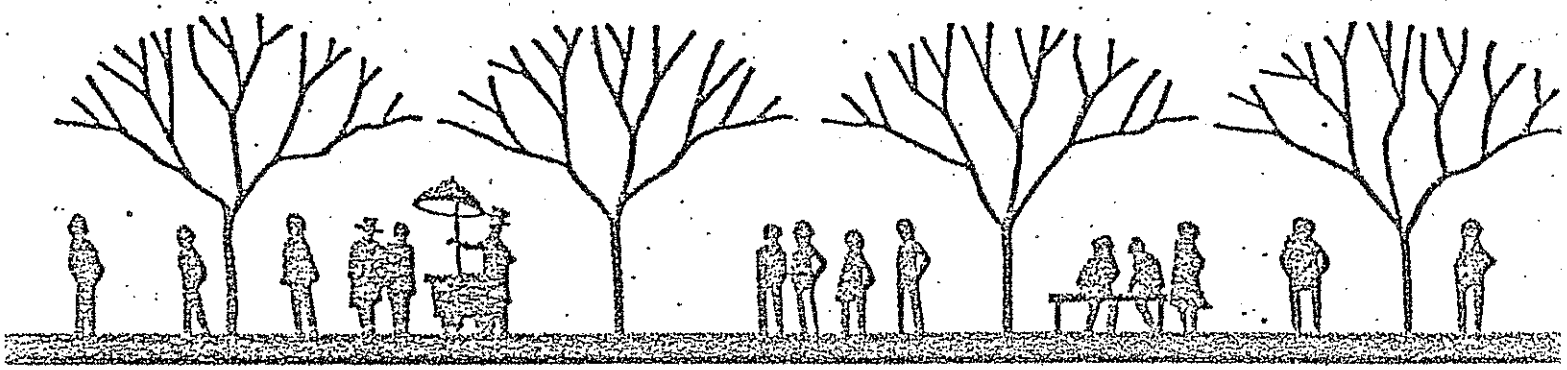
DOWNTOWN MADISON:

Revitalization Through Design and Management

Phase II Summary Report



Prepared for: Downtown Development Commission
Madison, New Jersey

Prepared By: Project For Public Spaces
153 Waverly Place
New York, New York 10014

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April, 1985

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INTRODUCTION

In December, 1980, Project for Public Spaces completed its study "Downtown Madison: Revitalization through Design and Management." This study, funded by the Geraldine R. Dodge Foundation, has served as the guiding force behind a full range of downtown improvements in Madison. Much has been accomplished, including the hiring of a downtown manager and the construction of sidewalk improvements on Main Street.

The purpose of this study is to address's areas and issues of the Central Business District not dealt with in the 1980 study which concentrated on the downtown central core: Main Street from Community Place to Waverly, and Waverly Place itself. The timing for this study has become particularly appropriate. Additional development downtown has occurred on both major streets and those previously considered "borderline" only four years ago. The borough is also anticipating committing funds estimated at over $1,000,000 to place overhead utilities underground on Main Street between Waverly and Greenwood, as well as Waverly itself and Central between Main and Chapel, which provides an opportunity for planning coordinated street and sidewalk improvements in this area. And improvements are necessary.

Despite its overall prosperous image, downtown Madison has a surprising amount of decay and neglect - sidewalks in disrepair, poorly maintained parking lots (both those operated by the Borough and those privately held) and poorly maintained commercial private property. All of these conditions which take away from the positive features of downtown. In addition, the existing quality and condition of downtown public spaces tend to

discourage their use and enjoyment by the shopping and visiting public. Waverly Place, for example, while having tremendous potential for becoming a real public gathering place in addition to meeting its function for traffic and parking, its design at present invites vehciular rather than pedestrian traffic. The generally unattractive condition of parking lots makes them seem more remote and inaccessible than they really are, a factor which affects their utilization.

This leads to a final point: the need for effective maintenance of improvements once they have been constructed. Without maintenance, improvements will simply deteriorate and, along with it, the benefits that may have been derived from an upgraded image. An improved maintenance plan, briefly described in this report, is therefore integral to the recommendation of these study and design proposals.

As with the previous work, this study is premised on the need for a "public-private partnerhsip" to improve downtown Madison. The Borough cannot, and should not, "go it alone" in terms of making physical improvements, but, working through the Downtown Development Commission, should leverage public dollars to encourage private investment. By pooling resources, the impact will obviously be much greater. In order to facilitate this process, we recommend <u>both</u> improvements to individual properties (usually low cost in nature) as well as improvements to public sidewalks and parking areas.

We have also emphasized improvements that are relatively simple and straight forward in their design approach. This is

for several reasons. First, we feel that public improvements should not "upstage" the stores and businesses, as the improvements on Main Street have tended to do. More importantly, we feel that simpler improvements have a better chance of being funded and implemented than more costly, elaborate ones.

STUDY AREA (See Figure 1.)

The limits of this study were as follows:

- Main Street between Waverly and Greewood/Prospect
- Waverly Place between Main and Lincoln
- Lincoln Place
- Central Avenue between Main and Chapel
- Cook Avenue
- Elmer Street
- Kings Road between Green Avenue and Green Village Road, and
- Prospect betweeen Kings Road and Main Street

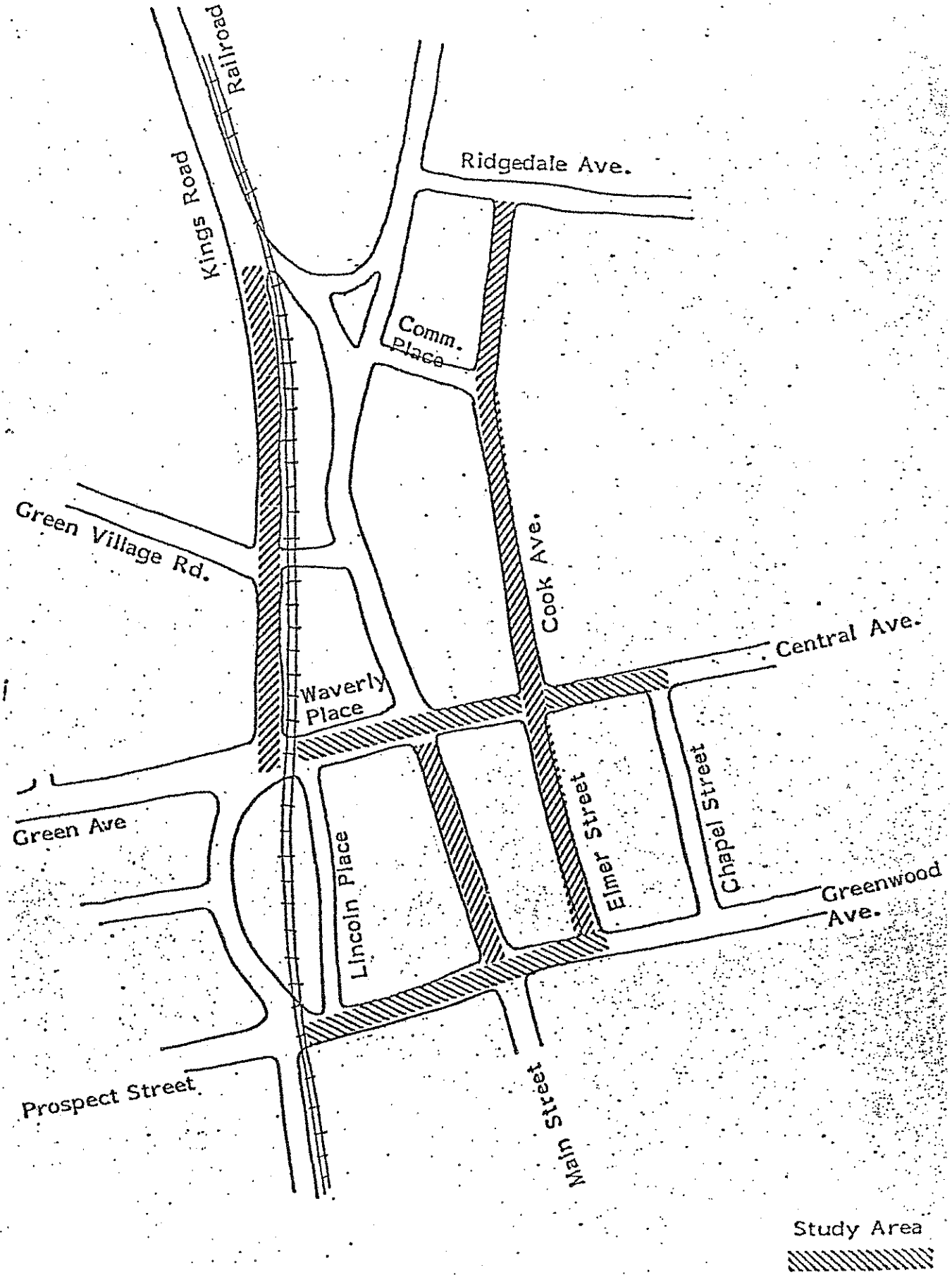


Figure 1: Study Area Boundaries

I. PROBLEMS AND OPPORTUNITIES DOWNTOWN

An extensive inventory of land use patterns and the general physical condition of downtown Madison revealed several important problems and opportunity areas: changing land use patterns, variable streetscape conditions, and generally poor parking-retail relationships.

1. Land Use

Existing land use patterns within downtown Madison are changing. These changes play an important role in guiding new development and improvements to the downtown. Within the project area, many varied land uses exist (see figure 2): 1. Major retail and service uses; 2. Developing retail and service areas, 3. Mixed, or transitional land uses (typified by such uses as paint stores, auto repair, some minor retail, services, etc.), 4. Residential areas, and 5. Parking (covering a substantial percent of the total project area).

PPS has identified several important land use trends with important implications for future improvements to downtown:

- There is substantial retail and service redevelopment to the south/southeast of downtown, particularly along Prospect Street and Elmer Street.
- Land uses within the block bounded by Lincoln, Waverly, Main and Prospect Streets are mixed, and are not always compatible with the expansion of downtown which is presently occuring in this area.
- The present conversion of residential stuctures for mixed use development (such as that occuring along Elmer Street) serves as a transition between the use and visual scale of downtown and that of residential areas.

Implications:

o Redevelopment to the south/southeast of downtown requires a hard look at future commercial parking needs in this area (the Elmer Lot, presently underutilized, may experience increased usage). Additional parking servicing this area may be required in the future. In addition, all new developments or conversions should be encouraged to provide on-site private parking for employees and/or customers. In the absence of available on-site parking, alternative parking for employees, and tenants should be found; parking requirements should not be routinely waved without considering the implications on the health and vitality of the Central Business District.

o Downtown streetscape improvements should include this newly developing area within the "downtown improvement" borders, ensuring a consistency within the expanding downtown.

o Small scale redevelopment such as is occuring along Elmer and Prospect Streets is successfull in providing a transition betweeen the downtown and residential areas. This type of development which preserves the existing residential scale, should be encouraged within the downtown's perimeter.

2. Streetscape Condition

PPS's extensive inventory of the physical condition of downtown Madison revealed very mixed conditions (refer to large scale plan). Surprisingly, there are numerous "pockets" of decay and neglect throughout the downtown core. Level of maintenance for downtown streetscapes, parking lots, and shop facades is variable and sporadic. This may have a significant impact upon the pedestrian and shoppers'experience and perception of downtown (see Section III - Design Proposals, for a detailed discussion of streetscape conditions).

Implications:

- o Small scale "infill" streetscape improvements are required throughout downtown.
- o Some streets require extensive sidewalk and streetscape improvements, while others require only minor improvements.
- o A regularly scheduled program of maintenance in the downtown area should be developed.

