



Department of Planning & Community & Economic Development  
**Economic Development Division**  
Aaron Olver - Director

Website: [www.cityofmadison.com](http://www.cityofmadison.com)

- Office of Business Resources
- Office of Economic Revitalization
- Office of Real Estate Services

Madison Municipal Building, Suite 312  
215 Martin Luther King, Jr. Boulevard  
P.O. Box 2983  
Madison, WI 53701-2983

FAX 608 261-6126  
PH 608 266 4222

**To:** City of Madison Economic Development Committee  
**FROM:** Economic Development Division Staff  
**RE:** Staff Report on Arbor Hills-Leopold Neighborhood Plan

---

The Economic Development Division reviewed the Arbor Hills-Leopold Neighborhood Plan (Plan) and offers the following ideas and suggestions for consideration. The first section (“General Comments”) provides a few overarching thoughts on the Economic Development aspects of the Plan and the second section (“Specific Comments”) gives page-by-page suggestions.

**General Comments:**

---

1. Overall, the Plan does an excellent job highlighting the importance of the Arbor Hills/Leopold neighborhood to the City of Madison’s economy. As noted in the Plan, this area includes numerous major employers, visible commercial corridors, and a diversity of housing opportunities. From an economic development perspective, it is very important to the City that the Arbor Hills-Leopold area continues to support a healthy mix of jobs and businesses. This is particularly true for the large business areas fronting the Beltline.
2. The Plan documents the number of jobs and number of employers in each of the subareas of the study area. However, it does not include data about who the large employers are and what types of industries are located in the area. From an economic development perspective, it might be useful to add information about the specific companies, types of jobs, and industry sectors in the neighborhood. This information could help shape economic development strategies for the area that could potential emphasize collocating related businesses.
3. The commercial areas fronting the Beltline between Todd Drive and Fish Hatchery Road include a number of underutilized parcels that could support more jobs and help grow our tax base. Several of the retail operations in this area appear to be struggling and some the office and industrial spaces are aging and out of date. It’s possible that some of these sites could be assembled for redevelopment. We suggest including additional strategies and recommendations focused on working with property owners in Beltline-fronting business areas to explore the potential to assemble larger sites for redevelopment akin to the Arbor Gate project.

## Specific Comments:

---

1. **PAGE 11** - Consider adding some baseline data on the total workforce within the study area and the distribution of workers by industry and occupation. This may provide some interesting insight into types of jobs and businesses that are concentrated in the area.
2. **PAGE 20** - The text mentions the number of employers and employees in the Arborview Employment/Commercial corridor. Consider adding additional information on what businesses are the largest employers in the area and what types of jobs are provided. This might lead to useful information to assist efforts to attract and retain businesses in the corridor.
3. **PAGE 20** - The text mentions that there is some vacant, developable land and larger parcels with aging structures that may become available for redevelopment. Recognizing that it may be sensitive to share specific information about sites, consider adding more information about the location and size of these parcels to help gain an understanding of the potential magnitude of redevelopment in the corridor.
4. **PAGE 26** – From an economic development perspective, the Evergreen View Business Area is a unique part of the city that includes a blend of large and small retailers as well as miscellaneous small light industrial uses. Consider including an inventory of existing businesses in the area and information on the mix of building sizes, types, etc. Further, consider documenting any buildings that have long term vacancies and provide suggestions on potential users.
5. **PAGE 28** – In Table 5, consider adding a recommendation to create an inventory of businesses in the area and consider suggesting the creation of an informal business association that could help coordinate the businesses in the area. This area includes several retailers (Culvers, American, Kayser, Steinhafels, Johansson’s etc.) and some type of business group might be useful to help them promote the area and give them an opportunity to discuss what they need from the City to continue to be successful in this location.
6. **PAGE 31** - In Table 6, consider adding another recommendation stating something along the lines of, “Recognizing the excellent visibility of this area, coordinate with property owners to identify opportunities to assemble land and work with developers in pursuit of larger-scale redevelopment projects that would create new office/commercial space.”
7. **PAGE 32** – Consider adding additional information on the types of jobs and employers located in the Fish Hatchery Corridor. It might be worth noting that there are several healthcare facilities in the corridor providing a range of health services. It may be worth adding a recommendation in Table 7 (Page 35) to market South Fish Hatchery as a health services corridor and encourage addition healthcare facilities to locate here.