

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** February 3, 2010

TITLE: 702 North Midvale Boulevard (Target) – **REFERRED:**
PUD(GDP-SIP). 11th Ald. Dist. **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 INITIAL APPROVAL** for Target's PUD(GDP-SIP) located at 702 North Midvale Boulevard.

Appearing on behalf of the project were Tom Carrico, representing Target Corporation; Allan Klugman, Abbie Moilien, representing Target Corporation; Ken Saiki, representing Ken Saiki Design; Jaci Bell, representing Target Corporation; Steve Breitlow, representing Plumbers Local Union 75; Liz Vowles, Tom Favour, representing Hill Farms Neighborhood Association; Mary Shaffer, representing Target Corporation; James Farrell, representing Joseph Freed & Associates; Scott McLamore, representing Joseph Freed & Associates; Adam Fink, representing Joseph Freed & Associates; and Alder Chris Schmidt, representing District 11. Registered neither in support nor opposition was Steve Siehr.

Prior to the presentation, William Fruhling, Principal Planner, noted that a review of the project against the provisions for Large Retail Developments in Section 33.24(4)(f), MGO was provided within the application packet and contained a summary of the development's consistency with these provisions. Updated modifications to the project were as noted:

- A review of ingress and egress measures off of University that include a left-hand turning lane off of westbound University Avenue along with a reconfiguration to enlarge Hilldale Way to allow for two lanes in and a right turn exit onto University Avenue.
- The structured parking has been shifted westerly to provide for more green space on the easterly façade of the building and less exposed surface parking on the building's westerly elevation.
- Additional window openings as have been provided in the Frey Street elevation with a more intricate fenestration.
- Addressed issues with columns and massing on the Hilldale Way elevation.
- The amount of parking reduced to 450 stalls.
- Utilization of the brick base with plantings and retaining walls where the upper story is clad in fiber cement board with reveal utilizing a joint frame.
- The upper elevation features the use of "Kalwall" translucent fiberglass panels in stairs as a substitute for glass in order to reduce heat gain and reduce energy costs.

Following the presentation, Dan McCormick, Traffic Engineer, appeared to answer questions relevant to traffic issues that included on-site circulation, the reconfiguration and addition of lanes on Hilldale Way, improvements to Frey Street, and improvements for a left-turn lane off westerly bound University Avenue.

Following the presentation, the Commission noted the following:

- Eliminate the fare lane right-turn exit onto University Avenue from Hilldale Way for a more controlled perpendicular right-turn movement.
- Consider diagonal crossing at Hilldale Way at the entry to Target.
- Consider the use of flashing stop sign at the pedestrian crossing at Hilldale Way.
- Add bollard lighting in the walk along the north side of Sentry, use bollard as a physical barrier with openings aligning with parking drive aisles to guide crossings.
- Provide perpendicular handicap access ramp at street crossings.

Testimony from Ald. Schmidt in support of the project noted that the left-hand lane turn lane added to westbound University Avenue was part of purposeful attempt to slow down traffic on University Avenue to be urban, not a high-speed rural highway. In addition, stormwater standards above City requirements with a design that holds back but not retains.

Further discussion by the Commission noted the following:

- Question the main entry interior treatment behind glass wall, what will be the condition, will it be a giant sign. It currently appears to be a marketing image. Make sure area is not brightly lit. Don't want it brightly lit and blasted with graphics. Should be a typical lighting level as with the rest of the store.
- Question the scale of the "norman" brick's appearance, old fashioned when everything else is hard edged.
- Modify the "Kalwall" volume to add like panels of vision glass in stair towers, to provide a daylight detail.
- Look at providing carts for use by nearby elderly residents.

Question adherence to the provisions for Large Retail Developments "Big Box." A response by Fruhling noted that the recently reviewed assessment is that a real good job was done on siting requirements with the three street side elevations where provisions on the length of the walls and other detailing not yet gotten to review by staff, but the Plan Commission can weigh composition of design based on outstanding design amenities. A quick review provides that some minor points and articulation of walls which require articulation at 75% interval may be a minor deviation from the applicable provision.

Continued discussion by the Commission noted the following:

- Since the provisions for the Large Retail Developments are prescriptive and may not be necessary in the case of this development based on the level of design:
- Provide awnings/protected coverings over loading dock areas to diminished views from adjacent residences, not yet done per previous comments. Look at a 10-12' extension.
- Agree on display wall issue as part of the public realm where UDC should have oversight.
- Relative to the future retail commercial site at the corner of Segoe, Frey and University Avenue; recommend the use of underground parking and shared access off of University with access off of Frey Street.

