

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: _____ 2101, 2109, 2115 EAST SPRINGS DR. _____

ALDERMANIC DISTRICT: _____ 17 _____

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
_____ STEINHAFELS INC. _____	_____ POBLOCKI SIGN COMPANY LLC _____
_____ W231 N1013 COUNTY HWY F _____	_____ 922 S. 70TH ST. _____
_____ WAUKESHA, WI 53186-1501 _____	_____ WEST ALLIS, WI 53214-1541 _____

CONTACT PERSON: _____ JULIETTE WEGNER (STEINHAFELS INC.) _____

Address: _____ W231 N1013 COUNTY F _____
 _____ WAUKESHA, WI 53186-1501 _____

Phone: _____ 262/436-4600 EXT. 618 _____

Fax: _____ 262/436-4605 _____

E-mail address: _____ JULIETTE@STEINHAFELS.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.
- 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.



November 8, 2010

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

Re: 2101, 2109 & 2115 East Springs Drive

Dear Urban Design Commission,

We respectfully request the Urban Design Commission to review and approve the comprehensive design of our proposed sign program for the Steinhafels Furniture Superstore.

Enclosed are color graphics of the following sign plan components, along with site plan noting ground signs and directional sign locations.

- 2 Entrance Building Signs (Principle)
- 2 Accessory Building Signs
- 1 Pole Sign
- 1 Monument Sign
- 4 Directional Signs

We consider these signs as part of the design features of this project. Our signage plays an important role to direct shoppers to our building, which is set back from the street and located amidst the 90-degree turn of East Springs Drive.

Our main entrance sign is purposely balanced with the scale of the articulated façades. The font style is a condensed version of our company logo, mixing both upper and lower case letters to create a more harmonious look with relationship to the building. Additionally this mixture helps to de-emphasize the number of characters of our business name.

Accessory signs are in compliance in relationship to the principle signs. These signs note two of the three primary divisions (mattresses and clearance) of our business. The locations of the signs are designed to crown the large canted window features on each side of the building, and create balance with the main sign.

The pole sign is a critical element to inform interstate traffic about our location. The sign tastefully reflects architectural elements of the façade, and will include a state of the art digital

Corporate Center

W231 N1013 County F Waukesha, WI 53186-1502 262.436.4600

display to provide additional directional messaging. (e.g.: "Exit Now- Left on East Springs Drive")

The monument sign will be an asset for the two outlots in front. Echoing the buildings features, this sign helps to maintain the aesthetic of a unified retail development. The V-shape for this sign provides an elegant and efficient solution to inform vehicular traffic approaching from either direction of East Springs Drive.

We have located the directional signs in key access intersections to assist with vehicular traffic. These signs also echo the same details as the other free standing signs on the site, further unifying the development and creating visual harmony for the entire project.

Please accept our application for review and we look forward to presenting the details of our sign plan to you on December 1, 2010.

Sincerely,

A handwritten signature in blue ink, appearing to read "Gary Steinhafel", written in a cursive style.

Gary Steinhafel
President
Steinhafels Furniture

147667

VENDOR NO:

NAME: CITY OF MADISON

DATE: 11/08/10

DATE	INVOICE NO.	VENDOR CODE	GROSS AMOUNT	DISCOUNT	BALANCE
11/08/10	CITY OF MADISON	UDC - 2CMD	300.00	.00	300.00
Totals:			300.00	.00	300.00

STEINHAFELS W231 N1013 COUNTY F WAUKESHA, WI 53186-1502

THIS CHECK IS VOID WITHOUT A BLUE BORDER AND A BACKGROUND THAT FADES FROM RED TO BLUE. PINK BOX IN LOWER RIGHT CORNER WILL FADE AND REAPPEAR WHEN YOU RUB WITH FINGER.



262-436-4600
W231 N1013 COUNTY F
WAUKESHA, WI 53186-1502



79-57759

CHECK DATE	CHECK NO.
11/08/10	147667

CHECK AMOUNT
\$300.00

PAY EXACTLY THREE HUNDRED DOLLARS*****\$300.00

VOID IF NOT CASHED
WITHIN 60 DAYS

TO THE ORDER OF
CITY OF MADISON
215 MARTIN LUTHER KING BLVD
MADISON WI 53703

Mary Beth Schlecht

AUTHORIZED SIGNATURE

⑈ 147667 ⑈ ⑆ 075900575 ⑆ 0014 014 608 ⑈

November 10, 2010

City of Madison
Urban Design Commission

**Re: Steinhafels Madison East – 2101, 2109, 2115 East Springs Drive
(Square Foot Comparison)**

Dear Members of the Commission –

In accordance with the requirements for your consideration of a Comprehensive Design Review, please accept this statement to address why this site should qualify as a candidate for approval.

This site is visible from the interstate which is desirable for a commercial business if it can be identified as such. However, the frontage of this property is on East Springs Dr. and that restricts a conforming free standing sign to 32 sq' and 16' overall height. Because the grade at the property is 1742' and the grade at the interstate is 1783', the only way to propose a sign visible from the interstate is to go over 41' high. We are proposing a 11' x 13' sign (143 sq') in proportion to this proposed height of 45'. This would conform to the square footage allowed for the interstate frontage that abuts a Conservancy Zoning/Drainage Easement. Please see drawing 41020, sheet 1.

On the East Springs Drive side, we are proposing a monument, v-shaped style sign for future businesses that would be visible from both directions. One side of this sign would conform to the 32 sq' maximum, but because of the v-shaped design, you would have to count both sides, and that would put it over the allowable square footage. This sign is proposed at 7' high, which does conform to the height limit. Please see sheet 2.

The parking lot directional signs are restricted to 3 sq', but because this lot is so large (the building alone is 99,995 sq'), we would like to have the 16 sq' design to effectively direct traffic to the various entrances. These signs are proposed to be 6' high, which conforms to the 10' height maximum. Please see sheet 3.

The building signs have been designed to match all other signs on our various stand alone buildings. Your ordinance allows 30% of the signable area (this building is 360' long) which calculates to 187 sq' for the primary (north) building sign, and 157 sq' for the west elevation. Because of the design of our standard

facades, with the peaked roof lines, this 30% requirement does not allow for the size of these displays as they were designed to fit into these areas. We are asking to be allowed to keep the signs consistent with our other stores. Please see attached fascia renderings reading 'Steinhafels FURNITURE SUPERSTORE'.

The other building letters, 'CLEARANCE CENTER' and 'MATTRESS EXPRESS' are also standard to our other stores. The ordinance allows these 'accessory' signs to be 50% of the primary sign square footage and height. These accessory signs will conform at 106.5 sq' and 3' high in relationship to the primary sign. Please see rendering attached.

We believe the design of these signs compliment the architecture of the building without giving the impression of being 'over signed'. The narrow stoke of the individual letters, and the routed aluminum backgrounds on the free standing signs are in keeping with the image your ordinance seems to dictate, and gives this plan a high quality appearance.

We look forward to presenting this plan in person.

