



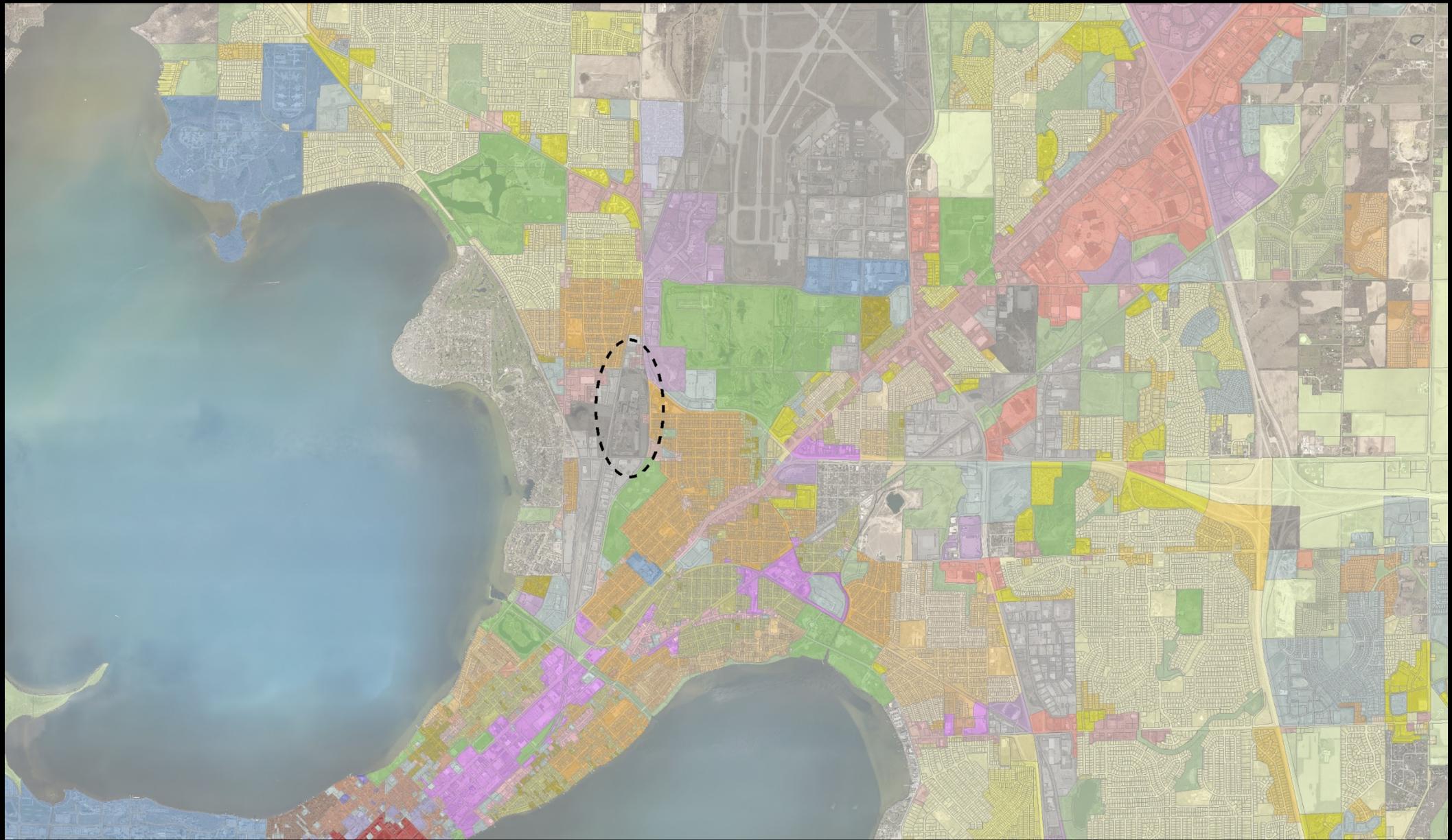
Oscar Mayer Strategic Assessment Committee

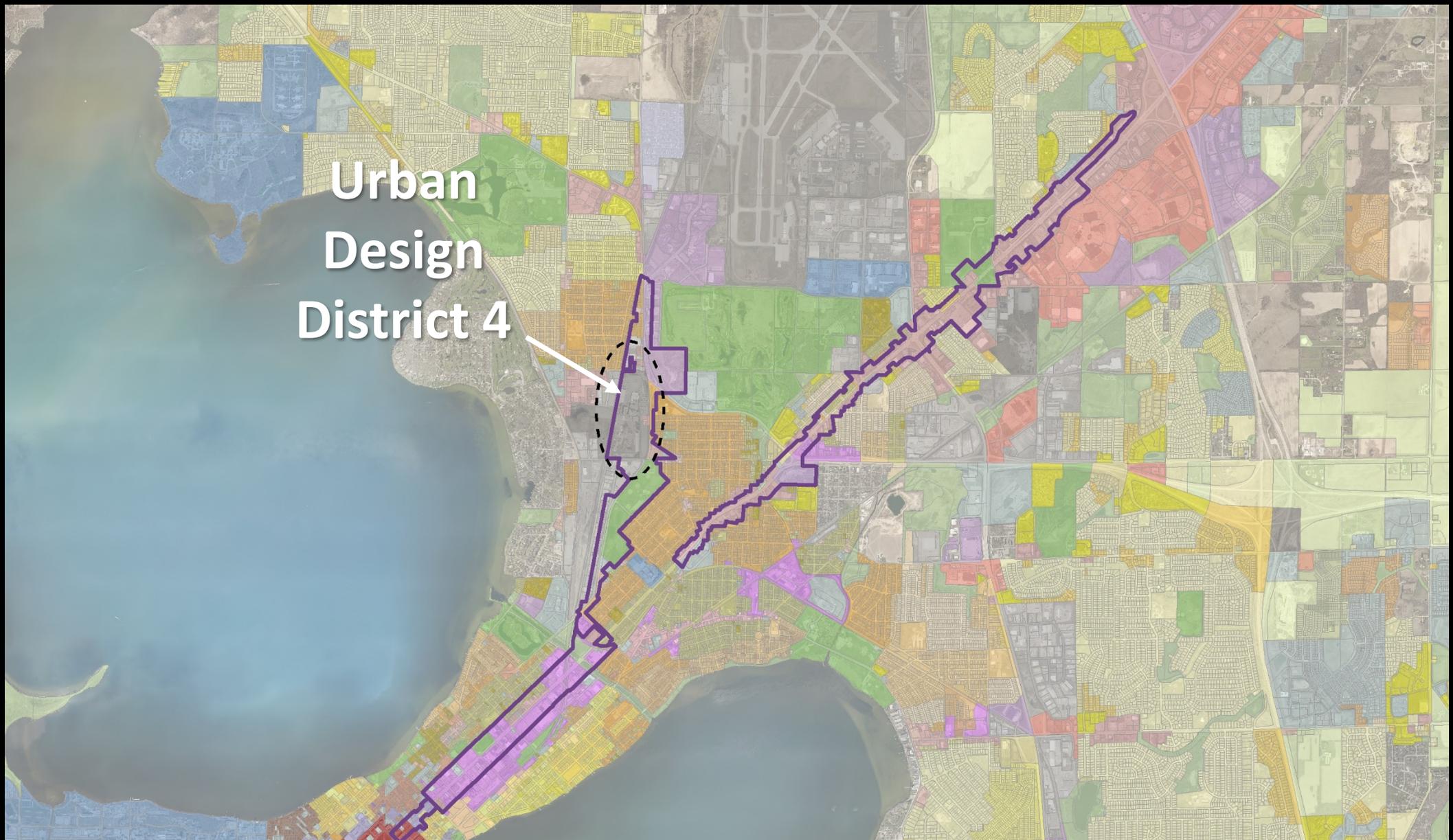
February 13, 2018

- 1. Call to Order / Roll Call**
- 2. Approval of Minutes – November 28, 2017 Meeting**
- 3. Public Comment**
- 4. Disclosures and Recusals**
- 5. General Updates and Announcements**
- 6. City's Role in the Development Review Process**
- 7. Relevant City Plans**
- 8. Transportation Issues**
- 9. Racial Equity and Social Justice Initiative Training**
- 10. Adjournment**

