

# NORTHSIDE NEWS

Vol. 13, No. 3, Issue #77

April / May 2008

## Metro proposes cuts to Northside bus routes

### The Northside News

Recently proposed cuts to Madison Metro bus service would affect practically all Northside routes and times. These service tweaks, which would occur along with numerous other proposed changes throughout the city's bus system, are designed to address Metro's stated goal of increasing efficiencies.

At a glance, the following changes to Northside Metro bus service have been proposed:

- ❖ **Route 17** (direct service between the North and East Transfer Points) would be eliminated after 6 pm on weekdays;
- ❖ **Route 24** service to the airport and areas north of Tennyson would be eliminated;
- ❖ **Route 20** would replace Route 24 and hourly evening service for Route 17; and
- ❖ **Routes 21 and 22** would be reduced from 30 to 60 minute service after 6:30 pm. Midday service frequency would increase from hourly to every 30 minutes to offset the elimination of Route 24.

See Metro Cuts, page 8

## Northside Farmers Market Returns



By Lynette Jandl  
*The Northside News*

The Northside Farmers Market celebrates its fourth season and opens Sun., May 4 and runs Oct. 26, with weekly hours from 8:30 am to 12:30 pm.

The Northside Farmers Market has become one of the most popular and well-attended markets in Wisconsin. People enjoy the fresh nutritious foods, the conversations with their favorite vendors and spontaneous visiting with friends from around the neighborhood.

Market, page 8

## Re-Visioning Tennyson Terrace

*Developer's proposal presents opportunity and challenges*

### A NORTHSIDE ACTION ALERT

An effort is underway to turn a key Northside property into an economic development opportunity. Neighboring residents, however, are concerned that the potential opportunity may present more challenges than benefits.

Tucked away on Tennyson Lane between Lakeview Elementary and Packers Avenue is a nineteen acre property with several low-slung buildings once used as an animal research facility, and now serving as warehouse space. While the somewhat dilapidated buildings present an eyesore, the open greenspace on the eastern part of the property and the property's many mature trees have long been appreciated by nearby residents of the Berkley Oaks neighborhood.

Local developer Tom Keller, whose Tennyson Terrace company purchased the property in 2006, is proposing to remove the existing buildings on the site and to construct a series of "commercial bungalows" or business condominiums. Keller envisions these units as being purchased and used by hobbyists, car collectors and small



Photo by Julie Spears

**Existing buildings at 1902 Tennyson Lane would be removed and replaced with "commercial condos" under developer Tom Keller's proposal.**

business people who desire to own an affordable, clean and pleasant space that is governed by strict covenants and condominium bylaws.

Keller's initial concept plan, presented in a neighborhood meeting on January 30 convened by District 12 Ald. Satya Rhodes-Conway, proposed the construction of approximately 63 buildings consisting of 126 units of commercial condominium space. Each individual unit would be about 1,250 square feet in size. The average sale price for these units would likely be

less than \$100,000, depending on the level of finish. In addition, Keller's proposal sets aside a 1.4 acre portion of the property on the corner of Tennyson Lane and Packers Avenue for future neighborhood commercial use.

Keller states in his proposal that the proposed use is consistent with the City's 1994 Northport-Warner Park neighborhood plan, "providing affordable space for small businesses, which would complement the wide-range of affordable housing options in the neighborhood." In addition, the proposal notes that the Plan places a high

Tennyson Terrace, page 9

## Getting Our Slice of Madison's Economic Development Pie

### A NORTHSIDE BRIEFING

The Northside Planning Council has a strong interest in expanding economic opportunity on the Northside. This article provides a brief summary of the City's newly proposed economic development plan, and some of NPC's initial views of what that plan may mean for the Northside. See the related story on page X for what this plan may mean to the Northside.

*Tim Carlisle NPC Lead Organizer*

In recent years the City of Madison has placed increased attention to its role in Madison's economic development. The City is currently in the process of developing an Economic Development Strategic Implementation Plan to guide the City's economic development efforts over the next 3-5 years.

It is notable that the City's last economic development plan was adopted 25 years ago, in 1983.

Economic Plan, page 7

## North Sherman resurfacing begins June 30

### By Dana Slowiak

*The Northside News*

North Sherman Avenue faces the curse of summer in Wisconsin – road construction. The busy Northside traffic vein will be resurfaced, underground utilities upgraded and deteriorated curbs, gutters, driveway aprons and sidewalks replaced.

While the project inherently brings traffic stresses to the neighborhood, Northsiders should know that such a

project won't take place again for at least 20 years.

The \$1.2 million project begins on June 30, after Rhythm and Booms, and is scheduled for completion by Oct. 15, according to a March 12 public informational meeting. The project moves forward in three phases, with crews working on one half of the street at a time. Traffic falls to one lane in both directions for the duration of the project.

Sherman, page 15

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## Northside Neighborhood Plan

**Open House**  
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# NORTHSIDE NEWS

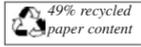
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### Writers and Photographers Meeting

April 16, 6:30 pm  
Pierce's Northside Market Lounge  
Aspiring writers and photographers welcome.