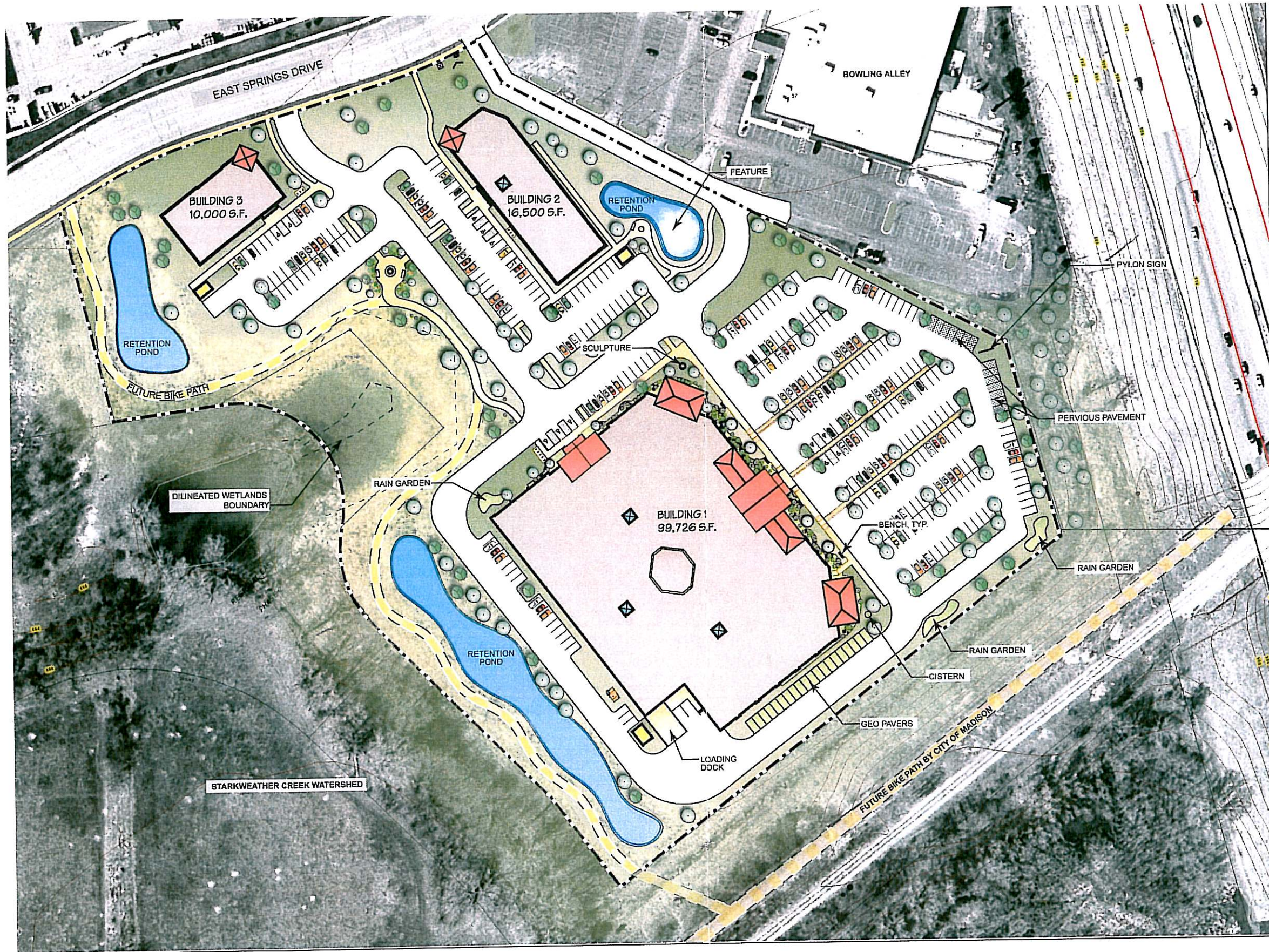
Sincerely,



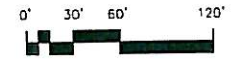
Deb Burton,
Permit Procurer

Poblocki Sign Co.

/db



SITE PLAN



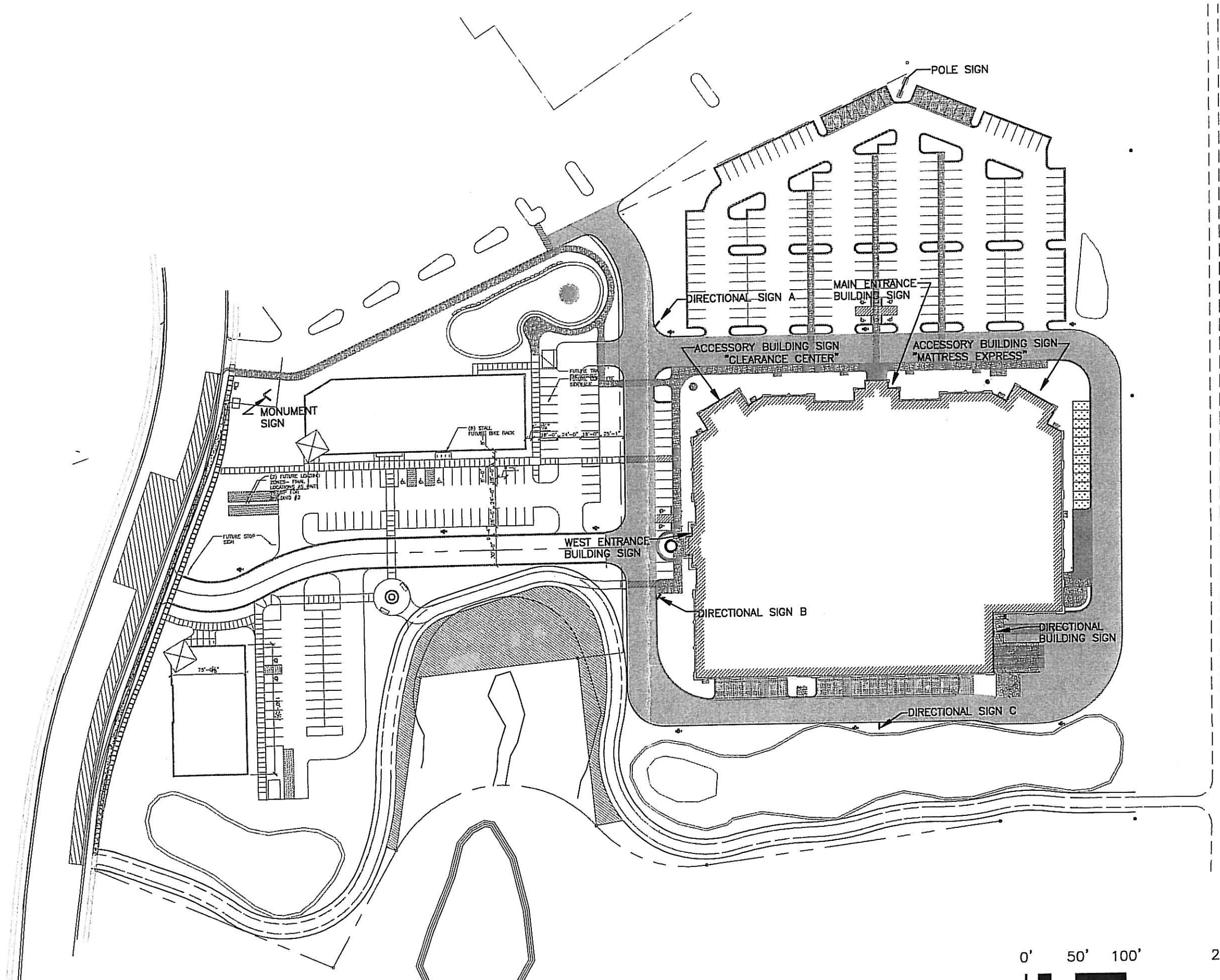
STALL COUNTS:
 BUILDING #1: 270 = 2.7/1000
 BUILDING #2: 66 = 3.9/1000
 BUILDING #3: 38 = 3.8/1000

**STEINHAFELS
MADISON EAST LOT**

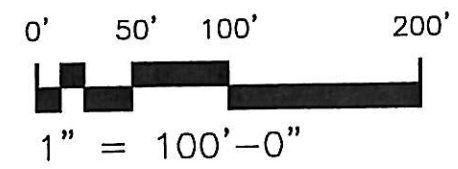
PRELIMINARY SITE PLAN FOR UDC REVIEW & INPUT



ICONICA
True Design-Build



**STEINHAFELS
SIGN PLAN**



PYLON

QUANTITY

1 2 3 4 Other

SURVEY

N/A Required Completed

DECORATION

S/F D/F 3sided 4sided

VOLTAGE

120v 277v Other

LIGHTING

Non-Lit
 Internal / Fluorescent

FACE

Tan to match building (TBD)

Aluminum

POLE COVER

Dk Tan texcote finish to match building (TBD)



Push-thru Depth: 1/2"

Back-up

Vinyl
 Red Acrylic #2283 back-up push thru 1/2" clear acrylic Cardinal Red 3630-53 on 2nd surface of Red Acrylic back-up
 Color: _____



