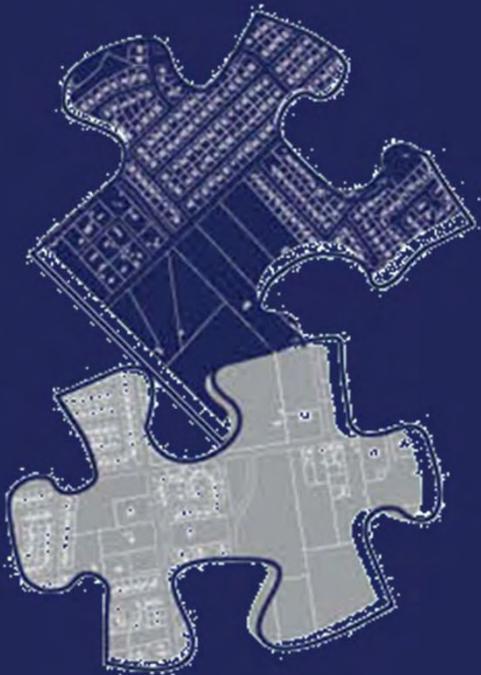


Madison Growth Plan

Public Kickoff Meeting

Thursday – 04 November 2010

6:30 p.m.



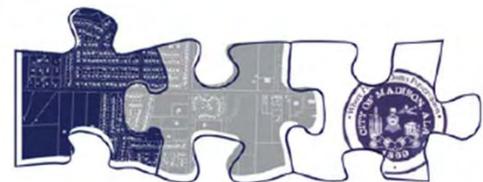
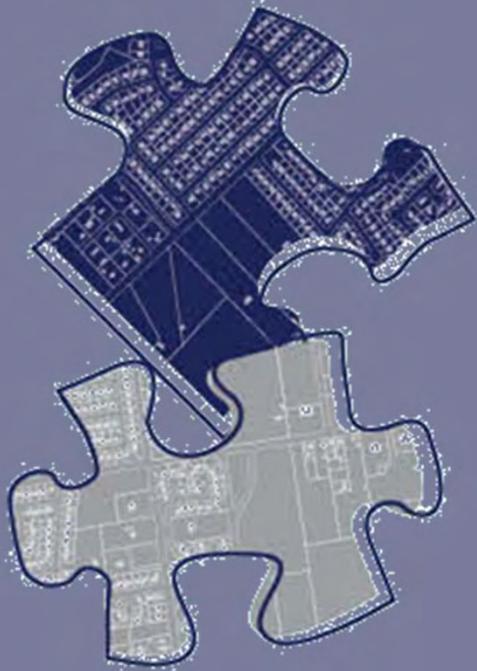
Tonight's Agenda

Welcome & Introductions

Process & Existing Conditions

Community Planning Exercises

Next Steps



Madison Growth Plan
CITY OF MADISON, ALABAMA

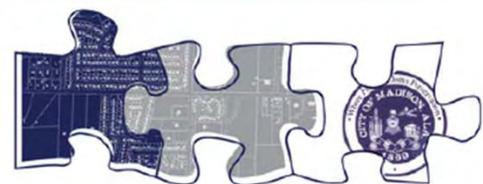
What is the “Madison Growth Plan”?

Why we plan

What a Growth Plan looks like

What a Growth Plan can do

Why YOU should get involved



Madison Growth Plan
CITY OF MADISON, ALABAMA

Welcome & Introductions

Urban Collage, Inc.
Planning & Urban Design

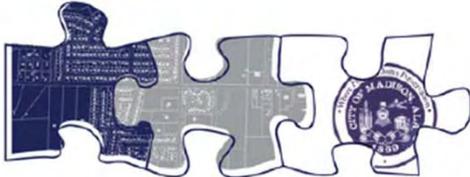
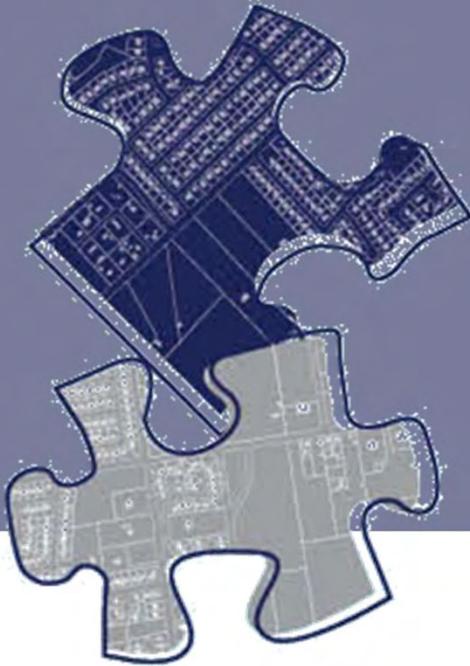
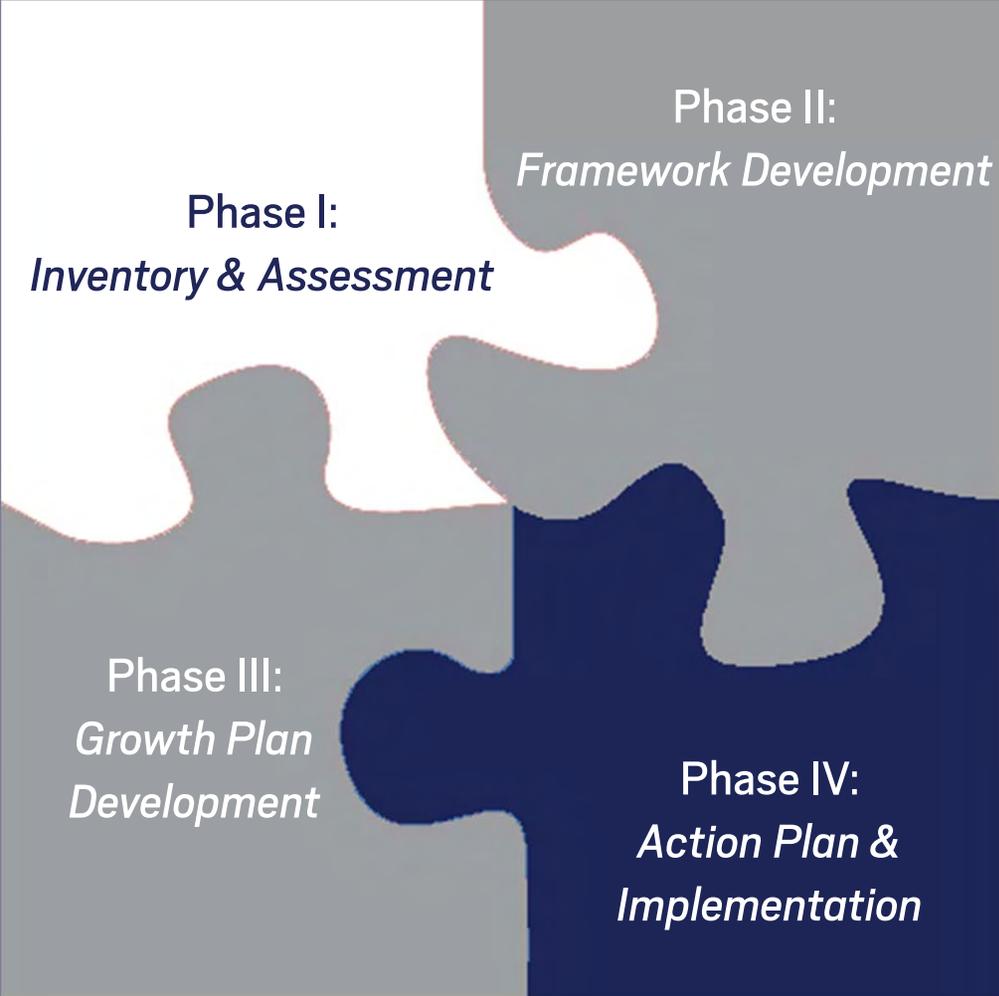
Market + Main
Economic Development

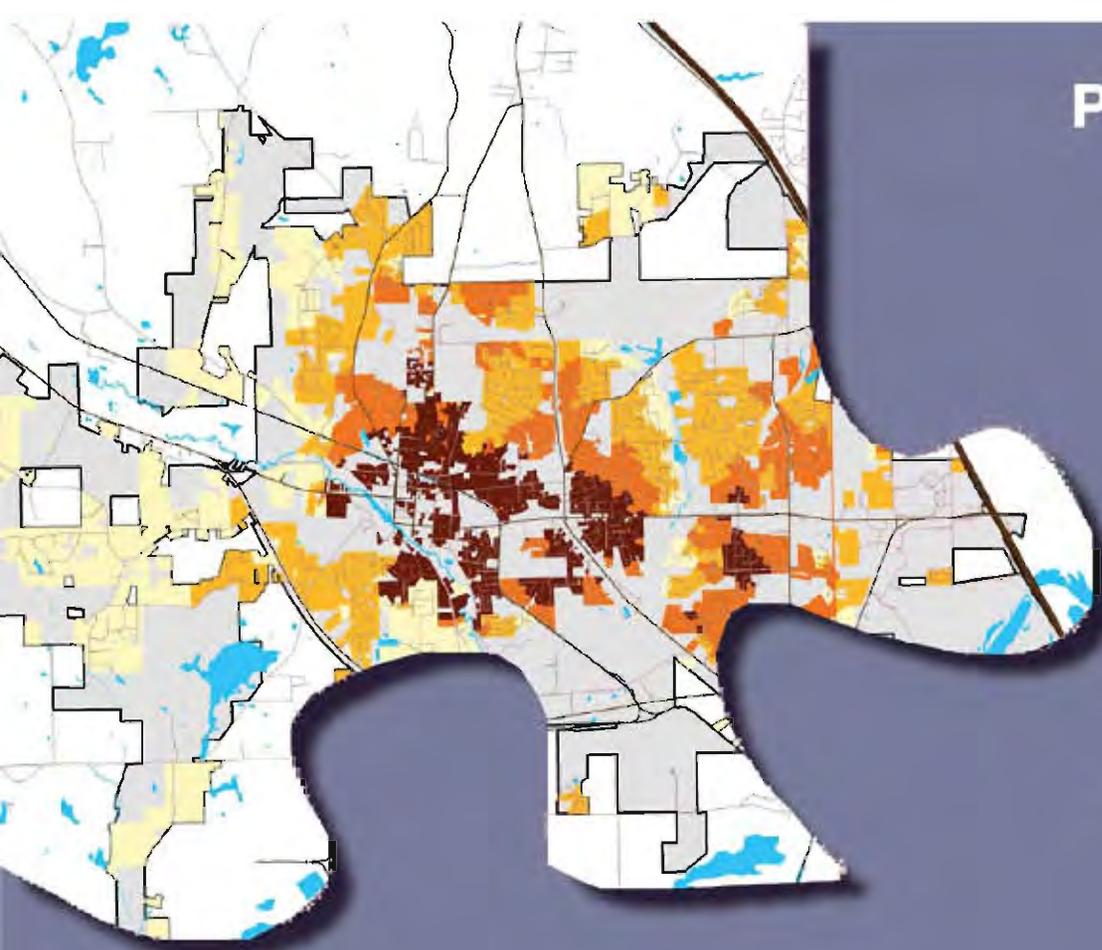
Sain Associates
Mobility & Connectivity



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Project Approach





Phase I: Inventory & Assessment

September/October 2010

Organize Stakeholder Input

Core Team
KDA Advisory Teams
Public Meetings
Web Portal

Compile Existing Conditions Data

Conduct Preliminary Meetings

Core Team
KDA Advisory Teams



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CITY OF MADISON, ALABAMA

Phase II: Framework Development

November/December 2010

Conduct Public Kickoff

Review and Validate KDAs

Compile Framework Plan

Community Objectives

Market Assessment

Land Use Plan

Connectivity Plan



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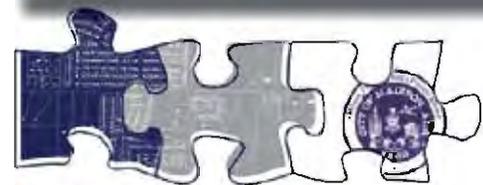
Phase III: Growth Plan Development

January/February 2011

Conduct KDA Charrette

Collect Additional Stakeholder Input

Develop Draft Master Plans



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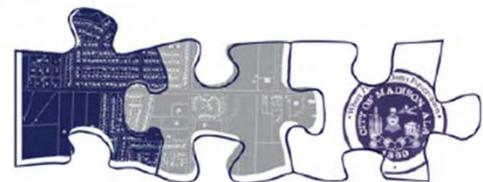
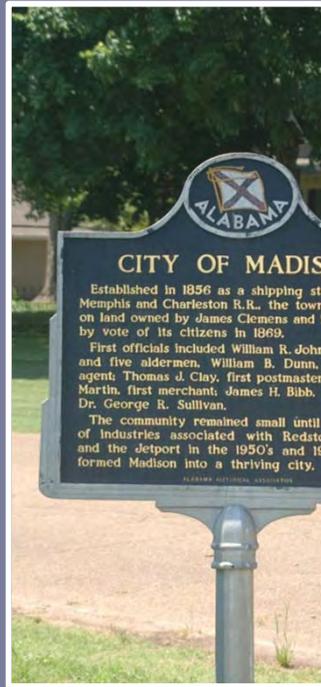
Existing Conditions

