



Borough of Madison:

**A Center for Transit, the Arts,
Lifelong Learning and
Health & Recreation**

**Edward J. Bloustein School of Planning and Public Policy
Rutgers University**

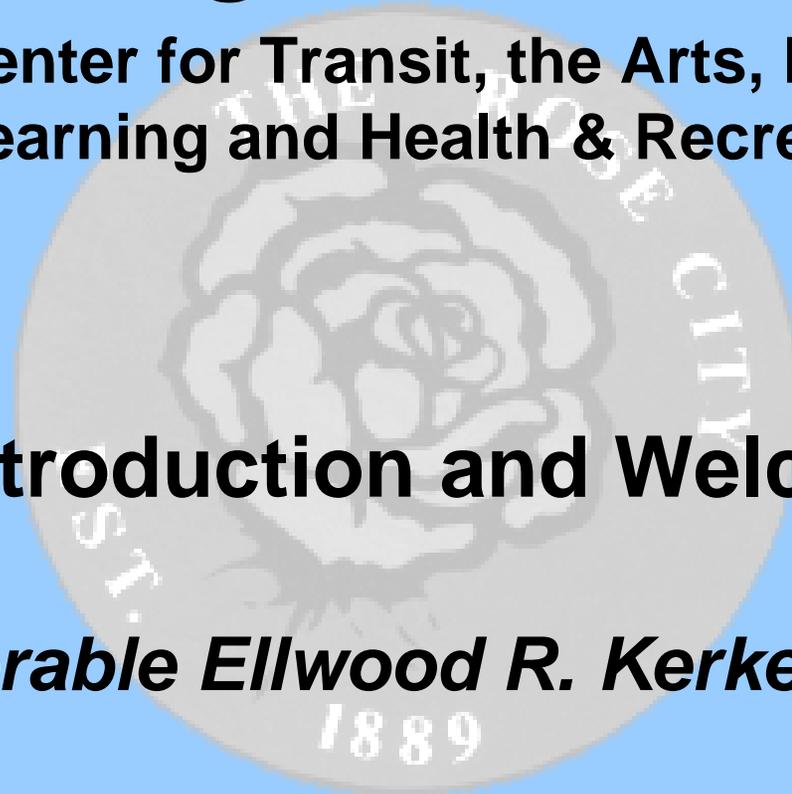
New York University Real Estate Institute

Borough of Madison:

**A Center for Transit, the Arts, Lifelong
Learning and Health & Recreation**

Introduction and Welcome:

The Honorable Ellwood R. Kerkeslager, Mayor



Borough of Madison:

**A Center for Transit, the Arts, Lifelong
Learning and Health & Recreation**

Martin Robins

**Director, Voorhees Transportation Center
Rutgers University**

Matthew Sheehy

Assistant to the Dean, NYU Real Estate Institute

George Kimmerle, AIA

**NYU Real Estate Institute and
Rutgers University**

Borough of Madison:

A Center for Transit, the Arts, Lifelong Learning and Health & Recreation

Perceptions of Madison's Livability:

NYU Advisory Study of Market Conditions

Demographics and Housing

The Arts & Universities

Development Opportunities to Address Livability:

Land Use Overview

Site-Specific Concept Plans

Transportation Opportunities to Address Livability:

Encouraging Pedestrianism and Bicycling

Downtown Madison Shuttle

Borough of Madison:

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Perceptions of Madison's Livability:

**Advisory Study of Market Conditions
New York University Real Estate Institute**

**1889
Brian Thompson
Younghee Han**



NYU's Graduate Real Estate Institute initiated their capstone/advisory study in the Fall of 2003.

Issues addressed include:

Demographic

Population characteristics and population change
Educational attainment

Youth and aging
Other sensitivity factors including student population

Economic

Per capita income
Employment profile

Family income
Median home values

Locational

Transit and highway access
Commuter parking and relative costs in region

Commutation options and cost

Market Survey

Regional absorption and rental profile for:

Residential sector
Commercial/Retail sector
Permit activity in regional residential market

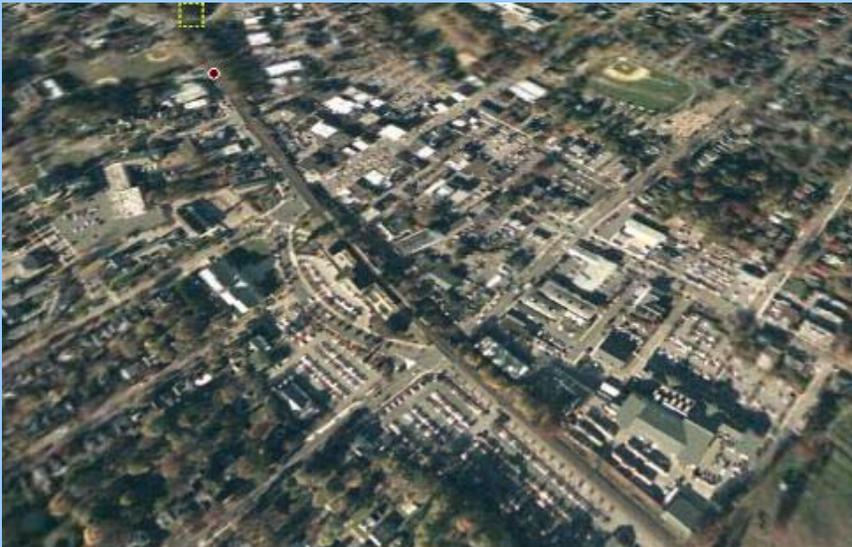
Office/Industrial sector
Senior housing



NYU's study focused on the economic and market factors underlying the health and livability of the Madison community

Quick facts about Madison's economic climate:

View of downtown from the southeast

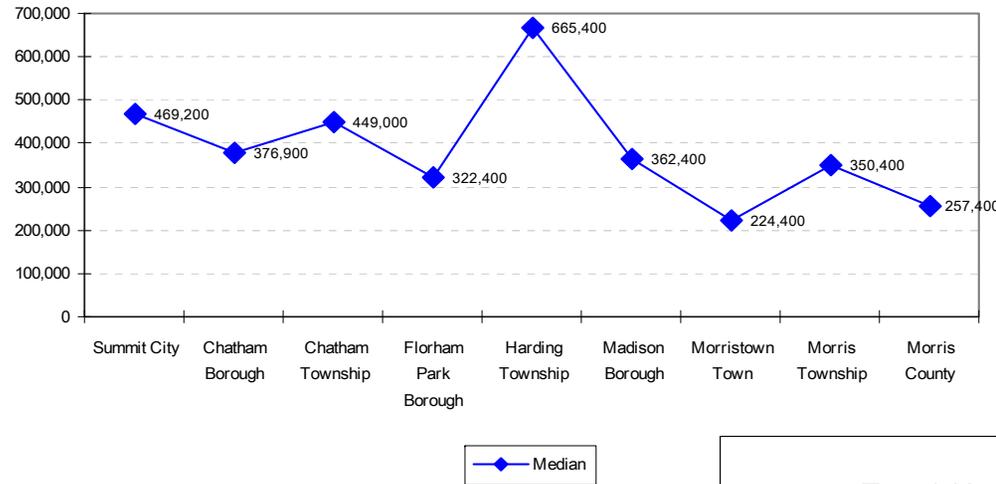


View of downtown from the northwest





Median Value of Houses (2000)



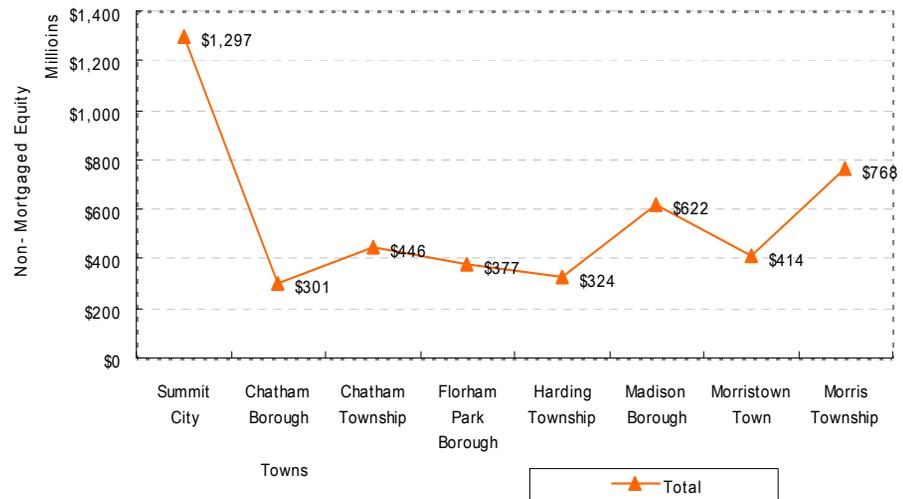
Median housing value in year 2000 equals \$362,400.

Affordability has become an issue for some elements of the community.

Over \$622 million in unleveraged equity exists in the residential market alone.

This wealth will be transferred at an unprecedented and ever increasing pace in the coming years as seniors and boomers age.

Total Not-Mortgaged Equity in Towns (2000)





Further investigation needs to be conducted but it is clear that Madison has the economic power to address any emerging issues in the community.

View of downtown from the northwest



Areas for
further
examination:

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A Close Look at Life In Madison

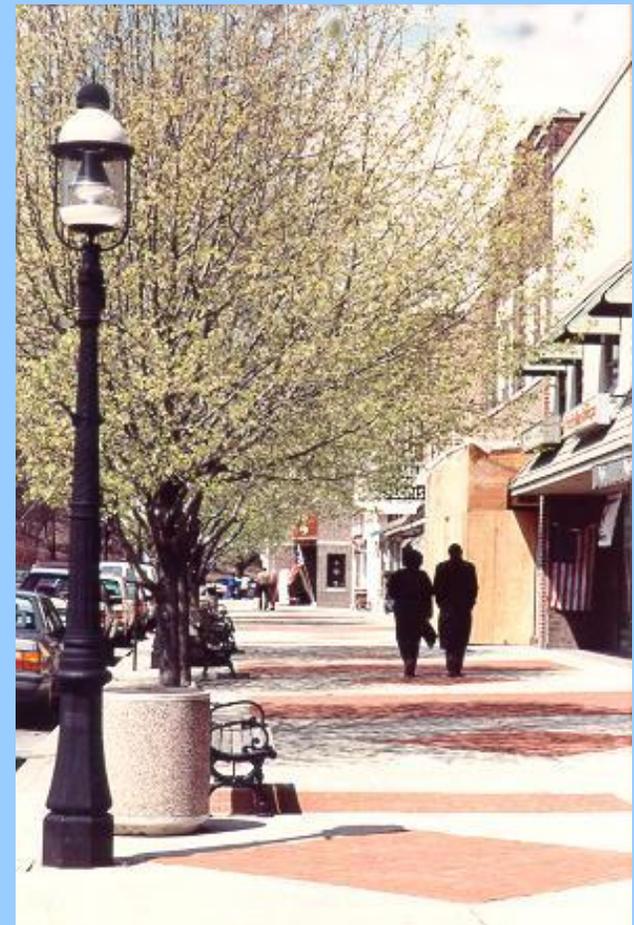
- **Quality of Life**
 - Residents
 - Focus Groups
 - FDU's Quality of Life Study
 - Newspaper articles
- **Demographics**
 - Census
- **Housing**
 - Local housing experts
 - Local realtors
 - Census
 - Academic Research
 - NAHB Reports
 - NAR Reports



Photo: Judi Whiting

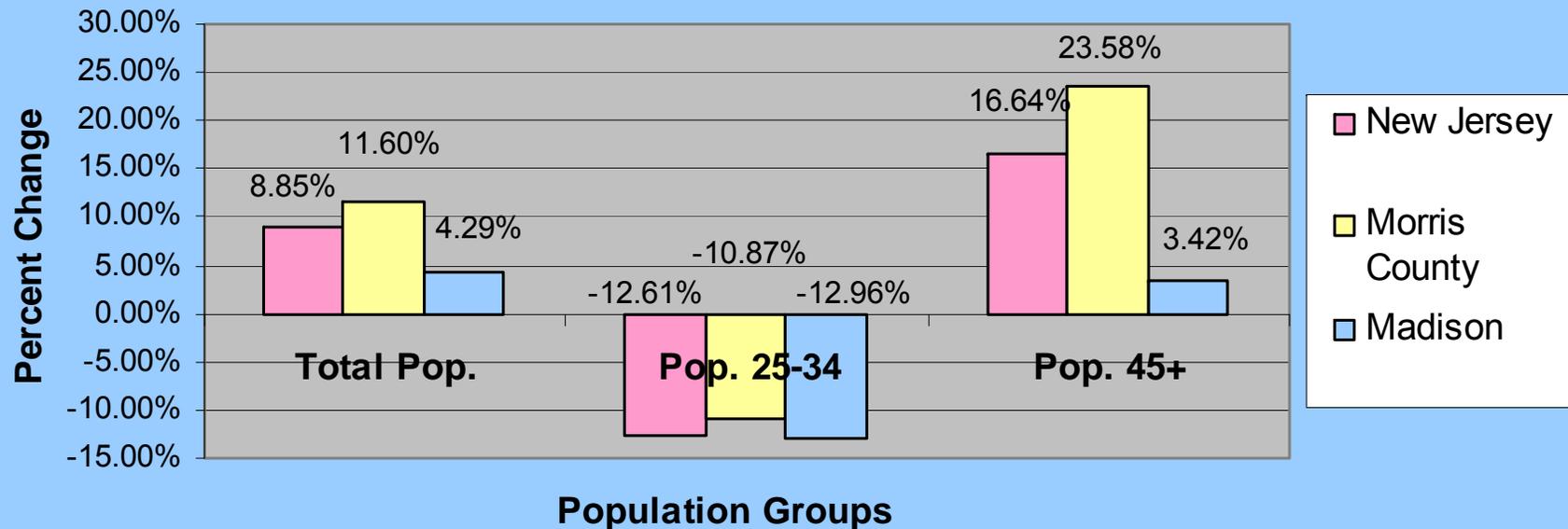
People Want to Live in Madison

- Madison is a Desirable Place to Live
- Rated 18 out of all of New Jersey's 566 municipalities in a Quality of Life Study
- Attractive Place of Residence for young professionals, families, and seniors
- Greater age diversity of residents is emerging as a Borough goal



