

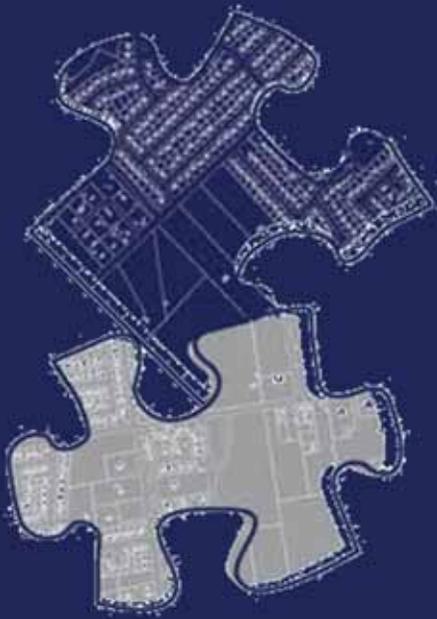
Madison Growth Plan

Public Workshop

Thursday – 27 January 2011

6:30 p.m.

*The Craig & Steven Hogan
Family Center YMCA*



Our Agenda

The Process

The Public Kickoff

The On-Line Survey

The Market

The Workshop

Next Steps



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The Process

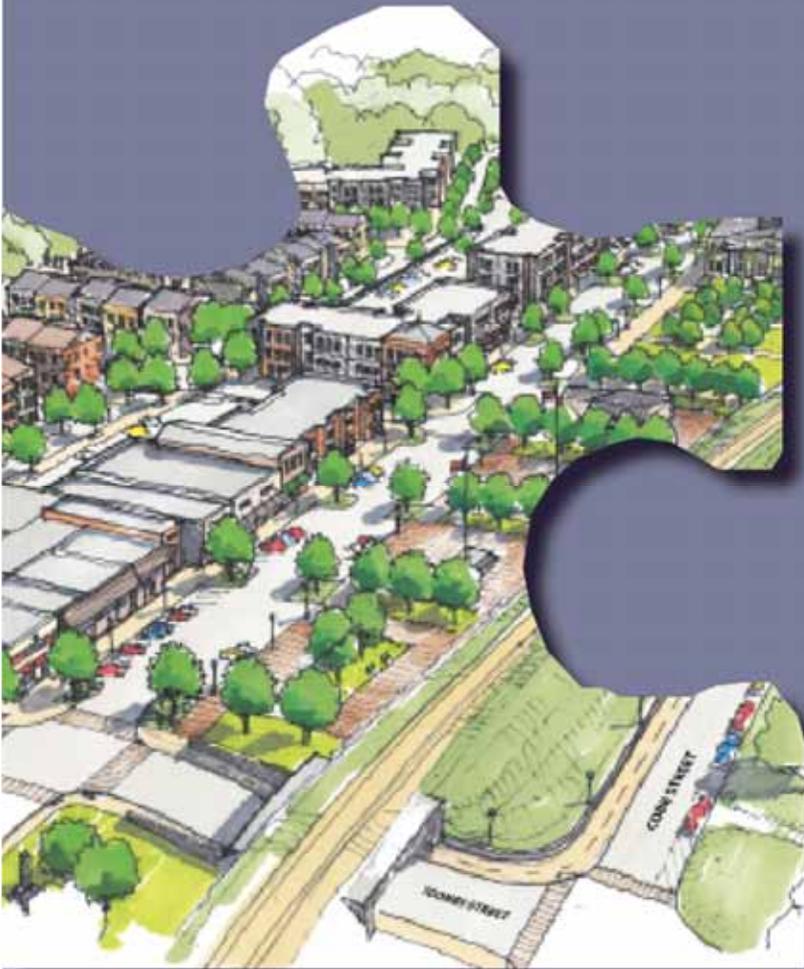
Phase I – Inventory & Assessment

Phase II – Framework Development

Phase III – Growth Plan Development

- KDA Charrette
- Collect Additional Input
- Develop Draft Master Plans

Phase IV – Action Plan & Implementation



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The Public Kickoff – *04 November 2010*

Capacity crowd

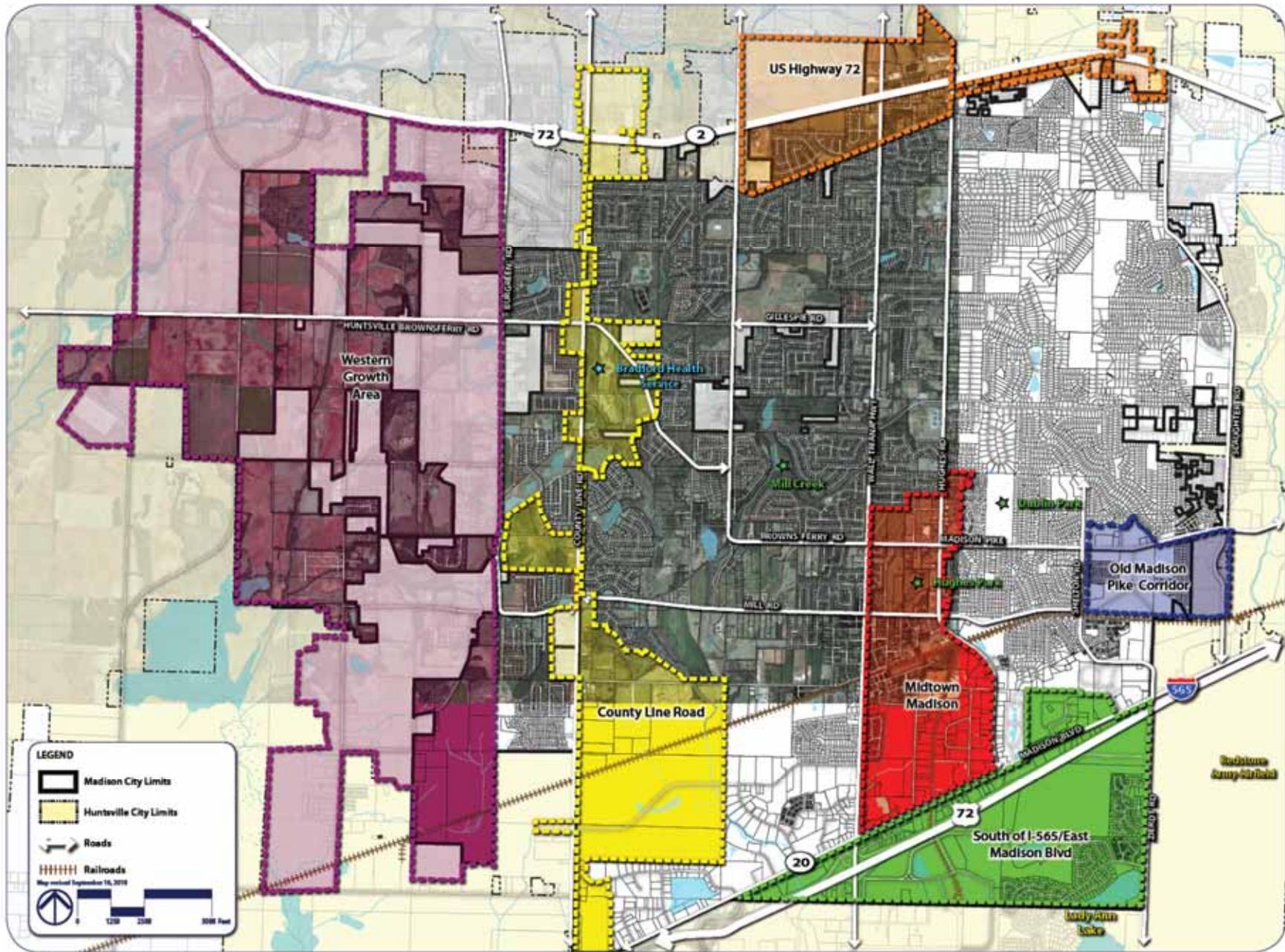
Discuss process

Discuss existing conditions

Begin to get input and comments



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The Public Kickoff – *Midtown Madison*

Role within Madison: Iconic and practical heart of the City; a dining/arts/entertainment district for residents and visitors

Community Issues

- Historic Downtown as a destination
- Wayfinding and signage
- Redevelopment and new development
- Connectivity
- Historic Downtown and the rest of Midtown
- Additional greenspace?

