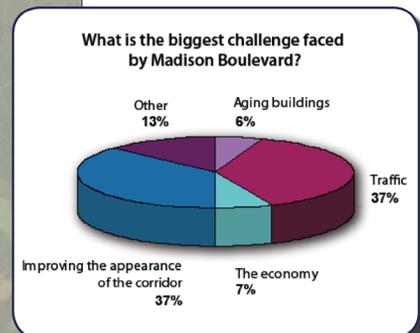
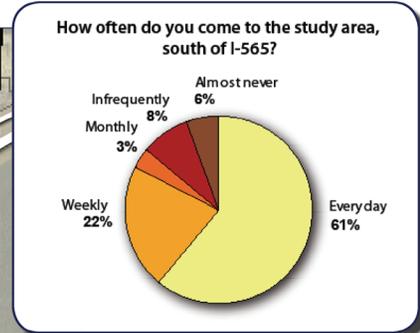
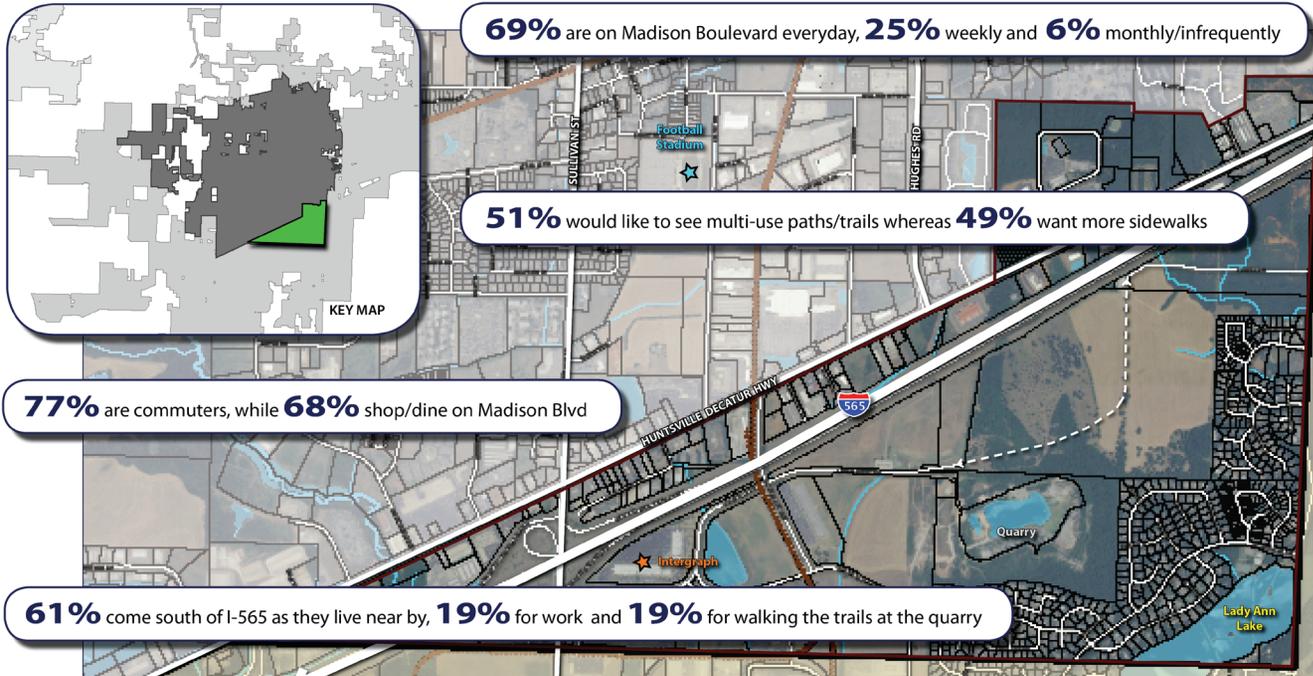


Figure 2.33 - I-565 Corridor Framework Plan

FRAMEWORK & GROWTH PLANS



"When I go to the few shops I hit [on Madison Boulevard], I feel like coming home and bathing immediately. It is tired and rundown."

