



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appletonwi.gov

Meeting Agenda - Final Appleton Public Arts Committee

Wednesday, September 3, 2025

8:00 AM

Council Chambers, 6th Floor

1. Call meeting to order
2. Pledge of Allegiance
3. Roll call of membership
4. Approval of minutes from previous meeting
[25-1017](#) APAC Minutes from 7-2-25
Attachments: [APAC Minutes from 7-2-25.pdf](#)
5. **Public Hearing/Apearances**
[25-1018](#) Public Participation
6. **Action Items**
[25-1019](#) Request to approve updates to the Art in Public Places Policy as described in the attached document
Attachments: [Memo_Art in Public Places Policy.pdf](#)
[Art in Public Places Policy_2025 Revisions_Marked Up .pdf](#)

[25-1020](#)

Request to approve from Appleton Northside Business Association for light pole banners and holiday decor installations located on Richmond Street (from Northland to College) and Wisconsin Avenue (from Badger to Ballard) based upon the guidelines outlined in the Art in Public Places Policy and as described in the attached documents

Attachments: [StaffMemo ANBA Light Pole Decorations.pdf](#)

[Richmond college to Northland.pdf](#)

[Pole-Mounts Instructions.pdf](#)

[MOU - ANBA Banners and deco on Wisconsin and Richmond.pdf](#)

[Art application.pdf](#)

[ANBA Banner 0081125.pdf](#)

[ANBA Wisconsin Ave.pdf](#)

[ANBA snowflake information.pdf](#)

[ANBA Signworld 30.pdf](#)

7. Information Items

8. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Lily Paul, Economic Development Specialist, Community Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



City of Appleton

100 North Appleton Street
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Meeting Minutes - Final Appleton Public Arts Committee

Wednesday, July 2, 2025

8:00 AM

Council Chambers, 6th Floor

1. Call meeting to order

Chair Mische called the meeting to order at 8:00 a.m.

2. Pledge of Allegiance

3. Roll call of membership

Present: 5 - Mische, Vang, Hoekstra, Laste and Bauer

Excused: 2 - Riesterer and Fernandez

Others present:

Peter Kotarba, Appleton Public Library

4. Approval of minutes from previous meeting

[25-0748](#)

APAC Minutes from 6-4-25

Attachments: [APAC Minutes from 6-4-25.pdf](#)

**Bauer moved, seconded by Vang, that the Minutes be approved. Roll Call.
Motion carried by the following vote:**

Aye: 5 - Mische, Vang, Hoekstra, Laste and Bauer

Excused: 2 - Riesterer and Fernandez

5. **Public Hearing/Appearances**

[25-0749](#)

Public Participation

There was no public participation.

6. **Action Items**

[25-0750](#)

Request from Hannah Ohayon, with the Appleton Public Library's Artist in Residence Program, to create a temporary, natural sculpture in Veterans Memorial Park (recently renamed from Appleton Memorial Park) as described in the attached documents

Attachments: [StaffMemo Natural Sculptures Veterans Memorial Park For7-2-25.pdf](#)

Bauer moved, seconded by Hoekstra, that the temporary, natural sculpture in Veterans Memorial Park be approved. Roll Call. Motion carried by the following vote:

Aye: 5 - Mische, Vang, Hoekstra, Laste and Bauer

Excused: 2 - Riesterer and Fernandez

7. Information Items

8. Adjournment

Laste moved, seconded by Vang, that the meeting be adjourned at 8:10 a.m. Roll Call. Motion carried by the following vote:

Aye: 5 - Mische, Vang, Hoekstra, Laste and Bauer

Excused: 2 - Riesterer and Fernandez



CITY OF APPLETON

MEMORANDUM

Date: September 3, 2025
To: Appleton Public Arts Committee
From: Lily Paul, Economic Development Specialist
Subject: Revisions to Art in Public Places Policy

BACKGROUND & ANALYSIS

The Art in Public Places Policy was approved by the Common Council on July 18, 2018, and revised in October 2019. This policy established the Appleton Public Arts Committee and the policy under which public artwork would be reviewed. Since the adoption of the policy, applications for several public art projects have been submitted for review. While implementing the Art in Public Places Policy, staff has identified areas of the policy that need to be updated to improve efficiency.

Specifically, an outdated Banner Policy from the Department of Public Works tasked the Community Development Department and Plan Commission with the enforcement of the aesthetics of banners. It has been determined that Appleton Public Arts Committee will review banners for aesthetic purposes and the committee of jurisdiction will then be the Community Development Committee.

The proposed changes are identified in **RED** in the attached revised Art in Public Places Policy.

RECOMMENDATION

APPROVE the revisions to the Art in Public Places Policy and recommend to the Community Development Committee



Art in Public Places Policy

Appleton Public Arts Committee

July 2018

Updated October 2019

Updated February 2020

Updated 2025

INTRODUCTION

This document serves as the policy to oversee the public display of art placed on publicly owned property and to serve as the road map to decisions made in relation to public art in the City of Appleton. This policy will also define the types of public art, how pieces will be chosen, approval and review process, the maintenance of each piece and the process for deaccession of the artwork. The review process is expected to take approximately 6 to 8 weeks, dependent upon project variables and meeting schedules. This policy does not apply to artwork on private property.

What is Public Art?

Public art is any work of art or element of design that is sited in or on property that is publicly owned or controlled by the City of Appleton (parks, buildings, right-of-ways, etc.) for people to experience. Public art pieces can be either privately owned by the artist or other entity or publicly owned by the City, but will be sited on public property. Ownership will be dependent upon each individual project.

For the purposes of this policy, Public Property is defined as *a building and/or land owned and controlled and/or in which the use is operated by the City including fire stations, police station, City Hall, public works and park facilities, library, right-of-way, and the like.*

Why Public Art?

Creative placemaking is a way of creating a special place and creating an identity within the places we frequent. Public art has been used in placemaking for decades and there are countless examples throughout the Fox Cities, State and Country on how the arts have improved the quality of life and enhanced the communities we live in.

Why a Public Arts Committee?

By developing a Public Arts Committee for the City of Appleton, the City can work toward deliberately creating these special places, events and moments. Creation of a Public Arts Committee will establish a more formal way to review and maintain public art, provide another avenue for the promotion of the arts community and show the continued desire to establish the arts as a priority for our community.

Types of Public Art

Public art can take a wide range of forms, sizes, and scales—and can be temporary, seasonal, or permanent. Public art is physical, which can include murals, sculptures, memorials, integrated architectural or landscape architectural work besides street furnishings, community art, digital new media, lighting pole installations (e.g. banners) and even live performances.

Temporary/Seasonal Events/Performance Public Art

Interactive cultural activities, performance-based work seasonal decorations that recur each year, or objects presented in public space that have a limited duration. Temporary public art is exhibited for 6 months or fewer. Public art may be experienced as a surprise or unanticipated activity so long as Committee and Council approval is obtained in advance. Public art can also be, or as part of larger or anticipated events such as a festival, parade, or other community event. Temporary public art is transient and may last a few minutes/day or not more than 6 months. They may take place in one location or move but are not permanently sited.

Examples: Temporary public art can be almost any form; objects such as sculptures, or interactive art or furnishing that are movable; street artists that perform music, poetry, dance or skits; modification to existing structures through wrapping, projecting images or other means.

