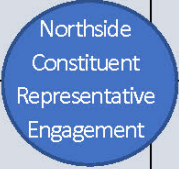




# OSCAR MAYER AREA STRATEGIC ASSESSMENT MEETING SCHEDULE AND TIMELINE

COMMITTEE MEETINGS					
May 8	June 12	July 9	August 13	September 24	October 23
<ul style="list-style-type: none"> <li>• Analysis categories</li> <li>• Committee priorities</li> <li>• Interview list</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity analysis/assessment review</li> <li>• Objective categories</li> </ul>	<ul style="list-style-type: none"> <li>• Follow-up analysis review</li> <li>• Constituent Rep – engagement findings</li> </ul>	<ul style="list-style-type: none"> <li>• Committee survey results/redevelopment objectives discussion</li> <li>• Objectives work-session</li> <li>• Boundary discussion</li> <li>• Review key elements of Special Area Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Summary document review</li> <li>• Tools &amp; recommendations</li> <li>• Review of RFP for Special Area Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Report adoption by the OMSAC</li> </ul>
Assessment & Opportunity Analysis		Redevelopment Objectives & Study Boundary		Summary Document	
Interviews					
					

# OSCAR MAYER AREA STRATEGIC ASSESSMENT OVERVIEW OF PUBLIC OPEN HOUSE

August 13, 2018

# ORIENTATION

*How important is this area to the neighborhood, the City, the Region, and to you?*

## COMMON THEMES

- **Important site:** described as prime for redevelopment; a “golden opportunity” for the center of the Northside
- **Jobs:** should be a job center providing good wages and benefits, “sustainable, living wage jobs”, “family supporting jobs”
- **Economic driver:** be an economic base; leverage infrastructure; building economic opportunities for area residents (youth & adults)
- **Hub:** transportation hub; social hub - places to gather; work hub – multiple company employment center, co-working space; food distribution hub

# TELL US

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

## COMMON THEMES

- **Jobs:** variety of jobs and mixed incomes; working class jobs; green jobs;
- **Diversity of uses that serve the community and larger area:** dance studios, hardware stores, restaurants, community rooms
- **Ideas:** sustainable and green enterprises; circular/closed loop manufacturing; food aggregation facility
- **Housing:** Affordable housing; co-housing; cooperatives, single family homes
- **Transportation:** transit hub; Inter-city bus/rail; frequent bus service;
- **Serve needs of neighborhood / Community focus:** no gentrification or displacement; local small business not large corporations

# TELL US

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

## COMMON THEMES

- Losing sense of community
- Low paying industries
- Displacement
- Increased traffic, noise, and loss of greenspace due to redevelopment

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

## COMMON THEMES

- “Jobs that support low tech non-manufacturing skills”
- “A space that keeps physical and economic access paramount”
- “Access to wetland area with a boardwalk and have it protected for the cranes”
- “Gardens – both vegetable & flowers. Marketplace. Art also”

# PLACE & SPACES

*Do you support new residential, commercial, and retail development in the area and where? Are there other areas of the city that you would like to this area to look and feel like?*

## COMMON THEMES

- **Community & employment based uses:** Size of site/area allows space for mixed-use; multiple companies/users; Food aggregation facility use
- **Jobs:** Prefer job generators over housing; good paying jobs;
- **Look and feel:** Hilldale as an example but for more low- and moderate-income residents; UW Research Park as an example of commercial / R&D development with green space; pedestrian and bike paths needed; discourage housing with 1<sup>st</sup> floor retail because the retail spaces stay vacant
- **Housing:** Modern affordable housing; low- and moderate-income single family homes;

# MOVING AROUND

*How do you get around within the area? Is there any part that is harder to get to? Are there parts of the city that are difficult to travel to and from? What bike, pedestrian, car, and transit changes would improve access?*

## COMMON THEMES

- **Multimodal transportation hub:** hub that serves both bus rapid transit and has a rail transit stop to increase & improve all transportation options (bus, rail, BRT, etc.); park & ride
- **Improved bus service:** need better and more frequent service;
- **Bike/Pedestrian Paths:** safe and improved paths; improve connections to neighborhood(s)
- **Connection/Access:** Better ways to access neighborhoods (overpass on Packers; flashing lights on Sherman)