"Given the access to the airport and 565, this is the one spot where you could get away with adding "ugly" retail. e.g. mall, car dealerships, movie theater, and hotels. A large sports complex that can host baseball, softball, and soccer tournaments would be a great use of space..."

"Please put a Starbucks on Madison Blvd."

"...improve traffic flow and accessibility."

"There is limited road access to the majority of the vacant land south of 565.... Build it and they will come!!!!!!!!!!"

"Madison needs a park. Not athletic fields. A park that has walkways benches, a pond, picnic area, play ground, ... a park."

"A carefully planned blend of stores, shopping centers or malls, restaurants, housing, parks, greenways, and green spaces could dramatically change south Madison and make it a much more desirable place to live, work and shop."

"I would like to see a plan to improve the roads, restaurants, shopping, and visual appeal of the area."

"Improvements to Zierdt and Shelton Road north-south corridor is crucial."

"Madison has no private country clubs... Private membership for golf, pools, tennis courts, and restaurants is what I have in mind."

"Whatever is built in this area, I would like to see good buffers..."

"We need to focus on retaining the character of our community."

Commercial development more appropriate:

- 49%** Mixed-use development
- 40%** Indoor/outdoor mall
- 34%** Smaller, neighborhood-scale centers
- 31%** "Big-box" shopping center

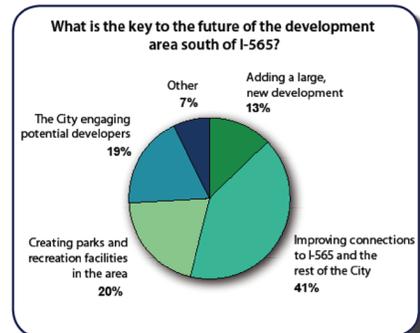
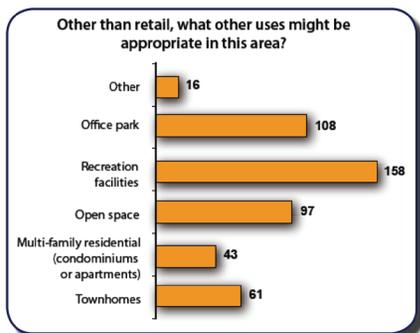
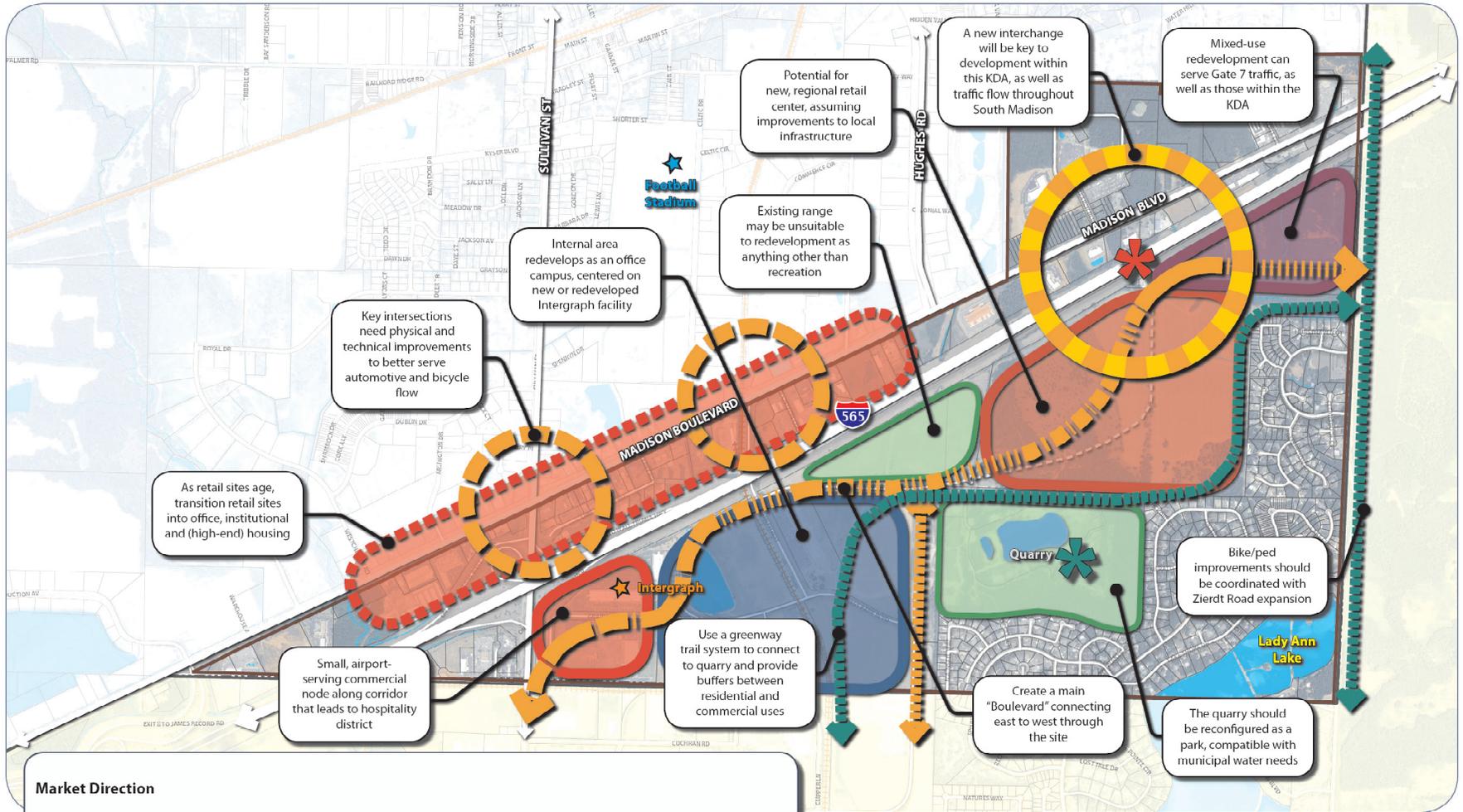


