

OSCAR MAYER IMPACTS

JOBS

- 1970's – 4,000 jobs
- 2013- 1,300 jobs
- 2017 – 640 final job loss (140 corporate, 500+ production)
 - 73% of production workers were Dane County residents
 - 23% were Northside residents (2015)

TAX BASE

- 2017 - \$23.5M (to be reassessed June 2018)
- 2003 - \$34M

UTILITIES

- \$232,000 reduction in water utility income
- \$500,000 reduction in annual wastewater treatment income
- \$3 million gas and electric revenues

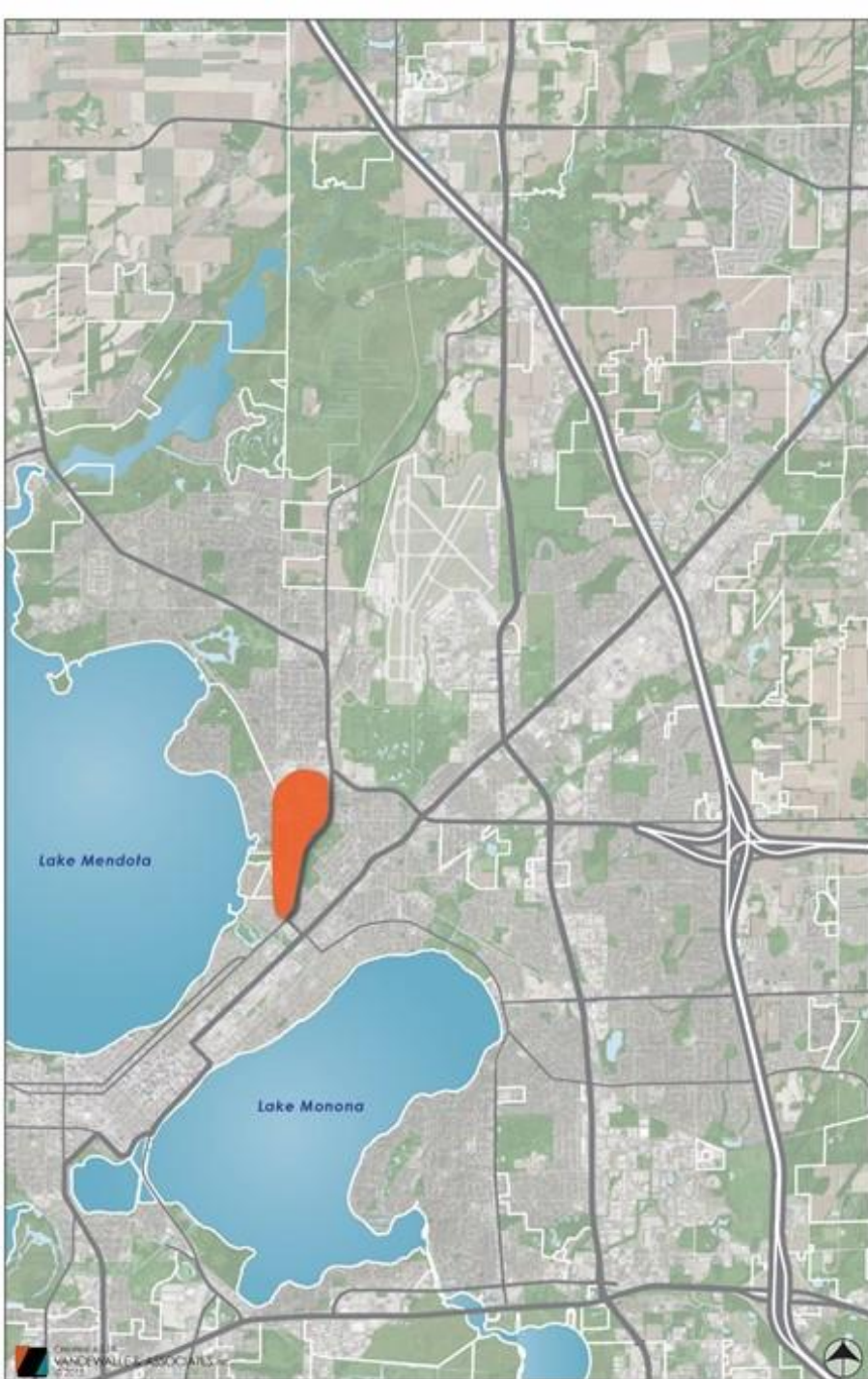
OTHER

Reduction in philanthropic resources to community

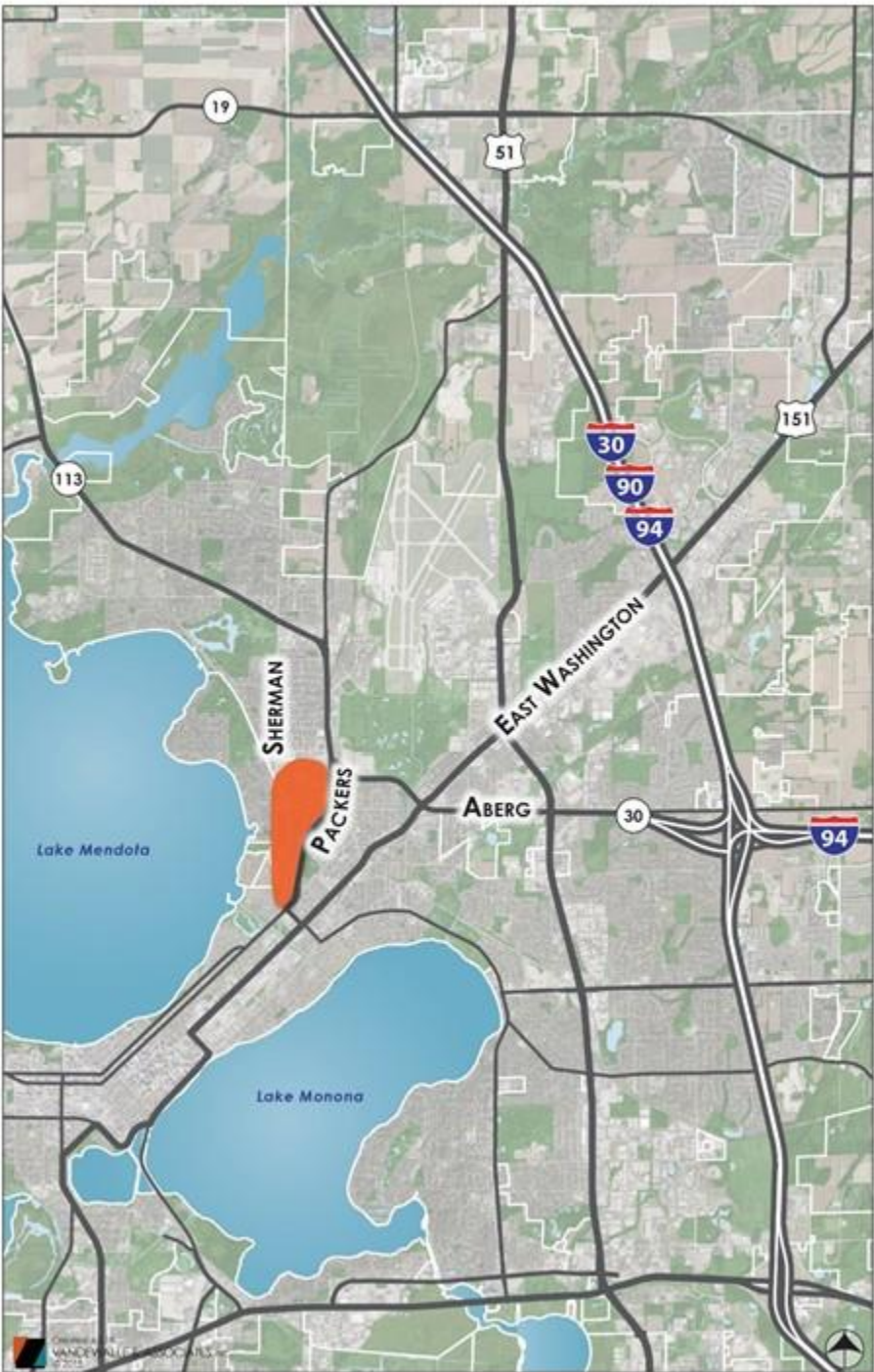
Loss of customer base/revenues for nearby retail, restaurants, and service businesses

