

**PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
BAY CREEK NEIGHBORHOOD ASSOCIATION (BCNA)
STATEMENT OF NEIGHBORHOOD PRIORITIES ABOUT 1402 SOUTH PARK RFPs
(Submitted May 23, 2018)**

In response to the Plan Department's request for a summary of neighbors' responses to the three proposals for development of the Truman Olson site submitted by Hovde and by Welton, P&ED offers the following summary of neighbors' main concerns/positions by focus area. The points advocated below have been expressed by neighbors at multiple meetings, including its own neighborhood association meetings and meetings scheduled by the RFP selection committee that took place on April 26, May 3, and May 17.

The concerns/positions below are substantiated by the findings of a recent P&ED poll as well as the recommendations of the South Madison Neighborhood Plan (SMNP), and are backed by the Wingra BUILD Plan and the city's Comprehensive Plan. (See page three of this letter for references to those documents.)

A) **ISSUE: FOOD ACCESS** – The current supermarket at 1312 South Park is the only supermarket in South Madison. The Wingra BUILD Plan states that the existing supermarket building at slightly less than 30,000 square feet was “right-sized” in 2006 for the then-less-dense South Madison population. Neighbors have expressed concern that the supermarkets described in the current RFP responses, ranging in size from 25,000 to 40,000 square feet are inadequate in size to meet the needs of the surrounding South Madison communities, including seniors. These needs include food items at a variety of price points and of a diversity to meet the ethnic preferences of multiple communities. Neighbors are further concerned that there is no plan to ensure continuity of supermarket service during the construction phase of development.

NEIGHBORS ADVOCATE FOR:

- **A grocery store as large as or larger than the existing store to meet the needs of the neighborhood now and in the future located at or in the vicinity of the existing market.**
- **A grocery store that provides a selection of food appropriate to meet the needs of the multiple income levels and ethnic communities of South Madison.**
- **A plan to ensure no gap in grocery store access north of the beltline in South Madison between the current grocery and its successor store.**
- **Healthy food access by all Madison residents in alignment with the City's food access policy objectives and the Race to Equity goal to reduce the profound and persistent racial disparities in health for low-income communities and communities of color in Madison.**

B) **ISSUE: CONNECTIVITY** – Neighbors, who contributed to the formulation of the South Madison Neighborhood Plan, supported the addition of two through-streets in Bay Creek, one at Cedar and one at West Olin, with a redesign of the intersection at Cedar, Beld, and Park to improve connectivity throughout the community. However, with the city's recent elimination of Olin Street as a through-street, it would fall to Cedar Street and surrounding streets to take up the local through-traffic burden, including some traffic to and from the beltline. One of Imagine Madison's land use goals is to ensure “a unique character and strong sense of place in...neighborhoods,” which, in the case of Cedar and the other streets in the southeastern portion of Bay Creek are quiet, narrow, and primarily residential in nature.

NEIGHBORS ADVOCATE FOR:

- **Exploration with Traffic Engineering to consider other options for access to 1402 South Park, including no Cedar extension or ending Cedar in a cul de sac or a dead end at South Street.**
- **A thorough study—with inclusion of input by neighbors—of the Cedar, Beld, and Park intersection and of the impact of each proposed through-street plan (including those mentioned in the bullet point above) on the residential properties along Cedar and surrounding streets.**
- **Making any plan to change Cedar (and thus to approve either developer's RFP response) dependent on the prior written commitment of WisDOT to add a traffic light at Cedar.**

C) ISSUE: HOUSING VS. COMMERCIAL CONSTRUCTION – Bay Creek neighbors support building affordable housing in Bay Creek. 70% of respondents on a BCNA poll conducted December 15, 2017 to January 9, 2018 registered their support for more affordable housing in Bay Creek. The Wingra BUILD plan recommends both additional “work force housing” within the project area, as well as “30,000 to 50,000 square feet of commercial space” in a fairly even balance. The three proposals provide less grocery space than Wingra BUILD proposes and a less-balanced mix of housing, clinic, and other retail space.

