

# 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

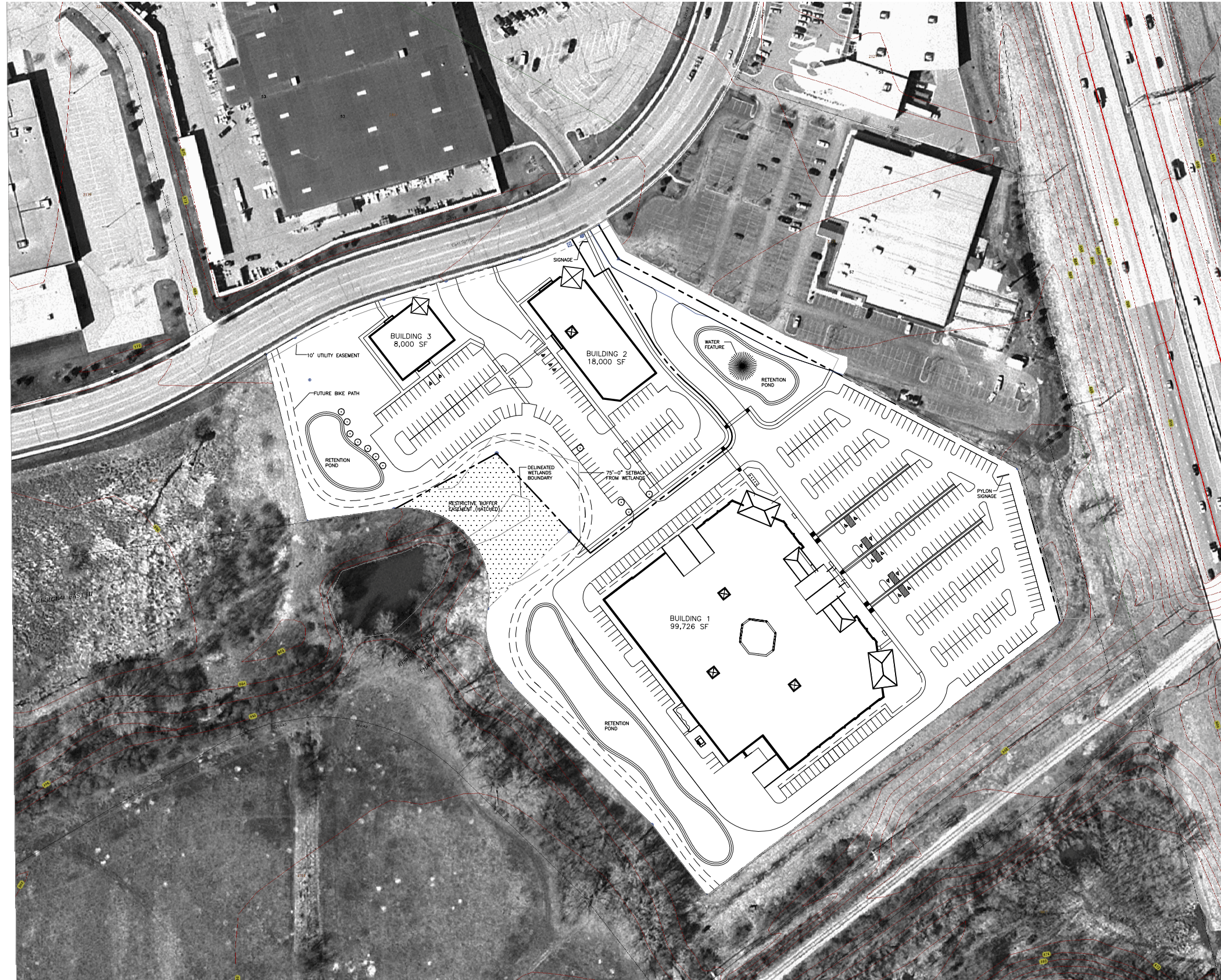
Primary Contact Person: Gary Steinhafel, President  
Company's Name: Steinhafels  
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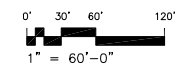
# DRAWING INDEX

- SITE LOCATION MAP
- SITE SURVEY
- PROPOSED SITE PLAN
- COLORED SITE PLAN
- PROPOSED BUILDING ELEVATIONS

BUILDING	Building Area	Stalls	Parking Ratio	Total Site Area	Impervious Surface Area Ratio	F.A.R.
Building #1	99,726 S.F.	(#1) 280	2.8 PER 1,000 S.F.	437,341 S.F.	142,862 S.F. GREEN 33%	99,726/ 437,341 = .23
Building #2	18,000 S.F.	(#2&#3) 136	5.2 PER 1,000 S.F.	196,172 S.F.	99,356 S.F. GREEN 50%	26,000/ 196,172 = .13
Building #3	8,000 S.F.					
TOTAL	125,726 S.F.	416	(3.3) PER 1,000 S.F.	633,513 S.F.	GREENSPACE 240,218s.f. = 38% TOTAL IMPERVIOUS 267,569 s.f.=42%	122,726/ 633,513 = .2



**SITE PLAN**  
1" = 60'-0"



**STEINHAFELS  
MADISON EAST LOT**





**NORTHEAST ELEVATION**

3/32" = 1'-0"



**NORTHWEST ELEVATION**

3/32" = 1'-0"

**STEINHAFELS  
MADISON EAST LOT**



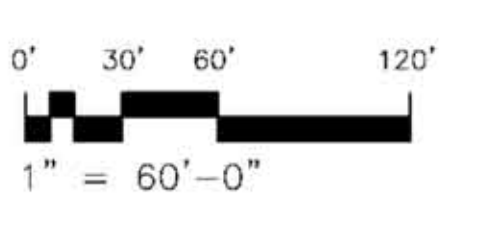




**STEINHAFELS  
MADISON EAST LOT**



**SITE PLAN**  
1" = 60'-0"



**ICONICA**  
True Design-Build