

From: S J <srj29@cornell.edu>

Sent: Monday, December 21, 2020 1:46 PM

To: Stouder, Heather <HStouder@cityofmadison.com>; Evers, Tag <district13@cityofmadison.com>; Allen Arntsen <allenarntsen@gmail.com>

Subject: Truman Olson parking and opportunity costs

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Dear Heather Stouder,

Please consider my following thoughts on Truman Olson's parking and its opportunity costs.

I am writing to advocate *less* parking in the Truman Olson development partly in response to a number of fearful community voices who project that, without *more* resident parking, the Truman Olson tenants' will so impose on the grocery parking lot that Luna's will be unable to manage and will consequently fail as its driving customers abandon the store because of its (feared) lack of parking.

Know that there are alternative voices who consider that the opportunity costs of the parking demonstrate that there is already too much structured tenant parking and too little housing. The best solution would be to build more apartments in the currently planned approximately 96 tenant structured parking places, and to leave only the relatively inexpensive (but still built over) ground level parking lot of approximately 60 spaces for the grocery; the best solution is to use those additional apartments' income to lower the cost of housing at Truman Olson, increasing Madison's housing supply.

I am aware that for various reasons it may be unrealistic at this time to include market rate apartments within the Truman Olson development, but a quick review of the opportunity costs reveal that affordable housing itself would offer similar, if not as spectacular, benefits compared to dedicating the space to parking.

The opportunity cost of 96 parking spaces at Truman Olson compared with 40 market rate studio apartments can be estimated as follows:

96 structured parking spaces = 24,000sf (square feet), including the shared "driveway" space needed to enter and exit them.

24,000sf also = 40 approximately 500sf studio apartments, allowing 100sf per apartment for exterior walls.

(96 parking spaces at Truman Olson) X (the maximum \$75 dollars monthly per space) = \$7,200.

(40 studio apartments) X (a market rate \$1,500 monthly per apartment) = \$60,000.

The opportunity cost of structured parking at Truman Olson = at least \$52,800 a month, \$633,600 a year, and the loss of 40 apartments, to Truman Olson and Madison.

This lost income – hundreds of thousands of dollars a year even at affordable housing rates -- could have lowered the grocery store and the tenants' rent, strengthening the grocery and making the total number of affordable apartments more affordable -- or it could have paid for other needed tenant amenities and wishes, such as art.

In essence, no matter what discount the tenants receive for their structured parking, the opportunity cost of that parking is already included in their higher rent, especially for those who don't own a car. Shifting parking costs from car owners to renters hides one key cost of car ownership.

Starting at Truman Olson, Madison can still build more green, affordable housing for the many people who pay for parking indirectly, but who can't afford a car, or can't drive because of disability, or simply don't want a car, so that these people can live near all the amenities found on this major public transportation axis.

Thank you for your time,
I welcome your response,
Please forward to the relevant city agencies -- planners, economic development teams, and even civil rights advocates,

Sincerely,

Stanley Rubio Jackson

From: [Allen Arntsen](#)
To: [Parks, Timothy](#); [Firchow, Kevin](#); [Janine Glaeser](#)
Cc: [Evers, Tag](#); [Carter, Sheri](#)
Subject: Truman Olson
Date: Wednesday, January 6, 2021 9:45:46 AM

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Greetings and Happy New Year. This email is to express my support for approval of the Truman Olson affordable housing and grocery store, which are before the Plan Commission on January 11 and the UDC on January 13.

I have been involved with redevelopment plans for this site for several years. In 2017-18 I was on a neighborhood steering committee considering proposals for the site, which initially included SSM facilities, along with affordable housing and a grocery. During my interim 13th district alder term, I was involved considering additional proposals for the site, including combination with the adjoining Pick N Save site. Most recently I served on the neighborhood steering committee established by alders Evers and Carter to review the most recent process that resulted in the current development.

