# Creating & Implementing A City Growth Plan

## Madison AL

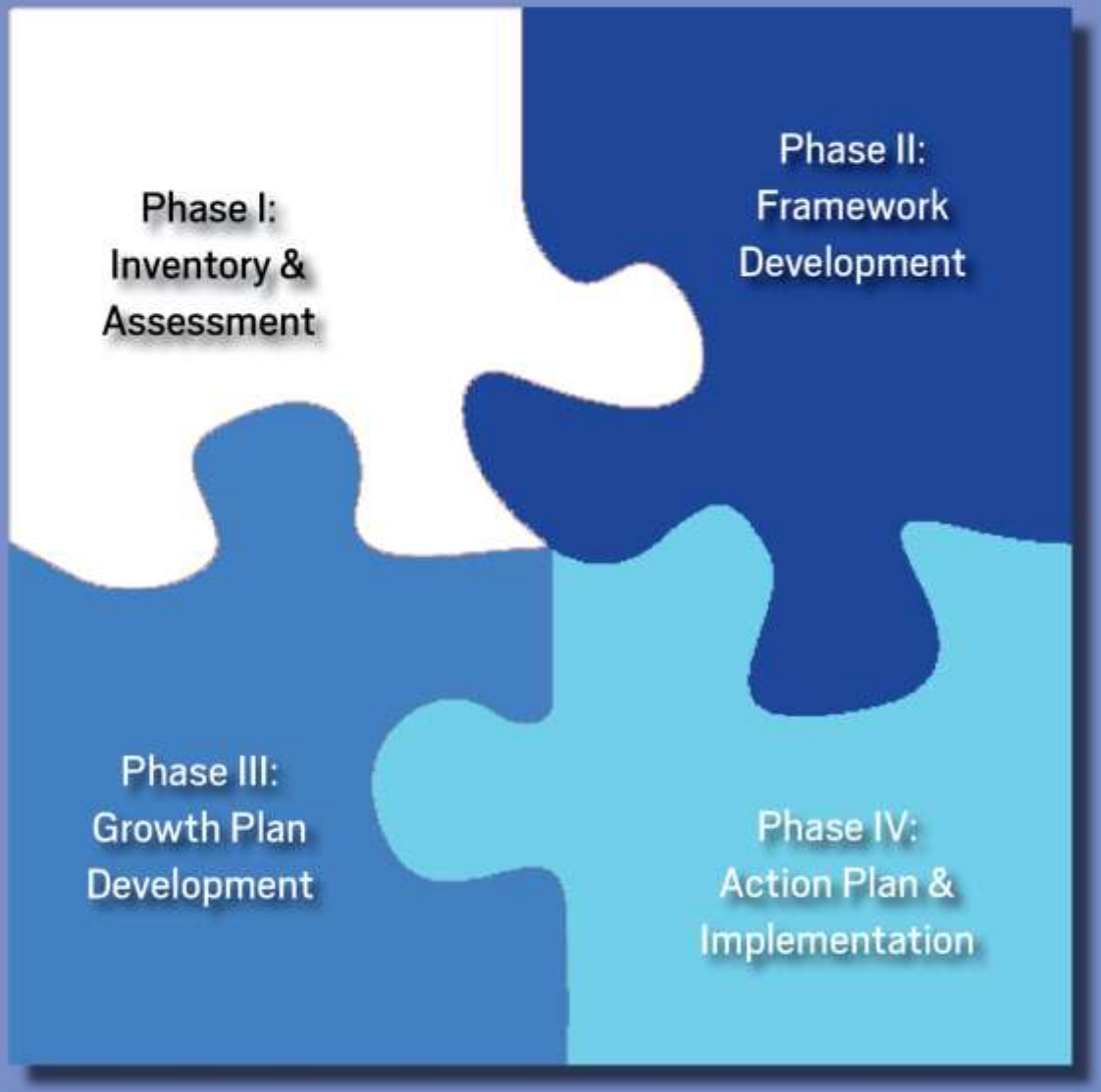
# Welcome & Introductions

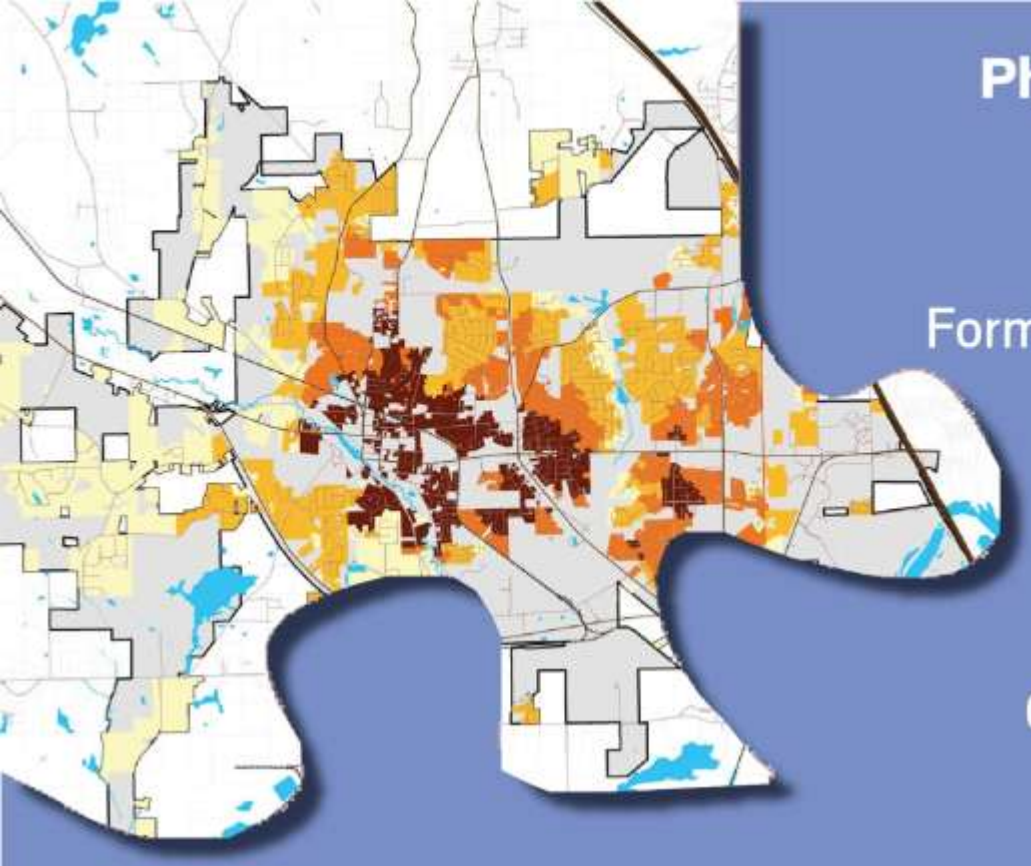
**Urban Collage, Inc.**
*Planning & Urban Design*

