



# CITY OF APPLETON

## MEMORANDUM

**Date:** September 3, 2025  
**To:** Kara Homan, AICP, Director of Community Development  
**From:** Lily Paul, Economic Development Specialist  
**Subject:** Appleton Northside Business Association (ANBA) Light Pole Banners and Seasonal Decorations Request

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The Appleton Public Arts Committee met on September 3, 2025 and recommended approval of the request from Carol Killian, President of the Appleton Northside Business Association (ANBA), to replace the seasonal wreath light pole decorations with new seasonal snowflake light pole decorations located on Richmond Street (from Northland Avenue to College Avenue) and Wisconsin Avenue (Badger Avenue to Ballard Road). Also, out of season, they are requesting banners to be placed on the light poles that represent ANBA as described in the attached documents.

Per the Art in Public Places Policy, the recommendation from the Appleton Public Arts Committee is forwarded to the committee of jurisdiction, in this case, the Community Development Committee. Please place this item on the agenda for the September 10, 2025 Community Development Committee meeting. Their recommendation would then be forwarded to the Common Council for consideration on September 17, 2025.

The staff memo prepared for the Public Arts Committee along with the other documents are attached as reference.



# CITY OF APPLETON

## MEMORANDUM

**Date:** September 3, 2025  
**To:** Public Arts Committee  
**From:** Lily Paul, Economic Development Specialist  
**Subject:** Appleton Northside Business Association (ANBA) Light Pole Banners and Seasonal Decorations

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## GENERAL INFORMATION

**Owner:** City of Appleton/WE Energies

**Applicant:** Carol Killian, President of ANBA

**Address/Parcel Number:** Richmond Street (From Northland Ave to College Ave) & Wisconsin Avenue (Badger Avenue to Ballard Road)

**Petitioner's Request:** Applicant is requesting to replace the seasonal wreath light pole decorations with new seasonal snowflake light pole decorations. Also, out of season, they are requesting banners to be placed on the light poles that represent ANBA.

**Appleton Public Arts Committee Meeting Date:** September 3, 2025

**Finance Committee:** September 8, 2025

**Community Development Committee:** September 10, 2025

**Common Council Meeting Date:** September 17, 2025

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## PROJECT DETAILS

**Project Summary:** ANBA is a membership based organization that represents the businesses on/around/north of Wisconsin Avenue. Specifically, they lead many beautification projects on Wisconsin Avenue and Richmond Street, the most relevant example being the wreaths during winter. ANBA was informed by the Department of Public Works (DPW) that the wreaths are no longer able to be repaired and placed for the upcoming winter (2025).

**Reason for Choosing the Proposed Location:** These are the corridors that ANBA focuses on because they are the most heavily traveled. Also, they are where the existing decorations are currently installed.

**Description of How the Work is Installed/Anchored/Attached:** Please see attached sheet for installment instructions. The DPW will install the decorations.

**Timeline and Duration of Installation:** The snowflakes will be installed before Thanksgiving and will remain until March. The banners will then replace the snowflakes until Memorial Day. American Flags are up from Memorial Day until end of summer. If time allows, the banners will also go up in fall before the snowflakes.

**Maintenance and Cost:** Community Development, Departments of Public Works, and Legal Services will work with the applicant to update their Memorandum of Understanding to address how future maintenance will be handled. The new decorations and banners will initially be paid for through ANBA's Community Foundation funds. These funds must be transferred to the City to then complete the transaction.

**Associated Signage:** There is no proposal for signage, but if that changes, she will abide by the following: Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size. Any proposed signs and their placement shall be approved by the Department of Public Works.

**Appleton Comprehensive Plan 2010-2030:** The City of Appleton *Comprehensive Plan 2010-2030* illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. The proposed public art project is consistent with the following goals and objectives of the *Comprehensive Plan 2010-2030*.

