



NOW SHOWING: VIBRANT NEIGHBORHOOD BUSINESSES

Description:

The Northside has an array of businesses, primarily located along the North Sherman, Northport, and Packers corridors and at the two shopping centers. A recent market study has indicated several advantages and challenges for future commercial growth:

- Affordable housing stock, proximity to a large work force, and rising commuting costs may create an advantage for continued (re) development.
- Tired, aging commercial districts/corridors, strong competition from East Washington and surrounding communities, and the perception that the neighborhood's business districts are run-down and unsafe influence shopping patterns.

Why it's important:

- The strongest, healthiest neighborhoods offer quality affordable housing, good schools, accessible open spaces and vibrant commercial districts/corridors.
- Commercial district(s) are a barometer of the overall level of economic confidence in a neighborhood. A thriving, vibrant commercial district/corridor provides economic opportunities for entrepreneurs, entry-level jobs, and convenient access to goods and services. If a neighborhood's business district is strong, the surrounding neighborhoods benefit.
- Improving a neighborhood's physical design increases safety, decreases the opportunity for criminal activity, and creates an overall perception of neighborhood security.

What do you think?

What theme, idea or expression do you think captures the essence of the Northside and could be used to market the area?

Do you think people will want to live in mixed-use buildings with retail and offices below and housing above? Why or why not?

What would encourage or entice you to shop on the Northside if you don't already?

Do you see value in public art as a strategy for enhancing business and economic growth on the Northside? If so, what kind of art would you like to see?

Preliminary Strategies (Place a star on the scale from 1-5 indicating preference)

Develop a broad-based branding strategy and marketing plan that brands the Northside as a place to live, shop and open businesses. Configure larger commercial spaces to smaller spaces to accommodate 1,000-5,000 square foot retail and service business needs.

Strongly Disagree **1** ————— **2** ————— **3** ————— **4** ————— **5** Strongly Agree

Reinvent a segment of North Sherman Avenue, from Sherman Middle School to Commercial Avenue, as the main street mixed-use district for the Northside.

Strongly Disagree **1** ————— **2** ————— **3** ————— **4** ————— **5** Strongly Agree

Improve the physical appearance of neighborhood gateways, shopping centers, and commercial buildings: Northport-CV-Packers, Northside Town Center, Warner Park, and Northgate Shopping Center.

Strongly Disagree **1** ————— **2** ————— **3** ————— **4** ————— **5** Strongly Agree

Improve multi-modal connections (auto, bus, bicycle, and foot) to Dane County airport, Airport Business Park, MATC, and to the industrial lands in the Oscar Mayer area.

Strongly Disagree **1** ————— **2** ————— **3** ————— **4** ————— **5** Strongly Agree

Add new residential units through redevelopment in the shopping centers, mixed use buildings or vacant lands adjacent to residential neighborhoods.

Strongly Disagree **1** ————— **2** ————— **3** ————— **4** ————— **5** Strongly Agree

Identify locations for installing public art in business district to enhance vibrancy and uniqueness of the area.

Strongly Disagree **1** ————— **2** ————— **3** ————— **4** ————— **5** Strongly Agree