



MEMORANDUM

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

TO: Paula Vandehey – Director of Public Works

FROM: Jessica Titel, Principal Planner

DATE: September 4, 2019

RE: Acre of Art – Season III Installation: The Collective Sculpture

The Appleton Public Art Committee met on September 3, 2019 and recommended approval of the proposed installation of “The Collective” sculpture within E. College Avenue & N. Catherine Street/N. Green Bay Road public right-of-way, **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 installation details with the Department of Public Works.

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 Collective" sculpture within E. College Avenue public right-of-way, south of the intersection of N. Catherine Street and N. Green Bay Road.

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 Municipal Services Committee. Please place this item on the agenda for the September 9, 2019 Municipal Services 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

Municipal Services Committee Date: September 9, 2019

Common Council Meeting Date: September 18, 2019

Item: The Collective Sculpture

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: Alex Schultz – Sculpture Valley, Inc.

Address/Parcel: E. College Avenue & N. Catherine Street/N. Green Bay Road public right-of-way

Applicant's Request: Applicant is requesting to place The Collective 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 Collective" sculpture within E. College Avenue public right-of-way, south of the intersection of N. Catherine Street and N. Green Bay Road.

The applicant has met with the Department of Public Works to discuss the best location in this area that would not conflict with public utilities. The applicant shall continue to work with DPW to coordinate the installation.

Reason for choosing the proposed location: The applicant chose the proposed location due to the vehicular visibility. The attached proposal provides more detail on the rationale for this location.

Description of how the work is installed/anchored/attached: The sculpture will be mounted on a 6-foot round, 6-inch high concrete pedestal. 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 Department of Public Works.

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

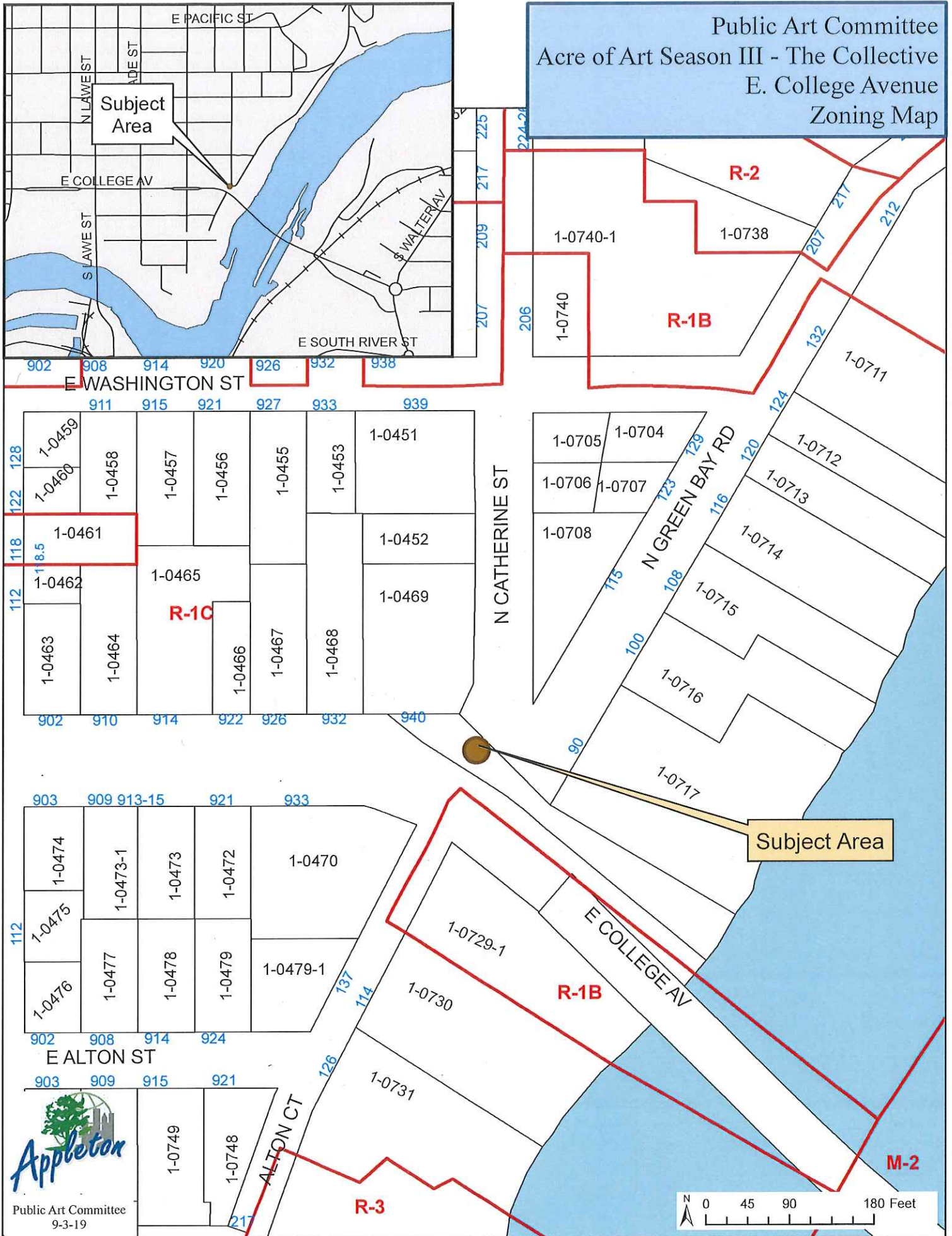
- *Strategy 1.1 Continue development of entry features on major routes into the downtown*
- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