Changes in Population

Percent Change in Population in Morris County and Madison 1990 to 2000

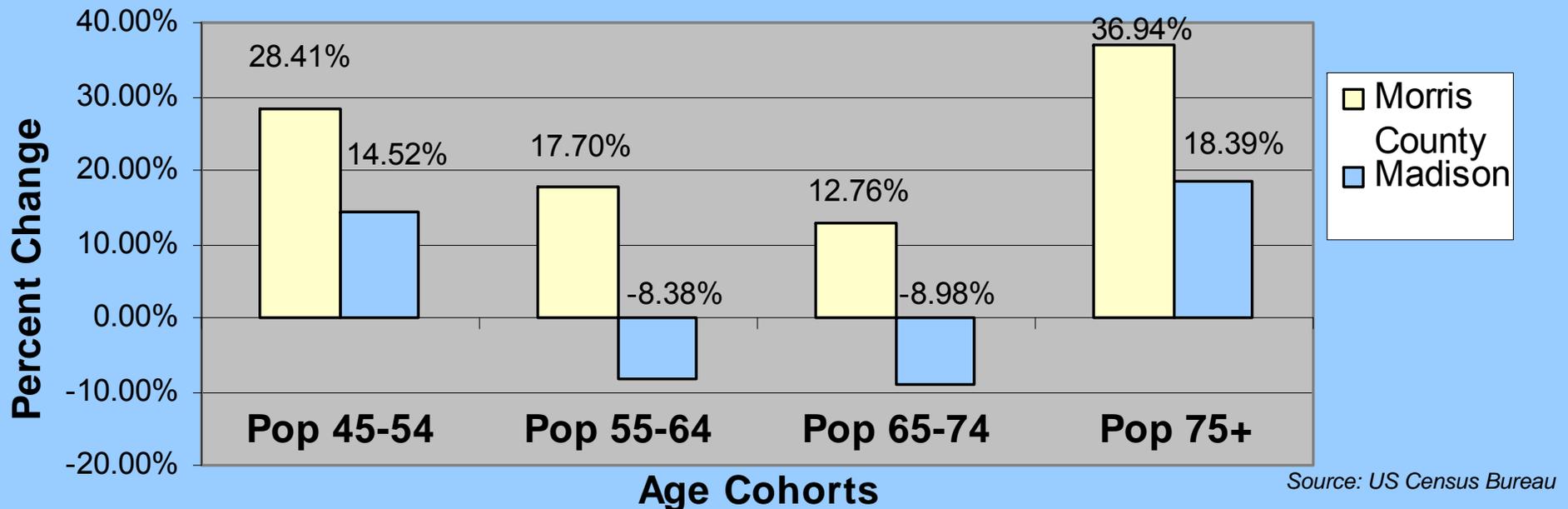


Source: US Census Bureau

- Increase in total population in NJ, Morris County, and Madison
- Decrease in 25-34 age cohort population statewide
- Significantly less increase in Madison's 45+ population compared to NJ and Morris County

Changes in 45+ Population

Percent Change in Population In Morris County and Madison
1990 to 2000



- In Morris County and Madison the 45-54 and 75+ population is increasing
- Population aged 55-74 is increasing in Morris County but decreasing in Madison
- Madison's 55-74 residents are leaving the town while 55-74 are remaining in or migrating to Morris County

Madison's Housing Does Not Match Needs of Residents Aged 55-74

According to Research, Housing Experts, Realtors...

Studies show a national trend that individuals aged 55+ are beginning to prefer small townhouses and condos over single family homes.*

Madison's residents also prefer small townhouses because of:

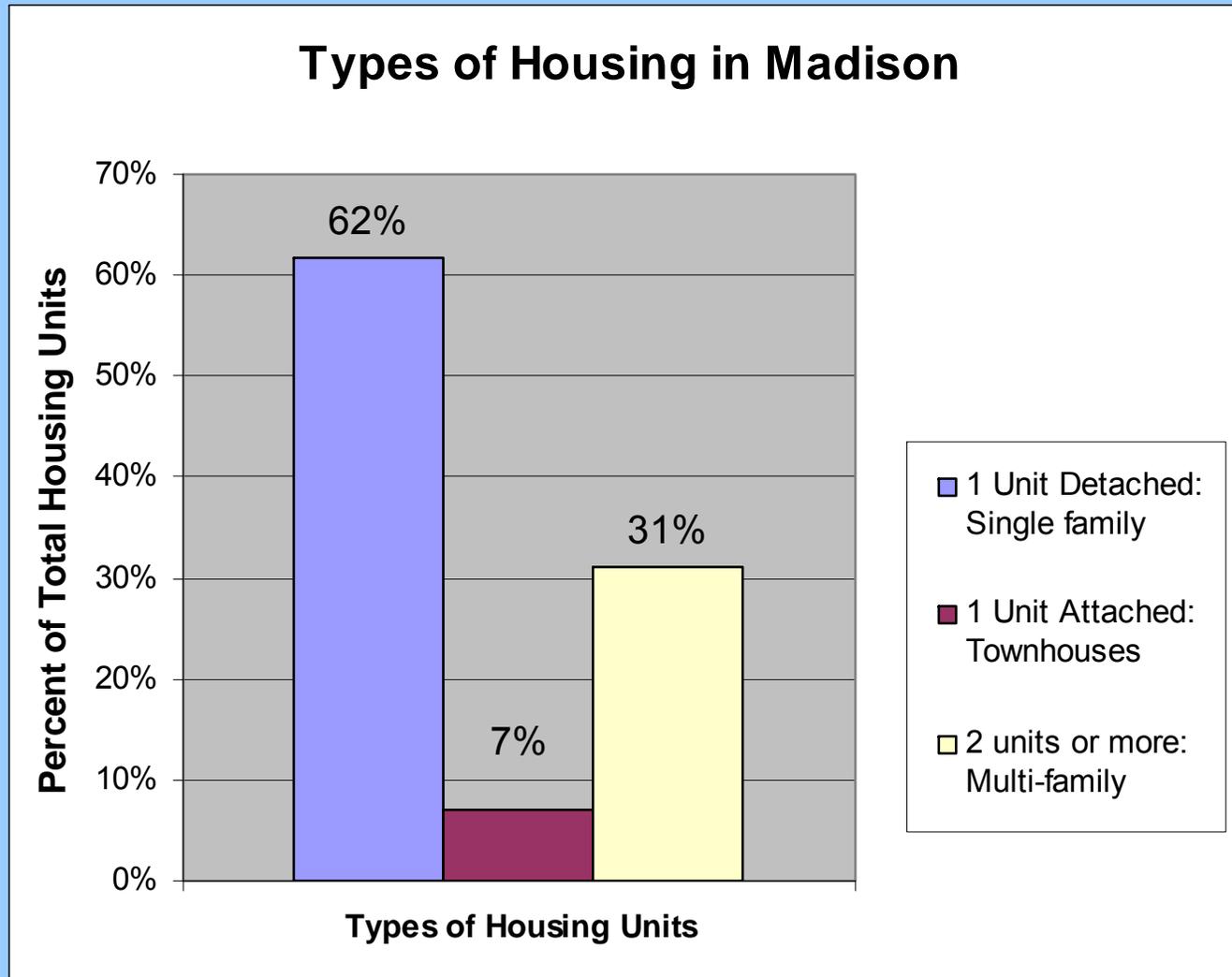
- Their Empty Nest Lifestyle
- Fewer Maintenance Responsibilities
- Less Costly—taxes, O&M

- Madison lacks the type of housing supply to meet the desires of the 55-74 age group



*NAHB's *Smart Growth Survey* 1999.

Lack of Townhouses in Madison



Source: US Census Bureau

Rising Housing Costs Discourage Diversity

- Madison's Median Housing Value increased almost 3 times faster than Morris County's Median Housing Value from 1990 –2000*
- In 2003 Madison's Median Housing Value was 67% higher than Morris County's Median Housing Value**
- Residents 55-74, aware of the high demand for and value of owner-occupied housing in Madison, are seizing the opportunity to “cash out”
- Too costly for young professionals ages 25-34



**U.S. Census*

*** Multiple Listing Service*

Summary

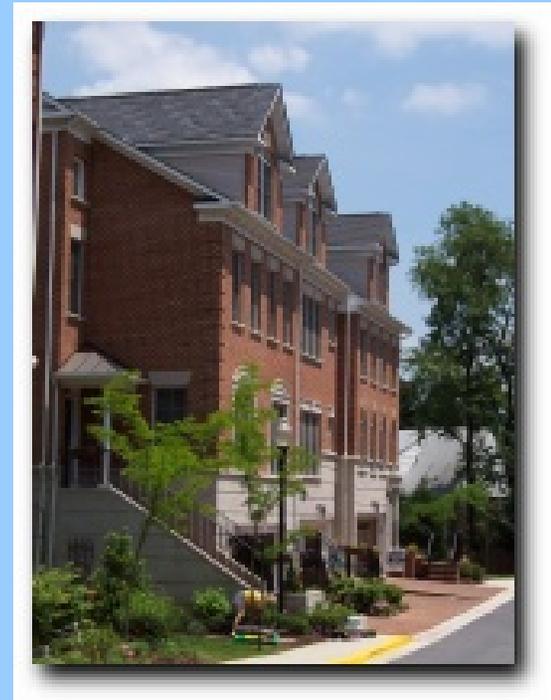
Decline in Madison's Age Diversity

- Lack of desired housing supply
- Cost Issues



Recommendations

- Consider encouraging the construction of moderately-priced apartments and moderate to higher-valued townhouses in the downtown area
 - Recommended apartment price range: between \$800-\$2,000 per month depending on size of unit
 - Recommended townhouse price range: between \$300,000 and \$500,000 per unit (even up to \$1 million per unit)



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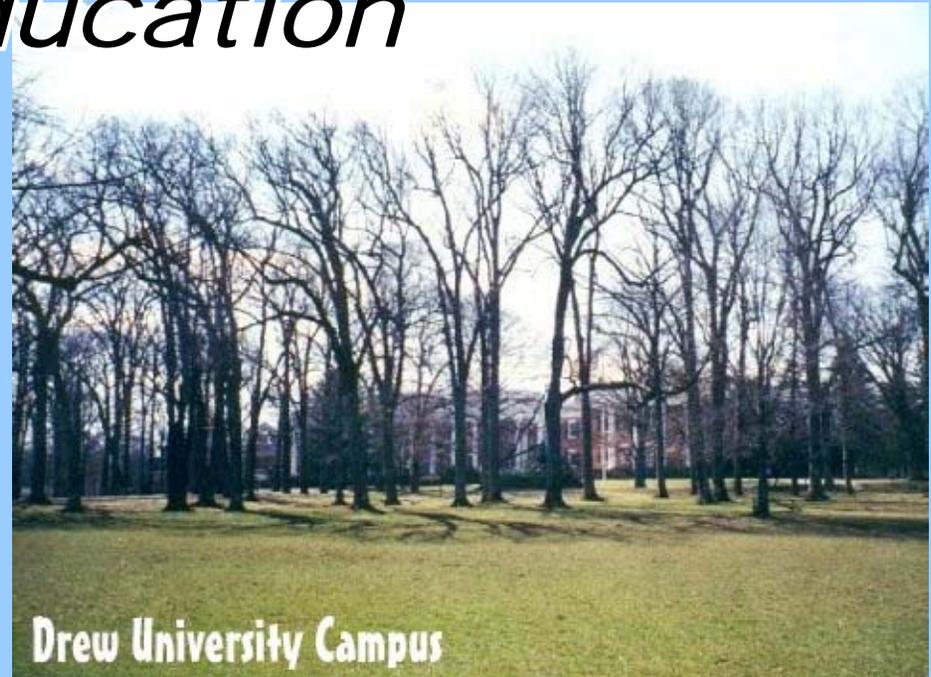
The Arts & Universities

Development Opportunities to Address Livability

Transportation Opportunities to Address Livability

Madison – A Center for the Arts and Education

- A regionally unique combination of the arts and educational resources
- ‘Small Arts Town’ – Part of a national trend.
- Attractive to ‘Empty Nesters’ and Seniors.
- Supportive local government to help meet the needs of diverse institutions



Drew University
Fairleigh Dickinson University
College of St. Elizabeth
Shakespeare Theatre of New Jersey
Dorothy Young Center for the Arts
Playwrights Theatre
New Music Hall at Drew



