

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

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

DATE SUBMITTED: 12/28/09 Action Requested  
UDC MEETING DATE: 01/20/10  Informational Presentation  
 Initial Approval and/or Recommendation  
 Final Approval and/or Recommendation

PROJECT ADDRESS: 702 N. MIDWAY MADISON  
ALDERMANIC DISTRICT: 11

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:  
TARGET CORPORATION

CONTACT PERSON: JACI BELL  
Address: 1000 NICOLET MAN  
MINNEAPOLIS MN 55403  
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:)

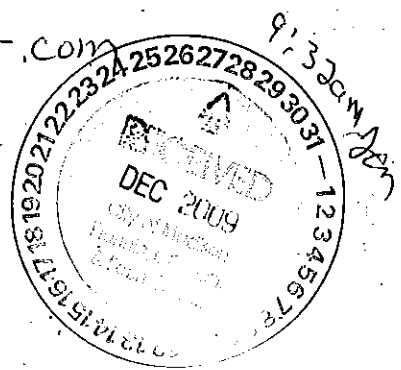
New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

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

(See Section D for:)

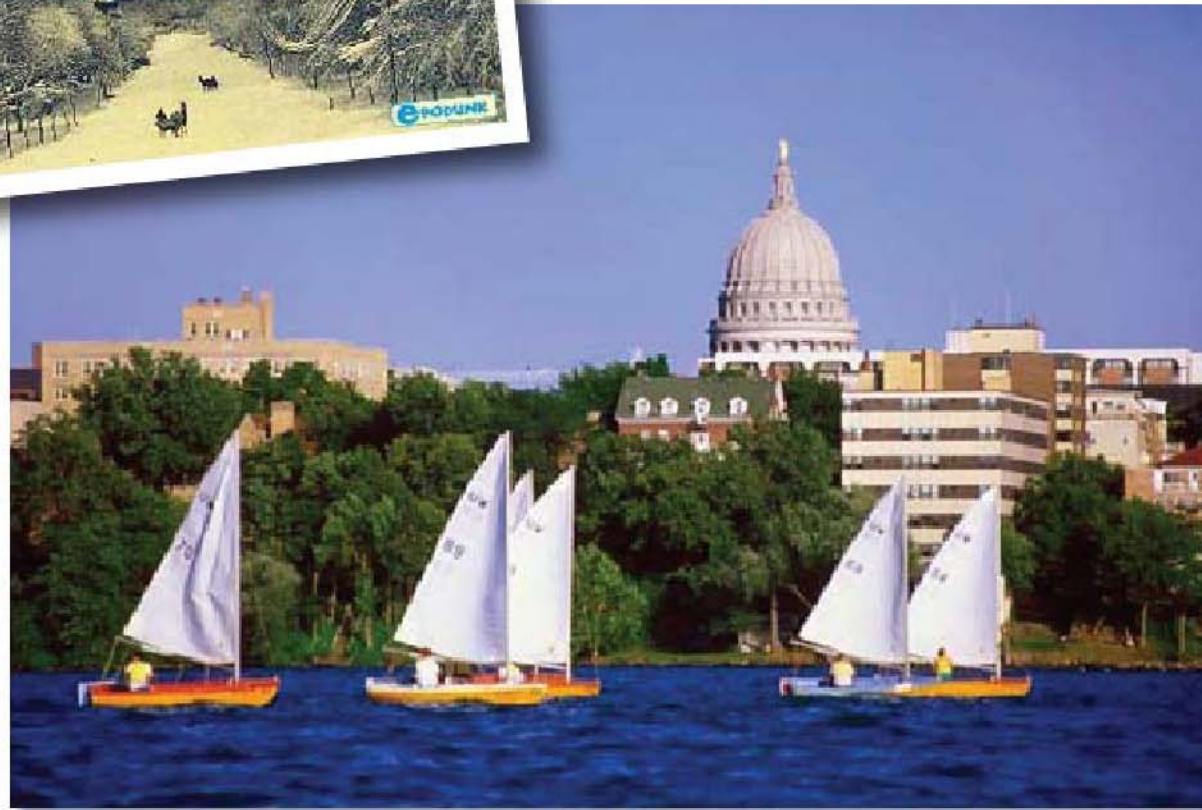
- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_



\*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



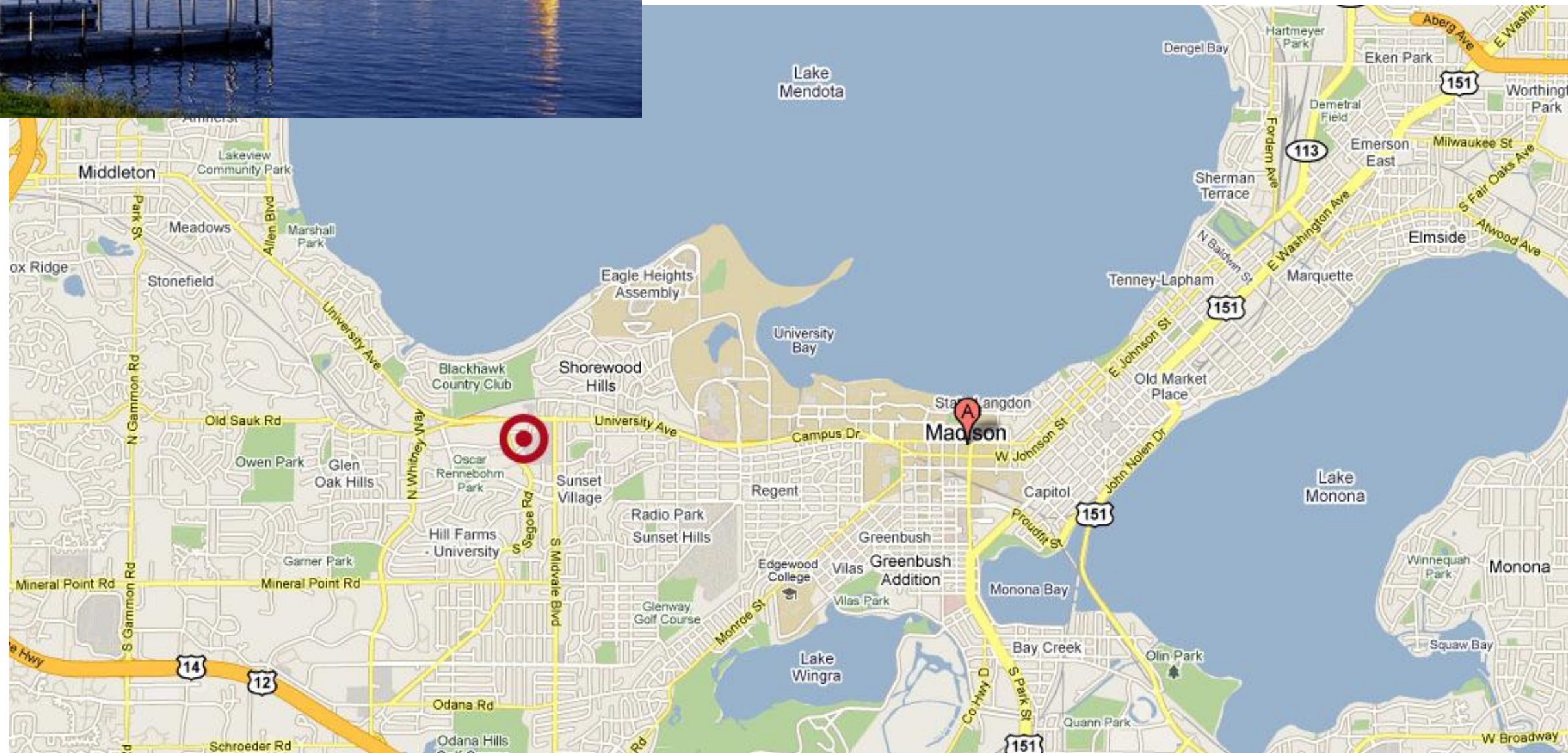
Urban Design Commission  
Initial Approval Preview Package

