

**PLANNING DIVISION REPORT
DEPARTMENT OF PLANNING AND COMMUNITY
AND ECONOMIC DEVELOPMENT
of November 5, 2007**

RE: I.D. #07659, Conditional Use Application – 1002 Williamson Street

1. Requested Action: Approval of a conditional use for wall murals at 1002 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
2. Development Schedule: The applicant wishes to install the murals in later Summer 2008.
3. Location: William Street Part, an approximately 13,068 square foot parcel located at 1002 Williamson Street at its intersection with Brearly Street. Aldermanic District 6; Madison Metropolitan School District.
4. Existing Conditions: Park.
5. Surrounding Land Use and Zoning: The subject property is located amongst commercial and residential buildings spanning both sides of Williamson Street. Nearby properties are zoned C2 and PUDSIP.
6. Adopted Land Use Plan: The City of Madison Comprehensive Plan recommends P-park and open space uses 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 murals consisting of up to six (6) four by eight foot free-standing panels in Williamson Street Park. 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 two sketches of how the panels would be oriented on site. Two panels will be installed at the northeastern corner of the property, perpendicular to the Williamson Street sidewalk and partially screening the western wall of the adjacent pet store. Up to four additional panels may be installed along the fence at the rear of the property, screening the machinery in the adjacent lot owned by Madison Gas and Electric (MG&E). Each of the panels would be six feet in height.

The panels will be painted at the Wil-Mar Neighborhood Center and the applicant intends to involve as many neighborhood residents as possible in their preparation.

This proposal has been endorsed by the Willy Street Park Association, Marquette Neighborhood Association, Wil-Mar Neighborhood Center, and the Greater Williamson Area Business Association. Additionally, the Planning Division does not believe this proposal to be in conflict with the City Comprehensive Plan.

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.

RECOMMENDATION

The Planning Division recommends that the Plan Commission find that the conditional use standards are met and **approve** the wall murals at 1002 Williamson Street, subject to input at the public hearing and comments from reviewing agencies.