

STRATEGIC ACTIONS



Concentration Neighborhood Planning

The City's Planning Division, funded by the CDBG Office and assisted by a team of City staff from various departments, works with a group of neighborhood residents and business representatives appointed by the Mayor to identify improvement opportunities within an area. Each steering committee suggests ways to achieve those strategic goals in the form of a neighborhood plan. Over the last three decades, the CDBG Commission has sponsored the following concentration neighborhood plans:

- Bassett (1981)
- Tenney-Lapham-Old Marketplace (1981)
- South Madison (1982)
- Marquette (1982)
- South Campus / Randall (1982)
- Capital / Old Marketplace (1983)
- Langdon (1983)
- Emerson-Burr Jones / Eken Park (1984)
- Schenk-Atwood (1985)
- Broadway-Simpson-Waunona (1986)
- Allied / Dunn's Marsh (1988)
- Brittingham-Vilas (1989)
- Bay Creek (1991)
- Warner Park / Northport (1992)
- Tenney-Lapham (1995)
- Williamson-Marquette-Schenks Corners (1996)
- Brentwood-Sherman (1996)
- Emerson-Eken (1998)
- Schenk-Atwood-Worthington (1999)
- Carpenter-Hawthorn-Ridgeway-Truax (2003)
- South Madison-Bay Creek-Park Street (2005)
- Hiestand (2006)
- Southwest (2008)
- Northport - Warner Park – Sherman (2009)
- Leopold – Arbor Hills (in process)

City Staff in Neighborhoods

CDBG staff participates with building inspectors, police officers, firefighters, public health nurses and other City staff on nine Neighborhood Resource Teams to help improve the inter-departmental coordination and effectiveness of City services to neighborhoods.



Neighborhood Plans in Action

Each neighborhood plan identified a range of opportunities to be explored by various groups within the neighborhood, or by City government agencies. The CDBG program assisted these high priority projects with implementation funds to help achieve the neighborhood goals:

- Allied / Dunn's Marsh** (C.T. 6) (1986-1989)
Theme: Establish public space for neighborhood residents to overcome isolation of area
Friends Community Housing purchase of housing and establishment of the Allied Neighborhood Center
- Bayview-Vilas** (C.T. 12.98) (1989)
Theme: Enhance environment for selected population groups within the neighborhood
Handicapped access curb cuts and fishing pier, tree plantings and Klief Park expansion, Bayview tool library, accessible garden project
- Capital / Old Marketplace** (C.T. 17) (1992-1985)
Theme: Enhance neighborhood identity and improve housing quality
Neighborhood design guidelines, newsletter start-up and market study, co-op housing start-up, rent rehab program
- Northport – Warner Park – Sherman** (C.T. 22, 23.01, 24.02) (2010-2013)
Theme: Enhance local economic development and improve public transit safety.
Development of FEED Kitchen Incubator and installation of bus shelters and benches.
- Schenk-Atwood** (C.T. 21) (1985)
Theme: Stabilize neighborhood business district and improve housing quality
Removal of blighting gas station, land swap to create usable parking and space for affordable housing, Neighborhood business equity funding to convert porno theatre into live concert stage.
- Tenney-Lapham** (C.T. 19)
1982-85 Theme: Stabilize neighborhood housing
Start-up of Tenney-Lapham Corporation, development of Mildred's Sandwich shop and adjacent lot
Theme 1994-96: Improve business district and increase owner-occupancy
Tenney-Lapham Corporation - street banners, bike racks, pedestrian lights, Madison Area CLT housing (land trust), Coachyard Sq. mixed income condos.



Strategic Plans and Projects

The CDBG office has partnered with other City agencies like the CED Unit and the Community Development Authority to work with residents and businesses on a series of long-term improvement projects in key neighborhoods, such as

Williamson-Marquette

Funded renovation of four houses, conversion to coop housing;
Funded construction of accessible housing to replace neighborhood drug house;
Helped citywide development corporation make a series of business loans to strengthen business district, including expansion of anchor natural foods cooperative store
Assisted located development corporation convert a gas station into a neighborhood-oriented retail area, including the neighborhood's only financial center;
Helped funds the renovation of two day care centers;
Helped support the operating costs of a neighborhood center;
Funded the conversion of a 'neighborhood nuisance' tavern into affordable housing and neighborhood serving offices.

