

An aerial photograph of a suburban neighborhood during autumn. The scene is dominated by a large, well-maintained green baseball field in the lower-left quadrant, complete with a brown infield and a dark outfield fence. To the right of the field is a vast, mostly empty asphalt parking lot. In the background, a mix of residential houses with colorful foliage and larger commercial or institutional buildings are visible. A multi-lane road runs diagonally through the center of the image. The overall atmosphere is bright and clear, with vibrant yellow and orange leaves scattered throughout the landscape.

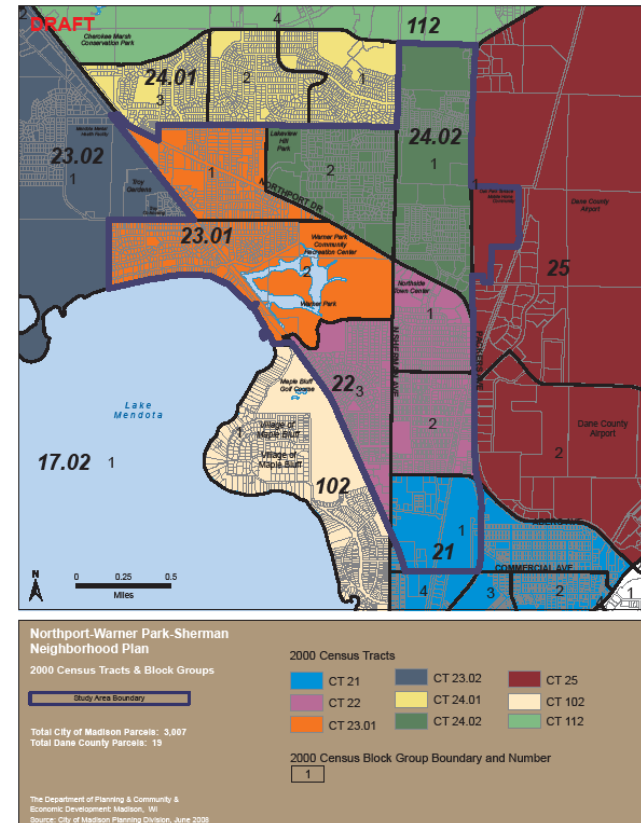
Northport-Warner Park-Sherman Neighborhood Profile

2008-2009 Northport-Warner Park-Sherman NEIGHBORHOOD PLAN

Introduction

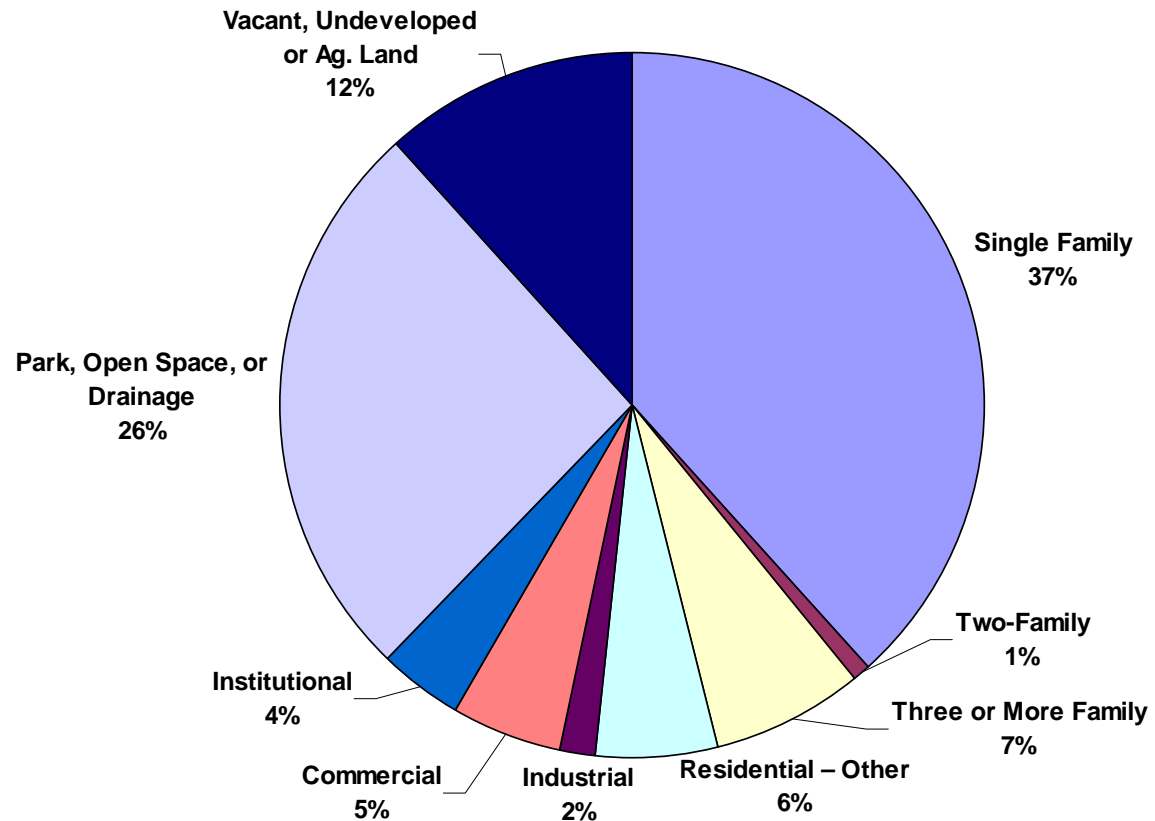
The Planning Area is a composite of neighborhoods including Berkley Oaks and Oak Park Terrace Mobile Home Park, Whitetail Ridge, Northport and Packers, East Bluff, Woodlands, Lake View Hill and Kennedy Heights, Troy Gardens, Nobel Park, Vera Court, Brentwood Village, Sheridan Triangle, Sherman, Maple Wood, Mendota Hills, Lerdahl, and North Lake Mendota. This area is covered by Census Tracts 22, 23.01, and 24.02.

Since it was originally presented to the Steering Committee last February, this neighborhood profile has been updated with current U.S. Census and City agency data to include the expanded planning area.



