



MEMORANDUM

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

TO: Dean Gazza, Director of Parks, Recreation, Facilities and Grounds

FROM: Jessica Titel, Principal Planner

DATE: November 3, 2021

RE: Request to Install Oversized Wooden Letters Spelling “RISE” within Houdini Plaza

The Appleton Public Arts Committee met on November 3, 2021 and recommended approval of the request from Creative Downtown Appleton Inc. to install oversized wooden letters spelling “RISE” on City-owned property located within Houdini Plaza at 121 W. College Avenue (Tax Id #31-2-0065-00) to be anchored into a base in the grass along the front angled walkway **as shown on the attached maps and subject to the following conditions.**

1. 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. Upon completion of the installation, a structural/professional engineer shall provide certification that the artwork was installed according to specifications and meets required structural standards.
3. The applicant shall coordinate with Parks, Recreation and Facilities Management to determine the exact location of the structure. PRFM shall be onsite for the installation of the structure.
4. Applicant shall contact Digger’s Hotline for underground utility locates and Parks, Recreation and Facilities Management for underground sprinkler line locates prior to any site work commencing.
5. Applicant is required to fully restore the grass and/or repair any damage that occurs as a result of this installation.

6. Installation will occur as soon as practical after all approvals are received and the Public Art Agreement is fully executed. RISE structure shall be removed, and the site restored, no later than March 31, 2022.

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 Parks and Recreation Committee. Please place this item on the agenda for the November 8, 2021 Parks and Recreation Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration on November 17, 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: November 3, 2021

Parks & Recreation Committee Date: November 8, 2021

Common Council Meeting Date: November 17, 2021

Item: Together we RISE – Houdini Plaza

Case Manager: Jessica Titel

GENERAL INFORMATION

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

Property Owner: City of Appleton c/o Dean Gazza, Director of Parks, Recreation and Facilities Management

Address/Parcel: Houdini Plaza – 121 W. College Avenue (Tax Id #31-2-0065-00)

Applicant's Request: Applicant is requesting to display oversized wooden letters spelling "RISE" within Houdini Plaza.

PROJECT DETAILS

Brief Description of Project and Location: The applicant is proposing to install oversized letters spelling the word "RISE" along the walkway in Houdini Plaza. The installation will be displayed through March 2022 and is similar to the HOPE installation last year. The letters will be made of wood and painted white. Each letter will be approximately 4 feet tall and will be anchored to a wooden base. The wooden base from the HOPE installation will be reused for this project. The letters will also be lit. The artwork will be owned and maintained by Creative Downtown Appleton, Inc.

Reason for Choosing the Proposed Location: Houdini Plaza offers great visibility for our community and allows people to walk up and take a picture with the RISE installation. Proximity to an electrical source was also a consideration for the chosen location.

Description of How the Work is Installed/Anchored/Attached: The letters will be made of wood and each letter will be approximately 4 feet tall and 4 inches deep. The letters will be anchored to a 5 foot by 14 foot base that is one foot tall. The engineering specifications for the HOPE letters are also applicable to the RISE letters since the letters are similar size and are being anchored to the same base.

Timeline and Duration of Installation: Installation will occur as soon as practical after approvals are received. RISE will be displayed until March 31, 2022.

Maintenance and Cost: The RISE installation will be maintained by Creative Downtown Appleton Inc. A Public Art Agreement will be prepared by the City's Legal Services Department and will need to be executed prior to installation.

Together we RISE – Houdini Plaza

November 3, 2021

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Associated Signage: A sign will be attached to the base of the sign that recognizes supporting donors. The sign will be 10 inches tall by 8 feet long. 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.