### Deadlines for next issue

Article Submissions: May 23  
Ad Reservations: May 21  
Ad Deadline: May 28  
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## NORTHSIDE NEWS

### NPC welcomes back Tim Carlisle

Helen Marks Dicks and Lisa Weise, Co-Chairs of the Northside Planning Council, are delighted to announce the return of Tim Carlisle to NPC as its Lead Organizer. Tim returns just in time to help us celebrate our fifteenth anniversary. But this is not just a moment of nostalgia. Based on his past track record with NPC and other organizations, we believe Tim brings the energy and the vision to work with the council on the major issues facing the Northside. We look forward

to utilizing his skills in working with us to implement new visions and projects for NPC.

In welcoming Tim back we also would like to reach out to all past (and future) council members who would like to become more involved with NPC's work. With Tim's return and with planning retreats in our near future, it's an exciting time to join us. We all want to make the Northside a better place to live! Welcome back, Tim!

From

**TIM CARLISLE**



**NORTHSIDE PLANNING COUNCIL  
LEAD ORGANIZER**

Who said there are no second chances?...

I'm very pleased to be back working with the Northside Planning Council after almost seven years away. As some of you may remember, I served as NPC's facilitator/organizer for much of its early life, from 1994-2001. Second chances in life, let alone second tours of duty with the same organization, are rare.

So what have I been doing the past seven years? Well, I left NPC in 2001 to organize a new broad-based coalition of faith and community organizations that would bring people together from across Dane County to work on common issues. I wanted to do this because many of the critical issues we are facing here on the Northside are

not just Northside issues – they are city-wide issues, school district-wide issues, regional issues. These critical issues include housing affordability, school quality and equity, rapid population growth and development, disparities in economic opportunity, and so on.

Over the next couple of years I met with hundreds of clergy, congregation leaders, business and union leaders, and neighborhood and community leaders across Dane County to learn what people think our metropolitan community needs and wants. We worked to build a new set of relationships that cut across many of the lines that divide us.

In November of 2003, nearly 1,500 leaders representing over 30 organizations met to found a new broad-based organization – called Dane County United – to work on this common agenda. The Northside Planning Council and Northside neighborhoods were well-represented at DCU's founding, with over 200 Northsiders present – the largest single delegation

See Carlisle, page 10

## ✉ Letters to the Northside News

### North Sherman Safety

Dear Editor,

I understand that the City is considering making improvements to North Sherman Avenue. As a Northside resident since 1997, I have driven, walked and biked that street many a time. I have been saddened by two pedestrian deaths in the last few years on that street and I have watched cars, bikers and peds fight for space on this busy and important corridor.

As long as we are making improve-

See Sherman, page 10

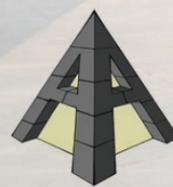
### Capital Area Regional Planning Commission (CARPC)

Dear Editor,

For the last several months we, the undersigned representatives of local conservation organizations, have been participating in the public-input process of the Capital Area Regional Planning Commission (CARPC).

On Feb. 28, following amendments made in response to a public hearing, CAPRC commissioners approved

See CARPC, page 10



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**NORTHSIDE PLANNING COUNCIL**



**Northside Planning Council  
celebrates 15 years of  
community action**

In March 1993, a group of 10 Northside neighborhood and business leaders gathered together in the basement of AnchorBank and voted to form a new organization called the Northside Planning Council.

Most likely few of those initial NPC members – and maybe hardly anyone else — thought NPC would still be around 15 years later, but here we are, bigger and stronger than ever, and still bringing Northside neighborhoods and residents together to make the Northside a better community.

Over the past fifteen years there have been many changes for the better on the Northside – some bigger and some smaller, some dramatic and some behind the scenes. While fulfilling its mission of improving the quality of life for all residents of the Northside community, the Northside Planning Council has played a leadership or supporting role in many of those changes.

These changes include the following:

Spearheading the community-wide effort to build Warner Park Community Recreation Center, the crossroads of our community;

Creating and publishing the *Northside News*, a treasured, identity-creating source of news and information;

Bringing back a grocery store to the Northside;

Saving the Troy Gardens property and helping develop it into an award winning community resource park with community gardens, an urban CSA farm, restored prairie, mixed income co-housing, and nature education;

Supporting the creation or revitalization of 11 Northside neighborhood associations;

Leading the successful advocacy efforts to bring a grocery store back to the Northside;

Partnering with the Dane County Timebank to introduce Time Dollars to Wisconsin;

Partnering with the Friends of Lakeview Library to expand Lakeview Library;

Creating the North Star Awards to recognize Northsiders who make our a community better place; and

Bringing over \$7 million in public and private financial resources to the Northside.

For these and other accomplishments, the Northside Planning Council and Northside community received the national neighborhood of the year award from Neighborhoods USA in 1999.

So after 15 years of working together, we have a lot to celebrate as a community and as the Northside's umbrella community organization.

Throughout the coming year, the *Northside News* is going to feature articles on the many positive changes on the Northside that have occurred over the past 15 years.

And this fall, the Northside Planning Council will host one big community party – a special event that celebrates NPC's accomplishments and the many, many Northside leaders who have contributed to this wonderful community that we all call home.

In the meantime, we'd like to ask our fellow Northsiders to support the ongoing work of the Northside Planning Council by making a donation to our 15th Anniversary Fund. With your support, NPC will be around for another 15+ years, working together to build an even better Northside.

**Cast your vote!**

**BEST OF THE  
Northside**

Here's your chance to share your Northside pride. Cast your vote for your Northside favorites!

