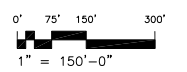




**STEINHAFELS
MADISON EAST LOT**



SITE PLAN
1" = 150'-0"



1" = 150'-0"



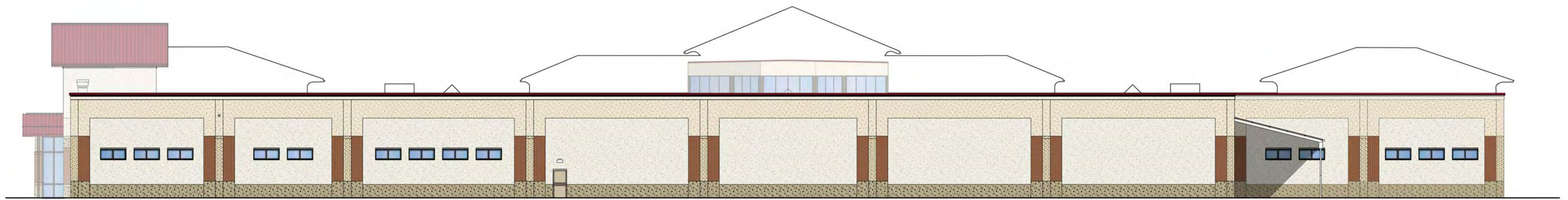
ICONICA
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BUILDING	Building Area	Stalls	Parking Ratio	Total Site Area	Impervious Surface Area Ratio	F.A.R.
Building #1	99,726 S.F.	(#1) 274	2.7 PER 1,000 S.F.	393,927 S.F.	143,217 S.F. GREEN 36%	99,726/ 393,927 = .25
Building #2	16,500 S.F.	(#2) 66	3.9 PER 1,000 S.F.	(#2 and #3) 239,586 S.F.	124,108 S.F. GREEN 52%	26,500/ 239,586 = .11
Building #3	10,000 S.F.	(#3) 38	3.8 PER 1,000 S.F.			
TOTAL	126,226 S.F.	378	(3.0) PER 1,000 S.F.	633,513 S.F.	GREENSPACE 267,325s.f. = 42% TOTAL IMPERVIOUS 239,962 s.f.=38%	126,226/ 633,513 = .2



**STEINHAFELS
MADISON EAST LOT**

PRELIMINARY SITE PLAN FOR UDC REVIEW & INPUT



SOUTHWEST ELEVATION

3/32" = 1'-0"



SOUTHEAST ELEVATION

3/32" = 1'-0"

MATERIALS:

-  CAST STONE
-  EIFS #1
-  EIFS #2
-  EIFS #3
-  EIFS #4
-  BRICK
-  METAL ROOFING



NORTHWEST ELEVATION

3/32" = 1'-0"

