



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

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: _____	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: _____	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. **Project Address:** 1101 Woodward Dr., Madison, WI 53704
Project Title (if any): Warner Beach Community Mural Project

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

C. Other:

Please specify: Minor Facade Alteration: Mural panels located in a Madison Park

3. Applicant, Agent & Property Owner Information:

Applicant Name: Northside Planning Council Company: _____
Street Address: 2702 International Ln. Ste.203 City/State: Madison, WI Zip: 53704
Telephone: (608) 661-0060 Fax: (____) _____ Email: _____

Project Contact Person: Mary Ambrosavage Company: Northside Planning Council
Street Address: 2702 International Ln. Ste.203 City/State: Madison, WI Zip: 53704
Telephone: (608) 661-0060 Fax: (____) _____ Email: _____

Project Owner (if not applicant) : _____
Street Address: _____ City/State: _____ Zip: _____
Telephone: (____) _____ Fax: (____) _____ Email: _____

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 via telephone - September, 2014
(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 Northside Planning Council Relationship to Property _____

Authorized Signature Mary Ambrosavage Date 10-6-2014



October 6, 2014

Urban Design Commission
City of Madison
215 Martin Luther King Blvd. Rm LL-100
PO Box 2985
Madison, WI 53701-2985

Dear Sir or Madam:

I am writing to request a façade alteration approval for the Warner Beach Shelter located at 1101 Woodward Dr. in Madison.

The goal of the mural project was twofold; to enhance and revitalize the Warner Beach Shelter while at the same time engaging Northside youth and teens. Towards that end, Alexis London, a Northside resident and artist, facilitated the Warner Beach mural project with students enrolled in the Kennedy Heights Summer Art Camp. They were guided to sketch images of local wildlife and native plants, creating a series of 13 beautiful mural panels that we hope to install on the shelter later this fall.

The mural is designed to be a permanent installation and there are no plans to modify or add to the existing mural pieces. The separate panels are painted with an exterior grade, acrylic mural paint and coated with a high quality UV protectant varnish to withstand various fluctuations in temperature and weather. They include pictures of birds, flowers and foliage and do not contain any text.

The mural project received the support from the Madison Arts Commission along with a \$1000 grant. We have also received approval from the Madison Parks Commission, and the Parks Department is standing by to complete the installation as soon as all the necessary approvals are finalized.

Enclosed please find four "BEFORE" pictures of the shelter as it stands now, and four "AFTER" pictures of the shelter with the mural elements superimposed.

Thank you for your consideration.

Sincerely,

Mary Ambrosavage
Northside Planning Council
Visual Editor/Communications Mgr.

Warner Beach Shelter as viewed from Woodward Drive



Photo by Jeffrey Affeldt

BEFORE

AFTER

Warner Beach Shelter as viewed from the beach



BEFORE

AFTER

Warner Beach Shelter South Facing Wall



BEFORE

AFTER

Warner Beach Shelter North Facing Wall



BEFORE

AFTER