



Legislation Details (With Text)

**File #:** 59745      **Version:** 2      **Name:** Oscar Mayer Special Area Plan  
**Type:** Resolution      **Status:** Passed  
**File created:** 2/26/2020      **In control:** COMMON COUNCIL  
**On agenda:** 7/14/2020      **Final action:** 7/21/2020  
**Enactment date:** 7/27/2020      **Enactment #:** RES-20-00534  
**Title:** ALTERNATE - Adopting the Oscar Mayer Special Area Plan as a Supplement to the City of Madison Comprehensive Plan.  
**Sponsors:** Satya V. Rhodes-Conway, Patrick W. Heck, Lindsay Lemmer, Marsha A. Rummel  
**Indexes:**  
**Code sections:**

**Attachments:** 1. Oscar Special Area Plan (2.25.20), 2. Staff Memo to Plan Commission 6-29-20, 3. Staff Memo to Board of Park Commissioners 5-13-20, 4. Staff Parks Superintendent Memo 5-13-20, 5. Staff Memo to Board of Park Commissioners re: Hartmeyer 6-8-20, 6. Staff (Parks) Memo to Board of Park Commissioners 6-10-20, 7. Staff (Parks) Impact Fee Analysis 6-10-20, 8. Staff Memo to Sustainable Madison Committee 6-23-20, 9. Staff Memo to Housing Strategy Committee 6-23-20, 10. Friends of Hartmeyer Natural Area Public Comment.pdf, 11. Madison Audobon Society Letter of Support for Oscar Mayer Special Area-Hartmeyer Plan.pdf, 12. Oscar Mayer Special Area Plan feedback 5.4.20.pdf, 13. Ald\_Syed\_Abbas\_Comment\_05-04-20.pdf, 14. 200504 TPPB PublicComment-RegistrantsReport.pdf, 15. OMSAP Ald Abbas Revised Map.pdf, 16. EQT Report-Sluys.pdf, 17. 2020-6-22 Oscar Mayer Area Contamination.pdf, 18. PublicComment-RegistrantsReport 6-25-20.pdf, 19. Wet\_Del\_Hart\_Map\_final.pdf, 20. Public\_Comment\_1.pdf, 21. Public\_Comments\_2.pdf, 22. Public\_Comments\_3.pdf, 23. Public\_Comments\_4.pdf, 24. Public\_Comments\_5.pdf, 25. Public\_Comments\_6.pdf, 26. Public\_Comments\_7.pdf, 27. Public\_Comments\_8.pdf, 28. HSC Public Comments and Attachments.pdf, 29. Staff\_Comments\_July-17-20.pdf, 30. Abbas OMSAP Proposed Amendments\_07.22.20.pdf, 31. Approved\_Abbas OMSAP Amendments\_07.22.20.pdf, 32. Paul\_Noeldner\_Slides\_072120\_Common\_Council\_Meeting.pdf

Date	Ver.	Action By	Action	Result
7/21/2020	1	COMMON COUNCIL	Adopt the Following Amendment(s)	Fail
7/21/2020	2	COMMON COUNCIL	Adopt the Following Amendment(s)	Fail
7/21/2020	2	COMMON COUNCIL	Adopt the Following Amendment(s)	Pass
7/21/2020	2	COMMON COUNCIL	Adopt the Following Amendment(s)	Pass
7/21/2020	2	COMMON COUNCIL	Adopt the Following Amendment(s)	Pass
7/21/2020	2	COMMON COUNCIL	Adopt the Following Amendment(s)	Pass
7/21/2020	2	COMMON COUNCIL	Adopt Alternate as Amended	Pass
7/21/2020	2	COMMON COUNCIL	Adopt the Following Amendment(s)	Pass
7/16/2020	1	COMMUNITY DEVELOPMENT BLOCK GRANT COMMITTEE		
7/14/2020	1	COMMON COUNCIL	Refer to a future Meeting to Adopt	Pass
6/29/2020	1	PLAN COMMISSION	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
6/25/2020	1	HOUSING STRATEGY COMMITTEE	Return to Lead with the Following Recommendation(s)	Pass

