



City of Madison

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

Thursday, November 20, 2008

6:30 PM

Lakeview Lutheran Church
4001 Mandrake Road

1. CALL TO ORDER / ROLL CALL

Present: 9 -

Lydia S. Maurer; Benjamin C. Cashin; Lorie A. Walker; Paul J. Van Rooy;
Karen M. Thompson; Donald B. Bruns; Jeffrey E. Shokler; Mary
Schumacher and Betty L. Thompson

Absent: 3 -

Jenifer L. Carter; Anita C. Herrera and Julie A. Savidusky

Excused: 7 -

Pat Steele; Cynthia M. Wood; Thomas C. Blake; Jacqueline M. Wilson;
Jolena K. Presti; Jamie P. Gratrix and Edward (Ted) T. Krez

City Alderpersons and Staff Present: Satya Rhodes-Conway, District 12; Archie Nicolette,
Linda Horvath, Dave Kress, Hallie Bennett.

2. APPROVAL OF November 6 MINUTES

**A motion was made by Van Rooy, seconded by Shokler, to Approve the
November 6 Minutes. The motion passed by voice vote/other.**

3. Announcements

- The Public Open House will take place December 13 from 10am-2pm at the former True Value, 2865 N. Sherman Avenue in the Northside Town Center.

4. PUBLIC COMMENT

See comments below.

5. [12772](#)

Northside Planning Council

Transportation Forum

Tim Carlise of the Northside Planning Council presented an overview of top concerns and solutions from the NPC's Transportation Forum (see attachment). Lisa Wiese a member of NPC and facilitator of the Public Health Walking Audit presented some of the most pressing concerns such as red light running at the corner of N. Sherman Avenue and Northport Drive.

6. [12087](#)

Northside Business Association

Rylee Wedekind, President of the Northside Business Association, stated that N. Sherman Avenue is the economic gateway to the Northside and is part of a bigger picture. NBA passed a resolution approving the continuation of four lanes on N. Sherman Avenue.

Q: What does NBA feel are the benefits of four-lanes on N. Sherman Avenue?

A: Any change in current configuration could negatively affect businesses; in the past, one lane on either side with middle two-way left turn lane was test-run and it failed.

Q: Any concerns about no-stop right turn from Troy Drive onto Northport Drive?

A: None.

Q: Any recommendations for zoning changes to facilitate creation of a Main Street along N. Sherman Avenue?

A: None at this time.

SC comment: N. Sherman Avenue is surrounded by the traditional neighborhood and the 2WLT, two-way left turn, lane seems very suburban; its seem pedestrian safety should be the focus first and foremost.

Public Comment

Wallace Cleland, 1518 Pleasure Drive, Item No.5

Two traffic lanes on N. Sherman with a center turn lane and bike lanes on both sides of street from Fordem Avenue to Northport Drive could carry almost as much traffic and provide better access in and out of businesses; could also consider this traffic layout on Aberg Avenue between Packers Avenue and N. Sherman Avenue.

Darrell Inda, 1738 Winchester St., Item No. 5

Leave N. Sherman as it is. Bike traffic will cause congestion and this road is already dangerous enough.

John Bottensek, 3613 Cascade Road, Item No. 5

Be respectful to all transportation modes; traffic volume is already too high and reducing lanes on N. Sherman Ave. would worsen existing capacity problems. N. Sherman Ave. has been picking up increasing volume of commuter traffic from Northport Dr. with increasing Waunakee growth. Why not continue bikepath along Woodward Dr. Agree with adding a pedestrian bridge from Warner Park to Northside Town Center. Police need to regulate the area more heavily to enforce speed limits and work to change behavior of drivers (running red lights, speeding).

Ray T. Mayne, 1017 N. Sherman Avenue, Item No. 5

Owner of Fox Water. Has respect for both sides of the issue. N. Sherman is not wide enough in current design to add bike lanes. One lane in each direction with center turn lane test did not work when tried in the past.

Also bus routes on N. Sherman Ave. would not work as well with one lane in each direction. Bus stops would result in increased traffic congestion and safety issues.

Also entering and exiting businesses and residences on Sherman is already difficult,

decreasing lanes would only make this worse.

Mark Deadman, 3622 Alpine Road, Item No. 5

Own small business on N. Sherman Avenue; speeding is a big problem and enforcement is not happening. Safety would not be served well by the one lane in each direction with center turn lane. Pedestrians are part of the problem since they are not crossing at crosswalks. Appearance and safety are the two main things to address.