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

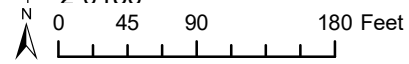
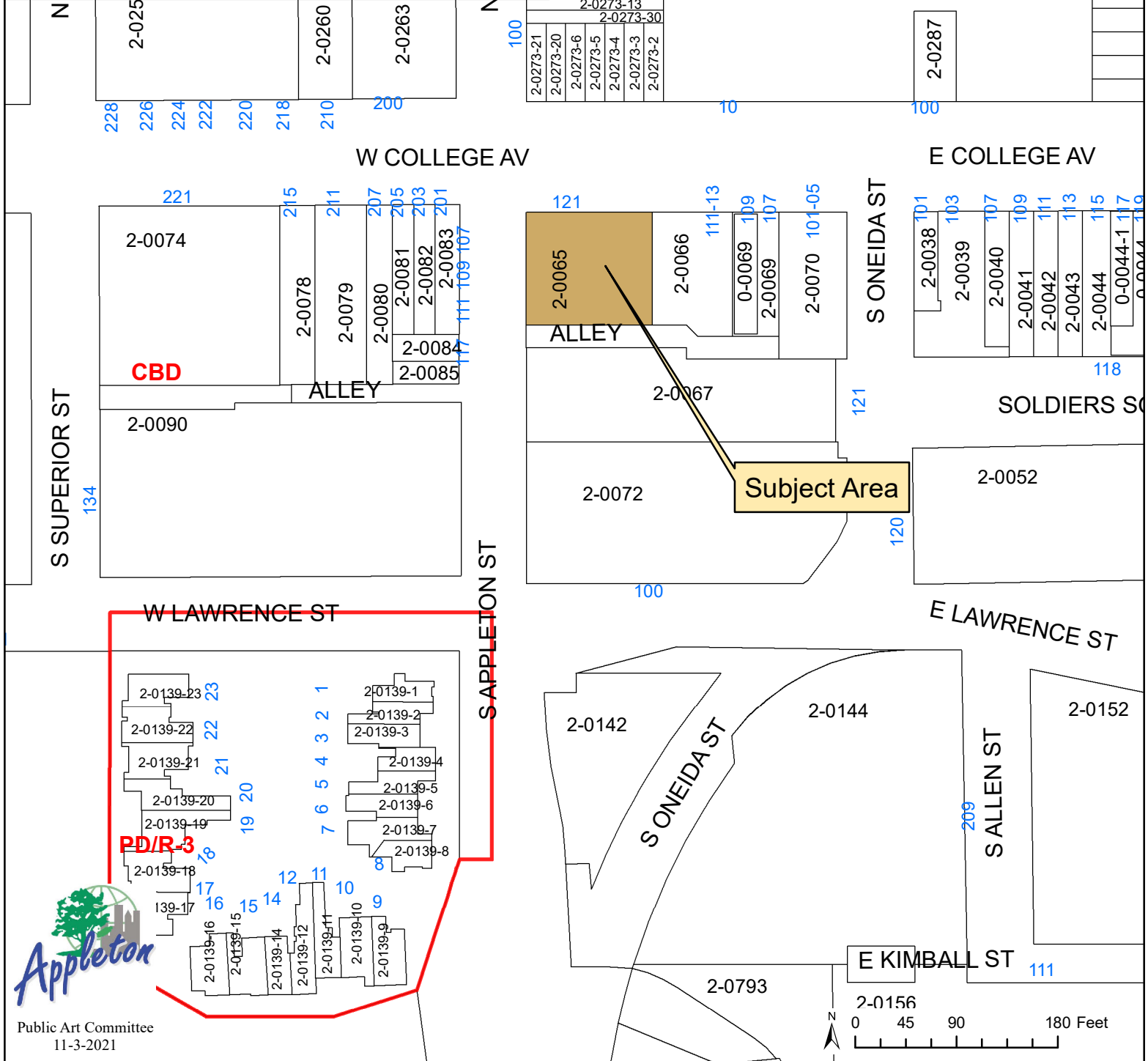
- *Strategy 1.1 Continue development of entry features on major routes into the downtown*
- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

