

Agriculture, Natural, Historic, and Cultural Resources

- Agriculture
 - Natural Resources
 - Historic Resources
 - Cultural Resources
-



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

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

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

Agriculture

Agriculture remains an important element of the regional economy, although its role within the City of Appleton is somewhat limited. There are 584,205 acres in farms in the three counties around Appleton (Calumet, Outagamie, and Winnebago). About 83.6 percent of this total, or 488,311 acres, is cropland. Corn, forage, and soybeans are the primary crops.

Acres Planted by Crop – Calumet, Outagamie, and Winnebago Counties, 2002

Crop	Acres Harvested
Corn for grain	123,462
Forage – land used for hay and haylage, grass silage, and greenchop	117,368
Soybeans for beans	99,453
Corn for silage or greenchop	46,801
Wheat for grain	25,215
Vegetables harvested for sale	19,448

Source: *US Census of Agriculture, 2002*

Livestock is raised on 1,412 farms in the three counties. Cattle and calves make up a vast majority of the animals, totaling 170,980 in 2002. About half of the farms with livestock ran dairy operations, with a total of 69,268 milk cows. Other livestock raised in the area includes poultry, hogs, and lambs.

In 2002 there were 47 food manufacturing businesses in the City of Appleton, employing 4,014 people and having a payroll in excess of \$132 million¹. The total value of products shipped was just under \$1.2 billion. Twelve dairy product manufacturing firms accounted for about one quarter of the employment and just over \$500 million in value. These figures underscore the importance of nearby agricultural production as a resource for the local economy. Paper manufacturing was the only manufacturing sector to have higher employment and a higher value of shipments.

Agriculture in the Community

Appleton Downtown, Inc. manages a Summer Farm Market between June and October of each year. This market attracts over 100 vendors and is one of the primary events drawing visitors to the downtown. Both growers and small processors participate in the market, selling raw and processed foods (such as bakery items, preservatives, cheeses, etc.) and other products derived from agricultural production. For these producers, the market offers an outlet to sell their products at a price that is often higher than they would receive from other outlets. For community residents, the market provides entertainment and an opportunity to buy fresh food and other goods. Downtown businesses benefit from the visitor traffic that the market generates. Appleton is committed to maintaining the vitality of this urban-rural collaboration.

¹ 2002 *Economic Census*, U.S. Bureau of the Census

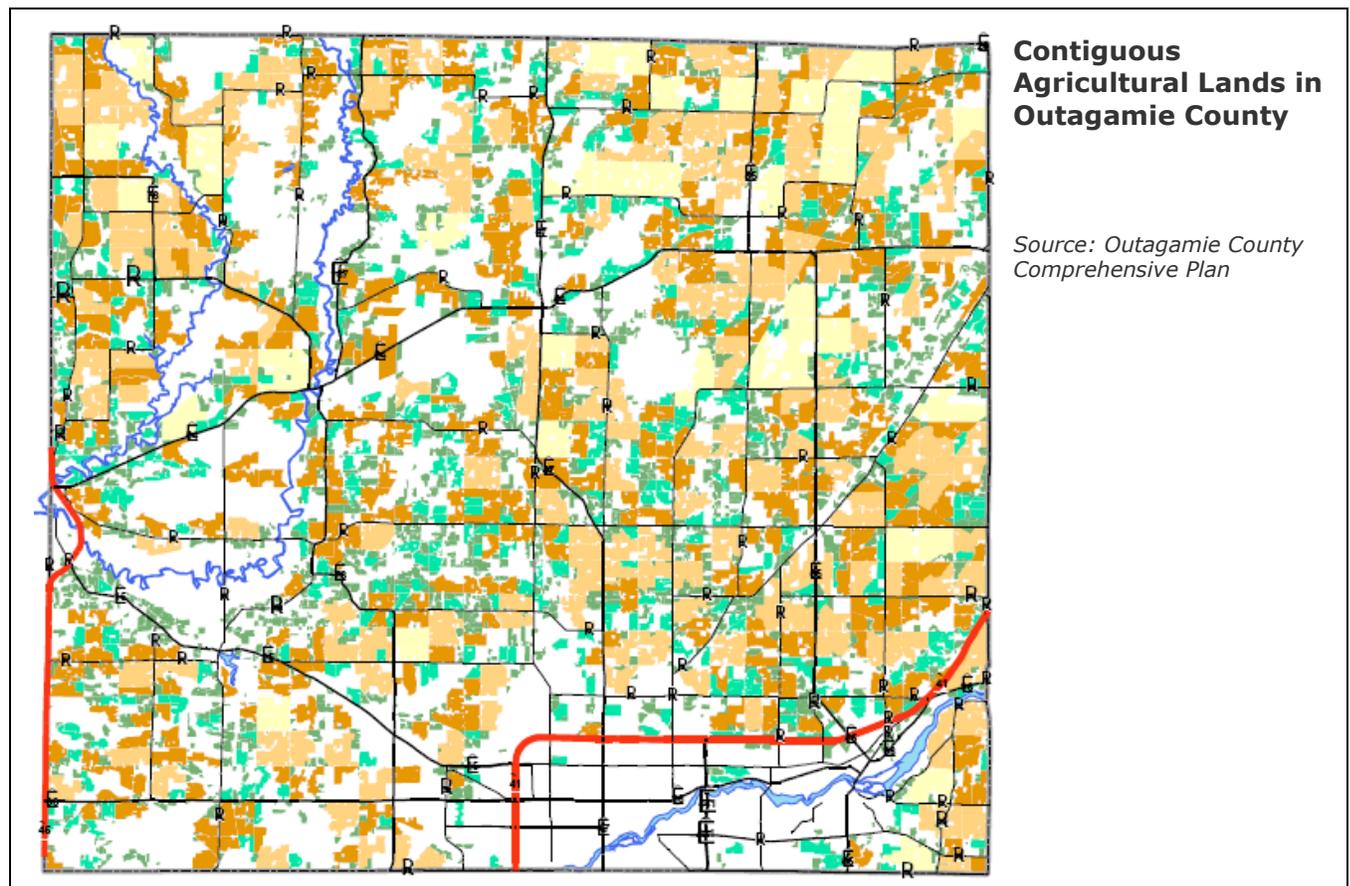


Community supported agriculture (CSA) is a growing strategy for providing fresh farm products to urban households. A CSA operates by selling "shares" of its production to individual households. Throughout the growing season, the household is provided with an allotment of whatever crops may be harvested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