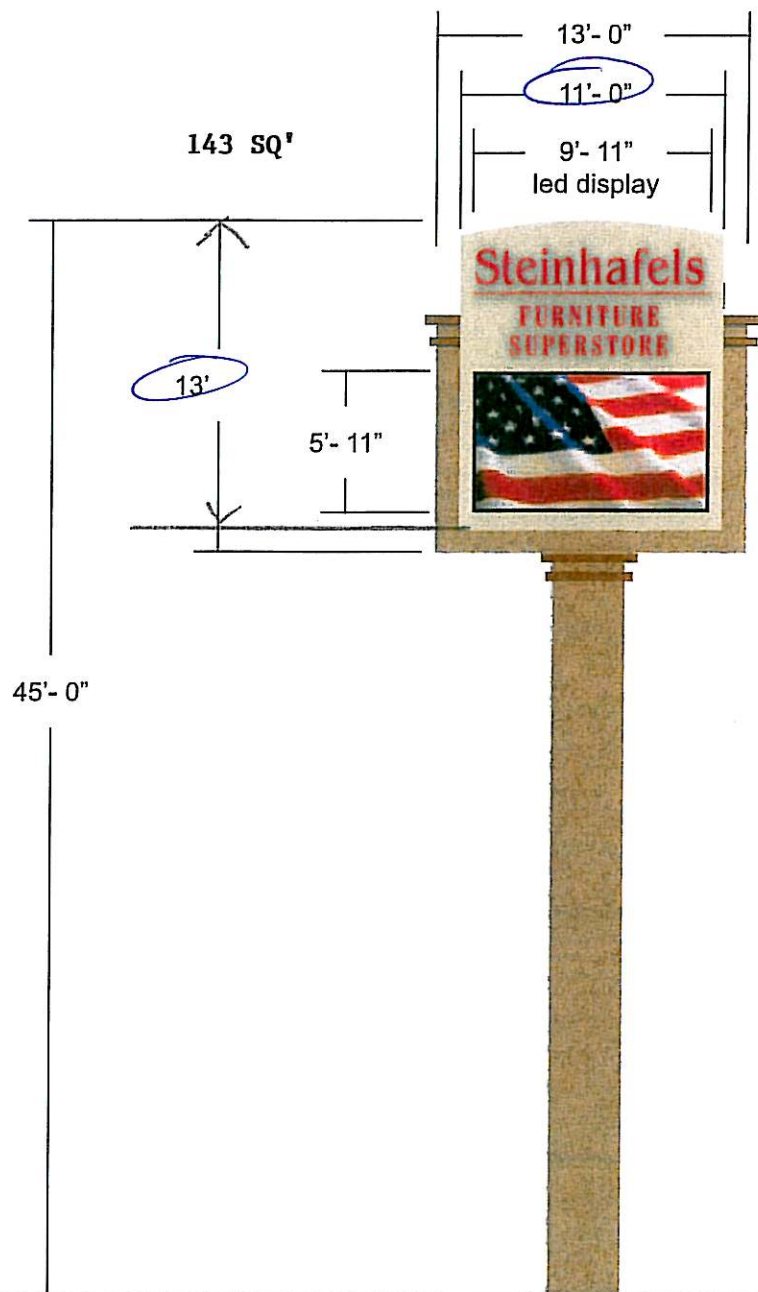
Fabricated alum. accents & caps
 Color: Paint Brown to match building (TBD)



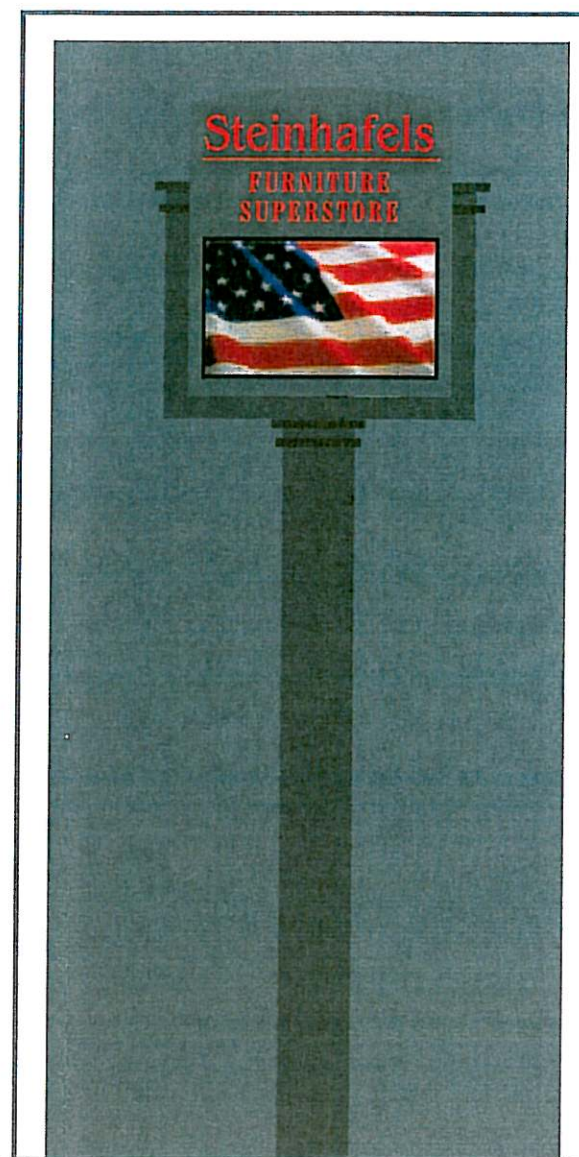
Paint lower cabinet Md. Tan to match building (TBD)
 Color: _____



Daktronics 3500 80 x 144 matrix 20mm | full color



day view



night view



side view



POBLOCKI
SIGN COMPANY

414.453.4010 fax: 414.453.3070
 922 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

Steinhafels

2101 East Springs Drive
 Madison, WI

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

CUSTOMER APPROVAL:

AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

E

REVISION NO.

04 sek 11.08.10 size

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other _____

REPRESENTATIVE

Ron Rogahn

DRAWN BY

Sarah Koepsel

DATE

08 / 12 / 10

SCALE

1/8" = 1'-0"

SHEET

01

DRAWING NO.

41020

MONUMENT

QUANTITY

1 2 3 4 Other

SURVEY

N/A Required Completed

DECORATION

S/F D/F 3sided V-Shaped

VOLTAGE

120v 277v Other

LIGHTING

Non-Lit
 Internal / Fluorescent

FACE

Tan to match building (TBD)

Aluminum

BASE

Paint base Md.Tan to match building (TBD)

