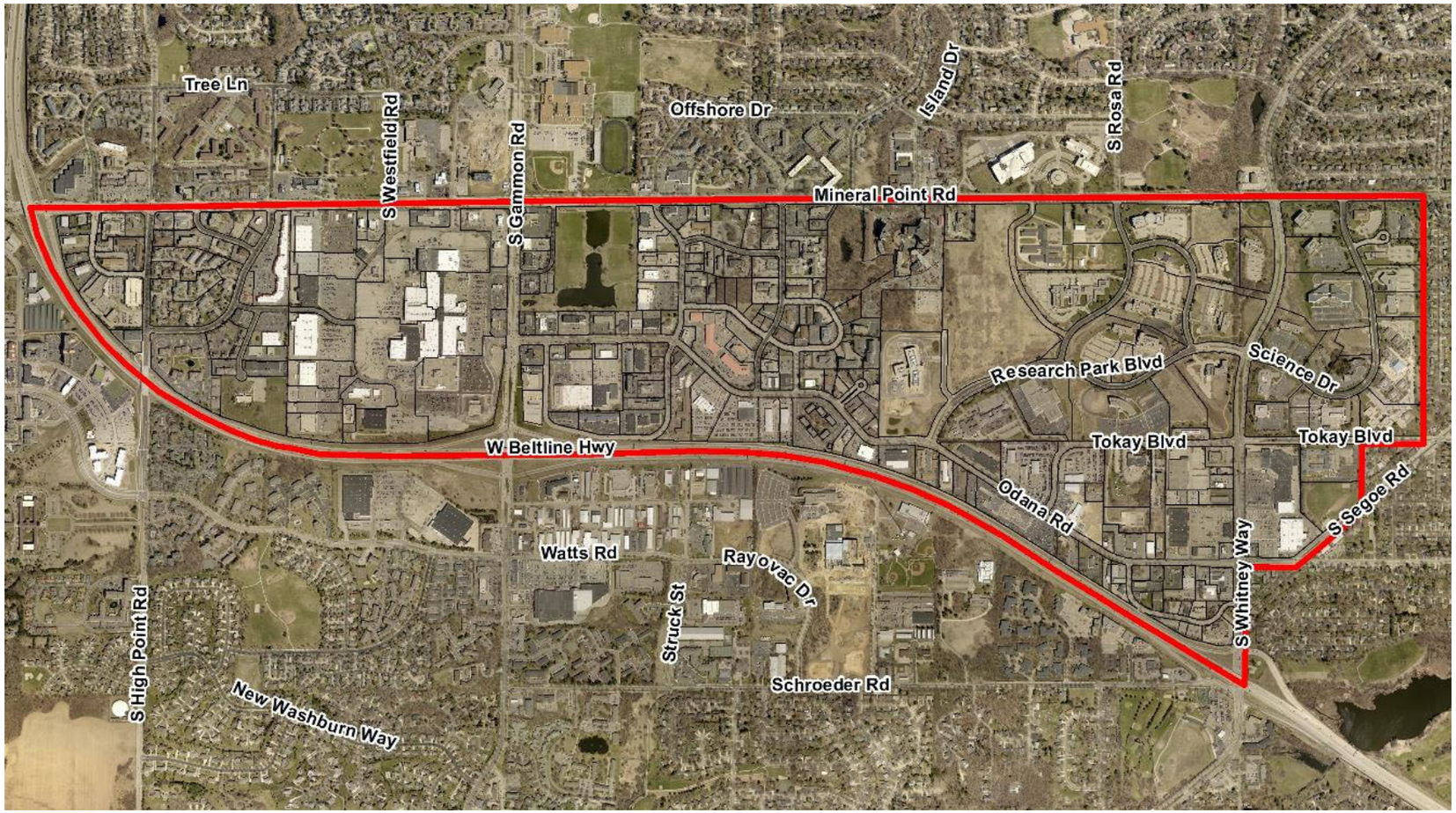
Odana Area Plan Official Mapping & Proactive Rezoning

