



City of Madison

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

Thursday, December 4, 2008

6:30 PM

Lakeview Lutheran Church
4001 Mandrake

1. CALL TO ORDER / ROLL CALL

Present: 13 -

Lydia S. Maurer; Benjamin C. Cashin; Lorie A. Walker; Paul J. Van Rooy;
Karen M. Thompson; Donald B. Bruns; Thomas C. Blake; Jolena K. Presti;
Anita C. Herrera; Jeffrey E. Shokler; Mary Schumacher; Betty L.
Thompson and Julie A. Savidusky

Absent: 3 -

Jenifer L. Carter; Cynthia M. Wood and Jacqueline M. Wilson

Excused: 2 -

Pat Steele and Edward (Ted) T. Krez

2. APPROVAL OF November 20 MINUTES

A motion was made by Van Rooy, seconded by Thompson, to Approve the
November 20 Minutes. The motion passed by voice vote/other.

3. ANNOUNCEMENTS

None.

4. PUBLIC COMMENT

None.

5. [10062](#)

Planning Process Status

The Open House will include stations for each plan topic with background information and preliminary strategies. The public will review, rate, and comment on the preliminary strategies.

6. [12773](#)

Preliminary Recommendations

Questions and comments from the Steering Committee regarding preliminary strategies for public review at the December 13 Open House:

- Many of the preliminary strategies list Northside organizations as lead implementers, such as the Northside Business Association and Northside Planning Council. SC suggests including a partnerships column that lists other organizations to be involved in implementation, indicating that the responsibility will be shared among multiple groups.
- Signage is an important way to draw people to the Open House. Make sure to post signs at Curves where the Open House was previously scheduled to take place to redirect people to the old True Value store.
- Pose probing questions using positive wording and ask open-ended questions that require an explanatory response.

Land Use/Redevelopment:

- Simplify recommendation wording for presentation to the public.
- Will there be a quick summary of each concept for Steering Committee to reference and use as a guide when answering/fielding questions from the public?
- A design preference survey, much like the ones previously used in earlier SC meetings, may be a useful exercise for the public to participate in.
 - Include a sample of how to complete the survey for the public.
- Include take away items for the public.
- Introduction to key themes would be useful to bring guests at open house up to speed.
- Sketch Up animation of land use concepts may be a helpful/engaging visual technique.

Housing:

- Specify partnerships
 - o Clarify that landlords, neighborhood organizations and associations, etc, are the partnerships referred to in the first bullet point on strategies list.
- Change “better management” to “quality management” in the first bullet point.
- Third bulleted strategy refers to “sustaining a balance in available housing types”, change this to “sustainable mix” to indicate a proportion that works for the neighborhood as opposed to an equal number of single-family and multi-family units.
- SC requested that City staff check into Mayor’s Housing Proposal and how it relates to the strategies and recommendations.

Business and Economic Development:

- Add questions for public to answer:
 - o “If you don’t shop on the Northside...why?”
 - o “What is missing” or “what would entice or encourage you to shop on the Northside?”
- Include Public Art as an aspect of Economic Development
 - o “Do you see value in public art in conjunction with businesses?”
 - o “What kind of art would you like to see?”
- Consider creating a Northside Arts District to help revitalize the area.

Community Facilities and Schools:

- Add questions:
 - o “What recreation programs do you use...where do you see the need for additional programming?”
- Don’t specify “immigrant populations” within strategies; make it more broad and inclusive.
- Add parent training and support as a needed service.

Safety:

- Encourage legitimate use of all public parks and open space.
- Refer to the use or dealing of drugs in Northside parks and public spaces
- Address the issue of perception through additional questions:
 - o "What are your primary concerns about safety on the Northside?"
 - o "Are you concerned about safety on the Northside?"
 - o "Where on the Northside do you feel unsafe?"
 - Let Open House participants specify **where** they feel unsafe by placing dots on a map.

Natural Resources and Parks/Open Space:

- Make a connection between the possibilities of creating teen jobs through park positions.
 - Staffing a rental office for winter/summer sports equipment.
- Dense woods along path next to lagoon; add lighting to increase safety.
- Questions to pose to public:
 - "Do you have concerns about increased use of Northside parks and open space? Large external groups (such as for Rhythm and Booms, Mallards games) coming to the Northside and utilizing parks and open space?"
 - "How do you use Warner Park and why do you visit it?"
- Idea of looping walking/biking path around southwest corner of Warner Park.

Transportation:

- Show right/left turn lanes in drawings
- Include the "Cashin Plan" for Northport/Packers
- Two lane recommendation for Northport should not solely be linked to bike usage
- Questions to pose to public:
 - o "In order to achieve the desired objectives of safety and improved aesthetics would you be willing to sacrifice a lane in each direction?"

Question regarding future of Sherman: "What is your vision for Sherman Ave.?"

7. Next Steps

Develop agenda for Steering Committee meeting, Thursday December 11, Northport Community Learning Center, 1740 Northport Dr., 6:30 p.m.

8. Checkout

9. ADJOURNMENT

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