



Thank you Angela Puerta!



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Odana Area Plan & Greater East Towne Area Plan



Revitalization Case Studies: May 11 & 14, 2020

Overview – Virtual Engagement



Meeting #	Topic	Virtual Lunch & Learn	Evening Engagements
Meeting #1	Intro to Plans, COVID-19 Experiences & the Future of Public Space	Monday 5/4 12:15-1 pm	Thursday 5/7 5:15-6 pm
Meeting #2	Case Studies: Mall & Office Redevelopment Ideas	Monday 5/11 12:15-1 pm	Thursday 5/14 5:15- 6 pm
Meeting #3	Odana Area Plan Focused Discussion	Monday 5/18 12:15-1 pm	Thursday 5/21 5:15-6 pm
Meeting #4	East Towne Area Plan Focused Discussion	Monday 6/1 12:15-1 pm	Thursday 6/4 5:15-6 pm

Overview



- This is an experiment!
- Mic and video for attendees will be off during the presentation.
- Staff will be reviewing all chat messages, and will share and discuss questions and comments in the second half of the event (there may not be time to address all questions and comments).
- Chat and polling will be saved for future reference.

Zoom Basics



Zoom Meeting ID: 815-941-365

Zoom Meeting Interface:

- Top Bar: Speaker View (circled in red)
- Video Tiles: Chris Wells (left, outlined in yellow), Kevin Firchow (right)
- Bottom Bar: Mute, Start Video, Invite, Participants (2), Share Screen, Chat (circled in red), Record, Reactions, Leave Meeting

Participants (2)

- KF Kevin Firchow (Me)
- CW Chris Wells (Host)

Mute Me Raise Hand

Zoom Group Chat

From Me to Everyone:
Type Question Here

To: Everyone (dropdown) File (dropdown) (three dots menu)

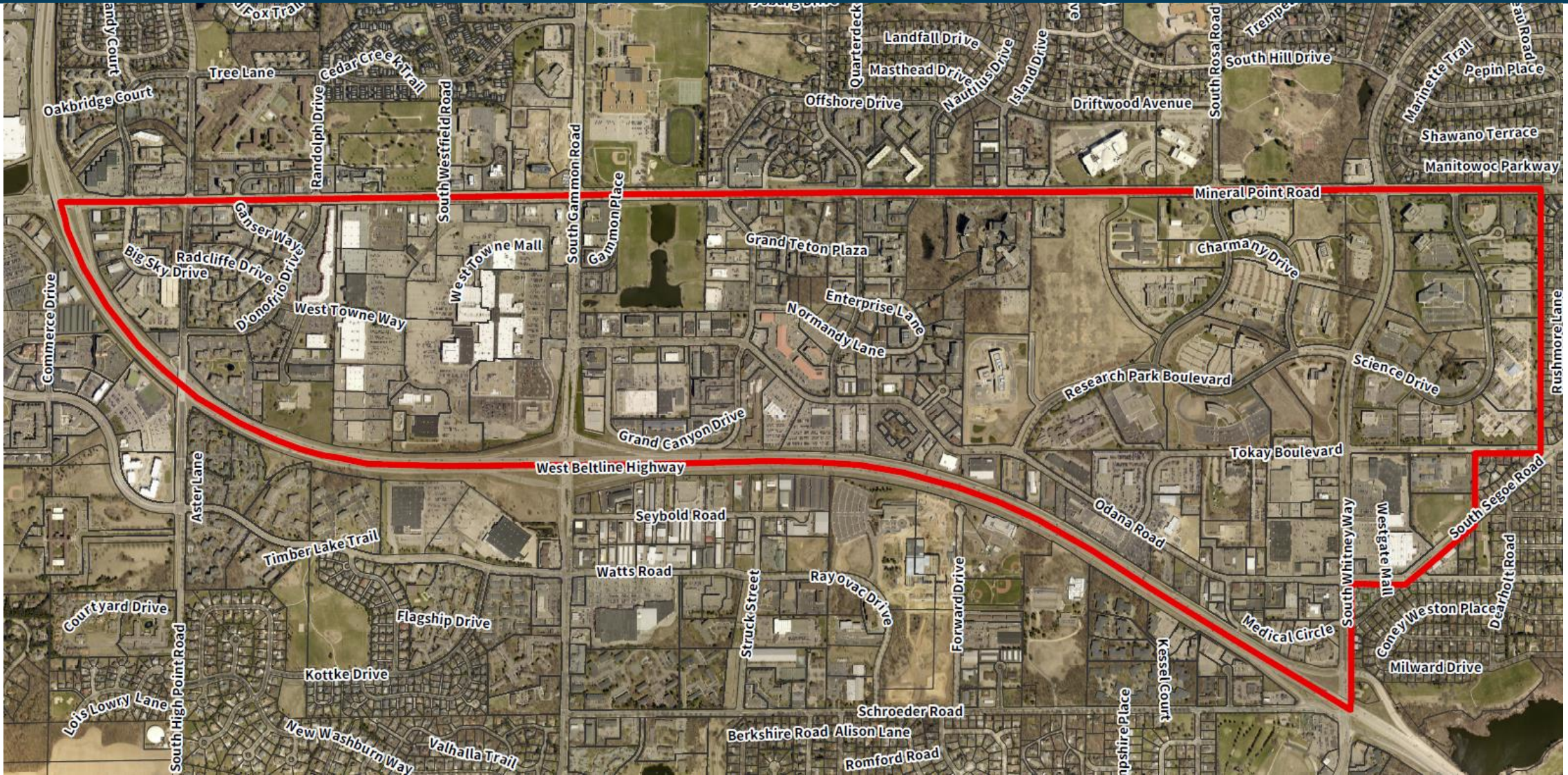
Type Question Here....

