



Strand Associates, Inc.<sup>®</sup>

910 West Wingra Drive

Madison, WI 53715

(P) 608-251-4843

(F) 608-251-8655

September 1, 2017

Mr. Alan Martin—UDC Secretary  
Urban Design Commission  
126 South Hamilton Street  
Madison, WI 53703

Re: DuPont—3326 Agriculture Drive—Exterior Sign Approval

Dear Mr. Martin:

DuPont is applying for an exterior wall sign approval on a recently approved addition being constructed at 3326 Agriculture Drive. The proposed sign meets the requirements of the Madison General Ordinance Chapter 31, Sign Control Ordinance. DuPont is requesting an exception to the Madison General Ordinances, Urban Design District (UDD) No. 1 requirements. Specifically, DuPont is requesting an exception to Sec. 33.24(8)(c)4.a.vii, A and B.

An exception to the height limitation is being requested based on the height of the building, location in respect to Agriculture Drive and adjacent landscaping elements. The proposed location of the sign will result in a sign that is more to scale with the building and site. The sign is 4 feet high and 10 feet long. Overall, the building is 54 feet tall and locating the sign below 18 feet will limit visibility from the nearby Agriculture Drive. DuPont proposes to mount the sign at 31 feet, centering it on the building. This is illustrated on the enclosed drawings.

Enclosed with this letter is the Urban Design Commission Application and submittal drawings.

Sincerely,

STRAND ASSOCIATES, INC.<sup>®</sup>

James D. Ternus, P.E.

c/enc.: John Monfre, DuPont  
Eric Hohol, DuPont

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
Date received \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

### 1. Project Information

Address: 3326 Agriculture Drive  
Title: MPA - Exterior Sign Addition

### 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested \_\_\_\_\_

- ☐ New development ☐ Alteration to an existing or previously-approved development  
☐ Informational ☐ Initial approval ☒ Final approval

### 3. Project Type

- ☒ Project in an Urban Design District  
☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
☐ Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)  
☐ Planned Development (PD)  
☐ General Development Plan (GDP)  
☐ Specific Implementation Plan (SIP)  
☐ Planned Multi-Use Site or Residential Building Complex

#### Signage

- ☐ Comprehensive Design Review (CDR)  
☐ Signage Variance (i.e. modification of signage height, area, and setback)

#### Other

- ☒ Please specify  
Exception to UDD No. 1 (see attached)

### 4. Applicant, Agent, and Property Owner Information

Applicant name Jim Ternus Company Strand Associates, Inc.  
Street address 910 West Wingra Drive City/State/Zip Madison WI 53715  
Telephone 608-251-4843 Email jim.ternus@strand.com  
Project contact person Same as above Company \_\_\_\_\_  
Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_  
Property owner (if not applicant) Eric Hohel  
Street address 3322 Agriculture Drive City/State/Zip Madison, WI 53716  
Telephone 608-395-2657 Email eric.hohel@dupont.com

## 5. Required Submittal Materials

- ☐ Application Form
- ☐ Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☐ Development plans (Refer to checklist provided below for plan details)
- ☐ Filing fee
- ☐ Electronic Submittal\*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

## 6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Mr. Al Martin on August 24, 2017.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name Jim Ternus Relationship to property Engineer  
 Authorized signature of Property Owner [Signature] Date Aug 30, 2017

## 7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☒ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO).
- ☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex







NEW SIGN LOCATION,  
SEE DRAWING A8.01

CONFIDENTIAL  
THIS DOCUMENT CONTAINS INFORMATION CLASSIFIED AS CONFIDENTIAL.  
PROTECTION OF THIS DOCUMENT MUST COMPLY WITH DUPONT DSD  
POLICY AND GUIDANCE.  
CONTACT TRADE SECRET RISK MANAGER FOR YOUR BUSINESS FOR  
FURTHER GUIDANCE.

NOTES:

REV	DATE	DESCRIPTION	BY	CHK'D	APPR
REVISIONS					
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		FOR INFORMATION, CONTACT: E. I. DU PONT DE NEMOURS AND COMPANY 3329 Agriculture Drive Madison, WI USA			
VENDOR INFO					
TITLE					
OVERALL SITE SIGNAGE PLAN PROJECT CAPA FREEZE DRY CAPACITY EXPANSION PROJECT					
DRAWN	KRT	CHECKED	PNR	APPROVED	JDT
SIZE	DWG NO				DATE
E					10/04/16
SHEET NAME C1.00				JAMES TERNUS	
FILE: C1.00_Signage.dwg					
SCALE: AS NOTED					
PROJECT # 1731.035					
SHEET 4 OF 11					



