

ADDENDUM TO THE MIDDLETON

PUBLIC ART MASTER PLAN



ARTS COMMITTEE

Edited April 2021



Invisible Work - In Visible Earth rendering, by Dane Arts Mural Arts, lead artists Rhea Ewing and Jenie Gao

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THE CITY HAS HAD A PUBLIC ART COMMITTEE SINCE 2005. The Public Art Committee recommends plans and policies to further the City’s commitment to the promotion, creation, and maintenance of public art. In 2009, the City approved a Master Plan for Public Art & Design. The Master Plan identified a 20-year vision for public art and design. The Plan identified several sites for public art, as well as a timeline, and a budget mechanism for implementing projects. While the Committee has made significant progress on many fronts, a lack of funding has been the biggest barrier to implementing projects. The Public Art Committee has developed this addendum in order to establish realistic quick action goals for the City to pursue.



Middleton Crossroads – Artist Emily James was selected through a community art contest in conjunction with Starbucks

GOAL 1

ENHANCE THE QUALITY OF LIFE FOR EVERY RESIDENT THROUGH PUBLIC ART

OBJECTIVES

- Support local artists to encourage further development of the arts in our community
- Support economic development goals through public art, expanding business opportunities and promoting tourism
- Attract visitors and leave them with a positive impression
- Enhance City’s standing as the best place in the U.S. to live, work, recreate and raise a family



Ribbon cutting for *Community Canvases* project at the Middleton Public Library

GOAL 2

COMPLEMENT AND ENRICH THE HISTORIC AND DIVERSE CHARACTER OF THE CITY

OBJECTIVES

- Complement the historic and diverse character of the City’s built and natural environments
- Highlight and use historic sites and local materials
- Enrich the City’s identity through public art that highlights the unique landscape and heritage
- Bring activities to public spaces through a mix of permanent and temporary artwork



WARNING: Signs pedestrian safety public art project by Middleton High School students

GOAL 3

PROVIDE LEARNING OPPORTUNITIES AND ADD VALUE TO THE COMMUNITY'S SCHOOLS

OBJECTIVES

- Facilitate artist in schools programs
- Create opportunities for youth to participate in public art
- Create prominent spaces for rotating display of youth art works—near schools or parks



Middleton youth work with Dane Arts Mural Arts (DAMA) artists to design storm drain murals through the *Ripple Effects* project

GOAL 4

ENGAGE PUBLIC AND PROVIDE OPPORTUNITIES FOR INVOLVEMENT

OBJECTIVES

- Increase citizen involvement in building community identity and encouraging local pride
- Engage people of all ages to help select sites and artists
- Attract artists to work, exhibit, and teach in Middleton



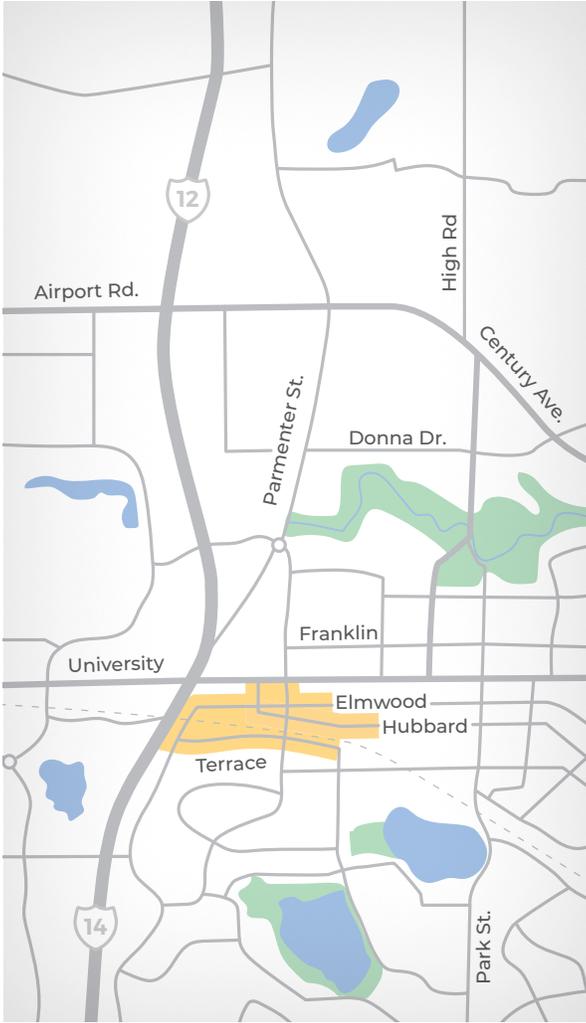
Pheasant Branch Impressions – stained glass installation by Josephine A. Geiger

