



# MEMORANDUM

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

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

FROM: Jessica Titel, Principal Planner

DATE: November 5, 2020

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

The Appleton Public Arts Committee met on November 5, 2020 and recommended approval of the request from Creative Downtown Appleton Inc. to install oversized wooden letters spelling “HOPE” 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. 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.
3. Applicant and/or any contractors shall provide proof of minimum liability insurance to meet City requirements, prior to installation.
4. 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.
5. 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.

6. 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.
7. Applicant is required to fully restore the grass and/or repair any damage that occurs as a result of this installation.
8. Installation will occur as soon as practical after all approvals are received and the Public Art Agreement is fully executed. HOPE structure shall be removed, and the site fully restored, no later than March 31, 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 Parks and Recreation Committee. Please place this item on the agenda for the November 9, 2020 Parks and Rec Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration on November 18, 2020.

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 5, 2020

**Parks & Recreation Committee Date:** November 9, 2020

**Common Council Meeting Date:** November 18, 2020

**Item:** HOPE – Houdini Plaza

**Case Manager:** Jessica Titel

### GENERAL INFORMATION

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**Applicant:** Creative Downton 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 "HOPE" within Houdini Plaza.

### PROJECT DETAILS

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**Brief Description of Project and Location:** The applicant is proposing to install oversized letters spelling the word "Hope" along the walkway in Houdini Plaza. The installation will be displayed through March 2021. The letters will be made of wood and painted green. Each letter will be approximately 4-feet tall by 3-feet wide and will be anchored to a wooden base. The letters will also be lit. The artwork will be owned and maintained by Creative Downton 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 HOPE 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 by 3-feet wide. The letters will be anchored to a 5-foot by 14-foot base that is one foot tall. Engineering specifications are attached.

**Timeline and Duration of Installation:** Installation will occur as soon as practical after approvals are received. HOPE will be displayed until March 31, 2021.

**Maintenance and Cost:** The HOPE installation will be maintained by Creative Downton 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.

## HOPE – Houdini Plaza

November 5, 2020

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**Associated Signage:** No signage presented at this time. 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**

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Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed HOPE 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. 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.
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4. 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.
5. 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.
6. 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.

