

From: "Paul Noeldner" <paul_noeldner@hotmail.com>

Subject: Amend OMSAP to Save Hartmeyer Natural Area with Affordable Housing on Surrounding Redeveloped Parcels.

Date: Tue, Jun 23, 2020 1:28 AM

My Public Comments for the upcoming June 23 4:30 Sustainability and June 25 Housing committee meetings are attached as a pdf file named Hartmeyer Natural Area Sustainability and Affordable Housing Comments - Paul Noeldner.pdf.

Please make the attached PDF file available to your Committees and related parties and for the record.

Please bring this pdf file up for web meeting display during my Public Comments at your Committee Meeting. My comments will follow this document closely for purposes of turning the page.

Thank You!

Paul Noeldner

Master Naturalist Instructor

Volunteer Coordinator, Madison FUN Friends of Urban Nature

608-698-0104

paul_noeldner@hotmail.com

ethicalguidebook.com

Public Ethics Trumps Personal Values in Civil Society

Save All 30 Acres!



Hartmeyer Natural Area Invites You!

Enjoy Nature Recreation along with the Sandhill Cranes, Fox, and other Wildlife at this Historic Wetland and Upland Ecosystem in the Heart of Madison's North and East Side!

Paul Noeldner speaking on behalf of Friends of Hartmeyer Natural Area and Madison FUN Friends of Urban Nature, a partnership of Madison Parks and Friends groups to Help Madison Connect Families and Kids with Urban Nature.

The Sherman Neighborhood Association, Eken Park Neighborhood Association, Sierra Club, Madison Audubon and Alders representing the OMSAP area All Support Saving All 30 Acres as a Nature Park and Shared Community Green Space.

We need Affordable Housing but it should be done Sustainably by not by building on precious remaining Urban Green Space.

Options A B and C are offered for Your Consideration for the 30 Acre Hartmeyer Parcel, each meeting City goals differently.

Only Option A is currently in the OMSAP plan. This precludes opportunities for Alders to vote for more Green Space unless you vote to amend it. We think you should do so.

City Planning Option A – 14 Acres

OPTION A PUTS AFFORDABLE HOUSING ON A HISTORIC NATURAL AREA and does not meet Sustainability and Community Open Space Goals.

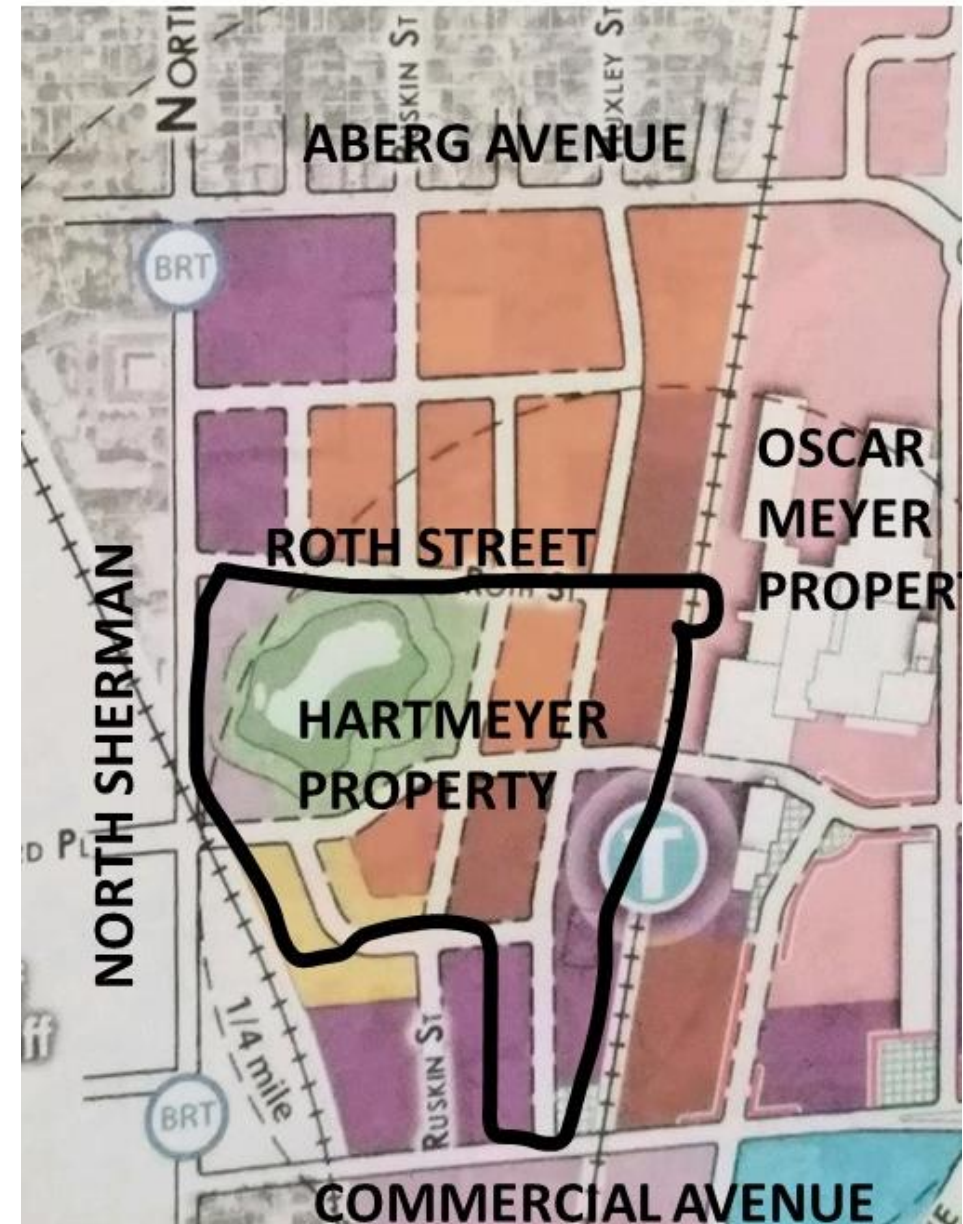
OPTION A IS NOT A COMPROMISE! It only saves the legal minimum wetland, which is likely to grow with climate change.

OPTION A DOES NOT SAVE SUFFICIENT UPLAND HABITAT to sustain the ecosystem of Frogs, Cranes, Fox, Deer and 60+ Bird Species already there in spite of invasive plants. Streets go right next to the wetland and impact 200 year old Oaks. Green Bike Paths and Wildlife Corridors are Lost.

THIS AREA IS NOT ALREADY WELL SERVED WITH PUBLIC PARKS. The Little League Fields and Demetrol are primarily single-purpose sports fields. Neighbors say they go elsewhere for Natural Areas and Parks.

ACRES OF NATURAL SUSTAINABLE WATER INFILTRATION ARE LOST to impervious streets and infrastructure that will drain directly to lakes

CITY PLANNERS ACKNOWLEDGE HYDRIC WETLAND SOIL AND POLLUTION RISKS EXIST that may preclude building high density Affordable Housing



Public Supported Option C – 30 Acres

To Best Meet Sustainable Ecosystem, Community Open Space and Housing Goals please support a *MOTION TO AMEND OMSAP TO INCLUDE OPTION C CONSERVATION*

ECOLOGICAL SUSTAINABILITY by Preserving Ecological Habitat for Pollinators, Birds and Wildlife, Infiltration, and Carbon Benefits

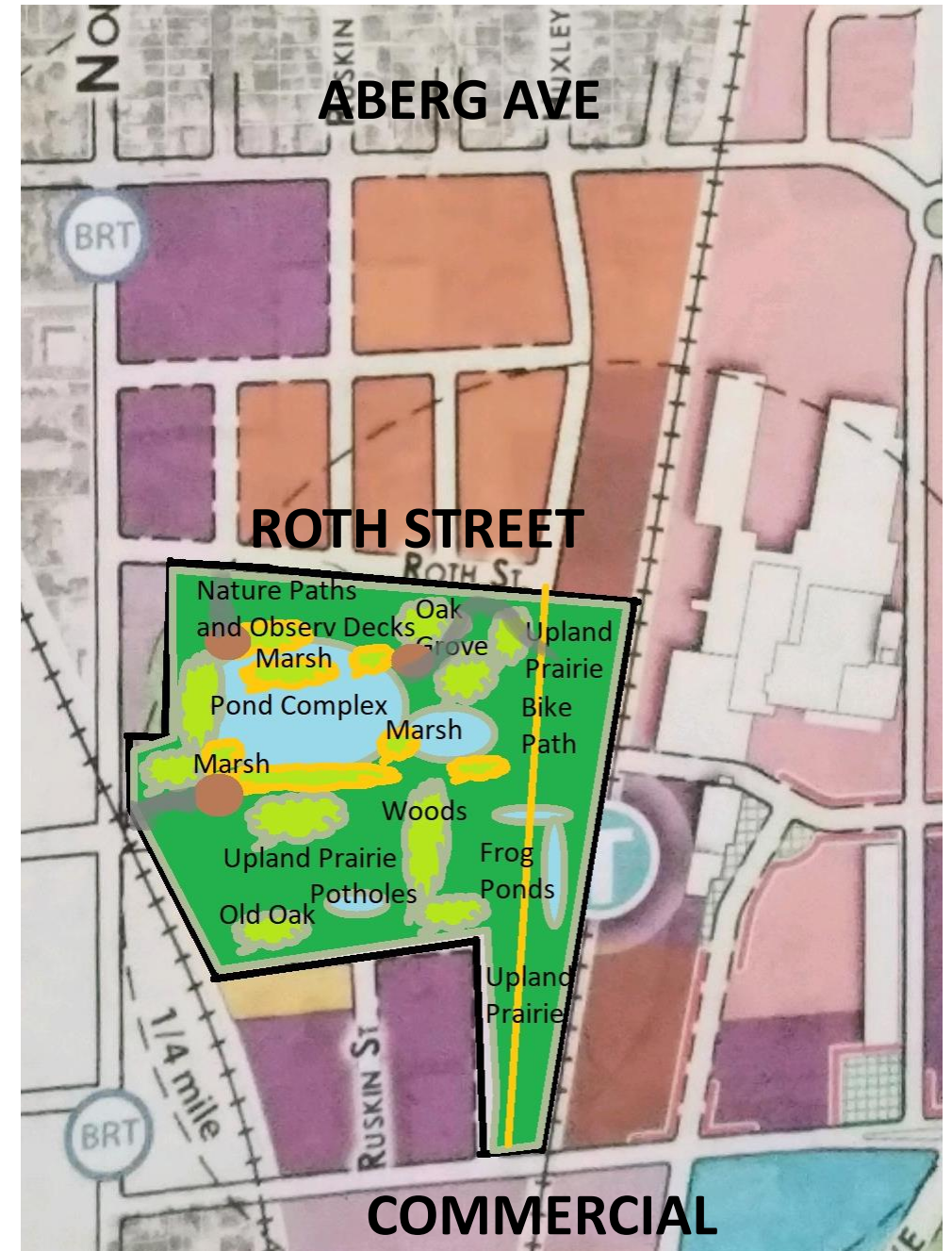
AFFORDABLE HOUSING on Redeveloped Parcels with Existing Streets makes much more sense than sacrificing a Natural Area

HEALTHY NATURE RECREATION for Surrounding Neighborhoods, Families and Kids with fun nature paths and lookout platforms

NATURE EDUCATION opportunities for Nearby School Activities

VIBRANT SHARED COMMUNITY OPEN SPACE for Yoga in the Park, History, Art and Sculpture, Community Gardens and Social Activities

GREEN TRANSIT with City-Wide Bike Path Connections on Green Wildlife Corridors critical to Sustaining Urban Ecosystems



Compromise Option B - 20 Acres

If you are looking for a Compromise, please Support a *MOTION TO AMEND OMSAP TO INCLUDE COMPROMISE OPTION B*

THIS OPTION KEEPS A SUBSTANTIAL AREA FOR AFFORDABLE HOUSING onsite that City Planning wants

THIS OPTION KEEPS THE COOLIDGE-ROTH CONNECTION that City Planning wants

ELIMINATES STREETS going right next to the wetland and 200-year-old Oaks

ALLOWS FOR WETLAND INCREASE with climate change

SAVES A SUSTAINABLE ECOSYSTEM for a Nature Park

OFFERS MORE PARK SPACE for Community Activities

BETTER CONNECTIONS for Bike Paths and Green Corridors



I support saving all 30 or as many acres as possible of the Hartmeyer Natural Area. Paving over natural landscape is not sustainable. Do we really want Madison to turn into a wall of concrete?

We need enough natural landscape to support species we share the planet with. We need natural landscape to absorb rains that are increasing with climate change. These 2 concepts work together—saving wetlands with their uplands for native species, natural lands to absorb water, native plants that help purify the water before it drains back to the lakes. Today is the 1st day of summer as I write this, and the 1st day that blue green algae blooms are reported in our lakes on the news. Blue green algae blooms are a sign that our lakes that are dying due to toxic runoff.

You may say “This piece does not matter, we will be fine without it.” But the truth is, it matters very much.

I am all for affordable housing. Let’s put affordable housing, or any housing, on land that is already paved with existing streets and in need of redevelopment.

Madison can help lead the way to a sustainable future for all. Start by not destroying what we have and ask, what are the possibilities to make a better Madison? Now is our time.

Thank you,

Barbara Noeldner

From: Abbas, Syed
Sent: Monday, June 22, 2020 9:33 AM
To: Reece, Stacie
Subject: Fw: NEED TO AMEND OMSAP to include OPTION C: to save all 30 acres of the Hartmeyer Natural Area as a Conservancy/Nature Park

FYI

Alder Syed Abbas, City of Madison, District 12

[District 12 Website Signup for District 12 emails](#)

[Contact: 608-572-6984](#)

From: Joan A Bell-Kaul
Sent: Sunday, June 21, 2020 8:59 AM
To: Mayor; All Alders; Transportationcommittee@cityofmadison.com; Housingstrategiescommitte@cityofmadison.com; ledell.zellers@gmail.com; thna.ginny@gmail.com
Subject: NEED TO AMEND OMSAP to include OPTION C: to save all 30 acres of the Hartmeyer Natural Area as a Conservancy/Nature Park

Caution: This email was sent from an external source. Avoid unknown links and attachments.

REQUEST: Northside neighbors on Nextdoor ask that you **make and support a motion to amend OSAP to include OPTION C—to include ALL 30 acres of the Hartmeyer Natural Area as a Conservancy/Nature Park area** to meet future, progressive ecological needs and high progressive standards. Less acreage is hardly enough to supply protected habitat for any species. The push for increased development of currently natural areas is a trend that has become “historical,” now that Climate Change has made us aware of the consequences of obliterating what remains of our natural areas. Antiquated thinking would push for maximum development of as much acreage as possible in the remaining “natural” areas of our city. Rather, let us move forward, not backward, and lead as a city who acknowledges Climate Change as REAL and publicly takes real action to do something significant about it.

REASON: In the face of rapidly accelerating CLIMATE CHANGE, the city of Madison, needs to think of its future—**not**, like in the past-- in terms of yet more development with housing and businesses/tax base—but rather of the need to retain and expand the buffer wetland areas that will prevent the developed areas from flooding. Climate change is bringing with it extremes of weather—increasingly excessive rain, heat in spring, summer, fall and polar vortexes in winter. Last, but not least, this hostile climate phenomena **also** shouts the need to conserve as much open, natural wetland habitat for the wildlife that seeks refuge and makes their home in the city of Madison.

RESULT: Establishing a full-30 acre natural conservancy would be a unique and laudable achievement- showing visibly progressive/forward thinking, in action—not only for Madison’s north side—but for the City of Madison, as well.

Respectfully submitted,

Joan Bell-Kaul, Ph.D.

4225 Esch Lane; Madison, WI 608-347-0026

Online Course Facilitator: Independent Learning/UW-Madison

From: Linda Szewczyk <linda.szewczyk@yahoo.com>
Sent: Monday, June 22, 2020 12:54 PM
To: Reece, Stacie
Subject: Reaping Benefits In The Longrun-Hartmeyer Wetland

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I stand in disbelief that this city is ignoring something so precious and so easily lost in the shuffle! I realize we are on the verge of bettering our community, but in doing so, as with all projects, we have to consider all angles. There's plenty of opportunity on the North Side for development, but looking at the quality of the future, let's slow down and help Madison live up to its legacy! Imagine that! We can do better.

I can't say enough how vital it is to save this whole piece of land. Our next generations are already, as you know, going to be stuck with cleaning up our mistakes. Having this gift right before their eyes will help them realize NOW how important this is for the future of our environment and our planet as a whole. Please let's start nourishing this spectacular planet given to us so freely - our home.

But more directly, saving just 13 acres is not gonna do it! That natural community needs both the uplands and the wetland. If we slow down a bit we can provide for this natural community AND provide for our human community and reap benefits for both in the long run.

Thank you,

Linda Szewczyk

From: Abbas, Syed
Sent: Monday, June 22, 2020 9:08 AM
To: Reece, Stacie
Subject: Fw: Amend OMSAP to Save Hartmeyer Natural Area

For tomorrow's meeting

Alder Syed Abbas, City of Madison, District 12

[District 12 Website Signup for District 12 emails](#)
[Contact: 608-572-6984](#)

From: Mary Jo Walters
Sent: Sunday, June 21, 2020 7:18 AM
To: ledell.zellers@gmail.com; Mayor; All Alders; Virginia Scholtz
Subject: Amend OMSAP to Save Hartmeyer Natural Area

Caution: This email was sent from an external source. Avoid unknown links and attachments.

My partner and I ride our bikes through the area and would like to see it preserved for there is a lot of wildlife there already. Madison needs more natural areas, what with all the development that has taken away all the wild areas throughout the city.

Please consider an amendment to the OMSAP as talked about in the upcoming meetings that you will discuss regarding the Hartmeyer area.

Thank you,

Mary Jo Walters
2313 Fremont Ave
Madison, WI 53704

Remarks to Sustainable Madison Committee on June 23, 2020 by Anita Weier

It is a pleasure to speak to the Sustainable Madison Committee, especially because this important committee was almost excluded from considering the far-reaching Oscar Mayer Plan. I am not sure why your committee was left out originally; but I am pleased that complaints apparently led to restoring this matter for your consideration.

The Oscar Mayer Special Area Plan would inhibit several of your committee's goals. The plan should foster environmental, economic and social resilience, but in many ways, it does not. I hope you can fix that.

Regarding environmental goals, the Oscar Mayer Plan fails utterly. It preserved a very small puddle in a wetland area, with development of multi-story apartment around it – in land that is not ideal for supporting 10-story construction. After considerable input from the community and the Friends of Hartmeyer Natural Area, the wetland area was increased from seven to 14 acres. The Friends of Hartmeyer support preserving all 30 acres of the Hartmeyer land, which would also protect important upland acreage on the site, which would support wildlife that need uplands for parts of their lives. Alder Abbas proposes a 20-acre compromise, which we would much prefer over the smaller amount, if you do not believe that 30 acres is feasible.

Preserving natural systems would also improve air quality, groundwater and stormwater.

Regarding social resilience, people who live and work in the area would welcome continuance of a natural area as a change from the cemented Oscar Mayer site. This would be especially welcome about the City's plan to locate a bus barn on the OM site that would house up to 200 traffic-clogging, polluting buses.

And in regard to economic development, what sustainable business would locate next to a bus barn? And how can a bus barn help the Northside's fragile economy?

Please amend the Oscar Mayer plan to preserve all 30 acres of the Hartmeyer site in a natural condition, or if not, to preserve 20 acres according to the alder's proposal. Thank you for listening to me.



Sierra Club Four Lakes Group

sierraclub.org/wisconsin/four-lakes

facebook.com/4lakesSierraClub

TO: City of Madison Sustainable Madison Committee
FROM: Sierra Club - Four Lakes Group
DATE: 6/20/20

RE: Comments in Support of Item #59745 Adopting the Oscar Mayer Special Area Plan as a Supplement to the City of Madison Comprehensive Plan.

Thank you for this opportunity to make additional comments on the Oscar Mayer Special Area Plan. The Four Lakes Group supports compact, transit friendly, accessible, affordable “climate friendly” developments¹.

Consistent with the Madison Sustainability Plan (2011)

The redevelopment of the Oscar Mayer site will be a tangible way for Madison as a community to affirm the goals of the Madison Sustainability Plan and their implementation. Many of the actions prescribed in the Sustainability Plan can be found in different elements of the proposed redevelopment. Because of this and other aspects of The Oscar Mayer Special Area Plan, the Four Lakes group asks that the Sustainable Madison Committee adopt the Oscar Mayer Special Area Plan.

Consistent with City’s and County’s climate goals/plans

Both the City of Madison and Dane Co have articulated sustainability and climate change goals that need to be addressed in all aspects of the community. **It is clear that in order to meet the City’s climate goals of 100% renewable energy and zero net carbon emissions by 2030 that we need to focus on land use planning and how we grow and develop our area.**

Meeting climate change goals means considering the project area as a whole and all the different ways that the redevelopment of the Oscar Mayer Special Area Plan can reduce future emissions. The transportation sector, the second highest source of emissions in Dane County², is a priority for the Four Lakes Group, both the use of public transit as well as active transportation modes. Addressing transportation in combination with energy efficiency, green infrastructure, proximity to jobs and essential services, access to open space and recreation sites, presents an opportunity to make even more gains in reducing future emissions.

