

Odana Area Plan



Plan Commission Update
June 7, 2021

Odana Area Plan



2018 City Comprehensive Plan:

Prepare plans to transition auto-oriented commercial areas into mixed-use Activity Centers.

Growth: 50/50 mix of peripheral & infill/redevelopment

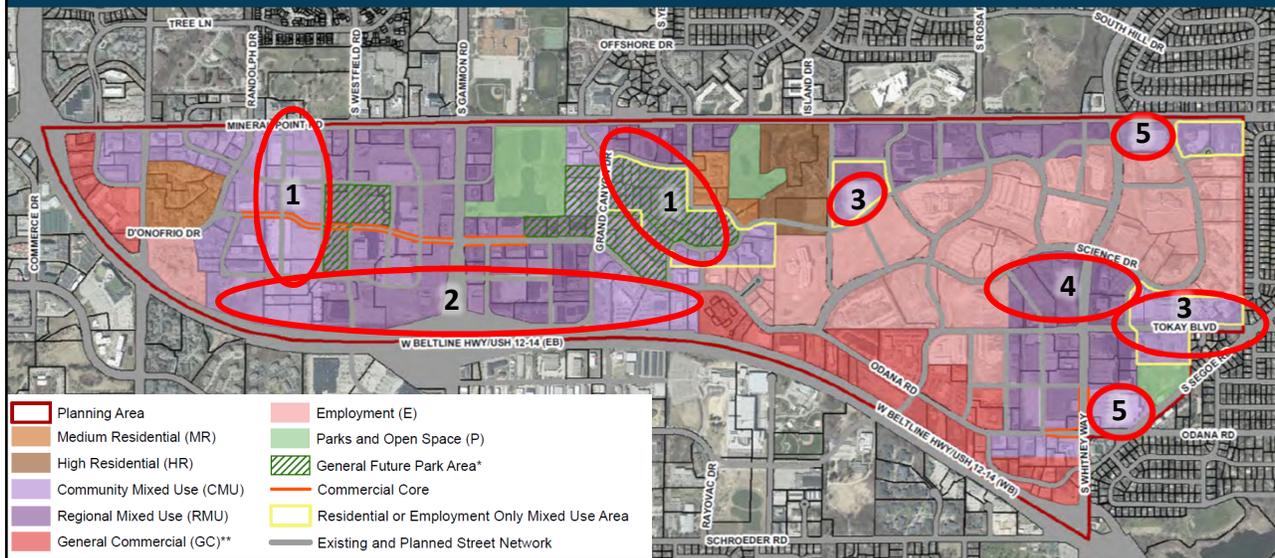


Odana Area Plan: Presentation Agenda

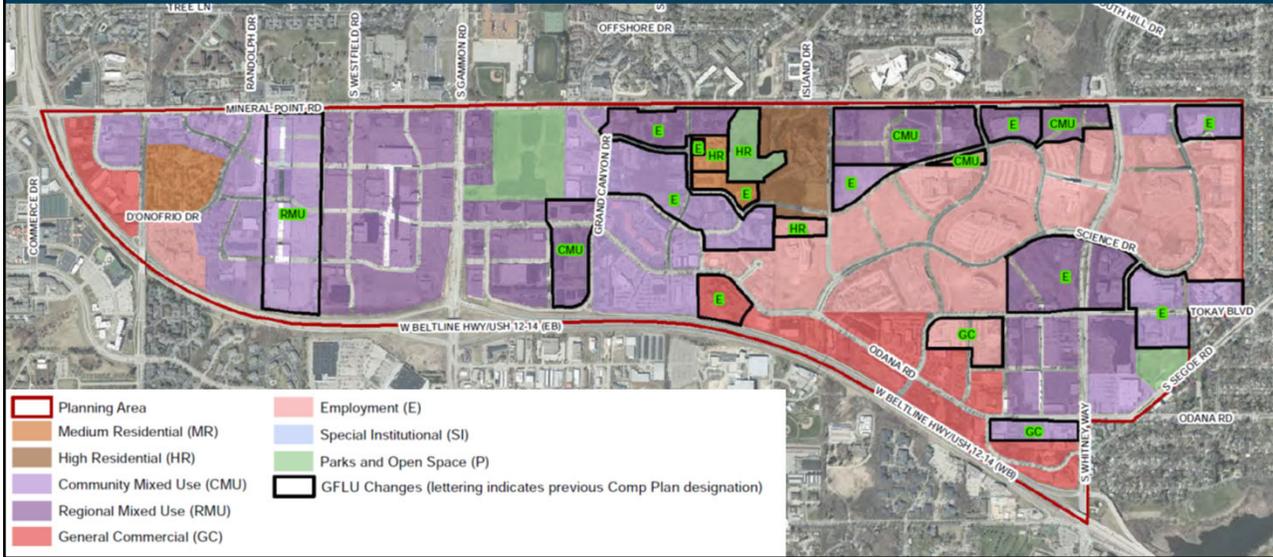


- Updated concept maps: what’s changed since March Plan Commission meeting
- Highlights of draft plan recommendations (full list included with Commission materials)
- Proactive rezoning and official mapping
- 5/27 & 6/1 public meetings summary
- Questions for Commission
- Anticipated timeline

