



CITY OF APPLETON

MEMORANDUM

Date: May 8, 2024
To: Dani Block, Director of Public Works
From: Jessica Titel, Principal Planner
Subject: Red Ramp Mural Request

The Appleton Public Arts Committee met on May 8, 2024 and recommended approval of the request from Neo Medina and the Trout Museum of Art to paint a mural to be located inside of the Red Ramp located at 134 S. Superior Street (Tax Id #31-2-0090-00) **as described in the attached documents and subject to the following conditions:**

1. An agreement between the applicant and the City will be prepared by the City's Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. 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.
3. The applicant shall provide the Department of Public Works with a final placement of the mural prior to beginning the installation.
4. The applicant shall coordinate with the Department of Public Works regarding blocking applicable parking spaces and creating a designated area for the work to occur.
5. Applicant shall apply an anti-graffiti coating upon completion of the mural.
6. The mural will be completed during the day July 8 – 13, 2024 by Trout Museum of Art students. The artist will be on site evenings July 10 – 13, 2024.

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 May 20, 2024 Municipal Services Committee meeting. Their recommendation would then be forwarded to the Common Council for consideration on June 5, 2024.

The staff memo prepared for the Public Arts Committee is attached as reference.



CITY OF APPLETON

MEMORANDUM

Date: May 8, 2024
To: Public Arts Committee
From: Jessica Titel, Principal Planner, Community Development Department
Subject: Red Ramp Mural

GENERAL INFORMATION

Owner: City of Appleton

Applicant: Neo Medina c/o Trout Museum of Art

Address/Parcel Number: 134 S. Superior Street (Parcel #31-2-0090-00)

Petitioner's Request: Applicant is requesting to paint a mural on the inside of the Red Ramp. The mural will be located near the west stairwell on the third floor. The mural will be painted by students taking a mural class through the Trout Museum of Art and supervised by their instructor.

Appleton Public Arts Committee Meeting Date: May 8, 2024

Municipal Services Committee Meeting Date: May 20, 2024

Common Council Meeting Date: June 5, 2024

PROJECT DETAILS

Project Summary: Applicant is requesting to paint a mural on the inside of the Red Ramp. The mural will be located near the west stairwell on the third floor. The mural will be painted by students taking a mural class through the Trout Museum of Art and supervised by their instructor, Neo Medina. See attached mural design.

Reason for Choosing the Proposed Location: The mural will be located near the entrance to the skywalk and visible to visitors. The mural will add interest and brighten up the walls of the ramp.

Description of How the Work is Installed/Anchored/Attached: Mural will be painted with top level exterior paint. An anti-graffiti coating can be applied after the mural is complete.

Timeline and Duration of Installation: The mural will be completed during the day July 8 – 13, 2024 by Trout Museum of Art students and the artist. The artist will be on site evenings July 10 – 13, 2024.

Maintenance and Cost: The applicant will apply an anti-graffiti coating to the mural. There is no cost to the City for this project.

Associated Signage: 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.

