



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved OSCAR MAYER STRATEGIC ASSESSMENT COMMITTEE

---

Monday, August 13, 2018

5:30 PM

Warner Park Community Center  
1625 Northport Drive, Community Room 1

---

### 1. CALL TO ORDER / ROLL CALL

**Present:** 8 - Larry Palm; Rebecca Kemble; Maurice C. Sheppard; Syed (John) Mustajab Abbas; Satya V. Rhodes-Conway; Douglas Leikness; Annette M. Gelbach and Gary J. Wolter

**Excused:** 5 - Steve King; Renee A. Walk; Ken Opin; Chandra M. Miller Fienen and Paul F. Jadin

### 2. APPROVAL OF MINUTES

A motion was made by Leikness, seconded by Gelbach, to Approve the July 9, 2018 Minutes. The motion passed by voice vote/other.

### 3. PUBLIC COMMENT

None

### 4. DISCLOSURES AND RECUSALS

None

### 5. Owner Status Report

Nathan Wautier, the attorney representing Reich Brothers and Rabin Worldwide on this project, provided an update from the owners. He said that the Idle Sites Grant is being used to reconnect the electric and gas infrastructure in buildings 6, 20, 27, 43, 50, and 71. They are looking to repurpose all of those buildings in the near future for tenant occupation. He stated that they repaved the parking lot along Packers Avenue to help improve the appearance of the site. They are continuing the interior demolition of non-structural walls in buildings 43 and 50, and are engaged with an industrial user for both of those buildings. He noted that they are currently finalizing a deal with a maker space in building 20. The office building currently has a two tenants, TASC and a start-up company. Abbas asked what type of jobs the start-up company offers, and Wautier did not have that information.

### 6. Public Open House Debrief

Tom Otto, Economic Development Division, noted that they received a lot of good input at the public open house that was held on August 2. He summarized the common themes from the feedback they received, which

included jobs, a multimodal transportation hub, preserving wetlands, creating a one-stop shopping center, quality jobs with local ownership employing local residents, and gentrification or displacement. Committee members who attended the event briefly discussed their thoughts on the event. Bill Fruhling, Planning Division, noted that he heard a lot of comments about it being a good location for an intercity bus terminal. Palm noted that in reviewing the comments from the event, it seemed that people are also concerned about the future of the Little League fields.

Rhodes-Conway stated that overall, she thought that the public input they heard at the open house paralleled other public comments that they have heard previously, including through Annette Miller's public engagement. She noted that hearing topics and comments similar to what the Committee has been discussing suggests that they are on the right track. She pointed out that there were three big topics that continually showed up, no matter the category being discussed, which were good jobs, transportation, and protecting the wetland. Other topics that arose frequently were food, anti-displacement, and secure community benefits; she noted that it is important to pay extra attention to these six topics because of how often they came up in conversation. She ended by saying that throughout the meeting, as the Committee discusses the vision and objectives, they need to be sure that the public comments are represented.

## **7. Draft Vision and Redevelopment Objectives**

Rob Gottschalk, Vandewalle & Associates, described the draft vision statement and core objectives, which are based upon previous discussions of what we want the site to become and what will drive the outcomes of the future Special Area Plan. Kemble noted that the vision contains a lot of jargon at the beginning, but becomes more inspiring at the end, and suggested that the order be changed. Sheppard commented that during the open house, he heard comments about making it a special, unique place, and proposed that the vision be more focused on this specific area. Rhodes-Conway suggested that they find a way to communicate the concept of building a place for people who are already living on the Northside, as well as serving additional people beyond that.

Gottschalk reminded the group that the redevelopment objectives are wider than the site itself, and include the corridor and larger area surrounding the site. He summarized the eleven objectives and asked for feedback on what should be emphasized and what is missing. Regarding objective 1, Rhodes-Conway suggested it specifically mention living wage, quality, middle-skill jobs. Kemble said that objective 2, which discusses tax base, is a result of the other objectives and could potentially be combined with objective 8, which mentions using city financial resources to achieve the vision. There was further discussion about the relationship between tax base and providing public services that benefit the community.

