

Economic Development

The neighborhood contains a mix of businesses, which are primarily located in two areas along University Avenue. The first is assembled around the intersection with Whitney Way, while the second is clustered around Norman Way. Figure 3.1 on page 34 graphically depicts these areas. This neighborhood has an aging, but active workforce.

Workforce

The Spring Harbor neighborhood supplies the City and region with highly educated workers. There are just over 2,200 neighborhood residents active in the workforce. Most neighborhood residents are not currently enrolled in school, and those residents that are in school are completing their K-12 education. However, almost 65% of neighborhood residents (25 years or older) have a degree beyond a high school diploma, compared to 55% of the same age population in the City of Madison. Nearly 30% of neighborhood residents have an advanced college degree.

Table 2.6 Educational Attainment for Population age 25+

	Spring Harbor Neighborhood	City of Madison
Total:	1,996	126,804
High School or Less	5.2%	7.6%
High school graduate (includes equivalency)	10.3%	18.1%
Some College	20.4%	18.5%
Associate degree	7.8%	7.7%
Bachelor's degree	26.8%	27.3%
Advanced Degree	29.5%	20.9%

Source: U.S. Census 2000

Table 2.7 Median Income

	Spring Harbor Neighborhood	City of Madison
Median household income in 1999	\$48,000	\$41,941
Median family income in 1999	\$66,638	\$59,840
Per capita income in 1999	\$33,285	\$23,498

Source: U.S. Census 2000

Employment

This highly educated workforce is employed at high rates. While almost 30% of adults over the age of 25 are not in the labor force (who are currently not seeking for employment), and of those who are, only 1.5% are unemployed. In the City of Madison, about the same percentage of residents are not in the labor force, but 3.4% of residents are unemployed. Both are positive numbers for the neighborhood, as this means the vast majority of residents are actively working.

Residents are employed in the private, public and non-profit sectors. The private sector is the largest employer for neighborhood residents, with nearly 60% of residents employed in that sector of the job market. The government employs 30% of the residents, and almost 9% of the population is employed by a non-profit agency. Table 2.8 details employment by occupation for both Spring Harbor and the City of Madison, overall.

Table 2.8 Occupation (16+)

	Spring Harbor Neighborhood	City of Madison
Total:	1,533	121,828
Construction	3.1%	3.0%
Manufacturing	8.5%	8.4%
Wholesale trade	1.3%	2.0%
Retail trade	6.9%	11.0%
Transportation and warehousing, and utilities	0.5%	2.9%
Information	1.9%	3.5%
Finance, insurance, real estate and rental and leasing	8.1%	8.0%
Professional, scientific, management, administrative, and waste management services	13.6%	10.4%
Educational, health and social services	38.9%	30.0%
Arts, entertainment, recreation, accommodation and food services	5.0%	9.1%
Other services (except public administration)	5.5%	4.6%
Public administration	6.5%	6.6%

Source: U.S. Census 2000

Income

The income of neighborhood residents tends to match the high educational attainment, high employment rates, and high housing costs found within the neighborhood. The median per capita income in the neighborhood is \$33,285 annually, while the household median income is \$48,000. 80% of the neighborhood receives their income from wages or salary, while 20% of residents draw their income from retirement savings.

Neighborhood Commercial Nodes

While the majority of the neighborhood is residential, there are two major commercial nodes that contribute to the success of the neighborhood's economy. These two nodes are located along University Avenue, with the first being a neighborhood gateway at Whitney Way, and the second creating the core of the neighborhood between Norman Way and Capital Avenue. Between these two nodes there are nearly 30 businesses. There is a third node located on the northwestern border of the neighborhood. It consists of offices, retail, and institutional uses.



FIGURE 2.16 *Neighborhood Commercial on University Avenue at Norman Way*



FIGURE 2.17 *University Place at University Avenue and Whitney Way*



FIGURE 2.18 *Cress Funeral Home on University Avenue*



FIGURE 2.19 *The Erdman Holdings Campus Old Middleton Road and Whitney Way*



FIGURE 2.20 *Good-n-Loud Music on University Avenue*



FIGURE 2.21 *Brennan's Market at University Avenue and Capital Avenue*

Natural Resources

The Spring Harbor neighborhood has access to three major natural resources within its boundaries. The first, and most well known is Lake Mendota. The second and third, while less known and are equally important, they are Merrill Springs and Kettle Pond.

