

Mr. Al Martin Urban Design Commission Madison Municipal Building 215 Martin Luther King Jr. Blvd., Suite LL 100 Madison, WI 53703

18 February 2010

Re: Danisco USA, Inc. - Sign Code Variance Request

Dear Mr. Martin:

With this letter we request a variance of the wall sign requirements as listed in Madison General Ordinance 33.24(8)(c)4a. Specifically we wish to take exception to items vii and viii.

The proposed wall sign as illustrated in the enclosed drawings depicts the Danisco corporate logo and is similar in look to the wall sign currently erected at the 3329 Agriculture Drive office located just east of the project site. The proposed sign is 84 square feet in size and is shown to be located approximately 19 feet above the adjacent ground surface.

The size and height of the sign were developed to give proper perspective to the sign in relation to the building façade. The size of the sign will allow it to be easily legible from Agriculture Drive while the height will center the sign within the white panel façade above the vestibule.

We believe that the variance from the sign size requirements will result in a better overall design and will fit the scale of the building better. Please consider these changes during review of the enclosed sign proposal.

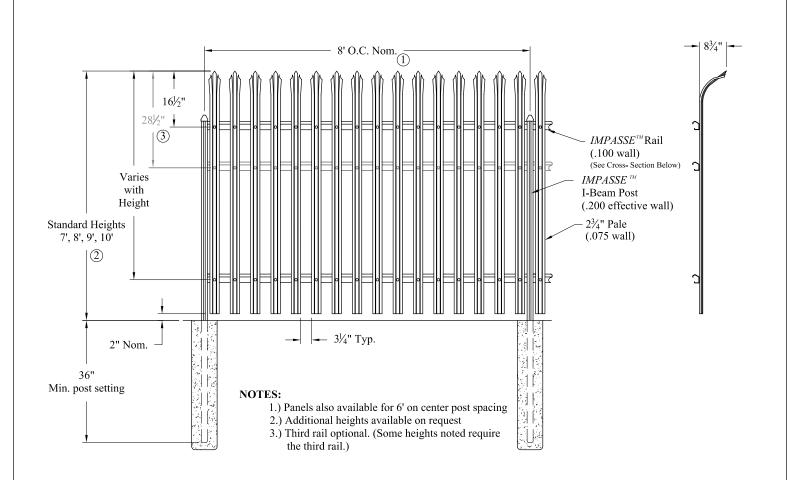
Sincerely,

Gene A. Bohn

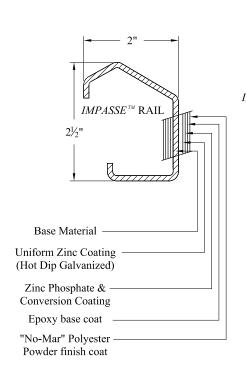
Sene A. Befor

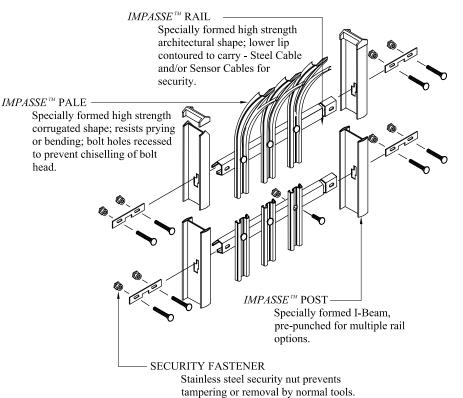
Project Engineer Manager; Danisco USA, Inc.

Enclosures



head.





HIGH SECURITY STEEL FENCE

IMPASSE GAUNTLET 2/3-RAIL

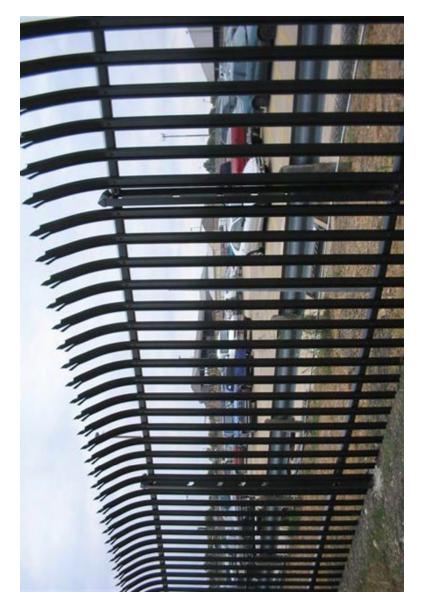
DR: RTM SH . 1 of 1 SCALE: DO NOT SCALE CK: MM Date 5/15/06 REV: a

