

PUBLIC ART AND BEAUTIFICATION

STRATEGIC PLAN 2019

CITY OF OSHKOSH



OSHKOSH
A CHIEF OF THE
MENOMONEE TRIBE OF INDIANS
WHOSE GREATEST ACHIEVEMENT
IN HIS LIFE WAS IN BRINGING
TO THIS CITY THE AGEE-AGHEE
WILL MAKE IT FAMOUS WHILE
ONE STONE REMAINS UPON ANOTHER



PRESENTED TO THE
CITY OF OSHKOSH
BY JOHN HULL

ACKNOWLEDGEMENTS

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OSHKOSH PUBLIC ART AND BEAUTIFICATION STRATEGIC PLAN



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EXECUTIVE SUMMARY

The City of Oshkosh has developed this Public Art and Beautification Strategic Plan to establish strategies for improving cultural and aesthetic opportunities throughout the city. Oversight of this project has been provided by the Public Art and Beautification Committee, an appointed group of volunteer residents, and representatives from various organizations and city departments. The committee members were responsible for providing direction and review of plan components. The planning process also included multiple public meetings and public hearings as well as a community-wide survey.

The City of Oshkosh has shown initiative towards improving cultural and beautification amenities in the city for decades. The goal of the *2000 Downtown Plan* and the *2017 Imagine Oshkosh A Master Plan for our Center City* is to increase investment in the center city. In August of 2016, the Common Council established a Public Art and Beautification Committee to help direct efforts towards improving access to public art amenities and aesthetics in the city. Our city leaders understand that a sizeable amount of art and cultural opportunities can be a good indicator of a thriving community. The City of Oshkosh is the 8th largest city in the state of Wisconsin and has a rich history rooted in community involvement and social connections. The Public Art and Beautification Committee would like to tap into the advantages of living in a mid-sized city by focusing on artistic cultural and visual improvements.

This strategic plan is the result of many different ideas originating from residents and is an effort to strategize the potential for art and beautification opportunities. The goal of the plan is to enhance community character and economic growth. While it is challenging to ensure that everyone agrees on art based projects, this plan provides a framework for projects that will be appropriate for the Oshkosh community.

The plan begins with an introduction which outlines the vision and goals. Additional information about the plan and study area are also provided. The introduction includes a brief review of the purpose of a strategic plan and concludes with a record of public engagement methods used during the planning process. Section two provides an inventory of current community public art and beautification items and includes a map indicating the location of all public art in the city. Section three provides recommendations for public and private property, concluding with an action plan for the Public Art and Beautification Committee. Section four provides a more detailed explanation about the role of various groups working towards implementing this plan. The Public Art and Beautification Strategic Plan will be implemented by the Oshkosh Public Art and Beautification Committee with support from the Common Council and interdepartmental city staff. Successful implementation will rely heavily on public and private partnerships.



TO THE MEMORY OF
THE WISCONSIN MEN
WHO FOUGHT IN THE WAR
FOR THE UNION
1861 - 1865

ILLINOIS
RETURNED

SECTION ONE: INTRODUCTION

1.1 PLAN MISSION

The mission of the Public Art and Beautification Strategic Plan is to enable residents to acknowledge the connection between a vibrant community and beautiful public spaces. Public art and beautification projects enhance neighborhood identity and improve the quality of life for City of Oshkosh residents. The plan encourages public and private investment towards the improved image of the city and refined cultural experiences for residents and visitors.

GUIDING PRINCIPLES

Defining Place

Functional art serving as a navigation tool for tourists and residents

Community Attachment

Sense of place and connection

Improving Accessibility

Exposure to culture allowing an inclusive and diverse experience

Creating Gathering Spaces

Beautification as the link for gathering and connecting with neighbors

Enhancing Quality of Life

Healthy cultural climate for tourism and neighborhoods.

Sharing Information

Educational experiences

Encouraging Creativity

Talent attraction and opportunity



1.2 PLAN BACKGROUND

In the past, plans have been developed that involve the concept of visual placemaking and public art, however, much of the planning is limited to sub-areas of the city. Since this could create a disconnect between plans, the city has recognized the potential issue and decided to pursue a city-wide strategic plan to achieve consistency. The intent of the plan is to provide residents and decision makers with strategies to improve access to cultural and artistic amenities. The goal is to connect various groups who are already working towards similar outcomes. Implementation of the plan will encourage investment in the arts and help create a unique sense of place in the community.

1.3 STUDY AREA

The recommendations are intended for properties located within the city boundaries, though collaboration with other jurisdictions such as Winnebago County, surrounding municipalities and the Wisconsin Department of Natural Resources or State of Wisconsin may be necessary.

1.4 WHY IS THIS PLAN IMPORTANT?

STRENGTHEN ECONOMIC DEVELOPMENT EFFORTS

The plan is a complementary addition to existing economic development efforts. It encourages visual and cultural diversity within the community to attract new growth and development.

ENHANCE QUALITY OF LIFE

The plan strives to promote cultural assets and increase tourism opportunities.

TOOLS FOR INFORMED DECISIONS

The plan provides guided strategies for creating and maintaining public art based on staff and community recommendations.

CONSISTENCY IN DECISION MAKING

The plan reinforces decisions and serves as a consistent reference point for public art and beautification projects.



1.5 PUBLIC ENGAGEMENT

Development of this plan was administered by city planning staff with oversight from the Public Arts and Beautification Committee, who provided guidance and met regularly since May 2017 to review the plan progress. The process included monthly meetings, discussions and comments from committee members and special guests.

Public Art and Beautification Committee Meetings

The early development of this strategic plan began with the formation of the Public Art and Beautification Committee. Committee members represent a diverse group of stakeholders including artists, community leaders, educators and city representatives. The committee was responsible for oversight, review and development of the plan. They met monthly since May 2017 and created the draft plan from beginning to finalization with the support of Planning Division staff. The committee will continue to meet monthly to secure the implementation of priorities in the plan.

Project Website

The project website, which is hosted by <https://www.ci.oshkosh.wi.us/PlanningServices/Plans.aspx>, serves as the central place for sharing information about the strategic plan and public engagement opportunities.



Survey

A public survey was distributed in order to gather a wide range of public feedback to be used in the creation of the strategic plan. The survey was distributed using Polco an online civic engagement platform and was available in paper format upon request. Information about the survey was posted on the project website, social media and via email notification. Survey results are included in Appendix B.

Final Report & Adoption

The final step in the planning process was the creation of a draft document titled Public Art and Beautification Strategic Plan. The draft plan was presented to the following groups for local review and consideration:

Public Arts and Beautification Committee
Parks Department
Oshkosh Public Library Board
Business Improvement District Board

Based on feedback, the draft plan was amended and presented to Common Council for adoption.



