APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: 04/15/09

UDC MEETING DATE: 04/22/09

Action Requested
___ Informational Presentation
___ Initial Approval and/or Recommendation
_X_ Final Approval and/or Recommendation

PROJECT ADDRESS: 2101, 2109, 2115 East Springs Drive

ALDERMANIC DISTRICT: 17

OWNER/DEVELOPER (Partners and/or Principals)
Gary Steinhafel
W231 N1013 County F
Waukesha, WI 53186

ARCHITECT/DESIGNER/OR AGENT:
Iconica
901 Deming Way
Madison, WI 53717

CONTACT PERSON: Lisa Ruth Krueger, Project Assistant, or Alan Theobald, Design Project Manager
Address: Iconica - 901 Deming Way
Madison, WI 53717
Phone: 608-664-3500
Fax: 608-664-3535
E-mail address: lisa.krueger@iconicacreates.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.
_X_ 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.

ICONICA

March 18, 2009

Plan Commission
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd.
Madison WI 53703

Via: Hand Delivery

Re: Large Retail Development Compliance
Plan Commission Meeting on May 4th, 2009
Steinhafel's Project located at 2101, 2109 & 2115 East Springs Drive

Dear Plan Commission members:

The proposed Steinhafels building is greater than 40,000 square feet and thus puts this development under the Large Retail Development guidelines. The intent of this letter is to outline how this development fits into these guidelines. As a reminder, this is a Planned commercial site zoned C3.

Section 4 Faces and Exterior Walls

North Elevation:
The North Elevation has a well defined customer entrance and faces I-94 and East Springs Drive. This elevation has (2) corner elements that are rotated 30 degrees and project out from the main façade. The total length of the façade is approximately 370'-0". The projections encompass about 40% of this façade. The 60% remaining façade has good articulation and window arcade with awnings. The façade has a horizontal window bay pattern that repeats horizontally along the façade and incorporates color change and material change with use of brick, cast stone, storefront and EIFS. No wall length exceeds the 75'-0" of uninterruption.

West Elevation:
The West Elevation has a well defined customer entrance and faces East Springs Drive. This elevation has (1) corner element that is rotated 60 degrees and projects out from the main façade with about 50'-0" of length. The entrance projects out about 9'-0" and the adjacent storefront recesses inward 4'-0". The total length of this façade is approximately 290'-0. This articulation without the corner element is about 30% of the total length. The façade has a horizontal window bay pattern with awnings that repeats horizontally along the façade and incorporates color change and material change with use of brick, cast stone, storefront and EIFS. No wall length exceeds the 75'-0" of un-interruption.

East Elevation:
The East elevation faces the railroad tracks and will get minimal visibility from I-94. The views from the adjacent neighborhood are screened by the dense tree line along the railroad tracks. This elevation has (1) corner element that is rotated 60 degrees and projects out from the main façade with about 50'-0" of length. The total length of this façade is approximately 290'-0. This façade has a horizontal window bay pattern with

901 Deming Way // Madison, WI 53717 // Ph: 608.664.3500 // Fx: 608.664.3535 // iconicacreates.com

awnings that repeats horizontally along the façade and incorporates color change and material change with use of brick, cast stone, and EIFS. This window bay arcade is about 180'-0" of this façade. Brick piers occur at each side of the window bays. The loading dock is on this façade and is recessed back about 70'-0". It will be out of view from passers by.

South Elevation:
The South elevation faces Starkweather Creek and is slightly visible through the trees from East Springs drive. This façade has a cast stone base along the entire facade. Articulation on this façade is created by incorporating piers approximately every 45'-0. These piers have a cast stone base and projected EIFS above. These piers will simulate the brick piers on the other sides of the building. This façade incorporates color change and material change with use of cast stone and EIFS. This is an economical approach that still lends articulation façade that is not highly visible.

Section 5 Roofs

North Elevation:
The North elevation has standing seem metal roof elements that define the main entrance and corner projections. These roofs vary in height every 40- 50 feet to provide a hierarchy leading to the main entrance. The Main entrance has a large gable with lower hip roofs directly adjacent each side. These roof elements will hide the roof top units from I-94 visibility. Each corner projection also has a hip standing seam metal roof. The parapet for the main roof in this area are about 4'-0" in height and will have a three dimensional cornice element. The overhangs on the hip and gable elements vary from 2'-0" to 4'-0".

West Elevation:
A gabled standing seam metal roof element frames the main entry on this façade. The parapets adjacent to this entry are stepped up to create a hierarchy. These parapets and roof elements will shield any rooftop mechanicals from being seen from East Springs Drive. This façade also takes advantage of the roof element at the corner, further articulating this façade. The overhang on the eaves of the gable is approximately 4'-0" on the sides and 2'-0" on the front of the gable. The parapet incorporates a three dimensional cornice element.

East Elevation:
The trees along the railroad screen the roof from the Southeast neighborhood. The parapet on this façade maintains the same elevation since it is tertiary to the other facades. This façade takes advantage of the roof element at the corner helping articulate the façade. The parapet incorporates a three dimensional cornice element.