Plan Commission

February 27, 2023

Odana Area Plan

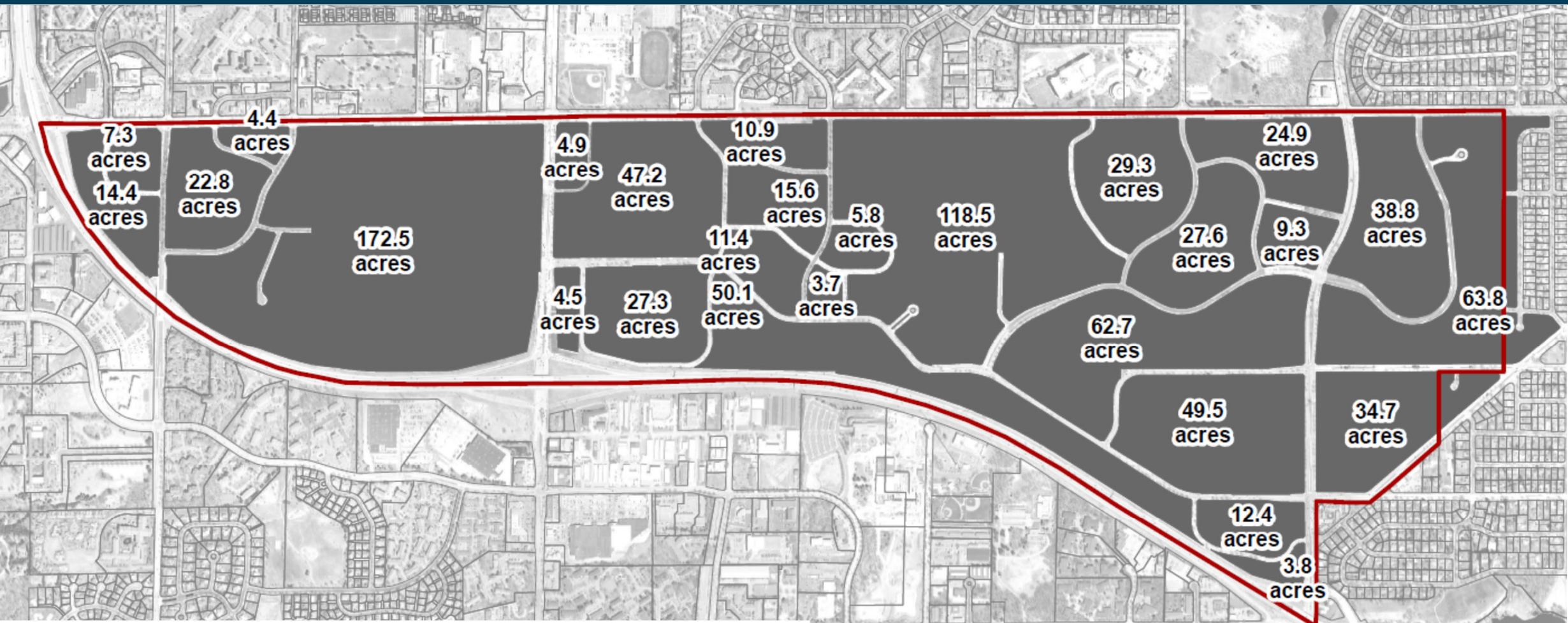


Adopted September 2021

Official Mapping

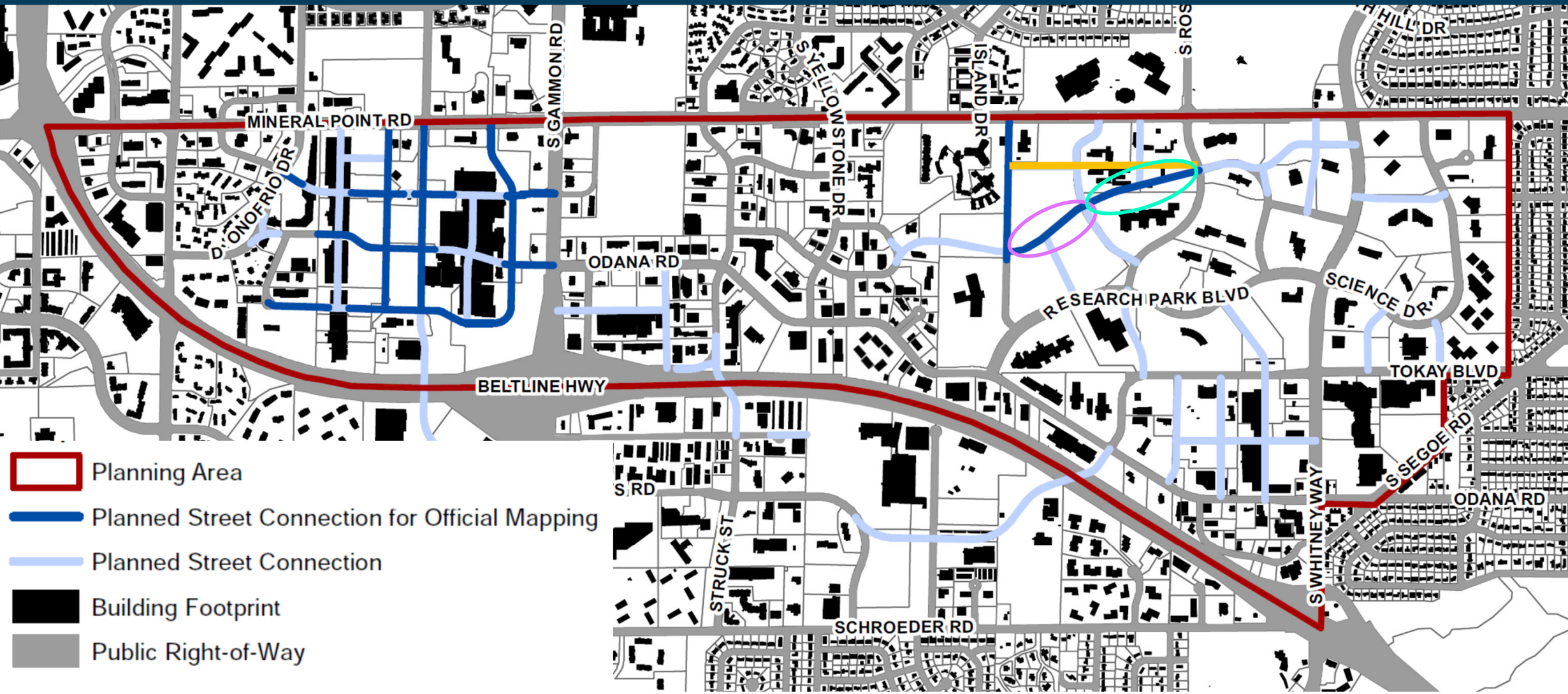
- Governed by Wis. Stat. §62.23(6) and M.G.O. § 16.25(6)
- Reserves and depicts land the city intends to use in the future for specific public uses, such as rights-of-way.
- Right-of-way reservation recommended in two parts of the Odana Area:
  1. Research Park
  2. West Towne and surrounding parcels
- *"Officially map future public street connections called out on Map 4 and reserve sufficient public right-of-way to implement the planned street network"* – Transportation recommendation #7 on page 18

