

**PLANNING DIVISION REPORT
DEPARTMENT OF PLANNING AND COMMUNITY
AND ECONOMIC DEVELOPMENT
Of August 13, 2008**

RE: LD. #11608, Conditional Use Application – 2 Waubesa Court

1. Requested Action: Approval of a conditional use for a wall mural at the Goodman Atwood Community Center at 2 Waubesa Court.
2. Applicable Regulations: Section 31.15, the Street Graphics Ordinance requires that wall murals obtain approval as a conditional use. Section 28.12 (11) provides the guidelines and regulations for the approval of conditional uses.
3. Report Prepared By: Timothy M. Parks, Planner

GENERAL INFORMATION

1. Applicant & Property Owner: Goodman Atwood Community Center; 2425 Atwood Avenue; Madison; Becky Steinhoff, director.
2. Development Schedule: The applicants wish to proceed with the mural project as soon as all necessary approvals have been granted.
3. Location: The overall community center property occupies approximately 2.5-acres on the east side of Waubesa Street, midway between Milwaukee Street and Atwood Avenue; Aldermanic District 6; Madison Metropolitan School District.
4. Existing Conditions: The community center facility occupies a converted former 36,000 square-foot manufacturing building and a new 11,500 square-foot gymnasium building. The site is zoned M1 (Limited Manufacturing District).
5. Surrounding Land Use and Zoning:
North: Union Pacific Railroad; Wirth Court Park, zoned R4 (General Residence District);
South: Isthmus Bike Path; Madison Kipp Corporation, zoned M1 (Limited Manufacturing District);
East: One and two-family homes located on S. Marquette Street, zoned R4; AT&T facility, zoned M1;
West: Warehousing, zoned M1; one and two-family residences, zoned R4, M1 and PUD-SIP.

6. Adopted Land Use Plan: The Comprehensive Plan identifies the subject site for medium-density residential redevelopment. The site is also located within the limits of the Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan (2000), though no specific land use recommendations are made for this site. The community center use is consistent with these recommendations.

STANDARDS FOR REVIEW

This application is subject to the conditional use standards of Section 28.12 (11)(g).

ANALYSIS, EVALUATION AND CONCLUSION

Goodman Atwood Community Center is requesting approval to allow murals to be painted on the north wall of their 11,500 square-foot gymnasium building. The recently constructed gymnasium is located along the northern property line of the site and east of the 36,000 square-foot historic former Kupfer Iron Works building located at 149 Waubesa Street, which together comprise the community center's new facilities. A courtyard located between the two buildings and north of the gym will be used as part of the Center's teen programming. The mural proposed will be a graffiti permission wall available for teen center patrons to paint on. The Center indicates that it will monitor the wall and approve the artists' concepts prior to commencement. The area of the building to be used faces north towards the Union Pacific railroad and Wirth Court Park further to the north. The mural area, however will not be visible from nearby Waubesa Street and should be sufficiently screened both by existing vegetation in the park to the north and by a new 8-foot tall wood fence to be erected along a portion of the Center's northern property line adjacent to the railroad.

Over two decades ago, the Street Graphics Ordinance was amended to provide review and approval of exterior wall murals by the Plan Commission under the conditional use process for the primary purpose of allowing input from neighborhood residents on a given proposal. The applicant indicates that one of the purposes of the permission wall is to allow users of the Center to express themselves artistically on the designated area of the building instead of on other portions of the site or in the surrounding neighborhood. The Planning Division supports the purpose of the permission wall and believes that the conditional use standards can be met for this request unless testimony is provided at the public hearing to the contrary.

RECOMMENDATION

The Planning Division recommends that the Plan Commission find that the conditional use standards are met and approve a wall mural on a building located at 2 Waubesa Court, subject to input at the public hearing and the comments from the Zoning Administrator.