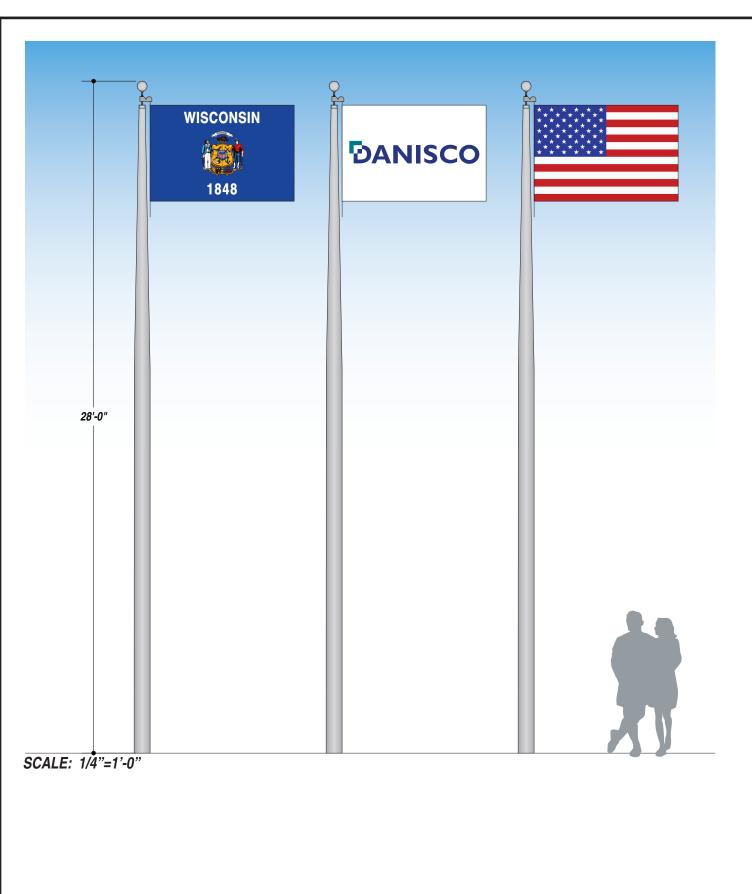


1555 N. Mingo Tulsa, OK 74116 1-888-333-3422 www.ameristarfence.com

3GISO

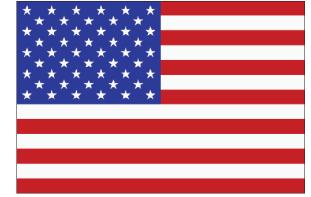








FLAG #1



FLAG #2



JOB DESCRIPTION

NON-ILLUMINATED EXTERIOR FLAGS

PROVIDE 3 FLAGS:

- AMERICAN FLAG
- WISCONSIN STATE FLAG
- CUSTOM FLAG

COLORS TO MATCH:

PMS 3155C

FILE NAME 23667-05-0

DATE 12.24.09 SCALE 1/2"=1'-0"

JOB NAME DANISCO USA, INC.

LOCATION 3322 AGRICULTURAL DR, MADISON, WI 53716

DRAWN BY JER SALESMAN JOHN GIBBS

PMS 282C

TOTAL SQ. FT. OF SIGNAGE: N/A

VIEWING DISTANCE OF PRIMARY SIGN COPY: VARIES

ALL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL NEON TRANSFORMERS WILL BE 30 MILLIAMPS. 120V PRIMARY POWER TO SIGNS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH

THIS IS AN ORIGINAL COMPUTER GENERATED COLOR PRINT. COLORS REPRESENTED ON THIS PRINT MAY NOT MATCH THE PMS CHIP, VINYL OR PAINT COLORS EXACTLY. IT IS TO BE VIEWED AS A REPRESENTATION ONLY. ALL DESIGNS & SPECIFICATIONS ARE THE SOLE PROPERTY OF SIGN PRODUCTIONS, INC.
THEY ARE ONLY FOR THE CUSTOMERS USE IN CONNECTION WITH A PROPOSED PROJECT. ARTWORK AND PRINTED MATERIAL ARE NOT TO BE USED BY ANYONE OUTSIDE OF YOUR ORGANIZATION, NOR IS IT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FORM WITHOUT THE CONSENT OF SIGN PRODUCTIONS, INC.

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5119 - Terminal Dr. McFarland, Wisconsin 53558 • 608-838-7794

IF THIS PRINTS ONTO ARTWORK PAGE THE FILE HAS BEEN SIZED TO FIT PAPER AND WILL NOT BE TO SCALE - UNCHECK THE FIT TO PAGE BOX IN ACROBAT TO PRINT A SCALE PRINT

(C) COPYRIGHT 2009 BY GRANT SIGNS.

THESE ARE THE KEY ASSUMPTIONS THAT HAVE BEEN USED IN CALCULATING THE STRUCTURAL SUPPORT FOR YOUR SIGN:

> Centroid Height: 3.125 ft Sign Area: 50.000 sq ft Number of Support Columns: 1 Steel type: new Wind Pressure: 30.000 lbs/ sq ft

Section Modulus: 1.875 per column Schedule 40 pipe (in inches,ROUND): 3.500 each column

Caisson type: Circular Base Diameter/Width: 1.500 ft Vert. Bearing Soil Pressure: 1500 Lateral Bearing Soil Pressure: 150

Footing Depth: 6.000 ft per column Valid Footing Diameter: 1.500 ft per column Concrete Yards: 0.379 yards total

IF SOIL OR DIGGING CONDITIONS VARY FROM THESE
ASSUMPTIONS, INCREMENTAL CHARGES MAY BE NECESSARY.
PLEASE NOTIFY SIGN PRODUCTIONS IF YOU PREFER TO PAY
FOR SOIL TESTS THAT WILL VERIFY YOUR CONDITIONS
PRIOR TO INSTALLATION OF YOUR SIGN.

JOB DESCRIPTION

D/F ILLUMINATED EXTERIOR MONUMENT SIGN

- A) FABRICATE CABINET WITH 1 1/2" TUBE FRAME AND ALUMINUM. PAINT.
- B) FABRICATE HALO-LIT CHANNEL LETTERS WITH:
- ROUTED ALUMINUM FACES
- PAINTED 3" RETURNS
- ILLUMINATE WITH WHITE NEON
- 60MA TRANSPONDERS HOUSED IN CABINET (A).

MOUNT LETTERS TO FACE OF CABINET (A) WITH 2" STAND-OFFS.

- C) FABRICATE WITH 1 1/2" TUBE FRAME AND ALUMINUM. FACE WITH ROUTED ALUMINUM BACKED WITH 3/16" WHITE ACRYLIC. LAMP HORIZONTALLY WITH FLUORESCENTS. PAINT.
- D) FABRICATE SILL CAP WITH 3" TUBE FRAME AND ALUMINUM. PAINT.
- E) FABRICATE BASE WITH STEEL ANGLE FRAME, DUROCK, AND TOLEDO GREY BRICK BY GLEN-GERY BRICK

INSTALL PER DETAILS.

WIRE SIGN FOR 277 V

R1: 02.18.10 ● JER ● REDUCED HEIGHT OF BASE TO 2'-0"

FILE NAME 23667-06-1 DATE 12.24.09 SCALE 3/4"=1'-0"

JOB NAME DANISCO USA, INC.