RECOMMENDATION

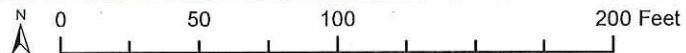
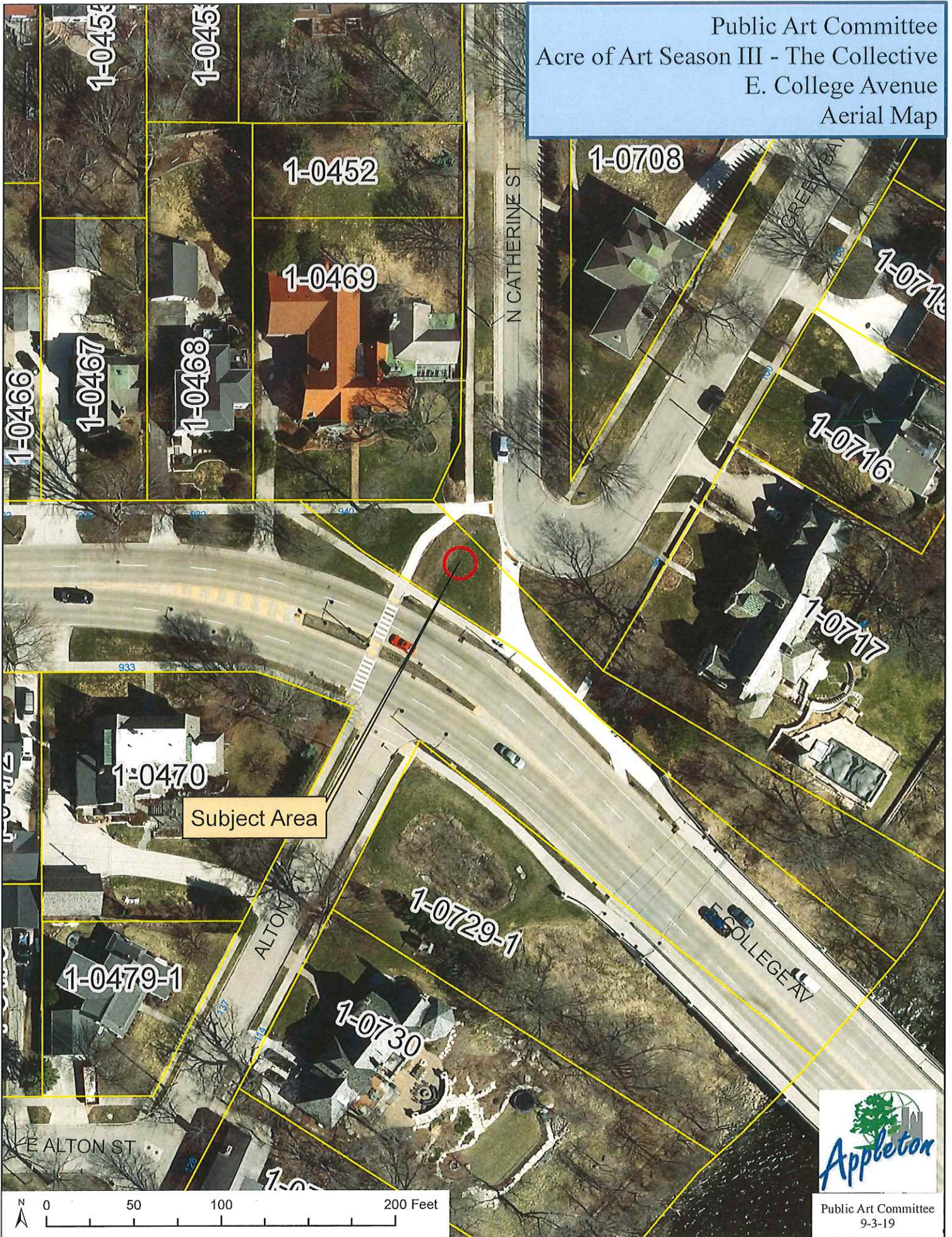
Based upon the guidelines outlined in the Art in Public Places Policy, Staff recommends that the proposed installation of The Collective sculpture within the E. College Avenue & N. Catherine Street/N. Green Bay Road public right-of-way, as shown on the attached maps, **BE APPROVED** subject to the following 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.
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Public Art Committee
Acre of Art Season III - The Collective
E. College Avenue
Zoning Map