City's Role in the Development Review Process

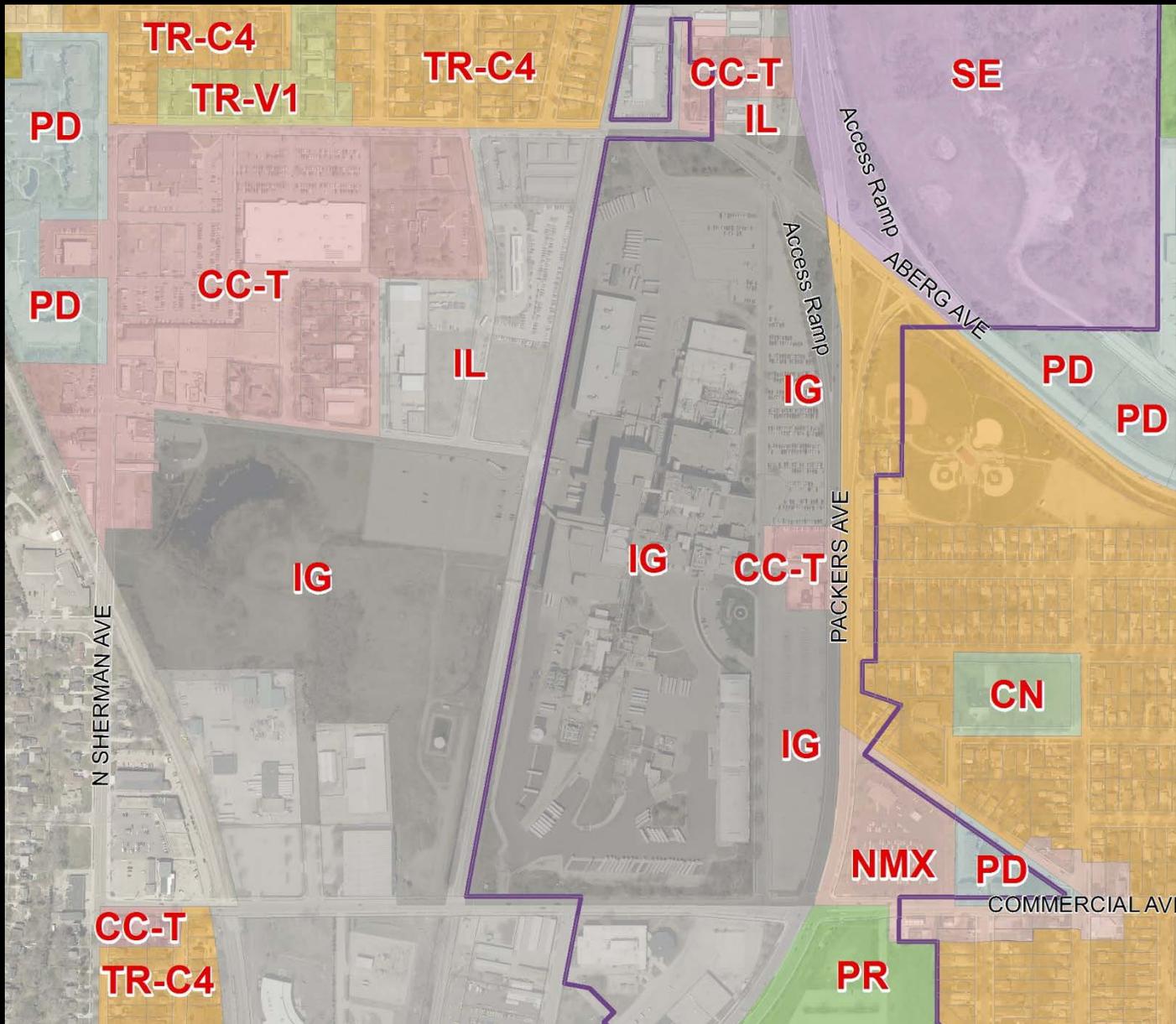
Zoning





**Urban
Design
District 4**

Zoning



Employment Districts

- IG Industrial General
- IL Industrial Light
- SE Suburban Employment

Mixed-Use Districts

- CC-T Commercial Corridor Transitional
- NMX Neighborhood Mixed Use

Residential Districts

- TR-C4
- TR-V1
- TR-V2

Special Districts

- PD Planned Development
- PR Parks and Recreation
- CN Conservancy

City's Role in Development Review

Urban Design Commission

- Additions
- New Buildings
- Exterior Alterations
- Signs

City's Role in Development Review

Urban Design Commission

- Additions
- New Buildings
- Exterior Alterations
- Signs

Plan Commission

- Demolition
- Conditional Uses
 - Retail/Service/Restaurant
 - Hazardous waste facility
 - Personal indoor storage

City's Role in Development Review

Urban Design Commission

- Additions
- New Buildings
- Exterior Alterations
- Signs

Plan Commission

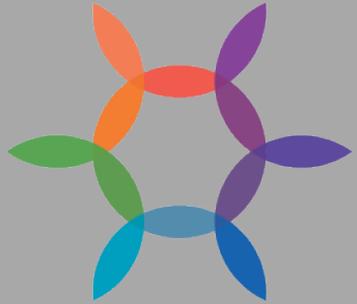
- Demolition
- Conditional Uses
 - Retail/Service/Restaurant
 - Hazardous waste facility
 - Personal indoor storage

Common Council

(with PC recommendation)

- Zoning Changes
 - Necessary for any residential
- Land Divisions

Relevant City Plans



Imagine Madison

People Powered Planning

LAND USE AND TRANSPORTATION

Compact Land Use | Efficient Transportation

NEIGHBORHOODS AND HOUSING

Complete Neighborhoods | Housing Access

ECONOMY AND OPPORTUNITY

Growing Economy | Equitable Education
and Advancement

CULTURE AND CHARACTER

Cultural Vibrancy | Unique Character

GREEN AND RESILIENT

Natural Resources | Parks and Recreation

EFFECTIVE GOVERNMENT

Efficient Services | Regional Cooperation |
Community Facilities

Comprehensive Plan

#	Strategy	Score		
		CM	Web	RP
1	Remove barriers to achieve economic stability by ensuring access to services including culturally appropriate childcare, credit repair, and financial literacy.	18	278	21
2	The City should lead and encourage other employers to develop a diverse workforce best able to serve an increasingly diverse population.	12	114	11
3	Support efforts for businesses and consumers to produce and buy local food, products, and services.	1	209	3
4	Support small businesses and cultivate entrepreneurship, especially businesses owned by people of color and underrepresented groups.	9	196	20
5	Ensure there is an adequate supply of sites for a wide variety of employers to operate and grow in Madison.	0	105	3
6	Develop more jobs that pay a family-supporting living wage for all workers.	17	347	47
7	Ensure access to affordable high speed internet service.	4	181	13
8	Provide services that support high school graduation and GED attainment, job training, and work placement to residents facing barriers to employment.	6	222	25
9	Promote food-based business innovation.	0	43	0
10	Work to close the educational opportunity gap.	6	275	35
11	Retain existing businesses and attract new businesses to Madison to ensure that residents have access to jobs.	6	212	1
12	Collaborate with other entities to adapt our workforce to quickly advancing technologies and automation in the workplace.	4	157	13
13	Maintain downtown Madison as the government center for the state.	0	156	0

Key: CM – Community Meeting Feedback; Web – Website Feedback; RP – Resident Panel Feedback

Low support

High support



Comprehensive Plan

Goal: *Madison will have a growing, diversified economy that offers opportunity for businesses and residents to prosper*

Top Priority Strategy:

Develop more jobs that pay a family-supporting living wage for all workers.



Comprehensive Plan

Goal: Madison will have a growing, diversified economy that offers opportunity for businesses and residents to prosper

Top Priority Strategy for Economy and Opportunity:

Develop more jobs that pay a family-supporting living wage for all workers.