GOAL 5

EMPOWER THE PUBLIC ART AND DESIGN PROGRAM THROUGH ORDINANCE

OBJECTIVES

- Appropriate resources for commissioning public art through a dedicated revenue source
- Preserve and maintain works of art owned by the public
- Establish policy and processes for maintenance, public input, site selection, art/artists selection and funding



DOWNTOWN

OPPORTUNITIES FOR PUBLIC ART

ARTIST STREETSCAPING

To enhance the downtown pedestrian environment and aesthetics, planters, benches, lamp posts, sidewalk and crossings will be designed, fabricated and installed. Some may include community engagement such as mosaic projects.

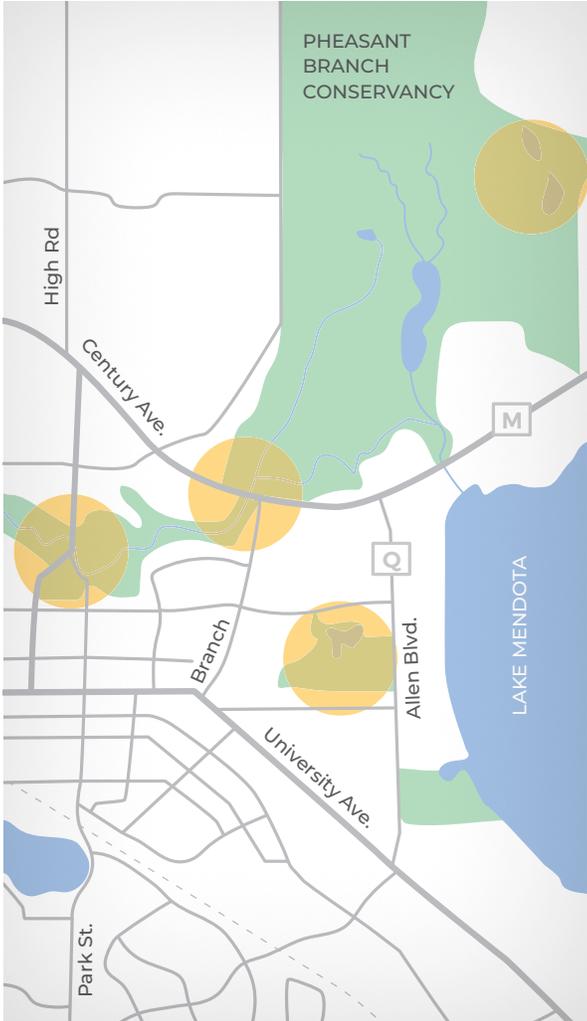
ICONIC DOWNTOWN PUBLIC ARTWORK

As the “base of the spine,” this site will be marked with an iconic work of art that serves as a reference point for residents and visitors alike. This should be the work of art that signifies Middleton.

ART EXPERIENCES

To enhance the business environment and visitor experience, Downtown Middleton will foster a creative, active environment where artists are performing, art work is available in the public realm and is always new and changing. Events and festivals seem ongoing. Downtown businesses, the Chamber, Visitors Bureau, Parks and Recreation and other City departments will work together to activate the public realm.