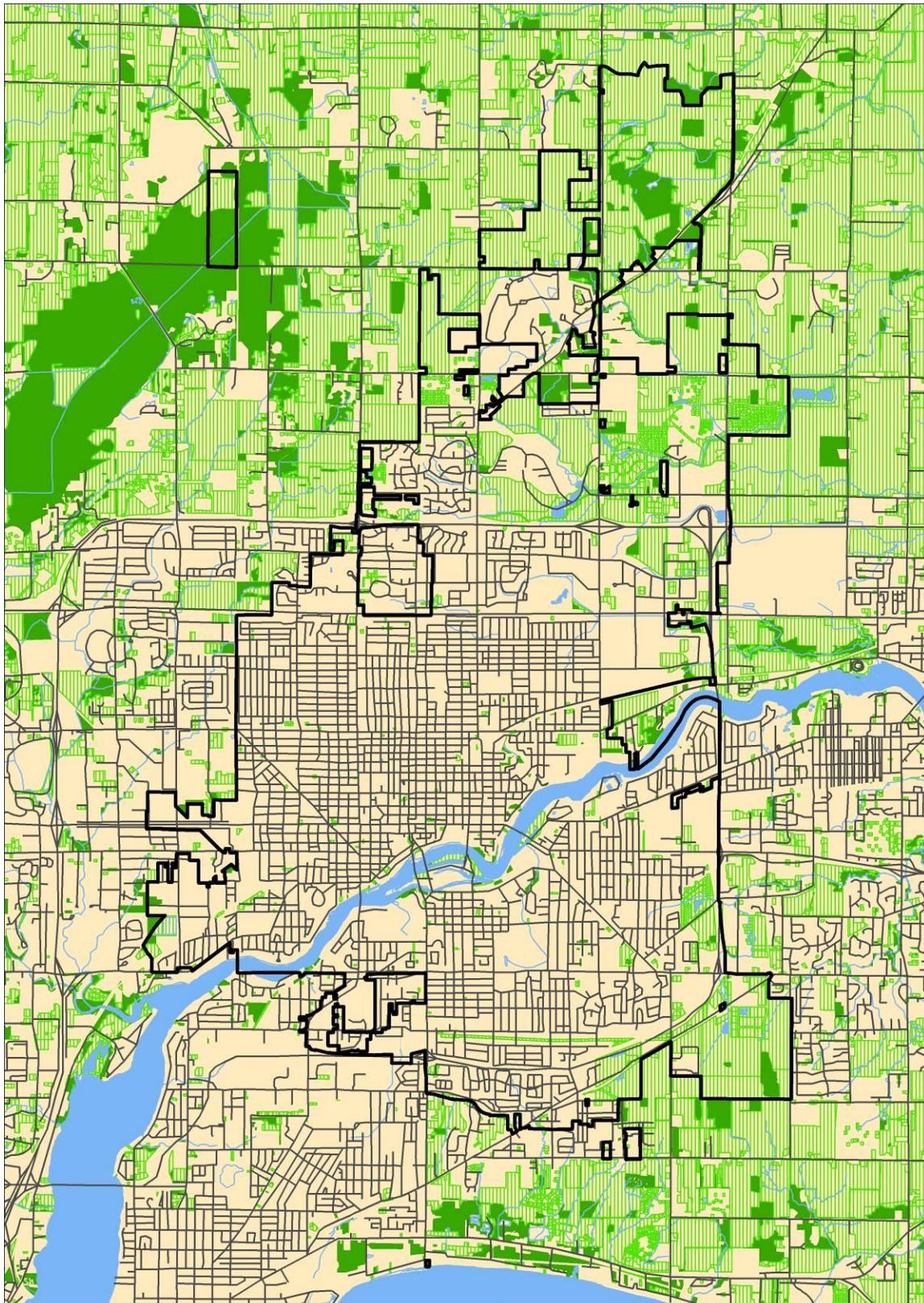
Appleton supports an active community gardening program. The Community Gardening Partnership manages multiple sites, mostly on private land, and "provides opportunities for diverse groups to share their experiences and knowledge with other gardeners at a variety of community locations while also promoting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

Agricultural Lands

Active farmland within or adjacent to the City is located predominantly to the north, where continued growth (by Appleton and its neighbors) is resulting in conversion of agricultural land to urban uses. A total of 48 farms in Calumet, Outagamie, and Winnebago Counties were sold in 2006, totaling 3,346 acres. Of these, 31 were sold for continued agricultural use. The remaining properties made up about one-third of the total acreage sold. Pricing varied from an average of \$3,952 per acre for land continuing in agriculture, to an average of \$12,851 for land being diverted to other uses. The highest prices were paid for land in Winnebago County. For comparison purposes, the average agricultural land value in Wisconsin in 2006 was about \$3,200.²



² Wisconsin 2007 Agricultural Statistics, Wisconsin Department of Agriculture, Trade, and Consumer Protection



**Agriculture and Open Space
City of Appleton**

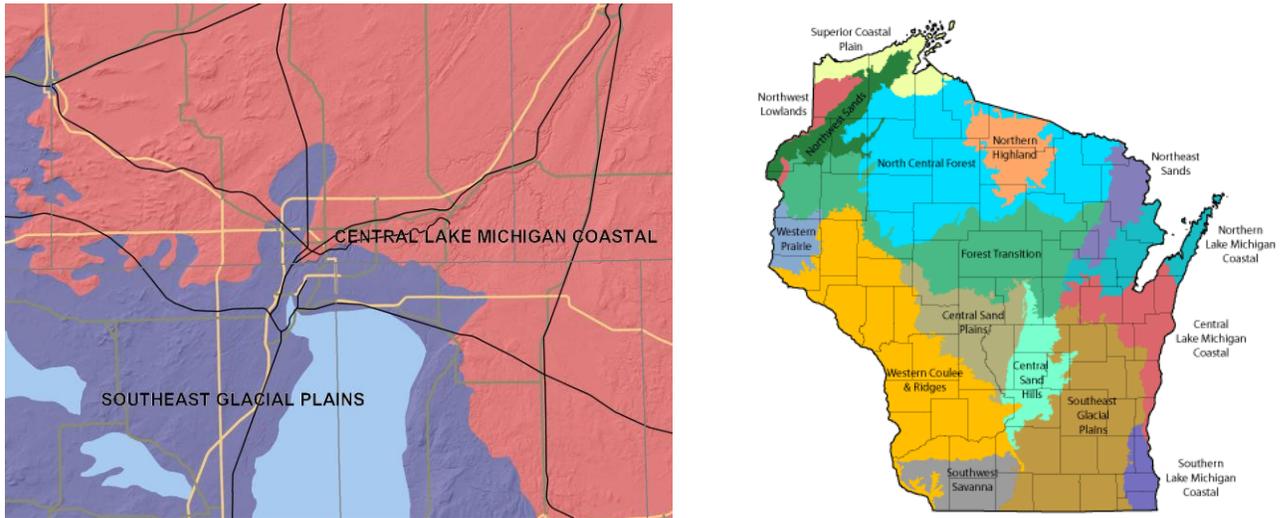
Legend	
CityLimits	2006 Land Use (ECWRPC)
Streets	Agricultural/Open Space
Rivers and Streams	Woodlands



