

Wednesday, November 4, 2020

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985

Attention: Tim Parks

Re: New Mixed-Use Building with Residential and Grocery Store – 1402 S. Park Street.

Dear Members of the Urban Design Commission, Plan Commission:

Please accept this Letter of Intent, application and plans as our formal request for approval to develop a new six story mixed-use building to contain a 24,800 square foot grocery store, community meeting space, structured parking and 150 affordable apartment units at 1402 S. Park Street. Rule Enterprises LLC and Movin' Out, Inc. are requesting the Conditional Land Use within Urban Design District 7.

Team

Developer: Rule Enterprises LLC
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Brandon Rule
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Movin' Out, Inc.
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Architect: Arc-Int Architecture
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Civil Engineer: Wyser Engineering
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Landscape Architect: Saiki Design
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Abbie Moilien
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Existing Conditions

The proposed site, named after Truman Olson, a United States Army sergeant who was posthumously awarded the Medal of Honor for his actions in World War II, operated as a United States Army Reserve facility up until 1998. After the existing structure was demolished, the City of Madison acquired the land, which has since remained unused and primed for infill development. Located in a prominent location of the city, within Madison's iconic southside, the site is surrounded by a diversity of residents, City services, land uses, and major thoroughfares, including highly accessible public transit and city-maintained pedestrian/bicycle paths.

Perhaps most importantly, the proposed development site is located adjacent to the only grocery store in the area. The nearest full-service grocery store is Festival Foods on East Washington Avenue – 3.5 miles away, or over a half-hour by bus. As most are aware, the importance of providing a contemporary grocery store and avoiding a food gap" and/or creation of a food desert was the primary reason the City requested development proposals for the site, with the requirement that a grocery store be included in proposals. Throughout the process, this has been a coordinated approach between the development team, the City, and Paul Welton, owner of adjacent Pick n Save store (Kroger Foods) to ensure the above-mentioned negative outcomes do not occur.

Staff and Neighborhood Input

The development team has met with city planning, zoning, and engineering staff multiple times over the last ten months starting in February 2020, in an effort to obtain essential guidance through the development planning process. In addition, they have held weekly meetings with the City staff from DPCED, CDBG, Madison Food Policy Council, as well as District 13 (Evers) and District 14 (Carter) alders.

The development team has held four well-attended neighborhood meetings. Due to COVID-19 and the subsequent Safer at Home declaration, each meeting was held virtually using ZOOM. To ensure the engagement process was equitable, meeting attendees had the ability to call in and participate. The development team also created a website (www.trumanolson.com) that houses all project information, presentations, recordings of meetings and notes, and project team contact information, including the future grocery store tenant's, Luna's Groceries.

In conjunction with neighborhood meetings, the development team coordinated a standing Steering Committee, consisting of active community members from both District 13 and 14. The Steering Committee met four times, each time prior to an upcoming neighborhood meeting in order to provide constructive feedback and guidance upon meeting with the greater community.

The development team also worked with Bay Creek Neighborhood Association and South Madison Unite to help guide the development of a community survey used to inform design and programming for the future development. The survey was made widely available online and in print (3 different languages), in which the development team received 518 total responses. The community survey, in addition to current plans and comment cards, were posted and made available at Cargo Coffee, directly across from the proposed site.

Project Overview

The mixed-use development project will consist of six stories of affordable housing units (30 units allocated for individuals or families with a member living with a permanent disability and 24 units with direct access), structured

parking, and commercial space for the grocery store. With 153 total spaces, the parking ratio will be slightly more than one-to-one, typical for affordable housing developments. The newly constructed Cedar Street will also offer on-street parking spaces for customers and visitors of residents.

The proposed high density responds to the accessibility of multiple modes of transportation, including Park Street, Fish Hatchery Road, and the Wingra Creek Bike Path. In addition to existing the Metro service, serving the South Transfer Point, as well as the anticipated future North/South Bus Rapid Transit Line, which will offer a station practically on site. The project will also be positively impacted by the new Cedar Street to be constructed in 2021. The new East/West public street will enhance connectivity within the Wingra Triangle, and between Fish Hatchery Road and Park Street, including designated bicycle lanes and parking spaces. Based on current City of Madison Engineering plans, the street is designed to accommodate dense land uses, reflective of what is recommended for Urban Design District 7.

The development will include green space and gathering areas for residents and the community. The landscape concept focuses on usable greenspace with native plantings for residents of the newly constructed building, as well as residents of the surrounding neighborhood. Planned landscape elements include accessible pedestrian paths and public seating areas, designed to encourage movement through the neighborhood as well as the future Luna's grocery store and other local businesses.

The 24,800 square-foot grocery store will anchor the development on the corner of Park Street and *new* Cedar Street. In addition to be architecturally and aesthetically prominent, it will foster a welcoming atmosphere to the public through its interaction with Park Street and Cedar Street.