	COMPLETED	1 - 5 YEARS	5+ YEARS
ARTIST STREETSCAPING	<ul style="list-style-type: none"> Ripple Effects Haiku Street Signs 	<ul style="list-style-type: none"> Wrapping Utility Boxes 	<ul style="list-style-type: none"> Find the Cardinals Sidewalk Notes
ICONIC DOWNTOWN PUBLIC ARTWORK		<ul style="list-style-type: none"> Stone Horse Green Art in central crosswalks 	
ART EXPERIENCES	<ul style="list-style-type: none"> Art Walk Middleton Pro-Ject Middleton 	<ul style="list-style-type: none"> Rotating Art in Public Spaces 	<ul style="list-style-type: none"> Performance Art Poetry



PARKS, TRAILS & CONSERVANCY

OPPORTUNITIES FOR PUBLIC ART

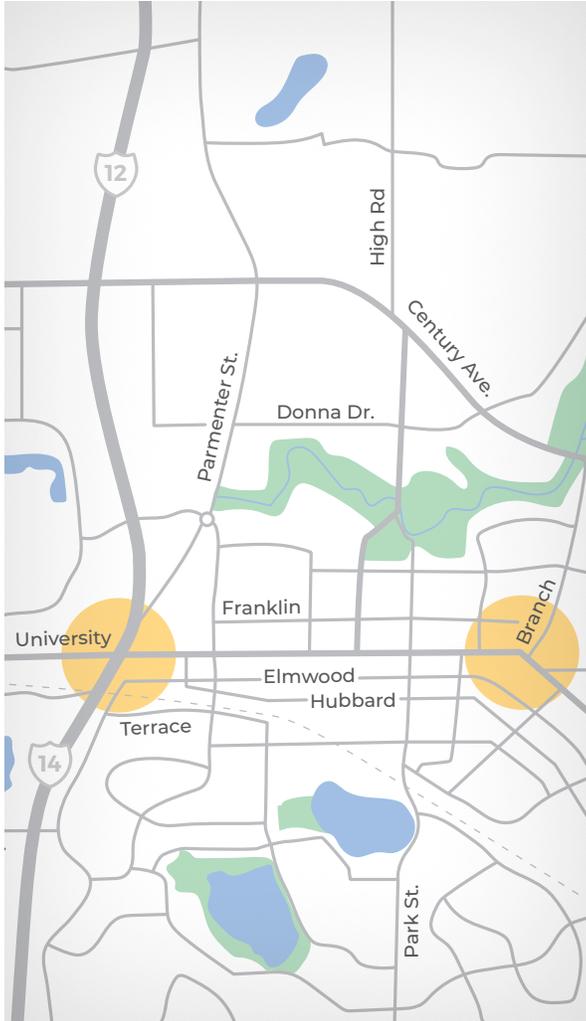
BIKE/WALKING TRAIL SYSTEM & PHEASANT BRANCH CONSERVANCY

A master plan for the Conservancy and Trails system will be developed by an landscape architect/artist team. Artists will design and create functional spaces and amenities such as bridges, picnic areas, underpasses, and seating and create a series of artworks for bikers and hikers to enjoy – an Outdoor Museum concept.

SPECIAL USE FACILITIES AND COMMUNITY PARKS

Entries into special use facilities, community parks, and community garden sites. At each of the three sites, artists will create artworks that engage both children and adults.

	COMPLETED	1 - 5 YEARS	5+ YEARS
BIKE/WALKING TRAIL SYSTEM & PHEASANT BRANCH CONSERVANCY		<ul style="list-style-type: none"> Century Avenue Trailhead Construction 	<ul style="list-style-type: none"> Glowing Paths (similar to GLEAM) Complete the Picture
SPECIAL USE FACILITIES AND COMMUNITY PARKS			<ul style="list-style-type: none"> Middleton Sign Community Gardens Lakeview Park



