

When Plans Come Together

How a Series of City Actions is Transforming the Odana Rd Corridor
Into a Residential Neighborhood



Virtual Meeting Protocols

- ***This meeting is being recorded. It is a public record subject to disclosure.*** By continuing to be in the meeting, you are consenting to being recorded and consenting to this record being released to public record requestors who may see you, your home, and your family members in the recording. You have the option to turn off your camera and participate with audio only.
- After the presentations, we will open it up for discussion and questions.
- One speaker at a time, please. Everyone will get an opportunity to speak at least once if they wish. In order to hear from as many as time allows, preference will be given to those who have not yet spoken.

Virtual Meeting Protocols

- Please keep your microphone muted when not speaking to avoid background noise.
- If your screen is freezing or the video feed seems glitchy, turning your camera/video off may help.
- Use the “Raise Hand”  function if you’d like to speak. The Raise Hand function may be found in the “Reactions” box near the bottom right corner of the Zoom window.
- If you prefer, you can submit questions/comments via the “Chat.” The “Chat” is found near the bottom middle of the Zoom window or at the bottom right of the Zoom window by clicking on the three dots. . .

Virtual Meeting Protocols for Phone

- If you are joining the meeting by phone, please use the following commands to participate in the discussion:
 - *6 – To mute/unmute yourself
 - *9 – To raise/lower your hand

Virtual Meeting Protocols

- Respect for our neighbors, those in this Zoom and those not in the Zoom
- Respect for the speakers by not interrupting
- Please remember that we are all here because we care about our neighbors and the safety of the community
- Think about shared values and seek common ground
- Practice active listening
- Give consideration to all viewpoints
- Focus on the issues

Thank You

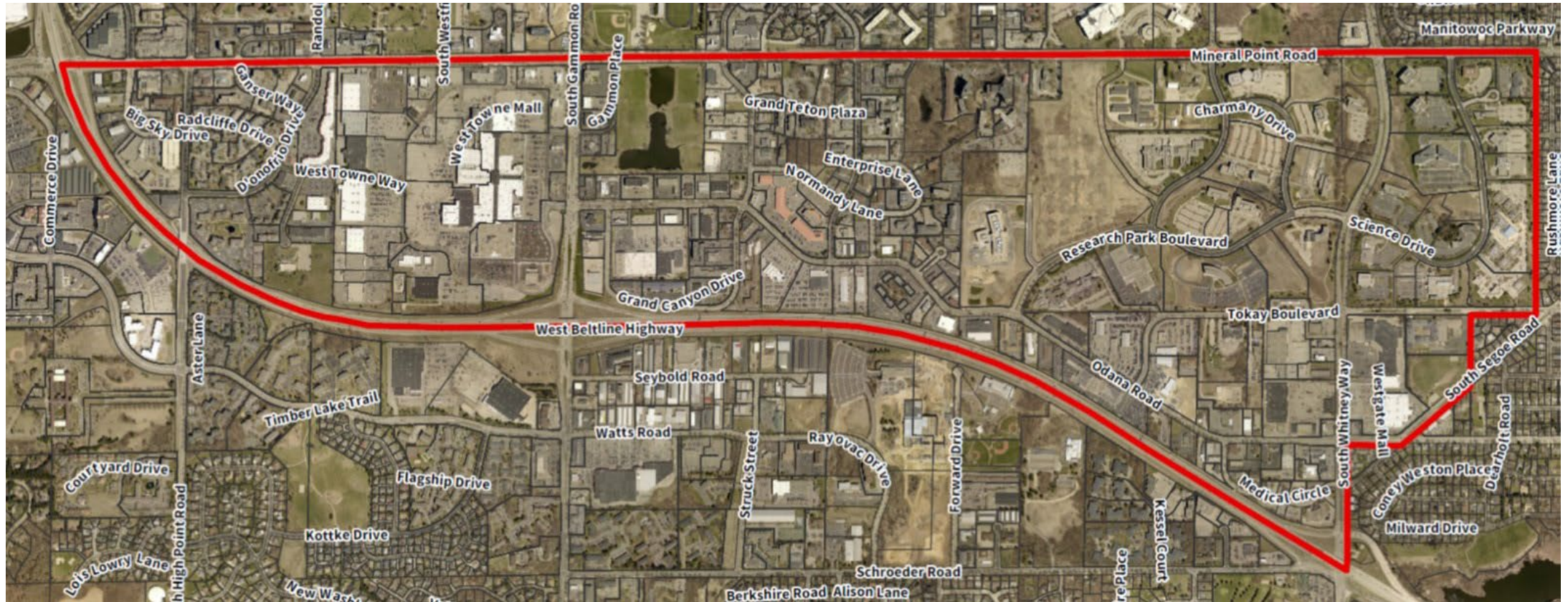
To the many assisting in preparing this public information meeting

- Tonight's co-hosts: Principal Planner Kevin Firchow and Community Development Specialist Matt Frater from Madison's Planning, Community Development and Economic Development Division (PCED)
- Other PCED contributors, especially Meagan Tuttle, and Matt Mikolajewski
- Council staff: Chief-of-staff Karen Kapusta-Pofahl, Lorissa Banuelos, Isaac Mathias
- Alder colleagues, especially alders Pritchett and Tishler whose districts include part of the Odana Rd Corridor
- The Office of the Mayor, especially Deputy Mayor for Housing Christy Baumel
- Supporting organizations

Top Level Strategy Guides Many Incremental Steps

- A small number of housing projects generate news-worthy controversy
- The progress arising from a whole series incremental policy steps is less visible
- Yet ultimately may have a far greater impact
- Tonight we'll talk about how that is precisely the train of actions that has led to the transformation of the Odana Rd corridor
- Over 2,900 housing units have been built, are under construction, or in the planning phase in the Odana Rd corridor

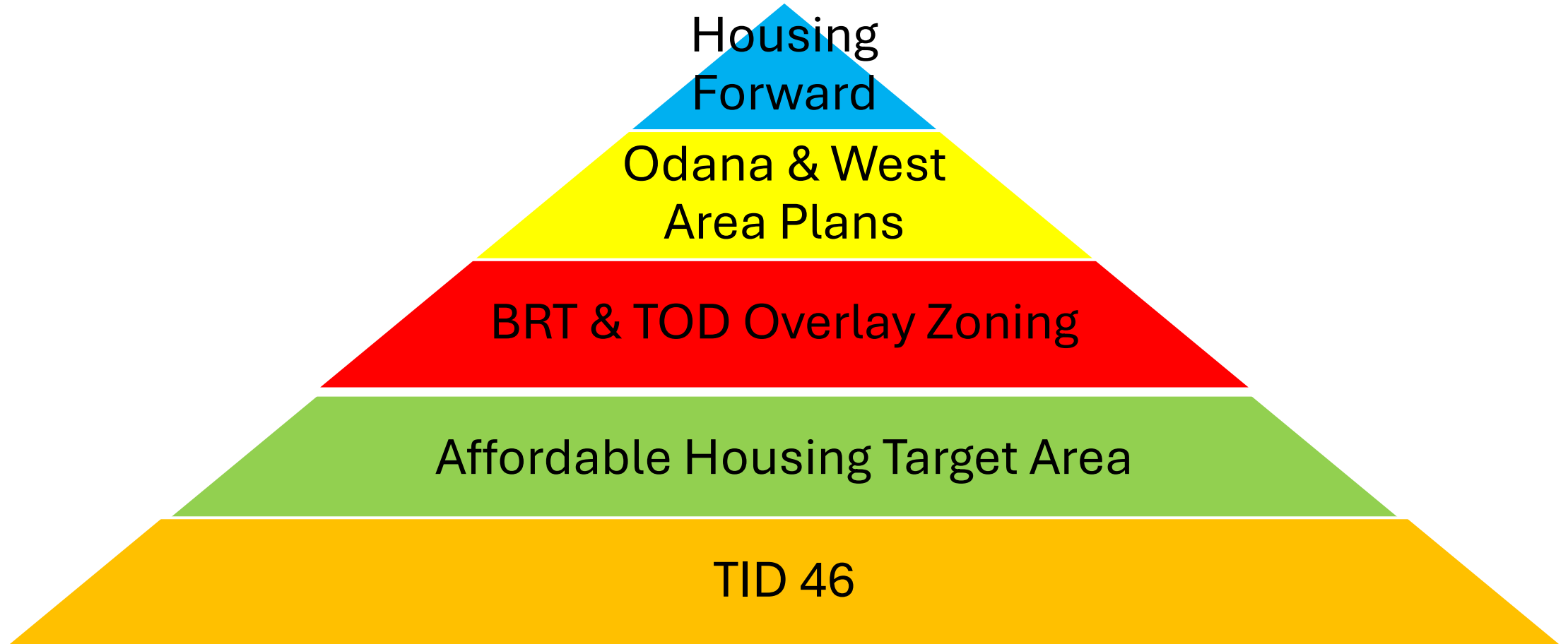
Our Focus: West Towne to Westgate and Mineral Point to Beltline (plus a little bit of Schroeder Rd)



Where We Were in the Pandemic

- Madison's housing shortage – rapidly escalating housing prices and rents
- Major changes in shopping and retail economics
- Remote work – a temporary solution that became permanent
- Escalating retail and office vacancies
- The Odana Road Corridor developed as a shopping destination and a center of offices, service providers, and laboratories (plus a major senior living project and some vacant land)
- Problem AND opportunity

A Pyramid of Policy Decisions Driving Transformation



Housing Forward – A Top Level Strategy

- Build 15,000 new homes by 2030
- One-quarter of new homes to be permanently affordable (<60% AMI)
- Four priorities
 - Increase housing choice
 - Create affordable housing throughout Madison
 - Combat displacement by supporting choices for people to stay in their homes
 - Work to end homelessness

