

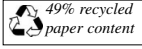
NORTHSIDE NEWS

www.northsidenews.org

Published bimonthly and copyright by the Madison Northside Planning Council, Inc.

Circulation: 13,000

2702 International Lane, Suite 203, Madison, WI, 53704
608.661.0060 • 608.660.0064 fax • Editor@NorthsideNews.org



Printed by News Publishing Co., Black Earth
Mailing Services by Wells Print & Digital, Madison

Editor: Jim Powell <Jim@NorthsideNews.org>

Managing Editor: Abha Thakkar <Abha@NorthsideNews.org>

Assistant Editors: Dana Slowiak <Ads@NorthsideNews.org>

Contributing Writers & Photographers:

- | | | | |
|-------------------|---------------------|-------------------|---------------|
| Terrie Anderson | Marlene Hardick | Milt Leidner | Roberta Statz |
| Amy Bartelt | Dennis Harrison- | Carla Massingill | J.D. Stier |
| Mike Basford | Noonan | Nicole Mathe | Molly Tupta |
| Jon Becker | Lee Hayden | Kristin Meyer | Barbara Wiers |
| Lynn Case | Colleen Hayes | Sue Morrison | Beth Wild |
| Nan Cline | Sam Hokin | Bob Paolino | Dr. Ann Yehle |
| Alan Crossley | Kryn Hoyer-Winfield | Marge Pitts | |
| Andy & Jenny | Jill Jokela | Ben Price | |
| Czerkas | Kirsten Jones | Tara Reichwald | |
| Jennifer Fetterly | Alyssa Kenney | Jeanette Riechers | |
| Marcie Fry | Rev. Dean Kirst | Julie Sheahan | |



The mission of the Northside Planning Council is to improve the quality of life for all residents of the Northside community, by

* increasing citizen participation and voice in issues and decisions affecting the community through neighborhood organizing and advocacy; and

* building community by linking community organizations & residents.

Chairpersons Lisa Wiese, Northside Community Co-op	Mo Cleland, Brentwood Village (Alt.)	Jill Jokela, East Area PTO Coalition	Karen Thompson, Northside Business Assn.
Dayna Dalton, Lakeview Lutheran	Carolyn Gantner, Cherokee Garden	Leon Miller, Vera Court Neighborhood Center	Laura Vogel, Maple Bluff
Vice Chairpersons Helen Marks Dicks, North/Eastside Senior Coalition	Kristin Gibbons (Alt.), Northside Timebank	Jim Mohrbacher, Cherokee Park	<i>Neighborhoods in need of a NPC representative:</i>
Jeff Shokler, Sheridan Triangle	Sue Gilbertson, Cherokee Park (Alt.)	Nikki Moriarity, Lakeview Lutheran (Alt.)	Berkley Oaks, East Bluff, Karstens, Kennedy Heights, Lerdahl Park, Lindbergh, Nobel Park, Northport Apts, Northridge Terrace Apts, Packer Townhouses, Sherman Village, Woodland Park Apts, Woodlands Apts.
Treasurer Mike Basford, Sherman	Ray Hellmer, Northside Communities of Faith	Marge Pitts, Friends of Troy Gardens	Call 661.0060 to enquire about revitalizing your own neighborhood association, or getting involved with NPC.
Jon Becker, Lake View Hill	Susan Hill, Mendota Hills	Wendy Sauve, East Area PTO Coalition	
Vernon Blackwell, At Large	Don Hovey, North Lake Mendota	DeAnna Sebranek, Whitetail Ridge (Alt.)	
Patricia Brinkman, Cherokee Townhouses	Veronica Lazo, Northside Timebank	Michael Shinnars, Brentwood Village	
Troy Brown, North Lake Mendota (Alternate)	Shelley Legried, Whitetail Ridge		

The views expressed in the *Northside News* do not necessarily reflect those of its staff, contributors, the Northside Planning Council or its funders.

WRITERS & PHOTOGRAPHERS NEEDED

We are your community newspaper and we want you!

The *Northside News* is planned and written by volunteers. Join us at our planning meeting on June 19 at 6:30 pm, location TBA. Aspiring writers and photographers welcome. Article submission deadline is July 21. Contact Abha Thakkar at 661.0060, or Abha@NorthsideNews.org for more information or to give us your story suggestions.

ADVERTISING RATES

\$11.50 per column inch -- the best bargain in town!
Special rates for nonprofit and community organizations

AD SIZES	COST	DIMENSIONS	Reach 13,000 households with every issue!
1/16 Page (horizontal)	\$ 46.00	4 7/8" W x 2" H	
1/16 Page (vertical)	\$ 46.00	2 3/8" W x 4" H	
1/8 Page (vertical)	\$ 92.00	2 3/8" W x 8" H	
1/8 Page (square)	\$ 92.00	4 7/8" W x 4" H	
1/4 Page	\$184.00	4 7/8" W x 8" H	
1/2 Page	\$368.00	10" W x 8" H	
Full Page	\$736.00	10" W x 16" H	
Flyers/Inserts	\$850.00 & Up	Call for details	

Call 661.0060 ext. 3

Reserve your ad by July 15 for our August/September issue, distributed about August 8. Ad copy, articles and all other information due July 21.



