



Implementation

for the Northport-Warner Park-Sherman Neighborhood Plan which was adopted by the Common Council on November 3, 2009

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This addendum includes the adopted Northport-Warner Park-Sherman Neighborhood Plan recommendations accompanied by possible implementation action strategies. Action strategies should be reviewed periodically to ensure the greatest likelihood of Plan implementation.

Table of Contents

Introduction.....	1
Action Strategy for Strategically Revitalizing Key Areas and Guiding New Development.....	3
Action Strategy for Creating a Unique Identity and Branding.....	5
Action Strategy for Enhancing Local Economic Development.....	7
Action Strategy for Improving Safety and Efficiency of Walking, Biking and Driving.....	11
Action Strategy for Enhancing Recreation and Sustainability of Green Spaces.....	19
Action Strategy for Enhancing and Expanding Community Education and Recreation Opportunities....	21
Action Strategy for Creating Stable and Inviting Places to Live.....	26
Appendix - Figures	31

Introduction

The Northport-Warner Park-Sherman (NWS) Neighborhood Plan was adopted on November 3, 2009. City agencies, community organizations, and neighborhood associations will implement the plan recommendations over the next 5 to 10 years using the Implementation Plan as their guide. The Implementation Plan includes a series of Action Strategy tables with adopted plan recommendations, lead implementers and key partners, estimated costs, action steps, and possible funding sources. The Implementation Plan was not adopted as part of the neighborhood plan since it must be flexible over time in response to changes in City budgets and economic conditions, and shifting priorities of community organizations.

Changing economic conditions can lead to heightened competition for project funding citywide. In many cases, funding for plan recommendations will require special earmarking of funds and ongoing maintenance costs. Securing funding from outside sources, leveraging funds, or dovetailing proposed projects with planned projects, will all help ensure successful implementation.

Competition for City funding necessitates that agencies target particular plan recommendations in a given budget year. To help ensure that plan recommendations are implemented in order of importance to the community, the NWS Plan Steering Committee prioritized the plan recommendations within each category and across the entire plan. The Steering Committee's six highest priority recommendations across the plan include:

1. Develop a strategy to improve the identity, branding, marketing and retention of Northside businesses. (*Enhancing Local Economic*

Development Recommendation #1)

2. Revisit the *Land Use Master Plan* for Warner Park. (*Enhancing Recreation and Sustainability of Green Spaces Recommendation #1)*
3. Explore and consider options for creating a "main street" along North Sherman Avenue, perhaps where commercial development is concentrated, with safer pedestrian and bicycle connections to businesses and adjoining neighborhood streets and streetscape enhancements. (*Improving Safety and Efficiency of Walking, Biking and Driving Long-Term Recommendation #2 and Creating a Unique Identity and Branding Recommendation #1)*
4. Increase programming for children/youth within the neighborhood. Expand and create after/before school programs for school age children, and provide positive youth development activities, academic support and recreation for middle school and high school age youth. Strive to grow, enhance and support existing youth programs and replicate or grow successful programs in areas with unmet needs. (*Enhancing and Expanding Community Education and Recreation Opportunities Recommendation #1)*
5. Explore and consider neighborhood stabilization options for emerging neighborhood areas including Brentwood, Karstens, Kipling and Vera Court; include landlord training, property inspection and maintenance and hiring of local residents for property management or neighborhood improvement activities. Provide support for resident involvement, strengthen connection to local schools and community centers and

improve access to and information of local resources for children/youth and families. *(Creating Stable and Inviting Places to Live Recommendation #3)*

6. Explore options to improve social services and community support resources for the Northside such as English language learner classes and other services for non-native English speakers, early childhood education, quality childcare, family literacy, etc. - see complete list on page 22. *(Enhancing and Expanding Community Education and Recreation Recommendation #7)*

To further support plan implementation, the Community Development Block Grant (CDBG) Commission allocated \$106,900 to fund *eligible* projects in the NWS Neighborhood Planning Area. Projects recommended for CDBG funding are included below in the Steering Committee's priority order:

1. Northport Drive Streetscape Enhancements: To provide improved safety and aesthetic enhancements, replace existing chain link fence with a forged-metal sculpture median fence along Northport Drive between North Sherman Avenue and Dryden Drive.
2. North Sherman Avenue Streetscape Enhancements: To provide improved aesthetic enhancements, install/upgrade all or a combination of the following: bus shelter, benches, trees, banners along North Sherman Avenue between Northport Drive and Commercial Avenue.
3. North Sherman Avenue Warner Park Entrance: To provide an improved aesthetic entrance/gateway into Warner Park.

4. Commercial Kitchen Incubator: To provide financial assistance to launch a Northside commercial kitchen. The kitchen incubator would support the start-up/growth of local businesses. Criteria for funding assistance: 1) The building must be acquired (permanent structure with no rental lease); 2) the building must be located on the Northside; 3) high preference for nonprofit status; and 4) Public funding cannot exceed 50 percent of total project cost. To be eligible for the above-mentioned funding, the applicant must submit a sound, acceptable business plan and have reached 50 percent project development/contract milestone by December 31, 2009; final deadline to launch project is March 31, 2010.

5. Northport Drive Warner Park Entrance: To provide an improved aesthetic entrance/gateway into Warner Park.

Implementation of the NWS Neighborhood Plan will be a dynamic process that is influenced by a number of different factors. Changes in economic climate, market conditions, City budgets, neighborhood priorities, and availability of grants and other funds can all influence how and when plan recommendations will be implemented. At least one thing that will not change is neighborhood and City commitment to preserving and enhancing the quality of the built and natural environment, and the rich cultural, international and socio-economic diversity of the Northside. Fulfillment of this commitment can be achieved by realizing the vision and goals of the NWS Neighborhood Plan and implementing the plan recommendations over the next 5 to 10 years.



Existing chain link fence in the Northport Drive median.



Concept photo overlay for a new fence with artistic panel insets that could replace the existing chain link fence in the Northport Drive median.

Action Strategy for Strategically Revitalizing Key Areas and Guiding New Development

Long Term Land Use (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated City Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
<p>1. <u>Northside TownCenter</u> At such time the property owner decides to make a change to the Northside TownCenter, encourage consideration of redevelopment Concepts A and B on page 31, and the Recommendations starting on page I-8 of Volume I. Concepts A and B promote higher density development that follows Transit-Oriented Development principles, commercial mixed-use buildings, employment uses (Concept B), better connectivity through and to the site for pedestrians, bikes and motor vehicles, and an open space and community gathering area.</p>	Private property owner.	NA	Dependent on project proposal.	<ul style="list-style-type: none"> • Work with Northside TownCenter property owners to develop phasing plan. • Work with Northside TownCenter to redesign parking lot. • Request Office of Business Resources to promote development opportunities on this site. 	<ul style="list-style-type: none"> • Promote <i>buy local</i> campaign and <i>branding</i> of Northside. • Advocate/initiate public and private property improvements. 	<ul style="list-style-type: none"> • Facade Improvement Program. • Tax Incremental Financing. • Capital Revolving Loan Fund. • Economic Development of Micro-Enterprises Program.
<p>2. <u>Airport Gateway</u> At such time property owners decide to make changes to the Airport Gateway area, encourage consideration of redevelopment Concepts A and B on page 32, and the Recommendations starting on page I-11 of Volume I. Recommendations include additional employment, better connectivity through the area, redesign of the Northport/Packers Avenue intersection with traffic flow and pedestrian and bicycle access/safety improvements, extension of Urban Design District #4 north along CTH CV to Wheeler Road, and a change from residential to employment land use for the Oak Park Terrace site, if/when redevelopment is planned (requires Comprehensive Plan amendment) with multi-year phasing plan for any resident relocation.</p>	Private property owner.	NA	Dependent on project proposal.	<ul style="list-style-type: none"> • Request Wisconsin Department of Transportation (WisDOT), City Engineering and Traffic Engineering to work with Dane County Airport, business park, and tenants. • Request Office of Business Resources to promote development opportunities on this site. 	<ul style="list-style-type: none"> • Advocate/initiate public and private property improvements. 	<ul style="list-style-type: none"> • WisDOT (STH 113 resurfacing project). • Tax Incremental Financing. • Economic Development of Micro-Enterprises Program.
<p>3. <u>Northport/Troy Drive</u> At such time property owners decide to make changes to the Northport/Troy Drive area, encourage consideration of the redevelopment ideas shown on page 33, and the Recommendations starting on page I-14 of Volume I. Recommendations include maintaining and expanding unique and popular commercial destinations, adding an iconic building at the corner of Northport and Troy Drives, connecting Lake View Hill Park and Warner Park with a pedestrian/bicycle path, improving streetscape design and safety along Northport Drive, and adding a public cul-de-sac leading into the commercial and residential uses on the future UW Credit Union site.</p>	Private property owner.	NA	Dependent on project proposal.	<ul style="list-style-type: none"> • Request Office of Business Resources to promote development opportunities on this site. 	<ul style="list-style-type: none"> • Promote <i>buy local</i> campaign and <i>branding</i> of Northside. • Advocate/initiate public and private property improvements. 	<ul style="list-style-type: none"> • Tax Incremental Financing. • Capital Revolving Loan Fund.

Action Strategy for Strategically Revitalizing Key Areas and Guiding New Development

Long Term Land Use (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated City Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
<p>4. <u>Raemisch Farm Property</u> At such time the property owner decides to make changes to the Raemisch Farm site, encourage consideration of redevelopment Concepts A and B shown on page 34, and the Recommendations starting on page I-16 of Volume I. Concept A focuses primarily on residential development (most of which is single-family) with buildings on narrower lots, placed closer to the street, and street-oriented elements such as front porches. Concept B shares similar features to a “traditional residential development concept,” along with increased communal/green space, urban agriculture, and greater diversity in housing options.</p>	Private property owner.	NA	Dependent on project proposal.	<ul style="list-style-type: none"> • Work with developer(s) with planned commercial development or future proposed, residential development. 	<ul style="list-style-type: none"> • Develop working relationship with current or future owners of property. 	<ul style="list-style-type: none"> • Economic Development of Micro-Enterprises Program. • City, State or Federal housing programs.
<p>5/6. <u>Northgate – Kraft-Oscar Mayer</u> At such time the property owners decide to make changes to the Northgate Shopping Center and Kraft-Oscar Mayer sites, encourage redevelopment Concepts A and B shown on page 35, and the Recommendations starting on page I-20 of Volume I. Encourage higher density with Transit-Oriented Development principles, a “main street” system to connect existing streets to enhance connectivity, better pedestrian and bicycle access and safety, warehouse/employment uses near Everett Street and Packers Avenue Frontage Road, improved connectivity to the Metro transfer site and possible relocation of this site to the Northgate area, preserved greenspace near the existing wetland area, and support for the Sherman Flyer bikepath and interim bikepath solution.</p>	Private property owner.	NA	Dependent on project proposal.	<ul style="list-style-type: none"> • Request that the Office of Business Resources promote development opportunities. • Determine if economic development tools, such as TIF or Brownfields Redevelopment, would be viable. 	<ul style="list-style-type: none"> • Promote <i>buy local</i> campaign and <i>branding</i> of Northside. • Advocate/initiate public and private property improvements. • Develop working relationship with Kraft-Oscar Mayer and the trustees of the Hartmeyer Estate. 	<ul style="list-style-type: none"> • Economic Development of Micro-Enterprises Program. • Tax Incremental Financing. • Capital Revolving Loan Fund. • Brownfield Remediation/ Elimination Loan Program.
<p>7. <u>Packers Avenue Frontage</u> At such time property owners decide to make changes to the Packers Avenue Frontage area, encourage consideration of the concept on page 36, and maintain the existing zoning and Comprehensive Plan designations.</p>	Private property owner.	NA	Dependent on project proposal.	<ul style="list-style-type: none"> • Request that the Office of Business Resources promote development opportunities. • Determine if economic development tools, such as TIF or Brownfields Redevelopment, would be viable. 	<ul style="list-style-type: none"> • Advocate/initiate public and private property improvements. 	<ul style="list-style-type: none"> • Tax Incremental Financing. • Capital Revolving Loan Fund. • Brownfield Remediation/ Elimination Loan Program.