ENTRANCES & GATEWAY FEATURES

OPPORTUNITIES FOR PUBLIC ART

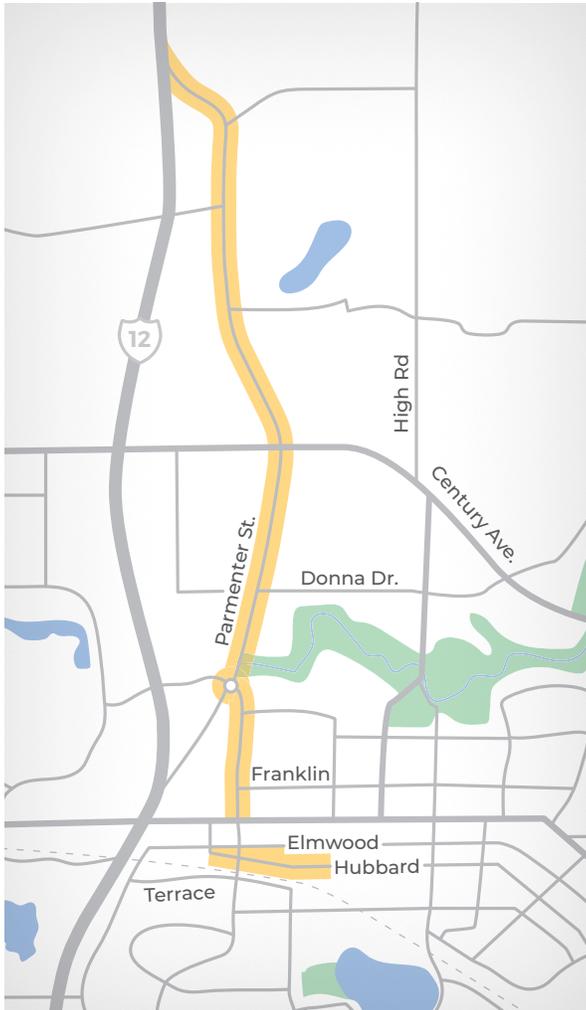
UNIVERSITY AVENUE/HIGHWAY 14 EAST-WEST ENTRANCES

Icon sculpture to mark entrances to/of Middleton. Sculptures should demonstrate the creative and welcoming spirit of The Good Neighbor City.

UNIVERSITY & BRANCH STREET

University and Branch is in the heart of the city and provides a unique opportunity for a gateway feature due to the amount of public land.

	COMPLETED	1 - 5 YEARS	5+ YEARS
UNIVERSITY AVENUE/ HWY14 ENTRANCES			<ul style="list-style-type: none"> Land Acquisition?
UNIVERSITY & BRANCH STREET			
OTHER	<ul style="list-style-type: none"> DAMA Mural at the MOC 		<ul style="list-style-type: none"> Bus Shelters Airport Artist in Residence at the MOC



PARMENTER & NEW DEVELOPMENT

OPPORTUNITIES FOR PUBLIC ART

PARMENTER CORRIDOR

The Parmenter Corridor will be the “Avenue of Art” extending north from Downtown Middleton to the City limits. Works of art should be focused along this corridor.

