



## Truman Olson Development – Rule Enterprises/Movin' Out

Zoom Neighborhood Meeting #3 (50 Participants)

August 27, 6:30-8:00pm

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**The Development Team, City Staff and Alders made introductory comments and reviewed the meeting agenda and protocols. City Staff discussed Cedar Street and intersection.**

Questions, Comments, and Responses:

Comment: This is the first time we have heard about the café. Concerned about the impact this may have on coffee shop across the street. Programming of the store and café need to be carefully considered with respect to this.

Question: What is the capacity of the parking structure?

Response: 140 parking stalls. The current plan shows 60 designated parking spots for the grocery store with an additional 15 spots to be shared with employees.

Question: Is community space shown on plans (in orange) to be shared between grocery and residents?

Response: The orange space is residential community space for residents only.

Question: Is the plan that these are separate operations (grocery doesn't share management with housing)?

Response: Luna's is a tenant and will manage their property. The housing component will have its own management company. They will be separate.

Question: What portion of the grocery store is community center? Grocery store is 24,000 S.F. and the Community center will be a part of this space?

Clarification: Grocery store will not have a community center. It will have flex community space.

Response: There will not be a community center; however, there will be community space in the 24,000 S.F. grocery. The Development Team is currently working with SSM Health to determine the SF for community use. The actual interior design of the space is away off. Our understanding is there will be some community space, but we will do not know what it will look like yet.

Question: Will there be parking fees associated with parking spaces for the grocery?

Response: There will be no charge for grocery store parking.

Comment: 140 total stalls with 75 dedicated to grocery/employee leaves only 65 for tenants. This seems to underestimate the number of parking needed for tenants to have vehicles, especially for those with people with disabilities should have designated parking.

Question: Will there be another neighborhood and steering committee meeting? Will the plans be finalized at these meetings? Will there be an opportunity for review of the final plans?

Response: There will be 60 dedicated grocery stalls with 15 shared grocery/employee stalls. The most needed parking for employees is during standard business hours and so these translates to sharing. The parking needs of the housing development will be determined by the Development Team. Because this development is an infill development and in a transportation corridor, residents will rely on public transportation. Car ownership in affordable housing tends to be lower and in Movin' Out developments car ownership is even lower. On average there is less of a dependency on cars. The team will make sure this is enough parking to make the housing successful while also acknowledging the location of the development, the availability of public transportation, and general car usage for the targeted population.

Question: The 65 available spaces is less than half of the total for tenants? Want to be sure that tenants get their needs met with adequate parking. Sometimes shared spaces can be problematic.

Alder Carter: Two clarifications. Grocery will not have a community center but will have community flex space. If more parking is required, the development can go into an arrangement, at the appropriate time, with SSM Health or the Labor Temple. Don't want them to go into an agreement, today, and then find out they don't need it. The Development Team is looking at the marketability of the apartments and what the tenants will need and ask for re: parking

Concern: Have concerns about community space and café coming from the grocery store space. This plan started with 30,000 S.F. and now grocery is so small it cannot possibly be a full-service grocery store. We cannot tell how much space will be taken away from the grocery store. Will this store be the size of the current Pick and Save which is too small? How can we have a full-service store if space is being taken away?

Answer: The café space can be integrated nicely within the grocery. The community space will be limited and flexible so it will not impact the grocery.

Comment: The community space will take up space that could be displaying food and other items.

Response: Mariam is a very experienced grocer. The Development Team is committed to a full-service grocery store. The kind of atmosphere that the grocery store wants to be includes people being able to hang out and have a meal. Mariam will speak to this.

Question: Parking spaces at Trader Joes's are hard to get in, almost impossible to park there without something damaged on your car. Will the spaces here be larger? Would hope spaces allocated are reasonable, otherwise I will not shop there.

Response: The building is designed using standard parking stalls. The size is 9X18 stall which is standard and generous for parking.

Concern: These community meetings will be ending and it is not within the timeframe to inform Luna's design.

Response: Luna's will have a website to ask for community input. Very important for Luna's to get community feedback.

Question: Will this kind of community outreach happen?

Response: Yes.

Question: Can a bi-lingual tool be used as a part of the grocery store outreach?

Response: Yes, so Luna's can serve all the customers in Dane County in a satisfying way. The tab on the project website that will give information about the grocery store.

Question: The project website says that by 2020... the location, size and project infrastructure will be determined. Is it possible to commit something concrete before the next and last community meeting so that you can get community feedback?

Response: We have what we need to have in place as we move forward with building as a whole regarding infrastructure (in terms of things that will affect the larger building design), and do not anticipate much feedback about key mechanical items within the store.

Question: In the Luna's section on the website there will be nothing concrete before the next community meeting?

Alder Carter Response: When we talk about infrastructure, we are looking at things like delivery trucks loading and unloading, garbage bins, etc. From there you go on to the next thing which is the conceptual layout.