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 Lerdahl & 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: 10,885

Total families & avg family size:
2,638 / 3.02 & 2.83 (City)

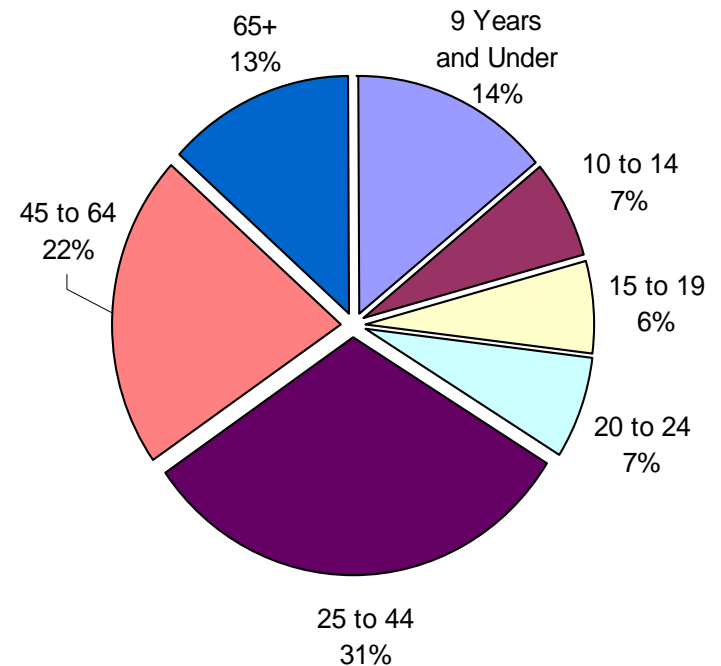
More kids under 10 yrs old than citywide
Planning Area: 14%
Citywide: 11%

Female Headed Households: 688
Married Families w/kids: 1,299

Median age:
Census Tract 22: 39.0
Census Tract 23.01: 32.4
Census Tract 24.02: 33.4
Median age citywide: 30.6

Source: US Census 2000

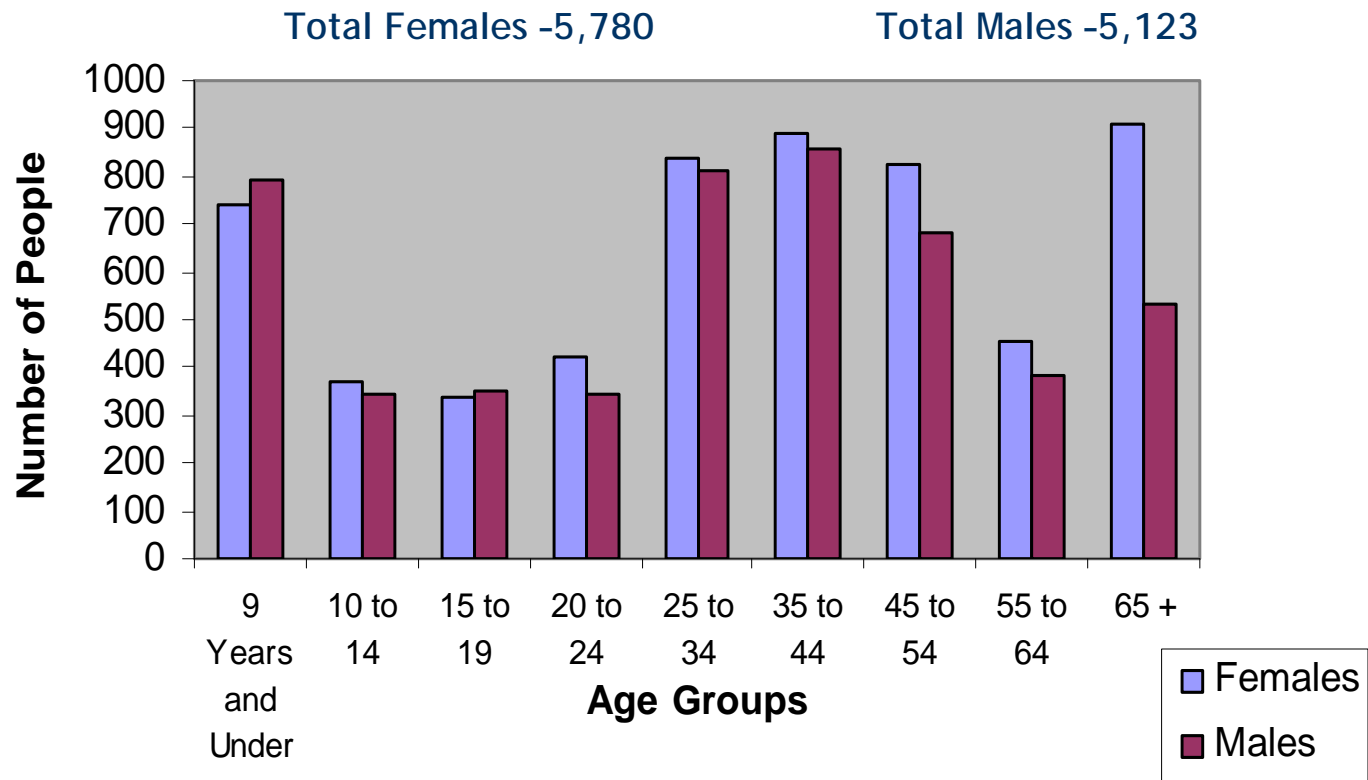
Age Composition



People: *Age by Gender*

Age Cohort

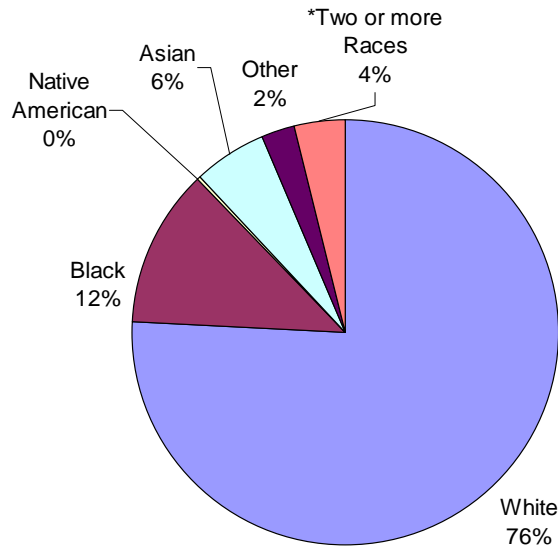
- ◆ Similar proportions of males & females
- ◆ Largest difference: 65+ Age Group shows 379 more females than males



