

Main Street Business Development

Welcome.

Madison is home to a thriving retail/commercial district which runs the length of Main Street (Route 124). The district runs the gamut from car dealerships and grocery stores to the east, quaint local shops and restaurants nestled in the downtown and major corporations on the western border. The district is supported by the [Downtown Development Commission](#) and the [Madison Area Chamber of Commerce](#). The Madison Civic Commercial Historic District, which includes much of "downtown" as well as Borough Hall and the train station, is on the State Register of Historic Places.

Madison beckons visitors to explore its rich history and unique architecture. A classic suburban community, located less than twenty five miles from Manhattan, Madison offers a quiet sophistication. Home to [Shanghai Jazz](#), consistently ranked as one of the top jazz clubs, the renowned [The Shakespeare Theatre of New Jersey](#), and the [Museum of Early Crafts & Trades](#), you will be wowed by the diverse cultural offerings. If you are hungry, look no further! Multicultural and delicious, Madison has over fifty food establishments within its four square miles. Madison also offers a full calendar of [community events](#) for natives and newcomers alike.

Madison has a unique character generated by an ethnically diverse population, a wide range of housing types, the influence of local universities, and its unique historical development. Family-friendly, walkable, and safe - Madison has been consistently ranked as one of the safest communities in the United States.

Just to the west of the town center is the picturesque wooded campus of [Drew University](#). Further north lies the [Florham Campus of Fairleigh Dickinson University](#), bridging the towns of Florham Park and Madison. The campus consists of 178 acres, part of Florham, a former country estate of early 20th-century socialites Florence Vanderbilt and Hamilton Twombly. Less than a mile further west lies the campus of the [College of Saint Elizabeth](#) in Convent Station.

Madison is served by Morris and Essex Morristown Line trains of [NJ Transit](#) direct to Penn Station in New York City. It also provides service to Hoboken (with connections to lower New York City by the Hudson Tubes). In addition, [NJ Transit](#) provides local bus service.

NJ State Route 124 passes through Madison. From a distance access by auto is easiest from the NJ Route 24 freeway. If traveling west use Exit 7A and then follow Route 124 through Chatham to Madison. If traveling east use Exit 2A, turn right off the ramp and take the first left onto Park Avenue. Follow Park Avenue into Madison.

**Please note that we're in the process of re-working this web-page, it's sub pages and the content, so your cooperation is greatly appreciated. For more information, please contact Lisa Ellis, Director of Business Development. Her contact information can be found to the right.*



Contact Us

Lisa Ellis

Director of Business Development

Email

Phone: 973-245-3493



I Love Madi...

Liked



I Love
Madison, NJ

7 hours ago



Madison INTO Yellow
Community · 150 Likes · 9
hrs ·

Thank you Janet
StraightArrow of Be The
Medicine and Kathy D'Agati
of Back to Basic Wellness
for gifting us with your

Opening a Business in Madison

From its rose growing days in the early 1900's to today, Madison has been a fertile ground for the growth and development of hundreds of successful businesses. Our residents appreciate the sense of community and service provided in our downtown.

Our competitive advantages include:

- A supportive community including residents, corporate and governing body.
- Excellent demographic - Morris County is one of the wealthiest counties in the United States.
- Prime access to NYC via NJ Transit's Midtown Direct line and just 16 miles to Newark Liberty International Airport.
- A strong local "Shop Madison" campaign.
- An effective and active Chamber of Commerce that supports local businesses. Interested in joining? Contact Executive Director Karen Giambra at info@madisonnjchamber.org.
- Major corporations in Madison including - Quest Diagnostics, Pfizer Consumer Healthcare, Realogy, and Merck Animal Health.
- Madison has excellent national and statewide brands and businesses including -: Whole Foods Market, Madison Honda, Staples, Stop & Shop, Morris County Jaguar, The Pink Bungalow, and Gary's Wine & Marketplace.
- Home to many longtime local gems including - Madison PhotoPlus, Suburban Shoe Shop, Alfred's Sport Shop, Short Stories Community Book Hub, Bar Method, Studio Allegro and so much more.
 - Shanghai Jazz (voted a top 100 Jazz Club in the world by Downbeat Magazine)
 - Salvatore Minardi Salon (voted #1 in New Jersey by Elle Magazine)
 - Studio Yoga (one of the finest and most well-known yoga studios in New Jersey)
 - McCool's Ice Cream (voted best Milk Shake in New Jersey 4 years in a row)
 - Redux and Slamwich Scratch Kitchen (recognized in the February 2016 edition of New Jersey Monthly Magazine as two of the 30 Best New Restaurants in the state)
- These bright newcomers have opened in Madison since January of 2015 - Lashz, Hilltop Bicycle, Flies & Honey Hair Studio, Celtic Golf, Mind Your Body, Healthy Italia, Sugar Rush, The Music Center, Academic Journeys, Luxe Lash & Beauty Bar, and restaurants, Osteria Trevi, Marie's Italian Specialties & Seafood, Eatalian Bistro, Grillera - Mediterranean Cuisine, and restaurant/bowling alley/event venue, STRYXE.