South Elevation:
Since this façade faces the Starkweather Creek, views of the roof will be minimal. The parapet is thus held at a consistent height and secondary roof elements have not been introduced. The parapet incorporates a three dimensional cornice element.

Section 6 Material and Color

The predominant exterior building materials for the Steinhafels building are cast stone, brick, EIFS, and storefront windows & standing seam awnings and roofs.

Section 7 Customer Entrances

The Steinhafels building has (2) primary entrances that are clearly defined and are highly visible. Both entrances are projected out from the main structure of the building about 7'-0" and include an interior vestibule. The entrances are surrounded by an abundant amount of storefront glass on both sides. The roof over the entrances is a smaller gable with overhangs which invites you in.

Section 8 Site Design

a. The guidelines require that one building in the development be a maximum of 20'-0" from the adjacent street frontage. Building #3 is about 15'-0" from East Springs, and Building #2 is approximately 75'-0" from East Springs.
b. Building street frontage along East Springs is approximately 210'-0" The lengths are: 130'-0" for Building#3 and 80'-0" for Building #2. The total length of the property abutting East Springs Drive is approximately 535'-0". Approximately 40% of the street frontage has building within 75'-0".
c. N/A
d. Street trees will be planted every 30'-0" along East Springs Drive.

Section 9 Parking Lots

a. N/A
b. This development is going to be for retail use and thus the parking minimum per City of Madison is 1 car per 300 s.f. of building s.f. The provided parking does not exceed 60% of the minimum required amount of parking.
c. All off street parking on this site is a minimum of 10'-0" from the property lines and right-of-ways.
d. The employee count for the Steinhafels store will be approximately 85 people. A TDM will not be required for this site plan per discussions with city zoning officials.

Section 10 Outdoor Storage, Trash Collection, Loading Areas and Mechanical Equipment

a. Areas of outdoor storage, truck parking and trash collection have been incorporated into the design of this site. The trash collection at each building will be enclosed in a stand alone screened area. There will not be outdoor storage for these buildings. 10'x 35' loading zones have been designated for building #2 and #3. The Steinhafels building will have a 2 bay loading dock and 2 bay merchandise pick-up area.
b. The trash enclosures have been located in areas that are in the best interest of the site. The enclosure at building #2 is the only one that is closer than 20'-0" to an internal pedestrian way. This building is surrounded on all sides by public views and walks so the location had to be carefully thought out. Even though it is close to a pedestrian way it is the best location for this building. It is screened from East Springs Drive by the building and is out of the views of the main circulation. It will be screened with landscaping and the architecture will be congruent with the surrounding buildings.
c. The Loading dock for the Steinhafels building has been located on the East side of the building and is recessed 70'-0" from the main façade. The roof top mechanical units will be screened from I-94 and East Springs Drive by the gable roof elements. The transformer for the Steinhafels building will be on the South side of the building and will be screened with landscaping.

Section 11 Pedestrian Circulation

a. 6'-0" sidewalks have been indicated at all areas not directly adjacent to building frontage.
b. All continuous internal pedestrian walkways have been indicated as 6'-0" in width. Sidewalks have been connected from the public sidewalks along East Springs Drive to the internal circulation and to customer the entrances of all buildings. Landscaping and trees along these walkways has been incorporated.
c. Sidewalks 8'-0" in width have been indicated at all areas directly adjacent to building fronts with customers entrances. These sidewalks have been located a min. of 6'-0" from the façade of the buildings.
d. N/A
e. Walkways across drive aisles will be distinguished with painted stripes. The main parking field at the Steinhafels building will have a few areas of colored concrete walkways across the main drive.
f. Internal sidewalks will connect to public sidewalks where the public transit is located.
g. Sidewalks are provided along the entire length of all buildings with parking lots on that facade.

Section 12 Central Features and Community Spaces

a. Community gathering areas are indicated on the site. There is one indicated on each lot. A circular design at each area will have seating and landscaping that is warm and inviting. There are also opportunities to window shop with seating along the front of the Steinhafels building. A water feature will be incorporated into the North retention pond near the main entrance drive of the Steinhafels building.
b. All community spaces are linked together through a series of pedestrian walkways. These walkways are linked to all buildings entrances, the bike path and the public sidewalk along East Springs Drive. A future 10'-0" wide crushed stone bike path will be incorporated along the Starkweather Creek.

Section 13 Delivery/ Loading Options

Delivery times for the buildings on this site will be between 7 AM and 10 PM.

(b) General Regulations

A plan and reciprocal land use agreement must be approved by the Traffic Engineer, City Engineer and Director of Planning and Development. This agreement will be part of the CSM and recorded in the office of the Dane County Register of Deeds.

This development contains more than 40,000 s.f. of gross floor area and has at least 25,000 s.f. of gross floor area intended for retail use; thus the Urban Design Commission shall review the site and make recommendations to the plan commission regarding all development within the site.

24. Per John Leach from traffic engineering and Kevin Firchow and Matt Tucker in zoning, the Steinhafels development will not need a transportation study.

