



CITY OF APPLETON

MEMORANDUM

Date: May 13, 2026
To: Municipal Services Committee
From: Laura Jungwirth, P.E., Director of Public Works
Subject: Appleton Northside Business Association (ANBA) Banner Installation Request

The request before the Municipal Services Committee is consideration of the attached Memorandum of Understanding (MOU) between the City of Appleton and the Appleton Northside Business Association (ANBA) for installation and maintenance of decorative banners on City-owned light poles along Wisconsin Avenue.

The Appleton Public Arts Committee initially reviewed the broader request from Carol Killian, President of ANBA, on September 3, 2025. At that meeting, the Committee recommended approval of replacing the existing seasonal wreath light pole decorations with seasonal snowflake decorations along Richmond Street (Northland Avenue to College Avenue) and Wisconsin Avenue (Badger Avenue to Ballard Road). In addition, ANBA requested installation of non-seasonal banners representing the organization on light poles outside of the holiday season.

Pursuant to the Art in Public Places Policy, the Public Arts Committee recommendation was forwarded to the Community Development Committee, which reviewed the request on September 10, 2025, with Common Council subsequently approving the request on September 17, 2025.

Following that action, the Department of Public Works brought forward the seasonal light pole decoration component for operational review through the Municipal Services Committee on November 10, 2025, which was subsequently approved by Common Council on November 19, 2025.

Since that time, ANBA and the Department of Public Works have coordinated on the proposed banner installation details, including placement, maintenance responsibilities, and operational considerations. The attached MOU has been drafted to formalize these responsibilities and outline the terms associated with banner installation on 50% of the city light poles on Wisconsin Avenue from North Viola Street to North Richmond Street.

The priority action at this time is consideration and approval of the attached MOU for the proposed ANBA banners. Supporting reference materials, including the original staff memorandum prepared for the Public Arts Committee and related documents, are attached for informational purposes.

Memorandum of Understanding
City of Appleton and Appleton Northside Business Association

I. THE PARTIES

- 1.01 The City of Appleton (“City”), a Wisconsin municipal corporation, with a business address of 100 North Appleton Street, Appleton, WI 54911-4799.
- 1.02 The Appleton Northside Business Association (“ANBA”), a business networking association with a mailing address of P.O. Box 2412, Appleton, WI 54912-2412.

II. THE RECITALS

WHEREAS,

- 2.01 The City owns and has control over decorative street light poles located on Wisconsin Avenue.
- 2.02 ANBA wishes to provide banners to the City for placement on City-owned street light poles located on Wisconsin Avenue.
- 2.03 The current flag agreement for both Wisconsin Avenue and Richmond Street shall remain in place.

III. THE AGREEMENT

NOW, THEREFORE, it is agreed between the parties as follows:

- 3.01 The previously stated recitals shall be incorporated as part of this Memorandum of Understanding (“Agreement”).
- 3.02 ANBA shall obtain through its own means 36” x 60” banners in enough quantities to install on approximately 50% of the identified City-owned street light poles on Wisconsin Avenue.
- 3.03 Upon obtaining the banners ANBA will retain sole ownership of banners. Additionally, ANBA will be responsible for the storage of any banners not in service according to the “Signs in the Public Right of Way Policy”, a copy of which is attached hereto and incorporated herein by reference.

- 3.04 In exchange for receiving the banners, the City shall make best efforts to install the banners and rigid banner arms on Wisconsin Avenue street light poles annually by June 1 or as soon as practicable thereafter as staff time permits.
- 3.05 The City will follow installation and removal practices as outlined in the “Signs in the Public Right of Way Policy” which includes changeover schedules and cost assignments for involved parties.
- 3.06 For banners mounted on City-owned composite poles, 1” rigid banner insert arms are to be utilized instead of banded brackets.
- 3.07 The City shall use its discretion in determining when a banner is in such condition that it is no longer serviceable as a fitting emblem for display and shall take the appropriate steps to dispose of the product.
- 3.08 The City shall notify ANBA when it no longer has enough serviceable items to fill vacant banner arms, at which time ANBA may provide the City with additional banners. Should ANBA decline to provide additional items the City shall be under no obligation to obtain new banners.
- 3.09 In the event there are not enough serviceable banners to fill vacant banner arms, the City shall use its discretion to determine which poles shall be utilized.
- 3.10 Banners are agreed to be installed on every other pole or as appropriate spacing allows based on pole set back from the vehicle right-of-way and not in a fashion to obstruct business signage.
- 3.11 Term and termination. This Agreement shall have an initial term through December 31, 2028 and automatically renew for additional one-year terms thereafter. Either the City or ANBA may terminate this agreement, with or without cause, by providing the other party written notice 30 days prior to said termination. Any obligations arising out of this Agreement pursuant to Section V of this Agreement shall survive the termination.
- 3.12 This agreement may be executed in several counterparts, either by original signature or verified electronic signature, each of which shall be deemed an original, but such counterparts shall together constitute but one and the same agreement. The headings in this agreement are inserted for convenience of reference only and shall not constitute a part hereof.
- 3.13 Each of the Parties herein represents and warrants that the execution, delivery, and performance of this agreement has been duly authorized and signed by a person who meets statutory or other binding approval to sign on behalf that respective party.