WE WANT TO HEAR FROM YOU 

- Open Skate / Rink Park *Hughes*
- Sidewalk Connection Sturdivant to ~~the~~
- Bike Paths downtown to Y + beyond
- Update downtown - Restore existing bldg but add newer properties

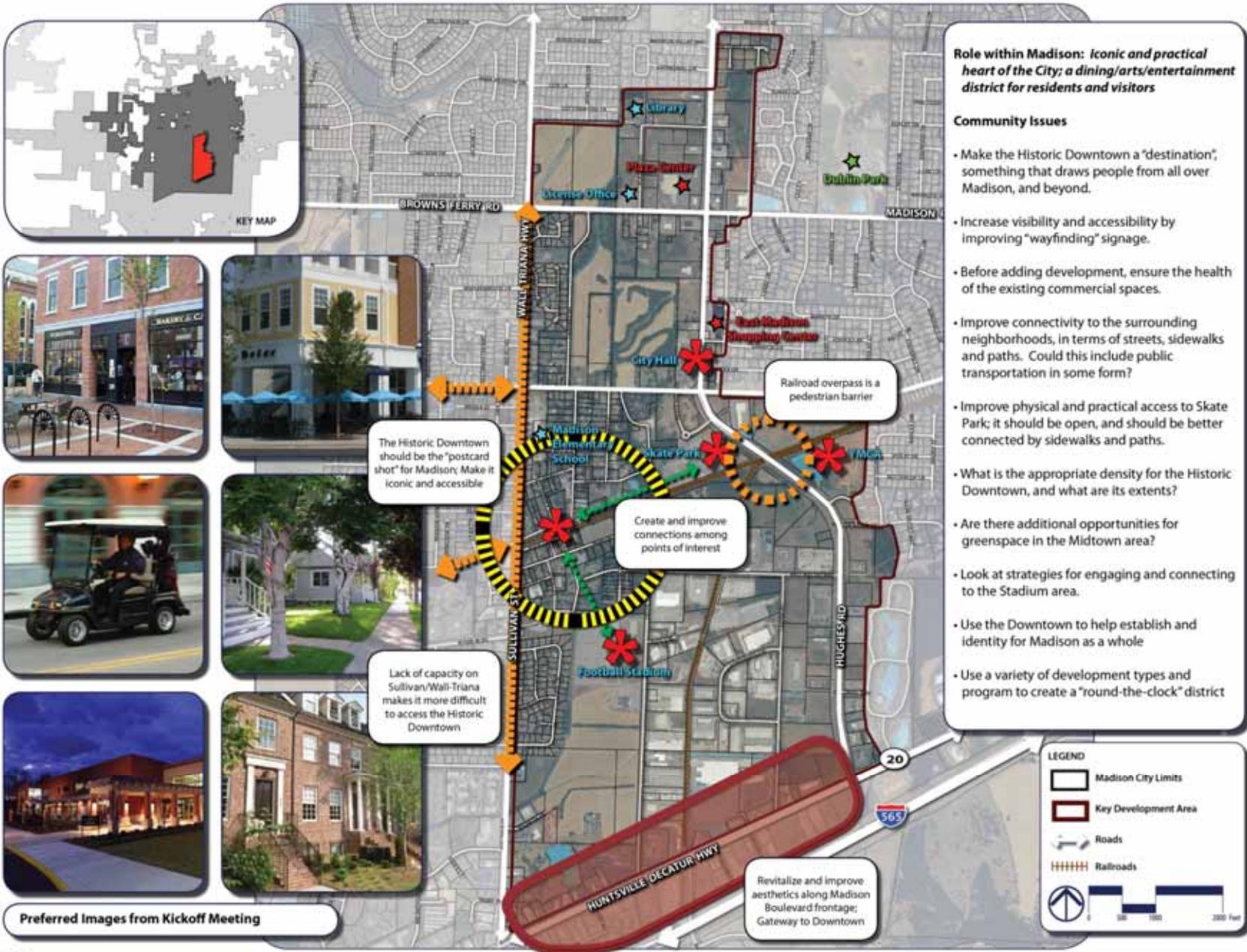
- Overall E-W bike paths connecting E-N-S
- Ways to get between parks by bike

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MIDTOWN MADISON FRAMEWORK PLAN
Madison Growth Plan
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The Public Kickoff – *Old Madison Pike*

Role within Madison: Neighborhood center and commuter corridor

Community Issues

- Redevelop Miller Plaza
- Traffic flow
- Pedestrian and bicycle environment
- Attracting quality re/development



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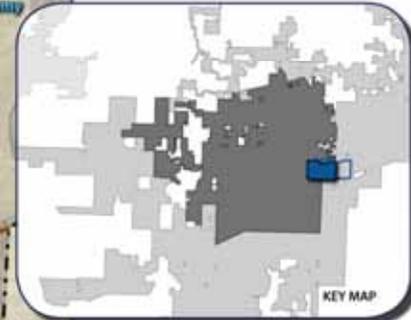
Preferred Images from Kickoff Meeting



Role within Madison: Neighborhood Center and Commuter Corridor

Community Issues

- Miller Plaza is a community landmark, but needs to be re-envisioned to make it a catalyst for the area.
- Though Dublin Park is nearby, an additional, smaller park may be appropriate given the proximity to two local schools and multiple residential neighborhoods.
- Any proposed project should strike a balance between Madison Pike as a commuter route, and Madison Pike as a neighborhood street.
- Continue neighborhood-scale street grid and improve street (and multimodal) connectivity within the area.
- Greenway trailhead needs either better ped/trail access or more adjacent parking. Access should also be coordinated with nearby City of Huntsville greenway efforts.
- General pedestrian environment needs improvement throughout the neighborhood, but particularly along Madison Pike and between the residential areas and the commercial district.
- Engage private-sector partners to help strike a balance between development and preservation.



