

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 _____

Submittal reviewed by _____

Legistar # _____

1/20/22
7:18 a.m.

RECEIVED

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: 5810, 5910, and 5710 Mineral Point Road

Title: CMFG Life

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

UDC meeting date requested February 9, 2022

- ☒ 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)
☐ Signage Exception

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Bill Fedun
Street address 5810 Mineral Point Road
Telephone 608-665-6382

Company CMFG Life
City/State/Zip Madison, WI 53705
Email Bill.Fedun@cunamutual.com

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) Same as applicant

Street address _____
Telephone _____

City/State/Zip _____
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***
- ☒ **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.

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 Kevin Firchow, Chrissy Thiele, Katie Bannon on January 4, 2022.
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  Date January 10, 2022

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.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST



The items listed below are minimal 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 (include material 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
- ☐ Proposed Signage (if applicable)
- ☐ 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)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- ☒ Locator Map
- ☒ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance 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

Ryan Signs, Inc.

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

January 10, 2022

TO: Mr. Kevin Firchow
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
Comprehensive Design Review Submittal to the City of Madison Urban Design Commission

Dear Urban Design Commission Members;

We are submitting materials for your consideration for a Comprehensive Design Review for **CMFG Life**, located at 5810, 5910, and 5710 Mineral Point Road.

The attached document package describes the proposed Comprehensive Design Review for exterior signage at **CMFG Life**.

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 new freestanding and building signage,
- Integrate new signage within the architecture of the building and,
- Allow for existing wayfinding and wall signage to remain in place.

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 to be included in the Comprehensive Sign Plan for **CMFG Life** is as follows:

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

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 match 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.

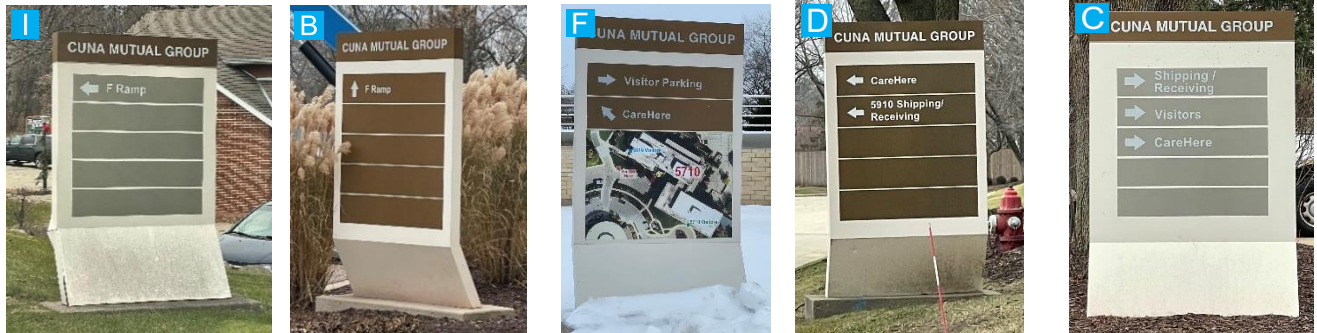
The base details on all the new freestanding wayfinding signage have unique up-lighting elements. The routed/push-through projecting copy on these signs further illustrates the high-level design intent.

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 signage on the campus, which is not currently being replaced, and is (mostly) internal to the campus, are primarily for employee and services use, and are shown in photographs below.



All of these signs are 5'-3" high x 4'-0" w = 21 sf2 net per side



These two signs are 3'-10" h x 2'-1" w = 4.14 sf2 net per face



Same as above



6'-6" h x 7'-6" w = 48.75 net (s/f)



5710 Mineral Point Road – Approximately 134 sf2



5710 Mineral Point Road – Approximately 139 sf2



5810 Mineral Point Road – Approximately 90 sf2

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

1.5 LARGE VEHICULAR WAYFINDING AT CENTRAL MINERAL POINT ROAD ENTRANCE

- Up to 45 sf2 (per side) (copy area only) double face, internally illuminated, freestanding sign with detailed base (final copy TBD)
- Routed and push-through projecting copy
- Internally illuminated using white LED

2.5 INTERNAL MEDIUM VEHICULAR WAYFINDING

- Up to 20 sf2 (per side) (copy area only) single face, internally illuminated, freestanding sign with detailed base (final copy TBD)
- Routed and push-through projecting copy
- Internally illuminated using white LED

4.3 INTERNAL SMALL VEHICULAR WAYFINDING

- Up to 10 sf2 (per side) (copy area only), single face, internally illuminated, freestanding sign with detailed base (final copy TBD)
- Routed and push-through projecting copy
- Internally illuminated using white LED

5. INTERNAL PLINTH WALL - FREESTANDING IDENTIFICATION SIGNAGE

- Up to 50 sf2 (copy area only) internally illuminated, individual letters (final copy TBD)
- Internally illuminated or back lit individual letters
- Internally illuminated using white LED
- Plinth wall area of 222.12 sf2 (**Net sign area is approximately 22.5% of total freestanding wall**)

5A. EXTERNAL RAMP WALL – FREESTANDING IDENTIFICATION SIGNAGE

- Up to 20 sf2 (copy area only) internally illuminated, individual letters (final copy TBD)
- Internally illuminated or back lit individual letters
- Internally illuminated using white LED
- Ramp wall area of 100.86 sf2 (**Net sign area is approximately 19.8% of total freestanding wall**)

6.5 INTERNAL LARGE PEDESTRIAN WAYFINDING

- Up to 12 sf2 (per side) (copy area only) double face, internally illuminated, freestanding sign with detailed base (final copy TBD)
- Routed and push-through projecting copy
- Internally illuminated using white LED

7.5 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 (final copy TBD)
- Routed and push-through projecting copy
- Internally illuminated using white LED

10.1 SOUTH ELEVATION - LONG VIEW WALL SIGNAGE

- Up to 120 sf2 (not to exceed 30% of signable area)
- Internally illuminated or back lit individual letters
- Internally illuminated using white LED
- (Final copy TBD)

11. EAST ELEVATION LONG VIEW WALL SIGNAGE

- Up to 120 sf2 (not to exceed 30% of signable area)
- Internally illuminated or back lit individual letters
- Internally illuminated using white LED
- (Final copy TBD)

DESCRIPTION OF EACH EXISTING SIGN (Not intended to be changed at this time)

| | | |
|-------------------|--|--------------------------------|
| Locations: | EXISTING LARGE VEHICULAR WAYFINDING SIGNAGE | A, B, C, D, E, F, and I |
| | All of these signs are 5'-3" high x 4'-0" w = 21 sf2 net per side Non-illuminated | |
| | EXISTING LARGE PEDESTRIAN WAYFINDING SIGNAGE | J |
| | This sign is 6'-6" h x 7'-6" w = 48.75 net (s/f) Non-illuminated | |
| | EXISTING SMALL VEHICULAR WAYFINDING SIGNAGE | G and H |
| | these signs are 3'-10" high x 2'-1" w = 4.14 sf2 net per side Non-illuminated | |
| | EXISTING BUILDING LETTERS | K, L, AND N |
| | CREDIT UNION NATIONAL ASSOCIATION 134 sf2 | |
| | Back-lit letters | |
| | WORLD COUNCIL OF CREDIT UNIONS 139 sf2 | |
| | Back-lit letters | |
| | CUNA Mutual Group 90 sf2 | |
| | Back-lit letters | |

SIGN CODE REFERENCES SPECIFIC TO THE CMFG LIFE CAMPUS:

31.07 - WALL, ROOF AND ABOVE-ROOF SIGNS.

(1) Wall and roof signs may be displayed in the Group 2 and 3 districts, subject to the requirements of the Tables of Permitted Signs, [Sec. 31.15](#)(1) (Table 1). Wall signs may be attached flat to, or affixed parallel to and at a distance of not more than fifteen (15) inches from the wall, however no wall sign shall project into the right-of-way except as authorized by [Sec. 31.04](#)(6). No sign affixed flat against a building wall shall extend beyond any edge of such wall. Wall and roof signs may be illuminated subject to [Sec. 31.04](#)(5)(k).

