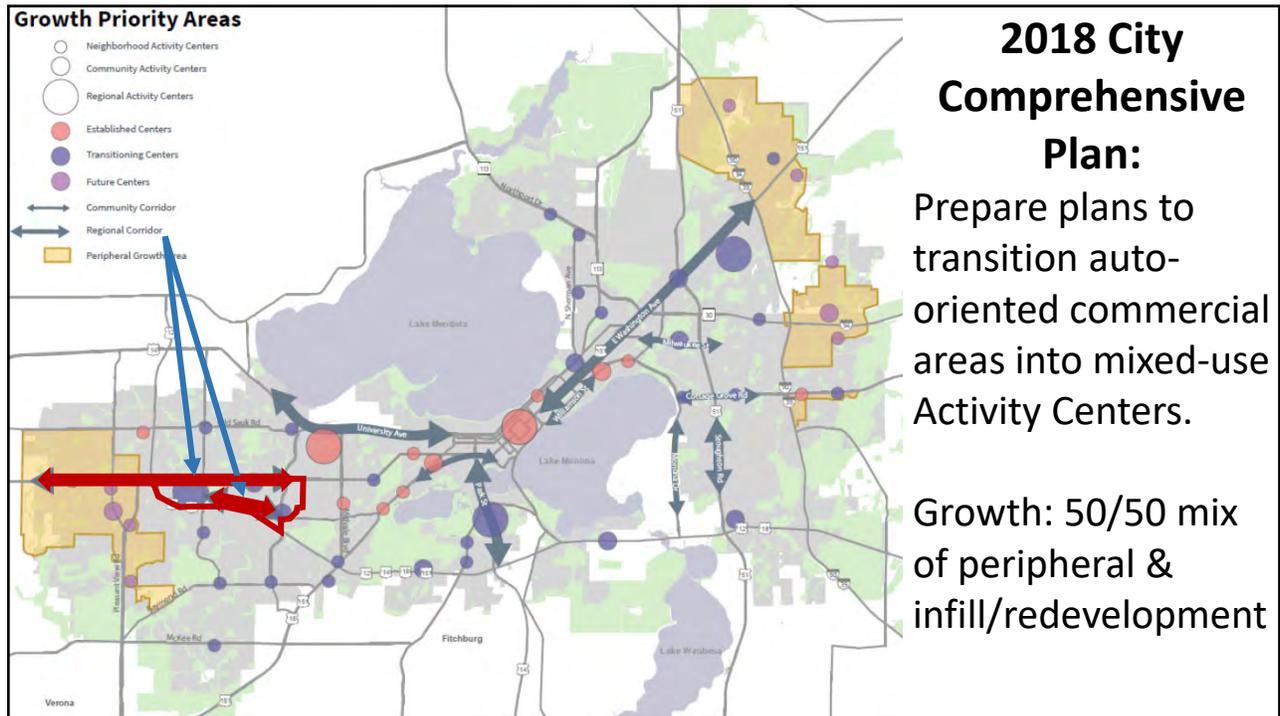
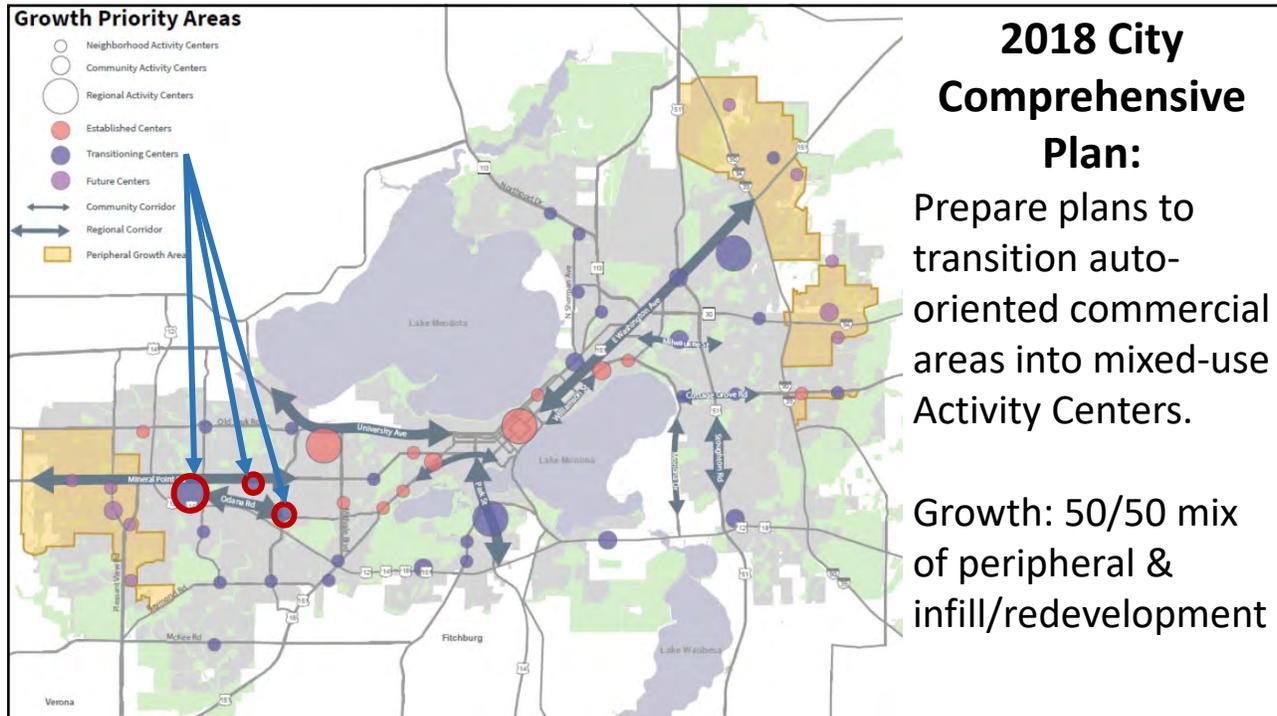