LOCATION 3322 AGRICULTURAL DR, MADISON, WI 53716

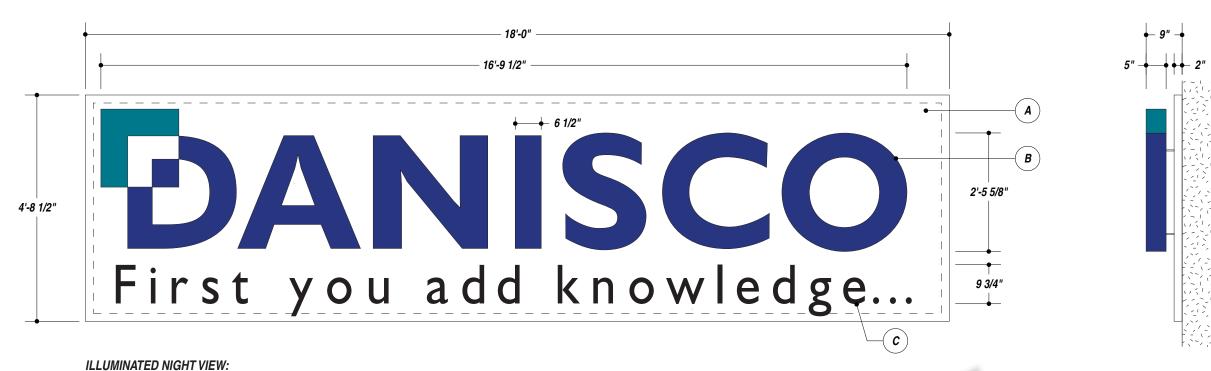
DRAWN BY JER SALESMAN JOHN GIBBS

DESIGN APPROVED BY:

DATE

DESIGN APPROVED BY:
AUTHORIZED SIGNATURE

5119 - Terminal Dr. McFarland, Wisconsin 53558 • 608-838-7794



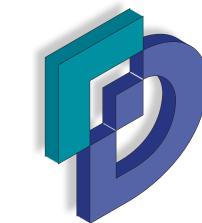
7725-12 BLACK (VINYL)

7725-10 WHITE (PAINT)

PMS 3155C (PAINT)

AVERY 957 SC PMS 282C (PAINT)

B)ANISCO





TOTAL SQ. FT. OF SIGNAGE: 84.75 sq. ft.

VIEWING DISTANCE OF PRIMARY SIGN COPY :

LL FLUORESCENT LAMPS WILL BE T12-CW-HO LAMPS. ALL BALLASTS WILL BE COLD START ALL-WEATHER BALLASTS. ALL NEON TRANSFORMERS WILL BE BY OTHERS. ALL DATA LINES TO ELECTRONIC SIGNAGE WILL BE BY OTHERS. ALL PAINT COLORS WILL BE SEMI-GLOSS FINISH

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(C) COPYRIGHT 2009 BY GRANT SIGNS

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JOB DESCRIPTION

S/F ILLUMINATED EXTERIOR HALO CHANNEL LETTERS

- A) FABRICATE HALO-LIT CHANNEL LETTERS WITH:
- ROUTED ALUMINUM FACES
- 3" PAINTED RETURNS
- ILLUMINATED WITH WHITE NEON
- REMOTE 60MA REMOTE TRANSFORMERS.

MOUNT TO BACKER PANEL (B) WITH 2" STAND-OFFS.

- B) FABRICATE BACKER PANEL WITH 2" TUBE FRAME AND ALUMINUM. PAINT.
- C) CUT, WEED, PAPER, & APPLY VINYL COPY TO BACKER PANEL (B).

MOUNT SIGN FLUSH TO BUILDING FASCIA.

FILE NAME 23667-01-0

DATE 12.24.09 SCALE 1/2"=1'-0"

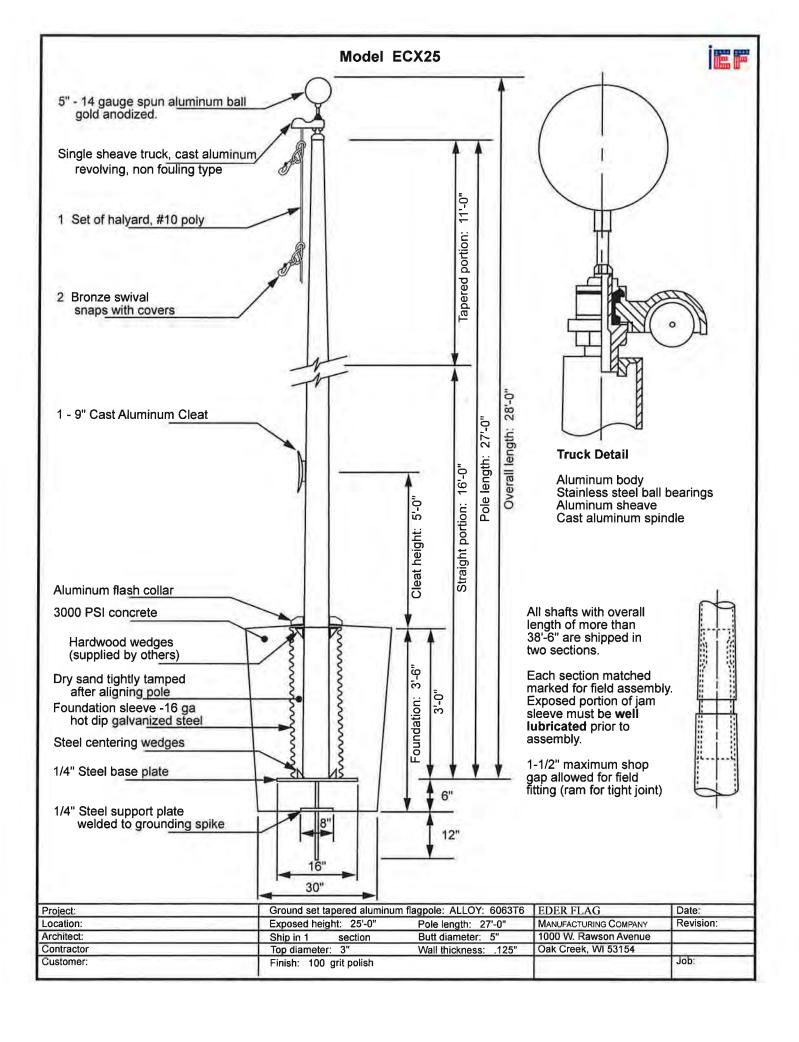
JOB NAME DANISCO USA, INC.

