

Truman Olson

Mixed Use Development

STEERING COMMITTEE MEETING #1

JUNE 15, 2020



Meeting Ground Rules

1. This is a discussion, not a debate
2. Everyone is encouraged to participate.
3. No one or two individuals should dominate a discussion.
4. One person speaks at a time.
5. Listen to and respect other points of view.
6. Do your best to understand the pros and cons of every option.
7. Seek first to understand, not to be understood.

Zoom Meeting Protocols

Members of the Steering Committee

1. Stay on mute during the presentation and when not speaking.
2. To ask a question, click on Participants and then raise your hand (bottom left corner).
3. Introduce yourself before speaking.

Members of the Public

1. Turn video off to preserve bandwidth.
2. Stay on mute during the presentation and Steering Committee discussion.
3. If time, you will have the opportunity to ask questions at the end of the meeting.
4. Wait until the Questions from the Public to raise your hand. Click on Participants. Raise Hand is in the bottom left corner.
5. Introduce yourself and indicate where you live before speaking.

Agenda

1. Introductions
2. Timeline
3. Project to Date
4. Project Overview
5. Community Engagement
6. Next steps
7. Steering Committee Discussion
8. Questions from the Public (if time)

Project Team



Rule Enterprises, LLC
Developer



Movin' Out, Inc.
Developer



raSmith, Inc.
Structural and Civil Engineer



ARC-INT
ARCHITECTURE

Arc-Int Architecture
Architect



Urban Assets, LLC
Neighborhood Engagement & Approvals

Steering Committee

Guiding Roles:

1. Develop an intimate understanding of the Truman Olson project.
2. Provide insight and advice to the Truman Olson Project Management Team regarding community engagement, site master planning, and architecture.
3. Share information about the Truman Olson project and associated community engagement efforts with the community and neighborhood residents.

Responsibilities

1. Advise on additional outreach and data collection activities to inform Truman Olson project.
2. Provide feedback on the development planning and design.
3. Provide input on appropriate engagement techniques.
4. Share information on the project with Southside neighbors and businesses and assist in leveraging attendance at community engagement forums.
5. Ensure that diverse interests are represented throughout the planning process and encourage involvement by a broad representation of stakeholders in public engagement activities.

Steering Committee

1. Alder Sheri Carter, District 14
2. Alder Tag Evers, District 13
3. Maia Pearson, Burr Oaks
4. Jeff Richter, Capital View Heights
5. Isadore Knox, SMPC
6. Napoleon Smith
7. Allen Arntsen, Monona Bay
8. Jesse Laz-Hirsch, South Madison Unite
9. Tom Bunbury, Neighboring property owner
10. John Perkins, Greenbush
11. Abby Davidson, Bay Creek
12. Lisie Kitchel, Bay Creek
13. *SSM Representative - TBD*

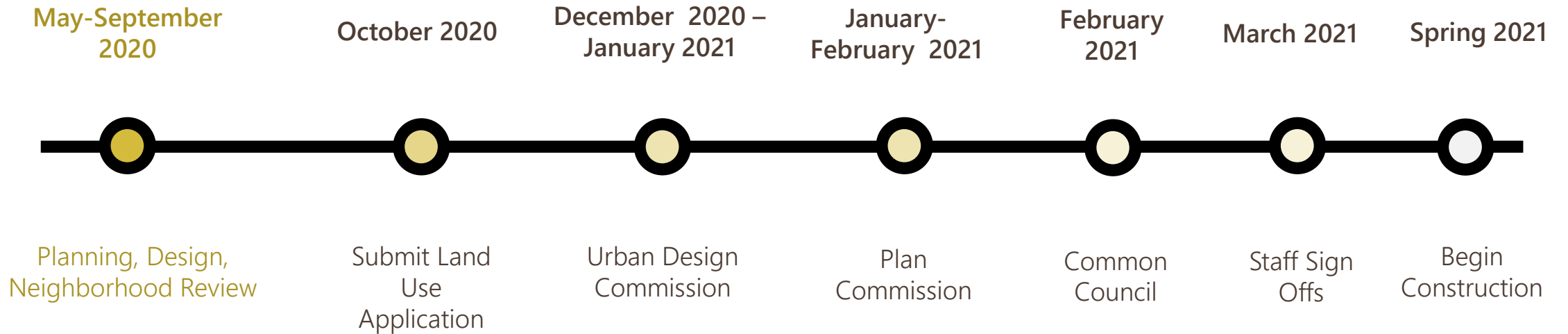
How Did We Get Here?

