



## MEMORANDUM

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

TO: Paula Vandehey, Director of Public Works

FROM: Jessica Titel, Principal Planner

DATE: April 6, 2021

RE: Request from Creative Downtown Appleton Inc. for the Downtown Creates "Adopt-A-Planter to Create Garden Art" Event

The Appleton Public Arts Committee met on April 6, 2021 and recommended approval of the request from Creative Downtown Appleton Inc. for the Downtown Creates "Adopt-A-Planter to Create Garden Art" event from May 21-23, 2021 to be located within the planters along the College Avenue amenity strip **as described in the attached documents and subject to the following conditions.**

1. 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.
2. A street occupancy permit is required.
3. The applicant shall provide the Department of Public Works with a final placement map prior to the event.
4. Placement of artwork within the planters will begin no sooner than Friday, May 21, 2021, and all items shall be removed from the planters no later than Sunday, May 23, 2021. Applicant is responsible to collect any remaining items left in or around the planters by the end of the day on Monday, May 24, 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 Municipal Services Committee. Please place this item on the agenda for the April 12, 2021 Municipal Services Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration on April 21, 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:** April 6, 2021

**Municipal Services Committee Date:** April 12, 2021

**Common Council Meeting Date:** April 21, 2021

**Item:** Garden Art (Downtown Creates Event Series)

**Case Manager:** Jessica Titel

### GENERAL INFORMATION

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**Applicant:** Creative Downton Appleton Inc., c/o Djuanna Hugdahl

**Property Owner:** City of Appleton – Public Right-of-Way

**Address/Parcel:** College Avenue Amenity Strip Planters

**Applicant's Request:** Applicant is requesting approval to temporarily showcase garden art creations within the planters in the College Avenue amenity strip as part of the Downtown Creates monthly event series.

### PROJECT DETAILS

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**Brief Description of Project and Location:** The applicant is proposing to hold an event titled "Garden Art" as part of the Downtown Creates event series. The event will feature garden art creations within the 72 planters in the College Avenue amenity strip. Individuals will register to participate in the event and will be assigned a planter. The artwork will be displayed Friday through Sunday, May 21-23, 2021. The public will be invited to view the artwork. The event will be coordinated by Creative Downtown Appleton, Inc. The applicant has been in contact with the City Forester regarding this proposal and has his support.

**Reason for Choosing the Proposed Location:** The walkability of downtown makes it accessible to all and allows the artwork to be spaced apart to promote distancing the full mile stretch of College Avenue.

**Description of How the Work is Installed/Anchored/Attached:** Displays will be mostly freestanding objects and some staked items for stability with placement directly into the dirt. Appleton Downtown, Inc.'s certificate of insurance is on file with the City.

**Timeline and Duration of Installation:** Set up will begin around 9:00 AM on Friday, May 21, and artists would remove their artwork by 6:00 PM on Sunday, May 23.

**Maintenance and Cost:** Artists will be made aware that their garden art is submitted at their own risk. Staff and volunteers will walk the Central Business District on Monday, May 24 to assess and remove any items that were left behind.

**Associated Signage:** Temporary signs (2'W x 1.5' H) will be placed out during the event. 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.*

*Chapter 14 – Downtown Plan*

- *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 Garden Art event, located within the College Avenue amenity strip planters, as described in the attached documents, **BE APPROVED** subject to the following conditions:

1. 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.
2. A street occupancy permit is required.
3. The applicant shall provide the Department of Public Works with a final placement map prior to the event.
4. Placement of artwork within the planters will begin no sooner than Friday, May 21, 2021, and all items shall be removed from the planters no later than Sunday, May 23, 2021. Applicant is responsible to collect any remaining items left in or around the planters by the end of the day on Monday, May 24, 2021.

## **Month of May – Garden Art:**

2020 brought many challenges to our ability to host events and bring people downtown safely. To do so, we embraced the open air and walkability of our downtown, by offering our Downtown Creates series as a walk event only, connecting people and offering a place of artistic expression. With your support, we would like to showcase an exploration of art displays for the community to engage and connect. We often hear how the last twelve months have impacted the mental health of our community. Providing experiences of connection, even with strangers; is valuable and important to our overall well-being.

As you review this application, we look forward to any suggestions or comments from the Public Art Committee, in an effort to make this event the success that we hope it to be.

### **• Brief description of the proposed artwork**

Our May Downtown Creates event will feature “Garden Art” showcasing talents from the community. The “Adopt a Planter” concept will engage families, non-profits and local artists of all ages to create artful displays in the 72 planters on College Avenue. They will be encouraged to incorporate natural materials and inspiration into garden themed works of art.

