

NORTHSIDE NEWS

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Mallards' success a two-edged sword?

Victories, great fans and support also takes toll on some

By Marcus Watson
The Northside News

The Madison Mallards--one of the Northside's great success stories--are averaging six thousand fans per home game in their sixth year.

This compares to the second game of their first year when they put 274 people in the stands.

Creative marketing, entertaining daily specials, and darn good baseball have led to unprecedented success in a ballpark where previously failure was the norm.

Such lightning fast change dictates growing pains. But the story here is not the problems brought about by the Mallard's meteoric growth, rather it is the tenacious, resilient and conciliatory nature of the parties involved.

You would be hard-pressed to find two bigger Mallard fans than Dave and Don Bruns, owners of the Northside TownCenter. Dave played college baseball, and Don's father, Ernie Bruns, was the winningest baseball coach in Madison history.

Since the team's inception, they have happily offered 750 parking spaces for free to handle the overflow from city-owned Warner Park's 1000

See Mallards , page 5

State Assembly Candidates Forum

Hear and question the candidates. The winner of this primary race will have no opponent in the general election!

Tuesday, Sep. 5
7:00 pm
Warner Park Center
1625 Northport Dr.

See page 3 for more

Cherokee plan is promoted & contested

...and Plan Commission hears and speaks

The Northside News

The Madison Plan Commission heard a lot about the proposed Cherokee Park development at its special June 27 meeting at the Alliant Energy Center. And the Commissioners had a lot to say in return.

"Is the fifth addition for sale?" asked Commissioner Michael Forster Rothbart, referring to the 40 acres parcel just south of the city conservation park and northeast of the current Cherokee Park neighborhood.

Developer Dennis Tiziani facetiously answered, "Everything is for sale!"

About seventy people heard city planners and the developer's team present information about the proposal. City planners showed maps from the special area plan they created for the entire 1000-acre development area, seeking to make it compatible with the city's comprehensive plan and reflecting public input to date.

Members of the Cherokee Park Inc. development team took turns presenting their plans. Tim Anderson said that 210 acres would be housing, with about 600 acres of open space and the remainder would be roads. Anderson said that there would be "reduced density and building massing" north of the existing Whitetail Ridge neighbor-



Ellen Barnard of the Friends of Cherokee Marsh testifies at the June 27 Plan Commission meeting as the Cherokee Park Inc. development team looks on

hood, taking into consideration those neighbors concerns that new development be compatible with theirs.

Anderson stated that the proposed "Wheeler Triangle" housing would not be accessed through Comanche Way, only on Wheeler Road.

Transportation consultant John Lichtenheld said that the traffic impact of the development, at full build out over 25 years, would reach 70% of the capacity of County Highway CV, 42% of Wheeler Road, and 25% of North Sherman Avenue. Storm water management consultant Rob Montgomery described the various parcels and ways that storm water would be redirected. Responding to Commissioner Sarah Davis's question, he concluded that there would be a "neutral or net gain" in water quality after the development.

Attorney Bill White talked about the

long term nature of the Cherokee Park Inc development on the Northside, stating that about 1200 units of housing have been built over the past forty years, averaging about thirty units a year. In regard to the "fifth addition" parcel, White stated that the development was an "adaptive reuse" of the former dump northeast of Wheeler Road and current 28 acres of corn in the "5th addition" parcel.

During the public testimony, geologist Janet Battista said the state hydrology model has not been used for this area. Ellen Barnard of the Friends of the Cherokee Marsh and the Upper Yahara Watershed asked for a hydrology study, which the Commissioners then asked city planners to investigate further. To much applause, she also said, "catchment basins do not com-

See Cherokee plan, page 9

Taverns close as smoking ban's 1st anniversary arrives

By Marcus Watson
The Northside News

July 1st marked the one-year anniversary of Madison's smoking ban.

The Northside marked the event with the closing of Ole-N-Rick's Northside Inn on North Sherman Avenue and the Runway Pub and Grill on Packers Avenue.

In both cases, the owners cited a marked loss in profits after the inception of the ban. The remaining Northside taverns are suffering equal losses, but they remain open.

"Just because you miss a few house payments they don't evict you right away," says Dave Wiganowsky, owner

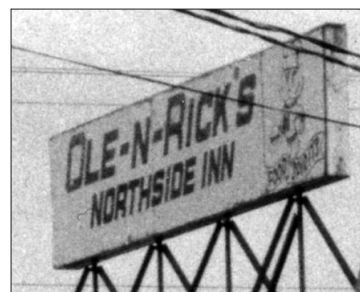


Photo by Marcus Watson

of Wiggie's. "Right now my savings is all that's keeping this place open. I haven't paid myself for 32 weeks."

As of July 1, he is down \$126,000, a loss of 34% from the previous year.

Busse's Markway Tavern owner Mark Deadman is in the same situation.

"Because of my building's size, I only operated at a six to seven percent profit margin. In the last year I'm down 20%. This can't go on."

See Taverns close, page 6

Northside Festivals Galore!

See page 17 for details on all 5 of them!



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