Natural Resources

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

Ecological Regions in the Appleton Area and Wisconsin



Source: Wisconsin Department of Natural Resources

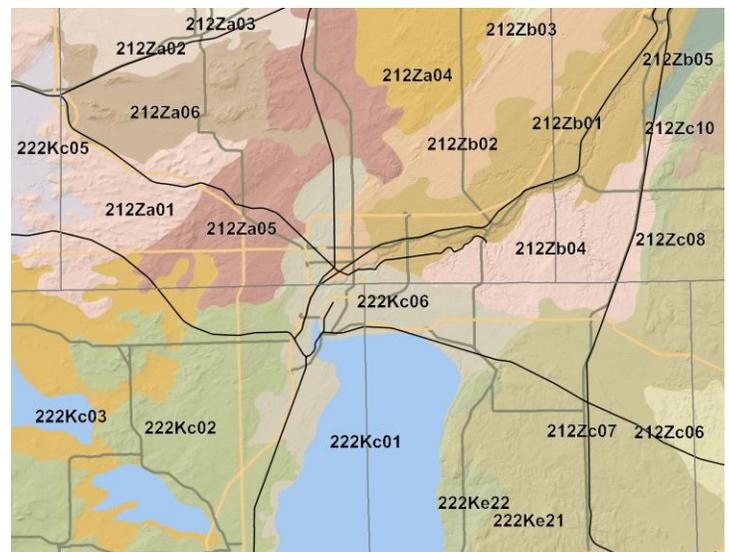
Soils and Landforms

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

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

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

Land Type Associations



Source: Wisconsin Department of Natural Resources



Hydrology

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

Industrial development changed the river dramatically. Dams along the river, including two in Appleton, have altered its flow and covered the rapids that once forced traders to portage their canoes. Industrial pollution, though less visible, has also impacted the river's quality. PCBs, mercury, and phosphorous are the primary contaminants identified by the Wisconsin Department of Natural Resources, which has classified the river as "impaired." Between about 1954 and 1971, paper companies using polychlorinated biphenyls (PCBs) to make carbonless copy paper discharged nearly 700,000 pounds of these chemicals into the Fox River. The dangers posed by PCBs were unknown until the early '70s, but their use and discharge into the environment were outlawed by federal environmental regulations in 1976. The ban was successful, but because PCBs bind to dirt and break down very slowly, they are still found today in the sediment of the Lower Fox River and Green Bay. A clean-up plan is in place and the DNR has removed some of the PCB-contaminated sediments from portions of the river.

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

Surface water quality has gained attention from federal, state, and local governments in recent years. Both the U.S. Environmental Protection Agency (EPA) and Wisconsin Department of Natural Resources (DNR) have adopted new rules governing runoff and discharge of stormwater. To meet requirements of the federal Clean Water Act, the Wisconsin DNR developed the Wisconsin Pollutant Discharge Elimination System (WPDES) Storm Water Discharge Permit Program. As part of the EPA National Pollutant Discharge Elimination System (NPDES), the WPDES Storm Water Program regulates discharge of storm water in Wisconsin from construction sites, industrial facilities, and selected municipalities. The ultimate goal of the WPDES Storm Water Program is to prevent the transportation of pollutants to Wisconsin's water resources via stormwater runoff.

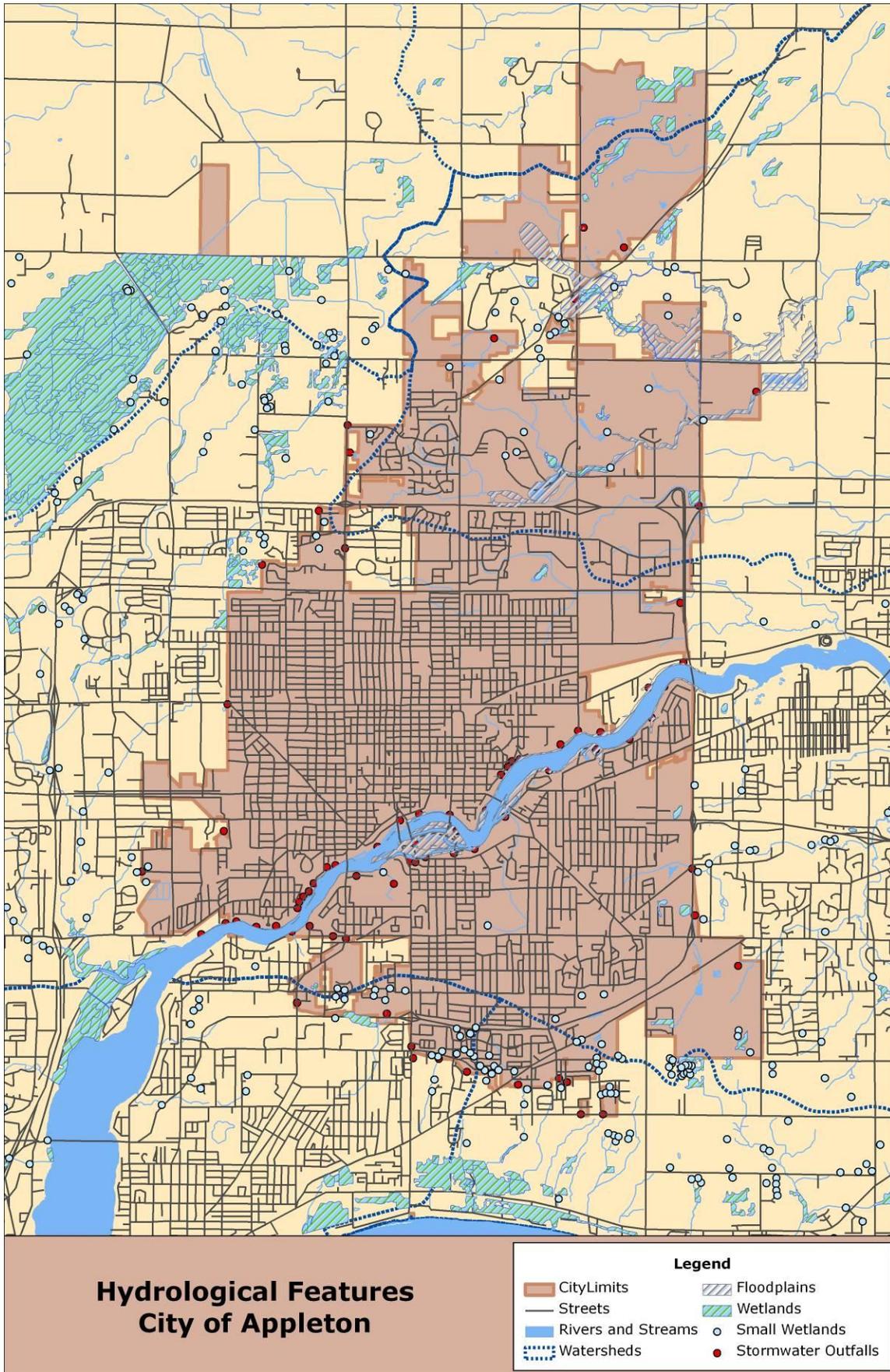
Runoff from urban areas contains a mixture of pollutants from hard surfaces such as parking lots, streets, and rooftops. These areas may accumulate sediments, petroleum-based and other chemicals from cars and trucks, heavy metals, and other contaminants that enter the storm sewer system and are flushed into streams and rivers. Runoff from lawns may contain fertilizers, pesticides, and other chemicals or oxygen-demanding organic waste that also enters surface waters. Municipalities are required to implement best management practices designed to reduce the amount of contamination through public education, illicit discharge detection and elimination, creation and enforcement of local ordinances to regulate erosion control and long-term storm water management, and implementation of pollution prevention at municipally-owned facilities.