Functional Art

The primary purpose is functional or utilitarian. Works of art that serve a purpose in publicly owned spaces that are designed and/or embellished by artists.

Examples: seating, benches, bicycle racks, bus shelters, fences, gates, trash cans, lights, light poles, etc.

Integrated Artwork

Fully incorporated into the design of a larger project or existing element in the community. Artists may work directly with the architects or engineers to enhance the qualities and functionality of publicly owned buildings, structures, spaces and/or infrastructure. This policy is not meant to cover conventional building or structural design elements; the policy only applies for unique, “add on” items.

Examples: bridges, retaining walls, walkways, ~~buildings, streetscaping,~~ landscaping, functional exterior building elements ~~—(e.g. façade elements, and entrances), lobbies,~~ etc.

Two and Three - Dimensional Artwork

Two and Three-dimensional artwork has been the most common form of public art and comes in a variety of forms, including, but not limited to:

- Interpretive: Primary purpose is educating the public. The artwork might be self-explanatory or require a panel explaining the project.
- Monument: A statue, building or other structure created to commemorate a famous or notable person or event. They are typically cast in or sculpted from granite, bronze or marble.
- Mural or Mosaic: A painting or other work of art created or mounted on a wall. Media used to create the mural or mosaic can include paint, tile, glass or other found materials.
- Sculpture: Freestanding, physically independent of other site elements. Can consist of a variety of materials, including metals, wood, concrete, fiberglass, landscape, glass, etc.
- Sensory Art: Appeals to the senses – visual, auditory, touch or a combination of these. Can include water features, fountains, interactive sound or touch features, lighting, etc.

APPLETON PUBLIC ARTS COMMITTEE (APAC)

The Appleton Public Arts Committee (APAC) is responsible for implementing the Art in Public Places Policy. The APAC will create recommendations for the appropriate committee of jurisdiction based upon the proposed project/request. The recommendations will be forwarded to the Common Council to further the City of Appleton’s commitment to the promotion, creation and maintenance of public art as defined in this policy. The Public Arts Committee is a volunteer committee that works to support the goals and strategies for increasing the prevalence of public art and placemaking. It is important to understand that members will serve in an advisory capacity to the committees of jurisdiction.

The Committee will be made up of no more than 7 members that are appointed by the mayor and will have staggered terms of service. The Mayor will also appoint the chair of this committee.

The Community Development Committee (CDC) will be the committee of jurisdiction to the APAC concerning the Art in Public Places Policy, committee budget, other policies and procedures applicable to the APAC. The APAC will also provide a report/summary of current project and initiatives to the CDC ~~at least annually, or~~ as requested by the CDC.

Goals/Focus Areas

1. Support the arts and cultural opportunities as identified in the City's Comprehensive Plan Comprehensive Plan 2010-2030 (see Exhibit A).
2. Serve as a forum to receive proposals, review for compliance with City policies and make recommendations regarding the maintenance and deaccession expectations.
3. Advocate for the arts by advising on policies and plans of the City, and by seeking non-City public and private resources to advance the work of the Public Art Committee.
4. Analyze gaps and opportunities in programming, support, funding, and promotion for the arts, cultural activity and economic development.
5. Increase public awareness, appreciation and contribution of public art.
6. Foster artistic creativity in the community and broaden public participation in the planning and creation of public artworks.
- ~~7. Consider development of an arts and cultural plan as recommended throughout the Comprehensive Plan.~~
- ~~8-7.~~ Review and update the arts inventory.

Funding Sources

An ongoing funding source is yet to be determined for Appleton Public Arts Committee projects, but will need to be a decision made by the City's elected officials. Some funding options could include a potential annual budget allowance, fundraising, private donations, grants and/or allocations from public projects.

PUBLIC ART GUIDELINES

Note: These guidelines are a dynamic, working document that will be reviewed periodically by the APAC and amended as needed.

Specific criteria are needed to evaluate the location and appropriate type of public art projects sponsored by the City. Proposed public artwork shall be reviewed by the APAC. The typical approval process will include a recommendation by APAC to the applicable committee of jurisdiction based upon the specific project. The committee of jurisdiction will then make a recommendation to the Common Council.

For a City-commissioned project or set of projects, the APAC will establish a formal selection process, seeking a range of choices appropriate for each project. City Staff and the APAC should first articulate the desired goals, nature, budget and any other special requirements for each project. A Request of Proposals or Request for Qualifications may then be issued.

Proposed public art will be evaluated on the following:

- Goals and Objectives. Each project should satisfy some of the goals and objectives as established by this policy, the ~~2010-2030~~ City's Comprehensive Plan and other applicable plans and policies.
- Context. The architectural, historical, geographical, geological and socio-cultural context of the site where the artwork will be installed or displayed.

- Structural Soundness. The resistance to theft, vandalism, weathering and/or excessive maintenance or repair costs.
- Public Safety. Artwork shall not present a hazard to public safety.
- Diversity. Rather than one kind of artwork, a range of styles, scale and approaches to public art should be considered.
- Feasibility. Evidence of the artist's ability to successfully complete the work as proposed including: project budget, timeline, artist's experience, soundness of materials and construction and design guidelines.
- Donor conditions (if applicable).
- Budget (if applicable). Proposal should provide a budget adequate to cover all costs for the design, fabrication, insurance, transportation, storage, installation and maintenance.
- Installation. Applicable engineering and structural requirements for the installation must be provided.

Guidelines for Accepted Artwork

The APAC shall make recommendations regarding any contingencies upon the acceptance of artwork. These contingencies and applicable agreements may vary widely dependent upon the type of artwork and will need to be flexible and customized for each project.

- After the decision is made to accept a piece of artwork, the applicant is informed and a contractual agreement is drafted setting forth the length of time the artwork will be displayed and other terms such as location, maintenance requirements and responsibility, insurance, value of the artwork, installation and removal responsibility, payment schedule (if applicable) and other conditions pertinent to the agreement.
- Final acceptance of the artwork is contingent upon the discretion of the Common Council, consistent with the criteria in this policy.
- ~~Sponsorship plaques will be reviewed on a case-by-case basis in accordance with the City's Sign Code. Specifically, Section 23-531 as it pertains to sponsorship signs for murals will be applied. Section 23-531 allows for one plaque/sign that does not exceed 9 square feet per art work.~~

Installation

A plan for installation, including structural and engineering information, shall be provided with application and prior to any work commencing. A plan to show any necessary safety barriers around the perimeter of the work area during installation shall also be provided. In most instances, no City assets or resources should be used to install proposed artwork that is not owned by the City. Within 10 days of the public art installation, the artist shall provide certification that the artwork was installed correctly and meets applicable/required structural standards.

Maintenance

Whether integrated into building construction or standing alone in a public park or right of way, each work requires routine maintenance such as cleaning or trimming weeds, as well as long-term repair such as sealing cracks, fabricating and re-attaching a broken piece or outright replacement. Each public art project should have a maintenance plan and agreement that is prepared as part of the commissioning or acquisition process.

Maintenance for sculptures that are owned by or donated to the City will be the responsibility of the City. The artist should provide the City with information regarding anticipated maintenance needs for the artwork.

