



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Draft NORTHPORT-WARNER PARK-SHERMAN NEIGHBORHOOD STEERING COMMITTEE

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Saturday, October 25, 2008

10:00 AM

Northport Community Learning Center  
1740 Northport Drive  
Park in any available spot

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### RETREAT

#### 1. CALL TO ORDER / ROLL CALL

City staff present: Jule Stroick, Archie Nicolette, Linda Horvath, Dave Kress, Hallie Bennett.

**Present:** 12 -

Lydia S. Maurer; Pat Steele; Benjamin C. Cashin; Lorie A. Walker; Paul J. Van Rooy; Thomas C. Blake; Jacqueline M. Wilson; Jolena K. Presti; Anita C. Herrera; Jeffrey E. Shokler; Mary Schumacher and Betty L. Thompson

**Excused:** 7 -

Jenifer L. Carter; Cynthia M. Wood; Karen M. Thompson; Donald B. Bruns; Jamie P. Gratrix; Julie A. Savidusky and Edward (Ted) T. Krez

#### 2. PUBLIC COMMENT

None.

#### 3. [09720](#)

Land Use

What are we doing today and why?

We will discuss land use as part of a comprehensive approach that includes transportation, economic development, urban design, community safety and more. We will help everyone to catch up on land use so that we are all in the same place at the same time.

Redevelopment areas such as N. Sherman Avenue at Commercial Avenue and Packers Avenue at Commercial Avenue are gateways into the community. We should discuss beautifying and improving aesthetics of these areas.

There are three land use concepts that we will discuss today for the planning area South of Warner Park to Commercial Avenue:

Option A - Increased Industrial/Manufacturing

Option B - Transit-Oriented Development

Option C - Residential, Agri-Business, and Urban Agriculture

### **Discussion**

*See attached concept plan with additional SC comments along with some of those noted below.*

- Use open space for community gardens. What about industrial contaminants? Possibly use a greenhouse to prevent contamination of produce.
- Consider expanding open space and moving proposed road that extends from Commercial Avenue north through Hartmeyer property to east side of proposed buildings to connect with proposed road to the North.
- What is urban agriculture? One definition is use of underutilized space in an urban area to produce food.
- Concerned that this Option will lead to increased traffic on Huxley Street, which is already experiencing a lot of cut-through traffic and is difficult for pedestrians to cross.
- How much of the wetland area in this option is restricted from development? Mostly it is the darker areas shown on the map.
- What could be done with the Oscar Mayer greenspace? Staff will try to find out what is in the plans for this area.
- How clean is the greenspace/wetland area in terms of using it for community gardens? What drains to it, where does it drain to? This area was a stockyard in the 20's and 30's.
- Suggestion: Take road from Option B and flip it onto Option C with buildings fronting onto new road.
- Preference for mixed-type residential providing housing for people of mixed-incomes just north of Aberg Avenue.
- Do not build additional large apartment complexes as on Northport Drive. Also do not want multi-family just north of Aberg, rental in particular. Takes away from "town feel" of the area.
- Strong preference for Option C because of greenspace as a gateway to the neighborhood.
- Has there been any evaluation of the economic impact on the Northside if Oscar Mayer was to leave the area?
- Place the transit-oriented Main Street from Option B onto Option C. Look to Hubbard Street in Middleton which has a good feel to it.
- Would like employment along rail but with commercial along street network.

- Do not look to Hilldale as a “good example”. Was better when it was more open, now closed off, chaotic and ugly.
- Add employment uses around the wetland on Option C.
- Prefer a parklike setting to urban agriculture.
- If the Northgate Mall becomes more of a shopping mall, perhaps encourage the Dane County Job Center to move to another location. Near transit/employment.
- What businesses will go in next to job center? How do we attract businesses and incorporate job center into community?
- How about transit center incorporated into this site if and when redevelopment occurs.
- The job center parking lot is often empty.
- Would this site be connected to high speed rail line? No, commuter rail line that could possibly be linked to the high speed rail line in the future.
- Locate a transit center at International Lane and Darwin Road for the commuter rail option heading towards Sun Prairie? Seems more feasible at Packers/Aberg/Sherman area due to existing residential, commercial, job center and other uses.
- What kind of east-west connection can be made near or at Schlimgen, maybe an easement and right-of-way for a bike path and overpass.
- How about creating a connection where the elevation naturally is higher along Packers Avenue (at Sphon Avenue) and build an overpass at this location.
- Extend Schlimgen Avenue across Packers Avenue to connect with Pankratz Street/extend Pankratz through to Shopko area.
- Connect dead-end road to improve access to MATC?
- Could we expand the owner-occupied, affordable housing area located near Sherman and Roth intersection? Also, what about moving the transitional housing at this location to the residential area just North of Aberg Avenue.
- Rather than eliminating residential in transit oriented development area, keep single-family/owner-occupancy.
- Consider senior housing as part of transit oriented development, could stabilize area and be compatible use next to greenspace.
- How about locating senior housing in Options B & C to part of transit-oriented area along with shopping, etc?
- Housing located between retail on N. Sherman and Oscar Mayer includes some historically significant homes that were built for Oscar Mayer employees. Also a niche area for car painting, other light industrial businesses, with business owners living above in

some cases. Could this niche area be built upon and marketed as a low rent, light industrial incubator area? Incorporate facade improvements?