1. City of Madison RFP
2. Original proposal
3. New Cedar Street
4. WHEDA funding



Development site today

Timeline



Questions?

- Steering Committee Role
- How We Got Here
- Timeline



Site Context

- Iconic, diverse neighborhoods
- Directly on current Metro bus line and Future BRT route
- Proximity to many City services and community organizations
- Proximity to major hospitals and clinics
- Adjacent Opportunity Zone
- Walkable and bikeable area, next to prominent bike path
- UW Arboretum and other natural amenities
- Beltline and other major roads



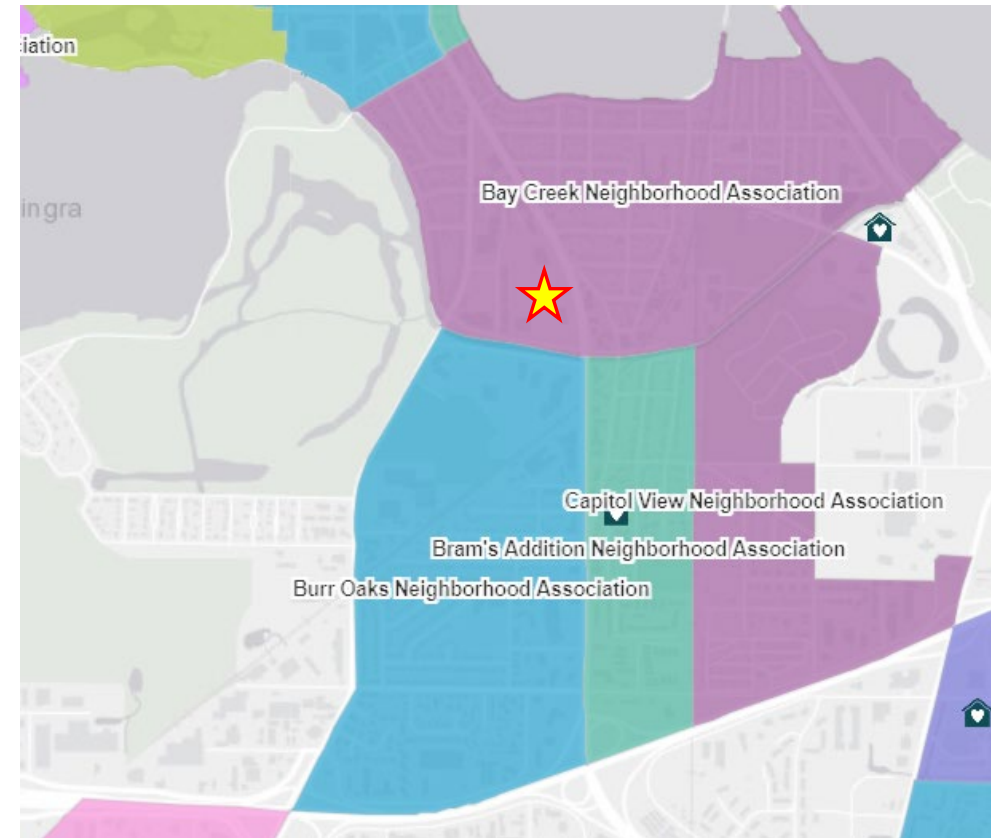
Neighborhood Context

Neighborhood Associations and Councils:

- Bay Creek Neighborhood Association
- Burr Oaks Neighborhood Association
- Bram's Addition Neighborhood Association
- South Metropolitan Planning Council
- South Madison Unite

Alders:

