

Bradley Road Study

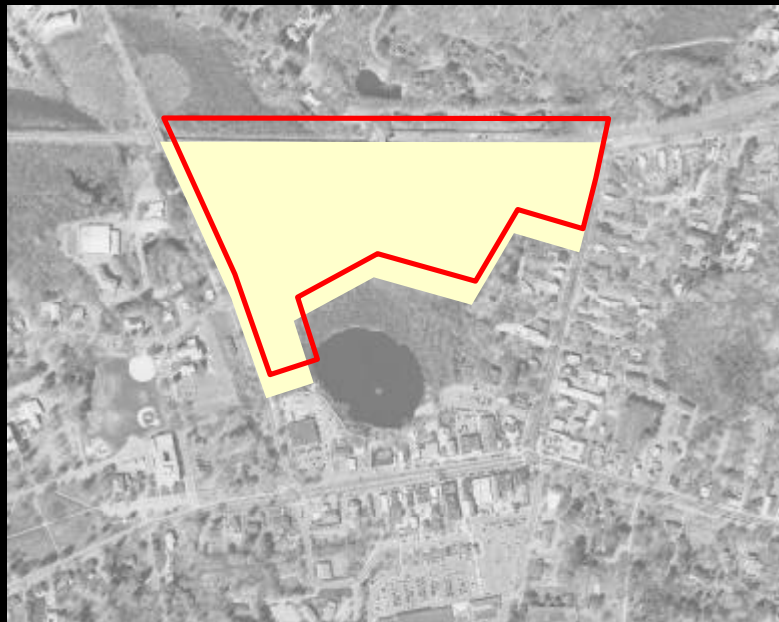
Madison, CT

Economic Development Commission
October 14, 2004



What

- A study of the Bradley Road area



Why

- Expand economic development
- Capitalize on the train station improvements
- Tie into Madison Center
- Enhance community character

Background



Public Input ...

- A public input meeting was held in March
- People told us what was on their mind
- This input has guided the work to date

Strong Potential ...

- **Proximity** - To train station and main commercial area
Can enhance overall Town Center
- **Opportunity** - Development potential exists in the area
Underutilized properties
- **Interest** - Property owners appear interested
Town appears interested (EDC, PZC)

Can Be Shaped ...

- **New Definition** - Has had auto focus / “one stop and go”
- **Strong Vision** - New vision can lead to change
- **Regulations** - EDC / PZC considering options
- **Infrastructure** - Can be provided

Supported by ...

- **Train Station** - Relocation / expansion is an opportunity
- **Tuxis Pond** - Natural setting
- **Pedestrianism** - Encourage pedestrian scale / focus
- **Circulation** - Establish new road / drive connections
- **Parking** - Tie parking areas together / share parking

Basic Principles



Streetscape Principles ...

- Encourage pedestrian-friendly patterns
 - Street / on-street parking / sidewalk / building / rear parking
- Discourage typical strip-type patterns
 - Street / intermittent sidewalk / parking area / building



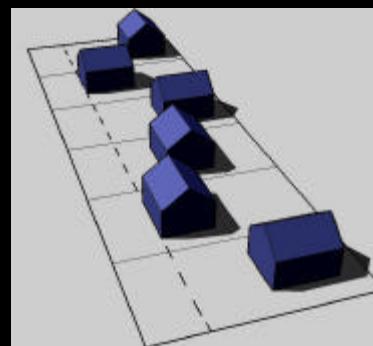
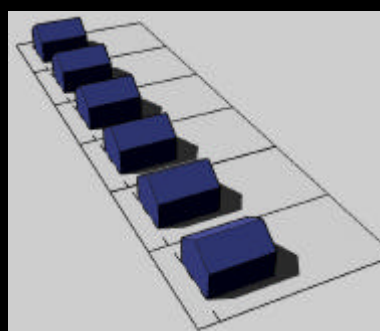
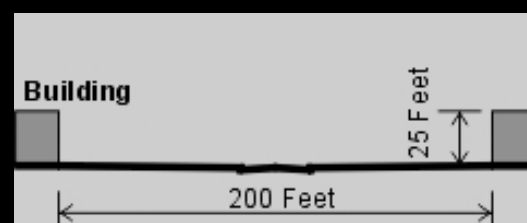
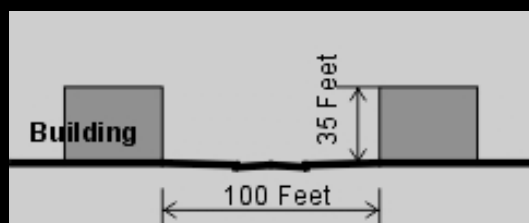
Building Principles ...

