

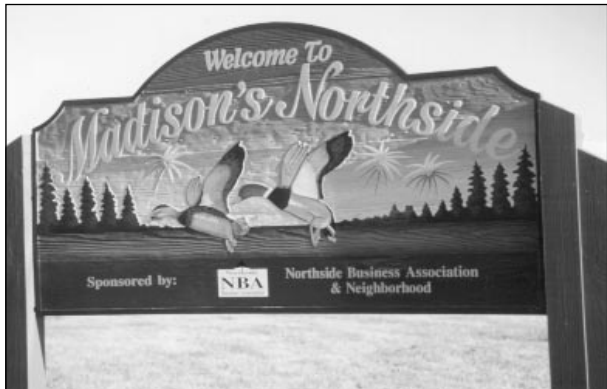
# Brentwood Village-Packers-Sherman Neighborhood Plan

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colm shabazz high school  
t community center herzing  
st. paul's church meal site  
sociation sherman middle

and east high school parent-teachers-student



elementary school brentwood  
ity center dane county job  
s northside police precinct  
middle school lakeview branch  
senior coalition warner park

sheridan triangle neighborhood association fire



lison little league complex  
high school warner beach  
om way park packer's press  
sheridan triangle newsletter  
son elementary school u.s.

postal service branch maplewood condominium

July 1996

# **Brentwood Village-Packers-Sherman Village Neighborhood Plan**

## **Adopted by Common Council**

**Resolution No. 53361**

**July 2, 1996**

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We would like to acknowledge the time and energy of Alderperson Dorothy Borchardt; and John Daly, Principal, and Dawn Maxwell, Assistant Principal, Sherman Middle School; for their assistance in posting and distributing notices and recruiting residents to participate in the planning process.

**Special thanks to Lesleigh Luttrell and Dave Schreiner for their editorial contributions.**

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Tenney-Lapham Old Market Place Steering Committee

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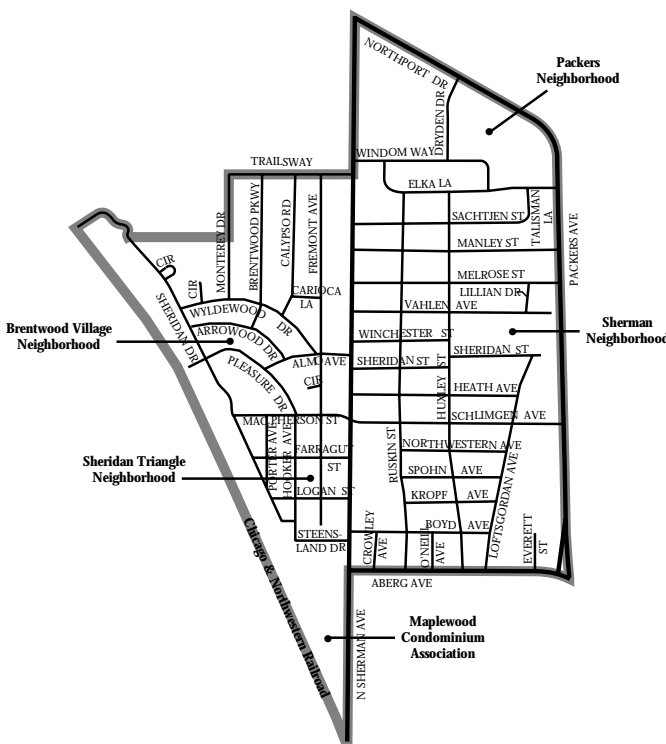
## Introduction to the Brentwood Village-Packers-Sherman Neighborhood

The attractiveness of the Brentwood Village-Packers-Sherman Neighborhood is its small town atmosphere. Residents can work, shop, and play all within a short walk from any home in this north side neighborhood. It is a neighborhood that strives to maintain a diverse population, a variety of housing opportunities, and a high quality of living for all its residents.

The purpose of this plan is to identify the major issues facing the neighborhood, formulate strategies to achieve desired outcomes, and set the foundation for collaborative efforts between public and private sectors to help implement the plan recommendations.

## What are the boundaries of this neighborhood planning study?

The planning boundaries include the Brentwood Village, Maplewood Condominium, Packers, Sheridan Triangle, and Sherman Neighborhoods (See Map 1). The study area is bounded by Northport Drive on the north, Packers Avenue on the east, Chicago & Northwestern Railroad on the west, and Aberg Avenue on the south.



Map 1 – Brentwood Village-Packers-Sherman Neighborhood Planning Area

## Why was the Brentwood Village-Packers-Sherman Neighborhood selected to receive planning services?

In the Spring of 1995, the Madison Community Development Block Grant (CDBG) Commission designated the Brentwood Village-Packers-Sherman Neighborhood (coterminous to census tract 22) to receive one year of planning services and two subsequent years of CDBG funding. The criteria used to select this neighborhood area was based on the percentage of low and moderate income population residing in the area, the willingness on the part of residents to develop a neighborhood plan, and the past successes of neighborhood-based organizations in executing neighborhood projects.

## How did the Brentwood Village-Packers-Sherman Neighborhood develop their plan?

A cross section of residents from varying income, age, race, and tenure backgrounds was appointed by the Mayor and Common Council to guide the preparation of the plan. The Brentwood Village-Packers-Sherman Neighborhood Steering Committee set the framework for the planning process by identifying the major issues facing the neighborhood in the next three to five years.

To gain greater participation from neighborhood residents and the business community, seven task forces were established with the goal of formulating preliminary strategies for the most important neighborhood issues. More than 50 neighborhood residents volunteered to analyze critical issues that dealt with community services, neighborhood shopping areas, housing, parks and open space, beautification and image, and transportation issues over a five-month time period.

## What is Sherman Middle School students' role in the neighborhood planning process?

School administrators, teachers, and neighborhood residents encouraged Sherman Middle School students to participate in the neighborhood planning project. One of their major contributions was the distribution, collection, and analysis of a neighborhood survey. After the neighborhood survey was analyzed, Sherman Middle School students gave a multi-media presentation

that was so original that Madison City Channel ran several broadcasts of it over the next few months.

In addition to participating in the neighborhood planning process, Sherman Middle School students started several projects to improve and enhance the neighborhood. They have established a youth volunteer corps and are working with the North/Eastside Senior Coalition to establish a network for intergenerational exchange. The students are working with other community organizations to advertise their volunteer program and establish a permanent network for making youth-senior connections in the neighborhood.

Among other projects, the students successfully advocated for the installation of new playground equipment at the school and contributed to its design; established a clothes and blanket donation and distribution program at the school; started a joint school/community newspaper; and have been coming to school early each Wednesday morning to prepare a community breakfast.

### What is the outcome of the planning process?

The outcome of this planning process is a set of plan recommendations that will enhance the quality of life and environment within the neighborhood. It is understood that the implementation of plan recommendations will vary based upon existing resources, community support, and priority of need relative to other community planning initiatives. However, the Brentwood Village-Packers-Sherman Neighborhood strongly urges city, county, school, community-based organizations, and the business community to consider funding the neighborhood's recommendations in upcoming budget cycles.

### How do the Brentwood Village-Packers-Sherman Neighborhood Plan recommendations get implemented?

For the last twelve months, the Brentwood Village-Packers-Sherman Neighborhood Steering Committee has informed neighborhood members and solicited support for the plan recommendations through a variety of methods, such as a neighborhood survey, newsletter articles, face-to-face interviews with various parties, and general public meetings. The Committee has invited over 50 individuals and organizations to review the preliminary plan.

There are two major steps for plan implementation:

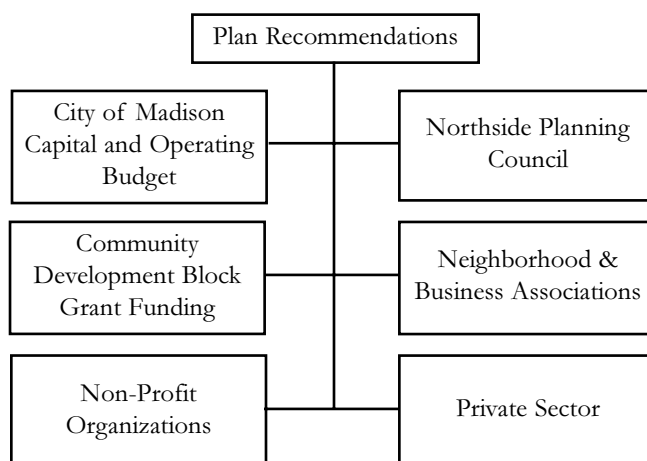
1. *Adoption of the Brentwood Village-Packers-Sherman Neighborhood Plan by the Madison Common Council.* The Brentwood Village-Packers-Sherman Neighborhood Plan was introduced to the Common Council for adoption in July of 1996. During the adoption process, eight City Boards and Commissions reviewed the plan recommendations for approval.

Attached to this neighborhood plan is a Common Council resolution that designates the lead City agencies and departments to implement the plan recommendations (See Page 76). Inclusions of neighborhood improvement projects in the capital or operating budget, work plans, or other sources of funding from state or federal governments are possible ways to implement plan recommendations.

2. *Monitor plan recommendations by District Alderperson, Northside Planning Council, and neighborhood associations.* As part of the adoption process, the Department of Planning and Development (Planning Unit) will submit an annual status report to the Common Council of plan implementation.

### What are the possible funding sources that could help implement the neighborhood plan recommendations?

One of the roles of the Brentwood Village-Packers-Sherman Neighborhood Steering Committee is to search for possible funding to carry-out the plan's recommendations. Possible sources include:



## **Is the neighborhood eligible for Community Development Block Grant (CDBG) Funding?**

As a part of the planning process, the Brentwood Village-Packers-Sherman Neighborhood will receive approximately \$160,000 in Community Development Block Grant funding over the next two years to implement eligible neighborhood improvement projects. The Brentwood Village-Packers-Sherman Neighborhood Steering Committee will work with various community-based organizations to carry out the neighborhood's top recommendations.

## **What role can the neighborhood play in the implementation of their plan recommendations?**

Although the implementation of recommendations is not guaranteed, there are three strategic steps that may help implement the neighborhood's plan recommendations.

1. *Neighborhood and business community involvement.* One of the most critical factors in determining the success of the neighborhood plan is the involvement of citizens, neighborhood associations, and the business community in the planning process.
2. *Public and quasi-public involvement.* Building good working relations with the District Alderperson, City staff, Dane County Supervisor, school board representatives (to name only a few) is imperative. Government officials and staff are essential to chaperone recommendations through the necessary channels.
3. *Strategically campaign for plan implementation.* Developing a strategy for plan implementation is crucial. Strategically approach governmental officials, City departments, and non-profit organizations for funding during their annual budget cycles.

## **Should the neighborhood regularly update the recommendations in the Brentwood Village-Packers-Sherman Neighborhood Plan?**

The Brentwood Village-Packers-Sherman Steering Committee strongly recommends that this plan be viewed as a dynamic document that is revisited by neighborhood residents annually. Goals and objectives should be reviewed annually with appropriate modification to better reflect the changing needs and desires of the neighborhood.



The Brentwood Village-Packers-Sherman Neighborhood Steering Committee identified fourteen major issues that would enhance this northeast side neighborhood. The common threads that emerged from the eight-month planning process are:

1. *Construct Warner Park Community Recreation Center.* The Warner Park Community Recreation Center is currently in design phase and will hopefully be built in Warner Park in the next several years. Neighborhood residents proposed that the facility provide recreational, educational, cultural, and social activities for all age groups, with an emphasis on supplementing and enhancing the services provided by local schools, neighborhood centers, and other government and non-profit service providers.
2. *Community facilities for neighborhood-based programs.* Increased access of existing community spaces in centers of worship, schools, public parks, and other outdoor gathering spaces will provide new opportunities to sponsor neighborhood events, programs, and services.
3. *Community partnership with Sherman Middle School.* Sherman Middle School can be much more than the daytime home for neighborhood middle schoolers. Sherman Middle School should be expanded as a site for events, programs, and gatherings for neighborhood residents of all ages.
4. *Awareness of community services.* While there are many community services available to neighborhood residents, often these services are underutilized because neighborhood residents are unaware of them. A neighborhood priority is to increase awareness of community services by establishing a community services information phone line; by creating a neighborhood community services directory; and by informing service providers on an ongoing basis of unmet neighborhood needs.
5. *Major corridor beautification.* Beautification of the neighborhood's major transportation corridors – including Aberg Avenue, Packers Avenue, Northport Drive, and N. Sherman Avenue – through landscaping, improved maintenance, and visual improvements of both residential and commercial properties will enhance the overall attractiveness of the north side.
6. *Housing diversity and home ownership opportunities.* This northeast neighborhood contains a wide variety of housing types that are affordable to people at a wide range of income levels. The neighborhood's goal is to maintain this housing diversity into the future and continue to monitor any residential redevelopment to ensure that diverse housing needs are met.
7. *Maintain older housing stock.* Reinvestment by property owners in the housing stock will increase the overall appearance, accessibility, and value of the neighborhood. Neighborhood residents plan to increase communications with property owners so that they know the types of programs that are available from the City of Madison, Madison Gas & Electric, and other organizations to help maintain the housing stock and quality of living for the occupants.
8. *Aberg Avenue streetscape improvements.* Streetscape improvements will include a neighborhood identification sign, extensive landscaping, additional sidewalks, custom-designed street banners, and business facade improvements. Neighborhood residents believe that a successful Aberg Gateway project will serve as a catalyst for similar projects in the neighborhood and elsewhere on the northeast side.
9. *Pedestrian crossing of Packers Avenue.* Pedestrian safety is a major concern for almost all neighborhood residents, but particularly for senior citizens and parents of young children. Due to high traffic speed and volume on Packers Avenue, it is often difficult and dangerous for pedestrians to cross the neighborhood's major transportation corridor. Traffic controls and other options need to be explored to assist pedestrian crossings between Commercial Avenue and International Lane, where Madison Metro users must cross to get to and from bus stops; where shoppers must cross to get to and

from Shopko; and where neighborhood residents will soon need to cross to get to and from the future Copps grocery store and the planned East Madison Little League complex.

10. *Major and minor property improvements.* Improving the physical appearance of both residential and commercial properties in the neighborhood – through landscaping, facade improvements, and other streetscape improvements – will enhance the value of the neighborhood. Neighborhood organizations, financial institutions, business establishments, and business associations will promote sources of financial assistance for physical improvements on both commercial and residential properties and to develop and market new programs targeted specifically to the neighborhood area.
11. *Redevelopment of underutilized properties.* Several large properties in the neighborhood are ripe for redevelopment: Oscar Mayer lands south of Roth Street; Dane County Regional Airport lands south of International Lane; and small scattered storefronts or vacant lots along Aberg, N. Sherman, and Packers Avenues. Neighborhood residents, in conjunction with the Northside Business Association, want to work cooperatively with property owners to develop the properties into appropriate uses for the neighborhood.
12. *Shopping Center beautification and redevelopment.* The neighborhood's two major shopping centers – Sherman Plaza and Northgate Shopping Center – could be improved by attracting new businesses, undergoing beautification efforts (notably landscaping and facade improvements), and reconfiguring traffic patterns to improve pedestrian safety.
13. *Two-way volunteerism between youth and seniors.* The neighborhood will work to establish a permanent volunteer network whereby seniors who need assistance with housework, yard work, or errands can be connected with youth volunteers. Through the same network, seniors who would like to offer tutoring, other help, or just companionship can be connected with interested youth. Sherman Middle School students and the North/Eastside Senior Coalition are currently working on forming volunteer networks.
14. *Youth recreation opportunities.* Increasing youth recreation options, specifically youth recreation options within a short walking distance, is a priority. A supervised MSCR summer recreational program for youth at Sherman Middle School would provide recreational activities for youth in a part of the neighborhood that has no structured activities.

The Brentwood Village-Packers-Sherman Neighborhood Steering Committee, in conjunction with interested neighborhood residents, has identified ten major issues that would enhance the quality of life on the north side. The top ten overall recommendations in the plan are (in priority order):

1. Redevelop Aberg Avenue into an aesthetically pleasing, viable neighborhood business district with streetscape amenities such as a neighborhood identification sign, well maintained landscaping of residential and commercial properties, and attractive tree and shrub plantings in the public right-of-way.
2. Construct Warner Park Community Recreation Center, an up-to-date facility for educational, recreational, cultural, and social activities for all ages.
3. Provide educational, recreational, and other programs for neighborhood youth within the neighborhood.
4. With Sherman Plaza and Northgate Shopping Center as the neighborhood business anchors, support physical improvements that will improve the business mix, aesthetic attractiveness, and pedestrian movements through the parking lot areas.
5. As part of a neighborhood effort to promote reinvestment in the housing stock, promote home maintenance, rehabilitation, and home ownership programs.
6. Organize neighborhood activities, events, and programs that will build a strong connection among residents, neighborhood associations, and the business community.
7. As part of the Madison Metro restructuring plan, reroute Madison Metro bus lines to Shopko Drive (to the Shopko store and proposed Copps Grocery store) and explore the use of neighborhood circulator buses on interior residential streets.

8. Improve the physical attractiveness of Sherman Middle School through landscaping, handicap accessibility of the facility and the playground area, and access to the building on week nights and weekends for neighborhood-based activities at low cost.
9. Improve the aesthetic attractiveness of Packers Avenue Corridor (from Northport Drive to First Street) through maintenance, plantings, and other streetscape improvements.
10. In conjunction with North/Eastside Senior Coalition, develop intergenerational programs that will connect the seniors and youth through the neighborhood association, the schools, and the business community.

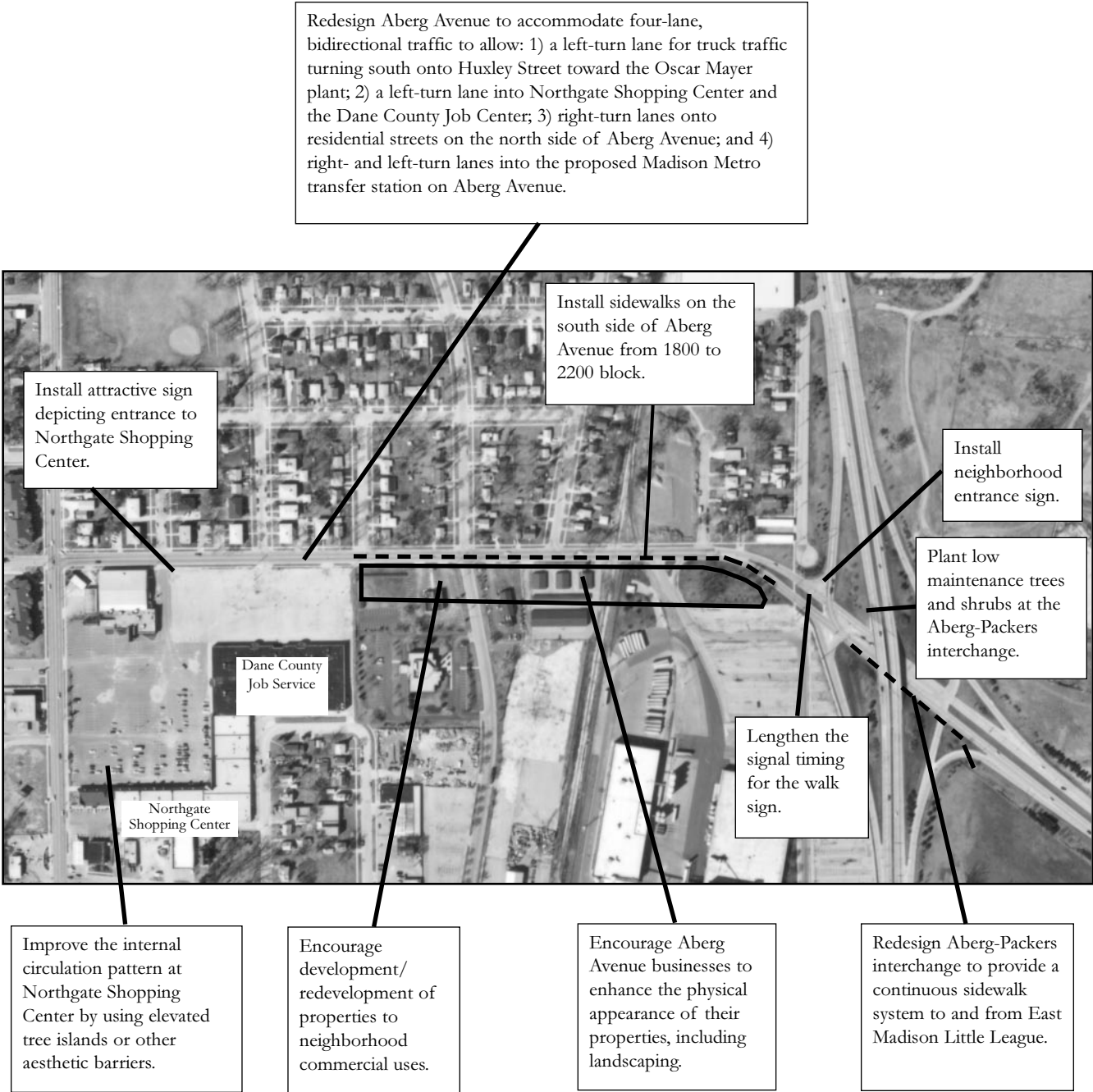
Maps 2-5 summarize major physical improvements proposed along Aberg, Packers, and N. Sherman Avenues and Northport Drive.

### **What are the top four Community Development Block Grant recommendations?**

As part of the planning process, the Brentwood Village-Packers-Sherman Neighborhood will receive approximately \$160,000 Community Development Block Grant (CDBG) funding for eligible neighborhood improvement projects over the next two years. The top four CDBG recommendations selected by the neighborhood are:

1. Rehabilitation of income eligible, owner- or renter-occupied housing units to meet minimum housing code standards, energy efficiency standards, and/or modify interior and exterior features to make the dwelling unit barrier-free.
2. Create full-time employment opportunities for low- to moderate-income persons by retaining existing businesses and/or attracting new business into the neighborhood.
3. Develop an intergenerational program(s) that would connect Sherman Middle School students and seniors living in the neighborhood.
4. Construct new housing units that will provide high quality, affordable housing opportunities for seniors within the neighborhood.

# Map 2 – Aberg Avenue Improvements



## Map 3 – Packers Avenue Corridor Improvements

To improve the appearance of the Packers Avenue Corridor, plant low maintenance trees and shrubs along the median strip from Northport Drive south to First Street.

In the event new construction occurs along Pankratz Road, replace fabricated warehouse buildings with well-designed buildings and attractive landscaping that will enhance the visual street appeal from Packers Avenue.

Extend Schlimgen Avenue easterly into Dane County Regional Airport lands and eventually connect with Shopko Drive extended.

Replace concrete wall slabs with decorative retaining wall and erosion preventative landscaping.

To ease pedestrian crossing of Packers Avenue: 1) install traffic signal with walk light or 2) construct pedestrian bridge at Schlimgen Avenue.

Install wayfinding sign directing motorists to Dane County Regional Airport, MATC-Truax, and to the Downtown.

Future site of  
Copp's Grocery  
Store

Install sidewalks from Aberg Avenue to the proposed East Madison Little League complex.

