



September 30, 2019

Ms. Natalie Erdman
Director
Department of Planning & Community & Economic Development
City of Madison
21 Martin Luther King Jr Blvd
Madison, WI 53703

RE: Parceling Plan – OM Station

Dear Ms. Erdman,

This Letter of Intent is submitted along with the appropriate application items for consideration for approval of the above referenced parceling plan.

Project Team

Applicant

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Project Sales

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Project Overview

OM Station, the former Oscar Mayer headquarters, was shuttered by Kraft Heinz in 2017. It was then purchased by partners of 910 Mayer LLC, Rabin Management Company and Reich Brothers. Established in 1919 as a small farmer's co-op meat packing plant, Oscar Mayer grew into an internationally recognized company headquartered in Madison, employing 4,000 people at its peak. The Partnership seeks to redevelop the property, transforming it from a single user industrial site to a multi-user business, commercial and light industrial park. The Partnership has substantial experience in repositioning large former industrial sites and has been in the industrial and real estate business for a combined 45 years.

The proposed parceling plan for OM Station calls for dividing the main parcel into four separate lots. Lot 1 would encompass the northern area along Aberg Avenue. Lot 2 is made up of the main structures. It is comprised of buildings 27, 27A, 50, 50A, 43, 71, 72, and the large former production area. Lot 3 is a stand-alone building on Oscar Avenue, building 20. Lot 4 covers the majority of the land on southern edge between Commercial Avenue and Roth Street. All four proposed lots are all accessible by public right of way, are connected to public utilities.

This proposed parcel plan will make it possible to rezone portions of the site in the future from industrial to office, commercial, and residential. These uses will help to create a community focused hub linking the North and East sides of Madison. We expect that the development will drive job creation and resident retention in the area.

Dividing the current parcel into smaller lots will improve cost assignment, taxes, ability to finance and future rezone. With the breakdown of the project into smaller lots, improvements, rezone and reutilization will be able to happen more swiftly. Creating more manageable lots sizes will help to simplify the project and drive project momentum.

Improvements have begun onsite to enable multi-tenant use of the buildings and create an infrastructure backbone that will allow for eventual subdivision. Separating the lots into these four parcels will allow for additional tenants and projects to begin early 2020.

Respectfully submitted,



Nate Ellis
Senior Vice President of Real Estate
RABIN MANAGEMENT COMPANY