



Legislation Details (With Text)

**File #:** 47316      **Version:** 1      **Name:** Oscar Mayer Strategic Assessment Committee  
**Type:** Resolution      **Status:** Passed  
**File created:** 5/12/2017      **In control:** FINANCE COMMITTEE  
**On agenda:** 5/16/2017      **Final action:** 6/6/2017  
**Enactment date:** 6/13/2017      **Enactment #:** RES-17-00482

**Title:** Establishing the Oscar Mayer Strategic Assessment Committee and amending the 2017 Adopted Capital Budget to appropriate \$50,000 in additional GO Borrowing for the project.

**Sponsors:** Paul R. Soglin, Rebecca Kemble, Larry Palm

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
6/6/2017	1	COMMON COUNCIL	Adopt	Pass
5/24/2017	1	FINANCE COMMITTEE	Return to Lead with the Recommendation for Approval	Pass
5/22/2017	1	PLAN COMMISSION	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
5/16/2017	1	PLAN COMMISSION	Refer	
5/16/2017	1	PLAN COMMISSION	Refer	
5/16/2017	1	COMMON COUNCIL	Referred	
5/12/2017	1	Department of Planning and Community and Economic Development	Referred for Introduction	

The proposed resolution increases funding for the Oscar Meyer sub-area plan. The increased funding will be used to support consulting costs to conduct a strategic assessment of the area prior to beginning the land use and zoning process. The 2017 Adopted Capital Budget was amended at the Council phase to include \$100,000 for a one-year planning process to develop recommendations to inform future land use decisions. If adopted, this resolution will increase the total available funding for the project to \$150,000.

Establishing the Oscar Mayer Strategic Assessment Committee and amending the 2017 Adopted Capital Budget to appropriate \$50,000 in additional GO Borrowing for the project.

Whereas, Oscar Mayer has been located on Madison’s north side for 97 years as a food production and headquarters facility employing 4,000 people at its peak and 1,000 people at the time its closing was announced November of 2015; and

Whereas, Oscar Mayer’s owner, Kraft Heinz, has announced plans to vacate the 72 acre site in the coming months and Kraft Heinz has indicated that an Offer to Purchase has been signed with the Reich Brothers Holdings, LLC; and

Whereas, the site is zoned for heavy industrial use and any uses on the site other than industrial uses will require a rezoning and additional actions by the Plan Commission and/or Madison Common Council; and

Whereas, the long history of the Oscar Mayer site as a major employment center; the existing utility,

transportation, and data infrastructure; and potential for regional economic impact, make the subject site a major regional asset; and

Whereas, the closing of the Oscar Mayer plant creates both a challenge and an opportunity to significantly influence the economic health of both the City of Madison and the region; and

Whereas, planning for the Oscar Mayer property and adjacent areas should be conducted in an open and public manner; and

Whereas, the Planning Division is scheduled to work on a subarea plan for the Oscar Mayer site and its surrounding area. The subarea plan will lay out recommended land uses and zoning as well as multimodal transportation connections such as new public streets, bicycle connections, and linkages to transit. ("Special Area Plan"). The Special Area Plan will be reviewed by the Plan Commission and Common Council and will guide future land use decisions such as subdivision and rezoning for properties within the plan area; and

Whereas, the 2017 Capital Budget provides for up to \$100,000 for consultant services including a market study and assistance with the Special Area Plan. The function of the consultant is to work under the leadership and guidance of City staff to facilitate and keep careful track of the Special Area Plan process (facilitate public meetings, meetings with City staff from various agencies, etc.), lay out recommended land uses and multimodal transportation connections through the site, and complete the narrative, maps, and other figures and illustrations for the Special Area Plan document; and

Whereas, prior to making recommendations with regards to land use, zoning and multimodal transportation connections, the community needs to establish the area's role within the region and the ways in which its redevelopment can most effectively contribute to the community; and

Whereas, prior to the Special Area Plan the Mayor and Common Council would like a report that establishes the role of the area within the region and the ways in which its redevelopment can most effectively contribute to the well-being of the community. (the "Oscar Mayer Strategic Assessment").

NOW THEREFORE BE IT RESOLVED, the Mayor and Common Council do hereby create the Oscar Mayer Strategic Assessment Committee to oversee a public process for the preparation of a report by City staff with assistance from a consultant to include:

- A full and detailed description of the site and surrounding area,
- The area's current role and potential future impact in the region's economy,
- The recommended boundary for the Special Area Plan and identification of the properties that need future study and consideration,
- Objectives for the area's long term redevelopment including desired outcomes,
- The use of the City's Racial Equity Social Justice Tool to assess the impacts of the area's redevelopment,
- Consideration of transportation linkages and infrastructure needs,
- Recommendation regarding natural resources and green space that should be considered as part of the Special Area Plan.

BE IT FURTHER RESOLVED, the Committee process should include opportunities for residents, property owners, local businesses and others to be fully informed and have opportunities to comment.

BE IT FURTHER RESOLVED, the Mayor may appoint subject to Common Council approval a committee with up to 13 members including Common Council members and a broadly representative membership including neighborhood residents and persons with labor and business experience.

BE IT FURTHER RESOLVED, the Committee will be staffed by the Planning Division with assistance from the Economic Development Division and other agencies as needed.

BE IT FURTHER RESOLVED, the 2017 Capital Budget shall be amended to appropriate an additional \$50,000 in GO Borrowing for consultant services to work under the leadership of City staff to facilitate the creation of the Oscar Mayer Strategic Assessment as well as the Special Area Plan process. The funding may be divided as needed between the Oscar Mayer Strategic Assessment and the Special Area Plan.

BE IT FURTHER RESOLVED, that a consultant(s) will be hired to assist in staffing the Committee and preparing the Oscar Mayer Strategic Assessment.

BE IT FURTHER RESOLVED, that staff is authorized to issue a Request for Proposals ("RFP") based upon the attached scope of work for consultant services.

BE IT FINALLY RESOLVED, the Committee will begin meeting within one month after the consultant is hired and the Committee will take final action on the Oscar Mayer Strategic Assessment and forward it to the Common Council within six months of its first meeting.