

To: Paula Vandehey, Director Public Works Department

From: Appleton Downtown Inc.

Subject: Request for installation and fee waiver

As you are aware Appleton Downtown Inc. recently worked together with our stakeholders and partners to launch the new *One Great Place* brand image and slogan for the Downtown. Part of the rebrand effort will be replacement of the street pole banners. A graphic of the four new designs is attached. We have ordered the new banners and should have them by the middle of April.

We would like to request the banners be installed by Public Works by May 15th 2015.

We are further requesting the City of Appleton to waive the installation fee associated with putting up the 21 pole banners from State & Badger to Drew St. along College Ave.

We hope you consider being a partner in our rebrand efforts and helping us to infuse the central business district with the new vibrant images and the pride of being One Great Place!

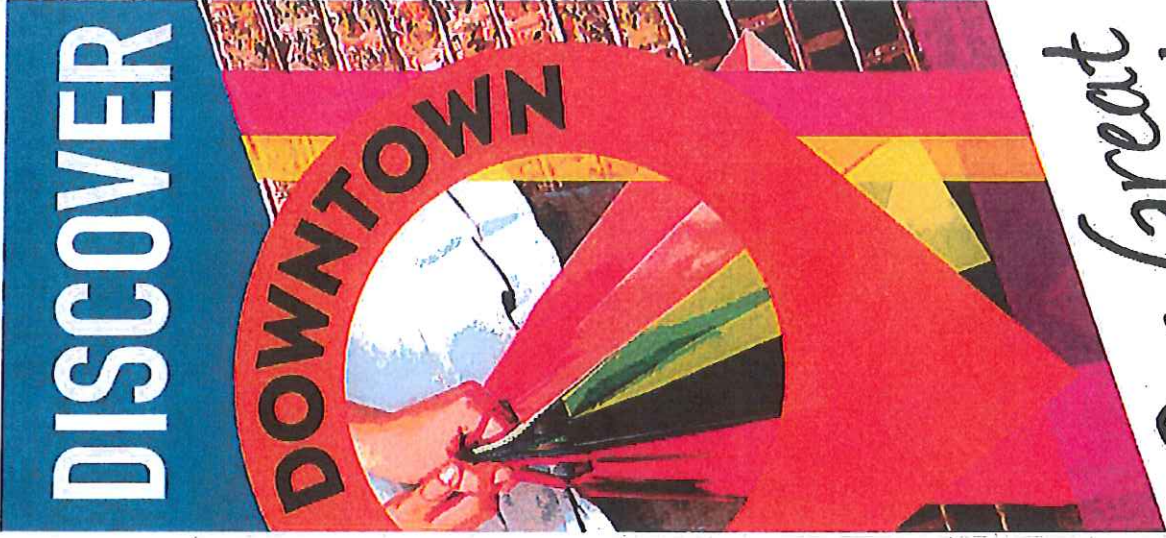
Thank you for your consideration.

