



Department of Planning & Community & Economic Development

Planning Division

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To: City of Madison Economic Development Committee

From: Dan McAuliffe, City of Madison Planning Division

Date: July 15, 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 and Transportation Strategy 5)
- Facilitate compact growth to reduce the development of farmland. (Land Use and Transportation Strategy 6)
- Accommodate a majority of growth through infill and redevelopment. (Land Use and Transportation Action 6c)
- Create complete neighborhoods across the city where residents have access to transportation options and resources needed for daily living. (Neighborhood and Housing Strategy 1)

Changes Since Last Meeting

Planning Division staff presented the initial draft concept and discussed potential recommendations with the Economic Development Committee on March 17, 2021. 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 areas. 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 simplifying the approval process.

Plan Recommendations Related to Economic Development

The draft plan's Economy and Opportunity section contains plan recommendations most related to economic development. Many of these reflect comments made by EDC members at the previous meeting, as well as those heard at several discussions with various chambers of commerce.

1. Allow flexibility for future uses to adapt and reuse existing retail spaces, particularly large format retail. This could include a variety of employment uses, food production, etc., and/or active uses that bring families from throughout the community to the area, like entertainment and recreation/ sports. However, adaptive reuse should not include large-scale warehousing or distribution.
2. While redevelopment of auto-oriented commercial areas is expected, preserve affordable commercial space outside major redevelopment areas to the extent practical. The impact on affordable commercial spaces of

zoning changes, TIF assistance, and other actions that encourage redevelopment should be considered as part of project deliberations.

3. Consider land banking within the Odana Area as a potential method for reusing existing buildings for affordable local business space as part of an incubator and for redeveloping surplus surface parking into affordable housing.
4. Explore the development of a business incubator, with lower cost space, shared resources and expertise needed to help grow local businesses.
 - a. Partner with outside business, economic development, and community organizations, such as Latino, Black, Hmong, and Madison Chambers of Commerce, WWBIC, and established incubators, to ensure an incubator meets the needs of BIPOC-owned businesses and fosters opportunities for long-term success.
 - b. Consider integrating an incubator with land banking, using renovated commercial space to grow local businesses.
 - c. Incorporate networking, mentorship, and collaboration opportunities as part of business incubator planning.
 - d. Integrate youth mentorship/training into incubator space, potentially in partnership with nearby Memorial High School.
 - e. Explore creating a program similar to the Public Market's "Market Ready" as part of incubator planning to help new businesses and small businesses prepare for incubator occupancy.
 - f. Work with local commercial brokers and property owners to connect small businesses to available space as they "graduate" from an incubator.
5. Explore amending TID #46 and creating a new TID to fund affordable housing, non-assessable infrastructure (bicycle network improvements, pedestrian safety improvements, new streets, stormwater management improvements, etc.), creation of a business incubator, land banking, small business assistance, and other economic development initiatives in the Odana Area.
6. Explore a commercial rent assistance or guarantee program to assist small and emerging businesses, particularly those owned by persons of color, afford space in areas where rent increases may occur. Gap assistance could be used to help businesses displaced by redevelopment afford ground-floor space in new mixed use buildings.
7. As the area transitions to a more connected, pedestrian-friendly environment, assist the creation of a neighborhood business association or BID (business improvement district) to maintain amenities and facilitate events.
8. Continue building relationships with and supporting economic development partners, especially those with ties to historically underrepresented communities. For example, the Madison Black Chamber of Commerce, Latino Chamber of Commerce of Dane County, and the Hmong Wisconsin Chamber of Commerce have vibrant memberships, and the City should collaborate with them, and other similar business and economic development groups, to help them grow opportunities for entrepreneurs to locate in the Odana Area.

Review and Approval Schedule

The Odana Area Plan was introduced on July 6, 2021. The anticipated review and approval schedule is below.

- Economic Development Committee - July 21
- Board of Park Commissioners - August 11
- Transportation Policy and Planning Board - August 16
- Plan Commission (lead) - August 23
- Common Council - August 31