Community participants will be engaged through a call for artists, Master Gardeners, Marigold Mile, Appleton Area School District, nonprofits, and family groups. Corporate sponsorships will also be made available.

### **• Photos/sketches of proposed work:**

See potential art creation images on attached page. Displays could feature Fairy Gardens, Garden Art, Flowers, Painted Rocks, etc. Each applicant will need to submit a “proposed” thought/sketch for approval, prior to receiving proposed planter location.

### **• Site plan/location map showing location of proposed work –**

College Avenue – Amenity Strip & Beautification Planters. Working closely with DPW, the Garden Art creations will be showcased prior to any planting done in the planters for the Spring/Summer season. A letter of request to occupy the public right of way to Paula VandeHey, Director of Public Works is attached.

A final placement map of art planter locations can be submitted to the committee, once all applicants have applied and sketch/proposed work is approved.

### **• Reason for choosing the proposed location:**

Areas will be spaced well apart to promote social distancing, within the full mile stretch of College Avenue. Offering distance between displays and features will assist with keeping the flow of foot traffic moving throughout the downtown district. Additionally, we would like this to be a full weekend offering, thus eliminating barriers of access to the arts. Free masks and hand sanitizer will be made available to attendees.

• **Description of how the work is installed/anchored/attached**

Displays will be mostly free standing objects and some staked items for stability with placement directly into the dirt of the beautification planters.

• **Installation specifications provided by a structural engineer**

N/A

• **Timeline and duration of installation**

Items would be placed during event timeframe:

Friday, May 21 - Set-up beginning around 9 am

Sunday, May 23 -- Artist Garden Art removal and clean-up finalized by 6 pm

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

Artists will be made aware that submissions are being placed at own risk. A draft of our submission form is also attached.

Creative Downtown Appleton Inc. will provide volunteers & staff to assist with removal of any items that may have been left behind in or around the planters, on the morning of Monday, May 24.

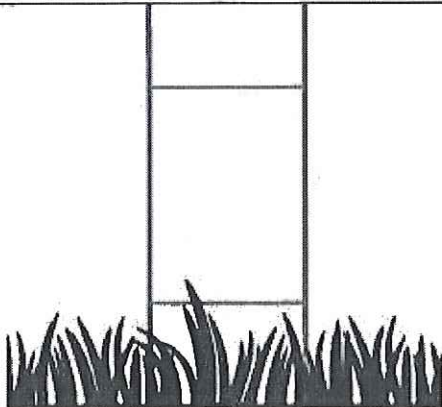
• **Description of any associated signage**

Planned signage consists of similar to image, placed in planters during event only. Signage would look similar with minor updates, (image is from 2020), showcasing event, Creative Downtown Logo and sponsor logos. Dimensions 2' W x 1.5' H