Action Strategy for Creating a Unique Identity and Branding

Long Term Gateway Corridor (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
Public Right-of-Way						
<p>1. Explore and consider installing streetscape enhancements with a uniform design that may feature iconic neighborhood images and other decorative elements. Consider including multi-cultural aspects to the designs to reflect the diversity of the Northside.</p> <p>a. Consider clustering streetscape enhancements near commercial areas to create a “main street”.</p> <p>b. Use artistic median fencing installed in strategic locations to beautify the corridor and direct pedestrians to safer, highly visible crossings.</p> <p>c. Add screen fencing in strategic locations to offer privacy and an attractive buffer from fast, high volume traffic.</p> <p>d. Install banners, plantings, public art, trash containers, benches and streetlight and pedestrian lighting clustered in primary shopping areas including the Northgate Shopping Center and the Northside TownCenter.</p> <p>e. Install benches in convenient locations for bus riders and others who rely on walking to get around.</p> <p>f. Install artistic bus shelters that incorporate designs of other streetscape amenities such as benches, fences, etc.</p>	<p>Engineering Division, in conjunction with Traffic Engineering, Planning Division, Parks Division, and Forestry.</p> <p>[Office of Business Resources, Northside Planning Council (NPC), Northside Business Association (NBA)]</p>	1	<p>Dependent on final plan/ selection of streetscape elements.</p> <p>\$50,000- \$500,000</p>	<ul style="list-style-type: none"> • Prepare a streetscape improvement plan for Northport, Packers and Sherman. • Assess streetscape elements which can be/need to be retrofitted. • Develop an estimate on streetscape element cost and prioritize. • Discuss streetscape improvement plan with area property-owners. • Explore creating Business Improvement District. 	<ul style="list-style-type: none"> • Work with NPC, Northside residents, businesses, and artist groups to garner support for final design. • Solicit input on use of economic and/or financial tools such as Business Improvement Districts and/or private contributions. 	<ul style="list-style-type: none"> • WisDOT. • Tax Incremental Financing. • Business & Neighborhood Improvement District and/or private contributions. • Wisconsin Art Board (Creative Community Grant).
<p>2. Explore and consider creating gateway entrances at major intersections and other prominent locations. Shorter-term gateway features could include a combination of entrance signs, public art and flower /shrub plantings to draw attention to these areas.</p>	<p>Engineering, in conjunction with Traffic Engineering, Planning Division, Zoning Unit, and Forestry.</p> <p>(NBA, NPC)</p>	2	<p>Dependent on final selection of streetscape elements.</p> <p>\$5,000- \$100,000</p>	<ul style="list-style-type: none"> • Identify type of gateway project for strategic locations. • Prioritize projects in public right-of-way and private areas. • Pursue funding from WisDOT, Federal Enhancement Grants, or other state/federal funding sources. 	<ul style="list-style-type: none"> • Engage residents, businesses, and property-owners to participate in design, location, and fundraising. • Explore creating a Business Improvement District as a means to help fund improvements. 	<ul style="list-style-type: none"> • WisDOT. • Capital Budget (earmark). • Business & Neighborhood Improvement District. • Tax Incremental Financing .

Action Strategy for Creating a Unique Identity and Branding

Long Term Gateway Corridor (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
3. Explore and consider planting trees in the public right-of-way of major roads and install median plantings in select areas (street tree and median planting will in many cases need to wait for a major reconstruction project to occur to change roadway dimensions, such as widening the terrace to provide additional space for planting).	Engineering, in conjunction with Forestry and Traffic Engineering. (NBA, NPC)	3	Dependent on final planting plan. \$300-\$500/tree	<ul style="list-style-type: none"> Develop a planting plan for the major corridors. Investigate street segments where sidewalk should be relocated or widened. 	<ul style="list-style-type: none"> Assist in engaging residents, businesses, and property-owners to develop planting plan. Explore creating a Business Improvement District as a means to help fund improvements. Secure volunteers for maintenance of median gardens. 	<ul style="list-style-type: none"> WisDOT. Capital Budgets (Sidewalk Program). Business & Neighborhood Improvement District. Tax Incremental Financing.
Adjacent Properties						
4. Provide property owners with information on making aesthetic changes using the City's Facade Improvement Grant program and other tools to paint storefronts, install new siding and upgrade signage and parking lots. Also encourage new landscaping and screening for parking lots and dumpsters.	Community Economic Development. (NBA, NPC)	4	Dependent upon property-owner/tenant request.	<ul style="list-style-type: none"> Work with Northside community to distribute/present information about the Facade Improvement Program. Explore expanding the Facade Improvement Program to the Northport-Packers corridor. 	<ul style="list-style-type: none"> Promote the Facade Improvement Grant Program to area businesses. Highlight improvement projects by property-owners/tenants in neighborhood publications/websites. 	<ul style="list-style-type: none"> Facade Improvement Grant Program.
5. At key and larger properties encourage rehab of building facades, landscaping, trash screening and/or redevelopment of sites into pedestrian-oriented, neighborhood scale, mixed-use developments following new urbanist principles.	Private property owner.	5	Dependent on property owners/tenant request.	<ul style="list-style-type: none"> Work with property-owners to incorporate new urbanist principles into developments. 	<ul style="list-style-type: none"> Provide support for redevelopment/development project proposals with new urbanist principles during City review and approval process. 	<ul style="list-style-type: none"> Business Improvement Districts. Facade Improvement Grant Program. Tax Incremental Financing. Capitol Revolving Loan Fund.

Action Strategy for Enhancing Local Economic Development

Economic Development Long Term (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
<p>1. Develop a strategy to improve the identity, branding, marketing, and retention of Northside businesses.</p> <p>a. Develop a broad-based branding strategy and marketing plan that brands the Northside as a great and safe place to live, shop, do business and recreate.</p> <p>b. Develop base marketing materials that include a listing of businesses, location map and amenities, trade area demographics and list of available sites/spaces and contact information for use in recruiting prospective businesses or relocation of current businesses.</p> <p>c. Meet with existing Northside businesses to determine what will help them sustain or grow their businesses. In addition, identify workforce issues such as training, housing and transportation issues.</p> <p>d. Compile a listing of economic development organizations and programs targeted to helping small businesses. Provide information and/or sponsor periodic informational workshops.</p> <p>e. Explore joint advertising/marketing of Northside businesses and the continued coordination and funding of such efforts (e.g. Business Improvement District). Build upon the Buy Northside – Northside Pride Campaign. As part of this effort, investigate opportunities to better attract consumers to dine/shop at local businesses when larger events, such as Mallards Baseball, Rhythm and Booms and other events hosted at Warner Park occur. Also attract employees of major employers such as Dane County Airport and Business Park and residents of communities nearby including Deforest and Waunakee.</p>	<p>Office of Business Resources (OBR).</p> <p>(NBA, NPC, and business leaders)</p>	<p>1</p>	<p>\$</p>	<ul style="list-style-type: none"> • OBR will facilitate initial meeting(s) of stakeholders. • OBR will provide information on successful efforts in Madison and other locales. • OBR will identify/discuss potential partners and funding sources to achieve desired outcomes. 	<ul style="list-style-type: none"> • Communicate efforts to residents/business community. • Identify key stakeholders to become involved in marketing efforts. 	<ul style="list-style-type: none"> • Private fundraising. • Operating Budget. • Business Improvement District. • Tax Incremental Financing.

Action Strategy for Enhancing Local Economic Development

Economic Development Long Term (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
<p>2. Promote Employment Development Opportunities</p> <ul style="list-style-type: none"> a. Explore the feasibility of creating a new industrial park adjacent to or in the vicinity of the airport with improved highway and rail access. b. Explore the feasibility of developing business incubators, urban agriculture, commercial kitchen incubator, or other growing industries by directing potential enterprises and funding to the Northside. c. Work with the Madison Area Technical College (MATC) to develop a partnership that would assist in forging new businesses or helping existing businesses become increasingly more competitive. d. Support existing employers located on International Lane in their efforts to grow and expand. Explore options for local hiring. e. Support job-training pathways for residents to be competitive in securing employment. Utilize the Dane County Job Center, MATC, Kennedy Heights Community Center, Northport-Packers Community Learning Centers, Vera Court Neighborhood Centers, Warner Park Community Recreation Center and other resources to strengthen job-training efforts. 	<p>Office of Business Resources (OBR). (NBA, NPC, and business leaders)</p>	2		<ul style="list-style-type: none"> • Provide informational materials, public presentations, and face-to-face meetings to detail potential economic tools available from City, State, and Federal government. 	<ul style="list-style-type: none"> • Communicate information to residents/business community. 	<ul style="list-style-type: none"> • Private fundraising. • Operating Budget. • Business Improvement District. • Tax Incremental Financing.
<p>3. Support Coordination of Northside Economic Development.</p> <ul style="list-style-type: none"> a. Assess the formation, role and structure of an organization and/or contractual agreement of existing organization to promote Northside economic development. b. Identify potential federal, state and local economic programs to attract and retain Northside employers. c. Aggressively pursue economic programs or tools such as Business Improvement Districts, Brownfield and Workforce Development Loans, Facade Improvement Grants, Capital Revolving Loan Funds, Tax Incremental Financing and Economic Development of Micro-Enterprises. d. Create a partnership and improved coordination between the City, businesses, community centers and the schools to provide job readiness training. 	<p>Office of Business Resources (OBR). (NBA, NPC, and business leaders)</p>	3		<ul style="list-style-type: none"> • OBR will provide information and technical assistance on programs to potential businesses. 	<ul style="list-style-type: none"> • Communicate information to residents/business community. • Work toward recruiting new businesses to join NBA. 	<ul style="list-style-type: none"> • Operating Budget.