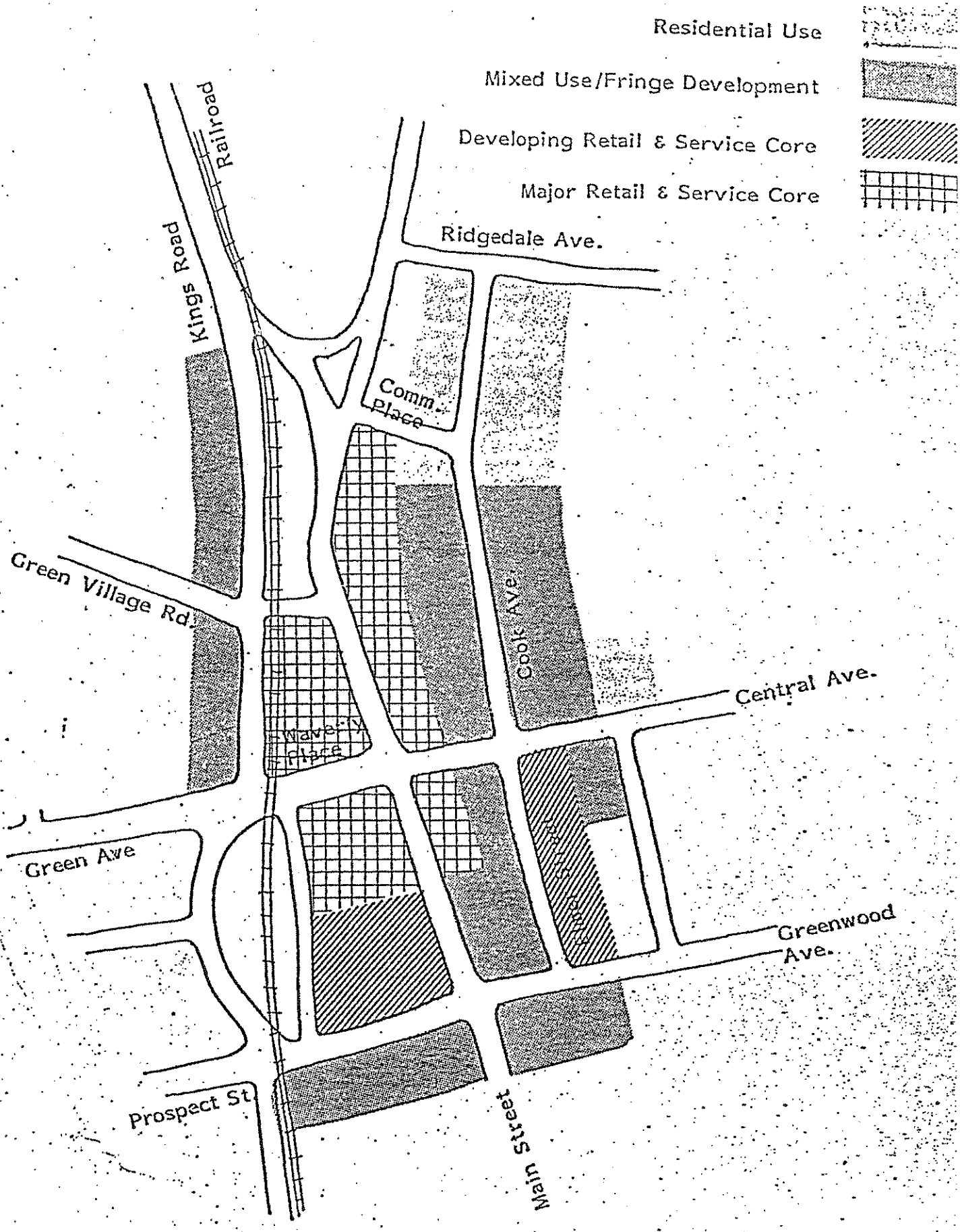


Figure 2: Existing Land Uses

II. DOWNTOWN IMPROVEMENT CONCEPT

The proposed concept for improvement of downtown Madison addresses three important areas:

- o Creating a cohesive image for downtown which supports the pedestrian and shopper experience.
- o Responding to existing land uses, and new development as a part of the expanding downtown perimeter.
- o Meeting the parking needs of shoppers and merchants downtown.

Specifically, these concerns can be addressed through several key design improvement areas, and through the downtown management and maintenance program. These strategies, outlined below, involve improving the general streetscape quality, enhancing entrances and connections to the downtown, establishing strong parking-retail connections, and looking toward the future parking needs in the downtown area (see figure 3.)

1. Streetscape Improvements. Three levels of streetscape treatments are proposed, based upon existing land use patterns and trends. This hierarchy of streetscape improvements reinforces land use patterns and provides visual diversity while creating a cohesive image for downtown Madison. This approach is also the most cost effective, placing emphasis upon amenities and special design treatments where they are most needed and most effective.

The following typologies of streetscape treatments are set forth as general guides; variations to accommodate site specific requirements should always be considered on an individual basis within the overall schema for the area (see figures 4a and 4b).

- o Treatment #1. The central core of downtown requires wider sidewalks than other areas (generally a five foot minimum width up to approximately 8 feet). Special amenities include tree grates, a rich variety of pedestrian amenities (benches, drinking fountains, banners, etc.), and greater emphasis upon design detailing and materials, such as Belgian block or brick pavement detailing.

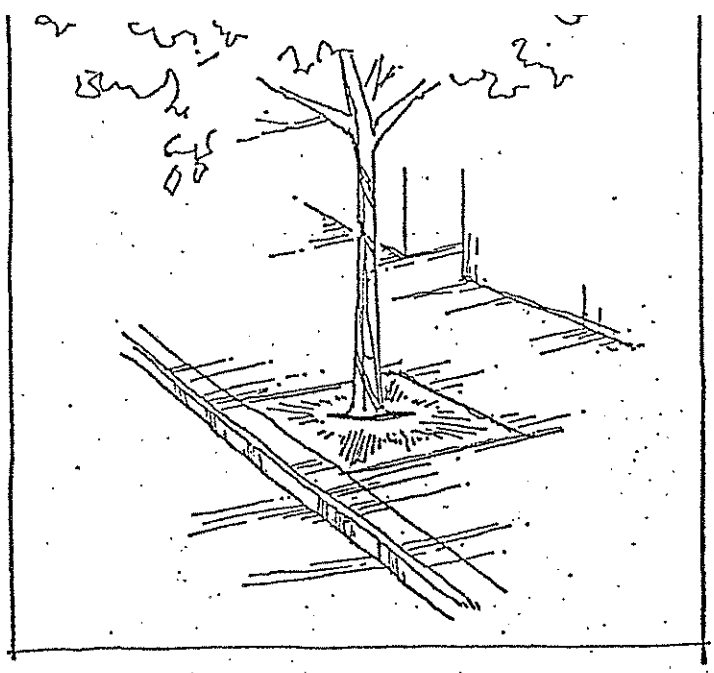
- o Treatment #2. Neighboring retail/service streets require a softer treatment, with open tree wells for planting and less emphasis on pedestrian amenities. Benches and waste receptacles are carefully placed at key locations, such as at bus stops and the intersection of Main and Prospect. Sidewalk widths of approximately five feet (minimum) will comfortably accomodate the lower levels of pedestrian flows. Design detailing and special paving materials are focused upon areas of high visibility such as along the pavement edge.

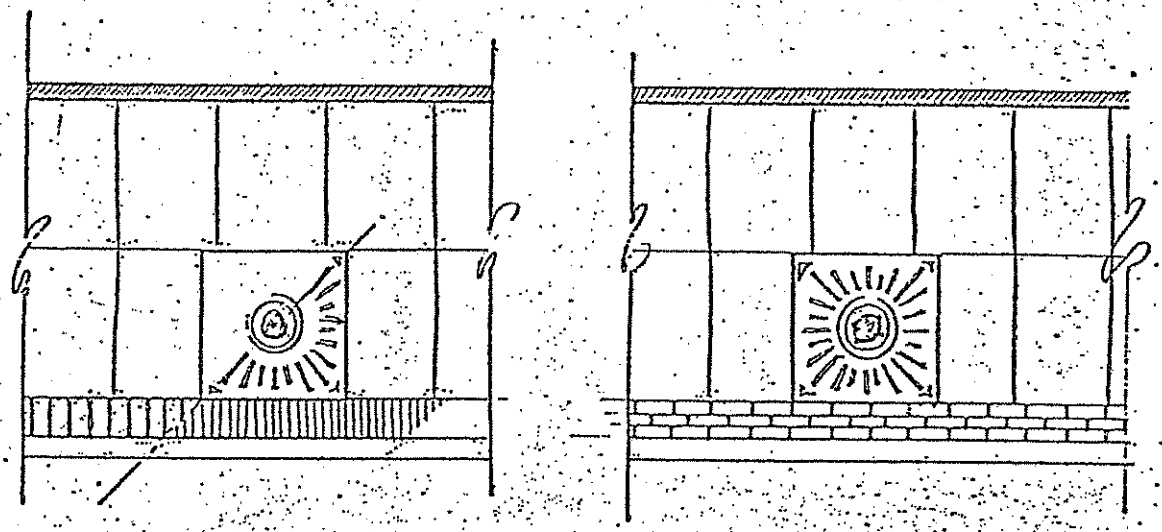
- o Treatment #3. Residential/mixed use development areas are key in providing a comfortable transition to the downtown. Concrete walks of approximately 3 1/2 to five feet, with a planting strip, already exist in most of these areas (though of variable condition). This type of treatment should be continued, with improvements made where necessary.

2. Entrances and Downtown Connection Improvements. Entrances targeted for improvment as "gateways" into downtown Madison include:

- o The intersection of Main and Prospect Streets. This "new" entrance to downtown reflects the expansion of downtown into this area, and its' importance in establishing positive downtown image.

- o. Railroad bridge overpasses presently act as a visual, psychological, often physical barrier to downtown. Through relatively simple design treatments, railroad overpasses at Main, Waverly, and Prospect can be transformed into "gateways" to downtown to better connect residential areas and peripheral parking lots to the central downtown core.





PAVING PATTERNS/ CURB EDGINGS

Figure 4a: Sidewalk Treatment #1 -- Downtown Central Core

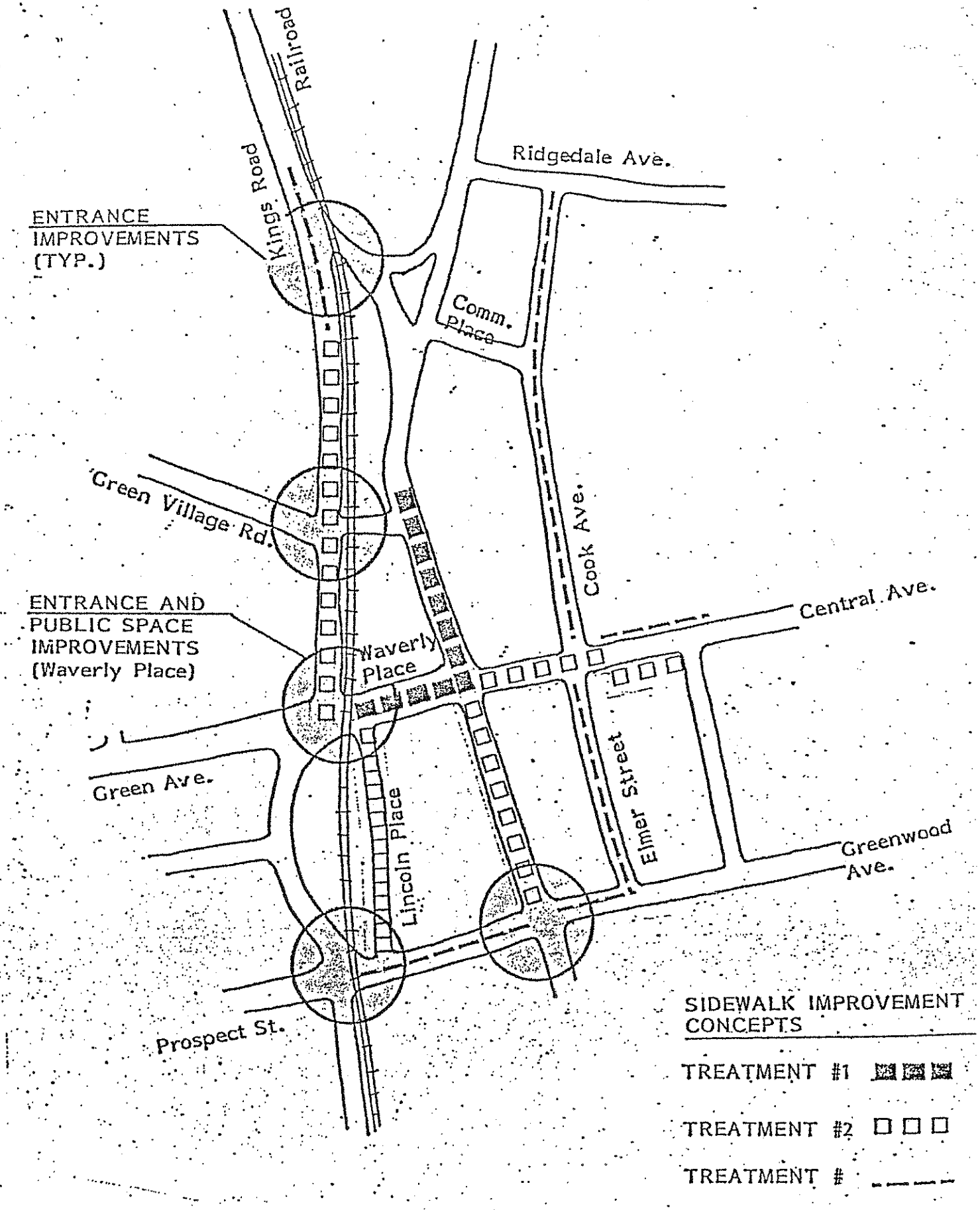


Figure 3: Downtown Improvement Concept

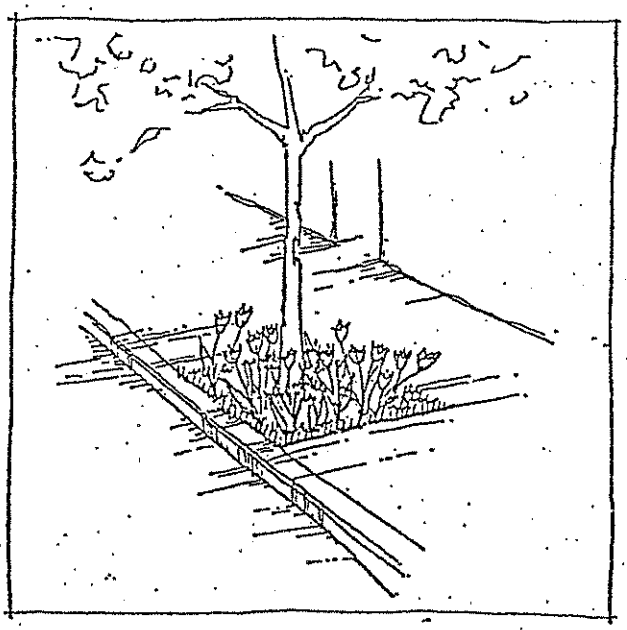
3. Parking and Retail Access. The overall perception of parking lots and their proximity to retail plays an important role in the use of the existing parking downtown. At present, municipal parking lots require:

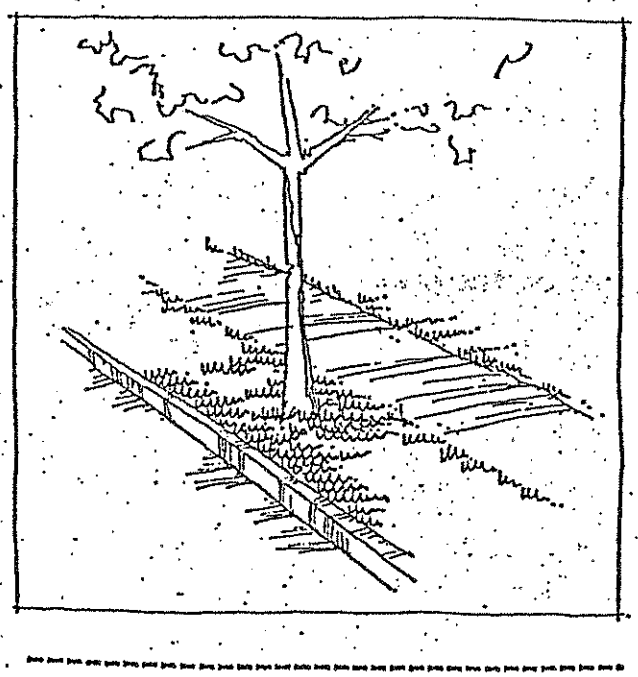
- o Improved efficiency in parking lot layouts to increase capacity. This can be achieved merely by realigning many of the existing municipal lots and/or by consolidating existing private parking behind retail.
- o Improved vehicular access and signage.
- o Upgrading the visual quality of parking lots, including improved landscaping and lighting.
- o Screening of visual blights from parking lots, especially service or loading areas and garbage refuse containers.
- o Stronger (and more attractive) pedestrian links between parking and retail/services.
- o Development of "facades" along the back of shops which abutt on parking lots. Consideration should also be given to developing rear entrances to shops.
- o Improved maintenance.
- o Increased parking enforcement.

4. New Parking Locations.

Our preliminary conclusions, based on the previous PPS study, and recent data collected by the downtown manager (1983-84) indicate that building new parking lots is not an urgent need in downtown at this time. However, downtown Madison is undergoing considerable rennovation, thus it is a reasonable assumption that more parking will be needed in the future.

To be most effective, any future parking lots should meet several important criteria, particularly convenience, attractiveness, and efficiency.





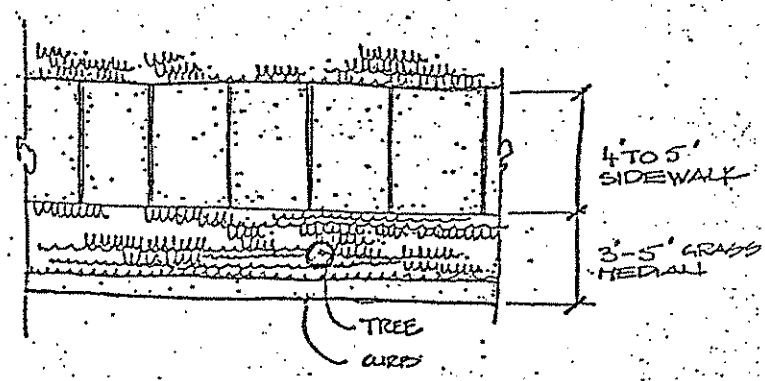


Figure 4b: Sidewalk Treatments #2 (top) and #3 (bottom)

During the course of our work there have been two suggested locations for new lots, which have come to our attention. The first is a site next to the school, behind the residential buildings on Cook Avenue. This lot fails to meet the convenience and visibility criteria and would most likely be underutilized by shoppers, although the lot could be used by downtown employees.

A new lot has also been suggested at the corner of Kings Road and Green Avenue. This proposal involves expanding the existing municipal lot (containing about 48 spaces) which would require regrading and eliminating the lawn at the intersection. The gain in spaces would be about 20 spaces, if the intersection improvements proposed by the state are constructed. This proposed lot would have many disadvantages. The proposal would detract from the visual quality of this intersection (which serves as a setting for Borough Hall, and as a formal entrance to downtown) and would exacerbate present flooding problems along Waverly and Lincoln unless substantial funds were spent on landscaping, regrading and drainage. Because it is not adjacent to the main retail areas, but across the heavily travelled Kings Road and on the other side of the railroad underpass, the lot will not, we feel, be perceived as very convenient by shoppers. Compared to other possible sites for new parking, this location is a much less desirable investment.

In the long term, a strong potential location for a new parking lot is the inner core of the block bounded by Lincoln, Waverly, Main and Greenwood Avenue (see figure 5). Careful monitoring of changing parking demands owing to redevelopment of

this part of downtown should be undertaken before a decision is made to invest in additional parking. This block and the area further to the south-east is experiencing considerable commercial redevelopment and renovation. Parking demand is likely to increase in this area. This site would ably serve existing businesses as well as the new businesses and services which have been attracted to the area in the last few years.

This site offers several advantages:

- o It is centrally located to the heart of downtown and to the new commercial redevelopment to the southwest of downtown an area where parking needs are likely to increase.

- o Close and convenient access to these shopping and service areas is easily provided from this site. The proposed site would also serve the movie theater during the evenings.

- o Present land uses within the core of this block consist primarily of private parking, derelict buildings, loading and service areas. Consolidating these smaller private lots would increase parking and service delivery efficiency.

- o This lot may be developed in phases as the need for additional parking arises and land becomes available: Phase I, providing 10 reserved spaces on land presently available; Phase II, providing approximately 55 public nonreserved spaces; Phase II (shown figure 5), with an approximate 90 car capacity.

III. STREETSCAPE DESIGN PROPOSALS

LINCOLN PLACE

As a one-block long street, Lincoln Place offers many opportunities for enhancing its unique character and adding diversity to the downtown. Assets of this street include a smaller architectural scale, a central location, strong connections to Waverly Place and to the new development along Prospect Avenue. The train station (on the Historic Register) and the movie theater, both with architectural interest, and the post office are major activity generators.

While the site of much unrealized potential, upgrading Lincoln Place requires extensive consideration of several major issues, particularly flooding, and the future of the train station. Areas which must be addressed in an improvement program for Lincoln Place include:

- o Flooding and drainage problems are widespread.
- o Parking congestion, particularly abuse of short-term parking along the street.
- o Difficult and unattractive pedestrian access to the train station.
- o Poor terminus at Prospect Street and poor connections to the Kings Road municipal parking lots.
- o Narrow sidewalks on the north side of the street, and non-existent sidewalks on the south; sidewalks are, however, generally in good condition, though flooding on the north-west side is problematic.
- o Underutilization of train station facilities, including the closing of public waiting areas at 3:00 p.m.

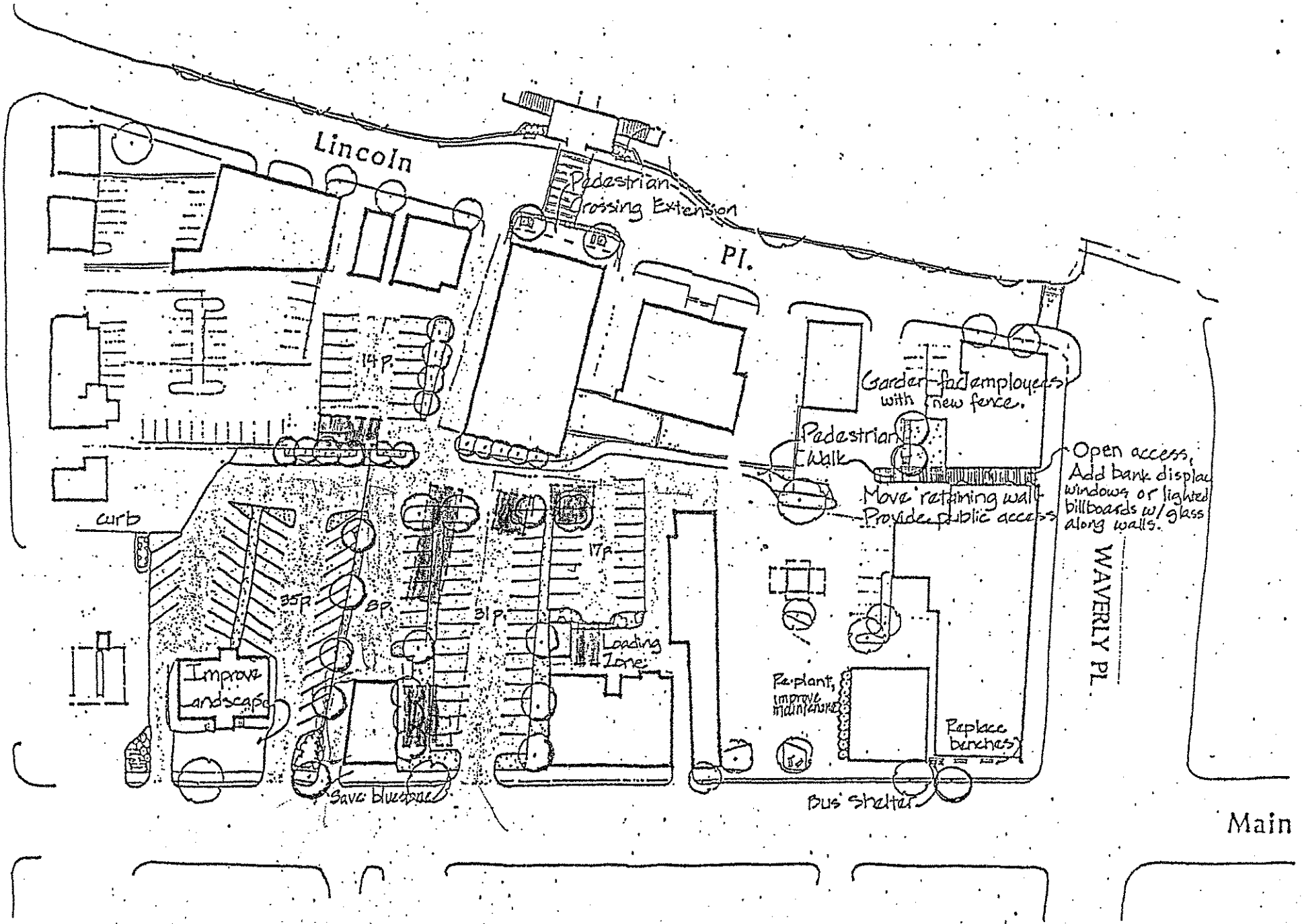


Figure 5: Long Range Parking Proposal

Lincoln Place Recommendations (See Figure 6.)

1. Flooding and Drainage. All physical improvements to Lincoln Place should be preceded by a thorough study of flooding and drainage patterns in the downtown area.

2. Streetscape improvements recommended are those proposed in treatment #3. Design elements include:

- o Widening the sidewalk by three to four feet along the north side of street.
- o Access to the train station is accommodated by a mid-block curb extension and pedestrian crossing.

3. Parking. The long-range proposal for development of a parking lot bounded on one side by Lincoln Place would serve the development expansion in this area as well as easing present parking congestion and short-term parking abuse along Lincoln Place. An access point to the proposed lot can be developed off Lincoln Place adjacent to the theater.

4. Train Station. Discussions should be undertaken with the New Jersey transit to develop a long-range plan for the management of the station and the possibility of renovation of the site and structure to better accomodate and expand present uses.

Plans for the site developed by the Landscape Architecture students at Rutgers University in the Fall of 1985 may act as a catalyst for further discussion on the many possibilities for site improvements. At a minimum, providing a 24-hour public waiting area for commuters is needed.

PROSPECT STREET

Prospect Street is characterized by mixed uses and mixed physical condition. Unlike most other "border" streets, this street does not buffer residential land uses. In terms of the overall improvement plan for downtown, Prospect is an important street for several reasons. First, with a recent surge of small scale redevelopment on the northeast side, it is becoming the new "border" of downtown proper. Recent commercial conversions along Prospect have been sensitive to the overall scale and visual qualities of downtown. Second, Prospect is an important visual terminus for Lincoln Street. Third, direct access to downtown from the municipal parking lots along Kings Road requires passing under the Prospect railroad overpass.

Prospect Street Recommendations (See Figure 7.)

1. Streetscape Improvements. Extensive streetscape improvements are required along the southwest side of Prospect Avenue and some infilling along the northwest side of the street. Improvements should reflect the general character and style of recent improvements along the block (see sidewalk treatment #3, figure 4b.) which include a planting strip and a 4 to 5 foot wide sidewalk. Variations in this treatment are necessary to accommodate individual property and access requirements, particularly along the southeast side of the block. Developing a planting strip on the inside of the walkway in front of the Sam Gorden's Warehouse building for example, is cost effective (given present paving patterns) and will also improve the visual appearance of the long expanse of blank facade.

