



MEMORANDUM

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

TO: Tom Flick – Deputy Director, Parks, Recreation & Facilities Management

FROM: Jessica Titel, Principal Planner

DATE: September 4, 2019

RE: Acre of Art – Season III Installation: Better Days Sculpture – Houdini Plaza

The Appleton Public Art Committee met on September 3, 2019 and recommended that the proposed installation of the Better Days sculpture located within Houdini Plaza (Tax Id #31-2-0067-00), **IS NOT RECOMMENDED FOR APPROVAL**, subject to the Staff Analysis within the Staff Report:

Per the Art in Public Places Policy, the recommendation from the Appleton Public Art Committee is forwarded to the committee of jurisdiction, in this case, the Park and Recreation Committee. Please place this item on the agenda for the September 9, 2019 Park and Recreation Committee agenda. Their recommendation would then for forward to the Common Council for final consideration.

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



REPORT TO PUBLIC ART COMMITTEE

Appleton Public Arts Committee Meeting Date: September 3, 2019

Parks & Recreation Committee Date: September 9, 2019

Common Council Meeting Date: September 18, 2019

Item: Better Days Sculpture

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: Alex Schultz – Sculpture Valley, Inc.

Address/Parcel: Houdini Plaza - S. Oneida Street (Tax Id #31-2-0067-00)

Applicant's Request: Applicant is requesting to place the Better Days sculpture, associated with Sculpture Valley's Acre of Art Season III, on City owned property. Sculptures will be placed for a period of 2 years.

PROJECT DETAILS

Brief description of project and location: The sculpture is part of Sculpture Valley's Acre of Art Season III installation. Acre of Art is a public sculpture series that places sculptures throughout the Fox Cities. The sculptures remain in their respective locations for a period of 2 years. The applicant is proposing to place the "Better Days" sculpture within Houdini Plaza.

Since this location was initially presented to the APAC, the applicant has chosen a different sculpture for Houdini Plaza. The Better Days sculpture is being proposed in this location, rather than the Midsummer Gate sculpture.

With this proposal, the applicant has also proposed an alternative location near Houdini Plaza for this sculpture. The alternative location is within the S. Oneida Street right-of-way, just south of Houdini Plaza. Since this location was not originally presented, it will not be presented as an action item. Staff does not support this location because it is located in an area used for snow storage and would be easily damaged in this location. This area of South Oneida Street is also planned for reconstruction in 2021, so it would need to be relocated prior to April 2021.

Reason for choosing the proposed location: The applicant chose the proposed location because they feel Houdini Plaza is the most visible sculpture location in the City and chose the location within the plaza to minimize programming conflicts. The attached proposal provides more detail on the rationale for this location.

Better Days Sculpture – Houdini Plaza

September 3, 2019

Page 2

Description of how the work is installed/anchored/attached: The sculpture would be mounted on a 4-foot round, 4-inch high concrete pedestal. In order to ensure public safety of the structure, the applicant would need to provide installation details and structural information that is prepared by a structural engineer or other qualified professional.

Timeline and duration of installation: Installation dates to be determined. The sculpture would be in place for 2 years.

Maintenance and Cost: The artwork would be maintained by Sculpture Valley. A maintenance agreement would be prepared by the City's Legal Services and would need to be executed prior to installation.

Associated Signage: A plaque would be installed adjacent to the sculpture.

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.

Goal 7 – Agricultural, Natural, and Cultural Resources

Appleton will continue to protect and enhance its environmental quality and important natural resources, preserve historic sites, and support cultural opportunities for community residents.

Chapter 14 – Downtown Plan

- *Strategy 1.1 Continue development of entry features on major routes into the downtown*
- *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 ANALYSIS

While artwork in Houdini Plaza and Downtown, in general, is supported in the City's Comprehensive Plan, Staff cannot support the proposed sculpture or location based on the following:

- When Houdini Plaza was designed, an existing concrete pad was installed with the purpose of displaying artwork in Houdini Plaza. The concrete pad's location is in the southeast corner of the plaza, near a seating area. This location should be used for future proposals. Artwork was also intended to have a connection to Houdini.
- The location would damage planter areas with the installation.
- There is a significant amount of underground utilities throughout Houdini Plaza.
- Houdini Plaza was designed for and is programmed for numerous public activities throughout the year and avoiding conflicts with the programming needs of these events is challenging.