Ingress and egress at Warner Park is a big problem; maybe cost of overpass is not out of order.

Businesses do not benefit with two lanes in each direction and a center turn lane since there will be a reduction in traffic volume and therefore a loss of customers. Visual enhancements are an important addition to N. Sherman Ave., business owners need to maintain and improve their building appearances.

Joanne Lehman (did not register to speak)

Homeowner, driver, biker, pedestrian; N. Sherman Avenue is engineered for 40 mph; drivers going this fast do not notice businesses. There are a lot of reasons these days to promote more biking and walking in our society. This neighborhood is a "place" but others traveling through tend to see it as a blighted, industrial suburb with a highway going through it.

Street design is a major influence to vehicular travel speed. Pedestrians and bikers are consumers too and dangerous, heavy volume traffic is an impediment to their accessing the businesses.

Craig Jackson, 1729 Sheridan Drive

I bike, walk, and drive. Need to start seeing vehicles as a "person in a car" and bikes as a "person on a bike". During recent N. Sherman Ave. construction, traffic slowed to 25 mph. and this was great for all my transportation modes. Maybe going to three lanes is not necessary with speed limit reduction. Bike commuters need to be able to use N. Sherman Ave. and Aberg Ave. since these are the most efficient and direct routes.

Registered speakers that did not provide comments included:

Wendy Skinner, 74 Cambridge Road
Robert A. Moeller, 2013 N. Sherman Avenue

J. Shokler made a motion, seconded by L. Walker to extend the meeting 20 minutes.

Economic Development Forum

NPC representative Tim Carlisle presented results from the NPC's Economic Development Forum held November 10. One of primary barriers cited to enhancing economic development is outsider perception of the Northside (see attachment).

Some top solutions offered include:

- Form a Northside Economic Alliance to access City tools such as Business Improvement District and Tax Incremental Financing, facade improvements and others.
- Conduct targeted business support.
- Develop a Northside brand/theme and initiate a coordinated effort to market the Northside.
- NBA may be interested in helping develop a Northside Business Plan.

- Need to be creative and recruit more niche businesses and small business incubators.
- Encourage City to keep the Northside at the forefront when recruiting new businesses.

Public Comment

Ellen Barnard, 925 Burning Wood Way

Think that economic development recommendations should include concerns of food security and incorporate local food solutions. One solution being researched now for the Northside is an intensive urban agriculture greenhouse based model to produce value-added products that would be sold locally.

Q: There is a deep heritage of farming within the Hmong and other ethnic and cultural groups of the area. Could this heritage be part of the urban agriculture solution?

A: Yes, the area's Southeast Asian population is already involved in research and planning and would be an intergral part of this concept.

Q: How many NBA members are minority-owned?

A: 10-15 percent with ongoing recruitment.

In summary, make the economic environment right for the neighborhood first and foremost, then it will become a draw for outsiders.

7. [12786](#)

Friends of Lake View Hill County Park

Friends of Lake View Hill County Park representative Nelson Eisman presented highlights of the Lake View Hill Preliminary Master Plan. The current version includes some of the recommendations offered by the NWS SC at its Retreat. The master plan is available on the Dane County Parks Planning & Development website:

<http://www.countyofdane.com/lwrd/parks/plandev.asp>. Comments on the Preliminary Master Plan will be accepted through **December 9th, 2008**. You may call or email Sara Kwitek with comments or questions: 224-3611, kwitek@co.dane.wi.us.

One element of the plan presented by N. Eisman and discussed by the SC is a proposed natural land bridge over Northport Drive to link Lake View Hill County Park to Warner Park and other destinations. If SC is interested in pursuing, may want to invite WisDOT District 1 transportation planner to an SC meeting.

8. PUBLIC COMMENT

None at this time.

9. [12773](#)

Preliminary Recommendations

Referred to next meeting. Until then, SC will review handout and forthcoming draft recommendations and provide comments to Linda Horvath, lhovath@cityofmadison.com.

10. Next Steps

December 4 NWS SC Meeting Agenda

- Draft Plan Recommendations

11. Checkout

12. ADJOURNMENT

A motion was made by Thompson, seconded by Maurer, to Adjourn. The motion passed by voice vote/other.