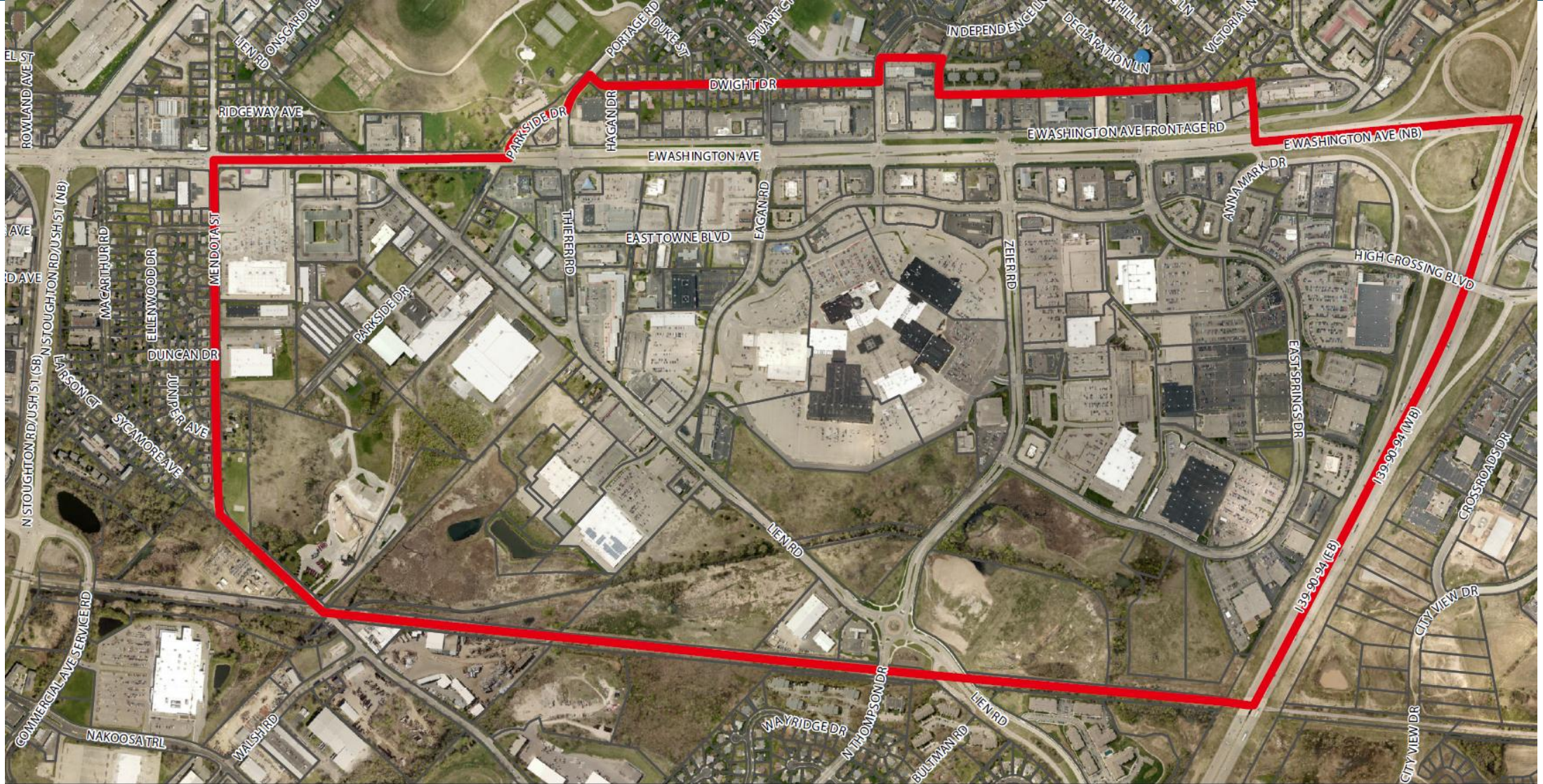
Agenda



- Presentation of ~15 minutes:
 - Case Studies of applicable redevelopment
- Participant Poll ~15 minutes
- Questions/Discussion ~15 minutes
- Wrap-up

Odana Area Plan Boundary







**What could change look like for the
Odana & Greater East Towne Areas?**

Will it be affordable??



Will it be sustainable??



Will it be interesting?



Who will want to work there?





Who will want to live there?



Will it be welcoming to all?

Case Study # 1: Reinvestment at Edge Northgate Mall, Seattle WA



Project Facts

- “First” 1950’s center to be called a mall
- Near I-5 interchange
- Site size – 55 acres

