



Thank you Angela Puerta!



www.angela puertamusic.com

Odana Area Plan & Greater East Towne Area Plan



Planning Process, Issues, and Challenges

Virtual Lunch & Learn: May 4, 2020

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

The screenshot shows a Zoom meeting window with the title "Zoom Meeting ID: 815-941-365". The main video area displays two participants: Chris Wells and Kevin Firchow. The interface includes a top bar with the City of Madison logo, a right sidebar with a participants list (Kevin Firchow and Chris Wells), and a bottom toolbar with various controls. Red circles highlight three specific areas: the "Speaker View" button in the top right of the video area, the "Chat" button in the bottom toolbar, and the "To: Everyone" dropdown menu in the bottom right corner of the chat window.

Agenda

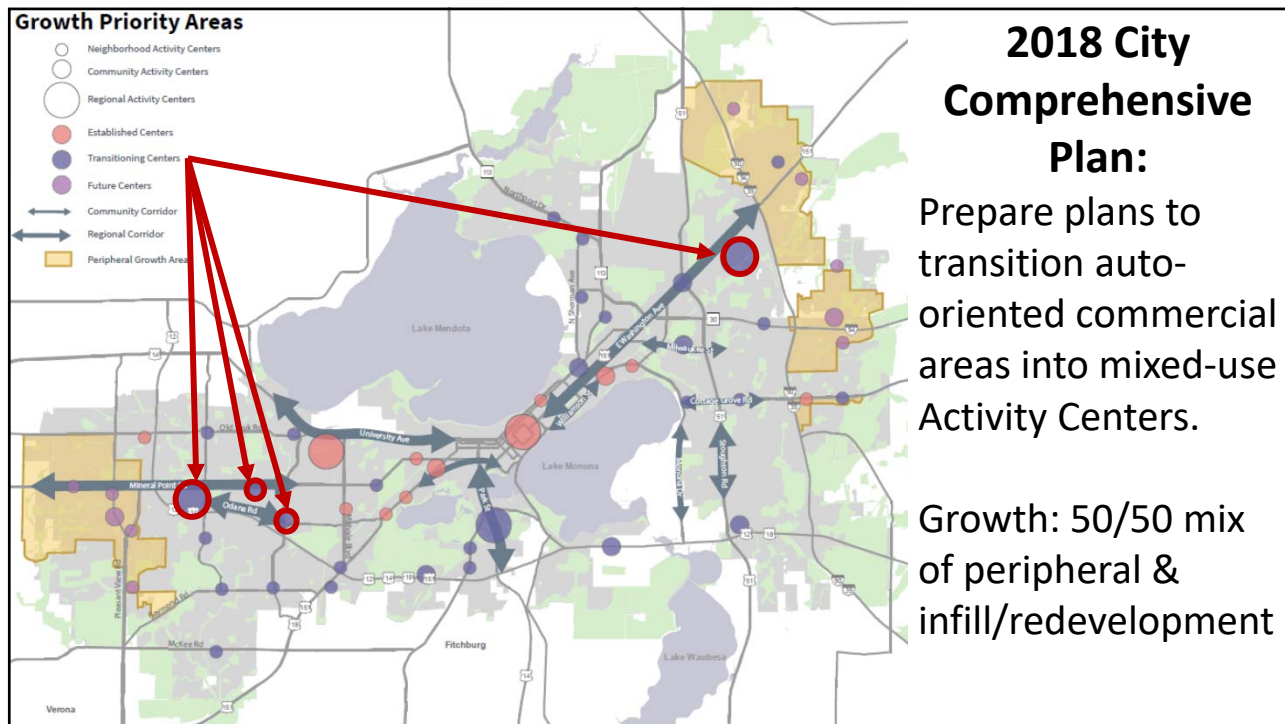


- Presentation of ~20 minutes:
 - What will the plans address?
 - Why plan?
 - Initial feedback (Madison Mall Madness)
 - Odana Area Plan boundary
 - Greater East Town Area Plan Boundary
- Questions/Discussion
- Wrap-up

The Plans



- Provide guidance on:
 - Future land uses (in more detail than Comprehensive Plan)
 - Transportation improvements (street connectivity, bike and pedestrian systems)
 - Transit-oriented redevelopment
 - Concepts for key redevelopment sites
 - Economic development, community services, housing, parks and open space, stormwater management (in conjunction with watershed studies)
 - Other priority issues identified during planning process



