

Oscar Mayer Strategic Assessment Committee

Summary Results on Important Topics to Cover in Planning Process (Post-It Exercise)

During the Oscar Mayer Strategic Assessment Committee meeting of May 8, 2018, members were asked to identify what they felt were important topics to address in the planning process, given the presentations received at prior meetings. The Committee discussed these items and general thoughts were captured on post-it notes. This is a summary of that exercise for reference during future discussions. Comments have been grouped into categories for ease of reference, but this should not be viewed as a rigid structure and many comments could also fit into multiple categories (existing or new).

Transportation - General

- Off-site transportation (neighborhood, regional level)
- Area is an island & multiple modes of transportation to look at (bike, BRT, auto)
- Site is isolated- transportation- transit, bike, pedestrian
- Connecting what is isolated
- Connecting not bypassing
- How to connect site back to Packers & surrounding neighborhoods
- Bike path opportunity for beautification
- Bike path
- Crucial to end with bike path connection to Public Market
- Not funneling (*traffic*) into neighborhoods- public transportation concept
- Where do semi-trucks go? (*not*) through neighborhood streets
- Innovation opportunities (airport, etc.)
- More traditional methods of transportation

Transit/Metro/BRT

- Transit
- Move Metro to visible site
- Transfer point is an asset- how to leverage/improve it
- Packers as BRT corridor, connect airport w/ site & downtown

Economic Development - General

- What economic activities will enhance site?
- Multifaceted connectivity to economic drivers –users, business, transportation systems
- Economic variety – not relying on one tenant, diversification
- Think in terms of tax base & development of tax base
- One of city sites with potential
- Owners have profit motive- good thing for economic development, jobs, tax base
- Create study area consistent with Opportunity Zone

- Important to define now how TIF may apply
- Support TIF if visions align
- What do we want in exchange for potential TIF dollars
- TIF is leverage

Jobs

- Jobs & employment heard as theme
- Good jobs
- Diverse, living wage jobs
- Living wage jobs
- Job creation- everything from light manufacturing to STEM to incubator for tech/artists/commercial kitchen
- Variety of types of jobs. Get different people in community
- Manufacturing jobs important
- Employment & hiring from neighborhood
- Jobs of former Oscar workers- can we focus on that?
- Local people work on construction
- Support folks in jobs
- Employment w/ on-site childcare
- How to connect people with jobs on site

Food Systems

- What about role of food cluster in area?
- Importance of getting a cross dock on this site
- Notion that for organic ag industry, farmers & producers- no one place in Madison area where trucks can come in with produce/goods & set up for delivery to restaurant/market. Even as far as truckloads getting out to Chicago. Economic opportunity & potential for it
- Cold storage building has 17 docks (unsure of exact #?)
- Food systems- need strong data before we spend a lot of \$ on it. Need info on sources & potential use first

Equity

- Diversity & inclusion cuts across/lens how you look at everything
- Create MBE/WBE/DBE goals like Lambeau Field & FoxConn
- Equity issues, livable wage, green space, preserve community asset- all should enhance what owners will end up creating for city & in the end, profit
- Keep in mind that in places where you get successful development, you may lose affordability in surrounding neighborhoods for residential & retail/commercial
- What to do now assuming that development on site is successful- how to maintain affordability?

- Affordable housing. Hardest to finance- how can city move this forward?

Environment and Infrastructure

- Impact to environment- improvement- runoff
- Environmental standards- need baseline info
- Maximize (*should this be minimize?*) costs of infrastructure
- Infrastructure- take advantage, unlike any other site in city. Look at how take advantage of what is already there

Land Use + Design

- Site is so big, can have a lot of different type of uses
- Master plan & how can change huge site- can be so many different things because so huge
- Plan well for infill development on site & leverage development for surrounding area
- Who is our target user?
- Site can be a destination creating a vibrant standalone sense of place/community
- Activities for site
- Cap East district as example- community gathering type area with food, music, walking paths
- Things are happening at McPike Park. Recreating gathering/hang-out
- How can we use pocket areas between buildings and parking lots? Can do all this stuff- huge amounts of land between buildings
- Don't infill with random things in parking lot (e.g., CVS in middle of parking lot) quick & easy to fill up space, but don't make anything happen
- Think about how to increase density over time reducing and surface parking
- Need statement on density and greenspace/open space- should understand where ratios can be. We need to know where can we push it & where appropriate
- OMSAC should look at Madison Yards, which is incredibly dense and too much for us here.
- Asphalt removal
- Where is the front door, Aberg or Commercial?

Other Oscar Mayer Site Specific Comments

- Nervous about future- owners want to just lease things
- Would hate to lose potential of the whole site just because owners are getting enough rent
- Important to blend community goals with owner vision because at the end of the day, operating under code & ability to generate income
- If make money on existing assets & use as base, that's fine.
- From the beginning, owners said they would listen to OMSAC, but it's their property in the end.
- Straightforward to make it work financially. Neighborhood wants it to work too- don't want it to happen again (vacant site again)

- View from the top floor- great views
- Keep public access & engagement
- Communication of process & progress
- Stewards for important piece of property in our community & interested in how you will develop that
- Start with a conversation that this is a community asset we care about/potential.
- Catalyst for Northside
- Start by giving them an opportunity to articulate a vision that will wow us
- If it's not going as hoped, need to understand alternatives.
- Get reaction from them to start about vision we can be happy & proud of
- Everything we're trying to accomplish does enhance property margin
- Going to be neighbors no matter what- can be great neighbors or not so great

Plan/Process/Vision

- No long-term vision shared yet
- Opportunity for a lot of vision to be shared
- Alignment of overall plan & vision
- Probably overlap w/ our core components of vision, then on the edges, may have different priorities
- Piecemeal occupancy ok for now but need comprehensive vision of future
- Incumbent on us to let them lay out vision & articulate for them
- At some point- our plans vs. their idea of what market is telling them not in sync. Put thought into is conversation with R/R to full up space, but give us vision for future
- We can collaborate on their vision & community vision to generate max profit & quality we're looking for
- Ask owners, what is being asked- how does it fit your vision? How do we get you to your vision?
- Great, good luck w/ buildings you're keeping, but for rest of site, give us a vision we're excited about
- Take community asset & turn to something special
- Ask owners you now own a major asset & this can be catalyst for community & has great potential
- What is your vision based on market & what you see, what is your vision for open spaces?
- Need to dovetail what market tells R/R & they're willing to do & what we see
- Give them a challenge to articulate something on grander scale is a conversation we need to have
- Plan for whole site including union hall, bar, house- can't plan without including them

General

- How do we keep in mind alignment of citywide needs vs. resident priorities?
- Balancing needs of near & regional neighbors
- How to see in bigger picture?
- How to realize full potential?
- They (*former Oscar Mayer employees?*) did pretty well with getting jobs, but community is still there
- Looking at our leverage and how to use it
- TIF incentives, zoning authority, etc.
- Need to understand leverage