



Traffic Engineering and Parking Divisions

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February 11, 2010

TO: Plan Commission

FROM: David C. Dryer, P.E., City Traffic Engineer and Parking Manager

SUBJECT: **702 North Midvale Boulevard – RZ: PUD-SIP to Amended PUD-SIP – Amend Hilldale PUD to Remove Target Store Site and Improve Sawyer-Frey Parking Lot**

The City Traffic Engineering Division has reviewed the subject development and has the following comments.

MAJOR OR NON-STANDARD REVIEW COMMENTS (Comments which are special to the project and/or may require additional work beyond a standard, more routine project.)

1. **The conditions of 4609 University Ave PUD-SIP Target Store at Hilldale will apply and need to be assigned as determined by the Traffic Engineer.**

PEDESTRIAN AND BICYCLE TRANSPORTATION REVIEW COMMENTS

2. **None**

Please contact Bob Arseneau, City Traffic Engineering at 267-8849 if you have questions regarding the above items:

GENERAL OR STANDARD REVIEW COMMENTS

In addition, the following General or Standard Review Comments are in accordance to M.G.O.:

3. This PUD (GDP-SIP) does not include the final approval of the changes to roadways, sidewalks or utilities. The applicant shall need to obtain separate approval by the Board of Public Works and Common Council for the restoration and/or reconstruction of the public right-of-way including any changes required by the City or requested by the developer. The University Av. & Segoe Rd improvements shall be reviewed and approved by the City Traffic Engineer and City Engineer. The applicant shall note on the site plan, "All work proposed in the right-of-way is not being approved as part of the PUD (GDP-SIP). All work in the right-of-way is approved separate by the Board of Public Works, City of Madison."
4. The Developer shall post a deposit or reimburse the City for all costs associated with any

modifications to Traffic Signals, Street Lighting, Signing and Pavement Marking including labor and materials for both temporary and permanent installations.

5. When the applicant submits final plans for approval, the applicant shall show the following: items in the terrace as existing (e.g., signs and street light poles), type of surfaces, existing property lines, addresses, one contiguous plan (showing all easements, all pavement markings, building placement, and stalls), adjacent driveway approaches to lots on either side and across the street, signage, percent of slope, vehicle routes, dimensions of radii, aisles, driveways, stalls including the two (2) feet overhang, and a scaled drawing.
6. The Applicant shall provide scaled drawing on one contiguous updated plan sheet showing all the facility's access, existing and proposed buildings, layouts of parking lots, loading areas, trees, signs, semi trailer and vehicle movements, sidewalks linkages, ingress/egress easements, pavement markings, signage and approaches.
7. The applicant shall submit for all the PUD (GDP) a signage and pavement marking plan to be approved by the City Traffic Engineering. All directional/regulatory signage and stop bars, line lanes, crosswalks, bike lane lines, etc. pavement markings on the site shall be shown and noted on the plan as approved by the City Traffic Engineer.
8. The applicant shall submit for each street type approaches a detail 1" = 20' detail drawing of all the "Street Type Entrance" with plan sheets showing epoxy lane lines, cross walks, stop bars and pavement markings details to be approved by the City Traffic Engineer. In addition, a note shall be shown on the plan, " ALL PAVEMENT MARKING SHALL BE INSTALLED IN EPOXY AND MAINTIAN BY THE PROPERTY OWNER."
9. Because of the number of parking stalls proposed is over 1,000, the Applicant is advised of the Wisconsin Administrative Code NR 406 requirements as they pertain to parking lot size and air quality. The Applicant should contact the Wisconsin Department of Natural Resource, John Meier, Air Quality Analyst (267-0869). A letter from the DNR should be provided to City Traffic Engineering demonstrating that the Indirect Source Permit was issued or exempted.
10. City of Madison radio systems are microwave directional line of sight to remote towers citywide. The building elevation will need to be review by Traffic Engineer to accommodate the microwave sight and building. The applicant shall submit grade and elevations plans if the building exceeds four stories prior to sign-off to be reviewed and approved by Keith Lippert, (266-4767) Traffic Engineering Shop, 1120 Sayle Street. The applicant shall return one signed approved building elevation copy to the City of Madison Traffic Engineering office with final plans for sign off.
11. The applicant shall show the dimensions for all proposed and existing surface and ramp or underground parking stalls items A, B, C, D, E, and F, and for ninety-degree angle parking with nine (9) foot wide stalls and backing up, according to Figures II "Medium and Large Vehicles" parking design standards in Section 10.08(6)(b) 2. (If two (2) feet of overhang are used for a vehicle, it shall be shown on the plan.) Stair cases, Elevators shafts, Aisles, ramps, columns, offices or work areas are to be excluded from these rectangular areas, when designing underground parking areas. The applicant shall modify the existing back area parking spaces around Hilldale Mall along Sawyer Terr. or westerly property line that the westerly existing parking area to be in accordance to

M.G.O. 9 ft wide parking spaces.

12. All signs at the approaches shall be installed behind the property line. All directional/regulatory signage (example Stop, Pedestrian Crossing, etc. etc shall be shown) and pavement markings on the site shall be shown and noted on the plan as approved by the City Traffic Engineer. The applicant shall install and show "Stop" signs installed at a height of seven (7) feet at all driveway approaches behind the property line and noted on the plan.
13. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

Please contact Bryan Walker, City Traffic Engineering at 267-8754 if you have questions regarding the above items:

Contact Person: Adam Fink
Fax: (312) 675-5555
Email: afink@jfreed.com

DCD: DJM: dm

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: February 3, 2010
TITLE: 702 North Midvale Boulevard – Frey Street Parking Lot -- PUD(GDP-SIP). 11 th Ald. Dist.	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Alan J. Martin, Secretary	ADOPTED: POF:
DATED: February 3, 2010	ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Ron Luskin, R. Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of February 3, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL**

Appearing on behalf of the project were James Farrell, representing Joseph Freed & Associates; Scott McLamore, representing Joseph Freed & Associates; Adam Fink, representing Joseph Freed & Associates; Alder Chris Schmidt, representing District 11; and Ken Saiki, representing Ken Saiki Design. Registered neither in support nor opposition was Steve Siehr.