Mall Reconstruction

Hyvee @ Westgate



Major void to be filled at West Towne Mall with Von Maur

Barry Adams | Wisconsin State Journal | Oct 5, 2019

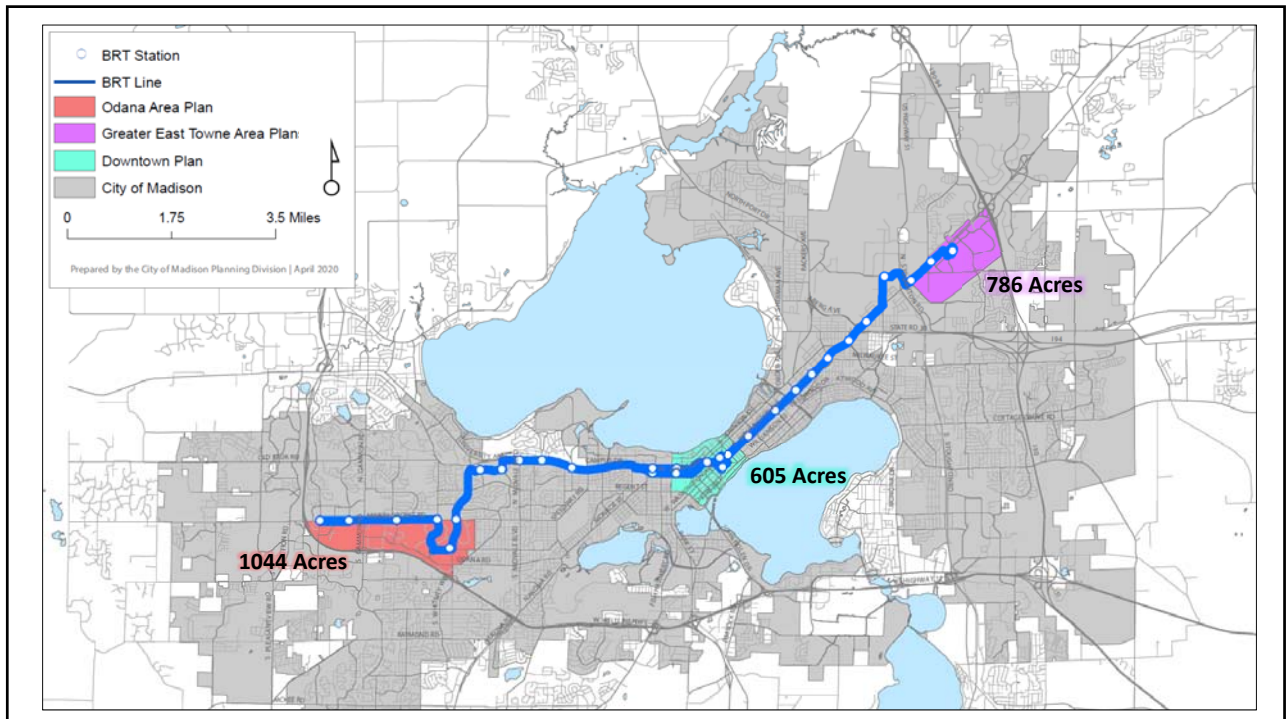
SALE! Subscribe for \$1/mo.

1 of 2



Von Maur, an Iowa-based retailer, has announced plans to build an 85,000-square-foot store on the site of the former Boston Store at West Towne Mall. In 2017, Von Maur opened its first store in Wisconsin at The Corners of Brookfield, pictured.

BARRY ADAMS, STATE JOURNAL



Question #1



- Where do you live?
 - a. Downtown/Campus/Isthmus
 - b. East side
 - c. North side
 - d. West side
 - e. South side
 - f. Outside of Madison

Restaurant Challenges

- “If the closures continue long term, the Wisconsin Restaurant Association predicts that half of the state’s restaurants will permanently close.”
- James Beard Foundation: 4/5 independent restaurants may not survive COVID-19
- WI: 70% decline in restaurant sales in early April

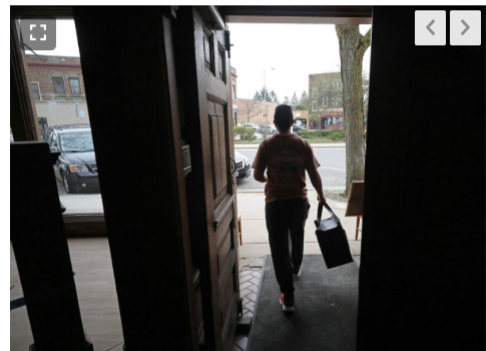
COVID-19 | MADISON RESTAURANTS

Local restaurants cope with COVID-19 pandemic: 'We're doing what we can'

From the The pandemic hits home: Keep up with the latest local news on the COVID-19 coronavirus outbreak series

Samara Kalk Derby | Wisconsin State Journal Apr 26, 2020

1 of 3



As restaurants temporarily transition to a truncated business model, an EatStreet delivery driver picks up a customer's food order Wednesday at Alchemy on Madison's Near East Side.