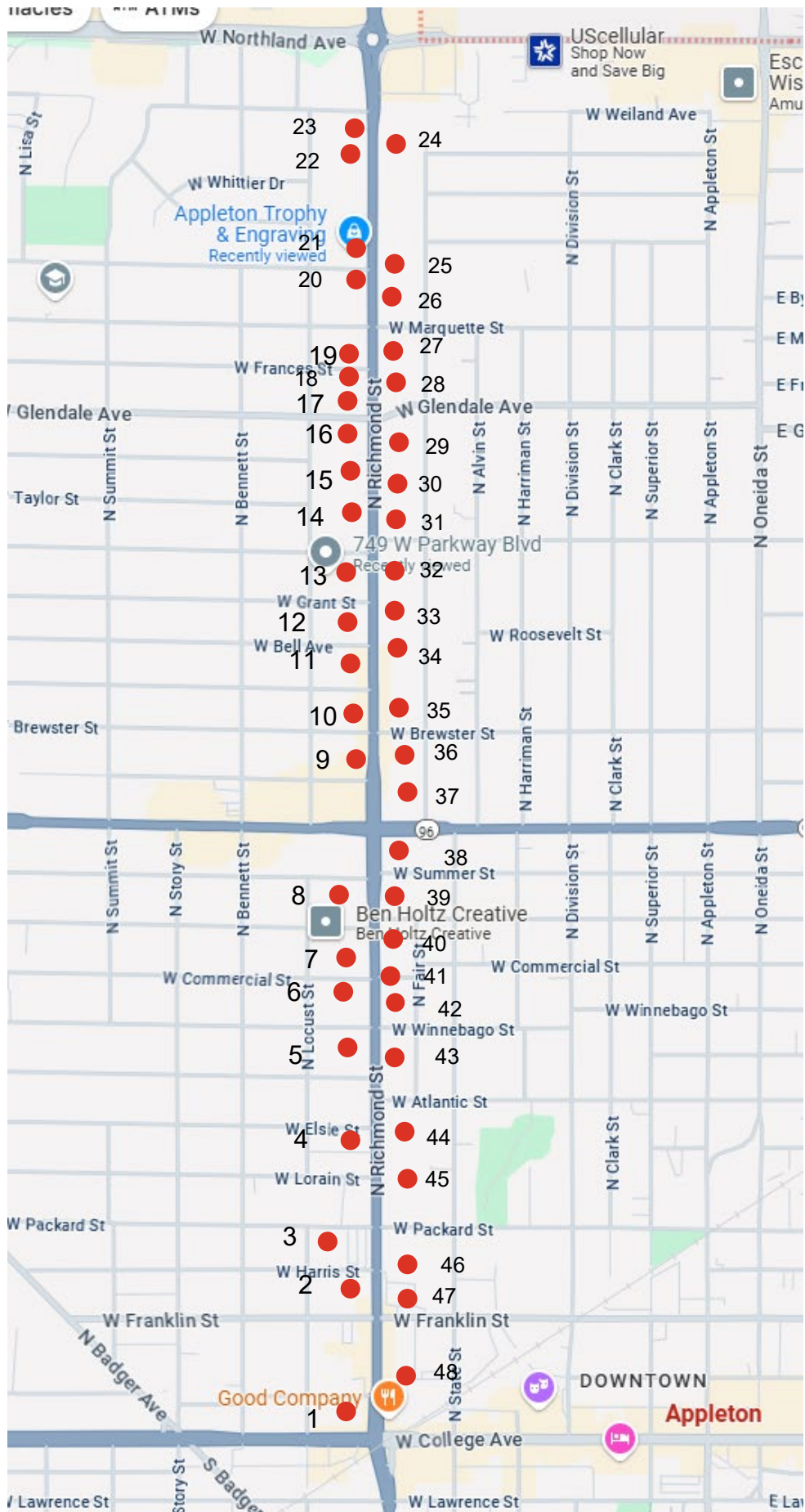
*Chapter 3 – Community Vision #12: Creative place making and public art enhance the public realm and contribute to a vibrant economy.*

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## **RECOMMENDATION**

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommend that the proposed light pole decorations as described in the attached documents, **BE APPROVED**.

