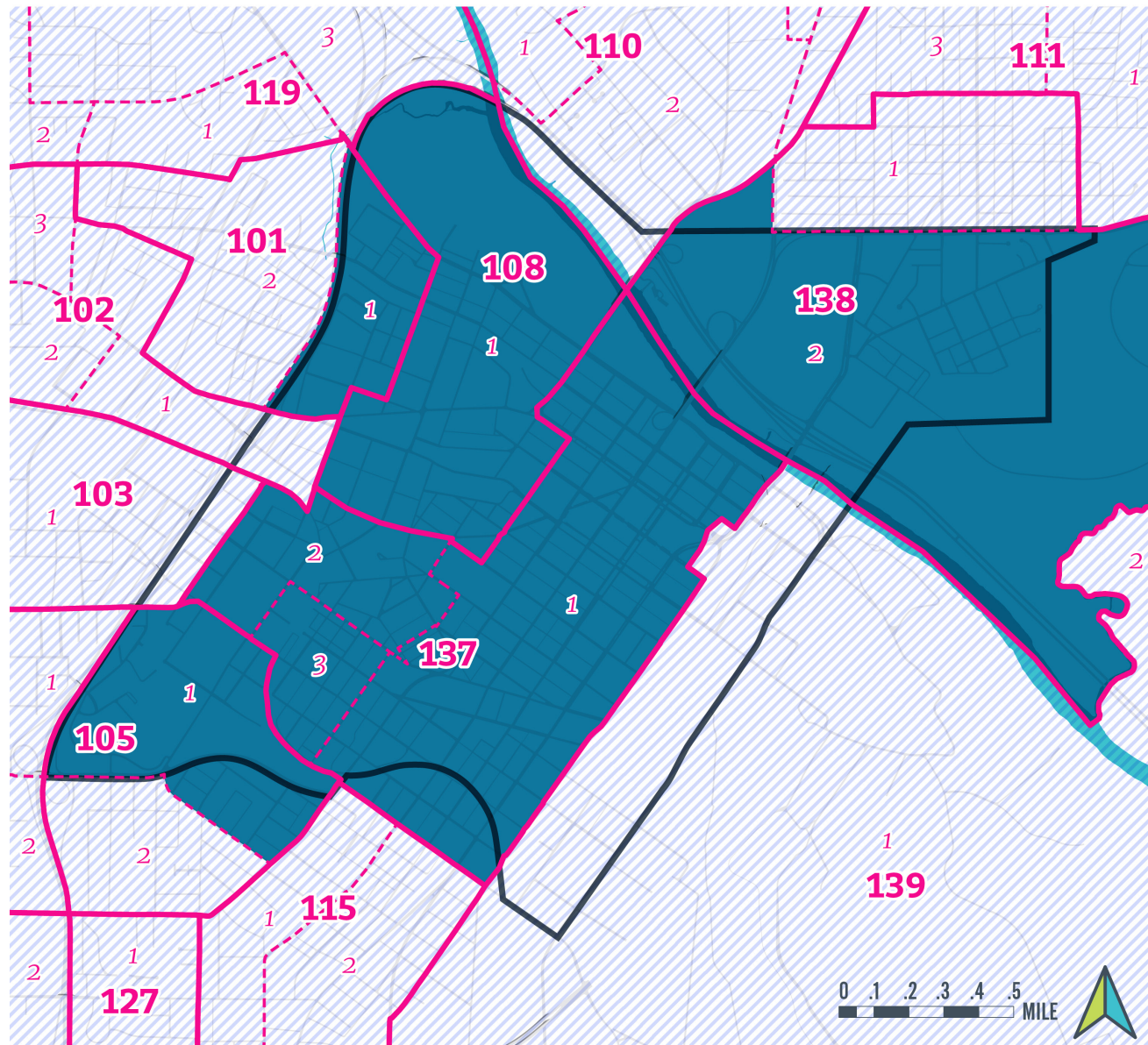




APPENDIX 1

Existing Conditions Analysis.....	A1
Census Data	A2
Summer 2014 Parcel Survey Atlas	A16
Additional ECA Data.....	A28
Planned Investments	A51
Public Input Summary.....	A54
Supporting Recommendations Graphics.....	A88

2010 CENSUS BLOCK GROUPS IN STUDY AREA



Study area calculations include:
 Census Tract 105, Block Group 1;
 Census Tract 137, Block Groups 1, 2 and 3;
 Census Tract 138, Block Group 2;
 Census Tract 101, Block Group 1;
 Census Tract 108, Block Group 1.

- MAP Study Area
- Census Tract Boundary
- Census Block Group Boundary

Source: U.S. Census Bureau

The Urban Core study area spans five Census tracts and includes seven Census block groups.

	Block Group 1, Census Tract 101	Block Group 1, Census Tract 105	Block Group 1, Census Tract 108	Block Group 1, Census Tract 137	Block Group 2, Census Tract 137	Block Group 3, Census Tract 137	Block Group 2, Census Tract 138	TOTAL (All Block Groups)
--	---------------------------------------	---------------------------------------	---------------------------------------	---------------------------------------	---------------------------------------	---------------------------------------	---------------------------------------	--------------------------------

Census 2010

SE:T1. Total Population

Total Population	584	2,723	1,315	1,863	862	508	1,135	8,990
2000*								8,054
Percent Change, 2000–2010								12%

*2000 Block Groups for Calculation include Tract 101, Block Group 1; Tract 105, Block Group 1; Tract 106, Block Group 2–3; Tract 107, Block Group 1; Tract 108, Block Groups 1–2; Census Tract 113, Block Group 1; Census Tract 114, Block Group 1

SE:T2. Population Density (per sq. mile)

Total Population	584	2,723	1,315	1,863	862	508	1,135	8,990
Population Density (per sq. mile)	3,343.0	8,183.6	2,078.7	2,100.4	4,048.6	4,587.6	817.8	2,404.6
Area (Land)	0.17	0.33	0.63	0.89	0.21	0.11	1.39	3.74

SE:T2A. Land Area (sq. miles)

Area Total:	0.17		0.33		0.65		0.90		0.21		0.11		1.48		3.86	
Area (Land)	0.17	100.0%	0.33	100.0%	0.63	97.0%	0.89	98.6%	0.21	100.0%	0.11	100.0%	1.39	93.7%	3.74	96.8%
Area (Water)	0.00	0.0%	0.00	0.0%	0.02	3.0%	0.01	1.4%	0.00	0.0%	0.00	0.0%	0.09	6.3%	0.13	3.2%

SE:T3. Sex

Total Population:	584		2,723		1,315		1,863		862		508		1,135		8,990	
Male	273	46.8%	1,069	39.3%	725	55.1%	1,435	77.0%	397	46.1%	218	42.9%	484	42.6%	4,601	51.2%
Female	311	53.3%	1,654	60.7%	590	44.9%	428	23.0%	465	53.9%	290	57.1%	651	57.4%	4,389	48.8%

SE:T8. Age

Total Population:	584		2,723		1,315		1,863		862		508		1,135		8,990	
Under 5 years	77	13.2%	275	10.1%	31	2.4%	35	1.9%	49	5.7%	41	8.1%	154	13.6%	662	7.4%
5 to 9 years	56	9.6%	89	3.3%	29	2.2%	14	0.8%	30	3.5%	44	8.7%	139	12.3%	401	4.5%
10 to 14 years	32	5.5%	48	1.8%	30	2.3%	11	0.6%	24	2.8%	36	7.1%	109	9.6%	290	3.2%
15 to 17 years	26	4.5%	32	1.2%	17	1.3%	40	2.2%	15	1.7%	18	3.5%	56	4.9%	204	2.3%
18 to 24 years	60	10.3%	1,850	67.9%	302	23.0%	333	17.9%	135	15.7%	84	16.5%	120	10.6%	2,884	32.1%
25 to 34 years	68	11.6%	147	5.4%	345	26.2%	359	19.3%	100	11.6%	77	15.2%	125	11.0%	1,221	13.6%
35 to 44 years	49	8.4%	82	3.0%	135	10.3%	333	17.9%	75	8.7%	56	11.0%	84	7.4%	814	9.1%
45 to 54 years	74	12.7%	91	3.3%	178	13.5%	421	22.6%	96	11.1%	66	13.0%	126	11.1%	1,052	11.7%
55 to 64 years	64	11.0%	64	2.4%	145	11.0%	203	10.9%	145	16.8%	39	7.7%	62	5.5%	722	8.0%
65 and 74 years	54	9.3%	26	1.0%	61	4.6%	69	3.7%	81	9.4%	23	4.5%	65	5.7%	379	4.2%
75 to 84 years	17	2.9%	17	0.6%	33	2.5%	32	1.7%	75	8.7%	19	3.7%	52	4.6%	245	2.7%
85 years and over	7	1.2%	2	0.1%	9	0.7%	13	0.7%	37	4.3%	5	1.0%	43	3.8%	116	1.3%

	Block Group 1, Census Tract 101		Block Group 1, Census Tract 105		Block Group 1, Census Tract 108		Block Group 1, Census Tract 137		Block Group 2, Census Tract 137		Block Group 3, Census Tract 137		Block Group 2, Census Tract 138		TOTAL (All Block Groups)	
--	---------------------------------------	--	---------------------------------------	--	---------------------------------------	--	---------------------------------------	--	---------------------------------------	--	---------------------------------------	--	---------------------------------------	--	--------------------------------	--

Census 2010

SE:T55. Hispanic Or Latino Origin By Race

Total population:	584		2,723		1,315		1,863		862		508		1,135		8,990	
Not Hispanic or Latino:	575	98.5%	2,639	96.9%	1,277	97.1%	1,711	91.8%	854	99.1%	485	95.5%	1,117	98.4%	8,658	96.3%
White alone	7	1.2%	1,138	41.8%	962	73.2%	786	42.2%	524	60.8%	73	14.4%	67	5.9%	3,557	39.6%
Black or African American alone	561	96.1%	1,333	49.0%	260	19.8%	895	48.0%	303	35.2%	398	78.4%	1,027	90.5%	4,777	53.1%
American Indian and Alaska Native alone	0	0.0%	7	0.3%	1	0.1%	3	0.2%	1	0.1%	0	0.0%	2	0.2%	14	0.2%
Asian alone	0	0.0%	106	3.9%	21	1.6%	6	0.3%	10	1.2%	8	1.6%	0	0.0%	151	1.7%
Native Hawaiian and Other Pacific Islander alone	0	0.0%	3	0.1%	1	0.1%	4	0.2%	0	0.0%	0	0.0%	0	0.0%	8	0.1%
Some Other Race alone	0	0.0%	3	0.1%	7	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10	0.1%
Two or More Races	7	1.2%	49	1.8%	25	1.9%	17	0.9%	16	1.9%	6	1.2%	21	1.9%	141	1.6%
Hispanic or Latino:	9	1.5%	84	3.1%	38	2.9%	152	8.2%	8	0.9%	23	4.5%	18	1.6%	332	3.7%
White alone	1	0.2%	45	1.7%	26	2.0%	108	5.8%	5	0.6%	5	1.0%	1	0.1%	191	2.1%
Black or African American alone	1	0.2%	11	0.4%	5	0.4%	7	0.4%	0	0.0%	0	0.0%	0	0.0%	24	0.3%
American Indian and Alaska Native alone	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asian alone	0	0.0%	2	0.1%	2	0.2%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	5	0.1%
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	0.0%	0	0.0%	1	0.1%	0	0.0%	2	0.4%	0	0.0%	3	0.0%
Some Other Race alone	6	1.0%	13	0.5%	4	0.3%	33	1.8%	3	0.4%	12	2.4%	7	0.6%	78	0.9%
Two or More Races	1	0.2%	13	0.5%	1	0.1%	2	0.1%	0	0.0%	4	0.8%	10	0.9%	31	0.3%

SE:T68. Housing Units

Housing units	299		541		1,058		549		596		247		408		3,698	
---------------	-----	--	-----	--	-------	--	-----	--	-----	--	-----	--	-----	--	-------	--

SE:T69. Tenure

Occupied housing units:	226		524		849		452		507		205		327		3,090	
Owner Occupied	55	24.3%	43	8.2%	169	19.9%	56	12.4%	132	26.0%	57	27.8%	61	18.7%	573	18.5%
Renter occupied	171	75.7%	481	91.8%	680	80.1%	396	87.6%	375	74.0%	148	72.2%	266	81.4%	2,517	81.5%

SE:T44. Median Age By Sex

Median age:	29.9		20.2		30.1		38.6		45.4		28.2		24.0		25.4	
Male	28.9		20.0		29.5		38.6		39.2		27.0		17.9		27.5	
Female	30.5		20.3		31.4		38.6		50.7		28.5		29.2		24.5	

	Block Group 1, Census Tract 101	Block Group 1, Census Tract 105	Block Group 1, Census Tract 108	Block Group 1, Census Tract 137	Block Group 2, Census Tract 137	Block Group 3, Census Tract 137	Block Group 2, Census Tract 138	TOTAL (All Block Groups)
--	---------------------------------------	---------------------------------------	---------------------------------------	---------------------------------------	---------------------------------------	---------------------------------------	---------------------------------------	--------------------------------

American Community Survey 2008–2012 (5 Year Estimates)

SE:T57. Median Household Income (In 2012 Inflation Adjusted Dollars)															
Median household income (In 2012 Inflation Adjusted Dollars)	\$17,159		\$9,649		\$30,903		\$16,715		\$31,639		\$13,476		\$16,250		\$19,366
2000* (In 1999Dollars)															\$13,501
2000* (Adjusted for 2012 Dollars)															\$18,605
Percent Change (in 2012 Dollars)															4.00%
*2000 Block Groups for Calculation include Tract 101, Block Group 1; Tract 105, Block Group 1; Tract 106, Block Group 2–3; Tract 107, Block Group 1; Tract108, Block Groups 1–2; Census Tract 113, Block Group 1; Census Tract 114, Block Group 1															
SE:T93. Housing Units															
Housing units	352		504		1,033		603		640		210		508		3,850
SE:T95. Occupancy Status															
Housing units:	352		504		1,033		603		640		210		508		3,850
Occupied	208	59.1%	394	78.2%	742	71.8%	423	70.2%	513	80.2%	183	87.1%	338	66.5%	2,801 72.8%
Vacant	144	40.9%	110	21.8%	291	28.2%	180	29.9%	127	19.8%	27	12.9%	170	33.5%	1,049 27.3%
SE:T104. Median Gross Rent															
Median Gross Rent	\$594		\$270		\$671		\$333		\$566		\$564		\$516		\$565
SE:T105. Median Gross Rent As A Percentage Of Household Income In 2012															
Median Gross Rent as a Percentage of Household Income In 2012	50.0%		35.8%		32.6%		23.3%		31.6%		49.6%		49.5%		34.3%
SE:T112. Median Selected Monthly Owner Costs As A Percentage Of Household Income In 2012 And Mortgage Status															
Median selected monthly owner costs as a percentage of household income:	27.3%		35.9%		16.7%		39.6%		10.4%		34.3%		15.4%		
Housing units with a mortgage			39.6%		16.7%		50.0%		15.2%		34.3%		35.8%		23.1%
Housing units without a mortgage	26.5%		10.0%		16.9%		25.0%		10.0%				10.0%		13.5%
SE:T113. Poverty Status In 2012 Of Families By Family Type By Presence Of Children Under 18 Years															
Families:	152		255		139		142		186		84		212		1,170
Income in 2012 below poverty level:	72	47.4%	197	77.3%	27	19.4%	55	38.7%	8	4.3%	51	60.7%	150	70.8%	560 47.9%
Income in 2012 at or above poverty level	80	52.6%	58	22.8%	112	80.6%	87	61.3%	178	95.7%	33	39.3%	62	29.3%	610 52.1%

	Block Group 1, Census Tract 101		Block Group 1, Census Tract 105		Block Group 1, Census Tract 108		Block Group 1, Census Tract 137		Block Group 2, Census Tract 137		Block Group 3, Census Tract 137		Block Group 2, Census Tract 138		TOTAL (All Block Groups)	
--	---------------------------------------	--	---------------------------------------	--	---------------------------------------	--	---------------------------------------	--	---------------------------------------	--	---------------------------------------	--	---------------------------------------	--	--------------------------------	--

American Community Survey 2008–2012 (5 Year Estimates)

SE:T117. Ratio Of Income In 2012 To Poverty Level

Population for whom poverty status is determined:	657		999		1,388		982		902		470		1,161		6,559	
Under .50	135	20.6%	371	37.1%	296	21.3%	345	35.1%	52	5.8%	182	38.7%	586	50.5%	1,967	30.0%
.50 to .74															* 0	0.0%
.75 to .99															* 0	0.0%
1.00 to 1.49	183	27.9%	48	4.8%	180	13.0%	112	11.4%	219	24.3%	49	10.4%	168	14.5%	959	14.6%
1.50 to 1.99	44	6.7%	178	17.8%	86	6.2%	38	3.9%	33	3.7%	16	3.4%	77	6.6%	472	7.2%
2.00 and over	82	12.5%	63	6.3%	589	42.4%	341	34.7%	513	56.9%	103	21.9%	55	4.7%	1,746	26.6%

SE:T118. Ratio Of Income In 2012 To Poverty Level (Summarized)

Population for whom poverty status is determined:	657		999		1,388		982		902		470		1,161		6,559	
Under 1.00 (Doing Poorly)	348	53.0%	710	71.1%	533	38.4%	491	50.0%	137	15.2%	302	64.3%	861	74.2%	3,382	51.6%
1.00 to 1.99 (Struggling)	227	34.6%	226	22.6%	266	19.2%	150	15.3%	252	27.9%	65	13.8%	245	21.1%	1,431	21.8%
Under 2.00 (Poor or struggling)	575	87.5%	936	93.7%	799	57.6%	641	65.3%	389	43.1%	367	78.1%	1,106	95.3%	4,813	73.4%
2.00 and over (Doing ok)	82	12.5%	63	6.3%	589	42.4%	341	34.7%	513	56.9%	103	21.9%	55	4.7%	1,746	26.6%

SE:T25. Educational Attainment For Population 25 Years And Over

Population 25 Years and over:	301		411		834		1,157		691		400		514		4,308	
Less Than High School	92	30.6%	57	13.9%	99	11.9%	371	32.1%	92	13.3%	155	38.8%	205	39.9%	1,071	24.9%
High School Graduate (includes equivalency)	108	35.9%	173	42.1%	145	17.4%	467	40.4%	218	31.6%	142	35.5%	117	22.8%	1,370	31.8%
Some college	81	26.9%	147	35.8%	253	30.3%	168	14.5%	169	24.5%	82	20.5%	161	31.3%	1,061	24.6%
Bachelor's degree	20	6.6%	4	1.0%	175	21.0%	113	9.8%	125	18.1%	14	3.5%	31	6.0%	482	11.2%
Master's degree	0	0.0%	15	3.7%	55	6.6%	25	2.2%	25	3.6%	7	1.8%	0	0.0%	127	3.0%
Professional school degree	0	0.0%	0	0.0%	91	10.9%	10	0.9%	44	6.4%	0	0.0%	0	0.0%	145	3.4%
Doctorate degree	0	0.0%	15	3.7%	16	1.9%	3	0.3%	18	2.6%	0	0.0%	0	0.0%	52	1.2%

SE:T30. School Dropout Rate For Population 16 To 19 Years

Civilian Population 16 to 19 Years:	41		1,536		167		53		0		67		101		1,965	
Not high school graduate, not enrolled (dropped out)	0	0.0%	0	0.0%	89	53.3%	22	41.5%	0		3	4.5%	0	0.0%	114	5.8%
High school graduate, or enrolled (in school)	41	100.0%	1,536	100.0%	78	46.7%	31	58.5%	0		64	95.5%	101	100.0%	1,851	94.2%

	Block Group 1, Census Tract 101		Block Group 1, Census Tract 105		Block Group 1, Census Tract 108		Block Group 1, Census Tract 137		Block Group 2, Census Tract 137		Block Group 3, Census Tract 137		Block Group 2, Census Tract 138		TOTAL (All Block Groups)	

American Community Survey 2008–2012 (5 Year Estimates)

SE:T128. Means Of Transportation To Work For Workers 16 Years And Over

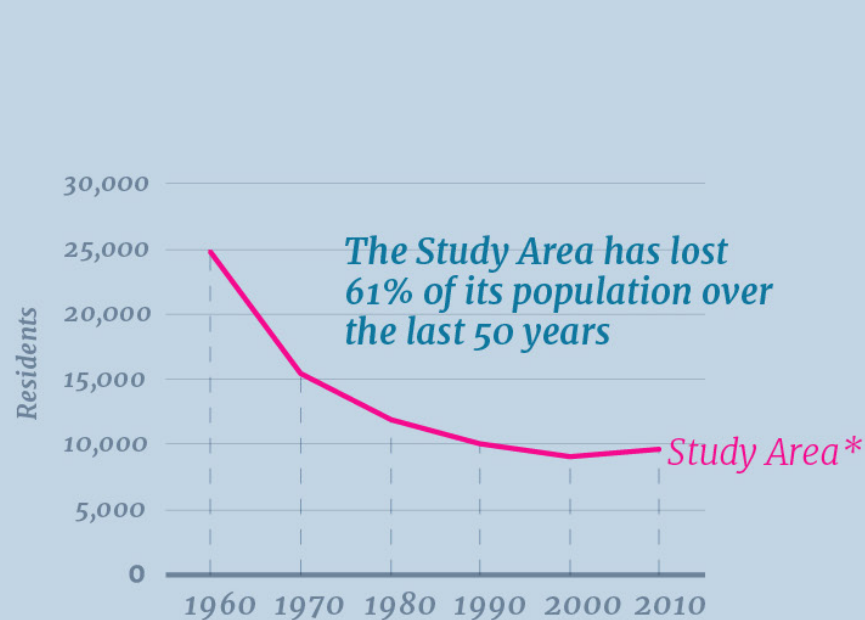
Workers 16 Years and over:	245		507		902		261		423		131		299		2,768	
Car, truck, or van	231	94.3%	279	55.0%	482	53.4%	248	95.0%	371	87.7%	107	81.7%	268	89.6%	1,986	71.8%
Drove Alone	170	69.4%	234	46.2%	440	48.8%	243	93.1%	339	80.1%	91	69.5%	178	59.5%	1,695	61.2%
Carpooled	61	24.9%	45	8.9%	42	4.7%	5	1.9%	32	7.6%	16	12.2%	90	30.1%	291	10.5%
Public transportation (Includes Taxicab)	9	3.7%	14	2.8%	23	2.6%	0	0.0%	19	4.5%	20	15.3%	9	3.0%	94	3.4%
Motorcycle	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bicycle	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	3.1%	0	0.0%	4	0.1%
Walked	5	2.0%	189	37.3%	142	15.7%	4	1.5%	33	7.8%	0	0.0%	22	7.4%	395	14.3%
Other means	0	0.0%	0	0.0%	159	17.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	159	5.7%
Worked at home	0	0.0%	25	4.9%	96	10.6%	9	3.5%	0	0.0%	0	0.0%	0	0.0%	130	4.7%

SE:T129. Travel Time To Work For Workers 16 Years And Over

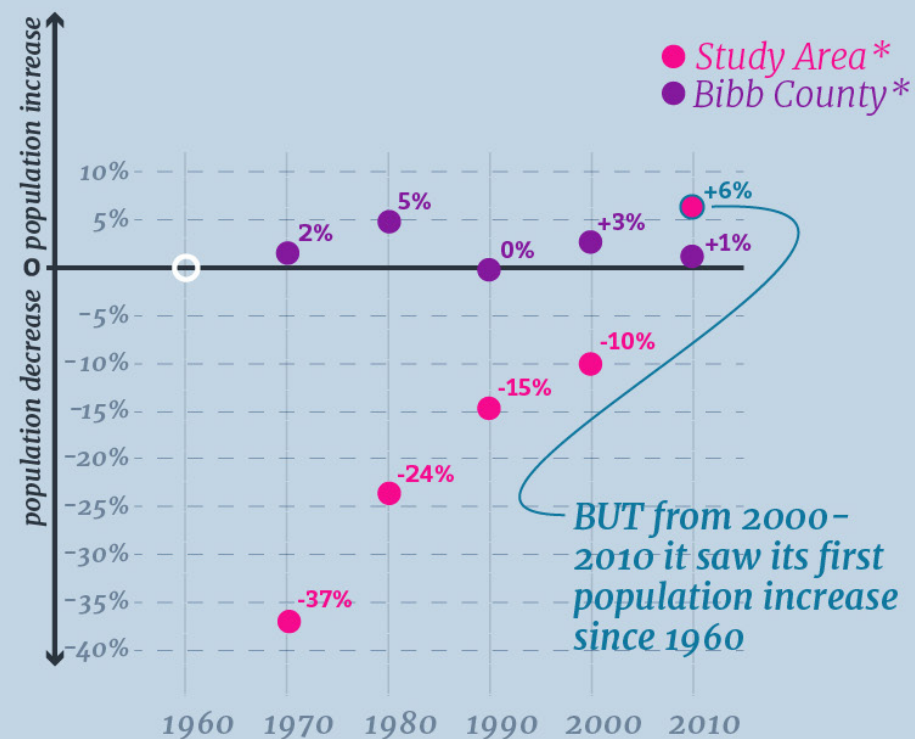
Workers 16 Years and over:	245		507		902		261		423		131		299		2,768	
Did not work at home:	245	100.0%	482	95.1%	806	89.4%	252	96.6%	423	100.0%	131	100.0%	299	100.0%	2,638	95.3%
Less than 10 minutes	93	38.0%	185	36.5%	486	53.9%	166	63.6%	161	38.1%	46	35.1%	11	3.7%	1,148	41.5%
10 to 19 minutes	59	24.1%	165	32.5%	163	18.1%	21	8.1%	132	31.2%	15	11.5%	100	33.4%	655	23.7%
20 to 29 minutes	36	14.7%	78	15.4%	93	10.3%	4	1.5%	91	21.5%	20	15.3%	90	30.1%	412	14.9%
30 to 39 minutes	37	15.1%	36	7.1%	41	4.6%	45	17.2%	27	6.4%	42	32.1%	32	10.7%	260	9.4%
40 to 59 minutes	13	5.3%	8	1.6%	5	0.6%	0	0.0%	12	2.8%	0	0.0%	57	19.1%	95	3.4%
60 to 89 minutes	7	2.9%	0	0.0%	18	2.0%	9	3.5%	0	0.0%	8	6.1%	9	3.0%	51	1.8%
90 or More minutes	0	0.0%	10	2.0%	0	0.0%	7	2.7%	0	0.0%	0	0.0%	0	0.0%	17	0.6%
Worked at home	0	0.0%	25	4.9%	96	10.6%	9	3.5%	0	0.0%	0	0.0%	0	0.0%	130	4.7%

Employment Data available for the City of Macon:

May 2014 - Unemployment Rate 7.9



POPULATION CHANGE OVER TIME

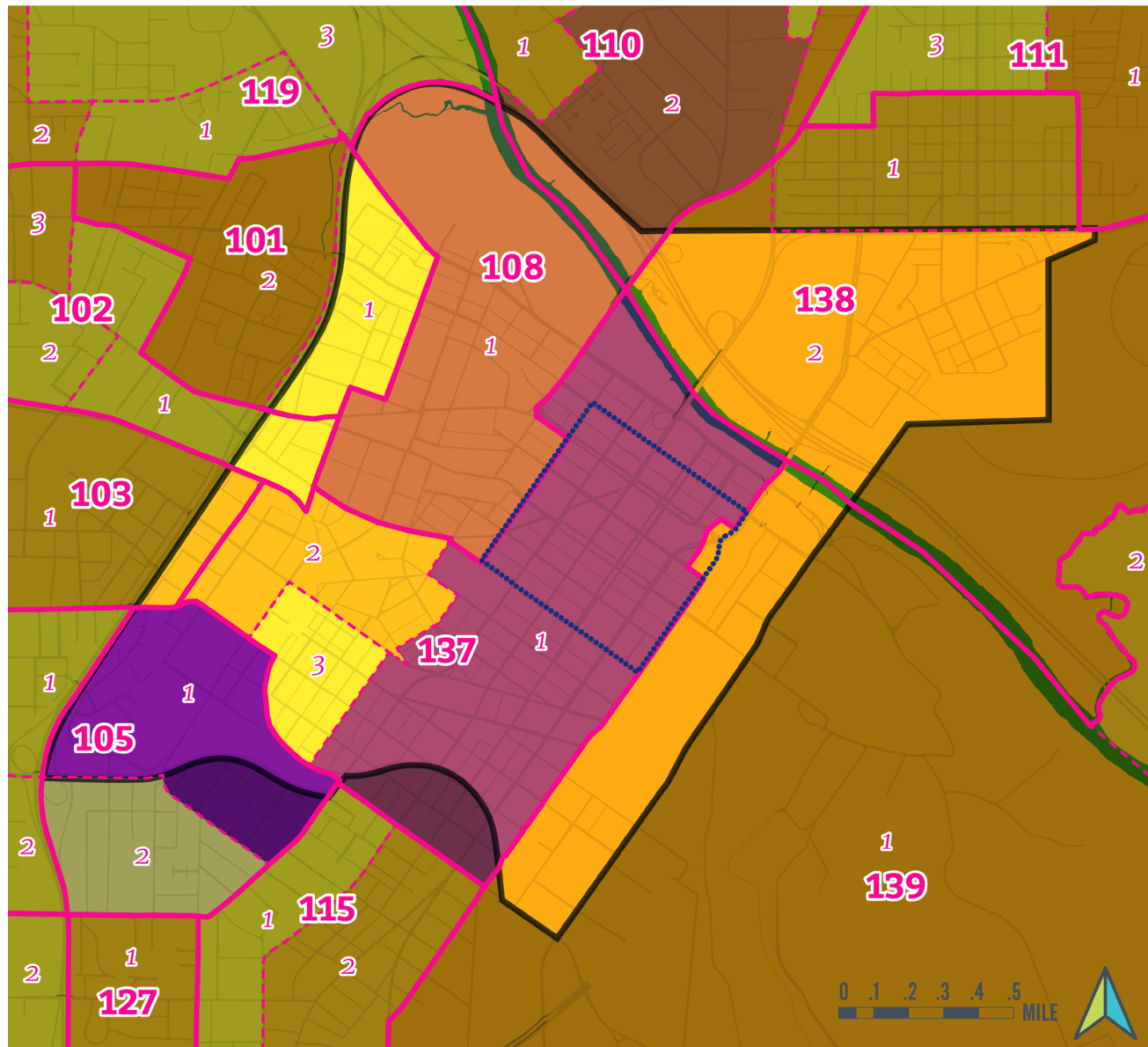


% CHANGE COMPARED TO THE COUNTY

Source: US Census Bureau, Social Explorer

*Calculations for 2010 include Census Tracts 105, 108, 137, 138; for 1990-2000 include Census Tracts 105, 106, 107, 108, 113, 114; for 1970-1980 include 105, 106, 107, 108, 109, 113, 114; for 1960 Census Tracts 40000, 60000, 70000, 80000, 90000, 130000, 140000, 170000.

The Urban Core saw its greatest dip in population from 1960 to 1970, when it lost 37 per cent of its population. The rate of decline slows over subsequent decades, and more recently, the Urban Core experienced a population gain.



