

**Notes from the
Hill Farms Planning Committee
1/9/2010 Meeting on Target Project Proposal**

Present: Joe Keyes, March Schweitzer, Daina Penkiunas, Gary Peterson, Tom Favour, Brian Ohm, Tim Parks (Madison Planning Staff)

Joe reviewed the city time table for their commission reviews, and the materials received to date. Joe noted the 11 x 17" Preliminary Plans he received from the City. Gary projected slides that were received showing the pictures and elevation drawings that had been sent to HF Planning Committee and Board members.

Joe noted initial concerns on the project plans were: 1) water retention; 2) green development provisions; 3) traffic flow, including trucks to/from the site; and 4) moving the entrance closer to sentry than originally proposed. He noted Kelly had submitted 2 emails on the project which Joe had forwarded to the committee members.

1) Pedestrian access. Pedestrian access from Hilldale Way and Frey Street are each next to the auto access to the parking ramp. There is no pedestrian access at the S. W. corner of the store along Frey Street, but rather next to the auto access at the end of Sawyer Terrace.

Committee members suggested improving the pedestrian access to the store by: improving sidewalk areas on the west side of the Mall; consider an escalator next to Sentry to the 2nd story of the Target Store to cross Hilldale Way. This could lead to a second level pedestrian crossing from Target, across University Ave. to the Shorewood side. That might require forming a TIF District but that would provide a major improvement for pedestrian crossing University Ave. That could benefit the Mall, Target store, as well as the state property west of Segoe.

Committee members noted a need to update the overall traffic study of the area (including the Hill Farms State Office Building impacts) since the land uses are changing. Tim Parks of City Planning noted there will be a traffic study update in the next month or so. It was suggested that the traffic study update should include redevelopment on the Shorewood side as well as impacts west to Whitney Way area.

2) Parking. The parking lot will be resurfaced as a parking lot on the S. W. corner of Frey and Sawyer Terrace by Freed Company. Tim Parks noted his understanding is Sawyer Terrace will go to two-way following reconstruction, and that intersection improvements will occur along Segoe as earlier proposed.

3) Green Roof: It was not clear what is proposed for the Target roof treatment. It was recalled that Whole Foods had agree to at least a partial green roof. At the public meeting, Target representatives referred to a white reflective roof. Tim Parks noted City staff is also concerned about screening utilities placed on top of the roof. It was also suggested to include solar panels on the roof to reduce energy consumption of the project.

4) Loading Dock area. Target plans now propose truck access and egress off University Ave. rather than exiting onto Frey street as originally proposed. It was noted that the Whole Foods proposal had agree to enclose the loading docks to reduce noise and other impacts, but that is not proposed by Target.

5) Stormwater. Committee members noted it is important to retain stormwater on site as much as possible. This area has a problem with stormwater flooding. A green roof would be an important feature

to retain stormwater. If major stormwater facilities are to be installed, it may require some TIF funding to achieve public benefits.

6) Two-story store. Committee members noted the proposed Target development leaves an awkward 1.3 acres site along Segoe which has very limited points of access. Making the Target store to be two-level would require less area of the site for Target, and would allow the Outlot parcel to be larger and more developable in the future. Access to the outlot seems to be limited to Frey Street, and to University Ave. where there is truck access to their loading docks.

7) Building Materials. It was noted that Kelly's email comments suggested some change to the proposed building materials. Tim Parks noted comments on the building design and materials are better directed to the city Urban Design Commission which meets on this project 1/20 and 2/17.

Committee timetable. It was suggested the H F Planning Committee meet: Jan. 30 8:30 – 10 AM before the Board meeting; and Feb. 6 from 10 – 12. This allows us to draft comments before Jan 30, and to refine them by Feb. 6. They are to be submitted by Feb. 11.

Notes by Tom Favour

From: Herman Felstehausen [mailto:hhfelste@wisc.edu]
Sent: Tuesday, January 19, 2010 2:39 PM
To: Martin, Al
Cc: Schmidt, Chris; Clear, Mark
Subject: Comments concerning Target/Hilldale plan

To: Madison Urban Design Commission
City Hall, Martin Luther King Blvd

The Indian Hills section of the Spring Harbor neighborhood where I live, has a direct and immediate interest in the planned development of a Target Store at Hilldale. While there are differing opinions about big-box developments, our neighborhood concerns relate more directly to the functional design and integration of the proposed project with adjoining neighborhoods and user needs.

Three issues are of primary concern:

1) A University Avenue ped/bike overpass connection should be identified within the proposed Target Store site design. Even though funding is not now available, the Urban Design and Planning commissions should request that space for a future overpass be identified in anticipation of future development. A convenient and well-designed overpass is urgently needed to enable west-bound bus passengers and pedestrians/bikers from our side of the street and Shorewood Hills to reach Hilldale and Target without traveling by car. (A successful overpass is one that will make use of grade and 2nd floor landings--features to be considered before new buildings are constructed--even if not all options are later chosen).

2) Spring Harbor and Shorewood Hills are on the receiving end of increased amounts of stormwater runoff caused by new developments. Geologists tell us that the Target Store site rests on deep veins of sand and gravel capable of absorbing nearly all water coming from the proposed store roof (sub-layers confirmed by Weston Place deep basement construction). Target architects should be asked to account for all runoff impacts when designing their new building and address them through the use of either a green roof or adequate infiltration beds adjacent to the building. Environmental quality is an integral part of Madison urban design and provides substantial benefits to water quality, flood prevention, and clarity of Madison lakes.

3) Shoppers at Hilldale are increasingly concerned about the lack of a coherent plan for a pedestrian connection between the proposed Target Store and the existing Mall. This problem understandably cannot be solved by Target alone. The Urban Design and Plan commissions should encourage the city of Madison to take the lead in convening a 3-way meeting among Target Corp, Freed Assc, and Madison Planning to develop a coordinated pedestrian pathway. Hilldale is a "new urbanism" area and should strive to balance pedestrian convenience and safety with the extensive street and parking investments that are proposed.

Thank you for your consideration,

Herman Felstehausen
1009 Merrill Spring Rd, Madison
UW-Madison, emeritus
Urban and Environmental Planning
tel 608/238-3425