If you have any questions or concerns regarding this submittal package please contact me directly at 664-3557. Thank you very much for your assistance. We look forward to collaborating on this project with the Plan Commission.

Sincerely,

Larry Stone

LS/ko

cc: Project file

LANDSCAPE WORKSHEET

Parking Lots, Storage Areas and Loading Areas
(Section 28.04 Madison General Ordinance)

Project Location/Address:
Name of Project: STEINHAFELS - MADISON EAST BLD #3
Owner/Contact:
Address:

FOR PARKING LOTS WITH GREATER THAN 20 STALLS, LANDSCAPE PLANS MUST BE STAMPED BY A REGISTERED LANDSCAPE ARCHITECT

I. Number of Trees Required

The number of trees required for a parking lot is based on the number of parking stalls. Using the Schedule for Required Trees on the reverse side of this worksheet, determine the number of trees required. (Example: One tree is required for 10 parking stalls).

Landscape requirements for storage areas are determined by dividing the total square footage of the storage area by (300) square feet. This converts area to stalls.
[Example: 10,000 square feet is equivalent to (33) stalls or (3) trees and (160) points].

Number of Parking Stalls ——— 38

Total Square Footage of the Storage Area
Divided by Three Hundred (300) Square Feet ——— -

TOTAL

Number of Canopy Shade Trees Required (2" - 2 1/2" Caliper) ——— 3
(See Schedule on reverse side)

II. Number of Landscape Points Required

The number of points required is also based on the number of parking stalls. Using the Point Schedule for Landscape Elements on the reverse side of this worksheet, determine the number of points required. (Example: 49.5 points are required for 10 stalls). A point fraction of (.5) or less may be disregarded, while a fraction in excess of (.5) must be counted as one point. Thus: 49.5 points would be rounded down to 49.0 points required. ——— 183.0

The number of points required for loading areas is (75) points for each loading berth. ——— -
(See Schedule on reverse side)

TOTAL

Number of Points Required (See Schedule on reverse side) ——— 183.0

Tabulation of Points and Credits

Indicate below the quantity and points for all pertinent landscape elements. Also, credit information for boundary screening and any existing elements to be retained.

ELEMENT	POINT VALUE	QUANTITY	POINTS ACHIEVED	CREDITS	
				QUANTITY	POINTS
Canopy Tree: 2" - 2 ½*	35	42	1,470		
Deciduous Shrub	2	48	96		
Evergreen Shrub	3	23	69		
Decorative Wall or Fence (per 10 L.F.)	5				
Earth Berm (per 10 L.F.) Avg. Height 30" Avg. Height 15"	 5 2				
Evergreen Trees 3' height minimum	15	7	105		
Canopy Tree or Small Tree 1 ½" – 2" Caliper (i.e., Crab, Hawthorn)	15	18	270		
		Sub Totals	2,010	+	

WISCONSIN
PAUL E. SKIDMORE
LA-080
Madison, WI
LANDSCAPE ARCHITECT
4/15/09

TOTAL

= 2,010

Total No. of Points Provided
(Equal to or greater than points required)

*Trees required in Part I above, are not to be included in the point count.

Approved by: _____ **Date:** _____

LANDSCAPE WORKSHEET

Parking Lots, Storage Areas and Loading Areas
(Section 28.04 Madison General Ordinance)

Project Location/Address:
Name of Project: STEINHAFELS - MADISON EAST BLD #2
Owner/Contact:
Address:

FOR PARKING LOTS WITH GREATER THAN 20 STALLS, LANDSCAPE PLANS MUST BE STAMPED BY A REGISTERED LANDSCAPE ARCHITECT

I. Number of Trees Required

The number of trees required for a parking lot is based on the number of parking stalls. Using the Schedule for Required Trees on the reverse side of this worksheet, determine the number of trees required. (Example: One tree is required for 10 parking stalls).

Landscape requirements for storage areas are determined by dividing the total square footage of the storage area by (300) square feet. This converts area to stalls.
[Example: 10,000 square feet is equivalent to (33) stalls or (3) trees and (160) points].

Number of Parking Stalls — 66

Total Square Footage of the Storage Area Divided by Three Hundred (300) Square Feet — -

TOTAL

Number of Canopy Shade Trees Required (2" - 2 1/2" Caliper) (See Schedule on reverse side) — 5

II. Number of Landscape Points Required

The number of points required is also based on the number of parking stalls. Using the Point Schedule for Landscape Elements on the reverse side of this worksheet, determine the number of points required. (Example: 49.5 points are required for 10 stalls). A point fraction of (.5) or less may be disregarded, while a fraction in excess of (.5) must be counted as one point. Thus: 49.5 points would be rounded down to 49.0 points required. — 309.5

The number of points required for loading areas is (75) points for each loading berth. (See Schedule on reverse side) — -

TOTAL

Number of Points Required (See Schedule on reverse side) — 309.5

Tabulation of Points and Credits

Indicate below the quantity and points for all pertinent landscape elements. Also, credit information for boundary screening and any existing elements to be retained.

