



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>June 24, 2015</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: _____	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 3802 REGENT ST 53705
Project Title (if any): HOYT MURAL

2. This is an application for (Check all that apply to this UDC application):
 New Development Alteration to an Existing or Previously-Approved Development

- A. Project Type:**
- Project in an Urban Design District* (public hearing-\$300 fee)
 - Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
 - Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
 - Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
 - Planned Multi-Use Site or Planned Residential Complex

- B. Signage:**
- Comprehensive Design Review* (public hearing-\$300 fee)
 - Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)
 - Street Graphics Variance* (public hearing-\$300 fee)

C. Other:
 Please specify: MURAL ON MMSD BUILDING (HOYT SCHOOL)

3. Applicant, Agent & Property Owner Information:

Applicant Name: MADISON METROPOLITAN SCHOOL DISTRICT Company: LUCY CHAFFIN / MIKE HERTING / RICK ROPKE
Street Address: 545 W DAYTON ST City/State: MADISON, WI Zip: 53703
Telephone: (608) 663-1879 Fax: () Email: _____

Project Contact Person: SHARON KILFOY Company: DANE ARTS MURAL ARTS
Street Address: 1020 WILLIAMSON ST City/State: MADISON, WI Zip: 53703
Telephone: (608) 658-3736 Fax: () Email: sharon@willyart.net

Project Owner (if not applicant) : _____
Street Address: _____ City/State: _____ Zip: _____
Telephone: () Fax: () Email: _____

4. Applicant Declarations:
A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN on _____ (name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: Sharon Kilfoy Relationship to Property: PROJECT MANAGER
Authorized Signature: SHARON KILFOY Date: JUNE 2015

CITY OF MADISON
JUN 24 2015
11:45 a.m.
Planning & Community
& Economic Development

Hoyt Mural Description

The Hoyt Mural Project is under the direction of Dane Arts Mural Arts director Sharon Kilfoy – also director of the Williamson Street Art Center. Sharon has painted 40+ community murals in Madison, Dane County, elsewhere in the state and in a variety of communities in Mexico. Sharon has worked with SAIL youth (Student Achievement through Individualized Learning) West High’s alternative program for 4+ years. DAMA lead artists Alicia Rheal & Emida Roller have worked with SAIL students this past semester on the Hoyt mural, interviewing the Hoyt “community” – other occupants of the building – developing a design with students based on the community feedback, and leading the students in the execution of the mural. The mural is being painted on polytab fabric – current best practice in the country – and will be mounted on removable panels which will be attached to the front of the Hoyt building. The mural will prove to be a monumental work of art – guaranteed to become a Madison icon.

E-Mail from Alderperson Shiva Bidar-Sielaff indicating support for the Hoyt Mural

Ok, thanks Shiva. Matt Tucker

-----Original Message-----

From: Bidar-Sielaff, Shiva
Sent: Friday, May 01, 2015 12:39 PM
To: Tucker, Matthew
Cc: 'sharon@willyart.net'
Subject: Hoyt school mural

Hi Matt,

I support the approval of CU application for the mural. Thanks, Sharon will be submitting the application.

Shiva

And from Zoning Administrator Matt Tucker 5/6/2015 – regarding the sign ordinance -

“The current request is for a painting on the MSCR building. MSCR is a department of the school district which is a governmental entity, so we know that the building houses a non-profit. But the question is whether the illustration contains a commercial message. There are no commercial messages included in the sample that Sharon showed Al and me when we met a few weeks ago. Images of people doing recreational activities on the MSCR building (a governmental office) are not commercial, so that satisfies the non-commercial part of the mural definition. “

Thank you for your support.

Sharon Kilfoy

sharon@willyart.net 608-658-3736 <http://daneartsmuralarts.org>



BUILDING SERVICES

4711 Pfau Rd • Madison, Wisconsin 53718-6765 ■ 608 204 7900 ▼ <https://businessweb.madison.k12.wi.us>

Jennifer Cheatham, Ed.D., Superintendent of Schools

June 23, 2015

City of Madison
Department of Planning & Development
215 Martin Luther King Jr. Blvd. – Rm. LL100
Madison, WI 53705

Re: Hoyt Building , 3802 Regent Street – Proposed Outdoor Mural

To Whom it May Concern:

The purpose of this letter is to grant permission from the Madison Metropolitan School District for installation of a mural on the exterior facade of the Hoyt Building. The location approved for the proposed mural is under the canopy along the south elevation. The mural will be 8 feet at its tallest – and 20 feet long. The theme of the mural is the many activities that happen in the building.

If questions should arise, feel free to contact me at 608 204 7912 or rhopke@madison.k12.wi.us

