

Land Use & Transportation Recommendations

Land Use & Zoning Recommendations

1. Change the Comprehensive Plan Generalized Future Land Use Map to match the adopted Future Land Use Map in this Plan.
2. Increase the amount of land dedicated to public greenspace, as detailed in the Green & Resilient chapter.
3. Work to proactively rezone properties called out on Map 3.
4. Rezoning of property should only be considered if it advances the goals, strategies, and recommendations of this Plan and the Comprehensive Plan with respect to creating a more compact, walkable, interconnected area. Rezoning that regresses to more suburban style development or simply perpetuates the status quo should not be considered. For example, rezoning from CC to TSS would be acceptable, but rezoning from TSS to CC would not be acceptable.
5. Revise and expand the City’s Transit-Oriented Development (TOD) overlay zoning district zoning language and apply the district to the BRT corridor (see the Culture & Character chapter for urban design elements, many of which should be considered for inclusion in a revised TOD ordinance).

Transportation Recommendations

Streets & Rights-of-Way

1. Work with the Wisconsin Department of Transportation to improve connectivity across the Beltline by:
 - a. Adding new Beltline crossings, as shown on Map 4, to enhance connectivity for cars, pedestrians, bicyclists, and transit, shorten trips, and provide alternative north-south routes to Beltline interchanges at Gammon Road and Whitney Way.
 - b. Extend the Beltline bicycle path west to High Point Road and east to the Southwest Path.
 - c. Improve conditions for transit, bicyclists, and pedestrians at Beltline interchanges.
2. Officially map primary future public street connections called out on Map 4 and reserve sufficient public right-of-way to implement the planned street network (see Table 1).
3. Reevaluate the financial capacity of TID #46 in 2023-2024 as a funding source for non-assessable improvements to the street network shown on Map 4.
4. Evaluate the creation of a new TID west of University Research Park to fund non-assessable transportation improvements that support walkable, bikable, transit-oriented redevelopment.

Table 1: Street Rights-of-Way and Required Facilities					
New Street Section	Recommended ROW Width	Sidewalks Both Sides?	Terrace?	Dedicated Bicycle Facility?	On-Street Parking
Odana Rd (Gammon to D’onofrio)	100’	Y	Y (10’ min. recommended)	Y (on street, buffered)	Both sides (consider floating)
Westfield Rd (Mineral Point to Watts)	80’	Y	Y (10’ min. recommended)	Y (on street)	Both sides

Charmany Dr (Rosa to Normandy)*	80'	Y	Y (10' min. recommended)	Y (on street)	Both sides
Local Street	66'	Y	Y	N	One or both sides, as needed to support surrounding uses (wider terraces possible if only one side)

*Grades may limit ROW width on the western section of this road, approaching Normandy Lane; on-street parking and a wide terrace may need to be eliminated to create the connection.

Bicycles & Pedestrians

5. Implement the shared use path/wide sidewalk network, bicycle lane network, and sidewalk connections shown on Map 5, including:
 - a. Construct an expanded sidewalk or shared-use path along Mineral Point Road, preferably on the north side, to replace the shared bus/bike lanes that are planned for BRT use. Consider extending the wide sidewalk/path from Whitney Way east to Segoe Road.
 - b. Extend the Beltline shared-use path west to High Point Road and east to the Southwest Path.
 - c. Enhance public access to the existing and planned Beltline shared-use path wherever possible, with a priority connection near the Research Park Boulevard-Odana Road intersection.
 - d. Stripe bicycle lanes on Science Drive.
 - e. Extend the shared-use paths from the Grand Canyon Drive bicycle/pedestrian underpass north to Mineral Point Road and south to the Greentree Park Path at Schroeder Road while enhancing bicyclist safety along the route.
 - f. Integrate bicycle lanes into planned streets: Westfield Road extension, Odana Road extension, and Charmany Drive extension to Normandy Lane.
6. Integrate pedestrian and bicycle infrastructure like benches, pedestrian-oriented lighting, and bike racks into terrace areas, especially in and around the “Commercial Core” areas shown on Map 1.
7. Install facilities to encourage bike-and-ride use at the West Transfer Point and/or BRT stations.
8. Implement bicycle wayfinding.
9. Improve pedestrian safety and comfort of existing streets by adding crosswalks, pedestrian islands, tabletop crossings, rectangular rapid flashing beacons (RRFBs), bumpouts, and other pedestrian infrastructure, both proactively and as part of repaving/reconstruction projects. Such projects may include, but are not limited to:
 - a. Improve major intersections, such as Mineral Point Road – High Point Road, Whitney Way – Odana Road, Whitney Way at the Hy-Vee entrance, and others.
 - b. Add pedestrian refuge islands at secondary intersections, such as Research Park Boulevard-Rosa Road, Research Park Boulevard at Charmany Drive, and High Point Road at Big Sky Drive.