Figure 2.34 - I-565 Corridor On-Line Survey Results

FRAMEWORK & GROWTH PLANS

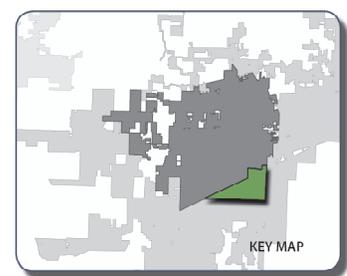


Market Direction

Key Fact: This area has the greatest interstate visibility of any district in Madison

- South of I-565
- A key decision will be in orienting the area toward office or retail... or both.
 - With the proximity to the airport and to I-565, this is one of best spots in Madison for office, regardless of the Redstone office project.
 - Lack of direct interstate access harder makes retail a more difficult sell; a new interchange would be very beneficial to the market.

- East Madison Boulevard
- There is such thing as "too much retail space". Effort should be made to strengthen existing retail at key locations, and adaptively re-use or demolish obsolete retail buildings.
 - The market would support a repositioning of the area to capture small-scale office.
 - It would also support a move to reposition the area as a hospitality/service core for airport traffic, and as a link to Redstone Arsenal.



LEGEND

- Madison City Limits
- Key Development Area
- Roads
- Railroads

0 500 1000 2000 Feet

Figure 2.35 - I-565 Corridor Master Plan Diagram

FRAMEWORK & GROWTH PLANS

I-565 Corridor Vision

This photo simulation shows Madison Boulevard rejuvenated through a combination of new streetscapes, the creation of signage guidelines, and the phased redevelopment of under-performing strip shopping centers into new office, institutional and housing projects.



Madison Boulevard "Before"



Figure 2.36 - Madison Boulevard "After"