

Town of Madison Economic Development Survey

Madison Economic Development Commission

April 2008

Conducted by



341 Mansfield Road
Storrs, CT 06269
860-486-6666

Table of Contents

Executive Summary	1
Perceptions of Madison.....	3
Property Improvements and the Permitting Process	4
Future Development in Downtown Madison	6
Bradley Road Vision Study	8
Methodology.....	9
Appendix A: Annotated Questionnaire	10
Appendix B: Open-ended Responses	34

Executive Summary

The Madison Economic Development Commission asked the Center for Survey Research and Analysis (CSRA) at the University of Connecticut to conduct a telephone survey of downtown Madison business and property owners to assess their opinions on possible development plans for Madison. The survey also gathered information on satisfaction with Madison regulations and regulatory authorities, plans for expansion of properties and businesses, and opinions on needed improvement on downtown Madison. The study, conducted in February and March 2008 finished with a total of 84 interviews. This section summarizes the key findings of the survey.

Although this survey finished with a 49% response rate (84 interviews from an eligible sample of 172), very specific skip patterns within the survey allowed for some questions to not be answered by enough business and/or property owners to produce statistically reliable results. These questions must be interpreted with caution as they can not be generalized to the larger population. However, even if nearly all business and property owners were interviewed there would most likely still be too few respondents that would receive these questions and the results would still need to be interpreted with caution. All questions and results can be found in Appendix A and B.

Key Findings

Nearly three-quarters (72%) of business and property owners feel the “quaintness” and unique small town features Downtown Madison possesses are the area’s greatest assets. These same assets are what they would like to see preserved in future economic planning. One in five (21%) business or property owner consider lack of parking as downtown’s largest area for improvement.

Physical space limitations are also problems for growing business and have forced four in ten (43%) businesses owners to move in the past. Currently one-third (35%) of business owners in Downtown Madison feel their current space is limiting their business. Thirty-five percent of property owners have made significant changes to their property in the last five years and one-quarter (26%) plan on doing so over the next half decade. The majority of property owners that have made significant improvements to their property are satisfied with nearly all the town departments they dealt with.

Seven in ten (70%) Downtown Madison business and property owners agree that the Town should encourage development. Many also feel that there are major improvements that could be made on their particular street, especially in the areas of public restrooms and wastewater disposal. Nearly two-thirds (64%) of business and property owners are interested in connecting to a common wastewater management system as recommended in the Bradley Road Vision Study.

Less than half (44%) of business and property owners are familiar with the Bradley Road Vision Study and the majority do not feel that the changes recommended will directly impact their businesses. However, they do feel that the changes outlined in the report and as described in the survey will help the Town, overall. The report recommendation that received the most interest was the creation of a Downtown Development Authority: two-thirds (67%) would support the creation of a DDA and six in ten (60%) would be interested in serving on an authority.

Perceptions of Madison

Most business and property owners feel that the small town charm of Madison is its greatest asset.

Business and property owners were asked what qualities they most enjoyed about downtown Madison and nearly three-quarters (72%) mention some variation of the small-town, residential feel:

- Three in ten (31%) mention the “quaintness” or small-town community feel of the town.
- About one in five (18%) mention the scale and unique architecture of downtown.
- 13% mention the walking nature of downtown.
- 5% mention unique features of the town.
- Another 5% mention the residential feel of Wall Street.

Of those that did not mention the small-town atmosphere in some form, 20% mention the diversity of shops and services (12% mention shops, 8% mention services). When asked about which qualities they wanted to preserve with further development in Madison, more than half (56%) want to maintain the small-town feel. Thirty-six percent mention a desire to restrict development to preserve the quaintness of the town, and an additional 20% would like the town to avoid heavy retail or commercial developments.

Business and property owners offer more varied opinions on what potential improvements, if any, the town requires. One-fifth (21%) mention a lack of parking, 15% voice disagreement with current town regulations and practices, and 11% are not satisfied with the lack of wastewater capacity.

Property Improvements and the Permitting Process

Physical space limitations have forced many business owners to move in the past and these limitations are currently restricting the growth of some downtown business owners. The majority of property owners that have recently made significant improvements to their property are satisfied with nearly all the town departments they dealt with.

Physical space limitations are always a concern for a growing business. Of the business owners surveyed in Downtown Madison, 43% report that they had moved their business in the past, with half of these owners stating that the cause of their move was because their business required more space. Currently, more than a third (35%) of business owners downtown feel there are limitations on their business' growth due to the physical structure of their current location.

Of the 35% of business owners who feel their business is being limited by their current location:

- Nearly half (48%) state that their current location's size is restricting their growth.
- 12% mention a lack of wastewater capacity.
- Another 12% mention a lack of parking.

Permitting Process

Given the small number of individuals who have made significant changes to their property over the past five years (N=15) caution should be used when interpreting any of the results in this section.

Of property owners surveyed, more than a quarter (26%) report that they plan to make significant improvements on their property in the next five years, and more than a third (35%) report that they had made significant improvements since 2003.

Property owners that have made significant improvements to their property since 2003 (N=15) were asked about their satisfaction with interacting with different town departments.

Would you say that you were very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with the permitting process with the . . .

(N=15)	Satisfied	Dissatisfied	No Contact
Building Department and Building Officials	73%	20%	7%
Health Department	60%	--	40%
ACCA	56%	44%	--
Fire Marshall	53%	14%	34%
Planning and Zoning Officials	46%	40%	13%

Of those property owners who had made recent improvements, more than half (53%) said that the Land Use office was very or somewhat helpful in addressing concerns about the application process, and more than one-third (38%) found the Advisory Committee on Community Appearance (ACCA) to be very or somewhat helpful. Only one respondent reported that the Land Use Office was unhelpful.

