

# Odana Area Plan



Economic Development Committee  
March 17, 2021

## Agenda

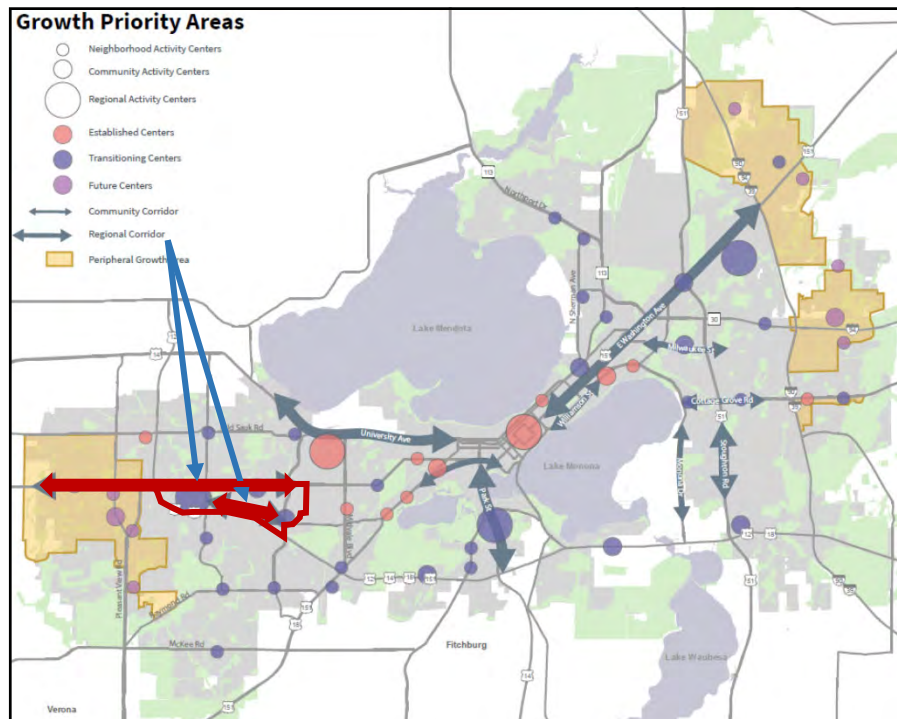


- Odana Area Plan background
- Economic development-related principles for the planning area
- Economic development-related feedback from public participation
- Q&A, discussion