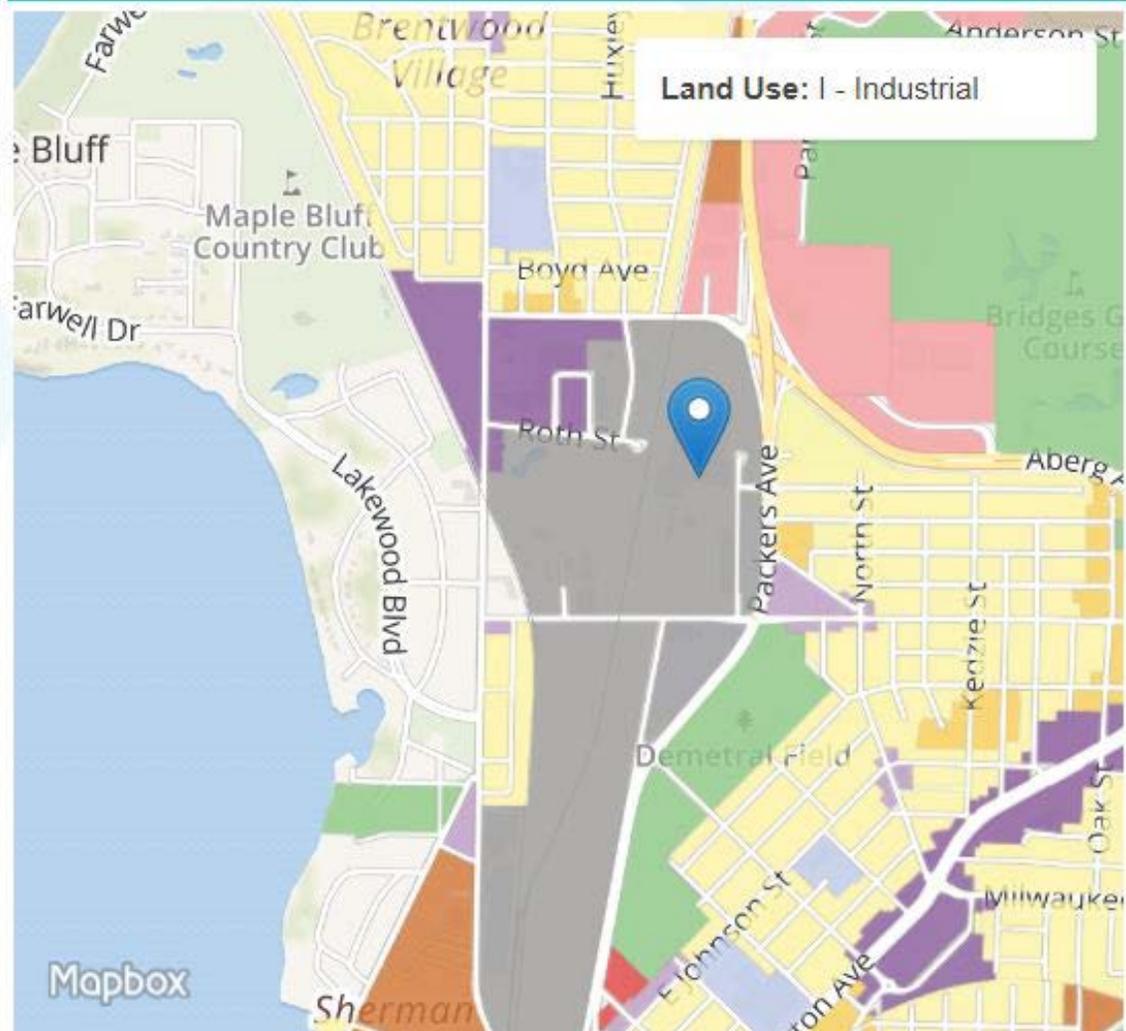


Public Comments Specific to Site:

- *“Push Oscar Mayer redevelopment to provide living wages”*
- *“Revitalize and/or remediate the Oscar Mayer plant! There are many great opportunities to repurpose the facility or attract another manufacturer, but don't let the building sit vacant too long. The city should leverage TIF and Brownfield funding to attract businesses/developers to the site and allow a variety of land uses in and around the property.”*
- *“Old Oscar site- huge dead space makes the Northside an island. Mixed use development would connect Northside to rest of city. Mixed use would create life and more jobs than what was lost. 60-70% residential, 30-40% businesses/research functions. 2-14 story buildings. Integrate into OM redevelopment.”*
- *“Oscar Mayer site & Madison College Commercial Ave. campus- potential for growth or redevelopment.”*

Comprehensive Plan

February 2018 Draft



2018 DRAFT FUTURE LAND USE MAP LEGEND
(click for details)



Northport - Warner Park - Sherman Neighborhood Plan

Concept A: Mixed-Use Redevelopment

Concept B: Mixed-Use Redevelopment



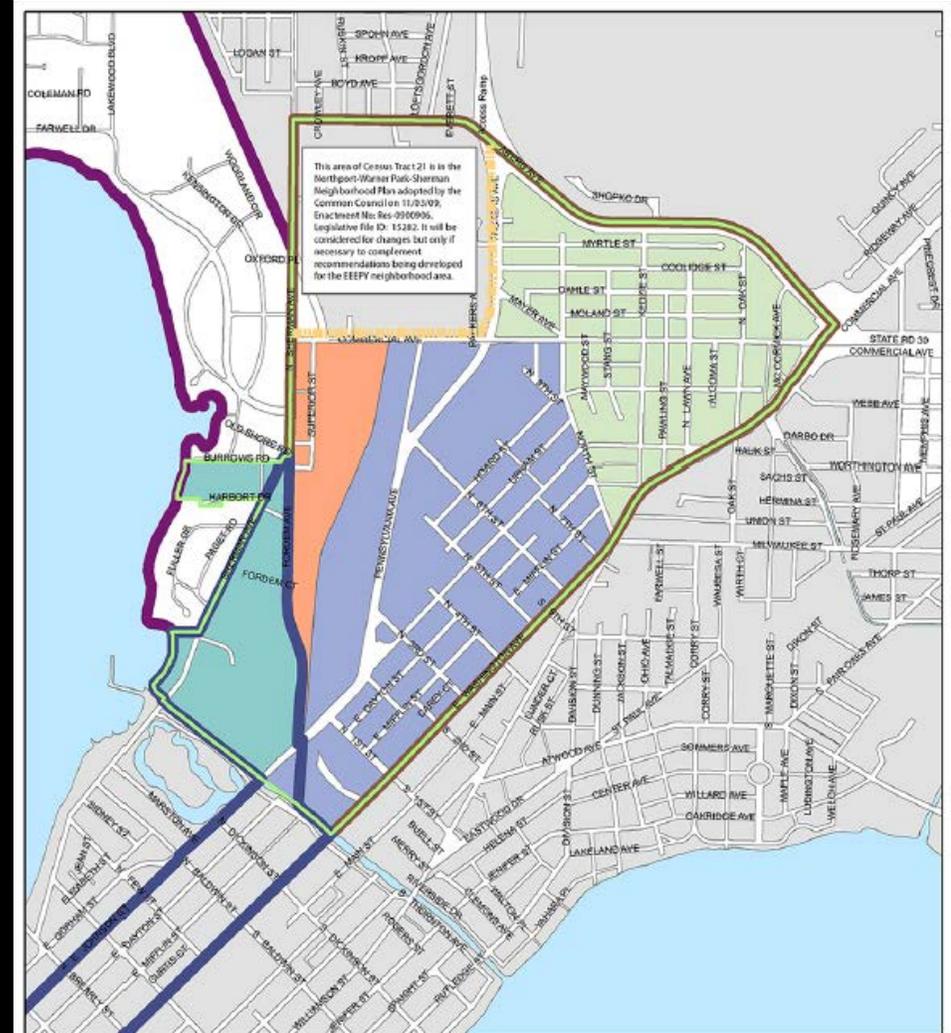
Figure I-10: Conceptual Designs for the Northgate - Kraft/Oscar Mayer Area.

