

April 30, 2012

Marquette Neighborhood Association
by its Art and Culture Committee
c/o Bill Scanlon
616 South Ingersoll Street
Madison, Wisconsin 53703

Amy Scanlon, Secretary
Madison Landmarks Commission
Madison Municipal Building, Suite LL-100
215 Martin Luther King Jr. Boulevard
Madison, Wisconsin 53703

RE: Application of the Marquette Neighborhood Association to Have a
Mural Painted on the West Wall of the Williamson Street Cooperative
Building at 1221 Williamson Street

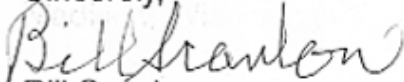
Dear Ms. Scanlon:

Enclosed please find 12 paper copies of the above-referenced application for the
Commission to consider at its May 14, 2012 meeting.

A copy of the application in pdf format is being emailed to you today.

Questions about the application can be directed to Sharon Kilfoy at
sharon@willyart.net or 658-3736 or me at wscanlon@tds.net or 257-0102.

Sincerely,



Bill Scanlon
for the Arts and Culture Committee
Marquette Neighborhood Association

Enclosures

c with enclosure: Sharon Kilfoy
Scott Thornton (President, Marquette Neighborhood Association)



City of Madison Planning Division
215 Martin Luther King Jr. Blvd. | Room LL.100 | P.O. Box 2985 | Madison, WI 53701-2985

Madison Landmarks Commission APPLICATION

1. LOCATION

Project Address: 1221 WILLIAMSON ST Aldermanic District: OTA

2. PROJECT

Date Submitted: April 30, 2012

Project Title / Description: OUTDOOR MURAL BY PANMELA CASTRO

This is an application for: (check all that apply)

- Alteration / Addition to a Designated Madison Landmark
- Alteration / Addition to a building adjacent to a Designated Madison Landmark
- Alteration / Addition to a building in a Local Historic District (specify):
 - Mansion Hill
 - Third Lake Ridge
 - First Settlement
 - University Heights
 - Marquette Bungalows
- New Construction in a Local Historic District (specify):
 - Mansion Hill
 - Third Lake Ridge
 - First Settlement
 - University Heights
 - Marquette Bungalows
- Demolition
- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral
- Other (specify): _____

3. APPLICANT

Applicant's Name: SHARON KILFOY Company: WILLIAMSON ST ART CENTER
 Address: 1020 WILLIAMSON ST City/State: MADISON, WI Zip: 53703
 Telephone: 608-3736 E-mail: sharon@willart.net

Property Owner (if not applicant): ANYA FIRST
 Address: 1221 WILLIAMSON ST City/State: MADISON, WI Zip: 53703

Property Owner's Signature: Anya First, WSCC GM Date: 4/30/12

GENERAL SUBMITTAL REQUIREMENTS

Twelve (12) collated paper copies and electronic (.pdf) files of the following: (Note the filing deadline is 4:30 PM on the filing day)

- Application
- Brief narrative description of the project
- Scaled plan set reduced to 11" x 17" or smaller pages. Please include:
 - Site plan showing all property lines and structures
 - Building elevations, plans and other drawings as needed to illustrate the project
 - Photos of existing house/building
 - Contextual information (such as photos) of surrounding properties
- Any other information that may be helpful in communicating the details of the project and how it complies with the Landmarks Ordinance, including the impacts on existing structures on the site or on nearby properties.

Questions? Please contact the
Historic Preservation Planner:
Amy Scanlon
Phone: 608.266.6552
Email: ascanlon@cityofmadison.com

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

4/18/2012

Dear Landmarks Commission Members,

I am writing to you on behalf of Marquette Neighborhood Association and our "culture committee." We are working to increase opportunities for Madisonians and others to experience art and local history when they visit the 6th district. We are working closely with the city of Madison's Arts Program coordinator, Karin Wolf. Recently, with Karin's help, we installed poems by Madison poet laureates in the sidewalk at 4 locations on Williamson St. We have the backing of the general MNA membership, many local businesses, and our alder, Marsha Rummel.