More than half (8) of the 15 respondents that were asked about the fairness of the Zoning Regulations felt that the regulations were not consistently applied to applicants. Four of those believed that favoritism or cronyism were the primary reason, while two more answered that the Zoning Commission was inconsistent in applying regulation.

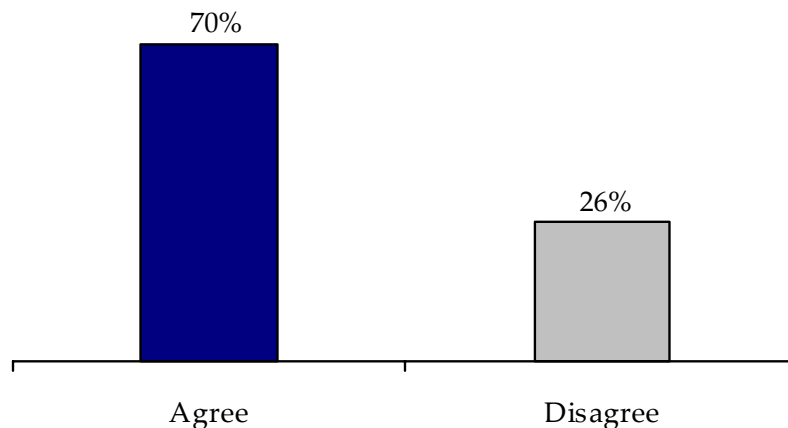
Nearly two-thirds (65%) of property owners are familiar with the Downtown Village District Design and Landscape Standards. Nearly six in ten (57%) of those familiar with the standards feel they are fair, while only one-fourth (25%) feel they were not fair. Only one-quarter (25%), however, feel the standards are consistently applied to all applicants, with one in three (32%) feeling that they are not consistently applied. Thirty-nine percent are unsure how fairly the standards are applied.

Future Development of Downtown Madison

The majority of Downtown Madison business and property owners agree that the town should encourage development. Many also feel that there are major improvements that could be made, especially in the areas of public restrooms and wastewater disposal. Nearly two-thirds (64%) are interested in connecting to a common wastewater management system.

Seventy percent of business and property owners in Downtown Madison agree that the town should encourage development in the downtown commercial district. Therefore, it is not surprising that 44% of downtown businesses feel that there should be more businesses on their particular street.

Do you agree or disagree that the Town of Madison should encourage development in the downtown commercial district?



Building Height

Although business and property owners would like development encouraged, they still would like to preserve the “quaintness” of the area. Not surprisingly, ideas to change building height regulations are not very popular: 71% of business and property owners would like the building height on Wall Street to stay the same, and 73% would like the building height elsewhere in Downtown Madison to stay the same.

Commercial Floor Area and Residential Space

Less than half (42%) of property owners are interested in increasing the commercial floor area of their building, and even fewer (37%) would support a regulation that would allow them to increase the commercial floor area of their building by agreeing to shared parking. This decrease in desire for increased floor area is a result of a lack of desire to enter into a shared parking agreement, although it is not a significant decrease.

Issues with Downtown Madison

Both business and property owners were asked about a number of issues impacting the downtown area and whether or not major improvements were needed to these areas. The table below summarizes the findings. Detailed results by street are in Appendix A of this report.

	Major improvements	Some minor improvements	No improvements
Public restrooms	50%	24%	21%
Wastewater disposal	49%	18%	18%
Availability of parking	30%	40%	26%
Location of parking	21%	35%	42%
Traffic flow	18%	23%	57%
Sidewalks	18%	30%	45%
Business signage	18%	36%	43%
Directional signage	14%	39%	42%

Wastewater Management

The availability of public restrooms and wastewater disposal tops the list of major improvements for business and property owners in Downtown Madison. Business and property owners were asked specifically about the wastewater septic system. After hearing how old the current system is, 57% said they would pay to connect to a common wastewater management system and pay an annual use fee. Sixty-four percent are interested in connecting their property to a common wastewater management system.

Bradley Road Vision Study

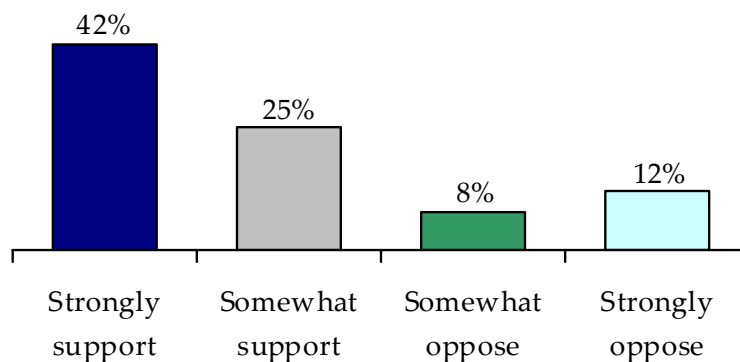
Although less than half (44%) of business and property owners are familiar with the Bradley Road Vision Study, the majority do not feel that the changes recommended will directly impact their businesses, but do feel they will help the Town, overall. Two-thirds (67%) would support the creation of a DDA, and six in ten (60%) would be interested in joining.

Less than half (44%) of business and property owners in Downtown Madison are familiar with the Bradley Road Vision Study conducted in 2005. They were read brief descriptions of some of the major points of the report and asked about many of the proposed plans.