(2) Wall and Roof Signable Area. All wall and roof signs shall be displayed within the selected signable area, except as provided in subs (4) and (5) below.

- (a) Number of Signable Areas. There shall be one (1) signable area, whether on the wall or the roof, for each facade facing a street. There shall be no more than four (4) signable areas per building, except:
 - 1. For buildings with more than one occupant side-by-side: the signable area may be divided for building occupants when the building facade is divided by architectural details or internal segmentation that designating separate horizontal occupancies or tenant spaces. Each occupant/tenant will be allowed a signable area as reasonably close to its space as possible.
 - 2. For multi-story buildings with more than one vertical occupancy, there may be up to two (2) additional signable areas per façade displayed above the first story, with no limitation on the height of placement, but a total of only one (1) sign per occupant, per façade, will be allowed.
- (b) How to Select and Measure Signable Area: The signable area for wall and roof signs shall be determined as follows:
 - 1. Wall Signs. The signable area for a wall signs is determined by the area of the facade of the building that is free of doors, windows (for purposes of this definition, spandrel panels or other non-vision glass used as an exterior building material are not considered windows) or other major architectural detail, and that extends no higher than the juncture of the wall and the roof, or in the case of a facade that includes a parapet wall, no more than four (4) vertical feet of the parapet wall may be included in the measurement of the signable area.

31.08 - GROUND SIGNS.

(1) Applicability, Location. Ground signs shall consist of two (2) categories, **Monument** and **Pole** signs as defined in [Sec. 31.03](#)(2). Ground signs under this section are permitted on a zoning lot in the zoning districts indicated in [Sec. 31.15](#)(1), "Table 1," if the zoning lot is accessible by motor vehicle, or has off-street parking on the premises, or if the primary building or structure on the zoning lot is set back at least thirty-five (35) feet from the adjacent street or highway right-of-way. Ground signs permitted under this section may be illuminated, subject to [Sec. 31.04](#)(5)(k). Except as expressly provided, this section and corresponding portions of Table 1 apply only to Pole and Monument signs.

(2) Number, Height, Net Area.

(a) Number. No more than two (2) ground signs of the type permitted in this section may be displayed on a single zoning lot, unless approved by the Urban Design Commission through a Comprehensive Design Review under [Sec. 31.043](#) herein, or unless qualified for additional ground signs under sub. (ab) below. "Zoning Lot" shall have the definition found in [Sec. 28.211](#), which includes a planned multi-use site, or a lot, or lots; as further described in that section. However, for purposes of this section only, a planned multi-use site that meets the criteria of [Sec. 28.137\(2\)\(e\)](#) is considered a single zoning lot. Additional ground signs expressly authorized elsewhere in these Ordinances shall not be counted toward the maximum number of ground signs under this paragraph. (Am. by ORD-15-00118, 10-28-15)

(b) Height. The height of a ground sign shall be measured from the top of the sign to the approved grade at the base of the supporting structure. The maximum height for all permitted ground signs under this section varies by zoning district, the number of lanes and speed limit of adjacent highways, and whether the sign is a Pole sign or Monument sign, as set forth in [Sec. 31.15\(1\)](#), "Table 1." No ground sign shall exceed the maximum height allowed in Table 1. A Pole sign shall have a maximum height of twenty-two (22) feet, subject to the limits of Table 1. The maximum height for other exempt or special-purpose ground signs expressly authorized by another section of this ordinance, shall be as set forth in such other section. The maximum height for any other sign displayed on the ground not addressed by this section or elsewhere in this ordinance shall be fifteen (15) feet.

(c) Net Area. The net area of a Ground sign shall be measured according to the definition of "Net Area" in [Sec. 31.03\(2\)](#). The maximum net area for Ground signs is determined in part by the speed limit of adjacent highways and is set forth in [Sec. 31.15\(1\)](#), (Table 1) and as follows:

1. The maximum net area of any Ground sign face is the lower of the two numbers provided under Ground Signs in Table 1.
2. For a single Ground sign with back-to-back or multiple sign faces, the net area of all sign faces shall be added together to determine the total net area of that ground sign.
3. The combined net area of all ground signs on a zoning lot shall not exceed the greater of the two numbers provided under Ground Signs in Table 1. This total net area may be divided between a maximum of two (2) ground signs or displayed on multiple faces, but in no case shall the net area of a single sign face exceed the smaller of the two numbers permitted in Table 1.

(ab) Additional Ground Signs. More than two ground signs may be displayed on a zoning lot if all of the following criteria are met:

1. The zoning lot has a single street frontage of five-hundred (500) feet or more in length. For purposes of this provision, "street" has the definition in [Sec. 28.211](#), MGO.
2. The zoning lot must have a vehicle entrance with driveway access on the street that corresponds to the five-hundred-foot (500') lot line.
3. One (1) additional ground sign may be placed at each such vehicle entrance on the zoning lot.
4. Any such additional ground sign must be a Monument Sign as defined in [Sec. 31.03\(2\)](#), with a maximum height of eight (8) feet, maximum net area of thirty-two (32) square feet for a single sign face and sixty-four (64) square feet in combined net area for all faces on the sign, and a maximum of two (2) sign faces per sign.

31.03 - RULES AND DEFINITIONS.

(1) Rules. In the construction of this ordinance, the rules and definitions contained in this section shall be observed and applied, except when the context clearly indicates otherwise:

Parking Lot Directional Sign. A sign that is necessary, for safety or promoting traffic flow, to guide or direct pedestrian or vehicular traffic to a location on the premises on which the sign is located.

Parking Lot Regulation Sign. A sign designating the conditions of use or identity of such parking area, including identification and labeling of individual parking stalls, except for signs that are required by law to identify certain parking stalls or parking areas.

31.044 - SIGNS EXEMPT FROM PERMIT.

(1) Signs Exempt from Permit. Consistent with the purpose and scope of this ordinance, the Common Council recognizes that certain temporary, necessary, or limited-purpose signs may be displayed without obtaining a permit, subject to applicable safety and aesthetic regulations herein. The Common Council finds that the following signs may be displayed without a permit because they serve an immediate or temporary traffic safety or wayfinding function, including but not limited to the temporary replacement or relocation of permitted, permanent signs during construction; serve a governmental purpose; are permitted or mandated by city ordinance, state or federal law; allow freedom of speech and expression in a timely manner; allow freedom of speech and expression during election periods; or because the size, location or duration of the sign as regulated herein is not significant enough to require review and a permit prior to display of such sign.

No permit shall be required for the following signs when displayed according to the following provisions and any other applicable requirements of these Ordinances or applicable law. When zoning districts are indicated, such signs are only exempt from permit in those districts. When no zoning district is indicated, such signs are exempt from permit in all districts. Exempt signs may not be illuminated unless expressly stated herein or elsewhere in this chapter. Exempt signs may be displayed on a wall or on the ground unless another manner or location of display is expressly provided or prohibited herein, need not comply with [Secs. 31.07](#) (Wall Signs) or [31.08](#) (Ground Signs) unless

expressly stated herein, but shall comply with Secs. [31.04\(5\)](#) and [31.045](#), MGO. Any exempt sign displayed on a wall must be displayed within the signable area and if no maximum net area is stated, the net area shall not exceed 100% of the signable area.

(I) **Parking Lot Signs.**

1. Parking Lot Regulation Signs.
 Maximum Net Area: Nine (9) square feet.
 Setback: Ten (10) feet.
 Number: No limit.
 Illumination: Yes, except in Group 1 districts.
2. Parking Lot Directional Signs.
 Maximum Net area: Three (3) square feet.
 Maximum Height: Ten (10) feet.
 Setback: None.
 Number: Two (2) per street frontage, but no limit on number if setback more than one-hundred (100) feet from the property line.
 Illumination: Yes, except in Group 1 districts.

