

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_

DATE SUBMITTED: <u>04.28.10</u>	Action Requested
UDC MEETING DATE: <u>05.05.10</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 750 HILDALE WAY

ALDERMANIC DISTRICT: 11

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
TARGET Co.  
1000 HICOLET MALL  
MPLS MN

CONTACT PERSON: JACI BELL  
Address: 1000 HICOLET MALL  
MPLS MN  
Phone: 612.761.4134  
Fax: \_\_\_\_\_  
E-mail address: jaci.bell@target.com

TYPE OF PROJECT:  
(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

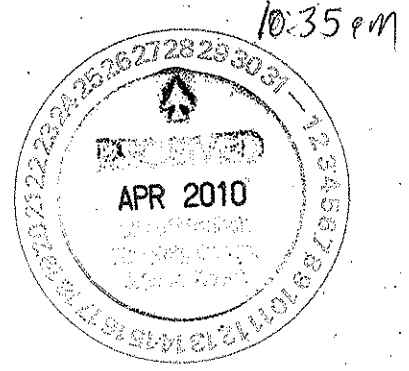
New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

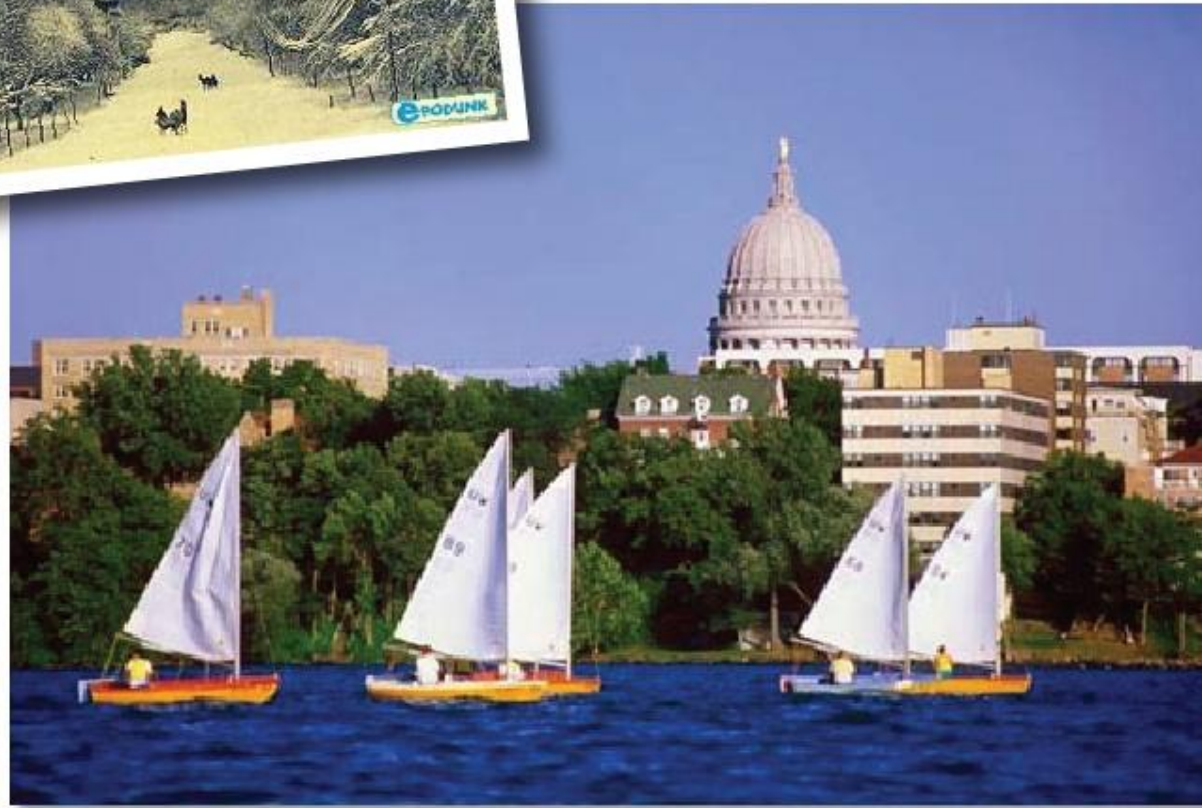
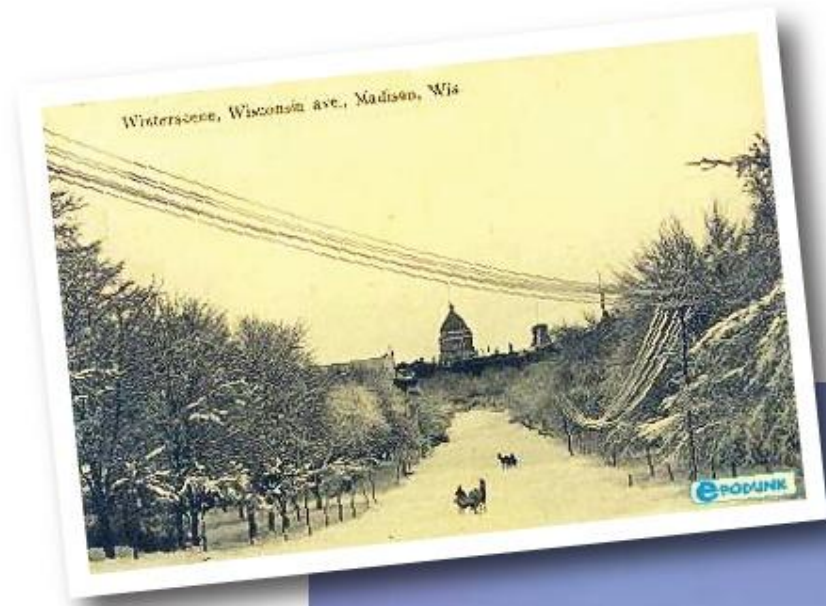
- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_



