



Truman Olson Development Rule Enterprises & Movin' Out

Neighborhood Steering Committee Meeting #1

5:30 PM – 7:00 PM, 06/15/20

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

Janet Stockhausen, Barbara Bailly, Stanley Jackson? Trish Rhinehart, Dave Davis, two others by phone

Welcome and Introductions

Alder(s) Carter and Evers introduced themselves and welcomed everyone to the meeting:

- Long time coming and exciting moment in time for Truman Olson
- Need to respect each other during the process for the project to thrive
- Thanks to UA for setting up this meeting
- Neighborhood engagement is an important part of getting to the best possible outcome

Project Co-Developers introduced themselves.

Brandon Rule:

- Introduced development team
- Development team **paused all work from the end of December until Mid-April** when the tax credits were awarded.
- Once tax credits were awarded, it enabled the development team to begin the planning, design, and neighborhood process.
- Looking forward to this meeting as being the project kick-off.
- As a minority developer, excited to partner with a nonprofit such as Movin' Out who shares a similar vision.
- Project team set up to deliver the best project possible based upon community needs

Megan Schuetz:

- Movin' Out has been looking to partner with Rule Enterprises for a couple of years
- Movin' Out is a 25year old nonprofit based primarily in WI offering affordable housing for people who live with a disability.
- Believe in concept of accessibility and creating opportunities to meet household needs.
- Truman Olson allows Movin' Out to work in a part of Madison they are not currently in.
- Affordability is important component and excited to work with Brandon Rule.
- Looking forward to discussions.

Steering Committee members introduced themselves.

Timeline

Brandon described how the project has progressed thus far.

Marcus described the timeline for the project.

- Comment: Would like to have representatives from LatinX and Hmong community on 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 next Steering Committee meeting.
 - Alder Carter will invite representatives from the LatinX and Hmong communities in her district.

Project Overview

Marcus reviewed the project slides. See power point presentation.

- Question: When do you expect the grocery store construction to be completed and what is the size of the store?
 - The grocery store is expected to be completed the same time as housing units, Spring 2022. Construction will start in Spring, 2021.

- The square footage not been finalized yet. Still working on creative ideas for how to use the footprint we have.
- Question: What is CC -T? Marcus and Melissa please answer. Commercial Corridor Transitional (CC-T) is the zoning district. The zoning controls use, site characteristics (e.g. setbacks), and building form.
- Question: When do you think you will have more specifics regarding the footprint and square footage, and how you intend to use the space? It sounds like it might be smaller footprint and so want to address these concerns soon.
 - The survey will help the Maldonados with space planning.
 - Will have more information by the next steering committee. There are creative ways to use the proposed footprint.
 - Cedar Street is creating difficulty.
 - 30 housing units will be set aside for families with a member with a disability.
 - Tweaking around 20,000-24,000 square footage mark. The design team understands what the community would like to see in the grocery store.
 - Goal is to provide a full-service store and the project team is committed to this.
 - Looking forward to conversations with the community and with Luna's to inform the design of the store. Trying to maximize space so that grocery store is sustainable.
 - Everyone at table, especially Luna's, is committed to meeting the needs of the community so the store is successful.
 - Joe Maldonado: The Luna's on Allied Drive had a full vetting of customer needs before it was set up.
 - Thoughtfully planned and community oriented based upon the neighborhood needs.
 - Confident in Mariam's ability to take this on.
 - The Development Team wants to know the items needed to constitute full services for this community. We are at the very beginning of design phase and looking forward to larger group input.
- Question: Is Kroger's is looped into this project? Are they working with Luna's for full access/coverage?
 - Kroger's is committed to staying open until Spring of 2022. Can't guarantee there will not be a gap, however, things appear to be lining up with either small overlap or gap. It depends on how the development proceeds.
 - This Development Team was selected so that there is no gap. Financing allows the Development Team to deliver the store before Kroger is gone. #1 goal to ensure there is not a gap and based upon current timeline there will be none.
 - If Welton or Kroger changes their mind, things will change.
- Question: How do you define people with a disability?
 - Movin' Out does not define this. In order to qualify a person must has a permanent disability verified by a third party, but we do not ask what the disability is.
- Question: Is parking dedicated to parts of development? Residents vs. store co-mingled?
 - Parking is in flux at the moment. We will need to determine how much Luna's needs and there may be co-mingled parking.
 - Movin' Out's projects usually don't demand a high parking needs which frees up parking for the store for this project. The idea of parallel parking on the road is a possibility.