LOCATION 3322 AGRICULTURAL DR, MADISON, WI 53716

DRAWN BY JER SALESMAN JOHN GIBBS

AUTHORIZED SIGNATURE

DATE







Daylilies - Below Wall

VL - Wayfarring Viburnum



PO - Pin Oak



RM - Red Maple



 $S:\ \ Sign Submittal\ \ Danisco \ Plant \ Photos. docx$



CV - Cranberrybush Viburnum

CH - Thornless Hawthorn

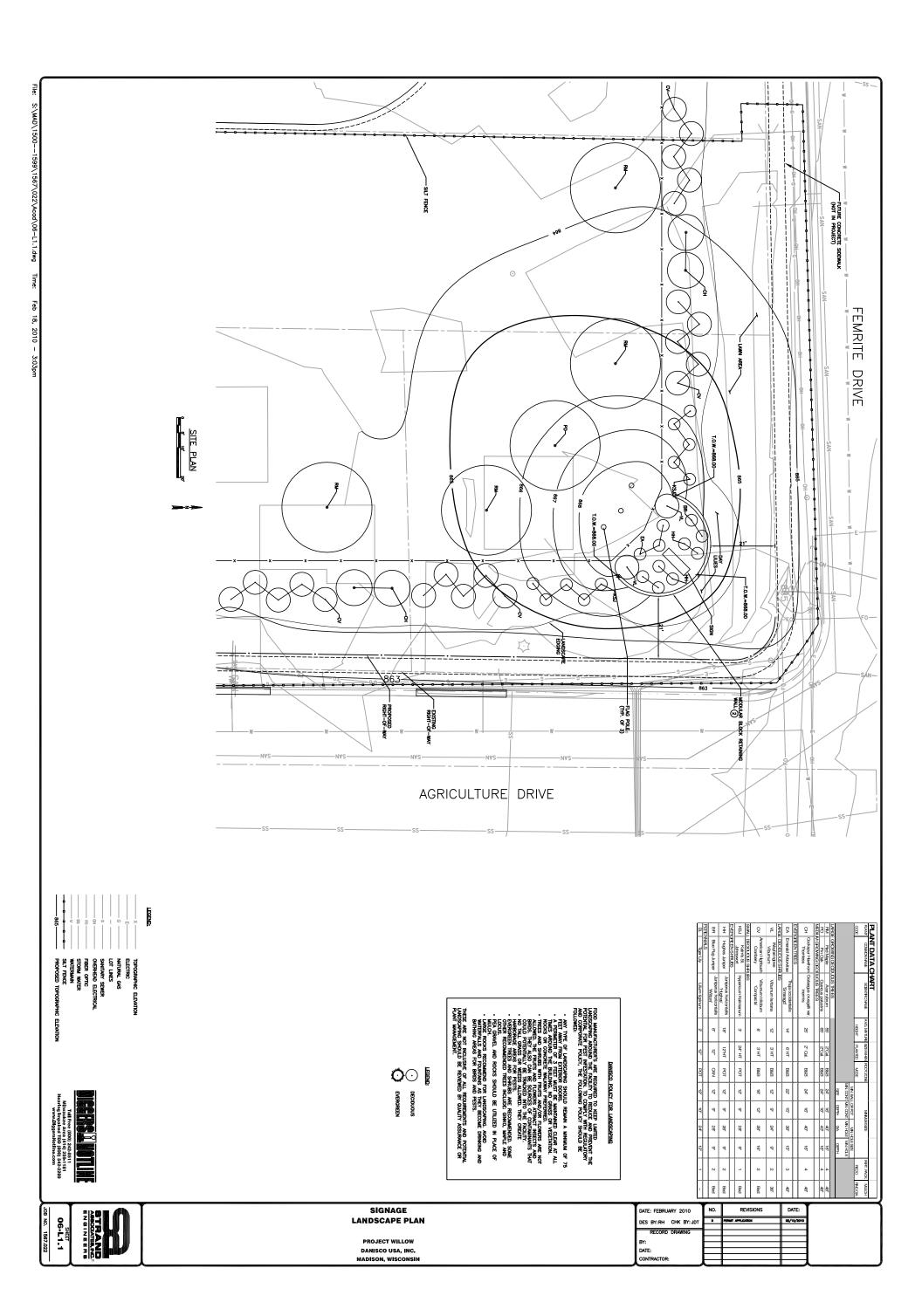


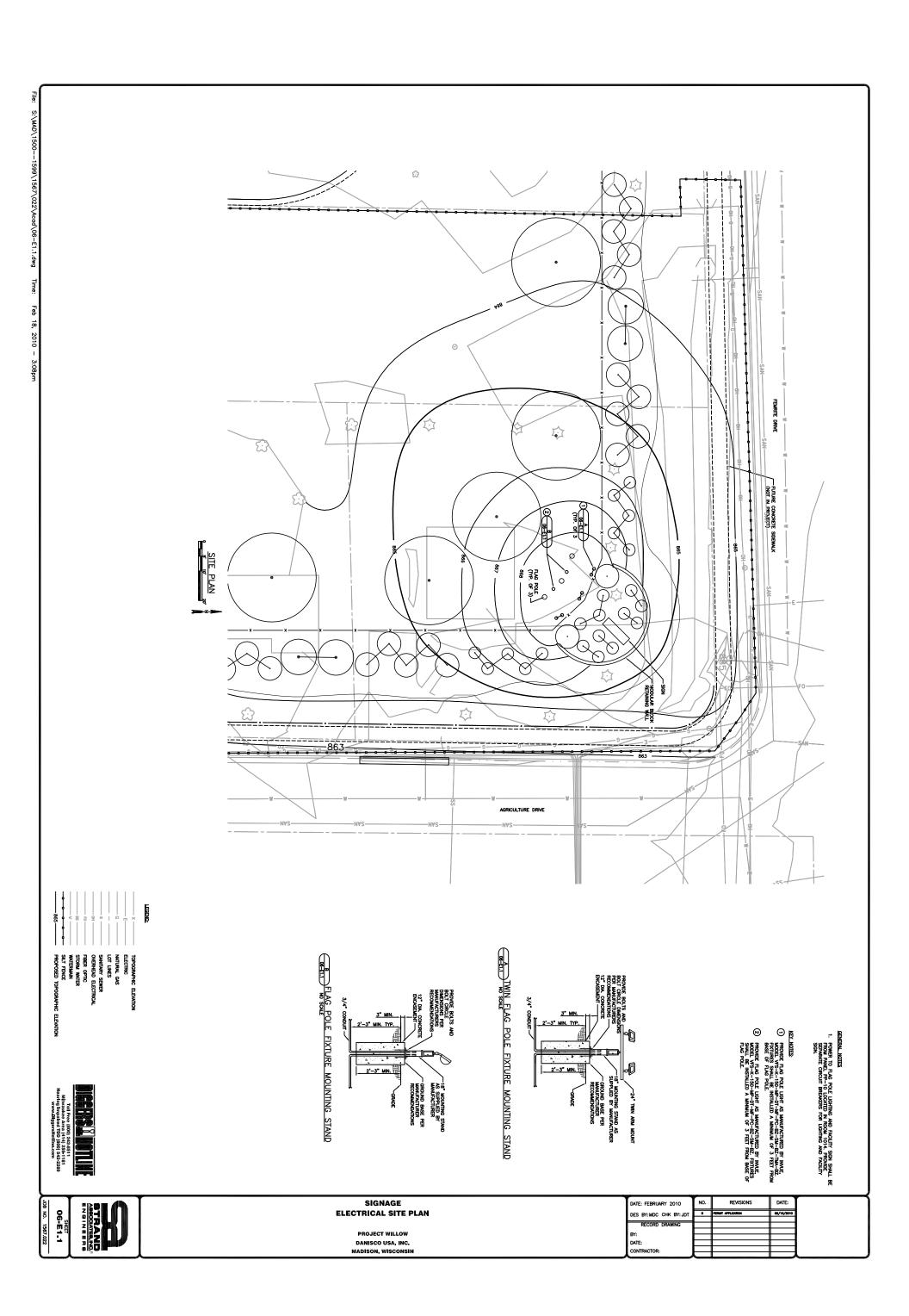


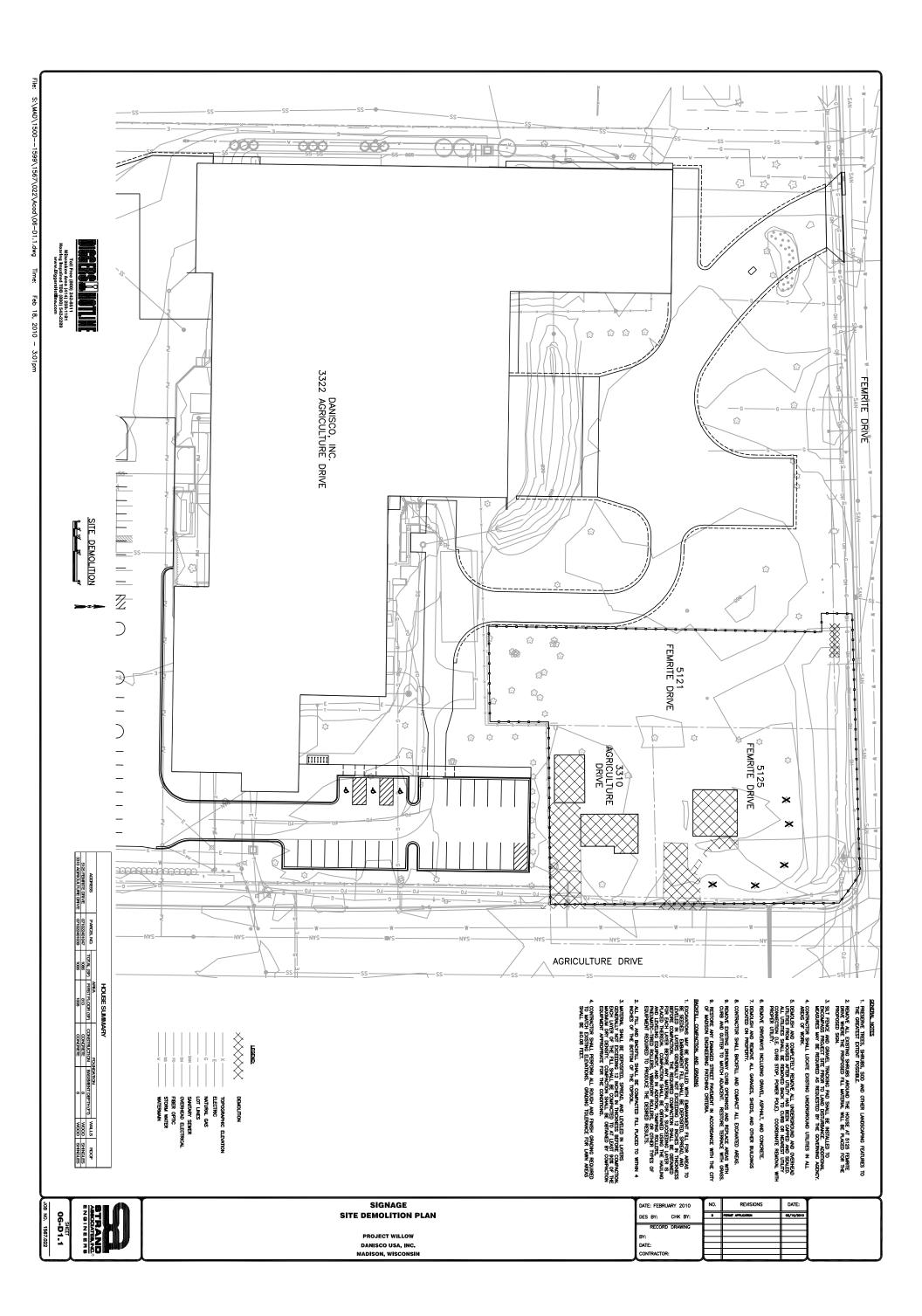
KSJ - St. Johnswort

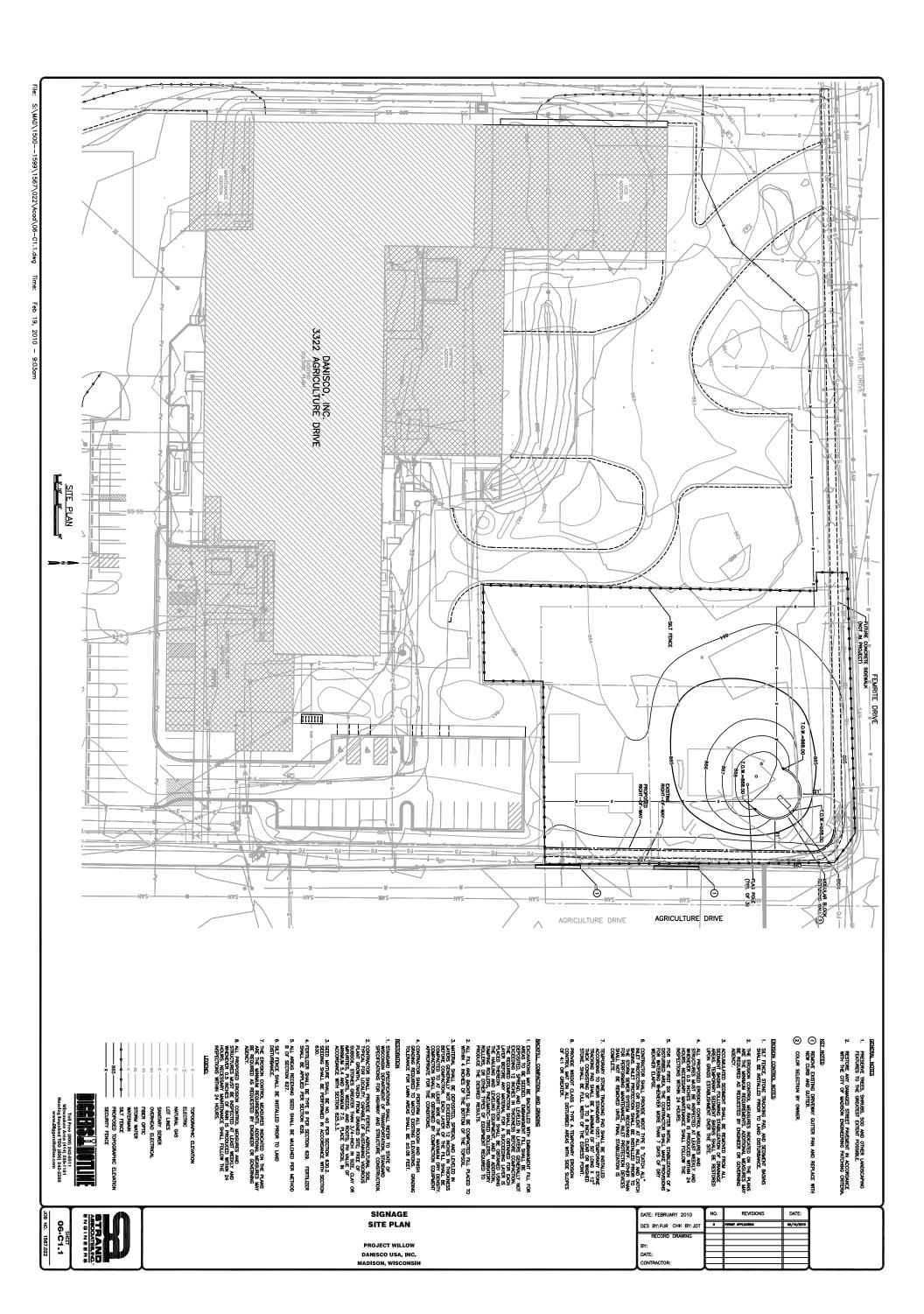
BR - Blue Rug Juniper

PLANT	COMMON NAME	SCIENTIFIC NAME	AVG. MATURE	SIZEWHEN	ROOT ZONE		MINIM	UMSIZE		PERT. PACK.	MULCH
