

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # 4
Project # 7-47-10
Legistar # 19202

DATE SUBMITTED: <u>June 30, 2010</u>	Action Requested
UDC MEETING DATE: <u>July 21, 2010</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 849 East Washington Avenue

ALDERMANIC DISTRICT: 6

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
STEVE AGARD KIMBERLEY J. COONTS

CONTACT PERSON: KIM COONTS
Address: 165 Rodney Court
Madison, WI 53715
Phone: 608-438-8420
Fax: nil
E-mail address: kco968@yahoo.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee) ~~MINOR EXTERIOR REMODELING IN AN URBAN DESIGN DISTRICT~~
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft. ~~MINOR EXTERIOR REMODELING~~
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Kimberley Coonts for Kilroy OG (Original Graffiti)
165 Rodney Court
Madison, WI 53715
608-438-8420

Urban Design Commission Presentation July 21, 2010

As a representative of Kilroy OG (Original Graffiti), with permission of the Marquette Neighborhood Association and property owner Steve Agard, I seek Final Approval and Recommendation for a permanent Graffiti "Permission Wall" Mural at 849 East Washington.

What/Where:

Two surfaces have been made available by Mr. Agard which, with his approval of proposed artwork, both beckon to be covered in the bright colors and the unique shapes that only urban artists create. One full wall faces Paterson Street, the second, containing 2 garage doors, faces Main Street in an pocket of Madison which is largely uninhabited by residents and is currently even lacking many occupant businesses.

Why/How:

Our mission, which has only just begun to flourish through annual events featuring a large temporary "Permission Wall" and hopefully through your approval to utilize the proposed property, is to present graffiti to the Madison community in a positive light and to illustrate the value of urban art while simultaneously providing free and legal spaces for "Writers" to showcase their work. In this effort we will not only add color to an otherwise drab scene, we also hope this installation will show random "taggers" that legal spaces exist where they too can participate – safely and without cost to the city.

Further, the business occupants of the 849 East Washington largely are and employ artists and designers who also support this project. Moreover, pieces such as this can be found on Mother Fools and the Goodman Youth Center. Similar murals have been used as backdrop for student video projects, and as the topic of student documentaries.

Utilized as a "Permission Wall", the mural will change regularly, sometimes inspired by the season, other times inspired by politics, and frequently inspired by imagination alone. The space or spaces will be maintained by the artists themselves using their favorite brands and colors of spray paint and applied to the surface based upon collaboration of ideas and lovingly drawn drafts of the stories and ideas they wish to display.

Expected Result:

This area is populated with a ball park, used car lot, and nearly a dozen empty buildings, several of which are currently defaced with random, unattractive, illegal graffiti for which the city (and taxpayers) must pay to remove. Other property owners who have allowed similar "Permission Walls" have witnessed a reduction of random "tagging" within a several block radius of their properties. We expect a similar result.

MAIN street entry wall



37'

11'

6'

16'

7'

10'

8'

3'

MAC
COMMERCIAL
1015 E 27th
ST. LOUIS, MO

Waterson St. (across way)

37'