SECTION TWO: EXISTING CONDITIONS

2.1 HISTORY OF PUBLIC ART

John Hicks Trust Fund

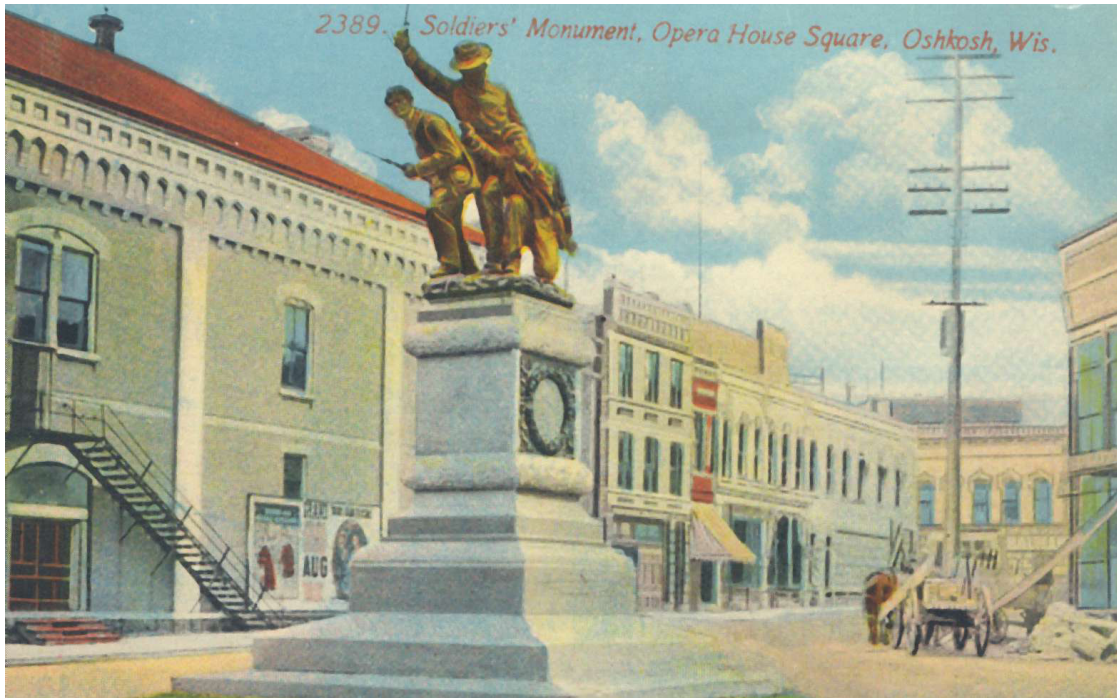
John Hicks, (1847 - 1917), was owner and publisher of the Oshkosh's *Daily Northwestern* newspaper and owner of Hicks Printing Company. A member of the board of the Oshkosh Public Library from its establishment in 1895, he had an active interest in plans for the new library building in 1899. He was one of the subscribers to the fund that commissioned busts of library benefactors Marshal Harris and Senator Philetus Sawyer from sculptor Preston Powers. He donated marble busts of George Washington by Hiram Powers and Benjamin Franklin, by Preston Powers, to the library in 1902.

Hicks' first individually commissioned project was *Soldiers' Monument*. It was given in memory of Hicks's father, a member of Company E of the 32nd Wisconsin Infantry. Hicks commissioned his next original works from Trentanove. The bronze statue of Chief Oshkosh, the Menominee leader for whom the city is named, dates from 1911. He turned to Trentanove again for a pair of bronze lions placed at the original entrance to the Oshkosh Public Library in 1912. Hicks gave the city a bronze replica of Jean Houdon's statue of George Washington. He commissioned a bronze statue of Carl Schurz by Karl Bitter of New York, and acquired the Lincoln, Washington, Jefferson, Franklin and Longfellow busts that graced the Oshkosh Public schools bearing their names for many years. The Lincoln bust was moved to the Oshkosh Public Museum grounds in 2017.

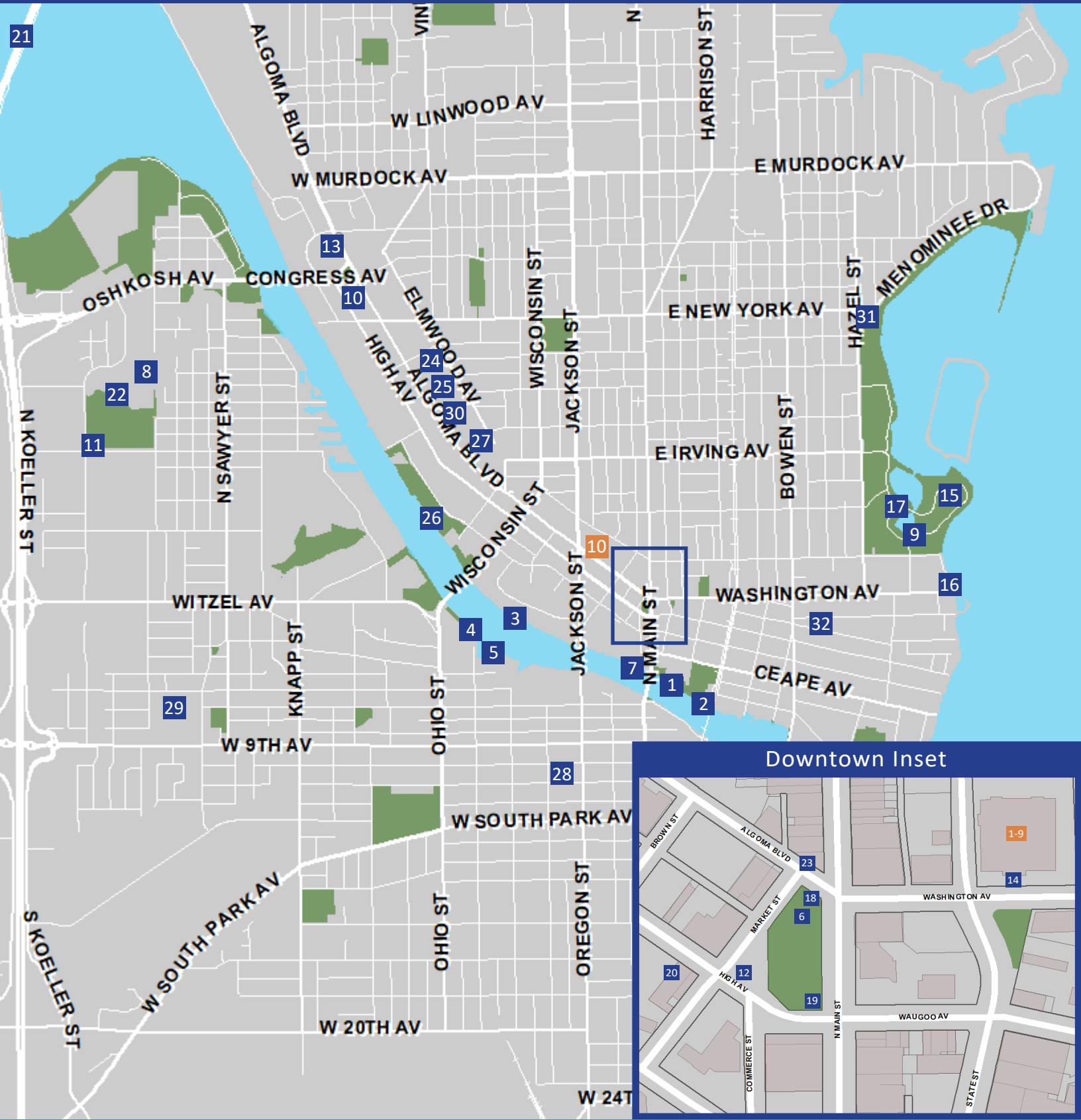
When the foresighted Hicks died in 1917, he left a trust fund of \$25,000 for "the purchase and erection of statues, busts and monuments in the parks and streets of the City of Oshkosh, and the repair of such as are now in existence or may hereafter be erected" and for "the purchase of books, pictures, maps, drawings and works of art to be placed in the High School and ward schools of the City of Oshkosh. This is not to include any apparatus of any kind, or equipment for sports or amusements." The fund was to be managed by and under the control of the Board of Directors of the Oshkosh Public Library. The Library Board continues to carry that responsibility.