This is an important project for the south side. Given the planned closing of the Pick N Save, a new grocery is critical. This is a great location for affordable housing, given proximity to transportation corridors, great bus service, nearby green space along Wingra Creek, Bowman field, and the arboretum, and excellent walkable neighborhood schools. However the site is challenging. It is long and narrow, and made narrower by the City's decision to place the entirety of the Cedar street extension on this property, to avoid the cost of acquiring land from the adjoining property.

Given the site constraints, I believe that the development team has presented an outstanding project. It fully complies with existing city and neighborhood plans for the Wingra triangle. Given cost constraints of affordable housing, providing structured parking is a remarkable amenity. I am aware of certain community voices that seek to micro manage the project regarding parking numbers and locations, but I believe that we will be well served to let the development team, which has experience in affordable housing, housing for people with disabilities, and grocery store management handle these issues. Similarly, while it would be optimal to have more outdoor recreation space on site, the site constraints simply don't allow this. The green roof provides some outdoor recreation. Again, this site is within minutes of several outdoor recreation areas.

The benefits of this project to the city and the south side cannot be overstated. Maintaining a full service grocery, managed by an experienced, community focused operator, is critical. Over 150 affordable housing units, including many larger two and three bedroom apartments, is a substantial contribution to our efforts to deal with Madison's affordable housing problems. Structured parking is a valuable amenity, given the location near Wingra creek.

Finally, the process that resulted in this project has been a substantial one. There have been multiple facilitated steering committee and community engagement meetings. Project stakeholders, including the city, the county, Movin Out, Lunas, and the development team, have worked together to maximize the contribution of this site to the city and south Madison. It is easy to nit pick and micro manage a project as substantial and complex as this one. I strongly urge all city approval bodies to expeditiously approve this project so that it can move

forward on a schedule that will avoid a grocery store gap in south Madison.

Thank you

Allen Arntsen

From: [Dave Davis](#)
To: [Parks, Timothy](#); [Kirchgatter, Jenny](#)
Subject: Re: 1402 S. Park St. - Truman Olson project
Date: Friday, January 8, 2021 2:46:45 PM
Attachments: [TO_1stFloor_parking.pdf](#)
[TO_2ndFloor_parking.pdf](#)
[TO_3rdFloor_parking.pdf](#)

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Tim,

Thanks for providing the link to the city's review comments for the Truman Olson project. We are submitting a letter detailing some of our concerns with this project for inclusion in Legistar but I wanted to make you and Jenny aware of one of those concerns since it seems important.

Based on the latest building plans that are available in Legistar for this project, it appears there are only 157 parking stalls in the parking garage and I have attached three PDF files which show my count of the parking stalls based on those plans. I believe that the overlapping of the match lines shown on the ramp between the first and second levels of the parking garage, as shown on the plans for the 1st and 2nd floors of the building, may lead to four stalls being double counted. Earlier this week, we requested that Alder Evers ask the development team for clarification regarding this apparent discrepancy and we received the following response: *"The current plans are not to construction specifications. Arc-Int states that current plans can accommodate 161 spaces. Construction drawings will include this level of detail."* I understand that per Zoning's comment 61 the developer is required to *"Provide a parking summary with the numbers of vehicle parking stalls, accessible stalls, and bicycle stalls per level"* and I want to make you aware that the developer has seemingly stated that an accurate count of parking stalls can not be made based on the building plans currently available in Legistar. It's possible that I'm wrong.

Also, I noticed a typo in Zoning's comment 66 which reads: *Provide details showing that the primary street façade abutting N **Whitney Way** meets the door and window ...*

Best regards, stay safe,

Dave

On 1/8/2021 11:34 AM, Parks, Timothy wrote:

Dave,

Happy New Year! I hope that you are well during this unprecedented time.

The Plan Commission staff report for Truman Olson is hot off the presses and attached for your information. If you have any questions about it, please let me know on Monday.

