

**Bradley Road Corridor Analysis
Status Report
September 29, 2004**

Madison's Economic Development Commission (EDC) received a progress report from Planimetrics and the Yale Design Workshop as to the potential development plan and strategic vision statement for the Bradley Road Corridor. For an historical perspective, the EDC has undertaken this effort in consultation with Planning and Zoning to address the following issues:

1. To correct the wide disparity in land use and property assessment on Bradley Road. Such a correction should encourage redevelopment that will bring a substantial long-term benefit to property owners and the Town.
2. The construction of a new train station is a catalyst for development. By anticipating its impact, we can encourage optimal benefit from this action.
3. The lack of well-defined, consistent, and understandable regulatory guidelines has limited development and, in cases, discouraged investment.
4. The Town Center has a well established development plan. Bradley Road has not been incorporated within this plan.
5. We need to understand how to capitalize upon one of the greatest and unique resources downtown – Tuxis Pond.

To begin the development of a plan to address these issues, the EDC engaged Planimetrics and the Yale Design Workshop last spring to commence work on these efforts. Over the past 3 months, a substantial effort has occurred to document land use, to map the area, and to understand the interrelationships between the properties in the Bradley Road Corridor. Although the findings presented were quite preliminary, they encouraged important discussion and suggested several directions for further investigation:

➤ **Improve the Bradley Road Streetscape**

To enhance Bradley Road and create a more consistent "feel" with Main Street, Bradley Road should be widened and enhanced. Such elements as on street parking, greater pedestrian access, and modified vehicular movement is all needed.

➤ **Encourage Infill Development**

In order to create and foster the type of pedestrian-friendly, Main Street environment already thriving along the Boston Post Road, the Town of Madison should work to adopt regulatory and design criteria that encourage similarly-scaled infill development along Bradley Road.

➤ **Expand Parking**

Parking is an important issue for the Town and the creation of ample parking that can be shared along Bradley Road and integrated with downtown is important. The opportunity to investigate a decked parking structure at the new train station and “linked” parking and pedestrian areas become important in the long-term plan / development of the corridor.

➤ **Create a Mid-Block Network**

The planners have referred to the Bradley Road – Wall Street – Main Street – Route 79 area as a “Super Block.” This geographic layout is far too large to encourage pedestrian integration instead promoting increased vehicular traffic and related parking problems. To encourage a more vibrant downtown center, greater pedestrian movement, and managed vehicular access, a network of shared parking and access ways are suggested to create a smaller “sub-block” within the “Super Block.”

The attached diagram illustrates one potential concept of paths, walkways, roads, and parking. In particular, this idea is noteworthy in the integration of these concepts and the sensitivity to the preservation of Tuxis Pond and the surrounding wetlands. This extended network of walkways and parking areas are designed to provide clear strategic points of visual and physical access to both the pond and the area businesses.

➤ **Improvements to the Street-Space**

The public space of the street should be defined and enhanced through the development of continuous, small-scale building frontage, and through the strategic location of anchor buildings and public art.

Although far from any final recommendation, the vision statement is beginning to take shape. As a result, we are seeking and encouraging anyone interested to provide reactions, guidance, and input to support the EDC’s deliberations. On October 14th at 7:30 p.m. in Room A of the Town Campus, the EDC will hold our next meeting. The key agenda item of this meeting will be further refinements / adjustments to the consultant’s works and public discussion and comment.

We thank you for your interest in this important project and encourage anyone interested to attend.

Respectfully Submitted,
On Behalf of the Economic Development Commission

David A. Kadamus
Chair

**Town Of Madison
Economic Development Commission**

Exhibit 1: Preliminary Vision for the Bradley Road Corridor