"Buildings may be destroyed. The city hall or high school may burn and the cornerstone may be removed, but that monument may stand there for no one knows how long..." Hicks





Public Art Locations



2.2 EXISTING PUBLIC ART INVENTORY



1 GULLIVER'S TRAVELS
Project Lake Fly, Deb Bartelt,
Fiberglass



7 OUTER SPACE
Project Lake Fly, Ray
Fehrenbach, Fiberglass



2 SHUTTERFLIE
Project Lake Fly, Oshkosh
West High School
Photography Students,
Fiberglass



**8 A BEAUTY IN THE
CYCLE OF LIFE**
Project Lake Fly, Evergreen
Ageless Artists, Fiberglass



3 FLYING COLORS
Project Lake Fly, Bryce Remy,
Fiberglass



**9 LAKE FLY OF SUCCESS
AND OPPORTUNITY**
Project Lake Fly, Artists fo LLP.
Fiberglass



4 PEST OF THE OPERA
Project Lake Fly, Christian
Andersson, Fiberglass



**10 BUST OF ABRAHAM
LINCOLN**
Hicks Collection, Adolf
Alexander Weinman, Bronze



**5 NOW THE TABLES
HAVE TURNED**
Project Lake Fly, Amie
Brownfield, Fiberglass



**11 RED ARROW
MONUMENT**
Red Arrow Division, Granite



6 TIMEFLIES
Project Lake Fly, Angela
Allen, Fiberglass



**12 SOLDIER'S
MONUMENT**
Gaetano Trentanove, Hicks
Collection, Bronze

2.2 EXISTING PUBLIC ART INVENTORY CONTINUED



13 HIKER MONUMENT
Theo Alice Ruggles Kitson,
Hicks Collection, Bronze



19 ROTARY CLOCK
Opera House Square



**14 LIBRARY LIONS,
SAWYER AND HARRIS**
Gaetano Trentanove, Hicks
Collection, Bronze



**20 103 HIGH AVENUE
MURAL**



**15 CHIEF OSHKOSH
MONUMENT**
Chevalier Gaetano
Trentanove, Hicks Collection,
Bronze



**21 TRIBAL HERITAGE
CROSSING BRIDGE**



**16 SCHURZ
MONUMENT**
Karl Theodore Francis Bitter,
Hicks Collection, Bronze



**22 CHRISTMAS BOX
ANGEL**



**17 GLOBE ALL-WARS
MONUMENT**
Gray Granite



**23 401 N MAIN
STREET MURAL**
Leif Larson, Acrylic, 2018



18 SUNDIAL
Opera House Square, 2000



24 ABSTRACT IN BLUE
Richard Medlock



25 FOUR WHITE COLUMNS



31 GEORGE WASHINGTON MONUMENT

Hicks Collection, Bronze



26 YIN AND YANG
Milt Gardener, Bronze



32 BUST OF GEORGE WASHINGTON

Hicks Collection, Bronze

INDOOR COLLECTION



27 THE GUARDIAN



1 BUST OF GEORGE WASHINGTON

Preston Powers, 1902



28 BUST OF THOMAS JEFFERSON

Godham Company Foundry, Hicks Collection, Bronze



2 BUST OF GEORGE WASHINGTON

Donated to Library in 2012



29 BUST OF BENJAMIN FRANKLIN

Hicks Collection, Bronze



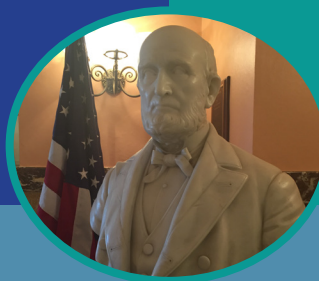
3 BUST OF CHIEF OSHKOSH

Bernard P. Barwick



30 SUNDIAL PEDESTAL

Milt Gardener



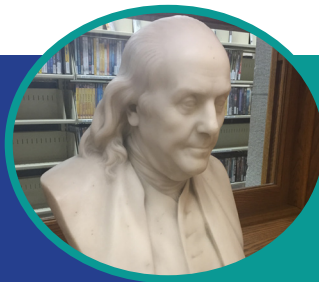
4 BUST OF PHILETUS SAWYER

Preston Powers, Marble

2.2 EXISTING PUBLIC ART INVENTORY CONTINUED



5 BUST OF MARSHALL HARRIS
Preston Powers, Marble



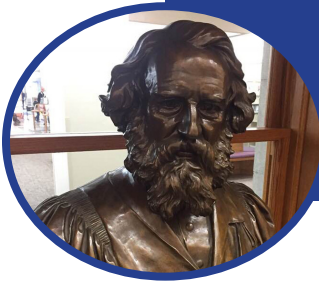
8 BUST OF BENJAMIN FRANKLIN
Unknown Sculptor



6 BUST OF COLONEL JOHN HICKS
Gaetano Trentanove, White Marble



9 CRYIN LION
Daryl Asbury, Fiberglass



7 BUST OF HENRY WADSWORTH LONGFELLOW
Hicks Collection, Bronze



10 THE PRIDE OF OSHKOSH
Hillary Borchardt and Renee Koch, Fiberglass

Additional Information

There is a rich history of public art initiatives and collections which may not appear on the inventory list, but should be noted for contributions towards enhancing the culture within the city. **The Pride of Oshkosh** (2004) was a themed sculpture initiative which consisted of 33 fiberglass replications of the bronze lion statues located on the steps of the Oshkosh Public Library. The lions were designed by local artists and sold in auction for fundraising. Most of the lion sculptures are owned privately and the current locations of all 33 are not known. **Project Lake Fly** (2018) was a similar art project, although it did not serve as a fundraiser, consisting of nine fiberglass Lake Flies uniquely designed by local artists. These sculptures are owned by the City of Oshkosh and are displayed year-round. There are robust collections containing a variety of art located at these local institutions, public access to the collections may vary:

University of Wisconsin - Oshkosh



The Paine Art Center and Gardens



Oshkosh Public Museum





SECTION THREE: VISION

3.1 INTRODUCTION

The purpose of the Public Arts and Beautification Strategic Plan is to deliver a preliminary strategic framework to guide the efforts of the Public Art and Beautification Committee and City of Oshkosh. The action plan is focused on and specific to the needs of the city's arts community and residents. This section offers a series of short-term and long-term organizational and project specific strategies and actions to position Oshkosh as an arts and culture destination.

The development of the vision section was based on monthly meetings and feedback from the city-wide survey. The recommendations include ideas that are meant to inspire art based project opportunities on public and private property. Project ideas were selected based on feasibility, committee interest and potential costs. The action plan expands on the desired goals of the committee by providing more details for the future direction of the city.

3.2 SURVEY REVIEW

The Public Art and Beautification Committee developed a survey through a civic engagement platform, Polco, in the summer of 2018. The survey was available to respondents for five months between July and November 2018. Anyone who is subscribed to the City of Oshkosh Polco account was allowed to submit survey responses, 92% of respondents were residents in the City of Oshkosh with the remainder consisting of students or people who work in the city. Polco requires that respondents have access to a computer which may affect the results of who is able to respond to the survey. There were a total of 199 respondents to the survey. Overall, it appeared that the respondents understood the benefits of creating more public art, but they didn't want tax payers to fund the initiative without private investment as well. More than one person indicated in the open ended sections that public art may not be the first priority compared to homelessness, education, safety and infrastructure. The full results of the survey can be found in Appendix B, which contain more answers to these open ended questions.



SURVEY RESULTS AT A GLANCE

While 56% of respondents agreed that public art is a priority for them, only 6% thought that public dollars should be used for public art

Respondents want public art to create pride and identity in their community while making the city attractive for tourism, new residents and businesses

Top types of public art:

- Statues
- Monuments
- Sculptures
- Themed Gardens
- Murals

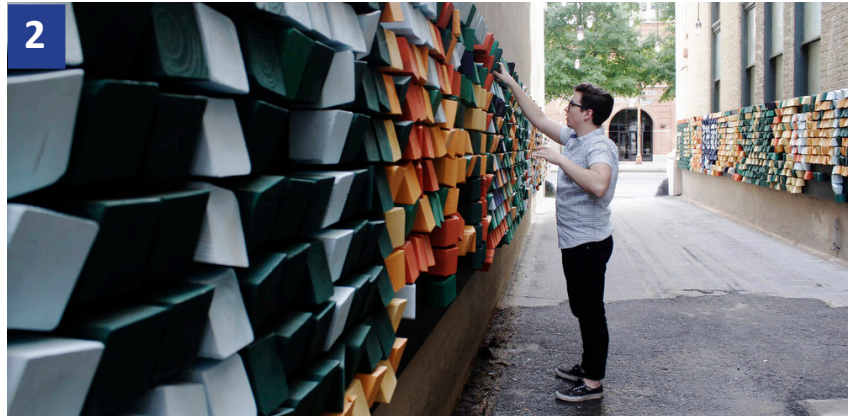
The Riverwalk and downtown were the two most popular locations for new public art

56%
Did not know about the city's public art collection

81%
of respondents thought that public art has the ability to provide a sense of place and increase attractiveness in the city

Most respondents would prefer to be involved in public art by attending events or watching a performance

78% believed that public art should be funded through private and public partnerships



3.3 IDENTIFIED OPPORTUNITIES IN THE PUBLIC REALM

The following outlines examples of projects that were discussed as potential opportunities to help achieve the goals in this plan.