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

| SIGN TYPE | CODE REFERENCE | SIGN DETAIL | UDC APPROVAL NEEDED |
|---|---|---|--|
| 1.5 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 | Requesting 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 | Requesting APPROVAL to allow for: 1. 20/40 sf2, internally illuminated sign as included in CDR submittal. |
| 4.3 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 | Requesting APPROVAL to allow for: 1. 10/20 sf2, internally illuminated sign as included in CDR submittal. |
| 5 Plinth Wall | 31.08 - GROUND SIGNS. | Up to 50 sf2 net copy on 222.12 sf2 freestanding wall. Sign will consist of individual, internally illuminated letters. | Requesting APPROVAL to allow for: 1. 50 net sf2, internally illuminated letters as included in CDR submittal. |
| 5A Ramp Wall | 31.08 - GROUND SIGNS. | Up to 20 sf2, net copy on 100.86 sf2 freestanding wall. Sign will consist of individual, internally illuminated letters. | Requesting APPROVAL to allow for: 1. 20 sf2, internally illuminated letters as included in CDR submittal. |
| 6.5 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 | Requesting APPROVAL to allow for: 1. 12/24 sf2, internally illuminated sign as included in CDR submittal. |
| 7.5 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 | Requesting APPROVAL to allow for: 1. 45/90 sf2, internally illuminated sign as included in CDR submittal. |

| | | | |
|---------------------------------|---|---|---|
| 10.1 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) Internally illuminated | Code Compliant |
| 11 East 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) Internally illuminated | Code Compliant |
| 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 | Requesting APPROVAL to allow for: 1. all existing signage to remain and as included in this CDR submittal. |
| 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 as necessary. Thank you for your consideration.

Respectfully Submitted,

RYAN SIGNS, INC.



Mary Beth Growney Selene
 President
 Serving as Agent to CMFG Life

cc: Bill Fedun, CMFG Life

Following are examples of signs on adjacent properties

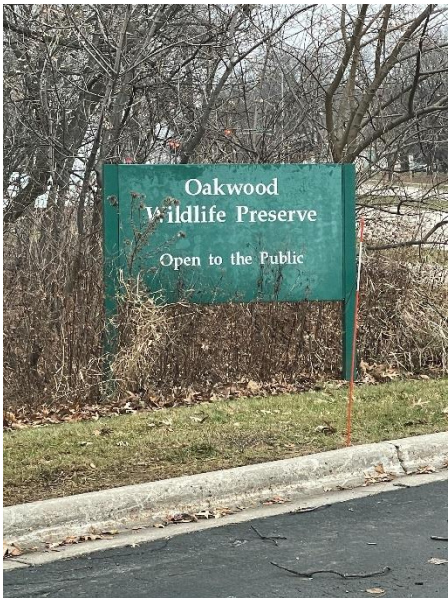
Oakwood Village – 6205 Mineral Point Road



Main Entrance off of Mineral Point Road









6102 Mineral Point Road



DRIFTWOOD AVENUE

Photo not included in narrative, has been removed for construction

CREDIT UNION WAY

SURFACE LOT A

SURFACE LOT D

SURFACE LOT G

UNDERGROUND RAMP C

BUILDING 5910

REFER TO SHEET C104 FOR MORE DETAIL ON PROPOSED SITE PLAN

UNDERGROUND RAMP F

UNDERGROUND RAMP B

UNDERGROUND 5810 VISITOR PARKING

BUILDING 5810

SURFACE VISITOR LOT




World Council of Credit Union Letters BUILDING 5710

CUNA Mutual Group Letters

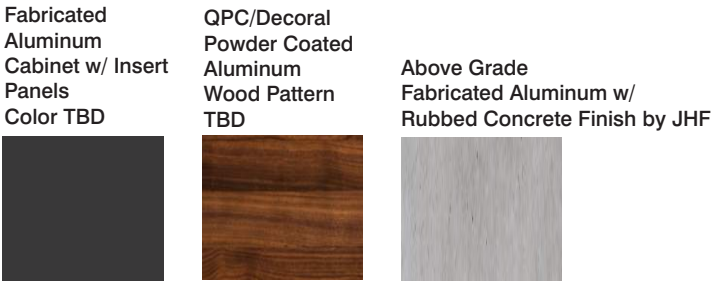
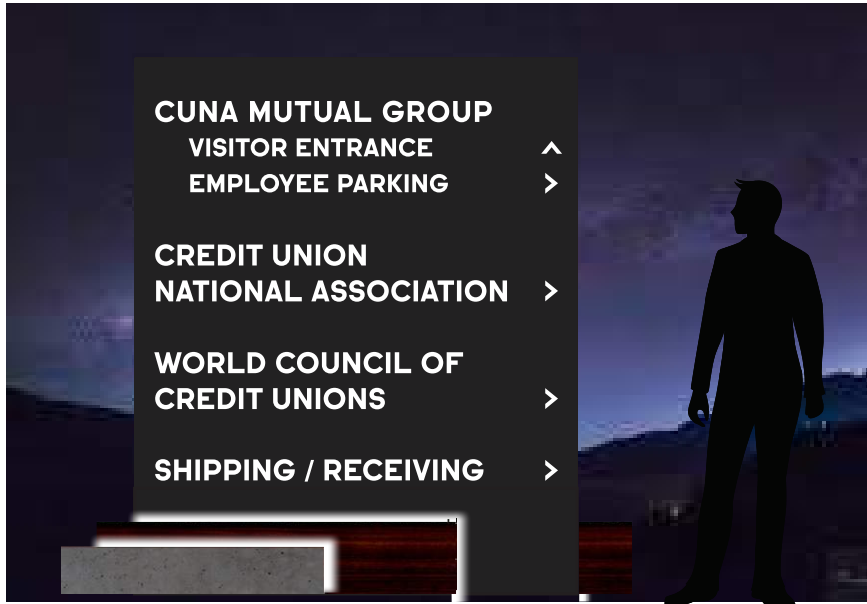
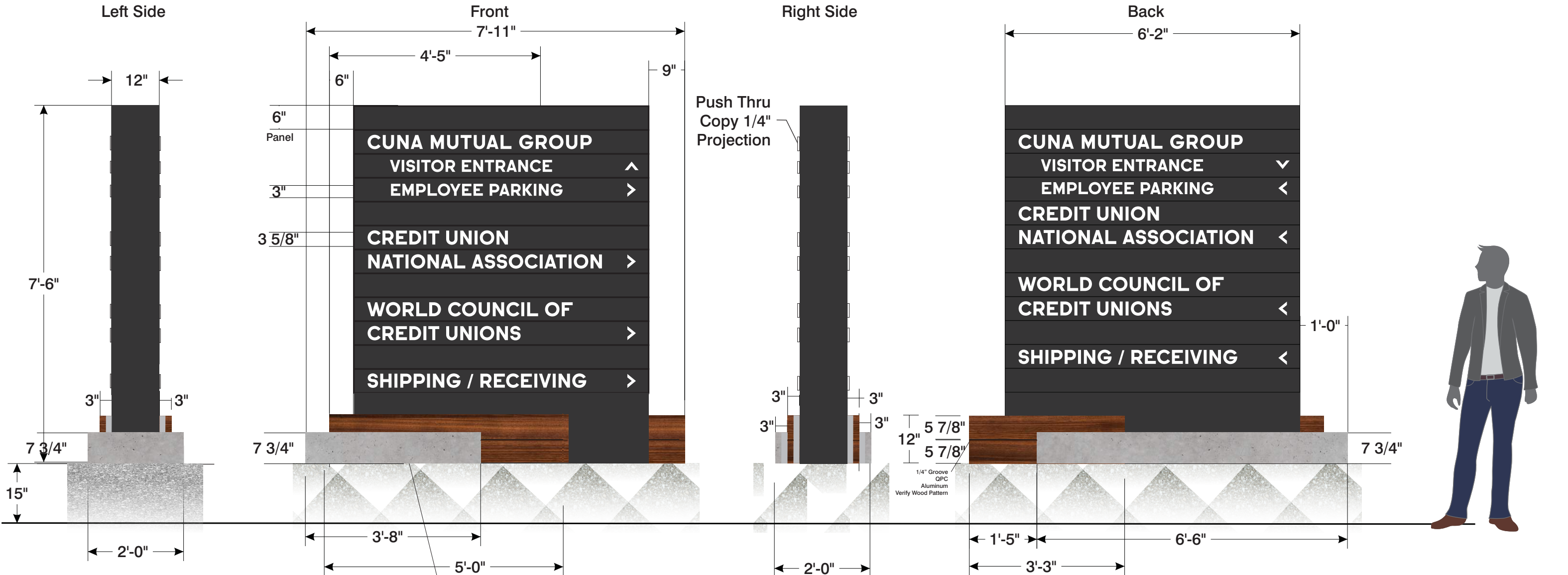
Credit Union National Association Letters