# Odana Area Plan



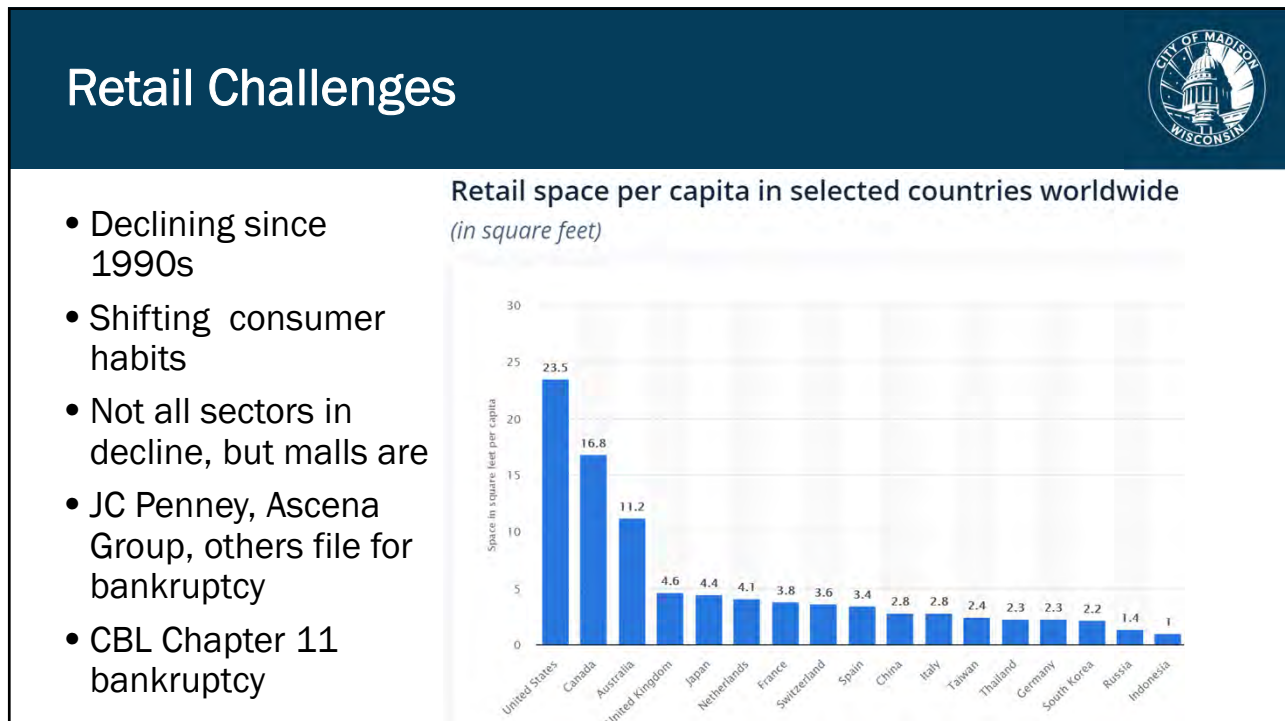
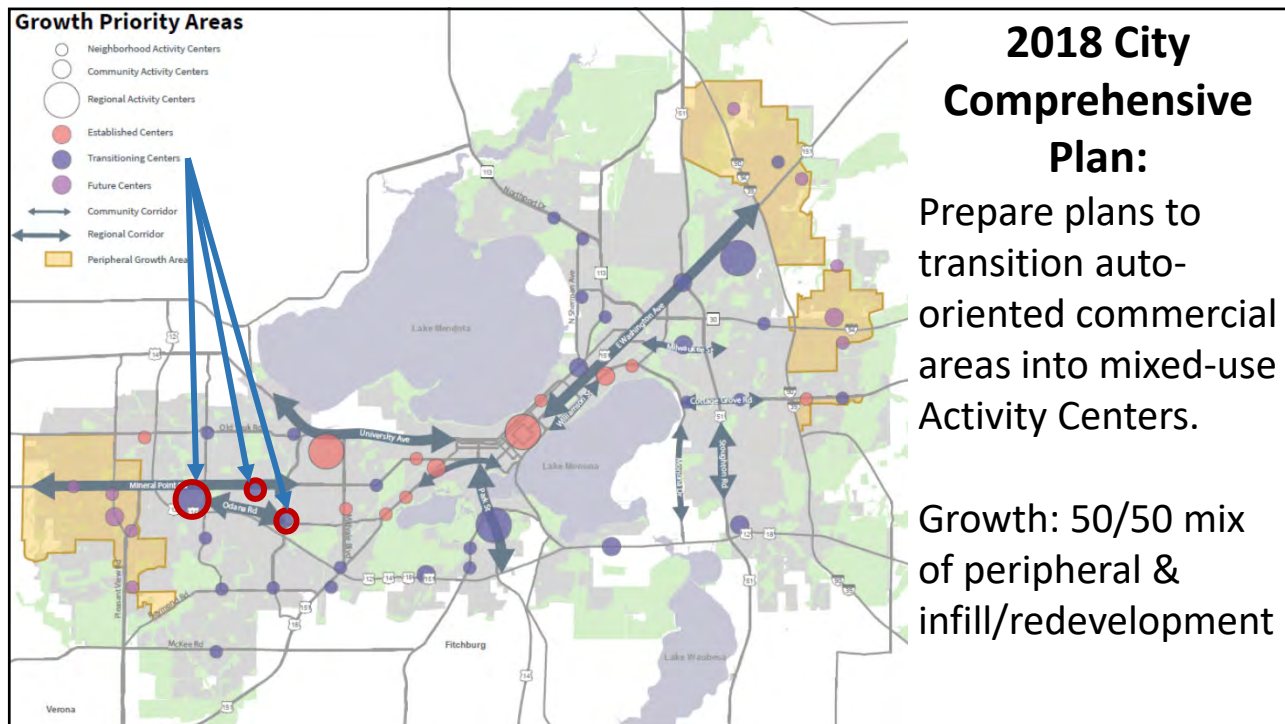
- Provide guidance on:
  - Future land uses
  - Transportation improvements (street, bike, and pedestrian connectivity)
  - Transit-oriented redevelopment
  - Parks and open space, stormwater management (in conjunction with watershed studies)
  - Economic development, community services, housing.



