



Department of Planning & Community & Economic Development

## Planning Division

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October 30, 2019

From: Dan McAuliffe, City of Madison Planning Division  
To: Transportation Policy and Planning Board  
Re: Oscar Mayer Special Area Plan draft development concepts

Attached are two draft development concepts prepared for Oscar Mayer planning process and presented publicly on October 16 at Warner Park. Given the significant transportation issues and opportunities present in the plan area, Planning Division staff would like feedback on the alternatives and understand TPPB members' perspectives relatively early in the process. Following this phase of public outreach (feedback on draft concepts), a draft plan document containing a single development concept will be created. We plan on returning to the TPPB as part of the formal approval process in late February or March of 2020.

In addition to general comments, we ask TPPB members to consider the following questions:

1. Alternative 1 contains a new east-west street through the former Oscar Mayer site and Hartmeyer Property, linking it directly to Sherman Avenue, Packers Avenue and the Eken Park Neighborhood. Alternative 2 provides somewhat less direct connections to these areas and crosses the rail corridor closer to Commercial Avenue. What are your thoughts on the different versions of the connection for handling vehicular traffic, transit, bike and pedestrians? *Note: both alternatives will need State approval for changing rail crossing and access to Packers Ave.*
2. Planning staff believe the extension of Oscar Ave (old Packers Ave) to Aberg Ave is critically necessary. One alternative investigates the feasibility of converting the ramp intersections to roundabouts and connecting Oscar Ave to the western roundabout. This will need additional traffic study and State approval but a brief examination of traffic volumes make it appear feasible. The other alternative shifts the connections away from the ramp and would not need State approval, and in doing so divides the northern half of the site Metro is considering for acquisition. What are your thoughts on these alternatives?
3. The draft plan discusses the potential to add several signals along Packers Avenue. Currently, signals average 1 mile spacing (First, Commercial and International) on the corridor which limits pedestrian crossing (and by association transit stops) and does not aid maintaining speeds near the posted speed limit. Are there certain locations new signals should be prioritized for investigation?
4. The area is and will be well served by transit. The plan does recommend an eventual relocation of the transfer point either in conjunction with a future BRT station or in a more active and visible location, but is flexible on the actual location. Are there additional transit related factors that should be considered?
5. The draft recommends shifting the planned off-street bike route to the east side of the rail yard on a utility corridor owned by MGE, then crossing to the west side of the tracks at Commercial Ave proceeding north to Aberg and using a mix of on and off-street routes to connect to the neighborhoods to the north and west. Are there other bike connections that should be considered?

**WORKING DRAFT**

Alternative **A**

## LAND USE CATEGORIES

**Employment:** Office, specialized employment, low-impact manufacturing, research and development, and medical.

**Industrial:** Industrial, manufacturing, storage, distribution, and warehousing uses.

**Community Mixed-Use:** Relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor.

- General Density Range: ≤ 130
- Number of Stories: 2-6+

**Neighborhood Mixed-Use:** Node or corridor containing housing, shopping, and services that generally serves surrounding neighborhoods.

- General Density Range: ≤ 70
- No. of Stories: 2 - 4

**High Residential:** Predominantly larger and taller multifamily buildings.

- General Density Range: 70+
- No. of Stories: 4 - 12

**Medium Residential:** Generally larger multifamily buildings or multifamily complexes, sometimes interspersed with other smaller housing types.