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*

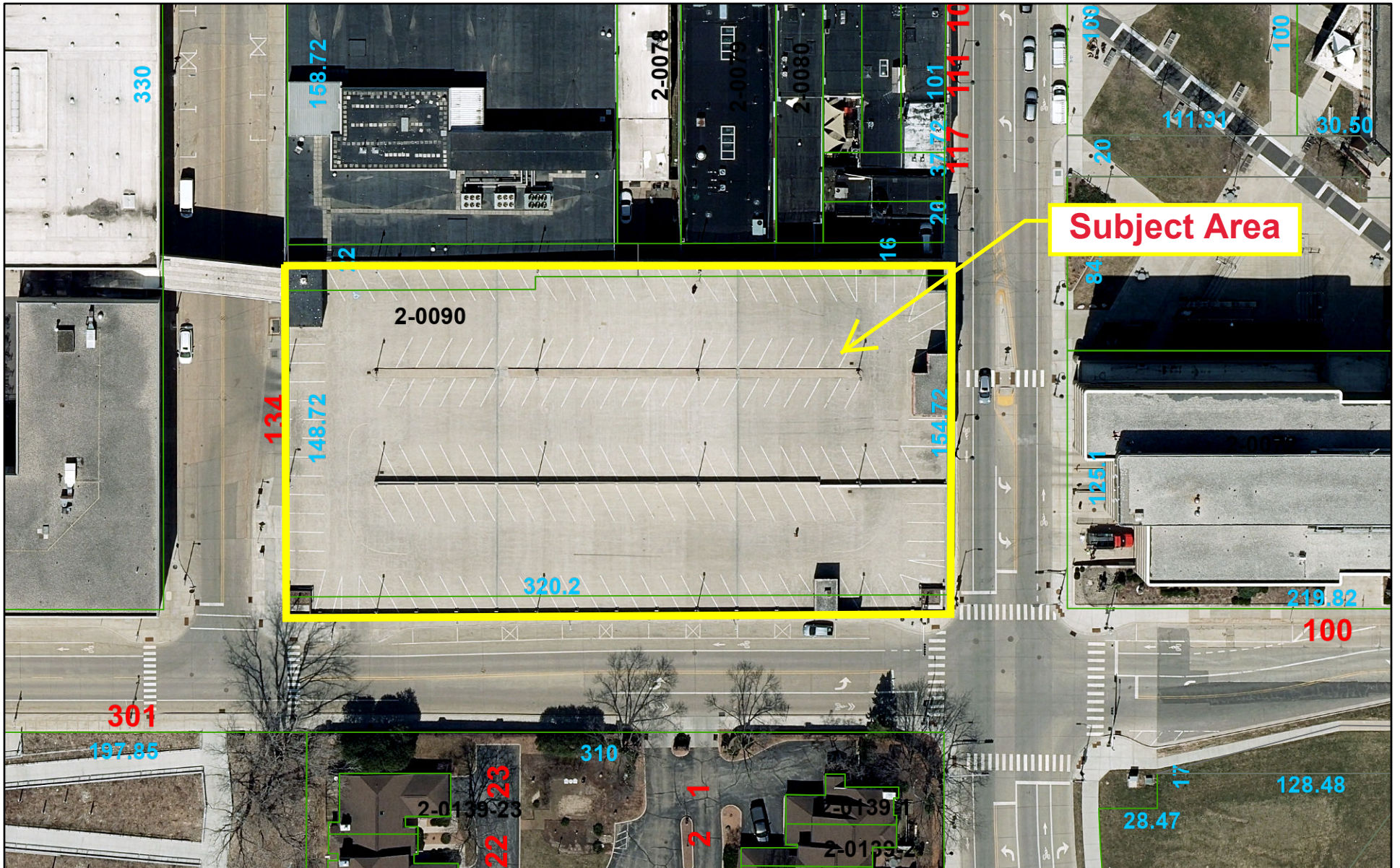
Staff Comments: A certificate of insurance is on file from the Trout Museum, so no additional insurance certificates are needed.

RECOMMENDATION




Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed mural, located within the Red Ramp, as described in the attached documents, **BE APPROVED** subject to the following conditions:

1. An agreement between the applicant and the City will be prepared by the City's Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. 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.
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Location Map - Red Ramp Mural



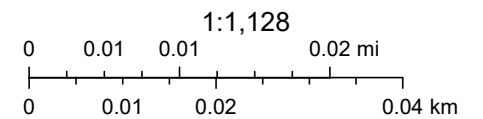
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Mural class public art application

This mural will be painted by the trout museum of art mural class that artist Neo Medina teaches.

See attached photo for mural design

Location: will be the wall nearest the West stair well inside the red ramp on the ~~second~~^{third} floor

The mural will be directly painted on the wall with top level exterior paint designed to last. With the mural being inside maintenance should be minimal. An anti graffiti coating can be applied after and that will be worked out between the artist and the Trout museum of art.

Timeline: This mural will be completed during the week of July 8th -13th. Most of the painting will take place during the day with Neo Doing some evening hours on the 10th -13th.