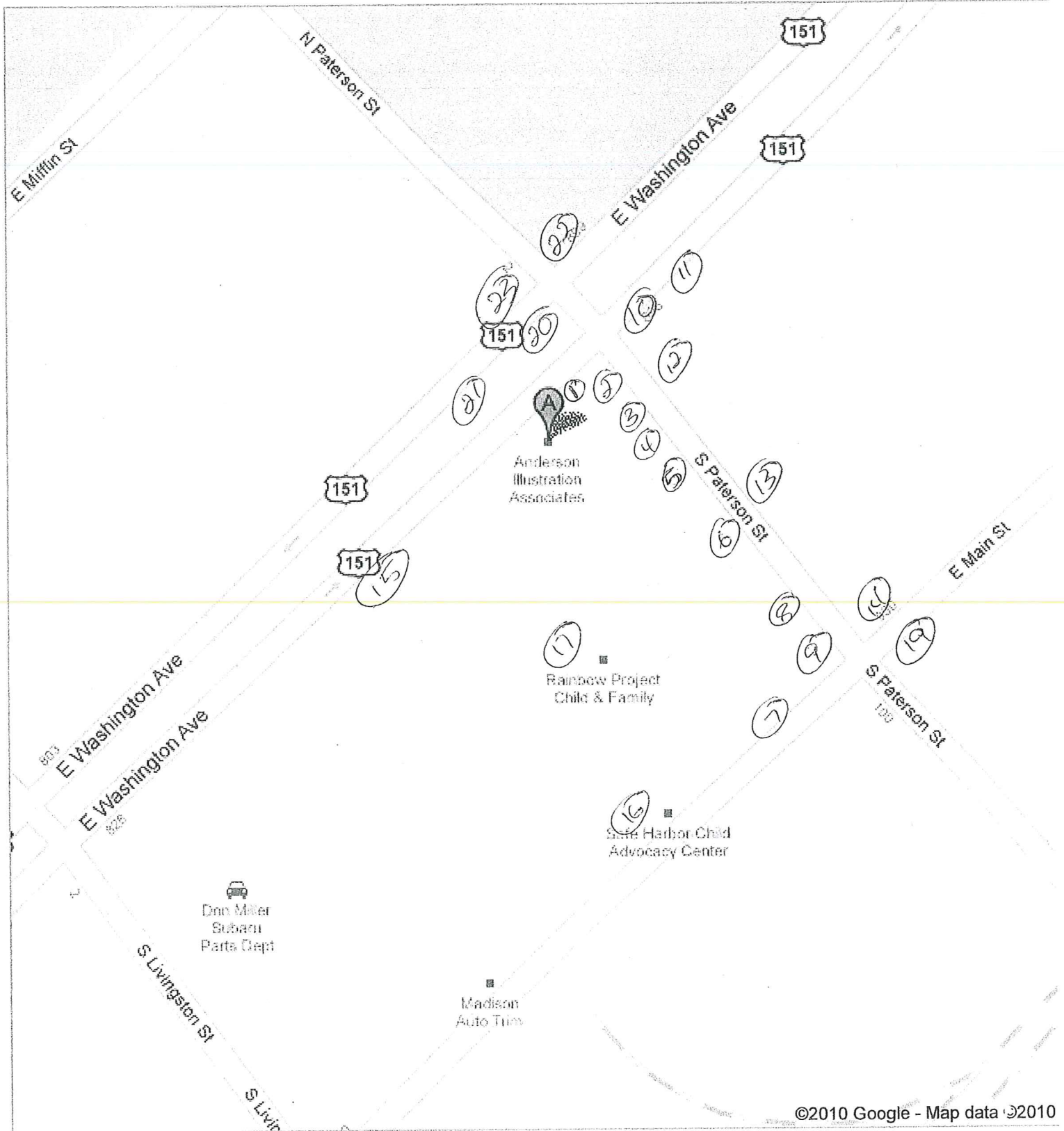
15'



Google maps

Address 849 E Washington Ave
Madison, WI 53703

Get Google Maps on your phone
Text the word "GMAPS"



01 - 849 East Washington (front)



04 - 849 East Washington (side/angle)



02 - 849 East Washington (side/front)



05 - 849 East Washington (side entrance/desired wall)



03 - 849 East Washington (side)



06 - 849 East Washington (side/back/angle)



07 - 849 East Washington (back)



10 - 901 East Washington (front)



08 - Paterson Street (facing north)



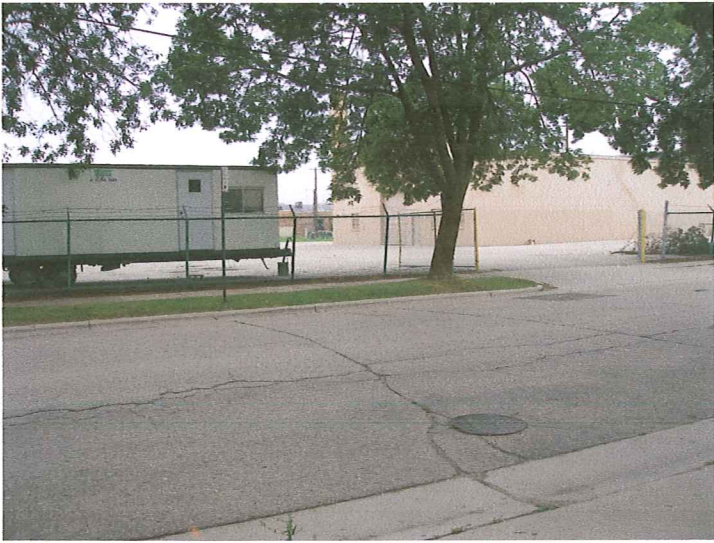
11 - 901 East Washington (front w/annex)