**HOPE – Houdini Plaza**

**November 5, 2020**

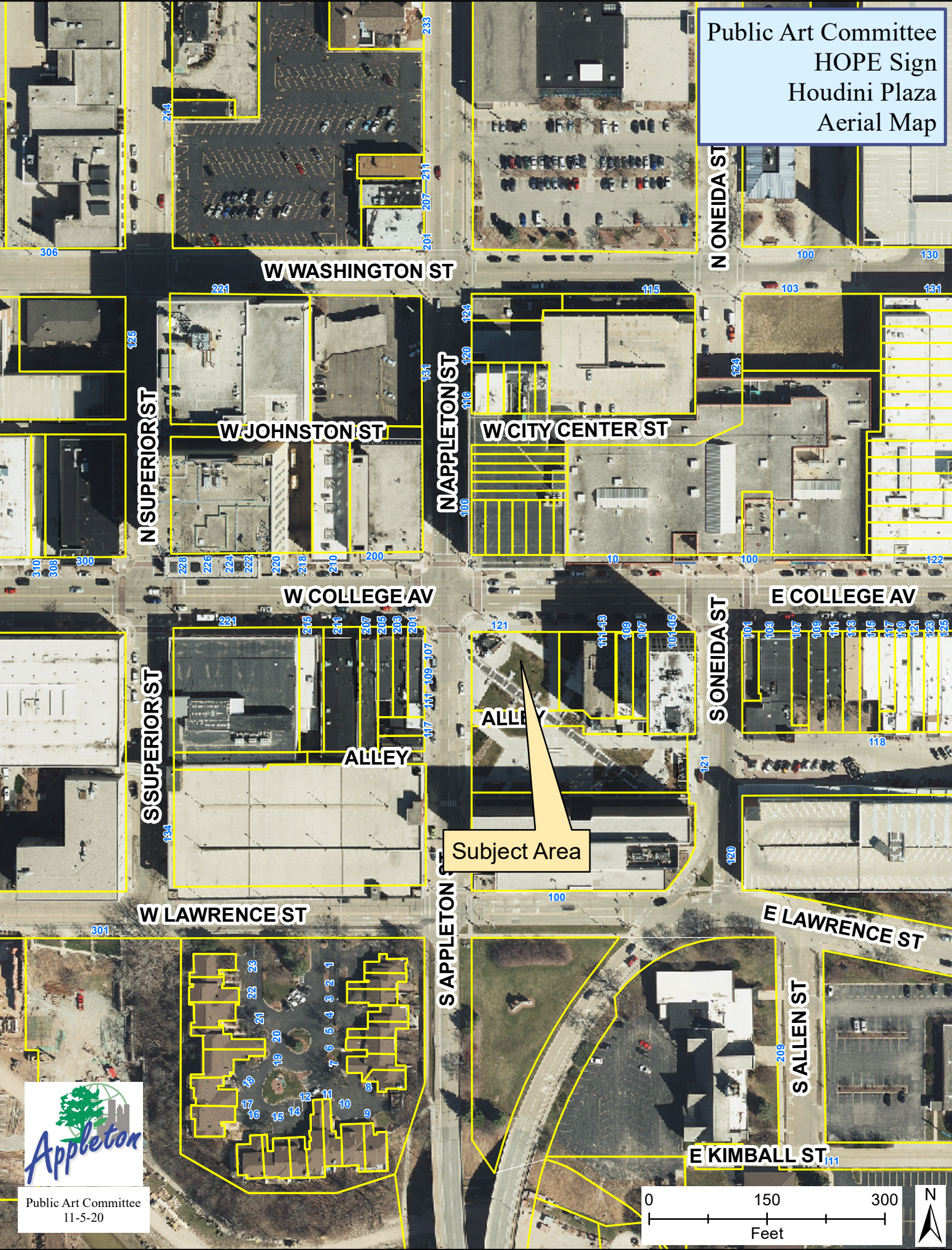
**Page 3**

7. Applicant is required to fully restore the grass and/or repair any damage that occurs as a result of this installation.
8. Installation will occur as soon as practical after all approvals are received and the Public Art Agreement is fully executed. HOPE structure shall be removed, and the site fully restored, no later than March 31, 2021.





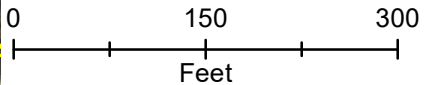
Public Art Committee  
HOPE Sign  
Houdini Plaza  
Aerial Map



Subject Area



Public Art Committee  
11-5-20







# HOUDINI PLAZA



COLLEGE AVENUE

APPLETON STREET

ONEIDA STREET

Fountain

HOPE sign

Basil's

Zuehlke Building

Trout Museum of Art

Olde Town Tavern

Basil's Patio

Stage

Dumpster

Appleton Center

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



A complete submittal includes a completed application signed by the applicant with the following supplementary information:

- Brief description of the proposed artwork

During this very turbulent time, we look to offer HOPE to the Downtown Appleton.

We would like to display oversized letters in Houdini Plaza that spell out HOPE. Letters will be no greater than 5 feet high and 3 feet wide and 1 foot deep. Letters would be anchored into a base of wood or concrete 12 feet long. We are working with Boldt Construction on the final design of the letters and how best to anchor them with a base. An option to have a 1-foot high wood base with 4-foot letters is also being considered.

We want people to be able to walk up and take pictures but want to keep them thin enough, so people don't try to sit on them.

- Photos/sketches of proposed work:

The letters will be a BLOCK type. 4 to 5 feet high, 3 feet wide and up to 1 foot deep with a 12 foot base to anchor them. Letters will be painted green. The letters will not be free standing as shown in the LOVE example image.



Color Sample:

Example image:



- Site plan/location map showing location of proposed work – [attached](#)
- Reason for choosing the proposed location:

Houdini Plaza offers visibility and allows people to walk up to take a picture with HOPE. 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 the best way to anchor. A proposed concrete slab or wooden base are two options. Boldt will install the letters.