Insurance

When artwork is installed by a party other than the City and/or the artwork will not be owned by the City, the applicant is required to provide a Certificate of Insurance meeting the minimum liability requirements as set forth in Exhibit IR 6.1 – Applicant/s – Art in Public Places.

Deaccession & Relocation of Artwork

The City of Appleton will retain the right to relocate or deaccession any public artwork, regardless of the source of funding or method of acquisition. While the intent of acquisition is for long-term public display, circumstances and/or conditions may arise that make it prudent for the City, on behalf of the public interest, to remove an artwork from public display.

Deaccessioning and relocating of artwork may be considered for reasons including, but not limited to:

- The condition or security of the artwork cannot be reasonably guaranteed in its present location.
- The site is being eliminated.
- The site is being altered such that the artwork is no longer compatible with the site.
- The artwork presents a public safety risk.
- The cost of maintaining or updating the artwork’s operating technology is cost prohibitive.
- The artwork requires excessive maintenance or has failures of design and workmanship.
- A more suitable location for the artwork has been proposed.
- The artwork no longer meets the goals of the ~~Public Art~~[Art in Public Places](#) Policy.

REVIEW PROCEDURES

The Appleton Public Arts Committee will make recommendations regarding the placement or acceptance of public art. Community Development Staff will route the proposal to appropriate departments for review, comments and conditions. Projects will generally be reviewed by the Department of Public Works, Attorney’s Office, Parks, ~~& Recreation, & Facilities Management~~ and Human Resources. The project can also be routed to any other applicable department based upon the project scope. The APAC will be responsible for reviewing the public artwork and making their recommendation to the committee of jurisdiction. The Common Council will make the final determination on whether or not the piece will be placed on publicly owned or controlled property. The review process is expected to take approximately 6 to 8 weeks, dependent upon the project variables and meeting schedules.

Public Art Project Review Team:

- [Community Development – compliance with Art in Public Places Policy and other adopted plans and policies; procedural steps required for committee and Common Council action.](#)
- Department of Public Works – review pieces that will be placed within the public right-of-way or on certain structures under the jurisdiction of this department (i.e. parking ramps, utility stations, light poles, etc.).
- Parks, ~~& Recreation~~ ~~& Facilities Management~~ – review projects that are proposed to be placed within public parks, City property and grounds, trails or City structures/facilities under the jurisdiction of this department.
- Human Resources – insurance and liability review and requirements.
- Attorney’s Office – liability, legal considerations and preparation of applicable documents and agreements.

- Others as determined appropriate by Staff.

Application for Review of Public Art

Any request for the placement of public art requires submittal of a completed application and required supporting materials. The application is available on the City’s website or by contacting the Community Development Department. The application shall be submitted a minimum of 3 weeks prior to the next regularly scheduled Public Arts Committee meeting. All applications must include the following items:

- Brief description of the proposed artwork
- Photos/sketches of proposed work
- Site plan/location map showing location of proposed work
- Reason for choosing the proposed location
- Description of how the work is installed/anchored/attached
- Installation specifications provided by a structural engineer to confirm safety of structure/installation
- Timeline and duration of installation
- How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)
- Description of any associated signage

Review Steps

The procedure outlined below includes the general steps that will be involved when reviewing the placement of public art. Because public artwork can take on many forms, the review process is meant to be flexible and can be adjusted based upon each individual project.

1. An application is submitted to the Community Development Department (CDD). Staff will review the application and confirm receipt of required information.
2. CDD Staff route the proposal to appropriate departments for review, comments and conditions. Projects will generally be reviewed by Staff representatives with the Department of Public Works, Attorney’s Office, Parks, & Recreation & Facilities Management and Human Resources. The project can also be routed to any other applicable department based upon the project scope. These representatives shall furnish the CD Staff, in writing, their comments and/or conditions as to whether an application for a public art installation should be approved, conditionally approved or denied.
- ~~3. When applicable and per the stipulations listed below, notices will be sent to adjacent property owners at least one week prior to the APAC meeting date.~~
- ~~4.3.~~ CDD Staff will compile all findings and recommendations and present a Staff Report for the project to APAC for approval/denial of the proposal. Conditions of APAC approval may be required.
- ~~5.4.~~ APAC recommendation will be sent to the committee of jurisdiction for action.
- ~~6.5.~~ Committee of jurisdiction recommendation forwarded to Common Council for final action.
- ~~7.6.~~ Appropriate legal documents and agreements are signed prior to artwork being accepted, constructed or installed. Applicant provides insurance certificate meeting minimum liability requirements.
- ~~8.7.~~ Upon completion of the installation, the artist shall provide certification that the artwork was installed correctly and meets applicable/required structural standards.

Notification

~~All property owners within 100 feet of the proposed public art project will be sent notices. The notices will include the project summary and the APAC meeting date in which the public art project will be discussed. If the proposed public art project is located within an existing City owned park and the nearest private property is more than 100 feet away, notices will not be sent. Notices will not be sent for public art projects located within a City owned or occupied building/structure.~~

Failure to Comply

No public artwork shall be installed prior to satisfaction of all conditions of approval and the execution of the Public Art Agreement. If public art is installed in violation of the Art in Public Places Policy, the piece shall be immediately removed by the applicant/artist, at their expense. If the applicant does not remove the artwork within the allotted amount of time, the City may remove the artwork and charge the applicant/artist. Any applicant/artist that violates the Art in Public Places Policy may no longer be allowed to install public art on City-owned property.

Public Art Exemptions

The following public art initiatives and/or displays are exempt from review by the Appleton Public Arts Committee and have been previously reviewed and approved by Municipal Services Committee and/or Common Council.

- Annual or previously approved Art events (these require Street Occupancy Permits through DPW):
 - Fiber Rain (Yarn Bombing)
 - Chalk on the Town
 - Paint on the Town
 - Park(ing) Day
 - Ice Sculptures
- DPW funded and administered art programs:
 - Snowplow Painting Program
 - Sidewalk Poetry Program
- Other exempted artwork:
 - Mandalas on the Red Ramp
 - Traffic Control Boxes
 - Compassion Manhole Project
 - Marigold Mile and street name signage
 - Installation of free libraries made through CARE Program
 - Painting of Water Street retaining wall
 - Acre of Art – existing pieces only (as of May 2018), future artwork associated with Acre of Art, that are placed on public property, will need proper approvals
 - Wayfinding signs for trails and public parks
 - Existing artwork on/in public property
 - Street Furnishings

EXHIBIT A:

Comprehensive Plan 2010-2030 References Relating to Public Art Committee

~~Creating a Public Arts Committee and increasing the prevalence of public art is widely and strongly supported throughout the City's Comprehensive Plan 2010-2030. One of the "Key Issues" heard during the public participation process related to the creative culture and public art. The following questions were poised during this process: *How can the City and its partners encourage the growth and diversification of the local arts and creative culture scene? How can a broader arts strategy be pursued in a fair and equitable manner? How can public art and other forms of creative expression be leveraged to foster a stronger community identity?* Establishing a Public Arts Committee will work towards answering these questions and achieving a vision within the Comprehensive Plan.~~

