



VISION



PLAN



PATIENT



# DRIVING ECONOMIC DEVELOPMENT WITH Green & Blue Infrastructure

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6 SEP 2023





# Green Infrastructure

## OPENSOURCE AS A CATALYST FOR INVESTMENT

### VISION

The only thing worse than being blind is having sight but no vision. ~ Helen Keller

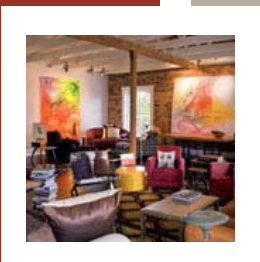
### PLAN

It takes as much energy to wish as it does to plan. ~ Eleanor Roosevelt

### PATIENT

I'm extraordinarily patient provided I get my own way in the end. ~ Margaret Thatcher

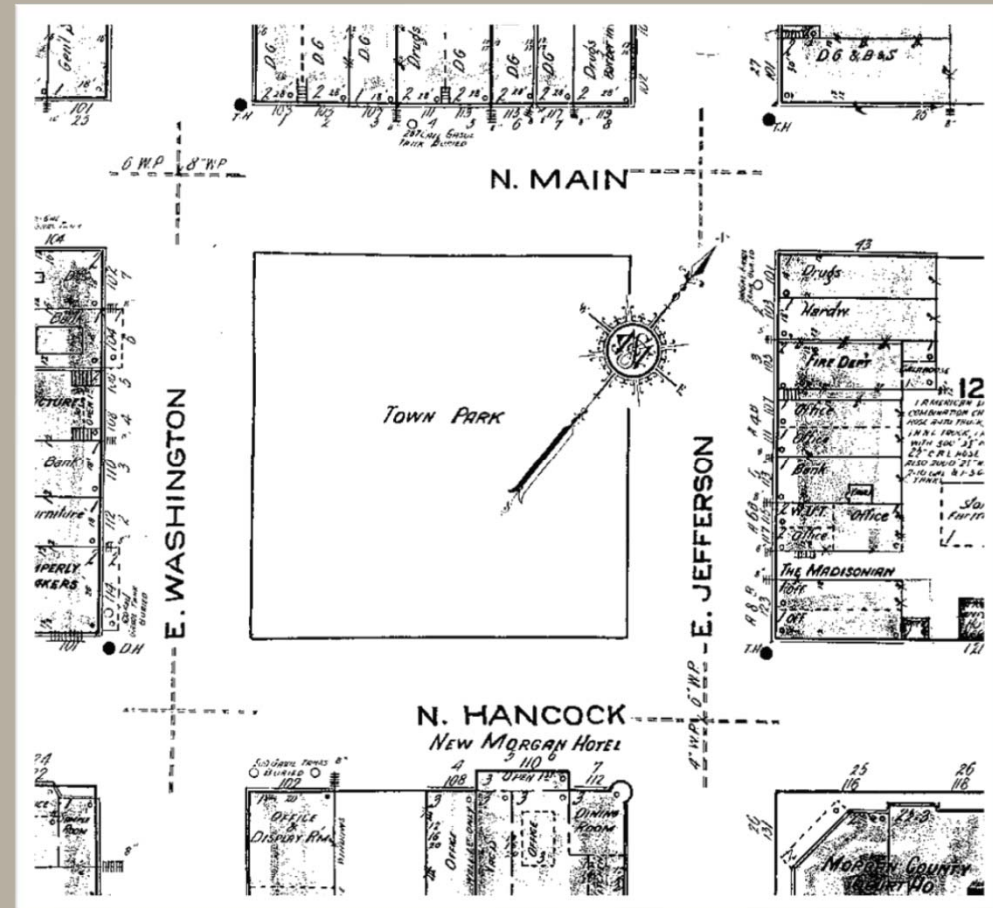




# The Opportunity

## MADISON TOWN PARK

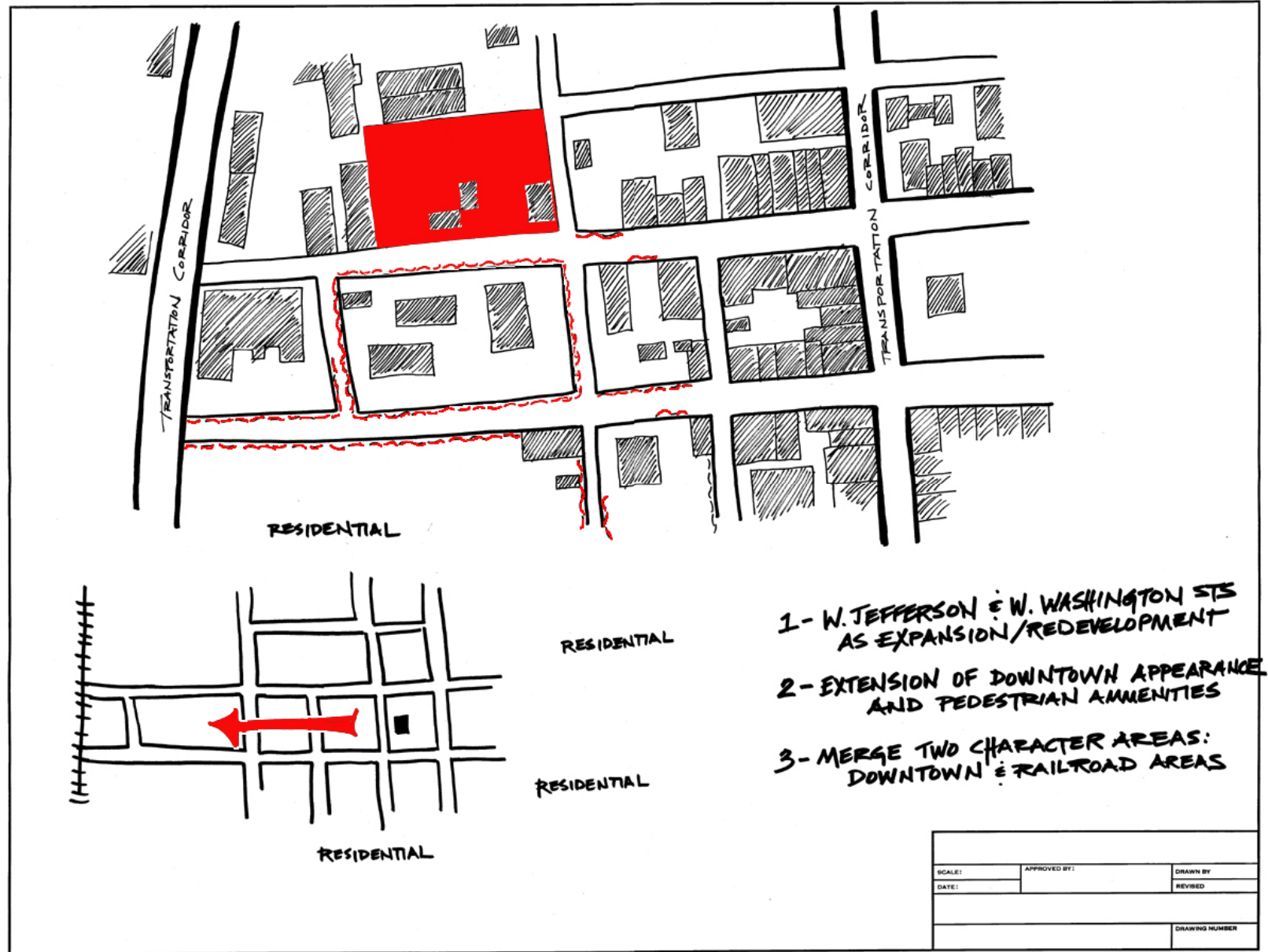
- **Something Old**  
 Rebirth of civic space as anchor
- **Something New**  
 Low building stock
- **Availability of Property**  
 Emergence of rare moment of reassembly
- **Enhance Business Vitality**  
 Event venue not present and needed
- **Leverage Investment**  
 Galvanize private sector and expand CBD





