

Oscar Mayer Strategic Assessment Committee

October 23, 2018

Timeline & Next Steps

2018	Oct 23 - 5:30pm	OMSAC, Warner Park Community Center
	Nov 12 - 5:30pm	OMSAC, Warner Park Community Center
	Dec 4	CC Introduction
	Dec 5	Release RFP
	Dec 17 - 5:30pm	Plan Commission , CCB Rm 201
	Dec 19 – 5:00pm	EDC, CCB Rm 260
	2019	Jan 8
Jan/Feb		Contract with consultant
Feb-Aug		SAP Process (no committee)

Recommendations

1. The Special Area Plan (SAP) process should commence as soon as possible to align with major property owner development planning and ensure the effort dovetails with the likely 2019 Tax Increment District (TID) project plan creation.
2. Develop an interim strategy for requests on land use changes until the Special Area Plan is complete
3. Develop a detailed implementation strategy to advance and help realize the redevelopment objectives in concert with the SAP and TID.
4. The SAP process should include public participation to review the concept alternatives developed through the process, and should include dialogue with all major property owners.

Recommendations

5. The SAP contract should dedicate adequate funds to community engagement.
6. To achieve the vision and objectives, the City or a partner entity should consider working with property owners to acquire and combine key sites for optimization.
7. Consider partnering with current owners of the little league fields and the Roth Street to preserve the wetlands and maintain the ball fields as park and open space.
8. Identify opportunities to create additional affordable housing in the corridor and identify strategies to support long term renters and homeowners whose housing costs threaten to displace them.
9. Explore how affordable retail/commercial space is in the area and identify strategies to maintain affordability for small and locally owned businesses.

Recommendations



10. Proactively connect the site owners and tenants with training/hiring organizations.
11. Actively plan for redevelopment of the corridor, including potential relocation of the North Transfer Point, alignment of future BRT, and location of various amenities so the city doesn't lose any opportunities.
12. The SAP should involve sustainability experts, particularly on green storm water management, to advise on the plan and/or connect them with the owners.
13. The SAP should focus on the area shown in red on the map.

Implementation

RECOMMENDATION (OBJECTIVES SUPPORTED)	RESPONSIBLE AGENCY (COMMISSION)	TIMEFRAME	NOTES
<p>1. The Special Area Plan (SAP) process should commence as soon as possible to align with major property owner development planning and ensure the effort dovetails with the likely 2019 Tax Increment District (TID) project plan creation.</p> <p><i>(Objectives 2, 3, 5, 7, 8, 9, 10)</i></p>	<p>Planning Division, Economic Development Division</p> <p><i>(Plan Commission, Economic Development Commission)</i></p>	<p>Short (0-6 months)</p>	
<p>2. Develop an interim strategy for requests on land use changes until the Special Area Plan is complete.</p> <p><i>(Objectives 1, 3, 10)</i></p>	<p>Planning Division</p> <p><i>(Plan Commission)</i></p>	<p>Short (0-6 months)</p>	<p>The Committee feels strongly that the City should do all it can to realize the full potential of the area, rather than approaching redevelopment proposals and approvals piecemeal.</p>
<p>3. Develop a detailed implementation strategy to advance and help realize the redevelopment objectives in concert with the SAP and TID.</p> <p><i>(Objectives 1, 2, 4, 6, 10)</i></p>	<p>Economic Development Division, Planning Division</p> <p><i>(Economic Development Commission, Plan Commission)</i></p>	<p>Medium (6-24 months)</p>	
<p>4. The SAP process should include public participation to review the concept alternatives developed through the process, and should include dialogue with all major property owners.</p> <p><i>(Objectives 1, 2, 3, 4, 5, 6, 9)</i></p>	<p>Planning Division, Economic Development Division</p> <p><i>(Plan Commission, Economic Development Commission)</i></p>	<p>Short (0-6 months)</p>	

Implementation

RECOMMENDATION (OBJECTIVES SUPPORTED)	RESPONSIBLE AGENCY (COMMISSION)	TIMEFRAME	NOTES
<p>5. The SAP contract should dedicate adequate funds to community engagement.</p> <p><i>(Objectives 2, 4, 5, 6, 9)</i></p>	<p>Planning Division</p> <p><i>(Plan Commission)</i></p>	<p>Short (0-6 months)</p>	<p>Consider making this a separate contract rather than part of the planning contract for the Special Area Plan. Ensure the process continues to proactively engage Northside constituent representatives, focus groups, underrepresented constituent groups, and individuals who have already been involved, receive input on concept alternatives.</p>
<p>6. To achieve the vision and objectives, the City or a partner entity should consider working with property owners to acquire and combining key sites for optimization.</p> <p><i>(Objective 10)</i></p>	<p>Economic Development Division – Office of Real Estate Services</p> <p><i>(Economic Development Commission)</i></p>	<p>Long (24 months+)</p>	
<p>7. Consider partnering with current owners of the little league fields and the Roth Street to preserve the wetlands and maintain the ball fields as park and open space.</p> <p><i>(Objective 5)</i></p>	<p>Parks Division</p> <p><i>(Board of Parks Commissioners)</i></p>	<p>Long (24 months+)</p>	
<p>8. Identify opportunities to create additional affordable housing in the corridor and identify strategies to support long-term renters and homeowners whose housing costs threaten to displace them.</p> <p><i>(Objective 2)</i></p>	<p>Department of Planning and Community and Economic Development</p> <p><i>(Housing Committee)</i></p>	<p>Medium (6-24 months)</p>	

Implementation

RECOMMENDATION (OBJECTIVES SUPPORTED)	RESPONSIBLE AGENCY (COMMISSION)	TIMEFRAME	NOTES
<p>9. Explore how affordable retail/commercial space is in the area and identify strategies to maintain affordability for small and locally owned business.</p> <p style="text-align: right;"><i>(Objectives 4)</i></p>	<p>Economic Development Division</p> <p><i>(Economic Development Commission)</i></p>	<p>Medium (6-24 months)</p>	
<p>10. Proactively connect the site owners and tenants with training/hiring organizations.</p> <p style="text-align: right;"><i>(Objective 6)</i></p>	<p>Economic Development Division</p> <p><i>(Economic Development Commission)</i></p>	<p>Medium (6-24 months)</p>	<p>Training/hiring organizations may include the Urban League, BIG STEP, Madison College, and others.</p>
<p>11. Actively plan for redevelopment of the corridor, including potential relocation of the North Transfer Point, alignment of future BRT, and location of various amenities so the city doesn't lose any opportunities.</p> <p style="text-align: right;"><i>(Objective 7)</i></p>	<p>Transportation Department</p> <p><i>(Transportation Policy and Planning Board)</i></p>	<p>Medium (6-24 months)</p>	
<p>12. The SAP should involve sustainability experts, particularly on green stormwater management, to advice on the plan and/or connect them with the owners.</p> <p style="text-align: right;"><i>(Objective 8)</i></p>	<p>Planning Division, Engineering Division</p> <p><i>(Plan Commission)</i></p>	<p>Short (0-6 months)</p>	<p>Experts may be associated with the UW or local non-profits.</p>