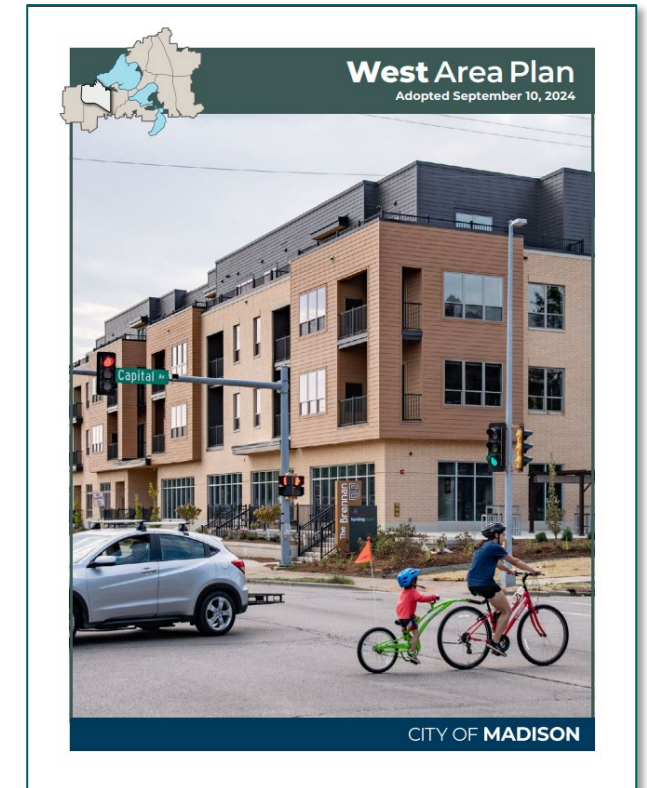
Plans: Comprehensive, Area, and Neighborhood



COMPREHENSIVE PLAN
2018 & 2024



ODANA AREA PLAN
2021



WEST AREA PLAN
2024

Plans: Comprehensive, Area, and Neighborhood

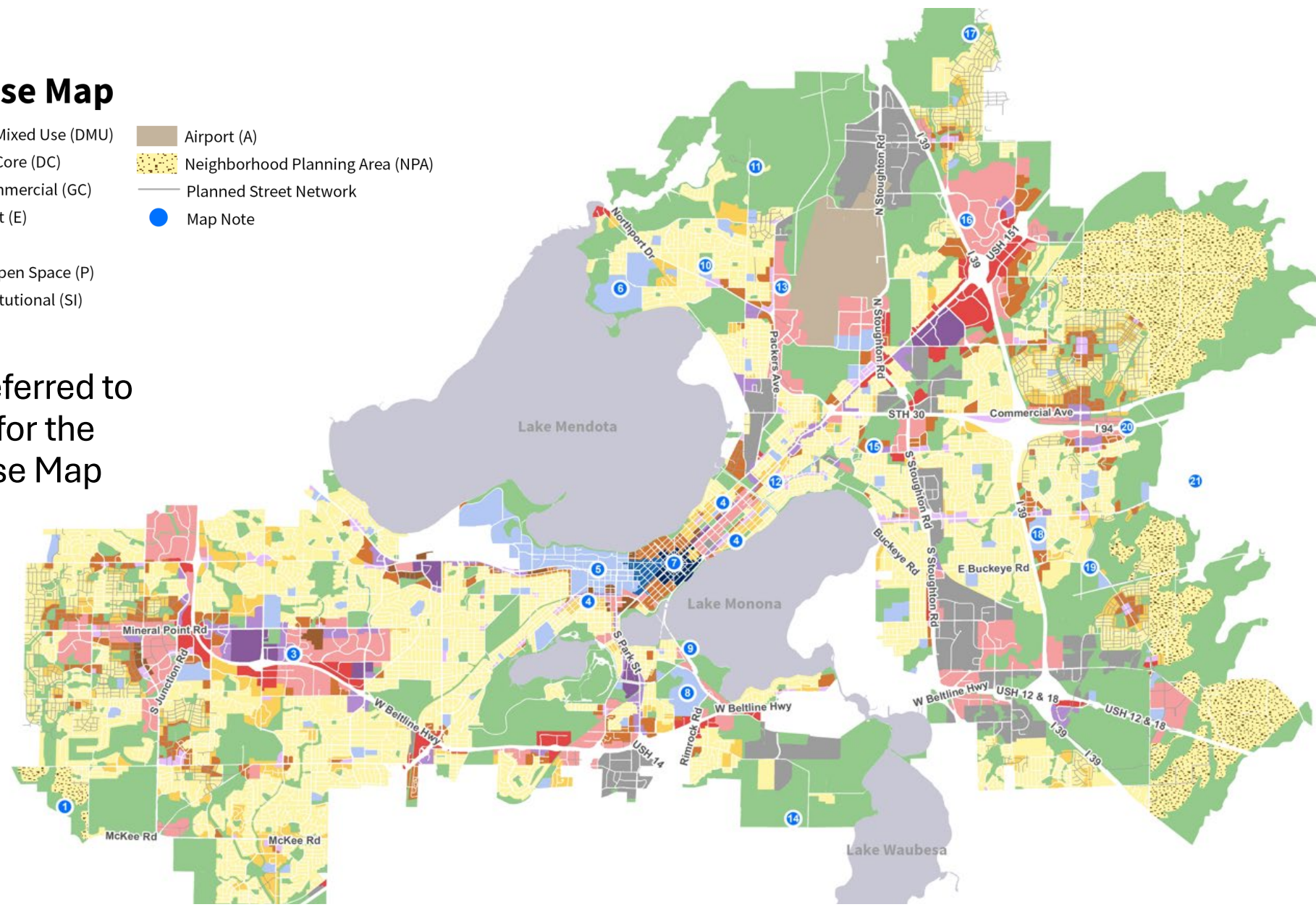
- Municipal plans guide future land use and development and identify the infrastructure needed to support that future vision.
- Comprehensive plans, which cover the entire city, are regulated by state statutes.
- Importantly, Wisconsin requires that any zoning change must be consistent with the Plan – Including the Land Use Plan
- Madison has undertaken interim planning of specific neighborhoods and special areas, but some neighborhoods never got a plan.
- In 2023, Madison began generating twelve Area Plans with the goal of covering every part of Madison over a ten-year period.

2018 Comprehensive Plan: Land Use Plan

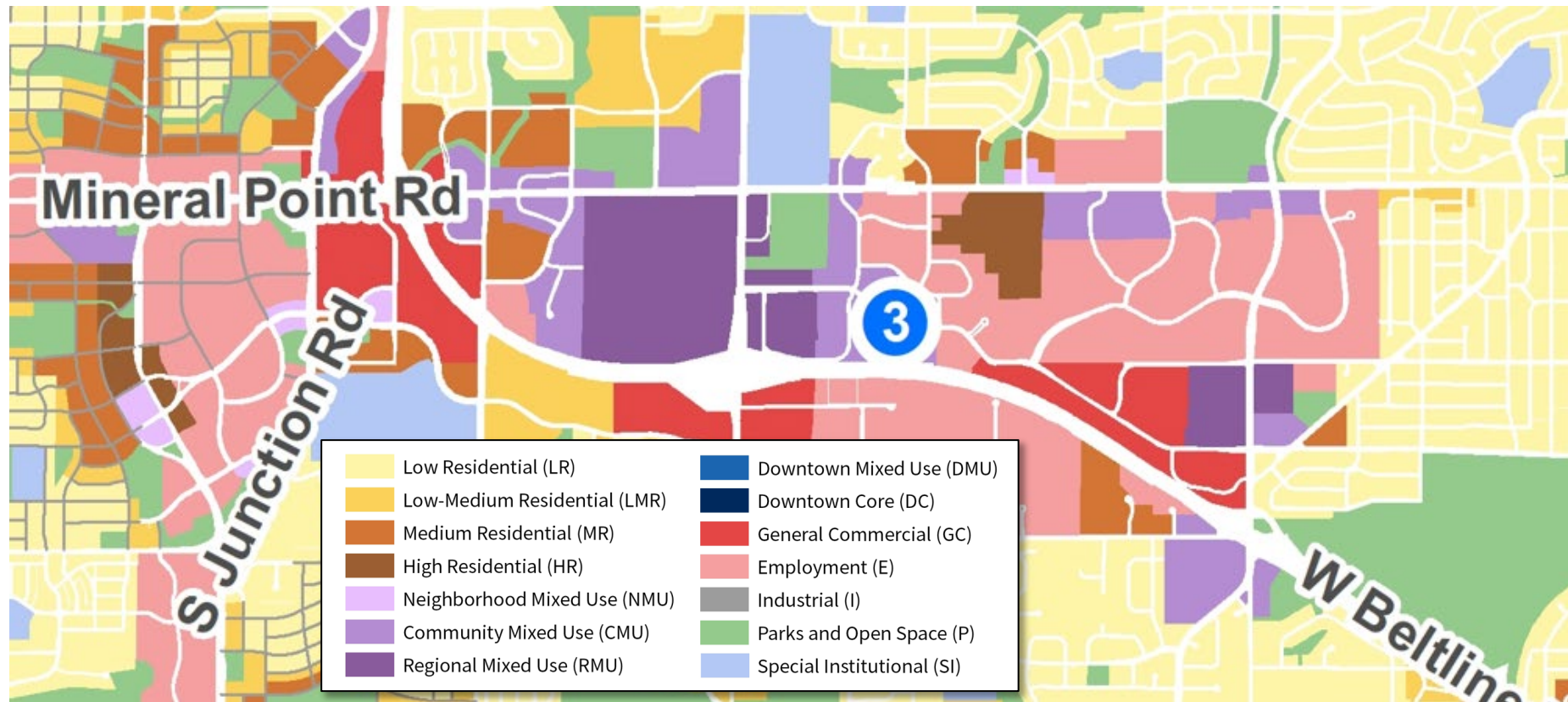
Generalized Future Land Use Map

- | | | |
|------------------------------|----------------------------|----------------------------------|
| Low Residential (LR) | Downtown Mixed Use (DMU) | Airport (A) |
| Low-Medium Residential (LMR) | Downtown Core (DC) | Neighborhood Planning Area (NPA) |
| Medium Residential (MR) | General Commercial (GC) | Planned Street Network |
| High Residential (HR) | Employment (E) | Map Note |
| Neighborhood Mixed Use (NMU) | Industrial (I) | |
| Community Mixed Use (CMU) | Parks and Open Space (P) | |
| Regional Mixed Use (RMU) | Special Institutional (SI) | |