Mail completed ballot the *Northside News*, 2702 International Lane, Ste. 203, Madison, WI 53704

*Winners will be announced at NPC's 15th Anniversary Celebration!*

Please circle ONE selection per category

**Best Northside summer activity**

- Canoeing Cherokee Marsh
- Gardening at Troy Community Gardens
- Golfing a Northside Golf Course
- Hiking/Walking a Natural Area
- Attending Mallards Baseball
- Visiting the Northside Farmers Market
- Attending a Northside Festival  
please name \_\_\_\_\_
- Attending Rhythmm and Booms
- Other \_\_\_\_\_

**Best Northside winter activity**

- Northside Farmers Market (Indoor)
- Cross Country Skiing  
please name location \_\_\_\_\_
- Sledding  
please name location \_\_\_\_\_
- Other \_\_\_\_\_

**Best natural attraction**

- Cherokee Marsh ~ Governor's Island ~ Troy Gardens
- Lake View Hill Park ~ Warner Park
- Other \_\_\_\_\_

**Best youth activity for teens**

please name \_\_\_\_\_

**Best youth activity for younger kids**

please name \_\_\_\_\_

**Best dog walking area/park**

please name \_\_\_\_\_

**Best place to bike/run**

please name \_\_\_\_\_

**Favorite Community "hang out" location**

- Pierce's Northside Market Lounge
- Lakeview Library Reading Room
- Warner Park Community Recreation Center
- Other \_\_\_\_\_

**Best Northside business bargain**

please name \_\_\_\_\_

**Favorite Northside restaurant**

please name location \_\_\_\_\_

**Favorite Northside after work hangout**

please name location \_\_\_\_\_

**Favorite place for a haircut**

please name location \_\_\_\_\_

**Best place to take a non-Northsider gem**

please name \_\_\_\_\_

**Best hidden Northside gem**

please name \_\_\_\_\_

**Add a category for the next issue**

**I want to help celebrate NPC's 15th anniversary  
and support the work of NPC and the Northside News**

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www.northsideplanningcouncil.org

**Mission; To improve the quality of life for all residents of the Northside community, by increasing citizen participation and voice in issues and decisions affecting the community through neighborhood organizing and advocacy; and building community by linking community organizations & residents.**

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 Helen Marks Dicks, North/Eastside Senior Coalition 222-3843  
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 Michael Shinnors, Brentwood Village 241-1848  
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 Janet Adams, Lakeview Lutheran Church,  
 Terrie Anderson, Northside Timebank, 241-9080  
 Bill Bauer Becker, Friends of Lake View Hill Park, 241-5589  
 Vernon Blackwell, At Large, 246-8379  
 Patricia Brinkman, Cherokee Townhouses, 243-8912

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 Pat Steele, Northport Apts., 249-9281

Karen Thompson, Northside Business Assn., 246-3483  
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 Laura Vogel, Maple Bluff 244-7187  
 Miguel Weathers Berkley Oaks  
 Cyndi Wood, Nobel Park, 249-4052

*Neighborhoods in need of a NPC representative:*  
 Karstens, Kennedy Heights, Lerdahl Park, Maple Wood, North Park Apts, Northridge Terrace Apts, Packer Townhouses, Sherman Village, Woodland Park Apts, Woodlands Apts

**Northside Planning Council**  
 2702 International Lane, Suite 203  
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Tim Carlisle, Ext. 2. Lead Organizer  
 Julie Spears, Ext. 3. Community Organizer  
 Dana Slowiak, Ext. 1. Administrator

**NORTHSIDE PLANNING COUNCIL**

**NPC Meeting Highlights  
 February & March**

**People:**

**Bill Bauer** (Friends of Lake View Hill Park), **Peng Her** (Friends of Troy Gardens, *alt.*), **Chris Odt** (Lake View Hill, *alt.*), **John Quinlan** (Cherokee Garden Condos, *alt.*), and **Char Tortorice** (Lake View Hill) were added to the membership.

**Ellen Barnard**, who recently joined the Executive Committee as Secretary, was elected to serve as Treasurer as well.

The Council hired **Tim Carlisle** for the Lead Organizer position. Many Northsiders will remember Tim as NPC's first Facilitator from 1994-2001.

**Issues:**

The new **North Police District Captain Cameron McLay** came to the March Council to introduce himself to the roomful of Northside community leaders. A small group of NPC members and staff met with Capt. McLay earlier in March to welcome him and get acquainted.

Council members have taken an interest in educating themselves about the City's **Economic Development** Implementation Plan- the City's first since 1983. NPC hosted a forum at Lakeview Library on March 10, and several members provided input at the City's presentation on March 25. There is also high interest in the upcoming Northside Business Market Study. See front page story.

Based on the neighborhood's concerns and potential impacts on the greater Northside, NPC member discussed its potential involvement in the **Tennyson Terrace** development. See story on page 7.

The **Northside Planning Council** is refocusing its organizational priorities and will hold two retreats this spring which will include community organizing training and selecting our issue agenda.

*The Council meets the fourth Wednesday of the month, 6:30 pm at Warner Park Center.  
 The next meeting is Apr. 23, and is open to the public.*

*For more information, call 661-0060.*



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COMMUNITY

# Creating positive community through game play

By Jackie Thomas  
*The Northside News*

In a quiet room, at Lakeview Library, Efrem R. Jasso stacks box after box of board games, from the familiar Uno and Clue to Tsuro: the Game of the Path and Mystery of Abbey, on several cozy tables. Although a self-described "volunteer who stumbled into this opportunity on a fluke," Jasso, founder of Safe Haven Games, LLC, has a vision.