Odana Area Plan



Plan Commission Update
March 8, 2021





Outreach: Madison Mall Madness



 <p>Places to Live and Work Affordable Places to Live</p>	 <p>Things To Do Family and Outdoor Activities</p>	 <p>Design and Character Natural Space & Stormwater Management</p>	 <p>Getting Around Frequent and Convenient Transit</p>
 <p>Places to Live and Work Housing for Families</p>	 <p>Things To Do Local Restaurants, Cafes or Breweries</p>	 <p>Design and Character Green Buildings</p>	 <p>Getting Around Comfortable and Safe Bike Routes</p>

Outreach: Zoom Series #1



- 8 meetings (topics overlapped with East Towne Area Plan)
- ~ 450 total attendees

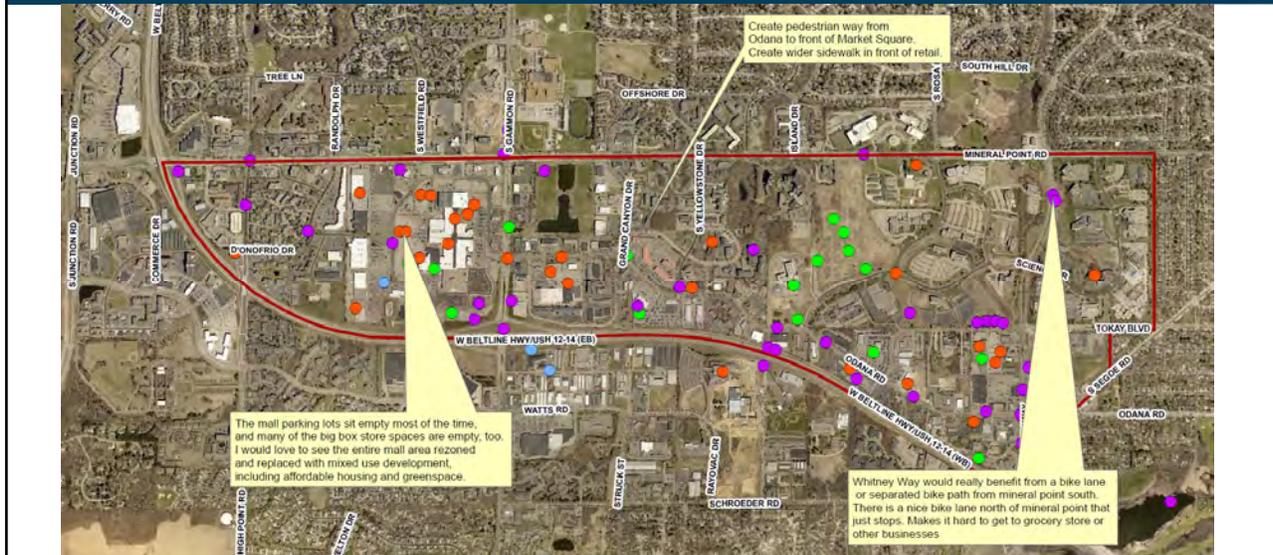


“I like the look and theory of **mixed use** but I also know small retailers can struggle and developers can’t always fill **retail vacancies**.”

“Retail, Restaurant, and Services businesses will do better if we **intelligently densify** these targeted areas.”

“I see large areas of **empty parking lots** around both West Towne and East Towne almost all of the time. These areas both have great **transportation linkages** and can support much higher **density** without burdening the surrounding neighborhoods with more traffic. This could include mid-rise office and multifamily buildings that create a more urban environment...”

Outreach: Interactive Mapping



Outreach: Chambers, Businesses, Landowners/Developers



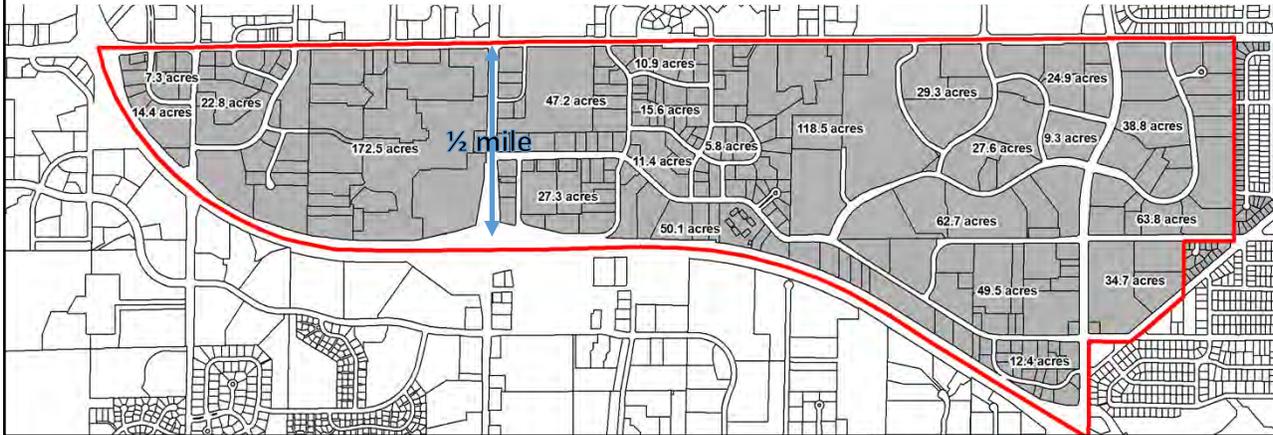
- Affordability is critical for both housing AND businesses.
- Need entertainment and recreation for all ages.
- Development needs to be more equitable, racially diverse, and inclusive.
- Collaboration is critical between nonprofits, for-profit businesses, and government.
- Smaller commercial buildings with character are in high demand in Madison; bigger spaces are hard to make warm and welcoming.