## 2018 City Comprehensive Plan:

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

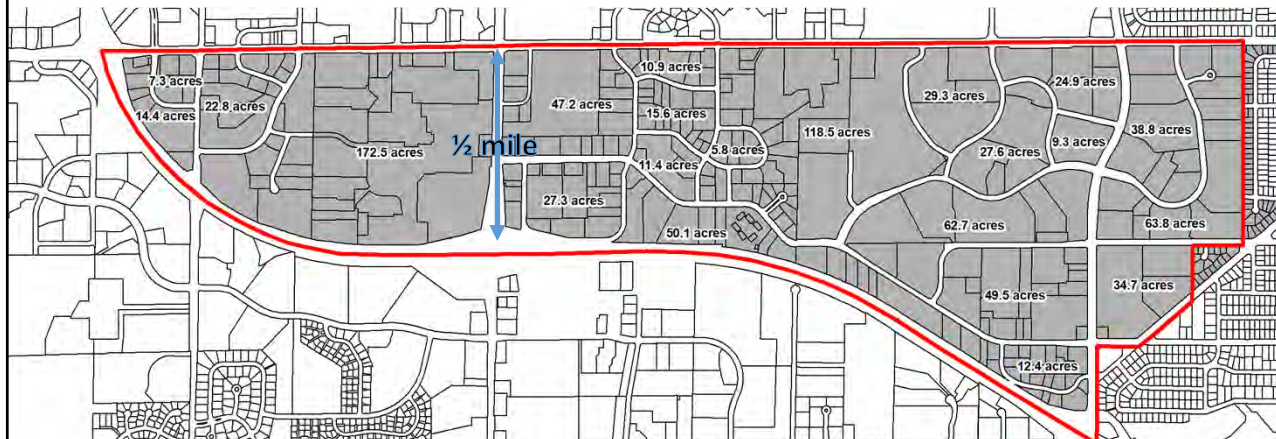
Growth: 50/50 mix of peripheral & infill/redevelopment