S ROSA ROAD

MINERAL POINT ROAD

-  New
-  Existing Wayfinding Signage
-  Existing Building Signage

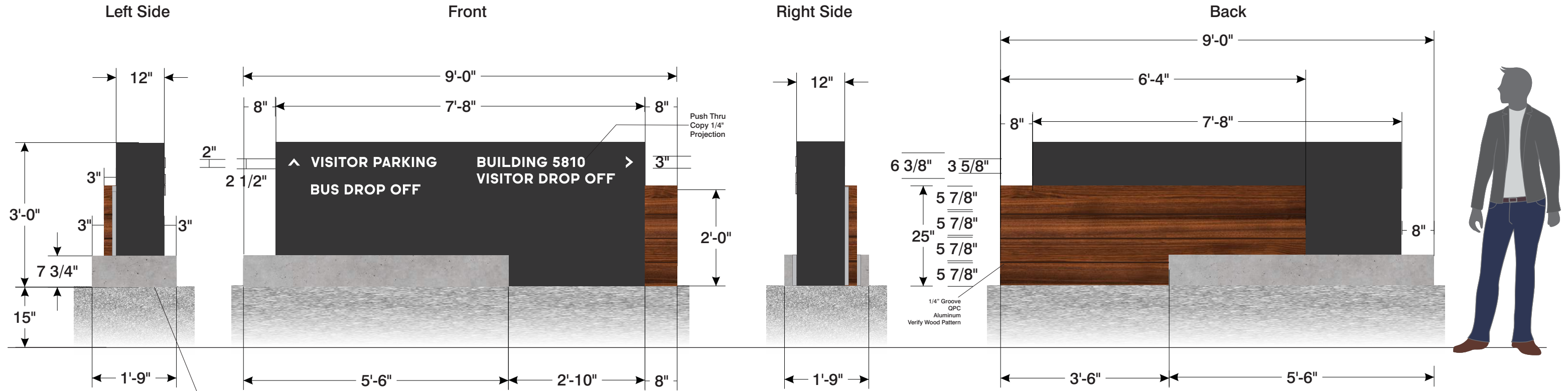
1.5 & 7.5 CUNA Mutual Group - Large Vehicle Wayfinding



| | |
|--|--|
| <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 |

| | | |
|--|---------------------|------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | SCALE: 1/2" = 1'-0" | APPROVED: |
| CUNA MUTUAL GROUP - 5810 MINERAL POINT RD. | DATE: 8/3/21 | Copyright 2021 by Ryan Signs, Inc. |
| | REVISED: 12/23/21 | |
| | DRAWN BY: KW | |
| 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: |
| client signature | | 7276 |

2.5



Above Grade to Accommodate
LED Lighting Channels
Fabricated Aluminum w/
Rubbed Concrete Finish by JHF

Plan View

Back

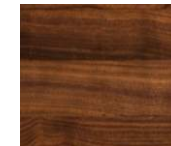


Front

Fabricated
Aluminum
Cabinet w/ Insert
Panels
Color TBD

QPC/Decoral
Powder Coated
Aluminum
Wood Pattern
TBD

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

e Construction:
Routed Aluminum Panel w/
Composite Material, Simulated
Concrete on 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

CUNA MUTUAL GROUP - 5810 MINERAL POINT RD.

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SCALE: 1/2"=1'.0"

DATE: 8/3/21

REVISÉ: 12/22/21 

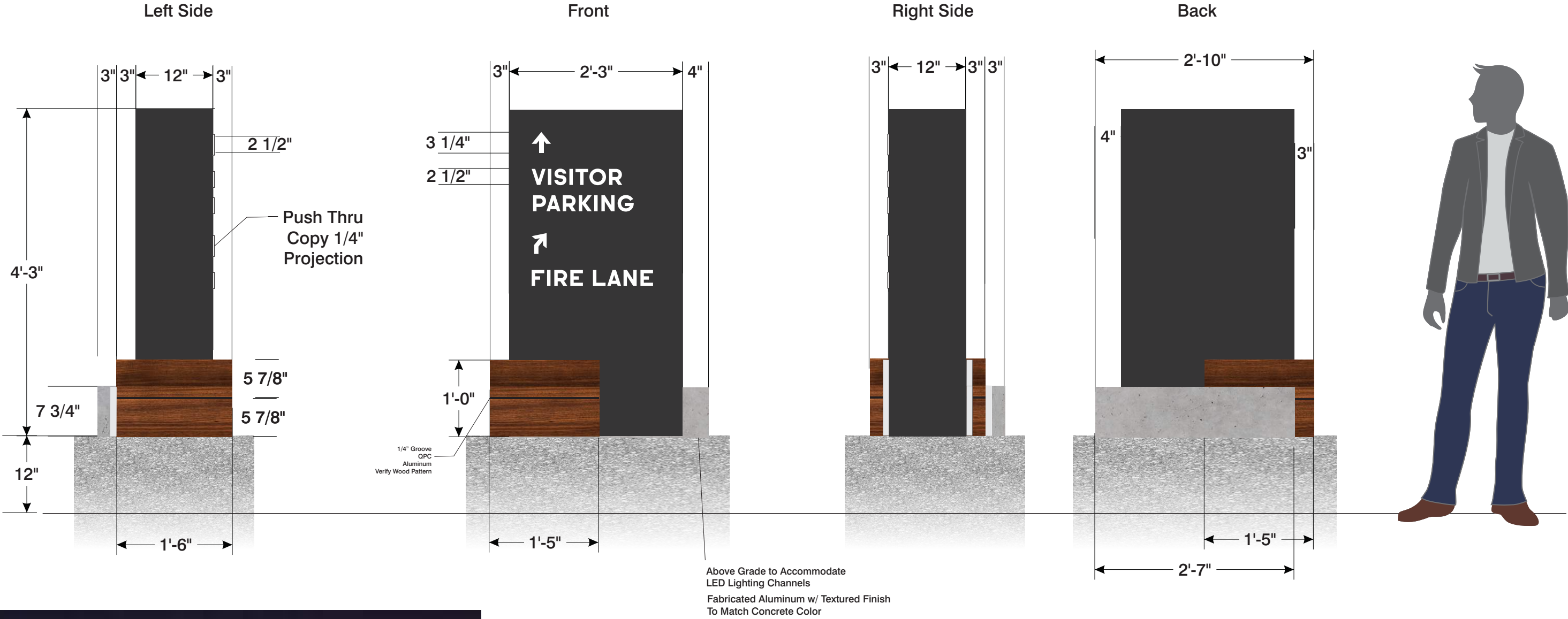
APPROVED:

Copyright **2021** by
Ryan Signs, Inc.


DRAWING NUMBER:

7276


4.3 CUNA Mutual Group - Small Vehicle Wayfinding




Fabricated Aluminum Cabinet w/ Insert Panels Color TBD

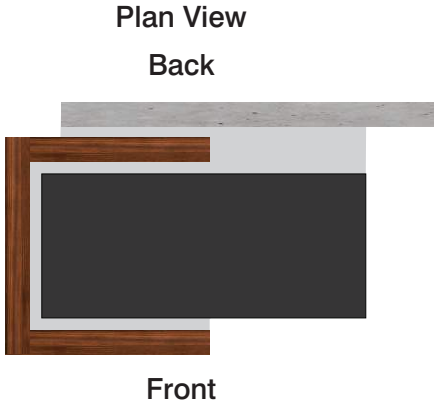


QPC/Decoral Powder Coated Aluminum Wood Pattern TBD



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

Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

SCALE: 1/2" = 1'.0"

DATE: 8/3/21

REVISED: 12/22/21

DRAWN BY: KW

APPROVED:

Copyright 2021 by Ryan Signs, Inc.