Sources: City of Madison, Madison Gas & Electric, Madison Water Utility, Madison Metropolitan Sewerage District, Workforce Development Board of South Central Wisconsin, Wisconsin State Journal

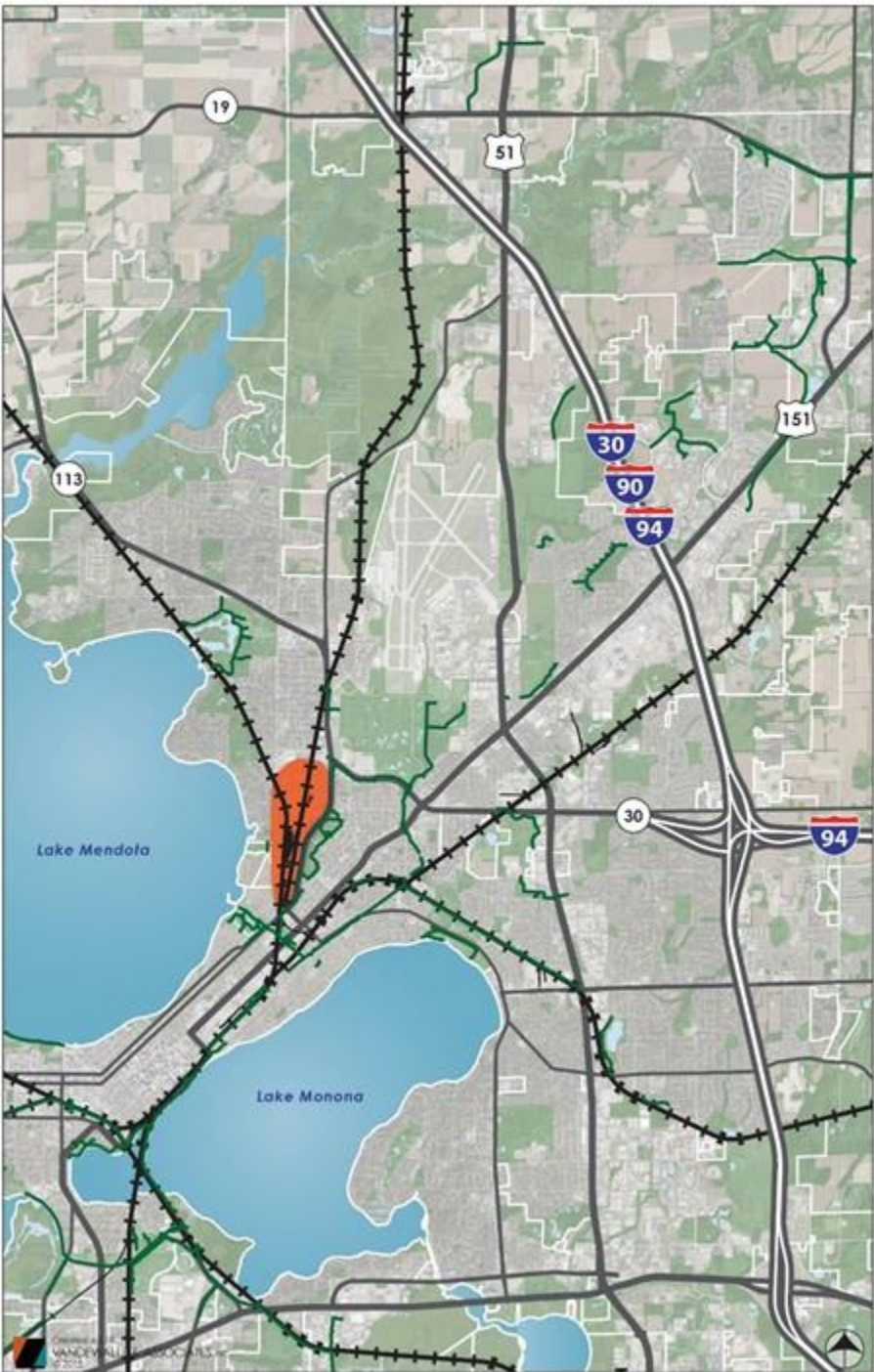
INITIAL ANALYSIS AND OPPORTUNITIES