Case Study # 1: Reinvestment at Edge Northgate Mall, Seattle WA



Project Facts

- Bus Transit Center near edge of mall



Case Study # 1: Reinvestment at Edge Northgate Mall, Seattle WA



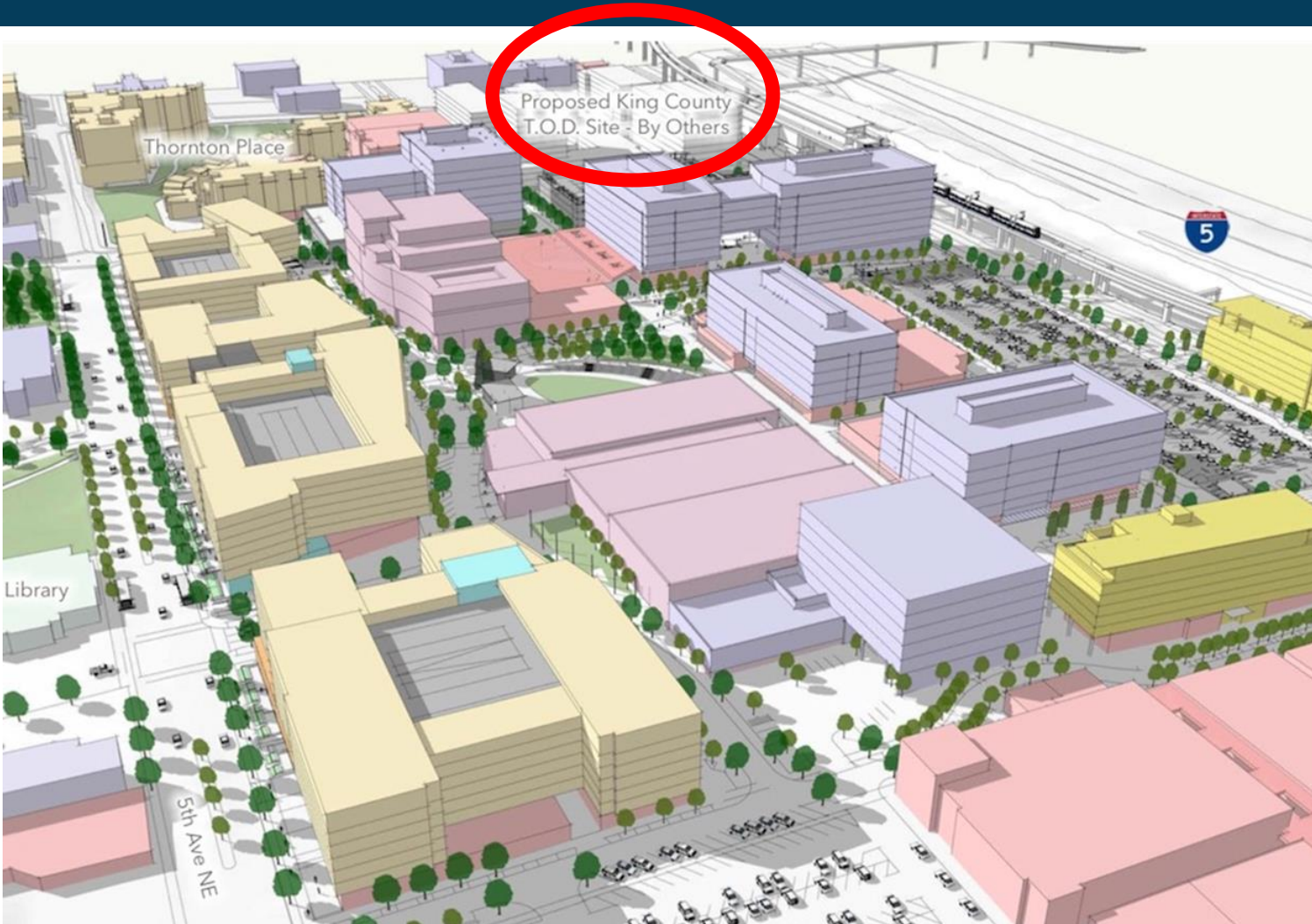
Project Info

- Corner parking lot redevelopment adjacent to high capacity transit
- Transit oriented development
- IMAX, office, retail, multi-family housing, central plaza, parks.

Case Study # 1: Reinvestment at Edge Northgate Mall, Seattle WA



Case Study # 1: Reinvestment at Edge Northgate Mall, Seattle WA



Project Info

- Light rail link coming next



Case Study # 2 - Full Mall Redevelopment

Belmar, Lakewood CO



Project Facts

- Former Villa Italia Shopping Center
- Site size – 104 acres (similar to West Towne)

Case Study # 2 - Full Mall Redevelopment

Belmar, Lakewood CO



Project Facts

- Full demolition
- \$850 Million Dollar Project
 - \$160 Million in infrastructure
 - Parking garages cost \$35 Million
- Use of Green Bonds, grants and developer equity

Case Study # 2 - Full Mall Redevelopment Belmar, Lakewood CO



Case Study # 2 - Full Mall Redevelopment Belmar, Lakewood CO



Case Study # 2 - Full Mall Redevelopment Belmar, Lakewood CO



Case Study # 3 – Partial Demolition Bayshore Towncenter, Glendale WI



Project Facts

- Redevelopment of 1950s era shopping mall into a mixed-use pedestrian friendly town center
- Site size – 52 acres
- Land Uses include main street retail, office buildings, multi-family housing, restaurants, town square, cinema, structured parking



Case Study # 3 – Partial Demolition Bayshore Towncenter, Glendale WI



Case Study # 3 – Partial Demolition Bayshore Towncenter, Glendale WI



Case Study # 3 – Partial Demolition Bayshore Towncenter, Glendale WI



Case Study # 3 – Partial Demolition Bayshore Towncenter, Glendale WI





Case Study # 3 – Partial Demolition Bayshore Towncenter, Glendale WI

Project Facts

- Maintained inside mall at first
- However – occupancy plummeted, and the remainder of old mall set for redevelopment in 2020





Case Study # 3 – Partial Demolition Bayshore Towncenter, Glendale WI

Next Phase?