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

- downspout disconnection, redirecting stormwater from impervious areas or storm sewers to locations where it can be stored or seep into the ground;
- onsite filtering, practices such as sand filters, bioretention cells, swales, and filter strips that use a filter media to reduce stormwater runoff and filter pollutants;



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



- rain gardens, vegetated depressions where stormwater can be captured and infiltrated;
- stormwater trees, planted to intercept and take up stormwater, often in parking lots; and
- stream restoration, returning water channels to a more natural state in which meanders, wetlands, floodplains, and other features function to slow, store, and filter stormwater.

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

Air Quality

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

The 2002 Clean Air Act, often called "Clear Skies" sets a goal of a 16 percent reduction in SO₂ emissions, a 46 percent reduction in NO_x emissions, and an eight percent reduction in mercury emissions by 2020. According to the U.S. EPA, this would result in public health benefits of:

- approximately 300 fewer premature deaths each year
- approximately 200 fewer cases of chronic bronchitis each year
- approximately 500 fewer nonfatal heart attacks each year
- approximately 700 fewer hospital and emergency room visits each year
- approximately 32,000 fewer days workers are out sick due to respiratory symptoms each year
- approximately 6,600 fewer school absences each year

Reduced mercury emissions would reduce exposure to mercury through consumption of contaminated fish, resulting in additional, unquantified benefits for those who eat fish from Wisconsin's lakes and rivers.

Electrical power generation is one of the leading contributors to air pollution in Wisconsin. Clear Skies projects that reduction in pollution from this source will come through emissions controls rather than through conversion to alternative power sources. Still, there has been a growing interest in alternative energy in Wisconsin and nationwide. Wind turbines are a viable energy source within the region, and local power companies have been investing in this technology.

At the local level, some communities have made a decision to reduce the amount of pollution they send into the atmosphere through measures such as:

- retrofitting or constructing new buildings with energy-saving measures;
- investing in generation technology, or purchasing power that is generated through "clean" technologies such as wind, solar, or hydro; and
- replacing fleet vehicles (transit, police, etc.) with new vehicles running on alternative fuels such as electric batteries, hydrogen, or biofuels.

Persistent Bioaccumulative Toxic Substances (PBTs)

The Wisconsin Department of Natural Resources defines persistent bioaccumulative toxic substances, or PBTs, as "chemical pollutants that raise special challenges for our society because of their unique properties that require special attention." PBTs are persistent chemicals that do not break down easily, tend to accumulate in animals that ingest them, and are toxic. Cadmium, mercury, dioxin, phthalates, lead, and PCBs are examples



of these substances. These chemicals may be emitted into the environment through the use of pesticides or flame retardants, auto emissions, and industrial processes, among other sources.

Several programs have been established to help reduce the amounts of these chemicals entering the environment. Among these are:

- Wisconsin Mercury Reduction Program, which uses a variety of tools to reduce mercury use and collect and recycle mercury. Appleton has participated in this program, which targets hospitals and other medical facilities in addition to communities.
- Environmental Cooperation Pilot Program, a flexible approach to encourage businesses to reduce mercury emissions and accelerate the phase out of PCBs.
- Wisconsin Voluntary Emission Reduction Registry, which acknowledges emission reduction actions that are taken voluntarily, without prompting by regulations.
- Illegal Open Burning and Dumping Initiative, which seeks to curtail inappropriate burning (a significant source of dioxin emissions) along with dumping, through education and enforcement of state and local ordinances.

Flora and Fauna

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

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

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

Appleton's Parks and Recreation Department manages the urban forest with a mission to "manage the urban forest to enhance the current and future environmental quality, safety and aesthetics for the benefit of the community." The City has a policy to plant street trees following construction or reconstruction of new roads. It also maintains existing trees on the street terrace or on other city-owned properties.

