

Stakeholder Interaction Results

Strategic Planning

January-February, 2026



Overview

This document summarizes results from the following strategic planning stakeholder interaction opportunities:

- Village of Maple Bluff Police Committee meeting; February 3, 2026
- Village of Maple Bluff Parks and Recreation Committee meeting; February 4, 2026
- North Sherman/Sherman Avenue Business Owner Questionnaire; February 2026
- City of Madison Planning and Development Department meeting; February 9, 2026

See separate “results” documentation regarding a February 4, 2026 resident focus group meeting and a November-December community survey.

Police Committee Discussion Results

- Community survey questions seem to suggest that Sherman/North Sherman may be due for improvement/reconstruction soon. Is that correct? (Response: Yes, the street surface is 30+ years old, which is already beyond a typical lifespan for a street of this type. For its stretch, Maple Bluff will need to decide what it wants that street reconstruction to look like. The Village’s Gateway Plan provides some initial ideas.)
- Will Village reach out to Sherman/North Sherman residents before any change to those streets is made? (Response: Yes, before any changes would be decided, those residents would be involved. We want to identify whether it is a Board priority first. Also, we have sked North Sherman/Sherman business owners for input on this and other subjects.)

Parks and Recreation Committee Discussion Results

- High community survey response rate was noted, as was the fact that 73% of respondents were over 50.
- Should work to get more input from younger residents. (Response: Focus group members were selected to include younger residents, among others.)
- Important to have a mix of residents who are and who are not Country Club members involved in planning for the Village’s future.
- Happy to see that people noted the improved parks, recreation, and programming as a reason for indicating that the Village is improving.
- Survey emphasized how much residents value a sense of community and its well-kept nature. This gives the Parks & Recreation Committee ideas on what to continue and what to improve upon.
- Results seem to support beautification efforts, such as working with UW-Landscape Architecture team to enhance parks and beautification of the road islands/medians (with maintenance considerations also in mind).

- Survey suggested some support for Marina improvement—a project already underway.

North Sherman/Sherman Avenue Business Owner Questionnaire

The Village Planner sent an email questionnaire to business and commercial land owners along North Sherman and Sherman Avenues, and received five responses. Following are the questions asked and the responses provided:

1. *Are there any concerns or challenges to doing business or marketing commercial property along North Sherman and Sherman Avenues? Any suggested solutions?*
 - Nothing too concerning here from a Village administration standpoint. The intersection of Roxbury and N. Sherman Avenue needs a stoplight, for safety purposes primarily -- but this would also allow for more business visibility and awareness.
 - We have issues with Madison Metro not being able to drop off our clients at our location.
 - For us, parking, especially during the day and early evening.
 - From my perspective, the biggest challenge along North Sherman is that it often feels like a fast through-corridor instead of a place where people slow down and spend time. Long term, I would love to see the Village focus on slowing traffic and turning the Sherman corridor, especially around the Triangle area, into more of a true downtown for Maple Bluff.
2. *What could Maple Bluff do to improve the success of businesses and organizations operating along North Sherman and Sherman Avenues?*
 - Ultimately a substantial "face lift" for the strip mall with signage upgrades, parking lot upgrades and full repave, some landscaping, a new upgraded pylon sign and surveillance cameras would be a huge win for everyone in Lakewood plaza (and the neighborhood by proximity). Would hope to see the development of some type of "task force" that could possibly access TID money in working with landlord to fund upgrades. Would also be wonderful to invest in an annual holiday lighting/decoration plan down N. Sherman similar to what the city as done with the BID...so maybe it covers a few blocks with additional lighting the Lakewood Plaza. Developing some type of Village business community marketing effort would be very helpful for the businesses. There are obviously lots of residents in the village and it would be excellent if there was a way to reach them for marketing purposes. 7 Day Spa needs to be dealt with...the quality of tenants bring down overall appeal of businesses in the strip mall as well as the adjacent neighborhood.
 - A few more stoplights along North Sherman Ave, and also at least one more spot to cross with a crosswalk light - in the Village of Maple Bluff - to keep traffic and pedestrians safer.
 - Fix the roads and add crosswalks to connect both sides of Madison/Maple Bluff.
 - Work with the City of Madison to help with the Sherman Ave. area by our building. We would love to find solutions to our parking and drop off issues to make our organization easier to access and better for our neighbors.
 - Make sure there is adequate parking.
3. *What opportunities, if any, do you see for Maple Bluff to promote further redevelopment and revitalization along North Sherman and Sherman Avenues?*

