

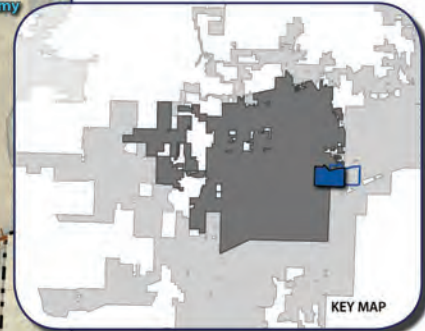
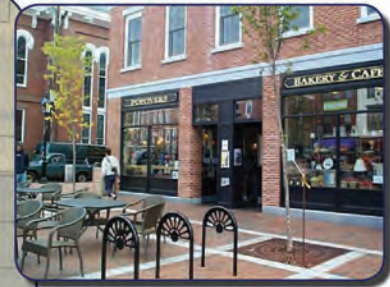
Old Madison Pike

The centerpiece of this KDA is Miller Plaza, and indeed it is likely to be the catalyst for any change within this area. An aging strip center, the building has far outlived its physical life expectancy, and the tenant mix reflects that. At the same time, traffic and accessibility are just as significant a concern. Traffic moving into Research Park to the east often gets backed up at the bridge and at Slaughter Road; the goal of most commuters ends up being just getting through the area as quickly as possible.

Despite the challenges, this KDA has a lot of upside, and is a very realistic target for redevelopment and revitalization. A location along a key commuter corridor, adjacent to a major employment center, provides a built-in customer base for all-day traffic. On top of that, being situated among several healthy, established neighborhoods means that business can be sustained on evenings and weekends as well. The potential for economic development, particularly through a focus on infill and redevelopment, is extremely high. Overall, it is a KDA with a tremendous amount of potential... it merely needs that first catalyzing project to gain momentum for the area.



