



Truman Olson Development – Rule Enterprises/Movin' Out

Zoom Neighborhood Meeting #1 (70+ Participants)

June 25, 6:30-8pm

Development Team & City Staff Introductory Comments:

- Tim Parks, Planner, City of Madison, started the meeting at 6:35pm, introduced the project, discussed the city process, and went over the ground rules for the meeting.
- Alder Evers thanked everyone for attending the meeting indicating this has been a long process. Preservation of the grocery store was a #1 priority when taking office and it looks like there will not be a gap in services with the hand-off from Pick and Save to the current store. He is excited about the project indicating there is a good Steering Committee in place. He is grateful to City Staff, Urban Assets, and the Development Team of Rule Enterprises, Movin' Out and Luna's Groceries. He hopes this is the first of three or four neighborhood meetings.
- Alder Carter thanked the project management team, and indicated we have an exciting opportunity, and an opportunity be careful on input for design and what will be going into the store. She stressed the fact that many people use this as their primary location to get food, such as Bram and Burr Oaks. She also indicated this process was like building a layer cake with each meeting and input a layer on the cake. She encouraged understanding rather than a focus on being understood.
- Dan Rolfs, City of Madison Community Development Project Manager in Office of Real Estate Services, thanked everyone for coming, is appreciative of the Development Team. And gave a brief history of the site and process.
 - City purchased the property from the Feds 2012. In 2018 the city and issued an initial Request for Proposal (RFP) for a development that would include a grocery store. First try was unsuccessful.
 - City issued another RFP in 2019 and received four responses. They had a lengthy review process met with input from City Alders and the community.
 - Staff recommended a developer who would keep the grocery gap to 0 or a minimum so the south side would have a grocery store open as existing store winds down.
 - City Staff is working very hard move this forward so that there is a grocery store in the neighborhood before Pick N Save closes.
- Brandon Rule, Rule Enterprises: Brandon indicated he is grateful to have this neighborhood meeting and to hear comments and input to incorporate into the development. He is a native of Milwaukee, went to Marquette and has a background in community development with a specialization in tax

credits. He got into community development work to connect the community to the developer. Movin' Out made the most sense as a development partner. This is a diverse project team and it is important to have someone from the neighborhood on the development team. The team has started to reengage during the last few weeks and has talked with alders and the steering committee. The goal is to aggregate information and create a project that makes sense to the neighborhood. #1 goal is to deliver the store so there is not a gap, and we plan to deliver the product prior to the termination of the current grocery store lease. Thanks to all of you for attending. Project partners include: Movin' Out (Megan Schuetz), Luna's Grocery (Joe and Miriam Maldonado), Architects Arc-Int (from Milwaukee with extensive experience in Wisconsin), Civil Engineer raSmith (who has extensive experience working in Madison). Great project team.

- Miriam Maldonado: Luna's looks forward to bringing resources and food to this grocery store. Thanks to everyone for the wonderful opportunity!
- Megan Schuetz, Real Estate Developer for Movin' Out. Movin' Out is a nonprofit based on the east side of Madison celebrating their 20th anniversary this year. Movin' Out is a nonprofit focused on providing affordable housing opportunities to families where one member of the family has disability. We believe in integrated housing. The other side of the organization focuses on down payment assistance and home buying education, and we have helped over 1600 families become first time home buyers. Movin' Out apartments are currently being developed on Cottage Grove Rd. at Union Corners (Red Caboose), among others in Dane county and Madison. Movin' Out was excited when Rule Enterprises reached out to them to join the team since they have been trying to work together for a few years. This project allows us to do that. We look forward to moving the project along. We use Urban Assets on all our projects in Madison and their ability to deal with all the details ensures successful projects for us. We look forward to continuing our work with them.
- Marcus Pearson, Planner, Urban Assets: Marcus began the presentation asking participants to please be mindful of the fact that this is a private project. We request that you trust the management team to deliver a project the neighborhood likes. We are in the early stages of the project. Marcus reviewed the meeting ground rules. He indicated that though we cannot record the meeting, the presentation and notes will be posted on the project website: www.trumanolson.com
- If community members are not able to submit questions during this meeting, please submit to urbanassetsmadison@gmail.com. We will answer questions and post the answers on the project website: [www. Trumanolson.com](http://www.Trumanolson.com)

Questions, Comments, and Answers:

Question: Can you explain what you mean by community partners and what engaging them will look like?