Emerson East - Eken Park - Yahara Neighborhood Plan



Emerson East–Eken Park–Yahara Neighborhood Plan

a project of the Emerson East, Eken Park and Yahara Neighborhood areas and the City of Madison
 adopted by City of Madison Common Council on January 5, 2016
 Enactment No. RES-16-00036 Legislative File ID 39906



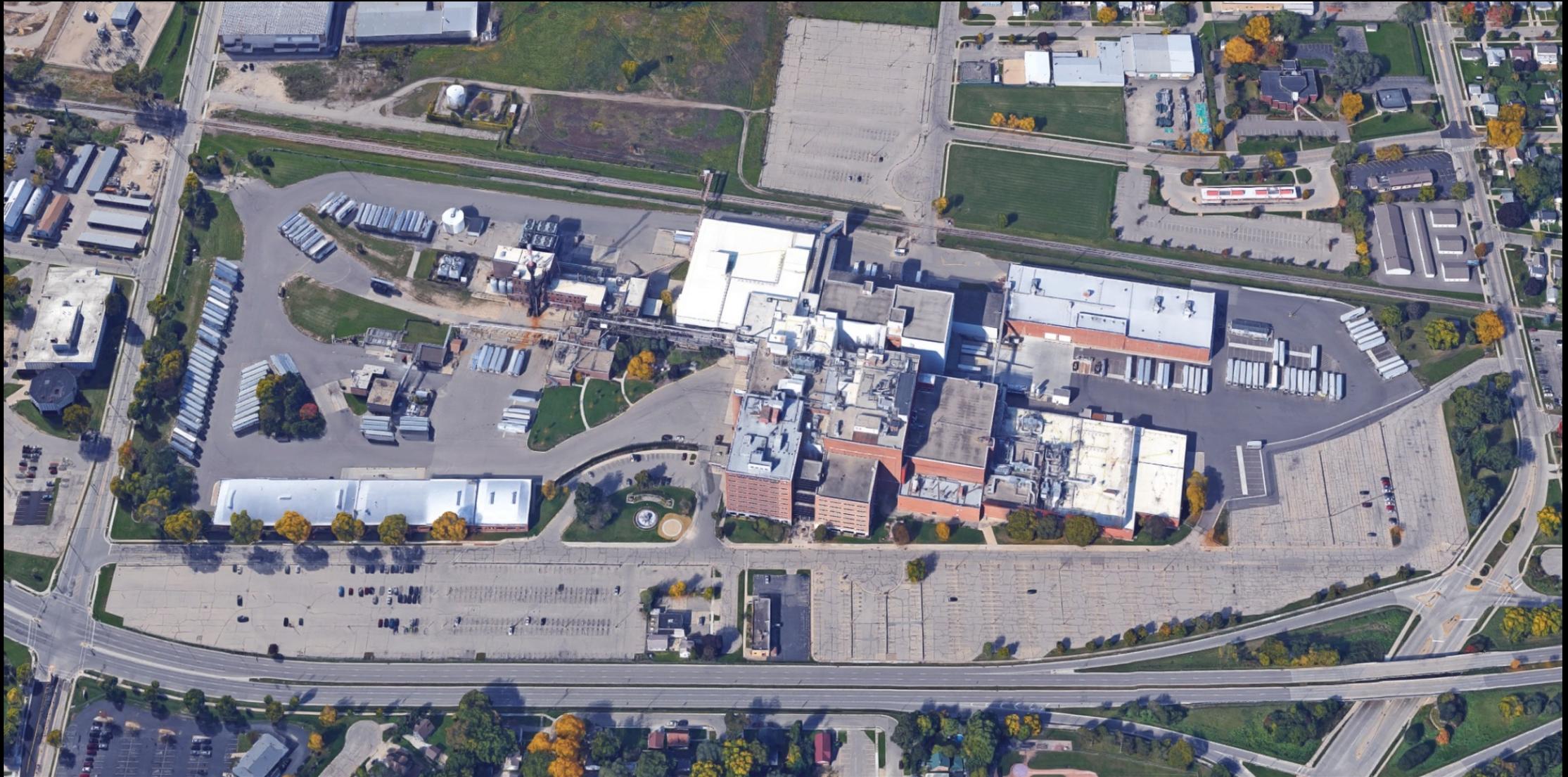
Emerson East - Eken Park - Yahara Neighborhood Plan

- Yahara Area
- Superior Street Area
- Eken Park Neighborhood
- Emerson East Neighborhood
- Census Tract 18 04
- Census Tract 21
- Census Tract 102
- Plan Area