JOHN HART, STATE JOURNAL

Store Closures



Shopko files for bankruptcy; both Madison stores to close

BARRY ADAMS badam@madison.com Jan 17, 2019 4 min to read

SUBSCRIBE FOR \$94



The Shopko on Mineral Point Road near West Towne Mall is one of the two stores in Madison that is slated to close.
BARRY ADAMS/STREET JOURNAL

Toys R Us plans its demise: Madison stores to close in May

JUDY NEWMAN jnewman@madison.com Mar 16, 2018

SUBSCRIBE FOR \$94



Toys R Us management has told its employees that it will sell or close all of its U.S. stores.
JAVIER CORTES/ASSOCIATED PRESS ARCHIVES

MORE INFORMATION



Middleton's American Girl and parent company Mattel

Nine Toys R Us and Babies R Us stores in Wisconsin will close on May 14, ending the jobs of 326 employees statewide — including 64 in Madison — the toy company said late Thursday as it began to detail plans to wind down its entire U.S. operation.

In Madison, the 40 employees at the Toys R Us store at 1309 West Towne Way and 26 employees at Babies R Us, 2101 Zeller Road.



MOST POPULAR

1 Uncertainty: manufacturing cuts

2 Chocolate Shoppe Almond

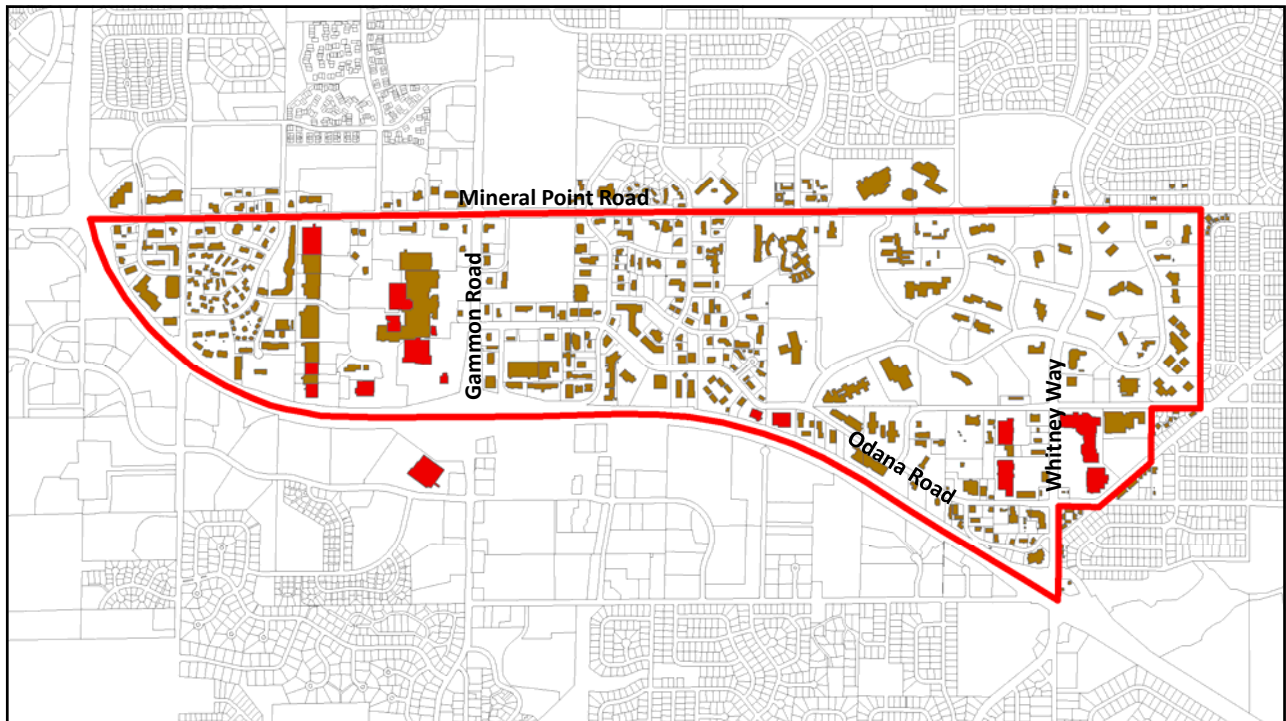
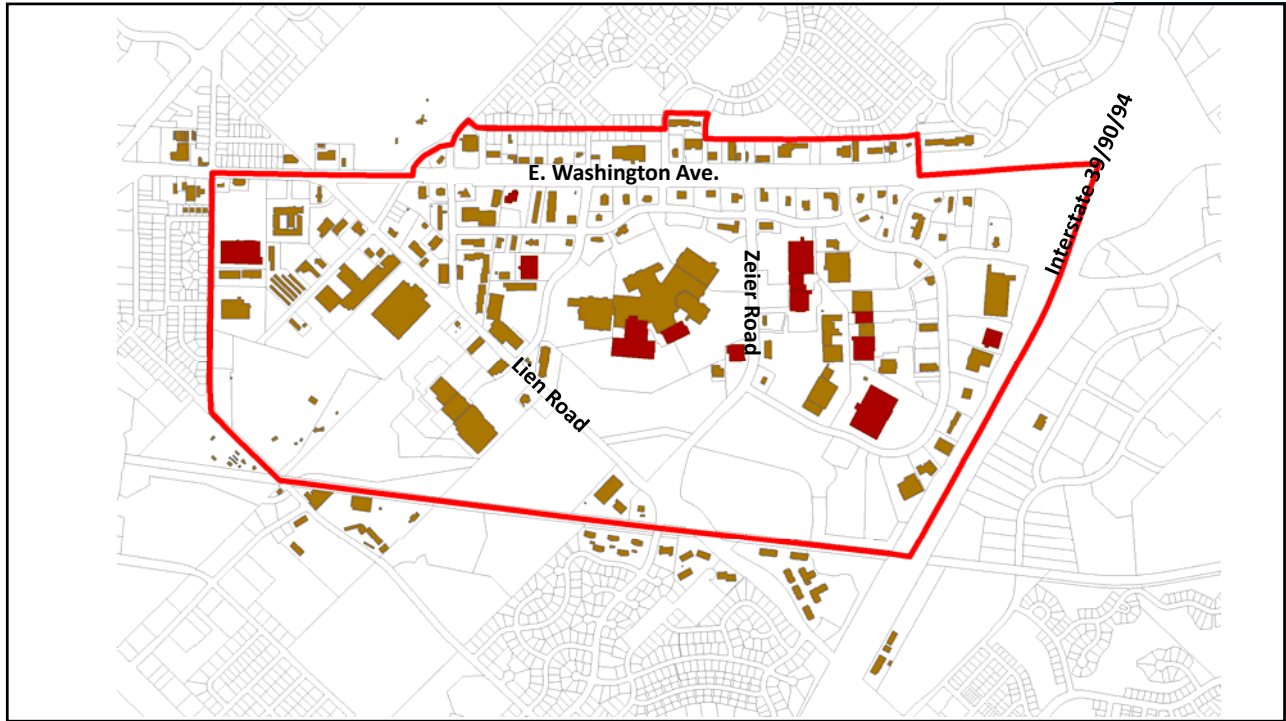
The Death of the Department Store: 'Very Few Are Likely to Survive'