**Market + Main**
*Economic Development*

**Sain Associates**
*Mobility & Connectivity*

# Process Overview





# Phase I: Inventory & Assessment

*August/September 2010*

## Form and Engage Stakeholder Groups

Core Team

KDA Advisory Teams

Public Meetings

Web Portal

## Compile Existing Conditions Data

## Conduct Preliminary Meetings

# Phase II: Framework Development

*October/November 2010*

## Prepare for and Conduct Public Kickoff

## Review and Validate KDAs

## Compile Framework Plan

- Community Objectives
- Land Use Plan
- Market Assessment
- Connectivity Plan
- "Best Practices" Guidelines

# Phase III: Growth Plan Development

*December 2010 through February 2011*

Prepare and Conduct
KDA Charrette

Collect Additional Stakeholder Input

Develop Draft Master Plans

# Phase IV: Action Plan & Implementation

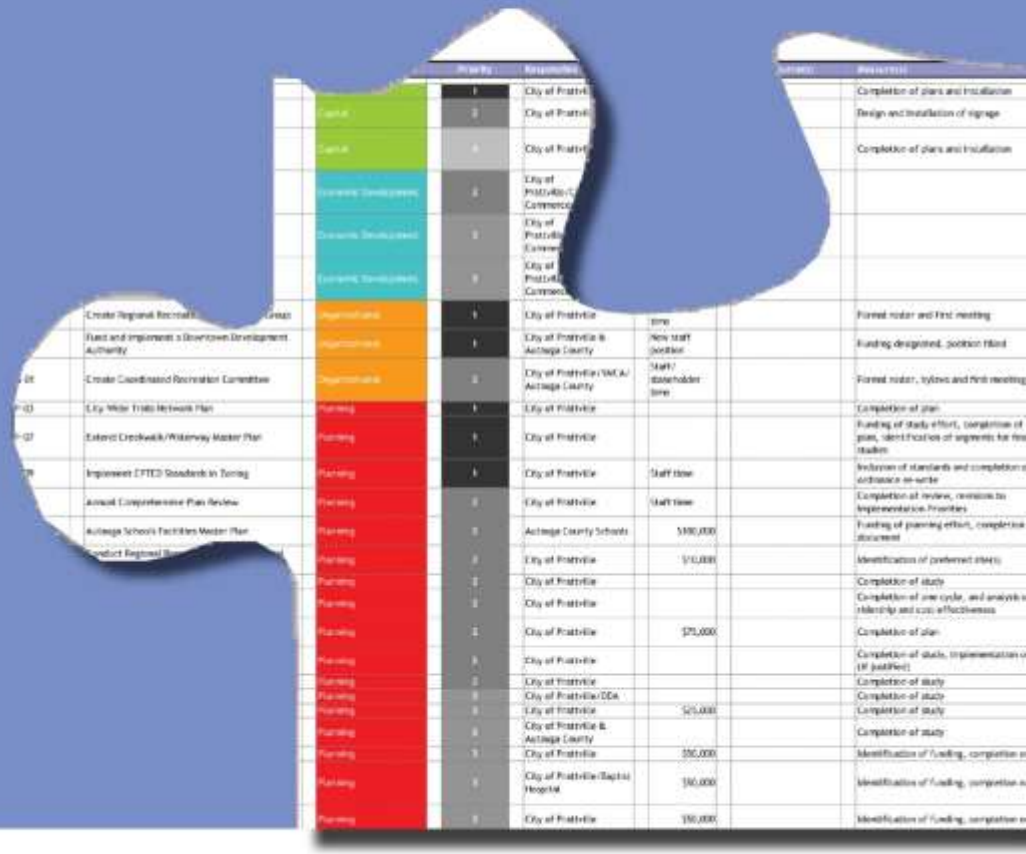
*March/April 2011*

Prepare Action Plan

List Implementation Projects and Initiatives

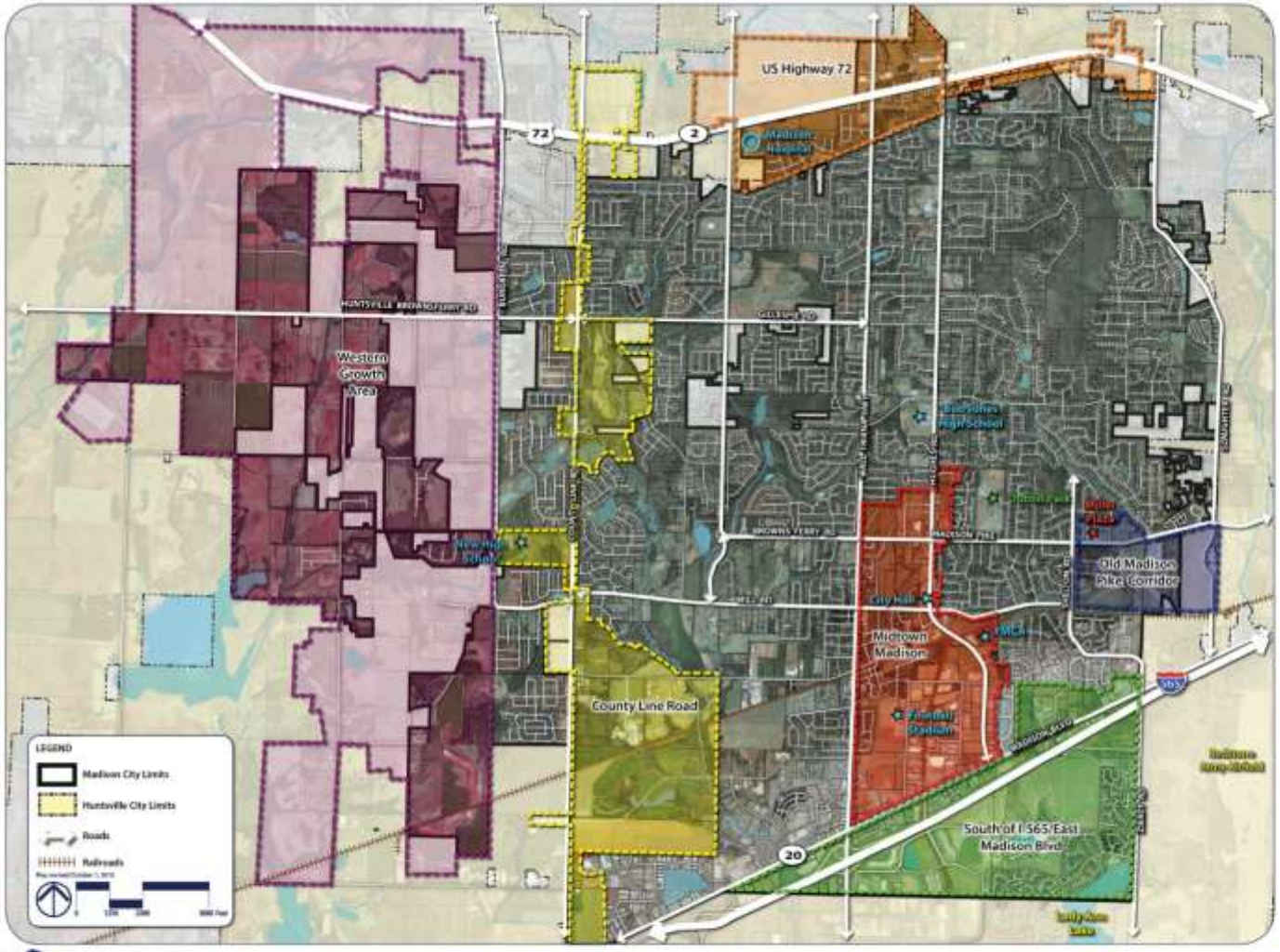
Conduct Final Public Meeting

Compile Final Report



# Existing Conditions Overview

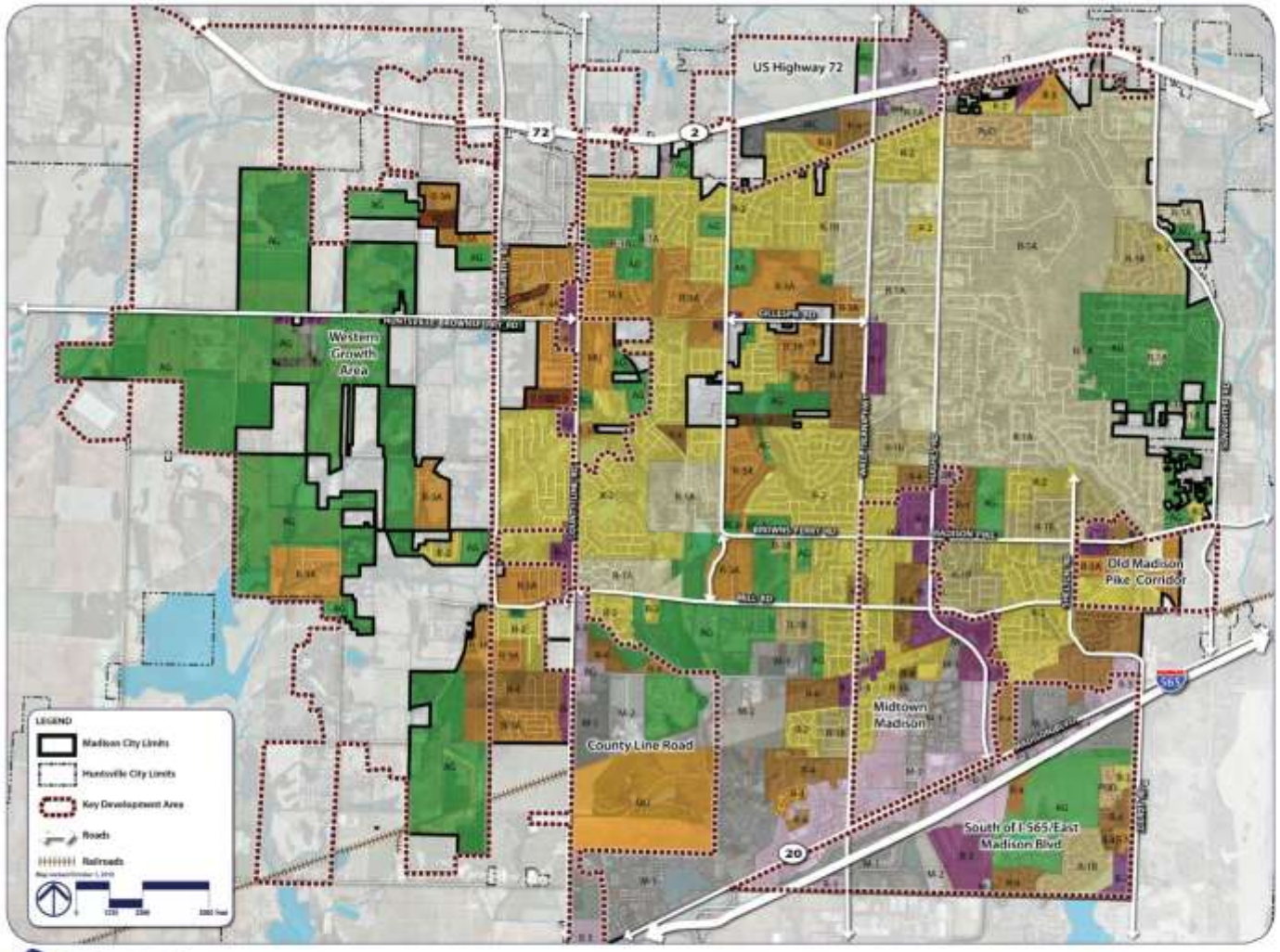