Green infrastructure: The Four Lakes Group supports the application of stormwater ordinances and requirements contained in Dane County Chapter 14 and the recently revised City of Madison Chapter 37 that require increased infiltration for new and renewal of existing commercial and residential developments. (In the City of Madison, Sustainability Plan 2011).

The existing wetland on this site was identified as having minimal value for stormwater retention. And as a wetland within a park space, the development plans would not exacerbate the water quality of the wetland on site by creating stormwater retention features. We are in full support of integrating vegetation

¹ Note that in the context of the comments the word development is used but is intended to redevelopment too.

² [2020 Dane Co Climate Action Plan](#), April 2020

..to protect and defend the wild places of Earth...

and water absorption strategies into the built environment and dedicated water retention structures like rain gardens and bioswales. Let's keep rain where it falls to the degree possible.

Parks and green spaces are very much a part of green infrastructure and a part of creating sustainable living spaces. The Four Lakes Group supports a neighborhood park of 13.5 acres. Our concerns about an even larger park area were based on ensuring the integrity of a multi-use, high density, transit friendly development on this site. Therefore, we support the staff conclusion:

Staff feels the plan recommendation of a 13.5 acre open space is the largest open space possible that can balance other goals including transit oriented development, needed housing and equity concerns. (June 10th 2020 memo to the Board of Park Commissioners from the Planning Division)

In addition to this area, existing parks can be updated and improved and inked together using pedestrian and bike friendly paths.

Housing, economic opportunities & preventing displacement priorities

These are the concerns expressed by members of the Key Constituency Advisory Group for the project as summarized in the June 10th staff memo:

Overwhelmingly, participants' concerns focused on adding housing, economic opportunities and preventing displacement. Adding large amounts of park space was not a common theme, though it was understood that the concepts would include a neighborhood park. (June 10th 2020 memo to the Board of Park Commissioners from the Planning Division)

Transportation: Transportation accounts for 29% of emissions of CO2 in Dane County. Just electrifying vehicles will not solve many of the inequities and other negative impacts of our transportation system in the area. It is vital that we work to get people into shared transportation or out of their cars.

We need to approve initiatives such as the Oscar Mayer Special Area Plan that promote a physical and cultural environment that supports and encourages safe, comfortable, and efficient ways for pedestrians, bicyclists, and transit users to travel.

In order to reduce vehicle miles traveled in our area, we absolutely need to use an enhanced public transit system as an anchor for new developments and renewal of neighborhoods. The proposed and in design bus rapid transit system with the potential for a bus barn being located here along with other projects makes the Oscar Mayer site a leading candidate for a "climate friendly" development.

This will help achieve goals articulated by the City of Madison, but also those from the Dane County Sustainable Operations Plan, Jan 2016:

- "Increase opportunities for employees and county residents to use sustainable alternative modes of transportation." (pg 17)
- "Increase the percentage of Dane County employees who use alternative forms of transportation to travel to and from work." (pg 17)

Affordability: Developments need to have a balanced mix of dwelling types and sizes in order to create mixed residential options and choices. We need to ensure that local residents are not pushed out of the neighborhood due to increased rents and house prices.

There needs to be a conscious and deliberate effort to provide a mix of affordable and other housing that meets the needs of a wide variety of residents at different ages and stages of life.

Access: Our Group has a goal to address the home-to-job public transit gap based on the [Arrive Together](#) report released in October, 2018. See the Chapter on Madison. This site is ideally located within the urban center. It lies within Zone 1 of the Sustainable Transportation Master Plan. And if done correctly, could show the way for creating jobs with housing including affordable housing and making car ownership less of a barrier to getting and keeping a job in the Madison area.

Not having to rely on a private automobile has more positive impacts than just reducing emissions. We should recognize that mixed use developments anchored by public transit that are walkable and bikeable can and should:

- Connect people to opportunities like jobs that are otherwise inaccessible to them due to income or mobility constraints.
- Build a transportation system and land-use pattern that works for everyone to address equity and justice issues by:
 - changing historic zoning policies that perpetuate racial segregation,
 - linking affordable housing to jobs,
 - relieving the financial burdens of a car culture for those who do not drive or own a car, and
- Improve the overall health of a community and its members by promoting walking, biking and active transportation while reducing healthcare costs and improving air quality locally and regionally.

Finally, If not here, where? We know that Dane County and the City of Madison will continue to grow; the question is where and how. We need to start resisting if not reversing the trends to put or allow development further out in the county. This exacerbates the need to use single occupancy cars, the need to own a car (estimated to cost \$10,000 per year on average) and stymies efforts to reduce emissions from transportation as noted above. Which means we are going to have to be proactive about siting new development within the urban center. **The Four Lakes group supports the adoption of the Oscar Mayer Special Area Plan and the opportunity to create a “climate friendly” development in the City of Madison.**

Thank you for this opportunity to comment. For more information, please contact Liz Wessel, lizard59sc@yahoo.com, or Don Ferber, d_ferber@sbcglobal.net.

From: Anita Temple <anita.temple@gmail.com>
Sent: Monday, June 22, 2020 9:07 AM
To: Sustainable Madison Committee; McGuigan, Patrick; Housing Strategy; ledell.zellers@gmail.com; Mayor; allalders@cutyofmadisin.com; fhna.ginny@gmail.com; Eena Co-Chairs
Subject: Amend OMSAP to Save Hartmeyer Natural Area

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I am writing again today to encourage and ask that you make and support a motion to amend OMSAP to include Option C Conservation Alternative to save all 30 acres in the Hartmeyer property as a nature park and community open greenspace. Having a natural area in an urban area is an investment in the future of Madison as a progressive and environmental city. I'm sure you have heard all of the excellent ecological reasons (that I agree with) but also consider that this area is a few blocks from Demetrel Park, which would encourage use of both areas for many species.

Demetrel, on the east side of the park, has 20 years of active ecological restorations for prairie. In the future, there will be expansion into a wet meadow north of the large hill and expansion behind the gas station, into additional native habitat. The Park is already actively used by residents and students from Emerson East and East High schools for ecological studies. I am Emerson East Neighborhood Association (EENA) Greenspace Coordinator and represent such for EENA and I am in close contact with Parks Management and Planning.

I also want to mention that you consider that living next to natural areas is highly desirable by many, and increases the value of homes and apartments. The neighborhoods of Cherokee and Owen Parks are excellent examples for higher residential values due to proximity to natural areas.

If you must compromise, I will support Ader Syed Abbas' Option B. Please make and support this Option B which has fewer streets and more natural area/park space if Option C is off the table.

Thank you for your consideration,

Anita Temple

EENA Greenspace Coordinator

cc. EENA co-chairs

From: Erin Lemley <afuzzybird@gmail.com>
Sent: Sunday, June 21, 2020 8:35 PM
To: Sustainable Madison Committee
Subject: Amend OMSAP to Save all 30 acres

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Sustainability Committee Members,

I am a resident of Madison writing to ask you to amend the OMSAP (Agenda item 4) to include saving all 30 acres of the Hartmeyer Natural Area. Madison is a city built on wetlands, and this is one of our few remaining areas in the city that hasn't been filled. It supports a diverse ecosystem, and we should be working to protect and restore that. It is important to live in a city that has adequate green space to provide not only for the health of wildlife, but also of our residents. Study after study shows that increased green space has positive effects on the health and wellness of city dwellers, and this is a perfect opportunity to make that happen here in Madison.

I was extremely disappointed to read this quote from a city memo on the project: "Anecdotally, staff has heard persons of color often do not feel comfortable in urban natural areas because those spaces and users don't feel welcoming to them. Repeating this type of open space on the Hartmeyer property will not help create a space for all Madison's residents." The statement that we should just accept that residents of color don't feel welcomed in green spaces so we shouldn't make them in neighborhoods of color, instead of figuring out WHY they don't feel welcome and solving that problem, is exactly the sort of structural problem that protestors are currently fighting against. We should be thinking "what can we do to make sure that BIPOC do feel comfortable in this green space in their own neighborhood?".

Please make and support a motion to include option C: Conservation Alternative to Save all 30 Acres.

Sincerely,

Erin Lemley

1703 Rowland Ave #1

Madison, WI 53704

From: Candi Diaz <diazcandi@gmail.com>
Sent: Sunday, June 21, 2020 7:33 AM
To: Sustainable Madison Committee
Subject: "Amend OMSAP to Save Hartmeyer Natural Area"
Attachments: hm prop pix.JPG; hm property pix.JPG

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Greetings!

Thanks for taking the time to open this email. Please read on and discover a unique opportunity to put the goals of your committee into action.

My name is Candace Diaz and I am a Sherman neighborhood resident in strong support of saving ALL 30 acres of the Hartmeyer Natural Area. The city's development plan for this property (developing over the wetland and leaving a total of 14 acres) does not serve the needs of the people, the planet or the economy.

Please take a long and careful look at the city plan and weigh in on all the benefits saving 30 acres versus 14 can bring. Many (if not all) of the Sustainability Committee goals can and will be met by preserving this area as a habitat including environmental and social justice. This is a legacy building moment.

Attached are photos of the property. The Friends group hosted a community property clean up last spring and plans another soon.

If you haven't been to the property in question, I urge you to take a drive by and use your imagination as to how preserving this place could benefit all who live here! This is the opportunity to put the goals of the committee into action! Amend the OMSAP plan to include all 30 acres!

Thank you for your work and looking forward to the meeting and discussion on Tuesday.

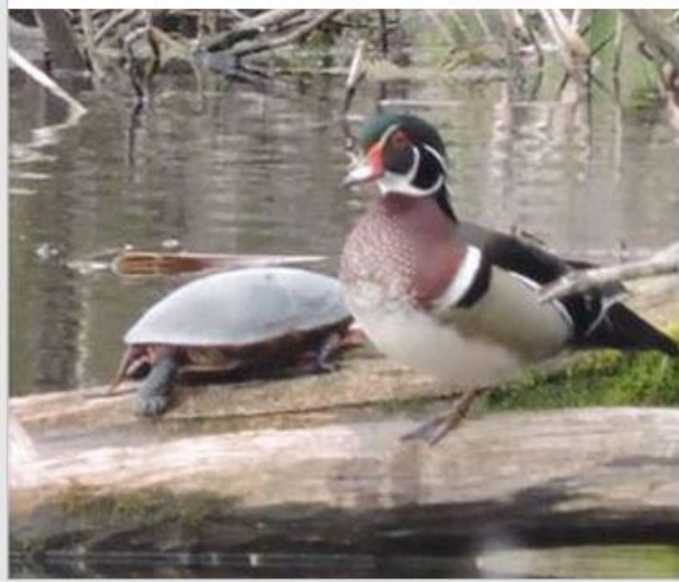
Candace Diaz

2410 Superior St

Madison WI

920-222-3469





From: Mary Jo Walters <waltersmaryjo@gmail.com>
Sent: Sunday, June 21, 2020 7:11 AM
To: Sustainable Madison Committee
Subject: Amend OMSAP to Save Hartmeyer Natural Area

Caution: This email was sent from an external source. Avoid unknown links and attachments.

My partner and I ride our bikes through the area and would like to see it preserved for there is a lot of wildlife there already. Madison needs more natural areas, what with all the development that has taken away all the wild areas throughout the city.

Please consider an amendment to the OMSAP as talked about in the Sustainability Committee agenda Item 4.

Thank you,

Mary Jo Walters

2313 Fremont Ave
Madison, WI 53704

From: Theresa Vander Woude <theresavanderwoude@gmail.com>
Sent: Friday, June 19, 2020 2:15 PM
To: Sustainable Madison Committee
Subject: Additional comment for feedback on Oscar Meyer special area plan

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Sustainable Madison Committee members,

Thank you for reviewing the Oscar Meyer special area plan. I support adding an option C that conserves all 30 acres of the diverse upland/wetland habitat at the Hartmeyer natural area. While the current plan prioritizes saving wetland, corresponding upland is actually vital in absorbing rain impact before it becomes flooding downstream.

As currently designed, this plan decreases vegetated area by cutting off the upland from the wetland on the Hartmeyer property, diminishing its ability to serve as a cooling/living refuge within our city limits. I believe if we want our cities and our earth to remain livable, we need to take rising temperatures, increasing rain, and the urban heat island effect seriously as well as preserving refuges for biodiversity within city limits. Fifty years from now, when we have many more 90 and 100 degree days in Wisconsin, we will not regret preserving green space in our cities.

I personally have seen the impact of building mixed-used lots at all costs, including the persistent flooding issues along the re-developed East Washington corridor, and have walked my bike through dangerous floodwaters. As the character of Madison continues to evolve, and businesses with larger footprints choose to relocate, the city is committed to adding urban infill including needed housing to existing already-developed lots. Sacrificing diverse upland habitat and stormwater infiltration at Hartmeyer is not the right opportunity.

Sincerely,

Theresa Vander Woude

Graduate student, UW Life Sciences Communication, Nelson Institute for Environmental Studies

Board Member, Friends of Starkweather Creek

(speaking for myself)

From: Becky Leidner <rw11951@yahoo.com>
Sent: Friday, June 19, 2020 1:08 PM
To: Sustainable Madison Committee
Subject: Oscar Mayer Special Area Plan

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Sustain Madison Committee members,

I was born in Madison and have lived here all my life, the past 30 years in the Sherman neighborhood just north of Oscar Mayer. I'm excited to see so much thought going into the best use of this property for the benefit of the North Side and the City. But I'm not writing to advocate for jobs, housing, and prosperity, as these goals have plenty of advocates in the halls of power. I strongly support the Friends of Hartmeyer Natural Area Plan C conservation proposal, and I'm writing on behalf of those that can't speak at a City meeting or write to their alder. You won't hear their voices in City Hall, but if you go down to the Hartmeyer pond on a spring evening, you'll hear them exuberantly peeping and croaking. If you sit quietly in the oak woods on a moonlit winter night, you'll hear them hooting. If you walk near the wetland on an autumn day, you'll hear them honking and clattering, excited to be on their way. And if I may presume to speak for them, I think what they would have me say is, our tiny refuge was once part of a vast beautiful ecosystem, tens of thousands of years old, teeming with life, that has come down to you like a treasure which generations before you have relentlessly and foolishly squandered until today you have only a few precious coins left in your hands. And in your wildest imaginations, your wisest deliberations, even knowing the existential threats our natural world is facing, the best way you can come up with to spend this inheritance is on yet more roads, housing, stores, and industry, and a few token acres of mowed grass with a swingset and a picnic table or two. They would say--the birds, the frogs, the foxes, coyotes, possums, muskrats, skunks, groundhogs, insects, trees, plants--that there are already homes, roads, stores, and industry here: our homes, our nests, our hives, our burrows, our lodges, our paths. We have nowhere else to go. Humans do. Our lives are in your hands. You hold the power to preserve or destroy them. You can't save the Amazon or the glaciers or the oceans, but you can save our world, simply by leaving it alone. Please do the right thing.

Thank you.

Rebecca Leidner

1915 Spohn Ave.

Madison WI 53704

(608) 320-4144

From: Tom Malone [mailto:tmalone22@gmail.com]
Sent: Monday, June 22, 2020 7:42 PM
To: undisclosed-recipients:
Subject: Save all 30 Acres of the Hartmeyer Natural Area

Greetings - I am contacting you to **voice my support for maintaining all 30 acres of the Hartmeyer Natural Area**. My partner and I have been a resident of the Northside for over four years and enjoy all the amenities the area has to offer. I have been following the planning and discussion process, and am in favor of developing the Oscar Meyer plant, but not at the cost of destroying any of the existing wetlands. I am also not in favor of dense housing developments for the area. Instead any housing should be planned carefully, rather than focus on how many units can fit on top of each other in the area.

Please consider all aspects of any development, and not just what a city planner is recommending with the focus only on economic development. I will continue to monitor the planning process and speak out against removing and destroying any of the current wetland area.

Thank you,

Tom Malone
Northside Madison resident
1709 Sachtjen St, Madison, WI 53704

From: Anita Temple <anita.temple@gmail.com>

Date: June 22, 2020 at 9:06:52 AM CDT

To: SMC@cityofmadison.com, pmcguigan@cityofmadison.com,
HousingStrategy@cityofmadison.com, Ledell.zellers@gmail.com, mayor@cityofmadison.com,
allalders@cityofmadison.com, fhna.ginny@gmail.com, Eena Co-Chairs
<eenachairs@yahoo.com>

Subject: Amend OMSAP to Save Hartmeyer Natural Area

I am writing again today to encourage and ask that you make and support a motion to amend OMSAP to include Option C Conservation Alternative to save all 30 acres in the Hartmeyer property as a nature park and community open greenspace. Having a natural area in an urban area is an investment in the future of Madison as a progressive and environmental city. I'm sure you have heard all of the excellent ecological reasons (that I agree with) but also consider that this area is a few blocks from Demetrel Park, which would encourage use of both areas for many species.

Demetrel, on the east side of the park, has 20 years of active ecological restorations for prairie. In the future, there will be expansion into a wet meadow north of the large hill and expansion behind the gas station, into additional native habitat. The Park is already actively used by residents and students from Emerson East and East High schools for ecological studies. I am Emerson East Neighborhood Association (EENA) Greenspace Coordinator and represent such for EENA and I am in close contact with Parks Management and Planning.

I also want to mention that you consider that living next to natural areas is highly desirable by many, and increases the value of homes and apartments. The neighborhoods of Cherokee and Owen Parks are excellent examples for higher residential values due to proximity to natural areas.

If you must compromise, I will support Ader Syed Abbas' Option B. Please make and support this Option B which has fewer streets and more natural area/park space if Option C is off the table.

Thank you for your consideration,
Anita Temple
EENA Greenspace Coordinator

cc. EENA co-chairs

From: Joan A Bell-Kaul <joan.bellkaul@wisc.edu>

Date: June 21, 2020 at 9:00:02 AM CDT

To: "mayor@cityofmadison.com" <mayor@cityofmadison.com>, "allalders@cityofMadison.com" <allalders@cityofMadison.com>, "Transportationcommittee@cityofmadison.com" <Transportationcommittee@cityofmadison.com>, "Housingstrategiescommitte@cityofmadison.com" <Housingstrategiescommitte@cityofmadison.com>, "ledell.zellers@gmail.com" <ledell.zellers@gmail.com>, "thna.ginny@gmail.com" <thna.ginny@gmail.com>

Subject: **NEED TO AMEND OMSAP to include OPTION C: to save all 30 acres of the Hartmeyer Natural Area as a Conservancy/Nature Park**

REQUEST: Northside neighbors on Nextdoor ask that you **make and support a motion to amend OSAP to include OPTION C—to include ALL 30 acres of the Hartmeyer Natural Area as a Conservancy/Nature Park area** to meet future, progressive ecological needs and high progressive standards. Less acreage is hardly enough to supply protected habitat for any species. The push for increased development of currently natural areas is a trend that has become “historical,” now that Climate Change has made us aware of the consequences of obliterating what remains of our natural areas.

Antiquated thinking would push for maximum development of as much acreage as possible in the remaining “natural” areas of our city. Rather, let us move forward, not backward, and lead as a city who acknowledges Climate Change as REAL and publicly takes real action to do something significant about it.

REASON: In the face of rapidly accelerating CLIMATE CHANGE, the city of Madison, needs to think of its future—**not**, like in the past-- in terms of yet more development with housing and businesses/tax base—but rather of the need to retain and expand the buffer wetland areas that will prevent the developed areas from flooding. Climate change is bringing with it extremes of weather—increasingly excessive rain, heat in spring, summer, fall and polar vortexes in winter. Last, but not least, this hostile climate phenomena **also** shouts the need to conserve as much open, natural wetland habitat for the wildlife that seeks refuge and makes their home in the city of Madison.

RESULT: **Establishing a full-30 acre natural conservancy would be a unique and laudable achievement—showing visibly progressive/forward thinking, in action—not only for Madison’s north side—but for the City of Madison, as well.**

Respectfully submitted,

Joan Bell-Kaul, Ph.D.

4225 Esch Lane; Madison, WI 608-347-0026

Online Course Facilitator: Independent Learning/UW-Madison

From: "Mary Jo Walters" <waltersmaryjo@gmail.com>

To: <ledell.zellers@gmail.com>, <mayor@cityofmadison.com>, <allalders@cityofmadison.com>, "Virginia Scholtz" <fhna.ginny@gmail.com>

Subject: Amend OMSAP to Save Hartmeyer Natural Area

Date: Sun, Jun 21, 2020 7:18 AM

My partner and I ride our bikes through the area and would like to see it preserved for there is a lot of wildlife there already. Madison needs more natural areas, what with all the development that has taken away all the wild areas throughout the city.

Please consider an amendment to the OMSAP as talked about in the upcoming meetings that you will discuss regarding the Hartmeyer area.

Thank you,

Mary Jo Walters
2313 Fremont Ave
Madison, WI 53704

BEGIN COMMENT

From: Dave J. Bierman <dbierman@watcocompanies.com>

Sent: Monday, June 1, 2020 4:18 PM

To: Park Commission <pacommission@cityofmadison.com>

Subject: Letter of Record to City of Madison Planning Commission - Support Preservation of 30 Acre Hartmeyer Property in OMSAP Study Area

Caution: This email was sent from an external source. Avoid unknown links and attachments.

City of Madison Planning Commission,

Please find attached my letter of record for support of the preservation of the 30 Acre Hartmeyer Property as a natural wetland ecosystem rather than the development proposed in the Oscar Mayer Special Area Plan now in review.