## Richmond – College to Northland





## Assembly Instructions

### Pole Mounts

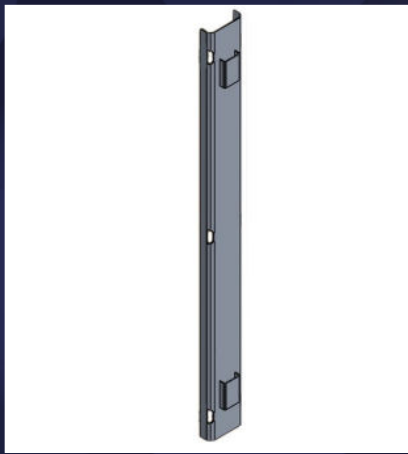
## Pole Mounts

Pole-mounted displays provide an effective and versatile way to showcase holiday decorations in outdoor spaces. Designed for side, center mounting on poles or posts, they are ideal for lining streets, enhancing shopping centers, or adding festive charm to neighborhoods.

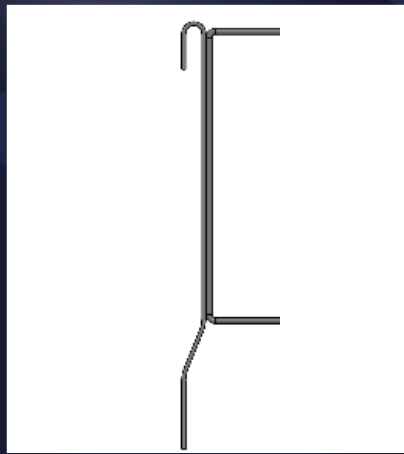
**Note:** These steps are guidelines only. It is the responsibility of the installer to contrive an installation which is safe, and complies with all local codes.



### NECESSARY COMPONENTS



Pole Plate



Backbone



Banding Strap(s)

## Standard & Mini Backbone

### Instructions for Setup

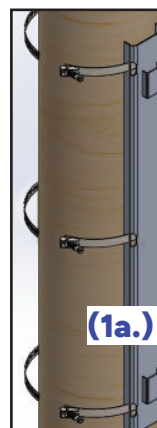
Secure pole plate to utility pole using supplied stainless steel banding straps. (1a.)

Insert bottom tang of decoration first. (1b.)

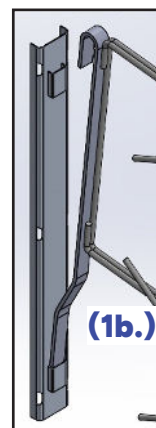
Align top hook and drop into place. (1c.)

Connect the power lead.

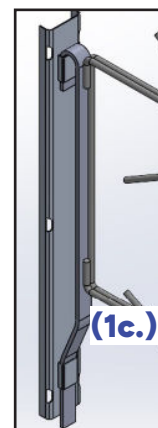
**Note:** Pole plates may be left in place year round if desired.



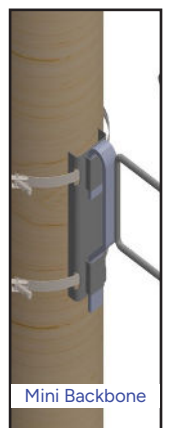
(1a.)



(1b.)



(1c.)



Mini Backbone



## Assembly Instructions

### Pole Mounts

## Direct Mount

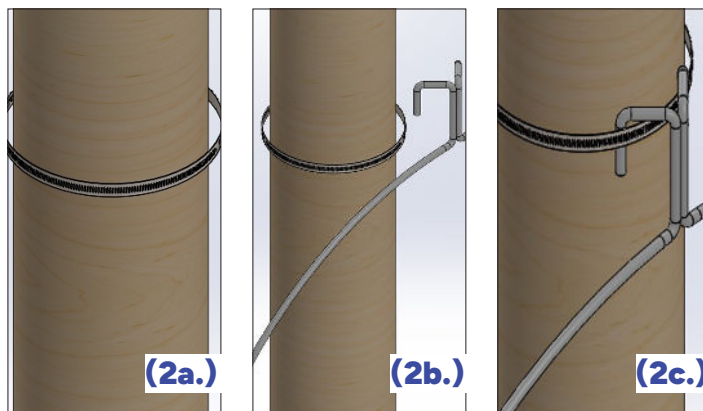
### Instructions for Setup

Loosely wrap the stainless steel banding strap around the pole, do not fully tighten. (2a.)