Stormwater management will meet the new City guidelines for development. This includes providing a 15% reduction in peak runoff rates as compared to the existing site conditions during a 10-year storm, reducing runoff volumes from the site by 5% compared to existing conditions during a 10-year design storm. The system will use green infrastructure technology that captures at least the first half of rainfall over the total site impervious area, while providing an 80% reduction in total suspended solids relative to existing conditions. Providing a 60% reduction of total suspended solids on new parking areas as compared to no controls also meets this requirement.

A bioretention basin has been designed for the entire rooftop to discharge into. This basin provide the required volume reduction and a portion of the peak rate reduction, including meeting the green infostructure first half inch of runoff standard. The driveway will be captured within a storm sewer system. Runoff will drain into an underground storage facility to provide the remaining peak rate reduction for the site. The site does not have any new site parking, and therefore does not require any total suspended solids reduction. That said, the bioretention basin and removal of the existing parking areas will provide a significant decrease from the existing site conations.

Ultimately, both the underground system and the bioretention basin system connect into the public storm sewer being designed within Cedar Street. The offsite runoff from the west will generally be bypassed to the north where it will be picked up in a public storm sewer system, or south, where it will continue to drain into the existing kettle area south of the development as it currently does. A smaller portion may enter into the private storm sewer system.

Relevant City of Madison Planning Documents

According to the 2018 *Imagine Madison Comprehensive Plan*, the proposed land use for the site is Regional Mixed-Use (RMU). RMU areas are mapped close to the junctions of major streets, along major roads, close to highway interchanges, and along existing and planned high frequency/high capacity public transit routes. RMU districts have the following attributes:

- High-intensity centers supporting a variety of multifamily housing options and commercial activity serving the needs of the region.
- Typically include large-scale sites supportive of multistory buildings (2-12 stories).
- Urban environments characterized by a pedestrian friendly public street network and buildings placed close to the sidewalk and street.
- Parking should be located behind buildings, underground, in parking structures, or screened from the street.

The *South Madison Neighborhood Plan* (2005) recommends the following for the redevelopment of the 1402 Park Street site:

- Promote sound and orderly development that will enhance the greater South Madison Neighborhoods.
- Ensure that new infill multi-family and mixed-use development within the interior of the neighborhood remains comparable with, and sensitive to, the existing form of the neighborhood.
- Support the redevelopment of underutilized sites to improve the economic vitality and appearance of South Park Street as the gateway corridor into Madison.
- Promote commercial, residential and/or mixed-use developments along South Park Street.
- Encourage a broad range of new housing, including market-rate and affordable housing.

The *Wingra Creek BUILD Special Area Plan* (2006) recommends the following for the redevelopment of the 1402 Park Street site:

- Development of a major mixed-use, transit-oriented development (TOD) that would include housing and commercial elements; acquiring the US Army Reserve [Truman Olson] is critical to improve street-pedestrian connections.
- A more concentrated cluster of neighborhood-oriented retail stores and services in the vicinity of the grocery store.
- Cedar Street should be extended westward to connect with Fish Hatchery Road. This extension would be the primary access point for parking decks within the project area.
- There is a strong potential for additional “work force housing” within the Wingra B.U.I.L.D. project area in cooperation with the health care institutions and UW-Madison.
- Residential densities higher than those in the surrounding neighborhood would be required to support improved public transit and more retail expansion.

The *Bay Creek Neighborhood Plan* (1991) recommends the following for the redevelopment of the 1402 Park Street site:

- Linkage and coordination between the Bay Creek Neighborhood and adjacent neighborhoods should be encouraged.
- Improving the visual quality of the Bay Creek Neighborhood should be a priority.
- Improve accessibility to public places.

Zoning

Zoning

Traditional Shopping Street (TSS)

Construction Schedule

The 150 units of affordable housing and commercial space for the grocery store will begin construction in the spring of 2021 with an anticipated completion date of summer 2022.

Sustainability

The housing will be built to exceed 200 points on Wisconsin Green Built Checklist and will include a 30kw solar PV system, LED lighting, Energy Star Appliances, a high efficiency HVAC system, and low flow water valves.

Lot Coverage

- Total Lot Area = 115,311 sq.ft (2.647 acres)
- Dwelling Units = 150 units
- Lot Area/Dwelling Unit = $115,311/150 = 769$ sq.ft. per unit
- Density = 60.73 du/ac

Operations

Rule Enterprises LLC and Movin' Out, Inc. will own the property jointly and utilize a third-party property management firm.

Public Subsidy

Rule Enterprises LLC and Movin' Out, Inc. have secured a public subsidy commitment from the City of Madison.

We look forward to working with the city to develop a quality, high-density mixed-use development. We urge staff and the Plan Commission to review this project with a broader perspective that takes into account the design, economic feasibility, and, most importantly, the overall benefit this project will bring to the South Side of Madison.

Regards,

Brandon Rule
President, Rule Enterprises LLC

Megan Schuetz
Real Estate Developer, Movin' Out, Inc.