

November 2008 DRAFT Northport-Warner Park-Sherman Neighborhood Plan Recommendations

ECONOMIC DEVELOPMENT					
Proposed Recommendation	Rationale	Lead Implementation	City Implementation Action Steps (Estimated Cost)	Neighborhood/Community Action Steps	Time Horizon
Identity, Branding and Marketing					
Formulate a broad-based marketing plan that brands the Northside as a place to live, shop and open businesses. One of the components the marketing plan/campaign should address is the perception of safety.	An effective marketing position statement identifies realistic opportunities, primary target markets, trade area and the desired business mix for the district. It can also identify niche markets as defined by both products and/or consumer groups. The position statement is derived from the community's vision for the commercial district, the market analysis, and the business district's competitive position in the marketplace.	Northside Business Association (NBA), Northside Planning Council, Northside neighborhood associations, and North Police District	- Work with the Office of Business Resources for information on successful marketing plans/campaigns.	<ul style="list-style-type: none"> - Determine if NBA, or another entity, will lead the marketing plan effort. - Contact MATC, Oscar Mayer, or Northside marketing firms to determine their willingness to provide marketing assistance at no or low cost. - Develop a preliminary plan and funding cost/sources for review by residents and business community. 	Short-Term
Develop base marketing packet that includes listing of businesses, locational map, locational amenities, and trade area demographics.	<p>A brochure can contain a wealth of information about the neighborhood's history, prime location, growth in public and private investment, as well as real estate trends, neighborhoods and demographics, trends in existing businesses, shopper's ratings, and testimonials and success stories.</p> <p>The brochure can be used as a recruitment tool to present to potential new business owners, interested</p>	Northside Business Association (NBA)		<ul style="list-style-type: none"> - Develop a promotional brochure, including a comprehensive business directory and map. 	

November 2008 DRAFT Northport-Warner Park-Sherman Neighborhood Plan Recommendations

ECONOMIC DEVELOPMENT					
Proposed Recommendation	Rationale	Lead Implementation	City Implementation Action Steps (Estimated Cost)	Neighborhood/Community Action Steps	Time Horizon
	developers, commercial realtors and the media. It can be also used by current business owners to strengthen and expand their current markets.				
Explore joint advertising/marketing of Northside businesses. As part of this effort, investigate opportunities to better attract consumers to dine/shop at local businesses when larger events, such as Mallards Baseball, Rhythm and Boom, and other events hosted at Warner Park, major employers such as Dane County Airport and Business Park, and nearby localities of De Forest and Waunakee.	Based on the Northside Market Study, the combined primary and secondary trade area has an estimated \$165 million in retail potential and \$54 million in sales. There is a leakage of \$111 million that is spent outside of the trade areas. Categories with the greatest leakage include grocery stores, food service and drinking places, general merchandise, clothing, and furniture and home furnishings.	Northside Business Association (NBA)		-	
Attraction and Retention of Retail/Service Businesses					
Compile list of available sites/spaces and contact information for use in recruiting prospective businesses or relocation of current businesses. As part of this, identify sites/spaces that can be subdivided to create smaller retail and service business space.	Based on the Northside Market Study, it is most likely for small (1,000 – 5,000 square foot) retail and service businesses to expand/locate on the Northside. Available sites could be showcased on a website (i.e. www.historicfederalhill.org/www/docs/118/federal_hill_baltimore_properties)	Northside Business Association (NBA)	- Work with Office of Business Resources to access business data.	- Identify the lead organization(s) to undertake initiative, cost, and timeline. - Distribute information to trade organizations. - Promote Northside to brokers, developers, real estate agents, and financial institutions.	

November 2008 DRAFT Northport-Warner Park-Sherman Neighborhood Plan Recommendations

ECONOMIC DEVELOPMENT					
Proposed Recommendation	Rationale	Lead Implementation	City Implementation Action Steps (Estimated Cost)	Neighborhood/Community Action Steps	Time Horizon
Compile a listing of economic development organizations and programs targeted to helping small retail and service businesses. Provide information and/or sponsor periodic informational workshops.	There are Federal, State, and local funding sources for small business start-up and/or expansion. Providing a summary of what is available and contact information would be helpful for new businesses. Getting information out to home-based businesses and to the growing Spanish and Asian business community would be advantageous.	Northside Business Association (NBA)	- Work with the Office of Business Resources for information on where to obtain information.		
Street, Bicycle, and Transit Improvements					
As part of the planned Northport Drive repavement project, redesign the 1) intersection of Northport-Packers-Highway CV and Northport-Sherman Avenue; 2) improve pedestrian and bicycle access; and 3) improve median with landscaping and fencing at key locations. See Transportation section for more details.	Redesign Northport Drive and Packers Avenue to better serve and relate to adjacent commercial and residential uses.				
Provide direct transit services between the Northside neighborhoods and nearby concentrations of businesses, such as Dane County Airport and Airport Business Park.					
Improve bicycle and					