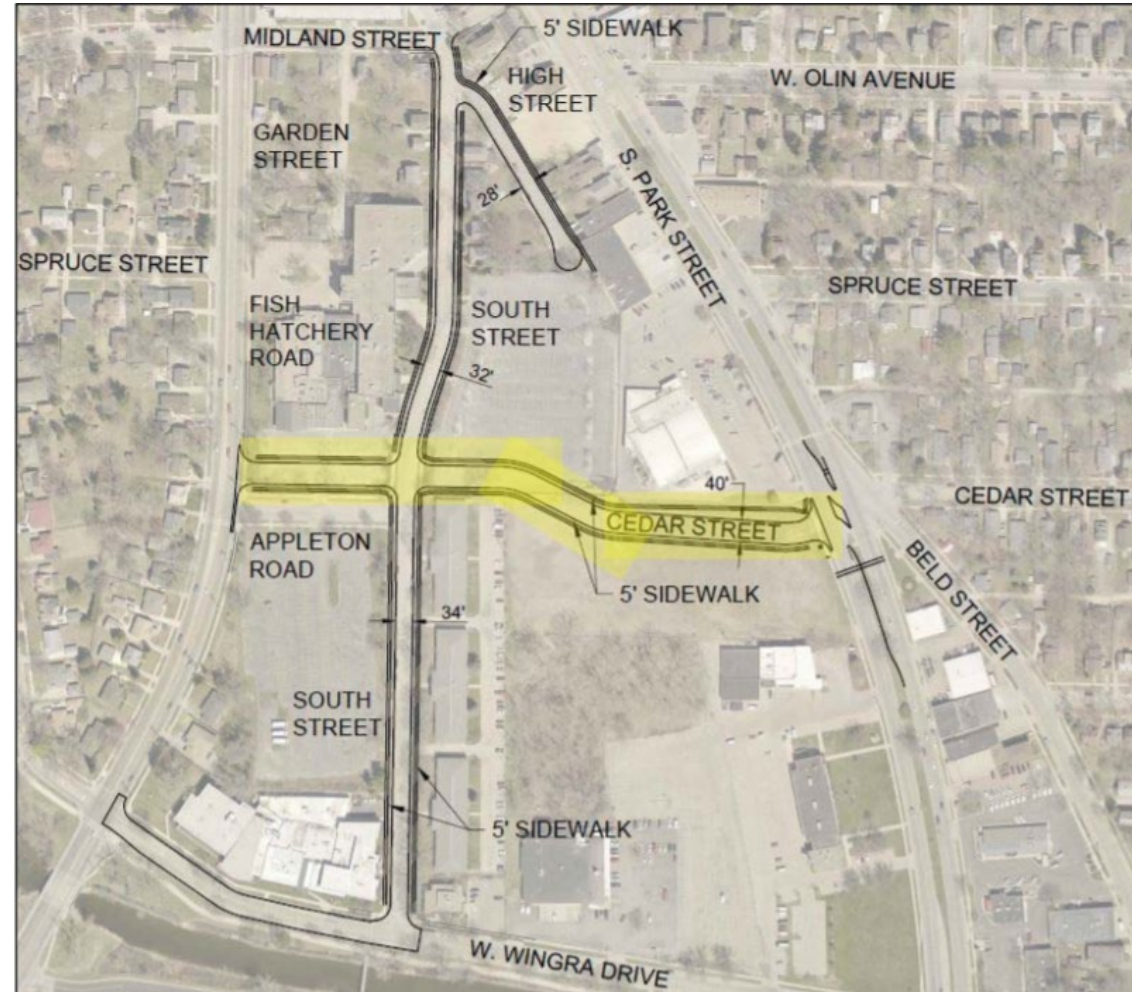
- District 13 – Tag Evers
- District 14 – Sheri Carter