**MADISON**  
GEORGIA  
DOWNTOWN DEVELOPMENT  
AUTHORITY





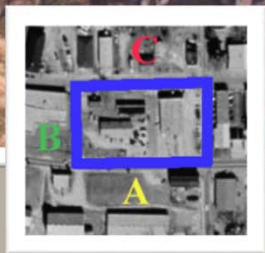


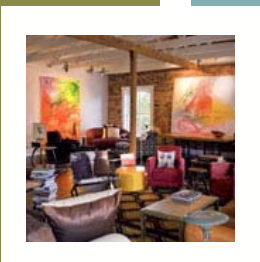
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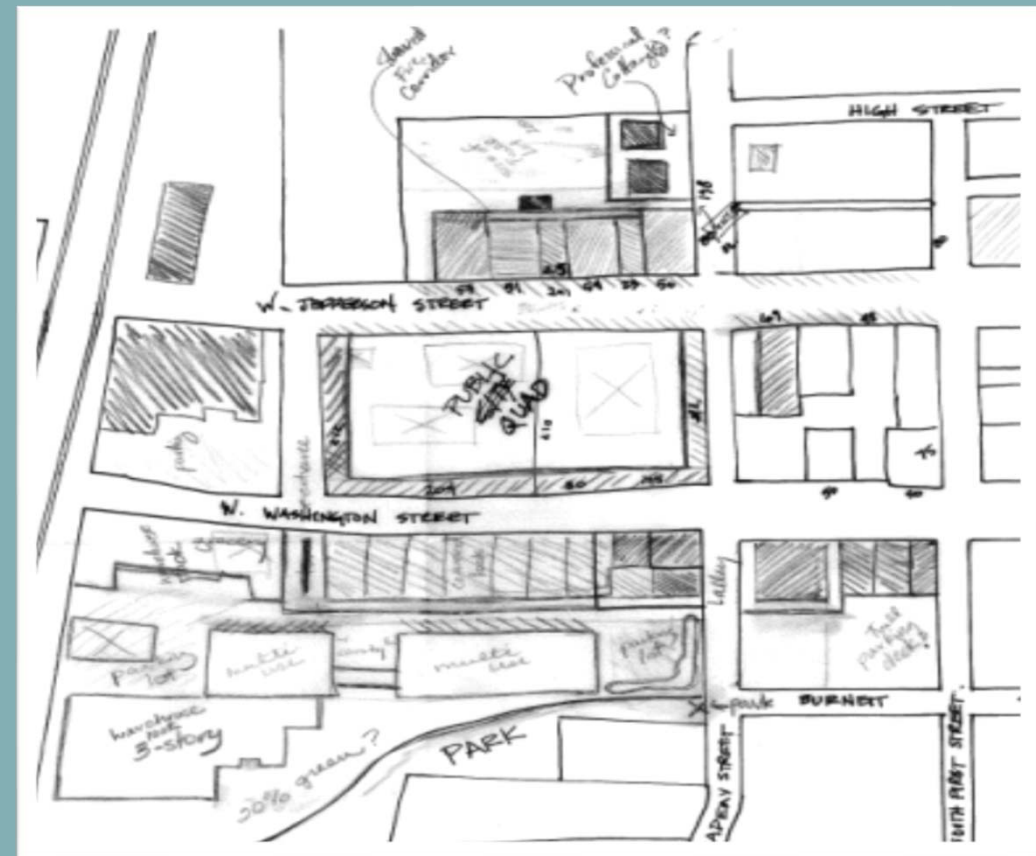




# The Concept

## MADISON TOWN PARK

- **New Civic Space**  
 Reassemble and capture public gathering ground
- **In-Town Openspace**  
 Establish green for daily use
- **Downtown Venue**  
 Create safe quadrant for downtown events, festivals, etc.
- **CBD Expansion**  
 Catalyst for westward expansion
- **Revitalization Program**  
 Implements ideal of public-private ventures



