

MMP

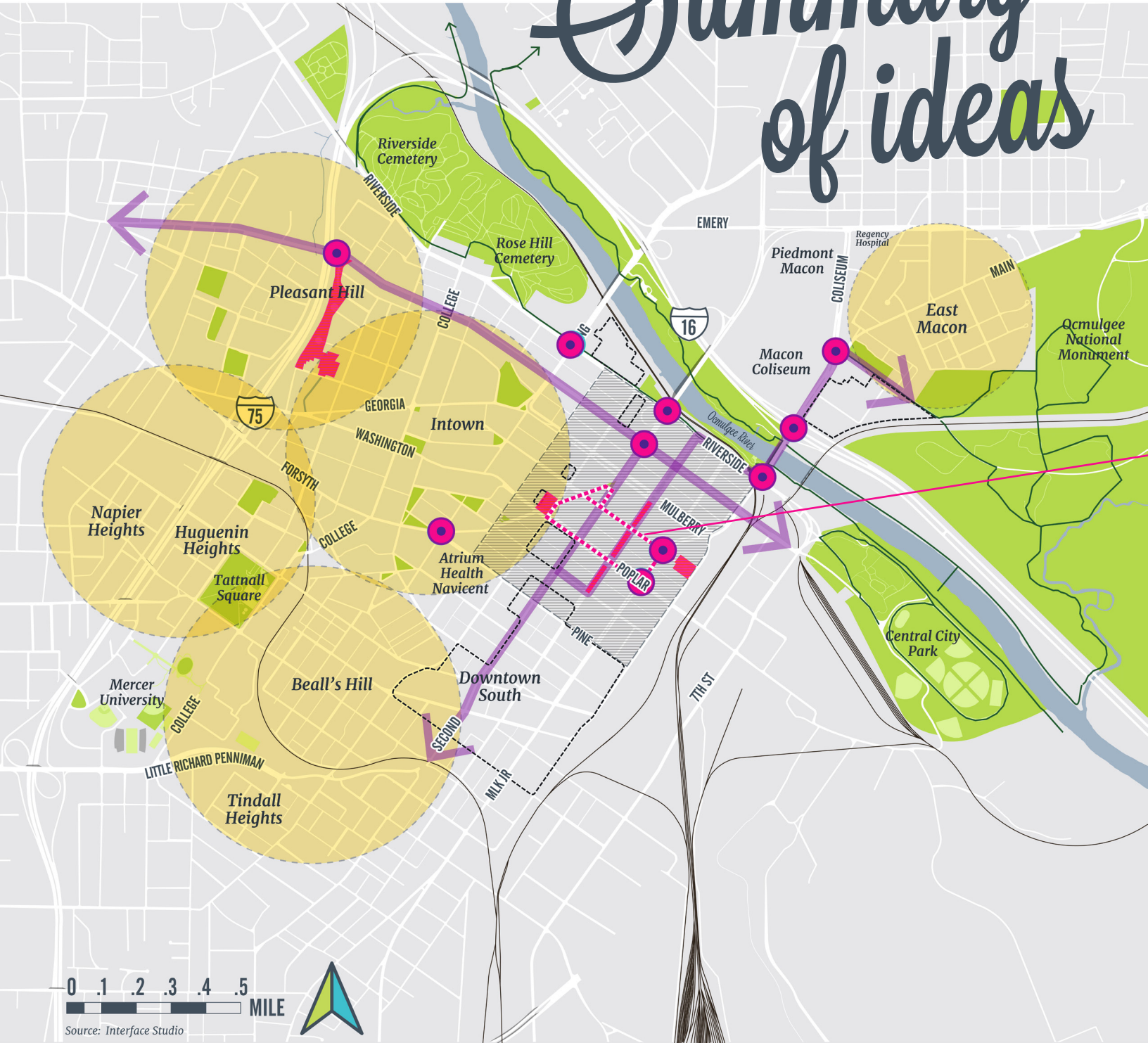
EXCEL

MACON ACTION PLAN

for the heart of macon

October 2024

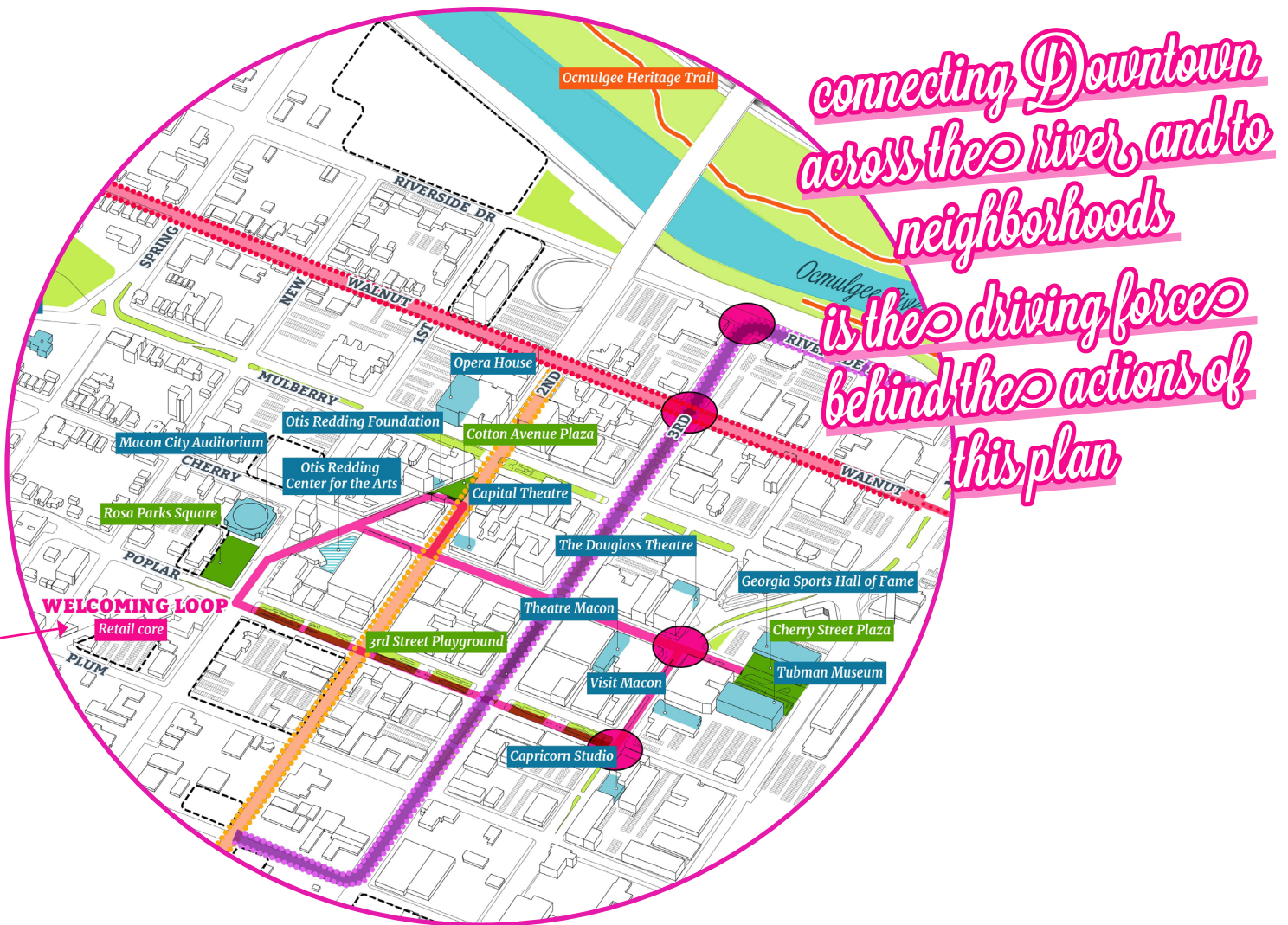
Summary of ideas



Legend

- | | | |
|---------------------------------|-----------------------------------|-------------------------|
| Key opportunity areas | Key gateways & intersections | Ocmulgee Heritage Trail |
| Neighborhood investment | Expanded Ocmulgee Heritage Trail | Historic Downtown |
| New family-friendly open spaces | Priority streetscape improvements | Open Space |
| | | Rail |

Source: Interface Studio



WHAT DOES NEXT-LEVEL MACON LOOK LIKE?

Downtown Macon has undergone a dramatic transformation over the last 10 years, becoming a more vibrant and diverse hub of activity and entertainment. With the Macon Action Plan XL, it is time to focus on maintaining what makes Macon different and unique, and support and strengthen the gains made over the years to ensure we are **authentically Macon** as we grow.

- Strengthen neighborhoods with a range of housing options
- Support, strengthen and diversify local businesses
- Offer an exceptional Urban Core experiences
- Prepare for tourism growth
- Connect destinations

ACKNOWLEDGEMENTS

THANK YOU to everyone who contributed to the newest MAP (and all the good work that preceded it)! Whether you participated in an interview or a public event, your voice helped shape this plan. A special shout out to our Steering Committee of Downtown neighbors, businesses, artists, community organizations, institutions, City staff and leadership—for your time and insight.

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INTRODUCTION

WHAT IS THE MACON ACTION PLAN?

The Macon Action Plan (MAP) is a comprehensive, community-driven plan that envisions the future of Macon's Urban Core. The "Urban Core" refers to Downtown Macon and nearby neighborhoods. The Urban Core is where the City was first established, and it remains a center of employment, entertainment, education and healthcare, as well as home to a collection of historic and diverse neighborhoods and communities. The Urban Core is the heart of Macon, which includes Downtown and surrounding intown neighborhoods.

MAP PROGRESSION

MAP 1.0 in 2014 was about building strengths

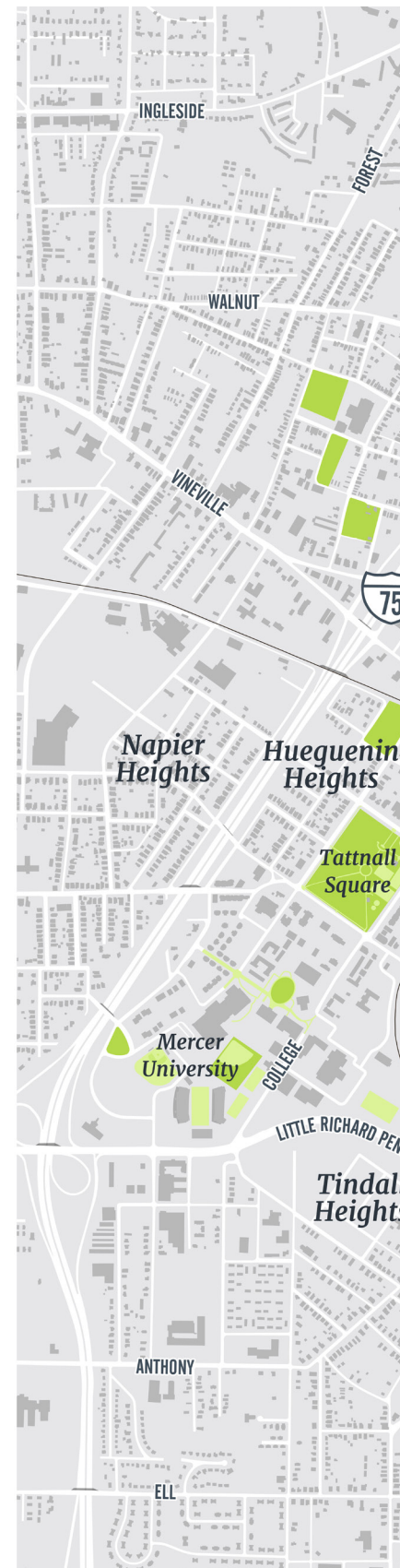
The first Macon Action Plan included goals that addressed parks, events, downtown living, jobs, streets and a guide on how to get it all done. The ultimate goal was to get people to come Downtown again.

MAP 2.0 in 2019 was about addressing weaknesses

With an abundance of new activity as a result of the success of MAP, a refresh was needed to ensure Downtown grows inclusively, reflects the diversity and creativity of Macon, and offers things to do for families.