- Installation specifications provided by a structural engineer

THIS IS COMING from Boldt

- Timeline and duration of installation

Desired installation is November 13<sup>th</sup> but we will install as soon as we have permission to do so. We would like the letters to remain through March of 2021, if allowed. Boldt has agreed to move them when needed. Our HOPE is to find a location for HOPE to be placed after its time in Houdini Plaza.

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

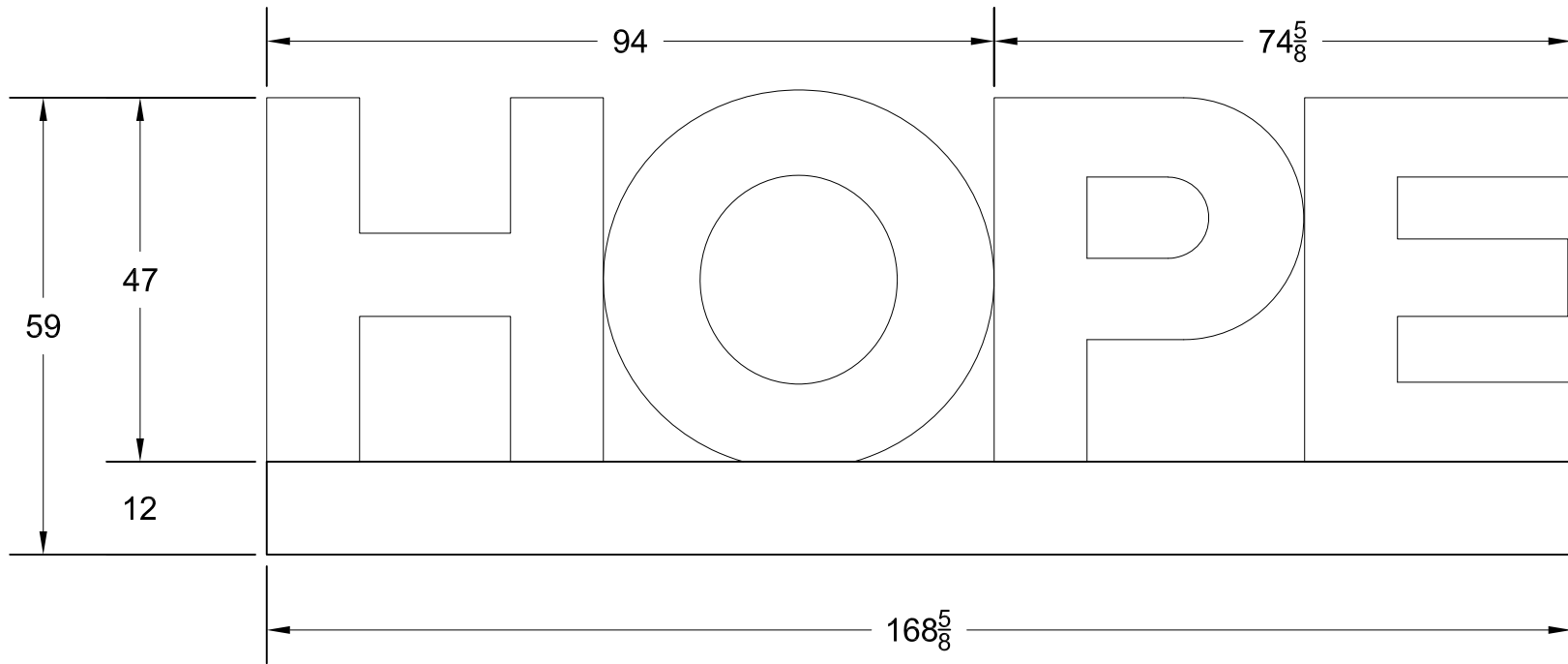
Creative Downtown Appleton Inc. will maintain the letters and provide graffiti removal and paint touch ups as needed. Lighting will also be maintained by CDA.