OLD MADISON PIKE CORRIDOR FRAMEWORK PLAN
Madison Growth Plan
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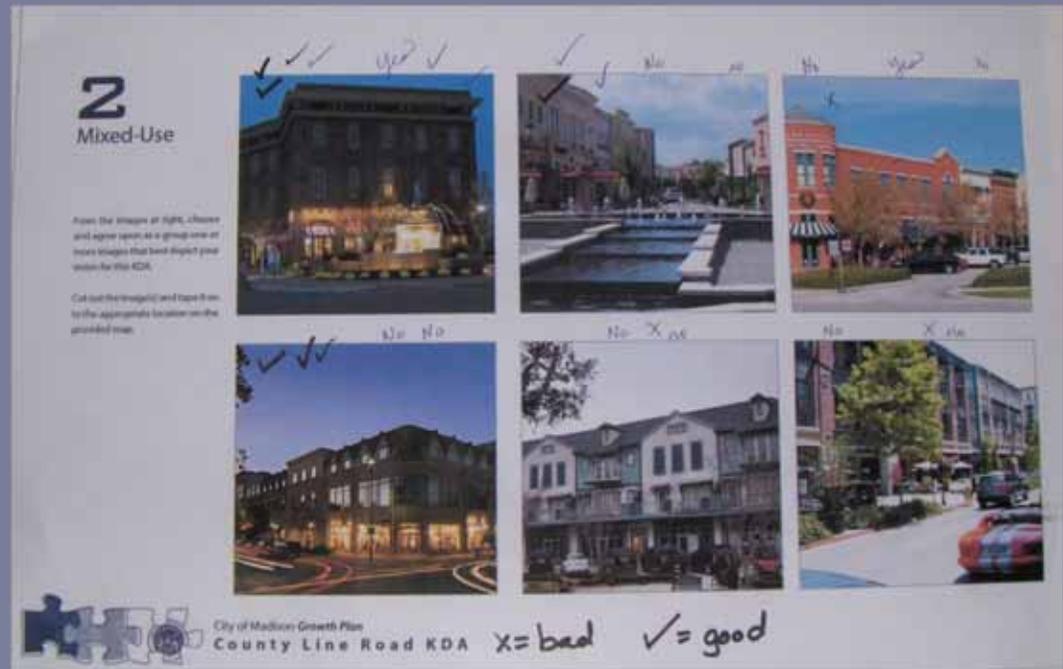


The Public Kickoff – *County Line Road*

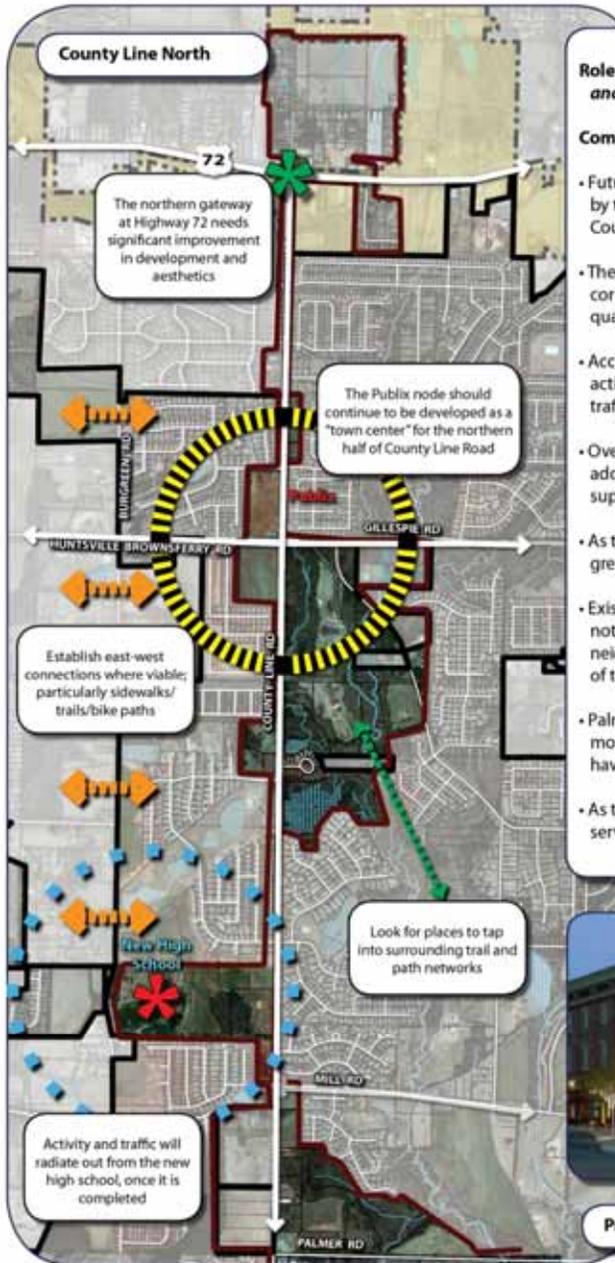
Role within Madison: Commercial and services corridor, and important transportation segment

Community Issues

- Coordinating development
- Design standards
- Access management
- Overall connectivity
- Greenspace and greenways
- Service provision



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Role within Madison: Commercial and service corridor, and important transportation segment

Community Issues

- Future commercial development should be coordinated by the City, and concentrated at logical "nodes" along County Line Rd.
- The City should consider creating Design Standards for the corridor, to regulate signage and ensure consistent, high-quality development.
- Access management efforts should be taken up pro-actively, to ensure new development does not overrun the traffic capacity of the corridor
- Overall connectivity should be enhanced, with new streets added to the existing grid, and trails/sidewalks providing supplemental modes of transportation.
- As the area grows, it will need better access to existing greenspace, and the provision of new greenspace.
- Existing greenway plans should be extended to include not only the new high school, but the residential neighborhoods beyond (since these will likely house many of the students).
- Palmer Park is a great amenity, but it needs to be made more accessible (bike paths/sidewalks/trails) and needs to have a more varied program (not just athletic fields).
- As the area grows, how do we plan for and accommodate service delivery and emergency management concerns?



Preferred Images from Kickoff Meeting



COUNTY LINE ROAD FRAMEWORK PLAN
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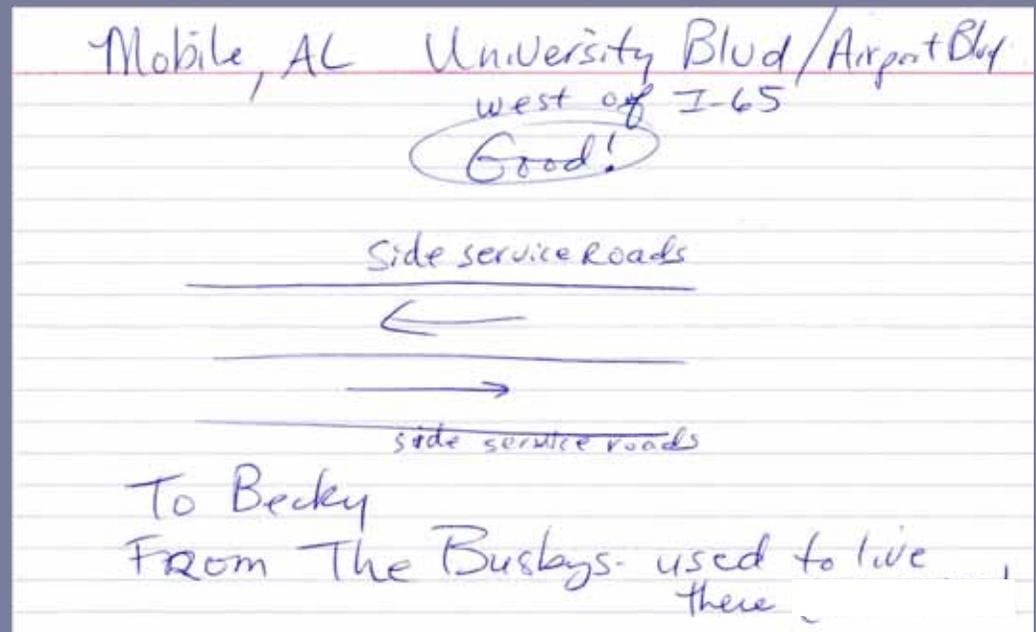


