



Department of Planning & Community & Economic Development

## Planning Division

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**To:** Transportation Policy and Planning Board

**From:** Dan McAuliffe, Project Co- Lead

**Date:** March 9, 2021

**Subject:** Odana Area Plan initial development concepts

*Note: During past plan approval processes, staff heard some BCC members express a desire to be more engaged during plan development, rather than just review and comment on a largely final product. This memo is an in-process update of the Odana Area Plan to ensure BCC members who would like to participate can do so while plan recommendations are taking shape.*

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The Odana Area Plan process began in early 2020 to provide guidance on future land uses and transportation issues within the 1,044 acre plan area, roughly bound by Mineral Point Road, Whitney Way and the Beltline. The Comprehensive Plan identified several corridors and activity centers within the plan boundary as growth priority areas that should transform from the current auto-oriented character to higher density mixed-use centers along the future Bus Rapid Transit route. The Odana Area contains several corridors and activity centers. Undertaking this planning effort will also help the area adapt to the changes and challenges the retail sector has seen since the 1990s, which have been exacerbated by the coronavirus pandemic.

There have been many public outreach activities throughout the planning process. Initial public outreach, Madison Mall Madness, asked participants to prioritize elements that could be included in a large redevelopment. The most common priorities included affordable places to live, frequent and convenient transit, comfortable and safe bike routes and natural space and stormwater management. This was followed up webinar series discussions on issues facing malls, mall redevelopment examples, and issues specific to the Odana plan area. Staff met with and discussed project issues with Neighborhood Resource Teams, property and business owners, as well as the Hmong, Latino and Black chambers of commerce. The most recent public outreach reviewed draft concepts for the area.

The draft development concept moves the Odana Area towards becoming a walkable, transit-oriented activity centered that is better connected to, and integrated with, surrounding areas. A fundamental element of the concept is the need for a plan that accommodates redevelopment over time to achieve a long-term vision; it does not require demolition, but frames how redevelopment should occur when property owners are ready to do so.

The concept is centered on three major connections that provide better access to and through the plan area: an extension of Odana Road to High Point Road, a new Beltline crossing at Westfield Road, and a connection between the Research Park and the Yellowstone and Grand Canyon Drive area. Those connections are supplemented with a network of new local streets that organize and orient new development towards them. Most of the West Towne Mall area is shown as mixed use, transitioning to residential to the west and employment and commercial uses along the beltline. A new public park is envisioned as a focal point of a redeveloped mall area, serving future residents, employees, visitors and businesses like restaurants and cafes. Additional open space is recommended

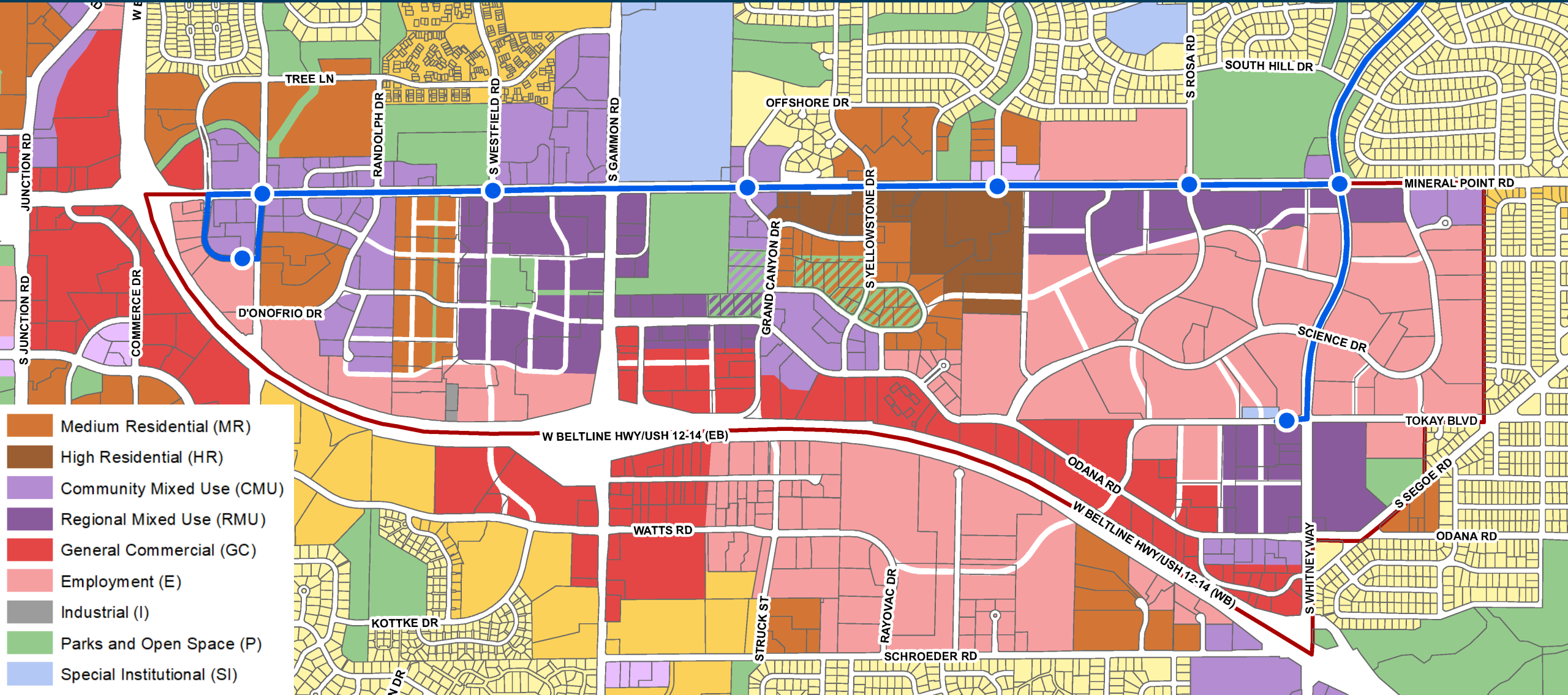
to east in the vicinity of Grand Canyon and Yellowstone Drives, though this area is already developed and the precise location will depend on property availability and eventual acquisition. Additional mixed-use areas are shown at Westgate/West Transfer Point, and along Mineral Point Road by the Research Park. Embedded in the concept is also the acknowledgement that not every building in mixed use areas needs to be mixed use. These areas are the scale of satellite downtowns, and a mixture of single use buildings is acceptable and expected. Building scales are generally recommended between 5 and 12 stories, with greater heights allowed within easy walking distance of planned BRT stations.