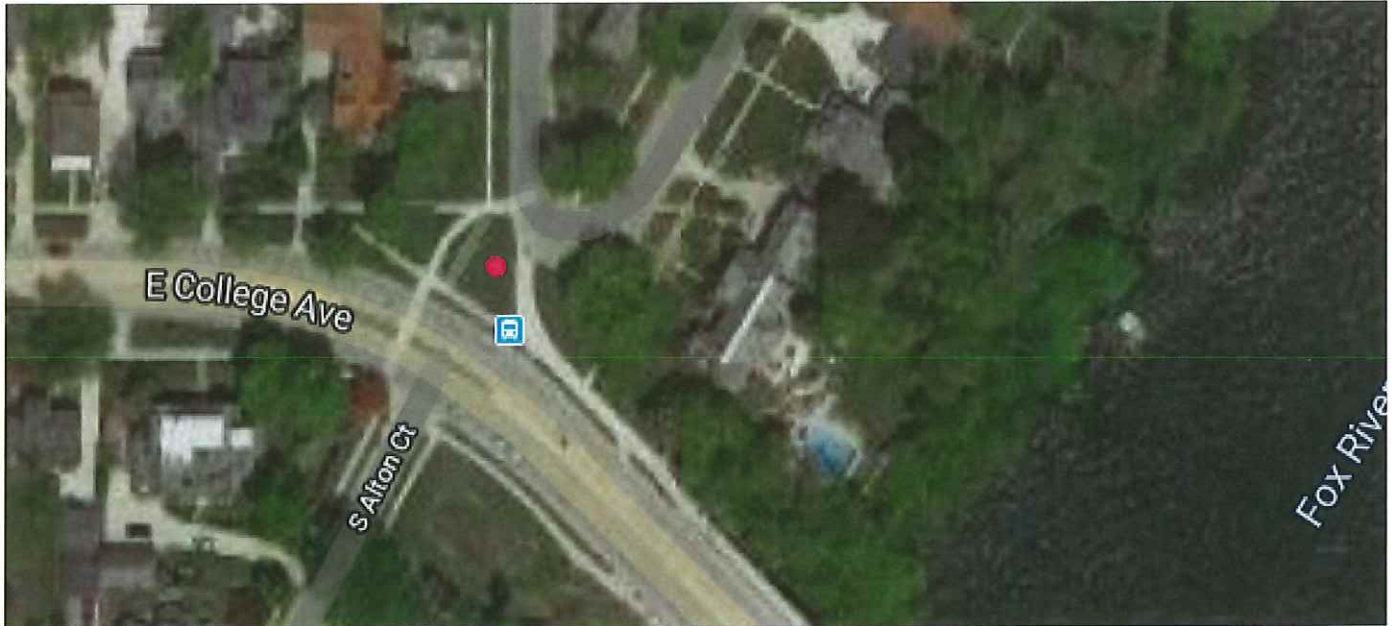


Public Art Committee
Acre of Art Season III - The Collective
E. College Avenue
Aerial Map



College Ave - Olde Greem Bay Road

Green Bay Road and College Ave transitional space is a previously considered ACRE site. SV considers this the most visible opportunity for vehicular viewing of ACREofART. Safe distance from traffic rights-of-way, excellent vantage points from every approach and large enough to accomodate a monumental scale sculpture.



The Collective was chosen by the family of Linda Moore, a Fox Valley artist and lifelong advocate for outsider art. This site is the optimal location for this work, among the few locations reviewed, based on scale and communicoin of a City which embraces diversity of race, creed, sexual orientation and more.

Mounted on 6' round 6" high concrete pedestal. Sits just below grade. Minimal excavation of 3-4" necessary to stabilize base. Utilities confirmed enough clearance for placement.