Action Strategy for Enhancing Local Economic Development

Economic Development Long Term (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
<p>4. Improve the appearance and ambience of Commercial Districts, Business Parks, and Gateways.</p> <p>a. Improve the gateways into the Northside: Pennsylvania Avenue to Packers Avenue to Northport Drive, including County Highway CV and Fordem Avenue to North Sherman Avenue.</p> <p>b. Accentuate the two major commercial districts, Northgate and Northside TownCenter, with signage, building and parking lot improvements and streetscape improvements.</p> <p>c. Encourage commercial property owners to upgrade the appearance of storefront facades, parking lots and landscaping.</p> <p>d. Improve the Airport Business Park and Corbin Business Park by upgrading/maintenance of existing buildings, improved signage, parking lot improvements and new street and bicycle connections.</p> <p>e. Identify potential locations for public art in the business district. Identify local artists and funding sources for initial projects. Figures I-12 and I-13, on pages 37 and 38, show potential artistic enhancements for aesthetic improvement.</p>	<p>WisDOT, Engineering, Traffic Engineering.</p> <p>(NBA, NPC, and business leaders)</p>	4		<ul style="list-style-type: none"> WisDOT, Engineering, Traffic Engineering work with business community to identify improvements and determine feasibility and cost. 	<ul style="list-style-type: none"> Communicate efforts to residents/business community. Identify key stakeholders to become involved in preplanning stages. 	<ul style="list-style-type: none"> WisDOT. Capital Budget. Private fundraising. Tax Incremental Financing. Business Improvement District.
<p>5. Expand/Promote Job Training Centers and Job Opportunities within Northside Community Centers and/or Lakeview Library.</p> <p>a. Utilize the existing community centers and library for on-site job training.</p> <p>b. Setup locations for distribution of employment and job training information.</p> <p>c. Develop closer ties to local employers and align job-training programs, including apprentice programs, to employers/employment needs and placement.</p>	<p>South Central Workforce Board.</p> <p>(CDBG, OCS)</p>	5		<ul style="list-style-type: none"> Share plan recommendations with South Central Workforce Board. Target organizations through City-County funding process to work on job development. 	<ul style="list-style-type: none"> Participate in fostering partnership between community learning centers, library, and other community groups and area job training centers. 	<ul style="list-style-type: none"> Private fundraising. Operating Budget. Federal funding sources.

Action Strategy for Enhancing Local Economic Development

Economic Development Long Term (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
<p>6. Develop a strategy to improve the identity, branding and marketing of Dane County Airport Park and Corbin Business Park.</p> <p>a. Identify existing businesses and determine future plans and needs.</p> <p>b. Work with current property owners: Rifken, Executive Management Inc., Dane County Regional Airport and Ruedebusch to develop plan.</p> <p>c. Address the issue of high vacancy rates, deferred maintenance of and potential redevelopment of existing holdings.</p>	<p>Office of Business Resources (OBR).</p> <p>(Dane County Airport, Rifkin, and other major stakeholders)</p>	6		<ul style="list-style-type: none"> • OBR will facilitate initial meeting(s) of stakeholders. • OBR will provide information on successful efforts in Madison and other locales. • OBR will identify/ discuss potential partners and funding sources to achieve desired outcomes. 	<ul style="list-style-type: none"> • Communicate efforts to residents/business community. • Identify key stakeholders to become involved in marketing efforts. 	<ul style="list-style-type: none"> • Private fundraising. • Operating Budget. • Business Improvement District. • Tax Incremental Financing.
<p>7. Create a partnership and improved coordination between the City, businesses, community centers, and community learning centers, and the schools to provide job readiness training, and a more coordinated, integrated effort to support educational achievements, locally based and on-the-job training, and supportive resources.</p>	<p>OCS in conjunction with OBR.</p> <p>(Northside NRT, JFF)</p>	7		<ul style="list-style-type: none"> • Setup an initial meeting with key stakeholders to identify potential opportunities. 	<ul style="list-style-type: none"> • Provide list of potential stakeholders to attend/involve in effort. 	<ul style="list-style-type: none"> • Dane County.

Action Strategy for Improving the Safety and Efficiency of Walking, Biking and Driving

Overall Transportation	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
1. American Association of State Highway Transportation Officials (AASHTO) requirements shall be followed for the design, construction and reconstruction of sidewalks and bike paths.	Engineering, in conjunction with Traffic Engineering.	1	Dependent on project proposals.	<ul style="list-style-type: none"> Apply AASHTO requirements. Meet with neighborhood associations and other community groups to identify sidewalk and bike path needs. 	<ul style="list-style-type: none"> Participate in public review and comment and advocate for neighborhood needs for sidewalk and bike path improvements. 	<ul style="list-style-type: none"> Private property owners. Capital Budget (Sidewalk Program).
2. Projects on STH 113 and North Sherman Avenue should follow the requirement that State funded projects accommodate all modes of transportation.	WisDOT in conjunction with Engineering and Traffic Engineering.	2	Dependent on project proposals.	<ul style="list-style-type: none"> Monitor transportation projects to ensure all modes of transportation are incorporated. Meet with neighborhood associations and other community groups for public review and comment. 	<ul style="list-style-type: none"> Participate in public review and comment. 	<ul style="list-style-type: none"> WisDOT. Capital Budget.
Short-Term Transportation (0 to 3 years)	Lead Implementation	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
1. Improve pedestrian safety and aesthetics on North Sherman Avenue from Trailsway Street to Northport Drive considering the following: a) on the West side of the road, widen the right-of-way immediately north of Trailsway Street and at the Warner Park entrance; b) install one landscaped pedestrian island at Trailsway Street and two larger pedestrian islands at the Warner Park entrance; c) install high visibility crosswalks at both locations.	Engineering, in conjunction with Traffic Engineering, Parks Division, Forestry Unit, and DNR. (NBA, NPC, Brentwood Village, Sherman Neighborhood Association)	1	\$50,000-\$250,000	<ul style="list-style-type: none"> Develop reconstruction plan, park landscaping, and stormwater plan. Consider components which should be reconstructed or retrofitted. Determine feasibility and cost of project. 	<ul style="list-style-type: none"> Work with District Alderperson to schedule informational meeting with property-owners and wider community to discuss purpose of project. 	<ul style="list-style-type: none"> Capital Budget (earmark funds).
2. Consider installing high visibility crosswalks at Dryden Drive, the midblock crossing near Walgreen's, North Sherman Avenue, Warner Park entrance, Troy Drive, School Road and Kennedy Road.	Traffic Engineering. (NBA, NPC, and Northside Neighborhood Associations)	2	\$3,500-7,000 /intersection	<ul style="list-style-type: none"> Assess the feasibility and cost of crosswalk improvements. Determine, if feasible, the timing and funding source for improvements. 	<ul style="list-style-type: none"> Property and business owners, community center representatives, apartment tenants, and other stakeholders identify locations of crosswalk improvements and participate in planning. 	<ul style="list-style-type: none"> Operating Budget. Capital Budget (earmark funds).

Action Strategy for Improving the Safety and Efficiency of Walking, Biking and Driving

Short-Term Transportation (0 to 3 years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
<p>3. Improve pedestrian safety and aesthetics on North Sherman Avenue from Trailsway Street to Commercial Avenue such as installing improved street lighting, higher visibility crosswalks, pedestrian islands, pedestrian signs and crossing flags. Focus on the following crossing locations: a) Shabazz High School; b) Aberg Avenue; c) Mid-block crossing between Aberg Avenue and Roth Street; d) Roth Street; e) Commercial Avenue; and f) Schlimgen to Trailsway.</p>	<p>Traffic Engineering, in conjunction with Engineering.</p> <p>(Safe Communities)</p>	3	\$2,000-\$10,000 per location	<ul style="list-style-type: none"> Consider components which should be reconstructed or retrofitted. Request funding through Pedestrian Enhancement Program. 	<ul style="list-style-type: none"> Work with Traffic Engineering to determine current level of street lighting and pedestrian safety, upgrade cost, and implementation schedule. Request funding through Arterial Pedestrian Enhancement Programs. 	<ul style="list-style-type: none"> Pedestrian Enhancement Program. Capital Budget (earmark funds). Assessable to property-owners within geographic area benefiting from street lighting.
<p>4. Consider replacing the chain link fence on the Northport Drive median between Packers Avenue and North Sherman Avenue with a more attractive and durable option.</p>	<p>WisDOT, in conjunction with MadisonArts, Engineering and Traffic Engineering.</p> <p>(NBA, NPC, Northside Artists Group, neighborhood associations).</p>	4	\$90-\$150/linear foot	<ul style="list-style-type: none"> Request WisDOT to replace fencing with higher standard aesthetic design. Check intersection site distance with fence. 	<ul style="list-style-type: none"> Work with City Arts Administrator to help determine fence design. Conduct community input on potential design alternatives. 	<ul style="list-style-type: none"> WisDOT. Capital Budget (earmark funds). Private fundraising.
<p>5. Explore and consider options for increasing safety for children/youth walking or biking to and from school through such measures as pedestrian and bicycle safety improvements, crime deterrents such as designated safe routes using the Safe Routes to School program, no turn on red signs during times when children/youth are most apt to be sharing the roads and additional crossing guards and adult supervision on the way to and from school.</p>	<p>Traffic Engineering, in conjunction with Police Department, Public Health and Sherman/Shabazz Schools and School Traffic Safety Committee.</p> <p>(Safe Communities)</p>	5	<p>\$200-\$500/sign</p> <p>\$6,000/yr crossing guard</p> <p>\$2,000-\$10,000 intersection</p>	<ul style="list-style-type: none"> Request Engineering and Traffic Engineering to assess traffic improvements. Assess pedestrian improvements and determine cost and feasibility. 	<ul style="list-style-type: none"> Request that Engineering and Traffic Engineering to assess and implement pedestrian improvements. 	<ul style="list-style-type: none"> Capital Budget (earmark funds).
<p>6. Support efforts to continue planning for Sherman Flyer Bike path and Hartmeyer bike path.</p>	<p>Engineering, in conjunction with Traffic Engineering.</p> <p>(Union Pacific Railroad)</p>	6	\$2.1 million	<ul style="list-style-type: none"> Secure permission/purchase of land from railroad to use the transportation corridor. Secure state/federal funding to assist in land acquisition and construction costs. 	<ul style="list-style-type: none"> Follow planning process and participate in public review and comment. 	<ul style="list-style-type: none"> State/federal funding. Capital Budget (earmark funds).

