



Oscar Mayer Special Area Plan **Concepts** Plan Commission

11.11.19



Purpose of the Special Area Plan & How will it be used

PHASE 1: Strategic Assessment

Key Issues and Redevelopment Objectives



Public input on issues and objectives



Adopted
February 2019



PHASE 2: Special Area Plan

Evaluate land use, building scale and transportation system changes to implement redevelopment objectives



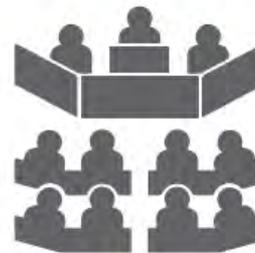
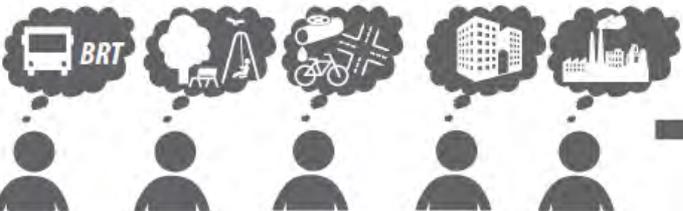
Public input on development concepts



Adopted Plan
(Early 2020)



Implementation



City considers needed infrastructure and amenities
Developers propose new buildings and uses

Public projects considered for budget by Council
Development considered by Plan Commission

Improvements and developments built

Oscar Mayer Strategic Assessment Phase 1

REDEVELOPMENT OBJECTIVES

VISION

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

The study area has leveraged its unmatched infrastructure capacity and location between the airport and downtown to rise as a regional economic hub for the local community and its future residents.

1.

Target a high density of living wage jobs.

2.

Maintain housing affordability and minimize displacement.

3.

Leverage the area's 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.

Equip the North/East side's next generation with skills to meet emerging opportunities

7.

Create an integrated and connected multimodal transportation system.

8.

Deploy sustainable technologies, improve stormwater, and preserve environmental assets.

9.

Form an identifiable and authentic mixed-use district.

10.

Proactively utilize city financial resources and statutory powers to optimize tax base growth and achieve the vision.

CITY OF MADISON Comprehensive Plan



Imagine Madison
People Powered Planning

2040 Population Forecasts¹

+ 70,000
new residents by 2040

+ 40,000
new households by 2040

15,000+ people engaged through Imagine Madison



Website
11,960 unique visitors



Planning Pop-ins
60 Pop-ins | 1,775 attendees
→ Hip Hop Architecture & Planning Camp
→ Cap Times Talk
→ UW-Madison PEOPLE Program
→ UW-Madison Classes



Community Meetings
10 meetings | 371 participants



Resident Panels
231 participants



Inter-Agency Staff Team
26 staff members | 17 departments



Markets and Festivals
19 Events | 649 interactions



Neighborhood Resource Teams
9 Teams | 118 attendees



Social Media
803 followers



City Committees
18 Boards, Commissions, and Committees

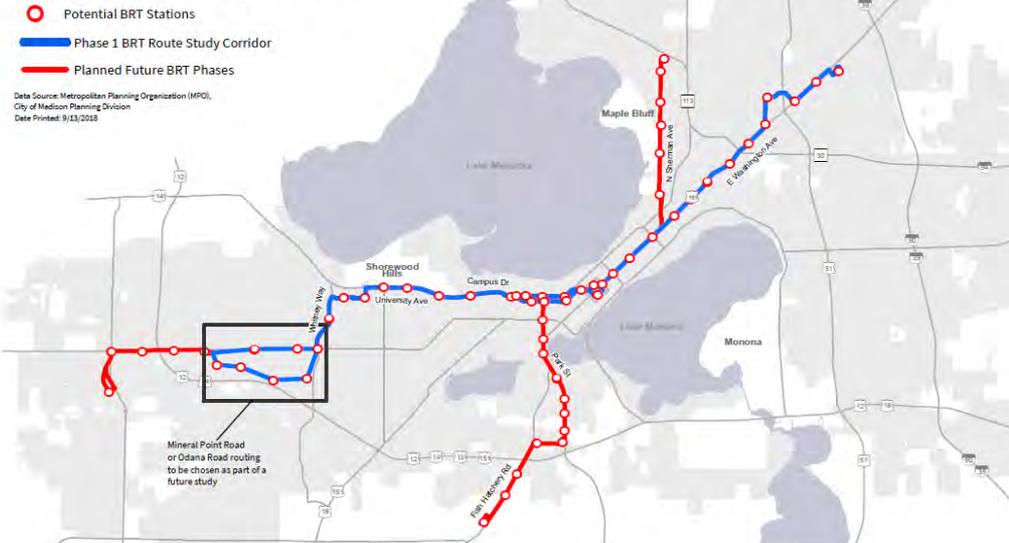


Mini-Documentary

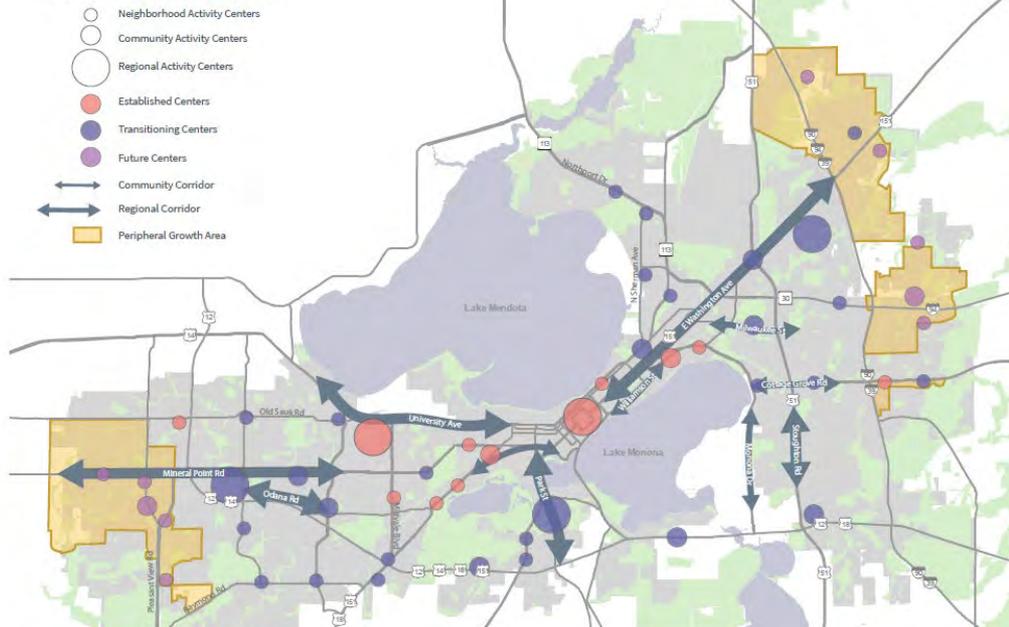
Comp Plan: Land Use and Transportation Strategies

- Implement **bus rapid transit (BRT)** to improve travel times, enhance reliability, and increase ridership.
- Ensure **all populations benefit** from the City's **transportation investments**.
- Concentrate the highest intensity **development along transit corridors**, downtown, and at Activity Centers.
- Facilitate compact growth to reduce the development of **farmland**.

