

Reich Brothers and Rabin Worldwide Spearhead Development of OM Station on Former Oscar Mayer Site



After two years of intense, behind-the-scenes infrastructure and renovation work, a multi-tenant, mixed-use project on the 70-acre former site of Oscar Mayer's headquarters is once again open for business on Madison's north side.

OM Station is the result of a collaborative, coast-to-coast effort involving the property's new ownership/development group (a joint venture between Rabin Worldwide in Mill Valley, Calif., and Reich Brothers LLC in White Plains, N.Y.). The Madison office of commercial real estate company CBRE is leading the efforts on leasing and marketing the project to new occupants.

"We view this a long-term investment. We're committed, but we know it will take time," says Nate Ellis, senior vice president of real estate for Rabin Worldwide, adding that the site is "a fantastic infill redevelopment" in a university city with a growing tech base and a strong entrepreneurial spirit.

OM Station offers 275,000 square feet of office space, more than 1 million square feet of multi-story manufacturing and cold storage space, and more than 300,000 square feet of single-story warehouse, distribution, and manufacturing space.

Its first tenant is the third-party benefits administrator Total Administrative Services

Corp. TASC moved in more than a year ago when crews were still installing several miles of underground utility work that allowed for the separation of building infrastructure — making multi-tenant occupancy possible.

Additionally, a brand new, multimillion-dollar HVAC system has been installed in the office building towers, and a substantial lobby and common area renovation will be complete in November.

All improvements are intended to provide tenants with flexibility in how they use the space, enhanced aesthetics, and greater physical comfort for employees, according to Chase Brieman, a senior vice president for CBRE.

As of early October, OM Station housed several tenants, including The Bodgery maker-space and Assured Leads, a service provider to insurance companies, with other tenant negotiations pending.

"The sheer size of it is a big draw. It's the largest property available in the area, by far," Brieman says, adding that the site's history combined with its evolution from a single-tenant space to a multitenant space has generated interest from potential tenants as far away as New York and California. "We are excited to see that many local companies want to be a part of the rebirth of the campus, too."

Although Rabin Worldwide is based in California, Ellis has made regular visits to Madison since acquiring the property in October 2017. He also understands the emotional connection that so many residents have with the OM Station property, where the last group of Oscar Mayer employees left the plant in July 2017.

Considering that Oscar Mayer opened in 1919, the developers say the site will maintain some of its longstanding historical identity. "The site is always going to be referred to locally as 'Oscar Mayer,'" Ellis says. "I think you have to pay homage to what that place meant to so many people. As a redeveloper, we strive to create places that people want to be, and I believe we have a really good shot at replacing the jobs that were lost. They won't all be manufacturing jobs, but this is going to continue to be an employment hub for the Madison community." ■

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(former Oscar Mayer HQ)

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- Shared training room
- Shared fitness center coming soon
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OM STATION