"I believe in building positive community through game play," Jasso said. "Players learn team building and academic skills. As they improve, they teach others and become leaders. Eventually, they'll visit local board game businesses."

After reading a Wisconsin State Journal article on the city's interest in gang-free initiatives, Jasso called Dane County Executive Kathleen Falk, Mayor Dave Cieslewicz and Chief of Police Noble Wray, but found his best ally in Margie Navarre Saaf, Branch Supervisor for Lakeview Library. Business plan in hand, Jasso, who credits gaming with keeping him trouble free in his teens, encouraged Navarre Saaf to see the library as a natural home for a gaming community.

Navarre Saaf explains, "The goal is to get kids to see the library as a safe place with activities and resources that are relevant and have value for them, and to introduce them to media literacy. More and more research is highlighting the benefits of gaming in teaching new media and information literacy. Skills developed through gaming include strategic thinking, rapid information acquisition, analytical thinking, information synthesis and self-direction."

Jasso solicited board game donations from Misty Mountain Games & Diversions, in Madison, and Patch Products, in Beloit. Madison Gas and Electric donated energy-themed board games and office supplies. Together, Jasso and Navarre Saaf secured a \$25,000 grant from the Madison



Photo by Jackie Thomas

### Game players engrossed in a high stakes boardgame at the Lakeview Library.

Community Foundation. Some of the funding has been used to make video games available for check out at the Lakeview Library. Video games typically have a waiting list of 40 or more patrons.

"Board games give kids a chance to interact more closely with one another," Navarre Saaf said. "Video games have a more isolationist element to them." But she lauds the video game Dance Dance Revolution, "the average weight loss is 10 to 14 pounds in the first month for someone doing this regularly!"

On a recent Monday Game Day, Bridget Zinn, Youth Services Librarian for Lakeview Library, who has been offering monthly electronic game programs at the library for the past year, was playing the card game Qwitch with a middle school student. "My favorite game as a child was Monopoly," Zinn said. "I can't play it anymore, because I overdosed. My money-hungry days are behind me."

Laura Bessenecker, a fifth-grade homeschool student was participating for the first time. "I saw lots of games I hadn't seen before and a lot I'd like to play again."

*Players of all ages are welcome to participate Mondays, from 3-5 pm at Lakeview Library, 2845 N. Sherman Ave. Call 246-4547 for more information.*



### Celebrating 5th Anniversary at April 26 fundraiser

By Amy Mondloch  
*Grassroots Leadership College*

The Grassroots Leadership College (GLC) is celebrating its fifth anniversary with a community gathering and fundraiser on Apr. 26, 7-10 pm at the Wil-Mar Neighborhood Center. The GLC invites all members of the community to join them as they mark five years of working with developing grassroots leaders. Beginning with music and hors d'oeuvres, the evening will feature participants sharing their experiences and awards for outstanding individual accomplishments.

Growing out of a single semester, the GLC now offers semester programs twice a year as well as intensive workshops focusing on individual topics, the Spanish language based *el Programa de Liderazgo Comunitario*, and a place based series.

The cornerstone of the curriculum, the General Semester includes classroom work as well as organizing projects that each participant designs and works on with an individual coach. Past projects have included Weed Warriors, the Eastmorland Neighborhood Plan and a survey that grew into the planning and opening of a grocery store on the Northside. Over 300 people have graduated from the Grassroots Leadership College to

date.

In the fall of 2006 the College launched *el Programa de Liderazgo Comunitario*, a workshop series for the Spanish speaking community. This fall will mark the third year the GLC has included *el Programa* in its course offerings.

The Fifth Anniversary Fundraiser is the perfect opportunity for alumni to reconnect, learn about new opportunities, and continue to support grassroots education and activism. Share your projects and continued community involvement with other leaders and build valuable relationships.

The event is also a great opportunity for community members interested in creating strong neighborhoods and improving their own communities. It will be a fantastic opportunity to learn first hand how our program works, to hear directly from alumni, and to build relationships with fellow residents. As with all GLC events, children are welcome.

For more information please contact Amy S. Mondloch, Grassroots Leadership College Executive Director, at 608-441-0085 or [amy@grassrootsleadershipcollege.org](mailto:amy@grassrootsleadershipcollege.org).

### GLC 5th Anniversary Fundraiser

Sat., April 26, 7-10 pm  
Wil-Mar Neighborhood Center

## April 1 election results

Bold indicates winners

DANE COUNTY  
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# Invest your time! Timebank needs you!

**By Terrie Anderson**  
*The Northside News*

The Northside Timebank is looking for people to do certain tasks:

1. Kitchen Cabinet members who plan welcome events and help make the Timebank work better for everyone. An election will be held at our April 17 meeting. If you or someone you know could attend our monthly meetings and share ideas and enthusiasm, you are encouraged to call the Timebank office at 663-0400 or Terrie Anderson, current Northside

Timebank Coordinator, at 241-9080 for more information. Timedollars will be paid for time serving the Timebank.

2. Handy folks who can do routine maintenance and simple repairs for members who aren't able to. If you are skilled in carpentry, electrical work, plumbing, yard and home maintenance, remodeling or repair, but don't have time to do many of these longer-term services, how about offering your advice about them? Members want your expertise, suggestions and cost estimates for projects, and they will pay you timedollars for your consulting.