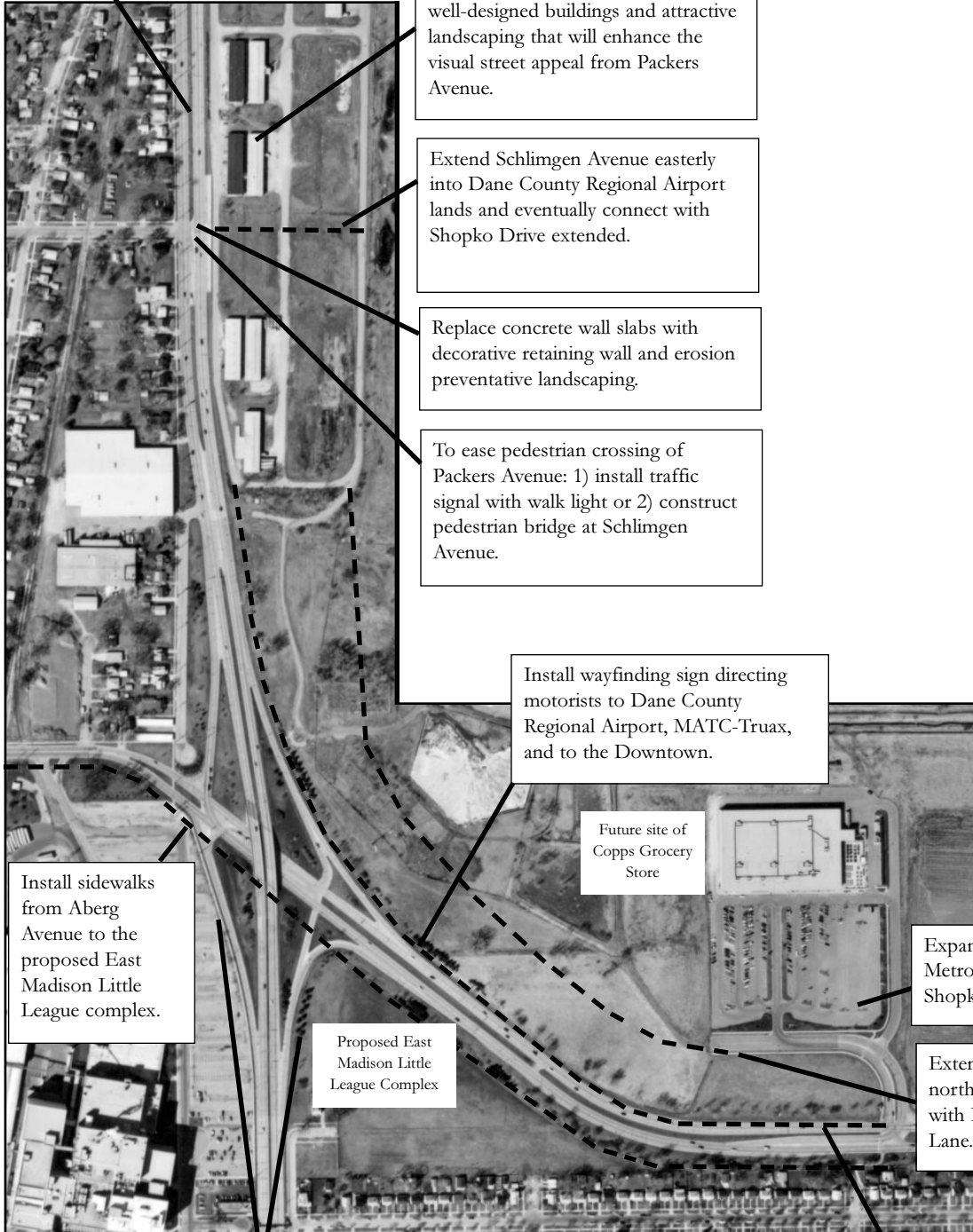
Proposed East  
Madison Little  
League Complex

Expand Madison Metro Bus service to Shopko Drive area.

Extend Shopko Drive northerly to connect with International Lane.

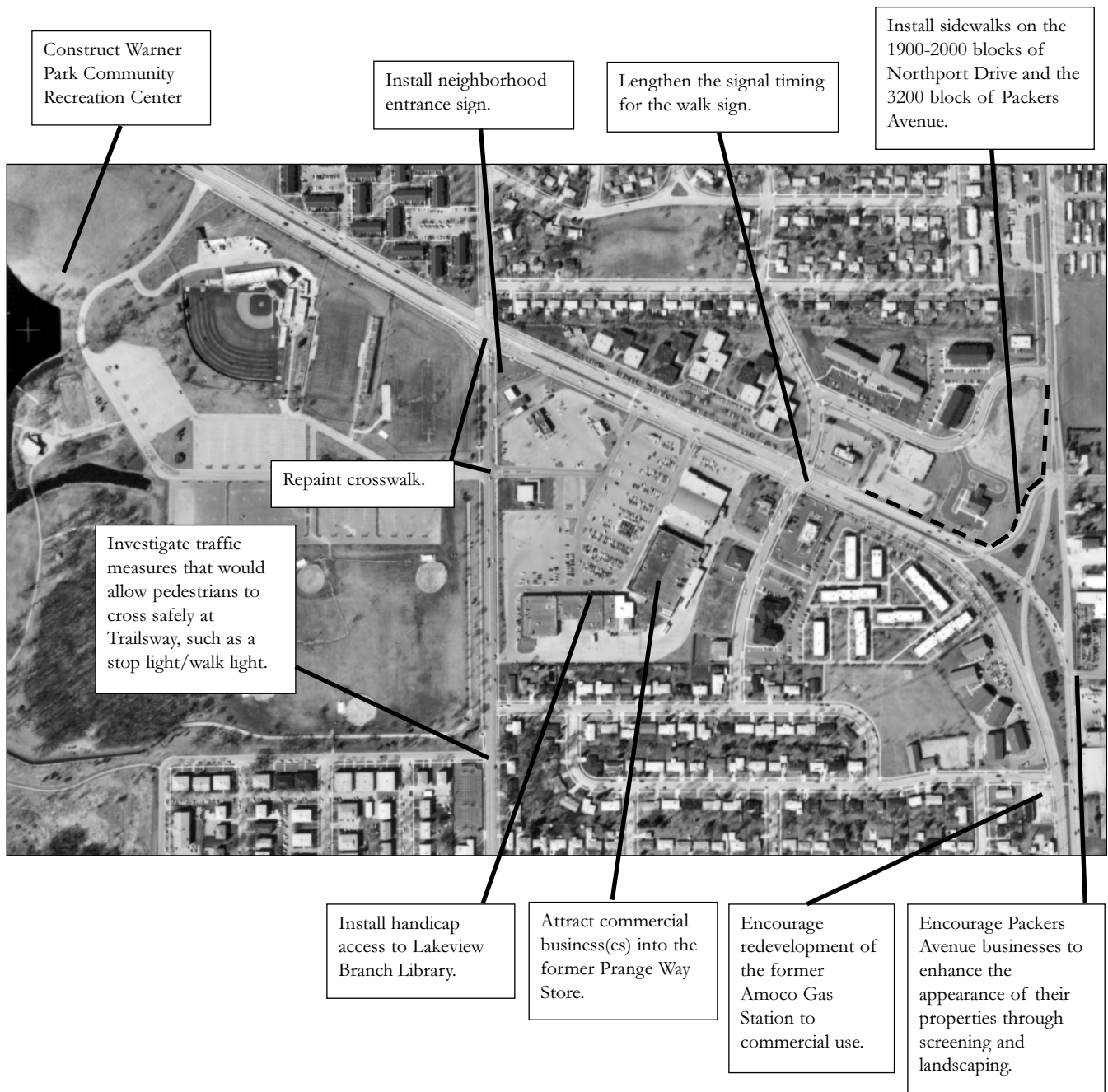
Replace chain link fence around Oscar Mayer plant and the proposed East Madison Little League complex.

Install sidewalk and bicycle trails that will connect to Shopko Drive and International Lane.





## Map 4 – Northport Drive Area Improvements



## Map 5 – North Sherman Avenue (south of MacPherson) Improvements



## What are the community networks that make-up the neighborhood?

Community associations, organizations, and institutions provide a structure for a neighborhood to organize, network, and possibly implement the needs and wants of its residents and business community. Community networks within or adjacent to the planning area include:

- ✓ **Business Association**
  - Northside Business Association
- ✓ **Centers of Worship**
  - Madison East Bible Church
  - Silent Lutheran Church
  - St. Paul Lutheran Church
- ✓ **Community Centers**
  - Northport Community Center
  - Packers Community Center
- ✓ **Financial Institutions**
  - Anchor Bank
  - Associated Bank
  - Great Midwest Bank
  - Heritage Federal Credit Union
  - M&I Bank
- ✓ **Government Services**
  - Dane County Job Center
  - Lakeview Branch Library
  - U.S. Postal Service Branch (at M&I Bank)
- ✓ **Higher Education**
  - Lakeland College
  - Herzing College of Technology
- ✓ **Major Service Organizations Operating in the Neighborhood**
  - Dane County Human Services, Dane County Job Center, North/Eastside Senior Coalition, East Madison Little League, and St. Paul's Church Meal Site.
- ✓ **Medical Clinics**
  - Lakeview Medical
  - Northeast Family Medical
- ✓ **Neighborhood Associations**
  - Brentwood Village Neighborhood Association
  - Maplewood Condominium Association
  - Northside Planning Council
  - Sherman Neighborhood Association
  - Sheridan Triangle Neighborhood Association

## ✓ **Neighborhood Communications**

- Brentwood Village Association Newsletter
- Northport News
- Northside News
- Packer's Press
- Sheridan Triangle Newsletter
- Sherman Middle School Newsletter

## ✓ **Schools and School Organizations**

- East High School
- Emerson Elementary School
- Lakeview Elementary School
- Malcolm Shabazz High School
- Mendota Elementary School
- Sherman Middle School
- Emerson Elementary, Sherman Middle, and East High School Parent-Teachers-Student Organizations

## What are the unique features of the Brentwood Village-Packers-Sherman Neighborhood?

Residents of the Brentwood Village-Packers-Sherman Neighborhood enjoy a wealth of unique assets within walking distance (See Map 6).

- ✓ *Gateway to the City.* The neighborhood is among the first Madison sites encountered by travelers exiting Dane County Regional Airport.
- ✓ *Lake Mendota.* The neighborhood is a short walk from Lake Mendota, offering residents countless recreational options and beautiful vistas year-round.
- ✓ *Malcolm Shabazz High School.* Over its 25-year history of innovation, Shabazz High School has become a model of alternative public education, drawing students from throughout the City and praise from educationists nationwide.
- ✓ *Minor League Baseball.* Former home to the Madison Muskies, Warner Park is now home to Madison's new and only minor league baseball team, the Madison Black Wolf.



- ✓ *Neighborhood Shopping.* Neighborhood residents enjoy a variety of nearby shopping options along N. Sherman Avenue at Sherman Plaza and at Northgate Plaza.
- ✓ *Northside Planning Council.* Established in March 1993, the Northside Planning Council advocates for the interests of neighborhoods on Madison's north side and publishes a free bi-monthly community newspaper, the *Northside News*.
- ✓ *Rhythm and Booms.* People from throughout the state come to Warner Park to see and hear this Fourth of July celebration, a breathtaking fireworks display accompanied by music for all ages.
- ✓ *Sherman Middle School.* Built in the 1920s and surrounded by the neighborhood's oldest homes, Sherman Middle School prepares neighborhood youth for bright futures, and binds the neighborhood together as a primary site for community meetings, events, and recreational programs.
- ✓ *Warner Park.* Stretching from the neighborhood's western edge to the shores of Lake Mendota, Warner Park is among the City's largest and most-utilized public parks. In addition to its daily use by Madisonians, Warner Park hosts Rhythm and Booms and is home to the Black Wolf, Madison's minor league baseball team.



## What are the historic assets of the Neighborhood?

The last remaining railroad switching station in Madison is the *Chicago & Northwestern Railway Roundhouse, 1741 Commercial Avenue*, built around 1895. The owners located the switching station on 192 acres in the then Town of Burke, rather than the City of Madison, to avoid regulations imposed by the City.

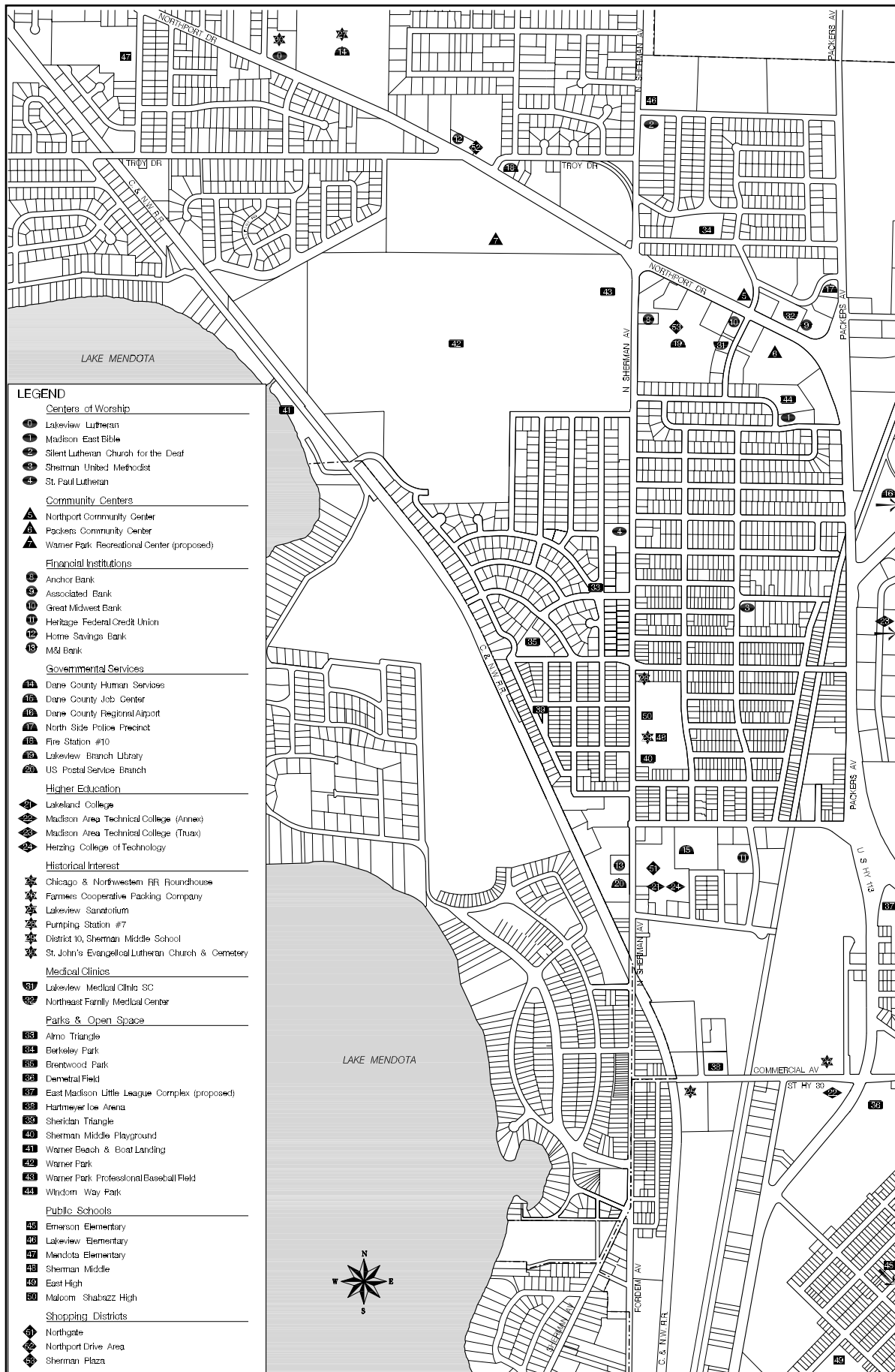
A touch of history is observed within the Sheridan Triangle Neighborhood, located west of N. Sherman Avenue between Steensland and MacPherson Streets. The streets within the neighborhood are named after **Civil War Generals: Farragut, Fremont, Hooker, Logan, MacPherson, Porter, Sheridan, and Sherman.**

The original buildings at the *Oscar Mayer Plant, 910 Mayer Avenue*, consisted of a small kill-and-cut plant, icehouse, and power plant built in 1915. The *Farmers' Cooperative Packing Company* constructed the original buildings in its effort to form a cooperative that would "alleviate the high consumer cost and low payments to farmers of Chicago meat packers" (Mollenhoff). The effort failed, however, and a large packing firm in Chicago named Oscar Mayer Foods Corporation, bought the plant in 1919.

*Sherman Middle School*, formerly referred to as District 10 School, opened its doors to students in 1927-1928. The southeast corner of the building is original – simple Collegiate Gothic style with cream-colored, terra cotta trim.

*Unit Well 7*, the 23' by 23' lannonstone pump house at 1709 N. Sherman Avenue, went into service in 1940. The well taps into the groundwater at 735 feet. When it was first put into service, residents complained about the taste and odor of the water. A surface reservoir of 160,000 gallons capacity was constructed which permitted the water from the deep well pump to be aerated before going into the distributor system, thus eliminating the hydrogen sulfide taste and odor.

# Map 6 – Brentwood Village-Packers-Sherman Neighborhood Asset Map



Map prepared by: City of Madison, Department of Planning & Development – Planning Unit, M. Ruggieri, May, 1996

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## **Vision Statement**

Visitors to the north side marvel at the attractiveness of the overall area. Along the Aberg, N. Sherman, Packers, and Northport corridors the buildings are constructed of high quality materials with well-maintained landscaping; the shopping districts have attractive, well-maintained facades with well-landscaped parking lots; and the public street terraces have abundant and well-maintained trees and shrubs. Neighborhood residents and businesses take pride in the appearance of the residential and commercial areas by taking part in annual fundraising activities that will contribute to new streetscape improvements.

## **Neighborhood Goals (in priority order)**

- Goal 1:** Maintain and improve landscaping along the Packers Avenue Corridor from Aberg Avenue north to International Lane.
- Goal 2:** Improve the appearance of the building and parking lot areas of the Oscar Mayer complex and adjacent areas.
- Goal 3:** Improve landscaping on Packers Avenue from Commercial Avenue south to the Demetral Field area.
- Goal 4:** Improve the physical appearance of properties along Aberg Avenue.
- Goal 5:** Emphasize the major entrance points leading into the north side with streetscape improvements including landscaping.
- Goal 6:** Develop several funding mechanisms to help raise monies that would fund neighborhood beautification initiatives.

## **Top Recommendations**

1. Develop a comprehensive design plan for the 1300 to 2000 blocks of Packers Avenue.
2. In conjunction with the Northside Business Association, install a colorful neighborhood identification sign on the knoll at the northwest corner of the intersection of Packers and Aberg Avenues.
3. Replace the chain link fence that surrounds the Oscar Mayer complex and proposed East Madison Little League complex along with appropriate landscaping to enhance the roadside view of the facilities.
4. Encourage Aberg Avenue businesses to enhance the physical appearance of their properties, including landscaping.
5. According to the comprehensive design plan, plant trees, shrubs, and other plantings in designated locations with an annual maintenance plan to ensure proper care of plantings.

## Streetscape Improvements to Packers Avenue and Northport Drive

**Issue:** Aberg, Packers, and Northport Avenues are the major entry points into the north side of Madison. On a daily basis, Aberg Avenue has approximately 13,000 vehicles, Northport Avenue has 30,000, and Packers Avenue has 37,000 vehicles that travel along the roadway to commute to and from home, work, shopping or other destinations. The attractiveness of the north side is tarnished in part because of the minimal landscaping around commercial buildings and surface parking lots; minimal landscaping in boulevards, terraces and embankments; and the overgrown trees, shrubs and vines along boulevards of Aberg and Packers Avenues (See Maps 2 and 3). (See Transportation Recommendations for further detail.)

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 1: Maintain and improve landscaping along the Packers Avenue Corridor from Aberg Avenue north to International Lane.	<ol style="list-style-type: none"> <li>1. <i>Develop a comprehensive design plan for the 1300 to 2000 blocks of Packers Avenue.</i> The geographic areas to develop detailed landscaping plans include: 1) the warehouse buildings and vacant lands that are fronting Packers Avenue from the 1500-2000 blocks of Pankratz Street; 2) the median strip along Packers Avenue; 3) the greenspace area lying between the frontage road and the 1300-1500 blocks of Packers Avenue; and 4) the greenspace area northwest of Aberg-Packers intersection, lying directly south of the frontage road cul-du-sac. Emphasis should be given to incorporating existing mature trees and shrubs and in planting tolerant trees and shrubs that are easy to maintain.</li> <li>2. <i>According to the comprehensive design plan, plant trees, shrubs and other plantings in designated locations with an annual maintenance plan to ensure proper care of plantings.</i> An excellent example that the neighborhood would like to replicate is the native prairie planting that has been planted in the median strip on International Lane leading to the airport.</li> <li>3. <i>Replace the large concrete slabs lying to the east of the 1700-1800 blocks of Packers Avenue with an attractive, decorative retaining wall and erosion-preventive landscaping.</i></li> <li>4. <i>Organize annual neighborhood clean-up events that would help maintain the plantings along the Packers Avenue corridor and other designated locations within the neighborhood.</i></li> </ol>	<p>Parks Division, Dane County Regional Airport</p> <p>Parks Division</p> <p>State DOT, Traffic Engineering, Engineering Division, Dane County Regional Airport</p> <p>Northside Planning Council (NPC), North Side Neighborhood Assocs., and Northside Business Assoc. (NBA)</p>
Goal 2: Improve the appearance of the building and parking lot areas of the Oscar Mayer complex and adjacent areas.	<ol style="list-style-type: none"> <li>5. <i>Replace the chain link fence that surrounds the Oscar Mayer complex and the proposed East Madison Little League complex with appropriate landscaping to enhance the roadside view of the facilities.</i> At this time, the neighborhood is still exploring all the issues relating to the ownership responsibilities of the deteriorated chain link fences. The neighborhood encourages Oscar Mayer and the East Madison Little League to cooperate with state, county, and city officials, as well as concerned neighborhood and business associations, to replace the fences as part of a comprehensive redevelopment plan for the Aberg-Packers corridor.</li> </ol>	<p>State DOT, Traffic Engineering, Engineering Division, Oscar Mayer, East Madison Little League</p>

### Streetscape Improvements to Packers Avenue and Northport Drive (continued)

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 2 (continued): Improve the appearance of the building and parking lot areas of the Oscar Mayer complex and adjacent areas.	6. <i>Explore the feasibility with Oscar Mayer about undergoing aesthetic improvements to the surface parking lots surrounding the plant.</i> Improved landscaping, such as trees, shrubs, and elevated parking islands, would enhance the appearance of the parking lot. An arrangement should be explored where a neighborhood group could assist with maintenance of the new plantings, especially in the early years when the trees, shrubs, and other plantings are susceptible to damage.	Oscar Mayer, NPC, NBA, North Side Neighborhood Assocs.
Goal 3: Improve landscaping on Packers Avenue from Commercial Avenue south to the Demetral Field area.	7. <i>As part of the landfill mitigation process at Demetral Field, advocate for landscaping improvements that would complement the Packers Avenue streetscape improvements.</i> On the east side of the 500 block of Packers Avenue lies Demetral Field. A chain link fence surrounds the property, which has no landscaping along the fence or in the terrace between the fence and the roadway. Neighborhood residents and organizations should explore fundraising strategies to raise monies for landscaping in the public park, especially leveraging private funds with People for Parks funding.  8. <i>Encourage property owners along the 2000-2400 blocks of Pennsylvania Avenue to landscape their properties in a way that would complement the Packers Avenue streetscape improvements.</i>	Parks Division, Engineering Division, NBA, North Side Neighborhood Assocs.  NBA, North Side Neighborhood Assocs.

### Streetscape Improvements to Aberg Avenue

**Issue:** One of the major entrances into the neighborhood is Aberg Avenue. The first glimpse of the neighborhood along this six-block stretch from Packers to N. Sherman Avenue is that of: mixed manufacturing, commercial and residential land uses; deferred maintenance of private and public properties, including public infrastructure; and insufficient landscaping surrounding buildings as well as the street terrace. The first step towards increasing the overall attractiveness of this residential and commercial gateway into the neighborhood is to concentrate on streetscape improvements: neighborhood identification sign, street banners, historic lighting, and tree and shrub plantings on private and public properties. Streetscape improvements along Northport Drive, Packers and N. Sherman Avenues would be undertaken in future years (See Map 2).

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 4: Improve the physical appearance of properties along Aberg Avenue.	9. <i>In conjunction with the Northside Business Association, install a colorful neighborhood identification sign on the knoll at the northwest corner of the intersection of Packers and Aberg Avenues.</i> Attractive lighting, low growing evergreens, and other landscaping should be included in the site design. Shrub and other tolerant plantings at the base of the sign would be planted and maintained by north side residents, businesses, and local organizations.	NBA, North Side Neighborhood Assocs.