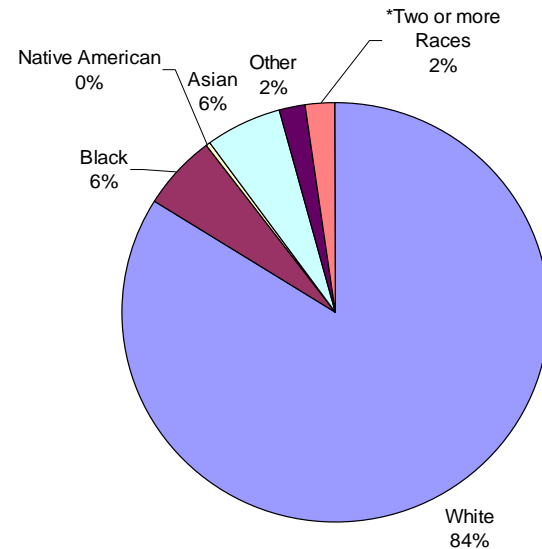
Source: US Census 2000

People: *Race*

Total Population of Neighborhood by Race in 2000



Total Population of Madison by Race 2000

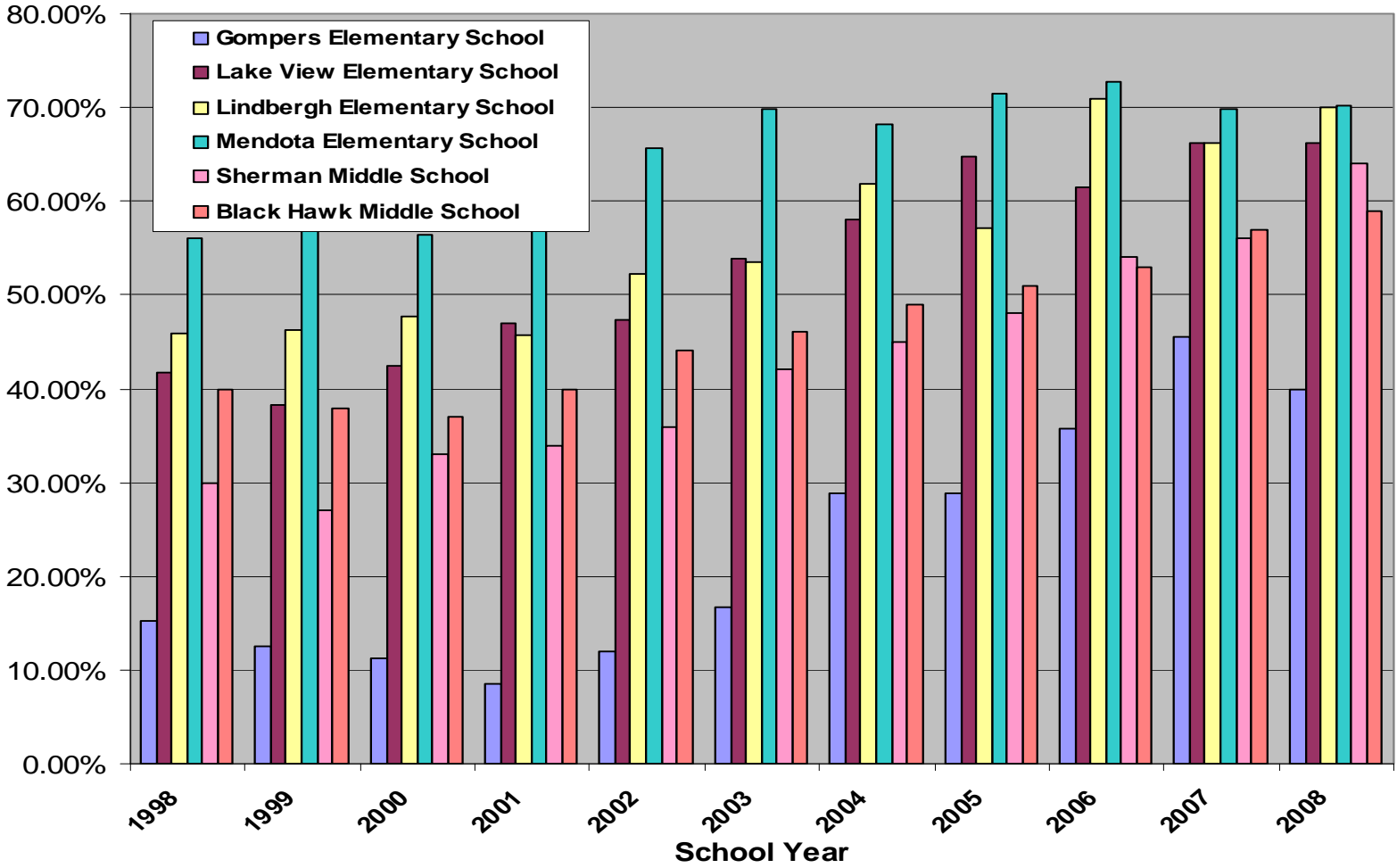


- ◆ Overall, the Neighborhood is more racially diverse than the City of Madison as a whole.
- ◆ Slight decrease overall in White & increase in Minority pop.
- ◆ Schools experienced large increase over last 10 years in minority enrollment (school age population approximately 25% of total).
- ◆ Lake View, Lindbergh, Mendota all over 60% minority enrollment in 2008.

