



REPORT TO PUBLIC ARTS COMMITTEE

Appleton Public Arts Committee Meeting Date: March 2, 2022

Municipal Services Committee Date: March 7, 2022

Common Council Meeting Date: March 16, 2022

Item: 2022 Downtown Creates Series

Case Manager: Jessica Titel, Principal Planner

GENERAL INFORMATION

Applicant: Creative Downton Appleton Inc., c/o Jennifer Stephany

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 2022 Downtown Creates monthly event series.

PROJECT DETAILS

Brief Description of Project and Location: The applicant is proposing to hold four events as part of the Downtown Creates event series. The events will occur on the sidewalk within the College Avenue amenity strip. The events are as follows:

- Appleton Area School District Student Walk (May): this event will showcase talents from AASD students. Artwork will be displayed in the amenity strip and/or planters and will include painted chairs, 3D wire sculptures, display tables, window displays and other student artwork.
- Street Music Week (June): This event will highlight the conclusion of Street Music week. Friday night will be an extension of that event and will feature local musicians playing music within the amenity strip.
- *The 2022 Downtown Creates series will also include Chalk Walk (July) and Paint on the Town (August). These events are exempt from review by the Public Art Committee because they were previously reviewed and approved by Municipal Services Committee and/or Common Council prior to the adoption of the Art in Public Places Policy and establishment of the Public Art Committee.*

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.

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Description of How the Work is Installed/Anchored/Attached: Artwork will be temporary, freestanding displays located within the amenity strip and planters. Appleton Downtown, Inc.'s certificate of insurance is on file with the City.

Timeline and Duration of Installation:

AASD Student Walk: May 20, 2022 from 9:00 AM through 9:00 PM

Street Music Week: June 17, 2022 from 4:00 PM through 9:00 PM

Maintenance and Cost: Creative Downton Appleton, Inc. will provide volunteers and staff at each event to assist with removal of any items that may have been left behind. No other clean-up is expected.

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*

Staff Comments:

- The planter outlet lock keys are maintained by ADI. Those needing power will have to arrange access thru them. Our electricians currently do a test of all outlets on College Avenue twice a year; 1) Spring before Farmers Market and 2) Fall before License to Cruise / Oktoberfest. The City will not be doing any additional testing beyond this for these events. If an outlet is problematic, users may need to move to another planter where one works. When problems are reported to us, we will respond during normal business hours to repair (in most cases a fuse is blown and needs replacement).

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed 2022 Downtown Creates Event Series, located within the College Avenue amenity strip and planters (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.

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3. 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.
4. Artists will use the sidewalk in the amenity strip on May 20, 2022 from 9:00 AM through 9:00 PM (AASD Student Walk) and June 17, 2022 from 4:00 PM through 9:00 PM (Street Music Week). Applicant is responsible to collect any remaining items left behind by the end of each event.

Downtown Creates Series: May 20, June 17, July 15 and August 19

The Downtown Creates Series embraces the walkability of our downtown, connecting people with artistic expression. With your support, we would like to showcase an exploration of art displays for the community to engage in and connect with. We often hear how the last two years have impacted the mental health of our community. Providing experiences of connection, even with strangers; is valuable and important to our overall well-being. Activating the sidewalks is great way to encourage walking and boost customer traffic for businesses as well.

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

• Brief description of the proposed artwork

May 20: AASD Student Walk

The May Downtown Creates display will showcasing talents from Appleton Area School Students. We anticipate a variety of artwork including up to 100 painted chairs. One teacher is working on 3D metal wire sculptures with a music theme that are 2-3 feet tall that would be place in the planters. We have also offered teachers 6 foot tables to display pottery or other items, as well as business windows to display 2D artwork. May will also include fiber rain creations. We are requesting access to the power in the planters for LED light strands. We are requesting sidewalk occupancy.

June 17: Street Music Week

The June Downtown Creates night will highlight the conclusion of Street Music Week June 13-17. Street Music week features a variety of local musicians donating their time over the lunch hour to raise financial support for Feeding America. As a partnered event with Heid Music, Lawrence University, Mile of Music and Creative Downtown Appleton this will be the 10th annual Street Music Week. Friday night will be an extension of that programming and presented in the same busking fashion featuring local musicians on the amenity beautification strip and other areas such as the parklet next to the 222 building or behind Heid Music. We also plan to rent Houdini Plaza to have a musician behind the fountain on the small stage. We are requesting access to the power in the planters for LED light strands or small amplification. We are requesting sidewalk occupancy. We will also apply for a noise variance through the health Department. Street Music Week also applies for separate permits.

July 15-16: Chalk Walk

The July Chalk Walk is a community favorite inviting the general public and local artist to create sidewalk masterpieces. Chalk creation will take place throughout the day on Friday and also on Saturday this year. Weather permitting the artwork will be a weekend long display to enjoy.

To enhance the Chalk Walk we will also apply for a sidewalk sale permit to add on Saturday, July 16th. We are requesting access to the power in the planters for LED light strands. We are requesting sidewalk occupancy.

August 19-20: Paint Out

The August Paint on the Town feature activates private business windows with painted murals and hosts a timed canvas competition for local artist of all abilities. We are requesting sidewalk occupancy Friday and Saturday to set up easels with 20x16" canvas boards, one chair, small folding table and artist supplies while they paint. We also will have mural artists painting on private windows utilizing a narrow area of the sidewalks as they paint. We are also requesting access to the power in the planters for LED light strands.

