

An aerial photograph of a suburban neighborhood. In the foreground, there is a large, mostly empty parking lot. To the left of the parking lot is a baseball field with a green field and a brown infield. Behind the baseball field, there are several residential houses with brown roofs. In the background, there are larger commercial or industrial buildings with white roofs and more parking areas. The trees are in various shades of green and yellow, suggesting an autumn setting. The text is overlaid on the image in a semi-transparent box.

Neighborhood Profile

NWS Steering Committee Meeting
February 28, 2008, 6 to 8:00 pm
Vera Court Neighborhood Center

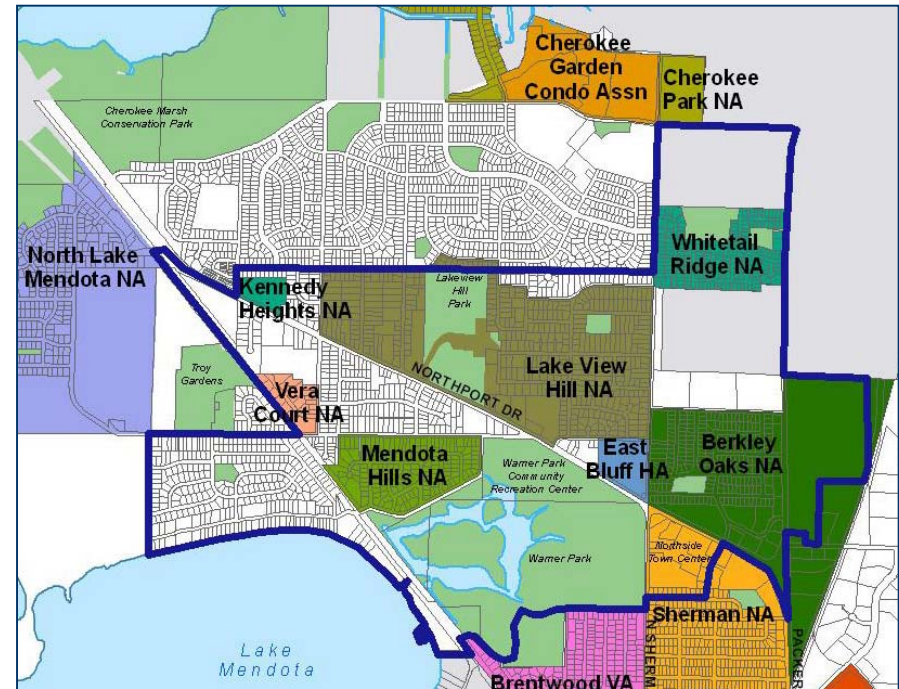
Introduction

The Planning Area includes the established neighborhood areas of Berkley Oaks, East Bluff, Kennedy Heights, Lake View Hill, Mendota Hills, Vera Court and Whitetail Ridge.

Today's presentation will provide data and anecdotal highlights that help tell the story of existing neighborhood conditions. U.S. Census and City agency data and anecdotal information was used as a foundation for this presentation.

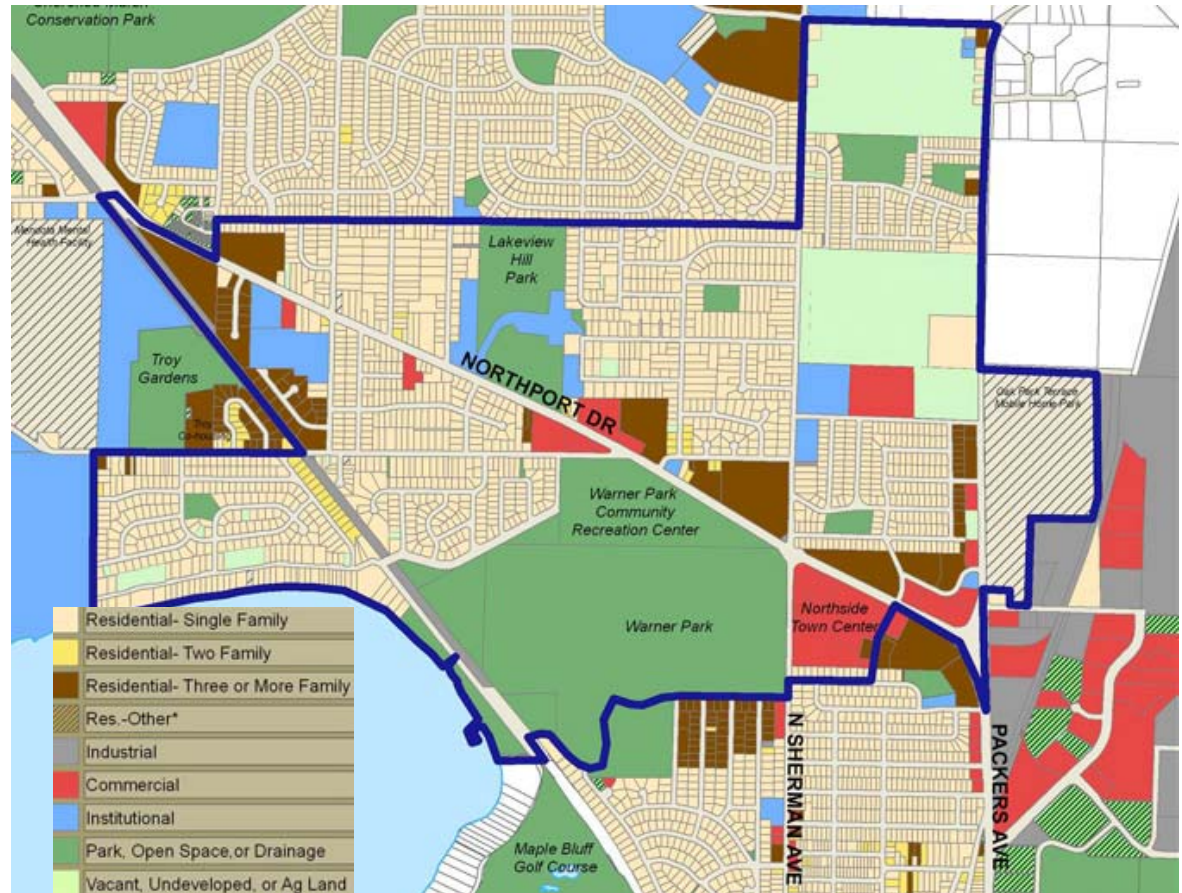
We will cover:

- ◆ Existing Land Use
- ◆ People
- ◆ Housing
- ◆ Property Investment
- ◆ Economy
- ◆ Public Safety
- ◆ Transportation
- ◆ Opportunities



Existing Land Use

- ◆ 50% residential subdivisions & scattered site apartment communities.
- ◆ About 1/4 park & open space land - Warner Park & Lakeview Hill Park, & smaller parks like Lerdaahl & Berkley Oaks Parks.
- ◆ 12% is vacant - most of which is north & south of the Whitetail Ridge Neighborhood. Future uses could be determined through the neighborhood planning process.



Source: City of Madison Department of Planning & Community & Economic Development 2008 Data

People

Total Population: 6,525

Total families & avg family size:
1,632 / 3.02 & 2.83 (City)

More kids under 10 yrs old than citywide:
15.8% vs. 10.0%

Female Headed Households: 372
Married Families w/kids: 482

Median age:

Whitetail Ridge & Berkley Oaks - 31.1

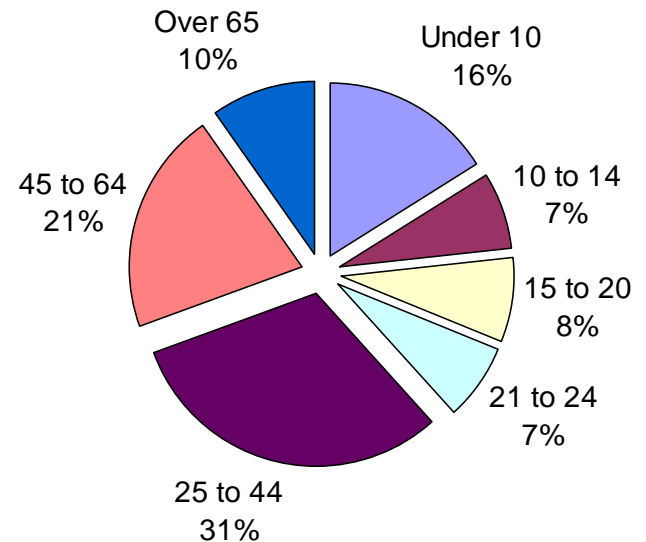
Lake View Hill/East Bluff - 37

Lake View Hill/Kennedy Hgts/Vera Ct - 26

Mendota Hills/Lerdahl Park Area - 44.6

Median age citywide: 30.6

Age Composition

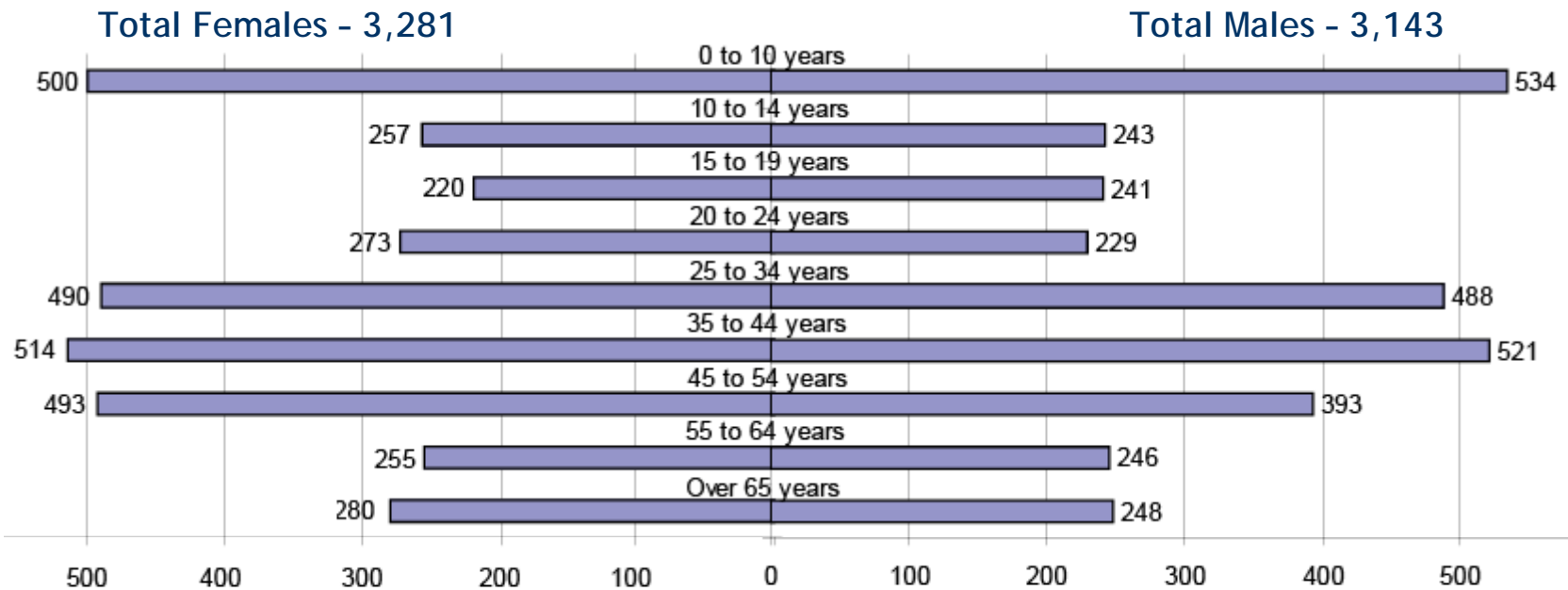


Source: US Census 2000

People: *Age by Gender*

Age Cohort

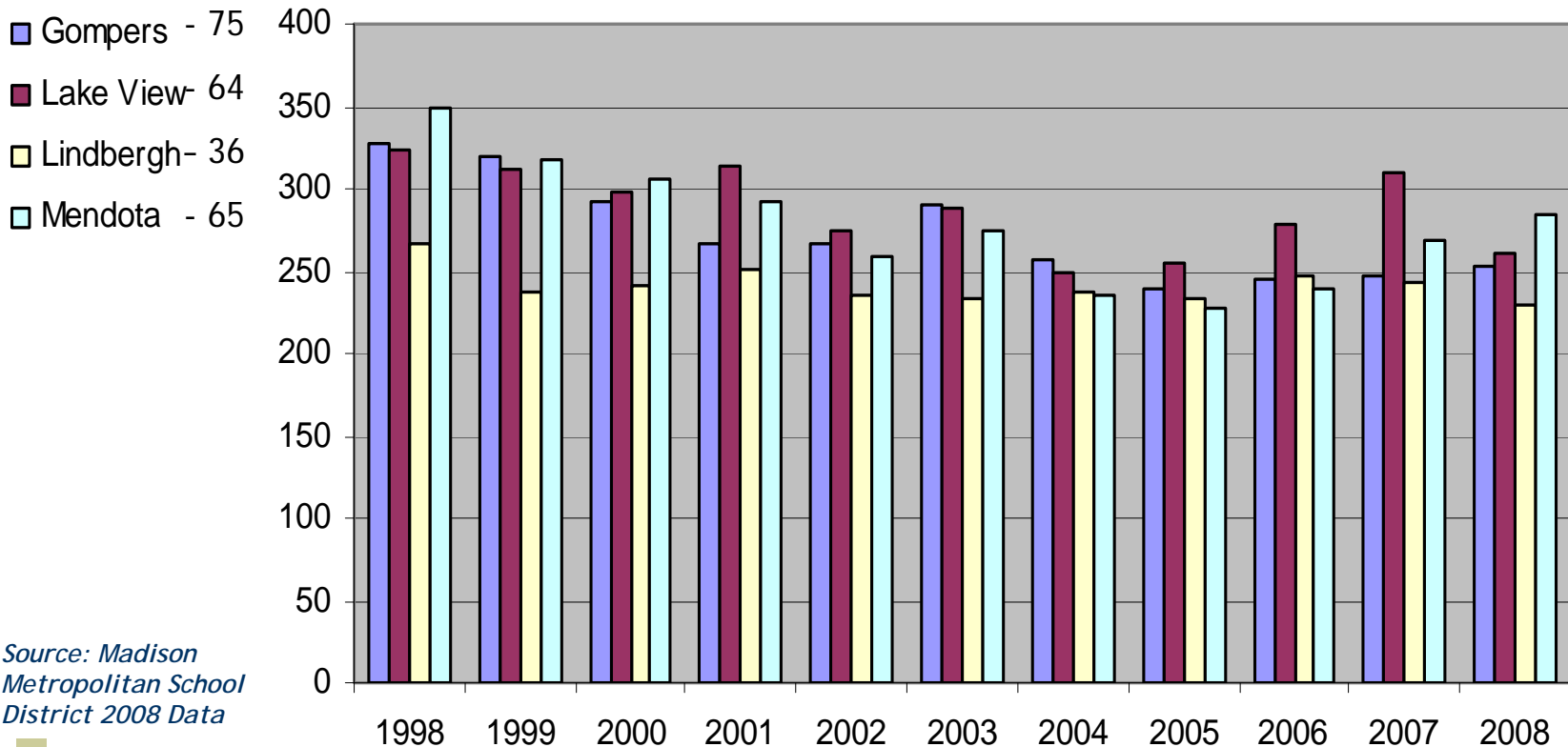
- ◆ Similar proportions of males & females.
- ◆ Largest difference:
 - 100 more females than males in 45 to 54 yr cohort.



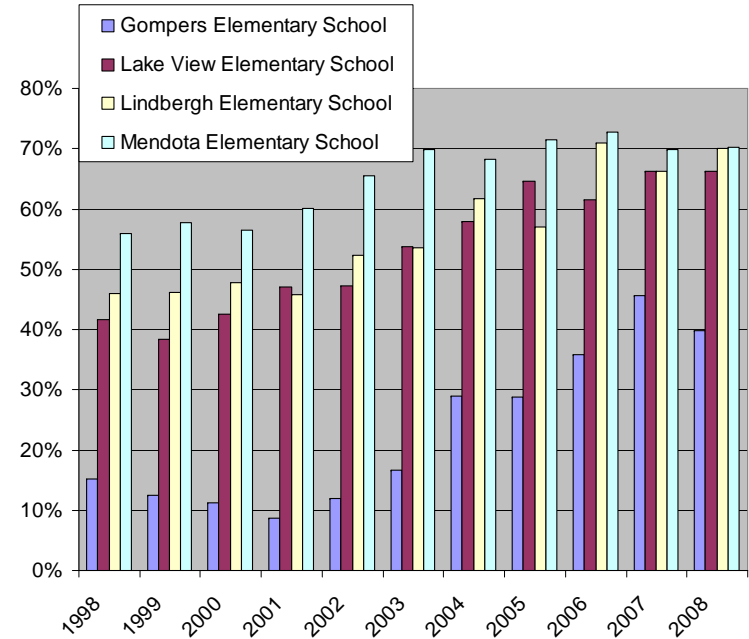
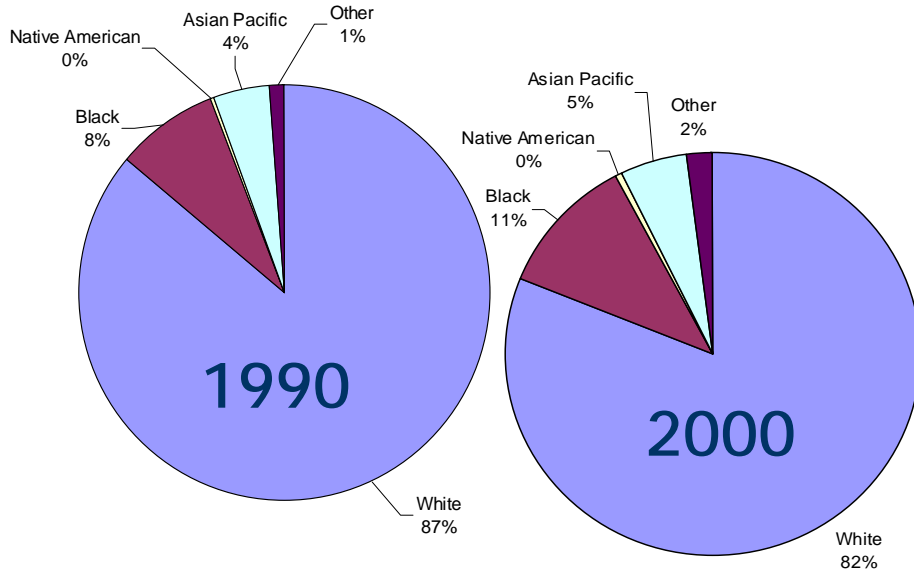
Source: US Census 2000

