



## MEMORANDUM

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

TO: Paula Vandehey, Director of Public Works

FROM: Jessica Titel, Principal Planner

DATE: April 6, 2021

RE: Request from Creative Downtown Appleton Inc. for the Downtown Creates “Art Out – Plein Air Art” Event

The Appleton Public Arts Committee met on April 6, 2021 and recommended approval of the request from Creative Downtown Appleton Inc. for the Downtown Creates “Art Out – Plein Air Art” event on August 20, 2021 to be located within the College Avenue amenity strip (Badger Avenue to Drew Street) **as described in the attached documents and subject to the following conditions.**

1. 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.
2. A street occupancy permit is required.
3. The applicant shall provide the Department of Public Works with a final placement map prior to the event. DPW shall have the ability to modify any locations that are not acceptable.
4. Artists will use the sidewalk in the amenity strip from 9:00 AM until 7:30 PM on Friday, August 20, 2021. Applicant is responsible to collect any remaining items left behind by the end of the day on Monday, August 23, 2021.

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 Municipal Services Committee. Please place this item on the agenda for the April 12, 2021 Municipal Services Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration on April 21, 2021.

The Staff Report prepared for the Public Art Committee is attached as reference.



## REPORT TO PUBLIC ARTS COMMITTEE

**Appleton Public Arts Committee Meeting Date:** April 6, 2021

**Municipal Services Committee Date:** April 12, 2021

**Common Council Meeting Date:** April 21, 2021

**Item:** Art Out - Plein Air Art (Downtown Creates Event Series)

**Case Manager:** Jessica Titel

### GENERAL INFORMATION

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**Applicant:** Creative Downton Appleton Inc., c/o Djuanna Hugdahl

**Property Owner:** City of Appleton – Public Right-of-Way

**Address/Parcel:** College Avenue Amenity Strip - 900 West to 300 East blocks of College Avenue (Badger Avenue to Drew Street)

**Applicant's Request:** Applicant is requesting approval to use the College Avenue amenity strip for the Art Out – Plein Air Art event as part of the Downtown Creates monthly event series.

### PROJECT DETAILS

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**Brief Description of Project and Location:** The applicant is proposing to hold an event titled “Art Out – Plein Air Art” as part of the Downtown Creates event series. The event will feature plein air painting that will showcase artists painting on canvas or storefront windows throughout the day on Friday, August 20. Individuals will register to participate in the event and will be stationed on the sidewalk within the College Avenue amenity strip. Some participants may also paint storefront windows. The public will be invited to view the finished paintings. The event will be coordinated by Creative Downton Appleton, Inc.

**Reason for Choosing the Proposed Location:** The walkability of downtown makes it accessible to all and allows the artwork to be spaced apart to promote distancing the full mile stretch of College Avenue.

**Description of How the Work is Installed/Anchored/Attached:** Artists will use free standing easels and canvas, with placement on the sidewalk amenity strip. Items will be displayed during the entire weekend utilizing storefront windows to showcase the art. Appleton Downton, Inc.’s certificate of insurance is on file with the City.

**Timeline and Duration of Installation:** Artists will use the sidewalk in the amenity strip from 9:00 AM until 7:30 PM on Friday, August 20.

**Maintenance and Cost:** Any business that wishes to have an artist paint their windows will be responsible for clean-up. No other clean-up is expected.

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**Associated Signage:** Temporary signs (2'W x 1.5' H) will be placed out during the event. 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.

**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.*

*Chapter 14 – Downtown Plan*

- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

**RECOMMENDATION**

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Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed Art Out – Plein Air Art event, located within the College Avenue amenity strip (Badger Avenue to Drew Street), as described in the attached documents, **BE APPROVED** subject to the following conditions:

1. 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.
2. A street occupancy permit is required.
3. The applicant shall provide the Department of Public Works with a final placement map prior to the event. DPW shall have the ability to modify any locations that are not acceptable.
4. Artists will use the sidewalk in the amenity strip from 9:00 AM until 7:30 PM on Friday, August 20, 2021. Applicant is responsible to collect any remaining items left behind by the end of the day on Monday, August 23, 2021.