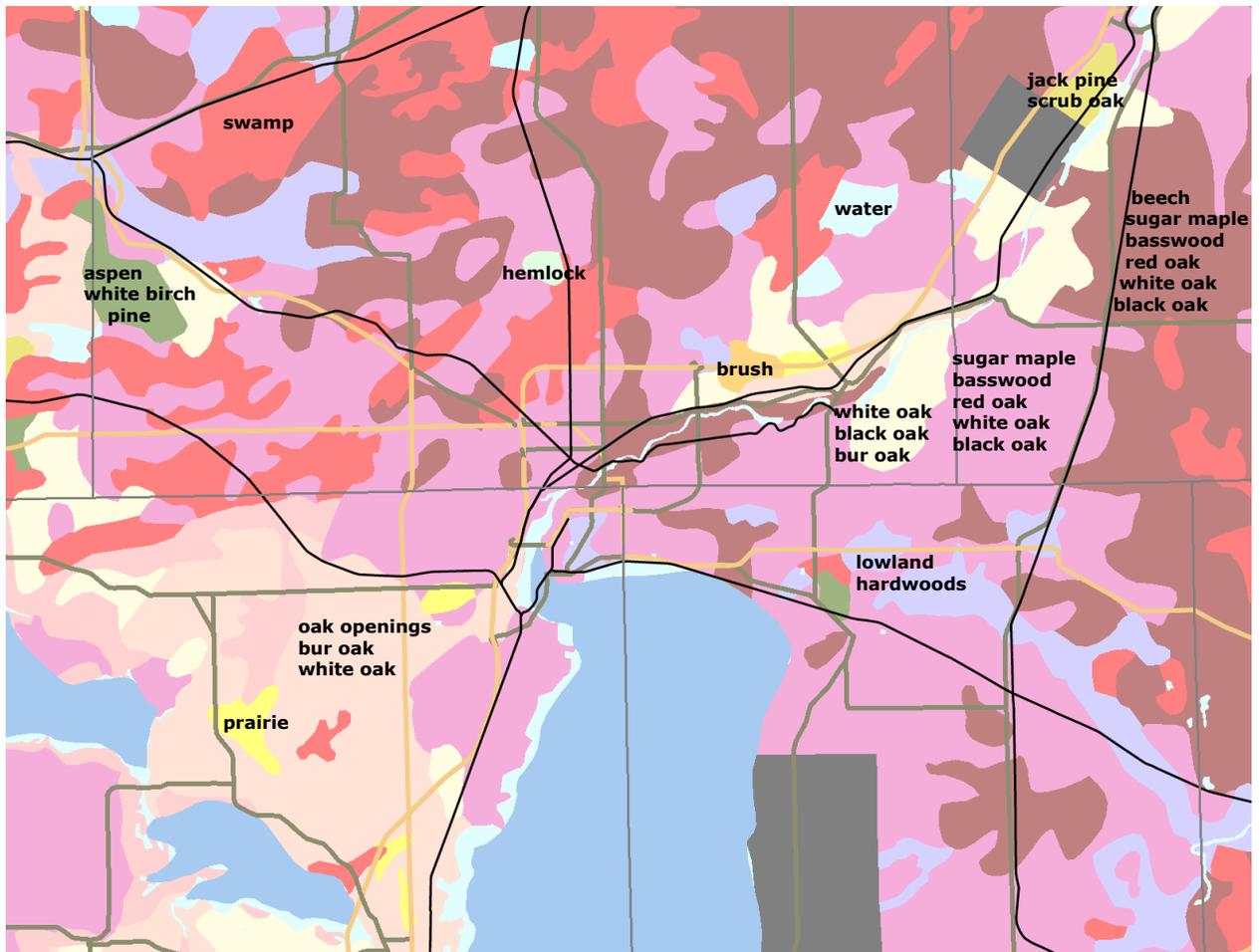
The City of Appleton has been named a Tree City USA by the National Arbor Day Foundation. The standards for a community to earn the Tree City USA designation are:

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

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

Besides pests and disease, there are a number of exotic or invasive plant species that threaten the region's native plants and habitats. When invasive plants or animals enter an ecosystem they may alter it radically, resulting in diminished biodiversity and potentially impacting animals that rely on that habitat. The problem can become more serious when invasive species cause damage to property or infrastructure. Governments and private property owners can spend substantial sums in an effort to control these plants and animals. For that reason, the first priority is to prevent their introduction and spread through the environment.

Pre-Settlement Vegetation



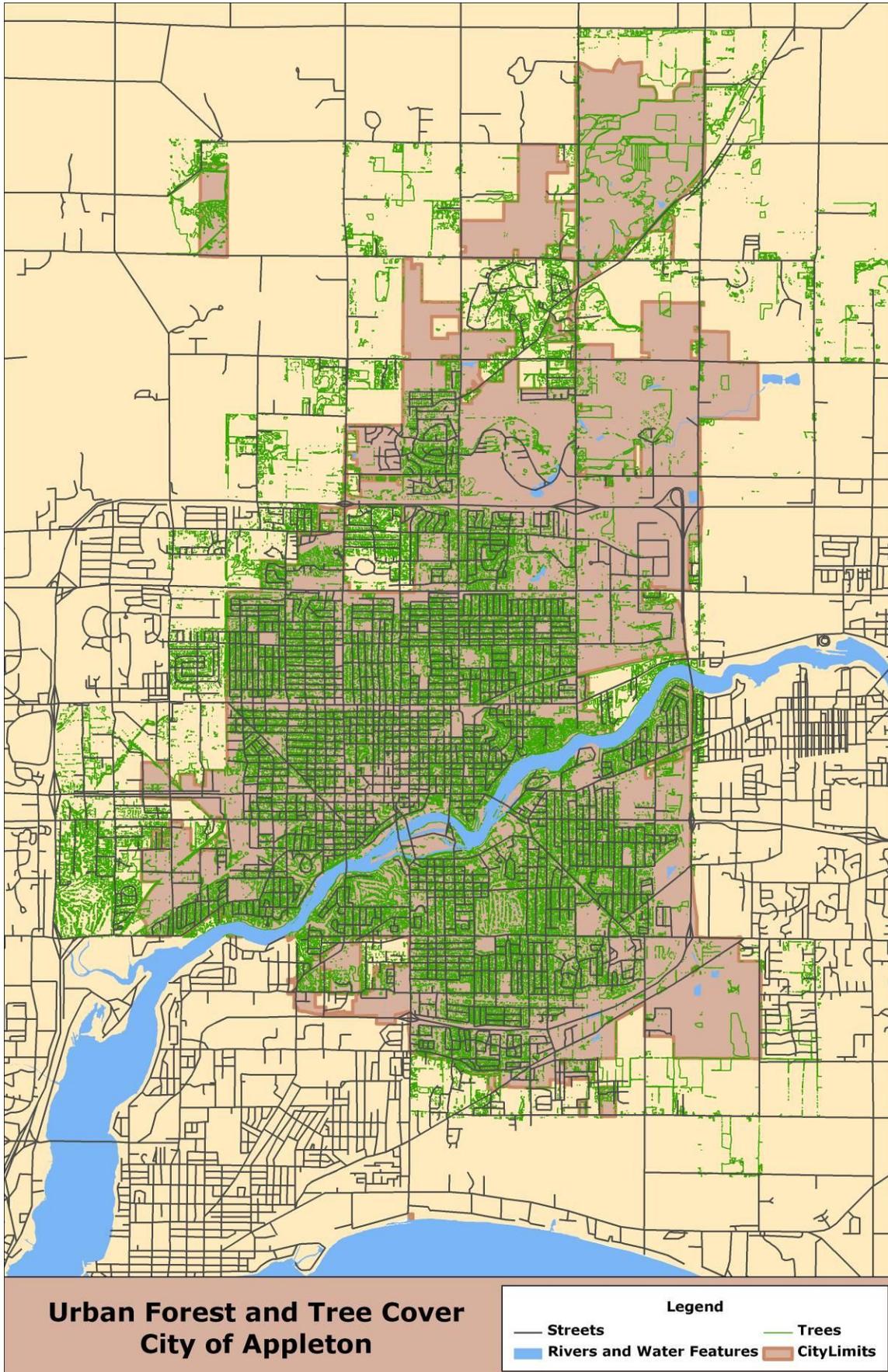
Source: Wisconsin Department of Natural Resources

