



City of Madison Planning Division
215 Martin Luther King Jr. Blvd. | Room LL.100 | P.O. Box 2985 | Madison, WI 53701-2985

Madison Landmarks Commission APPLICATION

1. LOCATION

Project Address: 1802 REGENT ST Aldermanic District: 2

2. PROJECT

Project Title / Description: RANDALL ELEMENTARY SCHOOL MURAL
Date Submitted: 9-8-2016

This is an application for: (check all that apply)

- Alteration / Addition to a Designated Madison Landmark
- Alteration / Addition to a building adjacent to a Designated Madison Landmark
- Alteration / Addition to a building in a Local Historic District (specify):
 - Mansion Hill
 - University Heights
 - Third Lake Ridge
 - Marquette Bungalows
 - First Settlement
- New Construction in a Local Historic District (specify):
 - Mansion Hill
 - University Heights
 - Third Lake Ridge
 - Marquette Bungalows
 - First Settlement
- Demolition
- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral
- Other (specify): EXTERIOR MURAL ON A RETAINING WALL

3. APPLICANT

Applicant's Name: SHARON KILFOY Company: DANE ARTS MURAL ARTS
 Address: 210 ML KING JR BLVD City/State: MADISON, WI Zip: 53703
 Telephone: 608-658-3736 E-mail: sharon@willard.net
 Property Owner (if not applicant): MADISON PARKS DEPT. / MADISON SCHOOL DISTRICT
 Address: 210 ML KING JR BLVD City/State: MADISON, WI Zip: 53703

Property Owner's Signature: [Signature] Date: 9/14/16
(ERIC KNEPP)

GENERAL SUBMITTAL REQUIREMENTS

Twelve (12) collated paper copies and electronic (.pdf) files of the following: (Note the filing deadline is 4:30 PM on the filing day)

- Application
- Brief narrative description of the project
- Scaled plan set reduced to 11" x 17" or smaller pages. Please include:
 - Site plan showing all property lines and structures
 - Building elevations, plans and other drawings as needed to illustrate the project
 - Photos of existing house/building
 - Contextual information (such as photos) of surrounding properties
- Any other information that may be helpful in communicating the details of the project and how it complies with the Landmarks Ordinance, including the impacts on existing structures on the site or on nearby properties.

Questions? Please contact the Historic Preservation Planner:
 Amy Scanlon
 Phone: 608.266.6552
 Email: ascanlon@cityofmadison.com

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

9/7/2016

Dear members of the Parks Commission, Urban Design Commission & Landmarks Commission,

It is with great excitement that we present to you applications on behalf of Randall Elementary School at 1802 Regent Street to paint a colorful lively mural on the retaining wall that serves as a bridge between the school and Olive Jones Park.

Having been originally contacted by principal John Wallace and art teacher Kati Walsh a number of years ago, it is rewarding to finally have this project come to fruition. Alderperson Shiva Bidar-Sielaff of District 5 was enthusiastic about the project when first informed of it back then – as she has been of other mural projects that we have conducted in her district.

The Randall mural will cover the entire retaining wall at the rear of the playground. It will be primed first. The mural will then be painted directly on the wall with exterior Hallman Lindsay paint. We have had great luck with this paint made locally in Sun Prairie. A mural painted on a retaining wall at Lakeview Elementary School 8 – 10 years ago is holding up well. We believe that it is safe to say that the mural at Randall should be good at least for 10 years if not longer.

All students in the school will participate in deciding the content of the mural. A theme of kindness or getting along has been chosen by the PTO and Randall staff members. Lead artist Emida Roller will visit each classroom and will solicit ideas and drawings from all students based on the theme. Each student will discuss what kindness and getting along means to them – and then will draw what that looks like.

In addition to then painting with all Randall Elementary School students, Emida Roller & Alicia Rheal - the two DAMA lead artists - will work with SAIL West alternative high school students in also helping to paint the mural. We have been successfully painting murals and creating art with SAIL West students for 5-6 years now – with completed murals inside West High and outside the Hoyt building. Also, an exhibit of self-portraits done by SAIL students under the guidance of DAMA lead artists will be exhibited at the Overture Center this year.

Parents and other community members will be encouraged to participate in public painting days and will also be invited to help students paint the mural. There will be a mural dedication once the project is completed to honor the work of the students and their contribution to the beautification of their school and their neighborhood.

You can find examples of our work at <http://daneartsmuralarts.org/#what-is-dama>

Thank you for your support of this project and other mural projects in Madison and Dane County.

Sincerely,

Sharon Kilfoy and the DAMA team