Attach the direct mount bracket by hooking it onto the banding strap. (2b.)

Tighten the banding strap securely. (2c.)

Connect the power lead.



## Spade Mount

### Instructions for Setup

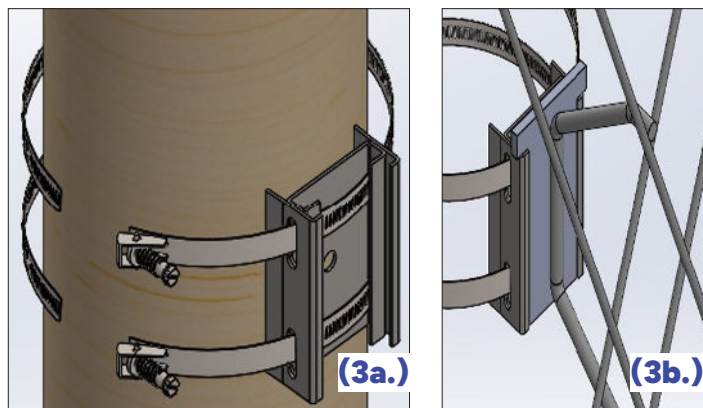
Secure spade mount bracket to utility pole using supplied stainless steel banding straps. (3a.)

Insert bottom tang of spade tongue first.

Align vertically & drop into place. (3b.)

Connect the power lead.

*Note: Pole plates may be left in place year round if desired.*



*Thank you for choosing us to bring holiday joy and light to your display. For more information about our products, please contact your design consultant. You can also visit our website to explore additional decorations and see what's new this season.*

*We're grateful for the opportunity to be part of your holiday celebrations.*

*- The Holiday Outdoor Decor Family*



# **MEMORANDUM OF UNDERSTANDING**

## **CITY OF APPLETON AND APPLETON NORTHSIDE BUSINESS ASSOCIATION**

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### **I. THE PARTIES**

1.01 The City of Appleton ("City"), a Wisconsin municipal corporation with a business address of 100 North Appleton Street, Appleton, WI 54911-4799.

1.02 The Appleton Northside Business Association ("ANBA"), a business networking association with a mailing address of P.O. Box 2412 Appleton, WI 54912-2412.

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### **II. THE RECITALS**

WHEREAS,

2.01 The City leases and has control over streetlight poles located throughout the city of Appleton, including on Richmond Street and Wisconsin Avenue.

2.02 ANBA wishes to provide snowflake decorations and banners with brackets to the City for placement on City-leased and controlled streetlight poles located on Richmond Street and Wisconsin Avenue.

2.03 The current flag agreement for both Wisconsin Avenue and Richmond Street shall remain in place.

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### **III. THE AGREEMENT**

NOW, THEREFORE, it is agreed between the parties as follows:

3.01 The previously stated recitals shall be incorporated as part of this Memorandum of Understanding ("Agreement").

3.02 The City shall make best efforts to receive written permission from WE Energies to affix holders on specific streetlight poles located on Richmond Street and to place banners and holiday decorations with brackets on Wisconsin Avenue.

3.02.1 In the event the City is unable to obtain written permission from WE Energies by or before October 1, 2025, this Agreement shall be void.

3.03 ANBA shall obtain through its own means 200 36x60 banners with 103 mounting brackets and 40 four-foot snowflakes with mounting brackets for 40.

3.04 Upon obtaining the banners, decorations, and brackets, ANBA shall give said items to the City. Upon receipt, said items shall become the property of the City.

3.05 In exchange for receiving the banners, decorations, and holders, the City shall make best efforts to install the banners and decoration holders onto the approved Richmond Street and Wisconsin Avenue streetlights by or before May 1, 2026.

3.06 The City agrees to be responsible for the **installation, removal, and storage** of all banners, decorations, and related items, including the ongoing management of the existing flag program on Wisconsin Avenue and Richmond Street.