# Design Principles: Land Use + Transportation



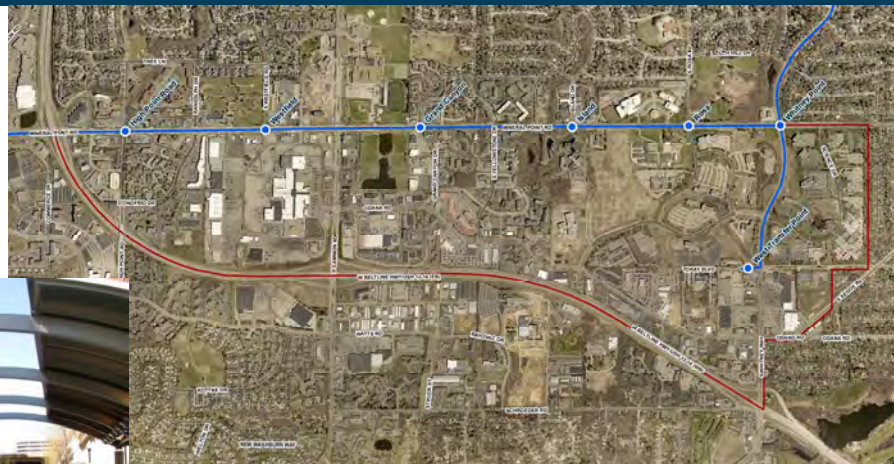
Connectivity, walkability, bikeability



# Design Principles: Land Use + Transportation



Focus density along planned BRT corridor



## Design Principles: Land Use + Transportation



### Creatively reuse existing viable buildings

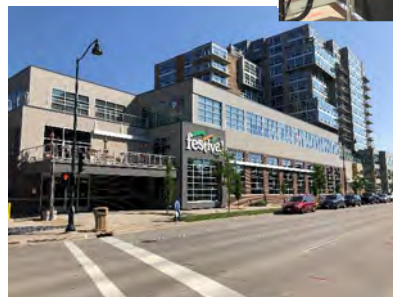
- Existing buildings have value and are “green buildings”
- Be flexible with re-use of existing buildings