Planned Bus Rapid Transit (BRT)

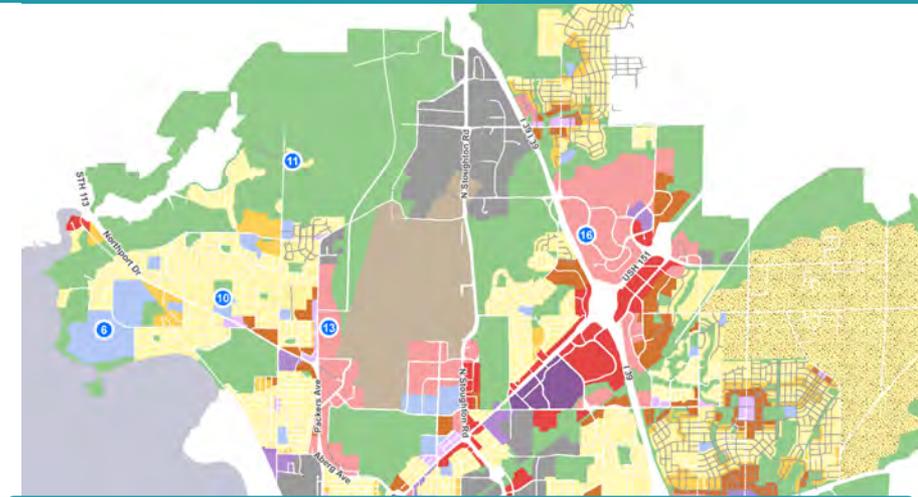
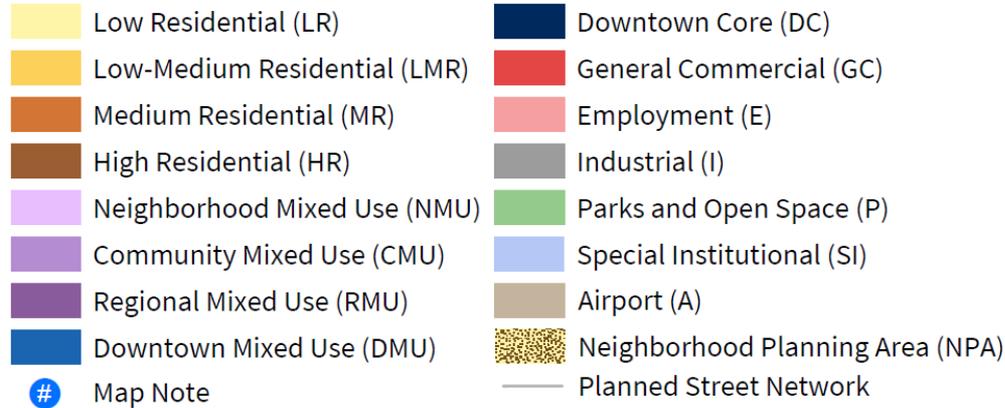


Growth Priority Areas



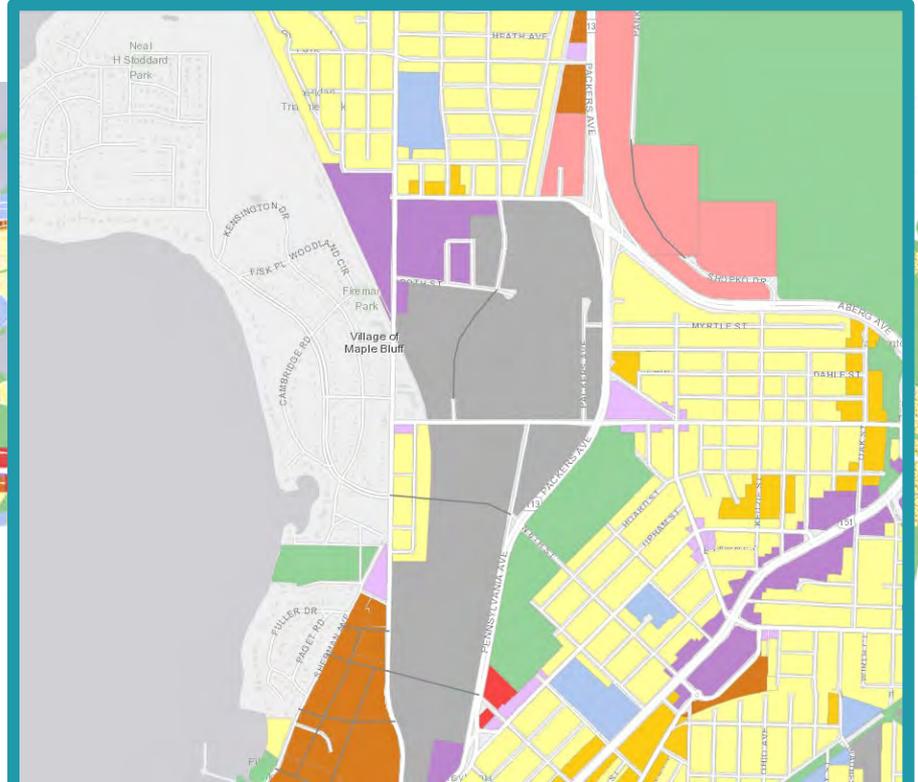
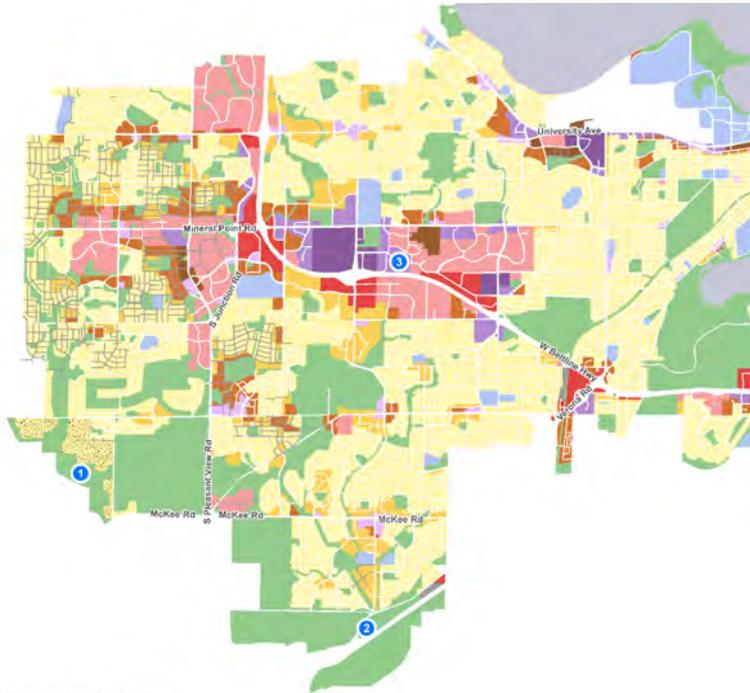
Comp Plan: Land Use and Transportation Strategies

Generalized Future Land Use Map



City of Madison Comprehensive Plan

Data Source: City of Madison DPCED, Planning Division





Northport-Warner Park-Sherman Neighborhood Plan

City of Madison, Wisconsin

Adopted by the Common Council on November 3, 2009 Enactment No: Res-09-00906 Legislative File ID: 15282