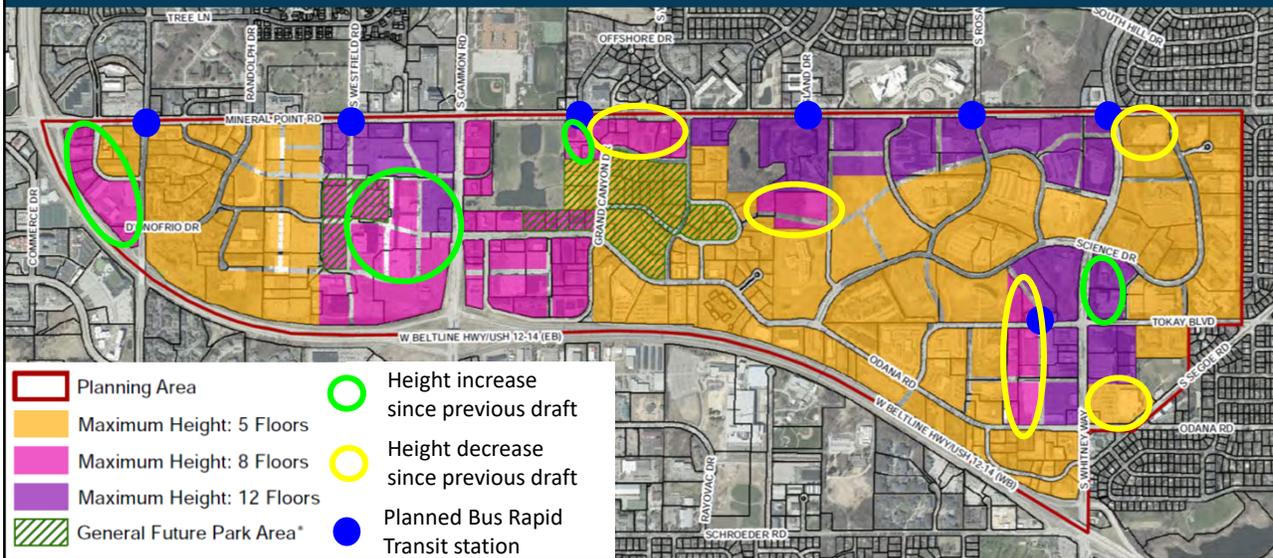
Future Land Use



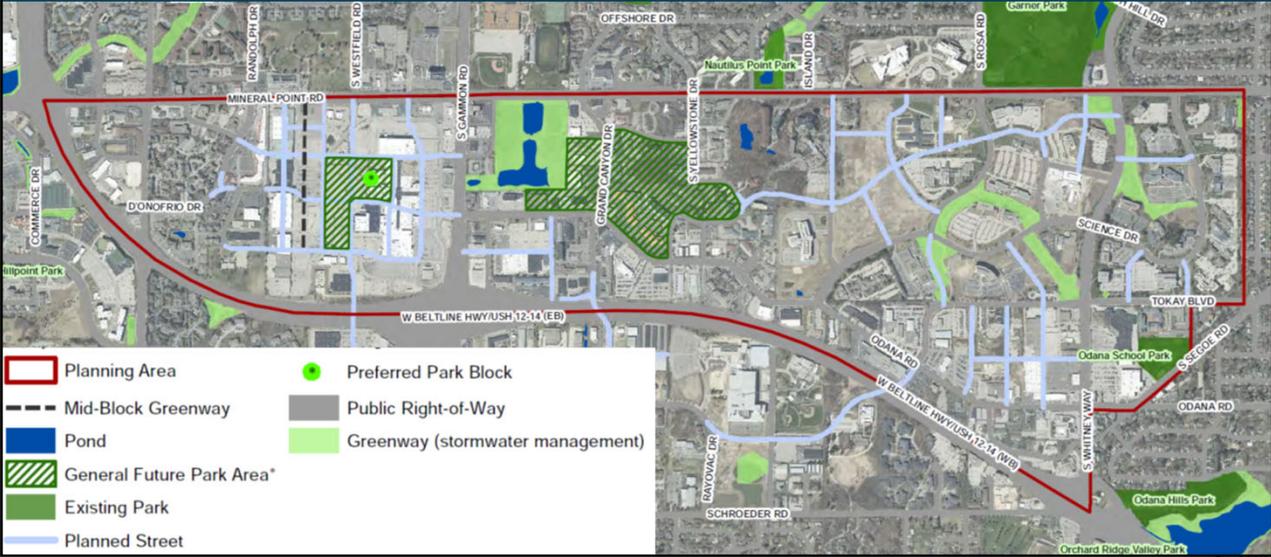
OAP Changes to Comp Plan Future Land Use



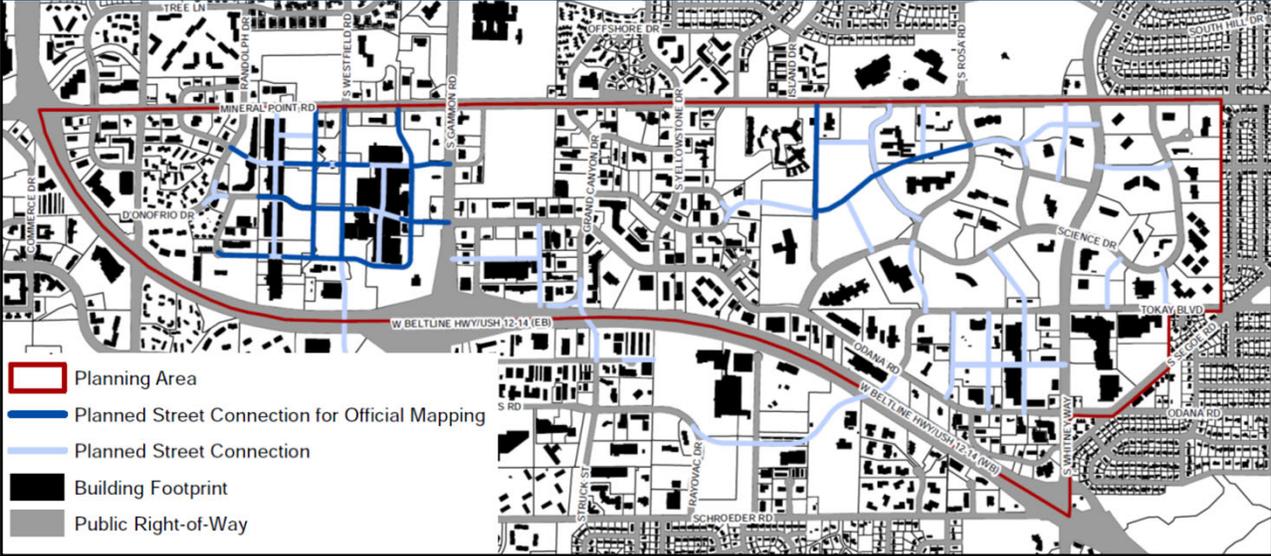
Building Heights



Parks, Open Space, Stormwater

Street Network

Path, Pedestrian, and Bicycle Network



Recommendation Highlights



- **Transportation**
 - Integrate pedestrian and bicycle infrastructure like benches, pedestrian-oriented lighting, and bike racks into terrace areas, especially in and around the “Commercial Core” areas
 - 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.
- **Neighborhoods and Housing**
 - Support development of affordable housing of all types, including different sizes, costs and income levels for a broad range of residents.
 - Encourage a variety of ownership and occupancy structures in addition to apartments, including co-housing, condominiums, housing cooperatives, and community land trusts.