Shuttered flagships. Empty malls. Canceled orders. Risks of bankruptcy. The coronavirus has hit the behemoths of the retail world.

- Department stores = 30% of retail square footage in malls in the US (10% for Sears and JC Penny alone)



New York Times, April 21, 2020



Final Results

		Advance to Round of 16	Advance to Quarterfinals	Advance to Semifinals	Advance to Finals	Win Finals
Things To Do	Purchase Everyday Items	32%	20%	16%	3%	2%
	Family and Outdoor Activities	68%	41%	29%	11%	3%
	Local Restaurants, Cafes or Breweries	89%	39%	29%	16%	6%
	Personal Services (Salon, Barber, Spa)	11%	1%	1%	1%	1%
	Make Something (Crafts, Paintings, Etc.)	66%	28%	6%	2%	1%
	Gyms, Fitness and Active Lifestyle	34%	15%	3%	1%	1%
	See A Movie, Concert or Show	66%	39%	10%	3%	2%
	Specialty or Boutique Retail	34%	18%	6%	3%	1%
Places to Live and Work	Apartments With Views	35%	6%	2%	2%	1%
	Housing For Families	65%	20%	13%	9%	5%
	Affordable Places To Live	51%	39%	32%	24%	13%
	Neighborhood Parks And Playgrounds	49%	35%	25%	11%	3%
	Makerspaces, Workshops and Studios	45%	29%	8%	4%	1%
	Good Jobs That Don't Need A Degree	55%	39%	11%	7%	3%
	Senior Housing	60%	20%	8%	3%	2%
	Offices And Co-Working Space	40%	13%	1%	0%	0%
Getting Around	Frequent And Convenient Transit	74%	49%	28%	14%	7%
	Woonerfs (Shared Streets)	26%	12%	2%	1%	0%
	Better Connected To Surrounding Areas	76%	31%	10%	5%	1%
	Park-And-Rides	24%	7%	3%	3%	2%
	Less Surface Parking	34%	14%	6%	2%	1%
	Comfortable And Safe Bike Routes	66%	32%	20%	14%	9%
	B-Cycle (Bike Share)	10%	3%	0%	0%	0%
	Walkable And Pleasant Streets	90%	51%	30%	11%	7%
Design and Character	Active Gathering Spaces And Public Squares	61%	40%	20%	8%	4%
	Sidewalk Cafes	39%	18%	9%	3%	2%
	Interesting Public Art	52%	21%	5%	1%	1%
	Main Street Character	48%	21%	8%	4%	2%
	Taller Buildings	19%	9%	6%	2%	1%
	Green Buildings	81%	30%	17%	11%	5%
	Tree-Lined Streets	30%	17%	3%	2%	1%
	More Natural Space & Stormwater Management	70%	44%	32%	19%	14%



