



CITY OF APPLETON

MEMORANDUM

Date: June 5, 2024
To: Public Arts Committee
From: Lily Paul, Economic Development Specialist, Community Development
Subject: Police Department Garage Mural

GENERAL INFORMATION

Owner: City of Appleton

Applicant: McKenzy Wagner, Appleton Police Department

Address/Parcel Number: 222 S. Walnut Street (Parcel #31-3-0840-00)

Petitioner's Request: Applicant is requesting to paint a mural on the east facing wall of the Appleton Police Department's garage. The mural will be located between the lower and upper garages. The mural will be painted by Appleton Area School District students under artist instruction/supervision.

Appleton Public Arts Committee Meeting Date: June 5, 2024

Finance Committee Meeting Date: June 10, 2024 (For the purposes of facilities management)

Common Council Meeting Date: June 19, 2024

PROJECT DETAILS

Project Summary: Applicant is requesting to paint a mural on the east facing wall of the Police Department Garage. The mural will be between the lower garage and upper deck of the garage. The mural will be painted by Appleton Area School District students with artist Irineo Medina as a positive engagement experience. The theme of the mural is "It Takes All of Us" and will feature that quote to serve as a reminder of the collective effort needed to foster a safer and stronger society.

Reason for Choosing the Proposed Location: The mural will be visible from S. Elm Street, and the location was chosen as an opportunity to transform dead space into a vibrant and meaningful asset to the neighborhood. Also, this emphasizes the opportunity for AASD students to participate and experience positive engagement with the Police Department.

Description of How the Work is Installed/Anchored/Attached: Mural will be painted with top level exterior paint. An anti-graffiti coating can be applied after the mural is complete.

Timeline and Duration of Installation: With an expected start date of July 15, this mural project is set to be completed over the course of three days. The collaborative effort begins with two days dedicated to involvement from Appleton Area School District students, who will contribute to the creation process under the guidance of artist Irineo Medina. On the final day, the artist will conduct any necessary touch-ups to ensure the mural's completion and polish the final product.

Maintenance and Cost: The applicant will apply an anti-graffiti coating to the mural. The cost of the project is being supported through American Rescue Plan Act dollars.

Associated Signage: 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 Police Department.

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.

Chapter 14 – Downtown Plan

- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown.*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche.*

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed mural, located on the Police Department Garage, as described in the attached documents, **BE APPROVED** subject to the following conditions:

1. An agreement between the applicant and the City will be prepared by the City's Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. 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.
3. Police Department will work with artist to determine the final placement of the mural prior to beginning the installation.
4. The applicant shall coordinate with the Police Department regarding blocking applicable parking spaces and creating a designated area for the work to occur.
5. Applicant shall apply an anti-graffiti coating upon completion of the mural.
6. Mural will be completed between in or around July 15 and July 17, 2024 (weather permitting).



"...meeting community needs...enhancing quality of life."