2018-2023 Park and Open Space Plan

Madison, Wisconsin

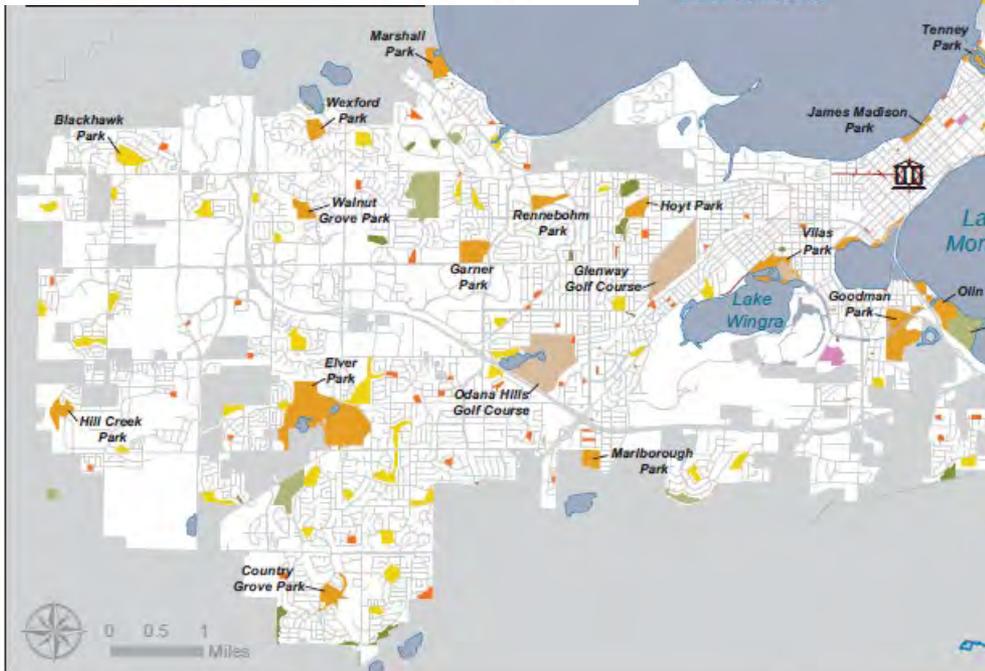
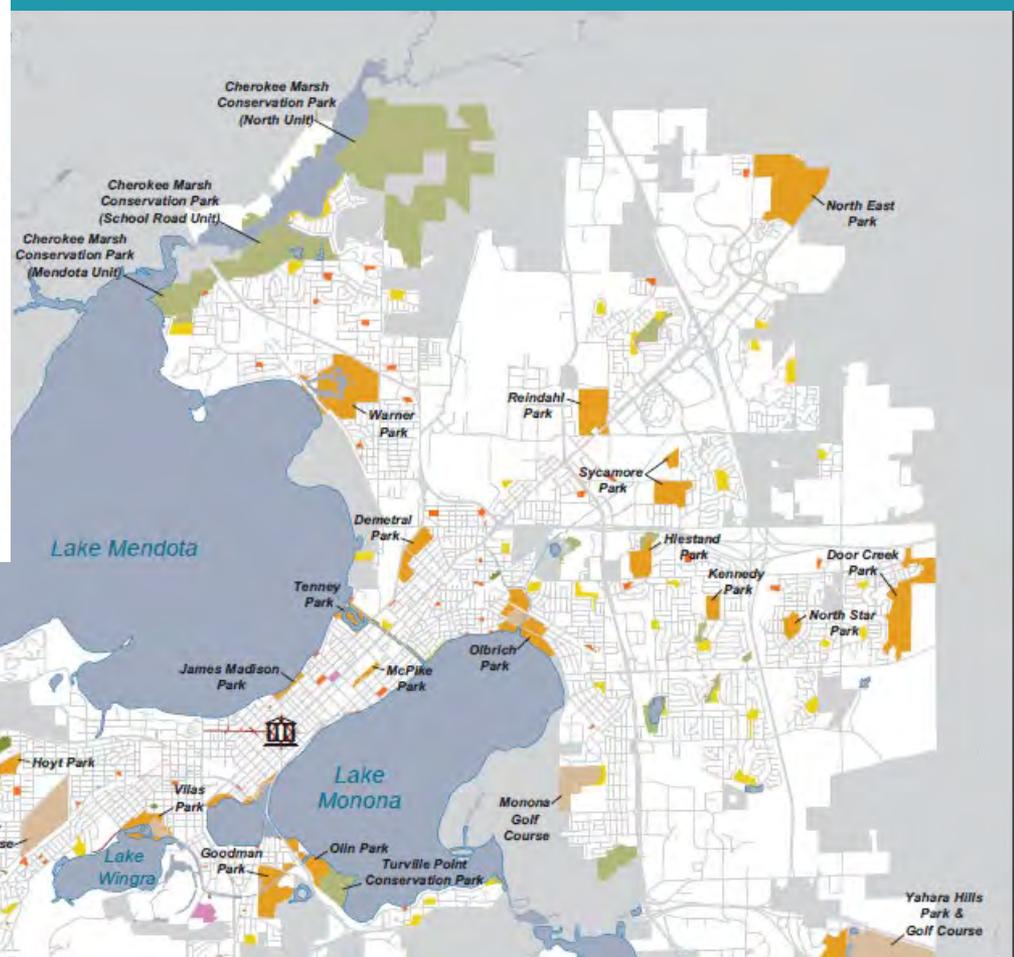
play
MADISON
PARKS



Photo Courtesy of Wendy Murke

Accepted by Common Council October 30, 2018

Legislative File ID No. 52928, RES-18-00743



Legend

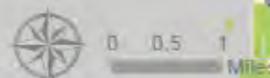
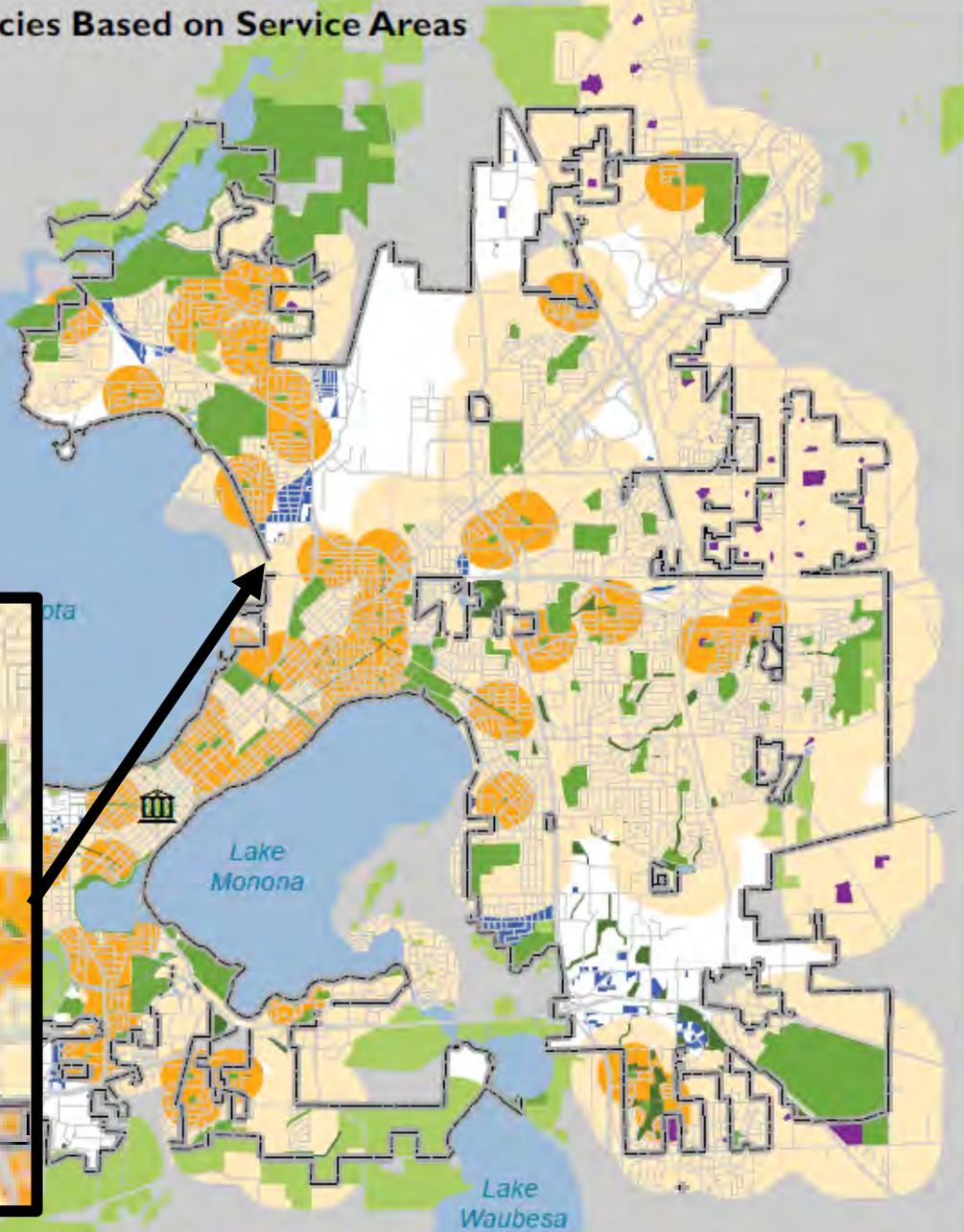
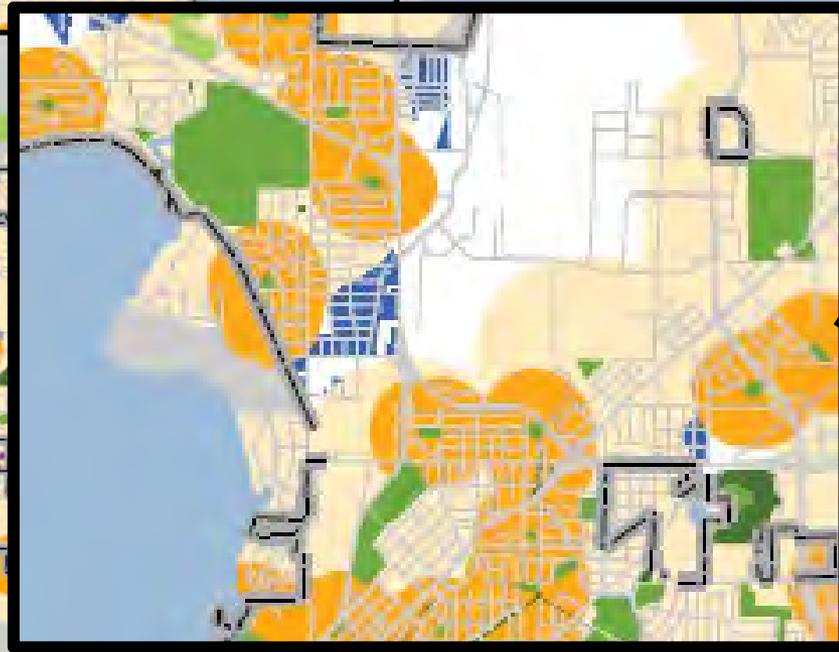
Park Type

 Community	 Other
 Conservation	 Special
 Mini	 Sports Complex
 Neighborhood	 Trafficway
 Open Space	

Exhibit 10: Mini and Neighborhood Park Deficiencies Based on Service Areas

Legend

- Existing Mini & Neighborhood Park Deficiency in Residential Areas
- Mini Park 1/4 Mile Service Area
- Neighborhood & Community Park 1/2 Mile Service Area
- Future City of Madison Parks identified in Neighborhood Development Plans
- City of Madison Parkland
- City of Madison Greenway
- Other Parkland (Dane County, UW, State, etc.)