## Design Principles: Land Use + Transportation



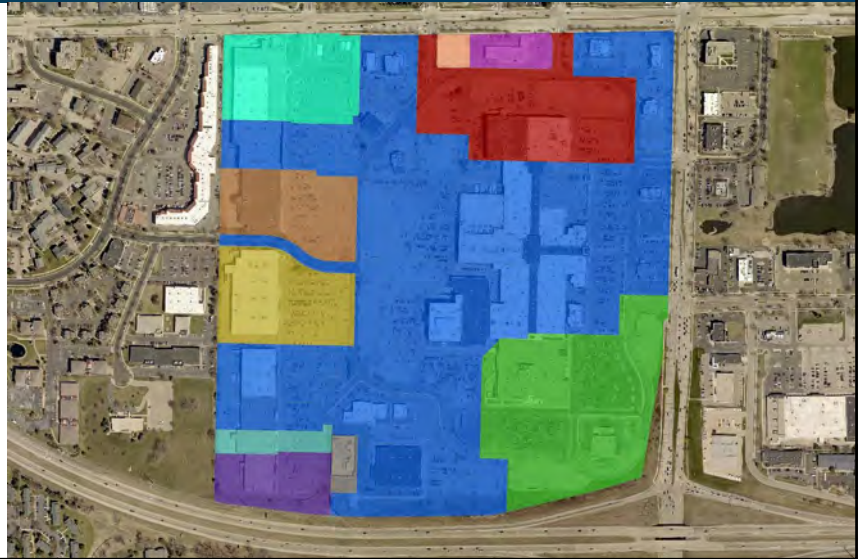
### Maintain mixed-use cores



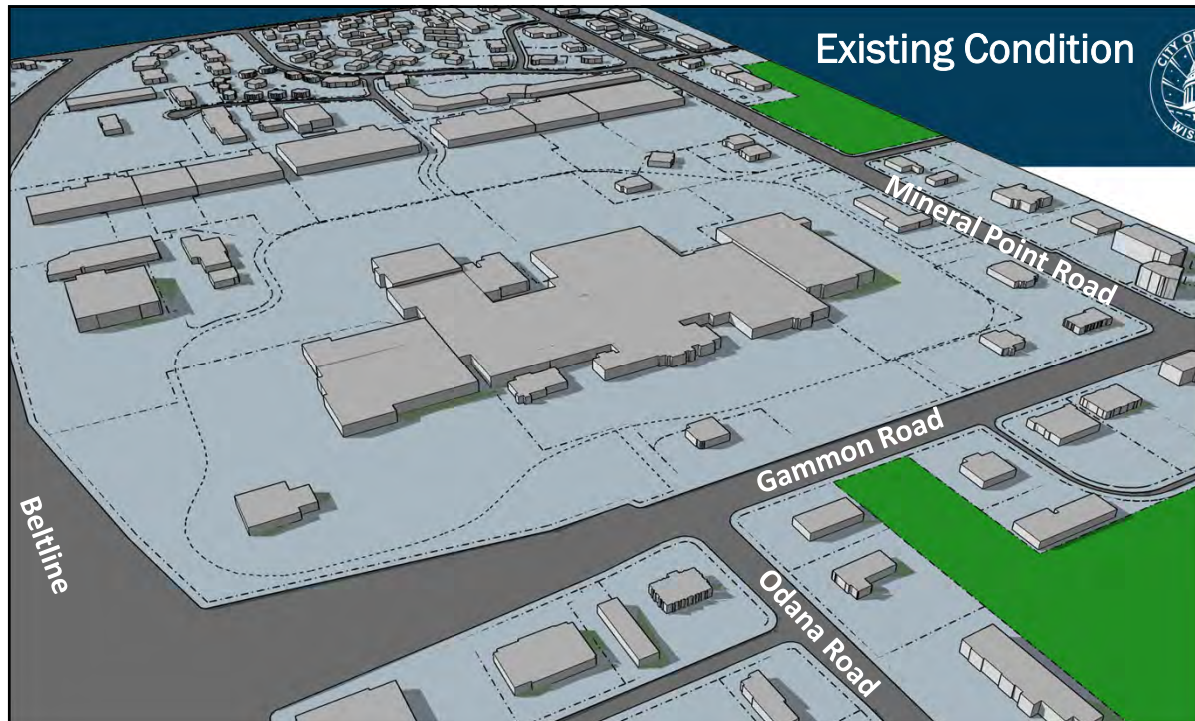
# Design Principles: Phasing/Flexibility

