

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
Date received _____
Received by 10/6/21
11:57 a.m.
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submission reviewed by _____
Legistar # _____

RECEIVED

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 2860 East Washington Avenue

Title: Exterior Mural

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested _____

- New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)
 Signage Exception

Other

- Please specify
Mural as part of previously approved project

4. Applicant, Agent, and Property Owner Information

Applicant name 2902 East Washington Avenue, LLC
Street address 10 E Doty St Ste 300
Telephone 608 285 2004

Company New Year Investments
City/State/Zip Madison, WI 53703
Email anne@newyearinvestments.com

Project contact person Anne Morrison
Street address 10 E Doty St Ste 300
Telephone 608 285 2004

Company New Year Investments
City/State/Zip Madison, WI 53703
Email anne@newyearinvestments.com

Property owner (if not applicant) N/A
Street address _____
Telephone _____

City/State/Zip _____
Email _____

5. Required Submittal Materials

- Application Form**
- Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development Plans** (Refer to checklist on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

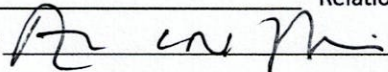
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Kevin Firchow on October 4, 2021.
2. 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 Anne Morrison Relationship to property Developer/Owner
 Authorizing signature of property owner  Date 10/6/21

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

LETTER OF INTENT

2860 East Washington Avenue Mural (FKA 2902 East Washington Avenue)

Date: October 6, 2021

To: Urban Design Commission

From: Anne Neujahr Morrison, 2902 East Washington Avenue LLC,
1021 South Park Street, Suite A, Madison WI 53715

Re: Alteration to a previously approved Development, Mural Art Submission

Dear Urban Design Commissioners:

We are thrilled to present the mural designed for 2860 East Washington Avenue. The mixed-use building at 2860 East Washington Avenue (FKA 2902 East Washington Avenue) was approved on July 1, 2020. At that time the concept of the mural, the brick façade material and the extents of the mural were approved, but the final mural artwork was not complete, and the Commission requested that the final mural come back to UDC as a minor alteration. We have worked diligently over the past year with our artist to create an engaging art piece that is unique to this building and the site.

Our Process:

As indicated in our 2020 submission, three artists were approached to provide proposals for the artwork. Our team selected Bill Rebholz as our artist because of his extensive and national large-scale mural experience, the quality of his artwork, his thoughtful approach to design and his connection to Madison and to Eken Park Neighborhood.

As a foundation to creating the artwork, Rebholz met with our development team, attended an Eken Park Neighborhood meeting, met with a subgroup of interested neighbors and physically toured the Eken Park, Darbo and surrounding neighborhoods. Most recently we showed the mural at our table at the Eken Park Festival on August 21, 2021. The feedback on the mural has been overwhelmingly positive and we are grateful for the artist's work and the community input that helped shape the direction of the mural.

The Art:

In our 2020 UDC approval package, we indicated that the art piece would "add a flamboyance that matches the rhythms, color and character of the surroundings." We acknowledged that the building is surrounded by bright signs and colors. The sign for one nearby liquor store, for example is nearly a story tall and is bright orange. Our art is intended to be an inspiring

addition to the cacophony of East Washington while our more restrained facades make the building a welcoming home for residents.

Neighbors who were surveyed about the neighborhood during our design process were hopeful that the mural would reflect the diversity of the neighborhood, the natural areas of the neighborhood and the connection to the Starkweather Creek. We are pleased at how responsive the mural was to its surroundings and to individual neighborhood input.

At the advice of City Staff, we avoided any words or symbols or visual elements that could be considered signage for Ella Apartments. This is an art piece and not a billboard for the former Ella's Deli or new Ella Apartments.

The Installation:

The East Washington façade of the building, as was approved in 2020, is all brick. There are two types of brick, a gray brick that frames the mural and a white brick that was intended as the subsurface for the mural. The white brick areas that are designed to accommodate the mural are set back within the gray brick frame. The muraled area is further divided by two gray brick piers. The mural will be painted directly on the white brick. Our artist is experienced with large scale murals on brick which considered a traditional and good subsurface for mural application.

We are excited to present this mural for your approval and believe it will be a positive addition to the community and will contribute to the vitality of this transitional area.

Kind Regards,



Anne Neujahr Morrison

Gray Brick



**Painted White Brick
- Mural Subsurface**

**2860 East Washington Avenue
East Washington Elevation
Mural Facade**



**2860 East Washington Avenue
East Washington Rendering
Mural Facade**