

**PLANNING DIVISION REPORT
DEPARTMENT OF PLANNING AND COMMUNITY
AND ECONOMIC DEVELOPMENT
July 21, 2008**

RE: LD. #11313, Conditional Use Application – 1202 Williamson Street

1. Requested Action: Approval of an amended conditional use to allow wall murals at 1202 Williamson Street.
2. Applicable Regulations: Section 31.15, the Street Graphics Ordinance requires that wall murals obtain approval as a conditional use. Section 28.12 (11) provides the guidelines and regulations for the approval of conditional uses.
3. Report Drafted By: Kevin Firchow, AICP, Planner

GENERAL INFORMATION

1. Applicant: Sharon Kilfoy; 1020 Williamson Street; Madison, WI 53703
Property Owner: Social Justice Center, Inc; 1202 Williamson Street
2. Development Schedule: The applicant has not specified a project schedule.
3. Location: The subject property is located at the northeast corner of Williamson and Few Streets; Aldermanic District 6; Madison Metropolitan School District.
4. Existing Conditions: The property includes a one-story office building zoned C2 (General Commercial District) and HIS-TL (Third Lake Ridge Local Historic District).
5. Surrounding Land Use and Zoning: The subject property is located among commercial and residential buildings spanning both sides of Williamson Street. Surrounding properties are also zoned C2.
6. Adopted Land Use Plan: The City of Madison Comprehensive Plan recommends Neighborhood Mixed Use (NMU) for this parcel.
7. Environmental Corridor Status: The property is not located within a mapped environmental corridor.
8. Public Utilities & Services: The property is served by a full range of urban services.

STANDARDS FOR REVIEW

This application is subject to the conditional use standards of Section 28.12 (11)(g) and the street graphics standards of Section 31.15.

ANALYSIS, EVALUATION, AND CONCLUSION

The applicant proposes to design and install a series of wall mural panels along the Few Street side of the Social Justice Center at 1202 Williamson Street. Over two decades ago, the Street Graphics Ordinance was amended to provide review and approval of exterior wall murals by the Plan Commission under the conditional use process for the primary purpose of allowing input from neighborhood residents on a given proposal.

The theme of the murals is "Willy Street in the 70's-Changing the World." In the letter of intent, the applicant describes the project as telling the story of the artists, poets, and musicians who lived on Williamson Street in the 1970s when the area was primarily a working class, industrial area.

The applicant has provided a sketch showing a series of four by eight foot cement board panels. Panels will be painted after being attached to the building and will include historical information alternating with the murals.

The applicant notes the Willy Street Park Association, Marquette Neighborhood Association, Wil-Mar Neighborhood Center, and the Greater Williamson Area Business Association have endorsed this proposal.

The Planning Division does not believe this proposal to be in conflict with the City Comprehensive Plan. The property is within the Third Lake Ridge Historic District, however, the City's preservation planner notes the subject building is not of historical significance. The Landmarks Commission approved the project at its July 2, 2008 meeting.

Unless testimony is provided at the public hearing to the contrary, the Planning Division believes that the conditional use standards can be met for this proposal, provided the panels include no commercial message.

RECOMMENDATION

The Planning Division recommends that the Plan Commission find that the conditional use standards are met and **approve** the wall murals at 1202 Williamson Street, subject to input at the public hearing and comments from reviewing agencies.



Department of Planning & Community & Economic Development
 Planning/Neighborhood Preservation & Inspection/Economic & Community Development
 Mark A. Olinger, Director

Bradley J. Murphy
 Planning Division
 215 Martin Luther King, Jr. Boulevard
 P.O. Box 2985
 Madison, WI 53701-2985
 (608) 266-4635

REVIEW REQUEST FOR:

- PRELIMINARY PLAT
- FINAL PLAT
- LOT DIVISION/CSM
- CONDITIONAL USE
- DEMOLITION
- REZONING
- INCLUSIONARY ZONING
- OTHER

1202 Williamson Street
 Conditional Use Street Graphic
 Sharon Kilfoy

PLANNING DIVISION CONTACT: Tim Parks

RETURN COMMENTS BY: 10 July 2008

PLEASE ALSO EMAIL OR FAX ANY COMMENTS TO THE APPLICANT:

Applicant E-mail: sharonkilfoy@cs.com Fax: _____
 Date Submitted: 23 June 2008 Plan Commission: 21 July 2008
 Date Circulated: 25 June 2008 Common Council: _____

CIRCULATED TO:

- | | | |
|---|--|---|
| <input type="checkbox"/> ZONING | <input type="checkbox"/> DISABILITY RIGHTS | <input checked="" type="checkbox"/> ALD. <u>Rummel</u> DIST. <u>6</u> |
| <input type="checkbox"/> FIRE DEPARTMENT | <input type="checkbox"/> POLICE DEPT. - THURBER | <input type="checkbox"/> MADISON GAS & ELECTRIC |
| <input type="checkbox"/> PARKS DIVISION | <input type="checkbox"/> CITY ASSESSOR - M. RICHARDS | <input type="checkbox"/> ALLIANT ENERGY |
| <input type="checkbox"/> TRAFFIC ENG. | <input type="checkbox"/> MADISON METRO - SOBOTA | <input type="checkbox"/> A T & T |
| <input type="checkbox"/> CITY ENG. - DAILEY | <input type="checkbox"/> MMSD BOARD, C/O SUPT. | <input type="checkbox"/> T D S |
| <input type="checkbox"/> CITY ENG. - PEDERSON | <input type="checkbox"/> PUBLIC HEALTH - SCHLENKER | <input type="checkbox"/> MT. VERNON TELE |
| <input type="checkbox"/> WATER UTILITY | | |
| <input type="checkbox"/> CDBG - CONSTANS | <input type="checkbox"/> NEIGHBORHOOD ORGANIZATION | |
| <input type="checkbox"/> REAL ESTATE - EKOLA | | |

- Review the above as per time schedule set in Chapter 16.23(5)(b)2; 16.23(5)(3)3; or Chapter 28, City of Madison Ordinance; OR your agency's comments cannot be considered prior to action.
- One copy for your files; one copy for file of appropriate telephone company; PLEASE RETURN one copy with joint comments.
- The above is located in your district. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.
- The above is located within or near the limits of your neighborhood organization. A copy is on file in the Planning Division Office for review. If you have any questions or comments, contact our office at 266-4635.

RETURN COMMENTS TO: PLANNING DIVISION, DEPT. OF PLANNING & COMMUNITY & ECONOMIC DEVELOPMENT, ROOM LL100 MMB, 215 MARTIN LUTHER KING JR. BLVD.

NO COMMENTS / YOUR COMMENTS:

I support this project, it will be a wonderful addition to the n'hood + help the STC deal w/ graffiti problems brought on by a blank wall

*Murphy
7-3-08*