TOTAL POPULATION, 2010

total population
in the study area*:

8,990

total population
in the downtown
core:

440

- MAP Study Area
- Census Tract Boundary
- Census Block Group Boundary
- Less than 500
- 500 - 749
- 750 - 999
- 1,000 - 1,249
- 1,250 - 1,499
- 1,750 - 1,999
- 2,500 - 2,750

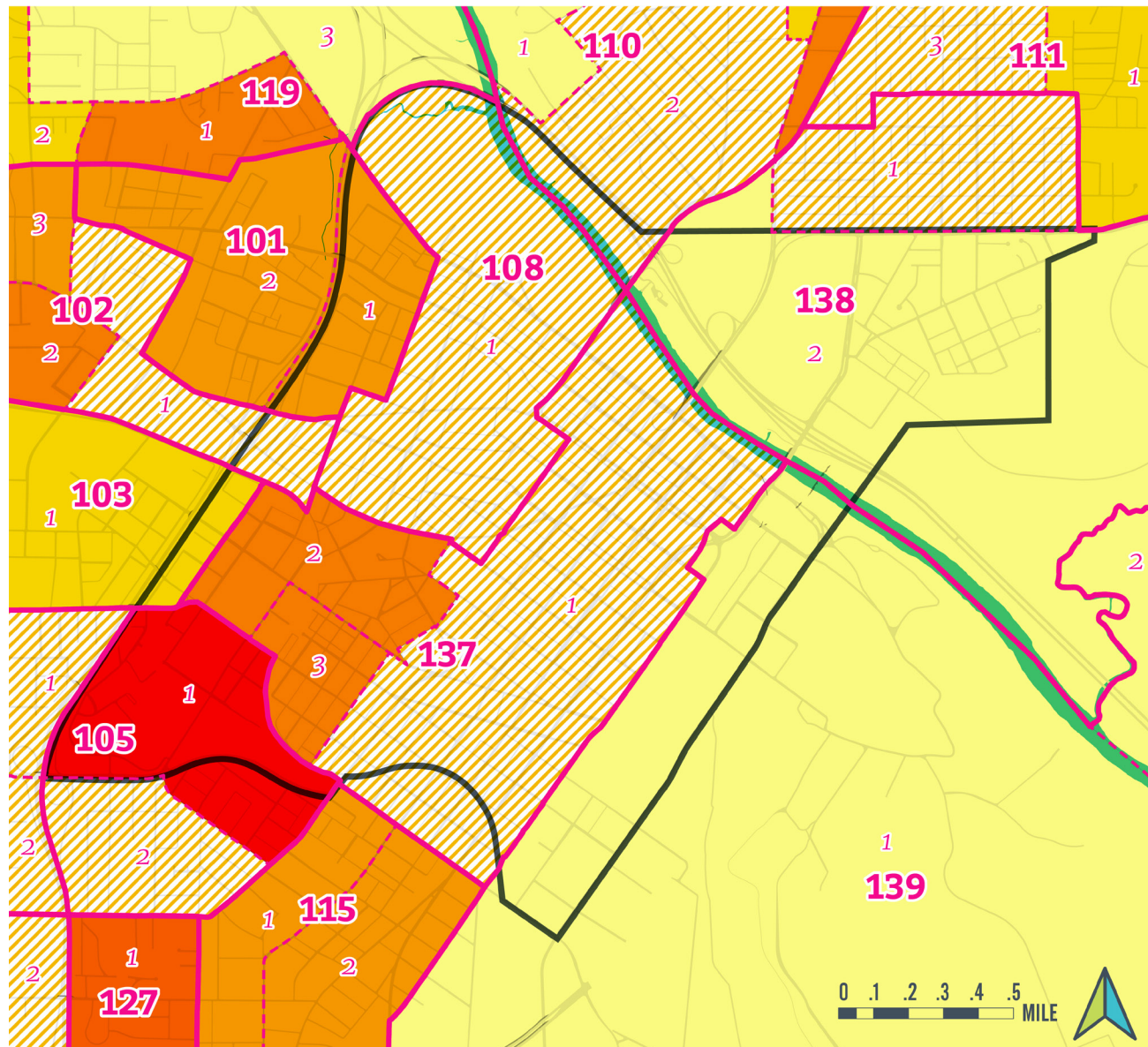
Source: U.S. Census Bureau 2010 Data

* Study area calculations include: Census Tract 105, Block Group 1; Census Tract 137, Block Groups 1, 2 and 3; Census Tract 138, Block Group 2; Census Tract 101 Block Group 1; and Census Tract 108, Block Group 1.

Total population in the Urban Core is currently not enough to support the range of amenities and opening hours desired in an urban downtown experience, such as breakfast/lunch places open on the weekends and CVS or Walgreen stores with the urban format (e.g. includes fresh food).

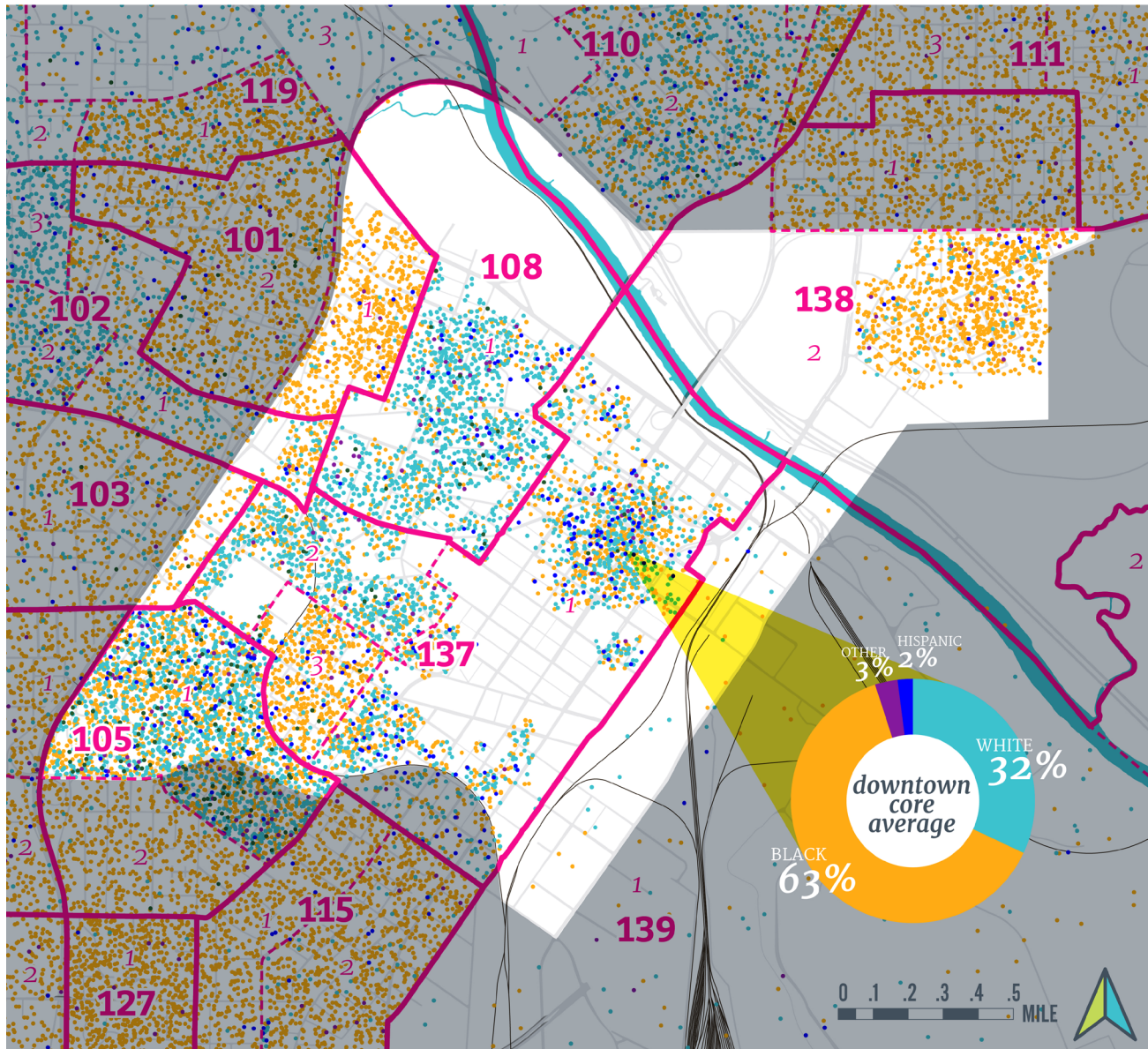
POPULATION DENSITY, 2010

residents per square mile



Source: U.S. Census Bureau 2010 Data

The Census block group around Mercer University has the highest density of residents, whereas East Macon has the lowest density of residents.



Source: U.S. Census Bureau 2010 Data

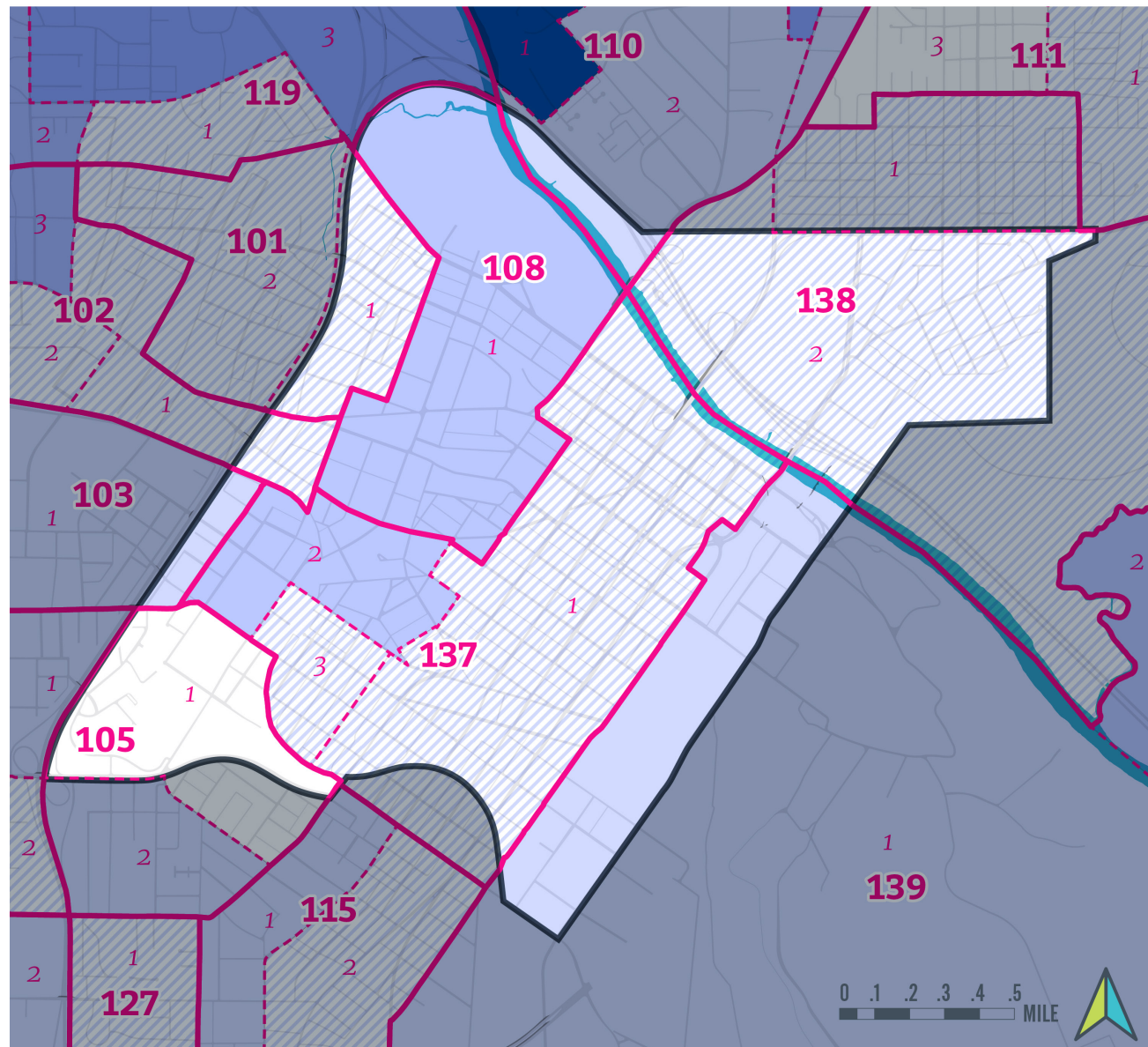
* Study area calculations include: Census Tract 105, Block Group 1; Census Tract 137, Block Groups 1, 2 and 3; Census Tract 138, Block Group 2; Census Tract 101 Block Group 1; and Census Tract 108, Block Group 1.

Data on race and origin indicate clear segregation among the residential neighborhoods in Macon.

MEDIAN HOUSEHOLD INCOME, 2012

*in 2012 inflation
adjusted dollars*

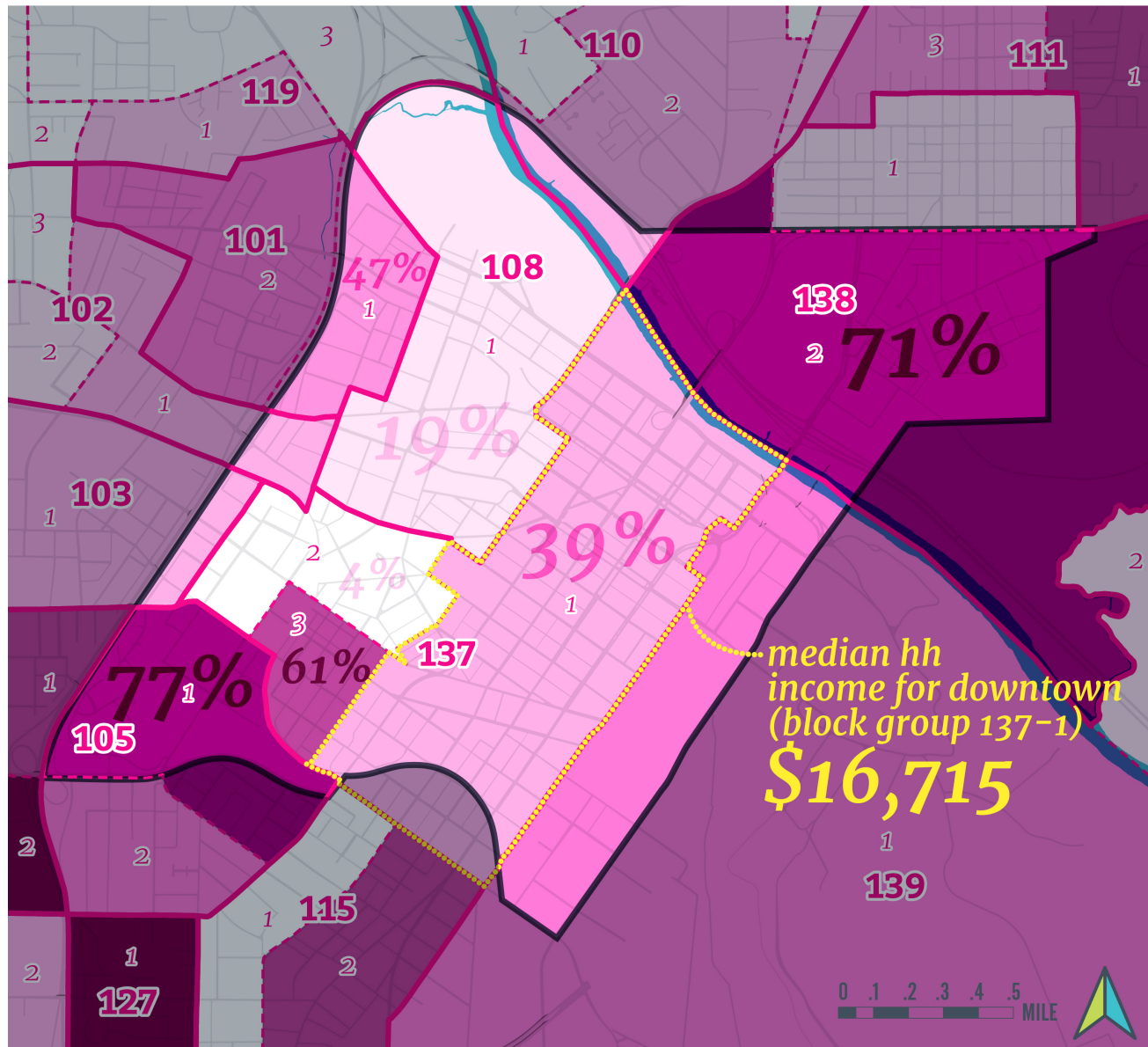
*weighted average
for the study area*:*
\$21,978



- MAP Study Area
- Census Tract Boundary
- Census Block Group Boundary
- Less than \$9,999
- \$10,000 – \$19,999
- \$20,000 – \$29,999
- \$30,000 – \$39,999
- \$40,000 – \$49,999
- \$50,000 – \$59,999
- \$60,000 – \$69,999
- \$70,000 – \$79,999
- \$80,000 – \$89,999
- \$90,000 – \$100,000

Source: American Community Survey 2008 to 2012 (5-Year Estimates); U.S. Census Bureau
 * Study area calculations include: Census Tract 105, Block Group 1; Census Tract 137, Block Groups 1, 2 and 3;
 Census Tract 138, Block Group 2; Census Tract 101, Block Group 1; and Census Tract 108, Block Group 1.

The weighted average of the median household income (\$21,978) is less than half of that for the county as a whole (\$57,108).



PERCENT OF FAMILIES FOR WHOM POVERTY STATUS IS DETERMINED, 2012

percent of total number of families living in poverty in the study area*:

48%

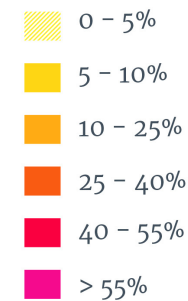
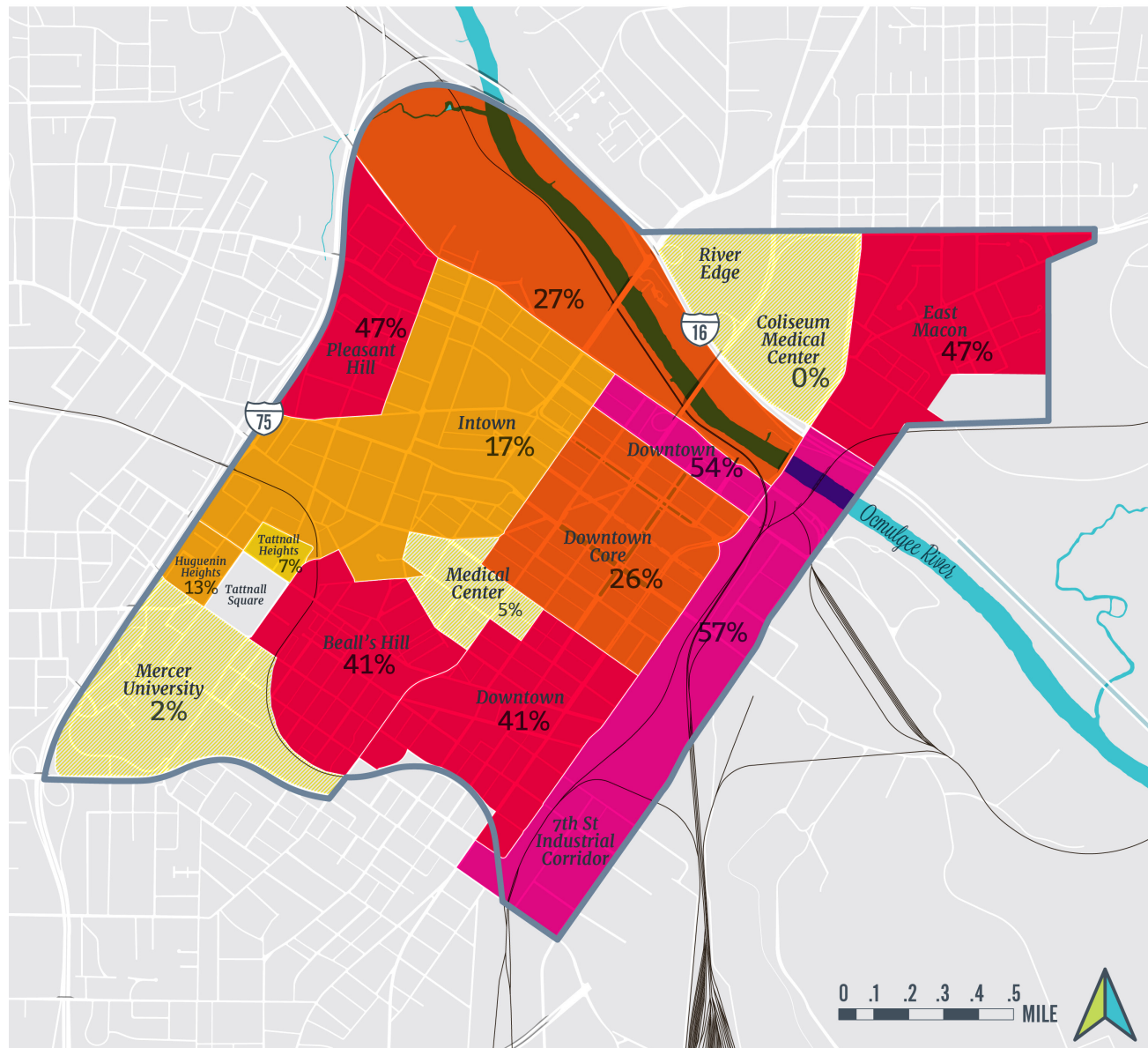
- X Census Tract Boundary
- X Census Block Group Boundary
- Less than 10%
- 10% - 19%
- 20% - 29%
- 30% - 39%
- 40% - 49%
- 50% - 59%
- 60% - 69%
- 70% - 79%
- 80% - 89%

Source: U.S. Census Bureau 2010 Data

* Study area calculations include: Census Tract 105, Block Group 1; Census Tract 137, Block Groups 1, 2 and 3; Census Tract 138, Block Group 2; Census Tract 101, Block Group 1; and Census Tract 108, Block Group 1.

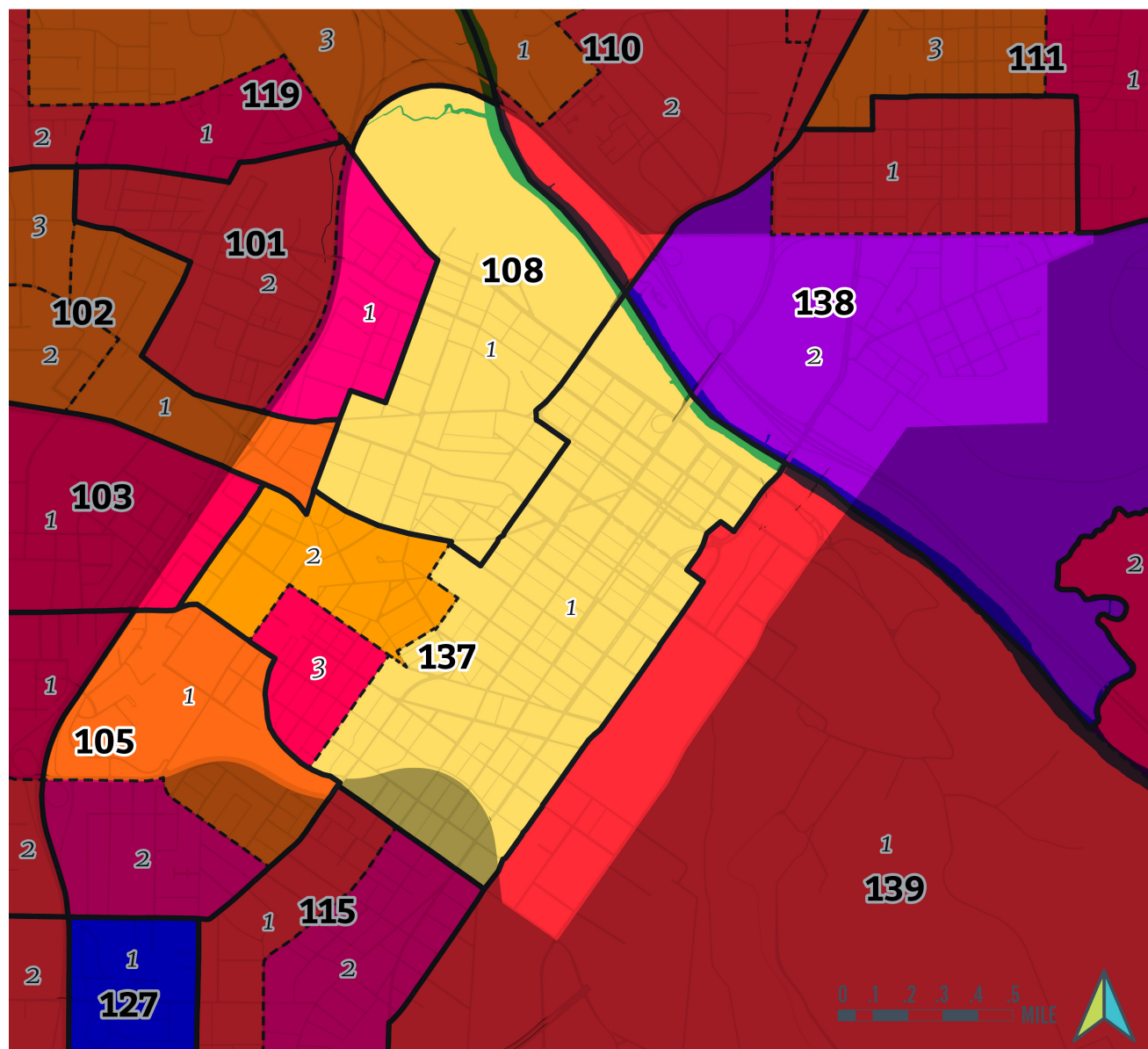
% OF PARCEL AREA THAT IS DISTRESSED*

** includes vacant properties & occupied properties with a 'D' or 'F' building condition*



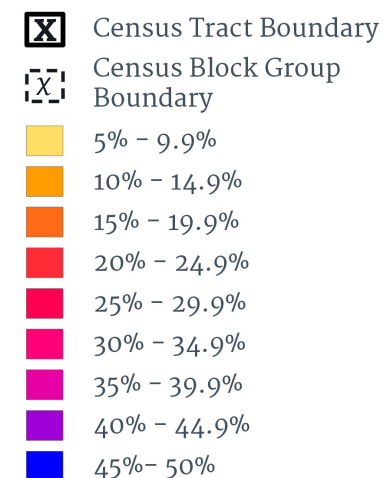
Source: Interface Studio

In those pockets, properties in D (distressed) or F (deteriorated/failing) condition have a near dominance.



% YOUTH, 2010

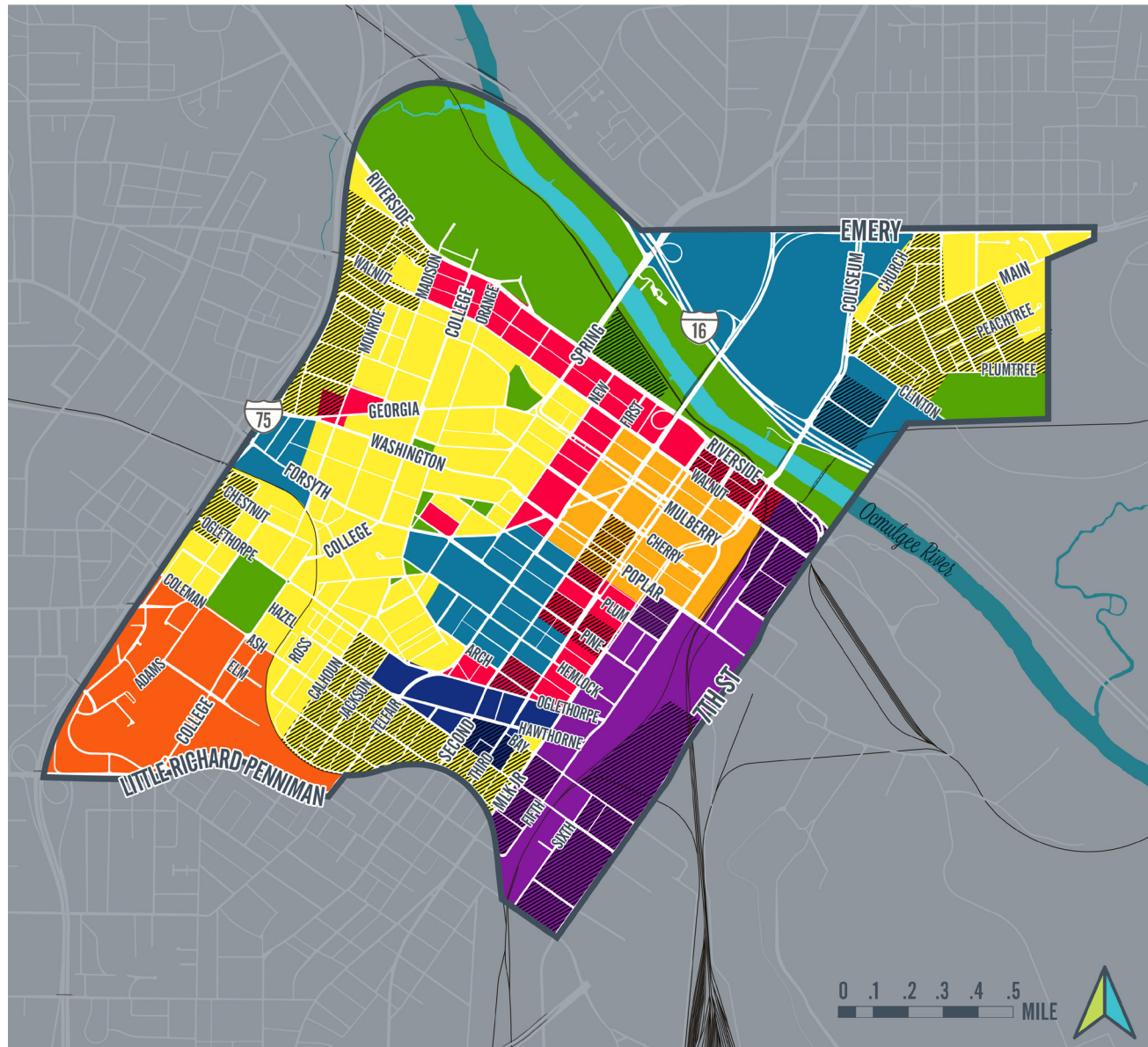
*percent of the
population under
the age of 18*












Source: U.S. Census Bureau 2010 Data

Residential neighborhoods show a higher proportion of youth compared to downtown and Intown.

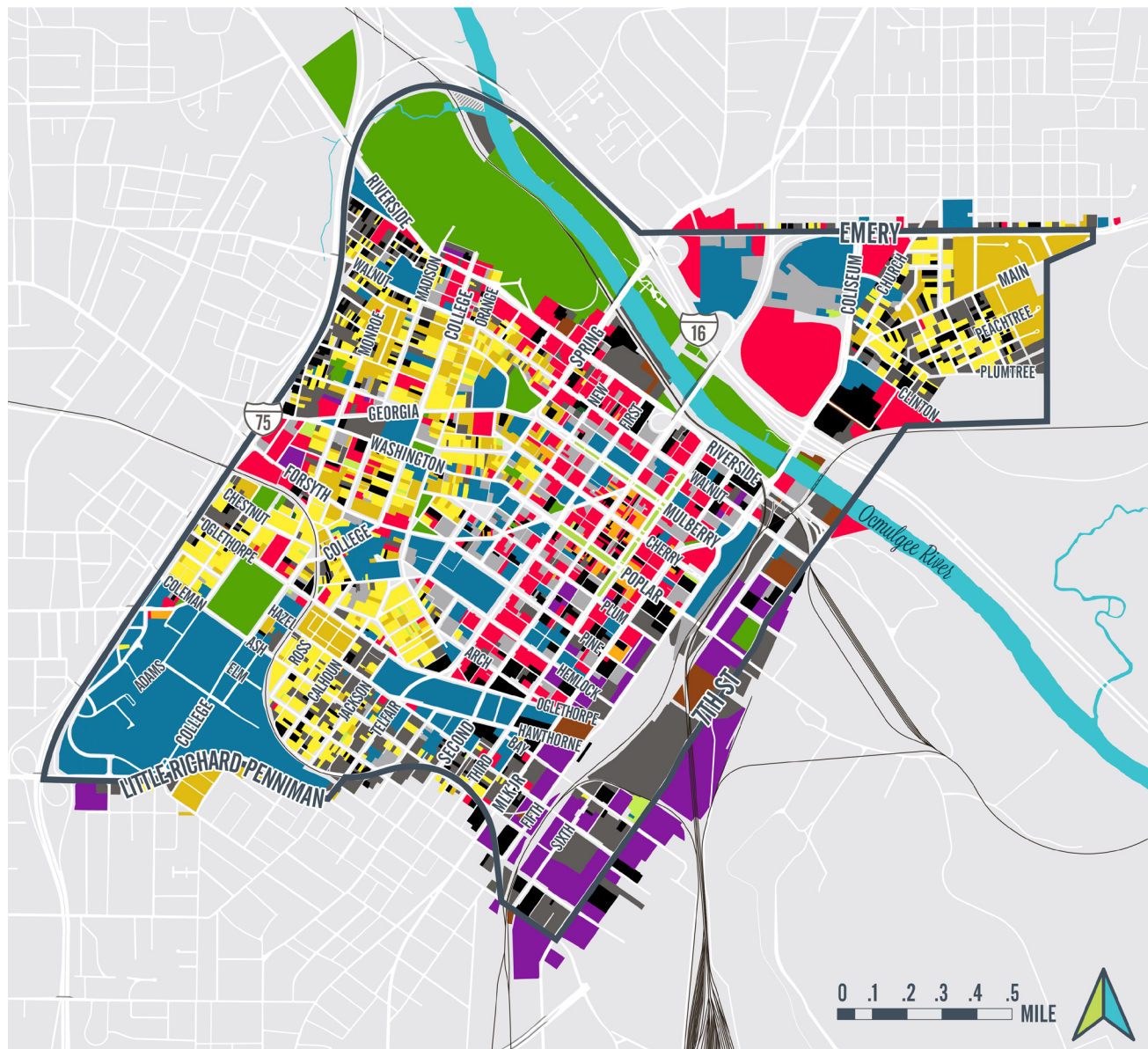
LAND USE SUMMARY



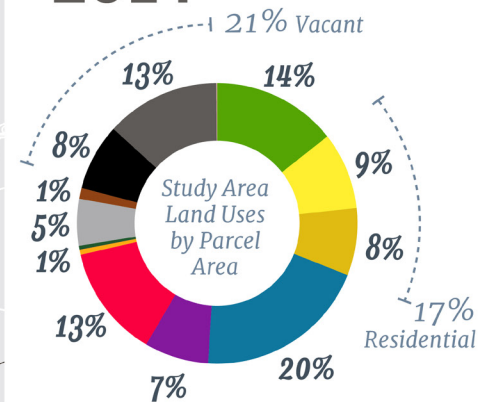
-  vacancy concentrations
-  residential
-  medical related
-  municipal
-  industrial
-  auto-oriented commercial
-  downtown / mixed use
-  park / open space
-  university campus

Source: Spring 2014 Windshield Survey, Interface Studio

The generalized land use map clarifies the prominence of commercial and institutional uses.