To learn more about the permit process please [click here](#).

Please contact us if you have any questions or need any additional information:

Lisa Ellis
Director of Business Development
office: 973-245-3493

Top 10 Reasons to Shop Madison

Top 10 Reasons to Shop Madison

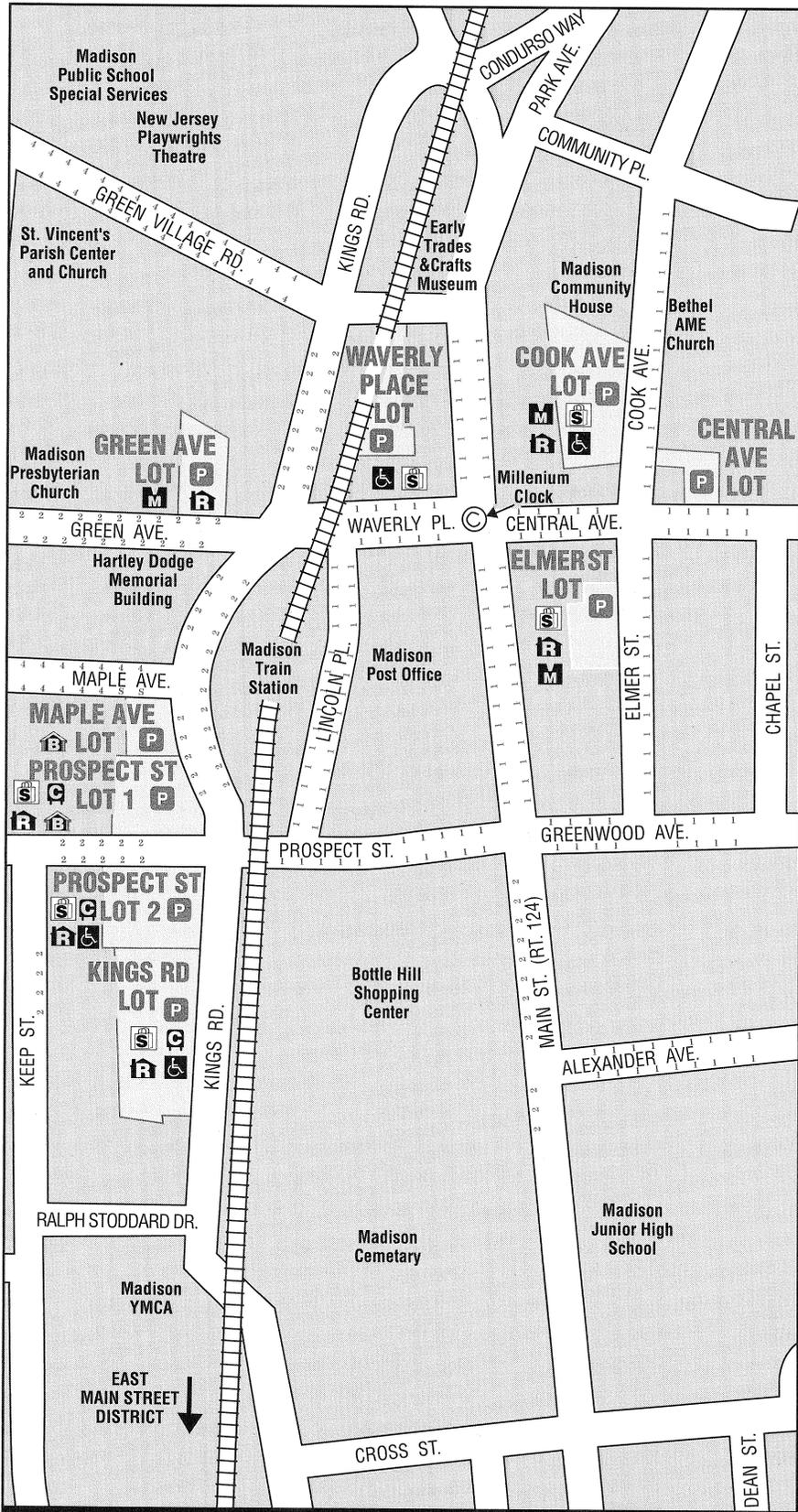
1. It's fast, convenient, and fun to shop in town!
2. Local businesses support Madison nonprofits and donate to our sports, schools, and other organizations.
3. Shop Madison builds community. I see my neighbors when I shop downtown.
4. Our merchants are knowledgeable and passionate and they know me! You don't get that on the Internet or in large chain stores.
5. Madison offers unique character. The businesses in town help give Madison its identity and personality.
6. Parking is not that bad. I can park a lot closer to the stores in town than I can at the mall.
7. Shopping locally is better for the environment.
8. It lowers our taxes and keeps schools funded.
9. Money spent local stays local. For every \$100 I spend here, \$68 goes to our community. That doesn't happen when I buy online or at the big box stores.*
10. I want to be sustainable and think long term. My hometown is more important to me than a cheap pair of socks!

