



MEMORANDUM

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

TO: Tom Flick – Deputy Director, Parks, Recreation & Facilities Management

FROM: Jessica Titel, Principal Planner

DATE: September 4, 2019

RE: Acre of Art – Season III Installation: To the Moon Alice Sculpture – Vulcan Heritage Park

The Appleton Public Art Committee met on September 3, 2019 and recommended approval of the proposed installation of the “To the Moon Alice” sculpture located in Vulcan Heritage Park (Tax Id #31-3-1478-00), **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. Final sponsorship/informational plaque design shall be provided to the Community and Economic Development Department for approval. 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.
3. Prior to installation, the applicant shall provide applicable engineering and structural details for the installation of the sculpture prepared by a structural engineer or other qualified professional.
4. Applicant shall provide proof of minimum liability insurance to meet City requirements, prior to installation.
5. Upon completion of the installation, the applicant shall provide certification, by a structural/professional engineer, that the artwork was installed according to specifications and meets required structural standards.

6. The applicant shall coordinate with Parks, Recreation and Facilities Management to determine the exact location of the sculpture to ensure it is not in conflict with the snow storage area.
7. The City will not provide snow removal in the winter for access to the sculpture.

The sculpture is part of Sculpture Valley's Acre of Art Season III installation. Acre of Art is a public sculpture series that places sculptures throughout the Fox Cities. The sculptures remain in their respective locations for a period of 2 years. The applicant is proposing to place the "To the Moon Alice" sculpture within Vulcan Heritage Park, on the lawn area west of the parking lot.

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 Park and Recreation Committee. Please place this item on the agenda for the September 9, 2019 Park and Recreation Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration.

The Staff Report prepared for the Public Art Committee is attached as reference.



REPORT TO PUBLIC ART COMMITTEE

Appleton Public Arts Committee Meeting Date: September 3, 2019

Parks & Recreation Committee Date: September 9, 2019

Common Council Meeting Date: September 18, 2019

Item: To the Moon Alice Sculpture

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: Alex Schultz – Sculpture Valley, Inc.

Address/Parcel: Vulcan Heritage Park (Tax Id #31-3-1478-00)

Applicant's Request: Applicant is requesting to place the To the Moon Alice sculpture, associated with Sculpture Valley's Acre of Art Season III, on City owned property. Sculptures will be placed for a period of 2 years.

PROJECT DETAILS

Brief description of project and location: The sculpture is part of Sculpture Valley's Acre of Art Season III installation. Acre of Art is a public sculpture series that places sculptures throughout the Fox Cities. The sculptures remain in their respective locations for a period of 2 years. The applicant is proposing to place the "To the Moon Alice" sculpture within Vulcan Heritage Park, on the lawn area west of the parking lot.

The applicant will need to coordinate with Parks, Recreation and Facilities Management to determine the exact location. The sculpture will need to be located so it is not in line with the parking lot. Snow is stored on the west side of the parking lot, and the sculpture needs to be located such that it is not in conflict with the snow storage area.

Reason for choosing the proposed location: The applicant chose the proposed location because of the seclusion, scenic characteristics and relatively little pedestrian conflict. The attached proposal provides more detail on the rationale for this location.

Description of how the work is installed/anchored/attached: It will be soft anchored into the earth. In order to ensure public safety of the structure, the applicant will need to provide installation details and structural information that is prepared by a structural engineer or other qualified professional.

Timeline and duration of installation: Installation dates to be determined. The sculpture will be in place for 2 years. Applicant will need to provide installation dates and coordinate with the Parks, Recreation and Facilities Management Department.

To the Moon Alice – Vulcan Heritage Park

September 3, 2019

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Maintenance and Cost: The artwork will be maintained by Sculpture Valley. A maintenance agreement will be prepared by the City's Legal Services Department and will need to be executed prior to installation.

Associated Signage: A plaque will be installed adjacent to the sculpture.

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.

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*
- *Strategy 2.6 Create more Fox River to Downtown tourism opportunities and connections*

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, Staff recommends that the proposed installation of the To the Moon Alice sculpture at Vulcan Heritage Park (Tax Id. #31-3-1478-00), as shown on the attached maps, **BE APPROVED** subject to the following conditions:

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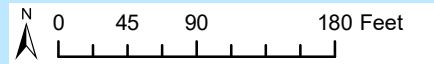
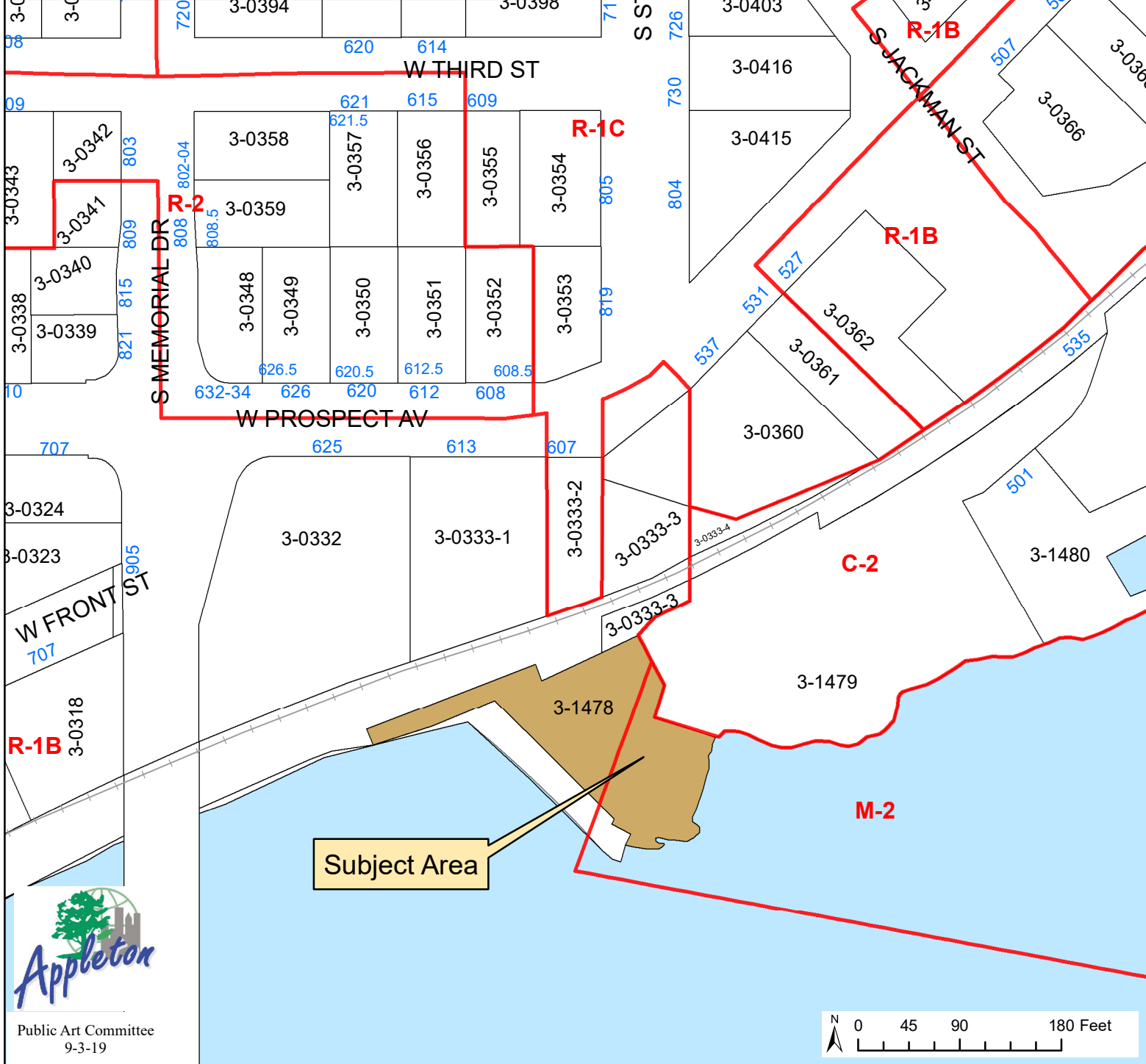
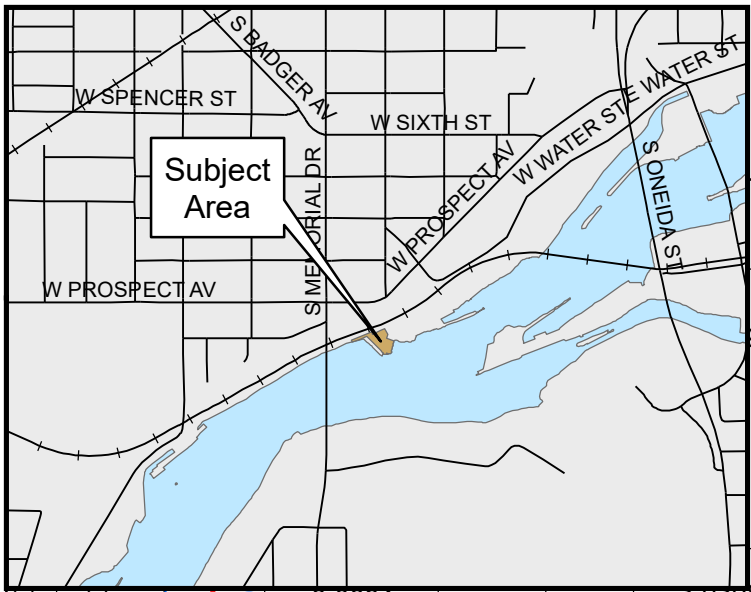
To the Moon Alice – Vulcan Heritage Park