Streetscape Improvements to Aberg Avenue (continued)		
GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 4 (continued): Improve the physical appearance of properties along Aberg Avenue.	10. <i>Consider installing street banners or other decorative, seasonal street coverings from utility poles on the north and south sides of Aberg Avenue.</i> A relatively inexpensive streetscape measure are colorful banners that hang vertically from retrofitted utility poles. If possible, the colors could coordinate with other commercial improvements at existing and/or new businesses along Aberg Avenue and the Northgate Shopping Plaza. Extending streetscape improvements on N. Sherman Avenue is the second priority.	NBA
	11. <i>Install sidewalks along the 1800-2200 blocks of Aberg Avenue (south side).</i> Sidewalks exist to the east and west of this segment, but do not continue in the front of several businesses along Aberg Avenue.	Engineering Division
	12. <i>Encourage Aberg Avenue businesses to enhance the physical appearance of their properties, including landscaping.</i> Landscaping surrounding buildings, parking lots, and the terrace would spruce up the overall appearance at minimal cost to property owners.	NBA
Goal 5: Emphasize the major entrance points leading into the north side with streetscape improvements including landscaping.	13. <i>Besides the Aberg-Packers intersection, identify other prominent locations for neighborhood identification signs, such as a location at Northport Drive and N. Sherman Avenue, that would complement and/or replicate the Aberg-Packers sign.</i> Developing a design and/or logo for easy replication by other north side neighborhoods would tie the north side together.	NBA, NPC, North Side Neighborhood Assocs.
	14. <i>Solicit neighborhood businesses, neighborhood organizations, and interested resident input in the design of the neighborhood identification sign.</i> Ensure neighborhood input by holding a public meeting to select the design; involve Sherman Middle School students to develop an attractive logo; and/or sponsor a contest to solicit public input.	NBA, North Side Neighborhood Assocs.
Goal 6: Develop several funding mechanisms to help raise monies that would fund neighborhood beautification initiatives.	15. <i>Explore the feasibility of creating a Business Improvement District, a mechanism to establish a special assessment to fund improvement projects, with businesses in the Aberg, Packers, and Northport areas.</i> The benefit of a BID is that contiguous businesses can develop a beautification improvement plan and assess commercial properties to fund the approved plan.	NBA
	16. <i>Work with local financial institutions to set-up an account for individuals, organizations and other interested parties to contribute toward future beautification projects.</i>	NBA

## Vision Statement

Community organizations, the business community, and institutions are working together to enhance the quality of life for its youth, families, and seniors. The Warner Park Community Recreation Center, Packers and Northport Community Centers, Sherman Middle School, centers of worship, financial institutions, and Northside Police Precinct are places that neighborhood residents and community organizations gather to organize, plan, and carry-out programs and activities for the north side.

## Neighborhood Goals (in priority order)

- Goal 1:** Support the Northside Planning Council and its role in organizing north side residents.
- Goal 2:** Foster a greater sense of community by building a stronger relationship between neighborhood residents and organizations and the Northside Business Association; Sherman Middle School staff, students, and parents; and Northside Police Precinct.
- Goal 3:** Build stronger relationships with new neighborhood residents and neighborhood associations.
- Goal 4:** Foster a greater sense of community among north side residents, businesses, and neighborhood associations by organizing community events.

## Top Recommendations

1. Continue to provide support for the Northside Planning Council (NPC) by advocating the City of Madison, Dane County Human Services, Madison Metropolitan School District, United Way of Dane County, and Madison Community Foundation to financially support the capital and operating costs of the NPC.
2. Develop an intergenerational program with Sherman Middle School that would connect middle school students with senior citizens.
3. Organize festivals, art/craft sales, spring clean-up days, community garage sales, carnivals or other events to bring people and neighborhoods together.
4. Develop strong ties with North Side Neighborhood Associations, Northside Business Association, and other organizations with the police officers who will be stationed at the Northside Police Precinct.
5. Continue to work with Sherman Middle School administrators and staff to involve neighborhood residents, the business community, and students in joint projects and activities.



## Neighborhood Organizations, Business Organizations and the Schools

**Issue:** Community organizations, businesses, and institutions provide support for neighborhood residents and businesses to organize, network, and implement the desires of its youth, families, and seniors. By identifying north side priorities, north side organizations, the business community, and governmental institutions can work together in achieving the best for its residents.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 1: Support the Northside Planning Council and its role in organizing north side residents.	1. <i>Continue to provide support for the Northside Planning Council (NPC) by advocating the City of Madison, Dane County Human Services, Madison Metropolitan School District, United Way of Dane County, and Madison Community Foundation to financially support the capital and operating costs of the NPC.</i> The Northside Planning Council, comprised of representatives of north side neighborhood associations, has built the foundation for neighborhood associations to work together on activities that enhance the quality of life for north side residents.	City of Madison, Dane County Human Services, Madison Metropolitan School District (MMSD), United Way, Madison Community Foundation
Goal 2: Foster a greater sense of community by building a stronger relationship between neighborhood residents and organizations and the Northside Business Association; Sherman Middle School staff, students, and parents; and Northside Police Precinct.	<p>2. <i>Develop an intergenerational program with Sherman Middle School that would connect middle school students with senior citizens.</i> An intergenerational program that offers youth and seniors to volunteer their services would be a starting point to bridge the two generations. (See Community Services section for further details.)</p> <p>3. <i>Continue to work with Sherman Middle School administrators and staff to involve neighborhood residents, the business community, and students in joint projects and activities.</i> Sherman Middle school staff and students have initiated several projects during the planning process: conducting a neighborhood survey, publishing a neighborhood newsletter, offering a community breakfast once a week, and collecting food and clothing.</p> <p>4. <i>Develop strong ties with North Side Neighborhood Associations, Northside Business Association, and other organizations with the police officers who will be stationed at the Northside Police Precinct.</i></p>	<p>North/Eastside Senior Coalition, Sherman Middle School</p> <p>Northside Planning Council (NPC), North Side Neighborhood Associations, Sherman Middle School</p> <p>Police Department, NPC, Northside Business Association (NBA), North Side Neighborhood Assocs.</p>
Goal 3: Build stronger relationships with new neighborhood residents and neighborhood associations.	5. <i>Develop a neighborhood-based program that would provide new neighborhood residents with information about the neighborhood, including a neighborhood resource directory.</i> Welcoming new residents into the neighborhood and acquainting them with neighborhood organizations, the business community, the availability of community services, and the assets of the neighborhood will exemplify that the north side is a special place to live.	North Side Neighborhood Assocs.

## North Side Neighborhood Events

**Issue:** The north side has numerous neighborhood organizations: Northside Planning Council, Brentwood Village, Packers, Sheridan Triangle, Sherman, and numerous other neighborhood associations. North side residents feel that a greater sense of community would develop – among residents, businesses, and neighborhoods on the north side – if they had more community events at which people could meet and learn more about one another.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 4: Foster a greater sense of community among north side residents, businesses, and neighborhood associations by organizing community events.	6. <i>Organize festivals, art/craft sales, spring clean-up days, community garage sales, carnivals or other events to bring people and neighborhoods together.</i> Northside Planning Council, Northside Business Association, Sherman Middle School, and other neighborhood-based organizations should be an integral part of any large event. Concentrated efforts to include all residents in the organizing, coordination, and implementation of events is extremely important.	NPC, NBA, North Side Neighborhood Associations

## Vision Statement

The Brentwood Village-Packers-Sherman Neighborhood will work in cooperation with the Northside Business Association, the Northside Planning Council, and other pertinent groups in the neighborhood to create a quality place to live and do business. Businesses will take pride in their businesses by maintaining and upgrading their buildings and surrounding properties; consumers will find a quality, diverse selection of goods and services; entrepreneurs will start-up new businesses on the north side; and well-established businesses will reinvest in their businesses to foster new job opportunities.

## Neighborhood Goals (in priority order)

- Goal 1:** Pursue the redevelopment of commercial and/or manufacturing buildings and lands to support new economic growth.
- Goal 2:** Increase City-wide awareness of business and economic development opportunities in the neighborhood.
- Goal 3:** Educate business owners/property owners of programs and services available to financially assist them in business development, property maintenance and improvements, and job development.

## Top Recommendations

1. Work with property owners to sell/lease existing vacant buildings for commercial use: former Prange Way at Sherman Plaza; former Imperial Palace restaurant on Aberg Avenue; and former Amoco Gas Station on Packers Avenue.
2. Attract and/or expand northeast side businesses that will meet the consumer needs of neighborhood residents.
3. With the redevelopment potential of property lying to the south and southwest of Dane County Regional Airport area, develop a stronger communication network between the airport and Northside Business Association, Northside Planning Council, and the individual neighborhoods of the north side.
4. Explore the feasibility of developing a business incubator on the north side.
5. Explore the feasibility of creating a Business Improvement District, a mechanism to establish a special assessment to fund marketing and improvement projects, with businesses in the Aberg, Packers, and Northport areas.

## Promoting North Side Business Opportunities

**Issue:** To attract and retain businesses, and to meet currently unmet consumer needs in the neighborhood, there is a need to increase City-wide awareness of business and economic development opportunities within the neighborhood.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 1: Pursue the redevelopment of commercial and/or manufacturing buildings and lands to support new economic growth.	<ol style="list-style-type: none"> <li>1. <i>Work with property owners to sell/ lease existing vacant buildings for commercial use: former Prange Way at Sherman Plaza; former Imperial Palace restaurant on Aberg Avenue; and former Amoco Gas Station on Packers Avenue.</i> (See Redevelopment Opportunities section for details).</li> <li>2. <i>Explore the feasibility of developing a business incubator on the north side.</i> A potential way to attract new businesses to the neighborhood is to develop a business incubator – a group of businesses that usually share a building and achieve increased efficiency (through lower costs) by sharing certain business expenses, typically administrative, clerical, and printing expenses. Incubators are designed specifically for start-up businesses that would find it difficult to enter the market without shared cost savings.</li> </ol>	<p>Northside Business Association (NBA), Madison Development Corporation, CDBG, CDA, CED</p> <p>NBA, Madison Development Corporation, CDBG, CDA, CED</p>
Goal 2: Increase City-wide awareness of business and economic development opportunities in the neighborhood.	<ol style="list-style-type: none"> <li>3. <i>Attract and/or expand northeast side businesses that will meet the consumer needs of neighborhood residents.</i> One of the keys is for the north side residents and businesses to communicate the types of businesses and services that would enhance the north side marketplace. Neighborhood residents identified several businesses to attract to the north side: grocery store, restaurants, clothing stores, bakery and coffee shops, beauty salon, arts and crafts shops, bowling alley, brew pub, book store, child care facility, children's clothing shop, health club, meat market, movie theater, and video stores.</li> <li>4. <i>With existing commercial properties that are for lease or for sale, communicate with property owners, commercial real estate brokers, Northside Business Association, Madison Gas &amp; Electric Economic Development Unit, City of Madison Community and Economic Development Unit, Dane County Regional Airport, and other appropriate organizations that will help recruit businesses to the north side.</i> Some of the major properties that are for lease are the former Prange Way space at Sherman Plaza, former Imperial Palace Restaurant on Aberg Avenue, and former Amoco Gas Station on Packers Avenue.</li> </ol>	<p>NBA, Madison Development Corporation, CDBG, CDA, CED</p> <p>NBA, Madison Development Corporation, CDBG, CDA, CED</p>

**Promoting North Side Business Opportunities (continued)**

GOAL	RECOMMENDATION	IMPLEMENTATION
<p>Goal 2 (continued): Increase City-wide awareness of business and economic development opportunities in the neighborhood.</p>	<p>5. <i>With the redevelopment potential of property lying to the south and southwest of Dane County Regional Airport area, develop a stronger communication network between the airport and Northside Business Association, Northside Planning Council, and the individual neighborhoods of the north side.</i> The neighborhood would like to become an active participant in the long range planning of the airport, especially with: 1) design, landscaping, and use of the warehouse properties along Packers Avenue; 2) exploring the feasibility of extending Schlimgen Avenue east into the airport lands to improve connections between the Sherman Neighborhood and the commercial/manufacturing area to the east of Packers Avenue; and 3) extending Pankratz Street south to connect with Shopko Drive. The neighborhood would like to explore possible ways to connect north side labor force with existing and new businesses that develop in the airport area.</p> <p>6. <i>Increase marketing efforts of north side businesses in the area through coordinated efforts of the Northside Business Association, Northside Planning Council, and the City of Madison.</i></p>	<p>Dane County Regional Airport, NBA, Northside Planning Council (NPC), North Side Neighborhood Associations, Engineering Division</p> <p>NBA, NPC, North Side Neighborhood Assocs.</p>
<p>Goal 3: Educate business owners/property owners of programs and services available to financially assist them in business development, property maintenance and improvements, and job development.</p>	<p>7. <i>Aggressively advertise existing sources of financial assistance to commercial and manufacturing property owners.</i></p> <p>8. <i>Explore, with feasibility of creating a Business Improvement District, a mechanism to establish a special assessment to fund marketing and improvement projects with businesses in the Aberg, Packers, and Northport areas.</i> The benefit of a BID is that contiguous businesses can develop an improvement plan and assess commercial properties to fund the approved plan.</p>	<p>NBA, CDA</p> <p>NBA</p>

## Vision Statement

Brentwood Village-Packers-Sherman Neighborhood is a diverse community where all, from young families to long-time older residents, feel at home. All residents, both renters and homeowners, share concerns over the neighborhood's future and know that the neighborhood cares about their needs. The neighborhood has strong intergenerational links that bring older and younger neighbors together. North side neighborhoods work collaboratively to achieve common goals and resolve mutual concerns.

## Neighborhood Goals

### General Community Services (in priority order)

- Goal 1:** Encourage the use of existing facilities for community services outreach, programs, and services.
- Goal 2:** Encourage the construction of new community facilities.
- Goal 3:** Expand community garden spaces on the north side.
- Goal 4:** Increase awareness of available community services.

### Youth and Family Services (in priority order)

- Goal 5:** Increase the number of activities available to youth after school and in the summer.
- Goal 6:** Establish an intergenerational program between neighborhood youth and senior citizens.
- Goal 7:** Increase availability of counseling, information, and support for parents at the neighborhood level.
- Goal 8:** Improve access, maintenance, and cost of using recreational facilities, especially for lower-income neighborhood residents.
- Goal 9:** Increase availability and affordability of child care in the neighborhood.

### Senior Services and People with Disabilities (in priority order)

- Goal 10:** Expand services that would assist seniors/people with disabilities with household chores, yard work, and other respite services.
- Goal 11:** Expand services that would assist seniors and people with disabilities with major home improvement projects, including home maintenance, modifications, and upgrade of mechanicals.
- Goal 12:** Provide information, programs, and services to assist residents to create a healthy and safe place to live.
- Goal 13:** Promote existing senior nutrition programs with senior programs and activities.
- Goal 14:** Maintain affordable and accessible public transportation options for senior citizens and people with disabilities.
- Goal 15:** Develop local employment opportunities for senior citizens and people with disabilities.

## **Top Recommendations**

### **General Community Services**

1. Explore options for the use of Sherman Middle School, Northport and Packers Community Centers, Lakeview Branch library, centers of worship, financial institutions and the Northside Police Precinct as public meeting places; distribution points for information on community services and events; and possibly as locations for the administration of programs and services.
2. Advocate the construction of the proposed Warner Park Community Recreation Center.
3. Expand community garden programs by acquiring and/or leasing lands for garden plots.
4. Support Packers Community Center in efforts to secure community garden plots in a vacant lot on the 2600 block of Dryden Drive.
5. Create and distribute a community services directory which includes descriptions of available services with addresses and phone numbers.

### **Youth and Family Services**

1. Explore the feasibility of developing an intergenerational program within the neighborhood that would connect youth to senior citizens.
2. Support the construction of the proposed Warner Park Community Recreation Center, including a medium-sized pool and aquatic facility.
3. Institute a summer recreational program, through Madison School Community Recreation (MSCR), for children living in the Sherman Middle School neighborhood.
4. Explore the feasibility of establishing affordable, quality child care within the neighborhood.
5. Develop educational, recreational, and other programs for youth to participate in within the neighborhood.

### **Senior Services and People with Disabilities**

1. Explore the feasibility of developing an intergenerational program within the neighborhood that would connect youth to senior citizens.
2. In conjunction with service organizations, target and/or develop programs and services that would assist seniors and/or people with disabilities with minor and major home improvement projects, including home maintenance, modification and upgrade of mechanicals.
3. In conjunction with senior organizations, secure several meeting places for seniors within the neighborhood.
4. In conjunction with the Brentwood Village, Sheridan Triangle, and Sherman Neighborhood associations, establish Neighborhood Watch Program throughout the area.
5. In conjunction with service organizations, target and/or develop programs and services that would assist seniors with household chores, yard chores, delivery of meals, and other respite services.

## General Community Services

### Utilizing Existing Community Space

**Issue:** The Brentwood Village-Packers-Sherman Neighborhood has several public, quasi-public, and private facilities that could be better utilized for community events, programs, and services. The key for neighborhood residents is to identify ways that the centers of worship, financial institutions, community centers, public schools, and governmental institutions can be accessible to neighborhood-based initiatives.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 1: Encourage the use of existing facilities for community services outreach, programs, and services.	1. <i>Explore options for the use of Sherman Middle School, Northport and Packers Community Centers, Lakeview Branch library, centers of worship, financial institutions and the Northside Police Precinct as public meeting places, distribution points for information on community services and events, and possibly as locations for the administration of programs and services.</i>	Northside Planning Council (NPC), North/Eastside Senior Coalition

### Warner Park Community Recreation Center

**Issue:** For the last several years, the Northside Planning Council has been working with the north side residents to plan, design, and construct a centrally-located recreation center. The Warner Park Community Recreation Center, proposed in Warner Park, would provide recreational, educational, cultural, and social activities for all age groups, with an emphasis on supplementing and enhancing the services provided by local schools, neighborhood centers, and other government and non-profit service providers. The proposed center would provide neighborhood associations with a place to meet and provide

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 2: Encourage the construction of new community facilities.	2. <i>Advocate the construction of the proposed Warner Park Community Recreation Center. The Northside Planning Council, in conjunction with the City of Madison and other organizations, has designed a building that would have a gymnasium, dining room, game room, arts and crafts room, and multi-media computer lab.</i>	NPC, North Side Neighborhood Assocs., Community Development Block Grant (CDBG)

### Community Garden Spaces

**Issue:** Acquiring and/or leasing lands to institute garden programs, preferably in close proximity to a source of water, would help supplement food supply for households as well as build community among residents.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 3: Expand community garden spaces on the north side.	3. <i>Expand community garden programs by acquiring and/or leasing lands for garden plots.</i>  4. <i>Support Packers Community Center in their efforts to secure community garden plots in a vacant lot on the 2600 block of Dryden Drive.</i>	Community Action Coalition of Dane County  Packers Community Center



### Community Services Information

**Issue:** While there is a wide range of community services available to our neighborhood, many neighborhood residents are not aware of many services and do not know where or to whom to turn for information on available services.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 4: Increase awareness of available community services.	5. <i>Create and distribute a community services directory which includes descriptions of available services with addresses and phone numbers.</i> Include information on resources available for parents, such as counseling. This information can be distributed by mail, through neighborhood associations, and can be kept available at community centers.	NPC, North Side Neighborhood Assocs., North/Eastside Senior Coalition
	6. <i>Explore the feasibility of establishing community services information locations.</i> Various neighborhood facilities could serve as central information sources, both for service providers and neighborhood residents. The proposed Neighborhood Resource Directory could be distributed, maintained, and updated at these locations. The public library could serve as one of these locations, perhaps with computer-aided information options.	NPC, North Side Neighborhood Assocs., North/Eastside Senior Coalition

### Youth and Family Services

#### Youth After-School and Summer Programs

**Issue:** The Brentwood Village-Packers-Sherman Neighborhood has 730 persons under the age of 14 years (1990 Census). Various programs for elementary and middle school students are provided through Sherman Middle, Packers Community Center, and centers of worship. However, many parents and youth feel that more educational and recreational options should be made accessible to neighborhood youth, specifically during after-school hours and during the summer.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 5: Increase the number of activities available to youth after school and in the summer.	7. <i>Develop educational, recreational, and other programs for youth to participate in within the neighborhood.</i> By working with school administrators, school staff, parents, and youth, identify potential activities and programs and local organizations that would help administer the programs that are high priority for neighborhood youth.	Sherman Middle School, Madison School Community Recreation (MSCR), Packers Community Center, Office of Community Services
	8. <i>Provide a range of programs and activities for youth, including evening and weekend programs.</i> With Sherman Middle School, Hartmeyer Ice Arena, and the proposed Warner Park Community Recreation Center, it appears that existing facilities could possibly accommodate the space needs for new programs. Explore the feasibility of developing and/or expanding programs to the neighborhood in cooperation with Sherman Middle, Shabazz High, community centers, and other appropriate organizations.	MSCR, Sherman Middle School, NPC, Office of Community Services

### Youth After-School and Summer Programs (continued)

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 5 (continued): Increase the number of activities available to youth after school and in the summer.	9. <i>Institute a summer recreational program, through Madison School Community Recreation (MSCR), for children living in the Sherman Middle School neighborhood.</i> MSCR programs provide supervised summer recreational activities throughout the Madison area. A summer program at Sherman Middle School would serve children in this part of the neighborhood.	MSCR
	10. <i>Support the construction of the proposed Warner Park Community Recreation Center, including a medium-sized pool and aquatic facility.</i> The proposed center's programs could provide recreational, educational, cultural, and social activities for the youth of the neighborhood.	Parks Division, CDBG, NPC

### Intergenerational Programs

**Issue:** There is widespread agreement in the neighborhood that efforts should be made to integrate the lives of youth and senior citizens. A preferred way to do this is to have seniors and youth “trade” volunteer services. Beyond directly connecting youth and senior citizens, it is hoped that such a two-way volunteerism program would engender long-term youth-community interaction.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 6: Establish an intergenerational program between neighborhood youth and senior citizens.	11. <i>Explore the feasibility of developing an intergenerational program within the neighborhood that would connect youth to senior citizens.</i> Some of the important components of the intergenerational program are to: 1) secure a central site to which adults can place phone calls describing the kind of help they need and to which youth can place calls offering help; 2) recruit a pool of volunteers (particularly retired persons) who could accept phone calls on a rotational basis; 3) recruit a pool of youth willing to assist adults in need of assistance; and 4) recruit adults who are willing to provide academic tutoring or other assistance for youth.	North/Eastside Senior Coalition
	12. <i>Explore the feasibility of developing neighborhood-based programs that would connect youth to neighborhood associations, the business community, and other neighborhood-based organizations that would provide the opportunity for youth to actively become involved in community projects.</i>	North/Eastside Senior Coalition
	13. <i>Advertise youth-adult intergenerational programs and other neighborhood-based events throughout the neighborhood, including places and publications appealing to the youth population.</i> Some publications include: neighborhood newsletters, Sherman Middle School newspapers, Northside News, and announcements in business and centers of worship flyers.	North/Eastside Senior Coalition

### Counseling/Information/Support for Parents

**Issue:** When parents confront new or difficult situations with their children or simply have a parenting question, many neighborhood parents would like to have access to a nearby source of information and support.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 7: Increase availability of counseling, information, and support for parents at the neighborhood level.	14. <i>Establish and advertise a neighborhood source of information, support, and/or counseling for parents.</i>	Family Enhancement, Respite Center, Briar Patch, and other related organizations

### Access, Maintenance, and Cost of Existing Recreational Facilities

**Issue:** While neighborhood residents support the construction of additional recreational facilities in the neighborhood, residents also believe that improving access to and maintenance of existing facilities is vital to our neighborhood's residents.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 8: Improve access, maintenance, and cost of using recreational facilities, especially for lower-income neighborhood residents.	15. <i>Explore alternative funding sources to assist lower-income children in accessing recreational activities.</i> The high cost of renting Sherman Middle School gymnasium and other neighborhood facilities limits recreational use in general, but particularly for lower-income neighborhood residents.	MSCR, Office of Community Services