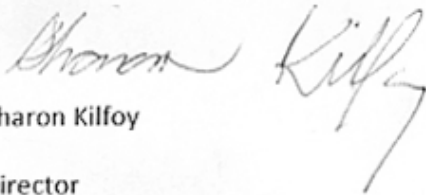
Currently, we are seeking your endorsement of a mural to be located on the south (west) side of the Willy St Coop at 1221 Williamson St. This mural would be painted by Panmela Castro, the young internationally acclaimed Brazilian artist who recently painted a mural on the side of Mother Fools Coffeehouse at 1101 Williamson St. The Mother Fools mural has already become a beloved east-side sensation, and many are saddened that as it is on a "rotating graffiti wall" it will be of only short duration. We are currently in negotiations with Vital Voices, the Washington, D.C. organization who initially brought Panmela to Madison, to bring her back, most likely in June.

We envision the Willy St Coop mural to feature representations of coop members, workers and growers – a multi-cultural mix of people of different ages, ethnicities and backgrounds. Depictions of food would also be incorporated and possibly buildings the coop has inhabited. The mural on the side of Mother Fools Coffeehouse is a portrait of a woman who has an apple covering one eye – so design elements which are most appropriate for the coop are ones on display in the mural Panmela has already painted for us. MNA plans to solicit other design ideas from coop shoppers.

The coop contacted us about facilitating a mural on the south (west) side of their building. It is a long wall that initially we thought could be divided into 3 or more rotating sections. Now, with the possibility of having a mural by an artist whose work has been so well-received here as elsewhere, we feel it is more appropriate to devote this space to a work by Panmela.

Thank you for your consideration of this proposal, and for your hard work on behalf of us all. If you have any questions or concerns, please do not hesitate to contact me.

Sincerely,



Sharon Kilfoy

Director

Williamson Street Art Center

sharon@willyart.net / 658-3736

FURTHER INFORMATION
as of April 30, 2012

(MARQUETTE NEIGHBORHOOD ASSOCIATION SPONSORED MURAL
ON WEST WALL OF WILLIAMSON STREET COOPERATIVE BUILDING
1221 WILLIAMSON STREET)

The mural will be painted by Panmela Castro, an internationally acclaimed muralist from Brazil. Ms. Castro is planning to take a week this coming summer from her extremely crowded international schedule to come to Madison to paint the mural.

Ms. Castro might be in Madison to do the mural as early as June. Consequently securing whatever clearance is needed from the Landmarks Commission is urgent.

The details of the mural are not yet known. The final decision on these details will necessarily be Ms. Castro's. The Marquette Neighborhood Association's Art Committee will gather input from residents of the Neighborhood and members and patrons of the Williamson Street Cooperative on what they would like to have in the mural and provide this input to Ms. Castro for her design of the mural. Sharon Kilfoy's letter accompanying this application also provides information pertaining to the general theme of the mural.

One example of Ms. Castro's many murals around the world is the one she painted last March on the east wall of Mother Fool's Coffeehouse at 1101 Williamson Street. A picture of this mural is part of this application.

Ms. Castro's mural will cover most, and possibly all, of the stucco portion of the west wall of the Cooperative's building. Context is provided by the pictures of that portion of the wall that accompany this application.

The stucco portion of the wall are now basically blank.

This porton is approximately 120 feet wide and 28.5 feet high.

The distance from the west wall to the fence to the west that abuts neighboring properties is approximately 47 feet.

As shown in the accompanying pictures, there are two abutting properties to the west of the west wall: (1) the apartment building at 1224/1226 Jenifer Street and Madison's Fire Station No. 3 at 1217 Williamson Street.

WEST WALL OF COOPERATIVE
AS SEEN FROM JENIFER STREET



WEST WALL AND PARKING LOT OF COOPERATIVE
LOOKING SOUTH ACROSS WILLIAMSON STREET



WEST WALL AND PARKING LOT OF COOPERATIVE
LOOKING NNORTH ACROSS JENIFER STREET



MURAL BY PANMELA CASTRO

on east wall ("permission wall") of
Mother Fool's Coffeehouse
1101 Williamson Street, Madison

as photographed March 13, 2012
just after the mural was completed