- c. Stripe crosswalks at all public street intersections on all collector roads in the Odana Area, all legs of signalized intersections on all arterial roads in the Odana Area, and at public street intersections of high-volume local streets like D'onofrio Drive.

Transit

- 10. Use Tax Increment District (TID) #46 funding to implement BRT and to make improvements to the pedestrian and bicycle network that improves accessibility to BRT.
- 11. Implement the Metro Transit Network Redesign in and around the Odana Area to improve transit service and integrate local service with the planned BRT system.

Neighborhoods & Housing Recommendations

1. Support development of housing that consists of a wide mix of unit types, sizes and costs that increases amount of housing close to transit and other amenities.
 - a) Encourage a wider mix of apartment unit sizes, including those large enough to support family living (3+ bedroom).
 - b) Support development of “Missing Middle” housing types such as row houses, small apartment buildings, bungalow courts and courtyard apartment buildings.
2. Encourage the highest densities of housing along the BRT corridor, particularly at station areas. Within these areas, consider zoning districts that have no minimum parking requirement to encourage transit use and increase housing affordability for those without vehicles.
3. Support development of affordable housing of all types, including different sizes, costs and income levels for a broad range of residents.
 - a. Budget funds for affordable housing in any new tax increment districts with property in the Odana Area.
 - b. Evaluate the financial feasibility of budgeting additional funds for affordable housing as part of any future TID #46 amendments.
 - c. In the Affordable Housing Fund Targeted Area Map, show BRT station areas within the Odana Area Plan boundary as “super preferred.” Evaluate other areas for preferred designations following completion of Metro’s Transit Network Redesign process.
 - d. Make use of state and federal affordable housing funding sources within preferred and super-preferred areas.
 - e. Explore the use of height bonuses for projects incorporating affordable units (see Culture & Character, recommendation #1 – bonus stories would not exceed maximum heights).
4. Encourage a variety of ownership and occupancy structures in addition to apartments, including co-housing, condominiums, housing cooperatives, and community land trusts.
5. Undertake proactive rezoning of properties, as recommended in the Land Use & Transportation chapter, to allow housing at scales and locations recommended in this plan as permitted uses to speed housing construction.
6. Evaluate the feasibility of affordable housing development on any properties acquired through the City’s land banking program and consider incorporating affordable housing as part of a diverse mix of unit types, potentially including “missing middle” styles and lower-cost owner-occupied housing.
7. Allow a future permanent supportive housing project east of Gammon Road for individuals experiencing homelessness, due to its proximity to amenities, transit, and employment opportunities.

Culture & Character Recommendations

Building Height, Setbacks, and Stepbacks

1. Implement the maximum building heights, as shown on Map 6, by ordinance. In areas with a 12-story maximum height, consider making 9th-12th stories “bonus stories” contingent on meeting energy efficiency requirements and/or affordable housing requirements.
2. New buildings should have a minimum height of two stories.
3. Buildings fronting “Commercial Core” areas, as shown on Map 1, should be set back no more than five feet to create a consistent, engaging, and walkable street frontage.
4. Buildings not fronting Commercial Core areas should generally be minimally set back to maintain walkability and create easy pedestrian connections to the street and nearby transit. Substantial variations in setbacks between adjoining parcels should be avoided.
5. Buildings over five floors should step back a minimum of 15 feet from the setback line above the fifth floor along rights-of-way that are under 110’ wide.

