



MEMORANDUM

“...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 “Artful Chairs” 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 “Artful Chairs” event from June 18-20, 2021 to be located within the College Avenue amenity strip (Badger Avenue to Drew Street) **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. Designate who is responsible to replace chairs to assigned areas throughout the weekend.
4. The applicant shall provide the Department of Public Works with a final placement map prior to the event. DPW shall have the ability to modify any locations that are not acceptable.
5. Placement of the chairs shall not impede pedestrian traffic along the sidewalk, and the chairs shall be placed only within the amenity strip.
6. Placement of the chairs will begin no sooner than Friday, June 18, 2021, and all chairs shall be removed from the public right-of-way no later than Sunday, June 20, 2021. Applicant is responsible to collect any remaining items left behind by the end of the day on Monday, June 21, 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: Artful Chairs (Downtown Creates Event Series)

Case Manager: Jessica Titel

GENERAL INFORMATION

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

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

Address/Parcel: College Avenue Amenity Strip - 900 West to 300 East blocks of College Avenue (Badger Avenue to Drew Street)

Applicant's Request: Applicant is requesting approval to use the College Avenue amenity strip for the Artful Chairs event as part of the Downtown Creates monthly event series.

PROJECT DETAILS

Brief Description of Project and Location: The applicant is proposing to hold an event titled "Artful Chairs" as part of the Downtown Creates event series. The event will feature up to 100 chairs repurposed and upcycled to be painted or decorated pieces of art. The chairs will be placed in designated locations within the College Avenue amenity strip. Individuals will register to participate in the event and will be assigned a location for the chair to be displayed Friday through Sunday, June 18-20, 2021. The public will be invited to view, sit on and touch the chairs. The event will be coordinated by Creative Downtown Appleton, Inc.

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: The chairs will be free standing on the sidewalk. The business owners would have the option to bring the chairs in each night, if desired. Appleton Downtown, Inc.'s certificate of insurance is on file with the City.

Timeline and Duration of Installation: Chairs will be placed by noon on Friday, June 18, and artists would pick up their chairs by 6:00 PM on Sunday, June 20.

Maintenance and Cost: Artists will be made aware that artful chairs are submitted at their own risk. There is potential to work with the business owners to bring the chairs in each night. Staff and volunteers will walk the Central Business District on Monday, June 21 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

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed Artful Chairs event, located within the College Avenue amenity strip (Badger Avenue to Drew Street), 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. Designate who is responsible to replace chairs to assigned areas throughout the weekend.
4. The applicant shall provide the Department of Public Works with a final placement map prior to the event. DPW shall have the ability to modify any locations that are not acceptable.
5. Placement of the chairs shall not impede pedestrian traffic along the sidewalk, and the chairs shall be placed only within the amenity strip.
6. Placement of the chairs will begin no sooner than Friday, June 18, 2021, and all chairs shall be removed from the public right-of-way no later than Sunday, June 20, 2021. Applicant is responsible to collect any remaining items left behind by the end of the day on Monday, June 21, 2021.

Month of June – Artful Chairs:

With the many challenges of 2020, and our inability to host events and bring people downtown safely; we embraced the open air and walkability of our downtown. Our Downtown Creates series offered the community a walk event that connected people and showcased artistic expression. With your support, we would like to feature art displays for the community, again. 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

The June Downtown Creates event will feature up to 100 wooden chairs repurposed and upcycled to be painted or decorated pieces of art. Each chair will showcase talent from the community and must allow the opportunity to touch and the ability sit on.

In art, the chair implies presence as well as an absence. The chair is a stand-in for people, to occupy an otherwise empty space. The chair can symbolize loss or the hope of a return, a welcome sign or an invitation for one to sit.

We are currently working with the Boys & Girls Club of the Fox Valley to assist with decorating a portion of the chairs. An additional call for participation will reach local artists, Renee Ulman of Appleton Area School District, as well as nonprofits and family groups to participate, all in an effort to engage the community.