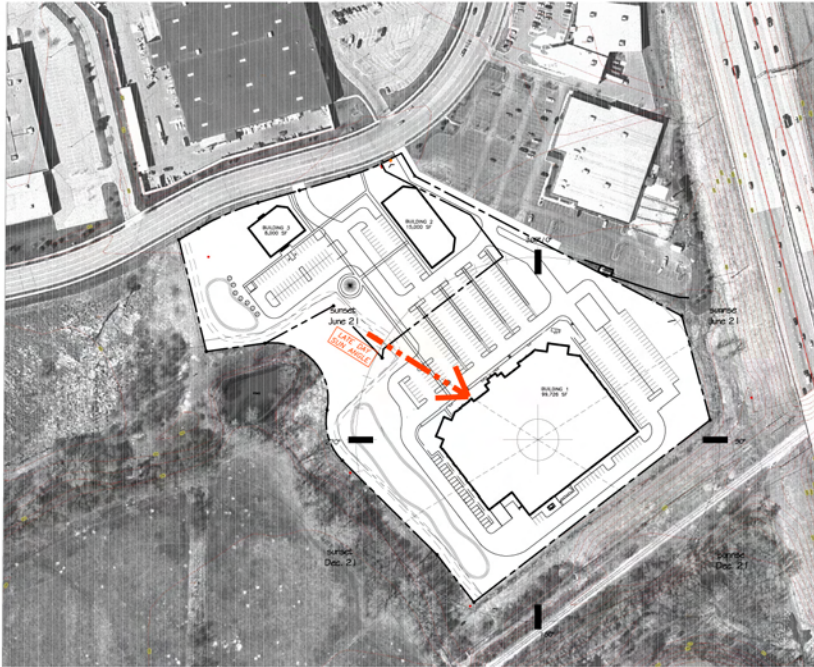


NORTHEAST ELEVATION

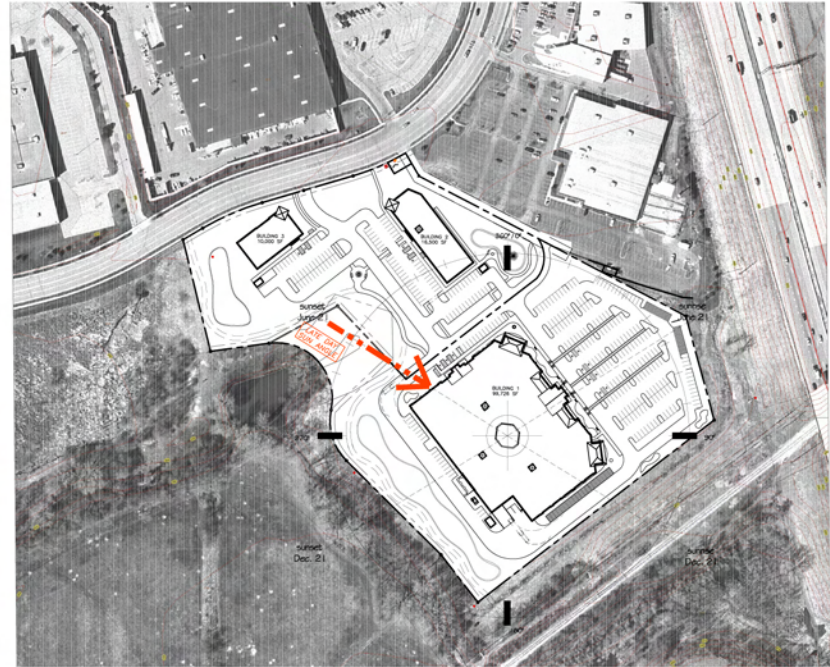
3/32" = 1'-0"