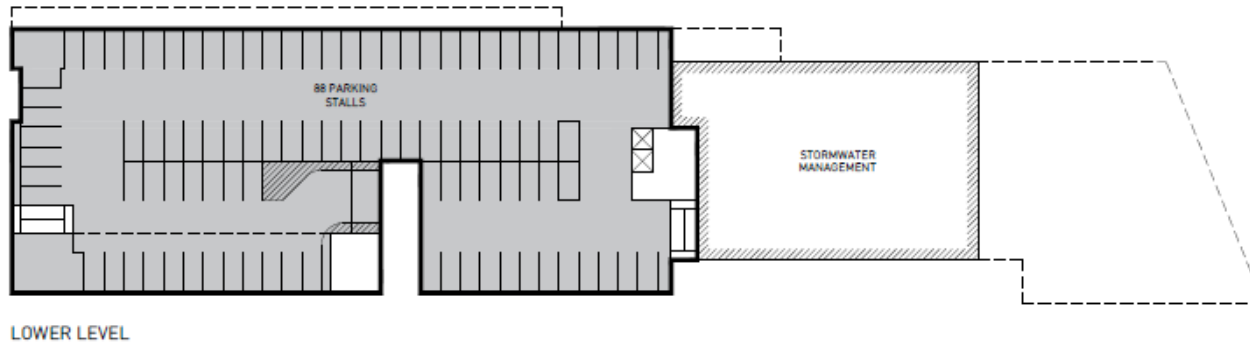
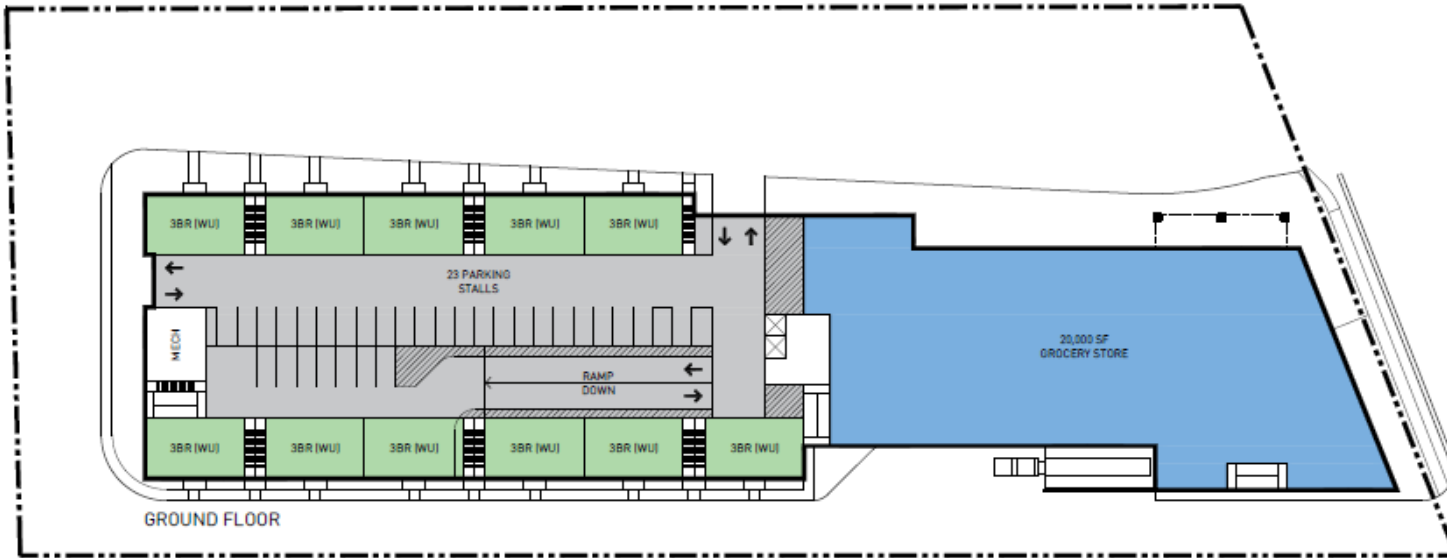
★ = Development Site

Site Constraints

- Geometrics of the new Cedar Street
- Lot size
- CC-T setback requirements
- Water table
- Parking
- Grocery delivery access & unloading