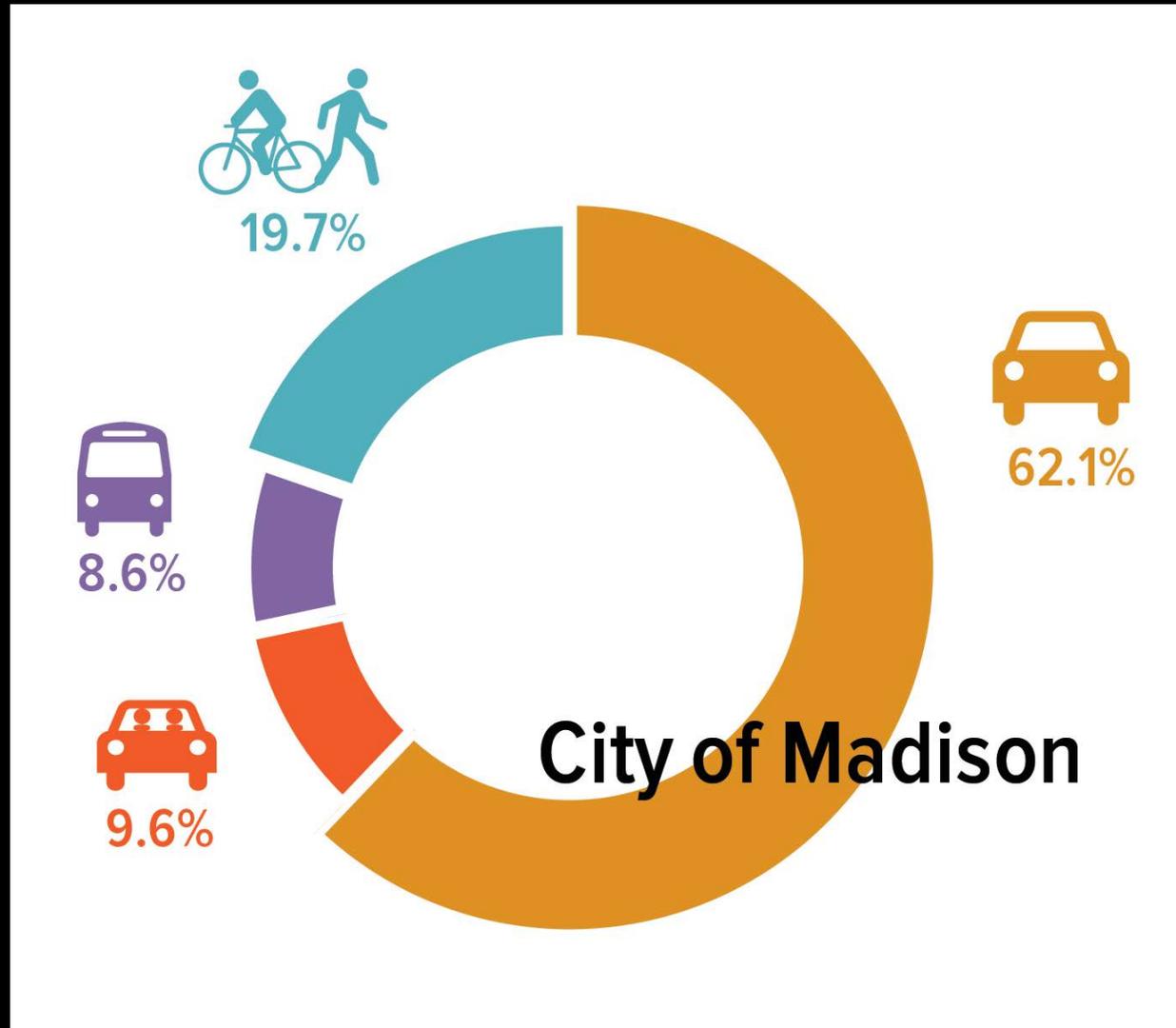


Transportation Issues

Oscar Mayer Redevelopment Area

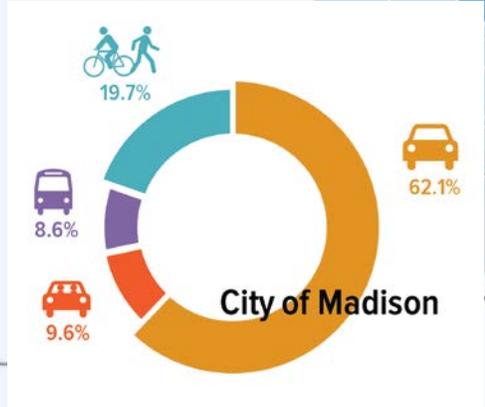
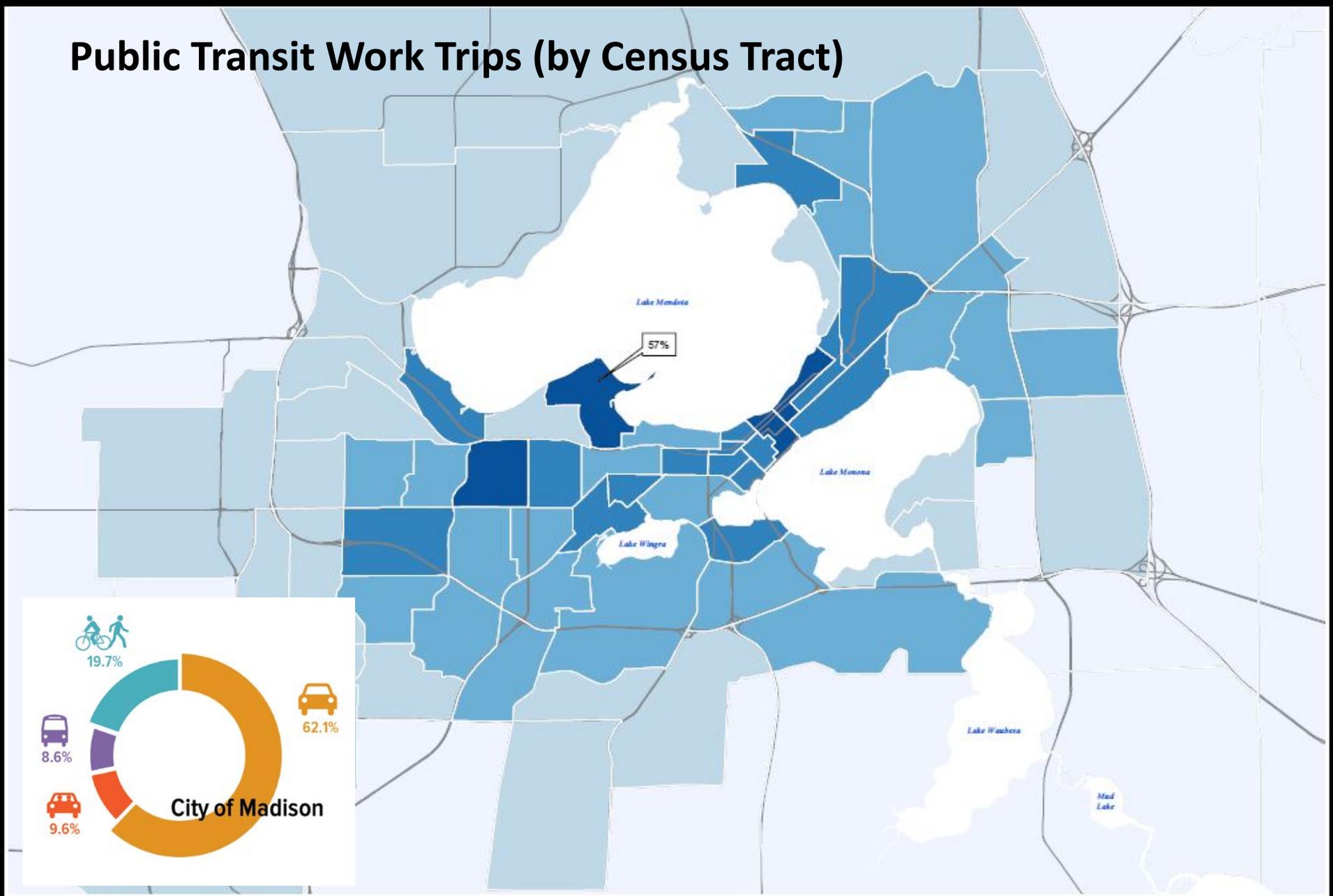


How do City residents travel to work?



Source: US Census American Community Survey, 2008-2012

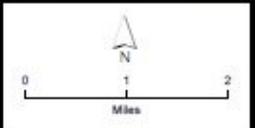
Public Transit Work Trips (by Census Tract)



Means of Transportation to Work: Public Transportation
By Census Tract



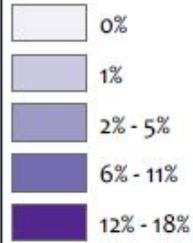
Prepared by staff to the:
Madison Area
T.P.B.
Transportation Planning Board
A Metropolitan Planning Organization (MPO)
Date Revised: 1/9/2015



Source: ACS 5YR B08301 2009-2013

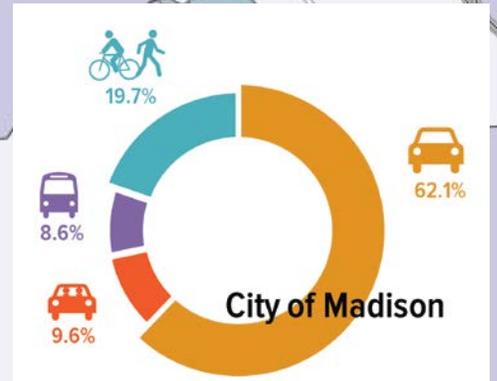
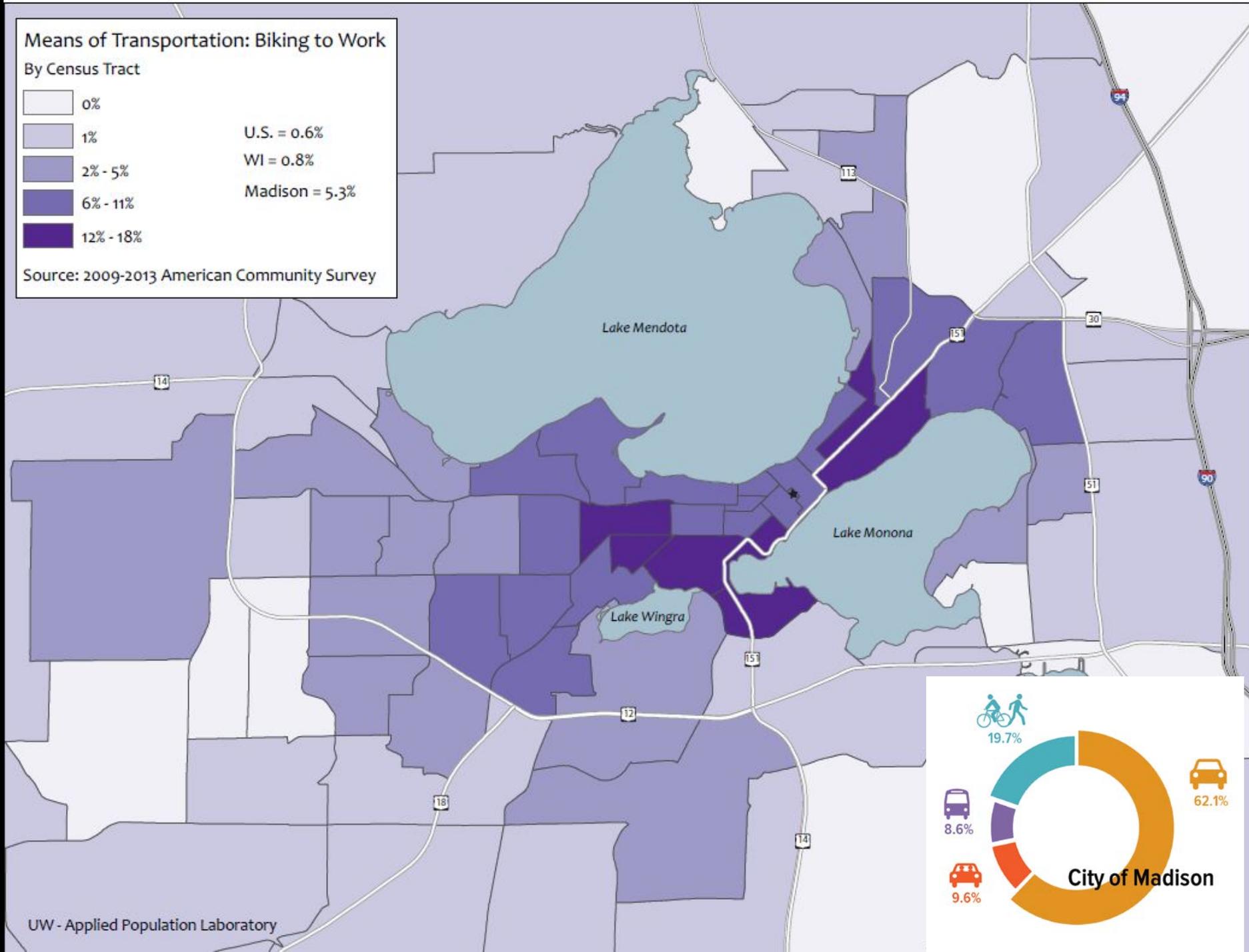
Means of Transportation: Biking to Work