- Require multi-floor and encourage mixed use buildings
- Discourage mono-type or mono-use buildings



Building Principles ...

- Frame the streetscape
- Discourage buildings that do not relate to the street



Building Principles ...

- Require design appropriate to the Center
- Discourage prototype architecture



Parking Principles ...

- Share on-street parking
- Discourage parking lots in front of buildings
- Connect and share off-street parking in the rear
- Shared parking reduces the spaces required
- Could support 50% more square footage



Vehicular Principles ...

- Create new opportunities for integrating parking and circulation between sites
- Discourage isolated site development

Pedestrian Principles ...

- Focus on pedestrian scale and connections
- Discourage automobile scale and poor pedestrian connections



Organizing Principles ...

- Enable more intensity of development
- Maximize economic return given constraints
- Enhance / expand Madison Center

Preliminary Vision



Outer Circulation

Includes
On-Street
Parking
and
Sidewalks



Buildings Next To Street

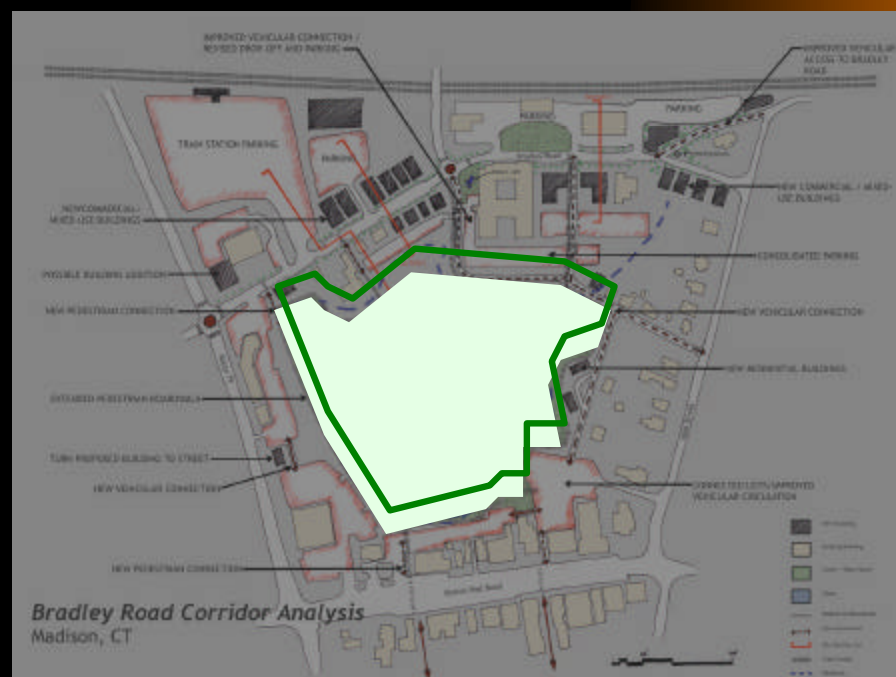


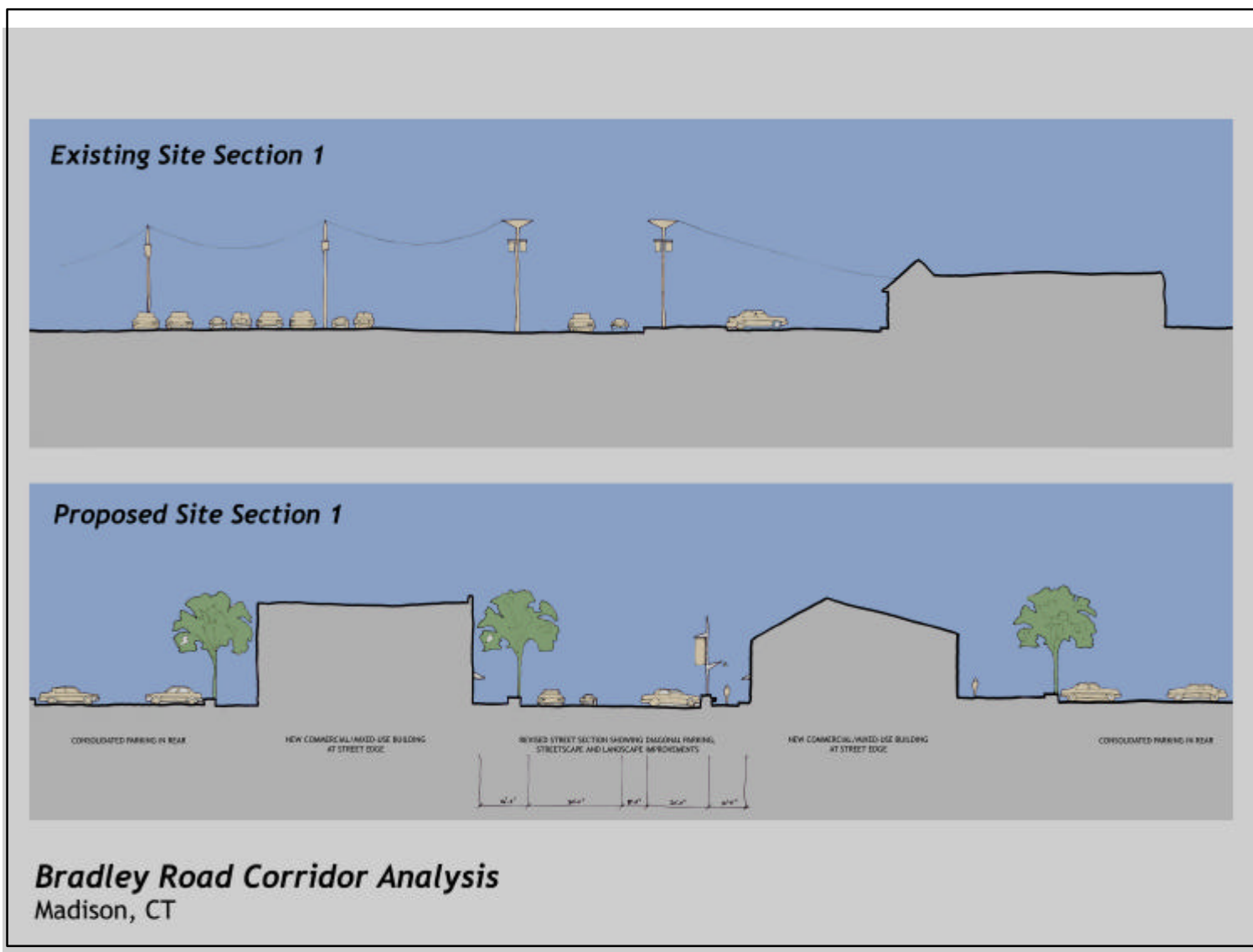
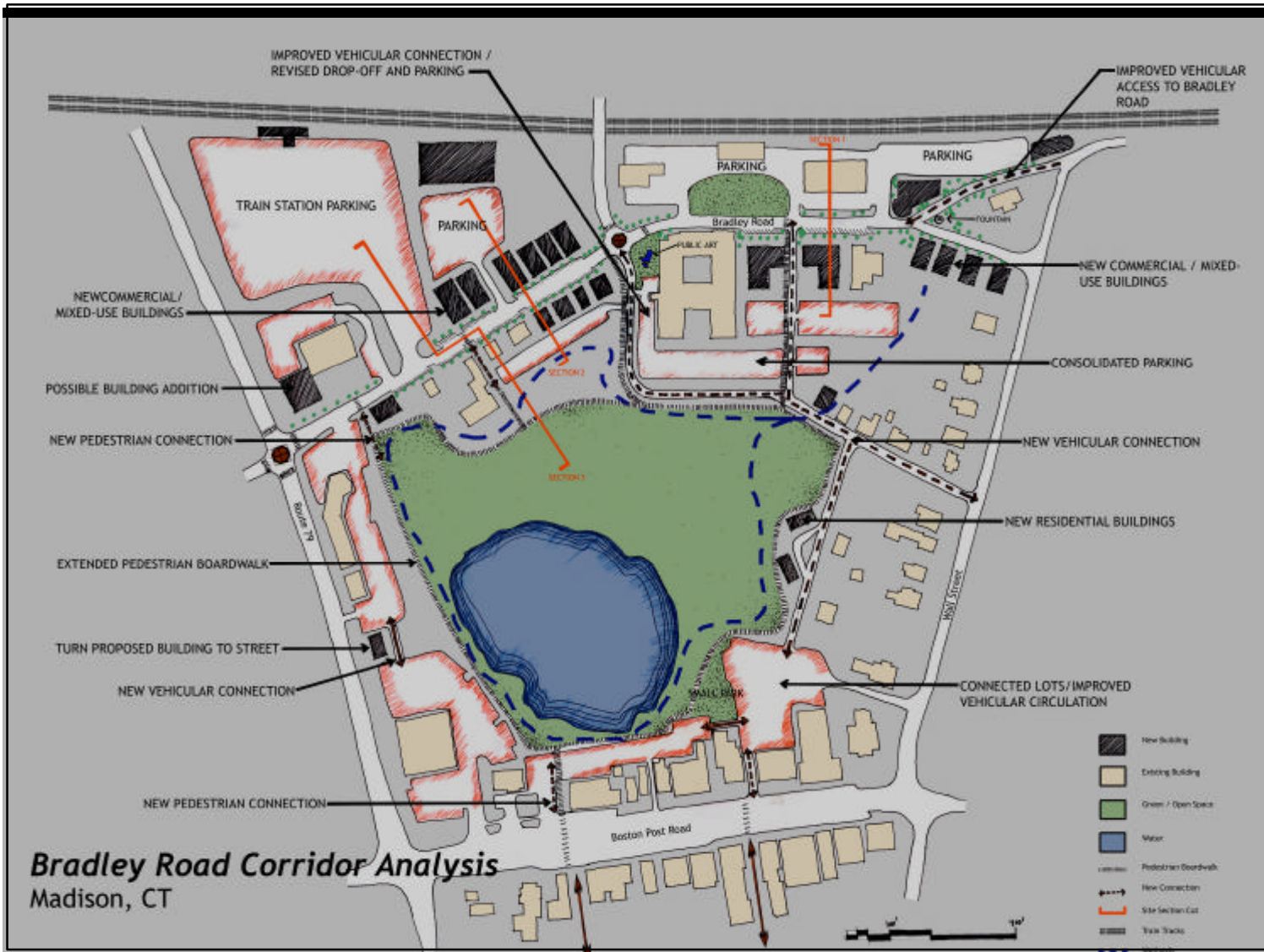
Inner Circulation

