shared future, and have historically been incorporated into the fabric of civic life through the formation of public spaces which embrace them, just as they were on Market Street in Appleton from 1851 through 1937, and;

WHEREAS; For the bereaved, military comrades, and the public at large, public memorials function as virtual graves for those who often died far from home on foreign soil and serve as permanent reminders of the steep price our nation, and our City, has paid for the preservation of its security and freedoms and the events that have helped shape our common history, and;

WHEREAS; a one-block long plaza 80 feet in width between South Morrison and South Oneida streets, was deeded to Appleton in the 1850's by Boston philanthropist Amos Adams Lawrence, the namesake of Lawrence University, with the deed restriction that it continue to function as a "Public Highway", in perpetuity, lest it be returned to the Lawrence family, and;

WHEREAS; Market Street, as it was known from the early days of Appleton, was renamed in 1911 as 'Soldiers Square,' precipitated by the dedication of a monument erected to honor soldiers who fought in the Civil War, a monument created by Italian sculptor Chevalier Gaetano Trentanove and presented by Appleton industrialist A.W. Priest in memory of his brother, James Priest, who died in the Civil War, and;

WHEREAS; In 1915, in response to a national call to honor those who served in the Spanish-American War, the City of Appleton petitioned for and received one of the one thousand "Remember the USS Maine" memorial plaques cast from the salvaged metals of the infamous warship before it was permanently sunk off the shores of Havana Harbor, dedicating it, along with two Napoleon cannon from the same conflict, on the East end of Soldier's Square, and;

WHEREAS; In 1922, The City Planning Survey recognized the importance of Soldier's Square, its newly established memorial reflection space, as a primary element in its first attempt to create a bold new vision for downtown, ~~calling for an expanded monument boulevard to encompass what is now the Solder's Square parking ramp footprint as an anchor to its proposed civic centre on the bluff site,~~ and;

WHEREAS; In the late 30's, to make way for parking, the Spanish American War Memorial was relocated to Pierce Park where it was subjected to vandalism and the metal scrap drive of 1943 which resulted in the loss of the cannon and memorial plaque, and has since deteriorated beyond recognition while the Civil War memorial, which remains in Soldier's Square, has, over time, forfeited its prominence in the square, and;

WHEREAS; More recently, the veterans of the Middle East conflicts, but also including those who served in Viet Nam, Korea and others conflicts over the last half century, have NEVER been formerly recognized in the common public space of Soldier's Square or elsewhere in Appleton and are well-deserving of the same recognition and honor afforded all veterans of foreign wars, and;

WHEREAS; Soldier's Square, was meant to provide a place of solace and contemplation, where our memorials could be appreciated for their aesthetic and symbolic value beyond their intrinsic commemorative purpose, and complement the mission of the civic spaces in which they reside by connecting us and causing us to reflect on something larger than ourselves;

WHEREAS; the City of Appleton's updated Comprehension Plan of 2016 included a concept for an expanded civic space, ~~essentially envisioning the same expansion of Soldier's Square suggested in 1922, and presented a grand concept of same which included a multi-use development,~~

and providing for intentional connectivity between Houdini Plaza and Soldier Square, prioritizing walkability and usability; and

~~WHEREAS; the City of Appleton, presently vested in and in the midst of a grand redesign of its downtown core and bluff sites, including multi-use development proposals adjacent to Soldier's Square, is being afforded a rare opportunity to re-embrace its lost history and reverence for our veterans and all who have served since the foundation of the City by righting this long-standing violation of the spirit of the Amos Lawrence deed restriction and the public trust;~~

NOW THEREFORE, BE IT RESOLVED;

That "Soldier's Square", for the purposes of this Resolution, shall be defined as that portion of right of way approximately 80' by 365' in size, bounded by the following: South of College Avenue, West of Morrison Street, North of Lawrence Street, and East of Oneida Street; and

BE IT FURTHER RESOLVED;

That the City of Appleton will commit to an effort to revitalize Soldier's Square and make ~~every attempt an effort~~ to recapture the former function of the space as ~~an open and inviting pedestrian-malla public highway~~ without ~~any restrictions on potential utilitarian or accessibility needs as determined necessary by any adjacent development, save the following;~~ prohibiting any future ancillary development and without unduly impacting parking and traffic movement; and that the City accommodate the relocation and restoration of the Spanish-American War Memorial in ~~any foreseeable future redevelopment plans of Soldier's Square and delay its the~~ proposed restorations in its current location in Pirece Park of the Spanish-American War Memorial, as well as the planned restoration of the and Civil War Memorial Memorial, in its current location until a determination can be made to the relocation of the same, ~~as well as accommodate the placement of more recent conflicts' memorials within Soldier's Square to be funded by the citizens of Appleton and a number of local non-profits and veteran and veteran services organizations.~~ afford the opportunity to have other recent conflicts memorials recognized without any direct cost to the City of Appleton.