09 - Paterson Street (facing south)



12 - 901 East Washington (side)



13 - 901 East Washington (side/back)



16 - 831 East Washington (back)



14 - 901 East Washington (back)



17 - Mural 831 East Wash back (849 E Wash property)



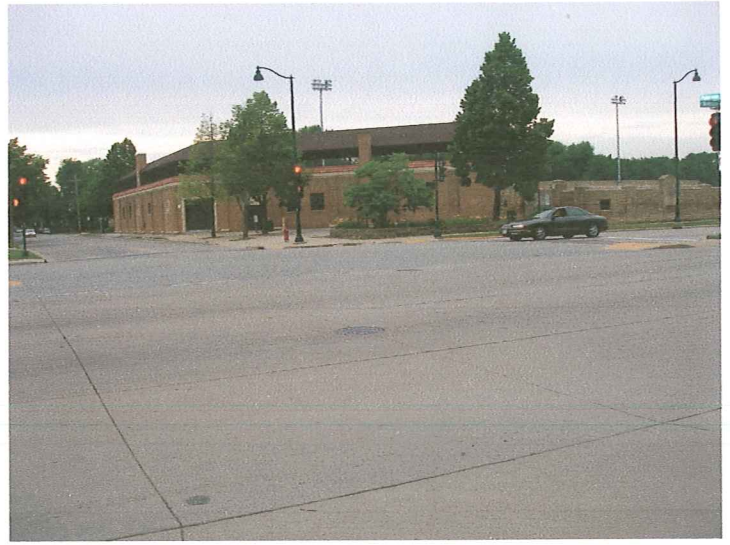
15 - 831 East Washington (front)



18 - Main Street (facing east)



19 - Main Street (facing west)



22 - NE Corner East Washington @ Paterson



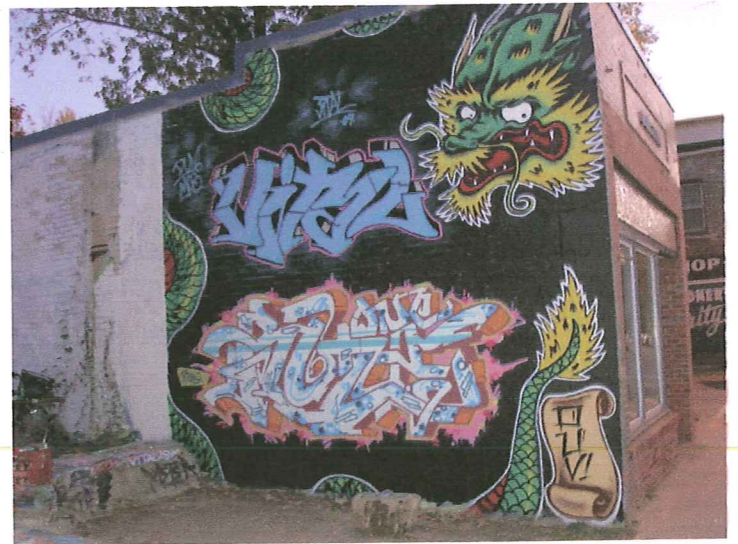
20 - East Washington (facing east)



23 - NW Corner East Washington @ Paterson



21 - East Washington (facing west)





Kimberley Coonts for Kilroy OG (Original Graffiti)
165 Rodney Court
Madison, WI 53715
608-438-8420

June 30, 2010

Via e-mail: UDCApplications@cityofmadison.com

Alan J. Martin, Secretary
215 Martin Luther King, Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

RE: Proposal –Permission Wall at 849 East Washington

Dear Mr. Martin:

This letter will serve as my request for Final Approval and/or Recommendation at the July 21, 2010 UDC Meeting to use portions of the building at 849 East Washington as a Graffiti Permission Wall under the cities mural guidelines.

The group I represent, Kilroy OG, has received permission from the property owner, Mr. Steve Agard, and the Marquette Neighborhood Association, to use space on his property as Permission Walls:

- 1) One wall faces Paterson Street and
- 2) Another wall with two garage doors faces Main Street

This request constitutes a Minor Exterior Remodeling in an Urban Design District. In that regard my application for Urban Design Commission Review and Approval along with a check in the amount of \$150.00 (remitter Vicki Schoate, #1879) are enclosed.