Historical

Physical

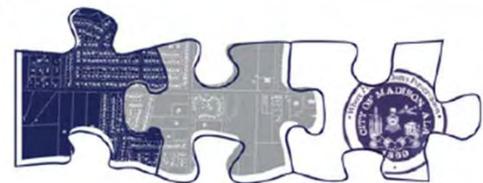
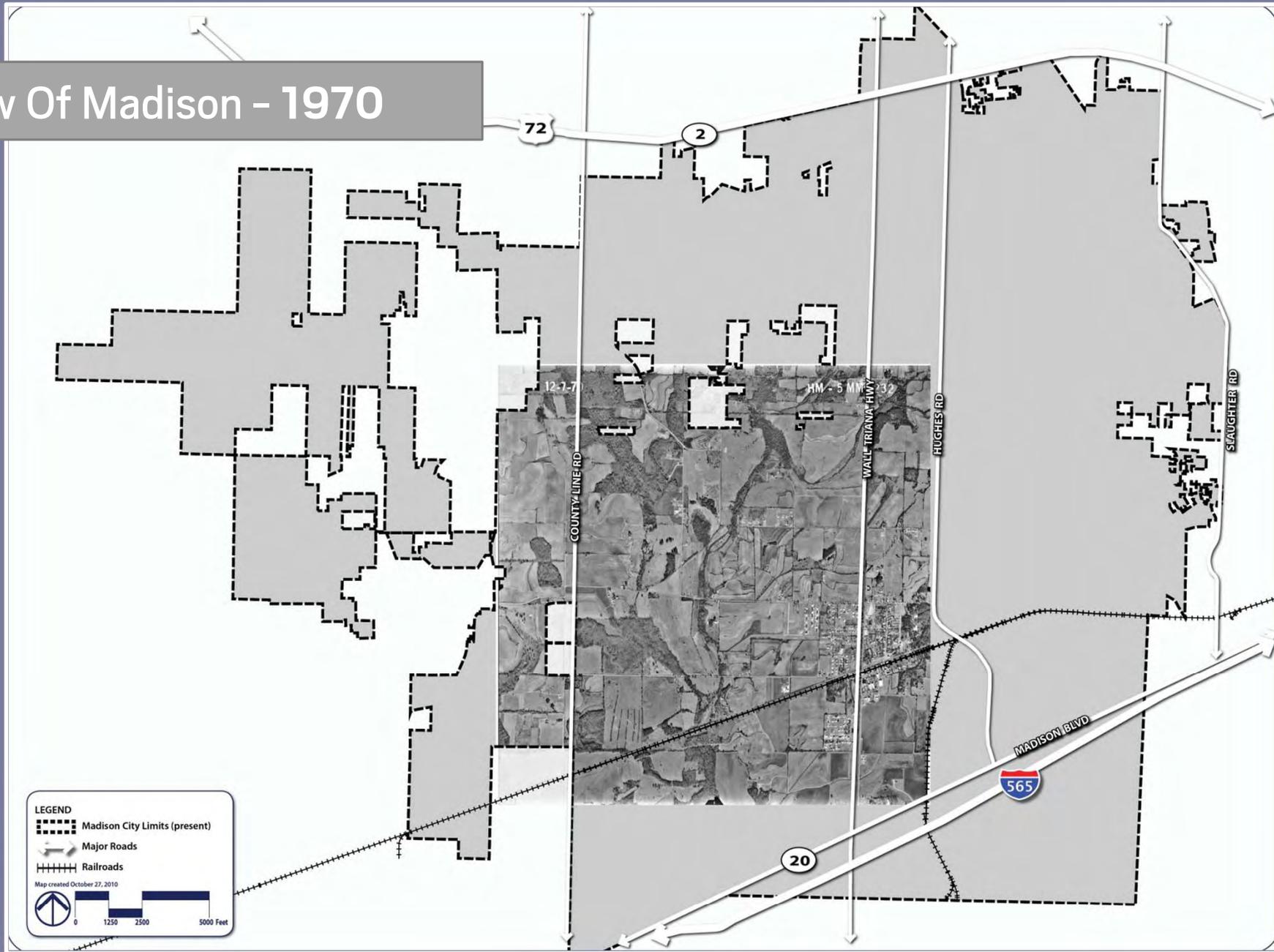
Transportation

Market



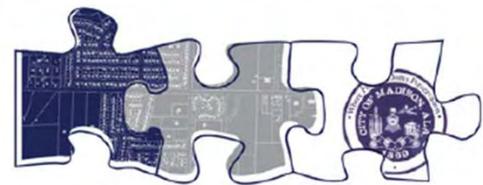
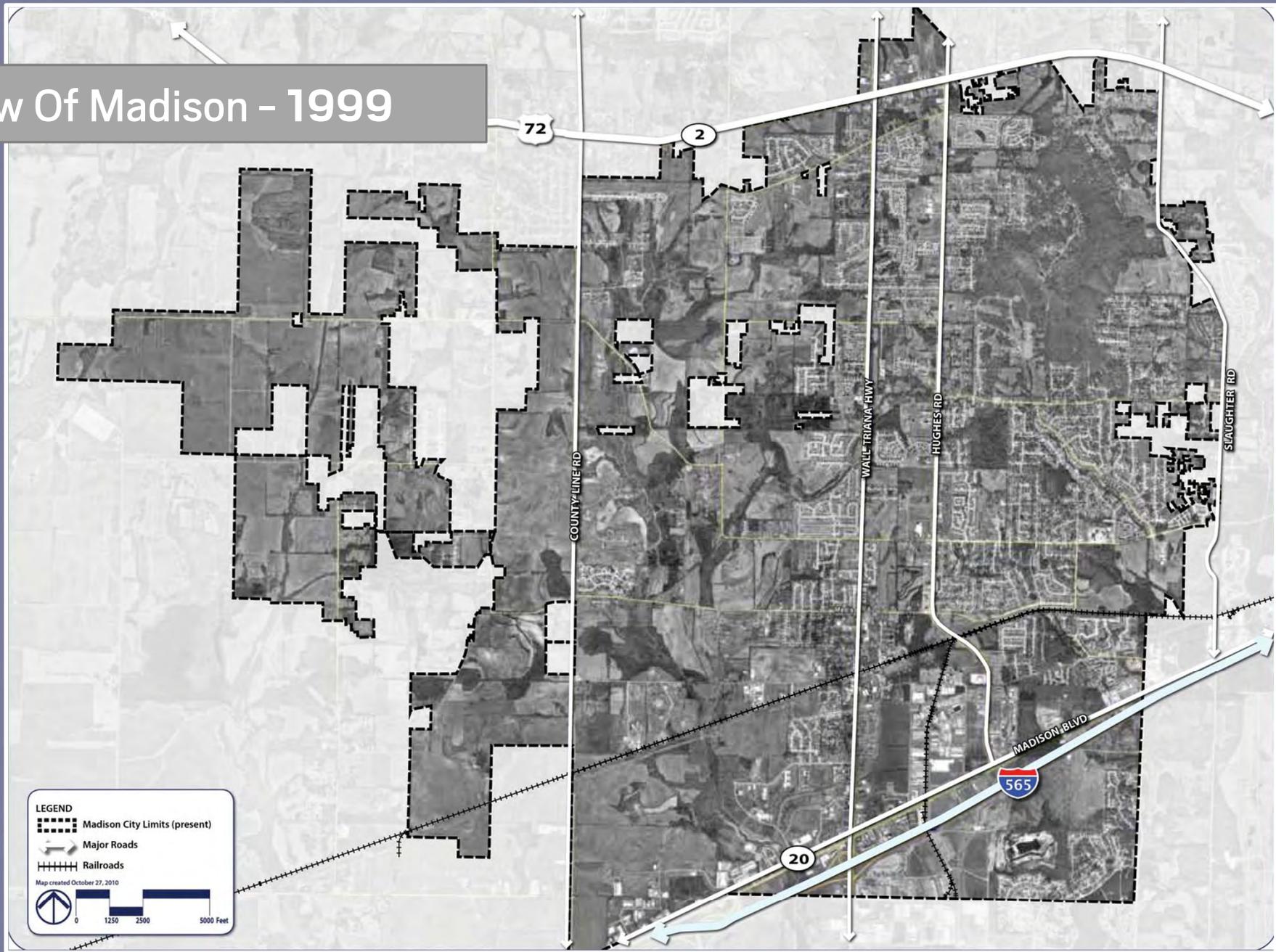
Madison Growth Plan
CITY OF MADISON, ALABAMA

Aerial View Of Madison - 1970

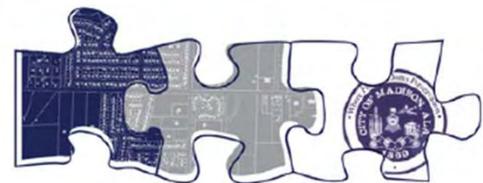
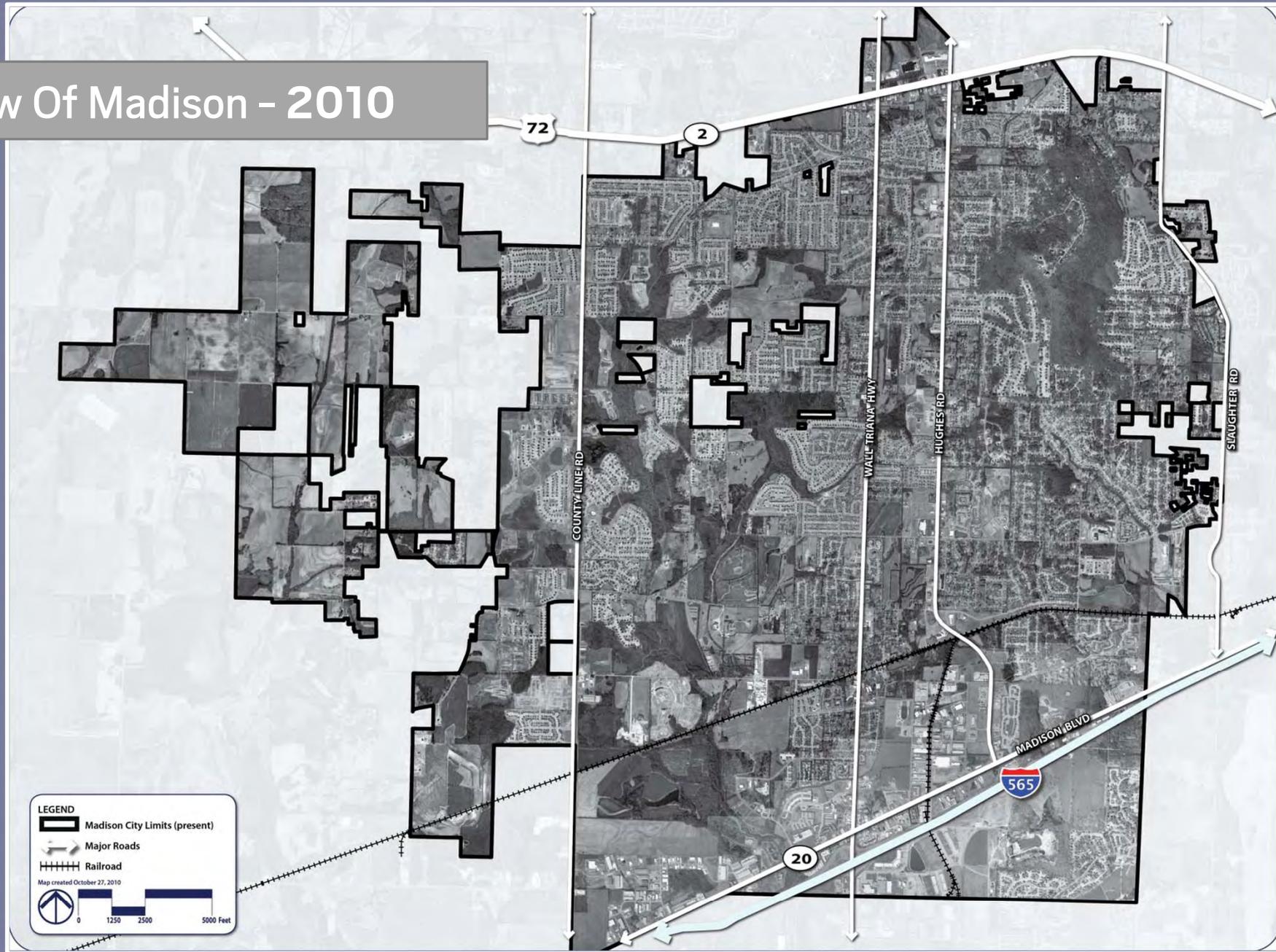


Madison Growth Plan
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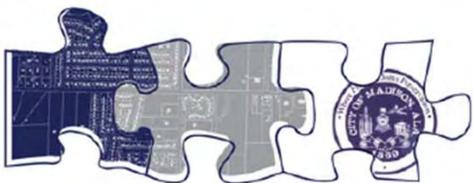
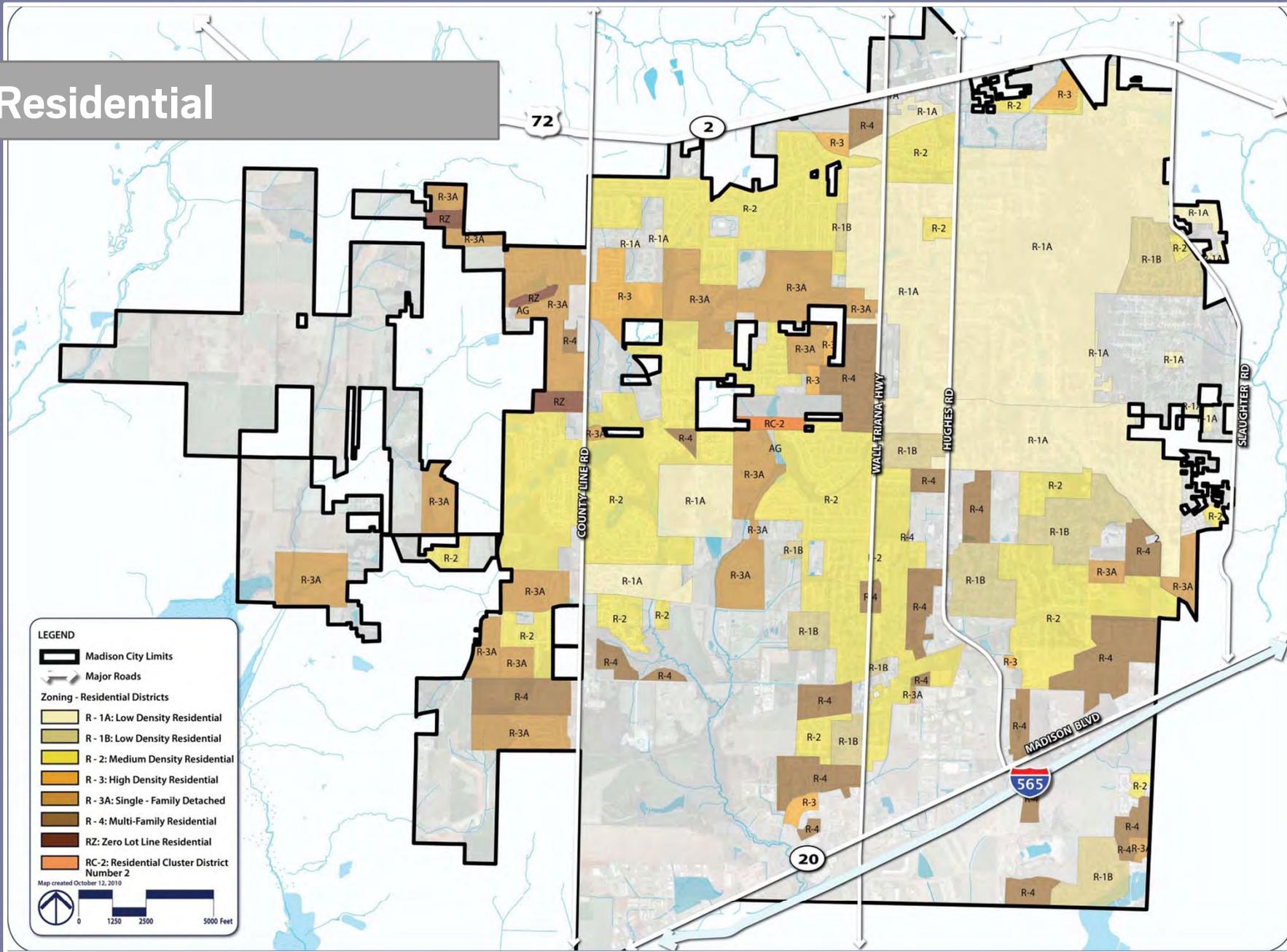
Aerial View Of Madison - 1999



