

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
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 _____
Submission reviewed by _____
Legistar # _____

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: _____

Title: _____

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 _____

4. Applicant, Agent, and Property Owner Information

Applicant name _____ Company _____

Street address _____ City/State/Zip _____

Telephone _____ Email _____

Project contact person _____ Company _____

Street address _____ City/State/Zip _____

Telephone _____ Email _____

Property owner (if not applicant) _____

Street address _____ City/State/Zip _____

Telephone _____ Email _____

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 on Page 4 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 and legible**. 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. 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 Jessica Vaughn and Chrissy Thiele on February 14, 2023.
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.

Name of applicant Mary Beth Growney Selene Relationship to property Serving as Agent to the Owner

Authorizing signature of property owner Mary Beth Growney Selene Digitally signed by Mary Beth Growney Selene
Date: 2023.02.27 09:43:55 -0600 Date February 27, 2023

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

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
mbgrowneyselene@ryansigns.net

February 27, 2023

TO: Jessica Vaughn
City of Madison Urban Design Commission

FROM: Mary Beth Growney Selene, Serving as Agent to the Owner

RE: **CMFG Life**
5810, 5910, and 5710 Mineral Point Road
Major Alteration to an Approved Comprehensive Design Review (from February 9, 2022)

Dear Urban Design Commission;

Attached please find revised design materials for consideration of a Major Alteration to the Approved Comprehensive Design Review for **CMFG Life**, located at 5810, 5910, and 5710 Mineral Point Road.

This Major Alteration is being presented as CMFG Life has finalized their new branding, some of which is not consistent with the originally approved CDR. In addition to the changes being proposed for your consideration, we have included those signs from the February 9, 2022 Approved Comprehensive Design Review. **This Major Alteration application to an Approved CDR includes:**

1. Reconsideration of the use of back-lit letters.
 - The client's new branding is not compatible with the use of back-lighting;
 - When incorporated into the rail wall system, the letters and signature brand "block" do not lend themselves to back-lighting.
 - The back-lit letters were approved to be consistent with existing signage:
 - The back-lit letters have been removed from the 5910 building and;
 - The existing back-lit letters will be removed from the 5710 building in mid-late 2023.
 - To be consistent with all of the signage using individual, illuminated letters, we request the use of internal illumination for the letters on the plinth wall (Design 5A.3), the ramp wall (Design 5.3) , and the east (Design 11.4) and west (Design 14.1) rail sections of the building elevations.
2. Request an exception for two signs to be installed on the rail detail of the architecture (as originally suggested by the UDC at their February 9, 2022 meeting). These architectural features are not qualifying signable areas. Upon further review of the completed building and its surrounding area, the client agrees that the lower signage placement is more vehicular and pedestrian friendly and, more consistent with neighboring signage.
3. If not considered adjacent to a street frontage or customer parking lot of 33'-0" or more in width, we request an exception for West elevation letters to be placed on this elevation.
4. Reduction of the Kelvin temperature of the LED illumination.
 - In an effort to reduce the brightness of the building signage, the illumination output will be approximately 10 foot-candles average across the sign surface.
5. Approval of the final wayfinding signage package, which replaces the existing wayfinding signage and is consistent with the wayfinding signage approved by the UDC at their February 9, 2022 meeting and installed in 2022.
 - Four wayfinding locations have been removed from the originally approved CDR.
6. The original and proposed site plans are included in this package.

The objective of this Comprehensive Design Review is to describe the designs and integration of the street graphics for the identification and wayfinding signage on the **CMFG Life** campus.

The principal goals of this Comprehensive Design Review are to:

- Allow for freestanding and building signage,
- Integrate new signage within the architecture of the building and,

The execution of the objectives and goals has created opportunities to address scale-appropriate graphics to provide suitable legibility in each context to which the graphics are intended to be seen. The intent of the sign plan is to allow for creative and innovative identification opportunities and presentations. This package illustrates the scope of the **CMFG Life** campus which includes freestanding identification and wayfinding signs, and building signage, and a summary of all such proposed signage. Please refer to the document package for additional information on specific signage detail.

Signage included in the Approved Comprehensive Sign Plan for **CMFG Life** was as follows:

- Campus Identification Signage
- Campus Wayfinding Signage
- New Building Signage
- Existing Building Signage
- Existing Wayfinding Signage

Signage included in the proposed **Major Alteration** to an Approved Comprehensive Design Review for **CMFG Life** is as follows:

- Campus Identification Signage (amended)
- Campus Wayfinding Signage (Phase 2)
- New Building Signage (amended)
- Removal of Existing Building Signage (new)
- Replacement of Existing Wayfinding signage (part of Phase 2)

BACKGROUND:

1. The property is zoned SE (Suburban Employment District), (Group 3),
2. This is a large site with three entry points off Mineral Point Road and,
3. The overall campus encompasses three entities.

Following are Comprehensive Design Review criteria:

31.043 URBAN DESIGN COMMISSION AND COMPREHENSIVE DESIGN REVIEW

4(b). Comprehensive Design Review Criteria:

1. **The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.**

The proposed signage included in this Comprehensive Sign Plan is focused on guiding guests and visitors to the correct locations. The signs have been designed to integrate into the architecture. The colors and material finish of the signs complement the architecture and unite all design elements.

The proposed signage is designed to enhance the architectural uniqueness of the 5810 building while balancing the inclusive feel of the overall campus. The signage is intended to provide the visibility necessary for building identification, campus identity, and vehicular and pedestrian safety.

The base details on all the new freestanding wayfinding signage have unique up-lighting elements. The routed/push-through projecting copy on these signs further illustrates the high-level design.

All signs are designed and scaled appropriately to their individual locations and their intended audiences.

2. Each element of the sign plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment.

The placement of each sign is essential to the vehicular and pedestrian movement at the three primary entry points.

Given the size of the overall campus, the intent of the plan is to focus visitors and guests to the 5810 entrance. This new entrance is intended to be the primary entrance for all visitors and guests to the entire campus.

Existing wayfinding signage on the campus, which is now being replaced, are (mostly) internal to the campus, and for primarily employee and services use.

Update on existing wall signage is noted below:



5710 Mineral Point Road – Approximately 134 sf2
THESE LETTERS ARE BEING REMOVED



5710 Mineral Point Road – Approximately 139 sf2
THESE LETTERS ARE BEING REMOVED



5810 Mineral Point Road – Approximately 90 sf2
THESE LETTERS HAVE BEEN REMOVED

3. The Sign Plan shall not violate any of the state purposes described in Sec. 31.02(1) and 33.24(2).

We confirm that the sign plans are designed to further the goals of safety and aesthetics and achieve the purposes outlined in Sec. 31.02(1) and Sec. 33.24(2).

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

We confirm that all signage will meet the minimum construction requirements under 31.04(5).

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

We confirm that the sign plan does not approve advertising beyond the restriction in Sec. 31.11 or 31.115.

6. The Sign Plan shall not be approved if any element of the plan:

- a. Presents a hazard to vehicular or pedestrian traffic on public or private property,
- b. Obstructs views at points of ingress or egress of adjoining properties,

c. Obstructs or impedes the visibility of existing lawful signs on adjacent property, or,

We confirm that none of the above exists in the sign plan.

d. Negatively impacts the visual quality of public or private open space.

They do not.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

We confirm that the sign plan only encompasses signs on private property of the zoning lot(s).

DESCRIPTION OF EACH NEW SIGN IN THE APPROVED COMPREHENSIVE DESIGN REVIEW and MAJOR ALTERATION CHANGES

1.7 LARGE VEHICULAR WAYFINDING AT CENTRAL MINERAL POINT ROAD ENTRANCE

+ A.1, I.1

- Up to 45 sf2 (per side) (copy area only) double face, internally illuminated, freestanding sign with detailed base; not to exceed 9'-0" in overall height
- Routed and push-through projecting copy
- Internally illuminated using white LED

2.6 INTERNAL MEDIUM VEHICULAR WAYFINDING

- Up to 20 sf2 (per side) (copy area only) single face, internally illuminated, freestanding sign with detailed base; not to exceed 5'-0" in overall height
- Routed and push-through projecting copy
- Internally illuminated using white LED

4.5 INTERNAL SMALL VEHICULAR WAYFINDING

+ E

- Up to 10 sf2 (per side) (copy area only), single face, internally illuminated, freestanding sign with detailed base; not to exceed 6'-0" in overall height
- Routed and push-through projecting copy
- Internally illuminated using white LED

5.3 INTERNAL PLINTH WALL - FREESTANDING IDENTIFICATION SIGNAGE

- Up to 32.61 sf2 (copy area only) individual illuminated letters
- **Internally illuminated letters and logo to match proposed wall signs (proposed at 32.61 sf2)**
- Illuminated using white LED
- Plinth wall area of 222.12 sf2 (**Net sign area is approximately 15% of total freestanding wall**)

5A.3 EXTERNAL RAMP WALL – FREESTANDING IDENTIFICATION SIGNAGE

- Up to 13.61 sf2 (copy area only) internally illuminated, individual letters
- **Internally illuminated letters and logo to match proposed wall signs (proposed at 13.61 sf2)**
- Illuminated using white LED
- Ramp wall area of 100.86 sf2 (**Net sign area is approximately 13.4% of total freestanding wall**)

6.6 INTERNAL LARGE PEDESTRIAN WAYFINDING

+ B, C, D.1

- Up to 12 sf2 (per side) (copy area only) double face, internally illuminated, freestanding sign with detailed base; not to exceed 7'-0" in overall height
- Routed and push-through projecting copy
- Internally illuminated using white LED

7.7 LARGE VEHICULAR WAYFINDING AT EAST MINERAL POINT ROAD ENTRANCE

- Up to 45 sf2 (per side) (copy area only) double face, internally illuminated, freestanding sign with detailed base; not to exceed 9'-0" in overall height
- Routed and push-through projecting copy
- Internally illuminated using white LED

10.2 SOUTH ELEVATION - LONG VIEW WALL SIGNAGE (This sign is being removed from the Sign Plan)

- Up to 120 sf2 (not to exceed 30% of signable area)
- Back lit individual letters
- Illuminated using white LED

11.4 EAST ELEVATION VEHICULAR & PEDESTRIAN VIEW WALL SIGNAGE

- Allow for an exception to install sign on a non-qualifying signable area
- Up to 73.65 sf2 (reduced from 120 sf2) (not to exceed 30% of signable area)
- **Internally illuminated letters and logo to match proposed wall signs (proposed at 73.65 sf2)**
- Illuminated using white LED
- Final copy: TruStage with Logo icon