Action Strategy for Improving the Safety and Efficiency of Walking, Biking and Driving

Short-Term Transportation (0 to 3 years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
7. Consider installing a high visibility crosswalk at entrance to Warner Park Community Recreation Center on Northport Drive and consider installing a pedestrian crossing light.	Traffic Engineering, in conjunction with Engineering.	7	\$100,000-\$150,000 for signal \$2,000-\$4,000 for crosswalk	<ul style="list-style-type: none"> Assess proposed traffic signal at proposed location. Request inclusion as part of resurfacing project. Place on Pedestrian/Bicycle/Motor Vehicle Commission Annual Traffic Signal Priority List. 	<ul style="list-style-type: none"> Request that Traffic Engineering include in Annual Traffic Signal Priority List. 	<ul style="list-style-type: none"> WisDOT. Capital Budget (earmark funds).
8. Consider options to improve the safety of the pedestrian crossing on Northport Drive at Kennedy Road and consider options for moving the bus stop further east to reduce loitering by area apartment residents and help improve the comfort and safety of children/youth waiting for the bus at this location.	Traffic Engineering, in conjunction with Metro Transit.	8	\$500-\$10,000	<ul style="list-style-type: none"> Assess and determine cost to improve pedestrian crossing/safety at intersection and to improve terrace. Discuss the feasibility of relocating bus stop and the ramifications to ridership. Determine cost of relocating bus stop and type of bus stop amenities. 	<ul style="list-style-type: none"> Identify stakeholders and organize. Request Metro Transit relocate bus stop. Participate in public review and comment for STH 113 resurfacing. 	<ul style="list-style-type: none"> WisDOT. Capital Budget.
9. Consider removing the free-flow right turn lane from Northport Drive onto North Sherman Avenue and replace with a dedicated right turn lane.	WisDOT, in conjunction with Engineering and Traffic Engineering.	9	\$50,000-\$100,000	<ul style="list-style-type: none"> Coordinate with WisDOT on improvement of intersection as part of North Sherman Avenue resurfacing project. 	<ul style="list-style-type: none"> Participate in public review and comment for STH 113 resurfacing project. 	<ul style="list-style-type: none"> WisDOT. Capital Budget (earmark funds).
10. Consider timing traffic lights on North Sherman Avenue to provide larger gaps in traffic that allow pedestrians more time to cross.	Traffic Engineering.	10	\$1,000-\$5,000	<ul style="list-style-type: none"> Assess the feasibility of timing signal lights and other pedestrian conditions along street segment. Identify and prioritize locations. Increase police enforcement. 	<ul style="list-style-type: none"> Identify and organize stakeholders. Contact City implementers to jumpstart project. 	<ul style="list-style-type: none"> Capital Budget (earmark funds).
11. Consider reducing speed limit to 25 mph from 30 mph along North Sherman Avenue from Commercial Avenue to Northport Drive.	Traffic Engineering, in conjunction with Police Department.	11	\$200-\$500/sign	<ul style="list-style-type: none"> Assess the feasibility of reducing speed limits along street segment. 	<ul style="list-style-type: none"> Identify and organize stakeholders. Contact City implementers to jumpstart project. 	<ul style="list-style-type: none"> Capital Budget (earmark funds).
12. Consider relocating the bus stop on Northport Drive, which is currently aligned with the East Bluff Condominiums, with the entrance to the Warner Park Community Recreation Center.	Traffic Engineering, in conjunction with Engineering, Metro Transit, Police, and WisDOT.	12	\$500/ per location	<ul style="list-style-type: none"> Discuss the feasibility/cost of relocating bus stop and the ramifications to ridership. Determine type of bus stop amenities. Consider including as part of Northport-Packers resurfacing project. 	<ul style="list-style-type: none"> Identify stakeholders and contact City implementers to help jumpstart project. Participate in public review and comment for STH 113 resurfacing. 	<ul style="list-style-type: none"> WisDOT. Capital Budget (earmark funds).

Action Strategy for Improving the Safety and Efficiency of Walking, Biking and Driving

Short-Term Transportation (0 to 3 years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
13. Consider options and improve pedestrian safety on Packers Avenue from Tennyson Lane to Schlingen Avenue using such features as: a) high visibility crosswalks; b) ADA ramps where they do not exist, c) and pedestrian islands.	WisDOT, in conjunction with Engineering and Traffic Engineering.	13	\$5,000 island or crossing	<ul style="list-style-type: none"> Consider including pedestrian improvement as part of STH 113 resurfacing project. 	<ul style="list-style-type: none"> Identify and organize stakeholders and collect input on safety improvements. Advocate for improvements during STH 113 resurfacing public review and comment. 	<ul style="list-style-type: none"> WisDOT. Capital Budget (earmark funds).
14. Consider installing pedestrian signal and countdown timers at all signalized intersections on Northport Drive.	Traffic Engineering.	14	\$5,000/per intersection	<ul style="list-style-type: none"> Determine the location and cost to install pedestrian cycle/countdown timers. Determine if upgrade can occur as part of STH 113 resurfacing project planning. 	<ul style="list-style-type: none"> Identify and organize stakeholders and collect input on pedestrian signal improvements. Advocate for improvements during STH 113 resurfacing project planning. 	<ul style="list-style-type: none"> Capital Budget (earmark funds).
15. Investigate the feasibility of placing bicycle lanes on all arterial and collector streets at the time of proposed street reconstruction. In addition to streets already indicated in this plan, include Aberg Avenue, Fordem Avenue, North Sherman Avenue north of Northport Drive, Troy Drive (west) and Commercial Avenue.	WisDOT in conjunction with Traffic Engineering, Engineering.	15		<ul style="list-style-type: none"> Determine feasibility and cost of adding bicycle lanes to all arterial and collector streets at reconstruction time. 	<ul style="list-style-type: none"> Identify stakeholders and potential reconstruction projects. Advocate for bicycle lane additions. 	<ul style="list-style-type: none"> WisDOT. Capital Budget (earmark funds).
16. Work with the neighborhoods to explore adding pedestrian connections where they do not exist. For example, consider the following: create a ped/bike path from Pankratz Street to Shopko Drive to serve as an interim measure until such time that a street connection with a sidewalk may be constructed along this same route; create a continuous pedestrian connection from Commercial Avenue to East Johnson Street; and, add a sidewalk from Monterey Drive to Monterey Drive/Warner Park playground.	Traffic Engineering.	16	\$65/linear foot for ped/bike path \$50/linear foot for sidewalk	<ul style="list-style-type: none"> Work with neighborhoods to identify pedestrian connection needs. Determine feasibility and cost of adding pedestrian connections. 	<ul style="list-style-type: none"> Identify stakeholders and identify pedestrian connection needs. Contact City alders and implementer (s) and work together to map needs. 	<ul style="list-style-type: none"> Assessable to property owner in some cases. Capital Budget (earmark funds).
17. Work with WisDOT to consider options to reconstruct the intersection of Northport Drive/Packers Avenue/CTH CV with a roundabout or T-intersection that incorporates high visibility pedestrian crossings, wide sidewalks and bike facilities.	WisDOT, in conjunction with Engineering and Traffic Engineering.	17	\$100,000-\$200,000	<ul style="list-style-type: none"> Work with WisDOT in STH 113 resurfacing project. 	<ul style="list-style-type: none"> Identify and organize stakeholders and participate in public review and comment during planning for intersection improvements. 	<ul style="list-style-type: none"> WisDOT. Capital Budget (earmark funds).

Action Strategy for Improving the Safety and Efficiency of Walking, Biking and Driving

Long-Term Transportation (more than 3 years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
1. Explore and consider developing comprehensive transportation plans for the North Sherman Avenue and Northport/Packers/ CV corridors incorporating pedestrian, bike, bus and motor vehicle movement and safety improvements; corridor connections to the potential high-speed rail station; economic development strategies; aesthetic enhancement improvements; etc.	WisDOT, in conjunction with Engineering, Traffic Engineering and Planning Division.	1	\$200,000- \$300,000	<ul style="list-style-type: none"> • Work with WisDOT in future planning for the Northport-Packers corridor. • Determine smaller projects to be undertaken which will complement long-term plan. 	<ul style="list-style-type: none"> • Advocate for transportation implementation to federal, state and local agencies. 	<ul style="list-style-type: none"> • WisDOT. • Capital Budget (earmark funding).
2. Explore and consider options for creating a “main street” along North Sherman Avenue, perhaps where commercial development is concentrated, with safer pedestrian and bicycle connections to businesses and adjoining neighborhood streets, and streetscape enhancements.	Traffic Engineering, in conjunction with Engineering and Planning Division. (NBA, NPC and adjacent NA’s)	2	\$2,000- \$10,000 per location	<ul style="list-style-type: none"> • Develop plan with detailed locations and type of streetscape improvements. • Prioritize the locations and type of streetscape improvements. • Determine improvement costs and potential funding sources. 	<ul style="list-style-type: none"> • Explore the level of support for Business Improvement District. 	<ul style="list-style-type: none"> • Capital Budget (earmark funds). • Assessable costs to property owners.
3. On Aberg Avenue, explore and consider installing a pedestrian island at Huxley Street, crosswalks more visible to motorists at all intersections and installing bike lanes on both sides of Aberg Avenue from Packers Avenue to North Sherman Avenue.	Traffic Engineering, in conjunction with Engineering.	3	\$5,000/ island \$2,000- \$5,000/ crosswalk	<ul style="list-style-type: none"> • Discuss level of support with District Alderperson and neighborhood. 	<ul style="list-style-type: none"> • Explore level of support with neighborhood. • Participate in public review and comment. 	<ul style="list-style-type: none"> • Capital Budget (earmark funding).
4. Consider options to widen street terrace and narrow median along Northport Drive from Troy Drive to Knutson Road, add enough terrace area to plant street trees and other landscaping, install environmentally friendly drainage such as a bioswale and landscaping on median and mark bike lanes.	WisDOT, in conjunction with Engineering and Traffic Engineering.	4	\$100,000- \$200,000	<ul style="list-style-type: none"> • Work with WisDOT to ensure improvement during on STH 113 resurfacing. 	<ul style="list-style-type: none"> • Participate in STH 113 resurfacing project planning. 	<ul style="list-style-type: none"> • WisDOT. • Capital Budget (earmark funds).
5. Explore and consider providing a public road/ cul-de-sac with sidewalks and terraces at entrance to the future UW Credit Union site, Woodland Apartments, Pizza Hut, etc. off of Northport Drive; connect cul-de-sac with a pedestrian/bike path through the commercial properties (use existing 30 foot rear easement) to Lake View Hill County Park.	WisDOT, in conjunction with Engineering and Traffic Engineering.	5	\$100-\$300/ linear ft	<ul style="list-style-type: none"> • Work with WisDOT to incorporate improvement during STH 113 resurfacing. 	<ul style="list-style-type: none"> • Encourage property owners and neighborhoods to participate in STH 113 planning. 	<ul style="list-style-type: none"> • WisDOT. • Capital Budget (earmark funds).