2 feet wide

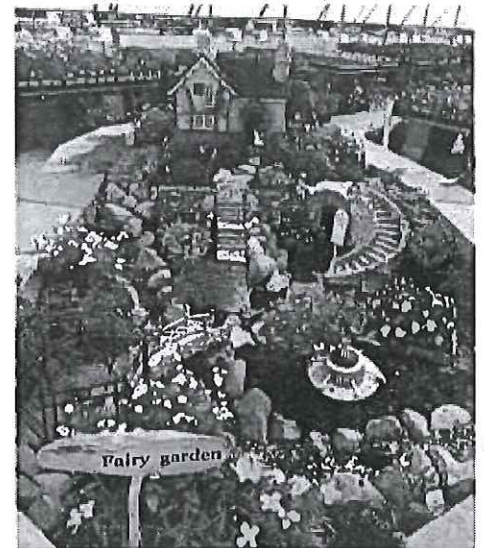
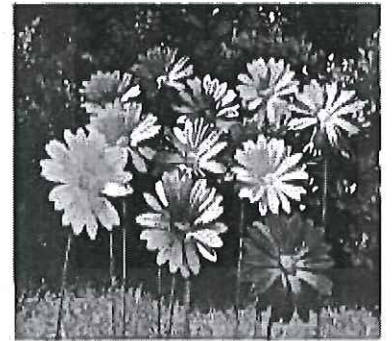
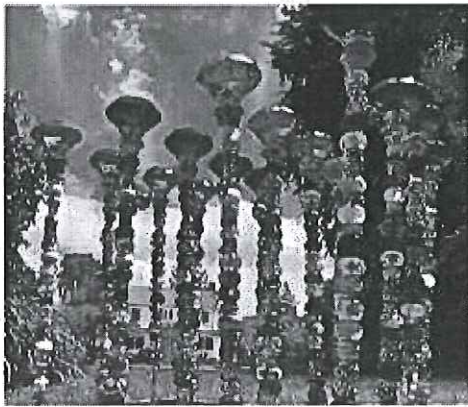
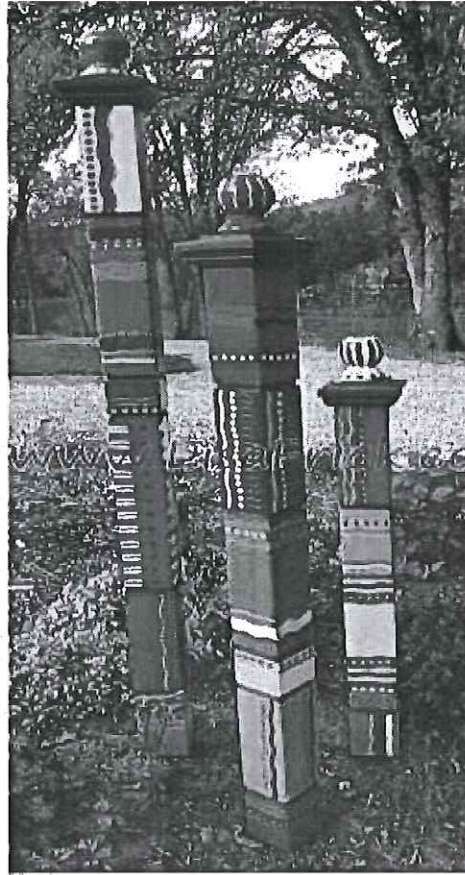


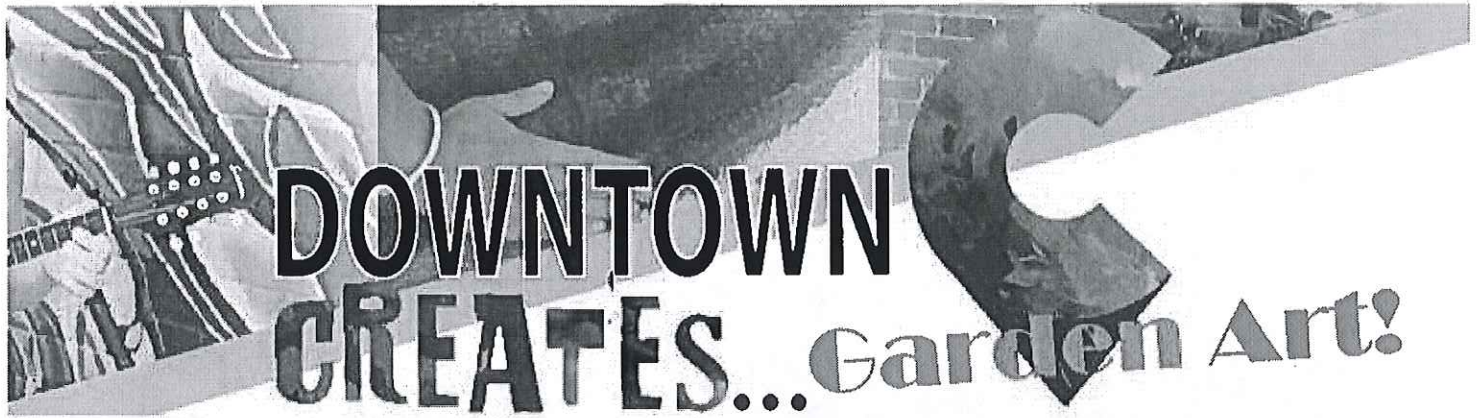
1.5 feet height



# **DOWNTOWN CREATES...**Featuring Garden Art

3<sup>rd</sup> weekend of June, 18-20, Friday through Sunday – College Avenue





## Adopt-A-Planter to Create Garden Art!

# DRAFT

### May 21 - 23

Want to Adopt-A-Planter and transform it into a temporary art piece? Register to participate in Downtown Creates...Garden Art, hosted Friday May 21 – Sunday, May 23 to create a garden masterpiece in one of the 72 planters along College Avenue. Submit a design/sketch of what your planter design will look like (ie: floral arrangements, fairy gardens, metal garden sculptures, etc.) to be reviewed by our selection committee for approval.

Companies interested in sponsoring a planter with a local artist can contact us direct at email below to coordinate.

