



# Oscar Mayer Strategic Assessment Committee

November 28, 2017

- 1. Call to Order / Roll Call**
- 2. Introductions of Committee Members and Staff**
- 3. Opening Remarks by Mayor Soglin**
- 4. Introduction of New Owners - Reich/Rabin**
- 5. Election of Chair and Vice-Chair**
- 6. Public Comment**
- 7. Disclosures and Recusals**
- 8. Review Resolution #47316 and Committee Charge**
- 9. Overview of Site and Surrounding Area**
- 10. Review Proposed Work Plan and Meeting Schedule**
- 11. Adjournment**

## Committee Charge

**Oversee public process for the preparation of a report by City staff, with consultant assistance to include:**

- **Description of site and surrounding area**
- **Current role + potential future impact in region's economy**
- **Boundary for future Special Area Plan**
- **Area's long term redevelopment objectives**
- **RESJI tool to assess impacts of area's redevelopment**
- **Transportation linkages + infrastructure needs**
- **Natural resources and green space**

**Include opportunities for interested parties to be fully informed and provide comments**



## Location



- Dane County Regional Airport**
  - 1 mile north
- Downtown Madison / State Capitol**
  - 3 miles south
- Adjacent to Highway 30 /Aberg Ave**
  - 33,000 AADT
- Adjacent to Highway 113 / Packers Ave**
  - 37,500 AADT
- Madison Metro Hub on site**

