



Department of Planning & Community & Economic Development

## Planning Division

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**To:** City of Madison Transportation Policy and Planning Board

**From:** Dan McAuliffe, City of Madison Planning Division

**Date:** August 5, 2021

**Subject:** Odana Area Plan

## Background

The Odana Area Plan area is generally bound by Mineral Point Road, Whitney Way and the Beltline Highway, which includes West Towne Mall, Westgate Mall, the University Research Park and Oakwood Village. The draft Odana Area Plan was created to provide land use, building scale and transportation network guidance as large auto-oriented and underutilized sites redevelop over time. This corresponds with several Comprehensive Plan strategies including:

- Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers. (Land Use & Transportation, Strategy 5)
- Facilitate compact growth to reduce the development of farmland. (Land Use & Transportation, Strategy 6)
- Accommodate a majority of growth through infill and redevelopment. (Land Use & Transportation, Action 6c)
- Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living. (Neighborhoods & Housing, Strategy 1)

## Changes Since Last Meeting

Planning Division staff presented the initial draft concept and discussed potential recommendations with TPPB on March 15<sup>th</sup>. Since that time, the concept has evolved based on comments heard at meetings with City boards, commissions and committees and the public. In several instances, future land use recommendations were changed to mixed-use categories to provide greater flexibility. The plan also notes the mixed-use land use category allows a variety of uses but does not specifically require mixed use buildings. Park overlay areas were expanded to provide more options for open space in the West Towne area as redevelopment occurs, and great flexibility for property acquisition in the Grand Canyon Drive area. Maximum heights were slightly adjusted as well, generally decreasing maximum heights to five stories in areas where transitions to lower density single family occur and increasing maximum heights near future Bus Rapid Transit station areas. A recommended proactive rezoning and official mapping scenario was also included in the plan. Proactive rezoning and official mapping can be used together to encourage redevelopment consistent with plan recommendations by simplifying the approval process.

## Plan Recommendations Most Relevant to TPPB

The draft plan's Land Use and Transportation section contains plan recommendations most relevant to TPPB. The full plan, including accompanying maps, is part of [Legistar #66098](#).

### Land Use & Zoning Recommendations

1. Change the Comprehensive Plan Generalized Future Land Use Map to match the adopted Future Land Use Map in this Plan.
2. Increase the amount of land dedicated to public greenspace, as detailed in the Green & Resilient chapter.
3. Work to proactively rezone properties called out on Map 3.
4. Rezoning of property should only be considered if it advances the goals, strategies, and recommendations of this Plan and the Comprehensive Plan with respect to creating a more compact, walkable, interconnected area. Rezoning

that regresses to more suburban style development or simply perpetuates the status quo should not be considered. For example, rezoning from CC to TSS would be acceptable, but rezoning from TSS to CC would not be acceptable.

5. Revise and expand the City's Transit-Oriented Development (TOD) overlay zoning district zoning language and apply the district to the BRT corridor (see the appendix for urban design elements, many of which should be considered for inclusion in a revised TOD ordinance).

#### **Transportation Recommendations - Streets & Rights-of-Way**

6. Work with the Wisconsin Department of Transportation to improve connectivity across the Beltline by:
  - a. Adding new Beltline crossings, as shown on Map 4, to enhance connectivity for cars, pedestrians, bicyclists, and transit, shorten trips, and provide alternative north-south routes to Beltline interchanges at Gammon Road and Whitney Way.
  - b. Extend the Beltline bicycle path west to High Point Road and east to the Southwest Path.
  - c. Improve conditions for transit, bicyclists, and pedestrians at Beltline interchanges.
7. Officially map future public street connections called out on Map 4 and reserve sufficient public right-of-way to implement the planned street network (see Table 1).
8. Reevaluate the financial capacity of TID #46 in 2023-2024 as a funding source for non-assessable improvements to the street network shown on Map 4.
9. Evaluate the creation of a new TID west of University Research Park to fund non-assessable transportation improvements that support walkable, bikeable, transit-oriented redevelopment.

#### **Transportation Recommendations - Bicycles & Pedestrians**

10. Implement the shared use path/wide sidewalk network, bicycle lane network, and sidewalk connections shown on Map 5, including:
  - a. Construct an expanded sidewalk or shared-use path along Mineral Point Road, preferably on the north side, to replace the shared bus/bike lanes that are planned for BRT use. Consider extending the wide sidewalk/path from Whitney Way east to Segoe Road.
  - b. Extend the Beltline shared-use path west to High Point Road and east to the Southwest Path.
  - c. Enhance public access to existing and planned segments of the Beltline shared-use path wherever possible, with a priority connection near the Research Park Boulevard-Odana Road intersection.
  - d. Stripe bicycle lanes on Science Drive.
  - e. Extend the shared-use paths from the Grand Canyon Drive bicycle/pedestrian underpass north to Mineral Point Road and south to the Greentree Park Path at Schroeder Road while enhancing bicyclist safety along the route.
  - f. Integrate bicycle lanes into planned streets: Westfield Road extension, Odana Road extension, and Charmany Drive extension to Normandy Lane.
11. Integrate pedestrian and bicycle infrastructure like benches, pedestrian-oriented lighting, and bike racks into terrace areas, especially in and around the "Commercial Core" areas shown on Map 1.
12. Install facilities to encourage bike-and-ride use at the West Transfer Point and/or at BRT stations.
13. Implement bicycle wayfinding.
14. Improve pedestrian safety and comfort of existing streets by adding crosswalks, pedestrian islands, tabletop crossings, rectangular rapid flashing beacons (RRFBs), bumpouts, and other pedestrian infrastructure, both proactively and as part of repaving/reconstruction projects. Such projects may include, but are not limited to:
  - a. Improve major intersections, such as Mineral Point Road – High Point Road, Whitney Way – Odana Road, Whitney Way at the Hy-Vee entrance, and others.
  - b. Add pedestrian refuge islands at secondary intersections, such as Research Park Boulevard-Rosa Road, Research Park Boulevard at Charmany Drive, and High Point Road at Big Sky Drive.
  - c. Stripe crosswalks at all public street intersections on all collector roads in the Odana Area, all legs of signalized intersections on all arterial roads in the Odana Area, and at public street intersections of high-volume local streets like D'onofrio Drive.

#### **Transportation Recommendations - Transit**

15. Use Tax Increment District (TID) #46 funding to implement BRT and to make improvements to the pedestrian and bicycle network that improves accessibility to BRT.
16. Implement the Metro Transit Network Redesign in and around the Odana Area to improve transit service and integrate local service with the planned BRT system.