Action Strategy for Improving the Safety and Efficiency of Walking, Biking and Driving

Long-Term Transportation (more than 3 years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
6. Explore and consider constructing a public street through the Northside TownCenter property from the North Sherman Avenue/Warner Park entrance to Dryden Drive. Provide pedestrian, bicycle and other improvements.	Property owners in conjunction with Engineering, Traffic Engineering.	6	\$300/linear ft	<ul style="list-style-type: none"> • Work with property owners to determine construction of public street with sidewalks. • Consider improvements as part of future redevelopment project. 	<ul style="list-style-type: none"> • Participate in public review and comment for future redevelopment of Northside TownCenter. 	<ul style="list-style-type: none"> • Fold cost into redevelopment project.
7. Explore and consider extending/constructing a new public street from Commercial Avenue to Huxley Street where it intersects with Roth Street. Assess traffic volume, traffic speed and pedestrian safety impacts to surrounding neighborhoods.	Property-owners, in conjunction with Engineering, Traffic Engineering.	7	\$300-\$500/linear ft	<ul style="list-style-type: none"> • Work with property-owners to determine location and cost of construction of public street with sidewalks and bicycle improvements. • Consider improvements as part of future redevelopment project. 	<ul style="list-style-type: none"> • Explore neighborhood interest in public street connection and bike lanes and connection. 	<ul style="list-style-type: none"> • Fold cost into redevelopment project.
8. In the Airport/Packers Gateway area, explore and consider constructing a new public street connecting the Packers Avenue/CTH CV/ Northport Drive intersection and American Drive (Independence Lane) in the Airport Industrial Park.	Property-owners, in conjunction with Engineering, Traffic Engineering.	8	\$300-\$500/linear ft	<ul style="list-style-type: none"> • Work with property-owners to determine location and cost of construction of public street with sidewalks and bicycle improvements. • Consider improvements as part of future redevelopment project. 	<ul style="list-style-type: none"> • Explore neighborhood interest in public street connection and bike lanes. 	<ul style="list-style-type: none"> • Fold cost into redevelopment project.
9. From Packers Avenue to North Sherman Avenue or Troy Drive (west) consider: a) reducing Northport Drive from three lanes to two lanes in each direction; b) widen terrace and plant street trees and other landscaping; c) mark bike lanes.	WisDOT in conjunction with Engineering and Traffic Engineering.	9	\$300/linear ft	<ul style="list-style-type: none"> • Work with WisDOT in planning for STH 113 resurfacing. • Consider spot improvements as parcels redevelop. 	<ul style="list-style-type: none"> • Participate in STH 113 resurfacing review and comment. 	<ul style="list-style-type: none"> • WisDOT. • Capital Budget (earmark funds).
10. Explore and consider widening the sidewalk along the Warner park side of Northport Drive from North Sherman Avenue to Troy Drive.	Engineering, in conjunction with Traffic Engineering and Parks Division.	10	\$50/linear ft	<ul style="list-style-type: none"> • Determine feasibility and cost of sidewalk installation. • Consider including as part of STH 113 and North Sherman Avenue resurfacing project. 	<ul style="list-style-type: none"> • Participate in STH 113 and North Sherman Avenue planning and review and comment. 	<ul style="list-style-type: none"> • WisDOT. • Capital Budget (earmark funds).
11. At such time new development occurs (Tennyson Lane and Raemisch areas), consider marking bike lanes along a possible future street connection from Eliot Lane to Prairie View Road.	Engineering, in conjunction with Traffic Engineering.	11		<ul style="list-style-type: none"> • Work with property-owners to determine location and cost of construction of public street with sidewalks and bicycle improvements. 	<ul style="list-style-type: none"> • Explore property owner interest in street connection and bike lanes. 	<ul style="list-style-type: none"> • Capital Budget (earmark funds).

Action Strategy for Improving the Safety and Efficiency of Walking, Biking and Driving

Long-Term Transportation (more than 3 years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
12. With consideration of pedestrian improvements, explore relocating bus stops as necessary to accommodate new crosswalks and make all bus stops ADA accessible.	Traffic Engineering, in conjunction with Metro Transit.	12	\$100-\$10,000	<ul style="list-style-type: none"> • Discuss the feasibility of relocating bus stop and the ramifications to ridership. • Determine cost of relocating bus stop and type of bus stop amenities. • Consider including as part of Northport-Packers resurfacing project. 	<ul style="list-style-type: none"> • Explore bus stop relocation and improvement needs with neighborhoods and other stakeholders. 	<ul style="list-style-type: none"> • WisDOT. • Capital Budget (earmark funds).
13. Connect Pankratz Street to Shopko Drive. Include bicycle lanes. Create a pedestrian/ bicycle connection to the Airport Gateway Area either from the Aberg Avenue interchange or across Packers Avenue.	Property-owners, in conjunction with Engineering, Traffic Engineering.	13	\$300-\$500/linear ft	<ul style="list-style-type: none"> • Work with property-owners to determine location and cost of construction of public street with sidewalks and bicycle improvements. • Consider improvements as part of future redevelopment project. 	<ul style="list-style-type: none"> • Explore neighborhood interest in public street connection and bike lanes and connection. 	<ul style="list-style-type: none"> • Fold cost into redevelopment project.
14. Explore and consider connecting Pankratz Street to Anderson Street aligning with the driveway on the northside of Anderson Street.	Property-owners, in conjunction with Engineering, Traffic Engineering.	14	\$300-\$500/linear ft	<ul style="list-style-type: none"> • Work with property-owners to determine location and cost of construction of public street with sidewalks and bicycle improvements. • Consider improvements as part of future redevelopment project. 	<ul style="list-style-type: none"> • Explore neighborhood interest in public street connection and bike lanes. 	<ul style="list-style-type: none"> • Fold cost into redevelopment project.
15. Explore and consider installing a sidewalk and street lighting on the south side of Darwin Road from Packers Avenue to the River Food Pantry.	Engineering, in conjunction with Traffic Engineering.	15	\$50/linear ft for sidewalk \$3,000/light	<ul style="list-style-type: none"> • Survey and design sidewalk and street light locations. • Assess level of property owner support for improvements. 	<ul style="list-style-type: none"> • Explore neighborhood interest in sidewalk and street lighting. 	<ul style="list-style-type: none"> • Assessable to property owner.
16. Explore and consider installing crosswalks more visible to motorists and pedestrian islands at Woodward Drive intersections with Farwell and Northwest end of Warner Beach Park; install sidewalks in Warner Park along Forster Drive (continue to connect with Warner Park Beach sidewalk).	Engineering, in conjunction with Traffic Engineering and Parks Division.	16	\$50/linear foot for sidewalk installation \$5,000/island	<ul style="list-style-type: none"> • Determine feasibility and cost of pedestrian improvements. 	<ul style="list-style-type: none"> • Explore neighborhood interest in crosswalk improvements. 	<ul style="list-style-type: none"> • Assessable to property owner. • Capital Budget.
17. Explore and consider closing gap between Warner Park Beach sidewalk and sidewalks on Sheridan Drive and Farwell Drive in the Village of Maple Bluff.	Engineering, in conjunction with Traffic Engineering and Parks Division.	17	\$50/linear foot for sidewalk installation	<ul style="list-style-type: none"> • Determine feasibility and cost of sidewalk installation. 	<ul style="list-style-type: none"> • Explore neighborhood interest in closing sidewalk gaps. 	<ul style="list-style-type: none"> • Assessable to property owner. • Capital Budget.

Action Strategy for Improving the Safety and Efficiency of Walking, Biking and Driving

Long-Term Transportation (more than 3 years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
18. Improve pedestrian and bicycle access and safety at Warner Park entrances on North Sherman Avenue and Northport Drive and improve the pedestrian and bike paths through the park as indicated in Chapter I-6 of Volume I, pages I-39 and I-40, recommendations a, b and c.	Engineering, in conjunction with Traffic Engineering and Parks Division.	18		<ul style="list-style-type: none"> • Incorporate improvements with current planning and redesign efforts of Warner Park parking lot. 	<ul style="list-style-type: none"> • Participate in current planning and redesign efforts of Warner Park parking lot. 	<ul style="list-style-type: none"> • Capital Budget (earmark funds). • Tax Incremental Financing District.
19. Explore and consider the feasibility of placing bicycle lanes on all remaining arterial and collector streets such as Packers Avenue.	WisDOT, Engineering, Traffic Engineering.	19	\$65/linear foot	<ul style="list-style-type: none"> • Work with WisDOT to ensure bicycle lanes are incorporated into STH 113 resurfacing project. • Determine feasibility and cost of adding bicycle lanes to all other arterial and collector streets. 	<ul style="list-style-type: none"> • Explore neighborhood interest in bicycle lanes and participate in STH 113 resurfacing and other road project planning opportunities. 	<ul style="list-style-type: none"> • WisDOT. • Capital Budget (earmark funds).
20. Consider constructing a bicycle/pedestrian path (The Sherman Flyer) from the Yahara River Path to Warner Park and the Town of Westport along the Union Pacific rail corridor.	Engineering in conjunction with Traffic Engineering.	20	\$65/linear foot	<ul style="list-style-type: none"> • Continue work with Union Pacific Rail to ensure completion of project. • Work with property-owners to determine construction of bikepath. 	<ul style="list-style-type: none"> • Participate in public process during project planning. 	<ul style="list-style-type: none"> • Capital Budget (earmark funds).
21. Explore placing bicycle directional/distance signage at key path-path, street-street, path-street intersections.	Engineering in conjunction with Traffic Engineering.	21	\$200-\$500/sign	<ul style="list-style-type: none"> • Work with bicyclists to determine signage needs. 	<ul style="list-style-type: none"> • Work with Engineering to determine signage needs. 	<ul style="list-style-type: none"> • Capital Budget (earmark funds).