3.07 The City further agrees to remove the snowflake decorations, to properly store the decorations during the summer, and to reinstall the snowflakes annually, repeating this cycle as long as there are serviceable decorations.

3.08 The City shall use its discretion to select the date(s) the decorations are to be put out each Fall and taken down each Winter.

3.09 The City shall use its discretion in determining when a decoration or banner is in such condition that it is no longer serviceable as a fitting emblem for display and shall take the appropriate steps to dispose of the product.

3.10 The City shall notify ANBA when it no longer has enough serviceable items to fill all of the brackets, at which time ANBA may provide the City with additional banners or decorations and/or monies to purchase replacements. Should ANBA decline to provide additional items or funding, the City shall be under no obligation to obtain new banners or decorations.

3.11 In the event there are not enough serviceable banners or decorations to fill all brackets, the City shall use its discretion to determine which brackets shall be utilized.

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#### **IV. SEVERABILITY CLAUSE**

4.01 Should any part of this Agreement be found to be illegal, it shall be stricken from the Agreement and the Agreement interpreted as if that clause did not exist.

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## **V. INDEMNIFICATION**

5.01 For good and valuable consideration described and bargained for within this Agreement, ANBA agrees to indemnify, defend, and hold harmless the City and its officers, officials, employees, and agents from and against any and all liability, loss, damage, expense, costs (including attorney fees) arising out of this Agreement, caused in whole or in part by ANBA, its officers, officials, employees, volunteers, agents or anyone for whose acts they may be liable, except where caused by the sole negligence or willful misconduct of the City.

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**IN WITNESS WHEREOF**, the parties have caused the foregoing instrument to be executed in three (3) original counterparts on this \_\_\_\_ day of August 2025.

**(Signature Page to Follow)**

**Appleton Northside Business Association**

Attest: \_\_\_\_\_  
Printed Name: \_\_\_\_\_

By: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**City of Appleton**

Attest: \_\_\_\_\_  
Printed Name: \_\_\_\_\_

By: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Title : \_\_\_\_\_

Provision has been made to pay the liability  
That will accrue under this agreement.

Approved as to form:

\_\_\_\_\_  
Jeri Ohman, Director of Finance

\_\_\_\_\_  
Christopher Behrens, City Attorney

J:\Attorney\WORD\FORMS\CONTRACT\2016 Contracts\MOU-ANBA Flags on RichmondStreet.doc

Community Development Department  
City of Appleton

Public Art Committee  
City of Appleton

Re: Public Art Proposal Submission – ANBA Project

Dear Members of the Community Development Department and Public Art Committee,

On behalf of the Appleton Northside Business Association (ANBA), I am pleased to submit our application for a new public art initiative. We appreciate your time and consideration of this project, which we believe will add value and vibrancy to our community.

#### Project Description

ANBA proposes to replace the existing holiday decorations in designated areas on the Northside of Appleton with updated flags, banners, and seasonal décor. The new installations will improve aesthetics, create a welcoming environment, and support both business and community growth in this district.

#### Attached Documentation

Detailed description of the proposed artwork

Sketches of the designs

Site plan and maps identifying selected locations

#### Reason for Proposed Location

Through physical walk-throughs of both targeted streets, ANBA identified ideal positions for flags, banners, and holiday decorations. These areas are highly visible to both residents and visitors, and enhancing them will uplift the appearance of nearby businesses and residential spaces.

#### Installation & Timeline

City of Appleton will continue to install and remove holiday decorations and flags on the current schedule.

Banners will remain installed year-round, reducing the city's current workload.

Installation of the new banners is anticipated to occur within six months of approval.

### Storage & Maintenance

All products will be stored in the same city facility where current decorations and flags are housed.

ANBA will take responsibility for future replacement of banner supplies.

### Conclusion

This project will enhance the identity and visual appeal of Appleton's Northside, contributing to a thriving business community and enriched neighborhood environment.

Thank you for considering our application for public art. We look forward to your review and support of this initiative.