Regarding the parking, the project is required to get an automobile parking reduction greater than 20 spaces but less than 25% of the required parking approved by the Director of the Department of Planning and Community and Economic Development of as allowed by the Zoning Code. It is just under the threshold for a conditional use parking reduction exceeding 20 spaces and 25% of the required parking. A table outlining the required parking is on page 3 of the report; those calculations were done by Jenny Kirchgatter in Zoning

if you have questions about her conclusions;
jkirchgatter@cityofmadison.com.

Best regards,
TIM

Timothy M. Parks
Planner
Department of Planning & Community & Economic Development
Planning Division
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Due to the COVID-19 public health crisis, the Planning Division offices are closed to the public. More information on City services during this time may be found at:
<https://www.cityofmadison.com/health-safety/coronavirus>. For more information on Planning Division development review operations, please see
<https://www.cityofmadison.com/dpced/planning/development/437/>.

-----Original Message-----

From: Dave Davis <davis_da@charter.net>
Sent: Thursday, January 7, 2021 10:05 AM
To: Parks, Timothy <TParks@cityofmadison.com>; Glaeser, Janine <JGlaeser@cityofmadison.com>
Subject: 1402 S. Park St. - Truman Olson project

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello Tim and ,

I'm wondering if planning staff will be preparing a report or comments for the above project and, if so, when they will be available for viewing in Legistar. Also, from the information I received from zoning staff last year, it appears that this project will require a reduction from the amount of on-site parking required by the zoning code. Do you know how that will be handled and if the public will have an opportunity to comment on that? If you are not the appropriate persons to answer those question, would you please forward this e-mail to the appropriate person/people.

Regards,

Dave

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Dave Davis
210 Koster St
Madison, WI 53713
608 257-3305



January 8, 2021

TO: City of Madison Plan Commission

From: Greg Jones, President

Dane County NAACP

Subject: Referral to later meeting

According to the United States Department of Agriculture (USDA) “Lower-income families have access to fewer supermarkets and other healthy food retail outlets that provide a wide selection of affordable, nutritious foods.” This problem impacts residents of both urban and rural areas across the country and is compounded by disproportionately higher rates of diet-related disease and the lost commercial vitality that makes communities livable and helps local economies thrive. The Dane County NAACP has received significant feedback about the decisions, process, and direction of a potential grocery gap in South Madison. In addition, we have monitored the progress of development in meeting the grocery needs of the residents of South Madison.

Background

When SSM Health announced plans to build their new clinic at the site of the current Pick N' Save, with a timeline that would have resulted in the store being demolished by this past November, there was confusion, fear and outright concern about the future of a grocery store to serve South Madison. However, faced with neighborhood concerns about the loss of the only full-service grocery store serving the South Side, SSM made the decision to regroup and instead build their clinic on their own property adjacent to the current clinic on Fish Hatchery.

The City responded by issuing a new RFP for development of the adjacent Truman Olson property, and Rule Enterprises was selected. Rule has since joined forces with Movin' Out as co-developers of the site. Movin' Out has a long history of successful projects providing affordable housing and assistance for people and families with disabilities.

The Geography of Inequitable Access to Supermarkets in the United States shows African Americans are 2.49 times and Latinos are 1.38 times more likely than Whites to live in neighborhoods without access to a full-service grocery store.

In January 2020, Luna's Groceries signed a Letter of Intent with Rule Enterprises to open a grocery store on S. Park St. at the Truman Olson site.

Issues of Concern

1. Not enough public input on the decision to offer a traditional or non-traditional grocery store. See attachment.
2. The pace of decision-making without community input is too fast and should be slowed down. We request a delay to include more input from the residents and community.
3. The grocery store appears to be an after-thought, i.e., a mixed-use development featuring 150 units of housing and a full-service locally owned grocery store.
4. There must be serious discussion and decision-making on a full-service grocery store in South Madison. We will ask for meetings with the Mayor of Madison and appropriate city staff, community representatives, the NAACP and other community groups to further advance a full- service grocery store in South Madison.