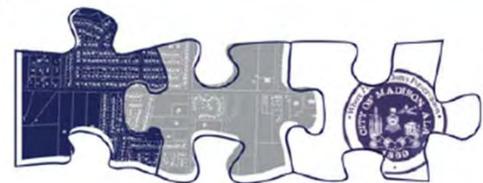
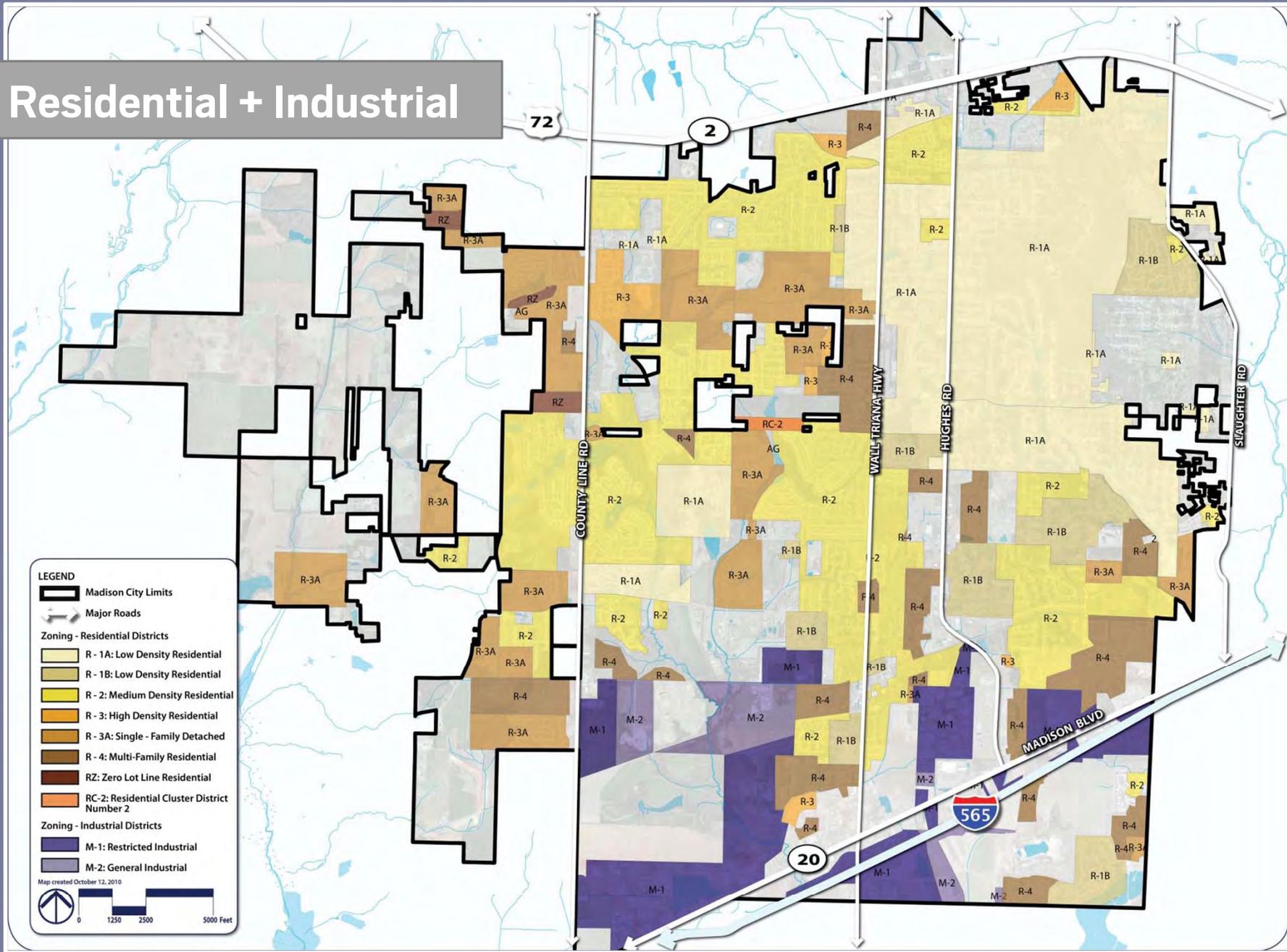
Aerial View Of Madison - 2010



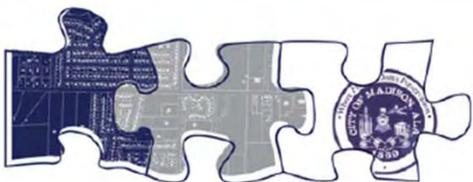
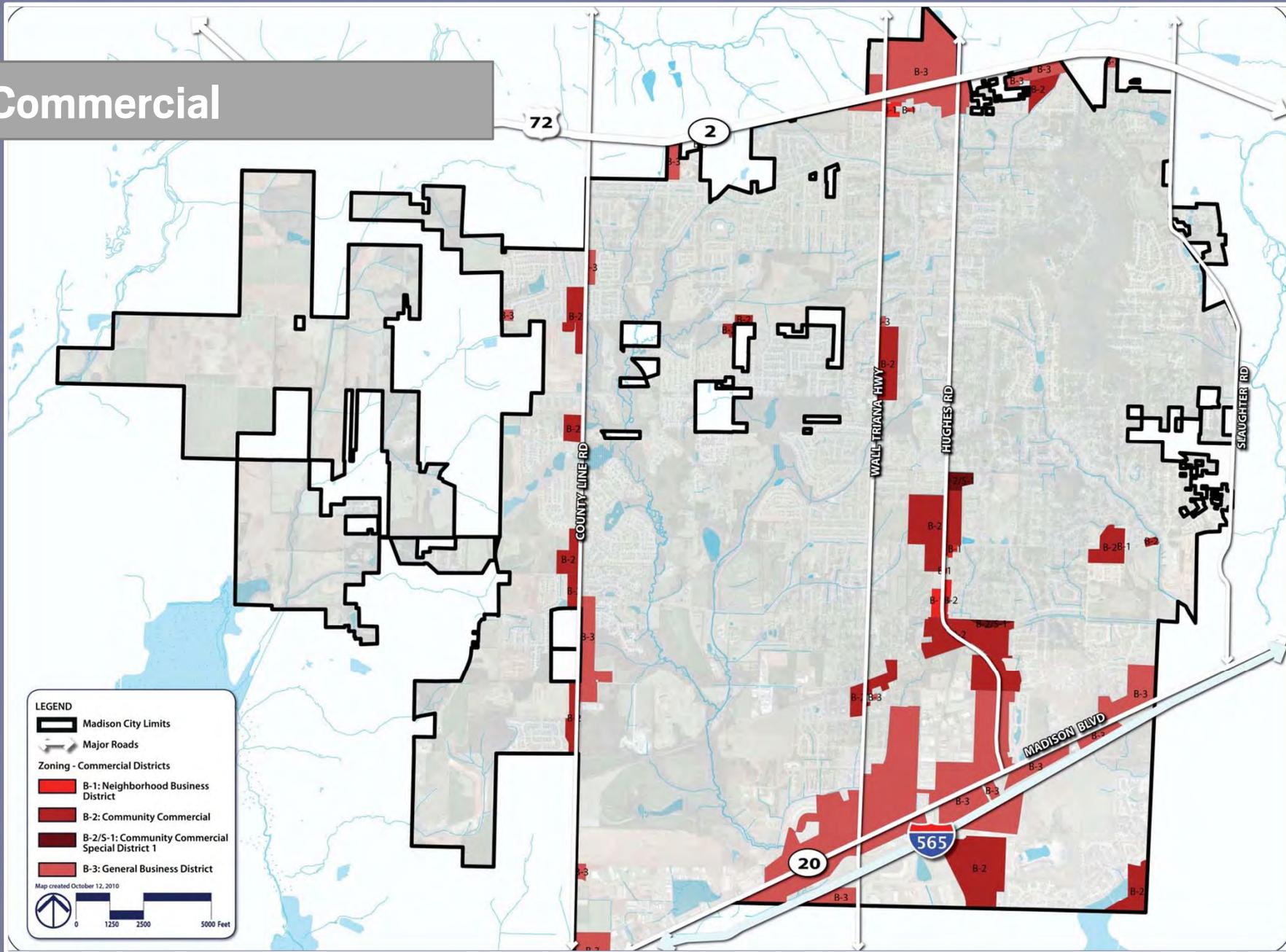
Zoning - Residential



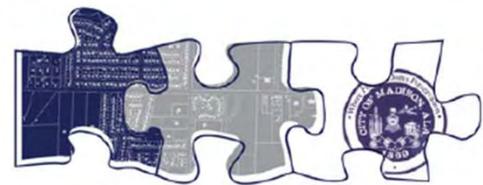
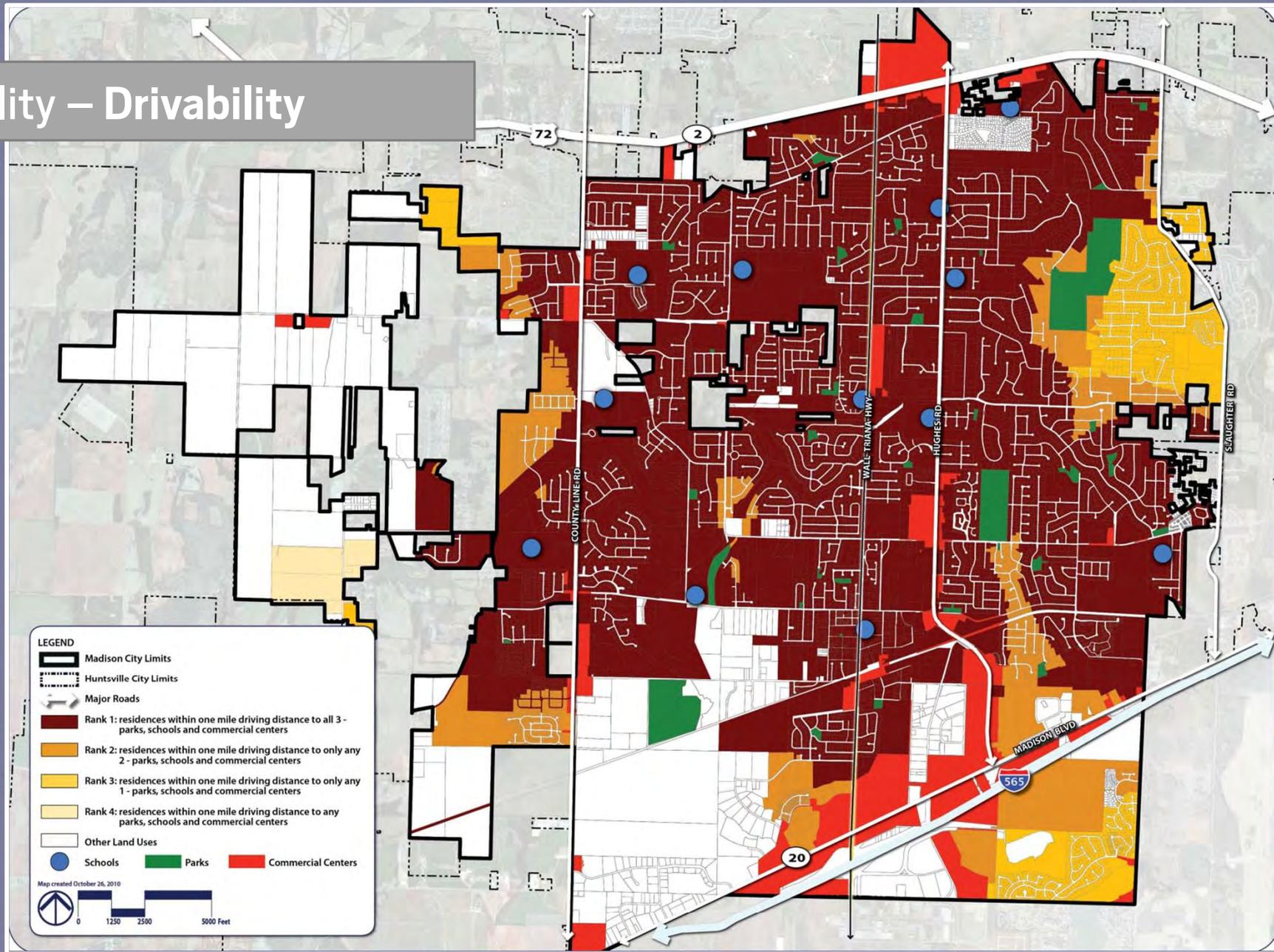
Zoning – Residential + Industrial