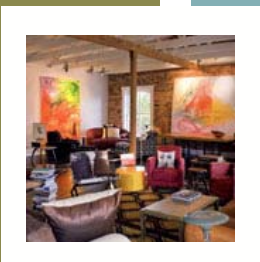








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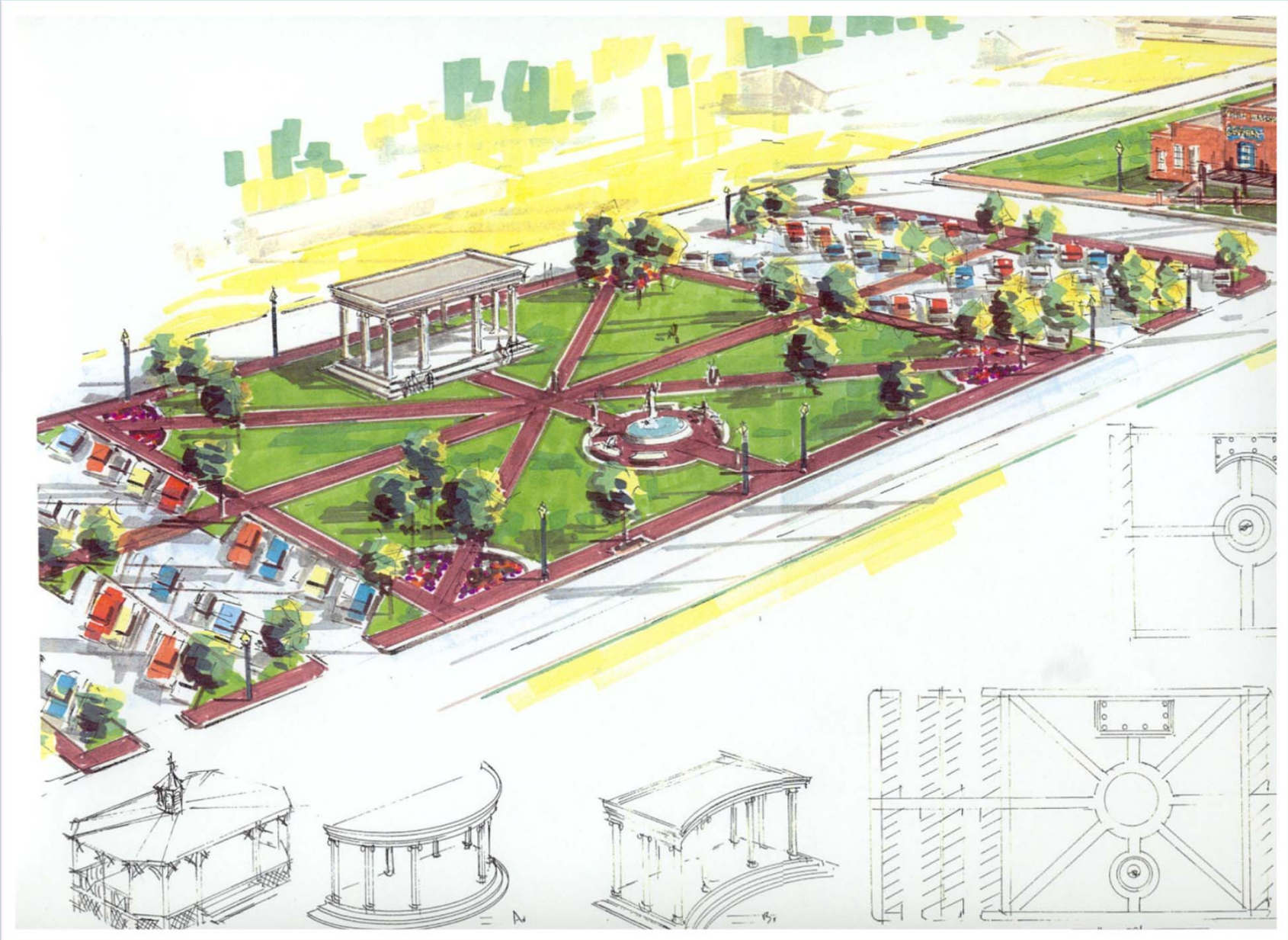


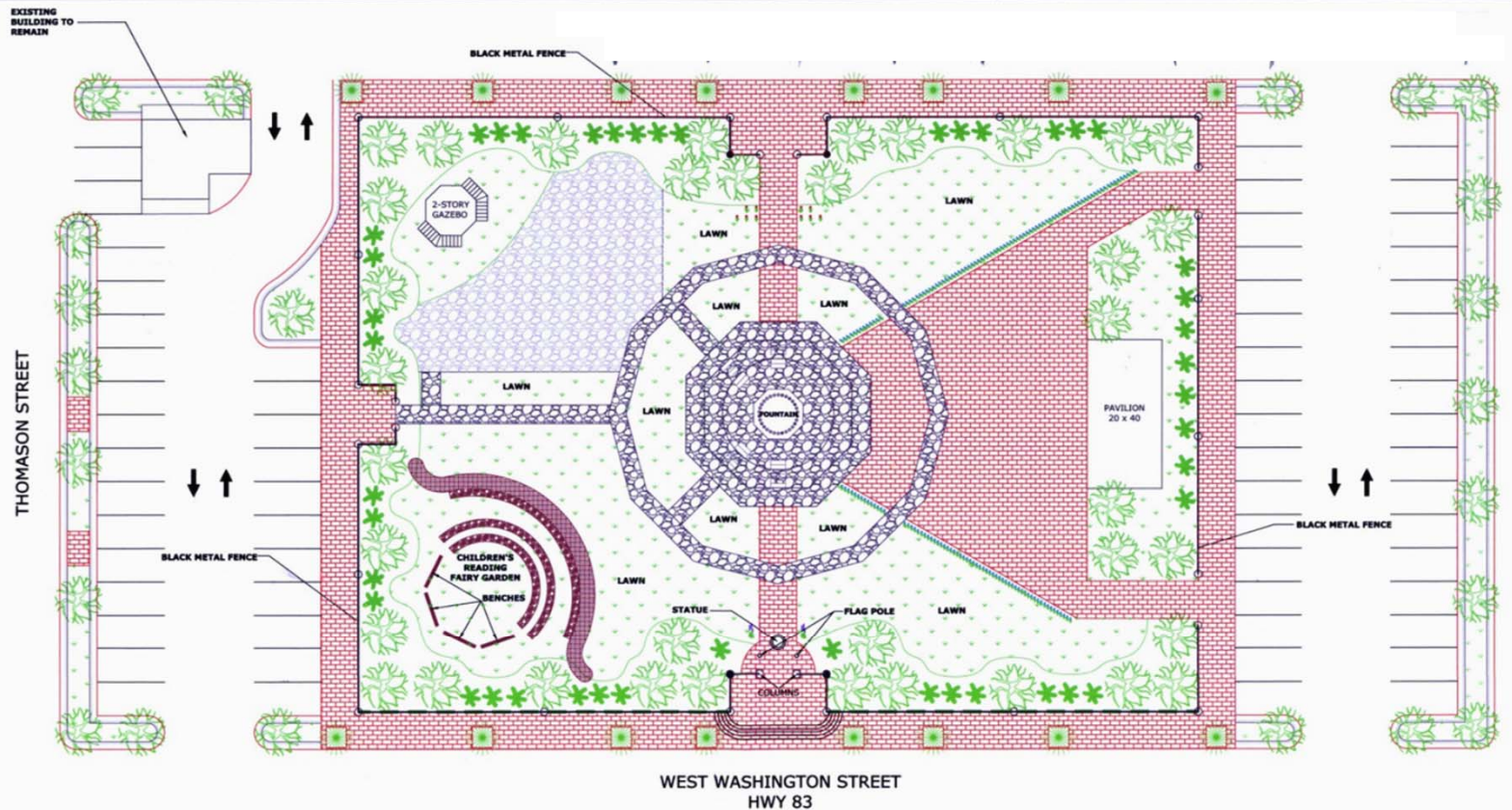
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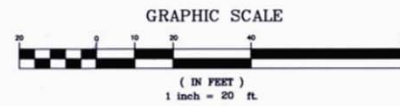


