



City of Madison

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

Thursday, July 24, 2008

6:00 PM

Warner Park Community Recreation Center
1625 Northport Drive, Community Room 1

1. CALL TO ORDER / ROLL CALL

Present: 13 -

Lorie A. Walker; Lydia S. Maurer; Pat Steele; Jenifer L. Carter; Benjamin C. Cashin; Cynthia M. Wood; Madeline Scherb; Jolena K. Presti; Mary Schumacher; Karen M. Thompson; Donald B. Bruns; Thomas C. Blake and Betty L. Thompson

Absent: 1 -

Pacia J. Harper

Excused: 1 -

Jacqueline M. Wilson

City Alderpersons and Staff: Satya Rhodes-Conway (District 12); Michael Schumacher (District 18); Jule Stroick; Linda Horvath; Dave Kress; Hallie Bennett, Tom Hinds. (Planning & Community & Economic Development).

Others: Tim Carlisle (Northside Planning Council).

2. APPROVAL OF July 10 MINUTES

A motion was made by Schumacher, seconded by Steele, to Approve the July 10, 2008 Minutes. The motion passed by voice vote/other.

3. Announcements

- City Committee Board member training to take place 6:30p.m. to 9:00p.m. on August 11, Main Public Library, 201 W. Mifflin St. Room 202 and August 13, Council Chambers, 210 MLK Jr. Blvd., Room 201; both sessions aired on City Cable Channel 994: 8/16 8:00p.m.; 8/24 10:00p.m.; 8/27 2:00p.m.; 8/31 10:00p.m. (check <http://www.cityofmadison.com/mcc12/schedule.html> for updates).

4. PUBLIC COMMENT

None.

6. [11254](#)

Northside Market Study

Michael Stumpf of RA Smith National led a discussion to find out SC members' impressions of the northside market. Some thoughts/ideas from the Steering Committee:

- Shopping areas/options:
 - Public perception that Pierce's Market is more expensive than other groceries.
 - Some people go to Woodman's, Aldi's, Copps more often.
 - Parking lot at Pierce's is difficult to navigate and unsafe.
 - Good shopping options - Walgreens, Dollar Store, Benvenutos, True Value.
 - Library is a major draw for children.
 - People miss Brennan's, had a sense of place, was a destination; want something like it again on northside (some people drove from other parts of the City to do shopping at Brennan's, Jim's Meat Market, other places too).
 - Family Table not as good since it changed ownership.
 - No destinations/specialty places (Jacobsen's is an exception).
 - Limited transportation options to get to other grocery locations.
- Do any SC members work in the area? Where do you eat lunch?
 - Oscar Mayer: most people working in factory eat at the company cafeteria and corporate workers sometimes eat out.
 - Airport Business Park: nothing within walking distance; some people eat downtown or on E. Washington Ave.
 - Dane County Job Center: sometimes Benvenutos and Manna Cafe (but its pricey). Also Esquire Club is an option.
 - Other lunch options Smokey Jon's, Pierce's, Esquire Club.
 - Not many area restaurants offer food delivery.
- What draws visitors to this neighborhood?
 - Mallards, Warner Park, Benvenutos (when people want a family-style dinner).
- What do you see as the impediments? What keeps traffic down?
 - No destination businesses.
 - No specialty shops.
- Are there many business startups?
 - Not a lot, however a fair amount of home-based businesses.
 - Northside good sense of local business loyalty (at least that's the impression).
 - Farmer's Market has really taken off.
Northside is quite ethnically diverse; immigrant populations tend to be entrepreneurial, does this create a desire for more startup business space?
 - Malls only choice and owners have not made them a place businesses want to locate in and/or people want to shop in.
- Major corridors include older commercial buildings, some reinvestment but not much; why is this?
 - Buildings are largely paid off, just need a place to conduct business; property owners will not see a return on their investment of rehabbing the buildings.
- Is redevelopment something the community would like to see?
 - Yes.
 - But if gentrification is coming, might not be able to live here anymore; need to define how much and to what level.
 - Some feel though that neighborhood will not become too pricey if we try to keep it

- affordable along with improvements.
- In some other areas of the country, cities have stepped in to require cosmetic improvements.
- Need more attention to infill in places like Town of Burke - downtrodden
- Concerns include that danger of property values falling if shopping malls continue to look the way they do.
- Liquor store near Benvenutos, sometimes intimidating people hanging around outside.
- Same sometimes at PayDay lender store.