Source: US Census 1990 & 2000

Minority Enrollment in Neighborhood Schools

Percentage of Minority Students

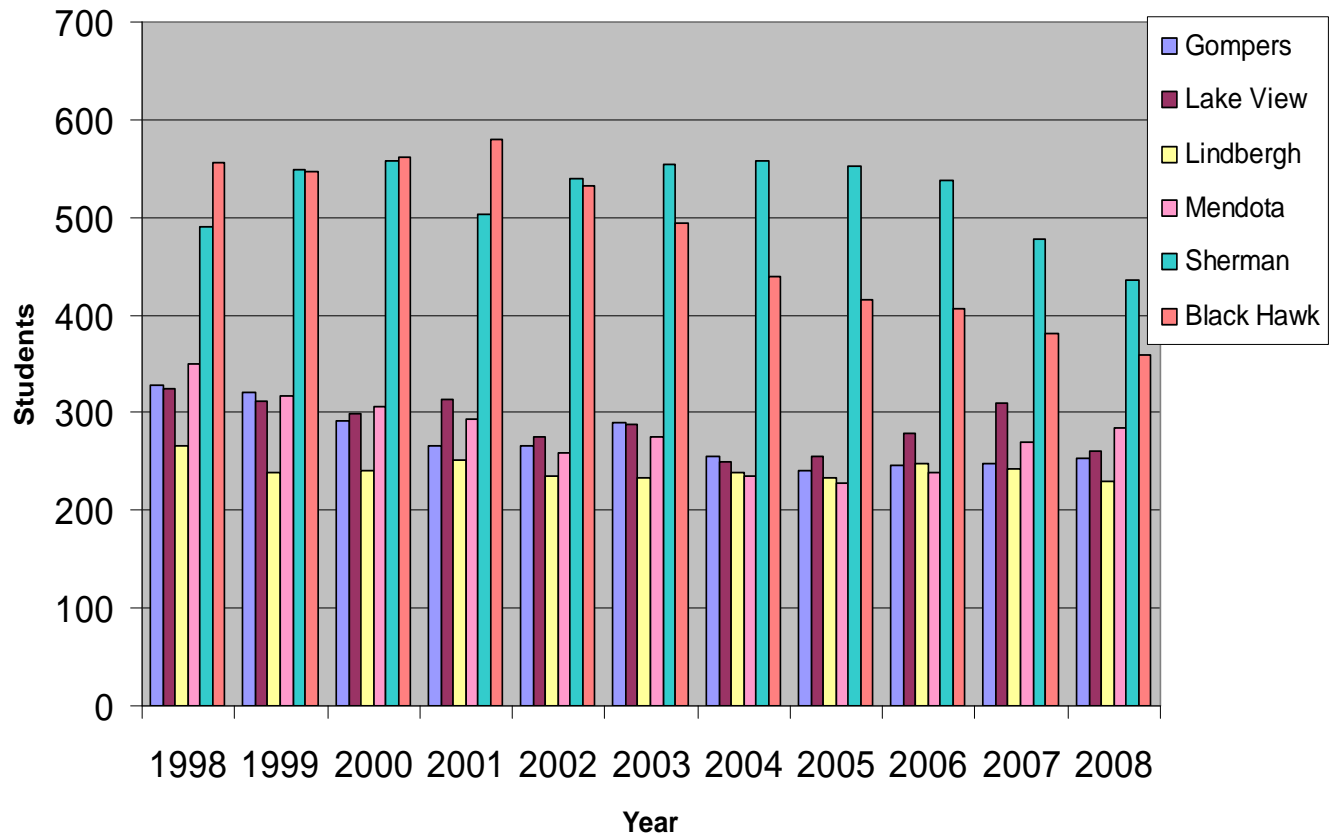


Source: Madison Metropolitan School District 2008 Data

2008-2009 Northport-Warner Park-Sherman NEIGHBORHOOD PLAN

People: *Decrease in Student Enrollment*

- ◆ Over last 10 years, the four elementary schools located on the Northside decreased enrollment by 240 students overall.
- ◆ Lindbergh lost 36 students, or the least amount of the elementary schools.
- ◆ Gompers lost 75 students, or the highest amount.
- ◆ Sherman Middle School and Black Hawk Middle School lost a total of 252 students in the last 10 years.

