



Location  
2101 – 2115 East Springs Drive

Project Name  
Steinhafels – Madison East  
Development

Applicant  
Madison East Store, LLC/  
Lisa Ruth Krueger – Iconica

Existing Use  
Vacant Commercial Space

Proposed Use  
Construct 99,725 Square Foot Retail Building  
with 2 Pad Sites for 26,500 Square Feet of  
Future Retail

Public Hearing Date  
Plan Commission  
04 May 2009



For Questions Contact: Kevin Firchow at: 267-1150 or [kfirchow@cityofmadison.com](mailto:kfirchow@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 20 April 2009



# LAND USE APPLICATION

## Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100  
 PO Box 2985; Madison, Wisconsin 53701-2985  
 Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

### FOR OFFICE USE ONLY:

Amt. Paid 41450 Receipt No. 98762  
 Date Received 3/18/09  
 Received By A.F.  
 Parcel No. 081027401075  
 Aldermanic District 17 - Clavin  
 GQ OK  
 Zoning District C3  
**For Complete Submittal**  
 Application  Letter of Intent   
 IDUP  Legal Descript.   
 Plan Sets  Zoning Text   
 Alder Notification  Waiver   
 Ngrbrhd. Assn Not.  Waiver   
 Date Sign Issued 3/18/09

**1. Project Address:** 2101, 2109 & 2115 East Springs Drive **Project Area in Acres:** 14.5  
**Project Title (if any):** Steinhafels - Madison East Development

**2. This is an application for:** (check at least one)

|  |   |  |
|--|---|--|
| <input type="checkbox"/> Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly) |   |  |
| <input type="checkbox"/> Rezoning from _____ to _____  | <input type="checkbox"/> Rezoning from _____ to PUD/PCD-SIP       |  |
| <input type="checkbox"/> Rezoning from _____ to PUD/PCD-GDP  | <input type="checkbox"/> Rezoning from PUD/PCD-GDP to PUD/PCD-SIP |  |
| <input checked="" type="checkbox"/> Conditional Use  | <input type="checkbox"/> Demolition Permit                        | <input type="checkbox"/> Other Requests (Specify): _____ |

**3. Applicant, Agent & Property Owner Information:**

Applicant's Name: Lisa Ruth Krueger Company: Iconica  
 Street Address: 901 Deming Way City/State: Madison, WI Zip: 53717  
 Telephone: (608) 664-3610 Fax: (608) 664-3535 Email: lisa.krueger@iconicacreates.com  
 Project Contact Person: Larry Stone Company: Iconica  
 Street Address: 901 Deming Way City/State: Madison, WI Zip: 53717  
 Telephone: (608) 664-3557 Fax: (608) 664-3535 Email: larry.stone@iconicacreates.com  
 Property Owner (if not applicant): Madison East Store, LLC  
 Street Address: W231 N1013 County Hwy F City/State: Waukesha, WI Zip: 53186

**4. Project Information:**

Provide a general description of the project and all proposed uses of the site: 14.5 acre retail development to be divided into (3) lots for retail.

Development Schedule: Commencement 2010 Completion 2011



**5. Required Submittals:**

**Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:

- Seven (7) copies of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
- Seven (7) copies of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
- One (1) copy of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper

**Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.

**Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor.

**Filing Fee:** \$ 1,450.00 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

**IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:**

For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.

A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.

A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

**FOR ALL APPLICATIONS:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

**6. Applicant Declarations:**

**Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:  
→ *The site is located within the limits of \_\_\_\_\_ Plan, which recommends:*

\_\_\_\_\_ *for this property.*

**Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:

→ *List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:*

Joe Clausius - District 17 Alderperson; John Steines - Friends of Starkweather Creek

*If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.*

**Pre-application Meeting with staff:** **Prior** to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.

Planner Al Martin Date 12/11/008 | Zoning Staff Kevin Firchow/Matt Tucker Date 12/11/08

**The signer attests that this form has been completed accurately and all required materials have been submitted:**

Printed Name Ellen Steinhilber-Lappe, member Date 3-16-09

Signature Ellen Steinhilber-Lappe Relation to Property Owner member of LLC  
Madison East Store, LLC member

Authorizing Signature of Property Owner see above Date \_\_\_\_\_ **9**



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.

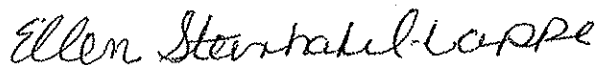
A trash enclosure for each building has been indicated on the site plan and trash will be removed on a weekly basis by a local trash company. Snow will be plowed into designated areas on the site that will divert the melting snow to retention areas. Large snow removal

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, Member  
Madison East Store, LCC



Larry Stone  
Iconica

LS/ko

cc: Project File

## Madison East: City/Organizations Consulting Meeting History at a glance

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Updated: March 17, 2009

1. **Nov 30<sup>th</sup> 2006:** Madison Dept of Planning & Development Planning Unit: *Brad Murphy*
2. **Dec 27<sup>th</sup> 2006:** 17th Dist Alderman: *Santiago Rosas*
3. **Jan 10<sup>th</sup> 2007:** Friends Of Starkweather Creek: *Larry Palm, Laura Hewitt, John Steines*
4. **Sept 18<sup>th</sup> 2008:** City of Madison DAT (Development Assistance Team)
  - *Tim Parks:* Planning & Zoning
  - *Sy Woodstrand:* Zoning
  - *Erich Pederson:* Engineering
  - *Janet Daily:* Engineering
  - *Dan Calliwater:* Traffic Engineering
  - *Arthur Ross:* Traffic Engineering
  - *John Leach:* Traffic Engineering
  - *Bill Sullivan:* Fire
5. **Oct 15<sup>th</sup> 2008:** Friends Of Starkweather Creek: *Larry Palm, Laura Hewitt, John Steines*
6. **Oct 15<sup>th</sup> 2008:** UDC (Urban Design Commission): Informational Presentation
7. **Nov 18<sup>th</sup> 2008:** Focus On Energy: Preliminary direction/sustainability information
8. **Dec 3<sup>rd</sup> 2008:** UDC (Urban Design Commission): Informational Presentation
9. **Dec 5<sup>th</sup> 2008:** Madison Traffic Engineering: *John Leach, Dan McCormick, Al Martin: Madison Planning, Larry Stone :Iconica*
10. **Dec 11<sup>th</sup> 2008:** Madison Zoning and Planning: *Al Martin: Madison Planning, Kevin Firchow: Madison Zoning, Matt Tucker: Madison Zoning.*
11. **Dec 30<sup>th</sup> 2008:** 17th Dist Alderman: *Joe Clausius*
12. **Jan 21<sup>st</sup> 2009:** UDC (Urban Design Commission): Informational Presentation
13. **Jan 22<sup>nd</sup> 2009:** Focus On Energy Construction Team: Sustainability
14. **Feb. 25<sup>nd</sup> 2009:** Wisconsin DNR: Wetlands and permits



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 uninterrupted.

##### 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



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 seam 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 customer 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.

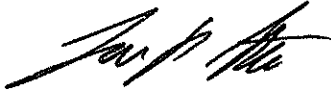
This development contains more than 40,000 s.f. of gross floor area and has at least 25,000 s.f. of gross floor area intended for retail use; thus the Urban Design Commission shall review the site and make recommendations to the plan commission regarding all development within the site.

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

March 18, 2009  
Page 5 of 5

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,

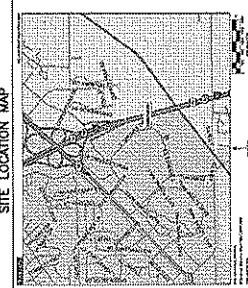
A handwritten signature in black ink, appearing to read "Larry Stone", written in a cursive style.

Larry Stone

LS/ko

cc: Project file

# STEINHAFELS FURNITURE MADISON EAST



**ADDRESS:**  
MADISON, WISCONSIN 53704

**PROJECT DIRECTORY**

**DESIGN-BUILDER**  
CONCO, INC.  
STEINHAFELS FURNITURE  
MADISON, WISCONSIN 53717  
PHONE: (608) 841-0000  
FAX: (608) 841-0222

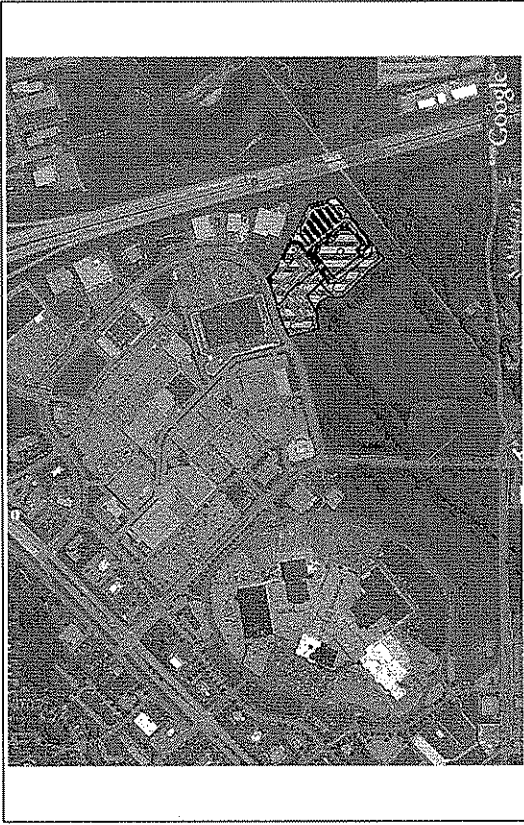
**CIVIL ENGINEER**  
1111 DOWLING WAY, SUITE 200  
MADISON, WISCONSIN 53717  
PHONE: (608) 821-8500  
FAX: (608) 821-8501

