

**JOHALLA PROJECTS**

**HUB Madison Johnson Bassett**

**+ Dog Run Mural Design Proposal**

***LOCATION:***

449 W Johnson St  
Madison, WI 53703

## Tubs Zilla

Mural Artist



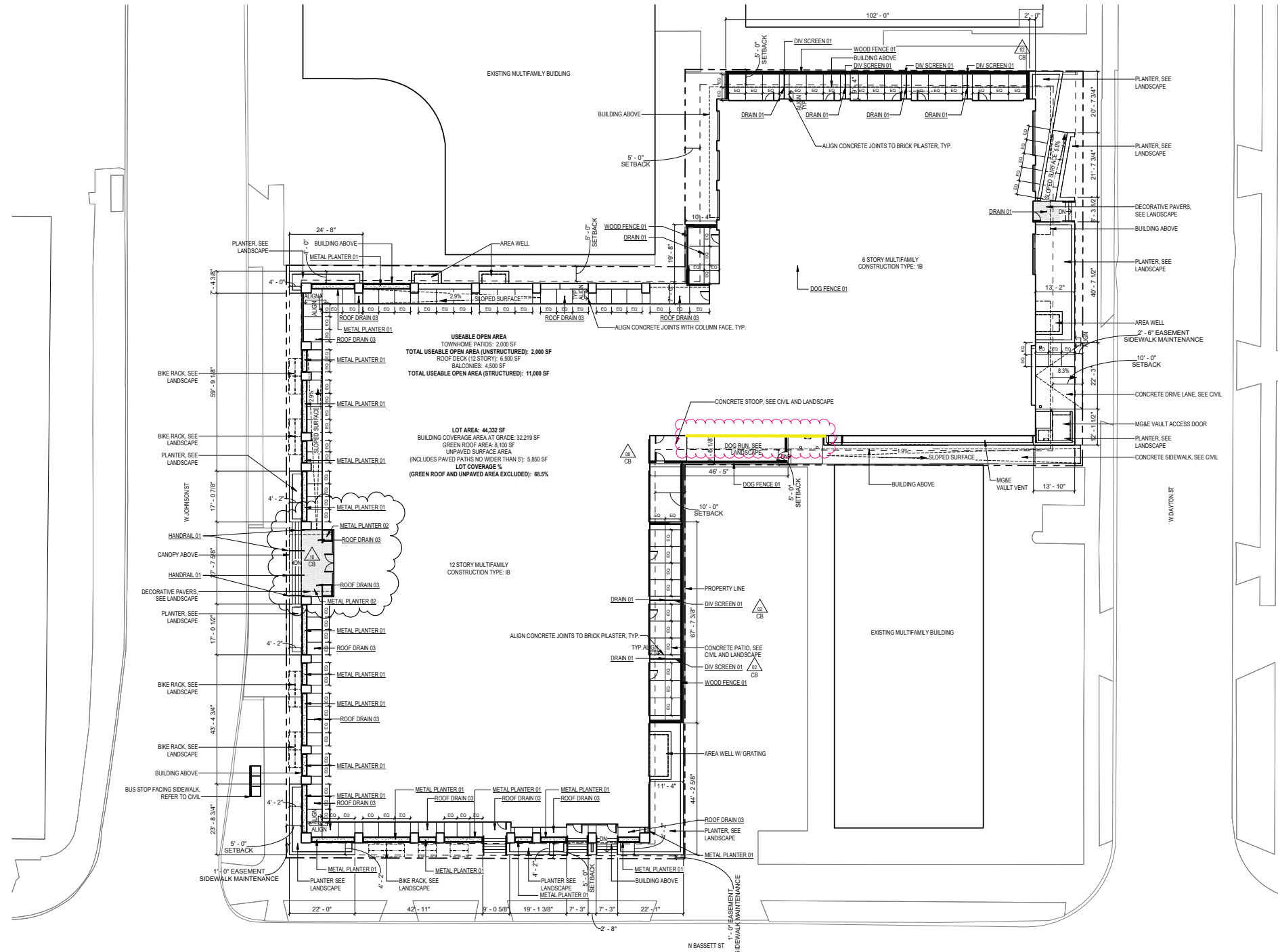
Tubs Zilla is a Chicago based artist known as one of the most prolific Calligraphy writers in the US. Hailing from the Southside of Chicago, Tubs was influenced early on from his parents who were both artists. Since the start of his career, well over a decade ago, Tubs has helped pioneer the Calligraffiti genre, demonstrating how far it can be pushed.