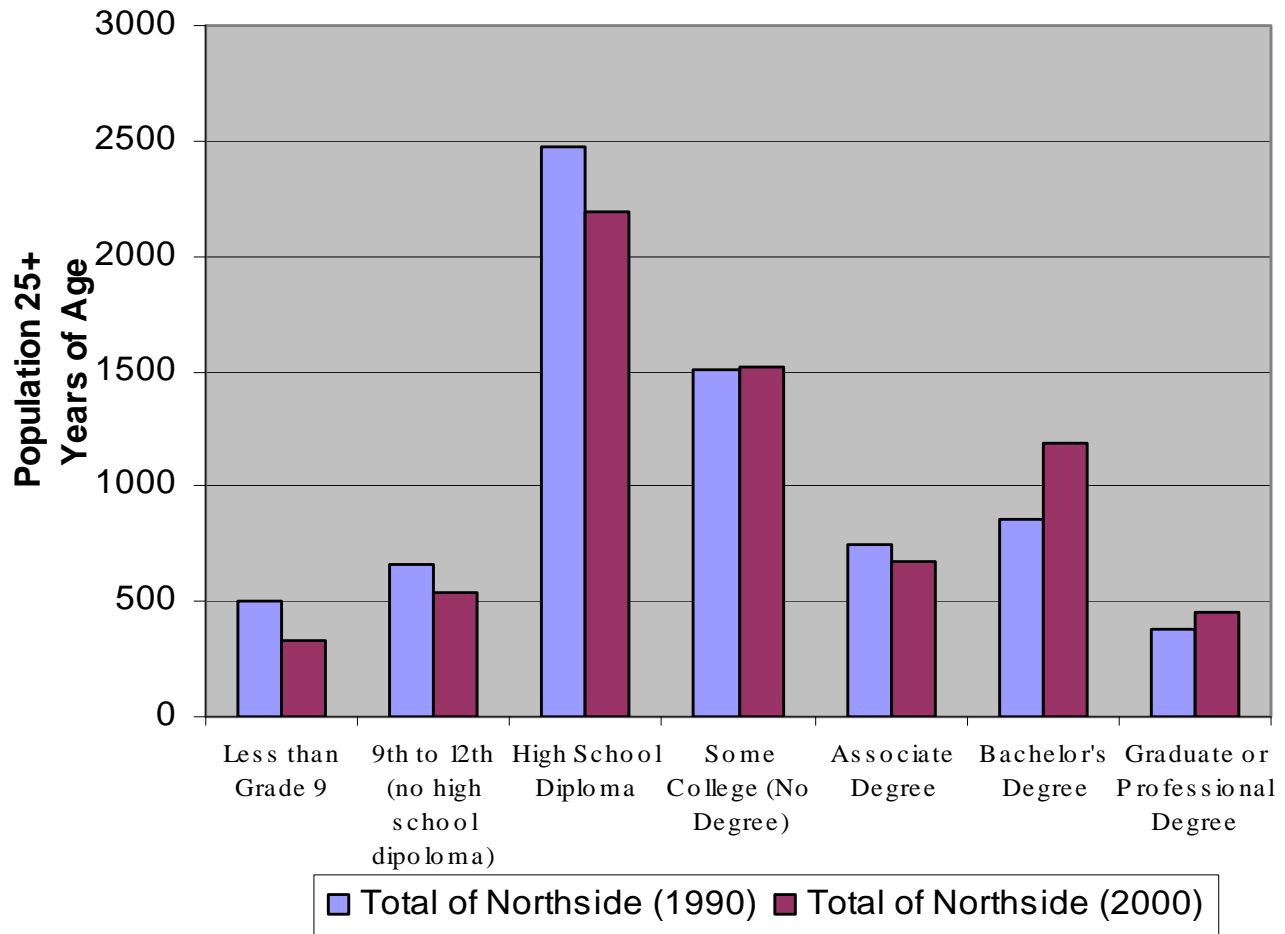


Source: Madison Metropolitan School District 2008 Data

2008-2009 Northport-Warner Park-Sherman NEIGHBORHOOD PLAN

People: *Educational Attainment*

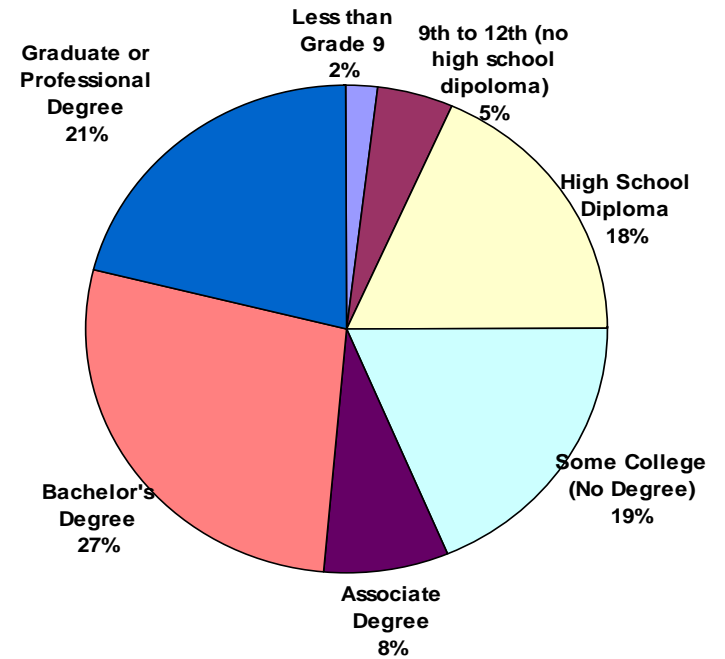
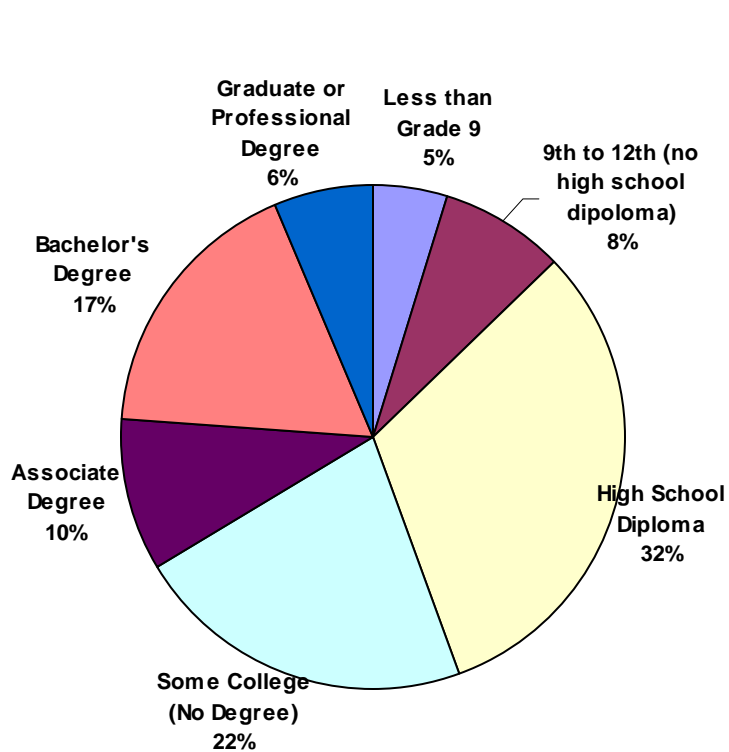
Northside Educational Attainment (1990 and 2000)



People: *Educational Attainment*

City of Madison (2000)

Northside (2000)



Housing Units

Total of 3,189 housing units

Single-family:

◆ 55.8% / 48.3% City

Multi-family:

◆ 43.9% / 50.7% City

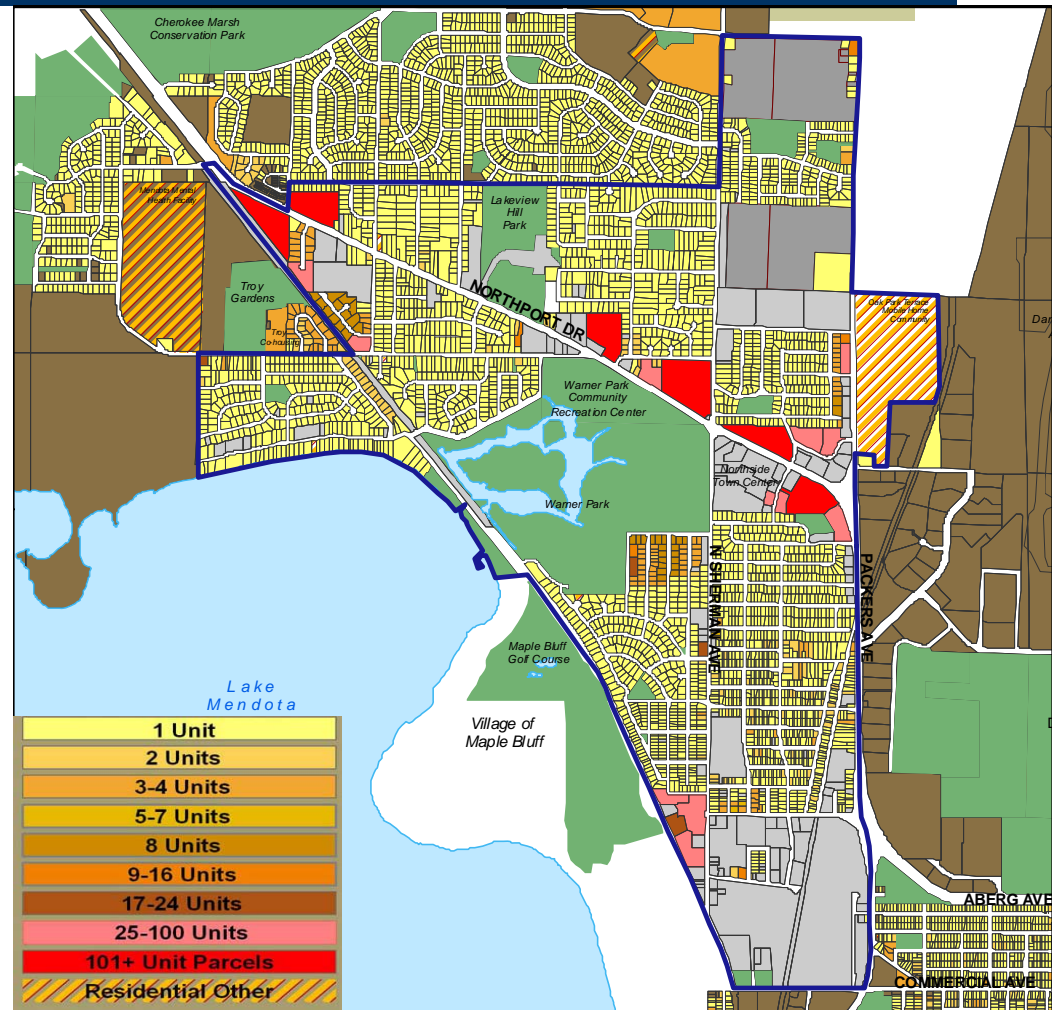
Tenure:

◆ 54.8% 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.



