



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

Zoom Neighborhood Meeting #4 (49 Participants)

September 30, 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.

### QUESTIONS, COMMENTS, AND RESPONSES:

**Question:** What percentage of the 24,000 SF commercial space will be used for offices, warehouse, etc.? Thought it was decided to have a store bigger than the one that we currently have.

**Response:** We will try to find the most efficient way to have a full-service grocery store. The design team will help with exact space layout. One example of improved efficiency is that if you have the right refrigeration, you do not need as much space for produce. Another example is the frequency of delivery since it is more efficient to have frequent deliveries and less inventory. Large grocery stores are not always sustainable long-term because their space is too big to maintain and ensure marketability.

**Dan Rolfs, City of Madison (City):** The city has a development agreement with Rule Enterprises and Movin' Out that ensures a full-service grocery store will exist and conform to the terms set forth by the City.

**Question:** Biggest concern is since this is the end of the neighborhood meetings, what opportunities will there be in the future to provide feedback on the grocery? Would like to have this kind of additional opportunity for input coming from the City of Madison, Urban Assets, or Rule Enterprises so that it does not fall entirely on Mariam. This is not the typical process, so we would like to see the City offer support for Mariam.

**Response:** Community engagement for the grocery store will be Mariam's responsibility. She has her own ideas of how to engage the neighborhood. She will have her process to share in the Spring of 2021 and it will be one she will determine.

The City's role is one of working through the RFP and development itself and is working with Rule Enterprises and Movin' Out. The physical design of the grocery store/space is up to the business owner to the best of their abilities to work in the market area they are serving. The City will not be running the engagement process for the grocery store. Mariam has time between now and later to refine the process. The City is excited to see the Luna's next steps regarding this.

**Alder Evers:** The City extends its hand to help Mariam. If you want help in reaching out to your client base and future customers, we can help. We will look to you to let us know what you need. Thanks to Mariam for providing the information at this meeting.

**George Reistad, City of Madison:** Good points by Alder Evers and Dan Rolfs. Mariam, as business owner, is responsible for the decision-making process and City Staff is also here to help with processes. The Healthy Retail Access Program has funding available to assist with certain elements of the grocery store as it moves forward. The project is not at that point yet, but City Staff are here to assist Mariam in whatever process she wishes to undertake for the success of the business.

**Alder Carter:** Mariam is not a developer. She is the owner of Luna's and she will be designing it and needs to have her space with her consultant to design her grocery. At the appropriate time, she will engage the community. It may not be until next year or the year after. Have faith that Mariam will bring us a five-star grocery store (which will not be like Piggly Wiggly or Pick 'n Save). Grocery stores today are more efficient. Let's give her the room to design.

**Mariam (Luna's):** I appreciate the support from everyone and the City. The City is invested in bringing the grocery to Park Street and I am invested in bringing the grocery store to Park Street and making the community happy.

**Comment: Attended a meeting held previously during which small groups were able to talk about what they wanted in a grocery store. The process was good, but the laundry list couldn't possibly be incorporated into one store.**

**Dan Rolfs, City of Madison:** The meeting mentioned above was held at the beginning of the RFP process. We have notes from the meeting that can be shared. The list generated at this meeting was broad and covered a lot of ground. This information can be provided to Mariam as she looks to build out the space. If she needs additional assistance from the City, George and I are here. City staff will help her work through any issues so there is not a grocery gap. The City is committed to a grocery store to serve the south side so there is no grocery gap. Good to have the Development Team moving forward.

**George Reistad:** This is a process and continues to be a process. We are all on the same team, committed to meeting the diverse needs of a diverse community. The specifics of the grocery related to the timeline are not at a place where they are being developed yet. Many of the decisions around the design of the store, inventory, and layout are still coming. Need to allow the process to take time we need to all Mariam the space and opportunity to work with the experts she's hired to do this process, and then allow her to bring this to the community for feedback.

**Response:** Bay Creek, SMU, and this project team all conducted surveys. The survey the project team developed built upon the great work that Bay Creek and other South Madison residents did on this.

**Brandon Rule:** I do have notes from the City meeting mentioned above. From my notes I have the following amenities for the store: affordable rates, bike friendly, pedestrian friendly, large footprint, cheap produce, affordable food, bakery, butcher, eating area, possible test kitchen or educational, etc. Our team is building from what was said at all previous meetings. I am taking notes, as well as

Urban Assets. When the final product comes, we will be sure it is informed by all the discussions that have happened to date.

**Question: How long will the Pick and Save be at their current site?**

**Response:** The Pick and Save is still there and has a lease until Spring of 2022. The City is trying to coincide the development process to not have a grocery gap.

