

**Northside Planning Council & Northside Business Association  
Joint Meeting on Northside ECONOMIC DEVELOPMENT Issues**

January 6, 2009 (postponed from 12/9/08)

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## **PROPOSED AGENDA**

NBA Participants: Rylee Wedekind, Laura Groenier, Bill Haight, Stacy Schultz, Karen Thompson

NPC Participants: Ellen Barnard, Char Tortorice, Sue Gilbertson, Bill Bauer, Tim Carlisle

Other Northside Participants: Sue Gleason, Peng Her

### **1. Welcome & Introductions (Ellen)**

### **2. Background Information** on City and other economic development related processes: underway: (Tim)

- Northside Neighborhood Plan (spring 2008 adoption, implementation ongoing)
- Northside Market Study (completed fall 2008; final report pending)
- City Economic Development Plan (adopted fall 2008, implementation ongoing)
- Major property ownership or use changes (recent or potential): Northgate Center, UW Credit Union, Tennyson Terrace, Packers Ave/CV strip mall, Raemisch Farm

### **3. Purpose of this Meeting (Rylee):**

- to review preliminary economic development recommendations of City Northside Neighborhood Plan (See page 2)
- determine whether NPC and NBA wish to respond jointly (or separately) to some or all recommendations, and to advocate for plan adoption and implementation
- determine whether there are Northside economic development related issues that NBA and NPC want to work on together, short-term or long-term. Examples might include:
  - Advocacy with City regarding City economic development resources
  - Northside business directory and/or map/brochure
  - “Buy local / Buy Northside” campaign and/or event

### **4. Review of Preliminary Recommendations of City’s Northside Neighborhood Plan**

### **5. Next steps**

#### FYI: Timeline for Neighborhood Plan

- Further development of draft recommendations – January/February
- Open House February 28
- Public comment on final plan – March
- Approve final plan for forwarding to City – April 9
- City approval process – April, May

*Summary of discussion at 1/6/09 joint meeting of NPC/NBA representatives*

**Proposed Strategies:**

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

*Note: Divide this strategy into two – branding/marketing, and reconfiguration of space (which might be linked to another strategy elsewhere).*

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

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

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

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

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

**Feedback:**

*NPC/NBA participants expressed general support for all the six preliminary strategies proposed above. Participants made the following suggestions that apply to most of the strategies:*

- *Consider the need for additional comprehensive planning in the future that focuses on specific project areas: the N. Sherman “main street” district or the airport business district, for example. Planning should combine business development, multi-modal transportation, façade improvement, beautification, etc.*
- *Consider City TIF, BID, or other publicly supported vehicles for achieving these strategies, if appropriate.*
- *Consider additional strategies for encouraging recruitment of Northsiders for Northside jobs, including custom training or internship programs tailored to match Northside residents with Northside jobs.*

*Participants also recommended that the Steering Committee consider adopted an additional strategy that was identified at the 11/6 NPC-NBA Community Forum:*

***Form a Northside Economic Alliance to access the tools available from the City (e.g. BID, TIF, Façade Improvement, etc.) and conduct targeted business support***

- *Form a Northside Economic Alliance to get noticed by the City (BID, TIF, Façade Improvement)*
- *Utilize “Alliance” to target specific businesses with opportunities, location assistance, etc.*
- *Need create a respected and clearly identified voice for Northside*
- *Coordinate the elements (conflicts & loose ends)*
- *Organize a Tax Increment Financing (TIF) district*
- *City financial support*
- *Engage more of the NS business community in problem solving*
- *Promote a focus on NS businesses through NSN, neighborhood newsletters, mailings, etc*