COMMUNITY CAMPUS PLAN

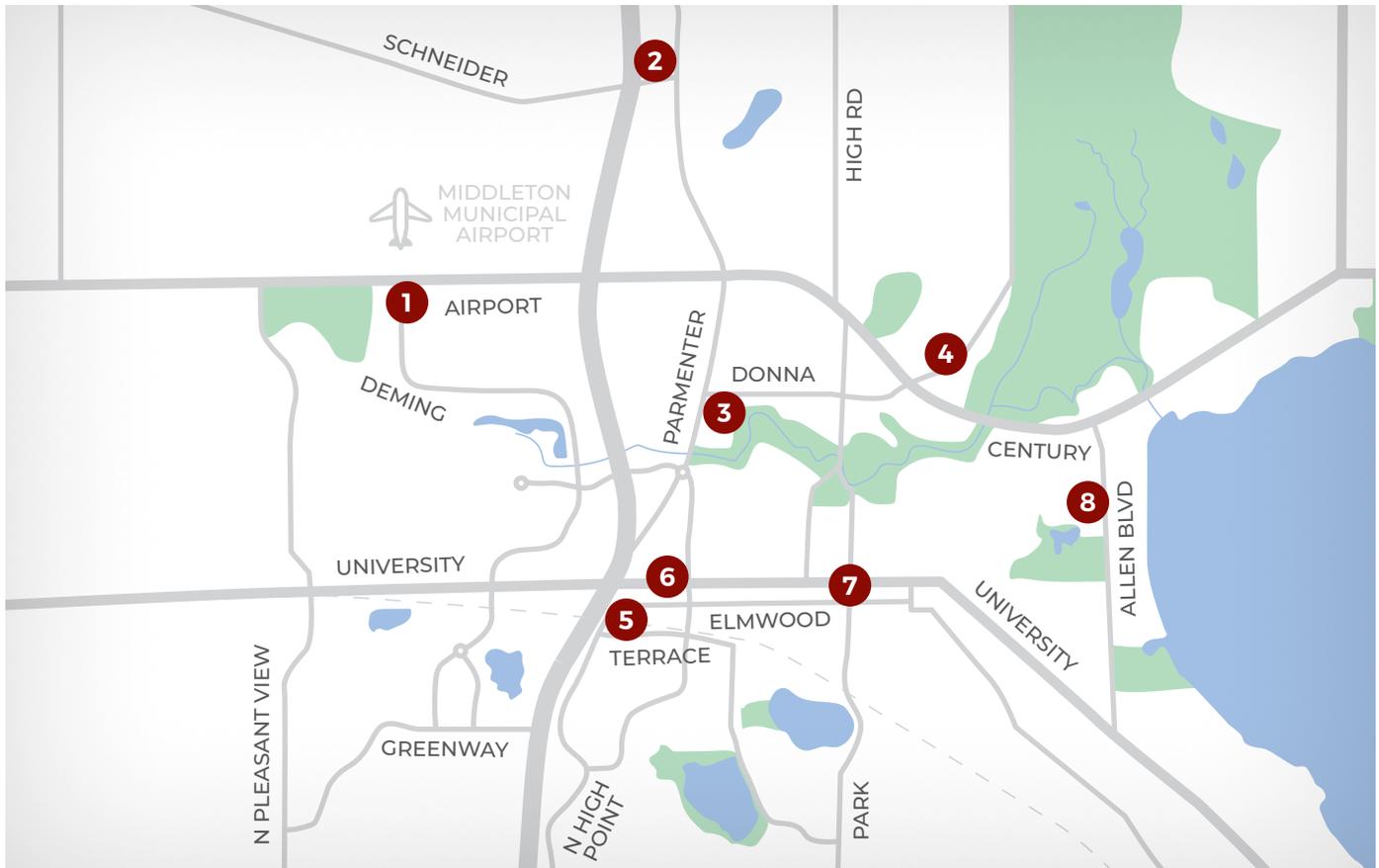
The City is undertaking a Community Campus Plan that will identify opportunities to modernize or replace the City’s current public facilities in Downtown Middleton where needed. The plan will enhance the streetscape along downtown streets and include opportunities for public art locations.

FUTURE RENOVATION/CONSTRUCTION OF PUBLIC FACILITIES

The meaning, actual and functionality of new facilities can be greatly enhanced by careful inclusion of artists in design and construction. All new and renovated public facilities will become gems for the community.

	COMPLETED	1 - 5+ YEARS
PARMENTER CORRIDOR	<ul style="list-style-type: none"> DAMA Mural at the MOC 	
COMMUNITY CAMPUS PLAN		<ul style="list-style-type: none"> Embed art in Community Campus Plan
FUTURE RENOVATION OF PUBLIC FACILITIES	<ul style="list-style-type: none"> Police and Municipal Court Facility 	
OTHER		<ul style="list-style-type: none"> Percent for Arts Program Developer Engagement

EXISTING COLLECTION



1 SELF-MADE MAN

Artist: Bobbie Carlyle
Cast Bronze (Donated in 2010)
 Location: Airport Road at Deming Way

2 MOC MURAL

Artists: Dane Arts Mural Arts (DAMA, Inc)
Exterior Paint on Polytab (2019)
 Location: Parmenter Street at Schneider Road