Ken Saiki began by noting the most recent modifications to the plans as follows:

- An update to the plans to provide for tree islands at an Urban Design Commission's standard.
- Signage will be provided to note the parking lot's use for employees as proposed.

Following the presentation, Dan McCormick, Traffic Engineer, spoke to the lack of impact associated with the development of the adjacent Target site as well as Frey Street on the dating of this existing parking facility.

ACTION:

On a motion by Slayton, seconded by Weber, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1-1) with Rummel voting no and Luskin abstaining. The motion required that the applicant return to staff modified plans that featured code compliant ground cover within tree islands along with modifications to curbing to provide for protection of existing trees at the driveway entry but still allow for infiltration.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 5, 5, 3, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard – Frey Street Parking Lot

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings								5
	5		5					5
	5		5			5	5	5
								3
	5							5
						5		
								5

General Comments:

- Adequate.
- Perhaps a need, but a poor use of this space.
- Prefer approved use in GDP for green plaza and public space.
- Should be temporary parking lot.
- It's just a parking lot.

AGENDA # 4

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: January 20, 2010	
TITLE: 702 North Midvale Boulevard – Frey Street Parking Lot – PUD(GDP-SIP). 11 th Ald. Dist. (17125)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: January 20, 2010	ID NUMBER:	

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Jay Ferm, John Harrington, R. Richard Wagner, Richard Slayton and Mark Smith.

SUMMARY:

At its meeting of January 20, 2010, the Urban Design Commission **REFERRED** consideration of a parking lot located at 702 North Midvale Boulevard. Appearing on behalf of the project were James Farrell, representing Joseph Freed & Associates; Adam Fink, representing Joseph Freed & Associates; Scott McLamore, representing Joseph Freed & Associates and Ken Saiki, representing Ken Saiki Design. Registered in opposition were Karen Schwarz, representing residents of Weston Place and Pat A. Eschmann.

Fink noted that the rezoning allows for the removal of Target site from the previous approvals under Hilldale Redevelopment which is associated with its improvement with “Whole Foods;” the rezoning also includes the subject lot which is maintaining its current use as a parking lot. Earlier approvals provided for its development as open space in association with previously proposed residential development. Farrell and Saiki then presented details on the restoration of the previously existing parking lot necessitated by its interim use as a staging area for construction. The plans provide for the restoration and striping of the existing parking surface, the maintenance of the existing tree vegetation surrounding the perimeter of the site along with the inclusion of tree islands on both sides of its driveway entry that includes the addition of concrete curbing. It was noted that the extent of existing vegetation surrounding the perimeter of the site provides for more than adequate screening from the street right-of-ways. Following the presentation, an opposition statement was read by the Chair Bruce Woods from Karen Schwarz who was unavailable to speak on this item due to a premature departure. The statement noted, the residents next to the subject lot, as well, were in opposition. The statement referenced that “there has been a small parking lot at the location which we were told would be green space. That existing small lot is never used by Hilldale patrons. Office buildings on the current Target site, visitors use that lot, but since those buildings were vacated, no one has ever parked there other than construction (de-construction) vehicles. I do not see any possible value to a parking lot in that location and do not see any Hilldale patrons, even Target patrons, using a lot that far removed from the entrances of Hilldale and Target. The current parking; immediate west of the Sentry loading dock, is rarely used as is so additional parking farther away is not likely to be used at all.” The Applicant was questioned on this issue where it was noted that the parking would be utilized for employee parking for the various retail establishments within the Hilldale Redevelopment proper.

Following the presentation the Commission noted the following:

- Increasing pedestrian connections to the parking lots used and that are connected to the mall.
- Urban Design Commission standard to provide for tree islands at an interval of 12 stalls need to be addressed and provided for.
- Would like to refer the consideration of the lot based on the global discussion with Traffic Engineering on the Target site and not preclude broader visions on resolving greater issues with Hilldale Redevelopment including any potential improvements to Frey Street as it may affect this lot.
- Question that signing that provides for the limitation of the use by others for the parking lot that needs to be provided, needs signage recognition providing for the limitation for employees use.
- Need additional tree islands to break up the mass of surface parking.
- Further consideration of the project address how does space along Sawyer Terrace work with Frey Street to make overall area more attractive and connective.
- Modify the plans to provide protectiveness mechanisms for existing trees.

ACTION:

On a motion by Weber, seconded by Rummel, the Urban Design Commission **REFERRED** consideration. The motion was passed on a vote of (7-1) with Slayton voting no. The motion referenced the need for referral pending Target's discussion with Traffic Engineering in regards to the overall improvements associated with the Target redevelopment as well as impacts of any potential improvements on Frey Street and Sawyer Terrace as it relates to potential connectivity with the Target development and the westerly/southerly extension of Hilldale Way as well as the concerns detailed above.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 4, 4, 5, 5 and 4.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard (Frey Street Parking Lot)

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings								4
								4
	3		3					
								5
	5		5	6		6	6	5
	4		4			5	4	4

General Comments:

- Where is TDM plan to reduce need for employee parking? Not willing to give up greenspace. Don't lose relationship to GDP/vision for site.
- Landscape islands necessary.
- Need understanding of target implications.
- Former open space now asphalt – bummer – other greenspace on Hilldale site? Clearly this is overflow for Target – is it needed?
- Poor use for this area.