

CITY OF MADISON

Proposed Conditional Use

Location: 2322 Atwood Avenue

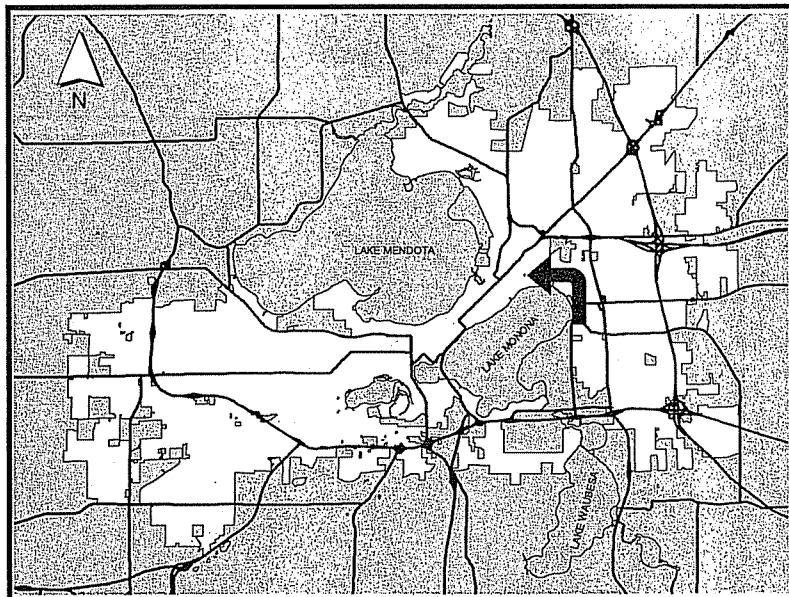
Project Name: Wall Mural

Applicant: Meyerly Enterprises/
Meghan Blake-Horst - Absolutely Art

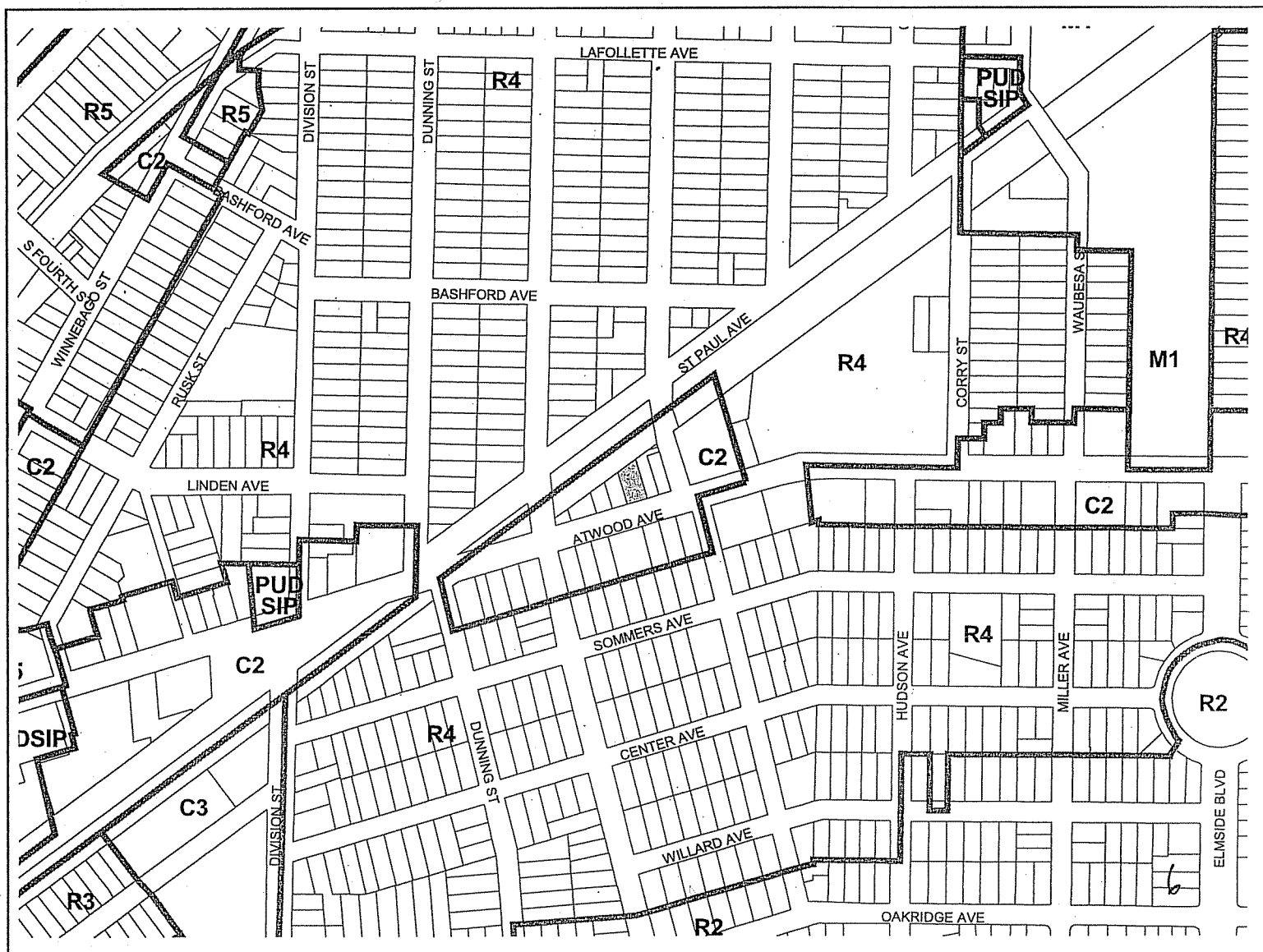
Existing Use: Outside Wall on Back of Art Gallery