**Question: Re: the western most component three story townhouses and the light gray material shown – what do you anticipate this material will be?**

**Response:** We are still working on what these products will be and their mix. We would like to have durable materials coming down to the ground with elements of masonry.

**Comment: The frontage is close to the windows. Would suggest planter or columns to prevent traffic from coming into property.**

**Response:** The building set on the property is within zoning. We have considered moving the building to create a more hospitable environment. It is 19 feet off the edge of the street with set back and terrace.

**Question: Re: Parking, two lanes going in and out of store and what kind of congestion to you anticipate during busy times? How wide and is there a possibility of having something on the other side?**

**Response:** The drive aisles are coming in north of Cedar Street. Two lanes of traffic out allow two opportunities for people to move in and out of parking lot.

**Question: Where will the entrance for the grocery store be? Grocery vestibule from the parking garage?**

**Response:** The grocery vestibule from parking garage is for people entering from the garage. We are also analyzing with input from Luna's on how you will enter from the sidewalk if you have parked on the street. Three stair towers coming down from housing above makes a convenient spot for combination entry, plaza, outdoor seating area, welcoming entrance. We are working with Luna's to configure space interior and provide appropriate street access and street engagement and the primary access from parking garage will be working from the grocery vestibule.

**Question: All of parking for grocery store will be on ground level?**

**Response:** 60 stalls, 15 additional. Most spaces if not all will be on the same floor as grocery. The shared space for employees may be on a different level.

**Question:** How will people parking on second level get down to the grocery store? Is there an elevator to the first floor?

**Response:** Yes, there is. Into the lobby from apartments.

**Question:** Another entrance besides vestibule for grocery?

**Response:** From the residential lobby to entrance for the grocery store.

**Comment:** Excited to see project going forward. The fact that everyone is working together to avoid a grocery gap is fantastic!

**Question:** Regarding the intersection and prohibited left turn from Cedar to Park Street - from a developer's perspective, how do you feel about the restriction on the left turn which will make it hard for people who are going north?

**Response:** We will be working with City to see if it is good traffic control, but we trust their judgement.

**Comment:** The owner of coffee shop across the street (Cargo Coffee) is concerned. Would like to see it become a signaled intersection, to maintain Beld Street for access rather than a dream street.

**Response:** Traffic Engineering staff is thorough on this and there have been neighborhood meetings to discuss.

**Alder Evers:** There will be a meeting on October 27th at 5:30 pm to go over the five different options staff has prepared for that intersection. Alder(s) Carter and Evers will make sure that you have the Zoom meeting details.

**Dan Rolfs, City of Madison:** The City process (for the above) is separate from this process. Traffic Engineering has reached out to the development team to discuss the different options.

**Question:** Is COVID-19 causing concern among the developers re: shared elevators? Does it make sense to have two elevators so that residents will have a separate elevator?

**Answer:** The general public will not have access to elevator or interior lobby area for residents. For this reason, the Development Team is less concerned. There will be minimal cross usage between spaces to ensure security and exclusive use for residents. Spaces of residential and grocery are

segregated for these reasons. Arc-Int. has done a good job of splitting the space with housing on one side and grocery on the other so spaces are not co-mingled.

**Comment:** I appreciate the neighborhood meetings and feel it is short sighted to end it now since people have not seen the final plans for the project. When plans are finalized, would be beneficial to have another neighborhood meeting. Would encourage that there be another opportunity for input before plans go to UDC. Once the project goes to UDC, we cannot continue to have these in-depth discussions.

**Question:** Regarding survey and respondents; 535 respondents, of which 2% are Latinx, 2% are Asian so 10-12 of each. Do you really think you can extrapolate from 10-12 response for the entire community for these groups?

**Answer:** This is not a scientific survey. As you know, a lot of work was done to get this out into the community and get a response. This was the response we got despite an enormous push. This is not unusual for surveys in the city of Madison. and not an unusual level of response for people of color since they do not think they will be heard. Appreciate the comment. We have worked really hard and to have a grocer who identifies as black and Latina, and a developer who is black, and a consulting team with people of color, there is no reason to push back on these numbers at this late date.

#### **CLOSING REMARKS:**

**Alder Carter:** Thanks for your participation and look forward to seeing everyone at UDC. Looking forward to shopping at Luna's and the future of south Madison.

**Alder Evers:** Thanks to everyone for being here. Have come a long way in a year and a half. Alder Carter and I have been meeting with the Development Team and have gotten to know them and I am excited and have every bit of confidence in them. When we get final plans or new iterations or concepts, Alder Carter and I will share them with you. Lots of gratitude. We are going to have a great project, super development, and grocery store.