



## Traffic Engineering and Parking Divisions

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

Suite 100  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2986  
Madison, Wisconsin 53701-2986  
PH 608 266 4761  
TTY 866-704-2315  
FAX 608 267 1158

February 17, 2010

TO: Plan Commission

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

SUBJECT: **4609 University Ave – RZ: PUD-SIP to Amended PUD-SIP – Allow Construction of Target Store at Hilldale Shopping Center**

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. Approval of the subject rezoning is conditioned upon the findings of the original GDP's comprehensive traffic study (Freed/Hilldale Traffic Impact Study dated September 2006) and additional follow-on studies and amended studies done more specifically for the area and current Target SIP proposal.

This includes recognition of increased transportation demands on the streets, intersections and neighborhoods surrounding the development. Specific recommendations of the subject studies that involve major changes to City intersections and streets outside those shown on the GDP/SIP site plan will need final review and approval by the City. Unless otherwise modified by an alternative financing plan or exception noted, the Developer is expected to finance 100% of the street reconstruction and traffic signal costs for the changes proposed in the GDP/SIP for City streets.

The Developer will need to enter into a developer's agreement/subdivision contract with the City and amend or replace the previously approved contract for the original GDP.

Specifically, the conditions of approval and contract provisions need to contain the following improvements to adequately support the development and City concerns:

- a. Redesign of the existing Hilldale Way right-in/right-out driveway on University Avenue for both ingress and egress, as determined by the City Traffic Engineer.
- b. Reconstruction of the center median on University Ave to provide a left turn in at Hilldale Way to provide adequate access to the site. This shall be coordinated with the Hilldale Way driveway redesign, and also include

undergrounding and electrical conduit for potential future "half" traffic signal at this location. The developer may need to enter into agreement with the City TE for cost sharing of the potential future signal's operation and maintenance costs of this intersection.

- c. Widening of Hilldale Way to the west from the existing Sentry Foods parking lot curb to accommodate sidewalks and tree terraces on both sides and a roadway width of at least 36 ft wide. The street shall be realigned and widened from University Ave to a distance past Frey St, and include changes to portions along the Sentry Foods building.
- d. Installation of raised pedestrian crossings and heavy duty crosswalk markings at the Hilldale Way and Sentry Foods intersection as well as the Frey St and Sawyer Terrace intersection. Special signage for pedestrians may be required such as in-street yield to pedestrian signs.
- e. Widening of Frey St to the south to accommodate sidewalks and tree terraces on both sides and a roadway width of at least 36 ft wide. The street shall be realigned and widened from Hilldale Way to a distance past Sawyer Terrace.
- f. Widening of Frey Street at Segoe Rd for about 100 ft, from 32 feet (face of curb to face of curb) to about 40 ft feet to provide adequate access to the site.
- g. Construction of a "half" signal at the intersection of Segoe Road and Frey Street to minimize delay and queuing for southbound Segoe Road traffic. This shall require additional conduit and interconnection along Segoe, from approximately University Ave to Sheboygan Ave. The developer will need to enter into agreement with the City TE for 100% of the signal operation and maintenance costs of this intersection (similar to Heathercrest and Midvale).
- h. Addition of a northbound left-turn bay at the intersection of University Avenue and Segoe Road, which will provide a total of two northbound left turn lanes, and modify signal equipment and settings. As part of a future reconstruction project of University Ave, the investigation of an additional westbound left-turn bay on University Avenue at Segoe Road, which will provide a total of two, and modify signal equipment and settings. Enhancing the existing crossing on the west side of the intersection of University Avenue and Segoe Road to provide a better link for pedestrians and bicyclists to the Blackhawk Path north of University Avenue. This includes reconstructing the median nose on University Ave and ped-bike ramps.
- i. Relocation of the public sidewalk on University Ave to the property line or location further away from the street acceptable to the City. Among other things this will provide pedestrian buffer space and space for street trees and landscaping. Final review and approval by the City Traffic Engineer.

- j. To avoid too many traffic signals in a short distance, and provide safety and capacity benefits, the construction of a modern roundabout at the intersection of Segoe Road and Sheboygan Ave with wide splitter islands to provide two-stage pedestrian crossings, to be completed as a City project, at a time to be determined by the City. Construction of the roundabout requires purchase of right-of-way in the HFSOB quadrant of the intersection. Said right of way shall be officially mapped as part of the SIP approval. The developer shall also execute a waiver for their reasonable and proportional share of the costs the roundabout right of way and reconstruction and provide a deposit for their estimated share of area wide intersection and traffic signal costs prior to GDP, SIP and CSM sign off. The deposits may be paid in construction phases. A neighborhood educational campaign is recommended to familiarize local residents with roundabout operations for all road users. Signalizing the intersection is an interim solution to roundabout construction.
  - k. To avoid too many traffic signals in a short distance, and provide safety and capacity benefits, the construction of a modern roundabout at the intersection of Segoe Road and Heather Crest with wide splitter islands to provide two-stage pedestrian crossings, as part of future project. The developer shall provide this ROW as part of the GDP and CSM. The developer shall also execute a waiver for their reasonable and proportional share of the costs the roundabout reconstruction and provide a deposit for their estimated share of area wide intersection and traffic signal costs prior to GDP, SIP and CSM sign off. The deposits may be paid in construction phases. A neighborhood educational campaign is recommended to familiarize local residents with roundabout operations for all road users. Signalizing the intersection is an interim solution to roundabout construction.
  - l. The truck access driveway on University Ave shall be widened to forty feet (40') wide with truck turning movements encroaching into a maximum of two (2) lanes on University Ave.
  - m. Submission a construction staging and traffic control plan prior to approval of the GDP and SIP. A condition of these plans is that the development construction cannot impact pedestrian and bicycle access and mobility.
2. The following are recommended conditions of approval and contract provisions for future phases of development (that is Phase 3 and beyond) to adequately support the development and City concerns:
- a. Convert Sawyer Terrace to a two-way, pedestrian oriented street including modification of the existing signal at the intersection of Segoe Road and Sawyer Terrace.