- How would you characterize access into/out of the neighborhood? Is isolation a concern?
 - Isolation is absolutely a concern - people on other sides of town do not know about the area/nor do they have a reason to go to the northside.
 - Shopping is a draw but how would the shopping areas stand out in comparison against East Towne, Hilldale.
 - Northside is 40 blocks from the Capitol; distance from Hilldale to the Capitol is ½ as far.

- How is the northside perceived by outsiders?
 - Too working class, too grungy, doesn't look good aesthetically, higher crime, subsidized housing grouped together on one street, Packers Avenue rust belt look with lots of concrete (its a gray corridor).

- Why would people choose to live on the northside?
 - Quiet, less expensive, have everything here with banking, 4 community centers, neighborhood schools, restaurants, daycare, day-to-day living needs.
 - Live close to the lake with fairly large lots. Great walking area.

- Who might have an interest in purchasing/renting? Positives to promote? Impediments?
 - People like to stay here in apartments to lower-priced homes; like parks, know area.
 - No influx of company people but American Family has broken a barrier.
 - Woodlands offers cheapest three bedroom apartments in the City with heat included; everything is right there for people who do not have cars: PDQ, etc.
 - People make assumptions when affordable housing is clustered together.
 - Woodlands has improved - children are out playing in the courtyard.
 - Need good businesses to keep renters.
 - Brentwood offers an affordable place to live for empty nesters, young families, people that cannot afford other neighborhoods.
 - Housing is outdated though so 2-earner households are not that interested in purchasing.

- How could 55+ crowd be attracted to the area? impediments?
 - Most move to Oakwood East/West.
 - Not much here to attract them.
 - Those living here already do want to stay though: one option is a life lease.
 - Need better access to personal in-home care for seniors.
 - Need additional transitional living; next steps housing.

- Immigrant Challenges
 - Confusion about financial matters/banking system.
 - Hmong men in particular having difficulty finding jobs.

- Hispanic and Hmong populations interact differently within their own groups; can market study look at configuring housing to be more attractive to different ethnic and cultural groups?

Market Study Next Steps: Consultant will provide a periodic update as each component is completed. City staff will provide Michael Stumpf's contact information to all Steering Committee members.

Motion by T. Blake, seconded by L. Walker to discuss planning process next; motion passed unanimously by voice vote.

5. [10062](#)

Planning Process Status

The NWS SC has requested the NPC to assist in the planning process to ensure a wider audience is engaged in it.

K. Thompson made a motion, seconded by L. Walker that the Public Participation Subcommittee function as the body to oversee public participation and that they invite NPC members to planning meetings so they stay informed about how to assist in the process. ue forum facilitation, promotion, ensuring that people are willing to participate. This will be a City convened body that must follow Open Meetings laws.

At the July 23 Northside Planning Council meeting, NPC members discussed strategies for all of the Top 6 issues and the group will submit suggestions to the SC for consideration (e.g. water quality to natural resources and schools to schools and youth). Other changes may also be suggested.

7. [09720](#)

Land Use

City staff asked SC to review the land use recommendations shown to date and to indicate design preferences for retail/commercial, residential and industrial and flex space type development. Each member received a Design Preference Survey where they used a scale to rate design examples. SC members completed the Design Preference Survey for the Raemisch property only. Attached are the compiled results.

Some SC comments on design types for Raemisch property:

- Consider co-housing and other housing designs (define what type of co-housing).
- Use example of Habitat for Humanity housing layout and design, which includes 4 single-family units around a central common space.
- No larger multi-family.
- As approach Airport area, attached single-family is okay.
- No multi-family at all; single-family throughout with assisted living housing the exception.
- No co-housing and opposed to rental units.
- Opposed to alleys; can stall development projects, increase impervious surface area, extra delinquency.
- Do not like homes located along major road corridors; access issues.
- Positives for alleys include that they provide places for kids to ride bikes and puts garages behind homes.
- Need a place for new rental housing - might have some at Northgate.
- Need balance of different housing types.
- Replace older rental buildings - cost more for renters, less energy efficient.

8. Next Steps

Agenda for Steering Committee meeting that will take place Thursday August 14, at Warner Park Community Recreation Center, 5:30 p.m.

- Report-out from public participation task group.
- Retreat.
- Land Use
- Re-evaluate Northside Planning Council issues.

9. Checkout

10. ADJOURNMENT

A motion was made by Maurer, seconded by Schumacher, to Adjourn at 7:50 p.m. The motion passed by voice vote/other.