MAP 3.0 in 2024 is about managing opportunities and sustaining momentum

Downtown has truly transformed over the years since the first MAP. There are more people, businesses, housing and things to do. It is time to think about how to maintain what makes Macon different and unique, support and strengthen the gains made over the years through governance and maintenance, and **take it to the next level.**





GOALS

The goals of the original MAP are still relevant as are the themes of the second MAP:

➤ *Support the engines of economic development*

Reinforce and expand Downtown as an employment center that supports new economy jobs, attracts talent, maintains diverse local businesses, and balances tourism and entertainment with livability.

➤ *Creates an unparalleled urban core experiences*

Ensure public realm infrastructure and public spaces support a cohesive Downtown that is walkable, welcoming and green.

➤ *Focus on downtown living*

Create mixed-income neighborhoods with a range of housing options.

➤ *Cultivate connectivity*

Connect key assets and neighborhoods, and make it easier and safer to travel.

&

make it a **KID-FRIENDLY, INCLUSIVE, CREATIVE** and **GREENER URBAN CORE**



WHAT'S CHANGED

Downtown is seen as a **vibrant and diverse hub of activity and entertainment**, with an increase in businesses, cultural events, housing, and community engagement, specifically:

- **Overall growth**, with increased business activity, more housing and population density, and more people in the downtown area.
- An **increase in businesses**, particularly **new restaurants and nightlife options**, indicating a thriving culinary and entertainment scene.
- **Greater diversity** in businesses, cultural collaborations, and a variety of community events.

A LOT HAS BEEN ACCOMPLISHED!

93% of the strategies from the first two plans have been implemented or are underway; 57% have been fully completed. And NewTown Macon was the winner of the **2024 Great American Main Street Award**, given by Main Street America, recognizing excellence in the community-driven commercial district revitalization!



MAP

Report Card Summary

Glow

93% of MAP strategies completed or underway!
Highlights include:

*Cotton Avenue Plaza
Booker T. Washington Community Center and Pool
3rd Street Median Playground
Lewis Mounts Housing renovations
Growth in Black-owned businesses
Mill Hill houses sold
Brookdale Resource Center
Affordable Housing Fund
New community leadership*

Grow

Some key priorities that still need work:

*Streetscape, stormwater and tree canopy
Pedestrian safety improvements
Urban core living with focus on Pleasant Hill and East Macon
Riverfront/Downtown trail network connections*

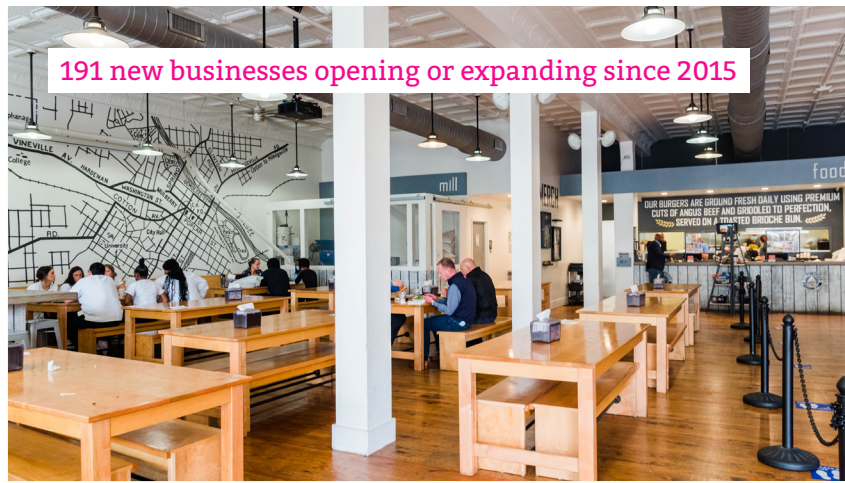
Sustain

Critical elements to protect and maintain:

*Attractive public realm
Programming
Challenge grants
Authenticity....Keep Macon Macon!*



There are more people, businesses, housing, and things to do...



191 new businesses opening or expanding since 2015

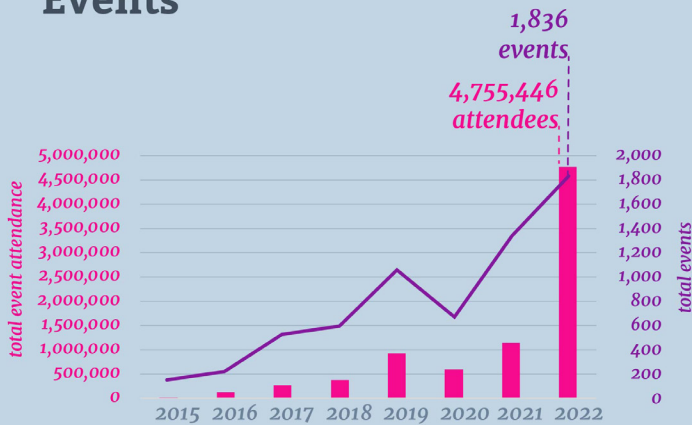


17 business loans totaling \$16M since 2016

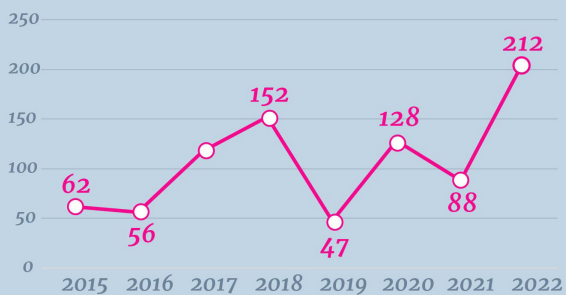


Events

Programming is off the charts!



Net new jobs



863 net new jobs created since 2015



55% of loans to minority-owned businesses



Booker T. Washington Community Center and Pool complete



Mill Hill homes sold



Cotton Avenue plaza complete



RCC Committee

Report Card

Complete In progress Still needs work

➤ Support the engines of economic development

Grow Black-owned businesses	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown “South” as creative mixed use district	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Focus on music, entertainment, arts, tourism	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus retail and infill strategically	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pathways for those experiencing homelessness	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

➤ Create an unparalleled urban experience

Family-friendly programming and playground	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Shade trees to increase the canopy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Green stormwater management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Planters	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Enlivened storefronts and spaces (art, exhibits, greening)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ocmulgee Heritage Trail Downtown River Loop	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Cherry Street Plaza as gathering space	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

➤ Focus on Downtown Living

Build out from strength and diversify housing stock	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Homes at Mill Hill Arts Village	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bibb Mill site options	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pleasant Hill property stabilization, rehab and infill	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Booker T. Washington Community Center and pool	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lewis Mounts Homes renovation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

➤ Cultivate Connectivity

Riverfront-Downtown trail/trailhead improvements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bike lane network	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Improved gateways	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Transit improvements	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mitigate truck traffic on MLK	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pedestrian safety at intersections	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

➤ Implementation

Leadership team for implementation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing Trust Fund for affordable housing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level playing field for new businesses and investors	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Job training and local hiring program for greening	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Revised zoning code for dense walkable environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

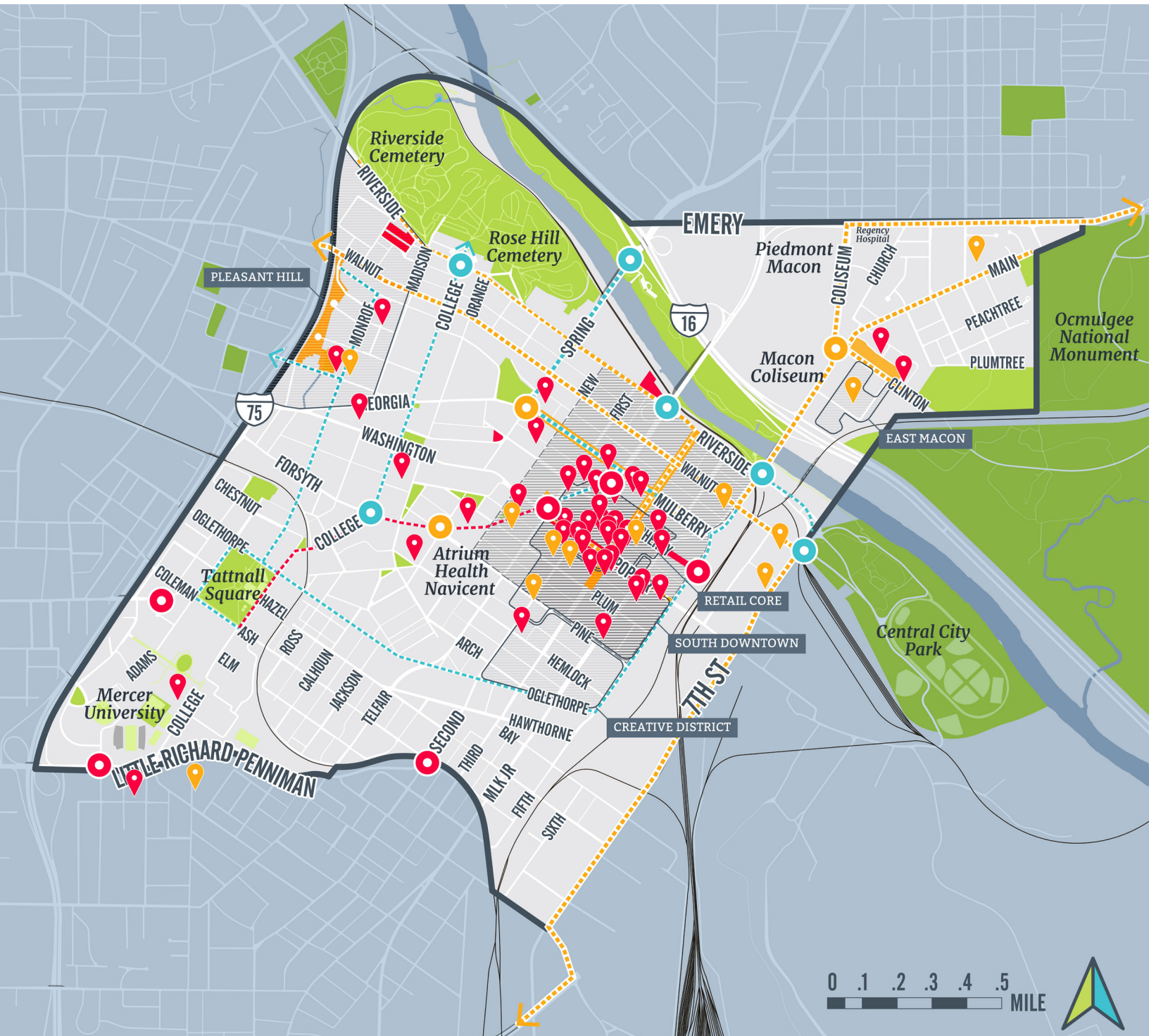


Figure 1 - MAP Progress (2014-2023)

Source: NewTown Macon, Interface Studio

Status

- Complete
- In progress
- Still needs work

Project type

- Gateways
- 📍 Development
- Streets/trails
- Open space
- Historic downtown
- Rail
- Target Areas

WHAT WE'VE HEARD

Our planning process kicked off in April 2023 and included:

4 steering committee meetings to discuss research findings and refine the recommendations;

22 interviews with local stakeholders, community leaders and elected officials;

2 open house events to gather public input on direction and ideas.

ENGAGEMENT BY THE NUMBERS

325
total participants

267
in-person

+

58
online

WE ASKED:

What would you most like to see in the next 5 years?

More diversity in businesses, including more neighborhood-serving goods and quality chain stores,

Enhanced connections between neighborhoods and downtown, including a better gateway across the river and an expanded Ocmulgee Heritage Trail,

Continued housing development with an emphasis on affordability and more housing types,

Improved public realm and infrastructure for walkability, including cleanliness, beautification, shade trees and repaired sidewalks.

