

From: Tim Metcalfe - Prez [tim.m@shopmetcalfes.com]
Sent: Saturday, December 05, 2009 6:05 PM
To: Schmidt, Chris
Subject: Target 3:1 Parking Ratio

Chris

I thought I would pass this letter from a customer regarding how people already feel about the parking hear at Hilldale. Feel free to contact her directly.

With a 155,000 sq ft Target with parking ration of 3:1 ratio next to this lot, we are talking a complete disaster. Target needs more parking.

We are 100% in favor of bringing Target to Hilldale however, we feel someone needs to be realistic about the traffic and parking that an 155,000 sq foot store will generate when all the traffic is focused at basically one point of access right next to a lot that is already severely under spaced, over used and highly trafficked.

I am not aware of any Target store in the greater Madison area parked under a 5:1 ratio. They might say they don't need it but, that is easy to say when it is pad parking. Obviously it is costly to put in ramp parking and it is not surprisingly to me that only now does target decide that under 5:1 is now acceptable.

We support Target at Hilldale, we support that added curb cut and entrance along University but, we are extremely concerned about the limited or lack of parking that they will have to support their store and the effect on our customers as they already fight to try to find parking here at Hilldale.

Please pass our concerns on to the UDC

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