

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_

DATE SUBMITTED: <u>5/30/12</u>	<input type="checkbox"/> Action Requested
UDC MEETING DATE: <u>6/20/12</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 949 East Washington Ave.

ALDERMANIC DISTRICT: \_\_\_\_\_

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
Madison Credit Union \_\_\_\_\_  
David Petit - CEO \_\_\_\_\_

CONTACT PERSON: Graphic House, Inc., Chris Fish  
Address: 9204 Packer Dr.  
Wausau, WI 54401  
Phone: (800) 472-0402 ext 250  
Fax: (715) 848-9108  
E-mail address: chrisfish@graphichouseinc.com

TYPE OF PROJECT:

- (See Section A for:)
- Planned Unit Development (PUD)
    - General Development Plan (GDP)
    - Specific Implementation Plan (SIP)
  - Planned Community Development (PCD)
    - General Development Plan (GDP)
    - Specific Implementation Plan (SIP)
  - Planned Residential Development (PRD)
  - New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
  - School, Public Building or Space (Fee may be required)
  - New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
  - Planned Commercial Site

(See Section B for:)  
 New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)  
 R.P.S.M. Parking Variance (Fee required)

(See Section D for:)  
 Comprehensive Design Review\* (Fee required)  
 Street Graphics Variance\* (Fee required)  
 Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

# **Comprehensive Sign Plan**

**For**

## **Madison Credit Union**

### **949 East Washington Ave.**

**Submitted May 30, 2012**

**For**

**Urban Design Commission Consideration on  
June 20, 2012**

**Submitted to:**

City of Madison  
Urban Design Commission

**By:**

Christopher Fish  
Graphic House, Inc.  
9204 Packer Dr.  
Wausau, WI 54401  
800.472.0402  
[chrisfish@graphichouseinc.com](mailto:chrisfish@graphichouseinc.com)

May 30, 2012

Mr. Al Martin  
City of Madison Planning Department  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701

Re: Letter of Intent for Urban Design Commission's Review of a Comprehensive Design Review Plan  
for Madison Credit Union – 949 East Washington Ave.

Dear Al,

The attached documentation describes the proposed exterior signage package to effectively improve visibility and awareness of the Madison Credit Union and enhance the visual appearance of the site. We are seeking Urban Design Commission approval of the comprehensive exterior signage package.

**Objective**

To describe the design and integration of an exterior signage package to effectively display the corporate identity of Madison Credit Union. To find an agreeable alternative to the current signage code for this property which is difficult to sign due to architectural features, setback of neighboring building, vision triangle, and the setback of the Credit Union building.

**Purpose of the Comprehensive Design Plan**

To determine whether unique, exceptional and innovative use of materials, design, color, lighting and other design elements resulting in visual harmony created between signs and buildings and building site are sufficient to warrant special allowances in signage area beyond the restrictions contained in the City of Madison Sign Ordinance.

Respectfully Submitted,



Christopher Fish  
Serving as Agent for Madison Credit Union

# The following is a list of existing signage, and proposed signage:

## Existing Signage

### North Elevation

#### East side of canopy:

- (1) Set of 5" tall X 6'-10" long, non-lit letters "Madison Credit Union"  
To be removed (2.9 sq ft)

#### West side of canopy:

- (1) Set of 5" tall X 6'-10" long, non-lit letters "Madison Credit Union"  
To be removed (2.9 sq ft)

- (3) Sided "Drive-up" directional sign, non-lit, 2.5 sq ft per side, along East Washington  
To be modified to illuminate (7.5 sq ft)

### South Elevation Canopy

#### East side of canopy:

- (1) Set of 5" tall X 6'-10" long, non-lit letters "Madison Credit Union"  
To be removed (2.9 sq ft)

## Proposed Signage

### North Elevation

#### Canopy Signage

Wall signs to cover (3) sides of canopy. Internally illuminated, Opaque background, 15 ½" tall (42.6 sq ft)

East Face: Within allowable signage for 125' building frontage **(within code)**

North Face: Within allowable signage for 38' building frontage **(within code)**

West Face: Additional signage for design review consideration **(not within code)**

- (2) Sided "Drive-up" directional sign, non-lit, 2.5 sq ft per side, along East Washington  
To be modified to illuminate  
Within allowable signage as a directional sign **(within code)**

### South Elevation

#### Canopy Signage

Wall signs to cover (2) sides of canopy. Internally illuminated, Opaque background, 15 ½" tall (27 sq ft)

East Face: Within allowable signage for 125' building frontage as "accessory sign" **(within code)**

South Face: Within allowable signage as a wall facing 33' wide parking space **(within code)**

## Northeast Corner of Property

### Single Faced Monument Sign

Monument sign placed at an angle for Westbound Traffic on East Washington and North/South traffic on Brearly St.