## City-Wide Context




BASE MAP
**Madison Growth Plan**
CITY OF MADISON, ALABAMA

# Existing Conditions Overview

## Zoning



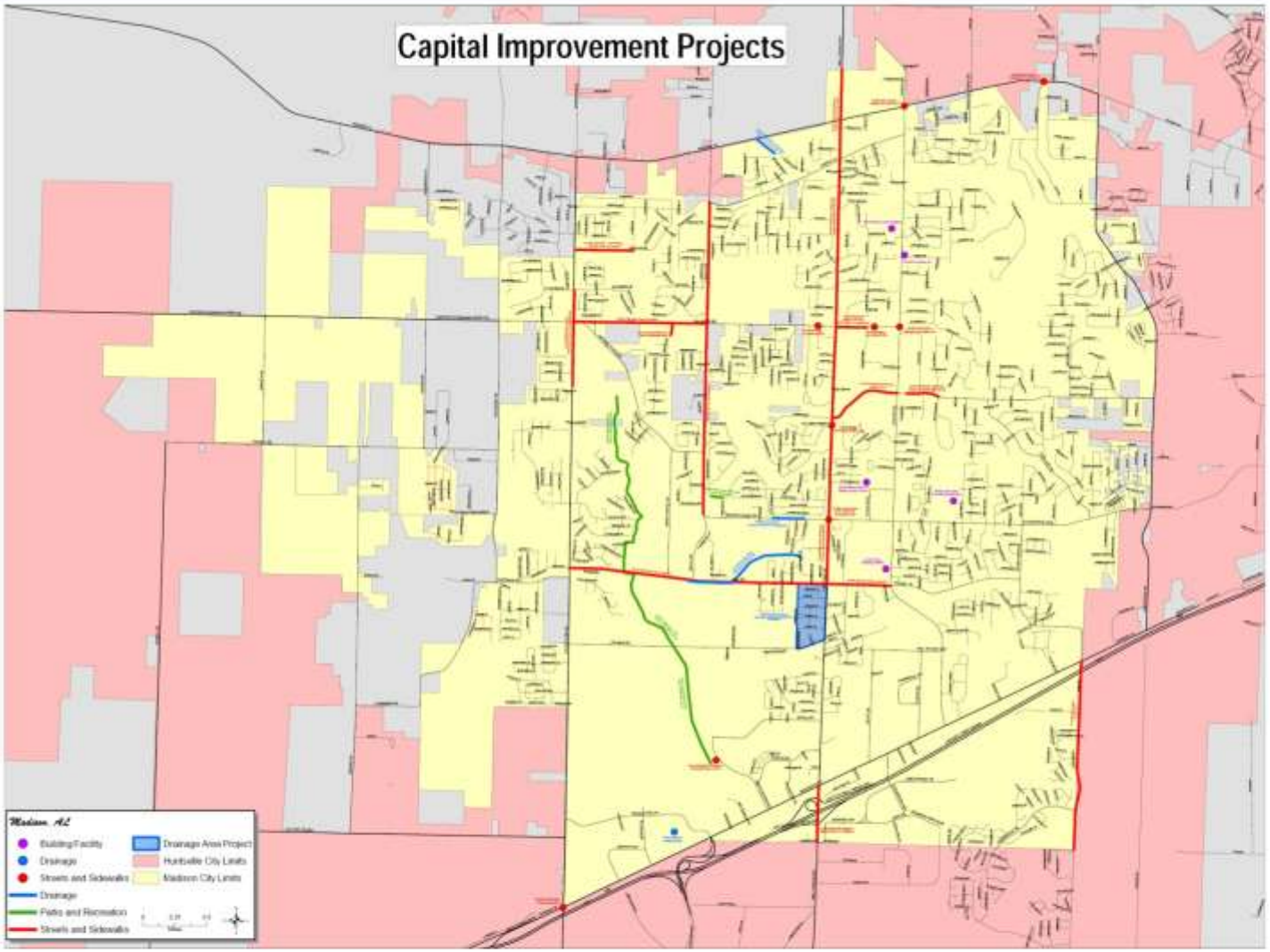

ZONING
Madison Growth Plan
CITY OF MADISON, ALABAMA

# Existing Conditions Overview

## Preliminary Socio-Economics

- Fast growing population
- Slightly younger residents
- Very high educational attainment
- Very high wealth levels
- Majority owner-occupied housing
- Small proportion of metro employment
  *10% but rising*
- Growing Employment Base (in past decade)
  *12% Nationally*
  *25% MSA*
  *48% Madison*

