



Northport-Warner Park-Sherman Neighborhood Plan

Volume I - Final Draft - June 29, 2009

Acknowledgements

The Northport-Warner Park-Sherman Neighborhood Steering Committee

The Northport-Warner Park-Sherman Neighborhood Steering Committee (NWS SC) was appointed by the Mayor and confirmed by the Madison Common Council. This advisory committee is composed of Northside residents and business representatives. The City of Madison Planning Division facilitated the planning process.

The NWS role:

- Identify neighborhood issues and strategies to address.
- Identify obstacles and solutions for those neighborhood issues of higher importance.
- Discuss issues, strategies, and trade-offs with Northside stakeholders (residents, property-owners, neighborhood associations, business associations, service providers).

Special Thanks

There are many individuals and organizations that contributed time, talents and enthusiasm to this neighborhood plan update. While the comprehensive list of acknowledgements is far too long to include here, the following people and groups should be given special thanks for their particularly extensive efforts, input and support during the planning process.

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Lerdahl and North Lake Mendota
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*Mendota Hills, Troy Gardens, Nobel Park, &
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- Pacia Harper
Troy Gardens, Vera Court & Nobel Park
- Madeline Scherb
Brentwood Village, Sheridan Triangle, Sherman, Maple Wood, & Mendota Hills
- Diane Jetzer
Lerdahl & North Lake Mendota
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- Dan McCormick and Arthur Ross, Traffic Engineering
- Cam McLay, Police Station, North District
- Matt Mikolajewski, Office of Business Resources
- Tim Parks, Planning Division

- Dan Rolfs, Community Economic Development Division
- Tim Sobota, Madison Metro
- Katie Scharf, Lakeview Library

Community Groups, Centers of Worship

Special thank you to the Northside Planning Council and the Northside Business Association for engaging Northsiders in the planning process. Much appreciation also to the following groups and Centers of Worship that provided plan input and hosted Steering Committee meetings and other events and activities:

- Northport/Packers Community Learning Centers
- Kennedy Heights Community Center
- Vera Court Neighborhood Center
- Northside TownCenter
- Warner Park Community Recreation Center
- St. Paul Lutheran Church
- Lakeview Lutheran Church
- St. Peter Catholic Church

Photo Credits

Archie Nicolette, Lydia Maurer, Jeffrey Affeldt, Valerie Holden, Linda Horvath, Dave Kress, Tom Hinds

Thank you to everyone that contributed to this planning effort.

This plan and information about the planning process is located at: <http://www.cityofmadison.com/neighborhoods/northsideplan/index.com>

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Executive Summary

Madison's Northside is a post World War II suburban area set among the natural beauty and recreational assets of Lake Mendota, Warner Park, and Cherokee Conservation Park. The Northside also includes some commercial, employment, industrial and transportation related development such as Kraft-Oscar Mayer, the Airport, scattered site retail and offices, and larger shopping centers such as Northgate and the Northside TownCenter.

Families, seniors, and young adults representing many different ethnicities, cultures, and nationalities live on the Northside. There are four elementary schools, two middle schools, and one high school. There are also five different community and neighborhood centers, which provide academic support, job skills training, and recreation, among other resources.

Madison's Northside has made major strides over the past 17 years since the adoption of its first strategic plan to address the community's physical, economic, and socio-economic issues. In the early 1990's, the Northport, Packers, and Vera Court areas were challenging places to live, and in certain areas of the Northside, there was high poverty among single mothers and new immigrant populations. Improvements to the area in the ensuing years were largely due to the formation of a number of key organizations and relationships.

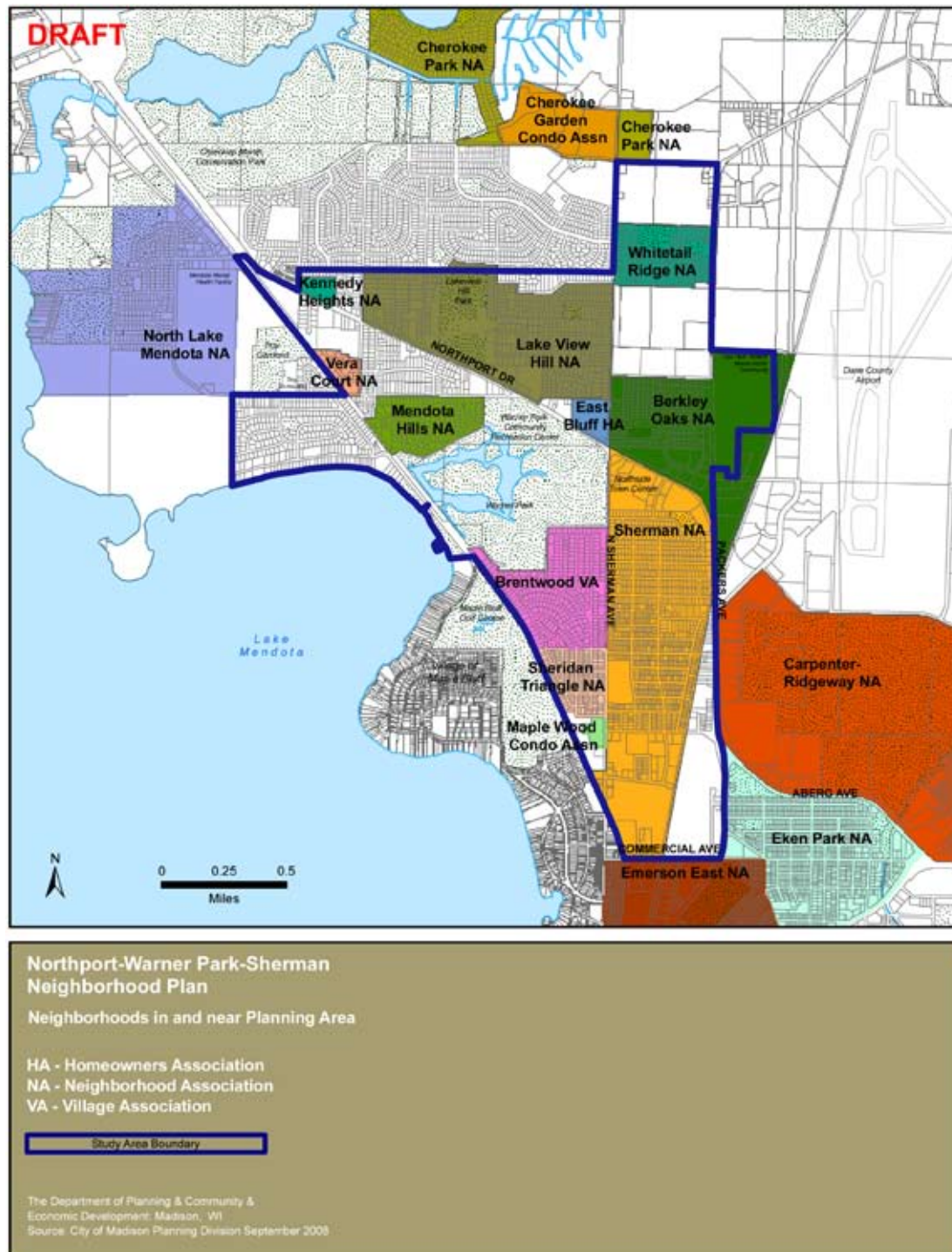
The establishment of the Northside Planning Council, a coalition of neighborhood-based stakeholders working toward common goals, and the creation of the Northport/Packers Community Learning Centers, Vera Court Neighborhood Center, and Kennedy Heights Community Center began to fill gaps of great need for educational, social, and referral assistance. Warner Park

Community Recreation Center also became integral as a focal place for social and recreational activities, and the new North District Police Station began forging working relationships with the neighborhood and business community.

Today, Madison's Northside has a new set of issues regarding livability. This suburban-era neighborhood, located just 5 miles from Madison's vibrant downtown, seems to have been neglected in terms of reinvestment compared to other parts of Madison. Aging strip shopping centers, minimally landscaped transportation corridors, underutilized industrial warehouses, and well-kept, but not necessarily upgraded housing, seems to be commonplace. The booming growth in nearby communities of Deforest and Waunakee compounds the perception that the Northside is a place that has been forgotten.

Madison's Northside has tremendous opportunity to reinvent itself. It has unique features, which if marketed well, could appeal to the next generation of buyers and renters. It is close to downtown Madison, Lake Mendota, Cherokee Marsh, and other recreational opportunities for healthy living. The Northside has smaller to medium size well-built homes that can be retrofitted to accommodate green and high tech preferences and are within financial reach of most families. There are opportunities for infill residential and commercial development that can bring more compact, sustainable development that will support a new retail mix. And the easy access to Dane County Airport, the I90 system, and underutilized industrial lands along an active freight line are tremendous locational benefits that can attract a new array of businesses, jobs, and economic development.

The area's first neighborhood plans, Northport-



Warner Park (1992) and Brentwood-Sherman-Packers (1996), were efforts to build upon the assets of the area and to address the issues facing community services, housing, parks and open space, land use, transportation, and safety. These were the first large-scale efforts or neighborhoods working together to design a workable strategy to encourage public and private investment in the northern part of Madison.

The 2009 Northport-Warner Park-Sherman Neighborhood Plan is an effort to update the earlier plans. It will be used by policymakers in their deliberations on how to make strategic changes to the area. The plan began with the appointment by the Mayor, and confirmation by the Common Council, of a neighborhood-based NWS Steering Committee to guide plan preparation.

There were many opportunities for public input from residents, the business community, and locally-based organizations during the planning process that lasted from January 2008-June 2009. There was a series of four open houses at key points in the process, interviews with community groups and centers of worship, presentations and facilitated discussions with neighborhood associations, public forums hosted by the Northside Planning Council, publicly noticed Steering Committee meetings, public input coffees, meetings with school principals and other stakeholders, an interactive webpage where members of the public could submit written comments, and articles and announcements about the plan in area

Map 1: Neighborhood Associations Map.

newsletters, webpages and the Northside News.

This Plan addresses the elements of what makes a great neighborhood:

- A mix of uses, services, and amenities that serve residents and attract newcomers to live in the neighborhood.
- Local businesses such as grocery stores, hardware stores, restaurants, all within walking distance.
- A strong business climate where commercial/industrial space exists and relationships help people find jobs, start new businesses, and raise capital.
- A variety of housing choices for people in different stages of life and income levels.
- Walkability and connectivity to neighborhood serving places, such as business districts, community centers, employment centers, schools, and recreational lands.
- Placemaking to provide gathering spots for community, educational, recreational, and social enjoyment.
- Attractive public and private realm, in terms of housing, businesses, or open space, which makes a statement that the neighborhood is well-kept.
- Safe, healthy and sustainable environments, in residential and business districts, alike.
- Local businesses such as grocery stores, hardware stores, restaurants, within walking distance.

The Northport-Warner Park-Sherman Neighborhood Plan is an advisory document for initiating, directing and managing change.

The plan begins with an overall Vision for the planning area, which was composed by the Steering Committee with community input. Each of the subsequent chapters covers a theme that includes goals and recommendations. The recommendations for land use focus on potential development and redevelopment sites, not in any priority order. The subsequent chapters include recommendations that are in priority order as determined by the Steering Committee. The Steering Committee also came up with a list of top 6 recommendations across the entire plan. This list is included in Chapter 9.

Vision

The Northside is a diverse, inviting and vibrant community of neighborhoods where people of many different ethnic and cultural backgrounds, ages and incomes live, work, play, and learn in healthy and sustainable ways.

Toward this vision, we will:

Ensure residents of all ages and incomes are able to flourish via improved community relationships and connections;

Preserve and restore the natural beauty of the lakes, beaches and open spaces; making them accessible to all and encouraging their active use;

Expand and promote accessible recreational options for a wide variety of individual and community recreational activities;

Improve safe pedestrian, bicycle and vehicular movement within the area;

Employ universal design concepts to enhance accessibility and mobility for all residents;

Ensure personal, property and transit safety;

Promote community spirit while preserving the unique character of neighborhoods;

Encourage thriving town centers that offer residents cultural, community and commercial amenities;

Maximize quality educational and entertainment opportunities;

Maintain and enhance continued participation of children and families in schools and other educational centers;

Celebrate diverse cultures by supporting and encouraging community wide turnout to cultural events;

Enable businesses and employers to prosper and to employ Northside residents;

Preserve the quiet enjoyment of homes, parks and neighborhoods.

Theme 1 Strategically Revitalize Key Areas and Guide New Development

Recommendations include concept designs for key areas that the planning process identified as having redevelopment and development potential. Key areas include: 1) Northside TownCenter; 2) Airport Gateway; 3) Northport-Troy; 4) Raemisch Property; 5/6) Northgate Shopping Center/Kraft-Oscar Mayer; and; 7) Packers Avenue Frontage.

Theme 2 Create a Unique Identity and Branding

Recommendations include creating a unique identity and brand to help market the Northside.

The unique identity and brand will be reflected in a unified design for gateway corridor enhancements such as benches, sculptural median fencing, public art and entrances to parks and other public gathering places.

Theme 3 Enhance Local Economic Development

This theme includes recommendations to improve marketing of the Northside to retain and attract new businesses, improve and expand economic development opportunities, support coordination of Northside economic development, improve the appearance of major corridors and business and commercial areas, and create a partnership with community groups to enhance and expand job training and job opportunities.

Theme 4 Improve Safety and Efficiency of Walking, Biking, and Driving

There are short-term and long-term recommendations to improve safety and efficiency for pedestrians, bicyclists and public transit riders, while also improving movement and safety of motor vehicles. Areas of focus are North Sherman Avenue, Northport Drive, STH 113, and Packers Avenue.

Theme 5 Enhance Recreation and Sustainability of Green Spaces

The primary recommendation is for a Warner Park land use plan that includes recommendations to beautify the large parking lot off of North Sherman Avenue and make it more pedestrian friendly, complete a walking path connection

around the park perimeter, improve water quality and recreation opportunities of Warner Park lagoon and Warner Beach, assess the cost and neighborhood impacts of a potential pool located within the park, etc.

Theme 6 Enhance and Expand Community Education and Recreation

Recommendations include enhancing and expanding programming for children/youth, establishing a neighborhood-based network to assemble and disseminate community information, encouraging Madison School and Community Recreation to establish academic programming, exploring options to improve community support resources and social services, etc.

Theme 7 Create Stable and Inviting Places to Live

Recommendations include such efforts as sustaining a mix of housing types, preserving single-family housing character, exploring and considering neighborhood stabilization options for emerging neighborhood areas (e.g. Brentwood, Karstens, Kipling, and Vera Court), exploring options to encourage quality management and to improve screening processes, promoting and improving access and information for home buyers, and providing property owners with green building/rehabilitation alternatives education and information.



Figure 1: Conceptual designs of the Raemisch Property.

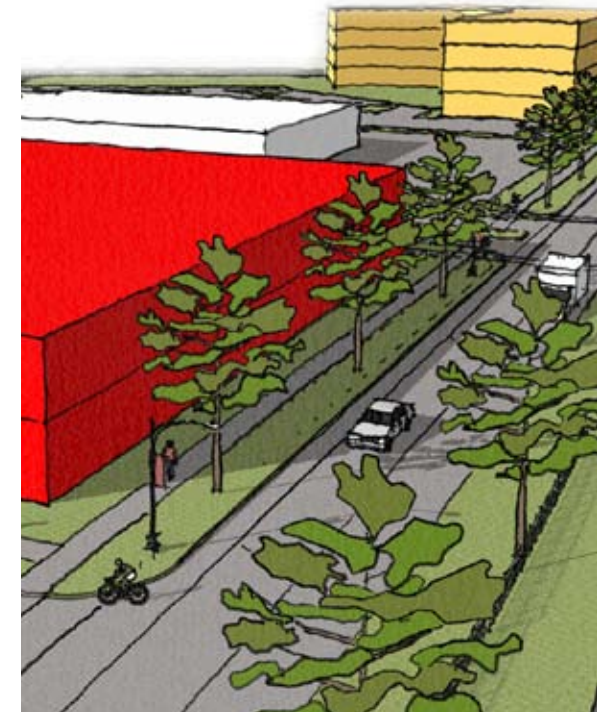


Figure 2: Conceptual designs along Northport Drive.

Chapter One: Introduction

In the early 1990s, Northside neighborhoods came together to work collectively on a strategy to improve the livability of the area. The area's first plans, *Northport-Warner Park Plan* (1992) and *Brentwood-Sherman Neighborhood Plan* (1996), were efforts to build upon the assets of the area and to address the issues facing community services, housing, parks and open space, land use, transportation, and safety issues. It was the first large-scale effort of neighborhoods working together to design a workable strategy to encourage public and private investment in the northern part of Madison.

Over the last 17 years, district alderpersons, neighborhoods, community centers, and other Northside organizations have worked toward the betterment of the physical, social, and economic well-being of the area. The Northport-Warner Park-Sherman Neighborhood (NWS) Plan is an update of the earlier plans. This advisory plan will be used by policymakers in their deliberations on how to make strategic changes to this area.

What the Plan is

The NWS Plan is an advisory document for initiating, directing, and managing change. It was prepared with the guidance of a Mayoral appointed neighborhood-based Steering Committee that incorporated input from residents, the business community, and locally-based organizations. The planning process began in January 2008 and continued until June 2009. The plan accomplishes the following:

1. Provides a clear and common vision and a set of goals for the future development/redevelopment of the neighborhood.
2. Provides information about neighborhood

positions on proposed actions and changes.

3. Identifies short- and long-term actions, which address specific issues in the neighborhood.
4. Identifies opportunities in timing, funding, and in public-private collaborations to achieve desired outcomes.

The *NWS Plan* identifies issues and strategies to address priority issues for the next 10 years. The implementation plan includes the lead organizations and the action steps that need to be taken to realize the recommendations and strategies. Many of the plan recommendations and strategies will need City Board and Commission review and approval processes, including operating and capital budget approval, prior to implementation. Each of these processes will have public input stages.

Why the Northside?

