



PREPARED FOR THE URBAN DESIGN COMMISSION

**Project Address:** 115 King Street  
**Application Type:** Approval of a Mural in the Downtown Core (DC) – Initial/Final Approval is Requested  
**Legistar File ID #:** [72031](#)  
**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Background Information

**Applicant | Contact:** Matt Gerding | Majestic Building, LLC | FPC Live, LLC dba The Majestic Theater

**Project Description:** The applicant is seeking Initial/Final Approval for a mural on the Doty Street facing wall of The Majestic Theater building. The mural will honor Madisonian Clyde Stubblefield and will be created by an artist of color. The scope of work includes some repair to the wall before applying Montana spray paint and latex-based paint. The mural will not be lit.

**Project Schedule:**

- Summer 2022

**Approval Standards:** The UDC is an **approving body** on this request. All new buildings and additions that are less than twenty-thousand (20,000) square feet and are not approved administratively, as well as all major exterior alterations to any building shall be approved by the Urban Design Commission based on the design standards in Sec. 28.071(3), if applicable, and the [Downtown Urban Design Guidelines](#).

## Summary of Design Considerations

Currently the building façade is comprised of painted brick and it is the only façade on the block face that is not articulated with windows or doors, barring the three back-of-house aluminum utility doors and one window centrally located at the top of the wall, presumably a former vent opening. It is important to note that prior to installation of the mural, minor façade repair work will be completed. As noted in the application materials, the applicant is still awaiting an estimate and scope of the work. Any exterior repairs will need to secure a Certificate of Appropriateness, for which would be administratively reviewed and approved by the City’s Historic Preservation Planner.

Staff recommends that the UDC evaluate the proposed mural and makes findings and base their decision on the aforementioned standards related to the items noted below.

- **Mural Extent and Medium.** As proposed, the mural will extend across the entire street facing façade, including crossing a masonry band mid-wall. In addition, the mural will also conflict with existing wall protrusions and openings, including vents and flues, light fixtures, and one window. Staff requests the Commission’s recommendations for the treatment, replacement, or integration of these items with the proposed mural as well as the longevity and maintenance of the proposed medium. Staff would like to note, any exterior changes to these items would require administrative review and approval by the City’s Historic Preservation Planner.