Sources: US Census Bureau, Claritas, M+M




# Existing Conditions Overview

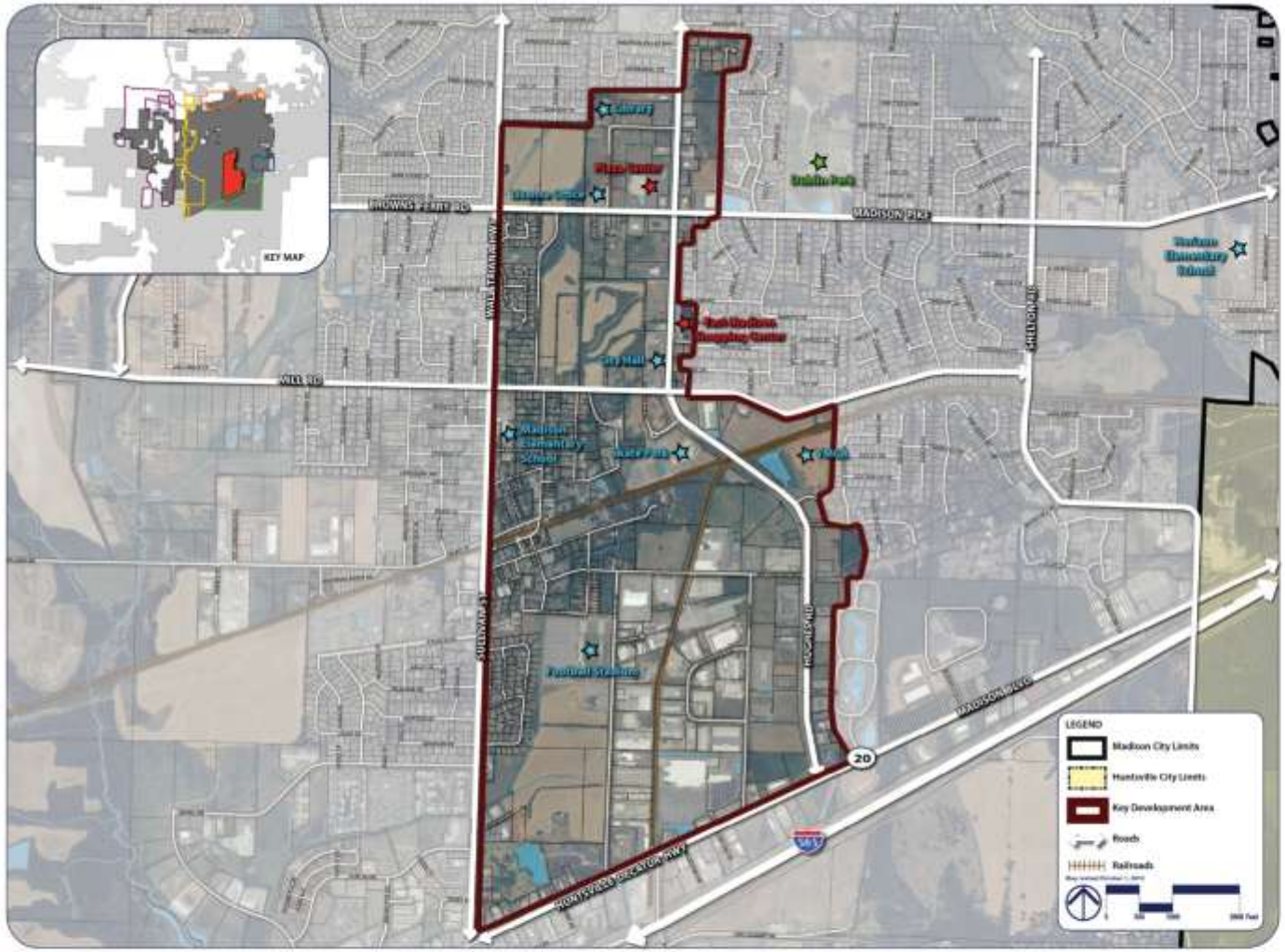
## Connectivity

*Capital Improvement Projects*

# Existing Conditions Overview

## Key Development Area #1

*"Midtown Madison"*



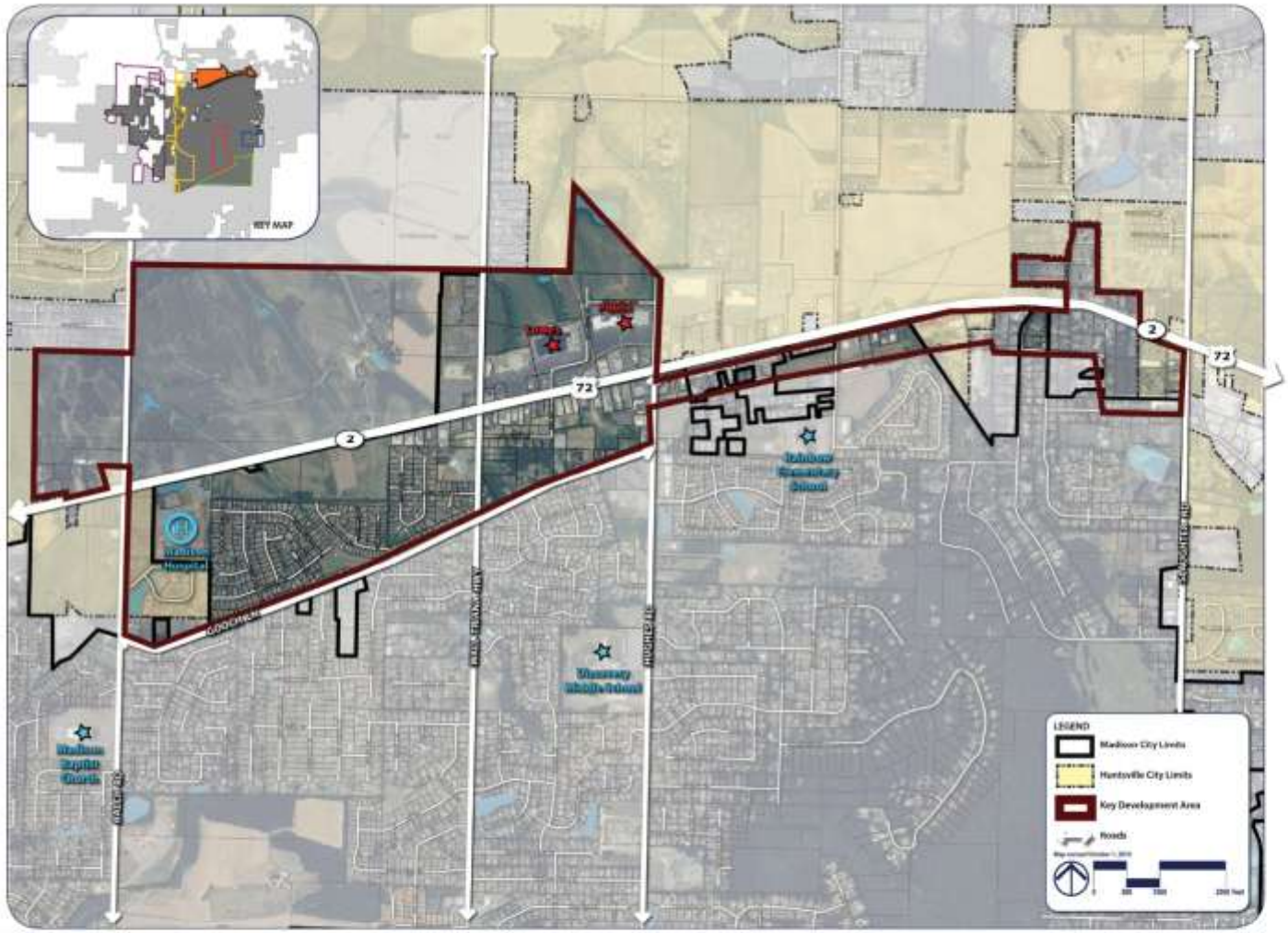

MIDTOWN MADISON