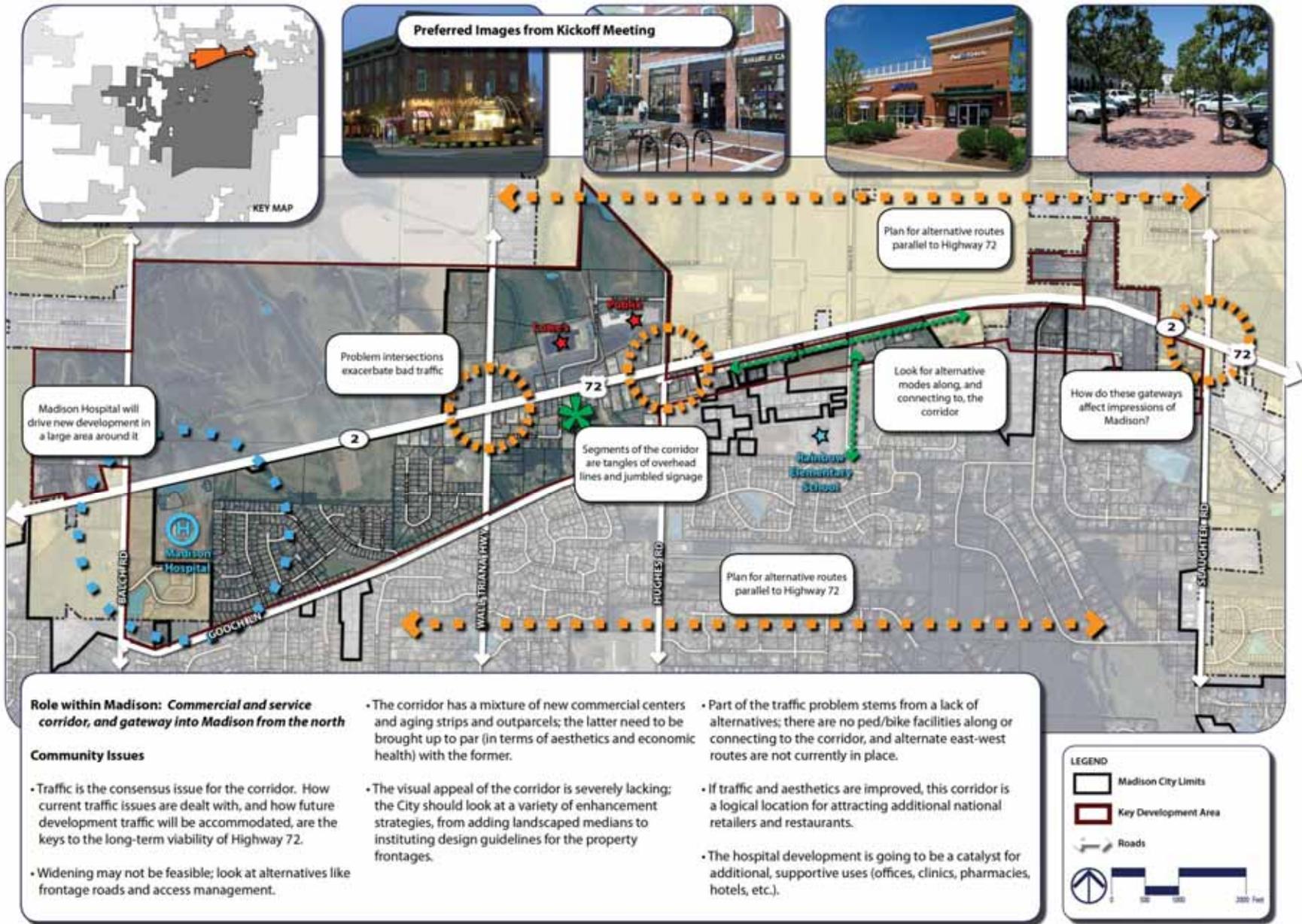
The Public Kickoff – Highway 72

Role within Madison: Commercial and services corridor, and gateway into Madison from the north

Community Issues

- TRAFFIC!
- Alternatives to widening
- Strip recovery
- Aesthetics
- Alternative modes
- Attracting new development





US HIGHWAY 72 FRAMEWORK PLAN
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The Public Kickoff – *Western Growth Area*

Role within Madison: Region for growth, primarily residential with minor supportive commercial

Community Issues

- Preserving greenspace
- New parks and trails
- Annexation policies
- Cross-municipality coordination
- Connectivity
- Aesthetics

WE WANT TO HEAR FROM YOU!

Madison needs to add a focus of recreation, Athletics, and sports to the growth plan. The plan does specifically address this.

Soccer, baseball, softball, and football have over 3000 children participating year around. Fields and facilities are shared, over used and children are turned away.

This needs to be addressed.



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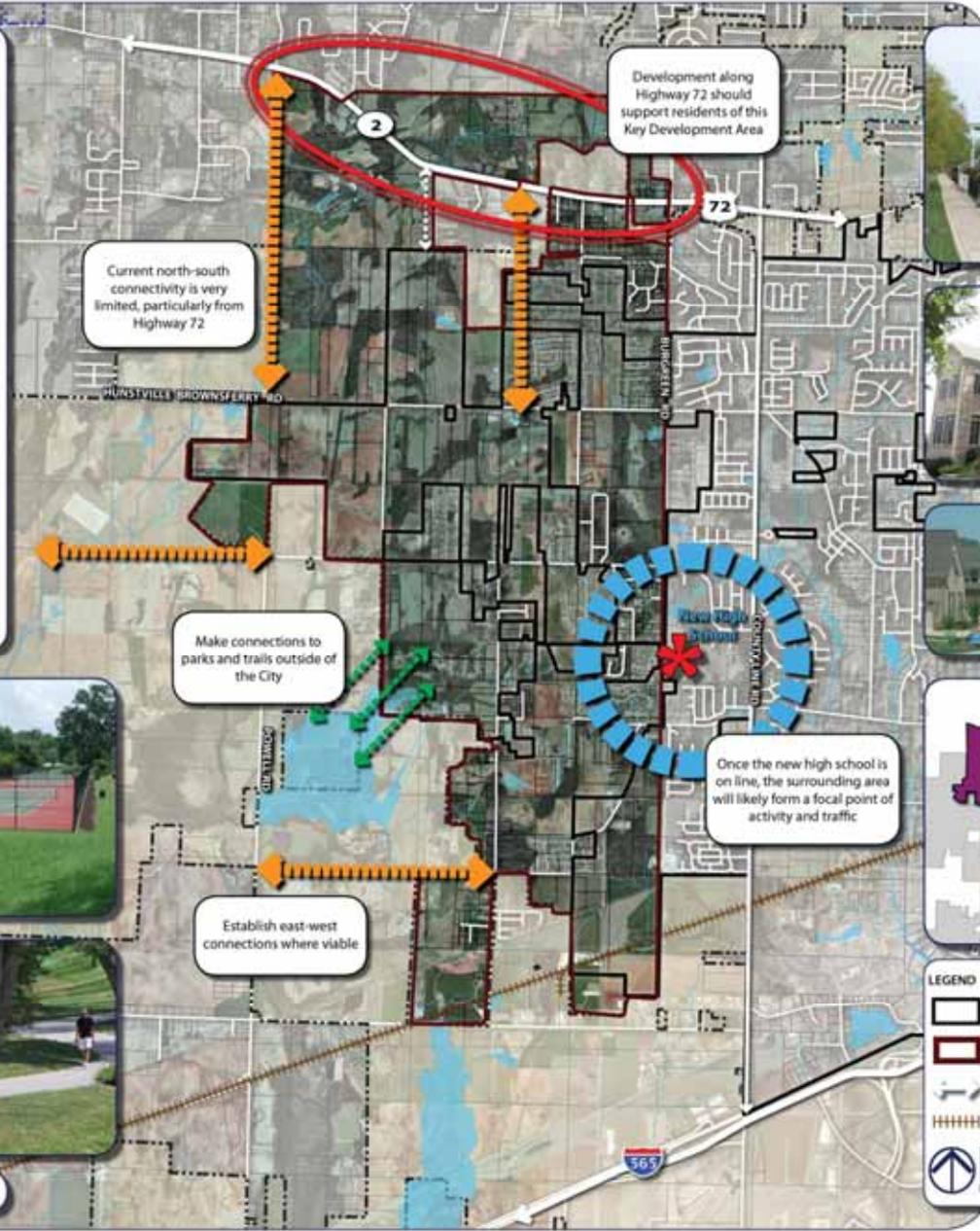
Role within Madison: *Region for growth, primarily residential with minor supportive commercial*