AUGUST 2023 OPEN HOUSE at *Fall Lines Brewery*



How can we help businesses thrive?

I love coming downtown to...

- go to restaurants topped the list followed by nightlife and music, art and cultural events.
- walk around and explore the city was also frequently mentioned, including walking around scenic and historic areas.

I wish there was more...

- diverse retail, particularly neighborhood-serving such as groceries and markets.
- public realm and public space improvements to encourage walkability and places to hang out outside, including more greening and shade, better street lighting, outdoor seating & activity areas.

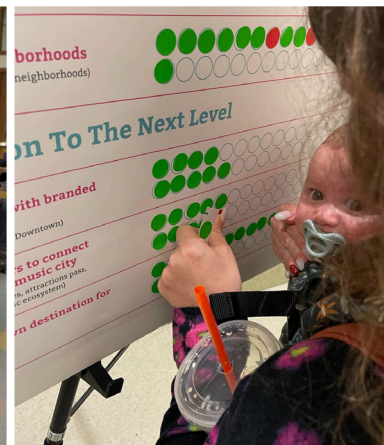
I wish there was less...

- over-concentration of certain types of retail and a better mix instead.
- quality of life concerns - homelessness and panhandling, crime, and violence.
- maintenance issues such as blight, broken sidewalks and litter.

What is most important to you?

- 1 Continue to support minority and women-owned businesses
- 2 Diversify downtown retail and restaurant offerings
- 3 Create an entertainment district and manage nightlife
- 4 Make a big statement at the River and establish a clear connection to the National Park
- 5 Create a family-friendly downtown destination for large events and programming
- 6 Continue to build out from strength and diversify the housing stock
- 7 Make sure public improvement support vibrancy downtown
- 8 Connect Downtown across Martin Luther King, Jr. Boulevard
- 9 Invest in neighborhood parks and open spaces and repair past harms
- 10 Create a neighborhood infill and preservation program to protect affordability

JANUARY 2024 OPEN HOUSE at the Tubman African-American Museum



WHY DOWNTOWN MATTERS

Cities across the country are investing in their downtowns. What happens downtown benefits the whole city.

Downtown is critical for the city's economy in adding businesses and growing visitors which is vitally important for generating tax revenue for the whole city. A thriving and growing Downtown provides money for services in Macon's neighborhoods including parks upkeep, trash collection, street maintenance and more.

The Downtown Core has more than doubled its population since 2010, according to the 2020 census. But residential development is slowing down in Macon, as it is nationally, and Downtown businesses rely heavily on visitors, about 70% of the visitors to the Downtown Core are from the region.¹

The forecasted population trends for Macon-Bibb County show a big increase in "family" age cohorts with higher incomes and an aging population.² This means a changing profile of consumer spending for family households, while older households tend to spend less on retail goods.

Growing visitors is critically important to supporting businesses and generating tax revenue for Macon. The Ocmulgee Mounds National Park will be a key driver of the city's economy in the future but Downtown Macon also needs to grow its attractions and entertainment (and connect them) to get people to the Downtown Core and have them stay longer.

Additionally, panhandling and homelessness have been identified as concerns and affect many downtowns across the country, particularly coming out of the pandemic. While Macon has accomplished a lot, including the opening of the Brookdale Resource Center, it will be important to continue to focus on services to help those in need and look for ways to link people to economic opportunities as downtown grows.

¹ Pinnacle by Near cellphone data from 11/16/22 to 11/16/23
² ESRI Business Analyst, 2023-2028

How to Generate More of

1 Increase prices

Inflation

More expensive goods and services

Wealthier consumers

Existing consumers buy more expensive items



3 Sell more goods and services

Downtown is critical for the City's economy in adding businesses and growing visitors.

A thriving and growing Downtown provides money for services in your neighborhood including parks.



This

Sales Tax

Increase tax rate and/or taxable items

These options result in higher prices for consumers

This is the wrong approach for Macon!

Business Owner

Residents

is important because the market is not growing for Macon-Bibb

This approach helps grow the market!

Source: Ninigret Partners, Interface Studio

WHAT WE NEED TO DO NEXT

Downtown has come so far over the last 10 years; today, Downtown is buzzing with record occupancy levels, street activity, and an even stronger residential base. It is time to think about how to maintain what makes Macon different and unique, and support and strengthen the gains made over the years.

Now, we must focus on being **authentically Macon** as we grow by:

- Strengthening neighborhoods with a focus on equity;
- Nurturing the can-do spirit that makes Macon unique, and supporting and building capacity;
- Preparing for more tourism and connecting destinations;
- Balancing entertainment, tourism and livability;
- Continuing to strengthen and diversify local businesses;
- Upgrading and maintaining public spaces and infrastructure;
- Maintaining a safe and welcoming environment; and
- Expanding the urban core to nearby neighborhoods.

*“People ask: would you like to be the next Greenville? I say no, Greenville doesn't have the soul that Macon does. I'd rather Macon be the **next Macon.**”*

To do so we must focus on **five main actions**:

➤ *Strengthen neighborhoods with a range of housing options*

➤ *Support and strengthen local businesses*

➤ *Offer an exceptional Urban Core experiences*

➤ *Prepare for tourism growth*

➤ *Connect destinations*

Downtowns across the country are continuing to invest and compete for residents, visitors and jobs. Macon must continue to take the same initiative and action. But not all actions are created equal. There are **investments that we must make** to keep pace and protect the progress we have made in Macon. This plan also includes the **actions needed to take Macon to the next level** and truly celebrate our unique identity. Lastly, there are **BIG, long term ideas that can make a national impact**. This version of MAP focuses on today's needs and our long term potential.

macon

Downtown

DINING

Kinjo Kitchen + Cocktails
Just Tap'd
H & H
Roly Poly



Fall Line Brewing Co.

Ocmulgee Brewpub
Bearfoot Tavern
Lazy Susan Tapas Bar
Macon Beer Co. Taproom & Kitchen



ENTERTAINMENT AND VENUES

Maniaxe Axe Throwing
The Crazy Bull
Blacksmith Shop
Armory Ballroom
Macon City Auditorium



Emerson Ballroom

macon

Downtown

DINING

Fall Line Brewing Co.
Taste & See Coffee Shop & Gallery
Your Pie
Famous Mike's of Macon
Decadent Dessert Bar
Kudzu Seafood Company
Piedmont Brewery & Kitchen
Tic Toc Room

Kinjo Kitchen + Cocktails
Just Tap'd

ENTERTAINMENT AND VENUES

Grant's Lounge
Emerson Ballroom

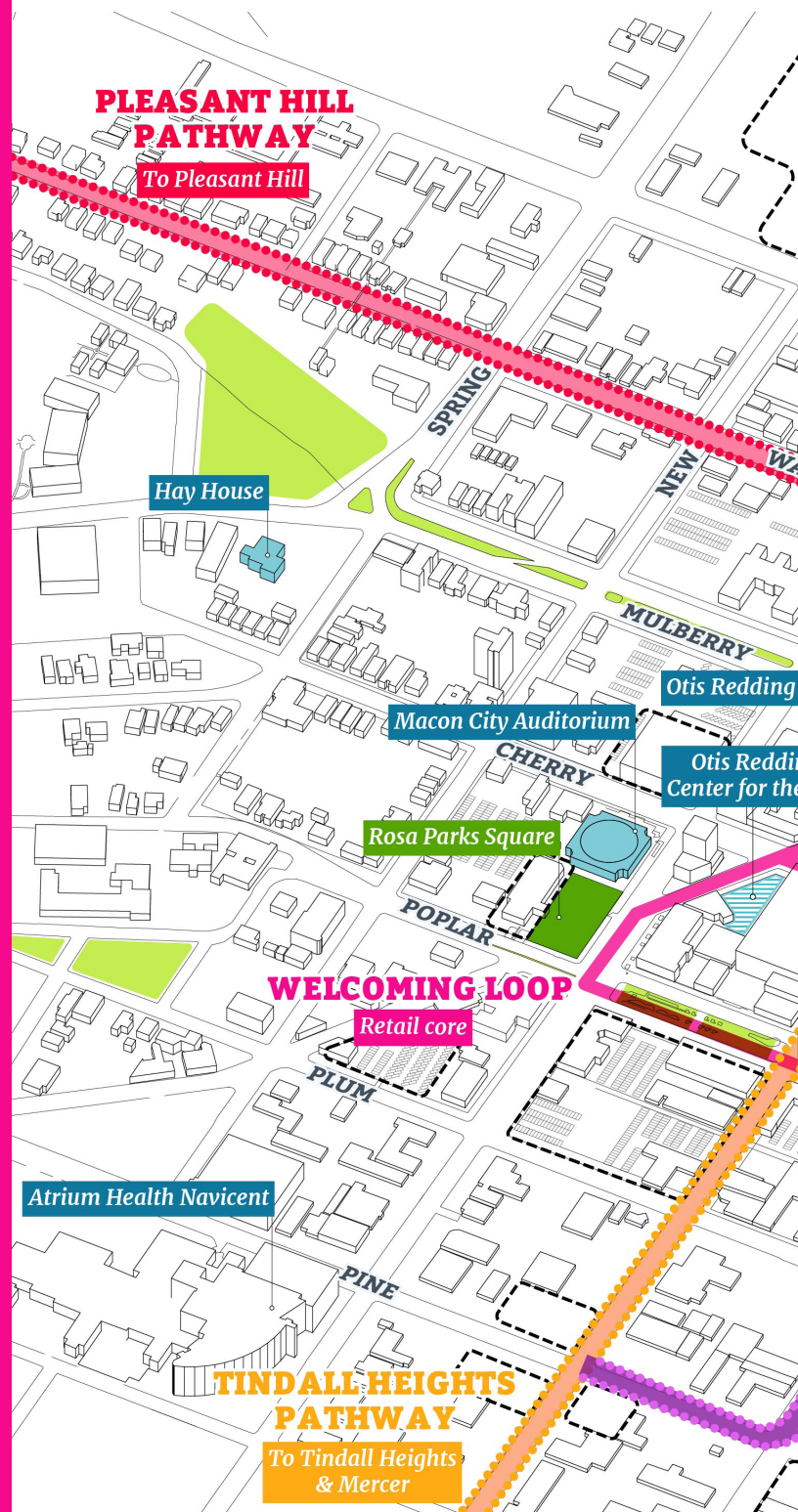
Situation Room
JBA
Recess Bar & Lounge
BJ's Billiards