West Broadway

Funded Real Estate Assessment of area;
Facilitated two-city (Madison, Monona) concept plan for redevelopment;
Assisted CDA redevelopment of Monona Shores rental housing and owner occupied condominiums;
Funded community garden start-up
Partnered with Madison Development Corporation on real estate development for businesses and job creation
Funded neighborhood center operations in area

Worthington-Darbo-Eastpointe

Funded acquisition and rehab by alliance of City businesses of 120 rental units in area to help improve the management of the existing housing and the quality of life in the neighborhood;
Fostered outreach by two neighborhood centers to better serve this neighborhood on the fringe of their service areas;
Funded construction of specialized housing for persons with AIDS or HIV;

Allied-Belmar-Dunn's Marsh

Facilitated initial stages of two-city (Madison, Fitchburg) discussions on joint redevelopment in area;
Funded neighborhood center expansion study, as well as neighborhood center operations, and construction of a new Boys and Girls Club;
Invested in three housing redevelopment projects in area;
Helped Head Start acquire space for area expansion.

NEIGHBORHOOD-RELATED OBJECTIVES

Based upon its Five-Year Consolidated Plan, the CDBG Program has established three objectives related to neighborhood improvement.



Two of these objectives primarily involve capital investments:

- Implement eligible projects critical to the achievement of neighborhood plan objectives; and
- Encourage sustained, complementary and comprehensive revitalization efforts in selected areas.

One objective involves services to selected neighborhood areas, based upon the recommendation of the CDBG Committee:

- Assist residents and businesses of designated concentration neighborhoods to identify revitalization opportunities and develop a neighborhood plan.

The development and sustained improvement of Madison neighborhoods involves the work of many residents and private groups, including neighborhood associations and planning councils. The CDBG Committee and Office also work closely with the Planning Division and Plan Commission to develop neighborhood plans and review their effectiveness in neighborhoods.

ACCOMPLISHMENTS

The CDBG Program, working with its community and business partners over the 2001-2011 decade, has been able to help produce these results:

- Five steering committees, representing over one-fifth of Madison's population, have developed five neighborhood plans; and
- Over thirty high priority projects identified in these plans were funded and implemented by various community groups and City departments. Examples of their variety, creativity and energy are listed on the inside panel of this brochure.



In 1974, the Federal Government created the Community Development Block Grant (CDBG) program. Its purpose is to help cities and states meet the needs of their low and moderate-income residents by providing better housing, a suitable living environment, and by expanding economic opportunities. Since that time, the City, through its CDBG Office and other units within the Department of Planning and Community and Economic Development, has worked with community organizations and their business partners to use additional funds from the Department of Housing and Urban Development, the State Division of Housing and local Madison funds, to broaden the base of activities and better address those original objectives.

ONGOING OFFICE OBJECTIVES

The CDBG program is dedicated to improving the quality of life for residents of the City of Madison. Community development funding actively supports the efforts of community-based, non-profit agencies to:

- Improve Madison's existing housing;
- Stimulate economic development;
- Expand and improve the quantity and quality of community services;
- Empower and revitalize Madison target area neighborhoods; and
- Improve access of lower income people to housing information and non-monetary resources.

For more information about any of the individual projects, call the individual agency. For more information about the City's investments in its neighborhoods, contact the CDBG Office at:

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STRATEGIC AREA REVITALIZATION: The City's Neighborhood Development Programs

CITY OF MADISON Department of Planning and Community and Economic Development

*In partnership with the
residents and neighborhood associations of Madison,
Federal Department of
Housing and Urban Development (HUD),
City of Madison Community Development Authority,
and many other business and community groups.*

Paul R. Soglin
Mayor of Madison

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