

## 1. ORIENTATION

- This area is crying for redevelopment. This was evident before the demise of OM.
- Very important, literally the center of the Northside.
- Very important. Let's take advantage of the space to make our city better for all.
- This is a golden opportunity for the Northside.
- We are dedicated Northside residents. I've lived in Madison 37 years and on the Northside for 8+. We love how it has grown and look forward to its continued success.
- I work and recently bought a house in the area.
- Very important! I grew up and worked in the area. Former Oscar Mayer employee.
- This area needs to be developed for use by everyone.
- Very important, could be a great example for future developments all over city. Infill development very important, cut down on endless sprawl of city.
- Ask the vulture real estate "capital equity" critters.
- Self-contained city- how do we leverage that infrastructure?
- Need a job center with good wages and benefits.
- This area was a major economic player. It should continue to be.
- Need quality jobs.
- Need to be an economic base
- I have worked in this area for the last few years at various community centers. Broadening economic opportunities for both youth and their parents is paramount. This is why I hope that the space is utilized with the needs of the community in mind, rather than simply allowing a company to move in and simply use and exploit the area with low-paying jobs and little to no connection with the broader community.
- The Oscar Mayer facility was an entry and anchor to middle class existence in the communities that surrounded it. It drew from its community for 40 years. I am particularly concerned that the new site and the firms within it will turn outwards- to seek a younger, more affluent, more educated population to court and serve, rather than continue to develop the potential that is already present in the community.
- Sustainable, living wage jobs (with training and recruitment for those who would benefit).
- Important chance to develop family supporting jobs, businesses, co-ops, worker-owned bus.
- Is important for job opportunity, manufacturing, and construction. Low paying jobs of small entrepreneurship.
- Connect with Madison College for advanced manufacturing
- Something like UW Research Park with housing.
- This area is important for local employment and for middle income housing.
- Affordable housing or equitable, sustainable employment that pays a living wage.
- Need mix of affordable housing, family supporting jobs, retail, and factories.
- Ascribe more intensive redevelopment to the surrounding areas.
- Expansive boundaries for the Special Area Plan- beyond this site.
- Connecting the space with nearby communities and workers.

- This area is in between several disparate neighborhoods. If there were reasons for people to come here, it could connect the neighborhoods. I live a few blocks away, so the area is important to me.
- Take advantage of railroad- training railroad engineers.
- Importance to region as a potential transportation hub.
- Railway for commuters!
- Keep the cars out of area and surrounding area.
- With its proximity to the airport, this neighborhood has an opportunity to give a better first impression. Instead of having to drive 30 min to downtown and campus.
- Intentional integration of affordable housing.
- Affordable housing.
- Higher density multi-family in focused areas.
- Very important. A large area to work with. I own a house on the Northside and a business on N Sherman near Oscar's. Leave MATC Commercial alone! Don't suck them into Truax.
- Culinary school- one step up from Madison College
- Food distribution terminal is good!
- Second! (re: "Food distribution terminal is good!" comment)
- The Northside is very important historically and at present. It is a beautiful environmental center with a river, lakes, and the Cherokee Marsh Conservation Park. Please preserve the greenspace and wetlands near the Oscar Mayer site.
- It's very important to me since I have lived here for 29 years. It is a jewel of the city because there isn't as much traffic as the Westside. There are several beautiful nature spots (Warner Park, vacated Little League fields- the sand hill cranes come there, Cherokee Marsh, close to Maple Bluff).
- Can the City buy the Little League fields as a park?
- Should the City buy some of the site?
- Co-working space.
- No hotel. No retail.
- Use of spaces to gather (food, drink, music) on weekends and evenings.

## 2. TELL US

### -What do you hope to see in the future in the Oscar Mayer area?

- I feel that it's less important what exactly goes in than that it not become a blighted area.
- Working class jobs
- I hope to see a mix of jobs- high-tech, some retail, and perhaps job training. I request one floor that is an Oscar Mayer museum- retaining and explaining its history.
- I hope for jobs. Something like Research Park on Westside. Greenspaces on site. Housing on site. Because of Oscar Mayer, the Eken Park neighborhood was created. Concerned about low paying jobs without benefits.
- It would be very important to the area to have an employer or employers provide a living wage/above average living wage to families to continue the legacy of providing jobs to the neighborhood and community, as Oscar Mayer did.