**OWNER**  
STEINHAFELS FURNITURE  
MADISON, WISCONSIN 53786

**LANDSCAPE ARCHITECT**  
LANDSCAPE ARCHITECT LLC  
MADISON, WISCONSIN 53717  
PHONE: (608) 821-0032

**BUILDING CODE**

**BID PACKAGES**



ICONICA  
The Inspiring  
Interior

**STEINHAFELS FURNITURE STORE**

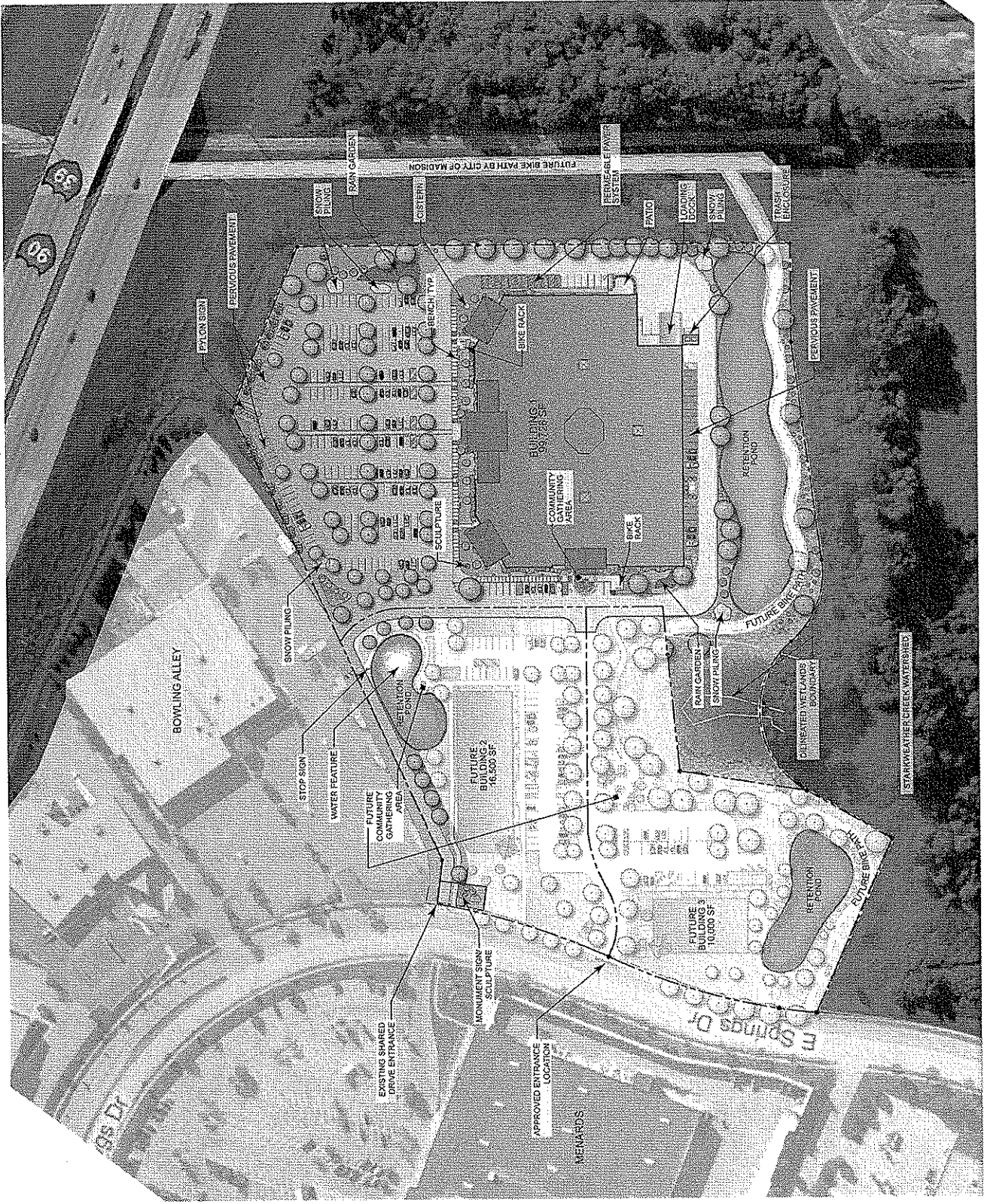
East Street, Madison, WI

MAISON EAST STORE, LLC  
MADISON, WI 53704

PROJECT NUMBER  
PROJECT NAME  
SHEET NUMBER  
**A001**

**INDEX OF DRAWINGS**

| SHEET | DATE | TITLE         | SHEET | DATE | TITLE | SHEET | DATE | TITLE | SHEET | DATE | TITLE | SHEET | DATE | TITLE |
|-------|------|---------------|-------|------|-------|-------|------|-------|-------|------|-------|-------|------|-------|
| 001   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 002   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 003   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 004   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 005   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 006   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 007   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 008   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 009   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 010   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 011   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 012   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 013   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 014   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 015   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 016   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 017   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 018   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 019   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 020   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 021   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 022   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 023   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 024   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 025   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 026   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 027   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 028   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 029   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 030   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 031   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 032   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 033   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 034   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 035   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 036   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 037   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 038   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 039   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 040   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 041   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 042   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 043   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 044   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 045   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 046   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 047   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 048   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 049   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 050   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 051   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 052   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 053   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 054   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 055   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 056   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 057   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 058   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 059   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 060   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 061   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 062   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 063   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 064   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 065   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 066   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 067   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 068   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 069   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 070   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 071   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 072   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 073   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 074   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 075   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 076   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 077   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 078   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 079   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 080   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 081   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 082   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 083   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 084   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 085   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 086   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 087   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 088   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 089   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 090   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 091   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 092   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 093   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 094   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 095   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 096   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 097   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 098   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 099   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |
| 100   |      | GENERAL NOTES |       |      |       |       |      |       |       |      |       |       |      |       |



A100C

ICONICA  
Free Design/Build

4/15/2009

FINAL SITE PLAN FOR UDC REVIEW

STEINHAFELS - MADISON EAST

REVISIONS: 1. 04/15/09: REVISED TO REFLECT THE LATEST UDC REVIEW COMMENTS AND APPROVALS.

9





Iconica  
Landscape Architecture

10000 Old York Road  
Suite 200  
Charlotte, NC 28203  
704.541.1111

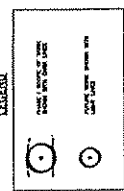
STEINHAFEL'S FURNITURE STORE  
EAST SPRINGS DRIVE  
MADISON EAST STORE, LLC  
10000 Old York Road  
Suite 200  
Charlotte, NC 28203  
704.541.1111

|              |  |
|--------------|--|
| DATE         |  |
| DESCRIPTION  |  |
| BY           |  |
| CHECKED      |  |
| APPROVED     |  |
| SCALE        |  |
| SHEET NUMBER |  |
| TOTAL SHEETS |  |

PROJECT NUMBER  
SHEET NUMBER  
L100

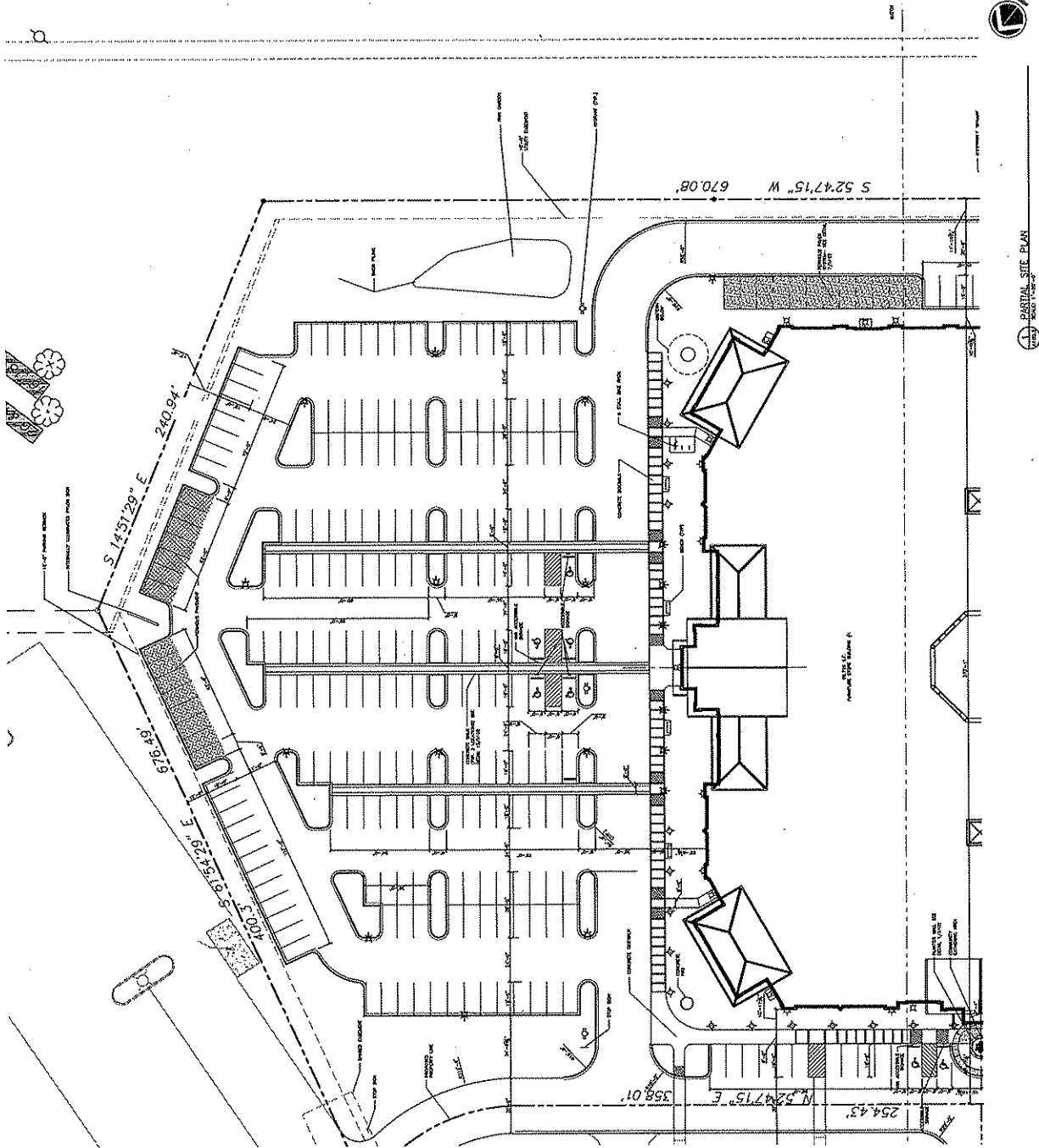