November 2008 DRAFT Northport-Warner Park-Sherman Neighborhood Plan Recommendations

ECONOMIC DEVELOPMENT					
Proposed Recommendation	Rationale	Lead Implementation	City Implementation Action Steps (Estimated Cost)	Neighborhood/Community Action Steps	Time Horizon
pedestrian network to employment centers and commercial districts. Provide bike racks in locations throughout the business district. See Transportation section for more detail.					
Appearance and Ambience of Commercial Districts, Business Parks, and Gateways					
Accentuate the two major commercial districts, Northgate Shopping Center and Northside Town Center, and the Airport Business Park with signage, building and parking lot improvements, and streetscape improvements on public and private properties. See Redevelopment section for more detail.	To help attract the targeted markets, work to improve the district's overall image and identity through public relations and maintenance of public areas and private property. Installation of banners, plantings, and pedestrian scale lighting and other amenities will help distinguish the commercial areas.				
Encourage commercial property owners to upgrade the appearance of storefront facades, parking lots, and landscaping.	Improve the visual appearance, accessibility, and ambience of the area with storefront remodeling, streetscape improvements and more effective pedestrian movement. There are many inexpensive, but effective, methods of rehabilitation, such as use of awnings, banners, and plantings that can improve the exterior appearance of buildings.		- Provide information on Facade Improvement Grants.	- Promote Facade Improvement Grants to Northside businesses.	
Identify potential locations					

November 2008 DRAFT Northport-Warner Park-Sherman Neighborhood Plan Recommendations

ECONOMIC DEVELOPMENT					
Proposed Recommendation	Rationale	Lead Implementation	City Implementation Action Steps (Estimated Cost)	Neighborhood/Community Action Steps	Time Horizon
for public art in the business district. Identify local artists and funding sources for initial projects.					
Improve the gateways into the Northside. See Land Use and Transportation sections for Packers and Northport for gateway improvements.					
Promoting Employment Opportunities					
Explore the feasibility of creating a new industrial park adjacent to the airport and offering rail access, most likely on County Highway CV.					
Explore the feasibility of developing a business incubator on the Northside. Work with MATC to develop a partnership that would assist in forging new businesses.	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.				
Support job-training pathways for residents to be					

November 2008 DRAFT Northport-Warner Park-Sherman Neighborhood Plan Recommendations

ECONOMIC DEVELOPMENT					
Proposed Recommendation	Rationale	Lead Implementation	City Implementation Action Steps (Estimated Cost)	Neighborhood/Community Action Steps	Time Horizon
competitive in securing employment in transportation sector, green business sectors, construction sectors, and agricultural sectors.					
Redevelopment of Underutilized Sites					
Sherman Avenue Main Street. Work with property-owners to sell/lease/redevelop existing vacant building/properties for commercial use. See Redevelopment Opportunities section for details.				- Explore the feasibility of creating a Business Improvement District, a mechanism to establish a special assessment to fund improvement projects, with business in the Sherman Avenue area. The benefit of a BID is that contiguous businesses can develop a business management and beautification improvement plan and assess commercial properties to fund the cost for improvements. Creating a “main street”.	
Northside Town Center. Work with property-owners to sell/lease/redevelop existing vacant building/properties for commercial/residential/office use. See Redevelopment Opportunities section for details.					
Troy-Northport Area. Work with property-owners					

November 2008 DRAFT Northport-Warner Park-Sherman Neighborhood Plan Recommendations

ECONOMIC DEVELOPMENT					
Proposed Recommendation	Rationale	Lead Implementation	City Implementation Action Steps (Estimated Cost)	Neighborhood/Community Action Steps	Time Horizon
to sell/lease/redevelop existing vacant building/properties for commercial use. See Redevelopment Opportunities section for details.					