IV. SEVERABILITY CLAUSE

4.01 Should any part of this Agreement be found to be illegal, it shall be stricken from the Agreement and the Agreement interpreted as if that clause did not exist.

V. INDEMNIFICATION

5.01 For good and valuable consideration described and bargained for within this Agreement, ANBA agrees to indemnify, defend, and hold harmless the City and its officers, officials, employees, and agents from and against any and all liability, loss, damage, expense, costs (including attorney fees) arising out of this Agreement, caused in whole or in part by ANBA, its officers, officials, employees, volunteers, agents or anyone for whose acts they may be liable, except where caused by the sole negligence or willful misconduct of the City.

IN WITNESS WHEREOF, the parties have caused this instrument to be executed on the day and year of the last signature below.

Appleton Northside Business Association

By: _____

By: _____

Printed Name: _____

Printed Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

City of Appleton

By: _____

By: _____

Jacob A. Woodford, Mayor

Amy Molitor, City Clerk

Approved as to form:

Christopher R. Behrens, City Attorney

CityLaw: A26-0033 | CRB | 06/03/2026



CITY OF APPLETON

DEPARTMENT OF PUBLIC WORKS
Engineering Division
100 North Appleton Street
Appleton, WI 54911
p: 920.832.6474

CITY OF APPLETON SIGNS IN THE PUBLIC RIGHT-OF-WAY POLICY

This policy is to establish guidelines to provide a reasonable and consistent approach to requests for installation of signs within the public right-of-way. Request for signs not meeting these requirements will be denied. Appeals will be to the Common Council through the Municipal Services Committee.

GROUND SIGNS

No ground mounted sign may be installed within the street right-of-way.

PROJECTING SIGNS/AWNINGS

Projecting signs meeting the following criteria may be administratively approved to be installed within the street right-of-way:

1. Minimum clearance of 8 feet between the bottom of the sign and the ground elevation, if projection is 2 feet or less into the street right-of-way.
2. Minimum clearance of 10 feet between the bottom of the sign and the ground elevation, if projection is 4 feet or less into the street right-of-way.
3. Maximum size of a sign within the street right-of-way is 35% of the building wall size abutting the street frontage, or 350 square feet, whichever is less.
4. Maximum size of a changeable copy sign within the street right-of-way is 48 square feet.

SKYWALKS

Wall signs on pedestrian skywalks in the right-of-way shall comply with the following requirements:

1. Maximum sign area is 20% of the wall area.
2. Municipal Services Committee and Common Council Approval of Street Occupancy Permit.

BANNERS

1. No banner shall be attached to any skywalk located within City street right-of-way.
2. No banners shall be suspended across street right-of-way.
3. Attached to city-owned streetlights.
 - a. Requests for installation of banners must be made by either a recognized agency representing the area or from a two-thirds majority of the properties along the proposed route.
 - b. Requesting parties must designate an individual to serve as the contact person with the City.
 - c. Banners may be installed only in areas that are predominantly commercial zoning.
 - d. Plans for banner installation, including color scheme, theme, and spacing must be approved by the Community Development Department and Public Arts Committee before being forwarded to the Municipal Services Committee for issuance of a permit.
 - e. Banner materials (including the brackets) must be approved by the Department of Public Works.
 - f. 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.
 - g. 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).
 - h. All banners and necessary brackets (including replacement parts) to be supplied by the requesting agency.
 - i. Storage of banners to be the responsibility of the requesting party.
 - j. 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.
 - k. 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.

- l. Banners will remain the property of the requesting agency.
 - m. 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.
 - n. Installation of items budgeted by the City for installation are exempt from this policy. (angels, flags, etc.)
4. Attached to WE Energies poles.