Parks, Timothy

From: Rankin, Katherine
Sent: Monday, August 11, 2008 1:02 PM
To: Parks, Timothy
Subject: 2 Waubesa court

Hi, Tim -

I have issued a Certificate of Appropriateness for the mural on the new gymnasium. It will have no effect on the historic character of the landmark Steinle Turret Lathe Co./Kupfer Iron Works building.


Thanks,

Kitty Rankin
Preservation Planner

**CITY OF MADISON
INTERDEPARTMENTAL
CORRESPONDENCE**

Date: August 18th 2008

To: Plan Commission

From: Matt Tucker, Zoning Administrator 

Subject: 2 Waubesa Ct. (Atwood Community Center)

Present Zoning District: M-1

Proposed Use: 31.15(2) Graffiti Permission wall mural

Conditional Use: 31.15(2) Murals are a conditional use graphic

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project). **NONE**

GENERAL OR STANDARD REVIEW COMMENTS

1. The mural can be a picture illustration or abstract expression containing no commercial message applied directly to and made integral with a wall or window surface.
2. No street graphics permit will be required to apply the mural or change its copy/design.

ZONING CRITERIA

Bulk Requirements	Required	Proposed
Lot Area	6,000 sq. ft.	119,360 sq. ft.
Lot width	50'	Adequate
Bulk requirements	n/a	n/a

Other Critical Zoning Items	
Urban Design	No
Historic District	No
Landmark building	No
Adjacent to park	No

With the above conditions, the proposed project **does** comply with all of the above requirements.



Department of Planning & Community & Economic Development
 Planning/Neighborhood Preservation & Inspection/Economic & Community Development
 Mark A. Olinger, Director

Bradley J. Murphy
 Planning Division
 215 Martin Luther King, Jr. Boulevard
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635

REVIEW REQUEST FOR:

- PRELIMINARY PLAT
- FINAL PLAT
- LOT DIVISION/CSM
- CONDITIONAL USE
- DEMOLITION
- REZONING
- INCLUSIONARY ZONING
- OTHER

2 Waubesa Court
 Wall Mural at Goodman Atwood Community Center
 Becky Steinhoff - Goodman Community Center

PLANNING DIVISION CONTACT: Tim Parks

RETURN COMMENTS BY: 07 August 2008

PLEASE ALSO EMAIL OR FAX ANY COMMENTS TO THE APPLICANT:

Applicant E-mail: becky@atwoodcc.org Fax: 241-1518

Date Submitted: 22 July 2008 Plan Commission: 18 August 2008

Date Circulated: 23 July 2008 Common Council: _____

CIRCULATED TO:

- ZONING
- FIRE DEPARTMENT
- PARKS DIVISION
- TRAFFIC ENG.
- CITY ENG. - DAILEY
- CITY ENG. - PEDERSON
- WATER UTILITY
- CDBG - CONSTANS
- REAL ESTATE - EKOLA

- DISABILITY RIGHTS
- POLICE DEPT. - THURBER
- CITY ASSESSOR - M. RICHARDS
- MADISON METRO - SOBOTA
- MMSD BOARD, C/O SUPT.
- PUBLIC HEALTH - SCHLENKER
- NEIGHBORHOOD ORGANIZATION

- ALD. Rummel DIST. 6
- MADISON GAS & ELECTRIC
- ALLIANT ENERGY
- A T & T
- T D S
- MT. VERNON TELE

Review the above as per time schedule set in Chapter 16.23(5)(b)2; 16.23(5)(3)3; or Chapter 28, City of Madison Ordinance; OR your agency's comments cannot be considered prior to action.

One copy for your files; one copy for file of appropriate telephone company; PLEASE RETURN one copy with joint comments.

The above is located in your district. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.

The above is located within or near the limits of your neighborhood organization. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.

RETURN COMMENTS TO: PLANNING DIVISION, DEPT. OF PLANNING & COMMUNITY & ECONOMIC DEVELOPMENT, ROOM LL100 MMB, 215 MARTIN LUTHER KING JR. BLVD.

NO COMMENTS / YOUR COMMENTS:

I support a permission wall at The New GACC.

Mark R