Aluminum

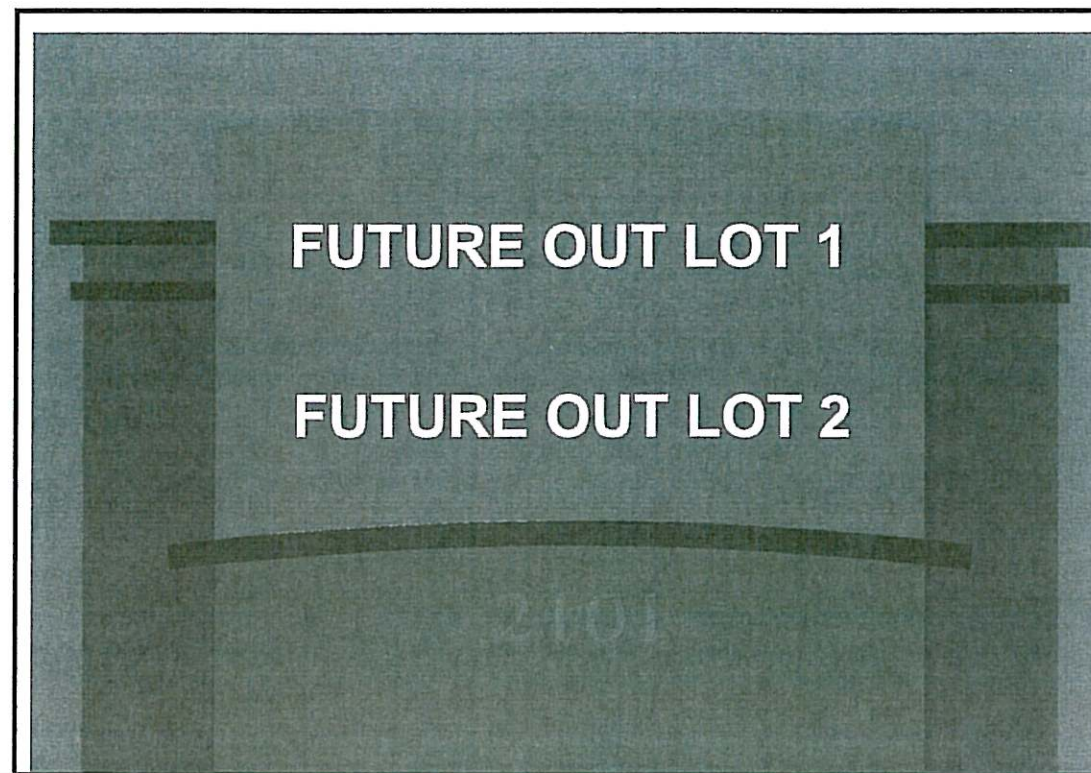
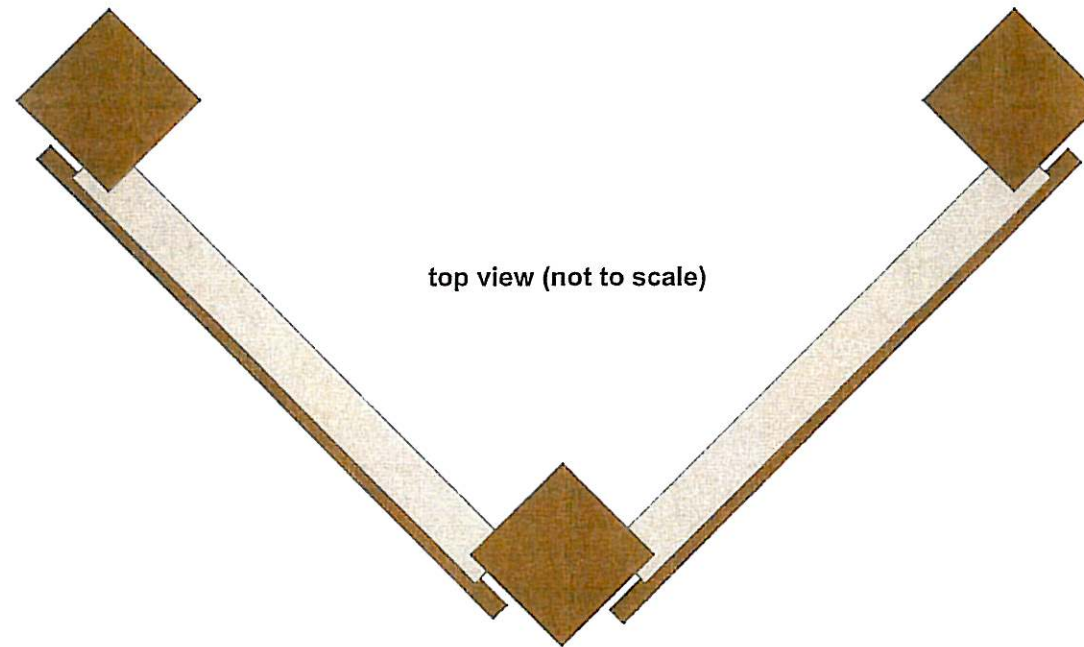
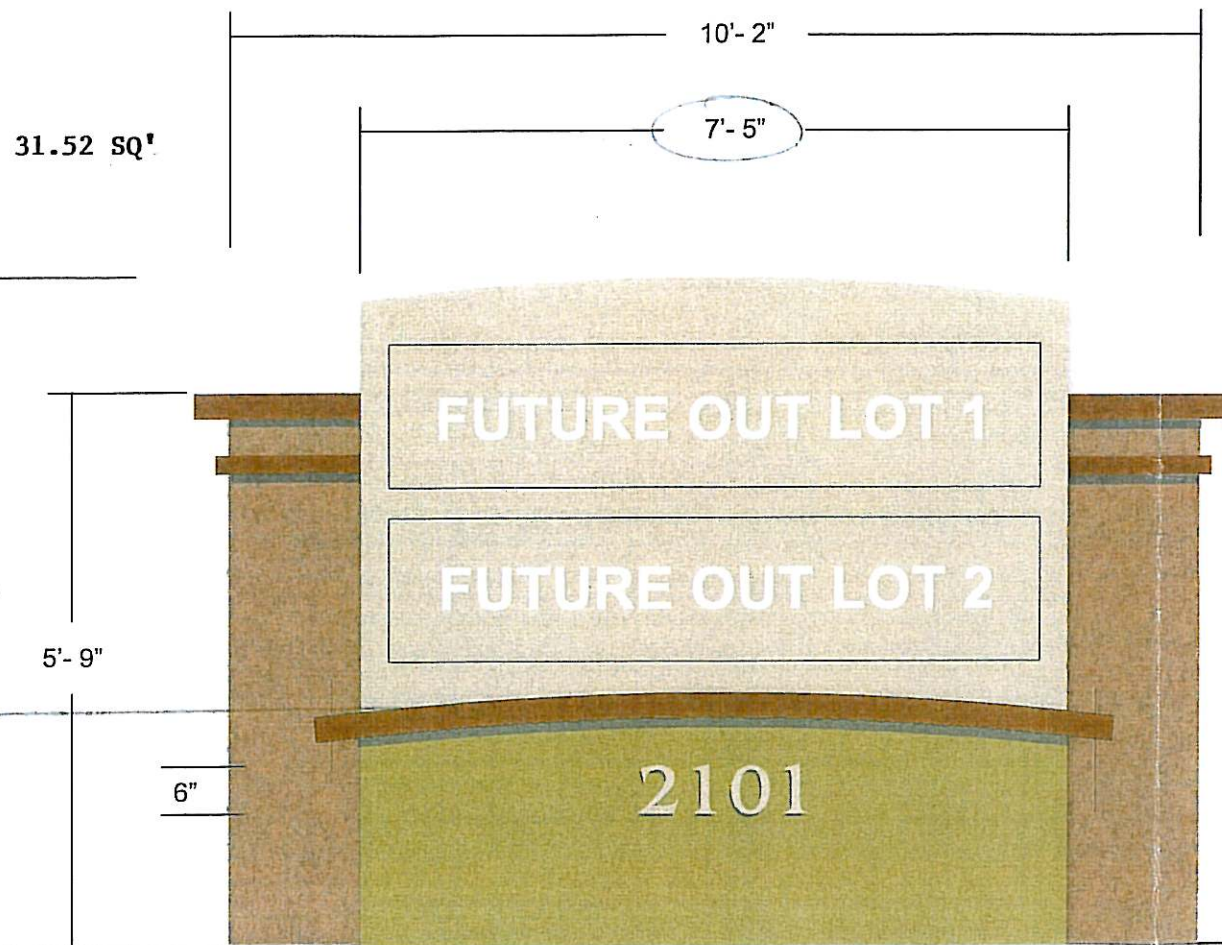
POLE COVERS

Dk Tan texcote finish to match building (TBD)

1 Opaque standard Tan vinyl (TBD)
Color: to match face & building

2 Fabricated alum. accents & caps
Color: Paint Brown to match building (TBD)

31.52 SQ'



POBLOCKI
SIGN COMPANY

414.453.4010 fax: 414.453.3070
922 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

Steinhafels

2101 East Springs Drive
Madison, WI

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AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

E

REVISION NO.

02 sek 11.04.10 night view

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other _____

REPRESENTATIVE

Ron Rogahn

DRAWN BY

Sarah Koepsel

DATE

08 / 12 / 10

SCALE

1/2" = 1'-0"

SHEET

02

DRAWING NO.

41020

MONUMENT

QUANTITY

1 2 3 4 Other

SURVEY

N/A Required Completed

DECORATION

S/F D/F 3sided 4sided

VOLTAGE

120v 277v Other

LIGHTING

Non-Lit
 Internal / Fluorescent

FACE

Tan to match building (TBD)

Aluminum

BASE

Paint base Md. Tan to match building (TBD)

Aluminum

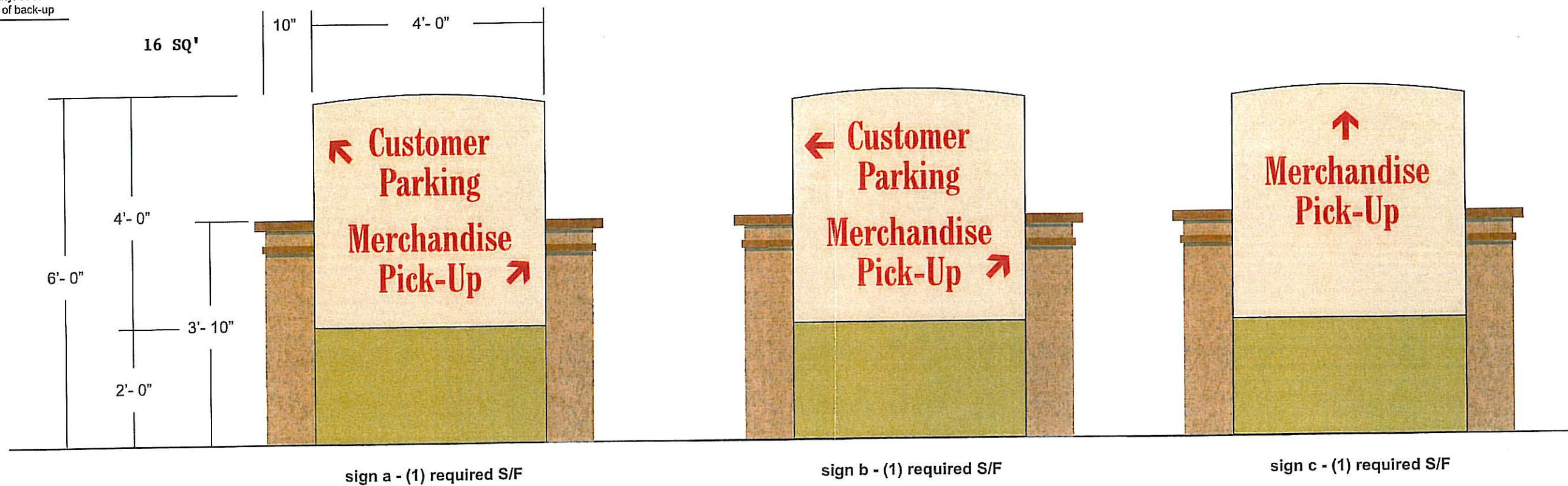
POLE COVERS

Dk Tan texcote finish to match building (TBD)

1
Red Acrylic #2283
Cardinal Red vinyl 3630-53
Color: on 2nd surface of back-up



top view



POBLOCKI
SIGN COMPANY

414.453.4010 fax: 414.453.3070
922 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

Steinhafels

2101 East Springs Drive
Madison, WI

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AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

E

REVISION NO.