Actions

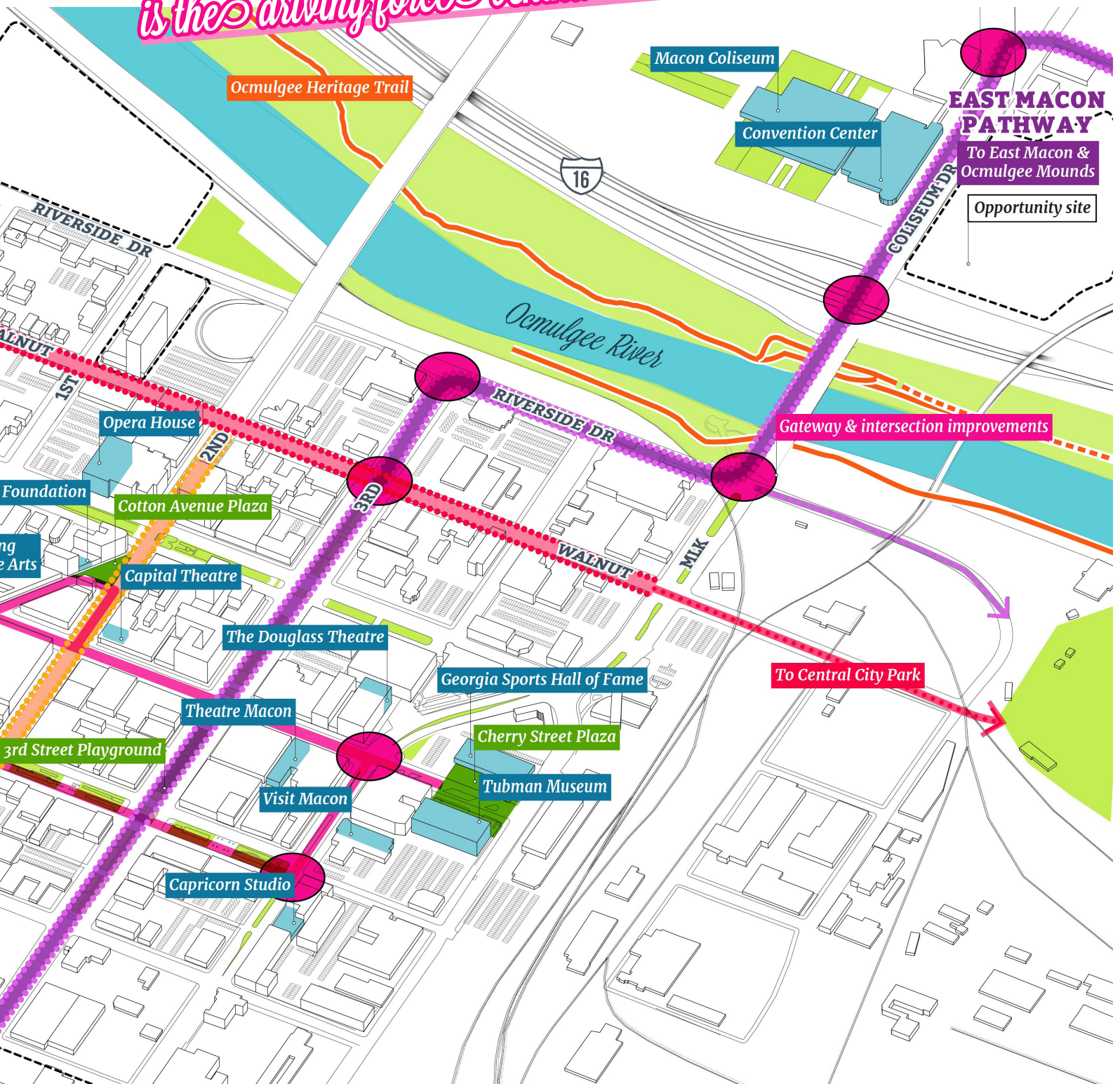
for the

Urban Cores

Growing visitors, extending stays, & connecting the dots is more important than ever. With residential development slowing, attractions and entertainment (and the connections between them) will be critical to supporting local businesses.



connecting Downtown across the river, and to neighborhoods is the driving force behind the actions of this plan



Source: Interface Studio



1



Strengthen Neighborhoods with a Range of Housing Options

Neighborhoods of the urban core must see equitable investment and development to create mixed-income neighborhoods with a range of different housing options that are accessible to all. The first Macon Action Plan helped shepherd investment in Beall's Hill and East Macon to renovate and build housing. In the MAP open houses, participants noted housing development as a key issue looking forward, with an emphasis on affordability, more housing types and homeowner options. Now is the time to expand investment and local capacity building to neighborhoods throughout the Urban Core.

1.1 Increase local capacity to improve neighborhoods

MAP Refresh made the case for building leadership that reflects Downtown’s diversity and inviting groups to participate that had previously been left out of the process. The creation of the Reimagining the Civic Commons (RCC) team was a big step toward this goal and each successive MAP process has attracted additional stakeholders.

ACTIONS

- Continue to support the work of the RCC team in conjunction with MAP
- Continue to work with community leaders in Pleasant Hill to identify and prioritize neighborhood improvements, and expand to other urban core neighborhoods
- Invest in a neighborhood specialist at Macon-Bibb County to focus on neighborhood initiatives

"You can find your place [in Macon] and it belongs to everybody, and they are proud."

REIMAGINING THE CIVIC COMMONS

Macon joined the Reimagining the Civic Commons (RCC) - a national network of cities working to transform public spaces in service to social, economic and environmental goals. In April 2023, Macon hosted the RCC Studio Conference, which showcased MAP projects.



April 2023 RCC Studio Conference (Liz Fabian, The Macon Newsroom)

1.2 Invest in neighborhood parks and open spaces and repair past harms

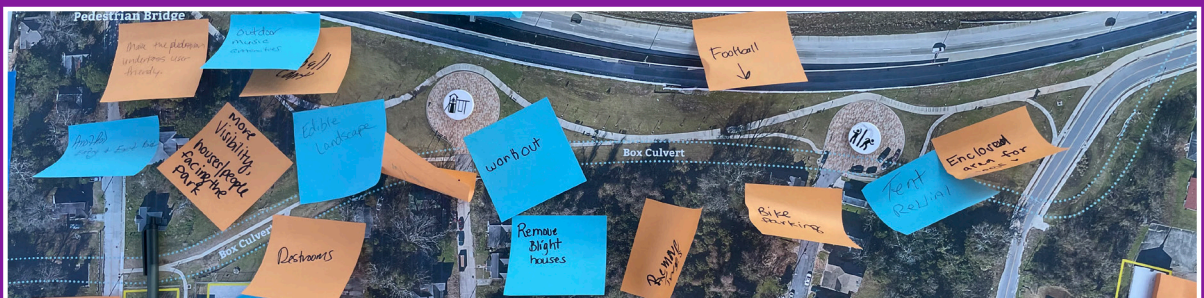
A linear park was built by Georgia DOT in Pleasant Hill as part of the expansion of I-75, however it lacks elements such as shade and active spaces for gathering, fitness and play. The park redesign will better connect to the renovated Booker T. Washington Community Center and Pool and the Pleasant Hill Pathway on Walnut Street, creating a hub of activity for residents of Pleasant Hill and users of the community center and trail.

ACTIONS

- Implement improvements to the linear park in Pleasant Hill to make it a place for socializing and activity
- Fundraise for programming, such as events and fitness classes
- Introduce traffic calming measures to Monroe Street and a safe crossing to the Community Center campus

LINEAR PARK PUBLIC PROCESS

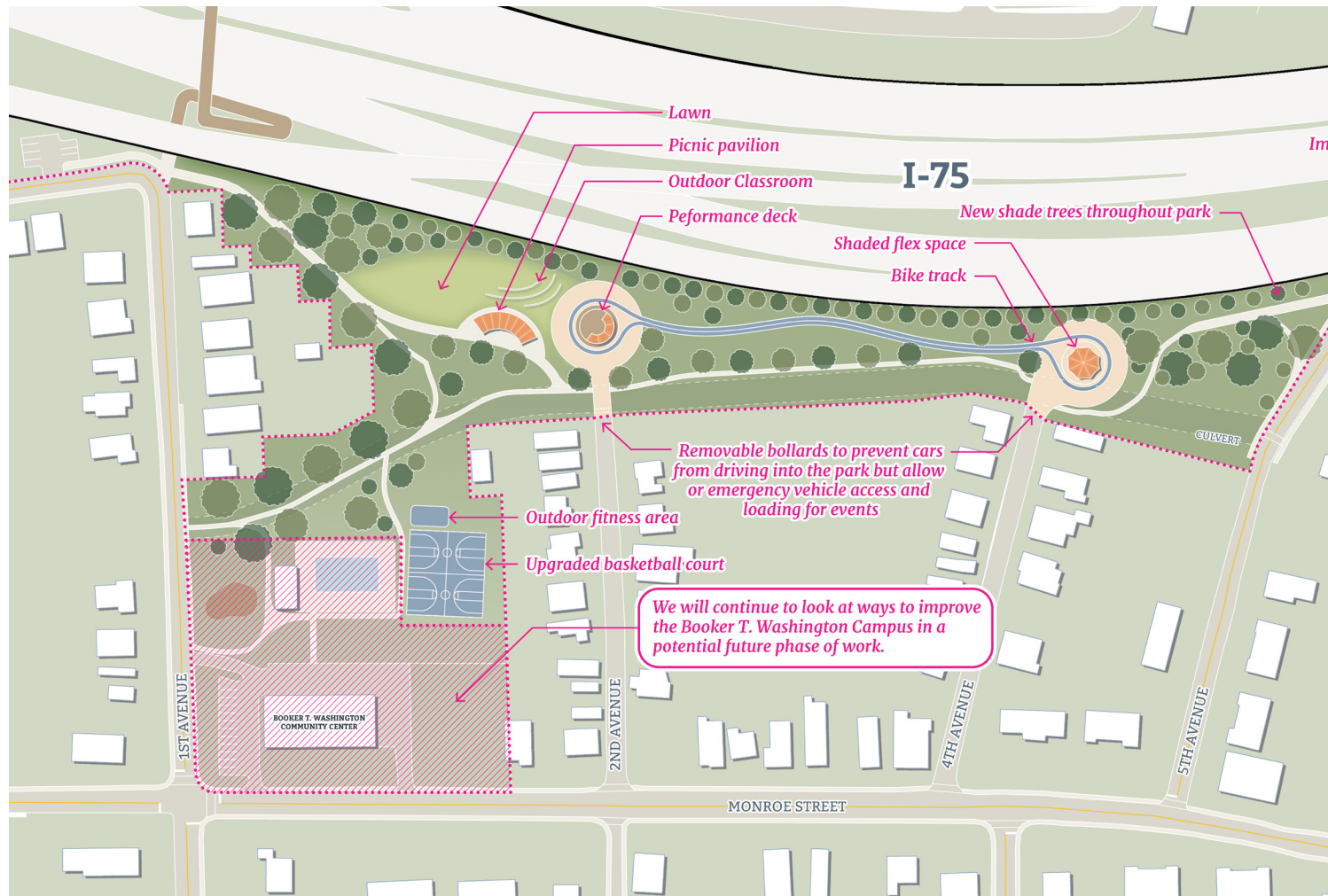
Between August 2023 and February 2024, three rounds of engagement were held to develop the design. Approximately 240 people attended events at the park, Booker T. Washington Community Center, and L.H. Williams Community Center.



Images from community events

Figure 2 - Linear Park Concept Design

Source: Interface Studio



PARK PRECEDENTS



Basketball Court



Outdoor Fitness



Lawn



Outdoor classroom



Picnic Pavilion



Performance Deck



Bike Track



Shaded Flex Space

1.3 Continue to build out from strength and diversify the housing stock

Over 1,000 units of multifamily housing have been built Downtown and Intown since the first plan, which has more than doubled the population in the core. However, there is a need for more housing types and price points, especially as the region’s family-age cohort and older residents continue to grow.



missing housing types

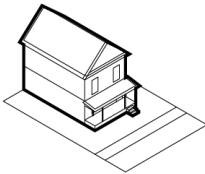
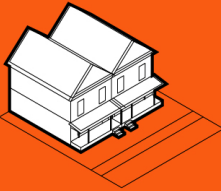
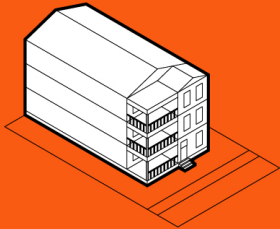
SINGLE-FAMILY	missing housing types	
 <p>A single-family detached house</p>	<p>DUPLEX</p>  <p>A two-household dwelling where two homes are attached by a common wall.</p>	<p>TRIPLEX/ QUADPLEX</p>  <p>A multi-family building with 3-4 units stacked on top of each other or next to each other.</p>
	<p>Benefits</p> <p>Provides a more affordable single-family housing option, adds density with minimal change in character.</p>	<p>Benefits</p> <p>Offers different kinds of housing options for different kinds of families including smaller households, adds density in a smaller footprint.</p>

Figure 3 - Missing Middle Housing Types

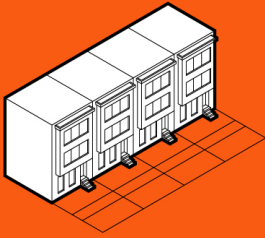
Source: Interface Studio

ACTIONS

- Implement policy changes to allow greater density in single family areas and diversify the housing stock to include missing middle housing types such as duplexes, triplexes, quadplexes and townhouses
- Explore opportunities for adaptive reuse and new construction in key Downtown Core sites



TOWNHOUSES

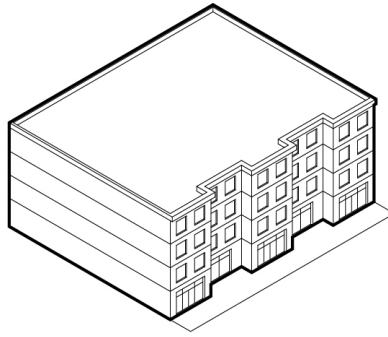


A type of single-family home where neighbors share a common wall on both sides.