~~A number of vision statements that characterized the quality of life in Appleton were developed to help guide the City's comprehensive planning process. One of those vision statements stated that: *"Creative place making and public art enhance the public realm and contribute to a vibrant economy."* This statement confirms that residents recognize and value the City's commitment to placemaking and public art.~~

~~Chapter 8: Agriculture, Natural, Historic, and Cultural Resources of the Comprehensive Plan provides a detailed overview of the cultural amenities or organizations currently provided for in the City. The objectives and policies within this chapter speak directly to maintaining, supporting and enhancing the arts within Appleton.~~

~~**8.4 — OBJECTIVE: Support the organizations, events, and venues that make Appleton the arts and cultural center of the Fox Cities.**~~

~~8.4.1 — Provide appropriate financial, technical, and other resources to ensure the continued viability and growth of cultural organizations and attractions, in partnership with organizations such as Appleton Downtown, Inc., the Appleton Public Library, and the Fox Cities Convention and Visitor's Bureau.~~

~~8.4.2 — Partner with other agencies and organizations to ensure the availability of adequate event space and logistical services to facilitate cultural and related events within the community.~~

~~8.4.3 — Continue to broaden education and collaboration with diverse communities.~~

~~8.4.4 — Support development of a signature downtown amphitheater to showcase Appleton's growing music and cultural performance scene.~~

~~**8.6 — OBJECTIVE: Consider developing a comprehensive Cultural Arts Plan to inform and guide efforts that position Appleton as the cultural center of the Fox Cities and a unique regional destination for those interested in history, culture, and all forms of artistic expression**~~

~~8.6.1 — Reach out to private businesses and arts and cultural organizations to determine if there is sufficient interest in and resources available to prepare a comprehensive Cultural Arts Plan.~~

~~8.6.2 — Prepare a Cultural Arts Plan which goes beyond public art to proactively plan for how the City can leverage its tremendous cultural, musical, and creative talents to retain its young people, grow its tourism potential, and attract and retain creative workers to the region.~~

~~8.6.3 — Consider establishment of a public arts fund to support on-going public art initiatives.~~

~~8.6.4 — Partner with private businesses and organizations to help brand and market Appleton as the creative hub for northeast Wisconsin.~~

~~Chapter 14 — Downtown Plan provides for specific recommendations for Appleton's Downtown and directly supports the creation of a Public Arts Committee. One of the recommendation is the *"formal establishment of*~~

~~a city-wide arts council or commission to administer, promote a public art program and maintain public art collections.”~~

~~This chapter also has a detailed section that illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. One of the key strategies identified in this chapter is the development of a citywide Arts and Culture Plan. The creation of a citywide Arts and Cultural Plan is also supported elsewhere within the Comprehensive Plan. This could be an important task that the Public Arts Committee could accomplish.~~

~~While there are countless references to the importance of the arts community within Chapter 14—Downtown Plan, below are the specific Initiatives that establishing a Public Arts Committee would support:~~

~~1.1 Continue development of entry features on major routes into the downtown~~

~~B.— Partner with local artists to design entry features including at the intersection of College Avenue and Richmond Street.~~

~~1.3 Implement appropriate streetscaping projects throughout the downtown~~

~~E.— Use lighting to showcase the growing inventory of public art downtown, while contributing to a more interesting environment for walking. Continue to integrate public art into streetscape enhancements downtown.~~

~~1.4 Install sculpture, murals, and other art in public locations throughout the downtown~~

~~2.1 Maintain and strengthen the vitality of the arts and entertainment niche~~

~~B.— Consider various models of providing broad municipal support for the creation, installation, and maintenance of public art.~~

~~2.8 Establish an Arts and Culture Plan for the City~~

~~An Arts and Culture Plan is recommended for the entire City, as described in Chapter 8: Agricultural, Natural, Historic, and Cultural Resources. The plan would create a shared vision for the future of Appleton’s investments in a wide range of public art, educational, and cultural activities and programs. It would help guide both public and private actions and enable a more coordinated strategy to maximize efficiencies and returns on investments. The plan would leverage the City’s growing creative economy, strengthen tourism, and contribute to Appleton’s high quality of life. Implementing this strategy will require additional discussion, direction, and buy-in. Recommended next steps include:~~

~~A.— The City forming a study group to explore alternative models for art and culture planning, inventory assets and opportunities, and survey best practices from other communities.~~

~~B.— Consider engaging an outside facilitator or consultant with experience developing similar plans in order to develop a comprehensive strategy, including a governance and management structure for arts and culture development with clear policies and procedures.~~

~~C.— Establishing criteria for oversight (review/approval) and ongoing maintenance of public art and cultural programs and activities.~~

~~D.— Identifying and securing funding mechanisms.~~

~~5.6 Plan, design, and implement bike and pedestrian wayfinding signage~~

~~B.— Install destination arrival signs and features that integrate public art into infrastructure~~

~~7.6 Promote the identity of the riverfront through creative use of lighting~~



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.

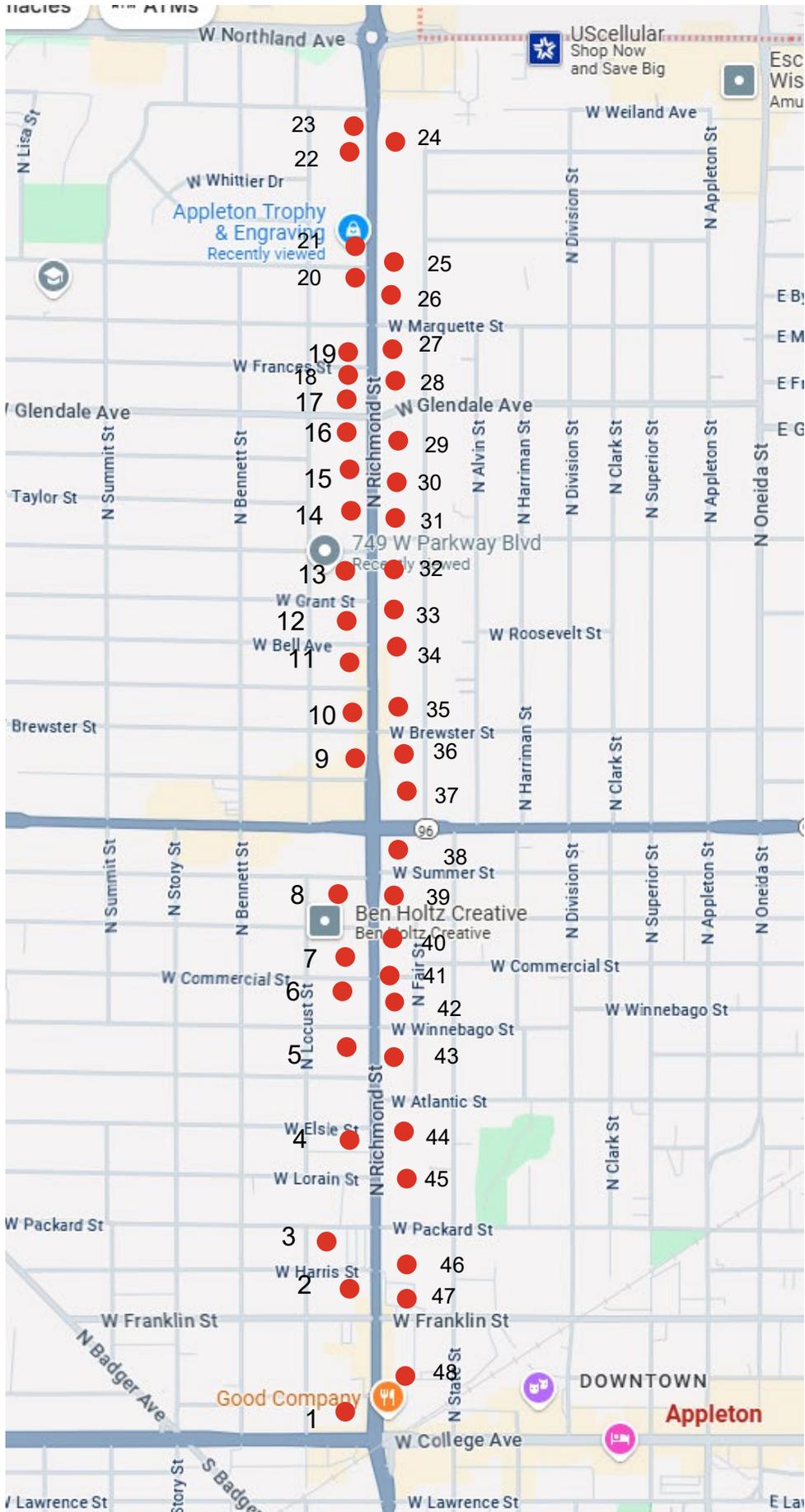
Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. The proposed public art project is consistent with the following goals 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**.