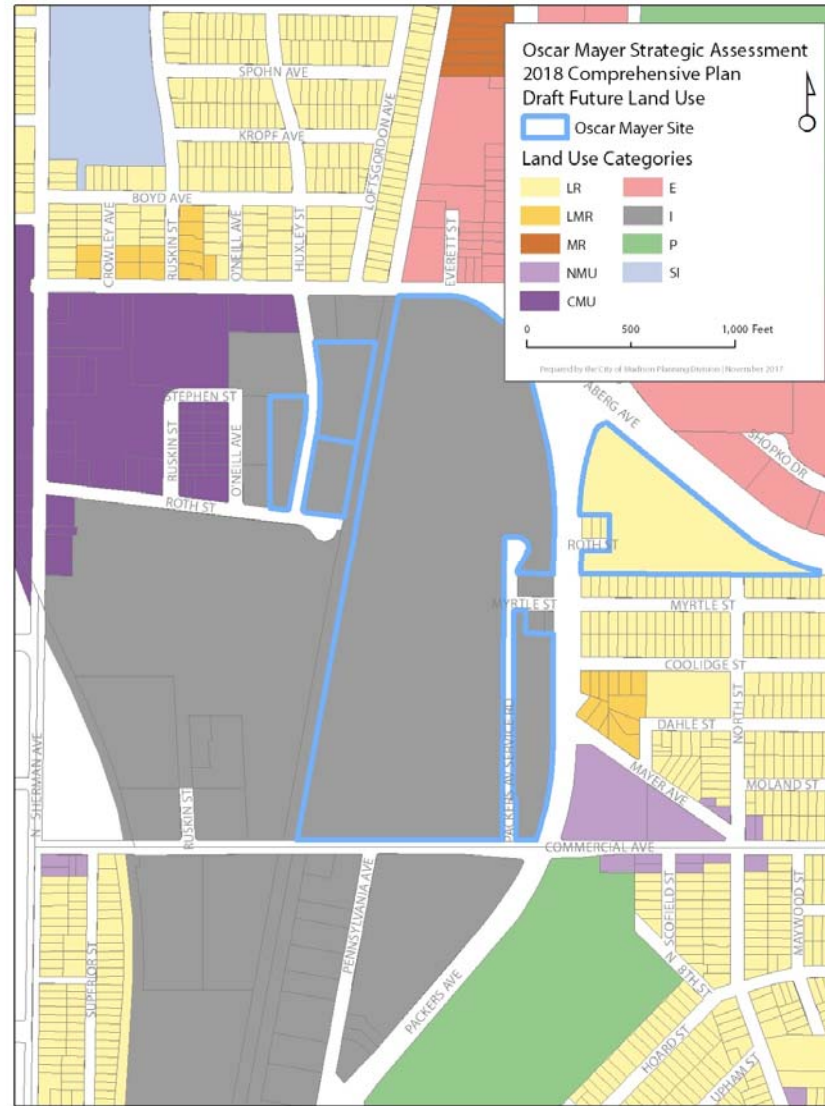
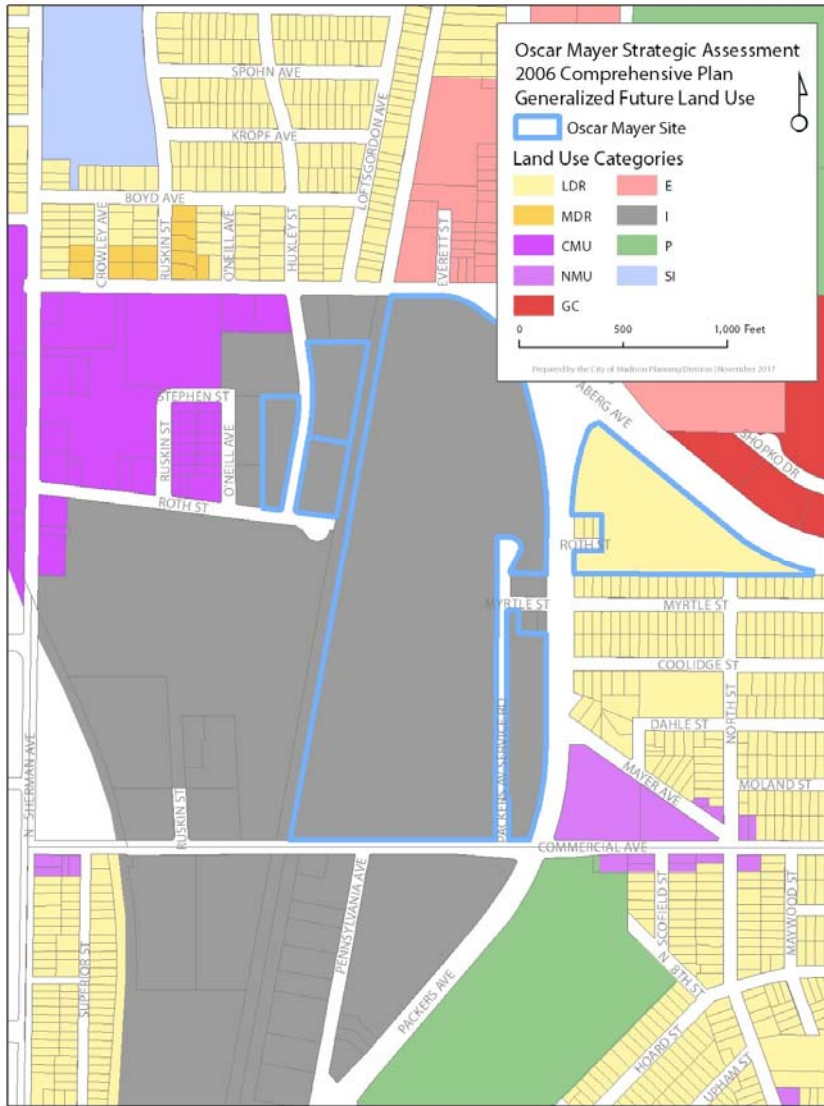


- **Company founded by German immigrant, Oscar F. Mayer (1859-1955)**
- **Acquired by General Foods in 1981**
- **Acquired by Kraft in 1989**
- **Located on Madison's north side for 97 years as a food production and headquarters facility**
- **Peak employment of 4,000 people in the 1970s**