Sincerely,  
Carol Killian  
President  
Appleton Northside Business Association (ANBA)

STREET BANNER CONCEPT

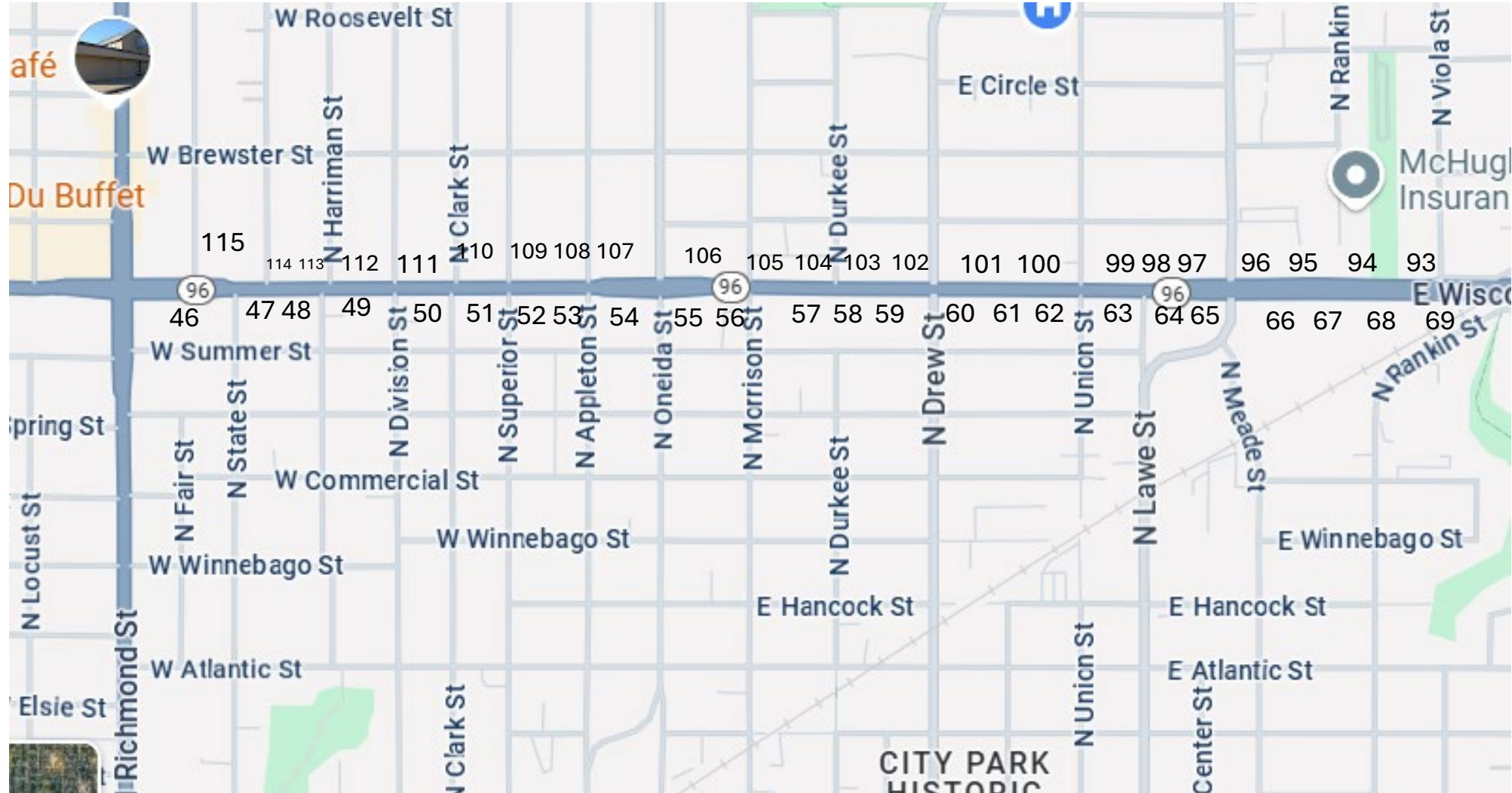
30" x 60"



