



DEPARTMENT OF  
**PUBLIC  
WORKS**

**MEMORANDUM**

**Date:** April 6, 2026  
**To:** Municipal Services Committee  
**From:** Laura Jungwirth, Director of Public Works  
**Subject:** Request to Approve ADI College Avenue Banners

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GENERAL INFORMATION

Owner: Appleton Downtown, Inc. (ADI)

Applicant: Jennifer Stephany, Executive Director of ADI

Location: College Avenue (From Badger Avenue to Drew Street)

Request: Replacement of existing street banners

Appleton Public Arts Committee Meeting Date: March 4 (held) and April 1, 2026

PROJECT DETAILS

Appleton Downtown, Inc. (ADI) is proposing to replace thirty-six (36) existing street banners located along College Avenue from Badger Avenue to Drew Street with updated designs. ADI will be responsible for the procurement of the banners and for ongoing maintenance, including replacement of banners that may become torn or damaged over time.

The proposed banners will be installed at the same locations as the existing banners, to which the current banner brackets will be reused. ADI has requested that the City of Appleton Department of Public Works complete banner installation.

RECOMMENDATION

The proposed banner replacements have been reviewed for consistency with the *Signs in the Public Right-of-Way Policy*. The request meets the applicable guidelines, including placement, maintenance responsibility, and use of existing infrastructure. Staff recommends approval of the request to replace the existing street banners along College Avenue as proposed.

A complete submittal includes a completed application signed by the applicant with the following supplementary information:

- Brief description of the proposed artwork

Proposing to replace the existing College Ave street banners with a new design.

- Photos/sketches of proposed work:

Attached

Banners are 77" x 29.5" and produced in 4 color on 18oz vinyl material

- Site plan/location map showing location of proposed work

36 pole banner locations between Badger/Story and Drew Street along College Ave

- Reason for choosing the proposed location:

Brackets are already in place. Replacement only

- Description of how the work is installed/anchored/attached

We are requesting to have them installed by the City of Appleton when the flags are being installed

- Installation specifications provided by a structural engineer

They slide onto the brackets that are already installed

- Timeline and duration of installation

Desired installation is when the City crew is putting out the American Flags before Memorial Day.

- How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)

ADI will replace any torn or damaged banners.

- Description of any associated signage

none

**Jennifer Stephany**

**Appleton Downtown Inc and the Business Improvement District**  
920-954-9112