PLAN	CLINIC/OFFICE	RETAIL	HOUSING	GROCERY
Welton/SSM [1]	7,650 sf		105,000 sf market rate 92,000 sf workforce	15,000 store 10,000 sf prep
Welton/SSM [2]			92,000 sf workforce	15,000 sf store 10,000 sf prep
Hovde	40,000 sf clinic	20,000 sf medical-related retail	49,500 1 & 2 BR apts	40,000 sf (includes coffee shop and deli)
Wingra BUILD	Included in housing	25,000 sf mix of retail	25,000 (includes office)	40,000 sf

NEIGHBORS ADVOCATE FOR:

- **Housing at 1402 South Park —some of it low-density—with an emphasis on affordability.**
- **Retail that benefits the neighborhood.**
- **A needs assessment to determine the appropriate balance of retail space to housing and the appropriate mix of commercial/retail offerings to benefit the neighborhood.**
- **Ensuring the fit of the development with neighboring, preexisting residential housing.**

D) INTEGRATING DEVELOPMENT ALONG SOUTH PARK INTO THE COMMUNITY

Bay Creek is a well-established residential, largely owner-occupied community bisected by South Park Street from Haywood Drive to Wingra Creek. It is thus important that development and redevelopment within the Park Street Corridor respect the life and values, integrity, and character of the community in balance with the demands and requirements of growth and not adversely affect nearby residentially zoned areas, both those east and west of South Park Street. The SMNP focuses on Bay Creek as being a stable residential neighborhood with a diverse population whose attributes and culture should be protected. Both the SMNP and the Wingra BUILD Plan advocate development plans that encourage enhancing South Park as a neighborhood street, one used by pedestrians and cyclists.

NEIGHBORS ADVOCATE FOR:

- **Ensuring the fit of the development with its preexisting residential neighbors.**
- **Using the site for housing—some of it low-density, with an emphasis on affordability.**
- **Retail that benefits the neighborhood.**
- **A needs assessment to determine the appropriate balance of retail to housing and the appropriate mix of commercial/retail offerings.**
- **Inclusion of community space, such as space to accommodate neighborhood and neighborhood association meetings, an incubator space, or a community center.**

P&ED realizes that the proposals before us for the development of 1402 South Park Street are currently in the conceptual phase. We request that the plans be adequately fleshed out prior to selecting among them to ensure that new construction corresponds with the requirements of all relevant city planning documents as well as the needs, priorities, and concerns voiced by the Bay Creek community. Further, if there is reason to believe that none of the three plans meets the requirements of the RFP, the SMNP, and the Wingra BUILD Plan, and also adequately addresses neighbors’ needs or concerns satisfactorily, the city should not select any of the these plans, but should reissue the RFP to allow for additional ideas/plans to be submitted by any and all developers.

Although the city would prefer to select a proposal this summer, P&ED advocates waiting on this decision until the completion of BCNA’s Plan-funded multi-neighborhood Park Street community needs assessment in fall 2018 to ensure an informed decision with respect to the multiple needs of the neighborhoods abutting South Park Street (Bay Creek, Capitol View, Bram’s Addition, Burr Oaks, and the southern part of Greenbush).

**PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
BAY CREEK NEIGHBORHOOD ASSOCIATION (BCNA)
STATEMENT OF NEIGHBORHOOD PRIORITIES REGARDING 1402 SOUTH PARK RFPs
(Submitted May 23, 2018)**

Substantiation for Points Advocated by Neighbors

A) FOOD ACCESS

- **The Wingra BUILD Plan states that the current supermarket building at about 30,000 square feet was “right-sized” in 2006 for the then-less-dense South Madison population.**

Furthermore:

- According to Healthiest Wisconsin 2020 Baseline and Health Disparities Report and the Race to Equity: A Baseline Report on the State of Racial Disparities in Dane County, African Americans, Latinos, Native Americans, and Asians have higher rates of chronic disease conditions than white residents. Changes to modifiable risk behaviors, such as diet and activity, can help mitigate the negative impact of these health disparities for Madison’s low-income communities and communities of color. Access to fresh, affordable food is a necessity for maintaining and regaining health.
- The area immediately south of the beltline, which, according to Wingra BUILD, is within the target area of a grocery at 1402 South Park, is a food desert.
- The Mayor’s Food Policy Access Council’s purpose is to ensure the development of a sustainable local and regional food system that supports equitable access to healthy, culturally appropriate food, nutrition education, and economic opportunity.
- Bay Creek has one of the largest population of seniors in the city of Madison, the majority of whom depend upon having a grocery store within easy access
- The City of Madison has committed itself to redressing racial inequities in the areas of health and access to fresh, affordable food.

