

To: Dr. Linda Vakunta, George Reistad, Julie Spears, Tag Evers, Sheri Carter

Cc: Dan Rolfs, Matt Mikolajewski, Matt Wachter, Heather Stouder, Tim Parks

From: Fred Turkington, Jesse Laz-Hirsch, Judy Robinson, Cindy McCallum, John Beeman, Bob Lockhart, Lisie Kitchel, Neighborhood Council members of the Bay Creek Neighborhood Association

Re: Proposed Truman Olson development

Date: November 11, 2019

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The Truman Olson site is located in the Bay Creek neighborhood. Because of this, we have a vested interest in the successful development of that site. Bay Creek will be directly impacted by the outcomes, both positive and negative of the Truman Olson project. We strongly supported the City stipulating the grocery store as the top priority in the RFP for the development of the site. We understand that, to make the grocery store financially feasible, the developers have to subsidize the rent by including housing on the site. This also answers a need for affordable housing in South Madison. However, we want to ensure that the City does not lose sight of the grocery store as both the City's and the community's top priority in selection of a developer.

**Endorsement** – After careful review of the challenges presented, we support Gorman's proposal for development of the Truman Olson site for the reasons explained below:

**Grocery store** – A primary requirement of the RFP and concern of the community, is that the developer have a committed grocery partner at the time of project selection. Lacking an identified grocer puts the primary purpose of the Truman Olson development at risk since there is no guarantee of finding a grocer after the project has been selected (as has happened at other developments in Madison).

- Gorman & Company has been partnering with the Maurer's throughout their proposal process and has a commitment from Maurer's to provide a grocery store at the Truman Olson site.
- Neighbors have indicated a willingness to have Maurer's as our neighborhood grocer.
- Staff and developers have indicated at community meetings that other grocers are not interested in the site.
- Maurer's has indicated that it will not work with any developer other than Gorman.

We are concerned about the timing of the supermarket's opening. Due to WHEDA deadlines and other logistics as well as the City review process there is still concern for the potential for a grocery gap no matter which developer is selected. A grocery gap is not acceptable to the community.

There are a number of options that can be pursued to avoid the potential for a grocery gap. We will gladly work with the City and developers to facilitate any of these options, including:

- 1) Extending the Pick N Save's occupancy by Kroger's coupled with Welton's assurance that it will not sell the site before a new grocery store is built;
- 2) Purchase of the Pick 'N Save site by another party coupled with the extension of the Pick 'N Save's lease until the new grocery store is completed;
- 3) Speeding up the City rezoning and review process whereby Gorman could complete his development a year early and open in 2022.

**Affordable Housing** – Bay Creek neighbors are overwhelmingly in support of affordable housing in our neighborhood, but want to ensure that the density of that housing on Truman Olson does not overwhelm the size of the site and compromise the quality of life of the tenants living in that space, or place undue burden on community resources. The Truman Olson site is a small site by development standards.

- The affordable housing proposed by Gorman helps fill the need for housing, especially families, while better matching the density of the housing with the capacity of the site and ensuring quality of life for tenants.
- The extremely high density proposed by Rule seems disproportionate to the size of the site (given that the site requires a half acre for the road, as well as space for the grocery, parking for tenants and shoppers, and stormwater management).

**Potential risk** - We want to ensure the City does not put our community at risk of not having a grocery store at the Truman Olson site for the short or long term. Choosing a developer (Gorman) with a committed grocer can avoid this risk.

**From:** [David Hoffert](#)  
**To:** [Evers, Tag](#)  
**Cc:** [Rolfs, Daniel](#)  
**Subject:** Feedback on Truman Olson Presentation  
**Date:** Friday, September 27, 2019 9:45:15 AM

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Hello Alder Evers, cc Dan Rolfs,

I turned in my feedback form last night, but in response to Tag's invitation to me by a personal e-mail to provide direct feedback as well, I figured I would jot down a few thoughts for you.

Overall, I was impressed by the caliber of the proposals and am feeling very optimistic about the future of the Truman Olson site. That fourth presentation was kind of a trainwreck for several reasons, but in general I agree with the mood in the room that their plans would be much more attractive to student renters than to adult renters (and they seemed to acknowledge this themselves, albeit indirectly), and that student housing is not the same thing as affordable housing, regardless of the rental rate.

I was also concerned by Welton's proposal only including affordable housing units in Phase II, because that opens the possibility of that portion of the project never happening. But I found both the Gorman and Rule proposals to be compelling, and I think it would be hard to go wrong with either of those. On balance I think I prefer Rule, because it provides greater density overall and it would be an opportunity for the city to partner with a minority-owned business. But Gorman has advantages as well, and in general I found both of those proposals to be excellent.

Thanks,  
David

**From:** [Mark Weerda](#)  
**To:** [Rofis, Daniel](#)  
**Subject:** Fwd: New Form Entry: Truman Olson Developer Presentations Response Form  
**Date:** Thursday, October 17, 2019 10:28:33 AM

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FEEDBACK: Truman Olsen (South Madison UNITE!)

----- Forwarded message -----

From: <[no-reply@weebly.com](mailto:no-reply@weebly.com)>  
Date: Mon, Oct 14, 2019 at 11:50 AM  
Subject: New Form Entry: Truman Olson Developer Presentations Response Form  
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**Neighborhood (please select)**

Burr Oaks

**If selecting other, please give name of neighborhood here**

**Zip Code**

53713

**1. What elements of the project did you like? (Gorman/Maurer proposal)**

--Gorman is super-experienced  
--Has a supermarket vendor on board  
--Even though the timeline is slower, I appreciate their realism given the amount of community input and feedback the neighborhood is requiring. Perhaps the city could make a decision faster if there was less interest from the neighborhood. Gorman's experience working in Madison shows in its realistic timeline.

**2. For the What elements of the project do you think need improvement or could be changed? How so? (Gorman/Maurer proposal)**

--Grocery store should front on Park street  
--I would like more units/more density.

--Total assistance request seems high compared to the estimated value of the final development. (Cost/benefit analysis)

**3. Are there any elements, present or missing, that cause you significant concern? (Gorman/Maurer proposal)**

**1. What elements of the project did you like? (Rule Enterprises)**

--I like the look of the renderings--massing and 6-story buildings throughout the site.

--Grocery store is on Park Street

--I like the 230 total units (higher density)

--Total assistance request is very reasonable compared to the estimated value of the final development. (Cost/benefit analysis)

--Seem to have good experience in Milwaukee

**2. What elements of the project do you think need improvement or could be changed? How so? (Rule Enterprises)**

**3. Are there any elements, present or missing, that cause you significant concern? (Rule Enterprises)**

**1. What elements of the project did you like? (Welton Enterprises)**

--Grocery store fronts park street

--Massing looks ok, like the look of the renderings.

**2. What elements of the project do you think need improvement or could be changed? How so? (Welton Enterprises)**

--Needs more density, more units

--Cedar Street needs to be along the north property line. They totally missed the point of having the Cedar Street extension to South Street.

**3. Are there any elements, present or missing, that cause you significant concern? (Welton Enterprises)**

--No affordable housing component.

--Total assistance is way too much compared to estimated value of the project (cost/benefit analysis)

**1. What elements of the project did you like? (Valeo/McShane/Baehr/Habitat for Humanity)**

--Density/number of units is good.

--grocery store fronts park street

--Cost benefit analysis is fantastic--city would get a great deal.

**2. What elements of the project do you think need improvement or could be changed? How so? (Valeo/McShane/Baehr/Habitat for Humanity)**

--Too.much.parking. Doesn't seem attractive.

--17 habitat for humanity units don't seem like a lot of affordable housing compared to the other proposals.

**3. Are there any elements, present or missing, that cause you significant concern? (Valeo/McShane/Baehr/Habitat for Humanity)**

Too much parking. giant parking ramp--how would they design this to be attractive?

**From:** [Mark Weerda](#)  
**To:** [Rofis, Daniel](#)  
**Subject:** Fwd: New Form Entry: Truman Olson Developer Presentations Response Form  
**Date:** Thursday, October 17, 2019 10:28:09 AM

---

FEEDBACK: Truman Olsen (South Madison UNITE!)

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**Neighborhood (please select)**

Bay Creek

**If selecting other, please give name of neighborhood here**

**Zip Code**

53715

**1. What elements of the project did you like? (Gorman/Maurer proposal)**

They have a grocery store committed, not just bidding for the project to make money and then bringing a grocer in as an afterthought.

Size of the grocery store; this part of town deserves a large, full-service grocery because there are no other options

Emphasis on affordable housing units

**2. For the What elements of the project do you think need improvement or could be changed? How so? (Gorman/Maurer proposal)**

Seems like they are depending too heavily on outside assistance for funding the project.

**3. Are there any elements, present or missing, that cause you significant concern? (Gorman/Maurer proposal)**

no

**1. What elements of the project did you like? (Rule Enterprises)**

Size of the grocery store; this part of town deserves a large, full-service grocery because there are no other options

Mixed income housing

**2. What elements of the project do you think need improvement or could be changed? How so? (Rule Enterprises)**

Footprint seems very large; two different buildings 5 to 6 stories each. I want to see dense development, not sprawling development (ie one building, not two)

**3. Are there any elements, present or missing, that cause you significant concern? (Rule Enterprises)**

Proposed number of parking stalls seems way too high; this neighborhood needs development that is walking and bus friendly as that is how many people here get to the grocery store.

Doesn't have a grocer determined; doesn't show genuine commitment to serving South Madison and preventing it from becoming a food desert.

**1. What elements of the project did you like? (Welton Enterprises)**

none

**2. What elements of the project do you think need improvement or could be changed? How so? (Welton Enterprises)**

Housing is all market rate; we really need to avoid gentrifying the area with yet another new, luxury apartment building that very few people from South Madison could actually afford.

Store size is too small.

Proposal seems more about making money through fancy new apartments than serving the community.

**3. Are there any elements, present or missing, that cause you significant concern? (Welton Enterprises)**

Rooftop patio, gaming room, etc. are amenities of luxury apartments; we don't need more fancy apartments, we need affordable housing.

Also a community room is a waste of space; there is a plethora of options for space rental already in South Madison.

Doesn't have a grocer determined; doesn't show genuine commitment to serving South Madison and preventing it from becoming a food desert.

**1. What elements of the project did you like? (Valeo/McShane/Baehr/Habitat for Humanity)**

Partnership with a non-profit, including Habitat for Humanity homes.

Has a grocer committed, though from what I've seen this chain's prices are a bit expensive which is a concern.

**2. What elements of the project do you think need improvement or could be changed? How so? (Valeo/McShane/Baehr/Habitat for Humanity)**

Habitat for Humanity is a very small portion of the dwellings; too much is market rate

10,000 square feet of retail; we don't need more retail space here, we need a decent grocery store

**3. Are there any elements, present or missing, that cause you significant concern? (Valeo/McShane/Baehr/Habitat for Humanity)**

Giant parking structure; we need to encourage walking, biking and busing and make things accessible for those who already do, not encourage more dangerous traffic in the area.

Student housing; we don't need student housing, we need housing for people who live, work, or stay in the area and are struggling to find affordable housing



**From:** [Mark Weerda](#)  
**To:** [Rofis, Daniel](#)  
**Subject:** Fwd: New Form Entry: Truman Olson Developer Presentations Response Form  
**Date:** Thursday, October 17, 2019 10:27:51 AM

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FEEDBACK: Truman Olsen (South Madison UNITE!)

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**Neighborhood (please select)**

Monona Bay

**If selecting other, please give name of neighborhood here**

**Zip Code**

53715

**1. What elements of the project did you like? (Gorman/Maurer proposal)**

Specific grocer identified for the project. That is important...rather than assuming "if we build it, they will come".

Maurer's is a Wisconsin-based grocery store.

Specific employment levels identified for grocer.

Seems like housing units focus in on "affordability" versus what is in the other proposals.

I like 2 floors on the sidewalk side with the higher floors rising in the back, away from street level.

**2. For the What elements of the project do you think need improvement or could be changed? How so? (Gorman/Maurer proposal)**

**3. Are there any elements, present or missing, that cause you significant concern? (Gorman/Maurer proposal)**

I wish the completion was sooner than 2023, but I'd rather it be done right than be done quickly

**1. What elements of the project did you like? (Rule Enterprises)**

**2. What elements of the project do you think need improvement or could be changed? How so? (Rule Enterprises)**

Grocer is TBD. I think there should be a committed grocer for any project chosen.

**3. Are there any elements, present or missing, that cause you significant concern? (Rule Enterprises)**

**1. What elements of the project did you like? (Welton Enterprises)**

4 stories. (I prefer this to 5 or 6).

I like the plan for Phase 1 opening 7.21.

**2. What elements of the project do you think need improvement or could be changed? How so? (Welton Enterprises)**

**3. Are there any elements, present or missing, that cause you significant concern? (Welton Enterprises)**

Grocer is TBD. I think there should be a committed grocer for any project chosen.

**1. What elements of the project did you like? (Valeo/McShane/Baehr/Habitat for Humanity)**

**2. What elements of the project do you think need improvement or could be changed? How so? (Valeo/McShane/Baehr/Habitat for Humanity)**

**3. Are there any elements, present or missing, that cause you significant concern? (Valeo/McShane/Baehr/Habitat for Humanity)**

Is Capitol Center Market Foods considered an "affordable" grocery store for a neighborhood?

227 units is too many, and most are 'student' or 'market-rate'. The 17 3 br units identified as "affordable" seem like a token. This does not seem to be an initiative that is trying to fit into the neighborhood as it is today.

Shuttle to campus.... really? That just tells me that these are targeted at students, but the location is not close enough to the UW campus.

**From:** [Mark Weerda](#)  
**To:** [Rofis, Daniel](#)  
**Subject:** Fwd: New Form Entry: Truman Olson Developer Presentations Response Form  
**Date:** Thursday, October 17, 2019 10:27:32 AM

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FEEDBACK: Truman Olsen (South Madison UNITE!)

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From: <[no-reply@weebly.com](mailto:no-reply@weebly.com)>  
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**Neighborhood (please select)**

Bay Creek

**If selecting other, please give name of neighborhood here**

**Zip Code**

53715

**1. What elements of the project did you like? (Gorman/Maurer proposal)**

use of Mauers as grocer, size of buildings OK, willing to work with community

**2. For the What elements of the project do you think need improvement or could be changed? How so? (Gorman/Maurer proposal)**

timing for grocery store could leave gap, can the date be moved up for construction of the store as top priority?

**3. Are there any elements, present or missing, that cause you significant concern? (Gorman/Maurer proposal)**

timing for grocery store could leave gap, NOT OK, no gap!