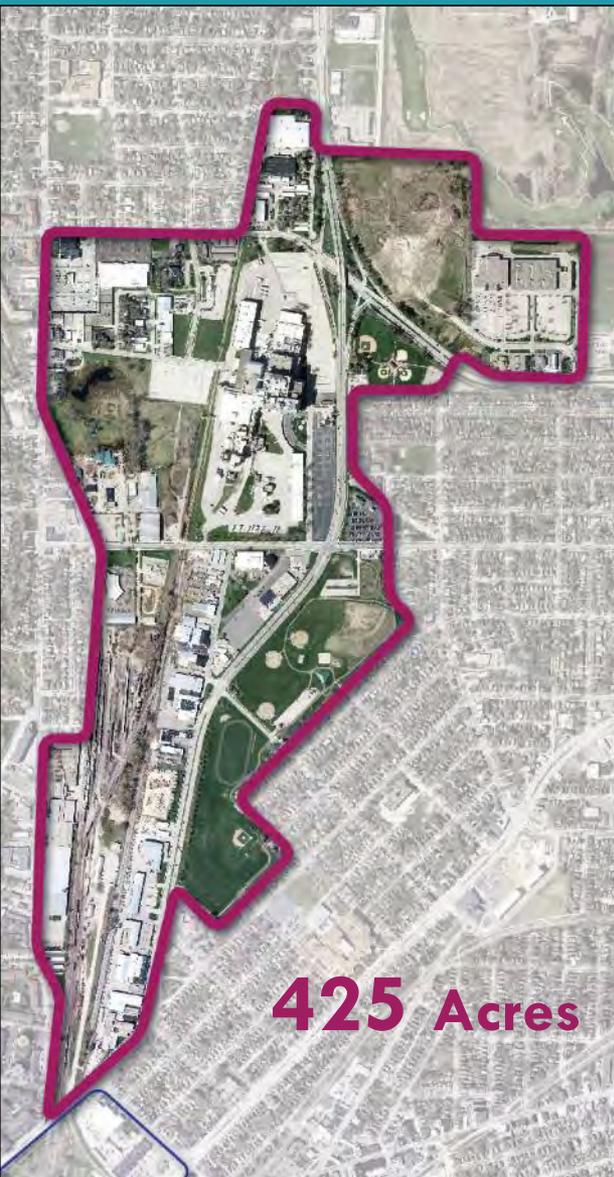
Note: Analysis includes using 1/2 mile buffer for all neighborhood Development Plan proposed parkland, consistent with goal of developing minimum 5-acre neighborhood parks with new neighborhood plans. Analysis includes half-mile service areas for community parks, which serve as neighborhood parks to their immediate neighborhood.



Oscar Mayer Special Area Plan Concepts



Planning Area



Today

- Industrial
- Underutilized land
- Barriers/auto oriented

- 2,500 Estimated Jobs
- <150 Residents
- \$74M Tax Base

In the Future

- Diverse mix of employment and housing
- Connected and accessible
- Activity hub

- + 4,000 Jobs
- + 4,000 Residents
- >\$300M Tax Base

* Based on general land use projections

Big Picture Concept

1. Weave together North & East Side
2. Maintain as Major Employment Corridor
3. Create Inclusive Mixed-Use Hub
4. Transform Commercial Ave into Walkable District
5. Add Roadway Connection from North Sherman to Packers
6. Plan for Bus/Rail/Bike Multimodal Hub/TOD
7. Incorporate wetland into neighborhood park
8. **Enhance City Entry Corridor & Access**