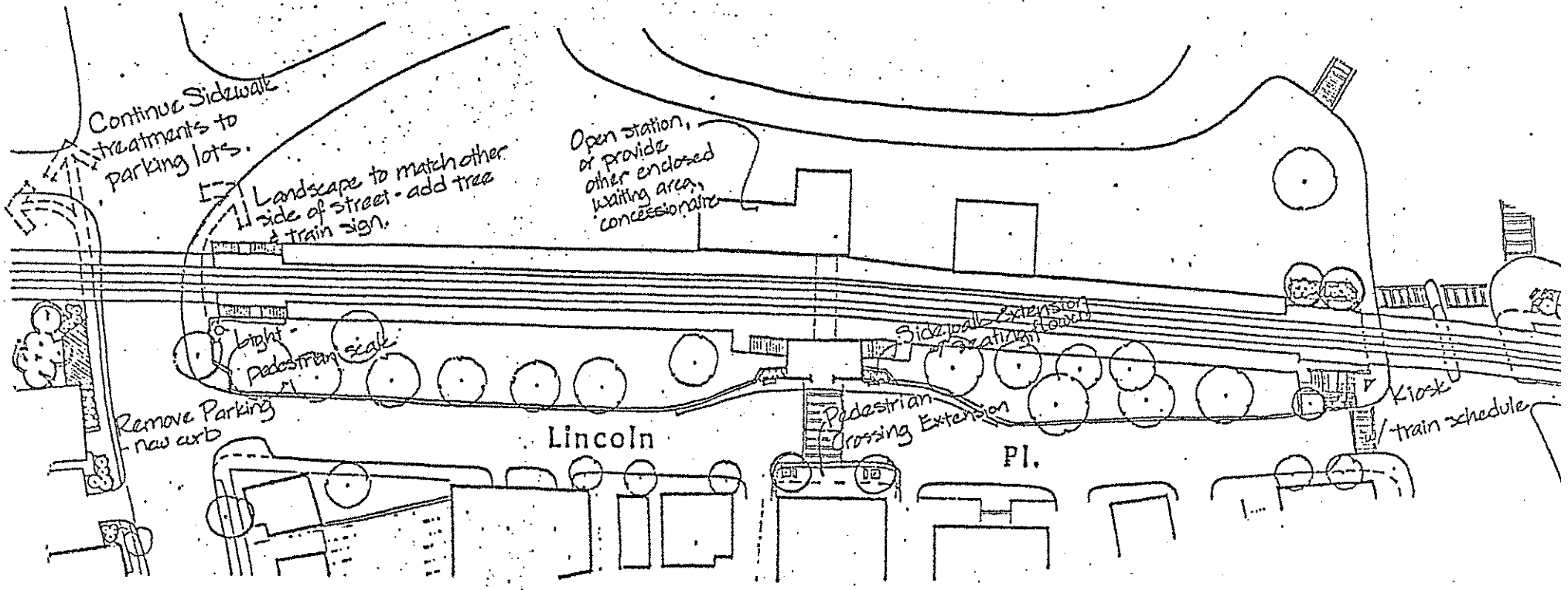


Figure 6: Lincoln Place Design Proposal

2. Bridge Overpass and Corner Improvements. Bridge overpass and corner improvements are needed at the intersection of Prospect and Lincoln/Kings Road and Prospect and Main (see Main Street Recommendations). Improvements should focus on establishing a visual terminus for Lincoln Place and creating a more attractive pedestrian link to Kings Road and Kings Road parking lots. The Jaeger Lumber Company parking, for example, can be relocated to the side of the building and a landscaped building entrance developed. At present, cars parked at this location block the sidewalk and detract from the visual appeal of this important entrance to downtown.

3. Potential New Parking Lot Locations. In the long range, a public parking lot can be developed within the core of the Prospect-Waverly Block to address the expanding parking needs of this area. (see New Parking Locations).

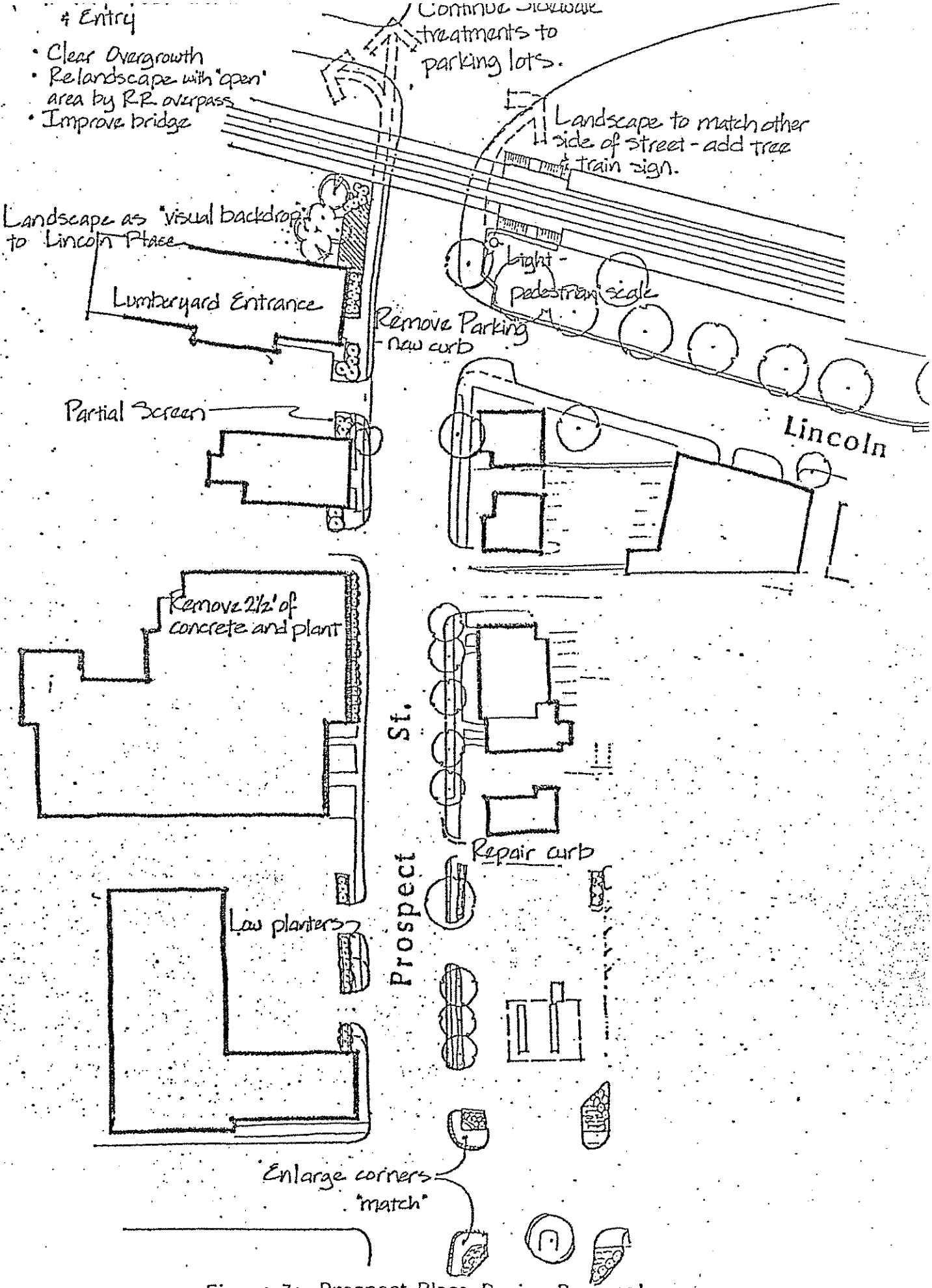


Figure 7: Prospect Place Design Proposal

ELMER STREET

Elmer Street is also characterized by mixed land uses. To the north side of the street, considerable conversion of residential structures for mixed-uses has taken place in recent years. The south side of the street (the downtown side) consists primarily of municipal and private parking lots lined by the backs of businesses and shops. As one progresses northward toward Cook Avenue, the street becomes increasingly residential, with a few mixed services, such as a roofing repair company. Thus, Elmer serves the important function of providing a transition in scale and use between the residential and more highly commercial sections of Madison. Traffic moves quickly along the street, as locals use the route to circumvent the more crowded Main Street.

The actual streetscape condition along Elmer is variable, with some spots of extreme deterioration, overhead power lines along the south side of the street, and a mix of street tree plantings, sidewalk widths, curbs, etc. Of particular concern are:

- o Uninviting and poorly marked parking lot entrances.
- o Ensuring that the type and character of conversions is compatible with this downtown-residential transitional area.

Elmer Street Recommendations (See Figure 8.)

1. Streetscape Improvements. Streetscape improvements for this area should be developed with a mixed-use transition area in mind with a sidewalk width of 3 1/2 to 5 feet and a planting strip. New curbing, lighting and infill planting are required along

certain sections of the street (see sidewalk treatment #3).

Utilities should be put underground when funds are available.

2. Elmer Municipal Parking Lot.

o Upgrade the visual appearance of the Elmer municipal parking lot is essential to attracting users, through improved landscaping, signage, and lighting. (See Figure 9.)

o Increase the parking efficiency by utilizing the existing service road (relocated in the proposed design) and realigning the parking aisles. Preliminary indications are that the number of spaces can be increased by between 8 to 14. In addition, at present, there is an entire row of parking which seems to be almost never used because of confusing signage and layout. The proposed design also addresses this problem.

o Improve pedestrian access to Main Street through the alley adjacent to the Fish Market and the liquer store. (see figure 10.)

o Screen service, loading areas and disposal.

o Upgrade the rear of shops to present a "facade," and where possible, rear entrance from the parking lots.

3. Future Development. The type and character of conversions on this block should be carefully monitored to ensure compatiblity with the surrounding residential areas. All conversions should include, where possible, private on-site parking for employees and/or customers.