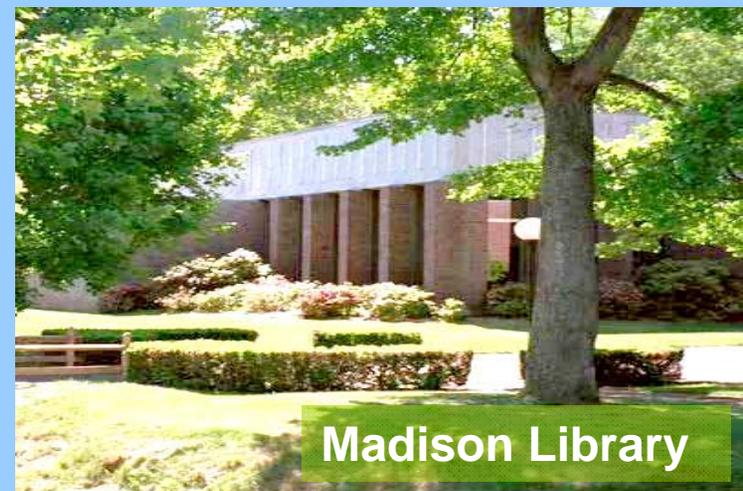
Madison Lifelong Learning

- National Trends in Lifelong Learning
 - 46% of all adults are involved in a lifelong learning activity

	1990	1999
55-64	23%	35%
65 and older	10%	18%



- University lifelong learning opportunities
 - Drew University
 - FDU –Florham Institute for Lifelong Learning
 - St. Elizabeth College
- Madison Library offers educational and research resources
- Institutional resources should be promoted and coordinated



Linking Lifelong Learning and Community Development

- **Colleges are linking to retirement communities built on or nearby college campuses**
- **Many residents include alumni and former faculty members**
- **Universities offer lifelong learning through various academic and art programs to residents**
- **Baby boomers show increasing desire for lifelong education**
- **Development community recognizes the economic value of these ventures**



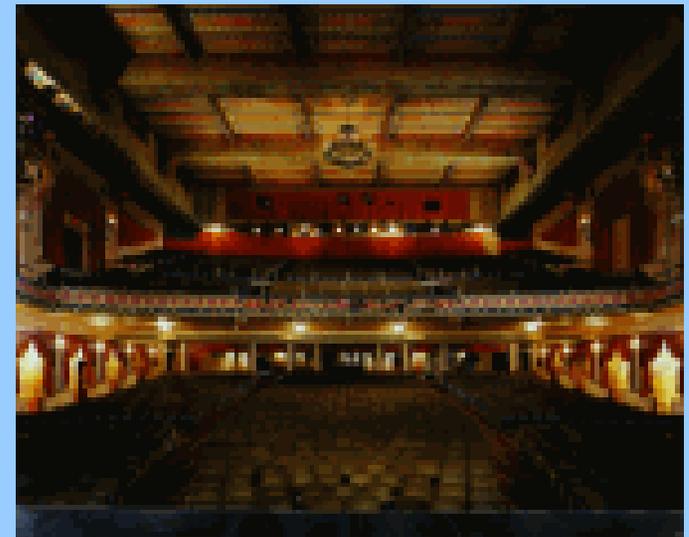
Computer station in Tutwiler Library.



New London Garde Arts Center

An Example of Community Investment in the Arts

- **Centered around restored historic theatre**
- **Owned and supported by the community**
- **Contains reception and conference spaces**
- **Acts as central gathering place for commerce, culture and education**



A Vision for the Future

- **Madison is a special town with unique opportunities**
- **Madison as a Center for Lifelong Learning: Turning Potential into Reality**
 - **Need to forge stronger partnerships between:**
 - **Madison and cultural institutions to promote the arts**
 - **Madison and lifelong learning institutions**
 - **Madison and the development community**
 - **Local corporations and cultural institutions**
 - **Future Downtown arts center**
- **Site specific opportunities exist for cultural and lifelong learning venues in the downtown area**

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Transportation Opportunities to Address Livability:

Downtown Redevelopment Program

MASTER PLAN OBJECTIVES CONSIDERED:

- Strengthen downtown shopping area (CBD)
- Strengthen development pattern along East Main St.
- Development of multi-family residential uses in locations accessible to major roadways, commercial services and public facilities
- Increase parking capacity in the CBD
- Increase pedestrian convenience, comfort and security through streetscape design

TRANSIT-ORIENTED DEVELOPMENT DIRECTION PROPOSED:

New, mixed-use development at

- Lincoln Place
- Cook Avenue Lot
- King's Road Lots 2 & 3

What is Transit Oriented Development?

A transit oriented development is one that:

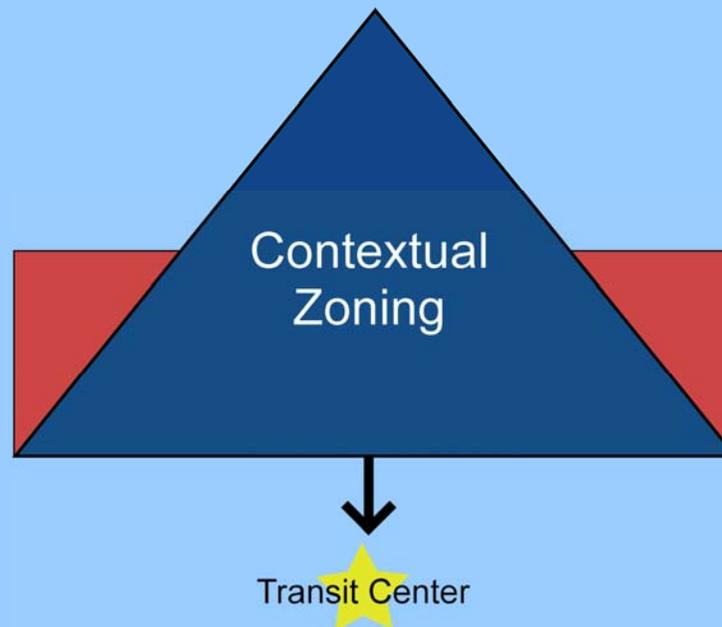
- Concentrates density around rail stations or bus depots
- Creates a density gradient
- Creates a livable, walkable community center

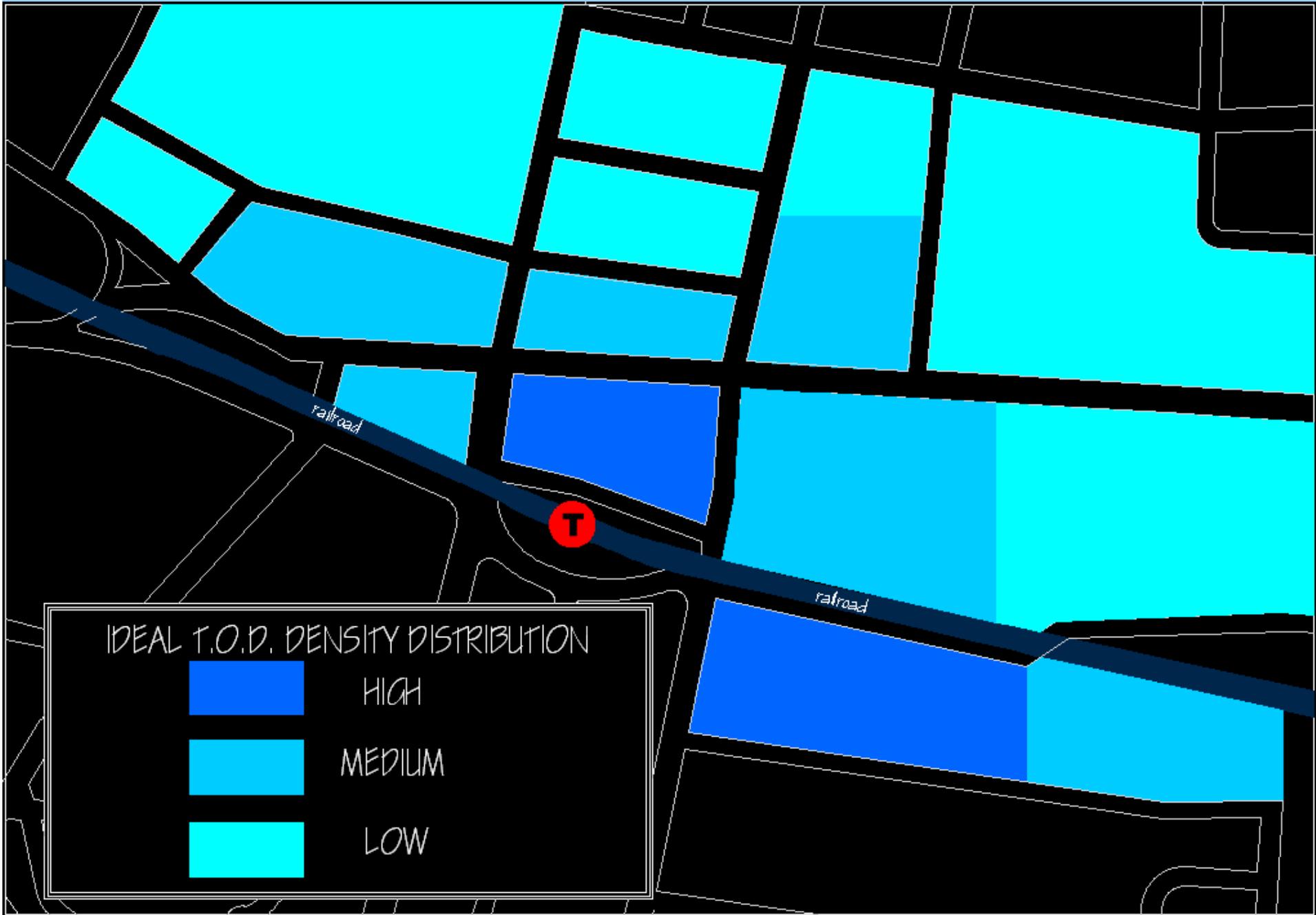


What is Transit Oriented Development?

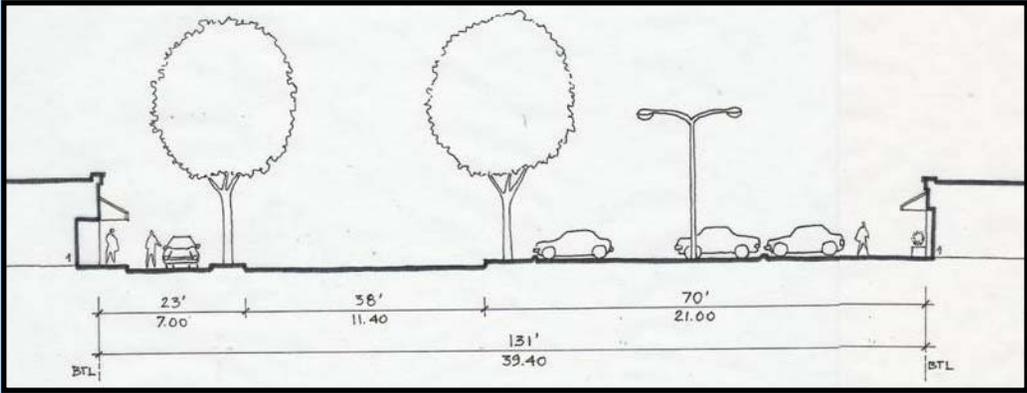
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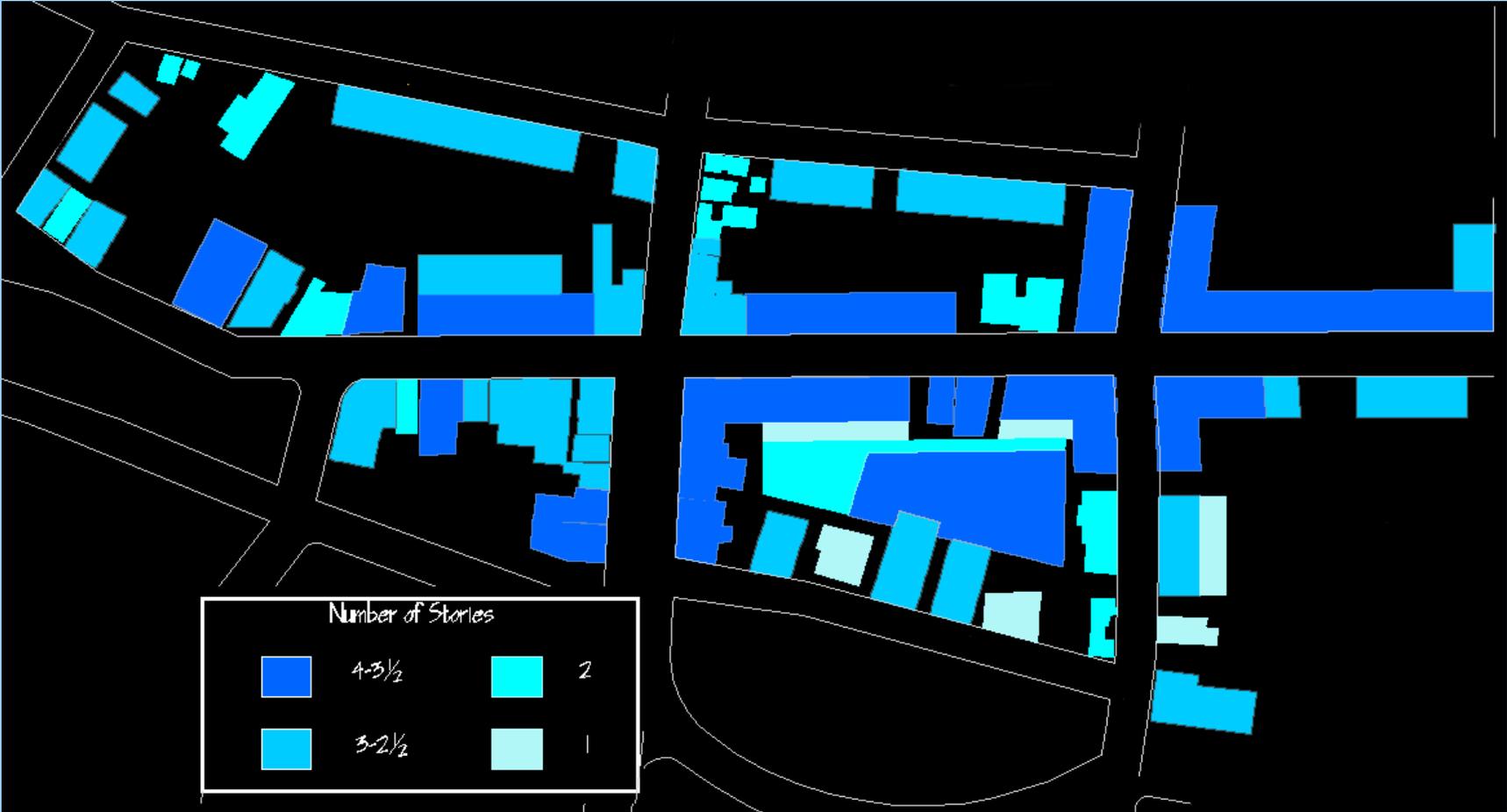
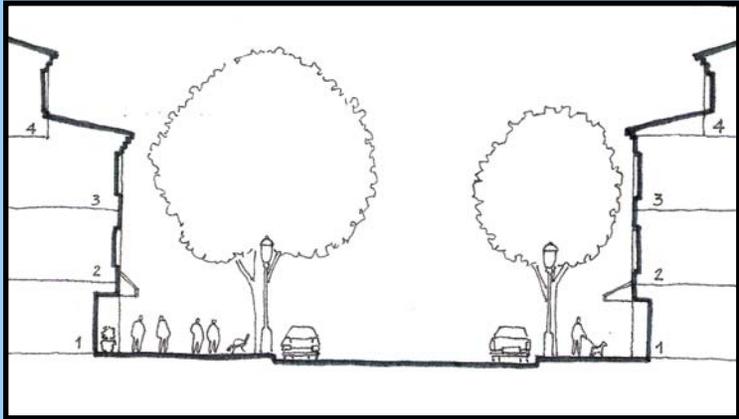
EXISTING CAPACITY (square feet)	567,000
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CONTEXTUAL PLANNING (square feet)	1,495,000
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567,000 → 1,495,000