# GREENSPACES

*As this area changes, what opportunities are there for new open green spaces and park like amenities?*

## COMMON THEMES

- **Family spaces:** splash pad, aquatic park, play structures for young children; skate park;
- **Wetlands / Natural spaces:** Protect/preserve wetland and natural habitat areas; restore areas with native plants;
- **Public shared spaces:** Public gathering places; community gardens with irrigation; park shelters; water fountain that lights up at night; rentals for private events
- **Existing green spaces/parks:** Augment existing parks and improve programming;



# THINGS TO DO

*What additional recreational, cultural or entertainment options would you like to see in the area? What opportunities do you see for this area to become an activity hub? What does that look like and what would you, your friends, neighbors, and community use?*

## COMMON THEMES

- **Shopping:** More all-purpose or one-stop shopping area; healthier foods and veggie options
- **Food:** More lunch spots; Bear & Bottle successful
- **Economic activity hub:** co-working space; incubator space; connection to Madison College and vocational training;
- **Other:** Northside pool or aquatic center; more music and neighborhood events, festivals; multi-cultural food/music/art space; community center with vendors, artists; small concert venue with stage and covering/band shell

# WORKING & BUSINESS

*What type(s) of employment would you like to see? Is increased development/tax base or job creation more important? Why? How important is it to have jobs that connect to neighborhood workforce?*

## COMMON THEMES

- **Quality jobs:** Job creation of living wage, high quality mix of jobs with benefits; green jobs; job creation drives development, tax base and community building; family supporting jobs
- **Community & Equity:** Commitment to employment of local community; cooperatives and local ownership; jobs that connect neighborhood workforce
- **Business:** Mix of industrial, commercial, tech, mom & pop, and restaurants; food hub; opportunities for midscale meat processing, to connect with UW (Engineering - Hyperloop Project), to connect/supplement FEED Kitchens; research and bio medical

# SENSE OF COMMUNITY

*Do you feel connected to the community? Why or why not? How has this changed since you've lived or worked here? Are you concerned about displacement or gentrification?*

## COMMON THEMES

- **Community connection strong:** Farmers Market, Northgate Center, Madison Mallards stadium have helped
- **Community connections needs work:** large low-income population; need gathering places; variety of housing types (affordable; coops, apartments; new single-family)
- **Beautification needed:** neighborhood is aging; people need to fix up homes
- **Gentrification & displacement:** Affordable housing, housing for different incomes, and housing for people at different stages of life needed;