- Employers engaged in ethical activity. Employers dedicated to the current community, not an “imagined community” they hope to cultivate in the future. Affordable housing: the mythical mechanism of “supply and demand” has failed to deliver housing that many can afford- instead, we have witnessed a series of larger “luxury” developments go up (and sit partially empty). Gentrification/exclusion of economic and racial communities.
- Economic, sustainable, community serving and planet saving enterprises.
- Green jobs. Solar, windmills, other projects for the future!
- Circular/closed loop manufacturing. Wastes from company A provide inputs to company B (example- waste heat, grey water. On-site anaerobic digestion and biogas, food scraps to pig feed).
- Food aggregation facility
- Using the freezer and cooler spaces for food industry and FEED Kitchen, healthy food for all.
- Recycling center with circular product cycle to Madison.
- Food redistribution site with locally sourced food. Sustainable living wage jobs that reflect the values of the community.
- Mixed-use development, affordable housing, businesses like hardware stores and department stores.
- If there will be jobs in the area, provide some eating establishments also.
- Small businesses, small homes, diversity. Natural area. Playgrounds. CA2D Center (?).
- Use of the space to meet immediate long-term needs. Housing, good jobs, etc.
- Mixed-used areas. Dance studios, maker space, small shops.
- Hopefully it won’t be purely industrial. Part could have shops, restaurants, galleries. Becoming an area to attract Northside and other of the city.
- Mixed-use. Transportation hub (train, local bus, park & ride, intercity bus). Food industry access/hub- make use of those massive freezers and coolers that are in demand on this side of town. Possible bus barn. Artist studios. Co-housing. Greenspace. Multiple industries/companies that would employ lower skilled workers with living wages and benefits.
- It would be awesome to see a “mall” area that reflects the community and acts as both a service and a community center, reflecting the identity of the residents.
- I would like to see some large community rooms with some kitchen facilities that would be available to rent for hourly & daily affairs. These could be used for meditation groups, daily AA meetings, NA, OA, etc.
- I hope to see a quieter neighborhood in the future. I’m concerned it will become too expensive for a retired person to live there.
- I would like to see some affordable housing.
- Affordable housing (in ample supply).
- Affordable housing. Living wage jobs. I’d love for it to be a cultural and economic hub that is dictated by local businesses and marginalized people.
- Affordable housing, accessible to people with disabilities. Neighborhood oriented small businesses. Co-ops, worker owned business, restaurants, food co-ops, housing co-ops. City subsidies if necessary to make this happen.
- Single-family homes.
- Affordable housing.

- Rent control if business is successful, no gentrification.
- Affordable housing. Railway for commuters to intra-city/states (MN/IL, MKE). No hotel/high rise buildings. Art and public space (cultural center, library, museum, parks)- free and accessible. Recognizing indigenous land.
- New, better, more frequent bus service. Affordable housing. Living wage union jobs. Green jobs.
- Transit hub.
- Inter-city bus station. More parking for city buses to expand service.
- Better road access from Eken Park to major thoroughfares.
- Multi-modal transportation hub.
- Transportation center.
- Public and free art.
- Tree-lined streets, aesthetically appealing streetscapes.
- Recognizing indigenous land.

**-What concerns do you have about the redevelopment of the area?**

- My major concern is the transformation of a former site of production to one of affluent consumption.
- I'm concerned that it will be utilized in a way that thinks of the community secondly
- Retail, hotels, corporations. Lack of community.
- Develop, not gentrify!
- That the area will be only for one age group- area needs multiple types of people.
- I hope we don't get big box stores with low-paying industries.
- I am concerned about the loss of jobs in the area. Will the jobs coming be good paying jobs? It is critical that they are.
- Don't want/need apartments, hotel, or co-working space. Epic shouldn't move in, this is an opportunity for sustainable, equitable employment in an area that needs care and resources!
- That expensive apartments will pop up.
- Don't put in expensive apartments.
- How do we prevent development in the area from pushing out current residents via increased housing costs?
- I am afraid the area will become over-developed and the people who live there now won't be able to afford to live there.
- Too many cars! Safety of area. Solar lighting. Feel safe.
- Potential nighttime noise- train horns, idling trucks and buses
- Transportation increase and how this will be addressed
- This property is as close as you get to a rail hub. From this point, rail lines run in 8 directions from Madison. Think future need for public transit. Electric traction motors.
- Potentially losing my bike route through the Oscar's parking lot.
- I am concerned about the loss of greenspace in the area of Roth-Ruskin-O'Neill. There is one lot with 13 trees on it. What will happen if there is redevelopment?
- It would be a shame to lose the wetland on the Hartmeyer land by Roth and Sherman.