- New owner...
- City of Glendale paying \$37 Million to help struggling center



Question #1



- Which part of these projects did you like? (check all that apply)
 - a. New shopping layout
 - b. Less surface parking / more garages
 - c. More green space
 - d. More streets & Transportation options
 - e. Mix of uses
 - f. Integrated with surrounding neighborhoods
 - g. None of the above

Question #2



- Do any of these case studies “speak to you” more than others?
- Do you think one of them is more applicable to the Odana and East Towne Areas?
 - a. Northgate, Seattle
 - b. Belmar Park, Lakewood, Co
 - c. Bayshore Mall, Glendale, WI
 - d. None of the above

Case Study # 4 – Big Box Adaptive Re-use

Urban Air Adventure Park



Project Facts

- Former Toys R Us store (West Towne)
- 55,000 SF of retail
- Opened in 1989, closed spring 2018
- Halloween City pop-up (2018)



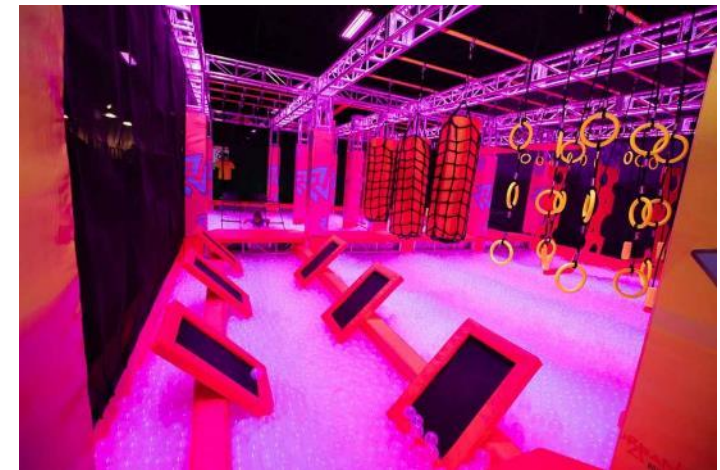
Case Study # 4 – Big Box Adaptive Re-use

Urban Air Adventure Park



Project Facts

- Urban Air Adventure Park (2019)
- Trampoline park, Laser tag, ropes course, obstacle course, rock climbing, dodgeball, café, etc.
- This re-use trend likely to continue
- (whirly ball, go –karts, etc)



Case Study #5 -Office Park Infill Hall Park – Frisco, TX



Project Facts

- 20 year old office park
- 17 office towers
- Adding 2000 residential uses, hotels, daycare, retail
- Owner saw the park becoming obsolete



Case Study #6 -Office Park Infill Hoffman Estates, Illinois



Project Facts

- Former AT&T headquarters
- Can a “White Elephant” Campus Become An Urban Village?



Question #3



- Which parts of these projects do you like most? (check all that apply)
 - a. New shopping layout
 - b. Less surface parking / more garages
 - c. More green space
 - d. More streets & Transportation options
 - e. Mix of uses
 - f. Integrated with surrounding neighborhoods
 - g. None of the above

