

PLANNING UNIT REPORT
DEPARTMENT OF PLANNING AND DEVELOPMENT
August 1, 2005

RE: I.D. #01684, Conditional Use Application – 2322 Atwood Avenue

1. Requested Action: Approval of a conditional use for a wall mural at 2322 Atwood Avenue.
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 Drafted By: Timothy M. Parks, Planner

GENERAL INFORMATION

1. Applicant: Meghan Blake-Horst, Absolutely Art, LLC; 2322 Atwood Avenue; Madison, Wisconsin 53704.

Property Owner: Meyerly Enterprises, LLC; 202 S. Dickinson Street; Madison, Wisconsin 53704.
2. Development Schedule: The applicant wishes to commence as soon as all necessary approvals have been granted.
3. Location: An approximately 5,030 square foot parcel located at 2322 Atwood Avenue, between Jackson and Ohio Streets; Aldermanic District 6; Madison Metropolitan School District.
4. Existing Conditions: Two-story commercial building containing a first floor art gallery, zoned C2 (General Commercial District)
5. Surrounding Land Use and Zoning: The subject property is located amongst primarily commercial buildings spanning both sides of Atwood Avenue between Fair Oaks Avenue and Winnebago Street. The Capital City Bike Path and community gardens are located immediately behind the subject site to the north.
6. Adopted Land Use Plan: This area is generally identified as "Residential, Low-Medium Density – Mixed Unit District" and "Neighborhood Commercial" according to the 1988 Land Use Plan.
7. Environmental Corridor Status: The property is not located within a mapped environmental corridor.

8. Public Utilities & Services: The property is served by a full range of urban services.

STANDARDS FOR REVIEW

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

ANALYSIS, EVALUATION AND CONCLUSION

The applicant is the tenant of a two-story commercial building located at 2322 Atwood Avenue occupied by a first floor art gallery. The gallery operator is requesting approval to allow a wall mural to be painted on the rear, north wall of the building facing the rear yard of the gallery, which shares the rear yard space with an adjacent restaurant, Café Zoma. The mural will also face the Capital City Bike Path and adjacent community gardens located immediately north of the site. It is anticipated that the mural will change on a regular basis approximately every twelve months based on plans approved by the gallery. The Schenk-Atwood-Starkweather-Yahara Neighborhood Association has provided correspondence expressing enthusiastic support for the proposal.

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. Unless testimony is provided at the public hearing to the contrary, the Planning Unit believes that the conditional use standards can be met for this unique proposal.

RECOMMENDATION

The Planning Unit recommends that the Plan Commission find that the conditional use standards are met and approve a wall mural on a building located at 2322 Atwood Avenue, subject to input at the public hearing and comments from reviewing agencies.