### Affordable, Quality Child Care

**Issue:** Twenty-two percent of the families with children living in the Brentwood Village-Packers-Sherman Neighborhood are at or below the poverty level. With the mean family income of \$36,848 for married couples and \$14,874 for female headed households, it makes it difficult for some families to afford the cost of quality child care.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 9: Increase availability and affordability of child care in the neighborhood.	<p>16. <i>Explore the feasibility of establishing affordable, quality child care within the neighborhood.</i> With the onset of the new W2 welfare reform legislation, the ramification of having accessible, affordable and quality child care is a concern.</p> <p>17. <i>Support Packers Community Center efforts to design, certify, and operate an affordable day care facility on-site.</i></p> <p>18. <i>Explore the feasibility of establishing a pool of parents who are willing to provide free child supervision responsibilities for one another on a rotational basis and/or retired persons that are willing to provide child supervision.</i> Prior to any neighborhood-based initiative, liability issues and other parent-child concerns should be thoroughly investigated.</p>	<p>Office of Community Services, Satellite Child Care, Community Coordinated Child Care</p> <p>Packers Community Center, North Side Neighborhood Assocs.</p> <p>North Side Neighborhood Assocs.</p>

## Senior Services and People with Disabilities

### Home Assistance and Home Safety

**Issue:** Out of the 798 persons 65 years or older, 75% (600) live in owner-occupied housing. It is perceived that many senior citizens in the neighborhood have substantial maintenance, cleaning, and home improvement chores to complete on a regular basis, yet have difficulty completing these tasks on their own.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 10: Expand services that would assist seniors/people with disabilities with household chores, yard work, and other respite services.	<p>19. <i>In conjunction with service organizations, target and/or develop programs and services that would assist seniors with household chores, yard chores, delivery of meals, and other respite services.</i> Distribute information to senior citizen/disabled households that identify services that are available for home assistance.</p> <p>20. <i>Explore the feasibility of developing an intergenerational program within the neighborhood that would connect youth to senior citizens.</i> (See Community Services, Youth and Family Section for further detail.)</p>	<p>North/Eastside Senior Coalition</p> <p>North/Eastside Senior Coalition</p>
Goal 11: Expand services that would assist seniors and people with disabilities with major home improvement projects, including home maintenance, modifications, and upgrade of mechanicals.	<p>21. <i>In conjunction with service organizations, target and/or develop programs and services that would assist seniors and/or people with disabilities with minor and major home improvement projects, including home maintenance, modification and upgrade of mechanicals.</i> Distribute information to senior citizen/disabled households that identify services that are available for home maintenance assistance.</p> <p>22. <i>Encourage rental property owners to install barrier-free modifications.</i> Minor modifications in rental units would provide seniors and people with disabilities with a wider array of housing choices to meet their needs.</p>	<p>North/Eastside Senior Coalition, Independent Living, Project Home</p> <p>North/Eastside Senior Coalition, Independent Living, Project Home</p>
Goal 12: Provide information, programs, and services to assist residents to create a healthy and safe place to live.	<p>23. <i>In conjunction with the Brentwood Village, Sheridan Triangle, and Sherman Neighborhood Associations, establish a Neighborhood Watch Program throughout the area.</i> The City of Madison Police Department has worked with neighborhood residents to establish over 30 Neighborhood Watch areas in Madison.</p> <p>24. <i>Expand safety classes, self-defense classes, and distribute safety information from Madison Police Department, RSVP, and consumer protection agencies into existing senior services programs.</i></p>	<p>Police Department, North Side Neighborhood Assocs.</p> <p>Police Department, RSVP, North Side Neighborhood Assocs.</p>
Goal 13: Promote existing senior nutrition programs with senior programs and activities.	<p>25. <i>In conjunction with senior organizations, secure several meeting places for seniors within the neighborhood.</i></p> <p>26. <i>Continue to promote the senior meal site at St. Paul's Church and develop attractive programs to occur at the same time for senior citizens.</i> These could include social programs, educational programs incorporating existing MATC/UW resources, volunteer projects such as RSVP, health and movement classes, and information on legal, economic, and consumer issues.</p>	<p>North/Eastside Senior Coalition</p> <p>North/Eastside Senior Coalition</p>

## Public Transportation and Employment Options

**Issue:** Seniors and people with disabilities rely on public transportation and in many cases may have special transportation needs. Based on the 1990 census: 1) 205 (9.9%) of the occupied housing units in the neighborhood have no vehicle; 2) 69.3 percent (142) of the occupied housing units without vehicles are 65 years or older; and 3) 107 persons have a mobility limitation.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 14: Maintain affordable and accessible public transportation options for senior citizens and people with disabilities.	27. <i>Explore the feasibility of developing a more convenient northeast side hub for Local Motion and establish a neighborhood location as a destination point for Group Access.</i>	Madison Metro
	28. <i>Expand RSVP volunteer driver services in the neighborhood.</i>	RSVP
Goal 15: Develop local employment opportunities for senior citizens and people with disabilities.	29. <i>Work with employers to develop employment opportunities to match the needs of senior employees and people with disabilities.</i>	RSVP, North/Eastside Senior Coalition, Over 55 Employment Services

## Vision Statement

The Brentwood Village-Packers-Sherman Neighborhood will continue to be an attractive place to live because of the array of housing choices for single households, families, and seniors. Property owners and tenants will take great pride in their buildings by maintaining existing housing stock and constructing new, high-quality, residential housing. We have a cohesive and economically diverse neighborhood by offering a wide selection of housing choices, including affordable housing for owners and renters.

## Neighborhood Goals (in priority order)

**Goal 1:** Promote home ownership opportunities within the neighborhood.

**Goal 2:** Maintain and upgrade existing housing stock.

**Goal 3:** Increase housing options for the elderly and for people with disabilities.

**Goal 4:** Ensure that future redevelopment in the neighborhood is consistent with the character and integrity of the neighborhood.

## Top Recommendations

1. Encourage City of Madison Community and Economic Development Unit, neighborhood financial institutions, and/or other housing organizations to conduct educational seminars for potential first-time home buyers.
2. Distribute information about public and private sources of maintenance and rehabilitation financing for residential rental property owners desiring to upgrade their rental properties.
3. Publish regular features in the *Northside News* and neighborhood newsletter that identify public and private home ownership assistance programs, as well as home maintenance and home improvement assistance programs.
4. Distribute information about public and private sources of home financing.
5. Distribute information to senior citizens and to people with disabilities that would assist them in the maintenance and/or rehabilitation of their homes.

## Expanding Home Ownership Opportunities

**Issue:** Out of the 2,106 housing units in the neighborhood, 57.2 % (1,206) are one-unit, 5.1 % (108) are two-units, and 37.7% (795) are three or more units. Ninety-one percent of the single-family homes are owner-occupied and thirty percent of the two-units are owner-occupied. With over 600 individuals 65 years or older still living in their single-family homes, it is expected that the neighborhood will experience a significant housing turnover in the next decade. The neighborhood would like to promote home ownership, especially to renters living within the neighborhood. One of the attractive features of the neighborhood, especially the areas south of MacPherson and Schlimgen, is the affordability of homes for first-time home buyers.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 1: Promote home ownership opportunities within the neighborhood.	1. <i>Encourage City of Madison Community and Economic Development Unit, neighborhood financial institutions, and/or other housing organizations to conduct educational seminars for potential first-time home buyers.</i> One program to provide information on is the Homebuyer's Assistance Program, administered by City of Madison Community & Economic Development Unit. This program has targeted the Sherman and Sheridan Triangle Neighborhoods to assist eligible buyers to finance a portion of the acquisition and rehabilitation cost of an eligible property.	Community & Economic Development Unit (CED)
	2. <i>Distribute information about public and private sources of home financing.</i> The City of Madison administers three home ownership assistance programs for home buyers: the Homebuyer's Assistance Loan Program, the AFFORDS® Lease-Purchase Home Ownership Program, and the Downpayment/Closing Cost Assistance Grant Program. In addition, various forms of assistance are offered at the county, state, and federal level.	CED
	3. <i>Distribute information about public and private home ownership financing assistance to neighborhood rental properties.</i> Among the outreach options are: neighborhood newsletters, the Northside News, neighborhood events, targeted mailings, seminars, and fliers delivered by volunteers.	Northside Planning Council (NPC), North Side Neighborhood Associations
	4. <i>Publish regular features in the Northside News and neighborhood newsletters that identify public and private home ownership assistance programs, as well as home maintenance and home improvement assistance programs.</i>	NPC, North Side Neighborhood Associations

## Maintaining and Upgrading Existing Housing Stock

**Issue:** Twenty-five percent (544) of the existing housing units were built prior to 1950. With one quarter of the neighborhood's housing stock over forty years old, it is most likely that some of the older units could use minor and major upgrading in electrical, plumbing, weatherization and energy efficiency. The neighborhood would like to encourage reinvestment in the older housing stock, but recognizes that rehabilitation is costly, especially for households on a limited income.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 2: Maintain and upgrade existing housing stock.	5. <i>Distribute information about public and private sources of home maintenance and rehabilitation financing for homeowners desiring to upgrade their properties.</i> The City of Madison administers several programs: Housing Rehabilitation Installment Loans and Housing Rehabilitation Deferred Payment Loans.	CED, Madison Gas & Electric
	6. <i>Distribute information about public and private sources of maintenance and rehabilitation financing for residential rental property owners desiring to upgrade their rental properties.</i> The City of Madison administers the Rental Rehabilitation Program.	CED, Madison Gas & Electric
	7. <i>Encourage City of Madison Community &amp; Economic Development Unit, neighborhood financial institutions, and other housing organizations to conduct educational seminars for homeowners and rental property owners desiring to upgrade their properties.</i>	CED, Madison Gas & Electric
	8. <i>Develop a neighborhood-based program that would identify volunteers willing to help homeowners and/or rental property owners who need assistance with maintenance and rehabilitation of their properties.</i> (See Community Service section for further detail.)	NPC, North Side Neighborhood Assocs., North/Eastside Senior Coalition
	9. <i>Inspect and monitor residential properties to ensure compliance with minimum housing and property maintenance codes.</i> The last systematic inspection of the neighborhood occurred in 1980 in a portion of the neighborhood lying south of Melrose Street between N. Sherman and Packers Avenues.	Building Inspection Unit
	10. <i>As part of the Brentwood Village, Sheridan Triangle, Sherman and other neighborhood areas, explore establishing a neighborhood-based housing group to identify, report, and monitor housing maintenance issues.</i> One of the goals is to work positively with property owners to resolve minor code violations.	North Side Neighborhood Assocs.
	11. <i>Publish regular features in the Northside News and neighborhood newsletters that inform property owners of public and private rehabilitation assistance programs, conservation practices, and other related housing maintenance issues.</i>	NPC, North Side Neighborhood Assocs., Madison Gas & Electric



## Housing Options for Seniors and People with Disabilities

**Issue:** Senior citizens who are 60 years or older represent 23% (1,033) of the neighborhood's population with 600 individuals 65 years or older still living in their owner-occupied housing units (1990 Census). For senior citizens and/or people with disabilities to continue to live within the neighborhood it might be necessary to retrofit existing housing structures to improve accessibility; provide assistance for upgrade and/or maintenance of their homes; or promote the construction of new housing that accommodates their living situation. Promoting the construction of new housing and the rehabilitation and maintenance of existing housing stock will help attract and retain the senior citizens and people with disabilities that are living in our neighborhood.

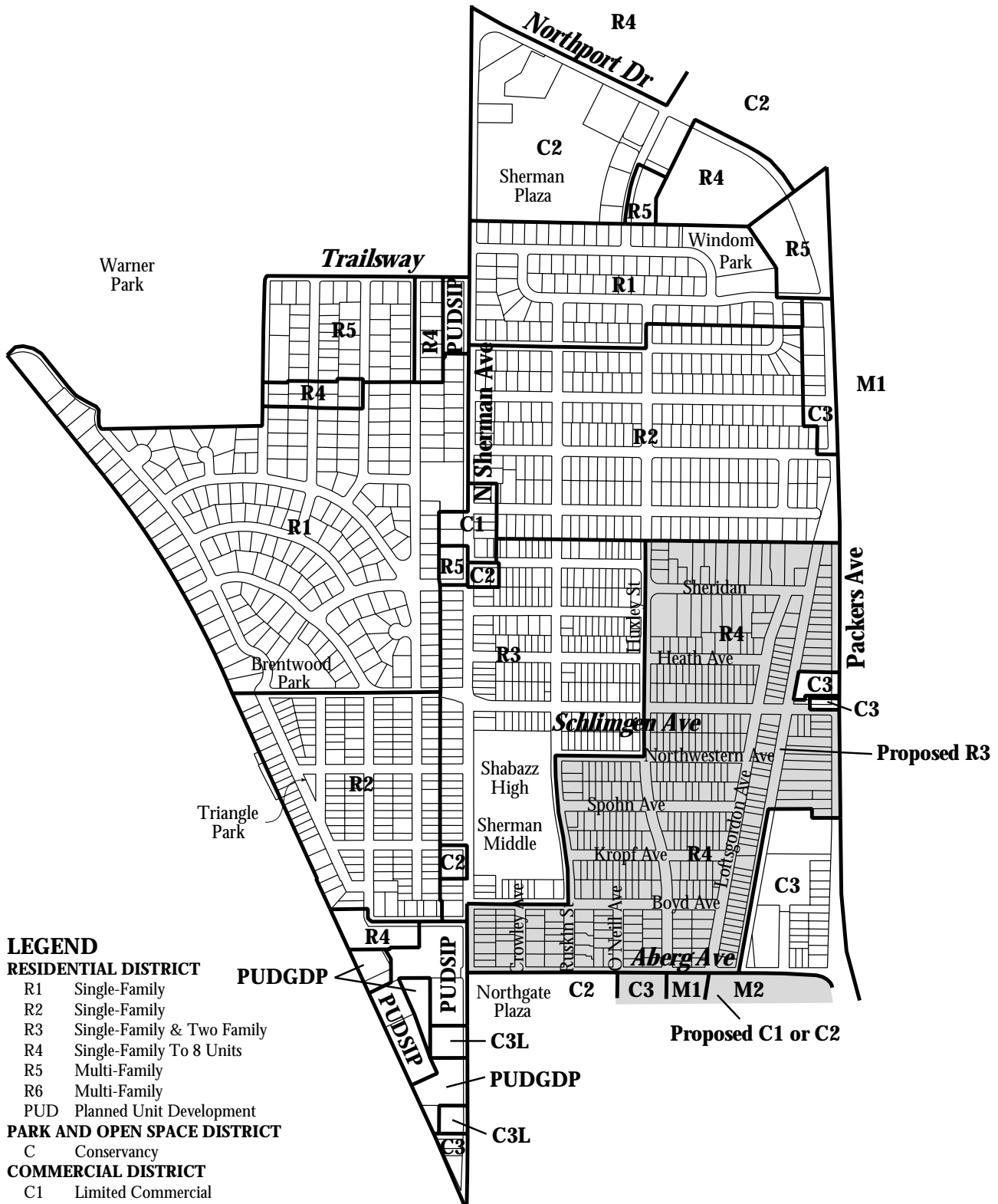
GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 3: Increase housing options for the elderly and for people with disabilities.	12. <i>Encourage the new construction and/or rehabilitation of housing for senior citizens.</i> According to the 1990 census, 600 persons 65 years or older were still living in their single-family homes. The neighborhood would like to provide housing options for the seniors that are living within the neighborhood at the time it is no longer feasible for elderly residents to remain in their home. (See Redevelopment Recommendations for further detail.)	Community Development Block Grant (CDBG), Community Development Authority (CDA)
	13. <i>Distribute information to senior citizens and to people with disabilities that would assist them in the maintenance and/or rehabilitation of their homes.</i> Several organizations provide assistance to income eligible households: City of Madison Community & Economic Development Unit; Madison Gas & Electric; North/Eastside Senior Coalition; Independent Living; Project Home; and Fresh Start.	North/Eastside Senior Coalition, Independent Living, Project Home, Madison Gas & Electric
	14. <i>Distribute information to senior citizens that would assist them in deferring all or a portion of their property taxes.</i> The City of Madison's Modified Reverse Mortgage Program will assist senior owner-occupied households in the deferred payment of all or a portion of a homeowner's property taxes.	City of Madison Comptroller's Office

## Residential Character of Neighborhoods

**Issue:** Communities shape land use patterns through adopted land use plans and implement them through zoning codes. The mid-range vision for this built-up neighborhood is to preserve the overall character of the residential areas, but allow residential infill developments on appropriate sites.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 4: Ensure that future redevelopment in the neighborhood is consistent with the character and integrity of the neighborhood.	15. <i>Explore the feasibility of rezoning all or a portion of the neighborhood from R4 to R3 in the area lying north of Aberg Avenue; south of Vahlen Street and Northwestern Avenue; east of Huxley and Ruskin Streets; and west of Packers Avenue</i> (See Map 7). The R4 Zoning District permits the construction and/or conversion of buildings up to eight units based on land area and other bulk requirements. Out of the 350 residential parcels lying in this area, 308 have the potential for conversion based on land area requirements (excluding bulk requirements such as open space and parking requirements). If all parcels were to convert to the maximum units allowable under the zoning ordinance, 592 units could be added to this part of the neighborhood. Although this conversion potential is probably lower than estimated because of other building requirements, it does show that there is a potential for the area to support additional housing units at the present zoning classification.	Planning Unit
	16. <i>Encourage residential infill development on the vacant site south of Maplewood and Maplegreen condominium site with compatible, multi-family, owner-occupied housing or for housing targeted toward senior citizens.</i> With 23% of the neighborhood 60 years or older, the neighborhood supports new housing development that would be attractive to seniors that are still living in their homes within the neighborhood.	Planning Unit, CDA, CDBG, Senior Housing Developers

**Map 7**  
**Brentwood Village-Packers-Sherman Neighborhood**  
**Existing and Proposed Zoning Districts**



May 1996

## Vision Statement

Our parks are a source of pride and identity for neighborhood residents. Our neighborhood and community parks and open spaces are accessible to all residents in the community, provide a wide variety of recreational opportunities, and serve as focal points for neighborhood activities throughout the year.

## Neighborhood Goals (in priority order)

- Goal 1:** Advocate for improvements that will enhance Warner Park as a vital community and neighborhood asset.
- Goal 2:** Improve the Sherman Middle School playground to serve a mixed-age population.
- Goal 3:** Develop on- and off-street bicycle lanes and/or trails to enhance the recreational and transportation opportunities for bicyclists.
- Goal 4:** Improve the accessibility of parks and open space areas, equipment, and facilities for people with disabilities.

## Top Recommendations

1. Support the construction and operation of the proposed Warner Park Community Recreation Center, including a medium-sized pool and aquatic facility.
2. Integrate the recently-created, off-leash dog area with the rest of the park and minimize conflict between general park users and users of the off-leash dog area.
3. Work with the Madison Metropolitan School District, Sherman Middle School administrators, staff and students, and neighborhood-based organizations to expand the playground facilities and landscaping.
4. Enhance the beach and bathhouse area located off of Woodward Drive by planting additional shrubs and trees, installing playground equipment, and adding picnic tables and benches along the shoreline.
5. Investigate the feasibility of developing a bicycle route parallel to but not directly on N. Sherman Avenue.

### Warner Park and Beach

**Issue:** Warner Park, covering over 230 acres, is a highly-valued asset to the neighborhood. Neighborhood residents and non-north side park users place demands on the park at various times: the baseball games, the Rhythm and Booms festival, and several other festivals. Although north side residents recognize that Warner Park serves recreational needs for a larger community, they are concerned that growing demand for active and passive activities at the park provides a balance between them and non-north side park users. The lagoon, marsh, and wooded areas also provide unique features that the neighborhood wants to preserve and protect from future development impacts.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 1: Advocate for improvements that will enhance Warner Park as a vital community and neighborhood asset.	1. <i>Support the construction and operation of the proposed Warner Park Community Recreation Center, including a medium-sized pool and aquatic facility.</i> The proposed center's programs would provide recreational, educational, cultural, and social activities that would complement the services of elementary and middle schools, neighborhood centers, and other governmental and non-profit service providers.	Northside Planning Council (NPC), Community Development Block Grant (CDBG), Parks Division
	2. <i>Place trash receptacles on the south side of the park along Trailsway and add more and/or larger trash receptacles at the shelter and picnic areas.</i> These measures will help park users keep the park clean.	Parks Division
	3. <i>Integrate the recently-created, off-leash dog area with the rest of the park and minimize conflict between general park users and users of the off-leash dog area.</i> Specifically, we recommend that the City enclose the off-leash dog area with attractive fencing and screen the fencing with appropriate landscaping; provide waste receptacles and biodegradable disposal bags; and post signs that clearly inform dog owners of their responsibility to control their pets and properly dispose of their pet waste.	Parks Division, Public Health Department
	4. <i>Enhance the beach and bathhouse area located off of Woodward Drive by planting additional shrubs and trees, installing playground equipment, and adding picnic tables and benches along the shoreline.</i> These improvements would increase the attractiveness of this quiet, shoreline area that is used by many families in the summer, especially families with young children, using the buoyed swimming area.	Parks Division

### Sherman Middle School Playground Improvements

**Issue:** The Sherman Middle School playground area is an important asset to the Sherman Neighborhood. With no City-owned park located in the residential area that lies to the east of N. Sherman Avenue and between Aberg Avenue and Elka Lane, its value in serving the growing toddler, school-age, and senior population is important. Improvement of the playground area to serve a mixed-age population would enhance the livability of the neighborhood.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 2: Improve the Sherman Middle School playground to serve a mixed-age population.	5. <i>Work with the Madison Metropolitan School District; Sherman Middle School administrators, staff and students; and neighborhood-based organizations to expand the playground facilities and landscaping.</i> Specific recommendations include: purchase playground equipment to supplement the existing equipment; install benches and picnic tables adjacent to playground structures; improve the baseball field; and explore other recreational opportunities at the school and playground such as an ice skating rink and additional summer recreation programs for youth. Trees and shrubs would spruce up the appearance of the school.	Madison Metropolitan School District (MMSD), Sherman Middle School, Sherman Neighborhood, Sherman PTSO, Parks Division

### Bicycle Facilities

**Issue:** The City of Madison has strived to develop a comprehensive on- and off-street bicycle system. Expanding bicycle routes would enhance the use of the bicycle system for recreational and transportation purposes for north side residents.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 3: Develop on- and off-street bicycle lanes and/or trails to enhance the recreational and transportation opportunities for bicyclists.	6. <i>In the event that the Chicago and Northwestern railroad line is abandoned, acquire the rail corridor for an off-street bicycle trail.</i> The railroad line runs parallel to Maple Bluff Country Club, Sheridan Drive and Lake Mendota. The Chicago and Northwestern railroad line extends northerly to Lake Wisconsin, Devil's Lake and the Elroy/Sparta State trail and southerly to the proposed Capitol City State Trail.	Traffic Engineering
	7. <i>In the event that the Chicago, Milwaukee, St. Paul, and Pacific railroad line is abandoned, acquire the rail corridor for an off-street bicycle trail.</i> The railroad line runs parallel to Loftsgordon Avenue and through the western portion of Oscar Mayer property between Roth Street and Commercial Avenue.	Traffic Engineering
	8. <i>Investigate bicycle route expansion on the north side of Highway 30, from Shopko Drive to International Lane, to the west of Packers Avenue.</i> Two existing bicycle lanes intersect at International Lane: Melrose Street on-street route that leads toward Warner Park and Anderson Street on-street route that leads to MATC Campus.	Traffic Engineering
	9. <i>Investigate the feasibility of developing a bicycle route parallel to but not directly on N. Sherman Avenue.</i> Most residents desire that the existing on-street bicycle route is relocated off of N. Sherman Avenue to minimize the conflict between bicycle riders and vehicles and pedestrians.	Traffic Engineering

### Accessibility to Public Parks and Open Spaces

**Issue:** Many public places have undergone renovations to improve the access of places according to ADA standards. North side residents want to continue to strive for the accessibility of parks and open space areas for people with disabilities.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 4: Improve the accessibility of parks and open space areas, equipment, and facilities for people with disabilities.	10. <i>Install a curb cut on the south end of Brentwood Park and sidewalk pad surrounding the newly installed water fountain in the neighborhood park.</i>	Parks Division

## Vision Statement

The Brentwood Village-Packers-Sherman Neighborhood takes great pride in the quality of life on the greater north side. Continued reinvestment in the appearance of public rights-of-way; the maintenance of public infrastructure such as sidewalks, streets, and lighting; and the enhancement of private properties will continue to preserve the quality and value of public and private properties. We will work with City staff to ensure the maintenance and improvement of all neighborhood streets, sidewalks, and other physical infrastructure in a visually pleasing and environmentally sound manner. Neighbors will actively share responsibility for attractively maintaining street terraces and boulevards adjacent to their properties. Utilities will be placed underground whenever practical, and consideration will always be given to minimizing damage to long-lived vegetation.