Case Study # 7 – Sequoya Commons Local Commercial Redevelopment



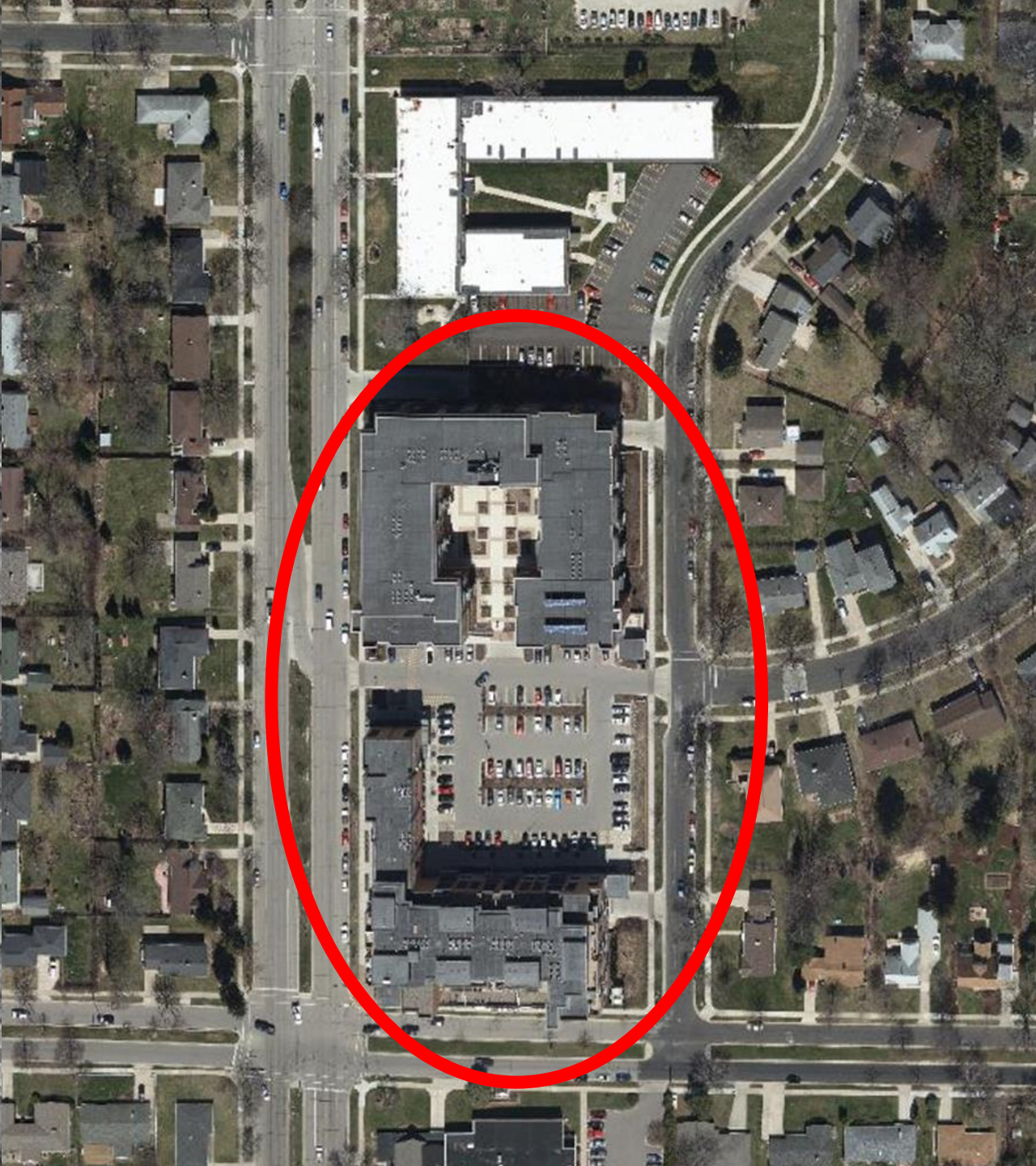