Block Size

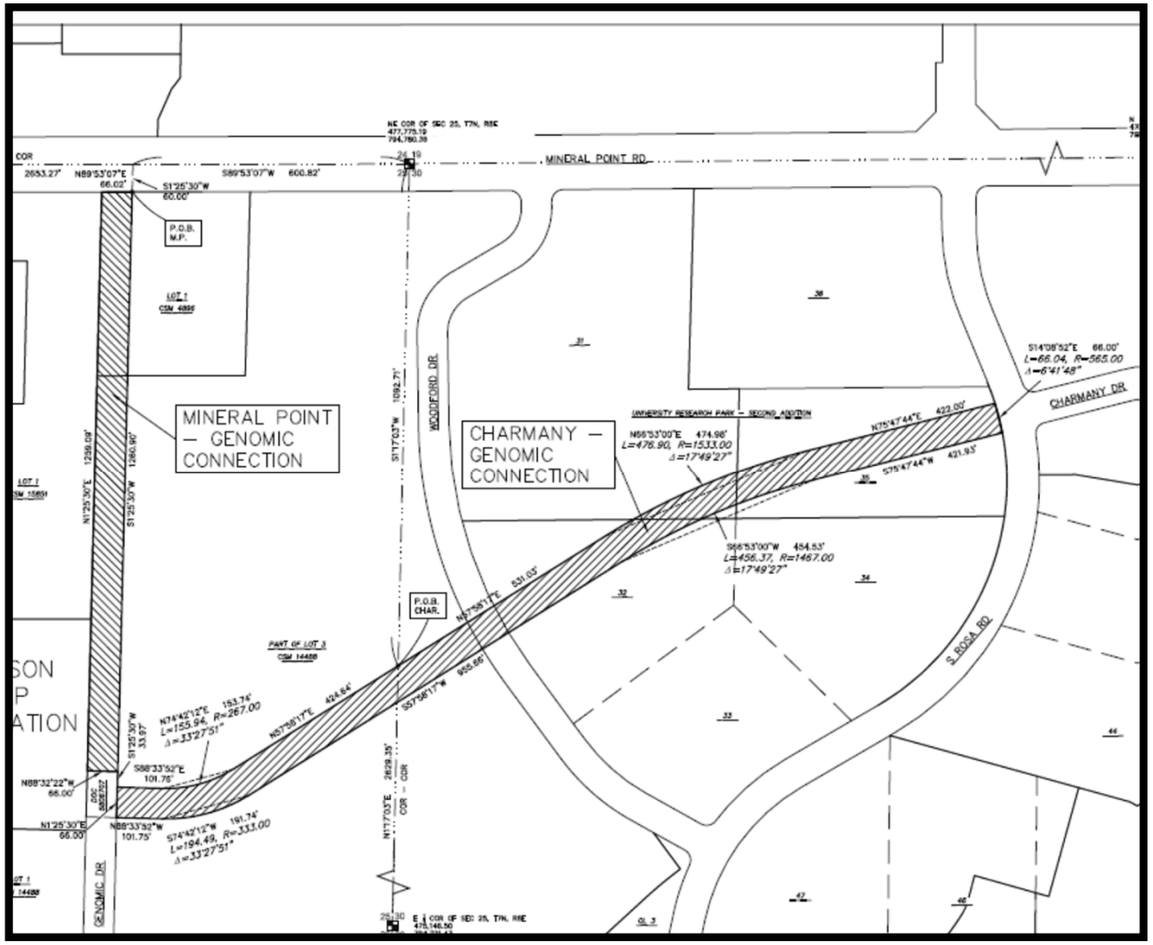


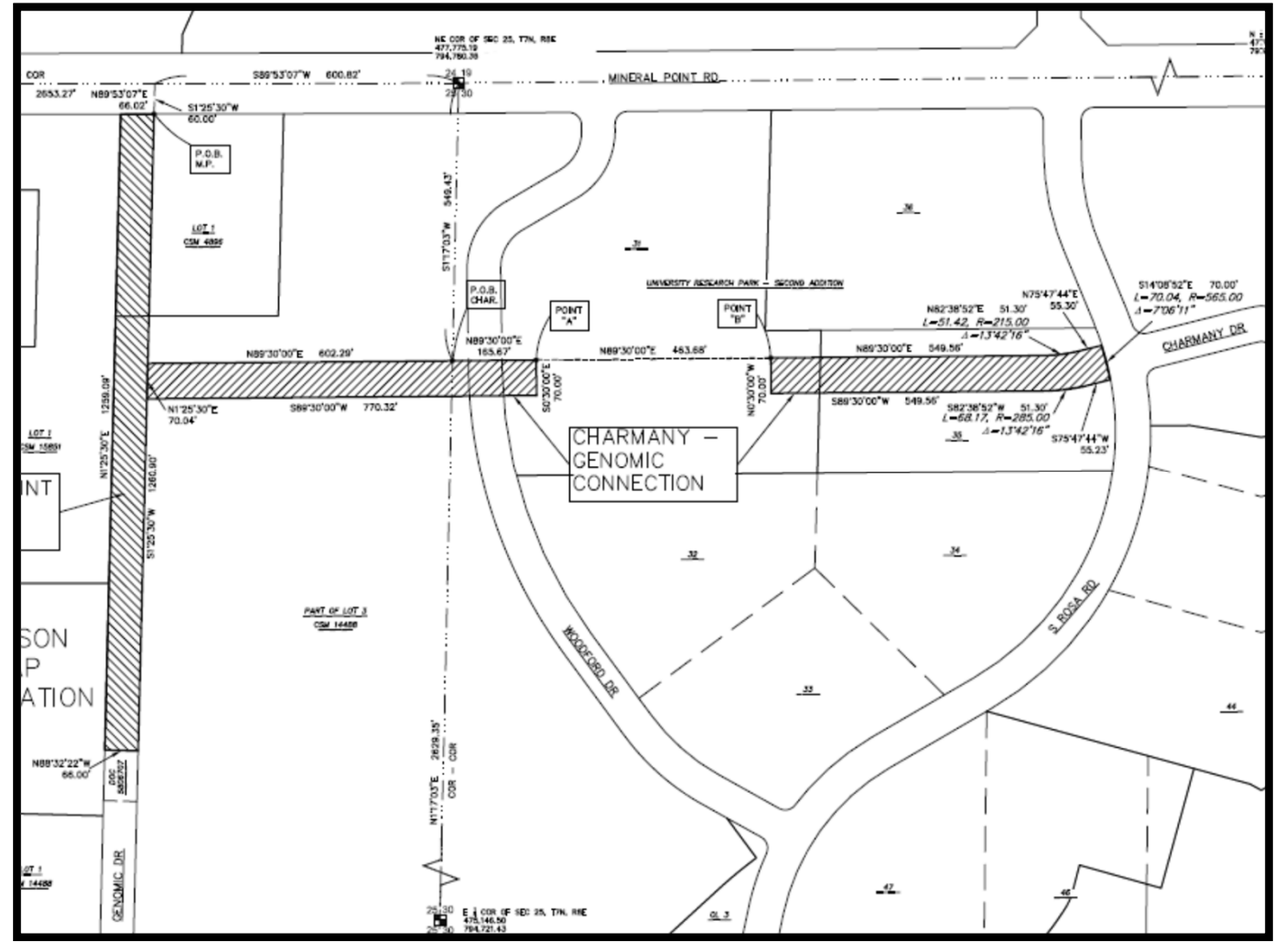
Isthmus/Downtown block size: 2-4.5 acres

Map 4: Proposed Street Network

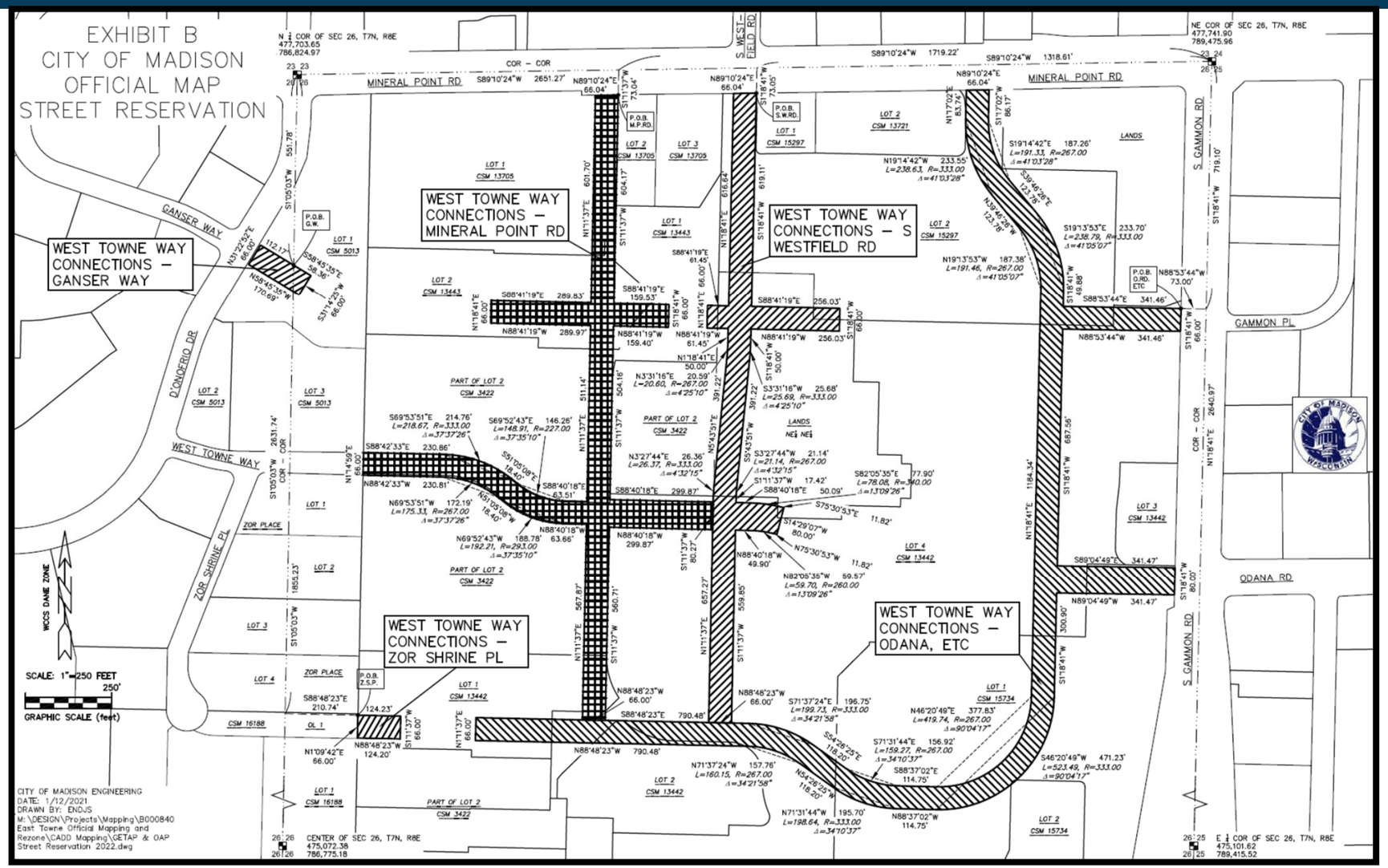


Charmany Drive Revision





West Towne & Environs



Official Mapping

- Establish a framework for future redevelopment to generate a cohesive end result as widely varied property ownership opts to pursue redevelopment on their own timelines.
- West Towne Area officially maps more streets to allow varied land owners to use the mapped streets as front lot lines, opening up otherwise landlocked parcels to redevelopment even if adjacent parcels continue to be used for low-density retail.
- Will be paired with proactive rezoning, which is a separate approval by the Plan Commission.
  - Page 18: *"If Plan Commission or Common Council have concerns and choose not to proceed with official mapping of certain streets, it is recommended that proactive rezonings in those areas also not proceed."*