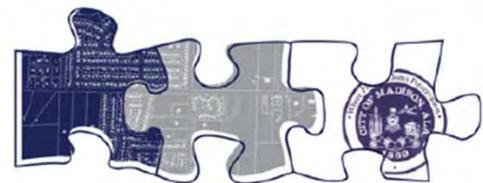
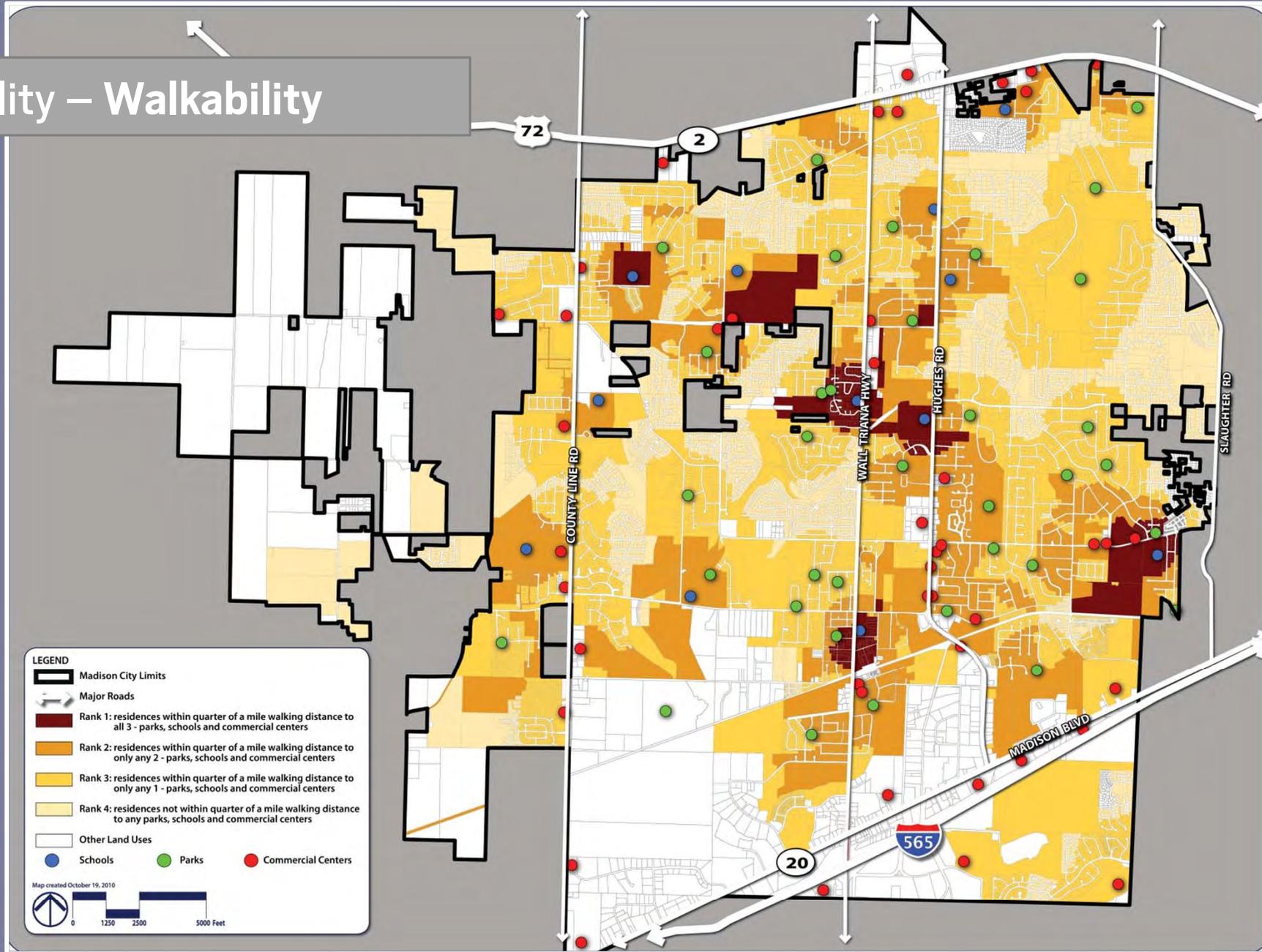
Zoning - Commercial



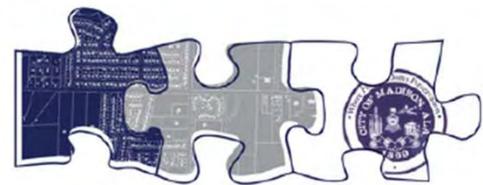
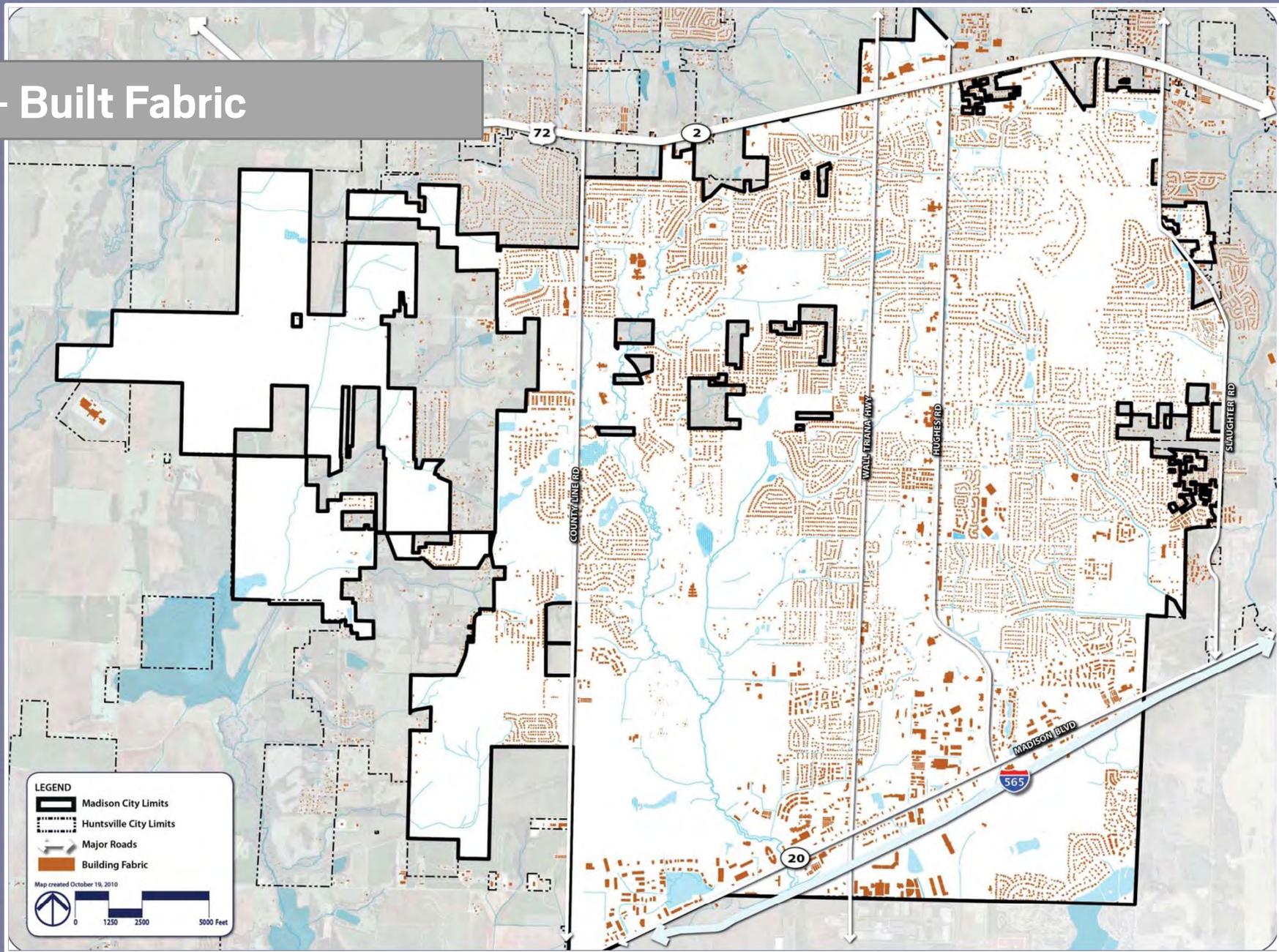
Sustainability – Drivability



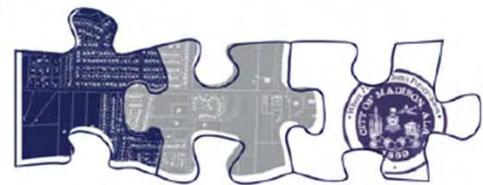
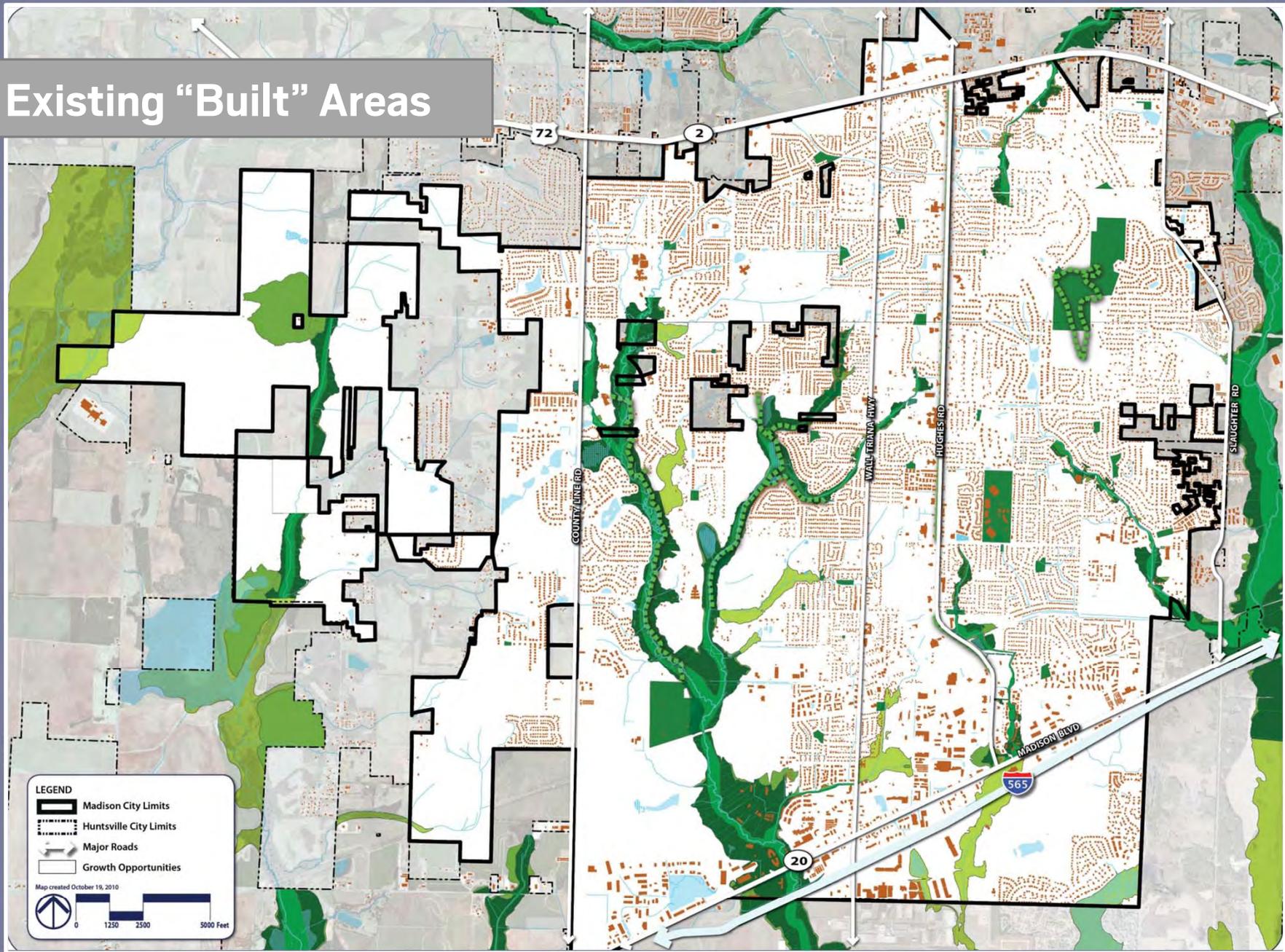
Sustainability – Walkability



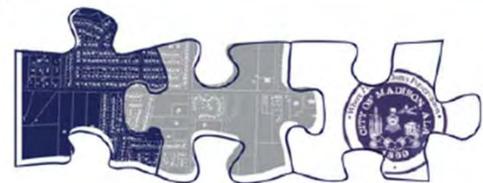
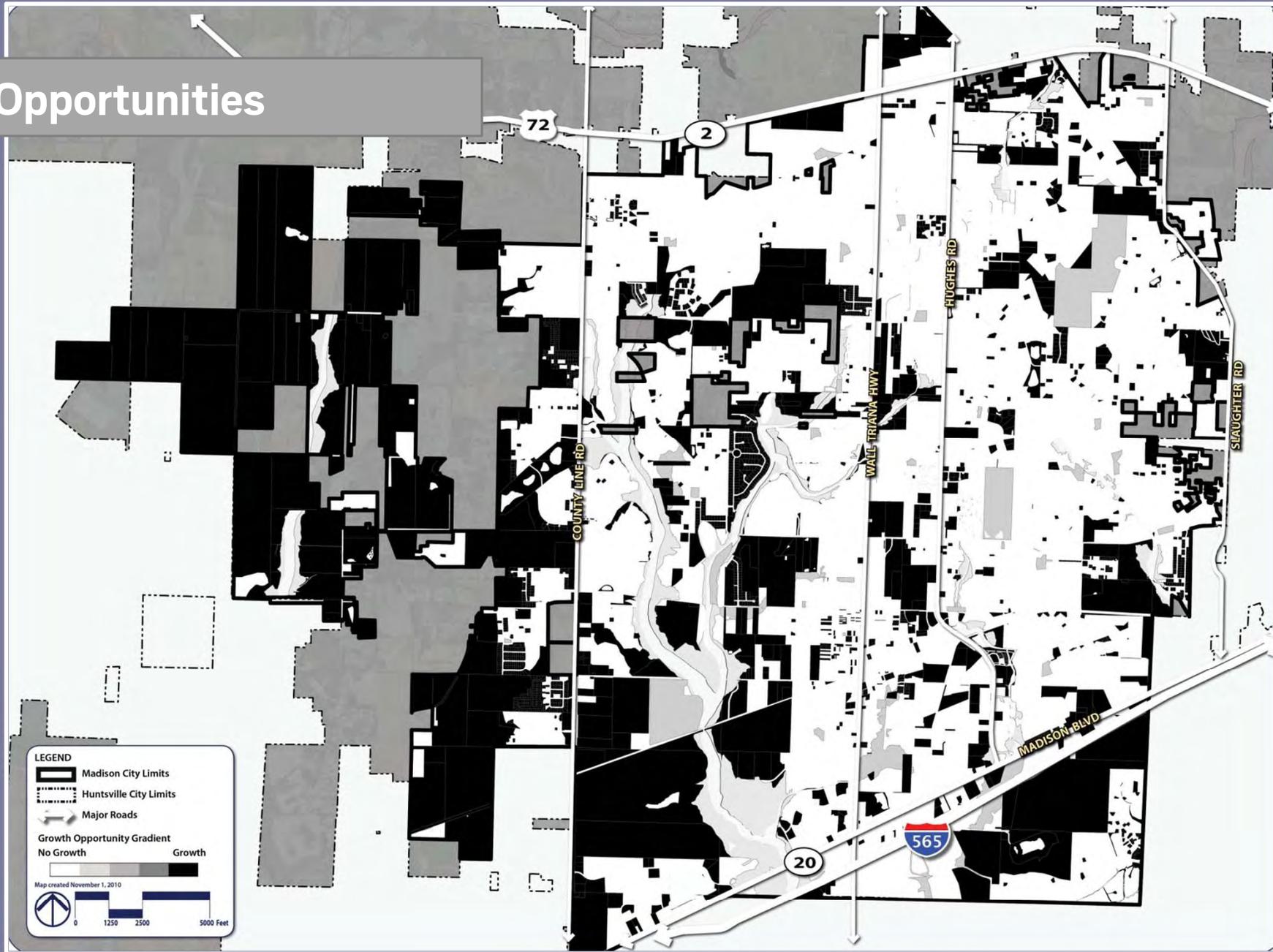
Features – Built Fabric