# Process

## INPUTS

Committee  
Work & Input

Public  
Engagement  
- Constituent Engagement  
- Public Event

Asset &  
Opportunity  
Analysis

## REDEVELOPMENT OBJECTIVES

VISION

1

2

3

4

5

6

7

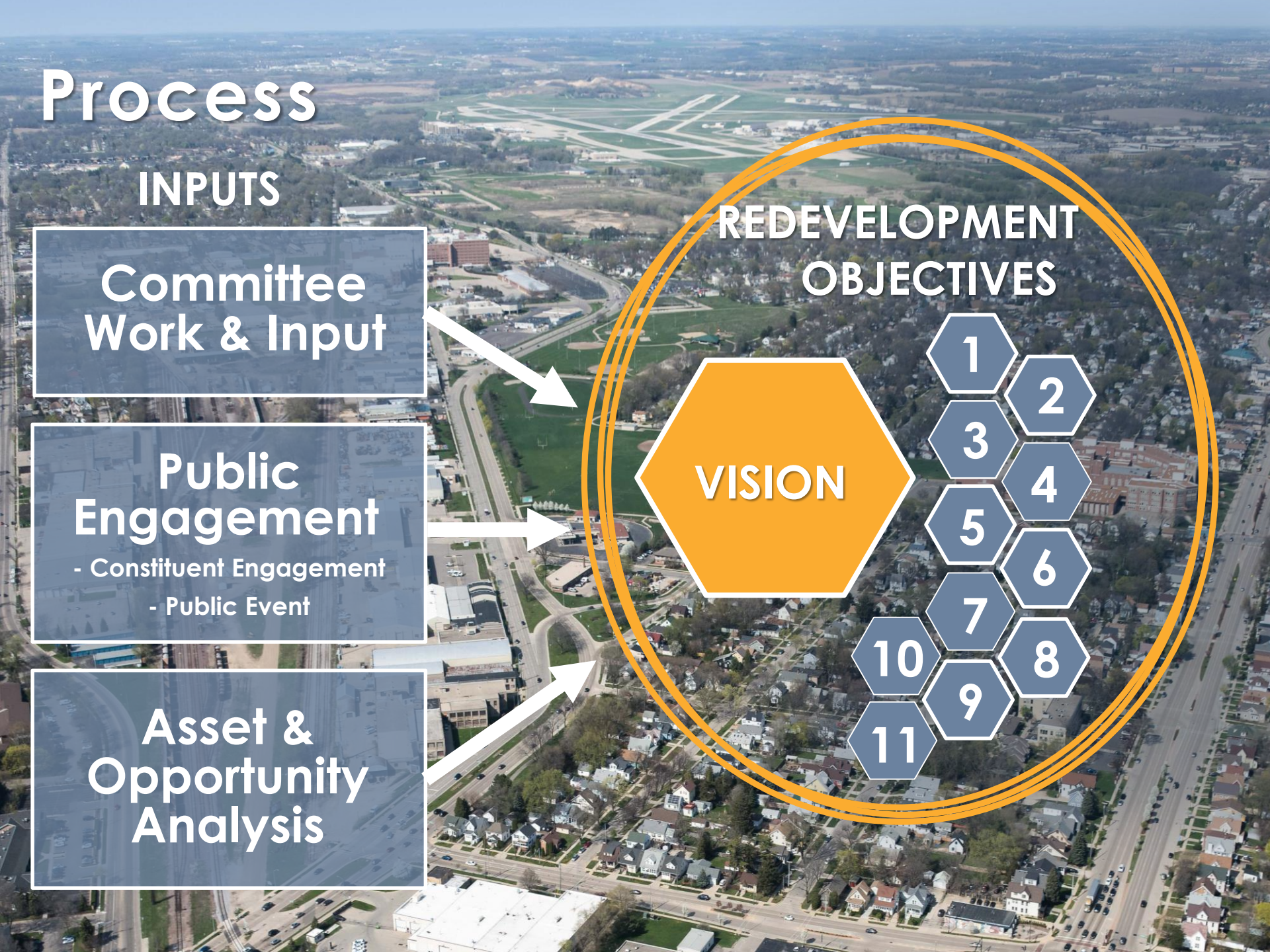
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## DISCUSSION

1. Do the vision and redevelopment objectives capture the essence of the input provided at the Committee meetings and what you've learned to date?
2. Is there anything missing?

# DRAFT VISION

The corridor has leveraged its unmatched infrastructure capacity and location between the airport and downtown to rise as a regional economic hub.

Physically and economically woven into the diverse surrounding neighborhoods, the transit-oriented, employment centered, mixed-use district is now the inclusive gathering hub of the northside.

