

**Truman Olson Development**  
**Neighborhood Steering Committee Meeting #4**  
**Meeting Notes**  
**6:30 PM – 8:00 PM, 09/14/20**  
**Zoom Meeting**

**Meeting Attendance: 25**

Steering Committee

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

Development Team

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

City Staff

George Reistad, Dan Rolfs

Community

Dave Davis

**Discussion**

Comment: Alder Carter encouraged the Steering Committee to make suggestions for the project presentation before going to UDC.

Comment: Great job, very supportive of the project, lots of good stuff on with the challenging site and location.  
Question: Math still does not work out on the parking for residents and the grocery store.

Response: The Team is exploring additional parking options and what is shown is the minimum. Still in conversations with SSM Health and the Labor Temple for overflow parking. From a residential perspective, the team is comfortable with what is currently in the design. Luna's is also comfortable with the amount of parking. After the building is built, the Team will investigate additional parking if needed. Public transportation and ease in access makes this a smart site for those who do not rely on cars but rather on public transportation. People in this building have limited income and so will most likely not have multiple cars. Also want to be forward thinking on car utilization in the future, building for today but also for the coming years. Thinking of all the transportation options.

Comment: South elevation has monolithic look.

Response: The Team is still exploring options to this and have ideas on what can go there but have not vetted completely with client. Pre-approval at UDC has said the same.

Comment and Question: Piggy-back on forward thinking. Would like to hear about access to safe bicycle parking. Is the garage covered from the elements for those accessing the grocery? Some families may not

have cars but will have bikes. Can get a lot of space by switching even one parking space for bikes which can make a difference.

Response: Team is seeking to find balance with the client on what structured garage space looks like. Interior will have bike parking; exterior plaza will have enough space for access to bicycles. Platinum guide will help determine if there is enough indoor and outdoor bike storage. City standards stipulate ample bike storage and residents will also have locked storage which will be large enough for bike storage.

Question: Regarding parking: how many spots for grocery and residents?

Response: 140 spots, subtracting 60 for exclusive grocery parking leaves 80 stalls for residential parking of which 15 will be shared with Luna's. 50% ratio is common among affordable housing developments in this state.

Comment: With 65 spots for residents, have concerns that employees will be parked out by residents or residents will be parking in designated grocery spots.

Response: In conversations with SSM Health to determine the partnership re: overflow parking.

Question: Is the Community room in the residential/housing space for residents?

Response: Yes, strictly for residents. Team is also considering community area/space to compliment grocery space programming.

Question: Will this potential community space be within the 24,000 SF grocery space?

Response: Yes. It is not a community center.

Comment: People do not want to lose space in the grocery store for other amenities. Though know there is interest in community space, be cognizant of this fact.

Response: The Development Team is dealing with this. The #1 goal is to create a full-service grocery store. It will be more efficient than the Pick and Save which has approximately 5000 S.F. lost to inefficiencies. The Team will not make a choice for the community space to the detriment of the grocery store and the decision will be made in consultation with Luna's. Likely we can meet both needs and all will be happy. Design focus is primarily on grocery so that it is efficient.

Question: How are developers handling the high water-table?

Response: There will be underground work for soil capacity and a stormwater plan. The runoff will be contained on site and discharged to the city sewer (will not be discharged to south as it currently is).

Dan Rolfs, City of Madison: City Engineering is working on a larger project to reconstruct South Street down to the creek and will include reconstruction of stormwater facilities that serve this area. City will be working with the Team to make sure their facilities tie into the stormwater system.

Question: Rent amounts?

Response: There will be a range of rents with 12 possible spreads. This information will be put up on the website. Rents are based on income levels including utilities.

Question: Who is going to finance Luna's and who will make sure there is a store if Luna's fails? Response: Luna's is a tenant and it is on the Development Team to make sure that they are capable of a long-term lease. Financing is not the Development Team's business, as in who they use as a lender. Rule/Movin' Out are guaranteeing a full-service grocery store in this space and must have this for the Team to gain control of the site.

Comment: Housing is taking over the grocery store. You have real problems ahead of you.

Alder Evers: The grocery is not possible without the housing component. Nothing has changed in the last year. Trust in the Team.

Comment: Groundwater is a major issue (rather than stormwater). Do not just focus on stormwater. Peloton and St. Mary's have struggled with this. If you have not done the borings yet, you may want to do this sooner in case you have to redesign based upon this. Groundwater flow has been an issue throughout the neighborhood

Response: The Team will meet new groundwater storage requirements.

Question: Will there be canopies over the main entrances? This is a welcoming touch for housing units.

Response: We usually do this for our housing units so that residents have a chance to get out of the elements, get their keys out, etc.

Question; Will there be fencing around the outdoor area?

Response: We could consider this as a part of programming for the space.

Comment: For Mariam re: input on next presentation. Lead off with a brief statement from Mariam re: where we are with the grocery store. As far as overall grocery store: focus has been on housing rather grocery We need a new Steering Committee that focuses on the store or a new committee that can focus on the store. We /would like to see this one perpetuated and started again

Response: At the last meeting Mariam committed to having more meetings re: grocery store. This steering committee is for the development and overall project.

Mariam Maldonado: Mission is to have as much input as possible from the community to build the grocery store. Once we are closer to the grocery store, we can decide which direction we are going to go. Would love to have more people from Park and Cedar Street(s) to participate and will reach out to churches that have access to community members.

What makes sense to you as a business owner and tenant of building? How can we get people from the community who do not have access to a community in the time of Covid to get their input? If you have ideas, email Mariam. Urban Assets will put Mariam's email on website under Luna's Tab.

Comment: Would highly encourage you to have a Steering Committee to give feedback but also have community meetings to get feedback from the greater community since details of the grocery have not been available. The Steering Committee concept is a good one.

Question: What is the timeline of when we will have an idea of grocery store design? Will housing and grocery be on similar timeline?

Response: The plan is for both to be open at the same time or to open the grocery before the housing. The engagement process has not been determined. Winter 2020-summer 2021 for conceptual design of store. Engagement process will start to take shape at the end of this year or beginning of next year. Additional neighborhood meetings by Mariam are above and beyond and not a requirement and most grocers would not do this. As she is working through her process, we would encourage everyone to consider different viewpoints and be supportive of the process and final product. Mariam is committed to hearing from the community and getting feedback in an efficient manner. Will need to find an efficient way to hear feedback from all, not just one or two people. Mariam will determine a process that works for her and engages the community.

Alder Evers: It is important to remember that for this to be a success is in the interest of the Development Team and Luna's to engage the public successfully. This means having a solid relationship with customers. Everybody wants this to succeed, not just the neighborhood. We need to be working together and on the same team.

Additional questions can be sent to Mariam.

Dan Rolfs, City of Madison: Luna's is a tenant and it will be in, both, their and development team's interest in having the grocery be successful. City wants it to be successful. Believe this will happen and it will get done, even with pandemic and other bumps. Looking forward to the development of the design and as the project moves forward.

Comment: Feel impressed and optimistic. It would be easy to lead off with the three phases of the store. Have Mariam start and be focused on the presentation (no dogs barking). Would be worth defining the community engagement to come. Address it right away.

Comment: We are the owner of the apartment complex adjacent to the development and we are most affected by this development. Concerns: the shadow being cast by the building, and snow removal. Where will it go? No green space on the plan as for housing snow removal and so will have to haul it away.

Response: Art-Int. will run a shadow study. Snow removal is a civil question and every developer in the state must deal with this. It is usually a combination of the property owner and the civil engineer to determine.

Building is designed for solar access. All buildings start in shade and all end in shade. Cedar Street will be most impacted by shade.