The Northport-Warner Park-Sherman area was selected to receive planning services by the Community Development Block Grant Commission (CDBG) to update the previously adopted *Northport-Warner Park Plan* (1992) and *Brentwood-Sherman Neighborhood Plan* (1996). An update of the existing plans will determine what is still important to Northsiders' as well as new issues that residents and the business community would like to address (See Appendix I for Status of Previous Plan Recommendations). The area also qualified for planning assistance since there are a higher percentage of low- and moderate-income households compared to the City as a whole. In addition, approximately \$106,000 of federal funding will be available to implement eligible projects.

Planning Area

At the onset of the planning process, the Northside was to receive planning assistance for two separate plans: The Northport-Warner Park area in 2008 and the Brentwood-Sherman area in 2009. Eight months into the first planning process, a change was made to combine the planning areas into a unified whole. Combining the planning areas and expanding the Steering Committee from 15 to 23 members, enabled Northsiders to plan for the larger region by addressing broader issues shared by the neighborhoods within both areas.

The planning area is roughly bound by Packers Avenue on the east, Wheeler Road and Havey Road on the north, Union Pacific Railroad, Harper Road and Lake Mendota on the west, and Commercial Avenue on the south (see Map 3).

Who was involved?

The Madison Common Council confirmed the appointment of a neighborhood-based steering committee to guide the planning process. Twenty-three steering committee members, representing geographic areas or constituent groups, started the planning process by:

- Identifying the assets and opportunities of the neighborhood area.
- Assessing existing conditions, trends, and potential future influences in the region.
- Inventorying and assessing the social fabric of the neighborhoods.
- Identifying ways to solicit input from the larger Northside community.

The neighborhood plan webpage at: <http://www.cityofmadison.com/neighborhoods/>

northsideplan.com/ includes detailed information on the above plan components and a Planning Process Timeline with highlighted Steering Committee and City Staff work tasks and public input can be found to the right.

Public Input Process

Approximately 30,000 people live on the Northside, and about 10,000 live within the planning area. To solicit input, the NWS SC hosted the following events and activities. Interpreters for non-English speakers were available as needed:

- **Open Houses:** September 27, 2007 (15 participants); April 10, 2008 (12 participants); December 11, 2008 (over 80 participants); and April 18, 2009 (over 120 participants).
- **Neighborhood Associations.** Presentations and discussions with neighborhood associations (attended 11 meetings and hosted one public input coffee where four different neighborhood associations participated).
- **Northside Business Association.** Presentations and discussions with Northside Business Association (two regular meetings and one trade show where NBA members discussed plan recommendations)
- **Schools and Community Organizations.** During the course of the planning process, over 20 meetings, group interviews, and “input coffees” were conducted with staff and other representatives from a variety of area schools and community service organizations.
- **Northside Planning Council (NPC).** NPC hosted two community forums, one focused on economic development and the other on transportation. The NPC also used regular meetings to discuss plan issues and recommendations and then provided comments on the plan. Additionally, planning

Planning Process Timeline

2007

Summer

- Background information and data collection and analysis

Fall

- City Staff Team Appointment
- Community Open House Kickoff September 29, 2007

2008

Winter

- Neighborhood Steering Committee Appointment and Work Session Kickoff
- Key Issue Identification and Analysis

Spring/Summer

- 12 Northside Market Study Focus Groups
- Community Concerts and Festivals, 11 Neighborhood Association Meetings, and over 20 Stakeholder Interviews

Fall

- Kickoff Combined Planning Area Process
- Northside Market Study Community Presentation October 2, 2008
- Goals and Strategies Development
- Community Open House December 11, 2008

2009

Winter

- Draft Recommendations Development

Spring

- Draft Recommendations Refinement
- Community Open House April 18, 2009
- Northside Artists' Charette, Public Input Coffees with Neighborhood Associations, Community Learning Centers, and Others for Draft Recommendation Feedback

Summer/Fall

- Final Draft Plan Completion and Approval by Steering Committee
- City Commission and Board Review and Approval Process with Public Comment Opportunities
- Plan Adoption

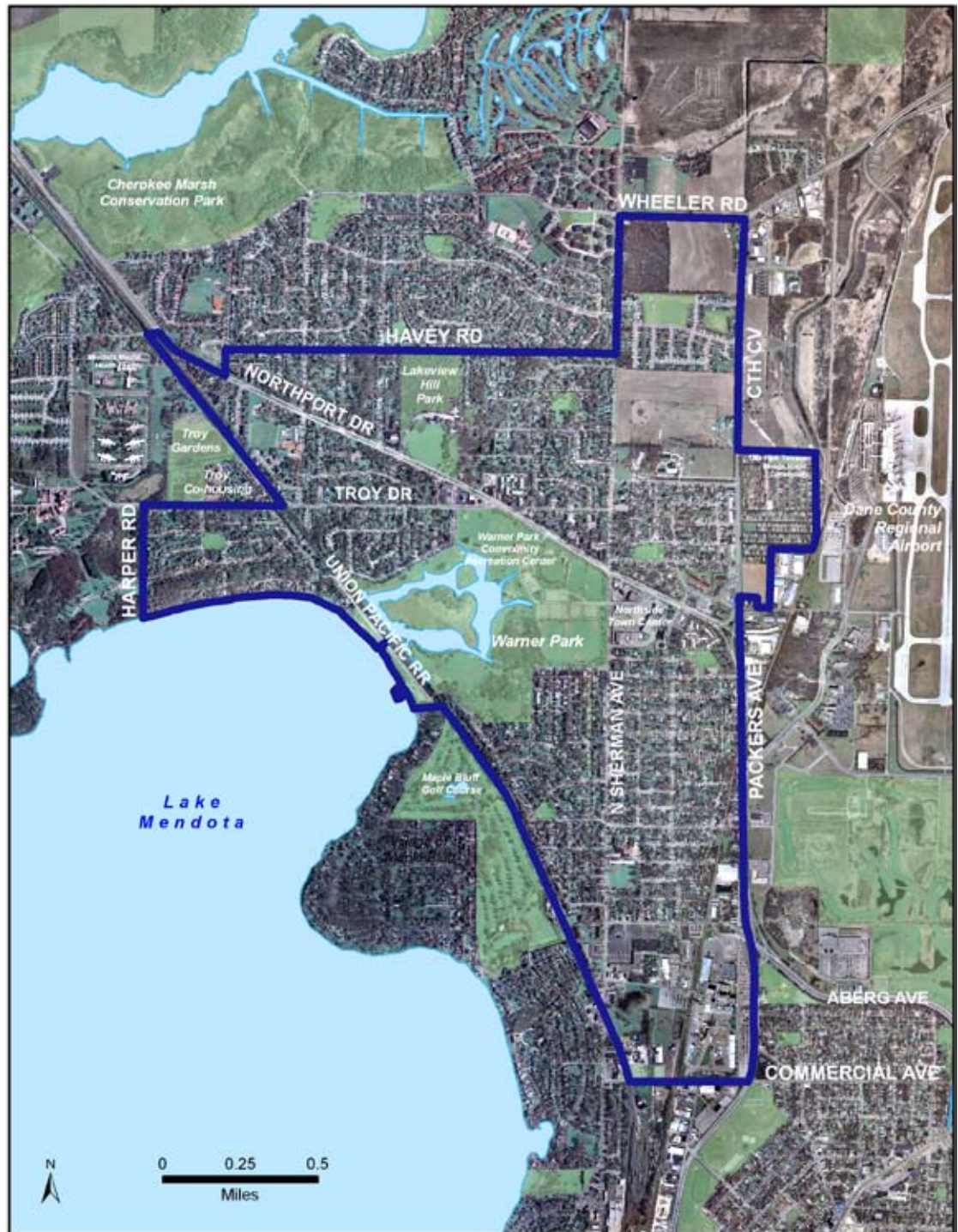
Next 5 to 10 Years

- Plan Implementation

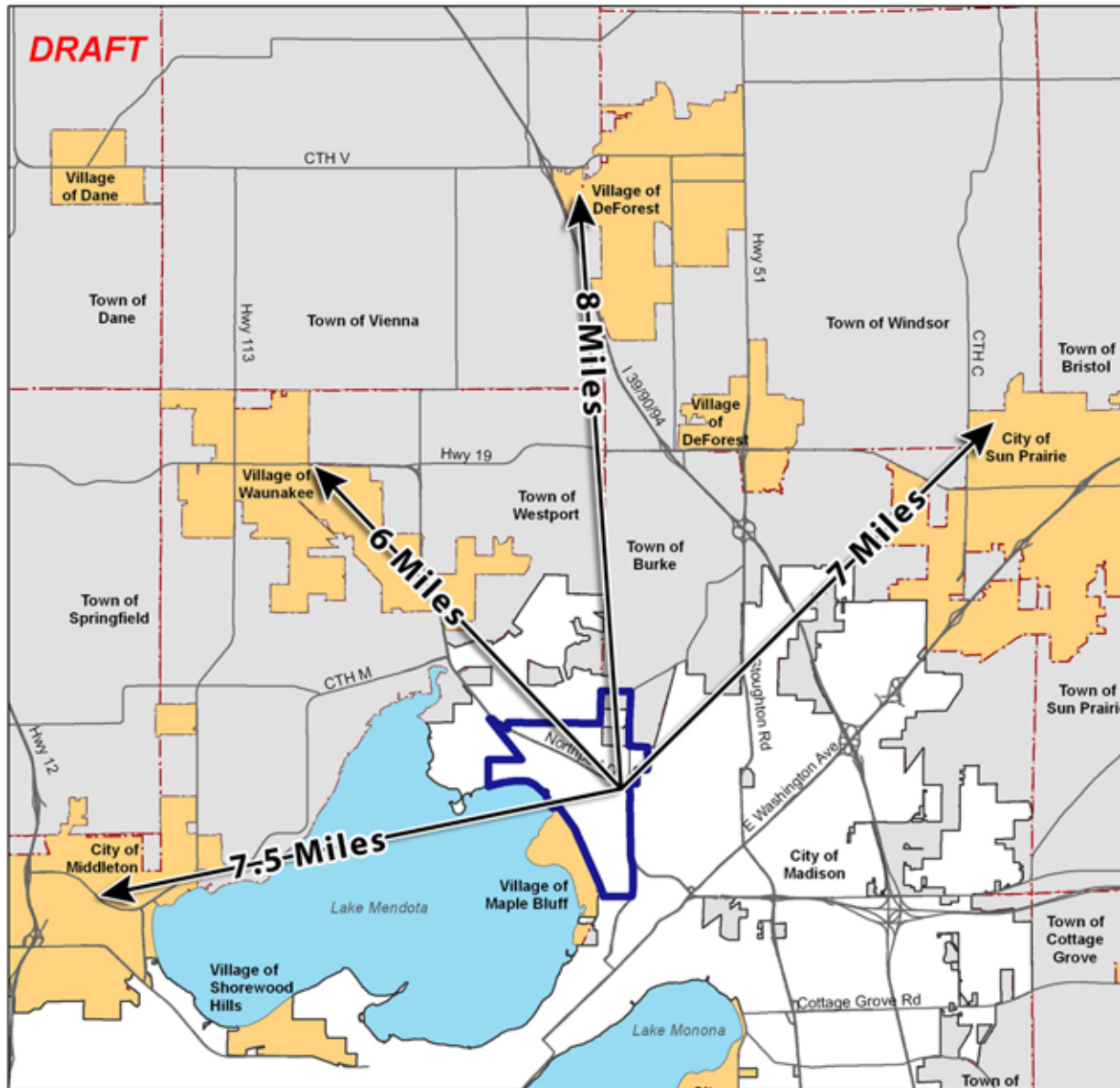
Note: Plan Process Updates in Northside News, Northport News, and other neighborhood publications and listservs; public input was also welcome through the neighborhood plan webpage, email, letters, phone calls and regular Steering Committee meetings.

staff presented NWS Plan information and solicited input at NPC's 15-year anniversary event.

- **Northside Market Study.** Focus Groups (12 focus groups) and public presentation of Market Study Results (October 2, 2008).
- **Madison Arts Commission.** Gathered by the Madison Arts Commission, 9 local artists, designers, and other volunteers participated in a day-long charrette to discuss and conceptualize various neighborhood beautification ideas (April 11, 2009).
- **Information Displays and Public Interviews.** Plan informational displays and interviews at neighborhood events such as North/Eastside Senior Coalition concerts in Warner Park, Northside Farmers Market, and Kennedy Heights Spring Fling.



Map 2: Planning Area Map.



Map 3: Regional Context Map.



Image 1: April 2009 Public Meeting.



Image 2: Steering Committee Meeting.

Chapter Two: Strategically Revitalize Key Areas and Guide New Development

The City of Madison Comprehensive Plan provides general land use guidance for neighborhoods. Neighborhood plans focus on particular sites, providing redevelopment ideas in the form of principles and concepts. Specific development details are worked out by the developer, landowners, and neighborhoods.

Potential Redevelopment and Development Sites

Through discussion at Steering Committee meetings, city staff analysis, and public input, the Steering Committee worked with city staff to identify the following potential redevelopment and development sites in the planning area: 1) Northside TownCenter; 2) Airport Gateway; 3) Northport-Troy; 4) Raemisch Property; 5/6) Northgate Shopping Center/Oscar Mayer, and; 7) Packers Avenue Frontage (see Figure 3). Site selection criteria included potential for land use change; vacant land; underutilized land; etc. Through further research and analysis of site characteristics, interviews with property owners, public input and further discussions, city staff worked with the Steering Committee to create land use goals, concepts, design principles, and revitalization strategies for these sites. The land use goals are included below and are followed by a series of redevelopment/development conceptual designs and ideas for each site. Existing and potential property owners are encouraged to use these concepts as a guide when considering future development matters.

Land Use Goals

- Promote sound and orderly development that will enhance Northside neighborhoods.

- Preserve single-family, owner-occupied areas within neighborhoods.
- Create a more balanced supply of housing occupancy to include increasing the number of owner-occupied homes.
- Ensure that new infill single-family, multi-family, and mixed-use development remain comparable with, and sensitive to, the existing form of the neighborhood as a whole with exception to areas designated for compact, higher density developments.
- Ensure that new infill mixed-use or commercial developments along and/or adjacent to the major transportation corridors incorporate traditional neighborhood design principals, especially regarding pedestrian-oriented features.

Redevelopment Goals

Promote and assist redevelopment of sites that will revitalize the Northport, Packers and North Sherman corridors into places to live, work, and enjoy cultural experiences.

- Support the redevelopment of underutilized sites to improve the economic vitality and appearance of the major transportation corridors.
- Create redevelopment concepts for identified mixed-use or commercial nodes. New internal circulation (e.g. streets and sidewalks systems) should connect to existing street network.
- Encourage compact, green building and site

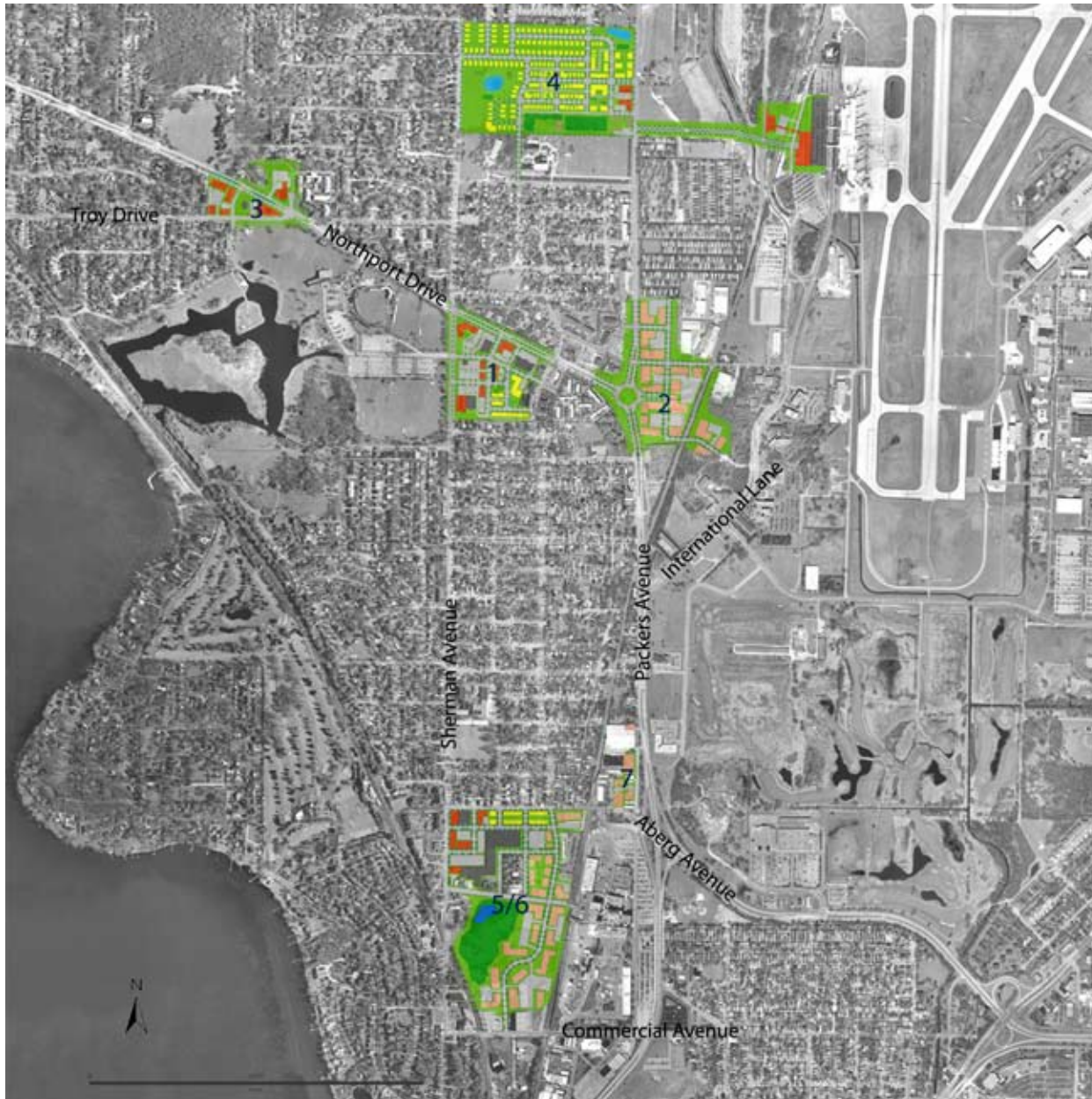


Figure 3: Potential Redevelopment Sites.

design that minimizes resource consumption and environmental impacts.