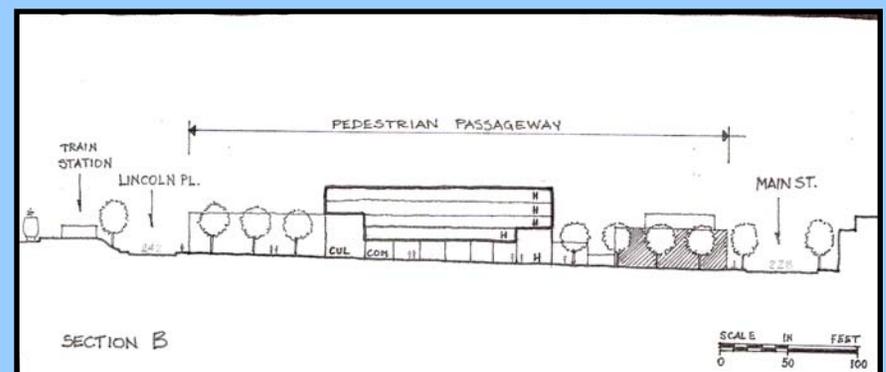
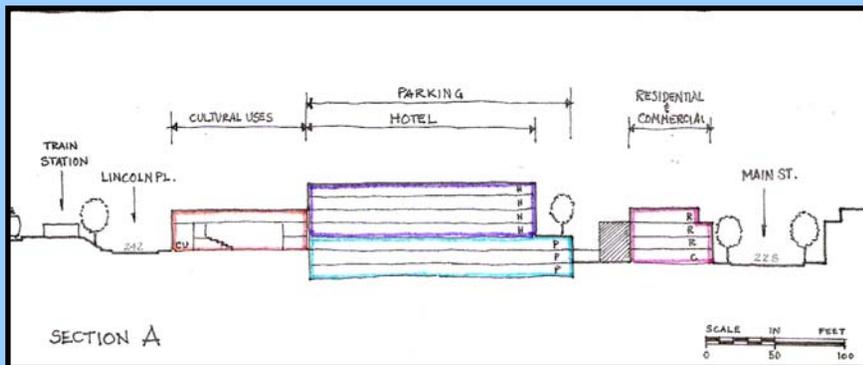
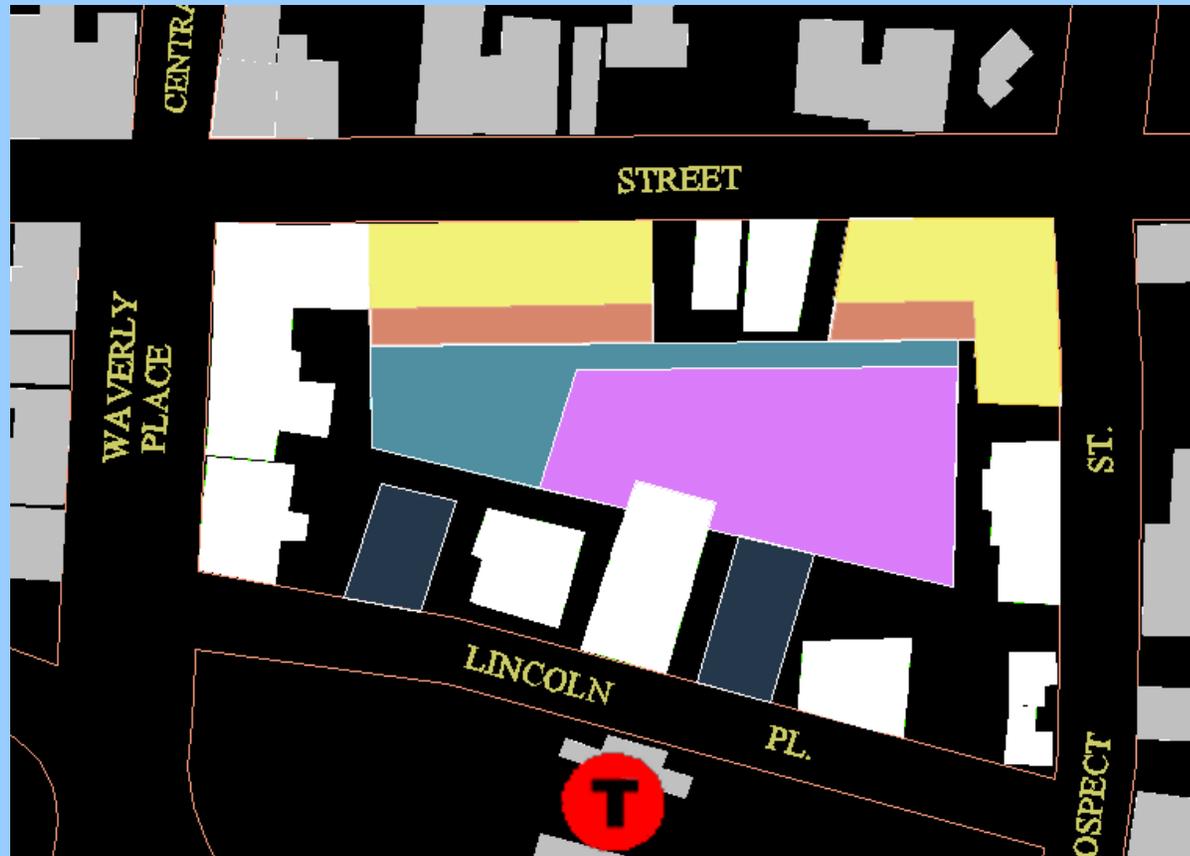
= 260% increase in capacity



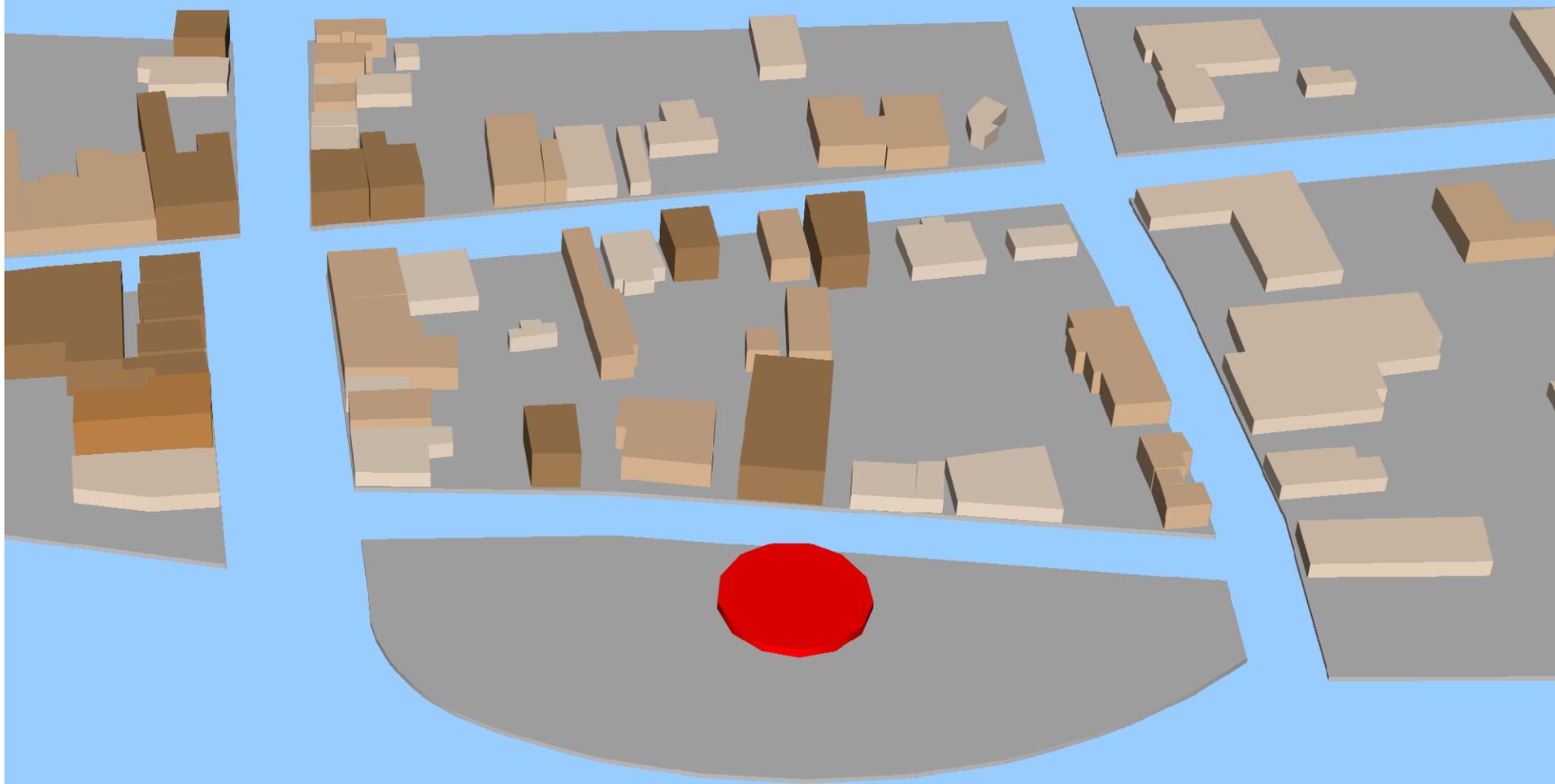
Lincoln Place Proposal

Components:

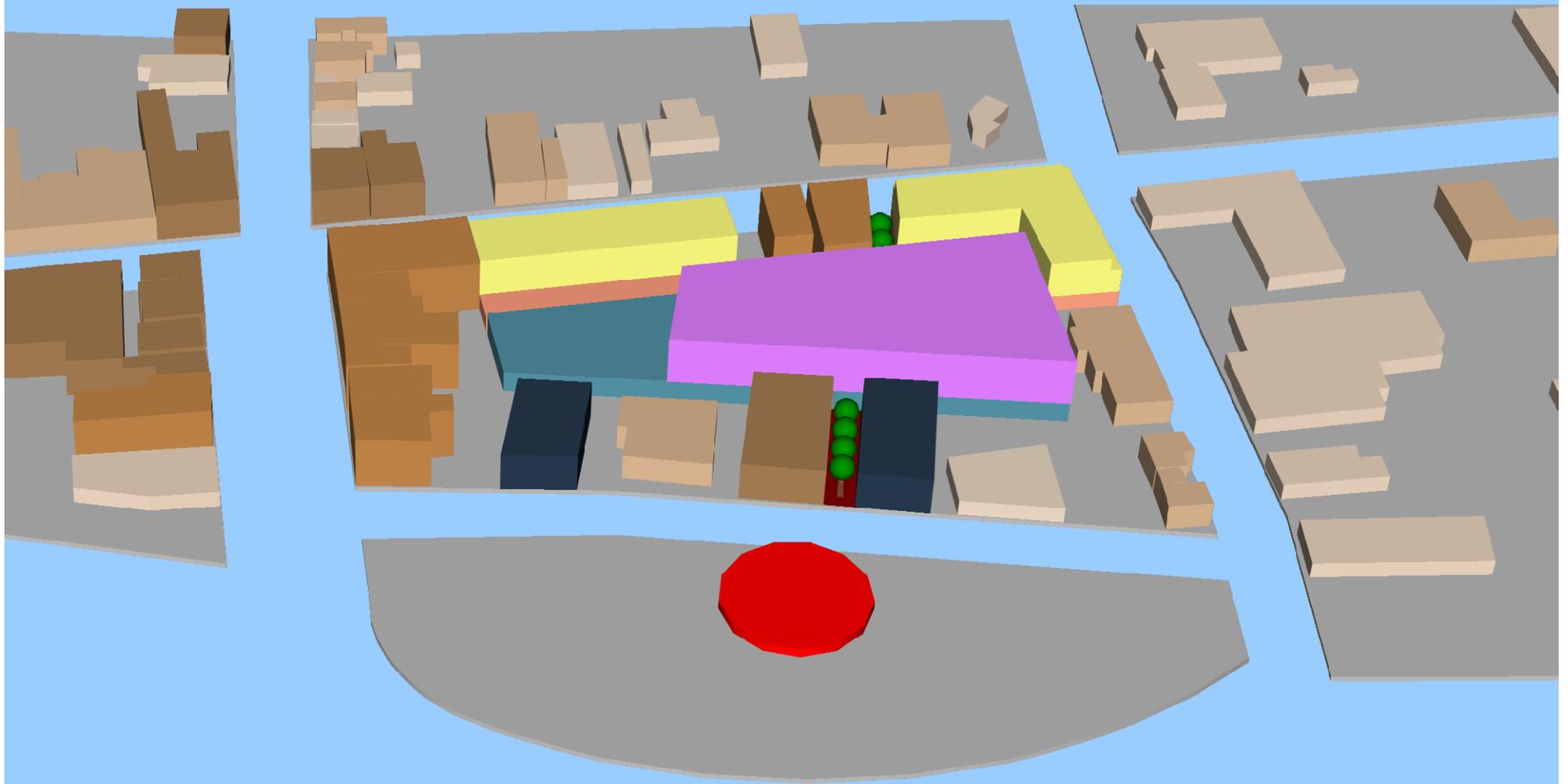
- New Retail
- New Housing
- Meeting Venue
- Performance Venue
- Additional Parking
- Overnight Accommodations



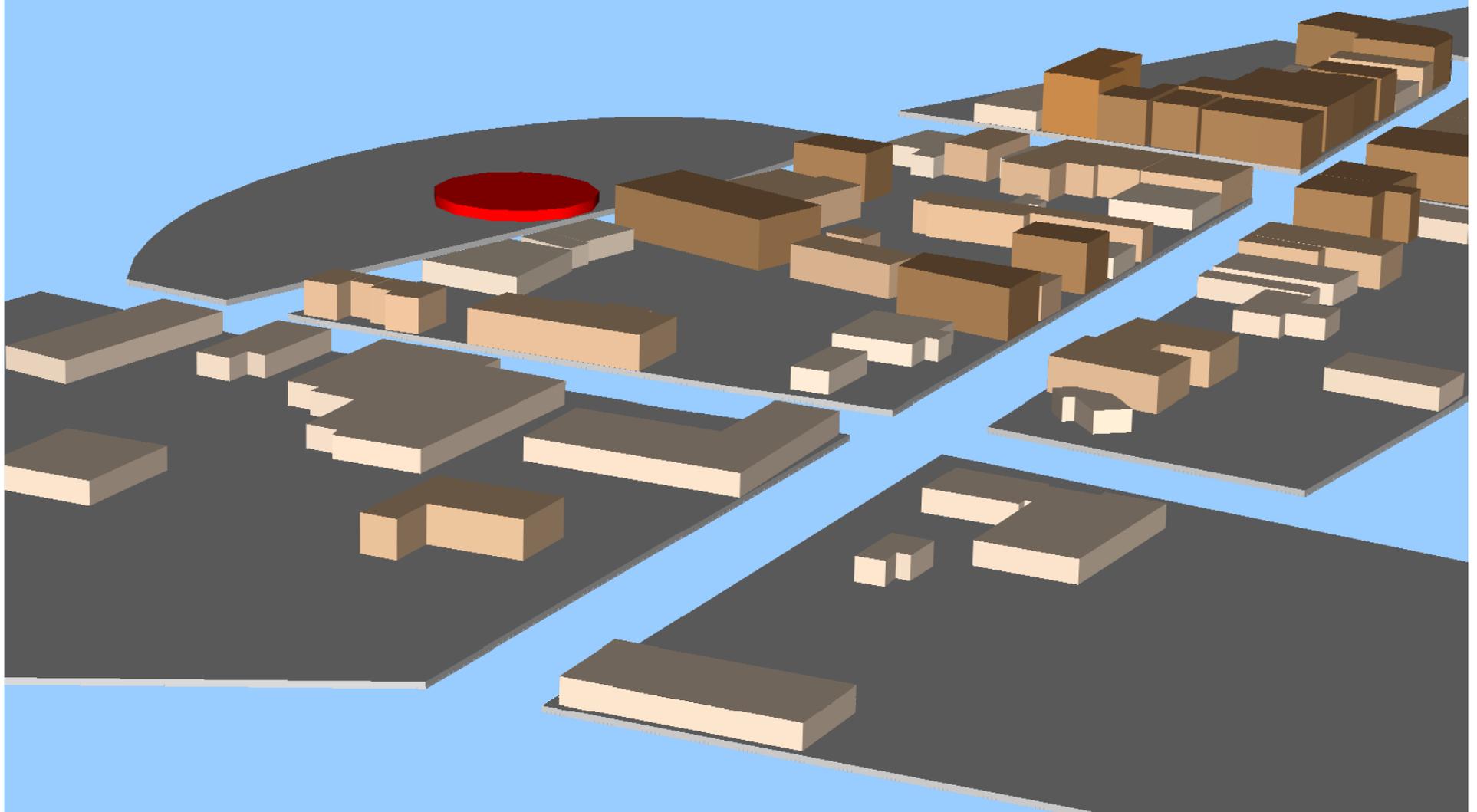
3D CONCEPTUAL ILLUSTRATION



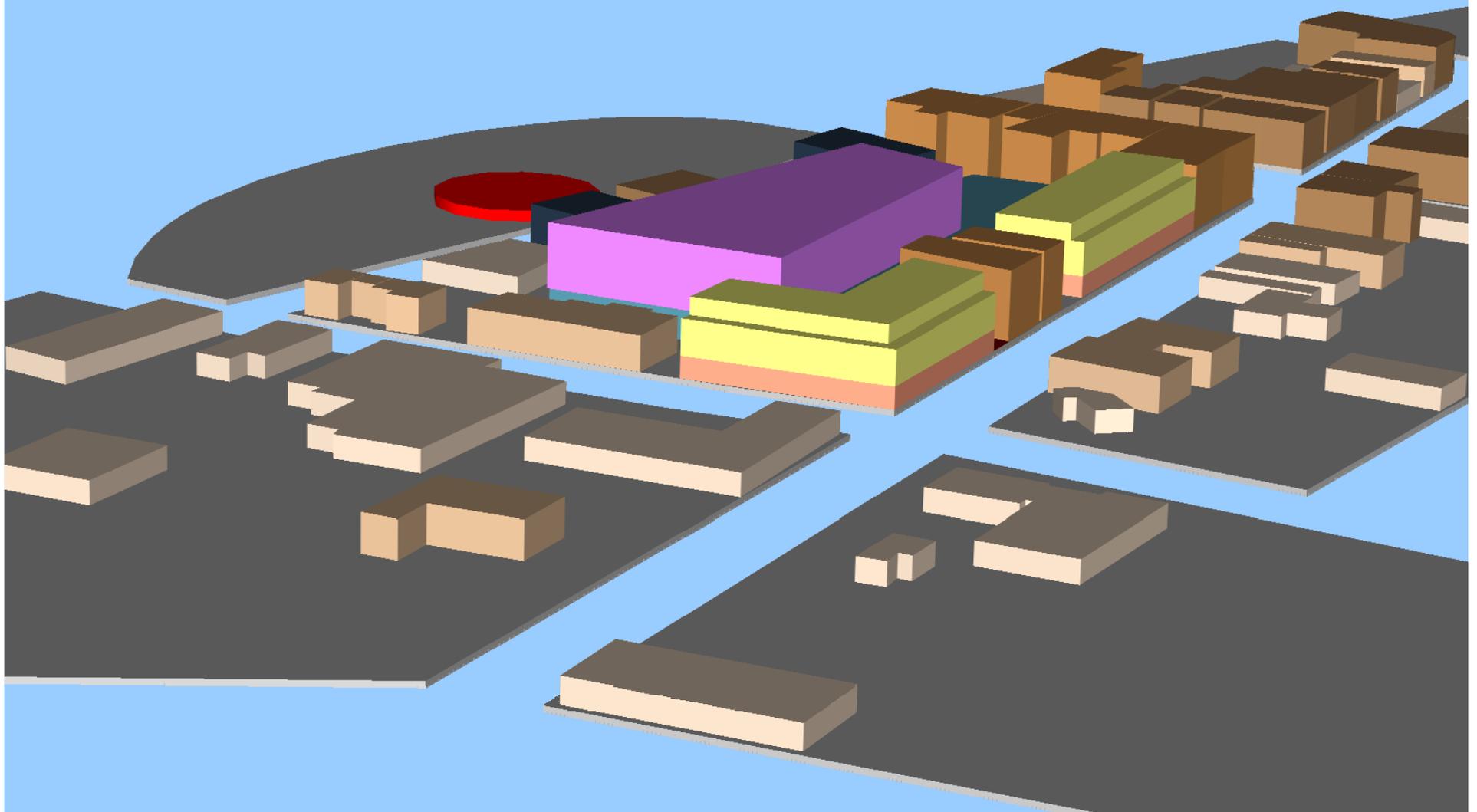
3D CONCEPTUAL ILLUSTRATION



View from East Main St.



View from East Main St.



Cook Avenue Lot: Conventional Alternative

Lot site: $400 \times 120 = 48000 \text{ ft}^2$

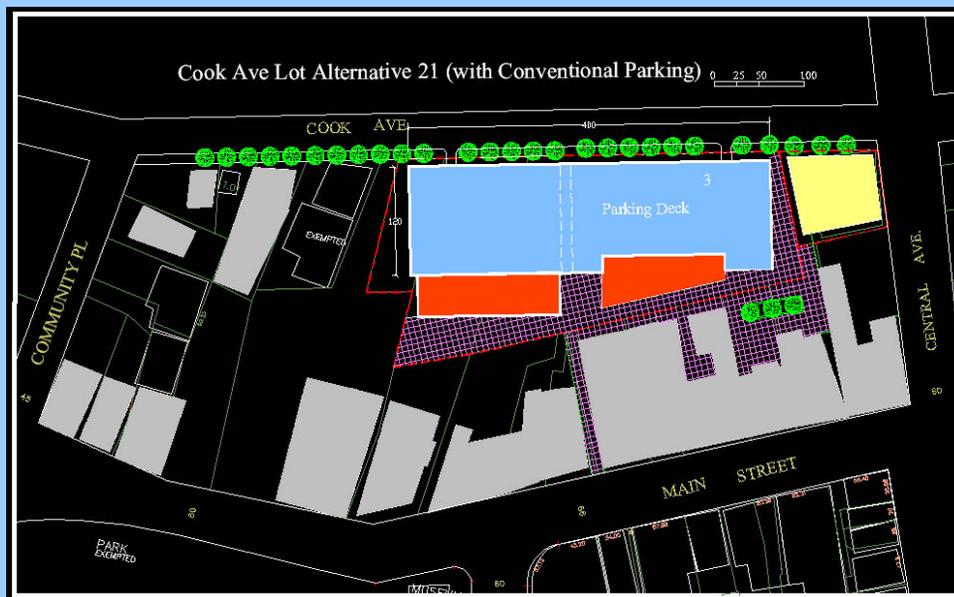
Parking Space: 547

Housing Units: 10, $1250 \text{ ft}^2 / \text{DU}$

Retail Space: 12543 ft^2

Cost: \$12-15k per parking space

- Parking facility occupies the majority of the space
- Pedestrians walk through the parking deck
- The structure is so huge that it is difficult to be integrated with existing buildings.
- The outdoor space is of limited utility



Why Automatic Parking?