**1. What elements of the project did you like? (Rule Enterprises)**

Lots of affordable housing, good timing for grocery, see willing to work with community

**2. What elements of the project do you think need improvement or could be changed? How so? (Rule Enterprises)**

buildings too big, can they be reduced in height?  
Concerned about getting a grocery (could Mauers work with them too?)

**3. Are there any elements, present or missing, that cause you significant concern? (Rule Enterprises)**

lack of grocer, but said they could not get commitment until they had the project

**1. What elements of the project did you like? (Welton Enterprises)**

OK design, good schedule to get grocery

**2. What elements of the project do you think need improvement or could be changed? How so? (Welton Enterprises)**

why is City so concerned about TIF, they helped East Wash, why can't they help S Park?

**3. Are there any elements, present or missing, that cause you significant concern? (Welton Enterprises)**

south road seem wonky, would not line up well

**1. What elements of the project did you like? (Valeo/McShane/Baehr/Habitat for Humanity)**

Conceptually coop housing would be a way to share space and costs to make housing more affordable, but would not meet the needs of our community

**2. What elements of the project do you think need improvement or could be changed? How so? (Valeo/McShane/Baehr/Habitat for Humanity)**

Conceptually coop housing would be a way to share space and costs to make housing more affordable, but shared housing like that would not meet the needs of our community - we need housing for homeless.  
Grocery store would be too expensive, could they get another?

**3. Are there any elements, present or missing, that cause you significant concern? (Valeo/McShane/Baehr/Habitat for Humanity)**

We don't need student housing, we need affordable housing for families and singles. Would not be a good use of this city land in meeting the needs of

South Madison.

**From:** [Mark Weerda](#)  
**To:** [Rofis, Daniel](#)  
**Subject:** Fwd: New Form Entry: Truman Olson Developer Presentations Response Form  
**Date:** Thursday, October 17, 2019 10:27:05 AM

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FEEDBACK: Truman Olson (South Madison UNITE!)

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**Neighborhood (please select)**

Other (please ID)

**If selecting other, please give name of neighborhood here**

Greenbush

**Zip Code**

53715

**1. What elements of the project did you like? (Gorman/Maurer proposal)**

This is my only comment: My concern about the grocery store discussion is "sustainability". If neighborhoods want so many things in a grocery store (community room, relatively large size, single story (so no rental income from condos/apartments above store, etc.) it may not be financially viable. We have heard repeatedly at various grocery store meetings that the Pick N' Save/Kohl's/predecessors were not financially sustainable. I want a grocery store that provides our community with food and has positive cash flow to stay open.

**2. For the What elements of the project do you think need improvement or could be changed? How so? (Gorman/Maurer proposal)**

**3. Are there any elements, present or missing, that cause you significant concern? (Gorman/Maurer proposal)**

**1. What elements of the project did you like? (Rule Enterprises)**

**2. What elements of the project do you think need improvement or could be changed? How so? (Rule Enterprises)**

**3. Are there any elements, present or missing, that cause you significant concern? (Rule Enterprises)**

**1. What elements of the project did you like? (Welton Enterprises)**

**2. What elements of the project do you think need improvement or could be changed? How so? (Welton Enterprises)**

**3. Are there any elements, present or missing, that cause you significant concern? (Welton Enterprises)**

**1. What elements of the project did you like?  
(Valeo/McShane/Baehr/Habitat for Humanity)**

**2. What elements of the project do you think need improvement or could be changed? How so? (Valeo/McShane/Baehr/Habitat for Humanity)**

**3. Are there any elements, present or missing, that cause you significant concern? (Valeo/McShane/Baehr/Habitat for Humanity)**





**From:** [Mark Weerda](#)  
**To:** [Rofis, Daniel](#)  
**Subject:** Fwd: New Form Entry: Truman Olson Developer Presentations Response Form  
**Date:** Thursday, October 17, 2019 10:26:47 AM

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FEEDBACK: Truman Olson (South Madison UNITE!)

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**Neighborhood (please select)**

Bay Creek

**If selecting other, please give name of neighborhood here**

**Zip Code**

53715

**1. What elements of the project did you like? (Gorman/Maurer proposal)**

Cedar goes through  
5 story

**2. For the What elements of the project do you think need improvement or could be changed? How so? (Gorman/Maurer proposal)**

not a strong use of space  
boring  
too much surface parking  
long timeline

**3. Are there any elements, present or missing, that cause you significant**

**concern? (Gorman/Maurer proposal)**

**1. What elements of the project did you like? (Rule Enterprises)**

largest grocery  
condensed use of space - 6 stories, lots of units  
lots of underground parking  
interesting design & finishes

**2. What elements of the project do you think need improvement or could be changed? How so? (Rule Enterprises)**

confirmation of phase 2 so it's not a giant parking lot

**3. Are there any elements, present or missing, that cause you significant concern? (Rule Enterprises)**

**1. What elements of the project did you like? (Welton Enterprises)**

ability to use Pick 'n Save lot  
quite a bit of underground parking  
Phase 1 timeline

**2. What elements of the project do you think need improvement or could be changed? How so? (Welton Enterprises)**

small for the space (phase 1) - 4 stories  
small grocery  
very boring shapes & finishes  
Cedar St. in Plan A is horrible

**3. Are there any elements, present or missing, that cause you significant concern? (Welton Enterprises)**

**1. What elements of the project did you like?  
(Valeo/McShane/Baehr/Habitat for Humanity)**

6 stories  
timeline...but is it realistic?  
design is more interesting, but hard to compare without elevations

**2. What elements of the project do you think need improvement or could be changed? How so? (Valeo/McShane/Baehr/Habitat for Humanity)**

small grocery space  
student housing - NO!  
Cedar St. dead ends

**3. Are there any elements, present or missing, that cause you significant concern? (Valeo/McShane/Baehr/Habitat for Humanity)**

**From:** [Mark Weerda](#)  
**To:** [Rofis, Daniel](#)  
**Subject:** Fwd: New Form Entry: Truman Olson Developer Presentations Response Form  
**Date:** Thursday, October 17, 2019 10:26:25 AM

---

FEEDBACK: Truman Olson (South Madison UNITE!)

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**Neighborhood (please select)**

Bay Creek

**If selecting other, please give name of neighborhood here**

**Zip Code**

53715

**1. What elements of the project did you like? (Gorman/Maurer proposal)**

I like that they have a grocer willing to work with them.

**2. For the What elements of the project do you think need improvement or could be changed? How so? (Gorman/Maurer proposal)**

I think it's unacceptable to wait for the grocery store to be completed in 2023 as proposed here. Either this proposal is the most realistic and others are too optimistic or it's simply not feasible.

**3. Are there any elements, present or missing, that cause you significant concern? (Gorman/Maurer proposal)**

Grocery store would open way too late.

**1. What elements of the project did you like? (Rule Enterprises)**

I like that there are back up plans if WHEDA falls through. From the questionnaire this developer sounds very committed to the neighborhood which I appreciate.

**2. What elements of the project do you think need improvement or could be changed? How so? (Rule Enterprises)**

n/a

**3. Are there any elements, present or missing, that cause you significant concern? (Rule Enterprises)**

n/a

**1. What elements of the project did you like? (Welton Enterprises)**

As a neighbor I like their mission statement "To create a walkable urban neighborhood with a diversity of housing options that promotes pedestrian and bike connectivity." This neighborhood has been notoriously unwalkable. If they can make that a reality I support them all the way.

**2. What elements of the project do you think need improvement or could be changed? How so? (Welton Enterprises)**

I think their proposal seems a little small and they want a lot of money from the city.

**3. Are there any elements, present or missing, that cause you significant concern? (Welton Enterprises)**

n/a

**1. What elements of the project did you like? (Valeo/McShane/Baehr/Habitat for Humanity)**

This is my favorite proposal. I think the project size is appropriate to where the neighborhood is moving towards and in line with the new construction on the corner Park St and Fish Hatchery Rd. I also like that they are not looking for significant assistance in their plan.

**2. What elements of the project do you think need improvement or could be changed? How so? (Valeo/McShane/Baehr/Habitat for Humanity)**

n/a

**3. Are there any elements, present or missing, that cause you significant concern? (Valeo/McShane/Baehr/Habitat for Humanity)**

n/a



**From:** [Mark Weerda](#)  
**To:** [Rofis, Daniel](#)  
**Subject:** Fwd: New Form Entry: Truman Olson Developer Presentations Response Form  
**Date:** Thursday, October 17, 2019 10:25:50 AM

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FEEDBACK: Truman Olsen (South Madison UNITE!)

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From: <[no-reply@weebly.com](mailto:no-reply@weebly.com)>  
Date: Thu, Oct 17, 2019 at 7:00 AM  
Subject: New Form Entry: Truman Olson Developer Presentations Response Form  
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**Submitted Information:**

---

**Neighborhood (please select)**

Bay Creek

**If selecting other, please give name of neighborhood here**

**Zip Code**

53715

**1. What elements of the project did you like? (Gorman/Maurer proposal)**

1. The entire front of development is not all on Park St
2. Independent grocer,
- 3 Housing targeted at singles/couples and families

**2. For the What elements of the project do you think need improvement or could be changed? How so? (Gorman/Maurer proposal)**

**3. Are there any elements, present or missing, that cause you significant concern? (Gorman/Maurer proposal)**

I would like to see all units be affordable/mixed income.



**1. What elements of the project did you like? (Rule Enterprises)**

1. Higher density
2. Healthy food kitchen partnership with SSM
3. Good pedestrian access

**2. What elements of the project do you think need improvement or could be changed? How so? (Rule Enterprises)**

**3. Are there any elements, present or missing, that cause you significant concern? (Rule Enterprises)**

**1. What elements of the project did you like? (Welton Enterprises)**

**2. What elements of the project do you think need improvement or could be changed? How so? (Welton Enterprises)**

**3. Are there any elements, present or missing, that cause you significant concern? (Welton Enterprises)**

We don't need more market rate housing, we need affordable/mixed income housing.

**1. What elements of the project did you like? (Valeo/McShane/Baehr/Habitat for Humanity)**

**2. What elements of the project do you think need improvement or could be changed? How so? (Valeo/McShane/Baehr/Habitat for Humanity)**

**3. Are there any elements, present or missing, that cause you significant concern? (Valeo/McShane/Baehr/Habitat for Humanity)**

We don't need more market rate housing, we need affordable/mixed income housing.

**From:** [Mark Weerda](#)  
**To:** [Rofis, Daniel](#)  
**Subject:** Fwd: New Form Entry: Truman Olson Developer Presentations Response Form  
**Date:** Thursday, October 17, 2019 10:28:48 AM

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FEEDBACK: Truman Olsen (South Madison UNITE!)

----- Forwarded message -----

From: <[no-reply@weebly.com](mailto:no-reply@weebly.com)>  
Date: Mon, Oct 14, 2019 at 9:53 AM  
Subject: New Form Entry: Truman Olson Developer Presentations Response Form  
To: <[mark.weerda@gmail.com](mailto:mark.weerda@gmail.com)>

You've just received a new submission to your [Truman Olson Developer Presentations Response Form](#).

[Mark as Spam](#)

**Submitted Information:**

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**Neighborhood (please select)**

Bay Creek

**If selecting other, please give name of neighborhood here**

**Zip Code**

53715

**1. What elements of the project did you like? (Gorman/Maurer proposal)**

I liked the focus on the grocery store, which is the major issue on that site for development. Also provides some affordable housing and parking.

**2. For the What elements of the project do you think need improvement or could be changed? How so? (Gorman/Maurer proposal)**

Need more information about features of the store. It is interesting that the 2 new groceries stores on the west side provide play areas, meeting rooms, etc... S. Park st should get the same features.

**3. Are there any elements, present or missing, that cause you significant concern? (Gorman/Maurer proposal)**

**1. What elements of the project did you like? (Rule Enterprises)**

Very vague. Didn't seem prepared with a good vision but wants to take advantage of the opportunity.

**2. What elements of the project do you think need improvement or could be changed? How so? (Rule Enterprises)**

difficult to assess, too preliminary, didn't seem to know much about the neighborhood.

**3. Are there any elements, present or missing, that cause you significant concern? (Rule Enterprises)**

**1. What elements of the project did you like? (Welton Enterprises)**

I trust Welton and his long commitment to wanting to do something on that site. He was way off-base when he partnered with Willy St. Coop. It's prices don't fit the neighborhood profile.

I trust his housing plan and know a lot of time has gone into it.

**2. What elements of the project do you think need improvement or could be changed? How so? (Welton Enterprises)**

NO confirmed grocery tenant or 'vision' of the grocery store, again, supposedly the major FEATURE of this site.

**3. Are there any elements, present or missing, that cause you significant concern? (Welton Enterprises)**

**1. What elements of the project did you like?**

**(Valeo/McShane/Baehr/Habitat for Humanity)**

creative vision for creating more affordable housing

**2. What elements of the project do you think need improvement or could be changed? How so? (Valeo/McShane/Baehr/Habitat for Humanity)**

The south Park st housing market are not students. These developers didn't do their homework about what this neighborhood is. Don't think attracting more students is a great idea; however, yes, we could attract 'real people' who need affordable living space and maybe sharing apartments is an interesting experiment.

**3. Are there any elements, present or missing, that cause you significant concern? (Valeo/McShane/Baehr/Habitat for Humanity)**



**From:** [South Madison](#)  
**To:** [Rofls, Daniel](#); [Wachter, Matthew](#); [Mikolajewski, Matthew](#); [Evers, Tag](#); [Carter, Sheri](#)  
**Subject:** Fwd: Truman-Olson  
**Date:** Friday, November 08, 2019 4:11:29 AM  
**Attachments:** [image002.png](#)

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Hello,

We were surprised by the comments that were expressed at the meeting at the Urban League on Monday regarding Maurer's potential lack of long-term commitment to the Truman Olson development. We hope that Kristie's response to our direct question about her agreement with Gorman and her investment in operating a grocery store on Park Street will put this concern to rest for you.

We forward you this note from Kristie Maurer as information to take into account as you arrive at your recommendation for a developer for the Truman Olson site. We also request that you enter it into the public record.

Sincerely,  
Carrie, Lisie, Maia, Char, Dave for  
South Madison Unite!

----- Forwarded message -----

**From:** **Kristie Maurer** <[kmaurer@myurbanmarket.com](mailto:kmaurer@myurbanmarket.com)>  
**Date:** Thu, Nov 7, 2019 at 4:12 PM  
**Subject:** Truman-Olson  
**To:** South Madison <[southmadison.unite@gmail.com](mailto:southmadison.unite@gmail.com)>  
**Cc:** Ted Matkom <[tmatkom@gormanusa.com](mailto:tmatkom@gormanusa.com)>

Carrie,

I filed the letter of intent with the city. It is important to note that I filed the letter of intent and then chose my development team after the letter of intent was filed.

