



REPORT TO CITY PLAN COMMISSION

Plan Commission Meeting Date: April 27, 2015

Municipal Services Committee Meeting Date: April 28, 2015

Common Council Meeting Date: May 6, 2015

Item: Banner Request for Appleton Downtown, Inc.

Case Manager: David Kress

GENERAL INFORMATION

Applicant: Appleton Downtown, Inc. (ADI) c/o Jennifer Stephany

Location: College Avenue between Badger Avenue and Drew Street

Applicant's Request: The applicant is requesting permission to hang twenty-one (21) 30" x 70" interchangeable banners on light poles, utilizing existing brackets that hang in the public right-of-way a minimum of eight (8) feet above the sidewalk, along College Avenue between Badger Avenue and Drew Street.

BACKGROUND

The original request by ADI for placement of banners was reviewed and approved by the City in 2002. These were installed in 2002-2003. In 2005, replacement banners featuring the "Downtown Cool" branding were reviewed and approved. The current request is part of ADI's recent efforts to launch the new "One Great Place" brand image and slogan for the downtown. As proposed, the new banners will replace those that are currently installed.

STAFF ANALYSIS

Staff review is based on the City policy for banners in the right-of-way and Section 23-562 of the Municipal Code.

1. Requests for installation of banners must be made either by a recognized agency representing the area or from a two-thirds majority of the properties along the proposed route.

ADI is a recognized agency representing the Downtown Business Improvement District.

2. All banners and necessary brackets (including replacement parts) to be supplied by the requesting agency.

ADI is providing the new banners. These will replace the current banners and utilize the existing brackets located on light poles.

3. Storage of banners to be the responsibility of the requesting party.

ADI will purchase the new banners and store them until Department of Public Works staff is available to perform the installation. Once removed, the current banners will be returned to ADI.

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4. Requesting parties must designate an individual to serve as the contact person with the City.

Jennifer Stephany, Executive Director of ADI, will be the contact person.

5. Banners may be installed only in areas that are predominantly commercial zoning.

The zoning is CBD Central Business District.

6. Banner installation should be consistent with planning and development policies, represent an appropriate theme, and not detract from the aesthetics of an area. Plans for banner installation, including color scheme, theme, and spacing must be approved by the Community and Economic Development Department and Plan Commission before being forwarded to the Municipal Services Committee for issuance of a permit.

This request essentially is an amendment/adjustment to the original request for banner placement, which was approved in 2002. As proposed, the new banners will hang on light poles utilizing the existing brackets, so the spacing will remain as it is currently. The colors, text, and graphics are intended to represent the new “One Great Place” brand image and slogan for the downtown.

7. Banner materials (including the brackets) must be approved by the Department of Public Works.

The Department of Public Works has reviewed and approved the new replacement banners that will utilize existing brackets.

8. Banner installation may be done by the Department of Public Works or by private contract. If a private contractor is used, installation plans showing bracket locations and elevations must be provided and approved by the Department of Public Works.

Installation will be done by the Department of Public Works, with maintenance and upkeep being performed by ADI.

9. If performed by the Department of Public Works, the cost of initial banner and bracket installation will be divided equally between the applicant and the City (exclusive of materials).

Initial banner and bracket installation was done by the Department of Public Works in 2002-2003. Since the existing brackets will be utilized, there will be no cost associated with bracket installation.

10. All costs of repair or replacement of banners done by the Department of Public Works will be charged to the requesting agency or designated individual as they are incurred.

ADI will supply any new or replacement banners.

11. The cost of changeover of banners done by the Department of Public Works will be divided equally between the applicant and the City up to a maximum of twice per year after which all costs will be borne by the applicant.

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In 2005, when replacement banners were put up, the cost for banner installation was divided equally between ADI and the City. With this current request, ADI has asked the City to waive the cost for banner installation. The cost waiver request will be discussed at the Municipal Services Committee meeting.

12. Banners will remain the property of the requesting agency.

ADI will retain ownership of the banners.

13. The requesting agency will be given 30-day notice of deteriorated banners (in the judgment of the City) after which they will be removed, and the cost of removal will be billed to the requesting agency or designated individual.

If this is needed, it will be done.

14. Installation of items budgeted by the City for installation is exempt from this policy (angels, flags, etc.).

This does not apply.