December 28, 2009



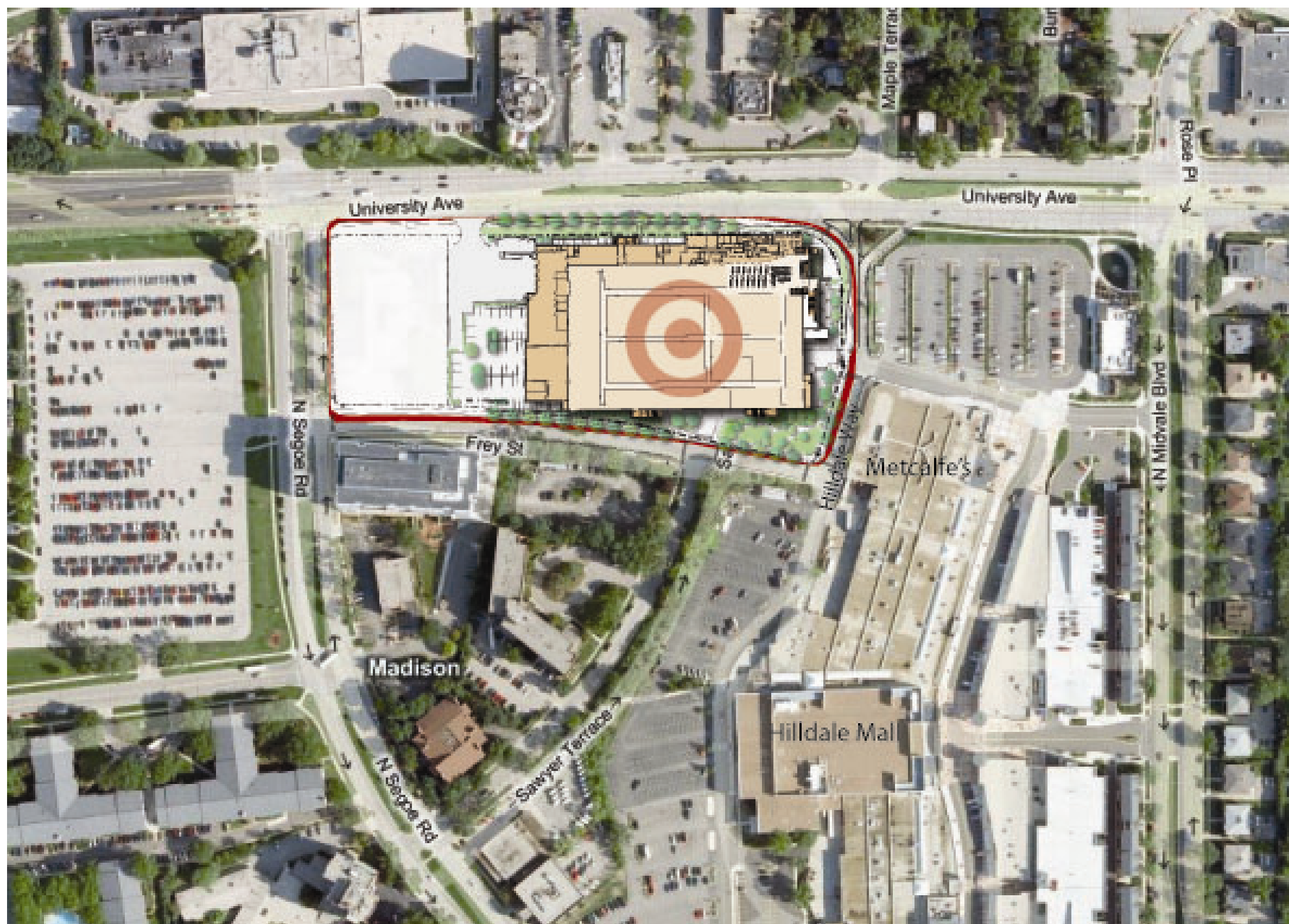


# Site Location





# Site Location





# Raised Single-Level Store Examples



**Chicago Peterson Avenue**





# Raised Single-Level Store Examples



Chicago- Oak Lawn IL





# Raised Single-Level Store Examples



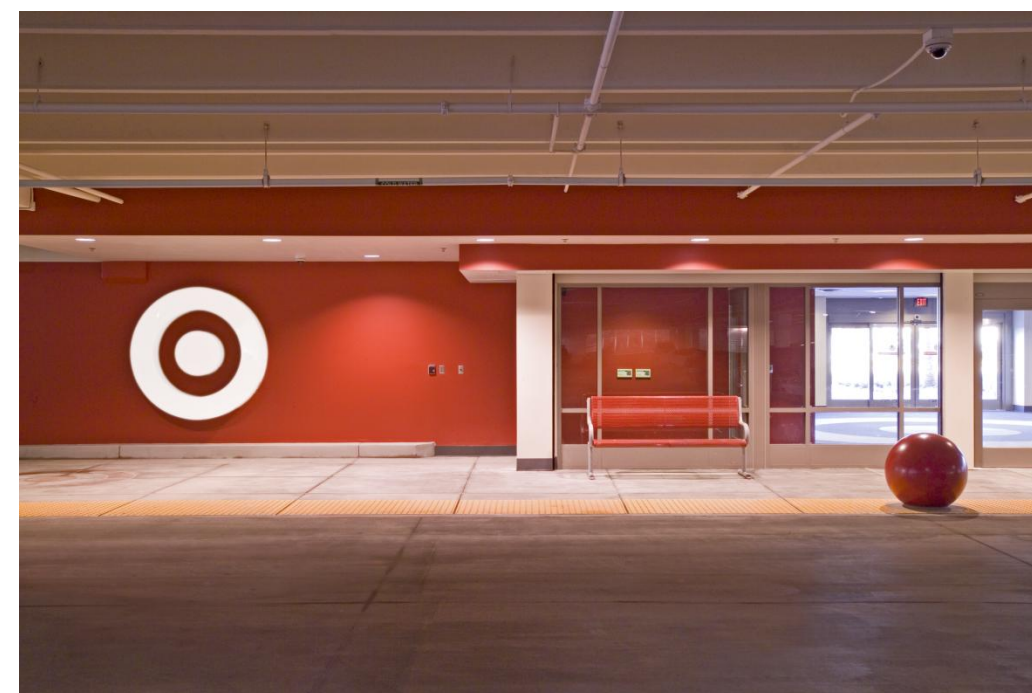