People: *Decrease in Student Enrollment*

- ◆ Over last 10 years, Northside school enrollment decreased by 240 students overall.
- ◆ Lindbergh lost 36 students, or the least amount.
- ◆ Gompers lost 75 students, or the highest amount.



People: Race



Source: Madison Metropolitan School District 2008 Data

- ◆ Slight decrease overall in White & increase in Minority pop. / larger shift in sub-areas.
- ◆ Schools experienced large increase over last 10 years in minority enrollment (school age population approximately 25% of total).
- ◆ Lake View, Lindbergh, Mendota all over 60% minority enrollment in 2008.

Source: US Census 1990 & 2000 and Madison Metropolitan School District 2008 Data

Housing Units

Total of 3,189 housing units

Single-family:

- ◆ 44.4% / 48.3% City

Multi-family:

- ◆ 55.6% / 51.7% City

Tenure:

- ◆ 55.0% owner-occupied / 47.8% City

Note:

- ◆ Most multi-family located in 3 clusters with large multi-unit buildings along Northport Dr
- ◆ Limited variety in multi-family housing options.



Source: City of Madison Department of Planning & Community & Economic Development 2008 Data

2008 Northport-Warner Park-Sherman NEIGHBORHOOD PLAN

Housing - *Financial Assistance*

Households w/Section 8 Vouchers in 2007: 73 households (5.6 % of City total - 1,300)

- ◆ 7.5% (352) of total of 4,695 assisted housing units in City (total includes units subsidized by Section 8 Sticky Vouchers, tax credits, or public housing).
- ◆ Most assisted housing* clustered around Northport Dr:

Section 8, Sticky Vouchers provided for specific units:

- Kennedy Heights Townhouses - 104 units
- Northport Apartments - 140 units
- Northport Group Home - 8 units
- Northpointe Apartments / Vera Court - 64 units
- Northpointe II Apartments - 36 units

Tax Credited Units

- Northridge Apartment Home - 47 units

Total: 352 units**

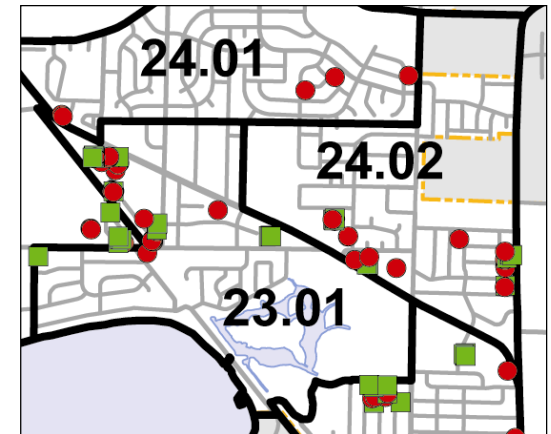
* Planning Area's assisted housing units that fall into one of the following categories: Tax Credits or Section 8 Sticky Vouchers.

** Packer Apartments 140 Section 8 Sticky Voucher Units not within Planning Area therefore not in this total

Source: Wisconsin Housing & Economic Development Authority Affordable Housing List