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WEST WASHINGTON STREET  
 HWY 83



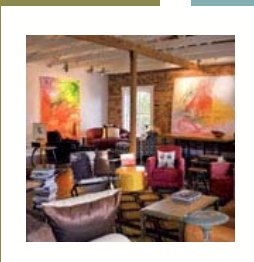
SCHMITT ENGINEERING AND LAND SURVEYING  
 255 NORTH BROAD STREET, WINDER, GEORGIA 30680  
 PHONE: (770)867-6744 FAX: (770)586-5822

CONCEPTUAL PLAN FOR  
**MADISON BICENTENNIAL PARK**

MADISON	MORGAN	GEORGIA
1" = 20 FEET	03078	1 OF 1

OCT 21, 2003







**Dilson & Associates**  
 LANDSCAPE ARCHITECTS & LAND PLANNERS  
 10 FORTUNE DRIVE II, MARETTA, GA 30056  
 PHONE 770-497-1006 FAX 770-497-3664

**MADISON TOWN PARK**  
 CONCEPT PLAN  
 FEBRUARY, 2005

**THE CITY OF MADISON**  
 132 North Main Street  
 Madison, Georgia 30650  
 (706) 342-1251





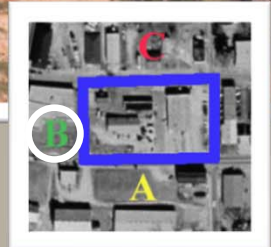
# Acquisition

## OPENSOURCE AS A CATALYST FOR INVESTMENT

- Concrete Block Garage
- Minimal Modern Grocery Store
- Strip Center Second-Hand Store
- Sad Historic Building w/ Seamstress
- Overhead Powerlines
- 2001 Intentions & Assembly
- 2002 Opportunity - \$1.2 Million
- 2004 Acquisition - \$1.4 Million
- 2004 Demolition
- 2005 > Fundraising

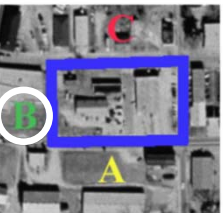
	Amount	Notes
DDA of Madison	\$ 525,000	DDA Proceeds from Other Projects
City of Madison	\$ 420,000	\$60,000/yr. via Intergovernmental Agreement
Private Donations	\$ 455,000	\$75, \$50, \$330
<b>TOTAL</b>	<b>\$1,400,000</b>	<b>Assembly of 2 City Blocks – No Condemnation</b>

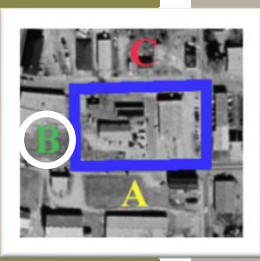
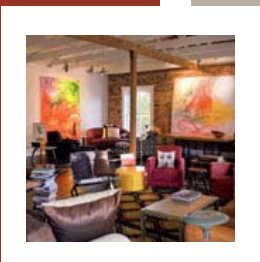






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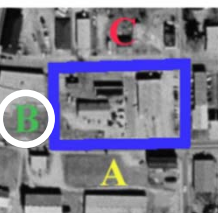




# The Icehouse Warehouse

## INVESTMENT B

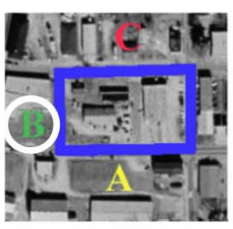
- 20,000 sq.ft. footprint
- 1 Acre ~ 1 City Block
- 15+ Year Vacancy
- Historic Industrial Property
- Railroad Proximity
- Prior Contractor for DDA
- Non-Resident Investor
- Proactive Recruitment
- Purchased @ Park Vision Stage
- Donated \$75,000 to Park
- Mixed Use Development
- Proximity Parking & Sidewalks



	Investment B	Investment C	Investment A	TOTAL
Improved Sq.Ft.	34,575	-	-	-
Residences	8	-	-	-
Businesses	6	-	-	-
Employees	32	-	-	-

BROUGHT IRON FENCE ATOP GRANITE BLOCK WALL (TYP)

WEST WASHINGTON STREET





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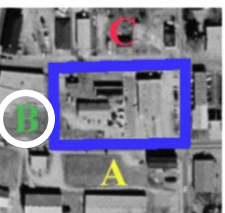




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# The Icehouse Warehouse

## INVESTMENT B

2004

\$669,811 Tax Base

20,000 Square Feet

0 Residents

0 Enterprises

0 Jobs

2008

\$4,290,605 Tax Base

34,575 Square Feet

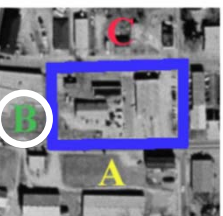
8 Units/12 Residents

6 Enterprises

32 Jobs

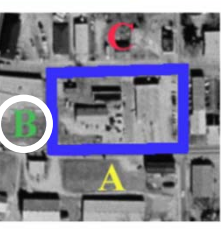
BROUGHT IRON FENCE ATOP  
GRANITE BLOCK WALL (TYP.)

WEST WASHINGTON STREET



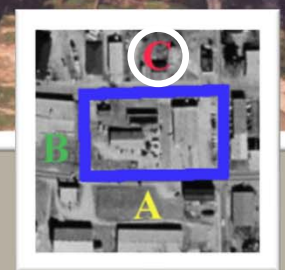


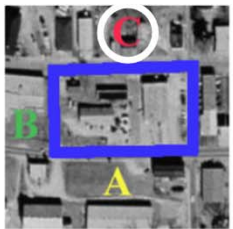
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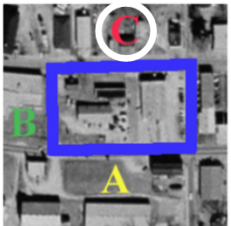




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# Jefferson Square Parkside

## INVESTMENT C

- Surplus City Property
- 1 ½ Acre ~ 1 ½ City Blocks
- Cleared Year Before by City
- Historic District
- Beyond Real CBD
- Partner w/ DDA Town Park
- Non-Resident Investor
- Proactive Plan
- Purchased @ Park Plan Stage
- Donated \$330,000 to Park
- No Bid & Take-Down Schedule
- Permanent Parking & Sidewalks