**Distinctive, Visible Lobby**



**Vertical Transportation at Lobby**

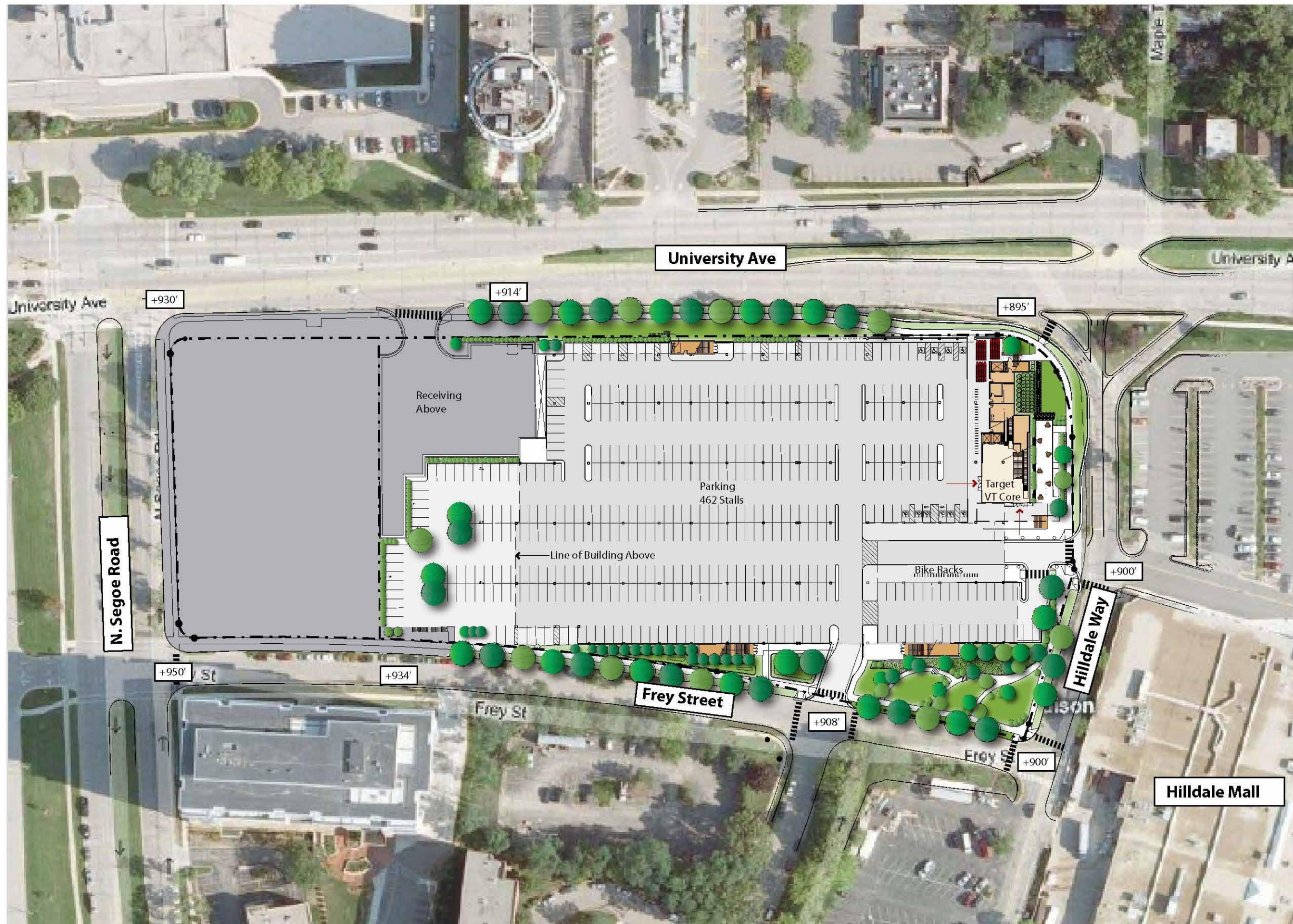


**Well-lit and easy to find Lobby**

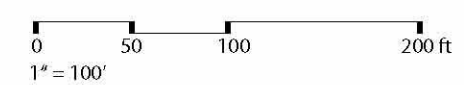




# Street Level Plan

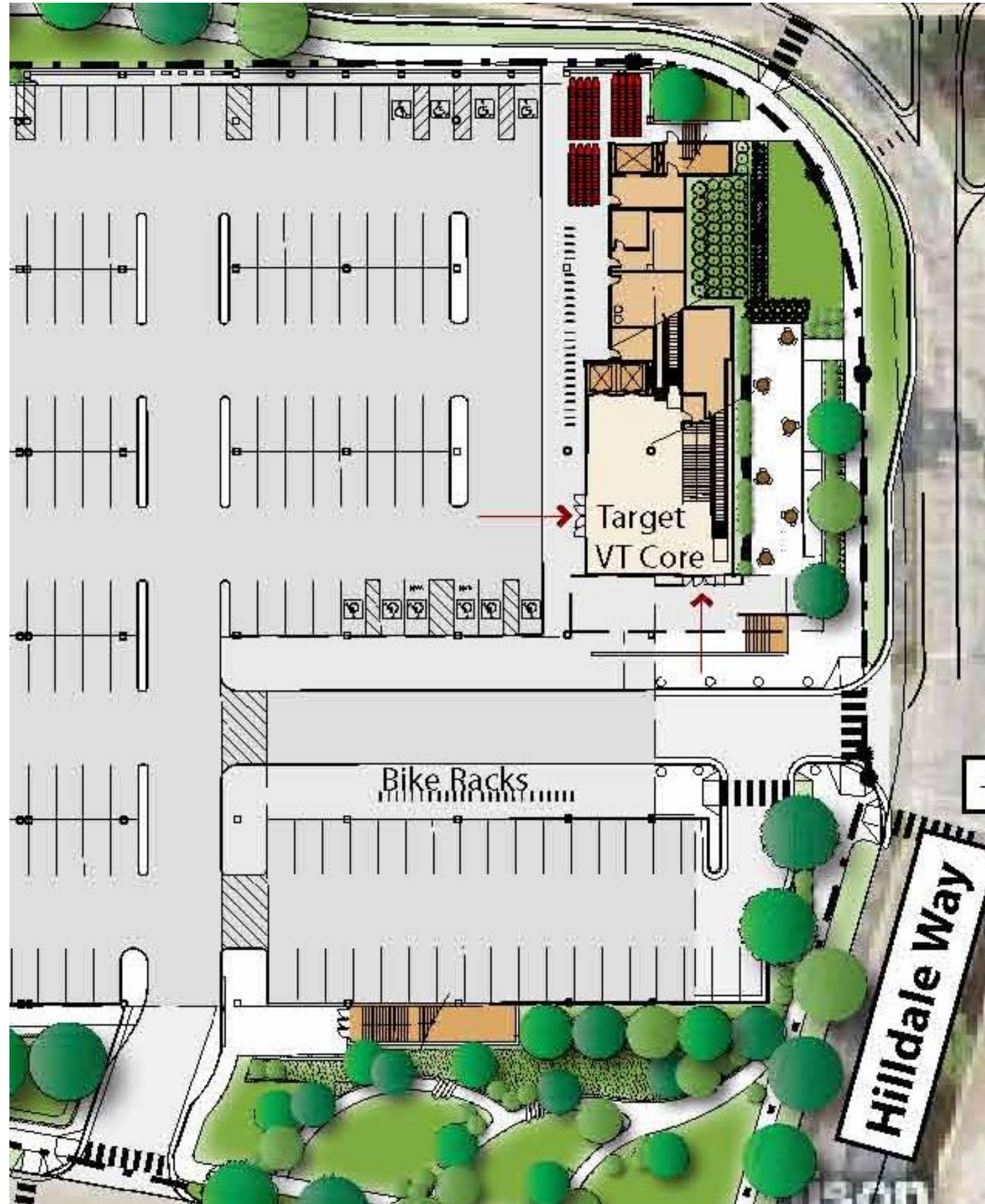


Street Level