## Neighborhood Goal

**Goal 1:** Maintain, upgrade, and enhance the physical features of the neighborhood to improve aesthetics, environmental quality, safety, and accessibility in the Brentwood Village-Packers-Sherman Neighborhood.



## Sidewalks, Streets, Terraces, and Other Public Infrastructure Improvements

**Issue:** Public improvements such as landscaping, repair of streets and sidewalks, street lighting, and neighborhood entrance markers can be used to define the neighborhood, establish attractive entry points, and enhance the appearance of residential streets.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 1: Maintain, upgrade, and enhance the physical features of the neighborhood to improve aesthetics, environmental quality, safety, and accessibility in the Brentwood Village-Packers-Sherman Neighborhood.	<u>Bicycle Lanes</u>	
	1. <i>As an effort to increase awareness of shared roadway, designate bicycle lanes more clearly so that bicycle riders and car drivers are more aware of them.</i> Install additional bike route signs and improve marking of existing bike lanes on Ruskin Street, preferably marking bike lanes on both sides of the street.	Traffic Engineering
	2. <i>Investigate bike route expansion on the north side of Highway 30, from Shopko and the proposed Copps Food Store to the west side of Packers Avenue.</i>	Traffic Engineering
	3. <i>Investigate the creation of a bike route parallel to, but not directly on, N. Sherman Avenue.</i> A bike route which follows N. Sherman is favored by the neighborhood, but most residents feel that the current bike path directly on N. Sherman creates a safety risk.	Traffic Engineering
	4. <i>Explore the acquisition of the Chicago Northwestern railroad bed which runs west of Sheridan Drive as the potential path for a future bike route.</i>	Traffic Engineering
	<u>Bridges</u>	
	5. <i>Install a new pedestrian/bicycle overpass to assist pedestrians crossing Packers Avenue.</i> The new overpass should be located at an appropriate site between International Lane and Aberg Avenue. A pedestrian overpass in this area would help facilitate pedestrian crossing to and from Sherman Middle School, Northgate Shopping Plaza, Oscar Mayer, Shopko, the proposed Copps shopping area, and the proposed East Madison Little League complex.	Engineering Division, Traffic Engineering
	<u>Bus Stops</u>	
	6. <i>Explore the possibility of creating bus turn-out lanes for Madison Metro buses on N. Sherman Avenue (Northgate Shopping Plaza area) and Ruskin Street (Sherman Middle School area) to help improve traffic flow, motorist visibility, and pedestrian safety.</i>	Madison Metro, Traffic Engineering
	<u>Drainage</u>	
	8. <i>Redesign the intersection of Logan Street and N. Sherman Avenue to eliminate the ponding of water at the foot of the existing curb cut.</i>	Engineering Division
	9. <i>Evaluate the drainage at the intersections of Brentwood Parkway and Trailsway; Calypso and Trailsway; and Huxley and Aberg.</i>	Engineering Division

**Sidewalks, Streets, Terraces, and Other Public Infrastructure Improvements (continued)**

GOAL	RECOMMENDATION	IMPLEMENTATION
<p>Goal 1 (continued): Maintain, upgrade, and enhance the physical features of the neighborhood to improve aesthetics, environmental quality, safety, and accessibility in the Brentwood Village-Packers-Sherman Neighborhood.</p>	<p><u>Pedestrian Crossing Signs, Walk Signals, and Crosswalks</u></p>	
	<p>10. <i>Approach Sherman Plaza property owner(s) concerning the possibility of installing steps at the northeast corner of the Kohl's Shopping Center site.</i> Presently, customers of Kohl's and Sherman Plaza must climb down a hill to reach the shopping area.</p>	<p>Northside Business Association (NBA), North Side Neighborhood Associations</p>
	<p>11. <i>Approach Sherman Plaza property owner(s) concerning the improvement of the Sherman Plaza circulation pattern.</i> Specifically, N. Sherman Avenue ingress and egress patterns are confusing (entrances and exits are not obvious to motorists), and traffic safety at this site is less than optimal.</p>	<p>NBA, North Side Neighborhood Associations</p>
	<p>12. <i>Lengthen or otherwise improve the walk signal timing at the Aberg-Packers interchange and at Packers-International Lane intersection.</i> This is a potentially highly-used signal crossing area for children walking between the Emerson Neighborhood and Sherman Middle School; pedestrians walking between Demetral Field and the Sherman Neighborhood; and pedestrians walking to and from the proposed East Madison Little League complex on Packers Avenue.</p>	<p>Traffic Engineering</p>
	<p><u>Directional Signs</u></p>	
	<p>13. <i>Install a sign for west-bound travelers on Highway 30 that will clearly direct traffic to the Dane County Regional Airport, the UW-Madison campus, and downtown Madison.</i></p>	<p>Traffic Engineering</p>
	<p>14. <i>At the driveway leading to N. Sherman Avenue from the Sherman Middle School parking lot, raise the stop sign to standard height (7 feet) to make it more visible to motorists.</i></p>	<p>Traffic Engineering</p>
	<p><u>Lead Water Lines</u></p>	
	<p>15. <i>Encourage the replacement of lead water lines throughout the neighborhood and continue to educate households about precautions to minimize lead in their drinking water.</i></p>	<p>Water Utility</p>
	<p><u>Lighting</u></p>	
	<p>16. <i>Upgrade street lighting in the 1500-1700 blocks of Ruskin Street (Sherman Middle School and playground area).</i> Sherman School is a frequently used facility and users of the school and playground feel unsafe due to the darkness along Ruskin Street.</p>	<p>Traffic Engineering</p>
	<p>17. <i>Install exterior building lighting along the north and south sides of the Sherman Middle School/Shabazz High School building.</i> Upgrade the lighting in and around the Sherman Middle School parking lot on Ruskin Street and to the south of the school building.</p>	<p>Madison Metropolitan School District (MMSD), Sherman Middle School</p>
	<p>18. <i>Straighten the light pole in front of the Citgo Gas Station at 1010 N. Sherman Avenue.</i></p>	<p>Traffic Engineering</p>

**Sidewalks, Streets, Terraces, and Other Public Infrastructure Improvements (continued)**

GOAL	RECOMMENDATION	IMPLEMENTATION
<p>Goal 1 (continued): Maintain, upgrade, and enhance the physical features of the neighborhood to improve aesthetics, environmental quality, safety, and accessibility in the Brentwood Village-Packers-Sherman Neighborhood.</p>	<p><u>Sidewalks</u></p> <p>19. <i>Encourage public institutions, not-for-profit organizations, and private businesses to make their buildings, properties, and services accessible to people with disabilities.</i> Specific locations for improvements:</p> <ul style="list-style-type: none"> <li>a) level the walking surface on the south side of Sherman Middle School (between the building and the playground). Senior citizens and persons with disabilities have difficulty walking in this area because of the uneven surface;</li> <li>b) install curb cut on the east side of the intersection of N. Sherman Avenue and Farragut Street. The lack of curb cuts here makes it hard for persons with disabilities and senior citizens to walk to Sherman Middle School/Shabazz High School;</li> <li>c) ensure handicap access to the water fountain in Brentwood Park;</li> <li>d) ensure handicap and senior citizen access to Lakeview Public Library and to the N. Sherman Avenue entrance to Sherman Middle School/Shabazz High School;</li> <li>e) ensure handicap access at the bus stop on Dryden Drive and Northport Drive; and</li> <li>f) install sidewalks on the 1800-2200 blocks of Aberg Avenue and Northport Drive.</li> </ul>	<p>MMSD, Sherman Middle School</p> <p>Streets Division</p> <p>Parks Division</p> <p>Madison Public Library, MMSD, Sherman Middle School</p> <p>Streets Division</p> <p>Streets Division</p>
	<p><u>Snow and Ice</u></p> <p>20. <i>Investigate measures to minimize the amount of snow build-up from snow plows in residential driveways along N. Sherman Avenue.</i> Reducing the speed of the snow plows may partly address this issue.</p>	<p>Streets Division</p>
	<p>21. <i>Address ice build-up at the intersection of Manley Street and N. Sherman Avenue.</i></p>	<p>Streets Division</p>
	<p><u>Telephone and Electric Wires</u></p> <p>22. <i>As part of any reconstruction of neighborhood streets, bury all utility wires wherever possible.</i></p>	<p>Engineering Division, Madison Gas &amp; Electric</p>
	<p><u>Trees and Shrubs</u></p> <p>23. <i>Encourage the development of a beautification plan for Packers Avenue that will include tree, shrub, and flower plantings along the boulevard.</i></p> <p>24. <i>Encourage the trimming and planting of trees throughout the neighborhood to help improve aesthetics, reduce noise, and create buffers between residential and commercial uses.</i></p>	<p>Parks Division</p> <p>Forestry Division</p>
	<p>25. <i>Utilize landscaping throughout the neighborhood to improve the appearance of public street rights-of-way and of private properties.</i></p>	<p>Forestry Division</p>

## Vision Statement

Whenever redevelopment opportunities arise in our neighborhood, the neighborhood associations will work with property owners, neighbors and neighborhood-based organizations, and City staff to prepare plans which will enhance neighborhood stability, be compatible with the character and needs of the neighborhood, and provide property owners with a successful project.

## Neighborhood Goals

**Goal 1:** Redevelop Aberg Avenue to support neighborhood commercial uses.

**Goal 2:** Encourage the reuse of existing commercial properties throughout the neighborhood.

**Goal 3:** Develop the buildable site that lies to the west of the 1100 block of N. Sherman site to support commercial, residential, and open space.

**Goal 4:** Attract non-nuisance type manufacturing businesses/uses that would create new employment opportunities.

**Goal 5:** Enhance the visual quality of businesses fronting Aberg, Packers, and Northport corridors.

## Top Recommendations

1. Encourage the redevelopment of the south side of the 1800 block of Aberg Avenue for neighborhood commercial use.
2. Encourage the lease-up of the former Prange Way Store at Sherman Plaza with retail shops that serve neighborhood consumers.
3. Construct multi-family residential development and neighborhood-based businesses on the buildable site that lies to the south of Maplewood Condominiums.
4. Support non-nuisance type manufacturing uses on the Hartmeyer Properties (lands lying west of Oscar Mayer complex).
5. Encourage Amoco Corporation to prepare the existing site at 2518 Packers Avenue for future sale by demolishing the existing building and cleaning up the site.

## Reuse of Existing Commercial Buildings and Areas

**Issue:** The economic vitality of the north side is contingent on the development of, retention, and attraction of new businesses. Commercial properties that are vacant, without aggressive attempts to lease and/or dispose of the properties, diminishes the long-term economic growth of the north side.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 1: Redevelop Aberg Avenue to support neighborhood commercial uses.	<ol style="list-style-type: none"> <li>1. <i>Encourage the redevelopment of the south side of the 1800 block of Aberg Avenue for neighborhood commercial use.</i> Two underutilized commercial zoned properties lie along the 1800 block of Aberg Avenue: 29,471 sq. ft building and lot of the former Imperial Palace restaurant and lying directly to the west, a 30,056 sq. ft vacant lot owned by Oscar Mayer Company. Neighborhood-based businesses that are low traffic generators are the preference for this site.</li> <li>2. <i>Encourage existing property owners to rezone the south side of the 1800 and 1900 blocks of Aberg Avenue to C1 (Neighborhood Commercial) from the existing zoning of M1 (Manufacturing), C3 (Highway Commercial), and C2 (General Commercial).</i> The long range vision of the Aberg Avenue is to have the street serve as the gateway into the neighborhood with neighborhood shopping and streetscape improvements such as banners, lighting, and attractive landscaping.</li> </ol>	<p>Property Owners, Madison Development Corporation, Community Development Block Grant (CDBG), Community Development Authority (CDA)</p> <p>Property Owners</p>
Goal 2: Encourage the reuse of existing commercial properties throughout the neighborhood.	<ol style="list-style-type: none"> <li>3. <i>Encourage the lease-up of the former Prange Way Store at Sherman Plaza with retail shops that serve neighborhood consumers.</i> Since Warner Park and the proposed Warner Park Community Recreation Center is across the street, some residents have suggested a health club at this location. Other suggested uses include: medical facility, home furnishing and goods; and a movie theater. Although residents would like to have commercial uses in the building, social service agencies would be acceptable rather than having the building vacant for an extended time.</li> <li>4. <i>Encourage Amoco Corporation to prepare the existing site at 2518 Packers Avenue for future sale by demolishing the existing building and cleaning up the site.</i> For over six years, the former Amoco Station has been vacated. The 17,951 sq. ft site could be used for another use that would benefit the economic vitality of the neighborhood. The existing building is deteriorating and surrounding property is in poor upkeep. Many times the property is used for the illegal sale of vehicles, cluttering up the site with cars, trucks, and/or other items for sale.</li> </ol>	<p>Property Owners</p> <p>Property Owners</p>

## Map 8



Encourage the leasing of the former store with retail shops that serve neighborhood consumers.

*Sherman  
Plaza*

### Former Amoco Station

Prepare existing gas station  
(vacant) for future sale.

## Maplewood Condominium Site South

Construct multi-family housing,  
preferably senior housing.

*Northgate  
Shopping  
Center*

**Aberg Avenue South**  
Redevelopment of south  
side of Aberg Avenue for  
neighborhood commercial uses.

### South of Maplewood Condominium Site

**Issue:** To the south of Maplegreen/Maplewood Condominium development lies 4.2 acres of developable lands. The property is currently zoned Planned Unit Development (PUD). The major issues of the site are the future compatibility with adjacent uses as well as the ingress and egress from the site onto N. Sherman Avenue.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 3: Develop the buildable site that lies to the west of the 1100 block of N. Sherman site to support commercial, residential, and open space.	5. <i>Construct multi-family residential development on the buildable site that lies to the south of Maplewood Condominiums.</i> The preference of the neighborhood is to have all or a portion of the residential development for senior citizens. With 17 percent of the neighborhood over the age of 60 years, the neighborhood supports new housing development that would be attractive to seniors that are still living in their homes within the neighborhood.	Housing Developers, CDA, CDBG, Planning Unit
	6. <i>Architectural design and scale of new residential structure blend in with the neighborhood.</i> Maplewood and Maplegreen condominiums lie to the north of the site. Quality, three-story buildings with adequate open space on site would blend in with the existing residential character of the neighborhood.	Housing Developers, CDA, CDBG, Planning Unit
	7. <i>Along the frontage of N. Sherman Avenue, consider the development of a neighborhood commercial building(s).</i> The first preference of the neighborhood is to have a business that would serve neighborhood consumers, such as a book and coffee shop. It is important to the neighborhood that any new business would generate low volume of vehicular traffic because of the difficulty for pedestrians and vehicles to safely access N. Sherman Avenue. Adequate landscaping of the building and parking lot should be emphasized.	Housing Developers, CDA, CDBG, Planning Unit



### East Madison Little League Site (Hartmeyer Estate)

For the last 40 years, East Madison Little League has been leasing land for their ball fields from the Hartmeyer Estate. With the relocations of the ball fields planned within the next two years, future use of the thirty acres of land that lies to the west of Oscar Mayer company is questionable. The property is zoned manufacturing, with existing manufacturing uses to the south and west of the site and primarily commercial uses to the east and north. Two railroad lines bisect the property.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 4: Attract non-nuisance type manufacturing businesses/uses that would create new employment opportunities.	8. <i>Support non-nuisance type manufacturing uses on the Hartmeyer Properties (lands lying west of Oscar Mayer complex).</i> Since residential and commercial uses lie to the north and west of the manufacturing lands, it is the preference that non-nuisance manufacturing uses are developed on the site. Preserving the old oaks on the site is a priority with any new construction.	Hartmeyer Estate
	9. <i>Encourage the construction of trail systems as part of any new development.</i> To enhance the site, encourage the construction of trails on-site for use by employees and the public for recreational activities.	Hartmeyer Estate
	10. <i>In the event all or portions of the Hartmeyer Estate is sold, encourage the custodian of the estate to contact existing commercial businesses on N. Sherman Avenue to determine their interest in purchasing land to expand their existing businesses.</i>	Hartmeyer Estate

### Aberg, Packers Avenue, and Northport Corridor Streetscape Improvements

**Issue:** North side neighborhoods are attractive to many businesses because of convenient access to: Dane County Regional Airport, Highway 30, Highway 113, and County CV that leads to Highway 51 and to Interstate I90/94. Minimal improvements to the businesses fronting the major corridors will enhance the visual attractiveness of the north side.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 5: Enhance the visual quality of businesses fronting Aberg, Packers, and Northport corridors.	11. <i>Encourage businesses to reinvest in their properties along the Aberg, Packers, and Northport corridors.</i> Minimal landscaping and/or screening of business will enhance the window shield appeal of the neighborhood. (See Aberg, Packers, and Northport Streetscape Improvement section for detailed recommendations).	Northside Business Association (NBA)
	12. <i>Work with Dane County Regional Airport to determine the appropriate use of the commercial and manufacturing lands that lie to the east of Packers Avenue and to the south of Pankratz Street.</i>	NBA, Northside Planning Council (NPC), North Side Neighborhood Assocs.

## Vision Statement

The major activity centers of the neighborhood are the Sherman Middle School, Northgate Shopping Center, and Sherman Plaza. Users of the activity centers find them aesthetically appealing, with designated places for people to gather. The pedestrian movement to and from the activity centers is safe with the buildings and public places accessible.

## Neighborhood Goals (in priority order)

- Goal 1:** Develop a compact, town center atmosphere in the Northgate Shopping Center and Sherman Plaza.
- Goal 2:** Reconfigure Northgate Shopping Center parking lot to accommodate for friendlier pedestrian movement.
- Goal 3:** Reconfigure Sherman Plaza parking lot to accommodate for friendlier pedestrian movement.
- Goal 4:** Encourage commercial property owners to maintain and/or upgrade their buildings, parking lots, and landscaping.
- Goal 5:** Encourage public property owners to maintain and/or upgrade their buildings, parking lots, and landscaping.
- Goal 6:** Enhance the aesthetic environment for neighborhood residents and businesses.
- Goal 7:** Improve the physical environment around Sherman Middle School to make it more accessible, inviting, and secure for the neighborhood.

## Top Recommendations

1. Encourage the Northside Business Association to take a lead role in contacting commercial property owners to inform them about the neighborhood's beautification campaign.
2. Encourage the redesign of Northgate Shopping Center parking lot to clearly designate vehicular and pedestrian movement/circulation patterns. Installing elevated tree islands that will separate vehicular and pedestrian uses, with a well-defined roadway pattern, would reduce the conflict between vehicular and pedestrian traffic that uses the parking lot.
3. Encourage Northgate Shopping Center owner to enhance the northwest corner of the parking lot to serve as a town center, possibly with a gazebo.
4. Improve the N. Sherman and Ruskin Street entrance to Sherman Middle School by:
  - 1) installing lighting along the north and south sides of the building to increase visibility for both pedestrians and motorists; 2) installing additional lighting in the parking lot area; 3) installing an attractive sign; 4) improving landscaping of school entrances and playground area; 5) installing handicap access at Sherman Avenue entrance; 6) repairing sidewalks located on the south side of the building; 7) installing curb-cut in the east side of N. Sherman directly across from Farragut Avenue; and 8) continuing to install playground equipment for a mixed population at Sherman Middle School playground.
5. Encourage Sherman Plaza property owner to install a sidewalk system to allow safe pedestrian travel across N. Sherman Avenue from Warner Park to Walgreens and to businesses located along the south side of the shopping center by the Hallmark Store.

## Development of a Pedestrian Friendly, Town Center Atmosphere in Northgate Shopping Center and Sherman Plaza

**Issue:** The Northgate Shopping Center and Sherman Plaza commercial districts anchor the north and south ends of the neighborhood. The two shopping centers function as the main street of yesteryear: restaurants, hardware stores, libraries and grocery shopping draw neighborhood residents to these locations. Enhancing the shopping districts to attract neighborhood residents for neighborhood events, attracting new businesses that build upon existing businesses, and improving pedestrian-friendly circulation movement within the parking areas would strengthen the shopping districts.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 1: Develop a compact, town center atmosphere in the Northgate Shopping Center and Sherman Plaza.	<ol style="list-style-type: none"> <li>1. <i>Encourage Northgate Shopping Center owner to enhance the northwest corner of the parking lot to serve as a town center, possibly with a gazebo.</i> The Northgate Shopping Center already designates the northwest corner of its parking lot for a summer flea market. Enhancing the northwest corner of the parking lot with greenspace along with a gazebo would encourage people who work or live in the neighborhood to come together more frequently for community activities as well as for shopping.</li> <li>2. <i>Investigate expanding the Lakeview Library at Sherman Plaza so that it would serve as the town meeting place.</i> Public libraries, except for Lakeview Library, throughout the Madison area have public meeting spaces.</li> </ol>	<p>Owner of Northgate Shopping Center</p> <p>Madison Public Library</p>
Goal 2: Reconfigure Northgate Shopping Center parking lot to accommodate for friendlier pedestrian movement.	<ol style="list-style-type: none"> <li>3. <i>Encourage the redesign of Northgate Shopping Center parking lot to clearly designate vehicular and pedestrian movement/circulation patterns. Installing elevated tree islands that will separate vehicular and pedestrian uses, with a well-defined roadway pattern, would reduce the conflict between vehicular and pedestrian traffic that uses the parking lot.</i> Benches, raised planters, and distinctive decorative lighting should also be considered to improve the parking lot. Northgate Shopping Center property has a large surface parking lot that accommodates the diverse uses of the property: Dane County Job Center, Herzing College of Technology, Lakeland College, and the twenty or so other storefronts.</li> </ol>	Owner of Northgate Shopping Center
Goal 3: Reconfigure Sherman Plaza parking lot to accommodate for friendlier pedestrian movement.	<ol style="list-style-type: none"> <li>4. <i>Encourage Sherman Plaza property owner to install a sidewalk system to allow safe pedestrian travel across N. Sherman Avenue from Warner Park to Walgreens and to businesses located along the south side of the shopping center by the Hallmark Store.</i></li> <li>5. <i>Explore the possibility of adding tree islands in the Sherman Plaza parking lots and an elevated central boulevard with landscaping enhancements.</i> In addition, benches, raised planters, and distinctive decorative lighting are becoming standard features in new parking lots in Madison.</li> </ol>	<p>Owner of Sherman Plaza</p> <p>Owner of Sherman Plaza</p>

## Maintenance of Public and Private Properties

**Issue:** Well-maintained properties, attractive landscaping, and complementary land uses are components for retaining the value within business and residential areas. North side residents and business representatives want to continue to have their business leaders reinvest in their building, parking lots, and landscaping up to a standard that exemplifies the quality of the north side.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 4: Encourage commercial property owners to maintain and/or upgrade their buildings, parking lots, and landscaping.	<p>6. <i>Encourage the Northside Business Association to take a lead role in contacting commercial property owners to inform them about the neighborhood's beautification campaign.</i> With minimal landscaping of their businesses, several well-established businesses could help kickoff the campaign by sprucing up their place of business.</p> <p>7. <i>Increase building inspection of commercial properties to help maintain and upgrade the physical condition of existing buildings.</i> Prior to City of Madison involvement, the Northside Business Association and neighborhood association should cooperatively work with area businesses to rectify minor building violations.</p> <p>8. <i>Encourage the property owners of the storage warehouse on Aberg Avenue to install a garbage dumpster on-site to minimize debris at the curb.</i></p>	<p>Northside Business Association (NBA)</p> <p>NBA, Building Inspection Unit</p> <p>NBA, North Side Neighborhood Assocs.</p>
Goal 5: Encourage public property owners to maintain and/or upgrade their buildings, parking lots, and landscaping.	<p>9. <i>As a first initiative to develop an improved urban forest on the north side, plant street trees along the major entrance corridors into the neighborhood: N. Sherman, Aberg and Packers Avenues and Northport Drive.</i> Continue to assess the commercial and residential streets in the neighborhood to plant street trees to create a continuous canopy when appropriate.</p> <p>10. <i>Encourage maintenance and clean-up of all neighborhood bus stops and surrounding areas.</i> Since many neighborhood residents board the bus stops, it is important to have a bus shelter, pads, and surround area free of debris.</p>	<p>Parks Division</p> <p>Madison Metro</p>
Goal 6: Enhance the aesthetic environment for neighborhood residents and businesses.	<p>11. <i>Discourage property owners to renew leases of billboards at three prominent locations within and/or leading into the neighborhood: Northgate Shopping Center; intersection of Manley and Packers; and the vacant lot between Auto Glass Specialists and the Humane Society on Pennsylvania Avenue.</i></p>	<p>NBA, North Side Neighborhood Assocs.</p>

## Sherman Middle School Improvements

**Issue:** Sherman Middle School is an important resource for all neighborhood residents. The facilities at the school, the gym, cafeteria, and meeting rooms, are used by the neighborhood residents, private and public organizations, as well as school-related organizations. Physical improvements to the school facility and playground area would greatly enhance the appearance of, access to, and safety of this vital neighborhood asset.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 7: Improve the physical environment around Sherman Middle School to make it more accessible, inviting and secure for the neighborhood.	12. <i>Improve the N. Sherman and Ruskin Street entrance to Sherman Middle School by: 1) installing lighting along the north and south sides of the building to increase visibility for both pedestrians and motorists; 2) installing additional lighting in the parking lot area; 3) improving landscaping of school entrances and playground area; 4) installing handicap access at Sherman Avenue entrance; 5) repairing sidewalks located on the south side of the building; 6) installing curb-cut in the east side of N. Sherman directly across from Farragut Avenue; and 7) continuing to install playground equipment for a mixed population at Sherman Middle School playground.</i>	Madison Metropolitan School District (MMSD)

## Vision Statement

Pedestrians and bicyclists safely cross Packers and N. Sherman Avenues at the strategically located signaled intersections of Schlimgen and Trailsway. Pedestrians walk on sidewalks that lead to East Madison Little League complex and the shopping area off of Shopko Drive. Many pedestrians and bicyclists use the N. Sherman and Packers Avenues off-street trails to travel throughout the north side as well as to the Isthmus area. Bus riders board buses at the Madison Metro transfer station which conveniently takes passengers to Dane County Regional Airport, East Madison Little League complex, MATC-Truax, and the shopping area off of Shopko Drive.