B) ISSUE: CONNECTIVITY

- **The SMNP and Wingra BUILD Plan point out the need to redesign the intersection at Cedar, Beld, and Park Streets for safety of vehicle and pedestrian movement.**
- Wingra BUILD advises the addition of traffic signals at South Park Street and Cedar Street to enhance neighborhood pedestrian access to retail businesses across Park Street.
- Wingra BUILD advises extending West Olin Avenue westward to connect with South Street at the same time that Cedar Street is extended to Fish Hatchery and the Beld-Cedar-Park Street intersection is modified.

Furthermore:

- **Turning a quiet, residential street into a through street runs counter to one of Imagine Madison’s land use goals, which is to ensure “a unique character and strong sense of place in...neighborhoods.”**

C) ISSUE: HOUSING

- **According to Wingra BUILD, there is a strong potential for additional “work force housing” within the project area.** This housing includes housing for health care workers, students, retirees, and those in need of health care services.
- According to Wingra BUILD, there is market potential for 30,000 to 50,000 square feet of additional commercial space in the entire BUILD project area.
- Wingra BUILD and the SMNP focus on Bay Creek as being a stable neighborhood with very strong market demand for affordable single and two-family homes.

Furthermore:

- Policy 3 of the city’s Comprehensive Plan supports efficient land use and other practices that help reduce housing costs.

- Dean’s redevelopment plans call for the demolition of its 15-17 single-family homes along Fish Hatchery and cross streets, housing that the SMNP advocates keeping in place.
- SMNP focuses on Bay Creek as being a stable residential neighborhood with a diverse population whose attributes and culture as a residential part of Madison should be protected.

D) ISSUE: INTEGRATING NEW DEVELOPMENT ALONG PARK ST INTO BAY CREEK

- **Wingra BUILD states that development proposals should respect the surrounding land uses and relate scale and massing of the existing housing along Fish Hatchery Road...the treatment of the “edges” needs to be sensitive to adjoining residential neighborhoods.**
- It further states that “Many of the existing retail and “commercial services in the area are dependent on affordable rents and relatively low property values.”
- **SMNP focuses on Bay Creek as being a stable residential neighborhood with a diverse population whose attributes and culture as a residential part of Madison should be protected.**
- SMNP and Wingra BUILD both stress the need for Park Street streetscape beautification and pedestrian-friendly fixtures.
- SMNP focuses on redeveloping public space on the 1400 block, such as public markets and public gathering places to encourage greater pedestrian activity and support the desire of many South side residents to make South Park Street safer and more pleasant for pedestrians, bicyclists, transit riders, and local traffic.
- Wingra BUILD states that there should be a more concentrated cluster of neighborhood-oriented retail stores and services in the vicinity of the current grocery store site.

Furthermore:

- The Comprehensive Plan Policies 4 & 5 advocate for clear explanations of the city’s expectations to “developers, builders, and owners to ensure achievement of the city’s goals.” These include housing affordability and food access as well as the enhancement of community and respect for neighborhood plans.
- Objective 1, Policy 13 of the Comprehensive Plan encourages the involvement of neighborhood associations, business groups, and nonprofits in the decisions related to housing and land use in ways that balance the goals of participation and production and ensure neighborhood fit.
- Policy 7 of the city’s Comprehensive Plan focuses on promoting infill in a way that harmonizes with existing housing and neighborhoods.
- 73% of neighbor respondents to Bay Creek’s poll said that it is important for the city to consider community needs for housing and for public spaces, such as community meeting space, before proceeding with developments for 1402 S. Park Street.
- Respondents to the BCNA poll supported both housing, retail, and community uses on this 1402 site.