- b. Widen Sawyer Terrace from 32 feet (face of curb to face of curb) to 36 feet to better accommodate mixed traffic, parking, and design as pedestrian oriented street, with parking on both sides for most of the street.
- c. Maintain existing pedestrian conditions, median refuge on crossings and pedestrian priority at the existing signal at the intersection of Segoe Road and Sawyer Terrace.
- d. Mid-block pedestrian table crossing on Sawyer Terrace at existing stair access to/from mall.
- e. Improve accessibility of stair access to/from mall and provide alternative access via accessible ramp, including providing an accessible ramp from Sawyer Terrace to the Mall.
- f. Construct bumpouts at the intersection of Segoe Road and Sawyer Terrace,, and Segoe and Kelab/Heathercrest, to be coordinated with City plans for the addition of bike lanes on Segoe Road, to shorten the pedestrian crossing distance on Segoe Road. Bumpouts to be on both sides of Segoe.
- g. Restrict trucks on Sawyer Terrace.
- h. City of Madison and Village of Shorewood Hills to continue investigating feasibility/location of grade separated crossing of University Avenue.
- i. "City Street" type improvements (bike lanes and street trees) along Mall Road creating a more open and connected street system to encourage Phase II and III vehicle traffic to use Mall Road in addition to Sawyer Terrace and Frey Street, to be reviewed and approved by City Traffic Engineer.

### PEDESTRIAN AND BICYCLE TRANSPORTATION REVIEW COMMENTS

3. None (see above).

**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.:

4. 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, 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.
5. The applicant shall provide scaled drawing at 1" = 20' or larger on one contiguous plan sheet showing all the facility's access, existing and proposed buildings, layouts of parking lots, loading areas, trees, signs, semitrailer and vehicle movements, ingress/egress easements and approaches. Contact City Traffic Engineering if you have questions.
6. The Developer shall post a deposit and reimburse the City for all costs associated with any modifications to Traffic Signals, Street Lighting, Signing and Pavement Marking, and conduit and handholes, including labor, engineering and materials for both temporary and permanent installations.
7. Street name signs shall be installed five (5) feet behind the property line on private property on the right hand side of the private street approach to the public street. Signs may be mounted on wood posts, drive posts or on two (2) inch (I.D.) steel pipe mounted on a concrete stub buried in the ground. At all private-public street intersections, the property owner shall install and maintain a regulation stop sign (minimum 24" x 24") and a "Private Drive" sign (minimum 18" x 18") mounted on the street name sign post seven (7) feet above ground (measured to the bottom of the sign). Street name signs shall be mounted no less than nine (9) feet, nor more than ten (10) feet above ground (measured to the bottom of the sign).
8. The applicant shall show the dimensions for existing and proposed 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, elevator shafts, aisles, ramps, columns, offices or work areas are to be excluded from these rectangular areas when designing underground parking areas.
9. All signs at the approaches shall be installed behind the property line. All directional/regulatory signage (example: Stop, Pedestrian Crossing, 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 feet at all driveway approaches behind the property line and noted on the plan.
10. The intersection shall be so designed so as not to violate the City's sight-triangle preservation requirement which states that on a corner lot no structure, screening, or embankment of any kind shall be erected, placed, maintained or grown between the heights of 30 inches and 10 feet above the curb level or its equivalent within the triangle space formed by the two intersecting street lines or their projections and a line joining points on such street lines located a minimum of 25 feet from the street intersection in order to provide adequate vehicular vision clearance.
11. The attached Traffic Signal/Street Light declaration of conditions and covenants shall be executed and returned with site plans. The development shall acknowledge on their proportionate share of traffic signal assessments.

12. 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: Jaci Bell  
Fax: n/a  
Email: [jaci.bell@target.com](mailto:jaci.bell@target.com)

DCD: DJM: dm

## AGENDA # 5

City of Madison, Wisconsin

---

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

---

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).

## AGENDA # 3

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> January 20, 2010	
TITLE: 702 North Midvale Boulevard (Target) – PUD(GDP-SIP). 11 <sup>th</sup> Ald. Dist. (16448)	<b>REFERRED:</b>	
	<b>REREFERRED:</b>	
	<b>REPORTED BACK:</b>	
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b>	<b>POF:</b>
DATED: January 20, 2010	<b>ID NUMBER:</b>	

---

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, Ron Luskin, 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 PUD(GDP-SIP) located at 702 North Midvale Boulevard. Appearing on behalf of the project were Ald. Chris Schmidt, representing District 11, City of Madison; Ken Saiki, representing Ken Saiki Design; Allan Klugman, Traffic Engineer, Westwood, representing Target Corporation; Jaci Bell, representing Target Corporation; Tom Carrico, representing Target Corporation; Roxanne Nelson, representing Target Corporation; Russ Kowalski, representing Hillfarm Neighborhood Association; and Karen Schwarz, representing residents of Weston Place. Registered in opposition was Pat A. Eschmann. Registered neither in support nor opposition were Herman Felsfehausen, Al Matano, and Ingrid Kundinger, representing West Madison Senior Coalition and West Madison Senior Center.

In response to the Commission's previous review of the project Jaci Bell provided a review of the urban stores that feature a raised single level design with structured parking below. The modifications to the plan were noted as follows:

- The main entry location has been moved to the east of Hilldale Way elevation with bike racks relocated adjacent to it in the lower level parking deck. The accommodation for truck receiving is now only an in and out at University Avenue not at Frey Street as previously proposed.
- Parking ratios have been reduced from 1 stall to 400 square feet to 1 stall to 300 square feet.
- The stockrooms have been shifted to the west elevation.
- Comments relevant to traffic noted that traffic generation will be less than that anticipated with the previous TDM plan as approved with the "Whole Foods" project.
- The main access to the ramp at Frey Street and Hilldale Way is on Frey Street and Hilldale Way.
- A review of public open space and stormwater areas noted open space and stormwater facilities off of the southeast corner of the site.
- Details of a patio/plaza along Hilldale Way are provided with the landscaping for emphasis on natives utilizing evergreens and grasses. Details of the stormwater facilities include the use of concrete fault system where the roof of the building is designed to delay discharge and utilize a light colored roofing material that helps blend with mechanicals and reduce the heat island effect.
- The overall project will be at an equivalent to LEED Silver.

- The facade of the building features a brick base with a 2-story glass lobby with stone mass as an emphasis for the main entry.
- Leaning toward the use of cement board panels on the upper elevations with reveals.
- A review of the ingress and egress circulation pattern was provided with an overview of bike circulation.