Madison Growth Plan
CITY OF MADISON, ALABAMA

Madison Growth Plan
CITY OF MADISON, ALABAMA

# Existing Conditions Overview

## Key Development Area #2

*US Highway 72*

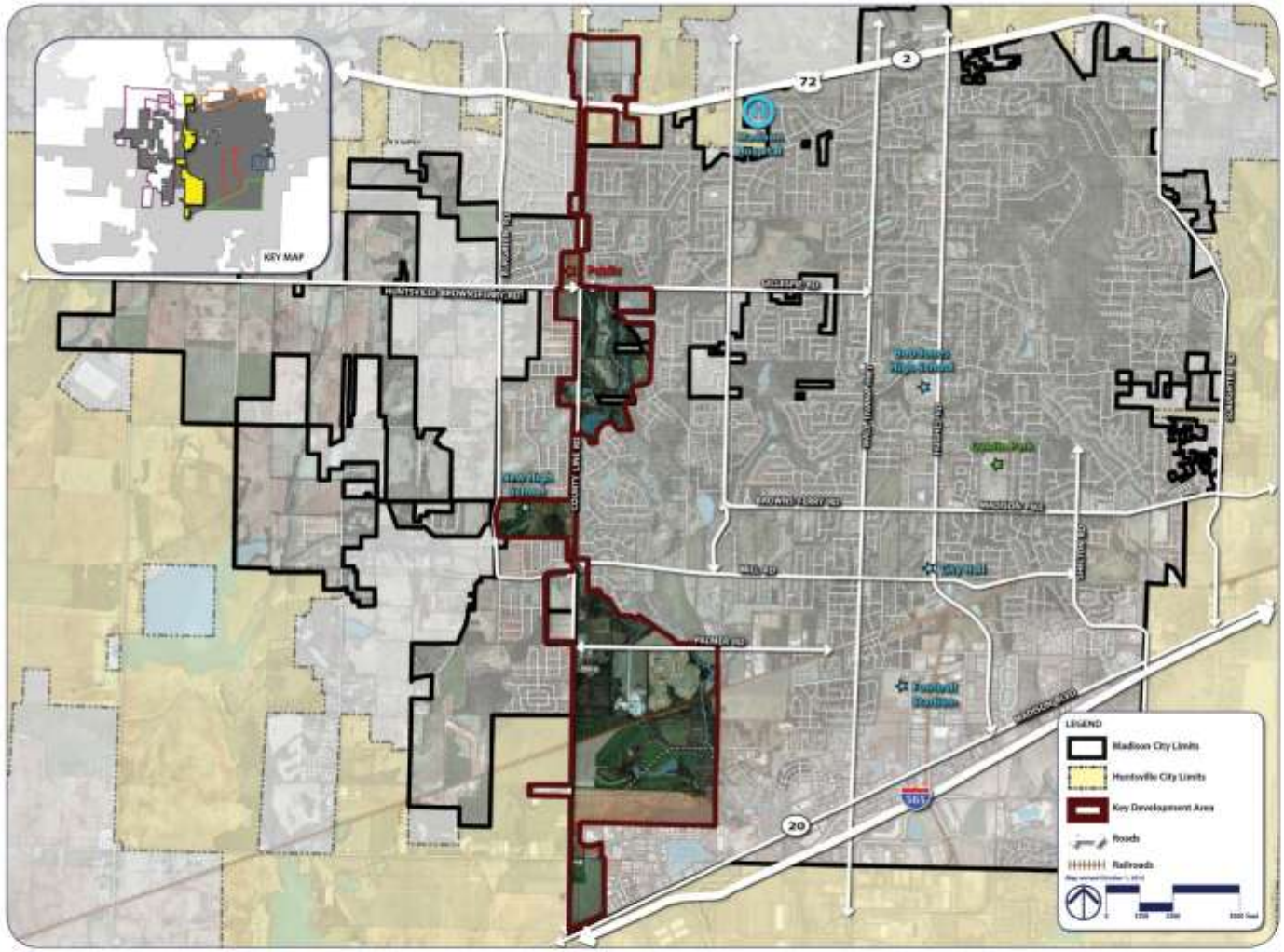



US HIGHWAY 72
Madison Growth Plan
CITY OF MADISON, ALABAMA

# Existing Conditions Overview

## Key Development Area #3

*County Line Road*

