

**City of Madison**  
**Interdepartmental Correspondence**

Date: July 29, 2009

To: Urban Design Commission

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 update 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. The Northport-Warner Park-Sherman Neighborhood Plan Steering Committee (NWS SC) includes 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 *Northport-Warner Park-Sherman Neighborhood Plan (NWS Plan)* is a mid-range (5-10 year) plan that will be adopted as a supplement to the City's Comprehensive Plan. 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. The *NWS 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.

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 three 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 *Northport-Warner Park-Sherman Neighborhood Plan* was introduced at the July 7<sup>th</sup> Common Council meeting. Referrals include the 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 Northside is a post World War II subdivision where many of the buildings were constructed during the 50's and 60's. Many of the building designs are outdated. The shopping centers and scattered site commercial and light industrial buildings that front the major transportation corridors are older and appear somewhat in need of renewal. Recognizing these and related design and appearance concerns, the NWS SC developed land use and redevelopment, gateway corridor, and transportation recommendations for the public and private realm with emphasis on improving the look and feel of the Northside. This effort supports the NWS SC's highest priority recommendation which is to improve the identity and marketing of the Northside. A summary of the NWS plan's related recommendations is included below:

### **Land Use and Redevelopment Recommendations (Volume I, pages 5-22)**

- Northside TownCenter Design Concepts
  - Increased density and more compact building form in relation to transit-oriented development principles (TOD).
  - Taller structures with a “step-down” approach.
  - A prominent architecturally significant building at the corner of North Sherman Avenue and Northport Drive that may serve as a neighborhood landmark.
- Airport-Gateway Design Concepts
  - Landscape improvements along Northport/Packers Avenues.
  - Extend Urban Design District #4 north along CTH CV to Wheeler Road or utilize other options to improve building and site design aesthetics.
- Northport-Troy Design Concepts
  - Quality architectural building at corner of Northport and Troy Drives.
  - Streetscape enhancement improvements along Northport and Troy Drives.
- Raemisch Farm Property Design Concepts
  - Diversity of housing and limited-size multi-family (16-30 units per building) with preference for a majority of owner-occupied housing.
  - Housing with small-scale pedestrian-friendly atmosphere with narrower lots, buildings placed closer to the street, and architectural elements such as front porches and other elements that enhance the neighborhood streetscape.
  - Neighborhood buildings that could achieve LEED-type certification, and/or zero net energy design,
  - Compact TOD style development.
- Northgate – Oscar Mayer Design Concepts
  - Employment and commercial buildings that create inviting streetscapes.
  - TOD style development.
  - Greenspace gateway to the Northside near existing detention basin.

### **Gateway Corridor Enhancement Recommendations (Volume I, pages 23-26)**

- 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.
- Create a “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 (Volume I, pages 33-36)**

- **Short-term (0 to 3 years)**
  - Pedestrian safety and aesthetic improvements along North Sherman Avenue from Trailway Street to Northport Drive with landscaped pedestrian islands and high visibility crosswalks.
  - High visibility crosswalks and other pedestrian amenities at locations along Northport Drive, North Sherman Avenue and Packers Avenue.
- **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 Northport 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.

### **Priority Plan Recommendations**

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

- Strategy to improve the identity, branding, marketing, and retention of Northside businesses (*Economic Development #1*).
- Land use plan for Warner Park (*Parks, open Space, and Natural Resource #1*).
- “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*)
- More programming for children/youth within the neighborhood including after/before school programs for school age children, 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*)
- 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*)
  - Improve social services and community support resources for the Northside (*Community Facilities #7*).

### **Pubic Participation**

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

- *Community Group Interviews* with 20 organizations 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* 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