• Photos/sketches of proposed work:

Each applicant will need to submit a “proposed” thought/sketch for approval, prior to receiving designated sidewalk location and to be entered for prize consideration. See images of potential artful chair creations on attached page.

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

College Avenue amenity strip area. The area will consist of the Central Business District of College Ave., 900 West to 300 East blocks, (Badger Ave. to Drew St.).

A letter of request to occupy the public right of way to Paula VandeHey, Director of Public Works is attached.

A final placement map would be submitted to the Public Art Committee, once all applicants have applied and sketch/proposed work is approved. We welcome your participation.

• Reason for choosing the proposed location:

The walkability of the Downtown makes it accessible to all and allows for artwork to be spaced apart to promote social distancing within the full mile stretch of College Avenue. Offering distance between displays and features assists 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**

The chairs would not be anchored in and would be free standing with placement directly into the sidewalk amenity strip area. Our goal is to have the chairs displayed outside during the entire weekend.

If permitted, anchoring of the chairs to the planters with zip ties, could be facilitated. There is also potential to work with the business owners to bring the chairs in each night.

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

N/A

- **Timeline and duration of installation**

Friday, June 18 - Installation of chair placement by noon.

Sunday, June 20 -Artists pick up of chairs by 6 p.m.

Monday, June 21 – Staff and volunteer team will walk the Central Business District to assess and remove any items that were left behind.

- **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 artful chairs are submitted at own risk. There is also potential to work with the business owners to bring the chairs in each night.

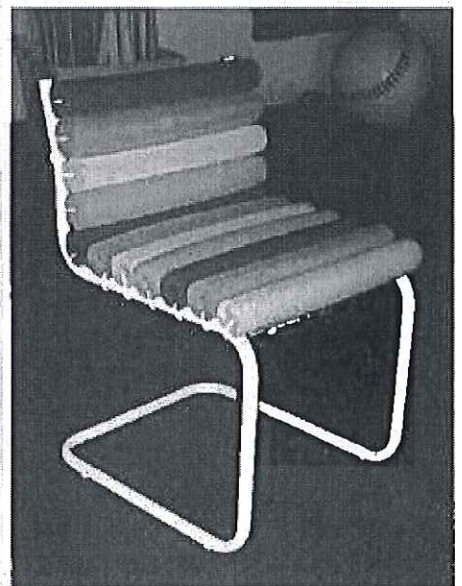
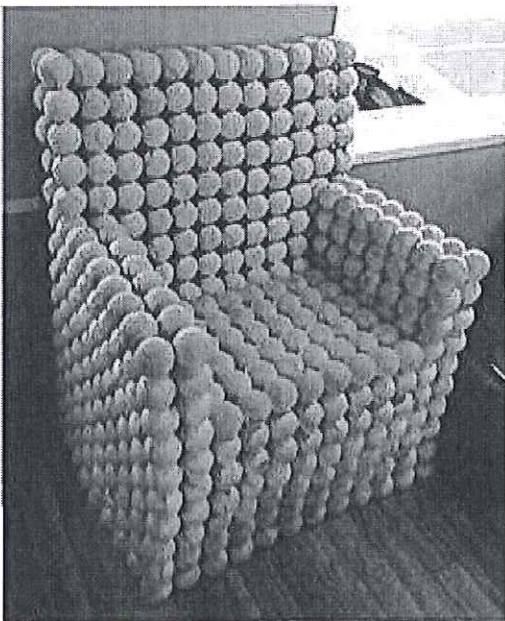
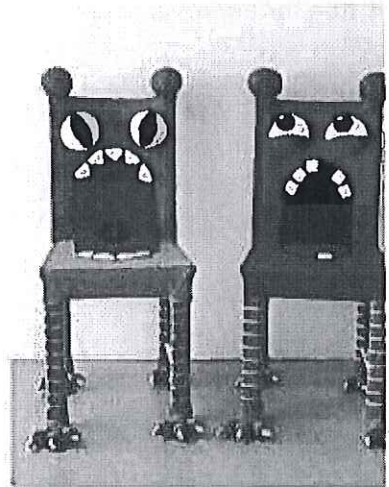
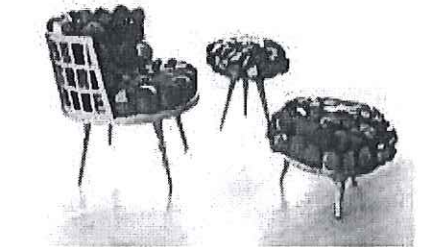
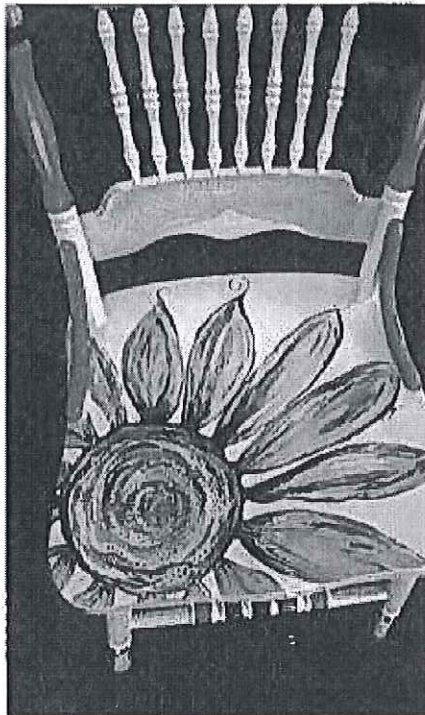
- **Description of any associated signage**

