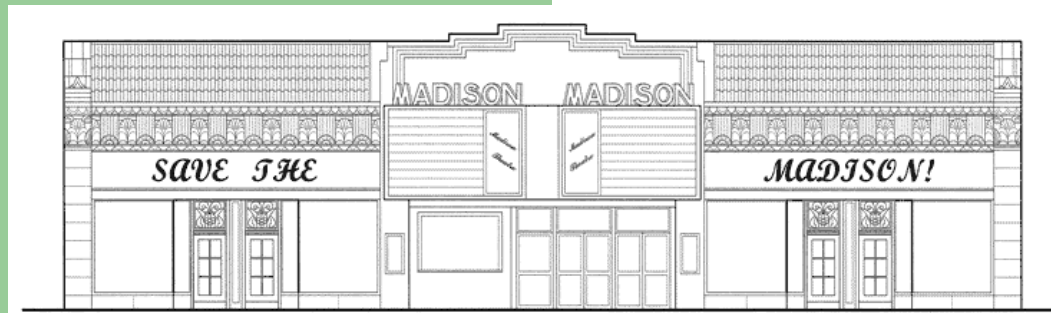


# SUMMARY OF THE COMMUNITY DISCUSSION ON THE MADISON THEATER



March 8, 2005  
College of Saint Rose

## COMMUNITY PROCESS AND INSIGHT IS VALUABLE AND PRODUCTIVE

- Residents, organizations and Friends of the Madison supporters offered significant, substantive input for city and property owners on proposals for the theater, the block and the greater neighborhood.
- These groups are an ongoing source of productive and constructive ideas for Madison Theater and for the neighborhood.
- Property owners and the City should continue to actively engage with the neighborhood and Friends of the Madison to plan for changes and improvements and maintenance of the Madison and the greater neighborhood.

# EFFECTIVE IDENTIFICATION OF SIGNIFICANT MARKET DEMAND FOR THE MADISON

Achieved through:

- Substantial research of success stories of revitalized neighborhood theaters in comparable markets and neighborhood locations
- Community outreach
- Convening public discussion through meetings and e-mail list

# THE MADISON THEATER IS A KEYSTONE OF THE NEIGHBORHOOD

- The Madison Theater is an integral part of the fabric of the neighborhood and the city as a whole.
- The theater should be considered as an anchor in the Pine Hills neighborhood and in the City of Albany overall.
- The Pine Hills neighborhood overall is a distinct and valued area of the City. Its continued strength as a neighborhood is in part due to its convenient, businesses and services, and places for youth and all ages. A theater was once and could still be a part of this character.

## IT REMINDS US OF ALBANY'S PAST AND HOLDS A PROMISE FOR ALBANY'S FUTURE

- The Madison is a keystone asset -- a selling point to new residents and college staff and students.
- Having facilities such as a theater within walking distance or just within the city -- may retain the interest of existing residents, and attract other residents to return to the city as well.
- The Madison can also be seen as a bridge to the Midtown Colleges and Universities -- as a place to bring the residential neighborhoods in contact with the college and institutional communities.

## A DESIRED VISION FOR THE GREATER NEIGHBORHOOD

- Not just a neighborhood for college students – but for diversity of residents
- A walkable place for all types of families, including families with children
- Residential with neighborhood services, businesses and other family venues like the Madison, Steamer 10 Theater and the library.

## What is most important to you about the Madison (select one)?

2c - The pedestrian scale retail	36	42%
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2b - The entertainment space	33	38%
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2a - The historic building	31	36%
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2d - other	16	19%
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# What is important to you about the neighborhood around the Madison?

3c - I can walk or bike to businesses and services	71	83%
3a - There are a variety of small businesses, services and activities	69	80%
3b - Many businesses are locally owned	49	57%
3d - I can get places easily by bus	14	16%

## What connects you to the Madison Theatre? Why do you care about it?

1g - I care about the neighborhood and quality of life issues	78	91%
1b - I live nearby	72	84%
1h - I am interested in creating and maintaining walkable places	72	84%
1j - I am interested in making Albany a great place to live/work/go to school	72	84%
1i - I am interested in movies, theater and the arts	70	81%
1f - I am interested in historic preservation	65	76%

# What uses, businesses or services should go in the Madison and its retail spaces?

4 - Coffee Shop/Tea Shop/Café/Restaurant/Deli	44	51%
4 - Bookstore/Card & Book Store	37	43%
4 - Art gallery/Art Space/Framing/Art supplies	20	23%
4 - Specialty Food (Chocolates, Cheese, Fruit, Ice Cream/Gelato/Soda Fountain, Butcher, Desserts, Ethnic Food Store, Bakery, Pizza, Deli)	18	21%
4 - Kids oriented/family friendly (toys, clothing, activities)	7	8%

## Tally of ideas for use of building mentioned by 38 speakers:

- |    |  |   |                          |
|----|--|---|--------------------------|
| 11 | Mix of businesses in storefronts                   | 3 | Link to colleges         |
| 9  | Movie theater                                      | 3 | Coffee shop              |
| 8  | Mix of performing arts spaces, including a theater | 3 | Locally-owned businesses |
| 7  | Pedestrian-oriented                                | 3 | Bookstore                |
| 5  | Entertainment venue (incl. 1 dinner theater)       | 2 | Gallery/museum           |
| 5  | Community gathering space                          | 2 | Restaurant/pub           |
| 4  | Family oriented                                    | 1 | Library                  |
|    |  | 1 | One large retailer       |

## CONTRIBUTING TO A MIX OF BUSINESSES IN NEIGHBORHOOD

- Support for locally-owned businesses that are committed to the neighborhood.
- Uses that help and patronize local restaurants.
- Could drop off kids at steamer 10 and go across the street [for movies and a] real coffee shop.
- The building could serve as incubator store spaces.

## WALKABLE NEIGHBORHOOD

- The particular scale of urban life is what drew many residents to Pine Hills.
- A “walkable” neighborhood is strongly desired -- a place where you have “places to walk to” within reasonable distance from your home from one parking spot.
- Find creative parking solutions -- look to former arrangements and forge new ones with neighboring businesses and institutions.
- Parking arrangements may encourage people to walk by other businesses.
- Work should be done on the street itself to reduce the conflict between pedestrian and traffic and support the pedestrian businesses and school.

## THEATER AND RETAIL SPACES ARE AN AMENITY FOR COLLEGES

- In addition to the College of Saint Rose, there are 4500 SUNY students in neighborhood; theater should be highlighted in admission tours and to prospective staff
- Work with colleges to include movies in special events
- A place to study; Starbucks is busy every night of the week, and a coffee shop would do business here

## ADDING TO QUALITY OF LIFE IN PINE HILLS

- Would like to have things that drew community together (coffee, shop, kids toy store, bookstore)
- Build community involvement through movies by hosting documentary films and discussions
- Be a community resource not just for entertainment but for education
- Hip hangout, but not necessarily a restaurant; a place with big tables where people can meet, talk, drink coffee
- One example of a successfully programmed theater: Friday and Saturday evening movies are for adults; Saturday morning is for kids