

In July 2010, a consulting team was selected by the **City of Madison** to help facilitate the development of a citywide growth plan. The Madison Growth Plan is intended to help devise a set of design strategies and policies to sustain and enhance the City of Madison. In particular, the plan is focused on developing a vision for the city's downtown area, aging commercial centers, and emerging communities on the west end of the city.

Throughout the fall, the Planning Team will be meeting with citizens, a series of advisory committees, and city leaders to develop a vision for the future that balances land use, transportation, open space, and other community needs. The list below outlines a series of guiding principles based upon discussion with community members. While the list is not exhaustive or final, it provides an overview of the goals, objectives, and aspirations of the Madison Growth Plan.

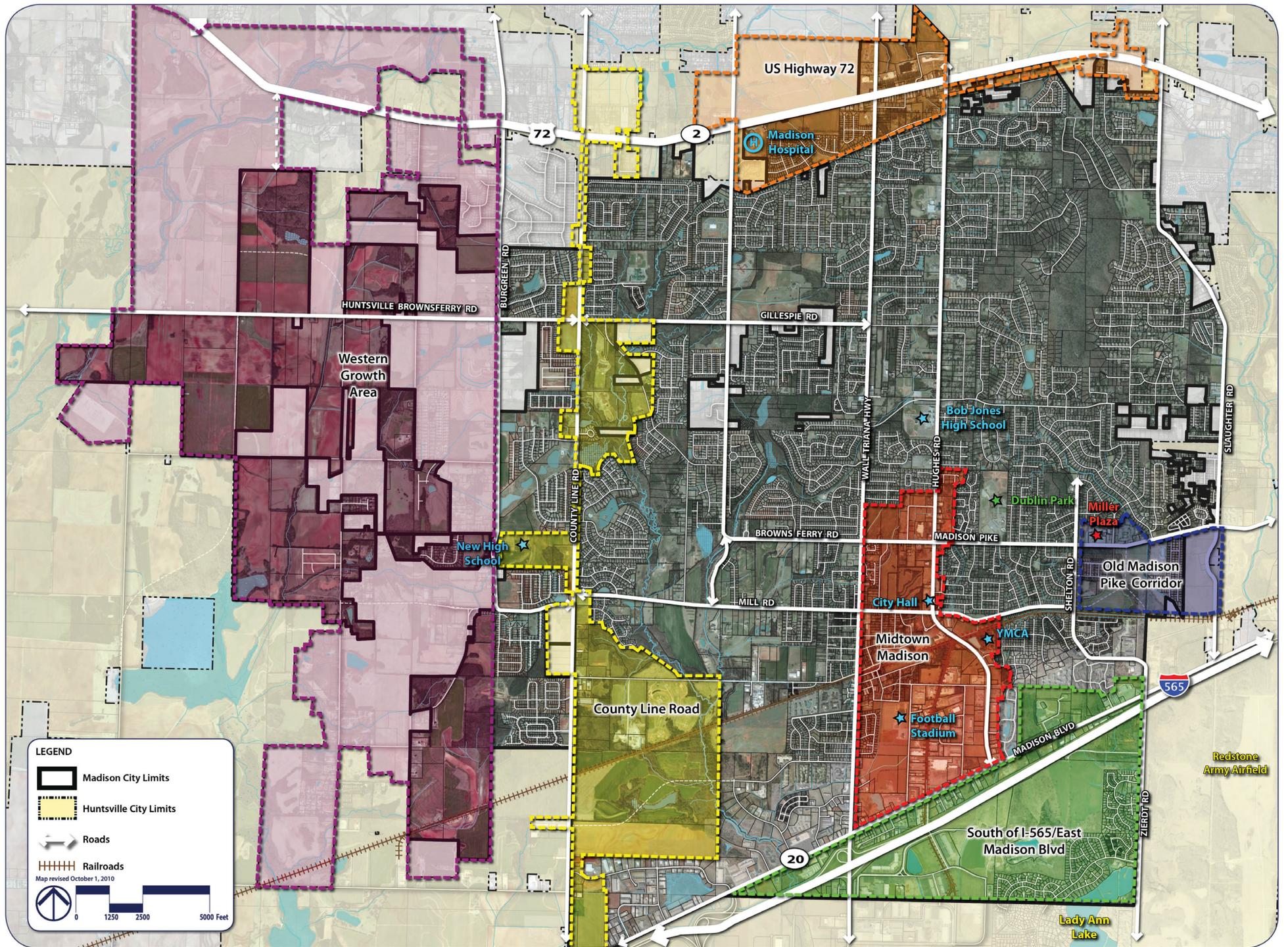
- The local school system is seemingly the most significant defining aspect of Madison. When asked to list the City's strengths, the word "schools" was the first item mentioned in every planning group. The quality of education is reported to be uniform throughout the City, though there is some trepidation regarding the new high school and the potential effect it will have on the community dynamic.
- Madison is viewed to be very family-friendly, but may have some "service gaps" with regard to young adults (what is there for them to do?) and seniors (where can they live if they want to stay in Madison but don't want to maintain a single-family home?) .
- Recent leadership changes at City Hall have resulted in a municipality that is perceived to be easier to work with and is more transparent. However, it will take time and continued improvement to overcome a lingering perception that Madison is a difficult place in which to do business.
- The City has almost ideal demographics for growth (as exhibited by the city's dramatic growth over the last 20 years): A young, well-educated, highly-employed, and growing populace.
- There is a great deal of housing variety, but within a very narrow range. That is, there is a lot of single-family detached stock at a very broad range of price points, sizes and styles. However, outside of that housing type, there is little variety to accommodate empty-nesters, folks looking to downsize, or other residents who may be more interested in renting.