To: Plan Commission
From: List of signatories to be delivered January 11, 2021
Re: Truman Olson Development – Requested Conditions of Approval
Date: January 8, 2021

CONCERNS REGARDING THE PROPOSED TRUMAN OLSON DEVELOPMENT

Please note that neighbors could not begin circulation of this letter until after the development team replied to some of our final questions on January 5, 2021 and we read the Planning Staff Report on January 8, 2021. We will bring you a list of signatures endorsing this letter on January 11, 2021.

- 1) **On-site parking with approved parking plan** – These concerns focus on the community’s and national studies’ assessment that the long-term success of the full-service supermarket—the community’s and City’s stated priority for this development—is dependent on sufficient parking for customers during its hours of operation. We understand that the total number of parking stalls may be reduced to 161 by the Director of DPCED; however based on the publicly available building plan in Legistar, we believe there are only 157 parking stalls. We further believe that a mismatch of the match lines shown on the ramp between the first and second levels of the parking garage, as shown on the first-floor plan and the second-floor plan, leads to the overcount in the number of stalls by four. (See the 3 attached PDFs, which show parking stalls numbered 1-157.)

Substantiation:

- Zoning requires 62 parking stalls for the 24,800 sq. ft. full-service grocery store and 150 stalls for the 150 units of affordable housing. The owner of Luna’s has stated that she will need 60 parking stalls.
- The updated design plans do not indicate which 60 parking stalls will be dedicated for use by the supermarket during its hours of operation. Nor do they indicate a method for ensuring how the use of these stalls will be reserved for shoppers.
- At neighbors’ request, Alder Evers asked the project development team earlier this week to explain the apparent discrepancy in the number of stalls. The response he produced is: “The current plans are not to construction specifications.” Arc-Int states that “Current plans can accommodate 161 spaces. Construction drawings will include this level of detail.”

Solutions: We request that:

- The City allow the 60 parking stalls closest to the entrance to the grocery store to be designated as grocery store-only parking during the hours of operation of the grocery store.
- The developer be required to secure a binding, long-term commitment from an adjoining property owner to lease of buy additional parking capacity as a Condition of Approval to ensure additional parking for affordable housing tenants if more proves needed.
- The developer be required to submit dimensioned architectural plans showing a total of 161 parking stalls, including the locations of accessible stalls in the parking garage (ramp) as a Condition of Approval.

COMMUNITY CONCERNS REGARDING HOUSING

- 2) **Open space** – Open space for this project is limited to 4,000 sq. ft. rooftop patio, 1,500 sq. ft. sidewalk area in front of the supermarket, and approximately 1,000 sq. ft. near the northwest corner of the parcel. Prior plans for the Truman Olson site refer to the northwest corner of the project area as a recreational play space/picnic area. The most recent plans show it as a bioretention basin.

Substantiation:

- Open space adjacent to residential space is essential to tenants’ quality of life, a fact supported by numerous studies and especially true for the well-being of the 120+ children anticipated to live here.
- There is no green recreational space currently on the Wingra Triangle, which is separated from area parks by South Park Street and Fish Hatchery Road.

Solution: We request that:

- The ground-level, open green space on the northwest corner of the site, the only “green outdoor play space” directly associated with the development, be preserved. The developer should identify alternatives to the bioretention basin with City Engineering as a Condition of Approval to preserve the entirety of the only ground-level recreational green space on the site.

- The City prioritize plans for an appropriately-sized, City-owned neighborhood park in the Wingra Triangle to provide open space to serve existing and future residential developments within and surrounding the Triangle.
- The City consider allocating TIF funds to the purchase of land on the Wingra Triangle to develop a neighborhood park for existing and future development on the Wingra Triangle and surrounding area.

3) **Four-sided architectural design/Public art** – This building is in Urban Design District 7, which requires above-average architectural design for the granting of extra stories. Four-sided architecture is the standard for buildings located along the gateways into Madison for the visual enhancement of these corridors. Public art also contributes to the outstanding appearance of buildings.