Richmond – College to Northland





Assembly Instructions

Pole Mounts

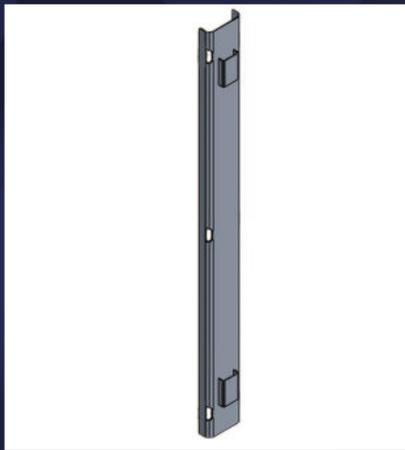


Pole Mounts

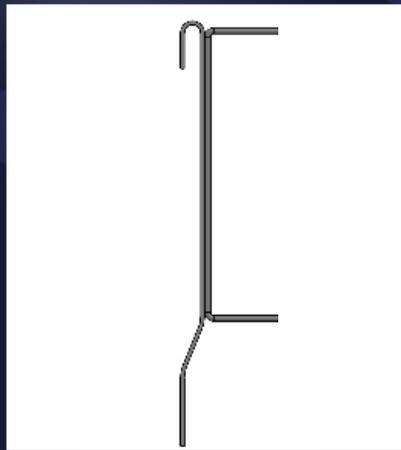
Pole-mounted displays provide an effective and versatile way to showcase holiday decorations in outdoor spaces. Designed for side, center mounting on poles or posts, they are ideal for lining streets, enhancing shopping centers, or adding festive charm to neighborhoods.

Note: *These steps are guidelines only. It is the responsibility of the installer to contrive an installation which is safe, and complies with all local codes.*

NECESSARY COMPONENTS



Pole Plate



Backbone



Banding Strap(s)

Standard & Mini Backbone

Instructions for Setup

Secure pole plate to utility pole using supplied stainless steel banding straps. (1a.)

Insert bottom tang of decoration first. (1b.)

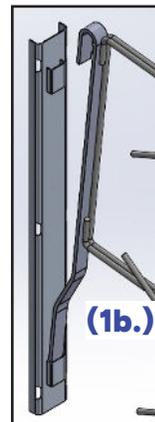
Align top hook and drop into place. (1c.)

Connect the power lead.

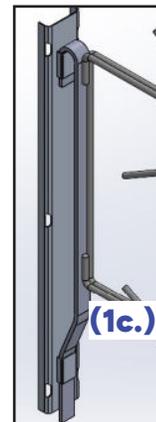
Note: *Pole plates may be left in place year round if desired.*



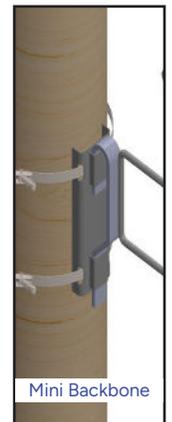
(1a.)



(1b.)



(1c.)



Mini Backbone



Assembly Instructions

Pole Mounts

Direct Mount

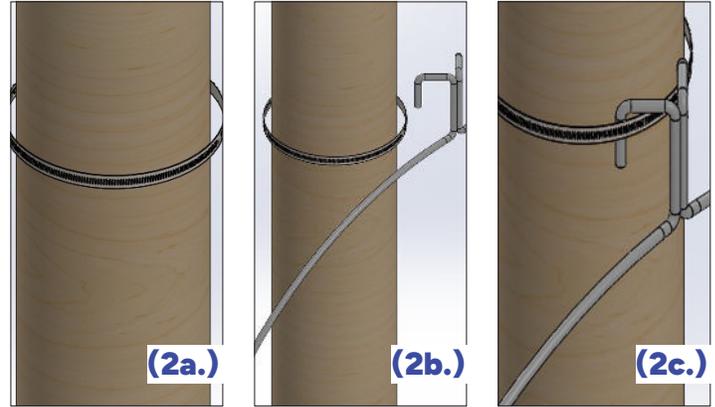
Instructions for Setup

Loosely wrap the stainless steel banding strap around the pole, do not fully tighten. (2a.)

Attach the direct mount bracket by hooking it onto the banding strap. (2b.)

Tighten the banding strap securely. (2c.)

Connect the power lead.



Spade Mount

Instructions for Setup

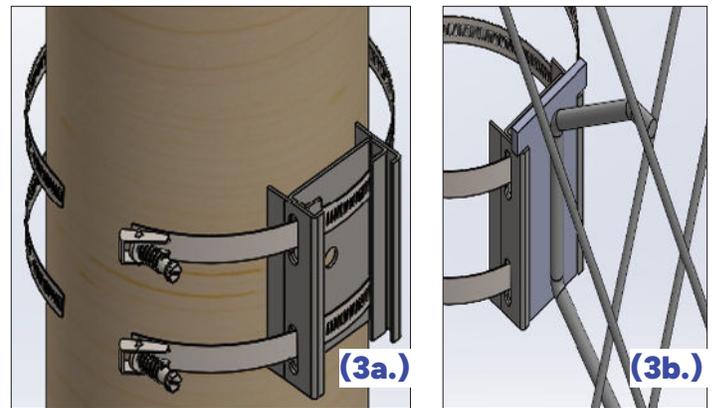
Secure spade mount bracket to utility pole using supplied stainless steel banding straps. (3a.)

Insert bottom tang of spade tongue first.

Align vertically & drop into place. (3b.)

Connect the power lead.

Note: Pole plates may be left in place year round if desired.