The **Land Use Plan** is often referred to as the **“GFLU Map”** short for the **Generalized Future Land Use Map**



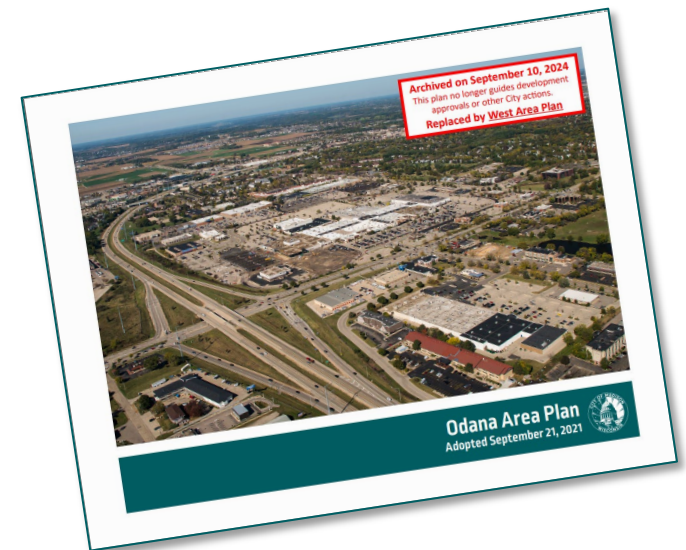
2018 Comprehensive Plan – Land Use Plan



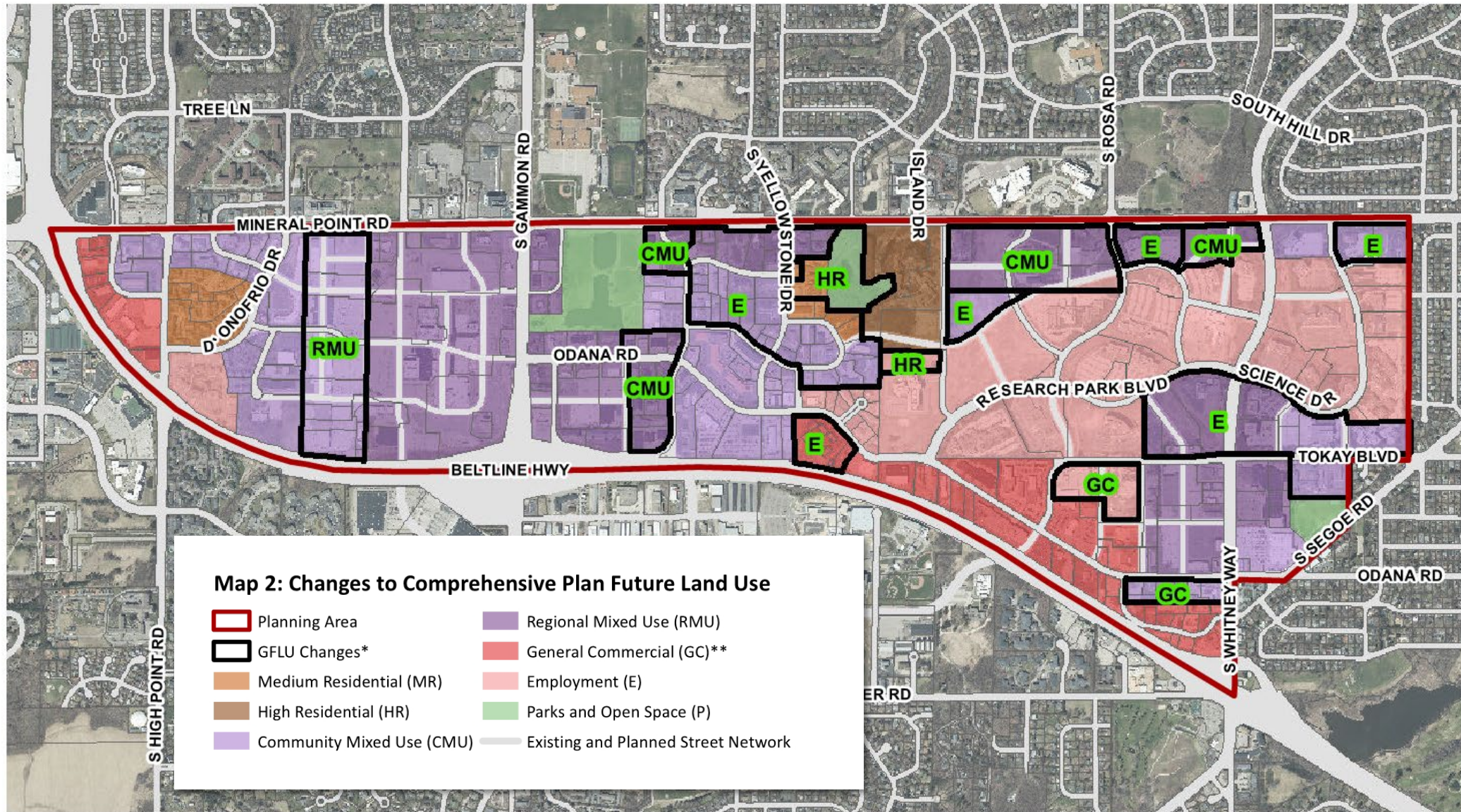
- In 2018, the long-term plan was still Employment (pink) and Commercial (red)
- The deep purple meant Regional Mixed Use – in this case West Towne Mall and the Westgate area retail
- The dash of brown (high-rise residential) is for Oakwood Village.
- The light purple was a mixed-use category that could accommodate some residential.

A Special Area Plan: Odana

- Special area plans addressed parts of Madison subject to imminent redevelopment and challenges (like the impact of the closing of the Oscar Mayer plant).
- The 2018 Comprehensive Plan noted the possibility of change along the Odana Rd corridor.
- With challenges accelerated by the pandemic and the planning for the BRT, the Odana Area Plan was launched in 2020 and approved by the Common Council in 2021.
- The Odana Area Plan has numerous changes to accommodating new residential and mixed use.