This request entails usage of the referenced property as mural space in the form of “Graffiti” or Urban Art murals similar to what has already been approved on at least 2 other buildings in the city of Madison. The murals will generally be painted with spray paint and shall change regularly. Content will be reviewed and approved by the property owner.

I will submit a full packet by or before 12:00 p.m. Wednesday July 14 for delivery to and review by Commission members, and will present at the July 21st, 2010 meeting to address any questions the Commission may have in hopes of gaining approval for this project.

Sincerely,


Kimberley Coonts
/kc

Enclosures

cc: Steve Agard

Kimberley Coonts for Kilroy OG (Original Graffiti)
165 Rodney Court
Madison, WI 53715
608-438-8420

May 20, 2010

Via e-mail: president@marquette-neighborhood.org

Scott B. Thornton
1104 Jenifer Street
Madison, WI 53703

RE: Proposal – Permanent Permission Wall at 849 East Washington

Dear Mr. Thornton,

This letter will serve as our proposal to use portions of the building at 849 East Washington as a Graffiti Permission Wall.

The group I represent, Kilroy OG, has received permission from the property owner, Mr. Steve Agard, by his signature on this proposal.

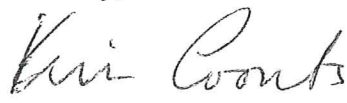
The terms of the agreement between Mr. Agard and Kilroy OG on a 6 month trial are as follows:

- o Kilroy OG is responsible for researching and abiding by all applicable laws
- o Mr. Agard reserves the right to approve all content
- o Specific boundaries have been provided for painting (see photos attached)
- o Building surface will be restored at the end of the agreement
- o Artists agree to keep the area clean during and after painting and to keep the area free for parking
- o Mr. Agard reserves the right to prescribe the hours during which painting may occur

All Kilroy team participants have agreed to these terms. Our basic plan is to paint only during daylight hours, usually on Saturdays unless other permission is granted. Similar to the Permission Walls at Mother Fools and Park Street Laundry, a team of about 4 artists conceives an idea, records each individual piece on paper, and agrees upon a date for painting. In most cases no more than 6 artists will be present on the property. To eliminate undue stress regarding random “tags” as a result of this Permission Wall, I have also learned from management/ownership at Mother Fools and Park Street Laundry that random tagging has been dramatically reduced in areas directly surrounding the properties since their properties have been used as Permission Walls.

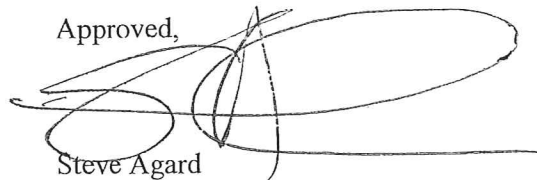
I will be present at the May 20, 2010 meeting to address any questions the group may have in hopes of gaining approval for this project.

Sincerely,



Kimberley Coonts

Approved,



Steve Agard

/kc



Board of Directors

Scott B. Thornton, President	Troy Pickl
Michael Jacob, Vice President	Maria Sadowski
Cheryl Diaby, Treasurer	Julie Spears
Bess Hambleton, Secretary	Jeffrey Voltz
Lindsey Lee	Anne Walker

May 25, 2010

Kimberly Coonts
Kilroy OG (Original Graffiti)
165 Rodney Court
Madison, WI 53715

Dear Kimberly -

Thank you for meeting with the Marquette Neighborhood Association (MNA) board last week regarding your proposal for a permission wall at 849 East Washington Avenue. The MNA board supports your proposal and is looking forward to the additional artwork in our neighborhood.

We appreciate your diligence in working with the property owner and the neighborhood association. Projects like this are what helps make our neighborhood a special and welcoming place.

Sincerely,

Scott B. Thornton, President
On behalf of the Board of Directors
Marquette Neighborhood Association

Cc: Ald. Marsha Rummel
Karin Wolf, City of Madison Arts Coordinator
Matthew Tucker, City of Madison Building Inspection
Steve Agard, 849 E Washington Ave
MNA Board

Facebook message from Sharon Kilfoy at about 5 PM 5/20/2010:

Sharon Kilfoy Hi Bill - I can't make the meeting. I'm leaving tomorrow for Mexico City. Please relay my support and willingness to advise. I was approached By Dr. Tim Turino yesterday who wants to sponsor a similiar wall on his Fordem St chiropractic clinic. This is an idea who's time has come!