Building Materials and Articulation

6. Exterior materials are as allowed by the Zoning Code, with the exception that Exterior Insulation Finish Systems (EIFS), stucco or similar materials are prohibited.
7. Material changes shall not be made within the same plane without a programmatic change or a minimum notable relief.
8. Buildings should be designed so that uses, entrances, and design elements provide amenities to enhance the visual and pedestrian character of the street.
9. Blank building walls that lack architectural detail, variety, and windows along street-facing facades shall be avoided.
10. Modulation to create porches, balconies, roof terraces, entrances and other active uses are encouraged for residential units/buildings.
11. Porches and balconies should be well integrated within the design and provide usable open space for residential tenants.

Site Layout & Building Orientation

12. New buildings should be oriented on sites to maximize pedestrian, transit, and bicyclist use while shielding parking from the public realm.
 - a. All ground floor commercial uses shall have usable entrances facing a public street that are open to the public during businesses’ regular hours.
 - b. Wherever possible, parking should be placed under buildings (below grade), in parking structures, or behind buildings. Parking should be shielded from streets, and should not be placed between a building and the street. Above-ground structured parking should be shielded from public streets by liner buildings.
 - c. All ground floor residential units facing a street shall have their own street entrance with a front porch/stoop. Sliding doors are prohibited for ground floor residential entrances.
13. Building entrances should be designed as the focal points of the front facade, and should utilize overhangs, porches, stoops or other elements to add a pedestrian rhythm to the street façade. Building uses, entrances, and design elements should enhance the visual and pedestrian character of the street.

14. “Commercial Core” areas, as shown on Map 1, should have active ground floor commercial uses (retail, restaurant, service, or office uses).
 - a. Commercial Core areas are encouraged to have outdoor patios, dining, awnings, and display windows.
 - b. Commercial Core areas should have a floor-to-ceiling height of at least ten (10) feet and have at least sixty percent (60%) facade transparency between two (2) and eight (8) feet from ground level.

Ordinance Revisions

15. Revise the City’s Transit-Oriented Development (TOD) overlay ordinance to implement the design recommendations in this Plan, and other transit- bicycle- and pedestrian-friendly design considerations that may be developed, as requirements within the majority of the Odana Area, especially within a quarter-mile of BRT stops and frequent local transit service.
 - a. TOD ordinance requirements should generally be objective and reviewable at the staff level, to streamline redevelopment in the area and reduce the need for Committee referrals.
16. Review Urban Design District (UDD) 3 (MGO section 33.24(10)) to determine whether it should be revised or repealed – many requirements for UDD 3 development are adequately addressed by the current zoning code, which was adopted approximately 25 years after UDD 3. Other ordinance language governing UDD 3, such as the Statement of Purpose that says the requirements were established, in part, to “assure that future development will complement the existing development in the district,” contradict the recommendations in this Plan, which expressly seek to move the area away from its current auto-oriented form.

Arts, Public Space, History

17. __potential further arts-related recommendations__
18. Consider integrating art within the public right-of-way, such as sidewalk poetry, as part of construction projects.
19. Using the City's percent for arts program, encourage temporary or permanent art installations near bus rapid transit stations.
20. Consider replacing street signs to include an identifiable district logo, similar to street signs on and in State Street, Mansion Hill and Tenney-Lapham.
21. When new streets are constructed, identify active but lower volume streets that might be appropriate for future street festivals similar to Willy Street Fair.
22. Design city signs, parks, and other public facilities with bi-lingual and other inclusive design components.
23. Explore opportunities to secure/reserve space that would be well-positioned to serve as a community center, neighborhood center, or meeting space for future residents of a new Odana neighborhood, potentially in conjunction with, or close to, new park space.
24. The property at 6405 Mineral Point Road hosts the historic Otto & Louisa Toepfer Farm house, which is now part of Otto’s Restaurant & Bar. Should changes or development be proposed for this site, the property owner is encouraged to restore the historic building.