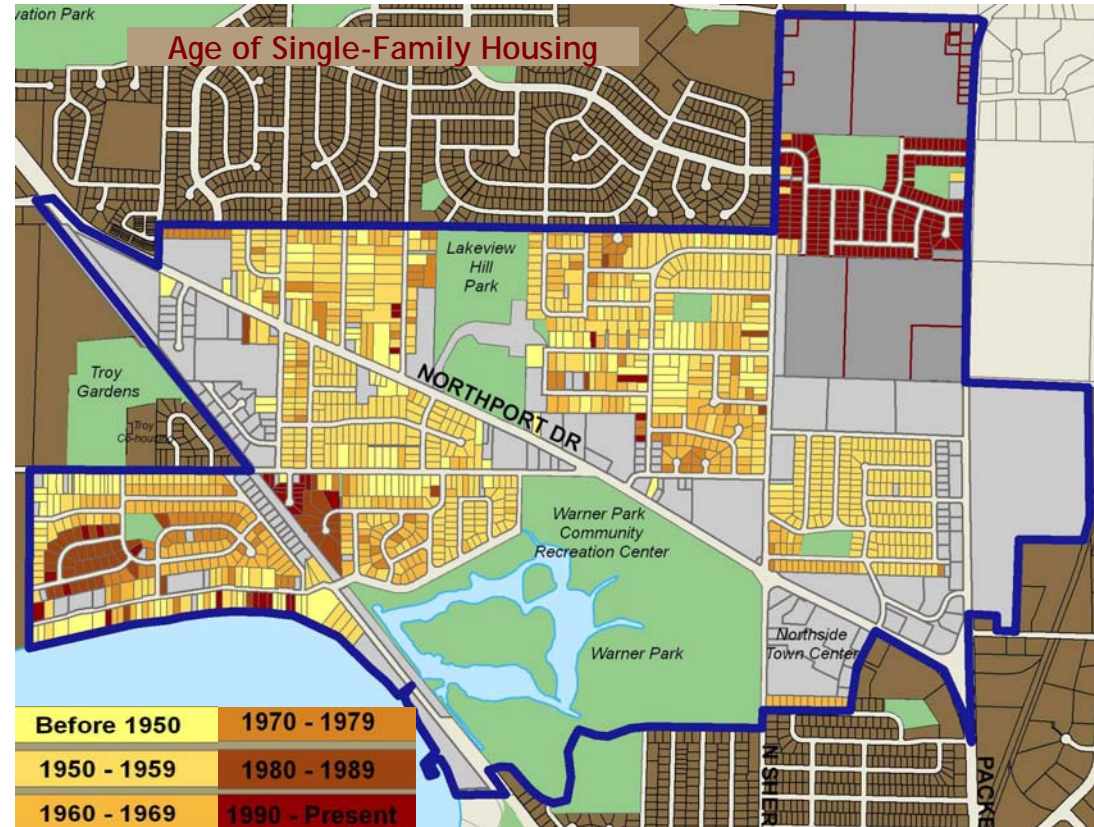
2007 Location of Households Using Section 8 Vouchers

- Non-Family
- Family



Property Investment

- ◆ 73.6% single-family housing built prior to 1970.
- ◆ \$1.6 million improvements in single-family homes in 2007; \$12.5 million over last 9 years.
- ◆ Significantly greater investment (4:1) north of Northport Dr than south.
- ◆ \$440,000 in multi-family improvements in 2007 & \$1.9 million over last 9 years.
- ◆ \$521,600 in non-residential improvements in 2007 & \$8.9 million in non-residential over last 9 years.



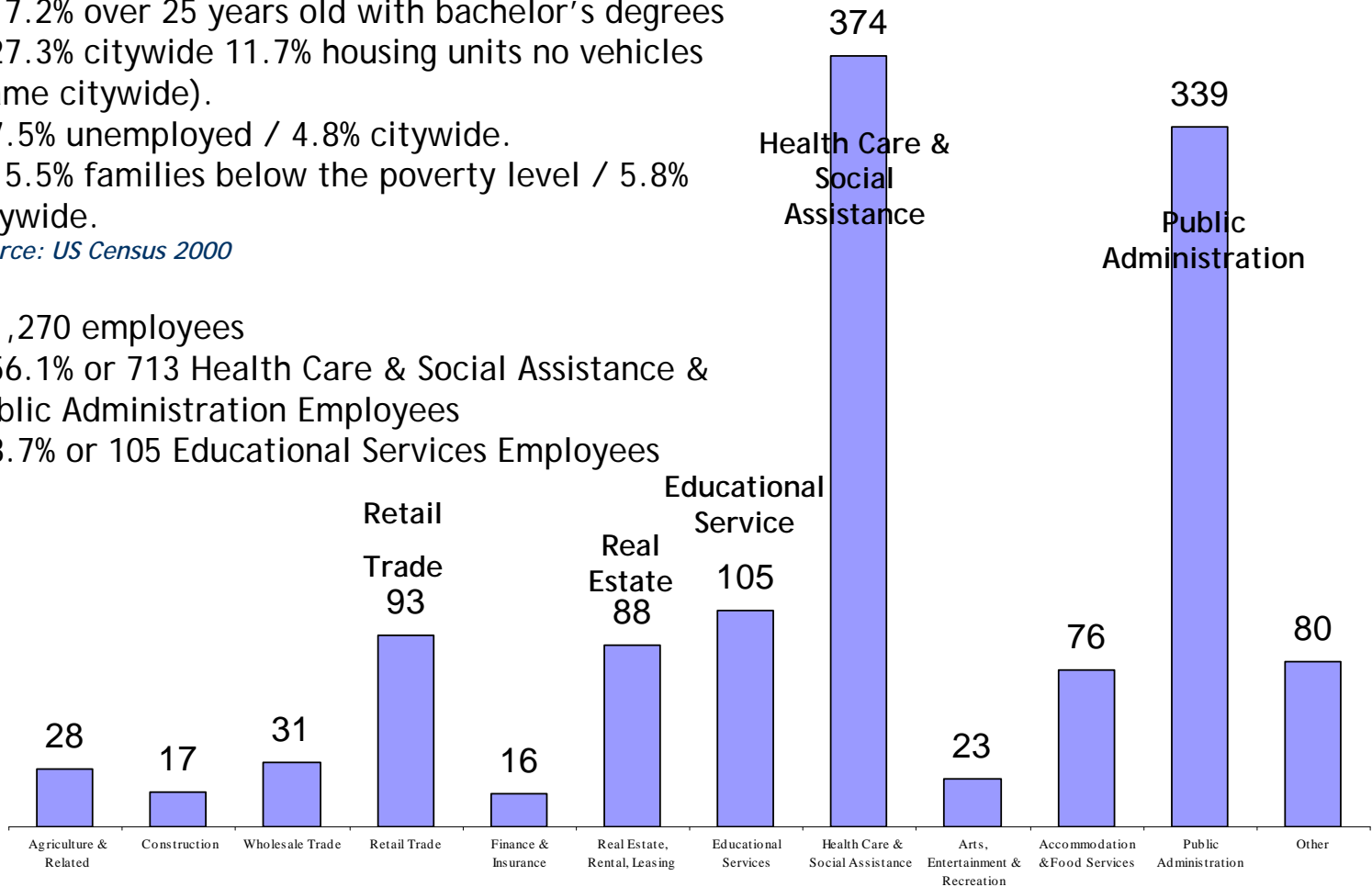
Source: City of Madison Department of Assessor

Economy: *Education, Employment, Income*

- 17.2% over 25 years old with bachelor's degrees / 27.3% citywide 11.7% housing units no vehicles (same citywide).
- 7.5% unemployed / 4.8% citywide.
- 15.5% families below the poverty level / 5.8% citywide.