14.1 WEST ELEVATION VEHICULAR & PEDESTRIAN VIEW WALL SIGNAGE

- Allow for an exception to install sign on a non-qualifying signable area
- Up to 73.65 sf2 (reduced from 120 sf2) (not to exceed 30% of signable area)
- **Internally illuminated letters and logo to match proposed wall signs (proposed at 73.65 sf2)**
- Illuminated using white LED
- Final copy: TruStage with Logo icon

This Comprehensive Design Review is requesting approval of the following sign types, as noted:

| SIGN TYPE | CODE REFERENCE | SIGN DETAIL | Approved by UDC ON 2-9-22 | Request for Approval |
|---|--|--|--|--|
| 1.7, + A.1, I.1 Large Vehicular Wayfinding at Central Driveway Entrance | 31.03 PARKING LOT DIRECTION SIGN | 45/90 sf2 double face sign. Not to exceed 9'-0" in overall height Internally illuminated | APPROVAL to allow for: 1. 45/90 sf2, internally illuminated sign as included in CDR submittal. | No Change to existing approval except to; Add Sign Location A.1, I.1 |
| 2.6 Medium Vehicular Wayfinding - Internal to site | 31.03 PARKING LOT DIRECTION SIGN | 20/40 sf2 single face sign. Not to exceed 5'-0" in overall height. Internally illuminated | APPROVAL to allow for: 1. 20/40 sf2, internally illuminated sign as included in CDR submittal. | No Change to existing approval |
| 4.5, E Small Vehicular Wayfinding – internal to site | 31.03 PARKING LOT DIRECTION SIGN | 10/20 sf2 single face sign. Not to exceed 6'-0" in overall height. Internally illuminated | APPROVAL to allow for: 1. 10/20 sf2, internally illuminated sign as included in CDR submittal. | No Change to existing approval |
| 5.3 Plinth Wall | FREESTANDING CAMPUS IDENTIFICATION SIGN | Up to 32.61 sf2 net copy on 222.12 sf2 freestanding wall. Sign will consist of individual, back-lit illuminated letters. | APPROVAL to allow for: 1. 50 net sf2, back-lit illuminated letters as included in CDR submittal. | Request approval for: 1. Internally illuminated letters/logo 2. NTE 32.61 net sf2. |
| 5A.3 Ramp Wall | 31.03 PARKING LOT DIRECTION SIGN | Up to 13.61 sf2, net copy on 100.86 sf2 freestanding wall. Sign will consist of individual, back-lit illuminated letters. | APPROVAL to allow for: 1. 20 net sf2, back lit- illuminated letters as included in CDR submittal. | Request approval for: 1. Internally illuminated letters/logo 2. NTE 13.61 sf2. |

| | | | | |
|---|--|---|--|--|
| 6.6, + B, C, D.1 Large Pedestrian Wayfinding – internal to site | 31.03 PARKING LOT DIRECTION SIGN | 12/24 sf2 double face sign. Not to exceed 7'-0" in overall height Internally illuminated | APPROVAL to allow for: 1. 12/24 sf2, internally illuminated sign as included in CDR submittal. | No Change to existing approval except to; Add Sign Locations B, C, D.1 |
| 7.7 Large Vehicular Wayfinding at Central Driveway Entrance | 31.03 PARKING LOT DIRECTION SIGN | 45/90 sf2 double face sign. Not to exceed 9'-0" in overall height Internally illuminated | APPROVAL to allow for: 1. 45/90 sf2, internally illuminated sign as included in CDR submittal. | No Change to existing approval |
| 10.3 South Elevation | 31.07 – WALL, ROOF AND ABOVE-ROOF SIGNS | 120 sf2 individual letters (not to exceed 30% of signable area) Wall Sign (5 th story is stepped back, not above roof line) Back-lit illuminated | Code Compliant | Removed from CDR |
| 11.4 East Elevation | 31.07 – WALL, ROOF AND ABOVE-ROOF SIGNS | Up to 73.65 sf2 individual letters (not to exceed 30% of signable area) Internally illuminated | Code Complaint | Request approval for: 1. Internally illuminated letters/logo 2. NTE 73.65 sf2. 3. Located on rail system above 2 nd floor. |
| 14.1 West Elevation | 31.07 – WALL, ROOF AND ABOVE-ROOF SIGNS | Up to 73.65 sf2 individual letters (not to exceed 30% of signable area) Internally illuminated | Not included in original and Approved CDR. | Request approval for: 1. Internally illuminated letters/logo 2. NTE 73.65 sf2. 3. Located on rail system above 2 nd floor. 4. Allow for exception if not considered adjacent to a customer parking lot of 33'-0" or more in width. |

| | | | | |
|-------------------|---|---|---|---|
| Existing Signage | 31.03 PARKING LOT DIRECTION SIGN 31.07 – WALL, ROOF AND ABOVE-ROOF SIGNS | Per photographs included in this submittal and noted on site plan | APPROVAL to allow for: 1. all existing signage to remain and as included in this CDR submittal. 2. when the existing signs are updated, any updates will match the design intent of new signage as approved in this CDR. | All signs to be included are noted above, per specific sign type. |
| All other signage | To be determined as development progresses | | All other signage on the site, not specifically mentioned in this CDR will comply with Chapter 31 of the Madison General Ordinances or will be addressed in a Minor Alteration to the approved CDR. | All other signage on the site, not specifically mentioned in this CDR will comply with Chapter 31 of the Madison General Ordinances or will be addressed in a Minor Alteration to the approved CDR. |

Respectfully Submitted,

RYAN SIGNS, INC.



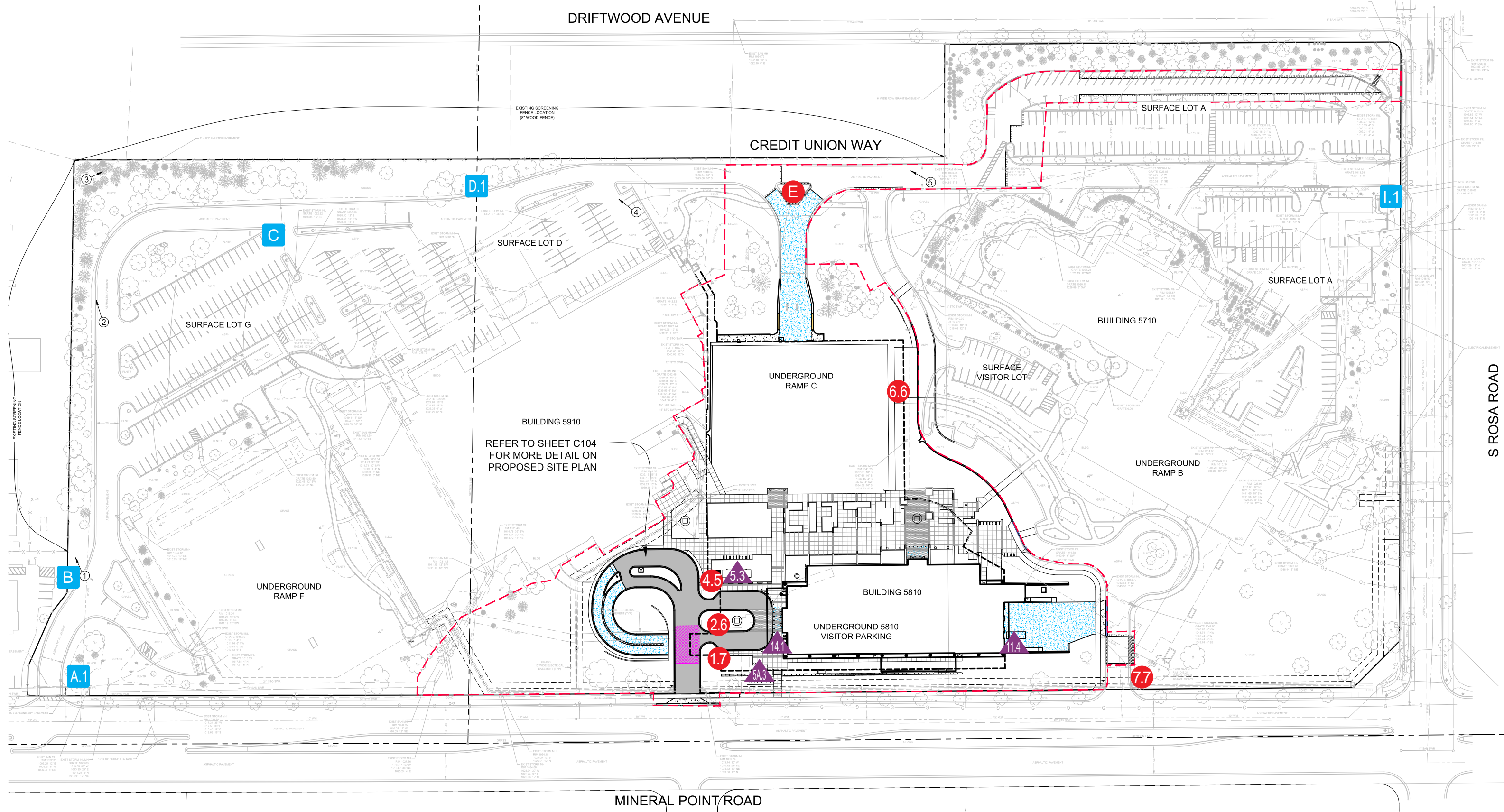
Mary Beth Growney Selene
 President
 Serving as Agent to CMFG Life