\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

# Madison WI Hilldale Mall



Urban Design Commission  
Exterior Material Revision

May 5 , 2010

# Cement Board – EIFS Comparison

	<b>CEMENT BOARD SYSTEM</b> (Hardie Reveal Panel System)	<b>EXTERIOR INSULATION FINISH SYSTEM - E.I.F.S.</b> (Sto or Dryvit System)
<b>SYSTEM DESCRIPTION</b>	Wall-cladding system that consists of: sheathing, weather barrier, airspace, fiber cement board panels.	Wall-cladding system that consists of: Insulation board attached to substrate, weather barrier, integrally reinforced base coat and a textured protective finish coat.
<b>WARRANTY</b>	30 year	30 year
<b>DESIGN FLEXIBILITY</b>	<ul style="list-style-type: none"> <li>Panel size is 4' x 8'.</li> <li>Reveal width is 1/2".</li> <li>Fasteners are exposed.</li> <li>Entire system is painted, including reveals &amp; fasteners.</li> </ul>	<ul style="list-style-type: none"> <li>Panel size can vary, depending on design.</li> <li>Reveals can vary in dimension.</li> <li>System has integral texture and color finish.</li> <li>Multiple finish textures available.</li> </ul>
<b>INSTALLATION</b>	<ul style="list-style-type: none"> <li>Fasteners must be installed accurately both vertically &amp; horizontally into a stud. (additional metal studs will be required)</li> <li>Installation time is longer than EIFS due to painting and exposed fasteners.</li> </ul>	<ul style="list-style-type: none"> <li>Integral color eliminates painting.</li> </ul>
<b>INSULATION VALUE</b>	<ul style="list-style-type: none"> <li>Nominal insulation value- system is not water or air-tight by design.</li> </ul>	<ul style="list-style-type: none"> <li>R-value of 7.5</li> </ul>
<b>DURABILITY</b>	<ul style="list-style-type: none"> <li>Product is proposed for upper areas of buildings. (out of reach)</li> <li>Fiber cement board is very dense, but knife could scratch</li> <li>Large installation of this system is untested in the Midwest. It's unproven if the system will move, causing panels to appear out of alignment.</li> </ul>	<ul style="list-style-type: none"> <li>Product is proposed for upper areas of buildings. (out of reach)</li> <li>EIFS finish system is durable, but knife could scratch.</li> <li>When detailed and installed correctly, Target &amp; Ryan have had numerous successful, durable installations.</li> </ul>
<b>MAINTENANCE</b>	<ul style="list-style-type: none"> <li>Anticipated painting every 7 years.</li> <li>While the cement board will hold paint very well, it's likely the reveals and fasteners will require paint more frequently.</li> </ul>	<ul style="list-style-type: none"> <li>Paint every 7 years (according to Target's maintenance schedule).</li> <li>Additional patching or repairing will be done if required.</li> <li>EIFS is easy to patch and repair.</li> </ul>
<b>SUSTAINABILITY</b>	<ul style="list-style-type: none"> <li>Made from wood pulp, cement, sand &amp; water- some recycled.</li> <li>Potential for regional materials.</li> </ul>	<ul style="list-style-type: none"> <li>Insulation on the exterior of the wall, reducing air leakage and eliminating thermal bridging in steel framed construction.</li> <li>Potential for regional materials.</li> </ul>
<b>ESTHETICS</b>	<ul style="list-style-type: none"> <li>Horizontal reveal extends beyond face of panel and may not look uneven, making the system look inexpensive and low quality.</li> <li>Exposed fasteners and reveals will not hold paint as well as cement board, requiring frequent maintenance.</li> </ul>	