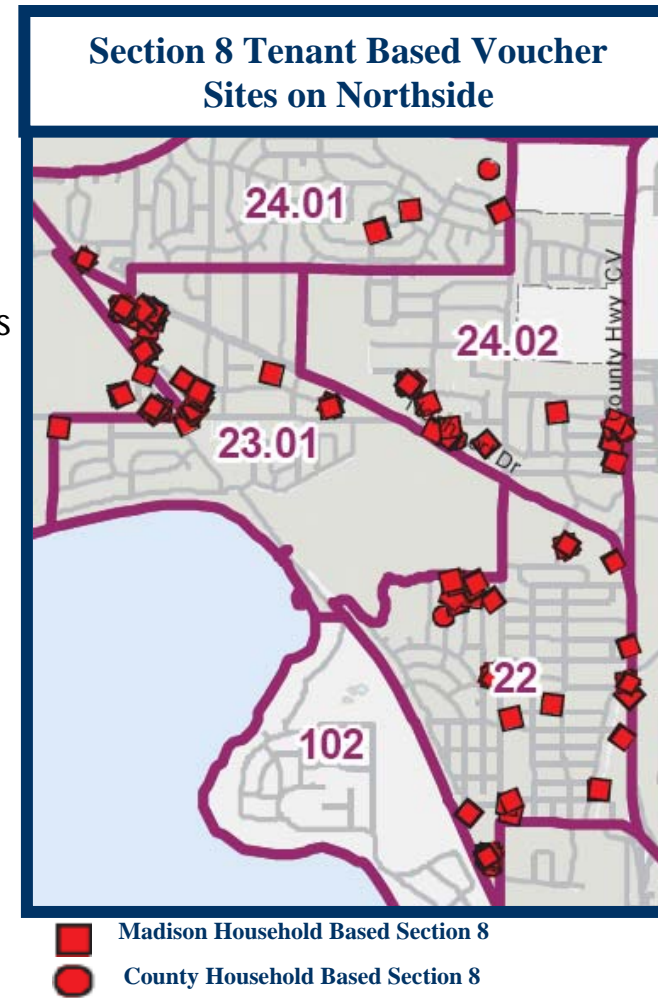
Source: City of Madison Department of Planning & Community & Economic Development 2008 Data

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Housing - *Financial Assistance*

Households w/Section 8 Vouchers in 2008:
183 households (13.4 % of City total - 1,361)

- ◆ 13.5% (780) of total of 5,782 assisted housing units in City are located in the planning area (total includes units subsidized by Section 8 Sticky Vouchers, tax credits, or public housing).
- ◆ 62% (485) of assisted housing units on the Northside are occupied by families and 31% (243) are occupied by the elderly, compared to 53% (3,078) of the total assisted housing units Citywide occupied by families and 34% (1,986) occupied by the elderly
- ◆ A total of 12 Community Based Residential Facilities, Adult Family Homes and other Temporary Housing sites are located in the planning area



Source: Wisconsin Housing & Economic Development Authority Affordable Housing List

Assisted Housing

Assisted Housing Legend

Section 8

- Madison Household Based Section 8
- ▲ Madison Section 8 Project Based
- County Household Based Section 8

Public Housing

- ★ CDA Public Housing
- ★ CDA Scattered Housing Sites

Section 42 (Tax Credit)

- ⊕ Madison Tax Credit, multi-unit
- ⊙ Madison Tax Credit, single unit
- ⊗ County Section 42 (Tax Credit)

Community Based Residential Facilities (CBRF)

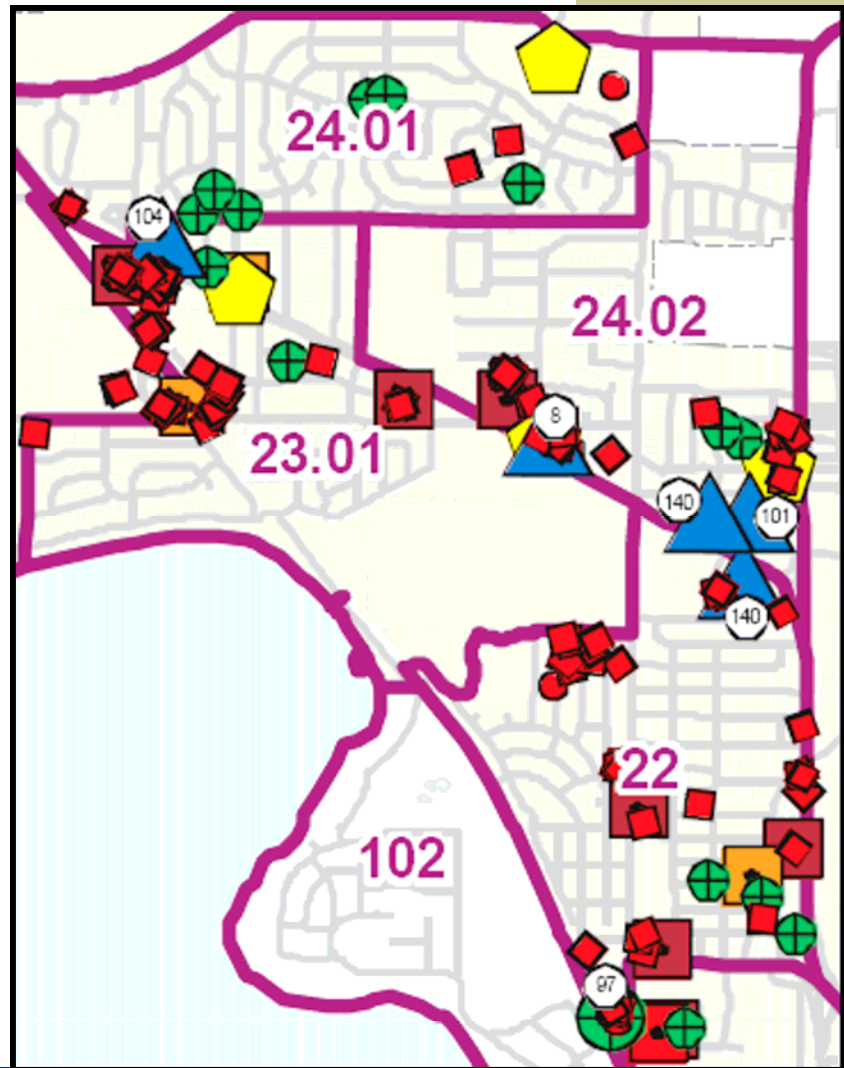
- ⬠ Madison CBRF
- ⬠ Madison Adult Family Housing (AFH)
- ⬠ County CBRF
- ⬠ County Adult Family Housing (AFH)

Temporary Housing

- Emergency Shelters (2006)
- Transitional Housing (2006)
- Supportive Permanent Housing (SPH) (2006)
- Single Room Occupancy Housing (SRO) (2006)
- County Transitional Housing
- County Supportive Permanent Housing (SPH)