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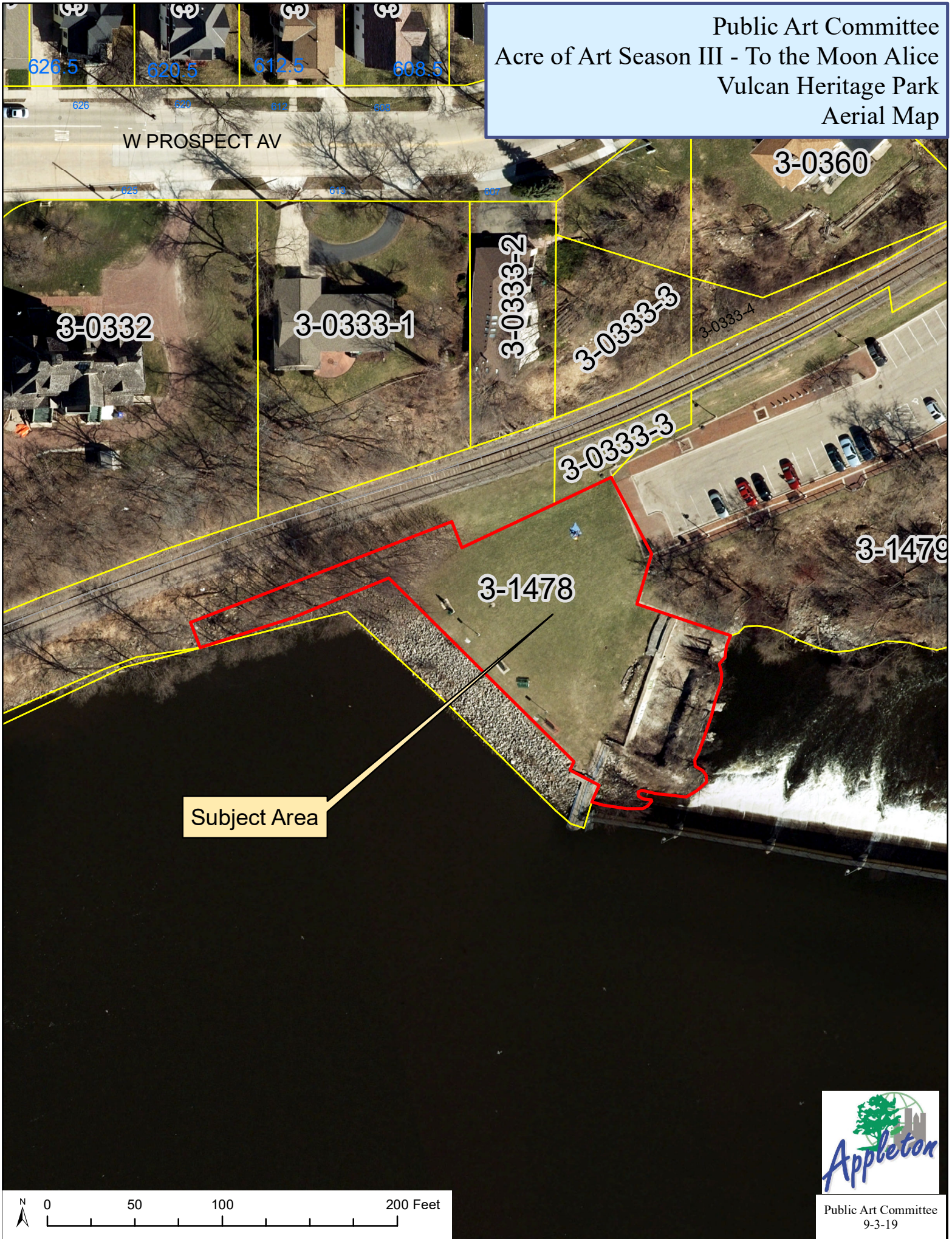
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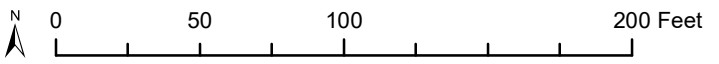
Public Art Committee
 Acre of Art Season III - To the Moon Alice
 Vulcan Heritage Park
 Zoning Map



Public Art Committee
Acre of Art Season III - To the Moon Alice
Vulcan Heritage Park
Aerial Map



Subject Area



Vulcan Heritage Park - Boardwalk Landing area.

Vulcan Heritage Park is a previously considered ACRE site. It will become a transition point for the future boardwalk and SV likes its seclusion and scenic characteristics. Relatively little pedestrian conflict and a nice reflective space for sculpture that will capture traffic from 3 directions when future trails are implemented.



To the Moon Alice has been selected by John Berstrom for its commentary on the next and vital “moon-shot” mission to a renewable energy future. The ties to Appleton’s historical harnessing of the Fox River’s raw energy for power as our pioneering first source of electricity make this location and this subject matter an ideal location for this solar-lit work.

This sculpture requires no concrete pads or other at-grade support. It will be soft-anchored into the earth. This manner of installation is common for soft-sloped surfaces and was employed for *Lessons Learned* in Season I of the ACREofART.