Within allowable signage as a monument sign (**within code**)

# Comprehensive Design Review Criteria

**The only sign which doesn't fit within the code restrictions is the West facing sign on the North entrance canopy.**

The property is uniquely positioned out of site to Eastbound traffic on East Washington. There is currently a small set of letters which are barely noticeable due to the visual break-up of the neighbors building, street signs, and trees. Our solution is an illuminated sign with a blue background (color to match the branded colors of the Credit Union), and illuminated, white letters. The signs would have aluminum faces (opaque), and only the letters would illuminate in white. In addition to the illuminated signage, we're requesting the addition of an electronic message center to further identify the site as a Credit Union and give an overall image of a vibrant, viable, stable and secure place for banking transactions. The current look of the area and building is drab, and UN-INVITING. There is a great need to create signage that literally "invites people in". Messages such as "Open", "Closed", "Open To The Public" I feel this plan fits the 7 design review criteria by the following:

1. We've utilized existing building features (canopies) to incorporate new signage which will create a more inviting, vibrant, friendly presentation to customers. The monument sign has been placed to be in line with architectural features of the building (between the windows), and the supporting legs painted to coordinate with the lighter color of the building. Aluminum faced signs, with routed copy have a high quality appearance with minimum light pollution. The bright colored signs will add to the liveliness of an otherwise drab section of the corridor leading to the capital.
2. Each element of the sign plan is necessary to create a cohesive look and adequately sign the property which seems to disappear and blend into the landscape. Even the most conscience of searches for the credit union will prove difficult due to architectural features, drab colors, trees in the ROW, setback of neighboring building, setback of the credit union building, and six lanes of traffic.
3. The sign plan does not violate any of safety and aesthetic goals, but rather enhances the goals by; better locating of goods and services, promotes an attractive update to a drab area, improves the viability of the commercial property, will not create a safety concern, and may improve safety by helping people find the location in time without making a drastic maneuver, and improves the look of the corridor leading to the Capitol.
4. All signs meet the construction requirements under Sec. 31.05(5)
5. All signs are within the restrictions set forth in Sec 31.11.
6. None of the signs will present a hazard to vehicle or pedestrian traffic. An analysis of the vision triangle was done by Traffic Engineer 3 – Mark Winter who has laid out guidelines for location and minimum heights above ground as to not create a vision hazard. Also, with the change rate of 1-hour per city code, the changeable message cannot create a traffic distraction. The sign was designed to be able to illustrate their complete message in one frame (not fragmented). The signs also do not negatively impact the quality of any public or private space.
7. All signs are completely within the private property of Madison Credit Union.

# Site Locator Map

Research  
Products  
Corporation



Br  
se  
Stevens Field



151

151

151

Madison  
Credit Union

E Brearly St

E Washington Ave

STONEY MT

E Main St



**SIGN SPECIFICATIONS**

- (1) S/F INTER. ILLUM. MONUMENT SIGN
- \* SIGN CABINET IS TO BE FORMED OF ALUM. PAINTED TO MATCH PMS REFLEX BLUE.
- \* ALL COPY & LOGO ARE TO BE ROUTED OUT & BACKED w/ WHITE ACRYLIC.
- \* LED EMC MOUNTED TO BUILDING IS TO HAVE (2) LINES OF 4.7" CHARACTERS (16 x 160 MATRIX).
- \* ALUM. FORMED CLADDING IS TO HAVE STUCCO FINISH & PAINTED GREY TO MATCH BUILDING.



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.