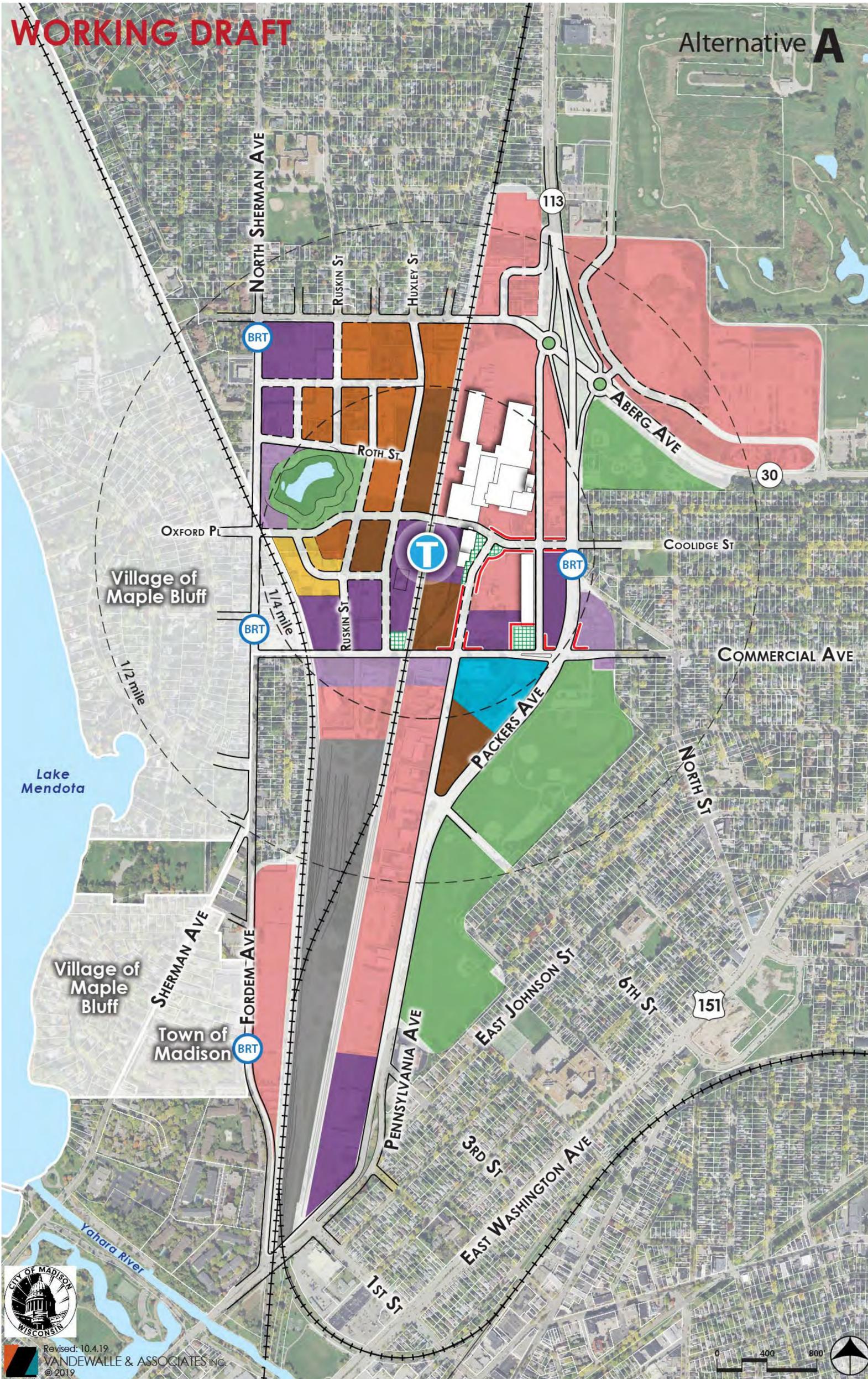
- General Density Range: 20 - 90
- No. of Stories: 2 - 5

**Low Medium:** Mix of single-family homes, two-, three- and four-unit buildings, row/townhouses, and small apartment buildings.

- General Density Range: 7 - 30
- No. of Stories: 1 - 3

**Parks and Open Space:** Parks, recreational facilities, conservation areas, stormwater management facilities, cemeteries, and other open space.

**Special Institutional:** College campuses, schools, and larger places of assembly and worship.



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**WORKING DRAFT**

Alternative **B**

## LAND USE CATEGORIES

**Employment:** Office, specialized employment, low-impact manufacturing, research and development, and medical.

**Industrial:** Industrial, manufacturing, storage, distribution, and warehousing uses.

**Community Mixed-Use:** Relatively high-intensity mix of residential, retail, office, institutional, and civic uses, generally located adjacent to a major transportation corridor.

- General Density Range: ≤ 130
- Number of Stories: 2-6+

**Neighborhood Mixed-Use:** Node or corridor containing housing, shopping, and services that generally serves surrounding neighborhoods.