**STEINHAFELS
MADISON EAST LOT**

CONCEPTUAL ELEVATIONS



EARLY BUILDING ORIENTATION STUDY

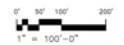


PROPOSED BUILDING ORIENTATION

**STEINHAFELS
MADISON EAST LOT**



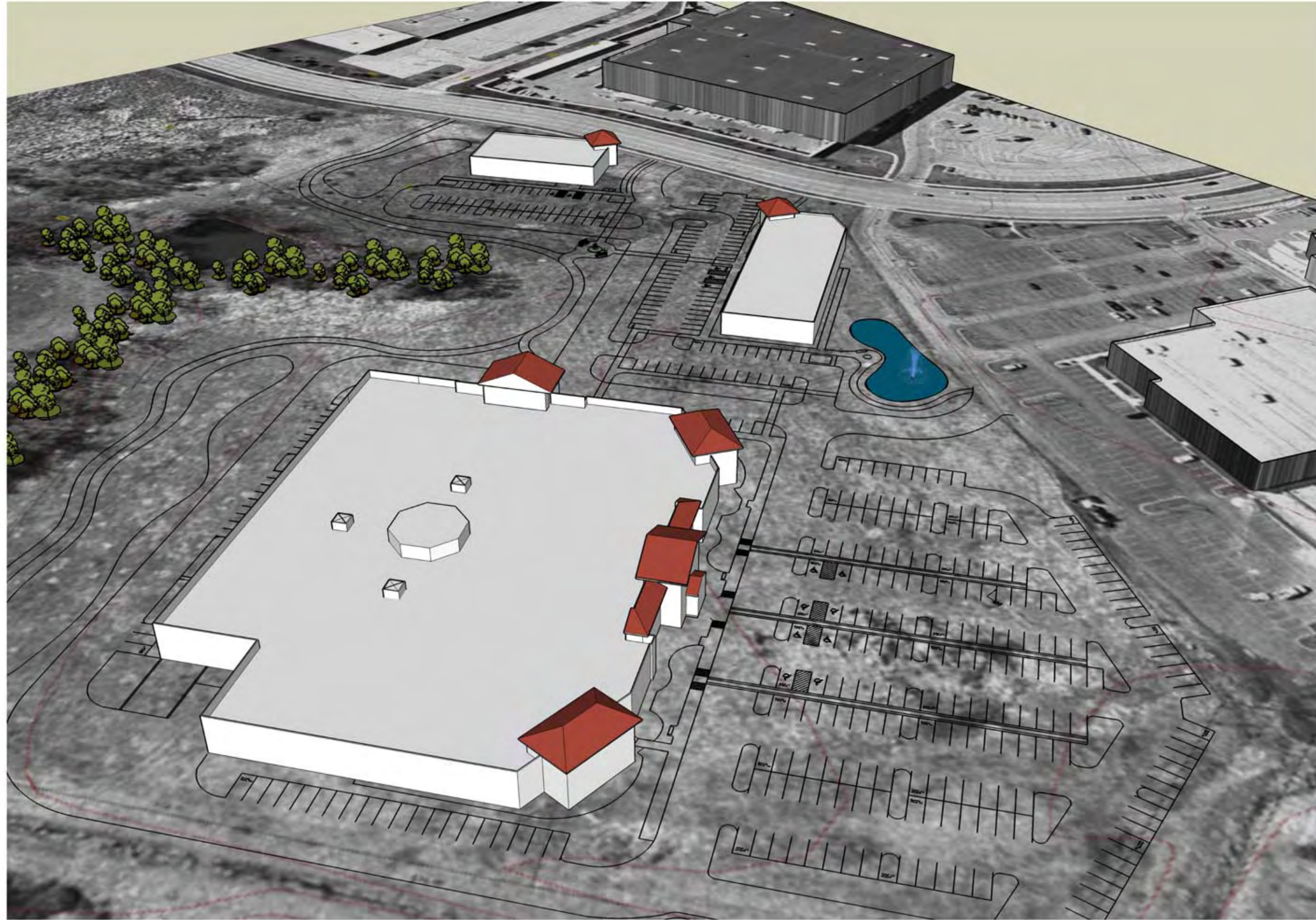
SITE PLAN
1" = 100'-0"



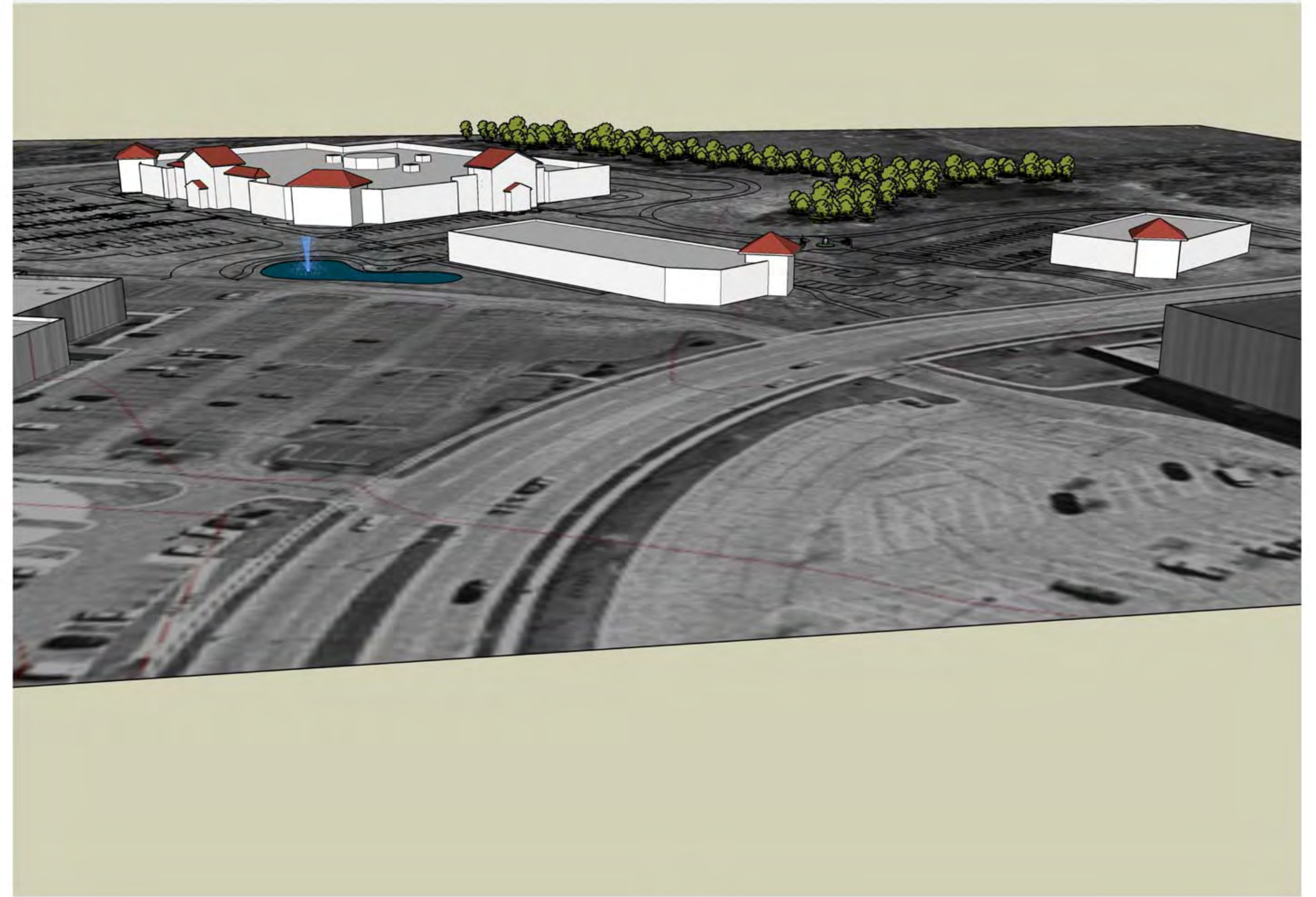
1" = 100'-0"