RECOMMENDATION

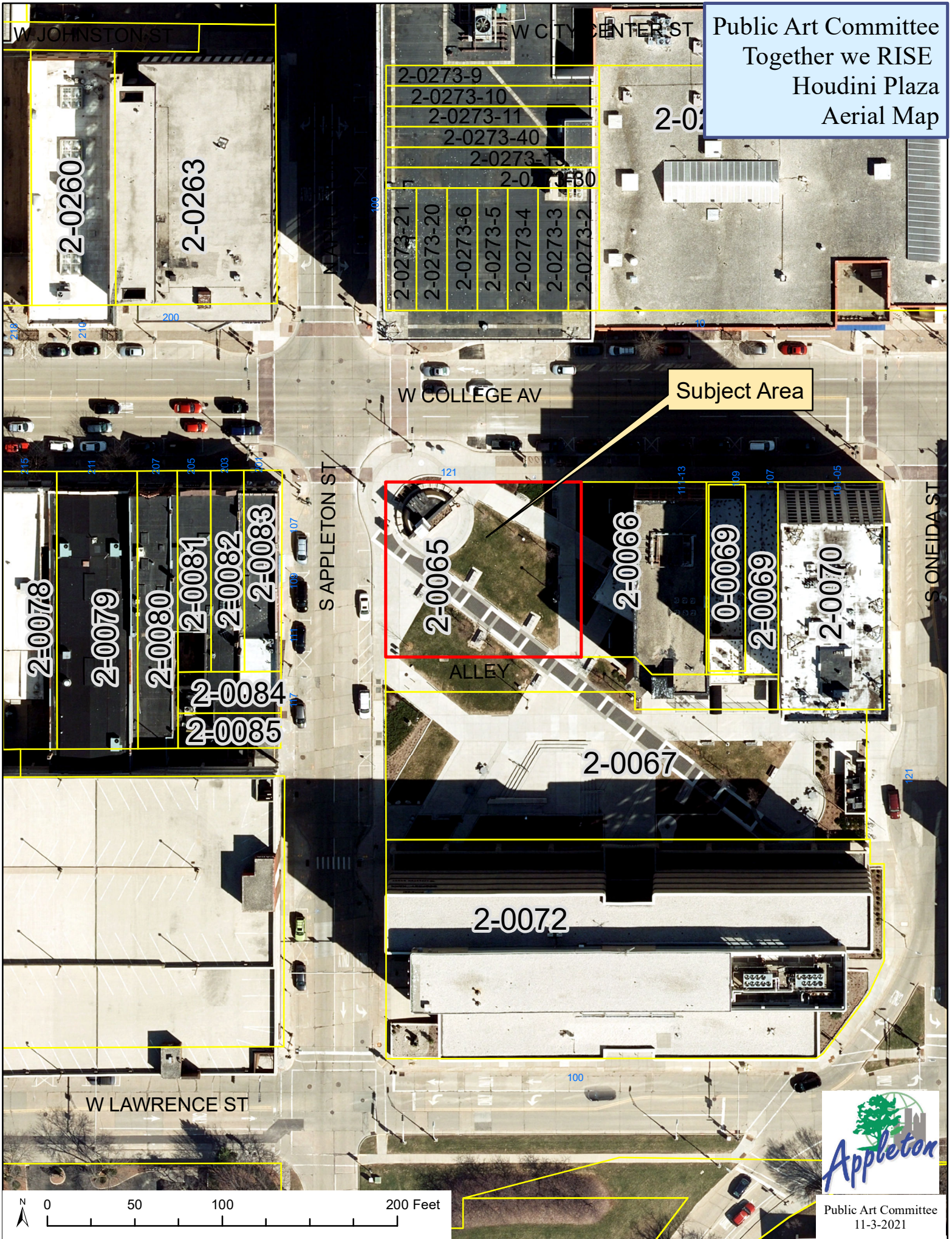
Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed Together we RISE installation within Houdini Plaza – 121 W. College Avenue (Tax Id #31-2-0065-00), as shown on the attached maps, **BE APPROVED** subject to the following conditions:

1. 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. Upon completion of the installation, a structural/professional engineer shall provide certification that the artwork was installed according to specifications and meets required structural standards.
3. The applicant shall coordinate with Parks, Recreation and Facilities Management to determine the exact location of the structure. PRFM shall be onsite for the installation of the structure.
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Public Art Committee
 Together we RISE
 Houdini Plaza
 Zoning Map



Public Art Committee
Together we RISE
Houdini Plaza
Aerial Map



Subject Area

W COLLEGE AV

S APPLETON ST

STONEIDA ST

W LAWRENCE ST

2-0273-9
2-0273-10
2-0273-11
2-0273-40
2-0273-13
2-0273-14
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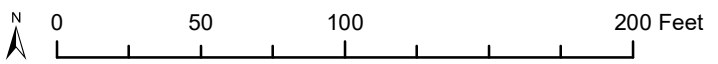
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A complete submittal includes a completed application signed by the applicant with the following supplementary information:

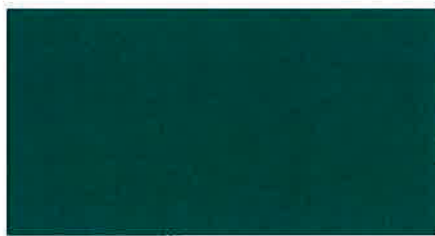
- Brief description of the proposed artwork

We would like to again display oversized letters in Houdini Plaza, this year will spell out RISE. Letters will be no greater than 4 feet high and 4 inches deep. We are working with Boldt Construction on the final design of the letters. We will be reusing the base from HOPE to install RISE.

- Photos/sketches of proposed work:

The letters will be a BLOCK type. 4 feet high, 4 inches deep attached to the existing base that has HOPE on it. 14 foot long and 5 feet wide and 1 foot tall. Letters will be painted white with small LED lights attached as we did with HOPE.

Base Color Sample:



RISE

- Site plan/location map showing location of proposed work – map attached
- Reason for choosing the proposed location:

Houdini Plaza offers visibility and allows people to walk up to take a picture with RISE. Close access to the power pedestal is also important to the location.

- Description of how the work is installed/anchored/attached

Boldt is building the letters and will work with the Park and Recreation Department on installation. We will use the same installation requirements as last year. Boldt will install the letter sculpture.

- Installation specifications provided by a structural engineer

THIS IS COMING from Boldt

- Timeline and duration of installation

Desired installation is November 18th. We would like the letters to remain through March of 2022, if allowed. Boldt has agreed to move them when needed.