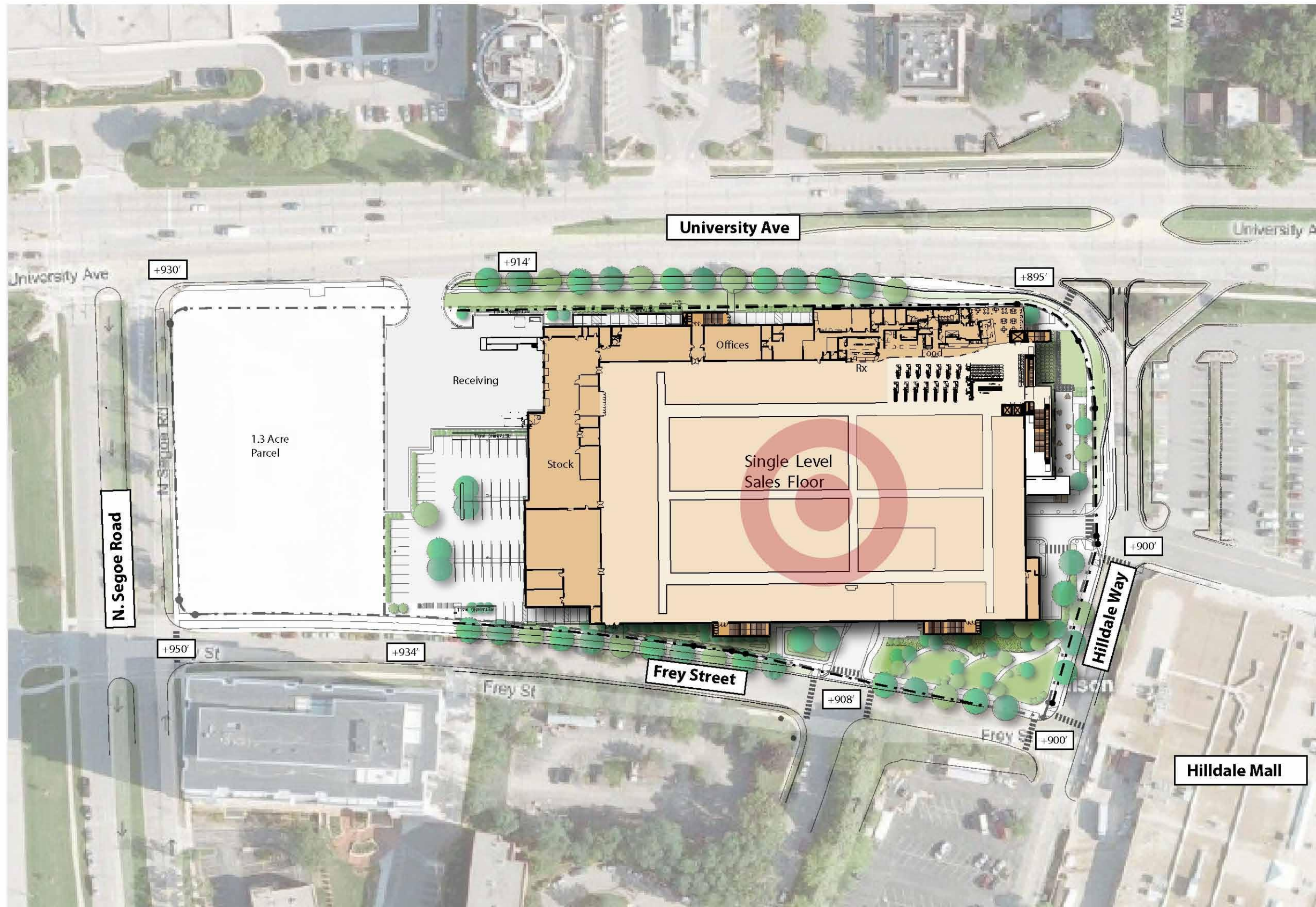


# Street Level Plan Enlarged

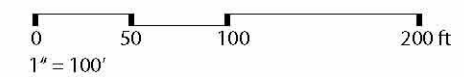




# Store Level Plan



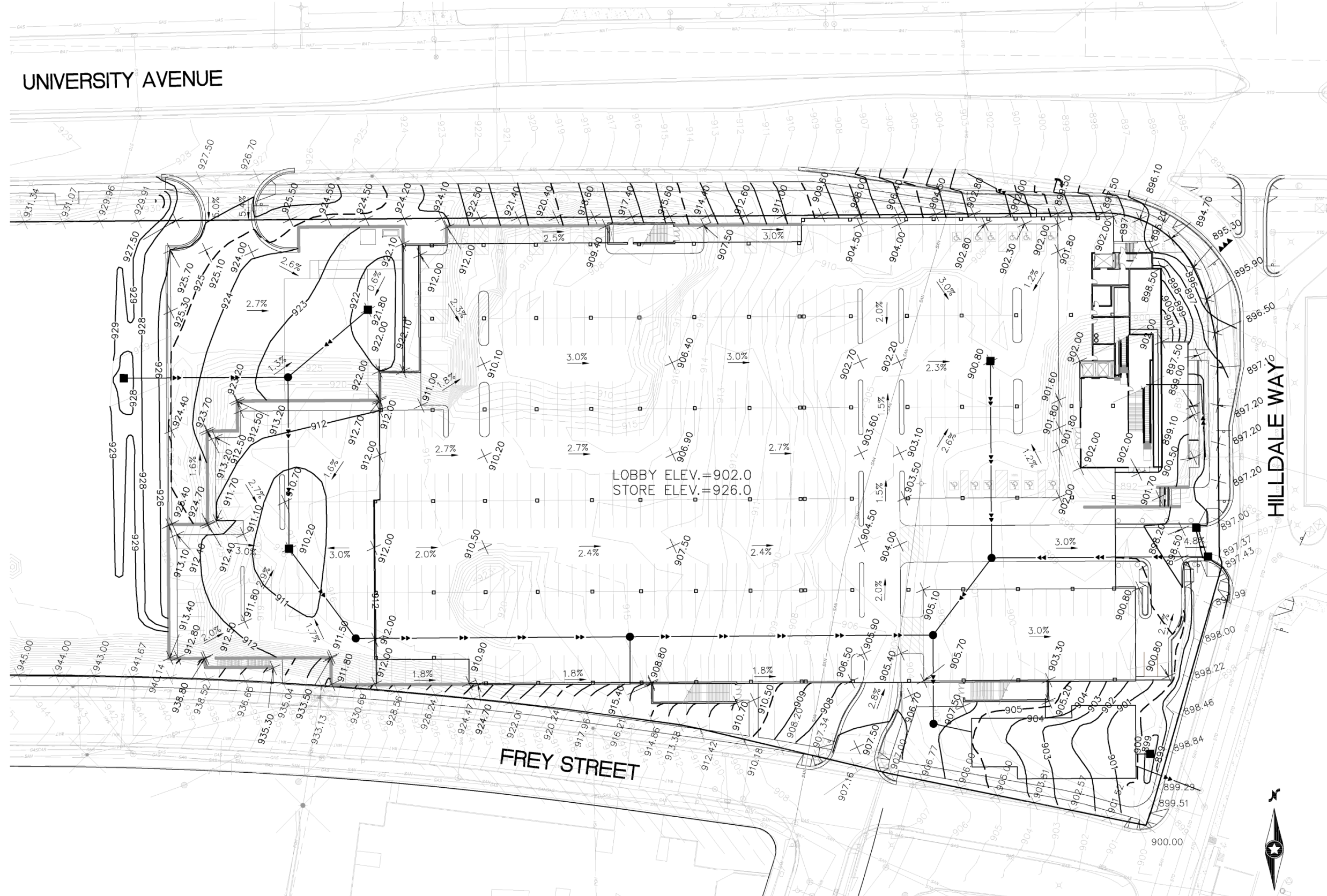
Store Level





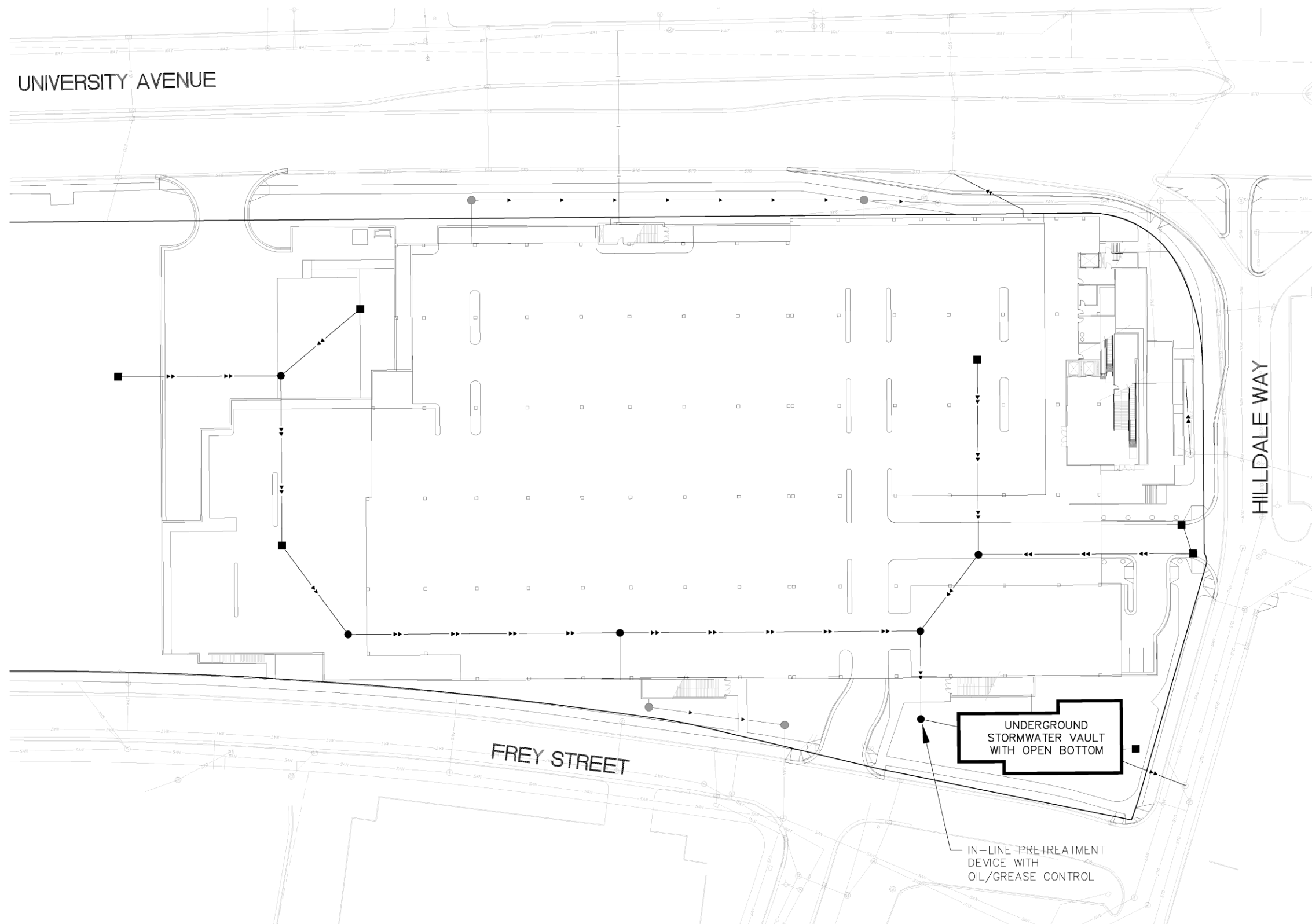


# Grading Plan





# Stormwater



6.75 acre site (includes outlet)

Rate control requirement:

Exist. 2-yr = 15.7 cfs

Prop. 2-yr = 13.7 cfs

Exist. 10-yr = 27.1 cfs

Prop. 10-yr = 27.1 cfs

Exist. 100-yr = 43.2 cfs

Prop. 100-yr = 37.9 cfs

Required detention = 0.36 ac-ft

Underground vault with open bottom to provide infiltration

Volume below outlet = 0.36 ac-ft (volume infiltrated)