New bike and pedestrian facilities are envisioned as part of this plan. New off-street shared use paths are located on major streets with higher speeds and volumes that may be intimidating to many cyclists, including Mineral Point Road and Whitney way. Where street speeds and volumes are lower and more conducive to a wider range of cyclists, on-street routes are planned though the exact type of facility is still to be determined.

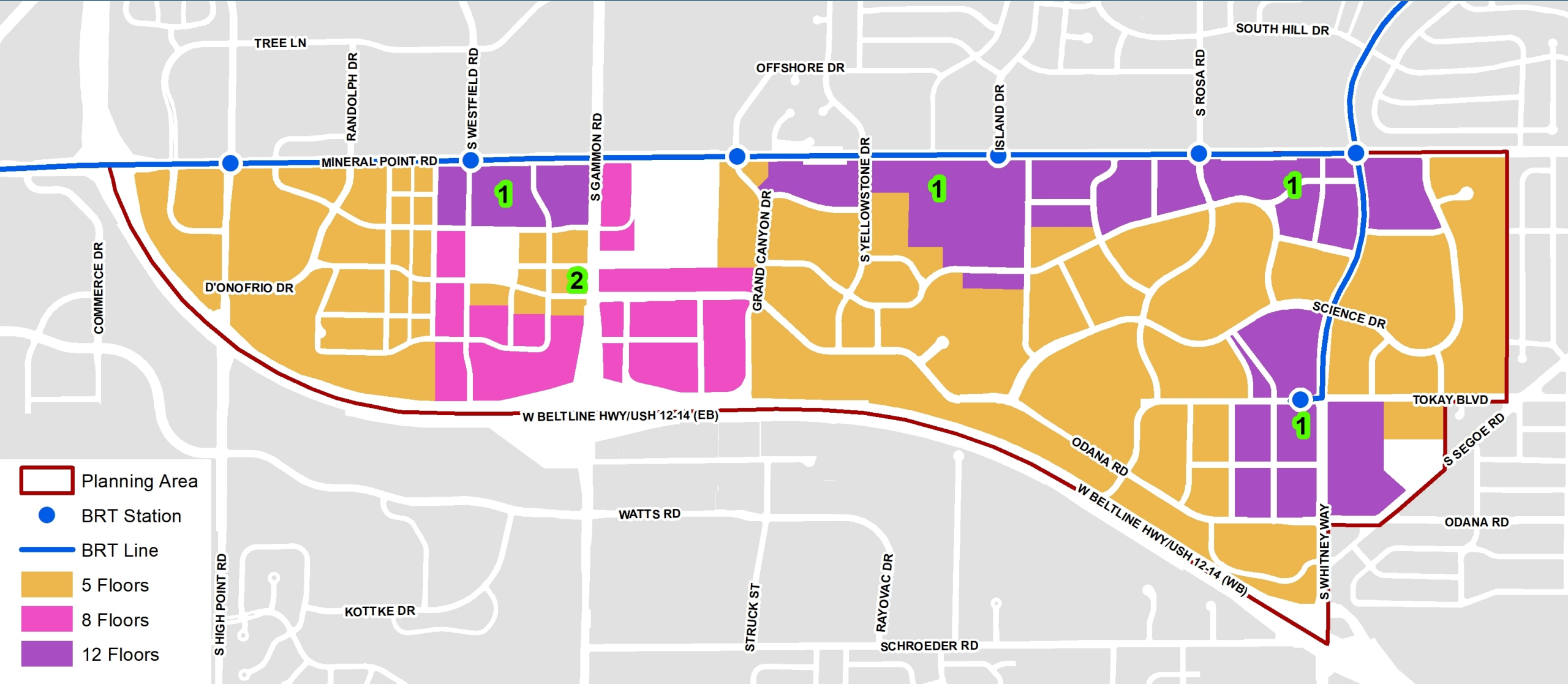
After meeting with PC, TPPB, EDC and BPC, staff will make any required changes to the concept, recommend implementation strategies, and draft the plan document before a final round of public engagement. The plan is expected to begin the City review and approval process this summer.