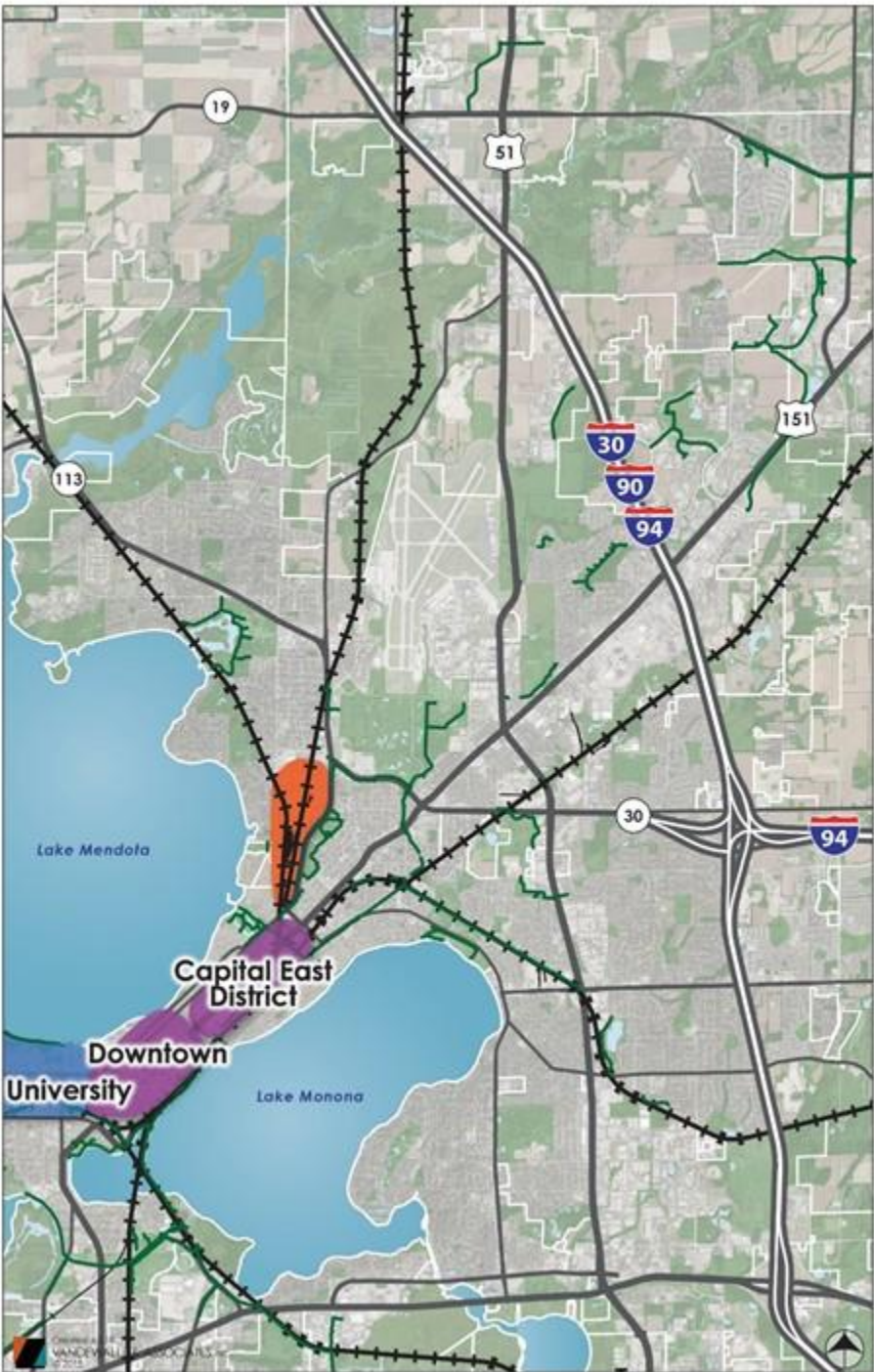
1. Oscar Mayer Area



1. Oscar Mayer Area
2. Major roadways / Bicycle Infrastructure



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3. Rail



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- 4. University, Downtown, Cap East