At that time, I met with Gorman and we entered into an agreement. My agreement with Gorman is for a 10-year lease with 3 5-year renewable options. The current square footage for the space is at 24,000 square feet grocery/retail space. My store design company that I have hired has been instrumental in the original conversations and it has allowed the technical retail needs to be part of the building design.

I have personally already paid for a market site survey as well as the time for my store design architect to be present at this initial phase. It is so important to me that we get the project right from the beginning that I have been willing to personally pay out thousands of dollars for a project that I might not win. I would hope that my financial commitment would also indicate

my desire to be on the south side of Madison.

If I can answer any additional questions, please let me know.

Kristie M. Maurer

Vice-President

Maurer's Market (*Wisconsin Dells, Janesville & Milwaukee*)



[www.maurersmarket.com](http://www.maurersmarket.com)

Cell: (608) 434-2372

To City staff, Alders Evers and Carter

RE: Comments on the September 26 meeting on the Truman Olson Site

First, I'd like to make 5 points. I feel the City staff should have addressed the first 2 upfront in their presentation of the scope of the projects.

1. I heard very eloquent comments about the **need for homeless housing and for housing for those who couldn't afford to rent** in the proposed development at the cited rates. They are absolutely correct that the city and Madison society needs to deal with these issues sooner rather than later. But, my understanding is that funds for addressing these housing issues had been designated for a location down the street across from Quality Hardware but were delayed due to problems at the housing site near West Towne, thus are **not part of the scope of this project nor the parameters given to the developers in the RFP**. (If I am incorrect, the available funding for the homeless/very low rent subsidized should be brought up by the city staff so we all know the parameters.) The developers seem to be hung out without an answer to possible homeless/ <30% income housing, thus appear callous to the neighborhood concerns, even though most obviously are not. **Thus it should be clearly stated that the rent in the federal guidelines are the lowest a proposed developer can offer**. Out of hundreds of developers in the area, only four made proposals. Be kind to those 4 developers, probably only 3 after last night's meeting, or we may have none.
2. In the 1970's I managed the Stop N Go store at the corner of Randall and Drake. The company gave me a % of sales for my wages and also to pay my staff. In the summer with the zoo busy I could work 40 hours a week to provide enough money for my family. In the winter when sales were low I couldn't afford staff wages to provide the same money for my family so had to work 60-80 hours a week. Any raise I gave to staff came directly out of the money for my family, thus I had to work more hours to make up for it. I say this to illustrate that all lower prices and increased wages come out of the grocer owner's pocket. Coupled with the projected volume of sales makes this a very challenging commitment for a grocer.

I heard many comments about providing a living wage and people saying they couldn't afford to shop at the current Pick N Save. City staff didn't address the general economics until the end of last night's meeting when there was discussion on the Arboretum, lakes, and low- density housing that made the market share only enough to support a smaller square footage grocery store. **It would have been very helpful to have the grocery economics and possible market data presented up front at the beginning of the meeting and displayed on the wall**. Grocers do not have government subsidies nor "crop" insurance like farmers where they have ways to make up the differences between the cost of production/products/staff and sale prices. If the grocer doesn't make money, they go out of business. It was interesting to hear the one developer mention a possible food pantry coordinated with the grocery at the earlier meeting. That would be ideal to make "less fresh" perishables available for free rather than dumping them, IF people can accept the less fresh. Be kind to the 1 grocer who has been involved in this process and all others who may join in or we may have none.

3. Truman Olson purchase price. From the RFP, it sounds like the \$1 purchase price is possible, but payment for the city street is not—shouldn't the city staff comments include that and all bids reflect that? If Welton doesn't get the bid I assume they will have to pay for half the city street if Cedar comes in along their property line—somehow that doesn't seem fair.
4. Our understanding with a 3-year lease and 6 month option is that **roughly February 2020 could be the end of Pick N Save**. These proposal timelines need to be weighed carefully with that in mind.
5. I heard many people say they couldn't afford the prices at the current Pick N Save, so travel to stores elsewhere in the city, to Monona, to Janesville, even to Milwaukee to shop. **Every time they go to shop, they should ask themselves "Do I really care if there is a grocery store in the neighborhood". If so, then shop at that store.** Any decrease in store sales volume means prices have to raise or features cut. Increase in volume means the prices can stay the same or maybe even be lowered or staff raises given.

## Comments on the individual proposals

### Mauer/ Gorman

- We have toured Mauer's in Janesville and think it is a very good fit for the neighborhood being served. Positive
- Nice mix of surface and underground parking Positive
- Summer of 2023 is cutting it close for the Pick N Save still being open and probably hard for the grocery store to be occupied while construction is occurring above it—maybe shell and sprinkler system installed on all floors allow occupancy? Negative
- Location of townhouses is not a good idea—considering the issues around the East Washington Ave McDonald's and the sign blocking it from the road, townhouses blocking the view of the store from Park Street would decrease the volume of sales, which cannot be decreased at all if this is to be a successful grocery. Negative

### Rule

- Great opening date estimate, even if delayed some. Positive
- Phasing seems to make sense to get the grocery store up and running before Pick N Save leaves but occupying parking ramp during construction above it may be an issue—if so, then no parking for grocery during that time???
- Liked the Urban League connection, but Urban League spokesman really didn't indicate why he supported this design over others.
- All parking in a ramp doesn't seem good—thinking about Trader Joe's and University Target with a few street parking spaces and some inside but at grade right off the street isn't too bad, but grocery shopping doesn't seem conducive to high rise ramps--Negative
- Worried about no grocer being identified. Negative

### Welton

- The phasing seems very good AND they have some control over the Pick N Save to better assure there is a grocery store at all times— Positive



- Ownership of the Pick N Save property seems to make this the best option to tie the development of two properties together in a timely fashion to best serve the neighborhood. Otherwise Welton can do what he wishes with the Pick N Save property and city approval could be many more years before anything is completed there- Positive
- Nice mix of living unit sizes Positive
- Liked the common space/ community center/ roof gardens/ fitness center etc for neighborhood interactions Positive
- Familiar with Knothe-Bruce and Ideal Builders which have considerable experience/ success in creating innovative, code complying, useable/ professional looking buildings Positive
- Since street by the city is not possible, figures should be re-adjusted—Welton would be stuck with the full cost of the street if they win the bid and Cedar Street extension is within the property boundaries. I assume the property owner to the south would have to pay for half the street if approved in the proposed location
- Still thinking about the street location—depending on how the current Cedar Street is re-configured the Welton street further down on Park Street may be the safest plus it provides two accesses onto Park Street which may ease congestion BUT Cedar with traffic lights might be the best solution

#### **Baehr/Habitat/Valeo**

- The identified grocer has a long- standing reputation and presence in Madison— Positive
- Has a quick building completion date (2021) which helps keep a functioning grocery store in the neighborhood which is a Plus
- Habitat townhouses are a good idea Positive
- Liked the mix of rental and for sale units which could benefit the neighborhood. Positive
- No taxes paid during construction—can't be done, so other figures need to be adjusted Negative
- The student rent-by-bed is a good idea to save tax payers money, would facilitate good housing for the new MATC campus and give a good purchaser base for the grocery BUT this neighborhood has a great need and few chances for affordable family housing to strengthen the neighborhood and the rental unit by-the-bed constant turnover -limited connection to the neighborhood would be a big Negative.

Thank you for providing us this opportunity to offer feedback regarding these proposals. It has certainly opened our eyes to the quantity and quality commitment of our alders and city staff to include the neighborhoods in this process. We appreciate your hard work.

Randy and Peggy Baldwin

## Rule Enterprises:

**1) You have said that the grocery chains you have contacted aren't willing to talk with you unless you have a contract in hand. Nonetheless the community would like the chance to ask questions of, and provide feedback to, that grocer, if at all possible. Have you found a grocer that you can introduce to the community by November 8th?**

Prior to having a signed agreement I'd prefer to not introduce the community to the grocer. The conversations are progressing, legal paperwork has not been drafted or signed.

**2) What is your plan for ensuring that your new grocery store is operational prior to the closing of the Pick 'n Save, which is currently scheduled to happen in early 2022?**

With my proposed financing, we will start construction in late 2020/early 2021 and will take approximately 12 months to complete. We are very much so on track for our grocery store to be open prior to 2022.

**3) Phase 1 of your development would have 150 units containing a total of 250 bedrooms. We estimate it would house approximately 375 individuals, of which approximately 150 would be children. Do you have a plan to provide any indoor recreational area(s) and developed on-site green space for residents, particularly the younger residents, of your proposed housing?**

We do have recreational areas and on-site green space for residents. Seeing that this is primarily aimed at families it's our priority to enhance the health and wellness of both the parents and the youth.

**4) Do you have a plan for connecting tenants who would benefit from social services to agencies in the community that can help them? Will your development include a case manager? Please tell us how you have dealt with services at another development.**

Yes, LSS has signed on to be our supportive service provider. They will have a case manager assigned to the development. They are my development partners, property management company and supportive service provider on one of my projects and was the supportive service provider on another of mine.

**5) There is concern that the proposed density of your development would be too high. Is there any way that you can reduce the density of your housing?**

As discussed, we believe our program is in line with the suggested density per the zoning requirements. This additional density will help us provide supportive services from within our budget and not require any additional assistance.

**6) What are your plans for making the development and the supermarket in particular part of and an asset to the surrounding communities?**

I will partner with the local neighborhood associations, I've already agreed to work with SSM on a complementary service to the community and we will implement suggestions taken from the community meetings that have passed and will come prior to construction commencing.

**Gorman & Company:**

**1) Your proposal includes a new grocery store that won't be operational until 2023. Do you have a plan to avoid a grocery store gap?**

The building where Pic N Save is currently located is functionally obsolete and inefficient. Since this may cause Pic N Save to terminate their lease at any time from now until their lease expiration with short notice, if selected, we would partner with SSM to try to acquire the Welton property and then work with Pic N Save to try to convince them to stay (perhaps at a reduced rent as an incentive) until we open the new store.

Also I would commit Gorman & Company to start designing the building immediately after we submit our WHEDA application in December 2020 to try to get control of the Welton property and then engage the community and the City in a development-planning process that would include both parcels. As of WHEDA's award date of April 1, 2021, we should be far along with the design process and getting ready to file for building permits.

In the City of Madison, we have successfully obtained building permits on two Union Corners projects and our new Valor on Washington at the former Messner site. This process takes about 4 to 5 months, especially on a high-profile project such as this one. We would then commence construction 4th quarter of 2021. It will take 15 months to complete construction on the Truman Olson site in early 2023.

**2) Your proposal would have 93 units containing a total of 127 bedrooms. We estimate (using a rough figure of 1.5 individuals per bedroom) that this would house approximately 190 individuals, of which approximately 72 would be children. Do you have a plan to provide any indoor recreational area(s) and developed on-site green space for residents, particularly the younger residents, of your development?**

We will incorporate an indoor play area for the small children. Only a small outdoor area can be incorporated into this very tight site. That is why control of the second Welton parcel is key to provide more options for community common area. The current site is not big enough for a larger, safe outdoor play area.

**3) Do you have a plan for connecting tenants who would benefit from social services to agencies in the community that can help them? Will your development include a case manager? Please tell us how you have dealt with services at another development.**

Our community service partner will be Urban League of Madison and they will offer access to community services to all residents. They will provide their core services with people on staff who will keep a case file for every tenant they serve. For services needed beyond their core services, Urban League will utilize their community network to refer residents to service providers that provide any other service needed by residents that does not fall within their core urban league services.

**4) What are your plans for making the development and the supermarket in particular part of and an asset to the surrounding communities?**

I can't emphasize enough the added value that Kristie Mauer will bring to this development. She will engage the community within the development process like no other grocer will. Being an independent grocer allows Kristie to work with and conform to the needs of the community and not have to conform to a set corporate business plan and structure.

To: Dr. Linda Vakunta, Dan Rolfs, Matt Wachter, Matt Mikelojewski, Heather Stouder, Tariq Saqqaf, George Reistad, Tag Evers, Sheri Carter  
From: South Madison Unite!  
Re: Community feedback on proposed Truman Olson site development  
Date: October 28, 2019

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The following summarizes the significant concerns laid forth in the attached letter. These are the concerns that we have collected from members of the South Madison community about the current Truman Olson selection proposals and process. We would like to see them addressed prior to the selection of a developer for the Truman Olsen site.

We believe that another public meeting with Gorman & Company and Rule Enterprises would be in the public's and the project's best interests, prior to a selection being made. This meeting would provide both development teams an opportunity to discuss with the community what we see as significant issues for the viability of each proposal, to address community need, and to respond to the stated requirements of the RFP.

- 1) Supermarket concerns – The community needs to have a chance to meet with “developer/grocer teams,” as required by the RFP, in order to assess the appropriateness of both to members’ needs.
  - Gorman needs to present a plan to avoid a grocery gap since, in his proposal, a new grocery store won't be operational until 2023.
  - Rule needs to identify and introduce his grocer to the community so that the community has a chance to ask questions of and provide feedback to that grocer. This will ensure that the grocer is a good fit for our community.
  
- 2) Housing density, availability of support services, and availability of green space concerns – The density of each proposal and the demands that density presents for services and recreational space needs thoughtful consideration for the size of the site after subtracting land for the supermarket, parking for both customers and residents, stormwater management, and the road.
  - The density proposed by Phase 1 of Rule's proposal, even without Phase 2, is too high for the size of this site. Phase 1 has 250 bedrooms, resulting in an estimated minimum of 375 occupants with 150 minors/children. A table estimating residents for both developments is in the accompanying letter.
  - City and specialized housing services staff believe that some level of support services will be needed for tenants with 30% AMI and even some with 50% AMI. We have heard Gorman’s plan for how those services will be funded and provided and would like to learn the same from Rule.
  - Under the site's current CC-T zoning, which we understand would be changed, green space is required. We understand that patios, balconies, and rooftops can be counted toward those requirements, but children need play areas, such as playgrounds and not just rooftops. According to this useful measure of appropriateness:
    - Phase 1 of Rule's development would require 36,000 sq. ft. of green space with Phase 2 requiring an additional 12,800 sq. ft. green space.
    - Gorman's proposal would require 19,520 sq. ft. of green space.

Neither developer has articulated a plan to provide on-site green space for the residents and, in particular the children who will be living in the development. We feel that, lacking an adjacent public park, such green space must be provided on-site.