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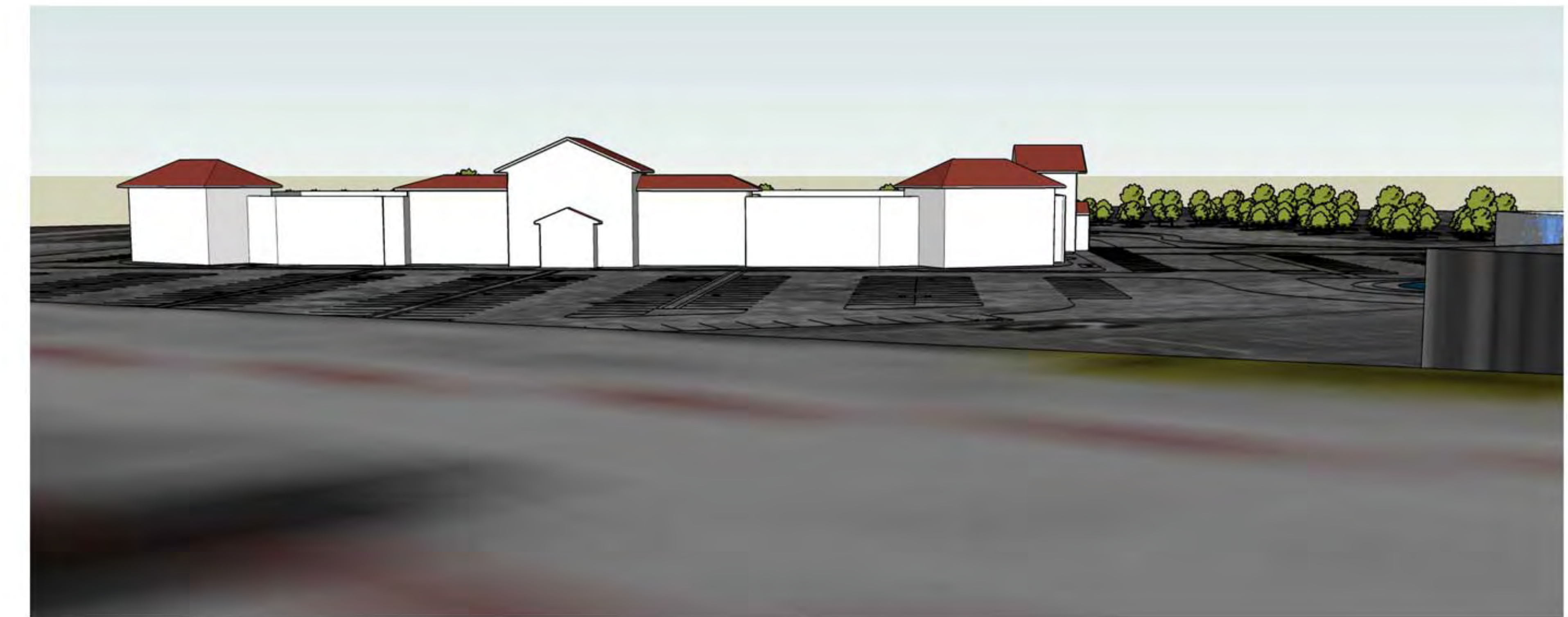
VIEW 1