Community Partnerships

Shop Madison is a partnership between the Borough of Madison, the [Madison Chamber of Commerce](#), and the [Downtown Development Commission](#).

Select Language | ▼

Ask Me About Parking!



A MAP of Madison's Free Public Parking

Published by
The Madison Chamber of Commerce
 and
The Downtown Development Commission

This publication is a community service of the Madison Chamber of Commerce and the Downtown Development Commission supporting Madison's Business Districts which run east to west along Main Street (Route 124) and include Kings Road, Park Avenue, Lincoln Place, and Central Avenue. Over the years Madison's business districts have been transforming into pedestrian-friendly streetscapes that offer FREE parking to visitors. Madison's attractive and thriving business districts are consistently cited among the most successful in New Jersey.

PUBLIC PARKING GUIDE

WAVERLY GREEN LOT **FREE 2-Hour Parking**
 NO PARKING 2 A.M. - 6 A.M.

COOK AVENUE LOT **FREE 2-Hour Parking**
 15-MINUTE MERCHANT DELIVERY PARKING

ELMER STREET LOT **FREE 2-Hour Parking**

GREEN AVENUE LOT **FREE 4 pm-2 am (weekdays)**
FREE 6 am-2 am (weekends)
 FIRE DEPARTMENT EMPLOYEE PARKING

MAPLE AVENUE LOT **24-HOUR PARKING-BOROUGH EMPLOYEES ONLY**

PROSPECT ST. LOTS **FREE 4 pm-2 am (weekdays)**
FREE 6 am-2 am (weekends)

KINGS ROAD LOT **FREE 4 pm-2 am (weekdays)**
FREE 6 am-2 am (weekends)
 DAILY \$2.00 PAID PARKING

CENTRAL AVENUE LOT **FREE 4 pm-2 am (weekdays)**
FREE 6 am-2 am (weekends)
 HEALTH CENTER PARKING

Parking regulations may change periodically. Please note posted signs.

LEGEND

- Shopper Parking
- Handicapped Parking Available

- FREE STREET PARKING**
- 1 1 1 One-hour Parking
 - 2 2 2 Two-hour Parking
 - 4 4 4 Four-hour Parking
 - S S S Senior Citizen Parking

PERMIT PARKING

- Resident Permit Parking
- Merchant Permit Parking
- Commuter Permit Parking
- Borough Permit Parking