Conceptual Redevelopment and Development Designs

Area One: Northside TownCenter

The Northside TownCenter is located in the heart of the Northside at the intersection of two major roads (Northport Drive and North Sherman Avenue). It is a primary commercial destination within the neighborhood and is home to such places as Pierce’s Market, AnchorBank, True Value, Benvenuto’s Italian Grill, Lakeview Library, and the Northside Farmers Market. These businesses and institutions, among others, have contributed to the character and activity of the Northside TownCenter, and as such, this site remains a key focal point within the community. It is a clearly identifiable and defining feature for the Northside, but its appearance and amount of surface parking and vacant buildings may not necessarily be the image Northsider’s would like their “town center” to convey. Therefore, due to its outdated, 1960s era physical appearance and design, the Northside TownCenter has been identified as a potential area of redevelopment.

Design Ideas:

The two concept plans shown in Figure 4 illustrate a series of ideas and design principles for the redevelopment of the Northside TownCenter. These are concepts that are intended to convey important design principles and are two of many potential design solutions. Concept A and Concept B each focus on strengthening this site as a key focal point in the neighborhood and enhancing the



Figure 4: Conceptual designs of the Northside TownCenter.

image of the community. Concept A emphasizes connectivity between new and existing commercial and residential uses with several new linkages through the site. Concept B introduces a significant amount of new commercial mixed-use as well as employment and residential uses that are served by both structured and surface parking. Both of these concepts share major planning and design goals:

- **Mixed-Use Redevelopment:** By integrating a mix of uses (commercial, residential, employment, etc.) on this site it may become a more diverse and vibrant community node. Commercial and employment uses, in particular, may wish to capitalize on the site's highly-visible and heavily-trafficked location.
- **Street-Oriented Development:** Increased density, street-fronting, compact building forms are an important element in creating a more pedestrian-friendly and sustainable built environment.
- **Connectivity:** Creating new linkages (streets, paths, etc.) throughout the site may improve access and circulation to and through this site and the surrounding neighborhood. Improving pedestrian safety at intersections and crossings around this site may also contribute to making the area more walkable.
- **Community Interaction:** Including small, flexible gathering spaces (park, square, plaza, etc.) in this location may promote and serve activities such as youth-oriented library programs and a farmers market.
- **Building Height:** Building height limit for all structures is two-four stories, except for the

residential tower to the rear of the site which is between 6-8 stories.

- ***Appearance and Streetscape:***

- Building design with urban character, for example flat roofs.
- Large first floor windows.
- Well-defined entrances.
- Pedestrian-scale site features and pedestrian amenities: benches, trash containers, bike racks, trees, lighting and awnings.
- Retail buildings built to sidewalk.
- Townhouses built with 10-15 foot setback; residential tower built with 15-25 foot setback.

Recommendations:

- a. Increased density and more compact building form in relation to transit-oriented development (TOD) principles as stated in the City's adopted Comprehensive Plan.
- b. Taller structures implementing a "step down" technique according to its context.
- c. A prominent, architecturally-significant building located at the corner of Northport Drive and North Sherman Avenue that may serve as a neighborhood "landmark."
- d. A through-site private main street connecting Northport Drive to the southern area of the site and/or a public main street connecting Dryden Drive to Warner Park with sidewalks, high visibility crosswalks, pedestrian signs and other pedestrian safety and access amenities.
- e. A well-designated connection with Warner



Image 3: Bird's eye view of the Northside TownCenter.



Image 4: Photo of the Northside TownCenter parking lot.

Park across North Sherman Avenue implementing safe pedestrian crossing.

- f. Site entrances should be located in a manner that provides safe street crossings, as well as enhances the use of adjacent commercial buildings.
- g. Work with property-owner and Madison Metro to develop site amenities (e.g. signage, benches) and promote this location as a Park n' Ride facility.
- h. An urban open space near the library that may provide more recreation/learning opportunities for the neighborhood's children/youth.
- i. A community gathering area designed to connect and serve surrounding business and commercial uses such as a farmers market.

The redevelopment of the Northside TownCenter is dependent on the owners' ability to undertake this type of project. Although many factors weigh into redeveloping a site such as this, this plan simply illustrates many of the concepts that are important to the neighborhood. The schemes shown in Figure 5 demonstrate one approach to phasing redevelopment over time.

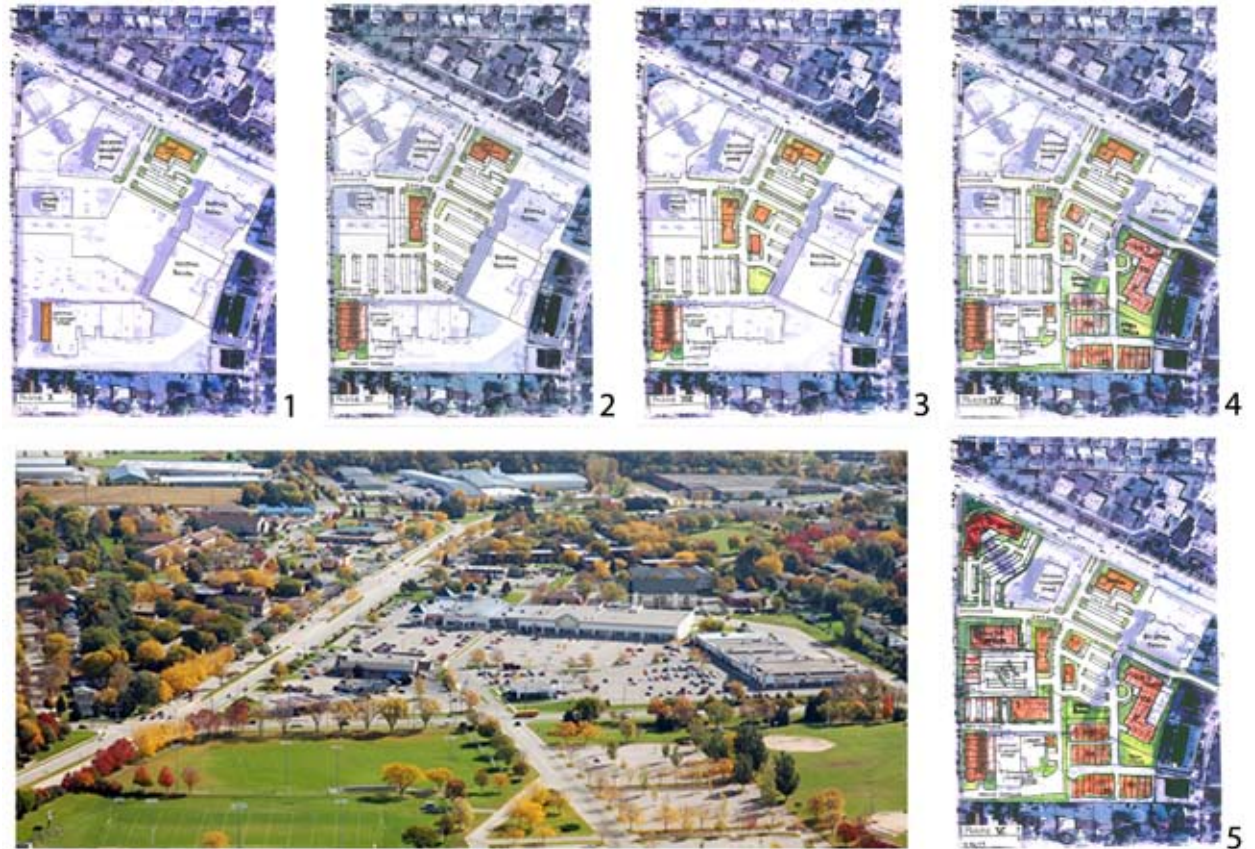


Figure 5: Potential phasing for redevelopment of the Northside TownCenter. Note: Tear downs and new construction can span 10 or more years. The key is to reserve land for the main street to ensure that the phased construction can eventually achieve the town square concept.

Concept A: Roundabout & Employment-based Redevelopment



Concept B: "T"-intersection & Employment-based Redevelopment



Figure 6: Conceptual designs of the Airport Gateway area.

Area Two: Airport Gateway

The intersection of Northport Drive, Packers Avenue, and Highway CV and the area that surrounds it, coined the "Airport Gateway" for the purposes of this neighborhood plan, serve as a primary entrance into the Northside community. However, the appearance and design of this area do not provide the welcoming identity and physical quality that a major traffic node could provide. Instead, the intersection, and the large amount of surface parking adjacent to it, tend to disconnect the buildings and activities to the east from the rest of the neighborhood, further reducing the urban feel necessary to establish a gateway. Aesthetic concerns aside, the intersection design presents navigation challenges and pedestrian and vehicular safety issues.

Design Ideas:

The two concept plans shown in Figure 6 illustrate a series of ideas and design principles for Airport Gateway area redevelopment. These are schematic designs that convey important design principles and are two of many potential design solutions. Concept A and Concept B each recognize this area as a primary gateway into the Northside and demonstrate different manners in which transportation, building, and landscaping improvements could enhance its physical appearance. Concept A displays a roundabout and Concept B displays a "T" intersection at the intersection of Northport Drive, Packers Avenue, and Highway CV as key organizing features for the future development of this location as a potential employment center. Either design will



Image 5: Bird's eye view of the Airport Gateway area.



Image 6: Street-level photo of the Northport Drive - Packers Avenue - Highway CV intersection.

help improve traffic and pedestrian circulation and safety and create a more dramatic gateway. Concept A with the roundabout will provide space for a focal point (artwork, plantings, etc.) in the center. Concept B will organize the space to allow for urban form redevelopment. Both of these concepts share major planning and design goals:

- ***Transit-Oriented Development:*** This area's proximity to major streets and the rail line make it an ideal location for future high-density, 2-4 story employment (light-industrial, office, high-tech, etc.) and commercial growth.
- ***Gateway Features:*** Constructing or improving buildings in this area with high-quality materials and environmentally-friendly design practices may help to physically display the identity and character of the Northside. Streetscape improvements (trees, plantings, art, etc.) in conjunction with these building treatments may also enhance the image and appearance of this location.
- ***Street Circulation and Parking:*** Major transportation improvements, especially at the intersection of Northport Drive, Packers Avenue, and Highway CV, may strengthen connectivity within and through this area, allowing multiple forms of traffic (pedestrian, bike, and vehicle) a safer, more efficient system of streets and paths. Where possible, surface parking should be shielded from the street by buildings and landscaping.
- ***Building Heights:*** Building heights must be under the Airport height restriction of two to four stories.

- ***Appearance and Streetscape:***

- Building design with urban character including flat or hipped roofs.
- Facades with windows, well-defined entrances, no blank walls.
- Parking and loading in rear of building or possibly on side of structure.
- Interior sidewalks and landscaping.
- Sidewalk setbacks of 10 to 15 feet.

Recommendations:

- a. Light industrial, high-tech employers with a possible connection to Madison Area Technical College, the T.E.C. Incubator Center (Technology, Education and Commerce) and the Dane County Regional Airport.
- b. Potential passenger rail connection between Dane County Regional Airport and Downtown Madison with a transit stop in this location that is integrated with other modes of transport and is connected well with neighborhoods.
- c. Bike/pedestrian path through this particular area using city-owned rail right-of-way linking to a larger system that circulates throughout Madison.
- d. Safer pedestrian crossings and intersection improvements at CTH CV – Darwin Road as well as Packers Avenue – Schlingens Avenue.
- e. Attractive landscaping improvements along Northport Drive and Packers Avenue to make the streets and sidewalks more inviting for public use.
- f. Directional gateway signs and other entryway features.

- g. If/when redevelopment or any other major change is planned for the Oak Park Terrace Manufactured Housing Community site, a land use change from residential to employment would occur. Plans for redevelopment would include:
 - i. A Comprehensive Plan amendment to reflect the land use change from Medium Density Residential to Employment.
 - ii. A multi-year phasing plan for relocation of residents.
- h. Extend Urban Design District #4 north along CTH CV to Wheeler Road or utilize other options to improve building and site design aesthetics.
- i. Request that WisDOT, Traffic Engineering, and Engineering explore improvements to the Packers Avenue/CTH CV/Northport Drive intersection as a separate project from the long-term reconstruction of STH 113 to aid in redevelopment of this gateway area.

Area Three: Northport-Troy

Located near the intersection of Northport Drive and Troy Drive and in between Warner Park, Lake View Hill Park, and Troy Gardens, the Northport-Troy area is surrounded by community assets. However, some of the buildings in this area remain vacant and underutilized, while others are surrounded with surface parking and little landscaping. The intersection handles high traffic volume and presents safety concerns for pedestrians, bicyclists, and motorists.

Design Ideas:

The two concept plans shown in Figure 7 illustrate a series of ideas and design principles for the redevelopment of the Northport-Troy area. These are schematic designs that are intended to convey important design principles and are two of many potential design solutions. Concept A recognizes that unique commercial destinations (e.g. Jung Garden Center, Mercado Juarez and D&S Bait, Tackle and Archery) and other existing businesses should be retained within redevelopment sites. Concept A demonstrates one design that may increase density, improve building appearance, and strengthen connectivity between Warner Park and Lake View Hill Park. Concept B illustrates possible small-scale, cost-effective building/site enhancements focused on improved facades, landscaping, and entrance conditions. Both of these concepts share major planning and design goals:

- **Building/Site Aesthetics:** Improving physical appearance, by promoting street-oriented,



Figure 7: Conceptual designs of the Northport-Troy area.

pedestrian-friendly, aesthetically-pleasing design practices, may help strengthen this area as a commercial destination. These same principles can apply to new construction and site improvements with special attention to facade treatments, landscaping, and entrance conditions.

- **Connecting Open Spaces:** Creating a more well-defined link between Warner Park and Lake View Hill Park may increase pedestrian, bicycle, and commercial activity in this area and would allow the neighborhood's parks to begin to function as an interconnected open space system.
- **Business Retention & Expansion:** By retaining existing businesses, improving their facilities, and attracting new businesses in the neighborhood, this area may grow into a more connected and identifiable commercial node.
- **Building Heights:** Two-story limit.
- **Appearance and Streetscape:**
 - Urban character for building design with flat or hipped roofs.
 - Large first floor windows.
 - Well-defined entrances.
 - Pedestrian amenities.
 - Three to eight foot sidewalk setback.

Recommendations:

- a. Maintain and expand unique and popular commercial destinations, such as existing Jung Garden Center, Mercado Juarez and D&S Bait, Tackle and Archery that may serve the needs of the neighborhood, as well

as draw people from around the city to this area.

- b. Consider constructing a quality, architectural building at the corner of Northport Drive and Troy Drive.
- c. Utilize existing planting easement located behind the future UW Credit Union site to construct a pedestrian/bicycle connection from the northwest corner of Warner Park to southeast corner of Lake View Hill Park to be built with neighborhood and County input.
- d. Strengthen pedestrian safety along and across Northport Drive (*see Transportation section*).
- e. Improve access to and interface between residential and commercial uses near the future UW Credit Union site by creating a public cul-de-sac street with sidewalks.
- f. Install streetscape improvements along Northport Drive and Troy Drive to make these corridors more inviting for pedestrians and connect existing public open spaces.



Image 7: Bird's eye view of the Northport-Troy area.



Image 8: Street-level photo of buildings along Troy Drive.

Area Four: Raemisch Property

As the City of Madison and the Northside neighborhood have expanded over time, growth has occurred around most of the Raemisch Property leaving this 61-acre site, comprised primarily of agricultural land, surrounded by development. Unlike the other potential redevelopment areas found in this neighborhood plan, this is mostly a greenfield site. Within the past few years, the property-owners have expressed interest in seeing this land become developed. Therefore, due to its openness for development and potential for change, the Raemisch Property has been identified as a potential area of redevelopment.

Design Ideas:

The two concept plans shown in Figure 8 illustrate a series of ideas and design principles for the redevelopment of the Raemisch Property. These are schematic designs that are intended to convey important design principles and are two of many potential design solutions. Concept A focuses primarily on residential development (most of which is single-family) with buildings on narrower lots, placed closer to the street, and street-oriented elements such as front porches. Concept B shares some similar features to the “traditional residential development concept;” however, it also includes increased communal/ green space, urban agriculture (a term that encompasses a variety of different ways of farming in the city), and a greater diversity of housing options. Both of these concepts share major planning and design goals:



Figure 8: Conceptual designs of the Raemisch Property.

- **Flexibility:** The goal of these conceptual plans is to provide a flexible approach to developing the site with a variety of options and directions to achieve a denser, more urban project.
- **Diversity of Buildings and Uses:** Including a mix of residential units (in terms of size, density, and style), neighborhood-serving commercial uses, and community gathering spaces may transform this underutilized site into a thriving part of the Northside.
- **Sustainable Neighborhood Design:** Sustainable site planning and building design techniques may advance the neighborhood's "green vision" and allow this new development to become both environmentally- and pedestrian-friendly.
- **New Street Connections:** Creating a new street/path system may connect the proposed uses for this site and the surrounding community while focusing on safety and efficiency. Incorporating traffic-calming and "car-light" (places where car use is greatly reduced or eliminated because most destinations are within easy reach by public transport, walking, or cycling.) elements may help in achieving these goals.
- **Preserve Open Space:** As a part of the development of this site, an emphasis on preserving open spaces for a variety of purposes (recreation, community gathering, food production, views, etc.) may increase a sense of community and neighborhood ownership in this area.