Sincerely,

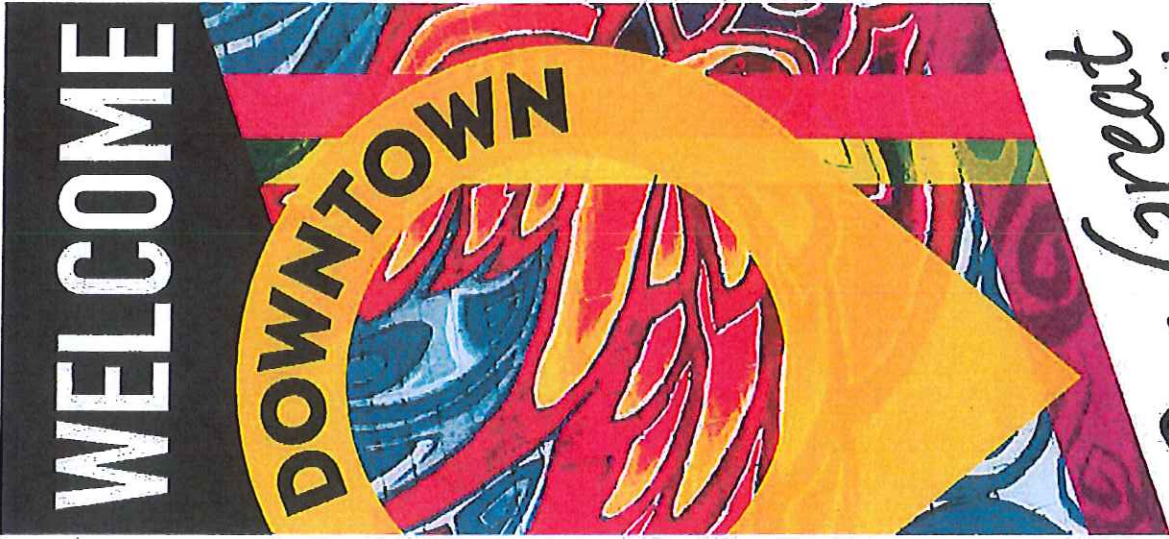


Jennifer Stephany

Executive Director



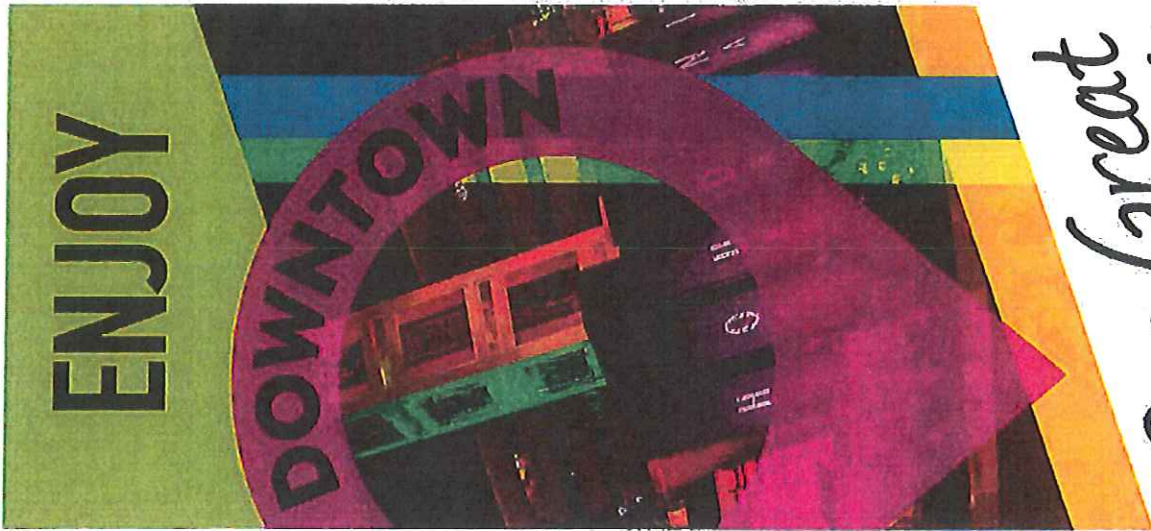
*One Great
One Place!*



*One Great
One Place!*



*One Great
One Place!*



*One Great
One Place!*



"...meeting community needs...enhancing quality of life."

DEPARTMENT OF PUBLIC WORKS
Engineering Division
100 North Appleton Street
Appleton, WI 54911
(920) 832-6474
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July 8, 2003

CITY OF APPLETON BANNER POLICY

A. ATTACHED TO SKYWALKS

No banner shall be attached to any skywalk located within City street right-of-way.

B. SUSPENDED ACROSS STREET RIGHT-OF-WAY

No banners shall be suspended across street right-of-way.

C. ATTACHED TO CITY-OWNED STREET LIGHTS

1. Requests for installation of banners must be made either by a recognized agency representing the area or from a two-thirds majority of the properties along the proposed route.
2. Requesting parties must designate an individual to serve as the contact person with the City.
3. Banners may be installed only in areas that are predominantly commercial zoning.
4. Banner installation should be consistent with Planning and Development policies, represent an appropriate theme, and not detract from the aesthetics of an area. Plans for banner installation, including color scheme, theme, and spacing must be approved by the Planning Department and Plan Commission before being forwarded to the Municipal Service Committee for issuance of a permit.
5. Banner materials (including the brackets) must be approved by the Department of Public Works.
6. Banner installation may be done by the Department of Public Works or by private contract. If a private contractor is used, installation plans showing bracket locations and elevations must be provided and approved by the Department of Public Works.
7. If performed by the Department of Public Works, the cost of initial banner and bracket installation will be divided equally between the applicant and the City (exclusive of materials).

8. All banners and necessary brackets (including replacement parts) to be supplied by the requesting agency.
9. Storage of banners to be the responsibility of the requesting party.
10. All costs of repair or replacement of banners done by the Department of Public Works will be charged to the requesting agency or designated individual as they are incurred.
11. The cost of changeover of banners done by the Department of Public Works will be divided equally between the applicant and the City up to a maximum of twice per year after which all costs will be borne by the applicant.
12. Banners will remain the property of the requesting agency.
13. The requesting agency will be given 30 day notice of deteriorated banners (in the judgment of the City) after which they will be removed and the cost of removal will be billed to the requesting agency or designated individual.
14. Installation of items budgeted by the City for installation are exempt from this policy. (angels, flags, etc.)

D. ATTACHED TO WE ENERGIES POLES

The above criteria must be met along with written permission from We Energies. **New attachments to We Energies will not be approved according to their Pole Attachment Request Policy. Existing attachments covered by agreements dated prior to March 2001, may remain on We Energies poles.**