Palm suggested that objectives 4 and 7 could be combined because a specialized collaborative network with workforce and educational training providers is correlated to diversity of ownership and economic opportunities for businesses. Gottschalk noted that in feedback they have received, these are two important objectives that he would be hesitant to merge because they are different from one another. The majority of the group agreed that they should be kept as separate objectives. In discussion of objective 7, Palm noted that creating a specialized collaborative network is a good thing to include in the objectives, but he does not want the area to suddenly be burdened with having to create this network when they don't have the resources to do so. Gottschalk clarified the intent of objective 7, noting that the Northeast side has unique opportunities and assets that other parts of the city do not, so they could leverage those existing educational and job training facilities. Sheppard said that Madison College works with companies on employee training, and that perhaps more outreach could be done in that area. Rhodes-Conway agreed that it should remain a separate objective because of the importance of building connections between businesses that will need to hire employees and the people already living in the neighborhood who need jobs and may need extra skills training for the types of jobs that are created there. There was brief discussion on changing the wording of objective 7.

Sheppard emphasized the importance of objective 8, and Gottschalk asked the group if tax base should be mentioned in the wording of this objective. Kemble suggested that "...to maximize tax base" be added to the title. Regarding objective 9, Abbas said that energy efficiency in redevelopment should be included. Rhodes-Conway noted that objective 9 would be a good place to mention protecting and enhancing the wetlands. After the discussion on the objectives, Gottschalk noted that they will use that feedback to finalize the vision and objectives, and will begin to write the report of the committee.

## **8. Special Area Plan Boundary**

Fruhling discussed the potential boundaries for the Special Area Plan, and noted that the core area they selected to focus on was included in everyone's drawings from the previous boundary mapping exercise. He pointed out that in their report, the Special Area Plan boundary will be more focused and include detail on topics such as land use, urban design, and redevelopment concepts, but the boundary could also expand to include a larger area when discussing topics such as economic development or transportation. He asked commissioners for feedback on the boundaries of the core area. Kemble asked why the residential neighborhood west of the railroad tracks near Superior Street was included because everything else in the core area is commercial. The group consensus was to exclude that residential neighborhood from the plan area.

Rhodes-Conway noted that it might be a good idea to include the Little League fields in order to help guide what we'd like to happen to them in the future. She went on to say that they might want to include the car rental lot,

and should definitely include the frontage along Packers Ave in order to discuss the configuration of the street, streetscapes, and pedestrian access, among other things. Sheppard pointed out that the site area is also in an Urban Design District, so there will be further review of the appearance of the area.

**9. Special Area Plan Key Elements**

Rhodes-Conway noted that the bulk of the Special Area Plan will be created in phase two of the planning process, and described some of the elements that might be part of the plan. Palm suggested that we make sure that the elements in the Special Area Plan correlate to the redevelopment objectives. Rhodes-Conway noted that some objectives could be reflected in a different part of their recommendation other than the Special Area Plan. Fruhling said that there are other mechanisms in place aside from the Special Area Plan that will move outcomes of this process forward, and they will inform a lot of the physical planning work. Rhodes-Conway summarized the group's discussion, stating that we may want to expand on the last two elements, "Recommendations and Implementation Strategies" and "Economic Development and Transportation Strategies from Downtown to the Airport," and ensure that objectives 1, 4, and 7 are included in the report and get the emphasis they deserve. She ended by saying that the draft report should be ready by the next meeting for the committee to review and discuss.

**10. ADJOURNMENT**

**A motion was made by Leikness, seconded by Abbas, to Adjourn at 7:23 pm.  
The motion passed by voice vote/other.**

[49726](#)

Oscar Mayer Strategic Assessment Committee Meeting Materials