Lake Mendota is the largest lake in the City of Madison and Dane County at 9,740 acres and 83 feet deep. There are 21 miles of shoreline in the neighborhood. There are nine (9) public points of access for residents in the neighborhood. Seven (7) of the access points are lake courts, or street ends. These courts are designated as public access points, but not all are well maintained for public use. The neighborhood has two additional access points; they are Spring Harbor Beach and the Spring Harbor, which is equipped with a boat launch and a dock. The beach has a lifeguard on duty from June through August.

Merrill Springs is a unique feature to the neighborhood because of its proximity to the lakeshore. There were once many springs throughout the neighborhood, but because of ground water pumping, the majority of the springs have been drained. Merrill Springs Park still has a marker and a

man-made stone ring formed around the historic location of the springs. Kettle Pond, located between Norman Way and Temkin Avenue on the southern boundary of the neighborhood, is the result of glacial movement more than 10,000 years ago. The 8-acre Kettle Park is a forest surrounding a small pond. This park is one of the City's 14 conservation parks that seek to preserve the natural aesthetics and habitat of the area. Currently, the neighborhood is working to restore the oak savannah environment.



FIGURE 2.22 *Spring Harbor and Lake Mendota*



FIGURE 2.23 *Merrill Spring and Park*



FIGURE 2.24 *Kettle Pond Conservation Park*

Parks and Open Space

There are seven public parks in the Spring Harbor neighborhood, and eight more within a mile of its borders. The seven parks contribute a large amount of open and recreational space for the residents. The two traditional parks in the neighborhood are Indian Hills Park and Spring Harbor Park. The former is 2.4 acres while the later is 7.4 acres. These parks provide playground equipment and open space for team sports. Spring Harbor Park is centrally located for access by all residents. It provides somewhat of a civic neighborhood campus with Spring Harbor Middle School and Spring Harbor Boat Launch across the street.

The other parks in the neighborhood are small green spaces that dot the neighborhood landscape and enhance the existing characteristics of the neighborhood. These parks (from north to south) include: Camelot Open Space, the Greenway, Spring Harbor Beach and

Boat Launch Parking, Spring Harbor Beach, and the Spring Harbor Boat Launch. The majority of the active park space is located on the northern side of University Avenue with Kettle Pond and half of the Greenway being the two resources south of University Avenue.



FIGURE 2.25 *Spring Harbor Park*



FIGURE 2.26 *Indian Hills Park*



FIGURE 2.27 *Spring Harbor Middle School Grounds*

Historic and Cultural Resources

There are important historical resources within the boundaries of Spring Harbor. These resources significantly contribute to the neighborhood and City. Historic Madison, Inc. has designated four (4) sites in the neighborhood as historically significant to both the neighborhood and the City. These sites include two areas containing Native American Effigy Mounds, the Hickory Hill House, and the John R. Commons House.

The Native American Effigy Mound sites date to 800-1100 AD, while the homes and estates in the neighborhood date as far back as 1842 to as early as 1922. The diversity of such resources recognizes the history of this land and of past cultures.



FIGURE 2.28 Hickory Hill House (1842) built by John G. Hicks. Presently (2006) owned by Daniel W. Erdman.



FIGURE 2.29 *Historic Photo of Lake Mendota Drive* (Source: UW-Madison Digital Library)

Community Facilities

The Spring Harbor Middle School is the neighborhood's main community facility and focal point. In addition to the school, the community has one child care center and one center of worship within the neighborhood boundaries as well as a second church close by.

Spring Harbor Middle School was originally opened in 1960 as an elementary school. The school was closed due to declining enrollment in 1980, but was reopened in 1996 as a magnet middle school. The school has a focus on environmental science. Interested students apply and are selected by a lottery drawing for entrance in 6th grade. The school today has an enrollment of 240 students in three grades (6, 7, and 8).

The building and school grounds are located at the center of the neighborhood and are a part of the civic neighborhood campus consisting of the school, Spring Harbor Park, and the Harbor. This natural grouping of activities is a major asset for the neighborhood and is an important resource as a neighborhood focal point.



FIGURE 2.30 Dale Heights Presbyterian Church



FIGURE 2.31 Spring Harbor Middle School



FIGURE 2.32 Spring Harbor Middle School Grounds

Utilities

Spring Harbor is well served by the full array of local and regional utilities.