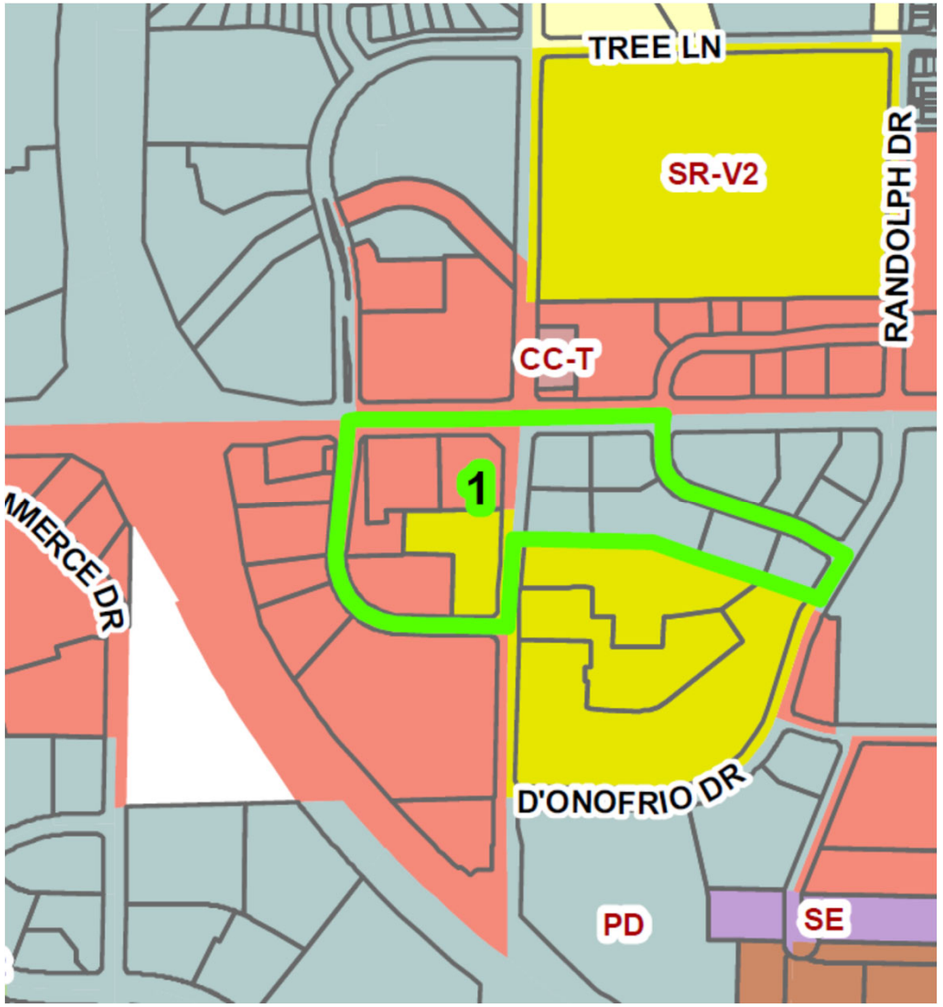
Official Mapping & Proactive Rezoning

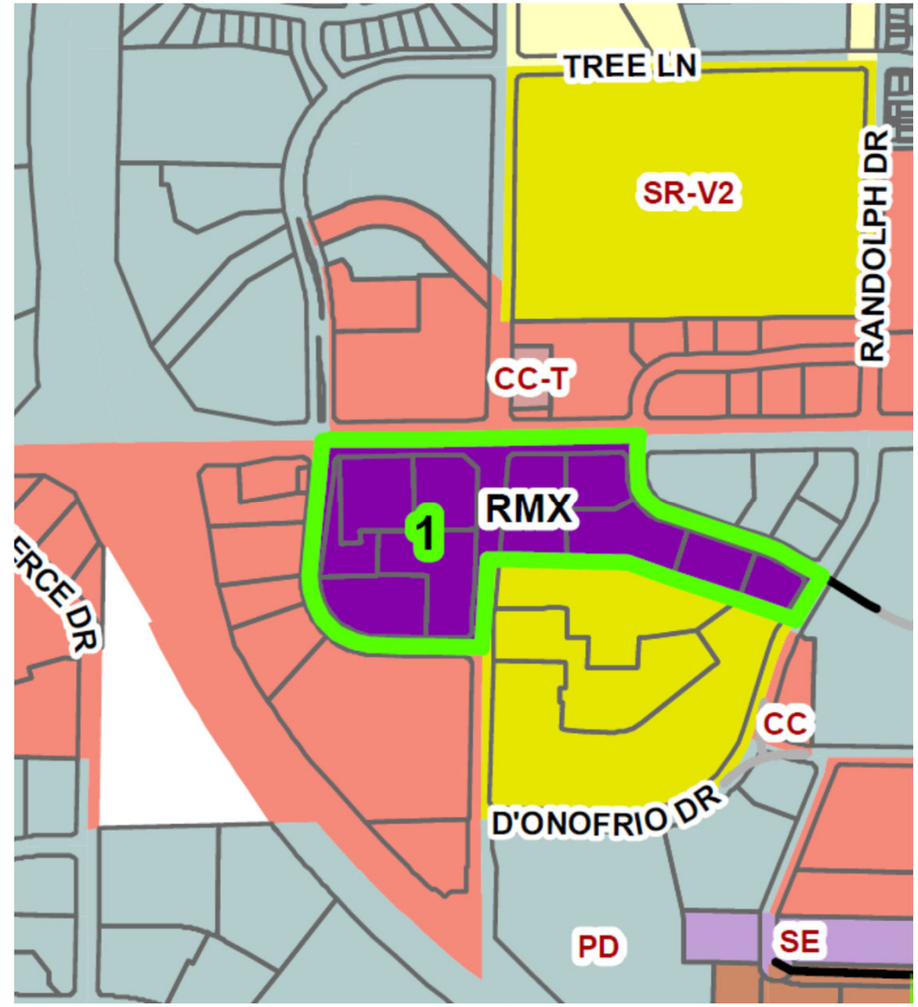
- Will create more direct pedestrian routes to BRT (line A) on Mineral Point Road
- Boosts potential development intensity along portions of Mineral Point Road

