

City of Madison
Interdepartmental Correspondence

Date: July 22, 2009

To: Board of Public Works

From: Linda Horvath, Planning Division

Subject: FINAL DRAFT Northport-Warner Park-Sherman Neighborhood Plan, Legistar #15282

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 (NWS 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.

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

FINAL DRAFT Northport-Warner Park-Sherman Neighborhood Plan

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

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

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

Board and Commission Review

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

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

Plan Recommendation Summary

The plan recommendations that require capital improvements primarily fall within the areas of land use/redevelopment and gateway corridor enhancements (Volume I, pages 5-26) and transportation (Volume I, pages 33-36). Some highlights of these recommendations are:

Land Use and Redevelopment Recommendations

- Northside TownCenter Conceptual Designs
 - Private and/or public north-south and east-west main streets with high visibility crosswalks, sidewalks, pedestrian signs and other pedestrian safety and access amenities.
- Airport-Gateway Conceptual Designs
 - Potential passenger rail connection between Dane County Regional Airport and Downtown Madison with a transit stop in this location integrated with other modes and well-connected with surrounding neighborhoods.
 - Bike/pedestrian path through this area using City-owned rail right-of-way linking to a larger system that circulates throughout Madison.
 - Safer pedestrian crossings and intersection improvements at CTH CV-Darwin Road as well as Packers Avenue-Schlimgen Avenue.
 - Improvements to Packers Avenue/CTH CV/Northport Drive intersection as separate project from the long-term reconstruction of STH 113 to aid in redevelopment of this gateway area.
- Northport-Troy Conceptual Designs
 - Pedestrian/bicycle connection behind future UW Credit Union from the northwest corner of Warner Park to the southeast corner of Lake View Hill Park.
 - 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.
- Raemisch Farm Property Conceptual Designs
 - Streets designed with traffic-calming elements at appropriate locations in order to move traffic safely and efficiently.
 - Street/path system connected to existing streets adjacent to the site, and to the rest of the Northside and the City.
 - Bike/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.
- Northgate – Oscar Mayer Conceptual Designs
 - “Main street” system connecting existing streets like Stephen Street and Ruskin Street, and new streets to enhance connectivity within and through the site.
 - Extend Ruskin Street near Commercial Avenue north to Huxley Street – mitigate traffic impacts to the surrounding neighborhood.
 - Connection between potential street/path system, commuter rail, and bus transfer point.
 - Street or pedestrian/bike east-west connection near Schlimgen Avenue across Packers Avenue to Pankratz Street.
 - Sherman Flyer bikepath and interim bikepath proposed to extend from Commercial Avenue to Roth Street and Huxley Street.

Gateway Corridor Recommendations

- Streetscape enhancements along Northport Drive, North Sherman Avenue, and Packers Avenue with a uniform design – may include artistic median fencing, screen fencing, banners, plantings, public art, benches, etc.

- “Main street” along North Sherman Avenue using the above streetscape enhancements.
- Create gateway entrances at major intersections and other prominent locations.
- Plant trees in public right-of-way of major roads and install median plantings in select areas.

Transportation Recommendations

- **Short-term (less than 3 years)**
 - Improve pedestrian safety and aesthetics along North Sherman Avenue from Trailsway Street to Northport Drive considering: a) on the West side of the road, widen right-of-way immediately North of Trailsway Street and at the Warner Park entrance; b) install one landscaped pedestrian island at Trailsway Street and the two larger pedestrian islands at the Warner Park entrance; c) install high visibility crosswalks at both locations.
 - Consider installing high visibility crosswalks at locations along Northport Drive and North Sherman Avenue including: Dryden Drive, midblock crossing near Walgreen’s along Northport Drive, Northport/North Sherman intersection, Warner Park entrances, Troy Drive, School Road, Kennedy Road, Shabazz High School, Aberg Avenue, mid-block crossing between Aberg Avenue and Roth Street, Commercial Avenue and at all intersections from Schlimgen to Trailsway Street.
 - Remove free-flow right turn lane from Northport Drive onto North Sherman Avenue and replace with a dedicated right turn lane.
 - High visibility crosswalks along Packers Avenue from Schlimgen to Tennyson Lane and other pedestrian amenities.
- **Long-term (more than 3 years)**
 - “Main street” along North Sherman Avenue, perhaps where commercial development is concentrated, with safer pedestrian and bicycle connections, streetscape enhancements, etc.
 - On Aberg Avenue, pedestrian island at Huxley Street, higher visibility crosswalks, bike lanes from Packers Avenue to North Sherman Avenue.
 - Improve traffic safety and movement at intersection of Northport Drive/Packers Avenue/CTH CV with potential reconstruction to a roundabout or t-intersection, high visibility crosswalks, wide sidewalks and bike facilities.
 - New public street connecting Packers Avenue/CTH CV/Northport intersection and American Drive.
 - From Packers Avenue to North Sherman Avenue or Troy Drive consider: a) reducing Northport Drive from three lanes to two lanes; b) widen terrace, and plant street trees and other landscaping; c) mark bike lanes.
 - Widen sidewalk along Warner Park side of Northport Drive from North Sherman Avenue to Troy Drive.
 - At such time new development occurs in Tennyson Lane and Raemisch areas, consider marking bike lanes along a possible future street connection from Eliot Lane to Prairie View Road.
 - Pankratz Street connection to Shopko Drive.
 - Pankratz Street connection to Anderson Street aligning with driveway on northside of Anderson Street.
 - Sidewalk and street lighting on southside of Darwin Road from Packers Avenue to River Food Pantry.
 - High visibility crosswalks, and pedestrian islands at Woodward Drive intersections with Farwell and northwest end of Warner Beach and install sidewalks in Warner Park along Forster Drive.
 - Close gap between Warner Park beach sidewalk and sidewalks on Sheridan Drive and Farwell Drive in Maple Bluff.

Priority Plan Recommendations

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

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

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

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