## **Month of August: Art Out - Plein Air Art:**

2020 brought many challenges to our ability to host events and bring people downtown safely. To do so, we embraced the open air and walkability of our downtown, by offering our Downtown Creates series as a walk event only, connecting people and offering a place of artistic expression. With your support, we would like to showcase an exploration of art displays for the community to engage and connect. We often hear how the last twelve months have impacted the mental health of our community. Providing experiences of connection, even with strangers; is valuable and important to our overall well-being.

### **• Brief description of the proposed artwork**

Downtown Creates August event will feature plein air painting, showcasing local talent from the community. The Paint-Out competition will be a special feature offering artists the opportunity to paint beautiful masterpieces on canvas or storefront windows throughout the day-long event on College Avenue.

Paint-Out artists can choose to be "In It to Win It" or "Just for Fun". A 16 x 20 canvas will be provided free, along with an easel, if needed. Each level has their own series of prize opportunities, as well as an online auction component the following week; allowing the participating artists another revenue opportunity. Together, community members will be able to support local artists directly and enhance the creative economy.

### **• Photos/sketches of proposed work:**

Applicants will be given a theme. They will need to pre-register, in order to receive their designated sidewalk location and to be entered for prize consideration. See attached photos of Plein Air artists samples.

### **• Site plan/location map showing location of proposed work –**

College Avenue amenity strip area. The area consists of the Central Business District of College Ave., 900 West to 300 East blocks, (Badger Ave. to Drew St.). A letter of request to occupy the public right of way to Paula VandeHey, Director of Public Works is attached.

### **• Reason for choosing the proposed location:**

The walkability of the Downtown makes it accessible to all and allows for artwork to be spaced apart to promote social distancing within the full mile stretch of College Avenue. Offering distance between displays and features assists with keeping the flow of foot traffic moving throughout the downtown district. Additionally, we would like this to be a full weekend offering, thus eliminating barriers of access to the arts. Free masks and hand sanitizer will be made available to attendees.

### **• Description of how the work is installed/anchored/attached**

Artists will use free standing easels and canvas, with placement on the sidewalk amenity strip area. We will also encourage painted windows. Items will be displayed during the entire weekend, utilizing storefront windows to showcase the art.

- **Installation specifications provided by a structural engineer**

N/A

- **Timeline and duration of installation**

Friday, August 20 – Artists pick up canvas and sidewalk location at ADI office, starting at 9 am. Pieces will remain out on the sidewalks until 7:30pm for the community to walk downtown and see the finished works in person.

Monday, August 23 – ADI staff and volunteers will walk the Central Business District to assess and remove any items that were left behind.

- **How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)**

Any business that wishes to have an artist paint windows, will be required to do their own clean-up. No other clean-up is expected.

- **Description of any associated signage**

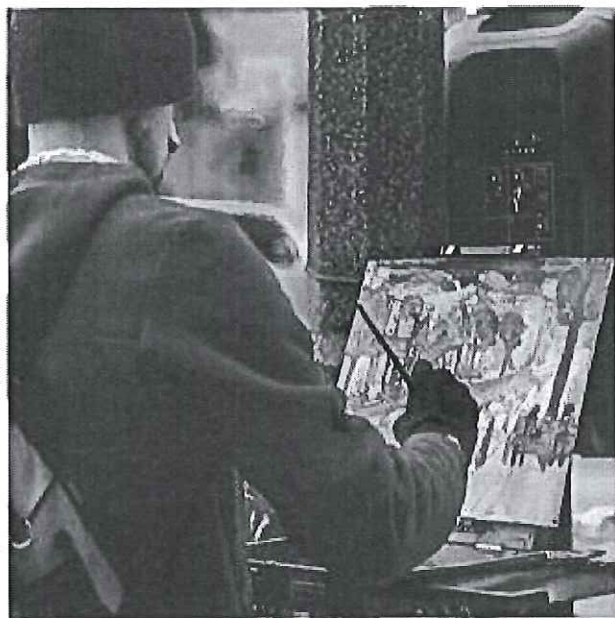
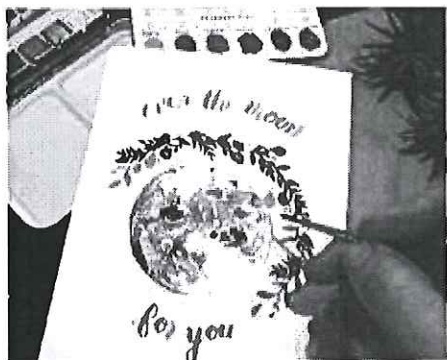
Planned signage consists of similar image, with minor updates (image is from 2020); placed in planters during event only. Signage would showcase event, feature Creative Downtown Logo and those of sponsors; along with listing of upcoming dates for walk events.