Proactive Rezoning

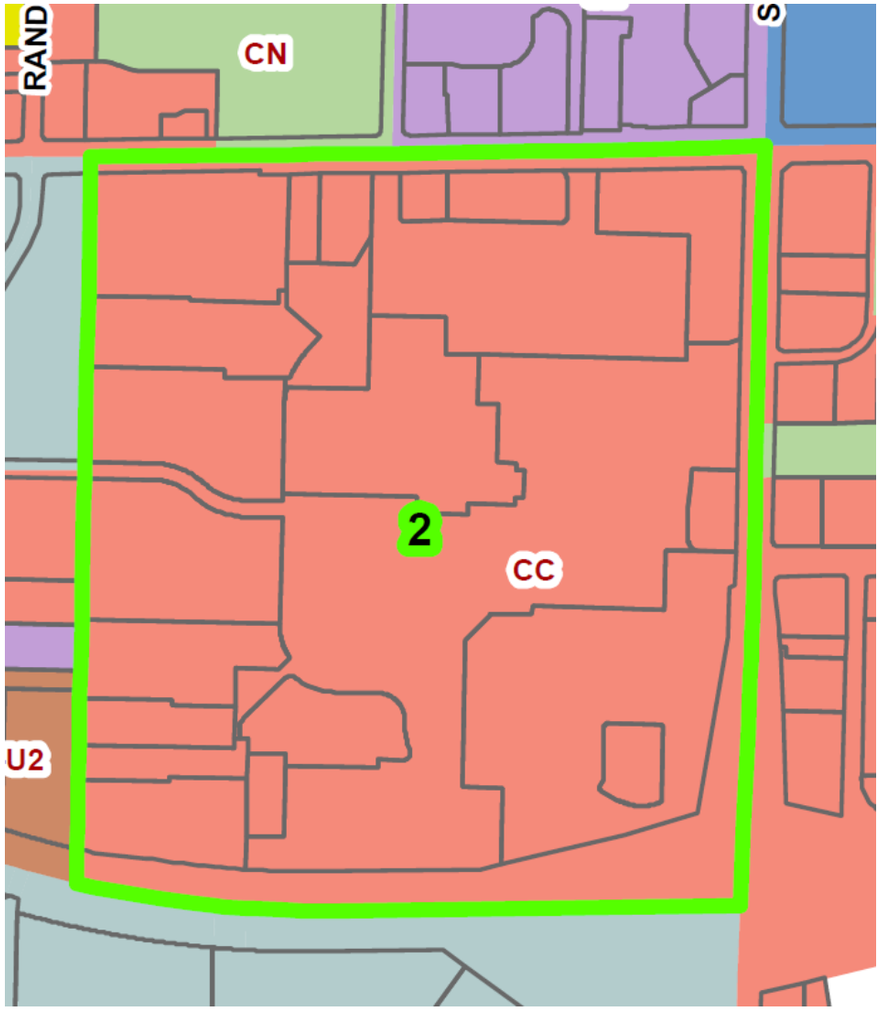
- *“Work to proactively rezone properties called out on Map 3.”* – Land Use recommendation #3 on page 16
- Map 3 proactive rezoning split in to seven areas for PC & CC consideration.