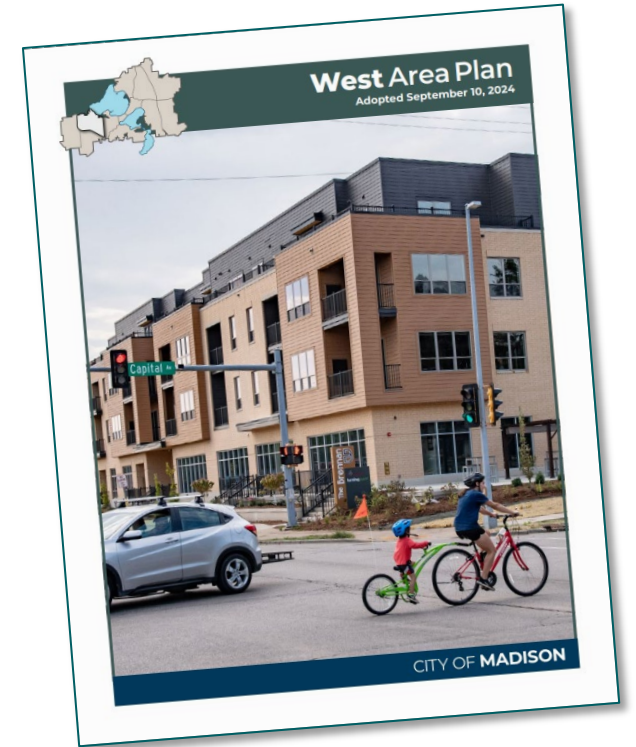


Odana Area Plan – Recommended Changes

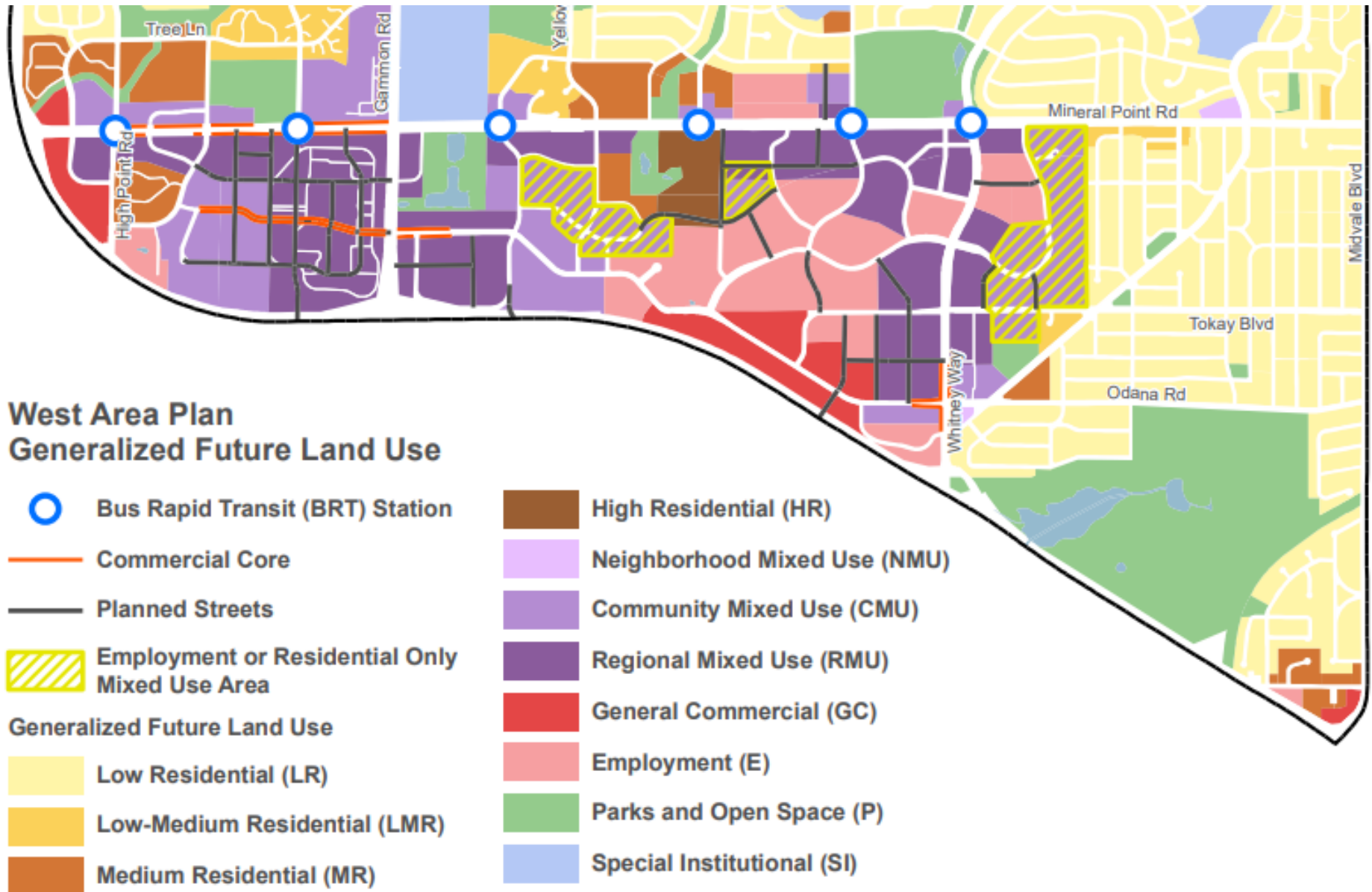


Area Plans: West

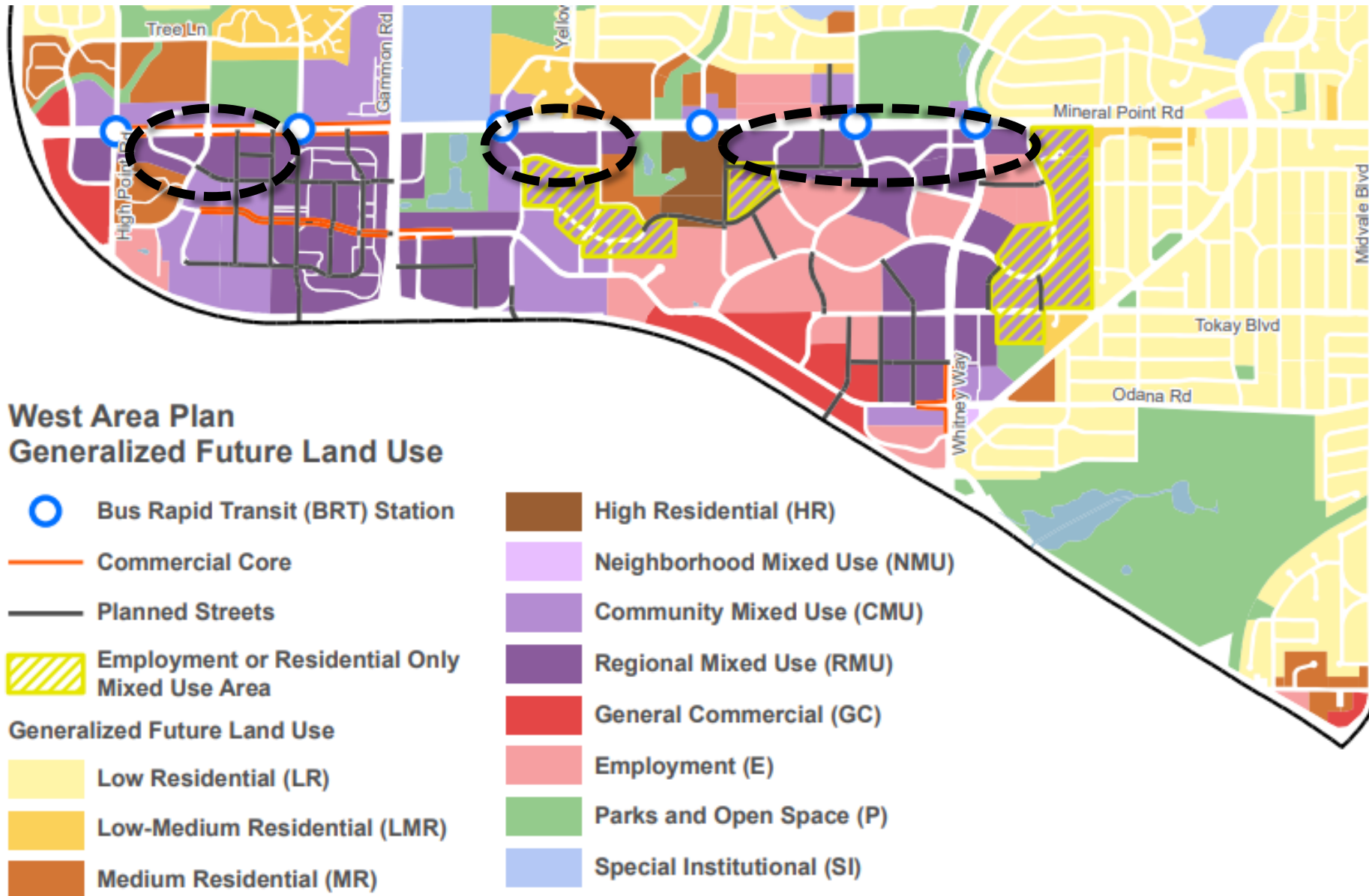
- When Madison launched the effort in 2023 to update plans for the entire city over ten years by designating twelve areas, the West plan was chosen as one of the first two.
- The West Area covers everything west of Midvale and north and east of the Beltline.
- Included the area covered by the Odana Area Plan.
- The final West Area Plan, approved by the Common Council in 2024, incrementally added more areas that could include residential development.



West Area Plan: Updated Recommendations



West Area Plan: Updated Recommendations



Bus Rapid Transit (BRT) & Transit Oriented Development (TOD)

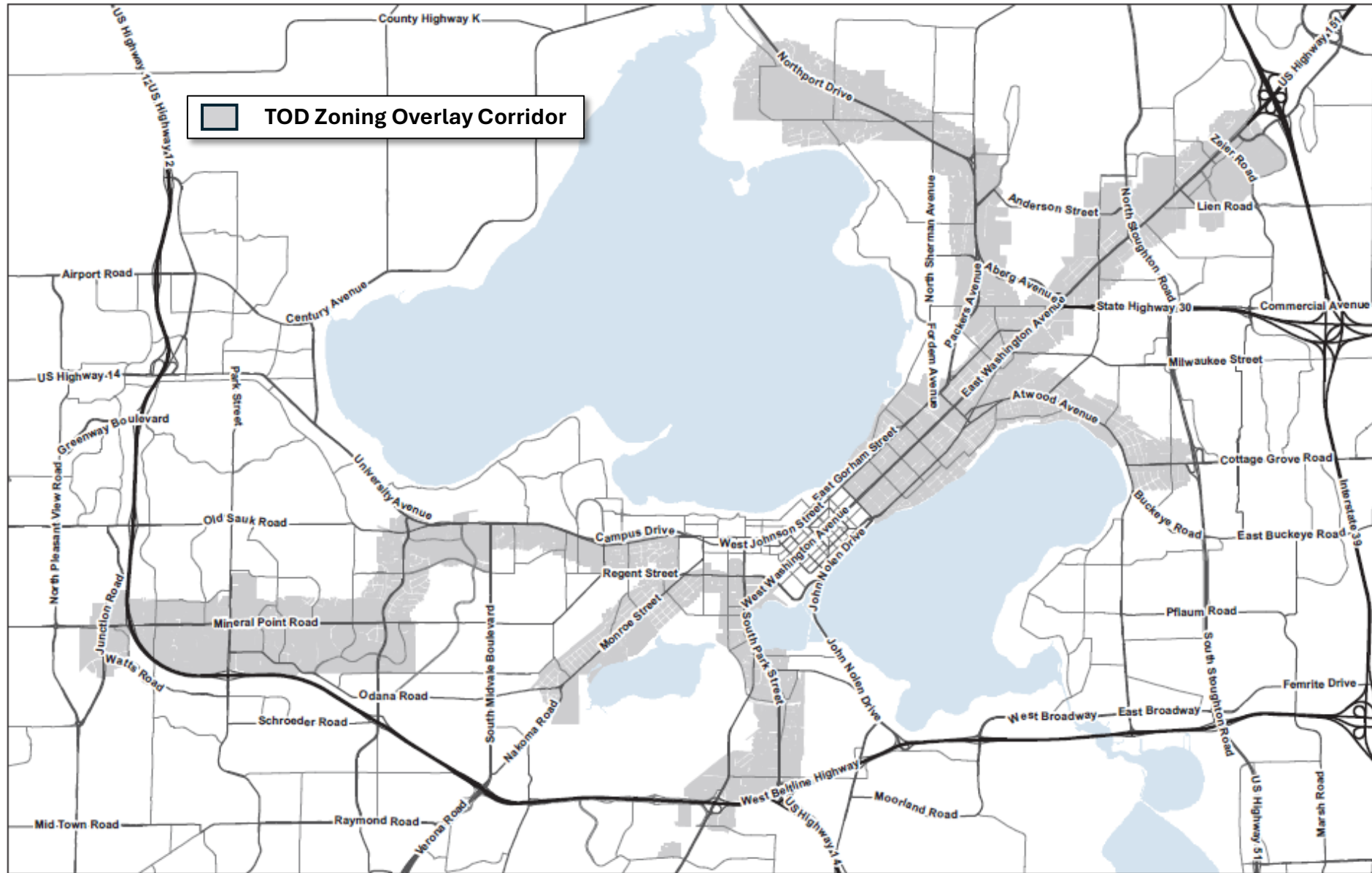
- As the East-West BRT project moved forward with substantial federal funding, Madison looked at additional ways to encourage residential development along the BRT route and other major public transit corridors with emphasis on pedestrian and public transit movement and less on automobile travel
- A result was a new Zoning tool (called the “TOD Overlay”) to allow more intensive development near Bus Rapid Transit.
- With drafting on the concept undertaken in 2022 and a long period of public engagement, it was approved in January 2023.