Substantiation:

- The building's south side lacks the basic standards of four-sided design. The materials chosen for the south side of the building do not enhance the appearance of the building from the south.
- The south side of the Truman Olson building will be viewed regularly by people traveling north on the South Park corridor and by people living and working in future developments south of the Truman Olson site.
- The development team for this project indicated at the initial UDC meeting that the south façade cannot be left blank.
- The development team has proposed that the trees south of the property serve as a screen for the south wall, but they screen only half of this side of the building. They are not on the project property, and thus not subject to the developer's long-term control, and could readily be removed with future development.
- There is no public art in the most recent plans for this development.

Solutions: We request that:

- A new treatment for the south side of the building be required of the developer prior to review of the development on 1/13/21 by the UDC.
- The Truman Olson plans include the public art promised as part of the project's enhancement, the amenities offered to the community, and the means of tying the project to its surroundings.

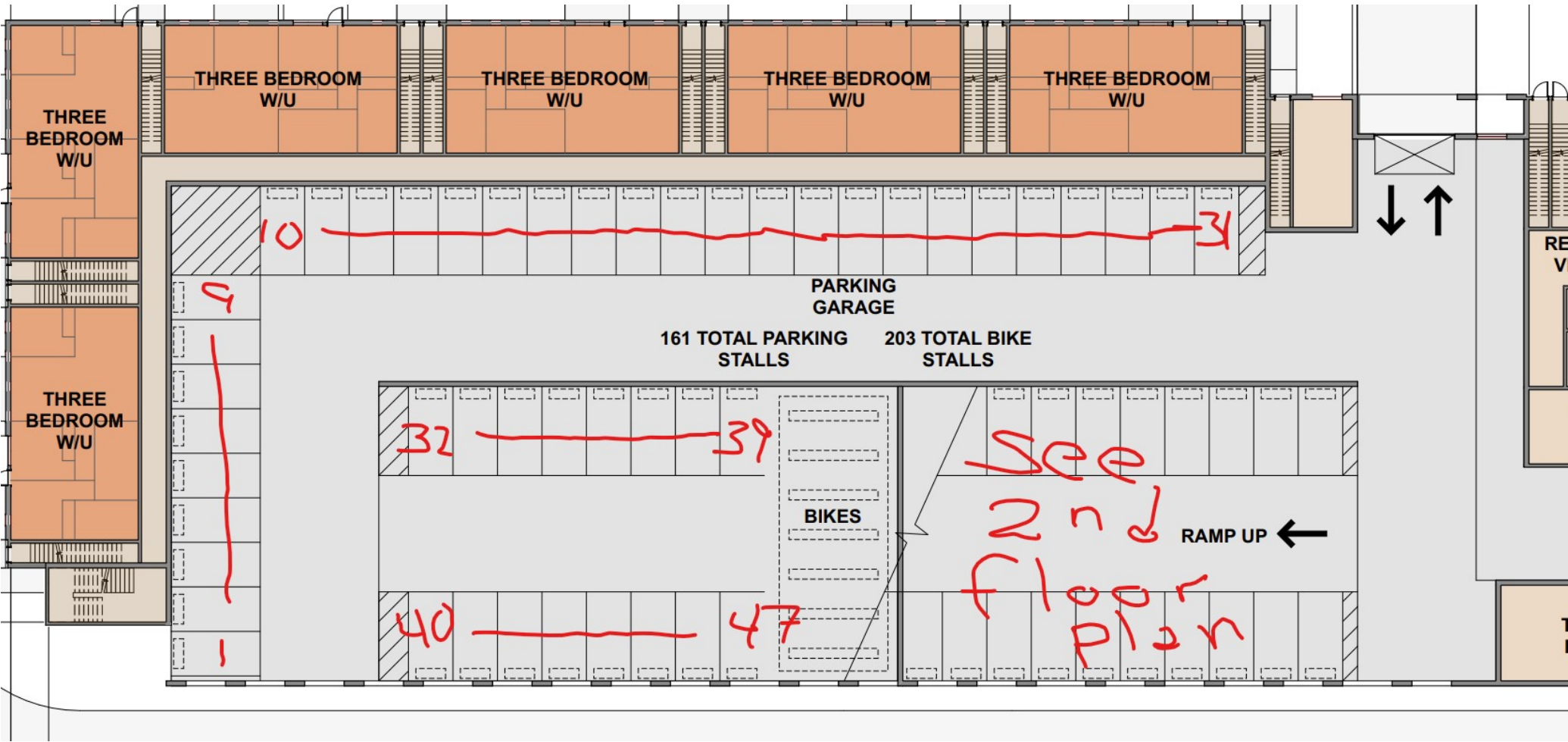
4) **Deed Restriction** – The City has proposed a deed restriction on the sale of the Truman Olson site.