| KEY | SIZE | PLANT LIST      | ROOT |       |     | HEIGHT | SPACING |
|-----|------|-----------------|------|-------|-----|--------|---------|
|     |      |                 | HT   | DBH   | SP  |        |         |
| 1   | 12"  | COMMERCIAL PINE | 12"  | 1.5"  | 12' | 10'    |         |
| 2   | 18"  | COMMERCIAL PINE | 18"  | 2.0"  | 12' | 10'    |         |
| 3   | 24"  | COMMERCIAL PINE | 24"  | 2.5"  | 12' | 10'    |         |
| 4   | 30"  | COMMERCIAL PINE | 30"  | 3.0"  | 12' | 10'    |         |
| 5   | 36"  | COMMERCIAL PINE | 36"  | 3.5"  | 12' | 10'    |         |
| 6   | 42"  | COMMERCIAL PINE | 42"  | 4.0"  | 12' | 10'    |         |
| 7   | 48"  | COMMERCIAL PINE | 48"  | 4.5"  | 12' | 10'    |         |
| 8   | 54"  | COMMERCIAL PINE | 54"  | 5.0"  | 12' | 10'    |         |
| 9   | 60"  | COMMERCIAL PINE | 60"  | 5.5"  | 12' | 10'    |         |
| 10  | 66"  | COMMERCIAL PINE | 66"  | 6.0"  | 12' | 10'    |         |
| 11  | 72"  | COMMERCIAL PINE | 72"  | 6.5"  | 12' | 10'    |         |
| 12  | 78"  | COMMERCIAL PINE | 78"  | 7.0"  | 12' | 10'    |         |
| 13  | 84"  | COMMERCIAL PINE | 84"  | 7.5"  | 12' | 10'    |         |
| 14  | 90"  | COMMERCIAL PINE | 90"  | 8.0"  | 12' | 10'    |         |
| 15  | 96"  | COMMERCIAL PINE | 96"  | 8.5"  | 12' | 10'    |         |
| 16  | 102" | COMMERCIAL PINE | 102" | 9.0"  | 12' | 10'    |         |
| 17  | 108" | COMMERCIAL PINE | 108" | 9.5"  | 12' | 10'    |         |
| 18  | 114" | COMMERCIAL PINE | 114" | 10.0" | 12' | 10'    |         |
| 19  | 120" | COMMERCIAL PINE | 120" | 10.5" | 12' | 10'    |         |
| 20  | 126" | COMMERCIAL PINE | 126" | 11.0" | 12' | 10'    |         |
| 21  | 132" | COMMERCIAL PINE | 132" | 11.5" | 12' | 10'    |         |
| 22  | 138" | COMMERCIAL PINE | 138" | 12.0" | 12' | 10'    |         |
| 23  | 144" | COMMERCIAL PINE | 144" | 12.5" | 12' | 10'    |         |
| 24  | 150" | COMMERCIAL PINE | 150" | 13.0" | 12' | 10'    |         |
| 25  | 156" | COMMERCIAL PINE | 156" | 13.5" | 12' | 10'    |         |
| 26  | 162" | COMMERCIAL PINE | 162" | 14.0" | 12' | 10'    |         |
| 27  | 168" | COMMERCIAL PINE | 168" | 14.5" | 12' | 10'    |         |
| 28  | 174" | COMMERCIAL PINE | 174" | 15.0" | 12' | 10'    |         |
| 29  | 180" | COMMERCIAL PINE | 180" | 15.5" | 12' | 10'    |         |
| 30  | 186" | COMMERCIAL PINE | 186" | 16.0" | 12' | 10'    |         |
| 31  | 192" | COMMERCIAL PINE | 192" | 16.5" | 12' | 10'    |         |
| 32  | 198" | COMMERCIAL PINE | 198" | 17.0" | 12' | 10'    |         |
| 33  | 204" | COMMERCIAL PINE | 204" | 17.5" | 12' | 10'    |         |
| 34  | 210" | COMMERCIAL PINE | 210" | 18.0" | 12' | 10'    |         |
| 35  | 216" | COMMERCIAL PINE | 216" | 18.5" | 12' | 10'    |         |
| 36  | 222" | COMMERCIAL PINE | 222" | 19.0" | 12' | 10'    |         |
| 37  | 228" | COMMERCIAL PINE | 228" | 19.5" | 12' | 10'    |         |
| 38  | 234" | COMMERCIAL PINE | 234" | 20.0" | 12' | 10'    |         |
| 39  | 240" | COMMERCIAL PINE | 240" | 20.5" | 12' | 10'    |         |
| 40  | 246" | COMMERCIAL PINE | 246" | 21.0" | 12' | 10'    |         |
| 41  | 252" | COMMERCIAL PINE | 252" | 21.5" | 12' | 10'    |         |
| 42  | 258" | COMMERCIAL PINE | 258" | 22.0" | 12' | 10'    |         |
| 43  | 264" | COMMERCIAL PINE | 264" | 22.5" | 12' | 10'    |         |
| 44  | 270" | COMMERCIAL PINE | 270" | 23.0" | 12' | 10'    |         |
| 45  | 276" | COMMERCIAL PINE | 276" | 23.5" | 12' | 10'    |         |
| 46  | 282" | COMMERCIAL PINE | 282" | 24.0" | 12' | 10'    |         |
| 47  | 288" | COMMERCIAL PINE | 288" | 24.5" | 12' | 10'    |         |
| 48  | 294" | COMMERCIAL PINE | 294" | 25.0" | 12' | 10'    |         |
| 49  | 300" | COMMERCIAL PINE | 300" | 25.5" | 12' | 10'    |         |
| 50  | 306" | COMMERCIAL PINE | 306" | 26.0" | 12' | 10'    |         |
| 51  | 312" | COMMERCIAL PINE | 312" | 26.5" | 12' | 10'    |         |
| 52  | 318" | COMMERCIAL PINE | 318" | 27.0" | 12' | 10'    |         |
| 53  | 324" | COMMERCIAL PINE | 324" | 27.5" | 12' | 10'    |         |
| 54  | 330" | COMMERCIAL PINE | 330" | 28.0" | 12' | 10'    |         |
| 55  | 336" | COMMERCIAL PINE | 336" | 28.5" | 12' | 10'    |         |
| 56  | 342" | COMMERCIAL PINE | 342" | 29.0" | 12' | 10'    |         |
| 57  | 348" | COMMERCIAL PINE | 348" | 29.5" | 12' | 10'    |         |
| 58  | 354" | COMMERCIAL PINE | 354" | 30.0" | 12' | 10'    |         |
| 59  | 360" | COMMERCIAL PINE | 360" | 30.5" | 12' | 10'    |         |
| 60  | 366" | COMMERCIAL PINE | 366" | 31.0" | 12' | 10'    |         |
| 61  | 372" | COMMERCIAL PINE | 372" | 31.5" | 12' | 10'    |         |
| 62  | 378" | COMMERCIAL PINE | 378" | 32.0" | 12' | 10'    |         |
| 63  | 384" | COMMERCIAL PINE | 384" | 32.5" | 12' | 10'    |         |
| 64  | 390" | COMMERCIAL PINE | 390" | 33.0" | 12' | 10'    |         |
| 65  | 396" | COMMERCIAL PINE | 396" | 33.5" | 12' | 10'    |         |
| 66  | 402" | COMMERCIAL PINE | 402" | 34.0" | 12' | 10'    |         |
| 67  | 408" | COMMERCIAL PINE | 408" | 34.5" | 12' | 10'    |         |
| 68  | 414" | COMMERCIAL PINE | 414" | 35.0" | 12' | 10'    |         |
| 69  | 420" | COMMERCIAL PINE | 420" | 35.5" | 12' | 10'    |         |
| 70  | 426" | COMMERCIAL PINE | 426" | 36.0" | 12' | 10'    |         |
| 71  | 432" | COMMERCIAL PINE | 432" | 36.5" | 12' | 10'    |         |
| 72  | 438" | COMMERCIAL PINE | 438" | 37.0" | 12' | 10'    |         |
| 73  | 444" | COMMERCIAL PINE | 444" | 37.5" | 12' | 10'    |         |
| 74  | 450" | COMMERCIAL PINE | 450" | 38.0" | 12' | 10'    |         |
| 75  | 456" | COMMERCIAL PINE | 456" | 38.5" | 12' | 10'    |         |
| 76  | 462" | COMMERCIAL PINE | 462" | 39.0" | 12' | 10'    |         |
| 77  | 468" | COMMERCIAL PINE | 468" | 39.5" | 12' | 10'    |         |
| 78  | 474" | COMMERCIAL PINE | 474" | 40.0" | 12' | 10'    |         |
| 79  | 480" | COMMERCIAL PINE | 480" | 40.5" | 12' | 10'    |         |
| 80  | 486" | COMMERCIAL PINE | 486" | 41.0" | 12' | 10'    |         |
| 81  | 492" | COMMERCIAL PINE | 492" | 41.5" | 12' | 10'    |         |
| 82  | 498" | COMMERCIAL PINE | 498" | 42.0" | 12' | 10'    |         |
| 83  | 504" | COMMERCIAL PINE | 504" | 42.5" | 12' | 10'    |         |
| 84  | 510" | COMMERCIAL PINE | 510" | 43.0" | 12' | 10'    |         |
| 85  | 516" | COMMERCIAL PINE | 516" | 43.5" | 12' | 10'    |         |
| 86  | 522" | COMMERCIAL PINE | 522" | 44.0" | 12' | 10'    |         |
| 87  | 528" | COMMERCIAL PINE | 528" | 44.5" | 12' | 10'    |         |
| 88  | 534" | COMMERCIAL PINE | 534" | 45.0" | 12' | 10'    |         |
| 89  | 540" | COMMERCIAL PINE | 540" | 45.5" | 12' | 10'    |         |
| 90  | 546" | COMMERCIAL PINE | 546" | 46.0" | 12' | 10'    |         |
| 91  | 552" | COMMERCIAL PINE | 552" | 46.5" | 12' | 10'    |         |
| 92  | 558" | COMMERCIAL PINE | 558" | 47.0" | 12' | 10'    |         |
| 93  | 564" | COMMERCIAL PINE | 564" | 47.5" | 12' | 10'    |         |
| 94  | 570" | COMMERCIAL PINE | 570" | 48.0" | 12' | 10'    |         |
| 95  | 576" | COMMERCIAL PINE | 576" | 48.5" | 12' | 10'    |         |
| 96  | 582" | COMMERCIAL PINE | 582" | 49.0" | 12' | 10'    |         |
| 97  | 588" | COMMERCIAL PINE | 588" | 49.5" | 12' | 10'    |         |
| 98  | 594" | COMMERCIAL PINE | 594" | 50.0" | 12' | 10'    |         |
| 99  | 600" | COMMERCIAL PINE | 600" | 50.5" | 12' | 10'    |         |
| 100 | 606" | COMMERCIAL PINE | 606" | 51.0" | 12' | 10'    |         |