1 Utility Boxes

Many communities, including Appleton Wisconsin, have partnered with local artists to decorate utility boxes commonly found near public sidewalks.

2 Under-Utilized Spaces

The Passageways, alley activation project, created vibrant pedestrian corridors and established a sense of place in downtown Chattanooga, Tennessee. Through the use of art installations that enhanced the public space, pedestrians were invited to interact with the changed spaces.

3 Creative Crosswalks

Artistically designed crosswalks are intended to breakup pavement and emphasize crossings as an extension of the pedestrian realm. It may not be used as a traffic calming method, but it can improve on the aesthetic of the street.

4 Street Furniture

In 2014, the City of Baltimore installed a public art sculpture that also served as a bus shelter. It offers shelter and seating with an artistic element.

5 Gateways

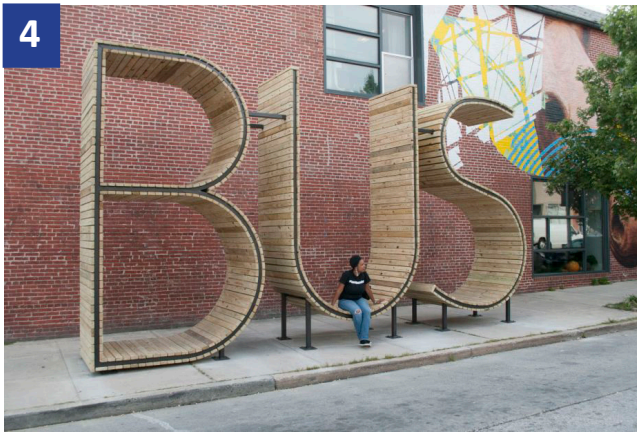
The Paseo Santa Fe Improvement Project in Vista, California was divided into three implementation phases starting in 2016. Phase one included the addition of a gateway arch sign creating an identity for the corridor.

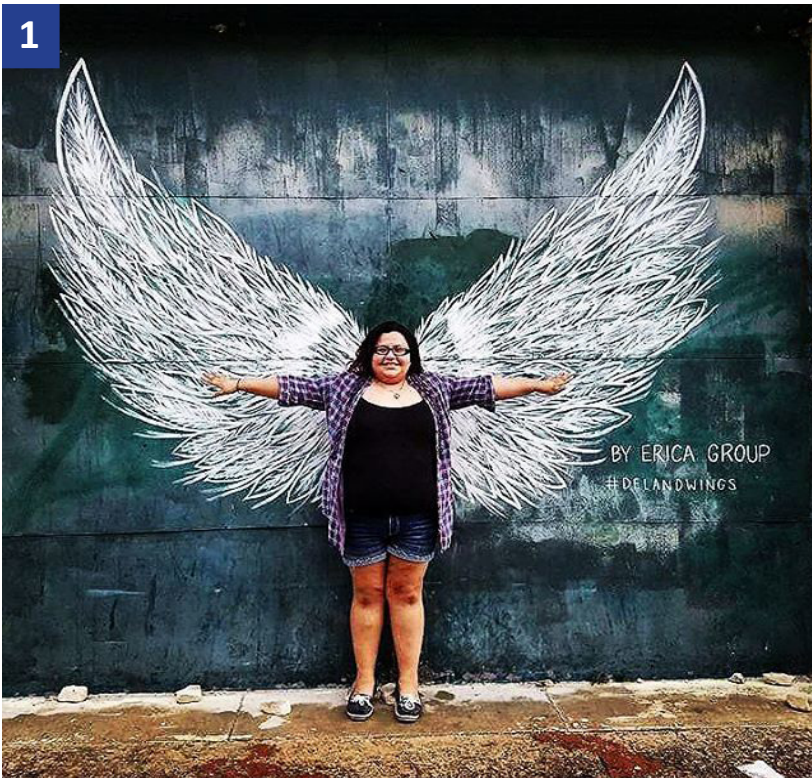
6 Written Sidewalks

Saint Paul, Minnesota has been imprinting short poems into city sidewalks since 2008. With over 751 poems citywide, the project has its own map for those wishing to locate all of them.

7 Interactive Art

The *Mirror Labyrinth NY* made of polished stainless steel creates an artistic space for viewers to explore and experience the sculpture.





3.4 IDENTIFIED OPPORTUNITIES IN THE PRIVATE REALM

1 Blank Walls

Many property owners are re-envisioning their blank walls as a mural canvas which may be designed to engage the viewer; “selfie walls” create a destination while providing a new photo opportunity for visitors.

2 Vacant Storefronts

Restart With Art enhances vacant storefronts with art installations in South Orange Village, New Jersey. The first art installation was placed in the former Blockbuster building. While storefronts may be temporarily vacant, this offers a high profile location for artists to share their work which projects the idea to visitors that the street is cared for. Some are describing it as “street-level curating”.

3 Events

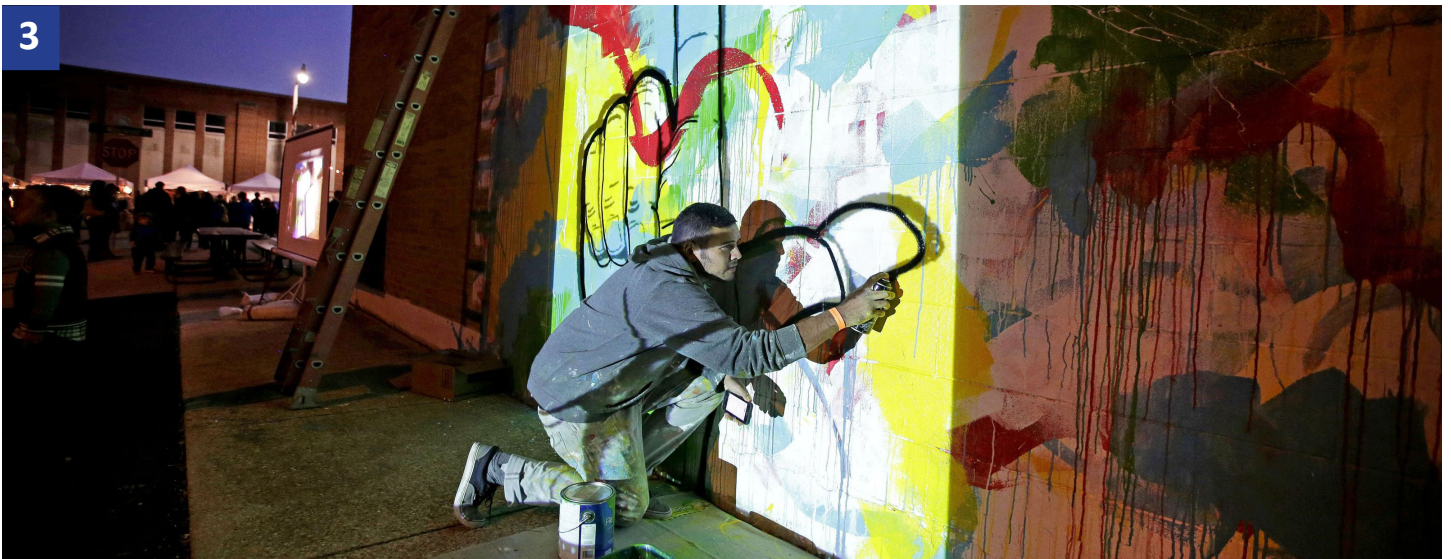
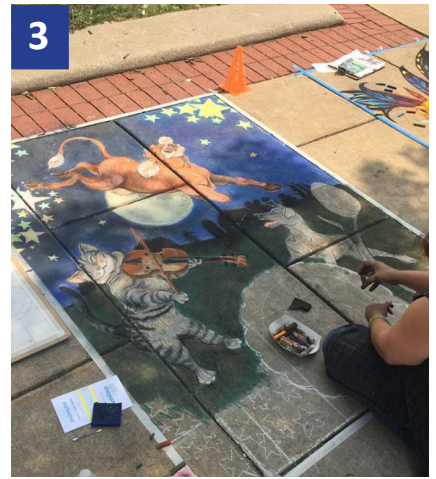
Bazaar After Dark is a temporary marketplace based in the Fox Cities of Wisconsin, offering homemade goods and live art creation. The City of Oshkosh is home to the annual Chalk Walk event. Artists are invited to create unique images on the sidewalks using only chalk. Visitors can experience live art creation. Art based events have the ability to center regional attention on the amenities that Oshkosh has to offer while fostering local collaboration through art.

