



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>9-9-2016</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>10-5-16</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1802 REGENT ST
 Project Title (if any): RANDALL ELEMENTARY SCHOOL 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

AGENDA ITEM #	
LEGISTAR #	<u>11533</u>
ALD. DIST.	<u>5</u>

CITY OF MADISON
 SEP - 9 2016
 Planning & Community
 & Economic Development

B. Signage:

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

C. Other:

Please specify: MURAL IN A PUBLIC LOCATION

3. Applicant, Agent & Property Owner Information:

Applicant Name: RANDALL ELEMENTARY SCHOOL
 Street Address: 1802 REGENT ST
 Telephone: (608) 261-3000 Fax: ()

Company: JOHN WALLACE - PRINCIPAL
KATI WALSH - ART TEACHER
 City/State: MADISON, WI Zip: 53706
 Email: _____

Project Contact Person: SHARON KILFOM
 Street Address: 210 ML KING JR BLVD
 Telephone: (608) 261-6528 Fax: ()

Company: DANE ARTS MURAL ARTS
 City/State: MADISON, WI Zip: 53703
 Email: kw Walsh @ madison.k12.wi.us

Project Owner (if not applicant): MADISON PARKS DEPT
 Street Address: 210 ML KING JR BLVD
 Telephone: (608) 260-4711 Fax: ()

City/State: MADISON, WI Zip: 53703
 Email: eknepp@cityofmadison.com

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 AUGUST 19 2016
(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 _____ Relationship to Property _____
 Authorized Signature _____ Date _____

9/7/2016

Dear members of the Parks Commission, Urban Design Commission & Landmarks Commission,

It is with great excitement that we present to you applications on behalf of Randall Elementary School at 1802 Regent Street to paint a colorful lively mural on the retaining wall that serves as a bridge between the school and Olive Jones Park.

Having been originally contacted by principal John Wallace and art teacher Kati Walsh a number of years ago, it is rewarding to finally have this project come to fruition. Alderperson Shiva Bidar-Sielaff of District 5 was enthusiastic about the project when first informed of it back then – as she has been of other mural projects that we have conducted in her district.

The Randall mural will cover the entire retaining wall at the rear of the playground. It will be primed first. The mural will then be painted directly on the wall with exterior Hallman Lindsay paint. We have had great luck with this paint made locally in Sun Prairie. A mural painted on a retaining wall at Lakeview Elementary School 8 – 10 years ago is holding up well. We believe that it is safe to say that the mural at Randall should be good at least for 10 years if not longer.

All students in the school will participate in deciding the content of the mural. A theme of kindness or getting along has been chosen by the PTO and Randall staff members. Lead artist Emida Roller will visit each classroom and will solicit ideas and drawings from all students based on the theme. Each student will discuss what kindness and getting along means to them – and then will draw what that looks like.

In addition to then painting with all Randall Elementary School students, Emida Roller & Alicia Rheal - the two DAMA lead artists - will work with SAIL West alternative high school students in also helping to paint the mural. We have been successfully painting murals and creating art with SAIL West students for 5-6 years now – with completed murals inside West High and outside the Hoyt building. Also, an exhibit of self-portraits done by SAIL students under the guidance of DAMA lead artists will be exhibited at the Overture Center this year.

Parents and other community members will be encouraged to participate in public painting days and will also be invited to help students paint the mural. There will be a mural dedication once the project is completed to honor the work of the students and their contribution to the beautification of their school and their neighborhood.

You can find examples of our work at <http://daneartsmuralarts.org/#what-is-dama>

Thank you for your support of this project and other mural projects in Madison and Dane County.

Sincerely,

Sharon Kilfoy and the DAMA team



Olive
Jones Park