LAND USE, 2014



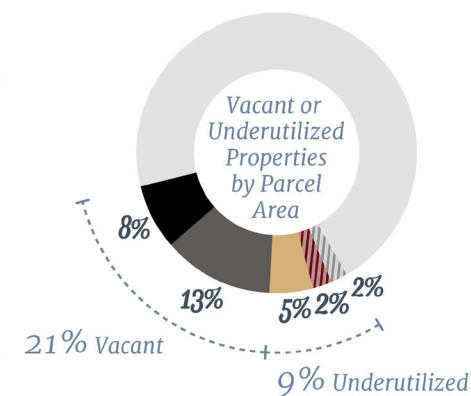
- single family residential
- multi family residential
- institution
- industrial
- commercial
- mixed use
- park /open space
- garden
- side yard
- parking
- utility
- vacant building
- vacant land
- unknown
- rail

Source: Spring 2014 Windshield Survey, Interface Studio

Commercial and institutional are prominent uses in the Urban Core.



VACANCY, 2014



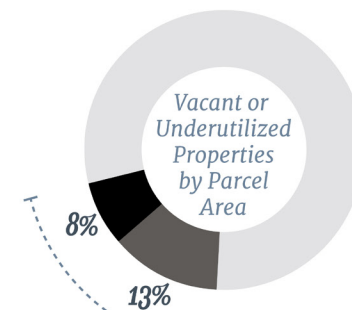
adding in parking, partial vacancy & underutilized lots, 30% of the study area parcels are inactive

- parking
- partial vacancy
- underutilized
- vacant building
- vacant land
- rail

Source: Spring 2014 Windshield Survey, Interface Studio

Inactive uses comprise almost one-third of the study area.

VACANCY, 2014



21% Vacant

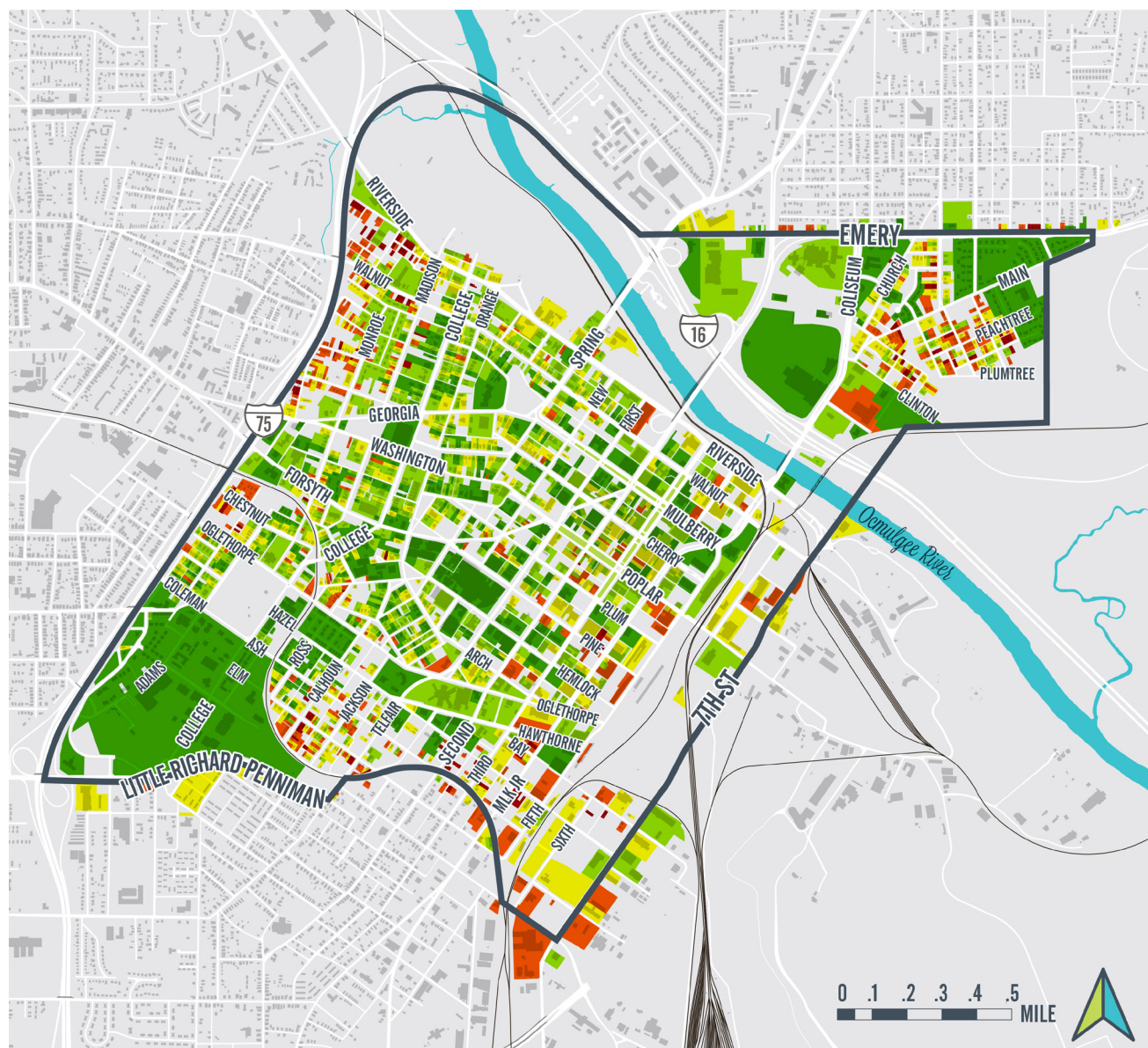
207 acres of vacant land & 121 acres of vacant buildings totaling 328 acres of vacant parcels

- vacant building
- vacant land
- rail

Source: Spring 2014 Windshield Survey, Interface Studio

Vacancy affects one-fifth of the Urban Core.

BUILDING CONDITION, 2014



Source: Spring 2014 Windshield Survey, Interface Studio

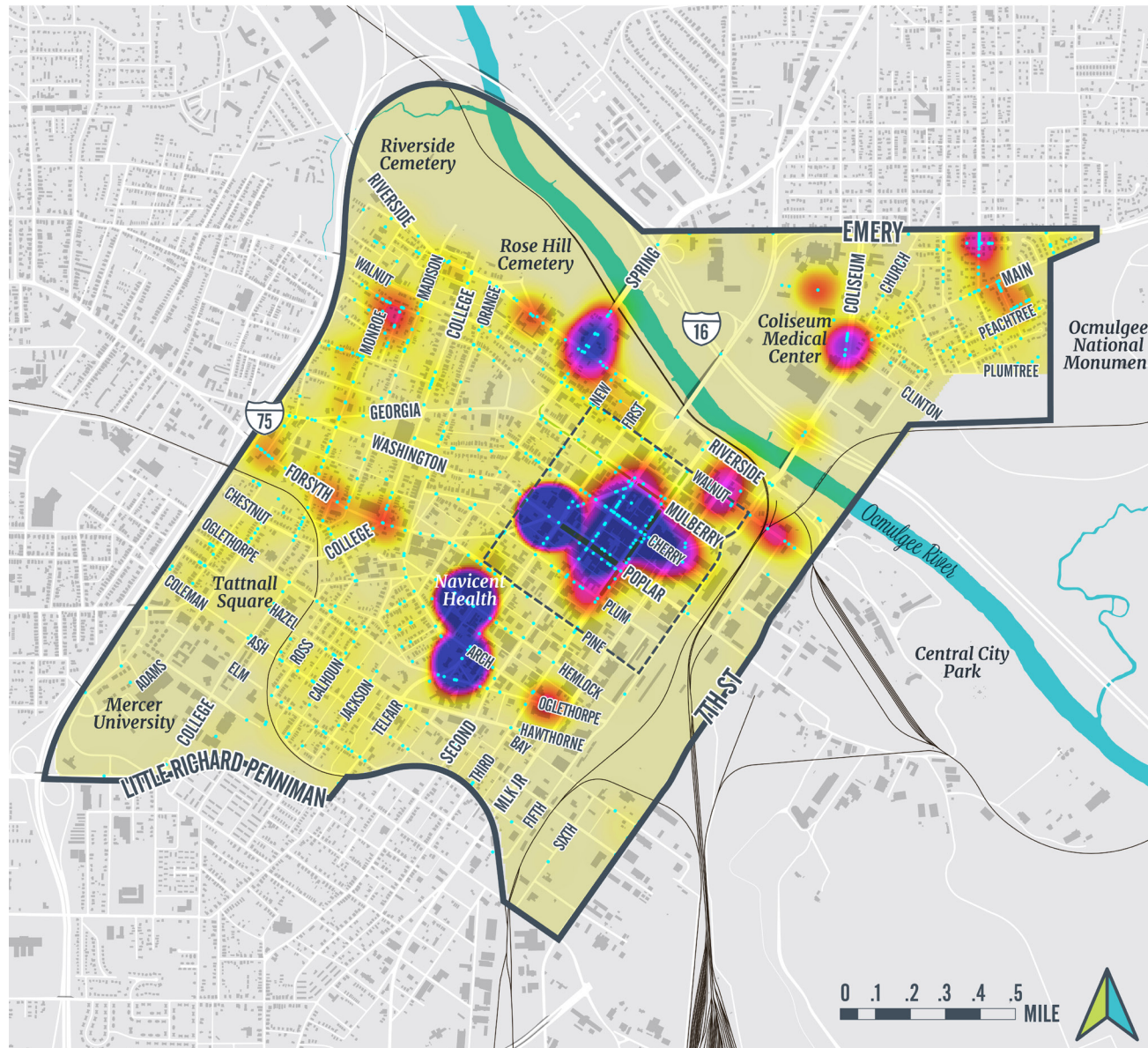
Much of the Urban Core is in good condition, however certain pockets have a high proportion of distressed properties.

Building Condition Ratings Criteria

A	B	C	D	F
NEW OR EXCELLENT	ABOVE AVERAGE OR GOOD	AVERAGE OR FAIR	DISTRESSED	DETERIORATED OR FAILING
<ul style="list-style-type: none"> · GOOD APPEARANCE · NO SIGNS OF DECAY · UNIQUE CHARACTER 	<ul style="list-style-type: none"> · IN NEED OF MINOR (COSMETIC) REPAIRS, SUCH AS A PAINT JOB TOUCH UP 	<ul style="list-style-type: none"> · CORNICE NEEDS REPAIR · BRICKWORK SHOWING SIGNS OF DETERIORATION · NEW PAINT JOB NEEDED · SIDING APPEARS SERIOUSLY WEATHERED 	<ul style="list-style-type: none"> · IN NEED OF MAJOR REHABILITATION · HIGHLY VISIBLE SIGNS OF DECAY · BRICKWORK REQUIRES REPAIR · FAÇADE BOWING 	<ul style="list-style-type: none"> · BAD APPEARANCE · CANNOT BE SALVAGED · REQUIRES DEMOLITION

The criterion used in rating building condition “A” - “F” during the windsheild survey, “A” being new or excellent, “F” being deteriorated or failing.

CRIME HOTSPOTS, 2013

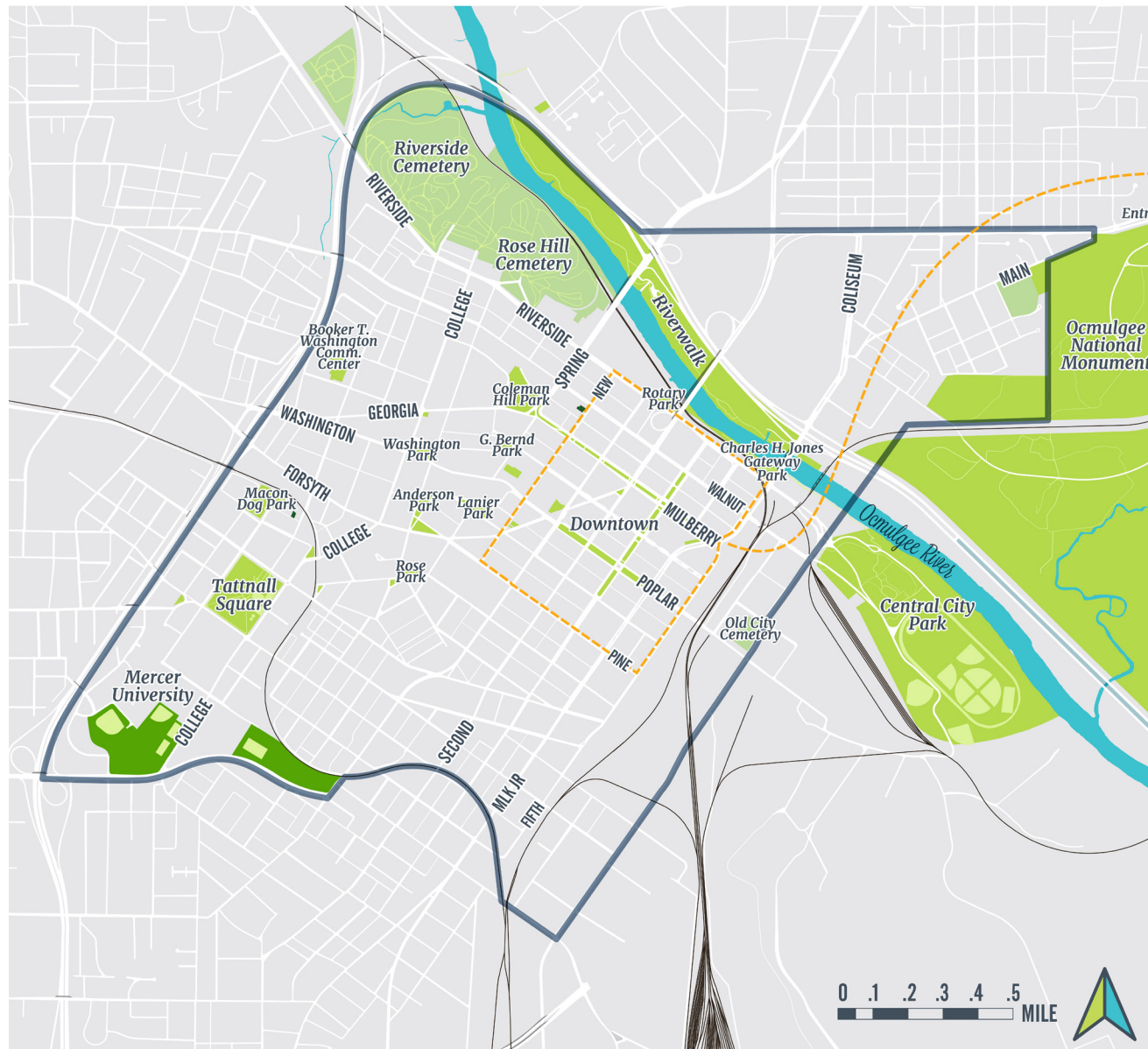


Source: Interface Studio

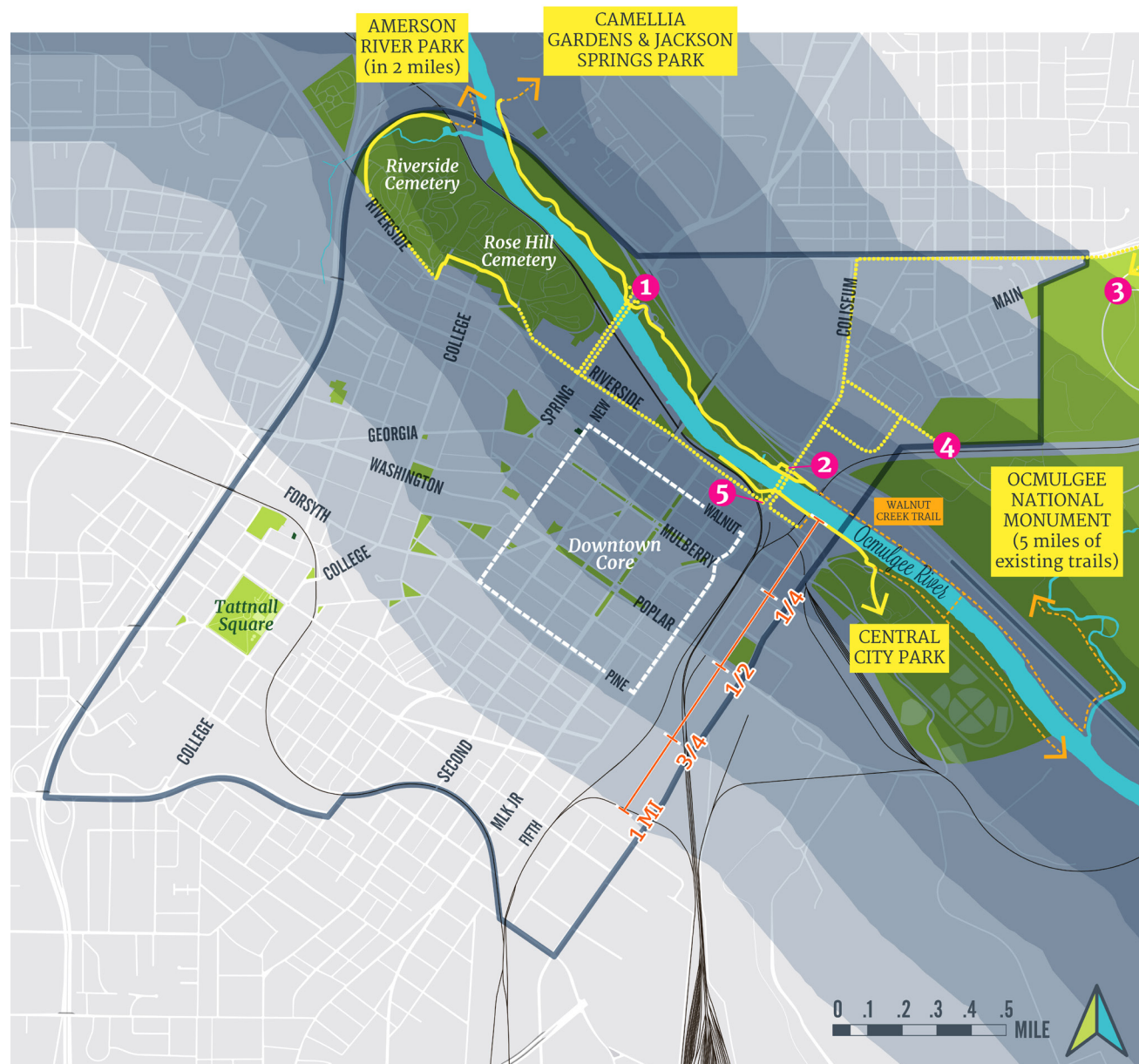
Crime is concentrated in the downtown area, near Navicent Health, and at a few major intersections. However, since 2011 there has been a drop in crime in the urban core by 20%.

OPEN SPACE ASSETS

Downtown has 1.2 miles of inhabitable medians but no dedicated civic gathering space



Source: Interface Studio



OCMULGEE HERITAGE TRAIL CONNECTIONS

Main Access Points

- 1 Spring Street Landing
- 2 Otis Redding Memorial Bridge Access/ Otis Loop
- 3 Ocmulgee Main Entrance
- 4 Ocmulgee Clinton Street Entrance (closed)
- 5 Charles H Jones Gateway Park Entrance

Existing Trails

- Dedicated Trail
- Street Connection

Proposed Trails

- - - - - Dedicated Trail

Distance from the River

- 1/4 Mile: 5 min Walk
- 1/2 Mile: 10 min Walk
- 3/4 Mile: 15 min Walk
- 1 Mile: 20 min Walk

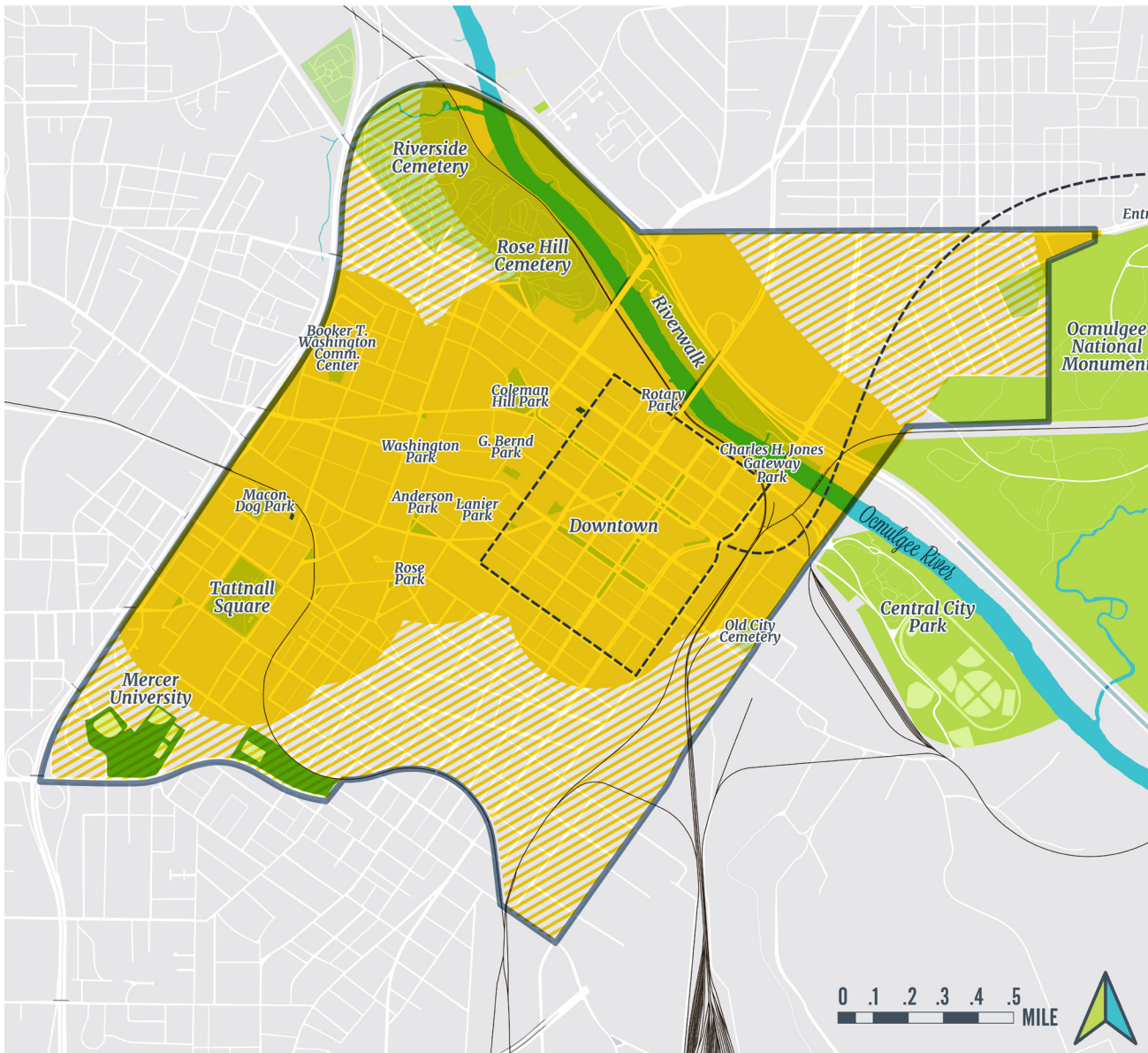
Source: NewTown Macon, Ocmulgee Heritage Trail Map

The Ocmulgee Heritage Trail in its current state is mostly completed only on the north side of the river.

ACCESS TO OPEN SPACE

64% of the study area is within 1/4 mile of at least 1 public open space

The Urban Core has .08 acres of open space per 1000 residents.

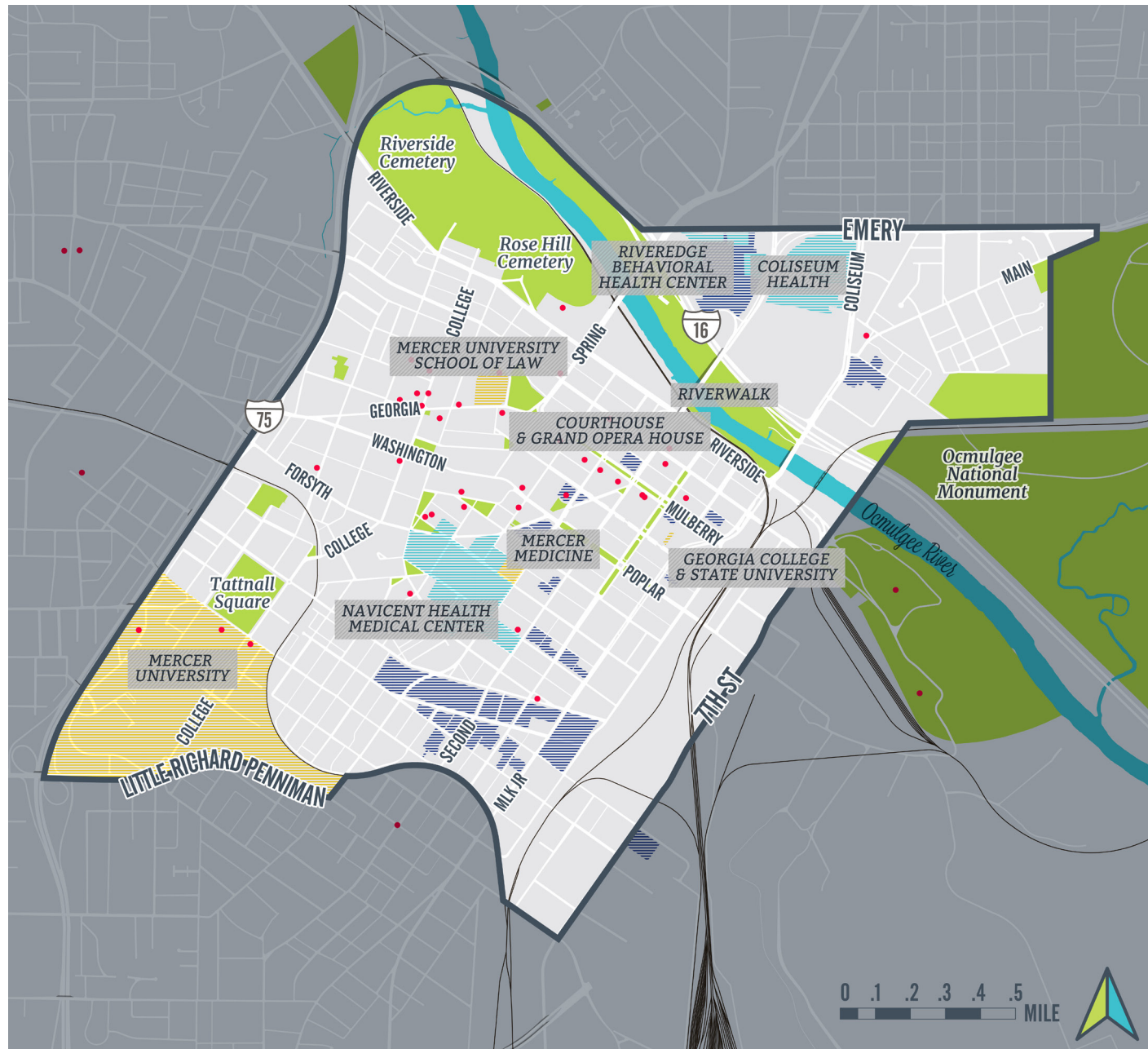


Source: Interface Studio

- Within 1/4 mile of a Public Open Space
- Not within 1/4 mile of a Public Open Space

The National Recreation Association recommends 10 acres of open space per 1000 residents; the Urban Core falls dramatically short of this.