- Question: Will Cedar Street be completed before construction begins on the project? Related to that, we are assuming construction can be done so that Pick and Save can continue to stay open?
 - City of Madison Engineering is working on Cedar Street and construction is expected to begin in early 2021. The goal is to move forward in an expeditious manner so that the street is complete before grocery store and housing are complete. City's goal all along has been to thread the needle re: timing for grocery and housing.
- Will Cedar Street have bike lanes?
 - There will be parking on the north side, and bikes lanes going both ways.
- Comment: The Project Team will sacrifice square footage for project so that the road meets the expectations of the neighborhood.

Community Engagement

- Comment: Alder Evers would encourage the Development Team to have four Steering Committee meetings and four Neighborhood Meetings if possible.
 - Will have additional meeting if needed.

Grocery Store Overview & Survey

- Comment: Previously involved with surveys, learned a lot from experience, and would like to work with UA/Team to share lessons learned. Good first start for the survey. Today's meeting may have brought up other issues. Not sure how to capture community outside of south Madison who shop at Pick and Save. Can discuss separately with Urban Assets.
 - The survey will soon be available at www.trumanolson.com.
 - Additionally, the team will go to the store to hand out cards/surveys to encourage people who use the store to take the survey (and to capture bus route shoppers).
 - Survey available to everyone in entire city.
- Question: Like the survey. #7 doesn't necessarily say anything; have list of options under #8? People outside of the neighborhood stop and use store because it has what they need; however, the heaviest use will come from people in area.
- Question: Survey looks good as first step and I echo what Jeff said re: #7. SMU! did an extensive multiple page survey and submitted it to neighborhood groups. SMU! survey wasn't translated so make sure the survey is translated to appeal to larger population. SMU! Found it was not successful to stand outside of the grocery store since shoppers will not take the time for a longer. The best way is to reach those who cannot access an online version is to go door and door.
 - The Project Team will do what it can to distribute survey.
- Alder Carter: Survey is good at not trying to recapture every survey that has happened before. She will put it on her website, Alder Evers on his.
 - SMU! can distribute with link to the survey. Alder Carter will contact Centro Hispano and trailer park too.
 - Need to concentrate on what do people want now. Lisie and Committee can share results of their survey. Assume that everyone is up to speed and would be interesting to see what new people are interested in.

Survey will be translated.

Next Steps & Kickoff Neighborhood Meeting

- Question: Highlight Maia's point about administering survey. How can we do this in effective way considering COVID-19?
 - Most effective way was going door to door.
 - Work with property managers to get the survey in offices. Joe M. did an amazing job of reaching neighborhoods during his run for office in Fitchburg.
 - Send links out to all the associations and smaller boards such as Urban triage, schools in area
 - Send surveys through the mail: SMU! Mailed a letter with survey and incentive helped to get more back.
- Question: Is Cedar Street is happening independent of this project?
 - Correct, in collaboration, but separate. Is city coordinating with this steering committee? Don't want to see this project get hijacked by conversations/discussions with Cedar Street.
 - Alder Evers: This would seem an appropriate conversation to have with city staff. To the extent to which the two interact and impact, seems reasonable questions to ask.
 - This project is separate, but they do interact with each other. Cedar Street is being led by Engineering and Traffic.
 - There is a project website for Cedar Street; good amount of information distributed there can help to answer questions.
 - The City has an agreement with Rule Enterprises and Movin' Out to deliver to them a site that can be built upon and constructed for them to do their project. Cedar Street must be completed within a certain timeframe so that Truman Olson Project Team can meet their timeline. City has been working hard to meet this deadline.

Ending comments:

- Lots of good questions good conversation; good start.
- Appreciate the information shared by the development team, good for neighborhood to meet Joe
- Process assumes good will; we should treat each other with kindness, and this will be a great project.
- Process needs to be lucid and flexible and will be building blocks to the final reality for a grocery store and housing starting today.
- Need to be careful not to delay the project.
- Be conscious and see what new people want.
- Fantastic first meeting; cannot wait to have community meeting.
- Exciting time as you look down S. Park Street.
- Housing is 50 plus years old so getting new housing is important.
- Collaborative, supportive process with respect for each other's opinion as we move forward.

Neighborhood Meeting #1 is on Thursday, June 25th from 6:30-8pm via Zoom.