Growth – Existing “Built” Areas



Growth – Opportunities



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Transportation – Arterial Network

Good north/south system and spacing

Limited east/west system

- Capacity
- Connectivity

Very limited network in the western area

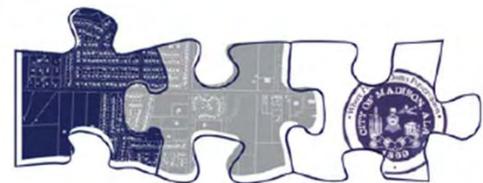
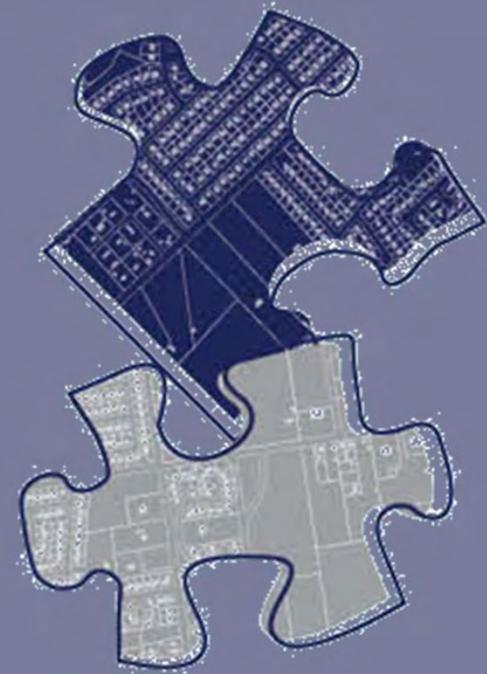
Capacity-deficient roads concentrated in eastern area

Capital projects underway

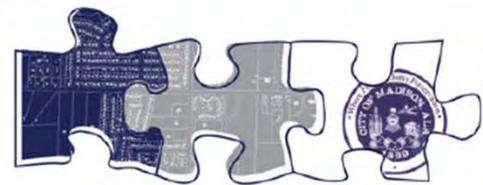
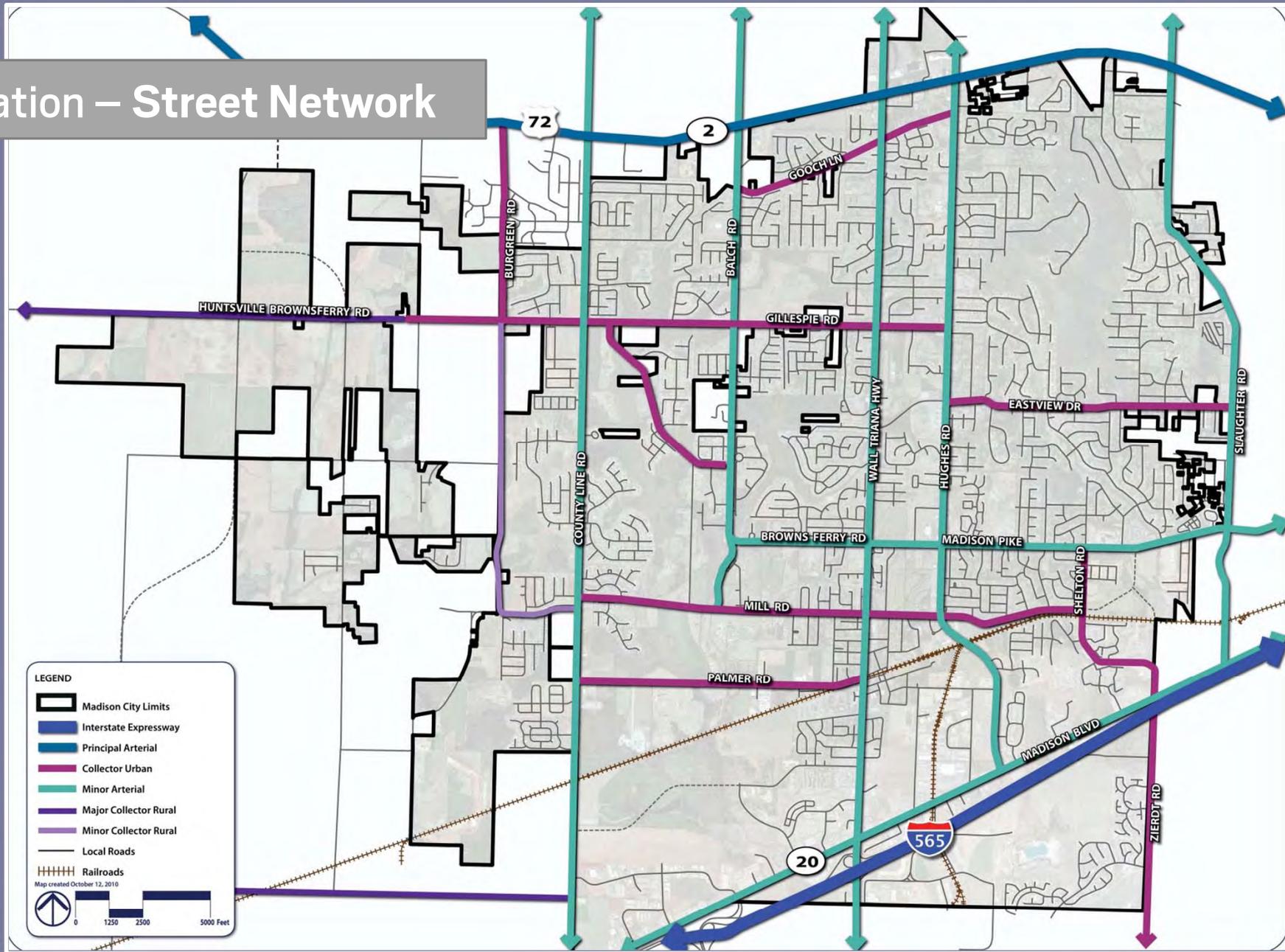
- Hughes Road
- Wall Triana Highway
- US 72 intersections
- Zierdt Road

Need additional capital improvement projects

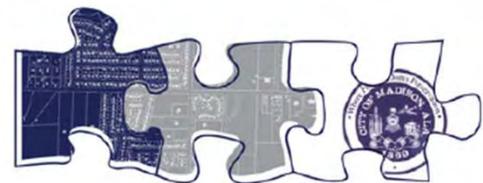
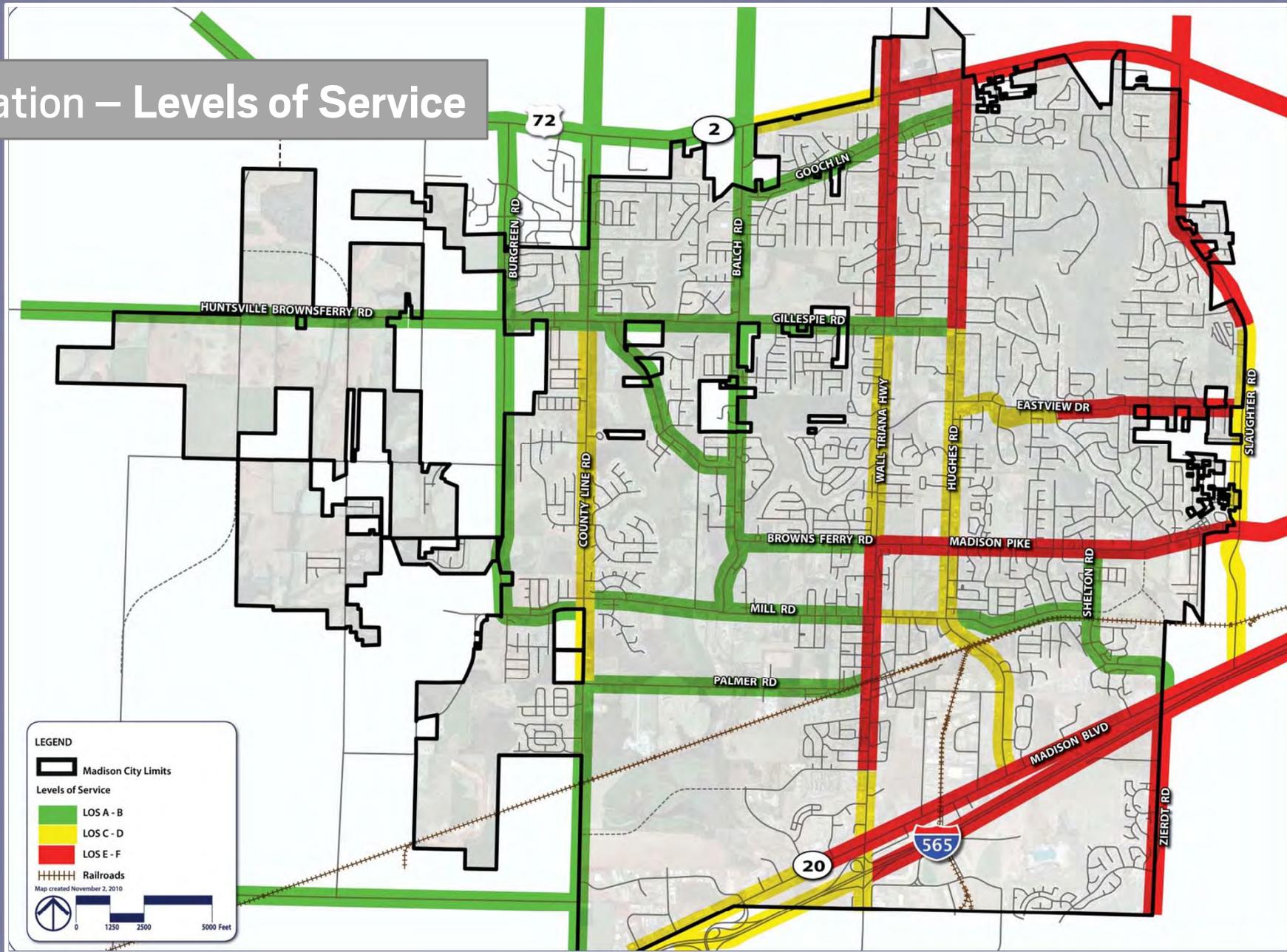
- I-565
- Madison Boulevard
- Old Madison Pike



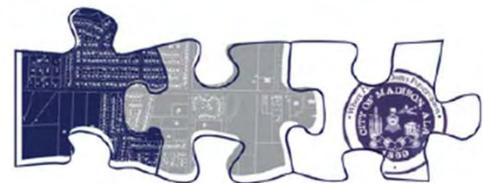
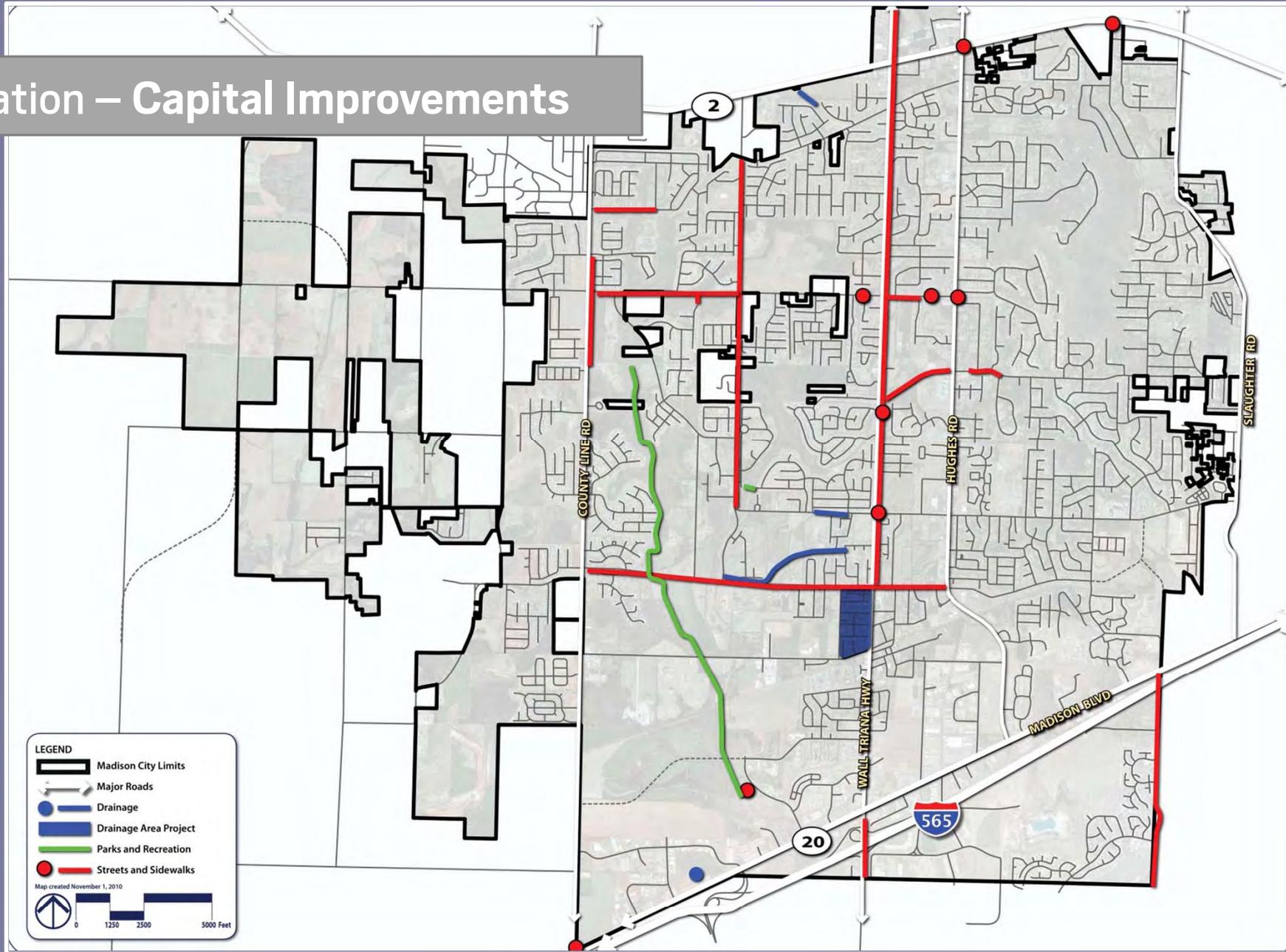
Transportation – Street Network