*His artwork is currently collected from celebrities such as: Bad Bunny, Dj Khalid, & many more.*

Examples of Past Work



KEYNOTES	
DIV SCREEN 01	ALUMINUM AND PERFORATED DIVIDER SCREEN
DOG FENCE 01	DOG FENCE FENCING WITH VERTICAL POSTS. REFER TO LANDSCAPE DRAWINGS
DRAIN 01	SLAB-ON-GRADE DRAIN. REFER TO PLUMBING
HANDRAIL 01	FREESTANDING HANDRAIL WITH VERTICAL POSTS AT 48" OC AND PIN LITES
METAL PLANTER 01	METAL PLANTER - COLOR: BLACK. REFER TO LANDSCAPE
METAL PLANTER 02	METAL PLANTER SITTING ON GEOPHANE - COLOR: BLACK. SEE LANDSCAPE
ROOF DRAIN 03	DUAL STAGE PLAZA ROOF DRAIN. REFER TO PLUMBING
WOOD FENCE 01	WOOD FENCE. REFER TO LANDSCAPE DRAWINGS



ARCHITECTURAL SITE PLAN  
1/16" = 1'-0"

Revisions	
03/01/2024	SITE PLAN REVISION
05/21/2024	ADDENDUM 01
09/13/2024	CONSTRUCTION BULLETIN 02
02/26/2025	CONSTRUCTION BULLETIN 08
3/5/2026	CONSTRUCTION BULLETIN 10
3/9/2026	SITE PLAN REVISION 02