PLANT SCHEDULE

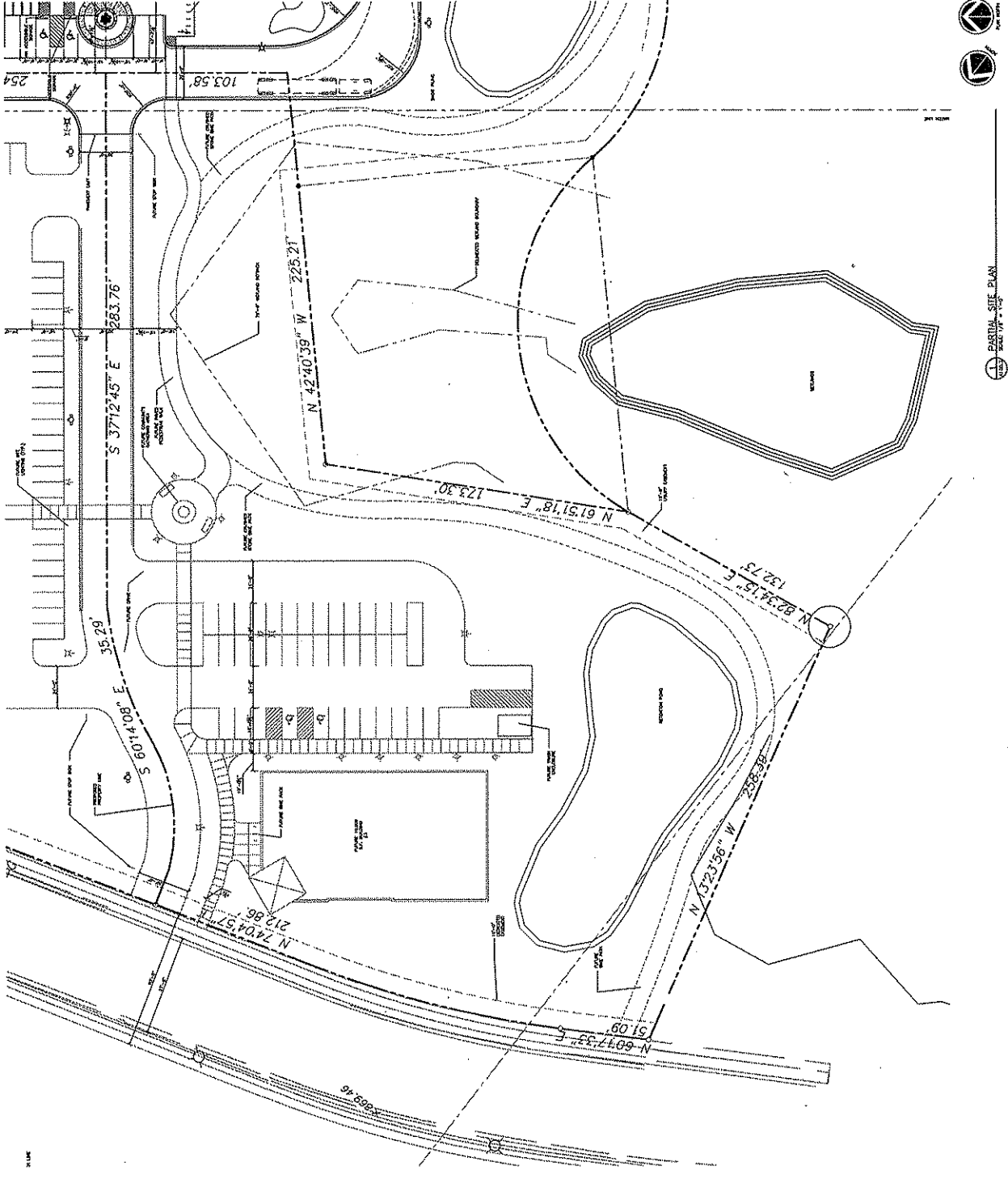









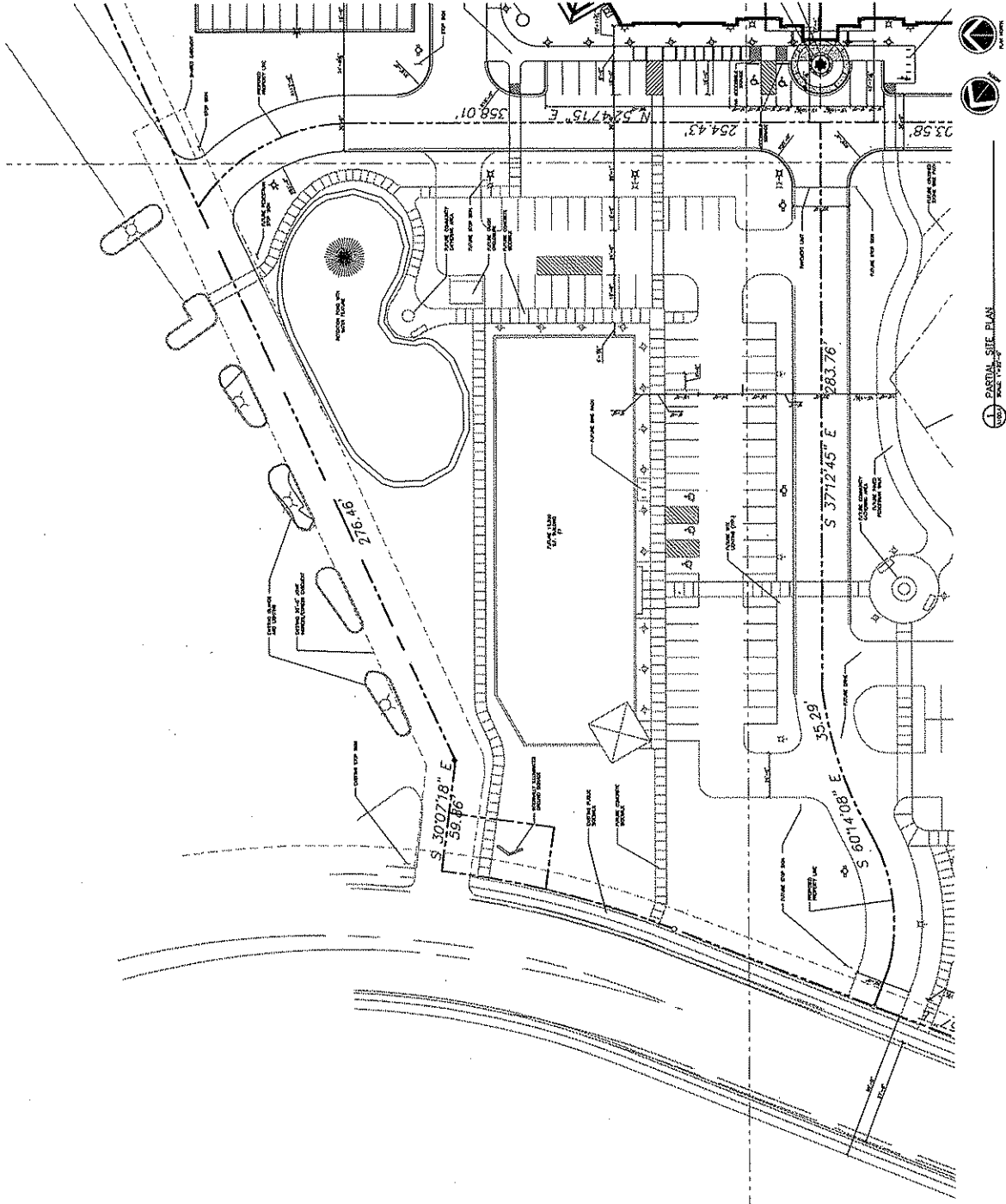
|  |   |   |  |               |
|--|---|---|--|---------------|
|  <p>ICONICA<br/>The Right Way</p> | <p>STEINHAFEL'S FURNITURE STORE<br/>EAST SPRING DRIVE<br/>MADISON, WI</p> | <p>MADISON EAST STORE, LLC<br/>1933 HIGHLAND DRIVE<br/>MADISON, WI 53711-1225</p> | <p>PROJECT NUMBER<br/>SHEET NUMBER</p> | <p>A100.3</p> |
|  | <p>DATE: 01/11/11</p>   |   |  |               |



PASQUA SITE PLAN  
SCALE: 1/8" = 1'-0"

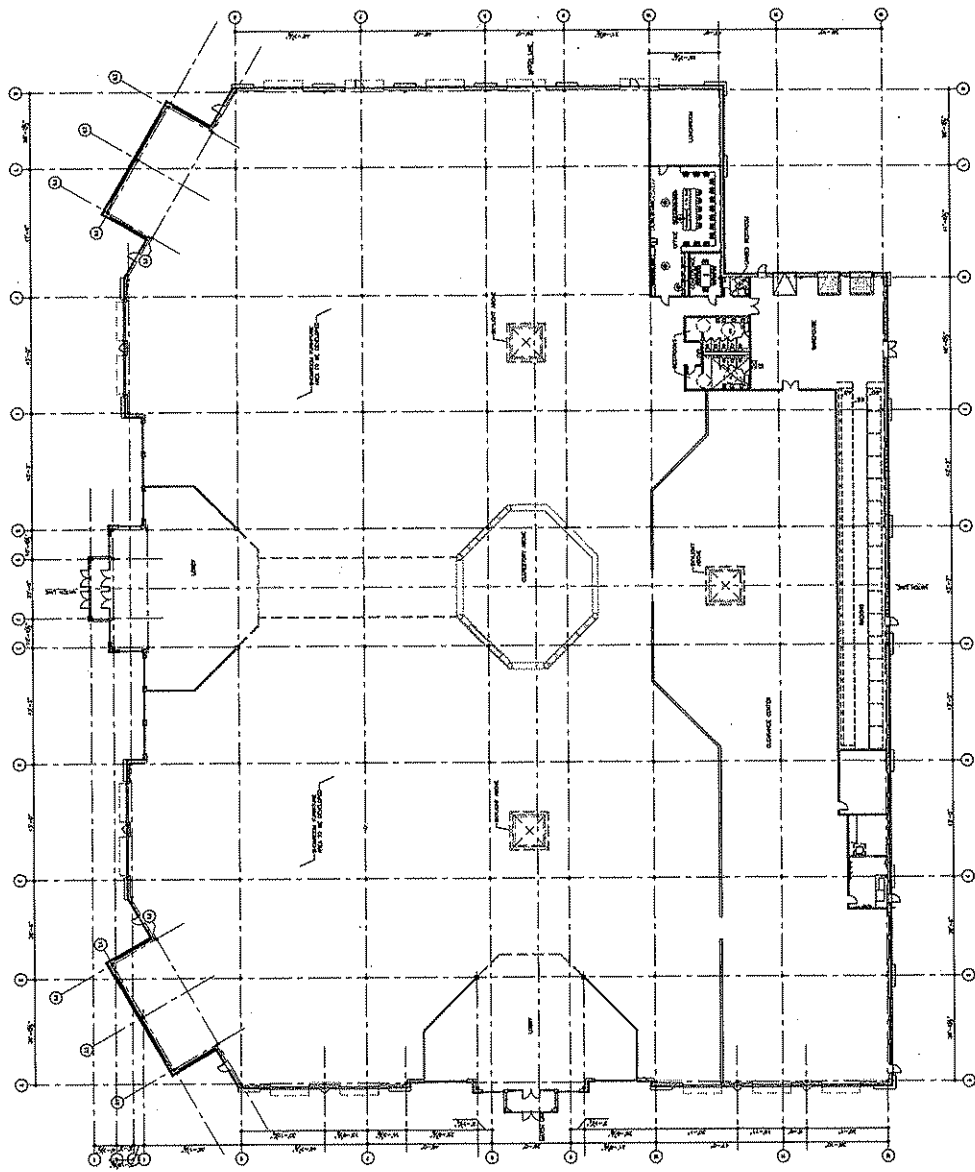
DATE: 01/11/11

|   |   |  |  |                               |
|---|---|--|--|-------------------------------|
|  <p>ICONICA<br/>The Energy Firm</p> <p>11000 W. UNIVERSITY AVENUE<br/>SUITE 100<br/>DENVER, CO 80202<br/>TEL: 303.733.8800<br/>WWW.ICONICAFIRM.COM</p> | <p>STEINHAFELS FURNITURE STORE</p> <p>8401 SPRING DRIVE<br/>MADISON, MI</p> | <p>MADISON EAST STORE, LLC</p> <p>4231 NORTH COTT HWY #<br/>MADISON, MI 48061-1200</p> | <p>DATE: 01/14/11</p> <p>SCALE: AS SHOWN</p> <p>PROJECT NO.: 11000</p> <p>DRAWN BY: J. HARRIS</p> <p>CHECKED BY: J. HARRIS</p> <p>DATE: 01/14/11</p> | <p>A100.4</p> <p>10/14/11</p> |
|   | <p>PROJECT: STEINHAFELS FURNITURE STORE</p> <p>DATE: 01/14/11</p>           |  |  | <p>DATE: 01/14/11</p>         |




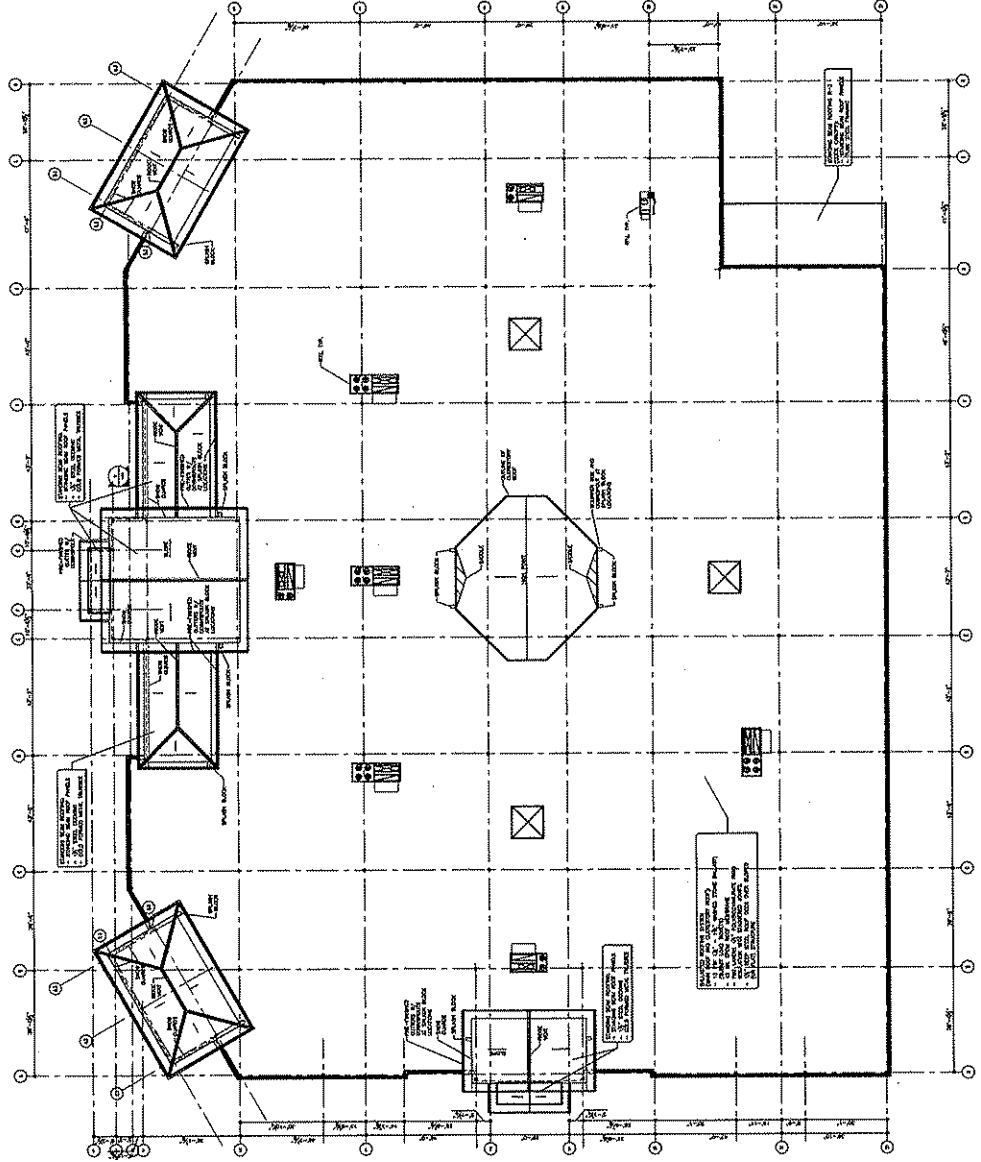


|   |   |                            |                  |
|---|---|----------------------------|------------------|
|  <b>ICONICA</b><br>THE INSPIRATION<br><small>FOR THE FUTURE OF INTERIORS</small> | PROJECT & LOCATION<br><b>STEINHAFELS FURNITURE STORE</b><br>EAST SPRINGS DRIVE<br>MADISON, VA | PROJECT NO.<br><b>A201</b> | DATE<br>01-28-13 |
|   |   |                            |                  |

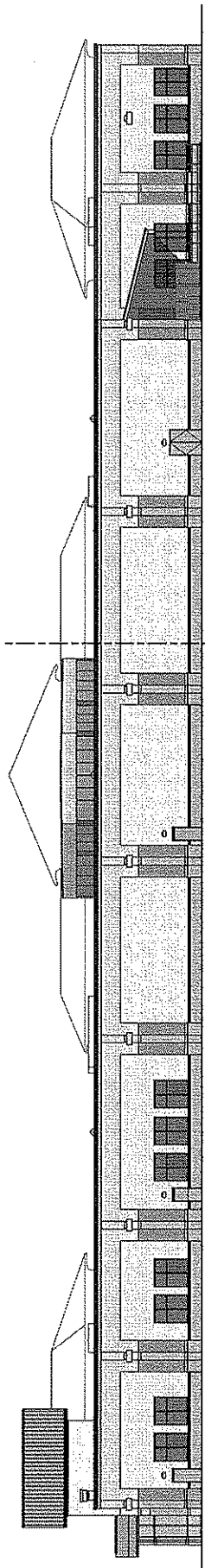


01-28-13  
 FIRST FLOOR PLAN  
 SCALE: 1/8" = 1'-0"

|  |   |                                  |                                       |
|--|---|----------------------------------|---------------------------------------|
| <br><b>ICONICA</b><br>The design firm | <b>STEINHAFELS FURNITURE STORE</b><br>EAST SPRINGFIELD<br>MADISON EAST STORE, LLC<br>1221 N 191A STREET<br>WILMINGTON, MA 01897 | PROJECT: 01-29-05<br>SHEET: A202 | DATE: 01-29-05<br>SCALE: 1/4" = 1'-0" |
|--|---|----------------------------------|---------------------------------------|