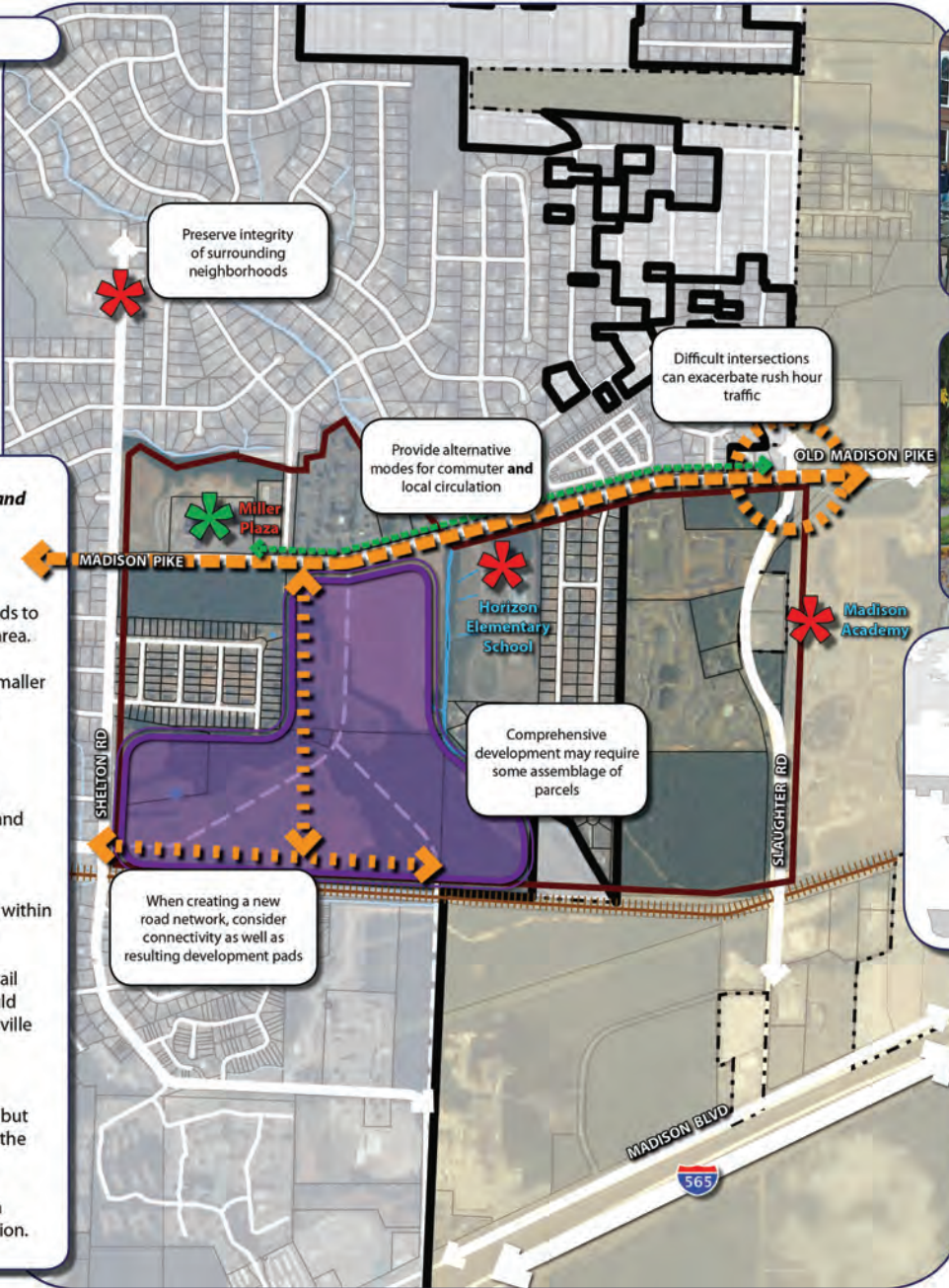
Preferred Images from Kickoff Meeting



Role within Madison: Neighborhood Center and Commuter Corridor

Community Issues

- Miller Plaza is a community landmark, but needs to be re-envisioned to make it a catalyst for the area.
- Though Dublin Park is nearby, an additional, smaller park may be appropriate given the proximity to two local schools and multiple residential neighborhoods.
- Any proposed project should strike a balance between Madison Pike as a commuter route, and Madison Pike as a neighborhood street.
- Continue neighborhood-scale street grid and improve street (and multimodal) connectivity within the area.
- Greenway trailhead needs either better ped/trail access or more adjacent parking. Access should also be coordinated with nearby City of Huntsville greenway efforts.
- General pedestrian environment needs improvement throughout the neighborhood, but particularly along Madison Pike and between the residential areas and the commercial district.
- Engage private-sector partners to help strike a balance between development and preservation.



LEGEND

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



Figure 2.29 - Old Madison Pike Framework Plan

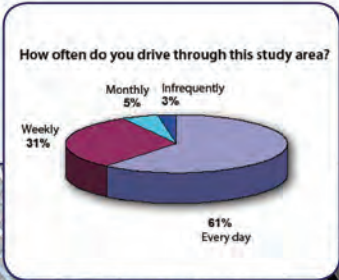


FRAMEWORK & GROWTH PLANS

Most Popular Images



Least Popular Images



"No more housing. In need of commercial property to add sales tax income for the city."

"... It needs new bridges through the swamp, more parking at the greenway entrance, and a bridge over or under Slaughter Road. It needs to be a road that's appropriate for the amount of traffic it carries."

"... The corner of Miller Blvd and Madison Pike has been an awful eye sore for 30+ years -- what goes on there?? You better clean this up before you proceed forward!"

"Provide more East-West thoroughfares to ease the traffic on Old Madison Pike."

"Development of Old Madison Pike is delicate. Unlike 72, it has the opportunity to become a more neighborhood-centric location with distinct charm."

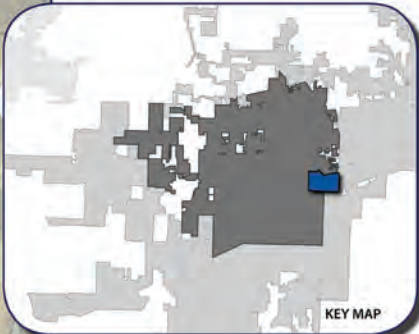
"Primary focus should be on widening the corridor. Total renovation of Miller Plaza."

"... might be a prime location to develop some parks/recreation, especially with the trailhead right there."

"... WIDEN THE BRIDGE!! ...Connecting the Hughes Rd./Old Madison Pike area with the Indian Creek Trailhead and further to Research Park using sidewalks and bike lanes would immediately improve the walkability of this area. WE NEED MORE ALTERNATE ROUTES!!"

"Its purpose to serve the residents close by with services does not need to change, it just needs a face-lift to be an area to be proud of."

47% almost never go to Miller Plaza



60% want to see "Neighborhood Retail" (restaurants, convenience shopping, etc.) sort of commercial activity in this area

31% want additional road connections

61% want more parking at the nearby trail head

75% want beautification along Old Madison Pike

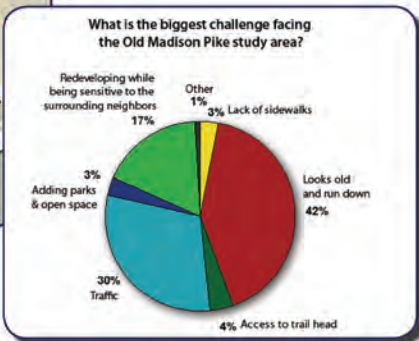
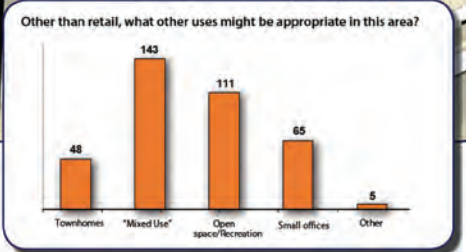


