

City of Madison
Interdepartmental Correspondence

Date: August 28, 2009

To: Community Development Block Grant Commission

From: Linda Horvath, Planning Division

Subject: FINAL DRAFT Northport-Warner Park-Sherman Neighborhood Plan, Summary Memo

The Northside received planning assistance in 1992 and 1996 through the Community Development Block Grant (CDBG) program to develop the 1992 Northport-Warner Park Neighborhood Plan and the 1996 Brentwood Village-Packers-Sherman Neighborhood Plan. In 2007, the Northside again received planning assistance through CDBG to update the 1992 and 1996 plans. The *FINAL DRAFT 2009 Northport-Warner Park-Sherman Neighborhood Plan (NWS Plan)* is the result of this plan update process. Review and approval of the 2009 Final Draft by 11 Boards, Committees, and Commissions is underway. Plan adoption by the Common Council is anticipated October 6, 2009.

The neighborhood-based Northport-Warner Park-Sherman Neighborhood Steering Committee (NWS SC), appointed by the Mayor, prepared the 2009 final draft neighborhood plan. There are 23 Committee member positions for neighborhood residents and business owners. City Planning Division staff managed the planning process which included facilitating 37 Steering Committee meetings and helping the SC host four large-scale public open house events, two public input coffees, 20 interviews with area community organization representatives, and participation in area neighborhood association and other community group meetings, activities, and events.

FINAL DRAFT Northport-Warner Park-Sherman Neighborhood Plan

The *City of Madison Comprehensive Plan* (adopted 2006) recommends adoption of neighborhood plans for established residential neighborhoods within the City. The *NWS Plan* will be adopted as a supplement to the City's Comprehensive Plan.

The *NWS Plan* is a mid-range (5-10 year) plan that identifies neighborhood issues and proposes recommendations to address them. Enclosed you will find the FINAL DRAFT Volume I of the NWS Plan. This section of the plan includes all of the Steering Committee's plan recommendations in the group's order of priority. Plan recommendations are divided into categories consistent with the Comprehensive Plan: land use, transportation, housing, economic development, parks and open space, and community facilities. There are also recommendations for gateway corridors and neighborhood and personal safety. The planning area boundaries include: Commercial Avenue (south), Packers Avenue and CTH CV (east), Wheeler and Havey Roads (north), and Woodward Drive and Lake Mendota (west).

Implementation of the neighborhood plan will take place over a 5-10 year planning horizon. To help account for limited City resources, plan implementation will be based on NWS SC priorities as indicated by the order of recommendations in each section of Volume I. The SC also set its top six priorities for the overall plan which are included on page two of this memo. Planning assistance through Community Development Block Funds is also available for the SC's list of eligible priority projects, also include on page two of this memo, and in Volume I, Chapter Ten. Finally, a Tax Incremental Finance District (TIF) has been proposed for the Northside. This potential TIF could provide some resources for eligible neighborhood plan projects.

Board and Commission Review

The *NWS Plan* was introduced at the July 7th Common Council meeting. The Plan is referred to Plan Commission (lead), Community Services Committee, Board of Public Works, Pedestrian/Bicycle/Motor Vehicle Commission, Economic Development Commission, Urban Design Commission, Board of Parks Commissioners, Community Development Block Grant Commission, Long Range Transportation Planning Commission, Transit and Parking Commission, and the Board of Estimates.

Boards and Commissions will review the Plan based on their area of expertise. All motions to adopt, or adopt with conditions, will be forwarded to the Plan Commission. The Plan Commission will compile a *final report* to the Common Council. It is anticipated the Common Council will take action on the Plan at its October 6, 2009 meeting.

Priority Plan Recommendations

The *Northport-Warner Park-Sherman Neighborhood Plan* identifies six top recommendations.