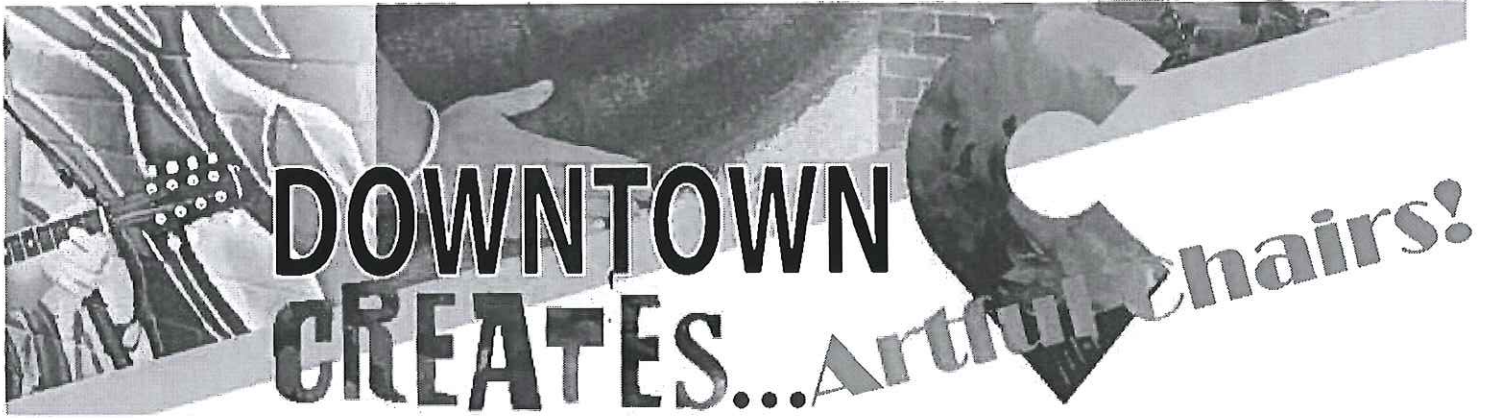
Planned signage consists of similar image, with minor updates (image is from 2020); placed in planters during event only. Signage would showcase event, feature Creative Downtown Logo and those of sponsors; along with listing of upcoming dates for walk events.