- More cars in less space, in a smaller building
- Reduced emissions.
- Retrieval time can be less than combined driving/parking/walking time in conventional ramped parking structures.
- Easy façade integration without ramping floors or openings in exterior walls.
- Not recommended for facilities with high peak-hour volumes (i.e. commuter lots)





Automatic Alternative

Lot size: $120 \times 146 = 17520 \text{ ft}^2$

Parking Space: 531

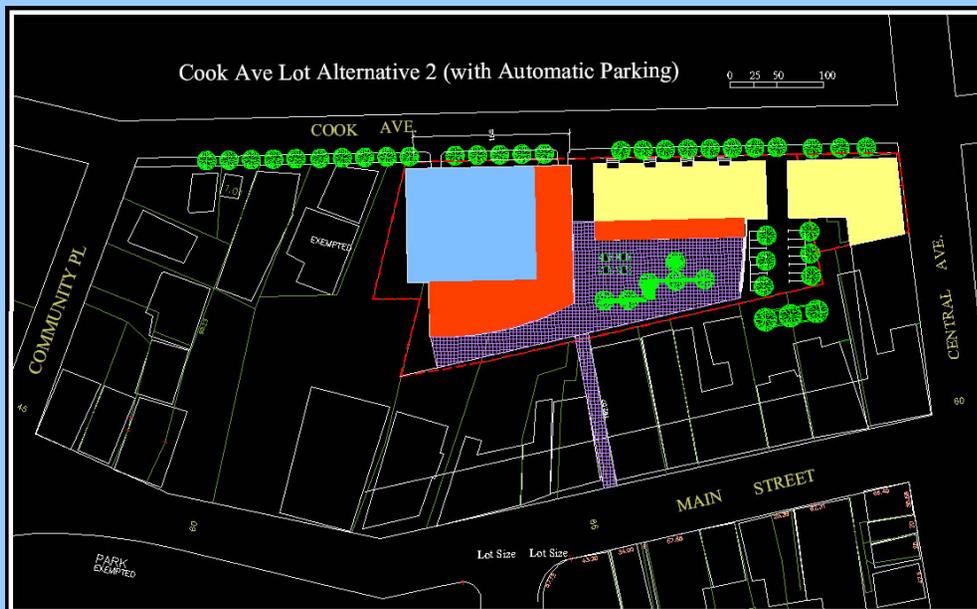
Cost: \$18-20k per parking space

Housing Units: 32, $1250 \text{ ft}^2 / \text{DU}$

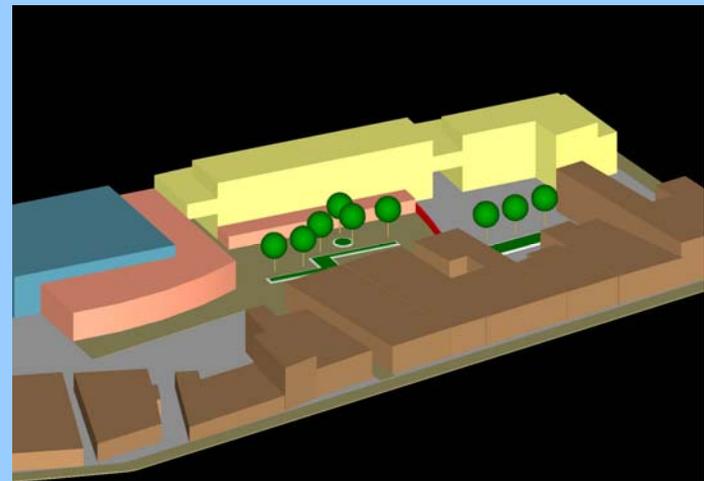
Surface Parking: 13 spaces

Retail Space: 32945 ft^2

Plaza: 15408 ft^2



A fantastic Mid-century European-style plaza



King's Road Lots 2 & 3

Summary of Redevelopment Options

Option	Police and Fire Building Location	Highlights
1	<i>Building Only</i>	All parking is integrated into a mixed-use structure with residential and retail uses
2	<i>Building & Parking</i>	The site has a mixed-use structure with parking, retail, and housing, but parking for the police and fire departments remains separate
3	<i>Building Only</i>	All parking is integrated into a structure including retail space. A separate residential structure is located on the eastern portion of the site.

King's Road Lots 2 & 3

Option 1

This option features the police and fire complex exactly as planned, with surface parking for fire and police vehicles.

The parking structure serves all existing and future needs--the residents of the new building, as well as commuters and patrons of the retail stores below.

<i>Option 1</i>	<i>Total</i>
<i>Parking</i>	524
<i>Units</i>	104
<i>Retail</i>	18,600 S.F.

Key Considerations:

- Noise from fire trucks will disturb new residents and existing housing
- Access to and from public safety building



Option 1



King's Road Lots 2 & 3

Option 2

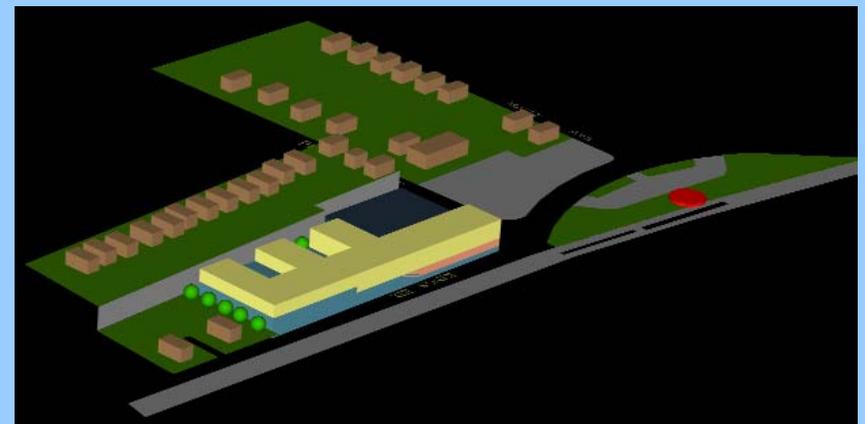
This option features the fire and police complex as planned, but its parking is integrated into a shared structure.

The parking structure serves all existing and future needs--the residents of the new building, as well as commuters and patrons of the retail stores below.

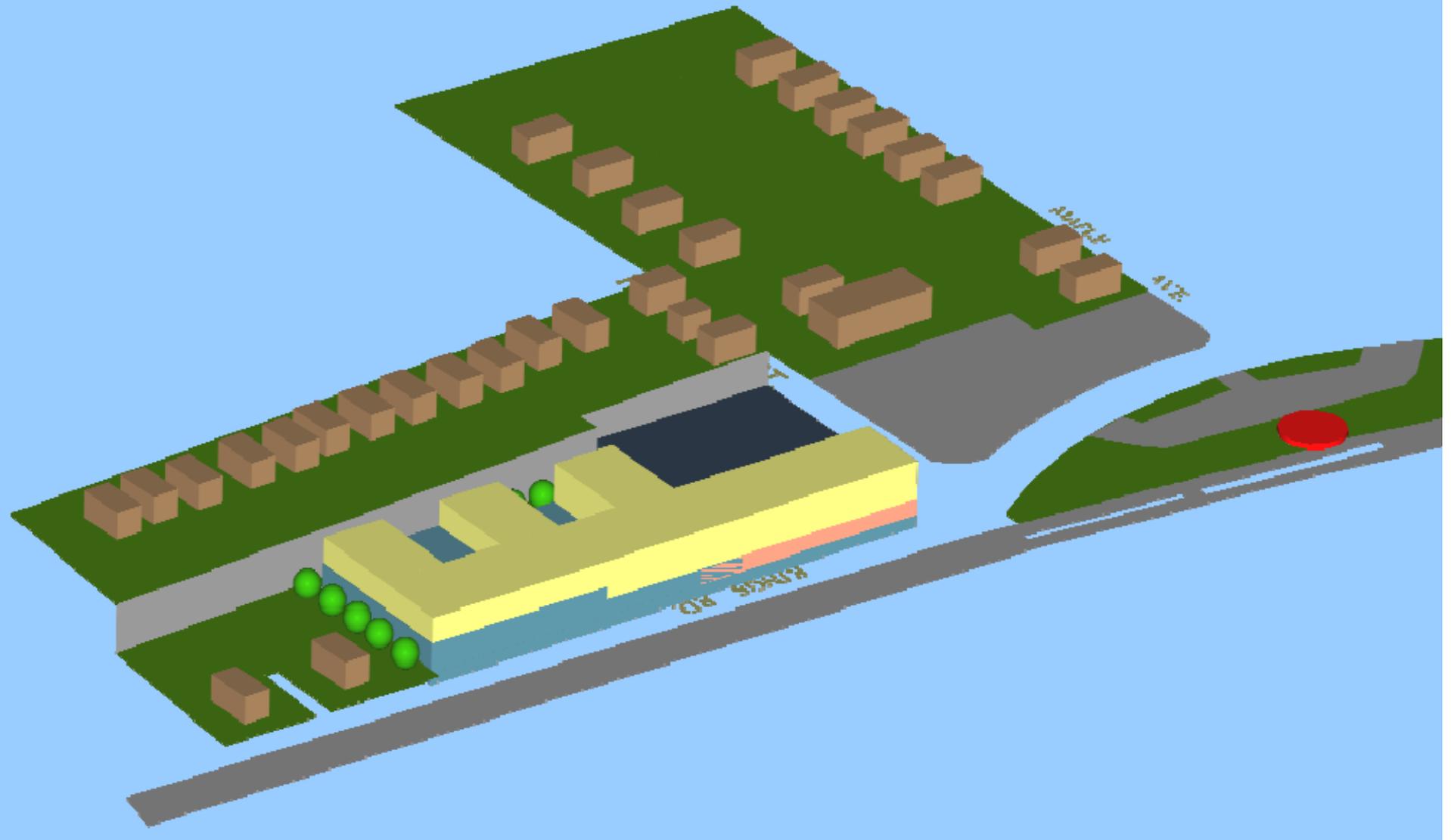
<i>Option 2</i>	<i>Total</i>
<i>Parking</i>	539
<i>Units</i>	127
<i>Retail</i>	18,000 S.F.

Key Considerations:

- Noise from fire trucks will disturb new residents and existing housing
- Access to and from public safety building



Option 2



King's Road Lots 2 & 3

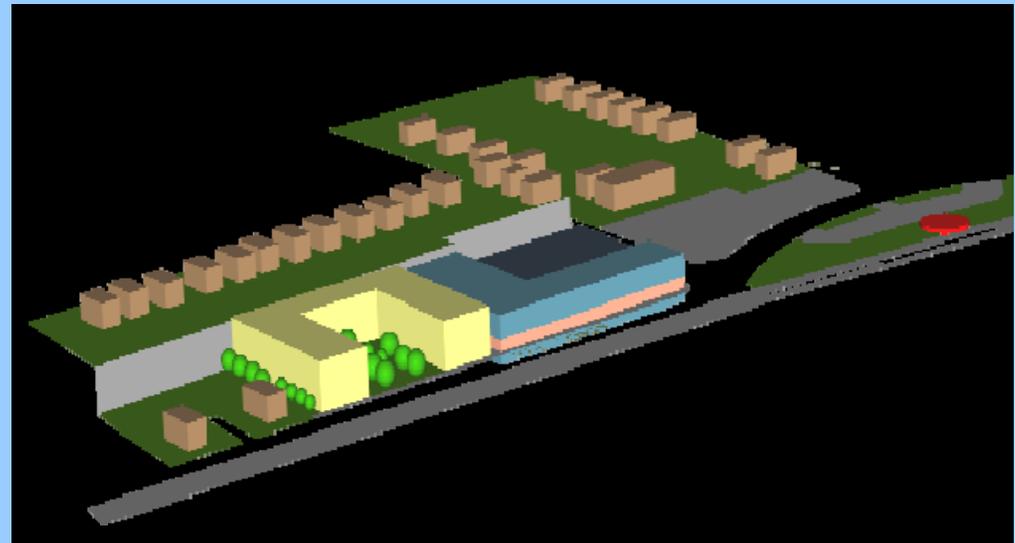
Option 3

This option is designed as three separate buildings. A parking structure, including parking for the fire and police departments, is located between a residential building and the fire and police complex.

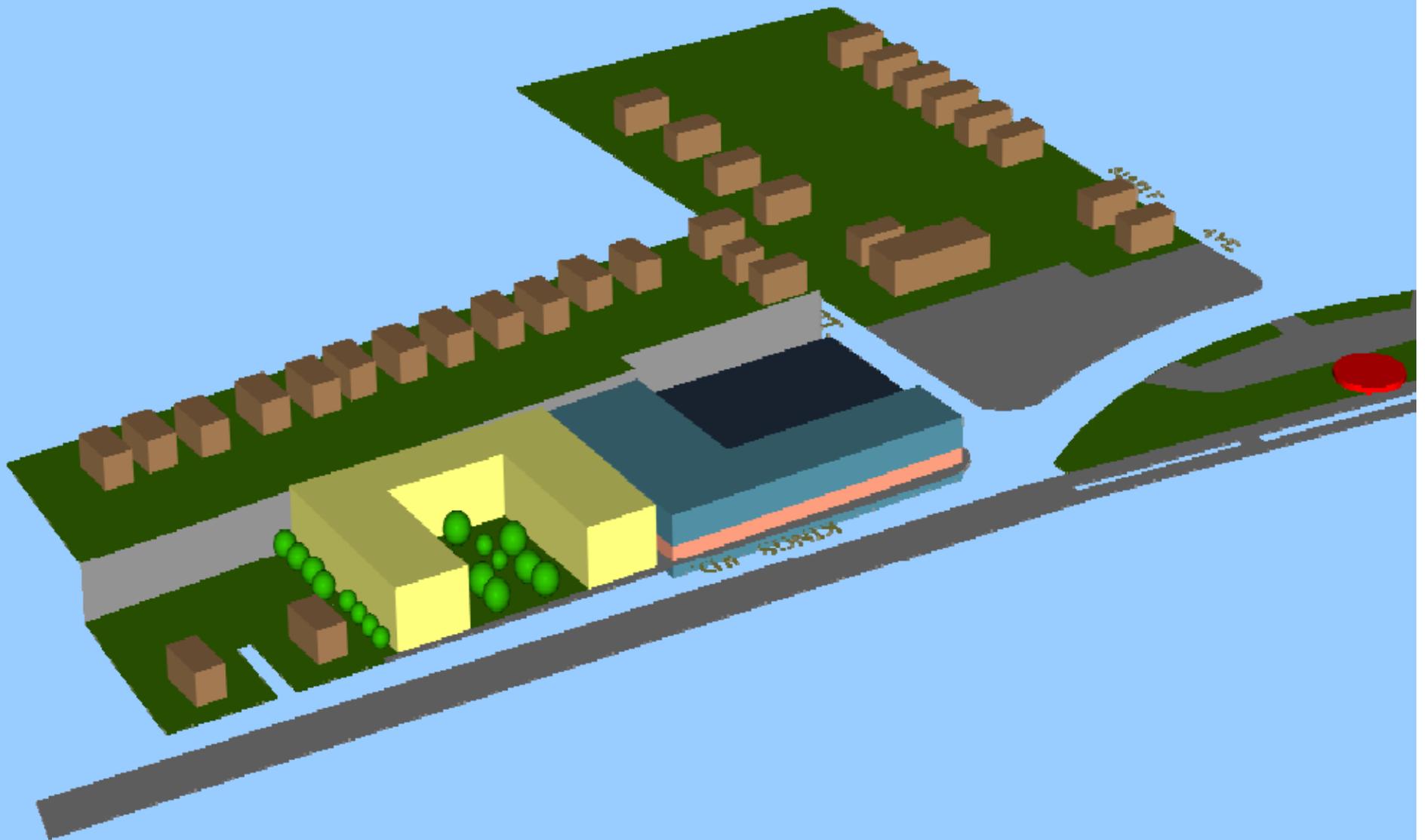
<i>Option 3</i>	<i>Total</i>
<i>Parking</i>	574
<i>Units</i>	180
<i>Retail</i>	20,000 S.F.

