



City of Madison

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

Monday, November 12, 2018

5:30 PM

Warner Park Community Center
1625 Northport Drive, Community Room 1

1. CALL TO ORDER / ROLL CALL

Present: 9 - Rebecca Kemble; Syed (John) Mustajab Abbas; Satya V. Rhodes-Conway; Renee A. Walk; Ken Opin; Chandra M. Miller Fienen; Annette M. Gelbach; Gary J. Wolter and Paul F. Jadin

Excused: 4 - Steve King; Larry Palm; Maurice C. Sheppard and Douglas Leikness

2. APPROVAL OF MINUTES

A motion was made by Abbas, seconded by Miller Fienen, to Approve the October 23, 2018 Minutes. The motion passed by voice vote/other.

3. PUBLIC COMMENT

None

4. DISCLOSURES AND RECUSALS

Gelbach disclosed that the former Oscar Mayer Union building at 2228 Myrtle Street was sold on August 31, 2018 to 910 Mayer, LLC. Key Commercial Real Estate, LLC represented the seller, UFCW 538, in the transaction.

Abbas disclosed that he is running for the position of District 12 Alder.

5. Owners Status Report

Nathan Wautier, the attorney representing Reich Brothers and Rabin Worldwide, provided an update from the owners. He reported that the infrastructure work is continuing; MG&E is trenching for the electrical feeds and they have completed a major component of the new gas connections. They are beginning to mothball the multistory production building, and are continuing to redesign the HVAC system in the office building. TASC, one of the tenants in the office building, is expanding and will be leasing additional space, which will double the size of their offices. They are still moving forward with the maker space in building 20, and are talking to a variety of other users, including coffee roasters, an art gallery, and brewers. They remain engaged with an industrial user for buildings 43 and 50 and a national food distribution group for the cold storage space, as reported at the last meeting.

6. [53702](#)

Analysis of Report Using the Racial Equity and Social Justice Tool

Tom Otto, Economic Development Division, explained that the RESJ Tool focuses primarily on the vision and ten redevelopment objectives laid out in the report, and highlighted significant portions of the analysis. Section 1b discusses the impacts of what the property owners decide to do with the site, as well as the potential influence of the City on these outcomes. Section 2a considers who will be affected by the redevelopment objectives, and describes the goal of ensuring the area retain its relative affordability so as to avoid any negative impacts on current residents and business owners. Annette Miller, a consultant on the project from EQT by Design, spoke about section 5e and said that they will continue to engage with communities who may be impacted to keep them informed of the progress, as well as to ask if they are satisfied with the process and feel their voices are being heard as things move forward. Rhodes-Conway suggested that they consider completing another RESJ analysis for the Special Area Plan.

7. [53703](#)

Approval of the Oscar Mayer Area Strategic Assessment Report

Bill Fruhling, Planning Division, described the revisions made to the report, which reflected the Committee's suggestions from their previous meeting. There was further discussion about which portions of the Racial Equity and Social Justice analysis to include in the report, and it was decided that more content would be added to this section. Fruhling also went over the recommendations and implementation matrix, making note of two new recommendations that were added to the report, recommendation 5, regarding continued community engagement, and recommendation 14, regarding the creation of jobs that pay a living wage. The Committee offered other suggestions about the order of sections within the report, as well as combining some sections to avoid redundancy.

A motion was made by Jadin, seconded by Kemble, to approve the Oscar Mayer Area Strategic Assessment Report and recommend adoption by the Common Council. The motion passed by voice vote/other.

8. [53704](#)

Advisory Recommendation on the Draft Resolution Adopting the Report

Otto explained that the resolution adopts the Oscar Mayer Area Strategic Assessment Report, dissolves the Oscar Mayer Strategic Assessment Committee, and authorizes the development of the Oscar Mayer Area Special Area Plan. Kemble suggested that three additional referrals be added to the resolution for the Madison Food Policy Council, Affirmative Action Commission, and Transportation Policy and Planning Board.

9. [53705](#)

Advisory Recommendation on the Special Area Plan Request for Proposals Outline

Fruhling described the draft Scope of Services for the Request for Proposals, which references the work done by the Committee and describes how that will be built upon in the Special Area Plan. He noted that 30% of the budget

will go toward public engagement, which will continue to be a priority in the upcoming phase of this effort, as outlined in section 4. Wolter asked to what extent the Special Area Plan will be specific about the items in section 3 versus being more conceptual and allowing for flexibility. Fruhling said that some aspects of the development scenarios will be specific, for example, if a new street needs to be constructed at a specific location, while others will be more flexible, such as the inclusion of a conceptual site plan that does not need to be followed exactly. Rhodes-Conway referenced the timeline for the adoption of the Strategic Assessment Report, which will occur in January, and encouraged Committee members to remain engaged in the process.

10. ADJOURNMENT

A motion was made by Walk, seconded by Opin, to Adjourn at 7:03 pm. The motion passed by voice vote/other.