Green & Resilient Recommendations

Parks & Trees

1. Create three new parks that are a minimum of five acres each to serve future residents within the Odana Area (see Map 7).
 - One park should be as centrally located as possible amongst any future redevelopment of West Towne Mall and the big boxes to the west of the mall. While the Von Maur site would be ideal, it is the most recent redevelopment project in the general area and therefore likely to remain over the mid- or long-term. Alternative locations are shown within the overall western green hatched “general future park area” on Map 7. This park may need to be two smaller parcels connected by a green corridor.
 - Two other parks should be created between the stormwater ponds and Oakwood Village. See the eastern green hatched area on Map 7 for the acceptable location for these parks. The Parks Division may opt to proceed with one larger park, if that is found to be preferable based on future property availability.
 - Park space should be acquired through dedication and purchase of property, as needed.
 - An urban feel should be considered for the western park, due to its location amidst more intensive planned mixed-use development and the possibility of serving residents, patrons of nearby businesses, and visitors to the area. A design that can accommodate special events and programming, such as farmers’ markets, festivals, and concerts is encouraged.
 - The eastern park(s) may be developed with a more traditional neighborhood orientation, and would ideally include park space adjacent to the major stormwater facility south of Mineral Point Road and west of Gammon Place.
 - Future design and amenities for all parks will be determined after later park master planning processes undertaken by the Parks Division. Such a planning process should proactively engage a diverse group of residents, and, if possible, students from nearby Jefferson and Memorial schools. The park planning process should consider amenities and park naming that will be welcoming to BIPOC residents.
2. Consider integration of public art as part of the design of new parks within the Odana Area.
3. Enhance the tree canopy on public right-of-way by filling in existing street tree gaps in terraces, maximizing the planting of street trees in new terraces, planting trees in medians, and by proactively replacing dead and dying trees throughout the planning area.
 - The biggest opportunity for increasing street tree canopy on existing streets is within University Research Park.
4. Terrace widths on new streets shall be wide enough to accommodate healthy canopy trees. Expansion of existing substandard terraces (generally less than eight feet) should be accommodated through additional dedication of right-of-way whenever possible.
5. Work with Oakwood Village to explore the prospects of an official, publically accessible “green corridor” connecting Nautilus Point Park through the Oakwood campus to planned City park space along Normandy Lane and to the stormwater ponds to the west.

Stormwater Management

6. Implement recommendations included in the City’s watershed studies to reduce flooding and create a more resilient stormwater management system (the Odana Area is primarily within the Spring

Harbor and Wingra West watersheds, but does overlap small parts of three other watersheds: Madison Pheasant Branch, Greentree/McKenna, and Willow Creek).

7. Implement innovative stormwater management techniques as part of future right-of-way design for both new street construction and reconstruction of existing streets.
8. Explore the prospects of budgeting TIF funds for stormwater management improvements in and around the Odana Area as existing TIDs are amended or new TIDs are created.
9. Projects in the four planned blocks directly south of the entrance to Sunset Memory Gardens should explore the placing stormwater management measures midblock, as a contiguous feature with accompanying midblock pedestrian connections (see the “Mid-Block Greenway” shown on Map 7).
10. Consider integration of stormwater management into future park space for large storms as a natural feature in a way that does not compromise the amenities and use of the park outside of large storm events.

Sustainability

11. Require buildings/projects seeking City funding assistance (via TIF, the Affordable Housing Fund, or other programs) to describe how they will exceed energy efficiency and sustainability requirements in existing building codes. Strategies may include such things as:
 - Complete the Focus on Energy New Construction Energy Design Assistance Whole Building Analysis, or a similar program, and incorporate a substantial number of recommendations;
 - Seek LEED, Energy Star, Passive House, or a similar certification;
 - Implement renewable energy programs (incentives/funding options include Focus on Energy, MadiSun, and others);
 - Incorporate sustainable design techniques described in the AIA’s Framework for Design Excellence.

Due to the long-term nature of this Plan, programs may change, but the overall intent of this recommendation is that projects receiving City assistance will describe and implement sustainability strategies that significantly exceed building code requirements (further inspiration can be drawn from guidelines in cities as varied as [Eau Claire](#) and [New York](#)).

