

An aerial photograph of the Oscar Mayer plant in Maple Woods, Missouri. The plant is a large, multi-story brick building complex with several parking lots. To the right, a multi-lane highway (Route 113) runs parallel to the plant. In the foreground, there are streets labeled 'Lynette St', 'Bakers Ave', and 'Roth St'. A baseball field is visible in the bottom right corner. The background shows a residential area with trees and a large body of water.

Oscar Mayer Strategic Assessment Committee

May 8, 2018

- 1. Call to Order / Roll Call**
- 2. Approval of Minutes – April 9, 2018 Meeting**
- 3. Public Comment**
- 4. Disclosures and Recusals**
- 5. General Updates and Announcements**
 - Introduce Consultants and Their Role**
 - Other Announcements**
- 6. Owners Status Report**
- 7. Public Engagement**
 - Presentation from OSCAR Group**
 - Public Engagement Overview**
- 8. Committee Discussion on Important Topics to Cover in Planning Process**
- 9. Layers of Planning Analysis**
- 10. Adjournment**

Owners Status Report

Oscar Mayer Site



Public Engagement Overview

Madison Oscar Mayer Strategic Assessment MEETING SCHEDULE AND TIMELINE

COMMITTEE MEETINGS					
May 8	June 12	July 9	August 13	September 24	October 23
<ul style="list-style-type: none"> Analysis categories Committee priorities Interview list 	<ul style="list-style-type: none"> Opportunity analysis/assessment review Objective categories 	<ul style="list-style-type: none"> Follow-up analysis review Committee survey results/redevelopment objectives discussion Constituent Rep – engagement findings 	<ul style="list-style-type: none"> Objectives work-session Boundary discussion Review key elements of Special Area Plan 	<ul style="list-style-type: none"> Summary document review Tools & recommendations Review of RFP for Special Area Plan 	<ul style="list-style-type: none"> Report adoption
Assessment & Opportunity Analysis		Redevelopment Objectives & Study Boundary		Summary Document	
Interviews					
	Northside Constituent Representative Engagement		Public Input Event		Northside Constituent Representative Engagement

**Committee Discussion on Important Topics
to Cover in Planning Process**

February 13

- **City's Role in Development Review**
(Heather Stouder)
- **Relevant City Plans**
(Heather Stouder, Bill Fruhling)
- **Transportation Issues**
(Dave Trowbridge, Drew Beck)
- **Racial Equity and Social Justice Initiative**
(Toriana Pettaway)

March 13

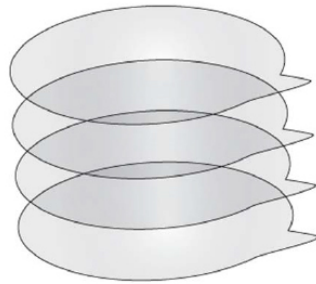
- **TIF Process**
(Dan Rolfs, Dan Kennelly)
- **Regional Food Systems**
(George Reistad, Dan Kennelly, Lindsey Day Farnsworth, Michelle Miller)

April 9

- **Equitable Development**
(Sarah Treuhaft)
- **Economic Development**
(Dan Kennelly, Paul Jadin)
- **Environmental Issues**
(Brynn Bemis)

Layers of Planning Analysis

LAYERS OF ANALYSIS



Surrounding Neighborhoods

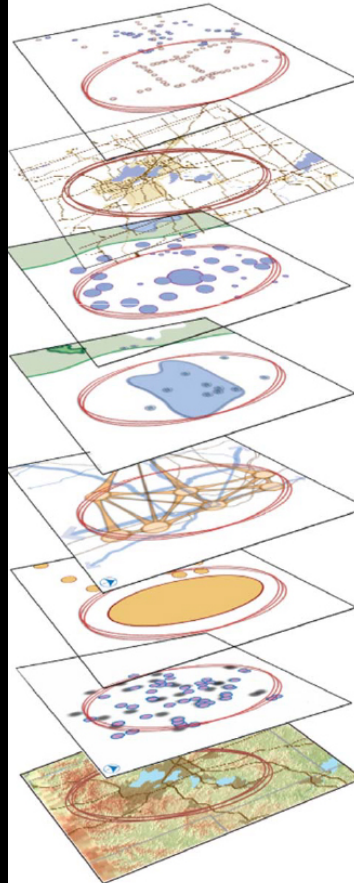
Major Property Owners

General Public

City / Committee



- Competitive landscape of employment areas
- Oscar impacts
- Established and emerging industry clusters
- Economic trends and regional assets
- Assessed value per acre of commercial/industrial compared to other areas



Workforce / Housing Stock

Infrastructure & Transportation

Economic Relationships & Clusters

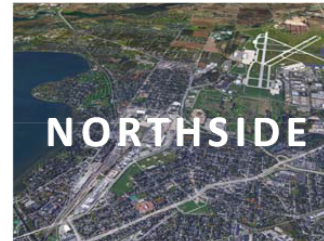
Demographics & Human Capital

Locational Advantages

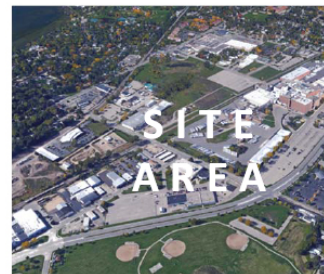
Market Opportunities

Major Assets

Environmental / Natural Resources



- Demographic profile
- Socio-economic profile
- Land use and housing
- Economic profile
- Short and long-term redevelopment potential / areas of change
- Similar area analysis of change in values, demographics, use, etc.
- Key area assets



- Traffic counts
- Bus stops/transit routes
- Fiber infrastructure
- Bicycle lanes
- Major water, sewer, and utility infrastructure
- Major utilities
- Parks and open space
- Environmental conditions

Website: www.cityofmadison.com/oscar-mayer

Lauren Heiser-Ertel

Administrative Clerk

DPCED Office of the Director

Email: lheiser-ertel@cityofmadison.com

Phone: 608.266.4807

Bill Fruhling

Principal Planner

Planning Division

Email: bfruhling@cityofmadison.com

Phone: 608.267.8736

Tom Otto

Economic Development Specialist

Office of Business Resources

Email: totto@cityofmadison.com

Phone: 608.243.0178