Benefits

Provides a more affordable single-family housing option, adds density in a smaller footprint.

APARTMENTS

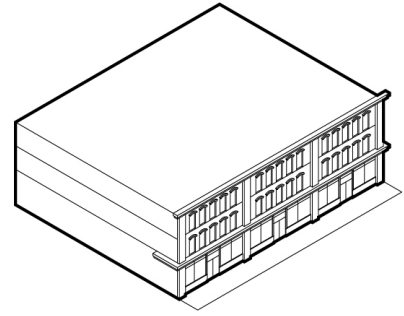


A multi-story building where multiple residences are contained within one structure.

Benefits

Offers different kinds of housing options for different kinds of families including smaller households or households with disabilities or mobility challenges, brings more residents to support more businesses on local commercial streets.

ADAPTIVE REUSE



A former industrial or commercial building that has been converted into residential units. Limited in supply and located in the downtown core.

Benefits

Repurposes old buildings that are no longer in use, reduces need for new materials, may be less expensive than a new construction building.

1.4 Create a neighborhood infill and preservation program to protect affordability

Beall's Hill has the distinction of being one of the city's only integrated historic districts and can serve as a model for mixed-income neighborhoods elsewhere in the Urban Core. Over two decades of investment from a range of public, private and philanthropic partners sought to revitalize the neighborhood through the rehabilitation of historic homes, construction of new homes, and public infrastructure improvements.

ACTIONS

- Launch the Beall's Hill model of infill and preservation in at least one other Urban Core neighborhood**
- Explore the feasibility of additional financial tools to assist with land acquisition and assembly, and housing investment**
- Land bank strategic properties in the Urban Core to enable new mixed-income housing development**



\$3.6M in grants and far more in public and private investments funded the restoration of homes and new construction in Beall's Hill over 20 years



Figure 4 - Neighborhood Investment Map

Source: Interface Studio

*"In the last 5 years, we've come from hiding things we don't want [recruits] to see and shifting to **showing off downtown**, public schools, parks, and amenities."*

470^F FIRST STREET

Pearl
PASSIONATE CUISINE & COCKTAILS

HOURS OF OPERATION

TUESDAY - SATURDAY

LUNCH
11AM - 3PM
LAST SEATING AT 2:15PM

DINNER
5PM - 10PM
LAST SEATING AT 9:15PM

2



Support, Strengthen and Diversify Local Businesses

Local businesses are the backbone of Downtown Macon. Downtown is buzzing with record occupancy levels and street activity, and participants in the MAP open houses cited the increased business activity (particularly restaurants and bars) as a main reason Downtown Macon has become a vibrant hub of activity and entertainment over the last five years. In fact, Downtown's transformation has been so dramatic, it has become a recruitment tool for economic development.

Looking forward to the next five years, participants most want to see more diversity in businesses, particularly the introduction of some quality brands. As residential development slows, Macon will need to increase the customer base in other ways. This section aims to continue supporting the local businesses that are authentically Macon, while developing downtown into an employment center that supports new economy jobs and attracts talent to grow new customers.

2.1 Continue to support minority and women-owned businesses

Macon has excelled in its support of minority and women-owned businesses, is outperforming the state, and has seen significant growth of Black-owned businesses. Since 2016, 55% of NewTown Macon's business loans have been to minority-owned businesses. Minority and women-owned businesses foster Downtown diversity and authenticity, and supporting them continues to be a priority.

ACTIONS

- Continue to provide loans and technical assistance to small businesses with an emphasis on businesses of color and women-owned businesses



2.2 Diversify downtown retail and restaurant offerings

Changing demographics require a shift towards more spaces that attract families and older adults - both of which are growing in the region. Currently, there is a daytime versus nighttime split at 7pm; the growth of restaurants and bars over the years have yielded a robust nightlife scene, but there aren't enough daytime options. Diversifying businesses will be a key component in widening downtown's appeal and keeping visitors downtown longer.

"Not a lot of activities downtown besides bars and restaurants."

ACTIONS

- Develop a daytime destination food hall with casual, lower price point food options**
- Use a seasonal pop-up to test the market for a brand-name regional chain that can draw from a wider trade area**
- Market Downtown Core businesses to Atrium patients and caregivers from nearby medical centers**

2.3 Ensure downtown events support brick and mortar businesses

Events that attract additional visitors downtown should be a boon to all businesses, but can sometimes end up hurting business. Instead of serving to push visitors to downtown businesses, events may inadvertently be designed to make it difficult to access brick and mortar businesses.

ACTIONS

- Design events to be supportive of brick and mortar businesses by:**
 - Siting tents and infrastructure so they do not block businesses
 - Managing load in and load out
 - Utilizing cross-marketing to drive event visitors to brick and mortar businesses

2.4 Preserve space for job creating businesses

The eds and meds presence in Macon’s Urban Core provides an opportunity to seed and support businesses related to Mercer University’s research expansion and hospital-related businesses for Atrium, Piedmont and Regency Hospitals. As the Downtown Core continues to expand, it will be important to preserve space in Downtown South for commercial uses. The workers in these future businesses will be necessary to support other downtown businesses.

ACTIONS

- Preserve space in the Innovation Core in Downtown South for mixed commercial uses, including medical, tech, office, creative, and retail/restaurant to support start-ups and job-creating businesses and limit large footprint residential uses**
- Investigate feasibility of creating a purpose built structure that can house a range of new economy startups including digital and life sciences**
- Explore moving the jail as it reaches the end of its lifespan and utilizing the site for a major development to support the innovation ecosystem in Downtown South**



Blue Sky Software Development Innovation Lab serves as an example of the new economy opportunity for Downtown Macon.



"We need to take the step from entertainment center for the region to high-paying jobs created and sustained – go from entertainment center to being an employment center that attracts young people."

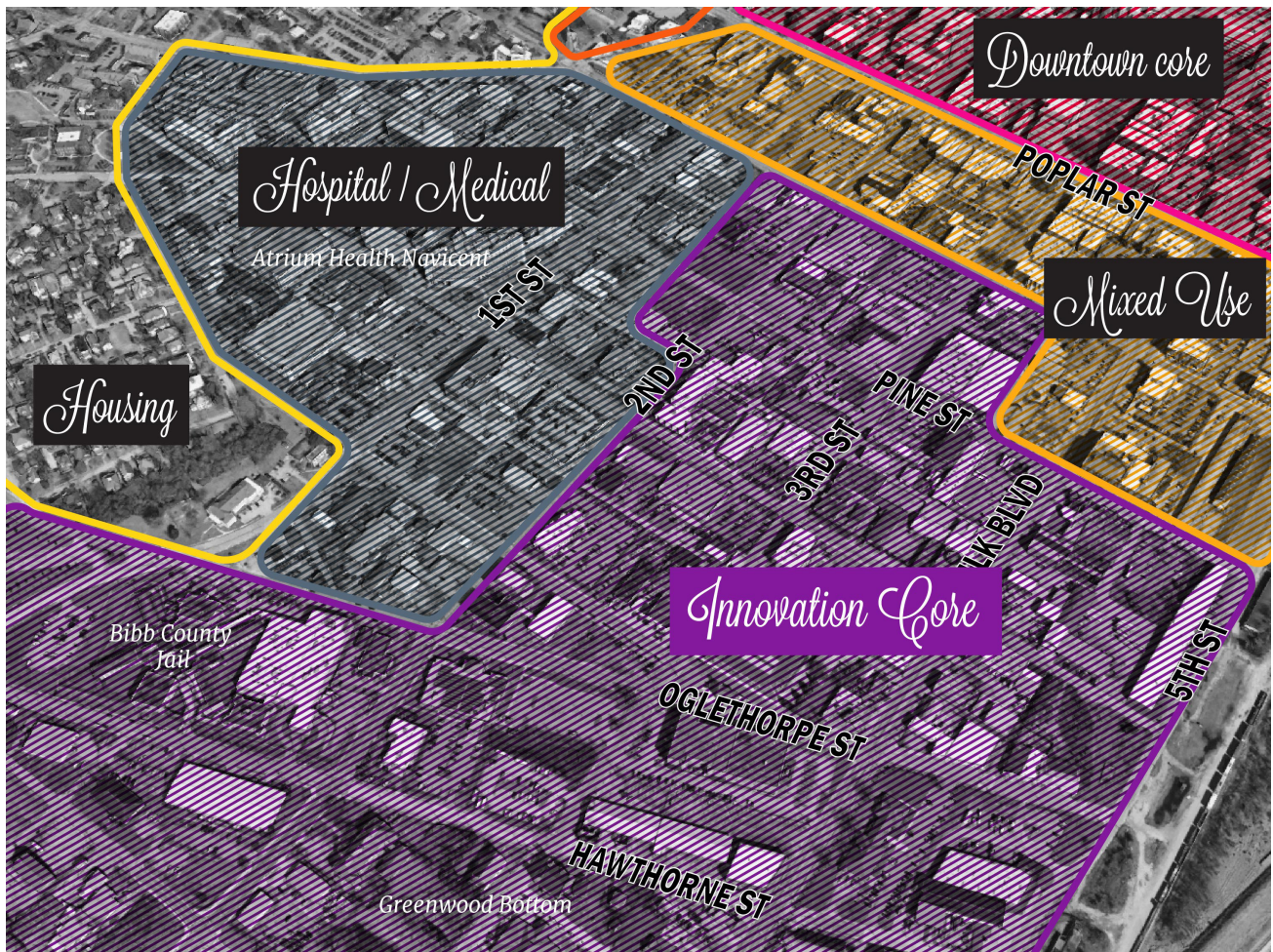


Figure 5 - Downtown South & Innovation Core

Source: Interface Studio



Cherry St

475-585-9100

3



Offer an Exceptional Urban Core Experience

What happens at street-level drives the economy. So much has been achieved since the first MAP 10 years ago. Now, we need to maintain this success and expand vibrancy downtown by offering residents and visitors an exceptional experience that is walkable, welcoming and green, and will bring them back again and again. Improving the public realm and infrastructure received strong public support to encourage foot traffic and activity. This section addresses the look and feel of Downtown Macon, ensuring that it is clean, attractive, safe and family-friendly.

3.1 Create an entertainment district and manage nightlife

Stakeholders expressed excitement at the transformation of Downtown Macon into a nightlife and entertainment hub, but also reported concerns around nuisance and safety issues. In an effort to grapple with the negative impacts of nightlife and ensure that businesses could thrive together, NewTown Macon commissioned the Responsible Hospitality Institute to produce a Sociable City Plan in 2021, providing industry best practices and recommendations. Getting a handle on nightlife is an important next step in the evolution of Downtown's success.

ACTIONS

- Implement the Sociable City Plan recommendations, including:**
 - Organizing businesses in a formal hospitality association
 - Improving permitting for alcohol and events
 - Developing and enforcing policy around business hours and late night vending
 - Increasing weekend security in entertainment district to manage additional crowds and activity
 - Developing a how-to guide for business owners

3.2 Upgrade storefront curb appeal and visibility

The Downtown Core has more storefronts and more active frontages than 10 years ago. But there are still gaps in activity. On key corridors where business activity is concentrated, store visibility can be ramped up to signal activity down the street. Elements that are visible down the block, such as projecting signs and street furniture, encourage potential customers to explore.