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

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



Native plant demonstration garden at Roosevelt Middle School



Invasive Plant Species Found in Northeastern Wisconsin

Amur honeysuckle	Cut-leaved teasel	Japanese hops	Reed canary grass
Amur maple	Cypress spurge	Japanese knotweed	Russian knapweed
Aquatic forget-me-not	Dame's rocket	Japanese stilt grass	Russian olive
Autumn olive	Deadly nightshade	Johnson grass	Scotch broom
Baby's breath	Dodder	Kentucky bluegrass	Scotch pine
Bella honeysuckle	Eastern cottonwood	Kudzu	Siberian elm
Big-tooth aspen	Eastern red-cedar	Large-toothed aspen	Siberian pea-shrub
Bird's-foot trefoil	English ivy	Leafy spurge	Silky bush-clover
Bishop's gout-weed	Eurasian water milfoil	Lesser celandine	Smooth brome
Black (European) alder	European barberry	Lily-of-the-valley	Smooth sumac
Black jet-bead	European frog-bit	Lyme grass	Spotted knapweed
Black locust	Euro. highbush cranberry	Mile-a-minute vine	Spreading hedge parsley
Black swallowwort	European marsh thistle	Moneywort	St. John's wort
Blackberries & Raspberries	European mountain-ash	Morrow's honeysuckle	Staghorn sumac
Bladder-Campion	Everlasting pea	Multiflora rose	Star-of-Bethlehem
Bouncing-bet	Fanwort	Musk thistle	Tall fescue
Box elder	Field bindweed	Narrow-leaved cattail	Tall goldenrod
Brazilian waterweed	Field sorrel	Nipplewort	Tartarian honeysuckle
Bull thistle	Flowering rush	Norway maple	Tree-of-heaven
Burning bush	Garden forget-me-not	Orange daylily	Viola
Canada bluegrass	Garden-heliotrope	Orange hawkweed	Virginia waterleaf
Canada goldenrod	Garlic mustard	Oriental bittersweet	Water chestnut
Canadian thistle	Giant hogweed	Ox-eye daisy	Watercress
Cattail hybrid	Giant knotweed	Pale swallow-wort	Wayfaring tree
Celandine	Giant ragweed	Parrot feather	White clover
Chicory	Glossy buckthorn	Perennial pepperweed	White mulberry
Chinese elm	Grapes	Periwinkle	White poplar
Chinese yam	Grecian foxglove	Plumeless thistle	White snakeroot
Common buckthorn	Greenbriar	Poison hemlock	White sweet-clover
Common burdock	Grey dogwood	Poison ivy	Wild chervil
Common cattail	Ground nut	Pond water-starwort	Wild parsnip
Common mullein	Hairy willow-herb	Porcelain berry	Willows
Common privet	Helleborine	Prickly ash	Wineberry
Common reed grass	Hemp nettle	Purple loosestrife	Winter creeper
Common tansy	Hill mustard	Quackgrass	Wood nettle
Common teasel	Horsetail	Quaking aspen	Yellow floating heart
Creeping bellflower	Hound's tongue	Queen Anne's-lace	Yellow Hawkweed
Creeping Charlie	Hydrilla	Queen-of-the-meadow	Yellow star thistle
Crown vetch	Japanese barberry	Red clover	Yellow sweet-clover
Curly dock	Japanese hedge-parsley	Red osier dogwood	Yellow water flag
Curly-leaf pondweed	Japanese honeysuckle		

Source: Wisconsin Department of Natural Resources

Invasive Animal Species Found in Northeastern Wisconsin

Asian lady beetle	Fishhook waterflea	Oak wilt	Sea lamprey
Asian longhorned beetle	Forest tent caterpillar	Quagga mussels	Silver carp
Beech bark disease	Giant snakehead	Rainbow smelt	Spiny waterflea
Bighead carp	Gypsy moth	Round goby	White perch
Common carp	Hemlock wooly adelgid	Ruffe	Wolf/Dog hybrids
Emerald ash borer	Mute swan	Rusty crayfish	Zebra mussel
Feral pig			

Source: Wisconsin Department of Natural Resources

Threatened and Endangered Species Found in Northeastern Wisconsin

Birds

American Woodcock
Black Tern
Black-billed Cuckoo
Blue-winged Teal
Bobolink
Brown Thrasher
Cerulean Warbler
Common Tern
Dickcissel
Dunlin
Eastern Meadowlark
Field Sparrow
Forster's Tern
Great Egret
Horned Grebe
Hudsonian Godwit
Least Flycatcher
Lesser Scaup
Northern Harrier
Osprey
Peregrine Falcon
Prothonotary Warbler
Red-headed Woodpecker
Short-billed Dowitcher
Upland Sandpiper
Veery
Vesper Sparrow
Whimbrel
Willow Flycatcher
Wood Thrush

Acadian Flycatcher
American Bittern
American Golden Plover
Bald Eagle
Black-throated Blue Warbler
Blue-winged Warbler
Buff-breasted Sandpiper
Canada Warbler
Canvasback
Caspian Tern
Golden-winged Warbler
Grasshopper Sparrow
Henslow's Sparrow
Hooded Warbler
King Rail
Loggerhead Shrike
Marbled Godwit
Piping Plover
Rusty Blackbird
Short-eared Owl
Snowy Egret
Solitary Sandpiper
Western Meadowlark
Whip-poor-will
Wilson's Phalarope
Yellow-billed Cuckoo
Yellow-crowned Night-Heron
Red Crossbill
Redhead
Red-shouldered Hawk
Trumpeter Swan

Fish

Lake Sturgeon
Banded Killifish
Greater Redhorse
Redside Dace
River Redhorse
Shoal Chub (Speckled Chub)
Western Sand Darter
American Eel
Lake Chubsucker
Least Darter
Skipjack Herring

Reptiles and Amphibians

Four-toed Salamander
Mudpuppy
Northern Ribbon Snake
Blanding's Turtle
Butler's Garter Snake
Pickerel Frog
Wood Turtle
Blanchard's Cricket Frog
Queen Snake

Mammals

Eastern Red Bat
Hoary Bat
Northern Long-eared Bat
Silver-haired Bat
Northern Flying Squirrel
Prairie Vole
Water Shrew
Woodland Jumping Mouse
Woodland Vole

Source: Wisconsin State Wildlife Plan, Wisconsin Department of Natural Resources

Metallic and Non-Metallic Mineral Resources

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

Historic Resources

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

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

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



- Appleton City Park Historic District (added 2002 - #02001213)

Bounded by East Washington, North Durkee, East Atlantic, and Lawe Streets. Historic district featuring Victorian (Queen Anne and other) architecture from the late 19th and early 20th centuries.