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

Creative Downtown Appleton Inc. will maintain the letters and provide graffiti removal and paint touch ups as needed. Lighting will also be maintained by CDA.

- Description of any associated signage

Attached to the base will be a 10 inches by 8 feet sign recognizing Boldt and other supporting donors: Azco Inc. Tundraland, City of Appleton, Kimberly Clark and others – example below

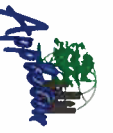
Example image



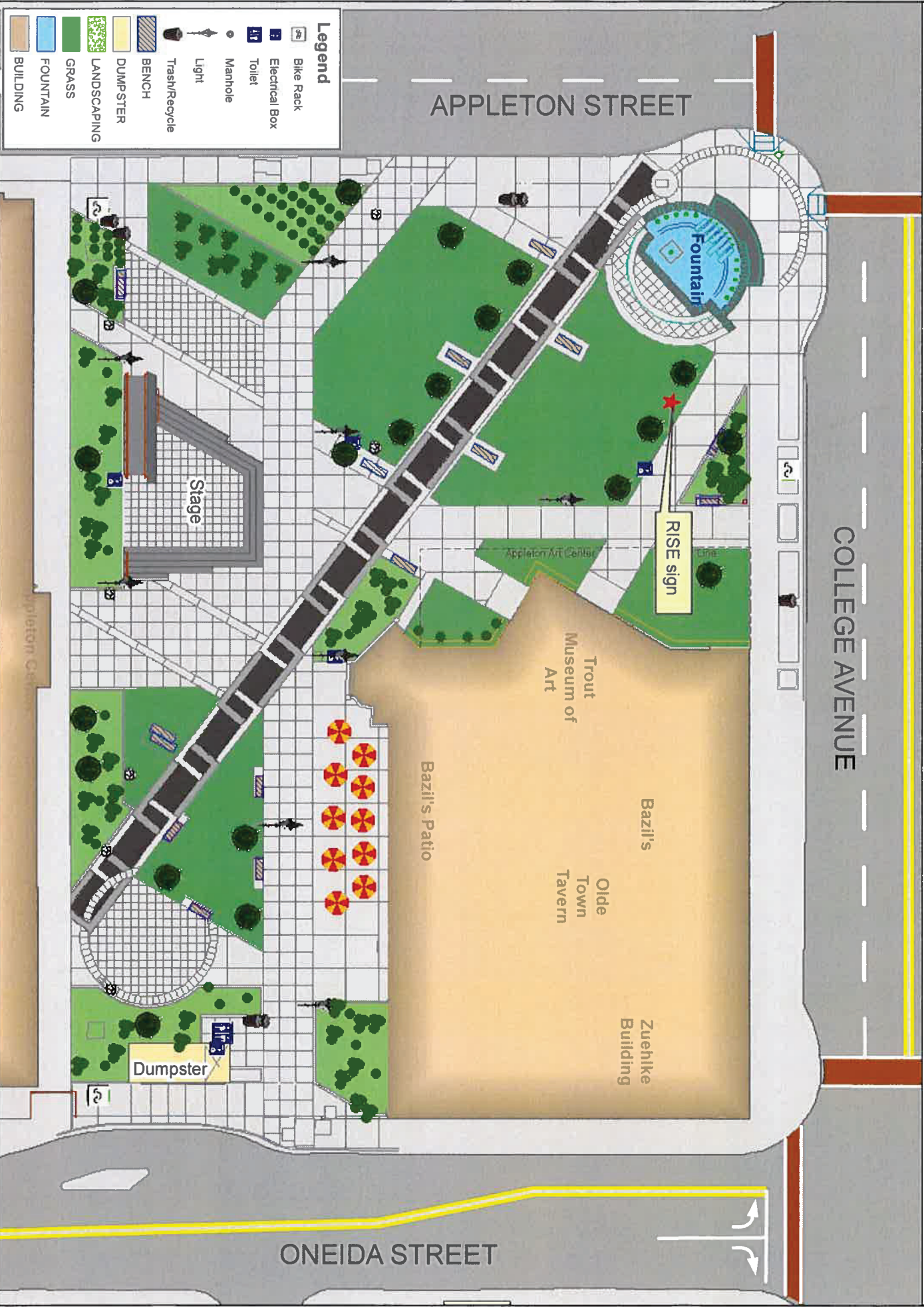
Sharing **HOPE** with the Community: **BOLDT**

In partnership with Light Up Appleton





HOUDINI PLAZA



APPLETON STREET

COLLEGE AVENUE

ONEIDA STREET

Legend

- Bike Rack
- Electrical Box
- Toilet
- Manhole
- Light
- Trash/Recycle
- BENCH
- DUMPSTER
- LANDSCAPING
- GRASS
- FOUNTAIN
- BUILDING

