



Location

✓4609 University Avenue &
702 North Midvale Boulevard

Applicant

Joseph Freed & Associates/
Target Corporation

From: PUD-GDP-SIP To: Amended
PUD-GDP-SIP

Existing Use

Hilldale Shopping Center

Proposed Use

Amend Hilldale PUD to Allow Construction
of Target Store and to Improve the Sawyer-
Frey Parking Lot

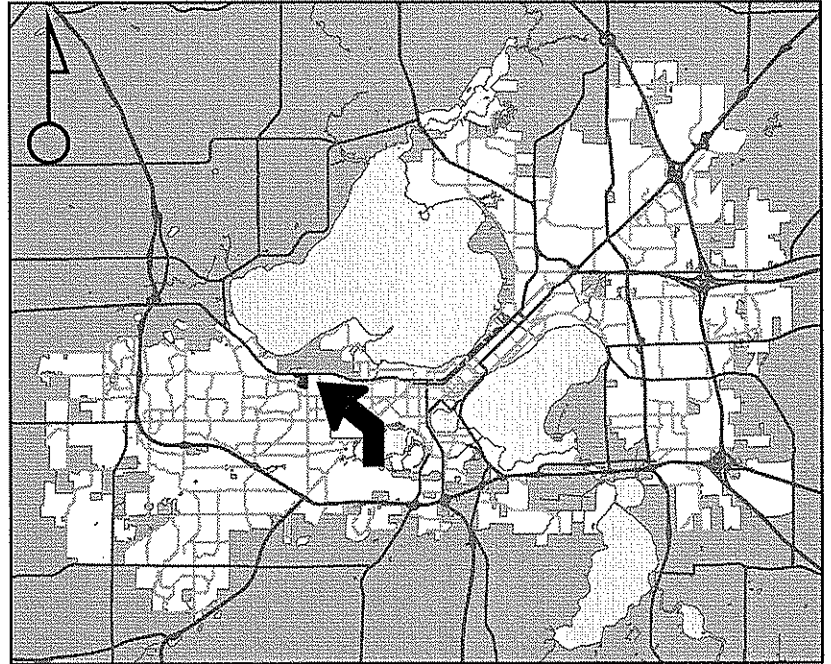
Public Hearing Date

Plan Commission

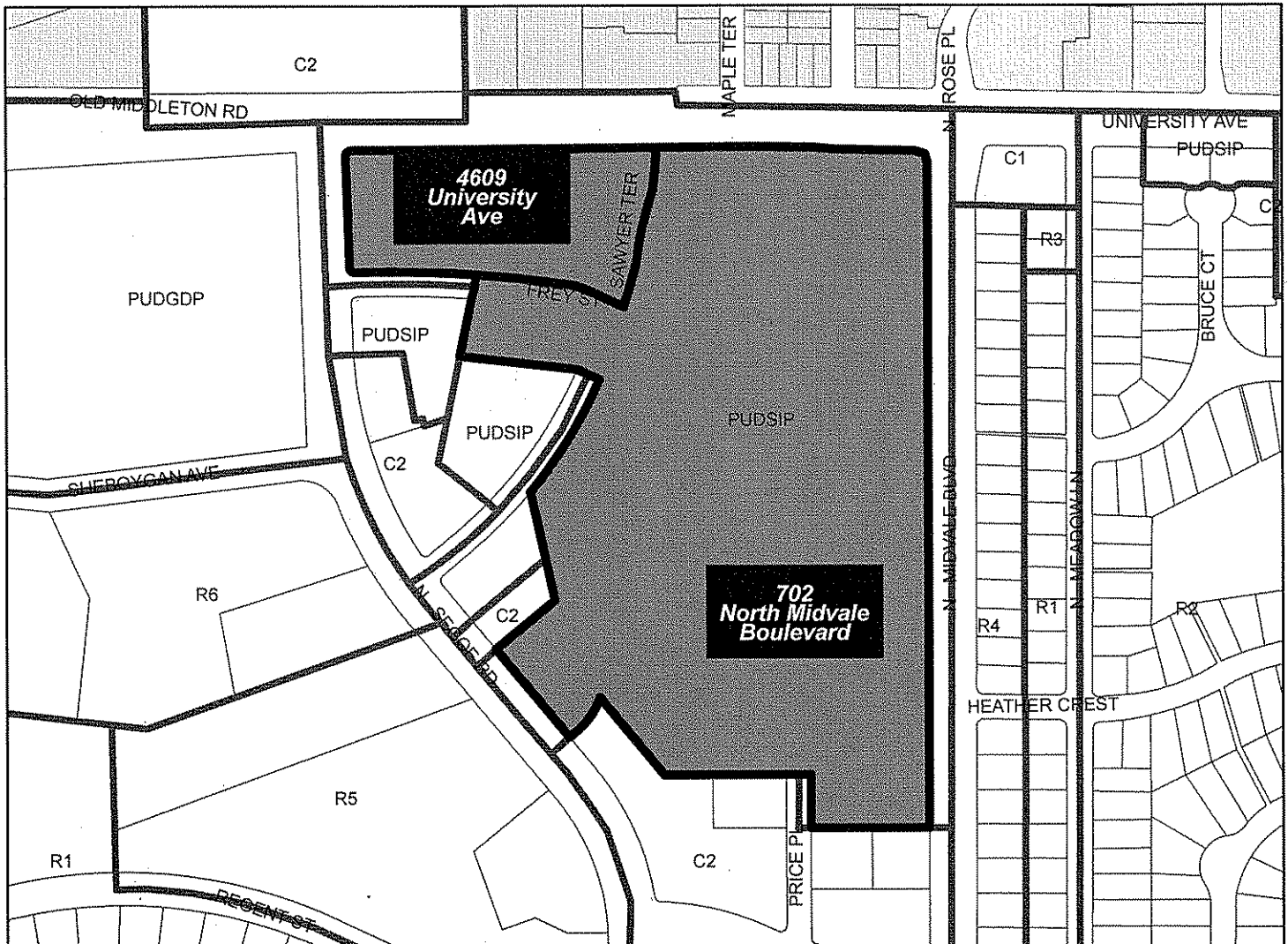
22 February 2010

Common Council

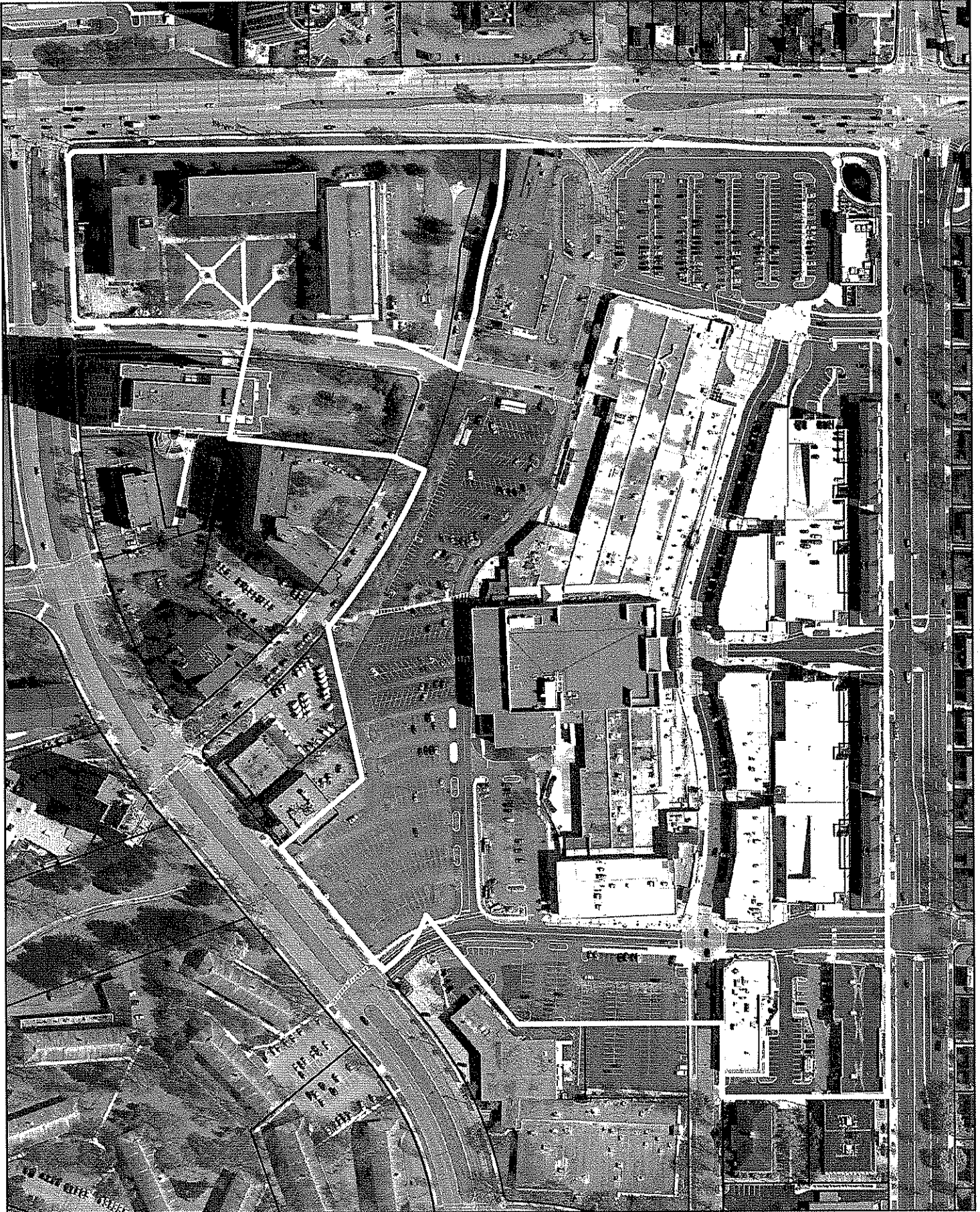
02 March 2010



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'





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 except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- 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
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid	\$2400 ⁰⁰ Receipt No. 106291
Date Received	12/16/09
Received By	JL
Parcel No.	0709 201 2101 2
Aldermanic District	11 Chris Schmidt
GO	PUDSIP; UDD 06; ACC Ho/6
Zoning District	PUDSIP
For Complete Submittal	
Application	Letter of Intent <input checked="" type="checkbox"/>
IDUP	Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	Zoning Text <input checked="" type="checkbox"/>
Alder Notification	Waiver <input checked="" type="checkbox"/>
Ngrbrhd. Assn Not.	Waiver <input checked="" type="checkbox"/>
Date Sign Issued	12/16/09

1. **Project Address:** ~~702 N Midvale Blvd~~ 4609 UNIV. AVENUE **Project Area in Acres:** 6.75
Project Title (if any): Madison Hilldale, WI

2. **This is an application for:**

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)		
<input type="checkbox"/> Rezoning to a Non-PUD or PCD Zoning Dist.: Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	Rezoning to or Amendment of a PUD or PCD District: <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input checked="" type="checkbox"/> Amended Gen. Dev. <input checked="" type="checkbox"/> Amended Spec. Imp. Plan	
<input type="checkbox"/> Conditional Use	<input type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

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

Applicant's Name: Jaci Bell Company: Target Corporation
 Street Address: 1000 Nicollet Mall - TPN 12J City/State: Minneapolis, MN Zip: 55403
 Telephone: (612) 761-4134 Fax: () na Email: jaci.bell@target.com

Project Contact Person: Jaci Bell Company: Target Corporation
 Street Address: 1000 Nicollet Mall - TPN 12J City/State: Minneapolis, MN Zip: 55403
 Telephone: (612) 761-4134 Fax: () na Email: jaci.bell@target.com

Property Owner (if not applicant): Affiliates of Joseph Freed and Associates
 Street Address: 33 South State Street - Suite 400 City/State: Chicago, Illinois Zip: 60603-2802

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: _____
Target retail location on approximately 5.45 acres, with and adjacent parcel opportunity within the overall 6.75 acres.

Development Schedule: Commencement April 2010 Completion July 2011

5. Required Submittals:

- 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:
 - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **1 copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: 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. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee:** \$ 2400 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** 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 Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

- For any applications proposing demolition or removal of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals.

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 n/a Plan, which recommends: _____ for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing 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:

Alderman Chris Schmidt and Mike Lawton -Hill Farms Neighborhood Assoc. 09/23/09

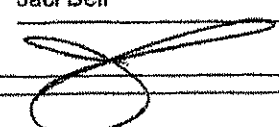
NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: Tim Parks Date: 10/15/09 Zoning Staff: Matt Tucker Date: 10/15/09

Check here if this project will be receiving a public subsidy. If so, indicate type in your Letter of Intent.

The signer attests that this form is accurately completed and all required materials are submitted:

Printed Name Jaci Bell Date 12/9/09

Signature  Relation to Property Owner applicant

Authorizing Signature of Property Owner see attachment Date _____

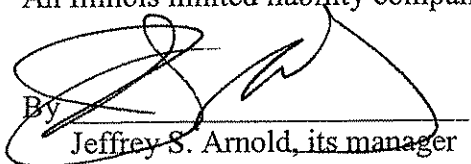
Effective May 1, 2009

ATTACHMENT TO TARGET'S LAND USE APPLICATION

Authorizing Signature of Property Owner:

HD Annex LLC
A Wisconsin limited liability company

By: JFA Management LLC
An Illinois limited liability company

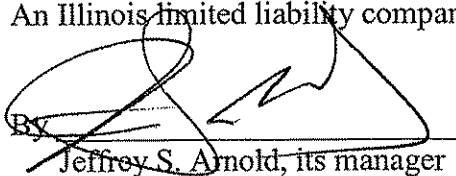

By _____
Jeffrey S. Arnold, its manager

Date: December 9, 2009

Authorizing Signature of Property Owner:

Hilldale Land Company LLC
A Wisconsin limited liability company

By: JFA Management LLC
An Illinois limited liability company


By _____
Jeffrey S. Arnold, its manager

Date: December 9, 2009



Real Estate Department
1000 Nicollet Mall, TPN-12
Minneapolis, MN 55403

Memorandum

To: Madison Plan Commission; Mr Bradley J. Murphy

From: Target Corporation: Jaci Bell

Copy: Ken Saiki Design: Mike Sturm; Joseph Freed and Associates LLC: Adam Fink

Date: December 15, 2009

Subject: Letter of Intent

The Property:

This proposal is for a Unique Single Level Target retail store adjoining the Hilldale Mall on the NW corner of University Avenue and Hilldale Way. The proposed site is 6.75 acres of which 5.45 acres will be developed for the Target store and approximately 1.3 acres will be available for a future development partner. The legal description is attached.

Proposal Description:

The Target store will consist of a raised single level sales floor with parking underneath. The total square footage of the build will be approximately 151,000 square feet which includes the second floor of approximately 143,000 square feet and a lower level circulation lobby of approximately 8,000 square feet. There are approximately 465 parking stalls available for Target parking underneath the building. The development schedule is to start construction in the Spring of 2010 and open in the July of 2011. Our team consists of professional Designers, Architects, and Engineers from Target as well as external partners. Westwood Professional Services is the Civil and Traffic Engineer, Ken Saiki Design is the Landscape Architect and Ryan Construction would be the General Contractor

This type of Target store averages between 150-200 employees depending on which store is developed and the projected sales volume. Normal store hours are 8am to 10pm Monday through Saturday, and 8am to 9pm on Sunday. Holiday hours are extended to offer further convenience to the guests.

Target Corporation first store opened in Madison in March of 1997. Target is actively involved in the communities in which we operate stores and annually contributes 5% of the Corporation's federal taxable income for community involvement programs. In 2009, Target Corporation is celebrating 63 years of giving to local communities.

Discussion and Input:

Target has worked with the Alder, City Staff and Community Organizations in advance of the Plan Commission Meeting, including:

- Alder Schmidt

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- City Staff
- The Hill Farms Neighborhood Neighborhood Association

Sincerely,

Jaci Bell
Senior Development Manager
Target Corporation



Real Estate Department
1000 Nicollet Mall, TPN-12
Minneapolis, MN 55403

Memorandum

To: Madison UDC: Al Martin; City Planning: Tim Parks

From: Target Corporation: Jaci Bell

Copy: Ken Saiki Design: Abbie Moilien; JFA LLC: Adam Fink

Date: January 26, 2010

Subject: Letter of Intent

The Property:

This proposal is for a Unique Single Level Target retail store adjoining the Hilldale Mall on the SW corner of University Avenue and Hilldale Way. The proposed site is 6.75 acres of which 5.45 acres will be developed for the Target store and approximately 1.3 acres will be available for a future development partner. The legal description is attached.

Proposal Description:

The Target store will consist of a raised single level sales floor with parking underneath. The total square footage of the build will be approximately 151,000 square feet which includes the second floor of approximately 143,000 square feet and a lower level circulation lobby of approximately 8,000 square feet. There are approximately 450 parking stalls available for Target parking underneath the building.

The development schedule is to start construction in the Spring of 2010 and open in July of 2011. Our team consists of professional Designers, Architects, and Engineers from Target as well as external partners. Westwood Professional Services is the Civil and Traffic Engineer, Ken Saiki Design is the Landscape Architect and Ryan Construction would be the General Contractor

This type of Target store averages between 150-200 employees depending on which store is developed and the projected sales volume. Normal store hours are 8am to 10pm Monday through Saturday, and 8am to 9pm on Sunday. Holiday hours are extended to offer further convenience to the guests.

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Discussion and Input:

Target has worked with the Alder, City Staff and Community Organizations in advance of the Urban Design Commission Meeting, including:

- Alder Schmidt
- City Staff
- The Hill Farms Neighborhood Association

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Updates:

Traffic

1. 36' wide Hilldale Way, consisting of 3 lanes (2 southbound and 1 northbound). This changed the configuration of the pork chop island from the previous plan.
2. Removal of dedicated right turn lanes on University as well as Hilldale way in favor of a more urban corner with slower judicious right turn movements.
3. Adding a sidewalk along the east side of Hilldale Way. Using a 2' minimum terrace, 5' sidewalk and 2' car overhang, this change pushed the curb line out along the exit lane in the NW corner of Sentry's parking lot. The lane is still 14' wide using the existing north curb line. Other impacts to adding this sidewalk include the need to relocate 3 light poles, a fire hydrant, and 2-3 trees.
4. Access at Hilldale way with 24' wide driveway.
5. Provided 7' terrace and 6' sidewalk along University instead of pushing the sidewalk to the property line per earlier staff comments. This allows room for landscaping and screening.
6. Truck turning movements were revised to show the trucks would stay within the 1st two lanes and do not extend out into to the 3rd lane.
7. Grades were adjusted to reflect the new roadway dimensions.

Landscape

8. Added crushed stone path from southeast corner of Hilldale Way & Frey Street to connect to open space.
9. Changed evergreen screen at loading zone along University Ave. to a wider Arborvitae cultivar.
10. Added street trees along Hilldale Way & removed species labels from street trees (species will be determined by City Forestry).
11. Added Pagoda Dogwood to open space between building and sidewalk along University Avenue.
12. Added planting around exterior bicycle parking.
13. Edited shape & size of bioretention area to accommodate sidewalk changes.
14. Edited shape & size of prairie area to accommodate parking & sidewalk changes.
15. Moved foundation plantings & maintenance strip locations to accommodate building updates.

Architecture

16. Entry added to University Ave. elevation.
17. Elevation adjusted to reflect new entrance and revised shear wall location.
18. Columns at left side of University Ave. elevation adjusted in height.
19. Hilldale Way elevation- left mass adjusted to have columns, planter and green screen.
20. Frey St elevation- right corner mass adjusted to have solid corner element and display window, planter and green screen.
21. Clerestory windows adjusted.

Sincerely,

Jaci Bell
Senior Development Manager
Target Corporation

HILLDALE CENTER 702 N. MIDVALE BLVD.
PUD: GDP-SIP ZONING TEXT

Legal Description: The lands subjected to this Planned Unit Development - Specific Implementation Plan are and shall include those described.

A. Statement of Purpose: This zoning district is established to allow for the rehabilitation and construction of;

- Commercial structures including office and hotel/leisure use;
- Residential structures of which 15% will be Inclusionary Zoning units;
- Parking and circulation facilities;
- Utility infrastructure;
- Site improvements.

B. Permitted Uses:

- Commercial uses as permitted in the C2 District and as shown on the approved plans.
- Multi-family residential uses as permitted in the R4 District and as shown on the approved plans.
- Accessory uses related to the permitted uses as denoted above, including outdoor eating areas for restaurants as shown on approved specific implementation plans.
- Public and quasi-public uses, including, for example but not limited to, post office facilities and governmental facilities.

C. Lot Area: The extent of the entire PUD site area that is included in this Phase II SIP and as shown on approved plans.

D. Floor Area Ratio/ Building Heights: Building heights and floor area ratio shall be as shown on approved plans.

E. Yard Requirements: Yard areas and usable open space where applicable will be provided as shown on approved plans.

F. Landscaping: Site landscaping will be provided as shown on the approved plans.

G. Accessory Off-Street Parking & Loading: Accessory Off-Street Parking & Loading will be provided as shown on the approved plans.

H. Lighting: Site lighting will be provided as shown on the approved plans.

I. Signage: Signage will be provided per Chapter 31 of the Madison General Ordinance, as compared to the C2 district, and as approved by Urban Design Commission and Zoning staff.

- J. **Family Definition:** The family definition of this PUD-SIP shall coincide with the definition given in Chapter 28.03 (2) of the Madison General Ordinance for the R1 zoning district.
- K. **Alterations and Revisions:** Alterations and Revisions: No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Community & Economic Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.
- L. The maximum floor-to-area ratio and dwelling unit densities that could potentially be allowed by the standards included in the General Development Plan may or may not be ultimately achieved upon full build-out of the site. The additional dwelling units proposed and additional square footage of development proposed beyond the Phase II SIP shall require review and approval of a Specific Implementation Plan for each phase of additional development. Each phase shall be reviewed against the standards included in the Planned Unit Development section of the Zoning Ordinance to determine if the additional development can be accommodated on the site in a manner which does not have a substantial negative impact on the uses, values and enjoyment of other properties within the neighborhood for uses already permitted.
- M. No exterior construction work to take place on Sundays. Construction may begin as early as 6:00 AM with alder notification, for quiet activities such as pouring concrete.