- General Density Range: ≤ 70
- No. of Stories: 2 - 4

**High Residential:** Predominantly larger and taller multifamily buildings.

- General Density Range: 70+
- No. of Stories: 4 - 12

**Medium Residential:** Generally larger multifamily buildings or multifamily complexes, sometimes interspersed with other smaller housing types.

- General Density Range: 20 - 90
- No. of Stories: 2 - 5

**Low Medium:** Mix of single-family homes, two-, three- and four-unit buildings, row/townhouses, and small apartment buildings.

- General Density Range: 7 - 30
- No. of Stories: 1 - 3

**Parks and Open Space:** Parks, recreational facilities, conservation areas, stormwater management facilities, cemeteries, and other open space.

**Special Institutional:** College campuses, schools, and larger places of assembly and worship.

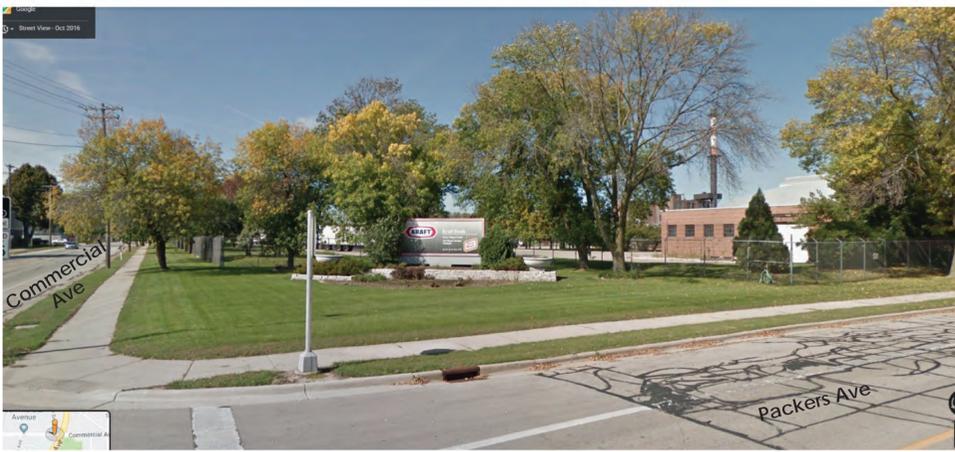


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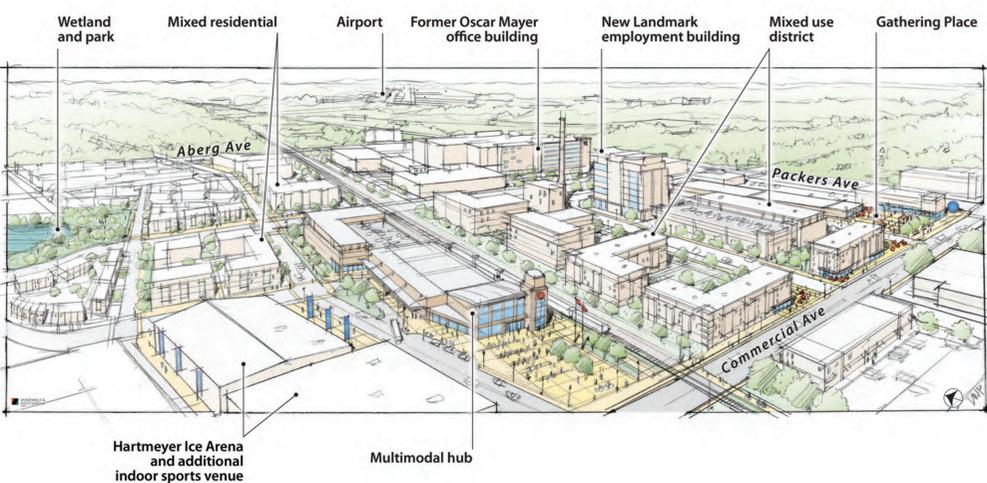
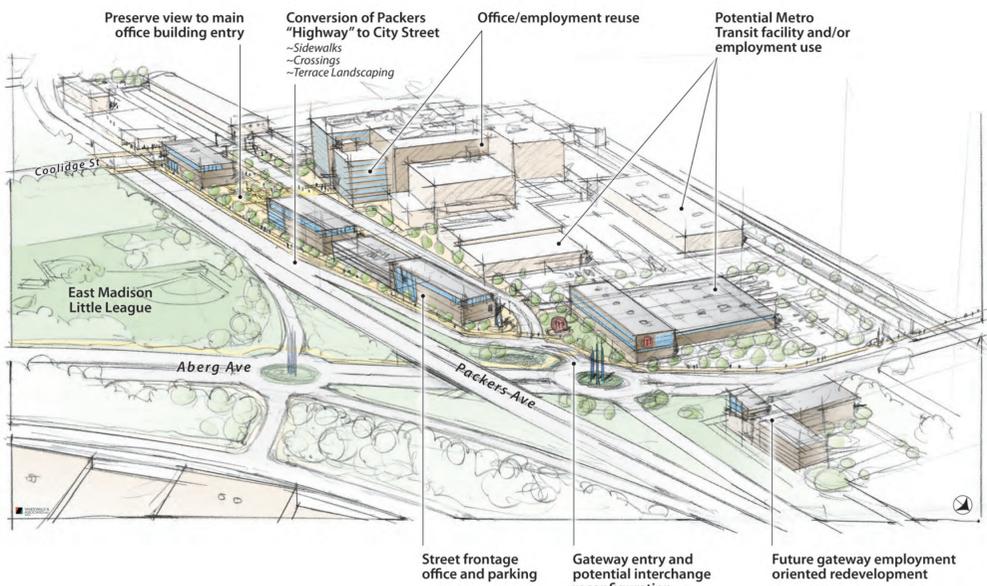
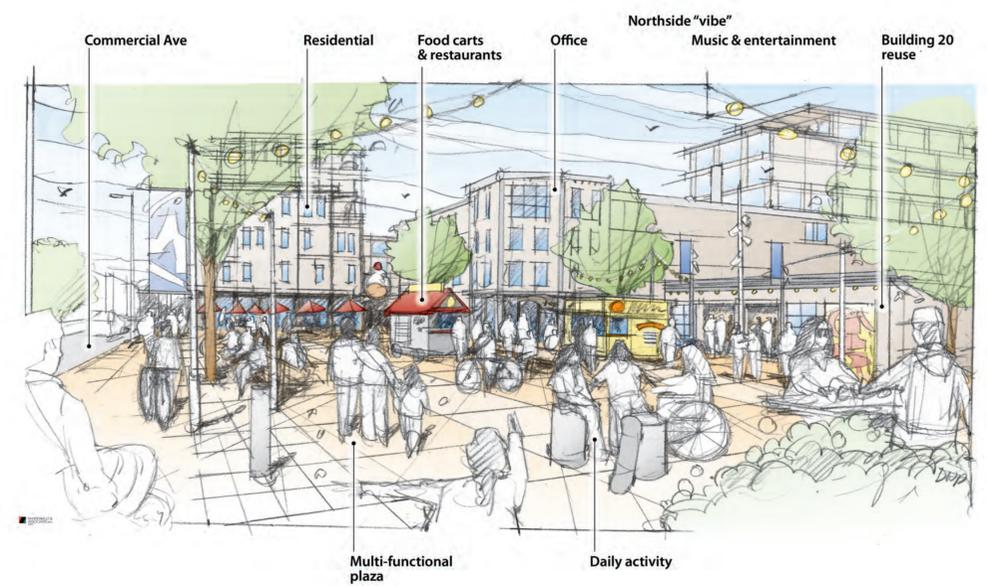
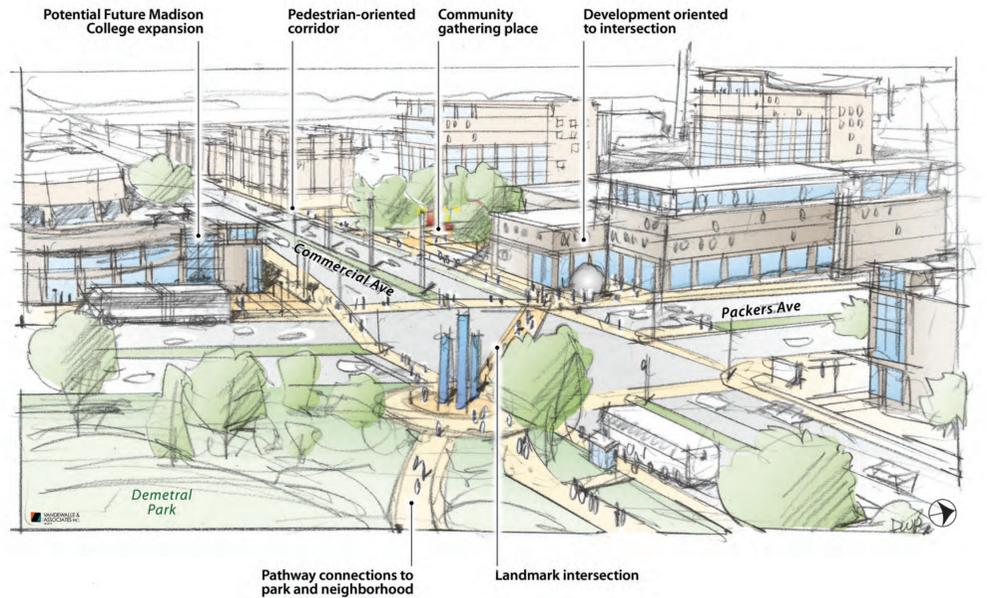