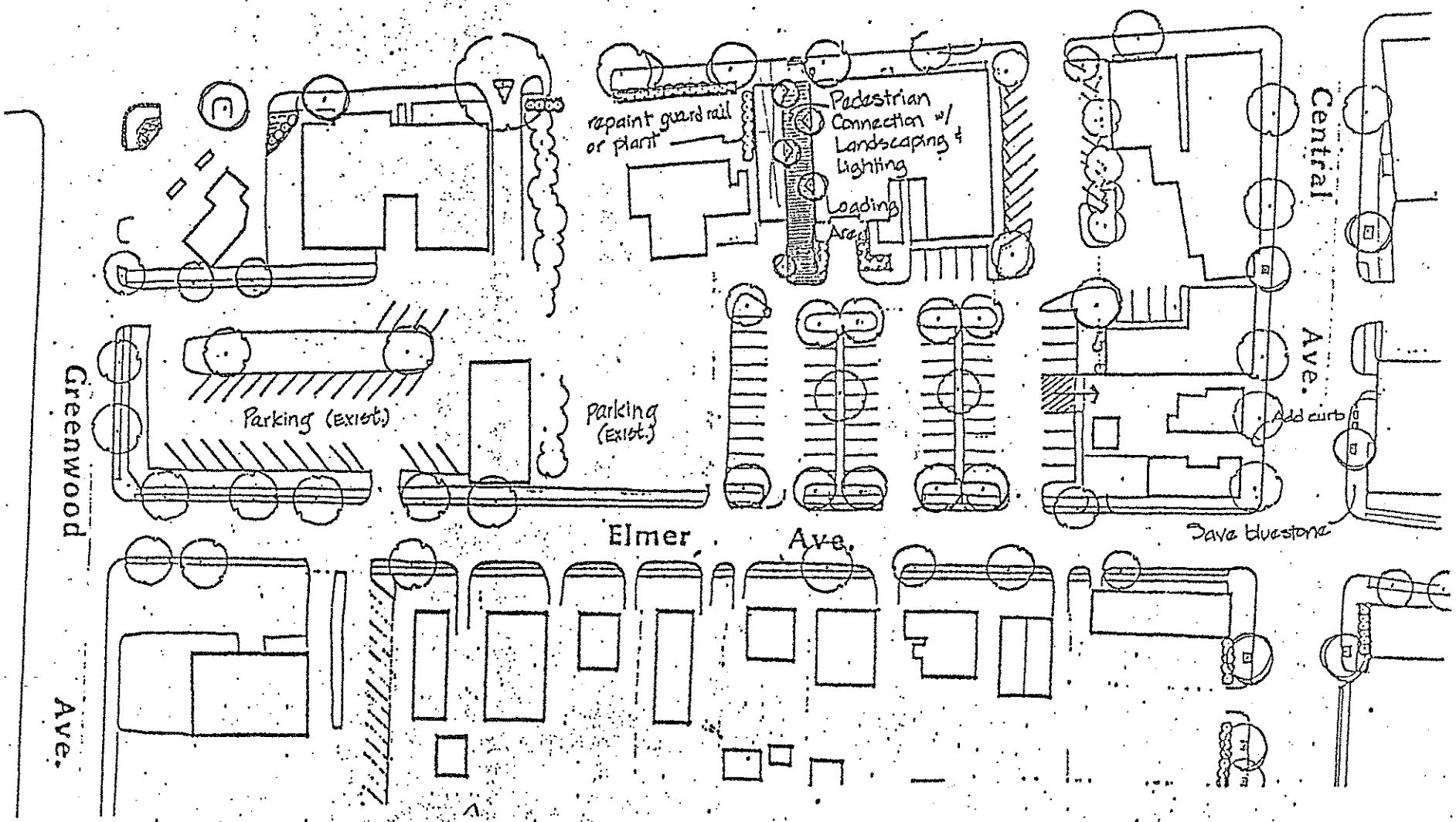


Figure 8: Elmer Street Design Proposal

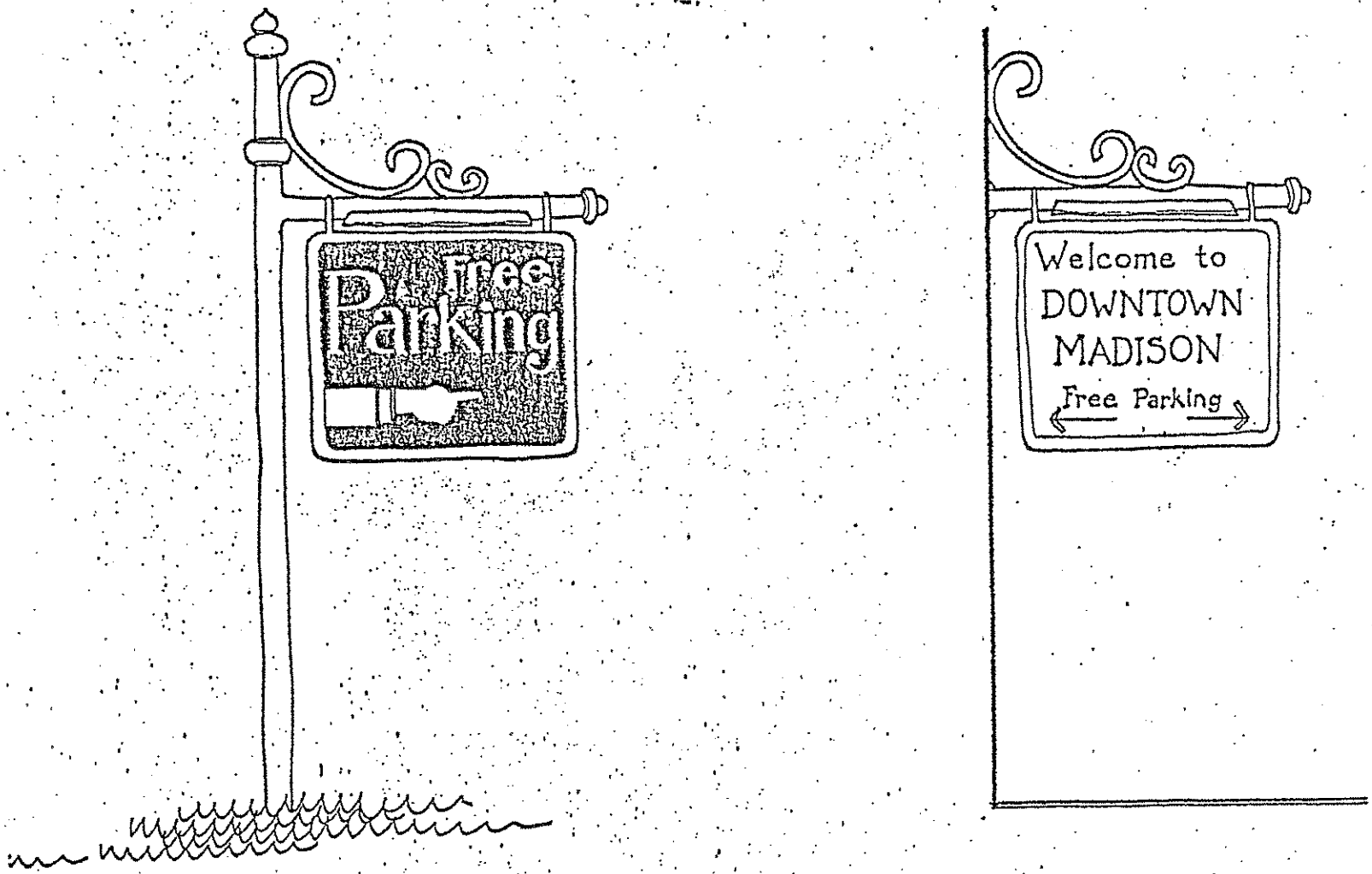


Figure 9: Signage

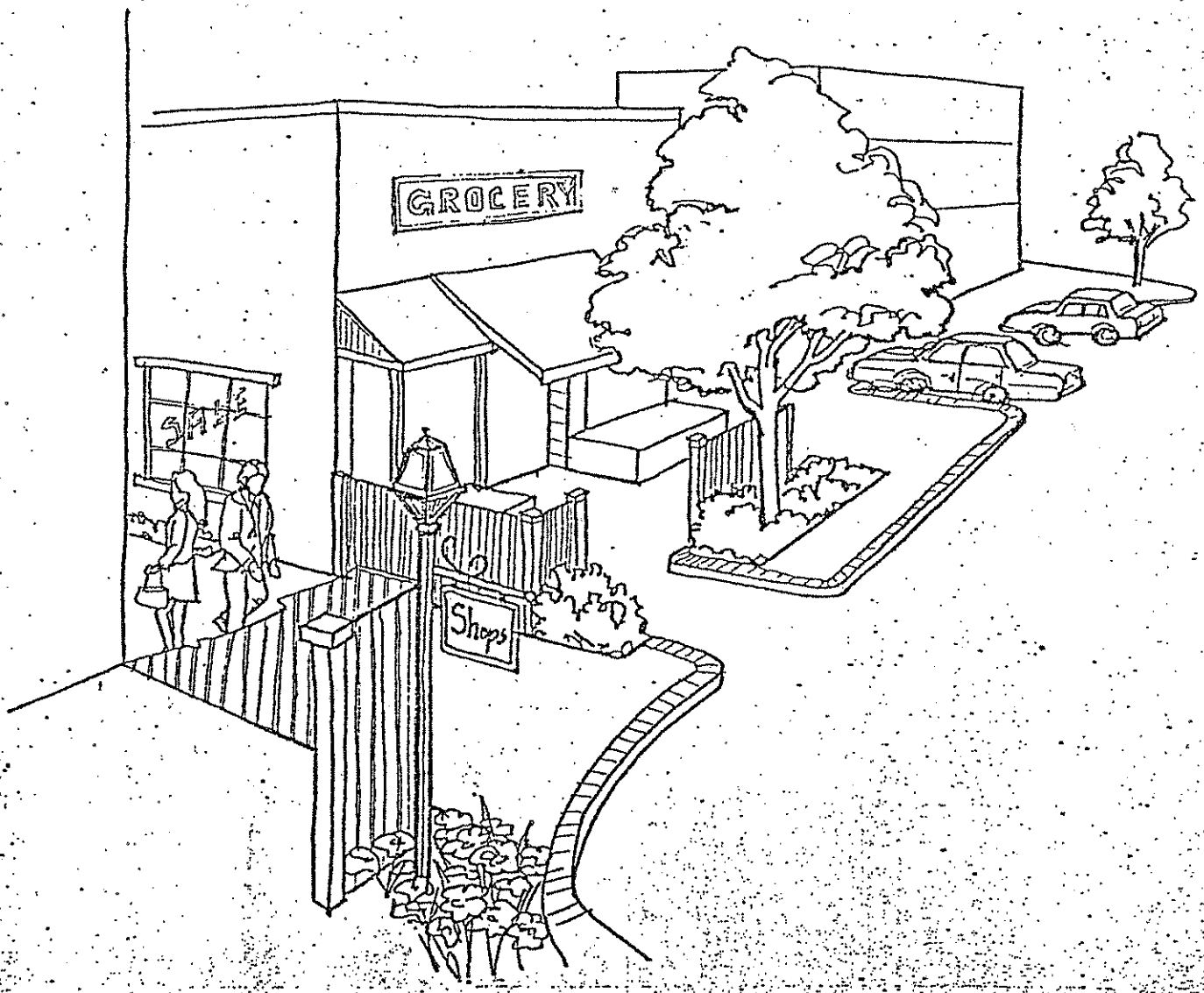


Figure 10: Pedestrian Connection -- Elmer Lot

COOK AVENUE

Cook Avenue (a continuation of Elmer Street), represents the most residential section of the study area, with the exception of retail, service, and parking land uses on the south side of the street bounded by Central Avenue and Community Place.

Areas of particular concern for the two blocks within the study area include:

- o Ensuring a transition between the older residential character of the Community Place Ridgedale block, and the mixed-use residential-retail-service block bounded by Central Avenue and Community Place.

- o The Cook municipal parking lot is heavily used, but is unattractive and poorly signed. Renovation of some of the shops facing the lot has substantially improved the area and its connection to Main Street shopping. Many other structures, however, require similar improvements.

- o The general streetscape condition along Cook Avenue is again variable. Areas of particular streetscape decay include the south side of the block bounded by Community Place and Ridgedale Ave.

Cook Avenue Recommendations (See Figure 11.)

1. Streetscape improvements for Cook Avenue should reflect surrounding land uses which range from old established residential areas, to perimeter downtown core uses. Utilities should be placed underground when funds are available.

2. Cook municipal parking lot.

- o Upgrade landscaping, signage and lighting.

- o Our 1980 study recommended that the Cook lot be combined with the adjacent bank lot and old Wawa supermarket lot. If the residential structure located adjacent to this lot is demolished, we estimate that this lot could be expanded from 136 space to 231. Considerable re-grading of the area would be required for this proposal due to several existing retaining

walls. The schematic design however, has sought to achieve a balance between the cut and fill required.

o Upgrade pedestrian connections to Main Street with better lighting, repainting of walls, and perhaps a mural.

o Screen service and loading areas.

o Upgrade the rear of shops to present a "facade" and rear entrance from the parking lot where possible.

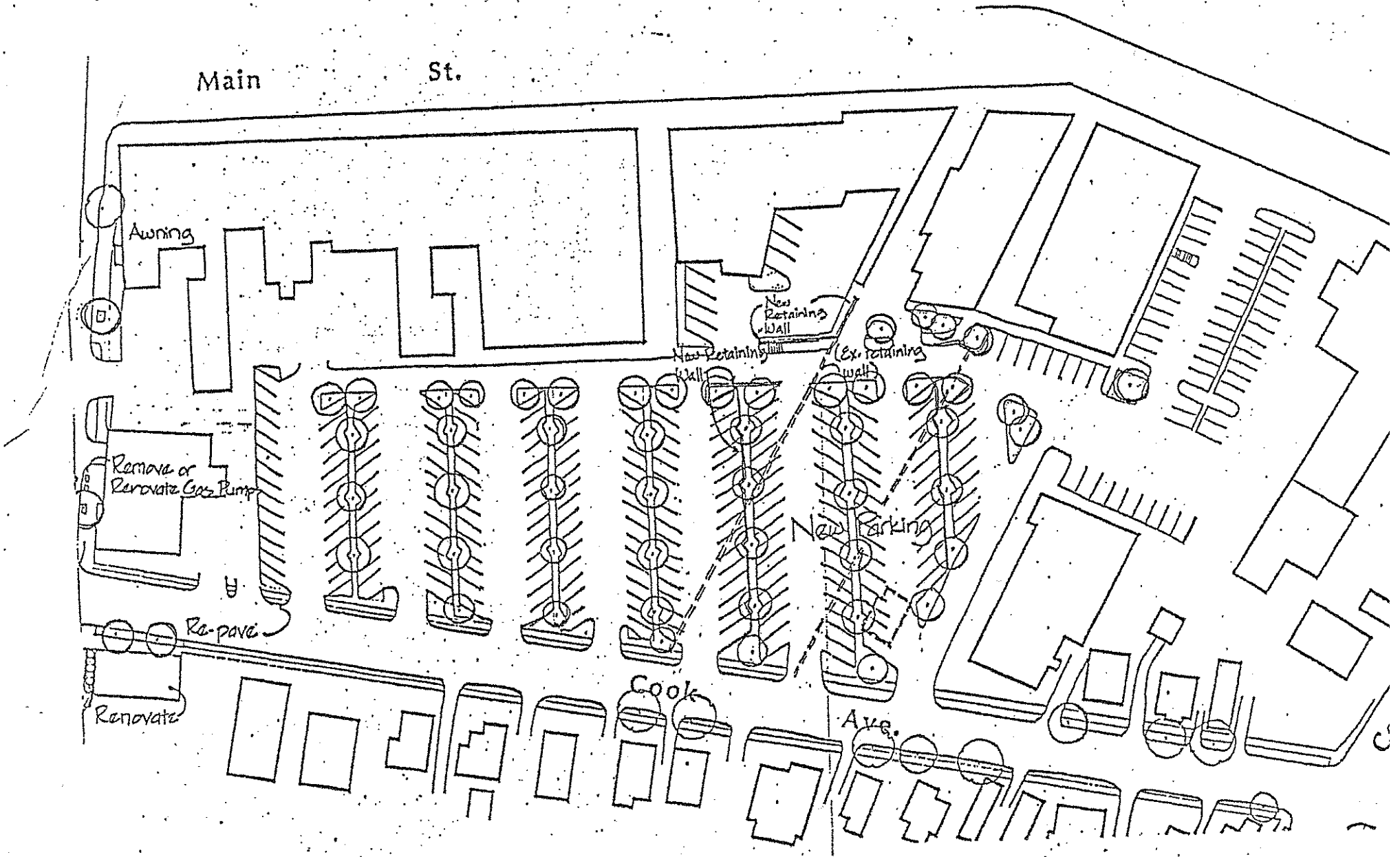


Figure 11: Cook Avenue Design Proposal

KINGS ROAD

Kings Road has a mixed character and land uses. Physically isolated from the downtown by the railroad, it serves as a major north-south traffic artery and as the site of several major entrances to the downtown under the railroad tressles. At present, however, the pedestrian on the railroad side of Kings Road is not accomodated. Intersections are blind and sidewalks at intersections are narrow; no sidewalk exists along the railroad side of the street. At some locations, curbs are non-existent (promoting more rapid deterioration of existing sidewalks) or old curb cuts span the frontage of several shops in a row where no vehicular access is needed. Street tree planting is spotty. Several retail establishments, such as Madison Schwinn have made their frontage attractive and accomodated the pedestrian with the addition of a variety of amenities, from benches to flowers and waste receptacles. With continued efforts from both the public and private sectors, Kings Road can become an attractive setting for formal entrance to the downtown proper, and maximize its pedestrian/shopper potential, while maintaining its' vehicle access functions.

