



City of Madison

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

Tuesday, June 12, 2018

5:30 PM

Madison Senior Center
330 W Mifflin Street, Rooms 1 & 2

1. CALL TO ORDER / ROLL CALL

Present: 9 - Larry Palm; Rebecca Kemble; Maurice C. Sheppard; Syed (John) Mustajab Abbas; Satya V. Rhodes-Conway; Ken Opin; Chandra M. Miller Fienen; Annette M. Gelbach and Gary J. Wolter

Excused: 4 - Steve King; Renee A. Walk; Douglas Leikness and Paul F. Jadin

2. APPROVAL OF MINUTES

A motion was made by Kemble, seconded by Opin, to Approve the May 8, 2018 Minutes. The motion passed by voice vote/other.

3. PUBLIC COMMENT

None

4. DISCLOSURES AND RECUSALS

None

5. General Updates and Announcements

Tom Otto, City of Madison Economic Development Division, described the Idle Sites Grant from WEDC that has been approved for the site. The contract has now been signed, and the \$500,000 grant will be used to reconfigure existing utilities from a single-user to a multi-user setup.

6. Owners Status Report

Nathan Wautier, the attorney representing Reich Brothers and Rabin Worldwide on this project, provided an update from the owners. He continued discussion on the WEDC Idle Sites Grant, reiterating that they are working on separating the infrastructure and reconnecting electric and gas to several buildings. The first tenant, TASC, has already moved in to the 2nd floor of the office building, and they have other tenants in talks of moving in. Wautier noted that they are working with MFD & BI to shut down the multistory production area through winter, and are repaving some areas of the parking lot and driveways that access the office building. He stated that DNR is still finalizing their comments on the environmental analysis; the owners have met with DNR and are hoping to know more by the end of the month.

7. Opportunities Analysis / Assessment Review & Discussion

Rob Gottschalk and Lupita Alvarez, Vandewalle & Associates, presented on what is driving economic growth in the region, as well as the assets and potential opportunities for the Northside and Oscar Mayer site area. Gottschalk provided information on growing industries that are driving young knowledge workers to the Madison area, and focused on the competitive advantages and room for growth that the geography of the site provides. He also discussed the former Oscar Mayer facility and the impacts of its loss in order to understand what we are trying to replace in terms of employment, tax base, utilities, and philanthropic resources. Alvarez provided comparisons between the Northside and Madison as a whole in terms of demographics and employment, noting that 28% of the city's jobs are within the ten minute drive time zone surrounding the Oscar Mayer site. She also pointed out that the median income level on the Northside is lower than the city-wide income level, though home values on the Northside are rising, which could create challenges in the future. Gottschalk discussed the strong regional transportation system, specifically noting the importance of the airport as the region continues to grow.

Committee members raised concerns of environmental issues, food access, and local traffic patterns and connectivity on the Northside. They discussed the area becoming a destination in itself for people to work, visit, and live, rather than being passed through on the way out of town, as well as the importance of providing a full spectrum of jobs that will align with the types of jobs Northside and city residents want. Rhodes-Conway mentioned the relationship between income and rising property values on the Northside, prompting the group to consider tools they can use in the planning process to help protect long-term residents and businesses that contribute to the character and amenities of the neighborhood.

Gottschalk emphasized the importance of evaluating how to leverage the assets of the Northside and Oscar Mayer site in order to draw out redevelopment opportunities. He described nine big picture opportunities that have potential in the Oscar Mayer site area, such as clustered development in target industries, food manufacturing, a mixed-use district, transit hub, and walkable employment district. Committee members discussed the various opportunities and felt strongly about the importance of a proactive and comprehensive social equity and economic framework, which can be tied in to other opportunities.

Wolter asked how broad the scope of the committee's recommendation will be. Rhodes-Conway stated that the committee will need to decide the scale; they have been asked to provide recommendations on the site itself and to define the relevant planning area. Miller Fienen noted that many of the big picture opportunities are nesting; some apply to the site itself and others have a more regional scope, so the committee will need to decide which can nest together and where the priorities are.

8. Redevelopment Objectives Categories Discussion

Gottschalk and Alvarez categorized the committee's discussion about key objectives for the site from the last meeting, asking for feedback and thoughts on what categories might be missing. The group commented that the categories seemed rather broad, and asked if there were plans to add additional objectives within the larger categories; staff confirmed that is the intention. Wolter noted that the committee understands that the categories are intentionally vague, but there are certain important factors such as the tax base that he doesn't want to get lost amongst these broad categories. He suggested that the objectives be compared to the nine opportunities presented to ensure that they match up well. Rhodes-Conway proposed that they structure future discussion around the opportunities and try to condense that list, and then the objectives may develop more easily from that conversation.

9. Public Engagement

Bill Fruhling, City of Madison Planning Division, discussed the public meeting event that will take place on August 2 at the Warner Park Community Center. At the meeting, staff plans to describe the planning process and committee's work, as well as explaining what will happen next with the Special Area Plan. The consultants and other groups who have been out in the community will report on what they've heard from stakeholders and neighbors in the area. Fruhling noted that the primary goal is to give the community an opportunity to discuss and provide feedback on the big picture objectives. Palm noted the importance of informing the public of how far the committee has gotten into their conceptualization and allowing the community to respond to that. Kemble stated that she wants to ensure that the event is formatted such that people have genuine interactions so that the committee can really learn from them.

10. ADJOURNMENT

A motion was made by Palm, seconded by Kemble, to Adjourn at 7:34 pm. The motion passed by voice vote/other.

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Oscar Mayer Strategic Assessment Committee Meeting Materials