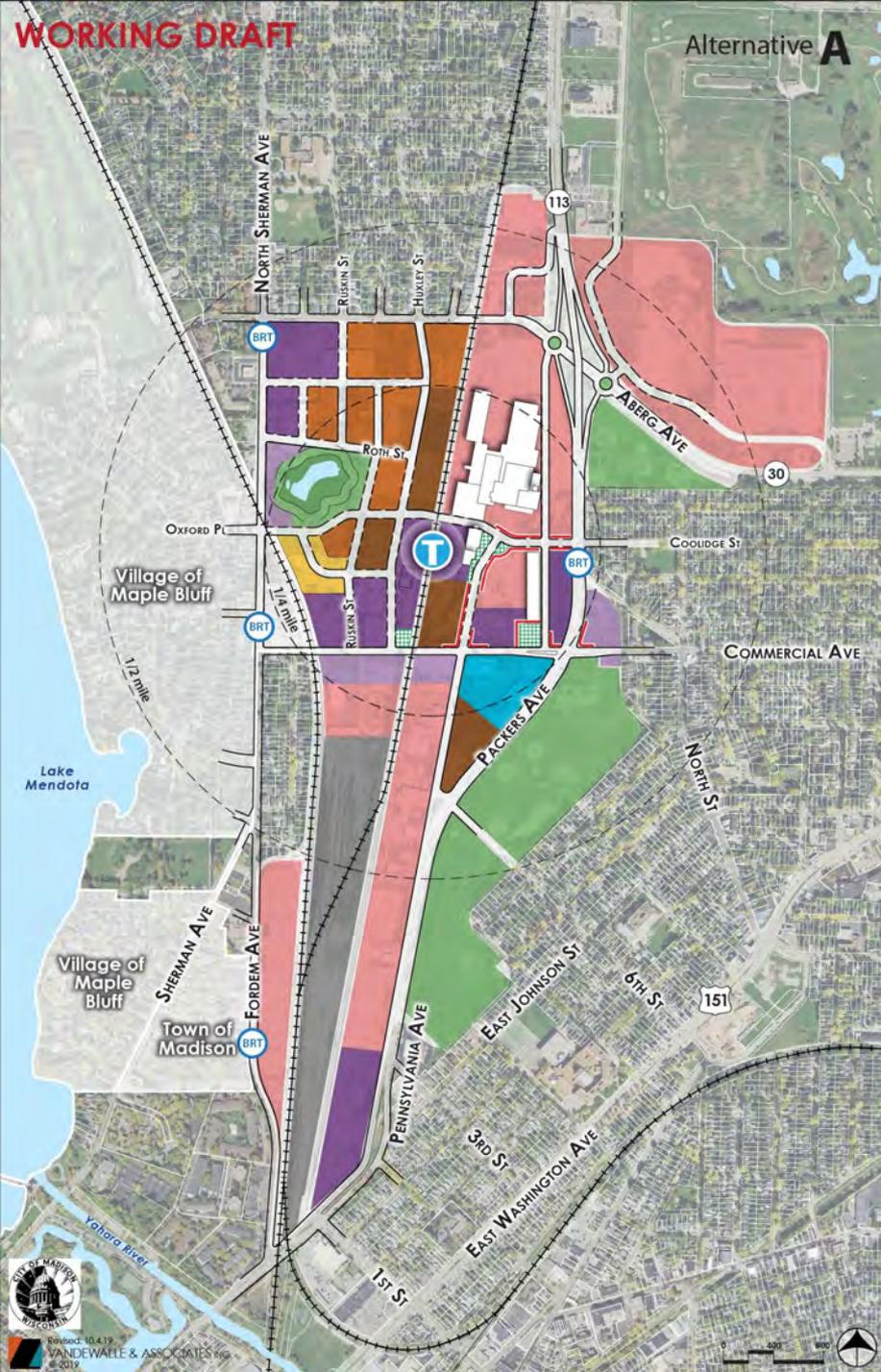




LAND USE & CIRCULATION ALTERNATIVES

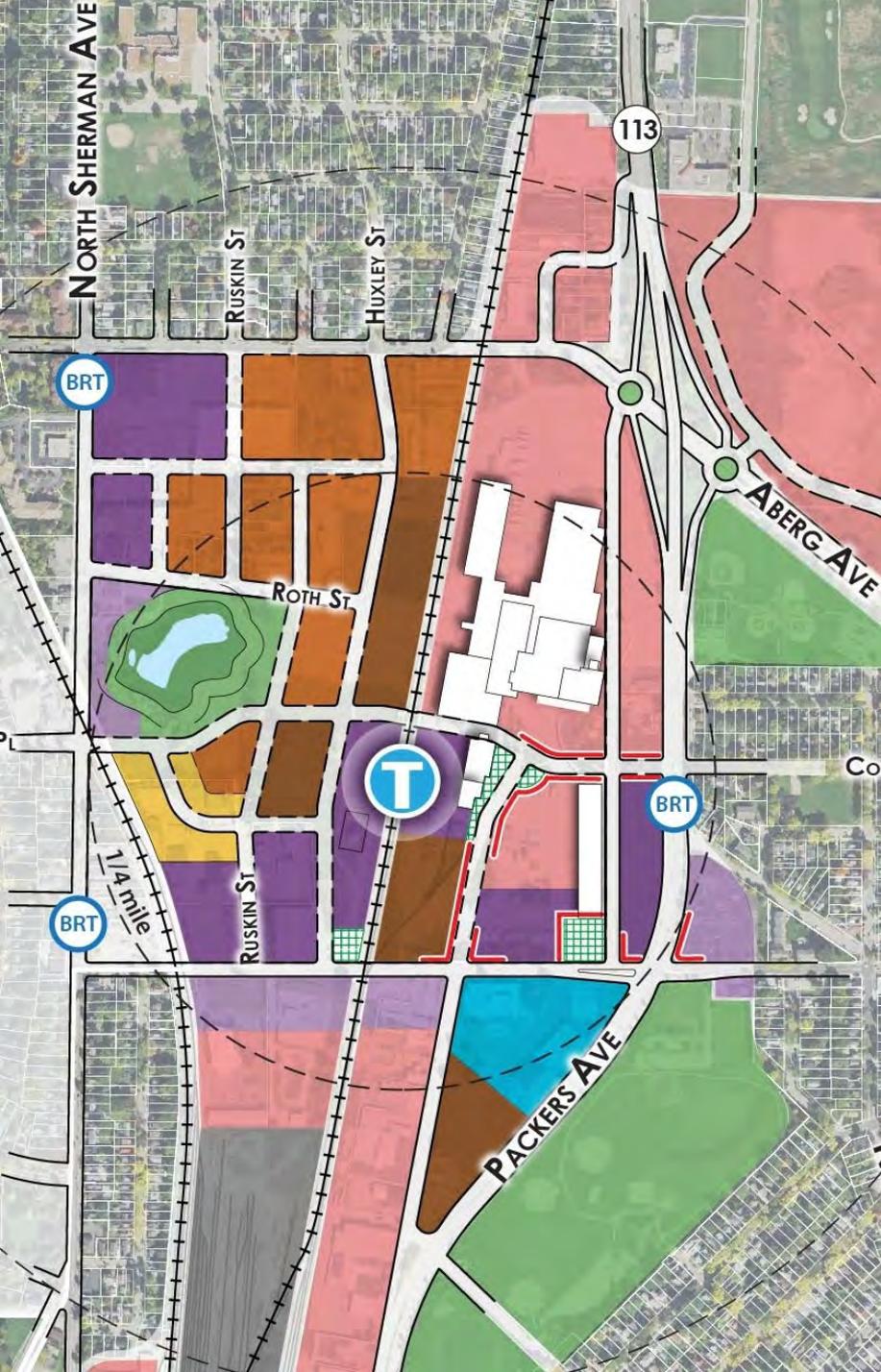


Future Land Use & Circulation Alternative A



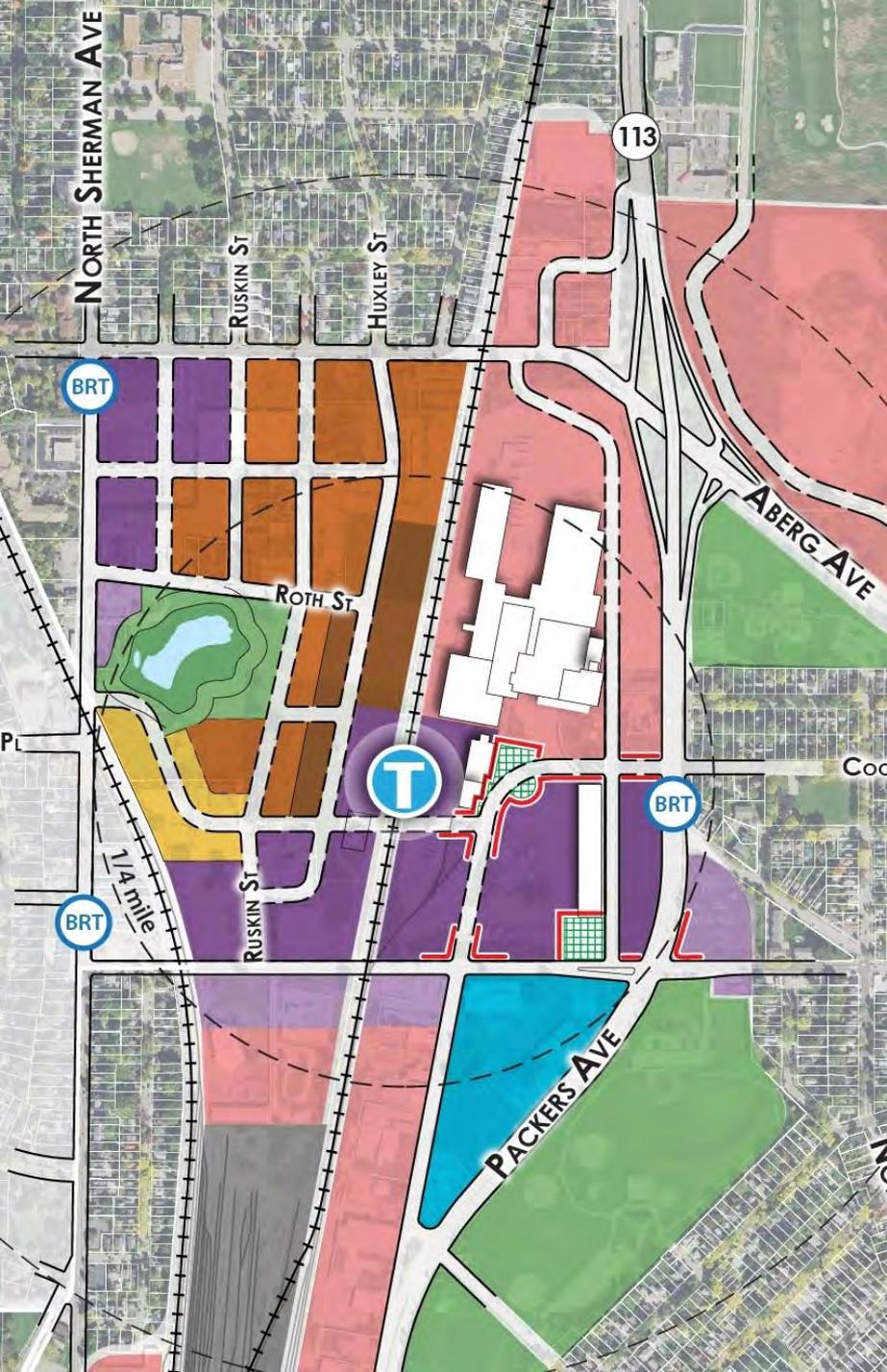
-  Employment
-  Industrial
-  Community Mixed-Use
-  Neighborhood Mixed-Use
-  Low-Medium Residential
-  Medium Residential
-  High Residential
-  Parks and Open Space
-  Urban Public Space
-  Special Institutional
-  Activated Ground Floor
-  Potential Future BRT Stops

Future Land Use & Circulation Alternative A



- Employment
- Industrial
- Community Mixed-Use
- Neighborhood Mixed-Use
- Low-Medium Residential
- Medium Residential
- High Residential
- Parks and Open Space
- Urban Public Space
- Special Institutional
- Activated Ground Floor
- Potential Future BRT Stops

