



Truman Olson Development – Rule Enterprises/Movin' Out

Zoom Neighborhood Meeting #2 (50-70 Participants)

July 30, 6:30-8:15pm

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 Answers:

Question: Is the hold for the Beld/Park/Cedar Streets a separate process so that this part of Cedar Street can get going?

Answer: Yes. Park/Cedar Streets are separated out. Cedar Street needs to be approved so the City can move forward with assessments to expedite closing of property. They are separate and distinct items for right now; however, construction will happen all at once.

Question: When do you anticipate the closing?

Answer: Late this year, early next, still working on the fine points of this. There is a separate resolution to approve the intersection of Park and Cedar Streets. There will be a public meeting on August 20th and postcards are being mailed shortly. If all goes well it will go to the Transportation Commission on August 28th, Public Works on September 2nd, and Common Council on September 15th. It will be bid as one big project in November.

Question: What does City Staff have to say about bike lane configuration on this stretch? Two blocks long and not hospitable to biking?

Answer: This segment does include buffered bike lanes for all ages and ability and City tries to include this all their projects. Do not have improvements for Fish Hatchery Road currently. When Fish Hatchery is resurfaced City will look at it as far as bikes. Looking to the future and trying to do the most up to date and best designs necessary to provide safe travel for everyone.

Question: Bicycle amenities along Fish Hatchery?

Answer: Design standards have changed since Fish Hatchery was resurfaced. The City is trying to use up to date thinking and design for all modes and will take a close look to see how things are allocated for peds, bikes and vehicles. We will consider all those things when resurfacing Fish Hatchery.

Question: Ideas were different when it was resurfaced last time. Who's to say the ideas will not change? If it is not working, what are the plans to remedy the situation?

Answer: Designs and thinking changes over years. Do not even have Fish Hatchery scheduled at this time. There may be totally different thinking and evolving scenarios when providing for bikes, peds and vehicles. As far as a remedy, whatever is built today will not have to be remedied. Someone biking on that segment of Cedar Street will feel safer with buffered lanes.

Comment: I am opposed to bike lanes mostly because the needs of the South Madison community does not fit with what is being presented as far as the bike lanes. We want to think of the future but also want to think of communities' immediate needs and the people who will be using this grocery and in this area the most are from Burr Oaks and Brams Addition. We want to make sure our voices are elevated.

Question: I agree with above. The South side keeps getting left behind. Bike lanes are not a priority. Is the City's Equity policy tool implemented? Will there be unintended consequences? Who will be impacted?

Answer: We are familiar with the tools and want to be sure we are reaching communities.

Question: If buffered bikes paths are not useful to this project, how easy is it for Traffic Engineering to remove them?

Answer: It is an easy fix and just a matter of painting over them.

Mariam Maldonado presented the three stages of grocery store development: Information Lifting (current stage), Pre-Build Out Discussions, Final Stage.

The Truman Olson Real Estate Development Team, Brandon Rule and Megan Schuetz presented re: city process.

Edward Haydin of Arc-Int. presented the design of the site.

Question: Thank you Melissa and Marcus for facilitating this. Will all the units be rental?

Answer: Yes, due to the tax credit awards from WHEDA (30%), the units will be rental and affordable with 24 units for people/families with disabilities. Funding for affordable housing for home ownership is being investigated by some developers for the future, but not on this site.

Comment: Would like for developers out there to come up with creative ways for mixed housing opportunities.

Question: I was under the impression that there would be a fourth Steering Committee and Neighborhood Meeting but am not seeing them on the schedule.

Answer: Yes, in discussions to schedule a fourth Steering Committee and Neighborhood Meeting.

Question: Has Luna's thought of how much parking they will need to be successful? How can they survive without adequate parking?

Answer: Looking into parking versus number of customers and alternative ways of parking. Current parking provided is 1 parking stall per 400 S.F. so 60 unites for a 24,000 S.F. grocery store. There will be at least 60 parking spaces for the grocery. If need to expand based upon research, we will solve for that as best we can. There will be 16 spots off-site and we are in conversations with SSM for additional off- site parking. The

Team is committed to making sure there is enough parking. Movin' Out developments experience lower parking needs and usage with their residents using shared vans and alternative methods of transportation.

Question: Has Movin' Out developed other properties with a grocery store?

Answer: No, but with commercial space

Question: How will grocery shopper have their spots protected/available? See three different types of users: local, greater area and passers by on their way home. Therefore, parking is so important and needs to be independent from the housing.

Answer: We agree and are looking at it independent of housing with grocery parking first, then housing. With this type of development and based upon our experience, we understand it won't be one to on parking on the housing side.

Comment: The SSM Development will have an increase of traffic and would caution against relying on additional parking at the clinic since they are increasing the numbers of patients using the clinic and will have overlapping hours with the grocery store. Parking is critical for the viability of the grocery store. Looking for actual hard numbers of parking and not sure if there is enough parking now.

Answer: The SSM partnership would be for overflow parking. We will take care of the grocery and housing on site because we must for both to be successful. We are not there yet in the design and are looking for ways to maximize parking with building efficiency. We realize there are unique circumstances in working on urban infill site. We are committed to 60 spots for the grocery's success.

Answer: Luna's serve 150 people per day but generally uses four of eleven parking spots daily. 60-70 parking stall should be fine excluding employees. Luna's is not too worried about parking. People come in from 5 minutes to 45 minutes, not hours.

Comment: Tripling current Luna's traffic. Overflow is an issue. Should hold off on design until you know the street construction. Very worried.

Answer: There are 900 parking spaces at SSM with the new development. Have faith in the Development Team. Parking currently meets zoning requirements at one spot for every 400 S.F.

Answer: Pushing back the timeline to get more stalls jeopardizes the timeline to prevent a gap and delays construction of the grocery store. Cedar Street geometrics are critical. Once approved, the City of Madison can levy assessments to pay for construction and process to make the grocery feasible. The delay of design of Cedar delays assessments and delays the project and grocery.

Alder Carter: The Development Team can reserve more parking stall for the store in the future. The grocery will be successful, and we are at the beginning of this journey. All input is important, but we have a long way to go, including UDC and Common Council. Engagement now helps make a better project and development. Keep in mind it is a process. Make some noise.