



# 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: March 2, 2022

RE: Request from Creative Downtown Appleton Inc. for the 2022 Downtown Creates Event Series

The Appleton Public Arts Committee met on March 2, 2022 and recommended approval of the request from Creative Downtown Appleton Inc. for the Downtown Creates Event Series to be located within the College Avenue amenity strip and planters (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 on May 20, 2022 from 9:00 AM through 9:00 PM (AASD Student Walk) and June 17, 2022 from 4:00 PM through 9:00 PM (Street Music Week). Applicant is responsible to collect any remaining items left behind by the end of each event.

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 March 7, 2022 Municipal Services Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration on March 16, 2022.

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



## REPORT TO PUBLIC ARTS COMMITTEE

**Appleton Public Arts Committee Meeting Date:** March 2, 2022

**Municipal Services Committee Date:** March 7, 2022

**Common Council Meeting Date:** March 16, 2022

**Item:** 2022 Downtown Creates Series

**Case Manager:** Jessica Titel, Principal Planner

### GENERAL INFORMATION

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**Applicant:** Creative Downton Appleton Inc., c/o Jennifer Stephany

**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 2022 Downtown Creates monthly event series.

### PROJECT DETAILS

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**Brief Description of Project and Location:** The applicant is proposing to hold four events as part of the Downtown Creates event series. The events will occur on the sidewalk within the College Avenue amenity strip. The events are as follows:

- Appleton Area School District Student Walk (May): this event will showcase talents from AASD students. Artwork will be displayed in the amenity strip and/or planters and will include painted chairs, 3D wire sculptures, display tables, window displays and other student artwork.
- Street Music Week (June): This event will highlight the conclusion of Street Music week. Friday night will be an extension of that event and will feature local musicians playing music within the amenity strip.
- *The 2022 Downtown Creates series will also include Chalk Walk (July) and Paint on the Town (August). These events are exempt from review by the Public Art Committee because they were previously reviewed and approved by Municipal Services Committee and/or Common Council prior to the adoption of the Art in Public Places Policy and establishment of the Public Art Committee.*

**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.

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**Description of How the Work is Installed/Anchored/Attached:** Artwork will be temporary, freestanding displays located within the amenity strip and planters. Appleton Downtown, Inc.'s certificate of insurance is on file with the City.

### **Timeline and Duration of Installation:**

AASD Student Walk: May 20, 2022 from 9:00 AM through 9:00 PM

Street Music Week: June 17, 2022 from 4:00 PM through 9:00 PM

**Maintenance and Cost:** Creative Downton Appleton, Inc. will provide volunteers and staff at each event to assist with removal of any items that may have been left behind. No other clean-up is expected.

**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*

### **Staff Comments:**

- The planter outlet lock keys are maintained by ADI. Those needing power will have to arrange access thru them. Our electricians currently do a test of all outlets on College Avenue twice a year; 1) Spring before Farmers Market and 2) Fall before License to Cruise / Octoberfest. The City will not be doing any additional testing beyond this for these events. If an outlet is problematic, users may need to move to another planter where one works. When problems are reported to us, we will respond during normal business hours to repair (in most cases a fuse is blown and needs replacement).

## **RECOMMENDATION**

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed 2022 Downtown Creates Event Series, located within the College Avenue amenity strip and planters (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.

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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.
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