MADISON HILLDALE TARGET #T-2765

LARGE FORMAT RETAIL ORDINANCE

ITEM #	TEXT FROM ORDINANCE	PROPOSED TARGET DESIGN
	(f) Large Retail Developments.	
1	<p>Statement of Purpose. The purpose for this section is to provide a regulatory framework to ensure that large-format retail development promotes the efficient use of land and preserves and enhances the urban fabric through a more urban site and building design. In applying this ordinance to the redevelopment, expansion, or remodeling of existing sites, it is the intent of this ordinance to seek improvements, while recognizing that existing constraints will likely make full compliance with all provisions of this section difficult or infeasible. BOARDS, COMMISSIONS, AND COMMITTEES Sec. 33.24(4)(f)2. 33 – 65 Rev. 6/15/07</p>	
2	<p>Applicability. All new retail development that is on a single zoning lot and has a total gross floor area (GFA) of forty thousand (40,000) square feet or more shall be subject to this ordinance. Total GFA shall be calculated by adding the GFA of all buildings on a zoning lot. When applying the requirements below, the Urban Design Commission, Plan Commission, and staff shall consider relevant design recommendations in any element of the City's Master Plan or other adopted City plans.</p>	<p>Total square footage = 150,723 grade level = 7757 sf store level = 142,966 sf</p>
	<p>a. Any single retail business establishment that has a total GFA of fortythousand (40,000) or more square feet shall be subject to Paragraphs 3 through 14 below.</p>	
	<p>b. All development on a single zoning lot shall be subject to Paragraphs 7 through 14 below.</p>	
	<p>c. The Plan Commission may waive one or more of the requirements in Par. 4 through 14 below, if it determines that unique or unusual circumstances warrant special consideration to achieve a superior design solution.</p>	
	<p>d. Proposals for additions, exterior building alterations, or site alterations to existing structures currently used for, or originally designed to accommodate, a retail development that has a GFA of forty thousand (40,000) or more square feet shall be approved pursuant to the applicable ordinances relating to the alteration of approved projects and shall comply with these requirements to the extent possible, given the constraints of the existing sites and structures.</p>	<p>Not an addition, exterior building alteration or existing structure</p>
	<p>e. Proposals for alterations to existing developments that currently exceed or are proposed to exceed the maximum building footprint, as described in Par. 2, below, shall be approved pursuant to the applicable ordinances relating to the alteration of approved projects and shall comply with these requirements to the extent possible, given the constraints of the existing sites and structure.</p>	<p>Not an existing development</p>
3	<p>Maximum Building Footprint. No single new retail business establishment shall exceed a building footprint of one hundred thousand (100,000) square feet as defined by the exterior walls. Other separately-owned retail business establishments, entertainment, office, and residential uses not associated with the proposed business establishment shall not be counted towards the one hundred thousand (100,000) square foot limit.</p>	<p>Building exceeds 100,000 SF - must take item 3.a) into consideration.</p>



MADISON HILLDALE TARGET #T-2765

LARGE FORMAT RETAIL ORDINANCE

ITEM #	TEXT FROM ORDINANCE	PROPOSED TARGET DESIGN
	<p>a. Notwithstanding the above, the Plan Commission may consider a single retail establishment exceeding one hundred thousand (100,000) square feet if the design includes one or more of the following elements:</p> <ul style="list-style-type: none"> i. Multi-story development. ii. Mixed use development. iii. Structured or underground parking facilities. <p>b. Other design features that the Urban Design Commission and/or Plan Commission may consider in support of a single retail establishment exceeding one hundred thousand (100,000) square feet include:</p> <ul style="list-style-type: none"> i. Stormwater management plans with on site treatment and retention well in excess of current requirements. ii. Energy efficient design iii. Green building design. iv. Green roof. 	<p>i. The stormwater management system exceeds the current requirements as follows: Sediment Control (water quality treatment): Required = 40% TSS removal Provided = 72% TSS removal</p> <p>Controlling Flow Rate: Not required for site Existing 100-yr peak flow = 43.2 cfs Proposed 100-yr peak flow = 41.0 cfs</p> <p>Infiltration: Not required for redevelopment Propose to infiltrate 0.17 ac-ft (13.5% of 2-yr event runoff volume)</p> <ul style="list-style-type: none"> ii. Energy efficient design- Building is LEED-compliant (would rate LEED silver if pursuing certification) iii. Green building design. - Building is LEED-compliant
4	<p>4 Facades and exterior walls. The requirements of this section shall apply to any single retail business establishment of that has a GFA of forty thousand (40,000) or more square feet. These requirements apply to facades that are visible from a public street, or adjacent properties, or rights-of-way. Sec. 33.24(4)(f)4.a. BOARDS, COMMISSIONS, AND COMMITTEES Rev. 6/15/07 33 – 66</p>	<p>The longest façade is approx. 494'. 3% of this would equal 14.82'. Stairwells will be used to achieve articulation with the stairwell depth at 13'-0". Space between stairwells at south façade is 149', but features vertical fin elements and windows to visually break up the façade.</p>

MADISON HILLDALE TARGET #T-2765

LARGE FORMAT RETAIL ORDINANCE

ITEM #	TEXT FROM ORDINANCE	PROPOSED TARGET DESIGN
	<p>b. Ground floor facades that face or abut public streets with pedestrian and vehicular access shall incorporate the following types of features along no less than 60 percent of their horizontal length in a manner determined sufficient by the Plan Commission:</p> <ul style="list-style-type: none"> i. Arcades. ii. Windows for vision, display, or daylighting. iii. Customer entrances, in addition to the requirements of Par. 6, below. iv. Awnings, canopies, or porticos. v. Outdoor patios, or community features as described in Par. 11.a. 	<p>The design includes the following features at the grade level:</p> <ul style="list-style-type: none"> i. Arcade or trellis at the Frey Street pedestrian entry. ii. 3 display windows at the Frey Street elevation iii. Major entrance at Hilldale Way iv. Entrance canopy at major entrance v. Public outdoor spaces at major entrance on Hilldale Way and corner of Hilldale/Frey Street.
	<p>c. Building facades shall include a repeating pattern that includes no less than three (3) of the following elements:</p> <ul style="list-style-type: none"> i. Color change ii. Texture change iii. Material module change iv. Expression of architectural or structural bay through a change in plane no less than 24 inches in width, such as an offset, reveal or projecting rib. 	<p>The building is highly articulated in both material and form. A strong brick base will anchor the building into the ground and create retaining walls/planter areas, as the ground elevation changes. The entry lobby is highly visible and easy to find. It features 2-story glazing, a strong overhang and is anchored by a stone blade element at the corner. The elevated store is clad in cement board panels with reveals. Vertical fins help to articulate and modulate the facades. Stairtower elements will feature translucent fiberglass panels. Other elements featured include the food service seating and fitting room mass, which feature cement board siding in varied widths and glazing.</p>
	<p>d. At least one (1) of the above elements shall repeat horizontally. All elements shall repeat at intervals of no more than thirty (30) feet, either horizontally or vertically.</p>	<p>There are several locations where the horizontal dimension exceeds 30' - but proposed design is in-scale with the entire building.</p>
<p>5</p>	<p>Roofs. Requirements of this section shall apply to any single retail business establishment that has a GFA of forty thousand (40,000) or more square feet.</p> <ul style="list-style-type: none"> a. Rooflines shall be varied with a change in height every seventy-five (75) linear feet in the building length. b. Roofs shall have features such as: <ul style="list-style-type: none"> i. Parapets, gable roofs, hip roofs, or dormers that shall be used to conceal roof top equipment from public view. The average height of parapets shall not exceed fifteen percent (15%) of the height of the supporting wall, and parapets shall not at any point exceed one third (1/3) of the supporting wall. Parapets shall feature three dimensional cornice treatments. ii. Overhanging eaves, that extend no less than three (3) feet past the supporting walls. iii. Three (3) or more roof slope planes, with varying lengths and designs. 	<ul style="list-style-type: none"> i. Parapets are used to conceal roof top equipment from public view. The typical parapet will feature a cap. The entrance corner features large overhangs at the lobby that wrap around the food service windows at the corner. <p>The projecting stairwells have lowered roofs, thus the view from the street will be a varied roofline.</p>

MADISON HILLDALE TARGET #T-2765

LARGE FORMAT RETAIL ORDINANCE

ITEM #	TEXT FROM ORDINANCE	PROPOSED TARGET DESIGN
6	<p>Material and Colors.</p> <p>Requirements of this section apply to facades that are visible from a public streets, or adjacent properties, or rights-of-way on any single retail business establishment that has a GFA of forty thousand (40,000) or more square feet. Predominant exterior building materials shall be high quality materials, including, but not limited to brick; wood; stone; tinted and textured concrete masonry units. Exterior insulation and finish systems (EIFS) may not be used on the lower three (3) feet of any facade. BOARDS, COMMISSIONS, AND COMMITTEES Sec. 33.24(4)(f)7. 33 – 67 Rev.</p>	<p>High quality materials are being proposed. Brick is a major material, along with stone accent elements. Cement board siding with reveals is proposed for the main body of the elevated store, with a brick base, vertical fin elements and windows where possible.</p>
7	<p>Customer Entrances.</p> <p>a. Each principal building on the site shall have a clearly defined, highly visible, customer entrance featuring no fewer than three (3) of the following:</p> <ul style="list-style-type: none"> i. Canopies or porticos ii. Overhangs iii. Recesses / Projections iv. Arcades v. Raised corniced parapets over the door vi. Display windows vii. Peaked roof forms viii. Arches ix. Outdoor patios x. Architectural details, such as tile work and moldings that are integrated into the building xi. Integral planters or wing walls that incorporate landscaped areas and/or places for sitting <p>b. All sides of a building that directly abut a public or private right-of-way that provides vehicular and pedestrian access to the site shall feature at least one (1) customer entrance. The entry may utilize a pedestrian plaza, entry portico, or other community feature as described in Par. 1.f, below, between the building and sidewalk. Where a building directly abuts two (2) or more public or private rights-of-way, this requirement shall apply to at least one sides of the building that abuts the most traveled rights of way providing pedestrian and/or vehicular access to the site. Corner entrances may be considered to meet this requirement.</p>	<p>The entry and lobby design includes the following:</p> <ul style="list-style-type: none"> i. Canopy ii. Overhangs iii. Recesses / Projections ix. Outdoor patios xi. Integral planters or wing walls that incorporate landscaped areas and/or places for sitting <p>The main guest entrance will be facing Hilldale Way. Access from University is provided by a pedestrian access under building. Access from Frey Street is provided to the east of the vehicular access, in the form of a entry trellis.</p>
8	<p>Site Design.</p> <p>The following requirements apply to the entire zoning lot.</p> <p>a. A development must have at least one element of one building with a maximum setback of twenty (20) feet, adjacent to a street frontage that abuts a right-of-way that is projected to have the most pedestrian activity associated with the building(s). The setback for this element may be reasonably increased to a maximum of sixty-five (65) feet or eighty-five (85) feet, as described in Par. 8.b., below if the lot size and configuration prevent a functional site design or to provide cross access to adjacent parcels.</p>	<p>The building essentially fills the site and is aligned with University Avenue to respond to the larger urban context. The only parking that extends beyond the building footprint is to the west and is below street level.</p>

MADISON HILLDALE TARGET #T-2765

LARGE FORMAT RETAIL ORDINANCE

ITEM #	TEXT FROM ORDINANCE	PROPOSED TARGET DESIGN
	<p>b. A development must follow one of the following three (3) options adjacent to the street that is projected to have the most pedestrian activity associated with the building(s). The requirements may be met using any combination of buildings on the zoning lot. The site may be designed to utilize any combination of the three (3) setbacks, i. through iii., below. If a zoning lot directly abuts two (2) or more public or private rights-of-way, there are no requirements for additional street frontages.</p>	<p>See response above. A brick screen wall is provided at the parking garage area underneath the store.</p>
	<p>i. At least fifty percent (50%) of adjacent street frontage shall be occupied by building facades with a maximum setback of twenty (20) feet. This requirement may be met by using any combination of buildings on the zoning lot. No off street parking facilities shall be located between the facade(s) directly abutting the street and the adjacent street. Sec. 33.24(4)(f)8.b.ii. BOARDS, COMMISSIONS, AND COMMITTEES Rev. 6/15/07 33 – 68</p>	
	<p>ii. At least sixty percent (60%) if adjacent street frontage shall be occupied by building facades with a maximum setback of sixty-five (65) feet. This setback shall allow for a only a single drive aisle and one row of perpendicular parking with building entrance access and required landscaped buffer as stated in Par. 8.d., below. This setback may be extended to a maximum of seventy-five (75) feet, if traffic circulation, drainage and/or other site design issues</p>	<p>Property does not directly abut residential.</p>
	<p>c. Where a facade abuts property used or zoned for residential purposes, an earthen berm or retaining wall no less than four (4) feet in height shall be provided. The berm or area behind the retaining wall shall be planted, at a minimum, with a double row of evergreen (or a combination of evergreen and deciduous) trees at intervals of fifteen (15) feet on center, or in clusters or clumps.</p>	<p>Design will meet this requirement.</p>
	<p>d. One (1) street tree shall be planted every thirty (30) feet along that part of the perimeter of the parcel that abuts a public right of way. These trees may be planted in clusters.</p>	
	<p>e. The requirement of Subparagraphs a. and b. above, shall be in addition to other applicable landscape requirements as set forth in Sec. 28.04 of these ordinances.</p>	
	<p>9 Parking Lots. The following requirements apply to the entire zoning lot.</p>	
	<p>a. The design and appearance of parking structures must complement the structures they serve and minimize their utilitarian appearance by using design treatments such as colonnades, arcades, awnings, and street furniture or other public amenities. Compatible materials, coordinated landscaping and screening, appropriate building color, lighting, and signage shall be part of all garage facades.</p>	<p>The majority of the parking will be underneath the building and designed to be integral with the building.</p>
	<p>b. Any provided parking that exceeds the minimum requirements by more than sixty (60) percent (60%) shall include one (1) or more of the following, as approved by the Plan Commission, to sufficiently offset the negative effects of additional paved surfaces:</p>	<p>Parking provided does not exceed the minimum.</p>
	<p>i. A stormwater infiltration plan that may include such solutions as bioretention swales or permeable paving materials.</p>	<p>Parking Requirements = 1 space per 300 gross SF 150,000 approx SF* = 500 parking stalls</p>
	<p>ii. Landscaped areas in addition to existing requirements.</p>	<p>*If this was an on-grade store the square footage would be 140,000 sf, thus parking requirement = 466 parking stalls Actual provide is approx 460 +/-</p>
	<p>iii. Businesses with less than one hundred (100) employees shall have a Transportation Demand Management Plan or participate in a Transportation Management Association.</p>	
	<p>iv. Structured parking.</p>	



MADISON HILLDALE TARGET #T-2765

LARGE FORMAT RETAIL ORDINANCE

ITEM #	TEXT FROM ORDINANCE	PROPOSED TARGET DESIGN
	<p>c. Off street parking facilities shall be located at least ten (10) feet from any property line and/or right-of-way and utilize a landscape buffer that includes trees, shrubs, decorative fencing, benches, flowerbeds, ground covers, or other high quality materials. BOARDS, COMMISSIONS, AND COMMITTEES Sec. 33.24(4)(f)9.d. 33 – 69 Rev. 6/15/07-</p>	<p>A brick screen wall is provided at the parking garage area underneath the store.</p>
	<p>d. Transportation Demand Management. Any single retail business establishment of forty thousand (40,000) square feet or more with one hundred (100) or more full-time employees or full-time equivalents is required to have a Transportation Demand Management (TDM) Plan, or participate in a Transportation Management Association (TMA), if one is available in the geographic area of the establishment. This requirement shall also apply to any such existing retail business establishment proposing an addition or alteration, and that will have one hundred (100) or more full-time employees or full-time equivalents.</p> <p>i. The TDM Plan shall generally describe the applicant's intent with respect to reducing the number of single-occupant automobile trips and list the methods the applicant intends to use. These methods shall be based on the transportation choices available and indicate if the applicant will provide for either the full price to purchase a monthly bus pass from Madison Metro, or provide for three (3) or more of the following options to all employees: ridesharing/car pool matching; preferred parking for ridesharing; secured bicycle parking, showers and lockers; employee commuting subsidies or awards; emergency ride home program; employer-subsidized bus passes; provision of real-time transit information; or other options proposed by the employer to discourage the use of single-occupant vehicles, and as approved by the City.</p> <p>ii. The employer shall make the provisions in its Plan available to all employees.</p> <p>iii. The Plan shall describe the traffic/parking impacts of the development and shall provide specific details on the measures the employer will use to monitor the traffic/parking impacts.</p> <p>e. For every twelve (12) to fifteen (15) parking stalls in a continuous row, at least one canopy tree shall be required in an interior parking island pursuant to the requirements of Sec. 28.04 of the ordinances.</p>	<p>A TDM has been submitted to the City.</p> <p>Our site design meets this requirement.</p>
10	<p>Outdoor Storage, Trash Collection, Loading Areas and Mechanical Equipment.</p> <p>The following requirements apply to the entire zoning lot.</p> <p>a. Areas for outdoor storage, truck parking, trash collection or compaction loading, or other such uses shall not be visible from public or private abutting rights-of-way.</p> <p>b. No areas for outdoor storage, trash collection or compaction, loading, or other such uses shall be located within twenty (20) feet of any public or private street, public sidewalk, or internal pedestrian way.</p> <p>c. Loading docks, truck parking, outdoor storage, utility meters, HVAC equipment, trash collection (i.e. dumpsters), trash compaction, and other service functions shall be incorporated into the overall building design and use screening and/or landscaping so that the visual and acoustic impact of these functions are fully contained and out of view from adjacent properties and public streets. Screening materials shall not be different from or inferior to the principal materials of the building and landscape. Sec. 33.24(4)(f)10.d. BOARDS, COMMISSIONS, AND COMMITTEES Rev. 6/15/07 33 - 70</p>	<p>Screening will be provided.</p> <p>Requirement is met.</p> <p>The receiving area is located along University and have a screen wall at the University facade.</p>

5

MADISON HILDALE TARGET #T-2765

LARGE FORMAT RETAIL ORDINANCE

ITEM #	TEXT FROM ORDINANCE	PROPOSED TARGET DESIGN
	<p>d. Non-enclosed areas for the storage and sale of seasonal inventory shall be permanently defined and screened with walls and/or fences. Materials, colors, and design of screening walls and/or fences shall conform to those used as predominant materials and colors on the building. If such areas are to be covered, then the colors and materials of the covering shall conform to those used as predominant materials and colors on the building(s).</p>	<p>No exterior storage will be used on the site.</p>
11	<p>Pedestrian Circulation. The following requirements apply to the entire zoning lot. a. Sidewalks at least six (6) feet in width shall be provided along all sides of the site abutting a public or private right-of-way. Public sidewalks within the right-of-way may be used to meet this requirement. b. Continuous internal pedestrian walkways at least six (6) feet in width shall be provided from the public sidewalk or right-of-way to the principal customer entrance of all buildings on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, building and store entry points. Walkways shall have adjoining landscaped areas along at least fifty percent (50%) of their length. These areas shall include trees, shrubs, benches, flowerbeds, ground covers, or other such materials. c. Sidewalks at least eight (8) feet in width shall be provided along the full length of the building facade featuring a customer entrance, and along any facade abutting public parking areas and shall provide at least eight (8) feet in width clear from any merchandise, vending, or other obstructions. These sidewalks shall be located at least six (6) feet from the facade to provide planting beds for foundation landscaping, except where features such as arcades, or entryways, or community features, as defined in Par. 11, below, are part of the facade. d. Internal pedestrian walkways provided in conformance with Par. 10.b., above, shall have weather protection features, such as awnings or arcades within thirty (30) feet of all customer entrances and shall be constructed parallel to the facade of the building but need not extend into driving aisles or parking areas. e. All internal pedestrian walkways and crosswalks shall be distinguished from driving surfaces to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways. Walkway materials shall be of durable, low-maintenance surface materials, such as pavers, bricks, or scored concrete. Signs shall be installed to designate pedestrian walkways. f. Sidewalks shall connect transit stops on or off-site as well as to nearby residential neighborhoods. g. Sidewalks shall be provided along the full length of any side of a building adjoining a parking lot. BOARDS, COMMISSIONS, AND COMMITTEES Sec. 33.24(4)(f)12. 33 - 71 Rev. 6/15/07</p>	<p>Requirement is met. Requirement is met. Requirement is met. Requirement is met. Requirement is met. Requirement is met. Requirement is met.</p>
12	<p>Central Features and Community Spaces. The following requirements apply to the entire zoning lot.</p>	<p>Requirement is met.</p>

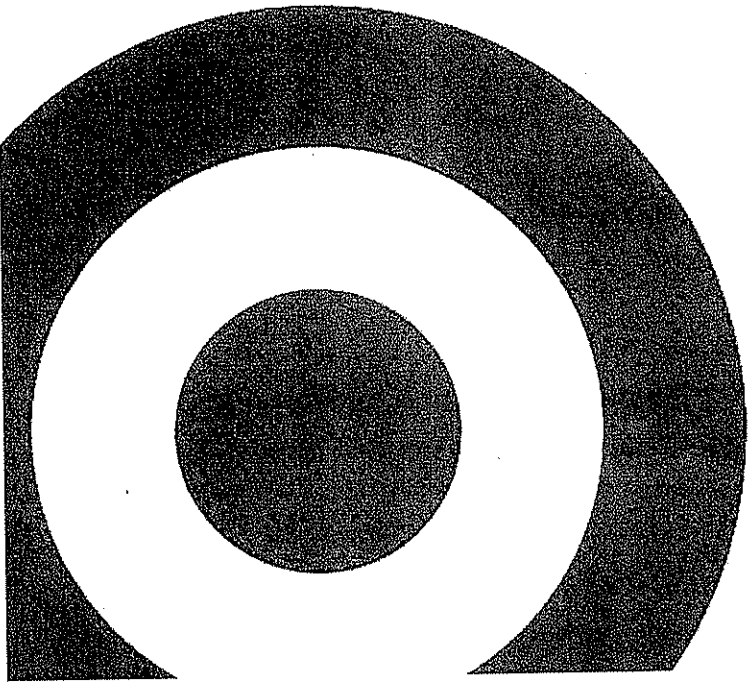


MADISON HILLDALE TARGET #T-2765

LARGE FORMAT RETAIL ORDINANCE

ITEM #	TEXT FROM ORDINANCE	PROPOSED TARGET DESIGN
	<p>a. At least one (1) of the following central features and community spaces shall be provided for each forty thousand (40,000) GFA of building on the zoning lot. A minimum of two (2) is required and each central features and community space shall each occupy a minimum of 400 square feet in area.</p> <ul style="list-style-type: none"> i. Patio / seating area ii. Pedestrian plaza with benches iii. Transportation center iv. Window shopping walkway v. Outdoor playground area vi. Kiosk area vii. Water feature viii. Planter walls ix. Other deliberately shaped area and/or focal feature or amenity that adequately enhances the community and public spaces. x. Outdoor employee amenities, such as a break area. <p>b. All of the above, except outdoor employee amenities, shall have direct access to the public sidewalk network and shall not be constructed of materials that are inferior to the principal materials of the building and landscape.</p>	<p>Design includes:</p> <ul style="list-style-type: none"> i. Patio/seating area ii. Pedestrian plaza with benches viii. Planter walls <p>Exterior public spaces provided:</p> <ul style="list-style-type: none"> - 14,700 sf open space at the corner of Hilldale Way and Frey. - This space features walking paths, bench seating, plantings. - 5170 sf patio (including ramping, steps and walks) at main entrance to building. This space will include seating, planters and canopy at building entry.
13	<p>Delivery/Loading Options.</p> <p>The following requirements apply to the entire zoning lot.</p> <p>No delivery, loading, trash removal or compaction, or other such operations shall be permitted between the hours of 10:00 PM and 7:00 AM unless the applicant submits evidence that sound barriers between all areas for such operations effectively reduce noise emissions to a level of 45 dB or less, as measured at the lot line of any adjoining property.</p>	<p>Target will prepare information on air handler units and noise generated.</p>
14	<p>Smaller Retail Establishments</p> <p>All individual retail business establishments that have a GFA of less than forty thousand (40,000) square feet and have an exterior entrance shall have a first-level facade that is transparent between three (3) feet and eight (8) feet above the walkway grade for no less than sixty percent (60%) of the horizontal length of the building facade. (Cr. by ORD-05-00067, 4-16-05)</p>	<p>Target is over 40,000 SF.</p>
	<p>(g) Duties of the Secretary.</p> <p>When, subsequent to the approval of a plan by the Plan Commission adopting the recommendations of the Urban Design Commission, a developer finds it necessary to alter the plans, the secretary of the Urban Design Commission may approve changes, if in the exercise of her/his professional judgment a change does not substantially alter the approved design. (Renumbered: by Ord. 8516, 2-5-85 and ORD-05-00067, 4-16-05)</p>	