Community Issues

- How do we preserve greenspace in the face of development?
- How do we identify and utilize opportunities for new Parks and Open Space? Where can we locate trails and recreation facilities?
- The City needs to develop and define clear annexation policies, for both external and internal parcels.
- For this area in particular, close coordination with the City of Huntsville is important, especially with regard to the adjacent Industrial and Conservation areas.
- Develop a connectivity network for this area, before development fills out the available land.
- Address potential aesthetic concerns (overhead utility lines, billboards) before they become more problematic.



Preferred Images from Kickoff Meeting



LEGEND

- Madison City Limits
- Key Development Area
- Roads
- Railroads



The Public Kickoff – I-565 Corridor

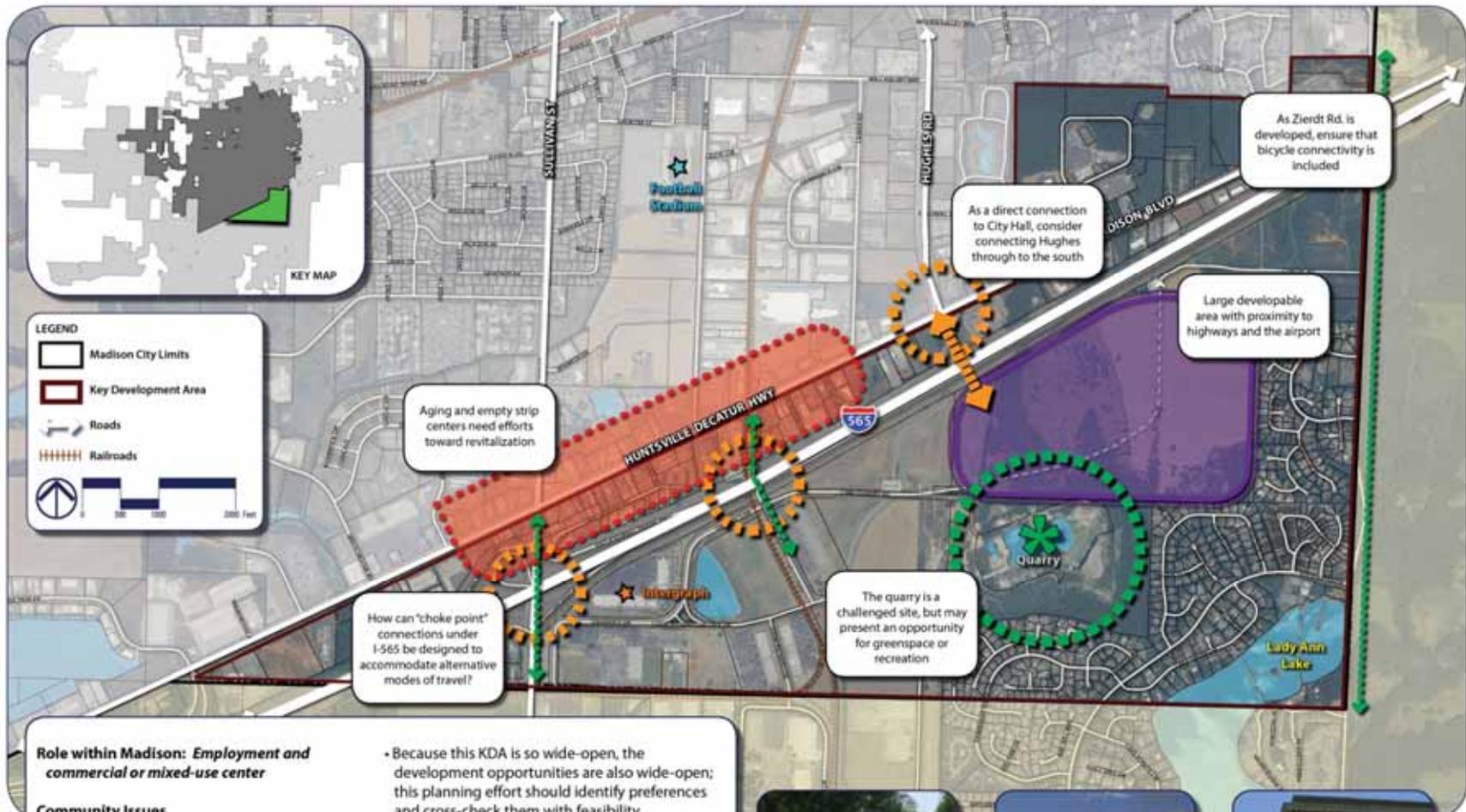
Role within Madison: Employment and Commercial/Mixed-Use Center

Community Issues

- Connecting across I-565
- Park and rec opportunities
- Identifying development types
- Madison Boulevard improvements
- Uses the support the employment
- The Quarry?



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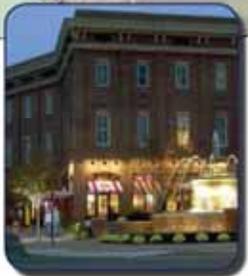


Role within Madison: *Employment and commercial or mixed-use center*

Community Issues

- I-565 forms a practical boundary between the southern triangle and the heart of Madison; establishing meaningful, multimodal connectivity will be important to future development
- As an area with large, undeveloped parcels, there is potential for park and recreation uses that would require flat, open land; the City may wish to investigate potential need and strategies for implementation.

- Because this KDA is so wide-open, the development opportunities are also wide-open; this planning effort should identify preferences and cross-check them with feasibility.
- Madison Boulevard is in need of reinvestment and redevelopment as well, and with better connectivity it can benefit from growth in the "triangle".
- Offices in the area are underserved by support functions (lunch establishments, for example); new development should fill this need.
- What to do with the quarry?