ASSETS

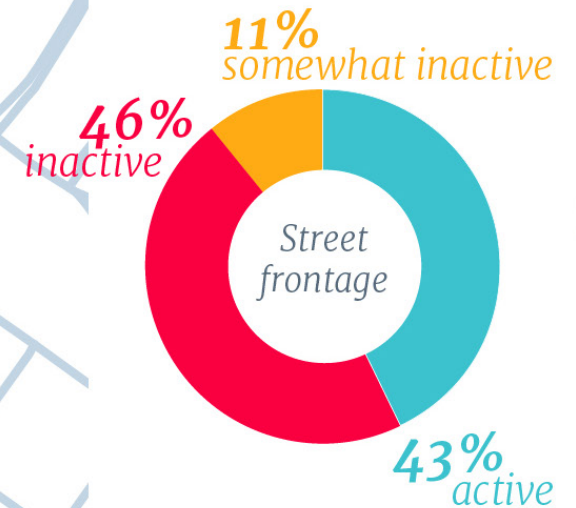


- National Register Historic Site
- Yellow hatched area Educational Institutions
- Blue hatched area Governmental Institutions
- Light blue hatched area Medical Institutions
- rail



WALKABILITY ANALYSIS

active & inactive frontages

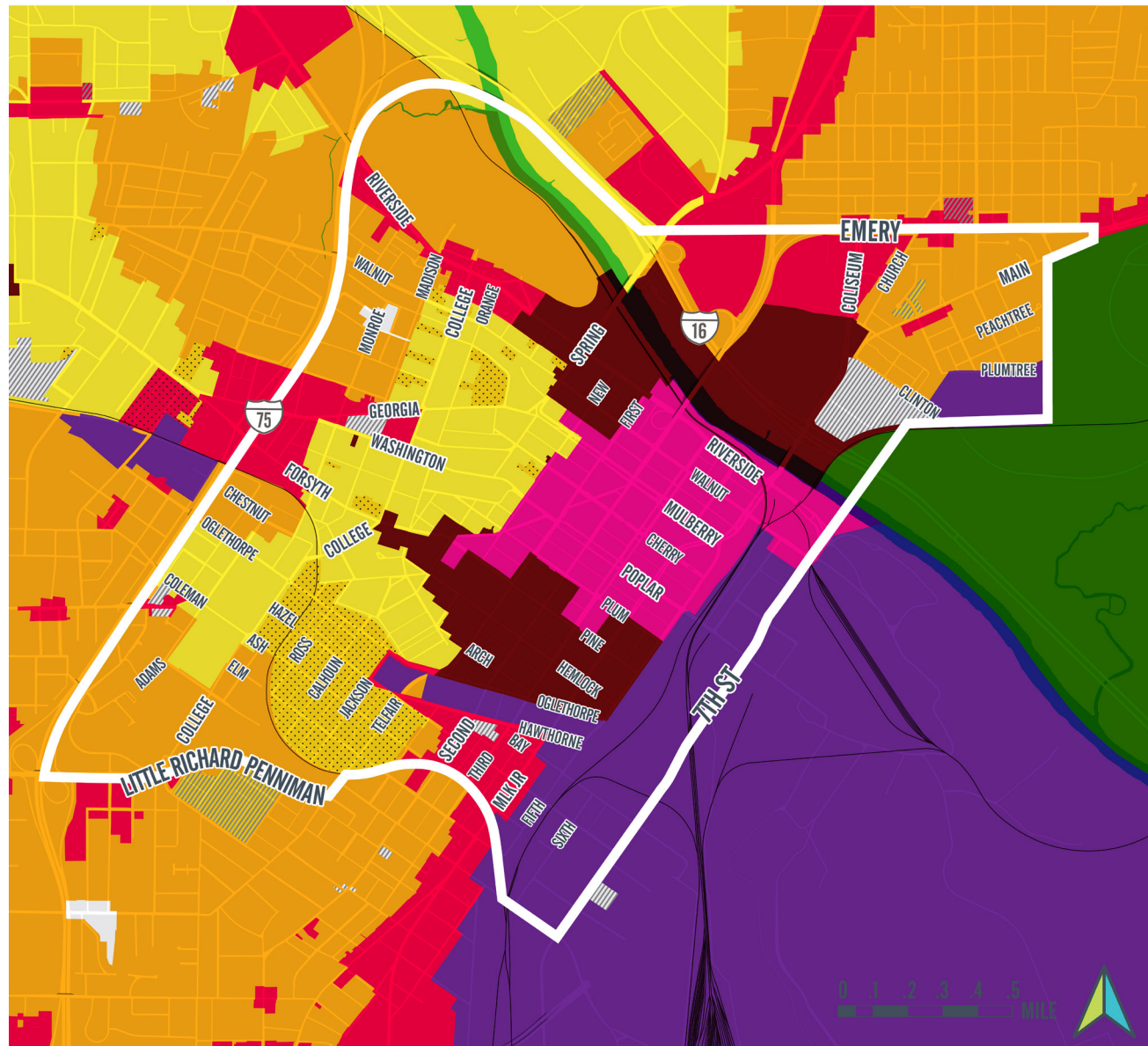


- active frontage
- partially vacant storefrontage
- inactive frontage

Source: Spring 2014 Windshield Survey, Interface Studio

Participants in the public outreach process identified the intersections at 2nd/Cherry and 3rd/Cherry as the “center” of downtown, however those intersections are faced with inactive frontages as well.

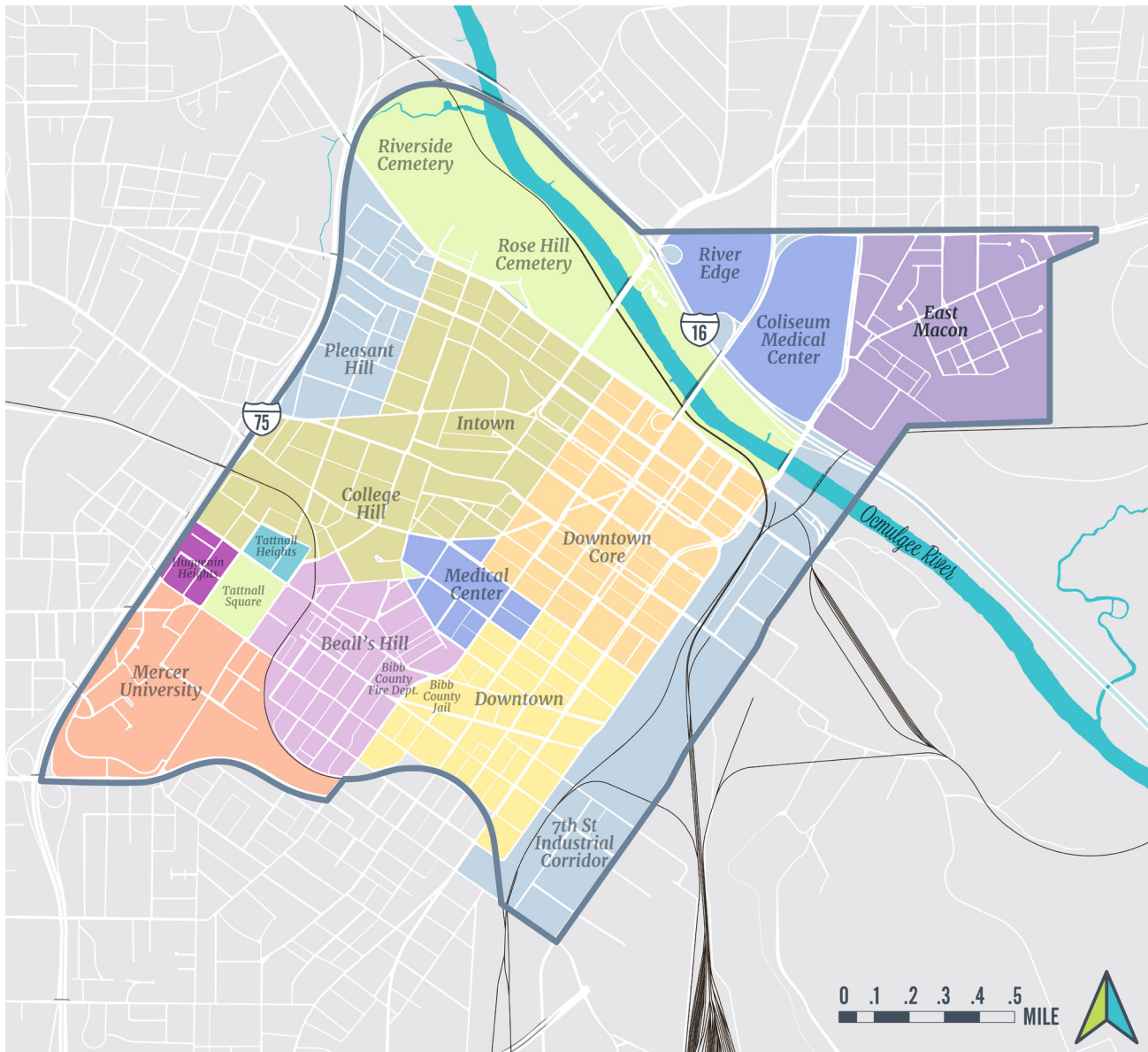
GENERALIZED ZONING



- agricultural (a)
- single-family residential (r-1)
- multi-family residential (r-2, r-3)
- commercial (c)
- central business district 1
- central business district 2
- industrial (m)
- ▨ planned development (pd)
- ▤ historic (h)
- commercial use
- rail

The generalized zoning highlights the historic downtown surrounded by mostly residential uses, with the exception of the swath of industrial along the rail.

DISTRICTS



- Medical Center
- In Town Historic District
- Bealls Hill Historic District
- Mercer University Campus
- Downtown
- Downtown District

Source: Interface Studio

The Urban Core has roughly fourteen neighborhoods.



PRIORITY BLOCKS

*with partially
vacant or inactive
frontages*

*& proposed
investments*

- priority block *
- investment (not complete)
- partially vacant frontage
- inactive frontage
- Tax Allocation Districts
- park
- rail

Source: Newtown Macon, Interface Studio

*Newtown Macon Strategic Action Plan

DOWNTOWN



Basemap of what is generally referred to as Macon's Downtown, bounded by Pine, New, Riverside, and Fifth Streets.

URBAN CORE TAX BASE

<i>Property Type</i>	<i>Market Value</i>	<i>Tax Revenue</i>
Commercial & Industrial	\$362.8 M	\$5.7 M
Residential	\$111.4 M	\$1.6 M
Historic	\$19.1 M	\$171 K
Exempt	\$530.5 M	\$0
Total	\$1.0 B	\$7.6 M

52% of the
Urban Core's
total market
value is
tax exempt

Source: Macon-Bibb Co UDA

Urban Core tax ratios- \$469,765 per acre market value (nearly ten times that of the city-county), \$3,470 per acre tax revenue (nearly 5 times the rest of the city-county)

Commercial Properties, 2014

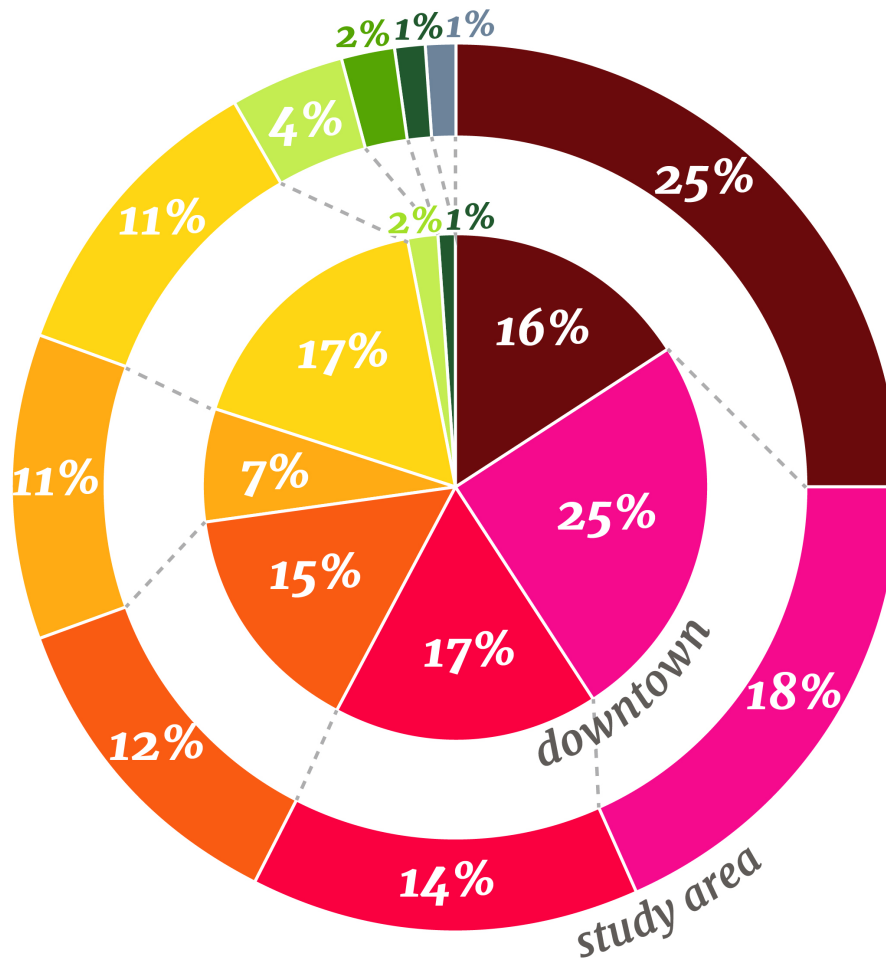
by type

401

businesses
in the Study Area*

212 (53%)

are Downtown



- medical office/facility
- retail
- restaurant (incl. take-out), bar
- service industry or bank
- auto-related business
- other
- convenience, liquor, or food store
- unknown
- hotel
- multiple commercial types on site

Source: Spring 2014 Windshield Survey, Interface Studio. *Excluding commercial office spaces.

Most businesses in the Study Area are downtown. Retail is a predominant downtown commercial use, whereas medical offices/facilities are predominant commercial uses in the study area as a whole.



Source: Summer 2014 Foot Survey, NewTown Macon

BUSINESS TIME

hours of operation – weekdays



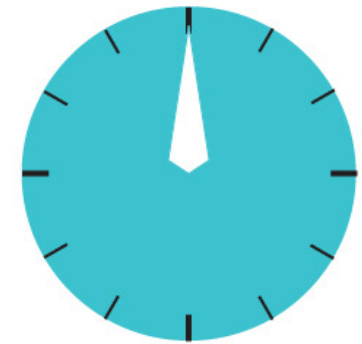
9 a.m.

- open
- not open
- rail



BUSINESS TIME

hours of operation - weekdays



12 p.m.

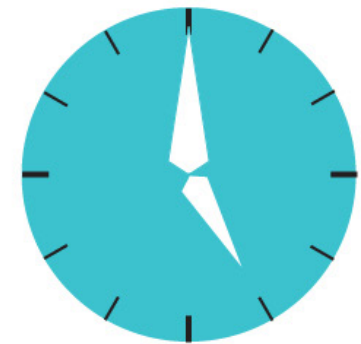
- open
- not open
- rail

Source: Summer 2014 Foot Survey, NewTown Macon



BUSINESS TIME

hours of operation – weekdays



5 p.m.

- open
- not open
- rail

Source: Summer 2014 Foot Survey, NewTown Macon



BUSINESS TIME

hours of operation - weekdays



10 p.m.

- open
- not open
- rail

Source: Summer 2014 Foot Survey, NewTown Macon



Source: Summer 2014 Foot Survey, NewTown Macon

BUSINESS TIME

hours of operation - weekdays



2 a.m.

- open
- not open
- rail



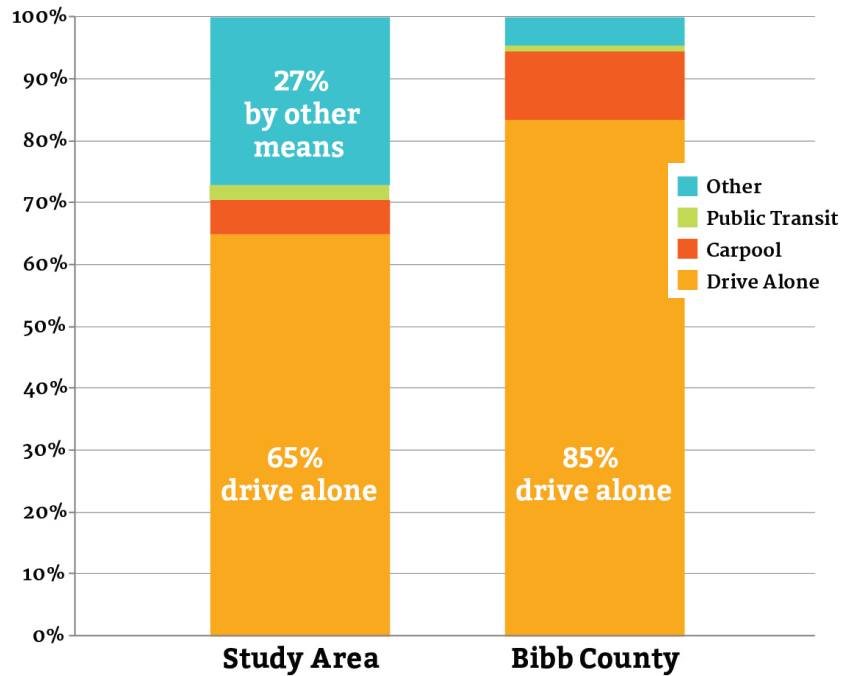
BUSINESS TIME

hours of operation -
Sundays

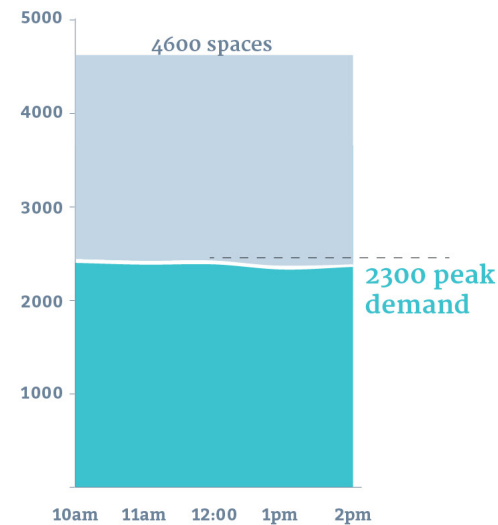
Source: Summer 2014 Foot Survey, NewTown Macon



The majority of commuters live within 10 miles of the Urban Core.

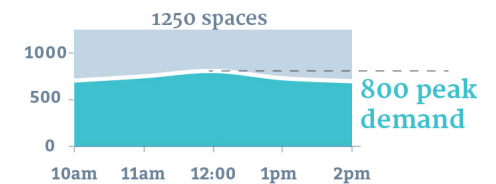


But, 85% of those commuters drive alone.



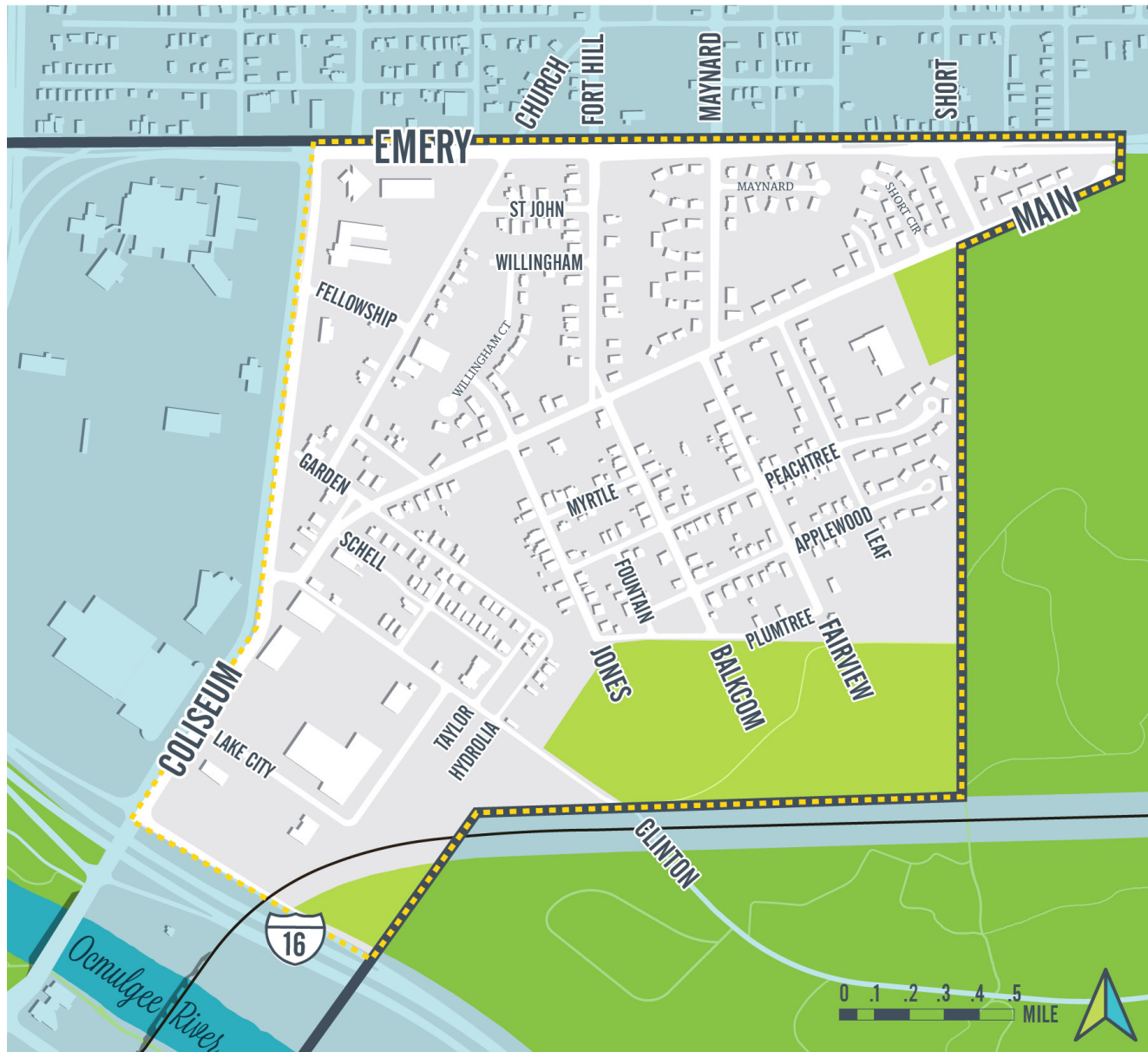
50%
off street spaces available
at peak times

Downtown has an abundance of parking spaces available during peak times— particularly in underutilized parking garages



35%
on street spaces
available at peak

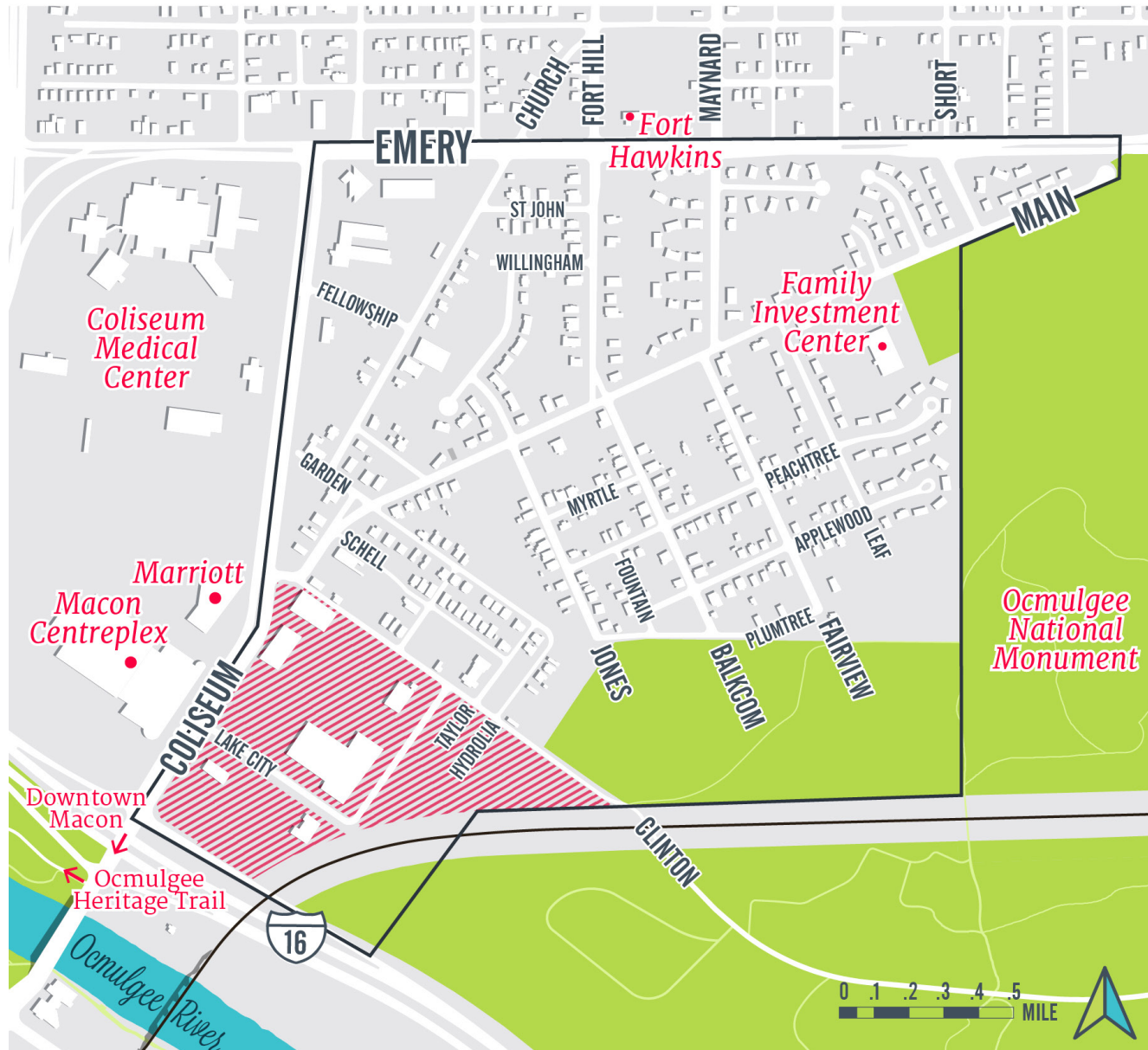
EAST MACON



Source: Interface Studio

EAST MACON CONTEXT

AND...

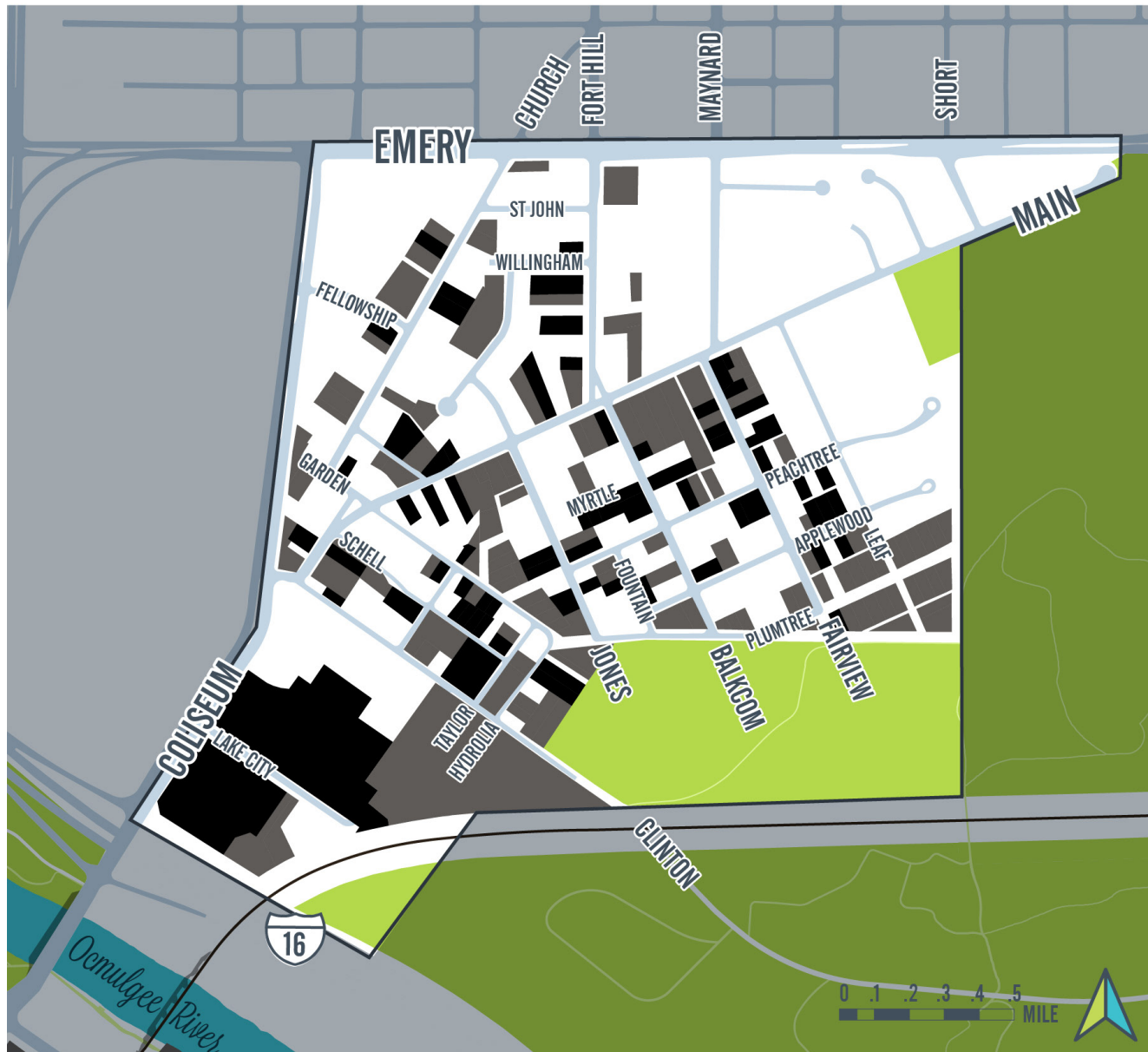


Source: Interface Studio

-  Tax Allocation District (TAD)
-  open space
-  rail

VACANCY

vacant buildings &
vacant land make up
46% of the parcel area

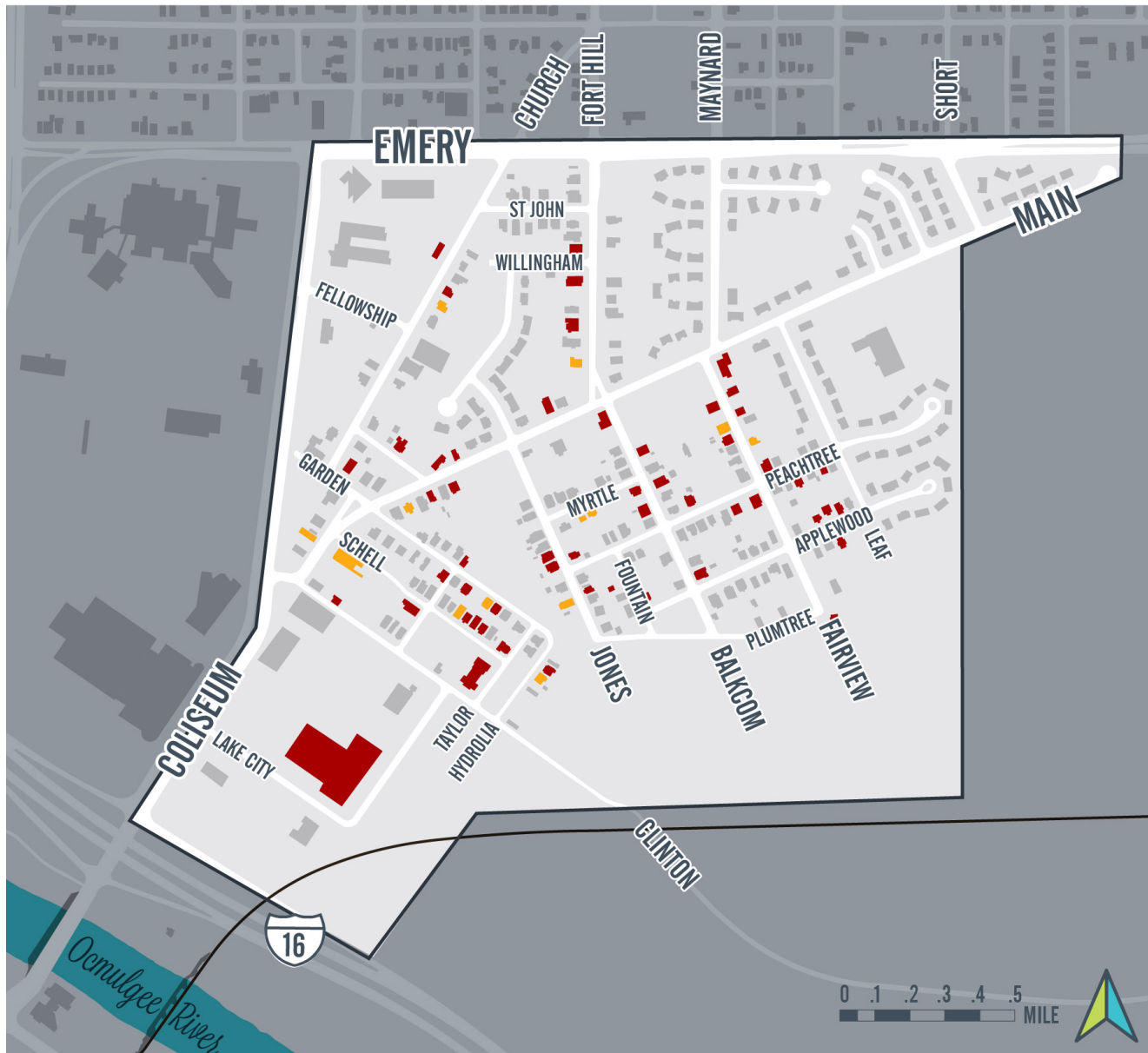


Source: Spring 2014 Windshield Survey, Interface Studio

VACANT & DISTRESSED PROPERTIES

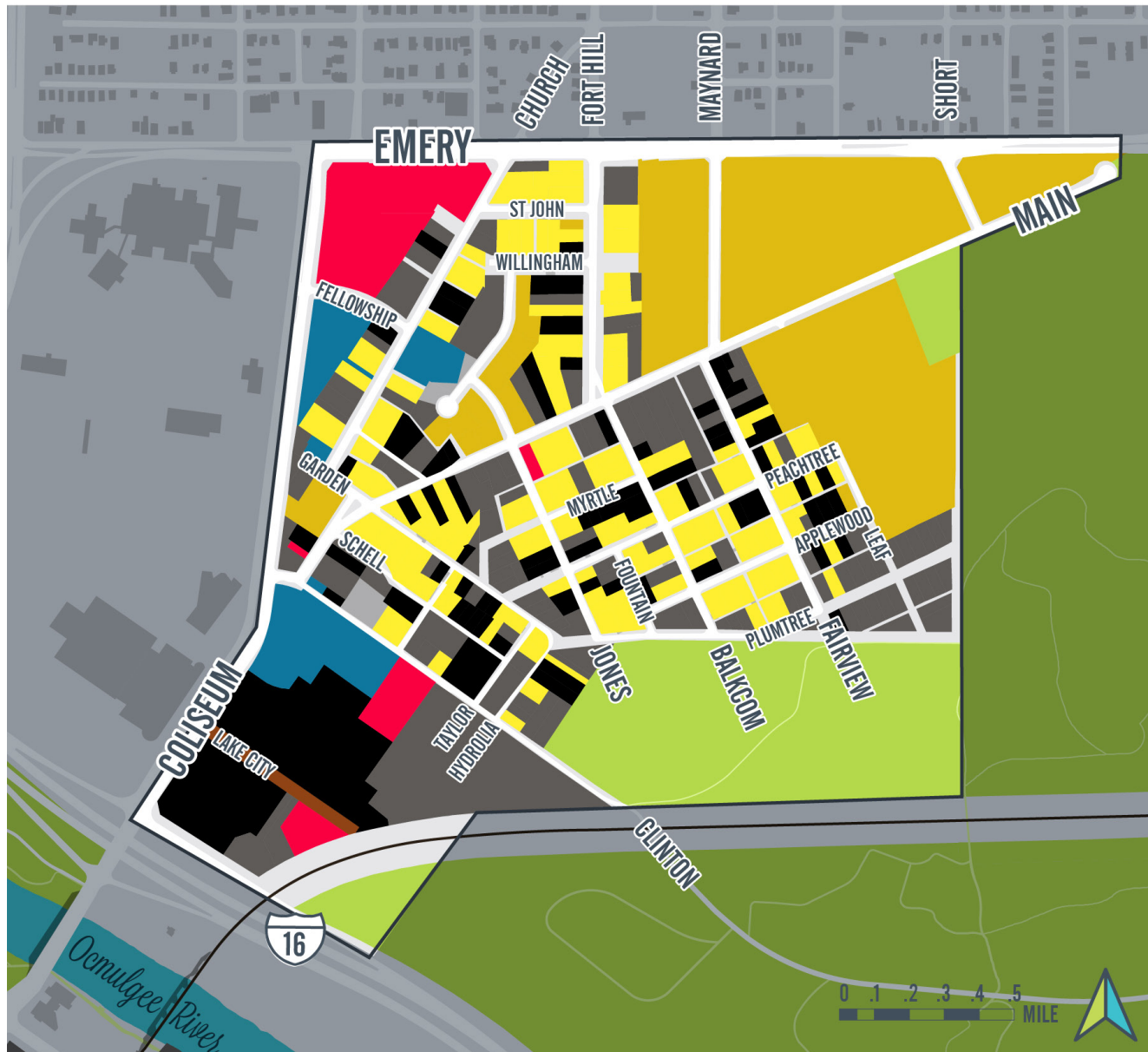
13 properties are **vacant** & in **fair** (C) condition