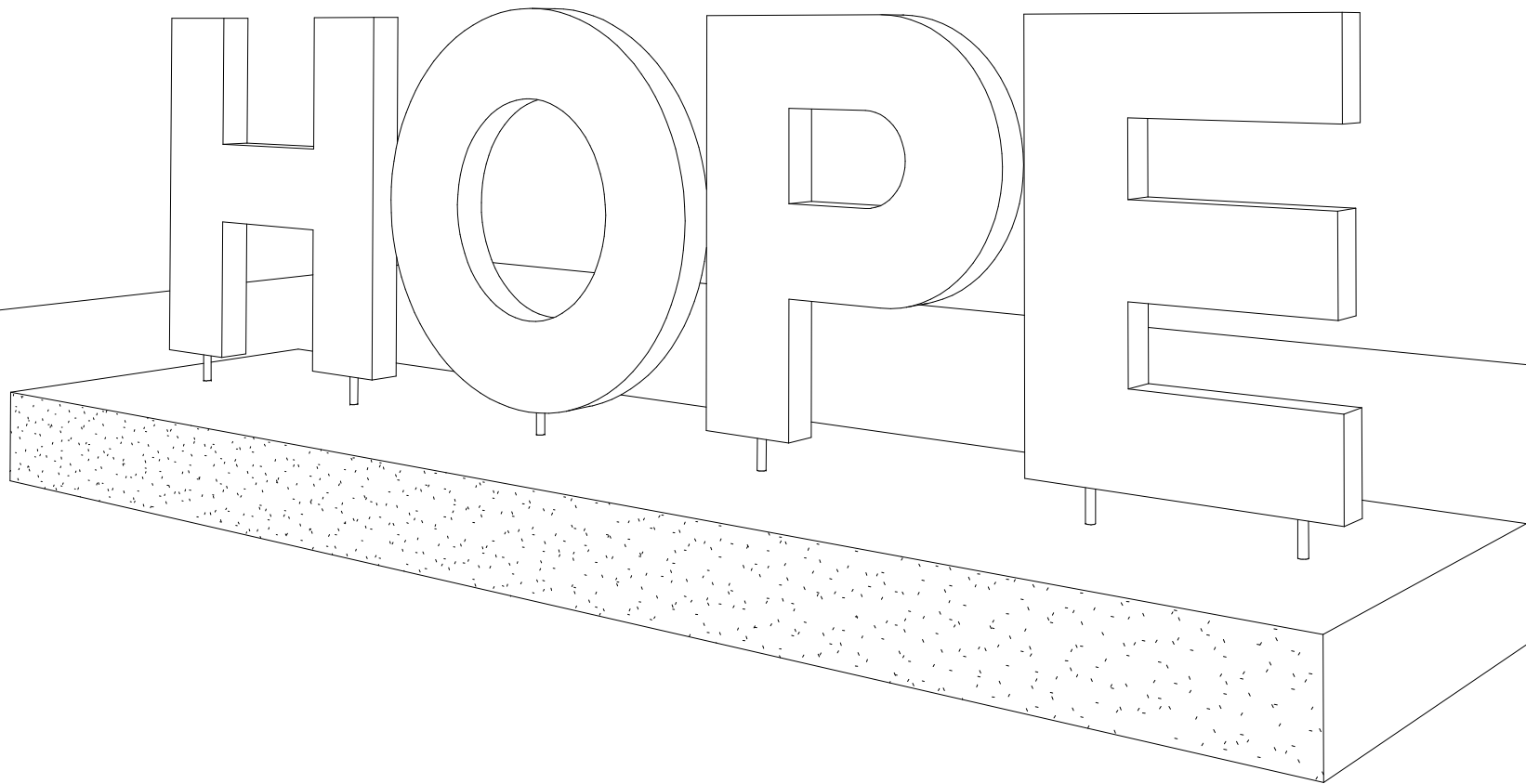
- Description of any associated signage

Attached to the base will be a 1 foot by 2 feet Sign recognizing Boldt and other supporting donors: Azco Inc. Tundraland, and Kimberly Clark

#### Example image









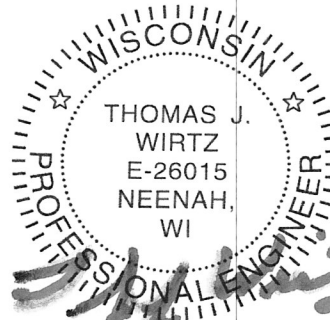
HOPE Sign

Appleton, WI

Structural Calculations

10/23/2020

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Wind Analysis	2
Wood Design	4
Sketch	5



10-25-2020

Codes:

IBC 2015 with Wisconsin Provisions  
ASCE 7-10

Hope Sign - Struct. Calcs.