- What about frontage roads along Packers Avenue to improve access to businesses? Loop frontage road through the area to get residents in and out? Some residents in this area might not want frontage roads opening in their neighborhood.
- Extend cul-de-sac at southern end of Packers Avenue frontage road out to Aberg Avenue for better connectivity?
- Rethink transit stops based on street reconfiguration.
- Is neighborhood concerned when single-family is torn down and larger, higher-density buildings are put into their place? Can this be prevented through down-zoning?
- Main concern is maintaining neighborhood character; try down-zoning to R-2.
- Neighborhood character in Brentwood includes poor transition from single-family to Calypso and Trailsway two and four units. Improve high density housing or move to lower density for better transition.
- Think its poor management of rental buildings, not density of development that is the problem. Need more involvement of residents living in these units in keeping them up.
- Explore using tools through City, neighborhood associations and non-profit groups to improve quality of rental management.
- Note that rentals are increasing as people age, move out of area, and lease homes.
- Bad landlords do not attend organizational meetings and sometimes bad tenants can lead to bad management; landlords become overwhelmed and lose sight of what to do.
- No one voluntarily lives in an 8-unit building. All you need is one bad landlord to cause things to go downhill.
- A lot of value in renters as neighbors.

#### *Packers/Northport/CV Intersection*

- Roundabout learning curve. Could have signals with pedestrian crossings. Mixed experiences among Committee members with Thompson Road roundabout. Some negative some positive.
- Roundabouts maximize traffic flow. Largely viewed as positive among Committee members.
- Vote not to put signals in roundabout but do put pedestrian crossings further away from the circle.

- Roundabouts are more sustainable.
- Is speeding a concern? What about ice and snow?
- Icy patches tend to form at stoplights; heat from cars idling thaws snow/ice that then refreezes into slick, black ice and leads to intersection crashes. Continual movement of traffic through roundabout prevents this from happening.
- Staff will research safety of roundabouts and bring information back to Committee.
- Think of gateway enhancements for the center of roundabout: sculpture, plantings, neighborhood welcome sign, etc.
- Both roundabout and t-intersection options will be included in the neighborhood plan.
- Oak Hill Mobile Home Park if sold and/or change in use is recommended as shown in Comprehensive Plan for Employment.

#### *Northside Town Center Concepts*

- Would townhouses along N. Sherman Avenue be too overwhelming to the streetscape? SC did not recommend these townhouses since they will block commercial/retail so replace with commercial/retail.
- Did Committee suggest balance between residential and retail development? Prefer mixed-use buildings with emphasis on reserving N. Sherman Avenue frontage for retail (at least 1st floor).
- How about structured parking next to Park with shared use between Mallards and shopping center? Warner Park TIF to pay for structure?
- If parking structure at Northside Town Center, improved pedestrian crossing to Warner Park.

#### *Northport/Troy Intersection*

- Bike/ped path a good addition.
- Roadways through neighborhood would not work, residents would not agree.

#### *Raemisch Property*

- Segregation of single-family and multi-family housing is bad for the neighborhood.
- What is the marketability of development in this area?

*How much control does SC have in terms of sustainability?*

- LEED certification?
- Car-lite areas?
- Compact development/higher density?
- Greenspace/open space?
- Troy Gardens type co-housing?
- Transit-oriented development?

**4. Lunch Break**

**5. [12452](#) Vision, Goals, Preliminary Recommendations**

*Lake View Hill County Park*

- Cultural Park concept would be useful to schoolchildren learning about area; history of Northside could be accented with this option and be a draw to the neighborhood.
- Urban Park includes a good mix of both options (conservancy and cultural).
- Some feel that Cultural option detracts from the natural features of the area.
- More invasive clearing for gathering areas not preferred as could become places for bad behavior.

L. Walker made the following motion, seconded by T. Blake. The motion passed unanimously:

The Northport-Warner Park-Sherman Steering Committee requests that the Lake View Hill Park master planning process consider blending the Cultural Park and Urban Park concept plans to include the cultural aspects shown South of the Dane County Human Services (DCHS) building and the Urban Park aspects to the North. Additionally, instead of community garden plots along Northport Drive, include master gardener plots with decorative plantings, maintain existing lawn up to the Dane County Human Services office building, include historic riverbed, and add a path through the park to the southeast corner that connects to Warner Park.

*Homework*

- Everyone take 3 pictures of buildings, streetscapes that you find

attractive and 3 that you find unattractive. Bring to November 6 Steering Committee meeting.

- Review Vision and Goals document and make comments on worksheets or directly on document. Submit to Linda by November 3 for inclusion in November 6 Steering Committee agenda.
- Brainstorm what you would like the Northside to be known for, try using branding concept exercise suggested by B. Cashin. Bring your ideas to the November 6 Steering Committee meeting.

**6. Checkout (5 minutes)**

**7. ADJOURNMENT**

**A motion was made by Walker, seconded by Van Rooy, to Adjourn. The motion passed by voice vote/other.**