Thank you for choosing us to bring holiday joy and light to your display. For more information about our products, please contact your design consultant. You can also visit our website to explore additional decorations and see what's new this season.

We're grateful for the opportunity to be part of your holiday celebrations.

- The Holiday Outdoor Decor Family



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 leases and has control over streetlight poles located throughout the city of Appleton, including on Richmond Street and Wisconsin Avenue.

2.02 ANBA wishes to provide snowflake decorations and banners with brackets to the City for placement on City-leased and controlled streetlight poles located on Richmond Street and 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 The City shall make best efforts to receive written permission from WE Energies to affix holders on specific streetlight poles located on Richmond Street and to place banners and holiday decorations with brackets on Wisconsin Avenue.

3.02.1 In the event the City is unable to obtain written permission from WE Energies by or before October 1, 2025, this Agreement shall be void.

3.03 ANBA shall obtain through its own means 200 36x60 banners with 103 mounting brackets and 40 four-foot snowflakes with mounting brackets for 40.

3.04 Upon obtaining the banners, decorations, and brackets, ANBA shall give said items to the City. Upon receipt, said items shall become the property of the City.

3.05 In exchange for receiving the banners, decorations, and holders, the City shall make best efforts to install the banners and decoration holders onto the approved Richmond Street and Wisconsin Avenue streetlights by or before May 1, 2026.

3.06 The City agrees to be responsible for the **installation, removal, and storage** of all banners, decorations, and related items, including the ongoing management of the existing flag program on Wisconsin Avenue and Richmond Street.

3.07 The City further agrees to remove the snowflake decorations, to properly store the decorations during the summer, and to reinstall the snowflakes annually, repeating this cycle as long as there are serviceable decorations.

3.08 The City shall use its discretion to select the date(s) the decorations are to be put out each Fall and taken down each Winter.

3.09 The City shall use its discretion in determining when a decoration or 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.

3.10 The City shall notify ANBA when it no longer has enough serviceable items to fill all of the brackets, at which time ANBA may provide the City with additional banners or decorations and/or monies to purchase replacements. Should ANBA decline to provide additional items or funding, the City shall be under no obligation to obtain new banners or decorations.

3.11 In the event there are not enough serviceable banners or decorations to fill all brackets, the City shall use its discretion to determine which brackets shall be utilized.

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 the foregoing instrument to be executed in three (3) original counterparts on this ____ day of August 2025.

(Signature Page to Follow)

Appleton Northside Business Association

Attest: _____
Printed Name: _____

By: _____
Printed Name: _____
Title: _____

City of Appleton

Attest: _____
Printed Name: _____

By: _____
Printed Name: _____
Title : _____

Provision has been made to pay the liability
That will accrue under this agreement.

Approved as to form:

Jeri Ohman, Director of Finance

Christopher Behrens, City Attorney

Community Development Department
City of Appleton

Public Art Committee
City of Appleton

Re: Public Art Proposal Submission – ANBA Project

Dear Members of the Community Development Department and Public Art Committee,

On behalf of the Appleton Northside Business Association (ANBA), I am pleased to submit our application for a new public art initiative. We appreciate your time and consideration of this project, which we believe will add value and vibrancy to our community.

Project Description

ANBA proposes to replace the existing holiday decorations in designated areas on the Northside of Appleton with updated flags, banners, and seasonal décor. The new installations will improve aesthetics, create a welcoming environment, and support both business and community growth in this district.

Attached Documentation

Detailed description of the proposed artwork

Sketches of the designs

Site plan and maps identifying selected locations

Reason for Proposed Location

Through physical walk-throughs of both targeted streets, ANBA identified ideal positions for flags, banners, and holiday decorations. These areas are highly visible to both residents and visitors, and enhancing them will uplift the appearance of nearby businesses and residential spaces.

Installation & Timeline

City of Appleton will continue to install and remove holiday decorations and flags on the current schedule.

Banners will remain installed year-round, reducing the city's current workload.

Installation of the new banners is anticipated to occur within six months of approval.

Storage & Maintenance

All products will be stored in the same city facility where current decorations and flags are housed.

ANBA will take responsibility for future replacement of banner supplies.

Conclusion

This project will enhance the identity and visual appeal of Appleton's Northside, contributing to a thriving business community and enriched neighborhood environment.

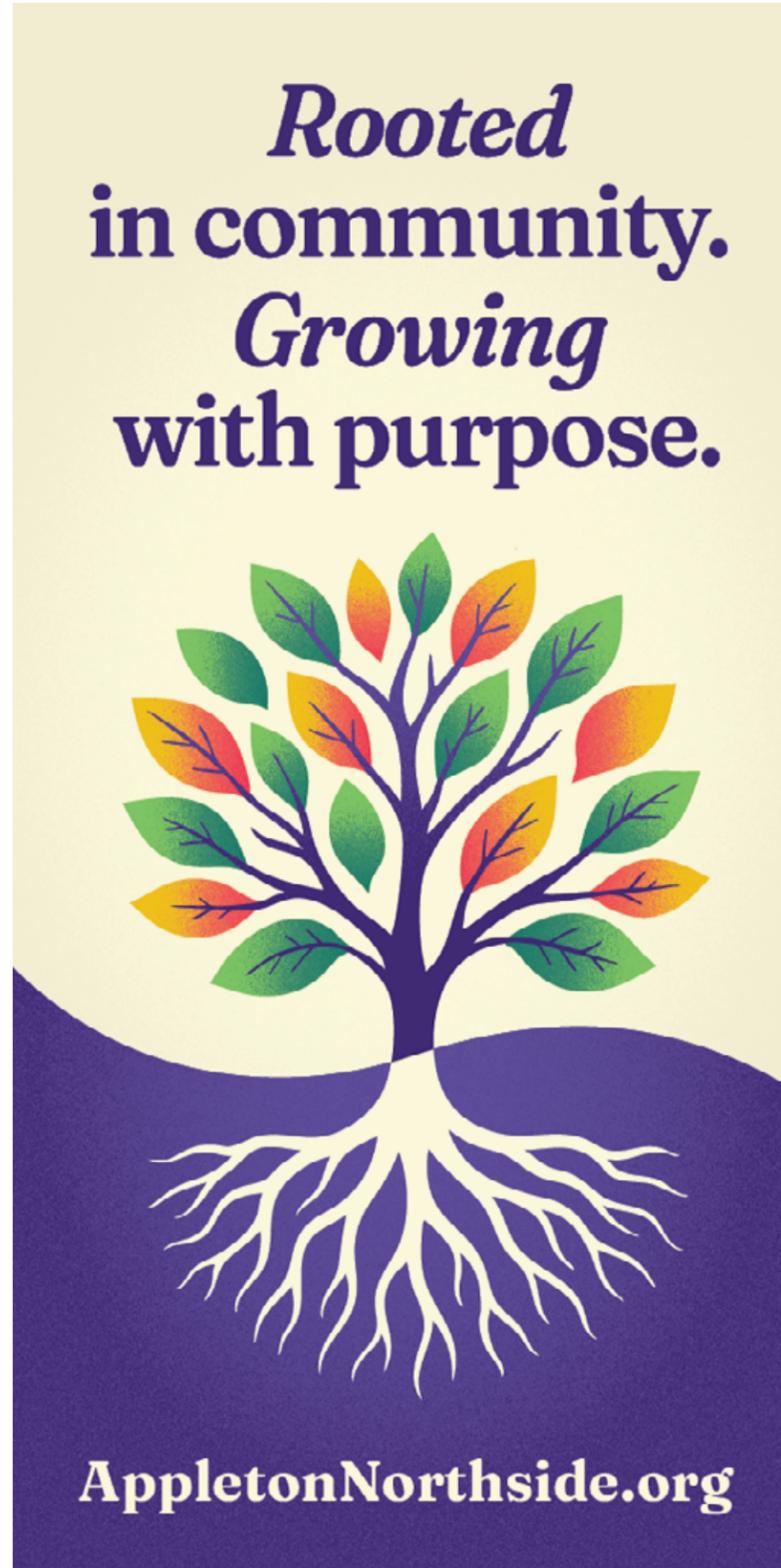
Thank you for considering our application for public art. We look forward to your review and support of this initiative.