## Neighborhood Goals

- Goal 1:** Improve vehicular and pedestrian circulation along Aberg Avenue and at the Aberg-Packers interchange.
- Goal 2:** Improve pedestrian systems that would improve pedestrian access from the Sherman Neighborhood (the residential area lying to the west of Packers Avenue) to pedestrian destinations on the opposite (east) side of Packers Avenue.
- Goal 3:** Encourage motorists to travel at the posted speed limit.
- Goal 4:** Improve traffic circulation and pedestrian movement in and around the Northgate Shopping Center area and Sherman Middle School area.
- Goal 5:** Improve bus service by rerouting existing and/or establishing new routes to serve locations currently not served by Madison Metro.
- Goal 6:** Initiate intra-neighborhood and intra-north side Madison Metro routes.
- Goal 7:** Provide safe crossings for pedestrians and bicyclists along the Northport Drive corridor.
- Goal 8:** Provide safe passage for pedestrians and bicyclists along the N. Sherman corridor.

## Top Recommendations

1. Support four-lane, bidirectional traffic on Aberg Avenue between N. Sherman Avenue and the Aberg-Packers interchange.
2. Construct a pedestrian/bike path on the east side of Packers Avenue (above the existing embankment) that would provide access to Shopko and the planned Copps Grocery Store.
3. Explore the feasibility of locating a Madison Metro transfer facility on Aberg Avenue between Packers and N. Sherman Avenues.
4. Install a wayfinding sign for west-bound travelers on Highway 30 that will clearly direct traffic to the Dane County Regional Airport, the UW-Madison campus, and downtown Madison.
5. Investigate traffic control measures that would assist safe pedestrian crossing of Packers Avenue between Aberg Avenue and International Lane.

## Improving Vehicular and Pedestrian Circulation along Aberg Avenue Corridor

**Issue:** The Aberg Avenue corridor is one of the major entry points into the neighborhood. In addition to the proposed beautification plans for this gateway, the neighborhood would like to transform the corridor in order to: 1) provide a continuous sidewalk system leading to major pedestrian destinations; 2) alleviate congestion at the Aberg-Packers intersection; and 3) improve ingress/egress at Northgate Shopping Center, the Dane County Job Center, and the proposed East Madison Little League complex (See Map 2).

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 1: Improve vehicular and pedestrian circulation along Aberg Avenue and at the Aberg-Packers interchange.	1. <i>Support four-lane, bidirectional traffic on Aberg Avenue between N. Sherman Avenue and the Aberg-Packers interchange.</i> Redesigning Aberg Avenue to accommodate four-lane, bidirectional traffic would allow: 1) a left-turn lane for truck traffic turning south onto Huxley Street toward the Oscar Mayer plant; 2) a left-turn lane into Northgate Shopping Center and the Dane County Job Center; 3) right-turn lanes onto residential streets on the north side of Aberg Avenue; and 4) right- and left-turn lanes into the proposed Madison Metro transfer station on Aberg Avenue.	Traffic Engineering
	2. <i>Restrict on-street parking on Aberg Avenue, particularly in the 1800 and 1900 blocks.</i> The restriction of on-street parking will help alleviate the congestion near the Aberg-Packers interchange.	Traffic Engineering
	3. <i>Install sidewalks on the south side of Aberg Avenue from the 1800 block (former Imperial Palace Restaurant) to the 2200 block (Aberg-Packers interchange).</i> Presently, sidewalks exist on the south side of the 1700 and 1800 blocks of Aberg Avenue (adjacent to Northgate Shopping Center) and on the west side of the 1000-1200 blocks of Packers Avenue (adjacent to Oscar Mayer plant). Pedestrians currently must walk on the shoulder of Aberg Avenue for a one-half mile stretch in order to reach the existing sidewalk system that leads to Northgate Shopping Center, the Heritage Federal Credit Union, and the Oscar Mayer plant. No sidewalks currently exist in front of the former Imperial Palace Restaurant, Wiggie's Bar, the Mini-storage warehouses, or the Oscar Mayer storage property.	Traffic Engineering
	4. <i>Redesign the Aberg-Packers interchange and the east side of Packers Avenue to provide a continuous sidewalk system to and from the proposed East Madison Little League complex.</i>	Engineering Division, Traffic Engineering
	5. <i>Lengthen the signal timing for the walk sign at the Aberg-Packers interchange.</i> This is a highly used signal crossing for children walking between the Emerson Neighborhood and Sherman Middle School; pedestrians walking between Demetral Field and the Sherman Neighborhood; and pedestrians walking to and from the proposed East Madison Little League complex on Packers Avenue.	Traffic Engineering
	6. <i>Install a wayfinding sign for west-bound travelers on Highway 30 that will clearly direct traffic to the Dane County Regional Airport, the UW-Madison campus, and downtown Madison.</i> Motorists traveling west on Highway 30 into the Madison area frequently get disoriented at the Aberg-Packers interchange.	Traffic Engineering



## Safe Crossing for Pedestrians and Bicyclists on Packers Avenue

**Issue:** Packers Avenue, an arterial street that carries 37,000 vehicles daily, is a man-made barrier to pedestrian destinations that lie to its east. The Shopko Center, the planned Copps Store, the planned East Madison Little League complex, and Madison Metro bus stops are difficult to access because of: 1) the high volume and speed of vehicular traffic on Packers Avenue; 2) the lack of a sidewalk system on the east side of Packers Avenue and on the south side of Aberg Avenue leading to the Shopko complex; and 3) the lack of signal lights for easy, safe pedestrian crossing along the one-half mile stretch from Commercial Lane to International Lane (See Map 3).

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 2: Improve pedestrian systems that would improve pedestrian access from the Sherman Neighborhood (the residential area lying to the west of Packers Avenue) to pedestrian destinations on the opposite (east) side of Packers Avenue.	7. <i>Investigate traffic control measures that would assist safe pedestrian crossing of Packers Avenue between Aberg Avenue and International Lane.</i> On average, 37,000 vehicles travel this segment of Packers Avenue daily. Neighborhood residents have a difficult time crossing Packers Avenue, especially to reach the bus stops at Schlimgen and Elka Lane because of the volume and speed of traffic. Other measures that would improve pedestrian safety in this area include: 1) repainting the crosswalks at Schlimgen, Elka Lane, and the Aberg-Packers interchange; 2) removing snow and ice accumulation from the bus stop pads at Schlimgen, Elka Lane and the 1900 block of Northport Drive; and 3) installing curb cuts at these bus stops.	Traffic Engineering
	8. <i>Investigate extending Schlimgen Avenue east into the airport lands to evidently connect with Shopko Drive extended.</i>	Traffic Engineering
	9. <i>Construct a pedestrian/bike path on the east side of Packers Avenue (above the existing embankment) that would provide access to Shopko and the planned Copps Grocery Store.</i> This proposed pedestrian/bike path would extend northward from the shopping area to connect with the two existing on-street bike routes that intersect with International Lane. A neighborhood survey in Fall 1995 revealed that a grocery store is the top commercial business that residents would like to attract to the area. While the planned Copps store meets this neighborhood need, there is a concern that pedestrian access to the store will be difficult and dangerous without a complete pedestrian/bike path system.	Traffic Engineering
	10. <i>Reroute existing Madison Metro bus service to the Shopko Center and the planned Copps Store area.</i> Presently, this commercial area is only accessible by automobile since it is not served by Madison Metro or by any other pedestrian system.	Madison Metro
	11. <i>Lengthen the signal timing for the walk sign at the Packers-International intersection.</i> The Packers-International Lane intersection is the only walk signal crossing on Packers Avenue between Aberg Avenue and Dryden Drive. The crossing is needed by pedestrians walking to Madison Metro bus stops, by pedestrians walking to work in the Dane County Regional Airport business park, and by bicyclists on their way to MATC and the Warner Park area. Given the high volume and speed of traffic and the lack of other pedestrian crossing signals on Packers Avenue, the timing of the signal at this highly-used crossing should be extended to improve pedestrian safety.	Traffic Engineering

## Speed Enforcement and other Traffic Safety Measures

**Issue:** The residents of the Brentwood Village-Packers-Sherman neighborhood genuinely desire a safe environment for both residents and visitors. Many neighborhood residents feel that vehicles exceeding the speed limit are a significant safety threat, primarily on N. Sherman, Packers, and Aberg Avenues, but also on less used streets such as Schlimgen, Manley, and Sheridan Drive. Special safety concerns include the youth population that walks or bikes to Sherman Middle School and the large senior population that lives throughout the neighborhood.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 3: Encourage motorists to travel at the posted speed limit.	12. <i>Investigate traffic control measures that encourage motorists to travel at the speed limit.</i> The posted speed limit is currently 35 mph on Packers Avenue and Northport Drive; 30 mph on N. Sherman Avenue; and 25 mph on Aberg Avenue and all other residential streets. Neighborhood residents believe that many motorists currently exceed these speed limits. The segment of Packers Avenue between Commercial Avenue and International Lane is especially notable for speeding motorists. Changing the synchronization of traffic signals at the Packers-Commercial, Packers-Aberg, and Packers-International Lane intersections, and/or adding traffic signals along this corridor, could possibly help deter speeding along this segment of Packers Avenue.	Traffic Engineering
	13. <i>Increase enforcement of speed limits, especially on residential streets within the neighborhood.</i> Speed limit enforcement was ranked as the second most important neighborhood issue among fifty participants attending a public meeting.	Police Department
	14. <i>Expand the use of the Madison Department of Transportation Speed Display Board to educate drivers when they are exceeding the posted speed limit.</i> Residents are recruiting individuals for a Neighborhood Speed Watch group to help operate the speed display board.	Traffic Engineering
	15. <i>Support a public education campaign, in Madison and outlying areas, to increase awareness of traffic safety issues of neighborhood residents, commuters, and visitors.</i> Neighborhood residents will promote traffic safety through neighborhood newsletters and within the business community and the schools. Neighborhood residents would also like to extend their awareness campaign to other communities because of the high percentage of commuters that travel to Madison on Highway 30, Highway 113, and County CV.	Traffic Engineering, Northside Planning Council (NPC), Northside Business Association (NBA), North Side Neighborhood Assocs.

### Traffic Circulation in Northgate Shopping Center Area

**Issue:** One of the major shopping areas in the Brentwood Village-Packers-Sherman Neighborhood is the Northgate Shopping Center (at the southeast corner of the North Sherman-Aberg intersection). The Northgate Shopping Center has a variety of retail stores, as well as the Dane County Job Center, the Wisconsin Job Service, Lakeland College, and the Herzing College of Technology. An antique mall, restaurant, and dry cleaning establishment are located in the northwest corner of the parcel. Although the property owner upgraded the facade of the shopping center in the last few years, the parking lot is a surface lot without clear circulation patterns for vehicles and pedestrians.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 4: Improve traffic circulation and pedestrian movement in and around the Northgate Shopping Center area and Sherman Middle School area.	<p>16. <i>Develop design alternatives for the 1100 to 1700 blocks of N. Sherman Avenue that would help resolve the conflict between pedestrians and vehicles that use the Sherman Middle School and Northgate Shopping Center.</i></p> <p>17. <i>Improve the circulation pattern in the Northgate Shopping Center to help separate vehicles and pedestrians by using cement embankments, landscaping, or other aesthetic barriers.</i> Since there is currently no clear separation of vehicles and pedestrians, there is a haphazard movement of vehicles driving through the parking lot to reach various designations such as the shopping areas, the Dane County Job Service, and educational facilities. (See Public &amp; Private Property Recommendations for further details.)</p> <p>18. <i>Improve the Aberg Avenue entrance of Northgate Shopping Center by placing an attractive sign depicting the Shopping Center.</i> The sign could indicate that the entrance is to be used by those traveling to the southeast businesses – the Dane County Job Center and the Herzing College of Technology – while those traveling to other sites in the shopping center are encouraged to use the N. Sherman Avenue entrance.</p>	<p>Traffic Engineering</p> <p>Owner of Northgate Shopping Center</p> <p>Owner of Northgate Shopping Center</p>

### Improving Accessibility and Safety of Neighborhood Bus Service

**Issue:** Many neighborhood residents rely on Madison Metro bus service for their work, shopping, service, and recreational needs. Three Madison Metro bus lines serve Madison's north side: C (Lakeview) and G (Mendota Hills) lines that provides seven days a week services and the S (Sherman Ltd.) line that provides limited stop weekday services during peak periods.

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 5: Improve bus service by rerouting existing and/or establishing new routes to serve locations currently not served by Madison Metro.	<p>19. <i>As part of Madison Metro restructuring, route alternatives would make it safer to board/unboard the northbound buses on Packers Avenue.</i> Many neighborhood residents, especially senior citizens, are deterred from utilizing Madison Metro bus stops on Packers Avenue, one of the city's busiest arterial streets, by heavy traffic and a lack of pedestrian-friendly traffic controls. Access to the bus system would be greatly improved, without major route changes, if a bus route were diverted from Packers into the neighborhood and back to Packers.</p>	Madison Metro

### Improving Accessibility and Safety of Neighborhood Bus Service (continued)

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 5 (continued): Improve bus service by rerouting existing and/or establishing new routes to serve locations currently not served by Madison Metro.	20. <i>Extend Madison Metro service to Shopko, the planned Coppers Store, and the planned East Madison Little League complex.</i>	Madison Metro
	21. <i>Explore the feasibility of locating a Madison Metro transfer facility on Aberg Avenue between Packers and N. Sherman Avenues. The proposed restructuring of the Madison Metro system would add several major transfer facilities, one possible location of which is along Aberg Avenue between Packers and N. Sherman Avenues. Locating an attractive facility in this area, with appropriate landscaping, could enhance the appearance of the Aberg Avenue gateway to the neighborhood while improving the safety and accessibility of neighborhood bus service.</i>	Madison Metro
Goal 6: Initiate intra-neighborhood and intra-north side Madison Metro routes.	22. <i>Explore the feasibility of establishing of a north side circulator bus that would circulate among north side neighborhoods, providing neighborhood residents with greater access to and between shopping, recreational, and community service destinations within north side neighborhoods.</i>	Madison Metro

### Safe Crossing for Pedestrians and Bicyclists on Northport Drive

**Issue:** The segment of Northport Drive between Packers Avenue and N. Sherman Avenue is difficult for pedestrians to cross because of the volume and speed of traffic on Northport Drive (See Map 4).

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 7: Provide safe crossings for pedestrians and bicyclists along the Northport Drive corridor.	23. <i>Install sidewalks on the north side of the 1900 and 2000 blocks of Northport Drive and west side of the 3200 block of Packers Avenue to connect with the existing sidewalk system. There are no sidewalks on the Packers Avenue side of the Northeast Family Medical Center, Associated Bank, SunBurst Preschool, or the Northside Police Precinct.</i>	Traffic Engineering
	24. <i>For west-bound traffic on Northport Drive, investigate the feasibility of installing left turn signals at the Dryden Drive and N. Sherman Avenue intersections. At peak times of the day, motorists have difficulty crossing the two lanes of traffic on Northport Drive. The lack of a left-turn light at these intersections increases the danger not only to motorists, but to pedestrians attempting to cross.</i>	Traffic Engineering
	25. <i>Repaint crosswalks on Northport Drive at N. Sherman Avenue and Dryden Drive intersections. These painted crosswalks have become faded due to the high volume of traffic that crosses them. Annual repainting of these crosswalks, especially prior to school openings, will provide a greater sense of safety in crossing this busy arterial.</i>	Traffic Engineering

## Safe Crossing for Pedestrians and Bicyclists on N. Sherman Avenue

**Issue:** The segment of N. Sherman Avenue between Northport Drive and Trailway is a difficult segment for pedestrians to cross because of: 1) vehicular ingress and egress at Sherman Plaza; 2) vehicular ingress and egress at Warner Park; and 3) the regular flow of vehicles turning south from Northport Drive onto N. Sherman Avenue. Madison Metro C-line riders, for instance, must cross four lanes of bi-directional traffic, without any traffic control measures, to use the bus stop at the N. Sherman Avenue entrance to Warner Park. Conflict between vehicles and pedestrians along N. Sherman Avenue will become an even more pressing issue as traffic volume increases due to the proposed Warner Park Community Recreation Center and to increased residential development within and beyond Madison's north side (See Map 5).

GOAL	RECOMMENDATION	IMPLEMENTATION
Goal 8: Provide safe passage for pedestrians and bicyclists along the N. Sherman corridor.	26. <i>Explore the feasibility of installing a stoplight with a pedestrian crossing signal at the intersection of Trailway and N. Sherman Avenue.</i> Presently, there is a signal light at the N. Sherman-Northport intersection, with the next signal light 0.8 miles south at the N. Sherman-MacPherson intersection. A signal light at the N. Sherman-Trailway intersection, between these two lights, would provide: 1) a safe crossing for pedestrians traveling to and from Sherman Plaza and Warner Park; 2) a safe crossing for bicyclists using the on-street Ruskin-Melrose-Windom Way bike route; and 3) a break in traffic for pedestrians crossing further south on N. Sherman Avenue, if the signal lights are properly synchronized.	Traffic Engineering
	27. <i>Restrict on-street parking on N. Sherman Avenue.</i> The restriction of on-street parking will help alleviate the safety hazards of parked vehicles along N. Sherman Avenue.	Traffic Engineering
	28. <i>Explore the feasibility of creating a break in vehicular traffic by changing the right-turn signals timing for vehicles traveling south bound on N. Sherman Avenue from Northport Drive.</i> At the Northport-N. Sherman intersection, a right-turn signal allows east-bound vehicles on Northport Drive to turn south onto N. Sherman Avenue. This creates an unhindered flow of southbound traffic on N. Sherman Avenue and also makes it difficult for pedestrians to cross both Northport Drive and N. Sherman Avenue at this intersection. Increasing the time between right-turn signals will make pedestrian crossing safer at this intersection while also encouraging motorists to continue on Northport Drive rather than turning south onto N. Sherman Avenue.	Traffic Engineering
	29. <i>Investigate traffic circulation patterns in Warner Park to determine the feasibility of diverting vehicular traffic to ingress and/or egress points other than the one on N. Sherman Avenue.</i> The major vehicular entrance to Warner Park is on N. Sherman Avenue. Use of this entrance and exit point will increase due to the use of Warner Park by the Madison Black Wolf (minor league baseball team); by the proposed Warner Park Recreational Center; by the proposed off-leash dog-walking area; and by continued population growth on Madison's north side. To reduce pedestrian-vehicular conflict, investigate the relocation of the N. Sherman ingress-egress point; and/or the construction of a new ingress-egress point off of Trailway; and/or the construction of turn lanes on Northport Drive and N. Sherman Avenue.	Traffic Engineering
	30. <i>Repaint crosswalks located on N. Sherman Avenue and Northport Drive intersection; the unofficial entrance-exit of Warner Park on N. Sherman Avenue; and at the N. Sherman and Trailway intersection.</i>	Traffic Engineering

## Appendices

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## Appendix A

### Neighborhood Statistical Profile

#### Who lives in the neighborhood?

According to the 1990 U.S. Census, the most recent comprehensive source on neighborhood population characteristics, the Brentwood Village-Packers-Sherman Neighborhood is notable for the following (See Appendix B for statistical tables):

- ✓ *Total Population.* 4,415 people lived in the neighborhood in 1990, representing 2.3 percent of the City of Madison's population.
- ✓ *Race and Ethnicity.* The neighborhood's population was similar to the City's at large in terms of racial and ethnic background in 1990: 92.5 percent white; 5.2 percent African-American; 0.4 percent Native American; 1.1 percent Asian-Pacific Islander; and 0.7 percent from other ethnic backgrounds (1.8 percent of the above figures are also of Hispanic origin).
- ✓ *Age.* Persons over age 55 made up the neighborhood's largest age group in 1990, accounting for 27.4 percent of the neighborhood's population, almost twice the City-wide percentage (15.5 percent). On the other hand, persons age 15 to 24 accounted for almost one quarter of Madison's population in 1990 (24.5 percent), but only about one eighth of the neighborhood's population (13 percent). Almost one quarter of Madison's population (23.3 percent) were college students in 1990 compared to about one tenth of the neighborhood's population (10.4 percent).
- ✓ *Prior Residence.* A majority of neighborhood residents are long-time Madisonians. In 1990, almost one-half (47.2 percent) of neighborhood residents had lived in the same house in 1985, markedly higher than City-wide (38.3 percent). Only 18.2 percent of neighborhood residents in 1990 had lived somewhere other than Madison in 1985, lower than the City-wide 37.2 percent.
- ✓ *Families.* Family households represented 56.1 percent of neighborhood households in 1990, slightly higher than the City's 52.4 percent. Families with children represented 40.2 percent of these households, lower than the City's 47.0 percent. In terms of family structure, 72.8 percent of the neighborhood's families were headed by married couples and 27.2 percent by single parents in 1990 compared to 79.5 and 20.5 percent for the City as a whole.
- ✓ *Income.* In 1989, the neighborhood's median household income (in 1989 dollars) was about \$5,000 less than City-wide: \$24,614 and \$29,420, respectively. The neighborhood's median family income was \$32,544 compared to \$40,799 City-wide.
- ✓ *Poverty.* In 1989, the neighborhood's poverty rate (the percentage of persons below official U.S. poverty thresholds) was lower than City-wide (11.3 percent compared to 16.1 percent, respectively), while the neighborhood's family poverty rate was slightly higher than City-wide (8.5 and 6.6 percent, respectively). The neighborhood's child poverty rate (persons below age 18) was almost twice as high as City-wide (23.9 and 13.2 percent, respectively). The neighborhood poverty rate among persons age 65 and over was half the City's rate (2.4 and 4.8 percent, respectively).
- ✓ *Housing Types.* In 1990, single-family homes accounted for 57.2 percent of the neighborhood's housing units compared to 48.1 percent City-wide. At the other end of the spectrum, the neighborhood had no structures with 50 or more units in 1990, while such structures comprised 6.7 percent of housing units City-wide. The percentages of neighborhood units in other structure categories (2, 3-4, 5-9, and 10-49 units in structure) were roughly comparable to City-wide percentages in 1990.
- ✓ *Housing Tenure.* More than half (56.1 percent) of the neighborhood's occupied housing units were owner-occupied and 43.9 percent were renter-occupied in 1990, compared to 47 and 53 percent, respectively, for the City as a whole.
- ✓ *Housing Costs.* In 1990, the median assessed value of owner-occupied units was substantially lower in the neighborhood than City-wide: \$58,400 compared to \$75,200, respectively. Median contract



rent was also lower in the neighborhood than City-wide: \$401 compared to \$429, respectively.

