

AGENDA # 3

City of Madison, Wisconsin

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

Members present were: Marsha Rummel, Dawn Weber, Todd Barnett, Bruce Woods, 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 or 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 Kundinger, 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. Dickey. 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.