# DRAFT REDEVELOPMENT OBJECTIVES

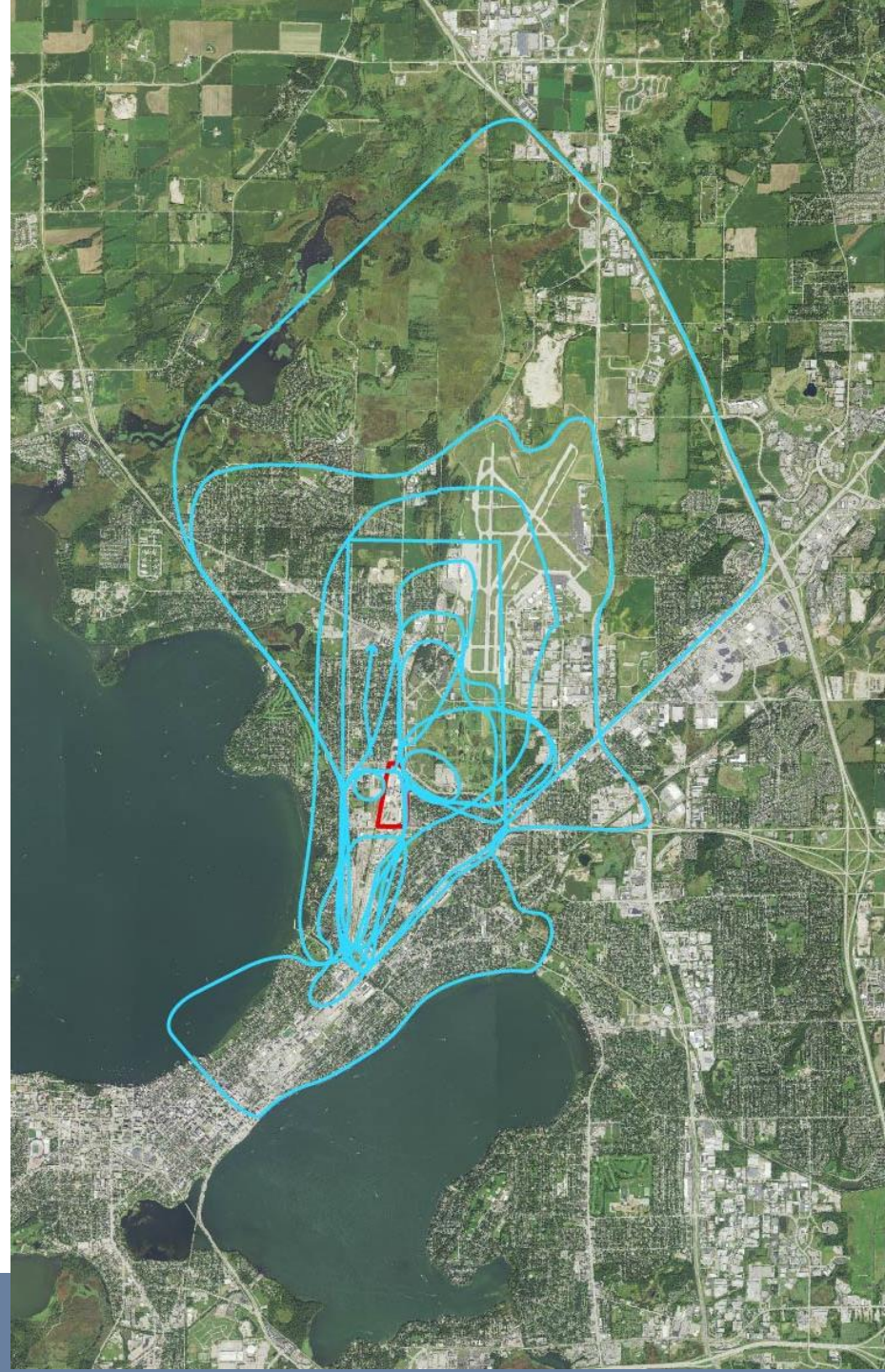
- 1** Target a high density of living wage jobs.
- 2** Optimize tax base growth to rebuild and benefit the community.
- 3** Leverage the corridors existing infrastructure and building stock.
- 4** Ensure economic recovery boosts diversity in ownership and local businesses.
- 5** Integrate a welcoming district that serves all ages and diverse cultures.
- 6** Maintain housing affordability and minimize displacement.

# DRAFT REDEVELOPMENT OBJECTIVES

- 7** Equip the North/East side's next generation with skills to meet emerging opportunities.
- 8** Proactively utilize city financial resources and statutory powers to achieve the vision.
- 9** Create an integrated and connected multimodal transportation system.
- 10** Deploy sustainable technologies and improve stormwater.
- 11** Form an identifiable and authentic mixed-use district.