- 71% feel the new train station will not affect their level of business.
- 65% believe that opening Tuxis pond to recreational activities will have no effect on their business, however 57% believe it will help town business.
- 48% would support the interior driveway and parking plan for west of Wall Street, and 47% support a similar plan for east of Wall Street.

The study also recommended the creation of a Downtown Development Authority (DDA) that would be composed of business owners, property owners, and other town officials. Sixty-seven percent of business and property owners would support the creation of a DDA, and 60% would be willing to serve on it. Two in five (40%) business owners feel a DDA would improve their business, and over a quarter (28%) of property owners feel it would increase the value of their property.

Would you support the creation of a Downtown Development Authority (DDA) to spur coordination of downtown issues and to support development?



Methodology

The Madison Economic Development Commission asked the Center for Survey Research and Analysis (CSRA) at the University of Connecticut to conduct a telephone survey of downtown Madison business and property owners to assess their opinions on possible development plans for Madison. The 65-item questionnaire was jointly developed by the Commission and CSRA. Findings are based on a total of 84 completed interviews from a database of 172 valid contacts provided by the Commission. The telephone interviews were conducted between February 21 and March 29, 2008 by trained interviewers at CSRA.

This survey has a margin of error at the 95% confidence level of +/- 7.7 percentage points with a finite population. This means there is less than a one in twenty chance that the results of a similar survey of this size would differ by more than 7.7 percentage points in either direction from the results which would be obtained if all 172 business and property owners were interviewed. The margin of error for sub-groups could be larger.

Results in certain sections should be interpreted with caution due to the small number of property owners recently making renovations to their property..

Appendix A: Annotated Questionnaire

Hi, my name is \$I. I am calling from the University of Connecticut on behalf of the Madison Economic Development Commission. We are conducting a brief survey to assess the needs of property and business owners in Downtown Madison. May I please speak with either the business or property owner of this location? (NOTE: respondents must be either a business or property owner on Main St., Bradley Rd., Samson Rock Dr., or Wall St. in the Town of Madison, CT).

Q1. Are you a business owner on Main Street, Bradley Road, Samson Rock Drive, or Wall Street in the Town of Madison?

Yes	86%
No	14%
Don't Know	--
Refused	--
Count	84

Q2. Do you own property on Main Street, Bradley Road, Samson Rock Drive, or Wall Street in the Town of Madison?

Yes	51%
No → Q4	49%
Don't Know	--
Refused	--
Count	84

Q3. What street is your property located on - Main Street, Bradley Road, Samson Rock Drive, or Wall Street? Only asked to property owners ("Yes" to Q2)

Bradley Road	44%
Wall Street	35%
Main Street	14%
Samson Rock Drive	7%
Don't Know	--
Refused	--
Count	43

Q4. What street is your business located on - Main Street, Bradley Road, Samson Rock Drive, or Wall Street? Only asked to business owners (“Yes” to Q1)

Main Street	38%
Bradley Road	28%
Wall Street	26%
Samson Rock Drive	7%
Other (vol.)	1%
Don't Know	--
Refused	--
Count	72

Q5. What do you like most about Downtown Madison?

- See Appendix B for full results

Quaintness/Community	31%
Scale and architecture of downtown	18%
Walking nature of downtown Madison	13%
Diverse shops - bookstore, theater, etc	12%
Diverse services - post office, library, coffee shop, etc.	8%
Unique features - clock, memorial bricks, planters, etc...	5%
Residential feel of Wall Street	5%
Easy, shared parking	--
Tuxis Pond	--
Treescape on Wall Street	--
Train station downtown	--
Other (Specify)	1%
Don't know	7%
Refused	--
Count	84

Q6. What needs to be improved about Downtown Madison?

- See Appendix B for full results

Lack of parking	21%
Better planning/regulations	15%
Lack of waste water capacity	11%
Lack of restaurants	7%
More shops/services	7%
Traffic congestion	2%
Lack of restrooms	2%
Too much development	2%
Traffic speed on Wall St. and Bradley Road	1%
Size of sidewalks	1%
Lack of crosswalks	--
Train Station	--
Inability to use Tuxis Pond for recreation	--
Lack of trees	--
Other (Specify)	12%
Don't know	17%
Refused	--
Count	84

Q7. What, if any, unique qualities of Madison, as a town, would you most want to make sure are preserved with any possible future economic development?

- See Appendix B for full results

Avoid development/maintain quaintness, small town feel	36%
Types of businesses - avoid heavy commercial, retail feel	20%
Architectural standards	7%
Diverse services that draw people downtown	7%
Walking scale of the area	5%
Open Space	2%
Ease of parking	2%
Scale of buildings	2%
Government buildings, Academy School façade	1%
Other (Specify)	12%
Don't know	4%
Refused	1%
Count	84

Questions 8a-9b only asked to business owners (Yes to Q1)
 Non-business owners → IQ10.

IQ8. You mentioned you are a business owner in Downtown Madison. I have a few questions for you about your business.

Q8A. Have you ever moved your business?

Yes	43%
No → Q9a	54%
Don't Know	1%
Refused	1%
Count	72

Q8B. What was the main reason for this move?

- See Appendix B for full results

Past location was outside Madison	18%
Better exposure/access	14%
More Space	50%
Problems with old location	5%
Cost concerns	5%
Other	9%
Don't know	--
Refused	--
Count	22

Q9A. Do you feel that there is a limitation on your business' growth due to the physical characteristics of the building or property?

Yes	35%
No → IQ20 If "No" to Q2	63%
Don't Know	1%
Refused	1%
Count	72

Q9B. Could you please describe these limitations for me?