Proposed Use: Wall Mural

Public Hearing Date:
Plan Commission 01 August 2005

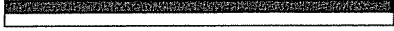


For Questions contact: Tim Parks at 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635

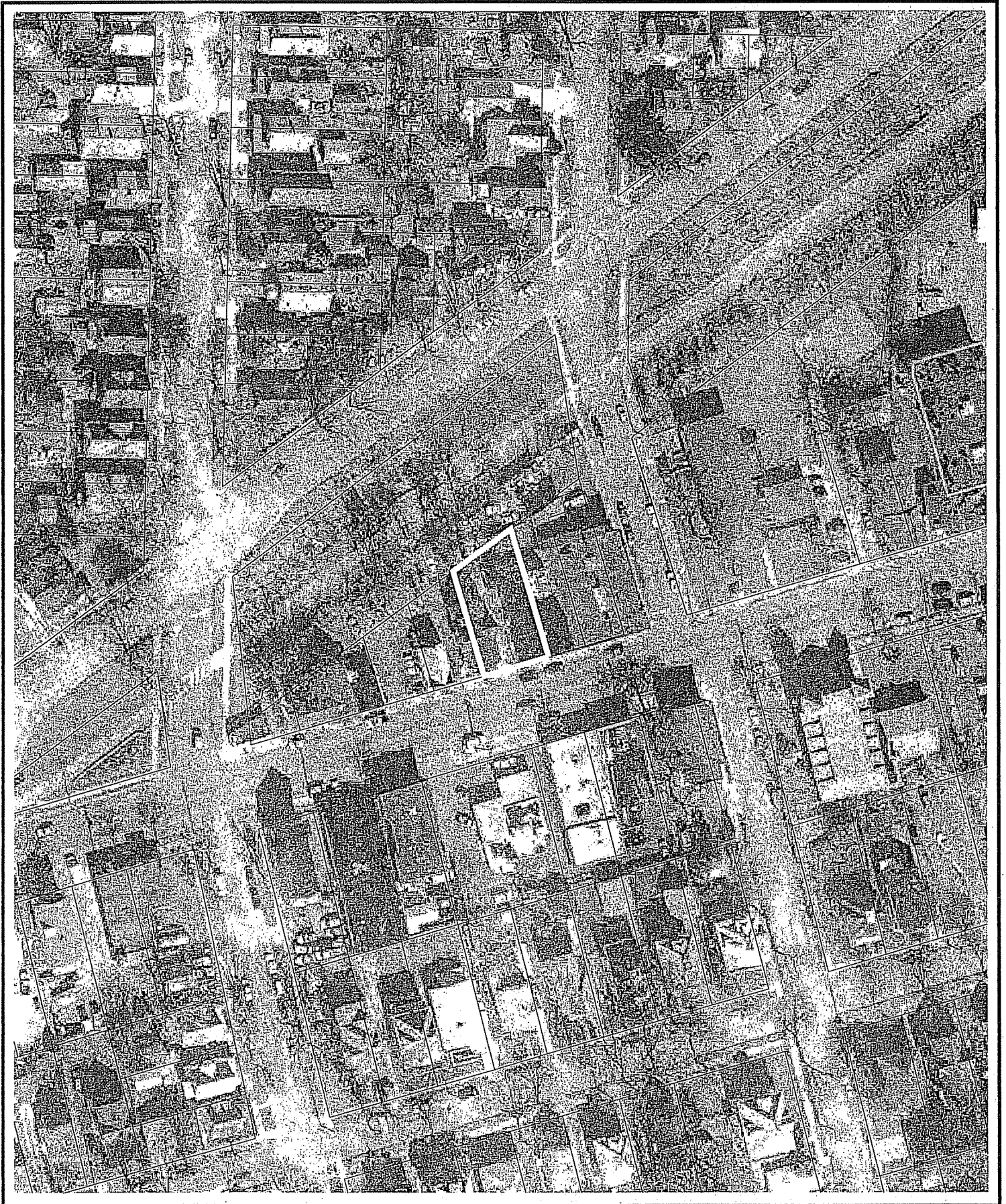


2322 Atwood Avenue

0 200 Feet



Date of Aerial Photography - April 2000



Mural

LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

FOR OFFICE USE ONLY:

Amt. Paid \$ 50 Receipt No. 62034
 Date Received 6-21-05
 Received By RJT
 Parcel No. 070-064-3705-0
 Aldermanic District 6, Judy Olson
 GQ ZBA, Exist C.U., RE hold U/E
 Zoning District C2

For Complete Submittal

Application Letter of Intent
 IDUP N/A Legal Descript.
 Plan Sets Zoning Text N/A
 Alder Notification Waiver
 Ngrhd. Assn Not. Waiver
 Date Sign Issued _____

1. **Project Address:** 2322 Atwood Ave. **Project Area in Acres:** less than 1 acre

Project Title (if any): Wall Mural

2. **This is an application for:** (check at least one)

Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly)

Rezoning from _____ to _____ Rezoning from _____ to PUD/PCD-SIP

Rezoning from _____ to PUD/PCD-GDP Rezoning from PUD/PCD-GDP to PUD/PCD-SIP

Conditional Use **Demolition Permit** **Other Requests** (Specify): _____

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Meghan Blake-Horst Company: Absolutely Art, LLC
 Street Address: 2322 Atwood Ave. City/State: Madison, WI Zip: 53704
 Telephone: (608) 249-9100 Fax: (608) 249-9108 Email: absolutelyart@sbcglobal.net

Project Contact Person: Meghan Blake-Horst Company: Absolutely Art, LLC
 Street Address: 2322 Atwood Ave. City/State: Madison, WI Zip: 53704
 Telephone: (608) 249-9100 Fax: (608) 249-9108 Email: absolutelyart@sbcglobal.net

Property Owner (if not applicant): Meyerly Enterprises, LLC
 Street Address: 202 S. Dickinson St. City/State: Madison, WI Zip: 53703

4. Project Information:

Provide a general description of the project and all proposed uses of the site: We would like to paint a mural on the back wall of our building. The mural will consist of people relaxing and enjoying their environment and community.