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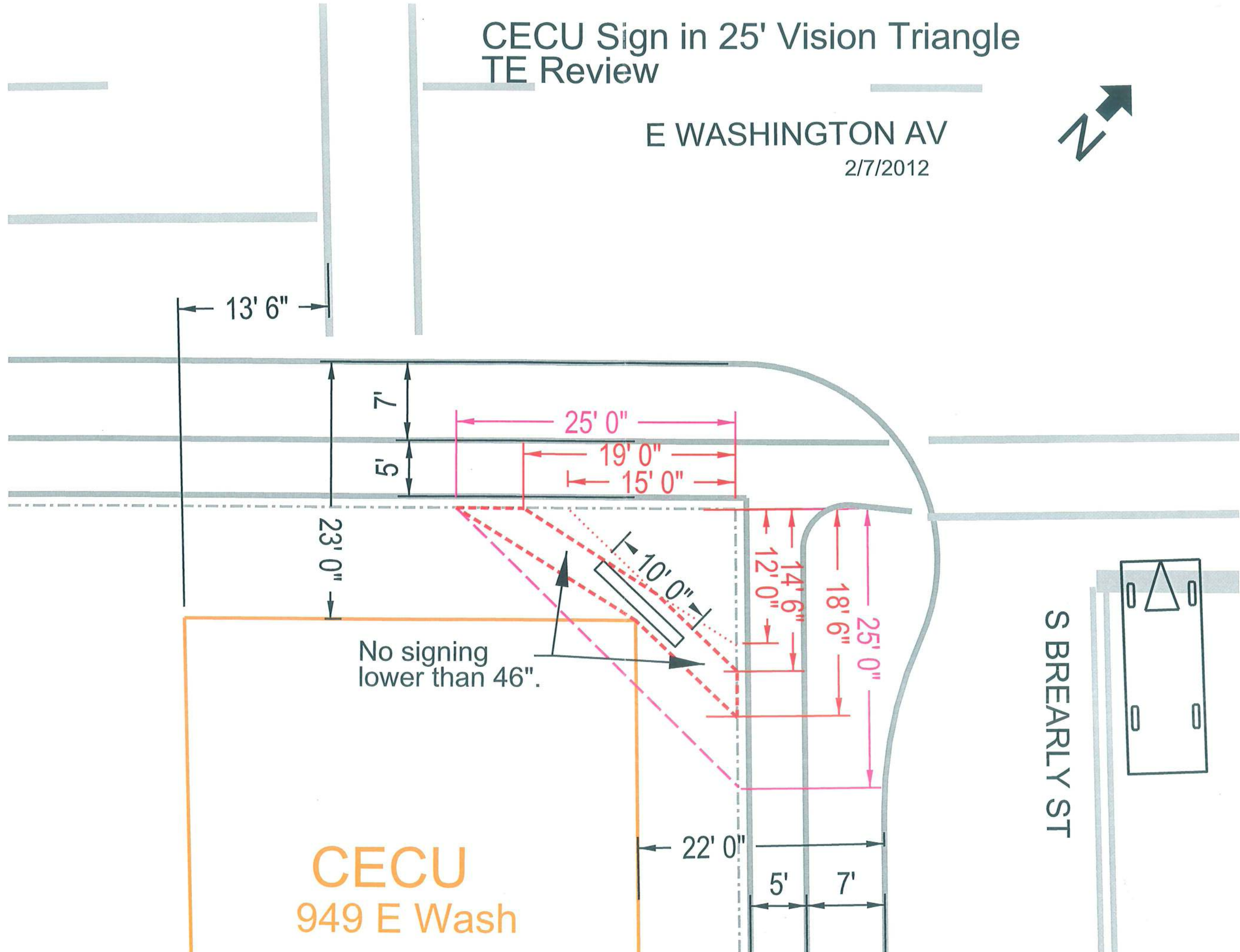
RELEASE AUTH:

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# CECU Sign in 25' Vision Triangle TE Review