Design Principles: Land Use + Transportation



Connectivity, walkability, bikeability



Design Principles: Land Use + Transportation



Ensure new streets are designed for both people and transportation



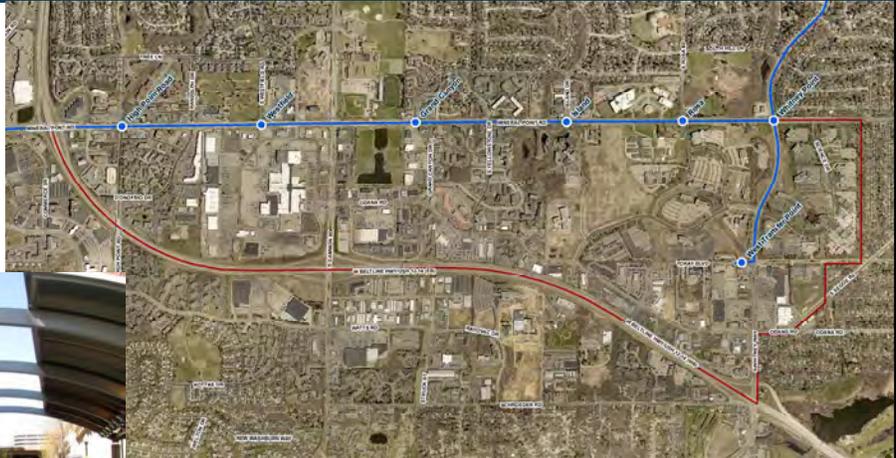
New buildings should front public streets



Design Principles: Land Use + Transportation



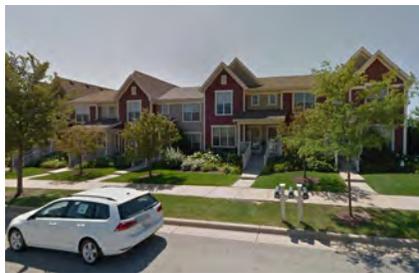
Focus density along planned BRT corridor



Design Principles: Land Use + Transportation



Allow a range of building scales to encourage diversity in housing options



Design Principles: Land Use + Transportation



Creatively reuse existing viable buildings

- Existing buildings have value and are “green buildings”
- Be flexible with re-use of existing buildings



Design Principles: Land Use + Transportation



Maintain mixed-use cores



Design Principles: Land Use + Transportation



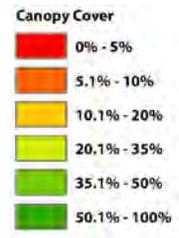
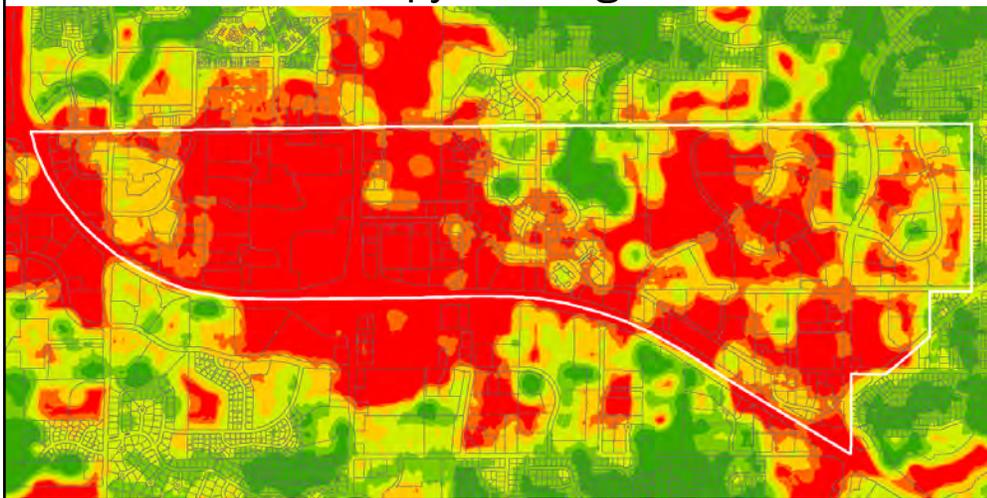
Incorporate open space as a focal point