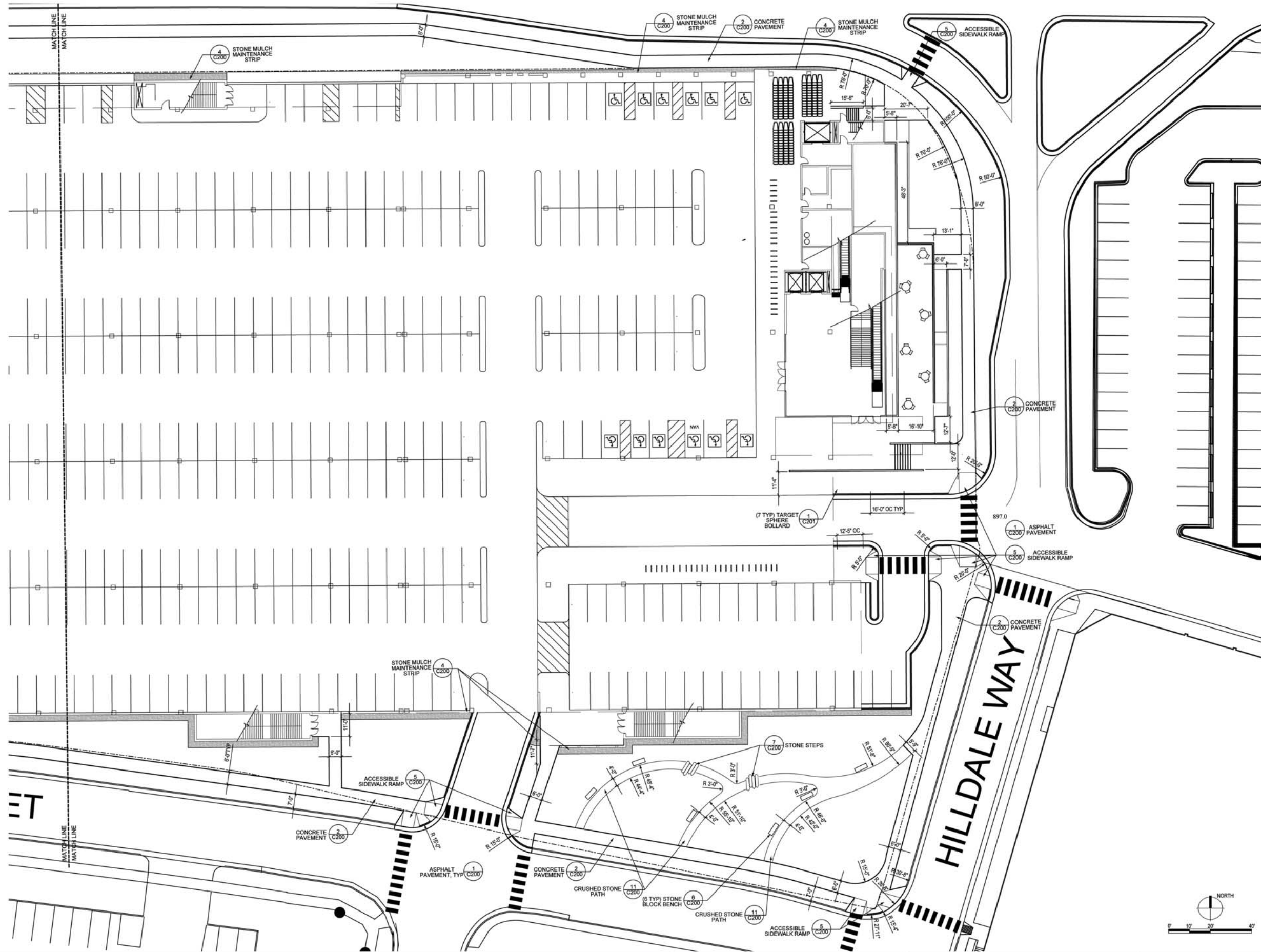
Total vault volume = 0.76 ac-ft (4,400 SF x 7.5' height)

