Legislation Details (With Text)

File #:	57900	**Version:**	1	**Name:**	prepare the Odana and Greater East Towne Area Plans
Type:	Resolution			**Status:**	Passed
File created:	10/22/2019			**In control:**	Department of Planning and Community and Economic Development
On agenda:	11/19/2019			**Final action:**	11/19/2019
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Title: Authorizing the City of Madison Planning Division to prepare the Odana and Greater East Towne Area Plans

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Indexes:

Code sections:

Attachments: 1. OdanaAreaPlan_BoundaryMap.pdf, 2. GreaterEastTownePlan_BoundaryMap.pdf, 3. 2019-11-11_PC Intro_W&E.pdf

Date	Ver.	Action By	Action	Result
11/19/2019	1	COMMON COUNCIL	Adopt	Pass
11/11/2019	1	PLAN COMMISSION	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
11/5/2019	1	COMMON COUNCIL	Referred	
10/22/2019	1	Department of Planning and Community and Economic Development	Referred for Introduction	

Fiscal Note

The proposed resolution authorizes the preparation of the Odana Area Plan and Greater East Towne Area Plan. City costs associated with urban development in this area will be included in future operating and capital budgets subject to Common Council approval. Finance Committee amendment #19 (Legistar file 57501) increases the 2020 Executive Operating Budget for the Planning Division by $45,000, $40,000 of which will be used for the proposed planning activities. The planning activities proposed by this resolution are contingent upon the $40,000 being included in the Planning Division's 2020 Adopted Operating Budget.

Title

Authorizing the City of Madison Planning Division to prepare the Odana and Greater East Towne Area Plans

Body

WHEREAS, the City of Madison's 2018 Comprehensive Plan projects an increase of 70,000 residents by 2040, and after an extensive public process identifies lands in and around East and West Towne Malls as Growth Priority Areas and Regional Activity Centers capable of supporting higher-density transit oriented development; and

WHEREAS, these areas were largely developed in the late 1960s and 1970s, a time period where low intensity, single-use auto-oriented districts on the periphery was a predominant development type; and

WHEREAS, nearly 60% of parcel area at these retail districts is dedicated to surface parking, which discourages walking, biking and transit use while increasing stormwater runoff and flood risks downstream; and

WHEREAS, the changing nature of retail has resulted in several store closures, vacant retail spaces and changes of uses, and this trend is likely to continue into the future; and

WHEREAS, previous planning efforts have engaged a market analyst consultant to assess current economic conditions and develop forward-thinking strategies to address the changing retail landscape; and

WHEREAS, as specified in the Comprehensive Plan, both areas are planned to be served by Bus Rapid Transit, which could serve as a catalyst for compact, walkable and mixed-use redevelopment; and

WHEREAS, there are many national examples of declining malls being transformed into vibrant places with retail, entertainment, residential, and employment uses; and

WHEREAS, the planning areas, shown as Attachment A: Odana Area Plan Boundary and Attachment B: Greater East Towne Area Plan Boundary, lack many of the amenities necessary to serve residential development, such as parks; and

WHEREAS, the Comprehensive Plan calls for the preparation and adoption of a detailed plan for the West Towne-Odana-Westgate area prior to redevelopment that includes substantial residential components; and

WHEREAS, the most recent plan for the East Towne area was written in 1983 and is not appropriate guide for current land use decisions.

NOW, THEREFORE BE IT RESOLVED, that a total of $40,000 is budgeted towards the planning efforts, including, but not limited to, public engagement, public meetings, planning process publicity, and hiring a consultant for a market/economic analysis.

BE IT FURTHER RESOLVED that this planning process will include a public participation plan that proactively and equitably engages and informs residents, business, property owners, and other stakeholders.

BE IT FINALY RESOLVED that the City of Madison Planning Division is authorized to prepare the Greater East Towne Area Plan and the Odana Area Plan to guide redevelopment, transportation, and sustainability improvements within these underutilized areas and identify strategies to implement a new vision for these areas.

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