

Purpose of Today's Worksession & Next Steps

JULY

AUGUST

VISION

Discussion of top line words and key elements for the vision and redevelopment objectives

Review vision statement and draft redevelopment objective statements

REDEVELOPMENT OBJECTIVES

Process INPUTS

Committee
Work & Input

Public
Engagement
- Constituent Engagement
- Public Event

Asset &
Opportunity
Analysis

POTENTIAL REDEVELOPMENT OBJECTIVE CATEGORIES

VISION

What do we
want the area to
become?

DIVERSITY
OF JOBS

PROACTIVE
LEVERAGE

TAX BASE

FOOD &
NEXT GEN
ECONOMIES

SITE AREA
HOUSING

ENVIRON-
MENT

EQUITY &
INCLUSION

AFFORD-
ABILITY &
AVOIDING
DISPLAC-
EMENT

INFRA-
STRUCTURE &
BUILDING
STOCK

CONNEC-
TIONS TO
NEIGHBOR-
HOOD

MULTIMODAL
TRANS-
PORTATION
& ACCESS

PLACE
& FORM

WORKING DRAFT

Assessment Framework

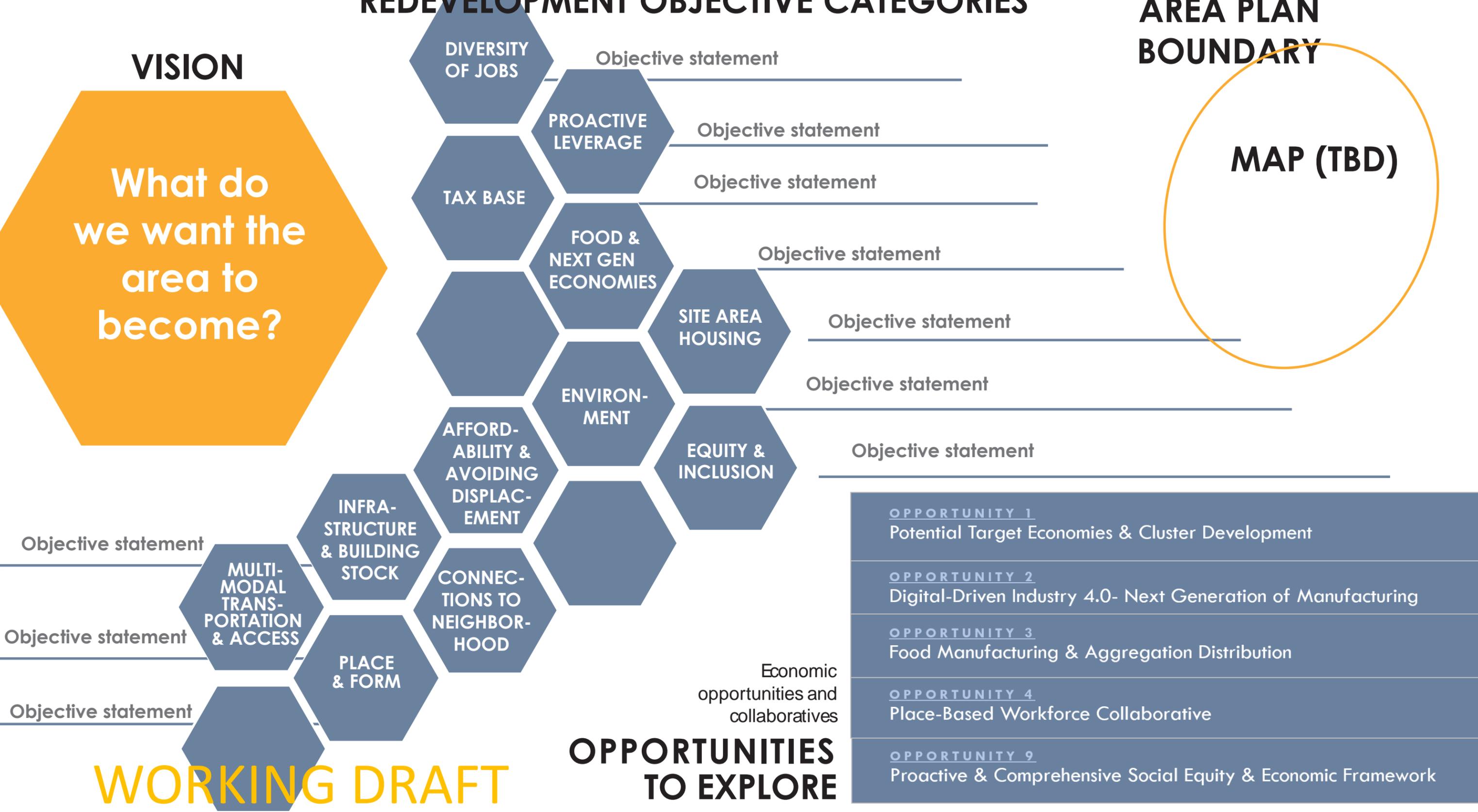
VISION

What do we want the area to become?