Element	Point Value	Quantity	Points Achieved	Credits	
				Quantity	Points
Canopy Tree: 2" - 2 ½*	35	29	1,015		
Deciduous Shrub	2	19	38		
Evergreen Shrub	3	24	72		
Decorative Wall or Fence (per 10 L.F.)	5				
Earth Berm (per 10 L.F.) Avg. Height 30" / Avg. Height 15"	5 / 2				
Evergreen Trees 3' height minimum	15				
Canopy Tree or Small Tree 1 ½" – 2" Caliper (i.e., Crab, Hawthorn)	15	12	180		
		Sub Totals	1,305	+	0

*Trees required in Part I above, are not to be included in the point count.

TOTAL = 1,305

Total No. of Points Provided (Equal to or greater than points required)

WISCONSIN PAUL E. SKIDMORE LA-080 Madison, WI LANDSCAPE ARCHITECT 4/15/09

Approved by: _____ **Date:** _____

LANDSCAPE WORKSHEET

Parking Lots, Storage Areas and Loading Areas
(Section 28.04 Madison General Ordinance)

Project Location/Address:
Name of Project: STEINHAFELS - MADISON EAST BLD #1
Owner/Contact:
Address:

FOR PARKING LOTS WITH GREATER THAN 20 STALLS, LANDSCAPE PLANS MUST BE STAMPED BY A REGISTERED LANDSCAPE ARCHITECT

I. Number of Trees Required

The number of trees required for a parking lot is based on the number of parking stalls. Using the Schedule for Required Trees on the reverse side of this worksheet, determine the number of trees required. (Example: One tree is required for 10 parking stalls).

Landscape requirements for storage areas are determined by dividing the total square footage of the storage area by (300) square feet. This converts area to stalls.
[Example: 10,000 square feet is equivalent to (33) stalls or (3) trees and (160) points].

Number of Parking Stalls — 274

Total Square Footage of the Storage Area Divided by Three Hundred (300) Square Feet — -

TOTAL

Number of Canopy Shade Trees Required (2" - 2 1/2" Caliper) (See Schedule on reverse side) — 18

II. Number of Landscape Points Required

The number of points required is also based on the number of parking stalls. Using the Point Schedule for Landscape Elements on the reverse side of this worksheet, determine the number of points required. (Example: 49.5 points are required for 10 stalls). A point fraction of (.5) or less may be disregarded, while a fraction in excess of (.5) must be counted as one point. Thus: 49.5 points would be rounded down to 49.0 points required. — 1,075.3

The number of points required for loading areas is (75) points for each loading berth. (See Schedule on reverse side) — 2 x 75 — 150.0

TOTAL

Number of Points Required (See Schedule on reverse side) — 1,225.3

Tabulation of Points and Credits

Indicate below the quantity and points for all pertinent landscape elements. Also, credit information for boundary screening and any existing elements to be retained.

Element	Point Value	Quantity	Points Achieved	Credits	
				Quantity	Points
Canopy Tree: 2" - 2 ½*	35	55	1,925		
Deciduous Shrub	2	209	418		
Evergreen Shrub	3	160	480		
Decorative Wall or Fence (per 10 L.F.)	5				
Earth Berm (per 10 L.F.) Avg. Height 30" / Avg. Height 15"	5 / 2				
Evergreen Trees 3' height minimum	15	17	255		
Canopy Tree or Small Tree 1 ½" – 2" Caliper (i.e., Crab, Hawthorn)	15	39	585		
		Sub Totals	3,663	+	0