# Operation Fresh Start to build affordable home in Vera Court

**The Northside News**

Operation Fresh Start (OFS) will build an affordable, energy-efficient home in the Vera Court neighborhood this year. Located at 807 Troy Dr., the house will be built by at-risk youth participating in OFS's Youthbuild/AmeriCorps program.

Operation Fresh Start is a local non-profit organization that helps at-risk youth, ages 16-24, from low-income backgrounds become self-sufficient by acquiring practical job skills, completing a high school credential, developing career plans and entering employment or other post-secondary education upon completion of the program.

Under the supervision and instruction of journey-level construction trainers, OFS trains program participants, many of whom have not completed high school, to renovate or construct single-family houses, which are then sold to low-income, first-time homebuyers.

Citing strong financial performance in 2007, CUNA Mutual Group Foundation Director Steve Goldberg announced a \$50,000 grant to OFS at a press conference on March 6 that will fund Vera Court's 10 to 15-person youth build crew. Each crew typically includes a handful of Northside youth, according to OFS Crew Supervisor Kelly Kirkpatrick.

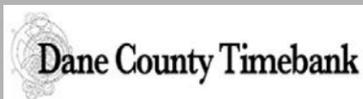
Madison Police Chief Noble Wray enthusiastically endorsed OFS's program at the press conference for its restorative justice qualities stating, "The outcome is a self-reliant young adult and a safer community."

The year-long new construction project is expected to begin in June 2008. As with all OFS projects, there are opportunities for community members to help with construction or youth tutoring and mentoring. For more information on Operation Fresh Start, the Vera Court project or to volunteer, visit [www.operationfreshstart.org](http://www.operationfreshstart.org) or call 244-4721.

## Upcoming TimeBank Events

Dessert Potluck & Northside Kitchen Cabinet Election  
April 17, 7 to 8:15 pm  
St. Paul Lutheran Church  
2126 N. Sherman Ave.

Plant Exchange  
May 11, 10 am-12 pm  
Northside Farmers Market  
Northside TownCenter



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extra \$6 per month. To sign up, go to [mge.com/greenpower](http://mge.com/greenpower). Choose to green power tomorrow, today.



NEIGHBORHOOD

# News from Lake View Hill neighborhood association

By Char Tortorice

Lake View Hill Neighborhood Association

Hello! I am Char Tortorice, the new president of the Lake View Hill Neighborhood Association. Along with the other officers, Jon Becker, Sue Gleason and Chris Odt, we are committed to bringing you a year of information and updates as well as fun events celebrating our Northside location.

So, how can you stay tuned in? It's easy. First, if you live in the area bounded by north of Northport, west of Sherman Avenue to Mayfield (through the back yards), on the southside of Iowa/Havey to the east side of School Road, you win! You are already a member of the LVHNA. There are no dues. It is simply one of the rewards for living in the best neighborhood in Madison. Second, look for LVHNA updates in future issues of the *Northside News*. We will be there, under the water tower. We will keep you posted on all upcoming events. Third, if you are a computer

user, bookmark our website and visit it frequently ([www.communities.madison.com/lakeviewhill](http://www.communities.madison.com/lakeviewhill)). All events will be posted as well as any late breaking, interesting information. And finally, again for you computer types, join the LVHNA listserv by adding your email address to the appropriate box on the website. The listserv can address issues interactively.

So what's coming up? Mark your calendar for a general neighborhood association meeting on Mon., Apr. 21, 6:30-8 pm at the Warner Park Community Recreation Center. Tim Carlisle, former facilitator of the Northside Planning Council, has come back into that role and will discuss how different neighborhood groups can work together to promote the quality of life on the Northside. Si Widstrand, Madison Parks Development Manager, will also be there to explain what's in store for our city parks as various parks planning committees develop their plans. Join us for dessert and a look into the future!

## Lake View Hill considers a neighborhood sign

The 2008 LVHNA board of directors is setting goals, meetings, and events for this year. A neighborhood sign has been identified as a goal at member meetings for the last few years. The board is considering making a commitment of up to \$1,000 from the current neighborhood association account (currently over \$1,800) for use in leveraging other funds, such as city grants, to create LVHNA signage. If there is no objection from members, the board will make this commitment in May so that research on signage options and funding sources can begin, with resulting information then brought to the membership later in the year for their consideration. Any LVHNA member objecting to this commitment by the board should contact Board President Char Tortorice, 249-8052, by April 28.

~ Submitted by By Jon Becker

## Kennedy Heights' Spring Fling is May 4

By Alyssa Kenney

Kennedy Heights Community Center

Join Kennedy Heights' residents and other northside neighbors for the Community Center's annual neighborhood event. This year's Spring Fling will take place on Sun., May 4, 12-4 pm. The Spring Fling will include a community talent show, new and classic neighborhood games and plenty of food and drinks. All are welcome and encouraged to come and spend an afternoon at the Heights. Those interested in performing in the talent show, selling food or setting up an information booth should contact Alyssa at 244-0767. Volunteer and sponsorship opportunities are also available. Come and celebrate your community!

cont. from page 1

## Economic Plan

The draft plan, prepared by Chicago-based consultant Tom Ticknor, focuses on strategies for "growing the pie" of the Madison economy by stimulating growth of quality jobs and Madison's tax base. The plan explicitly does not focus on community development, which it defines as "distributing the pie".

