

**Truman Olson Development**  
**Neighborhood Steering Committee Meeting #3**  
**Meeting Notes**  
**5:30 PM – 7:00 PM, 08/18/20**  
**Zoom Meeting**

**Meeting Attendance: 24**

Steering Committee

Alder Tag Evers, Alder Sheri Carter, Maia Pearson, Napoleon Smith, Jeff Richter, Lisie Kitchel, Allen Arntsen, John Perkins, Tom Bunbury, Abby Davidson, Jenn Ellestad (SSM Health), Mike Arnold, Pepe Barros, Fiona Weeks

Development Team

Brandon Rule (Rule Enterprises), Megan Schuetz (Movin' Out), Kathryne Auerback (Movin' Out), Edward Haydin (Arc-Int); Ryan Hacker (Arc-Int); Marcus Pearson, Quinn Heneghan, Melissa Huggins (Urban Assets)

City Staff

George Reistad, Dan Rolfs

**Discussion**

Question: Is the parking co-mingled without dedicated parking for residents and those going to the grocery?

Answer: Parking will be designated for residents and grocery with a dedicated 75 spots to the grocery. The team has not fully worked out the parking for residents as this will evolve as the design evolves.

Question: How many people will be living in the space?

Answer: There are 150 units in the space.

Comment and Question: Sounds like you are designing a dorm rather than an apartment building. What is your experience with people wanting to rent these types of spaces?

Answer: The Project Team has created 1000 units to date. This design is standard for multi-family buildings.

Question: How have residents reacted to these types of spaces?

Answer: In Movin' Out multi-family developments, community space is used often for various things. Our focus on healthy living means there is a fitness room and there is gathering space for kids and adults which is used significantly.

Question: Will there be access to bike storage?

Answer: There is bike parking on the exterior of the building for transactional parking for the grocery store. We are Looking at secure storage in parking garage for bike parking.

Question: Will there be formal bike storage?

Answer: That is the intent with the ability to pull forward and lock in. Some interior spaces can

double as mechanic rooms with tools and hangers.

Question: How are we preventing people from walking on the service road on the south side?

Answer: The reality is that most of the pedestrian facilities are addressing the housing component. South side of the street is a service drive. As a resident you will exit the parking garage on Cedar Street. Service drive is not intended for full-service pedestrian access.

Question: What is the large gray space on the third and fourth floors?

Answer: Roof. South side apartments will get sun.

Question: Is there shared space for community events? Is there any outdoor shared space?

Answer: There may be a pocket park/incidental space in process as we are still focusing on the building. This will come down to financing and what we have to build. There may be potential spaces for outdoor activity, but we cannot commit to any of this until we understand our financing.

Question: Can you enter the common area of the apartment from the service road?

Answer: It is not the intention to enter this space from the service road. You can access the parking garage but not the common spaces.

Question: You show the community room not by the rooftop. Will residents be able to access and have celebrations on site. Reservable?

Answer: Yes, the orange space will be for residential uses managed by the property manager. None of the other spaces will be reserved unless we look at a homework nook which might be reserved.  
Comment: Very happy you are providing this space like you have at the other developments you have been involved in.

Question: When you enter the grocery store from the parking garage, are you entering the access point for residents as well?

Answer: We are looking to have this as a separate entrance/vestibule.

Question: Will the community space be open to public as a part of the grocery store?

Will SSM Health partner with the grocery store for nutrition classes or cooking classes revolving around health? Where is this in the process?

Answer: It's in process. We have had one meeting to talk about what SSM Health would like and what will fit. The second meeting scheduled around near the beginning of September. SSM Health has done a lot of work internally to think this through. The next meeting should provide guidance.  
Jenn Ellestad of SSM Health: SSM Health is very excited about the possibilities and options. We are trying to figure out what we can do with the space so that it is fluid and flexible to change as the community changes. The focus - nutrition, exercise, food – will come after next meeting between the team and SSM Health.

Question: Is it possible to get paper surveys after the survey date?

Answer: We have a little wiggle room. We want to present the final results at the fourth neighborhood meeting at the end of September. We will close the online survey this Friday. If you want to reach out to individuals, we can incorporate their surveys into results.

Comment: People are tired of being surveyed and want to be sure that results will be tangible. People are counted in the data but not represented in results.

Answer: Very difficult to do relational outreach. This survey is really looking at what the community wants and how we can apply it to the development. This team will use the survey results to inform this development.

Question: What type of commitment from the grocer do you have for this project?

Answer: We currently have an LOI with loose terms we are still negotiating on the development side. The LOI is the standard first step in working through the partnership which will lead to a lease to determine partnership terms. The LOI satisfies City of Madison terms. A formal lease will be agreed to and signed prior to closing of the property. We do not have a date, but the lease will have to be signed before construction starts.

Question: Will approval be in place before you get City of Madison approvals?

Answer: No, it will not be in place before Plan Commission. Land use approvals need to move forward so the project can begin in the Spring.

Question: How do we know this is really going to happen?

Answer: Dan Rolfs, city of Madison: The original charge of this entire process was to sell off Truman Olson to ensure there was a grocery store. The City has been through two RFP processes. The City selected Brandon Rule. The items that the Development Team needs to check off are having the grocery store before the City will sell off the property and the following: site plan, zoning, UDC, finalizing financing, etc. (behind the scenes by development team). All these pieces need to come together for this project including financing and tax credits with the grocery store locked in and ready to go as one piece. From the City's perspective, if someone is committed to having a full-service grocery store, that is what is important. Luna's seems a great fit for the neighborhood and we confident we will get this done and on schedule. City Staff is working very hard so that this project moves forward and we deliver as promised for the neighborhood.

Question: People are wondering if the building and housing will be built with room for a grocery store that will never be built?

Answer: There is a provision that should the grocery be vacant, it will be replaced. This is an unlikely scenario. The challenge is not the grocery store but rather the gap. Both Rule Enterprises and Movin' Out feel comfortable with Luna's. We anticipate having a lease with the grocer to coincide with construction. The narrowing down of the principals for the grocery and housing per the RFP was to ensure this.

Answer: George Reistad, City of Madison: We have talked frequently with Mariam and Joe Maldonado. The healthy retail access program provides financing for grocery stores. The scope of this store is larger than the first one; however, we have a large amount of funds to supplement retail access for groceries. The City is committed to seeing this through to fruition.

Question: How many cars and bicycle stalls are in the current plan?

Answer: 150 in total. Bike parking is not identified though will comply with City of Madison requirements.

Question: Will parking be roughly one to one?

Answer: 75 to grocery and 75 to 150 units. We will meet the City requirements which are high for any city in U.S. This level of detail will come toward the end.

Question: Has the City reached out to Welton Enterprises and Kroger's to see if they will stay open to ensure there is no grocery gap? Would be wise to do as precautionary measure.

Answer: We should be able to reach out to them to ask though have not with the current pandemic.

Comment: Encourage team to put in green space or play space so that kids are not playing in the parking garage or out on the street.

Comment: Alder Evers: Thanks to everyone who showed up. Reminder to folks on the Steering Committee to reach out to friends and neighbors to act as a conduit for this project and get more information.

Reminder from the City re: census on south side to increase numbers. If you know of anyone who has not yet completed forms, please encourage them to do so for the health of our city and families and for the future of Madison.

Reminder that what the Steering Committee is seeing today is what will be presented next week to the larger neighborhood. We want to share it with you first before presenting to the larger neighborhood. We are moving forward.