- There is a significant amount of commercial space in Madison, but some older, more visible inventory is falling into disrepair. Additionally, the types of retail (restaurants mentioned specifically on numerous occasions) are viewed as not meeting the demand of Madison residents .
- The limited range of Madison's commercial facilities lead residents to spend significant amounts of discretionary income outside the City limits, resulting in an export of tax base.
- Growing traffic congestion is problematic in some developed areas. Connectivity and infrastructure in general are concerns as the City ages. While the City has a growing greenway network, sidewalks throughout the City are disconnected and inconsistent (not uncommon for Sunbelt cities). Existing and new utility demands will draw attention from the City over the next few budget cycles.
- The City's relationship with Huntsville is improved, but will continue to influence Madison. Huntsville's aggressive annexation policies (Madison may be landlocked with a few short years) and the draw of sales tax revenue outside of Madison will have an impact on how the City grows and plans for growth.
- This planning process should result in a Madison that is "better defined", in two senses of the word. One would be a clearer delineation of the physical boundaries and character of Madison (so you know when you arrive); the other would be in creating a cohesive "sense of place" that embodies Madison's unique characteristics. For instance, the distinction between "bedroom community" (in which people reside, but perform most out-of-house activities in another town) versus a "suburb" (which is linked to a larger metro area, but offers a more complete range of services and activities within its boundaries).
- Current and future economic conditions will likely be a significant driver of implementation priorities. The need for a sustained (and growing) tax base must be balanced with the need to maintain and improve the overall quality of life for Madison residents.

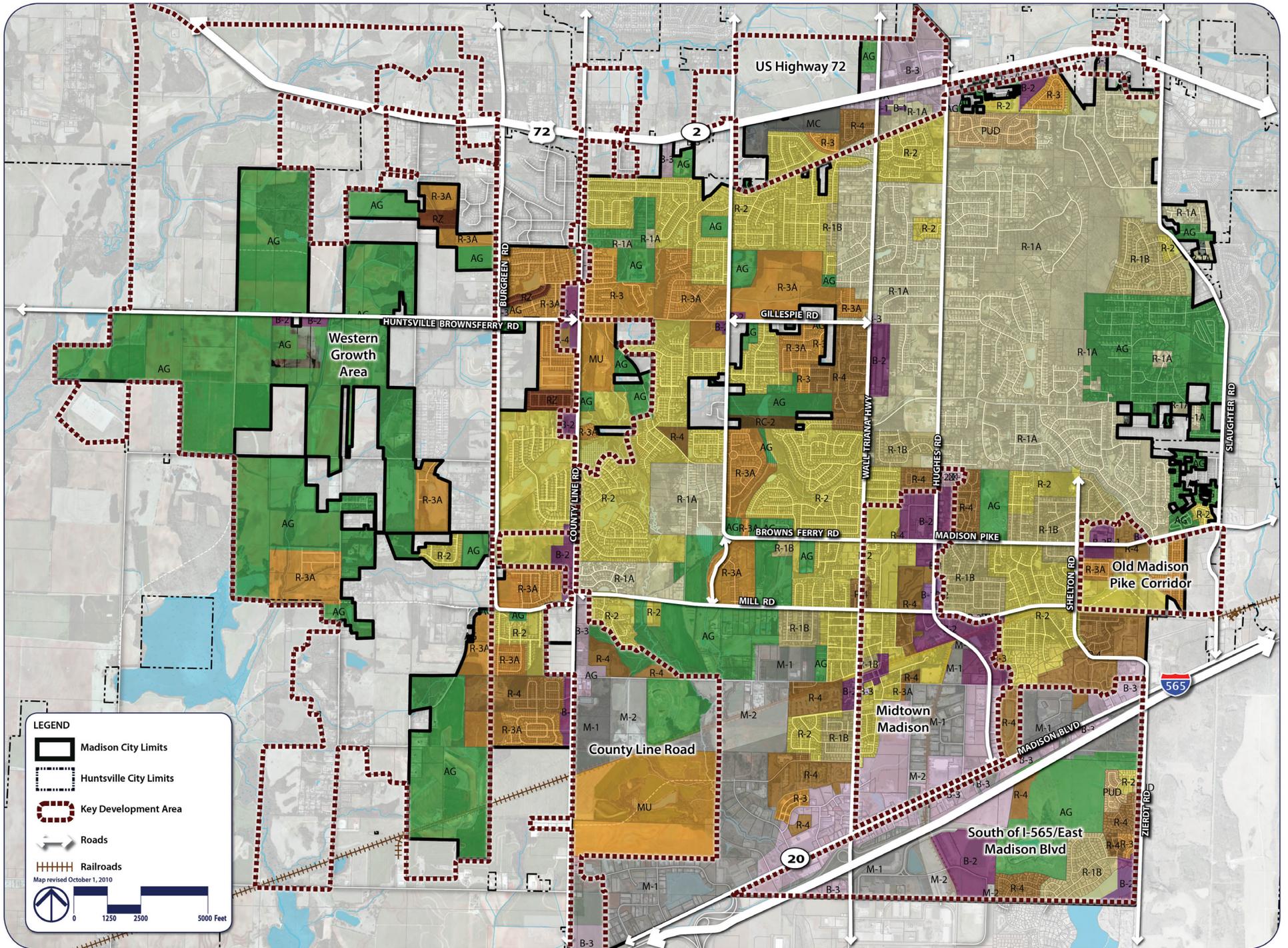


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**BASE MAP**  
**Madison Growth Plan**  
 CITY OF MADISON, ALABAMA



**ZONING**  
**Madison Growth Plan**  
 CITY OF MADISON, ALABAMA