

CITY OF PESHTIGO

Telephone 715-582-3041

331 French Street - Suite A - Peshtigo, WI 54157

Office of the Mayor



City of Peshtigo

Streets & Drainage Committee

Memo: Storm Drain Art Program Rollout

To: Streets & Drainage Committee

From: Mayor Katie Berman

Date: Tuesday, December 30, 2025

Re: Approval and Implementation Plan – Storm Drain Art Program

1. Purpose

The City of Peshtigo has been awarded a \$2,440 Grant from the M&M Community Foundation to implement a Storm Drain Art Program in the downtown area. The program will engage local students and artists to install educational artwork adjacent to selected storm drains, highlighting the connection between storm water runoff and local waterways.

The intent is to promote public awareness, environmental stewardship, and youth engagement using a non-invasive, low-cost, temporary approach that does not alter storm drain infrastructure.

2. Program Overview

- Artwork will be painted on pavement surrounding storm drains, not on or inside the drains
- Messaging will emphasize storm water education (e.g., “Only Rain Down the Drain”)
- Initial phase will include approximately 5-10 downtown storm drains
- All locations and materials will be reviewed and approved by Streets & Drainage prior to installation

3. Roles & Responsibilities

Mayor

- Program coordination and grant compliance
- Design review and committee updates

Streets & Drainage Committee / Staff

- Approve drain locations and materials
- Provide guidance on acceptable surface prep and coatings
- Ensure compatibility with routine street maintenance

Students & Local Artists

- Create artwork based on approved guidelines
- Participate in supervised installation days

4. Design & Content Guidelines

To ensure clarity, safety, and consistency:

Required

- Clear storm water or waterway protection message
- Nature-based or local imagery

Not Allowed

- Political, commercial, or controversial content
- Profanity or symbols
- Any obstruction of drain function or markings

All designs will be reviewed and approved prior to installation.

5. Materials & Budget

Grant funds will be used for:

- Environmentally safe, outdoor, non-slip paint
- Brushes, rollers, stencils, and cleanup supplies
- Optional artist mentor stipends

No City capital costs are anticipated beyond staff coordination time.

6. Installation Plan

- Installation will occur during dry weather (late spring / early summer)
- Work will be done during daylight hours with adult supervision
- No street closures are anticipated
- Safety cones or signage will be used if needed

7. Maintenance & Longevity

- Artwork is temporary (expected lifespan: 1–3 years)
- Normal street sweeping, plowing, and maintenance take priority
- The City has no obligation to restore or replace artwork if it fades or is removed during routine operations

8. Committee Action Requested

1. Approval of the Storm Drain Art Program concept
2. Approval of downtown storm drain locations (or delegation of location approval to staff)
3. Confirmation of acceptable materials and installation approach



CITY OF PESHTIGO