= TOTAL 3,663

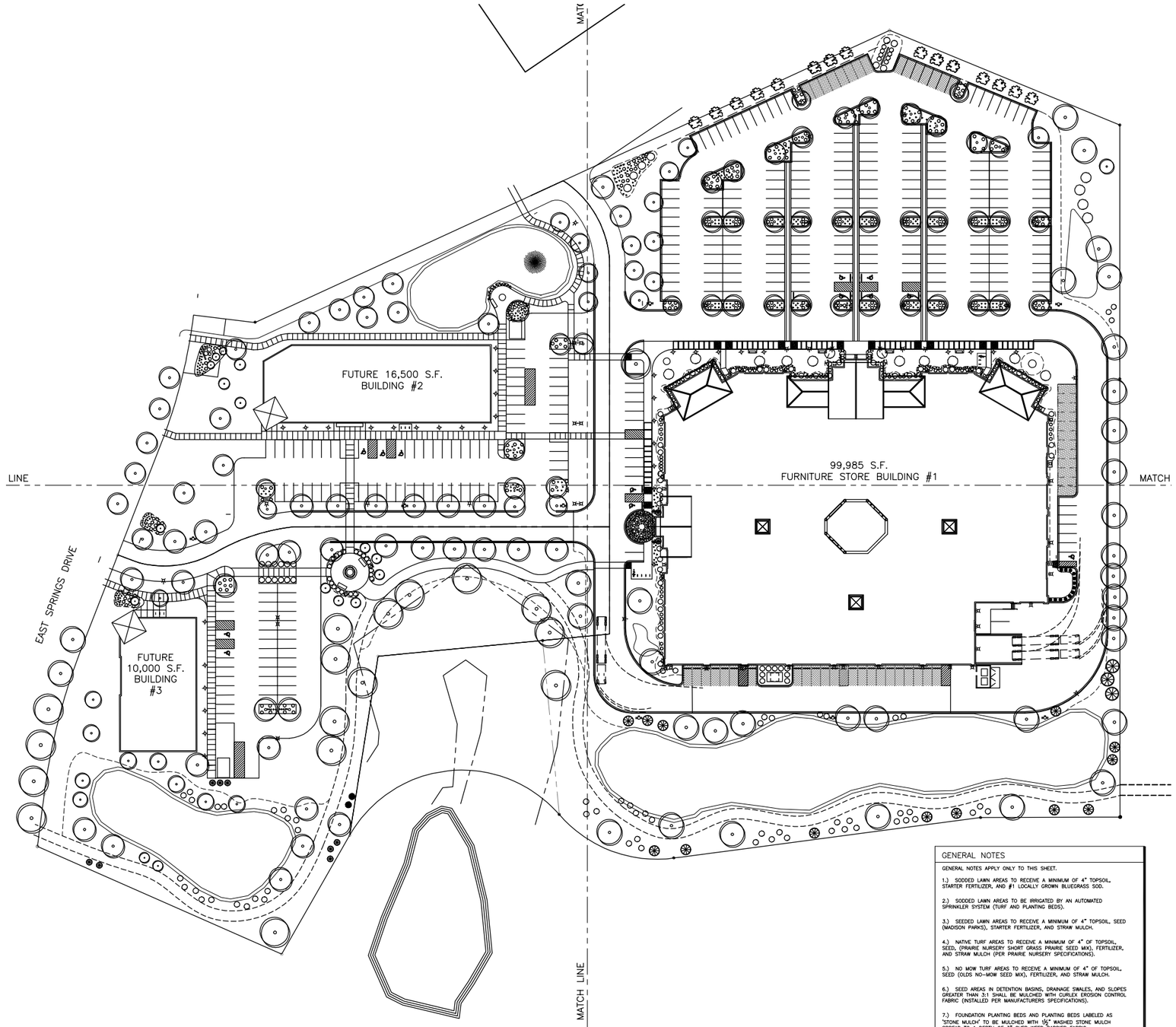
Total No. of Points Provided (Equal to or greater than points required)

*Trees required in Part I above, are not to be included in the point count.