- Develop a strategy to improve the identity, branding, marketing, and retention of Northside businesses (*Economic Development #1*).
- Prepare a land use plan for Warner Park (*Parks, open Space, and Natural Resource #1*).
- Explore and consider options for creating a “main street” along North Sherman Avenue, perhaps where commercial development is concentrated, with safer pedestrian and bicycle connections to businesses and adjoining neighborhood streets, and streetscape enhancements. (*Transportation Long-Term #2 and Gateway Corridor #1 for further streetscape details*)
- Increase programming for children/youth within the neighborhood. Expand and create after/before school programs for school age children, and provide positive youth development activities, academic support and recreation for middle school and high school age youth. Strive to grow, enhance, and support existing youth programs, and replicate or grow successful programs in areas with unmet needs. (*Community Facilities #1*)
- Explore and consider neighborhood stabilization options for emerging neighborhood areas including Brentwood, Karstens, Kipling, and Vera Court; include landlord training, property inspection and maintenance, and hiring of local residents for property management or neighborhood improvement activities. Provide support for resident involvement, strengthen connection to local schools and community centers, and improve access to and information of local resources for children/youth and families. (*Housing #3*)
- Explore options to improve social services and community support resources for the Northside. (*Community Facilities #7*)

CDBG Priority Projects

As part of the planning process, the Community Development Block Grant (CDBG) Commission has allocated \$106,900 to fund *eligible* projects in the NWS Neighborhood Planning Area.

Projects recommended for CDBG funding are included below in the Steering Committee’s priority order:

1. Northport Drive Streetscape Enhancements: To provide improved safety and aesthetic enhancements, replace existing chain link fence with a forged-metal sculpture median fence along Northport Drive between North Sherman Avenue and Dryden Drive.
2. North Sherman Avenue Streetscape Enhancements: To provide improved aesthetic enhancements, install/upgrade all or a combination of the following: bus shelter, benches, trees, banners along Sherman Avenue between Northport Drive and Commercial Avenue.
3. North Sherman Avenue Warner Park Entrance: To provide an improved aesthetic entrance/gateway into Warner Park.
4. Commercial Kitchen Incubator: To provide financial assistance to launch a Northside commercial kitchen. The kitchen incubator would support the start-up/growth of local businesses. Criteria for funding assistance: 1) The building must be acquired (permanent structure with no rental lease); 2) the building must be located on the Northside; 3) high preference for nonprofit status; and 4) Public funding cannot exceed 50 percent of total project cost. To be eligible for the above-mentioned funding, the applicant must submit a sound, acceptable business plan and have reached 50 percent project development/contract milestone by December 31, 2009; final deadline to launch project is March 31, 2010.

5. Northport Drive Warner Park Entrance: To provide an improved aesthetic entrance/gateway into Warner Park.

Pubic Participation

The preparation of a neighborhood plan requires input from a wide cross-section of the community. The Northport-Warner Park-Sherman Neighborhoods solicited input from neighborhood residents and the business community prior and during the planning process.

- *Community Group Interviews* with 20 organizations were conducted prior to the start of the planning process to identify key planning issues for the planning process to address.
- Four *Large-Scale Public Open Houses* were held during the planning process to identify important neighborhood issues and to review plan drafts.
- Steering Committee members and City staff attended various *neighborhood events and activities* such as Kennedy Heights Spring Fling, Northside Farmer's Market, and North-Eastside Senior Coalition concerts in Warner Park to inform people about the planning process and to solicit public input.
- *Participation in meetings of stakeholder groups* such as the Northside Planning Council, Northside Business Association, and 11 neighborhood associations to discuss planning issues and recommendations.
- *Two public input coffees* with representatives of community groups such as the Northport and Packers Community Learning Centers, neighborhood associations, schools, and the Northside Planning Council.
- *One-on-one stakeholder interviews* were conducted with individuals that represented organizations or primary property interest in the area.
- *12 focus groups* with stakeholders were conducted as part of the Northside Market Study to solicit input and ideas about economic development.
- *Neighborhood planning articles and announcements of public input opportunities* were published in the Northside News, Northport News, Sherman Neighborhood Newsletter, among other publications, beginning in fall 2007.
- *A planning website* was created during the planning process (<http://www.cityofmadison.com/neighborhoods/northsideplan/index.cfm>) which includes an overview of the plan, agendas, minutes, background information, public open house results, and the draft versions on the neighborhood plan.

Neighborhood planning information was also made available at Lakeview Library.

Enclosure

cc: Ald. Satya Rhodes-Conway, District 12
Ald. Michael Schumacher, District 18