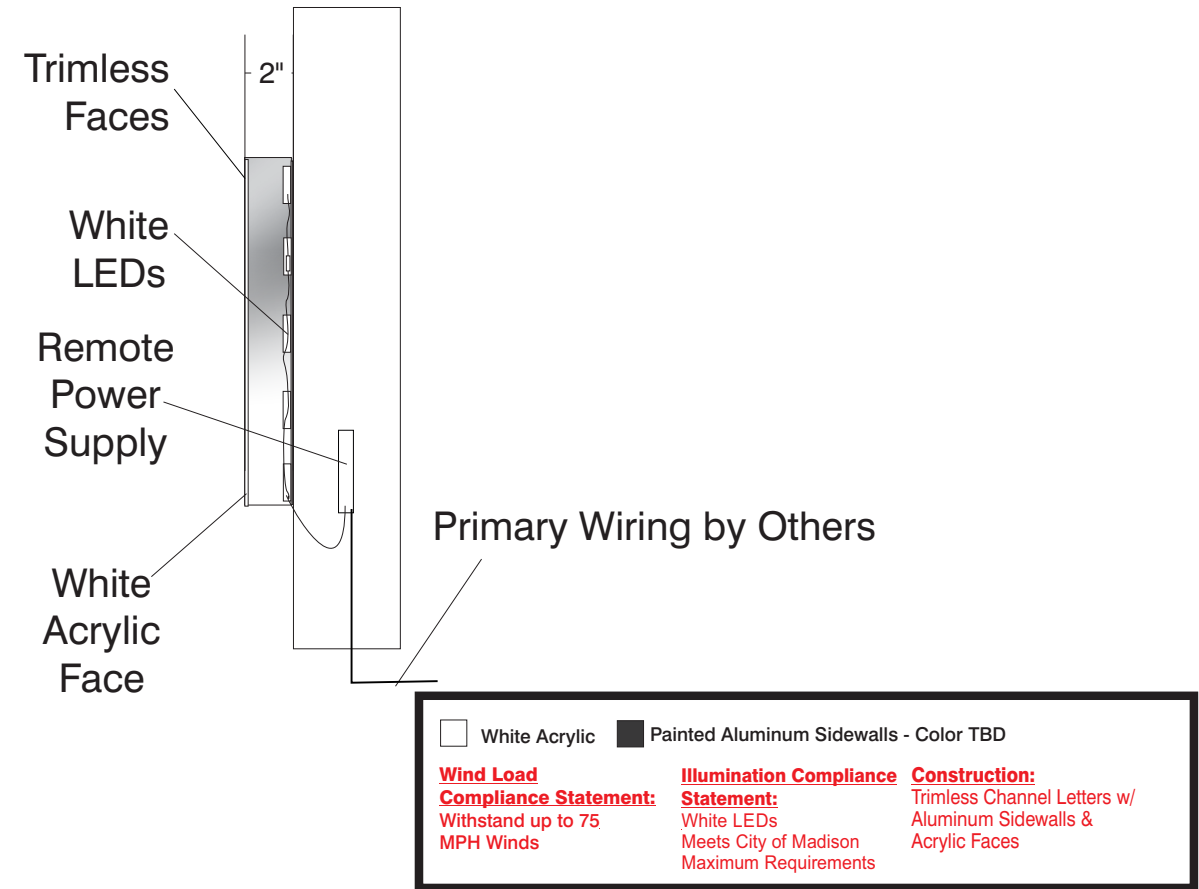
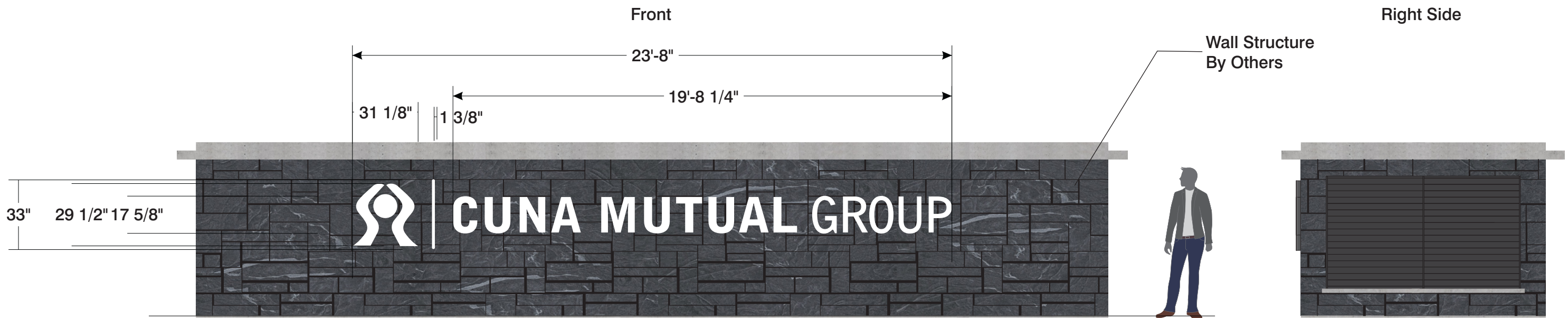
DRAWING NUMBER: 7276

Print to Scale on 11" x 17" Paper

CUNA MUTUAL GROUP - 5810 MINERAL POINT RD.

client signature

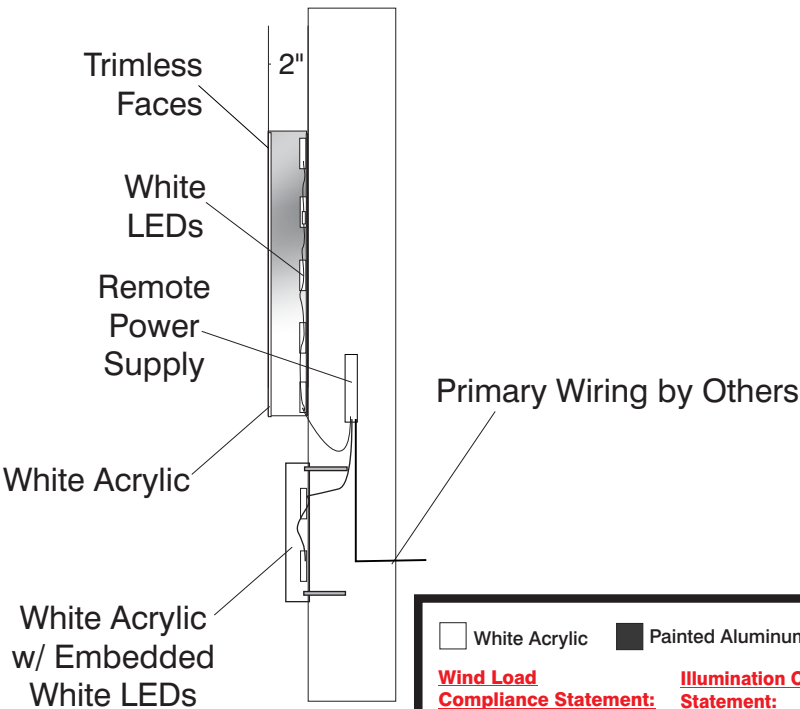
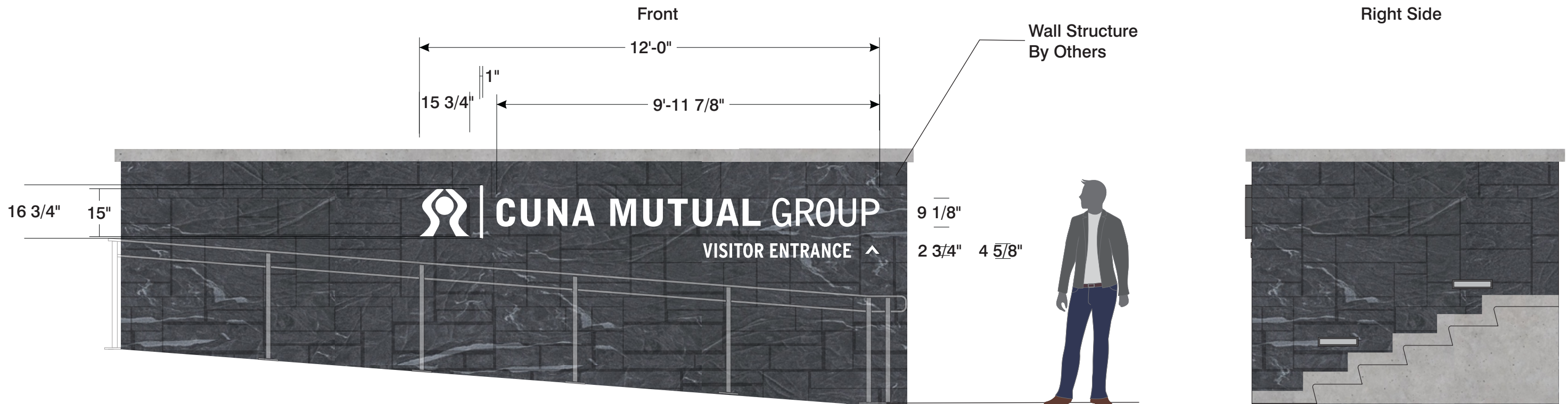
5 CUNA Mutual Group - Internally Illuminated Letters - Plinth