By Census Tract



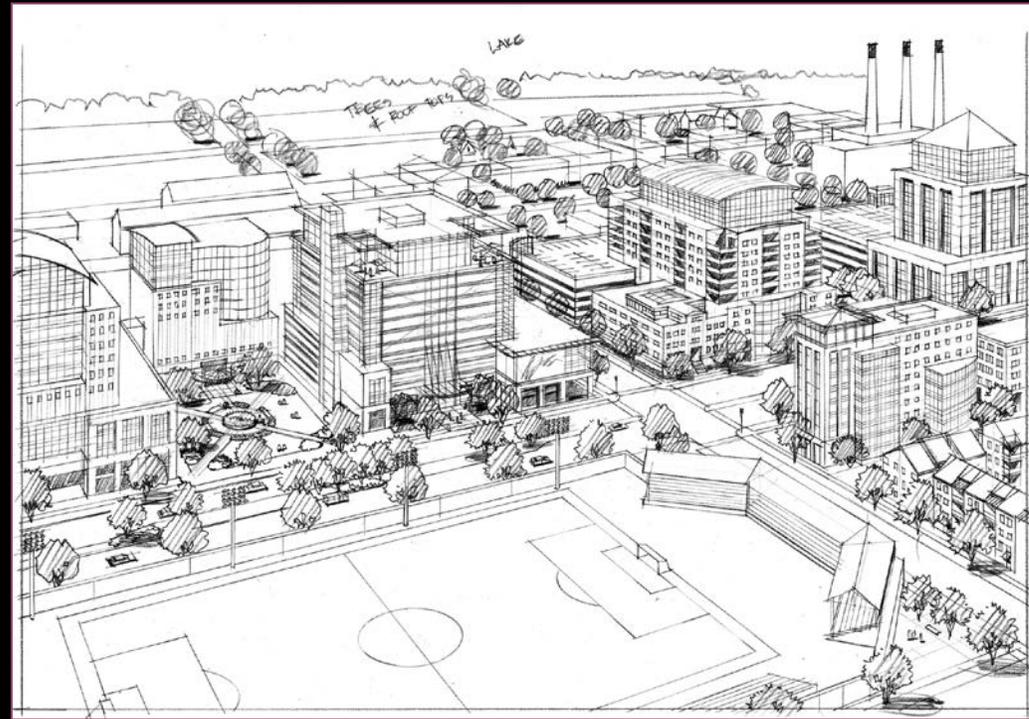
U.S. = 0.6%
WI = 0.8%
Madison = 5.3%

Source: 2009-2013 American Community Survey



“Activity Center” Planning

- Transit-Oriented Development
- High density mix of land uses (employment, residential, community services, etc.)
- High frequency transit services/transfer opportunities
- Secure bicycle parking/bike share
- Engaging pedestrian environment (lighting, streetscapes, amenities, etc.)
- Structured auto parking to support development (possible park-and-ride)



Bus Rapid Transit (BRT) *Madison Urban Area System Proposal*



Bus Rapid Transit (BRT)

Conceptual Elements

BRT vs. Local Bus (differing characteristics)

- Direct Routes/Fewer Stops
- Simple, Frequent All-Day Service (every 10-15 min.)
- Branded Stations and Buses
- Transit Signal Priority
- Off-Board Fare Payment
- Bus-Only Lanes (median or curb; full or partial)

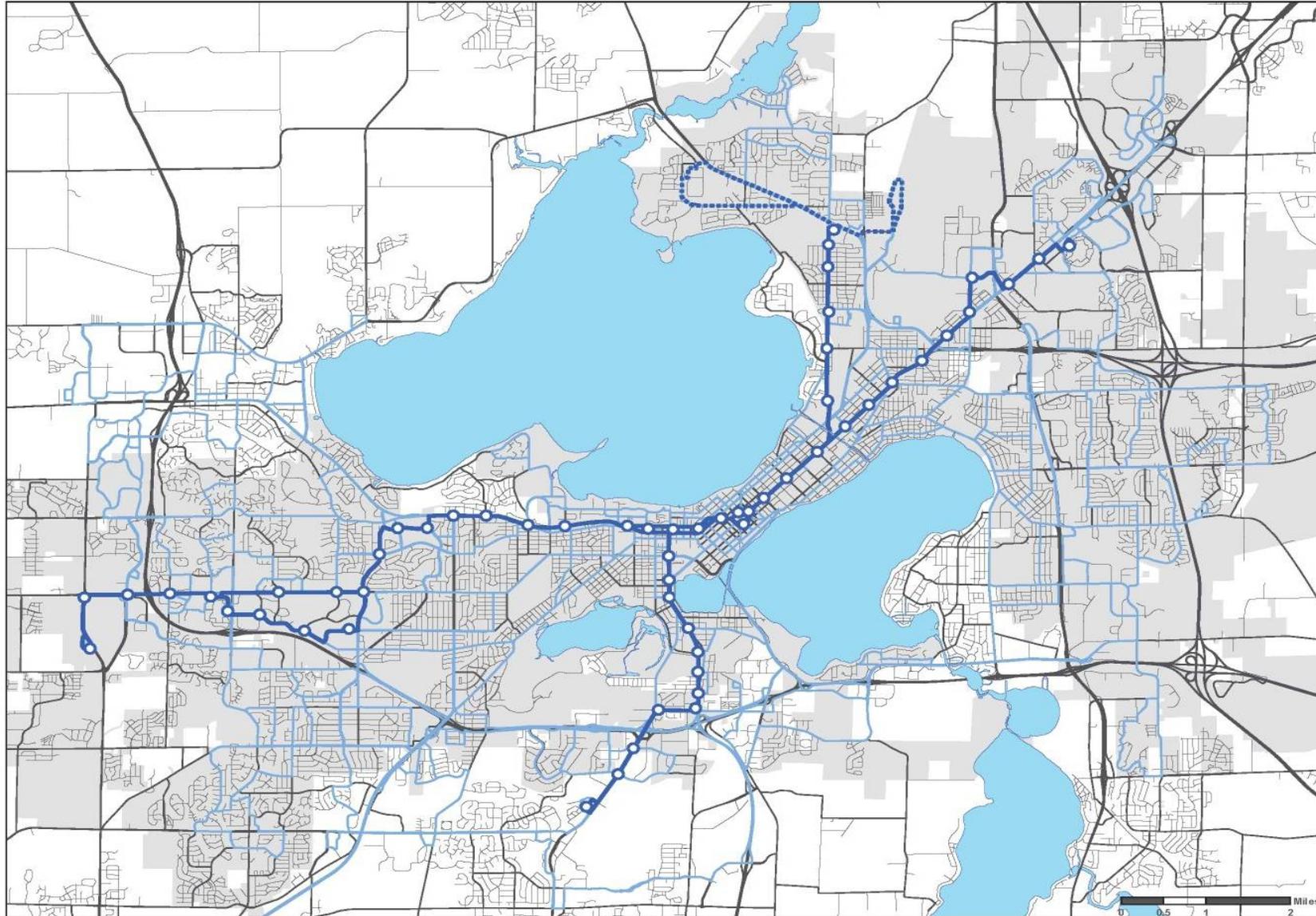
Potential Bus Rapid Transit (BRT) Routes