Following the presentation, testimony from the public was as follows:

Russ Kowalski, representing University Hillfarm Neighborhood Association spoke to a memo he authored in behalf of the association that emphasized traffic related issues. He noted that a conflict of most concern with people within the neighborhood was that the point of intersection with Hilldale Way and Frey Street which could back up easily and already has congestion issues in absence of the Target proposal. He referenced the need for other options and alternatives such as another driveway entry off University Avenue with a split between car and pedestrian access in addition to providing another ingress and egress point off of University Avenue to the parking garage. He also noted the need for consideration of the green roof and for adequate screening of rooftop facilities including the use of solar panels to reduce energy consumption. Testimony from Herman Felsfehausen referred to a email memo distributed to the Commission noting concerns about the need to correlate a future pedestrian/bike overpass connection with the development of the site, the need to provide for more on-site stormwater runoff infiltration in an area where stormwater runoff is an existing problem as well as a lack of a coherent plan for pedestrian connection between the proposed Target store and the existing mall. Pat Eschmann spoke on issues of concern with the intersection of Hilldale Way and Frey Street noting existing problems with its configuration with ingress and egress and backup of traffic combined with the association with the existing surface parking for Sentry. She also noted a need to provide for overflow parking if the lower level ramp is full. Karen Schwarz noted her appreciation for the loading dock but concern with potential noise from the rooftop air handling system as well as problems with the potential for a left hand turn off University Avenue where University Avenue already has frequent back-up issues. She further noted her support for the provision for a green roof along with the need to modify the proposed refurbished parking area at the southwesterly corner of Frey Street and Hilldale Way which is underutilized to provide a more functional relationship with the new Target store pad site and provide enhanced pedestrian access with the rear of the existing mall. Testimony from Ingrid Kunding, representing the West Madison Senior Center and Coalition noted concern with pedestrian/vehicular safety with older adults in the Senior Center accessing Target and the westerly side of the Hilldale Mall. Ald. Chris Schmidt spoke in support but noted the need to address issues with traffic, pedestrian/bike circulation. Relevant to the discussion of a future pedestrian overpass he noted it needs to happen. Plans for the development of the Hillfarm's State Office Building site at Segoe Road provide for a proposed crossing further west. Tim Parks, Planner III, noted in response to questions by the Commission explained the potential development of a left hand turning lane off of westerly bound University Avenue as currently proposed in association with the Target development.

Following testimony the Commission noted the following:

- Need to provide information on what is being done to facilitate pedestrian/bike movement into the Hilldale Mall from the Target site.
- Problem with pinch point at the intersections of Frey Street and Hilldale Way, problem with the lack of sidewalk with the minimal amount of sidewalk at Sentry and lack of connectivity to the westerly side of Hilldale Mall, problem with connection to the interior concourse of the Mall.
- Look at limiting Hilldale Way to serve Target and Sentry only, cut-off only as a fire lane to the south with Frey Street and Sawyer Terrace providing access to the south side of Target and the Mall.
- Like what is shown, like to see a green roof and other things but need to get over traffic issues.
- The loading on University is still a problem?
- Concern with pinch point at Frey Street, potential back-ups.

- Move building to north, it interrupts site line on street, interrupts pedestrian movement as well as a relationship of building edge and sidewalk as well as makes problematic with relationship of the building edge and sidewalk.
- Question the value of six surface parking stalls located on the southwest corner could be green space with slight adjustments to the corner as to design which is currently clumsy, modified can accommodate a similar number of total stalls.
- On stormwater, encourage maxing out on-site infiltration.
- Question why no green roof; it can deal with aesthetic issues especially with the adjoining Weston Place development and also provide for good thermal insulation.
- The open surface parking lot on the west should be more landscaped with tree islands and more green amenities.
- Need to push for more native plantings beyond typical; for example Ginkgo and Austrian Pine.
- Vertical columns/plaster elements on the north elevation, elements are odd don't provide support for a roof above, unrefined and truncated. Reduce the number and make more slender as well as revisit the scale of the entry and feel at the pedestrian level.
- The loading area movement is wonderful but look at roofing over. Appeal to aesthetics with a partial roof. In addition, look at the partially opened northwest corner at the loading and parking area. Dicey. Conflicts with traffic trailer movement.
- The western side of the Mall and access road could be more activated in conjunction with providing connectivity to the southeast corner green space which could be more inviting.
- Look at vehicle/pedestrian entries to the lower level ramp and add bike entry to make each of these areas.
- The Frey Street elevation needs more scrutiny and care, look at real glass in stairs.
- Stair tower mass at street OK but needs to be more transparent and animated.
- Opaque spandrel panels at floor lines, look for an alternative solution, the proportion of windows on Frey Street off and address how entry ties to upper story.
- Look at a green roof in relationship to the residential neighbors in view lines.
- Use perforated panels to screen mechanicals which allows for air circulation.
- Show all mechanical and roofline penetrations encouraged with the amount of improvements in already good project.

### ACTION:

On a substitute motion by Wagner, seconded by Ferm, the Urban Design Commission **REFERRED** consideration. The motion was passed on a vote of (6-1-1) with Rummel voting no and Luskin abstaining. A previous motion by Slayton, seconded by Wagner (for the sake of discussion), for initial approval failed with the adoption of the substitute motion as the main motion. The motion for referral noted the need to address the above stated concerns and the following:

- Due to traffic issues, need to refer to get answers.
- Need to provide a graphic depiction of the traffic report.
- Connectivity to the Mall needs to be looked at. Look at creating connectivity at the southeast corner of the Target site to the westerly side of the Mall proper along Hilldale Way extended southerly.
- Have the southeast corner respond to the westerly side of the Mall, the main entry to the Mall and the currently southeast green corner of Target.
- Entry at Frey underwhelming. Need to study.
- East façade needs to have a gateway feel, a front door that can be viewed from a distance and considered bringing it around to the Frey Street elevation.

- The south and west elevation need more attention.
- Need to be four-sided architecture.

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 6, 6.5, 7, 7, 6.5 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	6	6	6			4	7	6
		7	6			5	6	6.5
								7
								referred
	7	7					7	7
	6	7	6	6		6	6	6.5
	6	7	6		6	5	8	7

General Comments:

- Consider reconfiguration of parking at southwest area of lot (see attached sketch). At the 'cost' of losing 6 stalls, more logical vehicular and pedestrian circulation patterns are possible. Added green space is beneficial as well.
- A one-way drive inbound is strongly encouraged at the main parking entry from the east. This eases congestion at the intersection adjacent to the northwest corner of Sentry.
- Consider including a patio/deck to the southeast corner of the Target building (in addition to the scalloped walks). This would better animate the space and could be done without compromising the rain-infiltration aspects of the design.
- Entry drive from Frey Street appears to limit pedestrian access. Make sure walks are wide and inviting and encourage connectivity to future development to the south.
- Screen loading area along University Avenue.
- Identify potential future University Avenue pedestrian bridge connection at building.
- Roof treatment is important...if not planted, what is the aesthetic/treatment?  
Be mindful that the signature Target sphere bollards compete with the Hilldale vocabulary...are they specified here?
- Lots of unresolved TE issues. Resolve circulation issues – Bldg design sustainable efforts good.



- Study architecture encouraging connectivity with northwest corner of Hilldale. More activity at southeast corner of Target.
- Comments as discussed. Revised plan should address pedestrian bridge/connection with building architecture.
- Roof over loading dock area? More emphasis on south side of development. Strengthen pedestrian connectivity to west side.
- Traffic-Ped-Bike plan is critical to the success of this project.