Key Considerations:

- Parking structure is mixed use and has a “green” roof/ roof top garden
- Residential units are buffered from noise and other negative impacts from the public safety building by the parking structure’s placement in the center of the site



Option 3



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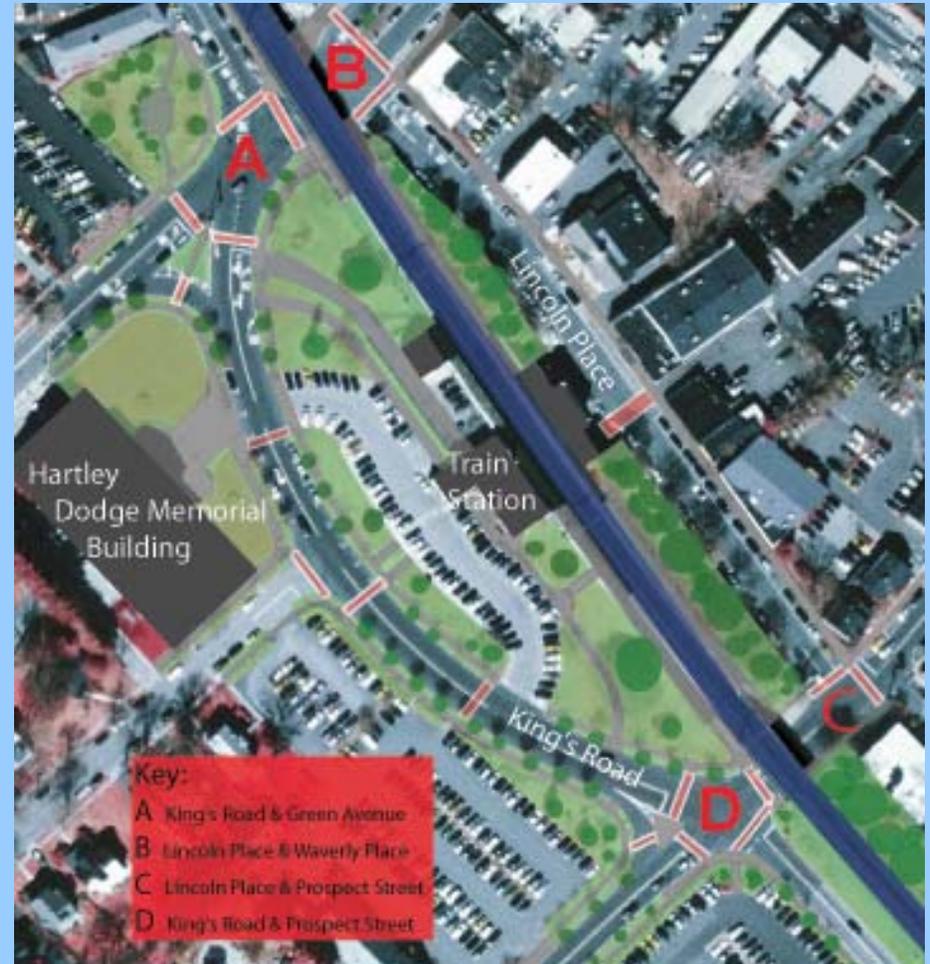
Downtown Madison Shuttle

Madison: A Center for Health and Recreation

- Evaluation of:
 - pedestrian safety around rail station
 - “walkability” to Drew University
 - “bikeability” to Great Swamp
- Methodology:
 - primary research
 - secondary research
- Solutions and Practical Alternatives

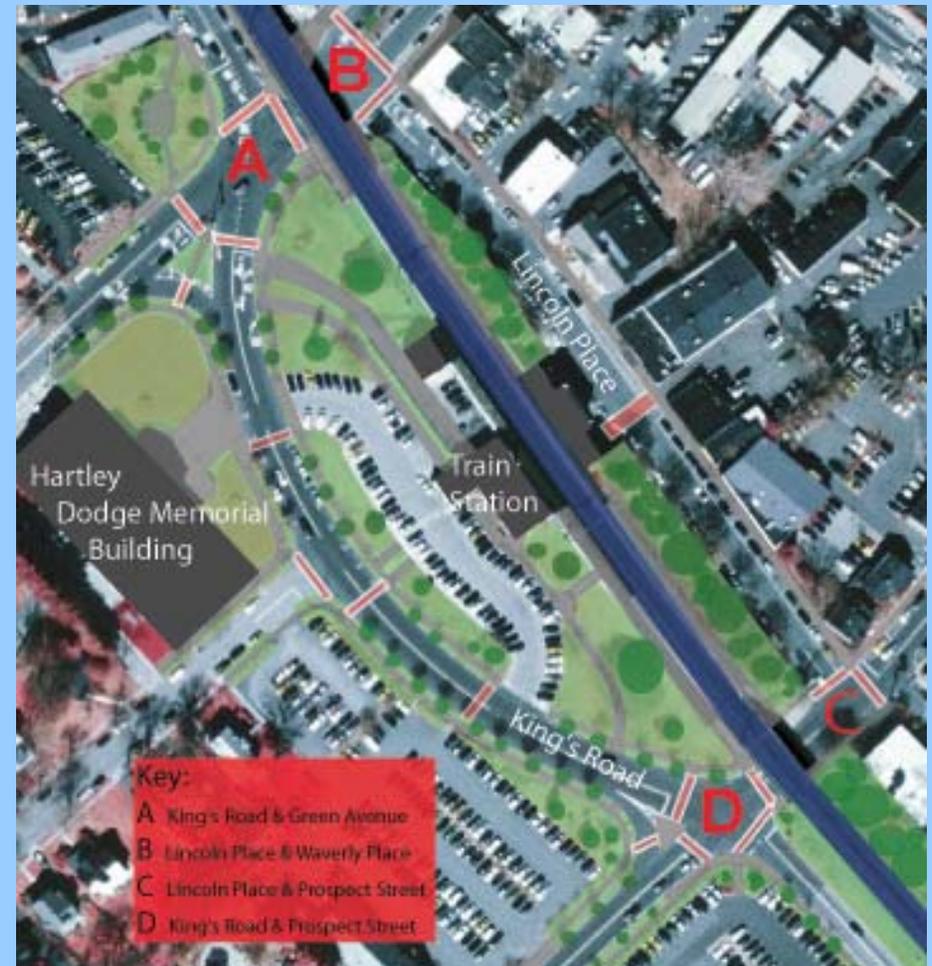
The Four Intersections Surrounding the Train Station

- Create consistent crosswalk design
- Address sight line obstruction at King's Road and Prospect Street
- Study traffic calming on King's Road in front of station and elsewhere in area



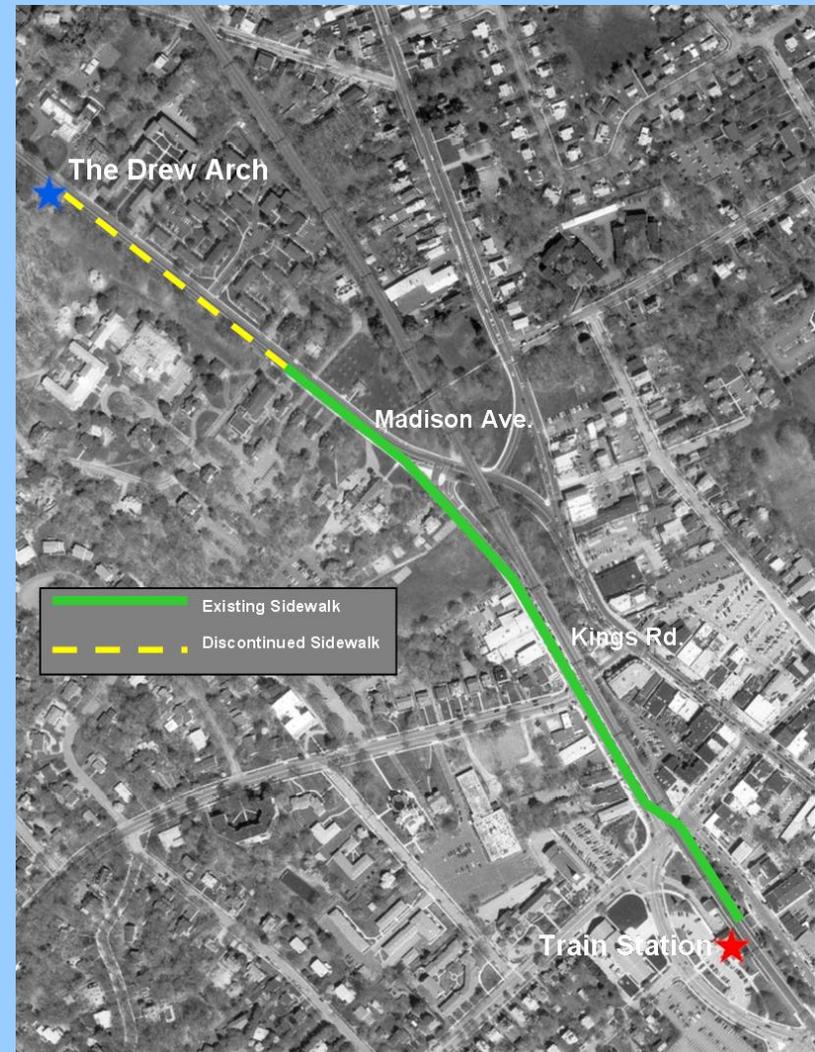
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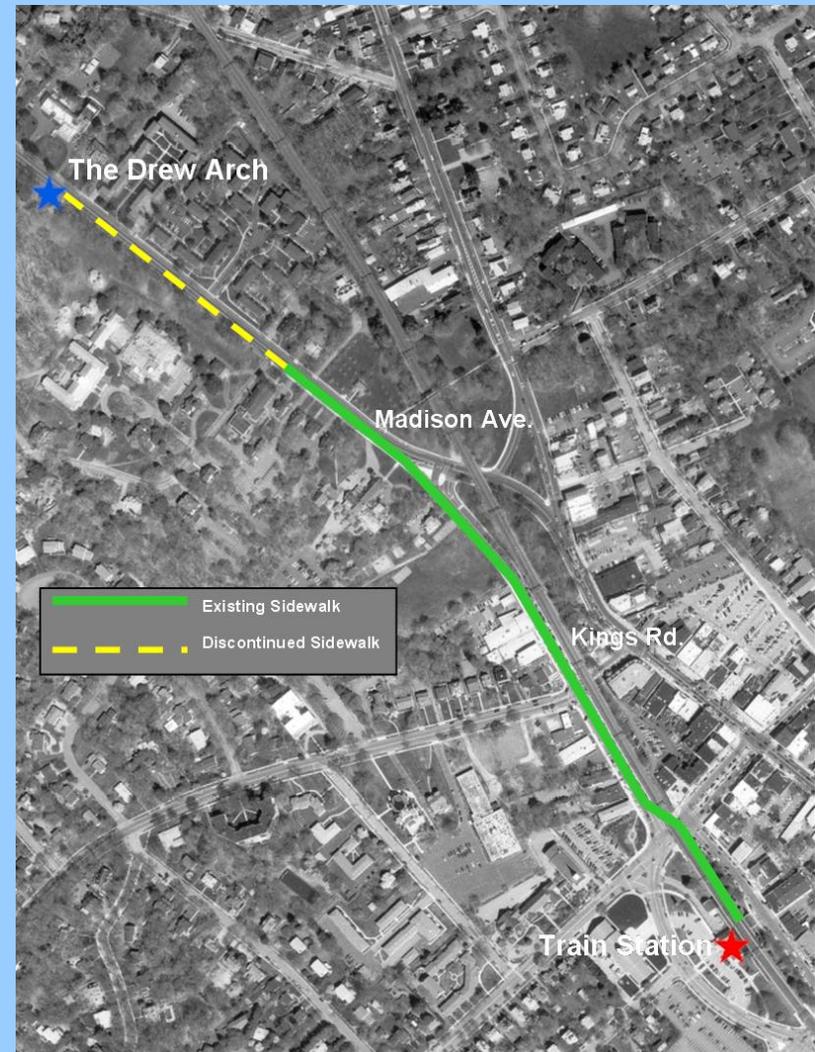
The “walkability” from Drew to downtown and the train station

- Continue sidewalk to Drew University
- Insert mid-block crossing on Madison Avenue
- Consider pedestrian-scaled lighting