01 sek 11.08.10 addition/layout

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other

REPRESENTATIVE

Ron Rogahn

DRAWN BY

Sarah Koepsel

DATE

11 / 01 / 10

SCALE

1/2" = 1'-0"

SHEET

03

DRAWING NO.

41020



POBLOCKI
SIGN COMPANY

414.453.4010 Fax: 414.453.3070
922 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

Steinhafels

2101 East Springs Drive
Madison, WI

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AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

E

REVISION NO.

01

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other _____

REPRESENTATIVE

Ron Rogahn

DRAWN BY

Sarah Koepsel

DATE

11 / 04 / 10

SCALE

3/4" = 1'-0"

SHEET

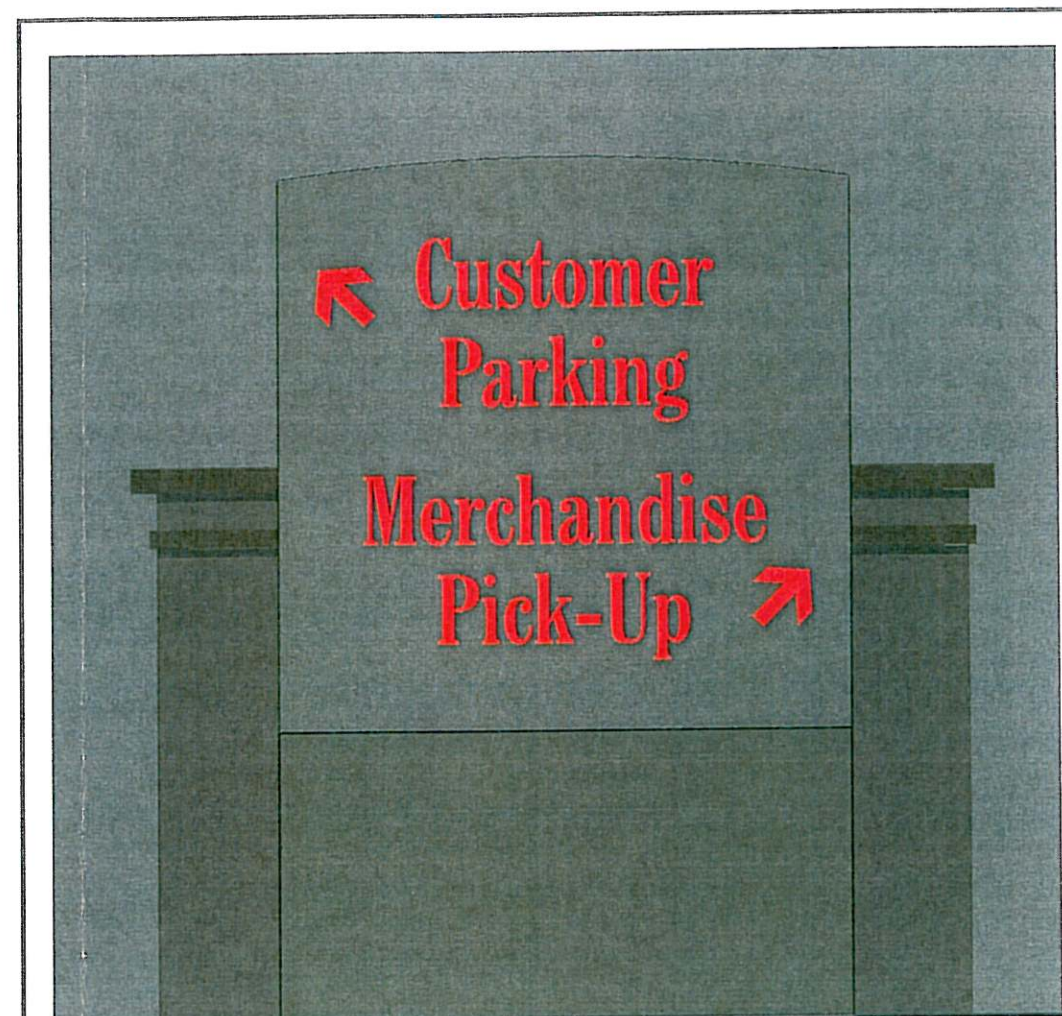
05

DRAWING NO.

41020



day view



night view

CABINET

QUANTITY

1 2 3 4 Other

SURVEY

N/A Required Completed

DECORATION

S/F D/F

VOLTAGE

120v 277v Other

LIGHTING

Non-Lit
 Internal / Fluorescent

INSTALLATION

Flush mount to wall
 Between structures
 Pole mount
 Other

FACE

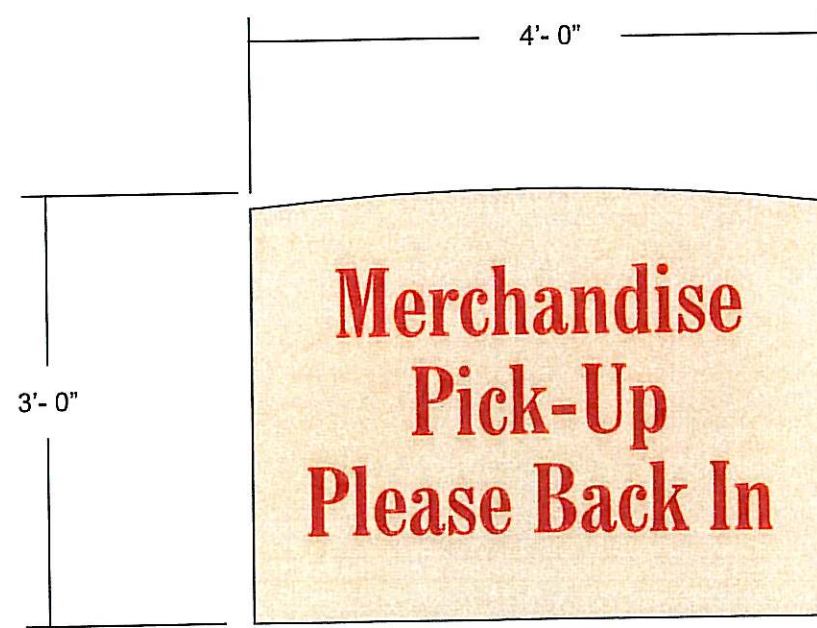
Tan to match building (TBD)

Aluminum Lexan
 Acrylic Flexface

CABINET

Tan to match building (TBD)

1 Red Acrylic #2283
Cardinal Red vinyl 3630-53
Color: on 2nd surface of back-up



day view



night view



POBLOCKI
SIGN COMPANY

414.453.4010 fax: 414.453.3070
922 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

Steinhafels

2101 East Springs Drive
Madison, WI

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AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

E

REVISION NO.

01 sek 11.04.10 night view

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other

REPRESENTATIVE

Ron Rogahn

DRAWN BY

Sarah Koepsel

DATE

11 / 01 / 10

SCALE

3/4" = 1'-0"

SHEET

04

DRAWING NO.