#### Materials:

Items used in your creation should include at least one natural material; such as flowers, wood, rocks, also encouraged are upcycled/found objects, and more.

#### Size of Planters Available:

Small: enter dimensions here

Large: enter dimensions here

#### Timeframe of Creation:

**DUE WEDNESDAY, APRIL 14:** Submit an application with design concept.

**WEDNESDAY, APRIL 21:** Applications reviewed by committee and approval sent to you (once approved, you can start creating items on your own time to be part of your display in the planter).

**FRIDAY, MAY 21:** Begin assembling your display in your ASSIGNED planter on College Avenue at 9am. Must be completed by 4pm.

**SUNDAY, MAY 23:** Take down your display between 4-6pm.

**Prize Categories:** Four \$200 prizes will be awarded in each of the following categories -

**Artist | Non-Profit Organizations | Commercial (For-Profit) | Group (neighbors, teams, families, etc.)**

*Prizes will be awarded based on creativity, use of space, use of natural elements, etc. by a panel of judges.*

Beginning the week following (May 24-31) pictures of all completed Adopt-A-Planter creations will be posted on Facebook allowing the public to vote ("like") their favorite. The top 2 will receive a \$50 People's Choice Award.

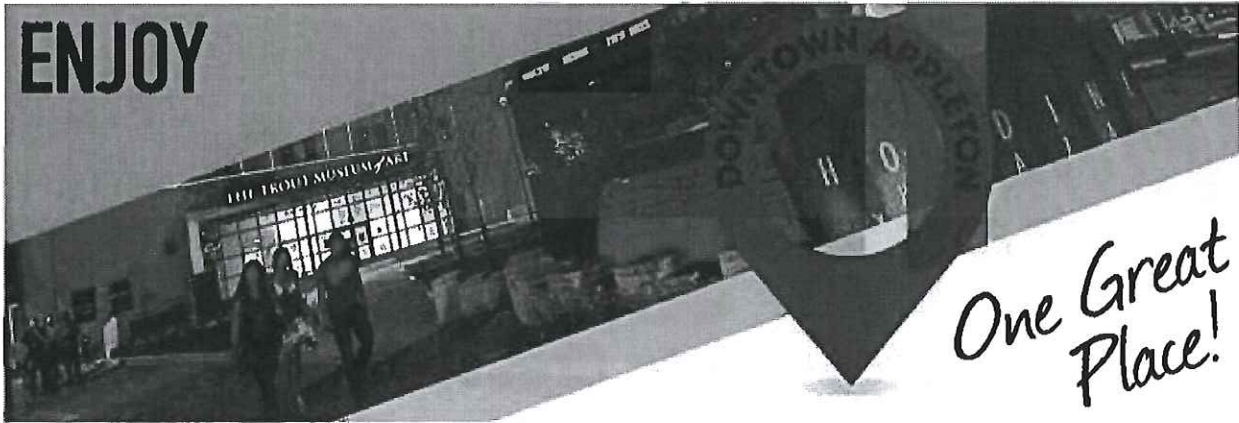
*Please note: Your displays will not be secured or closely monitored. Any damage that may occur is at your own risk.*

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Direct all questions to [Meghan@appletondowntown.org](mailto:Meghan@appletondowntown.org) or call 920-954-9112.

Please submit your application by April 14 for your chance to Adopt-A-Planter!

**[CLICK HERE TO REGISTER NOW](#)**



***DOWNTOWN CREATES...*** is an open air, walkable, event series that focuses on smaller outdoor areas and eliminates large group gathering by spreading out activities throughout the mile stretch of the Downtown. The Downtown Creates series is proposed as free community events beginning on the third Friday in April through August, and continuing through the weekend. The events are designed to engage local artists, downtown businesses, nonprofits, attractions, outdoor spaces, alleyways and Houdini Plaza to participate in curating a Creative open-air experience.

Themes:

April 16 – Fiber Rain\* - yarn pieces displayed on planters, way-finding signage, poles, etc.

May 21 – Garden Art – natural elements turned into works of art; 3-D sculptures, painted windows, flower displays, upcycled sculptures and more.

June 18 – Upcycled Chairs – upcycled wooden and/or plastic chairs. An empty chair is a sign of welcoming or an invitation.

July 16 – Chalk Art\* - invitation to artists to create chalk art for fun, or as part of a competition for prizes.

August 20 – Plein Air Painting – invitation for painters of all abilities to paint throughout the day and join the online auction to sell their painted piece, if they choose. Offering them an opportunity to sell their artwork to the community.

\*Public Art application not required due to grandfathered clause.