Recommendation Highlights



• Economy and Opportunity

- Consider land banking within the Odana Area as a method for reusing existing buildings for affordable local business space as part of an incubator, redeveloping surplus surface parking into affordable housing, and implementing the planned street network
- 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 are expected. Gap assistance could be used to help businesses displaced by redevelopment afford ground-floor space in new mixed use buildings.

• Culture and Character

- Explore opportunities to secure/reserve space that would be well-positioned to serve as a community center, neighborhood center, or meeting space for future residents of a new Odana neighborhood, potentially in conjunction with, or close to, new park space.
- Consider replacing street signs to include an identifiable district logo, similar to street signs on and in State Street, Mansion Hill and Tenney-Lapham.

Recommendation Highlights



• Green and Resilient

- Enhance the tree canopy on public right-of-way by filling in existing street tree gaps in terraces, maximizing the planting of street trees in new terraces, planting trees in medians, and by proactively replacing dead and dying trees throughout the planning area.
- Require buildings/projects seeking City funding assistance (via TIF, the Affordable Housing Fund, or other programs) to describe how they will exceed energy efficiency and sustainability requirements in existing building codes.

• Effective Government

- Explore satellite facilities for Government services to accommodate resident and business schedules and needs.
- Proactively enforce property maintenance ordinances for vacant properties.

Proactive Rezoning and Official Mapping



Why?

- Encourage redevelopment consistent with plan by simplifying development process
- Discourage development detrimental to character recommended by the plan

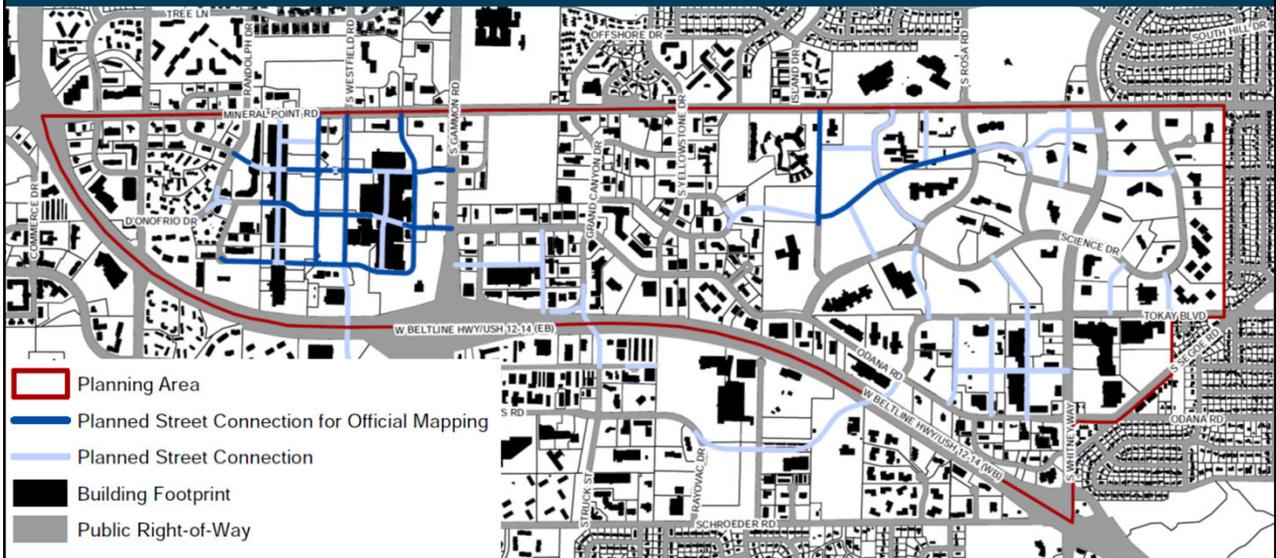


What?

