

**From:** Russ Kowalski [mailto:russgmk@gmkarch.com]  
**Sent:** Monday, November 02, 2009 9:53 AM  
**To:** Martin, Al  
**Cc:** mlawton@lathropclark.com; Tfavour@aol.com; Schmidt, Chris  
**Subject:** Target - Hilldale

Hi Al,

I see that Target is back on the UDC agenda this week, apparently with the same plans as presented at the public meeting on 10/19.

I cannot attend, but have some concerns I would like the Commission to consider.

I live at the corner of Regent & LaFayette and serve on the Hillfarm Neighborhood Assoc. Arch. Review & Planning Committees, but my comments are personal & do not necessarily represent the HFNA.

- 1) The Target store would leave the Segoe Rd end of the property undeveloped. Is the left over site of a size/shape/location that will be attractive for future development? Are the dimensions compatible with efficient structured parking? Vehicular access may be difficult if shared access is not planned for now. Is it smart planning to allow Target to use up most of the site without some thought to the remainder?
- 2) The proposed main entrance location at the NE corner turns its back on the majority of pedestrian traffic to the site: from the neighborhood to the SW & from Hilldale to the SE – the SE corner would appear to be a better location. Drivers will not care where the pedestrian entrance is - they'll find the escalators after they park. Identity is desired along University Ave., but does have to coincide with the main entry.
- 3) Since the site slopes up to the West, a secondary entrance towards the SW corner might offer the opportunity of an at grade pedestrian entrance directly into the 2<sup>nd</sup> floor that would better serve the large elderly population to the Southwest.
- 4) This project is a good opportunity to push for more sustainable solutions. Green roof, anyone?

I am in favor of a Target store at this location, but their proposal needs a little tweaking to fit better.

Regards,

Russ Kowalski

**G M K** architecture, inc.

3220 Syene Road  
Suite 101  
Madison, WI 53713  
608.277.0585  
608.277.0597 Fax  
[www.gmkarch.com](http://www.gmkarch.com)