Transportation – Levels of Service



Transportation – Capital Improvements



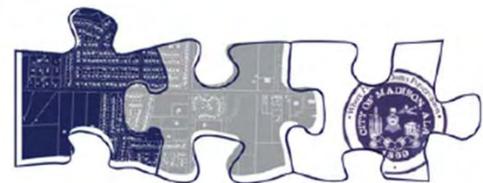
Transportation – Local Street Network

Connectivity is moderate (50% percentile)

Focus on grid patterns for new development

Utilize alternative design strategies

- Roundabouts
- Alleys

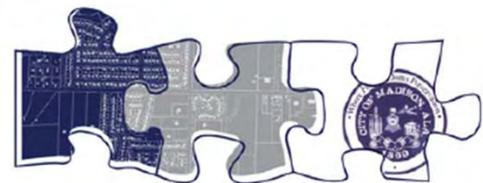


Transportation – Bike & Pedestrian

Increase connections to activity centers

Adopt & utilize latest design standards

Prioritize needs



Transportation – Connectivity Index

Midtown Madison KDA: Connectivity Index (CI) = 1.7

US 72 KDA: CI = 1.9

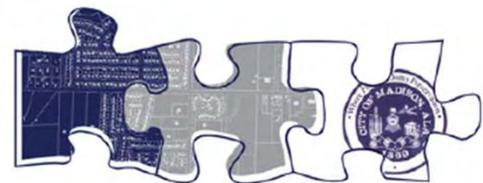
South of I-565/East Madison Blvd KDA: CI = 1.8

Old Madison Pike KDA: CI = 1.8

Reference:

CI score of 1.0 = poor connectivity

CI score of 2.5 = full grid connectivity



Socioeconomics – Rapid Growth

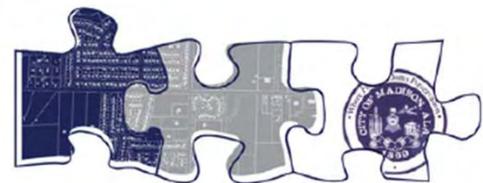
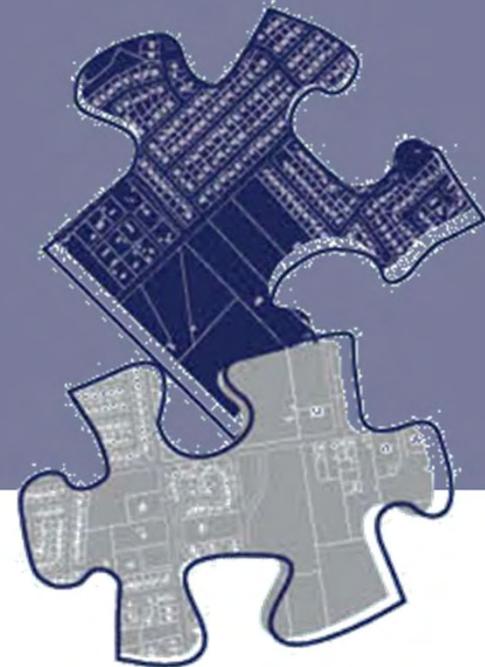
Madison's population grew 41% between 2000 and 2010

Madison growth projected to be 12% between 2010-2015

Madison growth above both county averages, twice the Huntsville MSA average, and four times the national average

Almost 65% of Madison housing stock built since 1990

Sources: US Census Bureau, Claritas, Market + Main, Inc



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Socioeconomics – Wealth & Education

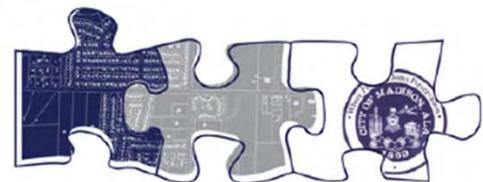
Madison's per capita income & average household incomes are higher than both Madison and Limestone counties, MSA, & US

35% of households earn above \$100,000

Only 12% of households earn less than \$25,000

Madison has a higher population with college degrees (55%) than both counties, MSA, & US

Sources: US Census Bureau, Claritas, Market + Main, Inc



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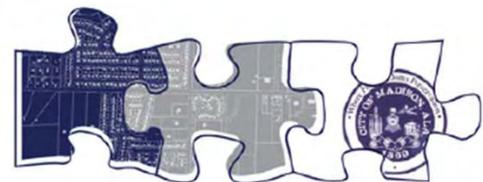
Socioeconomics – Function Within MSA

Jobs grew by almost 50% between 2000 & 2010

Share of metro employment (12%) is slighter higher than share of population (10%)

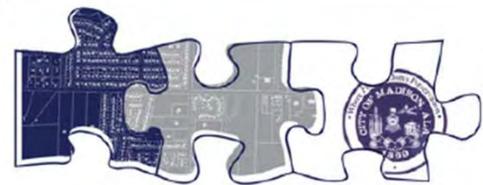
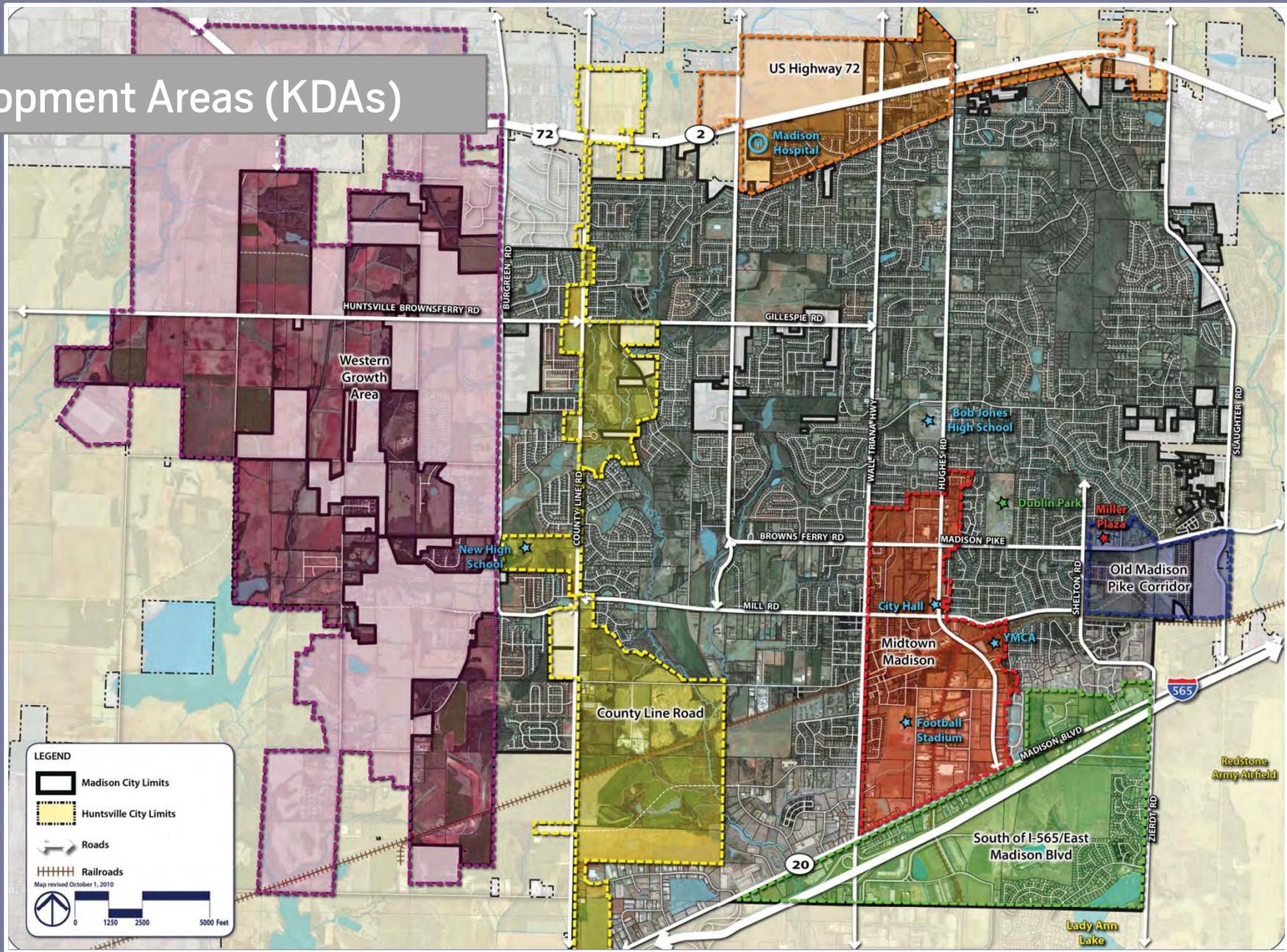
Two largest employment sectors (retail and professional services)-- accounting for 73% of total -- are not in highest-paying jobs

*Sources: US Census Bureau, Bureau of Economic Analysis,
Claritas, Market + Main, Inc*

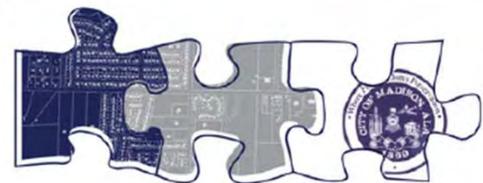
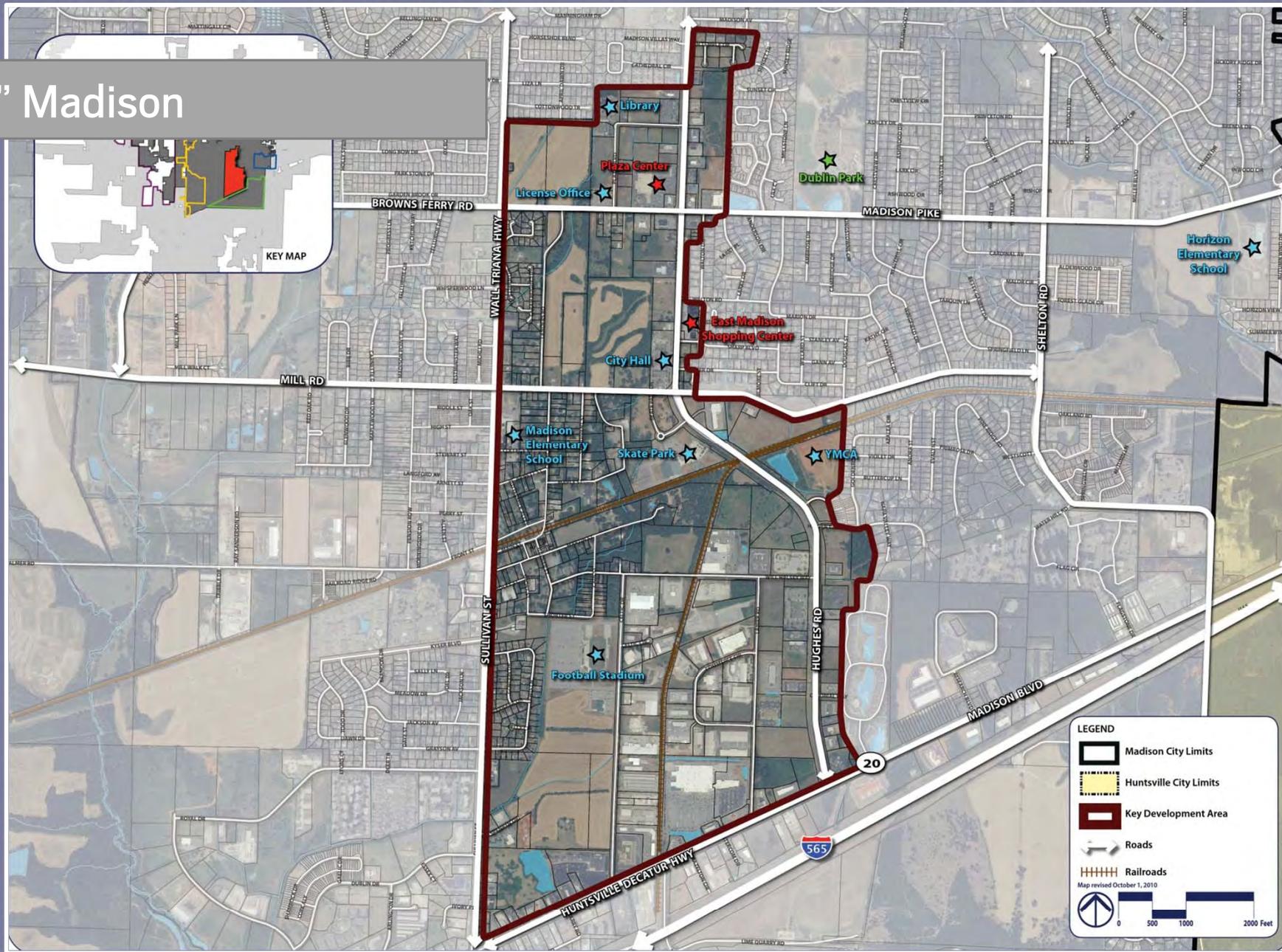