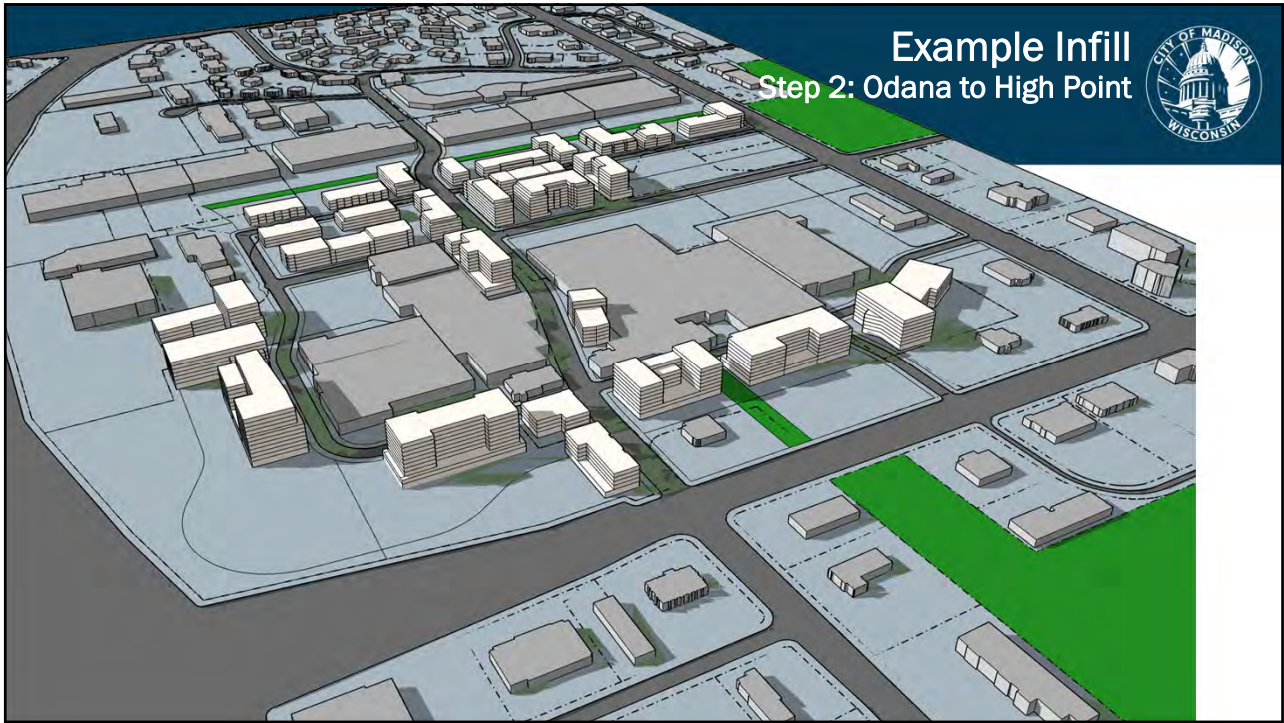
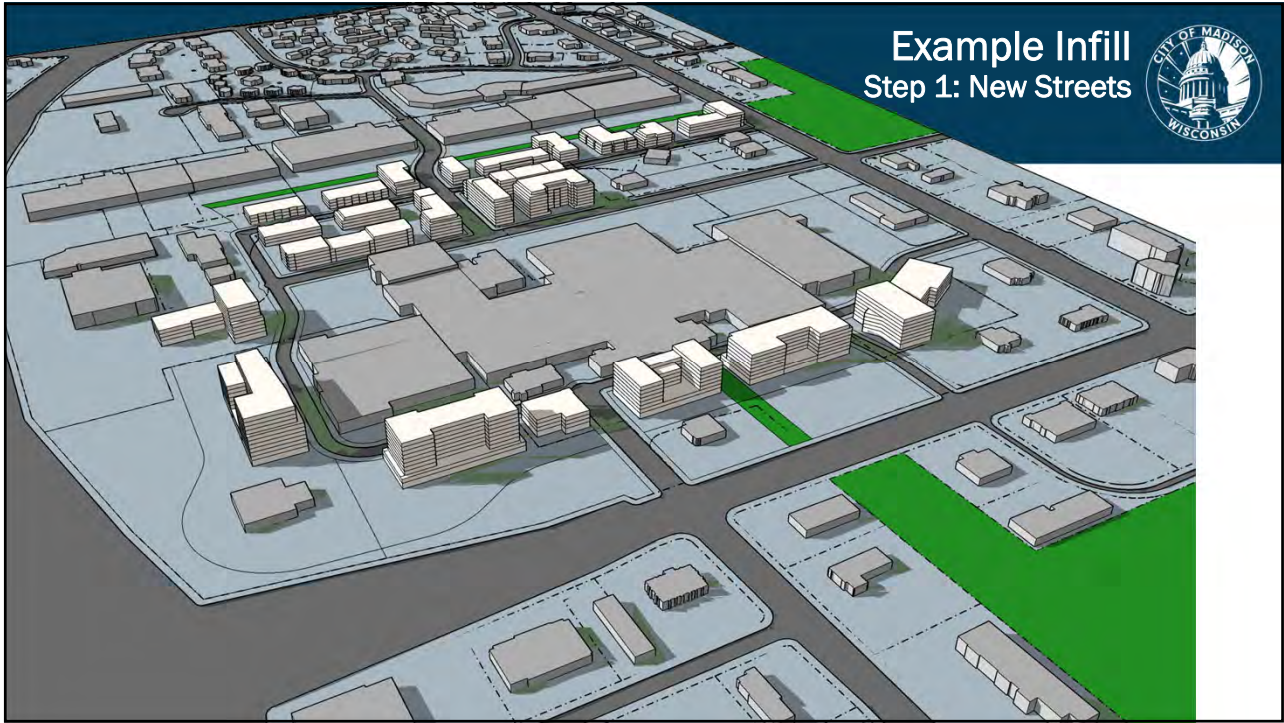