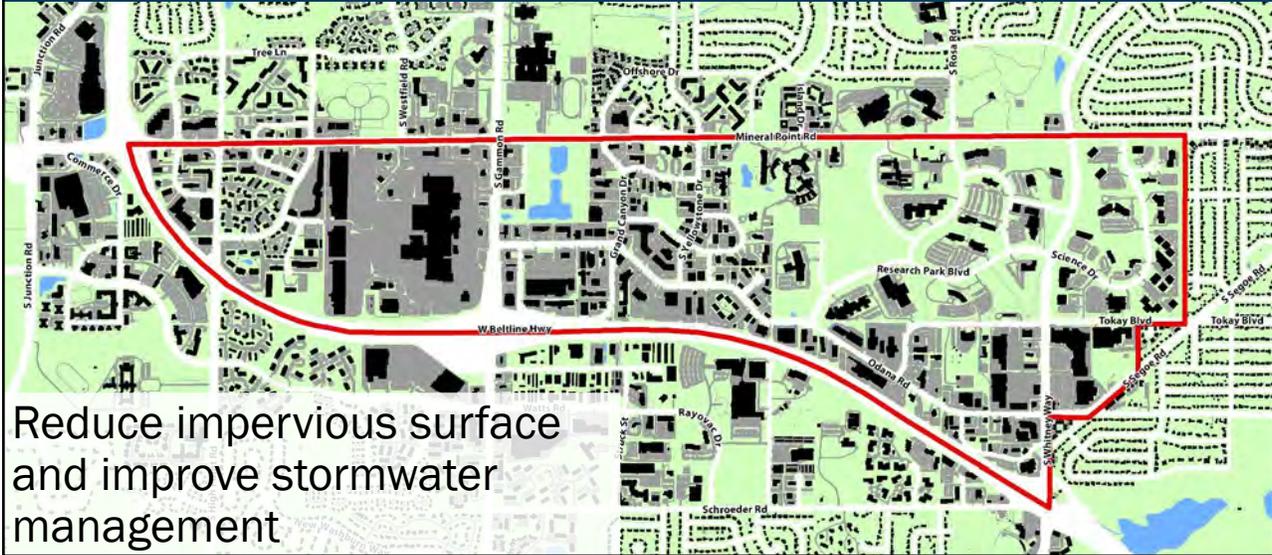
Design Principles: Green & Resilient



Increase tree canopy coverage



Design Principles: Green & Resilient

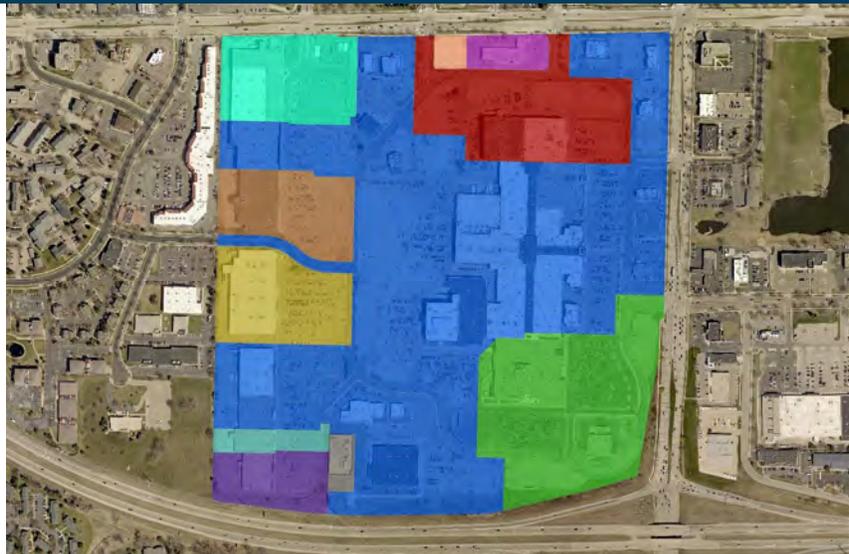


Reduce impervious surface and improve stormwater management

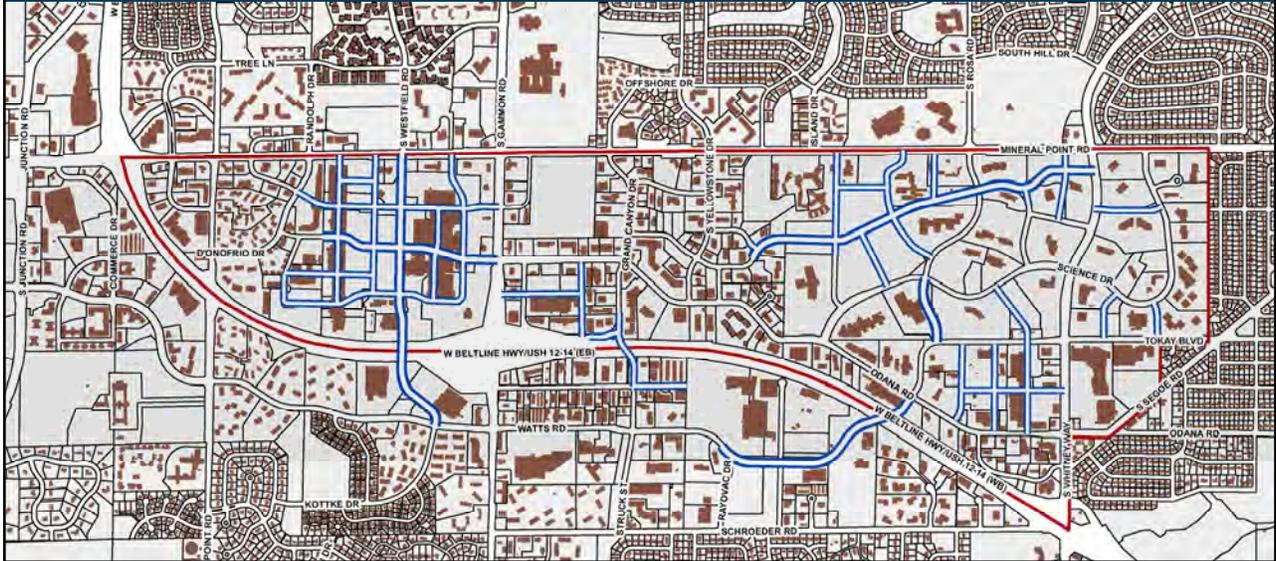
Design Principles: Phasing/Flexibility



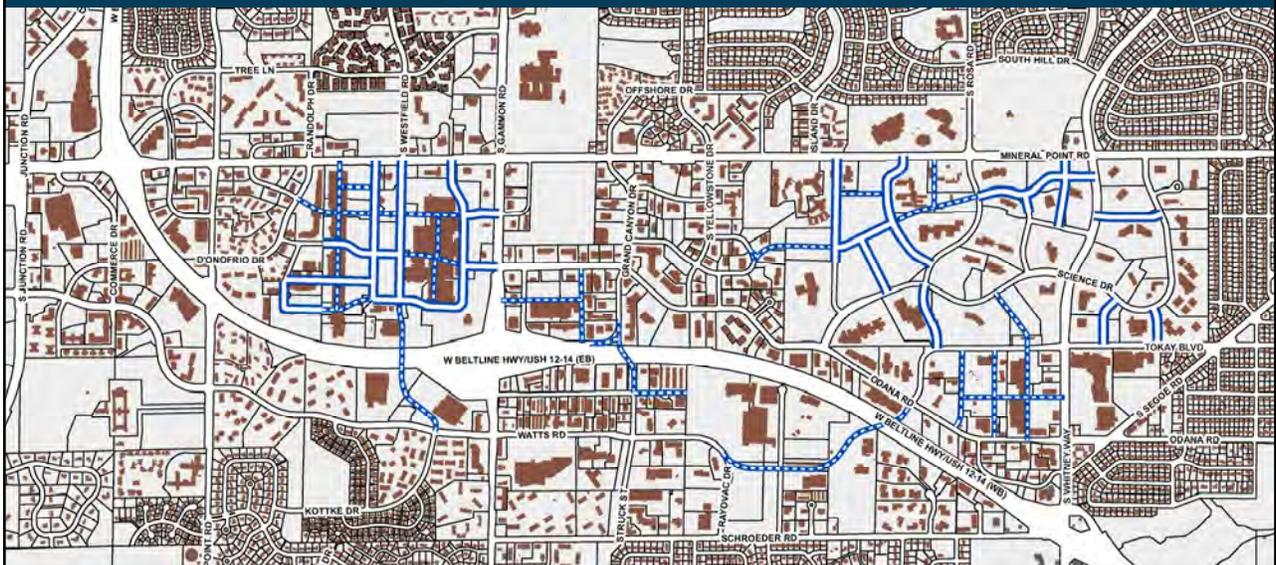
Create a resilient framework that can be phased in and not dependent on all property owners redeveloping