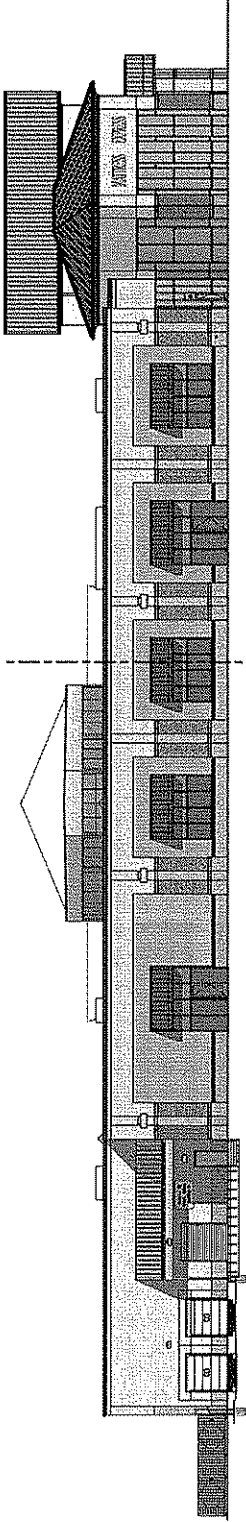
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 ROOF PLAN  
 SCALE: 1/4" = 1'-0"



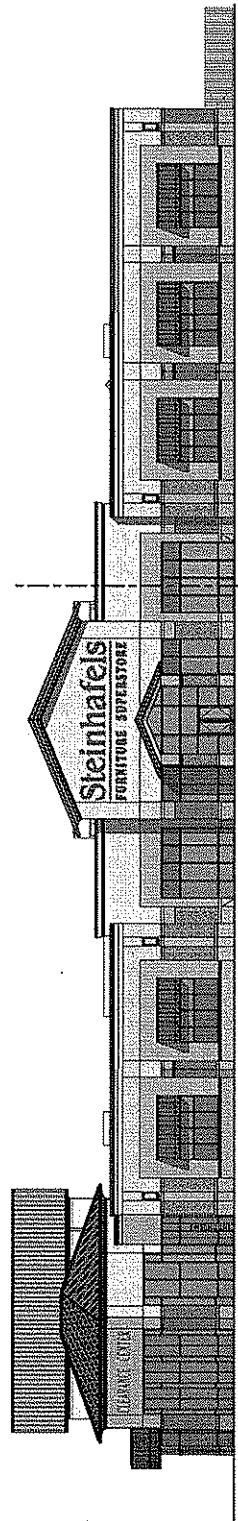
SOUTH ELEVATION

MATERIALS:

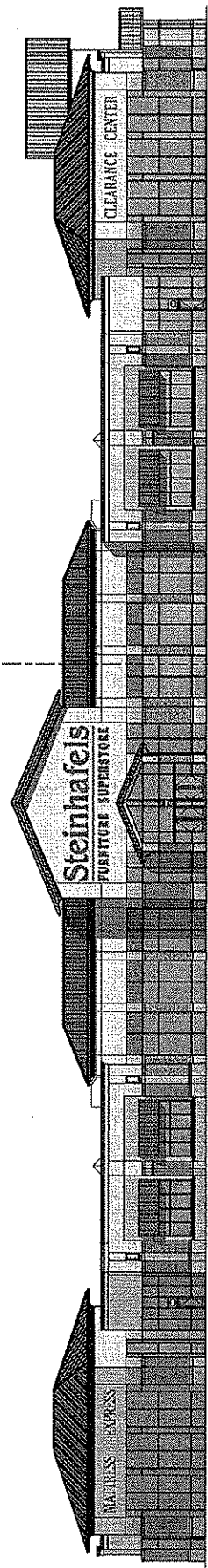
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|--|-----------------------|
|  | CAST STONE            |
|  | EIFS #1               |
|  | EIFS #2               |
|  | EIFS #3               |
|  | EIFS #4               |
|  | BRICK                 |
|  | STANDING SEAM ROOFING |



EAST ELEVATION



WEST ELEVATION



NORTH ELEVATION

PROPOSED ELEVATIONS

9



**ICONICA**  
 THE DESIGN FIRM  
 10000 RIVERCHASE BLVD  
 SUITE 100  
 WASHINGTON, VA 22190-1000

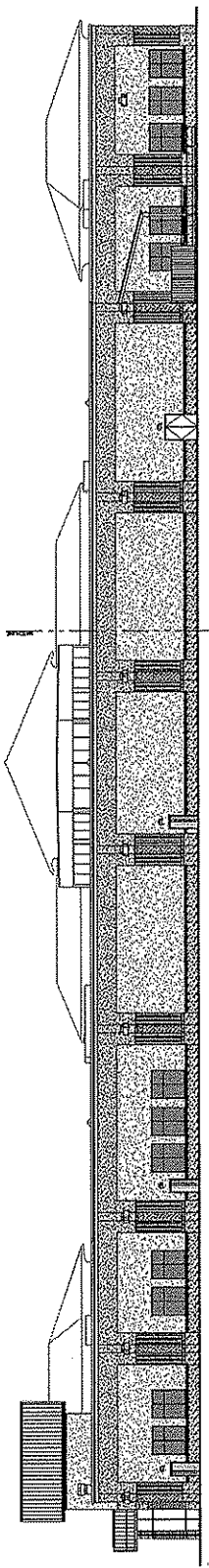
**STEINHAFELS FURNITURE STORE**  
 EAST SPANCO DRIVE  
 MADISON VA

MAISON EAST STORE, LLC  
 2021 NORTH CRYSTAL  
 WASHINGTON, VA 22196-1000

PROJECT # 2008008  
 DATE 01-29-08  
 SCALE 1/8" = 1'-0"

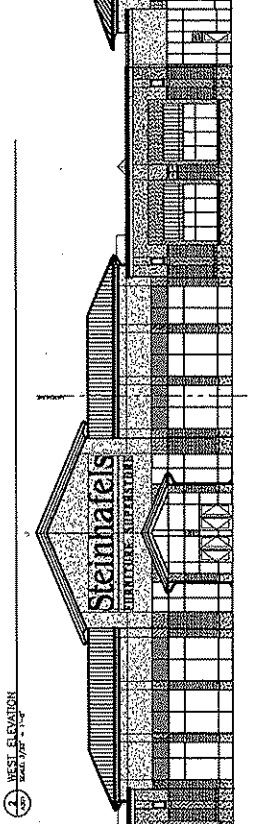
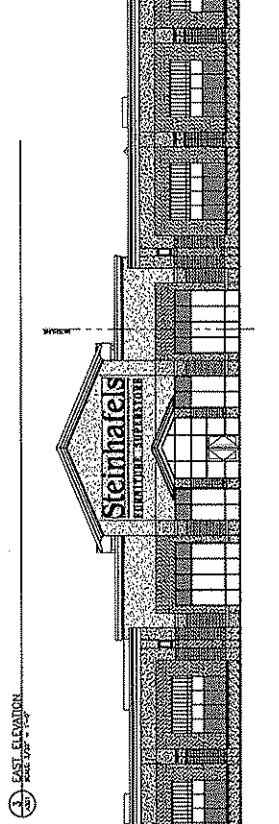
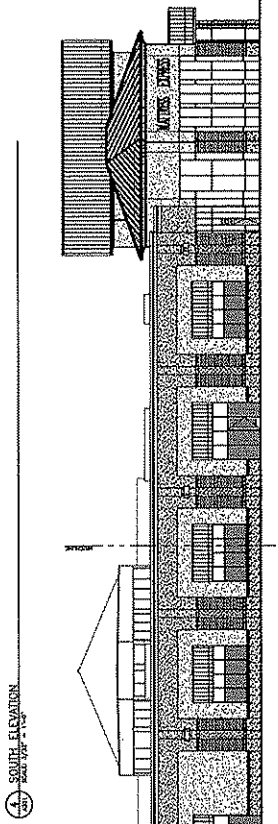
**A301**  
 BUILDING ELEVATIONS