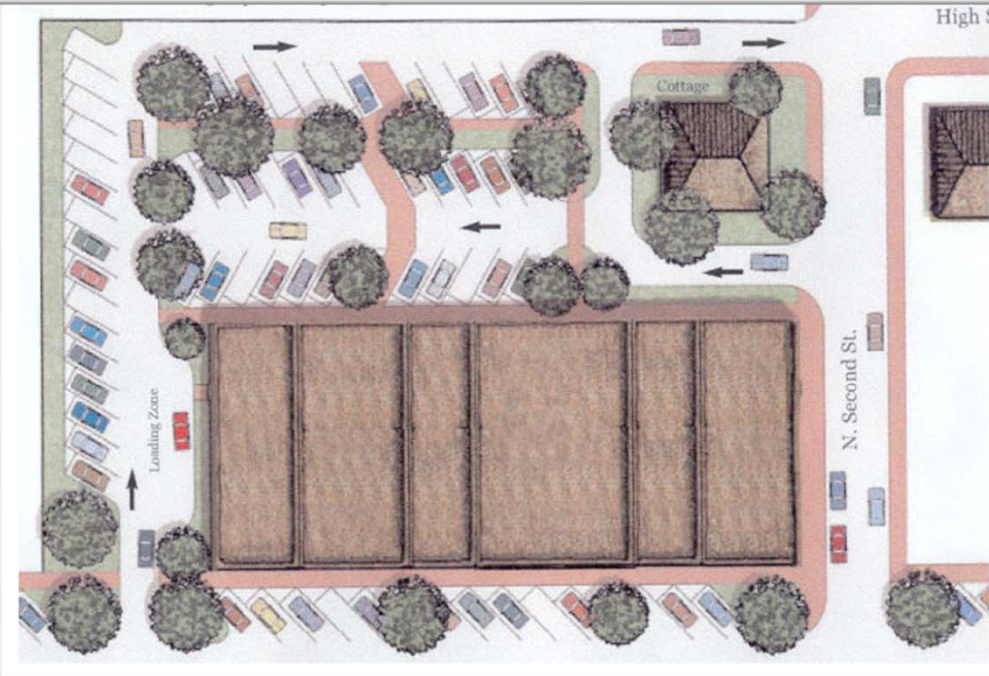
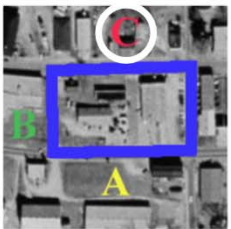
	Investment B	Investment C	Investment A	TOTAL
Improved Sq.Ft.	34,575	43,300	-	-
Residences	8	7	-	-
Businesses	6	13	-	-
Employees	32	52	-	-





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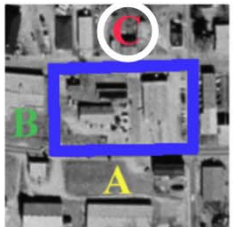
Street

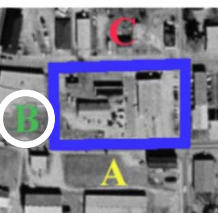






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# Jefferson Square Parkside

## INVESTMENT C

2004

\$123,096 Tax Base\*\*

0 Square Feet

0 Residents

0 Enterprises

0 Jobs

4 Parking Spaces

2008

\$5,557,669 Tax Base

43,300 Square Feet

7 Units/8 Residents

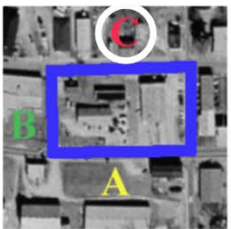
13 Enterprises

52 Jobs

50+ Parking Spaces

BROUGHT IRON FENCE ATOP  
GRANITE BLOCK WALL (TYP.)

WEST WASHINGTON STREET



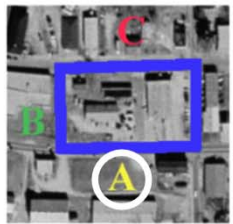


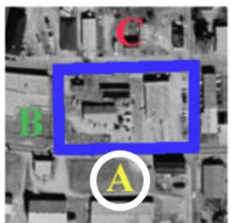
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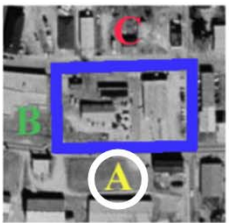










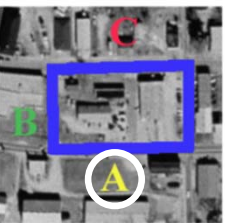


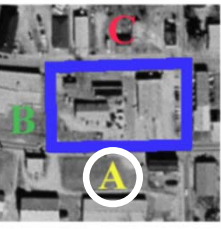
# Madison Markets & J.Madison Inn

## INVESTMENT A

- Part of the Avado Fire Sale
- 3 City Blocks
- 3 Warehouses – 1 Historic
- Historic District & Railroad Proximity
- Beyond Real CBD
- Prior DDA Member / Resigned
- Resident Investor
- Purchased @ Park Vision Stage
- M Market @ Park Vision Stage
- Donated \$50,000 to Park
- JM Inn @ Park Plan Stage
- Proximity Parking & Sidewalks

	Investment B	Investment C	Investment A	TOTAL
Improved Sq.Ft.	34,575	43,300	76,160	-
Residences	8	7	12	-
Businesses	6	13	26	-
Employees	32	52	74	-





**SITE PLAN  
 MADISON MARKETS**  
 SCALE: 1" = 40'  
 0 40 80 120

ROUND BOWL SPRINGS PARK  
 AND HISTORIC MADISON CEMETERIES

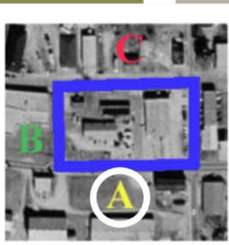
REVISIONS BY


**Dunn & Associates**  
 LANDSCAPE ARCHITECTS & LAND PLANNERS  
 1000 W. BROADWAY, SUITE 1000  
 ATLANTA, GA 30338  
 TEL: 404.525.1100