Dimensions 2' W x 1.5' H

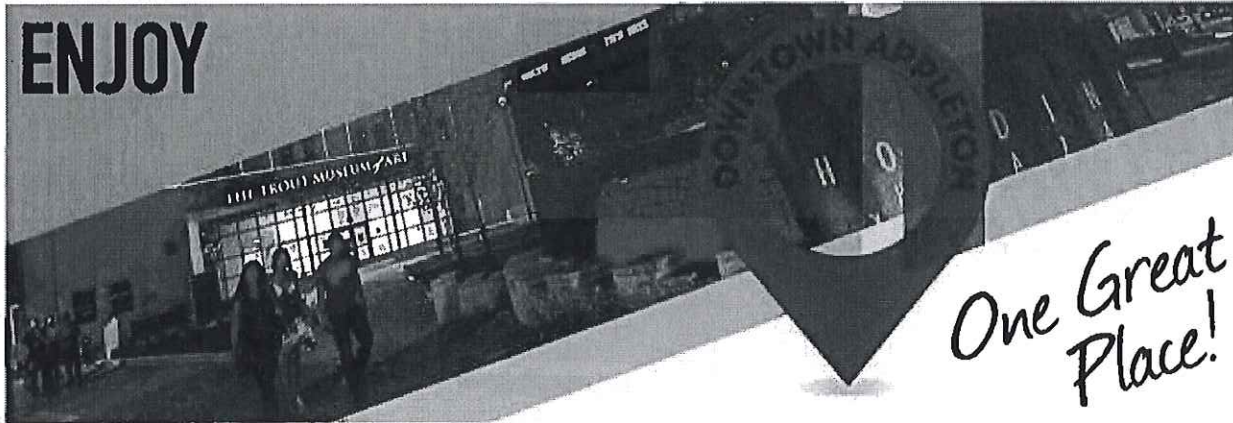


# **DOWNTOWN CREATES...** Featuring Plein Air Art

3<sup>rd</sup> weekend of August, 20-22, Friday through Sunday – College Avenue



**LAST  
CALL  
FOR  
ARTISTS!**



***DOWNTOWN CREATES...*** is an open air, walkable, event series that focuses on smaller outdoor areas and eliminates large group gathering by spreading out activities throughout the mile stretch of the Downtown. The Downtown Creates series is proposed as free community events beginning on the third Friday in April through August, and continuing through the weekend. The events are designed to engage local artists, downtown businesses, nonprofits, attractions, outdoor spaces, alleyways and Houdini Plaza to participate in curating a Creative open-air experience.

Themes:

April 16 – Fiber Rain\* - yarn pieces displayed on planters, way-finding signage, poles, etc.

May 21 – Garden Art – natural elements turned into works of art; 3-D sculptures, painted windows, flower displays, upcycled sculptures and more.

June 18 – Upcycled Chairs – upcycled wooden and/or plastic chairs. An empty chair is a sign of welcoming or an invitation.

July 16 – Chalk Art\* - invitation to artists to create chalk art for fun, or as part of a competition for prizes.

August 20 – Plein Air Painting – invitation for painters of all abilities to paint throughout the day and join the online auction to sell their painted piece, if they choose. Offering them an opportunity to sell their artwork to the community.

\*Public Art application not required due to grandfathered clause.

