

**Truman Olson Development**  
**Neighborhood Steering Committee Meeting #2**  
**Meeting Notes**  
**5:30 PM – 7:00 PM, 07/15/20**  
**Zoom Meeting**

**Meeting Attendance**

Steering Committee

Alder Sheri Carter, Alder Tag Evers, Maia Chen, Napoleon Smith, Jeff Richter, Lisie Kitchel, Allen Arntsen, John Perkins, Tom Bunbury, Jesse Laz Hirsch, Abby Davidson, Jenn Ellestad (SSM Health)

Development Team

Brandon Rule (Rule Enterprises), Megan Schuetz (Movin' Out), Joe & Mariam Maldonado (Luna's Groceries), Edward Haydin (Arc-Int); Marcus Pearson, Quinn Heneghan, Melissa Huggins (Urban Assets)

City Staff

Tariq Saqqaf, Dan Rolfs

Neighbors

Barbara Bailly, Dave Davis, Clarence Cameron, Bob Lockhart

**Welcome and Introductions**

Alder(s) Evers and Carter welcomed everyone to the second meeting and acknowledged the extraordinary and challenging times we are in currently in, noting the burden we and loved ones are feeling and indicated the following:

- The work we are doing here important and we must press on.
- Practice an extra measure of kindness, compassion and understanding because everyone is having to dig down deep to persevere.
- Thanks to the T/O Development Team for taking feedback from the steering and neighborhood meetings, to Urban Assets, to all of those participating.
- Have my gratitude for participating to get the best project possible.

Marcus Pearson thanked everyone for coming and noted we are in the beginning stages of development. He reviewed the meeting ground rules, Zoom meeting protocols, and the meeting agenda and indicated the Steering Committee is still looking for a couple of members to represent the Latinx and Hmong community. He also reviewed the responsibilities of Steering Committee members, and the project timeline (see presentation at [trumanolson.com](http://trumanolson.com)).

Comment: Would like to have representatives from Latinx and Hmong communities on the Steering Committee. Additionally, would appreciate any insight from Alders re: new members.

Answer: Would be much more effective for Steering Committee members to reach out to members of these communities. SMU! would be better suited to reach out to members. Urban Assets will take the discussion offline with the goal of getting someone on the committee by the next meeting.

Alder Carter will invite representatives from the Latinx and Hmong communities in her district.

## Project Updates

Brandon Rule, Rule Enterprises, described the project progression so far:

- Has had conversations with community stakeholders including ULGM and SSM to identify synergies for funding, and discuss creation of space for community and health benefits, and broader community benefits
- Will need to understand what the community wants to program the space. We will take input, determine cost and programming, and determine what project team can do.

We are having ongoing discussions about Cedar Street though have not had time to digest the most recent information from the City.

Comment: Alder Evers would like to see the team expand the list to other local groups who may not have monetary backing but have meaningful opinions regarding programming for the space.

Megan Schuetz: Movin' Out, described project space noting the following:

- The groups, mentioned above, are not the only ones we are talking to. Planning will be based upon how the space is utilized so we will be talking about partnerships through the next year.
- We are working on community flexible space designed for the times and to last another 30 years
- The development and design team have talked about opportunities to incorporate art into development and design of the project. We are asking the Steering Committee for their opinion on the art and want to make sure the art tells the story of South Madison and is recognizable for passersby.

Alder Evers: Concerns were raised at the Transportation Commission meeting. The City has a goal of complete streets and recognition that streets are not just for automobiles and should include safe access for bikes and cars. First response was to remove all parking, but this could have a negative effect on the project, loading and unloading, residents and guests. If there are more than 3000 cars a day, will need to implement complete streets and provide safe access for all.

The new road configuration shows the street expanded and additional grocery store quick access has been added.

Alder Evers: We are trying to figure out a way to accommodate both the City and the development project. The future will have us less reliant on autos and so we need to accommodate this in the project.

Megan: This will have an impact on the size of the grocery store; still need to look at this as far as how it affects easements, property lines and square footage of the development.