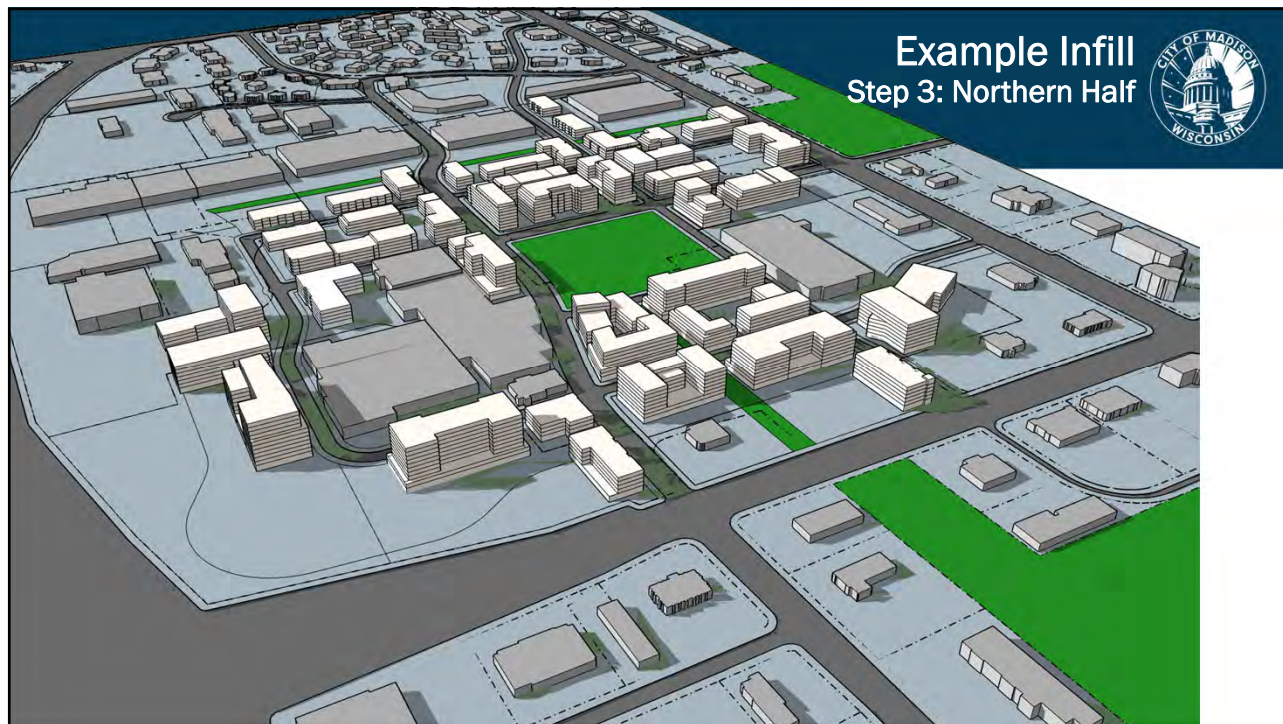
Create a resilient framework that can be phased in and not dependent on all property owners redeveloping



## Existing Condition







## Public Participation Overview



- Project web page (3,400 page views in 2020) and email list (~430 subscribers)
- Madison Mall Madness (174 participants)
- Zoom Series #1 (~450 attendees)
- Interactive mapping (Phase #1: 92 comments; Phase 2: ongoing)
- **Landowner/business roundtable**
- Visits to Neighborhood Resource Teams (NRTs)
- **Chambers of Commerce (Black, Latino, Hmong)**
- Zoom Series #2 (~100 attendees)



## Landowner/Business Roundtable



- The Odana Area really has not evolved over time. It seems to be standing still.
- There is a lot of purchasing power in the Odana Area. Need more restaurants, catering, food industries.
- Roads are not currently laid out for mixed use to be successful. There is no grid. Can't walk or bike. Transportation should be redesigned to accommodate mixed uses.
- It seems like retail is over-represented in Odana Area.
- Traffic and poor transportation are current barriers to economic growth/development.
- Vacant buildings don't seem to be gaining any attention/traction.
- Odana Area needs more sense of place, recreation, parks/open space, and landscaping. Too many surface parking lots.
- If you want high-end, quality redevelopments, you need TIF.