Badger to Richmond

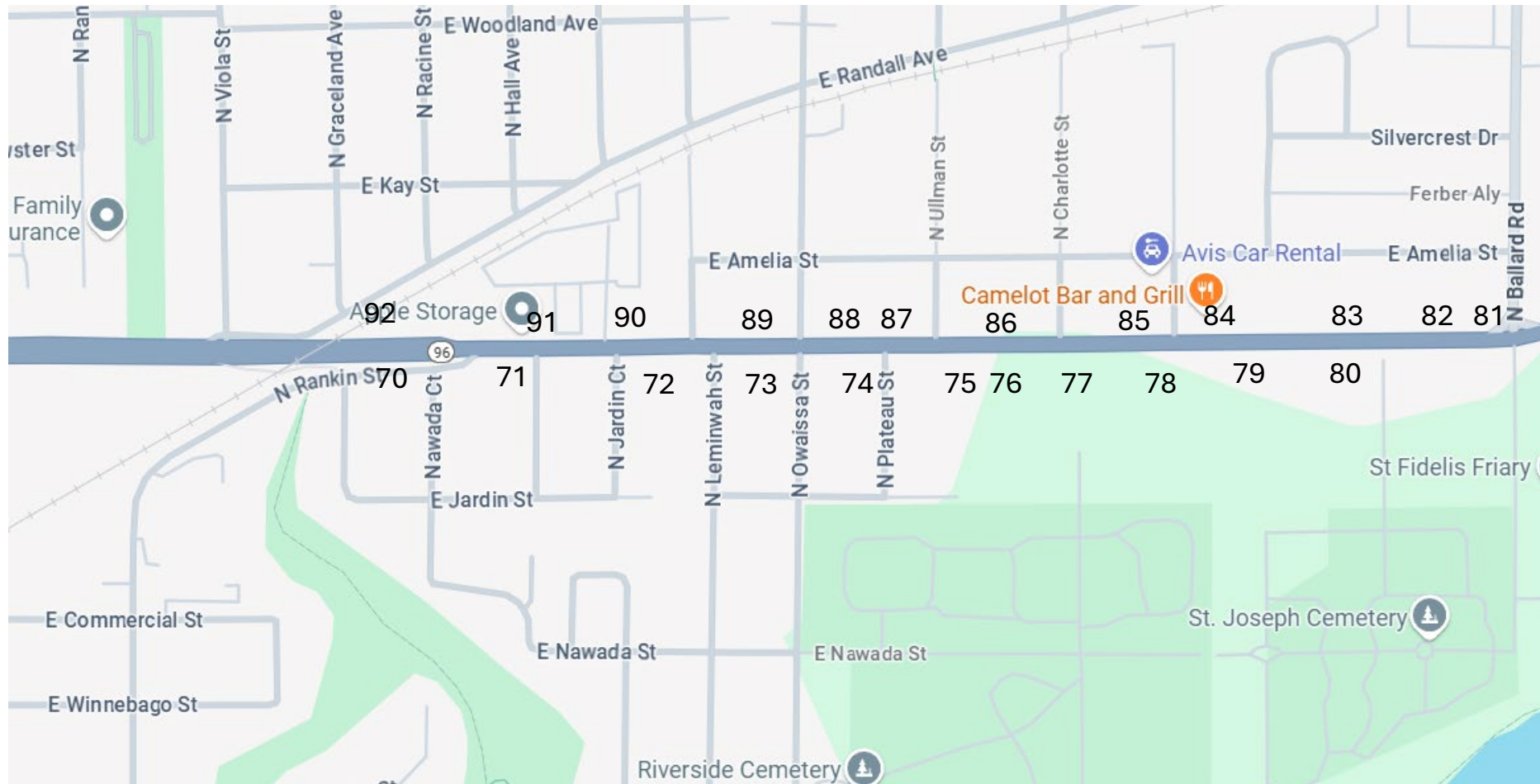


## Richmond to Viola





## Viola to Ballard







## Star Snowflake

\$695.00 – \$845.00

Festive Star Snowflake

Size

4'x4'



[Clear](#)

Festive Star Snowflake with Garland, 48 C9 Lamps, Weighs 29lbs.