Recommendations:

- a. Diversity in housing (single-family houses, co-housing, townhouses, and limited-size (16-30 units per building) multi-family residential buildings that provides a balance in options and prices for both owner and rental-occupied housing, with a preference for the majority of housing to be owner-occupied.
- b. Neighborhood serving small-site, commercial mixed-use located at the east end of the site along the CTH CV corridor.
- c. A portion of the land, currently zoned for agricultural use, may be permitted to remain that way, to allow for an urban agriculture business, as long as the proposed uses are compatible with the residential portions of the property.
- d. Space for community gardens could be set aside, with a number of plots reserved for low-to-moderate income residents of the property.
- e. Consider including community space, in the form of a community center, public meeting rooms, retreat center or the like.
- f. Housing that forms a small-scale pedestrian-friendly atmosphere by designing buildings on narrower lots, placed closer to the street, and architectural elements such as front porches focused on enhancing the neighborhood streetscape presence.
- g. Neighborhood buildings that can achieve LEED-type certification, and/or zero net energy design.



Image 9: Bird's eye view of the Raemisch Property and CTH CV in foreground.



Image 10: Photo of the existing Raemisch Property site looking north toward Whitetail Ridge Neighborhood.

- h. A compact development pattern utilizing transit-oriented development principles to provide the opportunity for more multi-modal transportation options.
- i. Streets shall be designed with traffic-calming elements at appropriate locations in order to move traffic safely and efficiently.
- j. Organization of a newly created street/path system shall emphasize connections to existing streets adjacent to the site, and connections to the street systems for the rest of the Northside and City.
- k. Consider “car-light” design by using a combination of the principles listed in this recommendation.
- l. Bicycle and pedestrian pathway through the property linking to other proposed pathways north to the Cherokee Marsh Conservation Park and south to existing and proposed bicycle routes.
- m. Parking and access for residential units could be focused at the back of sites to emphasize the importance of a safe, inviting street frontage.
- n. Take advantage of topography at hilltop and accentuate views to the north.
- o. Utilize land in the southwest corner of the site near Lake View Elementary School as a park space.
- p. Retention ponds designed at areas of lowest topography to efficiently manage stormwater runoff.
- q. Design public open space to increase sense of community and neighborhood ownership, especially in the urban park.
- r. Due to proximity to the Dane County Regional Airport, request an aviation easement be in place as lots are sold for new housing units.
- s. Work with the City of Madison to explore and consider annexation of the Raemisch Farm property so that any new residential development on this land would be within the Madison Metropolitan School District.
- t. Development of the Keller property along Tennyson Lane immediately to the south of the Raemisch Farm property could be integrated with and connected to uses on land lying to the north and south. Future use of this site could focus on residential uses with an opportunity for a limited neighborhood mixed-use node at the intersection of Packers Avenue and Tennyson Lane. Other uses could include urban agriculture development integrated with and connected to uses north of this parcel.

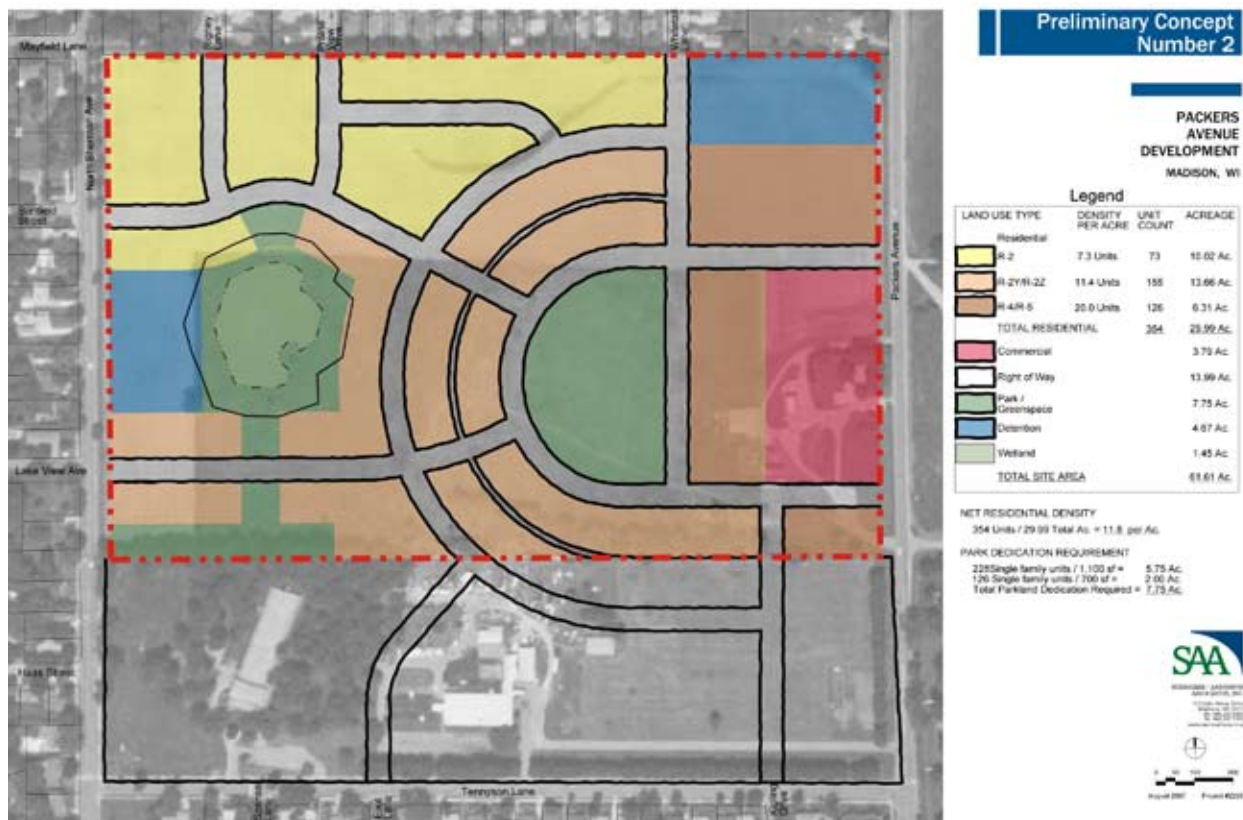


Figure 9: Preliminary concept created by a private consultant for the Raemisch Property prior to this neighborhood planning process.

The concept illustrated in Figure 9 is the original idea for developing the Raemisch Farm and adjacent property. The drawing is included to share the owners' and consultants' earlier thinking on how the site could be developed.

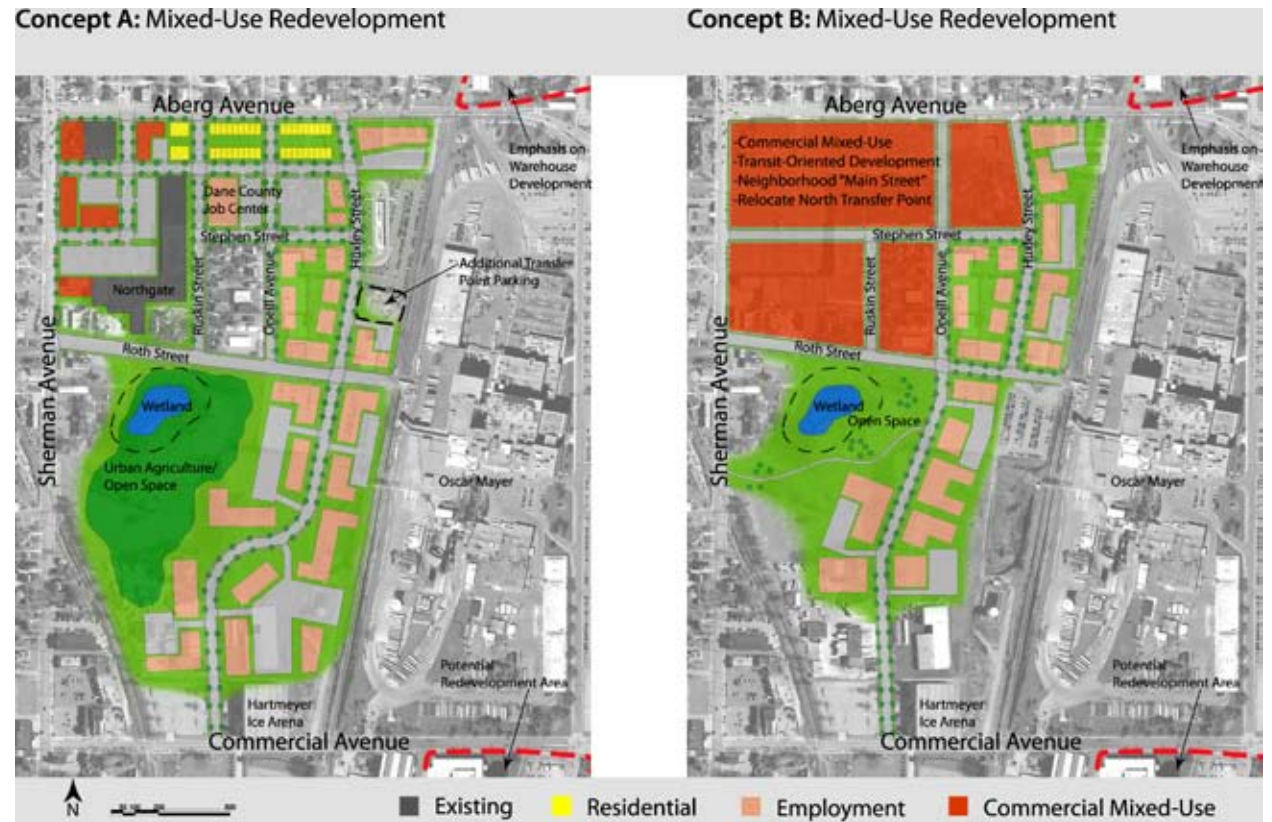
Area Five/Six: Northgate – Oscar Mayer

When traveling along North Sherman Avenue and Packers Avenue, some of the first and most noticeable sites are the Northgate Shopping Center and the Kraft-Oscar Mayer facility. While these locations provide the Northside, and the City as a whole, with places to work and shop, they also contribute to the image of the neighborhood. Large amounts of underutilized surface parking and vacant land/buildings in this area may influence the perception of the area for potential residents, businesses, and visitors. Also, the lack of street/path linkages have restricted and isolated connectivity and movement within and through this area.

Design Ideas:

The two concept plans shown in Figure 10 illustrate a series of ideas and design principles for the redevelopment of the Northgate-Oscar Mayer area. These are schematic designs that convey important design principles and are two of many potential design solutions. The Steering Committee worked with City staff to generate the designs and at this time, Oscar Mayer/Hartmayer Estates has no plans to redevelop/develop these lands.

Concept A and Concept B each demonstrate that infrastructure improvements, such as the addition of new streets, hold the potential to enhance and increase existing and new uses in this area. Concept A displays a more detailed approach to the redevelopment of this area; employment uses are centered around an extension to Huxley Street,



North Transfer Point parking is expanded, and new residential and commercial uses and many street connections are introduced near the Northgate Shopping Center. Concept B emphasizes a new connection along O'Neill Avenue, relocates the North Transfer Point, and focuses on “main street” concepts within the Northgate area. Both of these concepts share major planning and design goals:

- ***Transit-Oriented, Mixed-Use Redevelopment:***
By building off of existing uses and activities located in this area and its proximity to major streets and the rail line, the application of transit-oriented, mixed-use development principles may help in creating innovative and attractive buildings, uses, and open spaces and stimulating economic and employment growth.
- ***Building/Site Aesthetics:*** Encouraging street-oriented, pedestrian-friendly, aesthetically-pleasing building and streetscape design practices may improve the physical perception of the neighborhood and present this area as an inviting place to live, work, and play.
- ***Connectivity and “Main Streets”:*** Creating a well-linked and well-designed system of streets and paths may connect existing and new streets, activities, and uses, as well as promote walkability and multi-modal transportation options. Some of these goals may be achieved by incorporating “main street” design (special attention given to pedestrian amenities such as benches, plantings, and banners).
- ***Preserve Open Space:*** Preserving and enhancing the existing wetland area and the natural open space features that surround it may promote community building and identity

in this area, serve employers/employees, and serve as a greenspace gateway to the Northside.

- ***Building Height:***
 - Two to three stories for retail buildings.
 - Three to six stories for Dane County Job Center building.
 - Three to four stories for employment buildings.
- ***Building Setbacks:***
 - 0-5 feet for retail buildings.
 - Three to 10 feet for County building.
 - 15 to 30 feet for employment buildings.

Recommendations:

- a. Employment and commercial buildings focused on creating inviting streetscapes.
- b. Increased density to utilize transit-oriented development (TOD) principles.
- c. Create a “main street” system that connects existing streets (such as Stephen Street and Ruskin Street) and new streets to enhance connectivity within and through the site.
- d. Site entrances should be located in a manner that provides safe street crossings, as well as enhances the use of adjacent commercial buildings.
- e. Consider Northgate as a possible site to relocate Metro Transit’s North Transfer Station.
- f. Maintain warehouse/employment uses near Everett Street and Packers Avenue Frontage Road to maintain coherence with Oscar Mayer



Image 11: Photo of the area to the west of Kraft-Oscar Mayer.



Image 12: Photo of the Northgate Shopping center.

to the south and light industrial development across Packers Avenue in Airport Business Park.

- g. Employment and commercial buildings focused on creating inviting streetscapes.
- h. Extending Ruskin Street near Commercial Avenue northwards to connect with Huxley Street and the existing neighborhood beyond, while mitigating traffic impacts to the neighborhood through traffic-calming measures.
- i. Connection between potential street/path system, commuter rail, and bus transfer point to provide a wide variety of easily accessible transit options.
- j. Street or pedestrian/bike east-west connection near Schlimgen Avenue access across Packers Avenue to Pankratz Street.
- k. Preserve open space near existing wetland area to serve as greenspace gateway to the Northside, and work with City Engineering to stabilize run-off into the pond. This same space may also be used for urban agriculture purposes.
- l. Support development of the Sherman Flyer bikepath and the interim bikepath proposed to extend from Commercial Avenue to Roth Street and Huxley Street.



Image 13: Bird's eye view of the Northgate - Oscar Mayer area.



Packers Avenue Frontage | Industrial Redevelopment Concept

Figure 11: Conceptual design of the Packers Avenue Frontage area.

Area Seven: Packers Avenue Frontage

The Packers Avenue frontage area is nestled between two major arterials, an active rail line and housing to the north. There is a mixture of uses including warehouse, auto repair, storage units and housing. The Steering Committee investigated a number of approaches to this area under the premise that if changes occur what direction would be appropriate. The Comprehensive Plan identifies this area as Employment and it is presently zoned C-3, the most flexible commercial zoning district.

Figure 11 illustrates a potential redevelopment concept for this area. It encompasses one of the goals of the overall neighborhood plan, to provide job opportunities on the Northside. This area may benefit from future investment in development of warehouse, employment, and office or other industrial uses.

It is ideally located near rail, Airport and interstate highways. If and when future redevelopment is considered, employment is the recommended land use.

Design Ideas: Due to the location of the site, building type can be warehouses with facades, limited amount of windows, and a utilitarian design. There is a screening buffer from Packers Avenue that visually separate this area. Building height can be one to three stories.

Recommendation: Maintain the existing status of the zoning and comp plan and recommend future development be employment based.

Chapter Three: Create a Unique Identity and Branding

Creating a unique identity and branding to help positively market the planning area was identified by the Steering Committee and other stakeholders as one of the most important themes for the neighborhood plan to address. The Steering Committee developed a description to portray the community's assets:

The Northside is a safe, prosperous and engaging place to live, shop, do business and recreate.

This community description can be the foundation of further efforts to create an identity/brand that is depicted in unified designs for major transportation corridors, gateway entrances to parks, wayfinding signage in open spaces, natural area interpretive signs, and other public amenities.

A unified design reflecting the community's identity will improve the appearance of the area which helps people to feel better about their environment, positively influences perceptions of the Northside, helps retain existing businesses and attract new businesses, and results in the reinvestment of private and public dollars in the area.

Gateway Corridor Goal

- Improve the aesthetics of the major gateways and transportation corridors leading into and through the neighborhood.

Gateway Corridor Recommendations

The North Sherman Avenue and Northport Drive/Packers Avenue corridors are the main routes that many travelers use to access the City's Northside. These corridors provide commuters, visitors,

employees, Dane County Airport travelers, and others with their initial view of the Northside. Physical improvements to these corridors will help improve the image of the Northside as a quality place to shop, work, walk, invest in, and live.