Walkable New Grid



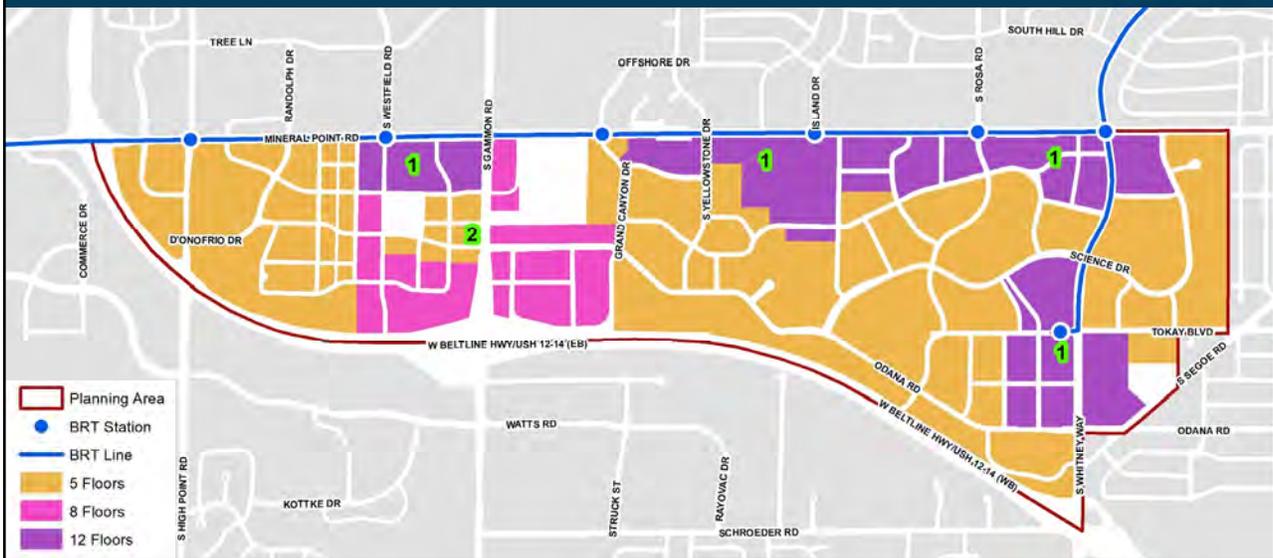
Street Phasing



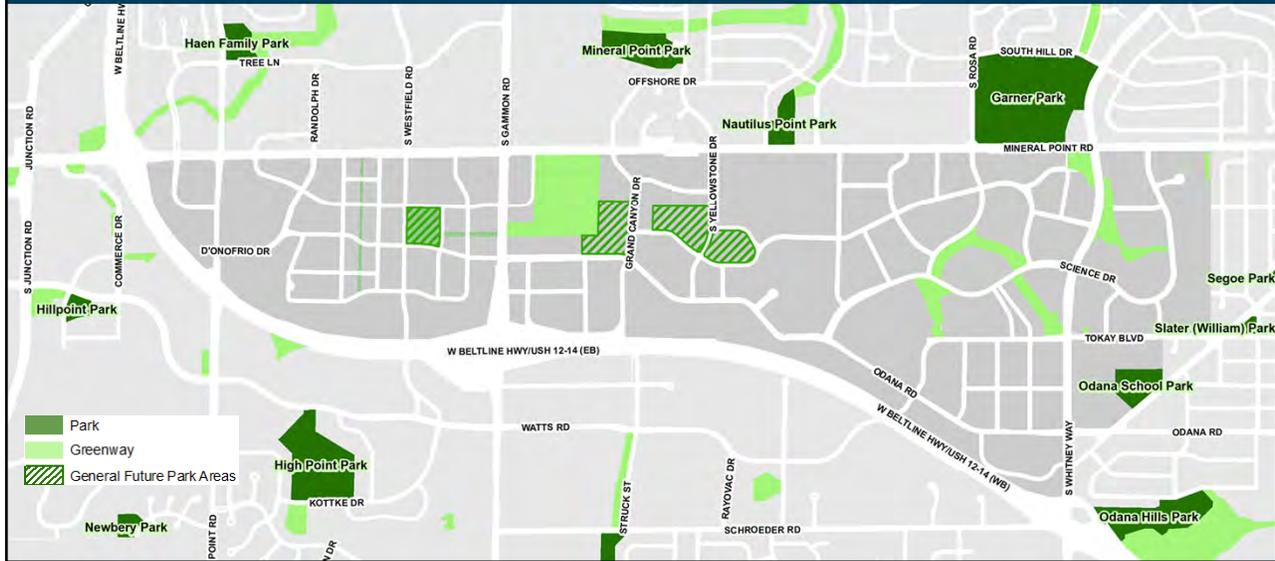
Land Use