SITE PLAN  
**MADISON MARKETS**  
 MADISON, GA

DRAWN  
 A.M.  
 CHECKED  
 B.L.DONI  
 DATE  
 01.05  
 SCALE  
 1" = 40'  
 JOB NO.  
 10-100  
 SHEET

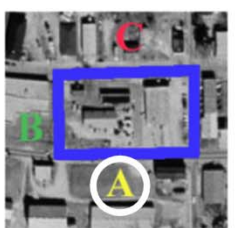
**L-1**  
 OF 1 SHEETS



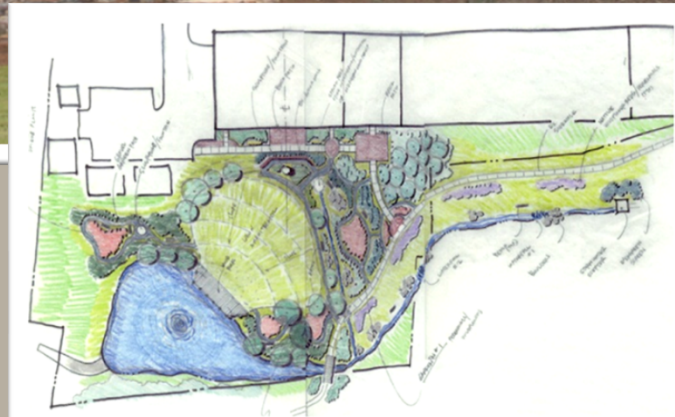


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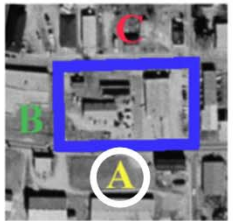


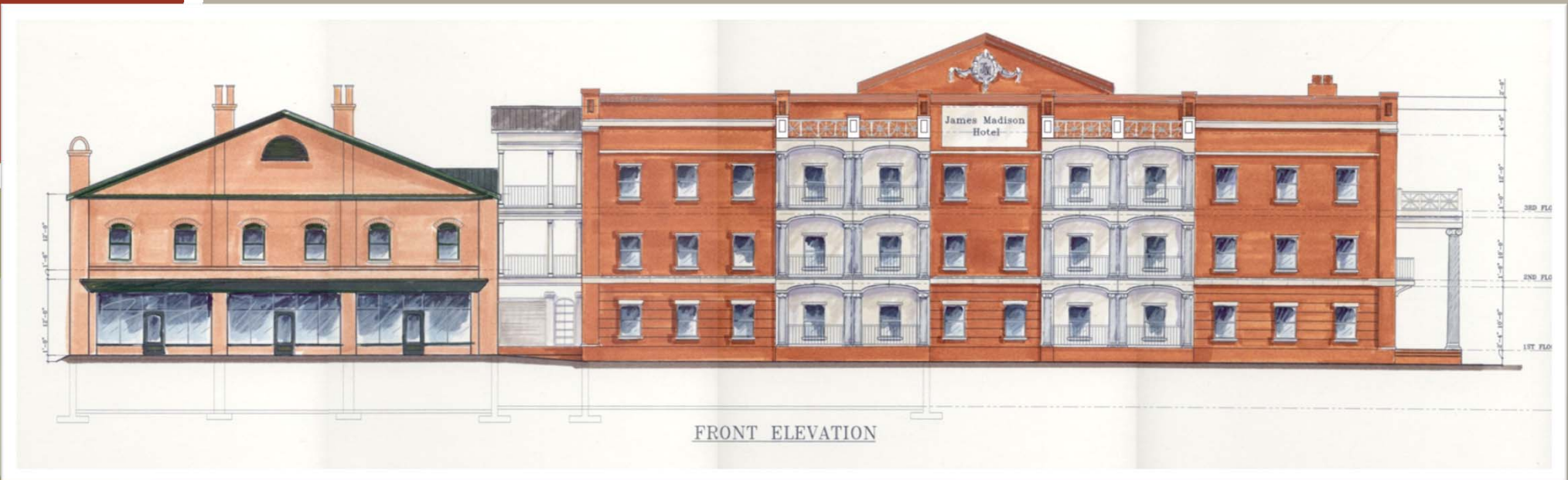
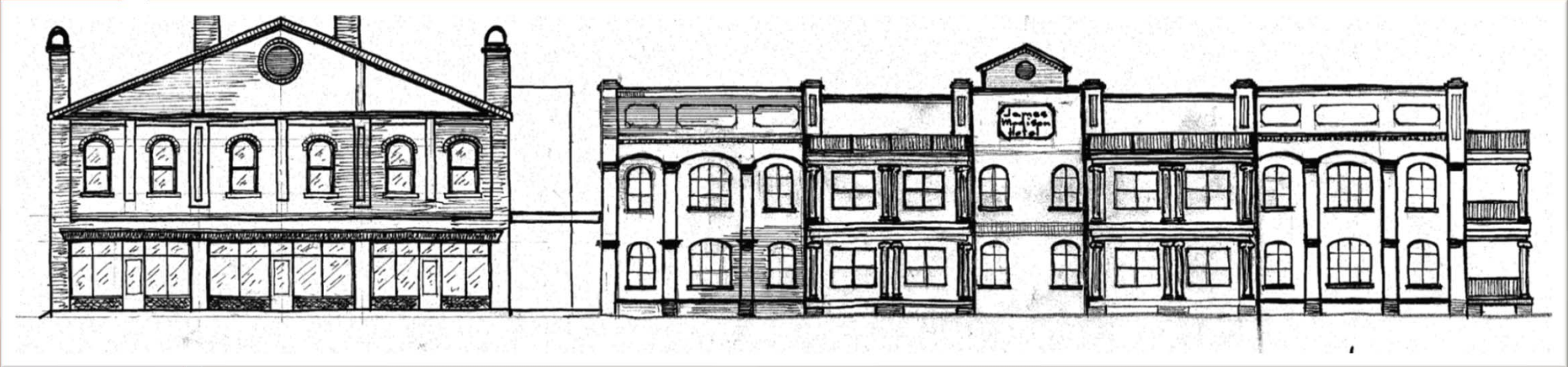


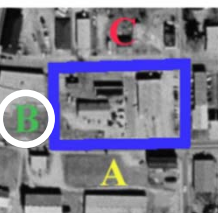


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# Madison Markets & J. Madison Inn

## INVESTMENT A

2004

\$1,419,812 Tax Base

31,600 Square Feet \*

0 Residents

1 Enterprise

2 Jobs

2008

\$11,449,706 Tax Base

76,160 Square Feet

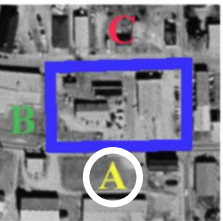
12 Units/20 Residents

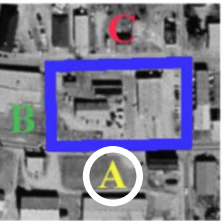
26 Enterprises

74 Jobs

BROUGHT IRON FENCE ATOP  
GRANITE BLOCK WALL (TYP.)