- Appleton Lock 4 Historic District (added 1993 - #93001329)

Located on the Fox River at John Street. Federally-owned structures noted for their contribution to transportation on the Fox River.

- Appleton Locks 1--3 Historic District (added 1993 - #93001333)

Located along the Fox River from Memorial Drive to Lawe Street. Federally-owned structures noted for their contribution to transportation on the Fox River.

- Appleton Wire Works (added 1982 - #82005123)

600 South Atlantic Street. Historic structure associated with Appleton's industrial past (late 19th and early 20th centuries).

- College Avenue Historic District (added 1982 - #82001848)

215 West to 109 East, and 110 West to 102 East College Avenue; 106-114 North Oneida Street. Downtown historic district containing multiple architectural styles and associated with cultural and commercial aspects of the City.

- Courtney, J. B., Woolen Mills, also known as Kelley Knitting Company (added 1993 - #93000650)

Historic building located at 301 East Water Street. Late Victorian industrial building.

- Fox River Paper Company Historic District (added 1990 - #90000639)

405-406, 415 South Olde Oneida Street. Italianate industrial building from the late 19th and early 20th centuries.

- Hearthstone, also known as Rogers, Henry J., House (added 1974 - #74000112)

625 West Prospect Avenue. Queen Anne style residence associated with early history of electrical illumination.

- Main Hall, Lawrence University (added 1974 - #74000113)

400-500 East College Avenue. Historic structure on the Lawrence University campus.

- Masonic Temple (added 1985 - #85002330)

330 East College Avenue. Tudor Revival social hall dating to the early 20th century.

- St. Paul Evangelical Lutheran Church (added 2008 - #08000287)

302 Morrison Street. A late gothic revival church constructed in 1907.

- Schuetter, Henry House (added 1996 - #96000725)

330 West 6th Street. Queen Anne style home.

- Temple Zion and School (added 1978 - #78000123)

320 North Durkee Street and 309 East Harris Street. 1883-84 religious building and school constructed in the Stick (Eastlake) style.

- Tompkins, James, House (added 1986 - #86000623)
523 South State Street. Italianate residence.
- Volksfreund Building (added 1984 - #74002336)
200 East College Avenue. Late Victorian commercial building.
- Washington School (added 1984 - #84003772)
818 West Lorain Street. Queen Anne and Romanesque style former school building originally constructed in the late 19th century.
- West Prospect Avenue Historic District (added 2001 - #01000900)
315-330 West Prospect Avenue. Late 19th Century and early 20th century residential historic district.
- Whorton, John Hart, House (added 1974 - #74000114)
315 West Prospect Avenue. Italianate home associated with John Hart Whorton, an Appleton businessman.
- Zion Lutheran Church (added 1986 - #86001309)
912 North Oneida Street. Gothic revival style church constructed in the early 20th century.

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

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

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

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

Two historical museums are located in Appleton. Hearthstone Historic House Museum, built in 1882, was the first house to be lit by a central hydroelectric station. The original residence, with nine fireplaces and stained glassed windows, features electrical exhibits and period furnishings.

The History Museum at the Castle, on College Avenue in downtown Appleton, houses over 25,000 artifacts (mostly dating from the 1840's to present) along with extensive document and photo collections related to the history of Appleton and the Fox River Valley. The museum is itself located in a historic building and features both continuous and temporary exhibits. Permanent exhibits chronicle the life of Harry Houdini and Edna Ferber. The "Tools of Change" exhibit examines the "tools, the people, the work and everyday life in the Fox Valley region from 1840 to 1950" through artifacts, images, documents and photographs. This museum is currently seeking to raise \$1.57 million for museum and collection improvements.



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

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

Cultural Resources

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

Arts / Cultural Organizations

- Appleton Art Center

The Appleton Art Center's mission is "to promote, teach and nourish the creation and appreciation of the visual arts through exhibitions, educational programs and information resources." Founded in 1960, it is located in a 25,000 square foot building on College Avenue in downtown Appleton. In addition to exhibit space, the building is also the administrative home of the offices of the White Heron Chorale, the Fox Valley Symphony and the Appleton Boychoir.

The Center carries out its mission through exhibitions, educational programming, and special events, drawing about 100,000 annual visitors. Eight to ten art exhibitions are held annually, and are usually related to the Center's educational programming and special events. The Art Center also offers classes on painting, drawing, and sculpting, as well as other topics, for children, young adults and adults. Special events include Art in the Park, which brings artists, exhibitors, and creative individuals from across the country to Appleton.

- **Appleton Boychoir**

The Appleton Boychoir was founded in 1979 and has grown to over 200 members. The choir is open to boys through eighth grade. In addition to its own performances, it brings other performers to the Appleton area.

- **Attic Theatre**

The Attic Theatre is a community theatre open to residents of the entire Fox Cities region. Begun in 1950, the theater performs four plays each year on the Lawrence University campus.

- **The Building For Kids (Children's Museum)**

Located in the heart of downtown Appleton, the mission of The Building for Kids is to "build children's imagination, creativity, and confidence". The children's museum contains several different themed exhibits that have often been developed in partnership with the businesses in the region that have sponsored them. All of the exhibits are "hands-on" for active learning. The Building for Kids is a frequent outing destination for schools and other groups, and will host special events.



- **Fox Cities Performing Arts Center**

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

- **Fox Valley Symphony**

The Fox Valley Symphony is comprised of musicians from throughout Wisconsin and performs educational and outdoor concerts at various locations in the Fox Cities.

- **Fox Valley Youth Ballet Theatre**

A nonprofit youth ballet company, the Fox Valley Youth Ballet Theater seeks to make the fine art of ballet accessible to the community through its young and advanced dancers. It performs two annual concerts.