608-244-7447

Kimberley Coonts
165 Rodney Court
Madison, WI 53715
608-438-8420

July 13, 2010

Mayor Dave Cieslewicz
Room 403, City-County Building
210 Martin Luther King Jr., Blvd
Madison, WI 53703

RE: Request for Appointment to Madison Arts Commission

Dear Mayor Dave,

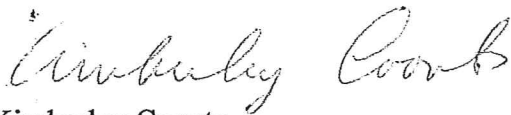
Recently I have found myself deeply involved in several processes to gain approval for a mural project in Madison. I have thoroughly enjoyed the process and wish to become more involved. I was talking with a neighbor and she suggested that I request an appointment to the Madison Arts Commission.

I have lived in Madison 8 years and am currently a member of the Monona Bay Neighborhood Association. In my free time I am very involved in the community art and music scene as a promoter of electronic music and urban art. As a mature woman I feel my experience in the arts, as both a hobby artist and an activist for city art projects, would agreeably serve the Madison Arts Commission and the City of Madison.

I realize there are no openings at the moment but would like to be seriously considered when a position does become available.

I would be honored to accept your appointment and eagerly await your thoughts.

Kind Regards,



Kimberley Coonts

/kc



Blink funding approved

Wednesday, June 16, 2010 11:19 AM

From: "Wolf, Karin" <KWolf@cityofmadison.com>

To: "'lafrank@wisc.edu'" <lafrank@wisc.edu>, "'duffco@tds.net'" <duffco@tds.net>, "'paleoelectronics@yahoo.com'" <paleoelectronics@yahoo.com>, "'kco968@yahoo.com'" <kco968@yahoo.com>, "Tyler Mackie" <tyler.mackie@gmail.com>

Hi Lisa, Michael, Chris, Loey, Tyler, & Kimberly,

Congratulations to all of you! Your Blink proposals were approved by the Madison Arts Commission contingent on you securing all the necessary City permissions.

Reporter Lindsay Christians will be contacting you about your project because she is writing a story about it. Please be careful not to get too far ahead of yourselves giving out details until they are locked-in with the City (location, times, etc). I think it is great that you are getting publicity about your artwork and that this teaser will out to get people excited about what is to come, but in the event that you have to modify your project I would hate to have promised Madison a full moon only to deliver them a sliver. You know what I mean?

I'll be in touch again soon.

Thanks,
Karin

June 1, 2010

Madison Arts Commission
City of Madison
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Suite LL-100
PO Box 2985
Madison, WI 53701-2985

RE: BLINK Award

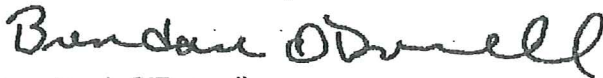
To Whom It May Concern:

Kimberley's dedication to the communities of Madison and education about the value of urban art has been apparent since the first Kilroy's Art in the Park event in 2008. The timing of the event combined with artistic content and respect for parkland and neighborhood lent a sense of renewal to the reputation of Brittingham Park. It also clearly illustrated Kim's desire to eliminate misconceptions about the culture of which "graffiti" is an element. Her work sends a message to both community and artists that in its purest form "graffiti" can and should be presented as art rather than vandalism.

Kim is clearly passionate for the art form and her event planning and communication skills translate well into her team's annual production.

I recommend approval of Kim's application for the BLINK award.

Sincerely,



Brendan J. O'Donnell
President, Monona Bay Neighborhood Assn.
137 South Brittingham Pl.
Madison, WI 53715-1442