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Key Development Areas (KDAs)



“Midtown” Madison



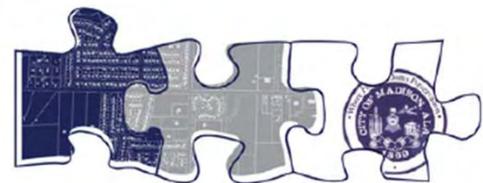
“Midtown” Madison

Strengths

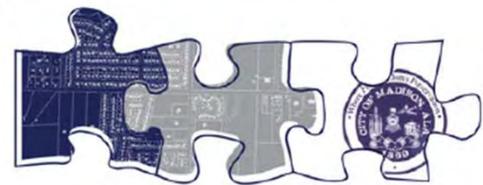
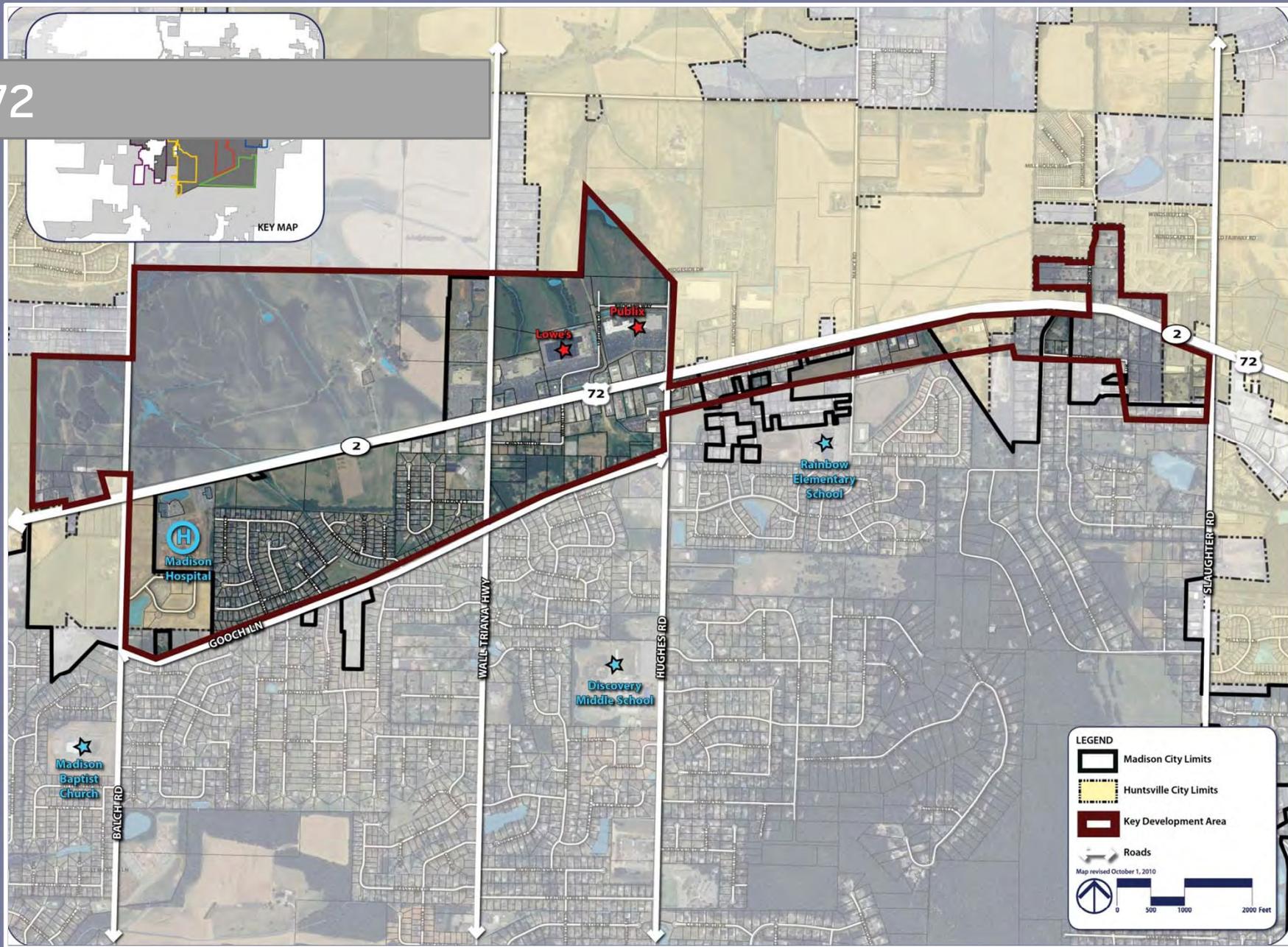
- Unique existing character
- Community gathering place
- Still some room to develop
- Potential link to Stadium

Challenges

- Wayfinding & traffic
- Catalyzing investment
- Preservation & growth
- Age of some infrastructure



Highway 72



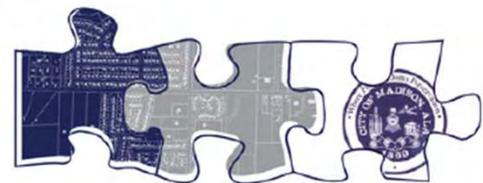
Highway 72

Strengths

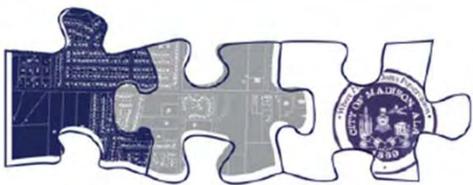
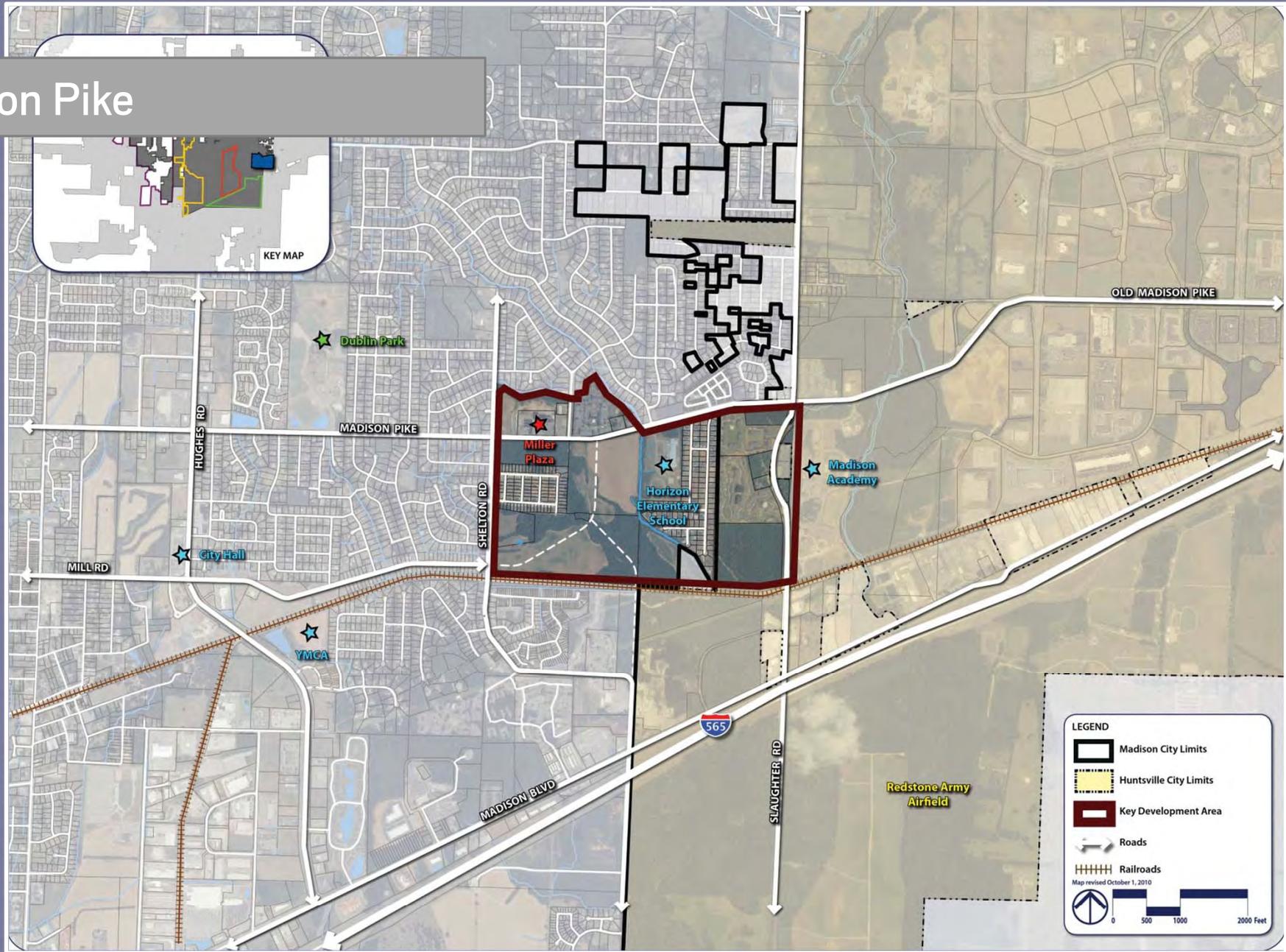
- Hospital as catalyst
- Buildable land still exists
- Center of retail gravity
- Gateway & edge

Challenges

- Undefined boundaries
- Inconsistent image
- Quality growth
- Traffic!



Old Madison Pike



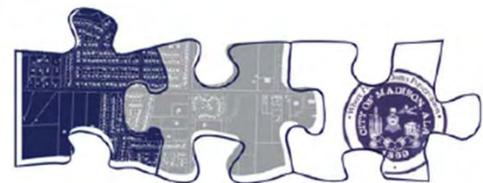
Old Madison Pike

Strengths

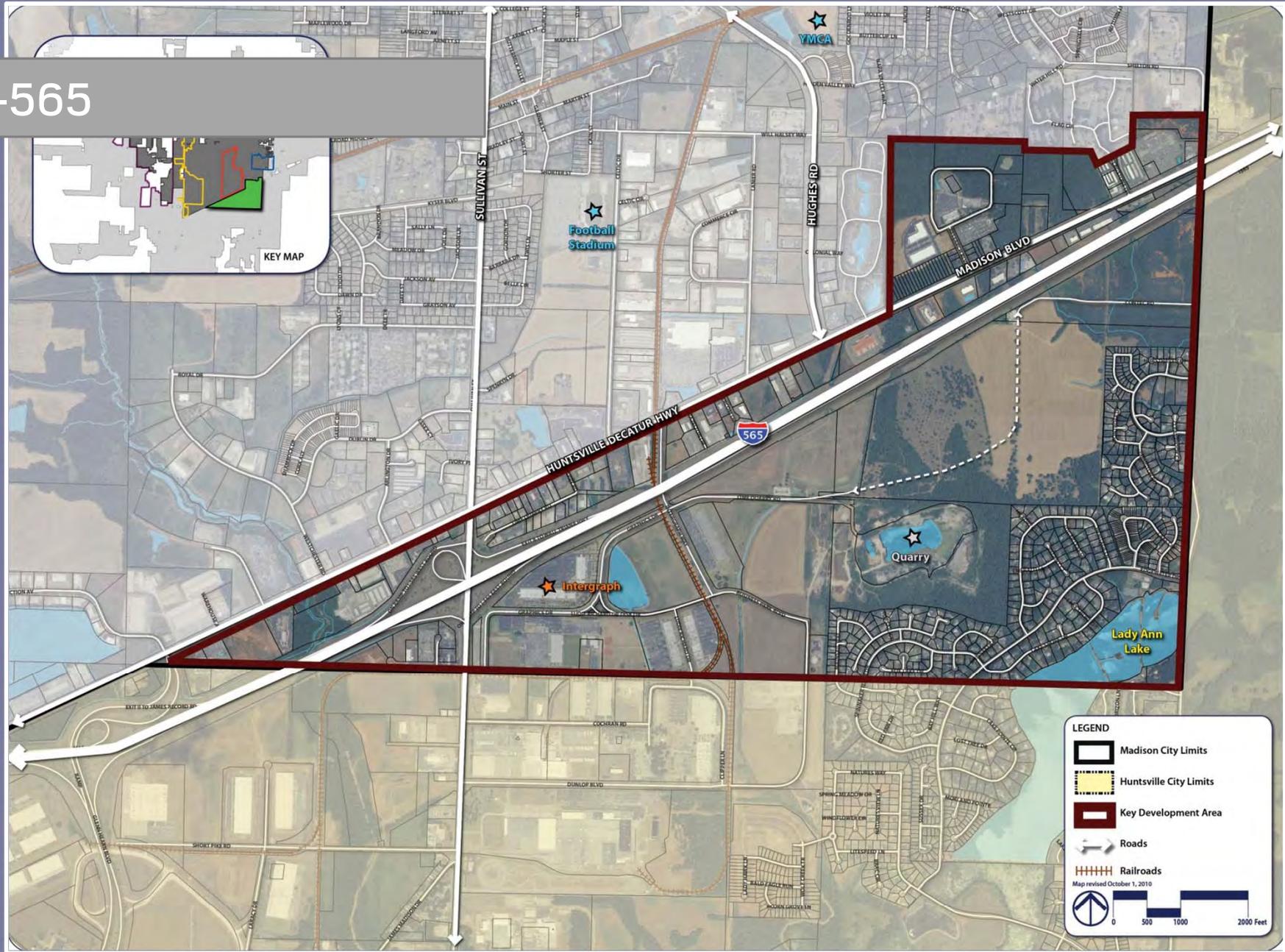
- Location on well-traveled corridor
- Surrounded by potential customers
- Connectivity to neighborhoods
- Property is old enough to change

Challenges

- Upgrade in aesthetics
- Creating a “neighborhood center”
- Some assembly required
- Traffic!



