

Community Development Department
City of Appleton

Public Art Committee
City of Appleton

Re: Public Art Proposal Submission – ANBA Project

Dear Members of the Community Development Department and Public Art Committee,

On behalf of the Appleton Northside Business Association (ANBA), I am pleased to submit our application for a new public art initiative. We appreciate your time and consideration of this project, which we believe will add value and vibrancy to our community.

Project Description

ANBA proposes to replace the existing holiday decorations in designated areas on the Northside of Appleton with updated flags, banners, and seasonal décor. The new installations will improve aesthetics, create a welcoming environment, and support both business and community growth in this district.

Attached Documentation

Detailed description of the proposed artwork

Sketches of the designs

Site plan and maps identifying selected locations

Reason for Proposed Location

Through physical walk-throughs of both targeted streets, ANBA identified ideal positions for flags, banners, and holiday decorations. These areas are highly visible to both residents and visitors, and enhancing them will uplift the appearance of nearby businesses and residential spaces.

Installation & Timeline

City of Appleton will continue to install and remove holiday decorations and flags on the current schedule.

Banners will remain installed year-round, reducing the city's current workload.

Installation of the new banners is anticipated to occur within six months of approval.

Storage & Maintenance

All products will be stored in the same city facility where current decorations and flags are housed.

ANBA will take responsibility for future replacement of banner supplies.

Conclusion

This project will enhance the identity and visual appeal of Appleton's Northside, contributing to a thriving business community and enriched neighborhood environment.

Thank you for considering our application for public art. We look forward to your review and support of this initiative.

Sincerely,
Carol Killian
President
Appleton Northside Business Association (ANBA)