Places to Live and Work
Affordable Places to Live



Things To Do
Family and Outdoor Activities



Design and Character
Natural Space & Stormwater Management



Getting Around
Frequent and Convenient Transit



Places to Live and Work
Housing for Families



Things To Do
Local Restaurants, Cafes or Breweries



Design and Character
Green Buildings



Getting Around
Comfortable and Safe Bike Routes



Places to Live and Work
Affordable Places to Live



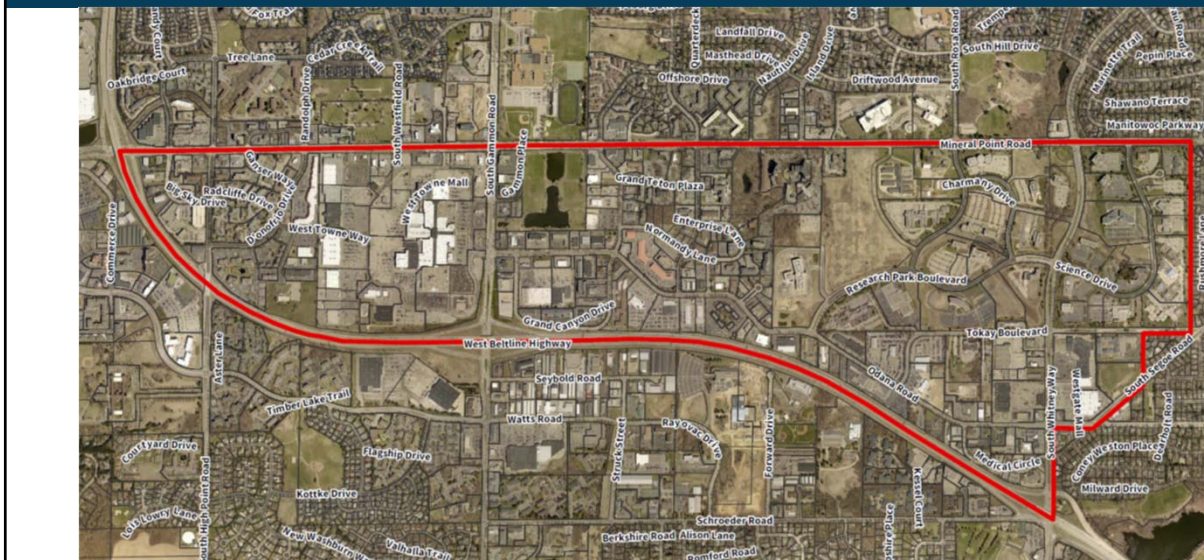
Design and Character
Natural Space & Stormwater Management