- See Appendix B for full results

Building limitations	48%
Parking	12%
Lack of waste water capacity, sewers	12%
Difficult zoning/regulatory processes	8%
Access to the commercial space	4%
Other (Specify)	16%
Don't know	--
Refused	--
Count	25

Questions 10-19c only asked to property owners (Yes to Q2)

Non-property owners → IQ20.

IQ10. You mentioned you are a property owner in Downtown Madison. I have a few questions for you about your property.

Q10. How many years have you owned property in Downtown Madison?

5 or less	12%
6 - 15	21%
16 - 25	30%
26 - 35	12%
36 or more	21%
Don't Know	5%
Refused	--
Count	43

Q11A. Do you plan to make substantial improvements in your property in the next five years that you feel will involve the permit process?

Yes	26%
No	65%
Don't Know	9%
Refused	--
Count	43

Q11B. Have you made substantial improvements in your property since September 2003 that involved the permit process?

Yes	35%
No → IQ18	65%
Don't know	--
Refused	--
Count	43

IQ12. You mentioned you have made substantial improvements to you property. I would like you to think about the permitting processes you had to go through with different departments within the Town during these improvements.

Q12A. Thinking of the permitting processes with the Health Department, would you say that you were very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with the permitting process with the Health Department?

Very satisfied → Q13a	33%
Somewhat satisfied → Q13a	27%
Not too satisfied	--
Not satisfied at all	--
I did not work with the Health Department (vol.) → Q13a	40%
Don't know → Q13a	--
Refused → Q13a	--
Count	15

Q12B. You mentioned that overall you were not satisfied. What was the main reason you were not satisfied with the permitting process with the Health Department?

Count	0
-------	---

Q13A. Thinking of the permitting processes with the Fire Marshall, would you say that you were very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with the permitting process with the Fire Marshall?

Very satisfied → Q14a	40%
Somewhat satisfied → Q14a	13%
Not too satisfied	7%
Not satisfied at all	7%
I did not work with the Fire Marshall (vol.) → Q14a	27%
Don't Know → Q14a	7%
Refused → Q14a	--
Count	15

Q13B. You mentioned that overall you were not satisfied. What was the main reason you were not satisfied with the permitting process with the Fire Marshall?

- See Appendix B for full results

Poorly defined process	--
Cost of the process	--
Difficulty in getting information as to the process	--
Poorly defined requirements	--
Hearing/appeal procedure	--
Other (specify)	100%
Don't know	--
Refused	--
Count	2

Q14A. Thinking of the permitting processes with the Building Department and Building Official, would you say that you were very satisfied, somewhat satisfied, not too satisfied, or not satisfied at all with the permitting process with the Building Official?

Very satisfied → Q15a	33%
Somewhat satisfied → Q15a	40%
Not too satisfied	--
Not satisfied at all	20%
I did not work with the Building Official (vol.) → Q15a	7%
Don't know → Q15a	--
Refused → Q15a	--
Count	15

Q14B. You mentioned that overall you were not satisfied. What was the main reason you were not satisfied with the permitting process with the Building Department and Building Official?

- See Appendix B for full results

Cost of the process	33%
Poorly defined process	--
Difficulty in getting information as to the process	--
Poorly defined requirements	--
Hearing/appeal procedure	--
ACCA design standards/approvals	--
Permit fees	--
Other (specify)	67%
Don't know	--
Refused	--
Count	3

Q15A. How helpful was the Land Use office in answering questions and guiding you through the application process? Were they very helpful, somewhat helpful, not too helpful, or not helpful at all?

Very helpful → Q16a	40%
Somewhat helpful → Q16a	13%
Not too satisfied	--
Not helpful at all	7%
I did not work with the Land Use Office (vol.) → Q16a	40%
Don't know → Q16a	--
Refused → Q16a	--
Count	15

Q15B. You mentioned that overall the Land Use office was not helpful. What was the main reason you found them to not be helpful?

- See Appendix B for full results

Poorly defined process	--
Cost of the process	--
Difficulty in getting information as to the process	--
Poorly defined requirements	--
Hearing/appeal procedure	--
Other (specify)	100%
Don't know	--
Refused	--
Count	1

Q16A. When you made the improvements to your property, if you went through Planning & Zoning Commission, overall how satisfied were you?

Very satisfied → Q17a	13%
Somewhat satisfied → Q17a	33%
Not too satisfied	13%
Not satisfied at all	27%
I did not work with the Planning & Zoning Commission (vol.) → Q17a	13%
Don't know → Q17a	--
Refused → Q17a	--
Count	15

Q16B. You mentioned that overall you were not satisfied. What was the main reason you were not satisfied with the Planning and Zoning Commission?

- See Appendix B for full results

Arbitrary/subjective process	34%
Poorly defined process	17%
Poorly defined requirements	17%
Cost of the process	--
Difficulty in getting information as to the process	--
Hearing/appeal procedure	--
Spot zoning/floating zones used to prevent development	--
Other (specify)	34%
Don't know	--
Refused	--
Count	6

Q17A. Do you believe that the Zoning Regulations are fairly and consistently applied to applicants?

Yes → IQ18	33%
No	53%
Don't know	13%
Refused	--
Count	15

Q17B. Why do you believe that the Zoning Regulations are not fairly and consistently applied to applicants?

- See Appendix B for full results

Cronyism, favoritism	50%
Special exception zoning	25%
Appointed board	--
Floating zones	--
Politics	--
Corruption	--
Other (Specify)	13%
Don't know	--
Refused	13%
Count	8

IQ18. The Advisory Committee on Community Appearance, also known as ACCA advises the Planning & Zoning Commission, land use applicants, and property development applicants to apply aesthetic standards to proposed buildings.