DATE 01-29-08




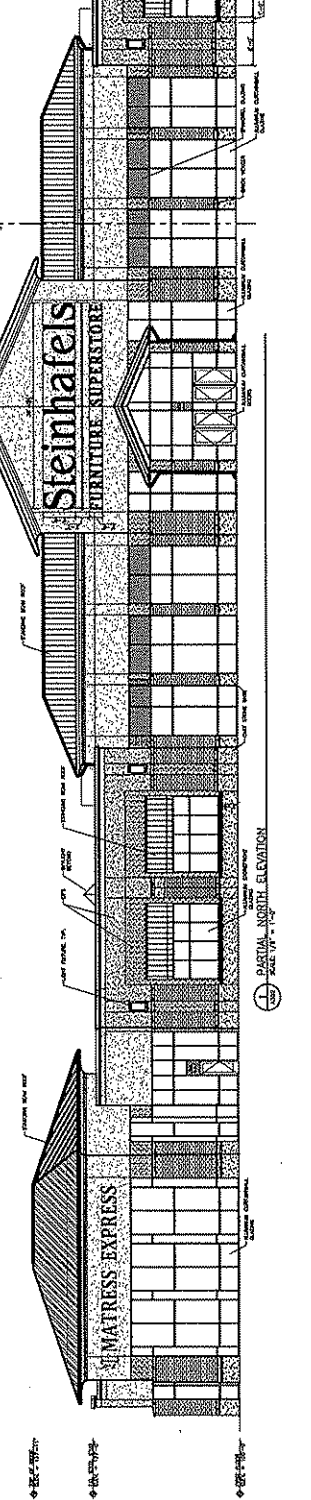
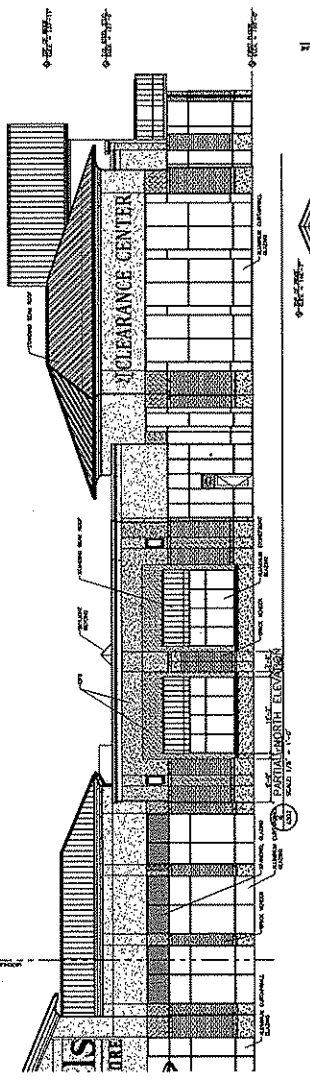
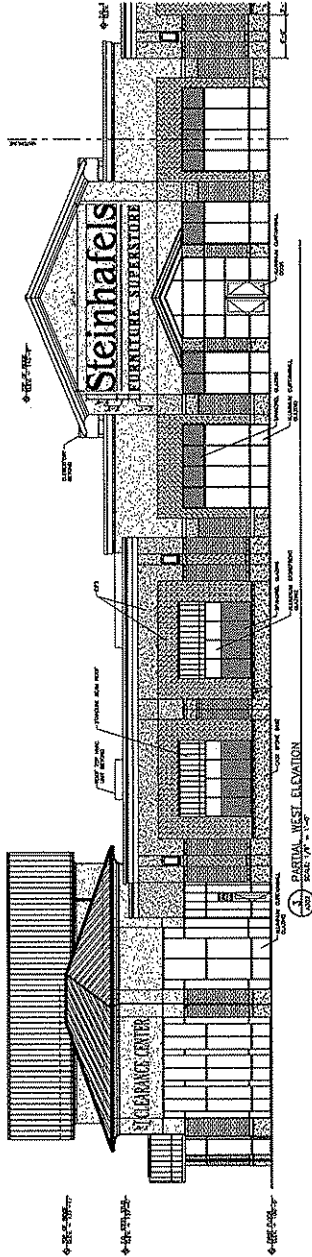
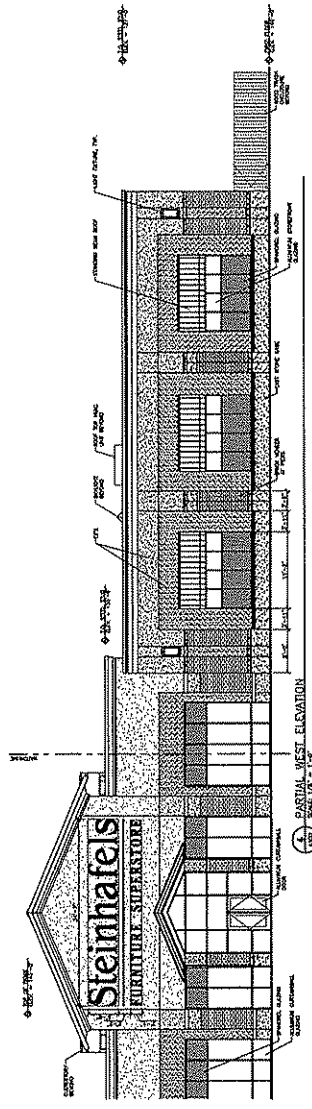
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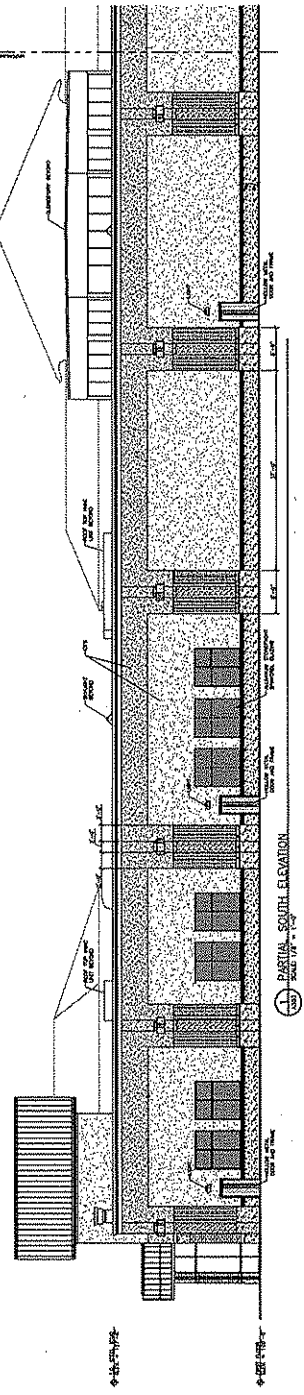
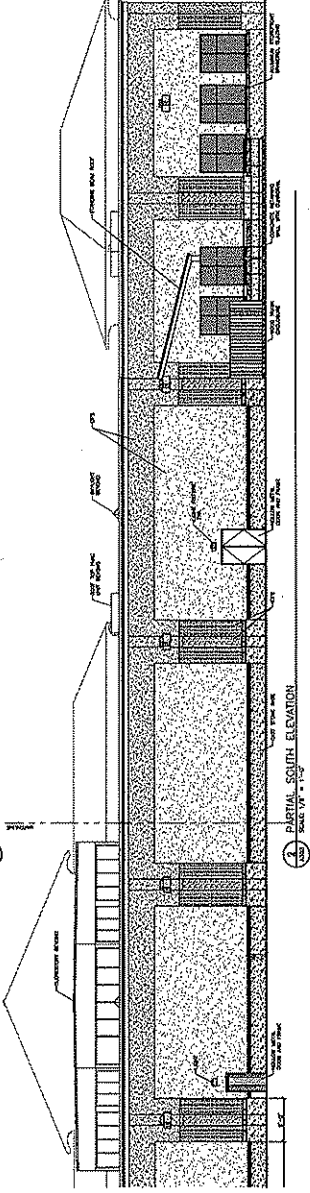
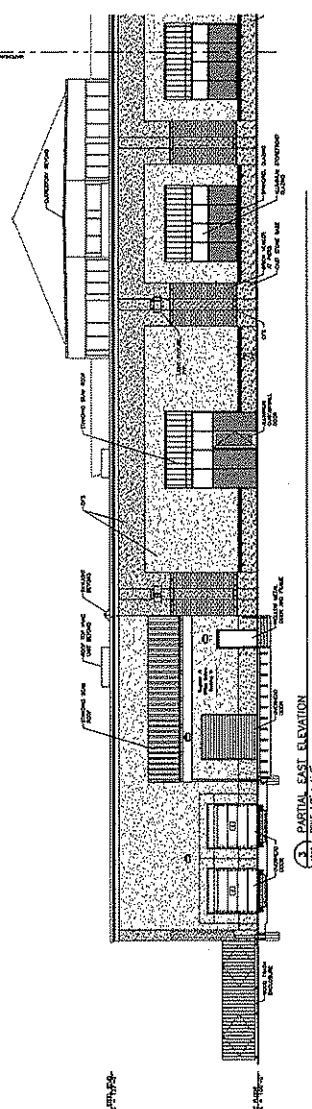
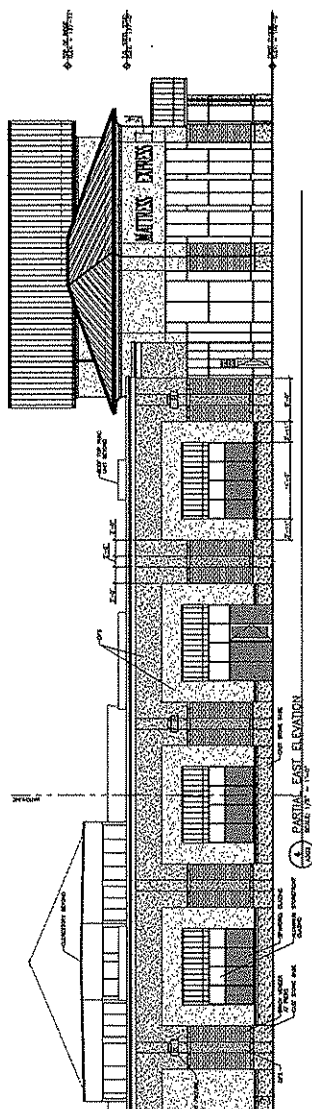
| KEY | DESCRIPTION |
|-----|-------------|
| 1   | BRICK       |
| 2   | CONCRETE    |
| 3   | WOOD        |
| 4   | GLASS       |
| 5   | ROOFING     |
| 6   | LANDSCAPE   |
| 7   | PAVING      |
| 8   | SCREENING   |
| 9   | WOOD SHAKES |
| 10  | WOOD SHAKES |
| 11  | WOOD SHAKES |
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| 100 | WOOD SHAKES |



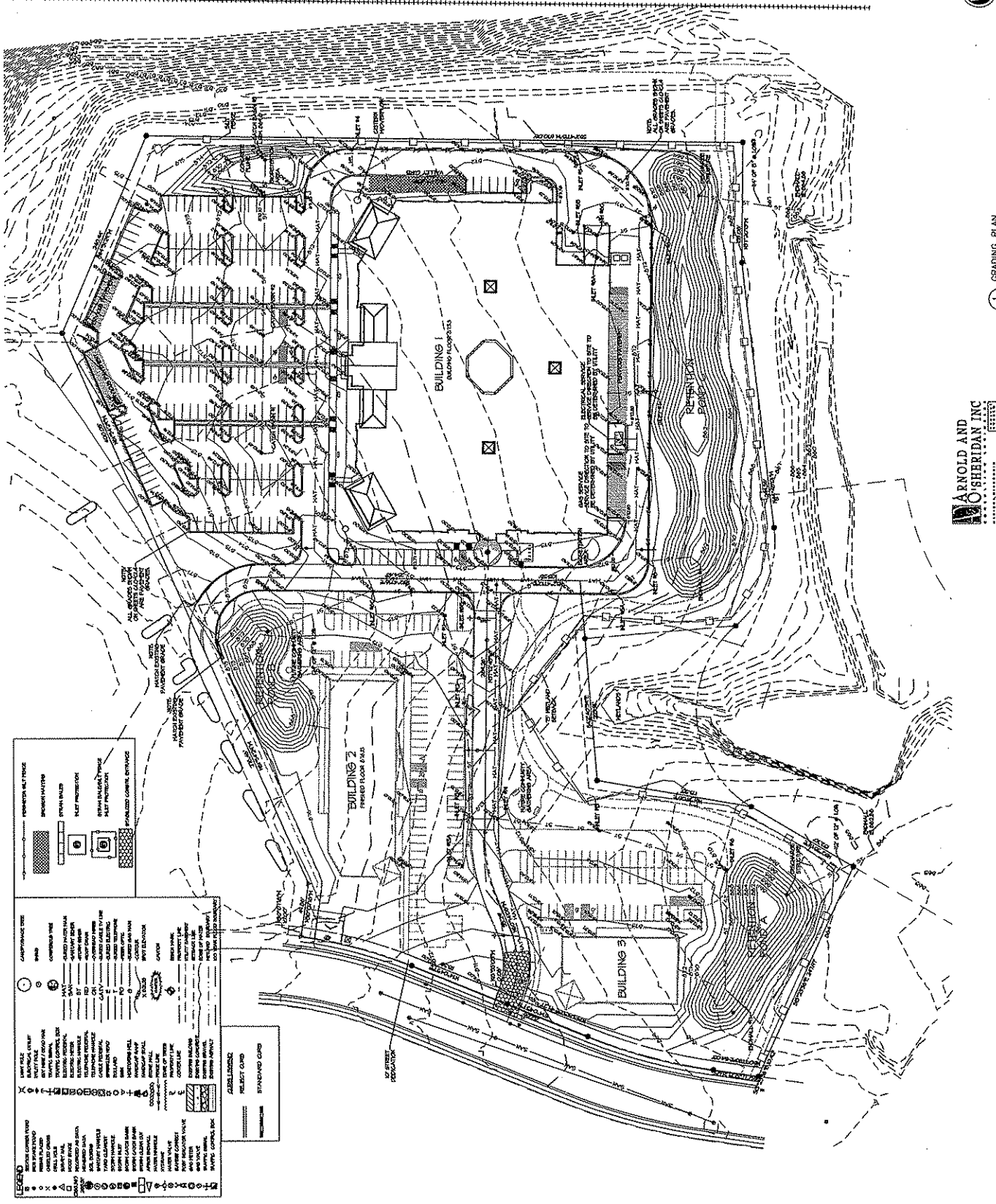
BUILDING ELEVATIONS 01-29-08

|   |   |                                      |   |
|---|---|--------------------------------------|---|
|  <p><b>ICONICA</b><br/>The Art of Design</p> | <p><b>STEINHAFELS FURNITURE STORE</b></p> <p>4027 SERVICE DRIVE<br/>MADISON, WI<br/>MADISON, WI 53705<br/>5731 N 93rd CENTRAL F<br/>MADISON, WI 53705</p> | <p>DATE: _____</p> <p>REVISIONS:</p> | <p><b>A302</b></p> <p>2008 MADISON, WI</p> <p>PROJECT # 20080001<br/>SHEET NUMBER</p> |
|---|---|--------------------------------------|---|









|                                     |   |  |  |   |   |
|-------------------------------------|---|--|--|---|---|
| <b>ICONICA</b><br>The Design People | 1600 NORTH WASHINGTON STREET<br>MADISON, WI 53703<br>(608) 263-0000<br>FAX (608) 263-1000 | <b>STEINHAEFEL'S FURNITURE STORE</b>   |  | PROJECT NO. 2007002<br>SHEET NUMBER<br><b>C1.0</b><br>TOTAL SHEETS 11 |   |
|                                     |   | EAST SPRING DRIVE<br>MADISON, WI   |  |   | RETENTION POND<br>SEE NOTE ON SHEET C1.1 FOR ADDITIONAL NOTES REGARDING THE RETENTION POND.<br>SEE NOTE ON SHEET C1.2 FOR ADDITIONAL NOTES REGARDING THE RETENTION POND.<br>SEE NOTE ON SHEET C1.3 FOR ADDITIONAL NOTES REGARDING THE RETENTION POND. |
|                                     |   | MADISON EAST STORE, LLC<br>2221 NORTH CENTER WAY F<br>WAUWATOSA, WI 53190-1303 |  |   |   |

DATE: \_\_\_\_\_  
 CHECKED BY: \_\_\_\_\_  
 DESIGNER: \_\_\_\_\_  
 PROJECT NO. 2007002  
 SHEET NUMBER C1.0  
 TOTAL SHEETS 11

ENGINEERING DESIGN FIRM:  
 This drawing was prepared by the design firm listed above and is to be used only for the project and site shown on this drawing. It is not to be used for any other project or site without the written consent of the design firm.