Source: US Census 2000

- 1,270 employees
- 56.1% or 713 Health Care & Social Assistance & Public Administration Employees
- 8.7% or 105 Educational Services Employees



Source: Info USA Employers Database 2007



Economy: *Local Businesses*

Business

- Out of 76 businesses in immediate Planning Area, 50 (66%) are run out of an apartment or single-family home (*Source: US Census 2000*).
- 3 of the 5 largest engineering firms in Dane County are located on Pankratz Street and International Lane (Foth, Ayres, MSA Professional Services).
(*Source: Wisconsin State Journal Book of Business, February 24, 2008*).
- 2 employment agencies - Remedy Intelligent Staffing on Northport Drive & Simplified Staffing on International Lane (*Source: Wisconsin State Journal Book of Business, February 24, 2008*).

Economy: *Dane County Regional Airport*

- 3,000 acres
- 3,000 employees
- \$2 million daily, and \$500 billion annually into Dane County's economy
- 1.6 million passengers annually
- \$22 million in environmental improvements



Source: Dane County Regional Airport Data

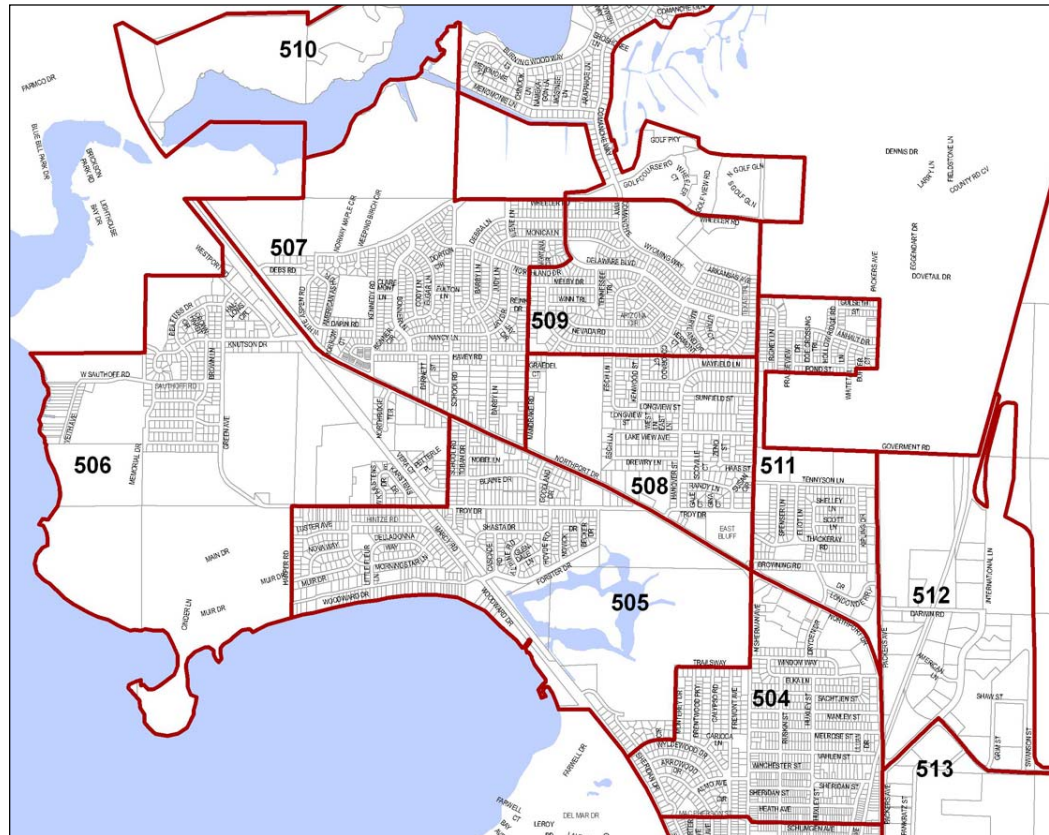
Public Safety: *Reported Incidents by Police Sector*

2006 Reported Incidents Against Persons & Property

- Battery (168)
- Drug Incident (76)
- Fraud (142)
- Residential Burglary (103)
- Retail Theft (40)
- Stolen Auto (96)
- Theft (341)
- Theft from Auto (159)

• Reported incidents at community centers, city parks, library and other public places are low .

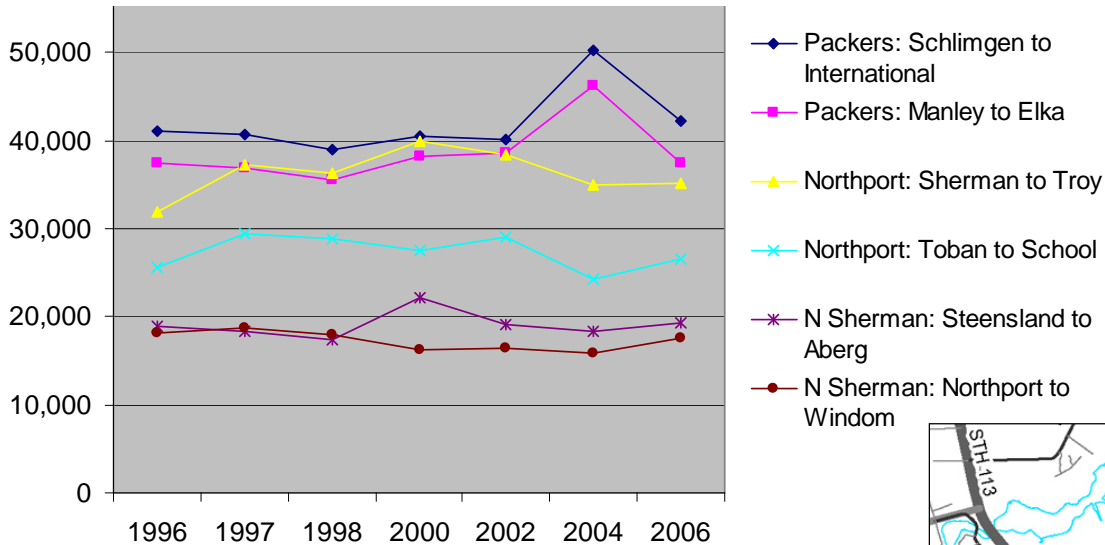
• Between 2004-2006, increase in theft from retail outlets and autos; slight decrease in residential burglary.