Final Dimension

Base Dimension  $1'-0" \times 14'-0" \times 5'-0"$

Ht of Letters =  $47"$

WIND Calcs

IBC 2015  
ASCE 7-10

Use RISK CATEGORY I  
(Low risk to human life)

Temporary Structure use 75%  
of Design Loads

WIND FORCES

$V = 105$   
 $Exp = B \Rightarrow K_z = 0.57$   
 $h = 5'$

$K_d = 0.85$

$K_{zt} = 1.0$

$Z = 0.00256 (.57)(1)(.85)(105)^2 = 13.67 \text{ psf}$

Treat as OPEN Sign  $\Rightarrow \approx 30\% \text{ OPEN}$

$h = s = 5'$   $h/s = 1.0$   
 $B = 14'$   $B/s = 2.8$

$C_f = 1.60$   $A_z = 1(14) + 14(4) \cdot 0.7 = 53.2$

$F = 13.67(.85)(1.6)(53.2) = 989$  (Factored)

$.6F = .6(989) = 593 \#$  (ASD)

<u>LETTERS</u>	$(13.67)(.85)(.7)(14)(4)(1.6) =$	$F = 728 \#$	$\frac{a.m}{3'}$	$\frac{M_0}{2184}$
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<u>BASE</u>	$13.67(.85)(1.6)(1)(14) =$	$260 \#$	$.5$	$130$
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$988 \#$   $2314 \# - ft$

$F = .6(988) = 593$  (ASD)  $M_0 = (.6)(2314) = 1388 \# - ft$  (ASD)

USE 75% for Temporary Structure

$M_0 = 1041 \# - ft$   
 $F = 445 \#$

Wt. of Sign

Letters = (3)  $\frac{3}{4}$ " Plywood  $\Rightarrow 2.25(3) = 6.75 \text{ psf}$

$A_L \approx 60\% \left( \frac{47}{12} \times 14' \right) = 16.35 \text{ ft}^2$

$W = 16.75(16.35) = 110 \text{ #}$

Base - 4' WIDE (Assume)

Plywood  $4 \times 14 (.3) = 168 \text{ #}$

Lumber =  $\left[ 4 \left( \frac{11.25}{12} \left( \frac{1.5}{12} \right) \left( \frac{168}{10} \right) + (2) \left( \frac{1.5}{12} \right) 14' \right) \right] 30 \text{ psf}$