- **Photos/sketches of proposed work: Attached**

- **Site plan/location map showing location of proposed work –**

Each month: College Avenue between Badger/Story and Drew Street including the amenity beautification strip and the planters for signage and LED light strands.

May 20th we would like to place student wire sculptures in the planters as well.

Houdini Plaza will be rented for June 17 for use of the small stage area behind the fountain.

- **Reason for choosing the proposed location:**

Sidewalk activation promotes downtown exploration and utilizing the full district allows areas to be spaced apart to promote social distancing, throughout the mile stretch of College Avenue. 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 like the chairs and easels, some items for the May 20th event may be staked into the ground within the planters for stability. The chalk is applied direct to the concrete.

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

N/A

- **Timeline and duration of installation**

Items would be placed during event timeframe:

- Friday, May 20 – Student art set-up beginning after 9 am with placement markings with painters tape and all items cleared by 9pm – no overnight displays,
- Friday, June 17 – set up for musicians after 4pm and all cleared up by 9pm
- Friday, July 15 – chalk installation beginning after 9am and continuing throughout Friday and Saturday. Duration will depend on weather. Images are washed away by the rain.
- Friday, August 19 – Easel set up for the canvas competition will begin after 9am on Friday and Saturday. Window painting will begin after 7am on Friday morning and Saturday morning. Sidewalk activity would end no later than 2pm on Saturday. Duration of window paint is dependent on the weather. Some are painted inside and some are painted on the outside of the windows.

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

- May 20 - Student artists are invited to stay with their art during the hours of the promoted event 5pm – 8pm Students are being asked to remove their items that night. A team of ADI volunteers will be on hand to gather any remaining items.
- June 17 – N/A
- July 15 – If professional remove is necessary for any of the created artworks, CDA would provide that service.
- August 19 – Artists are required to bring their easel and canvas back to the ADI office by 8pm on Friday night and 2pm on Saturday.

Creative Downtown Appleton Inc. will provide volunteers & staff each month to assist with removal of any items that may have been left behind.

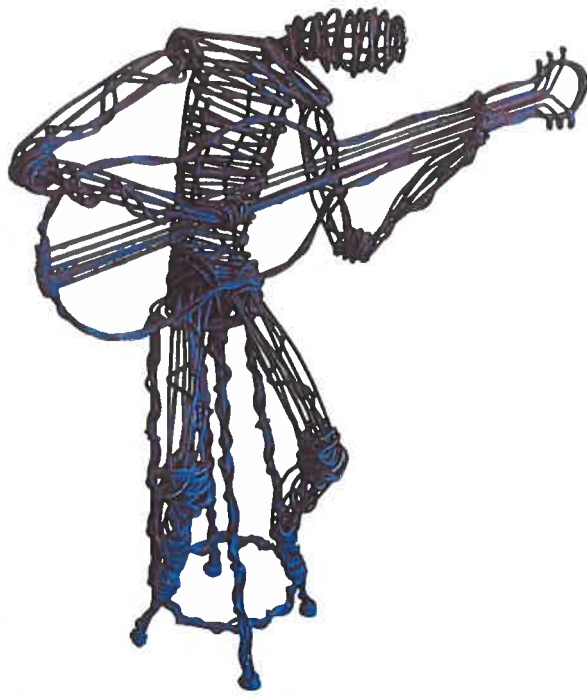
• **Description of any associated signage**

Signage consists of similar to image, placed in planters during each monthly event. 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



Date: February 9, 2022

To: Department of Public Works

From Creative Downtown Appleton Inc.

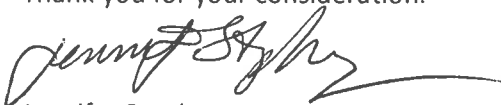
Subject: Public Right of Way temporary permit request

Please consider the following request for a permit to occupy the public right of way in Downtown Appleton for our Downtown Creates Series as follows. A copy of the public art committee application is attached.

- **May 20: Student Art:** A variety of art creations by local students: artful chairs, fiber pieces, metal wire sculptures, paintings, pottery etc...
 - Request for use of amenity beautification strip area and all tree planters on College Ave. between Drew St. and Badger St.
 - Requested use of planter for Downtown Creates sign and metal wire sculptures.
 - Request for access to power in the planters beginning at 4pm for LED light strands
- **June 17 – Street Music Week Finale:** solo to trio musician groups performing in busking style throughout downtown.
 - Request use of amenity beautification strip area and all tree planters on College Ave. between Drew St. and Badger St.
 - Requested use of planter for Downtown Creates sign
 - Request for access to power in the planters beginning at 4pm for LED light strands and small amplifiers.
- **July 15-16: Chalk Walk:** Chalk created masterpieces on the sidewalk and sidewalk sale
 - Request for use of amenity beautification strip area and all tree planters on College Ave. between Drew St. and Badger St.
 - Requested use of planter for Downtown Creates sign
 - Request for access to power in the planters beginning at 4pm. for LED light strands
 - Saturday July 16 Request for amenity beautification strip area for sidewalk sale 9am-6pm
- **August 19-20: Paint Out:** Easels for a timed painting competition as well as painted windows in private businesses.
 - Request for use of amenity beautification strip area and all tree planters on College Ave. between Drew St. and Badger St.
 - Requested use of planter for Downtown Creates sign
 - Request for access to power in the planters beginning at 4pm. for LED light strands

Please let us know if additional information is required.

Thank you for your consideration.



Jennifer Stephany
Executive Director

Creative Downtown Appleton Inc. and Appleton Downtown Inc.