## **Community feedback on proposed Truman Olson site development – October 28, 2019**

We would like to express our hope of working as allies on the Truman Olson review and selection process. We understand that city staff has a job to do in selecting a developer. At the same time, we are aware that critical details of development frequently appear different from the ground up, and more successful solutions can be found by incorporating neighbors' experience and perspectives. We trust that we, representatives of the greater South Madison community, and you are aligned in pursuit of a common goal: the creation of a successful, community-serving supermarket that will become an asset to South Madison.

South Madisonians support affordable food and housing. But what we came to you asking for—a new grocery store by 2021, one that is committed to our community and interested in staying here for the long haul—is not a part of either developer's plans. As those who will be most impacted by the success or failure of the Truman Olson project to attract a grocer, we repeat our request for a second community meeting with Rule Enterprises and Gorman & Company so that each can expand upon their plans to address each of the topics that concerns us below. We are convinced that this will not slow down the arrival of the supermarket. We know from staff and from your own materials that it takes approximately 120 days to rezone a property. We have been informed that the deadline for WHEDA 4% credits is rolling, and the one for 9% credits is December 6, 2020. Taking the time to make a more thoughtful decision now may in fact speed up the arrival and ensure the success of our community grocery store by avoiding making the wrong choice among proposals. This makes sense given everyone's goal of avoiding a food access gap.

### **Our Goals**

Supermarket: The supermarket that we hope will result from the current RFP will be the grocery store where the South Madison community will do most of its grocery shopping. We look forward to walking and biking to the store, to spending time on its patios, to attending classes there in health and nutrition. Given what we have been told by the city and by all developers to date, the Park Street/South Madison location is viewed as a less than desirable location by many grocers.

Affordable housing: We also look forward to welcoming our new neighbors on the Truman Olson site. We want them to be successful in this new phase of their lives. We want them to be able to benefit from any and all services they may need from their first day of residence in the new development. We have been told by housing experts that tenants in the 30-50% AMI category require access to case management and support services to ensure their long-term housing and economic security. We have been told by the Community Development Division of Planning that the City is committed to seeing developments move in the direction of offering more services to tenants in this category. Funding to allow for such services should not be viewed as an add-on expense for consideration later, but as an integral part of the budget and financing for this development now.

Community preservation and enhancement: We believe that a new residential development of the scope being considered for Park Street needs to be well thought out so that it can be a long-term asset to the health of the surrounding community as well as that of its tenants. Integration of the development into the community should be the goal both in terms of relationships and access to newly added resources and amenities.

### **Our Concerns**

1) Supermarket/Food access gap – We began our involvement around the Truman Olson site with a single, clear purpose and message: South Madison cannot lose its only full-service supermarket. We must prevent the food access gap with which we are faced with the imminent closure of the Pick 'n Save.

We understand the financial imperative of using the housing portion of the Truman Olson development as a means of subsidizing the supermarket rent to be able to attract a grocer. However, we see a loss of focus on a new supermarket in the new emphasis on building affordable housing. Neither Rule's nor Gorman's proposal guarantees a grocer within that required timeframe and we may still face a food access gap.

We have been in touch with Rule and have learned that he is optimistic about reaching an agreement with a grocer once he has a contract in hand with the City; however the grocers on his list have up until now have not shown an interest in operating on Park Street. We have been in touch with Gorman/Maurer's and have learned that their partnership appears to be exclusive and that they are optimistic about plans to ensure the Pick 'N Save stays open through 2022.

We thus advocate that, before selecting among developers, city staff or the mayor:

- Contact Kroger’s to ask whether they agree to keep the Pick ‘N Save open beyond March 2022
- Contact Welton to ask whether it will put off developing its property on Park until a new supermarket is operational

2) Services – While not a required part of the RFP, services for tenant in the 30% AMI category are noted as needed in the staff comments on the proposals for Truman Olson. The Plan Department’s own white paper (to be released upon endorsement by the Common Council) comes to the same conclusion. Discussions with nonprofit affordable housing providers in Madison and with Jim O’Keefe, Director of Madison’s Community Services Division, underscores the crucial role support services play in the creation of successful affordable housing.

The quality and viability of the developer’s financial and logistical plan for services must be taken into consideration when choosing among proposals and not put off for review later.

We have met with Gorman and learned of its plan to subsidize housing services and to formalize a partnership with Urban League, which will be responsible for case management and linkages to services in the Madison community. Ultimately this plan proposes the sale in 15 years of the residential portion of the development to the Urban League. Gorman also intends to apply for the City’s Affordable Housing funds.

We have communicated with Rule, who does not yet have a plan for services, although his proposal does indicate that he will apply for the City’s Affordable Housing Funds. We have asked to learn more about the arrangements he now has in place at his other developments and eagerly await his answer.

We thus advocate that, before selecting among developers, city staff:

- Vet the plans of each developer for the financial feasibility of the services plan that they propose
- Vet the plans of each developer for the thoroughness of their service plan
- Vet the past outcomes of each developers’ services plans at other developments.

3) Density/Number of Occupants – The Truman Olson site is about 3.5 acres adjacent to the 4-lane Park Street corridor. This includes the land that the developer must allocate to the grocery store, connector street, parking, and stormwater management. Each of the two developers approaches the creation of a mixed-income development differently. Gorman’s development has 14 market-rate units and 79 affordable units. Rule’s development/Phase 1 has 150 affordable units. Phase 2 would add another 80 units at 80% AMI. Both developers will charge for vehicle parking, with Rule requiring \$75 for a parking spot and Gorman \$50.

Rule Enterprises proposes two buildings to be built in two phases, one containing 150 units in 5 stories and a second optional one containing 80 units and six stories in addition to the mandatory supermarket, which he puts at 30,000 square-foot. Gorman & Company proposes to build a 24,000 square-foot supermarket and a 5-story building with 93 units. Calculating 1.5 adults for bedroom one in all units and 1.5 children for each additional bedroom in the two- and three-bedroom units, we arrive at the following maximum number of occupants for the Truman Olson site. Even with a 7% vacancy rate, these numbers appear conservative.

Developer	# Units	# Bedrooms	# Occupants	# Minor Occupants
<b>Gorman</b>	<b>93</b>	<b>127</b>	<b>190</b>	<b>72</b>
Rule (Phase 1)	150	250	375	150
(Phase 2)	80	<i>Unknown/assume</i> 120	180	60
<b>Rule (Both phases)</b>	<b>230</b>	<b>370</b>	<b>555</b>	<b>210</b>

By comparison, the Carbon and Union Corners include a total of about 222 units on 11 acres in three four- and five-story buildings. This development also contains 30,000 square feet of retail, a medical clinic, and space for a grocery store. A fourth building with about 40 units affordable housing is currently being built close by. Clearly this development, hailed as a success, is much less dense than that proposed for Truman Olson.

We understand that the number of units per development determines the funding each developer can receive from WHEDA and allows them to offer lower rents. The money from rents, in turn, allows the developer to subsidize the supermarket by offering a break-even rent to the grocer. The number of units and their allocation among 1, 2, and 3 BR apartments thus becomes an important balancing act.

The development that the South Madison community desires and looks forward to is one in which the increased density is done right—that is, it allows adequate space for its tenants to breathe in and out of doors, it does not encroach on its immediate neighbors, and it brings new amenities to the whole neighborhood, to paraphrase the praise accorded Union Corners by Brad Hinkfuss, neighborhood association president and director of Housing Initiatives, in the press.

The development should in addition facilitate integration of its tenants into the surrounding community. Multiple surveys and conversations within the Bay Creek community and throughout the other neighborhoods bordering the South Park corridor over the past year and a half have revealed this community's ready embrace of affordable housing. Its concern about too much density on Truman Olson should not be misconstrued as opposition to the development.

We advocate that, before selecting among developers, city staff:

- Carefully consider the proposed density of proposed developments/allotment of unit sizes with regard to the impact on the health and success of tenants as individual families and as a community
- Carefully consider the impact of the proposed density/allotment of unit sizes on the surrounding community with an eye to integration of the two and preservation of the community's culture and integrity.

4) Green space per unit – The Truman Olson site is small and difficult to design given the requirement that it house a road, stormwater area, supermarket and parking. The addition of housing, suggested, but not required by the city by the RFP, compounds the limitations of the site.

The city's zoning requirements specify an amount of green space per housing unit. This requirement is soundly backed by studies citing the positive mental and physical health impacts of green space in close proximity to housing. None of the proposed developments, however, allows for much open area outdoors.

It seems reasonable to assume that in units with 2 and 3 bedrooms on the Truman Olson site, the majority of those bedrooms will be occupied by children or young people who would benefit from open and developed outdoor space onsite (playground equipment, picnic tables, etc.) where they might play. This is especially true because reaching any of the park areas within walking distance of the Truman Olson site requires crossing either Park Street or Fish Hatchery. Patios and balconies may work for adults who travel to their recreation, but the 150 children who might one day live in Rule's proposed development and the 75 who might one day live in Gorman's will need something to do after coming home from school. The City's own zoning code expects developers to abide by its requirements for green space for residential housing.

We thus advocate that, before selecting, city staff:

- Ensure that plans have the requisite green space to meet city guidelines
- Ensure that plans exist to provide for healthy community living on the site.

### **Solutions**

Overall we feel it is important that the developer be able to meet all of the requirements of the RFP and of the community's for a successful development with a grocer lined up, lower rents, appropriate density to the footprint of the site, a plan for services for tenants, and a reasonable time frame for completion. Neither of the developers does this.

That being the case, we believe it is essential to explore the ways in which each developer proposes to "make up for" their shortcomings. For example, we know from discussions with Mr. Rule that he is confident he can find a supermarket partner. Both the City and Mr. Rule have talked with us about a plan whereby Rule would have a specified number of days in which to produce a partner to ensure continued food access or forfeit the contract.

We know from conversations with Gorman that it is confident that it can work with SSM to purchase the Pick 'N Save lot to prolong operation of the supermarket until it can build a market to house its committed supermarket partner. We are not aware if the City has talked with Gorman to allow it a specified number of days to work out the details of its discussions with SSM and Kroger's to avoid the food access gap its proposal entails.

A community meeting, as we have proposed, at which neighbors could respond to each developer's complete plans to address and avoid the food service gap and to report on plans for essential services and green space would ensure that the City selects the proposal that best responds to community needs. That would be success.

To: Dr. Linda Vakunta, Leslie Orrantia, Dan Rolfs, Matt Wachter, Matt Mikolajewski, Tim Parks, Jim O'Keefe, Linette Rhodes, Tag Evers, Sheri Carter  
From: South Madison Unite!  
Date: November 6, 2019  
Re: Follow-up on Truman Olson Selection Process

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We appreciate the chance to meet with City staff and alders this week and are grateful for your coming to South Madison. We remain concerned that the way in which the City is approaching the Truman Olson selection process could lead to the loss of our supermarket for some period of time. In addition, we are concerned that we now face a situation in which the selection process may not serve the interests of the community. Here are points we want to bring to your attention based on information City staff provided Monday.

- 1) Without a grocer there is no project. However, City staff stated that it will make a recommendation to Finance and the Council to allow a 45-day grace period during which a developer without a grocer could identify a grocer. Along with this accommodation comes the possibility that Finance could extend this grace period multiple times. A reasonable interpretation of the language of the RFP would be to require that a developer have a grocer partner at the time of submission in order to be considered in the selection process. We have told that, at the pre-submission conference, the City stated that any developer without a grocer need not apply.

**Our position:** The selection of a candidate with a supermarket partner should be the top selection priority.

- 2) Staff has stated that, as the property owner, the City can and will rezone the Truman Olson site and that this rezoning will be completed on December 3, 2019, that date of the last Common Council meeting of 2019.

**Our position:** The rezoning should begin immediately to be completed by December 3, 2019 as it could accommodate the December 6, 2019 WHEDA 9% application deadline as well as the January 17, 2020 WHEDA 4% application deadline.

- By rezoning by December 3, 2019, both Gorman's and Rule's development proposals would be able to apply for WHEDA credits to make it possible for them to construct a new grocery store by March 2022, averting the food access gap.

- 3) We foresee the possibility of a food access gap with either Rule's or Gorman's proposals. This is not acceptable.

**Our position:** We ask the mayor's office to follow-through on its commitment to avoid the food access gap by:

- Contacting Welton and Kroger's to ask that the two extend the Pick 'N Save's lease one more year to allow for the Pick 'N Save to operate during construction of the new grocery store. This extension would ease the potential for a gap no matter which developer is chosen for the project to proceed.
- Instructing Economic Development staff to invite the developers to formally update the City staff and a representative from the Mayor's office on any changes to their proposals, including allowing Rule to present the grocer for the 30,000 square-foot store stipulated in his proposal and Gorman to explain his plan to purchase the Pick 'N Save site to extend the Pick 'N Save's lease until the new grocery store is completed. This meeting should take place before the initial selection of the developer next week.
- Allowing flexibility with respect to TIF requests for the purchase of the property, such as the City has employed in the past—for example, at Union Corners. According to the RFP, "the City is willing to consider providing financial support to a Grocer/Developer. This financial support could be in the form of reduced/no cost purchase price for the land, Tax Increment Financing (TIF), and/or assistance through the City's Healthy Retail Access Program (HRAP)." This passage specifically states that "the City is not obligated to select a Developer based solely on the highest purchase price offered" and that the City may opt to "negotiate the purchase price after submittal of the proposals with the prospective Developer."



Ald. Evers -

Thanks for this meeting. I was so grateful for the comment from the gentleman who said he has lived in the neighborhood for 32 years but could never send his kids to the store. Park Street is a tragedy waiting to happen. What will it take to improve pedestrian crossings there? I have asked previous alders for help improving the access / pedestrian crossing at Park + Olin Ave. (my daughter has to cross every morning to walk to Wright Mid School - <sup>tenmty</sup>) ~~Pls help~~ This is a plea for your !!  
help. The Park / Olin intersection is poorly engineered + prone to high speeds when cars ~~are~~ Northbound on Park ~~to~~ turn right on Olin + zoom down ~~the~~ Olin at high speed. A →

safe crossing would be a godsend.

Sorry for the chicken-scratch note -

Please make safe pedestrian crossings

across Park Street a priority in this

project. Thank you!!

GAYLE WORLAND

713 W. OLIN AVE

MADISON, WI 53715

(608) 770-4948

**From:** [Sonia Dubielzig Haeckel](#)  
**To:** [Rolfs, Daniel](#); [Carter, Sheri](#)  
**Subject:** truman-olson development  
**Date:** Thursday, September 26, 2019 11:55:06 AM

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Dear Mr. Rolfs and Alder Carter,

Thank you for posting the draft staff report about the Truman Olson RFP responses online.