---

## UNIVERSITY HILL FARMS ASSOCIATION

---

### Memorandum

To: Madison Plan Commission  
Date: 2-11-10  
From: Hill Farms Neighborhood Association  
Planning Committee and Board of Directors  
Re: Target Project Proposal

The Hill Farms Neighborhood Association has been following the Hilldale redevelopment Plans very closely. We have previously reviewed and participated in the Whole Foods/Condo proposals for the former Humana site, and now want to comment on the Target Project Proposals. The neighborhood association has hosted a public meeting on the Target Project Proposal, and has had the neighborhood's Planning Committee review development plans, and met with the developers and City staff.

The Hill Farms Neighborhood Association urges the Plan Commission to approve the Target Project Proposal which is now before you, if you include the conditions listed below. The following conditions were developed by the Hill Farms Planning Committee, with participation from representatives of Sunset Village and Spring Harbor neighborhoods:

**I. Traffic.** The following were previously adopted, and the Target Project Proposal reaffirmed the traffic improvements proposed for the Hilldale developments and the Hill Farms State Office Building Redevelopment.

A. Intersection improvements for Segoe Road/Frey Street and Segoe Road/Sheboygan Ave must be in place and operational by the time the Target store opens in 2011 or so. These improvements have earlier been approved as: a signalized intersection at Segoe/Frey St; and a roundabout at Segoe/Sheboygan. (A signalized intersection improvement at Segoe/Sheboygan would be an acceptable interim improvement, if the roundabout can not be achieved by mid-2011.) We accept roundabouts as a means of slowing traffic on Segoe and reducing serious accidents, but a major public education program will be required to gain broader public acceptance.

B. Right-of-way must be secured for roundabouts at Segoe/Sheboygan and Segoe/Heather Crest as part of the Target development, even if construction of roundabouts comes later. In particular, right-of-way needs to be secured at the NW corner of Segoe/Sheboygan on the WisDOT office building site, as this is critical to the eventual construction of the roundabout. If this right-of-way can not be readily secured from the State, the City should, at a minimum, Officially Map the land required at the NW corner. Financial security for the construction of the improvements and the acquisition cost for right-of-way must be obtained from the developer for its share of the cost, as part of the

development agreement, whether in the form of letter of credit, bond, or Waiver and Consent to Special assessments.

C. Right-of-way at Segoe/Heather Crest should be obtained from the developer for the NE corner of the intersection for an eventual roundabout, and a Waiver and Consent to Special assessments should be obtained from the developer. We have reviewed traffic forecasts, including extensive redevelopment of the HF SOB site, and are satisfied that the Segoe intersections north of Vernon Blvd. can function acceptably, particularly when the roundabouts are developed.

D. Other planned traffic improvements must also be constructed prior to the completion of construction of the principal components of the Target project, and provision for financial guarantees included in the development agreement, including: left turn at University and proposed Hilldale Way Road; possible Sawyer Terrace widening and reconstruction, to include two-way traffic; (with parking on both sides); and Segoe/Sawyer Terrace intersection bump-outs and other improvements. Traffic calming measures should be considered, as needed, on Segoe south of Regent St. and Heather Crest east of Midvale Blvd.

E. Sawyer Terrace. University Hill Farms Neighborhood Association (UHFNA) supports the further analysis of widening of Sawyer Terrace making it a 2-way street with parking on each side as approved by the City. The vitality and success of the Westside Senior Center and Post Office are important issues to our surrounding community; the decrease or elimination of parking adjacent to these properties will sorely impact the activities at each location. Stop signs should be considered for the intersection of Frey and Sawyer Terrace depending on the level of traffic congestion upon completion of the Target store when Sawyer Terrace goes 2-way.

**2. Pedestrians.** While the UHFNA supports raised tables as a traffic calming measure, the proposed solution for pedestrian, bicycle, disabled access, and auto traffic at Target's eastern entrance is unacceptable. Pedestrians coming from the mall to Target's entrance will encounter heavy traffic from streets and driveways at that intersection. The all-way stop and raised table at the intersection are inadequate for pedestrian safety. This plan encourages people to drive from store to store due to poor pedestrian allowances. The UHFNA requests that Target, Freed, and the City develop a better plan to ensure the safety and ease of access for pedestrians within Hilldale Mall and at this new retail store. While Target is an addition to the Hilldale Mall, it must not impact the urban feel and access that has been incorporated into the Freed Property redevelopment.

**3. Pedestrian bridge over Hilldale Way.** If Target, Freed, and the City fail to develop a plan to ensure pedestrian safety at Hilldale Way, then a pedestrian bridge is requested from the north side of the mall adjacent to Metcalf's ending at the retail level of the Target store.

3.

**4. Pedestrian bridge or Open Underpass over University Ave.** For pedestrian safety, UHFNA recommends a grade separated pedestrian crossing (as a pedestrian bridge or an open pedestrian underpass with University Ave. bridged over an underpass.) of University Ave. at Hilldale Way as an obligation of Freed and Target. And UHFNA requests the City take this recommendation into consideration with the reconstruction of University Ave. by lowering the utilities now to help achieve a crossing of University Avenue.

**5. Sidewalks.** UHFNA requests the sidewalks on the east side of Hilldale Way be retained and that the sidewalk from Macy's to Metcalf's be no less than five feet wide.

**6. Contractor Parking.** UHFNA requests restricted contractor and subcontractor parking spillage into the surrounding neighborhoods. As with other large construction projects, workers should use park and ride lots and van pooling to reach the construction site.

**7. Loading Docks.** UHFNA supports a roof type screening of the loading dock area.

**8. Signage.** More extensive signage plans are now being proposed than were previously indicated. UHFNA requests these signage plans should be carefully reviewed and should be minimized to reflect City sign regulations and compatibility with signage at Hilldale Shopping Center. UHFNA opposes any Target pylon signage at the corners of University Ave. and Segoe Road and Frey Street and Segoe Road, since this is a separate outlet to be developed by others.

**9. Hilldale Way at University Ave.** UHFNA requests the pork chop turn onto University from Hilldale Way allow for a more normal right hand turn and not a pronounced angled turn. It is difficult to look back at oncoming traffic with the current turn configuration.

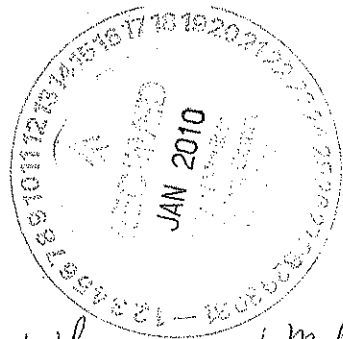
**10. Stormwater.** Given the current climate change, storms are increasing in intensity, requiring more than minimal stormwater management facilities. The UHFNA requests a comprehensive stormwater standard for the Target and other future projects for the Hilldale/Hill Farms area calling for the maximum detention of stormwater based on a 50 year event, with the release time of the detained water to be 36 hours or longer following the storm event, and with maximize infiltration where the geology permits.

