



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 449 W Johnson Street
Application Type: Exterior Alterations to an Existing Building in UMX Zoning
UDC is an Approving Body
Legistar File ID #: [92800](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Brian Munson, Vandewalle | Michael Bolatto, Madison WI Properties KP6, LLC

Project Description: The applicant is proposing a mural to be located along the first floor of a blank wall on the south elevation building.

Project Background: Originally approved in 2023, the proposed development was comprised of one building with a 12-story component fronting on W Johnson and a 7-story component fronting on W Dayton Street (Legistar File ID [76900](#) (Plan Commission Conditional Use) and [75228](#) (UDC)).

As part of the original approval, a mural was anticipated to be located on a blank masonry wall located on the south elevation of the 7-story component. While this elevation is internal to the site it will be visible from the street (Bassett Street) as well as be located along an internal pedestrian pathway.

As part of the Plan Commission's approval of the Conditional Use application, the Plan Commission adopted the UDC's advisory recommendation to approve the proposed 12-story residential building subject to conditions, including a condition that a mural return to the UDC for final review and approval.

Approval Standards: The Urban Design Commission (UDC) is an **approving** body on this request pursuant to the Plan Commission's final action which included a condition of approval that the mural return to UDC for review and approval. As a project located in the Urban Mixed Use zoning district, the Downtown Urban Design Guidelines apply. Staff note that while there are no specific guidelines in the [Downtown Urban Design Guidelines](#) that specifically speak to murals, a few design principles taken from the guidelines for the commission's consideration include:

- Architectural integration and ensuring that the mural does not cross or cover architectural details, and
- Maintaining integrity of the exterior materials and not painting unpainted masonry. Staff note that a panel system installation is preferred by the Madison Arts Commission staff versus painting directly on the building for removal purposes and maintenance and longevity purposes.

Summary of Design Considerations

Staff recommend that the UDC review the proposed mural and make findings related to the Downtown Urban Design Guidelines. At this time, staff have not identified any conflicts with the considerations noted above.