

To: Members of the 1402 Selection Committee
From: Bay Creek Neighborhood Association (BCNA)
Re: Request to postpone the development of 1402 S Park Street
Date: July 30, 2018

On June 14, 2018, as part of the P&ED committee's ongoing efforts to educate and collect feedback from neighbors about food access in South Madison, we hosted a meeting focused on the future of the grocery store at or near 1402 S Park Street. Neighbors from six South Madison neighborhood associations, staff from the mayor's office, and representatives of SSM/Hovde, Urban Assets, and Willy Street Grocery Cooperative attended the meeting.

Given the fact that neighbors want to ensure ongoing operation of the Pick 'n Save during development of the 1402 S Park St site—as well as the fact that there has been no plan to assess community need in relation to this site—BCNA advocates that the Truman Olson Selection Committee suspend its decision-making process until the needs of the neighborhoods served by this site are fully assessed. At that point, the Selection Committee will be better informed whether to move ahead with the proposal on the table or to reopen the 1402 RFP. This pause will allow time for the City to:

- 1) Launch a comprehensive grocery store needs analysis and siting study similar to the South Madison Food Enterprise study commissioned by Dane County in 2013;
- 2) Take into account the results of the city-funded S Park Street Multi-Neighborhood Needs Assessment conducted by BCNA with Professor Gary Green of the UW-Madison, which will include a grocery store assessment and could include a focus on housing needs, retail needs, etc.;
- 3) Lobby for interim operation of the Pick 'n Save throughout construction on the 1402 site;
- 4) Fulfill its commitment to food access equity in South Madison by whatever means necessary. The city might, for example, subsidize a full-service grocery store on or adjacent to the 1402 site or amend the RFP to require that developers to procure a grocery store tenant prior to selecting a proposal or selling the site;
- 5) Receive adequate input from South Madison neighborhoods regarding the updated SSM/Hovde plans.

In implementing these changes to the RFP and the selection process, the City of Madison will ensure compliance with the intent of the RFP's requirements as well as fulfill the community-focused vision of its South Madison Neighborhood Plan (SMNP) and economic vision of its Wingra BUILD Plan. This will ensure a rich future for South Madison communities and the alignment of development at 1402 S Park with the needs of South Madison residents. Ultimately this is a needed step to forging a vision for the S Park Street corridor.

On May 23, 2018, the P&ED Committee submitted a memo to the members of the Truman Olson Selection Committee and the Plan Department, listing the four issues neighbors believe deserve investigation and community-wide discussion prior to approval of any proposal. These issues are backed by the SMNP's recommendations for the Wingra BUILD triangle, the Wingra BUILD Plan, and the city's Comprehensive Plan and were underscored at the June 14th grocery store meeting.

While all four of these issues are critically important to the future of Bay Creek as a viable, healthy community and to the vitality of S Park Street as an urban corridor, the issue of food access has the largest impact across South Madison. The City of Madison has established a strategy based on Food Access Improvement Areas “to reduce food insecurity” and “to focus investment relating to food retail in areas that share factors of low income, poor access, low vehicle access, and others” which is to say “to

concentrate on the areas of greatest need.”

This strategy intends to target investment for the greatest impact by setting priority areas for food access investments. South Madison from Fish Hatchery on the west to John Nolen on the east from Wingra Creek to the beltline and from Verona to Monona south of the beltline constitutes Focus Area 1 for Food Access Improvement. (See www.cityofmadison.com/mayor/priorities/food/healthy-food-retail-underserved-neighborhoods/food-access-improvement-map.)

As part of the city-funded needs assessment survey to be completed during the fall of 2018, BCNA will reach out to Greenbush, Bram’s Addition, Capitol View, and Burr Oaks neighborhood associations to solicit South Madison neighbors’ feedback on issues relevant to proposed food access at 1402 S Park. We will also include these neighborhoods in our upcoming supermarket survey (to be released the week of July 16 or 23, 2018). These opportunities for feedback from neighbors will provide additional information critical to understanding the four issues relevant to the development at 1402 S Park Street. These are listed below:

- **ISSUE: FOOD ACCESS** – South Madison neighbors want the continuous presence of a full-service grocery store with a wide range of price points and products. Healthy food access for all Madison residents is supported by the mission of the City’s Food Policy Council to achieve “equal access to healthy, culturally appropriate food, nutrition education, and economic opportunity.” This is in alignment with the goal established by the Race to Equity findings and report is to “reduce the profound and persistent racial disparities in health for low-income communities and communities of color in Madison.” Equal access to healthy, affordable food is a prerequisite of this goal. Determining the right size and placement of this supermarket requires careful environmental study.
- **ISSUE: HOUSING VS. COMMERCIAL CONSTRUCTION** – Neighbors from Bay Creek and other South Madison neighborhoods support the addition of workforce and assisted housing and community-focused retail space at 1402 S Park as part of the overall revitalization of S Park Street. Healthy community development as envisioned by the Wingra BUILD plan and the SMNP requires the right balance of housing and commercial space within the project area. Determining this balance requires the prior completion of a needs assessment.
- **INTEGRATING DEVELOPMENT ALONG SOUTH PARK INTO THE COMMUNITY** – South Madison neighbors possess a wealth of information about the needs, strengths, and gaps of our communities. The SMNP began the process of involving neighbors in envisioning a vibrant south Madison with S Park Street integrated as its main corridor/neighborhood street used by pedestrians and cyclists as well as vehicles. Determining how to grow a viable Park Street that also respects adjacent neighborhoods’ need to be buffered from the increasingly busy urban corridor requires gathering information about neighbors’ lifestyles and needs—and general wisdom—via a prior needs assessment.
- **ISSUE: CONNECTIVITY** – While neighbors have long supported increased east-west connectivity in Bay Creek, the plan for achieving this connection as laid forth in the SMNP depended on establishing at least two connector streets to share the traffic burden. Upholding Imagine Madison’s land use goals of ensuring “a unique character and strong sense of place in...neighborhoods” would mean protecting the quiet, narrow, and primarily residential nature of Cedar Street and the other residential streets in the southeastern portion of Bay Creek.

South Madison neighbors believe we share the city a deep respect for Madison’s long tradition of careful planning with input from community members. We further share a commitment to making South Madison the best place it can be for residents, businesses, visitors, and the city as a whole. We believe that only by delaying the 1402 decision-making process until such time as needs and marketing information are completed can the Selection Committee achieve this end.