Q18A. Have you worked with the Advisory Committee on Community Appearance, also known as ACCA, since September, 2003?

Yes	37%
No → Q19a	58%
Don't Know → Q19a	2%
Refused → Q19a	2%
Count	43

Q18B. How helpful did you find the Land Use office was in explaining the function of ACCA? Were they very helpful, somewhat helpful, not too helpful, or were they not helpful at all?

Very helpful	25%
Somewhat helpful	13%
Not too helpful	19%
Not helpful at all	19%
Don't Know	25%
Refused	--
Count	16

Q18C. How satisfied were you with ACCA when you worked with them?

Very satisfied → Q19a	25%
Somewhat satisfied → Q19a	31%
Not too satisfied	13%
Not satisfied at all	31%
I didn't work with ACCA (vol.) → IQ20	--
Don't know → Q19a	--
Refused → Q19a	--
Count	16

Q18D. You mentioned that overall you were not satisfied. What was the main reason you were not satisfied with the ACCA?

- See Appendix B for full results

Variable/subjective standards	57%
Poor definition of expectations	14%
Changing standards through the review process	14%
Too costly to build and maintain	--
Other (Specify)	14%
Don't know	--
Refused	--
Count	7

Q19A. Are you familiar with the Downtown Village District Design and Landscape Standards?

Yes	65%
No → IQ20	30%
Don't Know	5%
Refused	--
Count	43

Q19B. Do you believe that the design and landscape standards are fair?

Yes, they are fair	57%
No, they are not fair	25%
Don't Know	14%
Refused	4%
Count	28

Q19C. Do you believe that the design and landscape standards are consistently applied to applicants?

Yes, they are consistently applied → IQ20	25%
No, they are not consistently applied	32%
Don't Know	39%
Refused	4%
Count	28

Q19D. Why do you believe that these regulations are not fairly and consistently applied to applicants?

- See Appendix B for full results

Floating zones	11%
Cronyism, favoritism	11%
Variable/subjective standards	33%
Poor definition of expectations	11%
Changing Standards through the review process	11%
Politics	11%
Appointed Board	--
Special exception zoning	--
Corruption	--
Too costly to build and maintain	--
Don't know	--
Refused	--
Other (Specify)	44%
Count	9

IQ20. I now have a few questions about the Town of Madison and some of its regulations.

Q20. Do you agree or disagree that the Town of Madison should encourage development in the downtown commercial district?

Strongly agree	39%
Somewhat agree	31%
Somewhat disagree	13%
Strongly disagree	13%
Don't know	2%
Refused	1%
Count	84

Q21A. Do you feel the building height limit on Wall Street, 30 feet or 2 ½ stories, should be increased, decreased, remain the same or do you have no opinion?

Increase	18%
Decrease	4%
Stay the same	71%
No opinion	6%
Don't know	1%
Refused	--
Count	84

Q21B. Do you feel the building height limit in the rest of Downtown Madison, 40 feet or 3 stories, should be increased, decreased, remain the same, or do you have no opinion?

Increase	10%
Decrease	11%
Stay the same	73%
No opinion	6%
Don't know	1%
Refused	--
Count	84

Q22-Q24 only asked to property owners ("Yes" to Q2)

Q22. How interested would you be in increasing the commercial floor area of your building? Very interested, somewhat interested, not too interested, not interested at all?

Very interested	19%
Somewhat interested	23%
Not too interested	12%
Not interested at all	44%
Don't know	2%
Refused	--
Count	43

Q23. Would you support or oppose a regulation that would allow you to increase the commercial floor area of your existing building if you agreed to share parking?

Strongly support	16%
Somewhat support	21%
Somewhat oppose	9%
Strongly oppose	30%
Don't know	23%
Refused	--
Count	43

Q24. Would you support or oppose a regulation that encouraged second or third floor residential use over first floor commercial use?

Strongly support	33%
Somewhat support	30%
Somewhat oppose	9%
Strongly oppose	16%
Don't know	12%
Refused	--
Count	43

IQ25. I would now like to ask you about some potential improvements for Downtown Madison. For the following list, please tell me if you think improvements need to be made for each issue as it pertains to your street in Downtown Madison. Would you say no improvements are needed, some minor improvements are needed, or major improvements are needed in the following areas?

Q25A. Availability of parking

	Main Street	Bradley Road	Samson Rock Drive	Wall Street	Total
No improvements	22%	28%	33%	27%	26%
Some minor improvements	44%	40%	17%	42%	40%
Major improvements	30%	32%	33%	27%	30%
Don't know (vol.)	4%	--	17%	4%	4%
Count	27	25	6	26	84

Q25B. Location of parking

	Main Street	Bradley Road	Samson Rock Drive	Wall Street	Total
No improvements	37%	52%	50%	35%	42%
Some minor improvements	52%	28%	33%	23%	35%
Major improvements	11%	20%	--	38%	21%
Don't know (vol.)	--	--	17%	4%	2%
Count	27	25	6	26	84

Q25C. Traffic flow

	Main Street	Bradley Road	Samson Rock Drive	Wall Street	Total
No improvements	48%	60%	67%	62%	57%
Some minor improvements	22%	24%	17%	23%	23%
Major improvements	30%	12%	--	15%	18%
Don't know (vol.)	--	4%	17%	--	2%
Count	27	25	6	26	84