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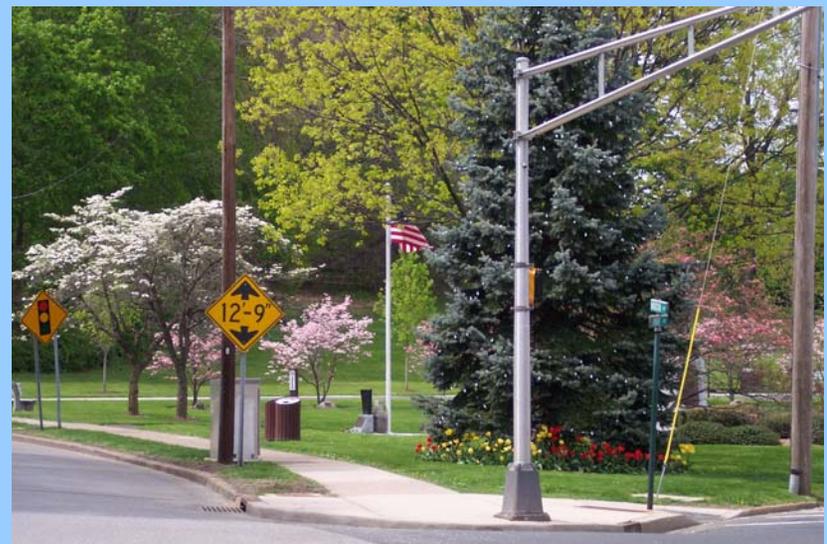


Potential Signage Program

- Integrate new signage with train station signage and incorporate it into the streetscape program
- Install auto-oriented signage for Drew University at the Madison Avenue and Park Avenue intersection
- Maintain Borough relationship with the Friends of Madison Train Station



Madison Library Photo Archives

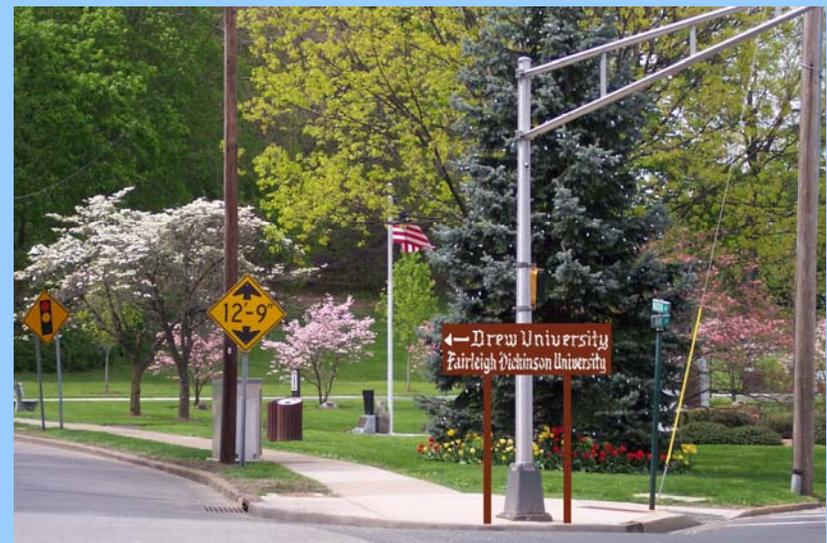


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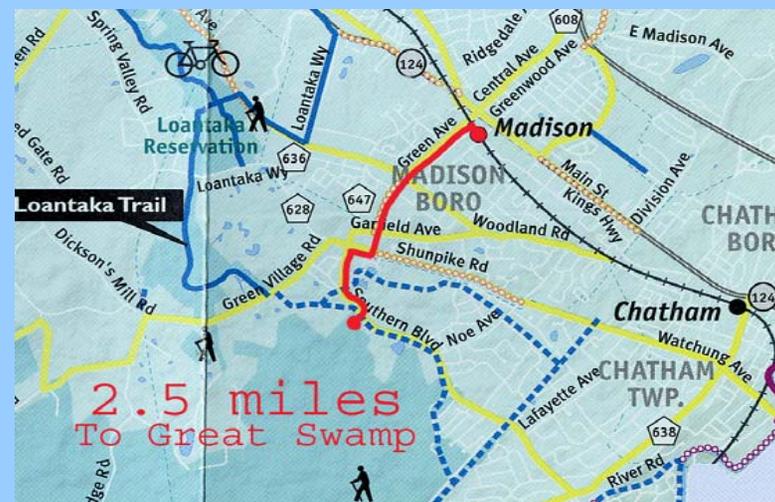


Madison Library Photo Archives

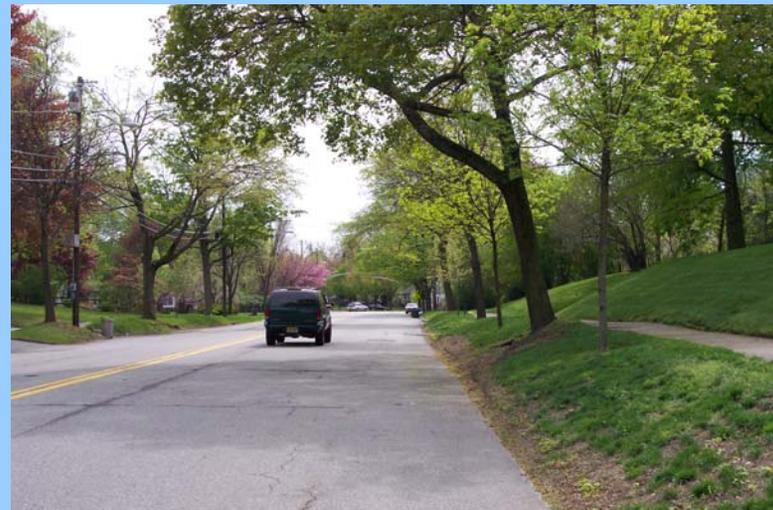


The “bikeability” from the train station to the Great Swamp

- Pursue opportunity for recreational tourism
- Incorporate Great Swamp Route into the existing Borough’s Bike Master Plan
- Install signage
- Requires inter-municipal cooperation (mid-block crossing at the Great Swamp entrance)
- Consider “bike service station”

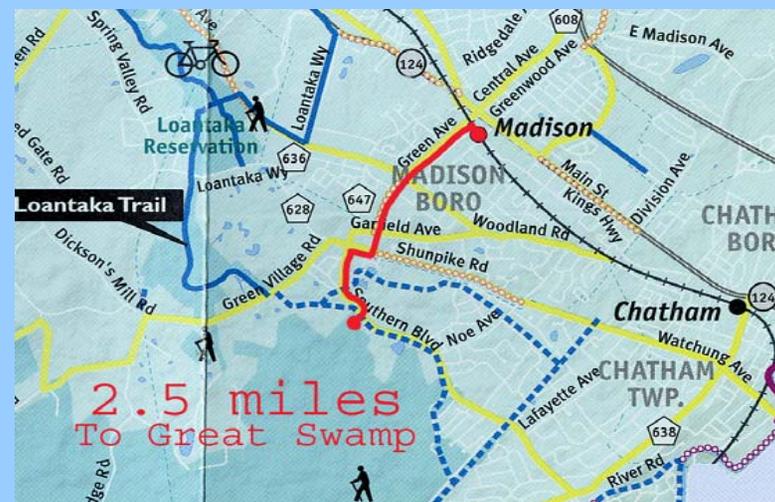


Morris County Bicycle & Pedestrian User Guide, 2nd Edition



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**Transportation Opportunities to Address Livability:
Encouraging Pedestrianism and Bicycling
*Downtown Madison Shuttle***

Madison: A Center for Transit

- Current Transit Service: Rail & Bus
- Rationale for Examining Routes
- Methodology
- Possible Shuttle Routes and Hours of Operation
- Cost of Shuttle
- NJ Transit 2004 Community Shuttle Program

Rail Connectivity to and from Madison

Trains connect Madison to the region's major destinations:

- Midtown Manhattan (MidTOWN DIRECT)
- Lower Manhattan (via PATH)
- Newark
- Jersey City (via PATH)
- Hoboken
- Many destinations throughout New Jersey (via Secaucus)

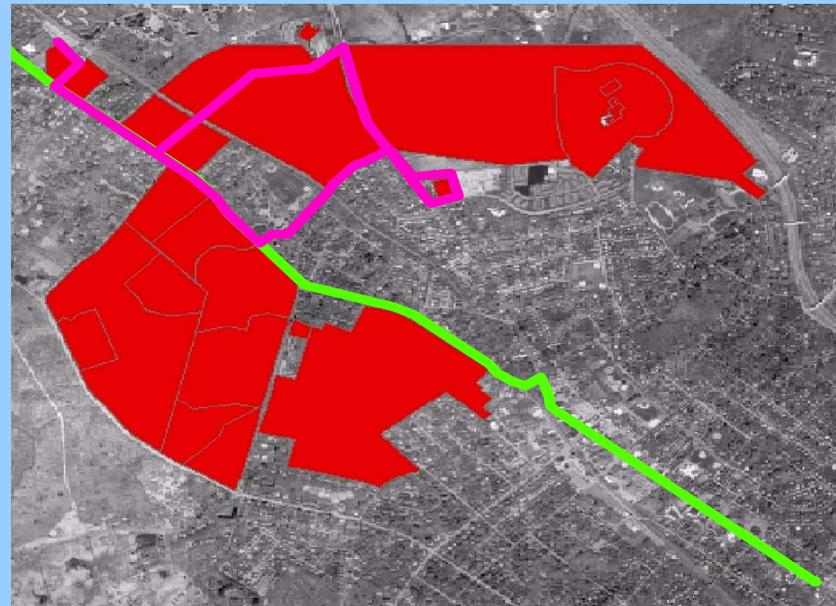
On Saturday nights, for dinner and an 8:00 p.m. show:
Getting to and From Madison

	To Madison		From Madison	
	Leave	Arrive	Leave	Arrive
Saturday				
Manhattan	4:11 PM	5:13 PM	10:32 PM	11:35 PM
Ridgewood**	3:42 PM	5:13 PM	10:32 PM	11:58 PM

** Transfer at Secaucus, both directions(5:20 & 11:30)

Madison Area Bus Service

- Madison is served by 2 bus routes
- Wheels 966 – link to Convent Station and FDU; peak commuting hours only
- MCM 3 – daytime hours only



Potential Users of Shuttle Service for Downtown Madison



NJ TRANSIT Minibus

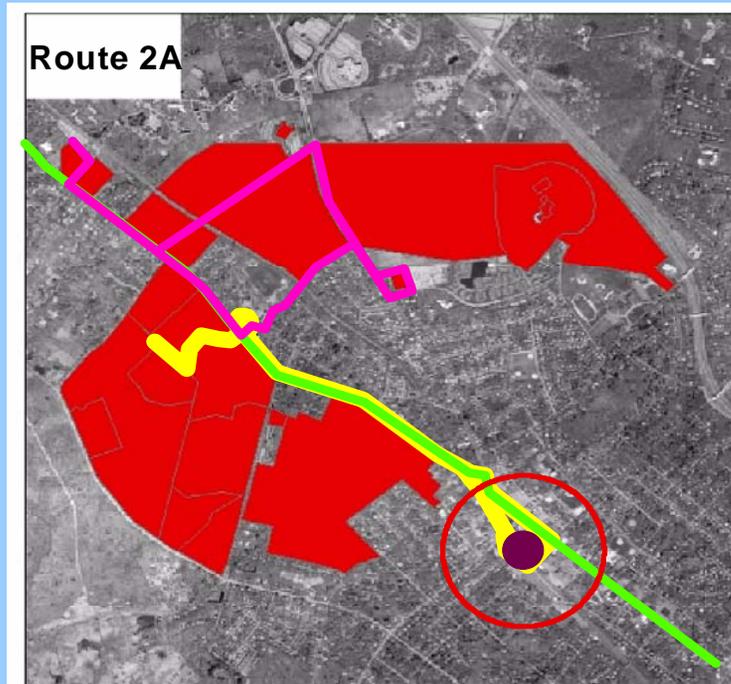
Source: Voorhees Transportation Ctr

- Residents – Shopping, Dining, Recreation, YMCA
- Train Commuters
- Corporate Employees -- Lunch Time Diners and Shoppers
- Drew & FDU Students
- Theatre Patrons arriving via rail

Route Selection Methodology

- Data Analysis
 - Mapped activity and transportation centers
 - Analyzed the street network
 - Analyzed zip codes of employees from various Madison organizations, 140+ employees are possible commuters who may use the shuttle service.
- Public Input
 - Participated in a focus group with local leaders
 - Conducted a survey of the Drew University Student Government
 - Reviewed 1998 Community Shuttle Grant application
- Route Design
 - Driven and measured for time and distance twice
 - Reviewed and changed

Route 2A



Yellow – suggested route

Purple- Wheels 966

Green – MCM 3

Red- Madison Activity Centers

Purple Dot- Train Station

Cost Methodology

- Estimation Formula: Hours x Hourly Cost x Days/yr= Estimate
- Hourly cost factors include wages, benefits, and capital financing among other factors
- Listed below are the costs for other community shuttle programs as reported to NJ TRANSIT:

# of Buses	# of Programs	Minimum Cost	Maximum Cost	Average Cost
One Bus	23	\$21,331.86	\$72,475.29	\$46,602

Funding Opportunities

- NJ TRANSIT—new round of applications for Community Shuttle grants in Fall 2004
 - NJ TRANSIT supplies the bus at its expense
 - Due to manufacturer's timetable, service will start 2007
 - NJ TRANSIT pays \$60,000 (\$30,000 yr 1- \$20,000 yr 2- \$10,000 yr 3)
 - NJ Transit can reimburse for most expenses including equipment, wages, and related items
- Another source of funding is from local entities—universities and corporations