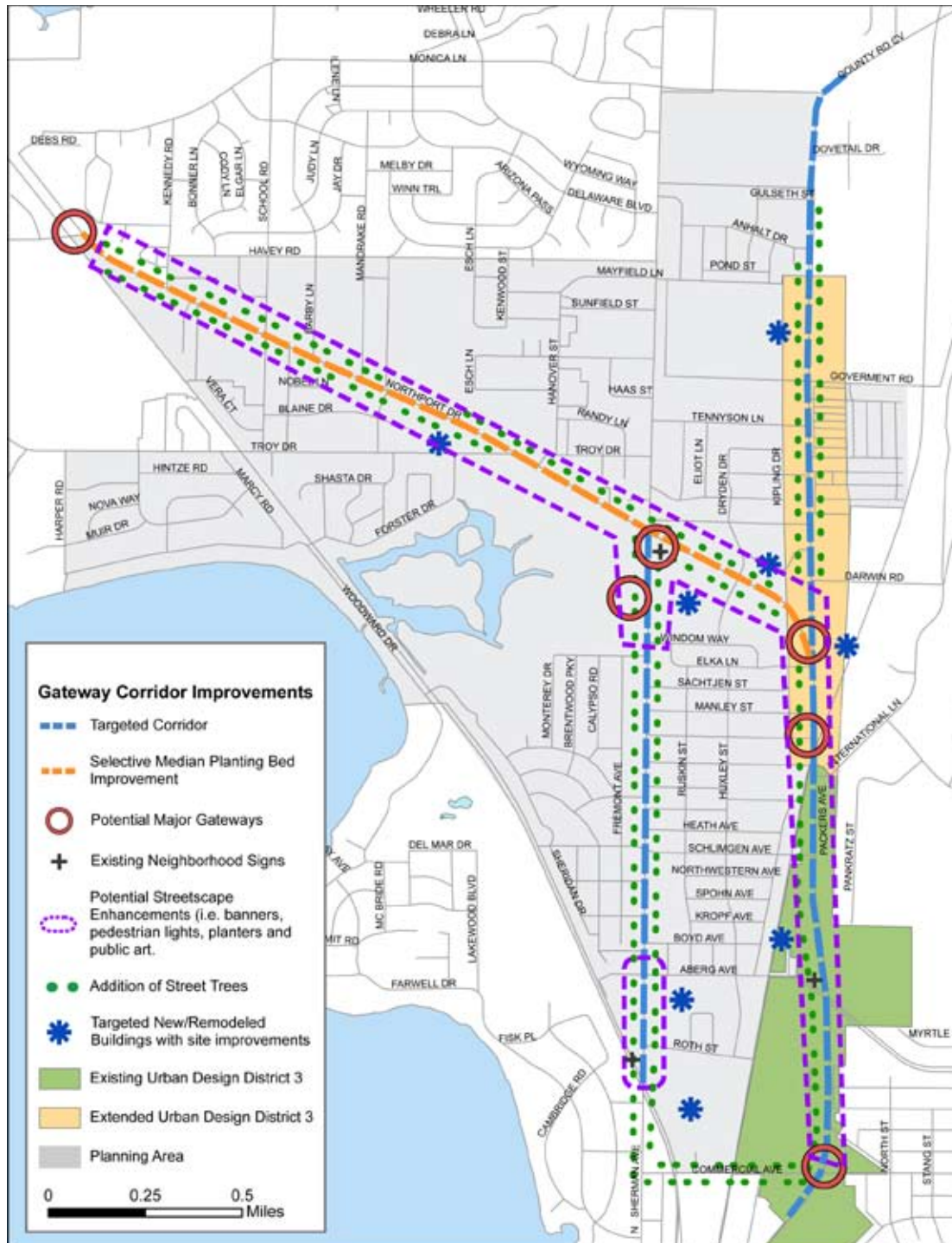
Corridor improvements can be divided into two subareas:

- 1) properties adjacent to the corridor
- 2) public right-of-way

The recommendations listed below are in priority order as determined by the Steering Committee. *(Also refer to Map 4 Gateway Corridor Improvements)*

Public Right-of-Way

1. Explore and consider installing streetscape enhancements with a uniform design that may feature iconic neighborhood images and other decorative elements. Consider including multi-cultural aspects to the designs to reflect the diversity of the Northside. *(see Transportation section for pedestrian and bicycle safety and connection improvements and see Figures 12 and 13 for decorative streetscape amenity examples):*
 - a. Consider clustering streetscape enhancements near commercial areas to create a "main street".
 - b. Use artistic median fencing installed in strategic locations to beautify the corridor and direct pedestrians to safer, highly visible crossings.
 - c. Add screen fencing in strategic locations to offer privacy and an attractive buffer from fast moving, high volume traffic.
 - d. Install banners, plantings, public art, trash



containers, benches and streetlight and pedestrian lighting clustered in primary shopping areas including the Northgate Shopping Center and Northside TownCenter.

- e. Install benches in convenient locations for bus riders and others who rely on walking to get around.
- f. Install artistic bus shelters that incorporate designs of other streetscape amenities such as benches, fences, etc.

2. Explore and consider creating gateway entrances at major intersections and other prominent locations (*see Map 4 for recommended locations*). Shorter-term gateway features could include a combination of entrance signs, public art, and flower /shrub plantings to draw attention to these areas.
3. Explore and consider planting trees in the public right-of-way of major roads and install median plantings in select areas (street tree and median planting will in many cases need to wait for a major reconstruction project to occur to change roadway dimensions, such as widening the terrace to provide additional space for planting).

Adjacent Properties

4. Provide property owners with information on making aesthetic changes using the City's Facade Grant Improvement program and other

Map 4: Gateway Corridor Improvements Map.

tools to paint storefronts, install new siding, and upgrade signage and parking lots. Also encourage new landscaping and screening for parking lots and dumpsters.

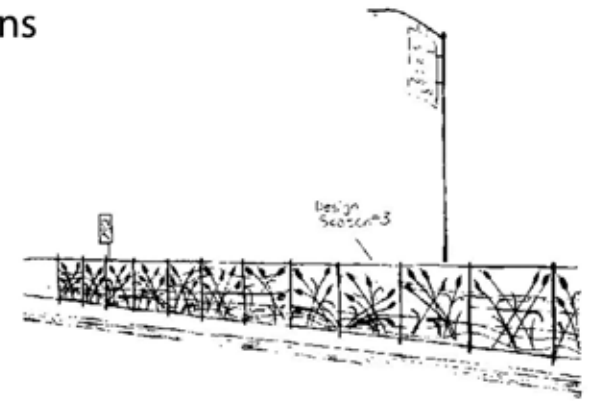
5. At key and larger properties encourage rehab of building facades, landscaping, trash screening, and/or redevelopment of sites into pedestrian-oriented, neighborhood scale, mixed-use developments following new urbanist principles.



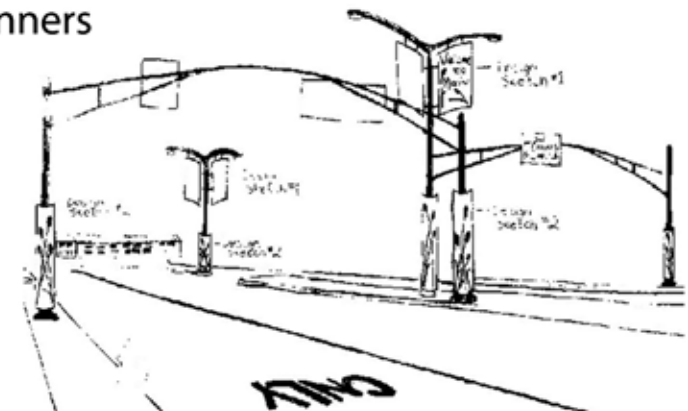
Bus Stops



Median Fence Screens



Light Posts/Banners



Community Identity & Unified Design



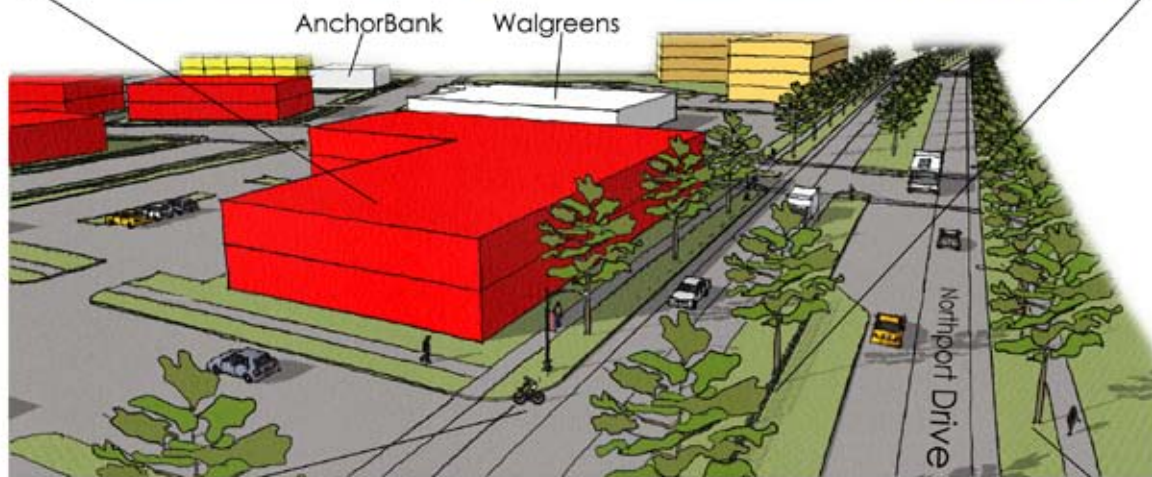
Figure 12: Concepts from Northside Art & Design Charrette held on April 11, 2009. Participants include: Jeffery Affeldt, Ellen Barnard, Ron Baeseman, Kate Clapper, Mike Gasch, Martha Kauppi, Julia Weaver, Rachel Winkley, and Marcia Yapp.

Northport Drive and Proposed Land Use Concepts

Mixed-Use Infill



Median Fencing



Bike Lanes



Street Trees

Figure 13: Conceptual design of streetscape improvements along Northport Drive

Chapter Four: Enhance Local Economic Development

Enhancing local economic development was a recurrent theme of Steering Committee discussions. This theme encompasses the need for developing an identity/brand for the community, enhancing and expanding business attraction and retention, expanding outreach and programming for education and work skills development, creating opportunities for new businesses such as incubators and other new business space, and coordinating it all with some sort of organization or group of partners.

The overarching element of the economic development theme is identity/branding, also addressed in the gateway corridor goals and recommendations of Chapter Three. Physical improvements to major corridors can help attract public and private investment including new employers, facade and landscaping improvements, and new infrastructure such as sidewalks, bike lanes and paths, curb and gutter, and roads. Visual and functional improvements can promote a greater sense of community pride inspiring residents and others to enjoy the area's recreation, shopping and business opportunities.

Economic Development Goals

Residents are interested in continued economic vitality of their neighborhood and its connection with the larger regional market. The area welcomes the continuation of businesses, expansion of businesses, and new start-up of businesses.

- Develop an identity/branding/marketing plan for the Northside.
- Develop business strategies to attract and retain small- to medium-scale retailers, whose products are unique to the local market.

- Promote opportunities for business start-up, skills training, and job placement.

Five major themes for reshaping the *economy* of the Northside emerged during the planning process:

1. Reinvest in Public and Private Places

- Redevelop aging strip shopping centers into higher density, mixed-use urban centers.
- Incorporate placemaking strategies at Northside TownCenter and Northgate Shopping Centers, Warner Park, and other visible pockets to improve the attractiveness and activity level of the street.
- Transform transportation corridors to have multi-dimensional purposes: attractive, placemaking destinations as much as facilitators of movement.

2. Build Market Share by Recapturing and Redirecting Consumer Spending

- Redirect the flow of consumer spending back into neighborhood businesses and services by improving identity and branding of the Northside and promoting area businesses to residents, local employers, and commuters.
- Improve ambience, increase activity levels, and renew the desire for consumers from the Northside and greater Madison to patronize local establishments day or night.

3. Grow New Businesses

- As the City of Madison grows new basic sector employment, including green collar jobs, promote the workforce and location of

the Northside.

- Support existing home-based businesses by working with them to determine the appropriate resources/support that is needed to grow their business.
- The high percentage of home-based remodeling and building contractors could lead the way to the growth and strengthening of all area home-based businesses.
- Encourage businesses that support sustainability such as green building, urban agriculture, etc.
- Capitalize on the fact that existing commercial, office, and industrial buildings and land is available at a lower cost on the Northside compared to the region.
- Reuse existing commercial, office, and industrial spaces by reconfiguring space for single or multiple users.
- Forge alliances with public and private sectors to attract new investment, market share, and training.

4. Reinvest in People

- Connect potential entrepreneurs with appropriate resources.
- Connect social service agencies/resources to individuals seeking/entering labor force to provide employment skill training, career counseling, and job placement.

5. Improve Access to Jobs

- Improve multimodal connections to places of employment.

Integrated into this economic strategy is the acknowledgement that the long-term health of the neighborhood is strongly tied to:

- Supporting opportunities for low-income population to build asset wealth and secure career ladder jobs.
- Growing the middle and higher income class by attracting individuals/families to live and shop on the Northside.
- Producing high performing schools with strong curriculum, modernized facilities, and growing school-age population of all income levels.
- Retaining affordable, quality, and safe housing.

Economic Development Strategies and Recommendations

The recommendations listed below are in priority order as determined by the Steering Committee.
(Also refer to Map 5)

1. Develop a strategy to improve the identity, branding, marketing, and retention of Northside businesses.
 - a. Develop a broad-based branding strategy and marketing plan that brands the Northside as a great and safe place to live, shop, do business, and recreate.
 - b. Develop base marketing materials that include a listing of businesses, location map and amenities, trade area demographics, and list of available sites/spaces and contact information for use



Image 14: Photo of the Madison Mallards baseball stadium in Warner Park



Image 15: Photo of outdoor seating at Manna Cafe & Bakery.

- in recruiting prospective businesses or relocation of current businesses.
 - c. Meet with existing Northside businesses to determine what will help them sustain or grow their businesses. In addition, identify workforce issues such as training, housing, and transportation issues.
 - d. Compile a listing of economic development organizations and programs targeted to helping small businesses. Provide information and/or sponsor periodic informational workshops.
 - e. Explore joint advertising/marketing of Northside businesses and the continued coordination and funding of such efforts (e.g. Business Improvement District). Build upon the Buy Northside – Northside Pride Campaign. As part of this effort, investigate opportunities to better attract consumers to dine/shop at local businesses when larger events, such as Mallards Baseball, Rhythm and Booms, and other events hosted at Warner Park occur. Also attract employees of major employers such as Dane County Airport and Business Park, and residents of communities nearby including Deforest and Waunakee.
2. Promote Employment Development Opportunities
- b. Explore the feasibility of creating a new industrial park adjacent to or in the vicinity of the airport with improved highway and rail access.
 - c. Explore the feasibility of developing business incubators, urban agriculture, commercial kitchen incubator, or other growing industries by directing potential enterprises and funding to the Northside.
 - d. Work with the Madison Area Technical College (MATC) to develop a partnership that would assist in forging new businesses or helping existing business become increasingly competitive.
 - e. Support existing employers located on International Lane in their efforts to grow and expand. Explore options for local hiring.
 - f. Support job-training pathways for residents to be competitive in securing employment. Utilize the Dane County Job Center, MATC, Kennedy Heights Community Center, Northport-Packers Community Learning Centers, Vera Court Neighborhood Centers, Warner Park Community Recreation Center, and other resources to strengthen job-training efforts.
3. Support Coordination of Northside Economic Development
- a. Assess the formation, role, and structure of an organization and/or contractual agreement of existing organization to promote Northside economic development.
 - b. Identify potential Federal, State, and Local economic programs to attract and retain Northside employers.
 - c. Aggressively pursue economic programs or tools such as Business Improvement Districts, Brownfield and Workforce Development Loans, Facade Improvement Grants, Capital Revolving Loan Funds, Tax Incremental Financing, and Economic Development of Micro-Enterprises.
 - d. Create a partnership and improved coordination between the City, Businesses, Community Centers, and the Schools to provide job readiness training.

A more coordinated, integrated effort to support educational achievements, locally based and on-the-job training, and supportive resources.

4. Improve the appearance and ambience of Commercial Districts, Business Parks, and Gateways
 - a. Improve the gateways into the Northside: Pennsylvania Avenue to Packers Avenue to Northport Drive, including County CV, and Fordem Avenue to North Sherman Avenue.
 - b. Accentuate the two major commercial districts, Northgate TownCenter, with signage, building and parking lot improvements, and streetscape improvements.
 - c. Encourage commercial property owners to upgrade the appearance of storefront facades, parking lots, and landscaping.
 - d. Improve the Airport Business Park and Corbin Business Park by upgrading/maintenance of existing buildings, improved signage, parking lot improvements, and new street and bicycle connections.
 - e. Identify potential locations for public art in the business district. Identify local artists and funding sources for initial projects. Figures 12 and 13 show potential artistic enhancements for aesthetic improvement.
5. Expand/Promote Job Training Centers and Job Opportunities within Northside Community Centers and/or Lakeview Library
 - a. Utilize the existing community centers and library for on-site job training.
 - b. Setup locations for distribution of employment and job training

information.

- c. Develop closer ties to local employers and align job-training programs, including apprentice programs, to employers/employment needs and placement.
6. Develop a strategy to improve the identity, branding and marketing of Dane County Airport Park and Corbin Business Park.
 - a. Identify existing businesses and determine future plans and needs.
 - b. Work with current property owners: Rifken, EMI, DCRA, and Ruedebusch to develop plan.
 - c. Address the issue of high vacancy rates, deferred maintenance of, and potential redevelopment of existing holdings.
7. Create a partnership and improved coordination between the City, businesses, community centers, and community learning centers, and the schools to provide job readiness training. A more coordinated, integrated effort to support educational achievements, locally based and on-the-job training, and supportive resources.



Image 16: Photo of the Northside Farmers Market held at the Northside TownCenter.



Image 17: Photo of the Dane County Job Center

Key for Strategic Improvements for Economic Development Map (Map 5)

1. Packers Avenue Corridor

- Upgrade exterior building façade and parking lot landscaping.
- Improve streetscape with new plantings and fencing.

2. Gateway Entry at Northport-Packers-Highway CV

- Key entryway feature announcing the Northside.

3. Northside TownCenter Shopping Center

- Improve visibility of shopping center by creating a prominent entrance, internal pedestrian movement, building facade/sign improvements, and streetscape along North Sherman Avenue and Northport Drive (short-term).
- Reconfigure large, vacant commercial space to smaller, flexible space (short term).
- Redevelop shopping center to mixed use urban center (long term).

4. Troy Drive District

- Upgrade exterior building facade and parking lots of business south of Northport.
- Construct new north-south cul-de-sac from Northport Drive into the future UW Credit Union site. Install sidewalks.
- Create two or more commercial/office lots on the future UW Credit Union site.

5. Northgate Shopping Center

- Upgrade exterior building facade and parking lots (short term)

- Visually connect North Sherman Avenue street frontage with business district to south (Village of Maple Bluff) and business to north (to Sherman Middle School) with streetscape improvements (i.e. banners, street furniture).
- Redevelop shopping center to mixed use urban center (long term).

6. Aberg Avenue

- Improve streetscape with improved plantings and fencing.