There is a lot going on in South Madison right now! In addition to the Truman Olson development and the SSM Health development, there's the South Madison neighborhood plan. It doesn't seem easy for people to view and comment on these proposals if we don't go to the meetings.

I am a Town of Madison resident. I live in the Burr Oaks neighborhood and I have a young family. My husband works retail and doesn't come home until 8:30. I need to be making dinner and getting my kids ready for bed during the time all these public meetings are held. It is frustrating to me that it seems the entire comment process favors people who don't have family or work obligations in the evening. There should be more ways to view the proposals and comment online.

I read through the neighborhood comments on the [South Madison Unite](#) website and I disagree with some of the concerns of the neighbors:

1. I am a YIMBY (yes in my backyard) for lots of apartments on Park Street. Park Street does not have a residential character and it's a great place to add density, multifamily housing, and keep housing affordable in our neighborhood. 6 story apartment buildings in place of an empty lot? YESSS!
2. Also, I really do want Cedar Street to punch through that area by Pick N Save and Truman Olson, because it will better connect the neighborhood. I do understand that people have legitimate concerns about that intersection (which really does suck now) but I feel that the intersection can be improved by making some changes to the geometry where Beld Street connects to Park and Cedar Street. Reading through the RFP responses and the draft report, it looks like City staff agree with me that the road right of way should be along the northernmost property line. Great!
3. Beggars cant be choosers for the grocery store. Sure, I would love a bigger grocery store, but I would much rather have a smaller grocery store in place, than an empty storefront because a larger grocery store didn't feel our neighborhood was worth the investment. I love to shop at ALDI grocery stores and [those are usually less than 20,000 square feet](#).

In addition, I just wanted to comment on something else not brought up on the South Madison Unite webpage or City staff. The Baehr/Habitat/Valeo proposal has a TON of parking . Do they really need that much? I guess they are assuming 649 beds but...still...it doesn't look like City staff were concerned about that in the comments.

Again, thank you for your time and service. It looks like there are a lot of factors to consider between all four proposals. I won't be there tonight, but I wish you the best in your decision!

Sonia Haeckel  
944 Burr oak lane

Madison WI 53713

**From:** [James Firmiss](#)  
**To:** [Rofls, Daniel](#)  
**Subject:** Truman Olson Developer Response Feedback  
**Date:** Friday, September 27, 2019 9:17:46 PM

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Here's my thoughts on the 4 proposals:

- **Gorman/Maurer (favorite)**

- What elements did I like?

I liked most everything about this plan.  
Working with a willing grocer is a plus.  
Overall project design and seems good.

- What elements need improvement or change?

-

- Elements missing/significant concerns?

The Summer 2023 completion date is later than other proposals.  
Will Pick-N-Save be able to stay open until then?

- **Rule Enterprises**

- What elements did I like?

Larger grocery store plan.

- What elements need improvement or change?

The plan is just *too big* -- yet another giant looming structure on Park St.  
Seems considerably more concerned about the housing aspect than the grocery store aspect.  
Not a huge fan of indoor parking structures for grocery stores -- too much potential for people to lurk around in them unnoticed.

- Elements missing/significant concerns?

Overall vagueness of presented proposal.  
Lots of potential listed grocers but have they even been asked yet?  
Given the size can Phase I realistically meet the Spring 2021 timetable?

- **Welton Enterprises**

- What elements did I like?

Has worked in the area for quite some time and willing

to work with the neighborhood (especially in keeping Pick-N-Save around a few more years).

The 'Market Rate housing in Phase I' doesn't provide affordable housing at first but it's a smart idea to improve the timetable.

Owning and being able to redevelop the Pick-N-Save lot in a consistent manner.

- What elements need improvement or change?

The proposed grocery store size was the smallest of all of them -- even smaller than the current store.

Option A: The 'Cedar St' extension south of the building puts the street in a strange position and seems to make a new cross street parallel to South Street.

Option B: I like this better.

- Elements missing/significant concerns?

At an earlier meeting they said they've been looking for potential grocers for 3 years -- that's a long time for them to not be able to find interested parties.

If Phase I happens and somehow Phase II does not there will be no additional affordable housing.

- Valeo/McShane/Baehr/Habitat for Humanity (least favorite)

- What elements did I like?

Larger grocery store.

Potential grocer already lined up.

2021 completion date.

- What elements need improvement or change?

They essentially want to provide student dorm-style housing -- **The neighborhood does not need student housing, it needs affordable family housing.**

They're barely creating any affordable housing at all.

Again.. the overall building plan size is *too large* -- another giant looming structure on Park St.

- Elements missing/significant concerns?

The fact that this group doesn't realize what this neighborhood wants/needs makes them seem really out-of-touch.

## Comments on the RFP proposals for the Truman Olson site by Ron Shutvet

### Welton Proposal - Option 1

- A north-south road is shown in the perspective views connecting the new Cedar Street to Wingra Drive boxes in the Shenandoah Apartments with a public street on both sides. Where did the parking lots for the Shenandoah Apartments go? These parking lots are missing on the perspective views of Option 1. I do not think this road can go through as shown unless the post office building is moved or torn down. A north south connector road was proposed in the Wingra BUILD plan but more in the middle of the south lot line of the Truman Olson parcel. I like the road placement concepts shown in the Wingra BUILD plan better as I feel this gives the best access to and from all nearby properties.
- Verify proper street ROW widths for all new roads.
- Too much surface parking for building B. Better to design the building to be able to put more parking under it. This area is high enough above the water table to put two levels of parking under the building but even a building with a larger footprint could fit more parking below it. For instance, a u-shaped podium type structure with a central courtyard similar to how the Peloton was designed would hold many more vehicles and allow for 6 or more stories. People want greenspace not surface parking. And remember the view from a sixth floor would be awesome. The clean sand from the excavation for two levels of below grade parking could be used as fill in the nearby Bunbury owned property if proper DNR approvals can be obtained.
- North driveway entrance/exit to Building B not lined up with Spruce Street and Park Street intersection. This driveway will create traffic hazard situation at this intersection.
- North driveway for the grocery store not lined up with a street intersection - will create traffic hazard situation. This driveway appears to be a private road and should not be the main entrance to the grocery store.
- Delivery trucks would have to use the main entry/exit road area and part of the parking area to facilitate backing into loading dock area. This is not safe as it will often cause blockage of the main entrance to the grocery store. Delivery/garbage trucks and loading dock would be main view of grocery store when entering from the new Cedar Street. Bad planning.
- All public sidewalks should be at least 6 feet wide.
- The new Cedar Street should be marked with dedicated bike lanes from Park Street to Fish Hatchery Road unless separate off road bike lanes are created within the new ROW.
- Not enough ground surface greenspace for building A apartments - Perhaps add greenspace to the roofs of all buildings.
- Where is the bicycle parking for the grocery store? Need more than 10 stalls.
- Grocery store should be 30,000 SF or larger to accommodate the expected future higher density residential development in South Madison.

### Welton Proposal - Option 2

- Too much surface parking for building B. Better to design the building to be able to put more parking under it. This area is high enough above the water table to put two levels of parking under the building but even a building with a larger footprint could fit more parking below it. For instance, a u-shaped podium type structure with a central courtyard similar to how the Peloton was designed would hold many more vehicles and allow for 6 or more stories. People want greenspace not surface parking. And remember the view from a sixth floor would be awesome. The clean sand from the excavation for two levels

of below grade parking could be used as fill in the nearby Bunbury owned property if proper DNR approvals can be obtained.

- A north/south connector street near the middle of the Truman Olson lot going south to Wingra Drive would be nice for better access/exit for all adjoining properties in this area. I like the road placement concepts shown in the Wingra BUILD plan better as I feel this gives the best access to and from all nearby properties.
- Delivery trucks would have to use the main entry/exit road area and part of the parking area to facilitate backing into loading dock area. This is not safe.
- Verify proper street ROW widths for all new roads.
- All public sidewalks should be at least 6 feet wide.
- The new Cedar Street should be marked with dedicated bike lanes from Park Street to Fish Hatchery Road unless separate off road bike lanes are created within the new ROW.
- Not enough ground surface greenspace for building A apartments. Perhaps add greenspace to the roofs of all buildings.
- Where is the bicycle parking for the grocery store? Need more than 10 stalls.
- Grocery store should be 30,000 SF or larger to accommodate the expected future higher density residential development in South Madison.

### **Maurer Proposal**

- Grocery store needs Park Street frontage. Ground level townhouse apartments facing Park Street are a bad idea. Just too much traffic noise. Only people who are deaf would want to live there.
- Need to simplify the western portion of the new Cedar Street by moving the intersection with Fish Hatchery Road to the north to make that section of the street straight, not curvy..
- No street parking should be allowed on the new Cedar Street. This makes the street less safe for all vehicular traffic and for bicycles and pedestrians. This street will be very busy with people trying to access the new SSM clinic, grocery store and all the proposed apartments.
- The new Cedar Street should be marked with dedicated bike lanes from Park Street to Fish Hatchery Road unless separate off road bike lanes are created within the new ROW.
- North bound delivery truck traffic on Park St. will have to make u-turn at Cedar Street intersection to access grocery store delivery access road. This will be a traffic hazard. Semi truck would not be able to make this u-turn at all. A new opening in the Park Street median should not be allowed.
- Lacks any ROW dedication for a north/south connector street to Wingra Drive for adjoining properties in this area. I like the road placement concepts shown in the Wingra BUILD plan better as I feel this gives the best access to and from all nearby properties.
- Where is the bicycle parking for the grocery store? Need more than 10 stalls.
- Grocery store should be 30,000 SF or larger to accommodate the expected future higher density residential development in South Madison.

### **Rule Proposal**

**Note: The plans shown at the September 26 public meeting are different than those in the RFP submittal. The comments below are pertaining to the RFP submittal.**

- Proposal lacks adequate plans. There are only two perspective views and a very simple plan view of the proposal concept. Really would need more detailed plans to properly critique the proposal. How did they get such detailed perspective views without any detailed plans?



- Doubtful that the grocery store will work with no apparent surface parking at all. Some people are claustrophobic and avoid using parking structures.
- How many of the 3 levels of parking are secure? How will this be accomplished while allowing full access to the grocery store parking area of the parking ramp? Increasingly, secure entrance parking ramps are becoming necessary to protect vehicles from vandalism and theft.
- Where is the pickup and drop off area for grocery store customers who come by special bus or Uber/cabs? Can't just load/unload passengers from Cedar Street. Many transit vehicles are too tall to use parking ramp entry road.
- There seems to be no drive up location for help with loading groceries into vehicles? This is needed especially for the customers who leave via handicap transit and Uber/cab pickup. This service should be close to the store checkout area. The new Cedar Street or Park Street should not be utilized for this service.
- There appears to be no dedicated locations for product deliveries/garbage pickup etc. Large delivery trucks should not park in the streets or block the parking entry area.
- The new Cedar Street extends too far into property. Would have more room for buildings, parking and greenspace if kept closer to the Truman Olson north property line.
- The new Cedar Street needs to be wider than two lanes at the Park Street intersection unless no left turns will be allowed to northbound Park St.
- The new Cedar Street should be marked with dedicated bike lanes from Park Street to Fish Hatchery Road unless separate off road bike lanes are created within the new ROW.
- Not enough greenspace for 150 initial to 230 final apartment units proposed.
- Lacks any ROW dedication for a north/south connector street to Wingra Drive for adjoining properties in this area. I like the road placement concepts shown in the Wingra BUILD plan better as I feel this gives the best access to and from all nearby properties.
- South property line area will look terrible with a long narrow strip of land and a continuous straight building wall almost the entire depth of the Truman Olson property.
- Where is the bicycle parking for the grocery store? Need more than 10 stalls.
- Grocery store should be 30,000 SF or larger to accommodate expected future higher density residential development in South Madison.

### **Rule Proposal Continued**

**Note: The comments below are regarding the revised Rule Proposal plans that were shown at the September 26, 2019 public meeting.**

- If these proposal revisions are to be accepted by the city they need to be put on the Truman Olson RFP website so the public can inspect them better and make additional comments on these revisions. The short presentation of these revisions on September 26 is not adequate to allow all members of the public to be able to thoroughly review and provide comments on the revisions, especially those who couldn't even make it to the meeting.
- These plans showed a separate delivery driveway and loading dock. However, the apartments shown in the upper floor plans seem to extend out over the delivery driveway and loading dock area. How is this accomplished? Also, the delivery truck driveway is shown extending around the west end of the grocery store and exiting to the new Cedar Street along the main entrance to the grocery store and parking ramp. How is this possible yet keeping the upper level connection of the apartments over the grocery store to the rest of the apartments and the resident parking areas. There would have to be at least a 16 foot clearance for semi trucks to go under this.
- North bound delivery truck traffic on Park St. will have to make a u-turn at Cedar Street intersection to access grocery store delivery access road. This will be a traffic hazard.

Semi truck would not be able to make this u-turn at all. A new opening in the Park Street median should not be allowed.

### **Valeo-Baehr Proposal**

- Right away, I give two thumbs down on this proposal!
- The concept plans are so crude that it is hard to critique this proposal. The applicant had plenty of time to come up with plans with more detail than this.
- The grocery store alone needs to be 30,000 SF or larger to accommodate expected future higher density residential development in South Madison. Any other retail/deli/restaurant areas should be in addition to that 30,000 SF.
- Doubtful that the grocery store will work with no apparent surface parking at all. Some people are claustrophobic and avoid using parking structures.
- The proposed new Cedar Street dead ends on the Truman Olson property in conflict with the need for better internal street circulation through the Wingra BUILD triangle. How are people coming from the Fish Hatchery Road area going to get to the grocery store? There is not even a dedicated ROW for a pedestrian sidewalk or ped/bike trail for nearby residents living on the west side of Fish Hatchery Road. There are not even any sidewalks shown anywhere on the plans except for the Park Street sidewalk.
- No street parking should be allowed on the new Cedar Street, This makes the street less safe for all vehicular traffic and for bicycles and pedestrians. This street ( if properly designed as a through street) will be very busy with people trying to access the new SSM clinic, grocery store and all the proposed apartments.
- The new Cedar Street should be marked with dedicated bike lanes from Park Street to Fish Hatchery Road unless separate off road bike lanes are created within the new ROW.
- North bound delivery truck traffic on Park St. will have to make a u-turn at Cedar Street intersection to access grocery store delivery access road. This will be a traffic hazard. Full semi trucks will not even be able to make this u-turn. Also there is not enough room at the delivery dock area for multiple trucks at one time nor for turning and backing up of larger semi trucks.
- Lacks ROW dedication for a future north/south connector street to Wingra Drive for adjoining properties in this area.
- The proposed stormwater retention area is too narrow and will look like a long ditch. It will be a totally unusable greenspace area with no access available for the public or residents of the apartments on the property. Any proposed stormwater retention area needs to be an attractive and usable greenspace area.
- No greenspace shown in the plans whatsoever.
- Where is the bicycle parking for the grocery store? Need more than 10 stalls.
- Where is the grocery pickup and drop off area for grocery store customers who come by special bus or Uber/cabs?
- There seems to be no drive up location for help with loading groceries into vehicles? This is needed especially for the customers who leave via handicap transit and Uber/cab pickup. This service should be close to the store checkout area. The new Cedar Street or Park Street should not be utilized for this service.
- The 17 Habitat for Humanity homes sandwiched between Cedar Street and the parking ramp with zero greenspace is not quality living space. Where would the children play? In the parking ramp? To call these 'homes' would be wrong. Looks like a long sardine can with windows only on one side of each unit. Where would be the garbage collection area for these units?
- How many of the 3 levels of parking are secure? How will this be accomplished while allowing full access to the grocery store parking area of the parking ramp? Increasingly,

secure entrance parking ramps are becoming necessary to protect vehicles from vandalism and theft.