REDEVELOPMENT OBJECTIVE CATEGORIES

SPECIAL AREA PLAN BOUNDARY

MAP (TBD)



WORKING DRAFT

OPPORTUNITIES TO EXPLORE

Economic opportunities and collaboratives

DISCUSSION

1. What resonates with you?
2. What is missing?

AREA VISION

What do we want the area to become?

Transit-oriented
employment
center

Site as a
catalyst

Northside hub
& gathering
place

Culturally inclusive
mixed-use district
that caters to
diverse groups

Achieve
potential of site
& area

Integrated &
accessible

Leverage location
between airport &
downtown



REDEVELOPMENT OBJECTIVES

How is a redevelopment objective defined for this project?

- A desired outcome that collaborative efforts intend to achieve
- Aligns with and implements the Vision
- Basis for creating policy and evaluating performance over the long term

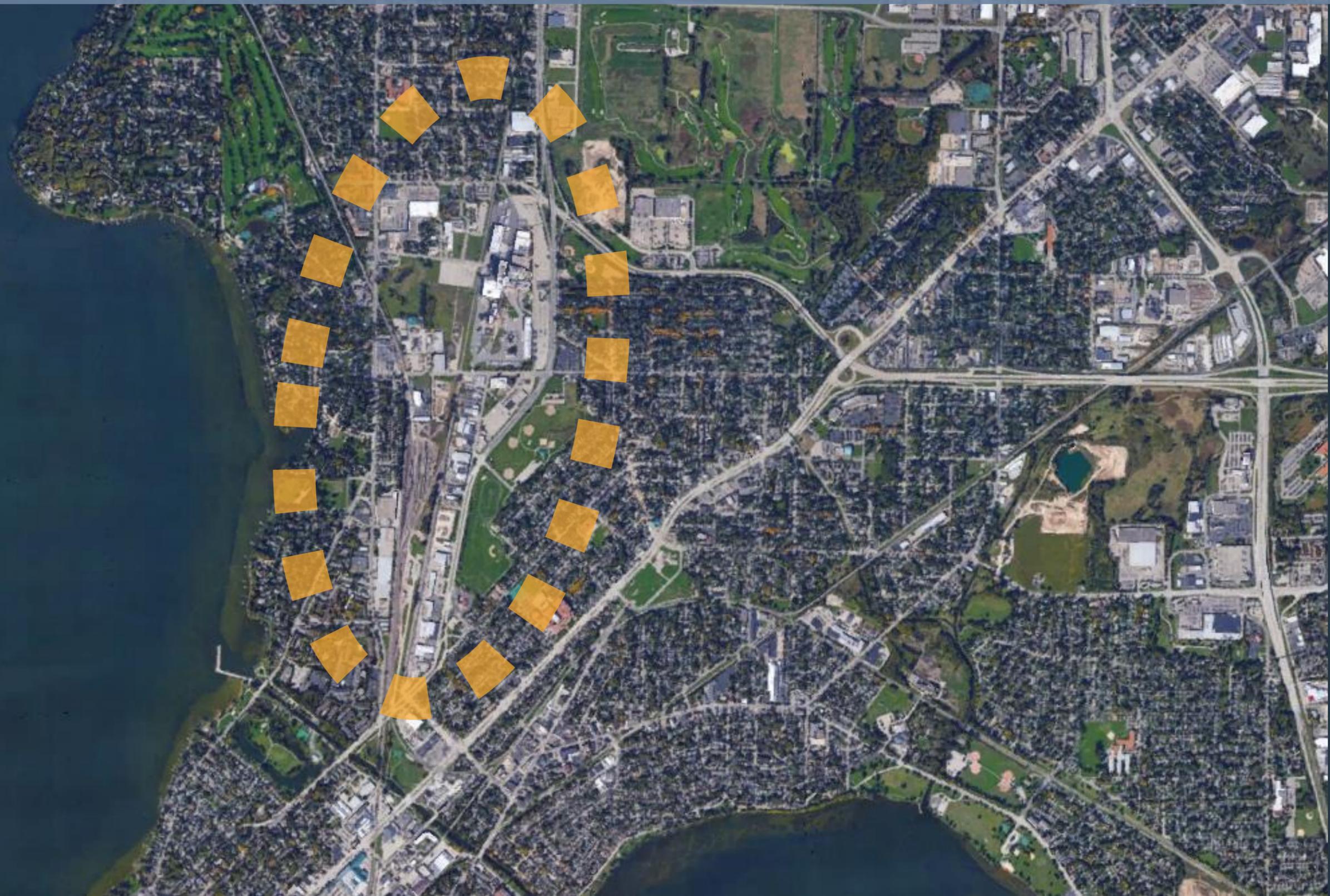
How will they be used?