David Bierman

District 18

Lerdahl Park Neighborhood

Dear Board of Park Commissioners,

I fully support preserving all 30 acres of the Hartmeyer property as a natural wetland ecosystem. This property represents the last vestige of a vast wetland that extended from Windsor to the confluence of the Yahara River with Lake Monona. A wetland that has been filled, buried, polluted and developed over the last 150 years, except, in many ways, this Hartmeyer property. While it was used for baseball fields and in part, for industrial uses, the wetland remnant still persists.

This former wetland farm has remained largely undeveloped while the city and industry grew around it, and over the last several decades has emerged back to its wetland ecosystem as the high capacity wells being used at Oscar Mayer were abandoned, allowing the water table to return to its normal level. Nesting sandhill cranes, waterfowl, song birds, raptors and a variety of wildlife have returned to this parcel as have Madison's residents to share and celebrate this natural space together.

Now comes the Oscar Mayer Special Area Plan, developed by city planning, with a plan to develop this area with high-density housing and mixed use development that will destroy the last undeveloped remnant of wetland ecosystem in the area. To be sure city planners identified the actual wetland area of 7 to 13 acres to be preserved, as the Clean Water Act requires. However, the plan clearly details roads, and intense development on the adjacent uplands

which will destroy the wetland area with runoff, and infill of silt, road salt and the like creating a sterile environment. We can see this in area city parks that have allowed intense development right up to the edge of wetland ecosystems near and in other city parks.

As a society and a city we continue to move rapidly forward with high-density development in the name of improving the tax base and the preservation of farmland, while in actual practice, the destruction of farmland and wetlands continue by our actions and lack of transparent planning. Just a few miles up the road from this parcel of land we see the city allowing 60 acres of farmland being developed. There remains many properties and blighted areas that are available for development, that are available and most importantly do not involve the destruction of wetland ecosystems.

Let us recognize the Hartmeyer property for what it is, a unique crown jewel wetland remnant that is prized by wildlife and city taxpayers alike and represents the intent of the Clean Water Act.

I respectfully request that this commission recognize the desire of the residents, wildlife, and the requirements of the Clean Water Act and ask that the plan be amended to identify the entire 30 acre Hartmeyer property, as a unique resource for the residents of the northside and all of Madison.

David Bierman

District 18

Lerdahl Park Neighborhood

END COMMENT

From: Cary Olsen <carymarieolsen@gmail.com>

Sent: Monday, June 1, 2020 4:31 PM

To: Park Commission <pacommission@cityofmadison.com>

Subject: EMPHATIC Opposition to Oscar Meyer Special Area Plan

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good afternoon.

I'm writing today to voice my *vehement opposition to the Oscar Meyer Special Area Plan which calls for the obliteration of the Hartmeyer Natural Area.*

I have been a resident in the Great Lakes neighborhood (Superior St.) for going on six years.

First: ***We ABSOLUTELY DO NOT NEED more eye-sore apartment buildings or retail spaces that are far too expensive for the residents and businesses of this area to afford.*** We already have McKenzie Place with no useful local businesses. The Bear & Bottle complex has only JUST gotten its first other business after two years of watching the majority of that building sit empty. Now we have The Gordon just finishing up where the Maple Bluff Antique Mall used to

be. How long will that sit empty? Not to mention we are also losing businesses and neighbors that have been in this area for many years due to skyrocketing property taxes, thanks to ridiculous and expensive constructions going up all around us. Huge buildings are wasteful and useless when there is nobody to fill them, and are hurtful when they start driving out locals. I am strongly opposed to any further gentrification of this area.

Second: There are already a lot of drainage problems in this area. The last thing we need is a bunch of metal and concrete damming up what is basically the run-off area for this part of Madison!

Third, and most important: The Hartmeyer Natural Area is a hidden natural gem in this area for wildlife and nature lovers, alike. I walk through that area regularly and consider it a sanctuary among all the pollution and waste of the world we now live in. I personally clean up litter there with my own hands and care for the area a great deal. There are also deer, foxes, owls, hawks, rabbits, turtles, and countless other birds and insects—not to mention the native plant life--which are an essential part of the earth's ecosystem, and whose homes are located in this place. ***I speak for them as well as for myself when I say this area MUST be preserved.***

The destruction of this special wetland ecosystem would be a crime against nature as well as the local residents: human, animal, and plant, alike.

There is already plenty of space taken up by the Oscar Meyer complex; it does not need to further blight our neighborhood.

I am asking you to please do all that is within your power to avert this disaster and PLEASE SUPPORT SAVING ALL 30 ACRES of this extraordinary urban nature area. This area should be officially made into a protected parkland for all of the Northside to enjoy in perpetuity.

Thank you for your time and attention to this urgent matter.

Sincerely,

Cary Olsen

2411 Superior St., Madison, WI 53704

-----Original Message-----

From: Zack Bishop <zbish592@gmail.com>

Sent: Monday, June 1, 2020 6:35 PM

To: Park Commission <pacommission@cityofmadison.com>; All Alders <allalders@cityofmadison.com>

Subject: Hartmeyer Natural Area

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

I am writing to you today to express my support for a plan to preserve a sizable chunk of our neighborhood. When the Oscar Mayer plant closed in Madison it represented the ultimate failing of building a community around pillars that have no compassion for their neighbors. Business in America is indeed booming, as we all know, and it finds no shortage of places to latch itself onto, going even so far as to be entirely non-corporeal. A miracle of the modern age.

I wish the same could be said of our natural spaces. Wisconsin has its share of wetlands and we know that once they have been developed that it is nigh impossible to recreate them. Madison's unique geographic location on its isthmus is part of our own civic identity. I beg you not to forget the flooding of last year. What I see when I look at some of these proposals is nothing more than expanses of concrete. Where will the water go I ask? The marsh surrounding the Oscar Mayer plant should probably get the lion's share of the credit for sparing our community the devastating floods that happened across town.

Please consider the fact that there are plenty of existing commercial properties in the neighborhood. Please consider how long the majority of the building that houses the local restaurant Bear & Bottle stood completely vacant. I am glad to see that there is finally at least one other business on the premises as the whole thing was borderline blight and that is compounded by the fact that a legitimate hub of the community was demolished in favor of unused commercial space.

But I am not here to bring up past grievances, what I am asking today is for you to consider the implications of your actions on both the long and short term health of our community. Please preserve all 30 acres of wild lands, wetlands, and marsh in and around the Hartmeyer Natural Area on Madison's North side. Thank you for your time.

Your Constituent,

Zack Bishop

2411 Superior St.
Madison, WI 53704

From: Joan A Bell-Kaul <joan.bellkaul@wisc.edu>

Sent: Thursday, June 4, 2020 4:31 PM

To: Park Commission <pacommission@cityofmadison.com>

Subject: NEED TO PRESERVE ALL 30 ACRES of the HARTMEYER NATURAL AREA

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear City of Madison Parks Commissioners:

You must act to preserve ALL 30 ACRES of the Hartmeyer Natural Area, not only 5 acres of wetland plus the buffer area of 3 acres. The smaller amount is ABSOLUTELY NOT ENOUGH to preserve the wildlife that currently finds its home on that site. A three-acre buffer does not begin to be enough acreage to provide home, shelter, and food for this avian, terrestrial, and aquatic species that currently make their homes in this habitat.

We surely have ENOUGH apartment buildings and office buildings in the City of Madison. Please think about the fact that many species are becoming not only threatened, but now endangered—and if development of their habitat continues to phase out the environments in which they can survive, extinction will inevitably follow.

Do we really want to promote this regressive, still-all-to-prevalent profit-centered focus that has been all too dominant in our past? Or do we really want to be part of the newer focus on providing the natural habitat that the accelerated speed of Climate Change and the eradication of our natural areas is now prompting (**truly “progressive”**) forward-thinking cities to adopt????

Think about it, and then please choose to be part of those who look to the future—and choose preservation of this precious habitat over profits.

Joan Bell-Kaul, Ph.D.

UW-Madison

From: Erin Lemley <afuzzybird@gmail.com>

Sent: Friday, June 5, 2020 10:41 AM

To: Park Commission <pacommission@cityofmadison.com>; All Alders <allalders@cityofmadison.com>

Subject: Save All 30--Hartmeyer Natural Area

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Park Commissioners and Madison Alders,

I encourage the purchase and preservation of all 30 acres of the Hartmeyer Property as a natural site. One of the things that has come out of the recent protests is visibility of things that our neighbors of

color cannot do without fear, such as #birdingwhileblack. Preserving a natural area within the city is a good place for us to start breaking down those barriers that have kept communities of color out of natural spaces. We can provide a place in Madison for people to observe the natural world, to relax and de-stress, and also to normalize those activities for our communities of color.

As a wildlife rehabilitator at Dane County Humane Society, I see every day in my work the effects of humans encroaching on habitat. There are fewer and fewer wetlands left, and these are vital to having clean water and to promoting biodiversity as many animals rely on wetlands for food, reproduction, and shelter.

Despite it's progressive image our city has a poor track record of environmental responsibility and racial equality. Let's get on the right track, promote environmental justice, and preserve the whole 30 acres.

Sincerely,

Erin Lemley

Hawthorne Neighborhood

From: Trish McWilliams <catmagnet17@gmail.com>
Sent: Saturday, June 6, 2020 9:42 AM
To: Park Commission <pacommission@cityofmadison.com>
Cc: All Alders <allalders@cityofmadison.com>
Subject: Hartmeyer Natural Area preservation

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I want to add my voice to the many Madison residents and especially North Siders who would urge you to please preserve the entire 30-acre tract of Hartmeyer. We need more natural landscapes, not less. The more the size of the parcel is reduced, the less value it will have as a refuge for our wild co-residents, and the humans who enjoy them. Once any land is converted to other than its natural condition, it is virtually impossible to get it back to its original state, so if any part of this land is lost to development, it is essentially gone forever. Can we please not sacrifice this one little natural gem to expediency just so someone can make a little more money? There is nothing that could be built here that would be of more value than the natural habitat as it is now.

Sincerely,

Trish McWilliams

North Side resident since 2007

From: JANAN FRERIKS <ejf912@gmail.com>
Sent: Sunday, June 7, 2020 9:19 AM
To: Park Commission <pacommission@cityofmadison.com>
Subject: HARTMEYER NATURAL AREA

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Save the whole 30 acres of the wonderful Hartmeyer Natural Area. This place was established years ago to offer refuge to plants and animals who are being squeezed out of existence by urban development of these needed natural areas.

We do not need more large concrete covered spaces for a few people to walk through only once in a while.

We humans also need places like this to continue to exist. We need to see and hear birds and bees and cranes and ducks, etc. and to provide a place for them to thrive. We need to smell the flowers. Our future well being requires we preserve our bond with nature, that we find a balance with our earth.

I have lived on the north side for over 35 years, I have seen many acres taken away from wild life in the name of progress.. Please help save the green areas that we can so we see and experience real progress.

Thank you for listening, JaNan Freriks, Melby dr, Madison, WI

From: Jo Ann Reckner <jareckner@gmail.com>
Sent: Monday, June 8, 2020 6:14 AM
To: Park Commission <pacommission@cityofmadison.com>
Cc: All Alders <allalders@cityofmadison.com>
Subject: The Hartmeyer Natural Area -all 30 acres

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I want to register my support of preserving all 30 acres

of this tract of natural wealth. I cannot emphasize too much the importance of this space to our neighborhood and more broadly our city.

Jo Ann Reckner

Resident East Side

From: Maggie Freespirit <maggie_freespirit@yahoo.com>
Sent: Monday, June 8, 2020 8:58 AM
To: Park Commission <pacommission@cityofmadison.com>
Subject: OMSAP/Hartmeyer Natural Area

Caution: This email was sent from an external source. Avoid unknown links and attachments.

My name is Maggie Freespirit and I live in Eken Park just east of Oscar Mayer.

First of all, I want to voice my support of the project overall. It will be fantastic when the plan comes together.

I am writing to voice my support of protecting the entire 30+ acres of the Hartmeyer Natural area – the wetlands and surrounding uplands.

In prior public meetings I have heard the city employees say that protecting a smaller amount of it, such as 13 acres, meets the requirements for required parkland for the amount of proposed residents. I must point out that meeting the minimum does not mean that we cannot go above and beyond. To that point also, the wetlands are not “parkland”. This is not a green, monoculture, manicured lawn. The Hartmeyer Natural Area is an entire ecosystem and the wetlands surrounding it are a key element to the health of the ecosystem. This is an area that attracts birds, including migratory birds, animals, amphibians, and a variety of plants and smaller microscopic organisms live there. To take away any part of the ecosystem is to diminish the whole. This is part of a wildlife corridor and should be protected in its entirety.

As far as the financial burden of protecting it, I get that if property is not developed, less money can be made on it. However, if you look long term instead of short term, it becomes obvious that this area is priceless. Dane County has spent hundreds of thousands of dollars in the last few years to purchase wetlands because the county recognizes the inherent value in them. One example is that in January of this year they purchased 79 acres in the town of Middleton. In their press release they said they protected the wetlands and the associated uplands because both together are a critical component of flood mitigation. If Dane county recognizes the value of wetlands in dollars, why can't the city? I also believe that the wetland and surrounding uplands help mitigate stormwater flooding. I have also heard from the city at open houses that with the new stormwater rules, stormwater cannot be directed toward the wetlands so there is no need to preserve them. And that is as it should be – we should not be sending rain and flood water to the wetland area. However, given that the city has recognized

climate change and says that we will continue to have more rain and more significant rain events, the wetland area IS significant in storing and filtrating water that naturally runs into it. Redevelopment objective 8 on page 7 of the latest plan says, "Enhance water quality and quantity through best management practices for stormwater (BMP's) and enhance the wetland to boost it as a key area asset." On page 12 the OM plan addresses the city's green and resilient facet of the comprehensive plan and states as a goal, "Improve lake and stream water quality. 3. Improve and preserve biodiversity through an interconnected greenway and habitat system." The Hartmeyer area is a greenway and habitat system. A habitat also includes the uplands.

In conclusion, please keep in mind that this is a biodiverse ecosystem we are talking about, not parkland. We should be looking at it as something different than a city park – it is home to tiny to large creatures as well as being part of a wildlife area and wildlife corridor. In planning for climate change and significant rain events, the entire wetland area is important. It may be a small wetland, but all wetlands ultimately protect rivers and streams by being filters and storing stormwater. It may cost the developers money to NOT develop it, but in the long run it will cost the city and the developers EVEN MORE to eliminate it.

I appreciate your time and request that you protect the entire Hartmeyer Natural Area, considering significant climate change, the animals, and the habitat corridor that it is. Thank you.

From: Becky Leidner <rw1951@yahoo.com>
Sent: Monday, June 8, 2020 1:33 PM
To: Park Commission <pacommission@cityofmadison.com>
Subject: Oscar Mayer Special area Plan

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Parks Commission members,

I was born in Madison and have lived here all my life, the past 30 years in the Sherman neighborhood just north of Oscar Mayer. I'm excited to see so much thought going into the best use of this property for the benefit of the North Side and the City. But I'm not writing to advocate for jobs, housing, and prosperity, as these goals have plenty of advocates in the halls of power. I strongly support the Friends of Hartmeyer Natural Area Plan C conservation proposal, and I'm writing on behalf of those that can't speak at a City meeting or write to their alder. You won't hear their voices in City Hall, but if you go down to the Hartmeyer pond on a spring evening, you'll hear them exuberantly peeping and croaking. If you sit quietly in the oak woods on a moonlit winter night, you'll hear them hooting. If you walk near the wetland on an autumn day, you'll hear them honking and clattering, excited to be on their way. And if I may presume to speak for them, I think what they would have me say is, our tiny refuge was once part of a vast beautiful ecosystem, tens of thousands of years old, teeming with life, that has come down to you like a treasure which generations before you have relentlessly and foolishly squandered until today you have only a few precious coins left in your hands. And in your wildest imaginations, your wisest deliberations, even knowing the existential threats our natural world is facing, the best way you can come up with to spend this inheritance is on yet more roads, housing, stores, and industry, and a few token acres of mowed grass with a swingset and a picnic table or two.

They would say--the birds, the frogs, the foxes, coyotes, possums, muskrats, skunks, groundhogs, insects, trees, plants--that there are already homes, roads, stores, and industry here: our homes, our nests, our hives, our burrows, our lodges, our paths. We have nowhere else to go. Humans do. Our lives are in your hands. You hold the power to preserve or destroy them. You can't save the Amazon or the glaciers or the oceans, but you can save our world, simply by leaving it alone. Please do the right thing. Thank you.

Rebecca Leidner

1915 Spohn Ave.

Madison WI 53704

From: anitaweier@netscape.net <anitaweier@netscape.net>

Sent: Monday, June 8, 2020 3:07 PM

To: Park Commission <pacommission@cityofmadison.com>

Cc: All Alders <allalders@cityofmadison.com>

Subject: comment on Oscar Mayer Plan proposal

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I support preserving all 30 acres of the Hartmeyer land at 2007 Roth St. This unique resource helps with flood mitigation, near an area on the Northside where flooded basements are a concern. It also provides a place for carbon sequestration and offers a calm location for viewing of birds and wildlife.

The Friends of Hartmeyer Natural Area do not support the current version of the Oscar Mayer Special Area Plan that allows intense development all around the wetland. That would destroy this historic wetland remnant ecosystem.

This green space will be particularly needed when proposed high-rise development ends the treasured Northside atmosphere of friendly low-rise neighborhoods and longtime local businesses.

Please preserve this necessary public space.

Regards,

Anita Weier, former Alder and long-time Northside resident

From: Jim Powell <jamesdpowell@yahoo.com>
Sent: Tuesday, June 9, 2020 9:07 PM
To: Park Commission <pacommission@cityofmadison.com>
Cc: All Alders <allalders@cityofmadison.com>
Subject: re: June 10 Parks Commission agenda item 11 - Adopting the Oscar Mayer Special Area Plan

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Park Commissioners:

I ask that you send this agenda item back to staff to answer questions about their June 8 memo re: Hartmeyer property detailed information for Board of Park Commissioners, specifically their comments about equity.

11 [59745](#) Adopting the Oscar Mayer Special Area Plan as a Supplement to the City of Madison Comprehensive Plan.

DISCUSSION AND POSSIBLE RECOMMENDATION

Equity:

A large focus of the Oscar Mayer Special Area Plan was embedding equity throughout the plan development and in all recommendations, and not simply sprinkling statements about equity in the document. Part of that effort was the plan's Key Constituency Advisory Group, facilitated by Annette Miller of EQT by Design. These focus groups actively sought the voices of those who are under-represented in public process, including persons of color and low income populations. Overwhelmingly, participants concerns focused on adding housing, economic opportunities and preventing displacement. Adding large amounts of park space was not a common theme, though it was understood that the concepts would include a neighborhood park.

When discussing the type of public space the plan should including, their comments centered around having a space that they felt comfortable in, and having facilities to meet a diversity of recreational needs. A conservation park or nature preserve was not mentioned as being an important feature. Anecdotally, staff

has heard persons of color often do not feel comfortable in urban natural areas because those spaces and users don't feel welcoming to them. Repeating this type of open space on the Hartmeyer property will not help create a space for all Madison's residents.

Re: "Anecdotally, staff has heard persons of color often do feel welcome in urban natural areas because those spaces and users don't feel welcome in them."

As Park Commissioners, you undoubtedly visit and use parks regularly, so you may have some of the

same question that I do.

I have visited parks regularly over the past twenty-three years, especially Warner, Warner Beach, Olbrich, Olbrich Beach, Tenney, Tenney Beach, Olin-Turville, Ridgeway-Carpenter, Sherry, Edna Taylor, Reindahl, Starkweather, Worthington, Yahara, (as well as Monona and Dane County parks) and I have experienced the following:

- People of color use the parks *all the time* walking, biking, picnicking, sunbathing, swimming, fishing, hanging out, playing basketball, softball and tennis. etc.
- I have personally fished with Africa-Americans, Latinos and Asians in city parks
- Bike paths along Starkweather Creek are used heavily by people of color, who have no problems being there, stopping by the creek, even wading into it
- Ever been to Tenney, Olbrich or Warner Beach on a weekend? Enough said.

- Just this past weekend, I saw and talked with Native Americans who were singing and drumming in a conservancy park

So, give my own *anecdotal" experiences, how can City staff--Brynn, Greg and Dan-- *unequivocally* state that "**Anecdotally, staff has heard persons of color often do feel welcome in urban natural areas**"?" Are their anecdotes more important than mine--and are there anecdotes more important than "yours*? And will they recount them?

I encourage you to ask staff where did they get their anecdotes? How do they think they are representative of people's opinions? How do staff anecdotes reflect the validity of their recommendations or in the words of Groucho Marx, "Who are you going to believe, me or your own eyes?"

I am concerned that staff are merely projecting a recent widely-reported incident in New York City where an African-American birder was harassed in Central Park. Generalizing anecdotes elsewhere to Madison parks is a dangerous and unconscionable thing to do, if this is the case.

Given the generalization that this staff report makes (which in my opinion seems to cynically manipulate the concept of equity for their own purposes), one is concerned about the validity of the entire report.

How can not protecting a wetland in this day an age be controversial? How can staff not support it?

These are questions that I hope that you ask staff to consider and report back with more than anecdotes at your next meeting.

Thank you.