Future Land Use & Circulation Alternative B

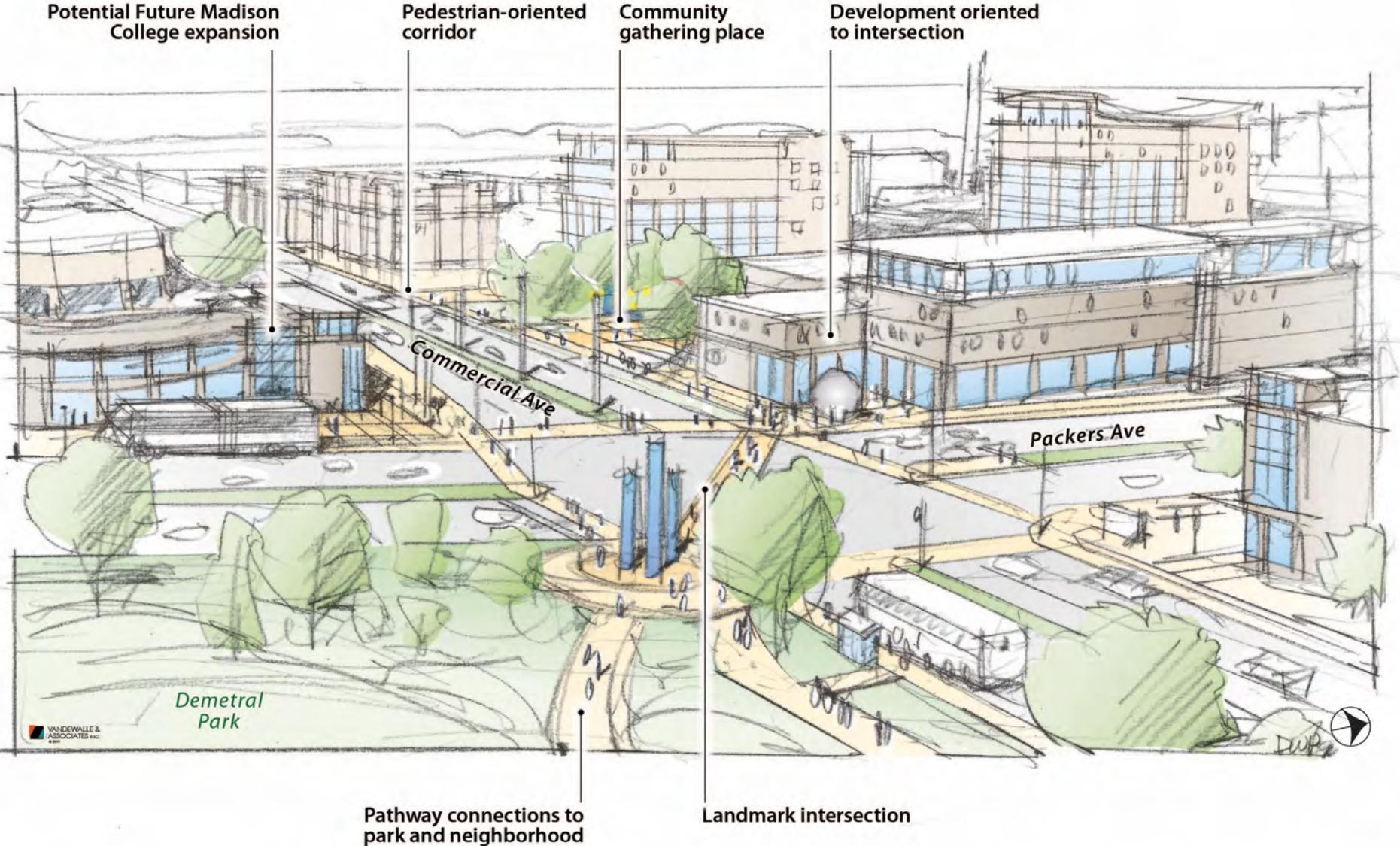


- Employment
- Industrial
- Community Mixed-Use
- Neighborhood Mixed-Use
- Low-Medium Residential
- Medium Residential
- High Residential
- Parks and Open Space
- Urban Public Space
- Special Institutional
- Activated Ground Floor
- Potential Future BRT Stops