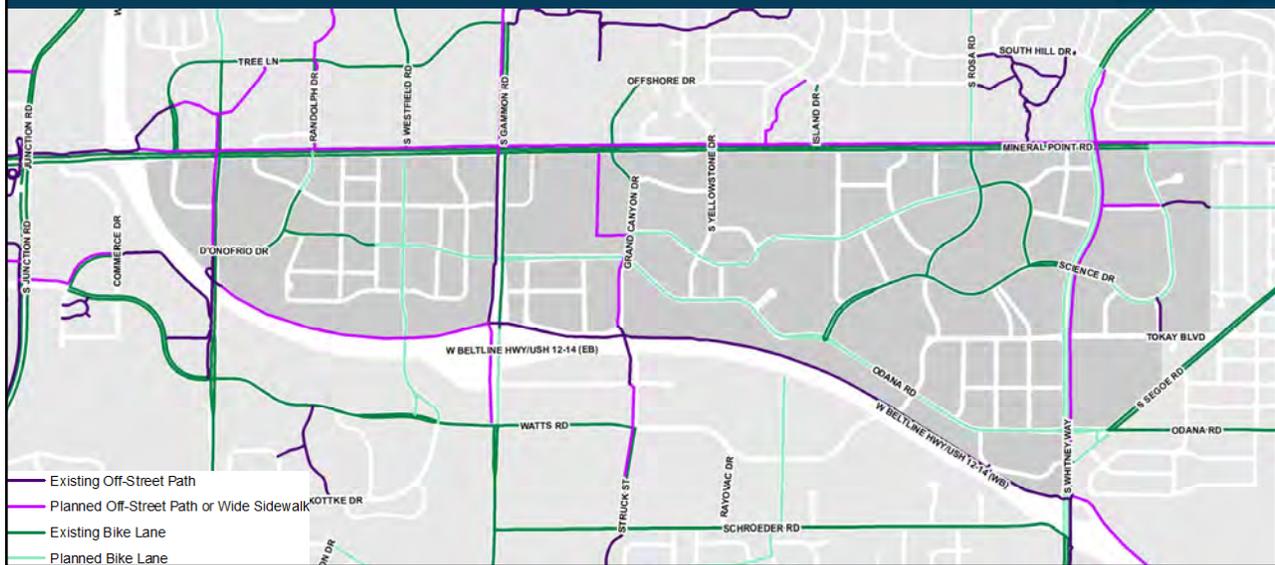
Concepts: Building Height

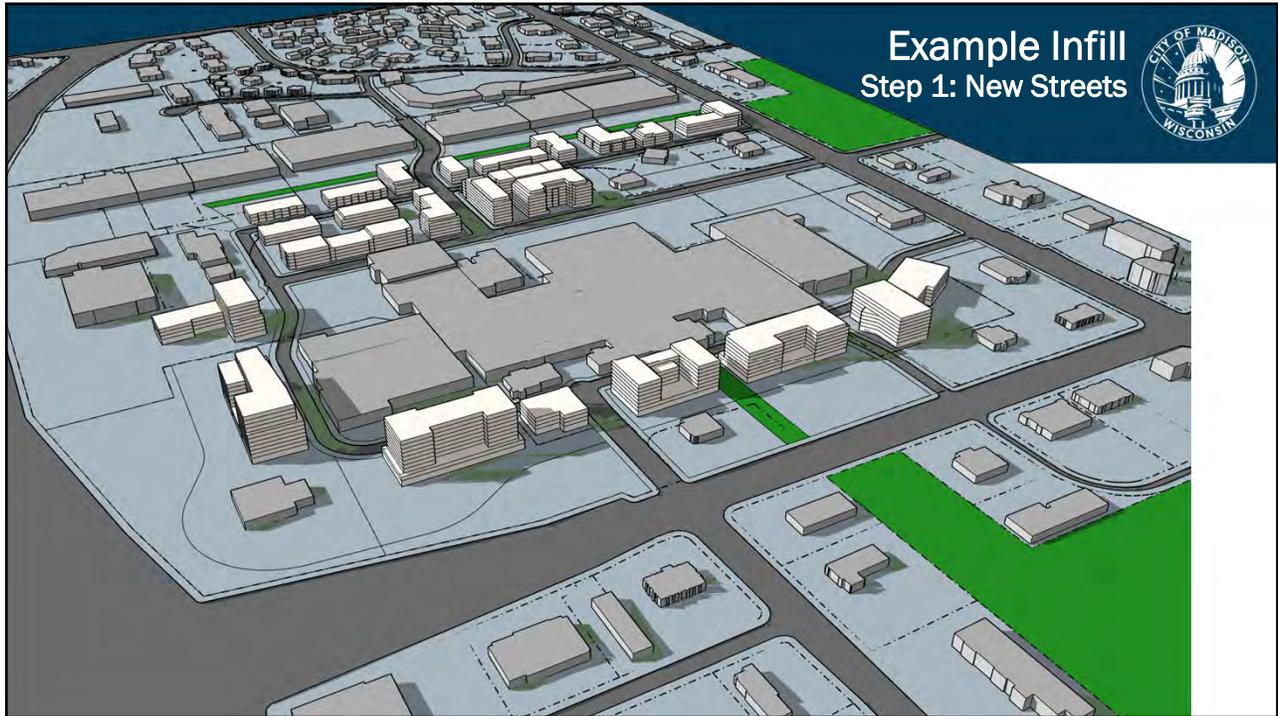
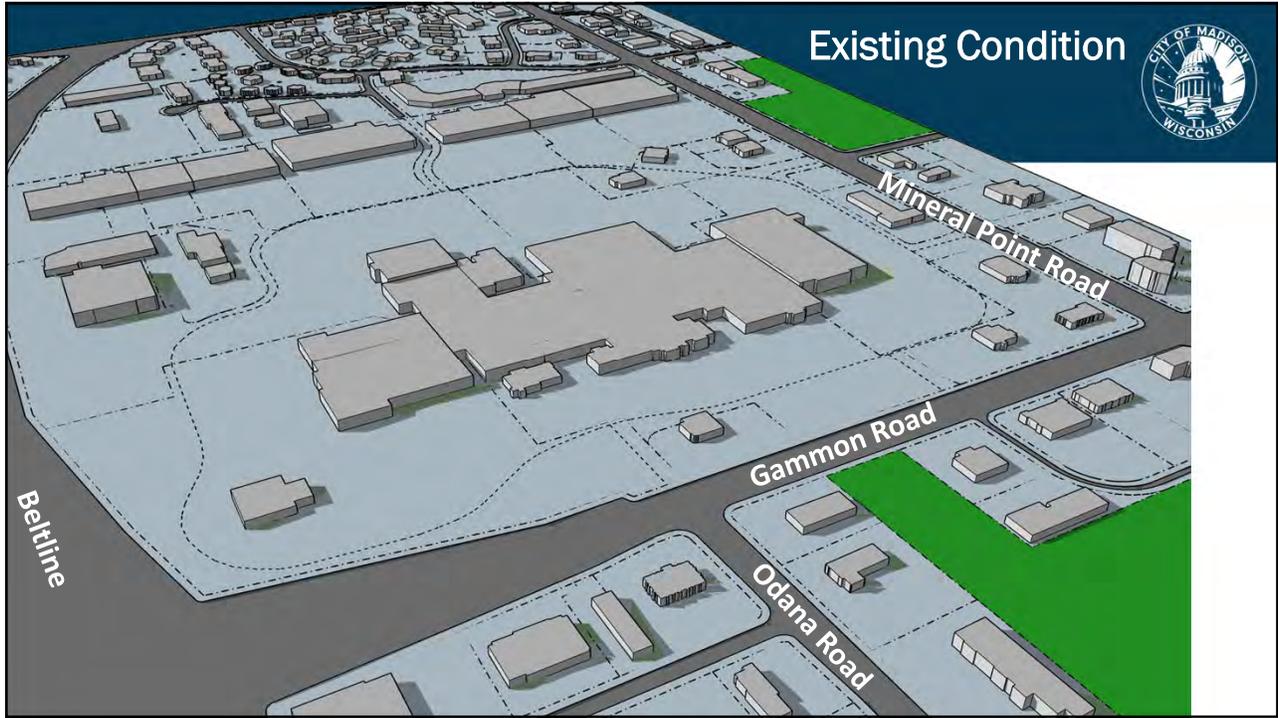