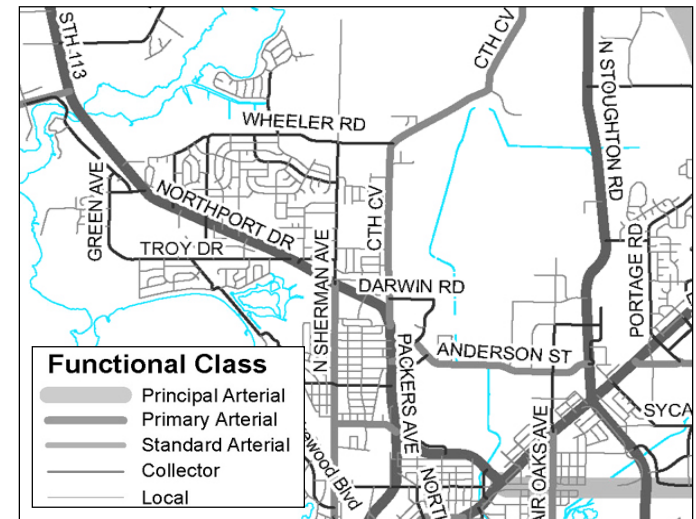
Source: City of Madison Police Department 2004-2006 Data

Transportation: *Traffic Flow*

Traffic Flow 1997 - 2006



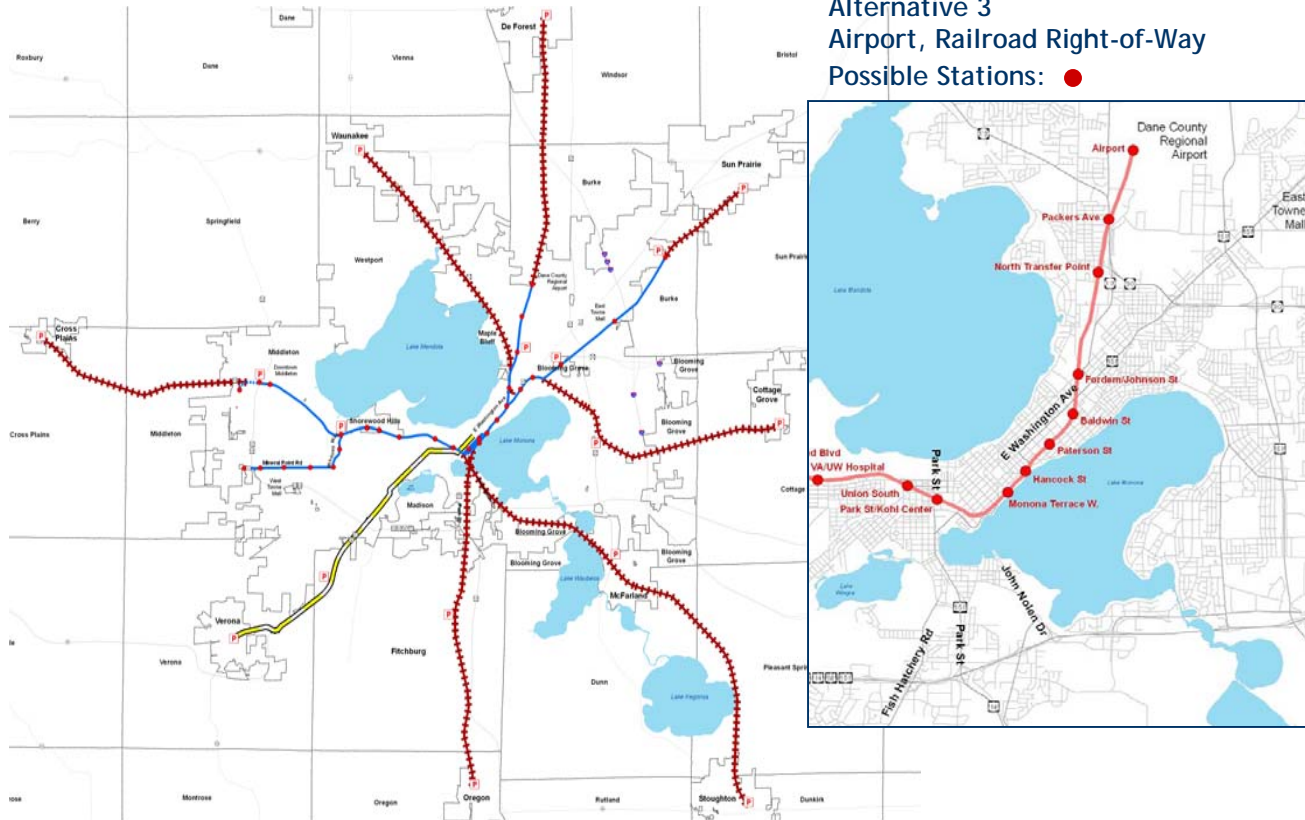
- ◆ Traffic spike in 2004 on Packers Ave due to a combination of factors including construction on E. Washington Ave & at 1st St
- ◆ Traffic fluctuation on Northport Dr, increasing slightly overall from 1996 to 2006
- ◆ Traffic was relatively stable on N Sherman Ave with a spike in 2000