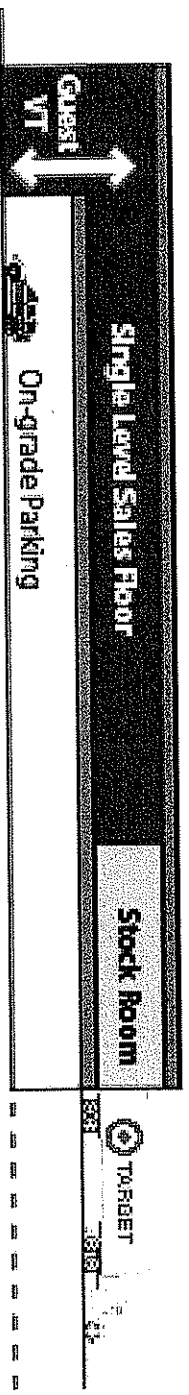
Madison WI Hilldale Mall



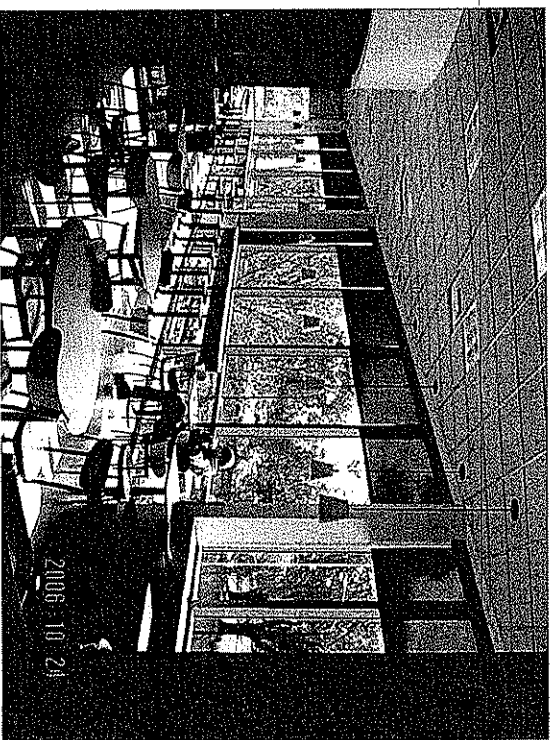
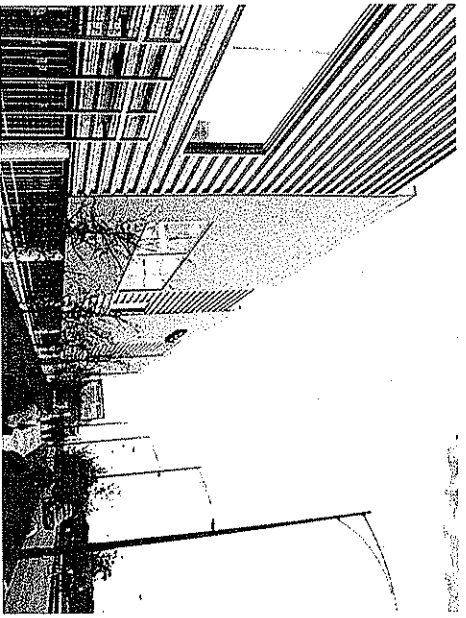
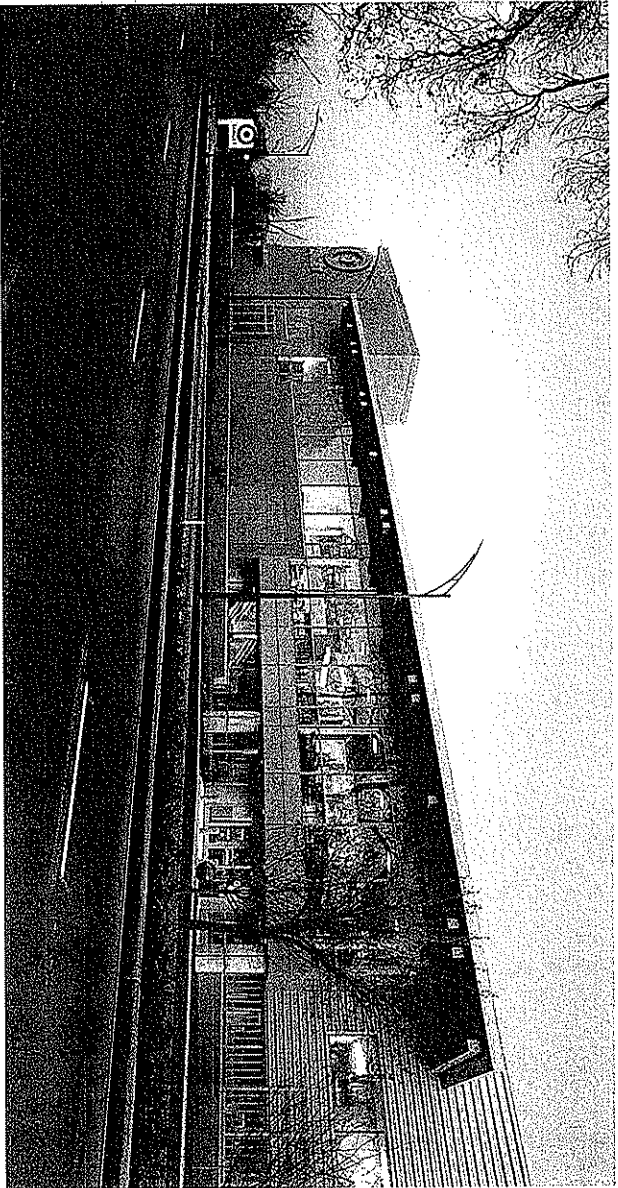
Project Description

This proposed Target store is a 2-level design, with parking at the street level and the store above. (Raised Single-Level Store or RSL)

- The site slopes significantly from a high point at the west to the east. The access to receiving is at the upper level off University, while the parking access is at the lower level University Avenue, Hilldale Way and Frey Street.
- The 2-story entry lobby is located on Hilldale Way, facing east towards Hilldale Mall. The lobby will feature 2 elevators, up and down escalators, down cart conveyor and stairs to access the store level above.



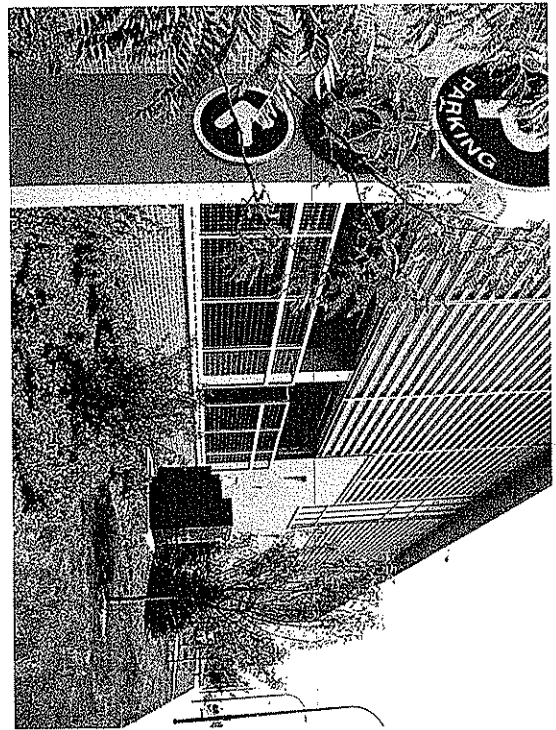
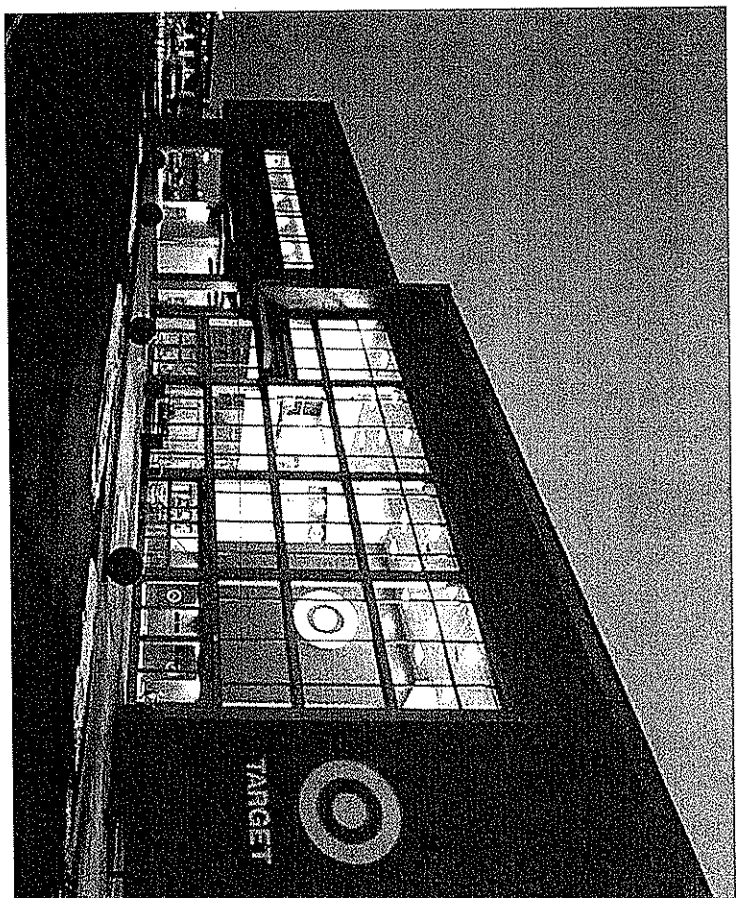
Raised Single-Level Store Examples