TOD Zoning Overlay – Basic Elements

- Generally Allows for Greater Intensity and Height
- Buildings with more than two residential units and non-residential buildings must be a minimum of two stories
- Buildings can be set back no more than 20 feet from the street
- Primary building entrance must face the street
- No minimum parking requirement
- Automobile parking not permitted between building and street

The Common Council will consider additional changes to the TOD Zoning Overlay in late 2025.

The TOD Zoning Overlay includes the Odana Corridor



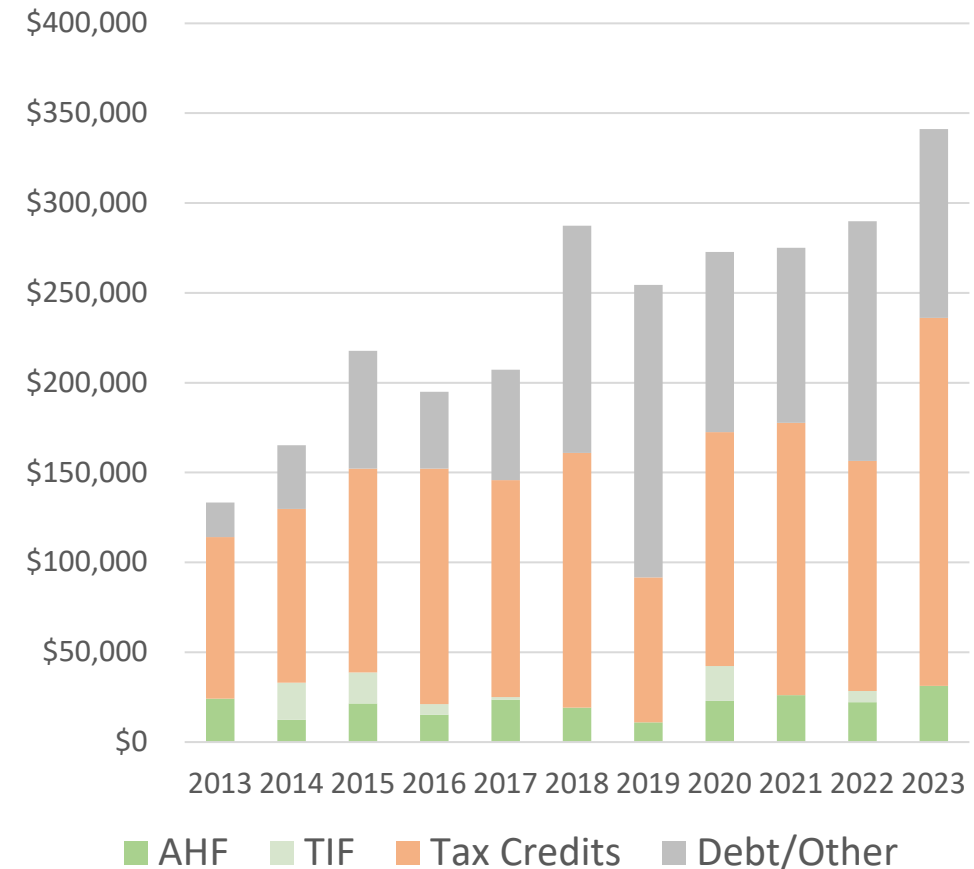
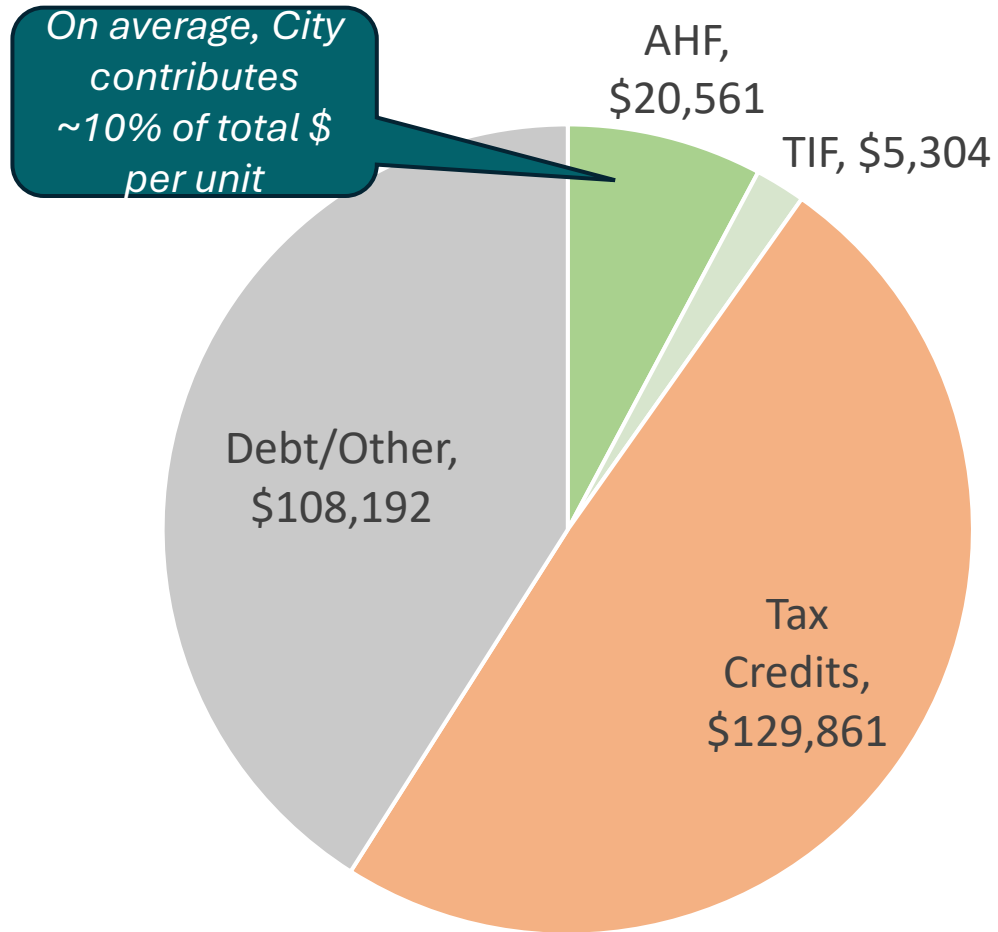
Affordable Housing

- Madison's Community Development Authority (CDA) builds and manages affordable housing using federal funds.
- CDA can only fund a fraction of the permanently affordable housing Madison needs.
- Madison relies on private developers (for-profit and non-profit) to provide most affordable housing (housing for households making 60% or less of the area median income).
- Developers of affordable housing rely on a combination of tax credits, other federal programs like housing vouchers, and county and city programs to render such projects financially viable.