41020

LETTERS (Illuminated)

QUANTITY

1 2 3 4 Other

SURVEY

N/A Required Completed

VOLTAGE

120v 277v Other

LIGHTING

LED

Face-Lit
 Remote

INSTALLATION

Flush to wall
 Stool off _____
 Other

COLORS

FACE

Red Acrylic #2283

RETURNS

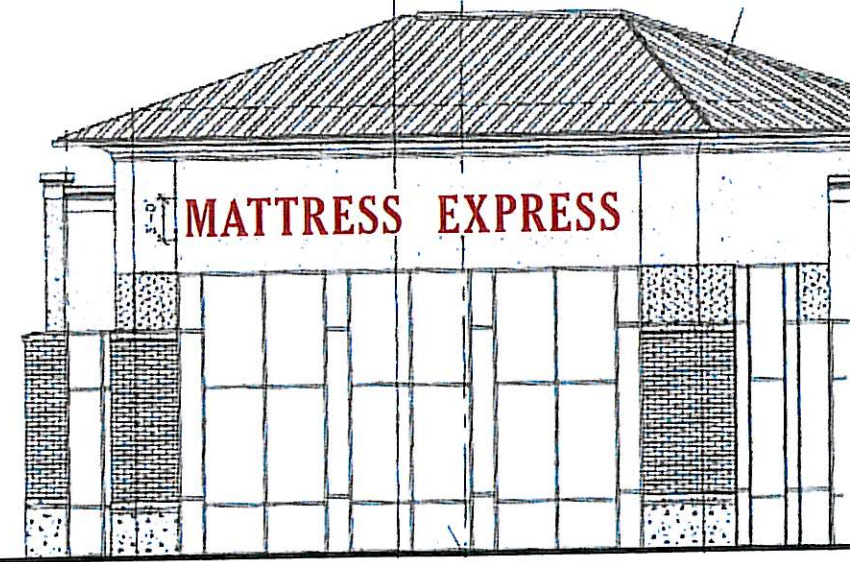
Red to match face

TRIMCAP

Red to match face

LEDS

Red



north elevation



west elevation



POBLOCKI
SIGN COMPANY, LLC

414.453.4010 / fax: 414.453.3070
922 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT: _____

Steinhafels

2101 East Springs Drive
Madison, WI

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CUSTOMER APPROVAL: _____

AUTHORIZED SIGNATURE _____

DATE _____

WORK ORDER NO. _____

E

REVISION NO. _____

01 sek 11.08.10 specs

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other _____

REPRESENTATIVE Ron Rogahn

DRAWN BY Sarah Koepsel

DATE 09 / 15 / 10

SCALE no scale

SHEET 00

DRAWING NO. **41020**



POBLOCKI
SIGN COMPANY

414.453.4010 fax: 414.453.3070
922 S. 70th St., West Allis WI 53214

POBLOCKI.COM

PROJECT:

Steinhafels

2101 East Springs Drive
Madison, WI

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AUTHORIZED SIGNATURE

DATE

WORK ORDER NO.

E

REVISION NO.

01

MISSING INFORMATION

- Color (s)
- Copy
- Accurate size (s)
- Clean artwork
- Other _____

REPRESENTATIVE

Ron Rogahn

DRAWN BY

Sarah Koepsel

DATE

09 / 15 / 10

SCALE

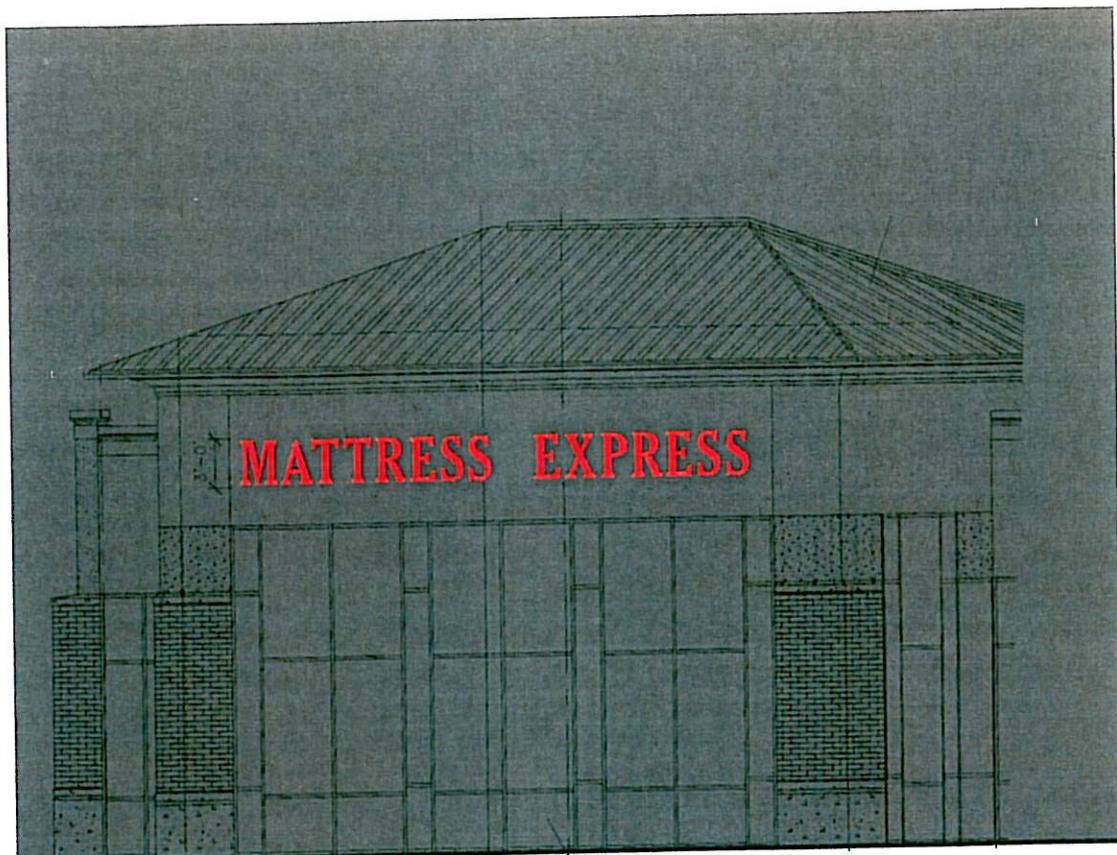
no scale

SHEET

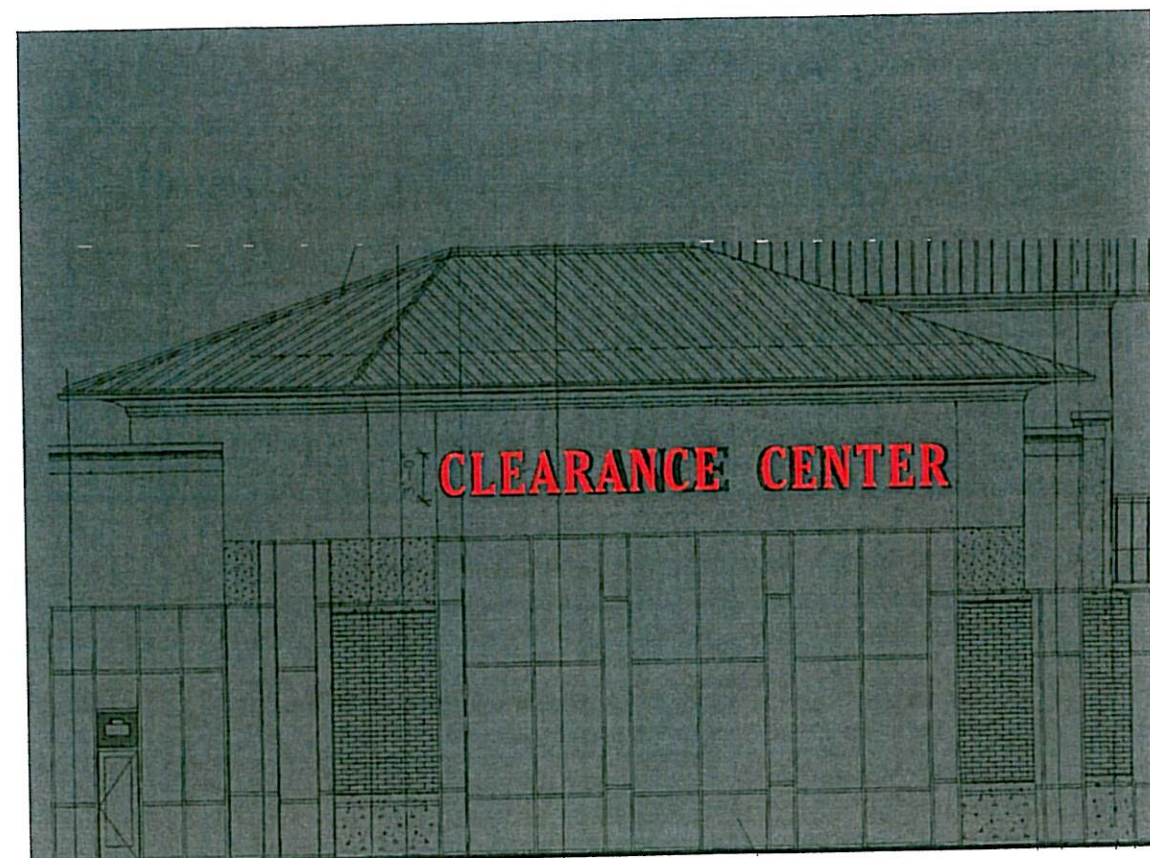
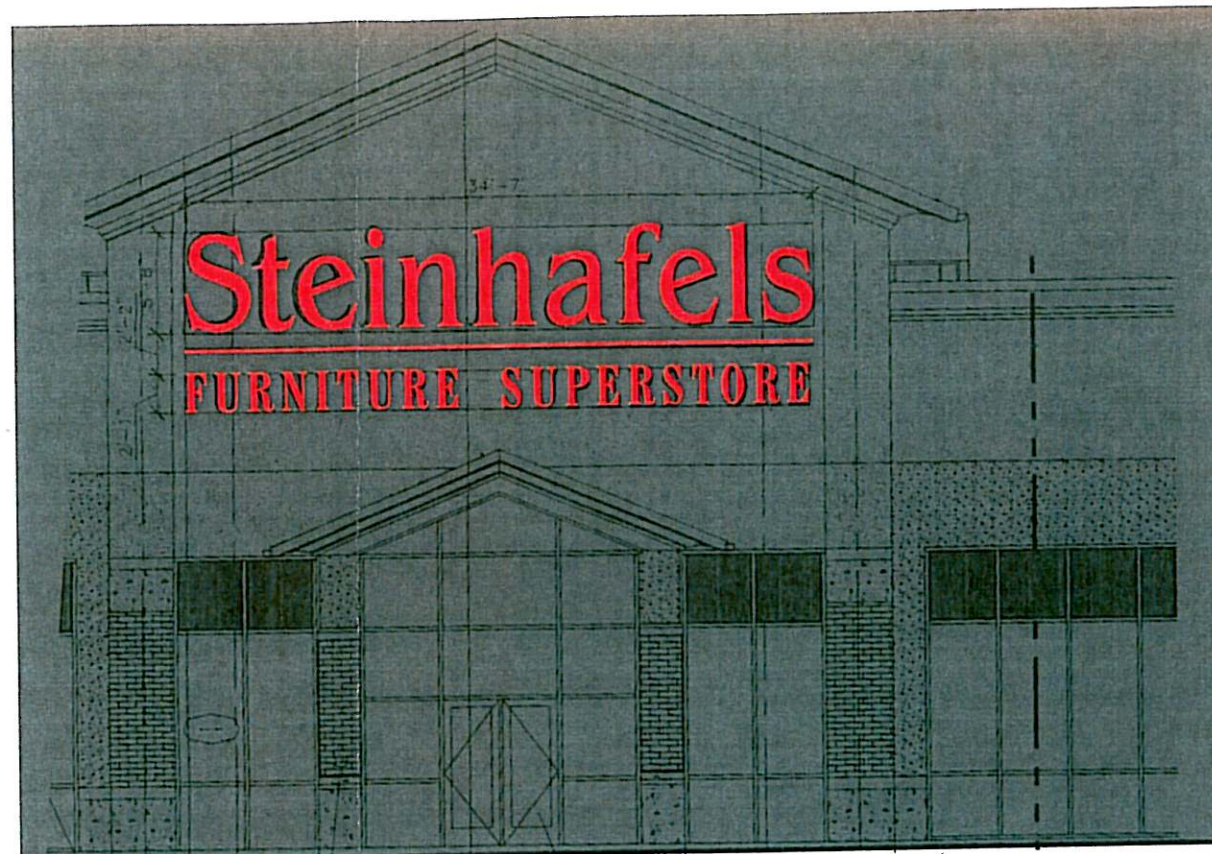
06