cc: Bill Fedun, CMFG Life

2023 Site Plan



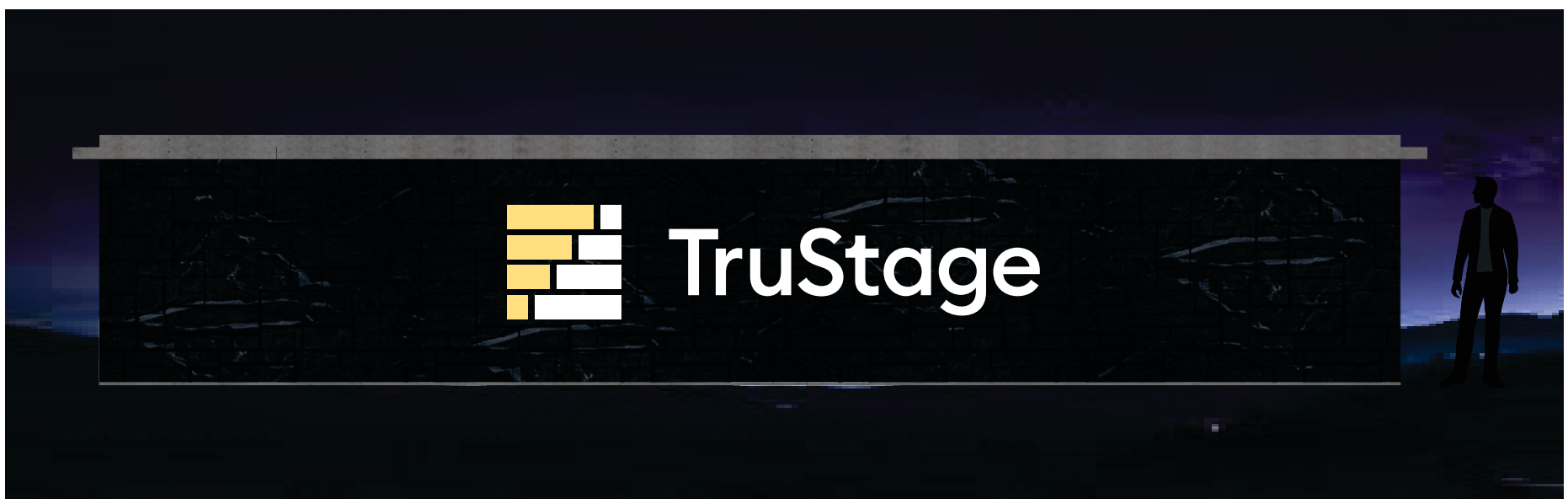
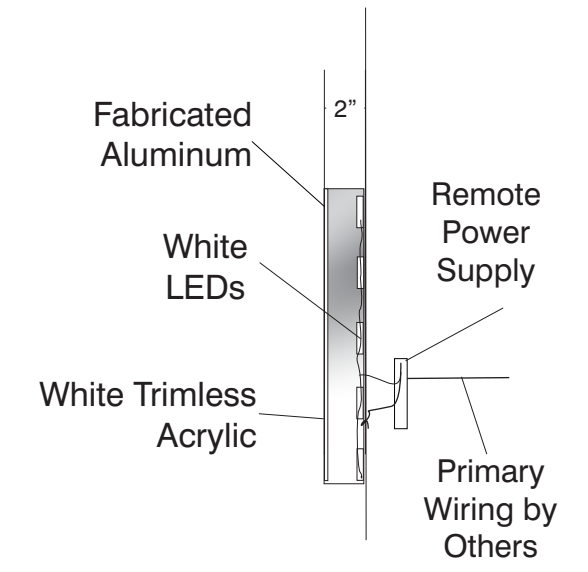
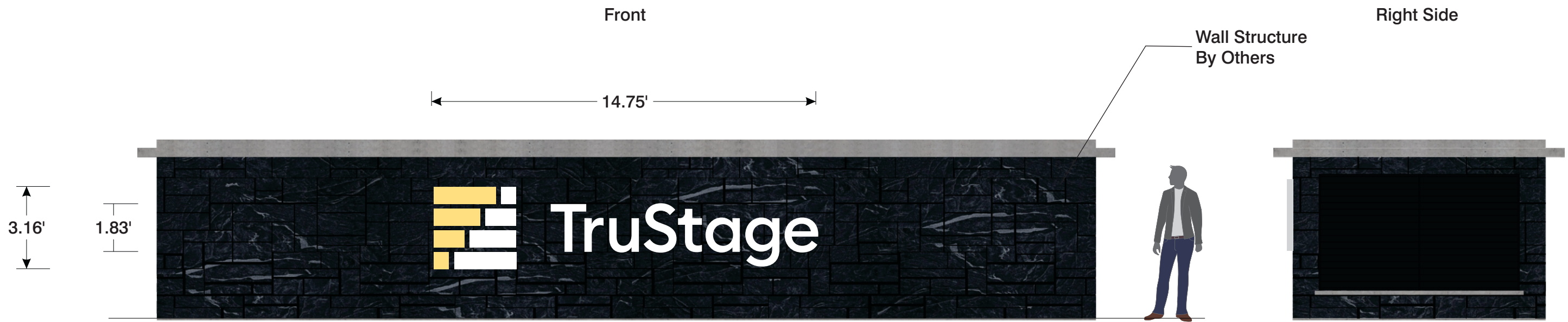
0 10 20 30 40 50 100
SCALE IN FEET



- New 2023 Wayfinding Signage
- Installed Per 2/9/22 Approved CDR
- ▲ Major Alteration to Approved CDR

5.3 CUNA Mutual Group - Internally Illuminated Channel Letters - Plinth

32.61 Sq Ft



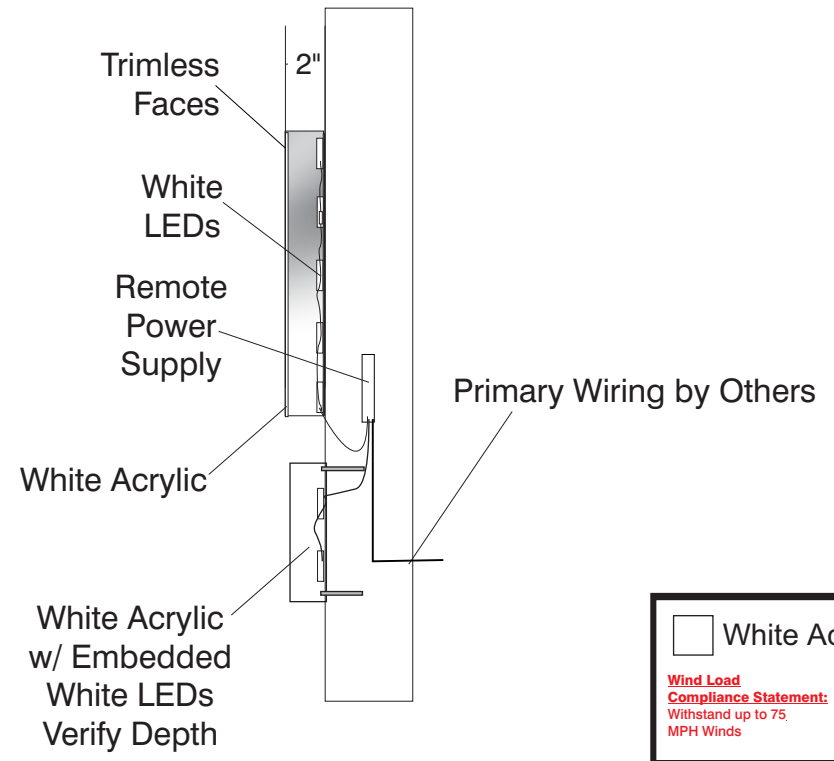
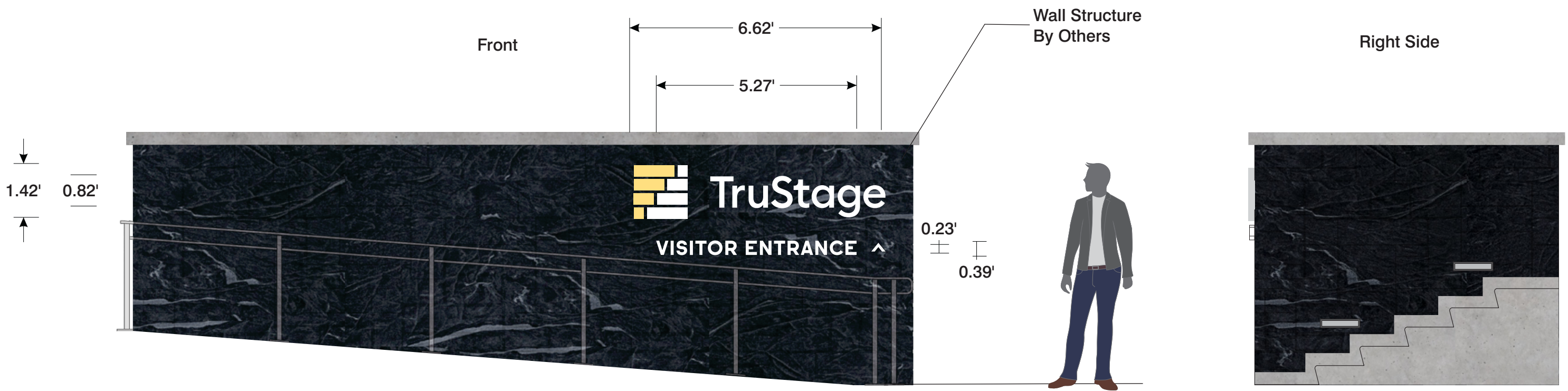
| | |
|---|--|
| <input type="checkbox"/> White Acrylic | <input type="checkbox"/> Pantone 2002C |
| Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements |
| Construction: Internally Illuminated Channel Letters, Mounted to Raceway Sections | |