Alder Evers: The City may be reducing the size of the terrace to address this rather than from the development or property line, or footprint of grocery store. Newest version provides additional parking near grocery store but not all the way down the street.

Question: Ten full feet for bikes does not make sense. Not getting lots of bikes through here to get anywhere. If you are going to alter Park Street and Fish Hatchery Rd., then it would make sense. Do not need all this bike space for those coming from within the neighborhood and have a problem with rolling all of City's objectives into this project.

Alder Evers: Currently not safe for all to ride their bikes. If moving forward with approach (Clean Streets), it means existing streets will have to catch up with progress and logic and this is what is needed with new streets. If possible, move forward with this without sacrificing grocery store.

Comment: Cedar Street is taking up almost a third of the property, sacrificing the development. Project's focus should be the grocery store – as South Madison resident my main thing is the grocery store. Is there a possibility of Cedar being a one-way street, so we are not sacrificing space for complete streets? City needs to find a way to reduce the size to maximize the grocery and affordable housing.

Comment: Can the loading dock exit to the north, or is there the possibility of preserving land by sending traffic out another way? Regarding bike traffic in and out, I understand that we want to provide adequate bicycle facilities at a time when they can be added. On the other hand, the City is crippling the possibility of this being bicycle thoroughfare when all traffic leaving here must turn south. Intersection is configured so that you cannot turn left, forcing bicycle traffic to go south. Or use the crosswalk at Cedar puts you at the mercy of traffic lights. This is going to be difficult. Bicyclist will want to continue across Cedar and traveling on north bound Park St. is not appealing. Missing how this is a bicycle thoroughfare.

Alder Evers: City and Traffic Engineering are still working on different concepts. The island provides safety. Bicycle facilities are not going to change 24,000 S.F. footprint of the grocery store. We are interested in a solution that works that maintains integrity of grocery store.

Comment: Will be interested to see what the City is going to do with the street before supporting bike lanes.

Comment: Agree regarding bike lanes and reconciling the island before moving forward. Do not want to delay the project but want to encourage Tag to make sure the City deals with this. I am concerned about the parking with a third of the space taken up by Cedar St.

Marcus reviewed community engagement to date, and project summary. See PPT.

Question: In the meetings with the City, have there been any issues or concerns?

Response: Cedar St. is the biggest issue. Information coming from the Transportation Committee has had surprises.

Question: Total parking of 150 stalls? Correct. Is this enough parking for the units and store?

Brandon: We are hitting code requirements for parking and are looking through the shared space concept for both grocery and residential. This is the proposed amount and we are looking to maximize making sure

the grocery has parking for the hours it is opened. Many residents do not have cars. Since children will also be on site so we are looking to include green space to be determined as the design progresses and evolves. Be patient as we work through these things. Understand reality and making the best decision based upon all perspectives.

Question: What are you doing to handle guest parking? Where will they park?

Brandon: There is no space on site for guest parking. Our goal was to leverage street parking for that. As the development team, we will push for street parking since the team was under the impression street parking would be available prior to the Transportation Committee updates. Most developments do not solve for guest parking but for uses of the development.

Question: Will people going to the grocery store have parking?

Brandon: Parking will be timed and zoned throughout the day to account for this and are working with the City on this -drop off and pick up, restriction zones, etc.

Question: What are the hours of the grocery store?

Mariam Maldonado: 7am to 10pm, 7 days a week is currently under consideration.

Question: Are you concerned about parking for the grocery?

Mariam: Working on the best outcomes with the development team. With news of Cedar St. reconfiguration, I am thinking about this.

Comment: Without parking, people are not going to come to the store.

Alder Evers: Regarding the meeting last night, the Plan Commission is starting to exert a traffic management plan. Regarding a bike share program, care share program, has the development team thought of marketing housing to people who don't own a car? Location has good access to transit and BRT, and people are looking to live places where they do not need cars. Engineering for charging stations?

Brandon: We are looking at ride share, bike, and scooter share - looking at all possibilities. We need to create something that can adapt to current and changing conditions. We will also need to look at residents based upon the AMI. They may have cost and ambulatory issues that make it harder for them to access these services.

