

OSCAR MAYER AREA STRATEGIC ASSESSMENT DRAFT Vision & Redevelopment Objectives

1. Do the vision and redevelopment objectives capture the essence of the input provided at the Committee meetings and what you've learned to date?

2. Is there anything missing?

Vision

The corridor has leveraged its unmatched infrastructure capacity and location between the airport and downtown to rise as a regional economic hub. Physically and economically woven into the diverse surrounding neighborhoods, the transit-oriented, employment centered, mixed-use district is now the inclusive gathering hub of the northside.

Redevelopment Objectives

The purpose of the following redevelopment objectives is to drive the outcomes of a more detailed Special Area Plan in Phase 2 and shape long-term implementation impacts. The redevelopment objectives were developed based on the collaborative discussions with the Oscar Mayer Strategic Assessment Committee, input from various stakeholder groups, interviews, as well as the recent public event following an economic opportunity analysis and corridor wide physical assessment.

OBJECTIVE 1. Target a high density of living wage jobs.

Leverage the corridor's powerful infrastructure, location, and adjacent working neighborhood fabric to fuel the addition of a diverse array of living wage quality jobs in growth industries such as digitally driven manufacturing, biotech and Healthcare, IT and gaming, food product manufacturing and service economies.

OBJECTIVE 2. Optimize tax base growth to rebuild and benefit the community.

Significantly increase the corridor's tax base through redevelopment and densification comparable to other mid-scale regional economic centers.

OBJECTIVE 3. Leverage the corridors existing infrastructure and building stock.

Capitalize on the corridors location along the urbanizing spine from Hilldale to the airport by balancing the low cost of entry for new and expanding businesses while reserving capacity future larger users and employers.

OBJECTIVE 4. Ensure economic recovery boosts diversity in ownership and local businesses.

Focus equitable development by establishing DBE/MBE/WBE preferences and goals, promoting and prioritizing the needs of local businesses to prevent displacement, and actively involving diverse leadership in high-impact decision making.

OBJECTIVE 5. Integrate a welcoming district that serves all ages and diverse cultures.

Prioritize the community's desire to create inclusive gathering spaces and places through uses and activities (entertainment venues, youth activities, sports, etc.) that serve and celebrate the Northside's culture and diversity.

OBJECTIVE 6. Maintain housing affordability and minimize displacement.

Explore and adopt policies, programs, and overall a comprehensive framework to ensure a variety of housing types, values, and particularly affordable housing, serve all family structures and meet the demand of future employees while consciously avoiding racial, cultural, and elderly displacement in surrounding neighborhoods.

OBJECTIVE 7. Equip the North/East side's next generation with skills to meet emerging opportunities.

Develop a specialized collaborative network with the numerous adjacent workforce and educational training providers linked with the future corridor employers.

OBJECTIVE 8. Proactively utilize city financial resources and statutory powers to achieve the vision.

Leverage and deploy redevelopment tools to achieve the vision including: tax increment financing, opportunity zones, public /private partnerships, grants, land use/zoning, neighborhood plans, developer and business recruitment, targeted land acquisition and land banking.

OBJECTIVE 9. Create an integrated and connected multimodal transportation system

Develop a robust multimodal transportation system including: improved bicycle, pedestrian, auto and localized transit that provides equitable access and connections to the surrounding neighborhoods and the larger region while also leveraging regional transportation assets and continuing to plan for BRT and potential local and intercity rail.

OBJECTIVE 10. Deploy sustainable technologies and improve stormwater.

Enhance water quality through best management practices for stormwater (BPM's) and encourage renewable energy technology deployment on reuse and redevelopment projects.

OBJECTIVE 11. Form an identifiable and authentic mixed-use district.

Build a walkable high-density district, that is seamlessly integrated into the surrounding neighborhoods and serves as a focal point of economic activity for the Northside. Strengthen the connection between downtown and the airport by serving as community gateway.