

7/22/2024

Mr. Wendt,

After conferring with an attorney, I have decided not to appeal the Urban Design Commission approval of the monument sign proposed for The Learning Experience daycare facility at 652 Burnt Sienna Drive because he believes the PROCESS was followed correctly. The PRINCIPLE of denigrating the neighborhood apparently cannot be contested.

To provide some context, this is a photo of our homes on Burnt Sienna Drive. Notice how close they are to the street. Perhaps this will help explain why I am concerned about the proximity and size of the proposed monument sign.



Here are two other ground signs in the immediate area. They are reasonably sized, unobtrusive, and tastefully designed, unlike the proposed monument sign.



There are still options to minimize the impacts of your monument sign on the neighborhood and I encourage and would appreciate your consideration of them in the spirit of good neighborliness:

- Simpler text-only signage in a dignified and tasteful design
- Rotate the sign 90 degrees
- Rotate the sign 90 degrees and center it on the north side of the building

If you decide to complete the sign as proposed, I may pursue a trial in the court of public opinion by reaching out via local and social media with:

- How would you like to have this sign in front of YOUR home?
- This sign is too big, too close, and too garish to fit into the neighborhood
(see note of explanation below)

Note: The free-standing homes in our Cottages at Chapel View HOA were approved by the Madison Planning Commission down to exact specifications for exterior roofing, siding, and trim colors on each individual home. Even though I am entirely responsible for exterior maintenance of my home, I am not at liberty to repaint my front door in neon pink, yellow, green, or orange because those colors WOULDN'T FIT IN with the aesthetic of the neighborhood.

With hopes for a resolution that identifies your business while honoring the neighborhood,

Tamra Dagnon
661 Burnt Sienna Drive, City of Madison