



Department of Planning & Community & Economic Development

Planning Division

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To: Board of Park Commissioners

From: Odana Area Plan Staff

Date: August 2, 2021

Subject: Odana Area Plan Adoption (Legistar [#66098](#))

Background

The Odana Area Plan process began in early 2020 to provide guidance on future land uses and transportation issues within the 1,044 acre Odana Area, roughly bound by Mineral Point Road, Whitney Way and the Beltline. The Comprehensive Plan had identified the area as one of the City's 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. Undertaking this planning effort will also help the area adapt to the changes and challenges the retail sector has been experiencing since the 1990s, which have further been exacerbated by the Covid 19 pandemic.

There have been many public outreach activities throughout the planning process. These public engagement activities were adapted to seek input and feedback during the pandemic. A summary of the various public outreach activities are available on the [project website](#).

The plan has been referred to the Board of Park Commissioners, as part of the approval process.

Plan Recommendations

The draft development concept proposed in this plan will guide 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 plans for important connections as redevelopment occurs, such as an extension of Odana Road to High Point Road. Those connections are supplemented with a network of planned local streets that organize and orient new development towards them while increasing walkability and bikability by providing more direct routes on public streets.

The Plan recommends mixed-use development for a significant amount of land, with the highest future development intensity adjacent to existing and planned transit. The area has already seen an increase in mixed-use development, with the completion of projects like "The Urbana" at 5577 Odana Road (replacing a drive-through bank) and Normandy Square Apartments at 6509 Normandy Lane (in a former Market Square parking lot). Additional projects, like the [redevelopment of the Zor Shrine site](#) at 575 Zor Shrine Place, are poised to bring even more residents to the area if approved. Park space is a critical part of creating vibrant neighborhoods, and new parks space is needed in the Odana Area to serve the recent influx of new residents in an area that lacks parks

due to its history as a predominantly commercial area. Consequently, the Plan proposes creation of three new parks that are a minimum of five acres each to serve future residents within the Odana Area.

The Plan shows an Overlay of Future Park areas where these three new parks could locate. These areas are shown as green hatched “general future park area” on Map 7: Parks & Greenways in the plan. The Western area is in the West Towne Mall and the Eastern area is between the stormwater facility and soccer fields on Mineral Point Rd and Oakwood Village. By showing these areas as a “General Future Area” staff wanted to provide flexibility for Parks Division to acquire land through purchase as they become available for sale and/or require parkland dedication as part of redevelopments that include residential development.

A new public park is recommended as a focal point of the future redeveloped mall area, serving future residents, employees, visitors and businesses like restaurants and cafes. The initial development concept showed a park is at the planned extensions of Odana and Westfield Roads, a site with high visibility in a prominent location. However, this overlaps the under-construction Von Maur department store. While the Von Maur site would be ideal, it is the most recent redevelopment project in the general area and therefore likely to remain over the mid or long term. As a result, the general future park area was expanded to include two other blocks as the potential future park, providing more flexibility in park location as redevelopment occurs.

Two other parks are recommended to be created between the stormwater facility and soccer fields on Mineral Point Rd and Oakwood Village. See the eastern green hatched area on Map 7 for a generally acceptable location for these parks. The Parks Division may opt to proceed with one larger park, if that is found to be preferable based on future property availability.

The Green and Resilient chapter on pages 29-31, including Map 7: Parks & Greenways, contains recommendations with regards to parks in the Odana Area.

Attachment:

[Odana Area Plan: June 22, 2021 Draft](#)