Preferred Images from Kickoff Meeting



The On-Line Survey – *Midtown Madison*

Most Popular Images



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The On-Line Survey – *Midtown Madison*

Least Popular Images



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The On-Line Survey – *Midtown Madison*

Select Comments:

“What is already there is great; we just need more. In addition to that, we need better access in and around the area...”

“Please keep its small town charm.”

“Transportation via bicycle or foot is lacking and needs to be improved.”

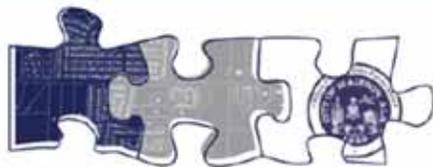
“Give me a reason to go there.”



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The On-Line Survey – *Old Madison Pike*

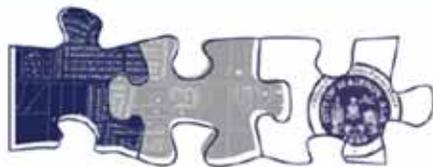
Most Popular Images



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The On-Line Survey – *Old Madison Pike*

Least Popular Images



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The On-Line Survey – *Old Madison Pike*

Select Comments:

“No more housing. In need of commercial property to add sales tax income for the city.”

“... It needs new bridges through the swamp, more parking at the greenway entrance, and a bridge over or under Slaughter Road. It needs to be a road that's appropriate for the amount of traffic it carries.”

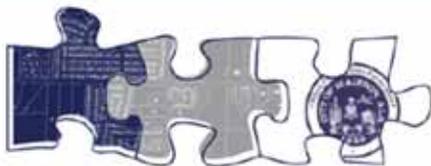
“...The corner of Miller Blvd and Madison Pike has been an awful eye sore for 30+ years -- no business sign there -- what goes on there?? You better clean this up before you precede forward!”



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The On-Line Survey – *County Line Road*

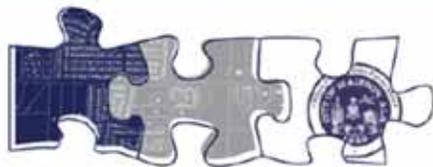
Most Popular Images



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The On-Line Survey – *County Line Road*

Least Popular Images



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The On-Line Survey – *County Line Road*

Select Comments:

“...I live off of County Line Road. I don't want to see it turn into another HWY 72/University Drive...”

“...Before Madison grows over County Line Road, bring other areas with in the boundaries of the City of Madison that are still in "the county" into the city, for example along Balch Road.”

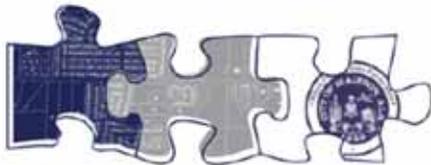
“The exit onto Co Line from 565 (traveling west) is 15 years overdue. Get on it.”



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The On-Line Survey – *Highway 72*

Most Popular Images



Madison Growth Plan
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The On-Line Survey – *Highway 72*

Least Popular Images



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The On-Line Survey – *Highway 72*

Select Comments:

“This is the most used area for most of Madison on weekends. Need "back road" to get around...”

“A reduction in stoplights along the road. I see no reason for an entrance to the new Kroger directly to US 72. A widening of Jeff road to accommodate additional lanes would have been sufficient rather than two stoplights 200 meters apart on a major artery. ”

“Two words: "Architectural Standards." Madison does not appear to have any, and nowhere is this more evident than on Hwy 72...”



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The On-Line Survey – *Western Growth Area*

Biggest current challenge:

- Delivery of services & infrastructure
- Quality of new development
- Annexation

Biggest future challenge:

- Traffic
- Connecting to the rest of the City



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The On-Line Survey – *Western Growth Area*

Select Comments:

“De-annex it!!! Who needs it?”

“The residential and commercial/industrial areas of this corridor should be planned and separate as much as possible. There have been several projects in the last few years proposed that don't fit where they are trying to put them...”

“Seems like you have decided to develop this area. I want to keep farming my property and want to be left alone”



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The On-Line Survey – *I-565 Corridor*

What is the key to the future of development south of I-565?

- Improving connections to I-565 and the rest of the City

What is the biggest challenge faced by Madison Boulevard?

- Improving the appearance of the corridor



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The On-Line Survey – *I-565 Corridor*

Select Comments:

“When I go to the few shops I hit [on Madison Boulevard], I feel like coming home and bathing immediately. It is tired and rundown.”

“Given the access to the airport and 565, this is the one spot where you could get away with adding "ugly" retail. e.g. mall, car dealerships, movie theater, and hotels. A large sports complex that can host baseball, baseball, softball, and soccer tournaments would be a great use of space...”

“Please put a Starbucks on Madison Blvd.!”



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Market Overview

Residential



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Residential Market Dynamics

Recession began with housing sector

Not clear when & at what level market will reach “bottom”

Lowest level of housing market activity in 10 years

- Seeing increasing activity in market, but still substantially lower than former peaks

Buyers market, rental is rebounding

Metro Huntsville cushioned by BRAC realignment



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Madison Residential Dynamics

- Predominately single-family development
- Majority of housing stock (64%) constructed since 1990
- Schools & proximity to employment centers are local market drivers
- Average sales prices & rents are higher than metro averages
- Most residential is built in conventional subdivision format



Madison Residential Prelim Recs

- High-value for continuing residential
 - amenities, sense of place, connections/integration with community
- Townhomes or cottages could be niche market for “active adults”
- Downtown needs housing
 - more & diversified
- Multi-family needs upgrading & new product
- Residential as part of mixed-use