# Imagining the Redevelopment Possibilities

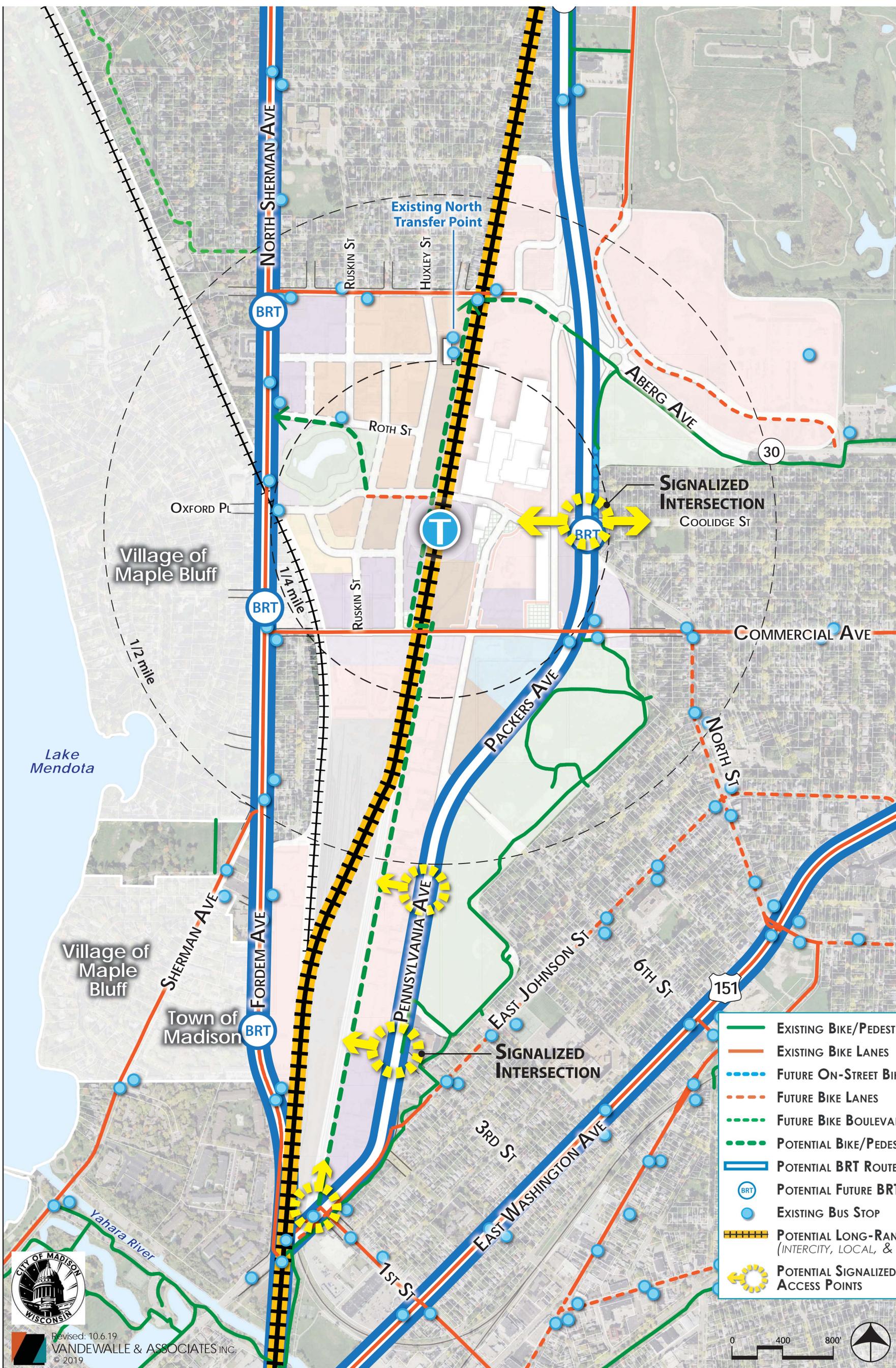
## Today



## Illustrative Sketch



# Enhancing Connections



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# Transforming the Packers/Pennsylvania Avenue Corridor



1950's Packers Avenue Corridor



Potential Long Range Interchange Configuration

Urbanized Street Corridor

- ~ Sidewalks
- ~ Crossings
- ~ Terrace/Landscaping

Signalized Intersection