*The draft plan's primary message is that "Good Jobs Matter" because they anchor local prosperity and quality of life, and thus the City needs to play greater role in creating quality jobs in sectors that serve markets beyond Madison.*

The plan states that implementing its recommendations will allow the City to positively impact the creation and/or retention of 15,000 Madison jobs within the next 10 years.

### Key Trends in Madison's Economy

The City's draft plan highlights a number of key changes and trends in the Madison economy over the past 25 years, including the following:

\* Madison has a favorable economy with a stable poverty rate, but is not as prosperous as some similar communities.

\* Madison now depends much more on the private sector. High quality jobs have decreased, and Madison's job base is now much more white collar.

\* Wealth and economic opportunity is increasingly moving outside the city.

\* Madison competes with cities globally and locally for quality jobs and tax base, but Madison is less responsive to the needs of businesses than peer cities.

Given this assessment, the plan states, "For Madison, the question is therefore how to grow and retain the highest quality jobs possible while also keeping options for residents with fewer skills."

## What does the City's Economic Dev Plan mean for the Northside?

### A NORTHSIDE ACTION ALERT

By Tim Carlisle

NPC Lead Organizer

That's a darn good question... NPC has followed the City's recent economic development planning efforts closely. NPC sponsored a community forum on the City's draft plan on March 10. Matthew Mikolajewski of the City's Office of Business Resources, presented the key findings and recommendations of the draft plan, and responded to audience questions. NPC members also participated in the City's plan review sessions on March 25.

The majority of NPC members feel that to the extent implementation of the City's plan is successful in achieving its goal of creating quality jobs, the Northside will ben-

efit along with the rest of the City.

**NPC supports growing the pie, as long as the Northside gets a slice of the bigger pie.**

It is a positive sign that the current draft of the City plan does identify the Packers/Northport corridor and the airport as potential focus points for expansion or construction of manufacturing and office facilities. The plan also encourages the formation of Business Improvement Districts for neighborhood development.

The Northside Neighborhood Plan process currently underway represents another opportunity for Northsiders to consider the threats and opportunities for our local neighborhood economy. See page 9 for more details on this process.

In conjunction with the neighbor-

hood plan, the City will be funding a Market Study to look at the market opportunities and potential customer base on the Northside for a variety of businesses and commercial activities.

If there is sufficient interest among Northside community and business organizations in pursuing economic initiatives on the Northside, NPC will consider partnering with the City and other resource organizations to improve the economic opportunities for our community.

Who knows, by working together, maybe we'll develop our own Northside recipe for growing a bigger pie -- one that all Northsiders can get a slice of.

Stay tuned for further developments and opportunities to get involved in the coming months.

### Opportunities and Recommendations

The plan identifies Madison's best economic development opportunities as retaining and growing basic sector employers already here, especially in the areas of higher education, technology, health care, financial services, advanced manufacturing and state government, as well as supporting entrepreneurship in developing new businesses. The plan places a more modest emphasis on attracting new businesses, particularly those that fit with University of Wisconsin or other key Madison employers.

### Draft Plan Available Online

The entire text of the City's draft plan and a variety of related information can be viewed or downloaded at the City's Office of Business Resources website: <http://www.cityofmadison.com/Business/economicDevelopmentPlan.cfm>

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COVER STORIES

cont. from page 1

**Metro**

Metro's plan indicates that proposed changes for Routes 17, 20, 21 and 22 may cause missed connections at the North Transfer Point to other hourly trips (i.e. Routes 4, 21 and 20 via Shopko/Copps). Decreased evening service on all routes would turn the typical 50-minute trip to downtown in the evening into 75-minutes. In fact, the plan allows transfers to be missed by a matter of minutes leaving riders at the isolated North Transfer Point for an additional half hour in the evening.

Bus service is a "huge issue because the Northside already has the highest percentage of people without cars," said Pacia Harper, who serves on the Northside Neighborhood Plan Steering Committee. Harper pointed out that the inconvenience of existing Northside bus routes has come up in Steering Committee discussions.

**What do these proposed changes mean for the daily life of a Northside bus rider?**

Northsiders would get increased

midday frequency on Routes 20 and 21 from hourly to every 30 minutes and more frequent and efficient routes from MATC to East Towne Mall. However, Metro's figures demonstrate an overall net loss of hours of service to the Northside.

Most of the cuts affecting Northside routes appear under the category of "reductions that are considered productivity-driven efficiencies," according to Metro proposed service plan. The over plan calls these changes, "A comprehensive approach... that will involve route realignments in peripheral and core areas and the addition of new services."

*It's disappointing to see us lose service yet again," said Alder Satya Rhodes-Conway.*

"I am concerned that these cuts disproportionately impact low-income communities," said Alder Satya Rhodes-Conway. "I believe that there are portions of the Northsiders who are transit dependent. It's disappointing to see us lose service yet again."

"I would strongly encourage Northsiders to join us at the Public Hearing," Rhodes-Conway added. "It's important for the Transit and Parking Commission to hear from bus users how this will impact their lives."



**Metro bus #24 rides along Tennyson Avenue. This Northside bus is one of several scheduled for elimination or changed routes and times in Metro's current proposal.**

**What can you do about the proposed Metro bus cuts?**

**A NORTHSIDE ACTION ALERT**

**By Julie Spears**  
NPC Community Organizer

The City of Madison's Transit and Parking Commission will hold a Public Hearing to take comments on the proposed changes.