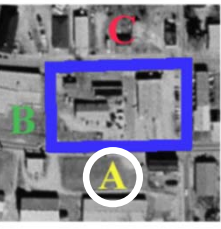
WEST WASHINGTON STREET







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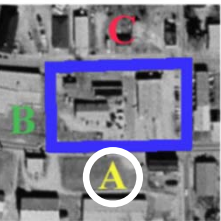
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# TOTAL PRIVATE INVESTMENT

LARGEST INVESTMENT IN PROPERTY FOR CITY OF MADISON  
& MORGAN COUNTY FOR 2 YRS IN A ROW

2004

## Edge Area

- 51,600 sq.ft.
- 0 Residences
- 1 Businesses
- 2 Employees

2008

## 8 Improved Blocks

- 176,500+ sq.ft.
- 27 Units/40 Residents
- 45 Businesses
- 158 Employees

WEST WASHINGTON STREET



# 914% VALUE INCREASE

LARGEST INVESTMENT IN PROPERTY FOR CITY OF MADISON  
& MORGAN COUNTY FOR 2 YRS IN A ROW

2004

\$2.1 Million Tax Base

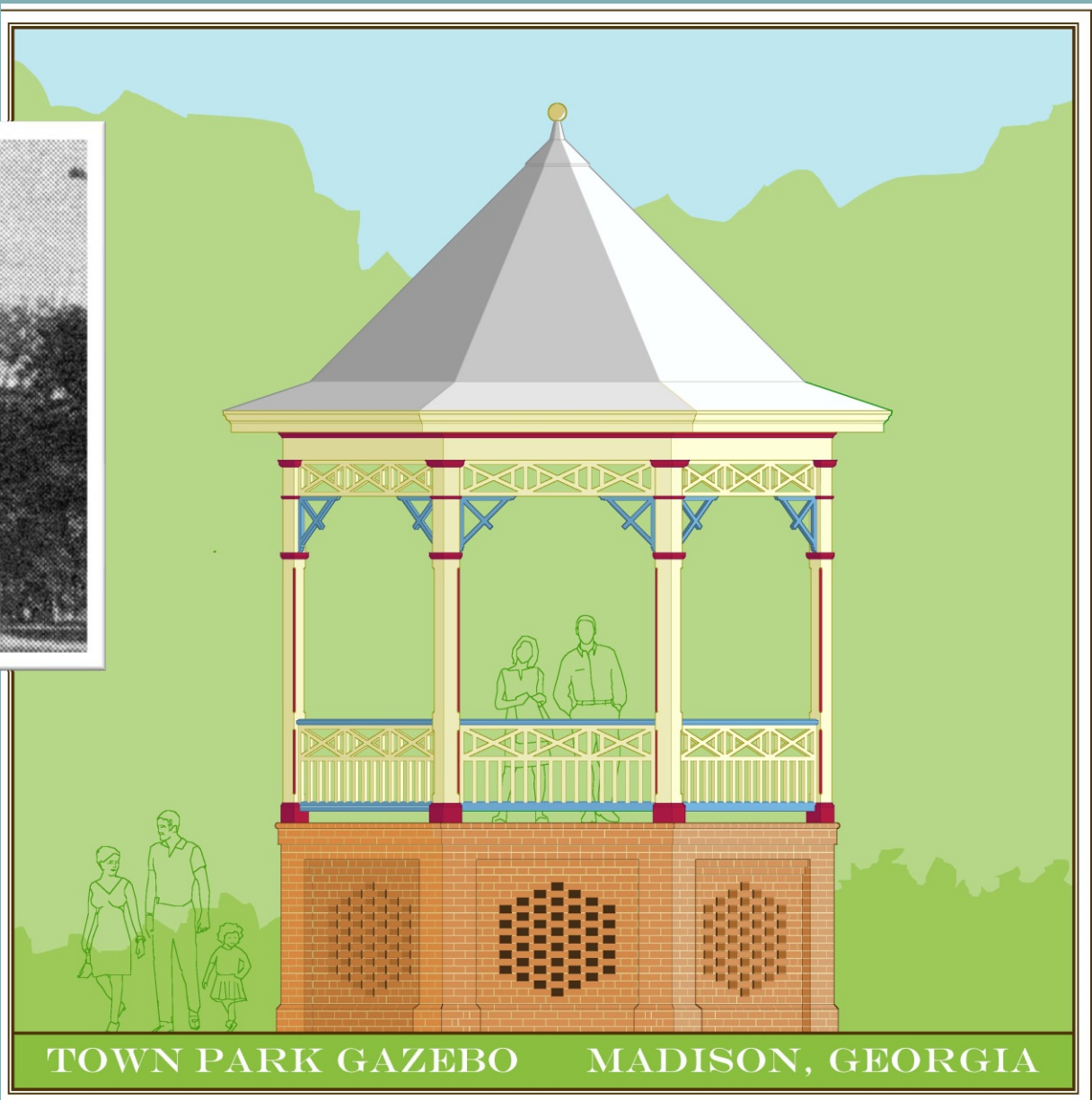
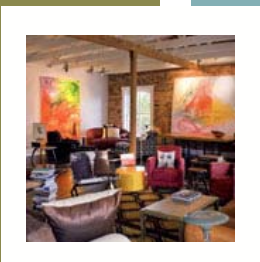
- \$26,281 Taxes
- \$961 STD/BID Taxes
- \$3,260 City Taxes