Review Criteria: Based upon the above analysis, it would appear the criteria established by the City policy for banners in the right-of-way and Section 23-562 has been satisfied.

Appleton Comprehensive Plan 2010-2030: Listed below are related excerpts from the City's *Comprehensive Plan 2010-2030*.

Chapter 14 Downtown Plan, Initiative 1 Urban Design:

Strategy 1.4 – Implement streetscaping projects to create downtown “identity streets.”

- *Continue streetscaping efforts on College Avenue, Richmond Street, and Appleton Street.*
- *Provide continued maintenance and replacement of streetscaping elements.*

Technical Review Group (TRG) Report: This item was discussed at the April 21, 2015 Technical Review Group meeting. No negative comments were received from participating departments.

RECOMMENDATION

Based on the above, staff recommends that the Appleton Downtown, Inc. request to have twenty-one (21) interchangeable banners on light poles, which would hang in the public right-of-way a minimum of eight (8) feet above the sidewalk, along College Avenue between Badger Avenue and Drew Street, **BE APPROVED** and forwarded to the Municipal Services Committee.

RECEIVED

To: Paula Vandehey, Director Public Works Department

APR 1 2015

From: Appleton Downtown Inc.

Subject: Request for installation and fee waiver

CITY OF APPLETON
COMMUNITY/ECON DEVELOPMENT

As you are aware Appleton Downtown Inc. recently worked together with our stakeholders and partners to launch the new *One Great Place* brand image and slogan for the Downtown. Part of the rebrand effort will be replacement of the street pole banners. A graphic of the four new designs is attached. We have ordered the new banners and should have them by the middle of April.

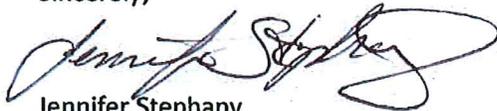
We would like to request the banners be installed by Public Works by May 15th 2015.

We are further requesting the City of Appleton to waive the installation fee associated with putting up the 21 pole banners from State & Badger to Drew St. along College Ave.

We hope you consider being a partner in our rebrand efforts and helping us to infuse the central business district with the new vibrant images and the pride of being One Great Place!

Thank you for your consideration.