**11. Outlot.** UHFNA requests the 1.3 acres of outlot at Segoe Road must be graded, stabilized, and landscaped by the time the Target project is completed or until redevelopment of that parcel starts, whichever is sooner.

**12. Transit.** The UHFNA requests a commitment that about six months after Target Store opening that Madison Metro initiate meetings with neighborhood associations, Freed, Target and others to discuss how the transit routing and service is working for this area, and identify any improvements that may be required.

We've appreciated the cooperation and assistance of the developers and the city Aldermen and City Staff in our review of the proposed Target Project development plans.

5-6



Sirs.

I do want a Target store built at the corner of Midvale Boulevard. We do not have any reasonable prices for materials & clothes & articles in our area and we are too old to drive in other areas in Madison. But I'm not sure about a hotel included. There will be too much traffic in our area.

Esther Menzoni  
2307 N. Wisconsin St

**Parks, Timothy**

---

**From:** D. Sirek [dmsirek@hotmail.com]  
**Sent:** Thursday, February 04, 2010 4:13 PM  
**To:** Parks, Timothy  
**Subject:** Target at Hilldale

Hi Tim,

So what is your suggestion to people in the Hilldale neighborhood who do not like the proposed Target plan? Is there any way we can convey this to anyone?

I realize the city is most interested in having a property there to collect more tax revenue, but it seems there are better options for that space (the hotel was something that would be great for the area). And just because Freed and Associates needs to make lots of \$\$ to fund another project in Chicago, it should not be at the expense of Madison and the Hilldale neighborhood.

I still really don't think Madison needs another Target, and am also very concerned about the traffic flow problems it will cause. (And I know how much congestion the Junction Road Target has caused.)

Please let me know when you have a chance.

Thanks,  
Dolores

---

Hotmail: Free, trusted and rich email service. [Get it now.](#)

## Parks, Timothy

---

**From:** mc53705@sbcglobal.net  
**Sent:** Monday, January 04, 2010 9:21 AM  
**To:** Schmidt, Chris  
**Cc:** Parks, Timothy; john bauer  
**Subject:** Re: Alder's Newsletter for January 3, 2010

Good Morning, Chris, I am delighted to receive this very, very informative newsletter from you. I am no longer able to attend the council meetings and planning commission meetings because of health problems but remain very interested in the Freed Projects in my Hilldale area. Let me refresh your memory. I live at Segoe Terrace in the Elderly Building at 602 Sawyer Terrace. I try to be an advocate for the elderly in the area; speaking before the Council when the Whole Foods Project was being proposed and serving on the Pedestrian Safety Coalition determining the safety of some of our nearby streets. With that said, I have concerns here about the proposed Target Construction starting in the Spring of this year. Although pouring concrete is a "quiet" construction, the cement truck that revolves and holds the cement is not quiet. I was work up from a sound sleep with this truck when construction for the Weston Condos was built. The neighbors here will NOT like the 6 a.m. start-up--7 a.m. is the City rule or law, I believe. Leave it at 7. Question to you? Will our post office on Sawyer Terrace be replaced by a postal site at this proposed Target Location. If so, when? Also, the traffic around this area will, once again, have to be readdressed. How many cars and trucks are projected to pass Sawyer Terrace daily? Will the trucks go a different route from the Sawyer Terrace street? Will Sawyer Terrace become a 2 way street? That is all I can think of this time. More later. Thank you! Connie McCabe

--- On Sun, 1/3/10, Schmidt, Chris <district11@cityofmadison.com> wrote:

From: Schmidt, Chris <district11@cityofmadison.com>  
Subject: Alder's Newsletter for January 3, 2010  
To: "Schmidt, Chris" <district11@cityofmadison.com>  
Date: Sunday, January 3, 2010, 6:37 PM

### *District 11 Alder's Newsletter*

from Alder Chris Schmidt

### **In this issue:**

Changes to Large Item Pick-up

Christmas Tree Collection Begins January 4

Winter Weather

Target at Hilldale

Sequoia Commons Phase 2

## Parks, Timothy

---

**From:** Ethington, Ruth on behalf of Planning  
**Sent:** Tuesday, October 20, 2009 12:01 PM  
**To:** Parks, Timothy  
**Subject:** FW: Target at Hilldale is an excellent idea

FYI...

---

**From:** Inna Larsen [mailto:ivlarsen@wisc.edu]  
**Sent:** Tuesday, October 20, 2009 10:20 AM  
**To:** Pham-Remmele, Thuy; Schmidt, Chris; Bidar-Sielaff, Shiva; Solomon, Brian; Planning  
**Subject:** Target at Hilldale is an excellent idea

My daughter, neighbor and I went to the meeting and listened to the presentation and we are very excited about the Target proposal. The store will be space efficient, green and accessible by bus and bike. As I mentioned before in my letter to you (see below), this area needs a Department store and Target would be a good fit. We hope that the proposal passes and we look forward to shopping at Target. We did not stay for the questions, but concerns about traffic were adequately addressed at the presentation. We actually did an informal survey of Copps and Sentry shoppers and out of 50 people, 33 said that putting a Target in that location would be a good idea. A handful of naysayers in the neighborhood really does not represent the whole neighborhood.

---

Inna Larsen, Research Specialist  
UW-Madison  
Dept of Ophthalmology and Visual Sciences  
6638 MSC, 1300 University Ave.  
Madison, WI 53706  
608-262-8055  
[ivlarsen@wisc.edu](mailto:ivlarsen@wisc.edu)

---

---

**From:** Inna Larsen [mailto:ivlarsen@wisc.edu]  
**Sent:** Wednesday, July 15, 2009 9:20 AM  
**To:** 'district19@cityofmadison.com'; 'district20@cityofmadison.com'; 'district11@cityofmadison.com'; 'district5@cityofmadison.com'; 'district10@cityofmadison.com'; 'planning@cityofmadison.com'  
**Subject:** Target at Hilldale is an excellent idea

Dear Alders Clear, Solomon, Bidar-Sielaf, Schmidt, Pham-Remele and the City Planning Commission:

I am very excited by the stories at the Cap Times and Channel 3000 in regards to the possibility of a Target Store occupying the "hole in the ground" near Hilldale. We have needed a department store on the near West side for many years. Right now, we have to drive or bus to the West Towne area, which is always crowded and difficult to access by bus (multiple transfers). If a Target is built near Hilldale, we can access it by foot/bike/or bus. Many of the residents around Hilldale are UW students and elderly who would benefit from having a department store within walking distance. I am a middle class homeowner in the Spring Harbor neighborhood and I would welcome easy access to a store like Target. Frankly, ever since the Hilldale renovation, I have not shopped there. I cannot afford the pricey boutiques, steakhouses, movie tickets, etc. We need to balance the upscale stores with something for the rest of us. After all, this mall is not only for the benefits of upper class Shorewood Hills residents, it should be for every resident of the near West side. I am writing to you to encourage you to support this development, since it will most likely come before the Common Council. I have already come to realize from the forum posts on Channel 3000 and Madison.com that there are people vehemently opposed to the idea, sadly for very elitist reasons. They feel that a Target does not



blend with the upscale tone of the current Hilldale and they want even more upscale development infill. I have news for them – the economy is in a tailspin and we have 10% unemployment. People are spending less and not patronizing pricey boutiques. But everyone needs shoes, pots and pans, school supplies, diapers, etc. A Target would be a very good addition to the near West side and benefit many residents.

Sincerely,

Inna Larsen  
1731 Camus Lane  
Madison, WI 53705

## Parks, Timothy

---

**From:** mcfleetwhite tds.net [mcfleetwhite@tds.net]  
**Sent:** Tuesday, November 03, 2009 11:01 PM  
**To:** Schmidt, Chris; Martin, Al; Parks, Timothy  
**Subject:** Potential Target at Hilldale

Dear Mr. Schmidt,

I am unable to attend the informational presentation that Target indicated they would be making at the November 4 Urban Design Commission meeting. But based on the neighborhood meeting a few weeks ago at which Target presented their proposed retail store at Hilldale, I wanted to express my thoughts about this plan and how it may impact our neighborhood.

My main concern is that if the big box Target goes ahead at Hilldale it needs to be done with sensitivity to the neighborhood. I'm not completely sure what that means, but a few ideas follow:

-Traffic is a major concern – Target's traffic impact was presented in trips per hour whereas the presented traffic map showed *daily* traffic numbers. Adding 700+ trips in an hour to a street with 40,000 cars per day does not look all that bad, but when car trips are multiplied by hours of operation it would start to add up. Maybe pre-Target traffic counts on all streets within a certain radius of Hilldale should be compared with post-Target counts. If traffic increases by say 10% on neighborhood streets, Target should pay for traffic calming or pedestrian measures on those streets.

-The traffic on surrounding city streets is one thing, but Hilldale internal traffic will be crazy, especially on the north side of Sentry. The internal mall traffic will need to be addressed.

-A 155,000 square foot store is huge! How big is Hilldale? 300,000 to 400,000 SF? This comparison would help give us a relative impact on such large store.

-It appeared in the presentation as if some of the parking would not be covered fully by the store above. Is there enough height between the parking level and the store to work in another level of parking so there is no parking with sky above? I would not want to be able to walk by and look down into a parking hole from Frey Street.

-The neighborhood needs a clear understanding of the 50' drop across the site that the store's representatives mentioned. They had roofs lower than the high spot on the site. Is a two-story Target with more than a single level of parking possible to better relate to the extreme slope across the site?

-Target needs a direct pedestrian connection with Hilldale and surrounding neighborhoods; the connection as shown at the meeting was tenuous at best. Pedestrians should be able to pass between Target's entrance and the mall by crossing only one street or drive. The proposed corner entrance might make sense for Target's "curb appeal," but it would require pedestrians to dodge cars across the mall drive from University Ave. as well as the entrance to Target's parking lot before arriving at the entrance to the store.

-An improved pedestrian crossing of University Avenue needs to be planned for now, not in the future when the frontage is built upon.

-The street life at the ground level should be considered as opposed to a wall of parking at the ground level. Ground floor retail and restaurant spaces could be included facing east and shielding the parking.

-They should push the sustainable envelope like skylights in the retail space, enough solar power to light the store and the parking level, planting a certain number of trees in the surrounding neighborhoods to offset the carbon emissions of the cars that will drive there, incentives for pedestrian shoppers, etc.

-They also said this was a brownfield development – a pile of dirt is brown but it is not a brownfield. This was a misleading statement. The site had three perfectly functional office buildings prior to demolition.

-Sunset Village needs assurances that commercial development will not encroach into the residential neighborhood as the property values and pressure for commercial redevelopment along University increases. Sunset Village does not have a neighborhood plan to formally resist expanding commercial development along University and Midvale. Maybe Target can provide us a grant to develop such a plan.

I trust that you will see that the best interests of the neighborhoods in your district are thoroughly considered as this project proceeds.

Thanks for your time,  
Mari Fleet  
401 N. Meadow Ln.

## Parks, Timothy

---

**From:** Karen Schwarz [schwarz@oncology.wisc.edu]  
**Sent:** Monday, November 09, 2009 11:22 AM  
**To:** Martin, Al; Schmidt, Chris; Parks, Timothy; Michael and Judith Dereszynski  
**Subject:** Hilldale Target Project

We are residents of Weston Place at 625 N. Segoe Road. Our condo is on the 5th floor overlooking the location of the Target development. There are 60 other condo units on the north side of the building, many already occupied and others yet to be built out.

We have, in general, a favorable opinion of placing a Target store on the lot behind Hilldale. However, we also have some concerns that will affect the 61 condo units facing Frey St. and the units of the elderly housing on Sawyer Terrace. These issues concern noise, diesel exhaust pollution and traffic/pedestrian issues.

**NOISE:** There are two critical noise issues.

First, because Weston Place sits very close to Frey St., we are very concerned about **noise pollution from the air-handling system** at the Target store. The senior housing building on Sawyer Terr. is a little further away, but still close to Frey St. It is critical that the air-handling system exhaust on the University Ave. side of the Target building and not on the roof. Noise from a business that is open early in the morning until late at night will make it extremely difficult for us to use our balconies and to have our windows open. Many of us at Weston are very energy conscious and want to conserve our energy resources. We therefore have our windows and balcony doors open as much as possible to avoid using air conditioning. I have noticed that many of the residents in senior apartments also have windows open as much as possible.