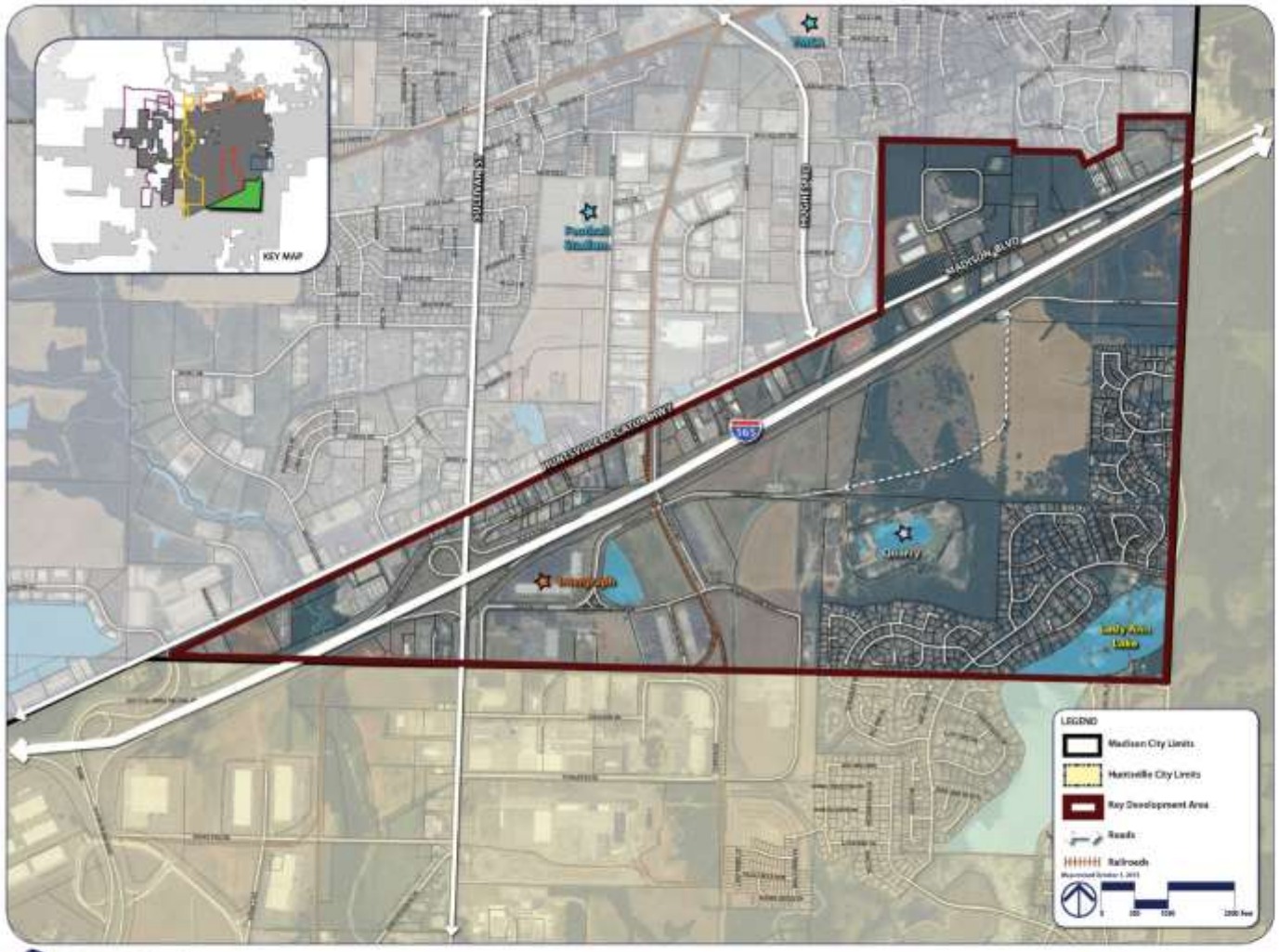



COUNTY LINE ROAD
Madison Growth Plan
CITY OF MADISON, ALABAMA

# Existing Conditions Overview

## Key Development Area #4

*South of I-565 / East Madison Blvd.*



# Existing Conditions Overview

## Key Development Area #5

*Old Madison Pike Corridor*