Question #2



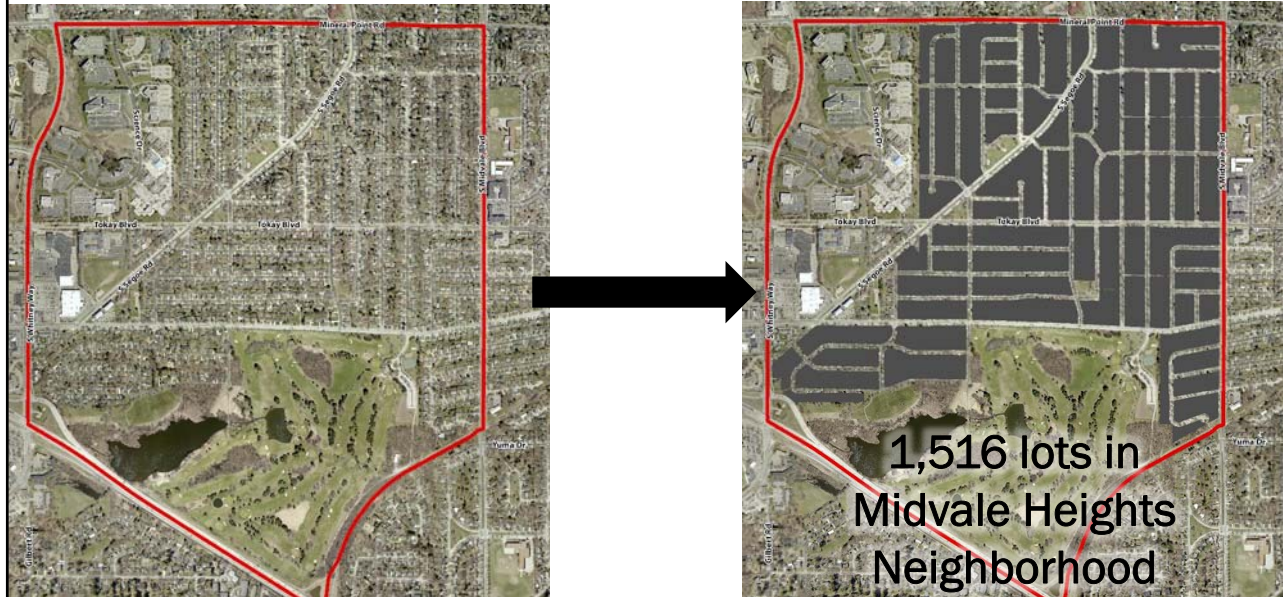
- How are you/your family experiencing public space and the outdoors during COVID-19?
 - a. About the same as before.
 - b. Visiting parks more.
 - c. Visiting parks less.
 - d. Walking/biking more.
 - e. Walking/biking less.

Odana Area Plan Boundary

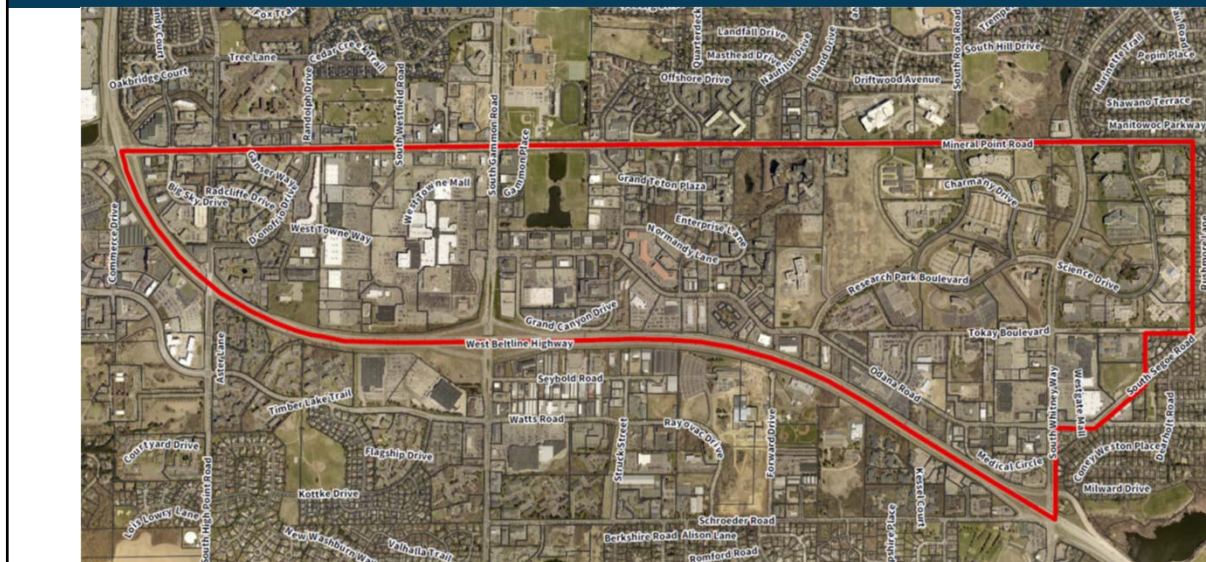


An aerial photograph showing two parks outlined in green. The left park is labeled '1 Elver Park' and contains a baseball field, a pond, and some wooded areas. The right park is labeled '1 Owen Conservancy Park' and is a smaller, more irregularly shaped area with some trees and a small pond. A large black plus sign is positioned between the two maps.