\$695.00

1

[Add to My Wish List](#)

SKU: PM-SLB-SS48



## Assembly Instructions

### Pole Mounts



### Pole Mounts

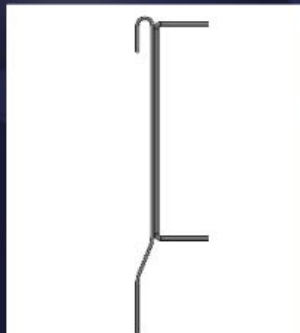
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### NECESSARY COMPONENTS



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Banding Strap(s)

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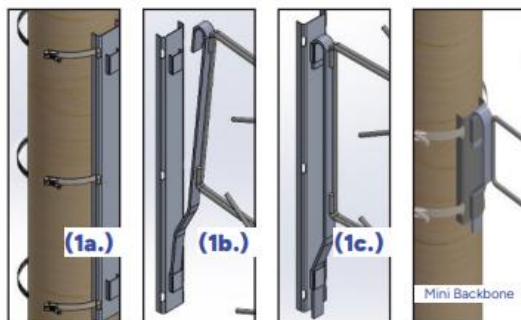
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Insert bottom tang of decoration first. (1b.)

Align top hook and drop into place. (1c.)

Connect the power lead.

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## Assembly Instructions

### Pole Mounts

#### Direct Mount

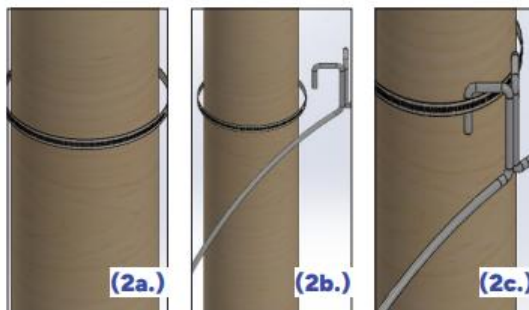
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#### Spade Mount

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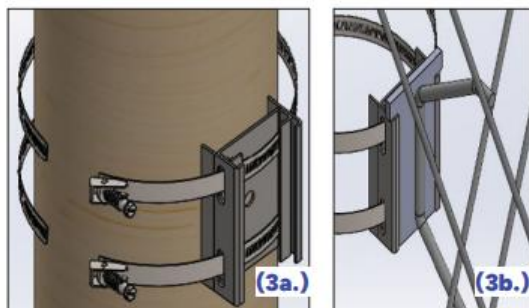
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*- The Holiday Outdoor Decor Family*



**HolidayOutdoorDecor.com**

**877.444.8888**

## Signworld 30" Street Light Pole Banner Mounting Bracket Hardware Kit

### Product Description

Signworld's 30" Street Pole Banner Brackets often called Light Pole Banner Brackets.

These pole banner brackets utilize a cast light weight aluminum base specifically made to adhere to virtually any road pole or even light post whether it is square, round, or multi sided. These brackets are wonderful for urban centers who would like to add a festive look during the holiday seasons or for special events.

### Product information

#### Item details

##### Brand Name

Signworld

##### Target Audience

Urban center managers, event organizers

##### Included Components

Aluminum base, Fiberglass rods, Stainless steel bands, Stainless steel worm drive clamps

##### Number of Sets

1

##### Manufacturer

Signworld

##### Customer Reviews

4.9

4.9 out of 5 stars

(30)

4.9 out of 5 stars

Best Sellers Rank

#195,481 in Office Products (See Top 100 in Office Products)

#4,057 in Business & Store Signs

UNSPSC Code

31162500 (Brackets and braces) Report an incorrect code

ASIN

B00C5LLDX0

Item Height

0.01 inches

Additional details

Item Dimensions L x W

5.5"L x 2.25"W

Warranty & Support

Amazon.com Return Policy:Amazon.com Voluntary 30-Day Return Guarantee: You can return many items you have purchased within 30 days following delivery of the item to you. Our Voluntary 30-Day Return Guarantee does not affect your legal right of withdrawal in any way. You can find out more about the exceptions and conditions here.