



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

215 Martin Luther King Jr. Blvd. Ste 017

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4635

Fax (608) 266-6377

www.cityofmadison.com

February 5, 2020

From: Dan McAuliffe, City of Madison Planning Division
To: Plan Commission
Re: Oscar Mayer Special Area Plan revised development concepts and draft document

Attached for your review and comment are the revised development concept and the draft plan document, publicly released on January 23rd and presented at a public open house on January 30th. The largest change in the revised development concept is an enlarged open space and reconfigured street network on the Hartmeyer Property. The initial drafts responded to the 2018 Park and Open Space Plan by incorporating a 5 acre neighborhood park next to the 3 acre wetland. Based on feedback from participants and the Plan Commission, the park space was doubled (10 acres) for a total of 13 acres of open space on the 31 acre property. The east west connection was shifted north to a realigned Roth Street, simplifying the Sherman Avenue intersection and eliminating potential conflicts at from the rail crossing and wetland at the previous connections near Oxford Place. The draft document includes a proposed height map and other urban design recommendations on pages 40-43.

Since the last public open house on October 16, 2019, staff has attended more than a dozen outreach events. Four themes have emerged from public comment: the continued preference by some for the entire Hartmeyer Property to be acquired for a conservation park, a concern about traffic in Eken Park related to the intersection at Coolidge and Packers, continued concern relating to the potential for a Metro Satellite facility at Oscar Mayer, and concern about roundabouts at Aberg and Packers. A more detailed comment summary and staff response are included in the packet and on legistar.

In addition to your general comments and question, we ask Plan Commission members to consider the following questions.

1. Are you generally comfortable with the changes in the revised concept?
2. Is Plan Commission sufficiently comfortable with the revised concept and draft document for staff to proceed toward the City's review and approval process, with possible introduction at the Common Council on February 25, 2020?