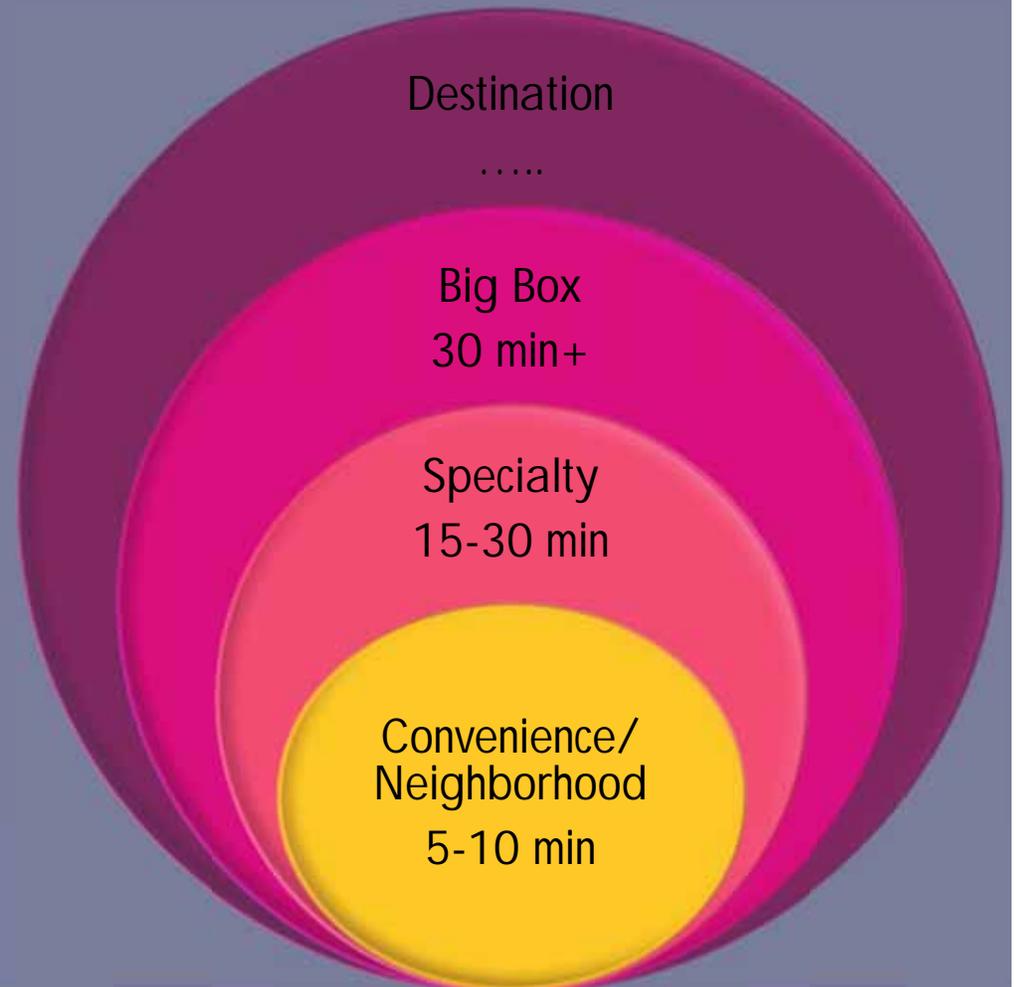


Market Overview

Retail

Fundamentals of Retail

- Retailers follow rooftops
- Location, location, location
- Clustering/Critical mass
- Basic questions retailers ask:
 - do you have enough people?
 - do you have the right kind of people?
 - do you have the right space?



Retail Market Dynamics

- Heavily dependent on consumer confidence & economy as a whole
 - reduction in wages, job losses, loss of wealth, foreclosures, high debt levels
- Relies on consumer's ability & willingness to spend
- Most damaging to retail -- tightening of credit
- Metro Huntsville has stabilizers -- government & military jobs



Retail's Role in Local Economy

- Retail recruitment alone does not equal economic development
- Sales tax is local economic benefit
- Retail is double-edged sword
 - view as service for residents
 - generally not economic benefit in terms of jobs & wages
- Focus should be quality versus quantity