- Help inform the special area plan, future investment and reinvestment tools such as TIF, Opportunity Zones, grants, etc.
- Provide direction for private projects and investments

EXAMPLE REDEVELOPMENT OBJECTIVES

- Increase bike, pedestrian, and auto connectivity within the immediate site area and to adjacent neighborhoods
- Target employers that offer a diversity of jobs and a full spectrum of wages

ASSUMED GEOGRAPHIC AREA FOR REDEVELOPMENT OBJECTIVES DISCUSSION (not special area plan boundary)



REDEVELOPMENT OBJECTIVES

DISCUSSION – 5 MINUTES

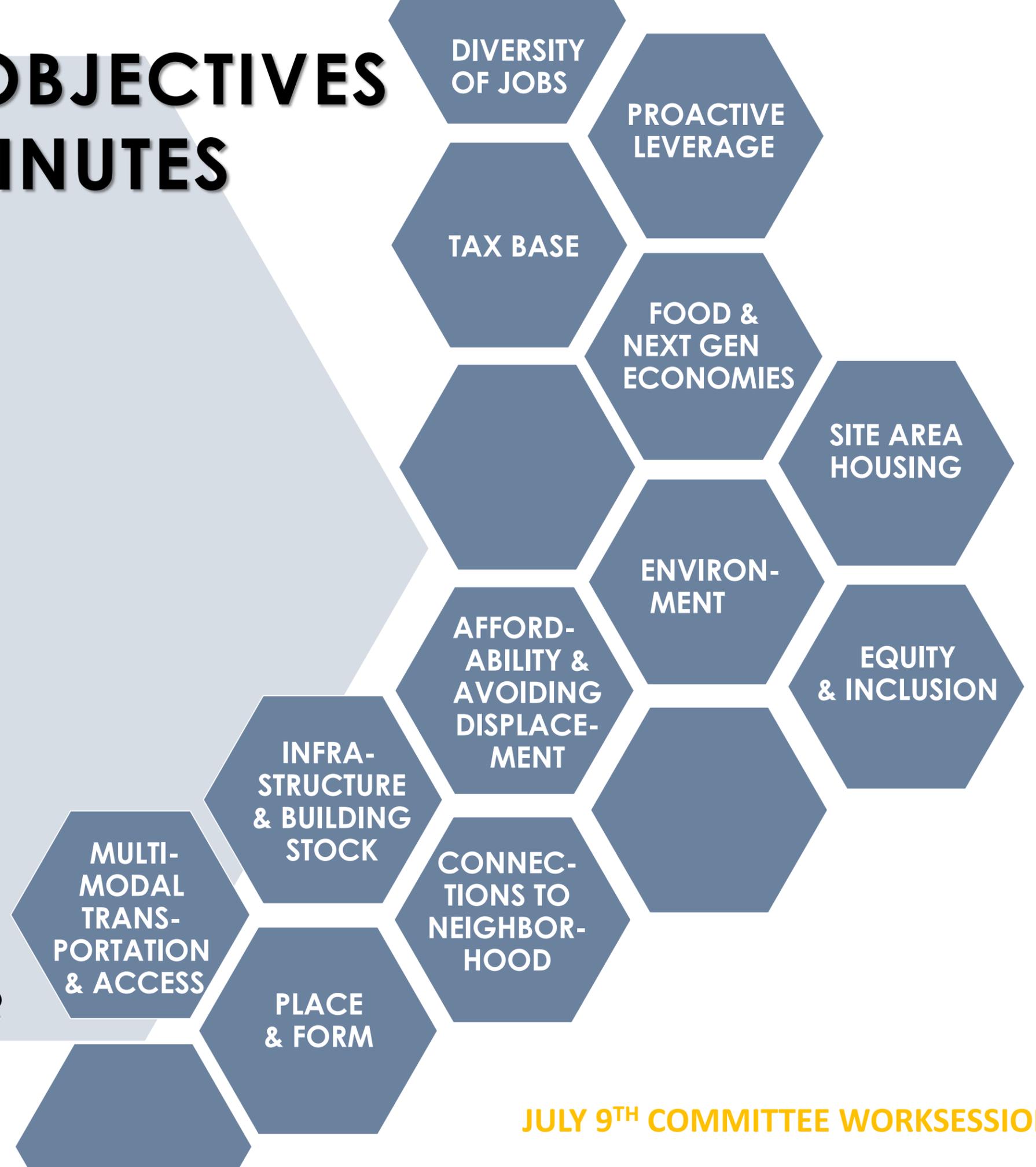
EACH

For each:

- Emphasize
- Lesser Importance
- Missing

Is there a category that has not been represented?

Are there some that could be combined?



DIVERSITY OF JOBS

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PROACTIVE LEVERAGE

TAX BASE

FOOD & NEXT GEN ECONOMIES

SITE AREA HOUSING

ENVIRONMENT

EQUITY & INCLUSION

AFFORDABILITY & AVOIDING DISPLACEMENT

INFRASTRUCTURE & BUILDING STOCK

CONNECTIONS TO NEIGHBORHOOD

MULTIMODAL TRANSPORTATION & ACCESS

PLACE & FORM

Full spectrum of jobs and wages

X number of jobs per acre

Living wages

Economic variety

Middle skilled jobs

FOOD & NEXT GEN ECONOMIES

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Leverage Northside food innovation assets

Site and cold storage docking asset

Manufacturing, digitally driven Industry 4.0

Biotech, business services, IT, game development, food, health tech/wellness, etc.

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Economic replacement

Value per acre comparable
to other employment areas

Maximize new tax base

Increment desired to fund
public improvements and
achieve vision

Significant potential to
increase

EQUITY & INCLUSION

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Gathering space and places

Cultivate cultural
experiences and norms

POC business and developer
inclusion

Entertainment spaces

Diverse leadership
involvement

DBE/MBE/WBE business
preferences/goals

AFFORDABILITY & AVOIDING DISPLACEMENT

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MULTIMODAL TRANSPORTATION & ACCESS