- Answer: We have met with Urban League and SSM Health to bring wrap around services to site. We will have community spaces throughout the development to allow partnerships with different community services.

Question: Will there be a parking garage for the grocery and residents?

- Answer: Both fall within zoning. There is flexible parking and there would be a primary parking area for the grocery store.

Question: Will the 24,000 S.F. be split between two levels? Or will there the bottom floor have 24,000 S.F. with another story above?

- Answer: 24,000 S.F. all on one level; two stories high rather than two separate stories. The development team is still working through how the store works out. There may be a small mezzanine story like Festival but still in the planning process.

Question: Will the store be handicapped accessible?

- Answer: Yes, the entire building will be accessible: grocery and residential units. Movin' Out will go beyond the threshold for accessibility to make it accessible for all. This was one of the reasons Rule Enterprises selected Movin' Out as a partner. The development will have universal design so that spaces work for everyone and make life easier for all abilities including the grocery. Additionally, the Movin' Out work with an accessibility consultant to identify areas that may be otherwise be overlooked.

Question/Concern: Will there be incentives for the store as you see at Pick N Save and Hy-vee, such as gas points, etc.? Will the Maldonado's factor this into their marketing and operation of the store? Neighborhood would like that.

- Answer: Perks are usually through a 3rd party, so the grocer buys packages. We are talking to different companies to see what kind of loyalty program we can have. It is a possibility and we will take it into consideration.

Question: Is Luna's a definite selection for this project?

- Answer: There are no other grocers or developers in the conversation. City staff has recommended that this is the team to get the job done with little or no gap in a grocery store. Common Council selected this team and we are looking forward to getting this project done.

Question: Just wondering how the proposed square footage of the store compares to current Pick N Save?

- Answer: 24,000 S.F. is close to the current Pick and Save, but the new store will be more efficient. Our space will feel larger because it is more efficient to make sure we maximize space and put things in proper space/place. Additionally, the current pandemic makes us take into account health and security measures.

Question: Will this grocery store have the same things as Pick N Save, a variety of foods at discount prices?

- Answer: The commitment from the development team is to provide a full-service grocery store. We will work with people to do research to find out what the neighborhood needs. You will probably find anything you can find in grocery stores around town, and anything you will want to find in a grocery store. Research of the neighborhood will guide Luna's on Park Street.

Concern: About crossing Park St as a cyclist and for pedestrian safety.

- Answer: The Intersection of Park and Cedar Street is the responsibility of City; geometry and crossing is up to Engineering and Traffic Engineering to design. The Cedar Street extension is being designed as a complete street with bike lanes on both sides.

Will there be bike parking at grocery store?

- Answer: The City has requirements for that. Bike parking will be consistent with City of Madison requirements. There will be plenty of bike parking so that it is convenient for those visiting grocery.

Question: What kind of storage space will there be at the apartments?

- Answer: All units are required to have storage to be used as residents see fit. Size of storage is usually 6X8 and is either worked into the unit, or separate but near to the unit for use.

Comment: Looks like three-bedroom walk-ups do not have a way to get to Park Street without walking in the service lane.

- Answer: We are very much in early stages of design given site constraints and still working on connecting apartment units to sidewalks. Additionally, we will study how to make connections to Park Street in as safe a manner as possible.

Question How many total parking spaces and how are you going to assure there is adequate parking for the store in the evenings when spaces will be taken up by residents?

- Answer: We are working through the City of Madison parking requirements.

Question: How many currently allotted there?

- Answer: On grade: 28 on ground floor; 128 below - approximately. We do have flexibility to work with the numbers.

Question regarding quality of life. Will trucks be entering and exiting through the second driveway?

