

Title: A Resolution adopting the Oscar Mayer Area Strategic Assessment Report, dissolving the Oscar Mayer Strategic Assessment Committee, and authorizing the development of the Oscar Mayer Area Special Area Plan.

NEED A FISCAL NOTE -

Whereas, Oscar Mayer had been located on Madison's north side for 97 years as a food production and headquarters facility employing 4,000 people at its peak and 1,000 people at the time its closing was announced November of 2015; and

Whereas, Oscar Mayer Kraft-Heinz, sold the 72 acre site to the Reich Brothers Holdings, LLC; Reich Brothers Holdings, LLC subsequently partnered with Rabin Worldwide to liquidate the facilities assets and redevelop the property ; and

Whereas, the site is zoned for heavy industrial use and any uses other than those allowed in the IG zoning district will require a rezoning and additional actions by the Plan Commission and/or Common Council; and

Whereas, the long history of the Oscar Mayer site as a major employment center and regional economic driver; the existing utility, transportation, and data infrastructure; and potential for regional economic impact, make the subject site a major regional asset; and

Whereas, the closing of the Oscar Mayer plant creates both a challenge and an opportunity to significantly influence the economic health of both the City of Madison and the region; and

Whereas, to fully understand these challenges and opportunities, on June 6, 2017, (Resolution RES-17-00482) the Mayor appointed and the Common Council confirmed the creation of the 13 member Oscar Mayer Strategic Assessment Committee to oversee a public process for the preparation of a report by City staff with assistance from a consultant to include:

- A full and detailed description of the site and surrounding area,
- The area's current role and potential future impact in the region's economy,
- The recommended boundary for the Special Area Plan and identification of the properties that need future study and consideration,

- Objectives for the area’s long term redevelopment including desired outcomes,
- The use of the City’s Racial Equity Social Justice Tool to assess the impacts of the area’s redevelopment,
- Consideration of transportation linkages and infrastructure needs,
- Recommendation regarding natural resources and green space that should be considered as part of the Special Area Plan, and

Whereas, the Committee, working with staff and a team of consultants (Vandewalle & Associates and EQT by Design) met 10 times from November 2017 to November 2018 to develop the Oscar Mayer Area Strategic Assessment Report and associated activities as directed by Resolution RES-17-00482; and

Whereas, the Strategic Assessment Report provides a framework for the Special Area Plan, which will provide more details on future use and zoning, transportation infrastructure (such as new public streets, bicycle connections, and linkages to transit), parks and open space, urban design, redevelopment concepts, and other elements to help achieve the redevelopment objectives contained in the Strategic Assessment Report; and

Whereas, on November 12, 2018, the Committee recommended that this report be forwarded to the Common Council for adoption; and

NOW THEREFORE BE IT RESOLVED that the Mayor and Common Council do hereby Adopt the Oscar Mayer Area Strategic Assessment Report, including the Key Redevelopment Objectives and Recommendations below:

- Key Redevelopment Objectives:
 - Target a high density of living wage jobs
 - Maintain housing affordability and minimize displacement
 - Leverage the area’s existing infrastructure and building stock
 - Ensure economic recovery boosts diversity in ownership and local businesses
 - Integrate a welcoming district that serves all ages and diverse cultures
 - Equip the North/East side’s next generation with skills to meet emerging opportunities

- Create an integrated and connected multimodal transportation system
- Deploy sustainable technologies, improve storm water, and preserve environmental assets
- Form an identifiable and authentic mixed-use district
- Proactively utilize City financial resources and statutory powers to optimize tax base growth and achieve the vision
- Key Recommendations:
 - Develop an interim strategy for requests on land use changes in accordance with this plan until the Special Area Plan is complete
 - The SAP process should include a well-funded public participation strategy and should include dialogue with all stakeholders at key points in the process
 - Assess the current state of affordable housing in the study area and identify opportunities to create additional affordable units.
 - Assess the affordability of retail/commercial space in the area and identify and implement strategies to maintain affordability for small and locally owned business.
 - And other recommendations as listed in Strategic Assessment Report

BE IT FURTHER RESOLVED, that upon adoption of the Oscar Mayer Area Strategic Assessment Report, the Mayor and Common Council do hereby dissolve the Oscar Mayer Strategic Assessment Committee; and

BE IT FURTHER RESOLVED, that the Mayor and Common Council do hereby authorize staff to lead the Special Area Plan process beginning in early 2019; and

BE IT FURTHER RESOLVED, that the Special Area Plan process should include opportunities for residents, property owners, local businesses and others to be fully informed and have opportunities to comment; and

BE IT FURTHER RESOLVED that the Special Area Plan process will be staffed by the Planning Division with assistance from the Economic Development Division and other agencies as needed.

BE IT FINALLY RESOLVED, that a consultant will be hired to conduct the SAP process and lead public engagement.