Dimensions 2' W x 1.5' H



DOWNTOWN CREATES... Featuring Upcycled Art Chairs
3rd weekend of May, 21-23, Friday through Sunday – College Avenue





DOWNTOWN CREATES... Artful Chairs!

Join us to create an ARTFUL CHAIR

DRAFT

June 18-20

Want to transform a wooden chair into an art piece? Register to participate in Downtown Creates...Artful Chairs, Friday June 18 – Sunday, June 20 to have your recreated artful chair on display along College Avenue. Submit a design/sketch of what your finished chair will look like to be reviewed by our selection committee for approval. Our goal is to feature 100 chairs!

Materials:

You must supply your OWN wooden chair. Chairs must be solid wood but can be any "type of chair" (ie: stools, dining room chair, rocking chair, etc.)

You can decorate, paint, renovate, upcycle, and repurpose your wooden chair using any materials you choose as long as the finished piece is both safe to sit on and touch.

Timeframe of Creation:

DUE WEDNESDAY, MAY 12: Submit an application with design concept.

Submit in one of two categories: Just for Fun! (not part of the judging) or In it to Win It!

WEDNESDAY, MAY 19: Applications reviewed by committee and approval sent to you (once approved, you can begin creating our Artful Chair on your own time).

FRIDAY, JUNE 18: Deliver your completed chair to your ASSIGNED location on College Avenue by noon. (Assigned locations will be shared with you the week of the event).

SUNDAY, JUNE 20: Pick up your chair between 4-6pm.

Prize Categories:

1st Place: \$250 | 2nd Place: \$100 | 3rd Place: \$75

Prizes will be awarded based on creativity, artistic skill/technique, etc. by a panel of judges.

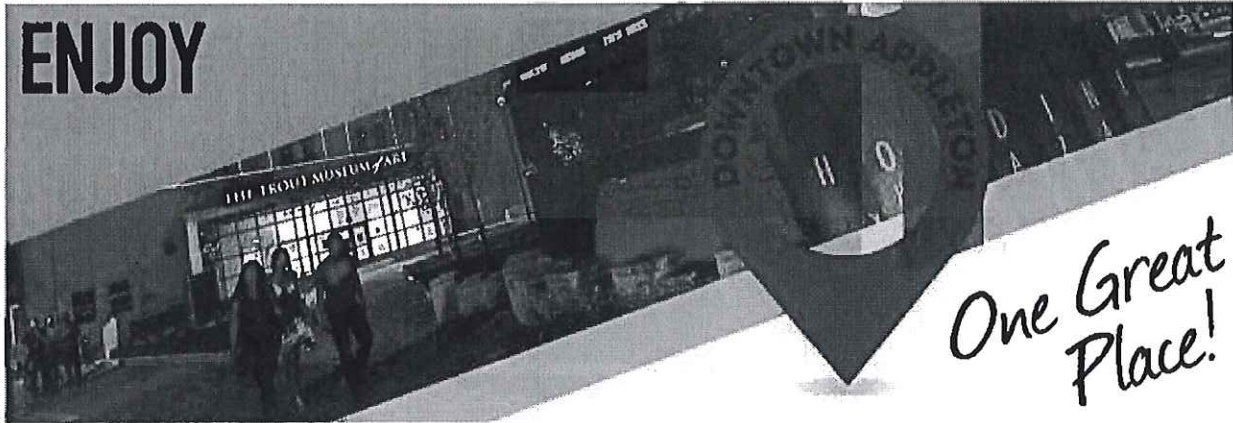
Beginning the week following (May 24-31) pictures of all completed Adopt-A-Planter creations will be posted on Facebook allowing the public to vote ("like") their favorite. The top 2 will receive a \$50 People's Choice Award.

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

Direct all questions to lynn@appletondowntown.org or call 920-954-9112.

Please submit your application by May 12 for your chance to have your Artful Chair on display!

[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.