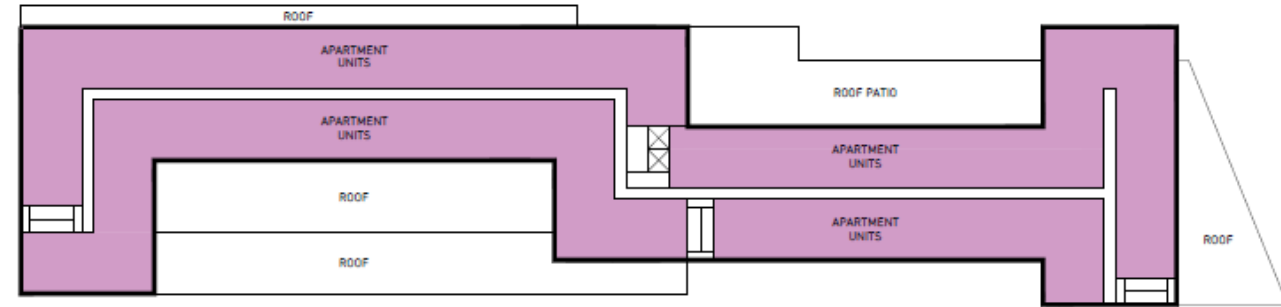
Concept Site Plan



- 3.25-acre site
- Full-service grocery store
- 150 total affordable housing units
- 24 units allocated to individuals living with a disability and families with a member living with a disability
- Community space
- New Cedar Street with sidewalks and bike lanes connecting to surrounding neighborhood.

Project Programming

- Diversity of housing units – multifamily and direct access units
- “Beyond compliance” accessibility features
- Covered parking
- Improved vehicle, pedestrian, and bicycle connections
- Community spaces, including community meeting space and rooftop space
- On-site bike storage
- Green Built Multi-Family



Grocery Store Overview

- Luna's Grocery Store
 - Currently have location on westside of Madison
- Full-service grocery store
 - Fresh fruits and vegetables, fresh and uncooked meats, poultry and seafood, dairy products, canned foods, frozen foods, dry groceries and baked goods
- Community space
- Efficient, accessible layout with contemporary services and technology features
- Covered parking



Questions?

- Context
- Concept Site Plan
- Programming



Community Engagement Overview

- Steering Committee
 - 3 meetings (*Prior to each neighborhood meeting*)
- Community Survey (*Grocery store focused*)
- Project Website – www.trumanolson.com (*Background information, presentations, meeting recordings, input, Q & A, contact information*)
- Neighborhood Meetings
 - 3 meetings
- Plans posted on site (*Location TBD*)
- Collaboration with partner organizations (*TBD*)



Community Survey for Grocery Store

- Available online from June 22 to July 24
 - Hard copies available at community organizations (*specific organizations TBD*)
- Guided by previous surveys conducted in the South Madison community
 - Bay Creek Neighborhood Association P&ED, South Park Street Corridor Needs Assessment, UW-Madison Student Survey
- Used to guide development, design, and programming of future Luna's grocery store on site

Draft Survey Review (1)

Question One

How often do you shop for groceries on South Park Street?

- a. 1-2 times a month
- b. 3-5 times a month
- c. More than 5 times a month
- d. I do not grocery shop on Park Street

Question Two

What portion of your groceries and household supplies do you purchase on South Park Street?

- a. All
- b. Most
- c. Half
- d. Some
- e. None

Question Three

Asses the importance of each of the following reasons for deciding where you shop for groceries (very important, somewhat important, not important, N/A):

- a. Price
- b. Convenience
- c. Product Selection
- d. Store Organization
- e. Customer Service
- f. Other (Please explain)

Question Four

How do you define a "full-service" grocery store? What are the necessary product types, services, and amenities?

- a. *Open text box*

Draft Survey Review (2)

Question Five

Prioritize the services that are important for the grocery store to have?

- a. Pharmacy
- b. Floral
- c. Deli
- d. Prepared Food/Meals
- e. Coffee Shop
- f. Children's Area
- g. Banking
- h. Nutritionist
- i. Community Space
- j. Other (Specify)

Question Six

Are self-checkout kiosks important for your grocery shopping experience?

- a. Yes
- b. No

Question Seven

After Covid-19, do you feel safe going shopping?

- a. Yes
- b. No

Question Eight

What techniques would you like to see in place at the future Luna's Grocery Store, to prevent the spread of COVID-19 or other viruses?