6/23/2020	1	SUSTAINABLE MADISON COMMITTEE		
6/10/2020	1	BOARD OF PARK COMMISSIONERS	Return to Lead with the Following Recommendation(s)	Pass
5/13/2020	1	BOARD OF PARK COMMISSIONERS	Refer	Pass
5/4/2020	1	TRANSPORTATION POLICY AND PLANNING BOARD	Return to Lead with the Following Recommendation(s)	
3/4/2020	1	PLAN COMMISSION	Refer	
3/4/2020	1	PLAN COMMISSION	Refer	
3/4/2020	1	PLAN COMMISSION	Refer	
3/4/2020	1	PLAN COMMISSION	Refer	
3/4/2020	1	PLAN COMMISSION	Refer	
3/3/2020	1	COMMON COUNCIL	Refer	Pass
2/26/2020	1	Department of Planning and Community and Economic Development	Referred for Introduction	

**Fiscal Note**

No additional City appropriation is required with the adoption of the Oscar Mayer Special Area Plan. The recommendations and action steps presented in the plan do not include cost estimates. City costs associated with implementing recommendations within the plan will be included in future capital and operating budgets, subject to Common Council approval.

**Title**

ALTERNATE - Adopting the Oscar Mayer Special Area Plan as a Supplement to the City of Madison Comprehensive Plan.

**Body**

WHEREAS, in 2017 Oscar Mayer shut down operations, ending a 100-year presence that included a peak employment of approximately 4,000 which greatly contributed to the development of and economic vibrancy of the north and east sides of Madison; and

WHEREAS, the more than 15,000 participants in the Imagine Madison process overwhelmingly preferred a future growth pattern that maximized infill and redevelopment and minimized outward expansion as a more sustainable way of accommodating anticipated growth; and

WHEREAS, the City of Madison’s Comprehensive Plan (2018) includes a growth framework to accommodate the projected growth of 70,000 new residents and 37,000 new jobs anticipated by 2040; and

WHEREAS, the Comprehensive Plan provides policy direction framework for more detailed subarea plans and recommends concentrating the highest intensity development along transit corridors including near current transfer points and future Bus Rapid Transit corridors; and

WHEREAS, Madison in Motion, the City’s Sustainable Transportation Master Plan (2014) found residents in central areas with high quality transit and bike facilities, including Oscar Mayer, drive at significantly lower rates, and as a result targeting growth towards these areas can reduce the carbon footprint of future residents; and

WHEREAS, the Parks and Open Space Plan (2018) identified the Oscar Mayer area to be well served by existing community parks but deficient in smaller neighborhood parks; and

WHEREAS, the Equitable Development Report (2019) found the neighborhoods surrounding Oscar Mayer had populations vulnerable to displacement and relatively high rates of housing cost increases, while also

finding areas across the City with high rates of new housing construction effectively maintained affordability of existing units; and,

WHEREAS, in 2017, the City initiated a two phase planning process to chart a future for the Oscar Mayer Site; and

WHEREAS, the Oscar Mayer Strategic Assessment was adopted by the Common Council in February 2019 after an extensive public outreach effort, and includes a redevelopment vision and objectives with primary themes of economic development, transit, equity, housing, and sustainability; and

WHEREAS, the Oscar Mayer Special Area Plan process included a significant public engagement opportunities, including the Key Constituency Advisory Group aimed at understanding perspectives of under-represented populations and more than 20 meetings, events and presentations with more than 600 total participants; and

WHEREAS, the Oscar Mayer Special Area Plan (the Plan) establishes a framework to achieve the visions and objectives found in the Oscar Mayer Strategic Assessment, Comprehensive Plan and Parks and Open Space Plan; and

WHEREAS, the Plan allows for and supports a diverse range of employment uses, housing types and open space types to create an authentic and welcoming district where all of Madison's residents and visitors feel comfortable; and

WHEREAS, the Plan leverages and supports current and future transit investments and bicycle network planning to reduce dependency on personal vehicles; and

WHEREAS, the Plan envisions a more interconnected and walkable district, with smaller block sizes, improved linkages to surrounding neighborhoods and a focus on creating streets for people; and

WHEREAS, the Plan protects sensitive natural areas and encourages sustainable develop and innovative stormwater management strategies; and

WHEREAS, the Plan includes recommendations for sustained investment in the area.

NOW THEREFORE BE IT RESOLVED, that the Common Council does hereby adopt the Oscar Mayer Special Area Plan and recommendations contained therein as a supplement to the City's Comprehensive Plan, and

BE IT FURTHER RESOLVED, that the Common Council directs the Planning Division to prepare and forward to the Common Council for consideration recommended zoning map amendments in the study area that will support implementation of the goals and objectives contained within the Oscar Mayer Special Area Plan.