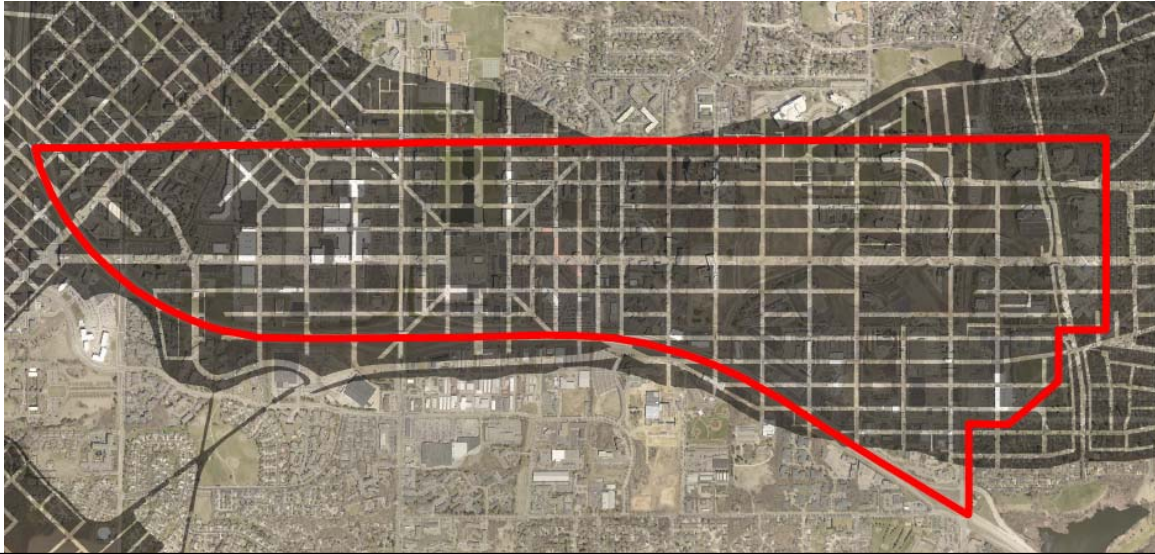
Odana Planning Area Pavement =



How big is 1,044 acres?



How big is 1,044 acres?

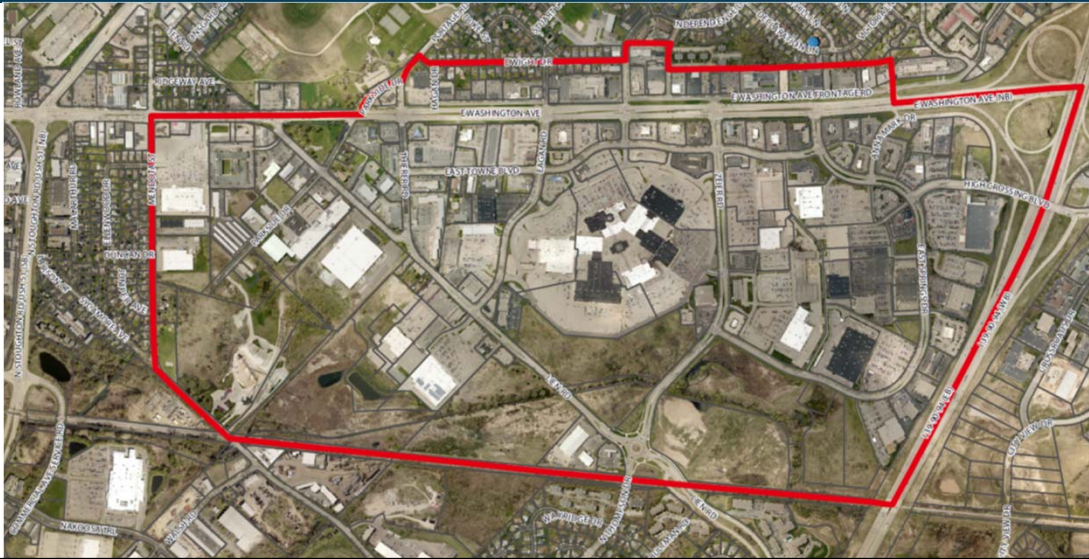


Spin & Win!



- 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!