Kings Road Recommendations (See Figure 12.)

1. Streetscape improvements.

Sidewalk conditions along Kings Road are in variable condition. Some sections require extensive rehabilitation or new construction, while others have been recently improved, such as the intersection at Village Road.

- o Upgrade all sidewalks as per treatment #2, with open tree wells for accent planting.

- o Replace or construct curbing where needed, and eliminate abandoned curb cuts.

- o Encourage retailers to upgrade facades with amenities such as potted flowers and awnings.

- o Consolidate signage and improve pedestrian crossings at insections.

- o Screen service areas along Kings Road. The auto repair shop on the corner of Village Road, for example, has adequate space for low level planting between the sidewalk and their asphalted parking/service area.

2. Entrances to Downtown. Improve entrances to the downtown by extending the curbs at intersections, improving signage, providing new landscaping, and undertaking railroad overpass improvements at Madison Avenue, Village Road, and Green/Waverly Place.

3. Railroad overpass improvements can range from relatively short term approaches, such as surface cleaning, planting of vines with trellis, and improved signage, to longer term approaches, such as resurfacing of bridges with granite facing, developing a donation plaque program for financing, etc. (see figure 13.)

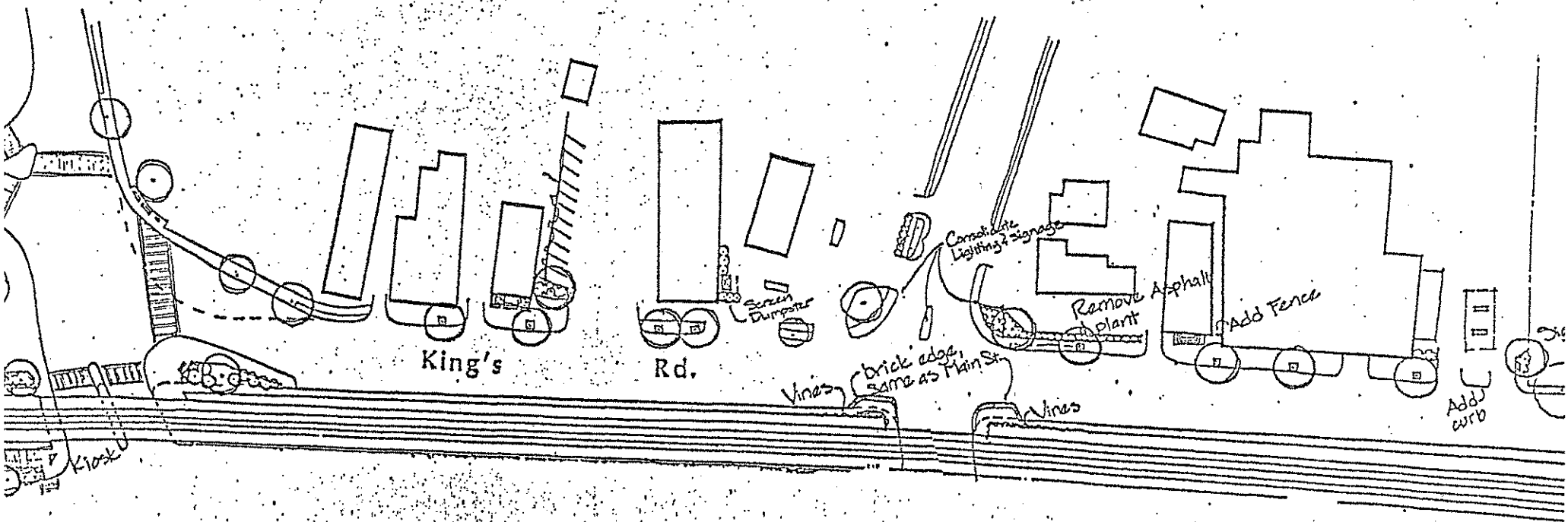


Figure 12: Kings Road Design Proposal

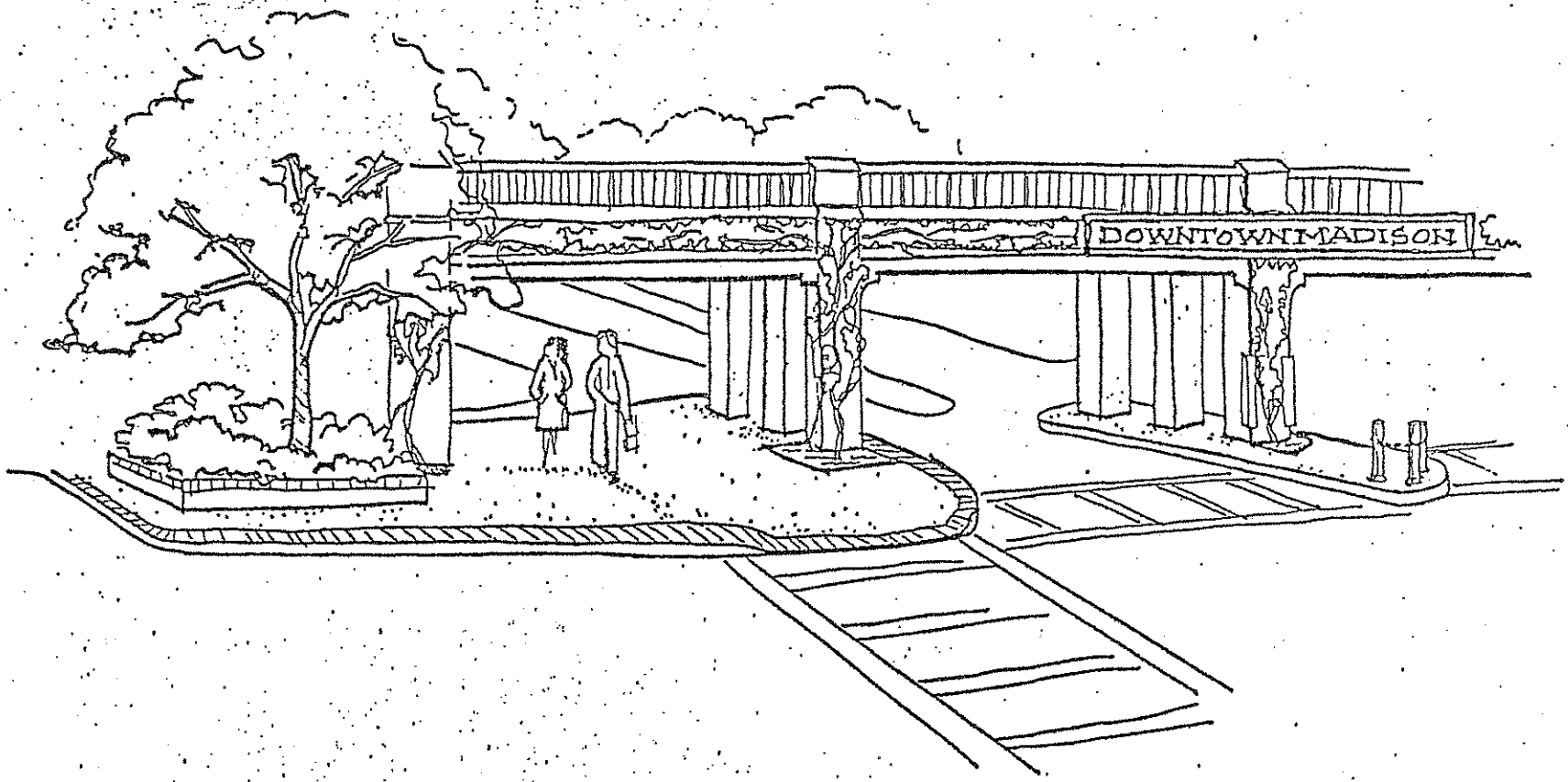


Figure 13: Railroad Overpass and Corner Improvements

WAVERLY PLACE PUBLIC SPACE DESIGN ALTERNATIVES

Waverly Place serves many vital functions, providing convenience shopper parking (both in the center and along the curb-side) and as a major vehicular and pedestrian connector to the downtown shopping district, with two lanes of moving traffic in each direction. As the widest street in the downtown, centrally located downtwon, and with much of its' unique historic character retained, Waverly Place also holds great potential for becoming a focal point for downtown activity. As such, Waverly Place is important both for the image it can set for the downtown district, and as a central meeting and gathering place for special events, casual gatherings, and special displays according to the season.

Two proposals are made for developing a public and event space along Waverly Place. These proposals both establish a focal point for the downtown activity while building upon the essential functions of the street by: maintaining four lanes of moving traffic, developing an attractive and effective pedestrian and vehicular circulation system, and maintaining the convenience of short-term shopper parking. Special features of the two proposals are discussed below.

Waverly Place Public Space Concept #1 (see figure 14.)

1. Entertainment and activity space is provided on the north-west side of the site (total area 40 by 60 feet) by extending the sidewalk an additional eight feet (20 feet total sidewalk width) and providing an extended curb area at the intersection. This location receives the best sun exposure and is also easily accessed by shoppers along Main Street.

2. A raised center median approximately five feet in width, enables closure of one side of the street for large scale events and provides space for street lighting (neccesary for such a wide street with pedestrian-scale light fixtures), as well as for seasonal displays. North-bound traffic can be re-routed for large events enabling a large traffic free space for events.

3. Vehicle circulation and parking.

   o The existing four lanes of traffic are retained, and on-street parking is contained along the perimeter of the street.

   o The use of diagonal parking along the north-west side of street (for longer term parking), and parallel parking along the south (shorter term parking) provides for approximately 30 parking space (33 now existing). Permission for diagonal parking will need to be obtained from state officials, however.

4. Recommended sidewalk treatments include concrete paving with brick paving to accent activity areas and the curb line. A paving pattern which integrates the diamond theme without replacing it, has been developed to enable some sense of continuity througout the downtown shopping core.

5. Amenities include:

- o Tree planting with tree grates.
- o Reduction in the number of existing waste receptacles to be located as indicated on the plan (extra receptacles should be distributed throughout the downtown project area).
- o Accent flowers and planting.
- o A small water feature.
- o Drinking fountains.
- o Electrical outlets for special events, and a public address system.
- o Banners or flags.