4 Ghost Sign

A ghost sign is an old hand-painted advertisement that has been preserved on a building for an extended period of time, there is a movement to restore these old signs back to their original quality.

5 Corporate Art

The Shiel Sexton headquarters was turned into a downtown Indianapolis landmark with the addition of a sculpture on the outside of the building. Artistic investments may have an abstract benefit, but many companies are using this tool to support the local aesthetic or improve their image.



3.5 ACTION PLAN

GOAL 1: ENHANCE PUBLIC SUPPORT FOR AND APPRECIATION OF THE ARTS

Objective: Enhance Oshkosh as an art destination.

Action 1: Maintain the operations of the Public Art and Beautification Committee.

Action 2: Ensure implementation of the Public Art and Beautification Strategic Plan.

Action 3: Maintain an up to date archive of public art in the city.

Action 4: Develop a marketing plan to promote existing art and future art projects.

Action 5: Encourage events and activities that help support the arts.

GOAL 2: CREATE A SENSE OF PLACE

Objective: Encourage and develop creative opportunities for public art.

Action 1: Work with property owners to transform vacant store fronts into displays for public art.

Action 2: Identify utility boxes as candidates to be decorated with artistic coverings.

Action 3: Collaborate with the Transportation Department to develop a sustainable plan for a “Creative Crosswalk Program”.

Action 4: Research the ability to implement a “decorate a bus or plow” program in the city.

Action 5: Develop a “Mural Program” to encourage murals on private or public buildings.

Action 6: Develop a list of potential mural locations and promote the creation of murals on privately owned properties.

Action 7: Use the Center City as a focal point for installations, outdoor events, and activities relating to arts, entertainment and culture.

Action 8: Strategize ways to preserve ghost murals located on privately owned buildings downtown.

Action 9: Take an active role in the park planning process for the former Lakeshore Golf Course property in order to ensure the inclusion of creative opportunities for public art.



GOAL 3: ENCOURAGE PUBLIC AND PRIVATE PARTNERSHIPS TO ENHANCE THE AESTHETIC APPEAL OF PUBLIC PLACES AND BUILDINGS

Objective: Foster sustainable funding for permanent and temporary public art.

Action 1: Explore creation of a public art fund for art and beautification projects.

Action 2: Research the implementation of a “round-up” program that allows residents the option to round-up their utility bill to support a fund for public art.

Action 3: Collaborate with local businesses to create a public art fund donation method.

Action 4: Research the concept of an Art and Cultural District.

Action 5: Incorporate artistic elements and local artists into streetscape or infrastructure projects to create a more cohesive identity in the Center City and take full advantage of Capital Improvement projects and investment.

Action 6: Explore feasibility of a “percent for art” program and development of an ordinance to require public art in redevelopment TIF projects and/or a fee in lieu of.

GOAL 4: DEVELOP AND EXPAND THE PUBLIC ART COLLECTION

Objective: Create and maintain a comprehensive collection of public art.

Action 1: Improve the maintenance plan for existing publicly owned art.

Action 2: Identify city owned properties as potential sites for permanent or temporary public art.

Action 3: Establish a program or annual contest to display local student art in spaces in the Center City.

Action 4: Establish a public art program distinct to the Center City, including specific locations for art installations.

Action 5: Pursue grants and other funding sources to develop and expand public art.

Action 6: Create criteria for selecting or accepting art pieces through donation or purchase.



SECTION FOUR: ADMINISTRATION

4.1 ORGANIZATION ROLES AND RESPONSIBILITIES

This section articulates specific groups which are already established that may be involved in the implementation of this strategic plan. This section strives to unify all groups in order to coordinate the direction of our efforts.

PUBLIC ARTS AND BEAUTIFICATION COMMITTEE

Responsibility: The City of Oshkosh Public Arts and Beautification Committee is responsible for providing assistance for Public Art projects that utilize public funding or are located on property owned by the City of Oshkosh.

Duties Promote public art and beautification in the community. Advise the City Manager, Common Council and appropriate boards and commissions on matters pertaining to public art and beautification. Facilitate community and agencies' input pertaining to public art and beautification. Advise the Common Council on Gifts or donations of public art pursuant to the City of Oshkosh Gifts and Donations Policy. Act upon appeals under the City's mural ordinance.

JOHN HICKS TRUST FUND

Purpose: The Oshkosh Public Library Board administers the trust fund created by John Hicks (1847 - 1917) for the purpose of:

- a. The purchase and erection of statues, busts and monuments in the parks and streets of the city of Oshkosh and the repair of such as are now in existence or may hereafter be erected.
- b. The purchase of books, pictures, maps, drawings and works of art to be placed in the High School and ward schools for the City of Oshkosh.

OSHKOSH PUBLIC MUSEUM BOARD

Responsibility: The Board is charged with ensuring the Museum remains focused on its mission and vision statements and that adequate resources are available to operate the Museum on a professional level. From time to time, Board members will be enlisted to create and oversee ad hoc committees and may be required to meet with the Common Council on special projects.

Duties: Champion and promote the Oshkosh Public Museum; adopt policies; accept bequests, gifts and grants; direct revenues; authorize expenditures; raise funds; award contracts; hire consultants and contractors; recommend staffing levels; attend monthly meetings. The Board is a semi-autonomous body, operating within the broader framework of the City of Oshkosh government on the above duties.

DOWNTOWN OSHKOSH BUSINESS IMPROVEMENT DISTRICT

The BID was created in 1987 to assist downtown business owners coordinate their efforts in the areas of marketing, promotion, property management, revitalization, and retention programs. The BID assists with new business development initiatives, and provides a mechanism to allow property and business owners to have a role in directing the activities within the district that influence their investment and business environment.

OSHKOSH PUBLIC LIBRARY BOARD

Responsibility: To hold and administer library properties and funds; to formulate policies and guide the direction of the library's affairs; to relate the library to the community's needs, and to determine and adopt written policies to govern the operation, use, and programming of the library.

Duties: To approve all library expenditures To formulate and adopt the annual budget for presentation to the Common Council for approval. To represent and advocate the library's program to the community and before the Common Council. To hire the library director and to delegate the operation and management of the library to him/her. To attend monthly board meetings and any regular or ad hoc committee meetings.

ADVISORY PARKS BOARD

Responsibility: The Advisory Park Board shall advise the City Manager, City Council, Plan Commission, and other parks administration on all matters of administration and management relating to parks, recreation, and open spaces in the City of Oshkosh.

Duties: Advise and assist in planning and developing the Oshkosh Park System to include parks, open spaces, forestry, municipal cemeteries, waterways, and other related areas. Participate in the development of the Capital Improvement Program and annually recommend priorities. Review and approve the annual operating budget, capital improvement program, and comprehensive park plans.

4.2 MURAL ORDINANCE

The intent of a mural ordinance is to aid artists and property owners in understanding the expectations involved in the installation, content and maintenance of a mural. The ordinance establishes the approval process. Artists or community groups who wish to install murals must obtain permission from the property owner. The maintenance of the murals will be the responsibility of the property owner. The current Mural Ordinance was approved by Common Council in September of 2018. See appendix A for the full Mural Ordinance.

REDEVELOPMENT AUTHORITY

In 2003, the Council created a City of Oshkosh Redevelopment Authority and approved the appointments of seven Commissioners to that body. The Redevelopment Authority has as its primary emphasis and focus the redevelopment and revitalization of central city areas in the community.