Action Strategy for Enhancing Recreation and Sustainability of Green Spaces

Long Term Parks (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
1. Revisit the <i>Land Use Master Plan</i> for Warner Park. Refer to recommended park improvements cited in Plan.	Parks Division.	1	n/a	<ul style="list-style-type: none"> Board of Parks Commissioners authorizes the Warner Park Land Use Plan. Park Division undertakes preparation of land use plan for Warner Park. Proposed concepts/projects identified in NWS Plan are discussed as part of land use plan. 	<ul style="list-style-type: none"> Communicate efforts to residents/business community. Identify key stakeholders to become involved in planning efforts. 	<ul style="list-style-type: none"> Capital Budget. Federal/State/Environmental Organization funding. Private fundraising.
2. Explore options to improve water quality at Warner Park Beach with Wisconsin Department of Natural Resources, Dane County and City of Madison Parks Division.	Parks Division, in conjunction with Engineering, Dane County Parks and WisDNR.	2	To be determined	<ul style="list-style-type: none"> Discuss water quality issues with Dane County and WisDNR. Investigate potential measures/solutions to improve water quality. 	<ul style="list-style-type: none"> Advocate for short and long-term solutions. 	<ul style="list-style-type: none"> Capital Budget (earmark funds). WisDNR Grants.
3. Explore creating a greenway connection and/or wayfinding system between Cherokee Marsh and Conservation Park, Lake View Hill County Park, Warner Park, Mendota Mental Health Hospital, Central Wisconsin Center, Governor's Island and connecting south to Tenney Park. Designating key entrances, installing kiosks with locational maps and locating wayfinding signage at recreational sites will help inform users of their whereabouts and how to navigate to other Northside open spaces.	Parks Division, in conjunction with Dane County Public Works and State DOA.	3	\$3,000/sign (estimated 14 signs for a cost of \$42,000)	<ul style="list-style-type: none"> Board of Parks Commissioners authorizes wayfinding system. Setup meeting with Dane County and State of Wisconsin to discuss wayfinding system. Identify location, content, design, and cost. 	<ul style="list-style-type: none"> Communicate efforts to residents/business community. 	<ul style="list-style-type: none"> WisDNR Grants. Capital Budget.
4. Consider locating a spray park at Warner Park Community Recreation Center, Berkley Park, or another appropriate park or open space.	Parks Division.	4	\$300,000-\$500,000	<ul style="list-style-type: none"> Identify location for spray park, design, and cost. Seek private-public funding sources for spray park. 	<ul style="list-style-type: none"> Assist in notifying and soliciting input from neighborhood residents. Spearhead fundraising effort. 	<ul style="list-style-type: none"> Capital Budget. Private Fundraising.
5. Evaluate building a footbridge over the culvert at 1158 Woodward Drive to connect the north and south sections of the beach area. See Figure I-16 on page I-42 of Volume I for proposed location and possible bridge design.	Parks Division.	5	To be determined.	<ul style="list-style-type: none"> Determine the feasibility and cost of constructing a footbridge. Review potential designs of footbridge with neighbors and Northside Neighborhoods. 	<ul style="list-style-type: none"> Respond to initial designs for footbridge. 	<ul style="list-style-type: none"> Capital Budget. WisDNR Grants.
6. Consider enhancing park amenities such as the changinghouse/restrooms at both ends of the beach with a play area, additional grills, etc. (see Figure I-16 on page I-42 of Volume I).	Parks Division.	6	\$5,000-\$50,000	<ul style="list-style-type: none"> Determine possible improvements and costs to areas. Work with neighborhood groups to identify and prioritize improvements. 	<ul style="list-style-type: none"> Provide input on amenities and apply for People for Park Program to match the cost of improvements. Spearhead fundraising effort for park improvements. 	<ul style="list-style-type: none"> Capital Budget. People for Parks Program. WisDNR Grants. Private fundraising.

Action Strategy for Enhancing Recreation and Sustainability of Green Spaces

Long Term Parks (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
7. Support the Dane County Lake View Hill Master Plan. To improve the connectivity of Lake View Hill Park to Warner Park, explore a pedestrian path along the rear property easement of the 1410-1422 Northport Drive (Lakeview Office and future UW Credit Union site) to Troy Drive.	Traffic Engineering, in conjunction with Engineering, Planning Division, Parks Division, and Dane County Parks.	7	\$65/linear foot	<ul style="list-style-type: none"> Discuss potential path with property owner at the time of redevelopment of the site. 	<ul style="list-style-type: none"> Contact adjacent property-owners, with the assistance of the District Alderperson and Engineering and Traffic Engineering staff, to garner support for pedestrian path. Work with Wisconsin Bicycle Federation and other local groups to garner support for this project. 	<ul style="list-style-type: none"> Capital Budget
8. Remove low-growth vegetation along property line between Windom Way Park and Packers Townhouse Apartments to improve the visibility. Explore installing community gardens and soccer field.	Parks Division. (CAC)	8	n/a	<ul style="list-style-type: none"> Submit work order to trim brush. Solicit input from Packers Apartment Townhouses, Packers Community Learning Center, and Sherman neighborhood. Determine if community desires community gardens or soccer field at location. 	<ul style="list-style-type: none"> Assist in notifying and soliciting input from neighborhood residents. 	<ul style="list-style-type: none"> Capital Budget People for Parks Program New Garden Fund
9. Consider installing artistic screen panels between the sidewalk and road along Woodward Drive to create an attractive buffer between pedestrians and traffic. Explore ways to involve area children/youth in designing and installing panels. See Figure 16 for recommended screen location and possible designs.	Parks Division, in conjunction with Planning Division.	9		<ul style="list-style-type: none"> Contact individuals/ organization working on streetscape improvements for the Northside to discuss potential design. 	<ul style="list-style-type: none"> Work with Parks Division on the design of screens. 	<ul style="list-style-type: none"> Capital Budget People for Parks Program
10. Consider adding a play structure and a half basketball court to Brentwood Village Park.	Parks Division.	10		<ul style="list-style-type: none"> Determine play structure add on and costs. 	<ul style="list-style-type: none"> Undertake private fundraising to purchase additional play structure components. Apply to People for Parks Programs for cost sharing match. 	<ul style="list-style-type: none"> Capital Budget People for Parks Program

Action Strategy for Enhancing and Expanding Community Education and Recreation

Long Term Community Facilities (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
1. Increase programming for children/youth within the neighborhood. Expand and create after/ before school programs for school-age children, and provide positive youth development activities, academic support and recreation for middle school and high school age youth and strive to supplement existing youth programs. Replicate or grow successful programs in areas with unmet needs.	Office of Community Services (OCS). (Nonprofit organizations)	1	Dependent on funding proposal.	<ul style="list-style-type: none"> Communicate plan recommendations with potential funders. 	<ul style="list-style-type: none"> Advocate programming requests/opportunities to potential service providers. 	<ul style="list-style-type: none"> Operating Budget.
2. Foster collaborative relationship between the Madison Metropolitan School District and community groups where community groups can use area schools for neighborhood and after-school activities at low or no cost (particularly the gyms and classrooms) and schools can use the community centers for parent-teacher conferences, special events and additional space during the school day.	MMSD in conjunction with OCS and nonprofit organizations.	2	Dependent on funding proposal.	<ul style="list-style-type: none"> Communicate plan recommendations with potential funders. 	<ul style="list-style-type: none"> Begin dialogue with MMSD communicating facility needs for neighborhood and after-school activities, and schools can share needs for community centers. 	<ul style="list-style-type: none"> Operating Budget.
3. Consider the expansion of Warner Park Community Recreation Center and broaden outreach for programming and other resources to all area children/youth and adults. Add a dedicated professional youth development staff to the Warner Park staff team (<i>also see Parks, Open Space and Natural Resources Recommendations</i>).	Parks Division.	3	Dependent on plans for expansion.	<ul style="list-style-type: none"> Determine feasibility and cost of expansion and staff increase. 	<ul style="list-style-type: none"> Explore with neighborhoods and other center customers needs for community center expansion and staff increase. 	<ul style="list-style-type: none"> Capital Budget (earmark funding). Operating Budget.
4. Continue support for the Northside Planning Council and encourage collaboration between this group and other community organizations.	Neighborhoods and Business Community.	4	Dependent on scope and definition of support.	<ul style="list-style-type: none"> Continue to work with NPC in its efforts to make improvements to the Northside. 	<ul style="list-style-type: none"> Explore ways that NPC, other community organizations, and the business community can more effectively collaborate on neighborhood improvement efforts. 	<ul style="list-style-type: none"> Operating Budget.
5. Continue support for the Northside Farmers Market and Winter Market.	Neighborhoods and Business Community.	5	Dependent on scope and definition of support.		<ul style="list-style-type: none"> Promote <i>buy local</i> campaign and <i>branding</i> of Northside incorporating marketing of Northside Farmers Market and Winter Market. 	

Action Strategy for Enhancing and Expanding Community Education and Recreation

Long Term Community Facilities (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
6. Consider expanding Lakeview Library building, expanding hours, and adding bi-lingual staff members.	Library Board.	6	Dependent on expansion proposal.	<ul style="list-style-type: none"> Determine feasibility and potential cost of expanding library building and increasing staff. 	<ul style="list-style-type: none"> Explore with neighborhoods library facility and staffing needs. 	<ul style="list-style-type: none"> Capital Budget (earmark funding). Operating Budget.
7. Explore options to improve social services and community support resources for the Northside such as: <ul style="list-style-type: none"> English language learner classes and other services for non-native English speakers. Early childhood education, quality childcare. Family literacy. Vocational and job training. Senior programs including meals and recreation. Parent education, training and support. Public Health services such as mobile clinics run by UW Madison and St. Mary's Hospital. Health fairs and workshops by community groups, Touched Twice United, etc. Mobile food pantries. U.W. Extension programs. WIC (Women, Infants and Children) programs. 	Dane County Health & Human Services (Office of Community Services).	7	Dependent on service and support proposals.	<ul style="list-style-type: none"> Determine feasibility and potential cost for various social service and support resource improvement scenarios. 	<ul style="list-style-type: none"> Identify stakeholders of various social services and support resources and determine improvement needs. 	<ul style="list-style-type: none"> Dane County Operating Budget.

Action Strategy for Enhancing and Expanding Community Education and Recreation Opportunities

Long Term Community Facilities (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
8. Work with community centers, schools, Madison School and Community Recreation, Lakeview Library, neighborhood associations, centers of worship, food pantries and other non-profit service delivery organizations to explore establishing a neighborhood-based network and/or distribution relationship to assemble and disseminate community information about neighborhood events, programs and social and economic issues such as jobs, healthcare and education. Information distribution methods could include listservs, websites, school newsletters, neighborhood newsletters, etc.	Northside Planning Council (neighborhood associations, community centers, schools MSCR, Lakeview Library, centers of worship, food pantries and others). (Northside NRT)	8	Dependent on scope of potential programs. neighborhood-based network.	<ul style="list-style-type: none"> Ask Northside NRT to work with Northside organizations to compile information. 	<ul style="list-style-type: none"> Explore creation of a neighborhood-based network with community. 	<ul style="list-style-type: none"> Private fundraising.
9. Continue support for the River Food Pantry.	Neighborhoods and Business Community.	9	Dependent on scope of support.		<ul style="list-style-type: none"> Explore community support needs with River Food Pantry. 	<ul style="list-style-type: none"> Private fundraising.
10. Strengthen existing neighborhood and resident associations and establish new groups in areas of the neighborhood without resident representation. Areas to concentrate on: Lerdahl, Mendota, Sherman Village, and Woodlands.	Northside Planning Council (neighborhood associations).	10	Dependent on scope of effort.		<ul style="list-style-type: none"> Survey neighborhood and resident associations for issues and needs. 	<ul style="list-style-type: none"> Private fundraising. Neighborhood Grant Program (Planning Division). Allied and Emerging Neighborhood Fund (Mayor's Office).
11. Provide continued support to multi-family communities that have achieved great success in becoming safer, more enjoyable places to live such as the Woodlands, Vera Court, Northport/Packers, Kennedy Heights and others.	Neighborhoods and Business Community (Apartment Association of Southcentral Wisconsin, City Attorney, Tenant Resource Center).	11			<ul style="list-style-type: none"> Conduct review and analysis of multi-family success stories. Develop best practices guide. 	
12. Explore and consider strengthening existing programs and increasing the number of programs that provide resources and encouragement for area youth and adults to access higher education. Encourage higher education institutions to locate satellite classrooms at community centers, Lakeview Library and other accessible neighborhood locations.	Office of Community Services. (NPC)	12		<ul style="list-style-type: none"> Conduct needs assessment for youth programming. 	<ul style="list-style-type: none"> Participate in needs assessment. 	<ul style="list-style-type: none"> Operating Budget.