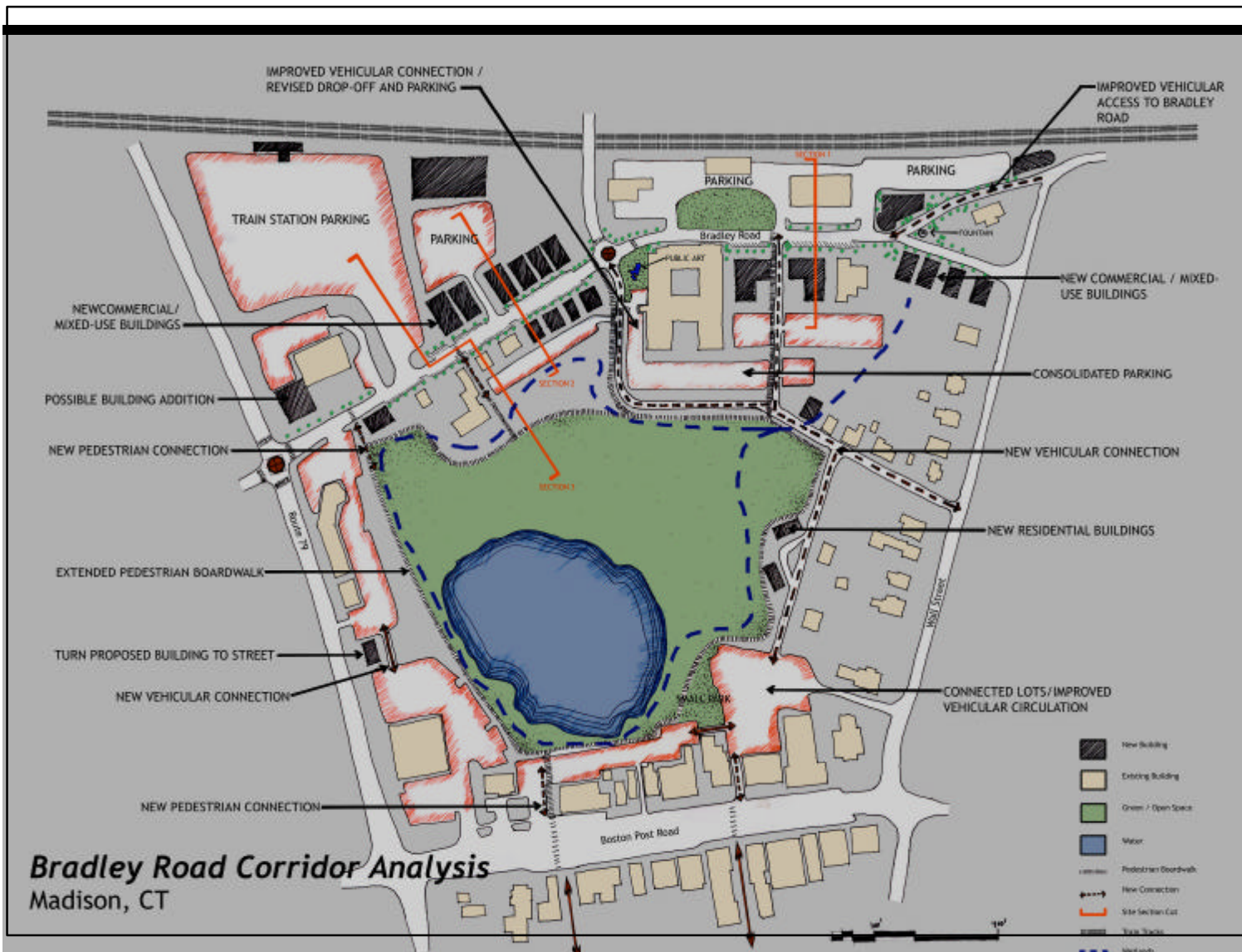
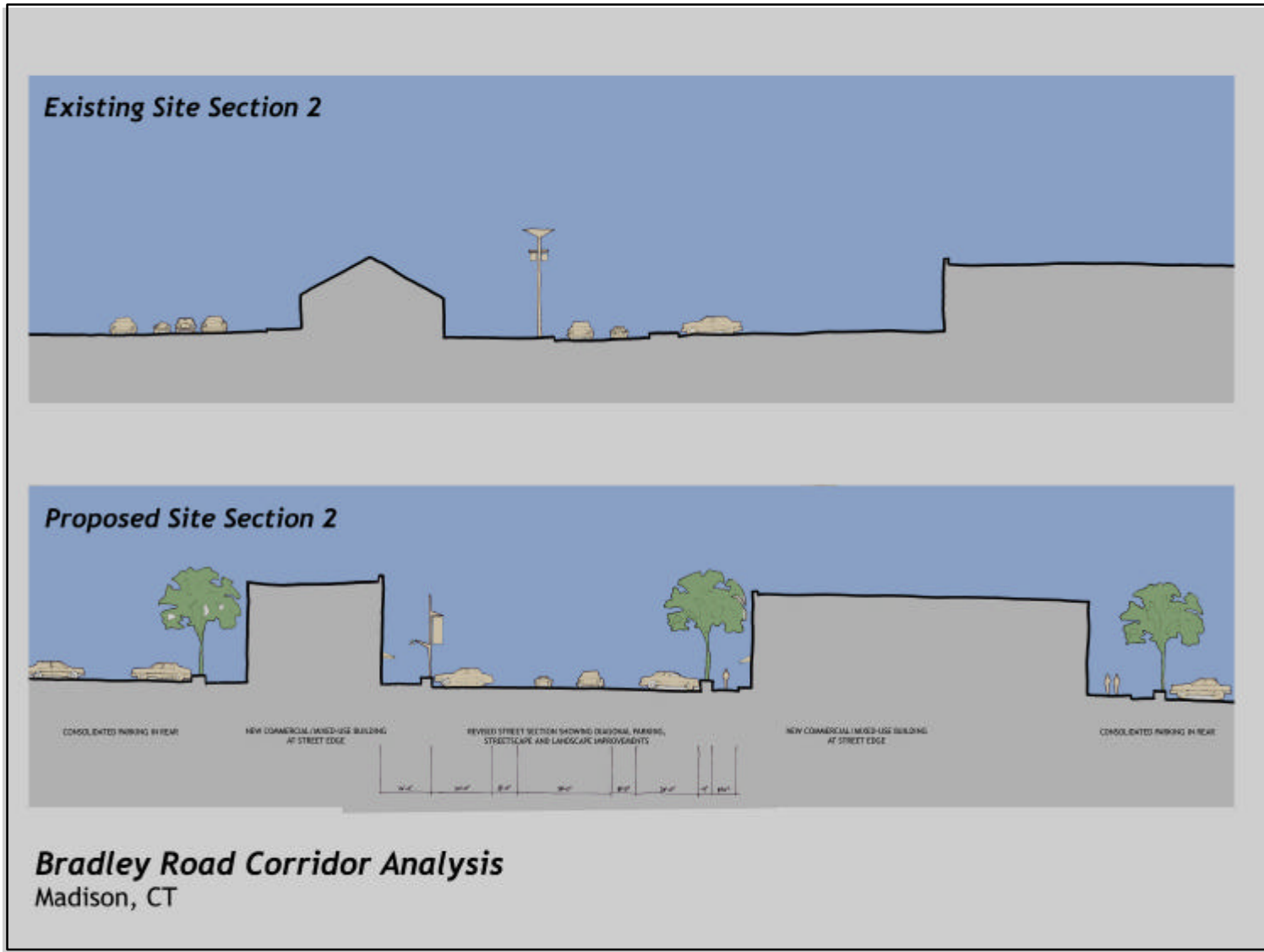
Includes Shared Parking and Sidewalks



Pond & Trail







Bradley Road - Comments

Please let us know how you feel
about the preliminary ideas
for Bradley Road