Pretreatment Device provided for oil and grease control

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

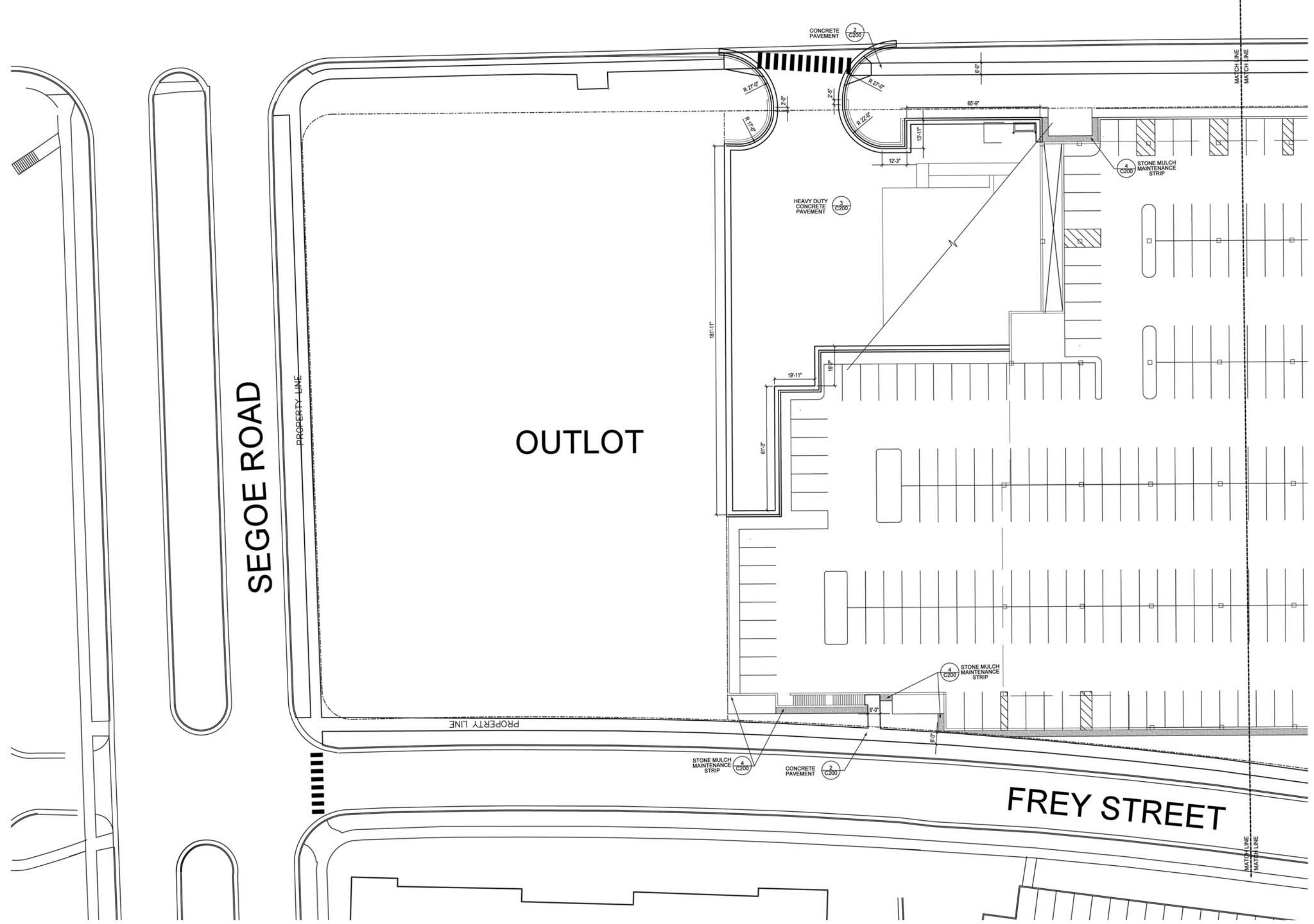


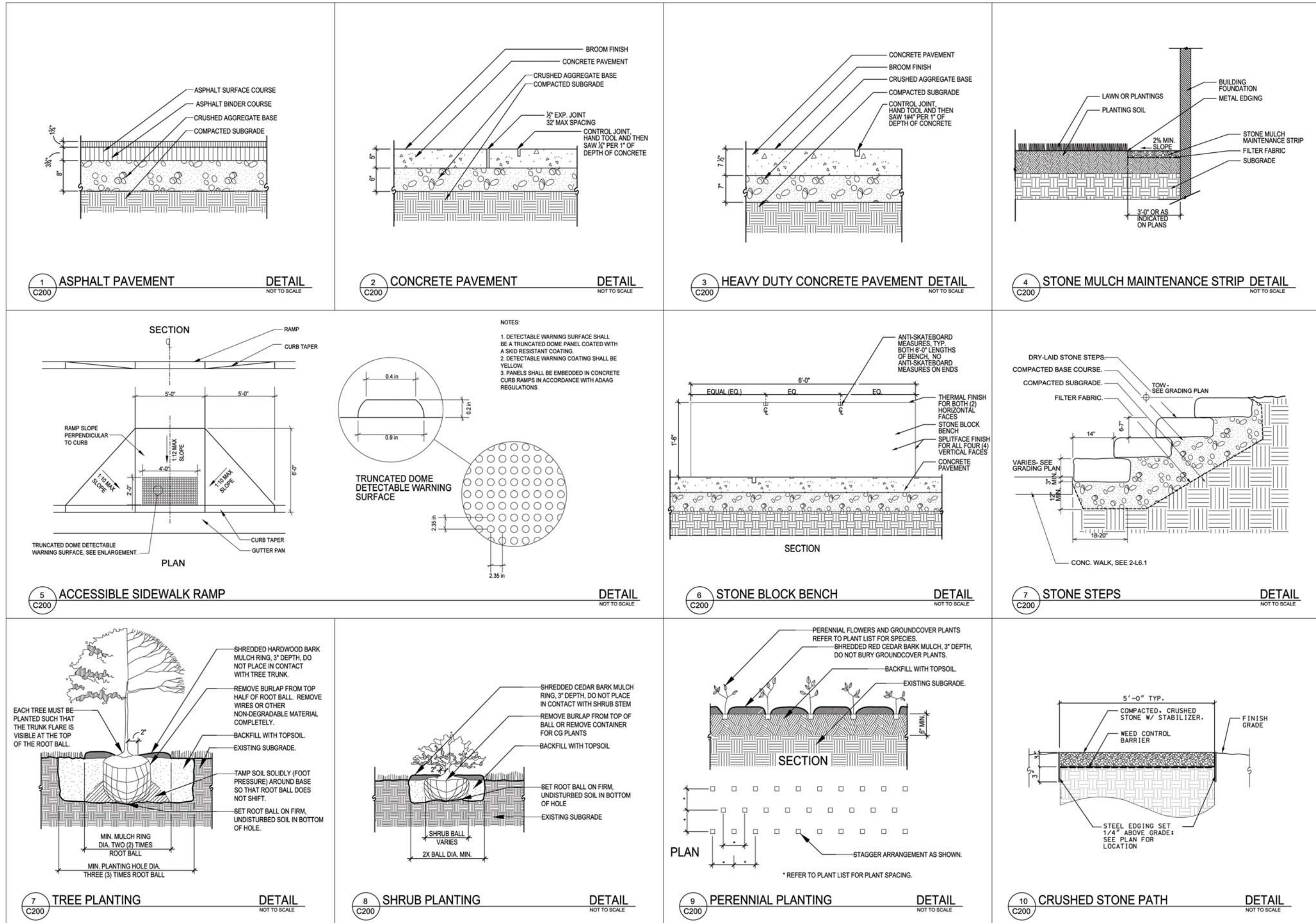
# site layout plan - east





# site layout plan - west















# planting schedule

## PLANT SCHEDULE:

Key	Botanical Name	Common Name	Quantity	Size	Spec	Comments
<b>Deciduous Trees</b>						
AF	<i>Acer x freemanii 'Armstrong'</i>	Armstrong Freeman Maple		2.5" cal.	B&B	Single, straight leader
BN	<i>Betula nigra</i>	River Birch	13	2" cal.	B&B	Single, straight leader
CC	<i>Carpinus caroliniana</i>	Musclewood	4	1.5" cal.	B&B	Single, straight leader
CE	<i>Celtis occidentalis</i>	Common Hackberry		2.5" cal.	B&B	Single, straight leader
GB	<i>Ginkgo biloba 'Princeton Sentry'</i>	Princeton Sentry Ginkgo		2.5" cal.	B&B	Single, straight leader
GT	<i>Gleditsia triacanthos var. inermis 'Shademaster'</i>	Shademaster Honeylocust	4	2.5" cal.	B&B	Single, straight leader
GD	<i>Gymnocladus dioica 'Espresso'</i>	Espresso Kentucky Coffeetree	4	2.5" cal.	B&B	Single, straight leader
TR	<i>Tilia americana 'Redmond'</i>	Redmond American Linden		2.5" cal.	B&B	Single, straight leader
QS	<i>Quercus x schuettei</i>	Hybrid Swamp x Bur Oak	2	2" cal.	B&B	Single, straight leader
<b>Ornamental Trees</b>						
VP	<i>Viburnum prunifolium</i>	Blackhaw Viburnum	14	6' ht.	B&B	Multi-stem; min. 3 leaders
<b>Evergreen Trees</b>						
PM	<i>Pinus leukodermis 'Mint Truffle'</i>	Mint Truffle Bosnian Pine	6	6' ht.	B&B	Single, straight leader
PN	<i>Pinus nigra</i>	Austrian Pine	1	7' ht.	B&B	Single, straight leader
<b>Deciduous Shrubs/Vines</b>						
Am	<i>Aronia melanocarpa 'Morton'</i>	Iroquois Beauty Black Chokeberry	38	3' ht.	cont.	
Ca	<i>Ceanothus americanus</i>	New Jersey Tea	20	18" ht.	cont.	
Cp	<i>Cornus pumila</i>	Dwarf Red Tipped Dogwood	36	2' ht.	cont.	
Cr	<i>Cornus racemosa</i>	Gray Dogwood	4	3' ht.	cont.	
Fg	<i>Fothergilla gardenii</i>	Dwarf Fothergilla	19	2' ht.	cont.	
Ra	<i>Rhus aromatica 'Gro Low'</i>	Gro Low Fragrant Sumac	11	2' spd.	cont.	
Sb	<i>Spiraea betulifolia 'Tor'</i>	Tor Birchleaf Spirea	24	18"ht.	cont.	
<b>Evergreen Shrubs</b>						
Jk	<i>Juniperus chinensis 'Kallay'</i>	Kallays Compact Pfitzer Juniper	64	18" spd.	cont.	
Js	<i>Juniperus scopulorum 'Welchii'</i>	Welch Juniper	25	4' ht.	cont.	
Pm	<i>Pinus mugo 'Mops'</i>	Mops Mugo Pine	12	18" spd.	cont.	
Tmt	<i>Taxus x media 'Tauntonii'</i>	Taunton Yew	39	2' ht.	cont.	
Td	<i>Thuja occidentalis 'Degroot's Spire'</i>	Degroot's Spire Arborvitae	10	4' ht.	cont.	
Tw	<i>Thuja 'Wintergreen'</i>	Wintergreen Arborvitae	25	4' ht.	cont.	
<b>Perennials/Groundcovers</b>						
as	<i>Allium tanguticum 'Summer Beauty'</i>	Summer Beauty Allium	17	1 qt.	cont.	
<b>Ornamental Grasses</b>						
pv	<i>Panicum virgatum 'Northwind'</i>	Northwind Switch Grass	38	3 gal.	cont.	
sh	<i>Sporobolus heterolepis</i>	Prairie Dropseed	54	1 gal.	cont.	