3 PHEASANT BRANCH IMPRESSIONS

Artist: Josephine A. Geiger
Stained Glass, Lead (2009)
 Location: Police Station on Donna Drive

4 RIPPLE EFFECTS

Artist: Dane Arts Mural Arts (DAMA)
Storm Drain Mural in paint (2019)
 Location: Corners of Parmenter and Hubbard; Parmenter and Franklin; Frank Lloyd Wright and Pheasant Branch

5 QUADRANTS

Artist: Randy Olson
Steel, Painted Aluminum (2016)
 Location: Middleton Station Apts on Terrace Ave

6 'LOVE YOUR NEIGHBOR' MURAL

Artist: OhYa Studio
Painted Siding (2020)
 Location: Roman Candle on University Ave

7 WARNING SIGNS

Artist: Middleton High School Students
Steel (2012)
 Location: Intersections of University and Parmenter, Bristol and Park Streets

8 MIDDLETON CROSSROADS

Artist: Emily James
Printed Vinyl (2017)
 Location: Starbucks on Allen Blvd

MAINTENANCE & PROCESSES

MAINTENANCE

The City is responsible for the maintenance and upkeep of public artwork on public property. Each work requires routine maintenance such as cleaning, 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 drawn up as part of the commissioning or acquisition process.

PROCESSES

Amend the public art ordinance to include: Expanded responsibilities and authority of committee; Ongoing funding mechanism; Policies for maintenance; provisions for public input; A site-specific process for public art/design projects; Process for sites and artist selection.



Middleton Station Developer, Chris Laurent, stands with Artist Randy Olson at the *Quadrants* sculpture on Terrace Avenue

	COMPLETED	FUTURE
1 SELF-MADE MAN	<ul style="list-style-type: none"> Hole repair 	
2 MOC MURAL		<ul style="list-style-type: none"> Re-coat Vinyl
3 PHEASANT BRANCH IMPRESSIONS	<ul style="list-style-type: none"> Glass cleaning 	<ul style="list-style-type: none"> Glass cleaning
4 RIPPLE EFFECTS	<ul style="list-style-type: none"> Paint touch ups 	<ul style="list-style-type: none"> Paint touch-ups
5 QUADRANTS	<ul style="list-style-type: none"> Rust Removal 	<ul style="list-style-type: none"> Check for rust/damage
6 LOVE YOUR NEIGHBOR MURAL		<ul style="list-style-type: none"> Paint touch-ups
7 WARNING SIGNS		
8 MIDDLETON CROSSROADS		<ul style="list-style-type: none"> Check for fading



Self-Made Man – Cast Bronze sculpture by Bobbie Carlyle located at the intersection of Deming Way and Airport Road

OVERCOMING OBSTACLES

Despite having an art master plan since 2009, very little progress has been made toward the vision that was approved in the original plan. This section is dedicated to overcoming obstacles that have prevented the arts committee from achieving the vision presented in the plan.

	POTENTIAL TACTICS	1 - 5 YEARS	5+ YEARS
PRIVATE FUNDRAISING	<ul style="list-style-type: none"> • Budget Allocation • Hand-outs 	<ul style="list-style-type: none"> • Apply for Grants • Percent for Arts Program 	<ul style="list-style-type: none"> • New Arts Committee Members
CITY	<ul style="list-style-type: none"> • Mayor • City Council 	<ul style="list-style-type: none"> • Council Updates • Approve a TIF ordinance for developers 	
GENERAL PUBLIC	<ul style="list-style-type: none"> • Public Art Archive • Newsletter on Utility Bill 	<ul style="list-style-type: none"> • Marketing working group • Plaques 	<ul style="list-style-type: none"> • Educate community about the value of public art
MAINTAINING THE COLLECTION	<ul style="list-style-type: none"> • Establish practices for documenting collection • Funding for preservation 	<ul style="list-style-type: none"> • Maintenance working group • Budget forecast • Maintenance accounting 	