Print to Scale on 11' x 17" Paper

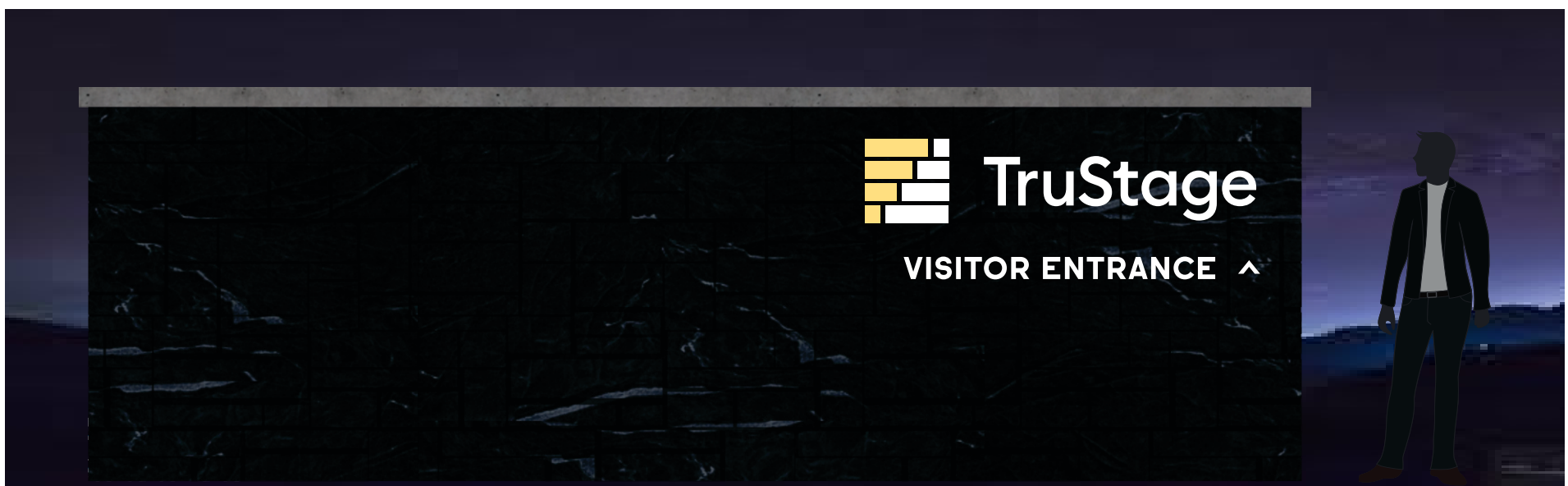
| | | |
|---|--|---|
| Ryan Signs, Inc. <small>3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</small> | SCALE: 1/4" = 1'.0" DATE: 8/3/21 REVISED: 3/6/23 DRAWN BY: KW | APPROVED: Copyright 2021 by Ryan Signs, Inc. |
| | CUNA MUTUAL GROUP - 5810 MINERAL POINT RD. | |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> | | DRAWING NUMBER: 7276 |

5A.3 CUNA Mutual Group - Internally Illuminated, Back Lit Letters - Ramp

13.61 Sq Ft



| | |
|---|---|
| <input type="checkbox"/> White Acrylic | <input type="checkbox"/> Pantone 2002C |
| Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements |
| Construction: Internally Illuminated Channel Letters, Mounted to Raceway Sections | |



Print to Scale on 11' x 17" Paper

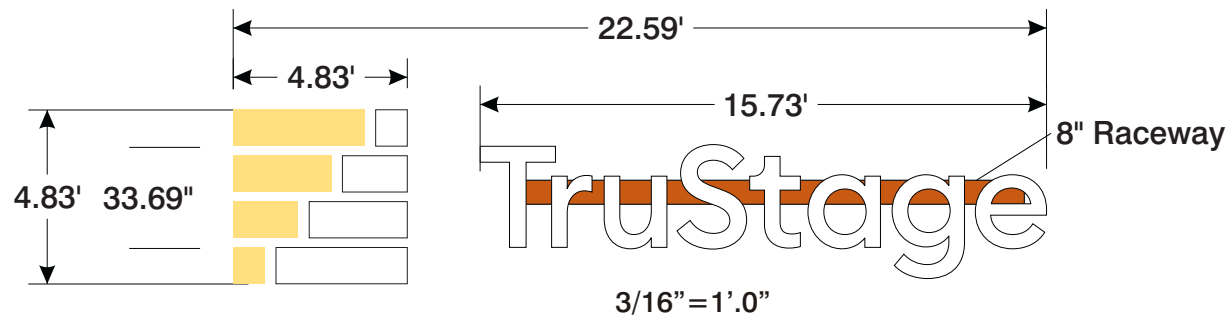
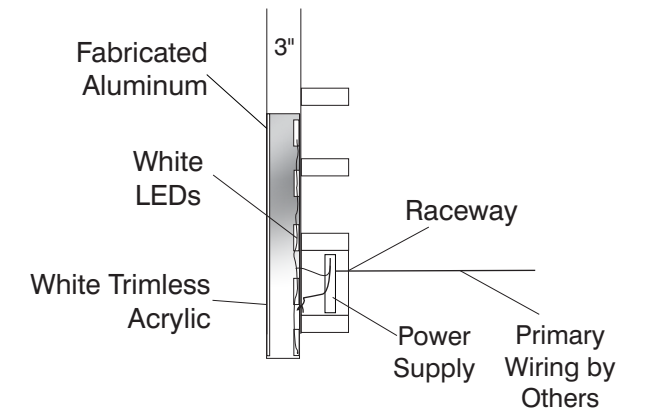
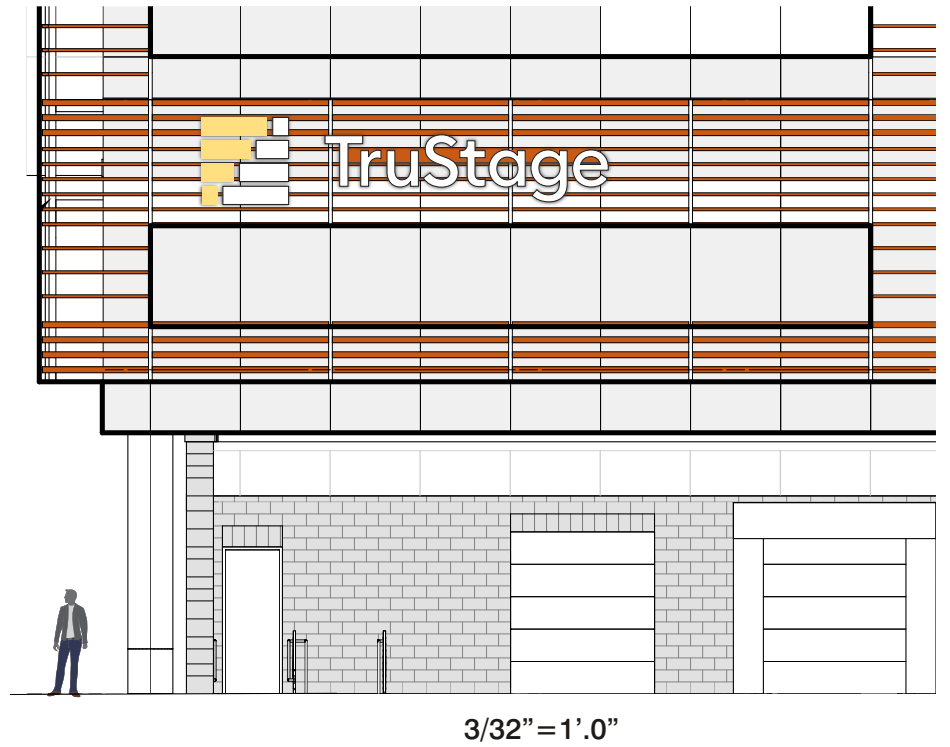
| | | |
|--|---------------------|------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | SCALE: 3/8" = 1'.0" | APPROVED: |
| | DATE: 8/3/21 | DRAWN BY: KW |
| CUNA MUTUAL GROUP - 5810 MINERAL POINT RD. | REVISED: 3/6/23 | Copyright 2021 by Ryan Signs, Inc. |
| These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans. | | DRAWING NUMBER: 7276 |
| client signature | | |

11.4 TruStage - Internally Illuminated Channel Logo & Letters - East Elevation

73.65 Sq Ft



Not To Scale



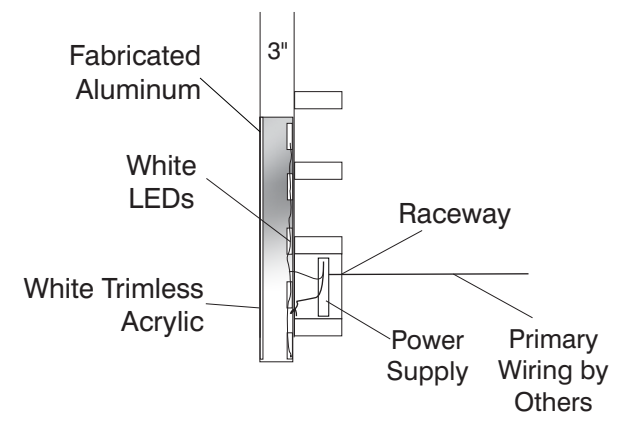
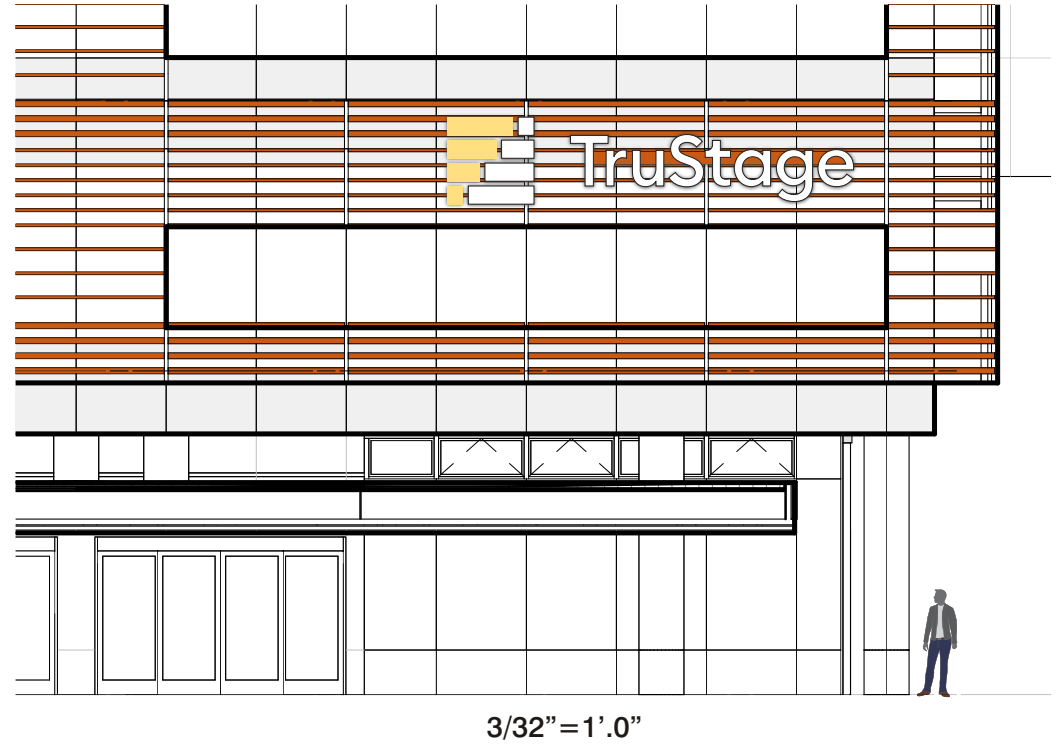
| | |
|---|--|
| <input type="checkbox"/> White Acrylic | <input type="checkbox"/> Pantone 2002C |
| Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements |
| Construction: Internally Illuminated Channel Letters, Mounted to Raceway Sections | |

