



Department of Planning & Community & Economic Development

Planning Division

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To: City of Madison Plan Commission

From: Odana Area Plan Staff

Date: August 18, 2021

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

Background & Changes Since Last Meeting

A progress update on the Odana Area Plan (OAP) was provided to the Commission at its March 8, 2021 meeting. A first draft of the OAP was presented at the June 7, 2021 Plan Commission meeting. At that meeting, the Commission provided direction to staff on a few issues, including bonus stories for green building/affordable housing, the cross-section for the possible future extension of Odana Road, and how to approach proactive rezoning/official mapping. Staff has integrated the Commission's direction into the June 22, 2021 draft posted to Legistar and introduced at Council on July 6, 2021. Given that the Commission already has extensive background on the OAP, and that minimal edits have been made to the draft previously presented, this memo focuses on summarizing changes since the June 6th Commission meeting and summarizing board, committee, and commission review that has been conducted after Council referral.

Other than some minor edits/layout changes/typo corrections, the main changes to the OAP are:

1. Clarification/simplification of Map 2 line work and footnote (page 14).
2. Created Map 3: Proactive Rezoning Recommendations (page 15), per the Commission's June direction.
3. Inserted text on page 16 discussing proactive rezoning in concert with Map 3.
4. Inserted street cross-section examples and edited Table 1 on pages 18-19, per the Commission's June direction.
5. Added a recommendation in the "Culture & Character" chapter (page 28) to *"Add artist-in-residency space within the area as tenant space in an existing building, space in a future incubator, or as part of a new community/neighborhood center."* Staff had been reaching out to some area artists before the first draft of the plan, but had not heard back in time to integrate feedback in to that draft.

Board, Committee, Commission Review

The City Council referred the OAP to the Economic Development Committee, Board of Park Commissioners, and Transportation Policy and Planning Board for review and comment. Though there were some questions/discussion at each meeting, recommendations for plan edits were minimal. Staff had visited the three committees for Plan progress updates in March/April, and was able to address most comments in the draft Plan document that was introduced at Council on July 6th.

Economic Development Committee (July 21, 2021)

The EDC recommended adoption of the plan, and recommended that a Racial Equity and Social Justice (RESJ) Analysis be conducted. Staff has convened a team and has begun to conduct the analysis, with a focus on the Economy & Opportunity chapter. The analysis is taking longer than originally anticipated but will be completed prior to any Council consideration of the Plan.

Board of Park Commissioners (August 11, 2021)

The BPC recommended approval of the plan, with no recommendations for edits.

Transportation Policy & Planning Board (August 16, 2021)

The TPPB recommended approval of the plan, with the added recommendation that staff review the planned path network to determine if any paths should be incorporated into the recommended official map. Staff has reviewed the planned bike network map (Map 5), and has the following recommendations:

- a. **Beltline path extension to east and west:** East extension would be almost exclusively on City property or WisDOT-controlled Beltline right-of-way (ROW). Staff feels that official mapping is unnecessary. For the west extension, Planning staff inquired with City Engineering as to whether the path would be extended in Beltline ROW, and they stated that the west portion is expected to be constructed in existing ROW and is in good standing with WisDOT, so no additional land is expected to be needed.
- b. **Mineral Point Road path/wide sidewalk:** implementation of this recommendation is already being addressed as part of the planned BRT project. Staff feels that official mapping appears to be unnecessary.
- c. **Tocora Lane path extension from Science Drive to Whitney Way:** this path runs along a planned street that is not recommended for official mapping. Staff feels that the parallel path should not be officially mapped given that the adjoining street is not planned for official mapping.
- d. **Odana Road path connection to Beltline Path at Research Park Boulevard:** This ~350 foot section could be considered for official mapping.
- e. **Big Sky Drive from D'onofrio Drive to Mineral Point Road; and Grand Canyon Drive from Struck Street underpass north to Normandy Lane:** these sections are along existing streets. These sections could be considered for official mapping, but in coordinating with Engineering staff it seems more likely that path construction would take place in existing ROW as part of an adjoining street project, as happened with the Gammon Road path and as is being planned with the BRT project. Note that the path extension from Normandy to Mineral Point could occur on City property as part of modifications to the stormwater pond that are being planned by Engineering.

Since any potential official mapping will occur as a separate legislative action after adoption, these recommendations can be revisited during that process to ensure they are still appropriate.

Additional Public Comment

Some additional public comment has been provided since the last Plan Commission meeting. These comments are saved as "[Public Comments as of 0721](#)" in the Legistar file, and include:

- A letter from Husch Blackwell on behalf of CBL expressing concern regarding official mapping.
- A letter from a resident north of Mineral Point Road expressing concern regarding maximum building heights, potential for additional apartments, new streets, and whether there is enough open space.
- A letter from the owner of High Point Commons Apartments advocating for taller maximum building heights west of West Towne Mall.

Staff Recommendation

Planning staff has met with Parks staff, and recommends the Commission consider adding a clause to the Plan along the lines of "exceptions to building height limits on map 6 may be considered for properties that dedicate park space in 'general future park' areas in a manner that is acceptable to the Parks Division."

Planning staff recommends that the Plan Commission recommend to the Common Council that the Odana Area Plan, as submitted, subject to any Plan Commission direction on the above clause and items (d) and (e) under the TPPB section, be adopted as a supplement to the City's Comprehensive Plan.