Lakes

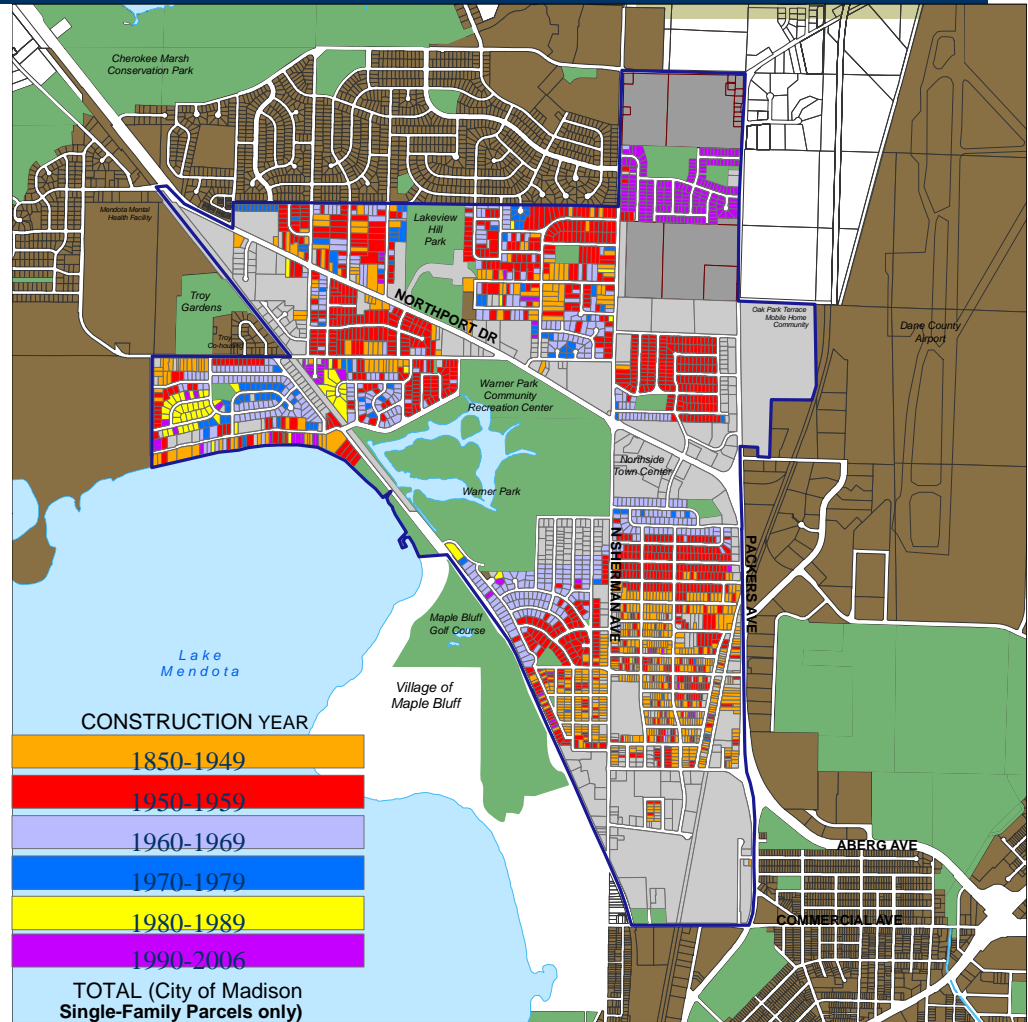
3 Count_on_multi_unit_sites



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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: *Employment and Income*

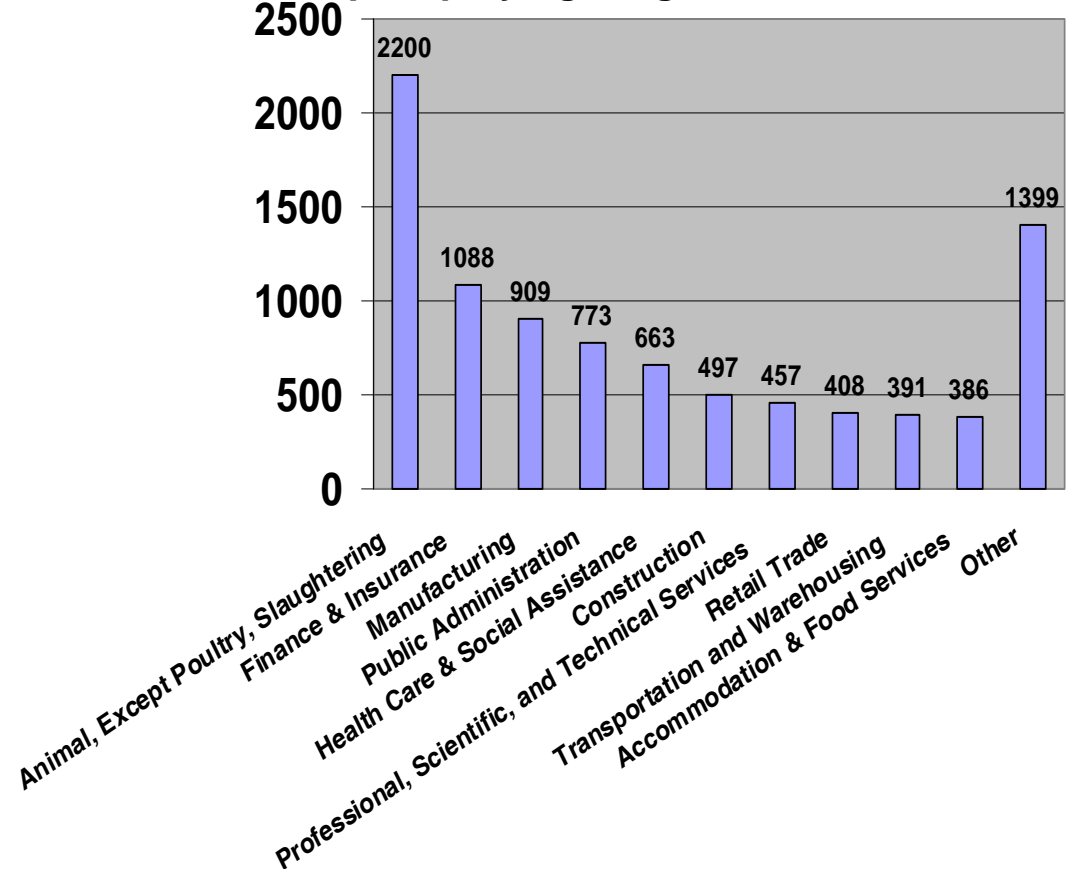
- 12.5% housing units no vehicles / 11.7% citywide.
- 6.2% unemployed / 4.8% citywide.
- 15.5% families below the poverty level / 5.8% citywide.

Source: US Census 2000

- Nearly 400 businesses are located in the neighborhood, in addition to government offices, non-governmental organizations, and centers of education.
- Together, these organizations provide employment for more than 7,000 people.