CODE			HEIGHT	PLANTED	MODE					REQ'D	RING DIA
						MIN. BALL	OR POT SIZE	MIN. HO	DLESIZE		7 100
						MIN. CONT.	MIN, CONT.	MIN. HOLE	MIN. HOLE		
						SIZE	DEPTH	DIA.	DEPTH		
LARGE	GROWING DECIDU	OUS TREES				JUL	QL-11	LVIN.	DEFILI.		
RM	Red Maple	Acer rubrum	.55'	2"Cal.	B&B	24"	16"	40"	16"	4	48"
PO	Pin Oak	Quercus palustris	65	2'Cal.	B&B	24"	16"	40*	16"	4	48"
MEDIU	M GROWING DECID	UOUS TREES									
CH	Cockspur Hawthorn Thornless	Crataegus crusgalli var. inermis	25'	2" Cal.	B&B	24"	16"	40°	16"	4	48*
EVER	GREEN TREES				-	1	-				
EA	Emerald Arborvitae	Thuja occidentalis 'Smaragd'	14'	6' HT	B&B	22"	15"	38"	15"	3	48"
LARGE	DECIDUOUS SHRU	BS									
VL	Wayfaringtree Viburnum	Viburnum lantana	12'	3' HT	B&B	12"	9,	24'	9"	2	36"
CV	American Highbush Granberry	Viburnum triloburn 'Compacta'	6'	3' HT	B&B	16"	12"	28"	16"	2	Bed
SMALL	DECIDUOUS SHRU	BS									
KSJ	Kalm's St. Johnswort	Hypericum Kalmianum	3'	24" HT	POT	12"	9,	28"	-9"	1	Bed
EVER(GREEN SHRUBS										
HH	Hughes Juniper	Juniperus horizontalis 'Hughes'	18"	12"HT	POT	12"	9.	28"	9-	2	Bed
BR	Blue Rug Juniper	Juniperus horizontalis Wiltoni	8"	12"	CAN	12"	9°	28"	9"	2	Bed
PEREN	INIALS										
DL	Tiger Lily	Lilium tigrinum	2'	12"	POT	12"	10"	24"	12"	1	- 4

