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- 5. Other Employment Areas



1. Oscar Mayer area
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3. Rail
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5. Other Employment Areas
6. Madison College and Airport



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7. Airport Access & Gateway Corridor



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- 8. Planned BRT



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- 8. Planned BRT
- 9. Designated Corridor for Intercity Passenger Rail



EXISTING INFRASTRUCTURE

- Open Space (Public & Private)
- Electric Transmission Lines & Substation
- Fiber
- Sanitary Sewer Lines (10"+)
- Water Lines (10"+)
- Storm Sewer Lines (36"+)



TRANSPORTATION

Existing Bus Routes & Stops

Signalized Intersections

Traffic Counts

Existing Bike Trails

Rail Lines & Spurs



POTENTIAL REDEVELOPMENT & INFILL

- Short/Medium Term
- Medium/Long Term

A FEW TAKEAWAYS

OSCAR AREA



- Unmatched infrastructure & transportation access
- Significant non residential acreage will transition
- Building stock/allows for lower-priced rents

Spectrum Brands



Capital East



Arbor Gate



Cuna Mutual





OPPORTUNITY 1

Potential Target Economies & Cluster Development



OPPORTUNITY 2

Digital-Driven Industry 4.0- Next Generation of Manufacturing



OPPORTUNITY 4

Place-Based Workforce Collaborative



OPPORTUNITY 5

Home for Next Large Corporate Campus to Go to Scale



OPPORTUNITY 6

Creating an Inclusive Mixed-Use District



OPPORTUNITY 7

Multi-Modal & Transit-Oriented Hub

OPPORTUNITY 8

A Linear and Urban City Future



OPPORTUNITY 9

Proactive & Comprehensive Social Equity & Economic Framework

OPPORTUNITY 3

Food Manufacturing & Aggregation Distribution



FOOD INNOVATION CORRIDOR

- Leverage northside food innovation assets and future public market
- Site cold storage and docking asset for distribution
- Oscar/Pennsylvania /Packers corridor building stock for production scale
- Madison opportunity to be marketplace/hub for regional products

OPPORTUNITY 4

Place-Based Workforce Collaborative



FOSTER WORKFORCE TO FUEL THE NEXT NORTHSIDE ECONOMY

- Significant assets - proximity matters
- Youth pipeline and Educational career pathways for north/eastside
- Inspire youth, Training, internships, mentoring, company apprenticeships
- Equip diverse communities with training, skills, and access required for careers in technology
- Major Corporate/Educational partnership