JIM POWELL
Madison resident

From: Paul Noeldner <paul_noeldner@hotmail.com>

Sent: Wednesday, June 10, 2020 3:31 AM

To: Abbas, Syed <district12@cityofmadison.com>; Beth <sluysb@aol.com>; Renee Walk <renee.a.walk@gmail.com>; Lesleigh Luttrell <lesleigh.luttrell@gmail.com>; Austin, Joanne <JAustin@cityofmadison.com>; Park Commission <pacommission@cityofmadison.com>; All Alders <allalders@cityofmadison.com>; Anita Temple - EENA - Demetrol Prairie <anita.temple@gmail.com>; anitaweier@aol.com

Subject: Legistar #59745 - OMSAP and Support for Option C

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Thanks Syed for sharing the recent Parks analysis of OMSAP plans.

Joanne and Parks Commission - please share my Public Comments in response to the Parks OMSAP analysis below, with Commission members, Alders and the Mayor's office and add them to Legistar. Thank you.

PUBLIC COMMENTS FROM PAUL NOELDNER

IN OPPOSITION TO THE CURRENT OMSAP PLAN AND CURRENT PARKS ANALYSIS

AND

IN SUPPORT OF REFERRING OR AMENDING OMSAP TO INCLUDE OPTION C CONSERVATION TO PERMIT TIME TO PERFORM A DUE DILIGENCE INDEPENDENT EXPERT REVIEW AT LOW COST AND TO DOCUMENT DANE COUNTY AND GROUNDSWELL PARTNERSHIP SUPPORT AND FUNDING OPPORTUNITIES

COMMENT PERSPECTIVE

The following are personal statements from the perspective of volunteer roles as

- Chair of Friends of Hartmeyer Natural Area
- Volunteer Assistant for the UW Nelson Institute "Last Child in the Park" Capstone Class and Sherman Nature Explorers program
- Volunteer Coordinator for Madison FUN Friends of Urban Nature, a Partnership of Madison Parks, Friends of Parks groups, and Madison Audubon and other Environmental groups offering year round Bird and Nature Outings helping Connect Communities and Kids with Urban Nature
- Recent winner of the Madison Parks Volunteer of the Year Award for these efforts

SUMMARY AND REQUEST

The latest Parks analysis of OMSAP Option C Conservation is flawed and incomplete in several areas as noted below. In all fairness this highlights that an independent environmental urban planning review is needed as due diligence. I hope my comments below help illustrate the importance and relevance of having more Nature Parks especially in socially disadvantaged areas of Madison.

Please Refer or Amend the OMSAP plan to include Option C Conservation, in order to permit time to perform due diligence on the following items

(1) Request completion of an independent professional EOR Ecological Opportunities Review performed at a proposed bid cost of \$12,000 by AES Applied Ecological Services or by an equivalent environmental urban planning organization bid, to look at wetland, climate, infiltration, pollution mitigation, social justice, public engagement, green transit, and economic factors and to document the opportunities and public benefits based on professional experience in environmental urban planning projects. This is a request for analysis not a request for an assessment.

(2) Request that Madison Parks gather more details and report on standing offers from Dane County and Groundswell to collaborate with the City of Madison on shared park, green space, wetland, climate and social justice accessibility goals, and potential partnership project support areas, shared staff expertise, and funding and grant opportunities.

THE PARKS MAPS BASED ANALYSIS IS FLAWED

The Parks analysis suggesting that only a small portion of the Hartmeyer Natural Area are should be preserved is based on maps from the past 100 years, and as such it is seriously flawed. The maps show attempts at farming but fail to mention that those farming attempts failed. The maps show attempts at ball diamonds but fail to highlight that this was during a period when Oscar Mayer wells were pumping out groundwater at a tremendous rate which artificially drained the wetland, and also fail to mention that even then the ballfields were reportedly always wet.

WETLAND MAPS SHOW A DIFFERENT PICTURE

What we see instead in a 1906 map in the attached Hartmeyer Natural Area Vision pdf is that wetlands used to cover almost the entire area. In addition, what we see in City Planning reports and revisions in their OMSAP maps, is a recent documented increase in the official wetland boundary from 3 to 7 acres. This is clear evidence that the natural historic wetland is rapidly rebounding since Oscar Mayer wells quit pumping. The Parks analysis implication that this area is historically dry is clearly wrong. And with climate change and wetter weather, the wetland area is likely to continue to rebound and grow unless areas are artificially drained, blocked and filled in by development.

THE BIRDS AND WILDLIFE TELL US IT IS A VIABLE WETLAND ECOSYSTEM

The nesting Sandhill Cranes, denning Fox, and many other species of birds, bees, butterflies and

wildlife already successfully thriving in Hartmeyer Natural Area are scientific evidence that the wetland ecosystem is recovering. This is a sustainable biodiverse ecosystem even with Reed Canary Grass and no human assisted restoration. This biodiversity confirms this wetland and surrounding upland area ecosystem has good potential as an Urban Nature Park where people will enjoy seeing birds and wildlife. It is also a good candidate for further nature restoration using well known relatively inexpensive restoration techniques to remove invasives.

KEEPING TOO LITTLE AREA WILL DESTROY MUCH OF THE BIODIVERSITY

If it is cut back to just a small wetland area proposed by City Planning and the current Parks analysis without a large upland natural area it will result in loss of most of the biodiversity and Nature Park value to the City. This is because many species around wetlands spend a lot of their life cycle in surrounding upland ecosystem. City Planning has not adequately acknowledged or addressed that fact. It needs to be reviewed by independent environmental planning experts before rushing to conclusions that a few acres is enough.

BLACKS AND OTHER MINORITIES NEED ACCESS TO NATURE

The Parks analysis incorrectly implies that Madison does not need more Urban Nature Parks because Black people do not feel safe in natural areas of use them. That totally misses the point. This would be like saying the solution to the Black birder being accosted in Central Park would be to not have Central Park. The famous book "Last Child in the Woods" talks about Nature Deficit Disorder and makes the point that Natural Areas close to home and school need to be part of every kids life for healthy growth and well being. Madison needs Nature Parks in urban areas where minority and socially disadvantaged kids live so they can enjoy nature, birds and wildlife, as well as enjoying other park areas for sports. The need for Nature Parks is not addressed by Madison's Conservation Parks because they are primarily located in white suburban areas, where there may be no easy public transit, where "privileged" kids already have their own yards, and where most families can afford to take their kids on camping and nature activities.

CONNECTING KIDS WITH NATURE WORKS!

I have some personal experience in this area that is relevant. I have spent the past 10 years helping the UW Nelson Institute "Last Child in the Park" Capstone Classes take largely Black and Hispanic minority Sherman Middle School kids to Urban Nature Parks on outings every week during the school year. They walk in any weather all the way to Warner Park. We have also taken them to Hartmeyer Natural Area with Oscar Mayer permission. Kids love it. Some kids are a bit fearful the first outing or two but they quickly become mesmerized by the nature around them. A leading Black birder and author from out East (Drew Landham as I recall) came to Madison a few years ago and lead the group. The kids love having a Black role model. The MSCR outing coordinator is Kenneth Cole, the young Black man who was recently given the Madison and Dane County MLK award.

NATURE PARKS ARE AN IMPORTANT PART OF RACIAL ENGAGEMENT AND EQUITY SOLUTIONS

In the big picture, the George Floyd protests highlight the enormous multifaceted societal challenge we all face. This also means solutions will be the sum of many worthwhile small parts - including Black kids enjoying nearby nature! Our Madison FUN partner groups co-sponsored year round Bird and Nature Outings are apparently helping contribute in a small way to social justice and engagement in nature. We have had regular participation by Black families and individuals as well as other minorities over the past 8 years. It is working.

Lets continue to help build on Community Green Placemaking Infrastructure and on Racial Justice by helping save Hartmeyer Natural Area as a unique new Madison "Central Park" Nature Park!

Paul Noeldner
Madison FUN Volunteer Coordinator
Wisconsin Master Naturalist
136 Kensington Maple Bluff
paul_noeldner@hotmail.com

From: Linda Szewczyk <linda.szewczyk@yahoo.com>
Sent: Wednesday, June 10, 2020 9:02 AM
To: Park Commission <pacommission@cityofmadison.com>
Subject: The Precious Gift we Could utilize (Hartmeyer Wetland) - Opposing Agenda #11

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I stand in disbelief that this city is ignoring something so precious and so easily lost in the shuffle! I realize we are on the verge of bettering our community, but in doing so, as with all projects, we have to consider all angles. There's plenty of opportunity on the North Side, but looking at the quality of the future, let's slow down and help Madison live up to its legacy! Imagine that! We can do better.

Thank You,

Linda Szewczyk

From: Jim Mand <jimmand@charter.net>
Sent: Wednesday, June 10, 2020 11:09 AM

To: Park Commission <pacommission@cityofmadison.com>

Subject: Oscar Mayer Special Area Plan and Hartmeyer property

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Board of Parks Commissioners,

I am a member of the Friends of Hartmeyer Natural Area, a long-time member of the Friends of Cherokee Marsh.

The bluebird monitor for 4 years at Cherokee Marsh, have lived on the northside for 30 years.

Worked on the northside on Pennsylvania Avenue just down from Oscar Mayer for 42 years until retirement.

Before Oscar Mayer first started, the whole area was all wetlands. Much of it lost to development over the years.

I support preserving all 30 acres of the Hartmeyer Natural wetland / upland ecosystem.

After Oscar Mayer shutdown operations, the city wells servicing them were turned off.

OM was one of the largest users of the Madison Water Utility.

Since then, the remnant 3 acres of wetland has been expanding, as the area is reverting back to its natural wetland condition.

There is a wide variety of wildlife, birds, amphibians, insects etc. that thrive in this area.

This is a once-in-a-lifetime opportunity to reclaim and preserve this natural area for current & future generations.

Sincerely,

James F. Mand

49 Golf Course Rd – Unit C

Madison WI 53704

jimmand@charter.net

From: Renee Walk <renee.a.walk@gmail.com>

Sent: Tuesday, November 12, 2019 11:05 AM

To: All Alders <allalders@cityofmadison.com>

Cc: Abbas, Syed <district12@cityofmadison.com>; CAROLYN RUMPH <brOwnsugar@charter.net>; chris.elholm <chris.elholm@gmail.com>; Kester, Dolores <dakester@sbcglobal.net>; Jacqui Scott Regenbogen <jacquiscott17@gmail.com>; Jennifer Argelander <jargelander@yahoo.com>; Justin Dobson <dobsonpropertymanagement@gmail.com>; Lesleigh Luttrell <lesleigh.luttrell@gmail.com>; Lynette Jandl <lynettejandl@gmail.com>; Michelle Martin <mlmart29@yahoo.com>; Pat Tuchscherer <pattuch@gmail.com>

Subject: Sherman Neighborhood letter of support for Hartmeyer amendment

Dear Madison City Council,

We write to show our strong support of the amendment offered by Alder Syed Abbas to purchase 30 acres of the Hartmeyer Natural Area that is within the boundaries of our Sherman Neighborhood, for the purpose of maintaining the area as a conservation park.

The allocation of funds to purchase would demonstrate our city's commitment both to maintaining access to parkland and to mitigating storm water runoff.

The Hartmeyer Natural Area provides a home for many native wildlife species, and provides access to a natural wetland for students at nearby schools and families in the neighborhood to study as part of schooling or simply to enjoy. Wetlands like these are rarely preserved in working class neighborhoods like ours, despite the known positive effects that spending time in nature has on the health and well being of people. We very much wish to preserve this natural gem in our community.

The Hartmeyer Natural Area is also a natural water infiltration site. Sherman Neighbors are no stranger to the flooding that has stressed our city in recent years, and for years before that have battled water damage to our properties. We need this area preserved in its entirety, or even improved with modern runoff mitigation techniques, if we are to manage our storm water effectively.

Thanks to Alder Abbas for making this proposal, and to the rest of you on our Council for your willingness to hear our thoughts. We hope you vote in favor of this proposal.

Thank you,

Sherman Neighborhood Association Council

Lesleigh Luttrell, Co-Chair

Renee Walk, Co-Chair

Carolyn Rumph, Secretary

Michelle Martin, Treasurer

Dolores Kester

Lynette Jandl

Jennifer Argelander

Chris Elholm

Pat Tuchscherer

Justin Dobson

Jacqui Scott-Regenbogen

From: Kester, Dolores

Sent: Wednesday, January 22, 2020 10:03 AM

To: McAuliffe, Daniel <DMcAuliffe@cityofmadison.com>

Cc: Orrantia, Leslie <LOrrantia@cityofmadison.com>; Baumel, Christie <CBaumel@cityofmadison.com>; Stouder, Heather <HStouder@cityofmadison.com>; Mikolajewski, Matthew <MMikolajewski@cityofmadison.com>; Fruhling, William <WFruhling@cityofmadison.com>; Abbas, Syed <district12@cityofmadison.com>

Subject: concerns of the Sherman Neighborhood Association re: Oscar Mayer Strategic Area Plan

Dear Mr. McAuliffe,

The members of the Sherman Neighborhood Association (hereafter, SNA) are responding to a proposed redevelopment plan for the land formerly occupied by Kraft Foods Inc. and the surrounding area within the Oscar Mayer Special Area Plan (hereafter, OMSAP) boundary.

The OMSAP charts a direction for the Oscar Mayer site which is substantially different than the vision we in the neighborhood have previously set out through city planning processes. SNA recognizes the impact of the Kraft property on the city and region at large; however, the boundaries of the special area plan fall almost wholly within our boundaries. It troubles us that the City has gone to such lengths to obtain input from those across Madison, and has used this input to radically redirect the vision that we on the Northside have set out for ourselves.

The Northport-Warner Park-Sherman Neighborhood Plan (adopted Nov 2009) emphasizes that future development should not disturb or destroy the existing character of the neighborhood. Per that plan, development in our neighborhood should enhance local economic development, enhance recreation and sustainability of green spaces, create stable and inviting places to live, enhance the gateway corridor, and encourage compact, green building that minimizes resource consumption and environmental impacts. The OMSAP plan as written does not uphold several of these tenets:

Enhancing Recreation and Sustainability of Green Spaces

There is strong support on Madison's Northside and in the Sherman Neighborhood for preserving the wetlands known as the Hartmeyer Natural Area. The Friends of Hartmeyer Natural Area have advocated for keeping all 30 acres of the Hartmeyer land for open natural space for the neighborhood, which the group has offered to city planners as a plan option called the Conservation Concept (Concept C). At a Common Council meeting late in 2019, an amendment by Ald. Syed Abbas putting \$20,000 dollars into the budget to fund a review of the Hartmeyer wetland boundaries and environmental concerns resoundingly passed the Common Council. The current draft plan contains images proposing the redevelopment of the Hartmeyer property with low to medium-density multi-story housing units, new roadways, and a major reduction in the overall size of the wetland to a 3-acre pond and a 5-acre park. We do not support this concept, and instead, wish to preserve the full acreage of the natural area.

Enhancing the Gateway Corridor and Transportation

Public transit improvements, interconnecting pedestrian and bike paths to other areas in the city, and the creation of a Metro north transfer station that is no longer safety-challenging, isolated, unwelcoming and nearing its capacity, should be a key part of the plan; we do not feel this is adequately reflected. As the city looks toward to adding a large number of residents to the Northside, let us also look at creating a well-integrated transit system that people willingly choose for their commutes and that supports greater transit access to the Northside.

The OMSAP proposes major changes in the roads in and near the Oscar Mayer site, including turning Packers Avenue from a highway into a city street and cutting a new Coolidge Street extension through the Oscar site, the Hartmeyer wetland, and through to Sherman Avenue. However, it is not clear that this will be allowed by the Canadian Pacific Railroad, which has control over the railroad crossings affected by any road changes, or by the State Department of Transportation, which has a vested interest in Packers as a highway.

Nowhere in the new OMSAP, which is focused on creating well connected and walkable, transit-based neighborhoods does it show a high demand for more roads to be installed. Clearly, the Mayor wants fewer cars on the roads than we currently have; why add more roads when neighbors would prefer pedestrian connections between neighborhoods? Perhaps a bridge over Packers Avenue could also announce the gateway of innovative planning that we are endeavoring to produce through this process, and would be clearly more in keeping with the comprehensive plan.

If and when a Metro facility and an MG& E transportation and supply facility are brought to our community, the movement of traffic on the Northside will be forever changed for the worse. If the plan for Metro is to eventually move all of its operations to this north facility in a couple of decades, large vehicle traffic will increase greatly, which will cause more pedestrian hazards and air pollution in a residential area and harm to area businesses. The bus barn concept is in stark contrast to the otherwise stated vision of the OMSAP and the comprehensive plan to create a living, walkable, commerce-friendly space.

Encouraging Compact, Green Development

The current comprehensive plan recommends that traditional neighborhood development principles should be followed to ensure complete neighborhoods. According to the current draft OMSAP, there is a projected addition of 4,000 households that would be added to the north side of Madison by 2040. This will almost double our current neighborhood population, and will drastically change the character of our neighborhood.

In the creation of complete neighborhoods, we would recommend that additional housing, if any, at the Oscar Mayer site and elsewhere on the Northside, include more of the missing middle housing that keeps with the current scale of the neighborhood and helps address concerns expressed by the Mayor regarding available housing stock. Small apartment buildings, single-family houses, small rental units and rowhouses, and perhaps live/work units can add to the mix of housing needed to support a diverse and walkable area for our new neighbors and the current population which would help maintain and preserve the existing character of the neighborhood. Not all renters want to live in a high rise. The greater the range of available housing, the more that new housing is likely to attract a wide range of renters likely to want to focus on resources, businesses, recreation and community activities in the surrounding neighborhood.

Minimizing Environmental Impacts

At a meeting at Lakeview Lutheran Church in the fall of 2019, city staff and local residents shared environmental information related to the various contaminated areas within the Oscar Mayer Special Area Plan boundaries. The city held up an RFP for conducting an environmental site assessment due to the current owners of OM Station only allowing property access when a more firm agreement to purchase was in place. Now that the city has been awarded the \$7 million towards the purchase of the land at OM Station through a U.S. Federal Transit Administration (DOT) Bus and Bus Facilities Grant (hereafter, FTA grant), the intent must be for the city to proceed with its plans to conduct an environmental site assessment as part of its due diligence towards any proposed future purchase of acreage at OM Station for a Metro bus facility.

Our neighborhood seeks to understand what responsibility the city will assume in cleaning up known subsurface contamination and providing a safe facility for Metro workers. According to the Metro facility analysis report, employee safety was first on the list of many

reasons they want to eventually move all Metro operations from their current location on E. Washington to the OM Station facilities. Building 43, where employees will work, could be subject to off-gassing from the toxic substances in the ground and must be addressed. Toxic substances also need to be addressed in the other building proposed for purchase (Building 50) to ensure future occupants are safe from chronic long-term exposure.

Careful evaluation of historically contaminated subsurface lands has to be a priority as large redevelopment projects are considered for Madison's Northside on the Oscar Mayer property. Numerous contaminants have been found in our surface water (PFAS) and groundwater (Trichloroethylene and Ethylene Dichloride, to name a couple). These subsurface waters still flow through areas that were historically marsh and wetland, and that includes the Oscar Mayer site as well as most of Madison's Northside. Presumably, this flow of subsurface waters is the source of the toxic vapors referred to above. All contaminants site-wide also need to be fully tested and addressed.

The city in the OMSAP planning process trumpets the benefits of the contemplated changes at this location, and admittedly, there may be potential benefits. However, the city—if it values longstanding neighborhoods and businesses—needs to also look beyond the glossy hypotheticals and consider what is valuable in the Sherman Neighborhood and on Madison's Northside that will be at risk if this OMSAP plan unfolds as proposed. Caution and due diligence may help prevent foreseeable adverse consequences.

We urge the City of Madison to thoughtfully consider ways to implement a redevelopment plan for the Oscar Mayer site which will preserve the character of the Sherman Neighborhood within which it is located. This includes, but is not limited to, the concerns set forth above: preserving the quality of life for existing residents and the stability of existing businesses; preserving all 30 acres of Hartmeyer wetlands; preventing congestion by good traffic planning on all streets in or near the Oscar Mayer site, and particularly on Aberg Avenue; locating any bus barn for Metro elsewhere, not in empty Oscar warehouses; and taking responsibility for mitigating or avoiding foreseeable effects of subsurface contamination.

The need to address these concerns fully is imperative. A detailed, substantive response would be greatly appreciated. Thank you for your time and attention.

**Neighborhood Council/Board of Directors,
Sherman Neighborhood Association:**

**Carrie Baranowski, Chris Elholm, Jennifer Argelander,
Justin Dobson, Chet Hermanson, Lynette Jandl,
Dolores Kester, Lesleigh Luttrell, Michelle Martin, Carolyn Rumph, Pat
Tuchscherer, Renee Walk**

The Sherman Neighborhood

The Sherman Neighborhood Association (SNA) extends on its western border along N. Sherman Avenue and Fordem Avenue all the way from Northport Drive south to E. Johnson Street, then along a line extending north from First Street on the east to the point where this line intersects with the railroad corridor, then north and east along the railroad corridor until it intersects with Commercial Avenue. From this point the neighborhood border extends eastward along Commercial Avenue to Packers Avenue, then north along Packers to the intersection with Northport curving west to intersect with N. Sherman Avenue. The Sherman Neighborhood boundaries thus include the entire Oscar Mayer property, which comprises almost all of the OMSAP plan area. As of 2018, the Madison Neighborhoods website estimates 2,835 people live in SNA. (<https://madison.apl.wisc.edu>)

From: Kester, Dolores

Sent: Wednesday, June 10, 2020 1:29 PM

To: Park Commission <pacommission@cityofmadison.com>

Cc: Abbas, Syed <district12@cityofmadison.com>

Subject: RE: Re: Agenda Item 11 (Legistar # 59745--I support Hartmeyer Wetlands and so does my Sherman Neighborhood Assn: Oscar Mayer Special Area Plan (OMSAP)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello members of the Parks Commission:

I write to you again as a resident of the Sherman Neighborhood, as a member of the Board of the Sherman Neighborhood Association, and as a resident of Madison's Northside in support of the full 30-31 acres for a Hartmeyer Wetlands on and near Roth Street in Madison. Our neighborhood association has formally submitted a letter in support of this wetland to the OMSAP workgroup, the mayor, and the Common Council. Please see attachments. This proposed expansion of this wetland area is located entirely within the boundaries of our Sherman Neighborhood Assn which makes its impact on my community very direct and important to me and all my neighbors, now and in future.