Second, the **noise from trucks on Frey St.** is also a significant concern. Trucks and buses on Segoe Rd. are not a problem because they are not in low gear when passing Weston Place. However, due to repaving of the "Hilldale Way" entry off of University Ave., many of the Metcalfe's Sentry delivery trucks (mostly semis) have been using Frey St. as an alternative way to get to the Sentry loading dock. Frey St. has a significant hill. Therefore, the trucks are breaking going down the hill (air brakes have been heard on numerous occasions) and they are in low gear coming up the hill. When coming up the hill, they must stop at the stop sign at the top of the hill, and then take off in low gear to turn onto Segoe Rd. The noise from the diesel engines in low gear coming up the hill is VERY loud. I have even been woken up early in the morning by semi trucks coming up the Frey St. hill!! The current Target plan has delivery trucks coming into and exiting the Target area between 4:00 am and midnight. The plan shows that the trucks will exit the Target loading dock via Frey St. This will general SIGNIFICANT noise while people at Weston Place and the senior housing building are trying to sleep. It is CRITICAL that trucks be required to exit the Target loading dock onto University Ave. (a truck route), and then turn onto Midvale Blvd (a truck route). If they need to head west on University Ave., the trucks should be required to use Vernon Blvd, which has no housing on it, and then turn right onto Segoe Rd. (a truck route). There is no housing on the east side of Segoe Rd. Because Segoe Rd. is a boulevard, housing units on the west side of Segoe Rd are much further away from trucks. In addition, Segoe Rd is much wider and able to handle semi trucks. Frey St. is not built for trucks. In addition, during the winter time, even a small amount of snow makes Frey St. very slippery. Large trucks would have a very difficult time trying to negotiate a tight turn onto Frey St. and then head up a hill.

### **DIESEL EXHAUST:**

Our condo unit is on the corner of Segoe Rd and Frey St. We are, therefore, very aware of the noise and exhaust coming from trucks who use Frey St. Because Weston Place sits so close to Frey St. and because the windows of all Weston Place units are the type that swing out at the bottom, we are subject to **diesel exhaust coming into our windows**. Not only is this a bad odor, but it is extremely unhealthy. We live on the 5th floor and have had diesel exhaust in our living room and bedroom on several occasions. Although the 2nd, 3rd and

4th floors do not yet have many occupied units, I assume that this problem will be even more significant for them if the volume of trucks using Frey St. increases at all over the current number. **This is a health issue** and the problems of pollution from diesel exhaust cannot be ignored. Trucks must not be allowed to exit the Target loading dock onto Frey St.

**PEDESTRIAN SAFETY/TRAFFIC ISSUES:**

Pedestrian traffic on Frey St. is already significant. There are many residents of the apartments on Sheboygan Ave., as well as employees in the State Transportation building on Sheboygan Ave., who use Frey St. to get to Hilldale to shop or eat. If large trucks are added to the mix, this will be a very dangerous situation for pedestrians, and especially for the two motorized wheelchair-bound individuals who regularly use Frey St. to get to Hilldale. The stop sign on Sawyer Terr. at Frey St. appears to be only advisory as many cars just roll through it. These vehicles are not looking for pedestrians and we have seen and experienced near hits. Even with stop signs on all corners at the Frey St.-Hilldale Way intersection, it is difficult to cross due to the large volume of cars and trucks in the area (this is very close to the Sentry loading dock). As the Target main entrance will be facing Hilldale Way, adding a significantly larger number of trucks and cars to this area will make it every more difficult to get to Hilldale or Target from Sheboygan Ave. or Segoe Rd. The presence of a much larger number of cars using Frey St. will be difficult enough for pedestrians, but trucks would make it even worse..

We purchased a condo at Weston Place to be close to grocery shopping, public transportation and to be more environmentally conscious with higher-density living. The thought of a "big-box" store across the street was not initially a positive one. However, if the design of the Target building takes into account its impact on the living conditions of the immediate neighborhood, it could be positive situation for everyone.

**We urge the Plan Commission to require Target to exhaust their air-handling system on the University Ave. side of the building, to strongly encourage Target to have a "green roof", and to require that all delivery vehicles enter and exit on University Ave. Keeping large trucks off of Frey St. is critical for pedestrian safety, to eliminate disturbing and unnecessary noise, and to eliminate exhaust pollution coming into individual condo units.**

Thank you very much.

Karen and Dan Schwarz  
625 N. Segoe Rd. #500  
Madison, WI 53705  
233-8378

## Parks, Timothy

---

**From:** Scarlett Presley [presley@uwalumni.com]  
**Sent:** Monday, December 07, 2009 9:41 AM  
**To:** Schmidt, Chris  
**Cc:** Al Martin; Joe Keyes; Fullmore, Wanda; Parks, Timothy  
**Subject:** Hilldale Target Project

December 7, 2009

To: Mr. Chris Schmidt, District 11 Alderman  
CC: Mr. Al Martin, UDC  
Mr. Timothy Parks, UDC  
Mr. Joe Keyes, Hilldale Farms Neighborhood Association  
Ms. Wanda Fullmore, Mayor's office

Dear Mr. Schmidt,

We understand that plans for the Hilldale Target project have not been finalized. Therefore, we, residents of Weston Place, are eager to give you some input at this early stage of the process. Our major concerns are the impact of traffic, both truck and auto, and the safety of pedestrians. We also would like to urge adoption of a green roof and care in the placement of Target's air-handling system.

As currently envisioned, Frey Street will be handling some of Target's auto traffic and all of the trucks leaving Target. The street is too narrow and the slope is too steep for this plan. Trucks will be in low gear as they go uphill, generating noise, and they will be idling as they wait to turn onto Segoe Road, again generating noise. Not only does Weston Place sit very close to Frey, the senior housing building, Sawyer Terrace Apartments, is also close to Frey. Residents on the north side of both buildings will be met with noise whenever their windows are open or they use their balconies. Moreover, diesel exhaust will be entering open windows and balcony doors, especially on the lower floors. Diesel exhaust is not only noxious but creates health problems, particularly for the elderly and those with weakened respiratory systems due to asthma or emphysema. In fact, we have in our building individuals with just these problems. With increased auto traffic on Frey, trucks may be slowed, exacerbating the noise and fumes. We suggest that exiting trucks be routed back onto University Avenue; those headed west could loop back via Midvale, Vernon (a non-residential street) and Segoe.

Weston Place residents moved here to be close to amenities and we often walk to the grocery, pharmacy, and so on; therefore, we want to be sure the Target project does not adversely affect pedestrian safety. Even now, despite the stop signs at the intersection of Frey and Hilldale Way, vehicle volume (and driver inattention to pedestrians) makes it hazardous for pedestrians to cross; several of us have experienced near hits. On University Avenue, the right turn onto Hilldale Way is already difficult to cross; if one or more lanes are added, it will be even more difficult—and dangerous too. High-density living is not a plus but a minus if neighborhood residents feel they must drive short distances because walking is dangerous.

In addition, we urge consideration of a green roof both because it would be a model for environmentally conscious construction, and because a white-membrane roof is likely to produce a reflection or glare, as well as become dirty and unsightly in short order. We hope that Target adheres to the tentative plan to put its air-handling system well away from the part of their building that faces residences, and to direct exhaust out toward University Ave, so that Weston Place and the senior housing building encounter minimal noise and odors.