SCOPE DOCUMENTS

Drawing Date  
05/03/24

JOHNSON & BASSETT  
STUDENT HOUSING

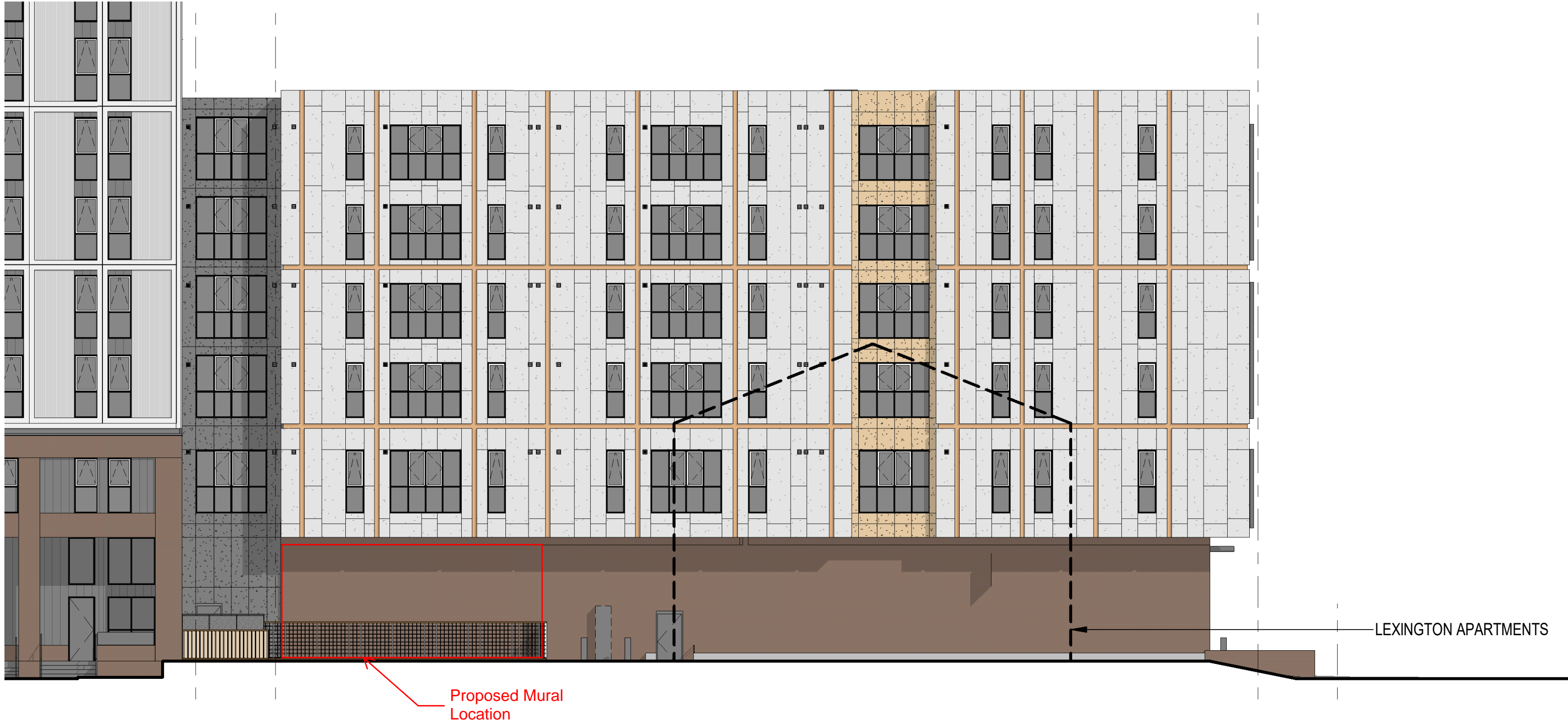
449 W JOHNSON ST.  
MADISON, WI 53703

Project No. Core Madison Bassett, LLC  
222063.00

Sheet Title  
ARCHITECTURAL SITE PLAN

Copyright © 2024 Kahler Slater, Inc. All rights reserved.  
790 N Water Street, Suite 1700, Milwaukee, Wisconsin 53202  
Telephone 414.272.2000 Fax 414.272.2001  
104 Shockoe Slip, Richmond, Virginia 23219  
Telephone 804.767.2500  
722 Williamson Street, Madison, Wisconsin 53703  
Telephone 608.283.6300 Fax 608.283.6317  
150 N Wacker Drive, Suite 1700 Chicago, Illinois 60606  
Telephone 312.789.4515

Sheet No.  
A010



MURAL ELEVATION - BUILDING DESIGN

Copyright © 2024 Kahler Slater, Inc. All rights reserved.



