



Madison Parks Division

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**MADISON
PARKS**

July 2, 2025

To: Board of Park Commissioners
From: Lisa Laschinger, Interim Parks Superintendent
Re: Review of Policy for Private Art and Expressive Displays in Parks

The Policy for Private Art and Expressive Displays in Parks was approved by the Board of Park Commissioners on July 10, 2024 (Leg. File [84319](#)) and established a process for the temporary installation of private art and expressive displays in parks. As part of the policy, the Board of Park Commissioners is to review this policy and its implementation one (1) year after its adoption and may recommend any needed changes.

The policy clarifies the difference between public and private art, noting that public art does not need to be permitted in the same way that private art and expressive displays do. For parties interested in installing private art or expressive displays in a Madison park, the policy outlines two procedures. The first option is to request a special permit for the placement of the art or expressive display in the park. The second procedure allows for private art or expressive displays to be displayed within the space controlled by a contract/agreement, if the private art or expressive display is part of another use, activity, or program that is the primary purpose of the contract. In other words, a contract should not be drafted for the express purpose of installing a private art or expressive display in a park.

In 2024, there were four permits issued for private art or expressive displays in parks. These included the Memorial Mile, Geological Timeline, Overdose Awareness Signs, and Wreaths Across America. All of these were returning displays. In 2025, three permits have been issued: the Milky Way Installation, Memorial Mile, and the Wear Orange Day Silhouette Art Display. Since the adoption of the policy, no requests for a permit have been denied. The Parks Division has not been made aware of objections or concerns with the permitted activities. Overall, having a clear procedure for placing art or displays in parks has allowed for staff to provide better customer service to the public and have a consistent method for allowing temporary art and displays in parks. Based on the experience of Parks staff implementing the policy, staff does not recommend changes at this time.