



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved OSCAR MAYER STRATEGIC ASSESSMENT COMMITTEE

Tuesday, May 8, 2018

5:30 PM

Goodman Community Center
149 Waubesa Street, Evjue Room

1. CALL TO ORDER / ROLL CALL

Present: 11 - Larry Palm; Rebecca Kemble; Maurice C. Sheppard; Satya V. Rhodes-Conway; Renee A. Walk; Douglas Leikness; Ken Opin; Chandra M. Miller Fienen; Annette M. Gelbach; Gary J. Wolter and Paul F. Jadin

Excused: 2 - Steve King and Syed (John) Mustajab Abbas

2. APPROVAL OF MINUTES

A motion was made by Opin, seconded by Walk, to Approve the April 9, 2018 Minutes. The motion passed by voice vote/other.

3. PUBLIC COMMENT

None

4. DISCLOSURES AND RECUSALS

None

5. General Updates and Announcements

Bill Fruhling, City of Madison Planning Division, introduced the consultants from Vandewalle & Associates and EQT by Design who have been hired to assist the Committee and City staff with the strategic assessment of the Oscar Mayer area. The consultants will initially focus on assessing the site and the advantages and opportunities this location presents, which will help to set up short- and long-term redevelopment objectives and identify the tools that will help to capitalize on these opportunities. The consultants will also participate in community outreach and help staff to create public engagement strategies, as well as to work with the Committee on identifying the boundary for the Special Area Plan. Fruhling noted that the next four Committee meetings will contain the bulk of the Vandewalle team's efforts.

6. Owners Status Report

Nate Ellis from Rabin Worldwide informed the group that the equipment removal is complete and they are now moving into the demolition and infrastructure phase. They will complete interior demolition in spaces that are no longer viable for future tenants, and plan to redistribute infrastructure across the site. They will begin with installing HVAC in the office buildings in

order to get those spaces operational for tenants, who will be announced after leases are signed in the near future. The first tenant will move in on the 2nd floor of the office building in June or July. They are working with the City on the Idle Sites Grant and getting the TID created, which will help to continue moving the project forward. Gelbach asked for an update on the phase two environmental review, and Ellis responded that they are waiting to receive DNR's evaluation of the site and test results and do not have an update at this time.

7. Public Engagement

Justin Dobson from the OSCAR group described the surveys and community engagement forums the group held, with goals of gathering input from neighbors near the Oscar Mayer site and addressing concerns that the site may sit vacant for an extended time. They found several common themes in what the community hoped to see at the site, including employment, business, mixed use space, and transit. He described the dead space that separates the Northside from Downtown; large areas like the airport, Oscar Mayer site, and Cherokee Marsh isolate the neighborhood, and he noted how important it is to find solutions for this when creating plans for the future of the area. Dobson also pointed out the vast size of the Oscar Mayer site and the opportunity it presents for creating a variety of uses that will benefit the community.

Annette Miller of EQT by Design discussed the project timeline and engagement strategies the consultants will utilize. She described a two-pronged approach to outreach that will target known, representative entities as well as a diverse range of residents in the area whose opinions may often be overlooked. They will use small groups and one-on-one sessions as she reaches out to build relationships and gather the community's perceptions and expectations for the site, in addition to participating in a larger public input event. The goals of the outreach are to create interest and awareness, as well as to identify any themes that emerge from discussions with the community. Miller also made note of the spectrum of engagement that will occur, pointing out that the initial interactions with neighborhood residents will be more informational until they reach phase two of the project, when they will move toward more collaborative engagement and citizens will have more impact on the planning process.

8. Committee Discussion on Important Topics to Cover in Planning Process

Rhodes-Conway prompted Committee members to consider all of the information that has been presented to them as they begin to think about the larger vision and goals for the Oscar Mayer site and surrounding area. Fruhling mentioned that the results of this discussion will help to determine the Committee's priorities and guide the direction of their analysis. Common themes that emerged from Committee discussion included: quality jobs providing a living wage; connecting local people with jobs that are created; transportation connecting the site area to the rest of Madison via bicycle, car, and bus; environmental impacts; potential density of future development; as

well as defining how TIF might apply and any leverage the City has. Wolter pointed out that diversity and inclusion cut across all of these themes and should always be used as a lens in the Committee's analysis. Further discussion occurred related to the need for a comprehensive vision of the future of the site and the importance of blending community goals with the owner's vision.

9. Layers of Planning Analysis

Rob Gottschalk, Vandewalle & Associates, provided an overview of the planning analysis process the consultants are undertaking. Assessments will be done on varying levels, beginning on a larger scale and working down to the Northside and site area. They will research the Oscar Mayer facility when it was still in production in terms of its tax base and number of jobs in order to understand the baseline of what we are now trying to replace on the site. The consultants will also assess the infrastructure information for the site and surrounding area in order to identify key assets and how they can be leveraged. Once this analysis is complete, they will move to developing tools and recommendations as well as reviewing elements of the the Special Area Plan.

10. ADJOURNMENT

A motion was made by Jadin, seconded by Leikness, to Adjourn at 7:28 pm. The motion passed by voice vote/other.

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Oscar Mayer Strategic Assessment Committee Meeting Materials