

URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

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

Date Submitted: <u>3/16/2016</u> UDC Meeting Date: <u>APRIL 6 2016</u> Combined Schedule Plan Commission Date (if applicable): _____	Informational Presentation Initial Approval Final Approval
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Please complete all sections of the application, including the desired meeting date and the type of action requested.

1. Project Address: 4500 KENNEDY ROAD
 Project Title (if any): LIMBERG ELEMENTARY SCHOOL MURAL

2. This is an application for (Check all that apply to this UDC application):
 New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$500 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

Other:

Please specify: MURAL ON PUBLIC BUILDING

3. Applicant, Agent & Property Owner Information:

Applicant Name: DANE ARTS
 Street Address: 410 ML KING JR BLVD
 Telephone: (608) _____ Fax: () _____

Company: DANE CO CULTURAL AFFAIRS
 City/State: MADISON Zip: 53703
 Email: Fraire@countyofclare.com

Project Contact Person: SHARON KILROY
 Street Address: 410 ML KING JR BLVD
 Telephone: (608) _____ Fax: () _____

Company: DANE ARTS MURAL ARTS
 City/State: MADISON Zip: 53703
 Email: sharon@daneartsmurldarts.org

Project Owner (if not applicant): MMSD
 Street Address: _____
 Telephone: () _____ Fax: () _____

City/State: MADISON Zip: 53703
 Email: rhopke@madison.k12.wi.us

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with AL MARTIN on FEB 2016.

(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: Madison Metropolitan School District Relationship to Property: owner

Authorized Signature: (Rick Hopke) Date: 3-15-2016

(see enclosed letter)



40' x 8'



BUILDING SERVICES

4711 Pflaum Rd. ● Madison, Wisconsin 53718-6765 ■ 608.663.5931 ▼ <https://buildings.madison.k12.wi.us>

Chad Wiese, Director

Jennifer Cheatham, Ed.D., Superintendent of Schools

February 9, 2016

City of Madison
Department of Planning & Development
215 Martin Luther King Jr. Blvd. – Rm. LL100
Madison, WI 53705

Re: Lindbergh Elementary School, 4500 Kennedy Road – Proposed Outdoor Mural

To Whom it May Concern:

The purpose of this letter is to grant permission from the Madison Metropolitan School District for installation of a mural on the exterior facade of the Lindbergh Building. The location approved for the proposed mural is along the north elevation. The mural will be 8 feet at its tallest – and 40 feet long. The theme of the mural is to reflect the school community at Lindbergh.

If questions should arise, feel free to contact me at 608 204 7912 or rhopke@madison.k12.wi.us

Sincerely,

A handwritten signature in blue ink, appearing to read "Rick Hopke".

Rick Hopke
Assistant Director – Building Services

CC: Michael Hertting, Chief of School Operations, MMSD
Salvador Velasco, Principal, Lindbergh Elementary School
Sharon Kilfoy, Director, Dane Arts Mural Arts Program







3/15/2016

Dear UDC Commission Members,

I am seeking approval for the installation of a mural on the north facing wall of Lindberg Elementary School at 4500 Kennedy Road, Madison, 53704.

I was first approached by Joe Connelly, president of Lindberg's PTO group about the proposed project at the end of last school year. Lindberg is Madison's smallest elementary school and is one of its most racially diverse, with 25% Latino students, 25% African American students, 25% Hmong students and 25% Caucasian students. It is on the most northern reaches of the city. The school wanted a mural to beautify the school & neighborhood and to build community. The theme of the mural was chosen by the PTO group - diversity & community.

It is the mission of Dane Arts Mural Arts to work with youth – high school age and older – but we do not say “No” to elementary & middle schools. Our approach has been to “pair” students in alternative high school programs with younger students. Thus, students from the SAIL East High program have worked on the mural with Lindberg students under the direction of DAMA lead artist Emida Roller (<http://designsbyemida.com>)

The mural is being painted on polytab (parachute) fabric – a technique perfected in the Philly Mural Arts Program (<http://www.muralarts.org>) the largest mural program in the country. The first mural Philly created this way was done in 1990 and looks like it was painted yesterday. Once dry, the polytab can be rolled up and transported. The lead artist can therefore take it to the 2 SAIL locations and to Lindberg. DAMA artists are also leading students in cutting shapes out of the polytab fabric – so innovative collage techniques are emerging. Once the polytab painting (and collage elements) are finished, they are adhered to MDO (medium density overlay) panels, which have been used for exterior murals here in Madison for close to 2 decades. The panels are then installed by the MMSD carpenters with a cleat system that does not interfere with the painting.

Included here is a schematic of the Lindberg site, the letter of approval of the mural from MMSD and photos of the mural in progress. If you have any questions regarding this project or the work of DAMA in general, please do not hesitate to contact me at 608-658-3736 or sharon@daneartsmuralarts.org

Thank you

Sharon Kilfoy

DAMA Director