More information, including background maps, and details related to past public engagement can be found on the [project website](#).

# Land Use

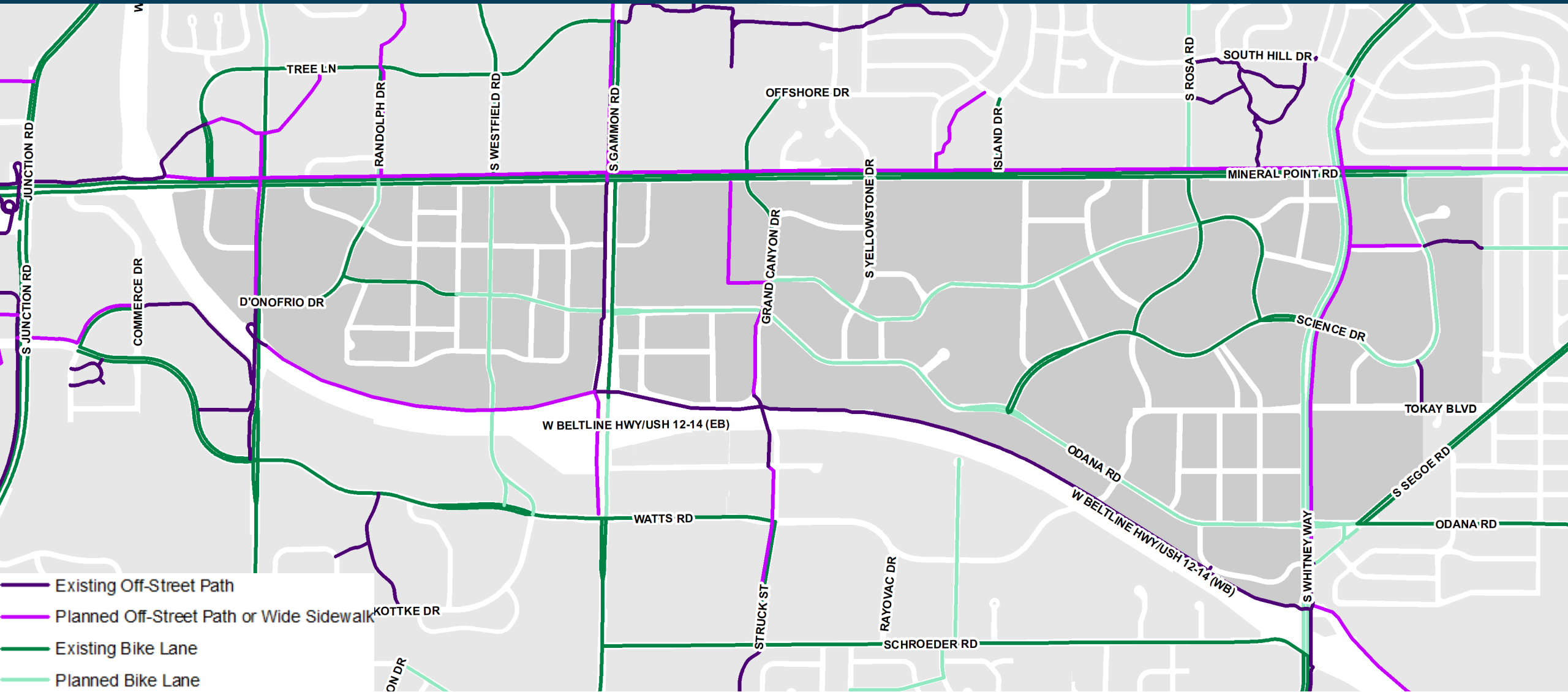


# Concepts: Building Height



- Planning Area
- BRT Station
- BRT Line
- 5 Floors
- 8 Floors
- 12 Floors

# Concepts: Path/Bicycle Network



- Existing Off-Street Path
- Planned Off-Street Path or Wide Sidewalk
- Existing Bike Lane
- Planned Bike Lane