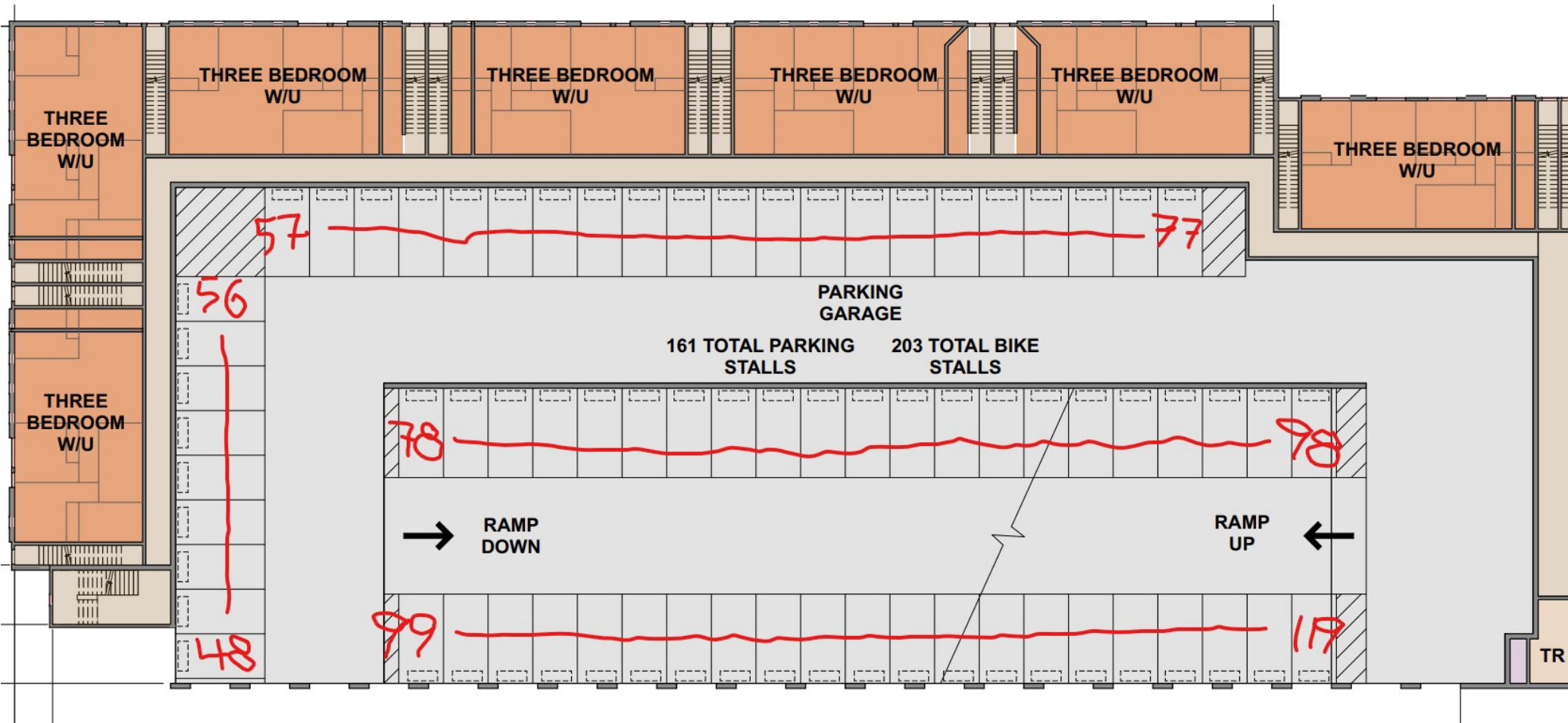
Substantiation:

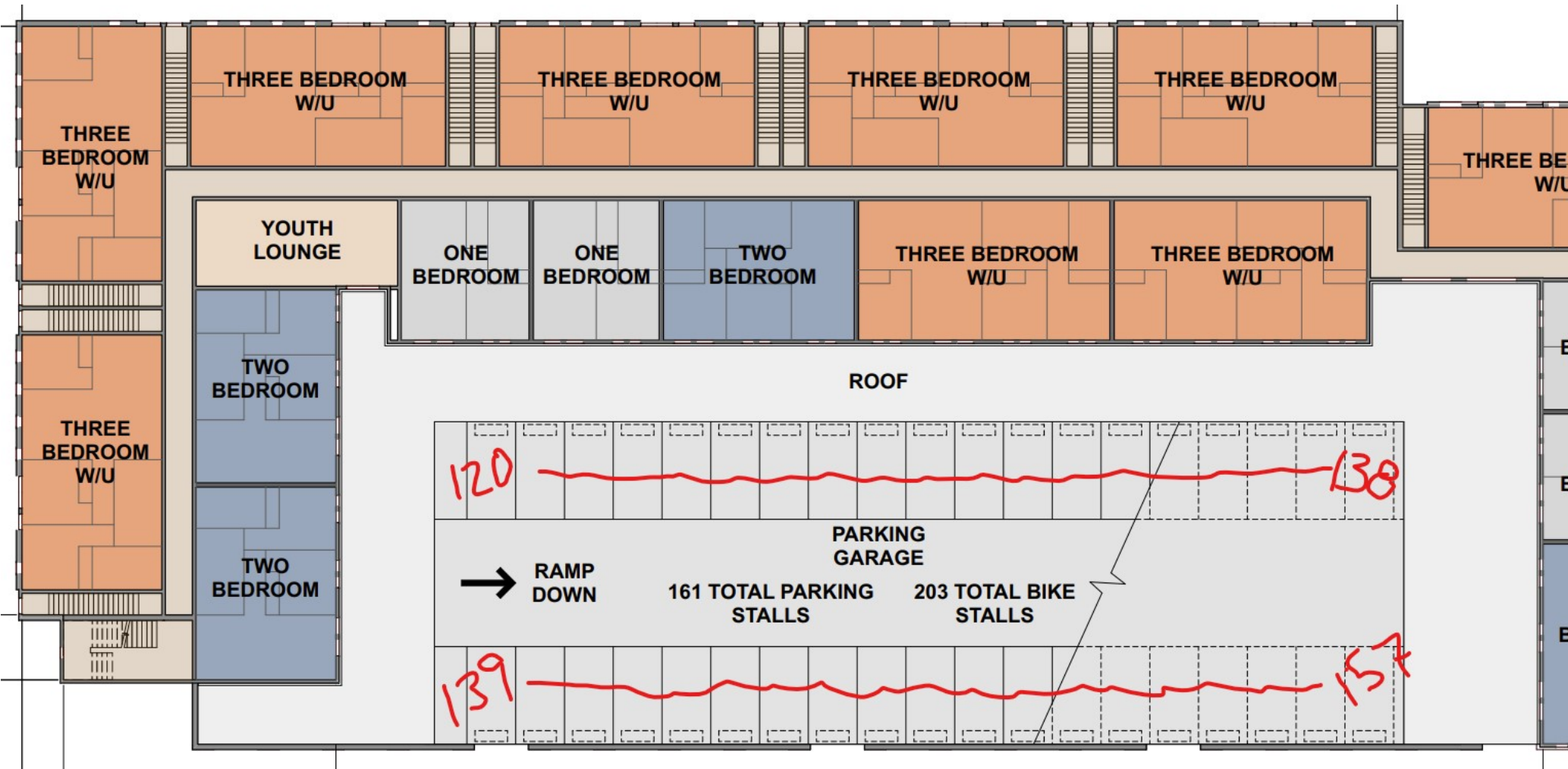
- The RFP Property Minimum Requirements (p. 4) for selection of the developer for the Truman Olson site, included two priorities: "1) Preserve food access by constructing a grocery store that will serve the multiple neighborhoods in the vicinity of the Property or nearby; and 2) Complete the eastern portion of a street connection ("Connector Street") from Park Street to Fish Hatchery Road through or adjacent to the Property."
- The Truman Olson site is located in Area 1c of the City's 2018 Food Access Improvement Map. The supermarket will be the only full-service food store in this area, which is also close to Priority Areas 1 a and 1 b in South Madison.
- The City of Madison has committed to ensuring food access equity these areas. The [Food Access Improvement Map - Areas of Focus](#) was adopted by the Common Council on June 16, 2015 and "looks at distance from grocery outlet, factoring in average income, access to transportation, and other areas of concentrations, such as the City's Neighborhood Resource Teams (NRTs)." This map "helps to guide the City's investment in the food retail system...[for] greatest impact in improving access to healthy retail in the areas that need it the most."
- The full-service supermarket that is the required central focus of the Truman Olson development will be the only full-service supermarket in South Madison. Absent it, South Madison will be a food desert.
- Luna's letter of intent specifies signing a 5-year rental lease agreement on the supermarket space at 1402 South Park, followed by two possible 5-year lease extensions, for a total of 15 years of operation.
- The other developer in contention for the Truman Olson site who was not selected had a letter of intent from Maurer's Markets, which was willing to sign a lease agreement for a 10-year term followed by up to three 5-year extensions, or a total of 25 years of operation.