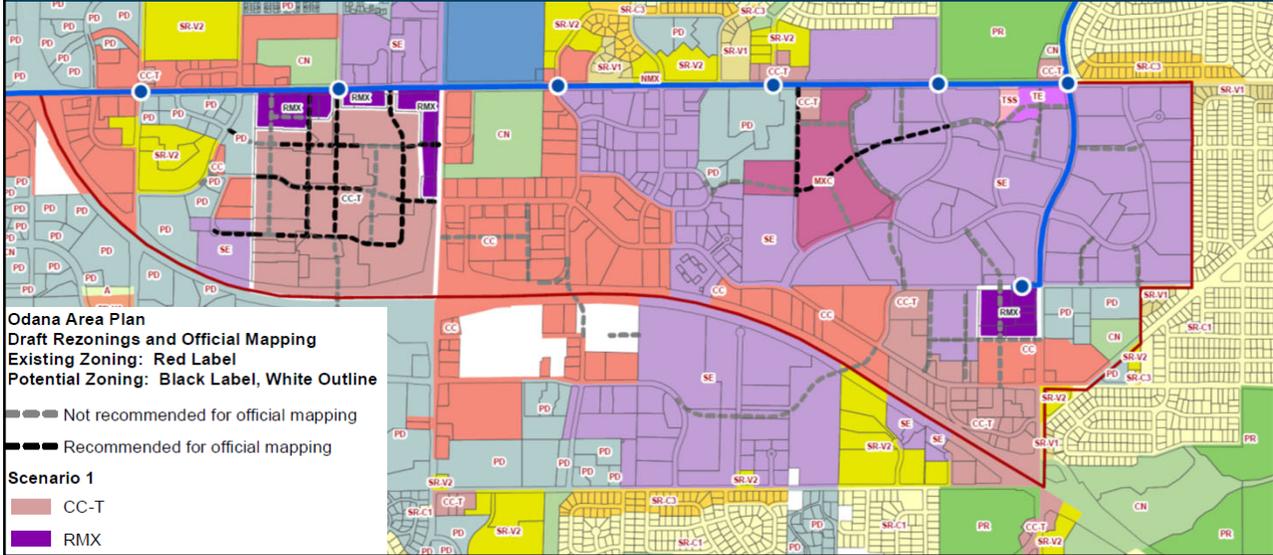
- Recommendation of potential future rezoning
 - Requires separate future approval
- Plan approval will not change any zoning