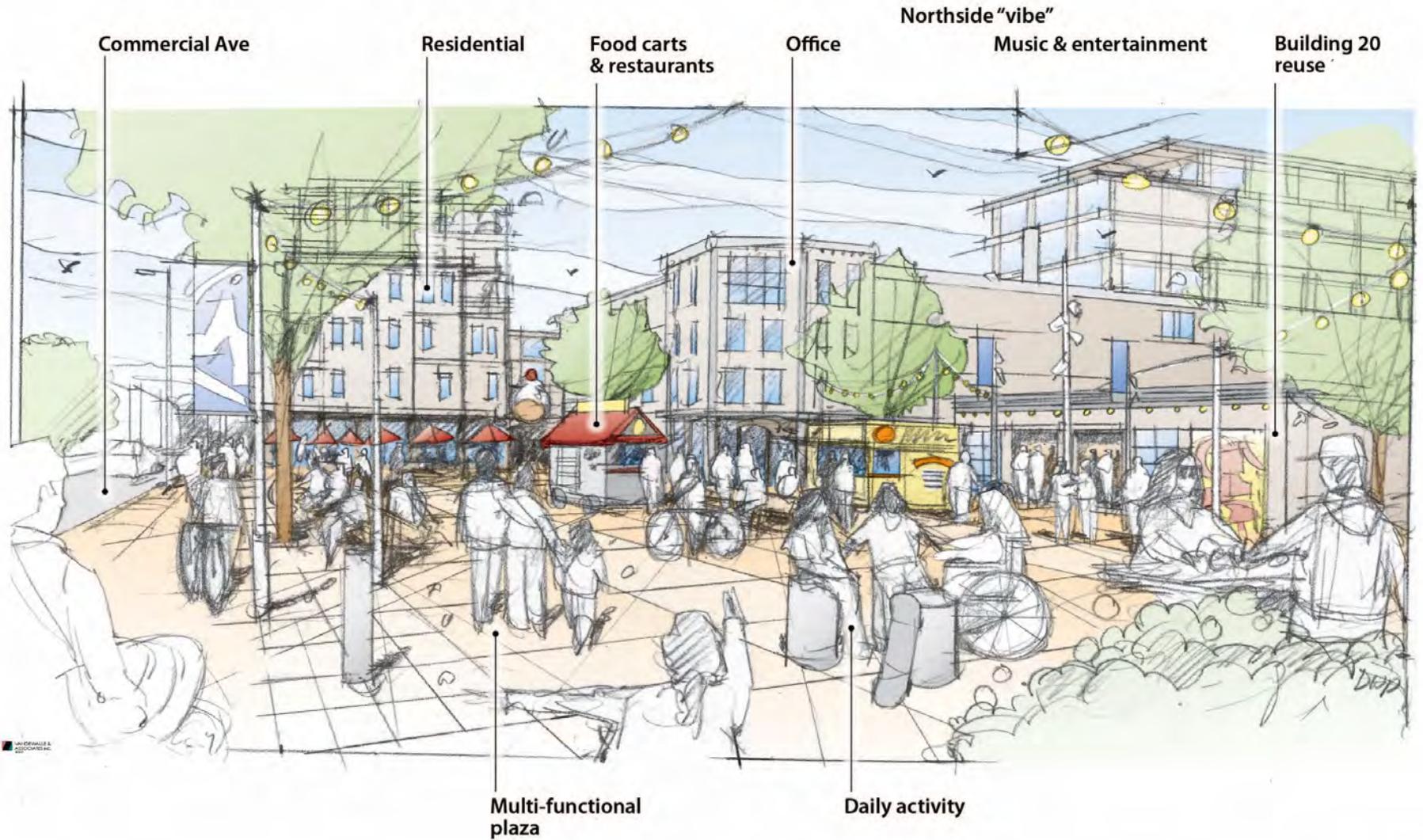


Illustrative Sketches – Development Concepts

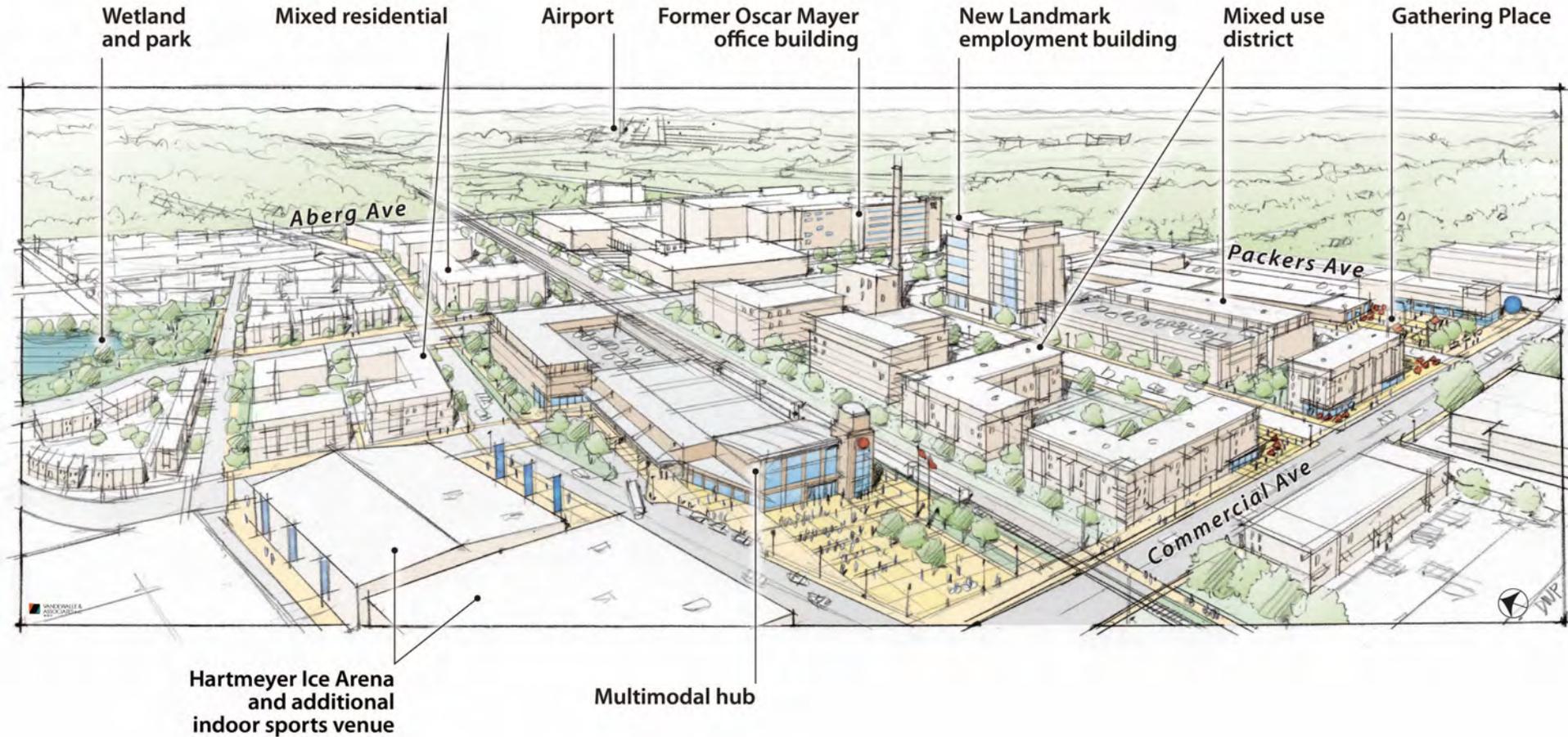
Commercial & Packers Intersection (A)



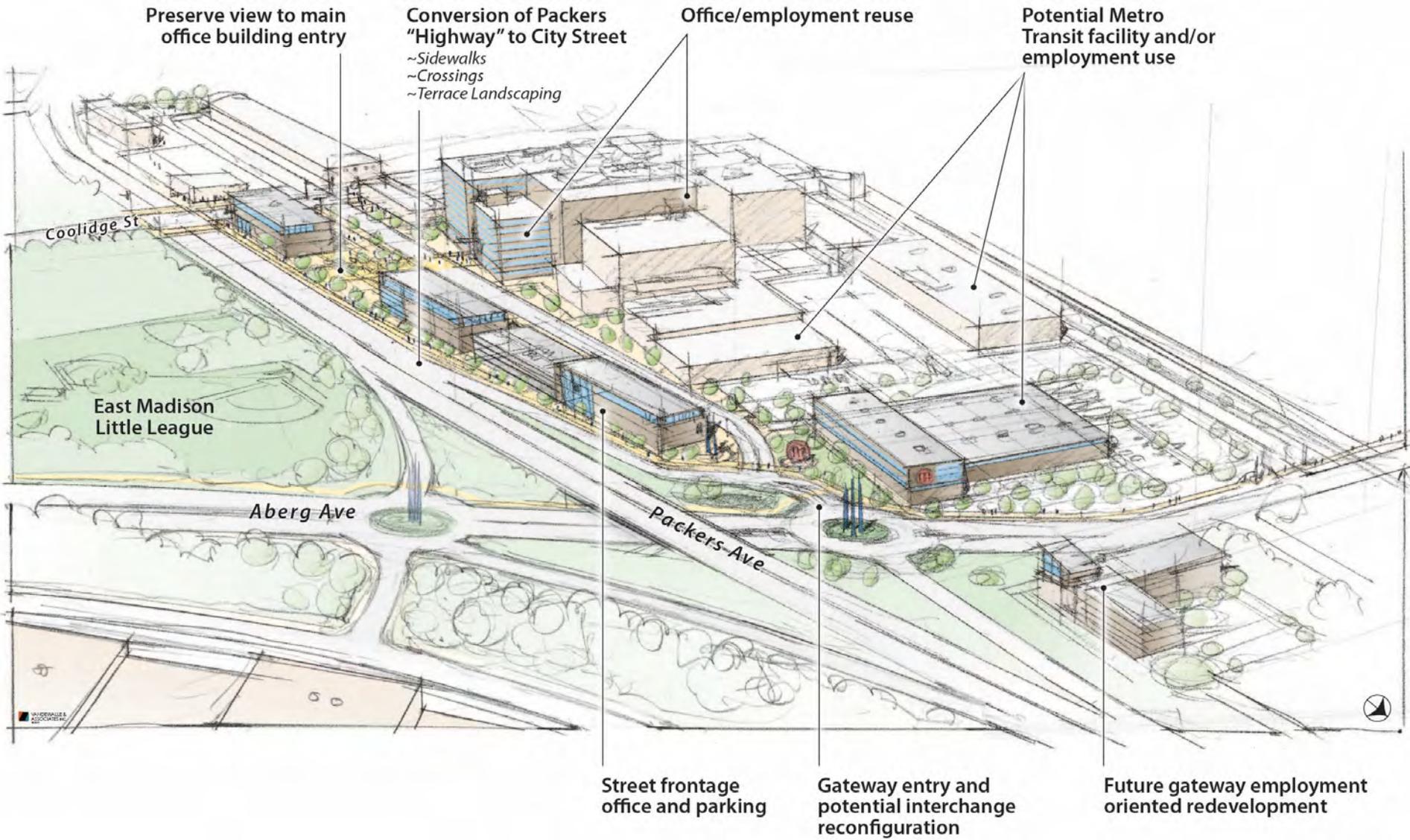
Gathering Place on Commercial (B)



Mixed-Use District – View Looking Northeast (C)



Aberg Gateway Employment Area – View Looking Southwest (D)





TRANSPORTATION CONCEPTS



Transforming the Packers Avenue Corridor



1950's Packers Avenue Corridor



Potential Long Range Interchange Configuration

Urbanized Street Corridor

- ~ Sidewalks
- ~ Crossings
- ~ Terrace/Landscaping

Signalized Intersection

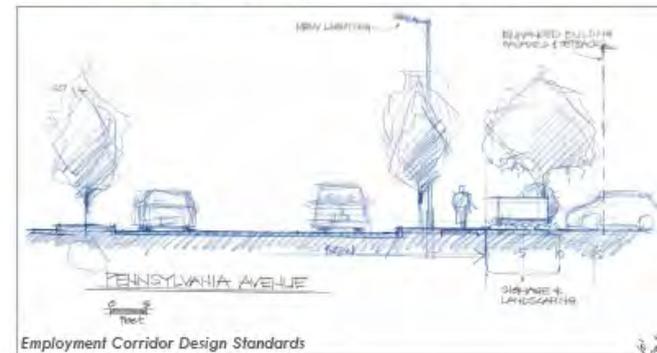
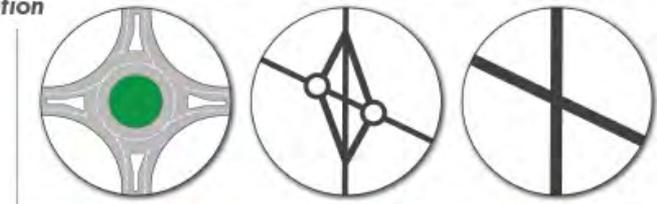
Packers/Commercial Intersection

- ~ 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



What we heard...