Print to Scale on 11" x 17" Paper

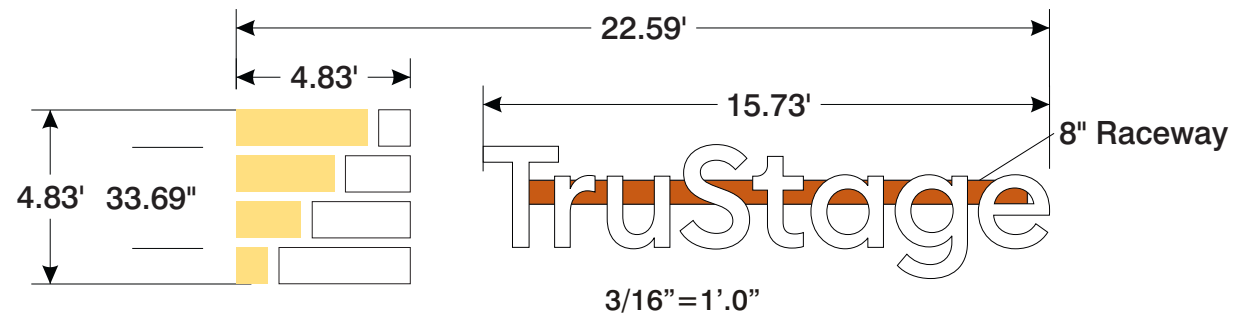
| | | | |
|--|--|--|---|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | SCALE: VARIES DATE: 12/21/22 REVISED: 3/6/23 DRAWN BY: KW | APPROVED: Copyright 2022 by Ryan Signs, Inc. |
| TRUSTAGE - 5810 MINERAL POINT RD. | | DRAWING NUMBER: 7558 | |
| <p>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</p> <p style="text-align: right;">client signature _____</p> | | | |

14.1 TruStage - Internally Illuminated Channel Logo & Letters - West Elevation

73.65 Sq Ft



Not To Scale

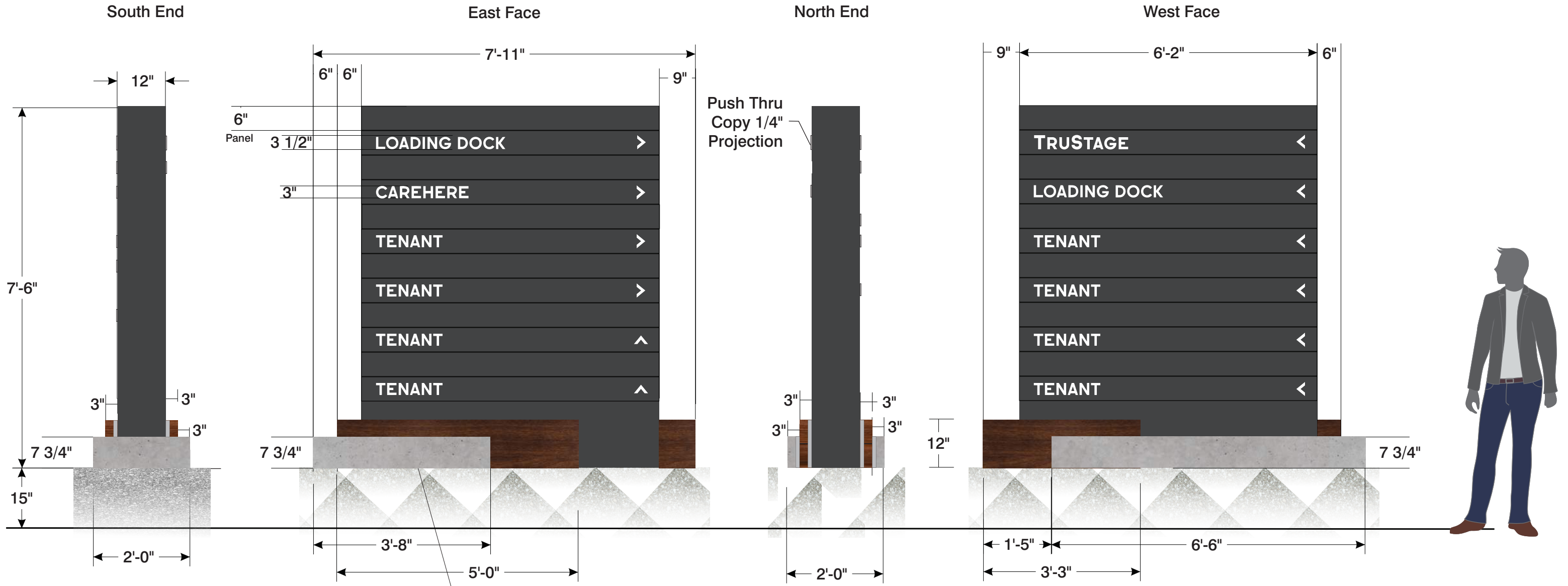


| | |
|---|---|
| <input type="checkbox"/> White Acrylic | <input type="checkbox"/> Pantone 2002C |
| Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements |
| Construction: Internally Illuminated Channels Letters, Mounted to Raceway Sections | |

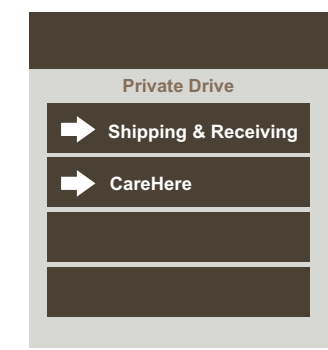
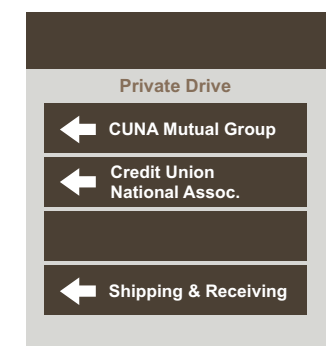
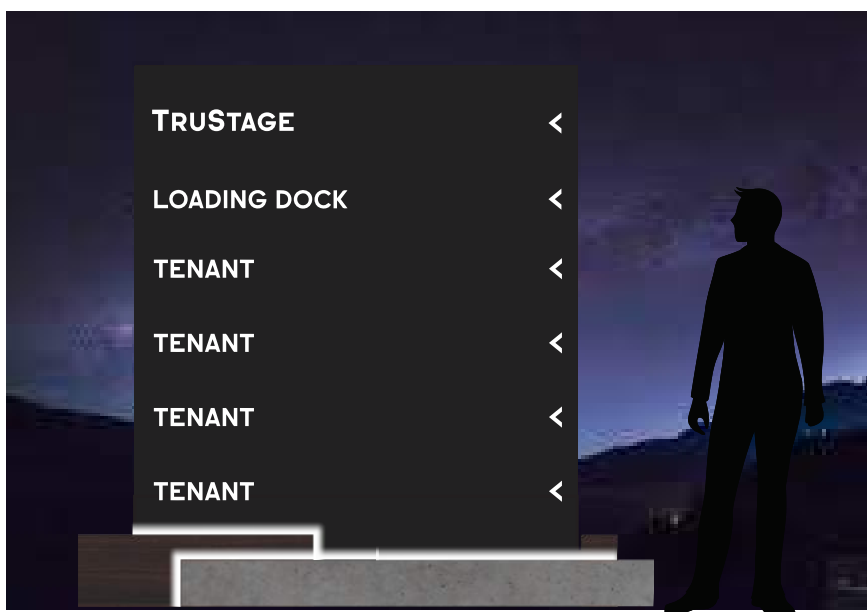
Print to Scale on 11" x 17" Paper

| | | | |
|---|--|--------------------------------|--------------------------------------|
| Ryan Signs, Inc. | | SCALE: VARIES | APPROVED: |
| 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | DATE: 2/20/23 | © Copyright 2023 by Ryan Signs, Inc. |
| TRUSTAGE - 5810 MINERAL POINT RD. | | REVISED: 3/6/23 | DRAWN BY: KW |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> | | DRAWING NUMBER: 7558 | |
| client signature | | | |

A.1 TruStage - Large Vehicle Wayfinding



Existing [21 sqft/side]