2008

\$21.3 Million Tax Base

- \$211,561 Taxes
- \$6,321 STD/BID Taxes
- \$29,707 City Taxes

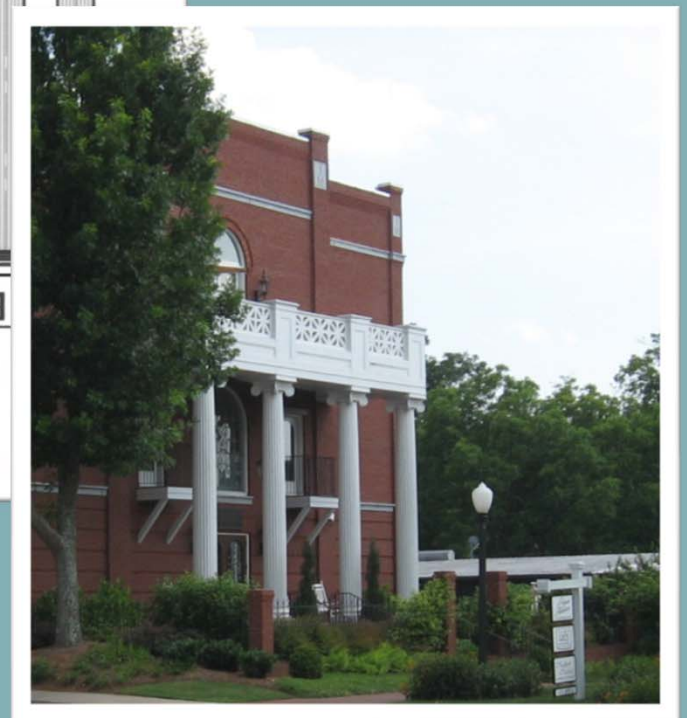
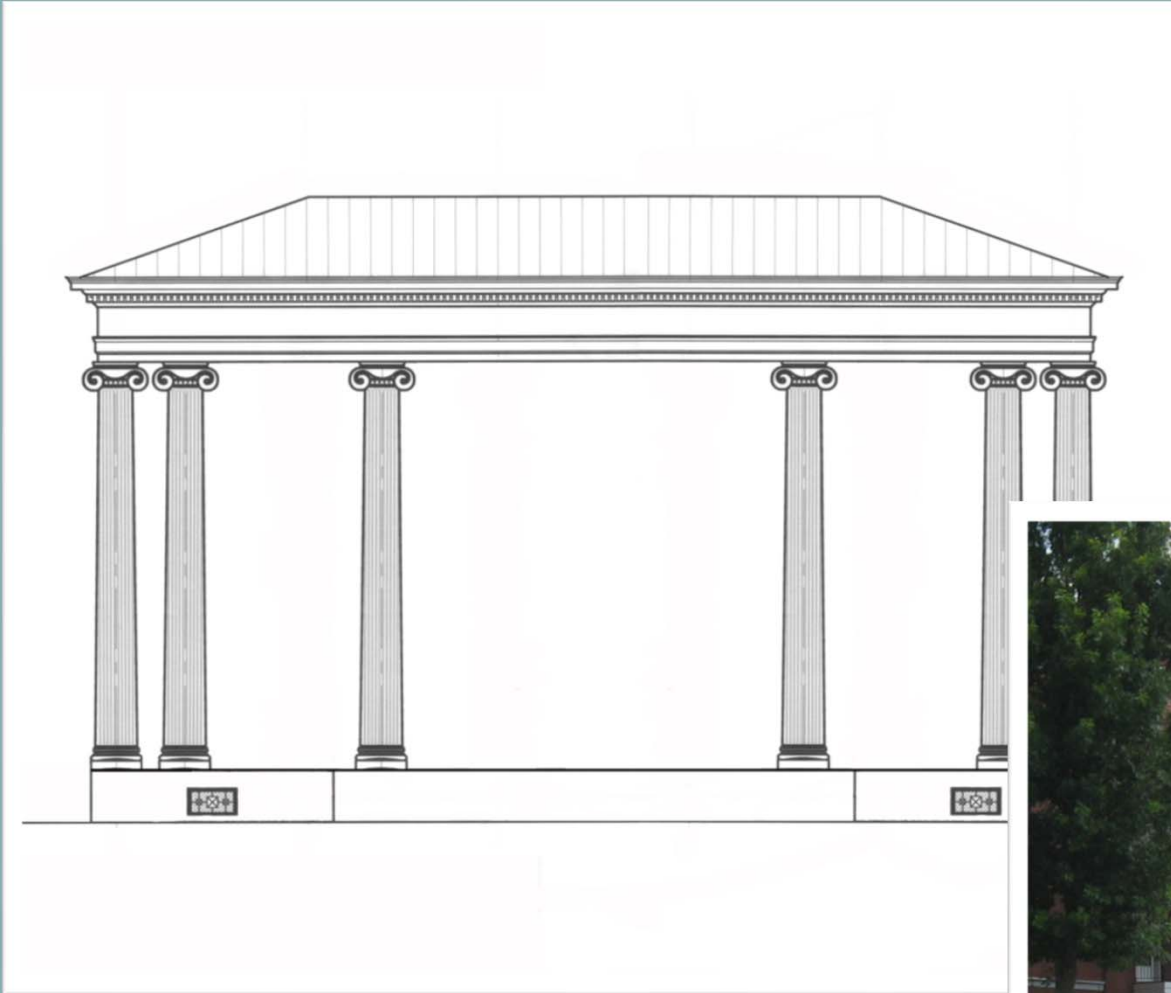
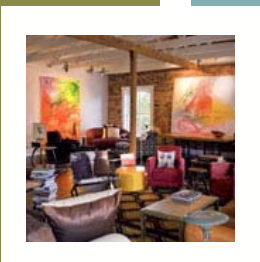




TOWN PARK GAZEBO MADISON, GEORGIA











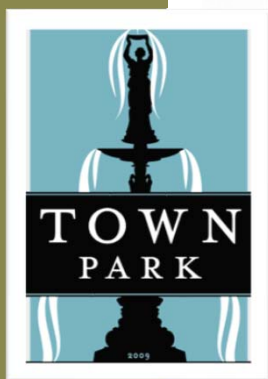


# Development

## OPENSOURCE AS A CATALYST FOR INVESTMENT

- 8 Improved City Blocks
- Underground Power for the Area
- Main Performance Stage
- Public Restrooms
- Downtown Event Venue
- 2005 Fundraising – \$1.4 Million
- 2007 Construction – \$2.9 Million
- 2009 Completion – \$3.1 Million
- 2009 Bicentennial Dedication
- 2012 City Purchase of Asset

	Amount	Notes
Donated Services	\$ 455,000	Architectural, Specialty Construction
Private Donations	\$ 1,080,000	Cash & In-Kind Materials
City Labor & Cash	\$ 420,000	Surrounding Sidewalks, Patio, & \$70,000
SPLOST	\$ 1,000,000	City Purchase
<b>TOTAL</b>	<b>\$3,125,000</b>	<b>Creation of a \$4.5 Million Asset</b>





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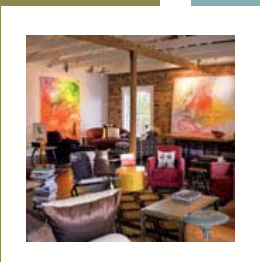


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# Green Infrastructure

## OPENSOURCE AS A CATALYST FOR INVESTMENT

### VISION

The only thing worse than being blind is having sight but no vision. ~ Helen Keller

### PLAN

It takes as much energy to wish as it does to plan. ~ Eleanor Roosevelt

### PATIENT

I'm extraordinarily patient provided I get my own way in the end. ~ Margaret Thatcher



2011 AWARD  
EXCELLENCE IN REHABILITATION  
FOR TOWN PARK COTTAGE



2012 AWARD  
EXCELLENCE IN DESIGN:  
OUTSTANDING NEW CONSTRUCTION  
& "BEST IN SHOW" CASH PRIZE



# Blue Infrastructure

FUNCTIONAL AS A FEATURE: A WORK IN PROGRESS





**MADISON**  
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DOWNTOWN DEVELOPMENT



CONCEPTUAL SITE PLAN