Sincerely,

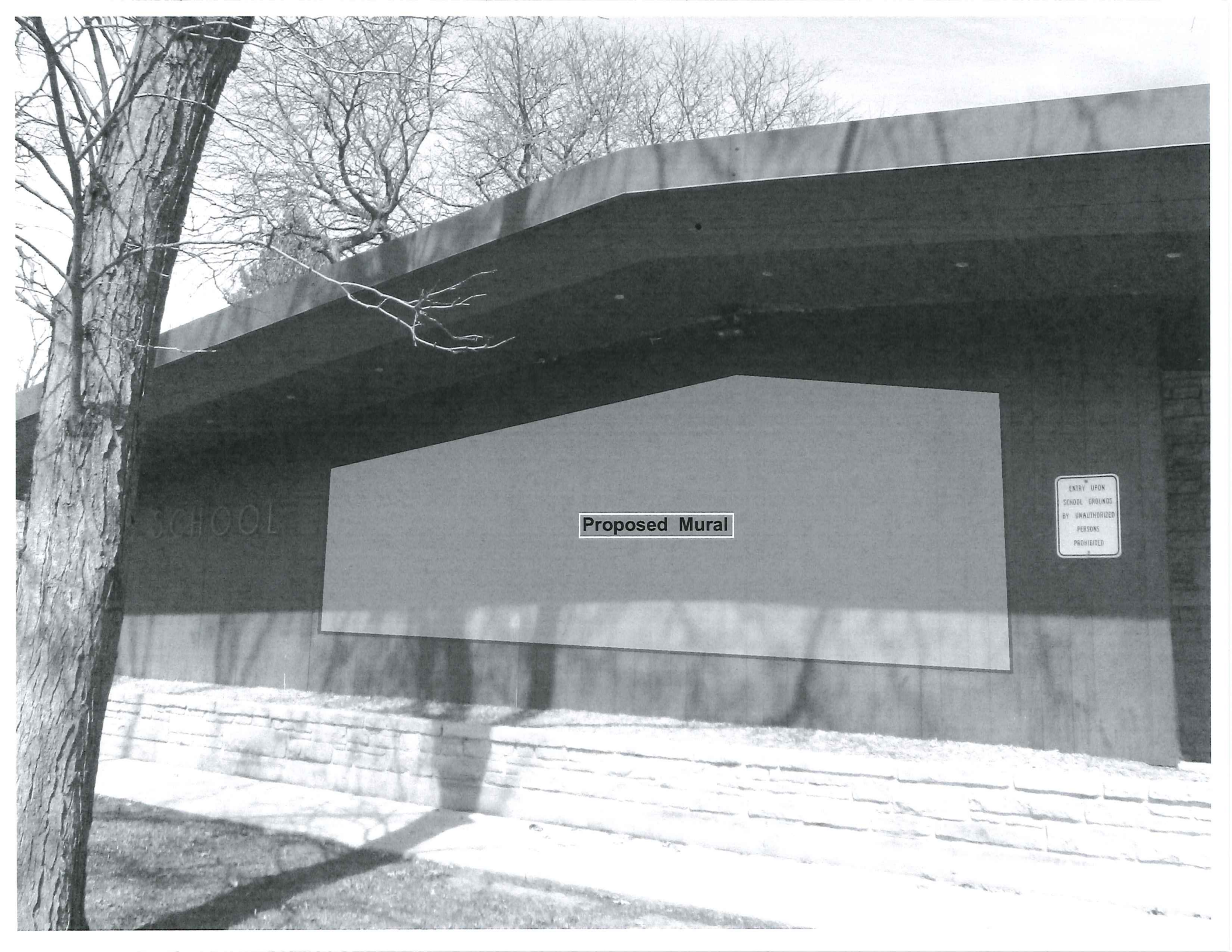
Rick Hopke
Assistant Director – Building Services

CC: Lucy Chaffin, Executive Director, Madison School & Community Recreation (MSCR)
Sharon Kilfoy, Director, Dane Arts Mural Arts Program

SCHOOL

Proposed Mural

ENTRY UPON
SCHOOL GROUNDS
BY UNAUTHORIZED
PERSONS
PROHIBITED





DAMA is a program of Dane County Cultural Affairs (Dane Arts). Dane Arts is under the leadership of Mark Fraire, whose 25 years in the arts, education, and community programming has made him the voice of bringing art to the people.



The DAMA program is directed by Sharon Kilfoy, well-known Madison muralist and founder of the Williamson Street Art Center, whose 40+ murals can be found throughout the state and even in Mexico. Sharon is also known for her 27 years of service to the community at Center for Families, where she was the manager of the child care program at the Respite Center, Dane County's 24/7 crisis center for children. There, Sharon trained a staff and managed and developed a program that cares for children age 0-14 when their parents are in a crisis or stressful situation.

Sharon brings both her background as a muralist and her program management and development experience to DAMA. Her goal is to positively affect the lives of as many Dane County youth as possible. Currently, DAMA is:

- Establishing connections with and learning from the best mural programs in the country.
- Developing a curriculum for training artists, youth, and volunteers.



We need your support. We seek to develop and expand partnerships with:

- Schools, community centers, other groups and organizations that work with youth and want to use mural arts to positively impact youth.
- Government entities, private businesses, and anyone else who has a suitable wall or location for a well-executed, high-impact piece of public art.
- Those whose financial, in-kind, advisory, and moral support will enable DAMA to succeed in improving the quality of life in Dane County.

Sincerely,

Mark Fraire and Sharon Kilfoy

**You can contact Mark and/or Sharon at DaneArts,
210 Martin Luther King, Jr., Blvd., Room 421,
Madison, WI 53703 (608) 266-5915 or DaneArts@
countyofdane.com**



DAMA – Dane Arts Mural Arts

is a program that trains artists to create positive outcomes for both urban and rural communities, with an emphasis on working with youth, while beautifying neighborhoods and engaging communities.



Our program successfully:

- Trains artists to simultaneously produce large-scale murals while uniting communities and positively engaging youth.
- Trains youth in the areas of job-readiness skills, mural-making techniques, and portfolio development.
- Trains volunteers to work side-by-side with youth, beautifying neighborhoods while changing lives.