**-What would you notice or do differently because it is a success?**

- Jobs that support low tech non-manufacturing skills.
- Memphis redevelopment of Sears site- a space that keeps physical and economic access paramount.
- I would like to be free to like the Hartmeyer wetland area and to see a boardwalk there and to have it protected for the cranes.
- Gardens- both vegetable and flowers. Marketplace. Art also.

### 3. PLACES & SPACES

- I think all three are important and there seems to be enough space to do this. I think it should be approached and executed in a way that reflects the Northside.
- I support development insofar it is community based. I am extremely concerned the site will become a location of affluent consumption (of all kinds): housing, dining, retail, etc. and fail to invest in or attract opportunities for living wage employment.
- Please do not put apartments above retail. The Northside already has two of these complexes with empty retail space.
- Not sure. With Northside community-building in mind any combo could be good.
- No, the site is for the most part not appropriate for residential development.
- I'd rather see job generators (manufacturing, commercial, industrial) than housing.
- I would support all of the above, in the 72 acre Oscar Mayer site, to provide good-paying jobs.
- Research Park/Science Park is nice example. Some housing mixed in with green space and businesses.
- Modern affordable housing would be nice! There is enough commercial and retail development- Northgate, Esquire, Manna Café, Bellitalia, and other businesses in that strip mall.
- Hilldale, but for people who aren't rich. Single-family residential/affordable housing.
- I support low-medium income residential single homes. 5-10 strong businesses. Clean energy, clean businesses.
- Community solar and business development hub.
- Would like multi companies to be in the center. Would keep area more stable through companies moving in/out of area.
- Mixed-use. An emphasis on local food system would also be nice.
- Food aggregation facility.
- Not a large transfer hub.
- Need walkable spaces, bike paths, areas where cars can't go. Perhaps parking concentrated in one area with areas that would go through the area. Need spaces accessible to all people with disabilities.
- Good bike movement through the space is important. Potential for a festival space. Important to protect the wetland off of Roth St.
- Save the wetlands.
- Yes, landscaping walks, paths, bicycles- variety. Something to soften the industrial appearance- pond, trees, grass.
- Make EMLL (Little League) permanent location.
- Don't forget the East Bluff Homeowners Association.

#### 4. MOVING AROUND

- Bus Rapid Transit hub with airport and intercity rail.
- Need better multi-modal connectivity running east and west across the corridor.
- Need public transportation options to bring more people downtown to ease auto traffic (e.g., BRT, rail).
- This area needs better, more frequent buses that run late into the evening for people that work nights. Bus hubs a failure, need redesign of whole system, more bike paths, and better roads.
- I must use a car (and have the financial wherewithal to do so). The bus system is inadequate (too infrequent). It seems to me that one has the opportunity to experiment here. Why must we have four major transit nodes, rather than a different articulation throughout the city? Might we develop more park & ride opportunities?
- It is almost impossible to get anywhere quickly without a car. We need better bus service and high-speed rail! The streets are jammed!
- STH 113, STH 30, proximity to interstate, US 51 & 151, airport, rail corridor. Bottom line: multi-modal transportation hub.
- Commuter rail! Buses take forever. Cars are jammed.
- Rail. Future need for electrified commuter rail. This property is at the center of Dane County public rail corridors.
- Rail!
- Electric tram, similar to Seattle. Electric subway train, similar to Denver Union Station to Denver Int'l Airport. For downtown Madison, beltline, County M, etc.
- Please use this opportunity to develop a transit system of the future: one that allows for the continual expansion of public/collective transit (which has environmental benefits), while also having the functionality to allow for transition.
- Express bus, more frequent bus service running later.
- We need the #20 and #22 to run on a more frequent schedule through at least 7-9 pm.
- If the Metro North transfer point stays, it needs improvement. Real time arrival signage, better protection from the cold, better maps, signage, cleaning, maintenance, and park & ride spots.
- Get rid of the transfer points! They delay travel across town.
- Enlarge the bus stop parking and have a Badger/Greyhound station.
- Need Greyhound/Badger Bus station.
- Long-distance bus hub and train station. Smaller northeast side bus barn would be good.
- I drive or ride motorcycle. Bottleneck at Warner during ball games is probably worst thing I encounter. I avoid the area or drive around to go home during these events.
- I bus to/from work downtown, but drive everywhere else on the Northside. The bike lanes on N Sherman were a good improvement.
- Better bike paths, friendly space, fix roads, railroad tracks.
- Safe and connected bike paths.
- Safe and connected bike paths. Railway for commuters. Pedestrian.
- I would like to see a bike path from Aberg to Commercial along Packers Ave so it's more fluid to get to the Eastside.
- I bike through- from the Commercial/Packers corner to Aberg. It feels safer to do that than to cross from the bike path (by Little League) across the Packers off ramp.