Better Days Sculpture – Houdini Plaza

September 3, 2019

Page 3

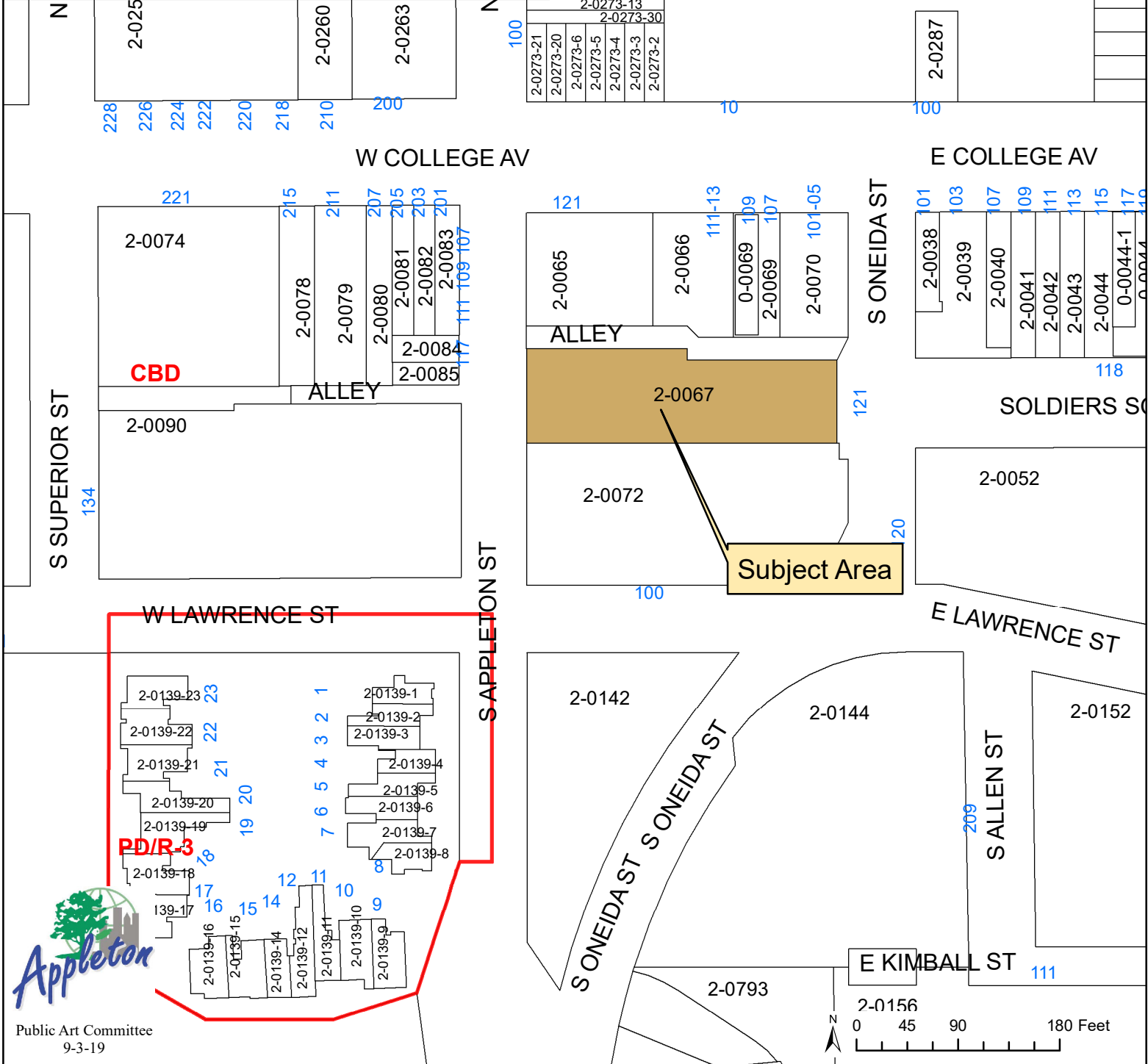
- Staff did meet with the applicant regarding these concerns and suggestions. There was an agreement to skip this year's display in Houdini Plaza and to look for a Houdini appropriate art piece to be located on the existing concrete pad in the future.