- ✓ *Cost of Housing.* In 1990, about one in ten neighborhood homeowners (10.8 percent) paid 35 percent or more of household income toward housing costs (compared to 12 percent of homeowners City-wide). Almost a third of neighborhood renters (31.8 percent) paid more than 35 percent of their income for housing costs (compared to 28.2 percent of renters City-wide).

## **What changes did the Neighborhood experience between 1980 and 1990?**

Based on U.S. Census data, the Brentwood Village-Packers-Sherman Neighborhood changed in the following ways during the 1980s (See Appendix C for statistical tables):

- ✓ *Total Population.* The neighborhood's population grew by 2.7 percent (from 4,301 to 4,415), compared to the City-wide growth rate of 12 percent.
- ✓ *Race and Ethnicity.* Both the neighborhood and the City as a whole grew more racially and ethnically diverse during the 1980s. Minorities grew from 3.0 to 7.5 percent of the neighborhood's population and from 5.7 to 9.3 percent of the City's.
- ✓ *Age.* Two neighborhood age groups grew substantially in the 1980s. First, the number of persons between the ages of 35 and 44 rose from 414 to 666 (from 9.6 to 15.1 percent of the neighborhood's population), reflecting a City-wide trend: the 35-44 age group grew from 9.6 to 15.4 percent of Madison's population during the 1980s. Second, the number of persons age 65 and over rose from 584 to 798 (from 13.6 to 18.1 percent of the neighborhood's population), a much greater growth rate than City-wide: persons age 65 and over increased only from 8.7 to 9.3 percent of Madison's population during the 1980s.
- ✓ *Income.* Between 1979 and 1989, the neighborhood's median household and median family incomes decreased in real terms (adjusted for inflation), while increasing City-wide. The neighborhood's real median household income fell by 14.1 percent (while increasing by 4.2 percent City-wide) and real median family income fell by

1.1 percent (while increasing by 4.3 percent City-wide). (Incomes adjusted according to the Consumer Price Index for all items for all urban consumers, Table No. 747, Statistical Abstract of the United States, 1994.)

- ✓ *Poverty.* Poverty rates rose by almost all measures in the 1980s, both in the neighborhood and City-wide. The neighborhood's overall poverty rate rose from 7.8 to 11.3 percent; its family poverty rate from 7.5 to 8.5 percent; and its child poverty rate from 14.1 to 23.9 percent. City-wide, overall poverty rose from 13.4 to 16.1 percent; family poverty from 5.3 to 6.6 percent; and child poverty from 8.4 to 13.2 percent. The only exception to this general increase was among senior citizens: poverty among persons age 65 and over decreased from 5.3 to 2.4 percent in the neighborhood and from 5.3 to 4.8 percent City-wide.
- ✓ *Housing Types.* The neighborhood experienced a 12 percent increase in housing units during the 1980s (from 1,889 to 2,109 units) compared to the City-wide increase of 16 percent. The most substantial increase in housing units occurred in the 10- to 49-unit category (an increase from 175 to 353 units or from 9.3 to 16.7 percent of all neighborhood units). The number of single-family homes increased from 1,173 to 1,206, but decreased in relative terms from 62.1 to 57.2 percent of all neighborhood units.
- ✓ *Housing Tenure.* The neighborhood's home ownership rate decreased from 58.7 to 56.1 percent during the 1980s, paralleling the City-wide drop from 48.7 to 47.0 percent.
- ✓ *Cost of Housing.* The percentage of neighborhood homeowners paying 30 percent or more of household income for housing costs increased from 18.9 to 21.5 percent during the 1980s, while this percentage for neighborhood renters increased from 26.4 to 39 percent. For Madison in the aggregate, this measure of housing affordability remained relatively unchanged through the 1980s: the percentage of homeowners paying 30 percent or more of household income for housing costs decreased slightly from 16.6 to 16.5 percent while this percentage for renters increased slightly from 44.2 to 45.1 percent.

## **What are the similarities and differences between the Brentwood Village-Packers-Sherman Neighborhood and other north side neighborhoods?**

The Brentwood Village-Packers-Sherman Neighborhood is geographically the southern most neighborhood of the north side neighborhoods. With Lakeview Neighborhood directly to the north and Emerson Neighborhood to the southeast, it is useful to examine the characteristics of the adjacent neighborhoods to better assess the similarities and differences between the geographic areas and the impact, if any, of the proposed plan recommendations. Appendices B and C highlight the comparisons of the 1990 Census demographic, employment, housing, and socio-economic information for these neighborhoods and the City as a whole.

## **What are the characteristics of the housing stock?**

The neighborhood's growth was undoubtedly spurred by the Oscar Mayer meat packing plant (formerly Farmer's Cooperative Packing Company) which had its beginnings in 1915. By 1920 Oscar Mayer had become the fifth largest meat packing plant in the nation. Employees needed housing (some of which was directly subsidized by the Oscar Mayer company) and their children needed a school – District 10 School, now Sherman Middle School, opened in 1927.

The neighborhood's oldest housing structures are primarily single-family homes dating from the 1920s and 1930s. These single-family homes predominate within a four block radius of Sherman Middle School, located at the southern edge of the neighborhood.

Interspersed among these older homes in the southern half of the neighborhood are single-family structures built in the 1940s, 1950s, and 1960s as well as several small-scale apartment complexes built since 1970. It is not uncommon in this area to encounter five neighboring homes built in five different decades. The housing structures to the north and west of this older area are almost entirely single-family homes built in the 1950s and 1960s while larger-scale apartment structures built since 1970 occupy the neighborhood's far northeast corner, where Packers Avenue and Northport Drive intersect.

The neighborhood's residential areas are anchored by two shopping centers – Northgate Plaza to the south and Sherman Plaza to the north. Map 7 depicts the existing

zoning within the neighborhood, while Maps 9-12 depict the age of housing, type of structure, tenure, and assessed value.

## Appendix B

### 1990 Census Profile

		Brentwood Village- Packers- Sherman CT 22		Emerson CT 21		Lakeview CT 24.98		Madison	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Sex	Total Population	4,415	----	5,223	----	2,870	----	191,262	----
	Total Households	2,062	----	2,500	----	1,224	----	77,361	----
	Male	2,040	46.2	2,448	46.9	1,318	45.9	93,179	48.7
	Female	2,375	53.8	2,775	53.1	1,552	54.1	98,083	51.3
Race	White	4,086	92.5	4,856	93.0	2,477	86.3	173,504	90.7
	Black	229	5.2	217	4.2	214	7.5	8,109	4.2
	Native American	17	0.4	29	0.6	12	0.4	752	0.4
	Asian or Pacific Islander	50	1.1	41	0.8	145	5.1	7,471	3.9
	Other	33	0.7	80	1.5	22	0.8	1,426	0.7
	Hispanic Origin	80	1.8	148	2.8	80	2.8	3,877	2.0
Age	0 to 4	327	7.4	338	6.5	259	9.0	11,863	6.2
	5 to 9	248	5.6	304	5.8	203	7.1	10,387	5.4
	10 to 14	155	3.5	191	3.7	175	6.1	8,527	4.5
	15 to 19	235	5.3	279	5.3	173	6.0	16,297	8.5
	20 to 24	339	7.7	446	8.5	275	9.6	30,670	16.0
	25 to 34	849	19.2	1,259	24.1	546	19.0	38,997	20.4
	35 to 44	666	15.1	986	18.9	430	15.0	29,381	15.4
	45 to 54	386	8.7	387	7.4	252	8.8	15,469	8.1
	55 to 64	412	9.3	289	5.5	246	8.6	11,840	6.2
	65+	798	18.1	744	14.2	311	10.8	17,831	9.3
	Median Age (Years)	36	----	33	----	32	----	29	----
Family Type	Married-Couple Families	842	72.8	823	69.2	505	71.3	32,189	79.5
	Married-Couple Fam. w/Children	277	----	337	----	235	----	14,220	----
	Female Householder	257	22.2	255	21.4	167	23.6	6,419	15.9
	Female Householder w/Children	162	----	130	----	124	----	3,970	----
	Male Householder	57	4.9	112	9.4	36	5.1	1,903	4.7
	Male Householder w/Children	26	----	50	----	22	----	838	----
	Total Families	1,156	100.0	1,190	100.0	708	100.0	40,511	100.0
	Total Families w/Children	465	----	517	----	381	----	19,028	----

		CT 22		CT 21		CT 24.98		Madison	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Education (25 years and over)	Total Population	4,415		5,223		2,870		191,262	
	Less than 9th grade	299	9.6	291	8.0	129	7.0	4,357	3.8
	9th to 12th grade	269	8.6	301	8.2	158	8.5	6,284	5.5
	High School graduate	1,121	35.9	1,200	32.9	665	35.8	25,014	22.0
	Some College	671	21.5	722	19.8	337	18.2	20,553	18.1
	Associates Degree	331	10.6	412	11.3	191	10.3	9,623	8.5
	Bachelors Degree	294	9.4	523	14.3	279	15.0	26,665	23.5
	Graduate or Professional Degree	136	4.4	201	5.5	97	5.2	20,976	18.5
School Enroll- ment	Pre-primary	75	1.7	112	2.1	52	1.8	3,744	1.9
	Elementary or High School	479	10.8	557	10.1	467	16.3	21,066	11.0
	College	459	10.4	452	8.7	186	6.5	44,601	23.3
Occupation	Exec., Admin, and Managerial	170	7.7	249	8.2	205	13.1	14,365	13.3
	Professional Specialty	184	8.3	417	13.7	161	10.3	23,872	22.0
	Technicians and Related Support	145	6.5	216	7.1	72	4.6	7,544	7.0
	Sales	139	6.3	296	9.7	152	9.7	11,910	11.0
	Administrative Support	562	25.4	594	19.5	363	23.3	19,294	17.8
	Private Household	0	0.0	7	0.2	4	0.3	297	0.3
	Protective Service	20	0.9	18	0.6	23	1.5	1,243	1.1
	Other Service	329	14.8	479	15.7	221	14.2	14,287	13.2
	Farming, Forestry, & Fishing	35	1.6	24	0.8	23	1.5	966	0.9
	Precision Production, Craft and Repair	226	10.2	314	10.3	111	7.1	5,976	5.5
	Machine Operators, Assemblers and Inspectors	183	8.3	178	5.8	116	7.4	3,723	3.4
	Transportation & Material Movers	115	5.2	159	5.2	47	3.0	2,479	2.3
	Handlers, Equipment Cleaners, Helpers, and Laborers	108	4.9	92	3.0	61	3.9	2,328	2.1
Labor Force Status	Employed	2,216	94.6	3,043	95.4	1,559	97.4	108,284	96.5
	Unemployed	127	5.4	148	4.6	41	2.6	3,955	3.5
Class of worker	For Profit Wage	1,477	66.7	1,852	60.9	993	63.7	59,847	55.3
	Not-for-Profit Wage	134	6.0	231	7.6	142	9.1	9,531	8.8
	Local Government	156	7.0	239	7.9	121	7.8	6,770	6.3
	State Government	333	15.0	526	17.3	248	15.9	24,930	23.0
	Federal Government	61	2.8	61	2.0	30	1.9	2,263	2.1
	Self-Employed	43	1.9	134	4.4	25	1.6	4,779	4.4
	Unpaid Family Workers	12	0.5	0	0.0	0	0.0	164	0.2
Journey to Work	Car	1,959	90.1	2,299	76.4	1,240	80.1	77,062	72.8
	Bus	113	5.2	347	11.5	164	10.1	8,131	7.7
	Walk, Bike, or Other Means	95	4.4	265	8.8	115	7.5	17,850	16.9
	Worked at Home	7	0.3	100	3.3	17	1.1	2,844	2.7
	Total Workers 16 Years or Older	2,174	100.0	3,011	100.0	1,536	100.0	105,887	100.0

		CT 22		CT 21		CT 24.98		Madison	
Income and Poverty Status		Number	Dollars	Number	Dollars	Number	Dollars	Number	Dollars
Median Income	Households	2,056	\$24,614	2,479	\$24,430	1,213	\$24,725	76,673	\$29,420
	Families	1,164	\$32,544	1,187	\$30,185	727	\$30,449	40,799	\$40,799
Mean Family Income	Married Couple w/Children	277	\$36,848	337	\$37,361	235	\$33,776	14,220	\$53,475
	Female Household w/Children	162	\$14,874	130	\$14,189	124	\$12,198	3,970	\$18,787
Mean Household Income by Race	White	1,946	\$29,613	2,360	\$26,095	1,084	\$28,672	71,160	\$38,039
	Black	75	\$23,273	79	\$29,919	81	\$17,543	2,443	\$23,802
	American Indian, Eskimo, Aleut	17	\$39,176	9	\$4,000	18	\$55,000	261	\$26,972
	Asian and Pacific Islander	18	\$21,374	13	\$21,767	30	\$6,338	2,474	\$21,312
	Other	0	N/A	18	\$46,672	0	N/A	335	\$31,034
	Hispanic Origin	22	\$32,080	43	\$33,931	28	\$19,916	1,108	\$30,699
Mean Household Inc. by Inc. Source	Wage or Salary Income	1,521	\$28,292	1,994	\$26,594	982	\$28,386	65,815	\$35,209
	Social Security	743	\$8,573	591	\$8,213	287	\$7,359	14,110	\$8,610
	Public Assistance	134	\$3,458	178	\$4,868	152	\$3,892	3,957	\$4,241
	Retirement Income	374	\$8,709	397	\$6,210	164	\$8,723	9,582	\$10,666

		CT 22		CT 21		CT 24.98		Madison	
Income and Poverty Status		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Families Below Poverty Status	Families	99	8.5	83	7.0	110	15.1	2,673	6.6
	Married Couple	22	2.5	14	1.2	29	4.0	995	2.5
	Married Couple w/Children	22	---	5	---	23	---	679	---
	Female Householder	77	6.6	69	5.8	73	10.0	1,508	3.8
	Female Householder w/Children	77	---	62	---	73	---	1,431	---
Persons Below Poverty Status	Persons	497	11.3	572	11.0	503	17.5	28,640	16.1
	Persons Below 50% of Pov. Level	231	5.2	234	4.5	201	7	13,565	7.6
	Persons 17 Years or Under	205	23.9	125	13.0	182	25.8	4,601	13.2
	Persons 65 Years or Over	19	2.4	70	9.5	62	19.3	799	4.8

		CT 22		CT 21		CT 24.98		Madison	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Units in Structure (total housing units)	Total Housing Units	2,109		2,556		1,265		80,047	
	1 unit	1,206	57.2	1,436	56.2	592	46.8	38,492	48.1
	2 unit	108	5.1	456	17.8	15	1.2	5,565	7.0
	3-4 unit	223	10.6	289	11.3	66	5.2	7,059	8.8
	5-9 unit	198	9.4	223	8.7	173	13.7	8,049	10.1
	10-19 unit	213	10.1	70	2.7	151	11.9	6,645	8.3
	20-49 unit	140	6.6	67	2.6	152	12.0	7,524	9.4
	50 or more units	0	0.0	0	0.0	98	7.8	5,355	6.7
	Mobile Home	1	0.1	0	0.0	1	0.1	785	1.0
	Other	20	1.0	15	0.6	17	1.3	573	0.7
Tenure (occ. units)	Owner-Occupied	1,157	56.1	1,300	52.0	585	47.8	36,332	47.0
	Renter-Occupied	905	43.9	1,200	48.0	639	52.2	41,029	53.0
Tenure by Race	White Owner-Occupied	1,134	98.0	1,261	97.0	567	96.9	35,363	97.3
	Non-White Owner-Occupied	23	2.0	39	3.0	18	3.1	969	2.7
	White Renter-Occupied	830	91.7	1,119	93.3	539	84.4	36,321	88.5
	Non-White Renter-Occupied	75	8.3	81	6.7	100	15.6	4,708	11.5
Year Structure Built	1939 or earlier	276	13.1	971	38.0	23	1.8	17,028	21.3
	1940 to 1949	268	12.7	661	25.9	69	5.5	6,758	8.4
	1950 to 1959	748	35.5	509	19.9	290	22.9	13,078	16.3
	1960 or later	817	38.7	415	16.2	883	69.8	43,183	54.0
Bedrooms	No bedroom	19	0.9	120	4.7	47	3.7	4,958	6.2
	1 bedroom	244	11.6	446	17.5	267	21.1	13,891	17.4
	2 bedroom	1,054	50.0	1,034	40.5	356	28.1	24,829	31.0
	3 bedroom	677	32.1	821	32.1	538	42.5	26,651	33.3
	4 bedroom	110	5.2	127	5.0	57	4.5	8,092	10.1
	5 or more bedrooms	5	0.2	8	0.3	0	0.0	1,626	2.0
Hshld Paying 35%+ Toward Hsg. Cost	Owner-Occupied	125	10.8	130	10.0	70	12.0	3,457	9.5
	Renter-Occupied	288	31.8	393	32.8	180	28.2	13,673	33.3
	Owner-Occupied (65+ years)	49	13.0	63	16.7	25	20.3	1,036	15.0
	Renter-Occupied (65+ years)	109	59.9	59	54.6	42	36.2	1,479	36.9
Hsg. Costs	Median Value of Owner-Occ. Unit	\$58,400	----	\$51,000	----	\$63,000	----	\$75,200	----
	Median Contract Rent of Renter-Occupied Unit	\$401	----	\$378	----	\$389	----	\$429	----
Place of Residence in 1985 for Persons 5 + Years	Residence in Same House	1,934	47.2	2,399	49.2	1,392	53.3	68,661	38.3
	City of Madison	1,406	34.3	1,372	28.1	693	26.5	44,019	24.5
	Balance of Dane County	232	5.7	291	6.0	127	4.9	9,655	5.4
	Outside Dane County	510	12.5	764	15.7	321	12.3	51,453	28.7
	Abroad	15	0.4	51	1.1	78	3.0	5,643	3.1
Owner Moved Into Unit	1969 or earlier	448	38.7	548	42.2	233	39.8	9,461	26.1
	1970 to 1979	188	16.3	190	14.6	142	24.3	8,657	23.9
	1980 to 1984	127	11.0	141	10.9	70	12.0	5,204	14.3
	1985 to 1988	281	24.3	333	25.6	107	18.3	9,400	25.9
	1989 to March 1990	113	9.8	88	6.8	33	5.6	3,583	9.9
Renter Moved Into Unit	1969 or earlier	33	3.7	102	8.5	16	2.5	726	1.8
	1970 to 1979	103	11.4	59	4.9	33	5.2	1,971	4.8
	1980 to 1984	74	8.2	81	6.8	98	15.3	2,854	7.0
	1985 to 1988	302	33.4	357	29.8	193	30.2	13,359	32.5
	1989 to March 1990	393	43.4	601	50.1	299	46.8	22,146	53.9

**Appendix C**  
**1980-1990**  
**Census Comparisons**

		Brentwood Village- Packers-Sherman CT 22				City of Madison			
		Number		Percent		Number		Percent	
		1980	1990	1980	1990	1980	1990	1980	1990
	Total Population	4,301	4,415	100.0	100.0	170,616	191,262	100.0	100.0
Race	White	4,173	4,086	97.0	92.5	160,944	173,504	94.3	90.7
	Black	77	229	1.8	5.2	4,603	8,109	2.7	4.2
	Native American	66	17	0.1	0.4	425	752	0.2	0.4
	Asian or Pacific Islander	8	50	0.2	1.1	2,688	7,471	1.6	3.9
	Other	37	33	0.9	0.7	1,956	1,426	1.1	0.7
	Hispanic Origin	34	80	0.8	1.8	2,242	3,877	1.3	2.0
Age	0 to 4	264	327	6.1	7.4	8,909	11,863	5.2	6.2
	5 to 9	213	248	5.0	5.6	8,698	10,387	5.1	5.4
	10 to 14	245	155	5.7	3.5	10,195	8,527	6.0	4.5
	15 to 19	348	235	8.1	5.3	18,948	16,297	11.1	8.5
	20 to 24	459	339	10.7	7.7	30,027	30,670	17.6	16.0
	25 to 34	768	849	17.9	19.2	36,577	38,997	21.4	20.4
	35 to 44	414	666	9.6	15.1	16,461	29,381	9.6	15.4
	45 to 54	433	386	10.1	8.7	13,597	15,469	8.0	8.1
	55 to 64	573	412	13.3	9.3	12,325	11,840	7.2	6.2
	65+	584	798	13.6	18.1	14,879	17,831	8.7	9.3
	Median Age (Years)	32	36			26.9	29		
Family Type	Married Couples	964	842	77.1	72.8	30,388	32,189	82.2	79.5
	Married Couples w/children	362	277			14,298	14,220		
	Female Householder	238	257	19.0	22.2	5,231	6,419	14.2	15.9
	Female Householder w/children	154	162			3,335	3,970		
	Male Householder	48	57	3.8	4.9	1,327	1,903	3.6	4.7
	Male Householder w/children	20	26			493	838		
	Total Families	1,250	1,156	100.0	100.0	36,946	40,511	100.0	100.0
	Total Families w/Children	536	465			18,126	19,028		
School Enrollment	Pre-primary	110	75	2.6	1.7	3,571	3,744	2.1	1.9
	Elementary or High School	635	479	14.8	10.8	24,335	21,066	14.3	11.0
	College	326	459	7.6	10.4	37,475	44,601	22.0	23.3



		Brentwood Village-Packers-Sherman CT 22				% Real Change	City of Madison				% Real Change
		Nominal Dollars		Real Dollars			Nominal Dollars		Real Dollars		
	Income	1979	1989	1979	1989	1979 - 1989	1979	1989	1979	1989	1979 - 1989
Median Income	Households	\$16,444	\$24,614	\$22,650	\$19,850	-12.4	\$16,510	\$29,420	\$22,741	\$23,726	4.3
	Families	\$19,257	\$32,544	\$26,525	\$26,245	-1.1	\$22,856	\$40,799	\$31,482	\$32,902	4.5
Mean Family Income	Married Couples w/Children	\$24,289	\$36,848	\$33,456	\$29,716	-11.2	\$28,241	\$53,475	\$38,899	\$43,125	10.9
	Female Householder w/Children	\$8,434	\$14,874	\$11,617	\$11,995	3.3	\$14,083	\$18,787	\$19,398	\$15,151	-21.9