We hope and expect that Target, with its reputation for being neighborhood-friendly, will be sensitive to these concerns and that the area adjacent to Hilldale can continue to demonstrate how retail can blend seamlessly with high-density residential living. Target has the potential to be a good neighbor. This would be a win-win situation for everyone, and we at Weston Place want to work to make it happen. Please keep us apprised as the planning process continues.

Thank you.

Weston Place Residents:

Rick Scott  
Sandy Scott  
Reggie Destree  
Donna Destree  
Oliver Goldsmith  
Sharon Goldsmith  
Dan Schwarz  
Karen Schwarz  
Mike Dereszynski  
Jude Dereszynski  
Elliot Abramson  
Shelley Abramson  
Allan Wong  
Rosemary Wong  
ArthaJean Towell  
Fleming Crim  
Scarlett Presley  
Walter Goodman  
Hedda Goodman  
D. McMillian  
Evelyn McMillan  
Joan Kuypers  
Steve Kihm  
Grace Fudden  
David Cloninger  
Mary Gillham  
Kathy Nelson  
Gary Nelson  
Cathy Buege

To: **Madison Urban Design Commission**

Al Martin <amartin@cityofmadison.com>

Chris Schmidt <district11@cityofmadison.com>, Mark Clear  
<district19@cityofmadison.com>

Subj: **Stormwater runoff from Target site**

Two weeks ago I outlined three issues of concern to residents of the Indian Hills section of the Spring Harbor neighborhood. While pedestrian movement and avenue overpass remain important concerns, this comment is focused specifically on stormwater runoff from the Target site.

First: Runoff from the proposed Target Store site merges with Hill Farms drainage near the intersection of University Ave and Midvale Blvd creating a long-standing flood-hazard zone. The Village of Shorewood Hills and City of Madison have taken repeated steps to reduce runoff and improve the flow of excess water underground to Willow Creek. As presently structured, flood water overflow also moves west along the railroad tracks and enters Spring Harbor. Given the sensitive environmental balance within this zone, it is critical that EVERY NEW DEVELOPMENT take steps to incorporate runoff plans that are compatible with the long-term improvements already made, and not undo gains in flood control that have been achieved thus far.

Second: Freed & Associates have demonstrated that high-capacity, underground, stormwater detention structures can be successfully built and maintained below large parking facilities. Prior to ramp construction at Hilldale, a large, high capacity, stormwater box-vault was laid running nearly the entire length of the dual ramps. This structure absorbs rain surge runoff from surrounding roof-tops and roadways and meters out the flow to storm sewers downstream.

Third: Current Target plans provide for capturing and infiltrating only about one-third of rooftop and hard surface runoff from an annual 2.5 inch summer rain. Given that deep sand and gravel subsoil conditions are available on the site, the Target parcel could absorb 100% of rainwater falling on site—even in a 10-year storm event. This standard should be the goal. The proposed Target Store roof will cover approximately 3.5 acres. Surrounding loading docks, driveways and hard surfaces will add about one acre more—4.5 acres total. Only one stormwater detention vault is proposed (4,400 sq ft in size with open bottom) to accommodate 4.5 acres of runoff. The Target Corp. should take steps to increase underground infiltration capacity by at least three fold. This can be achieved by placing additional detention vaults below the parking structure. Concerns about cleaning and maintenance have been raised and should be addressed by comparing maintenance practices by Freed & Assoc and others.

Far better for all parties to work out a collaborative solution before construction begins than to call on west side neighborhoods, Village of Shorewood Hills, and the Lake Mendota environment to pay a much heavier price in the future.

Thank you for your consideration,  
Herman Felstehausen  
Spring Harbor Neighborhood  
1009 Merrill Spring Rd, Madison  
UW-Madison, emeritus  
Urban and Environmental Planning  
hmfelste@wisc.edu - 608/238-3425



## Parks, Timothy

---

**From:** Murphy, Brad  
**Sent:** Monday, February 01, 2010 3:29 PM  
**To:** Parks, Timothy  
**Subject:** FW: Target Plans

FYI, for the file and use in the development review of the PUDs./

Brad Murphy  
Planning Division Director  
Dept. of Planning & Community & Economic Development  
P.O. Box 2985  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701  
608 266 4635

---

**From:** Péter Frautschi [mailto:pfrautschi@aol.com]  
**Sent:** Monday, February 01, 2010 2:31 PM  
**To:** Schmidt, Chris; Murphy, Brad; Martin, Al  
**Cc:** 'Judith Dereszynski'  
**Subject:** Target Plans

Alder Schmidt,

---

I have reviewed the Target Plans again. I really want it to proceed as fast as possible since the way it is now is a public nuisance. It should have been cleaned up many months ago one way or another. Therefore, please consider the following three issues and forward this email to whoever you think would be appropriate.

With that sentiment in mind I have the following issues that should be addressed somewhere in the process, probably at the Plan Commission.

1. It is understandable to revert the surface parking lot at the corner of Frey Street and Sawyer Terrace to its current use as a parking lot since the residential uses included in the Whole Foods plan have been eliminated. However, there are still at least two residential towers included in "future plans" and the possibility of residential use in the outlot. Therefore, please include some language in the current approvals that **if and/or when any of these residential uses are brought for new approvals and development that parcel's use will revert back to park space again, and that its use cannot be intensified in the mean time.**
2. I am also concerned about the outlot parcel. There really should be some details on its use and intensity, but more than that there is a serious concern about how that parcel will be accessed in the future. From my perception of the site plans there is no possible way to access the site without a driveway less than 150 feet from an intersection. I am not a traffic engineer but my experience elsewhere is that an access point should be roughly 300 ft from the intersection. Further, accessing from Segoe Rd. does not seem possible for the previous reason plus it is on a relatively steep slope. Accessing from University would be less than 150 ft from Segoe Rd and likely to interfere with the Target Truck access. This leaves access from Frey St. still too close to Segoe Rd to not create traffic stacking problems, especially when combined with Target traffic. And these problems would increase as the traffic intensity of the outlot increases. Therefore, **please get the City Traffic departments input on this issue**

with the outlot and include appropriate access information and intensity limits related to the outlot in this set of approvals.

3. Also, with regard to the outlot, if the use is not part of this planning process **please make sure the outlot area is appropriately graded and planted as part of the Target construction.** It absolutely should not be allowed to remain in its dangerous, ugly condition any longer than absolutely necessary.

Thank you for your consideration, and if there is any information available regarding these issues such that they have already been addressed could you please inform me so that I can pass it along as well.

Thanks again,

**Peter W. Frautschi**

Community By Design, Inc  
625 N. Segoe Rd. #101  
Madison, WI 53705  
608-310-8133