CONNECTIONS TO NEIGHBORHOOD

PLACE & FORM

Maintain housing range and affordability aligning with site jobs and wages

Avoid racial, cultural, and elderly displacement

Maintain neighborhood sense of community and character

Explore policy, tools, and a comprehensive framework

Transportation burden/costs

CONNECTIONS TO NEIGHBORHOOD



Connectivity through site and to adjacent neighborhoods

Amenities and uses that serve Northside neighborhoods

Provide localized transportation (i.e. shuttles)

Reduce physical barriers

Skills training



PROACTIVE LEVERAGE

City takes on active role
Incentive to achieve vision

TIF

Opportunity Zone

Grants

Land use / zoning

Developer and business recruitment

Land acquisition and land banking

PLACE & FORM

Mixed-use employment-oriented district

Transit-oriented development

Higher development intensity

Gateway corridor to downtown

Pedestrian-oriented

Aligned with Imagine Madison/neighborhood plans

Authentic Northside hub

Linear urban form

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MULTIMODAL TRANSPORTATION & ACCESS

PLACE & FORM

MULTIMODAL TRANSPORTATION & ACCESS

Bike, ped, auto to and through the site

Leverage access to regional transportation assets (airport, interstates)

Supportive of BRT, transfer point, TOD, rail

Plan for potential intercity and regional rail

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SITE AREA HOUSING



Add full variety of housing types & values, including affordable housing

Mixed-use

Walkable to jobs

Meeting the needs of future employees

Lakeview housing

High-density

INFRASTRUCTURE & BUILDING STOCK



Leverage existing utility and infrastructural capacity

Reuse of quality building stock

Maintain a supply of lower cost existing space that can provide more affordable rents

Rail access and intermodal connections for products

ENVIRONMENT



Stormwater/runoff

Remediation

Wetland as an amenity

Integration of existing open space and recreation amenities

Sustainable renovation and building practices

REDEVELOPMENT OBJECTIVES DISCUSSION

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