ACTIONS

- Continue to help business owners implement storefront improvements and amenities**
- Revise regulations to allow projecting signs**
- Consider a signage program that pairs designers with businesses for design assistance**



Use storefront improvements to signal activity down the street and support with public improvements



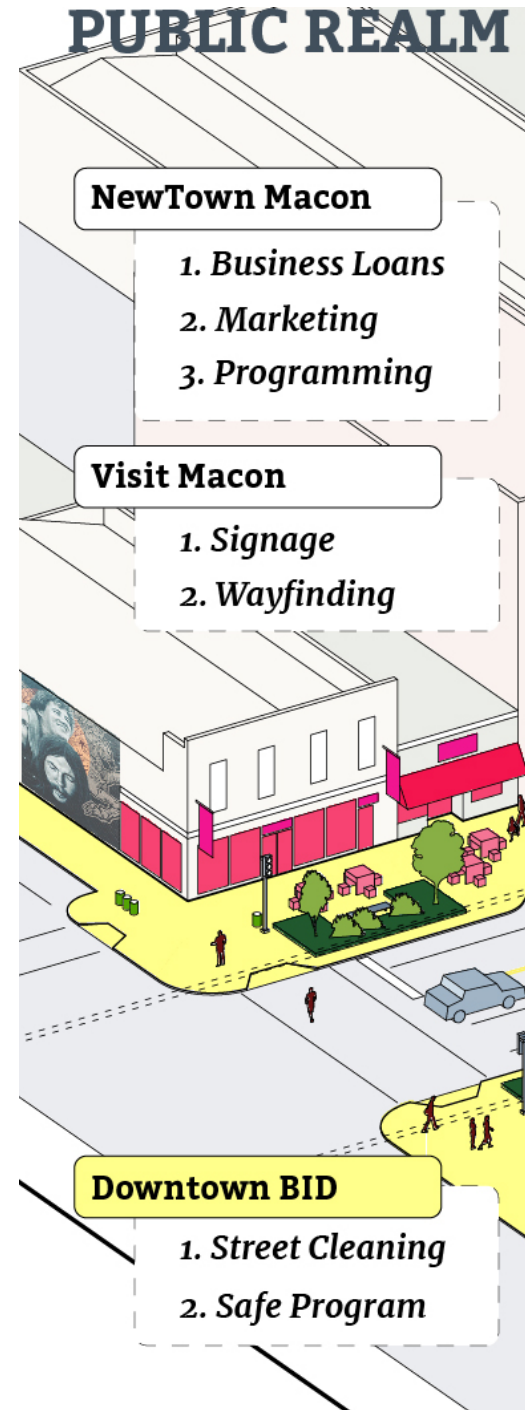
3.3 Make sure public improvements support vibrancy downtown

Safe, clean and maintained streets and sidewalks are essential to a healthy Downtown, and are the public complement to storefront improvements. High quality streetscape treatment is important on high traffic streets. This includes a wide range of improvements and various responsible parties to create a vibrant public realm that encourages foot traffic and supports businesses.

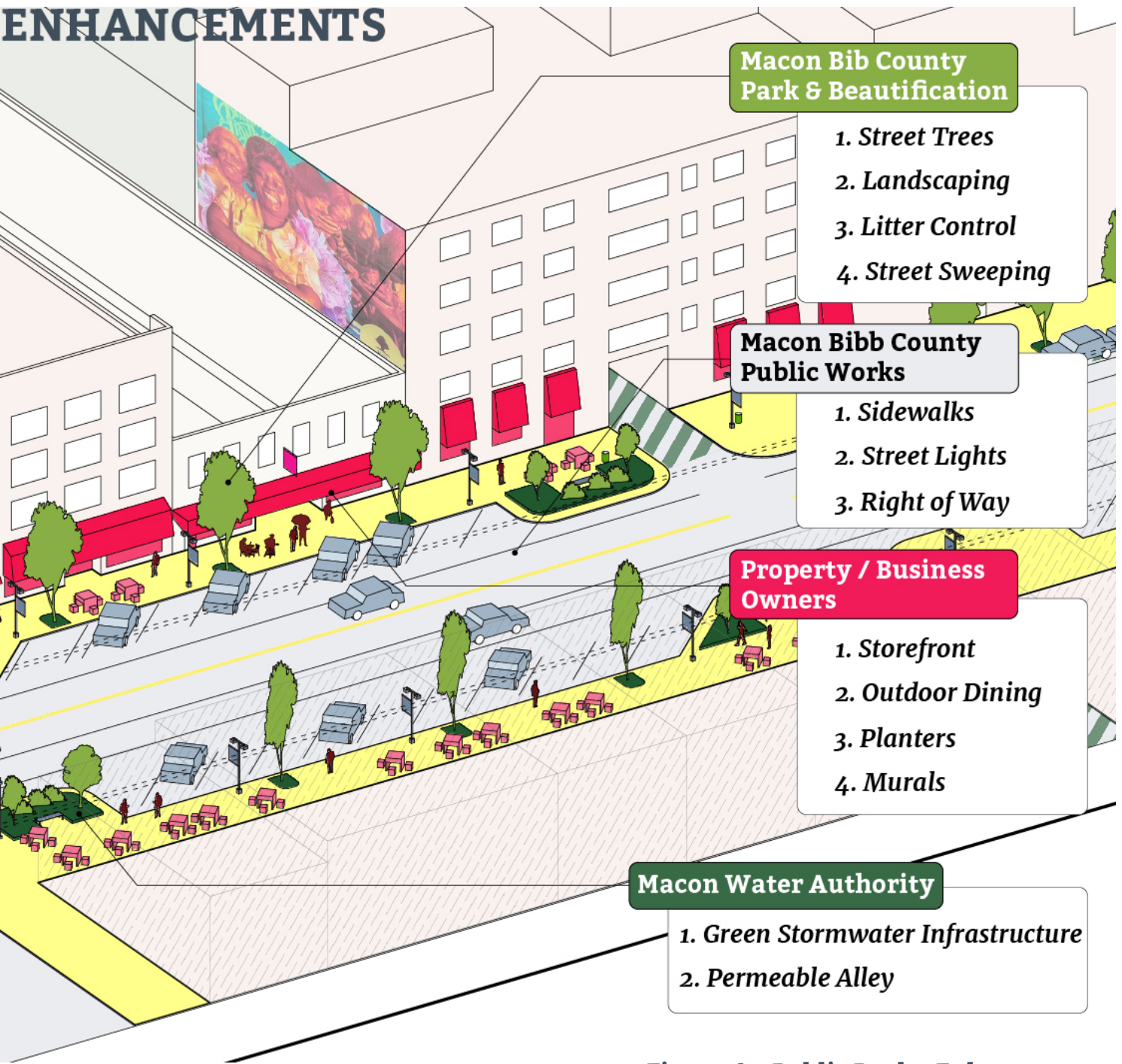
ACTIONS

- **Focus more intensive streetscape treatment on high traffic streets (a “Welcoming Loop” from Cotton Avenue Plaza to Poplar Street, 1st Avenue to Martin Luther King, Jr. Boulevard) that include:**
 - Public realm maintenance and improvement of street lights, sidewalks, streets and alleys
 - Stormwater management where feasible in streets and alleys within the Macon Water Authority right-of-way
 - Shade trees
 - Landscaping
 - Public art

- **Push sidewalk improvements outward from Poplar to Plum Street**



ENHANCEMENTS



Macon Bibb County Park & Beautification

- 1. Street Trees
- 2. Landscaping
- 3. Litter Control
- 4. Street Sweeping

Macon Bibb County Public Works

- 1. Sidewalks
- 2. Street Lights
- 3. Right of Way

Property / Business Owners

- 1. Storefront
- 2. Outdoor Dining
- 3. Planters
- 4. Murals

Macon Water Authority

- 1. Green Stormwater Infrastructure
- 2. Permeable Alley

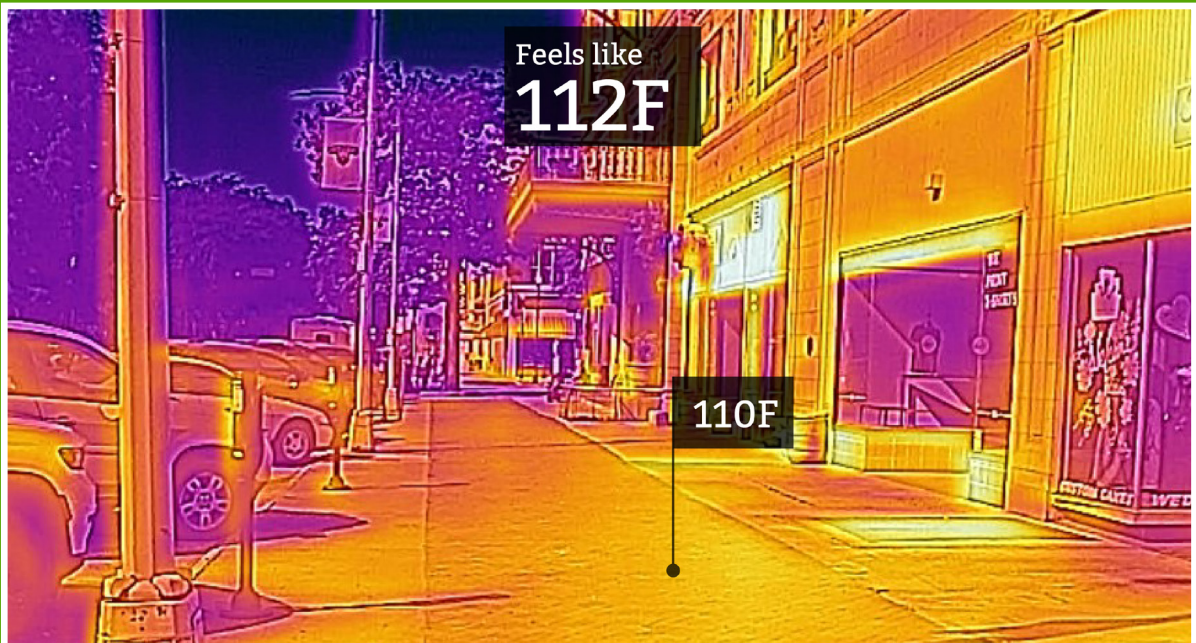
Figure 6 - Public Realm Enhancements

Source: Interface Studio

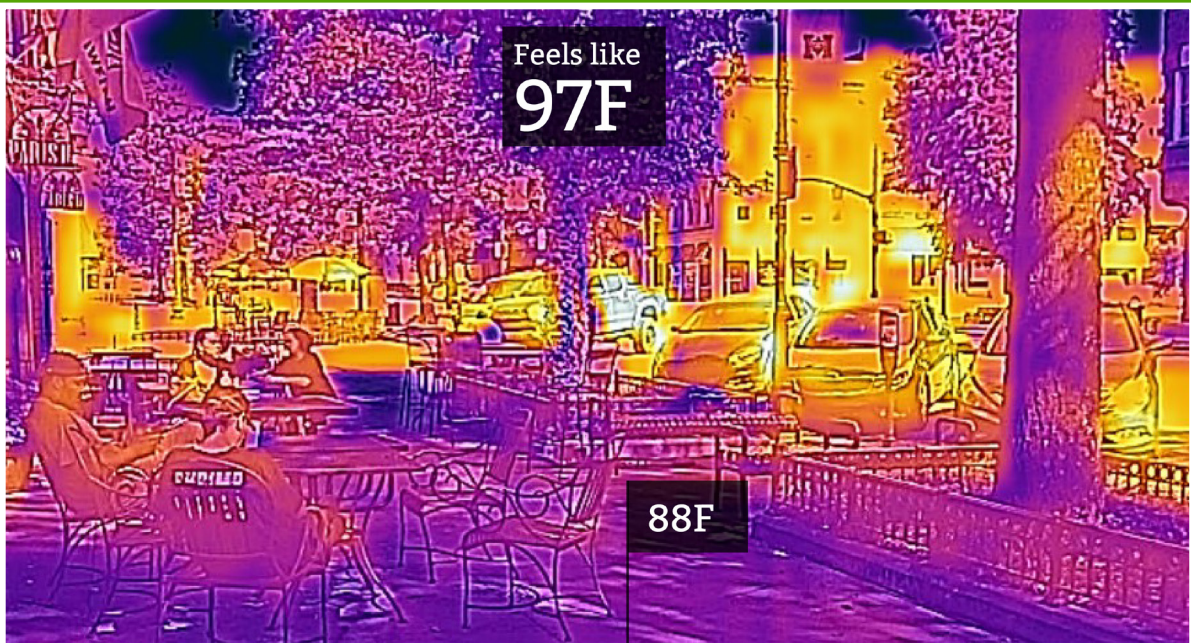
SHADE TREES MAKE A DIFFERENCE!