Comment: Regarding charging a fee for youth for use of the community room. There is not community meeting space for this area for group meetings such as neighborhood associations, etc. and no place or money to meet except at local coffee shops. We have spoken for years now about needing space and have yet to have this space allocated to us. People are not asking for a space they can rent but rather a space then can use as an amenity. Hard to understand how we are not getting this space from a nonprofit.

Response: It is a long way down the road.

Comment: Still says for a fee on the website.

Response: We can update the website regarding the community room fee. If there is a group that would use it like SSM, then they could commit to paying for the use. Typically, in projects like these there are requirements for using the room (such as opening and closing room procedures).

Dan Rolfs: Would like to re-iterate comments from Alder Carter. This process is the same that any development team will have to follow from site plan to programming and uses. It may feel this is taking a long time but this is standard for anyone doing a development like this. The Development Team has worked hard to move things forward. The process is going as it should. Have patience. This is standard development process.

Alder Evers: It says community space will be rented but doesn't say anything about a fee. Mariam's vision for the store has a community emphasis. The neighborhood was promised this and people wanted a sense of community and character. Have faith and confidence that Luna's and Mariam will be responding

to the needs of the neighborhood and trust that Mariam wants to succeed as does the Development Team, and George Reistad (City of Madison) who are all committed to community. Mariam's vision is consistent with the needs of the neighborhood. Thank you to Luna's and the Development Team. We are moving in the right direction.

Question: Regarding survey results on how you get to the grocery. Walk and bike mainly from Bay Creek. Can you break this down by neighborhoods that are farther away from the proposed grocery store? Wondering if residents from Bram, Burr Oaks or Capital View might more commonly take cars to the grocery.

Response: We do plan to go through the survey with cross tabulation tools to break down trends within neighborhoods. We will do the same for those responding to demographics as they will have a larger impact on the project. We still have a lot of work to do regarding the survey.

Alder Evers: My estimate is that there are roughly 80 spaces at Pick and Save, by comparison to 60 for those shopping at the new grocery store, plus 15 employees, plus 16 on the street. My observation is that I have yet to be at Pick and Save and seen more than half the spaces used. Can almost always park in first row, even at peak times and evenings. We want to see this store succeed and want to provide adequate parking. According to the Development Team and City Staff it looks like we are on track to provide ample parking for people to access the store by car.

Dan Rolfs: Alder Evers makes a good point. This process started by the idea of losing a grocery store. If the Pick and Save parking lot is not full it is not making business sense for the owners. Encourage you to think of a full parking lot which means the grocery is doing well and business is thriving. Think about reframing this parking issue.

Comment: When community members have counted cars in the parking lot, we have observed 60 cars during peak time; 30 cars during slow time. We need to maintain enough parking and should listen to the neighborhood and have enough parking. If people come and find the new lot full, people will not park and continue on. The people nearby will walk and bike. Those from outside the community will be using their cars. It is important to register that the community has been heard. Getting by with less parking is not acknowledging what the community is saying.

Question: Would caution against observational data. All concerns are valid in creating enough parking. On street parking will not be metered will it?

Response: No meters; free.

Paul Molinaro with Welton Enterprises: There are currently 110 parking stalls for the Pick and Save.

Question: How many elderly from the three housing units responded to this survey? Can guarantee most elderly do not have the 90K income as indicated on the survey. How many were able to complete the survey without a smart phone or computer? Would love to see an influx of elderly who have not been heard from. Major developments coming into area, this store should be very busy. Pick and Save may not be utilized well but a new store will attract many more people including folks from outlying areas such as Regent street, Rimrock road and Seminole Hwy.

Mariam Maldonado Response: The proposed parking stall number is determined by data and the square footage of the store. 24,000 S.F. gets us 60 stalls. Wanted to have 60 plus the 15 employee stalls. Team

is compromising on the 15 stalls to be used between employees and grocery. We hear your concern. In terms of moving forward, is 60 enough for customers feeling comfortable? Data says yes. Thank you for your comments.

Comment: 60 parking stalls is the minimum required by parking code. 49,000 cars a day travel between two roads and these individuals will need parking. We should not be looking at the minimum required which is what we are doing now.

Alder Carter: Good meeting. Received new information. Parking is always a concern but also know there are two lots near the development that can be utilized upon reaching a Memorandum of Understanding. Excited that Mariam has hired a planning consultant for the grocery store. We will be pleasantly surprised and should allow Mariam to design her grocery store. Can't wait for our fourth meeting and hope all will chime in on Urban Design Commission (UDC), Plan Commission, and Common council meeting in the near future.

Alder Evers: Thanks to all for showing up. I remain confident in the collaborative process of working together. Concerns, worries, that something will go wrong can result in something that will adversely affect the grocery. Concerns are recorded and the Development Team will work with this feedback. These are challenging times and I wish everyone well.

Brandon Rule, Rule Enterprises: We are moving in the right direction. Thanks to all.