

PLANNING UNIT REPORT
DEPARTMENT OF PLANNING AND DEVELOPMENT
April 4, 2005

RE: I.D. #00907, Conditional Use Application – 133 Talmadge Street

1. Requested Action: Approval of a conditional use for a wall mural at 133 Talmadge Street.
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 & Property Owner: Gretta Wing Miller; 133 Talmadge Street; Madison, Wisconsin 53704.

Contact Person: Ald. Judy Olson, District 6
2. Development Schedule: The applicant wishes to commence as soon as all necessary approvals have been granted.
3. Location: Approximately 4,800 square foot parcel located at 133 Talmadge Street, corner of LaFollette Avenue; Aldermanic District 6; Madison Metropolitan School District.
4. Existing Conditions: Single-family residence, zoned R4 (General Residence District)
5. Surrounding Land Use and Zoning: The subject property is largely surrounded by a mix of one, two and multi-family residential buildings in R4 zoning.
6. Adopted Land Use Plan: This area is identified as "Residential, Medium Density – Mixed Unit District" 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 property owner is requesting approval to allow murals to be painted on the walls of the one-car detached garage located in the rear yard of her residence at 133 Talmadge Street. The garage faces and has access from LaFollette Avenue, which forms the southern boundary of the 40-foot wide and 120-foot deep parcel. The owner has not specified which walls of the garage will be used, but pictures of past paintings on the garage suggest the long wall of the garage facing the residence will be used, as well as the wall and garage door facing LaFollette Avenue. The owner proposes to allow various neighborhood artists to paint the murals, and indicates in the letter of intent that she will be personally responsible for content. It is anticipated that the murals will change on a regular basis based on plans approved by the owner. In addition, the Schenk-Atwood -Starkweather-Yahara Neighborhood Association has expressed support for the proposal and is offering to serve as the mediating body on any grievances from neighbors about the content of the mural.

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 133 Talmadge Street, subject to input at the public hearing and comments from reviewing agencies.