Packers/Commercial Intersection

- ~ Activated/Identity
- ~ Pedestrian Oriented

Employment Corridor Design Standards

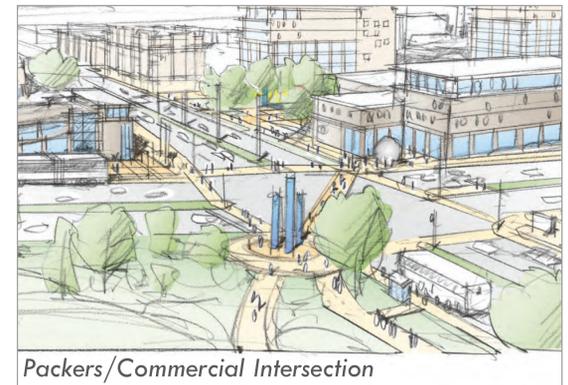
- ~ Terrace/Landscaping
- ~ Business Signage
- ~ New Street Lights
- ~ Improved Access



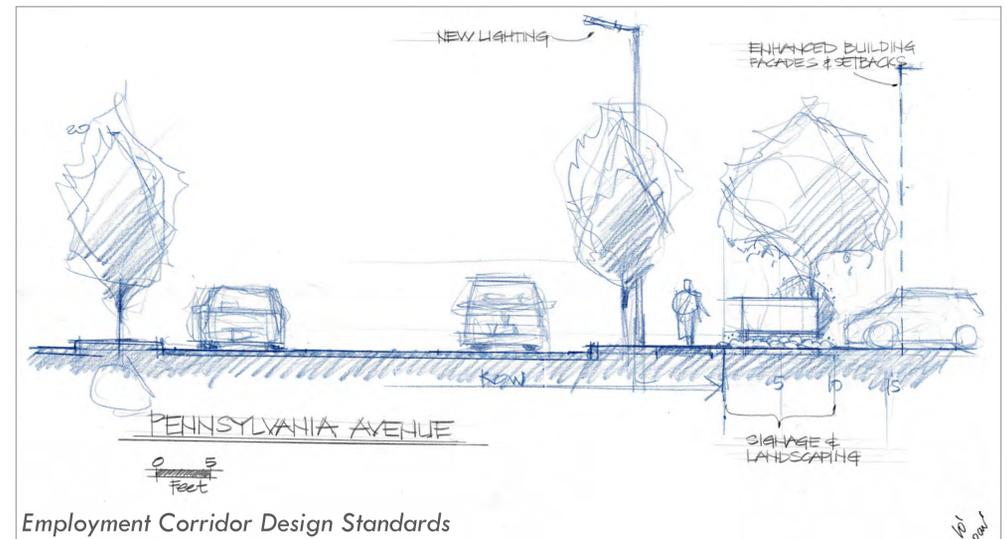
Madison East High School Signage and Enhanced Landscape



Urbanized Street Corridor



Packers/Commercial Intersection



Employment Corridor Design Standards

