

## AGENDA # 4

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> July 21, 2010
TITLE: 849 East Washington Avenue – Minor Exterior Remodeling in UDD No. 8, “Permission Wall.” 6 <sup>th</sup> Ald. Dist. (19202)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: July 21, 2010	<b>ID NUMBER:</b>

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, John Harrington, R. Richard Wagner, Jay Ferm and Henry Lufler.

### **SUMMARY:**

At its meeting of July 21, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL** of a “permission wall” located at 849 East Washington Avenue. Appearing on behalf of the project was Kim Coonts. Coonts presented plans for painting the Paterson and Main Streets facing façades of the building. She presented examples of other artwork and showed how they plan to emulate their permission walls at the Goodman Center and Mother Fool’s. It is their intent to provide a safe place for graffiti artists to present their work. Owners of other permission walls in the City have noticed that graffiti in other surrounding areas has been reduced as a result of having permission walls in their area. They are planning on paying for this themselves. The owner of the building reserves the right to approve the content of the artwork that goes on the building. Coonts indicated she is willing to come back in 6 months for review. Discussion by the Commission was as follows:

- Murals on buildings are a great expression of art.
- This is exactly the kind of thing we like to have in our 6<sup>th</sup> District.

### **ACTION:**

On a motion by Smith, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 7, 7, 7 and 8.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 849 East Washington Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	7	-	-	7
	-	-	-	-	-	-	-	8
	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	7	7
	-	-	-	-	-	-	-	7
	-	-	-	-	6	-	-	-

General Comments:

- Appreciate dedicated location for street art. Good idea.
- Permission wall = good use to enhance UDD No. 8.