

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

**PRESENTED:** August 17, 2016

TITLE: 6905 Odana Road – Street Graphics  
Variance. 19<sup>th</sup> Ald. Dist. (43714)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary

**ADOPTED:**

**POF:**

DATED: August 17, 2016

**ID NUMBER:**

Members present were: Richard Wagner, Chair; Lois Braun-Oddo, Cliff Goodhart, John Harrington, Dawn O’Kroley and Richard Slayton.

**SUMMARY:**

At its meeting of August 17, 2016, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Street Graphics Variance located at 6905 Odana Road.

Appearing on behalf of the project was Brian Randall, representing Burlington. Registered in opposition was Mike Ring, representing Park Towne Development Corporation. Outlot developments have obscured the view of the current sign up to 590 feet. The current 650 square feet of signage on the building will be removed with new signage better proportioned to the signable area at 558 square feet.

Mike Ring spoke to deed restrictions in the Park Towne Development that require their approval for any exterior changes to landscaping, exterior building changes, or signage. They have not received any information regarding any of this work, which has already been started. At this point they are opposed to any approval until they have had a chance to review and approve the changes.

**ACTION:**

On a motion by Harrington, seconded by Goodhart, the Urban Design Commission **REFERRED** this matter until such time as the holding company can review the changes. The motion was passed on a vote of (5-0).

In a subsequent reconsideration of this item, a motion was made by Harrington, seconded by Goodhart, to **GRANT FINAL APPROVAL** due to an agreement between Burlington’s representative Brian Randall and Park Towne Development’s representative Mike Ring. The agreement approves the sign upon the condition that the applicant file a written confirmation that his deed restriction rights have been satisfied. The motion passed on a vote of (4-1) with Slayton voting no.