7. Hartmeyer District

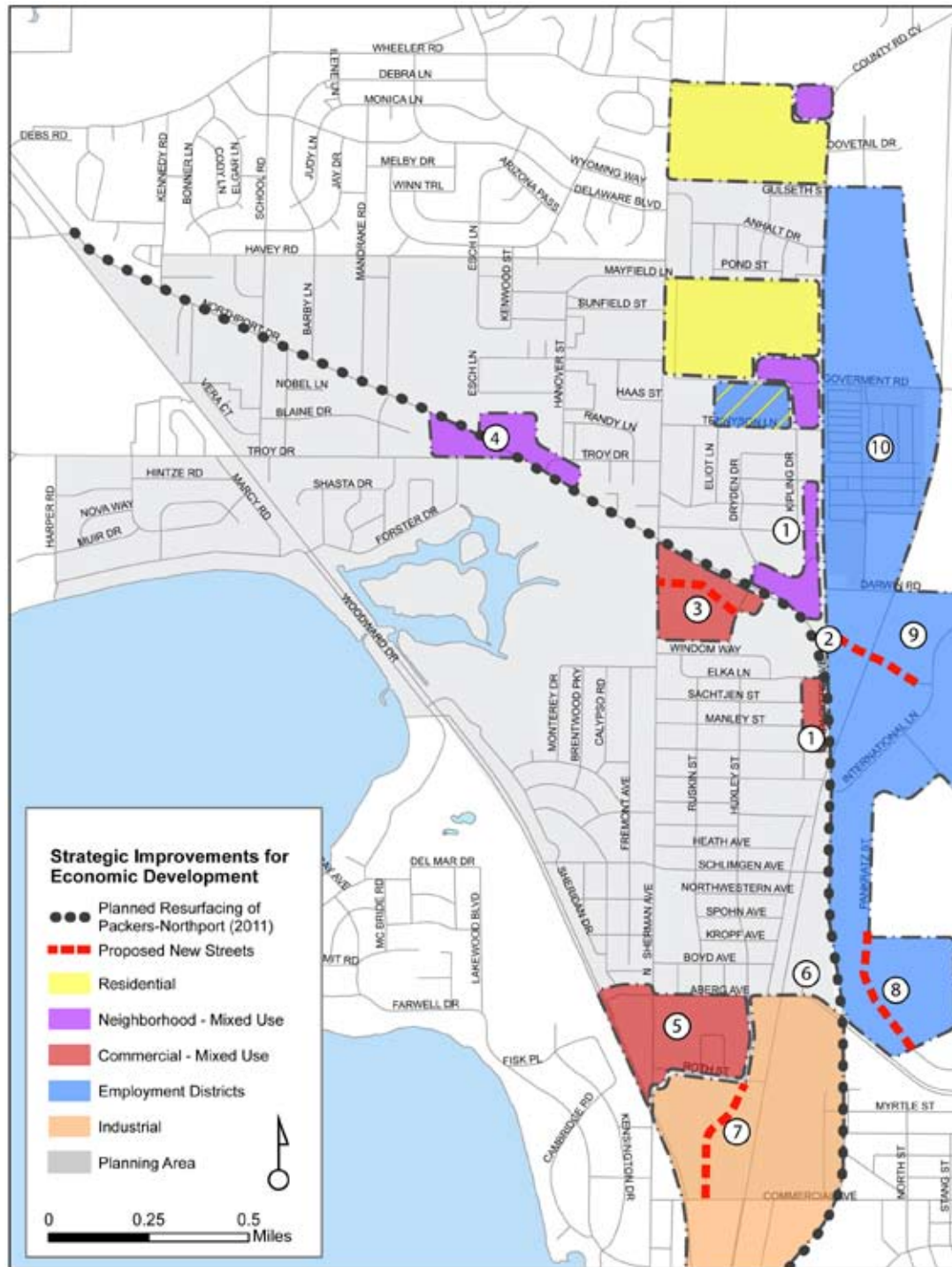
- Construct new North-south Street from Commercial Avenue to Roth Street. Develop an interconnected set of bicycle routes on streets or bike paths.
- Create buildable industrial lots along new street. Promote industrial and urban agriculture uses.

8. Pankratz Street to Shopko Drive

- Complete public street connection to provide access to Airport Business Park. Install sidewalks and bicycle connections.
- Create buildable lots along the street frontage.

9. Airport Business Park

- Construct new street to access Packers Avenue and employment lands to the north. Street connection requires approval to cross railroad corridor.
- Create buildable office lots along new street frontage. Build at higher density.
- Provide connection with planned high-speed rail station.



10. Employment Uses along Highway CV (East)

- Reserve street right-of-way for future Dane County Airport entrance near Government Road.
- Develop street system (with sidewalks) at the time new development occurs.
- Promote employment activities in a planned development pattern on the eastside of Packers Avenue from Darwin to Highway CV.
- Promote new employment opportunities in a manner that retains Oak Terrace Mobile Home Park in the short-term with long-term phase out of the residential use.
- Expand commercial uses to the west of Northgate Shopping Center (long term) and north of Roth Street.
- Upgrade exterior building facade and parking lot landscaping.
- Improve streetscape with new plantings and fencing.

Map 5: Strategic Improvements for Economic Development Map.

Chapter Five:

Improve Safety and Efficiency of Walking, Biking and Driving

Improving transportation safety and efficiency facilitates better connections between neighborhoods and people and connects them to jobs, services, shopping, and recreation opportunities within the area and beyond. The Northport/Packers and North Sherman Avenue corridors provide primary access to the Northside and the rest of the City, but they also create barriers to safe and efficient movement of pedestrians and bicyclists, and they have an outdated and uninviting appearance. Also, the planning area is served by a number of bus routes but some of the bus stops and other waiting areas are not comfortable due to lack of bus shelters and benches and inadequate signage.

Safer crosswalks, additional bike lanes, and physical appearance improvements to gateway corridors could improve walking, biking, and motor vehicle access within the planning area and to other parts of the City. Improvements to bus waiting areas such as additional bus shelters, identification signage for bus stops and park and ride sites, and benches could improve the bus riding experience. Continued support for commuter and/or high speed rail with a stop on the Northside will also serve to improve resident, business and visitor access to the planning area.

Transportation Goals

Through improvements to our roads, bicycle routes, and public transportation, all members of the community will have access to safe and efficient transportation options throughout our neighborhoods.

- Promote a system of safe pedestrian and bicycle connections linking key activity areas and destinations, such as community centers, open spaces, schools, and shopping areas.

- Develop strategies to improve pedestrian crossings at key arterial intersections while implementing traffic calming devices to address safety issues on local streets.
- Improve and/or complete links to the existing system of bicycle paths, bicycle lanes, and sidewalks that provide access to community centers, schools, and other important public areas.
- Provide convenient public transit routes to major employment, education, and shopping destinations; develop and clarify future transit route options to guide long-term and future land use decisions.
- Promote compact, higher density development along and around transit corridors/stops.

Transportation Recommendations

The Steering Committee worked with City staff and community stakeholders to develop the following recommendations to address the plan's goals. The recommendations are organized as short-term, implementation timeframe of between 0 to three years, and long-term, implementation timeframe of more than three years. Within each of these categories, the recommendations are listed in priority order as determined by the Steering Committee. *(Also refer to Map 6 Transportation Improvements)*

Short-Term Recommendations (0 to 3 years)

1. Improve pedestrian safety and aesthetics on North Sherman Avenue from Trailway

Street to Northport Drive considering the following: a) on the West side of the road, widen the right-of-way immediately North of Trailway Street and at the Warner Park entrance; b) install one landscaped pedestrian island at Trailway Street and the two larger pedestrian islands at the Warner Park entrance; c) install high visibility crosswalks at both locations.

2. Consider installing high visibility crosswalks at Dryden Drive, the midblock crossing near Walgreen's, North Sherman Avenue, Warner Park entrance, Troy Drive, School Road and Kennedy Road.
3. Improve pedestrian safety and aesthetics on North Sherman Avenue from Trailway Street to Commercial Avenue such as installing better street lighting, higher visibility crosswalks, pedestrian islands, pedestrian signs, and crossing flags. Focus on the following crossing locations: a) Shabazz High School; b) Aberg Avenue; c) Mid-block crossing between Aberg Avenue and Roth Street; d) Roth Street; e) Commercial Avenue; and f) Schlimgen to Trailway.
4. Consider replacing the chain link fence on the Northport Drive median between Packers Avenue and North Sherman Avenue with a more attractive and durable option.
5. Explore and consider options for increasing safety for children/youth walking or biking to and from school through such measures as pedestrian and bicycle safety improvements, crime deterrents such as designated safe routes, no turn on red signs during times when children/youth are most apt to be sharing the roads, and additional crossing guards and

adult supervision on the way to and from school.

6. Support efforts to continue planning for Sherman Flyer Bike path and Hartmeyer bike path.
7. Consider installing a high visibility crosswalk at entrance to Warner Park Community Recreation Center location and consider installing a pedestrian crossing light.
8. Consider options to improve the safety of the pedestrian crossing on Northport Drive at Kennedy Road and consider options for moving the bus stop further east to reduce loitering by area apartment residents and help improve the comfort and safety of children/youth waiting for the bus at this location.
9. Consider removing the free-flow right turn lane from Northport Drive onto North Sherman Avenue and replace with a dedicated right turn lane.
10. Consider timing traffic lights on North Sherman Avenue to provide larger gaps in traffic that allow pedestrians more time to cross.
11. Consider reducing speed limit to 25 mph from 30 mph along North Sherman Avenue from Commercial Avenue to Northport Drive.
12. Consider relocating the bus stop on Northport Drive, which is currently aligned with the East Bluff Condominiums, with the entrance to the Warner Park Community Recreation Center.
13. Consider options and improve pedestrian



Image 18: Photo of the intersection of Northport Drive and Dryden Drive



Image 19: Photo of Madison Metro's North Transfer Point.

safety on Packers Avenue from Tennyson Lane to Schlimgen Avenue using such features as: a) high visibility crosswalks; b) ADA ramps where they do not exist, c) and pedestrian islands.

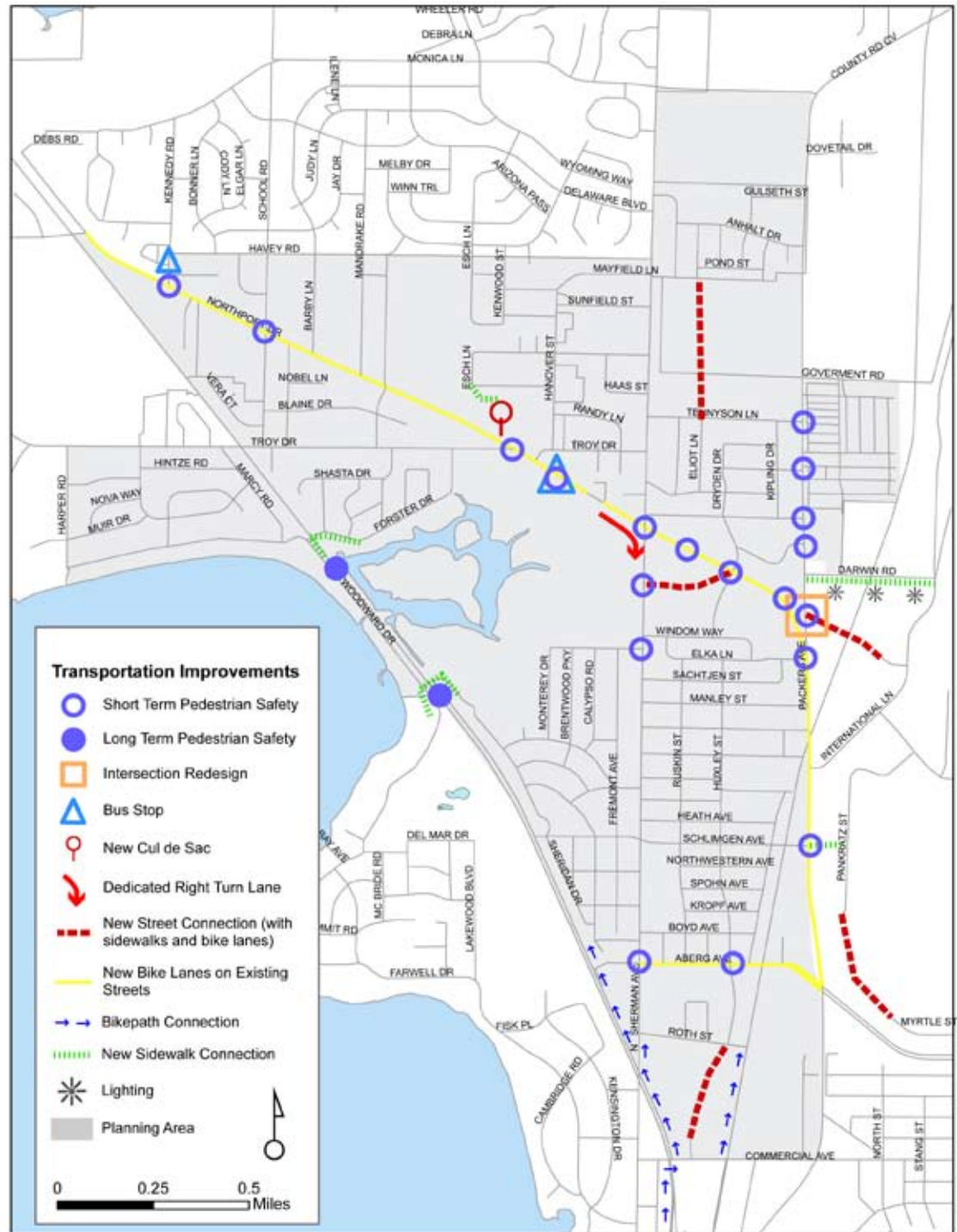
14. Consider installing pedestrian cycle on signal and countdown timers at all signalized intersections on Northport Drive.

Long-Term Recommendations (more than 3 years)

Long-term Overall

1. Explore and consider developing comprehensive transportation plans for the North Sherman Avenue and Northport/Packers/CV corridors incorporating many of the recommendations in this chapter including pedestrian, bike, bus and motor vehicle movement and safety improvements; corridor connections to the potential high-speed rail station; economic development strategies; aesthetic enhancement improvements; etc.
2. 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 (*see Gateway*

Map 6: Transportation Improvements Map.



Corridor Improvements section for streetscape enhancements).

3. On Aberg Avenue, explore and consider installing a pedestrian island at Huxley Street, crosswalks more visible to motorists at all intersections, and installing bike lanes on both sides of Aberg Avenue from Packers Avenue to North Sherman Avenue.
4. Work with WisDOT to consider options to reconstruct the intersection of Northport Drive/Packers Avenue/CTH CV with a roundabout or T-intersection that incorporates high visibility pedestrian crossings, wide sidewalks and bike facilities.
5. Consider options to widen street terrace and narrow median along Northport Drive from Troy Drive to Knutson Road, add enough terrace area to plant street trees and other landscaping, install environmentally friendly drainage such as a bioswale and landscaping on median, and mark bike lanes.
6. Explore and consider providing a public road/cul-de-sac with sidewalks and terraces at entrance to the future UW Credit Union site, Woodland Apartments, Pizza Hut, etc. off of Northport Drive; connect cul-de-sac with a pedestrian/bike path through the commercial properties (use existing 30 foot rear easement) to Lake View Hill County Park.
7. Explore and consider constructing a public street through the Northside TownCenter property from the North Sherman Avenue/Warner Park entrance to Dryden Drive. Provide pedestrian, bicycle and other improvements.
8. Explore and consider extending/constructing a new public street from Commercial Avenue to Huxley Street where it intersects with Roth Street. Assess traffic volume, traffic speed and pedestrian safety impacts to surrounding neighborhoods.
9. In the Airport/Packers Gateway area, explore and consider constructing a new public street connecting the Packers Avenue/CTH CV/ Northport Drive intersection and American Drive (Independence Lane) in the Airport Industrial Park.
10. From Packers Avenue to North Sherman Avenue or Troy Drive consider: a) reducing Northport Drive from three lanes to two lanes in each direction; b) widen terrace, and plant street trees and other landscaping; c) mark bike lanes.
11. Explore and consider widening the sidewalk along the Warner Park side of Northport Drive from North Sherman Avenue to Troy Drive.
12. At such time new development occurs (Tennyson Lane and Raemisch areas), consider marking bike lanes along a possible future street connection from Eliot Lane to Prairie View Road.
13. With consideration of pedestrian improvements, explore relocating bus stops as necessary to accommodate new crosswalks and make all bus stops ADA accessible.
14. Explore connecting Pankratz Street to Shopko Drive.
15. Explore and consider connecting Pankratz Street to Anderson Street aligning with the driveway on the northside of Anderson Street.
16. Explore and consider installing a sidewalk and street lighting on the south side of Darwin Road from Packers Avenue to the River Food Pantry.
17. Explore and consider installing crosswalks more visible to motorists, and pedestrian islands at Woodward Drive intersections with Farwell and Northwest end of Warner Beach Park; install sidewalks in Warner Park along Forster Drive (continue to connect with Warner Park Beach sidewalk).
18. Explore and consider closing gap between Warner Park Beach sidewalk and sidewalks on Sheridan Drive and Farwell Drive in Maple Bluff.

Chapter Six:

Enhance Recreation and Sustainability of Green Spaces

The planning area encompasses a wealth of parks, open space, and natural resources. Warner Park, Lake View Hill County Park, Cherokee Conservation Park and Lake Mendota are some of the area's larger parks and natural resources, while some of the smaller neighborhood parks include Windom Park, Berkeley Park, Whitetail Ridge Park and Brentwood Park (*see Volume II, Chapter 7 for background information*).

Maintaining and improving the quality of parks, open space, and natural resources is a high priority theme running throughout the neighborhood plan. This theme is addressed through the following goals, recommendations and strategies.

Parks, Open Space and Natural Resource Goals

Support and encourage sustainability in community improvement efforts to minimize environmental impacts and resource consumption and help ensure all may enjoy the area's natural resources, green space, and recreational opportunities.

- Encourage involvement by neighborhood environmentalists and conservationists in community improvement efforts.
- Develop an interconnected system of parks, greenways, and trails to take advantage of the close proximity to the natural resources within the neighborhood, such as Cherokee Marsh, Lake View Conservation Park, and Mendota State Hospital lands.
- Develop parks adjacent to, or provide a recreational linkage to, public schools or other open space to capitalize on the benefits

provided by combining public-private lands for recreational use.

- Improve and enhance the quality of existing park and open spaces, including seasonal activities such as boat rental, ice skating, and cross county skiing.
- Promote neighborhood type, passive recreation uses in community parks.