These images were taken on a 90°F day with a thermal camera. The brighter the yellow, the hotter it is. The combination of humidity and heat emanating from the hot sidewalk makes it feel much hotter than 90 °F. It feels 15°F cooler under the trees on Cherry Street than on Third Street and people can actually sit outside.

Third Street



Cherry Street



3.4 Create a family-friendly downtown destination for large events and programming

MAP Refresh emphasized the need to make Downtown a more attractive place for families with children, which is reinforced by regional demographic trends showing an increase of family-age cohorts with higher incomes. The upcoming Third Street playground is a great addition to make Downtown more family-friendly. There is also an opportunity for a larger destination park that could be created between the museums by closing part of Cherry Street between 5th Street and Martin Luther King, Jr. Boulevard. Creating a new park here enhances the museums as a destination and would appeal to visitors and residents alike - extending their stay downtown.

ACTIONS

- Create a new Cherry Street Park that is designed and programmed for a variety of users and social mixing, including:**
 - A Central Plaza that can provide flexible space for large-scale seasonal events and performances, such as the Cherry Blossom Festival, Pan-African Festival, live music, a skate rink, holiday market
 - Play space for kids including a nature play area and cooling sprayground
 - Shaded seating areas and cafe near the play spaces
 - Picnic pavilions for school groups and museum events
 - Active space for all ages, such as lawn games, pickleball, ping pong
 - Trees, shade and gardens



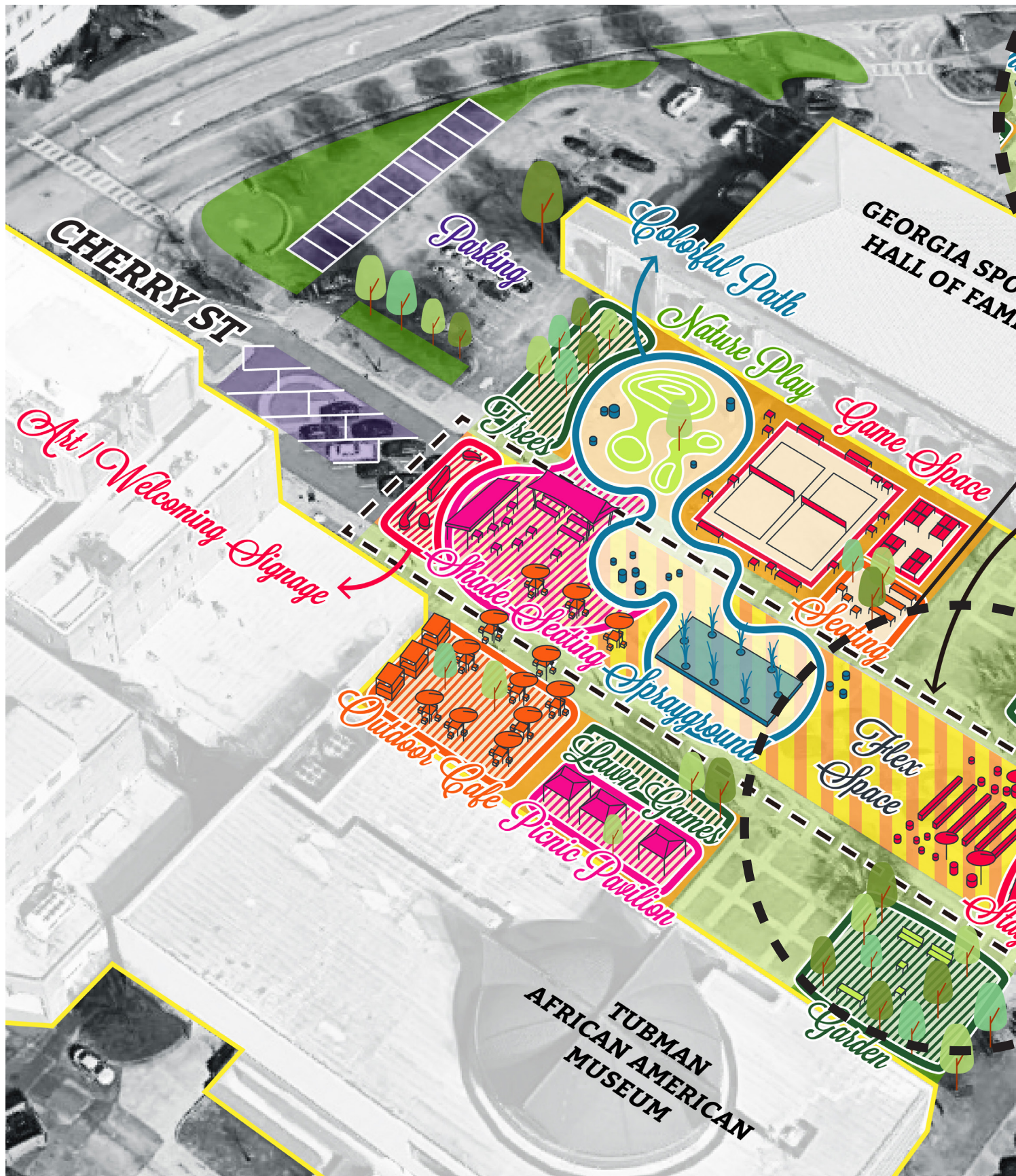
Without losing any parking, **Cherry Street Plaza** could be closed to traffic and programmed for all kinds of new activities!



Figure 7 - New Cherry Street Plaza Design

Source: Interface Studio

Flex space can be used for a variety of different seasonal events and programming



CHERRY STREET PLAZA ACTIVITIES



"We need to get our story out there - we need a great elevator pitch for Macon."



4



Prepare for Tourism Growth

Visitors to Macon events have grown tremendously over the last 10 years. In the last year, Macon has gone from a relatively unknown city to one on national and international lists of places to visit, including those of the New York Times, Conde Nast, Garden & Gun, Bloomberg and Forbes. Now, with the future Ocmulgee Mounds National Park poised to become the first national park in Georgia, Macon needs to be ready for a projected increase in tourism.

4.1 Create a Welcoming Loop for visitors

Connect attractions on a one-mile Welcoming Loop through a combination of programming, marketing and public realm enhancements that highlight the concentration of activity in the Downtown Core. The diverse offerings along the Loop can be packaged and highlighted as themed itineraries to extend stays for all types of visitors. Clearly demarcate the Loop through an enhanced streetscape (branding, wayfinding, and public art) that builds on the improved storefronts, sidewalks and landscaping described in 3.2 and 3.3.

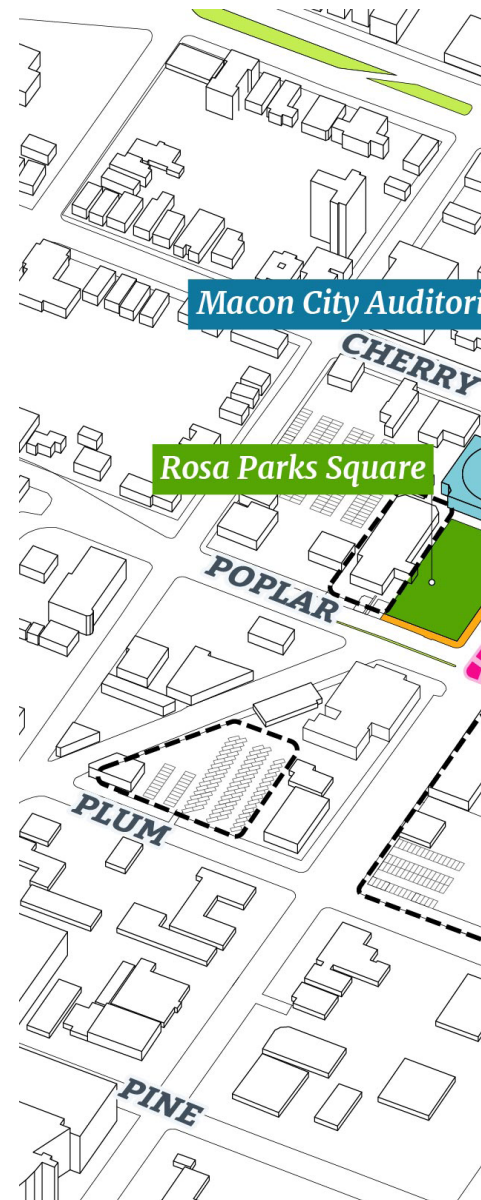
ACTIONS

Programming & Marketing

- Create Welcoming Loop themed itineraries to showcase Macon's range of offerings (live music, food, history) and market through Visit Macon, hotels and convention center**
- Offer attractions pass to bundle multiple offerings**
- Focus outdoor programming in locations along the Loop**
- Expand hotel options in the Downtown Core, particularly in proximity to the Welcoming Loop**

Physical Improvements

- Invest in next-level public realm enhancements such as branding, wayfinding, art, planters and tree/building lighting on streets within the Loop**
- Beautify key connector alleys with landscaping, art, and lighting, in addition to stormwater management as described in 3.3**
- Improve wayfinding signs at parking garages**
- Long-term: consider electric shuttle to connect Ocmulgee Mounds to Museums once visitorship rises**