OLD MADISON PIKE CORRIDOR
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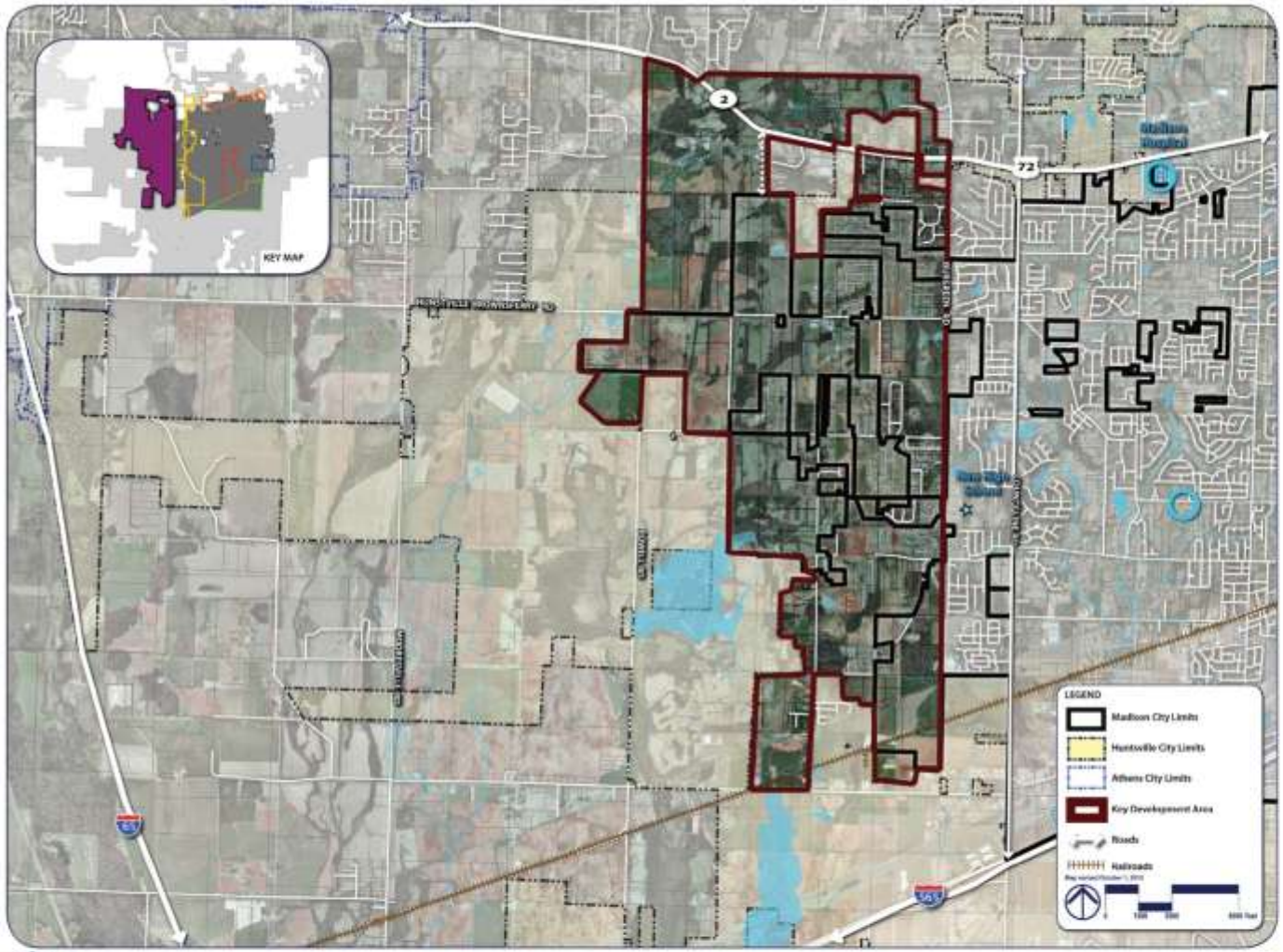
# Existing Conditions Overview

## Key Development Area #6

*Western Growth Area*




WESTERN GROWTH AREA
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# Next Steps...