

POCD Amendment – Bradley Road Vision Study

Overview

In 2004, the Economic Development Commission initiated a study of Bradley Road and Madison Center in order to seek ways to maintain a thriving Madison Center and expand the economic opportunities and the tax base while maintaining and enhancing the character of the area.

The study found that Bradley Road has developed in an automobile-oriented pattern which is out of character with the rest of Madison Center. In addition, this area has developed at a lower level of intensity compared to the Boston Post Road and that this corresponds to a lower level of economic activity and lower assessed values for both land and buildings. The study concluded that there was potential for additional development on Bradley Road and in other areas (while maintaining or enhancing village character) and that this would allow Madison to achieve meaningful economic development within existing business areas.

Based on feedback obtained at numerous meetings, the overall concept has been reviewed and refined by the community. In the future, property owners and local commissions should consider how proposals in Madison Center fit into this overall vision.

Vision

The Study promotes an overall vision for Bradley Road and Madison Center based upon the following structure:

- An outer circulation loop of existing streets.
- An inner circulation loop consisting of sites and parking areas interconnected with driveways.
- Mixed-use buildings oriented to streets and accessways to support a pedestrian friendly environment.
- An accessible pond & trail as a focal point in the Center.

Recommended Program

Based on the findings of the Vision Study, the Plan of Conservation and Development recommends the following strategies:

1. Consider modifying downtown zoning (D, DW) in terms of permitted uses, dimensional standards, and parking requirements in order to create a mixed-use, pedestrian friendly village.
2. Maintain design guidelines and the design review process (ACCA) for buildings and sites.
3. Provide for on-street parking, interconnected off-street parking, and other strategies in order to most efficiently meet local parking needs.
4. Address utility needs such as a common sewage system and overall drainage needs.
5. To help sustain Madison Center, join supporting organizations (such as the Connecticut Main Street Program) and consider establishing a business improvement district (or other organization).
6. To enhance Madison Center, consider increasing intensity by the train station, acquiring the Amtrak site, and relocating power lines along Bradley Road.