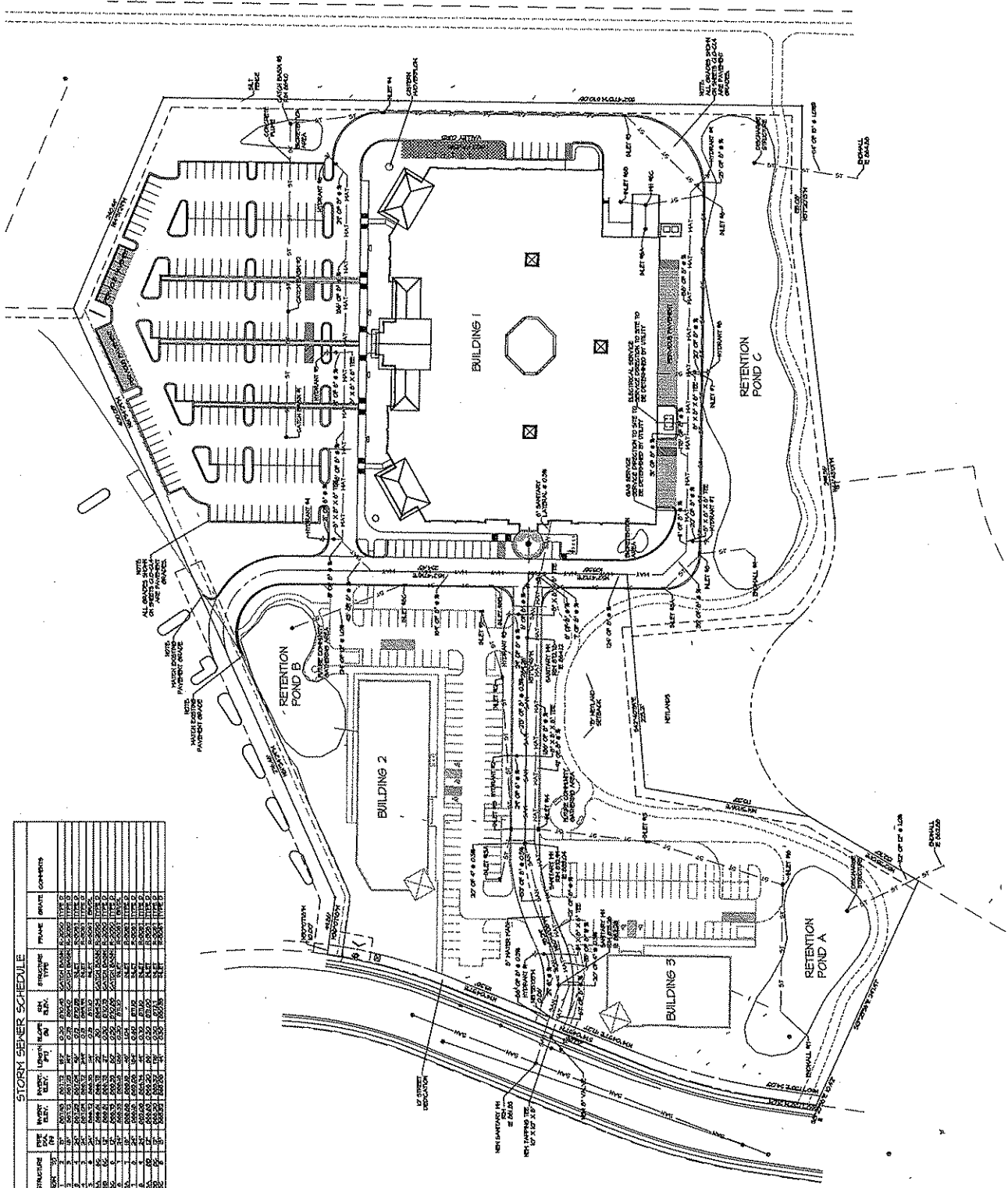
**ARNOLD AND SHERIDAN INC.**  
 ENGINEERS, ARCHITECTS & PLANNERS  
 1000 W. WISCONSIN AVENUE  
 SUITE 1000  
 MADISON, WI 53703  
 (608) 263-0000  
 FAX (608) 263-1000

1 GRADING PLAN  
 SHEET NO. C1.0

6

**STORM GENERATOR SCHEDULE**

| STRUCTURE | NO. | AREA  | TYPE  | AREA  | PERIMETER | PRIVATE | COMMENTS |
|-----------|-----|-------|-------|-------|-----------|---------|----------|
| 1         | 1   | 1000  | 1000  | 1000  | 1000      | 1000    |          |
| 2         | 2   | 2000  | 2000  | 2000  | 2000      | 2000    |          |
| 3         | 3   | 3000  | 3000  | 3000  | 3000      | 3000    |          |
| 4         | 4   | 4000  | 4000  | 4000  | 4000      | 4000    |          |
| 5         | 5   | 5000  | 5000  | 5000  | 5000      | 5000    |          |
| 6         | 6   | 6000  | 6000  | 6000  | 6000      | 6000    |          |
| 7         | 7   | 7000  | 7000  | 7000  | 7000      | 7000    |          |
| 8         | 8   | 8000  | 8000  | 8000  | 8000      | 8000    |          |
| 9         | 9   | 9000  | 9000  | 9000  | 9000      | 9000    |          |
| 10        | 10  | 10000 | 10000 | 10000 | 10000     | 10000   |          |



**ARNOLD AND SHERIDAN INC**  
 ENGINEERS  
 1000 W. 10th St.  
 Des Moines, IA 50319

UTILITY PLAN  
 SCALE: 1" = 40'-0"

**C2.0**  
 SHEET NUMBER

**ICONICA**  
 The Design Group  
 1000 W. 10th St.  
 Des Moines, IA 50319

**STEINHAFEL'S FURNITURE STORE**  
 EAST SPRINGS DRIVE  
 MADISON, VT

**MADISON EAST STORE, LLC**  
 1000 W. 10th St.  
 Des Moines, IA 50319

PROJECT NUMBER: 0302008  
 SHEET NUMBER: C2.0

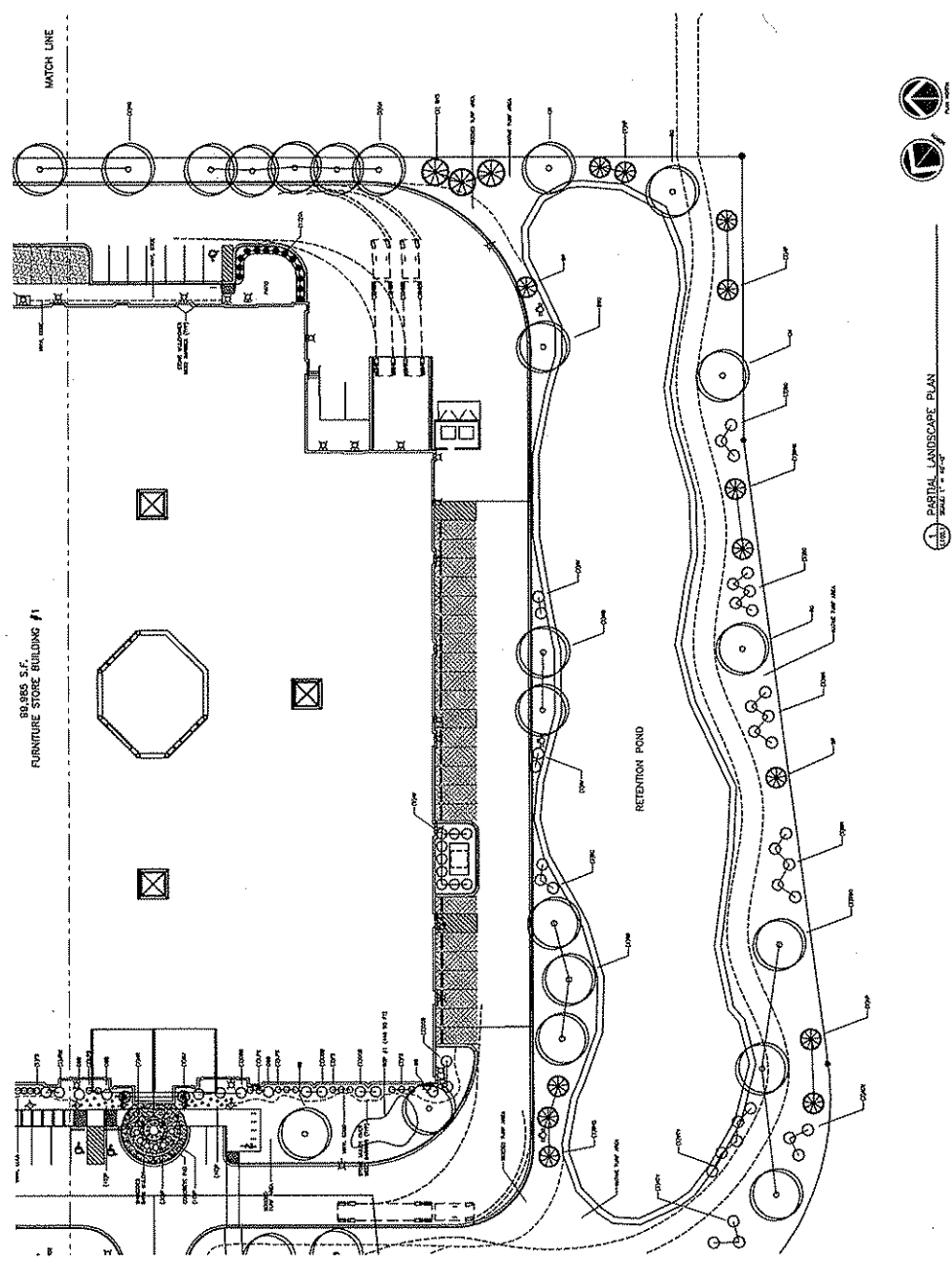
DATE: 03/15/09


DESIGNED BY: [Name]  
 CHECKED BY: [Name]  
 APPROVED BY: [Name]