## MURAL ELEVATION - BUILDING DESIGN

**MURAL MOCKUP**  
*BLACK + WHITE ELEVATION*

33' estimated length

15' 8" estimated height



Fence not shown

# MURAL MOCKUP

COLOR ELEVATION

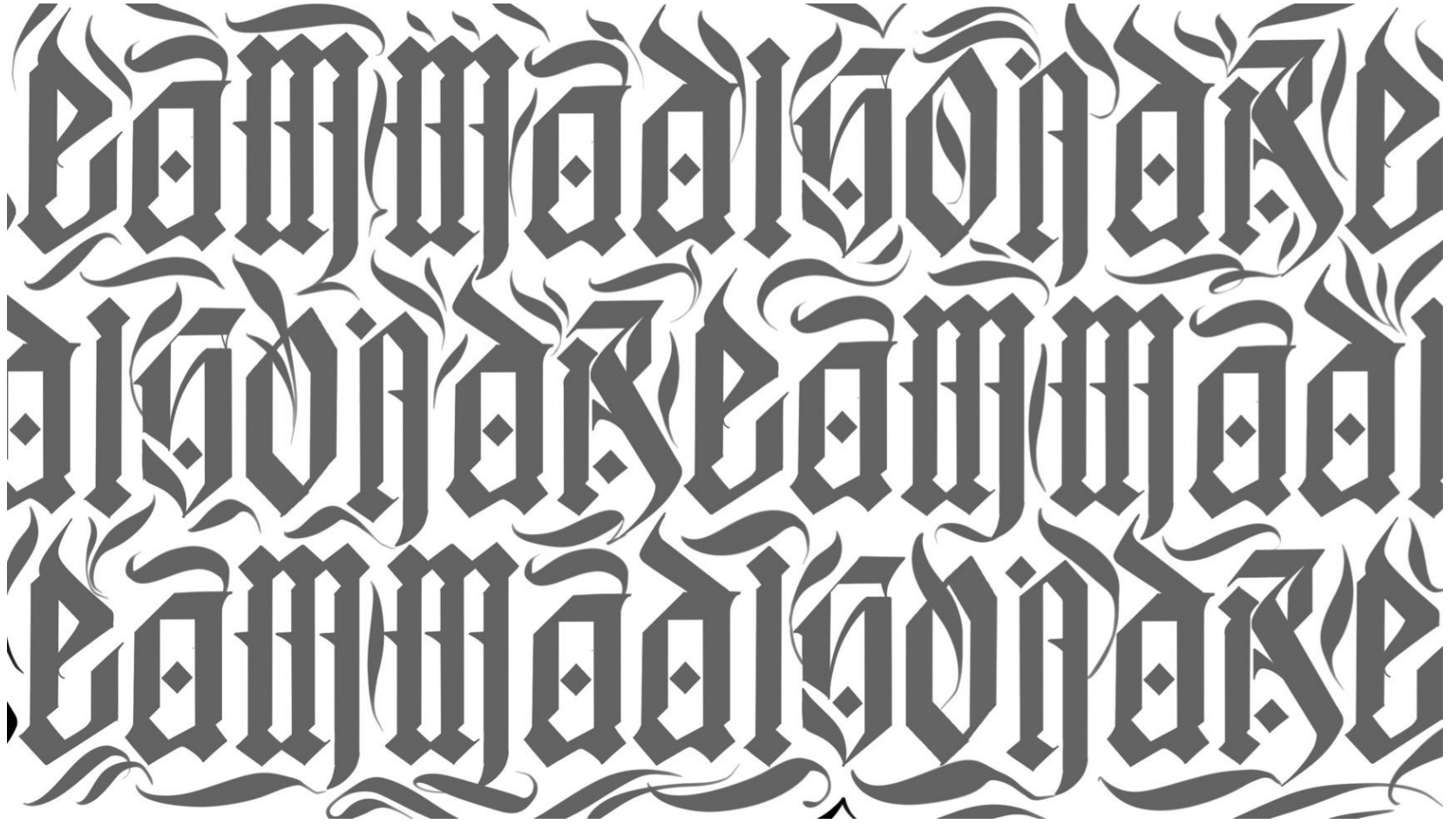
33' estimated length



15' 8" estimated height

Fence not shown

MURAL DESIGN



## MURAL DESIGN INTENT

This mural design is centered around the phrase “**Dream Madison**” as the core inspiration. The design leans into a more uniform, structured layout where the lettering creates a consistent, pattern-like composition. This approach focuses on rhythm and cohesion across the full wall, giving it strong visual flow from a distance while still holding detail up close.

The composition reflects the city's diversity and character—using the letter structures themselves to represent that mix of energy and identity.

The composition colors were selected to harmonize with the colors of the exterior architecture materials, creating a cohesive visual language. The dark grey mural text color matches the color family of the dark grey composite on the left side of the building and the mural's white background matches the color of the white building panels above the mural.

## DETAILS

### Type of Paint:

- High-quality exterior acrylic paint for durability and longevity: Sherwin-Williams' exterior line, Duration.
  - If Sherwin-Williams was unavailable due to supply issues then Benjamin Moore exterior acrylic systems, Aura is a comparable alternative.

### Surface and Method of Application:

- Core Spaces will install a smooth, weather-resistant aluminum dibond panel surface for mural to be painted on.
  - This durable installation will entail easier maintenance, and be more desirable in terms of restoring the masonry material should a mural no longer be located on the wall in the future.
- Muralist will paint onsite, after panels have been installed. Application would include proper surface cleaning preparation, priming, and hand-painting layers of paint to ensure even coverage and long-term performance.

### Protective Coating (Anti-Graffiti + UV):

- Use a combined anti-graffiti and UV-stable clear coating system such as RainGuard Pro VandlGuard, or a comparable product. This coating provides a durable, clear protective layer that helps prevent fading from UV exposure while allowing for easy removal of graffiti without damaging the artwork. Based on the wall size, the application would require approximately 5–6 gallons to achieve full coverage, depending on surface conditions and absorption.

# MURAL MOCKUP

BLACK + WHITE ELEVATION  
CONCEPTUAL PANEL LAYOUT



CONCEPTUAL LAYOUT OF PANELIZED DIBOND (ALUMINUM COMPOSITE PANELS). PANEL SIZE IS LIMITED TO 4'X8' MAXIMUM.

JOINT SIZE BETWEEN PANELS WILL BE MINIMUM REQUIRED TO ACCOUNT FOR BUILDING MOVEMENT AND WEATHERING

## PANEL EXAMPLE

- 4' x 8' Dibond Panel Example



## MURAL MAINTENANCE

After the mural is complete, HUB/Core Spaces will be provided with a paint schedule. In the event the installed mural is in need of minor cleaning/touch ups, building team (HUB/Core Spaces) will first try to clean the surface and then refer to the paint schedule to make minor touch up repairs.

In the event the installed mural is in need of major repair, or the composition is compromised due to weathering/undue damage, the building team (HUB/Core Spaces) will provide the art consultant (Johalla Projects) with photos of damage. From there, Johalla Projects will hire a professional mural production team or individual to return the mural to the original compositional intent.

All costs associated with mural repairs will be the responsibility of the property (HUB/Core Spaces).