THE PAINE ART CENTER AND GARDENS

The Paine Art Center and Gardens is a private, non-profit organization (501c3 tax-exempt) that is governed by a Board of Trustees and operated by a professional staff with the assistance of volunteers. The institution is accredited by the American Alliance of Museums, and the property is listed on the National Register of Historic Places. An endowment provides approximately a quarter of the organization's annual funding, and the remaining three-quarters is raised through donations and fees, including admissions, memberships, grants, and rentals.

Purpose: To sustain the care of the historic architecture, collections, and gardens; To offer culturally enriching experiences within the beautiful settings; and To inspire people to enjoy, create, and share beauty in their daily lives.

APPENDICES

APPENDIX A - MURAL ORDINANCE

ARTICLE IV. MURALS

Section 8-10 Murals

A. Definitions

1. Mural: Painted graphics that are murals, mosaics, or any type of graphic arts that are painted on a wall or fence and do not contain copy, advertising symbols, lettering, trademarks, or other references to the premises, products or services that are provided on the premises where the graphics are located or any other premises.

B. Murals shall be permitted in the Institutional, Urban Industrial, Heavy Industrial, Neighborhood Mixed Use, Suburban Mixed Use, Central Mixed Use, Urban Mixed Use and Riverfront Mixed Use Districts. Murals shall also be permitted through conditional use permit on governmental and institutional structures.

1. Murals are not permitted on the primary façade of a building. A primary façade is defined (for purposes of this section) as the building elevation that faces the adjacent street right-of-way and is the primary customer entrance.

C. Mural Permit

1. No mural shall be installed unless a mural permit therefore shall first be obtained by the owner, or his agent, from the Director of Planning Services, or his/her designee.

D. Application Requirements

Permit application shall contain, but not be limited to, the following information:

1. Site plan showing the lot and building dimensions and indicating the proposed location of the mural.
2. Pictures of the building elevations.
3. A scale drawing and color photo of the building elevation showing the proposed size and placement of the mural.
4. A colored drawing of the proposed mural.
5. A description of the proposed maintenance schedule that includes the timeframe for the life of the mural and method for removal, if applicable.

E. Fees

The Fee for application for a Mural Permit shall be as established by Resolution of the Common Council.

F. Prohibited Mural Types

1. Murals or other representations which imitate or appear to imitate any official traffic sign or device which appears to regulate or direct the movement of traffic or which interferes with the proper operation of any traffic sign or signal, or which obstructs or physically interferes with a motor vehicle operator's view of approaching, merging, or intersecting traffic.

2. Murals affixed, applied or mounted above, upon or suspended from any part of the roof of a structure.

3. Murals shall not project from the wall surface, other than the minimum necessary protrusion to mount the mural to the wall or structure.

4. Murals containing any gang affiliation symbols.

5. Murals containing any commercial messages or advertising.

6. Murals containing obscene content. For purposes of this section, any material is obscene if applying contemporary community standards:

a) The predominant appeal is to a prurient interest in sex; and

b) The average person would find the material depicts or describes sexual content in a patently offensive way; and

c) A reasonable person would find the material lacks serious literary, artistic, political, or scientific value.

G.Standards

1.Surface Preparation. Sand and high pressure water blasting are not permitted as a cleaning process for either surface preparation or for mural maintenance purposes in any historic district or any building eligible for inclusion on the State or National Register of Historic Buildings. Treatments that cause damage to historic materials shall not be used.

H.Maintenance

1.The mural shall be kept in good condition for the life of the mural according to the maintenance schedule and responsibilities approved by the Director of Planning Services, or his/her designee.

2.The display surface shall be kept clean and neatly painted and free from corrosion.

3.Any mural that is not maintained, faded, or is in disrepair shall be ordered removed or covered with opaque paint, similar to the primary building materials/colors or other appropriate material by the Director of Planning Services, or his/her designee.

I.Design Standards

1.The proposed mural will not have an adverse impact on the safe and efficient movement of vehicular or pedestrian traffic; and

2.The proposed mural is well integrated with the building's façade and other elements of the property and enhances the architecture or aesthetics of a building or wall; and

3.The mural will not have a detrimental effect on the structural integrity of the wall on which it is applied/affixed; and

J.Mural Permit Approval

1.No mural permit shall be approved unless the Director of Planning Services, or his/her designee, shall find that the requirements of this Section have been fulfilled.

a)Permit Denial. A mural permit applicant may appeal the decision of the Director of Planning Services to deny a mural permit. Said appeal shall be made in writing to the Director of Planning Services and said appeal shall be made within 30 days of the decision by the Director of Planning Services to deny the permit. Appeals will be heard by the Public Art and Beautification Committee to determine if the Director of Planning Services' decision to deny the permit is consistent with the provisions of this Section of the Municipal Code.

APPENDIX B - 2018 SURVEY RESULTS

Public Arts and Beautification Survey City of Oshkosh

The purpose of this survey is to gather input from the community for incorporation into the Public Arts and Beautification Strategic Plan. The Strategic Plan is being developed through the City of Oshkosh Planning Services Division with support and input from the Public Arts and Beautification Committee. We are seeking public input regarding a variety of arts and cultural amenities in the City of Oshkosh.

1. What is your connection to the City of Oshkosh?

92 % I am a resident of the City of Oshkosh

1% I am a visitor

3% I am a student from University of Wisconsin - Oshkosh or Fox Valley Technical College

25% I work in the City of Oshkosh

2. Are you aware that the City of Oshkosh has a public art collection including more than 30 public art projects, located in public facilities and on public land throughout the city?

44% Yes

56% No

3. Have you ever planned a trip to another city to view public art?

43% Yes

56% No

If yes, where did you visit? What did you see?

- Chicago, IL; Springfield, IL; Madison, WI; Portland Oregon; Washington D.C.; New York City; Los Angeles, CA; San Antonio, TX; Ithaca, NY; Lima, PERU; Cuzco, PERU; Caracas, VENEZUELA; Bogota, COLOMBIA;
- St. Louis's arch and graffiti (mural) wall, street performances in St. Louis, New Orleans, and in Spain, many public art gardens, public art museums, etc.
- Public art museum.
- Public art museums and botanical gardens in various cities.
- Milwaukee Arts Festival
- Minneapolis, MN Sculpture Garden; New York City Metropolitan Art Museum;
- Paintings on buildings Statues Water features. Gardens
- Green Bay, Chicago
- I traveled to New York to view an art installation in Central Park. I've mostly just seen public art when I was in different cities around the world.
- West Bend, Milw. Sculpture
- Chicago Parks, streets, fountains, etc
- Chicago, Milwaukee, Green Bay, Hurley. Actually any city I visit.
- Dublin--too many public works to list
- We have made several trips ie Chicago, Door County, Mpls, but our favorite was the trip to Mpls to see the Dale Chihuly exhibit many years ago.

- Chicago...millennium park. Hodags (troll) in Verona or Dodgeville Minneapolis for the cherries Appleton for murals Louisville KY for mural (hunter s thompson)
- Chicago sculptures
- Murals in Plymouth, Wittenberg, and Ashland and Stevens Point in Wisconsin. Traveled to many countries always focusing on the Arts. I've organized 2 bus tours to the Chicago Art Museum and one to West Bend's Museum of Wisconsin Art (MOWA). I've led an art-focused life.
- Monuments in Washington DC, Gardens at Winterthur, Bookworm garden in Sheboygan
- Madison & Minneapolis - sculpture gardens
- DC, Chicago, New York, Rome, Paris
- Chicago, New York, Milwaukee, Minneapolis,...
- Appleton
- Paris, France; you fill in the blanks.
- Morro bay, Los Angeles
- Milwaukee
- DeKalb Il....Murals
- Most recently, Des Moines, IA - John and Mary Pappajohn Sculpture Park. Wisconsin farms & small towns - <https://www.travelwisconsin.com/article/things-to-do/self-taught-artist-tour>. And, visits to museums in Denver, Chicago, Milwaukee, Seattle, Port Angeles (great murals), Nashville, Victoria, BC, NYC & every other city I've visited!
- Appleton. All of the art downtown along College Ave.
- Ashland, Mt. Horeb, Athens, Rome, etc.
- Green Bay
- Stevens Point - Sculpture Park
- Millennium Park Chicago
- Green Bay botanical gardens, Holland tulip festival, live music
- Decorated fish statues around Sturgeon Bay
- Chicago.
- Chicago Botanic Gardens, Ravinia
- San Francisco: Chinatown, Golden Gate, San Diego: Port sculptures, Seattle: Cloud Cover (art glass bridge), Portland: sculptures, fountains, Chicago: Millennium Park, Cloud Gate sculpture, fountain and sculptures near the Art Institute, Washington DC: the mall, sculptures, fountains, Jacksonville, IL: murals, gallery walks, New York City: sculptures, Central Park installations, fountains, Madison, WI: Olbrich gardens, State Street sculptures, Milwaukee, WI: the Domes, Wausau, WI: sculptures at Leigh Yawkey, Mexico City: sculptures, fountains, mosaics, murals...also art museums in each of these cities.
- Appleton, Madison, Door County, Austin TX- outdoor murals, outdoor music concerts in city parks, public art museums
- Chicago, Milwaukee
- appleton, Muskokee, OK, San Antonio
- NEW ORLEANS
- Neenah, Appleton
- Milwaukee Art Museum, Frank Lloyd Wright exhibit. Discovery World Museum, Les Paul exhibit.
- Knoxville, TN to see bears painted by local school children.
- West Bend art museum, Milwaukee Art Museum, Chicago Art Institute, Madison Museum of Public Art and Chazen Museum, Troutt Museum in Appleton, Sheboygan art museum, Manitowoc art museum, Miller Art Museum in Sturgeon Bay, Appleton Children's Museum