Transportation: *Transport 2020*



Phase 1 Service and Future Extensions



Transportation: *Transport 2020*

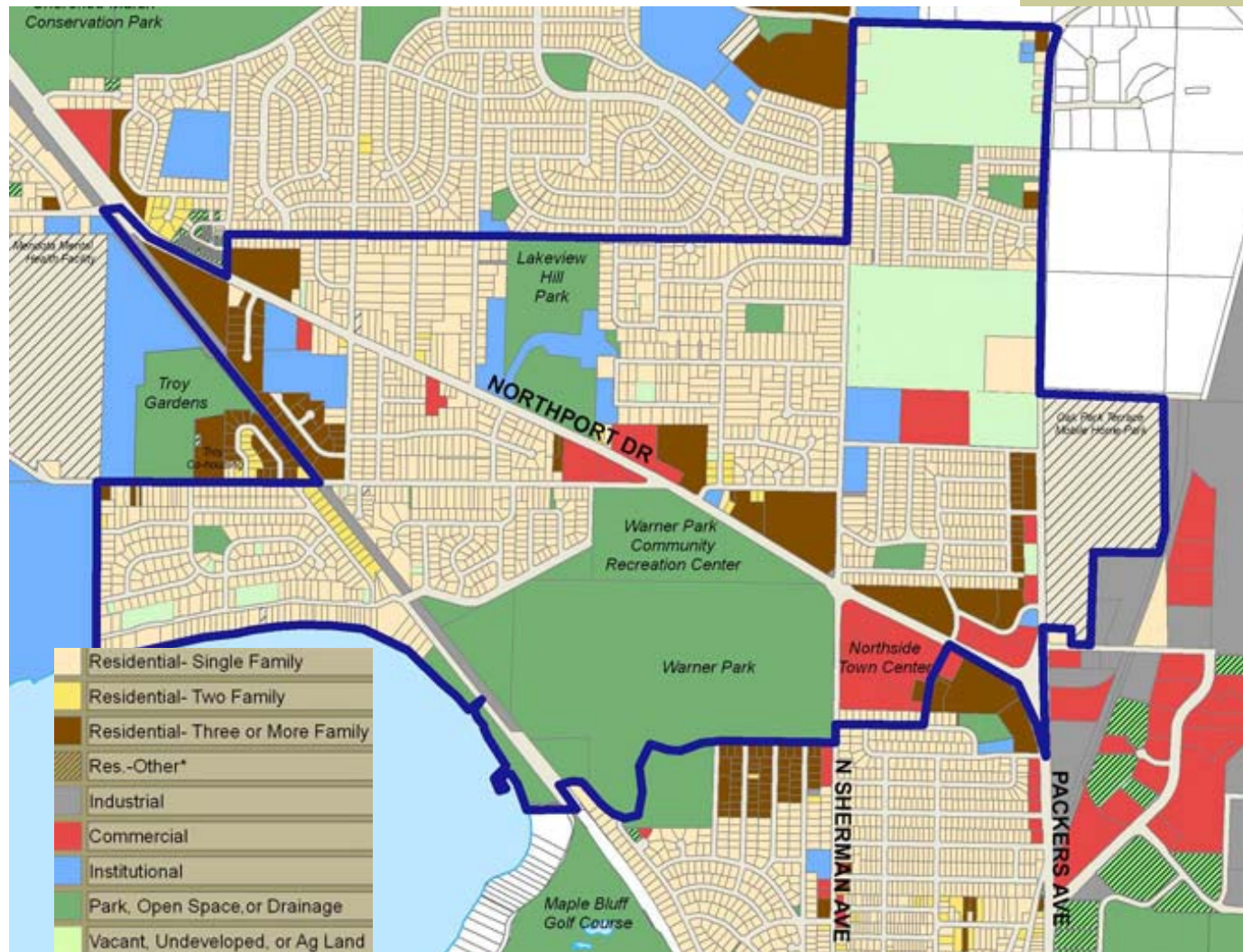


Potential Multi-modal Station - Airport



2008 Northport-Warner Park-Sherman NEIGHBORHOOD PLAN

City Staff: *Opportunities*



2008 Northport-Warner Park-Sherman N E I G H B O R H O O D P L A N



City Staff: *Assets, Issues & Opportunities*

Economic

- Redevelop Northside Town Center with more compact, dense building configuration (e.g. Lake Mendota views @ 3 or more stories).
- Determine strategy to capture purchasing power/dollars of commuters heading to or from Deforest and Waunakee to support local Northside businesses.
- Identify viable businesses & services to support the existing/anticipated growth of Dane County Airport.

Housing and Land Use

- Large quantity of quality, single-family housing stock that is below Madison median assessed value.
- Deferred maintenance of aging housing stock.
- Undeveloped/Underutilize large tracts of land to the east & west of Highway CV & larger tracts off of Sherman Avenue.



City Agencies: Trends and Opportunities

Transportation

- Improve east-west pedestrian-bicycle connections to make Dane County Airport, MATC, & Shopko commercial area more accessible.
- Prepare a Pedestrian-Bicycle Plan for Northport Drive and Sherman Avenue which clearly identifies accommodation improvements.
- Prepare a Streetscape Master Plan for Northport Drive & Sherman Avenue which identifies public & private aesthetics improvements.
- Develop well-defined pedestrian-bicycle connections between major destination points (i.e. community centers, employment centers, library).
- Future extension of rail service to Dane County Airport and/or Village of Waunakee could improve business climate & new development.
- Identify regional bike trail connections to Cherokee Marsh & Token Creek.



City Agencies: Trends and Opportunities

Open Space

- Develop a well-defined connection between major natural and recreational features (Warner Park, State Hospital, Cherokee Marsh).
- Expand Warner Park Community Recreational Facility, including swimming pool.

Community Services

- Identify service gaps (i.e. programs, services, and facilities) for low income households/families.