DRAWING NO.

41020



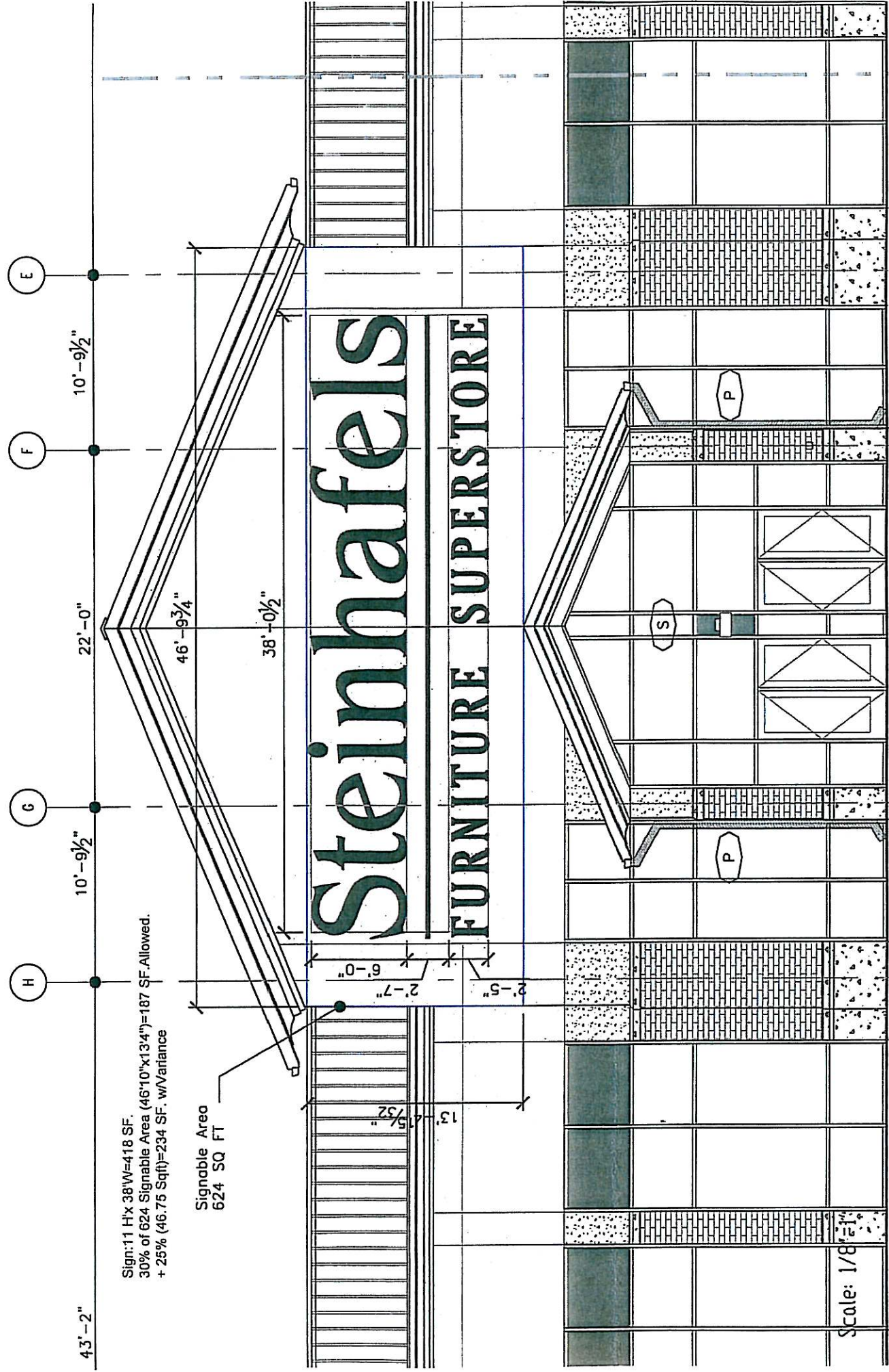
north elevation (night view)