- **No student apartments please!** Many of these apartments are 3 and 4 bedroom units. With a total of 649 student housing bedrooms and no greenspace, this proposal should be rejected outright. There is probably not enough space for 649 bicycles and many of these students will have cars, motorcycles or mopeds that will need to go somewhere. 649 students in 227 units sounds like this place could become another 'animal house'. The neighborhood does not need or want this kind of over dense student housing. Students won't like the location either and the place will eventually become low income housing with totally inadequate greenspace for all the children who could end up living there in the many 3 and 4 bedroom units.
- South Madison desperately needs affordable housing for families and the elderly not students. Student and young tech worker housing is becoming way over built in Madison. Please do not put any student housing in this area.
- Where would be the garbage and recycling area for the student housing? Garbage trucks can't go into the parking structure to get the dumpsters.
- Where would all the students who move in and out each year throw out all their mattresses and other unwanted junk? You would need a garbage storage area the size of the grocery store for that mass of junk.
- Would need police officers or security guards to deal with all the drunk students that come home at bar time.
- With 649 students occupying the apartments on the site, the grocery store would shift their product selections to please them. We need a grocery store that caters to lower income families and older people. The neighborhood does not want a grocery store with huge beer and snack food selections. We want minimally processed hoshum food and quality fresh fruits and vegetables at reasonable prices.

### **Comments related to all RFP Proposals**

- Where are the future Bus Rapid Transit stops going to be in this area of Park Street? In front of the grocery store and directly across the street for north-bound buses would be nice locations for grocery store customers who will rely on the bus system. To keep traffic flowing better, it would be nice if the bus stops are designed as pull outs. Property easements may be necessary to allow this and may require an even larger setback of the grocery store from Park Street.
- The future intersection of Park Street and Cedar will need to be signalized. Both due to expected increased traffic on Park Street but also to help pedestrians and bicyclists get across this busy arterial street.
- I am still frustrated that there seems to be a lack of true master planning for all the properties in this area. The Labor Temple, two SARA properties, Bunbury properties, SSM properties and post office properties should all be included in an ongoing overall master plan for this area. The current process is still too piecemeal. The conceptual road and building layout for this area in the Wingra BUILD plan seemed good. There was good internal circulation for vehicles and pedestrians. The proposed shared structured parking concept seemed to be a great way to provide the large amount of parking necessary for high density development.
- I think that an even bigger picture is being overlooked in master planning the future of South Madison. The relatively new Cannonball Ped/bike trail was set to be constructed from its current northern end to Wingra Creek along a city owned drainage ROW behind Bowman Field. But when the Wisconsin Legislature recently made it more difficult to condemn private property for Ped/bike trails, that ped/bike trail extension was sidelined. How great it would have been to get that trail extension built and then keep extending it

into the Wingra BUILD triangle to access SSM, the grocery store, and all the possible future housing that could be built in this area.

Then too, If the two remaining customers of the Wisconsin and Southern Railroad along the short remaining active portion of that rail corridor, Vita-Plus and Madison Newspapers, would stop receiving raw material delivery by rail, the remainder of that rail corridor could be abandoned and converted to ped/bike trail to allow the Cannonball Trail to extend on the old rail corridor all the way to Wingra Creek near Beld Street. A side trail could be extended from that trail along the previously proposed route east of the Bowman Field area and across Wingra Creek and Wingra Drive to the Wingra BUILD triangle. For those interested in this concept check out this master plan created by Peter Clark in 2015:

<https://uwmadison.app.box.com/s/ecu66qcp23pgnu7um9ev02otkqzz9whn/file/460904444126>

What is wrong with trying to plan well into the future and thinking of all the possibilities? I think our planet would be a nicer place to live if everyone did.

Ron Shutvet  
Madison WI

This document created on 9-27-2019

## Developer Presentations Response Form



Neighborhood (please select): Bay Creek      Bay View / Triangle      Bram's Addition  
Burr Oaks      Capital View      Monona Bay      Other (please ID) \_\_\_\_\_  
Zip Code:

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### **Developer Name: Gorman/Maurer**

1. What elements of the project did you like?
2. What elements of the project do you think need improvement or could be changed? How so?
3. Are there any elements, present or missing, that cause you significant concern?

### **Developer Name: Rule Enterprises**

1. What elements of the project did you like?
2. What elements of the project do you think need improvement or could be changed? How so?
3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?
2. What elements of the project do you think need improvement or could be changed? How so?
3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?
2. What elements of the project do you think need improvement or could be changed? How so?
3. Are there any elements, present or missing, that cause you significant concern?

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition  
Burr Oaks Capital View Monona Bay Other (please ID) Campus  
Zip Code: 53703

**Developer Name: Gorman/Maurer**

1. What elements of the project did you like?

SUPPORT Living  
WAGES & APPRENTICESHIP  
ON TRUMAN OLSON

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Rule Enterprises**

1. What elements of the project did you like?

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

*Their Contractor*

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?



## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition  
Burr Oaks Capital View Monona Bay Other (please ID) Dudgeon Monroe  
Zip Code: 53711

**Developer Name: Gorman/Maurer** 2nd place, way ahead of 3rd and 4th

1. What elements of the project did you like?

Grocery store secured  
Good number of affordable units  
Local developer

2. What elements of the project do you think need improvement or could be changed? How so?

More density / affordable units

3. Are there any elements, present or missing, that cause you significant concern?

 **Developer Name: Rule Enterprises** Best overall!

1. What elements of the project did you like?

Minority-owned business  
Large number of affordable units (largest?)  
Larger grocery store Faster financing

2. What elements of the project do you think need improvement or could be changed? How so?

Have a specific grocer lined up

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

Nice things, but nothing that stands out compared to other proposals

2. What elements of the project do you think need improvement or could be changed? How so?

No grocer lined up

3. Are there any elements, present or missing, that cause you significant concern?

Lack of affordable units in Phase II, which means affordability may never happen

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

Larger grocery store, and already secured

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

Co-op style living may drive down costs, but isn't targeted to the demographic that needs the most help in Madison, more for students than POC

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code:

53715

### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

Size of the grocery store

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

? community space  
not clear

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

very little

2. What elements of the project do you think need improvement or could be changed? How so?

too preliminary  
grocery secondary to housing development

3. Are there any elements, present or missing, that cause you significant concern?

? community space

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

fitness ctr / community room  
for residents / rooftop patio - or  
just for renters

2. What elements of the project do you think need improvement or could be changed? How so?

not attractive  
rendering

3. Are there any elements, present or missing, that cause you significant concern?

no grocer identified

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

- like the idea of a community hubs  
- good size of grocery  
- coop units - very creative

2. What elements of the project do you think need improvement or could be changed? How so?

? appeal to student housing - a transient  
group.

3. Are there any elements, present or missing, that cause you significant concern?

would coop model really  
work?

uncertain @ the role of Habitat for  
Humanity

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53715

### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

- Well developed grocery store
- Mix of income units
- ~~for~~ Urban League partnership

2. What elements of the project do you think need improvement or could be changed? How so?

- all surface parking
- ~~high cost~~ delayed completion date

3. Are there any elements, present or missing, that cause you significant concern?

- level of city subsidy
- delayed completion date

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

- Density
- small subsidy
- structural parking

2. What elements of the project do you think need improvement or could be changed? How so?

- interval + resurface for ped-strikes, curbs + trees

3. Are there any elements, present or missing, that cause you significant concern?

- Can the developer pull this off (concern)  
we not repeat Bertha - JDS experience
- No grocery tunnel

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

- underground parking
- ability to coordinate with Pickle & Save site
- prompt completion date

2. What elements of the project do you think need improvement or could be changed? How so?

- level of city subsidy

3. Are there any elements, present or missing, that cause you significant concern?

- no affordable housing
- no commitment from sponsor
- street design differs from city plan

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

- Pro-type plan
- Density
- Habitat homes
- reduced parking
- commitment to sponsor
- small subsidy
- reduced dependence on tax credits

2. What elements of the project do you think need improvement or could be changed? How so?

- Come about all shuttling (walk it)

3. Are there any elements, present or missing, that cause you significant concern?

- Housing mix
- lack of affordable housing

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53713

### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

mixed income housing - affordable  
they build, design, + manage - long term  
we know the grocer

2. What elements of the project do you think need improvement or could be changed? How so?

larger store - like 30,000 sq. ft.

3. Are there any elements, present or missing, that cause you significant concern?

size - we want variety of brands + choices of products  
can you do that with small size?  
deli? bakery? seafood? good choices of fresh veggies

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

Not enough info to say

2. What elements of the project do you think need improvement or could be changed? How so?

too many units - too dense  
what other developments have you done? seem  
not sure how your numbers work out. - like how you can  
inexperienced

3. Are there any elements, present or missing, that cause you significant concern? put in 30,000 sq. ft.

not interested in enriching Amazon  
not Aldi when others can't

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

would be done sooner

underground parking

I like the phase 1 + phase 2 using pick + save  
Grocery should be first.

2. What elements of the project do you think need improvement or could be changed? How so?

uncertainty about which grocer  
Most people think that a bigger store than what we  
have would help keep prices lower

3. Are there any elements, present or missing, that cause you significant concern?

Please - can we focus on the grocer?  
we don't want Aldi

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

30,000 sq. feet  
on Park St. street level  
pedestrian friendly

Housing  
I like the thinking  
outside the box for  
housing - w/ Habitat

2. What elements of the project do you think need improvement or could be changed? How so?

How many Apts? or rooms?

3. Are there any elements, present or missing, that cause you significant concern?

Affordable housing



# Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53715

Developer Name: Gorman/Maurer

1st choice

1. What elements of the project did you like?

- Working w/ local (ie non-chain or franchise) grocer.
- Grocer open to working w/ community re stock etc
- Surface and indoor parking - degree of preparation

2. What elements of the project do you think need improvement or could be changed? How so?

- and 3 - grocery entrance is on side (north) street.
- grocery will need really good signage on Park St to guide (and entice!) shoppers

3. Are there any elements, present or missing, that cause you significant concern?

2023 completion date ... sounds possible?

For whichever is chosen; hope for Union construction + wrapped grocery

Developer Name: Rule Enterprises

1. What elements of the project did you like?

Combo of surface + underground parking.

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

- No grocer lined up.
- 3 brs at market rate - these are the units that should be more affordable for families.

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

- grocery fronts on Park St

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

- All market rate housing.  
- No grocer ~~lined~~ lined up

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

- Habitat's involvement

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

- Shared units geared to UW students. (Setup could work for workforce, but they may be deterred by 'student culture')  
- Too upscale for southside population

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: \_\_\_\_\_

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### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

*that they have a dedicated grocer already on board*

2. What elements of the project do you think need improvement or could be changed? How so?

*grocery store too small  
not enough parking*

3. Are there any elements, present or missing, that cause you significant concern?

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

*large grocery store + lots of parking*

2. What elements of the project do you think need improvement or could be changed? How so?

*traffic/trucks cross between parking + store*

3. Are there any elements, present or missing, that cause you significant concern?

*is parking structure in ph 1?*

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

2. What elements of the project do you think need improvement or could be changed? How so?

*Design depends on concurrent/development of P+S site  
to work  
No affordable housing*

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

*larger grocer sqft, but too upscale*

2. What elements of the project do you think need improvement or could be changed? How so?

*We don't need student housing - we need family housing*

3. Are there any elements, present or missing, that cause you significant concern?

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53715

### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

most comprehensive + developed. Has large affordable housing elements, Has a firm grocery store commitment.

2. What elements of the project do you think need improvement or could be changed? How so?

Neighborhood integration, will be key. Grocery store pay scales are not living wage ~~pay~~ at existing stores and won't

3. Are there any elements, present or missing, that cause you significant concern?

Construction + operation of the store need to compliment the progress of the workforce. fly in, Madison.

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

Quicker than Gorman.

→ long timeline before being online.

2. What elements of the project do you think need improvement or could be changed? How so?

Needs a grocery store, the primary focus of this process.

3. Are there any elements, present or missing, that cause you significant concern?

Seems very undeveloped as a proposal. Phase II??

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

Long-term history of commitment to neighborhood. Can get up + running quickly.

2. What elements of the project do you think need improvement or could be changed? How so?

Focus on ~~the~~ market housing first. Folks in the neighborhood not interested or need gentrification. Lots of city money.

3. Are there any elements, present or missing, that cause you significant concern?

Will phase II actually happen?  
No guarantee. Admittedly have had very profitable offers for this site (+ may not be a project for affordable housing).

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

Innovative approach. Larger grocery store.

2. What elements of the project do you think need improvement or could be changed? How so?

Focus on student housing when we need affordable working class housing for folks living + working in the community.

3. Are there any elements, present or missing, that cause you significant concern?

See #2 above.

