

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: December 1, 2021

TITLE: 2860 E. Washington Avenue – Approval of an Exterior Building Mural in Urban Design District (UDD) No. 5. 12th Ald. Dist. (68157)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Kevin Firchow, Acting Secretary

ADOPTED:

POF:

DATED: December 1, 2021

ID NUMBER:

Members present were: Cliff Goodhart, Chair; Lois Braun-Oddo, Tom DeChant, Shane Bernau, Russell Knudson, Craig Weisensel, Christian Albouras, Christian Harper and Jessica Klehr.

SUMMARY:

At its meeting of December 1, 2021, the Urban Design Commission **GRANTED FINAL APPROVAL** of an exterior building mural located at 2860 E. Washington Avenue in UDD No. 5. Registered and speaking in support was Anne Neujahr Morrison. Registered in support and available to answer questions was Sarah Neujahr and Jacob Morrison.

Ald. Abbas, District 12 spoke in support of the mural, noting that the neighborhood and community have appreciated the vibrancy, colors, concept and local artist chosen to represent the Eken Park Neighborhood, which has a rich art history. ULI made a great effort to get the word out, this will be a great addition to the neighborhood. He fully supported this building project and supports the mural.

Morrison gave an overview of the selection process and outreach to the neighborhood, including showcasing the mural at the Eken Park Festival where they received overwhelming positive feedback. There is a high concentration of murals and artwork in this neighborhood, from utility boxes ad garage doors to mural alley across the street behind the Hawthorne Library. The mural area is located directly along E. Washington Avenue and reflects the diversity of the neighborhood with color, connection to the natural areas and Starkweather Creek. Three artists were approached, with the team selecting Bill Rebholz because of his extensive mural experience and his connection to Madison, specifically the Eken Park Neighborhood. Rebholz has done murals for private developers as well as national companies. The design is thought of a quilt with a nod to young families, Starkweather Creek, and conveying a caring, nurturing feeling and a general feeling of optimism. The brick will be cleaned and primed, and high end paint products will be used that would require minimal touch-ups in 15 or so years. Morrison further noted that Karin Wolf, the City’s Arts Administrator has commented that this will be an excellent addition to the City’s overall arts landscape. They hope to do the installation in April/May of 2022.

The Commission discussed the following:

- Thank you for the wonderful presentation. I very much hope we can approve this, it's a very welcoming piece of artwork approaching our city on this important corridor. Appreciate a lot of the themes coming through in this piece. It appears there's a depth to the brickwork that interrupts the art in the middle.
 - There are two vertical columns one brick deep required by Zoning.
- Is the art going to be applied to the sides of that?
 - It is not on the vertical gray columns, simply on the back canvas area.
- Appreciate the detail on materials.
- It's about time we have some bigger versions of murals. This has a playful, jazzy rhythm to it. It will be used as wayfinding. Can't wait to see it finished.

ACTION:

On a motion by Braun-Oddo, seconded by Knudson, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (9-0).