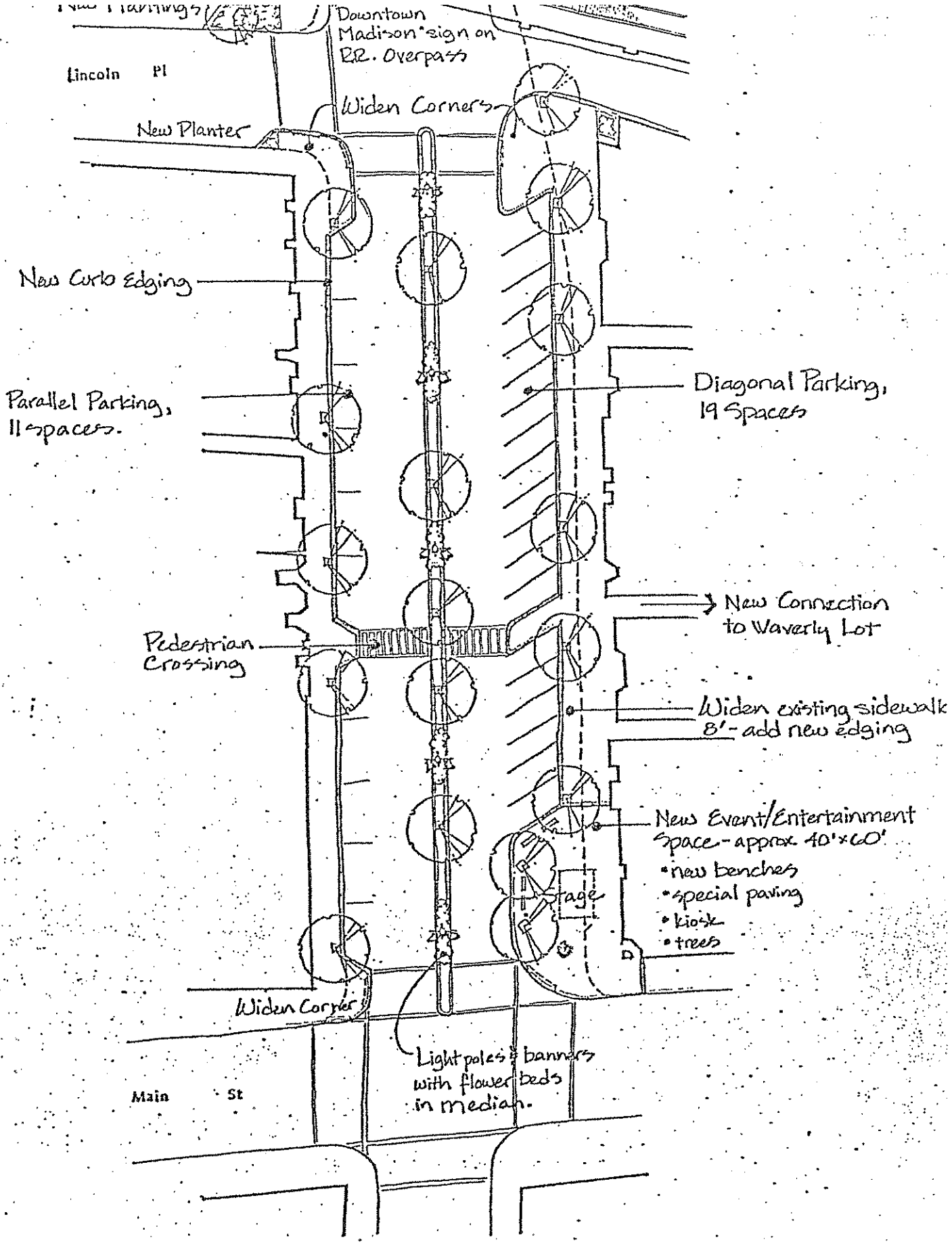


Figure 14: Waverly Place - Concept 1

Waverly Place Public Space Concept #2 (See Figure 15.)

1. A central entertainment space is provided by expanding the central median at the intersection of Main Street and Waverly Place (25 feet wide by 70 feet long). This location ensures maximum visibility from all surrounding locations. Large scale events are accomodated by closing off the two center parking aisles with portable bollards, thus providing an activity space of for the entire length of the street.

2. Parallel parking is provided along both sides of the street and along the center median (35 total spaces).

3. Sidewalk treatments and amenities are similar to those provided in concept #1.

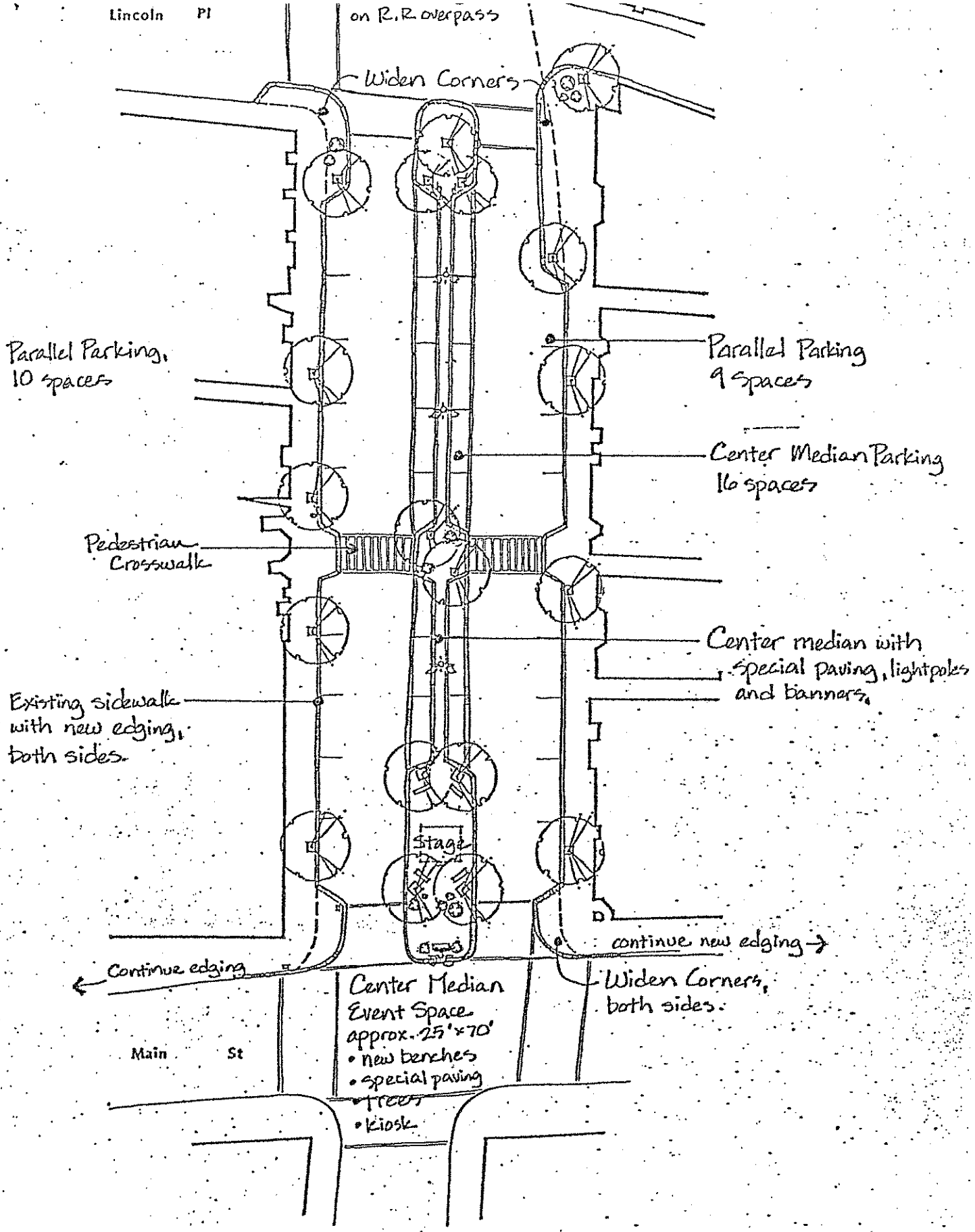


Figure 15: Waverly Place – Concept 2

Waverly Green Parking Lot

The Waverly Green parking lot, with a central location, is a prime lot for convenience parking by downtown shoppers.

The lot was substantially upgraded with new landscaping in 1979. In 1980, the PPS study recommended improving pedestrian walkways connecting the lot to Main Street and Waverly Place.

Since that time, two pedestrian connections have been developed, with one potential connection remaining undeveloped. Several areas for continued improvement include upgrading the backs of shops, establishing a regular maintenance program, and increased parking enforcement.

Recommendations

1. Upgrade the rear of shops to present a "facade" and where appropriate develop rear or side entrances to shops.
2. Screen all service and delivery areas.
3. Improve landscaping, and if necessary for maintenance, set existing brick paving in mortar to minimize weed growth and pave or plant open "dirt" areas.
4. Upgrade parking lot entrances, with improved signage, accent lighting, and additional amenities which add color.
5. Develop the remaining pedestrian connection to Waverly Place.
6. Establish a regular maintenance program for the lot.

MAIN STREET

Main Street, bounded by Greenwood and Central, is a major State route (Route 24) and the primary access point into the downtown. Funds for roadwork and placing utilities underground have provided the opportunity to concurrently plan for considerble streetscape improvements.

Land uses along this block are also changing. Thus, the block is an eclectic collection of both "old" and "new" architectural styles and uses -- auto services, grocery, jewelry, and professional offices, to name a few. Some structures are set back from the street with asphalt parking in front, others front directly on the sidewalk as a continuation of the Main Street shopping district.

Given the rapid redevelopment of surrounding areas and the role of Main Street as a major entrance to downtown Madison, improvments that better incorporate this block as part of the downtown are recommended.

Main Street Recommendations.

1. Streetscape Improvements (see figures 16a and 16b.)

   - o Sidewalk treatments should reflect a continuation of the downtown core, with wider sidewalks and pavement detailing at intersections and along the curbline.
   - o New infill planting with open tree wells is needed. Efforts should be made to preserve existing trees, especially one of the largest trees in the downtown located in front of the mortuary.
   - o Waste receptacles should be relocated (see plan).

2. A new bus stop shelter which is compatible in architectural style with the bank is proposed at the corner of Waverly Place (See Figure 17).

3. Develop a new pedestrian connection to the Elmer Street lot and provide accent light, signage and seating at the entrances.

4. Develop a formal entrance to downtown at the corner of Prospect. This "entry gate" includes a "Welcome to Downtown Madison" sign, accent plantings and paving.

5. Screen visually obstrusive elements and parking areas with planting or improved fencing. This is particularly needed in front of the tow truck service company.

6. In the long term, a parking lot may be developed in the block bounded by Main-Lincoln-Prospect-Waverly. Purchase of the vacant residential structure adjacent to the Army/Navy store would be the first step in developing such a lot. This site could accommodate approximately 8 to 10 "reserved" parking spaces (due to limited engress and egress) and would serve as one of the entrances for a larger future lot (see Section II, New Parking Locations).