- Sheboygan Bookworm Gardens
- Milwaukee
- Sheboygan murals, Milwaukee electric boxes, Long Beach murals
- St Louis City Garden! <http://www.citygardenstl.org/index.php/information/faq.php>
- St Louis, Colorado Springs - Garden of the Gods
- Milwaukee, Appleton, Chicago.
- London, England--various galleries, castles, buildings, town squares...
- Appleton, Milwaukee, Chicago, New York City Museums, sculptures, historic buildings, music
- Chicago New York Philadelphia Wash DC all that those cities have to offer
- Madison, to see the customized Bucky statues around the city
- Rapid City, Milwaukee, Chicago, Green Bay, Sheboygan
- Milwaukee Chicago
- Milwaukee, Chicago, Green Bay
- Chicago, Washington, D.C.
- Milwaukee, Madison, Many outside of Wisconsin
- Milwaukee - art museum, Seattle -glass museum, Chicago - Grant Park, Rome, Florence, London, Paris -everything!\$
- Chicago art museum- millennium park, statues around park, Milwaukee art institute- installations around city. Seattle- EMP museum- chihuly gardens, art around the city, murals
- Chicago
- Milwaukee. Downtown museum library and art museum
- Green bay Nevill museum and the Railroad museum
- Chicago museums and the Art Institute. Barcelona churches and museums. New York museums and art exhibits...and more.
- Milwaukee, sculpture/statue / Savannah, GA, sculpture/statue/monument / Chicago, IL, Millennium Park/ sculpture/fountain
- Boston, MA. Philadelphia, PA.
- Trout Museum Art of Animation, Milwaukee Art Museum.
- Madison Bucky Badger Statues
- Milwaukee public museum. Chicago Millennium park.
- Milwaukee Museum.
- Chicago. Bean, Art Institute, Architecture. New York, Met museum, All over Europe for art, architecture, ruins, etc
- Chicago art museum, Detroit institute of Art
- Chicago, lions. Milwaukee, museums. Chicago, museums. Tempted to go see the badgers in Madison. (below I would pick all if I could)
- MOMA and Chicago Art Museum
- Chicago
- Milwaukee, Chicago - sculptures

4. What type of public art do you favor?

- 53% Murals
- 58% Statues, monuments and/or sculptures
- 52% Fountains
- 55% Themed Gardens
- 23% Community events to create public art
- 45% "Street Furniture" benches, street lamps, traffic lights, bus stops, bike racks, or waste receptacles
- 17% Performance Art
- 46% Music

5. Which of these benefits of Public Art would be helpful for Oshkosh? (Check all that apply)

- 26% Increased local revenue through increased shoppers
- 63% Increased livability and quality of life
- 28% Provide educational opportunities
- 34% Generate new types of businesses that attract cultural tourists
- 35% Increase public involvement in the arts
- 81% Provide a sense of place and attractiveness of the city

6. How would you like to be involved with Public Art?

- 19% Help an artist to paint a mural, or other piece of public art that will be permanently displayed.
- 21% Participate in a one day outdoor event/festival to create your own artwork
- 35% Observe a one day outdoor event in which others in the community create art
- 24% Serve on an advisory board
- 19% Help design and plant a themed garden
- 26% Contribute money or time
- 21% Encourage my school, church, club, or business to sponsor a public art project.
- 22% Suggest a potential public art project
- 23% Suggest a potential location for public art
- 62% Attend a public art performance: theatre, dance, concert
- 61% Attend art based event: gallery walk, tour, unveiling
- 5% Ask others for funding for public art

7. How do you think public art should be funded? (Check all that apply).

- 16% Private Donations
- 6% Public Dollars
- 78% Private/Public Partnership

8. Would you like to see Public Art in the following places? (Check all that apply)

- 58% The Riverwalk
- 56% Downtown
- 35% In City Parks
- 13% In front of or inside Public or Private Buildings
- 29% Along Streets, Bridges, Roundabouts or Highway Underpasses

9. What do you think the impact of public art should be in our community?

- 45% Provide access for all to public art
- 67% Make the city attractive for tourism, new residents and businesses
- 72% Create pride and identity in our community
- 51% Enhance the appearance of community resources such as parks, recreation facilities, libraries and schools
- 35% Create visual markers such as landmarks and gateways that highlight entry points into our community
- 23% Foster an understanding of community diversity
- 21% Enhance the appearance of public buildings (e.g., government facilities)
- 13% Enhance the appearance of commercial developments (e.g., “big box” stores, stadiums, etc.)
- 28% Educational opportunities for children

10. Recognizing that our community has many needs, is Public Art a priority for you?

- 56% Yes
- 44% No

11. Please provide any additional feedback in the box below.

- I’m a little confused that we call this a “strategic” plan?! We have a Comprehensive Plan and a Strategic Plan. This should be an Arts and Beautification “Plan “ integrated with the aforementioned higher level Plans.
- I’d love to provide art along highways and roads, but not in roundabouts--drivers need to pay attention there!
- Arts need to have public funding for our public spaces. There should be a maintenance fund as well.
- It’s a priority, but not when compared to public safety, roads that don’t destroy your vehicle, clean water, maintaining parks, building maintenance, etc. It’s important, but competes against many other important items of expense.
- I’ve seen art in different cities, and sometimes the art detracts from the natural beauty of a community. An artist might believe some artwork enhances a community’s appearance, but other people will look at the same artwork and see “clutter” and view the art as detracting from aesthetics. I’m cautious in supporting permanent art for that reason. If we get into art, then I hope we pursue temporary exhibits or very minimal infrastructure. I’m concerned about the cost, which often has a way of increasing over time, as storage and maintenance and other costs arise. We often have good intentions about keeping costs low, and I’m in favor of supporting valuable community enhancements with resident dollars, but please try to envision ongoing costs with this type of effort. Thanks for gathering community input. I do not really have a desire for seeing art in any particular location and checked “Riverwalk” just so they survey would accept my answers.
- I enjoy the street art/murals, etc., that are found in cities like MKE, Chicago, and Detroit. While I haven’t traveled to these places specifically for the art, the art made the city more culturally interesting, walkable, and intriguing. I have sought out projects while visiting places. I also enjoy sculptural art on the streets. Not

necessarily heritage or history sculptures but abstract sculptures, metal art, and art designed to create sound in the wind.