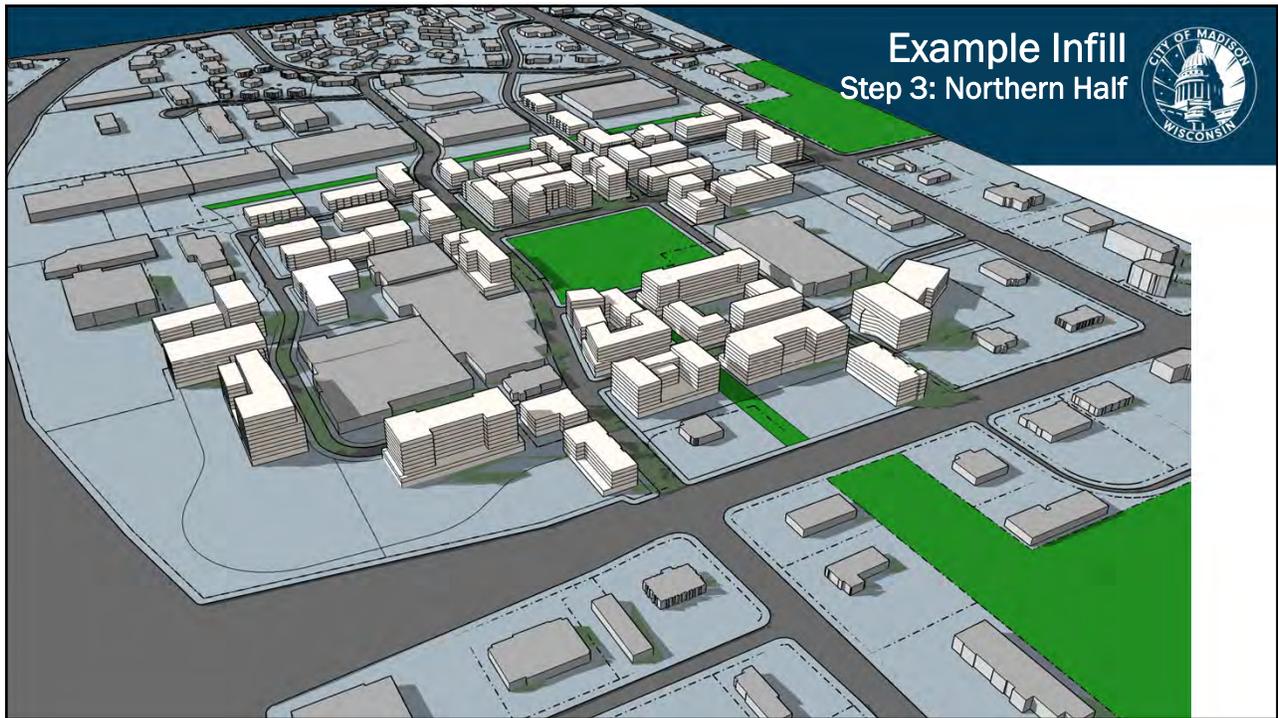
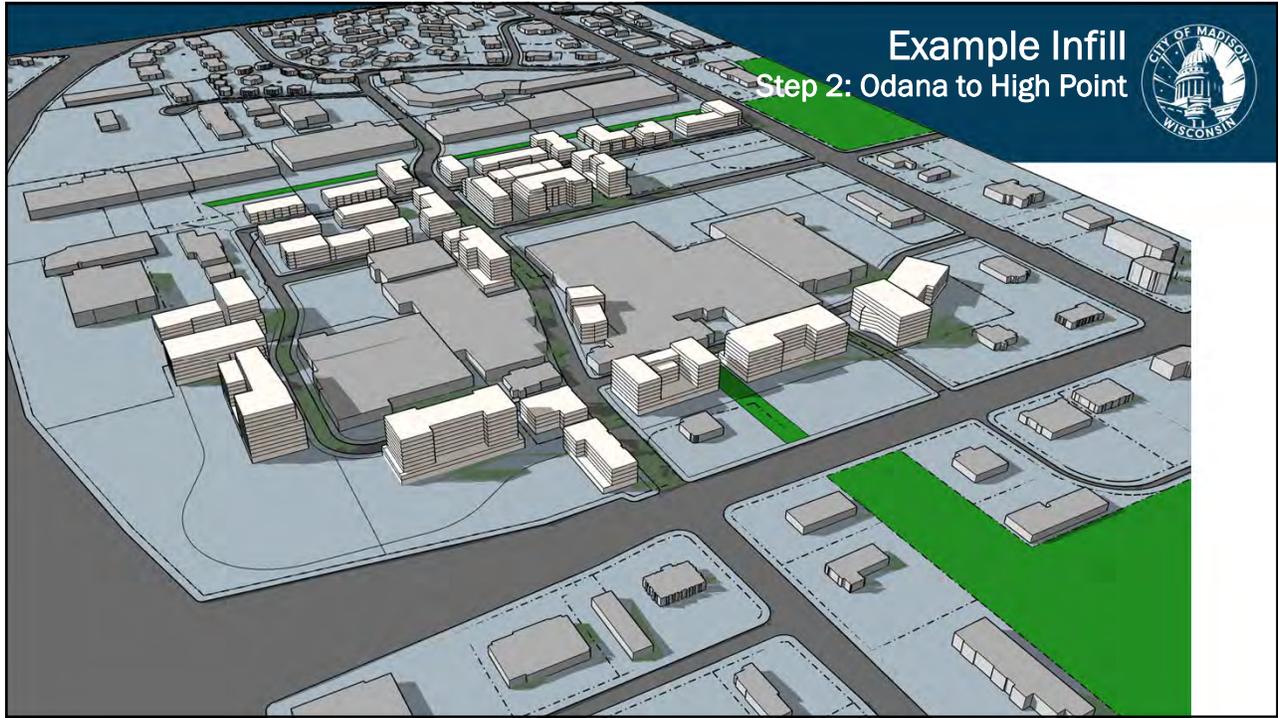
Concepts: Parks