West Face

East Face

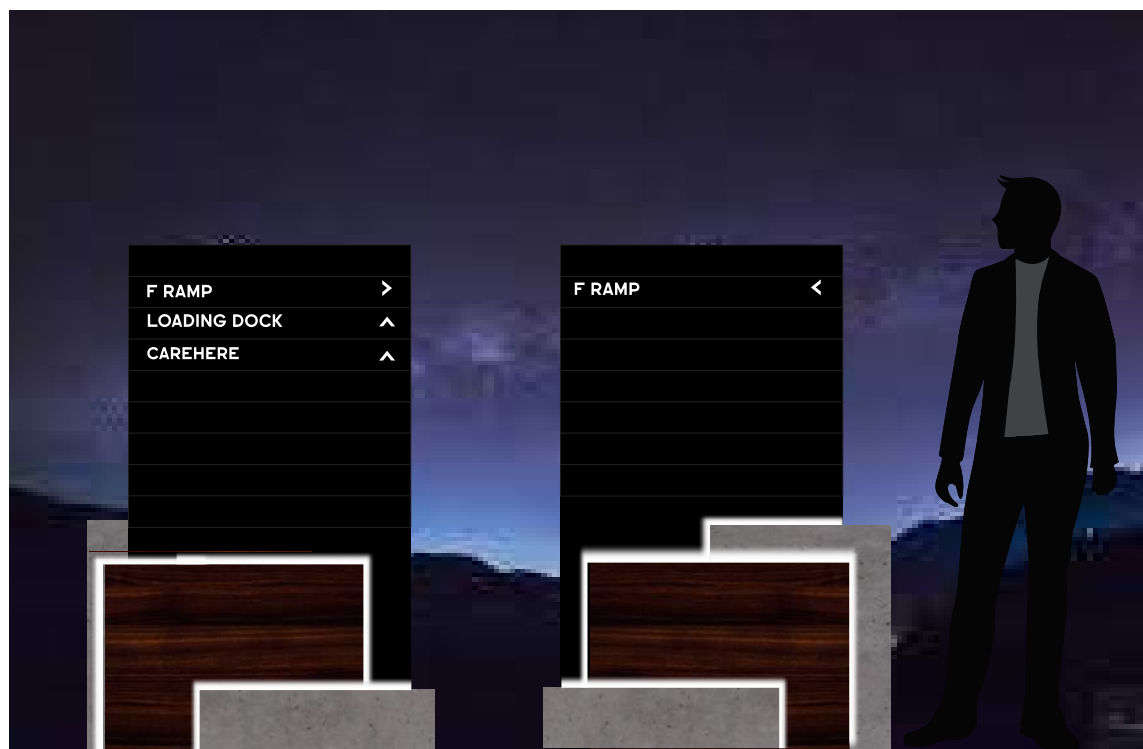
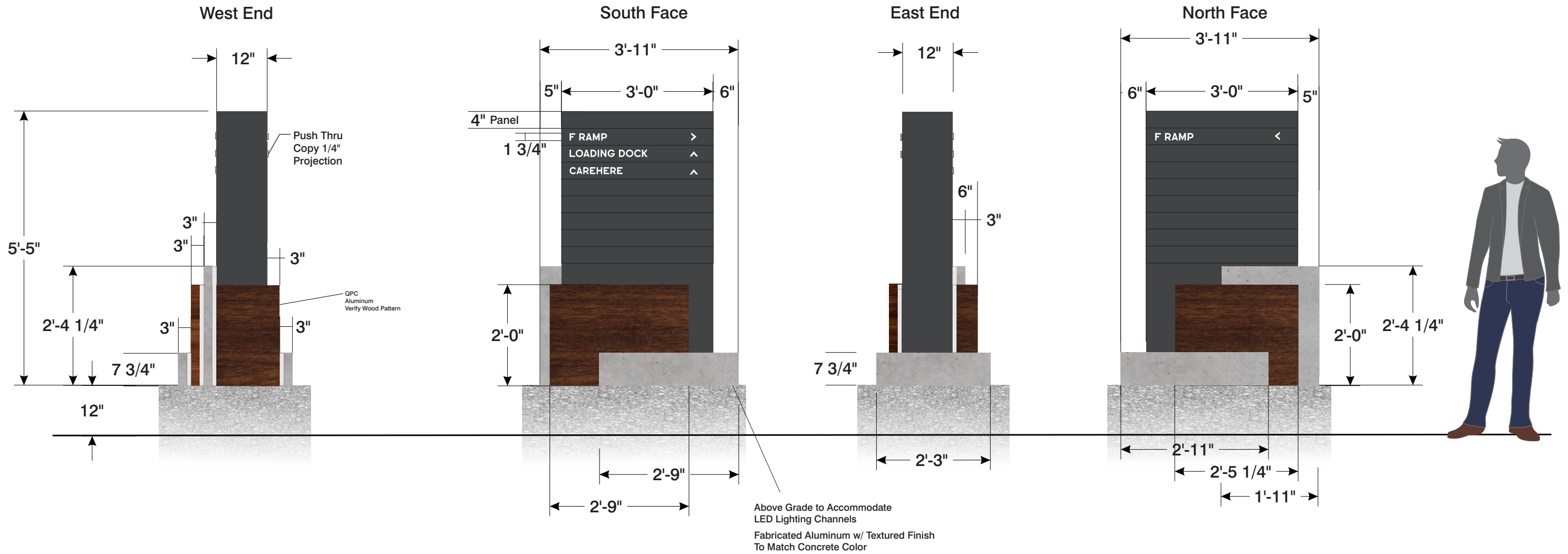
| | | | |
|---|--|--|--|
| <ul style="list-style-type: none"> White Acrylic Painted Aluminum | <p>Wind Load Compliance Statement: Withstand up to 75 MPH Winds</p> | <p>Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements</p> | <p>Construction: Routed Aluminum Panels w/ Composite Material & Concrete Base</p> |
|---|--|--|--|

Print to Scale on 11" x 17" Paper

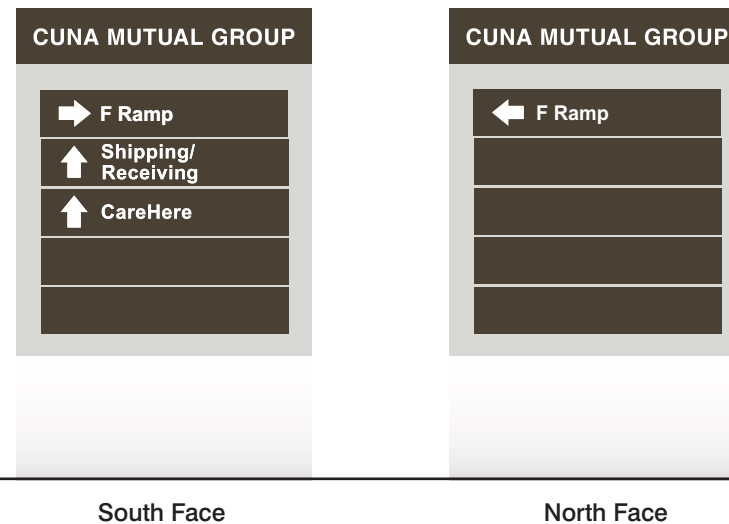
| | | |
|--|---|---|
| <p>Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</p> | <p>SCALE: 1/2" = 1'-0" DATE: 12/9/22 REVISED 2/15/23 DRAWN BY: KW</p> | <p>APPROVED: _____ DATE: 12/9/22 REVISED 2/15/23 DRAWN BY: KW</p> |
| <p>TRUSTAGE - 5810 MINERAL POINT RD.</p> | | <p>DRAWING NUMBER: 7558</p> |

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B TruStage - Large Pedestrian Wayfinding



Existing [21 sqft/side]

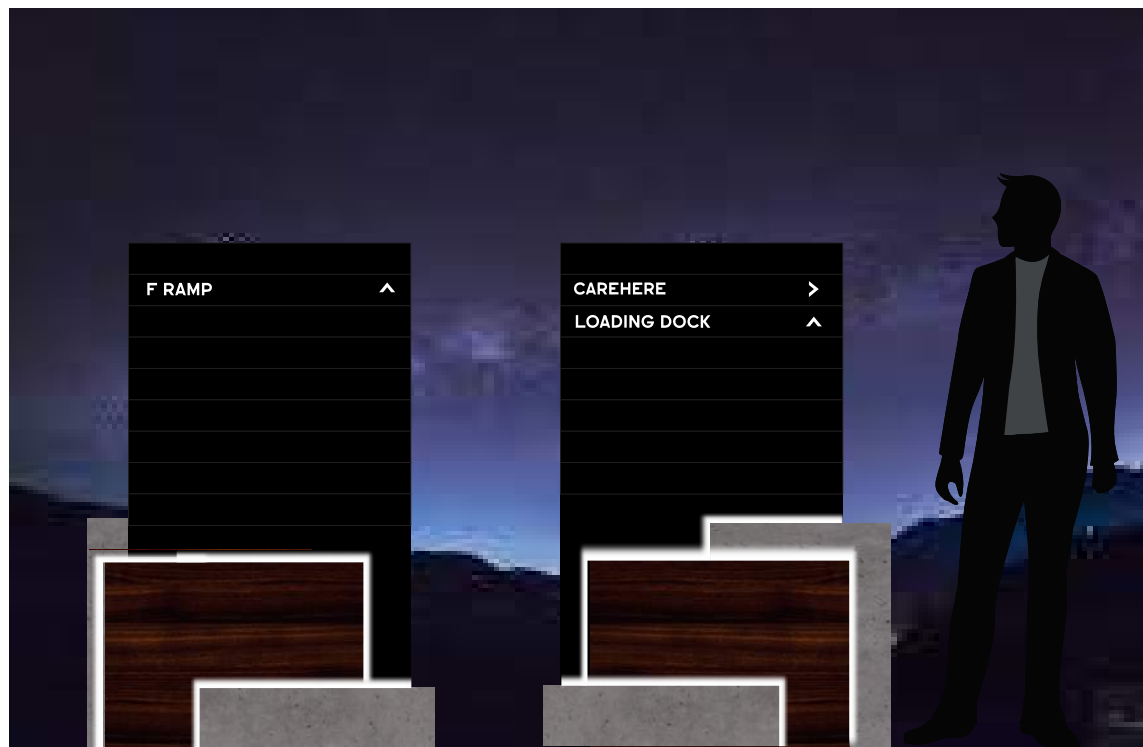
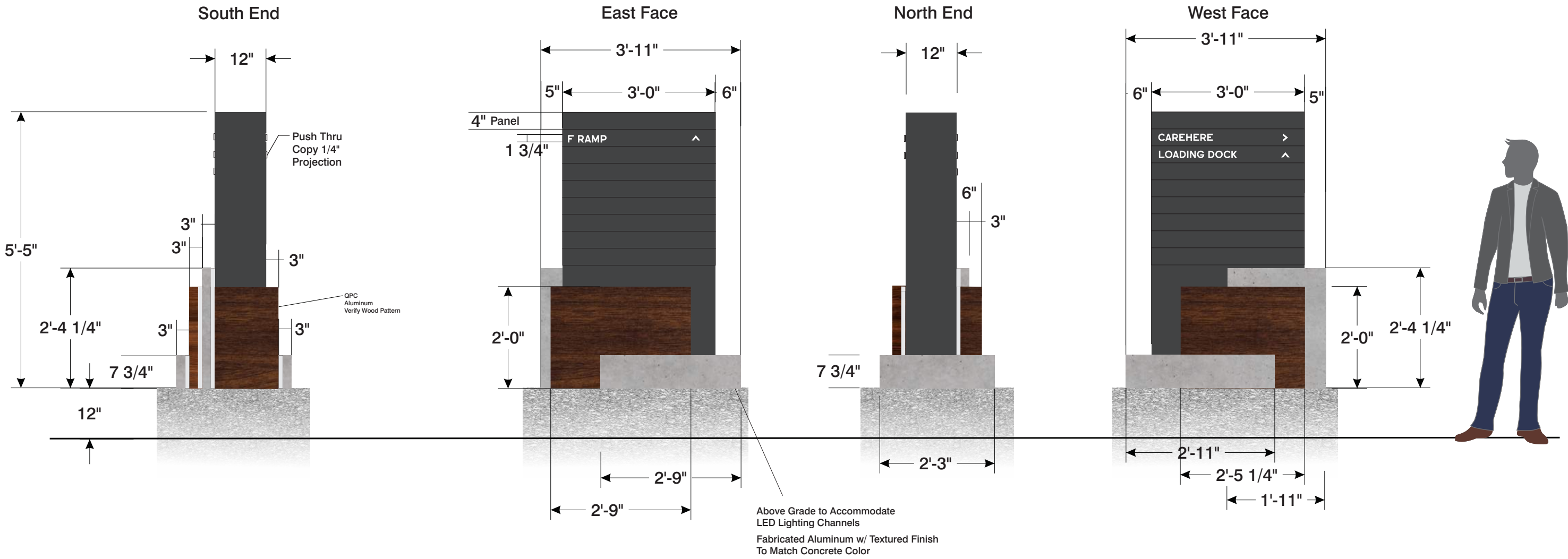


| | |
|--|--|
| <input type="checkbox"/> White Acrylic | <input checked="" type="checkbox"/> Painted Aluminum |
| Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements |
| Construction: Routed Aluminum Panels w/ Composite Material & Concrete Base | |

