

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:

Date Received 8/18/25 8:37 a.m.

Initial Submittal

Paid

Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 5710, 5810, and 5910 Mineral Point Rd.

Title: TruStage/CFMG Life

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

UDC meeting date requested September 17, 2025

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)

Modifications of Height, Area, and Setback

Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

☒ Please specify

Alteration to an approved CDR

4. Applicant, Agent, and Property Owner Information

Applicant name Abby Meyers

Street address 5810 Mineral Point Rd.

Telephone _____

Company TruStage/CMFG Life

City/State/Zip Madison, WI 53705

Email _____

Project contact person Mary Beth Growney Selene

Street address 3007 Perry Street

Telephone 608-271-7979

Company Ryan Signs, Inc.

City/State/Zip Madison, WI 53713

Email mbgrowneyselene@ryansigns.net

Property owner (if not applicant) _____

Street address _____

Telephone _____

City/State/Zip _____

Email _____

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. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- ☐ Locator Map
- ☐ 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)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan
- ☐ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- ☐ Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

5. Required Submittal Materials

Application Form

- 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.

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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

6. Applicant Declarations

- 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 and Chrissy on 5/22/25.
- 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 Abby Meyers Relationship to property Owner

Authorizing signature of property owner Please see attached PO from TruStage Date 8/18/25

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

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

Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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

Ryan Signs, Inc.

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

August 18, 2025

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 (February 9, 2022) and Subsequent
Approved Major Alteration (February 27, 2023)

Dear Urban Design Commission;

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

This Major Alteration is being presented for the addition of a freestanding monument identification sign at the corner of Mineral Point Road and Rosa Road, on the Southeast corner of the TruStage campus **This Major Alteration application to an Approved CDR includes:**

BACKGROUND:

1. The property is zoned SE (Suburban Employment District), (Group 3) and occupies 27 acres
2. The campus Comprehensive Design Review was approved on February 9, 2022 and amended on February 27, 2023.
3. This property and campus have changed dramatically since the first CDR was approved, which necessitates the need for an updated plan.

REQUEST FOR APPROVAL:

1. Request for approval for the addition of a new monument identification sign at the corner of Mineral Point Road and Rosa Road, on the Southeast corner of the TruStage campus.
 - To provide a sense of place, "you have arrived at TruStage" for the campus
 - Since the removal of the two office buildings, there is no corporate identification of the campus visible from the west bound end of the campus, on Mineral Point Road
 - There are four driveway entrances for parking on the site (three on Mineral Point Road and one on Rosa Road), all marked with approved wayfinding signage
 - The site is over 27 acres in size
2. The new identification monument sign structure is 7'-0" x 13'-7" (overall) = 95.06 square feet with a sign area of **14.83 square feet**
 - The sign is consistent in design to the other freestanding signs on the site
 - None of the wayfinding signs, external and internal to the site include the TruStage brand
 - Site and long-view photographs of the area are included with this submittal

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

The principal goals of this Comprehensive Design Review are to:

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

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 **TruStage** 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 (February 9, 2022) for **TruStage** was as follows:

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

Signage included in the **Approved Major Alteration** (February 27, 2023) to an Approved Comprehensive Design Review for **TruStage** 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)

Signage included in this **Proposed Major Alteration** (August 18, 2025) to an Approved Comprehensive Design Review for **TruStage** is as follows:

PROPOSED

1. The addition of one freestanding monument “campus identification” sign

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 Major Alteration to an approved Comprehensive Sign Plan is focused on identifying the campus as a whole. The colors and material finish of the signs complement the architecture and unite all design elements.

The proposed signage is designed to match the existing approved CDR plan in design, color, and materials.

The fabricated aluminum letters further illustrate the high-level of materials and design. This sign is non-illuminated.

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 proposed sign will be only the second freestanding sign dedicated solely to the corporate identity of TruStage, announcing the campus. The setback location of this sign provides a sense of place and “you have arrived at TruStage” for the entire campus. As you approach the campus from the east or north, there is no signage which lets a visitor or guest know they have arrived at the TruStage campus.