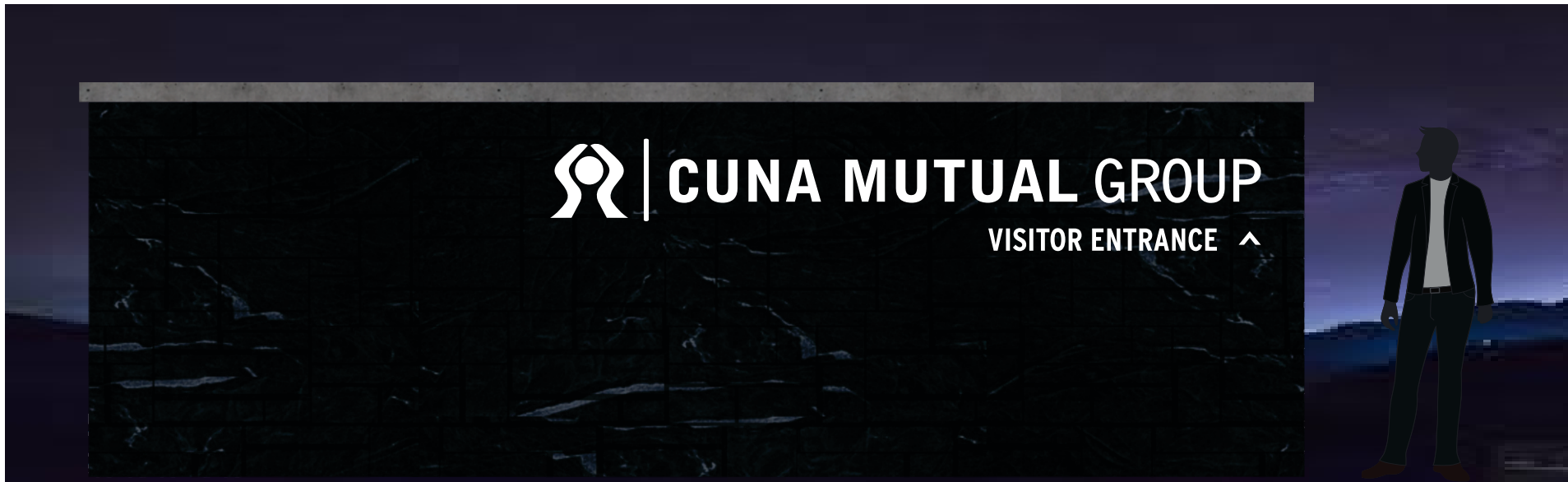
Print to Scale on 11' x 17" Paper

| | | |
|--|----------------------|--------------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | SCALE: 1/4" = 1'.0" | APPROVED: |
| CUNA MUTUAL GROUP - 5810 MINERAL POINT RD. | DATE: 8/3/21 | © 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. | REVISED: | DRAWN BY: KW |
| client signature | DRAWING NUMBER: 7276 | |

5A CUNA Mutual Group - Internally Illuminated Letters - Ramp



| | | |
|---|--|---|
| <input type="checkbox"/> White Acrylic | <input checked="" type="checkbox"/> Painted Aluminum Sidewalls - Color TBD | |
| <u>Wind Load Compliance Statement:</u> Withstand up to 75 MPH Winds | <u>Illumination Compliance Statement:</u> White LEDs Meets City of Madison Maximum Requirements | <u>Construction:</u> Painted FCO Letters & Trimless Channel Letters w/ Aluminum Sidewalls & Acrylic Faces |




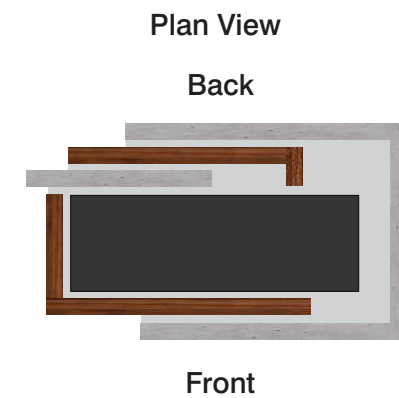
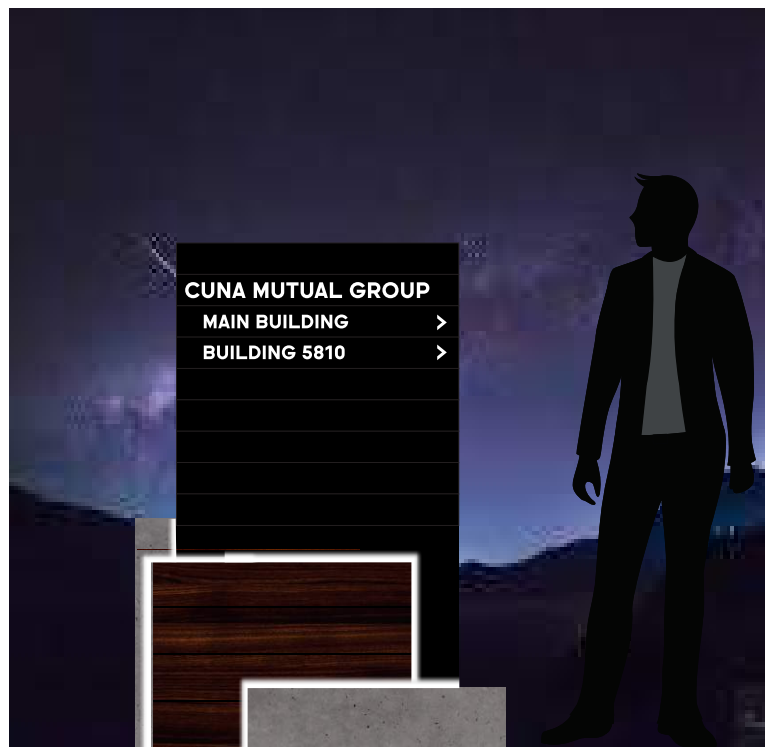
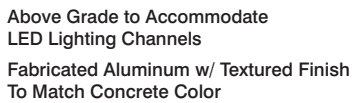
Print to Scale on 11' x 17" Paper

| | | | |
|--|---------------------|--------------------------------------|--------------------------------|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | SCALE: 3/8" = 1'.0" | APPROVED: | |
| CUNA MUTUAL GROUP - 5810 MINERAL POINT RD. | DATE: 8/3/21 | © Copyright 2021 by Ryan Signs, Inc. | |
| | REVISED: | | DRAWING NUMBER: 7276 |
| | DRAWN BY: KW | | |

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client signature _____

6.5



■ Painted Aluminum

Illumination Compliance Statement:
White LEDs
Meets City of Madison
Maximum Requirements

Construction:
Routed Aluminum Panels w/
Composite Material & Concrete
Base

3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853

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Print to Scale on 11" x 17" Paper