Q25D. Sidewalks/Pedestrian walkways

	Main Street	Bradley Road	Samson Rock Drive	Wall Street	Total
No improvements	33%	44%	33%	62%	45%
Some minor improvements	41%	32%	17%	19%	30%
Major improvements	26%	24%	33%	19%	18%
Don't know (vol.)	--	--	17%	--	2%
Count	27	25	6	26	84

Q25E. Wastewater disposal

	Main Street	Bradley Road	Samson Rock Drive	Wall Street	Total
No improvements	4%	28%	17%	23%	18%
Some minor improvements	19%	20%	17%	15%	18%
Major improvements	56%	44%	33%	50%	49%
Don't know (vol.)	22%	8%	33%	12%	1%
Count	27	25	6	26	84

Q25F. Business signage on buildings and lawns

	Main Street	Bradley Road	Samson Rock Drive	Wall Street	Total
No improvements	52%	40%	--	46%	43%
Some minor improvements	22%	48%	50%	35%	36%
Major improvements	26%	12%	17%	15%	18%
Don't know (vol.)	--	--	33%	4%	4%
Count	27	25	6	26	84

Q25G. Directional signage (e.g. parking, walkway, etc.)

	Main Street	Bradley Road	Samson Rock Drive	Wall Street	Total
No improvements	37%	44%	17%	50%	42%
Some minor improvements	41%	36%	67%	35%	39%
Major improvements	22%	12%	--	12%	14%
Don't know (vol.)	--	8%	17%	4%	5%
Count	27	25	6	26	84

Q25H. Publicly available restrooms

	Main Street	Bradley Road	Samson Rock Drive	Wall Street	Total
No improvements	11%	36%	17%	19%	21%
Some minor improvements	19%	24%	17%	31%	24%
Major improvements	70%	32%	50%	46%	50%
Don't know (vol.)	--	8%	17%	4%	5%
Count	27	25	6	26	84

Q26. Thinking of the number of businesses currently on your street in Downtown Madison: would you say there should be more businesses, less businesses, or are there the right amount of businesses on your street?

More	44%
Less	2%
The right amount	51%
Don't Know	2%
Refused	--
Count	84

IQ27. Seventy percent of the septic systems in the downtown area are over 25 years old, have limited capacity and may need to be repaired or replaced soon.

Q27A. Would you prefer to pay to repair or replace your current septic system or pay to connect to a common waste water management system and pay an annual use fee?

Pay to repair or replace your current septic system	19%
Pay to connect to a common waste water management system and pay annual use fee	57%
Don't Know	23%
Refused	1%
Count	84

Q27B. How interested would you be in connecting your property to a common waste water management system? Very interested, somewhat interested, not too interested, not interested at all?

Very interested	35%
Somewhat interested	29%
Not too interested	4%
Not interested at all	12%
Don't know	21%
Refused	--
Count	84

Q28A. Would the increased waste water capacity allow for a change in your business or property?

Yes	32%
No → IQ29	58%
Don't know → IQ29	10%
Refused → IQ29	--
Count	84

Q28B. If your waste water capacity increased, how would your business or property change?

- See Appendix B for full results

Add new services	19%
Expand services	15%
Increase revenue	7%
Add residential options	7%
Increase the intensity of development	--
Increase taxes	--
Too much competition	--
Other (Specify)	33%
Don't know	19%
Refused	--
Count	27

IQ29. Finally, I would like to talk to you about a recent study of Bradley Road.

Q29. How familiar are you with the Bradley Road Vision Study, conducted in 2005? Are you very familiar, somewhat familiar, not too familiar, or not at all familiar with the study?

Very familiar	18%
Somewhat familiar	26%
Not too familiar	15%
Not familiar at all	39%
Don't know	1%
Refused	--
Count	84

Q30. The building of the new train station will be completed by 2009. How will the construction of the new train station and parking deck on Bradley Road affect your business? When the train station opens, would you say your business will increase, decrease, or remain about the same? Only asked to business owners ("Yes" to Q1)

Increase	28%
Decrease	1%
Remain about the same	71%
Don't know	--
Refused	--
Count	72

IQ31. The study identified opportunities to open Tuxis Pond to recreational and other access opportunities.

Q31. What types of recreational or cultural activities would you like to see if Tuxis ("TUX - ISS") Pond is opened up?

- See Appendix B for full results

Ice skating	24%
Cultural events	17%
Walkways, hiking trails	15%
Swimming	15%
Boats (kayaking, paddleboats)	11%
Community theater	8%
Park area (benches, picnic tables)	7%
Other (Specify)	7%
Refused	--
Don't know	32%

Q32A. If Tuxis Pond was opened up to recreational activities, do you feel it would help your business, hurt your business, or have no effect on your business?

Only asked to business owners ("Yes" to Q1)

Help	28%
Hurt	3%
Have no effect	65%
Don't Know	4%
Refused	--
Count	72

Q32B. If Tuxis Pond was opened up to recreational activities, do you feel it would help Town business, hurt Town business, or have no change in the amount of business the Town currently receives? Only asked to business owners ("Yes" to Q1)

Help	57%
Hurt	6%
Have no effect	30%
Don't Know	7%
Refused	--
Count	84

IQ33. The Bradley Road Vision Study identified opportunities to construct a series of parking areas and interior driveways to the West of Wall Street, near Tuxis Pond. This would create greater storefront opportunities and potential development of apartments and condos.

Q33A. Would you support or oppose an interior driveway plan?

Strongly support	27%
Somewhat support	21%
Somewhat oppose → Q33c	13%
Strongly oppose → Q33c	18%
Don't know	19%
Refused	1%
Count	84

Q33B. You mentioned that you own property on Wall Street, would you be willing to enter into easements to enable building of these passages to occur?