Action Strategy for Enhancing and Expanding Community Education and Recreation Opportunities

Long Term Community Facilities (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
13. Encourage MSCR to explore the possibility of increasing academic programming and encourage MSCR to employ Northside residents.	Office of Community Services.	13		<ul style="list-style-type: none"> • Explore feasibility with MSCR of increasing academic programming. 		<ul style="list-style-type: none"> • Operating Budget.
14. Conduct an inventory and assessment of Northside health and dental services including additional services that are needed and resident access particularly in high need locations. Consider nurses that are on-site, home-visit nurses, Public Health Madison-Dane County nurses, Parish nurses and school nurses in high-need locations.	Public Health Madison/ Dane County.	14		<ul style="list-style-type: none"> • Work with Northside NRT, NPC and other nonprofits to inventory existing resources. 	<ul style="list-style-type: none"> • Distribute health and dental service information to residents. 	<ul style="list-style-type: none"> • Operating Budget.
15. Explore and consider working with Northside job centers to establish job training/employment programs in neighborhood schools for positions such as teachers' aides, administrative aides, database related positions, etc.	Neighborhoods and Business Community (MMSD, Dane County Job Center, MATC).	15			<ul style="list-style-type: none"> • Explore possibilities of school collaboration with job centers. 	<ul style="list-style-type: none"> • Operating Budget. • Federal, state and local job funding grants.
16. Support establishment of community gardens on appropriate open spaces.	Neighborhoods (Community Action Coalition).	16	Dependent on square footage and number of plots and amenities such as water line.		<ul style="list-style-type: none"> • Conduct needs assessment for community gardens. 	<ul style="list-style-type: none"> • New Garden Grant (CAC). • Private fundraising.
17. Support collaborative efforts between the East Area PTO and neighborhood associations to keep area elementary schools open.	East Area Parent Teacher Organization (PTO's and Neighborhood Associations).	17			<ul style="list-style-type: none"> • Communicate actions of East Area PTO. 	
18. If the need arises, encourage the City to facilitate a process to identify a permanent location for the Northside Farmers Market.	Northside Farmer's Market (Neighborhoods).	18		<ul style="list-style-type: none"> • Monitor location and lease agreement between property owner and Northside Farmer's Market. 	<ul style="list-style-type: none"> • Communicate neighborhood farmer's market needs. 	<ul style="list-style-type: none"> • Private fundraising.

Action Strategy for Enhancing and Expanding Community Education and Recreation Opportunities

Long Term Community Facilities (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
19. Explore options to improve Northsiders' access to existing swimming pools such as pool admission and membership scholarships, and/or sliding scale admission fees and a direct summer bus route from the Northside to Goodman Pool (<i>Area swimming pools that may be targeted include East High School, Madison Area Technical College, Lapham Elementary School and the Princeton Club. Also see Parks, Open Space and Natural Resources recommendations</i>).	Community Centers.	19			<ul style="list-style-type: none"> • Communicate neighborhood needs for swimming pool admission. 	<ul style="list-style-type: none"> • Private fundraising.
20. Work with schools and the East Area PTO Coalition to welcome parents of all ethnic, cultural and socio-economic backgrounds to participate; plan meetings and other activities at locations, times and with provisions such as childcare to make it more feasible for all to participate.	East Area PTO and PTO's.	20			<ul style="list-style-type: none"> • Develop welcome strategy. 	<ul style="list-style-type: none"> • Private fundraising.
21. Create a partnership between the Dane County Time Bank and neighborhood schools where Time Bank resources are used to strengthen schools and the community and advertise job training, volunteer and employment opportunities.	Madison Metropolitan School District (Dane County Timebank).	21		<ul style="list-style-type: none"> • MMSD explore feasibility of partnership with Dane County Timebank. 		<ul style="list-style-type: none"> • Private fundraising.
22. Work with Northside schools and the East Area PTO Coalition to support school performance improvements.	Madison Metropolitan School District (East Area PTO).	22		<ul style="list-style-type: none"> • MMSD explore ways to strengthen school performance with East Area PTO assistance. 	<ul style="list-style-type: none"> • Communicate school performance needs. 	<ul style="list-style-type: none"> • Operating budget.
23. Explore and consider improving the connection between Northside residents and affordable, nutritious food through mobile food pantries and working with Food Share of Wisconsin to include the Northside as one of its food drop-off sites.	Public Health Dane County/Madison (mobile food pantries, Food Share of Wisconsin).	23		<ul style="list-style-type: none"> • Explore developing affordable, nutritious food education and distribution strategy. 	<ul style="list-style-type: none"> • Communicate nutrition needs. 	<ul style="list-style-type: none"> • Operating budget (City and County).

Action Strategy for Creating Stable and Inviting Places to Live

Long Term Housing (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
<p>1. Sustain a mix of available housing types including: single-family, owner-occupied, rental, multi-unit or multifamily, senior housing, affordable housing and also encourage development of housing in the upper ranges of the current market.</p>	<p>Planning Division.</p>	<p>1</p>	<p>NA</p>	<ul style="list-style-type: none"> Review development proposals and major rehabilitation projects to make sure a balance and sustainable mix is achieved on the Northside. 	<ul style="list-style-type: none"> Initiate discussions with property-owners of potential housing opportunities to serve the rental/owner population. 	<ul style="list-style-type: none"> City/State and/or Federal Housing Grants/Programs. Tax Incremental Financing.
<p>2. Preserve single-family housing character in residential areas. Specifically, explore rezoning the southern end of the Sherman Neighborhood from R4 to R3, or equivalent zoning classification, to retain existing single-family and two-family character. Consider preserving the following design characteristics:</p> <p>Design of new residential structures should follow the basic design patterns of the existing houses found in the neighborhood. These include size (ca. 800-1500 square feet on ground level, typically one to three bedrooms); height (one to two stories); and main roof configuration (gabled roofs, including single gable, two perpendicular gables). Roof pitch for new residential structures should be within the range found on houses on that block. In cases where a new residence is built to replace a house formerly located on the lot, the new structure should follow the same footprint (placement and outline on lot) as the former house. Exceptions may be made if the original house was placed off center (side to side) or its set-back was not in the range of contributing houses. If the original house was exceedingly small, the replacement house may be larger but should be within the size range of contributing houses.</p>	<p>Zoning Unit.</p>	<p>2</p>	<p>NA</p>	<ul style="list-style-type: none"> Work with District Alderperson to setup a neighborhood meeting to discuss rezoning or potential new zoning districts that would apply to the area. Identify geographic area to change from R4 to R3 or equivalent zoning districts. Review demolition requests with goals of the neighborhood plan. 	<ul style="list-style-type: none"> Distribute background information on existing zoning classifications. Encourage property-owners to attend meetings to discuss the pro and cons of zoning change. 	

Action Strategy for Creating Stable and Inviting Places to Live

Long Term Housing (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
<p>3. Explore and consider neighborhood stabilization options for emerging neighborhood areas including Brentwood, Karstens, Kipling and Vera Court; include landlord training, property inspection and maintenance and local hiring of residents for property management or neighborhood improvement activities. Provide support for resident involvement, strengthen connection to local schools and community centers and improve access to and information of local resources for children/youth and families.</p>	<p>North Neighborhood Resource Team (NRT). (District Alderpersons, NPC, NBA, Schools, Service Providers, landlords, and Northside Neighborhoods).</p>	3	<p>Dependent on proposed stabilization actions</p>	<ul style="list-style-type: none"> • Monitor Northside neighborhoods and initiate action, if necessary. 	<ul style="list-style-type: none"> • Communicate with North NRT on activities occurring in Northside neighborhoods. 	<ul style="list-style-type: none"> • City/County Capital and Operation Budgets
<p>4. Explore options to encourage quality management and improved screening processes for rental residential units through partnerships and training sessions with the Apartment Association of South Central Wisconsin, Tenant Resource Center, North Police District, landlords, neighborhood associations and other organizations.</p>	<p>North Police District, in conjunction with City Attorney and Building Inspection. (Apartment Association of South Central Wisconsin, EOC, Tenant Resource Center, and area landlords).</p>	4	<p>Dependent on event sponsors.</p>	<ul style="list-style-type: none"> • Initiate the training sessions for area property-owners and landlords. • Work with area property-owners and landlords on proper screen and management practices. 	<ul style="list-style-type: none"> • Communicate successful efforts to stabilize sub-neighborhoods to Northside residents. 	<ul style="list-style-type: none"> • Apartment Association of South Central Wisconsin. • Tenant Resource Center. • Private fees.
<p>5. Discourage existing owner-occupied housing from transitioning to rental housing or vacancy for an excessively long time period.</p>	<p>Community Economic Development, Community Development Block Grant (Building Inspection, North Police District, North NRT)</p>	5	<p>Dependent on loan program requirements.</p>	<ul style="list-style-type: none"> • Distribute information on City's homebuyer and rehab loan programs. • Actively use Neighborhood Stabilization Program funding for foreclosed properties in eligible areas. 	<ul style="list-style-type: none"> • Distribute/publish information on City's/State homebuyer and rehab loan programs. • Notify building inspection, police department, and/or CED/CDBG Office of properties with deferred maintenance, safety issues, or opportunities for purchase by nonprofit organizations. 	<ul style="list-style-type: none"> • City/State and/or Federal Housing Purchase and Rehab Loan Programs. • Neighborhood Stabilization Program.
<p>6. Work with local employers such as Corbin Business Park, Dane County Regional Airport, Dane County Airport Park, Madison Area Technical College, Kraft-Oscar Mayer and with the Northside Business Association, real estate agents and financial institutions to promote and market the Northside as a place to purchase a home or rent long term.</p>	<p>Office of Business Resources (District Alderpersons, NBA, NPC, Northside Realtors)</p>	6	<p>Dependent on scope of marketing effort.</p>	<ul style="list-style-type: none"> • Initiate discussions with major employers on how to promote the Northside to their employees. 	<ul style="list-style-type: none"> • Discuss strategies to strengthen communications on promoting the Northside with major employers. 	<ul style="list-style-type: none"> • City and State Housing Purchase and Rehab Loan Programs. • City of Madison Public Housing & Voucher Program.