Parks, Open Space and Natural Resource Recommendations

The recommendations listed below are in priority order as determined by the Steering Committee. (*Also refer to Map 7 Strategic Improvements for Warner Park*)

1. Prepare a *Land Use Plan* for Warner Park. As part of the Land Use Plan:
 - a. Inventory existing uses and evaluate current use level;
 - b. Identify future recreational activities with site locations, dimensions, and capacity standards, including Warner Park Community Center expansion, and proposed Warner Park public swimming pool;
 - c. Determine cost estimates; and;
 - d. Evaluate neighborhood impacts.

Land Use Plan Strategic Improvements to Warner Park (see Map 7)

- a. Reconfigure the main entrance drives into Warner Park off of North Sherman Avenue and Northport Drive. Install "formal" entrances with public art (see



Map 7: Strategic Improvements for Warner Park Map.

- Figure 14), landscaped medians, and improved sidewalk system. Create a central focal point with a predominant feature such as public art at end of drive.
- Modify parking lots abutting North Sherman Avenue entrance with either a permeable green paving system or bioswales to provide vegetative cover with minimal loss of parking spaces.
 - Develop a more extensive path system around the park's periphery. Connect existing pedestrian gaps and install specific feeder paths to connect with the existing path system. Identify specific locations for benches, picnic tables, trash cans, path lighting, shade trees, or other amenities.
 - Clear select trees and brush in the heavily overgrown area off of Monterey Drive to make it more visible for park path users. Restore native plantings where appropriate.
 - Upgrade Monterey/Warner Park playground area and install a sidewalk leading to it from Monterey Drive.
 - Clear select trees and brush near the tennis court (southern end) to make more visible to park users.
 - Relocate some of existing parking to a new, small parking lot off of Trailsway near the existing baseball diamonds.
 - Make Warner Park more of a *winter destination* by considering adding groomed cross country ski trails and snow shoe trails (with potential to connect to Maple Bluff golf course trails), ice skating rink on the lagoon, and rental



Image 20: Photo of the Warner Park lagoon and shelter.



Image 21: Photo of Lakeview Hill Park and the sanatorium building from Northport Drive.

facilities for skiing and skating in Warner Park.

- i. Add water-related recreational activities in Warner Park such as accessible piers for fishing in the lagoon and canoe and pontoon rentals by the lagoon (see Water Quality n. for recommendations to improve water quality).
- j. Create small site gathering places in Warner Park for quiet respite, private ceremonies, small site performance art, concerts, etc. Gathering places could include master gardens, benches, public art, water fountains, gazebo, etc. (See Figure 14). Three locations to consider include: 1) Main park entrances at North Sherman and Northport Drive, 2) Forster Drive (northeast corner of Park), 3) island in the lagoon with specific wetland habitat (not in the area for fireworks staging).
- k. Enhance the existing playground by the intersection of Troy and Forster Drives: i) add additional age-appropriate play equipment; ii) use accessible fill such as recycled tires; use trees, shrubs and other materials, to create a more well-defined, distinct playground which is visually separate from the larger Warner Park system (maintain sight lines into play area for safety reasons); iii) install small sun shelter with picnic tables; and iv) name the play area to distinguish it as a subarea of Warner Park.
- l. Any consideration of a swimming pool will start with a separate planning process to evaluate the cost/benefit and impacts of a pool to nearby neighborhoods including traffic noise, parking implications, pool use noise, and other potential negative impacts.
- m. Evaluate the capacity and cost/benefit

of expanding the community center to provide concession and equipment rental space for outdoor activities at the Center or an accessory location.

- n. Work with the State, Dane County and other groups to determine the best way to improve lagoon water quality. Consider the following: Dredge lagoon and use resulting material to fill soccer fields north of WPCRC, and fill a small portion of lagoon between island and the southwest shore to initiate circulation of lagoon water. Also install carp control measures, a lagoon aerator, and consider options to improve stormwater management.
2. Explore options to improve water quality at Warner Park Beach.
 3. Explore creating a greenway connection and/or wayfinding system between Cherokee Marsh and Conservation Park, Lake View Hill County Park, Warner Park, Mendota Mental Health Hospital, Central Wisconsin Center, Governor's Island and connecting south to Tenney Park. Designating key entrances, installing kiosks with locational maps, and locating wayfinding signage at recreational sites will help inform users of their whereabouts and how to navigate to other Northside open spaces.
 4. Consider locating a spray park at Warner Park Community Center, Berkley Park, or another appropriate park or open space.
 5. Evaluate building a footbridge over the culvert at 1158 Woodward Drive to connect the north and south sections of the beach area. See Figure 14 for proposed location and





Gateways		
	<i>Concept</i>	<i>Example</i>
Inviting Spaces		
	<i>Concept</i>	<i>Example</i>
Pedestrian Access		
	<i>Concept</i>	<i>Example</i>

Figure 14: Concepts from Northside Art & Design Charrette held on April 11, 2009. Participants include: Jeffery Affeldt, Ellen Barnard, Ron Baeseman, Kate Clapper, Mike Gasch, Martha Kauppi, Julia Weaver, Rachel Winkley, and Marcia Yapp.

possible bridge design.

- Consider enhancing park amenities such as the changing house/restrooms at both ends of the beach with a play area, additional grills, etc. (see Figure 14).
- Support the Dane County Lake View Hill Master Plan. To improve the connectivity of Lake View Hill Park to Warner Park, explore a pedestrian path along the rear property easement of the 1410-1422 Northport Drive (Lakeview Office and future UW Credit Union site) to Troy Drive.
- Remove low-growth vegetation along property line between Windom Way Park and Packers Townhouse Apartments to improve the visibility. Explore installing community gardens and soccer field.
- Consider installing artistic screen panels between the sidewalk and road along Woodward Drive to create an attractive buffer between pedestrians and traffic. Explore ways to involve area children/youth in designing and installing panels. See Figure 14 for recommended screen location and possible designs.
- Consider adding a play structure and half-court basketball to Brentwood Village Park.

Chapter Seven: Enhance and Expand Community Education and Recreation

Improving and expanding neighborhood resources to better engage, enrich and serve residents of all backgrounds and abilities was identified as an important theme for the planning area. Education can prepare people to find meaningful and gainful employment. Where there is a cycle of poverty, education can help break this chain. It can lead to financial stability, a greater sense of personal satisfaction, and an overall higher quality life. Recreation also enhances peoples' lives, providing relaxation and enjoyment while helping to build lifelong habits of health and fitness.

The neighborhood planning process took a look at educational programming offered in area schools, community learning centers, community centers, and higher education and adult education facilities. Recreational programming through Madison School and Community Recreation, and other organizations was also explored. The following goals and recommendations were developed to help address the planning area's unmet educational and recreational needs.

Community Facilities Goals

Educational and recreational activities and programming for residents of all ages to supplement existing programs and to address unmet needs.

- Encouraging neighborhood communication and involvement from the area's wealth of cultural, ethnic and international groups and people of all ages and abilities will help us keep our community unified and strong.
- Promote resident involvement in neighborhood associations, community groups and/or neighborhood and community

sponsored activities, events, and programs.

- Devise strategies to engage individuals with diverse backgrounds.
- Devise strategies to engage individuals and communities of different cultural heritage, ages and abilities.
- Institute a broad-based approach between neighborhoods, other neighborhood-based stakeholders and community organizations to address improvement strategies.

Community Facilities Recommendations

The recommendations listed below are in priority order as determined by the Steering Committee.

1. 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, and strive to supplement existing youth programs. Replicate or grow successful programs in areas with unmet needs.
2. Foster a collaborative relationship between the Madison Metropolitan School District and community groups where community groups can use area schools for neighborhood and after-school activities at low or no cost (particularly the gyms and classrooms) and schools can use the community centers for parent-teacher conferences, special events and additional space during the school day.
3. Consider the expansion of Warner Park



Image 22: Photo of neighborhood children taking part in a car wash.



Image 23: Photo of youth baseball team practicing at Warner Park.



Image 24: Photo of the River Food Pantry.

Community Recreation Center and broaden outreach for programming and other resources to all area children/youth and adults. Add a dedicated professional youth development staff to the Warner Park staff team (*also see Parks, Open Space and Natural Resources Recommendations*).

4. Continue support for the Northside Planning Council and encourage collaboration between this group and other community organizations.
5. Continue support for the Northside Farmer's Market and winter market.
6. Consider increasing the size of the Lakeview Library building, expand hours, and add bilingual staff members.
7. Explore options to improve social services and community support resources for the Northside such as:
 - English language learner classes and other services for non-native English speakers.
 - Early childhood education, quality childcare.
 - Family literacy.
 - Vocational and job training.
 - Senior programs including meals and recreation.
 - Parent education, training and support.
 - Public Health services such as mobile clinics run by UW Madison and St. Mary's Hospital.
 - Health fairs and workshops by community



Image 25: Photo of youth participating in Cub Scouts.



Image 26: Photo of the Kennedy Heights Community Center

groups, Touched Twice United, etc.

- Mobile food pantries.
- U.W. Extension programs.
- WIC (Women, Infants and Children) programs.

8. Work with community centers, schools, Madison School and Community Recreation, Lakeview Library, neighborhood associations, centers of worship, food pantries and other non-profit service delivery organizations to explore establishing a neighborhood-based network and/or distribution relationship to assemble and disseminate community information about neighborhood events, programs, and social and economic issues such as jobs, healthcare, and education. Information distribution methods could include listservs, websites, school newsletters, neighborhood newsletters, etc.

9. Continue support for the River Food Pantry.

10. Strengthen existing neighborhood and resident associations and establish new groups in areas of the neighborhood without resident representation. Areas to concentrate on: Lerdahl, Mendota, Sherman Village, and Woodlands.

11. Provide continued support to multi-family communities that have achieved great success in becoming safer, more enjoyable places to live such as the Woodlands, Vera Court, Northport/Packers, Kennedy Heights and others.

12. Explore and consider strengthening existing programs and increasing the number of programs that provide resources and encouragement for area youth and adults to

access higher education. Encourage higher education institutions to locate satellite classrooms at community centers, Lakeview Library and other accessible neighborhood locations.

13. Encourage MSCR to explore the possibility of increasing academic programming and encourage MSCR to employ Northside residents.

14. Conduct an inventory and assessment of Northside health and dental services including additional services that are needed and resident access particularly in high need locations. Consider nurses that are on-site, home-visit nurses, Public Health Madison-Dane County nurses, Parish nurses, and school nurses in high-need locations.

15. Explore and consider working with Northside job centers to establish job training/employment programs in neighborhood schools for positions such as teachers' aides, administrative aides, database related positions, etc.

16. Support establishment of community gardens on appropriate open spaces

17. Support collaborative efforts between the East Area PTO and neighborhood associations to keep area elementary schools open.

18. If the need arises, encourage the City to facilitate a process to identify a permanent location for the Northside Farmers Market.

19. Explore options to improve Northsiders' access to existing swimming pools such as pool admission and membership scholarships,

and/or sliding scale admission fees, and a direct summer bus route from the Northside to Goodman Pool (*Area swimming pools that may be targeted include East High School, Madison Area Technical College, Lapham Elementary School, and the Princeton Club. Also see Parks, Open Space and Natural Resources recommendations*).

20. Work with schools and the East Area PTO Coalition to welcome parents of all ethnic, cultural and socio-economic backgrounds to participate; plan meetings and other activities at locations, times and with provisions such as childcare to make it more feasible for all to participate.
21. Create a partnership between the Dane County Time Bank and neighborhood schools where Time Bank resources are used to strengthen schools and the community and advertise job training, volunteer, and employment opportunities.
22. Work with Northside schools and the East Area PTO Coalition to support school performance improvements.
23. Explore and consider improving the connection between Northside residents and affordable, nutritious food through mobile food pantries and working with Food Share of Wisconsin to include the Northside as one of its food drop-off sites.

Chapter Eight: Create Stable and Inviting Places to Live

Throughout the planning process, the NWS SC discussed and debated issues of neighborhood stability and personal safety. The group carefully developed strategic goals and recommendations to address these issues.

When people feel a sense of stability in their homes and neighborhoods, they experience a higher quality of life. Stable and inviting places to live include high quality housing, which is owned and rented by people who take responsibility for the appearance and upkeep of their homes. These folks might also enjoy working with each other to help maintain public gathering spaces, address neighborhood problems, and organize block parties, picnics, neighborhood fundraisers and other engaging activities.

Stable and inviting places to live are themselves deterrents to negative behavior and crime. Where there are engaging, enriching neighborhood activities and attractive surroundings, there are also residents with a sense of civic respect and pride. Inviting places to live will, in turn, continually attract new people who also take pride in their homes and neighborhoods.

The following goal and recommendations provide a guide to the planning area's neighborhoods, community organizations and City agencies on how to address the area's housing and safety issues. The recommendations also incorporate ways to build upon assets and opportunities in the area to better address the issues.

There is a sub-team of City agency and community representatives that has begun strategizing and taking action to address housing and neighborhood and personal safety issues in the Brentwood-Trailway area. Strategies from this sub-team are included in this chapter and

are intended to be applicable to other parts of the planning area that have experienced similar housing and safety challenges.

Housing Goal

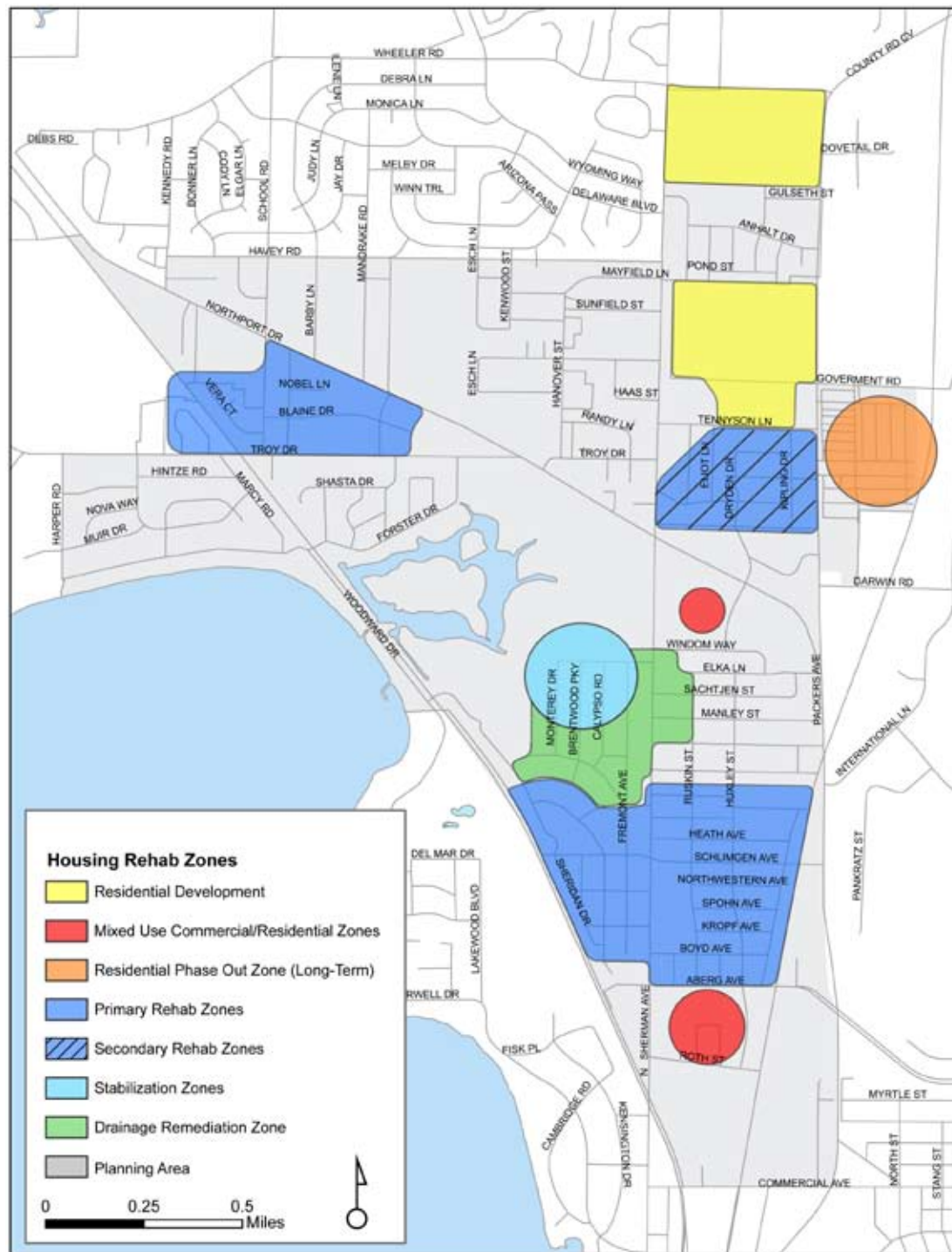
Stable, inviting residential areas with preservation of existing single-family, owner-occupied areas and well-kept and rehabilitated housing throughout the Northside.

Housing Recommendations

The recommendations listed below are in priority order as determined by the Steering Committee. *(Also refer to Map 8 Housing Rehab Zones and Map 9 Housing Rehab Target Areas)*

1. Sustain a mix of available housing types including: single-family, owner-occupied, rental, multi-unit or multifamily, senior housing, affordable housing, and also encourage development of housing in the upper ranges of the current market.
2. Preserve single-family housing character in residential areas. Specifically, explore rezoning the southern end of the Sherman Neighborhood from R4 to R3, or equivalent zoning classification, to retain existing single-family and two-family character. Consider preserving the following design characteristics:

Design of new residential structures should follow the basic design patterns of the existing houses found in the neighborhood. These include size (ca. 800-1500 square feet on ground level, typically one to three bedrooms); height (one to two stories); and main roof



configuration (gabled roofs, including single gable, two perpendicular gables). Roof pitch for new residential structures should be within the range found on houses on that block. In cases where a new residential built to replace a house formerly located on the lot, the new structure should follow the same footprint (placement and outline on lot) as the former house. Exceptions may be made if the original house was placed off center (side to side) or its set-back was not in the range of contributing houses. If the original house was exceedingly small, the replacement house may be larger but should be within the size range of contributing houses.