- Screen loading dock from future development.

Discussion following the motion was as follows:

- Would like to see colored bike lanes.
- Motion should include or stress inherent traffic issues that need to be addressed with Plan Commission consideration.
- Look at combining the two walks at the corner to go through parking structure off of the building's northeast corner.
- Provided comment on redesign of surface parking was to prevent backing into of oncoming traffic, still needs redesign. The applicant noted in order to reduce concerns area it would be designated for employee parking only to diminish the public safety concerns.
- Consider gating stair to surface parking.
- The graphic in the entry should be more than a red wall or market ploy. Need a better idea, something that may change once a year, possibly an opportunity for art.
- Look to see if roof top screening, should be two areas, not one large area.
- If intent to make the east side entry treatment a front porch, move ramp stair on University Avenue to connect to the plaza seating area in front of the building.
- Look at keeping walk along Hilldale Way in front of Target only and not along Sentry's Hilldale Way frontage.
- Infiltration needs further study to maximize on-site storage and minimize runoff.
- Consider continuing the exterior architecture into entry feature's glass facade to prevent the wall becoming a giant graphic.
- Relevant to two proposed off-premise monument signs were noted by staff as inconsistent with the code requiring variances. The Commission noted that the pylon/monument signage at Segoe and University and at Segoe and Frey Street is too much. Needs to be more urban and not suburban.
- The pharmacy signage looks tacked on, strip mall like, needs further study and needs better integration into architecture.
- On the east elevation front door is not fully viable, need to bring more renderings on what it's going to look like.

ACTION:

On a motion by Rummel, seconded by Weber, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (6-1-1) with Harrington voting no and Luskin abstaining. The motion required to address the above-stated concerns and the following:

- Include conduit for an activated stop at Hilldale Way at Sentry sidewalk to accommodate pedestrian crossings between Sentry and the east elevation of the new Target store.
- In regards to the new Sentry sidewalk, use bollards along it with spacing to be coordinated with curb cuts to protect pedestrians as well as identify where cart users access drive aisle lanes with the adjoining surface parking lot.
- Provide perpendicular crossings at crosswalks.
- Provide lighting levels and more information for the glass wall feature at the main entry including an option to extend the exterior wall treatment of brick internal to the glass wall structure.
- Provide night renderings for detailing of the main entry to the building and give some thought to what the interior treatment will be.
- Strongly encourage colored bike lanes on Frey Street and Hilldale Way.

- Strongly encourage making the right-turn lane more perpendicular off the revised Hilldale Way configuration.
- Provide a rendering of the loading docks off of the building's west elevation.
- Look at alternatives to provide for a more modern type brick
- Gate stair at the back side.
- Study splitting the roof top utility enclosure.
- Suggest that City delay improvements to provide for the east sidewalk on Hilldale Way. If the improvement is to be installed, provide a protective wall or barrier against Hilldale Way.
- Study providing more on-site infiltration.
- Study enhancing Frey Street entrance more.
- Designate the surface parking stalls at the westerly extremes of the lot for employees only to minimize safety concern.
- Gate stair entry to ramp.
- Place sidewalk along Sentry at Hilldale Way.
- Encourage canopy over loading areas on west elevation.
- Encourage the use of vision glass within the "Kalwall" covered portions of stairs for day lighting.
- Provide details on cart storage areas.
- Encourage further study of traffic issues.
- Look at combining emergency ingress and egress with garage ingress and egress at University Avenue.
- Initial approval is based on internal site design where the Plan Commission must further study external traffic circulation issues.

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 7, 5, 7, 6, 6 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard (Target)

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	7	7	8	6	6	7	7	7
	5	7	6			4	5	5
	6	6.5	7	6	6	5	7	7
								6
	6	6	6			5	6	6
	6	7	7			5	6	
								7

General Comments:

- Frey Street entry architecture needs to reach higher bar.
- Still hoping for green roof.
- Not excited about window boxes.
- Acknowledge potential ped bridge across University.
- Awnings over truck receiving bays.
- ADA sensitive crosswalk ramps at Hilldale/Sentry need to be perpendicular not diagonal.
- Nice architecture, site plan causes major traffic issues, unresolved.
- Welcome use and density to the site – visually interesting architecture – bravo! No defacto entry lantern signage aka Walgreen’s!
- Thorough, informative packet. Good effort to meet large format retail ordinance. Lots of details to resolve but appreciate attention to detail.
- Off-site circulation is greatest issue (albeit outside UDC jurisdiction).