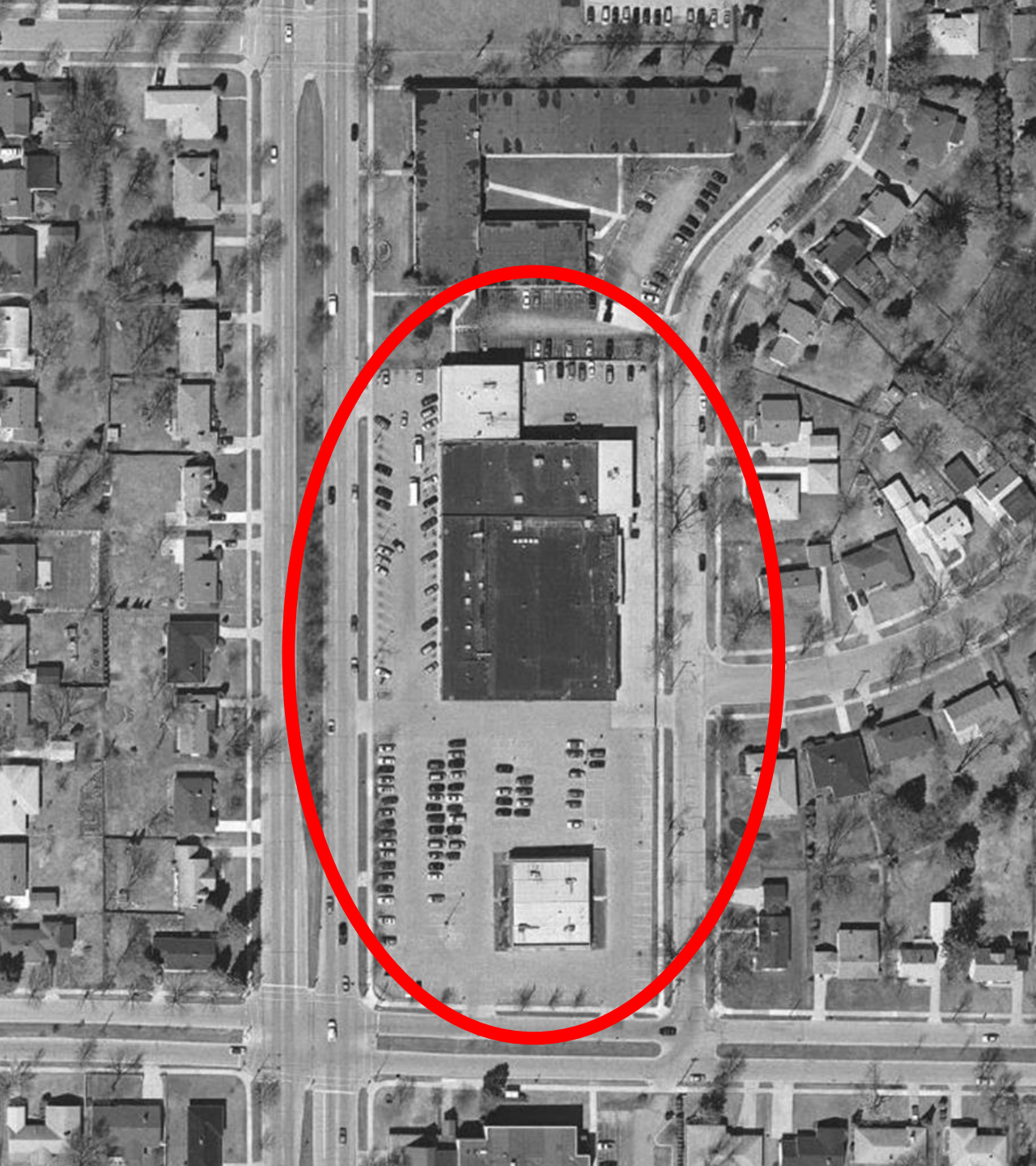
Case Study # 7 – Sequoya Commons Local Commercial Redevelopment



