



OPPORTUNITY TEAM REVIEWS FEASIBILITY FOR BOOMTOWN BLOCK & McDOWELL WAREHOUSE

On October 29-31, an Opportunity Development Team - comprised of experts from the Georgia Department of Community Affairs, the Northeast Georgia Regional Center, and the Downtown Development Authority of Madison – worked feverishly upon feasibility analysis for several local properties. The purpose of the workshop was to brainstorm redevelopment options as well funding sources to revitalize these buildings and sites.

Dubbed the BoomTown Block (since the work was initiated as part of the state’s BoomTown pilot program), the entire city block bounded by W. Washington Street, Academy Street, Burnett Street, and First Street was the primary focus. The block encompassed the Star Drug Store (formerly NBC Realty offices), the Livery Stable most recently Madison Hardware store), and the parking lot in between these two. The Opportunity Team extended the work to include the Griffin-Swords Building (currently Madison Gift Mart & Café). A separate analysis of the McDowell Grocery Warehouse (vacant and currently leased by the DDA) was completed as well.

City Planner Monica Callahan thanked the team for its hard work sharing, “the BoomTown program is augmenting our local toolkit, identifying opportunities for job, business, and tax base growth.” At conclusion, the team presented their findings to property owners, the press, local officials, etc. Materials include photographic renderings of repurposed buildings, suggested and alternative tenants, and application of identified funding sources. Team leader Jim Frederick noted, “The feasibility analysis is intended to give property owners and investors ideas... the next steps are theirs.”

To learn more about the BoomTown Program or to view the presentation: www.MadisonGA.com/BoomTown

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