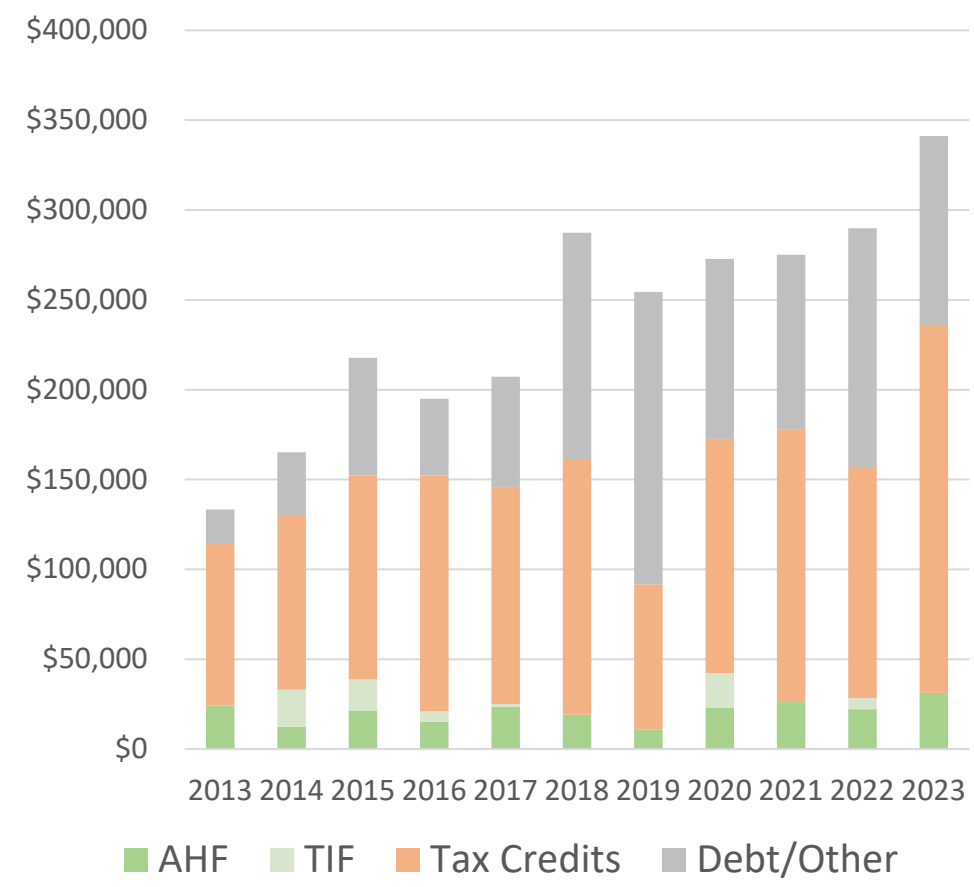
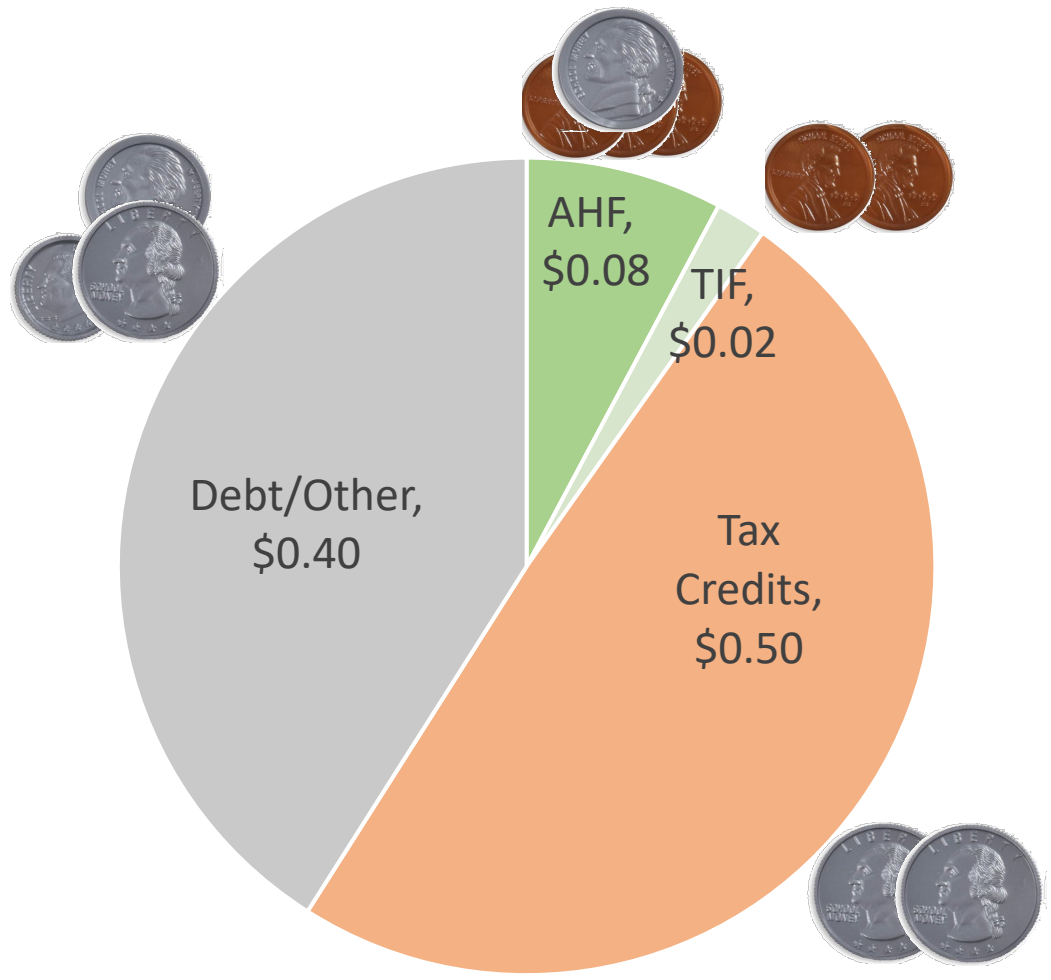
Affordable Housing: Madison Targets Its Limited Resources

- To maximize the impact of the limited funding available to it, Madison uses a combination of federal funds, operating funds, property in its land bank, and an affordable housing fund it has built up over years.
- Rather than finance an entire project, Madison provides a layer of funding that fills the financing gap.
- Madison funds come with developer requirements such as a long-term commitment and a specific number of affordable units.
- Madison also prioritizes where affordable developments are encouraged.

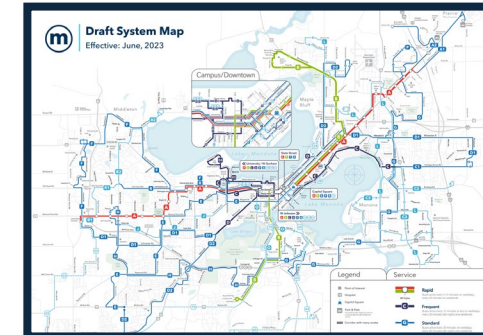
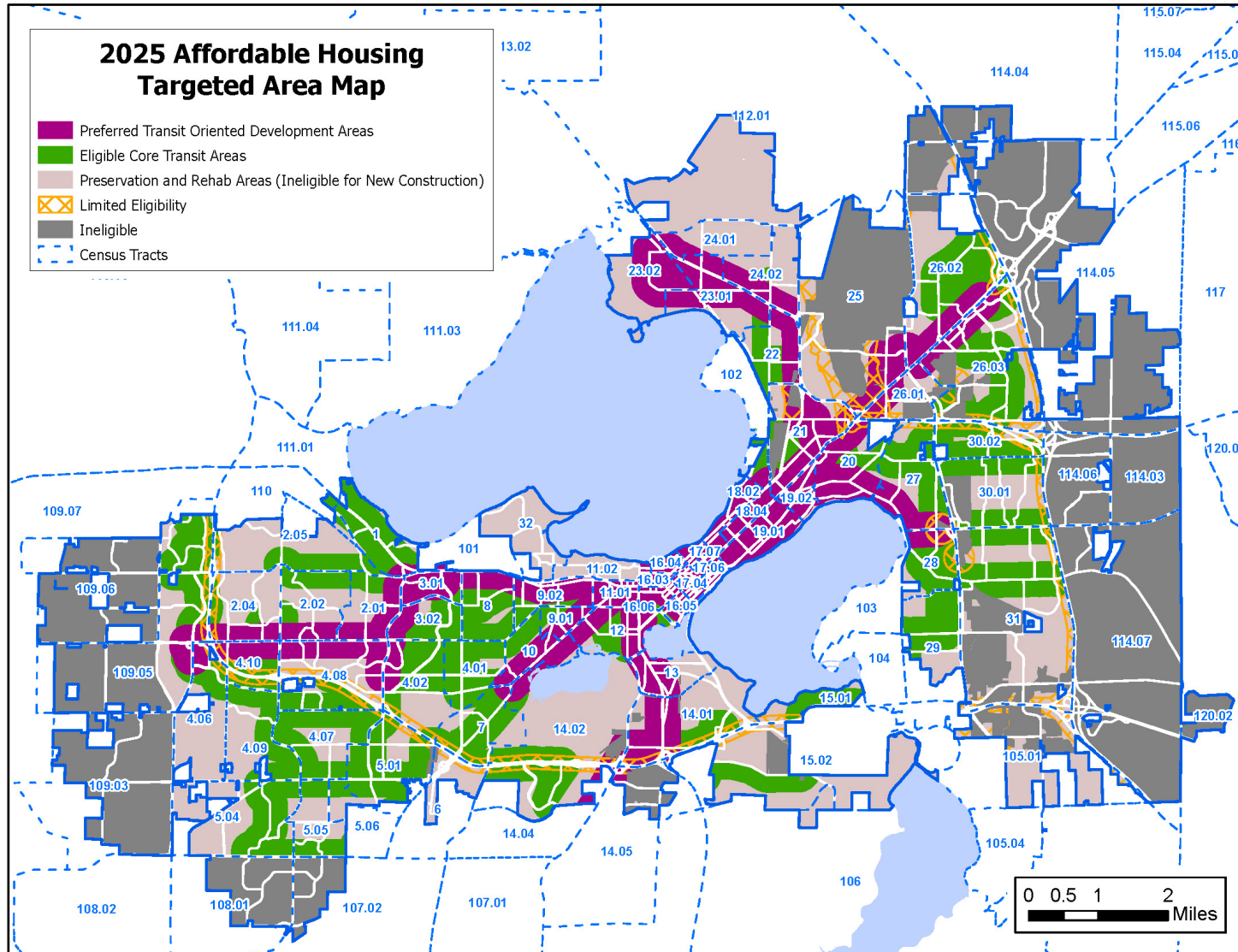
Affordable Rental Housing | 2013-2023



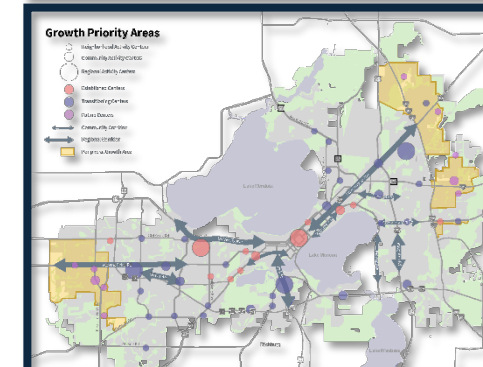
Affordable Rental Housing | 2013-2023



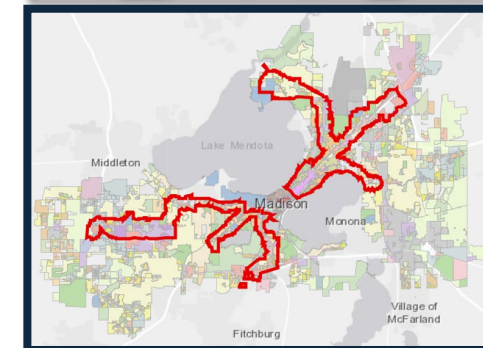
Affordable Housing Targeted Area Map Includes Odana Corridor