Project Facts

- Total project: 123,750 SF
- Parking: 31,500 SF
- Library & retail: 27,940 SF
- 45 dwelling units





Case Study # 8 – Hildale Mall Local Mall Redevelopment



Project Facts

- Opened in 1962, with a Gimbels as anchor store
- Enclosed in the 1980's
- 33 acre site mall site

Case Study # 8 – Hildale Mall Local Mall Redevelopment



Project Facts

- 2004 redevelopment
- 2 Parking garages, residential units along Midvale Blvd, theater, and a Target store were built on parking lots





Case Study # 8 – Hildale Mall Local Mall Redevelopment



Project Facts

- 2018-present redevelopment
- Closed off remaining indoor mall atriums and turned the stores inside-out.



Case Study # 8 – Hildale Mall Local Mall Redevelopment



Question #4



- What parts of these projects did you like most? (check all that apply)
 - a. New shopping layout
 - b. Less surface parking / more garages
 - c. More green space
 - d. More streets & Transportation options
 - e. Mix of uses
 - f. Integrated with surrounding neighborhoods
 - g. None of the above

Participant Polling



How do you live?

How do you move?

By telling us how you live, work and move, it helps us understand your own priorities.

Question #5



Where do you live?

- A. Downtown/Campus/Isthmus
- B. East side
- C. North side
- D. West side
- E. South side
- F. Outside of Madison

Question #6: How do prefer to shop?



A



B



C



D

Question #7



How often do (did) you visit a social place? (gym, coffee shop, bar, other)

- A. Rarely
- B. 1-2 times per week
- C. 3-4 times per week
- D. 5 or more times per week

Question #8: Which do you prefer?

Social Places



A



C



B



D



Question #9: How often do you visit a park or green space?



- A. Rarely
- B. 1-2 times per week
- C. 3-4 times per week
- D. 5 or more times per week

Question #10: Which do you prefer?

Parks & Open Space



A



C



B



D



Question #11: Which do you prefer?

Environmental Corridors / Stormwater



A



C



B



D



Question #12: Which type of public art do you prefer?



A



C



B



D



Question #13: What mode of transportation you use most frequently to



- A. Car
- B. Bus
- C. Bicycle
- D. Walk
- E. Other

Question #14: How often do you walk to a neighborhood destination?



- A. Rarely
- B. 1-2 times per week
- C. 3-4 times per week
- D. 5 or more times per week

Question #15: If you bike which type of biking would you prefer?



A

On Street



B

Protected on-street



C

Multi-use path

Question #16:

If you didn't have to drive, how would you PREFER to move around?



A



B



C



D



Spin & Win!



- Thank you for providing input today to help shape the future of the Greater East Towne and Odana areas! To be eligible to win a \$30 gift card to support local businesses, you must:
 - Participate in today's event and chat "I'm here" if your name is randomly selected by the wheel
 - Be a Madison resident
 - Be 18 years or older
- We will only award one prize per person. Now let's get spinning!

Chat Discussion



- We will share images of a few different projects.
- What do you like or not like about each project?
 - Do you like the design? Density? Variety?
 - Parking, transit, biking, walking
 - Public open space?
- Please put your comments in the chat!

Discussion #1: Hildale



- What do you like or not like about this development project?
- Please put your comments in the chat!



Discussion # 3: Redevelopment concepts?



- What do you like or not like about these development projects?
- Please put your comments in the chat !



Discussion # 4: Redevelopment concepts?



- What do you like or not like about these development projects?
- Please put your comments in the chat !



Discussion #5: Redevelopment concepts?



- What do you like or not like about these development projects?
- Please put your comments in the chat !



Estimated Timeline



- Q4 2019 – Q1 2020: Preparation & Background
- **Q2 2020-Q3 2020: *Engagement & Outreach***
- Q3 2020-Q4 2020: Concept development, internal review
- Q4 2020: Phase II Engagement & Outreach
- By end of 2020: Draft Plan document
- Q1 2021: Phase 3 Engagement & Outreach
- Q2 2021: Adoption Process

(subject to change/adjustment due to COVID-19 considerations)

Wrap-Up



- Project websites:
 - cityofmadison.com/OdanaPlan
 - cityofmadison.com/EastTownePlan
- Please fill out a quick survey on the effectiveness of the meeting (link provided in meeting invite email)
- Upcoming meetings:
 - 5/11 @ 12:15pm & 5/14 @ 5:15pm: Case Studies
 - 5/18 @ 12:15pm & 5/21 @ 5:15pm: Odana Area Plan
 - 6/1 @ 12:15pm & 6/4 @ 5:15pm: Greater East Towne Area Plan

Thank you for attending!

