

Memorandum



Steinhafels Beltline Façade

20180200

Date: August 15, 2018

To: City of Madison
Urban Design Commission
126 S. Hamilton Street
Madison, WI 53701

From: Alan Theobald

Subject: UDC Sign Submittal – Comprehensive Design Review Criteria

1. Steinhafels' signs play an important role in the overall design of their buildings. The signs are critical to directing shoppers to our location. In this location, the building is set back from the Beltline Highway roughly 500' on a site with mature landscaping and a footbridge that spans over the Highway. Visibility of the main sign is very important.

The main sign over the front entrance is purposely scaled to work tastefully with the stepped parapet design, which is an identifying architectural feature of our newer locations throughout the state. The Steinhafels sign works in tandem with the lower stepped parapets to either side, and provides a continuous flow from one element to the next. The proposed scale and design of the main sign is proportional to the façade which has been designed to complement and add relief to the long building.

The font style has served as our company logo for nearly 20 years, mixing both upper and lower case letters to create a harmonious look with relationship to the building design. In addition, using lower case letters helps de-emphasize the number of characters of our business name; as well as shorten the length a bit. The existing sign will be re-used on the new façade.

In this Remodel project, due to the overall façade height and length, it was decided to lower the main sign 4'-0" from the existing height. This will keep the sign more centered on the new façade without feeling top-heavy. The existing "Steinhafels" sign is currently installed on a radius. It will be re-installed in a straight line, thus the spacing of the existing letters will be tightened a bit to shorten the existing overall length of the sign.

2. The "Steinhafels Furniture Superstore" (30 characters) text is significant, as our superstores have meaning relative to our other store concepts. Furniture Superstore

locations are designed to have a clearance center, a larger mattress department as well as a larger on-site warehouse (or back room). The on-site warehouse is important, as we can only accommodate customer returns at these locations due to the size of our merchandise.

The existing accessory signs both comply with the sign ordinance and are needed to identify the two main businesses within the store. The signs also help define the size of the Steinhafels building, especially significant here as we have adjacent businesses to the East and West in a large Retail Center with many Tenants and different facades. The accessory signs were designed to work with the main sign, and help customers understand that we have a dedicated mattress department and clearance center.

3. Given the above, we believe our sign plan does not violate stated purposes as defined in Secs. 31.02(1) and 33.24(2).
4. All of the signs (new and existing) were/will be fabricated and installed by a licensed sign company and will meet or exceed construction requirements as stated under Sec. 31.04(5). All signs (new and existing) consist of face lit channel letters built with .040" red aluminum with .188" red acrylic faces.
5. These signs are not advertising signs (all related to the business on the premises) and are not beyond the restrictions in Sec 31.11 nor are they off-premise directional signs and not beyond the restrictions in Sec 31.115.
6. None of the signs will present a hazard to vehicular or pedestrian traffic, obstruct views at point of ingress or egress of adjoining properties, obstruct or impede visibility of existing signs on adjacent property or negatively impact the visual quality of public or private open space. The existing pylon sign will remain as is in the same location.
7. All proposed signage will be located on the Steinhafels property and does not encroach on right of ways or public property.

cc: File 20180020 - 16