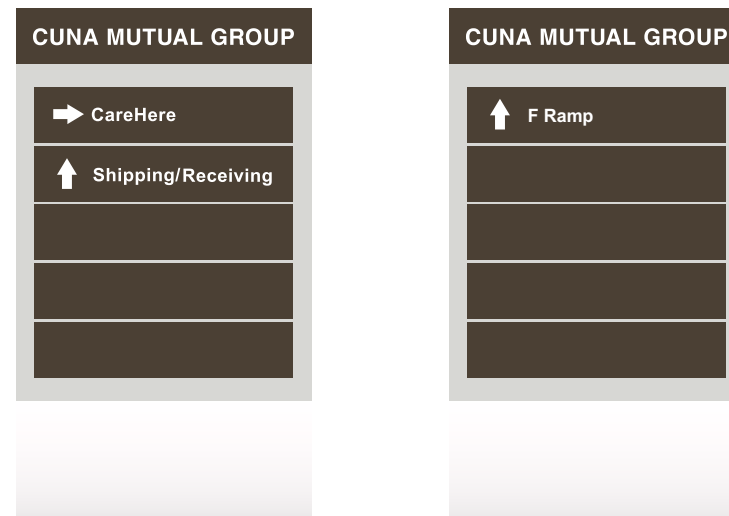
Print to Scale on 11" x 17" Paper

| | | |
|--|--------------------------------------|------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7953 | SCALE: 1/2" = 1'-0" DATE: 12/9/22 | APPROVED: |
| TRUSTAGE - 5810 MINERAL POINT RD. | REVISED: | Copyright 2022 by Ryan Signs, Inc. |
| These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans. | DRAWN BY: KW | DRAWING NUMBER: 7558 |

TruStage - Large Pedestrian Wayfinding



Existing [21 sqft/side]



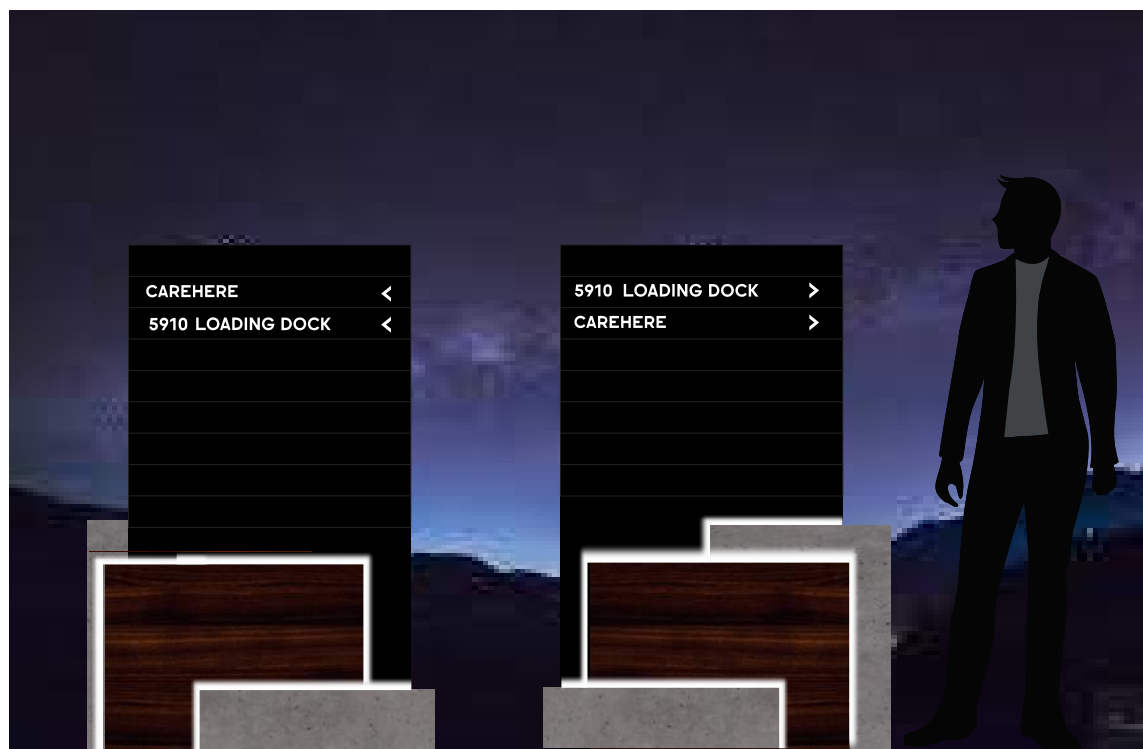
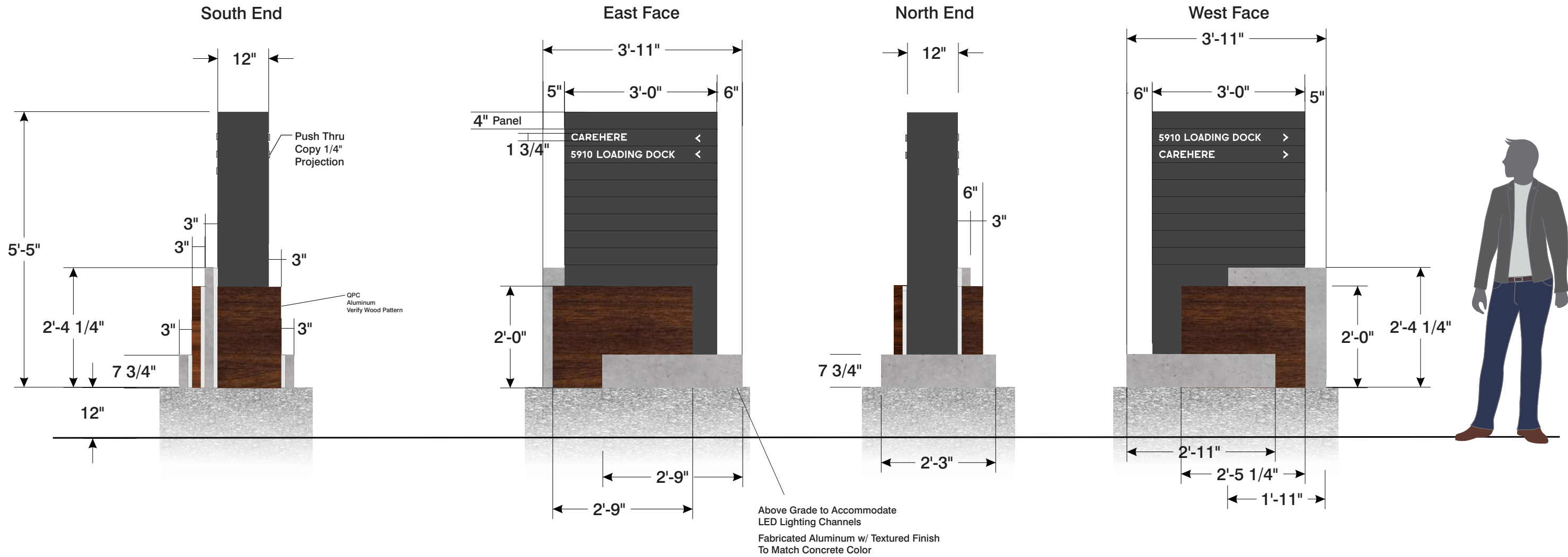
| | |
|--|--|
| <input type="checkbox"/> White Acrylic | <input checked="" type="checkbox"/> Painted Aluminum |
| Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements |
| Construction: Routed Aluminum Panels w/ Composite Material & Concrete Base | |

Print to Scale on 11" x 17" Paper

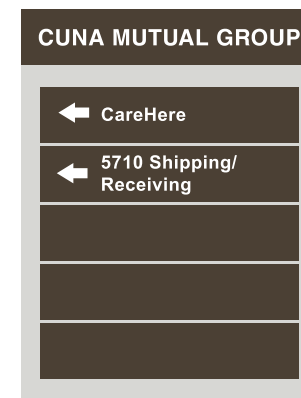
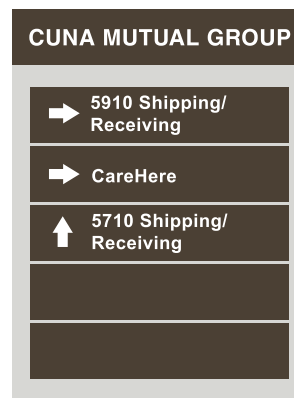
| | | |
|--|--------------------------------------|------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 | SCALE: 1/2" = 1'-0" DATE: 12/9/22 | APPROVED: |
| TRUSTAGE - 5810 MINERAL POINT RD. | REVISED: | Copyright 2022 by Ryan Signs, Inc. |
| DRAWN BY: KW | | DRAWING NUMBER: 7558 |

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client signature

D.1 TruStage - Large Pedestrian Wayfinding



Existing [21 sqft/side]