I am surprised and troubled to see a memo to the Parks Commission on Monday purporting to be from city "staff" even though it is clear that one of the signers is not a city employee, but a paid consultant. What surprises and troubles me is how much zeal "staff" have shown in an attempt to refute the wishes of people who actually live here on the Northside, including our alder, Mr. Abbas, to reestablish this 30-acre wetlands. Page after page of aerial photos purporting to show this area as historically "dry." Long tables with red x's for whatever city hall doesn't like. Unexplained "anecdotal" statements reflecting "staff" opinions about potential wetland users' preferences. All purportedly to show that city hall knows more about what is good for our neighborhood and the Northside than we do!

Mr. Knepp has also submitted a lengthy memo and computer-generated table to show potential city costs if Parks does not get a large cash bump from developers for "dedication fees." There is no reason why the city planners cannot readjust the location of the high rise residential properties which they now envision as located on the upland areas of the proposed

wetland. These high rises would arguably be better placed on the opposite side of the OMSAP area, close to the intersection of Packers Avenue and Commercial Avenue, quite remote from the Roth Street wetlands area and its history of contamination (see below). Proponents of this “all 30” wetland have summarized their own plan to raise the funding necessary for purchase of this Roth Street property when and if it becomes available for sale—as stated in other submissions to the Parks Commission, donor groups have already expressed willingness to fund the Friends of the Hartmeyer Natural Area (hereafter, FHNA) under discussion here. Why not give FHNA a chance to pursue this with the Parks Commission’s blessing?

The plain fact is that there is no urgency for a final conclusion right now because this particular property is currently tied up in a complicated lawsuit in the Dane County Circuit Court: *Hartmeyer Estate Trust et al v. Kraft Heinz and Meyer*, Case 2020CV000440. In this matter, plaintiffs seek money damages and other relief from the defendants based on joint and several liability largely related to a big spill from piping associated with two above-ground storage tanks located near Roth Street on 2/17/1989 on land which Kraft Heinz leased from Hartmeyer. This spill released thousands of gallons of fuel oil into the environment that contaminated both soil and groundwater on and off the property. Motions and briefs have been filed and briefed in the pending lawsuit, but this case is still a long, long way from trial. And its resolution is almost certainly required before any ideas now under discussion about future uses of this property could be acted upon.

Please give your endorsement to this proposed expansion of the Hartmeyer wetlands for the sake of current and future generations, on the condition that FHNA is able to raise private funding for this very desirable use as a 30 acre wetland.

Thank you for your time and attention.

Dolores Kester

1818 Winchester Street

Aldermanic District 12

P.S. The “staff” memo summary of the contamination at Hartmeyer property is incomplete. They omitted an event on 2-17-1989 which related to the fuel oil storage tank spill summarized above, which may be found at BRRTS Activity #31300053. The BRRTS data may be found at: <https://dnr.wi.gov/Botw/BasicSearchAction.do/>.

This is a closed contamination site according to BRRTS data.

For various reasons that do not need to be mentioned here, “closed” does not always mean “closed” where contamination is concerned. Specific continuing obligations exist which do not need to be enumerated for present purposes.

From: wolf.kathlean <wolf.kathlean@zoho.com>

Sent: Wednesday, June 10, 2020 3:24 PM

To: Park Commission <pacommission@cityofmadison.com>

Subject: Fwd: Wild Warner Supports Natural Area at Hartmeyer

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Parks Commissioners;

As I am not able to speak at tonight's meeting, I wanted to reiterate Wild Warner's position on preserving more of the Hartmeyer Natural Area, with two additional points:

First, the comment is made in your analysis that, **"persons of color often do not feel comfortable in urban natural areas because those spaces and users don't feel welcoming to them."** To state this as a reason to avoid providing parks for People of Color to enjoy is astonishingly misguided and reflective of common biases held by white Madisonians in positions of political power. My Black neighbors love to watch and learn about Nature, and Black citizens of Madison regularly use Warner Park in the same way that white people do. We would never say that Black people do not have very many fresh fruits and vegetables in their diets and that therefore providing fresh fruits and vegetables is not necessary. What my neighbors want and need is MORE opportunities to feel welcome and safe in our parks. Unless you plan on deliberately creating an unsafe natural environment, this rationale is invalid.

The other concern I wished to address is the use of the park as a natural flood control. While it may not have been a historic marsh area, those areas that were marsh are gone, so it is what we have to work with. Just as Castle Creek was originally nothing more than a concrete ditch that rushed floodwaters into my neighborhood, destroying property such as my car and others, it has been transformed deliberately to be an effective natural flood control, with introduced native plants and a wide, water-slowng and absorbing area. Hartmeyer's bowl-like condition could likewise be altered to become an effective flood-absorbing area, and native plants can be expanded by the passionate volunteers you have already encountered in this discussion.

Thank you for considering these points and the ones previously made after the last meeting.

Sincerely,

Kathlean Wolf

Kathlean Wolf, BS, MMSU
President, Wild Warner
Wisconsin Master Naturalist
wolf.kathlean@zoho.com
608-512-9071

From: Beth <sluysb@aol.com>

Sent: Wednesday, June 10, 2020 12:25 PM

To: Park Commission <pacommission@cityofmadison.com>; All Alders <allalders@cityofmadison.com>

Subject: Agenda Item #11, File # 59745

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Board of Park Commissioners and Alders,

Attached please find the summary report from the work of Annette Miller that shows, clearly, on Page 5, that what people of color found that *green and open space* are the top item listed for what they like about living in Madison. The insights are helpful for future outreach and inclusion, rather than a separate and exclusive process. I requested an opportunity to participate in the focus groups, and was denied the chance to be a part of this process, as a previous member of the OSCAR Group, a group that was designated for being included as part of the original RFP for hiring a consulting firm for developing the OMSAP. It specifically mentioned the OSCAR Group. I reached out to Annette Miller early on and asked if I could go....I was told no.

We can do better.

I was not sure if you had the opportunity to read this report, so I thought I would share it with you all so you can read the findings.

Thank you,

Beth Sluys



FINAL REPORT OCT 2018

OSCAR MAYER FOCUS GROUP
SESSIONS



(608) 371-9527



www.eqtbydesign.com



annette@eqtbydesign.com

Co-Consultant with
Vandewalle and Associates

Overall Summary

EQT by Design, LLC was asked to develop a public engagement process that would be diverse and inclusive of voices who would reflect the overall diverse constituency of the City of Madison and also the specific diverse community of the Northside.

Seven (7) sessions were held to engage constituent groups representing the general diverse constituency of the City of Madison and also the specific diverse community of the Northside.

The focus groups sought input and perspective about overall Oscar Mayer impact to the area, concerns about the future and what opportunities they envision for the site and area. Four hundred (400+) comments were gathered focused on those particular themes. The appendix shares the process and pictures from the sessions held between May 2018 and June 2018.

KEY FINDINGS

Based on the analysis of the feedback, EQT identified the following as key concerns expressed in the focus groups. Individually, the participants shared what they were most concerned about in terms of the redevelopment process and impact to the city of Madison, and the Northside:

- Skeptical
- Unsure
- Placing pressure on area given historically unfulfilled needs
- Were really impacted by Oscar Mayer -- changed their living and lifestyle significantly due to job opportunities and pay.
- Feel isolated and have unmet needs due to location
- Transportation, Employment, Youth, along with feeling of being unrepresented or reflected in the community - as people, ideas, or purchasing power -- key themes
- Fear of lost opportunity
- Want to be part of whole decision-making process not just input

KEY FINDINGS

EQT also identified comments that were reflective of how participants thought collectively as it relates to community impact.

- Starving for SPACE that represents and embodies the whole community and not just parts.
- High impact solutions that address daily life ... jobs, transportation, and youth
- Desire re-imagined ideas around economic independence and empowerment
- Want a centralized cultural reflection and hub that captures the essence of the Northside, its people, and its diversity.
- Capture and reflect the energy and action of people who care about their community, kids, and who love Madison.
- Build a hub that is walkable, welcoming, inclusive and easy to navigate for those who live there and for those who come to visit.

CITY OF MADISON SPECIFIC FEEDBACK

The following are themes from the participants about what they appreciate about living in the City of Madison.

- Outdoors & Greenspace
- Safe and Clean
- Healthcare and health consciousness
- Cosmetics of community is great - lakes, parks, in general lots to do
- Variety of people, places and activities
- Bike friendly
- Educational access/options
- Food via restaurants and farmer's markets
- Kid friendly - small kids
- Economy is insular from larger national scene
- Small town with big city amenities
- Potential for change due to scale and size
- Ideology of being progressive and/or liberal
- Job Opportunities
- Likes diversity in their neighborhood

CITY OF MADISON SPECIFIC FEEDBACK

The following are themes from the participants about what they do not like about living in the City of Madison.

- Transportation “sucks”
- High rent and low paying jobs
- Food deserts
- No activities for youth (middle school to age 21)
- Lack of diversity, racism, segregation
- Spaces are not inclusive or welcoming
- No creative inclusive entertainment venues in general and/or specifically for POC (people of color)
- Serious “tale of two Madison’s”
- POC are not included in high impact decision-making
- Isolated and isolation

DEVELOPMENT OPPORTUNITIES

The following themes reflect what participants in the focus groups shared about potential opportunities and impact of the Oscar Mayer redevelopment.

- Increase middle class
- Hub for transportation and corridor to other parts of city, region
- Housing
- A space for all given location
- Jobs / Employment that sustain families
- Food connections - future Public Market
- Land / ownership / economic empowerment for POC
- Gathering space and place (pool, roller skating, flea market, hub for youth)
- Educational gateway for K-12 /Tech - College - re-engage youth (14-21)
- Revitalize the neighborhood and the corridor
- Generational connectivity
- Cultivate and curate cultural experiences and norms
- Opportunity for Ho-Chunk business
- More people, another cool part of town
- Aging in place opportunities
- More money circulating and staying in the community
- More communal places to pass on and practice cultural traditions.

DEVELOPMENT CONCERNS

The following themes reflect specific ideas and concerns specific to the Oscar Mayer redevelopment.

- Same people making decisions without diverse voices and representation
- Integrated space that won't welcome and serve all
-- *EPIC and Warner Park - mixed feeling on "development for who"*
- Only high-end amenities
- Lack of Affordability
- Don't provide solutions & opportunities for current Northsiders

NORTHSIDE SPECIFIC

These are comments from those who live on the northside and key themes they shared.

- Seniors really have made youth feel welcomed....and so they are hanging out.
- How could that space be a hub for bringing resources and get it sent out to others and spread wealth
- The Coop is trying but you see security and then the prices are higher ... so the message is difficult and disturbing.
- [Growth] is a positive and the concern is impact to those who are not able to afford as easily as others.
- People are moving to the Northside because it is more affordable compared to other places of the city.
- It is a tricky question...people from this area - how do you lift folks up and also invite in those who love the area and want the accessibility of the area and the opportunity
- Lack of good, reliable transportation and affordable housing.
- Lack of support for communities within Northside

NORTHSIDE SPECIFIC - cont'd

- Only focused on most vocal and those with means
- Lack of youth oriented activities
- Many who are low income experience “eat/sleep” for dinner
- Housing and landlords are so strict difficult to find good places to live
- Segregation extreme and can’t believe how unaware privileged people are of the those around them who are not
- Upstream problems blamed on people not responsible
- [Get] businesses to feel accountable and do their part to support the vision and the needs to help the “we” and just not the “I or me”

NORTHSIDE SPECIFIC to Oscar Mayer

These are comments from those who live on the northside and key themes they shared about Oscar Mayer.

- A space where love flourishes because it is inclusive in decision-making, activities, and everyone respects each other and is inclusive and welcoming to all.
- How do we break it [Oscar Mayer] open and make it accessible?
- Want to see ideas and development that helps the Northside and keeps people here rather than pushing them away.
- Aid in more job opportunities when you have a venue that community can call home - because community provides the services/needs/ and allows them to own and solve their own issues.
- Feel isolated and removed from rest of city.
- Types of services and access that are available similar to the westside.

NORTHSIDE SPECIFIC to Oscar Mayer - cont'd

- Trying to create “the Feel of NY” - big city and bright lights, but don't accommodate all the people of Madison
- Swimming pool... could that happen
- Make city government more accessible to community - City servicesand easing burden of having to come downtown
- Communal practices that can be accessed by all POC without dictating what community can do in terms of cultural practice
- That (OM Redevelopment) could help with integration, and empower communities, and sense of belonging.
- The bus service is terrible ... it takes a long time...It complicates accessibility to shop, work, and in general to access community.
- Do gardens... on the rooftop
- Airport is right there -- bring people in and out

PROCESS FORMAT

900 responses were gathered through this focus group engagement process. The design of the process was to ensure that the voices of the participants were being collected and heard.

The focus of the sessions were designed to specifically on an engagement strategy that would ensure participants would be:

- informed about the Oscar Mayer project
- aware and how to engage with the project
- willing to help guide the city on needs by diverse constituencies.
- EQT sought members of the community who were considered grasstops. These are individuals who bridge between neighborhoods and communities but do not necessarily live in the neighborhoods themselves.
- Typically they have strong well-informed insight and connections about the community and constituency groups will react and respond.
- Given the Oscar Mayer project is early in the work and given the timeline this engagement strategy was most efficient and effective.

PROCESS FORMAT

The worksheets with questions along with post-it notes were used to collect feedback and input (see Appendix page 16-17). The input sought was focused around the following three areas.

Questions were chosen that would help inform the City of Madison around three key areas:

- Lifestyle & Living in City of Madison - the purpose was to help understand the mindset of individuals coming into the process.
- Oscar Mayer Impact : the purpose of these questions was to understand relations and connections with Oscar Mayer.
- Engagement : the process helped inform how knowledgeable and active the individuals were in regards to the project. To seek guidance and information regarding the most important issues, concerns, and learn what concerns, ideas and opportunities they see with the redevelopment of the Oscar Mayer area.

BY THE NUMBERS



Overall statistics reflecting the demographics of the focus group attendees.

- 79 invited and 59 attended
- 900 comments gathered in total
- 400 comments specifically about Oscar Mayer

Organization Type Representing

• Business	7%
• Community	11%
• Education	9%
• Faith	2%
• Government	4%
• Neighborhood Center	12%
• Nonprofit	46%
• Organizations	11%

Survey Theme Responses

Living in City of Madison	341
Oscar Mayer Concerns	95
Oscar Mayer Impact	148
Oscar Mayer Opportunities	81

Responses by Group Responses

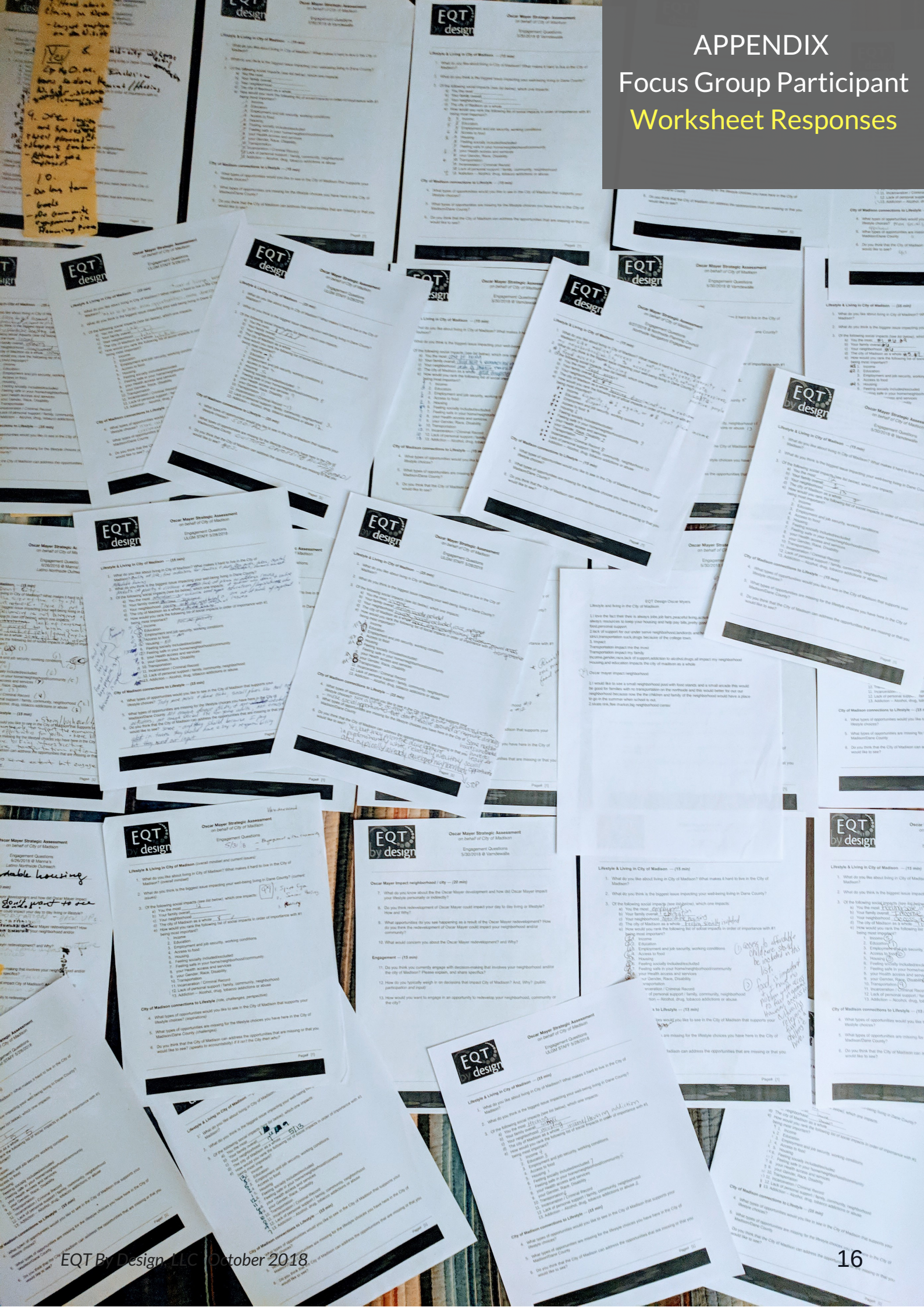
Hmong Cmty (ns)*	67
Kennedy Heights	127
POC Key Influencers	180
Latino Cmty (ns)*	91
Northside Navigators	86
ULGM Staff	149
Ho-Chunk	43

*ns=northside

Session Date Responses

5/8/18	148
5/29/18	271
5/30/18	143
5/31/18	43
6/12/18	92
6/26/18	99
6/27/18	107

APPENDIX Focus Group Participant Worksheet Responses



APPENDIX

Focus Group Participant

Post-It Note Responses



**THIS PAGE
INTENTIONALLY LEFT
BLANK**

APPENDIX II

KCAG Recommendations & Results

Final Report
Oscar Mayer Special Area Plan
Phase 2



Key Constituency Advisory
Groups:
Results and Recommendations

January 2020

EQT By Design

Background

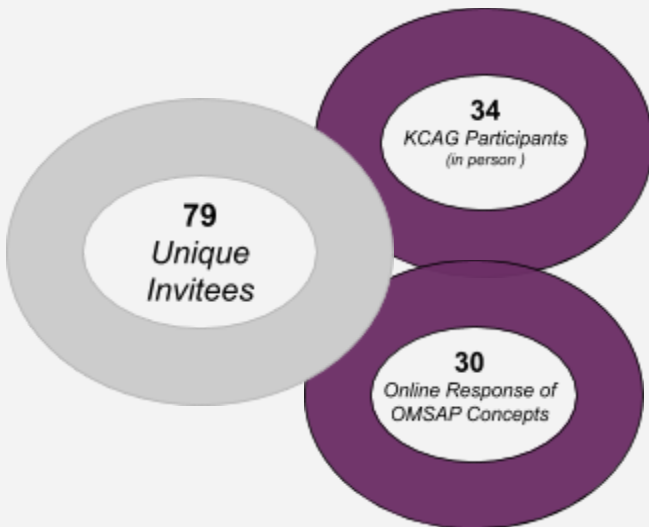
EQT by Design, LLC was hired to design an engagement process specifically to build upon a dialogue and public engagement process from Phase 1 of the Oscar Mayer redevelopment plan. While also develop a deeper engagement strategy to seek deeper insight and expertise from this process as the city of Madison unfolds Phase 2 of the Oscar Mayer plan.