OPPORTUNITY 6

Creating an Inclusive Mixed-Use District

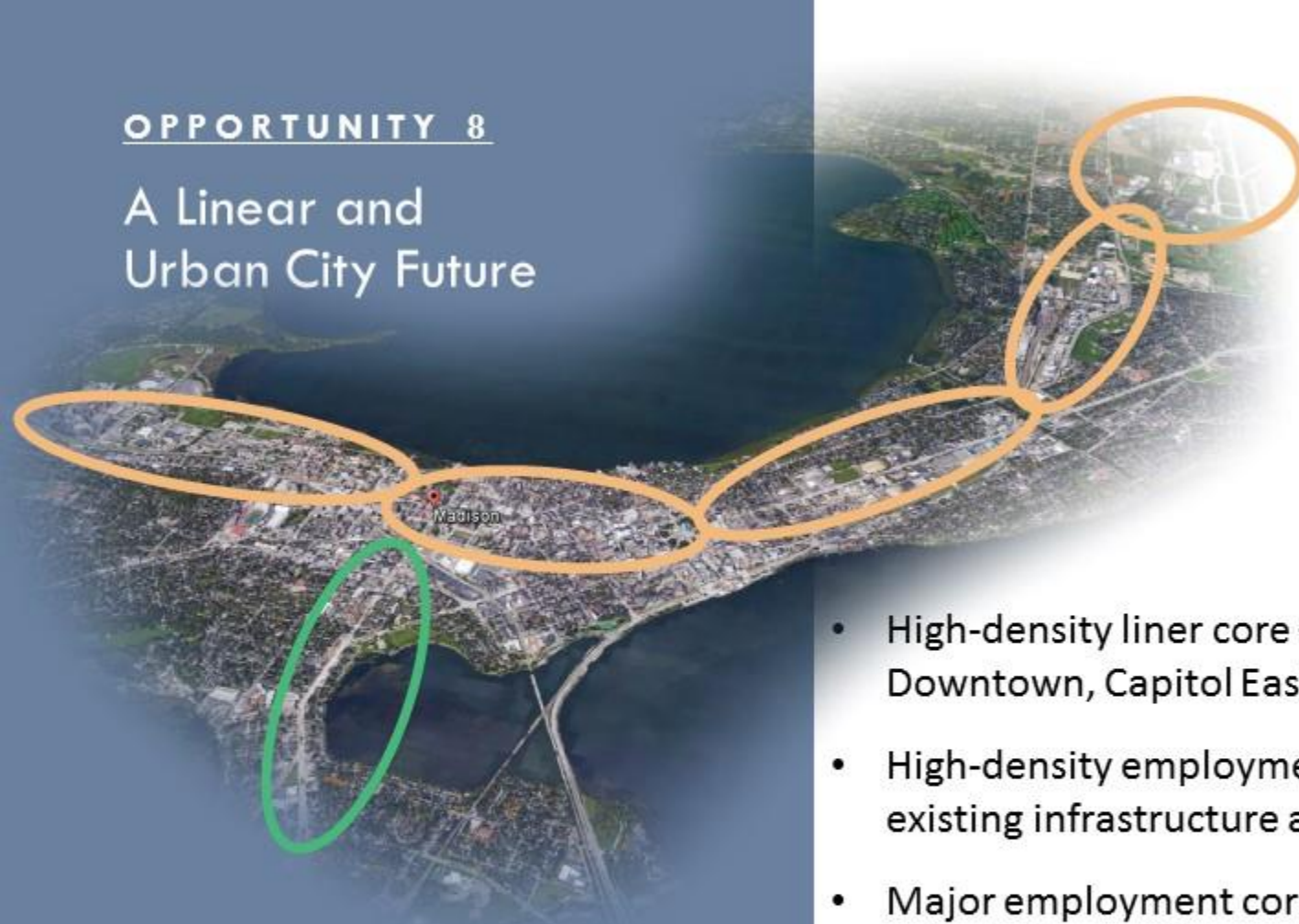


A PLACE TO GATHER

- Identifiable, authentic district for the Northside and employment district
- Pedestrian-oriented form and uses(specialized mix of housing, shops, food, music, services)
- Integration of legacy commercial areas on Fordem
- Critical to today's employment areas

