



<b>Agenda Item #:</b>	5
<b>Project Title:</b>	115 King Street - Approval of a Mural for the Majestic Theater (Doty Street facing wall) in the Downtown Core. 4th Ald. Dist.
<b>Legistar File ID #:</b>	72031
<b>Members Present:</b>	Cliff Goodhart, Chair; Tom DeChant, Lois Braun-Oddo, Jessica Klehr, Christian Harper and Russell Knudson
<b>Prepared By:</b>	Jessica Vaughn, AICP, UDC Secretary

## Summary

At its meeting of July 27, 2022, the Urban Design Commission **GRANTED FINAL APPROVAL** of a mural located at 115 King Street (Doty Street facing wall). Matt Gerding presented the proposal for the large blank wall facing Doty Street. During the pandemic and the activity on State Street with murals, his team looked at options to turn this into an artistic mural. After exploring ideas, they landed on the concept of a tribute to legendary drummer and Madisonian Clyde Stubblefield. He was a proud Madisonian and an icon in the Madison music scene who passed away in 2017. He speaks to Madisonians, the Madison music community, and shines a spotlight on someone who had a national reputation and awareness. They also wanted to consider having a person of color on the wall to represent diversity within the community. The team chose an artist from Madison who now resides in Chicago, and had done one of the streetcars at the West Washington Depot. The large canvas is a big opportunity to do something really neat that will face the new Judge Doyle Square development. Gerding noted there will also be tuckpointing and other repairs done to the brickwork prior to installation of the mural.

The Commission discussed the following:

- The mural seems very literal, I hope as he refines the design that it becomes a bit more abstract. You still want people to know this is Clyde, but the new mural on E. Washington Avenue on The Ella building has a lot of different things going. Maybe a little less literal on the subject matter.
- Would the mural be edge to edge, top to bottom, or brought in in any way to avoid vents and door penetrations? Will you cover the doors with paint as well?
  - It will be edge to edge on the sides and up to the top. The plan now is to go down a couple of feet above the door to avoid graffiti, and have it fade into solid color at the bottom.
  - The intention would be to add some more abstract flavor to this. Before we fully engage the artist we wanted a sense of the direction, it will certainly have refinements and we want his unique artistic style to show through.
- This artist is exciting, the color, line work and explosion of art will be great on the Majestic. I'd encourage him not to include the Capitol building. You're already up at the Capitol and this artist has the potential to have a dynamic façade without that, but I understand that's subjective.
- In all deference to the artist I had the same reaction. I don't know the Capitol added to that is necessary. I'm really excited about the subject and would encourage the same comment.
- Is there any plan for a caption and what that might look like, so folks know who this is and can understand the history?
  - We're certainly not married to having the Capitol building in the design. In terms of a caption we're certainly open to input. We wanted to leave the art as is without having to spell it out but we have been

in conversation with his family to see if there is quote or something that speaks to Clyde's legacy we could include. It will have the artist's signature in one of the corners, adding "Clyde Stubblefield the Funky Drummer" may be good as well.

- Is there any plan to address that vent as part of this work?
  - Yes we are planning to remove that vent. We have some tuckpointing work we need to do on the base, and a handful of other blemishes to fix as prep work before painting would begin. It's been tough to pin down a contractor, but the hope is to get all that prep work done before winter hits and start painting in spring of next year.
- (Secretary) The brick is already painted. The repair maintenance, louvers, mechanical vent, those items will need to be reviewed and approved by the Historic Preservation Planner as an additional step in the process.
- Our approval is more about 'should you paint a mural on the brick wall on this street?' We're not going to be seeing or picking apart the final design.

## Action

On a motion by Knudson, seconded by Braun-Oddo, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (5-0).

The Commission noted the following as the basis for their motion:

- The mechanical vent shall be removed as part of the wall maintenance and repairs being done prior to installation of the mural.
- The mural extents shall be from just above the doors to the top of the building and edge-to-edge on the wall. Consideration should be given to including a border around the mural.
- There is a cohesiveness of painting with consistent color around the mural.
- Consideration should be given to removing the Capitol Building from the mural, or making the mural less of a nod to Madison.
- Consideration should be given to incorporating an educational aspect to Clyde more than just his appearance and drumsticks.