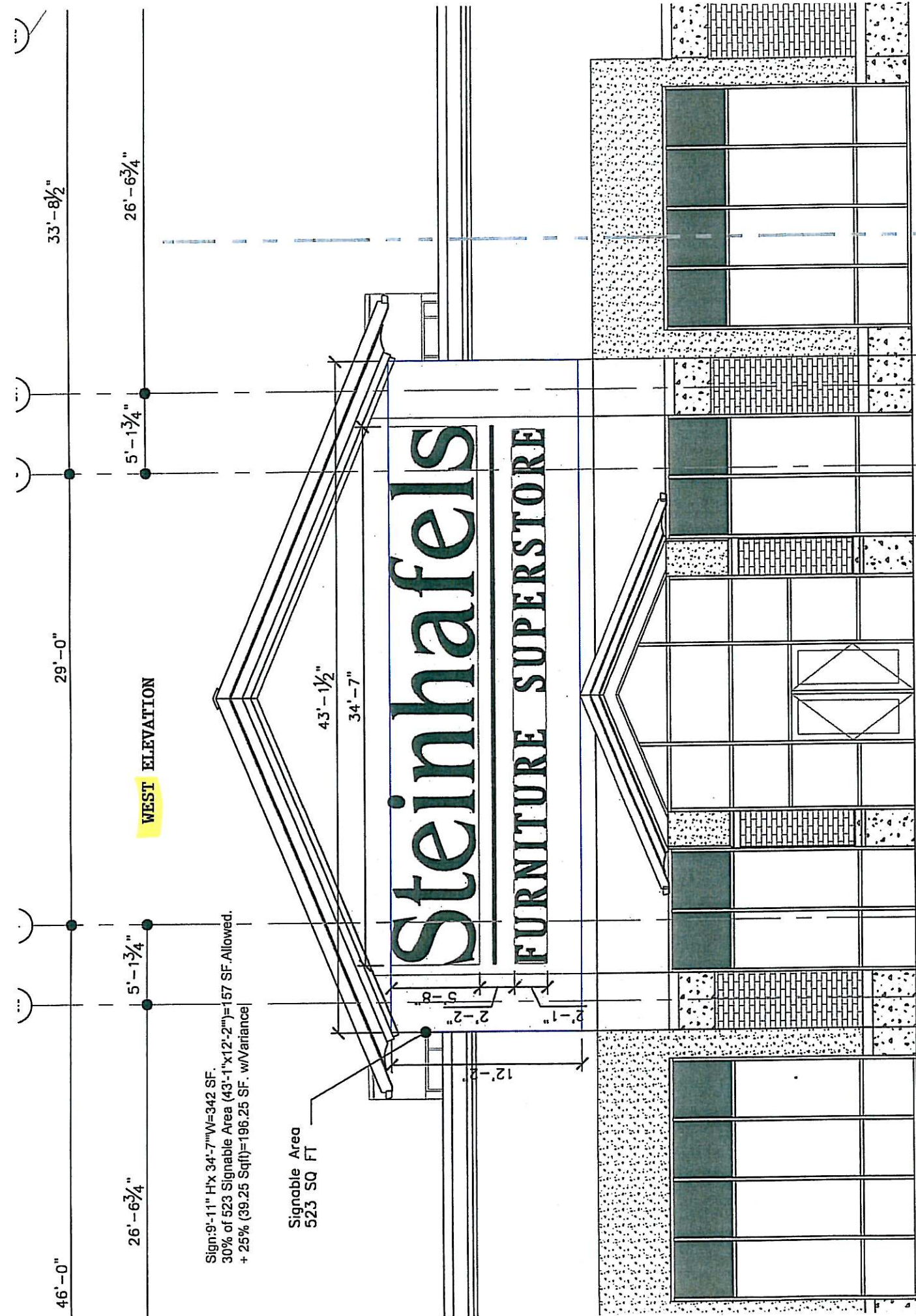
west elevation (night view)



NORTH ELEVATION



WEST ELEVATION



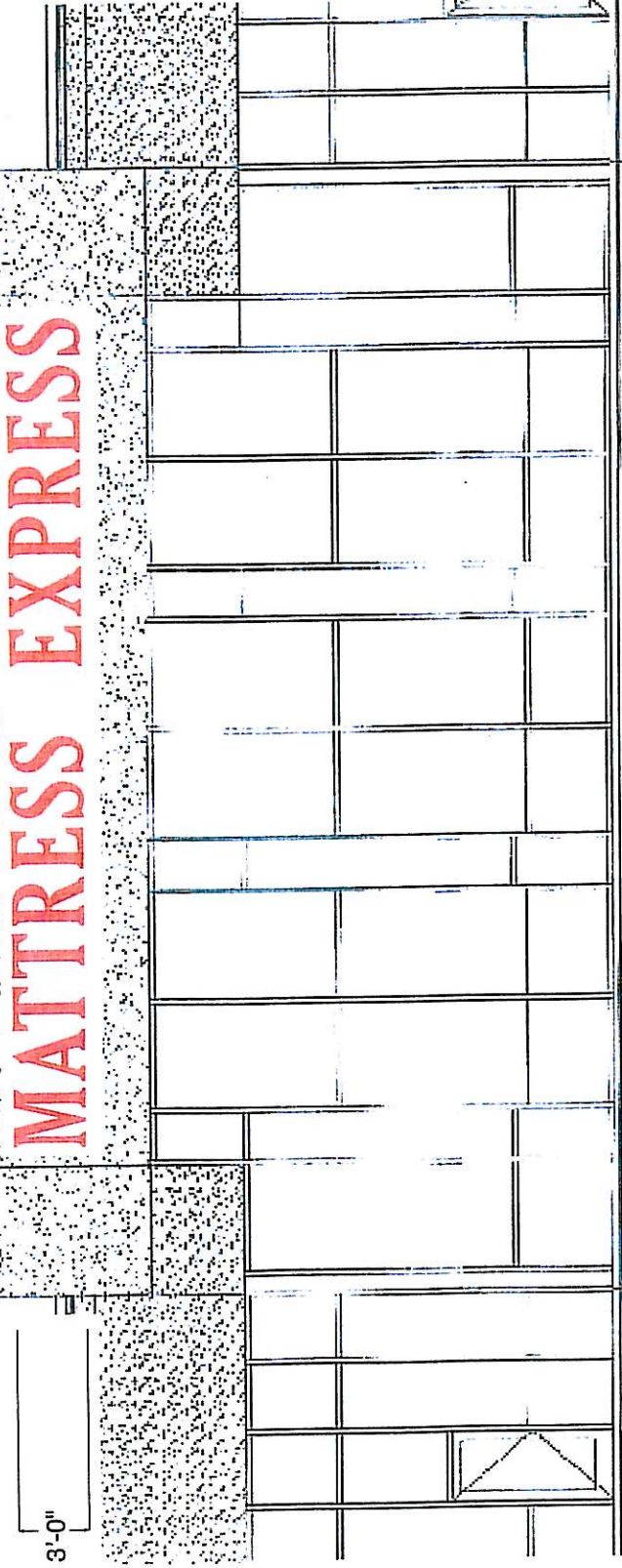
37'-6" glass area

35'-6"

Letters

106.5 SQ'

Typestyle: Cheltenham Bold



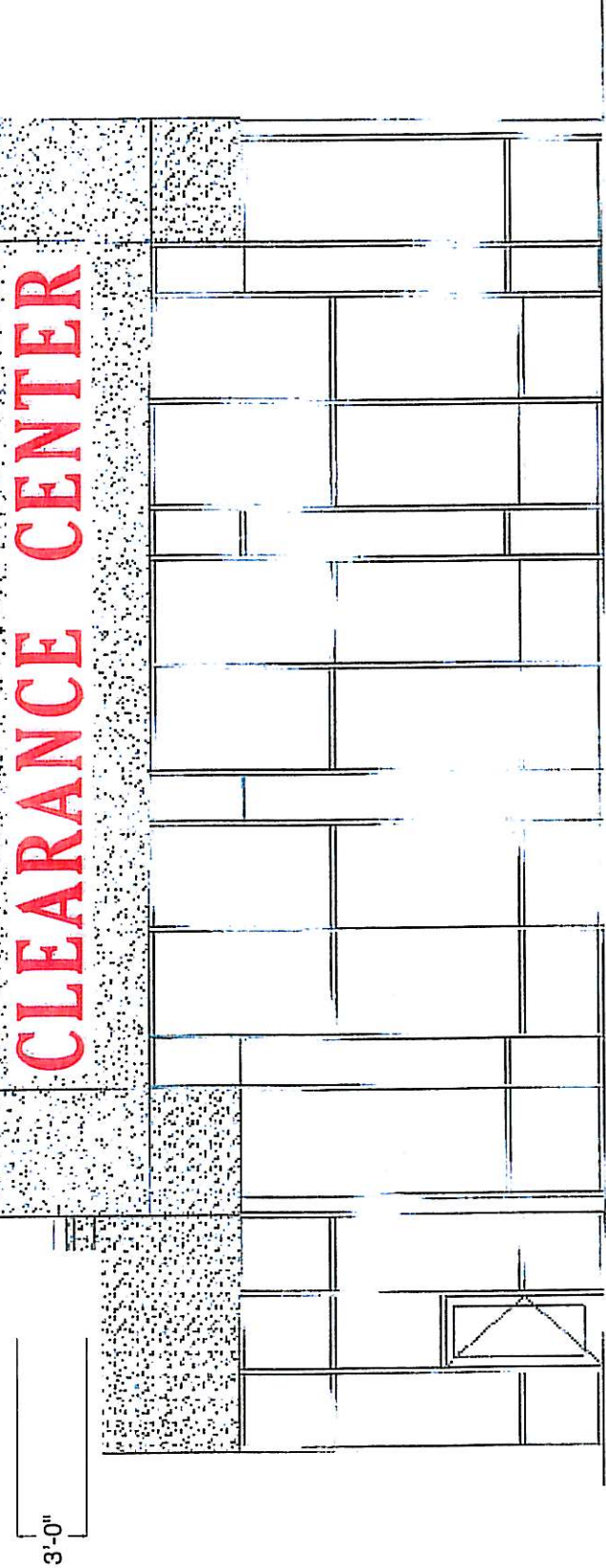
NORTH EAST
ELEVATION

37'-1 5/8" glass area

35'-6"

106.5 SQ'

Typestyle: Cheltenham Bold



NORTH WEST
ELEVATION