- I am not sure the demand but finding ways to attract hotel or residential development in some of the area land between N. Sherman and the Public Market would be a huge win for the business community.
 - I liked seeing the commercial development in the plaza where I have my studio. What never happened, however, was a proper parking study.
 - More businesses in walking distance to our location would be awesome!
 - I honestly think Maple Bluff would benefit from a small, vibrant downtown district similar to what you see in places like Sun Prairie or Stoughton. I know the Bluff is small, but there is a lot of potential here. If the Village could encourage additional retail along with condos or apartments in the Triangle section over time, it would completely change the scene and help Maple Bluff stand out even more on the north side of Madison. Even a small, walkable shopping and gathering area would be a great addition for the community.
4. *What among the following [list provided] should be the Village's priorities for future improvements to North Sherman Avenue, recognizing that some may be competing priorities?*
- Keeping motor vehicle traffic flowing, slowing down traffic, improving pedestrian safety and crossings, aesthetic/image enhancements (e.g., street trees, decorative streetlights).
 - Improving pedestrian safety and crossings, improving bus access, on-street parking if possible, improving bicycle facilities (e.g., better bike lanes).
 - Slowing down traffic, improving pedestrian safety and crossings, aesthetic/image enhancements (e.g., street trees, decorative streetlights).
 - Slowing down traffic, on-street parking if possible.
 - Priorities/comments of another respondent:
 - Keeping motor vehicle traffic flowing: I do not think anyone is going to do anything about flow of car traffic - the trains are the worst culprit and no one can do anything about that. I do not see any acknowledgment of the backups created by the trains.
 - Slowing down traffic: Yes - slow the traffic down. As we work together to do things to make that better, be aware of how many people cross N Sherman at the crosswalks.
 - Working to shift more through traffic to Packers Avenue: One of the big obstacles here is the trains. Often, people simply turn left onto Fordem, and then consequently take N Sherman, because of trains crossing by the (formerly Camelot) apartment complex. I see this often; people change their mind and take the left turn, when clearly they would otherwise take Packers.
 - Improving bicycle facilities (e.g., better bike lanes): I would like to see Kensington become a bike boulevard, designate it and sign it as such, akin to the street on the Isthmus that is one block off of E Washington. Speed bumps are not the way to go - as someone who has been on a bike ride with an elderly friend, those speed bumps compromise balance. Speed bumps are not elderly friendly features. Creating a bike boulevard can be as simple as painting the street and putting up a few signs.

- Improving pedestrian safety and crossings: Crosswalks should be painted bright colors and have reflective paint as well. They need to be highly visible. Everyone needs to be reminded constantly that it is a pedestrian first passage.
- On-street parking if possible: The parking lot in this plaza overflows most evenings between 5-8. Perhaps paint designated street parking spots on Roxbury, clearer signage on Commercial in the block between N Sherman and the railroad tracks noting actual parking spots should be a priority. It is confusing & dangerous when you don't know precisely where one can actually park safely, especially with the cars turning right from Commercial onto N Sherman. I like the signal system that is currently in place at that intersection. Thank you for improving that.
- Improving bus access: I also take the bus a fair amount. I wish there were a more frequent bus along the D route. I have lost clientele because the bus route is not frequent enough on weekends.
- Aesthetic/image enhancements (e.g., street trees, decorative streetlights): Safety comes first with good lighting. But to imitate the lighting, for example, that one sees on Johnson St on the Isthmus is not very useful for drivers to be able to see clearly on a rainy evening, or at most times of the year with the angle of the sun etc. The overhead street lights that are in place seem to me to be very useful and effective.

