

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:UDC Meeting Date:		☐ Informational Presentation ☐ Initial Approval
Combined Schedule Plan Commission Date (if applicable):	Final Appro	
Combined Scheddle Flan Commission Date (il applicable).	Final Approv	aı
1. Project Address: 1321 East Mifflin		
Project Title (if any):		
2. This is an application for (Check all that apply to this UDC appl		
☐ New Development ☐ Alteration to an Existing	or Previously-Approved Development	
A. Project Type: Project in an Urban Design District* (public hearing-\$3 Project in the Downtown Core District (DC) or Urk Suburban Employment Center (SEC) or Campus Ir Planned Development (PD) General Development Plan (GDP) Specific Implementation Plan (SIP) Planned Multi-Use Site or Planned Residential Co	ban Mixed-Use District (UMX) (\$150 fee, Minor	
B. Signage: Comprehensive Design Review* (public hearing-\$300 fe Signage Exception(s) in an Urban Design District (C. Other: Please specify:		hearing-\$300 fee)
3. Applicant, Agent & Property Owner Information:		
Applicant Name: Tenney Nursery & Parent Center, Inc.	Company:	
Street Address: 1321 East Mifflin Street	City/State: Madison, WI	zip: 53703
Telephone: (608) 255-3250 Fax: ()	- _{Email:} tnpc@cgfirepower.com	
Brainet Contact Bosson, Kolly Mayuvoll	Company	
Project Contact Person: Kelly Maxwell Street Address: 1225 East Mifflin Street	Company: City/State:_ <u>Madison, Wl</u>	Zip: _53703
Telephone: (608) 216-6204 Fax: ()		zip. <u></u>
Project Owner (if not applicant) :		
Street Address:	City/State: Email:	Zip:
Telephone:() Fax:()		
4. Applicant Declarations: A. Prior to submitting this application, the applicant is required to discussed with Al Martin (name of staff person) B. The applicant attests that all required materials are included in this sthe application deadline, the application will not be placed on an Urbai	on <u>August 11, 2014</u> (date of meeting) submittal and understands that if any required inform	
Name of Applicant Tenney Nursery & Parent Center, Inc.		
Kelly Maxwell	Date 9/9/14	

Kelly Maxwell

Vice President: Boards of Directors

Tenney Nursery Parent Cooperative
1321 East Mifflin St., Madison, WI, 53703

kelly.r.maxwell@gmail.com 608-216-6204

September 4, 2014

To: Urban Design Commission City of Madison

Dear Sir or Madam,

The East Mifflin Street Bike Boulevard is home to a vibrant, dynamic, close-knit community of families, children, musicians, artists, students, and people working in a variety of fields who all share a common love for the neighborhood. We are proud to be from here. We grow vegetables and native plants in our yards. We have neighborhood get-togethers, playdates and holiday parties. You can pick up your CSA here. We've got a great local coffee shop (EVP), a delightfully unpretentious bar and grill (Baldwin Street Grill), a world-class recording studio (Clutch Sound), a great playground (Reynolds Park) and even professional Ultimate Frisbee games (Madison Radicals at Breese Stevens Field). There is so much life being lived in the houses and buildings around this street, including the nondescript red brick building taking up much of the 1300 block.

This building is owned by Tenney Nursery Parent Cooperative. It is long and flat with a weird, ugly, beige corner at the eastern end. We, the board of directors at Tenney Nursery, would like to add some color and life to this dead bit of wall. The proposed mural design uses cheerful, familiar imagery including waves, rainbows, and a large tiger swallowtail butterfly. There are simple shapes, bold swaths of color and strong black lines. It is our intention is that the actual act of painting this mural will be a cooperative effort among families at the nursery school and that the simplicity of the design will allow painters of all skill levels and ages to be helpful and successful. Some of our more artistic parents have already expressed interest and we are confident that many more will want to participate. We are looking forward to "Painting Parties" this fall where families can bring food to share and their children can play on the school playground or help paint the mural.

We hope that the creation of this artwork will help strengthen the bonds between families here and that the finished mural will be a colorful reflection of the bright spirit of this special neighborhood as well as a recognizable landmark which residents, pedestrians, and the many cyclists who travel on this Bike Boulevard will enjoy.

Sincerely,

Kelly Maxwell Tenney Nursery Parent Cooperative