Given the size of the overall campus, the intent of the plan is to focus visitors and guests to the 5810 entrance. The unique physical circumstances of the site involve the mature landscaping on the site, which limits visibility of the existing building signs and identify of the campus. The placement of the proposed sign announces the campus, in its entirety, as a business and private property, and keeps visitors and guests heading west, to the intended primary entrance for all visitors and guests to the entire campus.

One of the challenges of the new campus design is the park-like setting on Rosa Road (illustrated below). The property is immediately adjacent to Garner Park and is causing confusion for park-goers thinking the TruStage campus is an extension of the park, rather than private property. Even after the installation of “private property” signs, located at the driveway entrances, the problem persists. The original CDR included three building signs that clearly included the words, “Credit Union” in their names. These signs and buildings are now gone, and leaves the campus totally under identified until you get to the first driveway, which at this time is a service drive only. The TruStage branding is not included on this sign, it is for wayfinding purposes only. The East elevation building sign is the first indication of the name of the business on the 27-acre site.

The plinth wall sign sits parallel to Mineral Point Road and is the only other sign on the campus considered to be a freestanding monument sign. All other freestanding signs are considered parking lot directional signs (as approved in original and amended CDR).

Of the total number of signs on the campus, only six (6) are outward facing and of those six (6) signs, only three (3) carry the words, “TruStage” (not branded), (Plinth wall and two (2) sets of building letters). The remaining and existing wayfinding signage on the campus, are internal to the campus, and primarily for employee and services use.

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 REQUESTED MAJOR ALTERATION

FREESTANDING MONUMENT IDENTIFICATION SIGN AT THE CORNER OF MINERAL POINT ROAD AND ROSA ROAD

- Up to 15 sf2 (copy area only) single face, freestanding sign with detailed base; not to exceed 7'-0" in overall height
- Fabricated aluminum logo and copy
- Non-illuminated

SIGN TYPE	CODE REFERENCE	SIGN DETAIL	Request for Approval
2B.1 Freestanding Monument Identification Sign	Sec. 31.08 Ground Signs	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. One freestanding monument identification sign, not to exceed 15 sf2 in copy area; not to exceed 7'-0" in overall height.

PARK-LIKE SETTING OVERVIEW & ADJACENT TO GARNER PARK



LONG VIEW & SITE LOCATION



The sign will be located approximately 25'-0" inside the curve of the corner sidewalk on Mineral Point Road and Rosa Road



View East to West from corner of Mineral Point Road and Rosa Road



First opportunity to see TruStage Wall Sign, but only from sidewalk as terrace trees block visibility from the street.

View from East to West on Mineral Point Road



View South to North on Rosa Road

Long Views East to West on Mineral Point Road





APPROVED AND AMENDED COMPREHENSIVE DESIGN REVIEW

SIGN TYPE	CODE REFERENCE	SIGN DETAIL	Approved by UDC ON 2-9-22 AND 2-27-23
1.6, + 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.
2.5 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.
4.4, + 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.
5.1 Plinth Wall	FREESTANDING CAMPUS IDENTIFICATION SIGN	Up to 50 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.
5A.1 Ramp Wall	31.03 PARKING LOT DIRECTION SIGN	Up to 20 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.

6.5, + 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.
7.6 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.
11.1 East Elevation	31.07 – WALL, ROOF AND ABOVE-ROOF SIGNS	Up to 80 sf2 individual letters (not to exceed 30% of signable area) Internally illuminated	Code Complaint
14 West Elevation	31.07 – WALL, ROOF AND ABOVE-ROOF SIGNS	Up to 80 sf2 individual letters (not to exceed 30% of signable area) Internally illuminated	Code Complaint
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.

We are available to answer questions. Thank you.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
 President
 Serving as Agent to CMFG Life

cc: Abby Meyers, CMFG Life