(Home) 608 258 1788 (Work) 608 270 3268 (email) brendanjod@yahoo.com



Madison, Wisconsin
449 State Street Space D
Madison, WI 53703

Portland, Maine
540 Deering Avenue
Portland, ME 04103

Pittsburgh, Pennsylvania
5603 Hobart Street
Pittsburgh, PA 15217

Charleston, South Carolina
143 Calhoun Street
Charleston, SC 29403

Seattle, Washington
4350 8th Avenue NE
Seattle, WA 98105

San Diego, California
1911 San Diego Avenue
San Diego, CA 92110

Berkeley, California
2573 Shattuck Avenue
Berkeley, CA 94704

Brooklyn, New York
761 Metropolitan Avenue
Brooklyn, NY 11211

Cambridge, Massachusetts
580 Massachusetts Avenue
Cambridge, MA 02139

San Francisco, California
990 Columbus Avenue
San Francisco, CA 94133

Boston, Massachusetts
957 Commonwealth Avenue
Boston, MA 02215

Louisville, Kentucky
1860 Mellwood Avenue, Ste. 1081
Louisville, Kentucky 40206

Philadelphia, Pennsylvania
307 Market Street
Philadelphia, Pennsylvania 19106

Baltimore, Maryland
137 West North Avenue
Baltimore, Maryland 21201

6/2/2010

In support of Kilroy's Art in the Park:

I am excited about this year's Art in the Park. The event gives local artists a legal and very public venue for their graffiti work while exposing younger artists to new styles and techniques. The event also incorporates other elements of Hip Hop, including music and dancing, providing a fun day of entertainment for the community.

The mischievous allure of graffiti is undeniable. Parents and business owner's still believe that graffiti will get their kid locked up or cost them time and money to remove it from their property. When done illegally, this is true. However, events like Art in the Park give artists an outlet that is entirely positive and helps to educate the community about the creative aspects of Hip Hop.

The temporary aspects of graffiti and the high level of community involvement inherent is a festival like this, make Kilroy's Art in the Park an excellent candidate for a BLINK Grant.

Sincerely,
Graham Yeager

Manager
608-251-2977
mad@artistcraftsman.com
www.artistcraftsman.com

KIMBERLEY J. COONTS

165 Rodney Court
Madison, WI 53715
(608) 438-8420
kco968@yahoo.com

PROMOTIONS SUMMARY

Creative, energetic, promoter with expertise in event planning, venue acquisition and maintenance, task prioritization, and problem solving including fund raising and talent scouting experience. Strengths include presentation preparation and delivery, schedule management, ability to meet deadlines, and community activism. Dedicated to educating the public to the value of urban art as well as to accessibility of art and music to the public.

Kilroy OG, Event Planner, Madison, WI

2008 – Present

Organize “Kilroy’s Art in the Park”, an annual Urban Art event featuring a live temporary “Permission Wall”, local artists, performers, and DJs, at Brittingham Park, Madison, WI and work with property owners interested in featuring permanent “Permission Walls” on their properties.

- Organized, hosted and promoted “Kilroy’s Art in the Park” July 2008 and August 2009; 3rd Annual event scheduled for July is currently in final planning stages
- Worked with property owner Steve Agard, presented proposal to Marquette Neighborhood Association relative to permanent “Permission Wall”; project approved by MNA May 20, 2010 (still in planning stages)
- Event selected as Isthmus Critics’ Choice July 31, 2009
- Event featured in July 24-30, 2008 77 Square Article “Guerilla Galleries” by Kristin Czubkowski

Whynot 968, Owner, Madison, WI

2004 – Present

Organize, host, and promote electronic and live music events at restaurants and nightclubs, with penchant for introducing new DJs and producers to the Madison electronic music scene. Select talent from local, regional, and national acts, contract graphic artists for flyer production, promote via personal appearance, and local and national social forums.

- Promote and host weekly Saturday event at Edo Japanese Restaurant, March 2009 to present. This position also involved presenting to the ALRC and Greenbush Neighborhood Association to acquire an Entertainment License for the venue in April 2010
- Assisted with booking and promotion of electronic and live music event at Frequency, September 2009
- Co-promoted and co-hosted 1st annual electronic music event at Mercury Lounge, November 2009
- Promoted and hosted weekly Thursday event at Frida’s Restaurant, July 2006 through September 2006
- Worked with WSUM 91.7 Madison Student Radio planning team relative to the installation of a live graffiti “Permission Wall” at the 2005 and 2006 Party in the Park events
- Subcontracted as hostess of monthly electronic music event at Inferno Night Club summer/fall 2005
- Co-promoted and co-hosted live and electronic music event post Party in the Park at High Noon Saloon April 2005
- Promoted and hosted weekly Tuesday event at Inferno Nightclub April 2004 to January 2005, including a benefit for the Madison Skatepark Fund in July 2004*
 - * Managed organization of entire event, promoted for six weeks, raised a total of \$1354 for event less expenses and prizes leaving a donation of \$754 to the Madison Skatepark Fund; acquired prize and financial donations from local businesses and charged a \$7 cover
- Promoted and hosted weekly Sunday event at Bluefin Nightclub, March to December 2004
- Promoted and hosted monthly 4th Wednesday event at Cardinal Bar May 2004 to March 2005, including a food drive for the Wil-Mar Community Center in November 2004*
 - * Managed organization of entire event, collected food and, after expenses, raised \$50 (equivalent to about 350 lbs. of food) for the Wil-Mar Community Center Food Pantry
- Co-promoted and co-hosted a special live music event at the King Club in November 2004
- Promoted and hosted special events at Portal Music Café in August and September 2004
- Recorded audio and visual and provide audio to 96.3 Mad Radio weekly program Masterbeatz Theatre