Solutions: We support the deed restriction and request that:

- The terms of deed restriction should include the stipulation that: 1) The 24,800-sq.ft. supermarket space at 1402 South Park will be used exclusively as a supermarket for the first 20 years post completion of construction; and 2) Should another full-service supermarket of equal or greater size be constructed within one mile of this site, this deed restriction should revert to a 10-year term.







From: [Jim Winkle](#)
To: [Parks, Timothy](#); [Firchow, Kevin](#); [Glaeser, Janine](#); [Evers, Tag](#)
Cc: [Bonnie Schmidt](#)
Subject: Fourteen02 South Park Street development
Date: Friday, January 8, 2021 2:50:15 PM

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We'd like to express our enthusiastic support for the project at the former Truman-Olson site. We are long-time active community members and have lived in two houses in Bay Creek over the past 30 years, both less than a block off of Park St.

This project brings two much-needed elements to the south side: a continued grocery store presence and affordable housing, some of which is for families. We appreciate that women and minorities are involved in the creation of this development.

Here are our only suggestions for improvements:

- * Even more density would be better. We're guessing you're at the maximum for the current zoning so perhaps nothing can be done, but having participated in the city-wide planning process a few years ago, we know that it's slated for 8-12 story buildings.

- * We understand from Alder Evers that the City has pledged to locate a small park within the triangle. This is crucial since we can identify no parks within a five minute walk and the closest parks require crossing a busy street. Given that this facility will house families with children, we'd also love to see at least a little playground or community garden on-site. We'd like this even if it means removing the stormwater retention pond, which was to be green space in the original plan. Kids benefit from getting outside (and their adults, too!).

We are aware that others would like more parking, but we trust that the team will figure that out. We'd like to see the minimum amount of parking while still having a successful development.

Thanks!

Jim Winkle & Bonnie Schmidt
813 Emerson St

-- jim