NOTE: STREET TREE PLANTINGS ARE FOR REFERENCE ONLY AT THIS TIME.

SEE SHEETS C300 & C301 FOR PLANTING PLANS.





# Exterior Elevations



EAST ELEVATION (HILLDALE WAY)



NORTH ELEVATION (UNIVERSITY AVENUE)



WEST ELEVATION



SOUTH ELEVATION (FREY STREET)





View to Main Lobby from University Avenue





# Renderings



View to Main Lobby from Hilldale Way

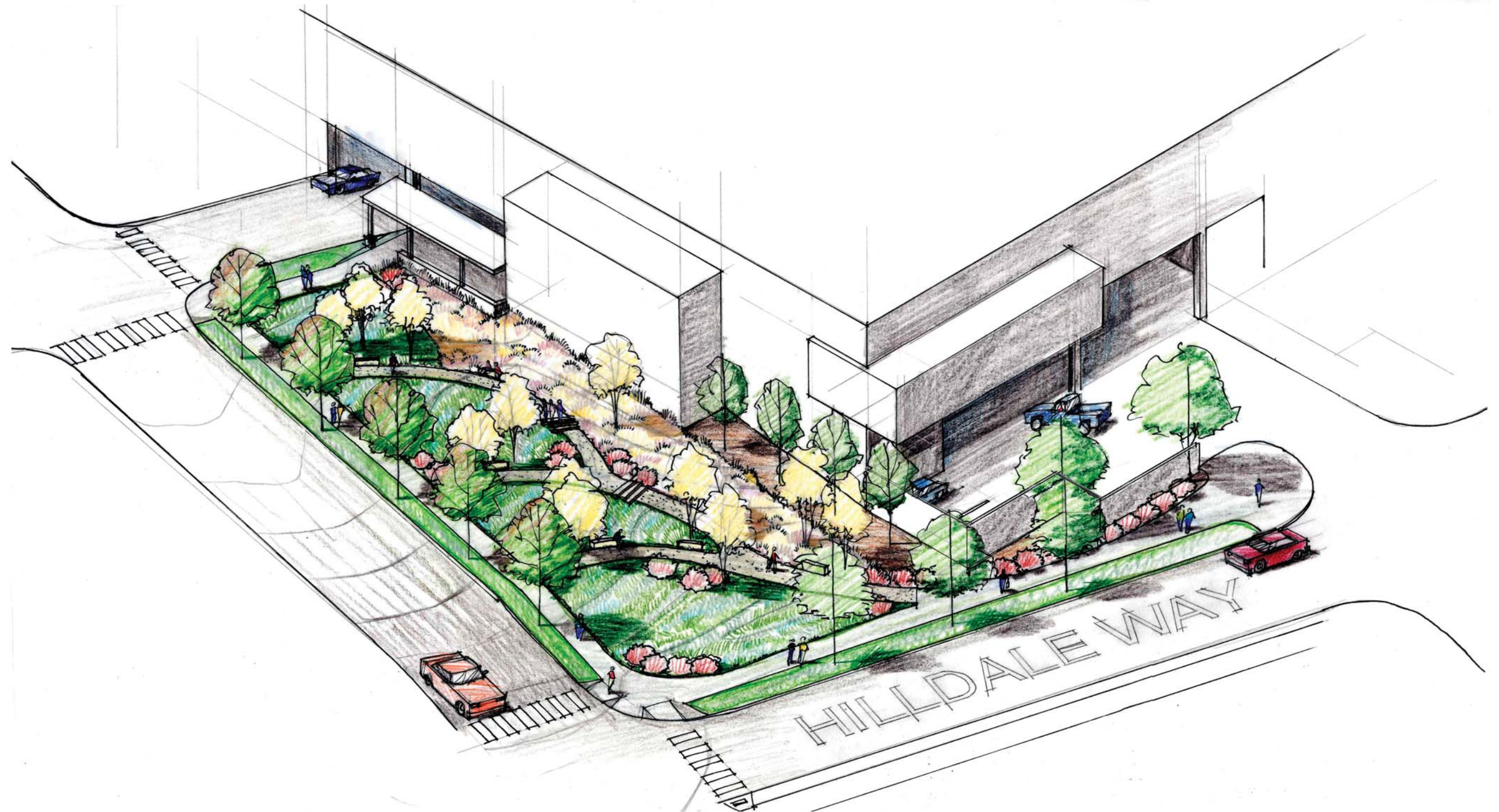


Pedestrian Entry at Frey Street





# southeast green space







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

## Memorandum

**To:** Urban Design Commission: Al Martin

**From:** Target Corporation: Jaci Bell

**Copy:** Ken Saiki Design: Mike Sturm

**Date:** December 28th, 2009

**Subject:** Letter of Intent

---

### The Property:

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

### Proposal Description:

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

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

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

### Discussion and Input:

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

- Alder Schmidt



- City Staff
- The Hill Farms Neighborhood Neighborhood Association

Sincerely,

Jaci Bell  
Senior Development Manager  
Target Corporation



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

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

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

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

**B. Permitted Uses:**

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

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

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

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

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

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

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

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



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



Metcalfes Market  
726 N Midvale Blvd  
Madison, WI 53705

You used to be my favorite grocery store. I think your newer remodeled store is terrific. Do you know why I don't shop there any more? Your parking lot is a disaster waiting to happen and it has happened to me. Because customers can come in from any direction and back out right or left, it is very hard to get in and out of there.

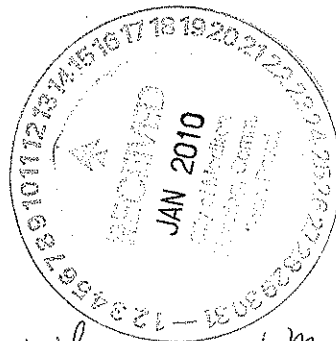
One time, I parked in the first place near the store. When I backed out, I looked to my left, ( the entrance) and then to the right, it was clear so I backed out and hit a car that had pulled in behind me in the second it took to look right. Another time, after trying for 5 minutes to get out safely, my passenger got out and stopped traffic so we could exit the lot. The only time I've been there since is with my husband idling outside which means I must quickly get the one item you carry that others don't and get out!

If the places were marked at a slant, ( coming in only one end of the lane or the other) you would have the same amount of spaces but everyone would be backing out in the same way. It is especially helpful if you drive a small car (which I do) and park beside one of these huge vans. Some dark night why don't you repaint the parking lot. I'd like to come back.

Phyllis S. Anderson  
6225 Mineral Point Rd. #92  
Madison, WI 53705  
230-3765

*I'm not the only one of my friends who has  
commented the same about your parking lot!*





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