**Public Hearing**  
Tues., April 15  
6:00 pm in Rm GR-27  
City-County Building  
210 Martin Luther King Jr. Blvd.

**Proposed Metro Northside bus route changes:**

**Route 17** (direct service between the North and East Transfer Points) would be eliminated after 6 pm on weekdays, replaced by hourly service on Route 20 via Shopko/Copps and East Towne Mall on Route 30.

**Route 20** would replace Route 24 service to the airport. This will increase service frequency to the airport middays to every 30 minutes and operate the same hourly service on weekends and holidays as on weekdays after 6 pm resulting in hourly service to Shopko/Copps. Route 20 will also operate via Anderson St. to MATC and to and from East Towne but will no longer serve the East Springs loop or serve the

Wright/Kinsman/Bartillon loop (still served by Route 6).

**Routes 21 and 22** would be reduced from 30 to 60 minute service after 6:30 pm. Midday service frequency would increase from hourly to every 30 minutes to offset the elimination of Route 24.

**Route 24** service to the airport would be eliminated. Added frequency on Route 21 will replace portions of Route 24 during mid-days, but evening service will be reduced to hourly. This would increase midday trips and add new weekend/holiday trips, while shortening travel times between the North Transfer Point and airport. However, segments of Route 24 along Packers Avenue north of Tennyson, along Wheeler Rd. and between North Sherman Avenue and Delaware will no longer have off-peak bus service.

Complete background information including: a general description and justification of proposed service changes; a description of the perceived benefits and reductions of the proposal; draft maps and schedules; and paratransit service impacts is now available at [www.cityofmadison.com/metro/PublicHearing/AprilPublicHearing08.html](http://www.cityofmadison.com/metro/PublicHearing/AprilPublicHearing08.html) or by calling the Metro customer service center at 266-4466.

Residents who cannot attend the Apr. 15 Public Hearing but wish to submit comments can call Metro at 266-6545 or e-mail Sharon Persich at [spersich@cityofmadison.com](mailto:spersich@cityofmadison.com) as well as your alders at [district12@cityofmadison.com](mailto:district12@cityofmadison.com) and [district18@cityofmadison.com](mailto:district18@cityofmadison.com).

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**Market**

Organizers and volunteers have been planning and preparing over the winter for the best season yet. See the website at [www.northsidefarmersmarket.org](http://www.northsidefarmersmarket.org) for the most up to date list of expected produce, meats, treats, dairy, eggs and all the goodies found at the market last year with a few new surprises.

Tui (pronounced "twee") will be back with her popular smoothies and other foods served from her cart located next to the Rest Tent. This year, she will also serve her famous curry squash, tasty spring rolls and delicious papaya salad.

Pierce's Northside Market and The Coffee Gallerie will be there every

week with fresh coffee and irresistible baked goods.

Farmers markets all over the country are becoming more numerous and more popular every year. Shoppers prefer being able to discuss the farming methods used to grow the foods they eat. They like the fact that lots more nutrients and flavor are in foods that were just picked, and everyone appreciates that buying locally means no extra fuel was spent trucking the products from several states away, not to mention the pollutants they could have been exposed to during a long journey down the highway. It's also a good feeling to be supporting the livelihood of a nearby family farm by buying directly from a Wisconsin farmer.

**Meet the Farmers Market organizers and volunteers!**

Mon., Apr., 14, 6:30-8 pm,

Warner Park Community Recreation Center

All are welcome! We're gathering for a planning session and work party. We have yard signs to assemble. Find out how your help can benefit our community by volunteering for small tasks or outreach and education projects during the upcoming season. Bring your ideas and enthusiasm! Light refreshments will be served. For more info call the market manager Dale Mathews at 217-9631.

**Early Season Special Events**

May 4 Opening Day and Cinco de Mayo celebration, 10 am-12 pm with singing and dancing by Nueva Cancion and traditional foods from area restaurants, salsa contest at 10:30 am and Kids' Pinata at 11 am

May 18 Timebank Mother's Day event

May 25 Guest cook using foods from the market, 11 am

June 8 Guest cook using foods from the market, 11 am

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COVER STORIES

cont. from page 1

**Tennyson Terrace**

priority on the goals of “new business development” and “creating employment opportunities within a close proximity to residents’ homes,” which are key features of Keller’s proposal.

Neighborhood and City response to Keller’s initial proposal has been mixed, at best. The initial concept plan showed rows of identical buildings along private drives, with little landscaping indicated on the plan. The proposed use presents a rather stark contrast to neighbors accustomed to the current open space on the property.

As neighborhood resident and author Tom Doherty put it poetically in a recent letter to the Northside News:

“For decades, neighborhood dog walkers, sky gazers, and seekers of solitude have cherished the oak grove and grassy field that occupy most of the land on the north side of Tennyson Lane. Curtained from city life by oaks to the west and dense rows of ash trees on the south and east, those nineteen acres open up the tightly packed Berkeley Oaks neighborhood to views of distant hills, woodlands and wide-open sky... Residents value that green space and they are worried about traffic and safety issues. Their sentiment is: if change is coming, it should benefit the whole neighborhood, not just the developer.”

Doherty further reports that after the January 30 meeting, the Berkley Oaks Neighborhood Association (BONA) went house to house gathering reactions, and BONA vice president Lydia Maurer used the results of the survey as the basis for a letter she sent to Keller and other interested parties, which extensively details the residents’ objections to the Keller proposal, and suggests alternatives that might be looked upon more favorably by the neighborhood. The aesthetic impact of the Keller plan ranks high on the list of BONA’s concerns, as do traffic and safety, especially for pedestrians like the neighborhood school children.