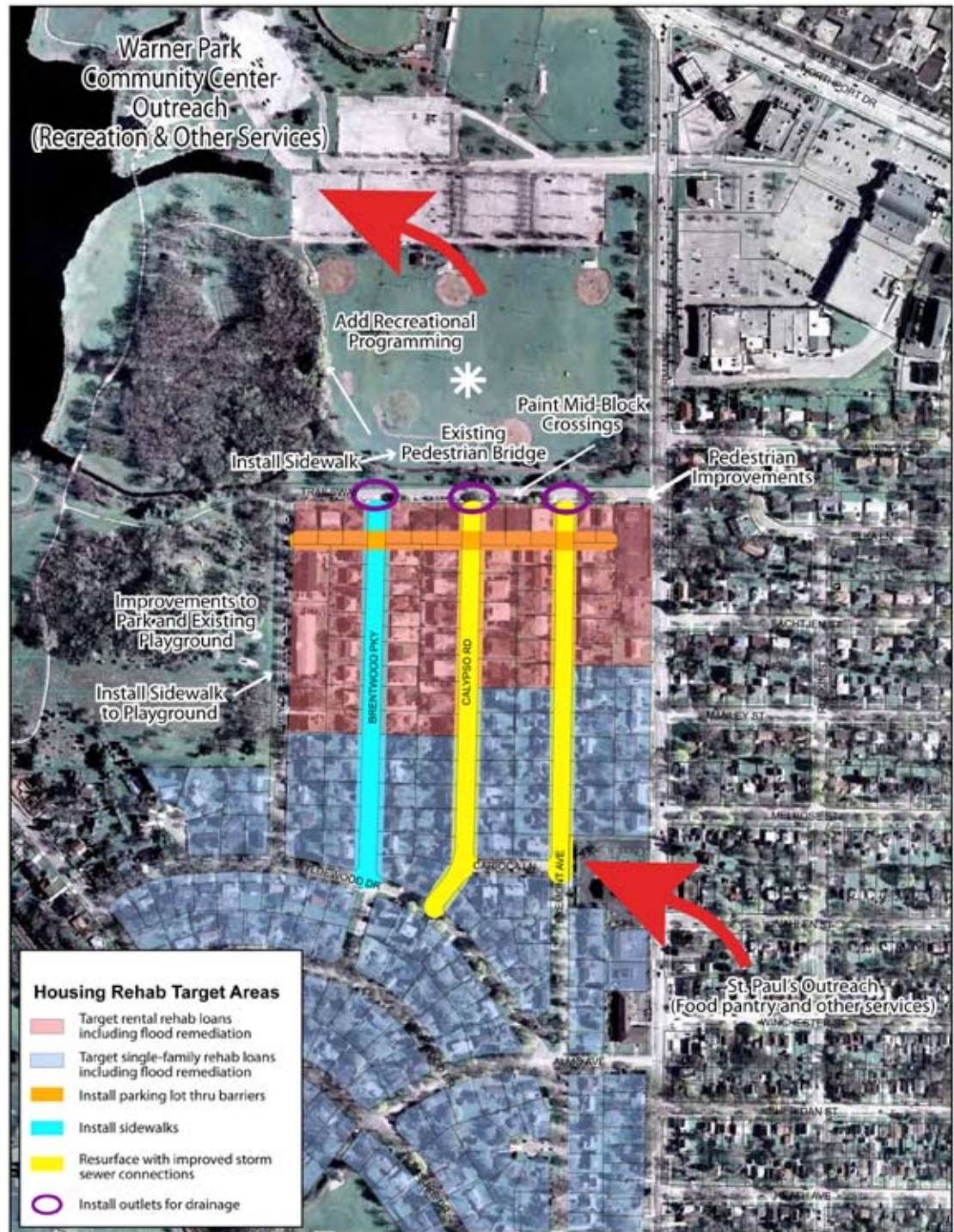
3. Explore and consider neighborhood stabilization options for emerging neighborhood areas including Brentwood, Karstens, Kipling, and Vera Court; include landlord training, property inspection and maintenance, and local hiring of residents for property management or neighborhood improvement activities. 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.
4. Explore options to encourage quality management and improved screening processes for rental residential units through partnerships and training sessions with the Apartment Association of South Central

Map 8: Housing Rehabilitation Zones Map.

Wisconsin, Tenant Resource Center, North Police District, landlords, neighborhood associations and other organizations.

5. Discourage existing owner-occupied housing from transitioning to rental housing or vacancy for an excessively long time period.
6. Work with local employers such as Corbin Business Park, Dane County Regional Airport, Dane County Airport Park, Madison Area Technical College, Kraft-Oscar Mayer, and with the Northside Business Association, real estate agents, and financial institutions to promote and market the Northside as a place to purchase a home or rent long term.
7. In the Vera Court area, explore options to: 1) coordinate housing, neighborhood center and residents; 2) retain affordable housing options; and 3) support continued operation of the Vera Court Neighborhood Center.
8. Promote and improve access and information about the availability of homebuyer loans, down payment assistance, and rehabilitation loans by publishing information in neighborhood publications and setting up counseling sessions with individuals. Market programs through the Northside News, neighborhood newsletters, and direct mail, and setup informational meetings with financial, real estate, and area landlords.

Map 9: Brentwood Village Housing Rehabilitation Strategy Map.



9. Provide property owners with information on green building/rehabilitation alternatives for planned construction and improvement projects.
10. Encourage the 1) use and/or development of foreclosure prevention counseling programs; 2) early tenant notification of foreclosure proceedings and tenant rights; and 3) monitoring of property, and quick action if necessary, of building code or safety violations.

Brentwood Village Stabilization Strategy

Stabilize the northern portion of the Brentwood Village area through a multifaceted approach to address housing maintenance, management, and neighborhood environment:

1. Communication

- Support the Brentwood Neighborhood Association and the continuation of the Brentwood Village landlord meetings.
- Establish subgroup of the North Neighborhood Resource Team (NRT) to be the conduit of information flow and to monitor improvements in the Brentwood area. This subgroup would communicate with the Brentwood Neighborhood Association, District Alderperson, Neighborhood Guidance Team, Northside Planning Council, and area stakeholders.
- Support the publication of a neighborhood newsletter to residents and landlords.

2. Property Maintenance and Improvement

- Check building approval permits/ approvals for parking lots “barriers” and parking lot lighting to ensure all building codes are in compliance.
- Interior and exterior systematic inspection for area bounded by Trailsway on the north, Fremont on the east, Monterey on the west, Wyldewood on the south.
- Develop a tracking system to monitor property code violations for district alderperson, North Neighborhood Resource Team, and city and non-city stakeholders to use.
- Targeted outreach of rehabilitation loan programs for single-family and multifamily structures, including eligible loans for drainage improvements by direct mail to property-owners and publishing information in neighborhood publications.

3. Property Management

- Conduct training sessions for landlords on applicant screening through the North Police District and provide information on rental agreements, and tenant resources.
- Work with individual property owners to identify issues and to develop plan of action to address issues.

4. Property Acquisition

- Inform affordable housing service providers of building pre-foreclosures, foreclosures, or for sale properties.
- Targeted outreach of home downpayment and home purchase programs for single-



Image 27: Photo of the North District Police Station.



Image 28: Photo of cohousing development at Troy Gardens.

family and multifamily structures.

- Aggressively target citywide real estate agents, financial institutions, and other entities to promote the Northside and its assets.

5. Improve Streets and Sidewalks

- Install new inlets on Trailsway, install storm sewers on Calypso and Fremont, and secure drainage easements on private property to address drainage issues.
- Install sidewalks on all or a portion of Brentwood Parkway to improve pedestrian safety.
- At the time Calypso Road and Fremont Avenue are resurfaced, explore streetscape improvements such as tree planting in the right-of-way.
- Install a sidewalk leading from Monterey Drive to Monterey Drive/Warner Park playground.

6. Community Safety

- Continue to maintain police presence and quick response to safety concerns.

7. Neighborhood Engagement and Involvement

- Explore stronger linkage between Brentwood Neighborhood Association, area centers of worship, Lakeview Public Library, Northside Timebank, Warner Park Community Recreation Center,

Northport/Packers Community Learning Center, Kennedy Heights Community Center, and Vera Court Neighborhood Center.

- Work with Brentwood Neighborhood Association, Northside Planning Council, area service providers to distribute information and/or improve outreach of services and programs offered within the Northside. If feasible, investigate providing recreational programming in Warner Park in close proximity to the neighborhood.
- Investigate strategies to engage residents in knowing their neighbors and participating in neighborhood-related events.

8. Park Improvements

- Expand Monterey/Warner Park playground.
- Clear select trees and brush in the heavily overgrown area off of Monterey Drive to expand the types of activities that could occur there.
- Investigate placement of a neighborhood type soccer field or community gardens by the Monterey/Warner Park playground area.

Neighborhood and Personal Safety Goals

- Encourage positive communication and collaboration between the North Police District and the community and encourage police participation in neighborhood and

community-wide events, activities, and programs.

- Create welcoming and engaging public gathering spaces, shopping and dining destinations, and parks and open spaces and improve perceived and real safety of these areas through strategic layout and design that includes benches, welcome banners, streetlamps, etc. that are visually coordinated with a design theme.

Neighborhood and Personal Safety Recommendations

The recommendations listed below are in priority order as determined by the Steering Committee.

1. Continue to develop and enhance communication mechanisms between the North Police District, property-owners, neighborhood associations, individual neighborhood residents, Northside Business Association and Northeast Senior Coalition
 - a. Emphasize the need for residents to notify the Police Department of suspicious activities.
 - b. Educate the public about actual crime statistics via the Northside News, North District News, Annual Public Safety Forum, and police attendance at neighborhood meetings, community events, and youth programs.
2. Develop relationships and partnerships between landlords/managers of apartment complexes and the North Police District. Provide training, support, and access to information for landlords to deal with tenant issues and maintain safe, well-managed

facilities.

3. Explore and consider developing and scheduling activities and events for open spaces, such as Warner Park, Windom Park, and the parking lot of the Northside TownCenter, to encourage positive use of these public and private spaces.
4. Explore establishing partnerships between neighborhood associations, apartment complexes, and the North Police District to implement community empowerment activities such as resident led Neighborhood Walk and Watch Programs and National Night Out events.
5. Explore installing additional dark skies compliant lighting and upgrading existing lighting to improve visibility and illumination in public and private places in key areas such as the Kipling Drive area.
6. Consider increasing the visibility of police patrols at key times and places, and encourage positive police contact with at-risk populations.
7. Set up training sessions to educate residents about locking/securing property, Crime Prevention Through Environmental Design tactics, and other prevention strategies that will help deter crimes of opportunity.

Chapter Nine: Implementation

The Northport-Warner Park-Sherman Neighborhood Steering Committee has solicited support for the plan recommendations through a variety of methods, such as public meetings, newsletter articles, personal face-to-face interviews, and stakeholder meetings. There are four major steps for plan implementation:

Step 1. Adoption of the Northport-Warner Park-Sherman Neighborhood Plan by the Madison Common Council.

The Northport-Warner Park-Sherman Neighborhood Plan was introduced July 7, 2009, to the Common Council for adoption. During the adoption process, 12 City Boards and Commissions reviewed the plan recommendations for approval. Attached to this neighborhood plan is a Common Council resolution adopting this plan and all of its recommendations (See Chapter 10 for Common Council Resolution). Inclusion of neighborhood improvement projects in the capital or operating budgets, work plans, or other sources of funding from state or federal governments are possible ways to implement plan recommendations.

Step 2. Inclusion of Projects in City of Madison Operating and Capital Budgets.

The NWS Neighborhood Plan and Implementation Strategy work in conjunction to address and implement the prioritized plan recommendations (See preceding Chapters for priority order of recommendations). The neighborhood plan provides direction for proposed improvements and the implementation strategy provides a framework for action for the top plan recommendations: lead implementation organizations and estimated cost, critical steps for City and neighborhood groups, and general timeline for completion. Plan implementation of neighborhood projects and programs is contingent upon available resources. Policy makers are responsible for the allocation of

resources for the entire City and thus funding for the NWS Neighborhood Plan recommendations will be weighed against other worthy projects citywide. Because of scarce resources, it will be important to understand that City/public funding of proposed improvements is and will be in competition with existing projects, and in many cases, will require special earmarking of funding to undertake projects as well as ongoing maintenance costs. Securing funding from outside sources, leveraging funding with other available funding, or dovetailing proposed new projects with planned projects will help in implementing the desired activities and projects.

Priority Recommendations

The NWS Neighborhood Steering Committee spent many of its work sessions developing plan recommendations that address the issues and opportunities of the planning area. The group drafted and redrafted the recommendations, then circulated them for City agency, community stakeholder and public input. The SC incorporated input and then prioritized the recommendations. The prioritization process provides policymakers, lead implementers and City staff with the relative importance of the recommendations.

The NWS SC members prioritized the recommendations within each theme (recommendations are listed in each chapter in Steering Committee priority order), and then across the entire plan. The six recommendations that the SC prioritized from the entire plan represent 4 of the plan's themes:

1. Develop a strategy to improve the identity, branding, marketing, and retention of Northside businesses. (*see Economic Development Recommendation #1*)

2. Prepare a *Land Use Plan* for Warner Park. (*Parks, Open Space and Natural Resource Recommendation #1*)
3. 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 Recommendation #2 and Gateway Corridor Recommendation #1 for further streetscape details*)
4. 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 Recommendation #1*)
5. 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 Recommendation #3*)
6. Explore options to improve social services and community support resources for the Northside such as:
 - English language learner classes and other services for non-native English speakers.
 - Early childhood education, quality childcare.
 - Family literacy.
 - Vocational and job training.
 - Senior programs including meals and recreation.
 - Parent education, training and support.
 - Public Health services such as mobile clinics run by UW Madison and St. Mary’s Hospital.
 - Health fairs and workshops by community groups, Touched Twice United, etc.
 - Mobile food pantries.
 - U.W. Extension programs.
 - WIC (Women, Infants and Children) programs.

Step 3. Allocation of Community Development Block Grant funding to eligible 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. After the adoption of the NWS Neighborhood Plan, the CDBG Office will pursue authorization from the Common Council to contract with organizations to carryout the projects.

Projects recommended for CDBG funding are included below in 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.

Chapter Ten: Adopting Resolution



City of Madison

Legislative File Number 15282 (version 1)

Title

Adopting the *Northport-Warner Park-Sherman Neighborhood Plan* as a supplement to the City of Madison *Comprehensive Plan*.

Body

WHEREAS the City of Madison *Comprehensive Plan*, adopted January 17, 2006, recommends the adoption of neighborhood plans for established residential neighborhoods within the City; and

WHEREAS the *Northport-Warner Park-Sherman Neighborhood Plan* area (Census Tracts 22.0, 23.01, and 24.02) received planning assistance to prepare a neighborhood plan in 1992 and 1996 and the Common Council adopted the *Northport-Warner Park Neighborhood Plan* on November 10, 1992 and the *Brentwood Village-Packers-Sherman Neighborhood Plan* on July 2, 1996; and

WHEREAS the Mayor appointed the *Northport-Warner Park-Sherman Neighborhood Plan Steering Committee (NWS SC)* and the Common Council confirmed this Committee that included area neighborhood residents, business owners, non-profit organization employees, and landlords who were charged with updating the *1992 Northport-Warner Park Neighborhood Plan* and the *1996 Brentwood Village-Packers-Sherman Neighborhood Plan*; and

WHEREAS the updated *2009 Northport-Warner Park-Sherman Neighborhood Plan* follows the format of the 1992 and 1996 plans for this area, with the exception that the land use recommendations now follow the format of the City's *Comprehensive Plan*, and the Plan provides additional and detailed recommendations for future development within the neighborhood; and

WHEREAS, the NWS SC met 37 times between January 2008 and June 2009, and worked with City Planning Division staff to draft the vision, goals, objectives, and recommendations in the Plan and to facilitate a public participation process that included four large-scale public open house events, two public input coffees, interviews with area community organization representatives, and participation in area neighborhood association and other community group meetings; and

WHEREAS, on June 29, 2009, the Steering Committee unanimously approved the final draft *Northport-Warner Park-Sherman Neighborhood Plan* and recommended that it be submitted to the City for adoption; and

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby adopt the *2009 Northport-Warner Park-Sherman Neighborhood Plan* and the goals, recommendations and implementation steps contained therein as a supplement to the City's *Comprehensive Plan*; and

BE IT FURTHER RESOLVED, that any changes to the *Comprehensive Plan's* Generalized

Future Land Use Plan Map recommended in the *Northport-Warner Park-Sherman Neighborhood Plan* be considered for adoption during the next annual *Comprehensive Plan* evaluation and amendment process; and,

BE IT FURTHER RESOLVED that the following specific recommendations are the top six of all recommendations in the Plan as designated and prioritized by the *Northport-Warner Park-Sherman Neighborhood Plan Steering Committee*; and

BE IT FINALLY RESOLVED that the appropriate City agencies consider including the recommendations of the *Northport-Warner Park-Sherman Neighborhood Plan* in future work plans and budgets:

Northport-Warner Park-Sherman Neighborhood Plan Steering Committee Top 6 Recommendations

1. Develop a strategy to improve the identity, branding, marketing, and retention of Northside businesses.
2. Prepare a Land Use Plan for Warner Park.
3. Explore and consider installing streetscape enhancements with a uniform design that may feature iconic neighborhood images and other decorative elements. Consider including multi-cultural aspects to the designs to reflect the diversity of the Northside. One element of this recommendation is to consider clustering streetscape enhancements near commercial areas to create a "main street".
4. 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.
5. 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.
6. Explore options to improve social services and community support resources for the Northside such as:
 - English language learner classes and other services for non-native English speakers.
 - Early childhood education, quality childcare.
 - Family literacy.
 - Vocational and job training.
 - Senior programs including meals and recreation.
 - Parent education, training and support.
 - Public Health services such as mobile clinics run by UW Madison and St. Mary's Hospital.
 - Health fairs and workshops by community groups, Touched Twice United, etc.
 - Mobile food pantries.
 - U.W. Extension programs.
 - WIC (Women, Infants and Children) programs.

Fiscal Note

There is no fiscal impact associated with the adoption of the plan. However, implementing the plan will have fiscal impacts in the future and will require Common Council approval at that time.