Metro
Transit



Growth Priority Areas

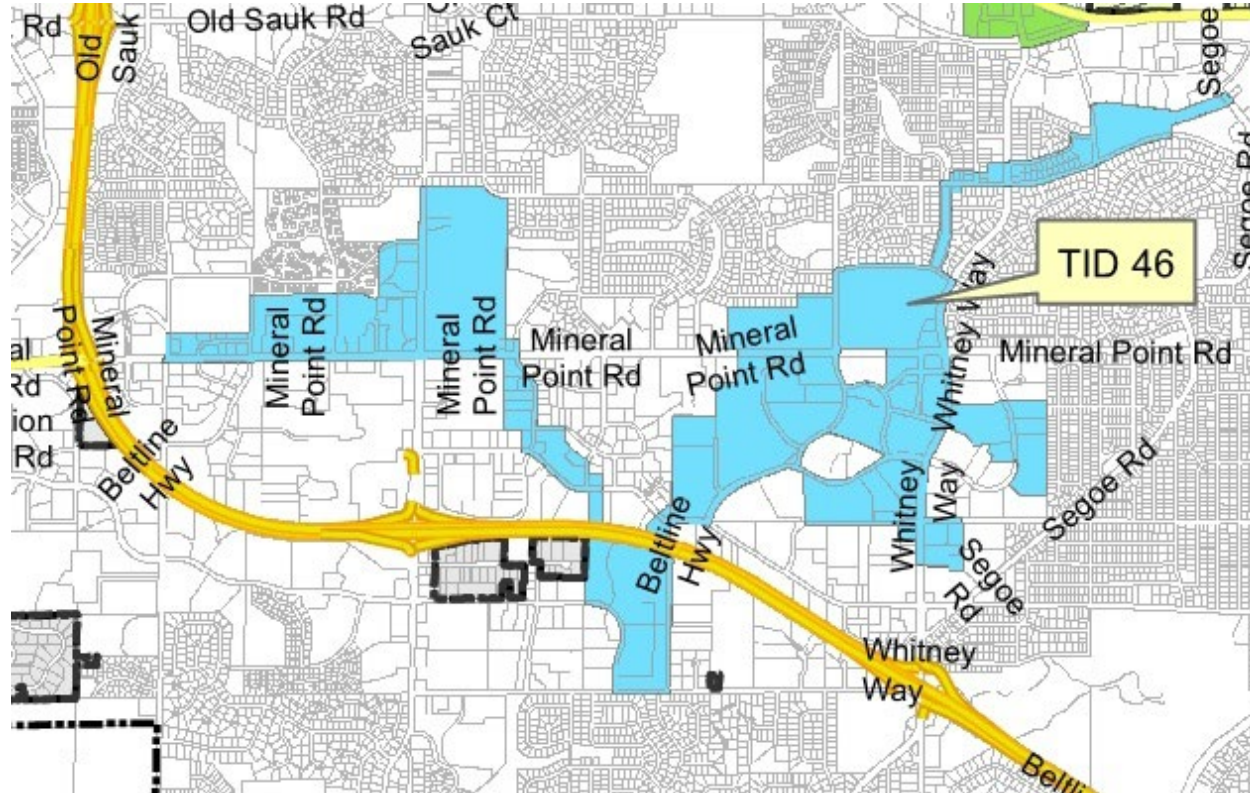


TOD Zoning Overlay

TID 46

- Tax Incremental Financing (TIF) is a financial tool established by Wisconsin statutes.
- Cities can create a Tax Incremental Financing District (TID), borrow funds to support economic development in the district, and repay the borrowed funds with the resulting increase in property tax revenue.
- Madison created TID 46 in 2015 to finance expanded scientific development in University Research Park.
- Initial projects supported the Illumina and Exact Sciences projects.

TID 46 Expanded District



- TID 46's original boundary followed the University Research Park boundary.
- In several increments it was extended to provide investment assistance for the BRT and areas targeted for residential redevelopment.

TID 46: Expanded Mission

- As Housing Forward motivated the search for the best areas to facilitate and incentivize housing development, the Odana Corridor became a logical focus.
- Expanding TID 46 was an obvious additional tool.
- The redevelopment of the Westgate Mall, which is on-going, was one use.
- The Element Collective, on the parcel just west of the URP's new Element Labs at the corner of Mineral Point and Whitney Way, still in the stage of finalizing financing and building permits is another.

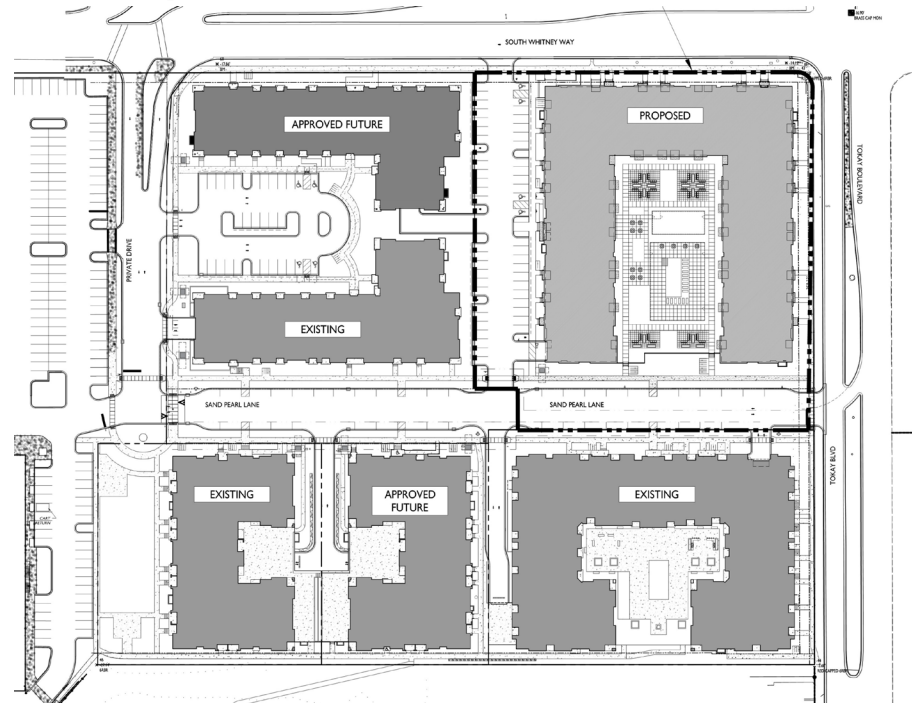
What are the Results?

- We're going to survey the housing developments in the Odana Corridor that are helping Madison meet its Housing Forward goals
- We'll summarize the impact of 26 projects with 2,979 units (1,308 affordable)
 - Completed and occupied
 - Under construction
 - Approved but not started
 - Submitted applications
 - Planning stage
- There is always the possibility that some projects that have not been started will not go forward

Exploring 26 Projects – From East to West



A-D: University Park – Total of Six Buildings



Project Data

- Replaces Westgate Mall
- Stories: 4
- Units: 472 - studio, 1, 2 & 3 BR
- Affordable Units: 91

Developer: JT Klein

Architect: KBA

Status: Partially occupied

City involvement: AHF

A: University Park – 601 @ University Park



Project Data

- 601 Sand Pearl
- Stories: 4
- Units: 156 - studio, 1, 2 & 3 BR
- Affordable Units: Market rate

Developer: JT Klein

Architect: KBA

Status: Built & occupied

City involvement: None

B: University Park – New building to be named



Project Data

- 603 Whitney Way
- Stories: 4
- Units: 167 - studio, 1, 2, 3 BR
- Affordable Units: Market rate

Developer: JT Klein

Architect: KBA

Status: Under Construction

City involvement: None

C: University Park – University Park Commons



Project Data

- 625 & 649 Sand Pearl
- Stories: 4
- Units: 68 – S,1,2,3 BR
- Affordable Units: 42

Developer: JT Klein

Architect: KBA

Status: Built & occupied

City involvement: AHF, TIF

D: University Park – Oak Ridge @ University Park



Project Data

- 667 S Whitney Way
- Stories: 4
- Units: 81 - S,1,2,3 BR
- Affordable Units: 49

Developer: JT Klein

Architect: KBA

Status: Built, ½ occupied

City involvement: Tax credit, TIF

E: Element Collective



Project Data

- 5534 Element Way
- Stories: 4
- Units: 179 – S, 1, 2 & 3 BR
- Affordable Units: 179

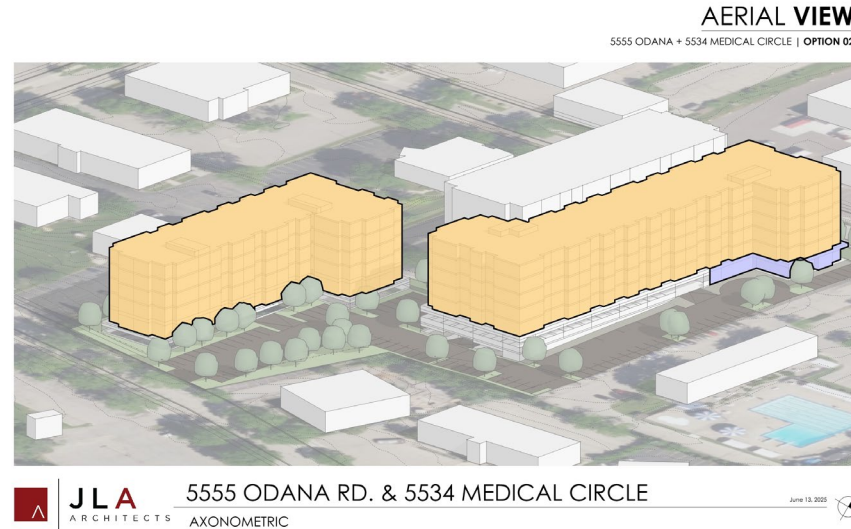
Developer: Mandel

Architect: Engberg Andersen

Status: Approved, starting soon

City involvement: TIF, CDA

F: New Project to be Named



Project Data

- 5555 Odana & 5534 Medical Cir
- Stories: 5 & 6
- Units: 201 - 1 & 2 BR
- Affordable Units: 201