Chicago Peterson Avenue



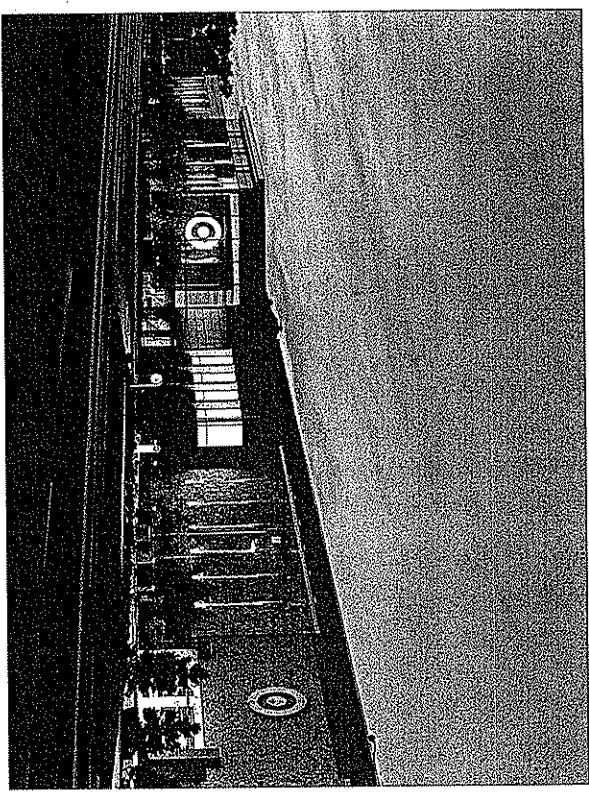
Raised Single-Level Store Examples



Chicago - Oak Lawn IL



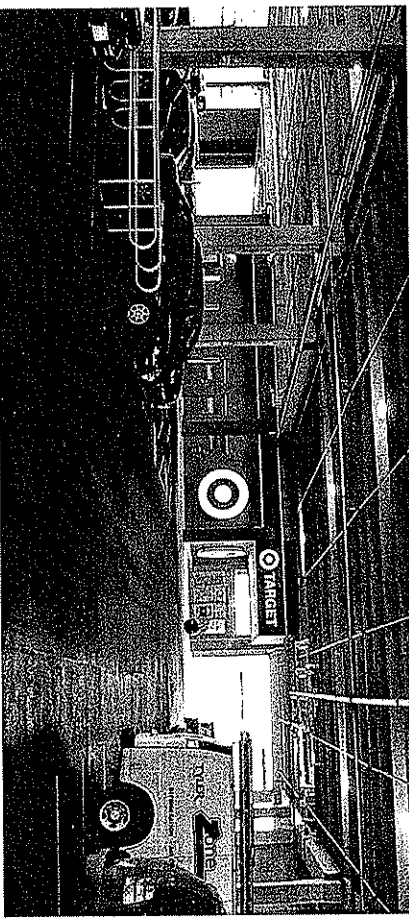
Raised Single-Level Store Examples



Distinctive, Visible Lobby



Vertical Transportation at Lobby

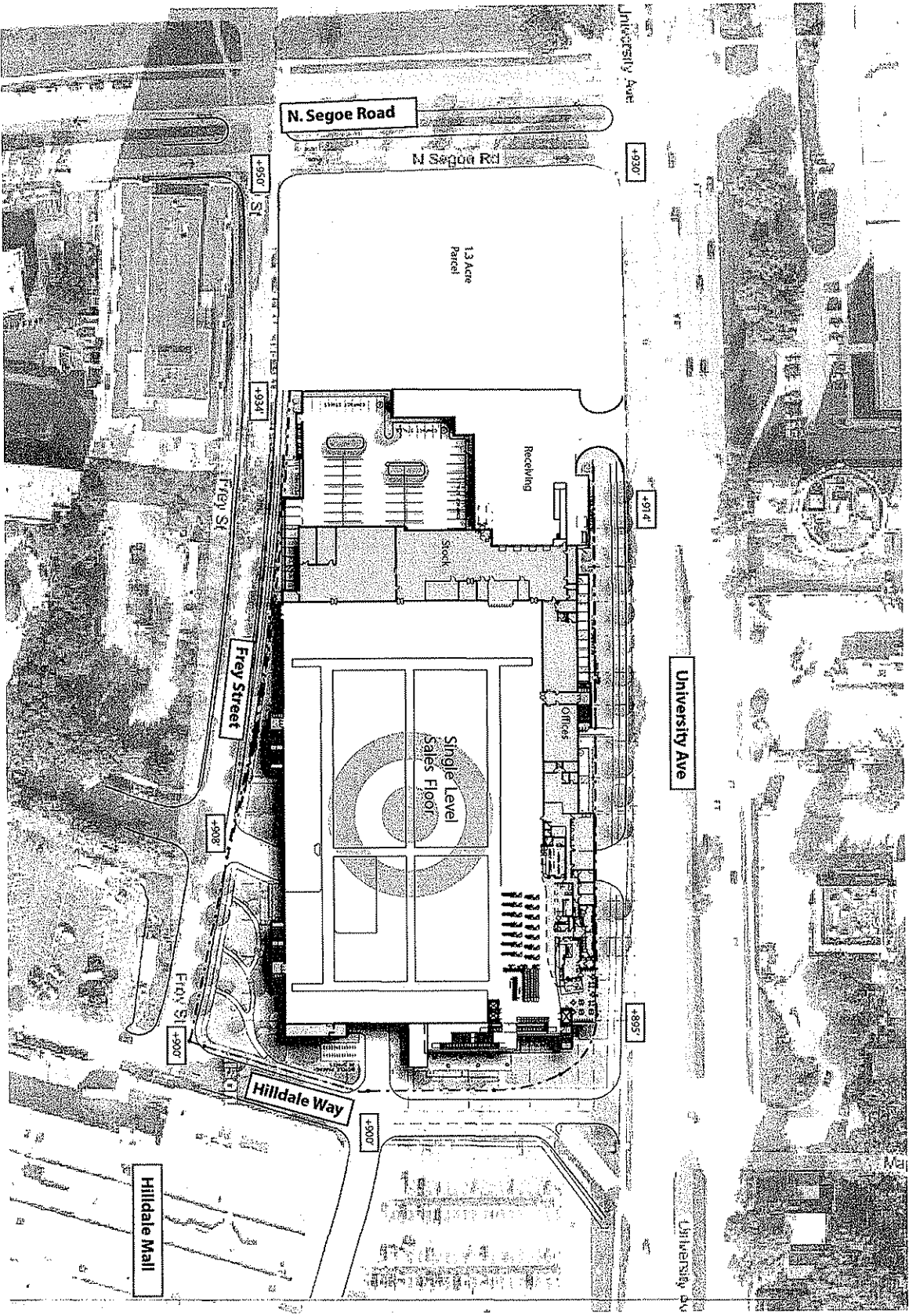


Well-lit and easy to find Lobby



5

Store Level Plan



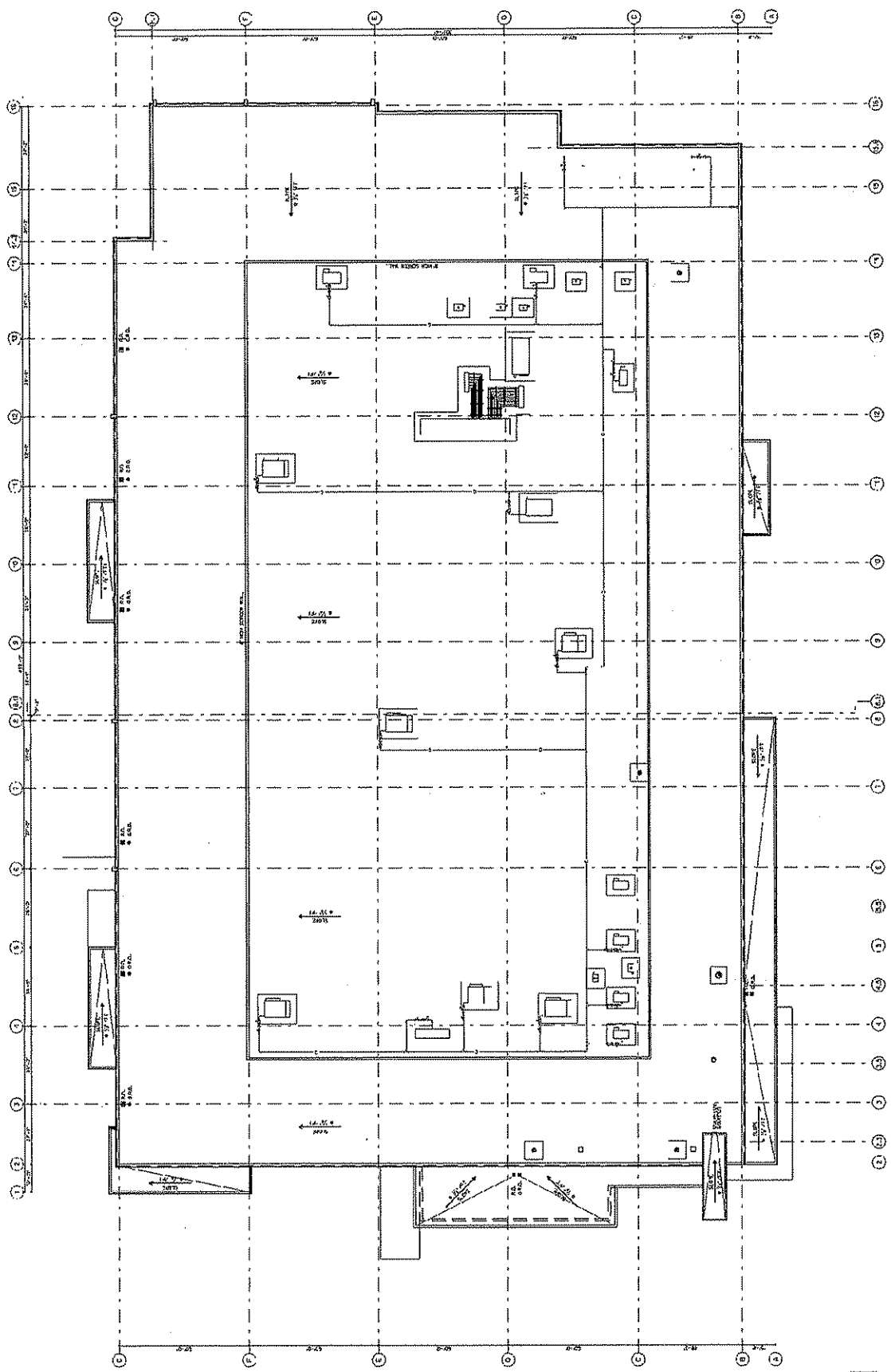
Store Level

MacIsaac Hilldale Mall T-2765

January 27, 2010

Target Store Design





Roof Plan

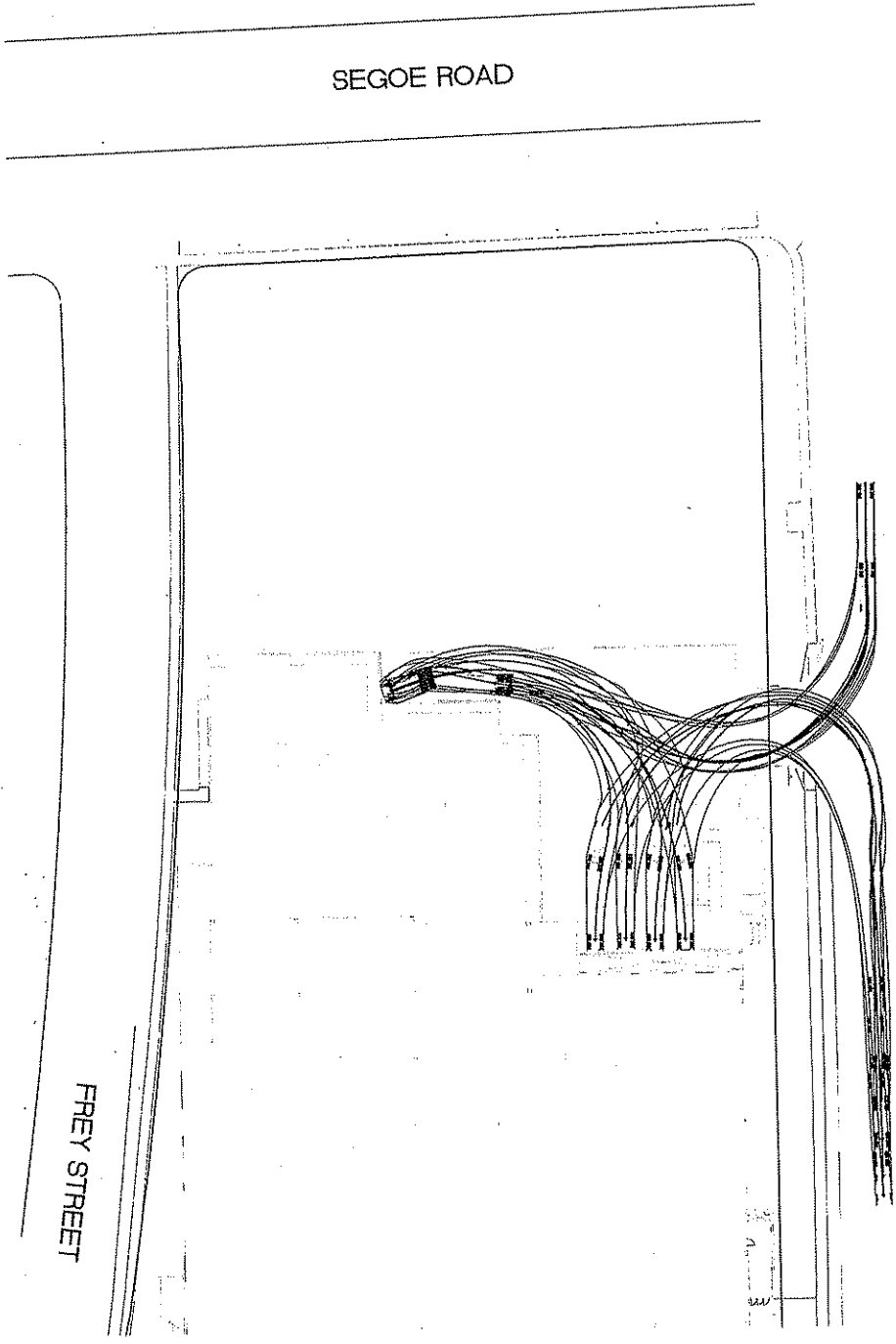
5

TRUCK ACCESS

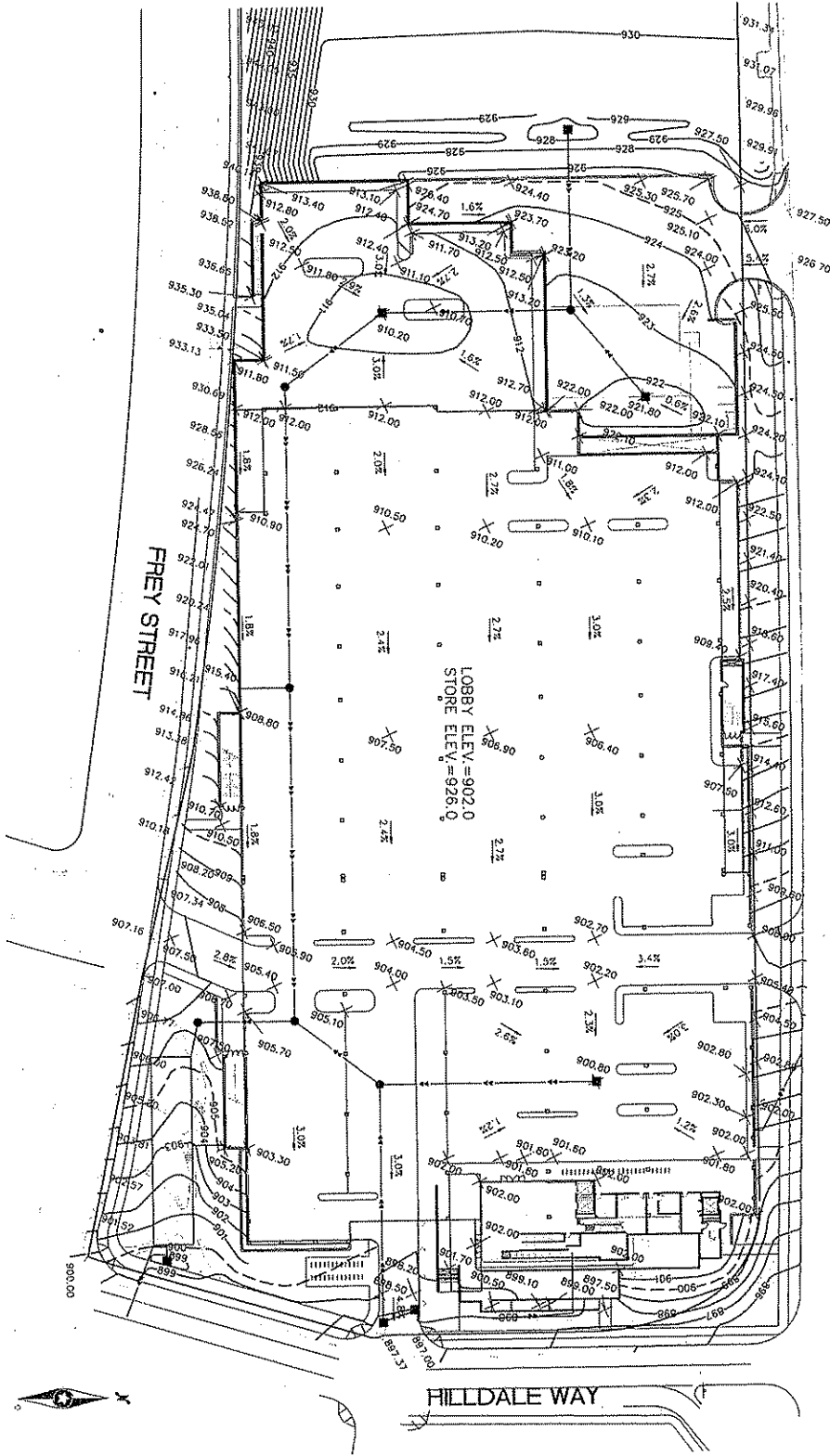
UNIVERSITY AVENUE

SEGOE ROAD

FREY STREET

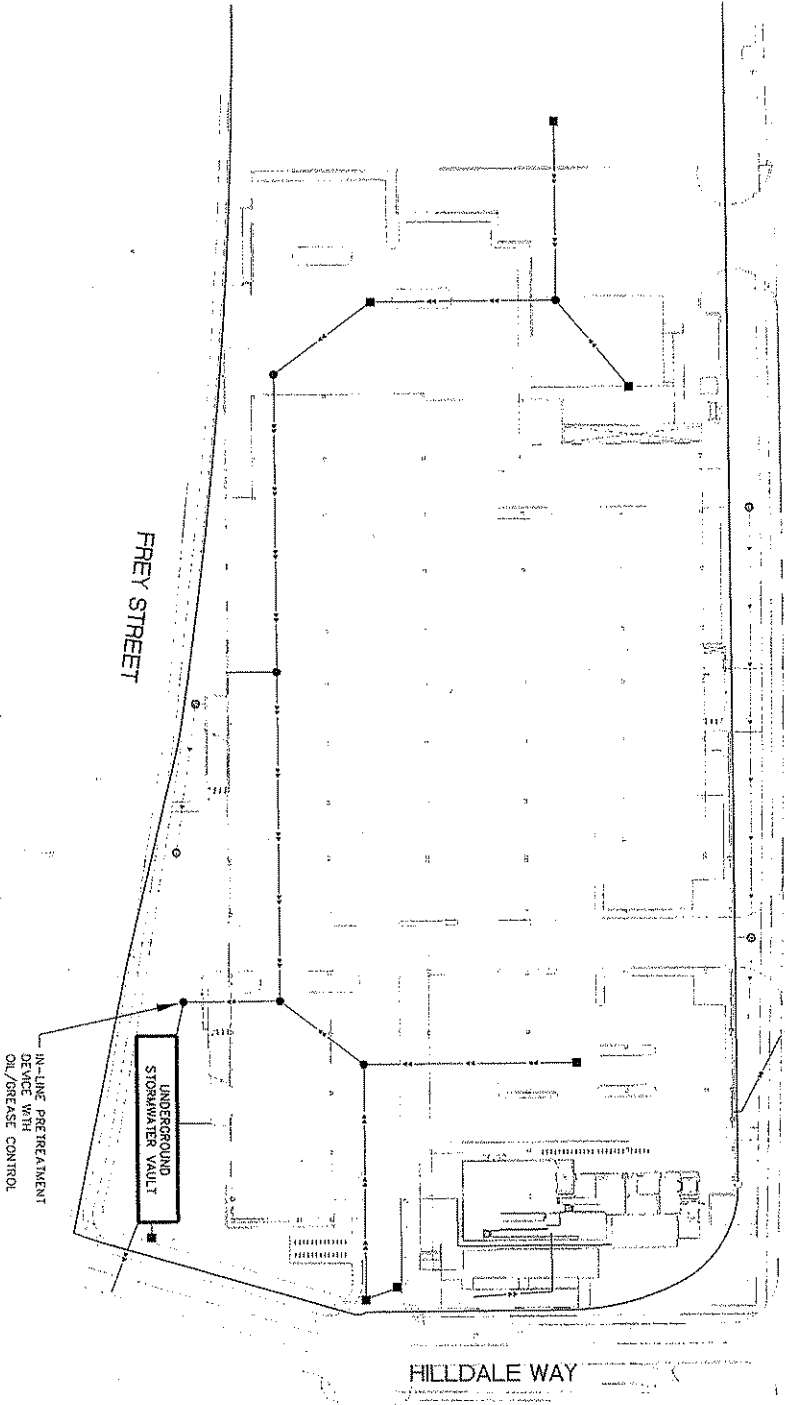


UNIVERSITY AVENUE



GRADING PLAN

UNIVERSITY AVENUE



STORMWATER

6.75 acre site (including outlet)

Detention:
 Required detention = 0.36 ac-ft
 Provided by underground vault with open bottom to provide infiltration
 Proposed vault volume = 0.37 ac-ft (2,700 SF x 6" height)

Sediment Control:
 Required = 40% TSS removal
 Provided = 72% TSS removal

Pretreatment Device provided for oil and grease control

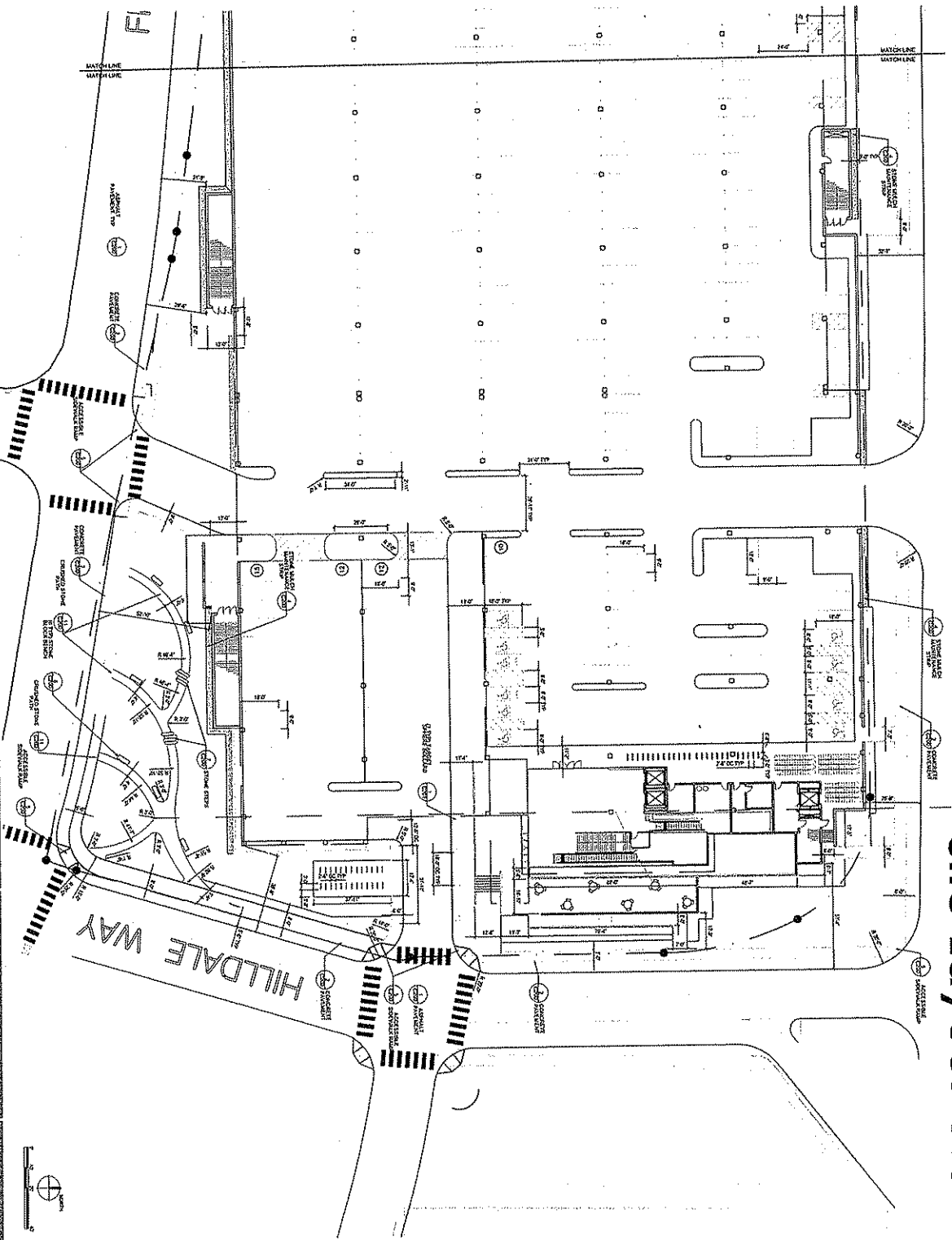
Controlling Flow Rate:
 Existing 100-yr peak flow = 43.2 cfs
 Proposed 100-yr peak flow = 41.0 cfs

Infiltration:
 Not required
 Propose to infiltrate 0.17 ac-ft (13.5% of 2-yr event runoff volume)

Best Management Practices (BMPs)
 used for erosion and sediment control



Site Layout Plan - East



Madison Hilldale Mall T-2765

January 27, 2010

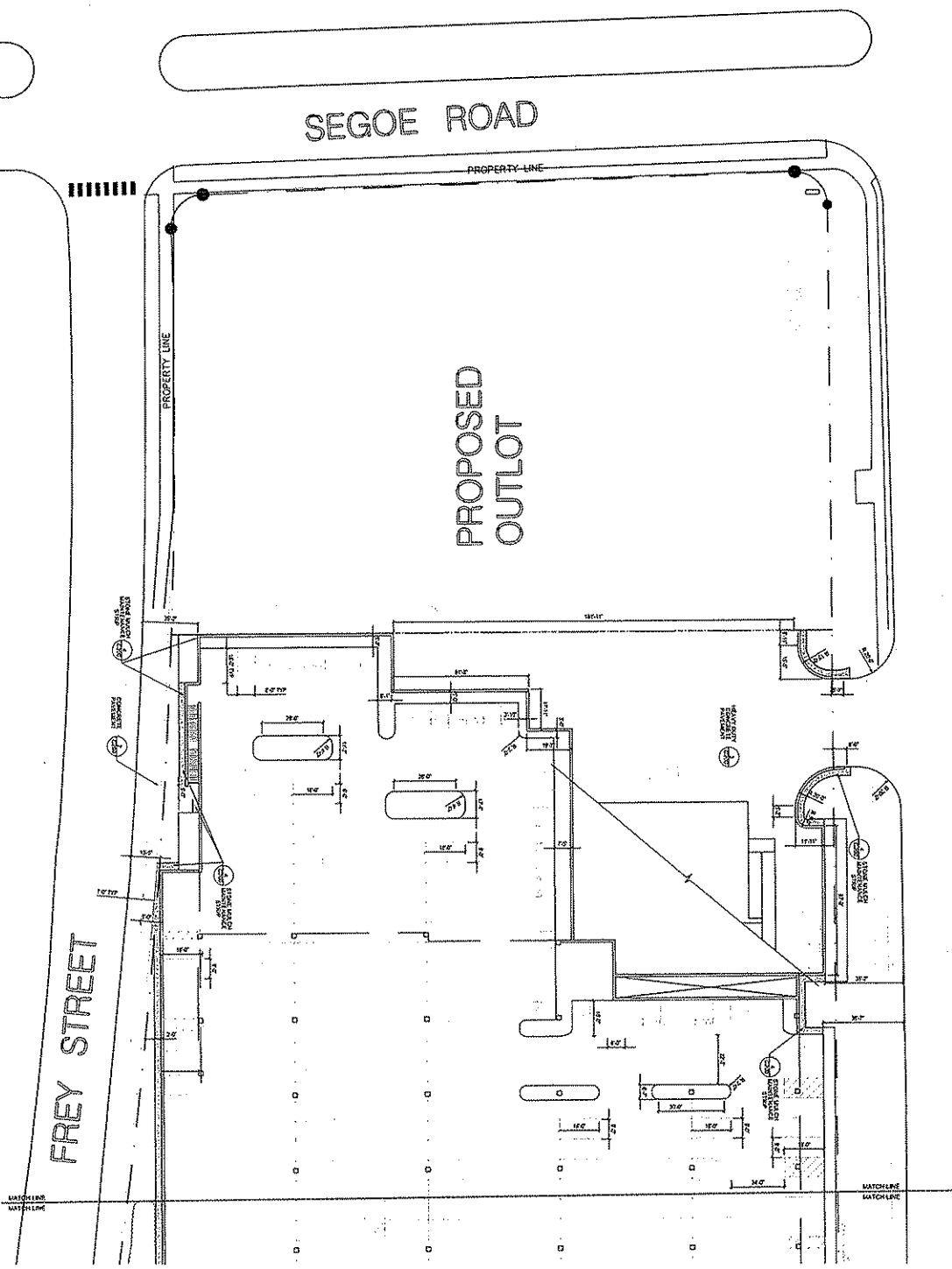
Targa State Design



SEGOE ROAD

PROPOSED
OUTLOT

FREY STREET

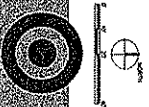


Site Layout Plan - West

Madison Hilldale Mall T-2765

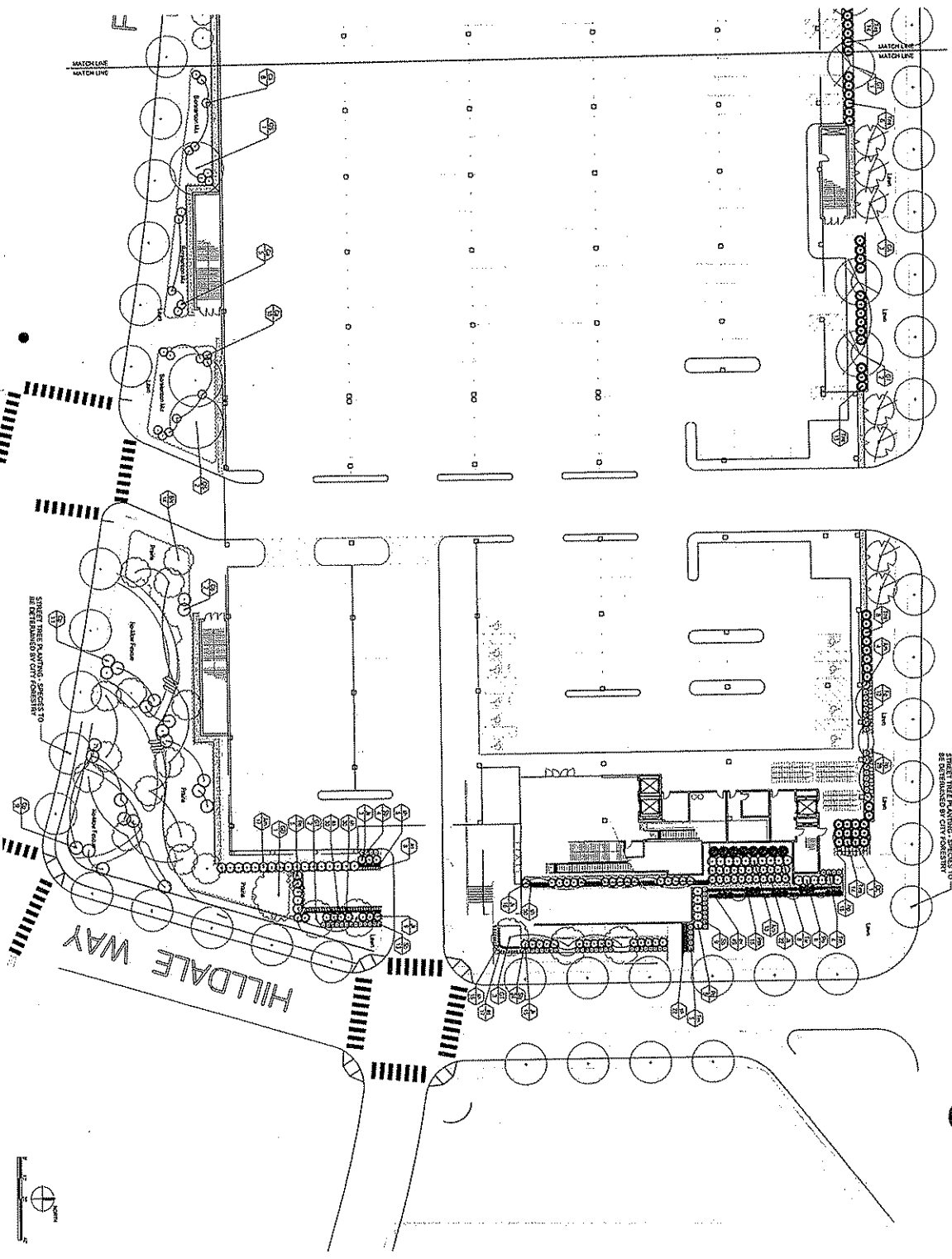
January 27, 2010

Target Store Design

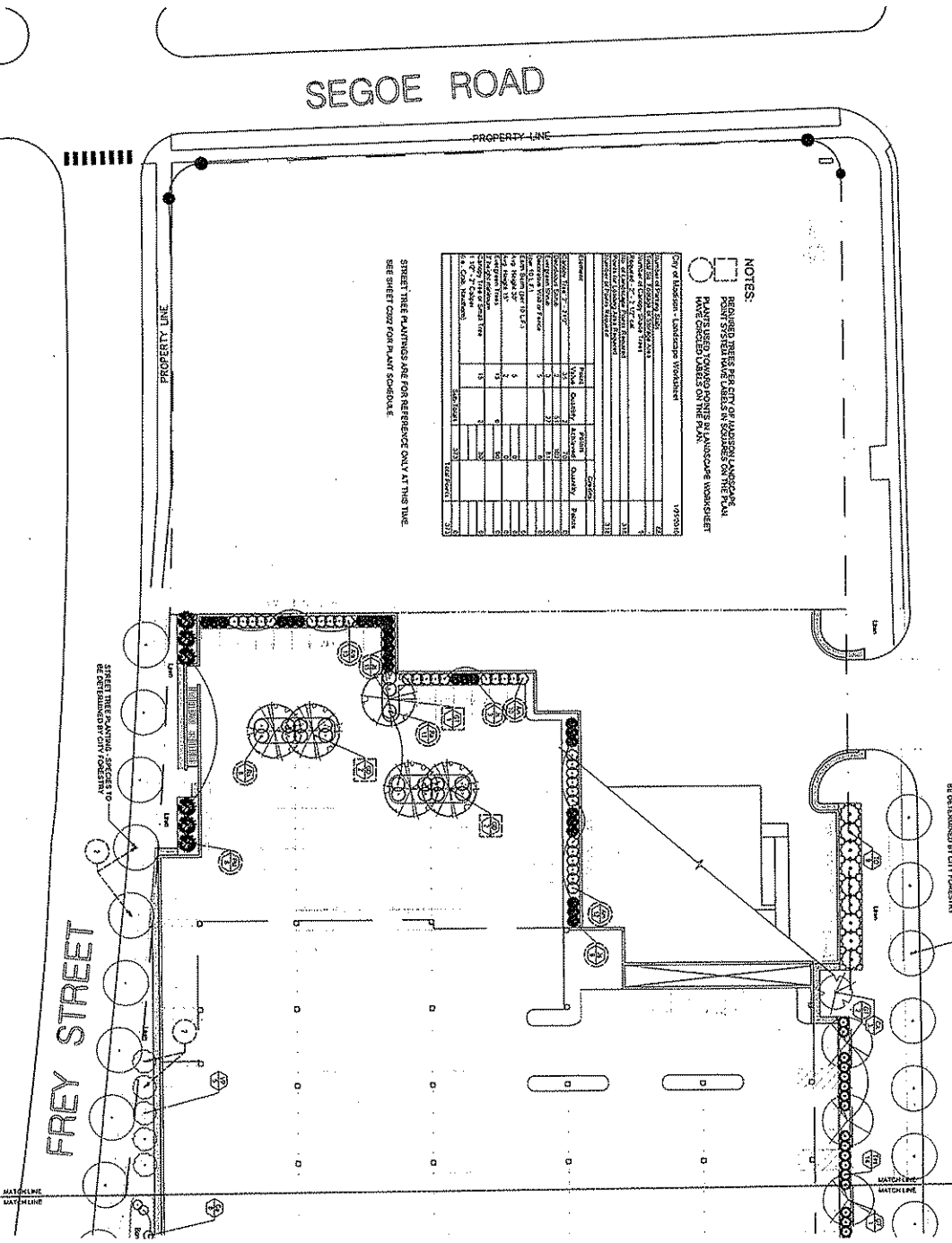


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Site Planting Plan - East



Site Planting Plan - West



NOTES:

1. REFER TO THE PERMITS FOR ANY SPECIFIC PLANTING REQUIREMENTS.

2. PLANTS SHOWN IN THIS PLAN ARE FOR INFORMATION ONLY. PLANTS SHOWN IN THIS PLAN ARE FOR INFORMATION ONLY. PLANTS SHOWN IN THIS PLAN ARE FOR INFORMATION ONLY.