- Hiking paths, cross country ski. Future hub for mass transit.
- Walking/bike access, depending on uses. Increased connection to neighborhoods.
- I bike as much as possible. It's really accessible to all parts of town and to the interstate. A bridge over Aberg by the Bridges Golf Course would improve access.
- Bike paths, walking trails, less blacktop.
- Overpass to cross Packers.
- More flashing lights to cross N Sherman Ave.
- Have stations for electric cars to recharge.
- All non-fossil fuel vehicles.

## 5. GREEN SPACES

- I think that an increase in places for families and kids to spend time would be wonderful.
- Kids splash pad. Parks adapted to neighborhood need and interest.
- Splash pad for kids. Parks that better serve community interests and population.
- Aquatic park.
- Large water fountain that lights up at night.
- More/updated play structures for young children (provided it can be safe on top of landfill).
- Playgrounds and equipment for both kids and elderly.
- Should use part of area for skate park, space for kid/family friendly events. Park shelter, more fruit trees, and encourage people to plant/pick trees. Community gardens with water/irrigation access.
- Public gathering spaces. Rentals for private events.
- Redevelop softball fields at Demetral for a better use with a higher number of users.
- Greenspace is a must- particularly if one cannot afford one's own greenspace. Public greenspaces allow for and encourage interaction among community members.
- Maintain parks and wetlands.
- Not sure, but protecting wetlands is important.
- Just stop filling in wetlands that you think you can recreate with a fountain. Stop destroying habitat to leave vacant while you look for people who like "Warnerville."
- There is a greenspace very close. Please do a complete environmental cleanup of the Oscar Mayer site.
- Wetlands/woods behind the Esquire Club.
- Solar opportunities. Parks and wetland recovery.
- Transportation corridors. Protect the wetland. Improve visual look from Packers.
- As native and natural as possible, like a wetland.
- Restoration with natives.
- Trees that do not shed their foliage into the sewers, more evergreens.
- There is an opportunity to restore/expand wetland/water retention on the west side of the complex, from Roth St all the way down the rail corridor. With the loss of wetland around Cherokee and an increase in the number of extreme storms, we need to find holding areas for storm water wherever we can.
- Save the trees and open space on Roth (old Little League fields)

- Should be looking at making the open space between Oscars and Sherman, South of Roth, into public use space (the Hartmeyer wetland area).
- Any plans to redevelop Ruskin-Stephen-O'Neil homes/lots? There are 15 older homes on those three streets.
- Need some sidewalks down Roth St between Ruskin and O'Neil- wheelchairs on Roth not cool.
- The large parking lot along Packers is an eyesore. If keeping the lot, put in a better greenspace "screen" between the lot and Packers.
- Green roofs, PU roofs.
- Electric car charging stations.
- Farmers Market