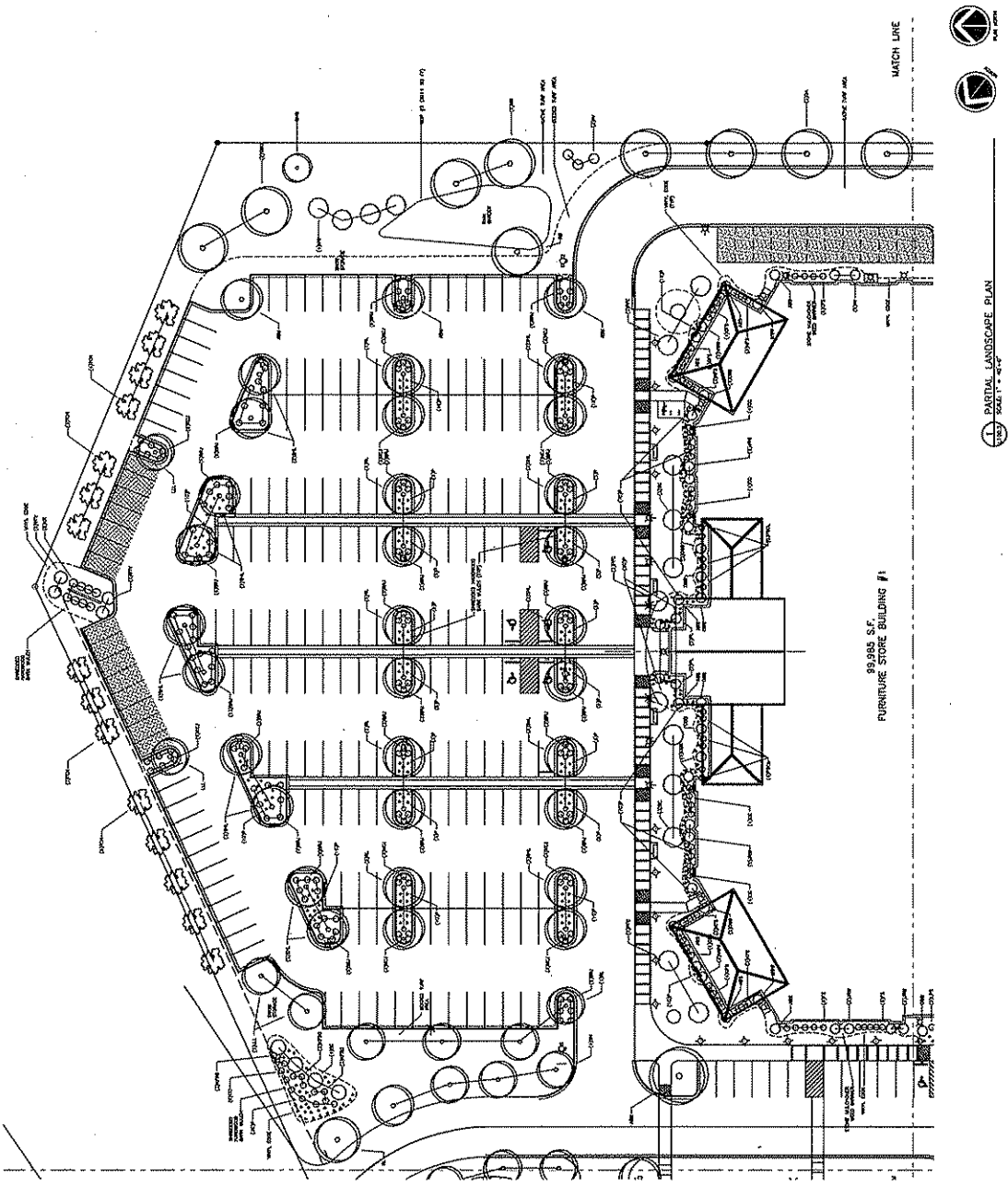
The owner is responsible for the design and construction of the project. The engineer is responsible for the design and construction of the project.

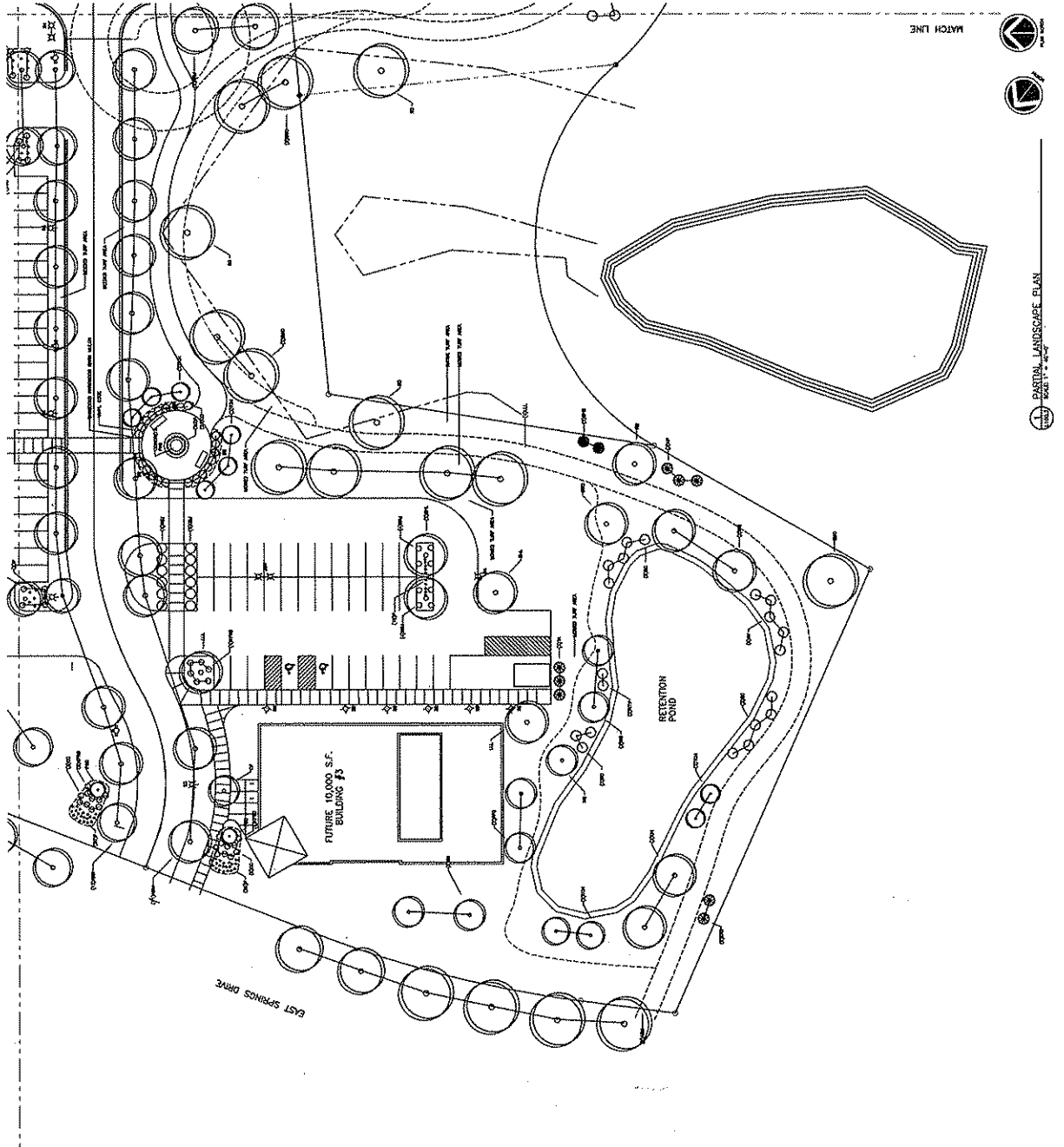
|  |   |
|--|---|
| <p>ICONICA<br/>The Way to Land</p> <p>1000 Peachtree Street, N.W.<br/>Atlanta, Georgia 30309<br/>Phone: 404.525.1111<br/>Fax: 404.525.1112</p> | <p>PROJECT: L100.1<br/>SHEET NUMBER</p> |
|  | <p>DATE: 01/15/10</p>                   |

**STEINHAFEL'S FURNITURE STORE**  
 MADISON EAST STORE, LLC  
 EAST ASPEN DRIVE  
 MADISON, TN 37115  
 615.261.1111




|   |   |   |                               |
|---|---|---|-------------------------------|
| <br><b>ICONICA</b><br>Landscape Architecture<br><small>1000 N. WISCONSIN AVENUE<br/>         MILWAUKEE, WI 53233</small> | <b>STEINHAFELS FURNITURE STORE</b><br>EAST SPRING DRIVE<br>MADISON, WI    | <b>MADISON EAST STORE, LLC</b><br>1000 N. WISCONSIN AVENUE<br>MILWAUKEE, WI 53233 | SHEET NUMBER<br><b>L100.2</b> |
|   | PROJECT LOCATION<br>PROJECT ARCHITECT<br>PROJECT ENGINEER<br>PROJECT DATE |   | DATE<br>SCALE                 |

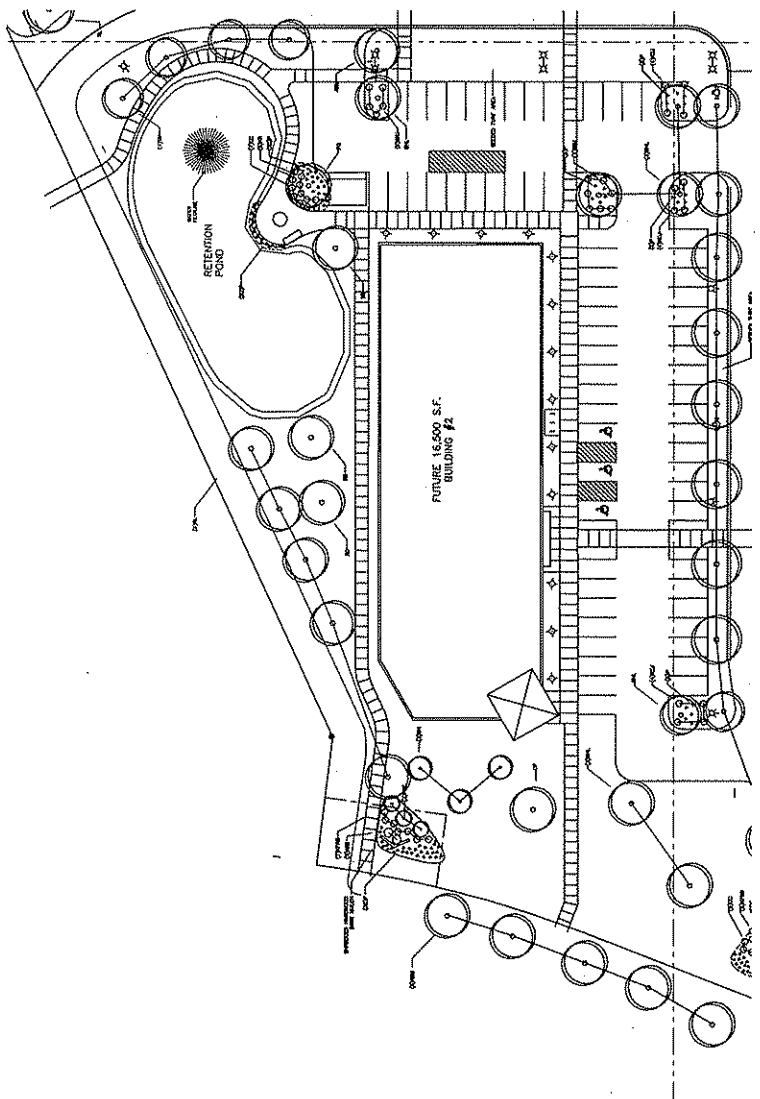






PARTIAL LANDSCAPE PLAN  
SHEET NUMBER

|   |  |  |                      |
|---|--|--|----------------------|
| <p><b>ICONICA</b><br/>The Bergsland Group</p> <p>10000 E. SPRINGS DRIVE<br/>MADISON, WI 53717<br/>TEL: 608.271.1234</p> | <p><b>STEINHAFEL'S FURNITURE STORE</b></p> <p>EAST SPRINGS DRIVE<br/>MADISON, WI</p> <p>MADISON EAST STORE, LLC<br/>10231 NORTH COUNTRY<br/>MADISON, WI 53717-1500</p> | <p>DATE: 11/11/03</p> <p>PROJECT: 030000</p> <p>SHEET NUMBER</p> | <p><b>L100.3</b></p> |
|   | <p>PROJECT: 030000</p> <p>SHEET NUMBER</p>   | <p>DATE: 11/11/03</p> <p>PROJECT: 030000</p> <p>SHEET NUMBER</p> | <p><b>L100.3</b></p> |

|  |  |  |  |
|--|--|--|--|
|  <b>ICONICA</b><br>THE DESIGN FIRM<br><small>10000 WOODBRIDGE BLVD<br/>         SUITE 100<br/>         WASHINGTON, DC 20014<br/>         TEL: 703.433.8800<br/>         WWW.ICONICADesign.com</small> | <b>STEINHAFELS FURNITURE STORE</b><br>EAST SPRING DRIVE<br>MADISON, VA                           | MADISON EAST STORE, LLC<br>4000 EAST SPRING DRIVE<br>MADISON, VA 22113 | PROJECT NO. 2008003<br>SHEET NUMBER<br><b>L100.4</b><br><small>DATE: 08/11/09</small>  |
|  | DATE: _____<br>REVISIONS: _____<br>PREPARED BY: _____<br>CHECKED BY: _____<br>APPROVED BY: _____ |  | <small>THIS PLAN IS THE PROPERTY OF ICONICA THE DESIGN FIRM. IT IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED HEREON. IT IS NOT TO BE REPRODUCED, COPIED, OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, WITHOUT THE WRITTEN PERMISSION OF ICONICA THE DESIGN FIRM.</small> |





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