Item	Quantity	Notes
1. 1" x 4" x 8" LVL	1	
2. 2" x 4" x 8" LVL	1	
3. 4" x 8" x 16" LVL	1	
4. 6" x 8" x 16" LVL	1	
5. 8" x 8" x 16" LVL	1	
6. 10" x 8" x 16" LVL	1	
7. 12" x 8" x 16" LVL	1	
8. 14" x 8" x 16" LVL	1	
9. 16" x 8" x 16" LVL	1	
10. 18" x 8" x 16" LVL	1	
11. 20" x 8" x 16" LVL	1	
12. 22" x 8" x 16" LVL	1	
13. 24" x 8" x 16" LVL	1	
14. 26" x 8" x 16" LVL	1	
15. 28" x 8" x 16" LVL	1	
16. 30" x 8" x 16" LVL	1	
17. 32" x 8" x 16" LVL	1	
18. 34" x 8" x 16" LVL	1	
19. 36" x 8" x 16" LVL	1	
20. 38" x 8" x 16" LVL	1	
21. 40" x 8" x 16" LVL	1	
22. 42" x 8" x 16" LVL	1	
23. 44" x 8" x 16" LVL	1	
24. 46" x 8" x 16" LVL	1	
25. 48" x 8" x 16" LVL	1	
26. 50" x 8" x 16" LVL	1	
27. 52" x 8" x 16" LVL	1	
28. 54" x 8" x 16" LVL	1	
29. 56" x 8" x 16" LVL	1	
30. 58" x 8" x 16" LVL	1	
31. 60" x 8" x 16" LVL	1	
32. 62" x 8" x 16" LVL	1	
33. 64" x 8" x 16" LVL	1	
34. 66" x 8" x 16" LVL	1	
35. 68" x 8" x 16" LVL	1	
36. 70" x 8" x 16" LVL	1	
37. 72" x 8" x 16" LVL	1	
38. 74" x 8" x 16" LVL	1	
39. 76" x 8" x 16" LVL	1	
40. 78" x 8" x 16" LVL	1	
41. 80" x 8" x 16" LVL	1	
42. 82" x 8" x 16" LVL	1	
43. 84" x 8" x 16" LVL	1	
44. 86" x 8" x 16" LVL	1	
45. 88" x 8" x 16" LVL	1	
46. 90" x 8" x 16" LVL	1	
47. 92" x 8" x 16" LVL	1	
48. 94" x 8" x 16" LVL	1	
49. 96" x 8" x 16" LVL	1	
50. 98" x 8" x 16" LVL	1	
51. 100" x 8" x 16" LVL	1	

STREET TREE PLANTING JOB FOR REFERENCE ONLY AT THIS TIME. SEE SHEET C04 FOR PLAN SCHEDULE.

Madison Hildale Mall T-2765

January 27, 2010

Target Store Design



Planting Schedule

PLANT SCHEDULE:

Key	Botanical Name	Common Name	Quantity	Size	Spec	Comments
	Deciduous Trees					
BN	<i>Betula nigra</i>	River Birch	13	2" cal.	B&B	Single straight leader
CC	<i>Carpinus caroliniana</i>	Muscledwood	1	1.5" cal.	B&B	Single straight leader
GT	<i>Gleditsia triacanthos</i> var. <i>inermis</i> 'Shademaster'	Shademaster Honeylocust	11	2.5" cal.	B&B	Single straight leader
GD	<i>Gymnocladus dioica</i> 'Espresso'	Espresso Kentucky Coffeetree	5	2.5" cal.	B&B	Single straight leader
OS	<i>Quercus x schuettei</i>	Hybrid Swamp x Bur Oak	3	2" cal.	B&B	Single straight leader
	Ornamental Trees					
CA	<i>Cornus alternifolia</i>	Pagoda Dogwood	4	6" ht.	B&B	Multi-stem, min. 3 leaders
VP	<i>Viburnum prunifolium</i>	Blackhaw Viburnum	5	6" ht.	B&B	Multi-stem, min. 3 leaders
	Evergreen Trees					
PM	<i>Pinus leukodermis</i> 'Mist Trailite'	Mist Trailite Bosnian Pine	6	6" ht.	B&B	Single straight leader
TO	<i>Thuja occidentalis</i> 'Techny'	Techny Arborvitae	9	4" ht.	cont.	
	Deciduous Shrubs/Vines					
Am	<i>Aronia melanocarpa</i> 'Morton'	Inquis Beauty Black Chokeberry	63	3" ht.	cont.	
Ca	<i>Ceanothus americanus</i>	New Jersey Tea	23	18" ht.	cont.	
Cp	<i>Cornus purpurea</i>	Dwarf Red Tipped Dogwood	22	2" ht.	cont.	
Fg	<i>Fothergilla gardenii</i>	Dwarf Fothergilla	12	2" ht.	cont.	
Rg	<i>Rhus aromatica</i> 'Gro Low'	Gro Low Fragrant Sumac	38	2" spd.	cont.	
Po	<i>Physocarpus opulifolius</i> 'Seward'	Summer Wine Eastern Ninebark	16	2" ht.	cont.	
Sb	<i>Spiraea betulifolia</i> 'Tor'	Tor Birchleaf Spirea	50	18" ht.	cont.	
	Evergreen Shrubs					
JK	<i>Juniperus chinensis</i> 'Kalter'	Kalays Compact Pfitzer Juniper	65	18" spd.	cont.	
Js	<i>Juniperus scopulorum</i> 'Welchii'	Welch Juniper	12	4" ht.	cont.	
Pm	<i>Pinus mugo</i> 'Mops'	Mops Mugo Pine	15	18" spd.	cont.	
Tml	<i>Taxus x media</i> 'auriculif'	Taunton Yew	55	2" ht.	cont.	
Tm	<i>Thuja occidentalis</i> 'Mr. Bowling Ball'	Mr. Bowling Ball Arborvitae	9	18" ht.	cont.	
Tw	<i>Thuja Wintergreen'</i>	Wintergreen Arborvitae	18	4" ht.	cont.	
	Perennials/Groundcovers					
as	<i>Allium tanguticum</i> 'Summer Beauty'	Summer Beauty Allium	55	1 qt.	cont.	
hp	<i>Hosta 'Patriot'</i>	Patriot Hosta	46	1 qt.	cont.	
	Ornamental Grasses					
DV	<i>Panicum virgatum</i> 'Northwind'	Northwind Switch Grass	49	3 gal.	cont.	
sh	<i>Sporobolus heterolepis</i>	Prairie Droopseed	125	1 gal.	cont.	

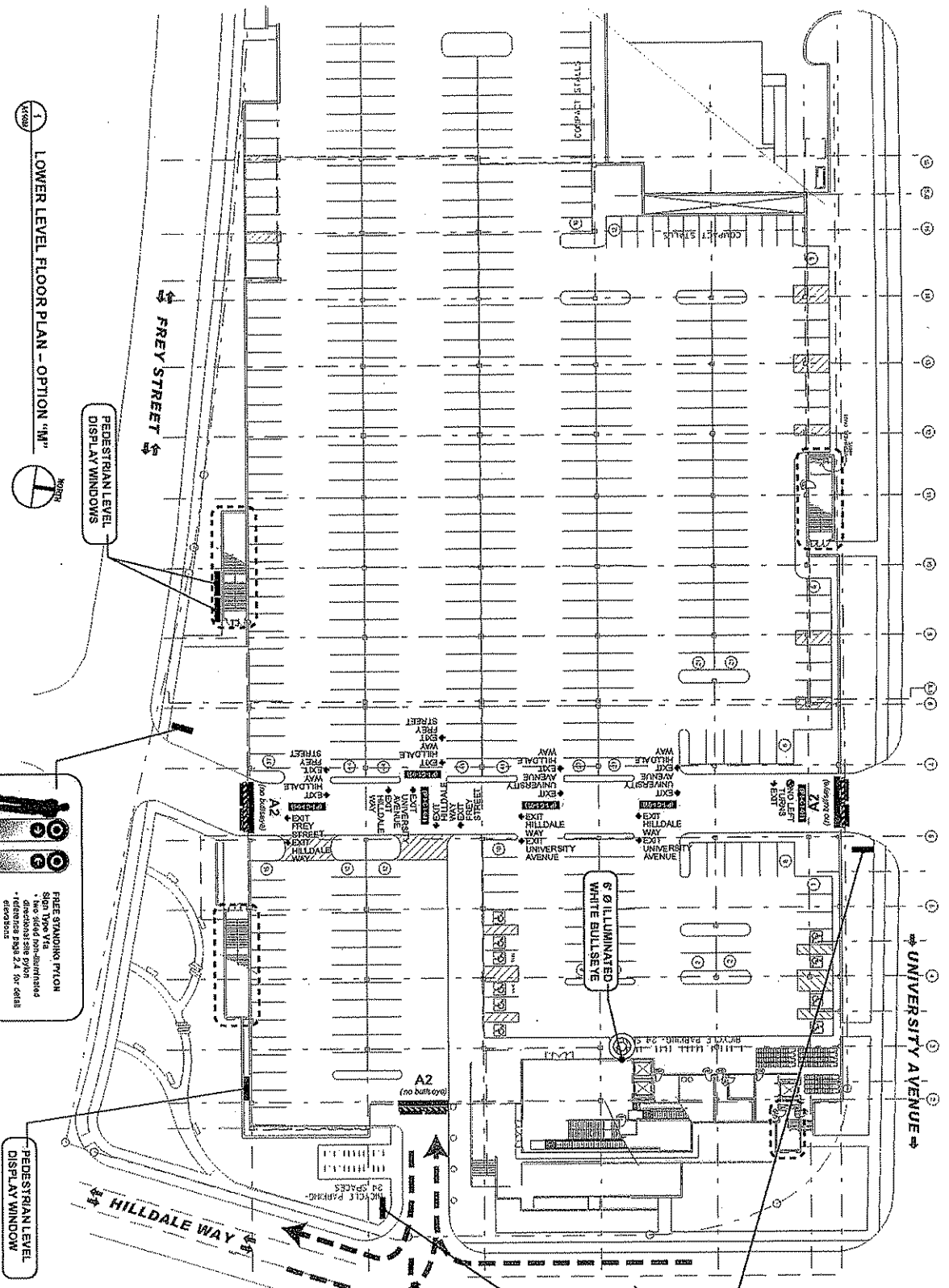
NOTE: STREET TREE PLANTINGS ARE FOR REFERENCE ONLY AT THIS TIME.
SEE SHEETS C300 & C301 FOR PLANTING PLANS.



Signage recommendations are IN ADDITION TO any code required signage by garage contractor!
651.503.4459 | reid@eidah.com | reid@eidah.com

Wayfinding Recommendations: Navigating Parking | Ground Level

January 26, 2010 | Madison Hilldale, WI | Page 1.1



LOWER LEVEL FLOOR PLAN - OPTION "M"
PEDESTRIAN LEVEL DISPLAY WINDOWS

FREE STANDING PYLON SIGN TYPE V16
 • height 20' max
 • reference page 2.2 for details

S & I ILLUMINATED WHITE BULLSEYE

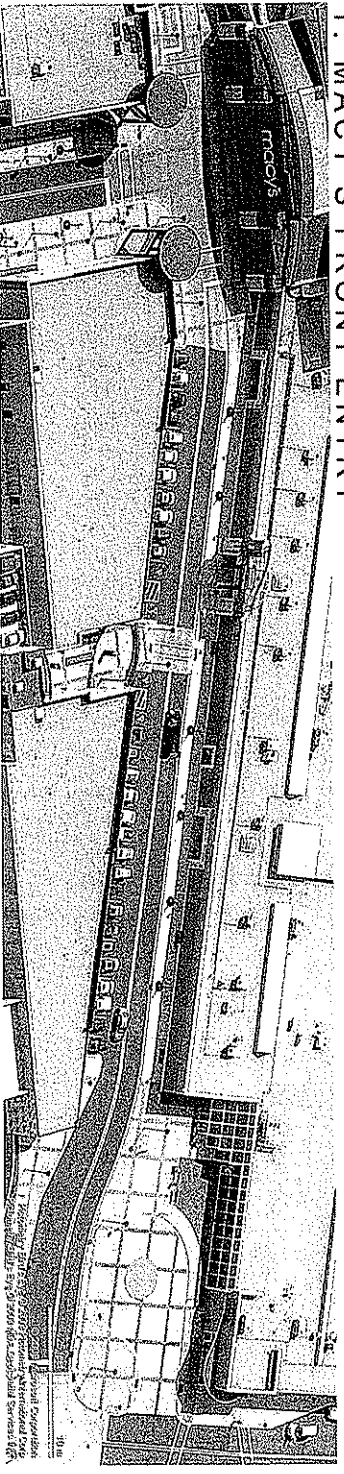
A2 TARGET PARKING
 (see drawing)
 PRIMARY PARKING ENTRY SIGN Type A2a with VEHICLE CLEARANCE BARS SIGN Type A2c
 • height 20' max
 • field view for appropriate height and road height of clearance bars

(see A) (see B)
PRIMARY PARKING ENTRY FREE STANDING PYLON SIGN TYPE A1a
 • height 20' max
 • reference page 2.2 for details

- WAYFINDING/SIGNAGE LEGEND**
- CODE SIGNAGE BY TARGET
 - stairwell code signage
 - VEHICLE DIRECTIONAL SIGNAGE
 - clearance bar
 - hanging directional signage
 - entering traffic
 - exiting traffic
 - Parking with Overhead Structure

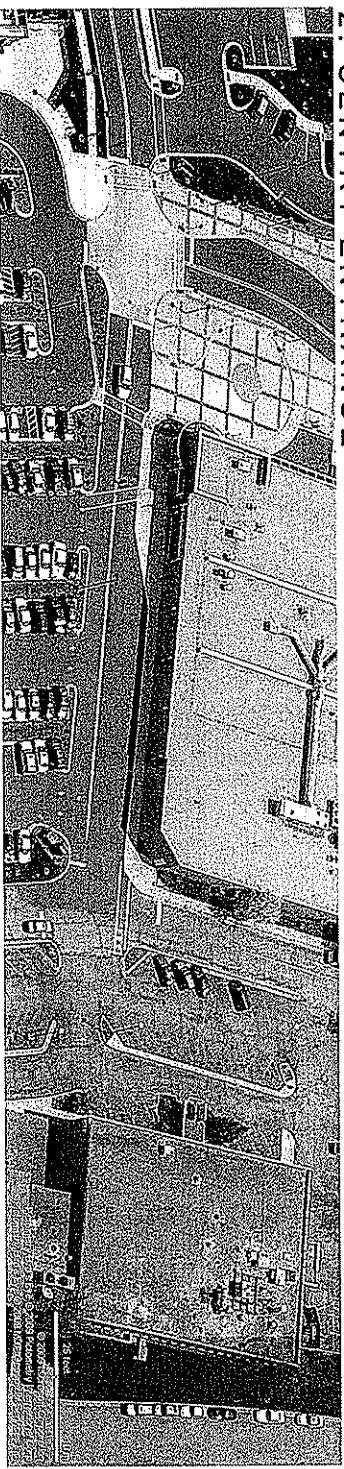
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1: MACY'S FRONT ENTRY

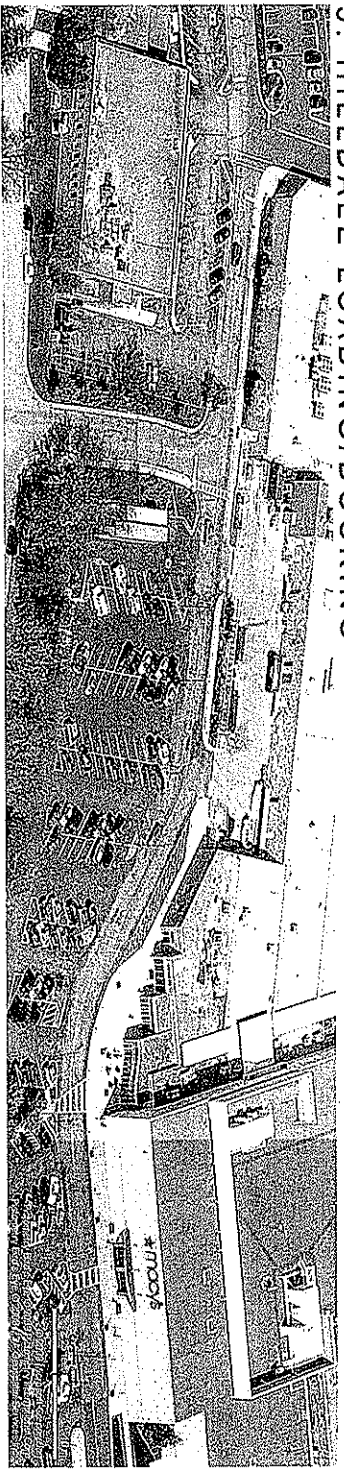


Hilldale Views

2: SENTRY ENTRANCE

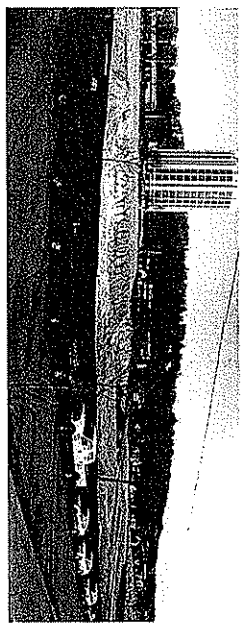


3: HILLDALE LOADING/DOCKING

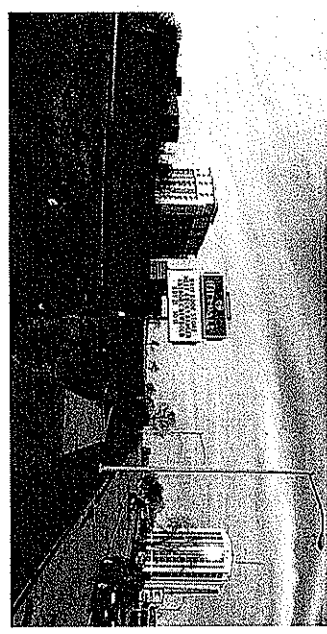


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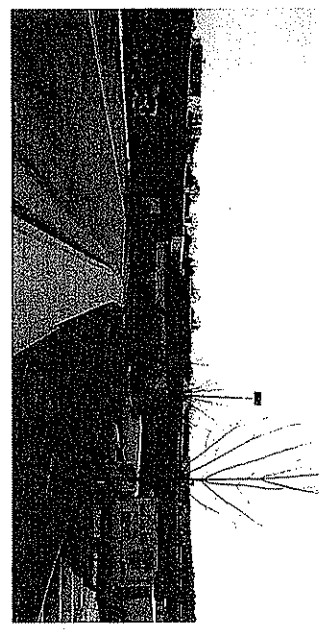
Site Photos - 1



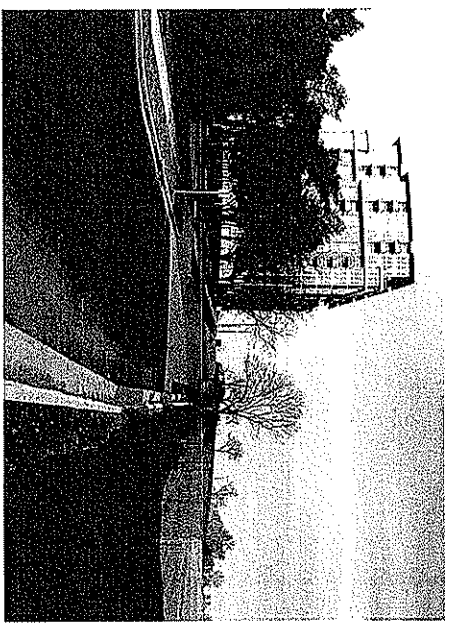
Frey Street looking northeast to Target site.



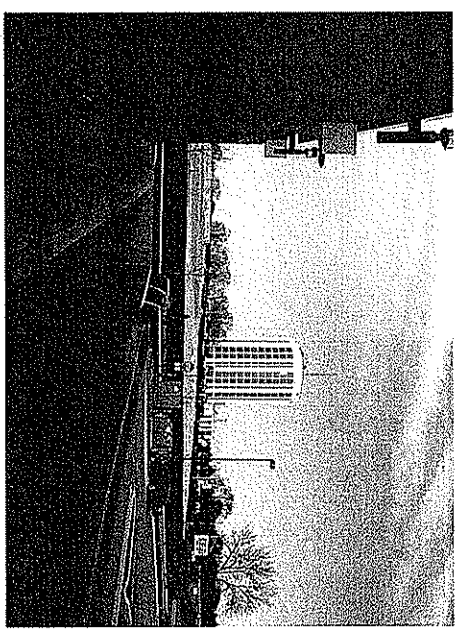
University Avenue looking west. Target site on left.



Frey Street looking west to Metcalfe's. Target site on left. Parking lot on right..



Frey Street looking west. Target site on right.



Looking west to Target site. Metcalfe's on left. Parking lot on right.



Frey Street looking east - northeast to Target site and Metcalfe's.

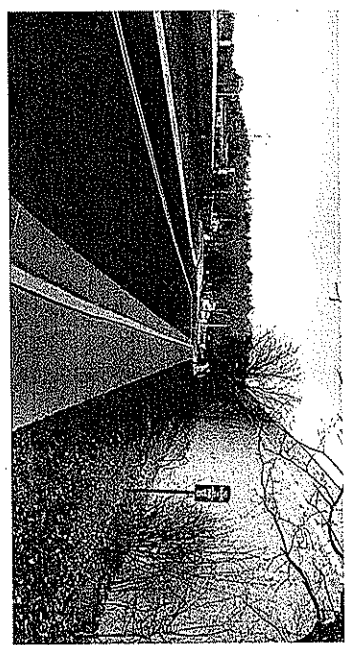


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Site Photos - 2



Hilldale Way looking north. Loading zone on right. Frey Street on left.



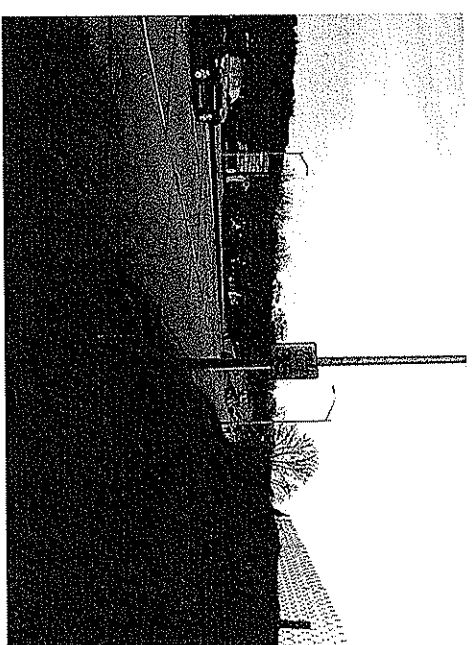
Hilldale Way looking north. Metcalfe's on right. Target site on left.



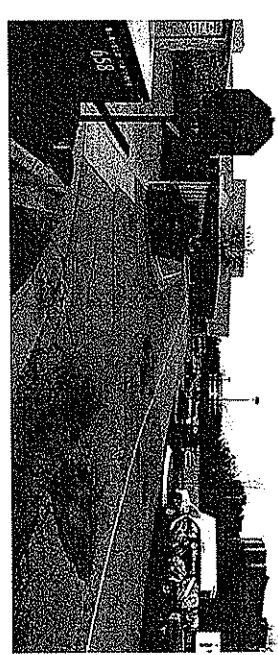
Hilldale Way looking south. Metcalfe's & loading zone on left. Parking lot on right.



Hilldale Way looking north. Metcalfe's on right. Target site on left.