- Answer: Trucks accessing the drive from Park Street would pull past the loading dock, maneuver back, and then exit west and out to Cedar Street. A good number of trucks will be smaller box trucks.

Question: Will people be able to leave their shopping carts underground?

- Answer: We will figure out the flow in terms of engagement between the grocery and garage. Too early in process to fully know the answer.

Comment: Glad to be able to participate. Concern: Many people go to store regularly and I hope this store will retain those who go there now. Concerned for adjacent neighborhoods now.

- Answer: We can assure you our team is mindful of this and it is at the forefront of our minds. We want to preserve what is there and to address the needs of current shoppers/neighborhood.

Comment: This store has a lot of diversity in its employees and we want to hear from the project team that black employment matters. This store should be reflective of the community it serves and offer employment to the community it serves.

- Answer: Yes, we agree with your sentiments and Rule Enterprises and the Maldonados have this near and dear to our hearts and have this commitment to diversity. We hear and echo these sentiments from the development team perspective.

Questions: Rental units and condos to purchase? Target incomes percentages? Median income for the area? Government incentives included in rentals?

- Answer: All the units will be rented. We are looking to at the various incomes that make up this community. 150 units total utilizing tax credit financing. Additional information about this can be found on the Truman Olson web site: www.trumanolson.com

Comment: It will be harder to back into the loading dock coming from Park Street, west, no visibility, and blind backing as far as traffic flow. Would be better to come from west to east.

- Answer: We are still working through this but one of the reasons to incorporate this drive was to accommodate semis. We will keep it in mind - west to east and backing in that way.

Comment: It would nice if there is a place where people can sit and eat. Current grocery store seems community oriented and do not have that at our current Pick N Save. Would be nice to be able to buy something and sit and enjoy it in the store.

- Answer: There is area outside and near the store entrance for this.

Question: Will docking area be for delivery trucks or can it be used by residents for moving?

- Answer: We do not anticipate this will be used by residents but by Luna's.

Question: Will the use of new technology be needed to deal with drainage as the water table in the area is quite high?

- Answer: We are looking at creative and innovative methods to ensure site drainage is efficient as possible. We will rely on water proofing and do not currently know what level it is at. This is an additional site constraint we are working to address.

Question: Regarding trucks – Is it possible to mark access lane road as delivery trucks only? Concerned about someone (not a trucker) following truckers into the driveway.

- Answer: We have not thought through signage yet but can take this concern into account. Project has not been vetted by Traffic Engineering and the Fire Department and so they will be looking at access and circulation, pavements markings, and signage.

Question to Movin' Out: Will you be taking Section 8 vouchers?

- Answer: We have not secured vouchers as a part of the apartments but will be able to accept vouchers for more deeply targeted units. 30% -80% AMI targeted to allow include inclusivity.

Comment: I am disappointed to hear that this meeting is not going to be recorded and encourage the recording of future meetings.

- Answer: City Staff is the host of this meeting and the City is not allowed to record these meetings because of the need to get approval for the recording. Subsequent meetings not run by City Staff will be recorded.

Question: Curious as to what is going to happen to the Pick N Save property?

- Answer: We cannot speak for Welton Enterprises, but they are looking at their options once the development plans are in play.

Miscellaneous Comments:

- Welcome to neighborhood!
- Comment: Make sure parking is available to accommodate all sizes of bikes.
- Comment: Excited by project team and South Madison partnerships. I know the partners involved and they are inclusive and have created a better community for all through Luna's, who connects with many other communities. Thank you for the opportunity to be here and to collaborate. The South Madison neighborhood has been looking forward to this.

Closing comments from Alders:

- Alder Evers: Thanks to all for coming at this early stage. Questions are good. Neighborhood engagement is about this process and I encourage all to come back for the meeting next month.
- Alder Carter: Good questions from this meeting regarding access, accessibility, parking, and all will go into the mixing pot in addition to input from the next meeting. Thanks to all for coming to this meeting and to a civil discussion and dialogue. I am excited about this project.

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