

MIDTOWN MADISON PLAZA CENTER

Centrally located in the region, the City of Madison provides shopping destinations to over 90,000 people and is continually growing. Midtown Madison is on the north end of Madison’s Historic Downtown District, and is acknowledged as the heart of the City. The area is strong and is beginning to take shape as a neighborhood center anchored by Kroger grocery store at the intersection of Browns Ferry Road and Wall Triana Highway. Just three miles west is Huntsville’s Cummings Research Park and as a center of gravity in the Madison community, Midtown Madison has capacity to add a more destination oriented commercial mixed use district that will complement the Historic Downtown.

Small and large tracts of land are available providing for a wide range of possibilities in Midtown Madison for restaurants and retail, hotels, residential, and office. The estimated average family income in Madison is \$110,026 (2016 Census Estimated).



Madison offers small town advantages within a growing metropolitan region – come grow with us!

INVESTMENT OPPORTUNITIES

The City seeks to strengthen retail and restaurant uses in the Plaza Center area through provision of destination retail and dining that support not only Madison residents, but can provide a regional draw from adjacent communities. The City aims to advance transportation improvements with signal improvements at Hughes Road and Plaza Blvd. which will enable better linkage and access to the entire *Midtown Plaza Center*. Investors have the opportunity to provide a destination retail and commercial mix that can be mutually beneficial and compliment to the Historic Downtown.

Rapid population growth has continued to bolster this major crossroads. Recent land use planning activity has focused on this area in the Midtown Madison Key Development Area. The primary planning goals for the Midtown Madison Key Development Area include:

- ♦ Create a lively arts, dining, and entertainment district with public gathering space;
- ♦ Attraction of distinctive specialty retail;
- ♦ Attraction of dining opportunities that are unique to the region and allow for sit-down family dining;
- ♦ Attraction of entertainment venues and restaurants that allow for music and provide a robust “round-the-clock” night-life.
- ♦ Improve traffic access and circulation through road widening, new traffic signals, and other traffic moving and calming measures throughout the entire Midtown Madison development area;
- ♦ Promote interconnectivity within the Plaza Center district through multi-modal paths, roads, and linkages to plazas and open spaces;
- ♦ Expand traditional housing stock with the addition of small cottages, townhomes, or multi-family lofts in the Midtown Madison Plaza neighborhood;
- ♦ Foster mixed use work / live development utilizing the new urban “traditional” development that places residents in the hub of activity and encourages foot traffic;
- ♦ Enhance the character of Madison with businesses and development that will maintain the historic character, scale, and charm of the City;

- ♦ Strengthen the character with historic building materials and pedestrian scale, provide pedestrian and bicycle amenities, improve streetscape elements to embody complete street design; and
- ♦ Continue to support existing businesses.

DISTANCES

Location	Distance Miles / Minutes
International Airport	5.4 mi / 11 min
I-565	2.6 mi / 4 min
Highway 72	3.3 mi / 9 min
Cummings Research Park	3 mi / 8 min
Redstone Arsenal (Gate)	5.2 mi / 11 min
U.S. Space & Rocket Center	7.4 mi / 14 min
Downtown Huntsville	11.2 mi / 17 min

Source 1: Google Maps

UTILITIES & SERVICES

Water / Sewer	Madison Utilities	
Hughes	8" D.I. water / 10" PVC sewer	
Brownsferry	16" D.I. water / 8" RCP sewer	
Wall Triana	6" PVC, 8" D.I. water / 10" - 12" clay sewer	
Plaza	8" D.I. water / 8" PVC, 10" D.I. sewer	
Gas	North Alabama Gas District	
Hughes	6" P.E. (-2406, West side)	
Brownsferry	4" P.E. (-2406, North side)	
Wall Triana	3" P.E. (-3408, West side)	
Plaza	2" P.E. (-2406, West / North side)	
Plaza	2" P.E. (Poly, East / South side)	
Electric	Huntsville Utilities	
Traffic Counts	Hughes	19,587
	Brownsferry	13,432
	Wall Triana	15,662

FOR MORE INFORMATION CONTACT:

PLANNING & ECONOMIC DEVELOPMENT
DIRECTOR
Mary Beth Broeren
MaryBeth.Broeren@madisonal.gov
(256) 772-2885