POLICE DEPARTMENT

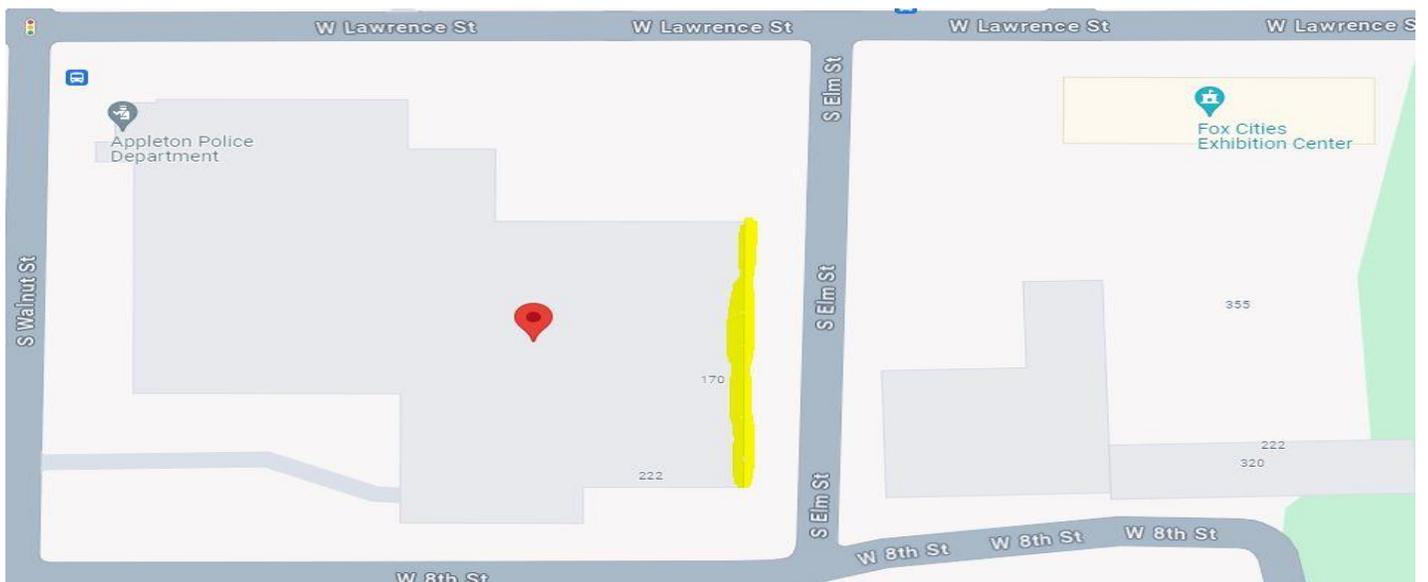
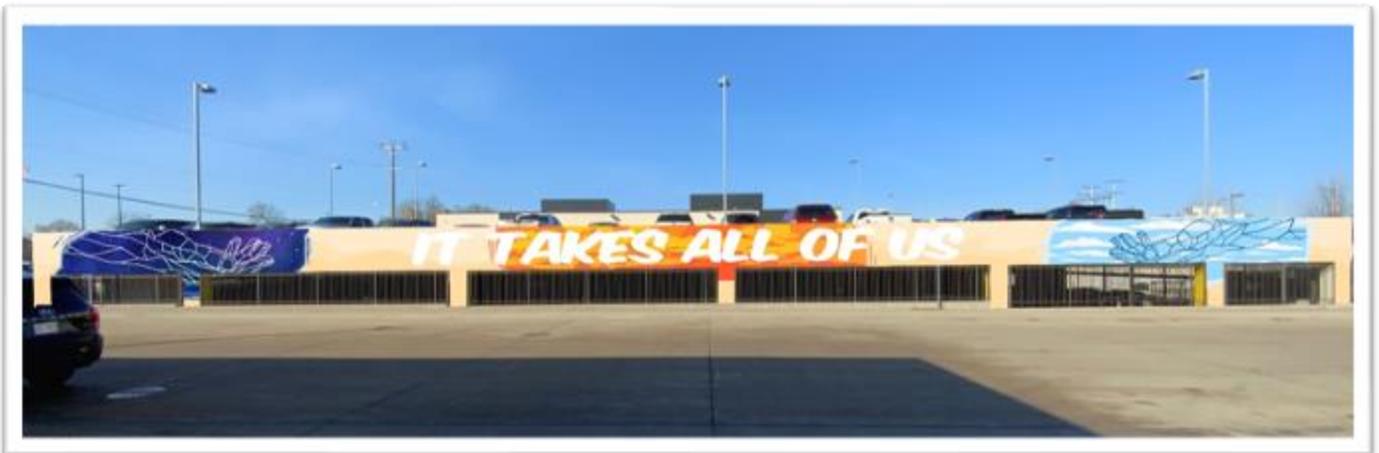
222 South Walnut Street • Appleton, WI 54911-5899

(920) 832-5500 • Fax: (920) 832-5553

<http://www.appleton.org/police>

Public Art Application

- The mural on the police department's east-facing concrete wall, between the lower garage and the upper parking deck, portrays a powerful message of unity. Two hands, positioned on opposite ends of the wall, symbolize collaboration within the community. In the center, the quote "It Takes All of Us" serves as a reminder of the collective effort needed to foster a safer and stronger society. This artwork stands as a beacon of inclusivity and teamwork, reflecting the department's commitment to working hand in hand with the community.





"...meeting community needs...enhancing quality of life."

POLICE DEPARTMENT

222 South Walnut Street • Appleton, WI 54911-5899

(920) 832-5500 • Fax: (920) 832-5553

<http://www.appleton.org/police>

- The decision to place the mural on the east-facing concrete wall between the lower garage and upper parking deck of the police department was deliberate and strategic. Recognizing the importance of community outreach, the location was chosen as an opportunity to transform dead space into a vibrant and meaningful asset for the neighborhood. By utilizing this otherwise underutilized area, the mural serves as an opportunity for positive engagement. This project embodies the department's commitment to proactive initiatives that foster connection and enhance the community landscape.
- Since this mural will be painted directly onto the existing structure, there is no need for additional securing measures. The artwork will seamlessly integrate into the surface, becoming a permanent fixture.
- With a relatively short predicted timeline, this mural project is set to be completed over the course of three days. The collaborative effort begins with two days dedicated to involvement from Appleton Area School District students, who will contribute to the creation process under the guidance of the artist. On the final day, the artist will conduct any necessary touch-ups to ensure the mural's completion and polish the final product.
- Thanks to the use of high-quality materials and a durable top coating, this mural project is designed to be low maintenance. With proper care and attention to detail during the installation process, the need for ongoing maintenance is minimized.