Development Schedule: Commencement 8/2/05 Completion 8/9/05

5. Required Submittals:

- Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **One (1) copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper

RECEIVED
 JUN 14 2005
 BY:

- Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.

- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor.

- Filing Fee: \$50.00** See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:

- For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
- A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

FOR ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

6. Applicant Declarations:

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:

→ The site is located within the limits of Madison, WI Plan, which recommends:

_____ for this property.

- Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:

→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:
 Judy Olson, Alderperson (spoke on 6/1/05), Dan Melton, SASSY President (spoke on 6/2/05)

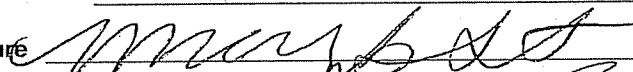
If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

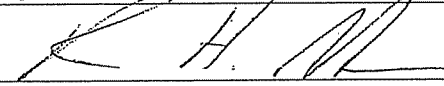
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.

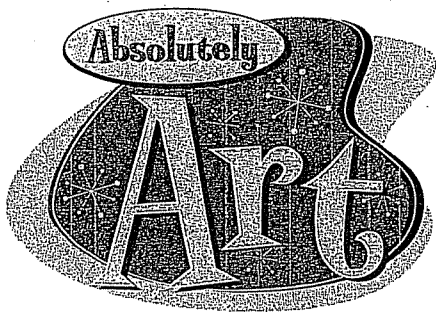
Planner Tim Parks Date 6/1/05 | Zoning Staff Tim Parks Date 6/1/05

The signer attests that this form has been completed accurately and all required materials have been submitted:

Printed Name Meghan ~~Black~~ ^{Blake} Horst Date 6/17/05 6

Signature  Relation to Property Owner Tenant

Authorizing Signature of Property Owner  Date 6-9-2005



2322 Atwood Avenue
Madison, WI 53704
[TEL] 608.249.9100
[FAX] 608.249.9108

June 17, 2005

To Whom It May Concern:

We are seeking a permit to allow us to paint a mural on the back wall of our gallery, Absolutely Art, located at 2322 Atwood Ave. The back wall is approximately 24 feet long by 7 feet and 12 feet high. The wall is made of brick with some existing paint due to needing to cover graffiti. The wall faces our back yard (shared with Café Zoma), the bike path and The Community Gardens. The goal of the mural is to add art to the blank canvas of the wall and to add beauty to the neighborhood.

Absolutely Art is a community based art gallery. Our mission is to support local artists (the majority of our artists are from the Madison area), keep art affordable, and give back to the neighborhood if we reach a profit. The Atwood Community Center and Food Pantry will be the first we donate to if profits are reached.

The artist we have contracted to paint the mural currently resides in Door County, WI. His name is David Neilson. He can be contacted at (920) 839-2777. He is a graduate of Milwaukee Institute of Art and Design.

The project will take about a week to complete and maintenance will take place as needed. The content of the mural will change, and new artists commissioned, approximately every 12 months. The original mural will have a dog playing, a woman sitting and resting against the window, a person taking a picture and a male figure leaning against the door. The intention is to show people enjoying their community. The existing door and window will be incorporated into the design.

We thank you for taking the time to consider our application. If you have any questions please do not hesitate to call me at 249-9100 or email me at absolutelyart@sbcglobal.net.

Sincerely,

Meghan Blake-Horst
Gallery Manager
Absolutely Art, LLC

Café Zoma

Proposea Mural wall

Stairs

Window

Door

Absolutely Art

Approx. 35'

Approx. 45'

Approx. 45'

Shared Backyard
w/ Café Zoma

tables + Benches
located in yard

Approx. 45'

grass/garden



[Bike Path]

grass/garden

Bike Path

6

Community Gardens