Oneida Street right-of-way location: With this proposal, the applicant has also proposed an alternative location near Houdini Plaza for this sculpture. The alternative location is within the S. Oneida Street right-of-way, just south of Houdini Plaza. Since this location was not originally presented, it will not be presented as an action item. Staff does not support this location because it is located in an area used for snow storage and would be easily damaged in this location. This area of South Oneida Street is also planned for reconstruction in 2021, so it would need to be relocated prior to April 2021.

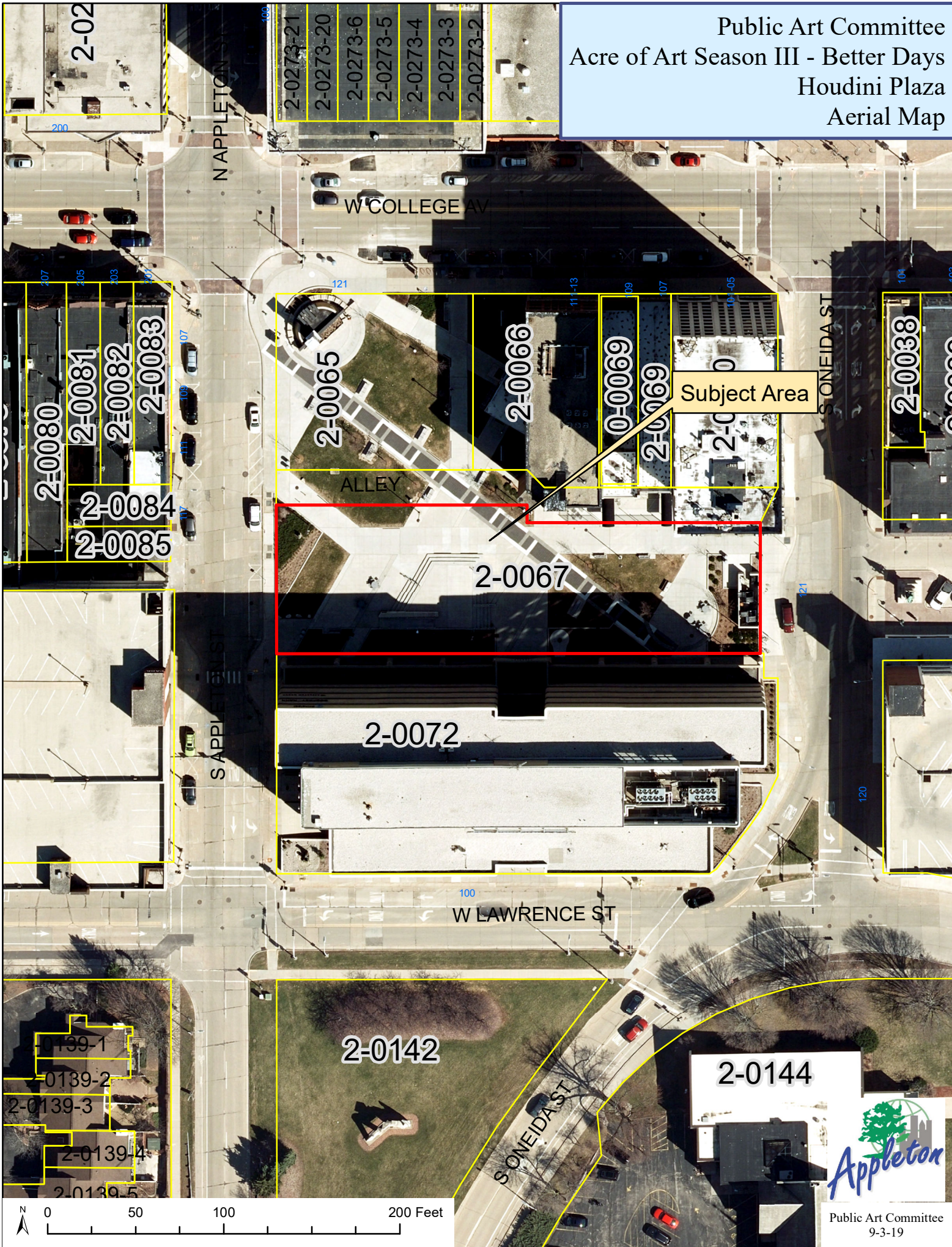
RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, Staff recommends that the proposed installation of the Better Days sculpture located within Houdini Plaza (Tax Id #31-2-0067-00), as shown on the attached maps, **IS NOT RECOMMENDED FOR APPROVAL**, subject to the Staff Analysis within the Staff Report:

Public Art Committee
 Acre of Art Season III - Better Days
 Houdini Plaza
 Zoning Map



Public Art Committee
Acre of Art Season III - Better Days
Houdini Plaza
Aerial Map



Subject Area

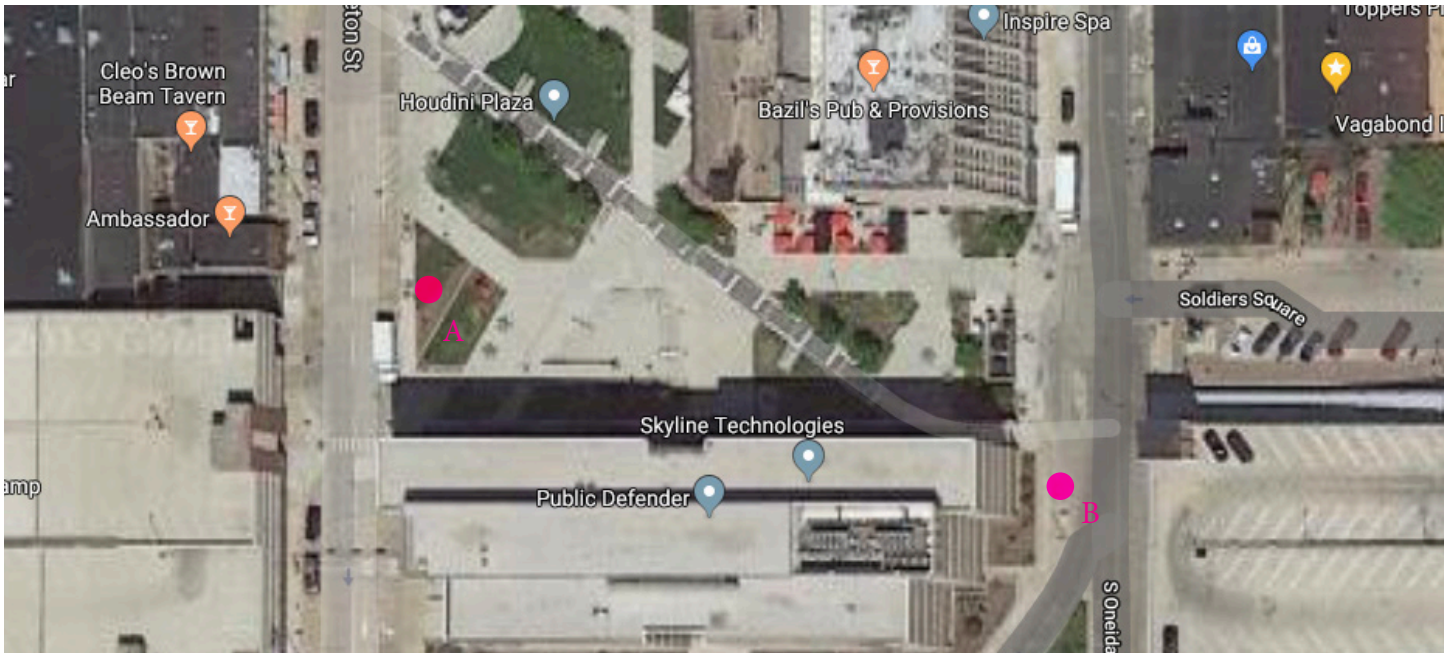
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Public Art Committee
9-3-19

Houdini Plaza Area - Appleton St Planter / Appleton Center Sidewalk

Houdini Plaza was established as an ACRE site for Season I. It is the most visible sculpture location in the City. SV suggests relocating new works to non-pedestrian planter area to avoid programming conflicts that arose with location of previous sculpture in grassy area.



Better Days: Chosen for context, simplicity of design and pop of color that is enjoyed with the current bright red-colored work Here. Jury feels strongly that we need something in or near Houdini Plaza to replace the presence of the current sculpture, Here. This is a late entry that was pulled into the Top 10 when the original ranked 10 work was pulled from competition.

Sculpture and pedestal will sit on 4' round 4" high concrete base. Sits just below grade. No excavation required. Some relocation of plantings may be necessary.

A: Flower bed in Houdini Plaza along Appleton St.



B: Sidewalk area along S. Oneida