- a. *Open text box*

Draft Survey Review (3)

Question Nine

What modes of transportation would you use to access the future grocery store? (check all that apply)

- a. Walk
- b. Bike
- c. Public Transportation
- d. Personal Vehicle
- e. Other (please specify)

Question Ten

Please provide any other thoughts you have for the future grocery store.

- a. *Open text box*

Questions 11 through 14 – Demographics

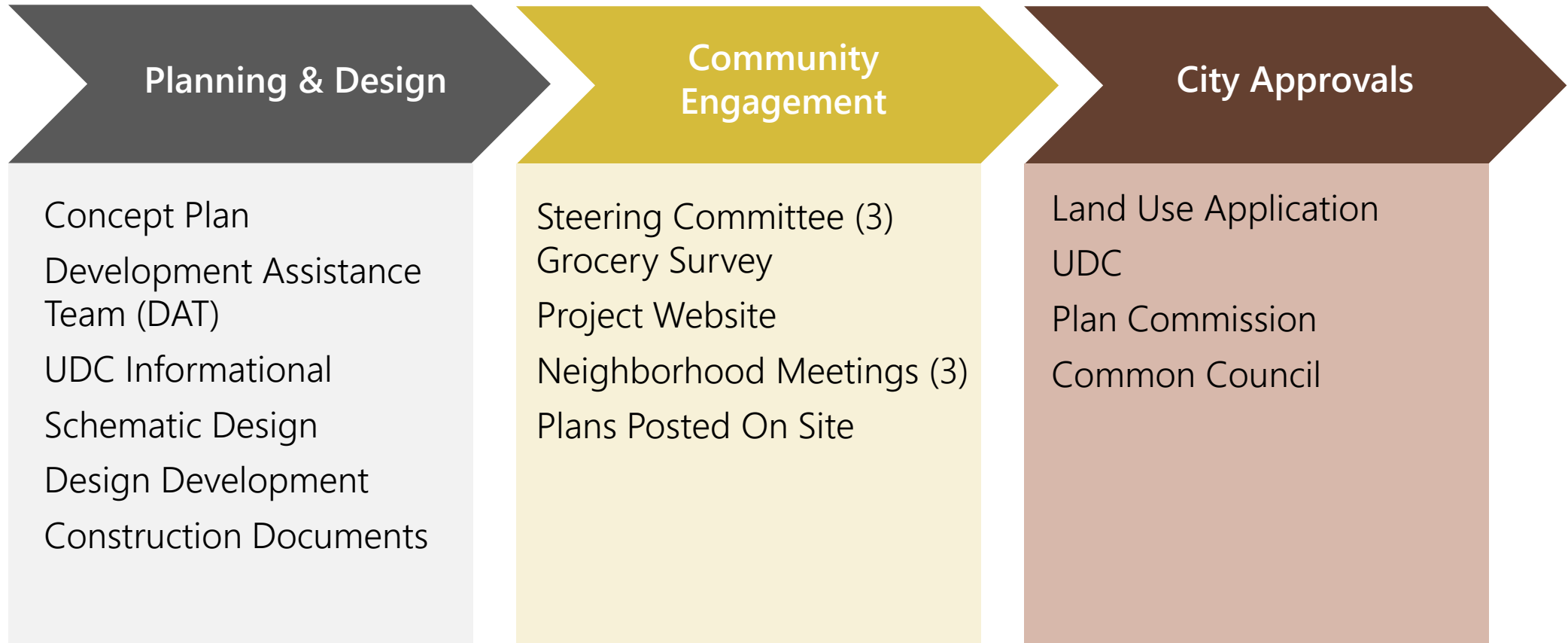
- What neighborhood do you live in?
- What is your age?
- How do you identify your race?
- What is your income level?

Questions?

- Community Engagement
- Survey



Next Steps



Kickoff Neighborhood Meeting

- Thursday, June 25th, 6:30 – 8:00 PM (Zoom meeting)
- Introduce project to the community
- Gather feedback on community needs, interests, concerns, and values
- Share information on the survey and encourage participation

Steering Committee Discussion



Questions From the Public

You may also send your questions to urbanassetsconsulting@gmail.com. Questions and answers will be posted on the website (www.trumanolson.com) along with the recording of this meeting.