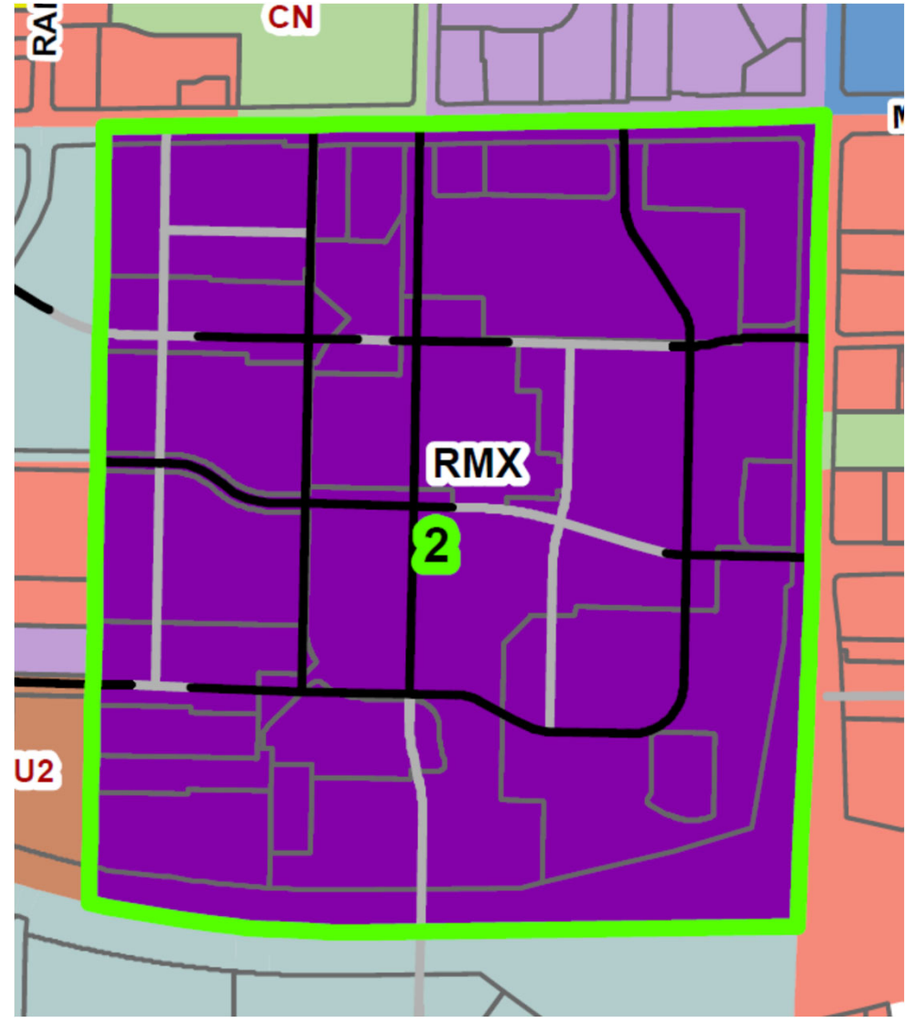
Proactive Rezoning – Area 1



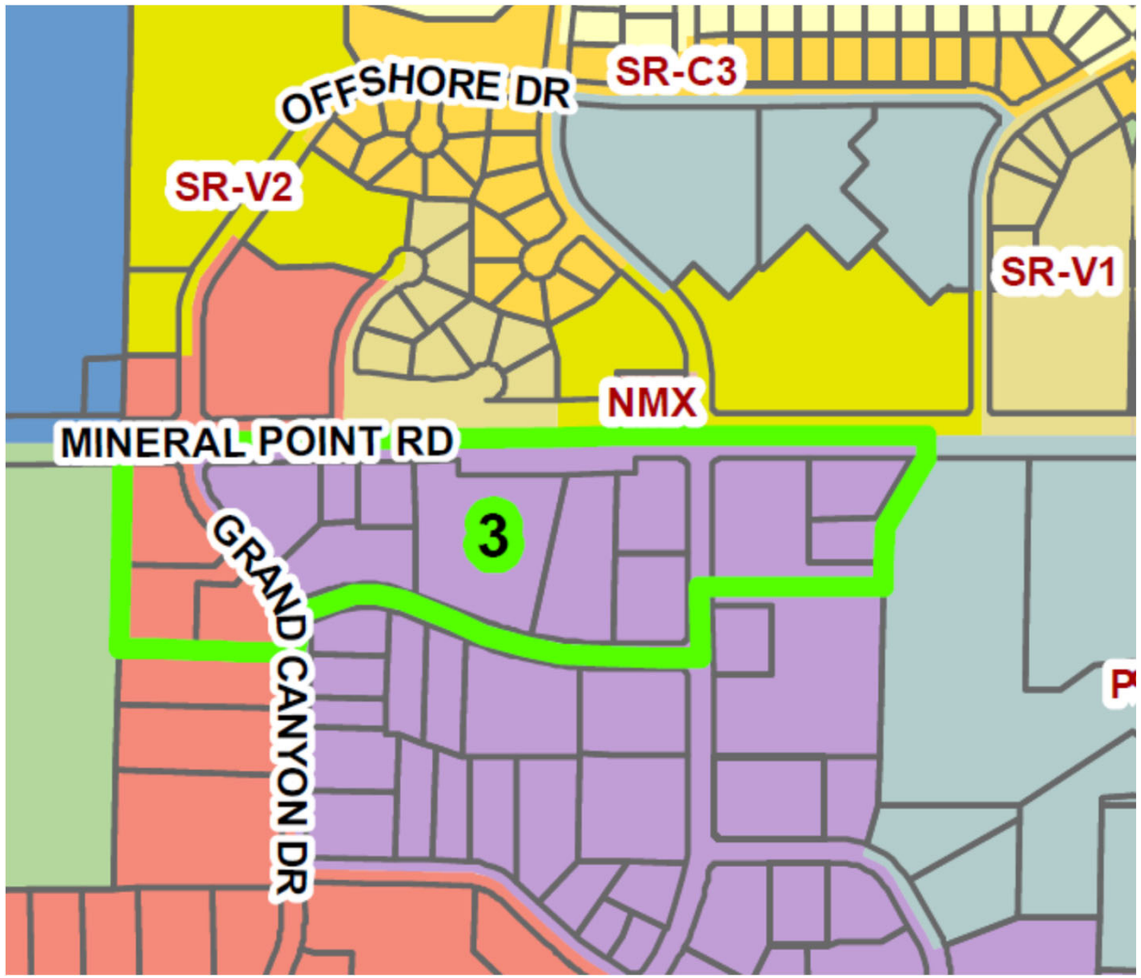


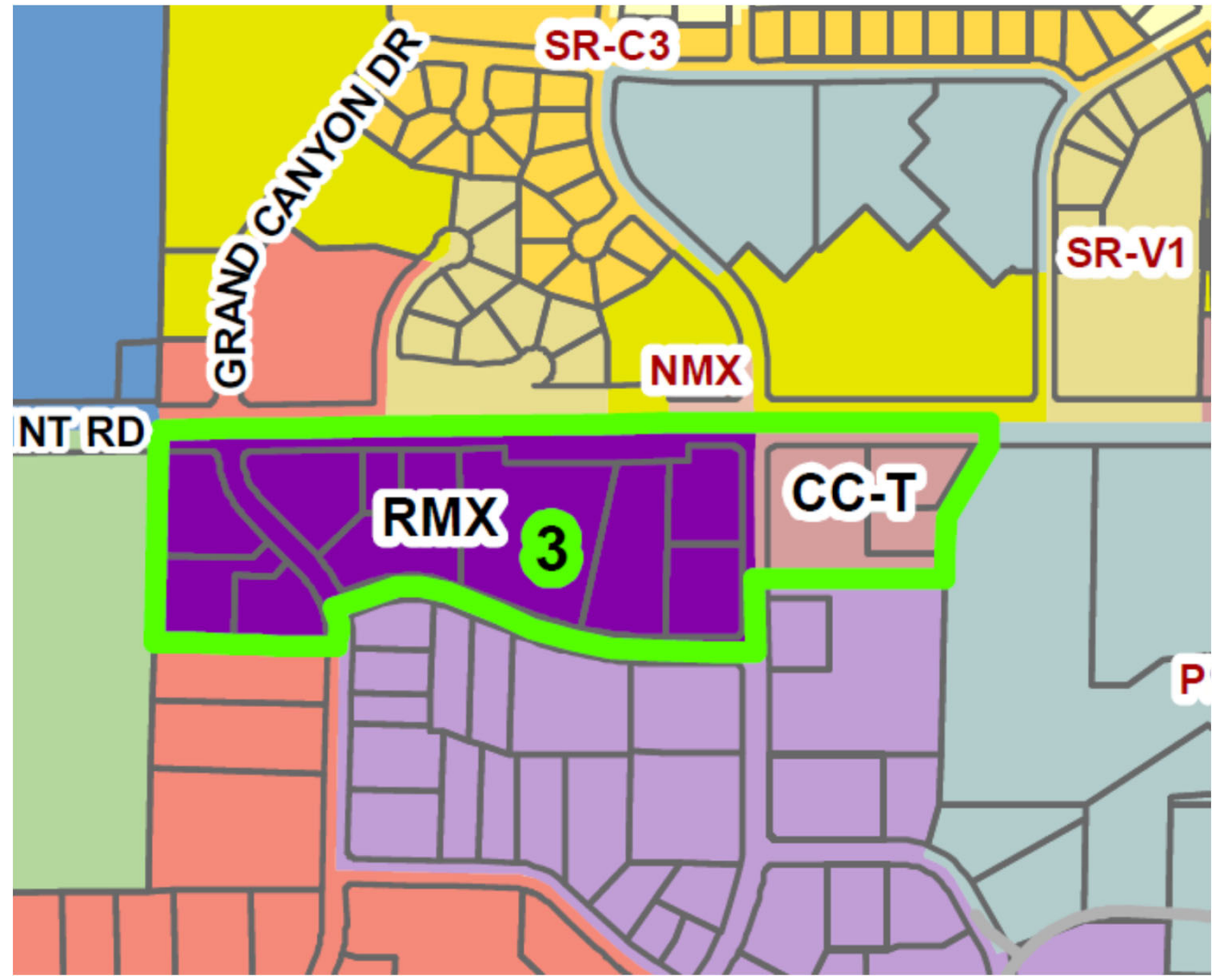
Proactive Rezoning – Area 2



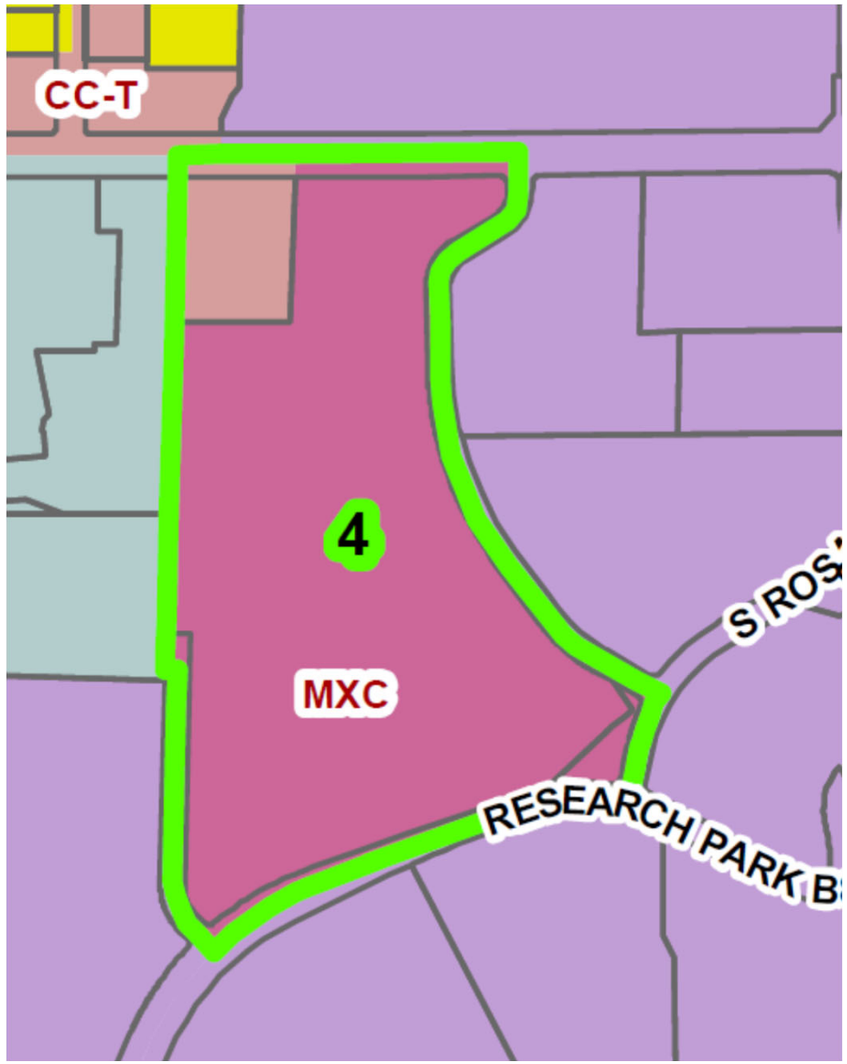


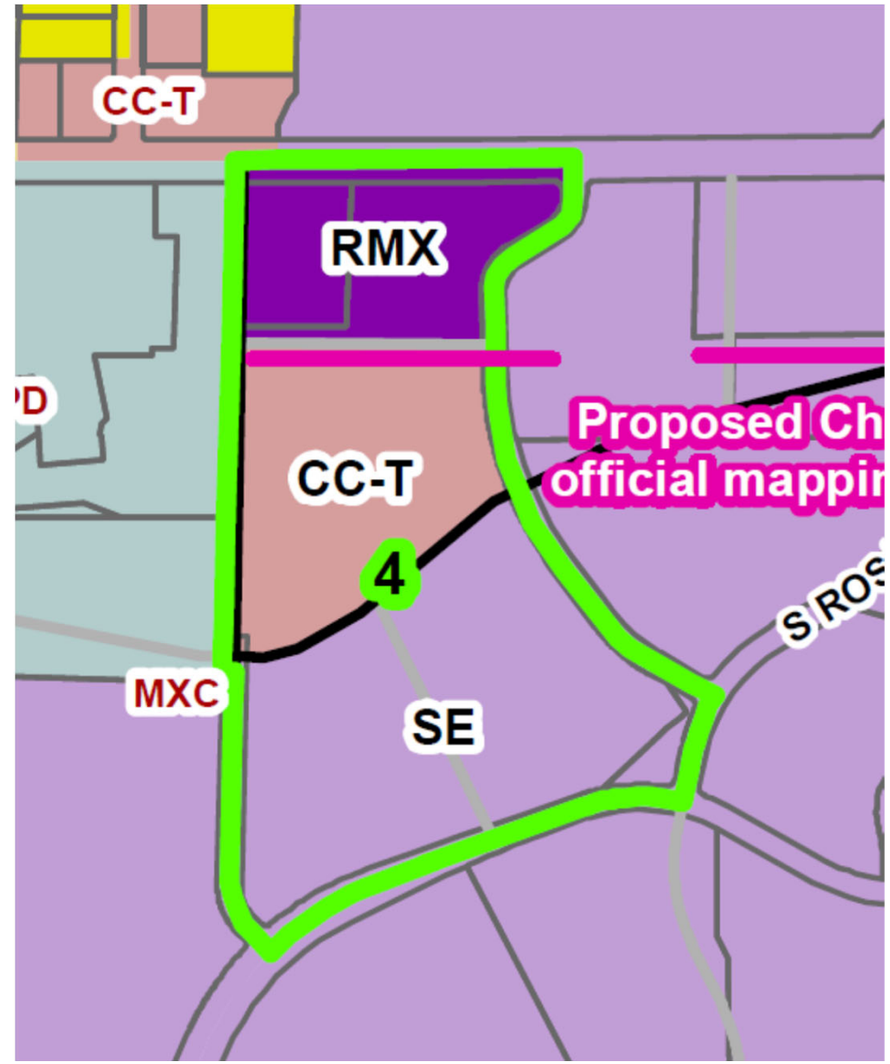
Proactive Rezoning – Area 3



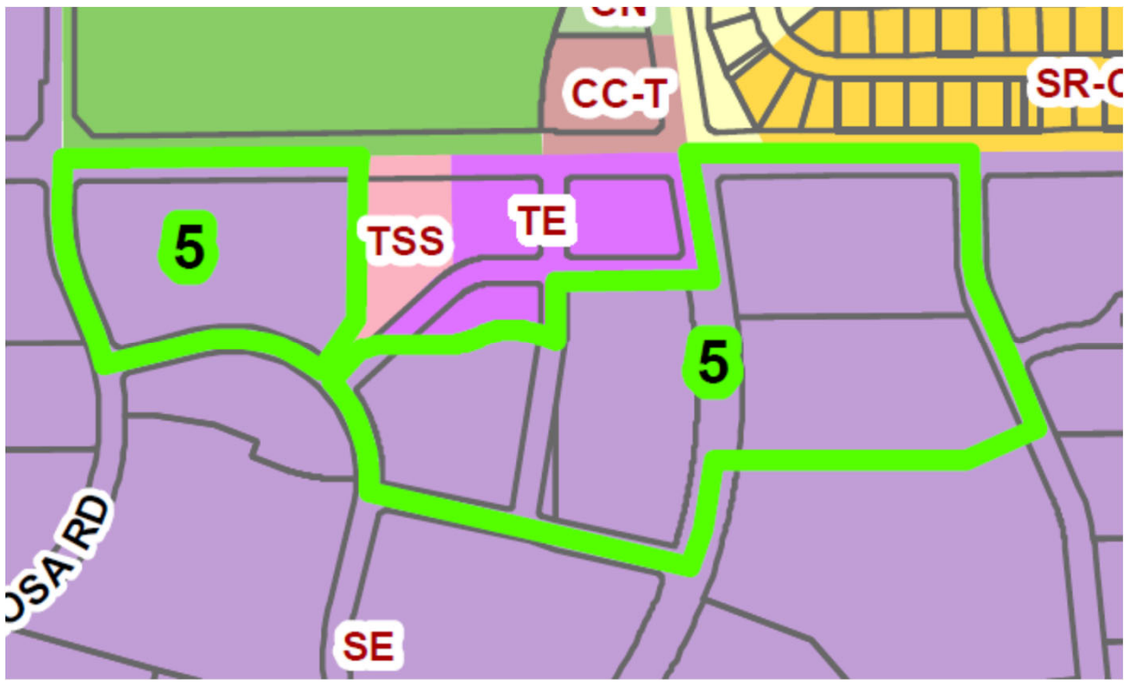