E WASHINGTON AV

2/7/2012



**CECU**  
949 E Wash

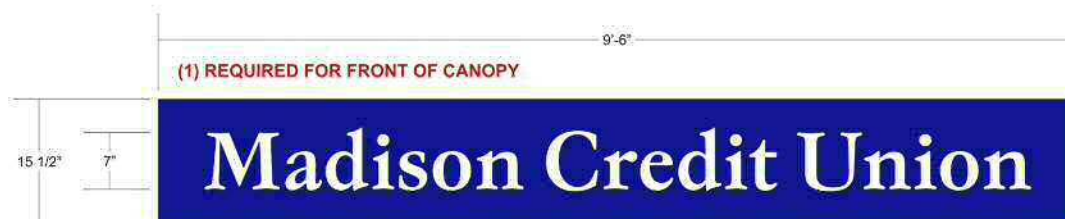




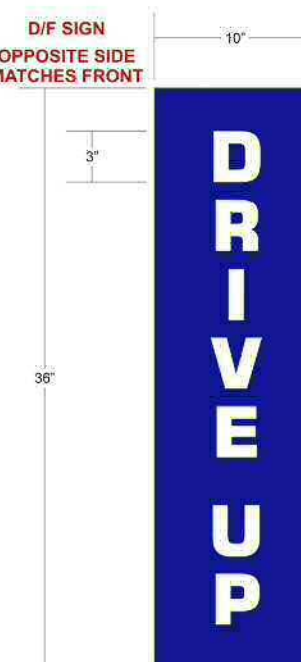
### SIGN SPECIFICATIONS

- INTERN. ILLUM. SIGN CABINETS MOUNTED TO EXISTING BUILDING CANOPY
- \* SIGN CABINETS ARE TO BE FORMED OF ALUM. PAINTED TO MATCH PMS REFLEX BLUE.
- \* ALL COPY IS TO BE ROUTED OUT & BACKED w/ WHITE ACRYLIC.
- \* CABINETS ARE TO BE MOUNTED FLUSH TO TWO SIDES OF BUILDING CANOPY.

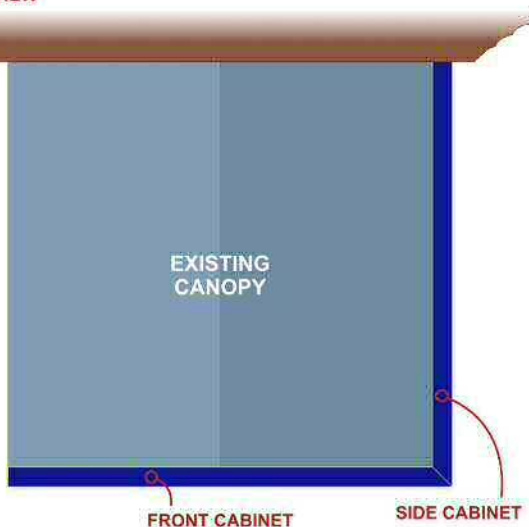
- (1) D/F INTERN. ILLUM. CABINET MOUNTED TO EXISTING SUPPORT
- \* CABINET IS TO BE FORMED OF ALUM. PAINTED TO MATCH PMS REFLEX BLUE.
- \* COPY IS TO BE ROUTED OUT & BACKED w/ WHITE ACRYLIC.
- \* EXISTING SUPPORT IS TO BE PAINTED TO MATCH PMS REFLEX BLUE.



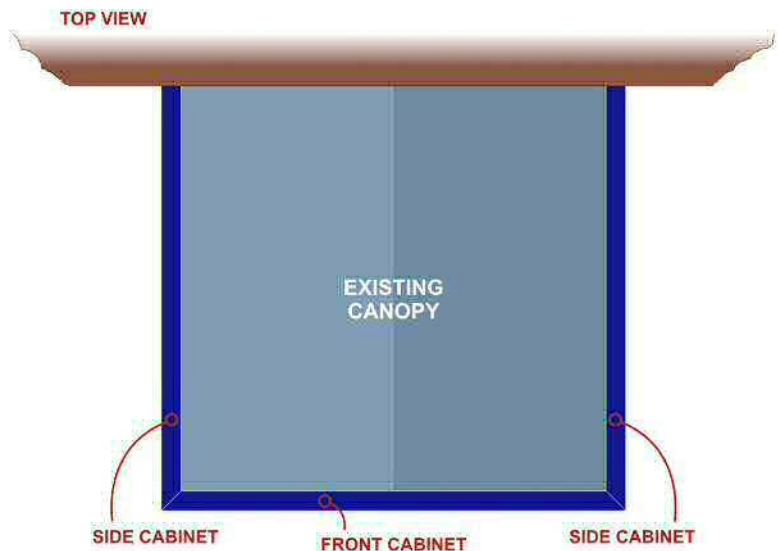
D/F SIGN  
OPPOSITE SIDE  
MATCHES FRONT



### TOP VIEW



CLIENT HAS IDENTIFIED THE LOCATION IN WHICH THE SIGNAGE IS TO BE INSTALLED. THE CLIENT HAS THE SOLE RESPONSIBILITY FOR THE STRUCTURAL INTEGRITY OF ALL EXISTING STRUCTURES TO SUPPORT THE SIGNAGE.