5. *If you care to review the Gateway Streetscape Redesign Concept (Map 3) from the 2017 Gateway Plan and share your reactions, we'd love to hear them. (This is a 9-year-old draft that we anticipate revisiting later this year with more community input.)*

- Conceptually I agree with the goals and intent within the Gateway Plan. As a business owner, my chief concern would always be the possibility of having to close our businesses (even temporarily) in order for any large projects (or redevelopment) within Lakewood Plaza to occur.
- Those of us who live on N Sherman refer to that middle lane as a "suicide lane." I abort a left turn into my North Sherman driveway when driving northbound at least once every month. People use that as a passing lane. I can also sit at the end of my driveway for 5 minutes if the flow of traffic is "just right" (i.e. very bad). I do believe that there really is no solution regarding what to do about these crazy reckless drivers more so than what is being done. The Maple Bluff Police currently do an effective job at curbing speeders. A stoplight at Oxford and N Sherman is necessary ASAP. It is true that there will be more moderate and lower income housing opening up very, very soon in the vicinity. As such, there will be greater demand for the bus system along North Sherman. Also, the increase of traffic on Commercial Ave will make turning from N Sherman trickier. I would love to see the Amtrak transit train line open up in this area as well. How is that factor being incorporated into this conversation, given the fact that it does not seem likely that a decision in that regard will be made in the timeline you provide for this plan?
- I would be in favor of making the block between the railroad tracks and North Commercial Avenue feel more like Monroe Street. We don't have nearly the business capacity of Monroe Street. I'm reluctant to add this caveat because, as a resident on North Sherman, it's already borderline too expensive to live here and I don't want to have to pay for sidewalk upgrades or changes to my driveway. That said, it takes

forever to back out of my driveway and adding stoplights, pedestrian crosswalk lights at more intervals, and making the sidewalks visible would make the area safer—that's my main goal. I have no less than a dozen youth students who walk or bike to lessons and cross North Sherman Avenue on a weekly basis. Their safety is my first priority in considering all of these questions.

- I think this would be a wonderful update to N. Sherman. The parking lot by Bear and Bottle is always packed because of the three really popular eating spots. Having more or more efficient parking spaces would be great.

City of Madison Planning and Development Department Meeting Results

- Significant time was spent reviewing and refining information that appears in the “Relationships” and “Transportation and Utilities” chapter of the [Current Conditions and Trends Report](#).
- The former Oscar Meyer site is being redeveloped to a higher density because it falls at the intersection of City priorities for more (and more affordable) housing, focusing development along high-capacity transit routes, and redeveloping underutilized land. It is entirely possible that “some thousands” more housing units could develop in that area per the City’s plans and already in-place zoning.
- City plans and redevelopments promote use of transit and an enhanced local road network, such as the new Huxley Drive in the Huxley Yards development.
- For through vehicular traffic, Packers Avenue is a priority over North Sherman Avenue, which serves as more of a local collector street. Likely resulting from prior conversations with the Village, the City’s capital improvement program suggests repaving of North Sherman Avenue between Fordem and Oxford in the year 2030.
- The City intends to begin update to its North Area Plan (generally north of Highway 30/Aberg Avenue) in 2026, and its Near East Area Plan (generally south of 30/Aberg) in 2028. These area plans will provide significant stakeholder input opportunities (including with the Village), and will prompt adjustments to the neighborhood plans that exist today. The City is shifting focus to broader area plans to enable plan updates on a more frequent schedule.
- Pending stakeholder input, probable priorities for the North and Near East Area Plan updates include redevelopment around pending North-South Bus Rapid Transit stations, more walkable commercial districts (e.g., North Towne Center), pedestrian safety, Airport interactions, and mitigating housing cost increases.