## 6. THINGS TO DO

- In the short term, let's have drive-in movies projected on Huxley side of Oscars.
- Department store, locally owned and no chains. Place to buy affordable clothes.
- A Target store. Marshalls/TJ Maxx. Panera (these are the things I go to the far Eastside for).
- Retail. Housing, hotel?
- Some kind of store to replace Shopko. We have to drive to Eastside to buy clothes.
- Bear & Bottle/Sherman & Commercial seems to be doing well. Replicate similar businesses on the Oscar Mayer site. Also, spruce up Hartmeyer Ice Arena.
- Healthier foods, veggie options. One all-purpose shopping area.
- Lunch places for people that work in the area.
- Maybe incubator space for business/art. Increase facilities for FEED Kitchens.
- WeWork co-working space for gig economy.
- World class healthcare facility (e.g., in Europe and Japan, radiation center with ancillary services).
- Epic- second site. UW recruiting. Green businesses.
- Good jobs that can grow with the community. Also, training for jobs for the local community.
- Connections with Madison College- applied engineering fields (aerodynamics, transportation). Future sectors.
- Vocational education expansion.
- Businesses clean facility- all green energy?
- Preserving water near Pennsylvania. Have seen cranes near railroad tracks.
- I know that youth/families need more things to do. Right now, outside of parks, there is little else on the Northside which forces people to go to other parts of town to find indoor recreation. Off the top of my head a summertime/warm weather attraction would be great and a movie theatre.
- Free and accessible recreation and activities.
- Another skateboard park.
- Miniature golf, Northside pool or aquatic center for children and adults.
- More music/community oriented events. Consider neighborhood fairs/events like Willy Street Fair or area use like in Central Park/McPike Park.
- More music, concerts, neighborhood family-friendly events.



- Would love a multi-cultural food/music/art space. A community center with vendors, artists, and maker spaces.
- Library/public use space. Cultural arts center. Public art space. This space would have ample and free parking (until such time that public transit is more robust).
- Free art. Free youth/child entertainment. Community is not displaced. Cultural/community center.
- A place for people to create art. Street art?
- A small concert area with a stage and covering or band shell.
- I'd like it to be a quiet neighborhood.
- A better bike/pedestrian corridor between Commercial and Aberg along Packers.
- Passenger rail. North transfer point should be expanded to an intermodal station. Bus, taxi, rail, bike.
- Yeah this! (re: passenger rail and intermodal station comment).

## **7. WORKING & BUSINESS**

- Good paying jobs are key! Everybody deserves to be paid a livable wage.
- We're estimating the creation of 40,000 additional jobs in Madison by 2040, with around 10,000 located downtown. This site should accommodate many of the rest.
- Family supporting living wage union jobs.
- We need more higher paying jobs that are accessible to the local workforce. I think with the right planning, we could perhaps build the tax base and create more jobs.
- Job creation. When populations are underemployed, negative outcomes rise for communities and families in those communities.
- Job creation is most important aspect of this project. Should be green jobs with a future. Need family supporting, long term living wage jobs. Should employ, develop a future for working class people who already live here.
- Focus on job creation- it will drive surrounding development and tax base. Also, employment close to housing.
- Jobs that pay and have benefits. Coffee shops and gas stations don't cut it. Difficult to start small business in city of Madison. Little guy gets no help. Big guy gets TIF, etc.
- Good paying jobs similar to Epic, American Family, etc.
- I'd rather see good skilled working class jobs than high tech sector jobs.
- We need a mix of jobs- some high tech, some manufacturing. Various income levels.
- Mixed industrial, commercial, technology, mom and pop shops, restaurants.
- With our population growth, we need to create more jobs. Jobs that can employ local residents and students would be ideal. Training and retraining residents can include MATC, Sherman Middle, East HS, even Emerson.
- Make sure that any new businesses create jobs for local citizens. Also, make sure these are good jobs. Low wage jobs are not going to help in the long term.
- Commitment to the employment of the local community is vital, particularly if one is committed to economic, gender, and racial justice.