OPPORTUNITY 8

A Linear and Urban City Future

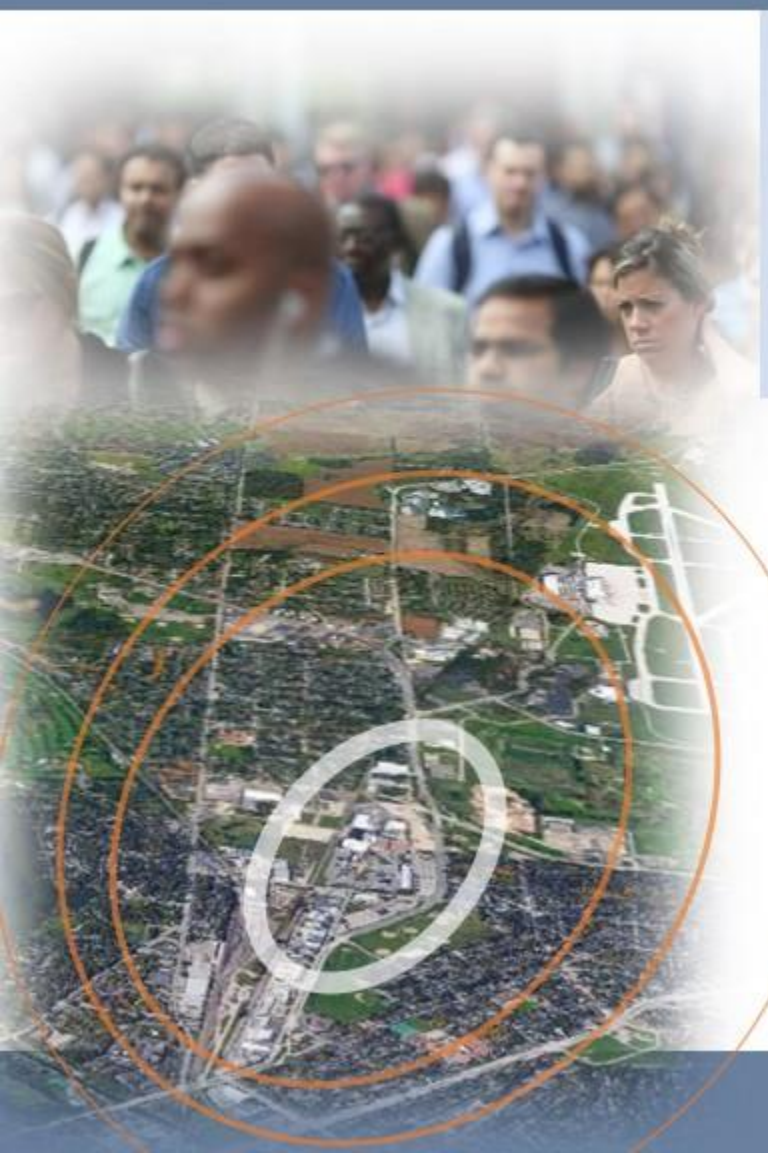


- High-density liner core – Hilldale, University, Downtown, Capitol East , Airport
- High-density employment and living leveraging existing infrastructure and future rapid transit
- Major employment corridor in close proximity to high demand living
- Transit orientation

OPPORTUNITY 9

Proactive & Comprehensive Social Equity & Economic Framework

WHERE ALL PEOPLE CAN ATTAIN THE RESOURCES AND
OPPORTUNITIES THAT IMPROVE THEIR QUALITY OF LIFE AND
ENABLE THEM TO **REACH THEIR FULL POTENTIAL**

- 
- Boldly preserve and expand affordable and specialized housing/policies – minimizing displacement
 - Mobility & connectivity
 - Cultural fabric and businesses
 - Specialized education and workforce training
 - Diverse leadership and partnerships structure

An aerial photograph of a city corridor, likely in Chicago, showing a mix of urban development, residential areas, and industrial zones. A large blue hexagon is superimposed over the center of the image, containing white text. The background shows a wide highway, a railway line, and various buildings and green spaces.

VISION

*PHYSICALLY AND ECONOMICALLY WOVEN INTO
THE DIVERSE SURROUNDING
NEIGHBORHOODS, THE TRANSIT-ORIENTED,
EMPLOYMENT CENTERED, MIXED-USE DISTRICT
IS NOW AN INCLUSIVE GATHERING HUB OF
THE NORTHSIDE.*

*THE CORRIDOR HAS LEVERAGED ITS
UNMATCHED INFRASTRUCTURE CAPACITY AND
LOCATION BETWEEN THE AIRPORT AND
DOWNTOWN TO RISE AS A REGIONAL
ECONOMIC HUB FOR THE LOCAL COMMUNITY
AND ITS FUTURE RESIDENTS.*

DRAFT REDEVELOPMENT OBJECTIVES

1

Target a high density of living wage jobs.

2

Maintain housing affordability and minimize displacement.

3

Leverage the corridor's existing infrastructure and building stock.

4

Ensure economic recovery boosts diversity in ownership and local businesses.

5

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

DRAFT REDEVELOPMENT OBJECTIVES

6

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

7

Create an integrated and connected multimodal transportation system.

8

Deploy sustainable technologies, improve stormwater, and preserve environmental assets.

