



CITY OF APPLETON

MEMORANDUM

Date: April 1, 2026
To: Public Arts Committee
From: David Kress, Deputy Director of Community Development
Subject: College Avenue Banner Replacement

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 (item held)

Public Arts Committee Meeting Date: April 1, 2026

Municipal Services Committee Meeting Date: April 6, 2026

Common Council Meeting Date: April 22, 2026

PROJECT DETAILS

Background: At their March 4, 2026 meeting, the Public Arts Committee took action to hold this item until the next scheduled meeting. The Committee requested a resubmittal from the applicant to make modifications to the "Come Thrive" banner. The Committee also requested the applicant submit additional options, with content featuring themes such as family-friendly, community-oriented, and/or farm market. The resubmittal materials are attached.

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.

PUBLIC ARTS COMMITTEE ACTION

Staff reviewed the proposal, consulted with appropriate departments, and found no objections to the submitted application. However, it is the Public Arts Committee's role to evaluate the aesthetics of the proposal. Based upon the guidelines outlined in the Art in Public Places Policy, the Public Arts Committee is responsible for reviewing the proposal and making their recommendation to the committee of jurisdiction (Municipal Services Committee in this case). The Public Arts Committee may recommend the proposal be approved, conditionally approved, or denied.