WISCONSIN PAUL E. SKIDMORE LA-080 Madison, WI LANDSCAPE ARCHITECT 4/15/09

Approved by: _____ **Date:** _____

PLOT DATE: 04/15/2009



1 L100 LANDSCAPE PLAN
SCALE: 1" = 40'-0"

NORTH
PLAN NORTH

PLANT LIST

KEY	SIZE	COMMON NAME	ROOT	QUANTITY BLDG #1	BLDG #2	BLDG #3	TOTAL
ABM	2½"	AUTUMN BLAZE MAPLE	BB	4	18	19	41
CH	2½"	COMMON HACKBERRY	BB	2	0	2	4
LLL	2½"	LITTLE LEAF LINDEN	BB	4	0	6	10
PO	2½"	PIN OAK	BB	0	1	0	1
QA	2"	QUAKING ASPEN	BB	8	0	0	8
RB	10'	RIVER BIRCH CLUMP	BB	5	1	3	9
RL	2½"	REDMOND LINDEN	BB	15	5	0	20
RO	2½"	RED OAK	BB	4	1	3	8
SHL	2½"	SKYLINE HONEYLOCUST	BB	20	7	3	30
SWO	2½"	SWAMP WHITE OAK	BB	6	0	6	12
WB	10'	WHITESPIRE BIRCH CLUMP	BB	5	1	3	9
CP	2"	CLEVELAND SELECT PEAR	BB	0	1	1	2
MW	1½"	MUSCLEWOOD	BB	4	0	0	4
PFC	1½"	PRAIRIE FIRE CRAB	BB	6	0	2	8
PSC	1½"	PINK SPIRES CRAB	BB	0	4	3	7
SC	2"	SARGENT CRAB	BB	10	0	0	10
SN	1½"	SPRING SNOW CRAB	BB	4	7	2	13
TCH	6'	THORNLESS COCKSPUR HAWTHORN	BB	15	0	10	25
AP	5'	AUSTRIAN PINE	BB	6	0	3	9
BHS	6'	BLACK HILLS SPRUCE	BB	9	0	2	11
ERS	6'	EASTERN RED CEDAR	BB	0	0	2	2
WP	6'	WHITE PINE	BB	2	0	0	2
ABS	6'	AUTUMN BRILLIANCE SERVICEBERRY	BB	8	2	0	10
BRJ	2 G	BLUE RUG JUNIPER	CON	109	12	8	129
GSJ	5 G	GREEN SARGENT JUNIPER	CON	0	0	12	12
KCJ	2 G	KALLEY COMPACT JUNIPER	CON	36	12	0	48
TA	4'	TECHNY ARBORVITAE	BB	13	0	3	16
AV	36"	ARROWOOD VIBURNUM	POT	18	0	5	23
CC	2G	CRANBERRY COTONEASTER	POT	22	12	28	62
PSCL	15"	PINK SPIRE CLETHEA	POT	11	0	0	11
DBB	24"	DWARF BURNING BUSH	POT	20	0	0	20
DCB	24"	DWARF CRANBERRYBUSH VIBURNUM	POT	5	0	0	5
FS	18"	FROEBEL SPIREA	POT	16	0	0	16
GFS	15"	GOLD FLAME SPIREA	POT	21	0	0	21
ACV	30"	AMERICAN CRANBERRY BUSH VIBURNUM	POT	6	0	0	6
NFS	15"	NEON FLASH	POT	12	0	0	12
JRW	18"	JAVA RED WEIGELA	POT	8	0	0	8
KR	2 G	KNOCKOUT ROSE	CON	15	5	0	20
LPS	15"	LITTLE PRINCESS SPIREA	POT	7	0	0	7
MWW	18"	MIDNIGHT WINE WEIGELA	POT	6	0	0	6
PL	18"	PALBIN LILAC	POT	4	0	0	4
KFRG	2 G	KARL FORESTERS' FEATHER REED GRASS	POT	9	12	11	32
BC	30"	BLACK CHOKEBERRY	POT	11	0	13	24
WTV	36"	WAYFARING TREE VIBURNUM	POT	9	0	2	11
WH	30"	WITCH HASEL	POT	10	0	0	10
WJ	30"	WELCH JUNIPER	POT	2	0	0	2
P	1 QT	PERENNIALS (ASSORTED)	CON	400	110	50	560
		ASTER (SP)					
		AUTUMN JOY SEDUM					
		BLACK EYED SUSAN					
		BLUE FESCUE					
		CHICAGO SUNRISE DAYLILY					
		COLUMBINE					
		DEUTSCHLAND ASTILBE					
		FERNS					
		IRIS (SP)					
		HOSTA					
		JAPANESE BLOOD GRASS					
		LITTLE BLUESTEM					
		MAIDEN GRASS					
		MIDNIGHT WINE DAYLILY					
		MOONBEAM COREOPSIS					
		PRAIRIE DROPSEED					
		PURPLE CONEFLOWER					
		PURPLE PALACE CORAL BELLS					
		RUSSIAN SAGE					
RGP	1"	RAIN GARDEN PLANTINGS	PLUG	2459	0	0	2459
		COMMON BLUE STAR					
		BOTTLE GENTINE					
		OBEDIENT PLANT					
		MONKEY FLOWER					
		VANILLA SWEETGRASS					
		COLUMBINE					
		SWITCHGRASS					
		FOXSEDGE					
		BLACK EYED SUSAN					
		BLUE FLAG IRIS					
		WILD IRIS					
		SWAMP MILDWEED					
		WHITE TURTLEHEAD					
		QUEEN OF THE PRAIRIE					
		CARDINAL FLOWER					
		TURK'S CAP LILY					
		LITTLE BLUESTEM					
		CANADA WILD RYE					
		NODDING ONION					
		CULVER'S ROOT					
		GREAT BLUE LOBELIA					

GENERAL NOTES

GENERAL NOTES APPLY ONLY TO THIS SHEET.

1.) SODDED LAWN AREAS TO RECEIVE A MINIMUM OF 4" TOPSOIL, STARTER FERTILIZER, AND #1 LOCALLY GROWN BLUEGRASS SOD.

2.) SODDED LAWN AREAS TO BE IRRIGATED BY AN AUTOMATED SPRINKLER SYSTEM (TURF AND PLANTING BEDS).

3.) SEEDED LAWN AREAS TO RECEIVE A MINIMUM OF 4" TOPSOIL, SEED (MADISON PARKS), STARTER FERTILIZER, AND STRAW MULCH.

4.) NATIVE TURF AREAS TO RECEIVE A MINIMUM OF 4" OF TOPSOIL, SEED, (PRAIRIE NURSERY SHORT GRASS PRAIRIE SEED MIX), FERTILIZER, AND STRAW MULCH (PER PRAIRIE NURSERY SPECIFICATIONS).

5.) NO MOW TURF AREAS TO RECEIVE A MINIMUM OF 4" OF TOPSOIL, SEED (OLDS NO-MOW SEED MIX), FERTILIZER, AND STRAW MULCH.

6.) SEED AREAS IN DETENTION BASINS, DRAINAGE SWALES, AND SLOPES GREATER THAN 3:1 SHALL BE MULCHED WITH CURLEX EROSION CONTROL FABRIC (INSTALLED PER MANUFACTURERS SPECIFICATIONS).

7.) FOUNDATION PLANTING BEDS AND PLANTING BEDS LABELED AS "STONE MULCH" TO BE MULCHED WITH 1½" WASHED STONE MULCH SPREAD TO A DEPTH OF 3" OVER WEED BARRIER FABRIC.

8.) PLANTING BEDS LABELED AS "BARK MULCH" TO BE MULCHED WITH SHREDDED HARDWOOD BARK MULCH SPREAD TO A DEPTH OF 3".