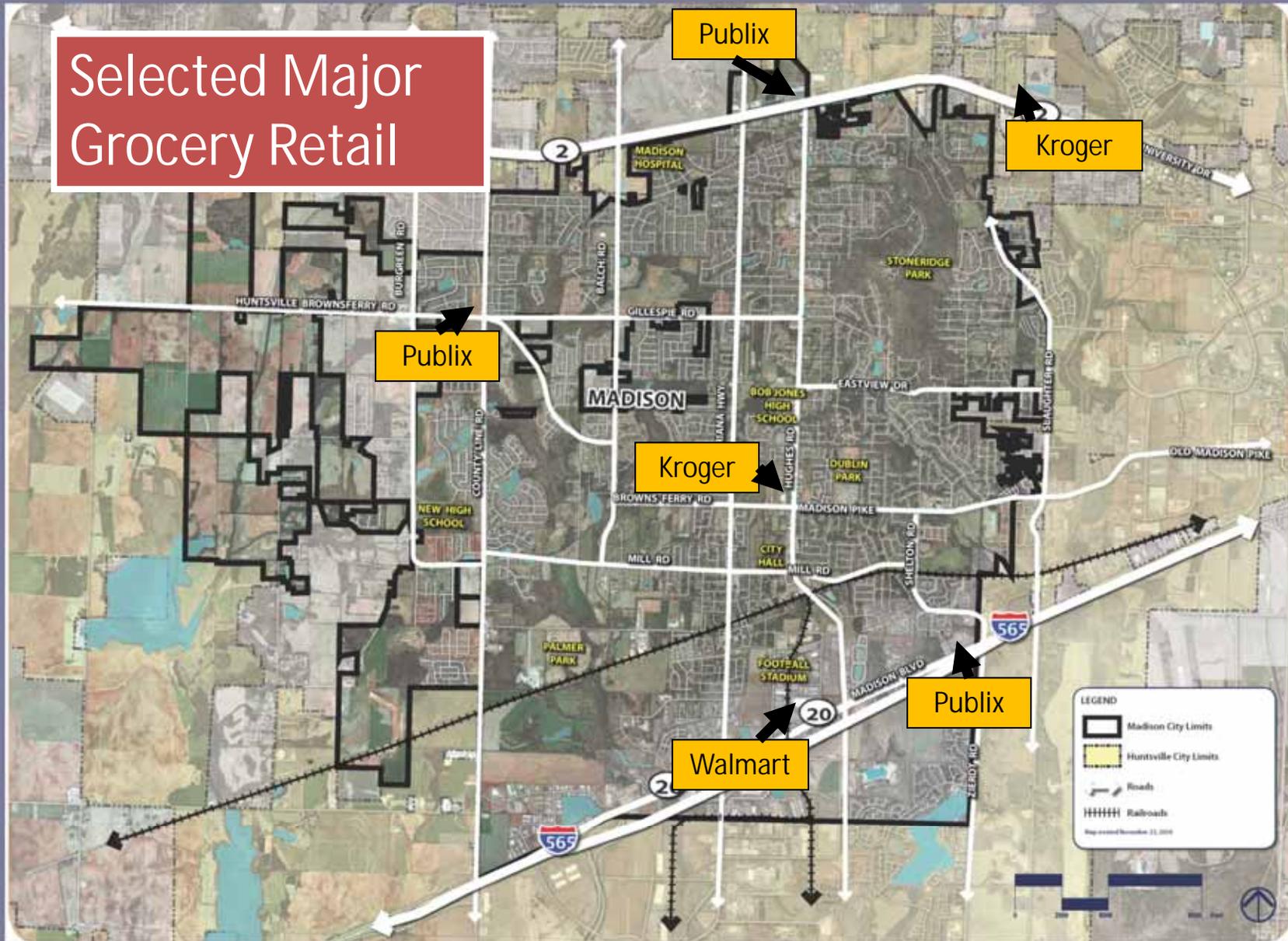


Types of Retail

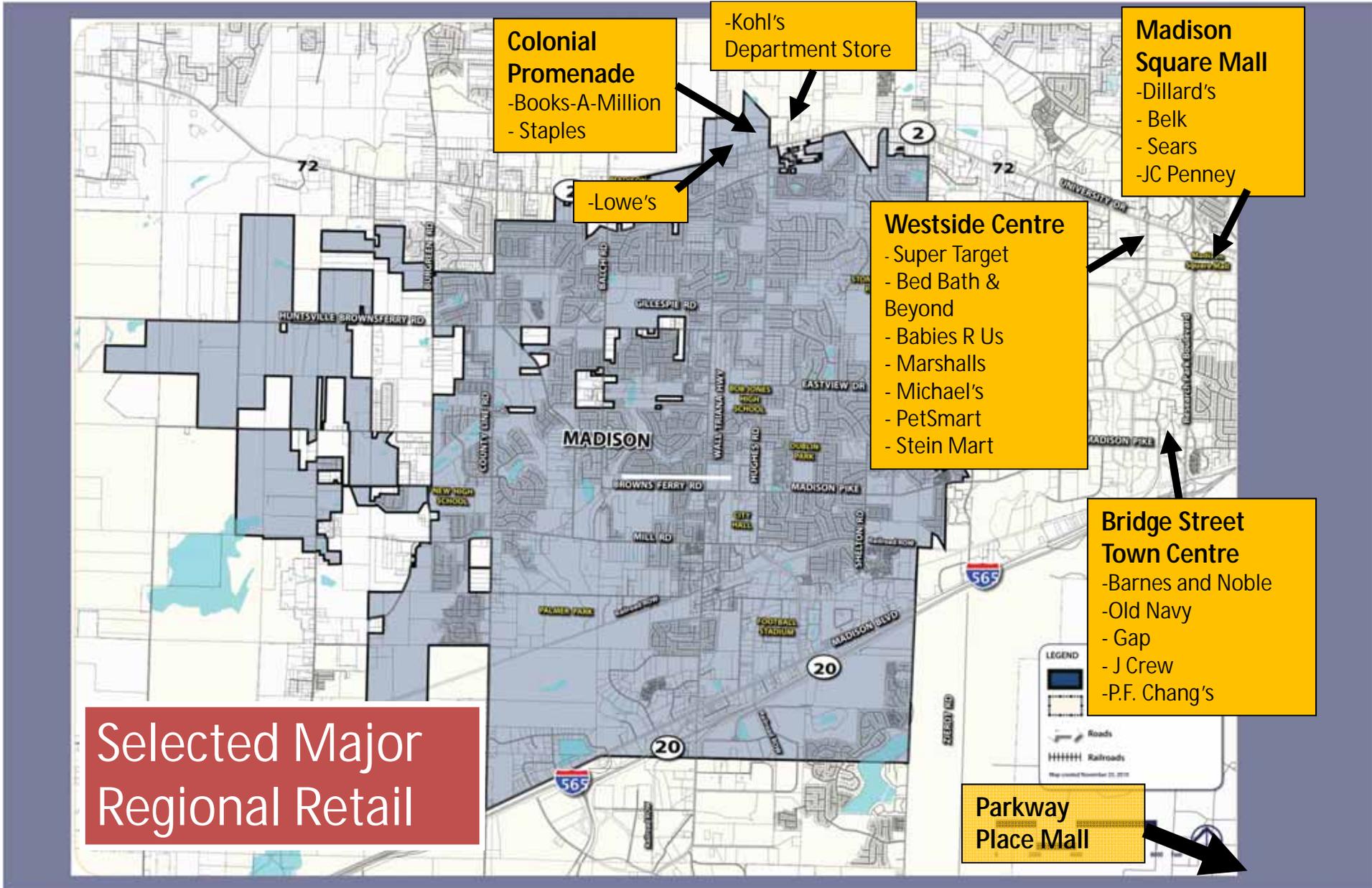
- On the ground -- in the City...
 - Mostly Convenience/Local
 - Very little Regional/Unique or Regional/Chain
 - On the ground does not “match” demographics
- On the ground -- in the greater area...
 - All levels of consumer needs met in Huntsville



Selected Major Grocery Retail



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Madison Retail Prelim Recs

- Concentrate on redeveloping and/or “pruning” retail on the ground within city limits
 - Madison Boulevard as key corridor
 - freeing up space enables other uses
 - be careful with new retail locations
- Upgrade & leverage hospitality
- Expand & diversify downtown to become viable destination



Market Overview

Office

Office Market Dynamics

- One of more difficult sectors to recruit
- Likes to be close to other office
- Wants to be close to amenities
- Variety of decision factors
 - access/location, communication infrastructure, building space, workforce, regulations/taxes, financial incentives, quality of life
- Company decision makers delaying, postponing, or pausing location decisions



Madison Office Dynamics

- Strong & long-established office concentration in Huntsville
 - underway -- Redstone Gateway/“Gate 9”
- Madison in key location -- close to Redstone Arsenal, Cummings Research Park & airport
- Current City office clusters
 - Hughes Rd & Madison Blvd
- Madison Hospital
 - will expand medical office market
 - will likely cause other relocations



Madison Office Prelim Recs

- Madison could position for small-scale, support & spin-off users
 - have to work to attract
 - best location seems to be Madison Boulevard
 - have to have amenities -- services & retail
- Madison Hospital as market driver/ changer
 - capture ancillary services in city limits



Market Overview

Industrial

Industrial Market Dynamics

- Drivers of industrial demand
 - manufacturing sector, retail sales, trade
- Located largely near interstate highways, major arterials, etc.
- Particularly sensitive to land costs
- Consolidation into larger and more modern facilities likely to continue
- Has been stop-and-start recovery



Madison Industrial Dynamics

- In submarket with Jetplex (largest in metro Huntsville)
- Most small concentrations located in southern part of City
 - Madison Industrial Park/Lowe Industrial Park
- Parks include mostly local-serving industrial uses, along with variety of other uses
- No clear target market



Madison Industrial Prelim Recs

- Demand in greater area
- Madison could likely compete, but would have to decide to do so
 - would have to work to attract
 - significant competition in greater area
- Leverage location/proximity
- Re-think what “industrial” uses are & look like



Market Direction – *Midtown Madison*

Downtown

- Need to expand size to become more viable
- Need both commercial & residential
 - Specialty retail & restaurants
 - Include variety of housing options – small SF homes/cottages, multi-family & TH

High potential to capture empty nesters & retirees

Madison Boulevard

- Strengthen existing retail
- Re-use or demo of obsolete retail buildings
- Upgrade hospitality presence



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Market Direction – *Old Madison Pike*

Direct access to Cummings Research Park is notable asset

Adjacency to large employment center makes residential appropriate

- Both single-family & multi-family

Repositioning Miller Plaza will be key

- Retail can make sense at location
- On “going home” side for traffic – makes desirable location
- Attracting top tier tenants will require redevelopment



Market Direction – *County Line Road*

Large tracts of vacant land available

Good access to major roads & highways

Opportunity for large-scale mixed use

- Office, retail, & housing

New development has to include housing to justify market for new commercial

Also opportunity for large-scale industrial uses



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Market Direction – *Highway 72*

Retail & office are fit for corridor

Likely continue as big-box retail, but most of retail demand is already met to the east/Huntsville city limits

Hospital will be immense catalyst

- New demand for medical office
- Need to be strategic about capturing new office uses in Madison city limits in this area



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Market Direction – *Western Growth Area*

Great deal of vacant land, but no direct access to major highways

Likely single-family will be best fit

Building in access to County Line Road will be crucial

Focus should be on neighborhood creation

- Including amenities & access is key – instead of traditional subdivisions
- Helps long-term property values



Market Direction – *I-565 Corridor*

Most interstate visibility anywhere in Madison

South of I-565

- Key decision on direction for area – office or retail
- One of best spots in Madison for office
- Lack of direct interstate access harder for retail

East Madison Boulevard

- Strengthen existing retail & re-use/demo obsolete retail buildings
- Could reposition area to capture small-scale office
- Could reposition area as hospitality/service for airport & link to Redstone Arsenal



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The Workshop

Exercises

- Dots – *“I Like This”* (Green) or *“I Don’t Like This”* (Red)
- Comment Cards – *“I Have an Idea...”*
- Mini-Maps – *“I Would Have Done It THIS Way...”*
- Images – *“It Should Look Like This...”*