- We need to remember that art comes in many forms and expresses different things. To move forward to this; it's not just "white art" we should include. The art should reflect the diversity of our city and even though we are predominantly white there are many people of color, who have their own unique art that we would represent as well. My question is who in the city will decide what art is? Graffiti art, tastefully done is really quite splendid. Mosaic art reminiscent of Hispanic and Arabic culture is beautiful. Same with music... if we are to offer music event, why not offer a hip hop, Motown, a salsa band, as well as the usual music that is offered here in town at festivals. Also, billboard art! Please take down the tasteless billboards that welcome drivers into Oshkosh on 41 North and South. Do we really need three, four, or five billboards announcing the adult store at the next exit! Geez. I realize those are on private land, but could we at least have some city ordinances about the content of billboards? Other cities have done it (Phoenix, AZ). Love the arts, let's support it!

- I have wanted to see the Riverwalk built up and promoted with permanent art for years now...

The process for getting city approval for public art installations needs to be transparent, timely, and logical. If it isn't, this will fail.

- Public art should be a consideration when new development takes place, and should always be an option to add to public spaces.
- Oshkosh needs a Center For The Arts.
- Roads before statues.
- I'm afraid art would be used as a band-aid to cover up run-down buildings.
- All the best cities in the world have public art. It lasts for centuries when planned out. It's there way beyond the generation that provides the creativity and funding.
- I would have stronger support for public art if the city adequately maintained its current infrastructure in a manner that showed a sense of pride. It is difficult to justify funds expenditures (or seeking donations) when existing infrastructure of parks, government buildings and public rights of way are not adequately maintained or landscaped.
- The restrictions for murals on buildings is ridiculous. The rules for murals/signs on building need to be changed.
- Public art defines a city and it's culture. It creates a unifying force of beauty that is universally appreciated. We know and understand history and prehistory by art.
- I was especially disappointed by the new Oshkosh signs at the entry to the city. The top half with the message is great, professional design. The bottom, faux stone base looks very amateurish and quite frankly embarrassing, especially with the great talent we have in Oshkosh.
- I think public art is lacking in Oshkosh and could be used to bring tourists to the area and increase revenue. It could also be used to increase physical activity if placed along riverwalk.
- The last 20 years have been exciting for Oshkosh in terms of development and beautification. The public art projects (Nutcrackers/Lions, gallery walk, sundial, brick sidewalks, benches, planters, etc) have helped form an identity, attracting creative contributors, and visually support the cultural events. I'd like to see some of the proposals brought to fruition in the Sawdust District (brick sidewalks, gas lamps, benches, park space), and consider featuring similar public art anchors in key points in the city. The Northeast side would do well to increase green space and public art installations. Our most troubled schools have the least amount of access to green space, which is consistent with the research in education that highlights solutions in that arena. Some of the most exciting, community-rich spaces I have seen across the country, have consistently included water/fountains, ambient lighting, various levels of seating, sculptures, and mature trees/green space.
- Great survey to start getting involved. Looking forward to more info.

- Survey is very close minded in the way you offer questions. Q11 for example, should have a larger opportunity to answer differently. This is not simply black or white. Also, your choosing of the options for all questions assumes there are not other options.
- In the future save all available river front for public use.
- Creative peacemaking grants are abundant through the state of WI. If you're going to do this justice, someone should sit down with name redacted from Appleton Downtown Inc and learn from the best. She and her team have done an excellent job bring art alive in downtown Appleton.
- Preserve our historic sites such as the Lakeshore property.
- This is a great opportunity to provide inclusivity in our community which is very needed. There is a diverse population here, yet we aren't doing enough to celebrate that diversity.
- We need a dog park far more than we need a statue. Please put a vote out here for the community input on a city dog park. I know quarry park is an option, why isn't it being talked about?
- Art is the only thing that sets a community apart from both one another. Otherwise it's all just the same. Boring buildings and boring streets which leads to boring people working and residing on and in them.
- We need to clean up a lot of neighborhoods, otherwise public arts is pointless to beautiful our community.
- The Arts play a critical part in a city's identification and contribute to the quality of life. The Arts bring vitality to a city and raise the potential as a cultural destination that will continually re-energize the community.
- Public Art should only be created, planned, constructed, and placed through educational entities in the city (such as OASD, University, and Paine Art Center). This program should be 100% funded by private donations. The ONLY involvement by the City is approval of placement within the city. Maintenance and upkeep should be a joint project of public and private entities.
- It would be very nice to have but I don't know priorities based on budget and importance to the community.
- Need more natural areas more plant diversity wild flowers less requirements restrictive landscaping we needs private landscaping to allow for incorporated natural landscaping. Grass requirement are not good for our environment bees butterflies I had a natural landscaping and got fined and had to cut my so called weeds done but was natural wild plants for bees and butterfly habitats.
- This should be a VERY low priority when we have people in this city living on the streets if this city wants to better itself how about helping those people with a year round homeless shelter so they have at least basic things like showers and laundry and perhaps a mailing address or phone for job interviews to help these people get off the streets and back to taking care of themselves. Another major issue would be the housing conditions in this city the cost of repairs and upgrades is bad enough maybe the city could offer low (just below fed) interest or interest-free loans to citizens for home improvements new siding new roof both of which cost well into the thousands to get done. On top of that it seems in this city you need to have a permit to get a permit to talk to the guy about getting the permit to even remove a shed from "your" property there has to be something that can be done about that.
- Who will judge and evaluate the quality of the art installations?
- Tasteful graffiti is beautiful!
- A focus on arts and education always builds up a community. Please demonstrate the importance of art to the Oshkosh community.

APPENDIX C - PUBLIC ART INVENTORY

Name	Artist	Year	Material
Bust of Marshall Harris	Preston Powers	1900	White Marble
Bust of Philetus Sawyer	Preston Powers	1900	White Marble
Bust of George Washington	Preston Powers	1902	
Soldier's Monument	Gaetano Trentanove	1907	Bronze
Abraham Lincoln	Adolph Alexander Weinman	1909	Bronze
Thomas Jefferson	Godham Company Foundry	1910	Bronze
Bust of Benjamin Franklin	Unknown	1911	Bronze
George Washington Statue	Chevalier Gaetano Trentanove	1911	Bronze
Bust of George Washington	Unknown	1911	Bronze
Monument to Chief Oshkosh	Chevalier Gaetano Trentanove	1911	Bronze
The Library Lions	Gaetano Trentanove	1912	Bronze
Bust of John Hicks	Chevalier Gaetano Trentanove	1912	White Marble
The Carl Schurz Monument	Karl Theodore Francis Bitter	1914	Bronze
Bust of Henry Wadsworth Longfellow	Thomas Broke	1915	Bronze
The Hiker Monument	Theo Alice Ruggles Kitson	1939	Bronze
The Globe All-Wars Monument	Unknown	1963	Grey granite
Red Arrow Monument	Red Arrow Division	1971	Granite
Abstract in Blue	Richard Medlock	1975	Painted Steel
Four White Columns	Richard Medlock	1975	Painted Steel
Yin and Yang	Milt Gardener	1980	Bronze
Bust of Benjamin Franklin	Unknown	1998	
Sundial	Unknown	2000	
Bust of Chief Oshkosh	Bernard P. Barwick	2007	
Bust of George Washington	Unknown	2012	
Gulliver's Travels	Deb Bartelt	2018	Fiberglass
Shutterflie	Oshkosh West Arts Students	2018	Fiberglass
Flying Colors	Bryce Remy	2018	Fiberglass
The Pest of the Opera	Christian Andersson	2018	Fiberglass
Now the Tables Have Turned	Amie Brownfield	2018	Fiberglass
Time Flies	Angela Allen	2018	Fiberglass
Outer Space	Ray Fehrenbach	2018	Fiberglass
A Beauty in the Cycle of Life	Evergreen Ageless Artists	2018	Fiberglass
Lake Fly of Success and Opportunity	Artists of Lakeside Plastics	2018	Fiberglass
New Moon Café Mural	Leif Larson	2018	Paint on Brick
The Guardian	Leo Steppet		Steel and Iron
Rotary Clock	Unknown	2000's	
Chief Oshkosh Mural	Unknown	2000's	Paint
Tribal Heritage Trail Bridge	Unknown	2000's	
Christmas Box Angel	Unknown		
Sundial Pedestal	Milt Gardener	2000's	

PLAN INFORMATION

TITLE:	City of Oshkosh Public Art and Beautification Strategic Plan
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