A specific strategy also was used to identify what was called “Key Constituent Advisory Group members.” The key constituent advisory group--a diverse group of community members to be selected-- provided EQT and Vandewalle and Associates (V&A) guidance and input necessary to understand and connect with underrepresented voices and community members felt to be critical to this redevelopment and engagement strategy.

An initial preliminary engagement session along with three focused topic engagement sessions were held with key constituent advisory members. The preliminary session was held in conjunction with the planning area walking tour. The purpose of this preliminary session was to engage and invite diverse constituent members from Phase 1 of the Oscar Mayer redevelopment strategy to activate interest and seek advice and input for mapping out the strategy for Phase 2 engagement.

The Key Constituent Advisory Group (KCAG) was made up of diverse group members representing the Northside, participants from the Strategic Assessment input sessions, the North Planning Council, individuals from the OSCAR group, and others as determined with City staff, and identified by EQT By Design.

Participation



Demographics



Results of EQT Engagement Design and Strategy

- 79 unique members representing diverse group members were invited into Oscar Mayer Phase 2
 - 50% responded to the in-person session invitation
 - 34 (43%) attended the four (4) planned KCAG engagement sessions
 - Another 30% responded to an online survey @ Oscar Mayer concept plans.
- 30 survey responses were received from that engagement strategy
 - 73% of the respondents represented a racial/ethnic/cultural group
- 64 diverse members overall participated in the engagement design strategy and process
 - 15% were of European descent (White)
 - 85% represented a racial/ethnic/cultural group
 - 48% were of African/African American/Island descent
 - 18% were of Latinx/Hispanic descent
 - 19% represented “Other” racial/ethnic descent (Hmong, Asian, Pacific Is/Native Indigenous)

Engagement Process

KCAG participants were invited to attend with the primary focus of the discussion topics on transportation, inclusive and welcoming place and space making, equity and inclusion tools and practices to grow the workforce, entrepreneurial, and economic corridor of the Oscar Mayer area. Furthermore, this advisory group design and strategy was also actively engaged to ensure equitable development practices are embedded and their input reflected in the final recommendations and plan.

This strategy practice was key given the overall make-up of who lives, works, and calls the Oscar Mayer redevelopment area home. The intention -- ensure that planned reinvestment in the corridor have significant impact. Lastly, build and embed a foundational strategy of inclusive racial justice and social equity design practices for the long-term viability and sustainability of the redevelopment process.

Session 1: The first focus group session held focused sessions that included inviting back to the table those individuals that shared their perspectives in Phase 1. This was also intended to invite stakeholder groups back, and get them engaged early on in the process to obtain the community’s authentic voice embedded in the planning and implementation of the process.

Sessions 2-4: The remaining sessions focused on key topics to uncover challenges and opportunities within the subareas of the redevelopment plan and ultimately get guidance on the type of activity and development desired for the area. Input from these various groups was designed to capture specific ingredients and components necessary to help shape the future of a truly welcoming and inclusive, economic corridor that reflects the real and authentic vibe of what it means to be a Northside gathering hub.

Key Findings and Recommendations

Overview and Summary

Racial Equity Lens reflection and statement

I take the time to state this clearly as it must be acknowledged and recognized that much of what is “planning and development” is based on long historical ideas and trends that have been centered in white male gendered ideology and strategies on what is community, neighborhood, planning, and development. Further, and with all due respect this process has also been historically designed for policymakers and the developers and not necessarily for those impacted which are the people who live and work with those decisions.

It is important to stress that creating, building, implementing and growing inclusive, diverse, welcoming and belonging ideas requires change; significant change. Thus, it will be required that every step of the process (both people and policy, design, and development) needs be considered or re-considered in order to make possible recommendations stated in this plan.

I take the time to make this statement because though we have created an inclusive engagement practice and process designed to facilitate and curate information, perspective and opinion that has aspects of diverse and inclusive perspective. It will be what happens next from those who make decisions that can impact the intention and outcomes of these recommendations. Decision-makers like builders, designers, policymakers, property-owners and others may make decisions that can have the real potential to lose the intention and impact of the work.

It is important to understand that given the size, scale and scope of this project, along with real efforts by staff and consultants to make this an inclusive process. It is vital to know and understand that as this project moves forward and makes changes or decisions about what to change, adjust, revise, or remove -- the question to ask is “how will the equity lens be applied” to make sure there is an understanding of impact to the tenets of diversity, inclusion, welcoming and belonging ideas as stated in this plan and by participants engaged in these processes? That is what will be most critical as progress is made and efforts move forward towards continued implementation.

Overall Results and Recommendations

Follows are EQT’s work in engagement to ensure an equity lens and equity impact was captured in designing the process and implementation.

The ideas have been sequenced to highlight overall general feedback from the focused sessions between June and November of 2019. Where EQT had specific perspective or feedback it is designated as an “EQT Key Finding” and highlighted. From general feedback then recommendations by the key themes of transportation, inclusive activity hub, and then economic development/workforce.

EQT also provided attachments to share and indicate the following: Attachment A includes statistics and demographics about attendees in the sessions, Attachment B provides the specific focus group comments by themes, and then Attachment C provides online survey statistics and comments. An online survey was hosted by EQT based on the questions used in Open House. The purpose was to ensure that those diverse groups who were not able to attend the sessions still had an opportunity to weigh in on the concepts designed by the engagement process and to ensure we offered many ways for these groups to provide feedback.

KCAG Focused Recommendations

General recommendations

- 1) Create a Friends of Oscar Mayer Community Advisory Council
There will be a need to keep the perspectives of community in the center of this work and by developing a collaborative that is made up of diverse community members they can be instrumental in assuring an understanding around impact for implementation of the redevelopment plan.
 - a) Pay a stipend for their participation whenever they meet
 - b) Subworkgroups
 - i) inclusive council and hub
 - ii) cultural arts work team
 - iii) transportation and mobility work team
 - iv) economic redevelopment community team
- 2) Consider a cultural arts district concept for this area to help aid in inclusion, welcoming and belonging.
- 3) Transportation is key and vital
- 4) Walkable, in and out and through the area should be a priority
- 5) Tourism hub given proximity to interstate, airport, etc this area should be a destination that connects the area
- 6) Indoor market and hub experience that brings people in and through all year long to compliment the current outdoor features and opportunities
- 7) Redevelopment Kiosk that is staffed similar to DMI downtown
- 8) Map / App / Language (diverse) to encourage visits in, through and around the area
 - a) visible on the ground
 - b) visible in and on transportation
 - c) visible as part of maps/apps
 - d) visible on buildings
- 9) Create an OM Market Ready program
- 10) Use financial tools like TIF, Opportunity Zones, City dollars to invest and build a foundation of diverse entrepreneurial people pipeline by working with organizations like NPC, Latino Workforce Academy, Centro Hispano, ULGM, Northport/Packers Community Center, Kennedy Heights, area churches like Pastor Oby

Transportation

Participants connected transportation negatively and positively to the ideas of what makes community; creates livelihood via employment and its connection to accessibility; and how it is integral to creating belonging and inclusion.

Comments from participants included a key framing around connectivity. Discussion and narrative around the ideas and belief of being able to walk, explore, see, shop, eat and bring family and explore or access

generational interests for all ages, and types of families and friends was critical. Further, statements were made such as --

- ❖ Transportation is missing as a way to connect into and out of the area

- “Routes don’t always go all the way to the area...sometimes folks have to walk quite a ways from stop to stop”
- “What is the northside accessible to”

- ❖ Transportation as a focus for leveraging workforce and commerce.
Discussion around how participants do not feel safe walking around, across or through because it does not feel traffic safe, people, safe, or design safe.

- “Having clearly marked areas where it is safe to walk and cross the streets...having different options to get to different places safely”

- ❖ Bus Rapid Transit as a priority for this area given the significant disconnection between jobs, opportunity and people.

- “This area feels vehicle dependent”

EQT By Design key finding:

The North / South corridor is the most representative of this city’s diversity or race, class, culture, and identify. It is also where transportation is a necessity and not a choice. This theme has been repeated in every type of engagement I have been engaged in this community.

Transportation should be a priority in this area. We know that structural inequities are a result of past policy practices that have harmed low-income communities and neighborhoods and the Northside is a prime example of how highways and streets have built barriers and divides that do not allow the area to be welcoming.

Accessibility to work, school, and social and area activities in meaningful and affordable connected ways can and would transform this redevelopment area. Not only does it benefit those households within the redevelopment area but also those who seek to explore, visit, learn, and access this community for personal or professional means.

Moreover, this focus would be significant in demonstrating its intentions of addressing transit equity (in this case inequity) around access and economic opportunity. It does one's social determinants of health. [more info: [Transit Equity](http://www.transitquity.org) @ www.transitquity.org]

Inclusive Activity Hub

Neighborhoods and communities should be connected. More connection can influence how people get out and about. People moving about creates and sets the tone for welcoming, belonging, and interactions which then drives investment and commerce. In the session comments included building space that is for and by the people, that it should speak to more than one type of community and cultural group. Neighborhoods should be safely connected and clear through signage in different languages to identify where you are and welcome you into the space.

❖ **Sense of vibrancy and showcasing assets**

There was a real sense of excitement from the discussion held at the sessions. There was a clear desire to welcome, invite in and really help people see what these community members see about their Northside. Some of the language used by participants was that the roads, traffic, and lack of connectivity make it difficult to showcase what they have going on. If that can be addressed a lot of excitement and momentum for possibilities of what could be was felt

- “Want to create multi-use space with light manufacturing, job opportunities, interactive activities for folks of all ages - we want to create life!”
- “This is currently an underutilized space which creates an island effect and disconnects [us]”

❖ **There is no sense of what community you are in**

- “Bringing more culture and character to the area, which in turn will bring more people and bring more business to want to develop this area”
- “More connectivity and community development elements that influence the community to be out more”

❖ **Elements in design and planning to highlight and showcase the diversity of the area**

Participants shared how they see missed opportunities to highlight and showcase the Northside and what it has to offer. They reflected on how the airport is nearby and the lack of connections between the two are not there to take advantage of it. Bottom line the area is not destination oriented or connected to welcome others or showcase community and neighborhood assets.

- “Signs seen in different languages...makes you feel comfortable that there may be diverse groups of people in the area”
- “The way the area is built physically around mobility makes you feel like you are not welcomed as a walker, biker, or a commuter who lives in the area.”

Economic Development/Workforce

This topic had the most participants in attendance and lots of ideas were generated for consideration and reflection about how to create a foundation and economic engine that would ignite commerce and create opportunity. Shared ideas, perspectives and solutions around and opportunities for growing a more diverse economic base for minorities and women owned businesses ranged from informational kiosks to educate and inform to hiring people from the neighborhood. While also recognizing the impact of transportation as vital and key to leveraging workforce and commerce.

Ideas around multi-use design of space such as not just a 9 to 5 space but more like 24hour. Being aware of how walkability and accessibility is what will generate commerce and get people out of their residences and create connections which creates exciting facets for creating community and commerce.

The most significant focus of the discussion was around what type of investments can happen to grow and ignite entrepreneurs and sustain them as the area is redeveloped? What is possible and what is needed. Many ideas were floated around that have the potential for legs. However, it is also clear that more work and knowledge is necessary for all involved to determine and understand how to appropriately invest and develop business opportunities and spark growth of potential services as this redevelopment special area plan is implemented for Oscar Mayer. [More Info: [Forbes.com Secret Lives of Entrepreneurs](#) article & NPR data research]

- “This needs to be a destination for food, entertainment, etc.”
- “Having clearly marked areas where it is safe to walk and cross the streets...having different options to get to different places safely”
- “This is the area that people see when coming from the airport “
- “Can we point people towards the area, have different opportunities”
- “Leveling the playing field for businesses of color and entrepreneurs”

- “This is more than just being at the table but having the ability to change the narrative; every step of the way needs to be intentional”
- Ensuring that at least 25% of the construction and development dollars in general are focused towards minority and women owned businesses.

EQT By Design key finding:

Creating a level playing field around entrepreneurship, business development, and overall economic engine for minority and women owned businesses is a focus in the community and has been for some time. The success around impact is being aware of the structural inequities and the historical practices of how decisions have been made around who gets access to capital, based on what, networks, and relationships, along with competing cultural values requires a lot of intentional design and thinking. This redevelopment project has the right elements to help set the table on what intentional diverse and equitable development strategies can be put into play.

However, that can only happen if we acknowledge that this work and effort requires a team of people both within and outside of the city of Madison to make it happen. An infrastructure and an intentional mindset is necessary to make this happen, gain momentum, and aspire for success.

Based on the above premise and thinking these ideas influenced by what was heard in the economic and business development session the following recommendations are made to assist in sustained success around economic equity and development

- 1) Develop a targeted outreach strategy that considers the needs of both current and future residents and minority and/or disadvantaged business enterprises. Specific examples/strategies to consider:
 - a) Ensure current residents and businesses have a voice throughout the process
 - b) Launch a messaging campaign (road show!) after distilling focus group information to share the project with the broader community
- 2) Create a culturally relevant physical space for community members and key community stakeholders to learn more about and engage with the development process
- 3) Establish a business an economic model that starts at pre-development through post-development to specifically address businesses that are considered minority or disadvantaged business enterprises. Specifically some examples to consider:
 - a) Determine which businesses will be prioritized (i.e. established businesses, incubator hubs, etc.)

- b) Establish some retail space as high-churn and other retail spaces in a more traditional way (i.e. leases and multi-year) so barrier for entry is not what you typically see in other spaces around town (e.g. State Street)
 - 4) Revitalize the space in a way that maintains the area's rich culture
 - a) Ensure any changes reflect the needs of the community and center and maintain this focus throughout the project
 - 5) Establish a comprehensive, culturally relevant technical assistance framework and ensure ongoing support for area businesses and their leaders. Consider these specific objectives to include:
 - a) Center affordability and visibility
 - b) Establish larger, anchored businesses in a way that does not lead to monopolization of the space and hoarding of resources
 - c) Develop a strategy for supporting collaboration between area businesses
 - d) Focus on financing strategy and seek sustainable funding
 - e) Focus technical assistance on financing and marketing education, as well as legal support
 - f) Incorporate one-on-one business coaching and ongoing support for business leaders
 - g) Allocate a percentage of revenue from area lease payments to help fund these efforts
 - 6) In the redevelopment footprints specifically outline and discuss how businesses and other community stakeholders will be prioritized within the space. Consider the following:
 - a) Prioritize developers, designers, construction companies, and property owners of color
 - b) Prioritize businesses and residents currently in the area
 - c) Prioritize businesses with diverse teams
-

Attachment A

Focus Group Statistics and Demographics

Summary of KCAG results by the numbers:

KCAG	Invitees	Responses	Attendance
Walking Tour - June	33	16 (48%)	9 (56%)
Inclusive Hub - Aug	21	13 (62%)	7 (54%)
Transportation - Sept	50	15 (30%)	6 (46%)
Biz Development - Nov	47	24 (51%)	12 (46%)
Summary			
Unique KCAG Invitees	79	NA	34 (43%)
Survey			
Survey Responses - <i>majority non KCAG attendees</i>	60	30 (50%)	NA

Demographics

RACE		Jun	Aug	Sept	Nov
White	2	0	1	1	1
Racial/Ethnic/Cultural	32 (94%)	9	6	5	11
<i>AA</i>	60%	5	4	4	7
<i>Latinx</i>	18%	1	2	0	3
<i>Other</i>	22%	3	0	1	1

GENDER

M	13 (38%)	2	5	2	5
F	21 (62%)	7	2	4	6

Attachment B

Focus Group Comments by Topic Area

Neighborhood and Housing

1. “It almost feels like everything is compartmentalized”
2. “If there was lighting, signage and gardens, see more people walking and then feeling like there are more people in the community”
3. “More connectivity and community development elements that influence the community to be out more”
4. “Neighborhoods are not felt to be safely connected. “
5. “Having clearly marked areas where it is safe to walk and cross the streets...having different options to get to different places safely”

Culture and Community

6. “Build a space that is for and by the people; it should speak to more than one type of group”
7. “There is no sense of what community you are in.”
8. “Everything that is done should be built with a pedestrian feel in mind”
9. “Can we point people towards the area, have different opportunities”
10. “The way the area is built physically around mobility makes you feel like you are not welcomed as a walker, biker, or a commuter who lives in the area.”
11. “Not destination oriented.”
12. “Bringing more culture and character to the area, which in turn will bring more people and bring more business to want to develop this area”
13. “Signs seen in different languages...makes you feel comfortable that there may be diverse groups of people in the area”

Economy and Opportunity

14. “This is more than just being at the table but having the ability to change the narrative; every step of the way needs to be intentional”
15. “This is currently an underutilized space which creates an island effect and disconnects [us]”
16. “The airport is nearby and there are no connections between that opportunity and this area”
17. “This is the area that people see when coming from the airport “
18. “This needs to be a destination for food, entertainment, etc.”

19. "Want to create multi-use space with light manufacturing, job opportunities, interactive activities for folks of all ages - we want to create life!"
20. "Ensuring that at least 25% of the construction and development dollars in general are focused towards minority and women owned businesses."
21. "Hiring people who are from the neighborhood and building a renewed pipeline and workforce of people from that area."

Transportation

22. "This area feels vehicle dependent."
23. "Routes don't always go all the way to the area...sometimes folks have to walk quite a ways from stop to stop"
24. "What is the northside accessible to"
25. "Having clearly marked areas where it is safe to walk and cross the streets...having different options to get to different places safely"
26. "Transportation is missing as a focus for leveraging workforce and commerce."
27. "The area is not walkable or safe to encourage commerce."

Attachment C

Online Survey Results

Summary statistics about the Online Survey

- 30 respondents completed the survey
~60 sent to those who did not attend KCAG sessions and other diverse constituents)
- 70% -- are of Racial/Ethnic/Cultural identity (n =22)
- 76% -- live within the City of Madison (n =23)
- 83% -- were between the ages of 25-64 (n=25)

Survey Responses (n=30)

Respondents indicated the following regarding the balance of housing and employment within concepts for the OMSAP:

- 73% -- stated that there is a good balance of housing/employment (n=22)
- 13% -- stated that there was not enough housing (n = 4)
- 7% -- stated that there was not enough employment
- 7% -- state that there was too much housing

Respondents had the following response about the concepts of OMSAP meeting vision and redevelopment objectives:

- 50% -- stated that the concepts meet the vision and redevelopment objectives (n = 15)
- 30% -- stated that they could live with the vision and redevelopment objectives (n= 9)

Respondents indicated the following about the the OMSAP sketches?

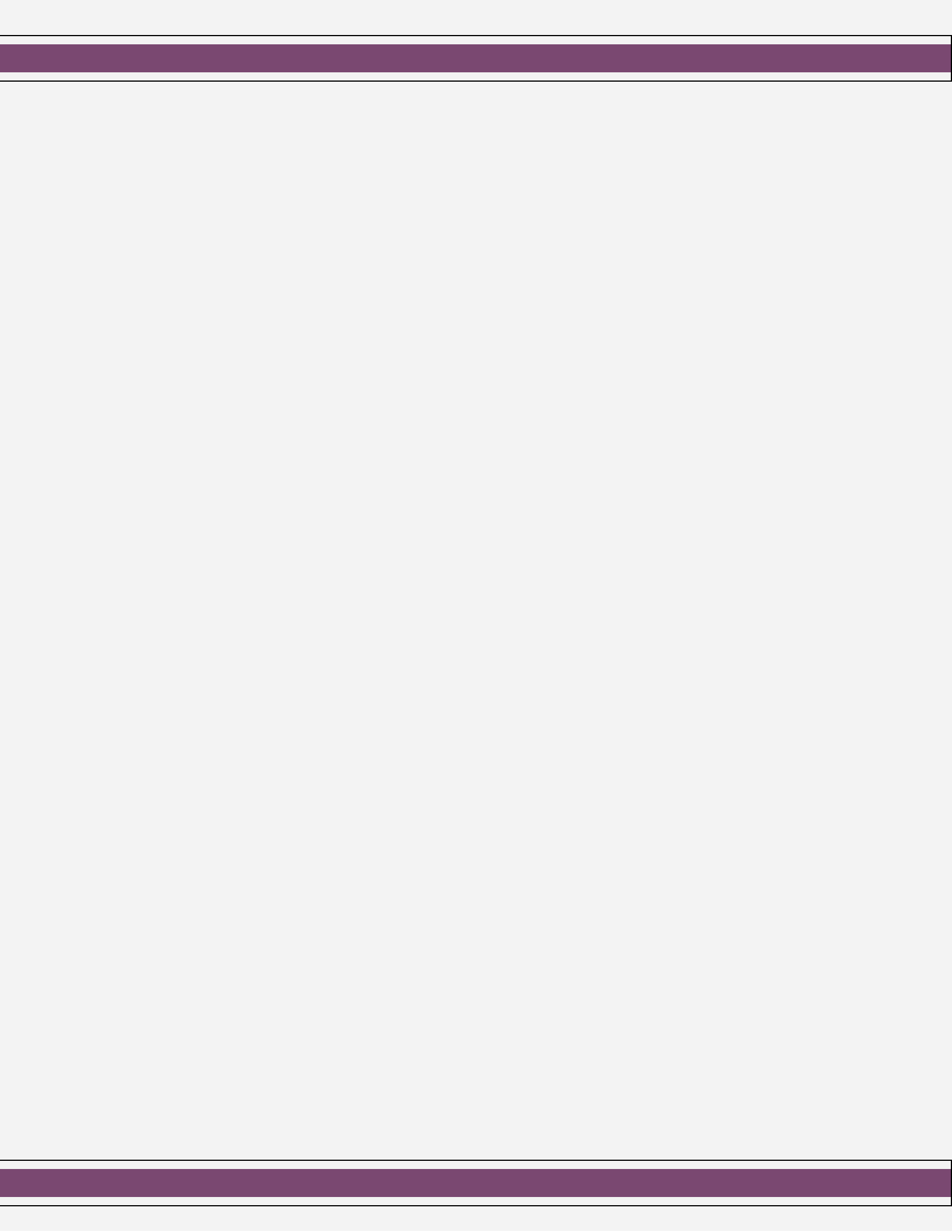
- 70% -- stated the sketches accommodate growth and keep the northside character (n=21)
- 16% -- had no opinion
- 7% -- stated the scale was too large (n=2)
- 7% -- stated the scale was too small (n=2)

Respondents indicated that they want the OMSAP to:

- 60% -- Create an inclusive mixed-use hub that has a Northside vibe and identity (n =18)
- 23% -- Transform Commercial Avenue into a walkable mixed-use district (n =7)
- 13% -- Maintain corridor as a major employment area

Respondents indicated they want the following when thinking about moving in and out of the OMSAP:

- 53% -- Connected local street network with direct routes to, from, and through the area
- 20% -- Bus Rapid Transit along Sherman or Packers
- 13% -- Improving pedestrian access and character along the Packers Avenue corridor
- 10% -- North/South bike path



Online Survey Response Comments

Each black dot below represents a unique response from those who submitted a survey.