# BOUNDARIES FROM COMMITTEE WORKSESSION





# POTENTIAL SPECIAL AREA PLAN BOUNDARY



# POTENTIAL SPECIAL AREA PLAN ELEMENTS

- Regional Positioning Analysis
- Public Participation on Key Issues, Vision, & Redevelopment Objectives
- Vision and Redevelopment Objectives
- Existing Conditions
- Land Use
- 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

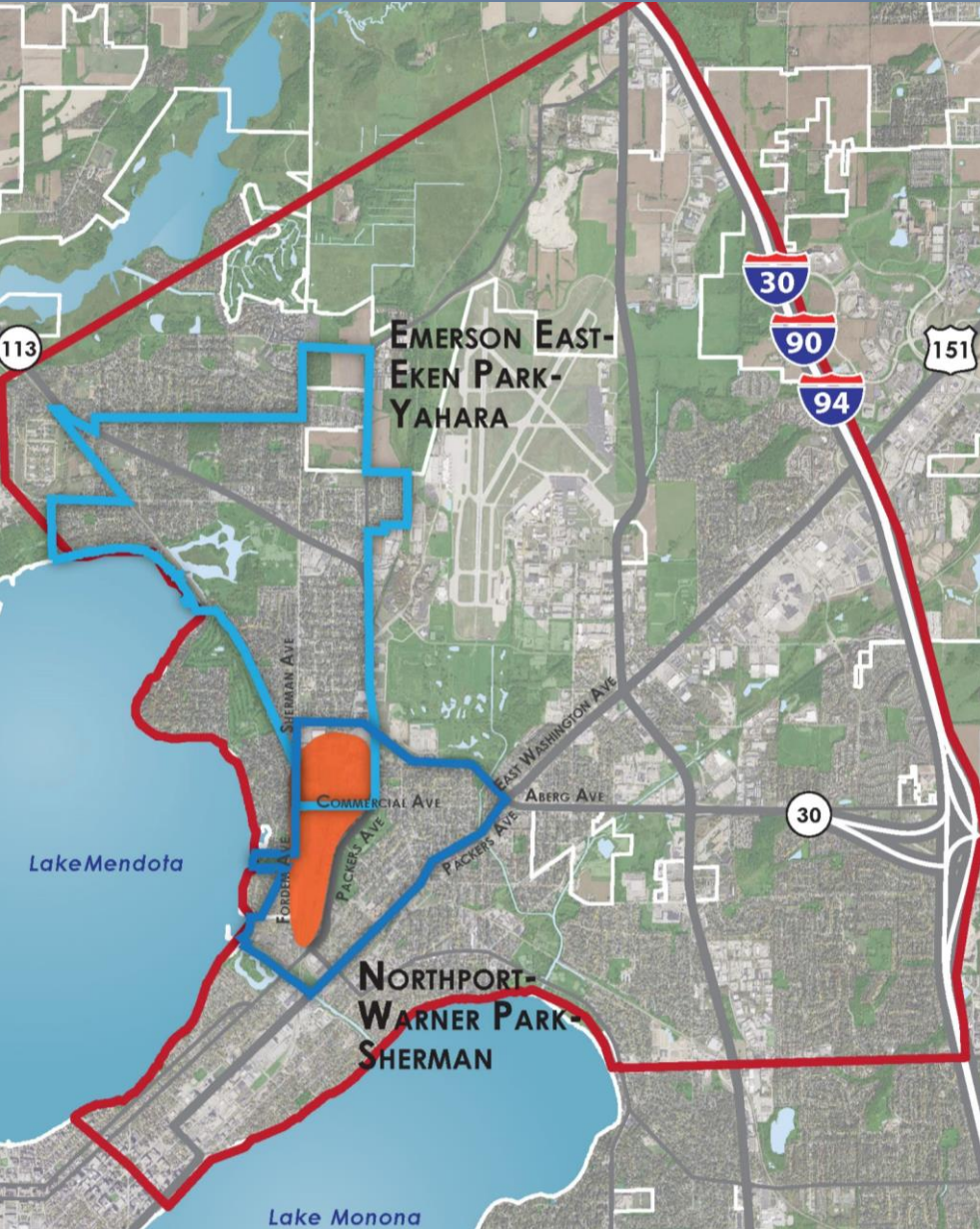
PHASE 1

PHASE 2





# Neighborhood Plan Boundaries



# Future Land Use Map