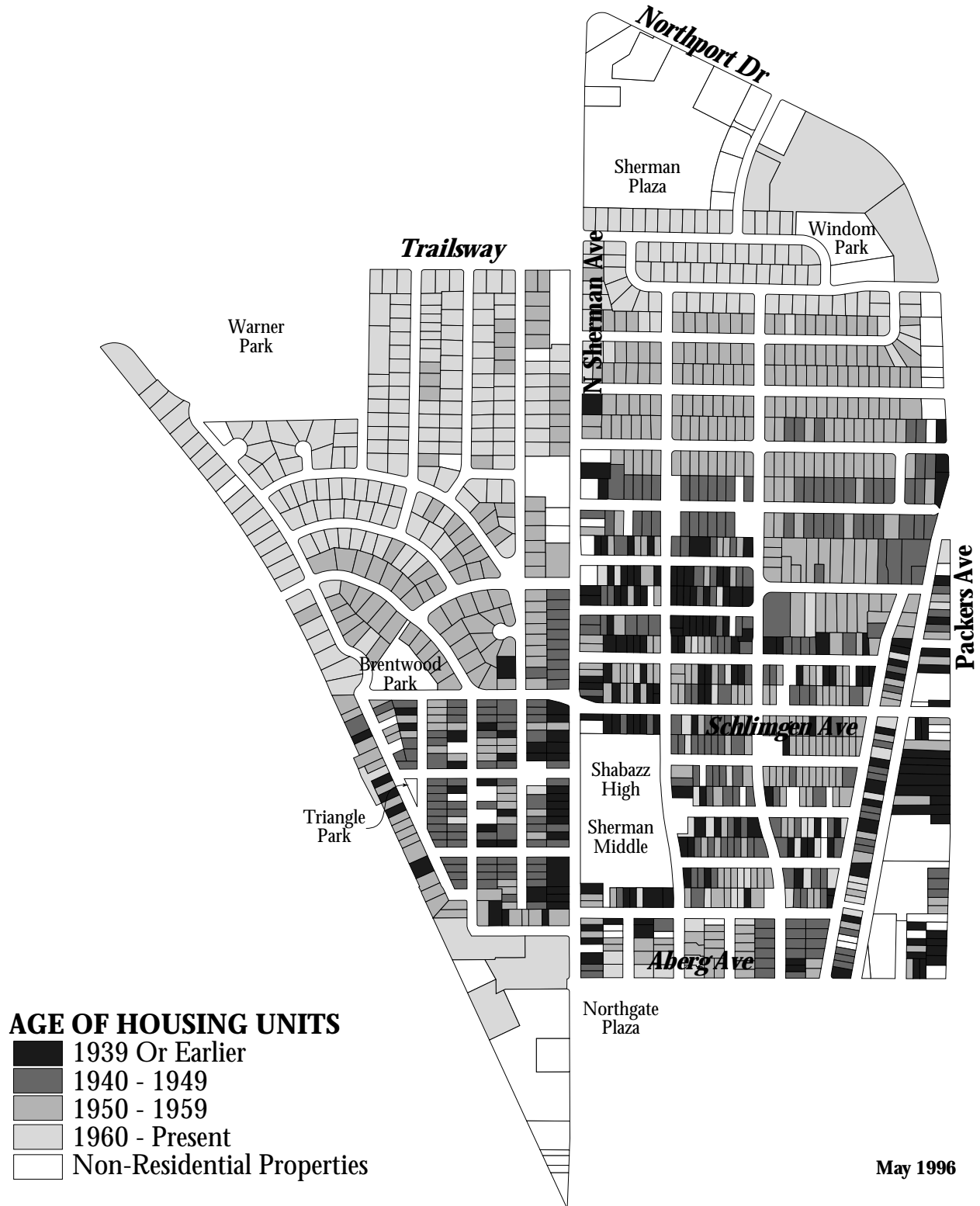
		Brentwood Village-Packers-Sherman CT 22				City of Madison			
		Number		Percent		Number		Percent	
	Poverty	1979	1989	1979	1989	1979	1989	1979	1989
Families Below Pov. Status	Families	97	99	7.5	8.5	1,987	2,673	5.0	6.6
	Married Couple	41	22	42.3	22.2	1,081	995	54.4	37.2
	Female Householder	56	77	57.7	77.8	906	1,508	46.0	56.4
Persons Below Pov. Status	Persons	337	497	8	11.3	21,279	28,640	13.0	16.1
	Persons 17 Years or Under	124	205	14.1	23.9	2,884	4,601	8.0	13.2
	Persons 65 Years or Over	31	19	5.3	2.4	734	799	5.3	4.8

		Brentwood Village-Packers-Sherman CT 22				City of Madison			
		Number		Percent		Number		Percent	
		1980	1990	1980	1990	1980	1990	1980	1990
	Total Housing Units	1,889	2,109	100.0	100.0	68,949	80,047	100.0	100.0
Units in Structure (all units)	1 unit	1,173	1,206	62.1	57.2	34,174	38,492	49.6	48.1
	2 unit	100	108	5.3	5.1	5,611	5,565	8.1	7.0
	3-4 unit	251	223	13.3	10.6	6,262	7,059	9.1	8.8
	5-9 unit	190	198	10.1	9.4	6,709	8,049	9.7	10.1
	10-49 unit	175	353	9.3	16.7	10,016	14,169	14.5	17.7
	50 or more units	0	0	0.0	0.0	5,645	5,355	8.2	6.7
	Other	0	21	0.0	1.0	532	1,358	0.8	1.7
Tenure (occ. units)	Owner-Occupied	1,083	1,157	58.7	56.1	32,343	36,332	48.7	47.0
	Renter-Occupied	763	905	41.3	43.9	34,108	41,029	51.3	53.0
Hsehd Paying 30%+ of Inc. toward Hsg. Costs	Owner-Occupied	188	225	18.9	21.5	4,714	5,331	16.6	16.5
	Renter-Occupied	200	353	26.4	39.0	15,017	18,479	44.2	45.1

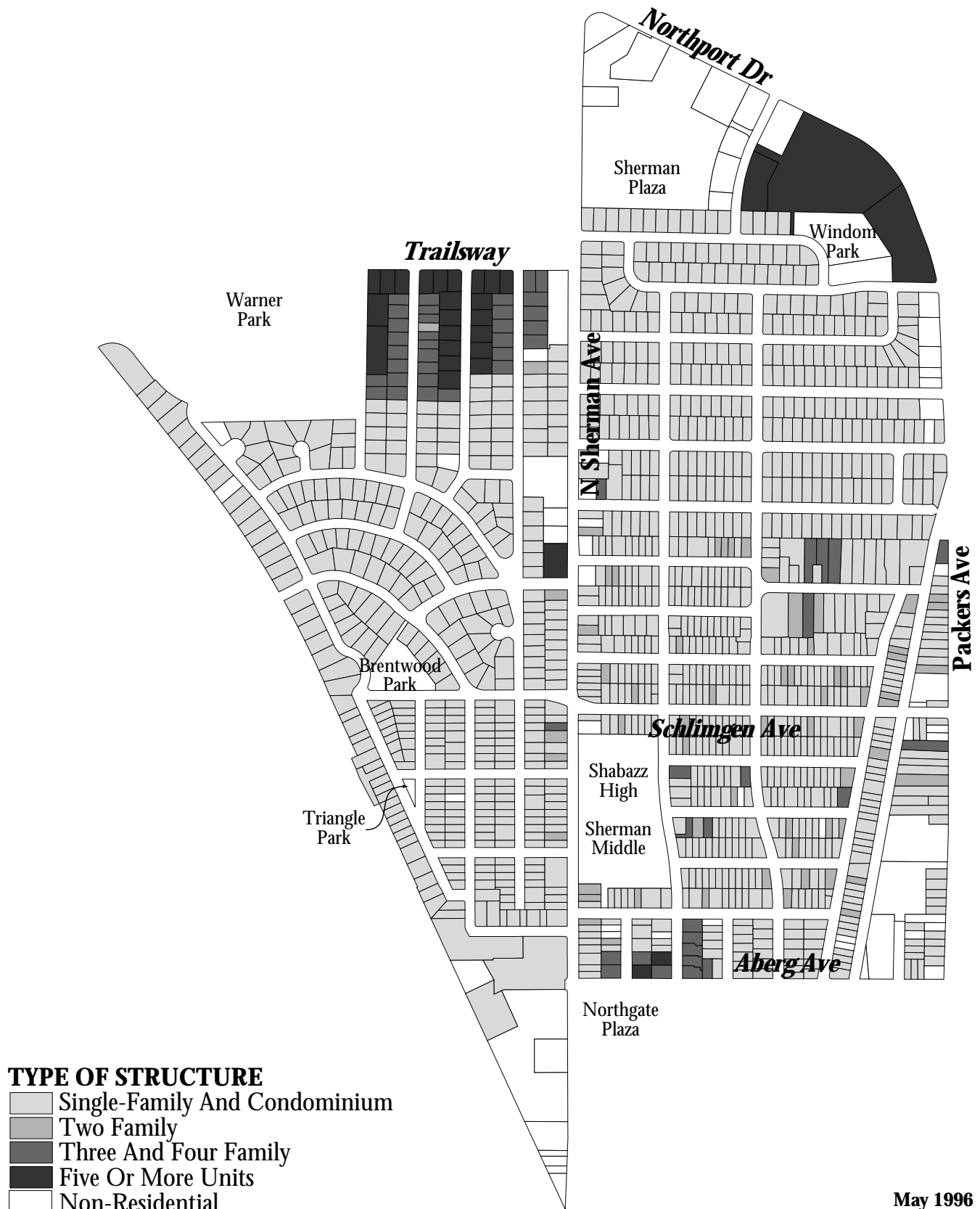
## Appendix D

### Housing Age, Structure, Tenure, and Assessed Value Maps

Map 9  
Brentwood Village-Packers-Sherman Neighborhood  
Age of Housing Units



**Map 10**  
**Brentwood Village-Packers-Sherman Neighborhood**  
**Type of Structure**

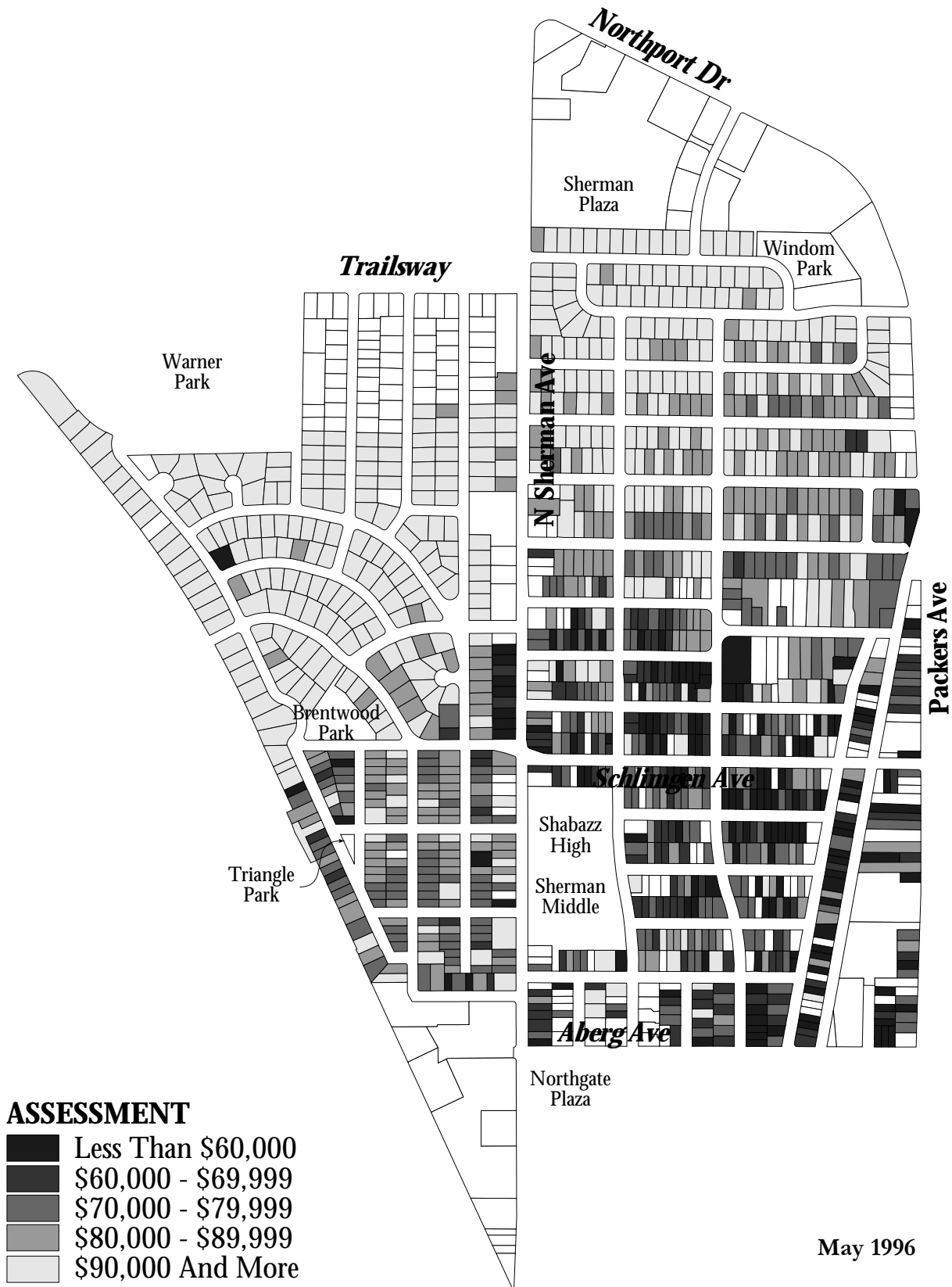


May 1996

**Map 11**  
**Brentwood Village-Packers-Sherman Neighborhood**  
**Owner and Renter Occupied Housing Units**



**Map 12**  
**Brentwood Village-Packers-Sherman Neighborhood**  
**1995 Assessed Value of Single-Family Homes**



## AGENDA ITEM # \_\_\_\_\_

Copy Mailed \_\_\_\_\_  
To Alderperson \_\_\_\_\_

City of Madison, Wisconsin

## A RESOLUTION \_\_\_\_\_

Adopting the Brentwood Village-Packers-Sherman Neighborhood Plan and recommendations contained in the plan.

Presented June 4, 1996  
 Referred Plan Commission, Parks Commission, CDA, CDBG Commission, Board of Estimates, Transportation Commission, Board of Public Works, and Community Services Commission

Drafted By: Jule Stroick, Department of Planning and Development

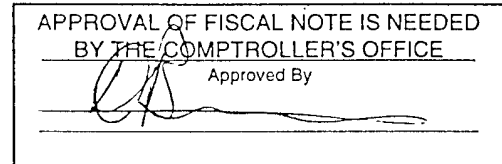
Rereferred \_\_\_\_\_

Date: June 4, 1996

Reported Back \_\_\_\_\_

Fiscal Note: The 1996 CDBG Operating Budget includes \$91,970 for the top priority projects recommended in this Plan. The determination of eligible projects will be made through a modified Request for Proposal process administered by the CDBG Office. Final authorization for eligible projects will be approved by the Common Council.

Adopted July 2, 1996 POF  
 Rules Suspended \_\_\_\_\_  
 Public Hearing \_\_\_\_\_



Sponsors: Mayor Paul R. Soglin  
 Ald. Dorothy Borchardt, District 12

ID NUMBER 19661  
 RESOLUTION NUMBER 53361

WHEREAS, the adopted Land Use Plan for the City of Madison recommends the development of neighborhood plans for older, built-up residential neighborhoods located in the City; and

WHEREAS, the Community Development Block Grant (CDBG) Commission has designated the Brentwood Village-Packers-Sherman Neighborhood (Census Tract 22), as a CDBG Concentration Neighborhood for the purposes of providing planning assistance and funding for neighborhood improvements; and

WHEREAS, the Plan was prepared through the cooperative efforts of neighborhood residents with planning assistance provided through the Department of Planning and Development funded by CDBG Commission; and

WHEREAS, the Plan recommendations have been approved by the appropriate City boards and commissions and have received acceptance by the Brentwood Village-Packers-Sherman community.

NOW, THEREFORE, BE IT RESOLVED, that the Common Council does hereby adopt the Brentwood Village-Packers-Sherman Neighborhood Plan as a supplement to the City's Land Use Plan and a part of the Master Plan for the City of Madison.

BE IT FURTHER RESOLVED, that appropriate City staff be requested to assign priority to the following projects and activities necessary for implementation of Plan recommendations:

1. Request that the Building Inspection Unit work with the neighborhood to inspect and monitor private properties in the neighborhood to ensure compliance with minimum housing and property maintenance codes.
2. Request that as part of the City's effort to promote affordable housing, that the CDA, CDBG Office and CED Unit continue to support the production of affordable, quality housing units for seniors.
3. As part of the City's effort to promote affordable home ownership, request that the CDA and CED Unit continue to support educational seminars for potential first-time homebuyers and market home ownership and rehabilitation programs to owner and rental-occupied properties.
4. As part of the City's effort to promote affordable home ownership, request that the CDA, CDBG Office and CED Unit continue to support financial programs that assist income eligible applicants with the purchase and the rehabilitation of dwelling units.
5. Request that as part of the City's effort to promote economic development, that the CDA, CDBG Office and CED Unit continue to support neighborhood business revitalization opportunities including: 1) attraction and retention of new businesses; 2) construction/rehabilitation of new commercial space; and 3) creation of FTE (full-time equivalent) jobs for low and moderate income persons.
6. Request that the CDBG Office consider funding programs and services that would assist seniors and/or people with disabilities with minor and major home improvement projects, including the installation of barrier-free modifications.
7. Request that the CDBG Office continue to explore the feasibility of the construction of proposed Warner Park Recreation Center.
8. Request that the CDBG Office and Office of Community Services consider funding new and/or expanded programs and services that would provide: 1) intergenerational programming; 2) youth after-school and summer programs at Sherman Middle School; 3) acquisition and/or leasing of properties for community garden programs; and 4) increasing the accessibility of Sherman Middle School for programs and services for after-school and weekend hours.
9. Request that the Office of Community Services continue to provide funding for general planning and administrative support to the Northside Planning Council.
10. Request that the Office of Community Services investigate the feasibility of expansion of existing City Certified Child Care Centers and Family Child Care Homes to assure that families have access to affordable, high quality child care within the neighborhood.
11. Request that the Engineering Division consider: 1) installing curb-cut on the east side of the North Sherman-Farragut Street intersection; 2) installing handicap ramp at the intersection of Dryden-Northport; 3) installing sidewalks on the north side of the 1900-2000 blocks of Northport Drive and the west side of the 3200 block of Packers Avenue; and 4) installing sidewalks on the south side of the 1800-2200 blocks of Aberg Avenue.
12. Request that the Engineering Division explore the feasibility of redesigning the intersections of Logan Street-North Sherman Avenue and Manley Street and North Sherman Avenue to eliminate the ponding of ice and water.
13. Request that the Engineering Division, in conjunction with Traffic Engineering redesign the Aberg-Packers interchange to provide continuous sidewalk system to and from the proposed East Madison Little League complex.



14. Request that the Engineering Division explore the feasibility of removing the deteriorated chain link fence lying on the east and west side of Packers Avenue from Aberg Avenue south to Commercial Avenue.
15. As part of the City's review of the Truax Air Park plat, request that the Engineering Division evaluate the potential of the following improvements that lie south of Anderson Street and east of Packers Avenue: 1) extension of Schlimgen Avenue easterly into the airport park that would eventually connect with Shopko Drive extended; 2) construction of a pedestrian overpass at the intersection of Schlimgen and Packers Avenue; 3) removal of the concrete slabs lying on the east side of 1700-1800 blocks of Packers Avenue with attractive, decorative retaining wall and erosion-preventative landscaping; and 4) expansion of bicycle lanes and sidewalk system from Shopko Drive north to International Lane.
16. Request that Madison Metro explore the feasibility of improving bus service by: 1) rerouting existing bus service west of Aberg-Packers interchange to serve the Shopko Drive commercial area; 2) developing a more convenient northeast side hub for Local Motion; 3) establishing a neighborhood destination point for Group Access; and 4) establishing a neighborhood circulator bus.
17. As part of the Madison Metro route restructuring plan, request that Madison Metro consider siting a bus transfer station along Aberg Avenue.
18. Request that Madison Metro explore the feasibility of improving the boarding pad areas along the north bound Packers Avenue route and to maintain the areas free of ice and snow.
19. Request that the Parks Division develop a comprehensive landscaping plan of the Packers Corridor and the Aberg-Packers interchange.
20. Request that the Parks Division enhance the Warner Park beach and bath house by planting additional trees and shrubs, installing playground equipment in accordance with City-wide playground plans, and adding picnic tables and benches along the shoreline.
21. Request that the Parks Division explore the feasibility of enclosing the off-leash dog area with attractive landscaping and posting signs that inform dog owners of their responsibilities.
22. Request that the Parks Division install a curb-cut on the south side of Brentwood Park and sidewalk pad surrounding the newly installed water fountain.
23. Request that the Parks Division work with MMSD to expand the playground facilities at Sherman Middle School to meet the area park playground standard.
24. Request that the Planning Unit work with neighborhood residents to evaluate the feasibility of rezoning all or a portion of the neighborhood from R4 to R3 in the area lying north of Aberg Avenue; west of Packers Avenue; south of Vahlen Avenue and Northwestern Avenue; and east of Huxley and Ruskin Streets.
25. Request that the Planning Unit assist property owners to evaluate the feasibility of rezoning the parcels lying to the south of the 1800-1900 blocks of Aberg Avenue from M1 (manufacturing), C3 (Highway Commercial) and C2 (General Commercial) to C1 (Neighborhood Commercial).
26. Request that the Planning Unit work with property owners and potential developers to encourage all or a portion of the vacant lands lying south of Maplewood Condominium site be developed with compatible, multi-family, owner-occupied housing or for housing targeted toward senior citizens.
27. Request that Traffic Engineering, in conjunction with Madison Metro, evaluate installing bus turn-out lanes for buses on the 1200 block of North Sherman (near Northgate Shopping Center) and the 1600 block of Ruskin Street (near Sherman Middle School) to help improve traffic flow, motorist visibility, and pedestrian safety.

28. As part of the City's effort to establish bicycle facilities, request that Traffic Engineering investigate bicycle route expansion to: 1) the north side of Highway 30 between Shopko Drive and International Lane; 2) mid-block between Roth Street and Commercial Avenue; and 3) off-street route parallel to North Sherman Avenue.
29. Request that Traffic Engineering install a wayfinding sign on the west bound lane of Highway 30 that will direct traffic from the Aberg-Packers interchange to the Dane County Airport, UW-Madison campus, and Downtown Madison.
30. Request that Traffic Engineering investigate redesigning the traffic flow on Aberg Avenue from two lane to four lane, bidirectional traffic to help implement: 1) a right and left-turn lane for truck traffic turning south onto Huxley Street; 2) a left-turn lane into Northgate Shopping Center and the Dane County Job Center; and 3) right-turn lanes onto residential streets on the north side of Aberg Avenue.
31. Request that Traffic Engineering explore the feasibility of restricting on-street parking on the 1800-1900 blocks of Aberg Avenue and 1600-2500 blocks of North Sherman Avenue.
32. Request that Traffic Engineering consider extending the timing of the pedestrian signal walk at the following locations: 1) east bound lane of the Aberg-Packers Avenue interchanges; and 2) Packers Avenue-International Lane intersection.
33. Request that Traffic Engineering evaluate the street lighting on the 1500-1700 blocks of Ruskin Street at Sherman Middle School, and if appropriate, undergo installation of additional street lights.
34. Request that Traffic Engineering investigate control measures that would assist pedestrians to cross safely between the 1100-1700 blocks of North Sherman and the 1300-2000 blocks of Packers Avenue.
35. Request that Traffic Engineering explore the feasibility of installing left-turn signals for wet bound traffic at the intersections of Northport Drive and North Sherman; and Northport Drive and Dryden Drive.
36. Request that Traffic Engineering explore the feasibility of installing a stoplight with a pedestrian crossing signal at the intersection of Trailway and North Sherman Avenue; and Packers and Schlimgen Avenue.

BE IT STILL FURTHER RESOLVED, that the future City budget processes consider programming funds to implement these projects.

BE IT STILL FURTHER RESOLVED, that 12 months after adoption of the resolution, staff for the Department of Planning and Development prepare an annual report for the Common Council summarizing the results and/or status of the recommendations approved in this report.

brentwood village neighborhood association  
almo triangle northside planning council  
Dane County Human Services  
malcolm shabazz high school  
berkeley park northport community center  
herzing school of electronics  
st. paul's church meal site  
northside business association  
sherman middle and east high school  
parent-teachers-student organizations  
mendota elementary school  
brentwood park packers community center  
dane county job center  
northport news northside police precinct  
demetral field sherman middle school  
lakeview branch library  
north/eastside senior coalition  
warner park sheridan triangle neighborhood association  
fire station #10  
east madison little league complex  
northside news  
east high school  
warner beach and boat landing  
windom way park  
parker's press  
hartmeyer ice arena  
sheridan triangle newsletter  
lakeland college  
emerson elementary school  
u.s. postal service branch  
maplewood condominium