From THE EDITOR

JIM POWELL

Good news?

The Northside has received quite a bit of good press lately. From the extensive media coverage of the March opening of Pierce's Northside Market, to the Isthmus cover story, 'Go North!', to the June 2nd NBC 15 story on the Mallards being a boost for the Northside, word has gotten out about the Northside.

Of course, many of have known for quite awhile about the great place we call home, but it's been along time coming. When the Northside won the Neighborhood of the Year Award in 1999 at a national conference held here in Madison (!), the local media neglected to report it.

But the Northside isn't all great.

In some ways, the Northside hasn't changed much from 1990, as far as poverty, educational attainment and household income are concerned. Many of the numbers are about the same, even as the schools have greatly improved.

According to updated Census data, the Northside has approximately about 23,000 residents, about 10% of the population. However, we also have over 15% of Madison's W-2 recipients and nearly 20% of Madison's assisted housing.

The Northside has the largest clustering of high poverty rate schools

(Mendota, Lake View, Lindbergh and Emerson, Sherman and Black Hawk, and East) in the district, as well as and 18.3% ESL students (compared to 13% district-wide).

Here are some excerpts from *Looking at the Northside In the Year 2000 and Beyond*, the Northside Planning Council's analysis of census data:

◆The percentage of people with no high school diploma is nearly double the level of the Northside versus Madison. The Northside has significantly fewer residents proportionally with bachelor and graduate degrees. Overall the educational attainment of Northside residents is much lower than for the city of Madison as a whole.

◆The Northside's minority student population is growing even at faster rates than the city of Madison. From 2000 to 2005, the Northside saw jumps at all school levels including high school (34.6% to 41.6%), middle school (37.5% to 53.2%), and elementary school (46.2% to 59%).

◆The Northside has a similar minority percentage as the city of Madison but it is slightly higher (14.1% versus 13.7%).

◆The Northside has a far fewer white collar workers (59.2%) than the city of Madison (72.6%) but has greater numbers of service workers (17.4% to 14.1%) and blue collar workers (23.7% to 13.3%).

◆The Northside has a much higher percentage of owner-occupied housing (61.5% to 47.8%) than the city of Madison and as a

See Editor, page 6

Farewell to our long-time assistant editor Dave Marshall

Dave has worked for the *Northside News* for 10 years, going back to when he and former editor Tim Carlisle were pulling all-nighters to get the paper out to our printer in Black Earth (where they'd finished the layout by hand pasting in the photo and ads), sometimes finishing at two o'clock in the afternoon the next day!

Well, we no longer work all night (just to 3 am on occasion) and have gone digital, but Dave's graphic design sense, good humor, friendship and music collection have made it all more enjoyable nonetheless. Thanks for all your efforts, Dave!

Hopefully, Dave will continue to write for us and keep his name in the paper for years to come.

Letters to the Northside News

Send your thoughts about the Northside and the *Northside News* to: Editor, Northside News, 2702 International Ln, Ste 203, Madison, WI 53704 or <editor@northsidenews.org>

Development threatens marsh

I attended the public hearing at Warner Park regarding the proposed development adjacent to Cherokee Marsh. Those of us who live on the Northside and understand the value of the marsh to our quality of life also understand that the proposed development would damage not only that but seriously threaten the marsh, the Yahara watershed and the lakes.

But this is not a neighborhood issue. The marsh is a recreational and educational resource used by people throughout Dane County for many purposes. It is also an environmentally sensitive area where any sort of housing and road construction could devastate the resource with sediment runoff. This plan is an outdated relic from the 70s inserted into the city's Comprehensive Plan, from which it should be quickly discarded for its thoughtlessness.

This development project disregards

all the research and the many efforts of the county to reduce storm water runoff. It negates all the hard work of individual property owners who take water quality issues seriously and actively implement practices around their homes to reduce runoff. This proposal is a worst practice—defiling a precious natural resource and contributing to existing serious water management problems for an exclusive few. It makes no sense.

Coming up is Yahara Lakes Week, which focuses public attention on our water resources and raises awareness of the importance of the lakes in our quality of life and the ways in which our lives affect the quality of the lakes. Let's ask the city to honor it and admit that a terrible mistake has been made. It's not too late to explore a new direction to preserve the integrity of the Yahara watershed and the Cherokee Marsh.

- Diane Walder, Madison