9.) INDIVIDUAL TREES AND SHRUB GROUPINGS IN LAWN AREAS TO RECEIVE SHREDDED HARDWOOD BARK MULCH PLANT RINGS (4' DIAMETER) SPREAD TO A DEPTH OF 3".

10.) DESIGNATED PLANTING BEDS TO BE SEPARATED FROM LAWN AREAS WITH 5" BLACK VINYL BED EDGING (VALLEY VIEW BLACK DIAMOND OR EQUAL.)

11.) RAIN GARDEN AREAS TO RECEIVE 1" SHREDDED HARDWOOD BARK MULCH.

12.) RAIN GARDEN PLANTS (PLUGS) TO BE INSTALLED 12" ON CENTER.

13.) RAIN GARDENS TO BE CONSTRUCTED PER WDNR SPECIFICATIONS AND CITY OF MADISON SPECIFICATIONS.

14.) OWNER WILL PROVIDE A MANAGEMENT PLAN FOR THE ONGOING MAINTENANCE OF THE NATURAL TURF AREAS.

2 L100 PLANT SCHEDULE
SCALE:

LEGEND

PHASE I SCOPE OF WORK SHOWN WITH DARK LINES

FUTURE WORK SHOWN WITH LIGHT LINES

ICONICA
True Design-Build
901 Deming Way // Madison, WI 53717
Ph: 608.664.3800 // Fx: 608.664.3535
iconicarealtors.com

STEINHAFELS FURNITURE STORE
EAST SPRINGS DRIVE
MADISON, WI

MADISON EAST STORE, LLC
W231 N1013 CNTY HWY F
WAUKESHA, WI 53186-1502

ISSUE DATES:

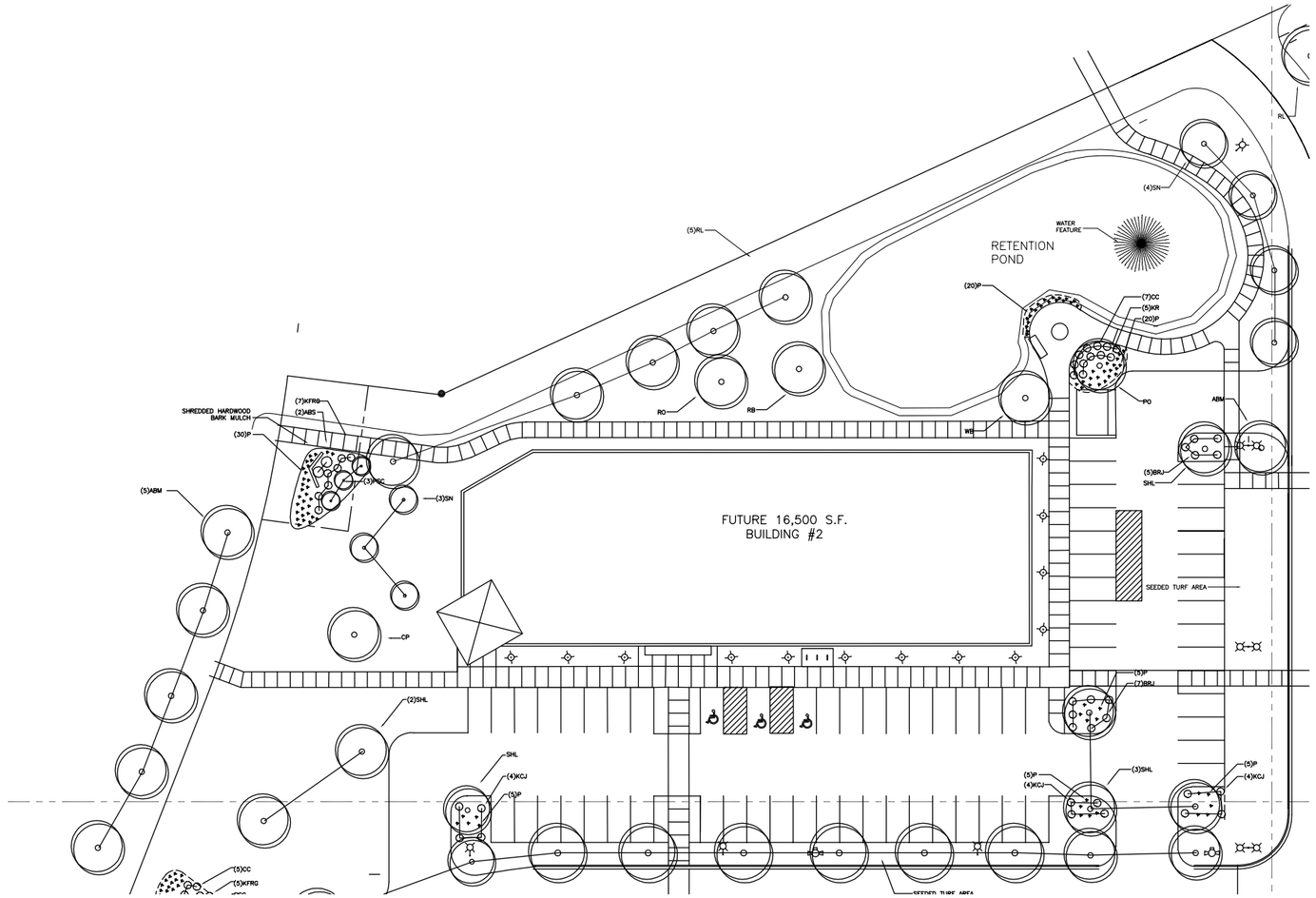
RFI/SI DATE:

PROJECT #: 20070080

SHEET NUMBER

L100

PLOT DATE: 04/15/2009



1 L100.4 PARTIAL LANDSCAPE PLAN
SCALE: 1" = 40'-0"

ICONICA
True Design-Build
901 Deming Way // Madison, WI 53717
Ph: 608.664.3800 // Fx: 608.664.3535
iconicacreates.com

STEINHAFELS FURNITURE STORE
EAST SPRINGS DRIVE
MADISON, WI

MADISON EAST STORE, LLC
W231 N1013 CNTY HWY F
WAUKESHA, WI 53186-1502

ISSUE DATES:

RFI/SI DATE:

PROJECT #: 20070080

SHEET NUMBER

L100.4

ICONICA

March 18, 2009

Plan Commission
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Via: Hand Delivery

Re: Letter of Intent
Request for Plan Commission Zoning Review - Plan Commission Meeting on May 4, 2009
Steinhafels Project Located at 2101, 2109 and 2115 East Springs Drive

Dear Plan Commission Members:

We are respectfully requesting attendance to the Plan Commission Meeting on May 4, 2009. Please accept our application and request for the Plan Commission Zoning Review.

The existing site for the proposed development is environmentally and ecologically sensitive to development due to the proximity of the Starkweather Creek located directly adjacent to the bounds of the property. Advocacy groups and local agencies have taken a vested interest in the development of this property. They include the local alderperson (Joe Clausius), Friends of Starkweather Creek, the local neighborhood association, and Madison's Urban Design Committee. We have had numerous meetings with these groups over the past two years (see attached summary) and we have made numerous changes to our plans to implement their suggestions.

The proposed project is situated on a 14.5-acre parcel located on Madison's East side between Interstate 90/94 and East Springs Drive. The development includes plans for a 99,000 square foot furniture store on a 9.1 acre site and (2) outlots for small retail development. The (2) proposed outlot sites are divided into a 2.6 acre site for building #2 which is 16,500 s.f. and a 2.8 acre site for building #3 which is 10,000 s.f. The intent for the outlot buildings is to attract tenants that would compliment Steinhafels. We are targeting retail specialty such as flooring/kitchen cabinet, pool/spa/patio, lighting or home accents, recreation/game room or fireplace stores. Our home center development concept will minimize traffic and be pedestrian friendly.

The total parking for the overall development is 378 stalls or 3.0 stalls per 1,000 gross square feet of building.The parking ratios for the individual sites are as follows:

Building #1 (Steinhafels): 274 stalls or 2.7 per thousand gross square feet of building.
The occupant load for Steinhafels will be 3256 people.
Building #2: 66 stalls or 3.9 per thousand gross square feet of building.
Building #3: 38 stalls or 3.8 per thousand gross square feet of building.

A trash enclosure for each building has been indicated on the site plan and trash will be removed on a weekly basis by a local trash company. Snow will be plowed into designated areas on the site that will divert the melting snow to retention areas. Large snow removal

equipment will not be stored on site. The hours of operation for all buildings would be approximately 8:00 A.M. to 9:00 P.M. 7 days a week. The number of employees for the Steinhafels store will be approximately 75 in the store and 10 in the warehouse. The employee counts for the outlot buildings are undetermined at this time.

A master plan has been established for the entire development and with conditional approval, Steinhafels plans to begin construction in 2010. The development of the outlots will take place as tenants are acquired or if a developer or owner purchases the vacant land. We are hopeful the outlots will be developed at the same time as the Steinhafels' store, however, the outlot buildings are indicated as future at this time. During construction of the Steinhafels store, the outlot sites will be rough graded and the retention ponds will be constructed at a minimum. Iconica (formally Planning Design Build Inc. of Madison) has been hired as the design builder for this project. The landscape architect is Paul Skidmore and the land surveyor / civil engineer is Arnold and O'Sheridan Inc.

Steinhafels is committed to making this a quality development. We have found that consulting with local groups and government advisory teams has resulted in a development that we are not only proud of, but enhances the community we will become part. We are committed to protecting the Starkweather Creek and implementing sustainable practices. Steinhafels will bring good paying jobs to the community and supports its workforce with excellent benefits. We welcome your thoughts and suggestions regarding our plan and hope to meet with your approval.

Sincerely,

Ellen Steinhafel-Lappe

Ellen Steinhafel-Lappe, Member
Madison East Store, LCC

Larry Stone
Iconica

LS/ko

cc: Project File