West Face

East Face

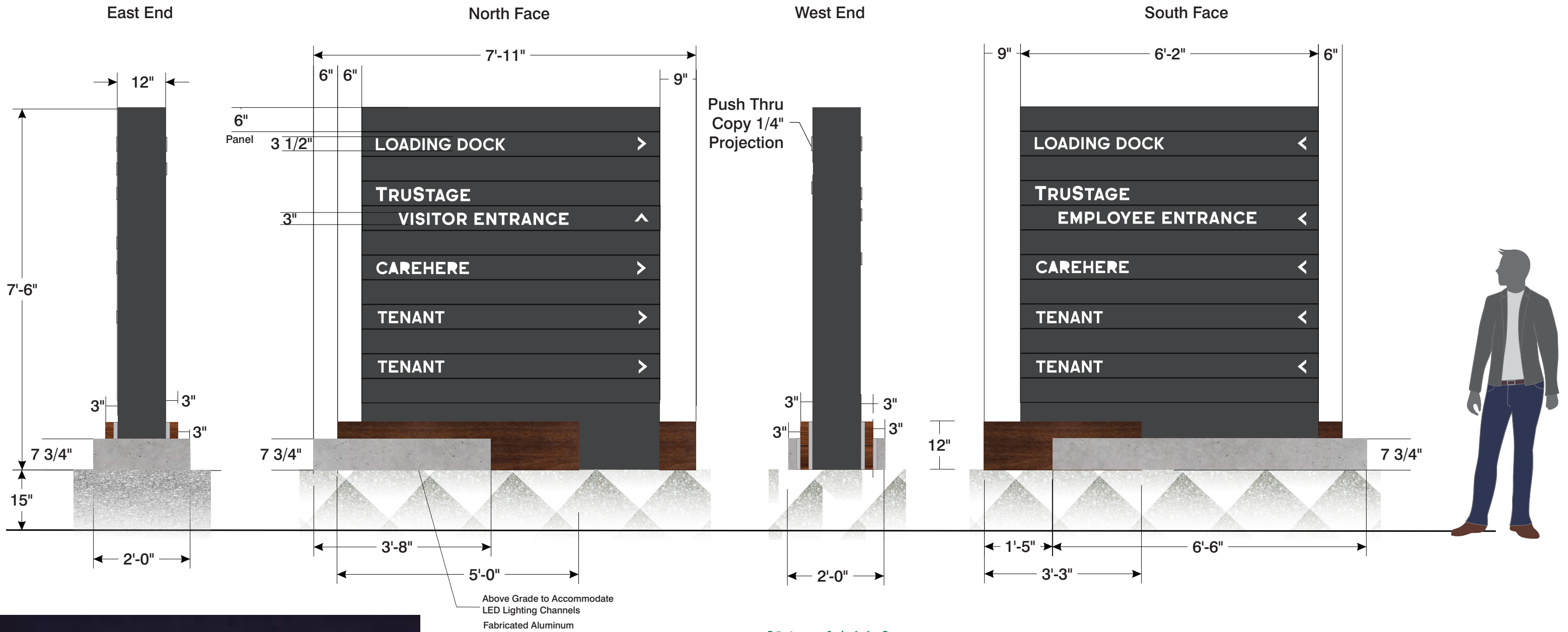
| | |
|--|--|
| <input type="checkbox"/> White Acrylic | <input checked="" type="checkbox"/> Painted Aluminum |
| Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements |
| Construction: Routed Aluminum Panels w/ Composite Material & Concrete Base | |

Print to Scale on 11" x 17" Paper

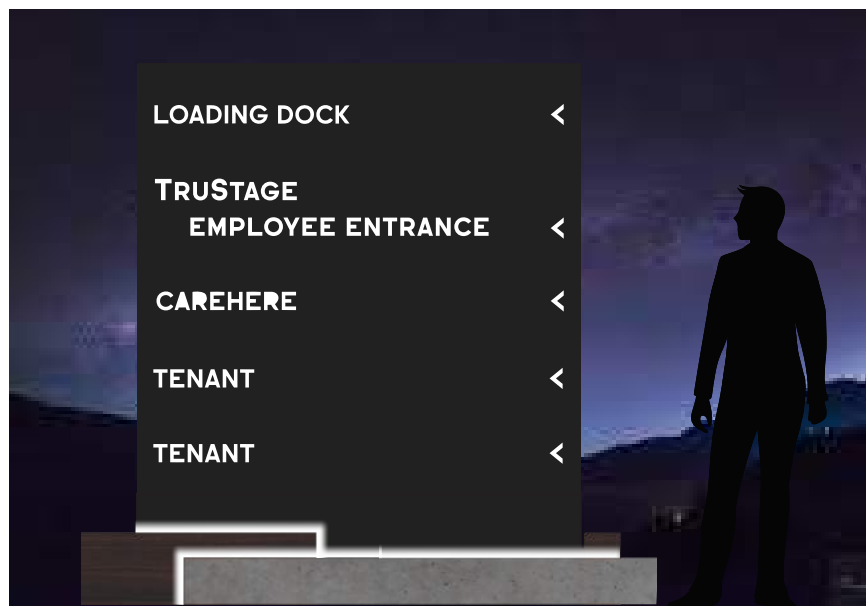
| | | |
|--|---|---|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7853 | SCALE: 1/2" = 1'-0" DATE: 12/9/22 REVISED: 12/14/22 DRAWN BY: KW | APPROVED: Copyright 2022 by Ryan Signs, Inc. |
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1.1 TruStage - Large Vehicle Wayfinding



Existing [21 sqft/side]



South Face



North Face

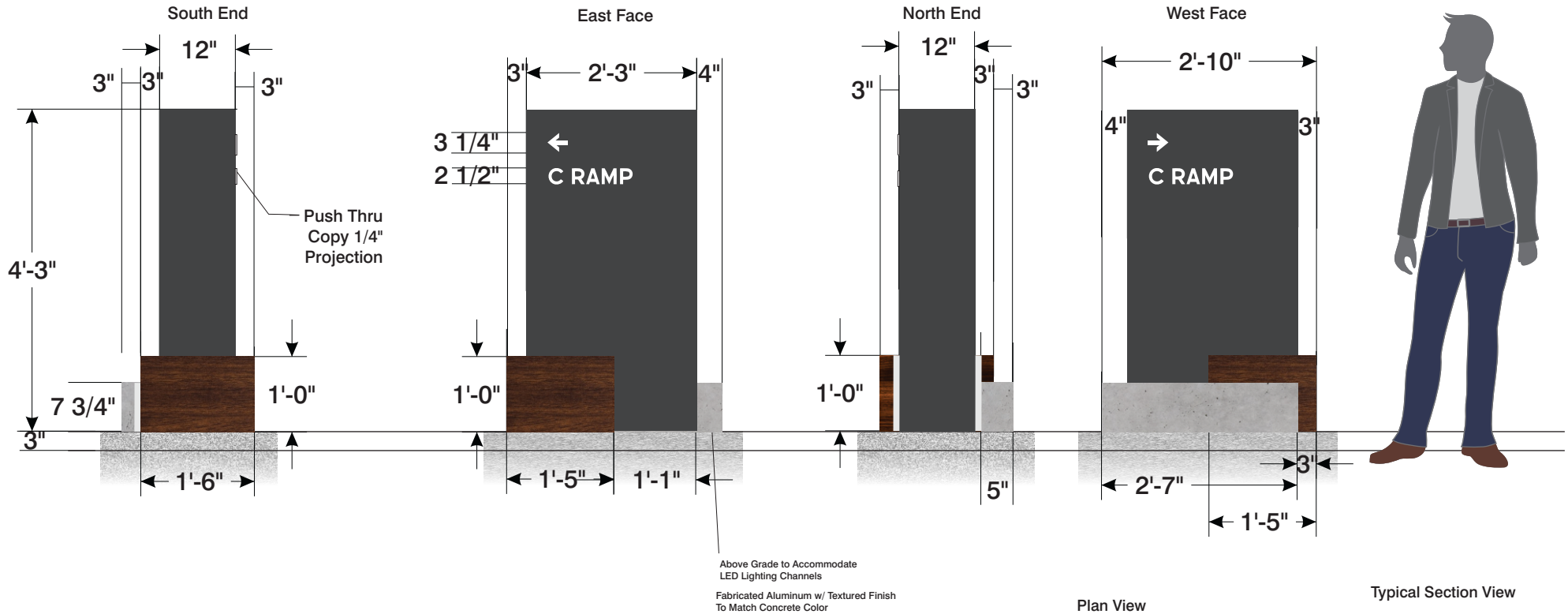
| | |
|--|--|
| White Acrylic | Painted Aluminum |
| Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements |
| Construction: Routed Aluminum Panels w/ Composite Material & Concrete Base | |

Print to Scale on 11" x 17" Paper

| | | |
|--|--|--|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | SCALE: 1/2" = 1'-0" DATE: 12/9/22 REVISED: 2/15/23 DRAWN BY: KW | APPROVED: DATE: 2/15/23 BY: KW © Copyright 2022 by Ryan Signs, Inc. |
| TRUSTAGE - 5810 MINERAL POINT RD. | | DRAWING NUMBER: 7558 |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc. Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> | | |



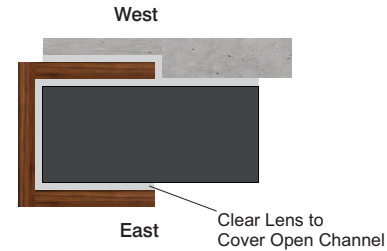
Small Vehicle Wayfinding - Internal to Site



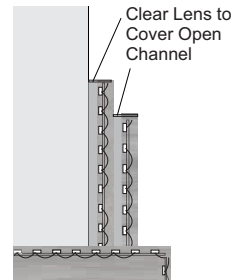
| | | |
|---|---|--|
| Match LEVEL Fused Graphite Need Sample For Matthews Color Match - Satin | QPC/Decoral Powder Coated Aluminum Super Dark National Walnut | Above Grade Fabricated Aluminum w/ Rubbed Concrete Finish by JHF |
| | | |

| | |
|--|---|
| White Acrylic | Painted Aluminum |
| Wind Load Compliance Statement: Withstand up to 75, MPH Winds | Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements |
| Construction: Routed Aluminum Panel w/ Composite Material, Simulated Concrete on Concrete Base | |

Plan View



Typical Section View



| | | | | |
|---|--|--|---------------------|--------------------------------------|
| Ryan Signs, Inc. | | | SCALE: 1/2" = 1'-0" | APPROVED: |
| 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | | | DATE: 8/4/22 | |
| CUNA MUTUAL GROUP - 5910 MINERAL POINT RD - UPDATE | | | REVISED: 8/23/22 | © Copyright 2022 by Ryan Signs, Inc. |
| | | | DRAWN BY: KW | DRAWING NUMBER: 7464 |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> client signature | | | | |