DATE: 8/3/21

DRAWN BY: KW

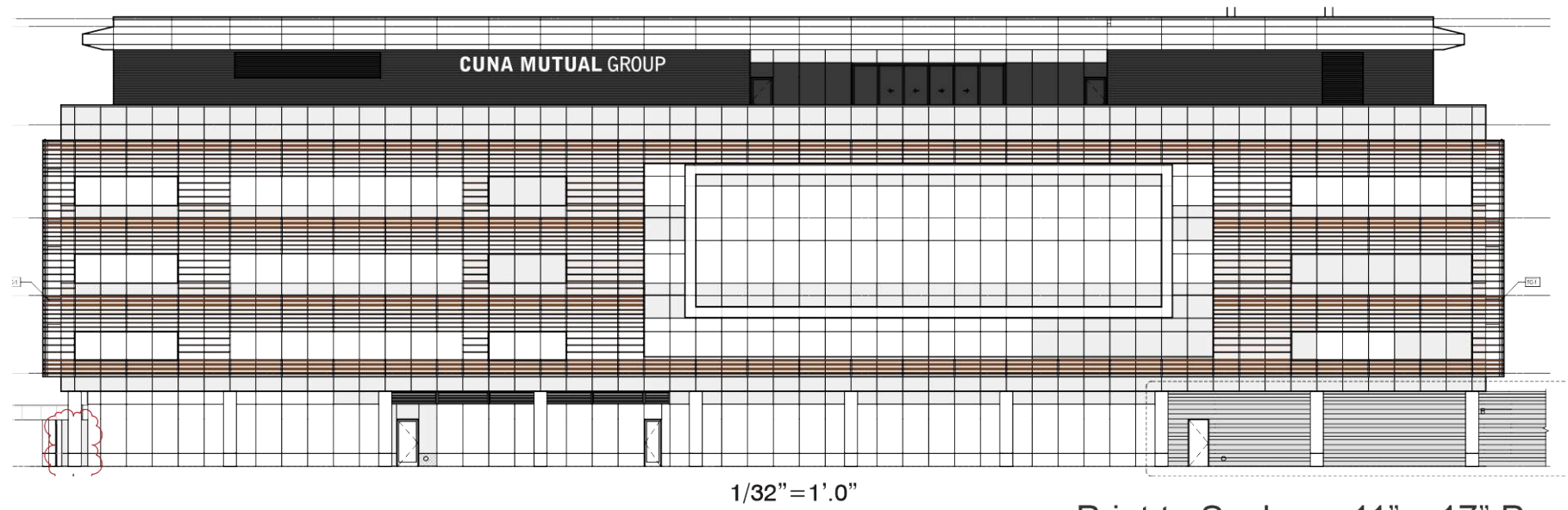
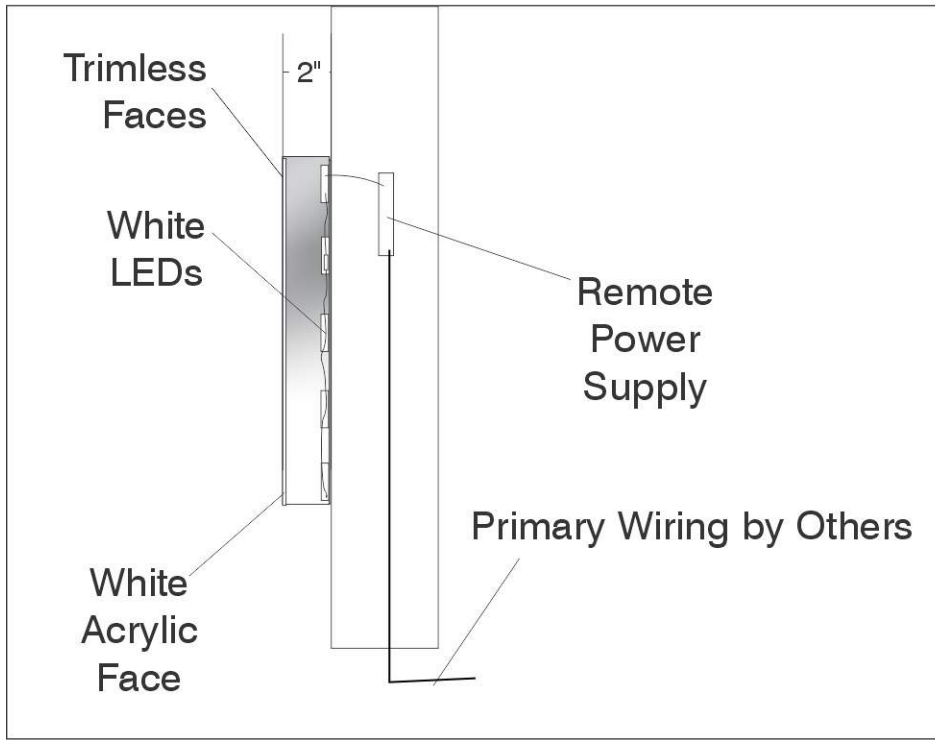
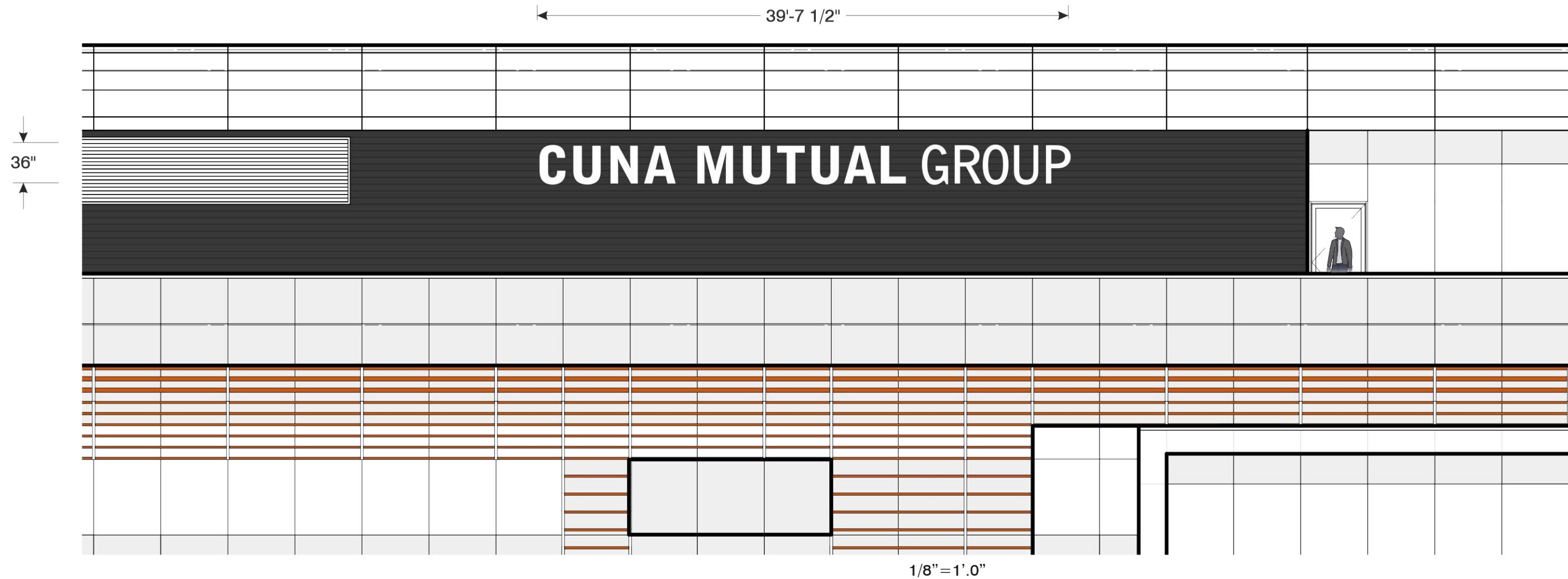
APPROVED.

yan Signs, Inc.