## Black, Latino, Hmong Chamber Feedback



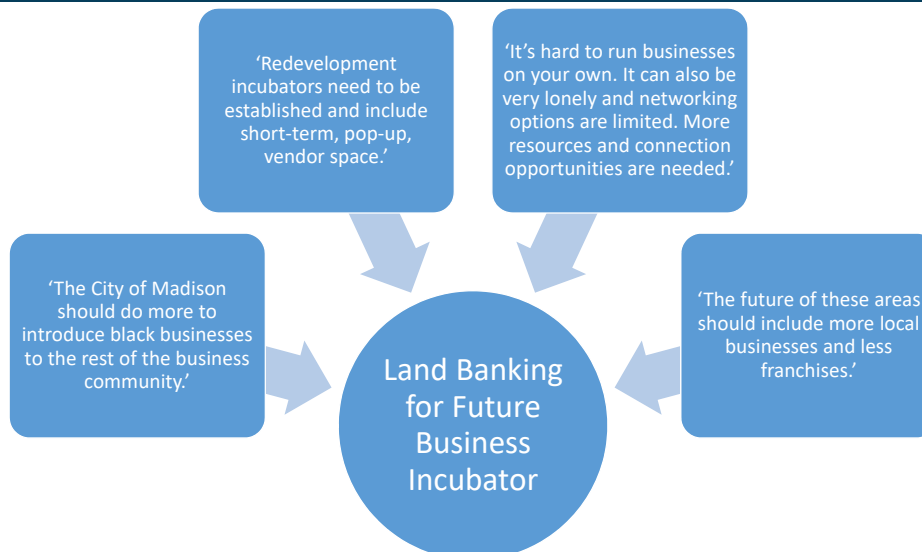
- These redevelopment areas need to move past the "mall model" and understand the new dynamics of retailing, restaurants, commercial areas, etc.
- If the environment is more inclusive of others, a more diverse population will engage the space.
- It's hard to run businesses on your own. It can also be very lonely and networking options are limited. More resources and connection opportunities are needed.
- Mixed-use developments sometimes have affordable housing above, but not necessarily affordable retail/commercial below. It needs to have both in order to build successful communities.

## Black, Latino, Hmong Chamber Feedback



- Lowering rents and the increase in area vacancies alone will not be enough to get business community into brick and mortar establishments. We are entering a recovery period where more is needed.
- We need to consider incubator spaces for youth entrepreneurship, training, mentorship, networking, co-working, etc. People of color need to be comfortable and welcomed in these spaces.
- The City and community should invest in small businesses and allow small businesses to be part of the development process; find ways to simplify the process, which would encourage a broader base of participants.

## Possible Plan Recommendation to Address Feedback



## Questions/Discussion



1. Does the Committee feel land banking for a potential future business incubator is an appropriate strategy to pursue for the area? If so, what role should the City play in its creation and operations?
2. Does the Committee have any recommendations to help address the mismatch between landlords seeking tenants with a long business history and new businesses looking to take their first step in to a brick and mortar space?
3. There is the potential for a pilot “small cap TIF” program for startup businesses to be considered in a planned amendment to Tax Increment District #46. Is this something the Committee would support, and if so, are there any recommendations for criteria if staff is able to move forward with development of this pilot?
4. What other economic development strategies – either specific to the Odana Area or as possible pilot programs that could be expanded to the rest of the city – does the Committee feel are appropriate for consideration?

## Odana Area Plan



**Project webpage:**  
[cityofmadison.com/OdanaPlan](http://cityofmadison.com/OdanaPlan)

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