12. Buildings are encouraged to:
 - Maximize energy efficiency;
 - Reduce or eliminate dependence on fossil fuels for heating by using heat pumps, geothermal heating, and other methods;
 - Be net zero energy users;
 - Integrate renewable energy into building design (like rooftop solar panels or solar-ready design that does not conflict with any green roof designs);
 - Integrate stormwater management as a feature of the building through features like green roofs, blue roofs, grey water systems, etc.; and
 - Use sustainable building materials.
13. Sites are encouraged to:
 - Integrate stormwater management into site design through features like permeable paving and raingardens;
 - Maximize the planting of canopy trees and native landscaping.

14. Both residential and office buildings are encouraged to host shared vehicles to allow residents to reduce or eliminate car ownership and allow office employees to take transit to work even if they have off-site meetings that require car travel.
15. Explore the feasibility of a pilot project to allow a geothermal system under planned new park space for adjoining properties.

Economy & Opportunity Recommendations

1. Allow flexibility for future uses to adapt and reuse existing retail spaces, particularly large format retail. This could include a variety of employment uses, food production, etc., and/or active uses that bring families from throughout the community to the area, like entertainment and recreation/sports. However, adaptive reuse should not include large-scale warehousing, self storage/miniwarehousing, or distribution.
2. While redevelopment of auto-oriented commercial areas is expected, preserve affordable commercial space outside major redevelopment areas to the extent practical. The impact on affordable commercial spaces of zoning changes, TIF assistance, and other actions that encourage redevelopment should be considered as part of project deliberations.
3. Consider land banking within the Odana Area as a method for reusing existing buildings for affordable local business space as part of an incubator, redeveloping surplus surface parking into affordable housing, and implementing the planned street network shown on Map 4.
4. Explore the development of a business incubator, with lower cost space, shared resources and expertise needed to help grow local businesses.
 - a. Partner with outside business, economic development, and community organizations, such as Latino, Black, Hmong, and Madison Chambers of Commerce, WWBIC, and established incubators, to ensure an incubator meets the needs of BIPOC-owned businesses and fosters opportunities for long-term success.
 - b. Consider integrating an incubator with land banking, using renovated commercial space to grow local businesses.
 - c. Incorporate networking, mentorship, and collaboration opportunities as part of business incubator planning.
 - d. Integrate youth mentorship/training into incubator space, potentially in partnership with nearby Memorial High School.
 - e. Explore creating a program similar to the Public Market's "Market Ready" as part of incubator planning to help new businesses and small businesses prepare for incubator occupancy.
 - f. Work with local commercial brokers and property owners to connect small businesses to available space as they "graduate" from an incubator.
5. Explore amending TID #46 and creating a new TID to fund affordable housing, non-assessable infrastructure (bicycle network improvements, pedestrian safety improvements, new streets, stormwater management improvements, etc.), creation of a business incubator, land banking, small business assistance, and other economic development initiatives in the Odana Area.
6. Explore a commercial rent assistance or guarantee program to assist small and emerging businesses, particularly those owned by persons of color, afford space in areas where rent increases are expected. Gap assistance could be used to help businesses displaced by redevelopment afford ground-floor space in new mixed use buildings.
7. As the area transitions to a more connected, pedestrian-friendly environment, assist the creation of a neighborhood business association or BID (business improvement district) to maintain amenities and facilitate events that encourage a vibrant mixed use neighborhood center.
8. Continue building relationships with and supporting economic development partners, especially those with ties to historically underrepresented communities. For example, the *Madison Black*

Chamber of Commerce, Latino Chamber of Commerce of Dane County, and the Hmong Wisconsin Chamber of Commerce have vibrant memberships, and the City should collaborate with them, and other similar business and economic development groups, to help them grow opportunities for entrepreneurs to locate in the Odana Area.

Effective Government Recommendations

1. Explore satellite facilities for Government services to accommodate resident and business schedules and needs.
2. Implement the proactive rezoning recommended in the Land Use & Transportation chapter to streamline the redevelopment process for select properties, especially those with large amounts of surface parking in close proximity to planned bus rapid transit.
3. Proactively enforce property maintenance ordinances for vacant properties.