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53713

### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

Independent grocer      Underground parking  
Affordable Housing  
Experienced grocer & contractor/developer

2. What elements of the project do you think need improvement or could be changed? How so?

Gap in time with no grocer

3. Are there any elements, present or missing, that cause you significant concern?

Environmental impacts  
Living wages  
Green building

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

Using input given at other meeting / Affordable Housing  
Flexible with grocer / Creative building shape

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

Environmental impacts  
Living wages  
Green building

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

Zero gap in grocery store  
Underground parking  
Flexible with grocer

2. What elements of the project do you think need improvement or could be changed? How so?

Affordable housing should be in phase 1 & 2

3. Are there any elements, present or missing, that cause you significant concern?

Green building  
Environmental impacts  
Living wages

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

Multimodal transit options  
Creative way to make housing affordable  
Good ideas for outdoor space

2. What elements of the project do you think need improvement or could be changed? How so?

Grocer too expensive  
No underground parking  
Too tall

3. Are there any elements, present or missing, that cause you significant concern?

Green building  
Environmental impacts  
Living wages



**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

2. What elements of the project do you think need improvement or could be changed? How so?

*I would like to see affordable housing in the 1<sup>st</sup> phase*

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

*Local madison grocer*

2. What elements of the project do you think need improvement or could be changed? How so?

*I don't understand why this is a good site for student housing. Why would students want to live in this area?*

3. Are there any elements, present or missing, that cause you significant concern?

## Developer Presentations Response Form



Neighborhood (please circle) Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: **53715**

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### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

*committed grocer is a Wisconsin-owned business*

2. What elements of the project do you think need improvement or could be changed? How so?

*Too much surface parking. I don't understand why the townhouses face Park.*

3. Are there any elements, present or missing, that cause you significant concern?

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

*Density is appropriate for the site. I like the emphasis on lots of affordable housing*

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53713

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### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

Really like the grocer that has been chosen!  
women-owned business

Good mix of affordable units. Reputable developer.

2. What elements of the project do you think need improvement or could be changed? How so?

More amenities in the development

3. Are there any elements, present or missing, that cause you significant concern?

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

African American developer

2. What elements of the project do you think need improvement or could be changed? How so?

more 2 and 3 BDR units

3. Are there any elements, present or missing, that cause you significant concern?

No confirmed grocery  
Developer has no roots in Madison

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

Ability to do phase 2 on Park in same site

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

No grocery confirmed.  
No affordable units phase 1

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

Home ownership

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

Student housing???

Gentrification

what makes the value of this project so much higher than the others (\$70 my)

# Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) MLAS

Zip Code:

**Developer Name: Gorman/Maurer**

1. What elements of the project did you like?

Maurer sounds good! but dominated by the huge apartment part. Don't need affordable Grocer just a good one!

Want Grocer on Park St.

2. What elements of the project do you think need improvement or could be changed? How so?

Our Main Interest is the Grocery Store. Not 90+ Apartments - i. Increase the Grocery decrease the Housing #

3. Are there any elements, present or missing, that cause you significant concern?

Roady Crowd! are making these people to the Neighborhood. Many People Walked out regarding affordable Housing

Phase II will include affordable Housing. Why focus on Housing in Phase I (Truman Blvd)?

The Nature of the "Connector" it was not clear especially on the West Side

**Developer Name: Rule Enterprises**

1. What elements of the project did you like?

2. What elements of the project do you think need improvement or could be changed? How so?

Rough looking Architecture! Too Many Housing units Main Goal should be the Grocer

350 Parker St! Too Much!  
150 Apts too Many

3. Are there any elements, present or missing, that cause you significant concern?

Developer Name: Welton Enterprises

corner of Parker Lane East

1. What elements of the project did you like?

I like the Grocery Store facing Parker Street

2. What elements of the project do you think need improvement or could be changed? How so?

Only 20,000 sq ft - Too Small  
Forget the PATIO

Underground Parking is not good for Grocery shoppers

3. Are there any elements, present or missing, that cause you significant concern?

Move Street to South side! No  
Grocery store is being swallowed up!  
Apartment are secondary  
Need easy access parking

Developer Name: Valeo/McShane/Baehr/Habitat for Humanity

Minimal assistance in City!  
1. What elements of the project did you like?

30,000 sq ft  
Convenient Market

Vibrant Community = good  
Market = "Hub of Community" = good  
I like Habitat for Humanity involvement

Organic Food Good  
Parking is open  
Minto Evland  
open 3 hours  
Not good

2. What elements of the project do you think need improvement or could be changed? How so?

Don't like sharing of houses - Multiple People per unit = Problem

3. Are there any elements, present or missing, that cause you significant concern?

Mentioned U.W. Housing Not Needed  
Habitat's Name OK  
Young Professional won't want shared housing

Co op Housing is not needed

# Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code:

53715

RANK

③

Developer Name: Gorman/Maurer

~~It wanted only if there was a grocery store gap, otherwise~~

1. What elements of the project did you like?

The grocery store aspect.  
Affordable housing

2. What elements of the project do you think need improvement or could be changed? How so?

I would like to hear more about groundwater plans. & green incentives if there are any plans for that.

3. Are there any elements, present or missing, that cause you significant concern?

5 stories seems tall. It seems like a significant change in the landscape of the neighbourhood. If there's a good reason for it I'd love to hear an argument for it but I ~~heard~~ <sup>heard</sup> prior development proposals were shut down for being higher than 3 stories. (gentrification esp w/ town homes)

③ Developer Name: Rule Enterprises

1. What elements of the project did you like?

pedestrian/bike friendly  
Affordable housing.

2. What elements of the project do you think need improvement or could be changed? How so?

don't love amazon hub but would like to hear more stats about it implemented other places.

We don't need 200 stalls for parking. if phase II is never done w/ garage  
400\$/mo for low income feels high. I paid 550/mo in a shared house on Spruce street not that long ago. And I wasn't on any kind of income assistance. nice large (3 bdrm)  
it doesn't feel like that good deal/affordable for people who need help.

3. Are there any elements, present or missing, that cause you significant concern?

Lack of grocery store committed at this time.

No scooters, but bikeshare might be nice.

do not like 5 stories.

② Developer Name: Welton Enterprises

1. What elements of the project did you like?  
neighbourhood community room.  
4 stories  
commitment to have no gap in grocery store service
2. What elements of the project do you think need improvement or could be changed? How so?  
looks & feels gentrifying. Does not fit w/ identity of the neighbourhood.  
is roof greenspace accessible to everyone? if no, then again, gentrifying.  
is it accessible to mixed income housing?
3. Are there any elements, present or missing, that cause you significant concern?  
market rate apts. ~~being built~~  
no committed grocery store  
small grocery store  
will they actually build affordable housing?

④ Developer Name: Valeo/McShane/Baehr/Habitat for Humanity

1. What elements of the project did you like?  
committed grocery store.  
co-op style housing (as long as it's not aimed at students)  
habitat for humanity.
2. What elements of the project do you think need improvement or could be changed? How so?  
the details of shared spaces in a rent-by-bed scenario really needs to be hashed out.  
  
this doesn't feel like the neighbourhood.  
how expensive grocery store is.
3. Are there any elements, present or missing, that cause you significant concern?  
Students. transient & (sometimes) disrespectful of their surroundings. I don't mind them around I am just wary of this becoming a dorm. I would prefer to live around families & adults ~~of low & mixed income~~ of low & mixed income.  
  
honestly I loved the habitat for humanity townhomes, but the student housing makes this my absolute last choice. ~~It's~~



Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53715

Developer Name: Gorman/Maurer

1. What elements of the project did you like?

Grocer, affordable housing focus  
Good proposal except

2. What elements of the project do you think need improvement or could be changed? How so?

Grocery store needs to face Park St  
more town houses

3. Are there any elements, present or missing, that cause you significant concern?

When will it be built - will there  
be grocery gap? No GAP!

Developer Name: Rule Enterprises

1. What elements of the project did you like?

getting in grocery ASAP - but need grocer  
to apply for WHEDA this year  
~~How would~~

2. What elements of the project do you think need improvement or could be changed? How so?

Needs grocer! No surface parking  
Access issues for parking/trucks/peds  
late in the design

3. Are there any elements, present or missing, that cause you significant concern?

funding?  
too many unknowns?

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

outdoor patio ~~santa parky~~  
covered loading area  
no grocery gap!

2. What elements of the project do you think need improvement or could be changed? How so?

store too small =  
too much market rate, need more affordable  
santa parky too small for Phase 1

3. Are there any elements, present or missing, that cause you significant concern?

2. how would Cedar on S side meet up  
on west side  
N-S connector - good idea  
need more detail in renderings  
funding?  
no graer!

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

Conrad/CityMarket David  
Stephen

1. What elements of the project did you like?

larger grocery! ~~co-op~~  
affordable 4 sale housing w/ H4H

2. What elements of the project do you think need improvement or could be changed? How so?

student housing - downtown vs. S side  
cooperative housing - how will this work?  
could H4H pair w/ another developer

3. Are there any elements, present or missing, that cause you significant concern?

Housing does not meet the needs of the  
community except H4H  
how will funding work?  
need family housing

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code:

53715

### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

Like focus on green & flexibility on housing options  
connection with Urban League

2. What elements of the project do you think need improvement or could be changed? How so?

No street front opening on Park Street for pedestrian traffic

3. Are there any elements, present or missing, that cause you significant concern?

Too small given the deactivation of Park Street & higher  
number of housing units.

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

Like that he incorporated idea on Amazon, Uber, ridesharing  
bike share. Like a minority developer.

2. What elements of the project do you think need improvement or could be changed? How so?

Who is the architect you are working with?  
Who is the builder being worked with?

3. Are there any elements, present or missing, that cause you significant concern?

Not enough experience? Will a grocer go with a  
less experienced developer?

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

Persuasive of developer given history.  
Like how Piskin save project is redeveloped

2. What elements of the project do you think need improvement or could be changed? How so?

Larger grocery.  
Need to get a grocer

3. Are there any elements, present or missing, that cause you significant concern?

Grocer is too small  
Cedar Street Not continued

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

No public financing  
Owner occupied Habitat project  
Larger market Local grocer

2. What elements of the project do you think need improvement or could be changed? How so?

Not sure about coop idea.

3. Are there any elements, present or missing, that cause you significant concern?

Cooperative housing could be problematic from a security viewpoint.

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53715

### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

- Has committed local grocer
- Reasonable store size
- Like 93 units of housing - density is appropriate
- Like mixed income housing

- Surface parking

2. What elements of the project do you think need improvement or could be changed? How so?

None.

3. Are there any elements, present or missing, that cause you significant concern?

No. I'm very favorably impressed with this team.

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

I like developer's responsiveness and energy.

2. What elements of the project do you think need improvement or could be changed? How so?

Housing density seems high.  
I think a surface lot is important to success of grocer.

3. Are there any elements, present or missing, that cause you significant concern?

No committed grocer. I think this is a huge concern, especially with no surface parking.

## Developer Name: Welton Enterprises

1. What elements of the project did you like?
  - Reasonable size grocery store
  - Outdoor patio is nice idea, and responsive to community
  - Surface lot
  - Housing density is appropriate to site.
2. What elements of the project do you think need improvement or could be changed? How so?
  - This team didn't present site plans, so I'm not sure.
3. Are there any elements, present or missing, that cause you significant concern?
  - No grocer is committed.

## Developer Name: Valeo/McShane/Baehr/Habitat for Humanity

1. What elements of the project did you like?
  - Large grocery store
  - Housing (Co-op) idea is interesting.
  - No subsidies or tax credits.
2. What elements of the project do you think need improvement or could be changed? How so?
  - Not sure that housing plan fits the neighborhood population.
3. Are there any elements, present or missing, that cause you significant concern?
  - No surface parking - seems like a problem for the grocery store.
  - Grocery store doesn't seem like the best fit - not as good as Mauer in my opinion.

## Developer Presentations Response Form



Neighborhood (please circle) Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53715

### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

grocery is central to site

2. What elements of the project do you think need improvement or could be changed? How so?

Larger grocery store

3. Are there any elements, present or missing, that cause you significant concern?

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

2. What elements of the project do you think need improvement or could be changed? How so?

Whole thing is a bit vague, ~~sh~~

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?
2. What elements of the project do you think need improvement or could be changed? How so?

CONCERNS OVER TRAFFIC FLOW

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?
2. What elements of the project do you think need improvement or could be changed? How so?

Community Aspect  
Big Grocery

Too many students

3. Are there any elements, present or missing, that cause you significant concern?

Specifiers are lacking in general



In general, I agree with the comment that was made that it seems like the grocery is an amenity for the apartments more than an amenity that is needed to serve a large neighborhood.

**Developer Presentations Response Form**

Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53713



Developer Name: Gorman/Maurer *Are the townhomes intended for sale or rent?? I don't know why anyone would want to live right on S. Park St.*

1. What elements of the project did you like?

*Good to know who the grocer is, however, I visited the store in Wisconsin Dells and it was somewhat like the current grocery in terms of offerings - see below.*

2. What elements of the project do you think need improvement or could be changed? How so?

*Grocery store - too small. The reason I do not do more shopping at current store because of the limited offerings there. Based on this size I'm doubting I'd do any more shopping there which I was hoping to change.*

3. Are there any elements, present or missing, that cause you significant concern?

*Space in the grocery store.*

**Developer Name: Rule Enterprises**

1. What elements of the project did you like?

*Like the greater density.*

2. What elements of the project do you think need improvement or could be changed? How so?

*Need more details. Connection between the grocery and the parking structure.*

*The possibility of not being able to do phase II and being left with a big surface parking lot.*

3. Are there any elements, present or missing, that cause you significant concern?

*If grocers need more "rooftops" - why aren't we building more units? There is certainly space and we could add more density.*

## Developer Name: Welton Enterprises

1. What elements of the project did you like?

Appreciate Mr. Welton's commitment to the neighborhood. Nobody knows who he is really - I think that's why ~~they~~ he may not get his due.

2. What elements of the project do you think need improvement or could be changed? How so?

grocery way too small - grocery store studies should address how many of us shop at multiple stores in order to find the goods we want to buy. We got to Pick n save, CapCenter, Walmart, Aldi, ~~the~~ Trader Joe's. plus ethnic grocery stores. more people would shop here if there were better selection.

3. Are there any elements, present or missing, that cause you significant concern?

Seems like we are over being asked to provide A huge subsidy

## Developer Name: Valeo/McShane/Baehr/Habitat for Humanity

1. What elements of the project did you like?

Really love Capitol Center Market. I have shopped there since it opened. It is often very expensive.

We need more for sale units in S. Madison, but I'm not sure Habitat is a reliable partner.

2. What elements of the project do you think need improvement or could be changed? How so?

Hate the idea of creating student party homes. Oriented to post grads - how are you going to guarantee this??

This seems like a way for a developer to make a lot of money by providing less well-developed buildings.

3. Are there any elements, present or missing, that cause you significant concern?

Housing to actually address needs of our area.

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) Greenbush

Zip Code: 53715

### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

like the fact that a grocery store is already identified.  
Full service grocery store, not just low cost.  
like the idea of the townhouses, so not all units are in 4-5' story buildings.

