



# CITY OF APPLETON

## MEMORANDUM

**Date:** March 4, 2026  
**To:** Public Arts Committee  
**From:** David Kress, Deputy Director of Community Development  
**Subject:** College Avenue Banner Replacement

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## GENERAL INFORMATION

**Owner:** City of Appleton (public right-of-way)

**Applicant:** Jennifer Stephany, Appleton Downtown Inc.

**Address/Location:** College Avenue public right-of-way, from Badger Avenue to Drew Street

**Petitioner's Request:** The applicant is requesting to replace the existing banners located along College Avenue. The existing banners are currently attached to light poles.

**Public Arts Committee Meeting Date:** March 4, 2026

**Municipal Services Committee Meeting Date:** March 9, 2026

**Common Council Meeting Date:** March 18, 2026

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## PROJECT DETAILS

**Project Summary:** Appleton Downtown Inc. (ADI) represents the businesses within downtown Appleton. ADI is proposing to replace the existing banners located along College Avenue. Banners were originally installed in 2002 and were last updated in 2015. The existing brackets would be used. There are 36 banner locations in total. Further details are included in the proposal description document submitted by ADI (see attached).

Per the Signs in the Public Right-Of-Way Policy and the Art in Public Places Policy, plans for banner installation, including color scheme, theme, and spacing must be approved by the Public Arts Committee before being forwarded to the Municipal Services Committee. Proposed banner design is shown in the attached images.

**Proposed Locations:** The applicant is proposing to utilize the existing banner locations, with existing brackets in place.

**Installation and Maintenance Details:** The applicant is requesting to have the new banners installed by City staff. Municipal Services Committee and Department of Public Works have oversight of these operational details.

**Timeline and Duration:** The applicant is requesting to have the new banners installed in spring 2026 (at the same time the American flags are installed). The banners would remain up year-round.

**Plan Appleton Recommendations:** The City's comprehensive plan, *Plan Appleton*, includes the following related language. The proposed public art project is consistent with the following recommendations.

*Appendix 11 – Downtown Plan*

*Strategy 1.3: Implement appropriate streetscaping projects throughout downtown.*

*C: Provide continued maintenance and replacement of streetscaping elements.*

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## **RECOMMENDATION**

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommend the proposed banner replacement project, as described in the attached documents, **BE APPROVED**.