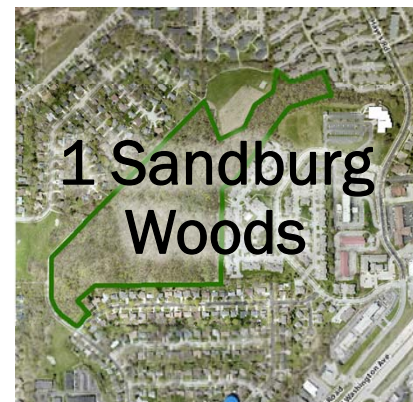
Greater East Towne Area Plan Boundary



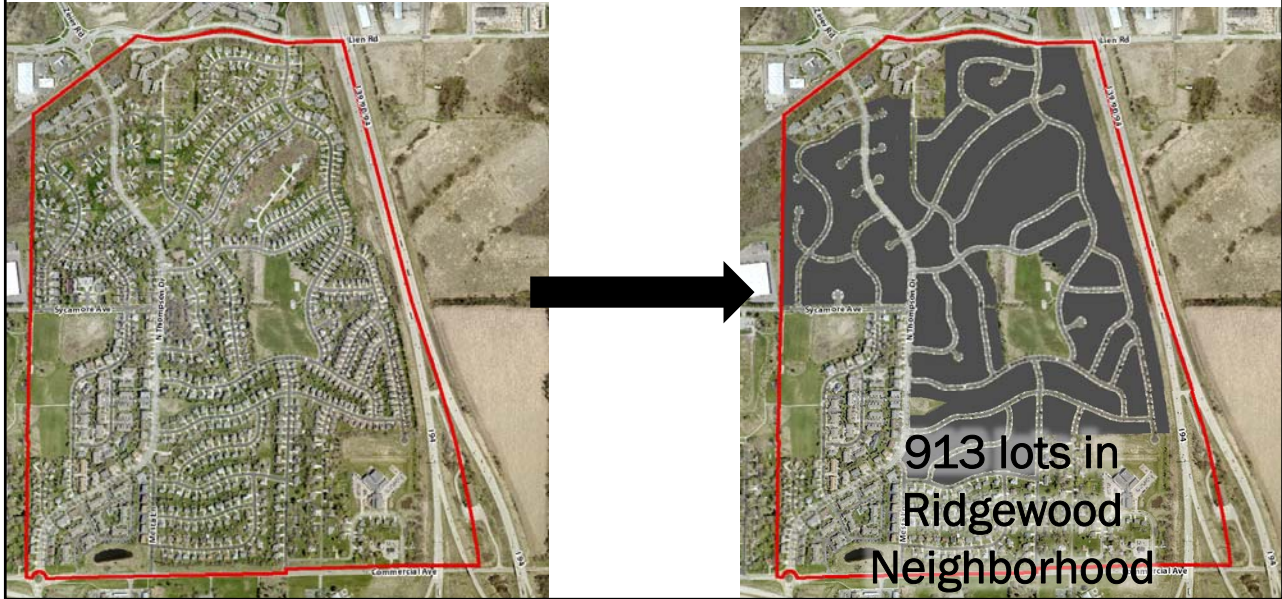
Greater East Towne Area Pavement =



+



Greater East Towne Planning Area Pavement =



How big is 786 acres?



How big is 786 acres?



Question #3



- What is your biggest worry/concern about COVID-19?
 - a. Health of yourself/family members/friends
 - b. Loss of income/economic instability
 - c. School/childcare
 - d. Food & other essentials
 - e. Housing
 - f. Other (enter in chat)

Question #4



- What do you miss doing the most during the “safer at home” restrictions?
 - a. Dining out
 - b. Shopping in person
 - c. Entertainment (going to movies, concerts, shows, etc.)
 - d. Recreation/Fitness (biking, running, walking, gym, sports, etc.)
 - e. Working
 - f. Socializing
 - g. Other (please enter in chat)

Question #5



- As COVID eases, I anticipate I will (select all that apply):
 - a. Dine at restaurants more than I did before COVID.
 - b. Dine at restaurants less than I did before COVID.
 - c. Eat takeout more than I did before COVID.
 - d. Eat takeout less than I did before COVID.
 - e. Do more of my own cooking than I did before COVID.
 - f. Do less of my own cooking than I did before COVID.
 - g. Return to about how I ate meals before COVID.

Question #6



- Will COVID-19 affect your future shopping habits?
(select all that apply)
 - a. Shop more online for home delivery
 - b. Shop more online for curbside pickup
 - c. Do more in-person shopping
 - d. Shop less overall
 - e. No change
 - f. Other (enter in chat)

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!

Discussion



- What do you hope changes for these planning areas as we return from COVID?
- What do you think the future of retail, restaurants, and service businesses are post-COVID-19?
- Questions from attendees . . .

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!