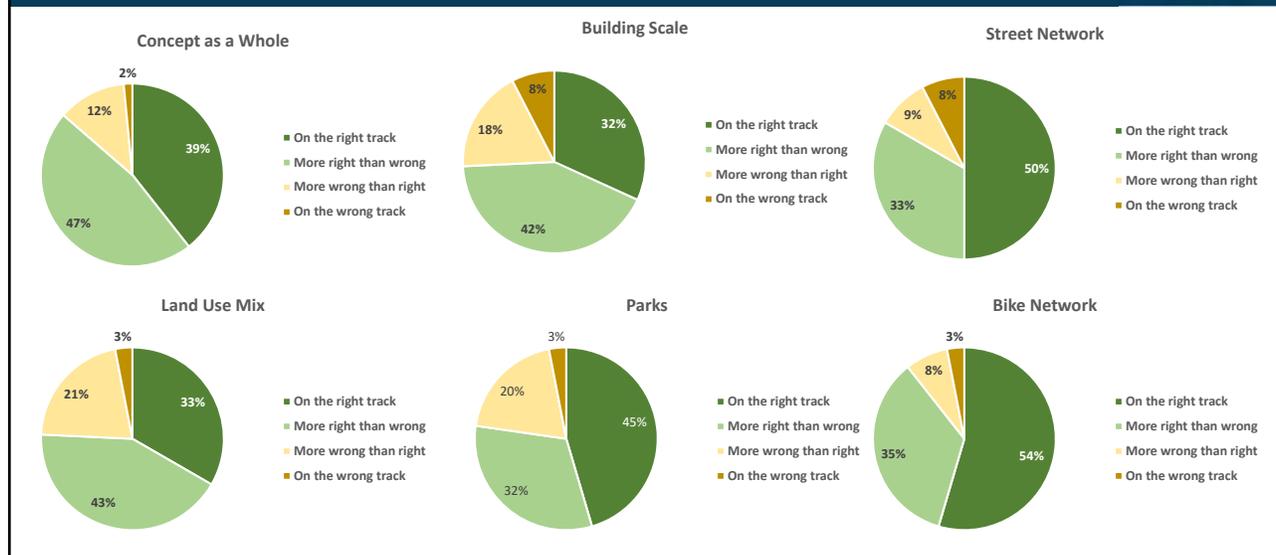
Concepts: Path/Bicycle Network







Outreach: Phase 2 Meetings Feedback from Polling Questions



Outreach: Zoom Series # 2 – Excited about . . .



- Better connectivity for streets and bikes; breaking up large blocks
- Future extension of Odana if the mall changes
- Potential for increased residential units/density/affordable units
- Breathing new life into Westgate, West Towne areas
- Mixed-use focus
- Generally having a plan for the area to get out in front of declining retail

Outreach: Zoom Series # 2 – Concerned about . . .



- Building heights along Mineral Point Road, by West Transfer Point
- Sufficient parking for new development
- Amount of potential new multifamily housing; whether there will be enough affordable housing
- Whether the plan would lead to development of needed missing middle housing
- Greenery and increasing the tree canopy

Estimated (Optimistic?) Timeline



Estimated Timeframe	Activity
February-April 2021	OAP Neighborhood Resource Team updates
March-April 2021	Revise concepts based on previous public feedback, Plan Commission feedback, and other BCC feedback; draft plan text
March-April 2021	Visit BCCs for topic-specific OAP review/discussion: TPPB, BPC, EDC.
May 2021	Release draft document with revised concepts/maps
June 2021	Plan Commission discussion of draft document with revised concepts/maps
July 2021	Introduce OAP at Common Council; referral to BCCs
July-August 2021	BCC review
September 2021	Common Council – consider adoption

Questions/Discussion



1. **Land Use:** Do you agree with the approach to mixed-use development?
2. **Land Use:** Should the FLU map prevent residential uses immediately adjacent to the Beltline, as is currently shown?
3. **Building Heights:** Are any refinements needed to the maximum building height map?

cityofmadison.com/OdanaPlan

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