



MEMORANDUM

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

TO: Paula Vandehey – Director of Public Works

FROM: Jessica Titel, Principal Planner

DATE: July 7, 2020

RE: Friends of Hearthstone, Inc. – Request to Vinyl Wrap Traffic Control Box –
Corner of S. Memorial Drive and W. Prospect Avenue

The Appleton Public Art Committee met on July 7, 2020 and recommended approval of the proposed installation of vinyl wrap on the traffic control box in the public right-of-way adjacent to Hearthstone Museum on the northwest corner of the property at 625 W. Prospect Avenue (Tax Id #31-3-0332-00) as shown on the attached maps 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. The vendor/contractor installing the vinyl wrap shall provide proof of minimum liability insurance to meet City requirements, prior to installation.
3. The applicant shall coordinate with the Department of Public Works for the specifications and application of the wrap.
4. Upon completion of the installation, the applicant shall provide certification from the contractor that the artwork was installed according to specifications.
5. The vendor that will be installing the wrap shall be approved by the Department of Public Works.
6. If/When components of the structure are replaced, the applicant will be responsible for replacing the wrap, if desired and approved by the Department of Public Works. The wrap can be removed at any time at the discretion of the Department of Public Works.

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 Municipal Services Committee. Please place this item on the agenda for the July 20, 2020 Municipal Services Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration on August 5, 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: July 7, 2020

Municipal Services Committee Date: July 20, 2020

Common Council Meeting Date: August 5, 2020

Item: Hearthstone Museum – Traffic Control Box

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: George Schroeder – Friends of Hearthstone, Inc.

Address/Parcel: Traffic control box in the public right-of-way adjacent to Hearthstone Museum - 625 West Prospect Avenue

Applicant's Request: Applicant is requesting to cover the existing traffic control box with a vinyl wrap.

PROJECT DETAILS

Brief Description of Project and Location: The work would comprise of vinyl wrapping of the traffic control box located at Hearthstone Historic House Museum using graphics that make the box resemble a stone pillar. The stone pillar image would be based on photographs of the original rusticated dolomite foundation at Hearthstone, enhanced to give it a three dimensional effect. The wrap image would also feature a “bronze plaque” on the street side with text saying “Hearthstone Est. 1882.”

The applicant has chosen to work with a vendor that is approved by the Department of Public Works and shall continue to work with DPW to coordinate the installation.

Reason for Choosing the Proposed Location: The traffic box is existing. The applicant would like to cover the structure to compliment the architecture and character of the historic museum. The attached narrative provides more detail on the rationale for the proposal.

Description of How the Work is Installed/Anchored/Attached: The vinyl will be adhered to the traffic control box in a manner approved by the Department of Public Works.

Timeline and Duration of Installation: Installation dates to be determined. The vinyl is expected to remain on the traffic control box as long as the traffic control box remains in this location. If/When components of the structure are replaced, the applicant understands it will be their responsibility to replace the wrap, if desired and approved by the Department of Public Works.

Maintenance and Cost: The vinyl will require minimal maintenance. Any replacement of the vinyl will be the responsibility of the applicant. A public art agreement will be prepared by the City's Legal Services Department and will need to be executed prior to installation.

Associated Signage: The wrap image will feature a “bronze plaque” on the street side with text saying, “Hearthstone Est. 1882.”

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.

Objective 8.3: Continue and expand efforts to preserve, restore, and interpret important features of Appleton's rich history

Policy 8.3.4: Improve on-site marking and interpretive signage for Appleton's historic sites.

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed wrapping of the traffic control box within the public right-of-way adjacent to 625 W. Prospect Avenue, as shown on the attached maps, **BE APPROVED** subject to the following conditions:

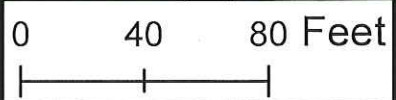
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Public Art Committee
Hearthstone Museum - Traffic Control Box
625 W. Prospect Avenue

Subject Area



7-6-20



Public Art Application Submittal Requirements Materials

"Hearthstone Est. 1882"

Brief description of the proposed artwork

The work would comprise vinyl wrapping of the traffic control box located at Hearthstone Historic House Museum using graphics that make the box resemble a stone pillar. The graphics would be designed by in-house staff (specifically, a graphics design professional who is Hearthstone's Marketing and Development Director). The stone pillar image would be based on photographs of the original rusticated dolomite foundation at Hearthstone, enhanced to give a three dimensional effect. The wrap image would also feature a "bronze plaque" on the street side with text saying "Hearthstone Est. 1882" or something similar.

Photos/sketches of proposed work

Please see attached.

Site plan/location map showing location of proposed work

Please see attached.

Reason for choosing the proposed location

Hearthstone Historic House Museum, owned and operated by Friends of Hearthstone, Inc. (a 501 (c) 3 non-profit organization), is located in a beautiful 138 year old residence that is on the National Register of Historic Places for its technological, historic, architectural, and artistic significance. The building is not only renowned as the first residence in the world to be lit with an Edison central station, it is a stunning example of Queen Anne Victorian Style architecture, designed by a leading architect of the day, with breathtaking, fully restored interiors.

The exterior of Hearthstone is currently undergoing a three year, \$500,000 top-down restoration that the museum is financing entirely through its own fundraising efforts.

Substantial work, all done to Department of the Interior / National Park Service standards for historic structures, has already been completed. This includes restoring four 25 foot historic chimneys, installing a new roof, and installing a new rain water control system. In July, the museum will begin another \$200,000 in restoration work focusing on the millwork and storm windows.

In addition, new landscaping work has been completed. This includes installation of 2500 square feet of lawn, rebuilding of historic brick walkways, and a replanted memorial garden. All of this landscaping work has been accomplished with the help of Outagamie County Master Gardeners, McCain Foods, Fox Communities Credit Union, and Thrivent Financial, among others. These efforts have cost well in excess of \$29,700 in materials and labor. This year we will add a historically appropriate outbuilding, professionally designed to match Hearthstone's exteriors, as well as improvements to the historical plantings around the house.

One anachronism in our restored exterior is the traffic control box that is located at Hearthstone on the northwest corner of the property (southeast corner of Prospect Avenue and Memorial Drive). Its stainless steel exterior is in glaring counterpoint to the historical work we are doing. Friends of Hearthstone, Inc. would like to disguise the box by wrapping it in vinyl, much like a vehicle is wrapped. The end result would not be unlike the other control boxes, scattered throughout downtown Appleton, that feature wraps representing student art.

Description of how the work is installed/anchored/attached

The wrap will be conventionally adhered to the control box.

Installation specifications provided by a structural engineer

Not applicable as there are no structural elements.

Timeline and duration of installation

Once approval is granted, the wrap will be produced within two weeks and installed as soon as possible after that.

The wrap will last from 3-5 years to as many as 10 years. Friends of Hearthstone, Inc. will replace the wrap at its expense when replacement becomes necessary.

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

The wrapping will be hand washed using mild detergent on a regular basis (just as if the wrap was installed on a vehicle). Friends of Hearthstone, Inc. will be responsible for the cleaning and any other maintenance costs. These costs will be minimal (common materials and volunteer labor will be used).

Description of any associated signage

None