Only asked to Wall Street property owners who strongly/somewhat support Q33a

Yes	--
No	--
Don't know	100%
Refused	--
Count	1

Q33C. What part of the plan do you oppose or feel should be changed?

- See Appendix B for full results

The Vision Study	31%
Interior driveways	23%
Shared parking	4%
Waste water treatment	4%
Other (Specify)	27%
Don't know	12%
Count	26

Q34. Would you support or oppose creating a similar shared parking system to the East of Wall Street as well?

Strongly support	26%
Somewhat support	21%
Somewhat oppose	13%
Strongly oppose	18%
Don't know	21%
Refused	--
Count	84

IQ35. The study recommended creating a Downtown Development Authority, or DDA. It would be formed by property owners, business owners, and Town officials. A DDA would be a self regulating organization that would aid in the management of waste water, parking, signage, and promotions. The DDA could also encourage growth and enforce standards.

Q35. Would you support or oppose the creation of a Downtown Development Authority (DDA) to spur coordination of downtown issues and to support development?

Strongly support	42%
Somewhat support	25%
Somewhat oppose	8%
Strongly oppose	12%
Don't know	12%
Refused	1%
Count	84

Q36. Would you be willing to serve on such an authority?

Yes	60%
No	36%
Don't know	5%
Refused	--
Count	84

Q37A. How do you think a Downtown Development Authority would affect your business? Do you feel it would improve your business, harm your business, have no affect on your business, or do you not have an opinion?

Only asked to business owners ("Yes" Q1)

Improve	40%
Harm	4%
Has no effect	36%
No opinion	10%
Don't know	10%
Refused	--
Count	72

Q37B. How do you think a Downtown Development Authority would affect the value of your property? Do you feel it would increase the value of your property, decrease the value of your property, have no effect on value of your property, or do you not have an opinion? Only asked to property owners ("Yes" to Q2)

Increase	28%
Decrease	7%
Has no effect	28%
No opinion	21%
Don't know	16%
Refused	--
Count	43

Appendix B: Open-ended Responses

Q5. What do you like most about Downtown Madison?

Atmosphere (2 mentions)

Attractive

Bookstore

Charm (2 mentions)

Controlled growth (function of sewer avoidance)

Convenience of location

Convenience, diversity of shops

Convenient, quaint

Convenient location

Easy access

Historical, inviting

Home town quality

Homey atmosphere, country/small town

Likes the town, everything about it., small town feel, atmosphere

Location (3 mentions)

Look of it [the town] and the ease of getting around

Main street America feeling

Median of divider road

Nice community

Old-town atmosphere, New England feel

People

Preservation of timelessness, architecture

Proximity

Quaintness (2 mentions)

Quaintness and uniqueness of Madison. Scale of the two-story buildings.

Quaintness, no one is in a hurry

Quaint, post office convenience

Sense of community

Small-town charm

Small-town atmosphere, friendship

Small town community

Small town feel

The small town feel

Upscale community,

Walkability and shops

Q6. What needs to be improved about Downtown Madison?

Attracting people

Better mix of products, not so many clothing stores

Better zoning regulations, upper level residential, more expansive

Bigger post office and better books in library

Bradley road should have walkways, bicycle friendly areas

Coordination of business, needs planning committee

Design quality; difficult for business to gain visibility; signage rules need loosening

Expansion of Bradley Road

Help to keep businesses running

I'd like to see the downtown parking improved, businesses, like restaurants, added to the mix, and the period architecture of the town honored and duplicated as much as possible.

Lack of parking, lack of restrooms,

Lack of traffic to downtown, parking

Landscaping the divider on Boston Post Road

Like Madison as it is

Madison needs to get back to reality; the whole town hall has become oppositional

More people

More support of businesses, signage

More traffic on Wall Street

More variety of stores, (clothing)

More visible advertising

Not downtown but elsewhere

Not enough traffic, better exposure

Owners need to parking in back of buildings

Parking

Parking and traffic;

Physical layout, sidewalks lighting

Police force

Quality of retailers, aesthetics

Septic system and more anchor stores to draw people in (larger more familiar stores that people would recognize)

Some of the building more recently; the 2 structures on route 79 near route 1, and the assisted living building is too close to the road.

Stores need to be consistent with hours

Street cleaning

Support business more

Theater coffee shops

There are problems with parking, waste (sewage), blandness/repetitive nature of some of the businesses, like the number of Realty companies and coffee shops, and parking.

Trees are overgrown, sidewalks, snow removal

Vitality, more places to attract the public, and more restaurants, more availability of variety of shops, sewer; more cooperation for development with authorities, board commissions, general curb appeal, lighting, uniformed sidewalks, parking

Was against Stop & Shop coming in, some of the buildings on the main streets are too big. There's no draw for people to come in for shopping

Q7. What, if any, unique qualities of Madison, as a town, would you most want to make sure are preserved with any possible future economic development?

A viable community; economic sense, as well as activities.
Appeal to local residents, potential resident, visitors, charming town
Be careful about new businesses
Charm
Charm of main and side streets
Colonial atmosphere
Commercialization
Doesn't want it to get too busy
Downtown area
Historic character and open space
I think it will always hold them but probably its quaintness
Independent stores
It is not matter of preserving historical charm, it is a matter of allowing the town
to develop to better serve the citizens
Its quaintness
Its quaintness and aesthetics
Keep small town feel
Leave it alone
Low rise, quaint, mixed use or pure commercial
Madison airport development, more green space and the maintenance of this
Nothing
Open space
Open to change if need presents itself
Preserve charm; don't want to look like tinsel town
Preserve the beach area; no large buildings in that area.
Quaintness
Quaint, personal feeling
Quaintness, style
Quaintness
Retail stores, not just banks and real estate, space for rent needs to be rented
Scale and architecture of Madison's downtown area
Size, charm, historic part
Small-town feel
Small-town image
Small hometown feel
Small town charm

The look and the stores are all independent

The New England feel

The quaint, New England style and character of downtown Madison; happy with family living in Madison.

