Legislation Text

File #: 35915, **Version:** 1

Fiscal Note

No appropriation required at this time. Implementation of certain recommendations may require an appropriation in the future, subject to approval by the Common Council

Title

Requesting that the Planning and Community and Economic Development Department, with cooperation from other city departments, review the recommendations of the Northport-Warner Park-Sherman Neighborhood Plan and Implementation Strategy and pursue plan implementation and economic revitalization activities in 2015.

Body

WHEREAS, the Northside of Madison serves an important role in the City's economic health but has lagged the West, East, South and Central areas in economic development, as was stated in the 2009 Northport-Warner Park-Sherman Neighborhood Plan; and,

WHEREAS, the Northside is home to many of Madison's large private employers and currently has vacant commercial properties that could provide additional space for light industrial or commercial users to start or expand in Madison; and,

WHEREAS, the Neighborhood Plan made several implementation recommendations to improve the area; and,

WHEREAS, some of those recommendations have been implemented, yet additional actions may result in positive outcomes for the community; and

NOW, THEREFORE BE IT RESOLVED, that the Common Council does hereby authorize Planning and Community and Economic Development Department to establish a Project Management Team with staff representation from various city agencies to review the Plans and Implementation Strategy, and

BE IT FURTHER RESOLVED that the Planning and Community and Economic Development Department should work with private businesses and other city departments throughout 2015 to carry out the following recommendations in the Neighborhood Plan:

1. Create gateway entrances to the Northside on Northport Drive (Highway 113) from the Northwest, at Pennsylvania/Packers Avenue on the South, and leading to the Dane County Regional Airport.
2. Promote the Façade Improvement Grant Program to businesses on North Sherman Avenue, Northport

Drive and Packers Avenue.

3. Inventory commercial property available on Packers and Pennsylvania Ave and explore options for industrial and light manufacturing redevelopment.
4. Continue to pursue redevelopment of the Northside TownCenter, including mixed-use apartment-retail buildings, a sports-oriented business to build on the popularity of the Mallards baseball team at Warner Park, and a permanent location for the Northside Farmers Market.
5. Strive to redesign and attract new businesses to the Northgate Shopping Center.
6. Encourage cooperation among businesses in the Northport-Troy Drive area to improve streetscape design, upgrade buildings and market the area.
7. And other opportunities that may arise in the process to improve community vitality and the prosperity of the area.

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