VIEW 2



VIEW 3



VIEW 4

**STEINHAFELS
MADISON EAST LOT**

PROJECT NARRATIVE

The proposed Steinhafels Furniture Store will be situated on a 14.5 acre parcel located on Madison's east side, between Interstate 90 / 94 and East Springs Road. The concept for the site includes plans for a +/-99,000 s.f. furniture store and one outlot for small retail development.

The site is environmentally and ecologically sensitive to a development due to the location of Starkweather Creek located directly adjacent to the bounds of the property. Advocacy groups and local agencies have taken a vested interest in the development on this property. This includes; the local Alderperson, Friends of Starkweather Creek group, the local neighborhood association, and Madison's Urban Design Committee. Key issues and items associated with the development of this project and obtaining local approval are aesthetics, site layout, and sustainable features. Pedestrian scale and circulation will be articulated between the buildings and public areas to create a courtyard environment. The architecture of the buildings will be important on all four sides and will flow together to develop a cohesive atmosphere.

Owner's Project goals and objectives

- Location of the store on the site will be crucial to success of project.
- Master plan the adjacent site for retail/ restaurant that compliments the new furniture store. Make sure this plan works and meets local zoning regulations before store development drawings get kicked off.
- Owner would like to possibly market the combined development as the "Eastowne Home Center"
- Sustainability is important to the owner. The use of sustainable design, products and practices will be incorporated into this project.
- Current milestone schedule is revolving around a projected construction start in 2010. Economic conditions along with several other factors will ultimately drive the actual opening date of the proposed furniture store and associated development.

BUILDING INFORMATION

- Complete Sprinkler - NFPA 13
- Partial Sprinkler - NFPA _____
- Unlimited Area
- Fire Alarm
- Smoke Detection
- Emergency Power
- Hazard Enclosure (if required, will be provided by the Client)
- Total Number of Stories: 1 story
- Existing Building Footprint Area: na
- Soil Bearing Capacity 2,000 pounds per square foot
- Presumed
- Verified

CONSTRUCTION CLASS

- Type IA
- Type IB
- Type IIA
- Type IIB
- Type IIIA
- Type IIIB
- Type IV
- Type VA
- Type VB

RELATED BUILDING SYSTEMS

- Elevators includes:
 - Passenger Elevator
 - Freight Elevator
 - Residential Type Lift
 - Wheelchair Lift
- Flammable/Combustible Liquid Storage
- Boiler/Pressure Vessel
- Mechanical Refrigeration
- Plumbing:
 - Municipal
 - Private Sewage System

CONTACT INFORMATION

OWNER DESCRIPTION

Steinhafels is a leading furniture retailer and distributor in Wisconsin. For additional information regarding the client please refer to <http://www.steinhafels.com/>

OWNER INFORMATION

Primary Contact Person: Gary Steinhafel, President
Company's Name: Steinhafels
Address: W231 N1013 County F
City: Waukesha State: Wisconsin
Zip Code: 53186
Telephone No.: (262) 436-4600 ext. 601
Cell No.
Fax No.: (262) 436-4605
E-mail: garys@steinhafels.com

Secondary Contact Person: Juliette Wegner, Designer and Interior Planning Coordinator
Company's Name: Steinhafels
Address:
City: Waukesha State: Wisconsin
Zip Code: 53186
Telephone No.: (262) 436-4600 ext. 618
Fax No.: (262) 436-4605
E-mail: juliette@steinhafels.com

DRAWING INDEX

- PROJECT NARRATIVE
- ALTA SURVEY
- SITE LOCATION MAP
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- PROPOSED SITE PLAN
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