ASSOCIATIONS:

- Member Monona Bay Neighborhood Association

KIMBERLEY J. COONTS

Past Sponsorships (Financial/Prizes/Services):

- John Lancaster Scion
- Flying Fish Board Sports
- Low Brow Boutique
- Inferno Night Club
- Willy Street Co-op
- Kate Barta and Bryan Jacques

Past Sponsorships (Equipment/Advertising):

- 89.9 WORT
- MC Audio
- 96.3 Mad Radio
- Freedom
- The Attic
- Electric Earth Café
- Spike-O-Matic Tattoo
- Get Bent Press
- Jade Monkey
- Indocara
- Madison Sound Studios
- R' Place

REFERENCES:

Brendan O'Donnell (letter attached)
President, Monona Bay Neighborhood Association
137 Brittingham Place
Madison, WI 53715
(H) 608-258-1788
(W) 608-270-3268
(email) brendanjod@yahoo.com

Graham Yeager (letter attached)
Manager, Artist & Craftsman Supply
449 State Street
Madison, WI 53703
(608) 251-2977

Mike Carlson
Owner, MC Audio
University Avenue
Madison, WI 53703
(B) 608-251-7746

Sean Lee
Owner, Electric Earth Café
546 W. Washington
Madison, WI 53703
(B) 608-255-2310

KIMBERLEY J. COONTS
165 Rodney Court
Madison, WI 53715
(608) 438-8420
kco968@yahoo.com

Conceptual Approach Statement:

“Graffiti”, or Urban Art murals, is an under appreciated and frequently misunderstood art form. But it has been an integral element of urban life and sub-culture for decades. In a dual effort to educate the public to the value of urban art, diminish misconceptions about the culture in which it is an integral element, and to provide artists a legal space to showcase their work, Kilroy OG presents an annual single day event with a temporary “Permission Wall” installation measuring approximately 8’ x 320’ as the focal point. Local and regional artists are invited to paint, and local musicians, DJs, and dancers perform. The event is free, open to the public and appeals to all ages.

The current site for this 3rd annual temporary installation is Brittingham Park, Madison, WI scheduled for July 24, 2010.

Additionally, permanent rotating “Permission Walls” placed on select properties, with consent and support of property owners and surrounding neighborhoods, provide a regular forum for these artists while simultaneously beautifying the city and reducing the occurrence of random, unwanted “tags”.

The neighborhood approved site for this work is 849 E. Washington with murals to appear on the Paterson Street and Main Street facing walls. The project is still in process with the City of Madison. At least one other property owner has expressed interest in partnering with Kilroy OG for this purpose. We anticipate future requests from other local property owners.

KIMBERLEY J. COONTS
165 Rodney Court
Madison, WI 53715
(608) 438-8420
kco968@yahoo.com

Artistic merit of proposed work:

Idea:

The idea is to present temporary and permanent Urban Art installations in the city of Madison to allow artists a legal space to showcase their work and to bring a uniquely urban art form to the City of Madison.

Media to idea:

The standard media for Urban Art is spray paint on any upright surface and historically been applied to trains, bridge under and over passes, brick and concrete structures. For the temporary and permanent permission walls, spray paint will be applied to primed plywood and brick respectively.

Visual impact:

Depending upon an artist's concept, style, skill, and use of color from bright, hot colors to monochromatic themes, the visual impact varies from seasonal, political, whimsical, mysterious, and can range from humorous, poignant, nonsensical, and sometimes enlightening.