The neighborhood is served by the Madison Metropolitan Sewer District for the public wastewater system. There are two wastewater pumping stations within the neighborhood. The first, owned by Madison Metropolitan Sewer District, is located next to Indian Hills Park. The second, owned by the City of Madison, is located on Lake Mendota Drive at the Village of Shorewood Hills boundary. The neighborhood currently has a water well site that is servicing the neighborhood and beyond, which is also operated by the City of Madison.

The neighborhood has many natural drainage systems because of its topography, green space, and lake access. This City has created and encouraged the Greenway in the neighborhood to be used as an existing drainage greenway. In addition to the Greenway, Kettle Pond is also used as an existing drainage facility.

MG&E provides electricity to the neighborhood and operates a power station next to Spring Harbor Middle School. The vast majority of power lines in the neighborhood are above ground and are of concern to neighborhood residents. From both a safety perspective as well as an aesthetic one, the overhead power lines are undesirable in the neighborhood.



FIGURE 2.33 *Utility Lines along University Avenue*



FIGURE 2.34 *MG&E Power Station on Spring Harbor Drive*



FIGURE 2.35 *Utility Lines along Lake Mendota Drive*

Intergovernmental Cooperation

The neighborhood is uniquely situated within the City of Madison, in that it shares or nearly shares borders with the City of Middleton and the Village of Shorewood Hills. The City of Middleton is within two blocks of the neighborhood and therefore development decisions that are made either in the neighborhood or in Middleton will affect one another. The same situation exists with the Village of Shorewood Hills whose western boundary is the neighborhood's eastern boundary. In addition to the two adjacent municipalities, one of this neighborhood's great assets is Lake Mendota. Therefore, any lake project that the City or the neighborhood undertakes must be approved by the other municipalities bordering the lake.

University Avenue is the main corridor that runs through the middle of the Spring Harbor neighborhood. This road has joint jurisdiction as it is a Dane County Highway, but is maintained and patrolled by the City of Madison. Reconstruction efforts of the road would need to include both the City and the County.



FIGURE 2.36 Spring Harbor Neighborhood will need to coordinate with the City of Madison, including the Parks Department for implementation



FIGURE 2.37 The City of Middleton is directly to the north and west of Spring Harbor Neighborhood



FIGURE 2.38 The Village of Shorewood Hills is adjacent to Spring Harbor Neighborhood

University Avenue Corridor

University Avenue presents unique issues and opportunities for the neighborhood. The street, which is also referred to as Dane County Highway MS, US Highway 12, and University Avenue, is primarily a four (4) lane arterial road with a center turn lane along most of its length. It expands to six (6) lanes just east of the neighborhood. This highway connects Illinois and Minnesota thru Dane County.

Currently, the land uses change significantly along University Avenue throughout the neighborhood. On the eastern edge of the neighborhood it is a larger commercial node for the neighborhood, with commercial and office uses lining the southern side of the street. The northern half is open space. In the middle of the neighborhood, the land uses form the neighborhood commercial node with commercial uses on both sides of University Avenue. The commercial buildings that line the street are typically set back far enough from the street to place a parking lot between the street and the building. This distance disconnects the street from the buildings and makes the stores appear further apart than they are.

The western section of the road within the neighborhood, University Avenue is predominately residential with both single family and multi-unit structures facing the street. This ever evolving street front requires sensitive planning and careful guidelines for future use.

As a transportation arterial, the street is multi-modal; however, it is so at infrequent points. The street has a dedicated bicycle path along approximately two-thirds its length in the neighborhood. This path is an off street bicycle path for bicyclists and pedestrian use only. The remainder of the street has sidewalks on one side of the street.

There are three Madison Metro Routes on the street connecting the neighborhood to Middleton, Shorewood, and the rest of the Madison metropolitan area. Vehicle usage on this street is heavy. The busiest section of the street is between Whitney Way and Capital Avenue where 36,450 cars travel daily. The remaining stretch of the street sees only 1,000 fewer cars per day.

The street acts as both a backbone for the neighborhood, providing commercial services and transportation connections, and as a barrier, as the lack of bicycle and pedestrian services make accessing

half of the neighborhood quite difficult. It is with all this in mind that the following goals and recommendations were set forth.



FIGURE 2.39 *University Avenue today*