54 properties are **vacant** & in **distressed/deteriorated** (D/F) condition



- vacant building, C
- vacant building, D or F
- rail

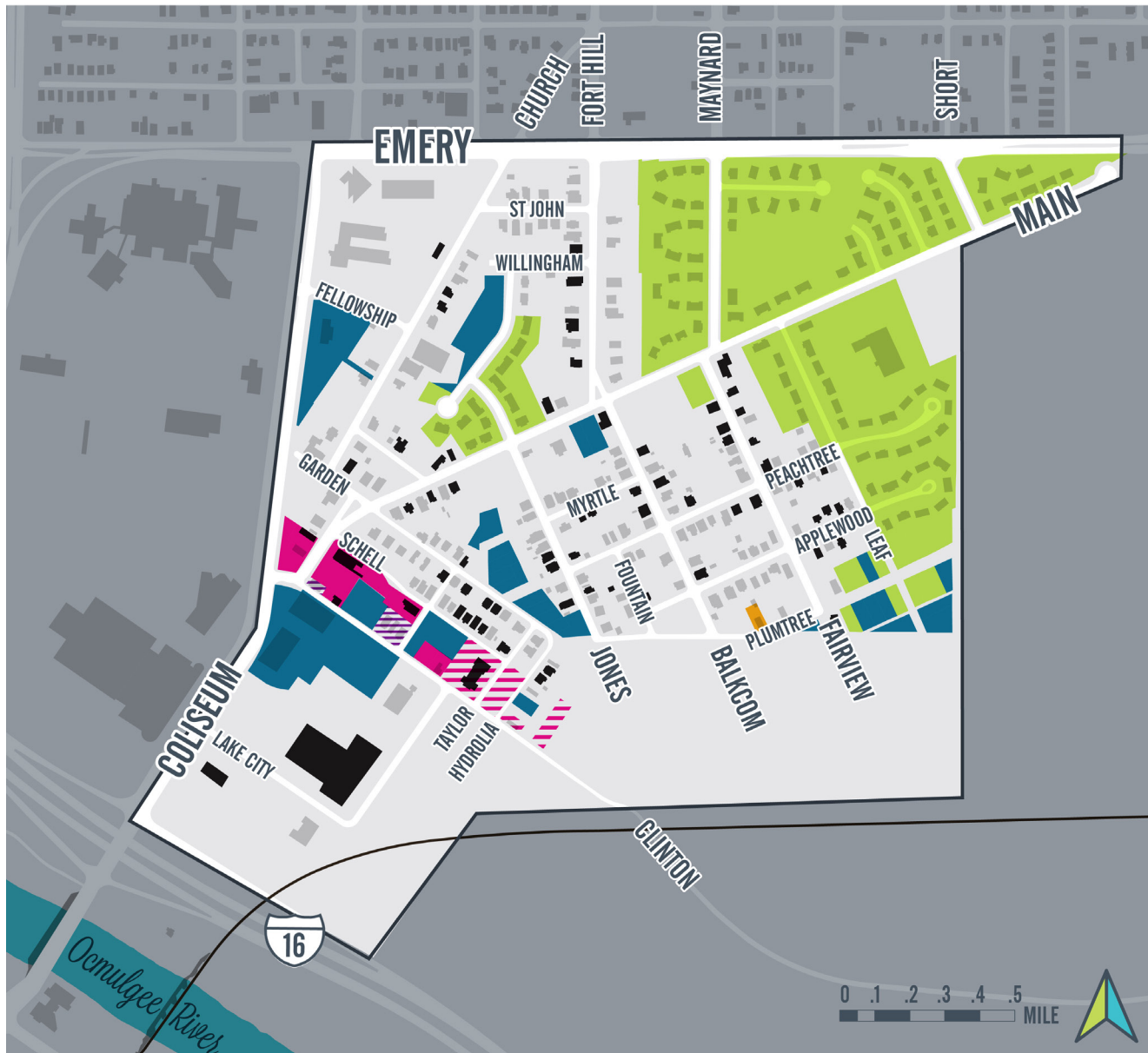
LAND USE



- single family residential
- multi family residential
- institution
- commercial
- park / open space
- parking
- utility
- vacant building
- vacant land
- rail

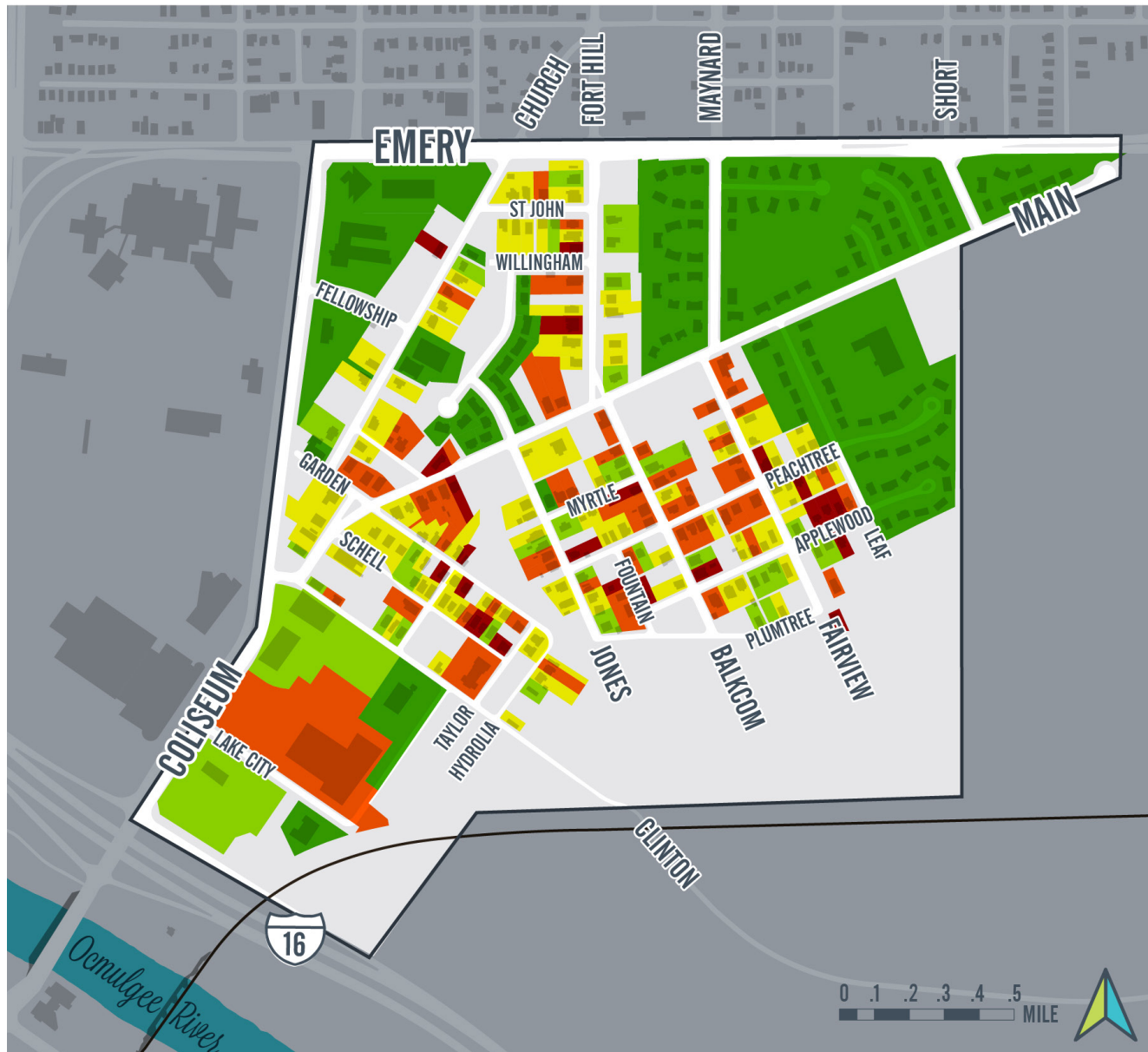
Source: Spring 2014 Windshield Survey, Interface Studio

PUBLIC OWNERSHIP

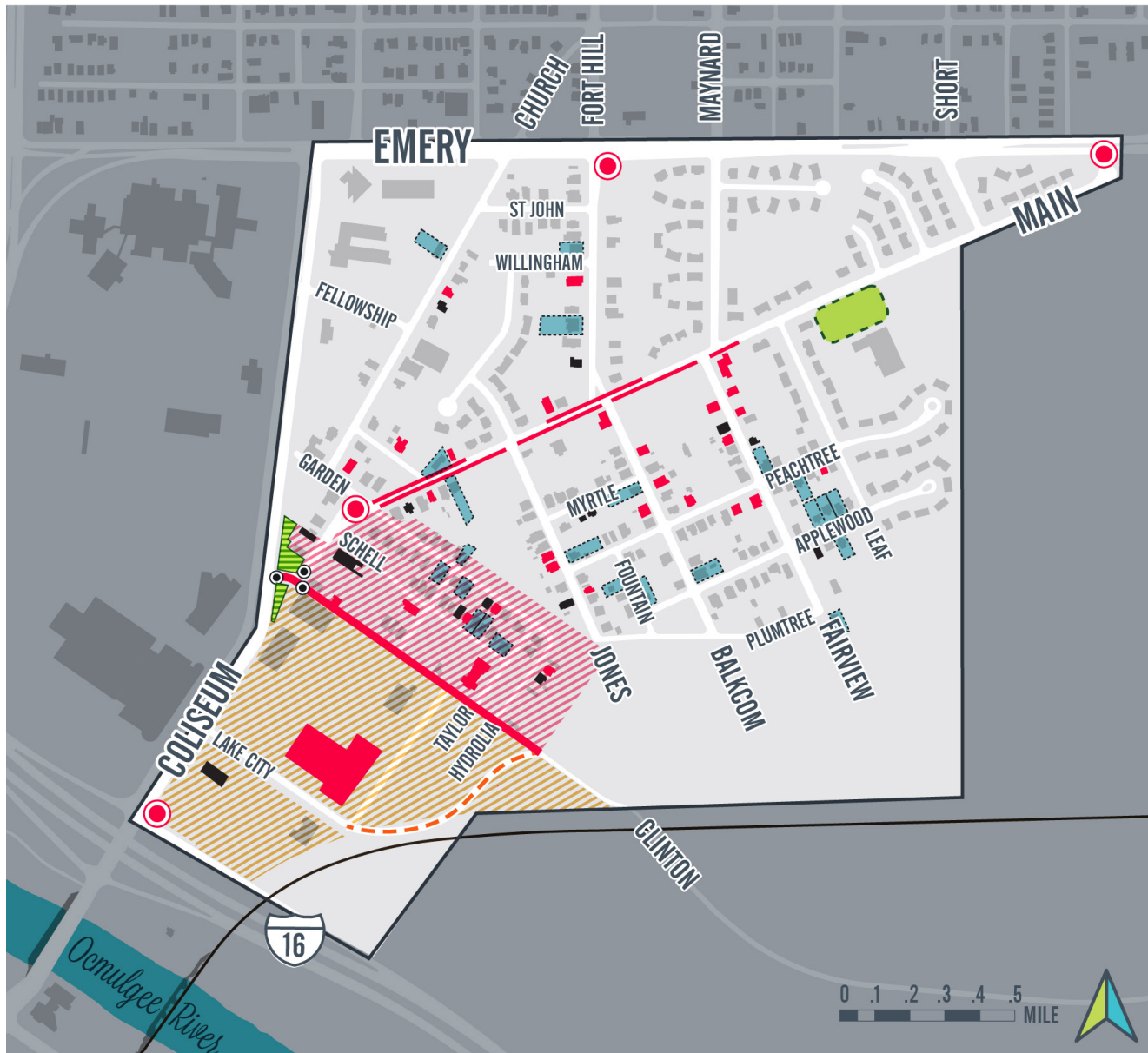


- vacant building
- Macon-Bibb
- Macon-Bibb Housing Association Inc
- Macon Housing Authority
- Macon-Bibb County Urban Development Authority
- promised to Macon-Bibb County Urban Development Authority
- under negotiation
- rail

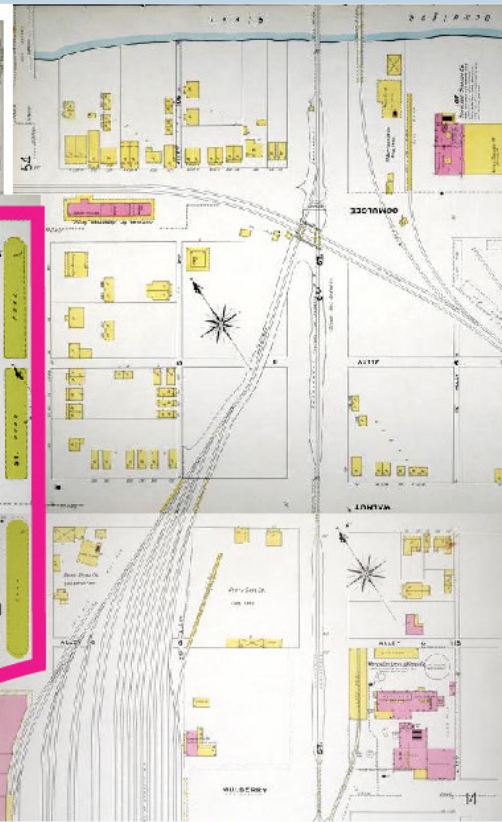
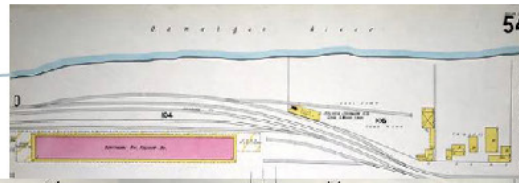
BUILDING CONDITION, 2014



SUMMARY



- new crosswalks
- new / improved gateway
- new street
- street improvements
- vacant building (B, C)
- vacant building (D)
- area of programming
- parcel w/vacant building (F) to be removed
- new entrance parks
- ▨ Focus area for redevelopment
- ▨ Tax Allocation District (TAD)
- rail



RIVERSIDE

WALNUT

MULBERRY

1ST

2ND

3RD

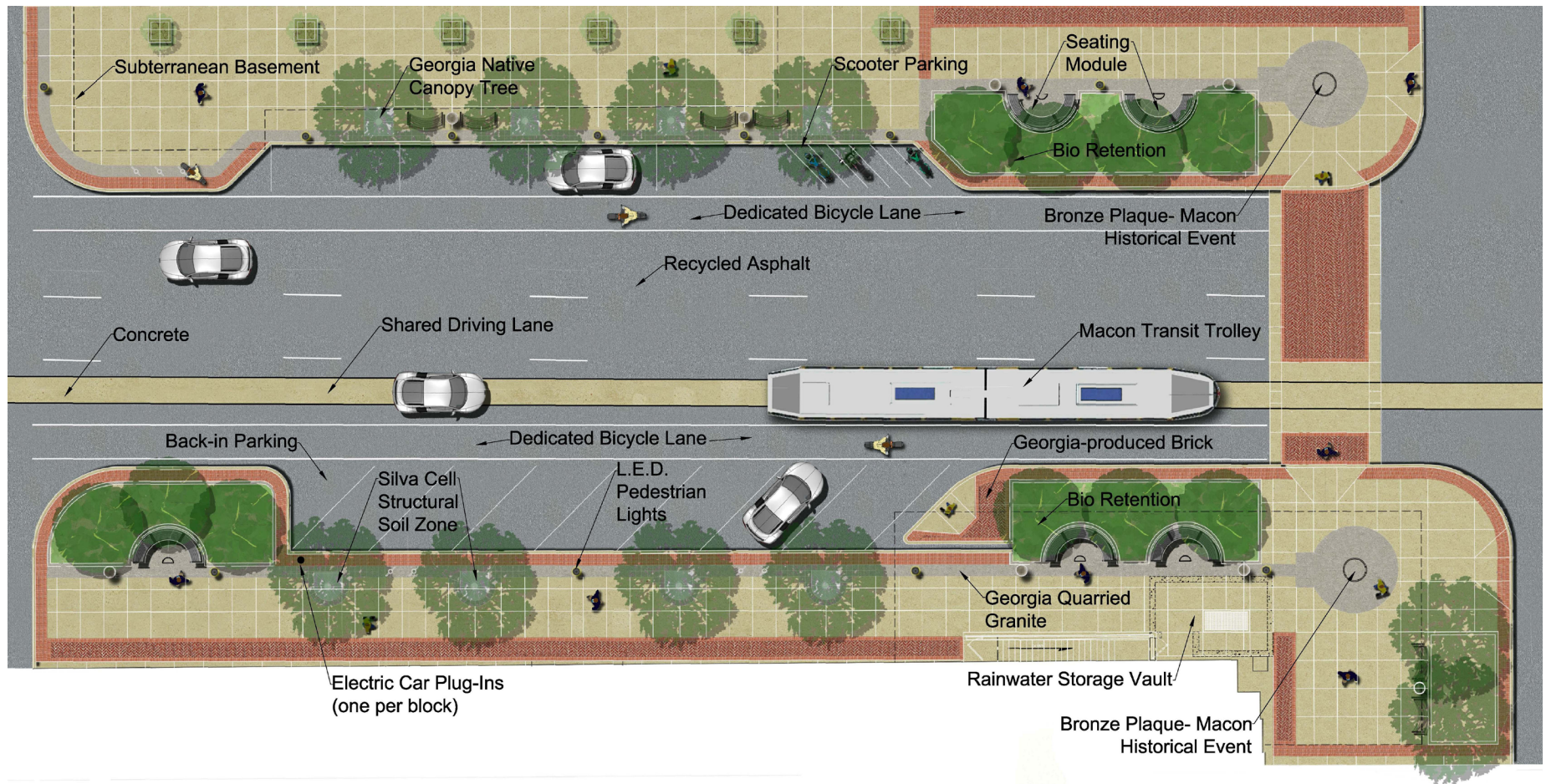
MLK

6TH



these blocks were mostly residential in their original layout

PLANNED INVESTMENTS: SECOND STREET CONNECTOR



Macon Vision Block

Second Street Connector plan- including back in angled parking, public transit, and dedicated bike lanes.

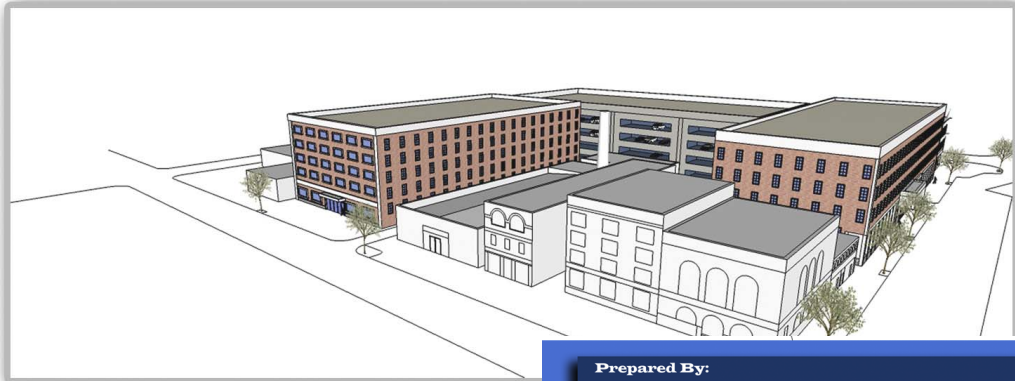
PLANNED INVESTMENTS: GATEWAY BLOCK

PLUM · POPLAR BLOCK RENEWAL PLAN

FIRST ST. @ POPLAR ST.



SECOND ST. @ POPLAR ST.



Prepared By:

Widner & Associates, Inc.

• SITE DESIGN
• LANDSCAPE ARCHITECTURE
• PLANNING

793 POPLAR ST.
MACON, GA 31201
478.746.2010

PLANNED INVESTMENTS: RENAISSANCE ON THE RIVER



20090344

04 01 2011

SCALE: NTS

PHASE FINAL - RENDERING

SHEET A.0-1

NewTown Builders, LLC

RENAISSANCE on the RIVER
Macon, Georgia

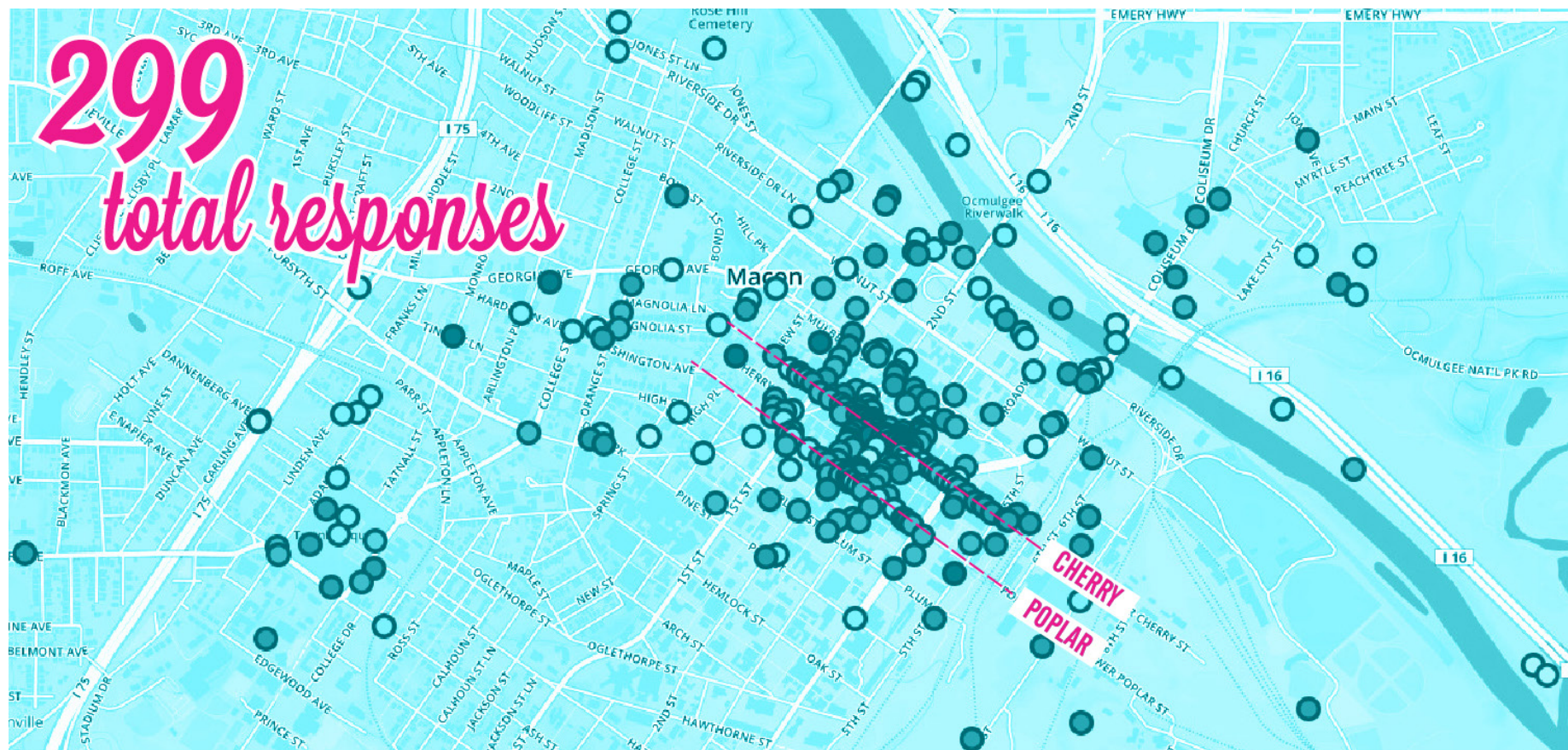
© 2009 Cooper Carry, Inc., 191 Peachtree Street NE, Suite 2400, Atlanta, Georgia 30303 Tel. 404-237-2000 Fax 404-237-0276

License N° AA 26000496



COOPER CARRY

Renaissance on the River plans are owned by Spearman Investments, Inc.



MORE THINGS TO DO

37%

IMPROVED OPEN/PUBLIC SPACES

24%

TRANSPORTATION & STREETS

21%

MORE ATTRACTIVE

14%

OTHER

5%

- “Walk-in movie theater. Brews and bar food. Grassy space to plop down and enjoy movies with friends & locals.”
- “I would like to see a family entertainment complex. bowling, huge arcade, lazor tag, lazor maze, rental go karts, skating ring & nice restaurant.”
- “More music and more free events for old people like myself.”
- “A rooftop bar downtown.”
- “More downtown nightlife like bars or restaurants for a younger crowd.”

ALMOST 40% OF THE COMMENTS REQUESTED MORE ENTERTAINMENT OPTIONS AND RESTAURANTS.

COLLABORATIVE MAP RESPONSES

1. A movie theater 2. 2 Downtown Stadium for concerts and sporting events 3. Business development center

1st and 2nd Street have nice restaurants and coffee shops. There needs to be a focus to shut down automobile traffic on weekends and focus on foot traffic.

2 dollar movie theater in the Old Bibb Theater

3rd St: replace streetlights to better fit the architecture of the building on the street. Fix the sidewalks.

7th Street Truck Route. Get the log trucks off MLK Jr. Blvd.

A bus system for Alexander II Elementary School.

A crosswalk with a lighted signal would be extremely helpful at this location. It is nearly impossible to cross Georgia Ave. in the morning if you are coming from downtown without going all the way up to the light at College and then back down.

A downtown charter high school focusing on community development and civic engagement.

A movie theater more easily accessible to downtown.

A new entrance area to the Indian Mounds. With people exiting the interstate and the Marriott/Coliseum Corridor drawing potential visitors, a clearly defined and attractive entrance would draw more people to this local treasure.

A nice, outdoor shopping and leisure area similar to Atlantic Station in Atlanta could be more inviting and provide entertainment

A Playground area that would be fenced in enough with an attractive latch able gate so that parents could bring their children to play downtown and socialize. Should be convenient to shopping/eating... Would be great in the area near ocmulgee traders. Parents could grab a sandwich and drinks and picnic at the playground while children play. Could bring more people to the area.

A real movie theater.

A rooftop bar downtown

a soap box permanent facility it would b a first for GA. also place a skate park & bmx track there.

A speakeasy on the corner of Washington and Orange. Light food and drinks.

A state of the art, world-class, geographical, cultural, historical museum with the primary exhibit space devoted to coastal plains Indian heritage

A tapas bar/salsa club. I travel to ATL about once a month to go to a tapas bar called Luna Loca. It's a very fun environment restaurant and it turns into a salsa-dancing club after 8 pm. Live music and great food.

Activate our public spaces with art, music, and community!

Add a pavilion for events.

Add another bar/restaurants but make it nice and classy and not so rundown.

add hanging plants to light posts. These can be watered by drip irrigation at very low cost but would add to the aesthetic appeal of our downtown

ADD human being restroom to Dog Park. Please and thank you.

Add more businesses downtown that would have more options for food in the downtown area.

Add more nightlife places downtown for young adults.

Add restrooms to the Macon Dog Park.

Allow busking style musicians to play in specific areas (either first come first served or by schedule). Spend money for electricity for a small amp and electric instruments. Acoustic musicians can play anywhere that doesn't bother businesses. Don't call the cops on them. All musicians might not appeal, but audiences will come down and spend money and musicians may move up to play venues. All down Cherry, 3rd, 2nd, etc.

Amici Italian Café

An Annex to the Mounds. A Native American cultural center.

An open air amphitheater for musical performances and other productions. Make it attractive & contemporary architecture. Locate it in Tattnell Square Park or Washington Park.

Anderson Park or Daisy Park entrance for Family of Patients Ronald McDonald House to have an outdoor space for lunch- also for Hospital employees. Park benches & trash/recycle cans- family needs to have an outdoor space to rejuvenate.

As a college student, nightlife social hubs attract me downtown; whether it's late night food options, clubs, or more lounges% anything to replace the vacant storefronts between 2nd and 3rd street intersections of Cherry Street

Ask the folks who live at the Dempsey for some ideas. They've probably been here longer.

Band stage.

COLLABORATIVE MAP RESPONSES CONT'D

Baseball field, hotel, and restaurant development.

Better bars and eating for college students.

Better housing for residents.

Bike repair stations.

Bike rider discounts at local stores. Friday bike day, 10% off.

Boutique Hotel MLK and Walnut.

Boutique Hotel.

Bowling Alley & Arcade

Bring back and MLB franchise minor league baseball team to Macon by remodeling/upgrading Luther Williams Field (worst sports loss ever was Braves going to Rome b/c we refused to do this)

Bring back high speed rail. Macon to Atlanta.