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

2023 is way too far out for this project

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

like the idea of no surface stalls but I do worry people prefer <sup>above</sup> ~~below~~ ground, surface parking.

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

I hope they can get a grocery store.  
Details were too limited to get a good idea what is missing.

droltas@cityofmadison.com

## Developer Name: Welton Enterprises

1. What elements of the project did you like?

I like the idea of completion by 2021

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

No grocery store identified, & only 20,000 sq. ft. —  
Very small!

We currently shop at Pick N. Save & find product mix to be minimal.

## Developer Name: Valeo/McShane/Baehr/Habitat for Humanity

1. What elements of the project did you like?

I like that market has been identified. am familiar w/capitol centre mkt downtown & find it to be a good fit in this neighborhood.

I like that financing from the city isn't needed. — like the habitat for humanity homes for young families.

2. What elements of the project do you think need improvement or could be changed? How so?

Not at all sure about 'shared' living spaces.

Really wish we weren't trying to get more spaces for students.

3. Are there any elements, present or missing, that cause you significant concern?

Not sure scaring the community by trying to attract more students to area.

City could/should narrow the 4 to 2 best grocers & 2 best housing & then see if there's a match to find best one.

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) Town of Madison

Zip Code: 53713

(Park Village Apts.)

### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

*May like this one best, partly based on web info*

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

2. What elements of the project do you think need improvement or could be changed? How so?

*Not familiar w/some of possible stores*

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?
2. What elements of the project do you think need improvement or could be changed? How so?

*Grocery dropped out.*

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?
2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

*I don't feel loop idea is one I would want to  
uh wise - not safe for 1 to live with strangers,  
Man says they'll do roommate matching.*

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53715-2045

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### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

more "affordable" units

2. What elements of the project do you think need improvement or could be changed? How so?

slow timeline

3. Are there any elements, present or missing, that cause you significant concern?

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

2. What elements of the project do you think need improvement or could be changed? How so?

many unanswered questions

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

2. What elements of the project do you think need improvement or could be changed? How so?

Why starting w/ mkt rate - that is not what Madison needs

Small groc store

3. Are there any elements, present or missing, that cause you significant concern?

Lack of concern for affordable housing.

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

Larger groc store

2. What elements of the project do you think need improvement or could be changed? How so?

Not geared toward current neighborhood

3. Are there any elements, present or missing, that cause you significant concern?

Madison already has multiple mkt rate student housing units  
Low rent units are lacking in city!



# \* Why does Fish Hatch + Park need connect here?

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: \_\_\_\_\_

WEADA 73 affordable  
 98 units affordable housing townhomes 5 stories  
 86 spaces surface 90 under (Main 24,000 sqft)

**Developer Name: Gorman/Maurer**

1. What elements of the project did you like?

The grocer is already picked + wants to talk to community about what is available for product

2. What elements of the project do you think need improvement or could be changed? How so?

If starting wage is between \$9-\$10/hr, the workers would not be able to live in the apartments. Section B 19<sup>or</sup> 18 are affordable  
 30% 3bdm 654  
 60% 3bdm 1156

3. Are there any elements, present or missing, that cause you significant concern?

A place for children to play outside/they stated it could possibly go on the site where Rick + Sowe is now. I don't see that as any guarantee.

**Developer Name: Rule Enterprises**

30,000 sqft  
 150 units  
 to 130 units

3bd. about 1,200 sq ft  
 5 stories

1. What elements of the project did you like?

Jacob Park st  
 360 parking stalls w/ a garage!! More units @ 30%  
 Can get started quickly

2. What elements of the project do you think need improvement or could be changed? How so?

30 are @ 30% @ \$454

3. Are there any elements, present or missing, that cause you significant concern?

Doesn't have a store yet.  
 w/ place for children to play

90 units  
4 stories

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

Stated they could provide green space for children  
to play

I like the connector street is not perpendicular to Cedar

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

The store is too small!

They are forgetting the people who commute out of Madison from Oregon, Edgerton, etc. would buy @ that store because of easy access  
Surface parking... gr.

No grocer so far

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

Minimal city assistance, \$30,000 sqft!  
Center city market

Like ownership

450 parking spaces Like the idea of alt. ideas for affordable housing w/out gov. subsidy

2. What elements of the project do you think need improvement or could be changed? How so?

Cooperative??  
Maybe??

seems like a lot of focus on students + low income level.

3. Are there any elements, present or missing, that cause you significant concern?

Green space for children

affordable housing

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code: 53715

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### Developer Name: Gorman/Maurer

1. What elements of the project did you like?

I liked the Maurer grocery input and size.

2. What elements of the project do you think need improvement or could be changed? How so?

Seems not to be enough units of actual affordable housing

3. Are there any elements, present or missing, that cause you significant concern?

too complicated of pricing

### Developer Name: Rule Enterprises

1. What elements of the project did you like?

I liked the idea of a more accessible Amazon hub and Uber/cab drop off, it has more affordable units.

2. What elements of the project do you think need improvement or could be changed? How so?

Maybe trying to do too much on one site

3. Are there any elements, present or missing, that cause you significant concern?

need clarity in layout of site and scale

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?

I liked the lay out of grocery on bottom and housy on top

2. What elements of the project do you think need improvement or could be changed? How so?

Does not prioritize affordable housing and too small of store

3. Are there any elements, present or missing, that cause you significant concern?

missing info affordable housing

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?

Good size grocery store I like the idea of the store being the center hub.

2. What elements of the project do you think need improvement or could be changed? How so?

No. of enough emphasis on creating actual affordable housing units. Rent by room is not a realistic affordable solution for non students

3. Are there any elements, present or missing, that cause you significant concern?

no pictures or layout examples of building parking and etc that we could get a better idea

## Developer Presentations Response Form



Neighborhood (please circle): Bay Creek Bay View / Triangle Bram's Addition

Burr Oaks Capital View Monona Bay Other (please ID) \_\_\_\_\_

Zip Code:

53713

**Developer Name: Gorman/Maurer**

1. What elements of the project did you like?

*not enough affordable housing*

2. What elements of the project do you think need improvement or could be changed? How so?

3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Rule Enterprises**

1. What elements of the project did you like?

*Good presentation  
more people oriented  
more apts & parking  
large store space*

2. What elements of the project do you think need improvement or could be changed? How so?

*liked amazon hub  
uber & cab drop off*

3. Are there any elements, present or missing, that cause you significant concern?

*traffic issues*

**Developer Name: Welton Enterprises**

1. What elements of the project did you like?
2. What elements of the project do you think need improvement or could be changed? How so?
3. Are there any elements, present or missing, that cause you significant concern?

**Developer Name: Valeo/McShane/Baehr/Habitat for Humanity**

1. What elements of the project did you like?
2. What elements of the project do you think need improvement or could be changed? How so?
3. Are there any elements, present or missing, that cause you significant concern?



# FREEDOM INC COMMUNITY DINNER & DISCUSSION SUMMARY

## Priorities From Our Community

- **LOW-INCOME HOUSING**
- **HOUSING FOR THE HOMELESS**
- **HOUSING FOR VETERANS**
- **QUALITY GROCERIES THAT ARE AFFORDABLE FOR LOW-INCOME FOLX THAT'S CLOSE BY**
- **CITY EVENTS AND SPACES THAT ARE MADE FOR BLACK FOLX & POC**

## FREEDOM INC FOOD JUSTICE

- Give Black & Southeast Asian south Madison residents the power to choose what kind of grocery store will be built on the empty Truman-Olson lot just south and next to Pick 'n Save.
- Developers must agree to a Community Benefits Agreement (CBA)
  - Pay workers a living wage
  - Hire from low income neighborhoods
  - Build low income/affordable housing
- ✈ - Ensure a wide variety of foods that are quality, fresh, and affordable for low income residents
- Turn City of Madison properties into community land trusts where Black & Southeast Asian folx can decide what will be built.
- Develop a plan that will allow ALL City residents to feed their whole household with quality meals for each meal of the day.
- Invest money into Black- & Southeast Asian-led business & housing ideas.





## **SOUTH MADIISON UNITE!**

**September 8, 2019**

About 30 South Madison neighbors attended a meeting on September 4, 2019, organized and facilitated by South Madison Unite!, to discuss the proposals for the Truman Olson site submitted last month by 4 developers—Rule Enterprises, Welton Enterprises, Gorman/Maurer’s Markets, and Baehr/Habitat for Humanity.

All four proposals include a full-service supermarket and a mix of affordable and market rate housing. To see them, go to: <https://www.cityofmadison.com/dpced/economicdevelopment/truman-olson-rfp/2773/>

The group discussed and have thumbs up to these aspects of the four proposals:

- 1) A completion date in 2021 for the full-service supermarket portion of development to ensure continuous access to healthy food in South Madison.
- 2) Mid-density development of ideally no more than four stories with two-stories only fronting Park Street in keeping with the character of the surrounding residential community.
- 3) Maximum size supermarket and enhanced retail with commercial parking to meet unmet community need.
- 4) Community-enhancing amenities, such as meeting space open to the community, health-related classes with SSM, shuttle service throughout South Madison to the supermarket, and outdoor green space/patios.

The group appreciated the efforts of all four developers to respond to community needs, many of which were expressed at the July 23, 2019 meeting arranged by the City. However, it expressed disappointment that the plans overall do not integrate the Wingra Triangle into the existing neighborhood and fail to contribute to the “enhanced streetscape beautification of Park Street to enhance the corridor’s roles as a pedestrian and bike-friendly neighborhood commercial street.” (This is called for by both the South Madison Neighborhood Plan and Wingra BUILD Plan.)

The group gave **thumbs down** to the following elements of all four plans:

- 1) Not addressing how to keep the supermarket sustainable or affordable (or lacking a committed grocer)
- 2) Density of the proposed housing. (The Wingra BUILD Plan calls for a maximum of 30-50 dwellings per acre);
- 3) Overdependence on market-rate housing (as opposed to affordable), which will contribute to the ongoing gentrification of South Madison.
- 4) Not integrating the Wingra Triangle into the existing neighborhood to fit its quaint, older character.
- 5) Not improving the Park Street corridor's streetscape or its role as a pedestrian and bike-friendly "neighborhood" street
- 6) Complicating the intersection at Cedar Street (taking it from a 3-way to a four-way intersection and making residential Cedar into a thru street)
- 7) Prolonging the timeline to completion by depending too heavily on public or grant funding

South Madison Unite! will attempt to meet with all four developers and with Alders Carter and Evers and City Planning staff prior to the neighborhood meeting scheduled for September 26, 2019 at 6 PM at the Labor Temple, 1602 S. Park Street, to review the input from this meeting.

## **OVERALL LIKES**

- Early completion date
- Keeping to mid-density and fewer stories with limited stories along Park Street
- Attention to interface with community
  - Fewer rather than more stories, especially along Park Street
- Attention to community needs
  - Healthy food programs
  - Shuttle service
  - Community space

## **LIKES BY PLAN (Some items listed apply to more than one plan)**

### **GORMAN**

- Responsiveness to community's voiced needs
  - Focus on hiring store employees from the community
  - Focus on affordable Section 42 housing
  - Setback of housing; keeping to 2 stories at Park Street
  - Landscaping
- Asking the city to pay for the through street

### **WELTON**

- Alternate street location
- Four-story limit
- Interaction of the development with space along Park Street/Interaction of the two sites (Truman Olson and Pick 'N Save)
- Alternate placement of Park Street access/the street extension
- Attention to amenities (fitness center, patio)

### **RULE**

- Funding model's independence of applied-for funds
- Emphasis on access (mobility/public transit)
- Partnership with SSM on programs for the community
- Larger size of store

### **HABITAT**

- Purchasable town homes
- Sufficient setback from the Park Street
- Design of the through street as a neighborhood street
- Number of parking spaces allows for a possible park-n-ride to downtown
- Amenities to community such as a shuttle service to the grocery, community space
- City to pay for the street

## **OVERALL DISLIKES**

Neighbors mentioned the following "dislikes" about the city's focus with respect to developing Truman Olson (these do not point to any one plan)

- The plans do not integrate the Wingra Triangle into the existing character of the surrounding neighborhood/community.
  - Buildings are too dense and too tall.
- The plans do not contribute to taming Park Street or integrating it into the community.

- “Park Street should be reconstructed with enhanced streetscape beautification and pedestrian-friendly fixtures. Park Street will need to serve dual-roles as a major high volume arterial and neighborhood commercial street.”)
- The look of the buildings is not in keeping with the existing neighborhood.
  - They appear to be modeled after the development along East Washington.
  - They should look instead to other community streets, such as Atwood, University close to downtown, or Williamson Street.
- The plans contribute to the gentrification of the Triangle and the surrounding community with an overemphasis on market rate housing.
- The plans complicate the intersection at Cedar Street, taking it from a 3-way to a four-way intersection.
- The plans don’t address how to keep the grocery store sustainable.
- The plans don’t address keeping the neighborhood sustainable.
- Three of the four plans lack a committed grocer.
- The size of the store appears to be too small to serve the diverse needs of the community or to ensure sustainability.
- The plans do not spell out clearly enough the needed partnership with SSM or with other public health providers.
- There is an overemphasis on housing to the detriment of the supermarket.
- The plans depend too heavily on TIF, WHEDA, and other funding that prolongs their timeline to completion.

## QUESTIONS

- **What is the definition of affordable housing?**  
*Definition: Affordable housing refers to housing units that are affordable by that section of society whose income is below the median household income.*  
  
*Description: Affordable housing should address the housing needs of the lower- or middle-income households. Affordable housing becomes a key issue especially in locations where much of the population can’t buy houses at the market price.*
- **What is the definition of workforce housing?**  
 Workforce housing is a term that is used by government and organizations concerned with housing policy or advocacy to refer to any form of housing, including ownership of single or multi-family homes, as well as occupation of rental units for households with earned income that is insufficient to secure quality housing in reasonable proximity to the workplace..
- **Will Maurer’s become the grocery store for all proposals? Is there currently the guarantee of a long-term grocer?**  
*Maurer’s is open to becoming the grocer for the site and has voiced its commitment to the Madison community. Its involvement depends on whether it can afford the rent required by whichever developer is chosen to build on the site.*
- **What is the status of the north/south street on the Wingra Triangle as laid out in the Wingra BUILD Plan?**  
 While the City originally insisted on the north/south street laid out in plan drawings on the Wingra BUILD Plan (which drew on the existing South Madison Neighborhood Plan) as essential to the enhanced connectivity of the site to its surrounding community, it now no longer emphasizes the need for this street. The SMNP strove to integrate the Wingra Triangle into the community instead of leaving it as an east/west barrier within South Madison.