DRAWING NUMBER:

7276

10.1 CUNA Mutual Group - Internally Illuminated Letters - South Elevation

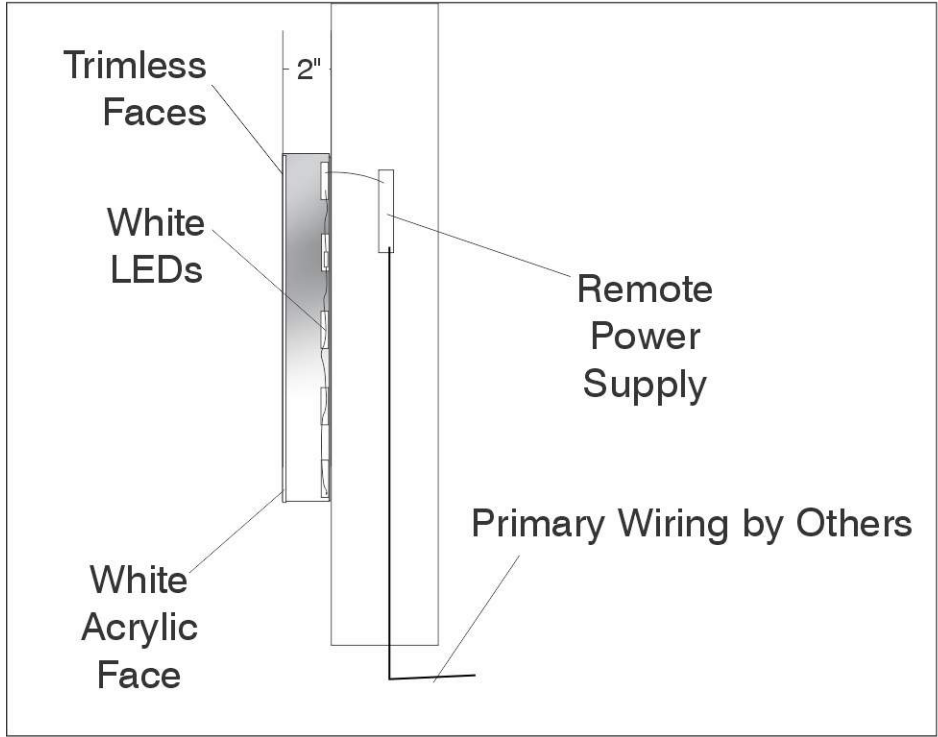
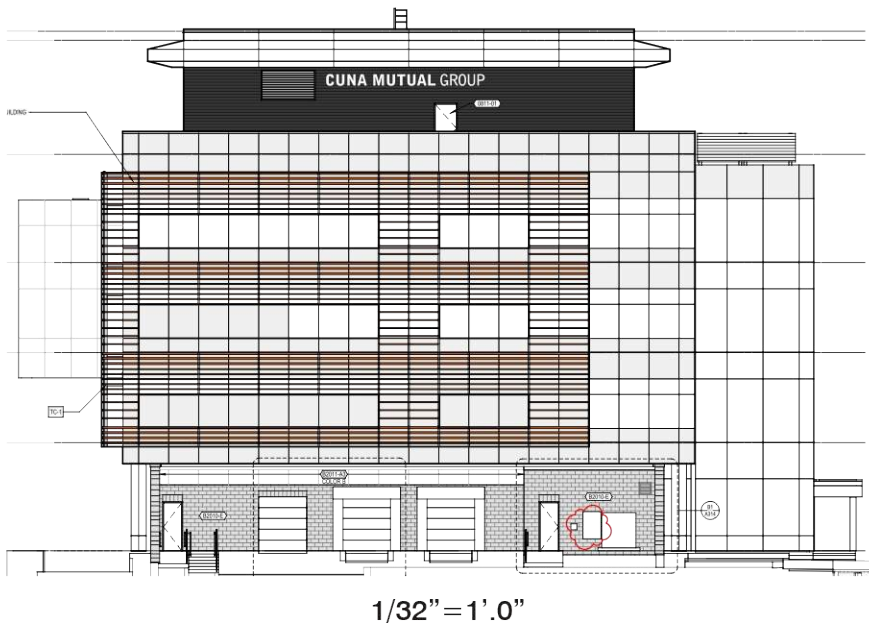
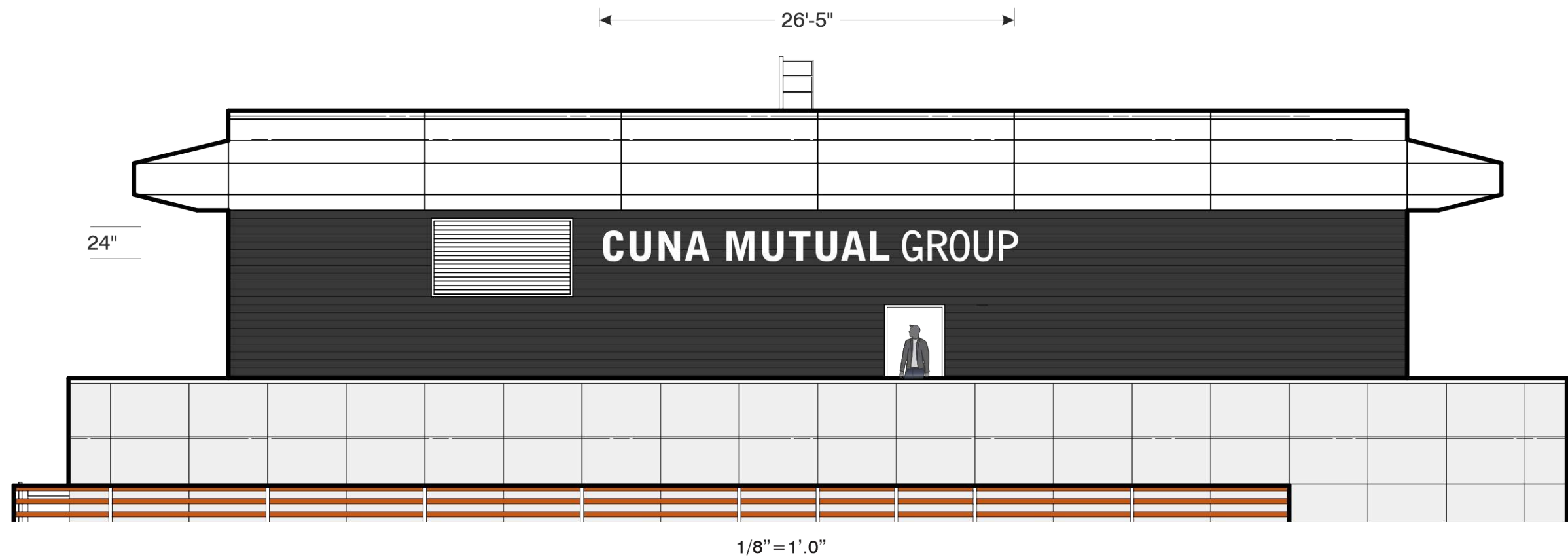


| | | |
|--|---|--|
| <input type="checkbox"/> White Acrylic | <input checked="" type="checkbox"/> Painted Aluminum Sidewalls - Color TBD | |
| Wind Load Compliance Statement: Withstand up to 75 MPH Winds | Illumination Compliance Statement: White LEDs Meets City of Madison Maximum Requirements | Construction: Trimless Channel Letters w/ Aluminum Sidewalls & Acrylic Faces |

| | | |
|--|---|---|
| Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 | SCALE: VARIES DATE: 8/3/21 REVISED: 11/4/21 DRAWN BY: KW | APPROVED: Copyright 2021 by Ryan Signs, Inc. |
| CUNA MUTUAL GROUP - 5810 MINERAL POINT RD. | | DRAWING NUMBER: 7276 |
| <small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's 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 | | |

Print to Scale on 11" x 17" Paper

11 CUNA Mutual Group - Internally Illuminated Letters - East Elevation



White Acrylic

Painted Aluminum Sidewalls - Color TBD

Wind Load

Compliance Statement:

Withstand up to 75 MPH Winds

Illumination Compliance Statement:


White LEDs

Meets City of Madison Maximum Requirements

Construction:

Trimless Channel Letters w/ Aluminum Sidewalls & Acrylic Faces

Ryan Signs, Inc.
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853



| | |
|------------------|------------------------------------|
| SCALE: VARIES | APPROVED: |
| DATE: 8/3/21 | |
| REVISED: 11/4/21 | Copyright 2021 by Ryan Signs, Inc. |
| DRAWN BY: KW | |

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client signature _____

DRAWING NUMBER

7276

Print to Scale on 11" x 17" Paper