- It seems to me that public sector employment is desirable as it has an equitable character. At a minimum, employers should seek employees from the community (rather than encourage commutes). Community investment should benefit the community.
- It is essential to have jobs that connect to the neighborhood workforce.
- It is very important to have jobs that connect to the neighborhood workforce.
- Very important to provide jobs that will be available to local community members.
- Very important living wage jobs, part of neighborhood.
- Seems like a great opportunity for a hub of related businesses, if that's feasible. I like the idea of a food network hub.
- Sustainable, living wage jobs. Food hub could be great for this. Connection to neighborhood is essential!
- Co-ops, worker owned businesses, family, neighborhood-owned businesses.
- Cooperative/employee owned model, if possible.
- Smaller business and a few larger ones.
- Think tanks
- Very important for business to connect to neighborhood. Manufacturing. Education.
- Epic- second site.
- UW Madison electrical engineering, etc. should be solicited. They're running out of space on campus for programs like the Hyperloop Project.
- Food aggregation facility
- Food distribution center. Railway. Workforce development/education that is accessible.
- As manager of the Northside Farmers Market, a number of our meat producers have voiced the lack of midscale meat processors as a rate limiting factor to their expansion. With the sustainable meat production program at Madison College, graduates may benefit from an open processing space similar to that at FEED Kitchen. I feel repurposing a space previously used for meat processing could add butchery business opportunities and also aid in growing regional form businesses (-Matt Galle, [mgalle27@yahoo.com](mailto:mgalle27@yahoo.com))
- Advanced healthcare facility with supporting services. Leverage Madison's strong medical community.
- Research. Bio medical.
- Please do not put apartments above retail. We have two of those that have empty retail spaces.
- Please keep one floor as a museum with equipment, artifacts, history, etc.

## **8. SENSE OF COMMUNITY**

- Yes, I feel connected.
- Friends bring friends (who don't feel connected) to the space
- Yes, we've lived on the Northside for 8+ years. Gathering events such as the Farmers Market allow for making such connections. A space such as that in the Oscar Mayer space would be great.
- Not sure how to do this, but it would be good to help create this. The Northgate Shopping Center is developing this.
- The Madison Mallards stadium has done much to unite the neighborhood.

- Need better community connection. So many more cars. Low income population. Need small homes. Do not gentrify or relocate.
- I am very connected to the community- more than anywhere I have lived. People on the Northside are very involved. We do need better housing. Many houses are in ill repair.
- The Sherman neighborhood seems to be aging. It needs to be a place where young people move and fix up their houses.
- I don't feel like there is a strong sense of community in the general neighborhood. No common spaces that people meet at or have local events at.
- I've lived here 17 years but I don't feel very connected to the Northside. Beautification of streets would go a long way toward making it feel more homey.
- How much affordable housing does Madison need?
- Any new housing should be focused on alleviating the need for affordable housing.
- Do not turn this into Seattle. Housing for homeless, affordable housing.
- Affordable housing, co-ops, apartments, single family affordable housing.
- There seems to be a high demand for cooperative housing on the East and Northside of town. This might be a good location for it.
- We need new single family housing. Many houses in the area are in ill repair.
- I am concerned about gentrification. I am concerned that we maintain low and middle income apartments.
- Gentrification is a real risk and the Northside is already struggling. If increased development occurs, particular focus should be made to affordable housing and job creation and development based on need.
- Very concerned about gentrification. Need affordable housing for people at different stages of life. People with kids, people without them, places where older people can/will want to stay and retire in place.
- I am very concerned that the redevelopment will result in gentrification and the eventual expulsion of the present community. Madison continues to move toward unaffordability.
- I am concerned about both displacement and gentrification, but mostly the latter.
- I have concerns about gentrification and we should continue to be aware of under-employment and the struggles of Northside communities when making decisions about potential affordable housing/employment, etc.
- I love the area and have gotten to know its beauty over a 29 year span! Yes, very much so (concerned about displacement and gentrification).
- Not too much personal connection- I have only lived near downtown so far. I think we should be very careful to avoid displacement and gentrification and strengthen, not disrupt communities.
- Born in this city. Nice clean Kwik Trips or Capitol Petros, no other choices. High rises every place. Greenspace shrinking. Willy Street can't shove residents out fast enough. Taxed or priced out of homes sucks.
- Yes! (re: Are you concerned about displacement or gentrification? question)
- Yes! (re: Are you concerned about displacement or gentrification? question)
- Yes! (re: Are you concerned about displacement or gentrification? question)
- Yes! (re: Are you concerned about displacement or gentrification? question)
- Love this! (re: Northside Workforce Collaboration graphic)

- Please remember this! (re: Northside Income graphic)

#### **OSCAR MAYER SITE MAP**

- Save the wetlands!
- Save the park (Little League)!
- Multi-level parking lot.
- Oscar Mayer property is a hub of Dane County rail corridors.
- Intermodal station at North transfer point. Inter-city bus, Madison Metro, bike, taxi, Amtrak, commuter rail.
- Plenty of room for inter-city bus station. Important for that to be next to a transfer station. Would be great train station.