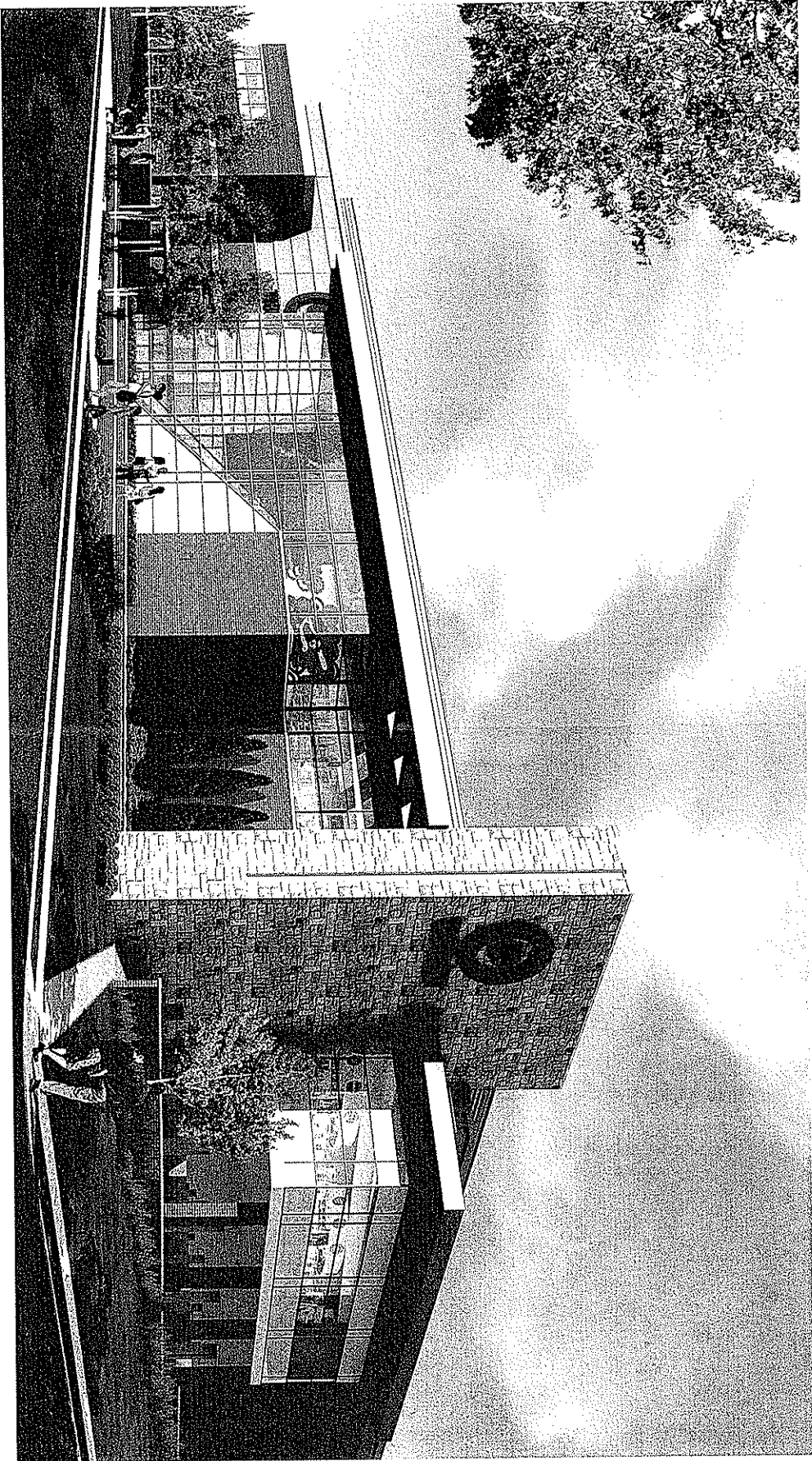
University Avenue looking east. Target site on right.



Hilldale Way looking south. Loading zone on left. Parking lot on right.



Exterior Renderings



View from University turning on to Hilldale Way

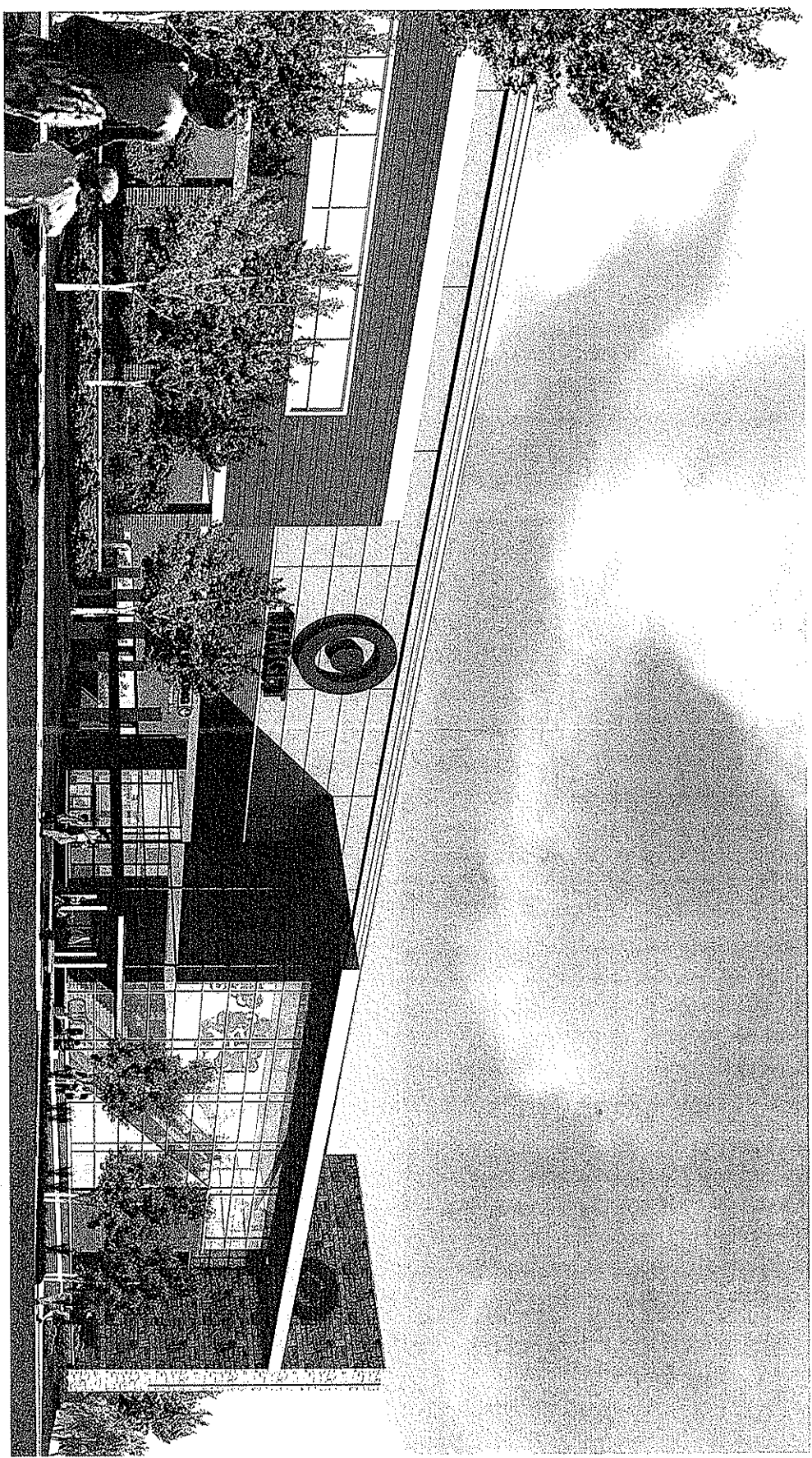
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January 27, 2010

Target Store Design



Exterior Renderings



View from Hilldale Way looking towards main entry

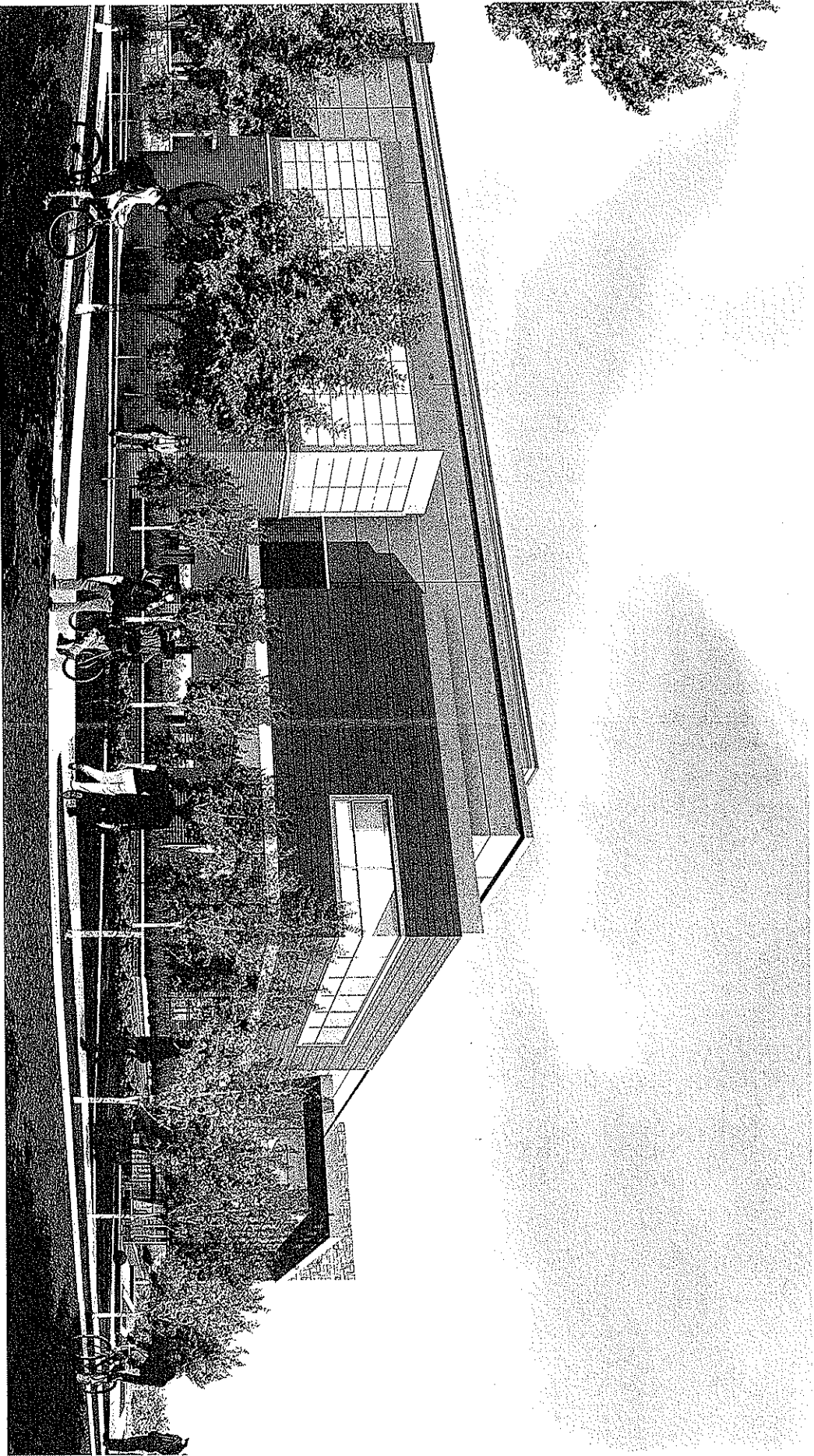
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January 27, 2010

Target Store Design



Exterior Renderings



Corner of Hilldale Way and Frey Street

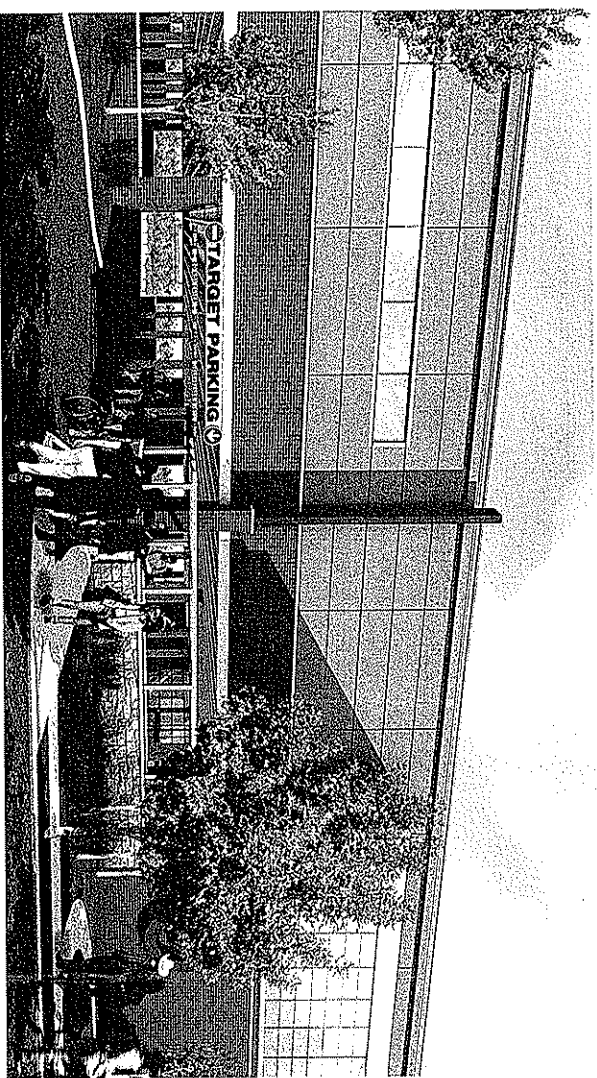
152765

January 27, 2010

Alpha Stone Design

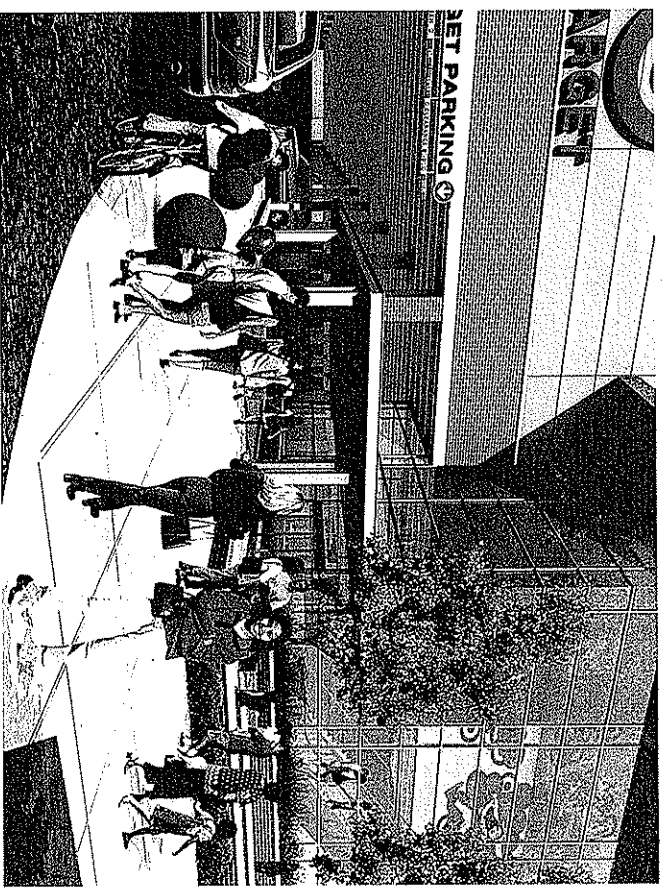


Exterior Elevations



Pedestrian Entry on Frey Street

Main Entry on Hilldale Way



Target Madison-Hilldale
Preliminary
Stormwater Management Plan
Madison, Wisconsin

December 16, 2009
Revised January 6, 2010

Prepared for
Target Corporation

Prepared by
Westwood Professional Services, Inc.

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OVERVIEW

On behalf of Target Corporation, Westwood has prepared this Stormwater Management Report for the Target Madison-Hilldale development located in the southwest quadrant of the intersection of University Avenue and Hilldale Way in Madison, Wisconsin. The attached stormwater runoff calculations are based on the Soil Conservation Service Synthetic Unit Hydrograph Method incorporated into the stormwater modeling program HydroCAD.

PROJECT DESCRIPTION

The project area encompasses 6.75 acres, and consists largely of previously developed land which has been recently demolished to accommodate a re-development. The proposed re-development will include a 150,723 SF commercial store with a parking ramp beneath and a future building on the adjacent outlot to the west.

REGULATORY AGENCIES

City of Madison – The *Chapter 37: Erosion and Stormwater Runoff Control* rules state that development of the property must provide detention equal to 0.06 acre-ft per acre of proposed impervious area since the site is within the University/Midvale watershed. For redevelopment, water quality treatment shall be provided to achieve a minimum of 40% total suspended solids (TSS) removal. The City also requires oil and grease removal for the first 0.5 inches of runoff from the parking and loading areas. The rules also promote the use of infiltration facilities to manage volume and on-site detention to control run-off rates. For redevelopment sites this rule is encouraged, but not required. In addition to Chapter 37 requirements, the big box zoning code requires that the stormwater management criteria be exceeded.

EXISTING DRAINAGE CONDITIONS

The existing site, approximately 6.75 acres in size, consisted of several single and multi-level office and/or retail buildings with associated surface parking lots, sidewalks and green space amenity features. Stormwater runoff from the site flows overland and into surface catch basins, where the runoff is then routed through a series of underground pipes and into the City of Madison's storm sewer system located within the street right-of-way.

Refer to *Appendix A* for a map of the existing drainage exhibit.

SOIL CONDITIONS

According to the Supplemental Geotechnical Exploration prepared by CGC, Inc. dated October 14, 2005, the majority of the site consists of a medium dense to dense sand strata with significant silt and gravel contents and occasional boulders. Below the sand consists of probable weathered sandstone bedrock. The majority of the sands found onsite are categorized as SM soils according to the Unified Soil Classification System. Based on these soils, an estimate of 0.5 inches per hour was selected for the infiltration rate for design purposes.

PROPOSED DRAINAGE CONDITIONS

The proposed development will include the commercial building with the majority of the parking proposed underneath the store. The development will be approximately 89% impervious. The adjacent outlot to the west is anticipated to have a commercial use also. For purposes of this report and modeling, this outlot was assumed to be 90% impervious.

Refer to *Appendix A* for a map of the proposed drainage exhibit.

Detention:

Redevelopment within the University/Midvale watershed shall provide 0.06 acre-ft of detention per acre of proposed impervious area. This results in 0.36 acre-ft of required detention. The majority of the site's stormwater runoff will be routed to an underground stormwater storage vault in the southeast corner of the site. The vault is proposed to be 6' high x 24' wide x 112.5' long, resulting in a volume of 0.37 acre-ft. The underground vault will have an open bottom, which will allow for infiltration.

Sediment Control:

TSS removal of 40% is required for redevelopment. Based on P8 modeling, the proposed infiltration vault provides 72% TSS removal for the overall development. This removal efficiency is compared to no controls, and exceeds current requirements.

Refer to *Appendix B* for the P8 modeling output, as well as the input parameters.

Oil and Grease Control:

Oil and grease control will be provided by an in-line pretreatment device located upstream of the underground vault.

Controlling Flow Rate:

Although not required, the proposed underground detention is sized to provide rate control for the 100-year storm event. The existing (prior to demo) 100-year peak rate is 43.2 cfs, while the proposed 100-yr peak rate leaving the site is 41.0 cfs.

Refer to *Appendix C* for the existing and proposed HydroCAD models.

Infiltration:

With the sandy soils, it is proposed to keep the bottom of the underground vault open to allow for infiltration. In addition, the vault outlet was placed above the bottom to capture a portion of the runoff. This allows for 0.17 ac-ft of infiltration, which equals 13.5% of the runoff volume from a 2-year event and 6.0% of the runoff from a 100-year event. This is in excess of current requirements which exempt redevelopment from providing infiltration.

EROSION CONTROL

Best Management Practices (BMP's) will be implemented during construction and as part of the final improvements. Proposed BMP's will minimize erosion and manage sedimentation as required. Silt fence, rock construction entrances, sediment filters at storm sewer inlets, and concrete washout areas are some of the erosion control measures proposed. A detailed Storm Water Pollution Prevention and Erosion Control Plan consistent with WPDES Storm Water Program requirements will be prepared prior to construction.

SUMMARY

The requirements of the City of Madison for detention, sediment control and treatment will be met for the proposed development through the use of an underground stormwater infiltration vault.

5



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MEMORANDUM

Date: February 4, 2010

Re: **Traffic Assignment for Proposed Target, Hilldale Mall Area, Madison, Wisconsin**
File 20091130

To: Dan McCormick, City of Madison

From: Allan Klugman, P.E., PTOE

Overview and Background

Target Corporation is proposing redevelopment on the site of the former Humana property bounded by University Avenue, Hilldale Way, Frey Street and Segoe Road. The Target store will be a raised, single-level design, with parking located underneath the store. Target will occupy about 5.4 acres on the east end of the property adjacent to the Hilldale Mall. The western 1.4 acres of the site, adjacent to Segoe Road, is planned to have a 200 room hotel. (See Figure 1, Site Location Map.)

The subject property was previously studied in an extensive traffic analysis conducted for this property and other nearby parcels. The previous analysis was documented in the report "Humana Redevelopment Traffic Impact Analysis," prepared by Strand Associates, Inc., in September 2006. That TIA provides background data and materials for the current study. Included in the 2006 study were several roadway and intersection mitigations that were proposed to address short- and longer-term needs in this portion of Madison.

The trip generation for the present proposal is less intensive than the development analyzed in the 2006 TIA. The proposed Target and hotel development is forecasted to generate about 18% fewer trips in the PM peak hour than what was estimated for the previous development proposal for this property.

This report serves as a supplement and update to the previous traffic study. Because the current proposal is less intensive, and a set of suitable roadway improvements for the area has already been determined and will be carried through with this project, the main focus of the current study is to document the specific trip generation and assignment of the Target/Hotel proposal. These forecast volumes will be used to validate the adequacy of the previously-proposed roadway mitigations and to guide the determination of cost-sharing for those mitigations.



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For reference, Table 1 below shows the results of the previous analysis of the future conditions around the site.

Table 1
2015 PM Peak Hour with Development
and Recommended Mitigations

Intersection	Level of Service
University/Segoe	C
Segoe/Frey	B
Segoe/Sheboygan	B
Sawyer Terrace/Segoe	A
Sawyer Terrace/Heather Crest	B

Source: "Humana Redevelopment Traffic Impact Analysis,"
Strand Associates, Inc., September 2006

The remainder of this memorandum summarizes the trip generation calculations, the trip distribution determination and the traffic assignment process, and provides a summary of the elements of the access and circulation plan for the site.

Trip Generation

The trip generation for this analysis focuses on the PM peak hour, the busiest hour of the roadway network and also the hour in which the retail uses contribute peak traffic. The trip generation estimate for the site was based on the trip rates contained in the report Trip Generation, 8th edition, 2008, published by the Institute of Transportation Engineers (ITE).

The Target/Hotel property, bounded by University, Hilldale, Frey and Segoe, comprises most, but not all, of the land identified as "Phase II" in the previous traffic studies for the area. The land identified as Phase II also included a small parcel south of Frey, east of the current Westin Place condominium building. In the past this parcel was expected to host a 90 unit condominium. Although no timeline currently exists for that project, to be consistent with previous trip generation procedures for Phase II it is included in the summary data for the area.

Table 2 summarizes the development statistics and trip forecasts.

**Table 2
PM Peak Hour Trip Generation
Hilldale Mall Phase II Area**

Land Use	ITE Land Use Code	Size	Trip Rate	PM Peak Hour Trips		
				Total	In	Out
Target	815	145,000 SF ⁽¹⁾	5.00 / KSF	725	363	363
Hotel	310	200 Rooms	0.70 / Occ. Room ⁽³⁾	140	69	71
Condominium ⁽²⁾	230	90 Units	0.52 / Unit	47	31	16
Total Gross Trip Generation				912	463	450
Trip Reduction for Alternate Modes (-15%)				-137	-69	-68
Net Trip Generation				775	394	382

⁽¹⁾ Building size is 150,800 s.f. Due to extra lobby space for vertical circulation elements, the usable building size is approximately 10,000 s.f. less. Trip generation computations assume 145,000 s.f.

⁽²⁾ Located south of Frey Street.

⁽³⁾ Trip generation computations assume hotel is 100% occupied.

Of the 775 net trips projected for the Phase II area, 735 are forecasted to come from the Target/Hotel area and 40 from the condominium south of Frey Street.

Trip Distribution

The trip distribution for the site was determined by considering the following: the existing traffic counts and patterns in the area, the previous distribution analysis for the site and the locations of existing Target stores in the Madison area. Based on these determinations, a trip distribution pattern was developed and is shown on Figure 2.

Traffic Assignment

Using the data from the trip generation estimates and the trip distribution patterns, the new trips for the development were assigned to the roadway system and tabulated at each area intersection. Currently Sawyer Terrace operates as a one-way road northbound from Segoe Road to Frey Street. Previous traffic planning in this area has identified a possible desire to convert Sawyer to two-way operation. To help inform that determination, two sets of traffic assignments were developed: one for Sawyer as a one-way street and a second one with Sawyer as a two-way street.