- I'm very excited about the mixed use space and connecting streets.
 - ❑ I spent a long time commuting because there are limited route options and there are very few job options on the north side of Madison.
 - ❑ There are few recreational or health related spaces which doesn't give me any incentive to exercise or do activities to take care of myself.
 - ❑ The improved bike routes also excited me because I will be able to safely access downtown and the east side.
 - ❑ I would love to start my own business, so knowing that there will be business spaces makes me happy.
 - ❑ I appreciate all you are doing to get residents of color feedback.
 - ❑ One thing that concerns me is the potential for a lot of traffic since there will be more residents and workers in this area. As it is right now it is one of the sides of Madison with the least traffic jams and road noise pollution.

- The attention and redevelopment worries me. At the ends of the day Madison continues to need AFFORDABLE HOUSING. Not mixed income housing, but affordable. Will the businesses that go in that space provide \$15hr jobs? People will not be able to afford, and the City continues to build for the people with money :(

- Excited to see the development of what can help the surrounding diverse community thrive.

- Affordable housing that is truly affordable is critical. Make sure there is abundant green space and not overcrowding with structures and cement. Make sure retail space doesn't sit empty like so many other developments. Make sure nothing that can harm the environment is funded/built.

- I would certainly like to see more use of those who live and work within the community who are also live and breathe the creative sector as the creative arena will help drive the economic impact - creators bring a major ROI to a community as well as the vibrancy creatives generate for neighborhoods and communities

- The scale seems big, however I think that is what is needed to contain growth in the area.
 - ❑ My concern is that it will house and employ folks moving into the East/ Northside area once the redevelopment takes place.
 - ❑ I work with youth on the Northside, and I see them and their families needing a revitalized residential space with opportunities to do meaningful, gainful work.
 - ❑ Youth in particular need to feel excited about staying in their neighborhood by feeling connected to the outside world through spaces that are shared by people from other parts of the city.
 - ❑ Right now, the Northside is isolated by both traffic corridors but also because of segregation.

- The only way to actually engage Northside residents in this project is for there to be parallel programs to house and employ those residents in this new development. If this happens, this project is very exciting.
- What connects the North to the East side in the plan? Place BRT on Packers so it can serve the airport. Limit the number of stops similar to a subway so it is truly rapid. I like the density generated by the in-fill. I like the mixed use and I really like the gathering space. That is really missing on the North side.
- I would be concerned about affordable housing in the area. We can make this a place for employment but the individuals working and servicing in the area would not be able to afford living in Madison. Like many new development projects in Madison, we hire at minimum wage jobs that have no sustainability and turnover becomes a problem - people have to work 2-3 jobs for 1 individual to live, heaven forbid they are managing a family with young children.
- I like what I saw. The concepts for the public space look great, and I hope it can be done in a way that makes it accessible for pedestrian traffic. I love the idea of the roundabouts on Aberg Ave.
- Ensure minority businesses are included in the marketplace.
- This would be a great location for an African American cultural center/ history center in Madison of which could serve as a great tourism location for the city.
 - Cultural tourism is the most rapidly growing subset of tourism nationally, yet Wisconsin does not have a sufficient amount of current and culturally appropriate locations to promote that appeal to African American, Latino, Hmong travelers.
 - There is also plenty of space for a dedicated and much needed teen center, to include a dance hall, lounge and internet cafe. This space and opportunity gives the city a much needed and unique chance to remedy some of the challenges that are facing multicultural youth in Dane County.
 - The city of Madison is also in need of a track and field, basketball and freestyle dance facility that is accessible by teens.
 - Incorporating a trade school/ arts school for the city would be extremely beneficial to all. It is my understanding that there is a significant shortage with youth entering the trades-have a feeder school to Madison College and or other types of apprentice/ entrepreneurial programming would be amazing.
 - There are currently not enough low-cost or free outlets for teens to have positive socialization opportunities in the City.

 - This could also serve as a hub for non-profit office space. Light rail from Darbo area or direct busing routes with extended hours. Bus, rapid transit on Commercial Ave and UBER or other shared ride service access.
 - Will any of this space offer underground access such as the underground mall in Atlanta? Will there be an enclosed parking ramp?

❑ Also, will this space still offer a world market of sorts? I thought that I had heard about this being part of the plan a couple of years back. Marketready I believe was the name. (speaking to Public Market)

- I'm excited for investment in the Northside, and the potential to add some warmth, jobs, attractions, and heart into the area. We receive too little attention, business dev. and beautification. Please build something beautiful for Northside kids and all people in the area!
- I want to make sure there is enough housing but not just apartments. There should be affordable homes that people can own.
- Inclusion of minority contractors for 25% of the construction done on the project and hiring PEOPLE from the neighborhood.
- I am excited about the Mixed-use, with Pedestrian spaces.
- The energy of making something old new and inclusive!
- The street signs and walkability with cross walks. Food courts with jobs, the train- hopefully accessible affordable and take people where they need to go. The need not just not enough housing in the project. Need to ensure that housing is affordable. The sketch could have been in virtual reality to help get a real feel for possible concepts as explained in the video.
- I thought the main goal was to create jobs in this area, not more housing.
- It excites me that the north side will become modernized and not suffer from failed industry. I would like to see a mixture of new housing an accessible businesses to create revenue and a better way of living for the residents in the area.

From: Maria Powell (MEJO) <mariapowell@mejo.us>
Sent: Wednesday, June 10, 2020 2:09 PM
To: Park Commission <pacommission@cityofmadison.com>
Cc: Abbas, Syed <district12@cityofmadison.com>
Subject: Agenda Item 11 (Legistar # 59745)--MEJO supports preservation of 30-acre Hartmeyer Wetlands

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Parks Commissioners:

The Midwest Environmental Justice Organization supports the 30-acre Hartmeyer conservation park proposed by the Friends of Hartmeyer Natural Area (per Agenda Item 11). Preserving this area will better protect public and environmental health and will also improve racial/social equity in Madison.

Please see the attached comments for more details.

Thank you for considering our comments.

Maria Powell, PhD
Executive Director, Midwest Environmental Justice Organization Madison, WI 53704
mariapowell@mejo.us, mejo.us



June 10, 2020

Dear Parks Commissioners:

It's time that Madison leaders prioritize human and environment health and race/class equity over tax dollars and profits for developers. **Preserving the full 30-acre Hartmeyer wetland area as a conservancy park, in line with the Friends of Hartmeyer Natural Area, is a step in that direction.**

How will this decision affect human and environmental health and race/class equity? See further details below.

Public health & the environment

For decades, the large Oscar Mayer site spewed sewage, animal wastes, cooling water wastes, and a plethora of other contaminated stormwater into the Yahara River and [Starkweather Creek](#)—and then to Lake Monona and downstream waters. Oscar Mayer's sewage effluents [played a significant role in over-fertilizing Lake Monona](#) and contaminating its fish and the people who eat it, including many low income, minority subsistence anglers.

Though the Oscar Mayer factory is no longer in operation, as I wrote in my [February 10, 2020](#) comments to the Plan Commission, very little of the significant toxic contamination in soils and groundwater there, including documented high levels of chlorinated compounds and metals, and also likely (but mostly unmeasured) PCB and PFAS contamination, has been investigated and remediated. The site still discharges these contaminants into stormwater drains that lead to Starkweather Creek and the Yahara River, and then to Lake Monona.

Any development on this site will further exacerbate polluted stormwater runoff from the site, regardless of regulations and the DNR Brownfields program. Even when stormwater laws are followed (which, in practice, is often not the case), excavation and construction for developments inevitably disrupt contaminated soils and groundwater that run off into storm drains when it rains. This can be reduced somewhat with good erosion control practices, but cannot be completely (or even substantially) prevented. More importantly, after development is completed, even if green infrastructures are incorporated into the developments, over the long-term more buildings, roads, and parking lots mean more impervious surfaces, more cars/parking, fewer trees and less or no wetlands.

One doesn't need technical expertise to understand that more urban developments—along with loss of trees, vegetation, wetlands—will increase flooding and contaminated runoff into storm sewers and waterways. Raingardens direct contamination downward to groundwater. There is no “cake and eat it too” or “win-win” way to develop and also prevent water pollution. Period.

Bottom line? The more land that can be left undeveloped, the less polluted runoff will go into the lake and the better it will be for human, wildlife, and environmental health.

Race/class equity and environmental justice

On [February 13, 2018](#), Toriana Pettaway, Equity Coordinator for the City, conducted diversity training for the OMSAP Committee to help them be more “inclusive in their decision-making processes” and organized activities to help committee members consider how their decisions “will affect a diverse group of people and communities who are not at the table and may not always have a voice.” Annette Miller also organized focus groups and other meetings to engage

under-represented groups and get their input on the OMSAP. We commend the OMSAP for including these trainings and for outreach to engage low income and people of color.

Unfortunately, there is no evidence that the committee considered toxic contamination at the site and how it might affect the health of diverse communities who may or may not have been at the table. Focus group participants wouldn't have known about the toxic contamination at the site, and considered its effects on human and environmental health—including health of people of color and low income people--unless the committee informed them of it. There is no evidence that they did so.

The toxic contamination discharged from the Oscar Mayer site, and the former Burke sewage plant used by Oscar Mayer for many years, into Starkweather Creek and Lake Monona negatively affects human health in many ways. Most importantly, these contaminants make their way into fish that are consumed by low income and minority subsistence anglers, who often depend on the fish to feed their families.

A recent [Northside News article](#) featured MEJO's collaboration with East Madison Community Center teens to address PFAS in Starkweather Creek, which runs through the Truax neighborhood where the teens live. High levels of PFOS, one of the most toxic PFAS compounds, which builds up in fish, were found just downstream of the Burke golf ditch, which drains from the former sewage site used by Oscar Mayer.

Are conservation parks only for white, privileged people?

Defending their stance against the FHNA 30-acre conservation park proposal, the [June 8, 2020 city staff memo](#) says "Anecdotally, staff has heard persons of color often do not feel comfortable in urban natural areas because those spaces and users don't feel welcoming to them. Repeating this type of open space on the Hartmeyer property will not help create a space for all Madison's residents."

Unfortunately, this statement reflects narrow cultural assumptions and racial stereotypes. A growing body of research supports the importance of urban green space for health, environmental justice and racial equity—see: https://link.springer.com/chapter/10.1007/978-3-030-10469-6_4. In fact, the [2018 report](#) summarizing the OMSAP focus groups with under-represented people listed "open and green space" as one of the things participants appreciated about living in Madison.

MEJO has worked with many low income people of color (African American, Hispanic, Hmong, African, Ho-Chunk, and other Native Americans) who have close relationships with and passion for fish, wildlife and wild/natural areas. MEJO has organized numerous events engaging people from diverse backgrounds in [exploring and foraging in urban parks](#) and [fishing](#). We have organized [meetings about with diverse community members](#), Starkweather Creek [trash cleanups](#), and based on our community work, written reports on how we can better engage diverse communities and address [stormwater runoff into Starkweather Creek](#).

Madison shoreline parks are extremely popular among anglers of color. I know from talking with hundreds of subsistence anglers on Madison shorelines over the last couple decades that [many African Americans regularly travel to Madison lakes from Milwaukee, and even Racine and Chicago](#) to fish for food for themselves, their families and friends. Some told me they come here because they do not feel comfortable fishing on the Milwaukee Lake Michigan shoreline or in small towns between Milwaukee and Madison—because they have experienced overt racism there (as [this article illustrates](#)). This doesn't mean they don't experience any racism in Madison while fishing—they do. A few years ago, white bicyclists tried to ban fishing along the bike path in front of Monona Terrace, a popular fishing spot for African American anglers.

If some people of color don't feel comfortable in Madison natural areas because, as city staff wrote "those spaces and users don't feel welcoming to them," which may be the case in some places (such as those described above), rather than using this as a reason not to increase urban natural areas, perhaps city leaders should ask--why don't these people of color feel comfortable in these areas? How can we change this, how can make these spaces more welcoming and comfortable to everyone regardless of race or class, and to engage diverse people more equitably in these places?

Thank you for considering my comments,

Maria Powell, PhD
Executive Director, Midwest Environmental Justice Organization, mejo.us

From: Beth <sluysb@aol.com>

Sent: Wednesday, June 10, 2020 11:37 AM

To: Park Commission <pacommission@cityofmadison.com>

Subject: Agenda Item #11, File # 59745 Board of Park Commissioners

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Nicole,

Please forward this document to all of the members of the Board of Park Commissioners as well as post it to the Legistar site before tonight's meeting.

Thank you,

Beth Sluys
Dist 18
Lerdahl Park

Hartmeyer Natural Area and the Oscar Mayer Special Area Plan
2007 Roth Street, Madison
Legistar # 59745

Beth Sluys Lerdahl Park Neighborhood Alder District 18

The Hartmeyer Natural Area is a unique resource for Madison's Northside and presents an extraordinary opportunity for the city to partner with area groups, Groundswell, and Dane County, granting agencies, as well as private donors to create a legacy park unlike any other in Madison's city limits. It is a once in a lifetime moment for us to consider preserving an historic piece of Madison that has always been a marsh and wetland, just disrupted by human industry and the use of this parcel of land. ***This is a legacy moment, and one that has a precedent in Madison.***

Madison has a rich history of successful public and private partnerships when looking to preserve natural areas or to create public park spaces. It is this history of public private partnerships that has been at the fore of many of Madison's parks. The Parks and Pleasure Drive Association formed to build parks and drive ways in and about Madison. Between 1903 and 1905, the association gave private donations to the city that amounted to around \$104,000. Before 1899, the city owned 3.6 acres of park area, due to the PPDA donation efforts, by 1905, the partnership increased park area to 150 acres of land.

In 1953, when the prospect of creating a northern pike spawning ground in the marsh area of Warner Park came into the forefront, local residents, like **Alvina Neibuhr**, a bait shop owner on Madison's north side, put out a donation can in her bait station. This photo is of Alvina, who is shown here "holding the *winning* contribution can in the campaign to finance the purchase of a northern pike spawning and rearing area in Castle's Marsh near Warner Park."



This extraordinary opportunity to consider purchasing ALL 30 acres of the Hartmeyer property is akin to the one that the city took up when Olbrich Park was created. It relied on a public private partnership with the Botanical Society to help fund the park and its operations -a partnership that continues today and into the

future. Why not consider a partnership when considering the purchase, as there are partners eager to meet and discuss this opportunity. The city could purchase a portion (14 acres) and the balance could be purchased in collaborative effort. Area residents are already contributing money to the Friends of Hartmeyer Natural Area, without even asking. There is such support.

Planning, Support and Recommendation

Madison is a wonderful place to live, and a great city known for its planning efforts. As we endeavor in our work to preserve this vestige of how most of Madison's lake shoreline used to be, we understand that the planning process requires that the various needs and wants of the public, city leaders, planners and landowners are each represented in the final plan. To date, the option to keep ALL 30 acres as a green area on the land use map is a very viable one and helps to fulfill the goals and recommendations of most of the public plans currently guiding redevelopment and land use in Madison. Based on Northside resident input, the map can look like this:



Madison has often taken on "low quality" land situations and turned lemons to lemonade, but for redevelopment focused on hardscapes and buildings. The issue at hand is turning an altered wetland into one that will continually improve and be restored. Is it a perfect natural area accessible to everyone? Not yet. Even the "high quality" Cherokee Marsh contains vast areas of reed canary grass and other invasive species that require a rather high level of spraying of grass killer in the marsh, but yet, through a strategic partnership, the land was purchased. If canary grass and other invasive plants are the litmus test for decision-making, then how have we ended up with hundreds of acres of parks that contain invasive plants throughout

the park system? It does not make for a consistent rationale. **There is a request on the table for conducting an ecological evaluation of the site using the funds designated in the budget towards the Hartmeyer property. Alder Abbas secured those funds. Let's dedicate and investigate.**

Rather than speculate on the quality of the Hartmeyer site or what area residents would want at the location, let's consider placing ALL 30 acres on the land use map as GREEN, and conduct an ecological opportunities assessment. Through this effort, we can achieve a level of understanding of the ecological and social opportunities in a simple format to be useful to allow for well rounded and community-informed planning, review and recommendations by stakeholders and potential funding partners, including Deputy Mayor Christie Baumel, City Planning and Engineering, Madison City Alder Abbas and Kemble, and the Board of Park Commissioners, the Friends of Hartmeyer Members and Supporters, Dane County, WDNR, Groundswell, and others. In the 2009 plan for the Sherman Neighborhood, the plan contained a development concept for the Hartmeyer land, and then language that states: "The Steering Committee worked with City staff to generate the designs recognizing that they offer two of many potential solutions. It should be noted, that Oscar Mayer/Hartmeyer Estates has no near-term plans to redevelop/develop these lands."

This plan could contain ALL 30 acres designated, and include similar language such as ***"The Board of Park Commissioners reviewed the various design options recognizing that each has intrinsic benefits and costs. At this time, the Hartmeyer Partnership has not indicated near-term plans to sell the land, nor a selling price, based on repeated inquiry by city planning staff. Should the property become available for sale, the city will convene a consortium of interested stakeholders and approach the Partnership regarding the purchase."*** 30 acres for 2-3 million dollars seems like a great deal given the city's willingness to purchase 15 acres of land at OM Station for almost 15 million dollars. City parks recently purchased 0.2 acres for \$275,000 dollars to expand a park on Milwaukee Street, which requires additional expenditures for demolition of the house. And, given the expressed interest of groups and organizations in Madison towards a purchase, the city would **not be responsible for the entire purchase price**. As such, the numbers presented in the city staff comments **are speculative**, and most importantly, not based on spirit to create a consortium of stakeholders. We can do better and more when we join together.

If the roadway design to connect Roth Street uses the existing railroad crossing, as shown in my design in the above land use designations, the city would save close to a million dollars. A current railroad bridge project on Troy Drive (Alder Kemble D18), through a combination of efforts by the city and the WSOR, a better cost saving design was created and it has saved the city funds that could be allocated towards this purchase, estimated at a savings of up to \$500,000. If the Coolidge Street extension is opened to pedestrian and bike pathways only, modeled after the ***Leonard Street and Monroe Street connection***, there would also be a cost savings related to that work. If we look to creative planning and budget options, we could save over 1.5 million dollars that could go towards the purchase of the Hartmeyer land. Currently the zoning is Industrial with a wetland overlay. Let's be creative, collaborative and look outside the standard options in this legacy moment to preserve these 30 acres of post-industrial wetland ecosystem and future greenway. We can do this.

Existing Plans Support this Concept

Various city plans contain language that supports the idea of a preserving this natural area:

"Society exists within environment that must be respected and preserved for future generations...the preservation of important natural features and systems is critical to maintaining a healthy environment and ecological balances." - Madison Comprehensive Plan (2018)

"A wetland exists on the Hartmeyer property that not only serves an important retention function, but as a natural feature for residents as well." "Partner with the current owners of the wetlands near Roth Street to preserve and maintain them as open space."— Oscar Mayer Area Strategic Assessment Report (2018)

“Preserving and enhancing the existing wetland area and the natural open space features that surround it may promote community building and identity in this area serve employers/employees and serve as a green space gateway to the Northside.” Northport-Warner Park-Sherman Neighborhood Plan (2009)

The Parks and Open Space Plan identified the Sherman neighborhood area as deficient in access to a park.

Acquiring ALL 30 acres of the Hartmeyer land fulfills 6 out of the 9 strategies in the Madison Comprehensive Plan:

1. Protect Madison’s water supply and infrastructure to provide safe, clean drinking water – the wetland can be a place for natural water infiltration and particulate removal
2. Improve lake and stream water quality – the wetland captures a large volume of water with each rain event and keeps it from storm sewers and slowly releases the water through infiltration
3. Acquire parkland and upgrade park facilities to accommodate more diverse activities and gatherings – the Hartmeyer property offers a great space for people of all ethnicities and ages and socioeconomic backgrounds to find a peaceful spot in the urban landscape for a quiet connection to nature and wildlife and nature education programming provided by city volunteers
4. Improve and preserve urban biodiversity through an interconnected greenway and habitat system – the back end of the Hartmeyer property runs along a rail corridor that offers a natural greenway that connects area open spaces for all urban wildlife
5. Develop a healthy and diverse tree canopy – there are several ancient oaks on the uplands that add to the variety of trees in the area with land enough to plant additional oaks; preserve the woodland buffer on the south edge of the property
6. Support sustainable farming and gardening practices that protect the ecosystem and public health- if preserved, the Hartmeyer natural area would be cleaned up and restored to include native plantings to provide habitat and enhance the ecosystem.