STRAND ASSOCIATE, NO. SIGNAGE SIGN LOCATION MAP

> PROJECT WILLOW DANISCO USA, INC. MADISON, WISCONSIN

DATE:	NO.	REVISIONS	DATE:
DES BY: KRT CHK BY: JDT	٠	PERMIT APPLICATION	02/19/2010
RECORD DRAWING			
BY:			-
DATE:			
CONTRACTOR:			Щ





SIGNAGE LOCATION MAP

DANISCO USA, INC. MADISON, WISCONSIN

NO.	REVISIONS	DATE:
•	PERMIT APPLICATION	02/19/2010
		\vdash
	NO.	NO. REVISIONS o PERMIT APPLICATION



VIEW FROM AGRICULTURE DRIVE

STRAND ABOQUATE, NO. E NO IN EERS OG.AG.1

SIGNAGE RENDERINGS

PROJECT WILLOW DANISCO USA, INC. MADISON, WISCONSIN

DATE: FEBRUARY 2010	NO.	REVISIONS	DATE:
DES BY: KRT CHK BY: JDT	٠	PERMIT APPLICATION	02/19/2010
RECORD DRAWING			
BY:			-
DATE:			
CONTRACTOR:			
	A		

DESCRIPTION

VISION FLOOD'S cylindrical form blends effortlessly to architectural and landscape environments. Available in wattages up to 1000 watt Metal Halide and Pulse Start Metal Halide, and in two (2) housing sizes, VISION FLOOD offers properly scaled solutions for any floodlighting application.

Catalog #	Туре
Project	
Comments	Date
Prepared by	

SPECIFICATION FEATURES

A ... Housing

One-piece die-cast aluminum housing maintains a nominal .125" thickness to endure the toughest environments while maintaining precise tolerance control.

B ... Door

Die-cast aluminum door maintains a nominal .125" thickness and features concealed hinging to the housing. Door is secured with four (4) tamper resistant recessed stainless steel allen head fasteners. Door frame features an integral accessory channel for the mounting of optional light control accessories. Doorframe seals to housing with a continuous extruded silicone gasket. Lens is impact resistant .180" thick tempered clear flat glass, sealed to the door with a one-piece silicone gasket.

C ... Optical Assembly

Choice of six (6) high efficiency optical systems constructed of premium 95% reflective anodized aluminum sheet, or bright specular anodized polished spun aluminum. Available distributions include Narrow Spot, Narrow Flood, Medium Flood, Wide Flood, Horizontal Spot, and Vertical Flood. All reflector modules feature toolless removal, quick disconnect wire connections, and are field interchangeable. Small housing (VFS) optics feature medium-base lampholders.

D ... Knuckle

Heavy-duty die-cast aluminum knuckle utilizes a taper-lock adjustment mechanism for both solid engagement and infinite aiming adjustment. Knuckle adjustment is made via one (1) captive stainless steel allen head fastener consistent with doorframe fasteners.

D ... Knuckle (Cont'd.)

Tested to sustain 3G of vibration without loosing aiming position. VFS knuckle features a 3/4" NPT nipple on bottom surface for rigid attachment to available mounting accessories. Optional slipfitter mount available for VFS.

E ... Electrical Components High Power Factor (HPF) ballast components are strategically located and heat sunk to the housing for cooler operation and longer life. The VFS housing is rated for 40 degrees C (104 degrees F) ambient environments.

F ... Finish

Housing and arm finished in a 5 stage premium TGIC polyester powder coat paint, 2.5 mil nominal thickness for superior protection against fade and wear. Standard colors include black, bronze, grey, white, dark platinum, and graphite metallic. RAL and custom color matches available. Consult your INVUE Lighting Systems Representative for more information.



VFS VISION FLOOD SMALL

50 - 175W Pulse Start Metal Halide Metal Halide High Pressure Sodium

ARCHITECTURAL FLOOD LUMINAIRE

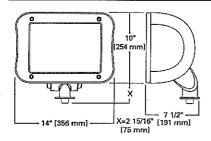
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	car an each						
	IP65 Rated	U.L. 1598 Listed	3G Vibration Tested				
ĺ	CSA Listed	40°C Ambient	150 9001				

Wattage	Тa	ы

***************************************	V⊧S
Pulse Start Metal Halide	50, 70, 100, 150W
Metal Halide	175W
High Pressure Sodium	50,70, 100, 150W

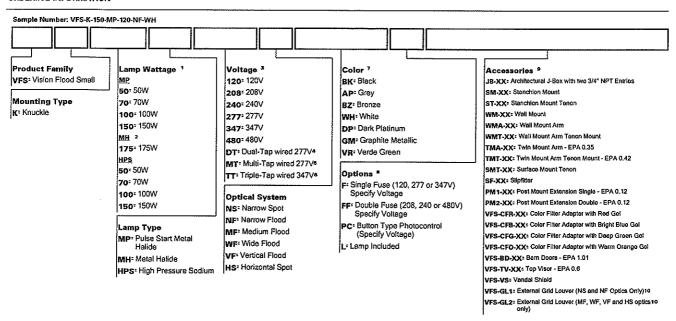
DIMENSIONS



EPA (effected projected area)

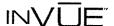
SHIPPING DATA (approx.)
Net Weight (lbs.): 37

ORDERING INFORMATION



Notes: 1 All HID lamps are medium-base

- MH products available for non-U.S. markets only.
- Products also available in non-US voltages and 50Hz for international markets. Consult factory for availability and ordering information.
- Dual-tap is 120/277V wired 277V.
- 5 Multi-tap is 120/208/240/277V wired 277V.
- 3 Triple-tap is 120/277/347V wired 347V.
- 7 Custom and RAL color matching available upon request. Consult your INVUE Lighting Systems Representative for further information.
- 8 Add as suffix in the order shown
- g Order separately, replace XX with color suffix
- 10 Standard color is black powder cost.



The Vision Flood Small (VFS) knuckle features a 3/4" NPT threaded nipple on its bottom surface for direct mounting to the following accessories: Junction Box (JB), Slipfitter (SF), Stanchion Mount (SM), Twin Arm Mount (TMA), Wall Mount Arm (WMA), Wall Mount (WM), and Post Mount Extensions (PM1, PM2). When coupled with the available slipfitter (SF), the VFS can be mounted to the following accessories: Surface Mount Tenon (SMT), Stanchion Mount Tenon (ST), Twin Mount Arm Tenon (TMT), and Wall Mount Arm Tenon (WMT).