Bring gift & apparel shops to downtown- Do not need restaurants or more bars. Specialty stores, ice cream shop, shoe store

Build new Second Street Connector from Second Street over to Little Richard Penniman Blvd. With new bridge over the railroad and neat pocket parks along the way- create vista of Downtown from railroad bridge.

Change stop light at Riverside at Spring going north so you can turn left to go toward Hay House that would help traffic for tourists not to have to find an indirect route.

Cherry Street needs more parking.

Chick-Fil-A!

Christmas light all over downtown with Poplar Street having a Christmas light show going on every night during the holiday season.
2. Downtown security visible throughout the day!

CIGAR BAR/JAZZ LOUNGE. Add to an already rich musical culture that Macon already has.

Clean up downtown, not just loft area. Paint buildings. Make them look less rundown and more inviting.

Clean up the Poplar St. medians to discourage the homeless community. This would encourage more people to visit those shops and restaurants.

Close intersection at Cherry and 4rd to create a plaza square for events.

Clothing stores/boutiques.

Coliseum Drive/Second St. The gateway to downtown Macon is unattractive, uninviting. We need a mixture of residences and businesses. National retailers might invite more travelers to stop in and see what Macon has to offer. A super market in downtown area would be great for downtown inhabitants; it might also attract more locals downtown.

College and Forsyth. New small businesses and restaurants near to Mercer's Campus.

Commuter rail is a necessity. You cannot have a vibrant, alive, downtown area without passenger trains to take people out of the area for work and back into the area for spending money.

Connect Downtown to Central City Park/the Riverwalk coherently via bikes and pedestrians.

Contemporary high rise mixed use housing/retail parking deck.

Continue alley improvements for safety- restaurants/retail and pedestrians

Continue the renovation of this block.

Convert and rehab Dempsey to market-rate apartments/condos.

Cool urban space

Create a safe environment for those who want to enjoy nightlife. Advertise new jobs/places so that people know they are there.

Create a safe way for people on Cherry to enjoy nightlife, entertainment, & safe housing

Create an observation platform at Pinnacle Park in Second St. where old Boys Club used to be.

Create Mid-City Square at the intersection of Pine and Second to be an oasis of green in the ocean of asphalt that currently exists in South Downtown.

Create more shopping area for a younger crowd.

Cycle rickshaws. Individuals would rent rickshaws for nominal fee- 4, 6, or 8 hours. Renters would work for tips.

Dangerous intersection. Need RR crossing guards that come down.

Dave and Busters, or any other Family fun center complete with restaurant and activities for kids of all ages. Capitol Theater showing movies after main theater releases them. Maybe have reduced fee theater. Also Capitol Theater could show scary movies every week in month of October 2014 and show family movies every week December 2014. Make the cost attractive for families. For Christmas bring Santa Claus downtown for the kids ...for pictures etc....

COLLABORATIVE MAP RESPONSES CONT'D

Despite the failure of the Music Hall of Fame, Macon has a great potential in conserving and capitalizing on its music heritage; Save Capricorn Studios!

Develop small restaurants and shops along Riverfront. Public pool (indoor and out) downtown.

Dining area at Cherry and 3rd.

Divert the homeless and vagrants outside of the downtown area by basing soup kitchens outside of the downtown area. Macon is currently drawing the homeless to areas we are trying to develop and attracting tourists and others with money.

Do a major redevelopment including taking the interior of the block and creating a pond.

Dog Park!

Doggie bag stations.

Downtown Dog Park

Downtown has experienced a remarkable renaissance lately, please keep it up. some ideas __ landscape our gateways and maintain them, fix sidewalks, establish better trash cans, better signage, landscape downtown sidewalks, fix alleys, light them, Dempsey????, 3rd street park – clean up. Ambassadors to help visitors and locals find places. get log trucks off MLK. thanks for asking.....

Downtown maps on corners with updated listings, menus, shop items, etc.

Downtown needs another grocery store (with affordable prices).

Downtown needs to be revitalized to include more shops/boutiques and restaurants.

Downtown needs transit. I think 2nd Street is a great place to start.

Downtown trolley from Intown Macon to Downtown.

Downtown trolley from Midtown.

Downtown. Clubs, restaurants, and live entertainment.

Enforce the “no left turn” sign! It is dangerous to pedestrians and backs up traffic horrendously. I have never once seen any enforcement of this traffic law though.

Entrance to Ocmulgee National Monument from Clinton St. Connect this to the Riverwalk. Enhance Riverwalk.

European Bakery and Coffee Shop serving wine also.

Extend and enhance park all the way to the river over RR tracks.

Farmer's market

Farmer's Market

Farmer's market (daily)

Finish up Poplar Street Development

Fix sidewalks and improve lighting along College St. Especially between Hardeman and Ogelthorpe. BURY THE CABLES/LINES.

Fix up and reopen Bibb Theater.

Fix up potholes

Food incubator/accelerator for food startups

Food truck rally. Lots of food!

Food, late night diner, grocery store, near by theater

For most, the Spring Street bridge is the unofficial welcome to the Ocmulgee River, yet one of the least visually appealing places. Incorporate better landscaping along the bridge and into the riverwalk park that makes the river more inviting.

Former Bowen Bros breakfast/lunch wifi cafe cannot sell alcohol due to Board of Ed owner

Free public transit downtown

From the side yard of the Hay House one can see the flat roof and skylights on my office Holliday Dental Association. I would like to convert to a green roof. Aesthetics and maybe add attractive photo voltaic panels.

Fro-yo shop!

Gas station / urban market. Why?

Get rid of the unsightly second-hand/thrift stores populating the downtown shopping area, and encourage more upscale shopping to move in.

Get the ground cleaned up so we can get some development

God bless America. In a better environment for kids to stay drug free and air polluted free. Free Willy. Our animals as well. Better people's places n thing.

Green parking lot with new trees for the apartments across Mulberry St. Ln. from my dental office at 360 Spring St.

COLLABORATIVE MAP RESPONSES CONT'D

Green space yes.

Have all the unoccupied store fronts clean the trash out of the windows or put up screens so that it isn't visible from the sidewalk. When I see trash in their windows it makes the area look bad and is unattractive. This is a simple fix!

Have businesses sponsor exit ramps for clean up.

Have more coffee shops where individuals could study and also more shopping buildings. Starbucks.

Have the media stop referring to areas that are not in the Urban Core as "Downtown." As it relates to negative press, shootings, etc.

Help rehab the former Ramada Plaza hotel.

Historic & Architectural walking tour of downtown Macon

Hospitality training program- so tourists aren't driven away from Macon by its bas customer service. Peyton Anderson?

Host events and bring back more greenery (trees etc). The park already has plenty of tennis courts. The money to help in hosting tournaments for tennis and the profits could go to helping out the community. One tournament is already being planned to help save money for Children's Hospital and Homeless in Macon.

Hotel

I added this to the website . . . I would sign and brand a bicycle corridor/route between Mercer University and Wesleyan College. Dannenburg Ave to Roff Ave to Brookdale to Naiper Ave to Forsyth Road to Tucker Road Trail. There are a couple of old rail spurs on Roff that need smoothing over and a tricky one-way section at Pio Nono. Along the way are several elementary schools that might qualify for some Federal / State Safe Routes to Schools money for sidewalk infrastructure as well. Freedom Park is another attraction. Naiper Ave. between Park St. and Forsyth has silly, wide bicycle lanes too. This is a reasonably good bang-for-our-buck project that needs little more than road signs. Of course, my dream is an ACTIVE RAIL and trail along that Norfolk Southern line. HWY 41 is a ridiculous GA bicycle route.

I need more late-night food options that are accessible to college students. We are willing to spend the money if it's available to us when we go out. Must be within walking distance.

I placed my sticker on Tattnall Square Park because I think it holds a lot of potential to host many more events. Money could be used to help landscape as well as hold sporting events.

I placed sticker on Poplar Mart, but I'd also like to see Dempsey disappear.

I think building more hotels, restaurants, shopping areas, etc. around Mercer's campus would really help the city.

I walk all over downtown and my two biggest problems are a lack of shade and traffic signals that are not pedestrian friendly. I would plan more trees and do a pedestrian study.

I would add more businesses downtown, especially sweets, like froyo & cupcake places.

I would add shopping centers and strip malls, but add other stores in there such as finance places or gathering/community-focused centers.

I would like improvements on the corner of the Massee as well as better lighting along Cherry St.

I would like to place emphasis on smaller neighborhood or pocket parks- simple measures to make them more inviting and enjoyable.

I would love to see more live/work spaces for rent and sale in our urban core.

I would remake Grant's Lounge to an upscale Bar and Grill performance venue.

I would spend money at restaurants, entertainment, shops and bars going down 3rd and on Plum if there were options. I feel Cherry, Poplar, and corresponding areas on 2nd and 3rd have been doing well and now it is time to expand a block down.

I would spend money on more publicizing of the Riverwalk as well as increasing attractiveness of the walk.

I would spend money to close Cherry St. between MLK & 2nd to make it fully pedestrian.

I'd like to see new energy in the industrial area. I live in the Broadway Lofts and I love seeing an old clothing factory being repurposed and brought back to life. Just behind that is an old warehouse converted into a new crossfit gym. I'd like to see more of this happen in these beautiful open abandoned vessels.

Ice cream shop

ice cream shop

Ice cream shop, tapas restaurant, clothing stores, home goods/gift shop. Something similar to Cheaters on Ingleside or Haven. Beautify the streets and sidewalks. Intersection by Cotton Ave and Second St coming into the city is not very pretty. They used to have flowers where the statue is by Lawrence Mayer. Alley improvements, make it look pretty like what Taste and See did.

Improve green spaces. Increase green spaces.

COLLABORATIVE MAP RESPONSES CONT'D

Improve the plant life and water filtration system

Improve the streetscape- plant trees. Better parking in this block.

In Belgium, there is a small space- they sell frites (French Fries). Awesome shop!

Indoor gym and sporting facility. Racket ball rooms, basketball courts, weights, treadmills etc.

Indoor/outdoor baby through 12 year old child playground/cafe that is suitable for birthday parties as well.

instead of building a ball park. i would like to see a family entertainment complex. bowling, huge arcade, laser tag, laser maze, rental go karts, skating ring & nice restaurant.

Intelligent planned design. Convert alleys to pedestrian/bike-friendly with lighting/clean space/and smooth pedestrian-friendly surfacing. Connect river all the way to Mercer with these pedestrian pathways.

Invest more on the street where the Rookery is

It would be really nice to have a big movie theater like the one off Zebulon.

Julian's Sports Bar & Gym.

Large stable building at one of Macon's main entrances. We need to push this for re-use.

Late night dining for college students! Go Bears!

Late-night dessert/coffee shop.

Less loud rap music on Cherry Street. Make Cherry Street a pedestrian plaza with only rubber tired trolleys allowed with free rides from Cotton Ave to Terminal Station and back. NYC did it in Times Square too. Great success!

Little Richard Alman Brothers Rock & Roll Blvd. (the whole street)

Loft buildings with amenities.

Longer crosswalk times

Macon as a whole, the area needs mass transit. It needs a line that goes from Geico to Bass Road, Zebulon Road, Lake Tobo, and of course include downtown in this. We need to connect Downtown through transit to other areas of town. Other cities are becoming more transit oriented. Macon needs to follow. Look at the transit oriented development at Lindbergh Center in Atlanta. Macon could get that. Riverfront development could be based off transit. Give Downtown stations near the courthouse/grand opera house, terminal station, riverfront, poplar and 3rd, plum and 2nd, and MED center.

Macon needs: a comprehensive, state of the art municipal recycling facility with a strong environmental education component for creating an informed and enthusiastic recycling community.

Maintain the horticulture while also finding more creative uses for the space like holding community bonding events. Possibly even adding a track for walking/running (aside from the sidewalks).

Make 2nd Street two lanes only, with angled parking

Make downtown cleaner and more appealing to the younger adults.

Make it a plaza, not a parking lot.

Make more pedestrian-friendly

Make the Ocmulgee more prominent in Downtown.

Modern design single family homes. Macon is not a cookie cutter city so why keep building these style homes.

Moe's. Chipotle.

More big acts like Alice Cooper, Motley Crue, Kiss. Bring music back home. Not just southern rock, country & rap!

More bike lanes and pedestrian walkways.

More connected bike paths.

More dollars for better-maintained parks and green space.

More downtown nightlife like bars or restaurants for a younger crowd.

More family-friendly things to downtown at night.

More green and shade, add some games to play.

More greenery on downtown walking spaces!

More live music and free community events.

More music and more free events for old people like myself.

More off-street parking for the auditorium, Armory, Blacksmith Shop, Crazy Bull, and Government Center; plus, a new downtown hotel.

More outdoor entertaining areas - eating and drinking. Get rid of the Poplar Mart! Remove the Dempsey people!

More outdoor seating for restaurants.

More parking.

More parks. Include disc golf courses.

More parties downtown.

More places to shop/eat

COLLABORATIVE MAP RESPONSES CONT'D

More restaurant options in Mercer Village.

More restaurants. Small cafes. Music in the parks. City square.

More retail shops especially on Cherry Street. Clothes, gifts, jewelry, shoes. Like Ginger Michelle was at one time.

More security.

More security. More places to shop and walk around.

More support for student involvement in efforts downtown!

More trees!

More walkable and more shade

Move and get rid of the homeless people hanging out. It makes people not want to come down.

Move Dempsey residents to another location. Landscaping city entryways.

Movie theater and restaurants.

Multi-use development with a bridge for pedestrians.

Music venues. Dive bars. Green space. More restaurants without having the chain status.

Musical Playground Instruments: Piano Keys & Wind Instruments. Set up for kids to play.

Need billboards at Harley Bridge and Bass Road directing people to Downtown.

New business like Dry Falls.

Ocmulgee Heritage trail/park/green spaces. Outdoor event venue. Enhance river park.

Old-fashioned ice cream parlor in old Joshua's Cup location called "Nutcracker Sweet."

On Poplar. Increase green space. Remove gravel and excess concrete.

One of the things I would like to see downtown is something that I see in many neighborhoods (including cities such as Atlanta, Athens, and Milledgeville), retail, namely boutiques. Little Five Points in Atlanta is a cross section between 4 neighborhoods. While it has several great restaurants and bars, it also has a ton of unique retail including places such as Junkman's Daughter, Criminal Records, Wax-N-Facts, and The Clothing Warehouse. These retail establishments are what brought people into the neighborhood. I lived a stones throw away from the heart of Little 5 for years and 90% of the people who would flock to the neighborhood did not live there, however they would visit for the retail and end up stooping at the restaurants during their visit.

Our most popular tourist attraction should be surrounded by a great neighborhood.

Outdoor fitness facility similar to Piedmont Park in Atlanta or on a much larger scale, Muske Beach in Santa Monica. This could also go in at Amerson Park.

Outdoor pop-up concert events downtown!

Parking meters on Cherry St. More connection between Mulberry and Cherry. Improve walkability in between Rookery, Downtown Grill, Tokyo Alley.

Parking, destination shopping, better police presence

Pedestrian bridge across the Ocmulgee/I-16.

Pedestrian Bridge over the river from Central City Park to Walnut Creek and extension with trails into Ocmulgee Mounds National Historic Park.

Pedestrian-friendly alleys that connect a walkable, urban downtown to the Riverwalk.

Petting zoo please.

PFLAG Chapter Downtown

Pita Pit.

Plant beautiful plants w/flowers in planters along Cherry Street.

Plant trees in G. Bernd Park for shade and home for organisms.

Playground with 100% accessible play areas, allowing participation by Children's Hospital kids.

Pleasant Hill would be an area for housing development of new single-family housing due to walking distance to downtown Macon, easy access to interstate highway I-75 and I-16.

Poplar Street restoration, especially all those abandoned buildings.

Provide a screen wall behind the existing large shade trees across from the Capricorn studios to shut off views of the city hall parking lot and create the urban feel that existed when buildings lined both sides of this historic street.

Public restrooms and water fountains would be a welcome addition to the downtown.

Public restrooms as found in San Francisco- self-sanitizing.

Public transportation for the Macon Airport. With direct flights to other cities.

Quicker response for pedestrian walk signal at intersection

Rail trail

COLLABORATIVE MAP RESPONSES CONT'D

Rapid transit- Terminal Station. Macon would see immediate growth with rapid transit system between Atlanta and Savannah. Growth would include retail, housing, recreation attractions, etc.

Real Riverwalk connecting to Ocmulgee Monument

Redevelop Poplar Street! Redevelop the streets in the Downtown area following the original design. Business, entertainment, etc.

Reduce vehicle lanes on 1st Street between Plum and Cherry to two lanes. Create bicycle lanes.

Remove Poplar Mart at 500 block of Poplar and start (or move) Farmer's Market.

Remove Poplar Mart!

REMOVE POPLAR MART!

Rental bicycles near Riverwalk.

Reroute trucks. Entrance pedestrian connection Marriott to Downtown. In GDOT plan- needed now.

Restaurant Row-focused downtown recruitment of North Macon business

Retail incentives for bike riders; Saturday bike discounts at stores.

Revival in the industrial district with mixed-use (living, office, restaurant, retail, etc). Need to take advantage of proximity to city's largest park.

Riverside shopping/dining.

Roof top restaurant. More greening (plants, trees, colorful flowers). Better parking.

Rooftop bar & restaurant. A FedEx or UPS closer to downtown. Take down Poplar Mart.

Rooftop bar. Grand opera house. Events.

Rooftop restaurant. Allow small stores, i.e. craft shops, produce market, restaurants to develop along Riverwalk (Savannah style). Bridge it to fairgrounds.

Rooftop restaurants and bars.

Rooftop restaurants/bars on Poplar St.

Rose Hill Cemetery. Very nice to visit and run in, but needs road work and many repairs to steps, paths, and grave sites.

Roundabout at Georgia Ave, I-75, and Forsyth.

Roundabouts. Remove 8 stoplights at each: Third and Poplar, Third and Cherry, Third and Mulberry

Safer for nightlife. Late night food. Better crosswalks.

Save Miller High School!

Second Street Gentlemen's Club/Cabaret.

Skate Park. BMX track.

Small business loan fund

Solar Farm

Splash pad in Tattnell Square Park or Downtown

Sports bar/restaurant downtown. Restaurant during day hours, lounge at night.

Starbucks, yogurt shop

Tables, umbrellas, concerts. Let's make this a pedestrian focused intersection - no automobiles!

Tapas restaurant on Poplar St.

Tax free zones. More trash cans.

The blank lot (well, lots) need to become a small park or green space.

The connection between the Ocmulgee Trail proper and the piece of the trail inside the monument (Ocmulgee National Monument) needs to be reconfigured for feet and bikes.

The Dempsey

The one-way pains (Forsyth Street- Hardeman Avenue and Georgia Avenue from College St. to its intersection with Hardeman) need to be two-way so traffic will be reduced during peak hours. Retail does not prosper on one-way streets according to numerous studies. The high speed livability of the area.

The small dog section of the Macon dog park needs to be fixed. I can't bring my dogs there anymore since they added the additional agility equipment. My dogs can get out of the gate and added fence. They are 10 and 7 lbs.! Please fix!

There needs to be more restaurants such as an ice cream shop. There needs to be more foot traffic.

This cemetery campus/nexus is a great waterfront asset for the region!

COLLABORATIVE MAP RESPONSES CONT'D

This entire space is one big cluster fart. A gated off "splash pad" filled with sharp edged concrete pillars that can never be counted on to be operational. Oh, and did I mention? It's literally in the middle of a street! This is a beautiful space with good bones that a true urban planner/landscape design group should be able use in a much better way. To me, more green is a must here. Think Central Park at Atlantic Station Atlanta. They even use fake grass there! Shade trees and some retail/food in bottom of the Tubman, Sports HoF would be great. Also those commercial spaces between the Tubman and old children's museum/lofts are super important to this space and are really an ugly waste right now. This space would make a great incubation space but not in the most commonly understood sense. The Seaside neighborhood in Florida has a progression their business work through before they get to brick and mortar store front. Start with a cart, then move to a semi permanent tent, then move to shared space, then move to dedicated storefront. We have all the elements to do something like this here. I have attached a photo of Central Park, Atlantic Station that shouldn't look completely crazy or impossible to anyone.

This is an unsafe intersection that has no pedestrian facilities. Sight distances are difficult. Makes for an uninviting entrance to Riverside.

Tie Ft. Hawkins to Downtown (signage on I-16?) Link through Main St. Neighborhood

Train museum at Terminal Station

Turn the old Egyptian Temple (across from City Hall and St. Joseph's) into a bowling alley / roller rink / arcade.

Turn this entire area fronting the river into a lush passive park. Build a tunnel/esplanade over the RR tracks to afford a great vista of the river. This will re-connect the city to the river again- farther toward Rotary Park could have a limited restaurant/entertainment presence.

Ultimate frisbee and frisbee golf complex.

Update the basketball courts. Some good lights and new rims should do the trick.

Very UNFRIENDLY welcome to Macon. After driving this way once a week, I got sick of it. We've got to do something about abandoned buildings on MLK, the Main Street of Macon from Warner Robins and the Robins AFB.

Virtual reality cafe. A cafe in which a customer can enjoy virtual interaction as well as enjoy a beverage and other refreshments.

Walk-in movie theater. Brews and bar food. Grassy space to plop down and enjoy movies with friends & locals.

Warehouse district can be a terrific area to be developed for businesses, etc.- connect the tunnel through terminal.

Water play area for Washington Park and Second Sunday or any day

Waterslides.

We have the 2nd Street Project to revitalize 2nd Street and everything and that's great. What about Riverside Drive? It could use some sprucing up. :-) I could use some development.

We need the planned I-16/I-75 Interchange. The current one has so many accidents and its also very hard to get over in time from i-75 South to Exit 1A on I-16. Connect 2nd Street to I-16 East. I think it would really help Downtown.

We should build a soccer stadium for a lower level soccer team. Greater than minor league. Player development league. Lots of soccer players in Macon and Warner Robbins.

Welcoming entrance at Coliseum Convention Center. More updated guardrails.

Well kept planters- suspended or at ground level contracted with a plant business for up keep. Very welcoming.

Whenever I go walking around downtown, I have to go all the way to the Marathon station for a bottle of water and a stick of gum. When I finally get to move downtown (I'm trying to get there!) I will have to go to Kroger on Pio Nono for groceries. There should be a few small grocery and dollar stores scattered about downtown - all within walking/biking distance. Get some small grocery stores like Aldi's, and some small convenience stores like Dollar General's downtown. You can make ordinances to make them look 'right' for downtown.

While this idea extends beyond the urban core, any future planning for alternative transportation routes connecting Downtown Macon with the rest of the city is vital. While a few spots would require infrastructure improvements, much of this route only needs signage, branding, and someone with a broom. From Tattnell Square Park, under I-75, to Roff, Napier, to Forsyth Rd. This can then connect to the Tucker Road multi-use path.

Wi-fi café

Wifi within the core

Zip Car needs to be installed along the transportation corridor, within walking distance of the Terminal Station. Access to transportation is a must in Macon - extending this access to those who cannot afford a car is vital to continued economic growth.

MAP

activity checklist

PICK UP CHECKLIST

- 1 THUMBS UP/THUMBS DOWN
- 2 NOW TELL US WHERE
- 3 SLIDESHOW + VIDEO
- 4 SHOW ME THE MONEY
- 5 UP YOUR ALLEY
- 6 ON THE MOVE
- 7 TODAY/TOMORROW
- 8 LET'S TALK ABOUT YOU
- 9 ONE MORE THING

now go on outside & **HAVE FUN!**

Thanks!



UP YOUR ALLEY

>> THIRD:

Draw YOUR VISION
FOR ALLEYS on each picture

>> FOURTH:

Write YOUR IDEAS
FOR ALLEYS
on the lines below

Alleys inspired your creativity . . .

cool repeating light fixtures

wall art by local artists

projections

hanging plants

live music!

snack kiosks

outside seating

tables for eating

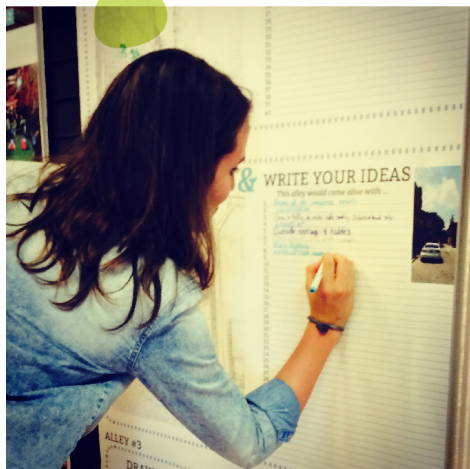
buckets of chalk for drawing

speakers playing Macon music

moss on the walls

string lighting

signs that tell you what is
through the alley



What is DOWNTOWN MACON'S identity

today?

>> Write ONE WORD or PHRASE on a post-it



and what could it be...

tomorrow?

Write << ONE WORD or PHRASE on a post-it



OPEN HOUSE SUMMARY: ACTION ARROWS

LET'S LAUNCH **MACON'S URBAN CORE** INTO **ACTION**

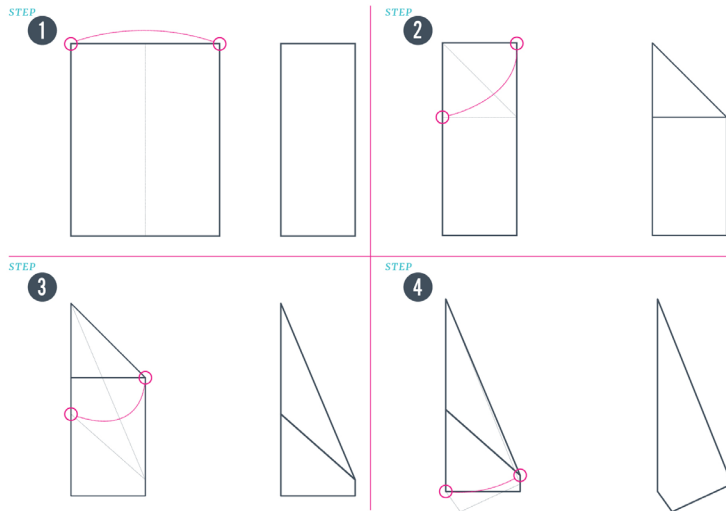


Tell us
YOUR IDEA
for

LAUNCHING DOWNTOWN
INTO ACTION
in the
next 6 months



HOW TO FOLD YOUR AIRPLANE



A little Richard Alman Brothers Rock and Roll Hall of Fame. Music Blvd.

A pedal trolley that tours downtown Macon with a tourist giving historic facts about Macon!!

A rooftop party place

Add more fountains.

Awesome Christmas display all over downtown

Better parking in safe areas. Also more local support for restaurants, museums, and businesses downtown.

Better pedestrian signage!

Bigger, more visible historical plaques. Brass is nice and all, but they're easy to miss.

Bowling alley

Bring national music acts back! Not just country, rap

Business incubator

Cleaning up the trash <3 :)

Close Cherry Street at 3rd to make a dining AREA.

Close Poplar Mart and have a street party!

Concert amphitheater

Develop a new downtown landscape plan for existing materials which will include cleaning out shrubbery, etc. clutter and installing lawns - clean and accessible.

Do creative stuff.

Every streetscape improvement, building remodel, or other infrastructure should include public art (broadly understood)- living walls, art created fixtures, painted industrial objects

expand on southern attractions- soul food restaurant, live r+b, jazz, country western.

Ferris wheel

get on board with rapid transit

Get RID of POPLAR MART!

Giant scrabble game OR two-seat scrabble boards like the old black guys in the park playing checkers/chess. Put in green spaces.

Hang stuff up in downtown.

OPEN HOUSE SUMMARY: ACTION ARROWS

Have a permanent “bier” garden rooftop? Maybe

Have game night every Friday.

I see Macon as an up and coming area. More stores, better streets and more entertainment.

I want to see a family-themed park.

Increase “seating” and other “loitering” or relaxing areas in Downtown- AND POLICE THEM.

Install puppet (or at least someone who shares our vision) as P & Z Planning Director/MPO Technical Director when Don Tussing retires. Applications due Nov. 14th.

involve minority business owners in planning

Keep hope alive. Love they neighbors and believe there is a great IDEA love yourself that’s great and idea. Believe in Christ, Amen.

Ladies’ apparel shops downtown gift/card shop.

Laser tag

look at pleasant hill for new housing development

Make a place for kids to just run wild!!!

Make a Stonewall Jackson Museum

Make Cherry St a pedestrian plaza like other cities have successfully done. NYC/Times Square is a great example. Re: www.pps.org. Have one of the trollies (rubber-tired) ride free from one end to the other- Cotton to Terminal Station

Make it easier to ride a bike.

Make Macon fun and more basketball games.

Make more things

Make sports teams.

Make/organize Christmas Market (as Weihnachtsmarkt) or make more “street” parties

More bike lanes/paths.

more community events

More compassion for your/our neighbors

More family activities.

more family events

More live music events and outdoor activities.

More monuments of president

More parking closer to things on Cherry St.

More places to play

More social museums for people and learning museums.

More streetlights monthly **food truck- type event.** Close Cherry to traffic between 2nd street & MLK at least monthly.

More wayfinding signs- downtown business directories. Comprehensive list on multiple websites. App- simple, intuitive directory/map

open more places that appeal to college/ young adults because they are the future of the urban core

open more stores and different kinds of restaurants to promote the growth of Downtown macon

Outside basketball

Paintball zone

Parking meters.

Petting zoo please.

Playground

put clothing stores downtown

Repave all streets for more savings on cars and bicycles to travel without pumps.

skate park

Support a comprehensive municipal recycling strategy with a strong environmental education component for informed and enthusiastic Maconites! FINALLY GO GREEN!

Tax-free zone for businesses. Tax holidays every quarter

The area is improving, but tourists still want to see more in the area. 1. increase the music/ historical connection to encourage tourism 2. bring a sports team to the area (minor league baseball)

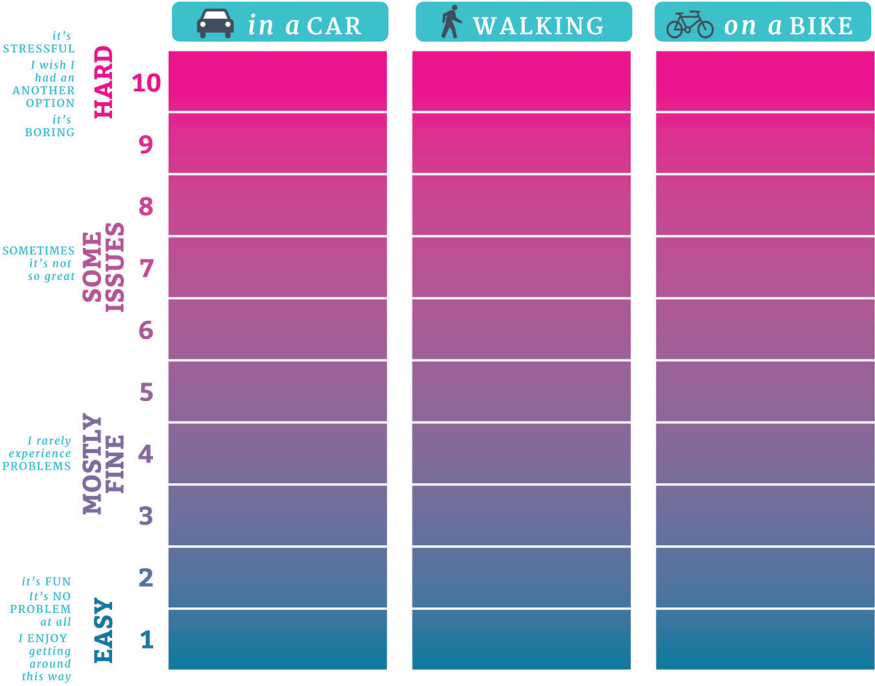
The urban core is obviously a spot where many people visit; thus, it is a spot that has a lot of potential. My idea is simply to “modernize” and clean up downtown and provide a safer feel for the urban core.

Urban music concert hall.