Harmony with physical/social setting:

On plywood as a temporary installation the Permission Wall is an awe inspiring sight set in a city park against the back drop of Monona Bay accompanied by live and electronic music, dancers both professional and amateur, people young and old including families, curious passersby, and photographers interested in capturing works in progress and finished pieces. The event has a festival like atmosphere.

As a changing mural on a permanent structure, each piece's harmony with the physical and social setting will vary with content, theme, and message the artist wishes to convey. However, placement upon a large urban structure will allow murals to blend easily with other aspects of the neighborhood while providing opportunities for both casual viewing and serious contemplation by passersby.

Ability to successfully complete the project:

Training and experience:

My experience with the temporary Permission Wall installed and displayed at Kilroy's Art in the Park includes two consecutive annual events, with considerable growth in the second year, including addition of vendors and performers, tripling the size of the wall, acquisition of promotional support from several local businesses and 89.9 WORT. Additionally, I have been organizing, promoting and hosting electronic music events in Madison night clubs and restaurants for the better part of the last six years. Event organization is my passion.

Regarding the permanent Permission Wall, I have facilitated communications with the property owner, neighborhood and am currently working with the city, while the artists are prepared to complete the first mural, likely within 48 hours, upon receipt of a permit from the City of Madison.

Evidence of careful financial planning:

In the last two years the Kilroy OG team and I have successfully completed this project using our own money and the assistance of friends, family, and donations. This year we are planning a fundraiser in late June/early July. Further, because we stored the most expensive portion of the project (80-4' x 8' plywood panels and supports) and therefore possess most of the materials required to complete the project. This eliminates most expenses except permits, advertising, materials transport vehicle rental, and minimal materials replacement.

Relative to the permanent Permission Wall, after the cost of permit, the only remaining expense is primer, which we provide and paint which the artists usually provide (many urban artists are particular about brand and color of paint and tips).

Technical competence and craft experience:

My technical competence lies in an ability to organize events, work with my team, artists and other performers, and gather necessary permissions. My craft experience is limited to photographing murals, other general photography, transfer of images for use in jewelry, and stringing beads.

Feasibility of the proposed work:

Durability:

The temporary structure is built to last the length of the event and materials are stored and re-used at subsequent events with new materials purchased if necessary.

The permanent structure pieces withstand the elements until the next mural is painted, weather permitting, usually within weeks.

Public safety:

Kilroy OG staff builds the wall and has established a plan to secure the wall without presenting an issue of public safety while maintaining it throughout the day.

With reference to the permanent wall, the painted piece will be completed on the exterior wall of a large building facing one or two side streets therefore virtually eliminating public safety issues.

Insurance risk assessment:

Insurance risk relative to the temporary wall has been assessed and a \$1,000,000.00 insurance policy is required by the City of Madison in order to host the event.

Regarding the permanent Permission Wall, neither the property owner nor Kilroy OG are liable as artists build their own scaffolding (when necessary) and paint at their own risk.

Maintenance obligation

Because the Permission Wall installed at the park event is temporary it is disassembled at the end of the event requires no maintenance after the event.

The concept of the permanent Permission Wall is such that the mural rotates as often as allowed by the property owner and requires minimal maintenance.

KIMBERLEY J. COONTS
165 Rodney Court
Madison, WI 53715
(608) 438-8420
kco968@yahoo.com

PROPOSED BUDGET AND TIMELINE

1. Budget for Kilroy's Art in the Park 2010:

\$ 489.53	Permits
\$ 300.00	Lumber
\$ 150.00	Primer
\$ 200.00	Paint
\$ 960.00	Storage (one year)
\$ 100.00	U-Haul rental
\$ 100.00	Food (artists and performers)
\$ 100.00	Flyers
<hr/>	
\$2,129.00	Total

Timeline:

Project has been approved by Monona Bay Neighborhood Association, Alder Julia Kerr, and the City of Madison. The event will take place Saturday July 24, 2010 (rain date July 31) where the wall will be constructed, painted and deconstructed at sunset.

2. Budget for 849 E. Washington Permission Wall:

\$ 500.00	Permits
\$ 150.00	Primer
\$ 200.00	Paint
<hr/>	
\$ 850.00	Total

Timeline:

Project has been approved by the Marquette Neighborhood Association, other permissions in process. Anticipate completion of first mural by August 1, 2010 to be on display from 6 months to indefinitely.