Figure 2.30 - Old Madison Pike On-Line Survey Results

FRAMEWORK & GROWTH PLANS

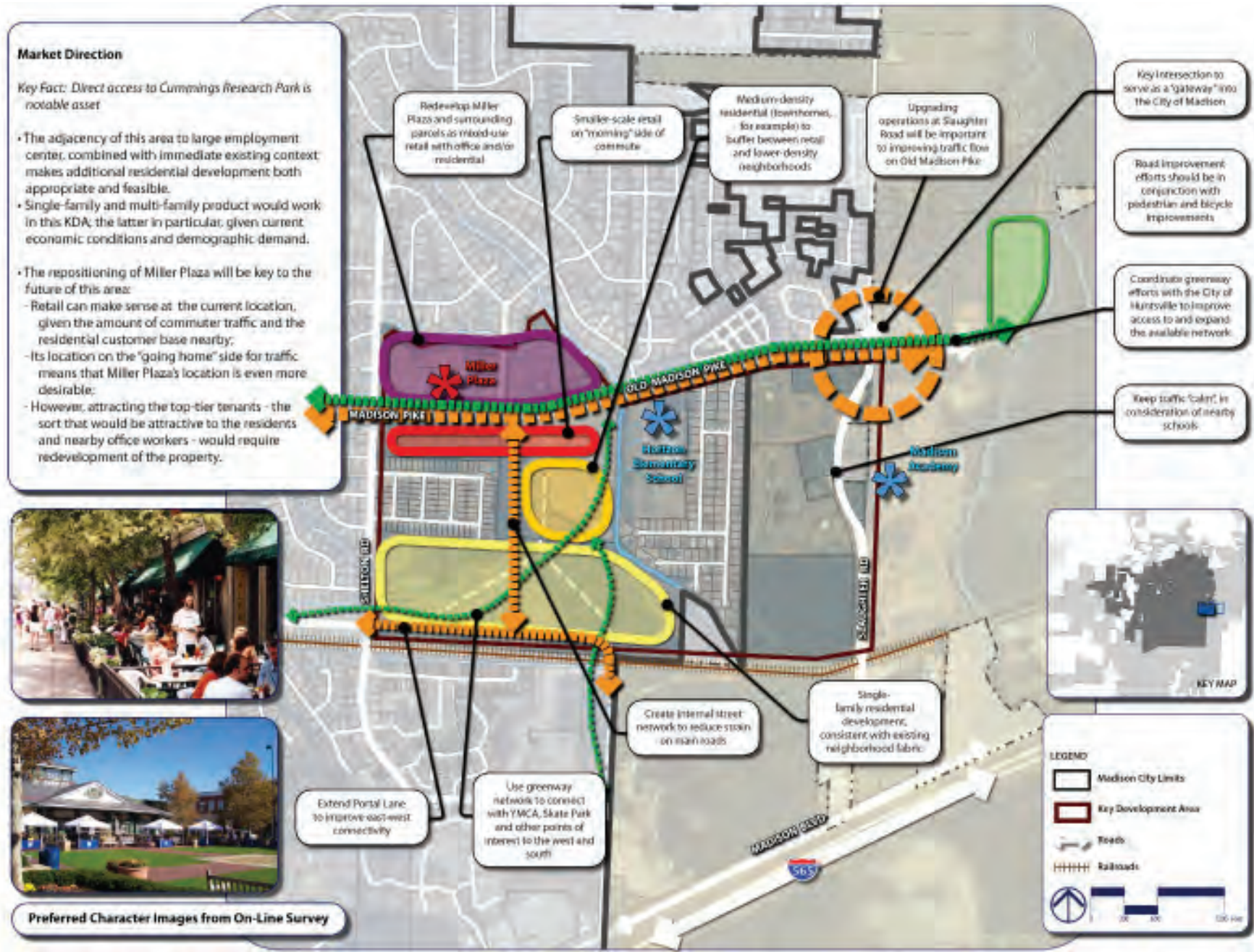


Figure 2.31 - Old Madison Pike Master Plan Diagram

FRAMEWORK & GROWTH PLANS

Old Madison Pike Vision

This photo simulation illustrates how proposed redevelopment strategies might visually impact the KDA. Improvements to the pedestrian and bicycle environments will make the area more accessible, and help reduce traffic congestion. New, mixed-use development will create an area that is more user-friendly for both commuters and residents of the surrounding neighborhoods.



Miller Plaza "Before"



Figure 2.32 - Miller Plaza and Old Madison Pike "After"