Public Input to Date

2017/2018

- **OSCAR Group Survey & Public Forums** – summer 2017
- **Oscar Mayer Strategic Assessment Committee** – 2017/2018
- **Focus Groups** – *summer*
- **Phase I Public Input Event** – *July*
- **Stakeholder Interviews** – *June*

2019

- **Walk & Talk Event** – *June*
- *Emerson East Neighborhood Association*
- *Brentwood Village Block Party*
- *Northside Economic Development Coalition*
- *Property Owner Interviews – summer*
- *Focus Groups – summer/fall*
- **October 16 Open House**
 - *Sherman Neighborhood Association*
 - *Friend of Hartmeyer Natural Area*
 - *Family Fun Night at Warner Park*
 - *Transportation Policy and Planning Board*



Common Themes – A few comments

Maintain as an employment center

We need a mix of good paying jobs – various income levels

Golden opportunity for the Northside

Modern affordable housing would be nice!

Very concerned about gentrification Don't leave vacant!

Almost impossible to get anywhere quickly without a car

Safe and connected bike paths

Need a mix of affordable housing, family supporting jobs, retail, factories

More frequent buses that run late into the evening

More/less density!

Save the wetlands

Rail. Future need for electrified commuter rail

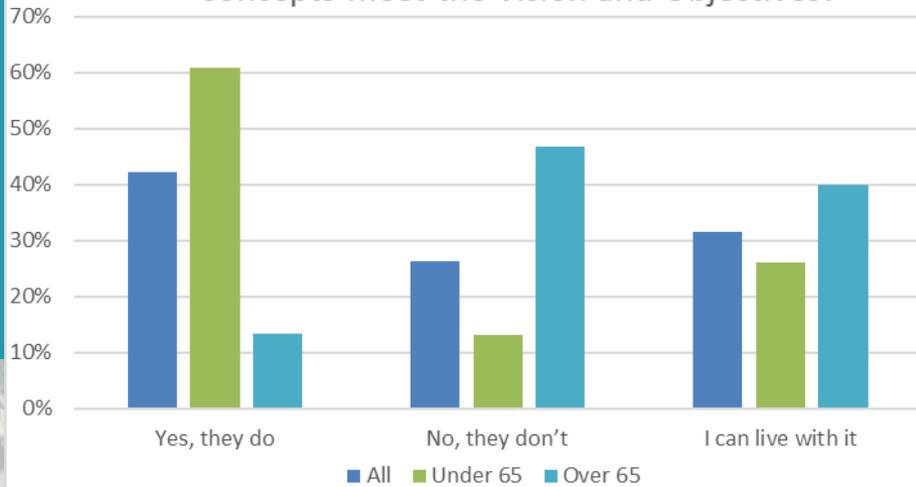
Public gathering spaces

Large parking lot along Packers is an eyesore

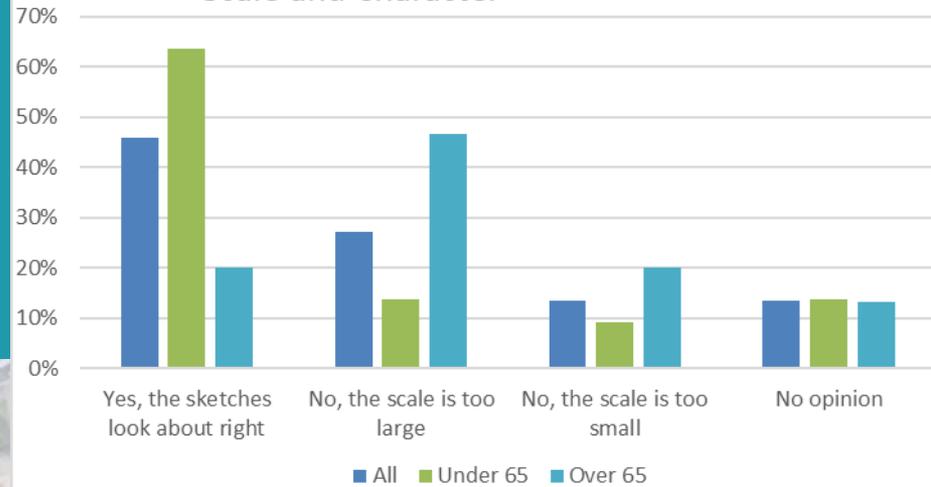


Polling Data

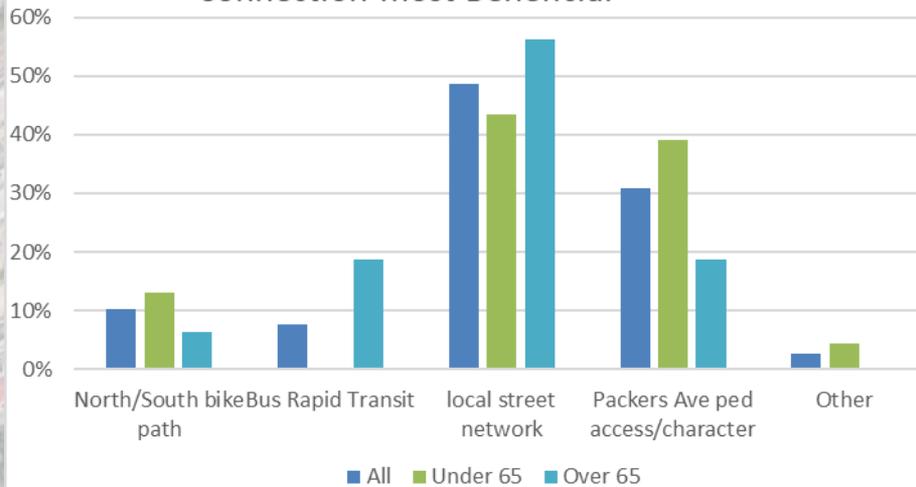
Concepts meet the Vision and Objectives?



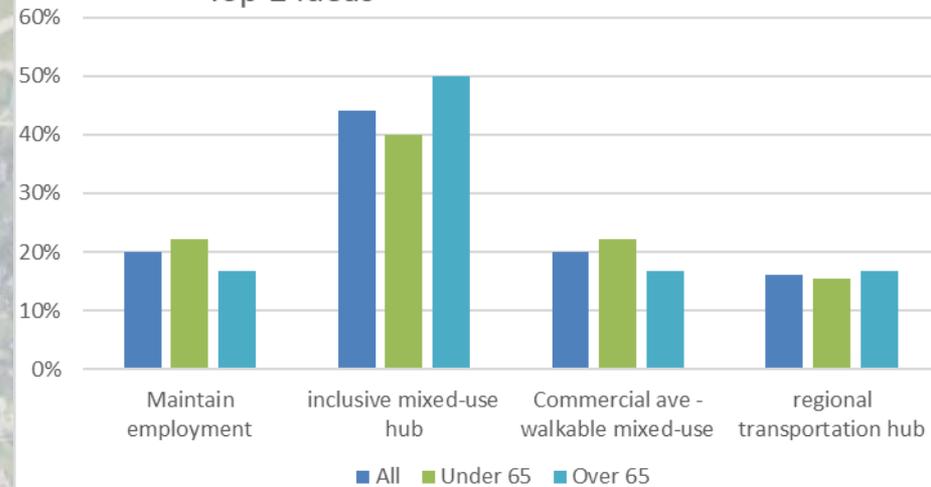
Scale and Character



Connection most Beneficial



Top 2 ideas



Questions for Plan Commission

1. Does the **residential/employment balance** of the development concepts advance the goals and objectives of the Comprehensive Plan and the Redevelopment Objectives of the Oscar Mayer Strategic Assessment?
2. Are the **scale and character of development** depicted in the concepts appropriate, or should they be adjusted to a higher or lower density?
3. Are certain **street network** arrangements more preferential, such as Coolidge extending directly to Sherman and the intersection configuration with Oscar Ave and Aberg?
4. What is your perspective on preservation of the **Hartmeyer property**?