Sincerely,



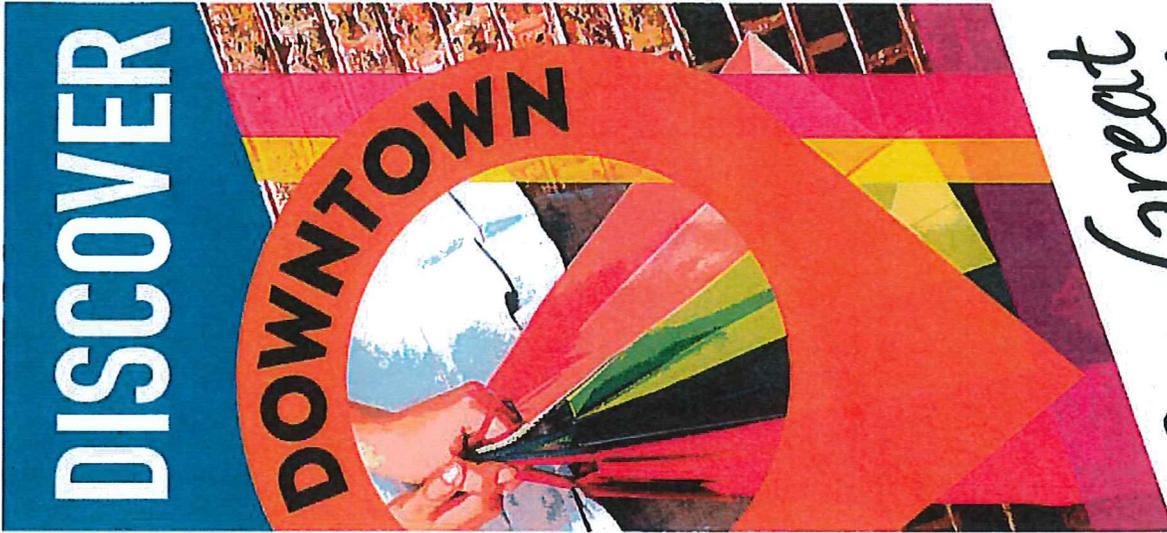
Jennifer Stephany

Executive Director

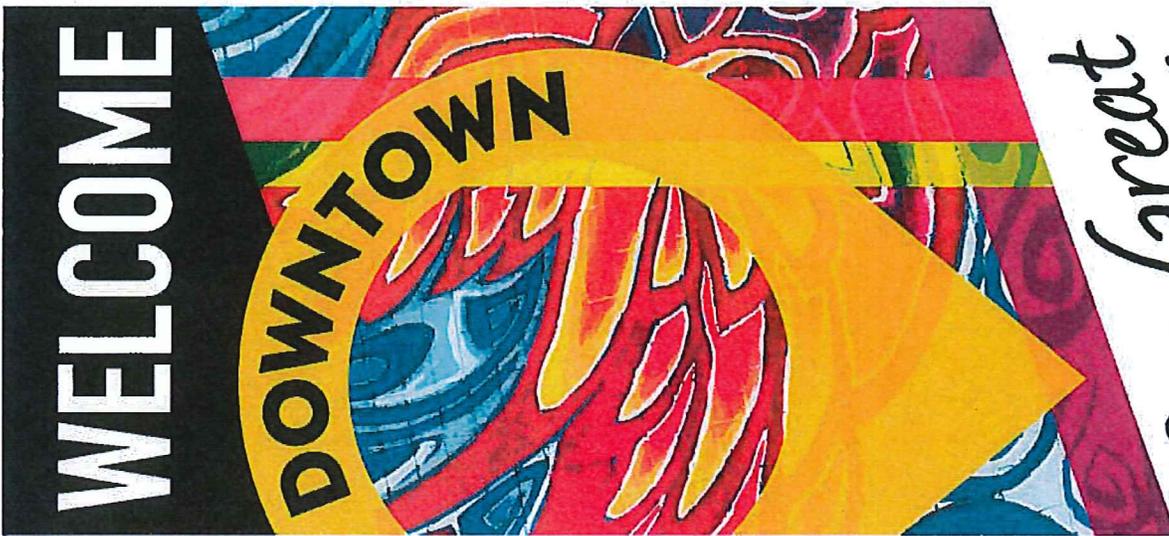
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APR 1 2015

CITY OF APPLETON
COMMUNITY/ECON DEVELOPMENT



*One Great
Place!*



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Place!*

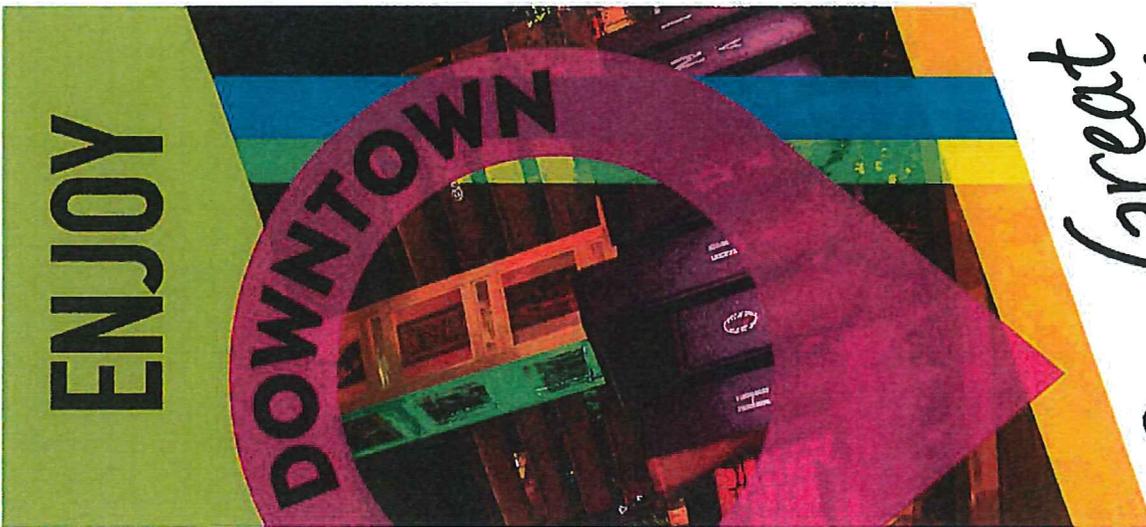
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