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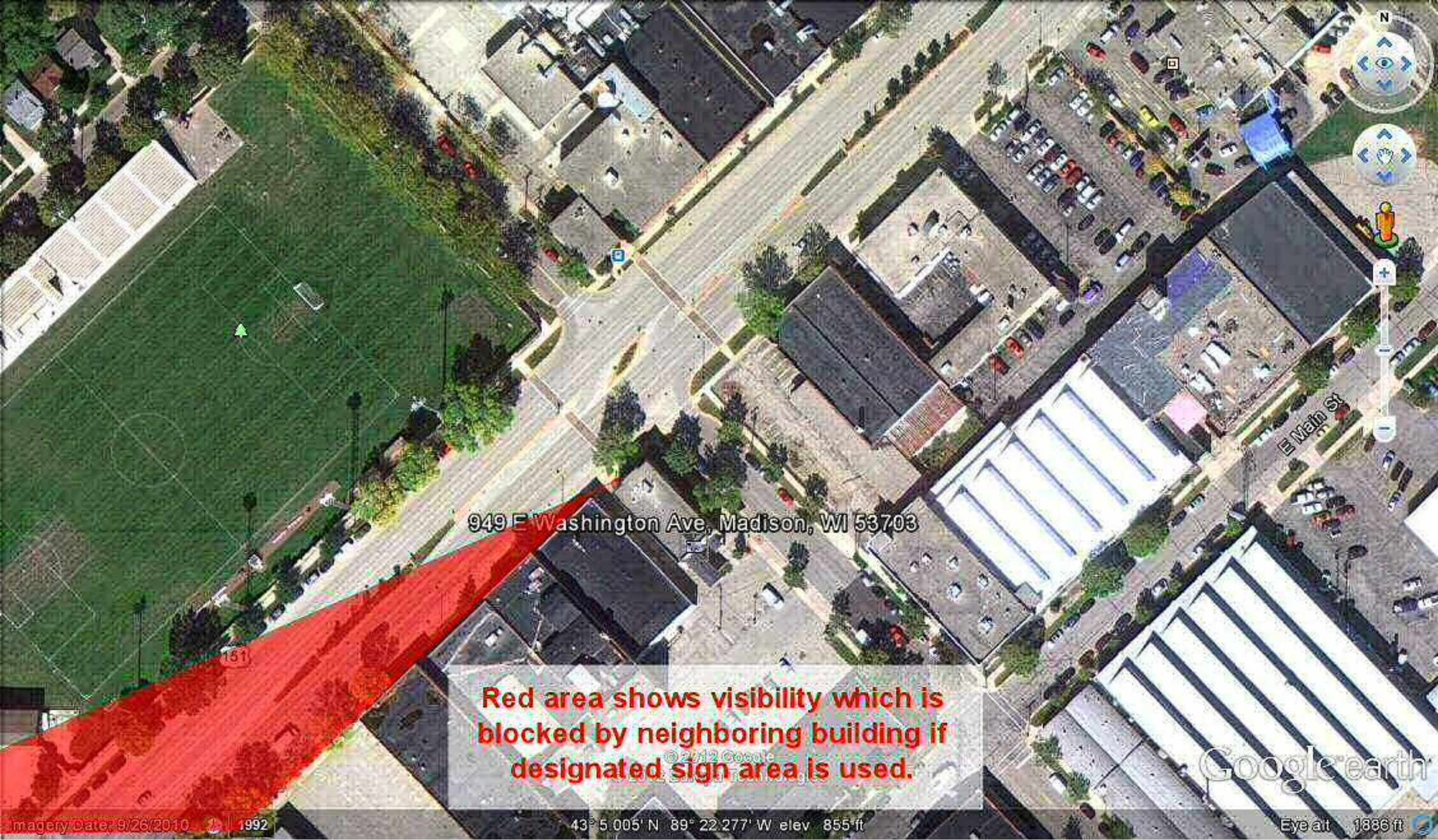
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**Signable Area of E. Washington St. Frontage:  
2 sq ft of building frontage (40' frontage)  
(not to cross architectural lines)**



**Total allowable wall signage along  
E. Washington Ave  
18'-4" X 40" (61 sq ft)**



949 E Washington Ave, Madison, WI 53703

**Red area shows visibility which is blocked by neighboring building if designated sign area is used.**



Madison Credit U

Madison Credit U

DRIVE UP



35

Green street sign

WHITE SIGN