South of I-565



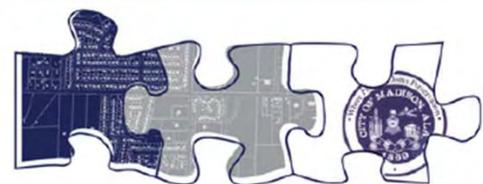
South of I-565

Strengths

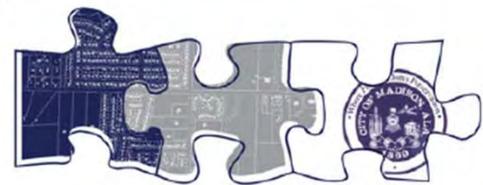
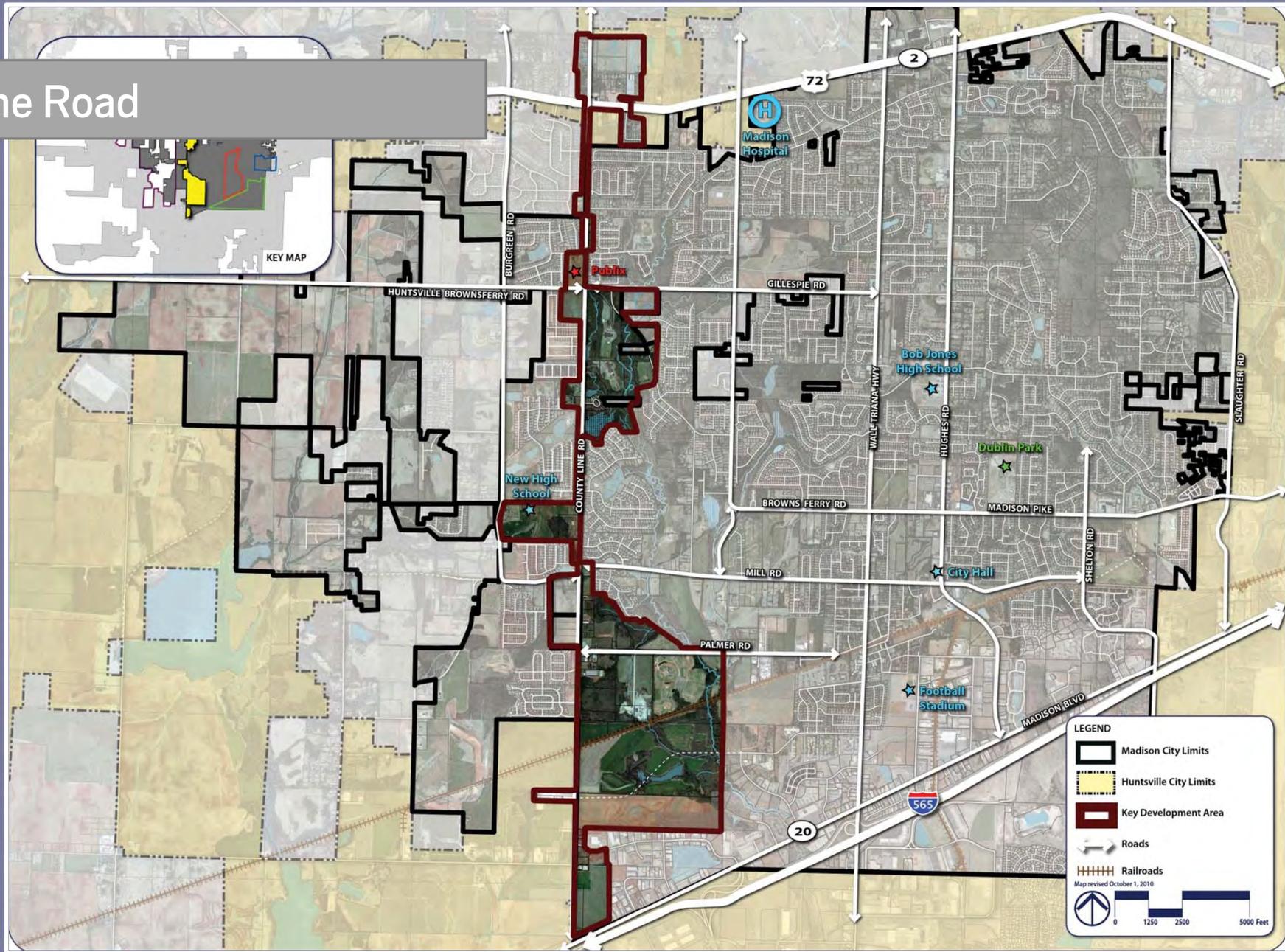
- Large open areas
- Near highway & airport
- Potential for regional destination

Challenges

- Difficult to access
- Lack of internal street network
- Lack of parks & amenities



County Line Road



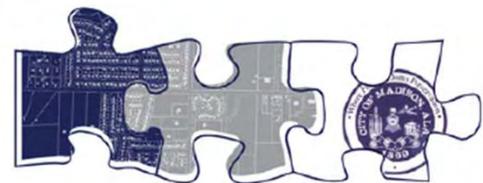
County Line Road

Strengths

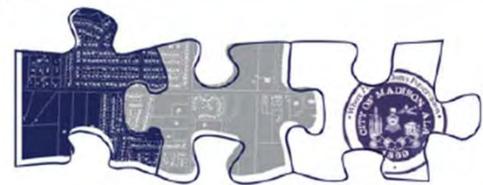
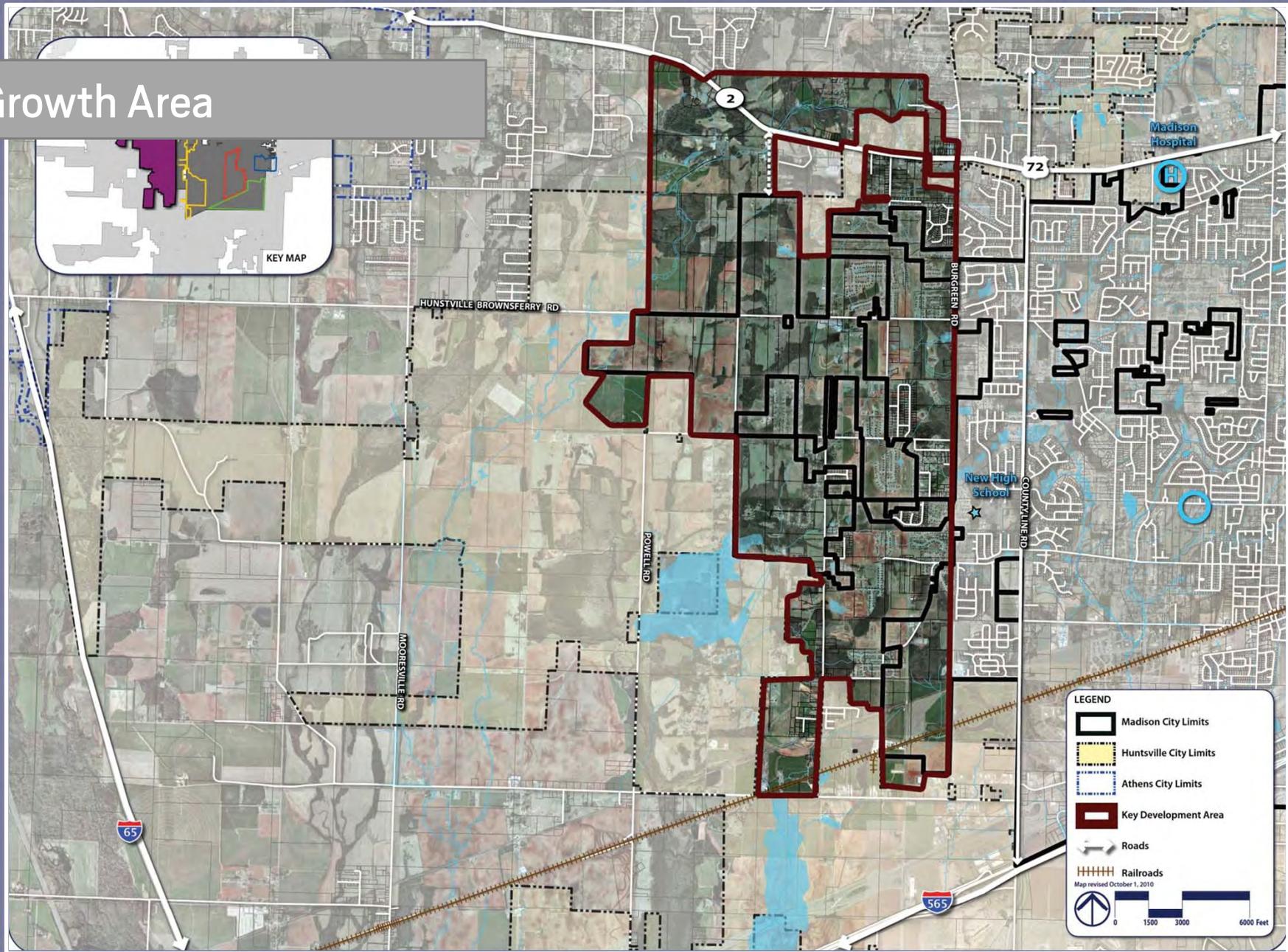
- “Development-ready” parcels
- Existing street capacity
- Catalytic investment already occurring
- I-565 interchange access

Challenges

- Encouraging consistent development
- Lack of parks & amenities
- Creating an identity
- New school traffic



Western Growth Area



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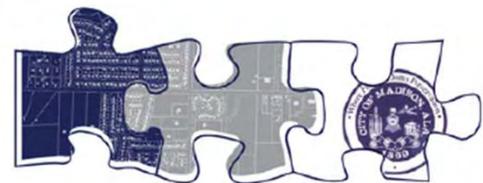
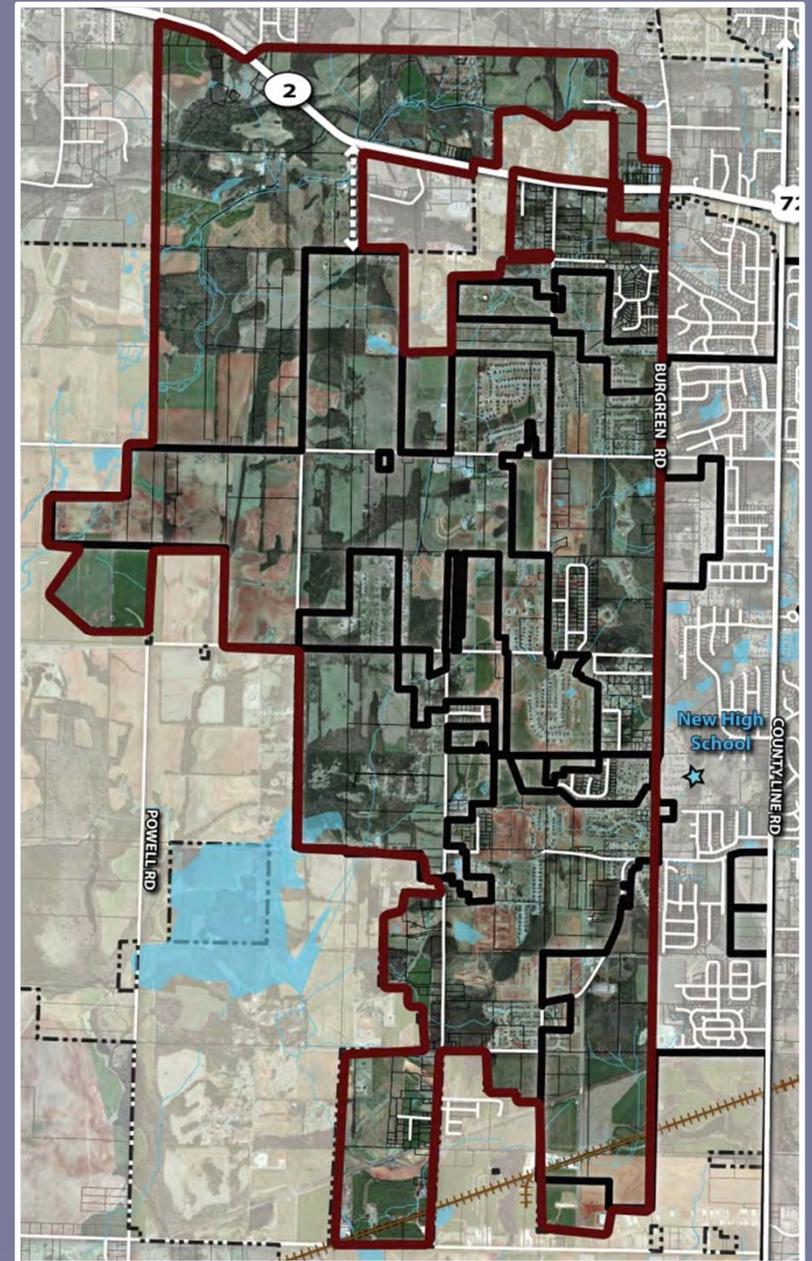
Western Growth Area

Strengths

- Wide open development environment
- Opportunity to shape growth
- Final frontier

Challenges

- Service provision
- Overlapping jurisdictions
- Growth vs. rural character

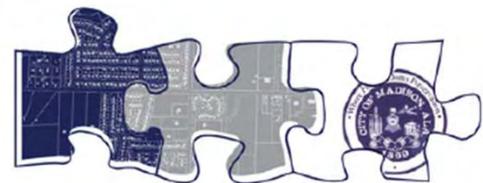


Planning Exercises

Goals & Characteristics

Change & Preserve

Vision & Image



Planning Exercises



Step 1: Use the maps & comment cards to identify and record 3–5 “Defining Goals & Characteristics” for your Key Development Area

Step 2: Use the red and green dots to identify areas to preserve (don’t change) and areas to improve (change)

Step 3: Use the image boards to select the picture or pictures that you think best fit your vision for the future of your KDA over the next 10–20 years

Step 4: Join us at the next workshop to continue defining Madison’s future and check www.madisonal.gov/growthplan for more info