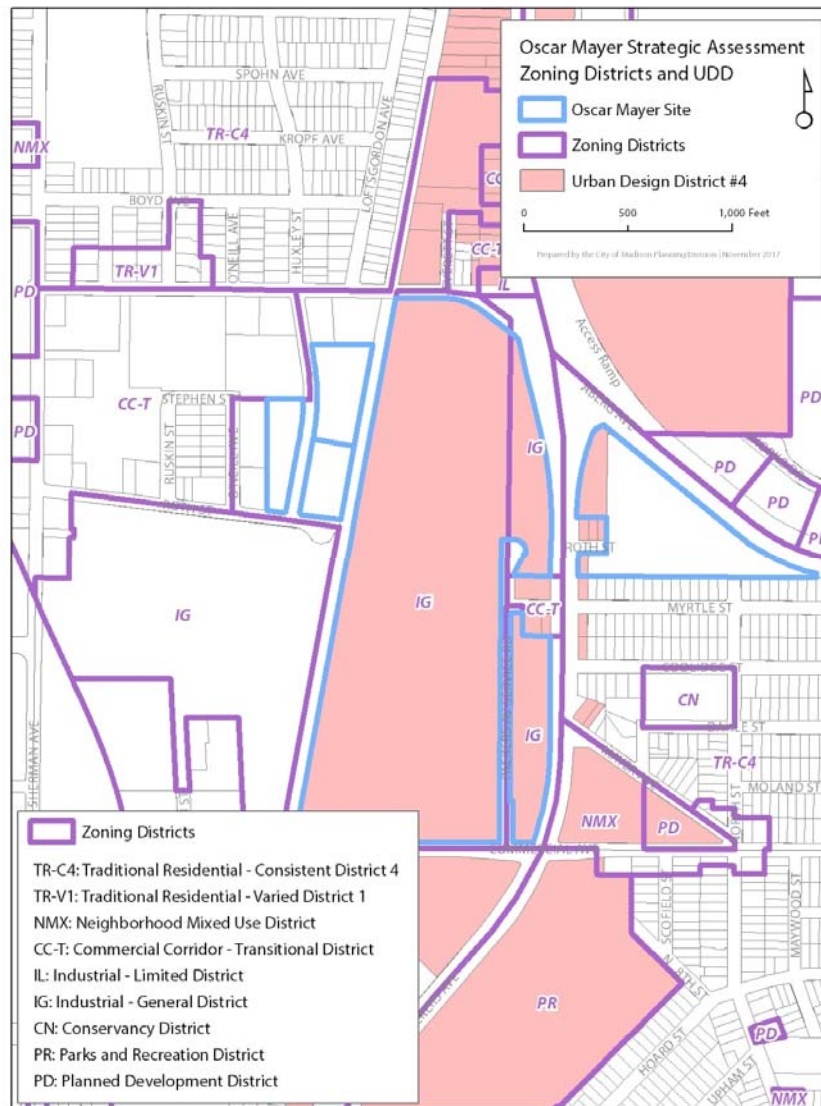




# Land Use



# Zoning





## Connect Madison



CONNECT  
MADISON

**Key Strategy: Grow tax base and encourage targeted redevelopment in priority areas**

- Drive real estate development and tax base creation into key sites, commercial corridors, and employment areas
- Bring more investment into more of Madison's neighborhoods and disinvested areas
- Encourage job growth in key areas



City of Madison  
Economic Development Strategy



City of Madison  
Economic Development Division  
December 2016

## Connect Madison



### CONNECT MADISON

**Key Strategy: Create good jobs by building on competitive strengths in key economic sectors**

- **Building on Madison's existing strengths and taking advantage of new opportunities**
- **Key competitive sectors**
  - **Food systems**
  - **Information technology**
  - **Biotechnology**
  - **Health technology**
  - **Precision manufacturing**



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**Proposed Workplan**

<b>Meeting</b>	<b>Timeframe</b>	<b>Topic</b>
<b>Initial</b>	<b>NOV</b>	<b>Organization + Orientation</b>
<b>Tour</b>	<b>JAN-FEB</b>	<b>Tour similar sites in Milwaukee area</b>
<b>1</b>	<b>MAR-APR</b>	<b>Regional Economic Overview + Detailed Site Description</b>
<b>2</b>	<b>APR-MAY</b>	<b>Regional Context and Parameters + Current Role</b>
<b>3</b>	<b>MAY-JUN</b>	<b>Redevelopment Goals + Objectives</b>
<b>4</b>	<b>JUN-JUL</b>	<b>Redevelopment Objectives (cont.) + RESJI Analysis + Boundaries of Special Area Plan</b>
<b>5</b>	<b>JUL-AUG</b>	<b>Draft Plan + Recommendations</b>
<b>6</b>	<b>AUG-SEP</b>	<b>Finalize Plan</b>



## Website + Staff Contacts

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