



CITY OF APPLETON

MEMORANDUM

Date: September 3, 2025
To: Public Arts Committee
From: Lily Paul, Economic Development Specialist
Subject: Appleton Northside Business Association (ANBA) Light Pole Banners and Seasonal Decorations

GENERAL INFORMATION

Owner: City of Appleton/WE Energies

Applicant: Carol Killian, President of ANBA

Address/Parcel Number: Richmond Street (From Northland Ave to College Ave) & Wisconsin Avenue (Badger Avenue to Ballard Road)

Petitioner's Request: Applicant is requesting to replace the seasonal wreath light pole decorations with new seasonal snowflake light pole decorations. Also, out of season, they are requesting banners to be placed on the light poles that represent ANBA.

Appleton Public Arts Committee Meeting Date: September 3, 2025

Finance Committee: September 8, 2025

Community Development Committee: September 10, 2025

Common Council Meeting Date: September 17, 2025

PROJECT DETAILS

Project Summary: ANBA is a membership based organization that represents the businesses on/around/north of Wisconsin Avenue. Specifically, they lead many beautification projects on Wisconsin Avenue and Richmond Street, the most relevant example being the wreaths during winter. ANBA was informed by the Department of Public Works (DPW) that the wreaths are no longer able to be repaired and placed for the upcoming winter (2025).

Reason for Choosing the Proposed Location: These are the corridors that ANBA focuses on because they are the most heavily traveled. Also, they are where the existing decorations are currently installed.

Description of How the Work is Installed/Anchored/Attached: Please see attached sheet for installment instructions. The DPW will install the decorations.

Timeline and Duration of Installation: The snowflakes will be installed before Thanksgiving and will remain until March. The banners will then replace the snowflakes until Memorial Day. American Flags are up from Memorial Day until end of summer. If time allows, the banners will also go up in fall before the snowflakes.

Maintenance and Cost: Community Development, Departments of Public Works, and Legal Services will work with the applicant to update their Memorandum of Understanding to address how future maintenance will be handled. The new decorations and banners will initially be paid for through ANBA's Community Foundation funds. These funds must be transferred to the City to then complete the transaction.

Associated Signage: There is no proposal for signage, but if that changes, she will abide by the following: 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. Any proposed signs and their placement shall be approved by the Department of Public Works.

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.

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommend that the proposed light pole decorations as described in the attached documents, **BE APPROVED**.