7. Consolidate signage at intersections.

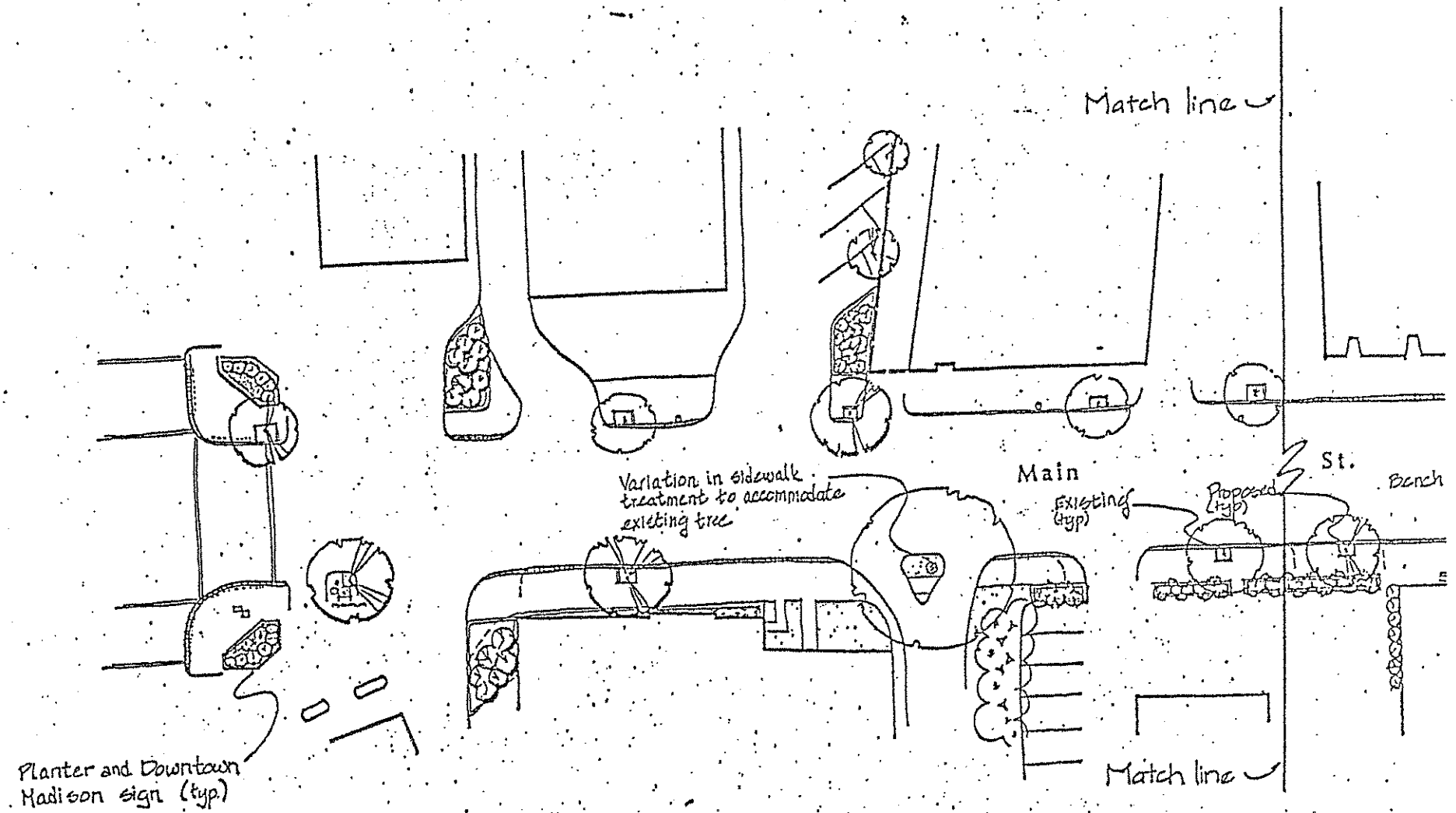


Figure 16a: Main Street Design Proposals

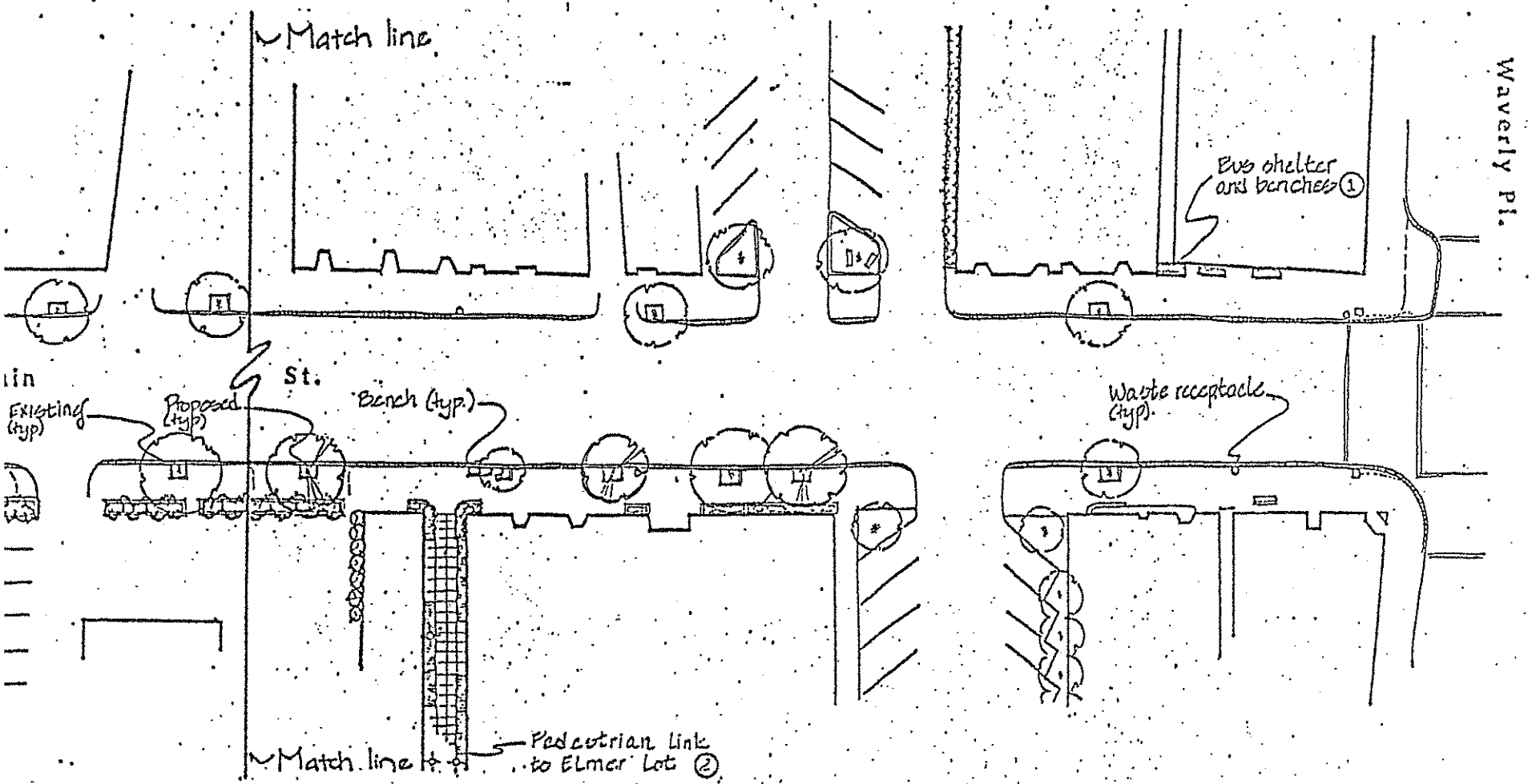


Figure 16b: Main Street Design Proposals

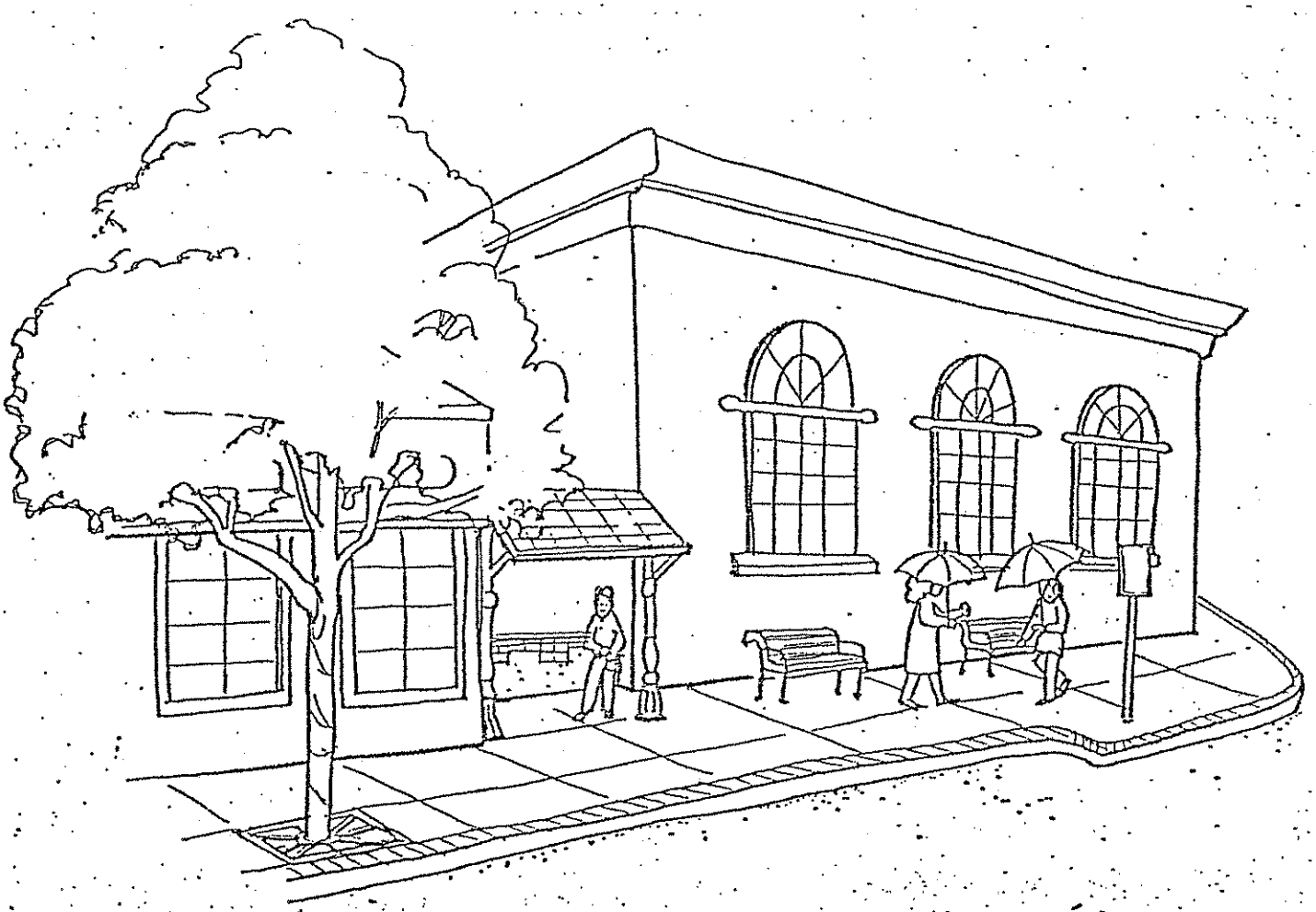


Figure 17: Bus Stop Shelter

CENTRAL AVENUE

The two blocks of Central Avenue under study run from the downtown shopping core to residential areas. There is considerable variation in streetscape condition and design.

Extensive streetscape improvements are needed along the block bounded by Main and Elmer Streets. Efforts should be made, however, to preserve the small-scale qualities of older structures and the street itself (particularly the block bounded by Main and Elmer Streets).

Recommendations (See Figure 18).

1. Sidewalk treatments should reflect the nature of adjacent uses. A simple sidewalk treatment with open planting wells is suited to most of the street. The north side of the Elmer-Chapel block is more residential in nature with a planting strip.
2. Placing of utilities underground should be undertaken when funds are available.
3. Preservation of existing landmarks and elements of interest, such as the old gas pumps and flagstone paving, enchance the streets' character.
4. Parking lots facing the street require general spruce-ups, primarily in the form of planting for a visual screen.

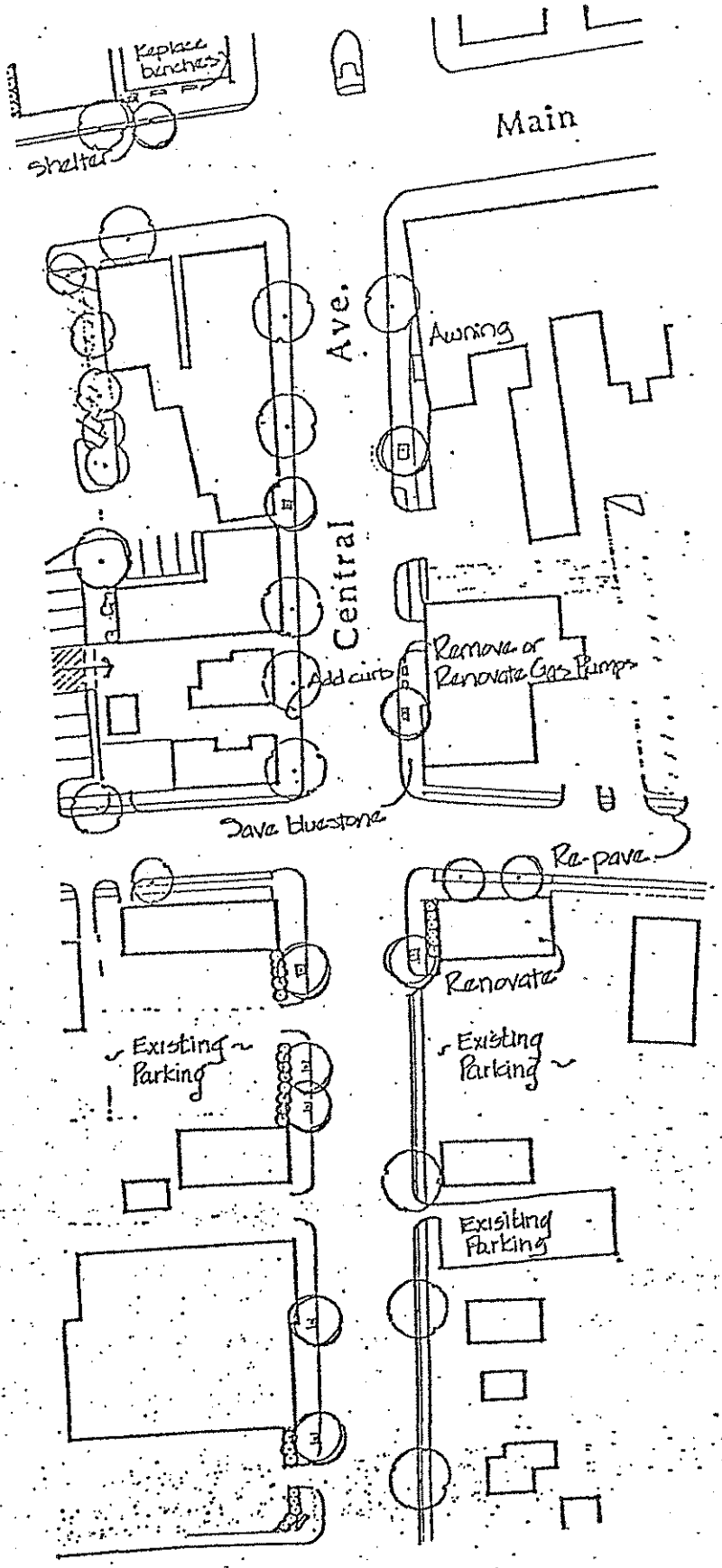


Figure 18: Central Avenue Design Proposal

CONCLUSION

The implementation of the recommendations contained in this report will require efforts by both the private and public sectors, working in partnership with each other. For example, many of the improvements to streets and sidewalks, particularly on Waverly Place and Main Street, require funding from the borough. These improvements by themselves will not be sufficient, however, to achieve the potential of the downtown without comparable improvements to private property. The Downtown Manager and the Downtown Development Commission are the logical focus for such cooperation and the Downtown Manager can, in particular, work with individual property owners and provide assistance to assure that the recommendations of this report are implemented.

Included in any discussion of design improvements is the issue of maintenance. As has been indicated in this report, the maintenance of improvements in downtown Madison is not consistent nor sufficient enough to keep public space improvements and parking lots free of litter and in good physical condition. Private property owners also do not always maintain their buildings and sidewalks and it takes only a few eyesores to affect the image of an entire street or downtown. A proposed ordinance to assure maintenance of commercial properties is an essential ingredient of this improvement plan. For public spaces, the Downtown Development Commission should work with the borough to substantially upgrade the scope level of service, and regularity of the maintenance of sidewalks, parking lots, and

other public spaces. This need not be an expensive program and could, for example, include a summer youth program (when maintenance is most necessary) to supplement borough capabilities.

Much progress has been made since PPS's initial Phase 1 study in 1980. Still much more needs to be done and the Downtown Development Commission is in a strong position, working with the Borough and the private sector, to accomplish this work.