



# City of Madison

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

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Thursday, January 22, 2009

6:30 PM

Lakeview Lutheran Church  
4001 Mandrake

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### 1. CALL TO ORDER / ROLL CALL

**Present:** 10 -

Lydia S. Maurer; Pat Steele; Benjamin C. Cashin; Paul J. Van Rooy;  
Donald B. Bruns; Jacqueline M. Wilson; Jolena K. Presti; Anita C. Herrera;  
Jeffrey E. Shokler and Betty L. Thompson

**Excused:** 6 -

Lorie A. Walker; Cynthia M. Wood; Karen M. Thompson; Thomas C.  
Blake; Mary Schumacher and Julie A. Savidusky

**City Alderpersons and Staff:** Linda Horvath; Matt Tucker; Dave Kress. (Planning &  
Community & Economic Development).

### 2. APPROVAL OF January 8, 2009 MINUTES

**A motion was made by Maurer, seconded by Cashin, to Approve the January 8 Minutes. The motion passed by voice vote/other.**

### 3. ANNOUNCEMENTS

P. Van Rooy to serve as Chair for this meeting.

Matt Tucker, City of Madison Zoning Administrator, is here tonight to address agenda item #6, Preliminary Draft Neighborhood Plan.

Troy Gardens Farmer, Claire Strader, has been nominated for the potential position of "White House Farmer." There is an online voting process on the webpage:

<http://www.whitehousefarmer.com/>

### 4. PUBLIC COMMENT

None.

5. [10062](#) Planning Process Status

Public Outreach:

- Calendar of upcoming public outreach and “coffee” events forthcoming - volunteers will be needed.
- City staff attended the January 12 Sherman Neighborhood Association meeting to discuss draft strategies and gather feedback. Meeting participants asked questions about down-zoning and strategies for North Sherman Avenue. SNA President Diane Brown requested a neighborhood plan update and public input article to be included in the next SNA newsletter.
- A group of Oak Hill Mobile Home Community residents have heard rumors of possible interest in redeveloping their neighborhood. Some of these residents may attend an upcoming Steering Committee meeting to share their desire to keep the mobile home community as it is.

Loose Ends:

- City Staff met with Metro Transit to discuss the location of the North Transfer Point. Metro indicated that the North Transfer Point is in a good location and that if any consideration were to be given to relocating it, it could be moved East-West and not North-South as it is currently at a desirable distance from the Capitol Square and other Metro Transfer Points.
- B. Cashin shared “bus rapid transit” ideas; more information at the following link: <http://www.nbrti.org/learn.html>
- The Steering Committee has expressed varying opinions/information about transportation issues/approaches - it would be useful to talk with the City Traffic Engineering and Engineering Divisions, and Wisconsin Department of Transportation at one of the next SC meetings. This should happen soon since the planning process is winding down and agencies should be aware of the Committee’s and the community’s transportation strategies.
- How will the plan strategies and recommendations be funded and implemented? Implementation and funding information should be shared at one of the next SC meetings.
- The SC would like a “roster” of city staff/agencies that will be involved in plan funding and implementation steps.

6. [13171](#) Preliminary Draft Neighborhood Plan

The SC has included 83 preliminary strategies in its current phase of the planning process. In an effort to gauge which of these strategies is most important at this time, the SC participated in a nominal group voting exercise. The SC generated a list of 39 strategies of great importance. The next step was to vote on the list of 39 strategies and create a list of Top 7 preliminary strategies. The voting was delayed to allow the Zoning Administrator to make a brief presentation and answer questions.

M. Tucker, Zoning Administrator, discussed how zoning, the zoning code rewrite, and the comprehensive plan relate to the NWS Neighborhood Plan. Below are several questions and answers that were a part of this discussion:

- Question: How can the neighborhood plan language be made consistent with the new zoning code?
- Answer: It is important to be precise. For example, rather than simply stating, “zone to R-3,” a recommendation should also explain the intended character,

- scale, etc. so that it may be more easily interpreted.
- Question: Currently, could a Planned Unit Development be built anywhere in the neighborhood?
- Answer: At this time, yes. However, since new developments should abide by a neighborhood plan, it is important that the plan provides specific direction for future development.
- Question: Should those creating the neighborhood plan assist with the zoning code rewrite process by drawing new zoning district lines on a map?
- Answer: Unless there is a much larger reason for doing so - no.

Steering Committee members finished the nominal voting exercise. Out of the 39 strategies identified as being of great importance, 24 strategies received at least one vote and the top 10 strategies are shown below; the full text of these strategies is attached. Ten strategies are shown rather than only 7 since strategies that received places 8-10 were very close in votes to the 7th place strategy.

1. Northside TownCenter as a land use, redevelopment and urban design area. **(37 VOTES)**
2. Develop a broad-based branding strategy and marketing plan that brands the Northside as a place to live, shop and open businesses. Configure larger commercial spaces to smaller spaces as feasible for retail and service businesses. One of the components the marketing plan/campaign should address is the perception of safety. **(25 VOTES)**
3. Explore and consider redesign concept for Warner Park to include details in the attached Top 10 document. **(25 VOTES)**
4. Explore and consider widening N. Sherman Ave., from Trailsway St. to Northport Dr. and: 1) install a continuous, well-landscaped median on N. Sherman Ave. and 2) install a wide sidewalk along the eastern side of N. Sherman Ave. in Warner Park. **(17 VOTES)**
5. Option 2: From Packers Ave. to N. Sherman Ave. or Troy Drive consider: 1) reducing Northport Dr. from three lanes in each direction to two lanes, 2) widen terrace, and plant street trees and other landscaping, 3) paint bike lanes, and 4) install crosswalks more visible to motorists at Dryden Dr., the midblock crossing near Walgreen's, N. Sherman Ave., Warner Park entrance, Troy Dr., School Rd. and Kennedy Rd. **(16 VOTES)**
6. Continue to develop and enhance the communication mechanisms between North Police District, property-owners, neighborhood associations, and individual neighborhood residents. Emphasize the need for residents to notify the Police Department of suspicious activities, both for response, and for accurate data collection and trend analysis. Provide education and publicize ways of contacting the Police Dept. **(13 VOTES)**
7. Promote the upkeep and rehabilitation of existing single family and multi-family residences through programs available to promote neighborhood stability. **(13 VOTES)**
8. Explore with WisDOT and consider reconstructing the intersection of Northport Dr./Packers Ave./CTH CV with a roundabout or T-intersection that incorporates safe pedestrian crossings, wide sidewalks and bike facilities. **(11 VOTES)**
9. Northside Town Center - Work with property-owners to sell/lease/redevelop existing vacant building/properties for commercial/residential/office use. See Redevelopment Opportunities section for details. **(11 VOTES)**
10. Increase programming for youth within the neighborhood. Expand and create after/before school programs for school age children, provide activities and recreation for middle school and high school age youth, and strive to supplement existing youth programs with needs that are not being met. **(11 VOTES)**

**7. Next Steps**

Develop the agenda for next Steering Committee meeting that will take place February 26 at the Lakeview Lutheran Church, 4001 Mandrake Road:

- Draft Plan Chapters.
- Refine Preliminary Plan Strategies (City staff will distribute a master copy of the preliminary plan strategies without votes or prioritization and SC members will use this list to refine the strategies).
- Results of Preliminary Plan Strategies Priority exercise.
- Invite Transportation agency representatives to one of the next SC meetings.
- Report out on Public Outreach activities.
- Report on progress to address loose ends.

**8. Checkout**

**9. ADJOURNMENT**

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