If change is inevitable, BONA recommends that the parcel be re-zoned for residential development, which it believes is a more appropriate use of land adjacent to an elementary school. There is also much support for an earlier plan for the property, which would have provided senior housing, assisted living and nursing home facilities.

District 12 Alder Satya Rhodes-Conway, whose district includes the

Tennyson property, echoed a number of neighborhood concerns in her own letter to Keller. While Rhodes-Conway’s letter stated her interest in “ways to grow small businesses and bring jobs and economic activity to the Northside,” the concerns she cited included consistency with current City plans (which call for low to medium density residential use for this property), lack of connectivity to potential development of the property to the north, traffic and safety concerns, proximity to Lakeview School, and aesthetics of the proposed development.

Since the January 30 neighborhood meeting, and subsequent meetings with the Northside Planning Council and City officials, Keller is developing an alternative concept plan that attempts to address some of the concerns and questions raised by Berkley Oaks residents and Northside alders Rhodes-Conway and Michael Schumaker. Keller and his attorney, Northside resident Michael Christopher of DeWitt, Ross, & Stevens, will be meeting in the near future with the two Northside alders and with representatives of NPC and BONA, to present his alternative plan and to respond to neighborhood and City concerns.

It is important to note that Keller’s proposed “commercial condominiums” are a permitted use under the current zoning of the property (M-1, or light manufacturing). Keller has applied for a demolition permit to remove the existing buildings to facilitate future development or sale of the property, but he could choose to proceed with his basic proposal once the plans have met City standards for stormwater retention, street and sidewalk connections, etc.

Fortunately, according to the proposal narrative, Keller sees the requested demolition permit not just as a City requirement, but as a way to “begin the process of turning this site into an attractive and convenient neighborhood asset.”

*The demolition permit application for 1902 Tennyson Lane is currently scheduled to be reviewed by the City Plan Commission on May 5. See the accompanying NPC Action Alert for more details.*

**NPC calls for Northside involvement in Tennyson Terrace planning**

The Northside Planning Council encourages Northside residents and organizations to review developer Tom Keller’s demolition permit application for the 1902 Tennyson Lane property, and to become involved in the community discussion of the proposed Tennyson Terrace development.

**Application Available On-Line**

The application, which includes a proposed site plan for the commercial condominium units as well as letters from Berkley Oaks neighborhood association and alders, is available on the City Plan Department’s website at: [www.cityofmadison.com/planning/projects/demo/1902tl.html](http://www.cityofmadison.com/planning/projects/demo/1902tl.html)

Interested parties can contact developer Tom Keller, Northside alders, or City Planning officials listed on the website with any comments or questions.

**Permit Hearing on May 5**

The May 5 City Plan Commission meeting, where the demolition permit will be reviewed, also provides opportunity for public comment. Plan Commission meetings take place at 5:30 pm in Room 201 of the City-County Building, 210 MLK Jr. Blvd.

**A Major Reshaping of the Northside is on the Horizon**

The Northside Planning Council has become involved in the discussion of the Tennyson Terrace proposal in response to neighborhood concerns, but also because this property is part of the largest remaining parcel of open or undeveloped land on the Northside. Just to the north of the Tennyson Terrace property and Lakeview Elementary is a 60 acre property farmed for decades by the Raemisch family, but for sale and likely to be developed in the near future.

**A NORTHSIDE ACTION ALERT**

**By Tim Carlisle**

*NPC Lead Organizer*

East of Packers Ave/Hwy CV, and north of Oak Park Terrace Mobile Home Park, Dane County has purchased a large parcel of land for future expansion of the Dane County Regional Airport, potentially including a second airport exit and related development.

To the north, Cherokee Park recently received approval for development of over 500 additional homes, and there are a number of other planned or proposed developments near the airport.

*The scope and variety of the development opportunities around the airport corridor signal that a significant reshaping of this area of the Northside community may be on the horizon.*

Change in our community is inevitable, and it brings both opportunities and challenges. While recognizing the economic and market forces that drive many development decisions, NPC wants to ensure that Northsiders have a significant say in the various changes our community faces, including proposed developments.

NPC applauds Mr. Keller for his willingness to work with Northside residents and City officials to develop a proposal for Tennyson Terrace that responds to community concerns while still providing mutual opportunities for both developer and the Northside community.



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Warner Park Community Recreation Center  
Community Rooms 1 & 2



**COME TALK TO US!** WHAT'S WORKING ON THE NORTHSIDE? WHAT'S NOT?

The Steering Committee working with the City to update the Northside Neighborhood Plan invites you to come to an Open House to meet Steering Committee members and view displays describing the Northport-Warner Park-Sherman Neighborhood Plan to date. Also learn about how other Northside projects such as the Northside Walking Audit, Northside Market Study, and Maple Bluff Gateway relate to the neighborhood plan. Contact Linda Horvath at 267-1131 or [lhovath@cityofmadison.com](mailto:lhovath@cityofmadison.com) for additional info, or access the plan webpage at [www.cityofmadison.com/neighborhoods/northsideplan/](http://www.cityofmadison.com/neighborhoods/northsideplan/). Spanish and Hmong translation, and activities for kids will be provided.