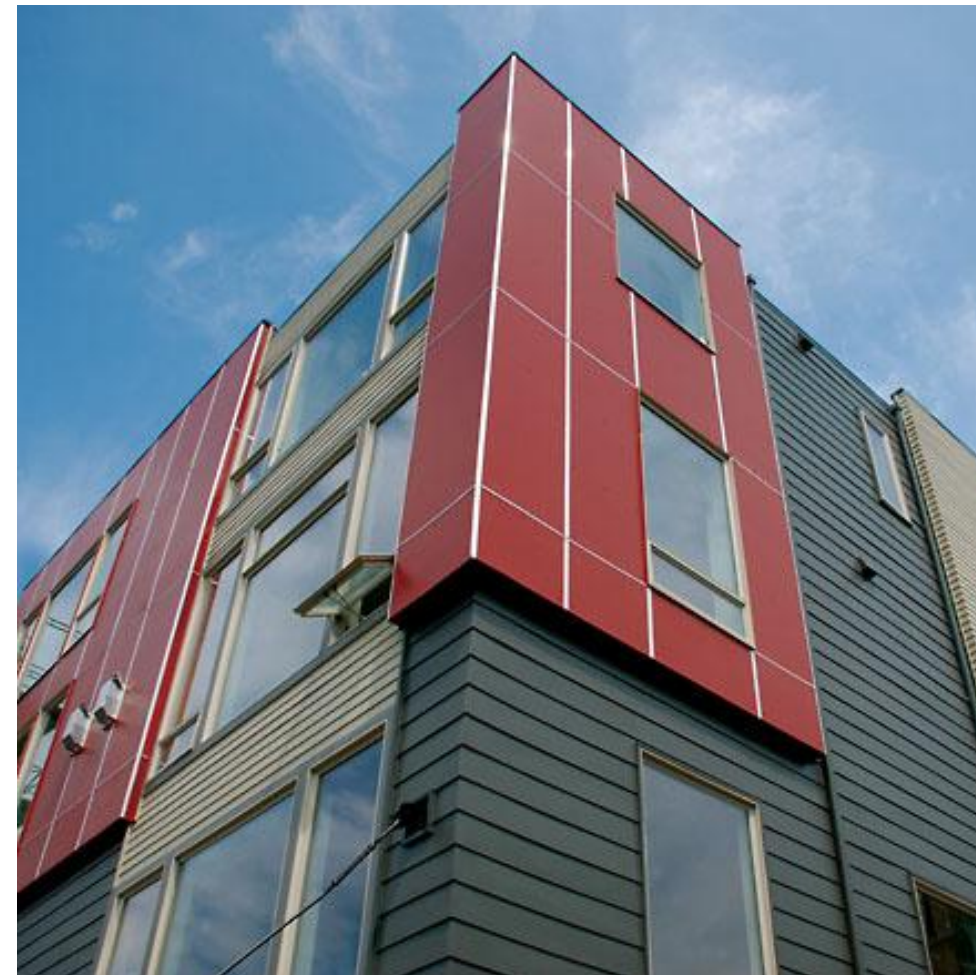




# Cement Board



Mock-Up of Cement Board  
-textured paint on left and flat finish on right



Hardie Reveal System- photo from website  
Note: panels don't come prefinished so unpainted reveals  
as shown is not the typical application.





# Cement Board Details



Detail of joints at cement board mock-up panel.





## Exterior Insulation Finish System (EIFS)



Mock-Up of E.I.F.S.  
-textured paint on left and flat finish on right



Detail at EIFS mock-up panel joint intersection.  
Joint sizes can vary.





E.I.F.S.- Target Examples



Portland NE, Oregon



Philadelphia West



Wareham, Massachusetts





# Exterior Elevations- Cement Board





# Exterior Elevations- E.I.F.S