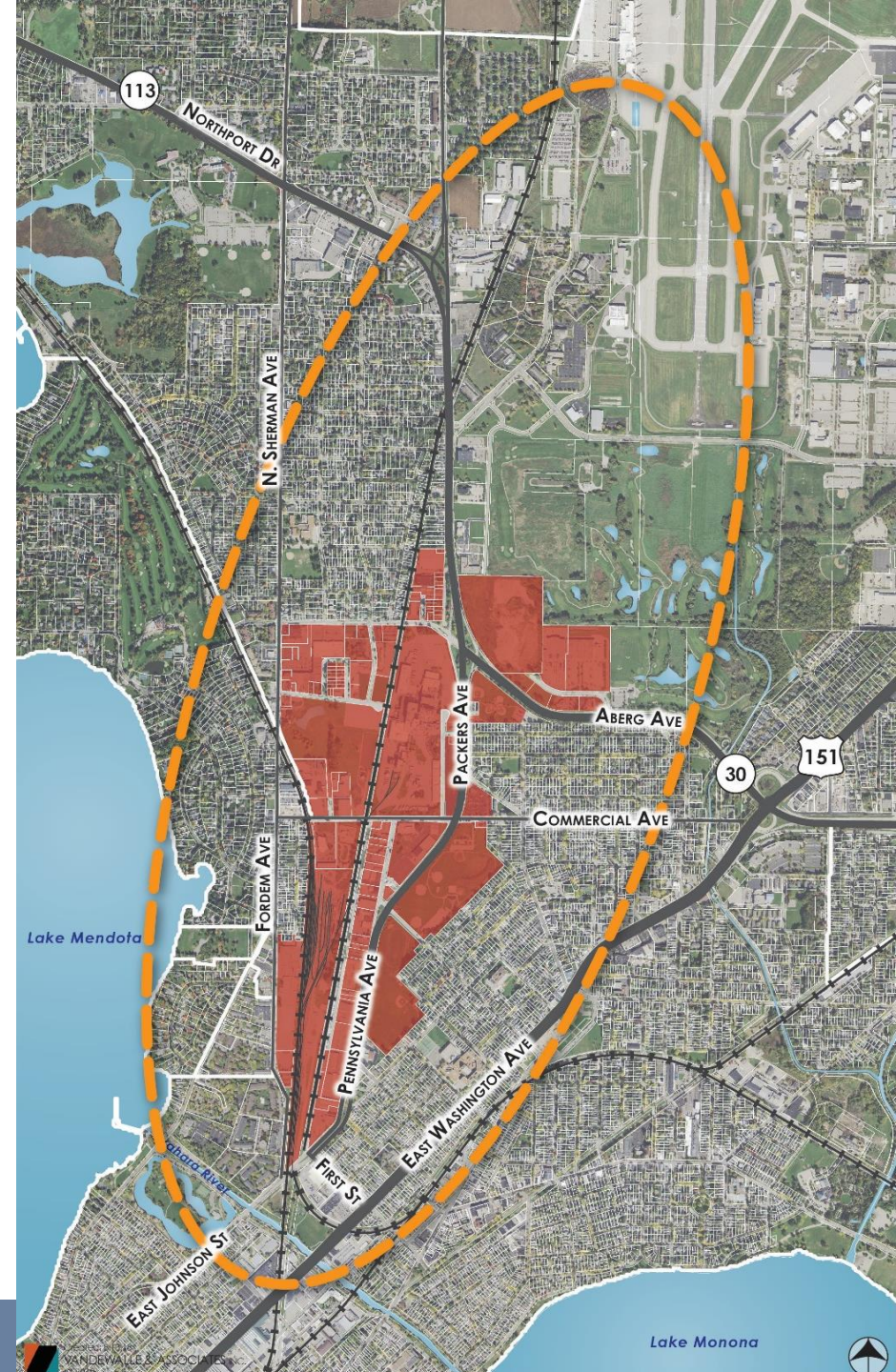
9

Form an identifiable and authentic mixed-use district.

10

Proactively utilize city financial resources and statutory powers to optimize tax base growth and achieve the vision.

SPECIAL AREA PLAN BOUNDARY



POTENTIAL SPECIAL AREA PLAN ELEMENTS

☒	Regional Positioning Analysis	PHASE 1
☒	Public Participation on Key Issues, Vision, & Redevelopment Objectives	
☒	Vision and Redevelopment Objectives	
☒	Existing Conditions	
☐	Land Use	PHASE 2
☐	Development Alternatives and Projections	
☐	Key Site Concepts	
☐	Public Participation on Alternatives, Concepts, and Plan Recommendations	
☐	Multimodal Transportation	
☐	Bulk Standards and Urban Design Guidelines	
☐	Recommendations and Implementation Strategies	
☐	Economic Development and Transportation Strategies from Downtown to the Airport	