To realize there is limited potential for economic development; the town wasn't designed to accommodate commercial development; town is making a mistake by trying to make development; traffic design is not conducive

Town more actively involved

Tuxis pond opened up; diversity of architecture

Types of businesses, parking

Walking scale, lack of sewer system keeps scale down

Zoning positions are inconsistent, parking is lacking

Q8B. What was the main reason for this move?

9/11- former location was at ground zero

Access other businesses and clients

Bigger building

Bought a new unit, just changed lease

Bought the building

Downsized

Expanding needed more space

Exposure

I prefer the space available for me to develop.

Liked Madison

More space (2 mentions)

More space

Move closer to downtown

My store's space was limited and the rent was too high.

Needed more space

Old building was falling apart

Rents/property too expensive in other town; Madison is a better town

Space

Space was too small

Tired of Milton, CT

Upgrade of space

Visibility

Q9B. Could you please describe these limitations for me?

Building cannot be expanded, too small
Electric system building not effectively wired; bathrooms lacking
Exterior face, woodwork, parking
Just by its nature there is a limit of space
Just too small
Location
Needs more space for work
Not enough space or parking
Signage
Small building; not sure if it could be approved to enlarge it.
Space

Q13B. You mentioned that overall you were not satisfied. What was the main reason you were not satisfied with the permitting process with the Fire Marshall?

[The Fire Marshall] disagreed with professional hired to work on building
Personal animosity with fire Marshall, feels cronyism.

Q14B. You mentioned that overall you were not satisfied. What was the main reason you were not satisfied with the permitting process with the Building Department and Building Official?

Cost too expensive; delays in approval
Extremely difficult, arbitrary enforcement, bad reputation, nice to owners but not
contractors
Logic is lost!

Q15B. You mentioned that overall the Land Use office was not helpful. What was the main reason you found them to not be helpful?

After two years of work; there was no opposition but vote was 5-4 against
Cronyism
[Land Use office] works through preliminary aka; they are confrontational and
difficult to work with; very uncooperative
Loss of logic; interpretation of rules difficult to decipher
Took a long time

Q17B. Why do you believe that the Zoning Regulations are not fairly and consistently applied to applicants?

Because [regulations] are applied arbitrarily; personal reference and taste, not by standard; inconsistent in applying judgment

Logic is gone.

[Regulations] are made up as they go along; do not stick to any regulations

Q18D. You mentioned that overall you were not satisfied. What was the main reason you were not satisfied with the ACCA?

Arbitrary enforcement; cronyism

Decisions are made based on individual preferences; they act with authority instead of board, ACCA acts as a definitively, not in an advisory capacity; ACCA follows no guidelines, just a matter of their preferences

No common sense.

Professional architect hired, but [ACCA] wanted the building to look a different way

Q19D. Why do you believe that these regulations are not fairly and consistently applied to applicants?

Don't know why, but it is not

Favors larger revenues, bigger buildings

Politics and favoritism

The regulations don't apply to the middle class like they do to the affluent; unfair regulations.

Q28B. If your waste water capacity increased, how would your business or property change?

All of the above

Allow property to be inhabited by wider variety of businesses

Business would benefit from enlarged-capacity waste development only because, with the resulting increase in revenue/customers going to restaurants, etc., traffic would increase in store.

Considering renting to tenants

No major changes; would not have to hire the trucks to come pick up the "stuff" at \$400 a trip.

None

Offer other services that included water

Potential for restaurants

Property value

Provide restroom

Put in a second apartment

Renovate, expand

Rent to a restaurant

Scrapping septic system will allow expansion into septic tank holding area

Would allow usage for a restaurant or places that used large amounts of water

Wouldn't make a difference.

Q31. What types of recreational or cultural activities would you like to see if Tuxis ("TUX - ISS") Pond is opened up?

Access around the pond for pedestrians
All of the above (5 mentions)
Benches, walking trails
Canoe, kayak paddling, public can get to water other than boardwalk;
Fishing, boating (not motorboats!)
Fishing, swimming, bird-watching..
Hiking and picnic and walking
Hiking, biking, concerts, ice skating, swimming
Just leave it alone it is a muck hole
Kayaking canoeing
Leave it the way it is w/o using it; just get it into better shape
Nature study
Nature walk
Needs walkway around pond
No boating, no swimming....nice plants and park area
Non motor sports
None (4 mentions)
Preparation/clean-up would be necessary to make it worthwhile.
Paddle boats (3 mentions)
Picnic areas
Pond needs to be protected, ice skating
Prefer not to open it up
Recreation area, paddle boats, ice skating
Recreational activities around the pond
Sightseeing, boardwalk
Theater concerts
Trails get to town
Using the pond more effectively should be a priority of town; it has potential for
business and recreation
Walking or strolling around.
Walkways
Water things; paddle boats, canoes, etc

Q33C. What part of the plan do you oppose or feel should be changed?

Have enough condos.

I am opposed to buildings back there.

Increased apartments

It's all wetland, oppose it all

Needs to see plan first

No septic system

Parking lot

Scrap the whole thing (3 mentions)

The building

The plan is not practical, the study is not practical.

The residential part