While the current Comprehensive Plan may recommend development that includes infill and redevelopment, the Northport-Warner Park-Sherman (NWS) Neighborhood Plan, the *adopted* sub-area plan (Nov 2009), shows that there is a desire for open space shown for the Hartmeyer property, it is based on the wetland delineation of that time.

Overwhelmingly, the area residents who live in the adopted plan area and all the area neighborhoods are supportive of preserving the wetland ecosystem of the Hartmeyer property. Overwhelmingly at OMSAP-related meetings with area residents, young, old and millennials, *the majority opinion expressed was support for preserving ALL 30 acres and the creation of a public access natural area at the Hartmeyer property.* The wishes of the Sherman Neighborhood Association, Eken Park Neighborhood Association, the Emerson East Neighborhood Association, Madison Audubon Society, Sierra Club, Friends of Hartmeyer Natural Area and area residents and businesses is to conserve ALL 30 acres for a public natural area.

Storm water and Wetland Information

The aerial photos from the 1930s forward, show the land already disrupted - various fill, farmed, coal piles, diesel fuel tanks, baseball fields, dirt roads and the like, remnants of its history, its natural history are re-emerging as we no longer overuse the groundwater and climate change brings us a massive volume of rainfall, similar to the rain we are experiencing right now. The Hartmeyer natural area is re-emerging to its once marshland and wetland condition, not because we have done something to it, but ***because we have not.*** The groundwater levels are rising due to the abandoning of high capacity wells at the Oscar Mayer plant (due to contamination with TCE) and increased rainfall causing rising lake levels, all one integrated system in the Yahara River watershed.

Currently, surface water runoff from the paved parking area enters the low lying area but would have done so even if the area were not paved, as it sits on a slight rise above the low lying area, with a pitch towards the water feature. Madison allows untreated polluted storm water to enter into all sorts of systems within the Yahara River Watershed including the discharges into area lakes including Lake Mendota from the surrounding neighborhoods and into Starkweather Creek.

In understanding hydric soils, they function in this manner: 1. They facilitate and regulate the flow of water between groundwater systems and surface water systems. 2. They act as a recharge point that allows for the movement of water from surface water to groundwater and 3. They release groundwater to soil.

The wetland does serve to gather and absorb surface runoff as well as acts as a holding area to allow for gradual absorption. In addition, this wetland ecosystem provides for carbon sequestration, with soils being the largest carbon reservoir in the terrestrial carbon cycle. So by restoring the wetland ecosystem, we not only provide a beautiful wetland natural area, a public space for learning about and observing nature, a gathering place that is not about hard structures, we also can help in the reduction of our carbon footprint related to the planned increase of carbon in the north side due to the future home to over 200 Metro buses, the F35 jets and more diesel trucks related to the MG&E fleet of service trucks, and the increase in cars to the north side due to more people living on the north side.

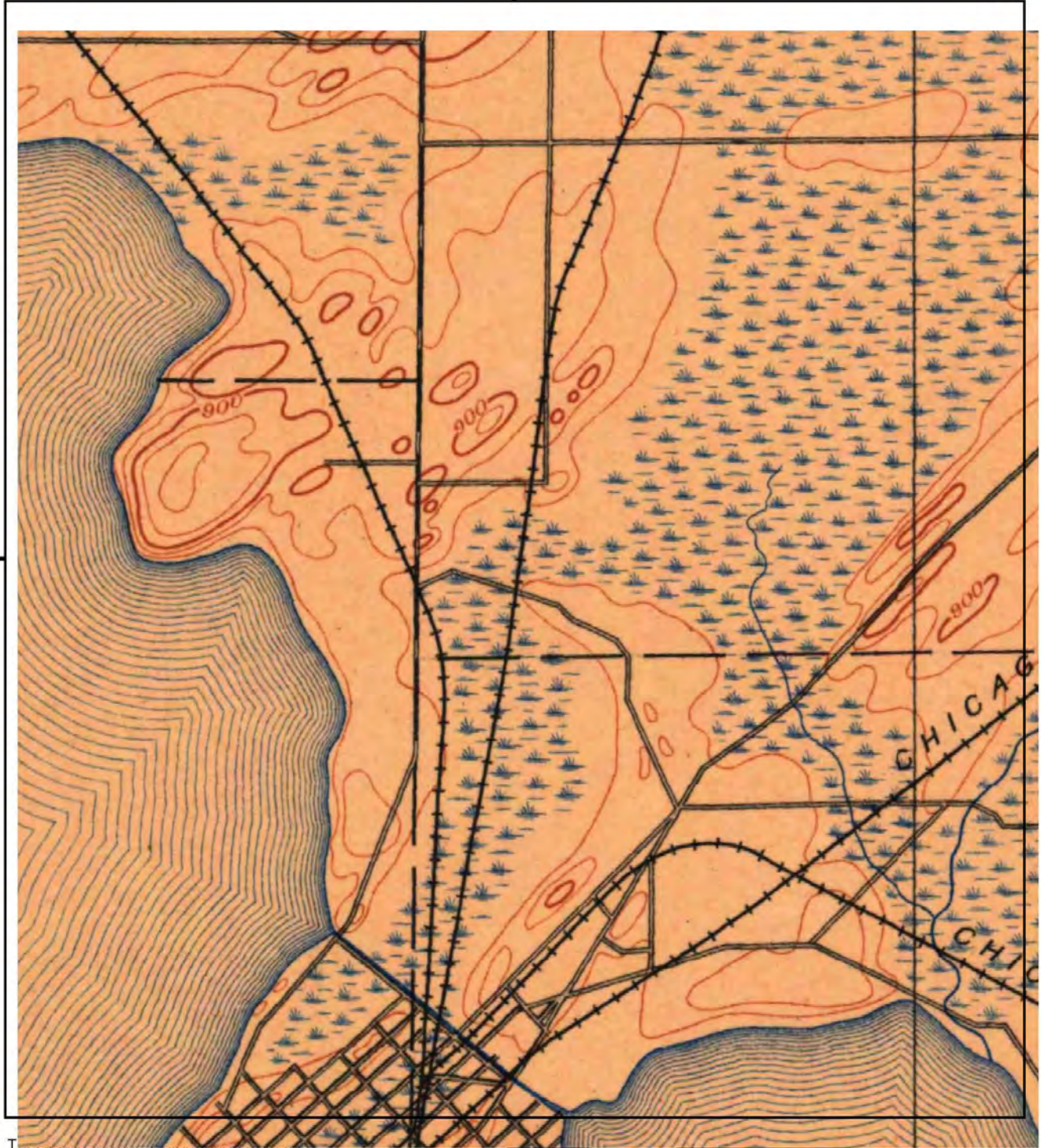
On the following pages, are some images showing the use of the Hartmeyer land through time, and the wetland marsh area showing on aerial photos from throughout the decades, pre-1993. (The red outline indicates the boundary of the Oscar Mayer property on some images). Historic topographic maps and show that the Hartmeyer land was once marsh and wetland/upland. In truth, most of the lakeshore areas that are now all developed and being redeveloped in the Madison area were once open marsh and wetland supporting the Yahara River watershed. It was through the infilling of the wetlands and marsh areas with soil, public trash, rubble, construction debris, coal ash, and industrial toxic and hazardous waste, that we filled the wetlands and marshes in, and now redevelop and live on top of it. But the wetland and groundwater systems remain, despite our infilling. Wetland subsurface systems remain in place, and are not destroyed. As the saying goes, *a river runs through it*.



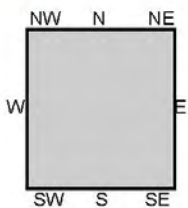
This image shows a **1947 view of Oscar Mayer and the Hartmeyer land**. It

appears to show a large water feature on the property, with infill occurring in the current location of the Esquire Club and dental office along the western edge of the wetland along Sherman Avenue.

The pre-1993 photos that follow show a clear outline of a naturally occurring water feature throughout the decades. Take this pictorial tour of the Hartmeyer land as well as the Oscar Mayer site. The images show a regular water feature over time on the Hartmeyer wetland as well as some of the issues being faced now with the environmental clean up required including the storage tank locations and the location of the large coal pile along the rail corridor. Enjoy a bit of time travel...



This report includes information from the following map sheet(s).

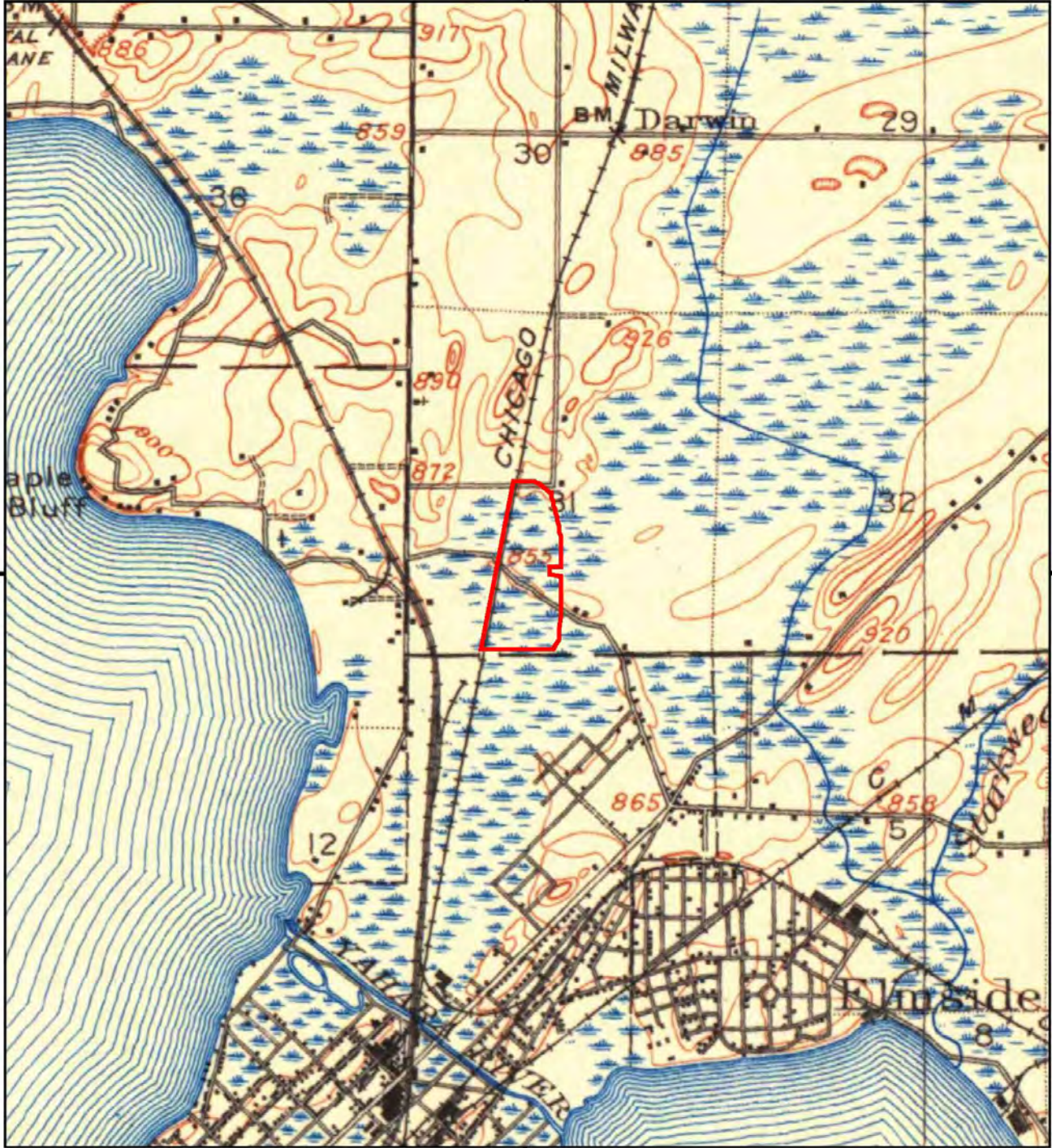


TP, Madison, 1890, 15-minute

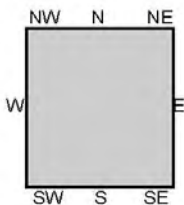
SITE NAME: Kraft Foods
ADDRESS: 910 Mayer Ave
Madison, WI 53704
CLIENT: ERM, Inc.



The dotted horizontal line is the quarter section line and also where Commercial Ave is located.



This report includes information from the following map sheet(s).



TP, Madison, 1904, 15-minute

SITE NAME: Kraft Foods
ADDRESS: 910 Mayer Ave
Madison, WI 53704
CLIENT: ERM, Inc.





1937 Showing very low water levels in Lake Mendota due to severe drought conditions. This would likely be why no indication of the wetland area is showing on the Hartmeyer land.



INQUIRY #: 5065128.9

YEAR: 1955

— = 500'





1957



INQUIRY #: 5065128.9

YEAR: 1980

— = 500'



We should consider the wetland ecosystem as an existing context for the neighborhood area. True context-sensitive design is required, as the Hartmeyer land is a key component of the neighborhood character and it offers a place in which community members feel ownership. Area businesses rely upon the wetland as a critical part of their business branding. The dental office facility on Sherman Avenue faces out onto the wetland and uses its visual calming effects to help their patients.



2000

Aerial photos show the wetland ecosystem, despite the challenges presented, is thriving as it returns to its historic capacity within the urban setting. The outline of the baseball diamond is still present.



2018

Cultural Inclusion and Equity

Recently, the Historic Preservation Plan was developed in Madison and it includes the "identification, evaluation, designation, protection and retention of significant architectural, historic, and cultural resources in the built and natural environments." **The draft preservation plan** makes recommendations about education, outreach and tourism.

The plan includes an inventory of places that are significant to traditionally marginalized groups. There's also consideration given to religion, arts and literature, social and political movements. Strategies for marking these histories include creating storytelling plaques, promoting cultural tourism, and organizing educational events like history tours. These are the very activities that could be taking place at the Hartmeyer natural area. The promotion of historic preservation as a driver of economic development is emphasized. The property could be eligible to receive historic tax credits.

The Comprehensive Plan also offers that we "preserve historic and special places that tell the story of Madison and reflect racially and ethnically diverse cultures and histories." Part of the Hartmeyer natural area is a confirmed Native American site and has documented archeological and human burial grounds, from early surveys. While the property has had some surveys completed through the years, there has not been one conducted near the three large oak tree area located along Roth Street. These large ancient trees are at least 200 years old and have witnessed the changes of time to their landscape. You can see them standing tall in all of the aerial photos. In speaking with the Wisconsin State Historic Society, the first place that a field survey team would look would be towards old trees when conducting a pre-construction survey. The ground around and under these trees would not have been disrupted, and so if there were artifacts to be found, it would be in the area of the old oaks. I would suggest that in these days of equity and trying to look towards a better way, we consider all people of color in this process. I have attended many city events where an

announcement is read aloud acknowledging the Ho-Chunk nation. I say, let's have an archeological survey completed in the area of the old oaks on Roth Street and create a true tribute to the tribe and their loved ones, as part of the Hartmeyer natural area story. So often the mounds are removed and then the site is no longer considered a sacred burial site.

The exploration of the history of the Hartmeyer Natural Area should be ongoing, and it will rely on help from local cultural organizations, preservation groups, neighborhood associations and Native American nations.

These are still sacred grounds to the Ho-Chunk, and should be for all of us. The Friends of Hartmeyer met with Ho-Chunk representatives in 2019 to discuss the possibility of naming the various wetland ecosystem areas, to provide historic information related to footpaths and trails, etc. The FHNA looks to continue this partnership and continue to learn about the land use in the area by the Ho-Chunk and how best to share that information. **Please insist that a site survey near the old oak trees be completed prior to any work on this site.**



The Friends of Hartmeyer Natural Area group formed a little over a year ago. It started out as an invitation to area residents, and many bags of trash, car tires and debris were removed. But more importantly, the wonderful diverse group of residents who showed up to share in that event was terrific. Many hands, of all colors, made light work. There is great enthusiasm from area residents to create a public access natural area and one that will be tended by the public that is already engaged in this work.

Recently, as a result of a horrible incident involving an African American birder in New York's Central Park, the Audubon Society chose to highlight this incident and take up the challenge to talk about Black Birders. They hosted a Black Birder Week to open up dialogue. As MAS states on it's website: "The birding community, the conservation community, outdoor-lovers in general—we all have a lot of work to do. We need to make sure that everyone feels safe exploring the natural world that we all share. We need to make birding an inclusive and welcoming space for everyone, regardless of their skin color. We need to listen to Black voices when they tell us what we could be doing better."

Rather than basing part of a major decision on city *staff anecdotes*, why not consider asking people of color to speak to their outdoor experiences and how they experience nature. This is a great opportunity to create an urban natural area that would be safe, accessible by all modes of transportation and inviting to all people. While Annette Miller did conduct meetings with underrepresented residents, only 39 people participated in her focus groups. This is not really a clear representation of what people of color on the north side think about this natural feature given they were told it would be a small neighborhood park. **Being denied the review of all options seems wrong.** Because the public was not invited to attend these meetings, the Conservation option "C" of ALL 30 acres was **not presented**. Is this an equitable planning process? Given what we are seeing in our country, in our city, the cultural shifts taking place every day, and public awareness towards the issues related to the *Black Lives Matter* movement, I believe that more people of color would use such a natural area if they felt safe enough to just leave their homes. Let alone go for a walk in an open space.

We can do better and have an opportunity towards inclusion in this placemaking process.

The Return of Species

As this area has slowly regained its natural appearance and historic wetland, area birds such as sandhill cranes and osprey, amphibians and other species have found this small 30 acres and call it home. The sandhill cranes raise colts in the wetlands and uplands each Spring, and there is the potential for native plant species that have long been cut back or under fill that could emerge, given time.



If there is a willingness to preserve this unique resource, Dane County and GroundSwell have also indicated interest in preserving this property (per County Supervisor Paul Rusk and GroundSwell Executive Director, Jim Welsh). **Please convene a meeting with the stakeholders and community members and groups, and the Board of Park Commissioners to share information and details and to discuss the purchase of the complete 30-acre ecosystem.** Area residents and businesses would also donate towards the creation of this park through crowd sourcing. The current information provided by the city staff does not take into consideration the ***shared costs*** that could occur if the various parties are brought to the table.

Current city purchases of land being considered in the area also include highly toxic chemical contaminated land (about 15 acres, Lots 1 and 2) at the north end of OM Station for the Metro bus operations. It was this very contamination that caused the closure of the use of high capacity wells on site for meat processing at Oscar Mayer. There is precedent for considering land that contains issues related to contamination concerns, throughout Madison, however the Hartmeyer land has much less to consider than is present at OM Station. The current owners of the Hartmeyer land are currently in a lawsuit to ensure that the property is cleaned up,

so the city would not have any liability for that process. Subsurface contamination could be excavated, as PAHs tend to cling to the soils and not move off site very much. The arsenic in the surface soils could be mitigated with strategic plantings and use phytoremediation to remove the arsenic over time. There are creative options for dealing with the contamination, let's look outside the box for solutions.

Let us consider creating an innovative natural area at the Hartmeyer land where the residents of the high-density, low-green space developments can go for nature recreation and ecology education.

Putting roads and high-density housing at Hartmeyer does not serve the residents of the Sherman Neighborhood, and having an open space as the redevelopment of OM Station property is underway, can only enhance the lifestyle of all area residents, both current and those yet to come. The current trend in the city is to plan for public transportation supporting existing and new development, rather than adding more cars and roads. We do not want added roadways throughout the Hartmeyer property. Transit oriented development does not mean adding cars and roads, but rather considering the best way to connect people to transit freedom: How do I travel today around Madison? Walk, bike, take the bus, light rail or the car (as a last resort option). **The Mayor is clear that she prefers fewer cars and is reducing roadways around the city.** Let's not add more cars and roads.

In these times of global pandemics and contagious disease, and the required personal distancing, and global climate change and our flooding issues, it is clear that open spaces are more important than ever for public health and safety. Let us provide area neighborhoods and residents, and all of Madison, an opportunity for a natural area that provides for outdoor recreation and a place to visit in times of distress to be provided with a calming place. Let us not forget that we are dealing with climate change, in the midst of a global pandemic.

The Hartmeyer natural area provides a balance point for public health, both mental and physical as well as a site for carbon sequestration and provides a safe and beautiful location for people to find solace in nature.

Let's see it for the unique resource that it is, how we can improve it, restore it and ecologically and economically remediate it. With a collaboration of stakeholders, an active Friends group and a community that clearly supports preservation of this historic site, we can make this natural area a reality. We need only be willing to decide to be innovative.

Please consider saving ALL 30 Acres. This is a once in a lifetime opportunity to keep this unique resource for the public benefit through a creative partnership, for now and in the future. For the Good of All of Madison.

Submitted in tribute to Alvina and all of the Madisonians that dared to dream, and took action.