= 252 #

Total wt =  $110 + 168 + 252 = 530 \text{ #}$

$M_R = 530 \left( \frac{4}{2} \right) = 1060 < M_0(1.5) = 1560$

Make Base Larger

TRY 5' wide base

$Wt = 110 + \frac{5}{4}(252 + 168) = 635 \text{ #}$

$M_R = 635 \left( \frac{5}{2} \right) = 1588 \text{ #} - \text{OK}$

OK - USE 5' WIDE BASE



Post

$$M = \frac{wL^2}{2} = 13.67 (.85)(14)(4')(14')(4/2) = 1832$$

$$.6(1832) = 1093 \# - ft$$

use (4) 4x4 post

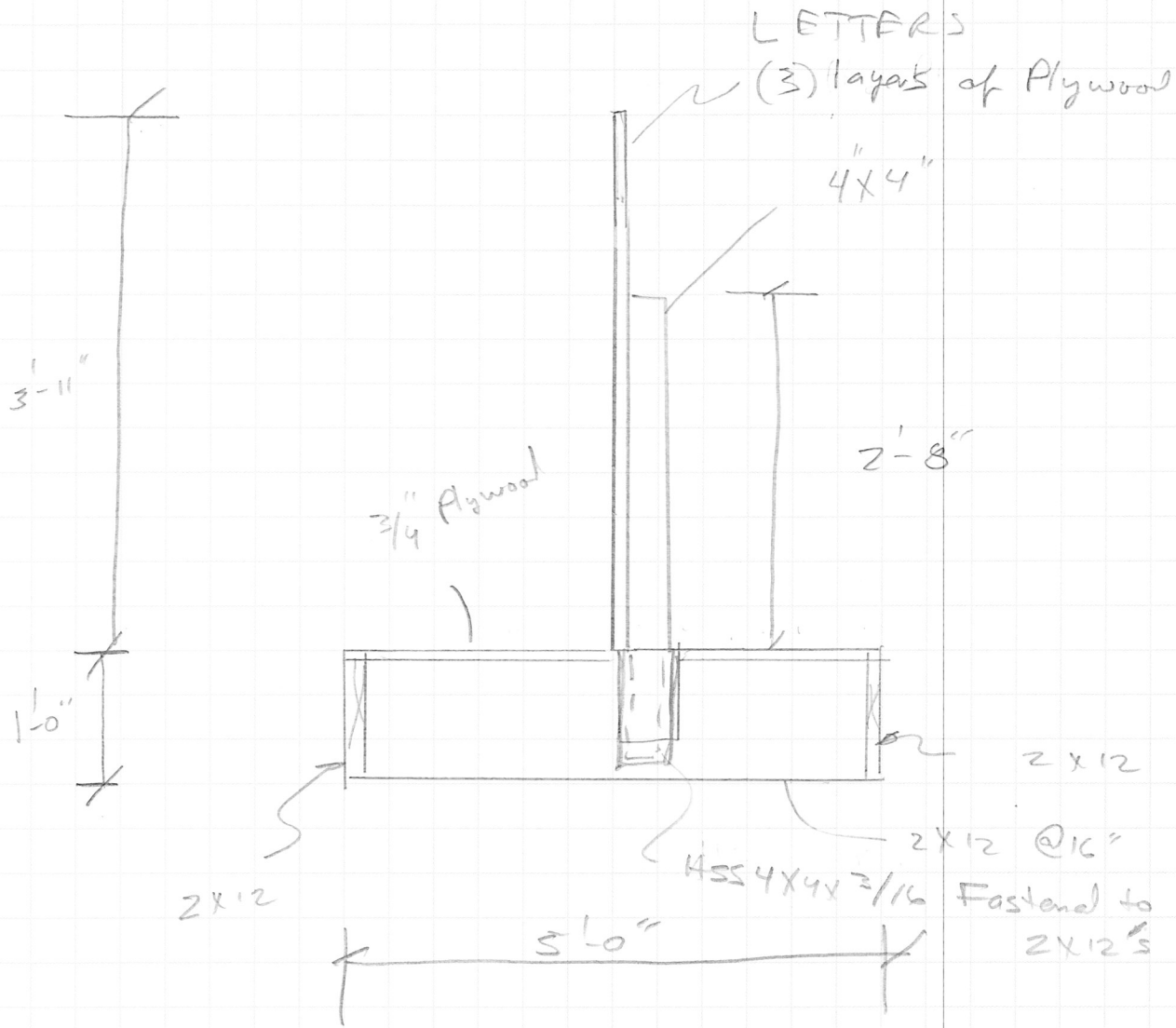
$$M/post = 1093 / 4 = 273 \# - ft$$
$$= 3279 \# - in$$

$$S_x = (3.5)^3 / 6 = 7.14 in^3$$

$$f_b = 3279 / 7.14 = 459 \text{ psi} < 1500 \text{ psi} \quad \underline{\underline{OK}}$$

BASE - 2x12's @ 16" O.C  
OK by Inspector

Job: HOPE SIGN  
Subject: WIND Analysis By: T. Wirtz  
Job No: \_\_\_\_\_ Date: 10/23/20 Sheet: 5/



SIDE VIEW