The above criteria must be met along with written permission from WE Energies. **New attachments to WE Energies will not be approved according to their Pole Attachment Request Policy. Existing attachments covered by agreements dated prior to March 2001 may remain on WE Energies poles.**

SANDWICH BOARD/TEMPORARY SIGNS

- 1. Physical requirements.
 - a. Sandwich board/temporary signs must meet all conditions stated in the City of Appleton Sign Code. Section 23-507 and 23-523(e).
 - b. A minimum width of 8 feet between back of curb and building face must exist to provide for pedestrian traffic and sandwich board/temporary signs.
 - c. Temporary signs that are not free-standing sandwich board signs must be mounted to an approved canopy post within the beautification strip and must be removable.
 - d. One sandwich board/temporary sign is permitted per parcel; on parcels with more than one tenant, each tenant may be permitted one sandwich board/temporary sign. Multi-tenant parcels are limited to only that number of signs that will permit 10 feet between signs.
- 2. Property owner requirements.
 - a. Property owner must request in writing for a permanent street occupancy permit.
 - b. Property owner must annually provide Certificate of Insurance.
 - c. Property owner must pay an annual street occupancy permit fee in accordance with the most recent Department of Public Works Fee Schedule. Renewal date is June of each year.

- i. On multi-tenant parcels, it is possible that more tenants will apply for permits than the replacement requirements of Section 1(d) allows.
- ii. Signs will be placed on a first-come-first serve basis for said parcels after the June renewal date. No additional permits will be issued with the placement requirements of Section 1(d) have been reached. If more tenants request permits at the time of annual permit renewal in June of each year than space allows, permits for the maximum number of signs shall be issued by a random drawing of names by the Chair of the Municipal Services Committee.

OTHER SIGNS

Signs not included in the provisions above, which are attached to public property, shall be submitted to the Department of Public Works for review. Applications not approved may appeal as indicated above.



CITY OF APPLETON

MEMORANDUM

Date: September 3, 2025
To: Public Arts Committee
From: Lily Paul, Economic Development Specialist
Subject: Appleton Northside Business Association (ANBA) Light Pole Banners and Seasonal Decorations

GENERAL INFORMATION

Owner: City of Appleton/WE Energies

Applicant: Carol Killian, President of ANBA

Address/Parcel Number: Richmond Street (From Northland Ave to College Ave) & Wisconsin Avenue (Badger Avenue to Ballard Road)

Petitioner's Request: Applicant is requesting to replace the seasonal wreath light pole decorations with new seasonal snowflake light pole decorations. Also, out of season, they are requesting banners to be placed on the light poles that represent ANBA.

Appleton Public Arts Committee Meeting Date: September 3, 2025

Finance Committee: September 8, 2025

Community Development Committee: September 10, 2025

Common Council Meeting Date: September 17, 2025

PROJECT DETAILS

Project Summary: ANBA is a membership based organization that represents the businesses on/around/north of Wisconsin Avenue. Specifically, they lead many beautification projects on Wisconsin Avenue and Richmond Street, the most relevant example being the wreaths during winter. ANBA was informed by the Department of Public Works (DPW) that the wreaths are no longer able to be repaired and placed for the upcoming winter (2025).

Reason for Choosing the Proposed Location: These are the corridors that ANBA focuses on because they are the most heavily traveled. Also, they are where the existing decorations are currently installed.

Description of How the Work is Installed/Anchored/Attached: Please see attached sheet for installment instructions. The DPW will install the decorations.

Timeline and Duration of Installation: The snowflakes will be installed before Thanksgiving and will remain until March. The banners will then replace the snowflakes until Memorial Day. American Flags are up from Memorial Day until end of summer. If time allows, the banners will also go up in fall before the snowflakes.

Maintenance and Cost: Community Development, Departments of Public Works, and Legal Services will work with the applicant to update their Memorandum of Understanding to address how future maintenance will be handled. The new decorations and banners will initially be paid for through ANBA's Community Foundation funds. These funds must be transferred to the City to then complete the transaction.

Associated Signage: There is no proposal for signage, but if that changes, she will abide by the following: 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. Any proposed signs and their placement shall be approved by the Department of Public Works.

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.

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommend that the proposed light pole decorations as described in the attached documents, **BE APPROVED**.

APPLETON NORTHSIDE BUSINESS ASSOCIATION
STREET BANNER CONCEPT
30" x 60"



WWW.WEAREAMPHORA.COM | 909 S. PERKINS ST. APPLETON, WI 54914 | AUGUST 11, 2025

AMPHORA
BRAND DESIGN