The specific routings to/from each point of origin were developed by considering the locations of the driveways and parking within the site and determining logical driving routes to/from the Target store or the hotel; separate paths were computed for the Target and the hotel, as they do not share common entrance drives.

February 4, 2010

Page 4

Figures 3 and 4 provide graphical summaries of the added trips to/from the Target and hotel development at each of the intersections in and around the project area. The values on the graphic represent the net number of added trips in the PM Peak Hour. (Note: the volumes represent Target and hotel trips only; the trips from the future condominium south of Frey are not included, as that project is not part of the Target property or part of the current site project submittal.)

Figure 3 represents the volume forecast with Sawyer remaining one-way as it currently is. Figure 4 is the forecast with Sawyer converted to two-way operation.

Access and Circulation Plan

A number of sidewalk and roadway enhancements will be completed to facilitate safe and efficient pedestrian, bicycle and vehicle circulation around the site. Table 3 on the next page summarizes these elements, which are also depicted on Figure 5.

**Table 3
Access Plan**

Sidewalks	
East side of Hilldale Way between University and Frey	7' sidewalk (with no impact to Sentry parking lot)
West side of Hilldale Way between University and Frey	7' terrace and 5' sidewalk
Sidewalk on north side of Sentry	Widen from 7' to 14'
North side of Frey Street between Segoe and Hilldale	7' terrace and 5' sidewalk
South side of Frey Street between Sawyer and Hilldale	7' sidewalk
University Avenue between Segoe and Hilldale	7' terrace and 6' sidewalk
Additional Pedestrian Amenities	
Intersection of Hilldale and Target/Sentry	Raised pedestrian crosswalks
Intersection of Frey and Sawyer	Raised pedestrian crosswalks
Vehicle Distribution and Dispersion	
Access point at Hilldale	Full vehicle access
Access point at Frey	Full vehicle access
Access point at University	Right in/right out vehicle access
Roadway Construction	
Hilldale Way	Widen to 3 lanes (2 southbound, 1 northbound between University and Frey)
University Avenue at Hilldale	- Add westbound left turn lane - Reconstruct eastbound right turn movement to provide standard intersection corner geometry
Frey Street between Sawyer Terrace and Hilldale	Widen to 36'
Intersection of Frey and Segoe	- Add westbound right turn lane from Frey to Segoe - Install traffic signal - Install median diverter to prohibit E-W vehicle crossings
Intersection of Segoe and University	Add additional northbound to westbound left turn lane

Figure 1.
Site Location Map

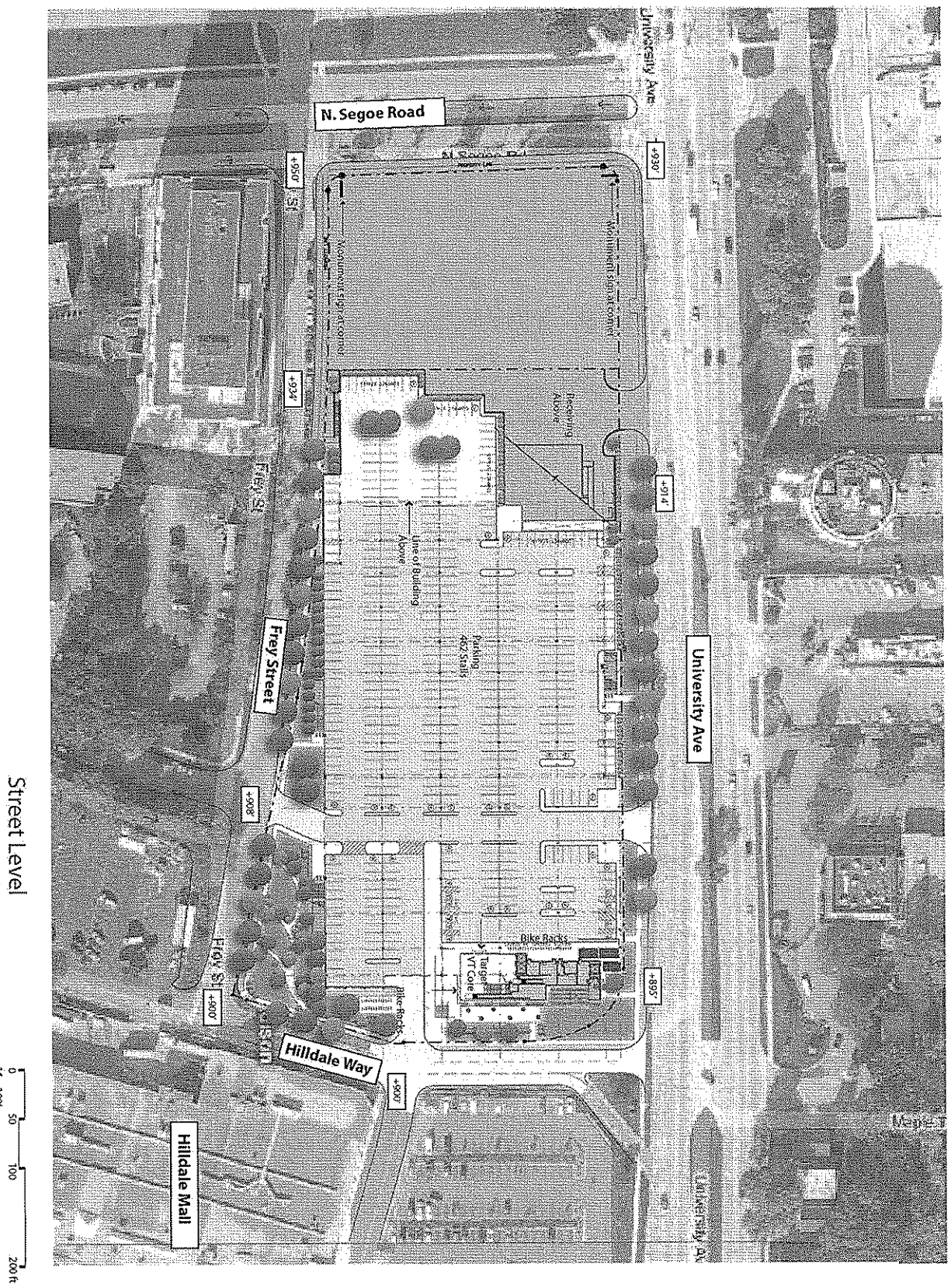
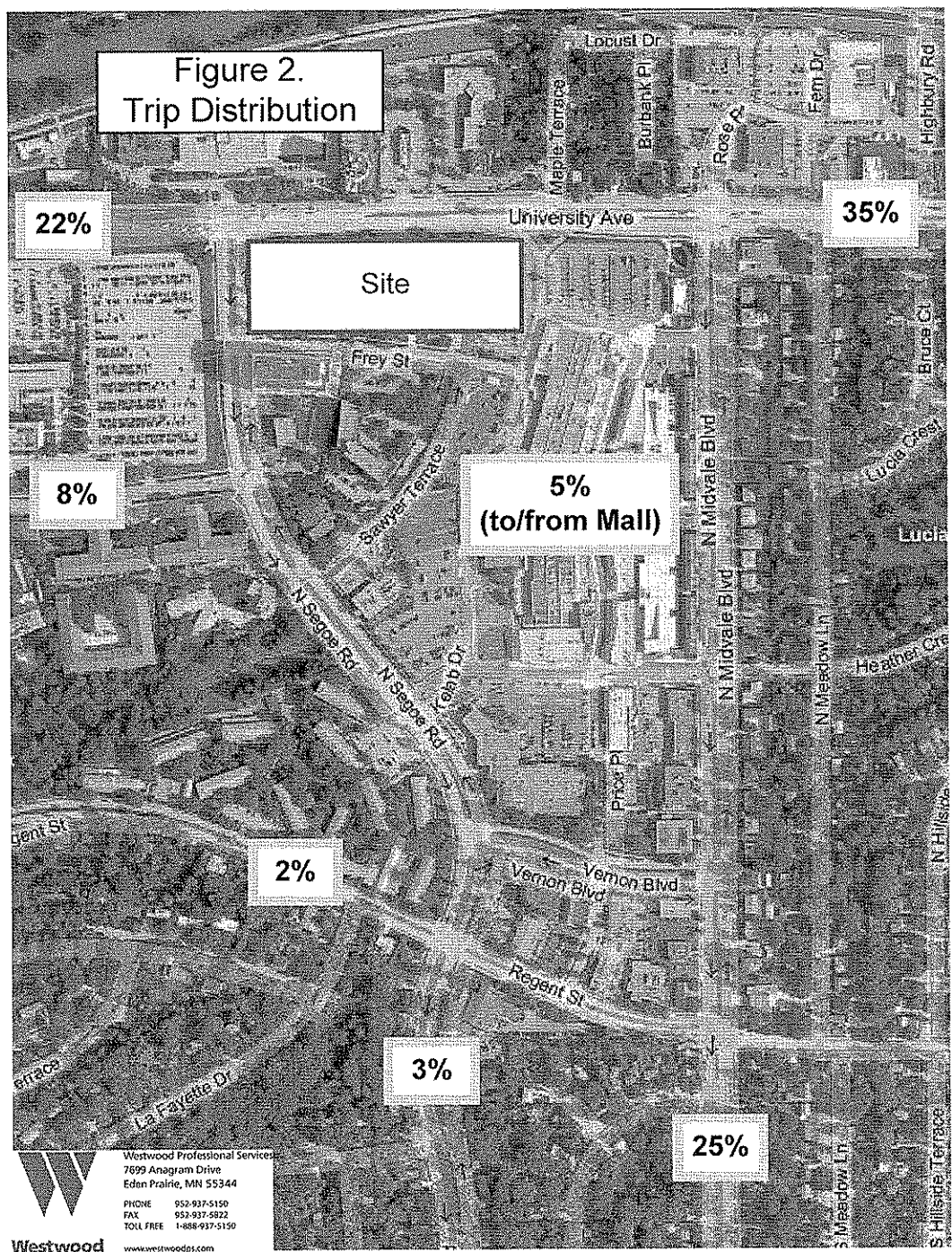


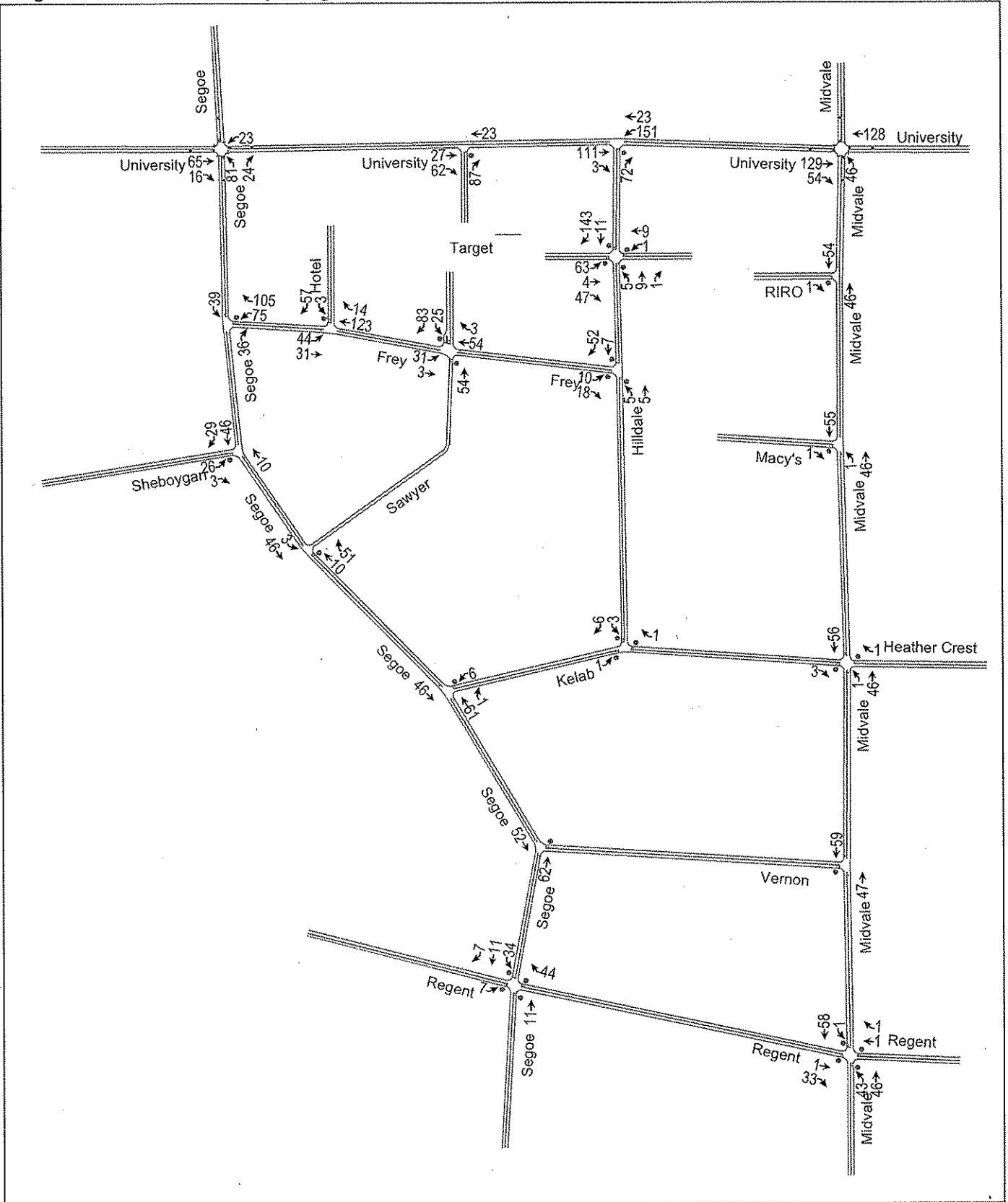
Figure 2.
Trip Distribution



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Figure 3
 Target/Hotel PM Peak Hour Trip Assignment

With Sawyer One-Way

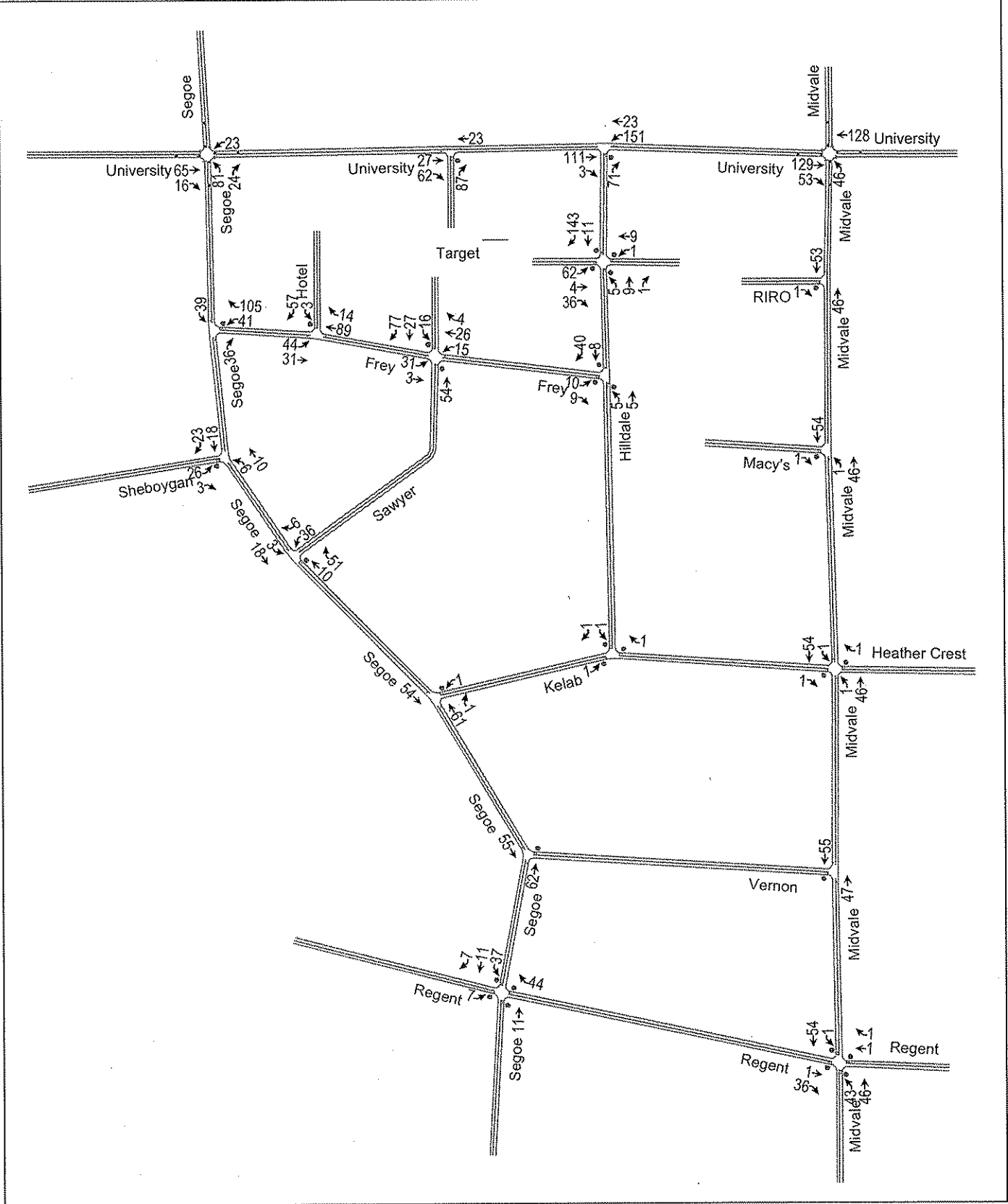


Not to Scale

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Figure 4
Target/Hotel PM Peak Hour Trip Assignment

With Sawyer Converted to Two-Way



Not to Scale

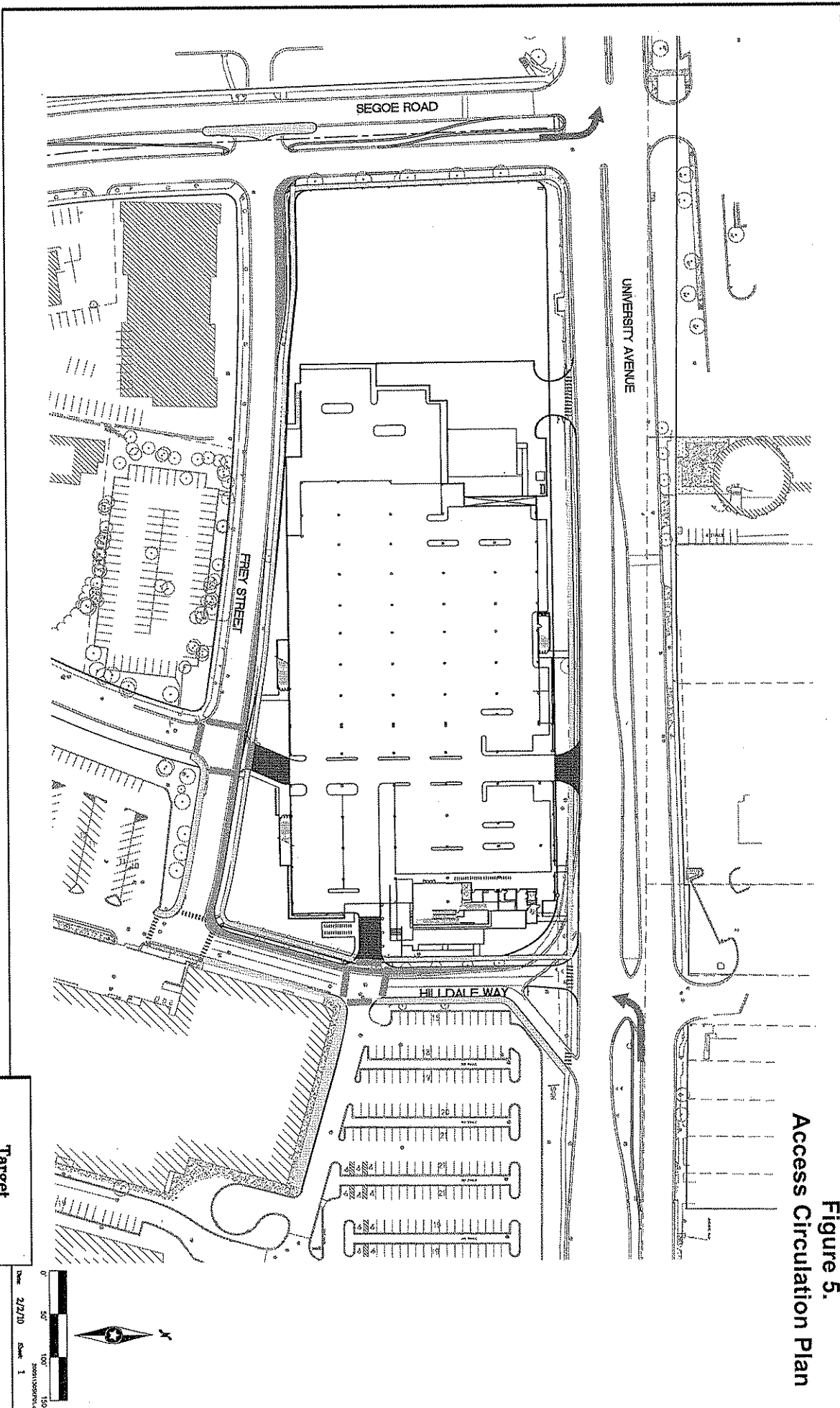


Figure 5. Access Circulation Plan



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200 Corporate Center
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Project	Client	Scale

Prepared for:

Target Corporation
300 North 2nd St
Minneapolis, MN 55401

**Target
Hilldale**
Minneapolis, Minnesota

**ROADWAY
IMPROVEMENTS**

Scale: 2/27/10 Date: 1

TRAVEL DEMAND MANAGEMENT PLAN
Target Hilldale
Madison, Wisconsin

December 16, 2009

Prepared for
Target Corporation

Prepared by
Westwood Professional Services, Inc.

Overview and Background

Target Corporation is proposing redevelopment on the site of the former Humana property bounded by University Avenue, Hilldale Way, Frey Street and Segoe Road. The Target store will be a raised, single-level design, with parking located underneath the store. Target will occupy about 5.4 acres on the east end of the property adjacent to the Hilldale Mall. The western 1.4 acres of the site, adjacent to Segoe Road, is planned to have a 200 room hotel. (See Figure 1, Site Location Map.) This Transportation Demand Management (TDM) Plan addresses the proposed Target Store.

The Target store will contain about 143,000 square feet of space on the shopping level and will have an on-site parking supply of 466 spaces.

Target Corporation has a strong commitment to constructing and owning sustainable facilities. This urban infill, community-connected store fits with that commitment. In addition to the siting of stores, other key ways in which sustainability is addressed is through emphasis on reducing energy use in the lighting, heating and cooling of the stores. By focusing on efficient systems, Target has reduced its energy use by 15% over the last 5 years. In addition, more efficient plumbing fixtures and irrigation systems are now utilized to reduce water use, and construction materials that have recycled content or are recyclable are being employed. A commitment to reducing the transportation-related impacts of the store fits with the overall view toward sustainability and environmental awareness by Target.

The existing environment around this store already exhibits – and continues to promote – a lessened reliance on the use of the automobile in the single-occupant mode. In close proximity, the area has a mixture of land uses featuring shopping, residences, transit availability, pedestrian amenities and employment opportunities. The new Target store will add nicely and relate well to this environment. Confirmation of the current lower dependence on auto usage is shown in Table 1 for the category of commuting.