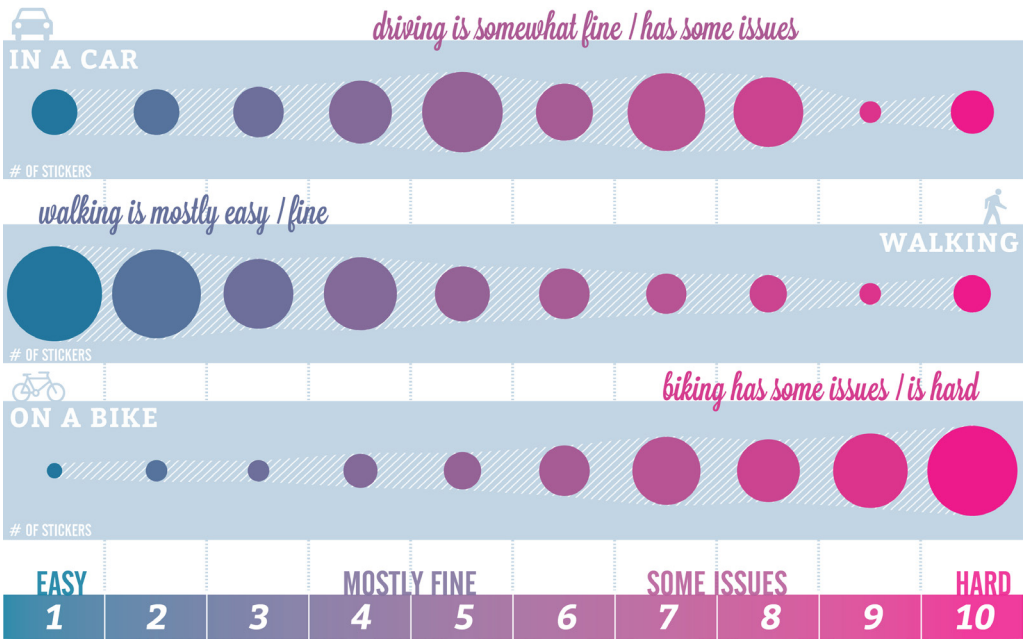
Wholesale Foods PFLAG Chapter. More flora.

OPEN HOUSE SUMMARY: TRANSPORTATION PART 1

PART 1: What's it like to GET AROUND Downtown?



You told us what's it's like to GET AROUND Downtown
The majority of answers suggests:



OPEN HOUSE SUMMARY: TRANSPORTATION PART 2

PART 2: What would make it EASIER or MORE FUN to get around?

1) BETTER SIDEWALKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) BIKE LANES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) IMPROVED TRUCK CIRCULATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) IMPROVED PARKING OPTIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5) MORE TREES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6) BETTER BUS STOPS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7) SLOWER SPEEDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8) NEW STRIPING & CROSSWALKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9) YOU TELL US:

>> FIRST (PART 1):

Take 3 STICKERS

>> SECOND (PART 1):

Tell us how easy it is to get around by car, foot, or bike. Place ONE STICKER IN EACH CATEGORY (left) to RATE YOUR EXPERIENCE.

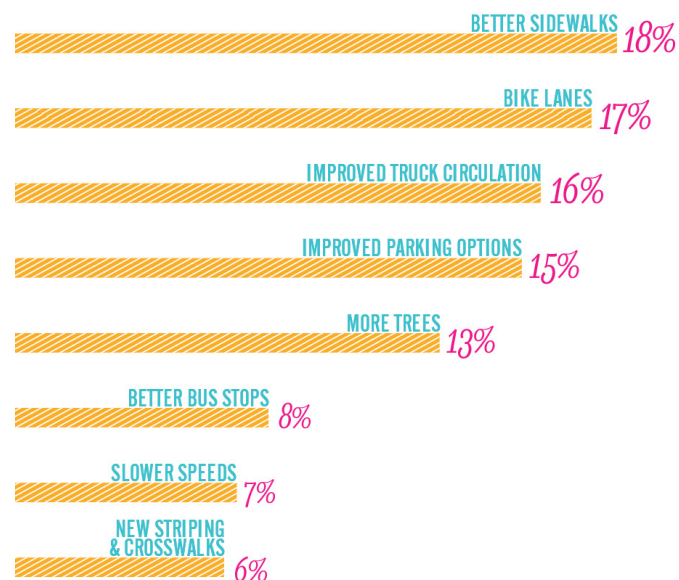


>> THIRD (PART 2):

Tell us what would make it easier or more fun. Check AS MANY BOXES (1-8) as you like and offer a WRITTEN ANSWER (9).

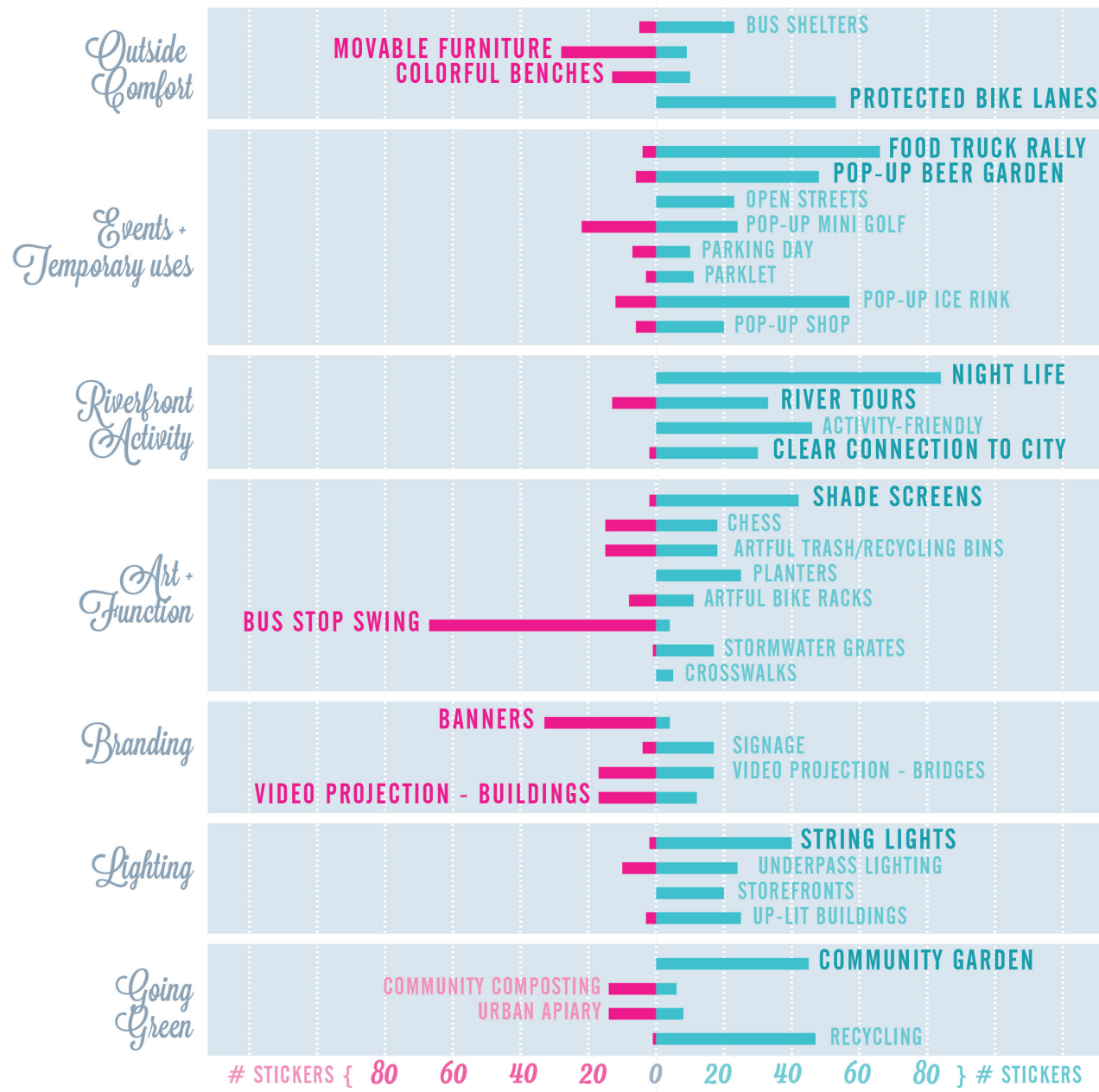


You told us what would make it EASIER or MORE FUN to get around



% FROM OVER 600 ANSWERS

OPEN HOUSE SUMMARY: THUMBS UP THUMBS DOWN



PARTICIPANTS
RATED SOME
INSPIRING
IDEAS . . .

*. . . and
a few
stood out*



OPEN HOUSE SUMMARY: THUMBS UP THUMBS DOWN



You got inspired...

. SHOWING US
OUR TOP IDEAS
FOR PROGRAMMING
WITH A THUMBS UP



OPEN HOUSE SUMMARY: SHOW ME THE MONEY

THE MONEY



>> **THIRD:**
Fill in the **BOTTOM BLANK** with how much you would spend at that business **PER WEEK** if it opened in the Urban Core.

>> **FOURTH:**
Finally, **pin EACH BILL** to the **CATEGORY** it falls under.



CLOTHES/SHOES



HOME GOODS



BOOKS



PHARMACY



OTHER



SHOW ME



>> **FIRST:**
Imagine the **3 TYPES OF BUSINESSES** you would prefer to have in the **URBAN CORE** that currently aren't there.

>> **SECOND:**
Take **3 BILLS**. Fill in the **TOP BLANK** with **ONE OR A FEW WORDS** to describe each business.



RESTAURANT/CAFE * different from what is currently offered Downtown



BAR



* different from what is currently offered Downtown

SERVICES * For example: barber/salon, daycare, repair service, legal service



FRESH FOOD



GYM/SPA



\$

\$

HOW MUCH DO YOU SPEND IN downtown macon ?

\$

write in amount

\$

\$

HOW MUCH WOULD YOU SPEND IN downtown macon ?

\$

describe business

\$

write in amount

OPEN HOUSE SUMMARY: SHOW ME THE MONEY

Lawrence Meyer, Bibb Music, Cokes Camera, Golden Bough, Tailsspin, Rader's, Andersens, The Vault, Cherry Street Cycles, Robinson Home, Bert Maxwell, Union Furniture, Dot's, Pink Chief, Posh, Old School Records, Fresh Produce Records, Georgia Market House, Regional Shopping, Fashion Avenue, On Time Fashion, Macon Fashion, Fashion 365, Kaybee, Blair's And Blair's Too, Barnes Furs, Macon Cents, The Willow Tree, Jonathan's, Embellished Wedding... **The Retail Exists. Where Are The Shoppers?**

Get rid of the unsightly second-hand/thrift stores populating the downtown shopping area, and **encourage more upscale shopping to move in.**

57%

OF SURVEY RESPONDENTS

*eat lunch or dinner
/ get take-out*

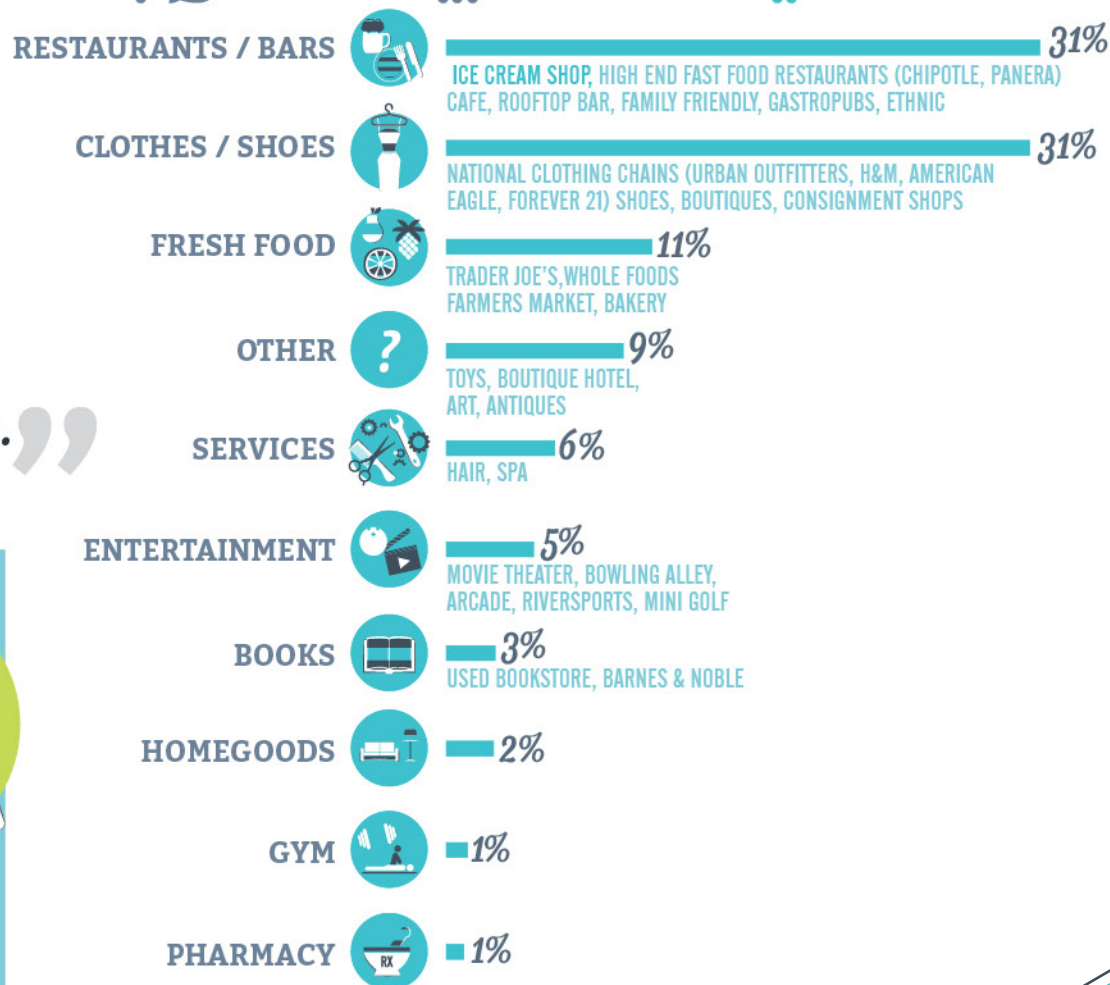
FROM A DOWNTOWN LOCATION

more than or equal to 1 or 2x a week



OPEN HOUSE RECIPIENTS SAID THEY WOULD SPEND, ON AVERAGE

250% more every week
if Downtown offered more or different:



■ PERCENTAGE OF ADDITIONAL DOLLARS SPENT

MACON ACTION PLAN EMPLOYEE SURVEY

> TELL US ABOUT YOUR EXPERIENCE AS AN EMPLOYEE IN MACON'S URBAN CORE:

1. WHERE DO YOU WORK? **Both specific business & street/location in urban core.*

2. WHERE DO YOU LIVE? **Zip code only.*

3. HOW FAR IS YOUR HOME FROM WORK? **Approximately.*

- | | |
|--|--|
| <input type="checkbox"/> I can walk to work | <input type="checkbox"/> 11-20 minutes away |
| <input type="checkbox"/> A short drive (5 minutes or less) | <input type="checkbox"/> 21-30 minutes away |
| <input type="checkbox"/> 6-10 minutes away | <input type="checkbox"/> More than 30 minutes away |

4. COULD YOU DO YOUR JOB/TYPE OF WORK IN A LOCATION OTHER THAN THE URBAN CORE OF MACON?

- | | |
|--|---|
| <input type="checkbox"/> No | <input type="checkbox"/> Yes, in Middle Georgia (outside of Bibb County). |
| <input type="checkbox"/> Yes, I could work from home. | <input type="checkbox"/> Yes, anywhere in the United States. |
| <input type="checkbox"/> Yes, in the suburbs of Macon. | <input type="checkbox"/> Yes, anywhere in the world. |

5. WHAT IS YOUR HIGHEST LEVEL OF EDUCATIONAL ATTAINMENT?

- | | | |
|---|---|--|
| <input type="checkbox"/> Below high school | <input type="checkbox"/> High school graduate, some college | <input type="checkbox"/> Bachelor's degree |
| <input type="checkbox"/> High school graduate | <input type="checkbox"/> Technical college | <input type="checkbox"/> Advanced college degree |

6. WHAT IS THE INCOME CATEGORY FOR YOUR JOB?

- | | |
|--|---|
| <input type="checkbox"/> Below \$15,000 | <input type="checkbox"/> \$60,000-\$80,000 |
| <input type="checkbox"/> \$15,000-\$25,000 | <input type="checkbox"/> \$80,000-\$100,000 |
| <input type="checkbox"/> \$25,000-\$45,000 | <input type="checkbox"/> \$100,000+ |
| <input type="checkbox"/> \$45,000-\$60,000 | |

7. WHAT ARE THE THINGS YOU DISLIKE MOST ABOUT WHERE YOUR JOB IS LOCATED? **Choose up to three.*

- | | |
|--|--|
| <input type="checkbox"/> Limited lunch options nearby | <input type="checkbox"/> Lack of downtown events and programming |
| <input type="checkbox"/> Difficult to walk around | <input type="checkbox"/> The area around where I work does not look clean and attractive |
| <input type="checkbox"/> Safety of the area | <input type="checkbox"/> Distance from home |
| <input type="checkbox"/> Availability of parking | <input type="checkbox"/> Something else, specify: ----- |
| <input type="checkbox"/> Lack of access to amenities, such as stores | |

8. DURING WORK HOURS (WEEKDAY DAYS), WHAT TYPES OF BUSINESSES DO YOU PATRONIZE IN THE URBAN CORE?

**Choose up to three.*

- | | |
|---|---|
| <input type="checkbox"/> Restaurants / bars | <input type="checkbox"/> Professional services |
| <input type="checkbox"/> Clothing store | <input type="checkbox"/> Convenience stores |
| <input type="checkbox"/> Home goods | <input type="checkbox"/> Entertainment / attraction |
| <input type="checkbox"/> Personal services | <input type="checkbox"/> Education |
| <input type="checkbox"/> Medical services | <input type="checkbox"/> Something else, specify: ----- |

BUSINESS SURVEY QUESTIONS

9. AFTER WORK HOURS (WEEKDAY EVENINGS), WHAT TYPES OF BUSINESSES DO YOU PATRONIZE IN THE URBAN CORE?

**Choose up to three.*

- | | |
|---|---|
| <input type="checkbox"/> Restaurants / bars | <input type="checkbox"/> Professional services |
| <input type="checkbox"/> Clothing store | <input type="checkbox"/> Convenience stores |
| <input type="checkbox"/> Home goods | <input type="checkbox"/> Entertainment / attraction |
| <input type="checkbox"/> Personal services | <input type="checkbox"/> Education |
| <input type="checkbox"/> Medical services | <input type="checkbox"/> Something else, specify: |

10. ON WEEKENDS, WHAT TYPES OF BUSINESSES DO YOU PATRONIZE IN THE URBAN CORE? **Choose up to three.*

- | | |
|---|---|
| <input type="checkbox"/> Restaurants / bars | <input type="checkbox"/> Professional services |
| <input type="checkbox"/> Clothing store | <input type="checkbox"/> Convenience stores |
| <input type="checkbox"/> Home goods | <input type="checkbox"/> Entertainment / attraction |
| <input type="checkbox"/> Personal services | <input type="checkbox"/> Education |
| <input type="checkbox"/> Medical services | <input type="checkbox"/> Something else, specify: |

11. WHAT TYPES OF BUSINESSES WOULD YOU LIKELY PATRONIZE IF THEY WERE LOCATED IN THE URBAN CORE?

**Choose up to three.*

- | | |
|---|---|
| <input type="checkbox"/> Restaurants / bars | <input type="checkbox"/> Professional services |
| <input type="checkbox"/> Clothing store | <input type="checkbox"/> Convenience stores |
| <input type="checkbox"/> Home goods | <input type="checkbox"/> Entertainment / attraction |
| <input type="checkbox"/> Personal services | <input type="checkbox"/> Education |
| <input type="checkbox"/> Medical services | <input type="checkbox"/> Something else, specify: |

12. HOW MUCH MONEY WOULD YOU GUESS THAT YOU HAVE SPENT AT BUSINESSES IN THE URBAN CORE IN THE LAST WEEK?

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Less than \$10 | <input type="checkbox"/> \$100-\$150 |
| <input type="checkbox"/> \$10-\$30 | <input type="checkbox"/> \$150-\$250 |
| <input type="checkbox"/> \$30-\$50 | <input type="checkbox"/> \$250+ |
| <input type="checkbox"/> \$50-\$100 | |

13. WHAT DO YOU CONSIDER TO BE A REASONABLE DISTANCE TO WALK FROM WHERE YOU PARK TO WHERE YOU WORK?

- ☐ Less than 5 minutes
☐ 6-10 minutes
☐ 11-20 minutes
☐ More than 20 minutes
☐ Other (please explain):

14. WHAT INTERSECTION DO YOU BELIEVE REPRESENTS THE "CENTER" OF DOWNTOWN MACON?

.....

15. WOULD YOU CONSIDER STARTING YOUR OWN BUSINESS? IF SO, WOULD YOU CONSIDER DOING SO IN THE URBAN CORE?

- ☐ No
☐ Yes, but not in the Urban Core or Downtown
☐ Yes, and I would consider opening my business in the Urban Core or Downtown

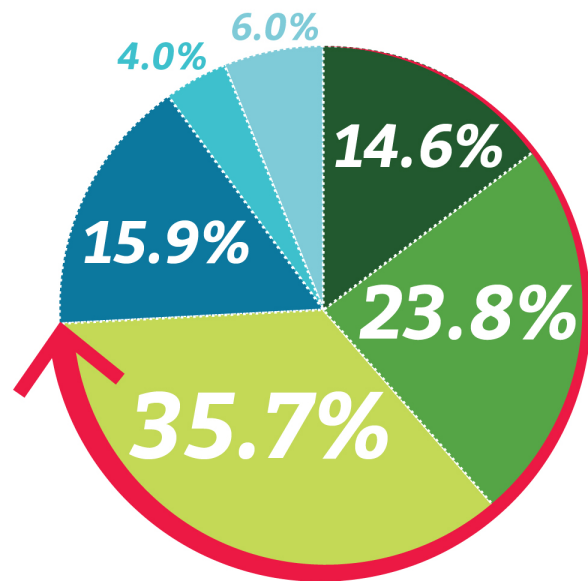
LET'S TALK ABOUT YOU



Roughly 3/4 of surveyed employees have a *commute greater than 10 minutes.*



Approximately 1/3 could only do their job in the *Urban Core.*



- 30 + MIN.
- 21 - 30 MIN.
- 11 - 20 MIN.
- 6 - 10 MIN.
- 5 MIN. OR LESS
- WALKING DISTANCE

Q: *Could you do YOUR JOB / TYPE OF WORK*
in a location *other than* the *Urban Core*?

A: *no:*  **33.8%**
URBAN CORE *only*

yes:  **27.8%**
anywhere in the USA

 **19.3%**
anywhere in the WORLD

 **8.8%**
from HOME

 **5.8%**
in the MACON SUBURBS

 **4.8%**
MIDDLE GA outside Bibb

LET'S TALK ABOUT YOU

Q: *What types of businesses* **DO YOU PATRONIZE
IN THE URBAN CORE** *on weekdays . . .*

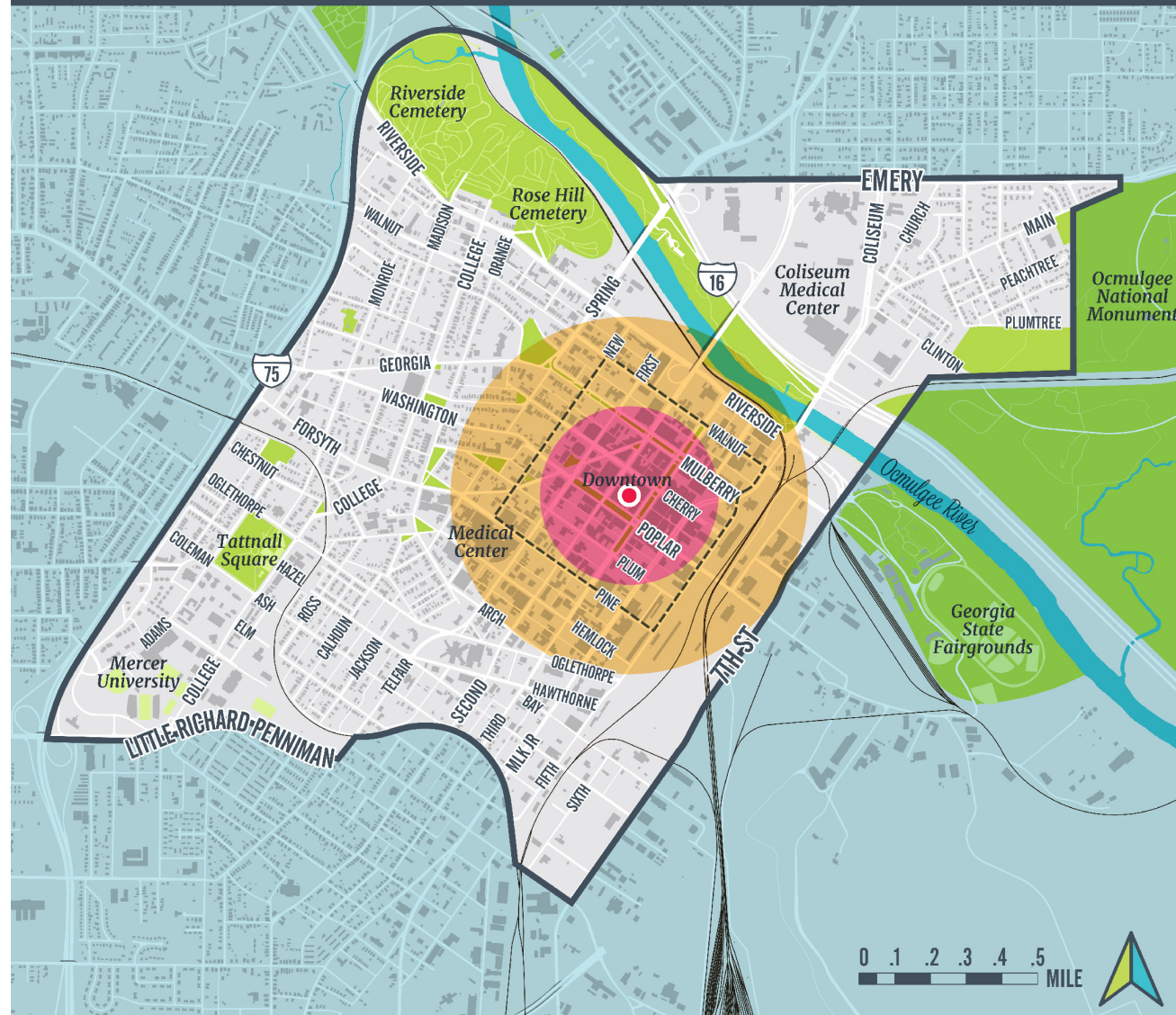


A: **#1** RESTAURANTS/BARS
#2 MEDICAL SERVICES
#3 CONVENIENCE STORES
#4 PROFESSIONAL SERVICES
#5 OTHER /
ENTERTAINMENT/ATTRACTION

#1 RESTAURANTS/BARS
#2 ENTERTAINMENT/ATTRACTION
#3 CONVENIENCE STORES
#4 CLOTHING STORE
#5 HOME GOODS

➤ these are also the same top 5
businesses that respondents
visit on weekends

LET'S TALK ABOUT YOU



Source: Interface Studio

Q: What do you consider a reasonable distance to walk from where you park to work?

A: From the employees surveyed ...

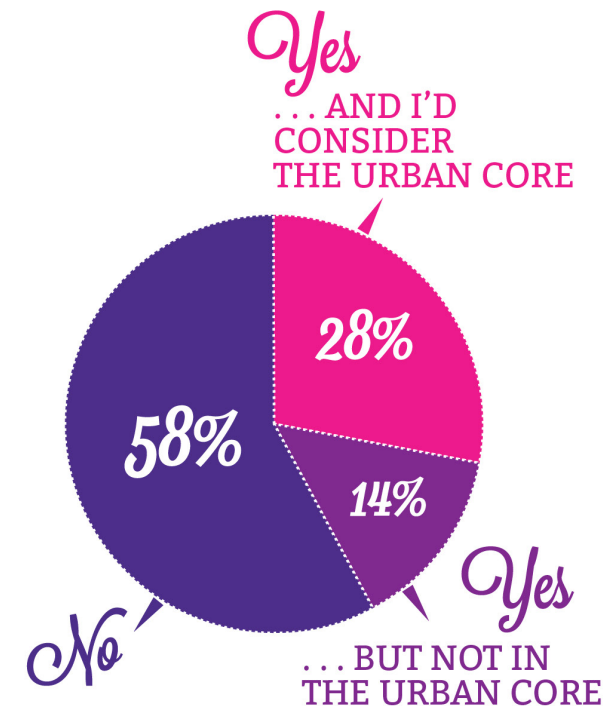
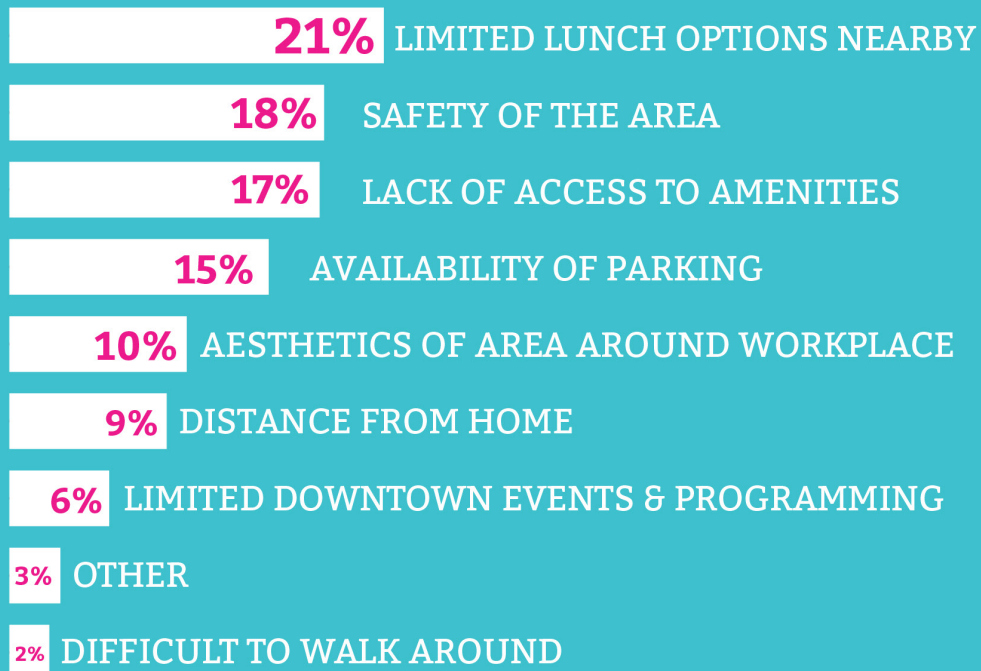
73%
SAID **5 minutes** OR LESS = gets you around parts of **DOWNTOWN**

22%
SAID **10 minutes** OR LESS = gets you from **DOWNTOWN** to the **RIVER**

- study area
- downtown core
- open space
- rail

LET'S TALK ABOUT YOU

*What employees
dislike about their job location:*



*Would you consider starting
your own business (if so, where)?*



MACON ACTION PLAN RESIDENT SURVEY

ADDRESS
[or nearest cross-streets]

> TELL US ABOUT YOUR EXPERIENCE AS A RESIDENT IN MACON'S URBAN CORE:

1. WHAT NEIGHBORHOOD NAME DO YOU NORMALLY USE FOR THE AREA WHERE YOU LIVE? **Check all that apply.*

- | | | |
|---|---|---|
| <input type="checkbox"/> Downtown | <input type="checkbox"/> College Hill | <input type="checkbox"/> on Mercer's Campus |
| <input type="checkbox"/> Main Street Neighborhood | <input type="checkbox"/> Pleasant Hill | <input type="checkbox"/> other [please write in answer] |
| <input type="checkbox"/> East Macon | <input type="checkbox"/> Beall's Hill | |
| <input type="checkbox"/> In-Town Macon | <input type="checkbox"/> Huegenin Heights | |

2. HOW LONG HAVE YOU LIVED IN THIS NEIGHBORHOOD?

- | | | |
|---|--------------------------------------|---|
| <input type="checkbox"/> Less than 1 year | <input type="checkbox"/> 6-10 years | <input type="checkbox"/> 21-30 years |
| <input type="checkbox"/> 1-5 years | <input type="checkbox"/> 11-20 years | <input type="checkbox"/> More than 30 years |

3. WHAT IS THE ZIP CODE OF THE LOCATION OF YOUR WORKPLACE?

4. WHY DID YOU DECIDE TO LIVE IN THIS NEIGHBORHOOD? **Pick three major reasons.*

- | | |
|---|---|
| <input type="checkbox"/> To live near family or friends | <input type="checkbox"/> Access to job opportunities |
| <input type="checkbox"/> To be close to work | <input type="checkbox"/> Safety in the community |
| <input type="checkbox"/> Accessibility of amenities, such as community centers and stores | <input type="checkbox"/> Affordability of housing |
| <input type="checkbox"/> Proximity to public transportation | <input type="checkbox"/> Born here / my family is from here |
| <input type="checkbox"/> Preference for an urban lifestyle | <input type="checkbox"/> No choice / Nowhere else to go |
| <input type="checkbox"/> Schools for my children | <input type="checkbox"/> Something else, <i>specify:</i> |
| <input type="checkbox"/> To attend school | |

5. OVERALL, CONSIDERING EVERYTHING, HOW SATISFIED WOULD YOU SAY YOU ARE LIVING IN THIS NEIGHBORHOOD?

- | | | |
|---|--|--|
| <input type="checkbox"/> Very satisfied | <input type="checkbox"/> Somewhat satisfied | <input type="checkbox"/> Dissatisfied |
| <input type="checkbox"/> Satisfied | <input type="checkbox"/> Somewhat dissatisfied | <input type="checkbox"/> Very dissatisfied |

6. WHAT DO YOU LIKE BEST ABOUT LIVING IN THIS NEIGHBORHOOD? **Choose up to three.*

- | | | |
|--|---|--|
| <input type="checkbox"/> My house or apartment | <input type="checkbox"/> Downtown events and programming | <input type="checkbox"/> Safety in the community |
| <input type="checkbox"/> My neighbors | <input type="checkbox"/> Easy to walk around | <input type="checkbox"/> Affordability of housing |
| <input type="checkbox"/> Distance to work | <input type="checkbox"/> Proximity to public transportation | <input type="checkbox"/> Types of housing available |
| <input type="checkbox"/> Availability of parking | <input type="checkbox"/> Schools for my children | <input type="checkbox"/> Something else, <i>specify:</i> |
| <input type="checkbox"/> Access to amenities, such as community centers and stores | <input type="checkbox"/> Access to job opportunities | |

7. WHAT DO YOU LIKE LEAST ABOUT LIVING IN THIS NEIGHBORHOOD? **Choose up to three.*

- | | | |
|--|---|--|
| <input type="checkbox"/> My house or apartment | <input type="checkbox"/> Downtown events and programming | <input type="checkbox"/> Safety in the community |
| <input type="checkbox"/> My neighbors | <input type="checkbox"/> Easy to walk around | <input type="checkbox"/> Affordability of housing |
| <input type="checkbox"/> Distance to work | <input type="checkbox"/> Proximity to public transportation | <input type="checkbox"/> Types of housing available |
| <input type="checkbox"/> Availability of parking | <input type="checkbox"/> Schools for my children | <input type="checkbox"/> Something else, <i>specify:</i> |
| <input type="checkbox"/> Access to amenities, such as community centers and stores | <input type="checkbox"/> Access to job opportunities | |

8. WITH HOW MANY OF YOUR NEIGHBORS DO YOU SPEAK REGULARLY FOR 5 MINUTES OR MORE?

[NOTE: For students living on campus, the question relates to conversations with residents who do not live on campus.]