Action Strategy for Creating Stable and Inviting Places to Live

Long Term Housing (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
7. In the Vera Court area, explore options to: 1) coordinate housing, neighborhood center and residents; 2) retain affordable housing options; and 3) support continued operation of the Vera Court Neighborhood Center.	Community Development Block Grant (CDBG) Office of Community Services (OCS)	7	Dependent on loan program requirement.	<ul style="list-style-type: none"> Work with current or future property owners to retain affordable housing and community center. 		<ul style="list-style-type: none"> City/State and/or Federal Housing Programs.
8. Promote and improve access and information about the availability of homebuyer loans, down payment assistance and rehabilitation loans by publishing information in neighborhood publications and setting up counseling sessions with individuals. Market programs through the Northside News, neighborhood newsletters and direct mail and setup informational meetings with financial, real estate and area landlords.	Community Economic Development (CED)	8	Dependent on Loan program requirement.	<ul style="list-style-type: none"> Distribute information on City's homebuyer and rehab loan programs. Setup homebuyer and rehab fair targeted on the Northside. 	<ul style="list-style-type: none"> Distribute/publish information on City's/State homebuyer and rehab loan programs. 	<ul style="list-style-type: none"> City and State Housing Purchase and Rehab Loan Programs.
9. Provide property owners with information on green building/rehabilitation alternatives for planned construction and improvement projects.	Community Economic Development (CED) (CDBG, MGE, Sustain Dane)	9		<ul style="list-style-type: none"> Provide information to neighborhood on City programs and other local/state/federal programs. 	<ul style="list-style-type: none"> Distribute/publish information on green building practices and programs. 	<ul style="list-style-type: none"> Focus on Energy. Energy Efficiency and Conservation Block Grant.
10. Encourage the 1) use and/or development of foreclosure prevention counseling programs; 2) early tenant notification of foreclosure proceedings and tenant rights; and 3) monitoring of property, and quick action if necessary, of building code or safety violations.	Community Development Block Grant (CDBG)	10	Dependent on loan program requirement.	<ul style="list-style-type: none"> Work with housing providers in the Neighborhood Stabilization Program areas. Distribute information on the program, housing providers, and services offered to NPC and Northside neighborhoods. 	<ul style="list-style-type: none"> Distribute/publish information on foreclosure prevention/tenant notification. 	<ul style="list-style-type: none"> Neighborhood Stabilization Program in eligible areas.

Action Strategy for Creating Stable and Inviting Places to Live

Long Term Safety (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
<p>1. Continue to develop and enhance communication mechanisms between the North Police District, property-owners, neighborhood associations, individual neighborhood residents, Northside Business Association and Northeast Senior Coalition.</p> <p>a. Emphasize the need for residents to notify the Police Department of suspicious activities.</p> <p>b. Educate the public about actual crime statistics via the Northside News, North District News, Annual Public Safety Forum and police attendance at neighborhood meetings, community events and youth programs.</p>	<p>North Police District (NPC, neighborhood associations, Northside Business Association, North/Eastside Senior Coalition, community learning centers, Lakeview Library)</p>	1		<ul style="list-style-type: none"> Attend neighborhood meetings, activities and events developing relationships and presence in community. Share crime statistics and related information with neighborhoods and other stakeholders and request publication in newsletters, on listservs, webpages, in library, etc. 	<ul style="list-style-type: none"> Publish crime information in newsletters, on listservs, webpages, etc. Host activities and events to bring neighbors together and create safety watch and other crime prevention activities. 	<ul style="list-style-type: none"> Operating budget. Private fundraising.
<p>2. Develop relationships and partnerships between landlords/managers of apartment complexes and the North Police District. Provide training, support and access to information for landlords to deal with tenant issues and maintain safe, well-managed facilities.</p>	<p>Apartment landlords/managers, North Police District (Housing Operations, City Attorney, NPC, neighborhood associations, Apartment Association of South Central Wisconsin)</p>	2		<ul style="list-style-type: none"> Work with neighborhoods to identify areas of greatest need. Organize initial meeting and followup training. 	<ul style="list-style-type: none"> Work with City to identify areas of greatest need. Participate in initial meeting and followup training and related meetings. 	<ul style="list-style-type: none"> Operating budget. Private fundraising.
<p>3. Explore and consider developing and scheduling activities and events for open spaces, such as Warner Park, Windom Park and the parking lot of the Northside TownCenter, to encourage positive use of these public and private spaces.</p>	<p>NPC, neighborhood associations, shopping center owners (Community centers, North/Eastside Senior Coalition, Northside Farmer's Market)</p>	3		<ul style="list-style-type: none"> Work with neighborhoods and shopping center owners to facilitate developing and scheduling of activities and events for area open spaces. 	<ul style="list-style-type: none"> Develop partnership of neighborhoods and community groups and organize kickoff meeting to begin discussion of regular activities and events for area open spaces. 	<ul style="list-style-type: none"> Private fundraising.
<p>4. Explore establishing partnerships between neighborhood associations, apartment complexes and the North Police District to implement community empowerment activities such as resident led Neighborhood Walk and Watch Programs and National Night Out events.</p>	<p>NPC, neighborhood associations (Landlords, Planning Division, North Police District, community centers)</p>	4		<ul style="list-style-type: none"> Provide information on developing crime prevention activities and events. 	<ul style="list-style-type: none"> Identify community stakeholders and conduct preplanning work to lay foundation for development of activities and events. 	<ul style="list-style-type: none"> Private fundraising.

Action Strategy for Creating Stable and Inviting Places to Live

Long Term Safety (3 + years)	Lead Implementation (Key Partners)	Priority	Estimated Costs	Initial Steps City	Initial Steps Neighborhood/Business Community	Potential Funding Sources
5. Explore installing additional dark skies compliant lighting and upgrading existing lighting to improve visibility and illumination in public and private places in key areas such as the Kipling Drive area.	Engineering, Traffic Engineering (Neighborhood associations, landlords, homeowners)	5		<ul style="list-style-type: none"> • Work with neighborhoods to identify areas for dark skies compliant lighting. • Determine feasibility and cost of additional lighting. 	<ul style="list-style-type: none"> • Work with City to identify areas requesting dark skies compliant lighting. 	<ul style="list-style-type: none"> • Capital budget (earmarks).
6. Consider increasing the visibility of police patrols at key times and places and encourage positive police contact with at-risk populations.	North Police District (Neighborhood associations, community centers, business owners, property owners)	6		<ul style="list-style-type: none"> • Identify areas of need in conjunction with neighborhoods, business owners, and community centers. 	<ul style="list-style-type: none"> • Work with City to identify areas that could benefit from better visibility of police patrols. • Organize events and activities where community member interaction with Police have opportunity to interact. 	<ul style="list-style-type: none"> • Operating budget.
7. Set up training sessions to educate residents about locking/securing property, Crime Prevention Through Environmental Design tactics and other prevention strategies that will help deter crimes of opportunity.	North Police District	7		<ul style="list-style-type: none"> • Organize training sessions. • Provide crimes of opportunity prevention information at community meetings, events and activities. 	<ul style="list-style-type: none"> • Participate in training sessions. • Publicize information on crime prevention in newsletters, listservs and webpages, etc. 	<ul style="list-style-type: none"> • Operating budget.

Appendix - Figures

Concept A: North-South Main Street, Mixed-Use Redevelopment



Concept B: East-West Main Street, Mixed-Use Redevelopment



Land Use	Concept A						Concept B					
	Acreage	Percentage of Total	Unit Count	Density Per Acre	Ground Floor Footprint	Parking Stalls	Acreage	Percentage of Total	Unit Count	Density Per Acre	Ground Floor Footprint	Parking Stalls
Townhouse	1.3	6.1%	31	23.5 du/ac			2.3	10.7%	136	59.9 du/ac		
Multi-Family	1.0	4.6%	61	61.0 du/ac								
Total Residential	2.3	10.7%	92	39.7 du/ac			2.3	10.7%	136	59.9 du/ac		
Existing Bldg.	1.7	8.0%			75,900 ft. ²		1.6	7.5%			68,700 ft. ²	
New Bldg.	1.9	8.9%			84,275 ft. ²		2.8	13.0%			120,250 ft. ²	
Additional Site	3.2	14.9%					2.5	11.6%				
Total Commercial	6.9	31.9%			160,175 ft.²		6.8	32.1%			188,950 ft.²	
Employment							1.6	7.7%			43,250 ft.²	
Open Space	1.0	4.6%					1.1	5.1%				
Right-Of-Way	6.6	30.7%					4.7	22.4%				
Surface	4.8	22.1%				695	4.2	20.0%				613
Structured							0.4	1.9%				300
Total Parking	4.8	22.1%				695	4.6	21.9%				913
Total Site Area	21.6	100.0%					21.2	100.0%				

Concept A: Roundabout & Employment-based Redevelopment



Concept B: "T"-intersection & Employment-based Redevelopment



Conceptual Designs for the Airport Gateway Area.

Concept A: Commercial Redevelopment

Concept B: Low-Cost Building/Lot Improvements



Possible Strategy Jung's Property: Improving the appearance by removing antiquated signage, adding landscaping, and screening dumpsters.



417 Northport Drive: Placing colorful banners is an inexpensive method to add interest and color to an existing business.



Reducing pavement to provide additional space for landscaping and screening.



A simple approach to screening the trash and recycling containers.



Conceptual Designs for the Northport-Troy Area.

Concept A: Traditional Residential Development

Concept B: Mixed Residential & Urban Agriculture



Land Use	Concept A						Concept B					
	Acreage	Percentage of Total	Unit Count	Density Per Acre	Ground Floor Footprint	Parking Stalls	Acreage	Percentage of Total	Unit Count	Density Per Acre	Ground Floor Footprint	Parking Stalls
Single-Family	23.0	37.3%	174	7.6 du/ac			17.2	27.9%	122	7.1 du/ac		
Houseplex	0.9	1.4%	14	16.3 du/ac			0.4	0.7%	7	16.2 du/ac		
Townhouse	3.1	5.0%	57	18.7 du/ac			2.6	4.2%	47	18.1 du/ac		
Multi-Family	3.5	5.7%	84	24.1 du/ac			3.5	5.7%	74	24.3 du/ac		
Cohousing							2.7	4.4%	14	5.2 du/ac		
Cottage Green							0.8	1.3%	18	22.2 du/ac		
Total Residential	30.4	49.3%	329	10.8 du/ac			26.8	43.5%	282	10.5 du/ac		
Commercial	1.6	2.5%			38,500 ft.²		1.0	1.6%			24,700 ft.²	
Green Space	8.6	13.9%					8.6	14.0%				
Water Detention	1.4	2.3%					1.4	2.3%				
Urban Ag.	0.3	0.5%					7.7	12.4%				
Total Open Space	10.3	16.7%					17.7	28.7%				
Right-Of-Way	18.4	29.9%					15.2	24.7%				
Parking	1.0	1.6%					0.9	1.5%				137
Total Site Area	61.6	100.0%					61.6	100.0%				

Conceptual Designs for the Raemisch Property.

Concept A: Mixed-Use Redevelopment

Concept B: Mixed-Use Redevelopment



Conceptual Designs for the Northgate - Kraft/Oscar Mayer Area.



Packers Avenue Frontage | Industrial Redevelopment Concept

Conceptual Design for the Packers Avenue Frontage Area.