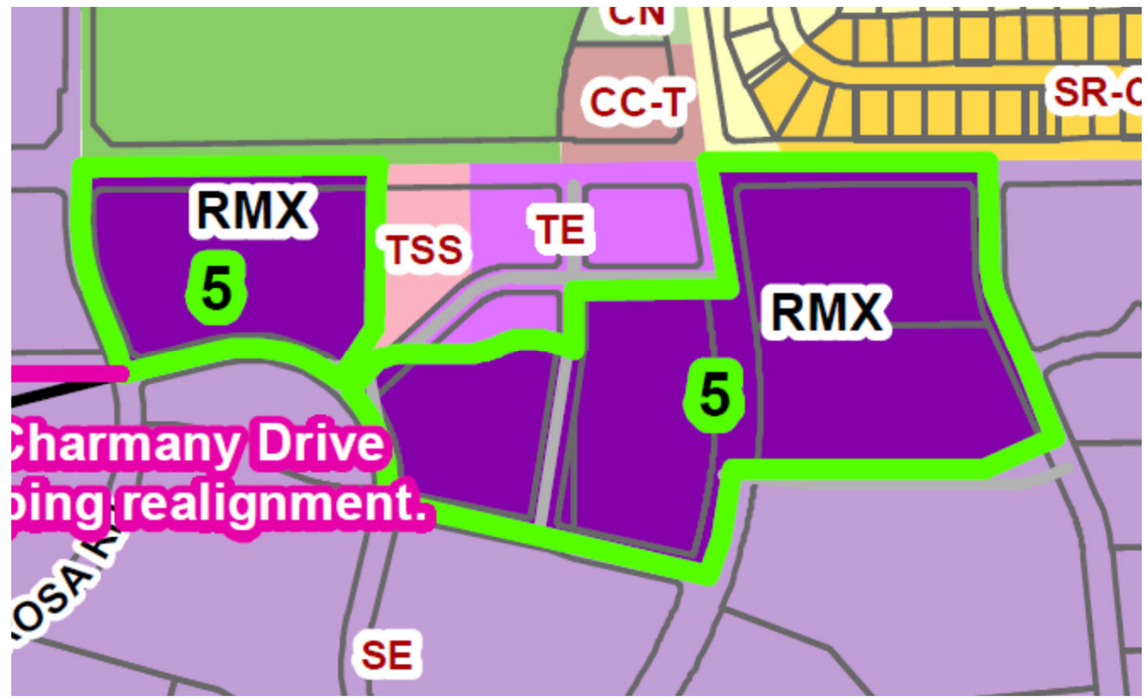
Proactive Rezoning – Area 4



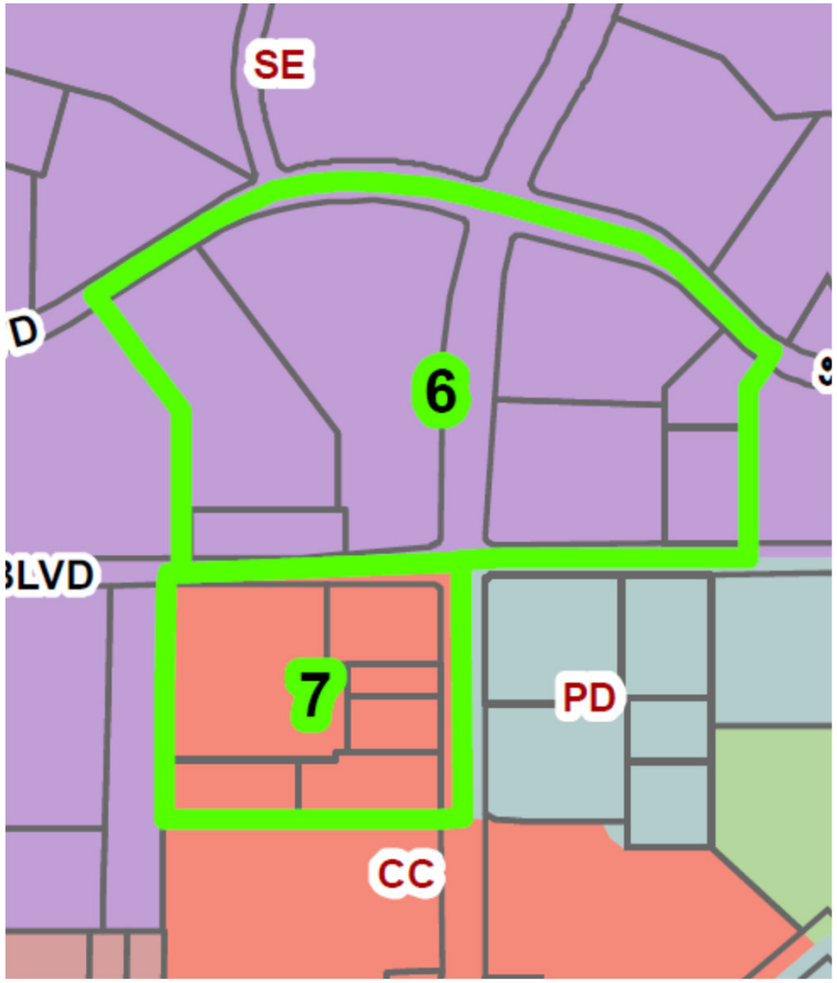


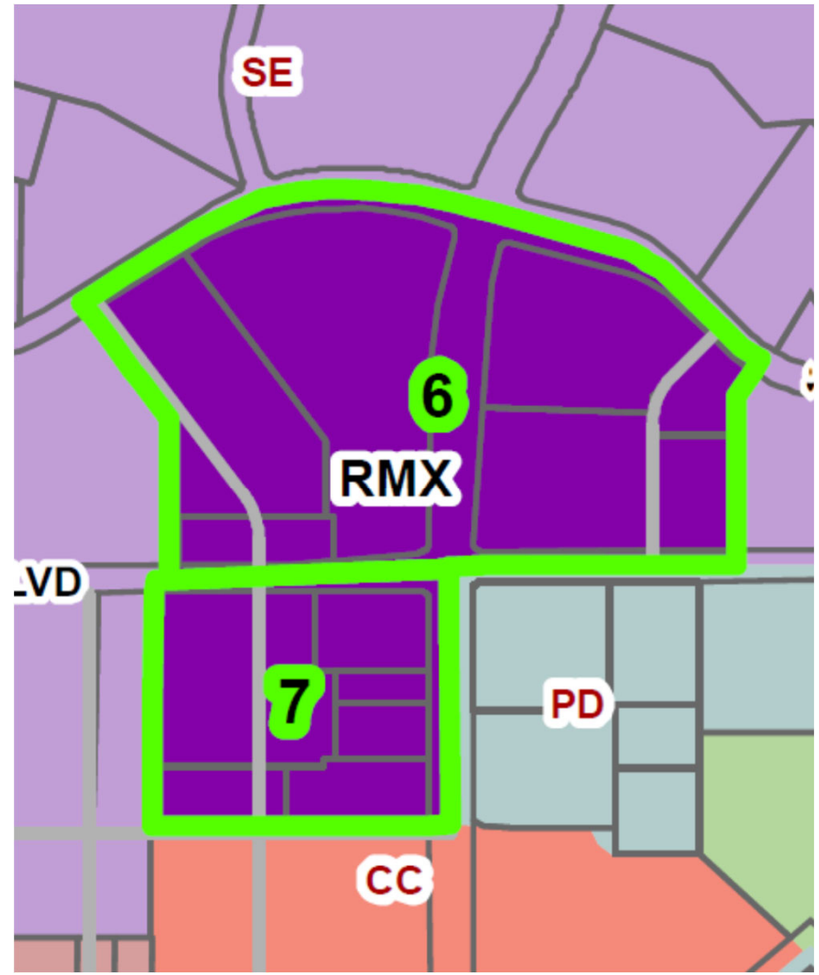
Proactive Rezoning – Area 5





Proactive Rezoning – Areas 6 & 7





Approval Timeline

Date	Body	Action
1/17/23	Common Council	Introduction – Official Mapping and Proactive Rezoning
2/6/23	TPPB	Recommendation on Official Mapping
2/8/23	BPW	Recommendation on Official Mapping
2/27/23	Plan Commission	Public Hearing on Official Mapping and Proactive Rezoning; Recommendation to Council
3/7/23	Common Council	Public Hearing on Official Mapping and Proactive Rezoning; Consider Approval

Questions?

Project contact

Ben Zellers: bzellers@cityofmadison.com