Future Transit

Bus Rapid Transit

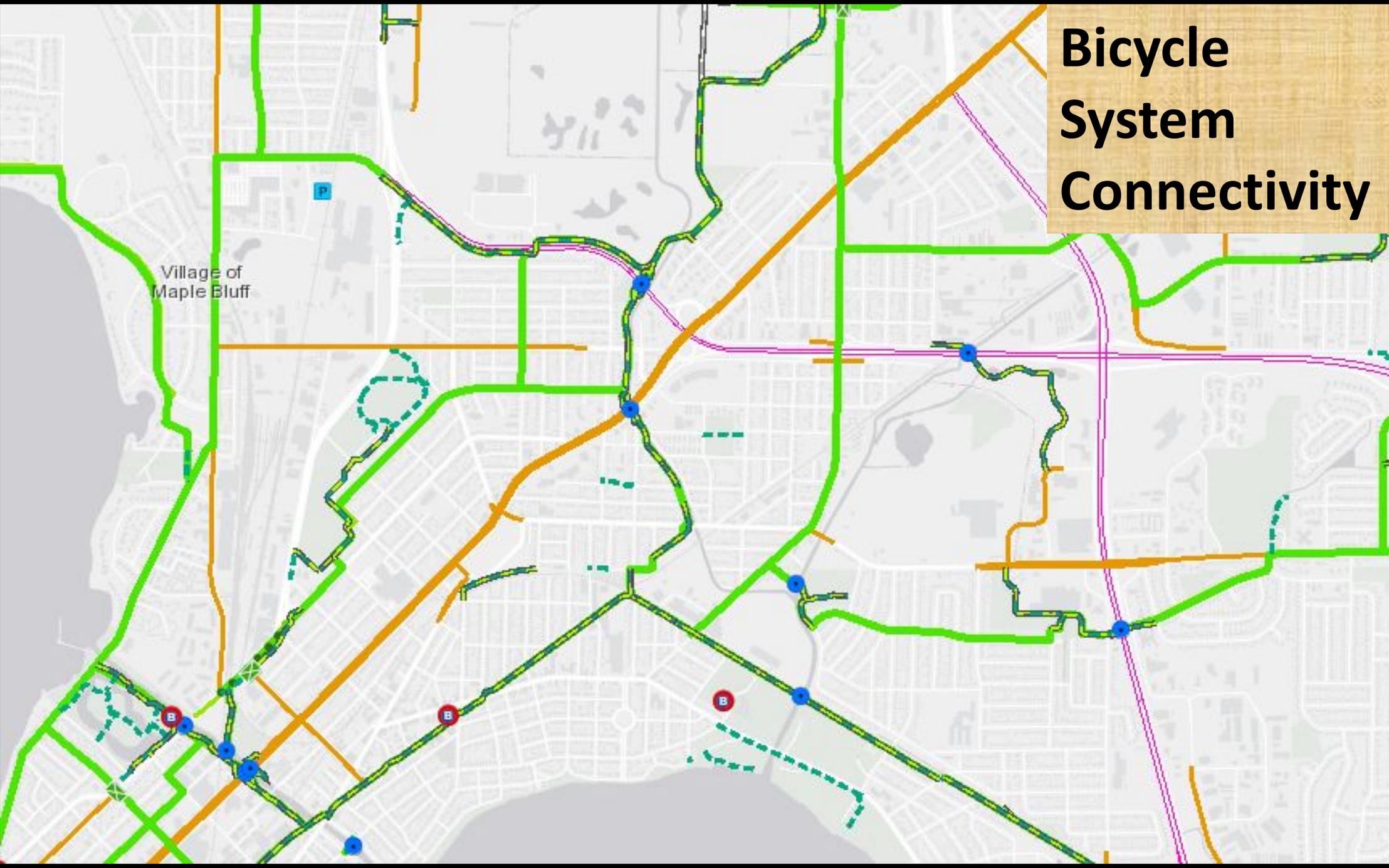
- Routes
- Potential Extensions
- BRT Stations
- Metro Transit Routes
- City of Madison



Source:
Madison Metro
MATPB (MPO)

February, 2016

Bicycle System Connectivity



Village of
Maple Bluff

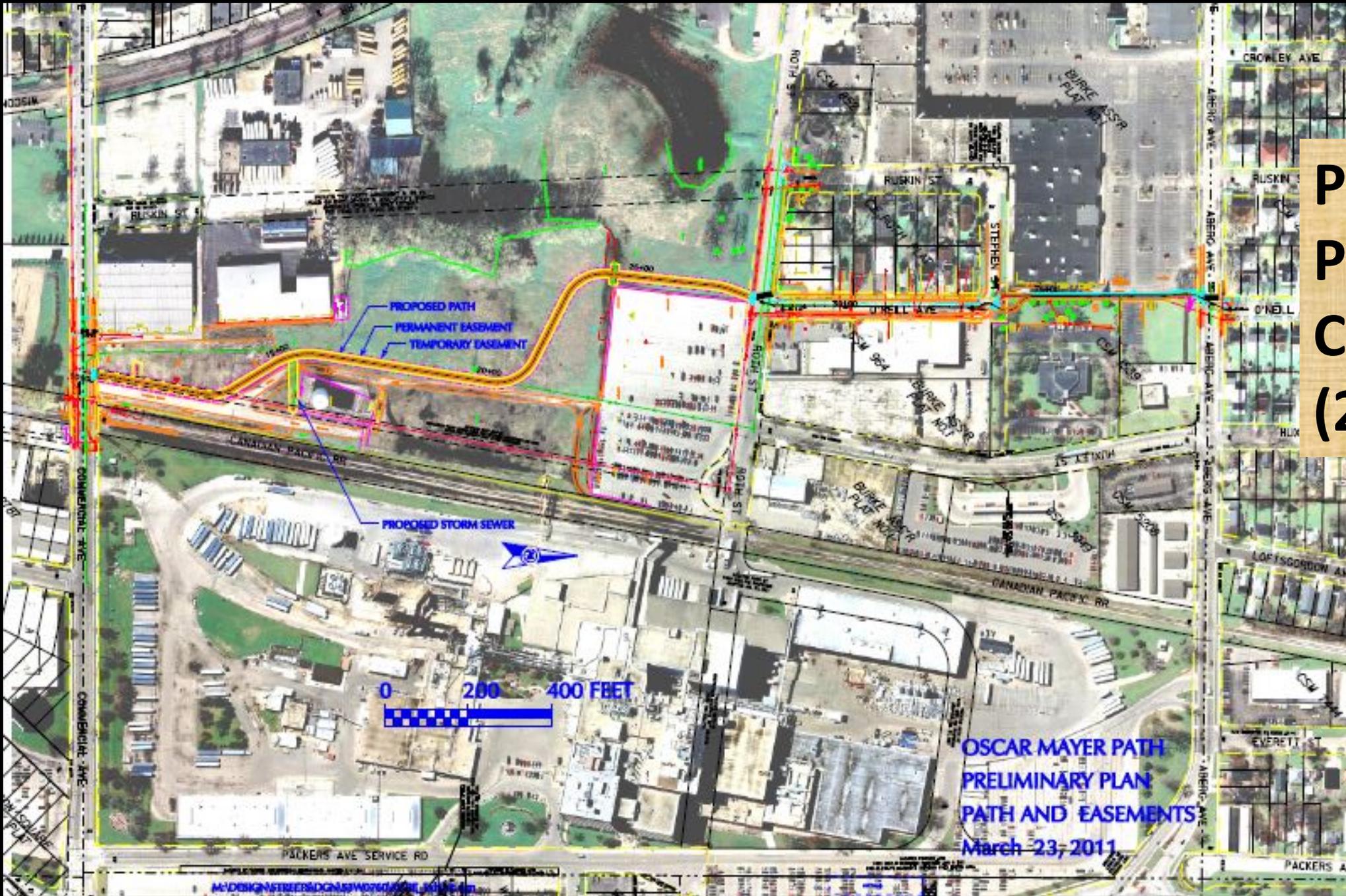
P

B

B

B

Proposed Path Connection (2011)