Developer: Bear

Architect: JLA

Status: Pre-application planning

City involvement: Tax credit, TIF
pending

G. Urbana



Project Data

- 5567 Odana
- Stories: 5
- Units: 70 - 1 & 2 BR
- Affordable Units: Market rate

Developer: McGrath

Architect: JLA

Status: Built & occupied

City involvement: None

H: The Tuxedo



Project Data

- 5604 Schroeder Rd
- Stories: 4
- Units: 84 – S,1,2 BR
- Affordable Units: Market rate

Developer: 5602 Schroeder Rd Assoc

Architect:

Status: Built & occupied

City involvement: None

I: New Project to be Named



Project Data

- 6101 Mineral Point
- Stories: 3 or 4
- Units: 227, 1, 2 & 3 BR
- Affordable Units: TBD

Developer: Stone House

Architect: Potter Lawson

Status: Pre-application planning

City involvement: TBD

J: Ellis Potter Apartments



Project Data

- 1 Ellis Potter Ct
- Stories: 3
- Units: 54 – 1 & 2 BR
- Affordable Units: 55 incl townhomes

Developer: Horizon Development

Architect: KBA

Status: Approved CUP

City involvement: AHF

K: Ellis Potter Townhomes



Project Data

- 3 Ellis Potter Ct
- Stories: 2
- Units: 11 – 3 BR
- Affordable Units: 55 including apartments

Developer: Horizon Development

Architect: KBA

Status: Approved CUP

City involvement: AHF

L: MSP Apartments



Project Data

- 6425 Normandy
- Stories: 4
- Units: 47 – Studio, 1, 2 & 3 BR
- Affordable Units: 36

Developer: MSP

Architect: Dimension IV

Status: Pre-application planning

City involvement: TBD

M: Yellowstone Apartments



Project Data

- 421 S Yellowstone
- Stories: 4
- Units: 69 – Studio, 1 & 2 BR
- Affordable Units: Market rate

Developer: Walter Wayne

Architect: JLA

Status: Approved CUP

City involvement: None

N: MSP Yellowstone



Project Data

- 426 S Yellowstone
- Stories: 4
- Units: 60 – 1, 2 & 3 BR
- Affordable Units: 54

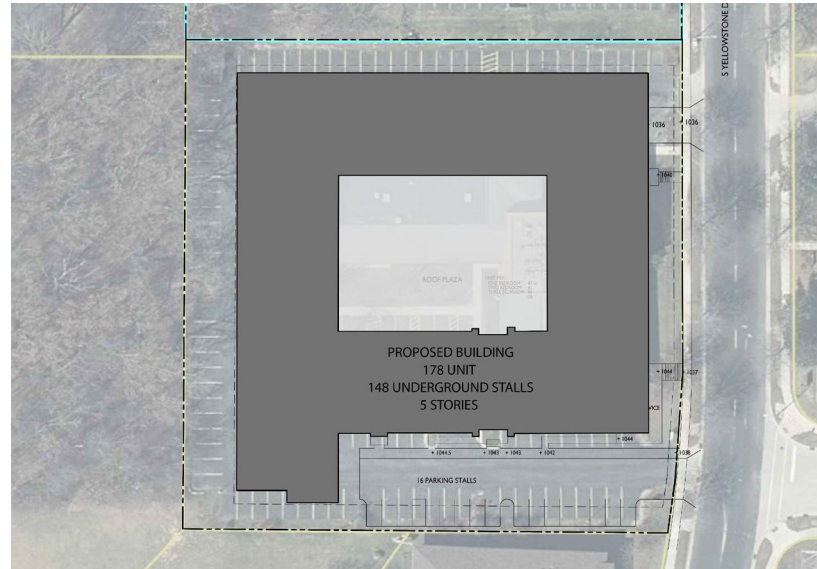
Developer: MSP

Architect: Dimension IV

Status: Built, opening 10/25

City involvement: AHF

O: New Project to be Named



Project Data

- Address: To be disclosed
- Stories: 5
- Units: 178 – 1, 2, & 3 BR
- Affordable Units: TBD

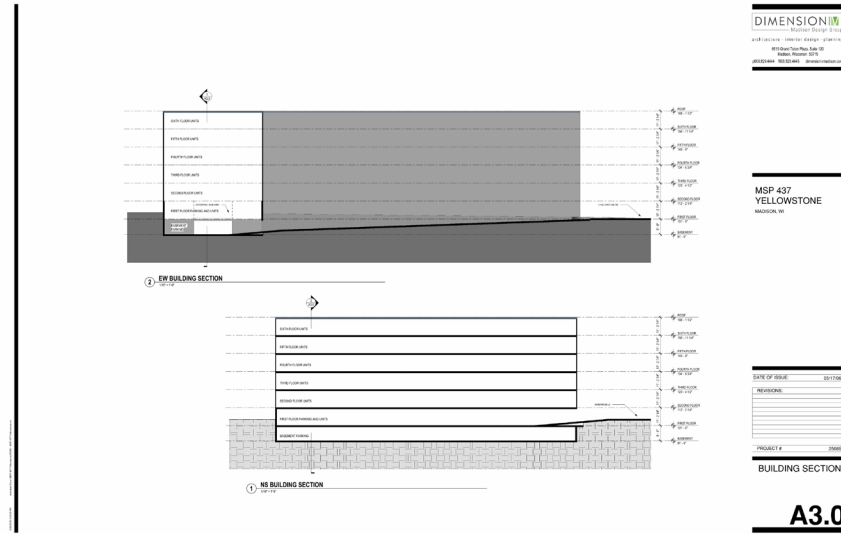
Developer: Lincoln Properties

Architect: KBA

Status: Pre-application planning

City involvement: TBD

P: MSP Senior Living



Project Data

- 437 S Yellowstone
- Stories: 6
- Units: 131 – 1 & 2 BR
- Affordable Units: 104

Developer: MSP

Architect: Dimension IV

Status: Pre-application planning

City involvement: AHF requested

Q: Marquee



Project Data

- 512 S Yellowstone
- Stories: 6
- Units: 88 – Studio, 1, 2 & 3 BR
- Affordable Units: Market rate

Developer: Walter Wayne

Architect: JLA

Status: Built, Opening 10/25

City involvement: None

R: New Project to be Named



Project Data

- Address: 6522 Grand Teton
- Stories: 5
- Units: 306 – 1,2 BR
- Affordable Units: 306

Developer: Bear

Architect: Engberg Andersen

Status: Pre-application planning

City involvement: Tax credit, TIF request

S. Volker Grand Teton Plaza



Project Data

- Address: 6526-6621 Grand Teton
- Stories: 5
- Units: 110 – 1, 2, 3 BR
- Affordable Units: 66

Developer: Volker

Architect: KBA

Status: Pre-application planning

City involvement: AHF requested

T. Vivo



Project Data

- Address: 521
- Stories: 2
- Units: 153 – S & 1 BR
- Affordable Units: Market rate

Developer: Vivo Investment Group

Architect:

Status: Built, occupied

City involvement: None

U. Merchant Place Senior Living



Project Data

- Address: 6702 Odana
- Stories: 4
- Units: 60 – 1 & 2 BR
- Affordable Units: 36

Developer: Northpointe Dev.

Architect: KBA

Status: CUP 3/25

City involvement: AHF requested

V. Merchant Place Apartments



Project Data

- Address: 6704-6714 Odana
- Stories: 4
- Units: 124 – S, 1, 2 & 3 BR
- Affordable Units: 90

Developer: Northpointe Dev
Architect: KBA
Status: Under construction
City involvement: AHF

W. Canyons



Project Data

- Address: 686 Grand Canyon
- Stories: 4
- Units: 60 – 1, 2 & 3 BR
- Affordable Units: 51

Developer: Lincoln Avenue

Architect: JSD

Status: Built & occupied

City involvement: None

X. Uno Terrace



Project Data

- Address: 7603 Mineral Point
- Stories: 4
- Units: 61- 1, 2 & 3 BR
- Affordable Units: 39

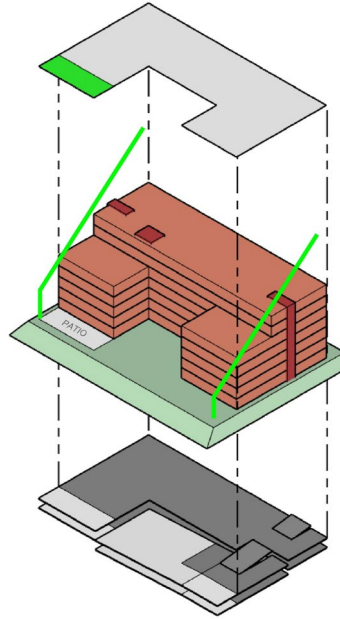
Developer: Northpointe Dev

Architect: KBA

Status: Built & occupied

City involvement: AHF

Y. New Project to be Named



Project Data

- Address: 7601 Ganser Way
- Stories: 7
- Units: 129 – S, 1 & 2 BR
- Affordable Units: TBD

Developer: Gallatin Real Estate
Architect: Angus Young
Status: Pre-application planning
City involvement: TBD

Z. 575 Zor Shrine West



Project Data

- Address: 575 Zor Shrine Place
- Stories: 5
- Units: 105 – S, 1, 2 & 3 BR
- Affordable Units: Market rate

Developer: Saturday Properties

Architect: AWH

Status: Built & occupied

City involvement: None

Q & A

Thank You!

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 - cdd@cityofmadison.com