- **Lawrence Academy Of Music**

Lawrence University is recognized for its outstanding music program. The Academy serves almost 1,900 individuals from the upper Midwest. Its numerous performances are open to the public. In addition to individual instruction, the Academy offers an Early Childhood Music Program, a girl's choir, and summer camps.

- **White Heron Chorale**

The White Heron Chorale has been performing concerts for 30 years. Its program includes musical styles such as classical, contemporary, musical theatre, jazz, folk songs and music from around the world.



Ethnic / Cultural Organizations

The following is only a small selection of active ethnic or related cultural organizations operating within Appleton.

- Fox Cities Rotary Multicultural Center

The Center provides education about the many cultures in the Fox Valley region, promotes the benefits of a diverse community to enhance quality of life and economic development, and celebrates the rich cultural traditions of music, art, films, dance, literature and foods in the Fox Cities.

The Center provides program and office space for cultural organizations, along with organizational staff and committee support. It helps to bring special events to the Fox Cities, and offers programs such as Upward Bound and Diversity Circles.

- American Indian Center Of The Fox Valley

The American Indian Center is a program of Goodwill Industries of North Central Wisconsin. The Center is a gathering place for Native Americans and an educational resource for the community about Native American history, culture and values. It serves on- and off-reservation Native Americans by providing programs and services in the areas of health and wellness, human interaction, learning, and community education.

- Hmong American Partnership

The Hmong-American Partnership has been helping Hmong refugees in Outagamie County and neighboring communities for almost three decades. It offers a number of services such as career planning, legal assistance, parenting classes, and other support to youth and families.

- University of Wisconsin Extension Hmong Task Force

The task force provides educational resources for Hmong individuals and families, those agencies and organizations working with the Hmong population, and Cooperative Extension colleagues providing educational programs for the Hmong in Wisconsin.

The City of Appleton has established the position of Intercultural Relations Coordinator within the Mayor's Office. This position seeks to proactively address issues in the community that affect minority populations. The Intergovernmental Relations Coordinator works with multiple ethnic and other organizations within the community.

Recent immigrant groups such as the Hmong and Latino populations have been one focus of the City's multicultural and outreach efforts. The City works with the School District to plan educational programs for these groups. In addition to educational and cultural needs, the City has recognized the importance of small businesses (retail and services) serving these populations.

Objectives and Policies

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

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

- 8.1.1 Preserve important farmlands and avoid fragmentation of agricultural areas in the region by:
- directing new development to infill or redevelopment sites, or to locations contiguous to existing urban areas in Appleton and other communities;
 - encouraging compact development patterns that use land efficiently; and



- supporting county, state, and private initiatives with the goal of preserving prime agricultural land in the region.
- 8.1.2 Support programs that connect farmers and consumers to bring locally-grown food into the community through actions such as:
- designing and constructing enhancements to Houdini Plaza and Soldier's Square that allow expansion of the Summer Farm Market; and
 - working with the Community Garden Partnership and other organizations to provide locations for community gardens and education on gardening.
- 8.1.3 Pursue economic development initiatives that seek to retain and expand Appleton's existing food processing and agriculture-related businesses, and to attract new ones that provide a market for regional agricultural products.

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

- 8.2.1 Provide adequate protection for Appleton's important natural features including the Fox River and other streams, wetlands, undeveloped bluffs and ravines, habitat areas, and other features.
- 8.2.2 Work with the Wisconsin Department of Natural Resources, non-profit organizations, and private entities to continue environmental clean-up and restoration of the Fox River.
- 8.2.3 Preserve and enhance the remaining wetlands within Appleton and areas into which the City will continue to grow.
- 8.2.4 Identify, implement, and educate the public about "best management practices" for stormwater management to mitigate non-point pollution and improve stormwater quality.
- 8.2.5 Evaluate the cost effectiveness and environmental benefits of strategies that may reduce the amount of pollutants that Appleton's city government operations contribute to the atmosphere, and encourage local businesses to join voluntary programs to improve air quality.
- 8.2.6 Establish policies to require use of energy efficient technology for new and retrofitted government buildings and infrastructure, and investigate the feasibility of using renewable energy sources.
- 8.2.7 Continue and expand the City's participation in programs to eliminate or reduce the use of pesticides, mercury, lead, and other persistent bioaccumulative toxic substances, and continue to educate the public on the potential harmful effects of these substances.
- 8.2.8 Restore and preserve the quality of natural plant and animal communities through initiatives such as:
- identifying priority locations and conducting natural habitat restoration projects in City parks and on other City-owned properties;
 - educating and encouraging homeowners, businesses, and developers concerning the benefits of using native landscaping materials
 - implementing programs to educate the public and to halt the introduction and spread of invasive species in the Appleton area.
- 8.2.9 Support Appleton's existing forestry program to plant new trees and to maintain the health of the City's urban tree canopy.

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



- 8.3.1 Preserve Appleton's historic resources through the City's Historic Preservation Ordinance and actions of the Historic Preservation Commission.
- 8.3.2 Educate property owners and encourage context-sensitive restoration of Appleton's historic and potentially historic properties.
- 8.3.3 Improve on-site marking and interpretive signage for Appleton's historic sites.
- 8.3.4 Develop a historic walking tour or tours for the downtown, Fox River Corridor, and historic neighborhoods.
- 8.3.5 Continue to maintain the City's status as a member of the Certified Local Government Program through the Wisconsin Historical Society.
- 8.3.6 Continue to recognize individual efforts for exterior restoration and maintenance of buildings and structures through the annual historic restoration and stewardship/revitalization certificate awards program.

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

- 8.4.1 Provide appropriate financial, technical, and other resources to ensure the continued viability and growth of cultural organizations and attractions, in partnership with organizations such as Appleton Downtown, Inc. and the Fox Cities Convention and Visitor's Bureau.
- 8.4.2 Explore the feasibility of developing a downtown convention center. (See Chapter 14: Downtown Plan for additional discussion of this item.)
- 8.4.3 Ensure the availability of adequate event space and logistical services to facilitate cultural and related events within the community.

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

- 8.5.1 Support the Intercultural Relations Program and the coordinator position within the Mayor's Office.
- 8.5.2 Continue coordination with the Appleton Area School District on historical and cultural resource staff development.
- 8.5.3 Explore the creation of a diversity statement and its incorporation into City of Appleton communications.
- 8.5.4 Continue to coordinate activities and events with cultural organizations and other entities that serve diverse populations.
- 8.5.5 Provide assistance to support the formation and success of small businesses serving the City's diverse ethnic communities.