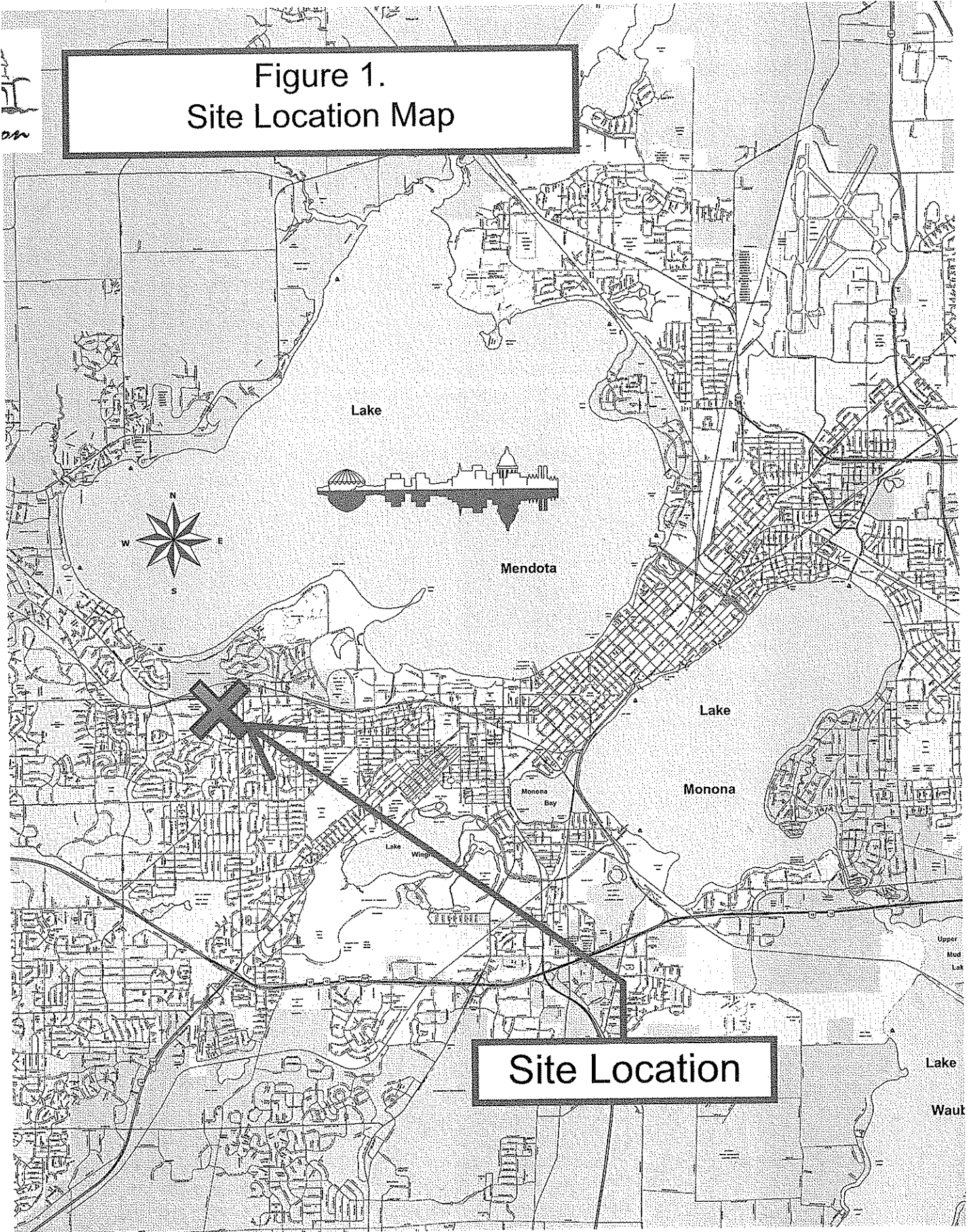
Table 1
Commuting to Work (Workers 16 Years and Over)
53705 Zip Code Tabulation Area (ZCTA)

Mode	Percentage
Drove alone	54.5%
Carpooled	9.3%
Public transportation, including taxicab	13.9%
Walked	11.6%
Other means	6.4%
Worked at home	4.3%

Source: U.S. Census, year 2000

5

Figure 1.
Site Location Map



Site Location

The site is well-situated to continue to promote alternate modes of transportation, due in large part to the active character of Madison residents and its broader area context of proximity to the higher-density downtown and UW-Madison campus areas.

The remainder of this TDM Plan documents the key elements of:

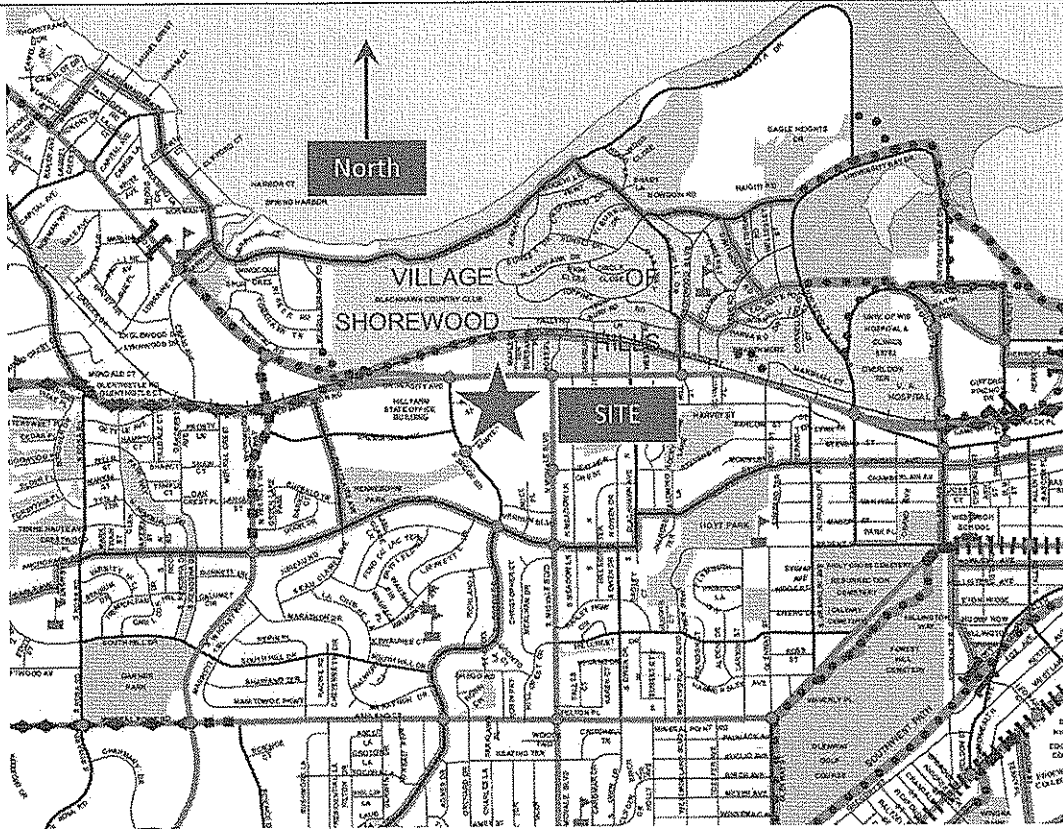
- Bicycle Opportunities
- Transit System
- Site Design Characteristics
- TDM Strategies

Bicycle

The City of Madison website identifies biking as an efficient, convenient mode of transportation that provides a high degree of independence, flexibility and freedom of choice. It also notes that “door-to-door travel times are comparable to the automobile for short trips up to three miles, particularly in the downtown and UW-Madison campus areas where parking adjacent to buildings is limited. Bicycling levels are much higher in Madison during the warmer weather months, but many people bicycle all year long.”

Figure 2 illustrates the many designated bike routes connecting the site with surrounding areas.

Figure 2
Bicycle Route Network



Source: City of Madison Website

The bike path shown on Figure 2 located approximately one block north of the site, running east/west, is the “**Blackhawk Path.**” This path runs along a former railroad alignment.

In the lower right corner of Figure 2 is the SW Path. This path connects downtown Madison with the **Capital City Trail** to the southwest.

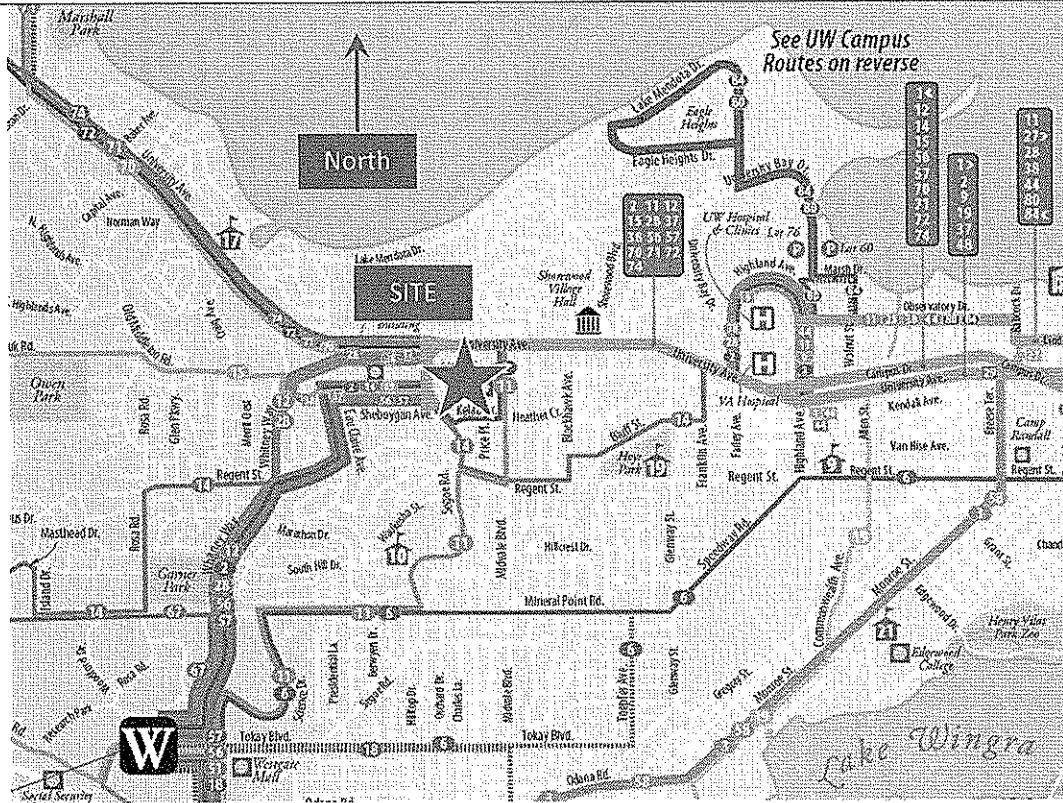
Transit

Metro Transit Bus

The City of Madison provides bus service through Metro Transit. The site is centrally located immediately adjacent to 13 Metro Transit bus routes, as shown on Figure 3, below. Details on each of these routes follow in Table 2. The bus service in Madison fosters multi-modal usage; all buses have a bike rack on the front of the bus to facilitate a mixed mode trip by passengers.

The nearest bus stop is located on University Avenue immediately adjacent to the site, with a shelter that will be relocated as part of the site construction.

Figure 3
Metro Transit Bus Routes

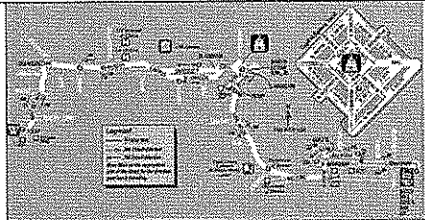
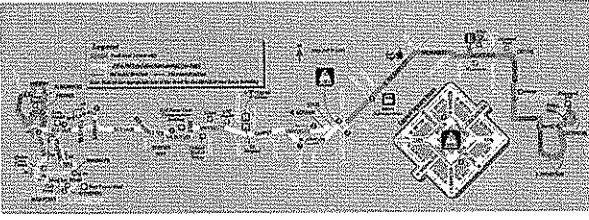
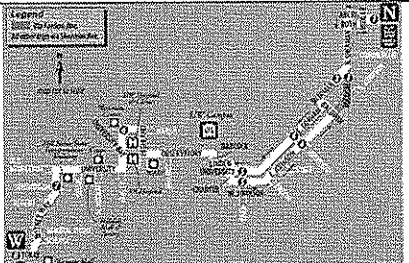
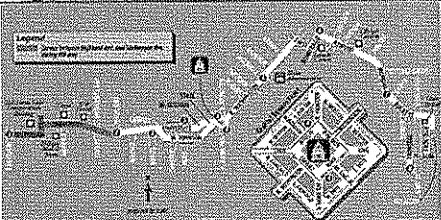
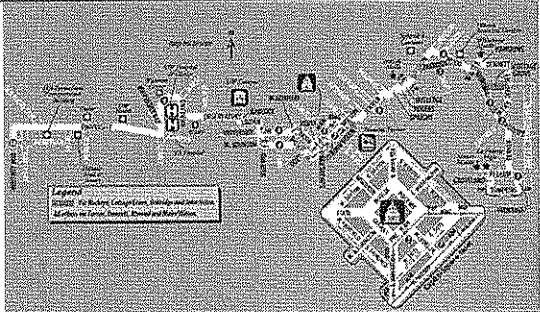


Source: City of Madison Metro Transit Website

Table 2
Metro Transit Bus Route Details

	<p>Route 2 West Transfer Point to/from North Transfer Point.</p> <p>Serving: Sheboygan Ave, University Ave, UW Hospital, UW Campus, State St, Capitol Square, and Johnson-Gorham areas.</p>
	<p>Route 11 West Transfer Point to/from UW Campus - Capitol Square - Dutch Mill Park & Ride.</p> <p>Serving: Segoe-Regent, University Ave, UW Hospital, Observatory Dr, UW Campus, State St., Capitol Square, Alliant Energy Center and WPS Insurance areas.</p>

5

	<p align="center">Route 12 Dutch Mill Park & Ride to/from Capitol Square - West Transfer Point.</p> <p>Serving: Lake Point Dr, Waunona Way, Alliant Energy Center, Capitol Square, State St., UW Campus and University Ave areas.</p>
	<p align="center">Route 15 Junction Ridge to/from Capitol Square - Richmond Hill.</p> <p>Serving: Prairie Towne Center, High Point Rd, Old Sauk Trails Office Park, Old Middleton Rd, Sheboygan Ave, University Ave, UW Campus, State St, Capitol Square, East Washington Ave, Metro Administration Facility, East HS, Milwaukee St, East Transfer Point, Acewood and Orlando Bell Park areas.</p>
	<p align="center">Route 28 North Transfer Point to/from West Transfer Point.</p> <p>Serving: Johnson-Gorham, UW Campus, Observatory Dr, UW Hospital and University Ave. areas.</p>
	<p align="center">Route 37 Sheboygan Ave to/from Pflaum Rd.</p> <p>Serving: University Ave, UW Campus, State St, Capitol Square, E. Washington Ave., Metro Administration Building, Atwood Ave, Buckeye Rd and Dean Clinic East areas.</p>
	<p align="center">Route 38 Pflaum Rd. to/from UW Campus - Sheboygan Ave.</p> <p>Serving: LaFollette HS, Turner Ave, Atwood Ave/Oakridge Ave, Jenifer St, Wilson St, Broom-Bassett, UW Campus, Observatory Dr, UW Hospital and University Ave areas.</p>

	<p align="center">Route 56 McKee Rd to/from West Transfer Point - North Transfer Point.</p> <p>Serving: East Pass, Maple Valley Dr, McKenna Blvd, Pilgrim Rd, Reetz Rd, Whitney Way, Sheboygan Ave, UW Campus, State St, Capitol Square, East Washington Ave, Metro Administration Facility, East HS, and Commercial Ave areas.</p>
	<p align="center">Route 57 McKee Rd to/from West Transfer Point - North Transfer Point.</p> <p>Serving: East Pass, Muir Field Rd, Prairie Rd, Whitney Way, Sheboygan Ave, UW Campus, State St, Capitol Square, East Washington Ave, Metro Administration Facility, East HS, and Commercial Ave areas.</p>
	<p align="center">Route 70 Capitol Square - West Transfer Point to/from Middleton Transfer Point.</p> <p>Serving: State St, UW Campus, University Ave, Spring Harbor, Marshall Park, Century Ave, Donna Dr, Branch St, Sweeney Dr, Parmenter St, Discovery Springs and Greenway Station areas.</p>
	<p align="center">Route 71 Capitol Square to/from Middleton Transfer Point.</p> <p>Serving: State St, UW Campus, University Ave, Spring Harbor, Marshall Park, Mendota Ave, Sweeney Dr, Parmenter St and Discovery Springs areas.</p>

	<p align="center">Route 72</p> <p align="center">Capitol Square to/from Middleton Transfer Point.</p> <p>Serving: State St, UW Campus, University Ave, Spring Harbor, Branch St-Donna Dr/Marshall Park-Airport Rd, Century Ave, and Discovery Springs areas.</p>
	<p align="center">Route 74</p> <p align="center">Capitol Square to/from Middleton Transfer Point/Middleton Business Park.</p> <p>Serving: State St, UW Campus, University Ave, Spring Harbor, Discovery Springs, Greenway Station, Market St, Pleasant View Rd and Airport Rd areas.</p>

Source: City of Madison Metro Transit Website

Site Design

The site design of the store has been done with a view toward providing safe and efficient pedestrian and bicycle linkages to the broader system of City sidewalks and trails and to the immediately-adjacent parcels. Figure 4 shows the linkages of the site. In addition to these pedestrian/bicycle linkages, the on-site amenities with outdoor gathering spaces, benches and special lighting serve to promote a pedestrian-friendly scale and environment.

Bicycle usage is specifically encouraged through the provision of 50 bicycle stalls located convenient to the building entrance; 20 of these stalls will be located under the building, providing covered bike parking during bad weather.

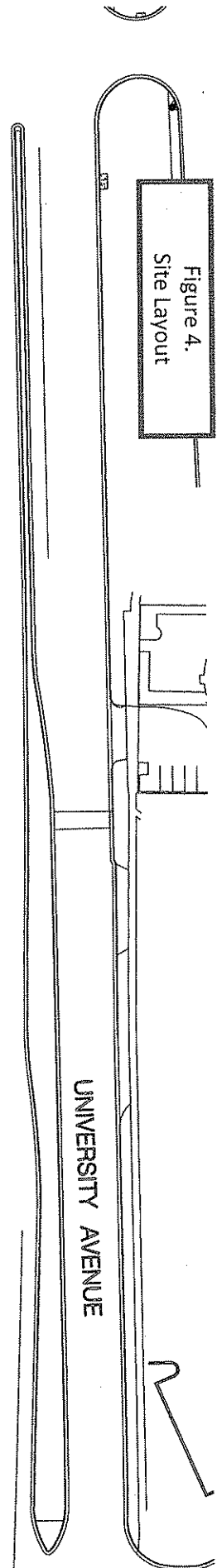
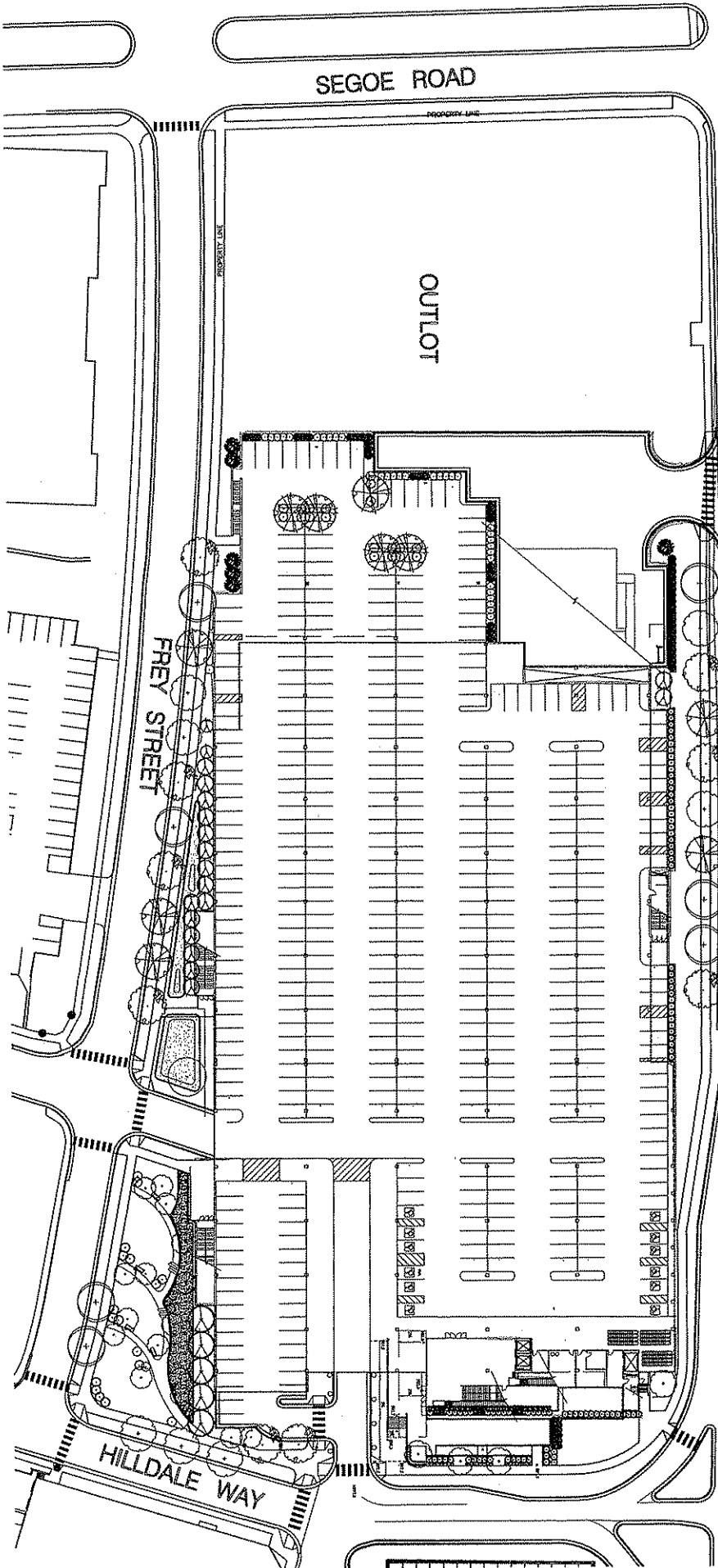


Figure 4.
Site Layout

TDM Strategies

There is not currently a Transportation Management Association (TMA) for this portion of the city in which Target could participate. Target will therefore support TDM principles through its own actions. The most significant benefits will accrue from the placement of the store at this location that will allow employees and guests to make use of the numerous alternative mode options described previously. Target will further support those efforts through the following activities and strategies:

Transportation Coordinator: Target will designate a store employee to be the Transportation Coordinator. This person will be the key contact for obtaining information from and interacting with the City, Madison Metro Transit and other parties who can promote alternative mode transportation options.

Transportation Management Association: If a TMA is formed for this area of Madison, Target commits to participating in its activities.

Dialogue with Madison Metro Transit: Target customarily works with transit agencies to modify or add transit service to take advantage of newly-built stores. Target will work with Madison Metro Transit, if so desired by the bus company, to see if any route adjustments can be made or if new service can be added.

Distribution and Posting of Information: The Transportation Coordinator will maintain a supply of available printed materials (e.g., bus route maps, bus schedules, etc.) and will post them in both an employee-only area and also in a public portion of the building accessible to guests. If additional materials become available from other transportation related organizations (e.g., a city-sponsored employee commuting survey, a city or Metro Transit-sponsored guaranteed ride home program, etc.), Target will distribute those materials to employees.

Maintenance of Facilities: Target commits to properly maintaining the bike parking spaces, sidewalks, pedestrian ramps, lighting and other amenities that promote walking and bicycling to the store.

On-Site Storage Facilities: Target will provide employee lockers with secured storage for bike helmets, backpacks and other cycling gear.

Dialogue with University: Target routinely interacts with nearby universities to inform students about opportunities to shop in an environmentally-sensitive way. For the University of Wisconsin students, that information will be tailored to include information on transit, walking and bicycling opportunities from the campus area to the store.

External Partners: A number of groups within Madison work in areas that relate to transportation management and broader sustainability initiatives (e.g., Bike Federation of Wisconsin, City partners who address sustainability, programs that provide hourly cars or borrowed cars, etc.). The store Transportation Coordinator will be available to interact with those partners as initiatives arise that would help enhance TDM efforts for this store.