Sincerely,
Carol Killian
President
Appleton Northside Business Association (ANBA)

APPLETON NORTHSIDE BUSINESS ASSOCIATION

STREET BANNER CONCEPT

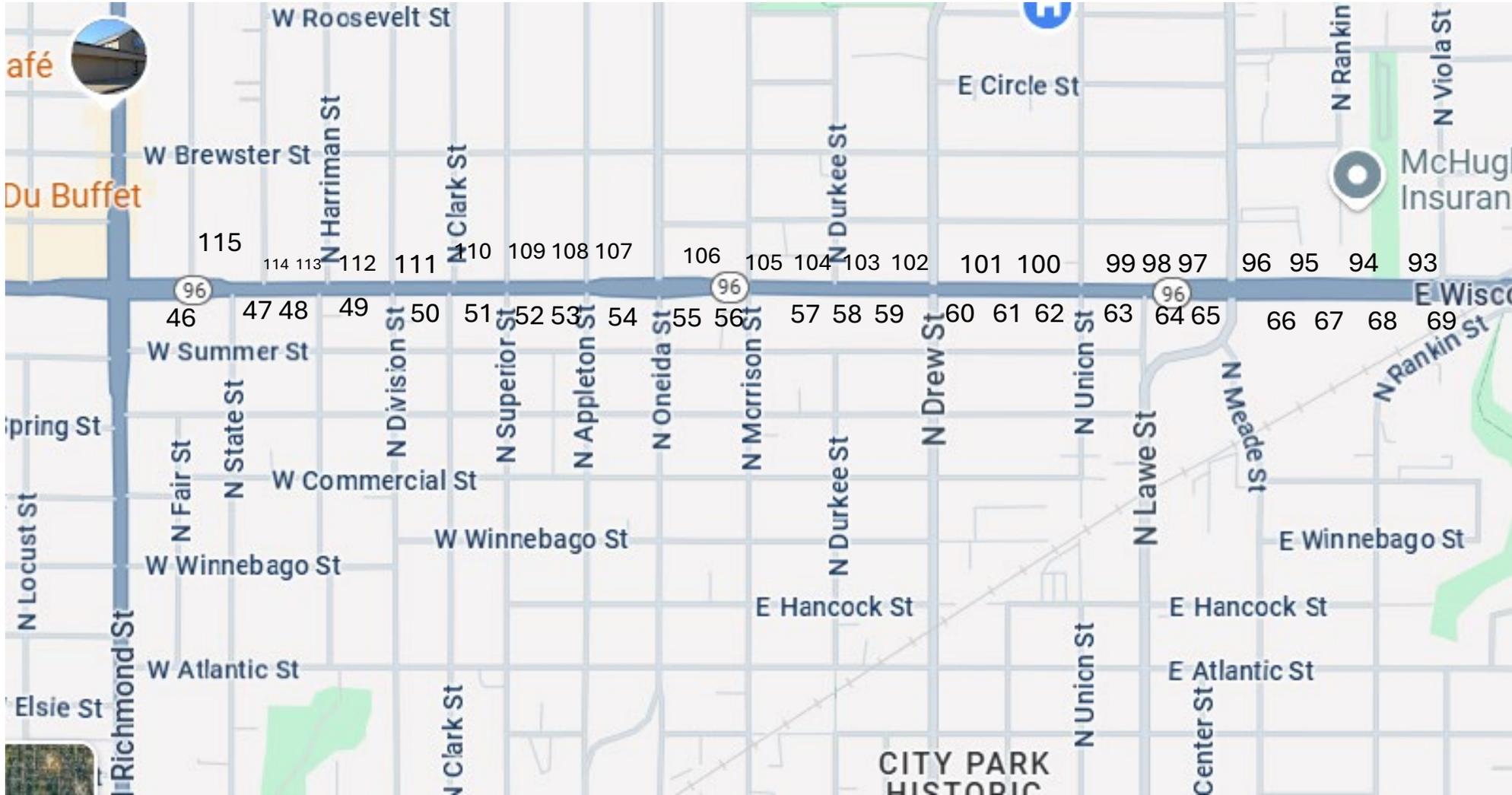
30" x 60"