OSCAR MAYER PATH
PRELIMINARY PLAN
PATH AND EASEMENTS
March 23, 2011

Oscar Mayer Redevelopment Area

→ **Multi-Modal Transportation Opportunities**

- **Central Location within Region**
- **Strong Local Transit Access (Metro North TP)**
- **Airport Proximity**
- **Access to Interstate Highway System**
- **Active Freight Railroad Corridor**
- **Connectivity to Bicycle Path System**

Racial Equity and Social Justice Initiative Training



MADISON'S
equitable
FUTURE

Racial Equity and Social Justice Oscar Mayer Strategic Assessment Advisory Committee



Conversation Guidelines

Be here and
be present

Think well of
each other

Intent v.
Impact

Hard on
systems, soft
on people

Keep
confidentiality

Share the
space

Expect
unfinished
business

Avoid
assumptions,
ask questions

Pause,
paraphrase,
inquire

Goals / Expectations

At the end
of the
discussion,
you will be
able to:

- Understand your bias and apply bias vocabulary, definitions, concepts effectively throughout the public participation / community engagement process
- Develop an understanding of individual, institutional and systemic racism and how they work together to form the machine of inequity from privilege.
- Establish a basic understanding of Racial Equity and Social Justice as it relates to Economic Development
- Explore one's own part in the machine and its impact on the Kraft Oscar Mayer Project

RESJI Mission

Establish racial equity and social justice as a core principle in all decisions, policies and functions of the City of Madison.

Why focus on racial equity?



From Kids Forward's Race to Equity Project

RESJI Vision



Equity in City
Operations



Equity in City
Policies and
Budgets



Equity in the
Community



Introduction to Key Concepts and Definitions

Lay it on the Line

Strongly Agree ←————→ Strongly Disagree

1. I make most of my decisions without bias.
2. I can easily identify examples of institutional racism.
3. I believe we can end racial inequity.

Why do we need racial equity analysis?



Cracking the Codes video: <https://www.youtube.com/watch?v=Z6NjHOSoh1s>

Cracking the Codes: Power Analysis

REFLECTION?

Racial Equity and Social Justice



Equality – everyone gets a pair of shoes

Equity – everyone gets a pair of shoes that fits

Inclusion - Everyone gets a pair of shoes that fit - and that they like.

Bias

Individual Bias

Implicit

Hidden, subtle process

Unconscious level

Explicit

Obvious, blatant

Conscious level

Layers of Bias

Individual Bias

Implicit

Explicit

Institutional
Bias

Implicit

Explicit

Example of bias- Housing

Individual Bias

Implicit - A landlord unknowingly is more lenient for late payments with white families.

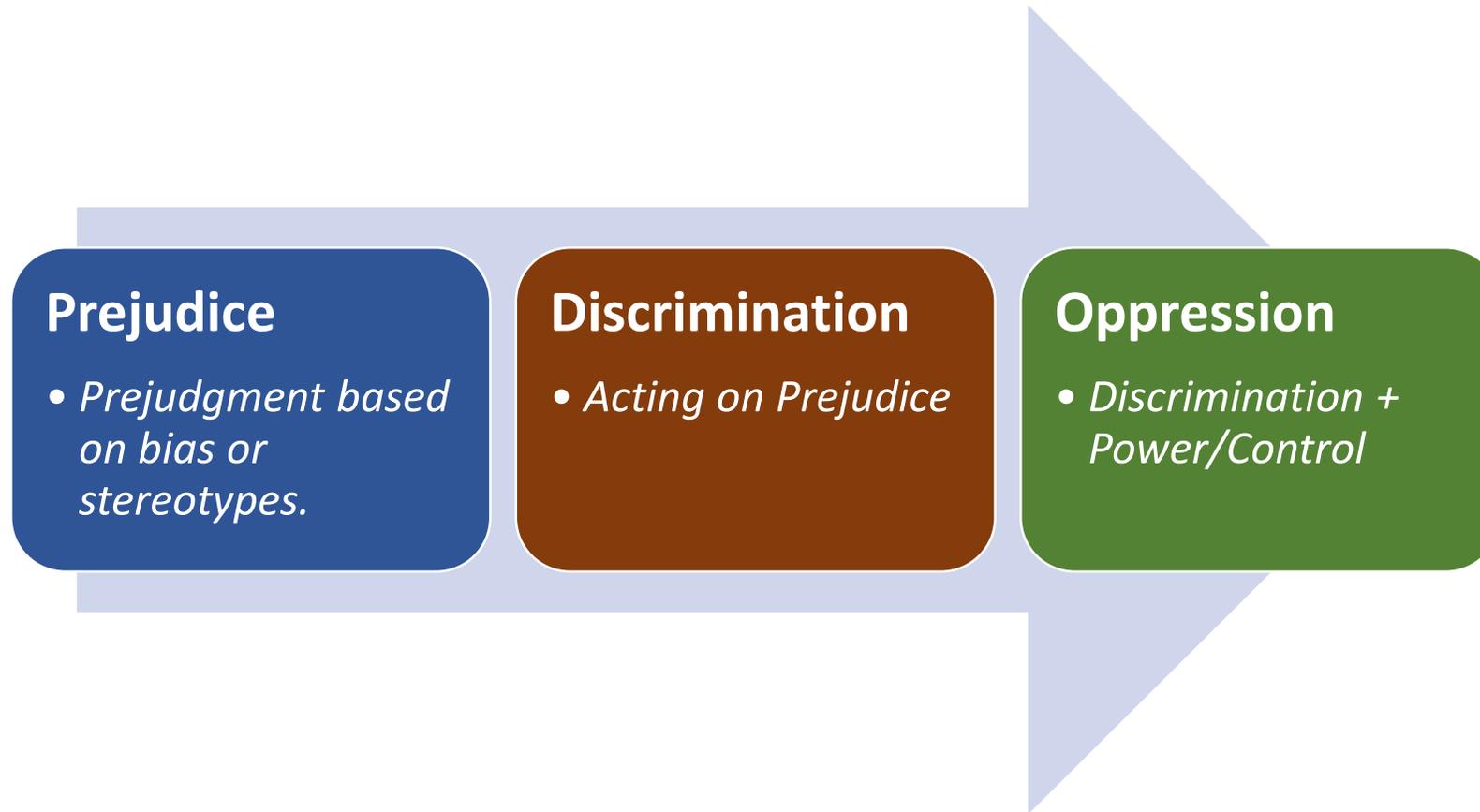
Explicit - A landlord makes racial slurs against people of color.

Institutional Bias

Implicit - A rental company advertises only through word of mouth.

Explicit - A rental company policy is to ask for a larger security deposit from black families.

Prejudice, Discrimination, Oppression



How Can I Use Privilege for Good?



- Cracking The Codes: Joy DeGruy “A Trip to the Grocery Store”
 - <https://www.youtube.com/watch?v=Wf9QBnPK6Yg>

Takeaways

1. We all have bias. Bias is neither good or bad. We all need to inventory, recognize, and check our biases as much as we can.
2. Addressing individual bias and racism is not enough; we must address institutional and structural racism.
3. Understanding these concepts is important and necessary to engage in this work.
4. We are all part of a machine, but we all have the power to influence and interrupt it.
5. All of this is related to our work at the City of Madison and in every other aspect of our lives.

What do you need from our team to help inform your work?

Mayor's Neighborhood Conference 2016:
Mitchell J. Silver, NYC Parks Commissioner

<http://media.cityofmadison.com/Mediasite/Play/9932a17637c2465ab26782122632de231d?catalog=b2fff650-d80a-475f-b3de-d2733868ea1f>

Closing & Evaluations



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