

City of Madison
Interdepartmental Correspondence

Date: July 15, 2009

To: Community Services Committee

From: Linda Horvath, Planning Division

Subject: FINAL DRAFT Northport-Warner Park-Sherman Neighborhood Plan

The Northport-Warner Park-Sherman Neighborhoods received planning assistance to prepare a neighborhood plan in 1992 and 1996, and to prepare an update to these plans in 2007. 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. The FINAL DRAFT 2009 Northport-Warner Park-Sherman Neighborhood Plan is an update of the 1992 and 1996 plans. Review and approval of the 2009 Final Draft by 11 Boards, Committees, and Commissions is underway. Plan adoption by the Common Council is anticipated October 6, 2009.

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

FINAL DRAFT Northport-Warner Park-Sherman Neighborhood Plan

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

The *Northport-Warner Park-Sherman Neighborhood Plan* is a mid-range (5-10 year) plan that identifies neighborhood issues and proposes recommendations to address them. Plan recommendations are divided into categories consistent with the Comprehensive Plan: land use, transportation, housing, economic development, parks and open space, and community facilities. There are also recommendations for gateway corridors and neighborhood and personal safety. The planning area boundaries include: Commercial Avenue on the south, Packers Avenue and CTH CV on the east, Wheeler and Havey Roads on the north, and Woodward Drive and Lake Mendota on the west.

Board and Commission Review

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

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

Plan Recommendation Summary: Community Facilities

The plan recommendations for community facilities primarily address unmet needs in the areas of social services, community education, recreation, and job preparation. Detailed recommendations, listed in the Steering Committee's priority order, are found on pages 41-44 of Volume I. Highlights of these recommendations include:

- Explore options to improve social services and community support resources.
- Increase academic and recreational programming for children/youth.
- Continue support for area groups such as the Northside Planning Council, River Food Pantry, and the Northside Farmer's Market.
- Consider expansion of facilities such as the Warner Park Community Recreation Center and Lakeview Library.
- Create neighborhood-based network that assembles and disseminates community information about neighborhood programs, events, and activities.
- Strengthen and increase job preparation resources for youth and adults.
- Encourage employment of local residents at area community organizations and schools.
- Explore and encourage improving Northsiders' access to affordable and nutritious food.

Plan Recommendations: Parks, Open Space, and Natural Resources

The plan recommendations for parks, open space, and natural resources primarily address improvements to Warner Park, and connections between the area's wealth of greenspaces. Detailed recommendations, listed in the Steering Committee's priority order, are found on pages 37-40 of Volume I. Highlights of these recommendations include:

- Prepare a land use plan for Warner Park that explores and evaluates the feasibility of improving Warner Lagoon water quality and adding recreational activities such as fishing, non-motorized boating, and ice skating; adding a walking path around the perimeter of the park; determining the potential for a pool or spray park; redesigning entrances and parking lots off North Sherman Avenue and Northport Drive that are more attractive and pedestrian friendly, etc.
- Explore improving water quality at Warner Beach.
- Create greenway connections between parks and open spaces.

Priority Plan Recommendations

The *Northport-Warner Park-Sherman Neighborhood Plan* identifies six top recommendations. Two of the top plan recommendations are from Chapter Seven, Community Facilities:

- Develop a strategy to improve the identity, branding, marketing, and retention of Northside businesses (*Economic Development #1*).
- Prepare a land use plan for Warner Park (*Parks, open Space, and Natural Resource #1*).

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

Public Participation

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

- *Community Group Interviews* with 20 organizations were conducted prior to the start of the planning process to identify key planning issues for the planning process to address.
- Four *Large-Scale Public Open Houses* were held during the planning process to identify important neighborhood issues and to review plan drafts.
- Steering Committee members and City staff attended various *neighborhood events and activities* such as Kennedy Heights Spring Fling, Northside Farmer’s Market, and North-Eastside Senior Coalition concerts in Warner Park to inform people about the planning process and to solicit public input.
- *Participation in meetings of stakeholder groups* such as the Northside Planning Council, Northside Business Association, and 11 neighborhood associations to discuss planning issues and recommendations.
- *Two public input coffees* with representatives of community groups such as the Northport and Packers Community Learning Centers, neighborhood associations, schools, and the Northside Planning Council.

- One-on-one *stakeholder interviews* were conducted with individuals that represented organizations or primary property interest in the area.
- 12 *focus groups* with stakeholders were conducted as part of the Northside Market Study to solicit input and ideas about economic development.
- *Neighborhood planning articles and announcements of public input opportunities* were published in the Northside News, Northport News, Sherman Neighborhood Newsletter, among other publications, beginning in fall 2007.
- A *planning website* was created during the planning process (<http://www.cityofmadison.com/neighborhoods/northsideplan/index.cfm>) which includes an overview of the plan, agendas, minutes, background information, public open house results, and the draft versions on the neighborhood plan.

Neighborhood planning information was also made available at Lakeview Library.

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