Source: Info USA Employers Database 2007

Top Employing Neighborhood Industries



Economy: *Employment and Income*

Top 10 Employers Located in Northside Plan Area

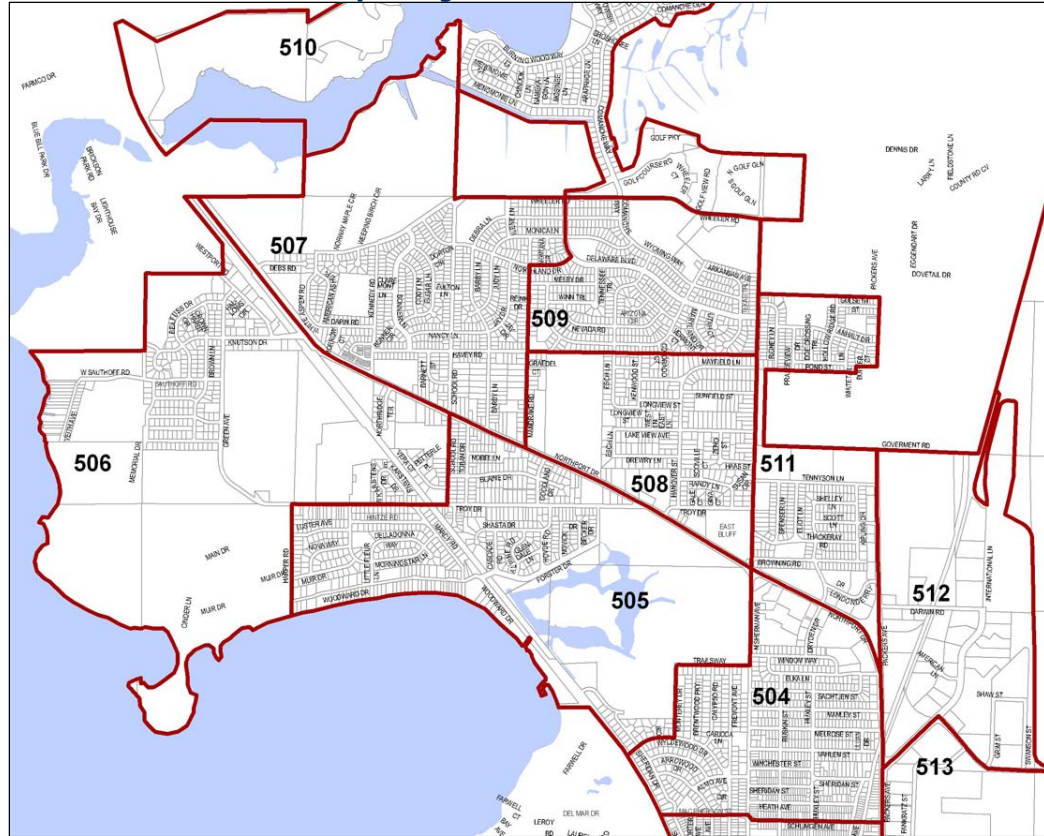
Rank	Number of Employees	Company Name
1	2,200	Kraft Foods Inc. - North America Branded food and beverages including Oscar Mayer
2	750	Great Lakes Educational Loan Post-secondary education loan guaranty and servicing
3	225	Human Services - Dane County COUNTY GOVERNMENT-SOCIAL/HUMAN RESOURCE
4	200	Vogel Properties Inc. REAL ESTATE DEVELOPERS
5	130	Total Administrative Svc. EMPLOYEE BENEFIT CONSULTANTS
6	100	Dane County Job Center EMPLOYMENT AGENCIES & OPPORTUNITIES
6	100	Maintenance Services Inc. JANITOR SERVICE
7	92	Sherman Middle School
8	81	Ayers Associates ENGINEERS-CIVIL
9	75	Elder Care of Wisconsin DAY CARE CENTERS-ADULT
9	75	Madison Area Technical College
10	65	Durham School Services School Transportation Provider

Source: InfoUSA 2007; In Business: Madison, 2008 Book of Lists; personal interviews

Public Safety: *Reported Incidents by Police Sector*

2007 Reported Incidents Against Persons & Property

- Violent Crimes (Murder, Rape, Aggravated Assault, Robbery) (172)
 - Property Crimes (Burglary, Theft, Stolen Vehicle, Arson) (2,056)
 - Drug Incident (136)
 - Residential Burglary (254)
 - Retail Theft (150)
 - Graffiti Complaint (35)
 - Theft from Auto (249)
 - Juvenile Complaint (254)
-
- Reported incidents at community centers, city parks, library and other public places are low.
 - Between 2006-2007, increase in theft from retail outlets and autos both on the Northside and City-wide.

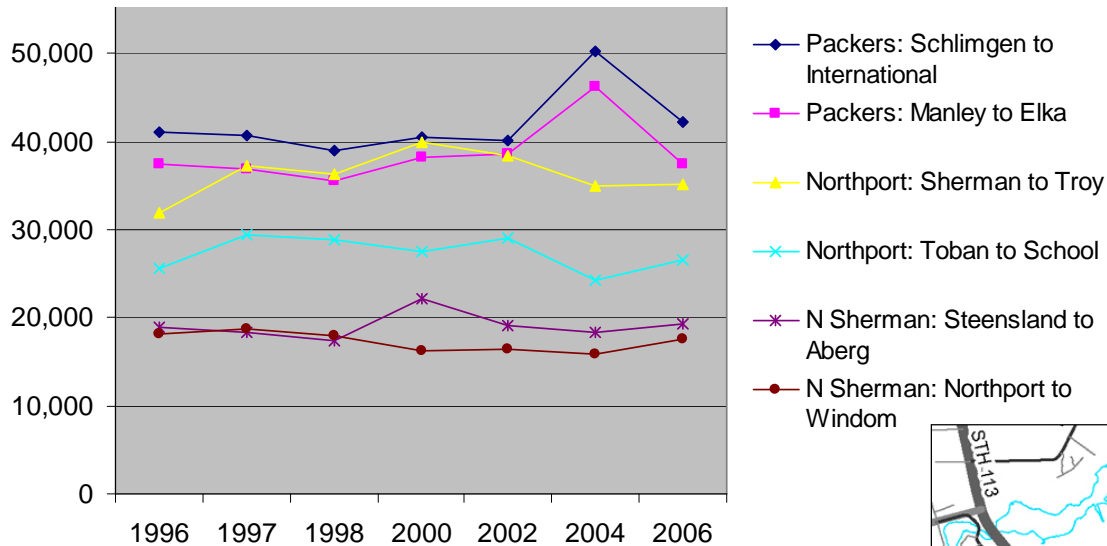


Source: *City of Madison Police Department 2003-2008 Data*

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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