Catalog #	Туре
Project	
Comments	
Prepared by	Date

ACCESSORIES SPECIFICATIONS

JUNCTION BOX [JB]

U.L. and CSA listed for wet locations, the Vision J-Box is supplied with a 3/4" clearance hole on the top surface and two (2) 3/4" NPT openings on the bottom surface. An optional drilling consisting of one (1) 1/2" NPT opening on the bottom surface can be specified.

SLIPFITTER [SF]

Die-cast aluminum slipfitter features a 3/4" NPT entry point on top surface to mate to standard VFS knuckle. Allows fixture assembly to be mounted to standard 2" pipe size (2 3/8" O.D.) tenons and tenon equipped accessories.

STANCHION MOUNT [SM]

Used to mount fixture above grade to solid surface, or partially buried when secured to concrete pad. Cast aluminum housing and mounting plate is 18" tall and is supplied with a single 3/4" clearance hole entry point.

TWIN ARM MOUNT [TMA]

Soft form extruded aluminum arm is 24" in length and features two (2) 3/4" clearance holes for twin fixture mount. Other lengths and drilling patterns available upon request. Twin arm base slip fits over standard 2" pipe size (2 3/8" O.D.) tenon. End caps are removable for wiring access. Useful in ground mount and pole mount applications.

WALL MOUNT ARM [WMA]

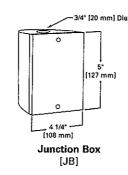
Extruded aluminum arm with cast mounting plate is 15" in length and is supplied with a 3/4" clearance hole entry point. Also useful as an arm extension off square area light poles.

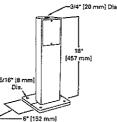
WALL MOUNT (WM)

Cast aluminum mounting plate adapts around 4" square or octagonal J-box by others. Additional stud mounting is required beyond J-box attachment. Consists of mounting bracket and cast aluminum splice access cover providing a clean transition to the wall surface. Hanger mount integral to mounting plate allows for ease of installation.

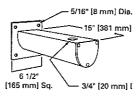
POST MOUNT EXTENSION [PM1/PM2]

Cast aluminum assembly slip fits over standard 2" pipe size (2 3/8" O.D.) tenons, and allows for single (PM1), or double (PM2) mount configurations. Assembly allows for 360° of fixture rotation. Top cap provides splice access. Useful for single or twin, pole mounted downward aiming applications.

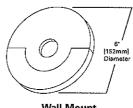








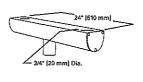
Wall Mount Arm [WMA]



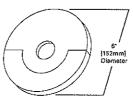
[WM]



Slipfitter [SF]



Twin Arm Mount [TMA]



Wall Mount



VFS VISION FLOOD SMALL **ACCESSORIES**

Aiming Range (From Center)







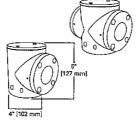


ISM)





JPM1/PM2I



Post Mount Extension [PM1/PM2]

SURFACE MOUNT TENON [SMT]

For above-grade surface mount placement, the SMT is supplied with a 4" tall standard 2" pipe size (2 3/8" O.D.) tenon.

STANCHION MOUNT TENON [ST]

Used to mount fixture above grade to solid surface, or partially buried when secured to concrete pad. Cast luminum housing and mounting plate is 18" tall and is supplied with a standard 2" pipe size (2 3/8" O.D.) tenon.

TWIN ARM MOUNT TENON [TMT]

Soft form extruded aluminum arm is 24" in length and features two (2) standard 2" pipe size (2 3/8" O.D.) tenons for twin fixture mount. Other lengths and drilling patterns available upon request. Twin arm base slip fits over standard 2" pipe size (2 3/8" O.D.) tenon. End caps are removable for wiring access. Useful in ground mount and pole mount applications. For extended downward aiming, utilize PM1 or PM2 in conjunction with TMT.

WALL MOUNT ARM TENON [WMT]

Extruded aluminum arm with cast mounting plate is 15" in length and is supplied with a standard 2" pipe size (2 3/8" O.D.) tenon.

Also useful as an arm extension off square area lightpole.

TOP VISOR [VFS-TV]

Controls excess spill and glare on top portion of distribution. Especially useful in uplighting applications to limit light travel above intended wall surface or sign. Mounts to accessory channel in doorframe. Compatible with all distributions.

BARN DOORS [VFS-BD]

Four (4) independently mounted and adjustable doors control cutoff angles in all directions, allowing custom distribution control for any application. Compatible with all distributions.

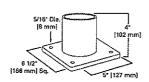
VANDAL SHIELD [VFS-VS]

3/16" thick molded polycarbonate convex lens. Treated with UV inhibitor to discourage the gradual discoloration that results from exposure to sunlight and metal halide lamps.

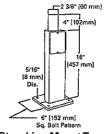
EXTERNAL GRID LOUVERS

[VFS-GL1 / VFS-GL2]

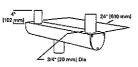
Designed to control lamp glare and spill light while maintaining beam efficiency. Useful when aiming direction or intended target lies in close proximity to pedestrian and/or motor vehicle activity. Mounts to accessory channel in doorframe. Finished in black powder coat paint. GL1 for NS and NF optics only. GL2 for MF, WF, VF and HS optics only.



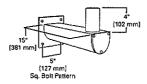
Surface Mount Tenon [SMT]



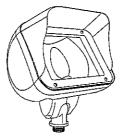
Stanchion Mount Tenon
[ST]



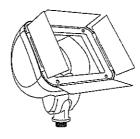
Twin Arm Mount Tenon [TMT]



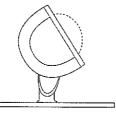
Wall Mount Arm Tenon [WMT]



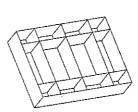
Top Visor [VFS-TV]



Barn Doors [VFS-BD]



Vandal Shield [VFS-VS]



External Grid Louvers [VFS-GL1 / VFS-GL2]

Aiming Range (From Center)



SMTI



IST



(TMT)



[WMT]