- | | | | | |
|-------------------------------|---------------------------------|---------------------------------|---------------------------------|-------------------------------------|
| <input type="checkbox"/> None | <input type="checkbox"/> 1 to 3 | <input type="checkbox"/> 4 to 6 | <input type="checkbox"/> 7 to 9 | <input type="checkbox"/> 10 or more |
|-------------------------------|---------------------------------|---------------------------------|---------------------------------|-------------------------------------|

> TELL US ABOUT YOUR HOME:

9. WHAT IS YOUR CURRENT HOUSING SITUATION?

- ☐ I own my house (single-family house, townhouse, condo, etc.) [Go to question 11]
- ☐ I rent my house / apartment [Go to question 10]
- ☐ I live with family or friends [Go to question 10]
- ☐ I live in on-campus student housing [Go to question 10]

10. WHICH FACTORS HAVE INFLUENCED YOUR DECISION TO NOT BUY A HOME IN YOUR NEIGHBORHOOD? *Choose up to three.

- | | |
|--|---|
| <input type="checkbox"/> Availability of houses in the community | <input type="checkbox"/> Convenience to work, school, and/or shopping |
| <input type="checkbox"/> Physical conditions in the community | <input type="checkbox"/> Affordability of available homes |
| <input type="checkbox"/> Availability of parking | <input type="checkbox"/> My personal financial situation |
| <input type="checkbox"/> Scale/density/urban character | <input type="checkbox"/> State of the economy |
| <input type="checkbox"/> Crime or other safety issues | <input type="checkbox"/> I am still in school |
| <input type="checkbox"/> Quality of public services and/or schools | <input type="checkbox"/> Something else. Specify: _____ |

> TELL US ABOUT THE CHARACTERISTICS of your COMMUNITY:

11. HOW WOULD YOU RATE THE FOLLOWING ASPECTS OF YOUR NEIGHBORHOOD?

	VERY GOOD	GOOD	FAIR	POOR	VERY POOR
Cleanliness of the community					
Physical condition of homes in the community					
Physical condition of streets, sidewalks, and infrastructure in the community					
Parking availability for residences					
Parking availability in commercial areas					
Safety in the community					
Friendliness of neighbors in the community					
Quality of parks and public spaces in the area					
Quality of public services in the community					
Variety of goods and services available for purchase in the community					
Access to transportation					
Access to employment centers					
Affordability of homes or apartments in the community					
Public schools K-12, including charter schools					

12. COMPARED TO THREE YEARS AGO, HOW WOULD YOU SAY YOUR NEIGHBORHOOD HAS CHANGED?

- ☐ Improved a lot
 ☐ Improved some
 ☐ Stayed about the same
 ☐ Declined some
 ☐ Declined a lot

PLEASE NOTE WHAT HAS CHANGED THE MOST:

> TELL US ABOUT YOUR SHOPPING HABITS:

13. WHERE DO YOU SHOP FOR GROCERIES AND/OR DAY-TO-DAY ITEMS [paper products, cleaning supplies, etc.] MOST OFTEN?

NAME & LOCATION:

14. WHERE DO YOU SHOP FOR NON DAY-TO-DAY ITEMS [SUCH AS CLOTHES, GIFTS, HOUSEWARES, ETC.]?

NAME & LOCATION:

15. HOW FREQUENTLY DO YOU EAT LUNCH OR DINNER OUT DOWNTOWN OR GET TAKE OUT FROM A DOWNTOWN LOCATION?

- | | | |
|--|--|---|
| <input type="checkbox"/> Every day | <input type="checkbox"/> About once a week | <input type="checkbox"/> A few times per year |
| <input type="checkbox"/> Multiple times per week | <input type="checkbox"/> About once or twice a month | <input type="checkbox"/> Once a year or less |

16. WHAT INTERSECTION DO YOU BELIEVE REPRESENTS THE "CENTER" OF DOWNTOWN MACON? _____

> TELL US ABOUT HOW YOU GET AROUND MACON:

17. HOW DO YOU GET AROUND? Check all that apply:

	SHOPPING & ERRANDS			ENTERTAINMENT/ RECREATION			VISIT FRIENDS/ FAMILY			WHY DO YOU CHOOSE TO GET AROUND THIS WAY?				
	usually	sometimes	never	usually	sometimes	never	usually	sometimes	never	convenience	speed	cost	exercise/health	no alternatives
Drive Alone														
Carpool														
Bus														
Walk/Bike														

18. ON HOW MANY DAYS DID YOU PARTICIPATE IN PHYSICAL ACTIVITY THIS PAST WEEK? _____ DAYS [ENTER 0-7]
WHICH PHYSICAL ACTIVITIES? PLEASE LIST:

19. IF YOU WANTED TO BUY FRESH PRODUCE, HOW EASY OR DIFFICULT IS IT FOR YOU TO GET TO A STORE THAT SELLS IT?

- ☐ Very easy
 ☐ Somewhat easy
 ☐ Somewhat difficult
 ☐ Very difficult

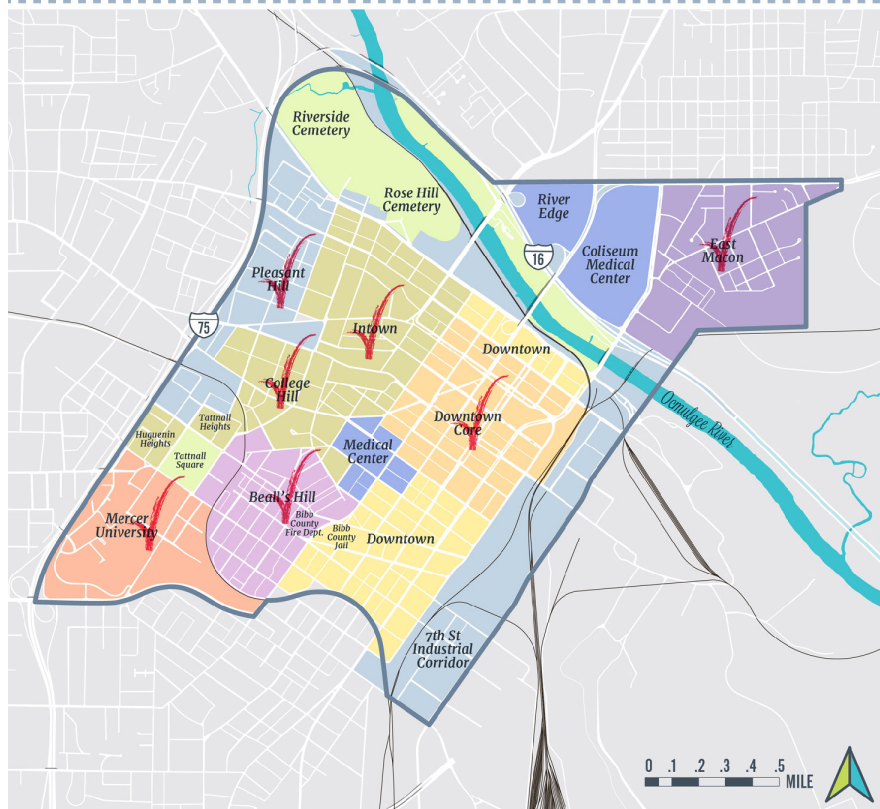
20. WHAT WOULD MAKE YOUR COMMUNITY A BETTER PLACE TO LIVE? [Please list only one idea]:

LET'S TALK ABOUT YOU



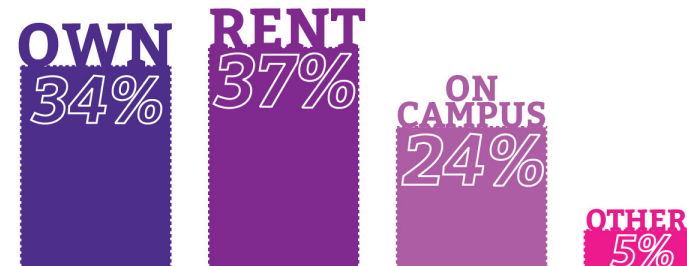
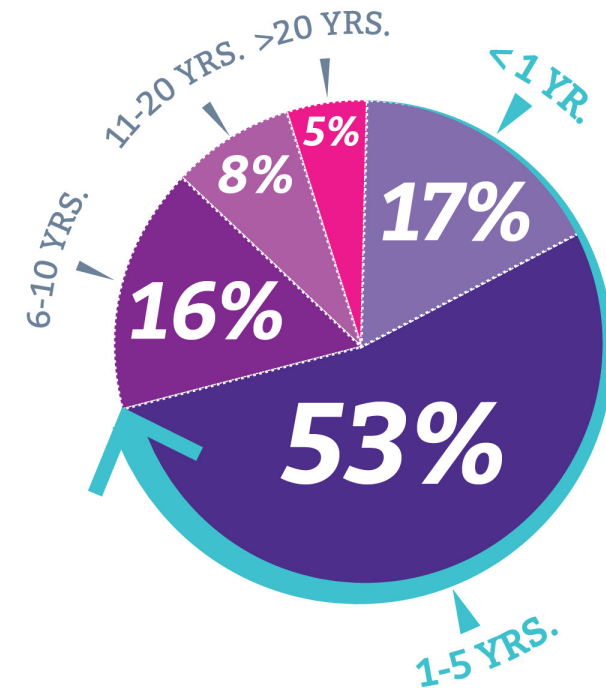
LET'S TALK ABOUT YOU

➤ We got responses from *all residential areas* the plan covers!



➤ Respondents were *split almost evenly* between *owners and renters*.

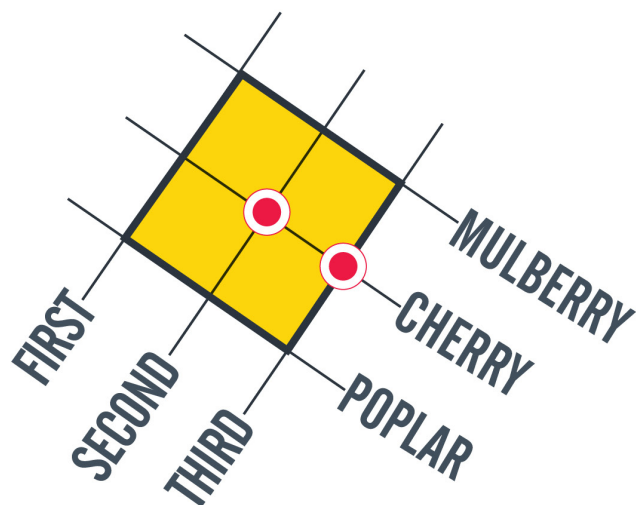
➤ Almost 3/4 of respondents have lived in the Urban Core *less than 5 years*.



LET'S TALK ABOUT YOU

Q: *What intersection*
DO YOU BELIEVE REPRESENTS
THE CENTER OF DOWNTOWN ?

A:



2nd/3rd and *Cherry* were
the most common answers.
All other answers fell close
by- within the yellow area.

In other news:

74%
OF RESPONDENTS

eat lunch or dinner
/ get take-out

FROM A DOWNTOWN LOCATION
at least once / week



46%
FELT IT WAS
very easy

TO GET TO A STORE THAT SELLS
fresh produce

LET'S TALK ABOUT YOU

What do you like
BEST
about living
in this neighborhood?



What do you like
LEAST
about living
in this neighborhood?

LET'S TALK ABOUT YOU

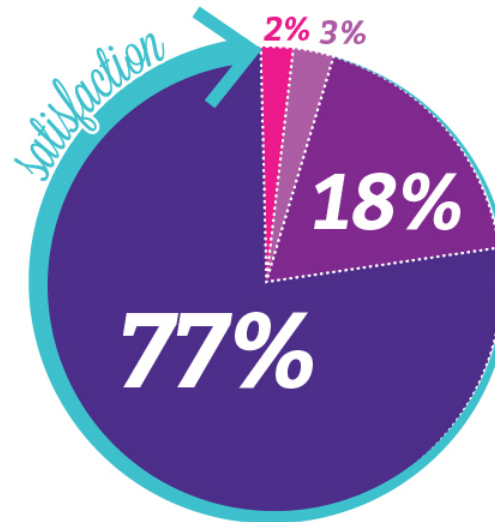
Q: *What would make*
YOUR COMMUNITY
a better place to live?

A: “
MAKE DOWNTOWN **MORE AESTHETICALLY PLEASING**
MORE **STREET LIGHTS**
MORE **RETAIL** IN WALKING DISTANCE
MORE TO OFFER TO **FAMILIES**
A **PARKING PLAN** FOR DOWNTOWN RESIDENTS
COMPREHENSIBLE & CONSISTENT **PUBLIC TRANSPORTATION**
MORE **GROCERY STORES**
MORE **RESTAURANTS**
DEDICATED **BIKE LANES**
BETTER INFRASTRUCTURE FOR **WALKABILITY**
MORE **GREEN SPACE**
MORE **FESTIVALS**
MORE **EVENTS**
”

LET'S TALK ABOUT YOU



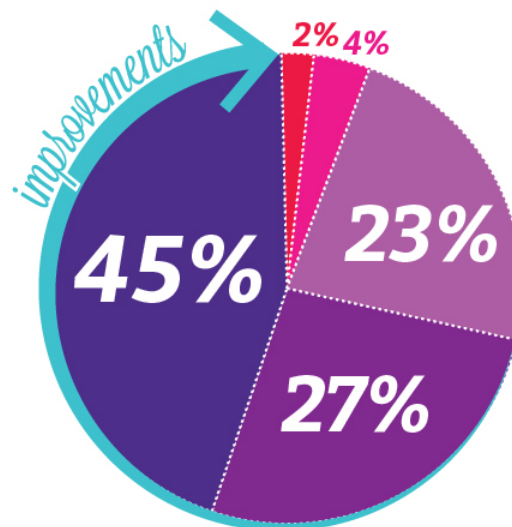
The **vast majority** of respondents were **satisfied** with living in their neighborhoods.



- SATISFIED/VERY SATISFIED
- SOMEWHAT SATISFIED
- SOMEWHAT DISSATISFIED
- VERY DISSATISFIED



Most felt their **neighborhood has improved** in the past three years.



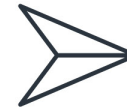
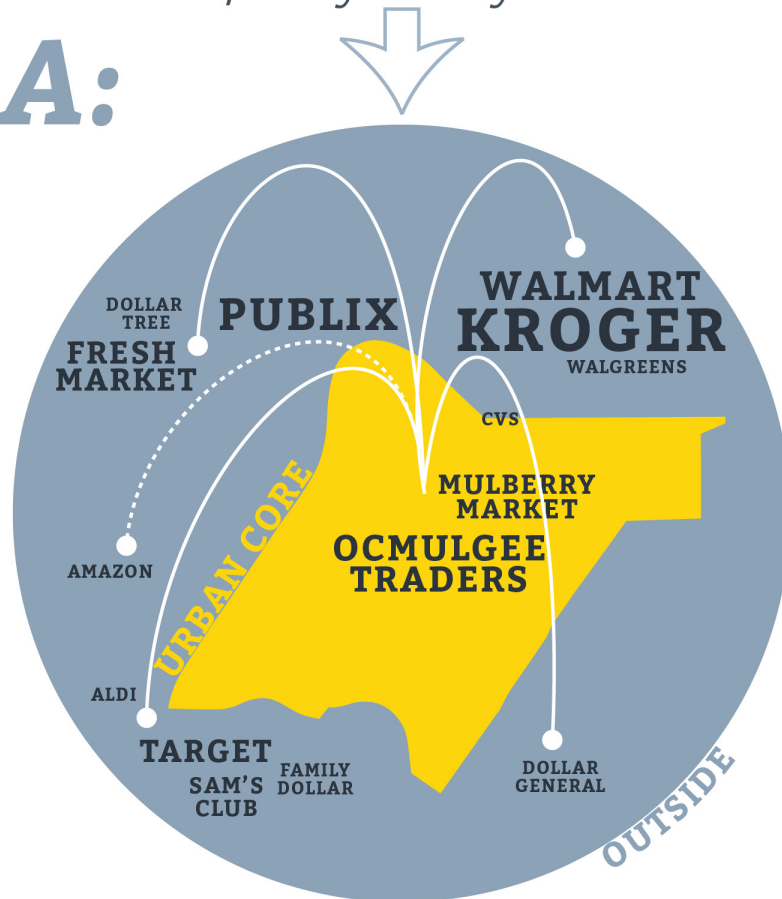
- IMPROVED SOME
- IMPROVED A LOT
- STAYED ABOUT THE SAME
- DECLINED SOME
- DECLINED A LOT

LET'S TALK ABOUT YOU

Q: *Where do you shop . . .*

*. . . for groceries
and/or day-to-day items?*

A:



The *vast majority* of respondents *shop outside the Urban Core.*

. . . or non day-to-day items?





NEAR-TERM STRATEGIES

Alleys: *Strategies*

- recent lighting improvements
- programming effort planned
- add programming
- improve appearance
- manage stormwater
- rail



NEAR-TERM STRATEGIES

Alleys: *Character*



- narrow ($\leq 10'$ wide)
- wide ($\geq 10'$ wide)
- parking lot cut-through
- closed
- rail



NEAR-TERM STRATEGIES





Street trees, empty open spaces, & shade “deserts”

light up
street trees on
main corridors

connecting
parks & retail

17 hot spots

that could use
some **shade,**
tables & chairs!
... of which **3**
are within parks

-  portion of park improvement w/ tables, chairs & umbrellas
-  blank hardscaped area w/ little shade
-  opportunity streets for tree lighting
-  Rail








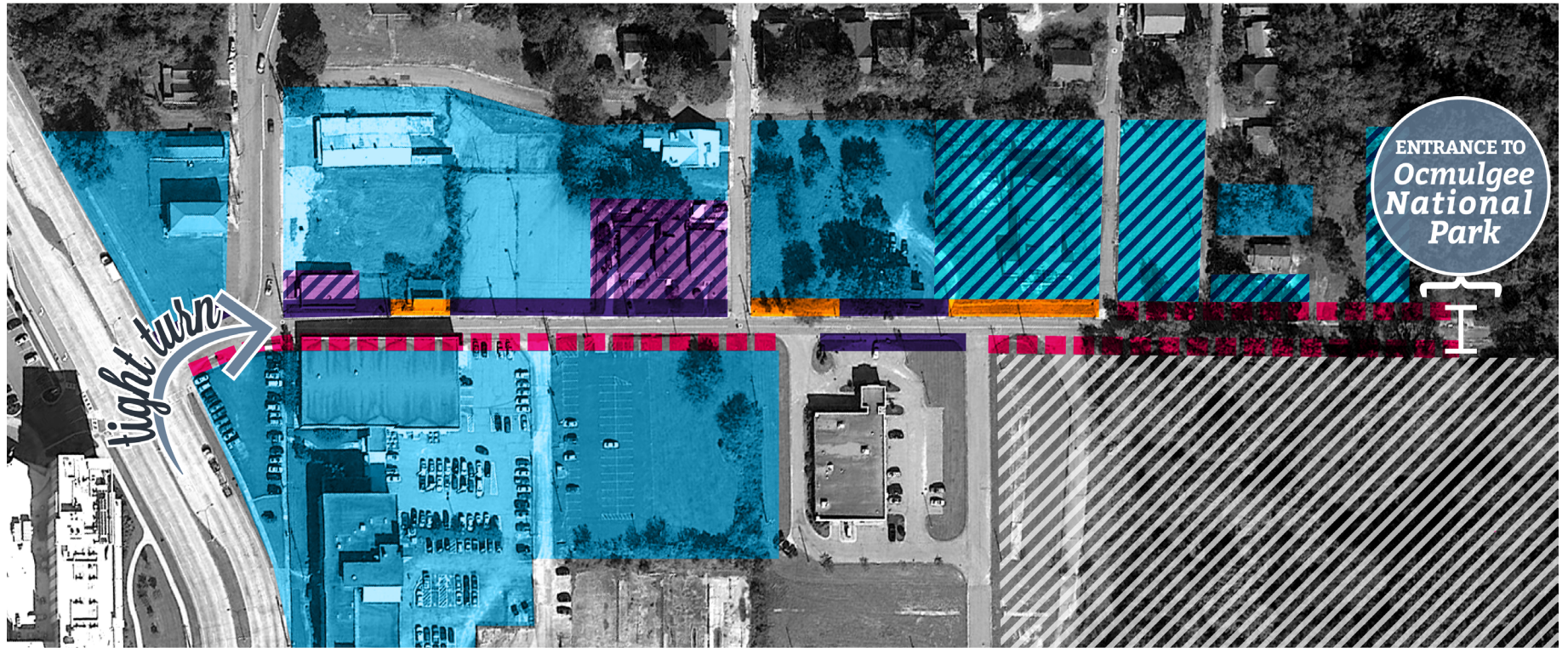
NEAR-TERM STRATEGIES

*Vacant storefronts
& blank sidewalks*

activate vacant storefronts
in the central downtown area
with **temporary** uses

enliven blank sidewalks
with “**wall therapy**”

-  key gateway opportunity
-  priority corridor
-  blank sidewalk
-  vacant or partially vacant storefront suitable for activation
-  rail



tight turn

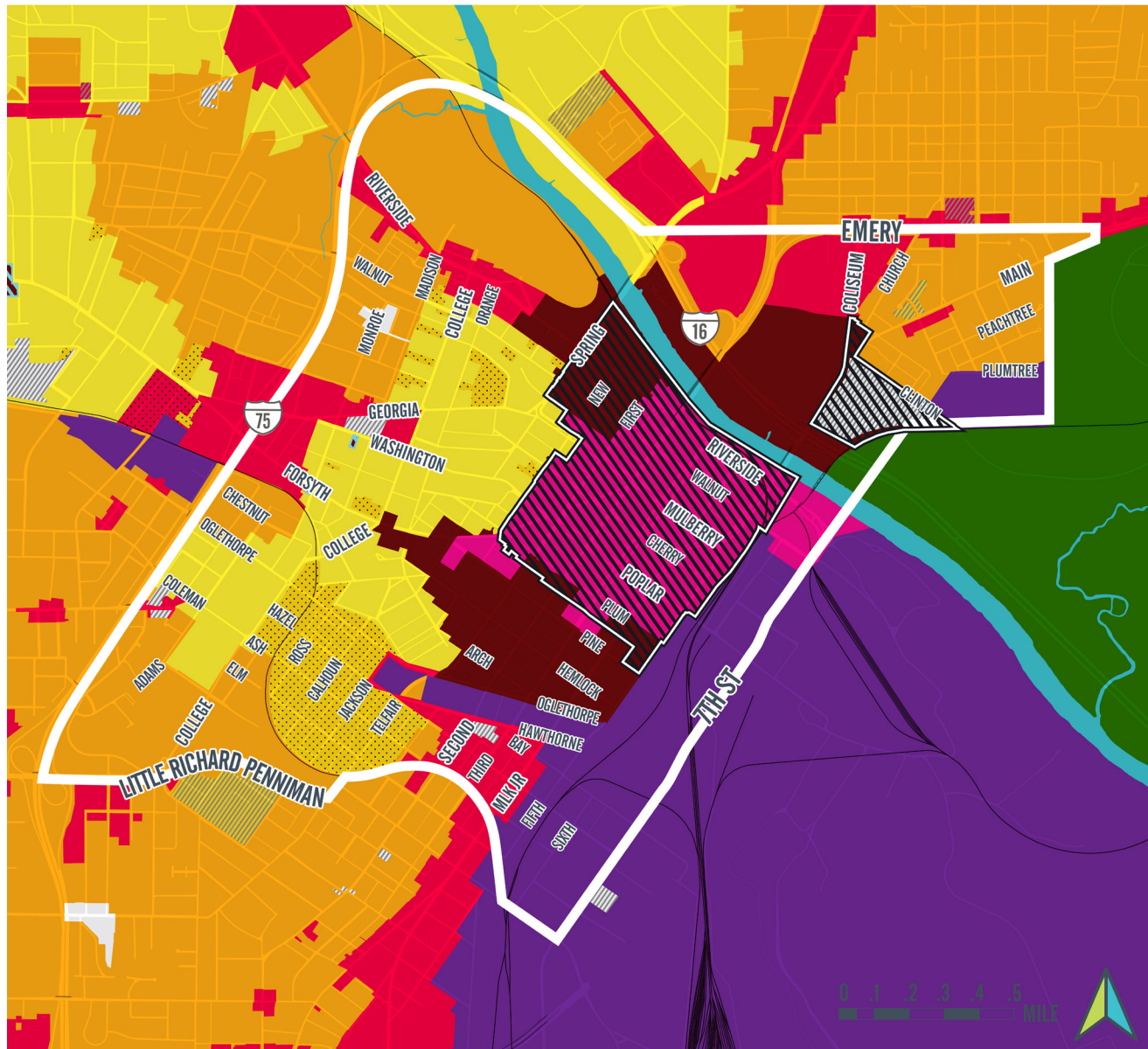
ENTRANCE TO
Ocmulgee
National
Park













-----1500 ft-----

- no sidewalk
- sidewalk in poor condition
- sidewalk in ok condition

- publicly-owned
- vacant / unused
- promised to UDA
- under negotiation

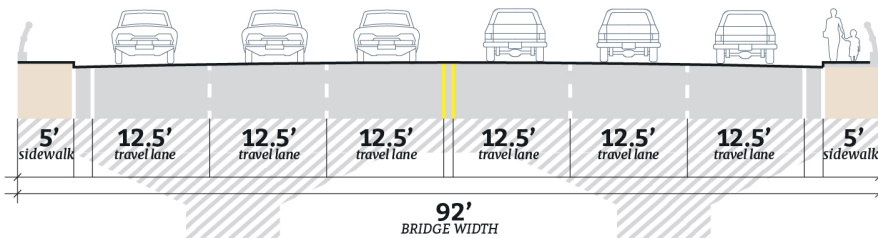
GENERALIZED ZONING



-  proposed downtown overlay
-  agricultural (a)
-  single-family residential (r-1)
-  multi-family residential (r-2, r-3)
-  commercial (c)
-  central business district 1
-  central business district 2
-  industrial (m)
-  planned development (pd)
-  historic (h)
-  commercial use
-  rail

Proposed Zoning Changes.

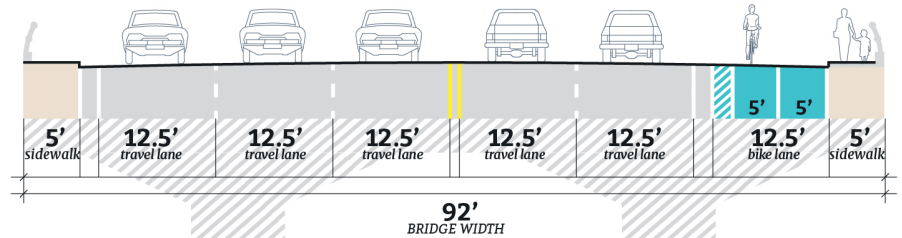
before



SPRING STREET BRIDGE

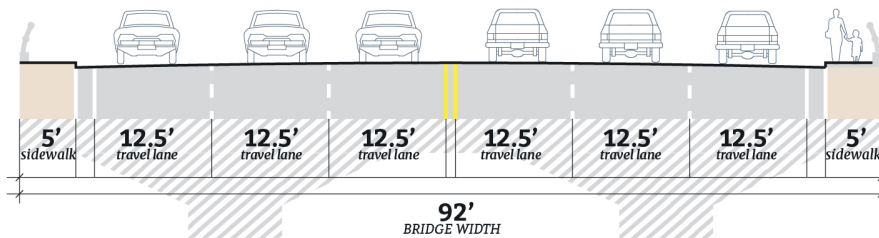
(facing northeast)

after



Spring Street Bridge Option 1; remove one lane of traffic and provide a buffered bikeway on the East side of the bridge.

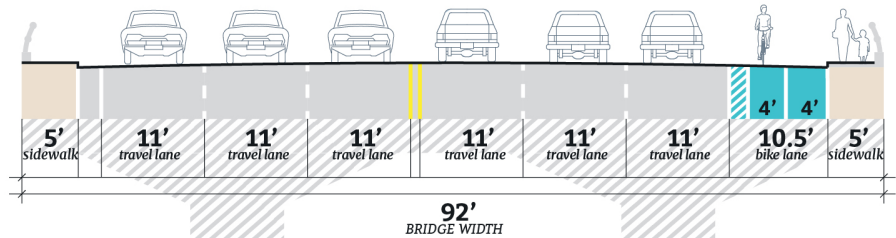
before



SPRING STREET BRIDGE

(facing northeast)

after



Spring Street Bridge Option 2; keep the same number of lanes but narrow them to 11' and provide a buffered bikeway on the East side of the bridge.