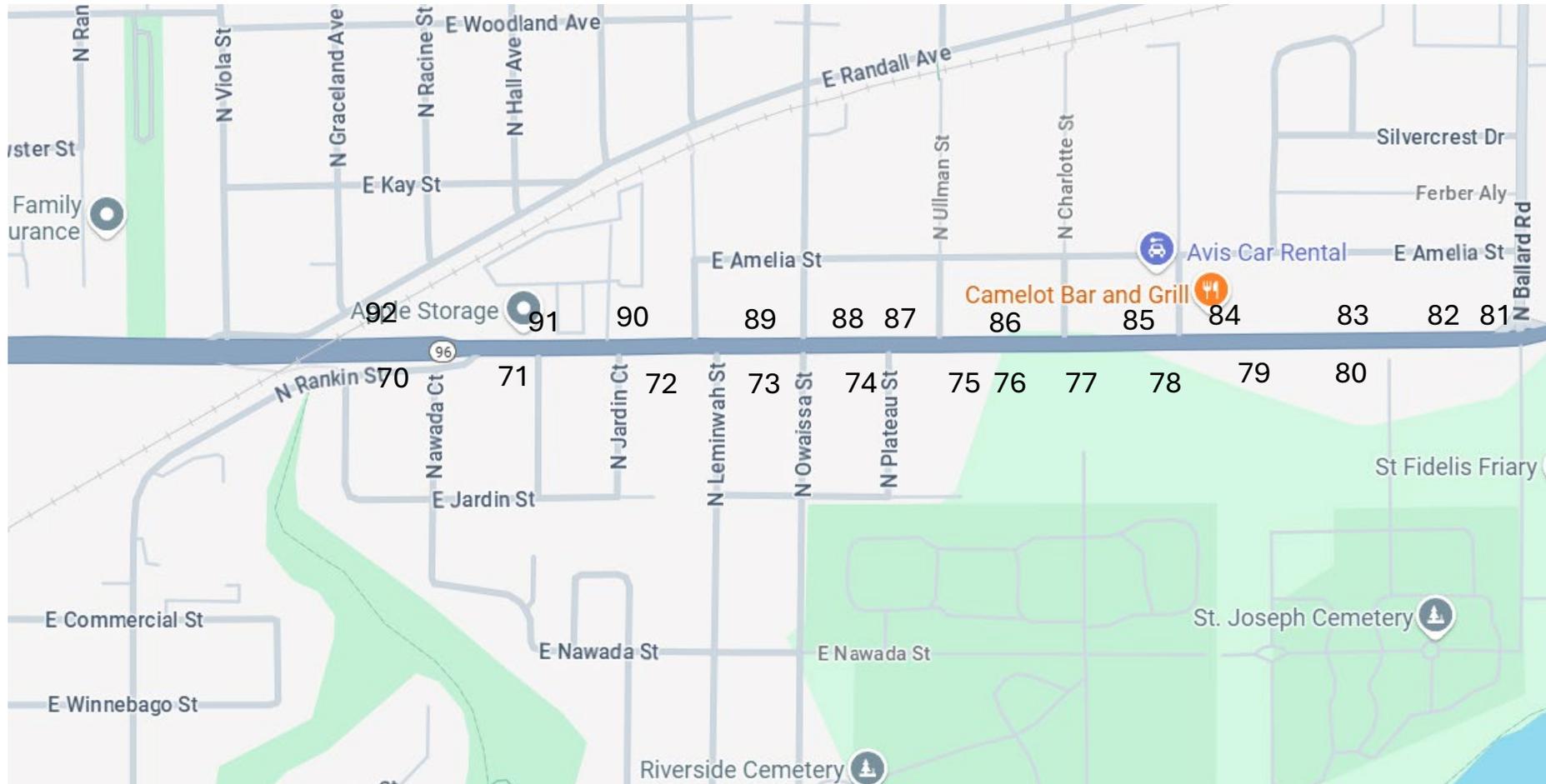
Badger to Richmond

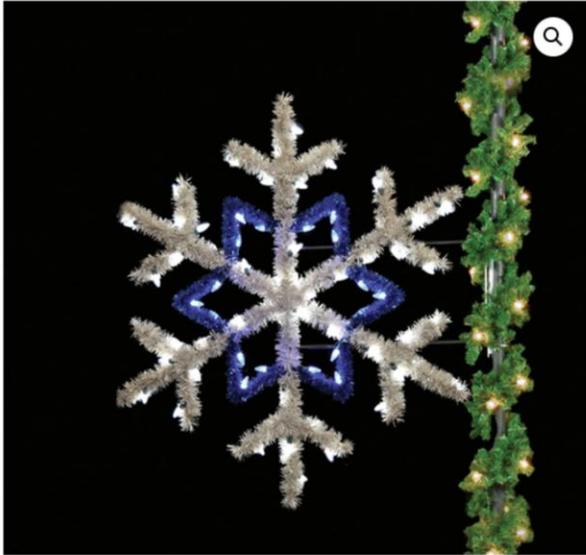


Richmond to Viola



Viola to Ballard





Star Snowflake

\$695.00 – \$845.00

Festive Star Snowflake

Size

4'x4'

[Clear](#)

Festive Star Snowflake with Garland. 48 C9 Lamps. Weighs 29lbs.

\$695.00

1

[Add to My Wish List](#)

SKU: PM-SLB-SS48



Assembly Instructions Pole Mounts



Pole Mounts

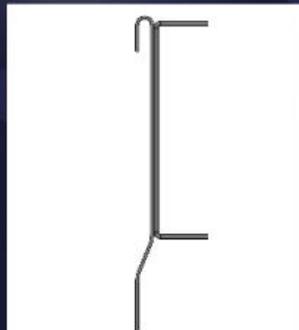
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NECESSARY COMPONENTS



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Backbone



Banding Strap(s)

Standard & Mini Backbone

Instructions for Setup

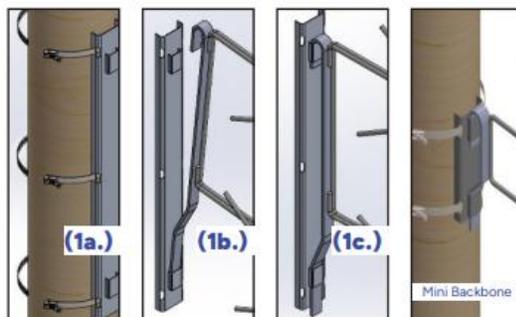
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Insert bottom tang of decoration first. (1b.)

Align top hook and drop into place. (1c.)

Connect the power lead.

Note: Pole plates may be left in place year round if desired.





Assembly Instructions Pole Mounts

Direct Mount

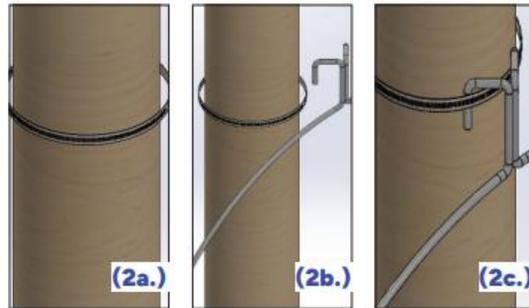
Instructions for Setup

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Spade Mount

Instructions for Setup

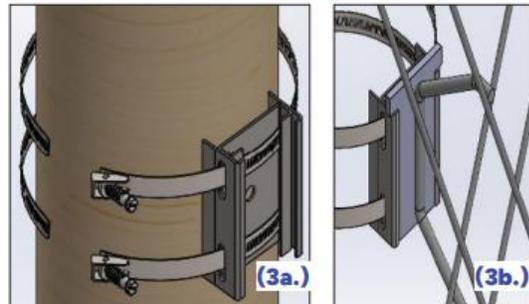
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We're grateful for the opportunity to be part of your holiday celebrations.

- The Holiday Outdoor Decor Family



HolidayOutdoorDecor.com

877.444.8888

Signworld 30" Street Light Pole Banner Mounting Bracket Hardware Kit

Product Description

Signworld's 30" Street Pole Banner Brackets often called Light Pole Banner Brackets.

These pole banner brackets utilize a cast light weight aluminum base specifically made to adhere to virtually any road pole or even light post whether it is square, round, or multi sided. These brackets are wonderful for urban centers who would like to add a festive look during the holiday seasons or for special events.

Product information

Item details

Brand Name

Signworld

Target Audience

Urban center managers, event organizers

Included Components

Aluminum base, Fiberglass rods, Stainless steel bands, Stainless steel worm drive clamps

Number of Sets

1

Manufacturer

Signworld

Customer Reviews

4.9

4.9 out of 5 stars

4.9 out of 5 stars

Best Sellers Rank

#195,481 in Office Products (See Top 100 in Office Products)

#4,057 in Business & Store Signs

UNSPSC Code

31162500 (Brackets and braces) Report an incorrect code

ASIN

B00C5LLDX0

Item Height

0.01 inches

Additional details

Item Dimensions L x W

5.5"L x 2.25"W

Warranty & Support

Amazon.com Return Policy:Amazon.com Voluntary 30-Day Return Guarantee: You can return many items you have purchased within 30 days following delivery of the item to you. Our Voluntary 30-Day Return Guarantee does not affect your legal right of withdrawal in any way. You can find out more about the exceptions and conditions here.