Kathryne Auerback, Executive Director of Movin' Out introduced herself. We have capability of "best management practices" (BMP) that would fit well with the spirit of the project and in serving the south Madison community and uses alternative transportation and design/choice architecture that leads to choices that are better for the community.

Question: Will ride sharing options/vehicle sharing/charging stations available? How does modern design take this into account? How do you fit this into a shared space?

Brandon: There will be a few spots with electrical capability. We will need to think down the line for a few of our stalls for those coming into the grocery and for residents. We are trying to think forward and determine the right mix for the project.

Comment: electrical vehicles, simple straightforward 220 connection, like Madison govt. parking lots, 24-35 miles per hour of charger and are doing it for 1-2% of parking spots.

Comment: Main focus should be the grocery store. Affordable housing is needed but when talking about stalls, etc. we should remember Covid-19 is still around and people are still at home, and this is taking away from parking issues. Want to make sure we are focusing on parking for and access to the grocery. South Madison is made up mostly of families, so would caution us to think of spaces for families. Grocery store is the priority, housing second. I do not see a lot of three bedrooms which is concerning.

Comment: It is important to get responses from the community south of Wingra Creek. We can assist in getting information out to people and should have an additional conversation about getting the survey out to people who cannot go online. We need to get their feedback.

Comment: In terms of the grocery store, there is a growing concern about housing capacity with other projects coming up Park St. Concern about a full-service grocery store and the capacity to provide for neighborhood that is growing.

Response: Unit mix: 30 three-bedroom units on site; did good job of unit mix; 65 one-bedroom units and the rest are two bedrooms. This housing unit will have a tremendous amount of diversity, one and two bedrooms at low cost but also market rate apartments. It reflects the south Madison community and complements it. Will work with community groups to distribute applications for apartments.

Concern: Too much housing for the land. Start concentrating on housing rather than land. Where are the children going to go and play? Know the neighborhood and issues.

Response: There will be connectivity between two. Grocery does not come to fruition without housing because of sharing of costs, tax subsidies, and shared infrastructure allows us to charge a lower price for grocery store and, therefore, offer lower price food items to the public. All therefore we put proposal together in this way. Still figuring out research when it comes to income and number of people and traffic flow. All of this will figure into design and a quality product and there will be quality affordable housing options in line with the guidelines from City for Park Street.

Brandon: We hear and appreciate the comments. Other proposals had many more units on this site. Did not know upon submission of the RFP where Cedar St. would be. When we found this out, we eliminated 80-90 units. 150 units are the balance from all of this. We did take this into consideration and reduced number of units. Regarding children in this building, we are exploring on every floor for spaces and the possibility of green roof top options. We will need to be creative in creating/maximizing these spaces for children. Heard the comments and scaled back development. City approved this plan, juggling many things and taking them all into consideration.

Alder Evers: Thanks for your patience.

Comments: Public art idea is great and encourage you to pursue. This can be signature landmark for the City and south Madison.

Agenda for next meeting to possibly include: Karin Wolff, Mark Freer, and other artists?

Comment: For community space, any thought for using all or part of this for daycare? It would reduce trips and there will be less need for a car. Way to share space.

Question: What are you doing in terms of green infrastructure? Solar panels on roof – allow for the future? Small and reduced carbon footprint?

Comment: We are looking forward to hearing more green space ideas.

Comment: Parking is a concern and looking forward to hearing more about it.

Alders: There have been challenges in engagement with diversity, translations into Spanish and Hmong. Not a perfect process and there are ways to improve. Will continue to possibly have fourth meeting; one more steering committee meeting with not be sufficient. Need everybody to be engaged and share links to your connections, church, nonprofit, Urban Triage, and other organizations to be make sure we get robust community engagement so that project succeeds. The steering committee is to be a conduit to take information back to the community. Take personal responsibility. Thanks for being here, development team and urban assets.

This meeting's recording will be posted on the website. We look forward to seeing everyone at the neighborhood meeting on August 30<sup>th</sup>. We will be working on reaching out to the community in an inclusive way. Your input is appreciated on ways we can reach out to the community.