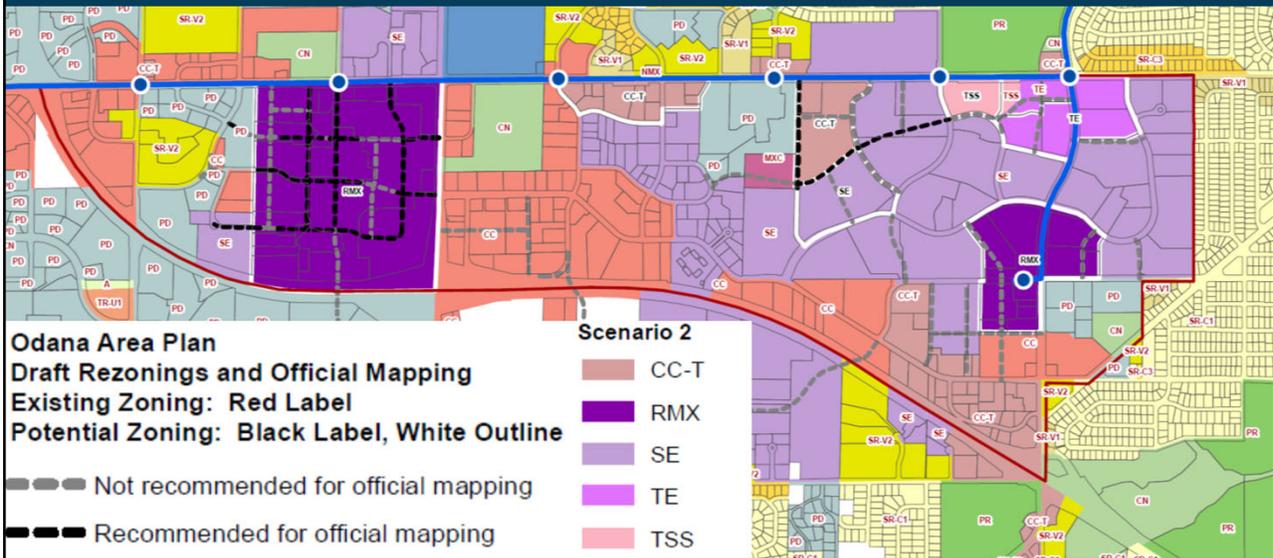
Street Network



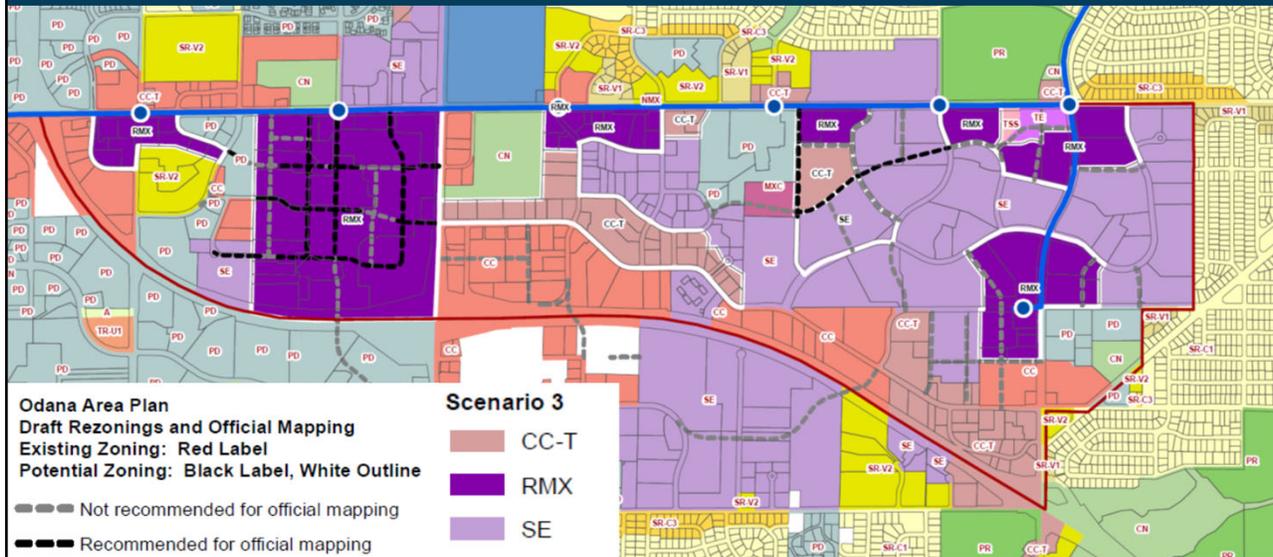
Proactive Rezoning – Scenario #1



Proactive Rezoning – Scenario #2



Proactive Rezoning – Scenario #3



5/27 & 6/1 Public Meeting Comment Summary



- Maximum building heights:
 - Could the 8 and 12 story maximums be extended further west along Mineral Point Road?
 - Consider taller maximums than 5 stories throughout planning area.
- There are too many new street connections shown.
- Some concerns about proactive rezoning.
- Questions about how park overlay would work.
- Questions about stormwater management.

Note: All plan maps and strategies were available for public review prior to the public meetings. The full draft document was posted on 6/3.

Plan Commission Questions



1. Should the Plan make use of bonus stories to encourage green building and/or affordable housing, or simply stick with a no-strings-attached maximum height map?
2. Odana Road extension cross-section preference.
3. Proactive rezoning approach.
4. Official mapping of streets.
5. **Is the Commission comfortable proceeding with introduction to Council?**



Estimated Timeline; Additional Information



Estimated Timeframe	Activity
June 7, 2021	Plan Commission discussion of draft document with revised concepts/maps (same maps and recommendations as presented at the public meetings)
July 6, 2021	Introduce Odana Area Plan at Common Council; referral to Boards, Committees, and Commissions (BCCs)
July-August-September 2021	BCC review (Plan Commission, Board of Park Commissioners, Economic Development Committee, Transportation Policy and Planning Board are expected referrals)
September 21, 2021	Common Council – consider adoption

Project web page
Cityofmadison.com/odanaplan

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