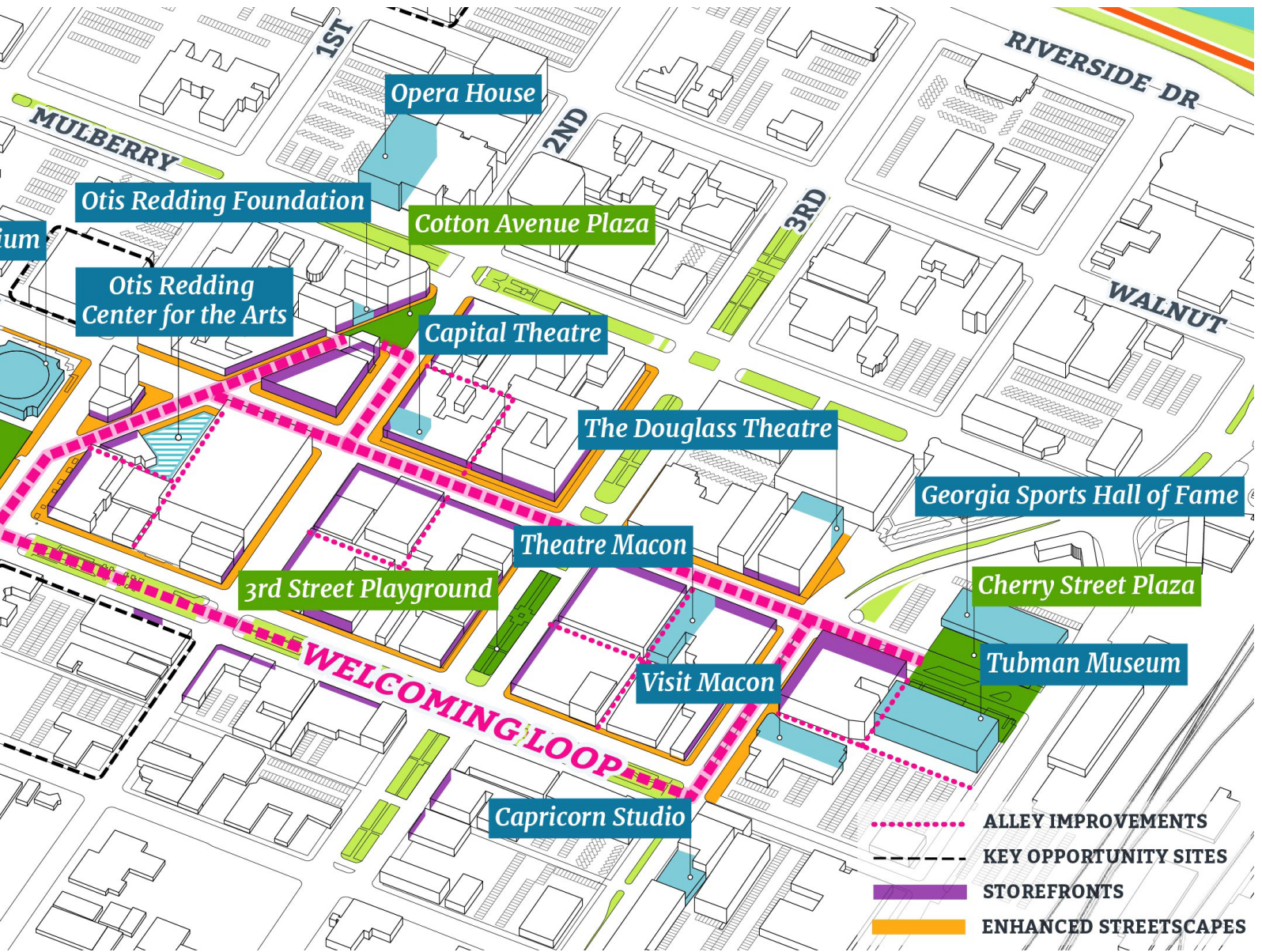


Figure 8 - Welcoming Loop

Source: Interface Studio

4.2 Ramp up Macon as a music city

“American roots” music tourism is another potential draw for Macon’s tourism economy. With its storied music history and its current live music scene, Macon can ramp up its reputation as a music city. Music tourism, particularly festivals, is a segment of the industry that is growing, crosses various population segments, and can yield the opportunity for visitors to experience other Macon offerings.

ACTIONS

- ❑ **Develop branding campaign for Macon Music that is expressed through all aspects of programming and in the physical environment: Welcoming Loop public realm, restaurants, clubs, and in tourist locations, such as Visit Macon, hotels, theaters, and convention center**
- ❑ **Make the Macon Music Trail more obvious in the public realm and create an accompanying Macon playlist on Spotify**
- ❑ **Build and coordinate infrastructure for the live music ecosystem, including marketing, performance venues, busking, outdoor festivals**
- ❑ **Encourage better marketing & promotion including event scheduling of the Georgia Music Trail which encompasses Athens, Atlanta, Macon and Savannah**
- ❑ **Add Macon as a destination in the Rhythms of the South itinerary that includes Atlanta, Nashville and New Orleans**

MACON MUSIC ASSETS

New Otis Redding Center



Capricorn Sound Studios and Museum

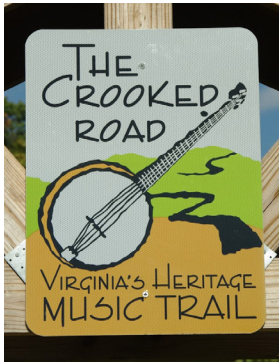


Allman Brothers Museum



MUSIC PRECEDENTS FROM OTHER CITIES

The Crooked Road



Memphis Heritage Trail



Buskers in Asheville



Murals in Raleigh



Memphis Tourism Rebranding



Little Music Studio in Philadelphia



Nashville "Music City Walk of Fame"



Nashville "Musicians Corner" Festival



4.3 Use regulations and physical improvements to support future Ocmulgee Mounds National Park

The area north of the Ocmulgee River is set to undergo a major transformation with the future Ocmulgee Mounds National Park, the redevelopment of the Bill Mill site, and the longer-term potential redevelopment of the Convention Center and Coliseum. It will be important to ensure this area becomes a better gateway to the Downtown Core without drawing development potential and activity out of it.

ACTIONS

- Manage new development at the Bibb Mill site to complement the Downtown Core:**
 - Develop mixed use program with active frontages on Coliseum Drive and Clinton Street that includes residential and commercial uses, but limit the amount of restaurant and retail so it does not draw energy from the Downtown Core
 - Consider a setback on Coliseum Drive to allow for wide sidewalks that can accommodate street trees
- Activate the Gateway Park along Clinton Avenue with art installations and landscaping**
- Improve Coliseum Drive with enhanced maintenance, sidewalks, crosswalks, street trees and median landscaping**
- Create a gateway to the National Park at Coliseum Drive and Clinton Street with signage and landscaping, and include wayfinding signage along both streets**

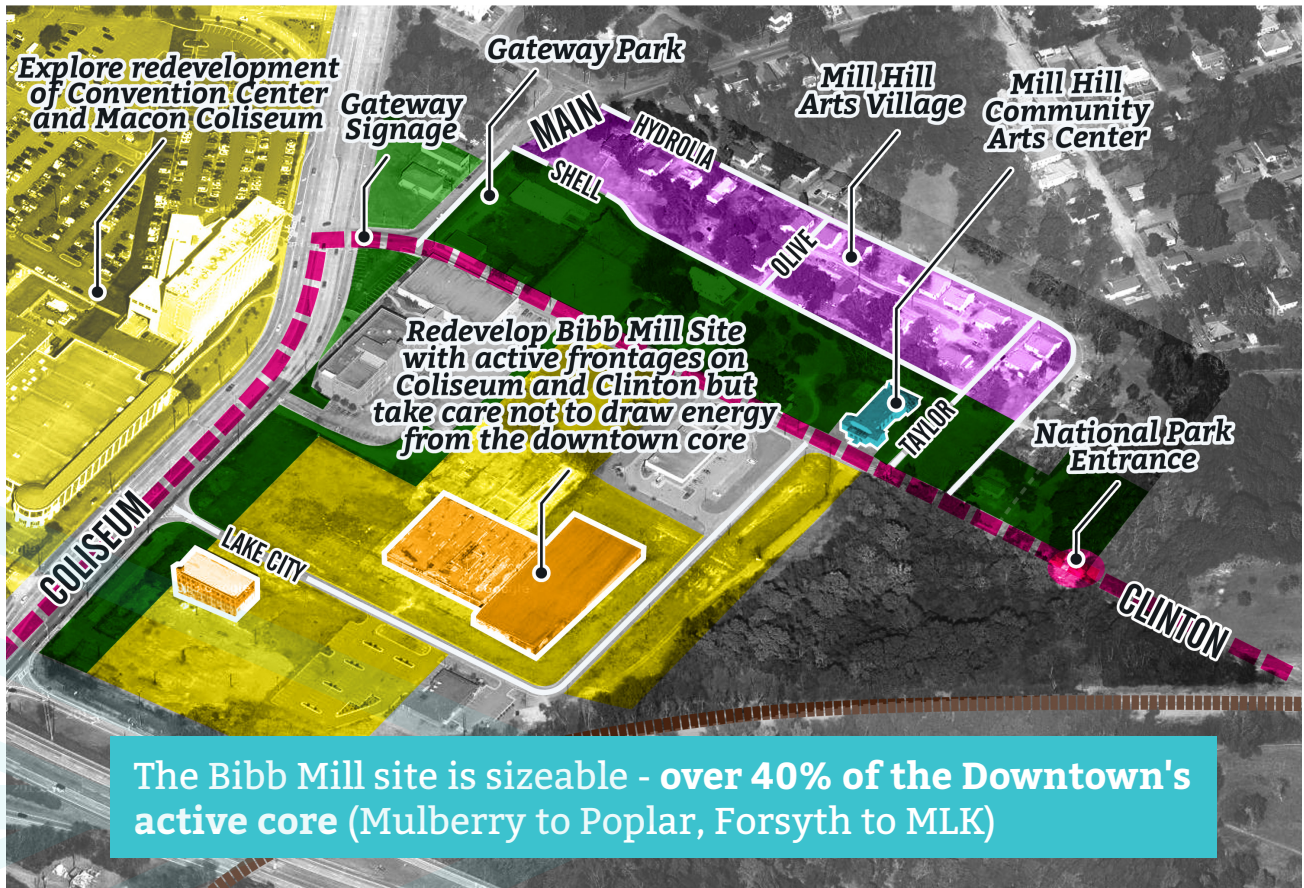
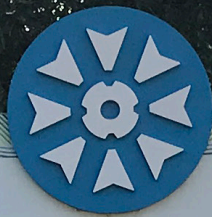


Figure 10 - Bibb Mill Site Redevelopment

Source: Interface Studio



**OCMULGEE
HERITAGE
TRAIL**

**Charles H. Jones
Gateway Park**

TRAILHEAD



5



Connect Destinations

Accessibility between residential areas, jobs and attractions is essential for a thriving downtown. Participants in the open houses stressed the need for better connections between neighborhoods and downtown, and a focus on walkability in the Downtown Core. We need to connect neighborhoods to Downtown, making it easier and safer to get around for residents, workers and visitors.

5.1 Extend the Ocmulgee Heritage Trail with branded neighborhood pathways

The Ocmulgee Heritage Trail is a major regional asset and there is strong public support for expanding the trail to improve connections to the neighborhoods. Work is being done on a comprehensive trail master plan to link Downtown Macon with neighborhoods along the Ocmulgee River and MAP supports full implementation of the trail plan. Within the Urban Core, there are opportunities to create several branded neighborhood connectors using signage, public art, and programming to delineate the pathways as part of the larger Ocmulgee Heritage Trail (OHT) system.

ACTIONS

- **Develop three neighborhood pathways that connect neighborhoods to key destinations in the Downtown Core and to Ocmulgee Mounds National Park, incorporating for each protected and separated bike facilities, OHT-branded trail signage, public art and programming:**
 - ***Pleasant Hill Pathway*** - this project is underway along Walnut Street and connects Pleasant Hill west of I-75 to the Downtown Core with open spaces along the way, including the linear park in Pleasant Hill and Central City Park;
 - ***Tindall Heights Pathway*** - this pathway would connect Tindall Heights to the Downtown Core along Second Avenue, portions of which already have striped bike lanes;
 - ***East Macon Pathway*** - this pathway would connect East Macon and the Ocmulgee Mounds National Park to the Downtown Core along Clinton Street, Coliseum Drive, Riverside Drive and Third Street.

- **Improve gateways and pedestrian crossings at:**
 - I-16 and rail bridge underpasses on Coliseum Drive and Riverside Drive
 - Coliseum Drive and Clinton Street
 - Riverside Drive and Martin Luther King, Jr. Boulevard
 - Riverside Drive and Third Street
 - Walnut Street and Third Street



Dragonfly trail, Columbus, GA:
Examples of signage and public art



Figure 11 - Neighborhood Pathways

Source: Interface Studio

EAST MACON PATHWAY

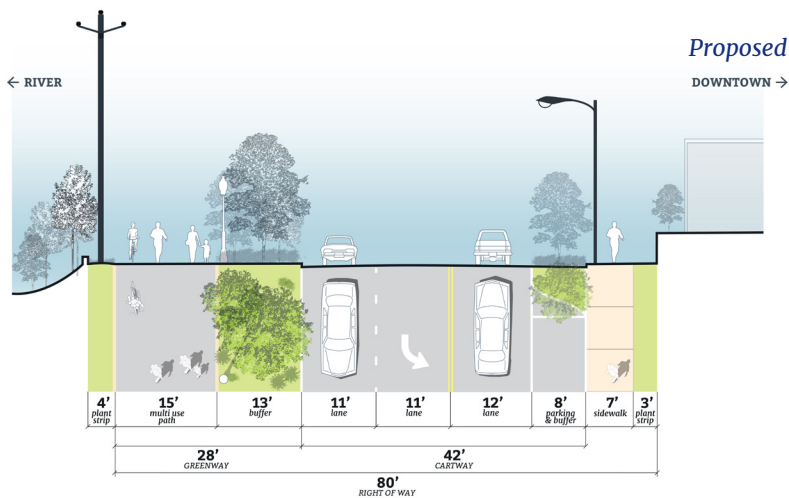
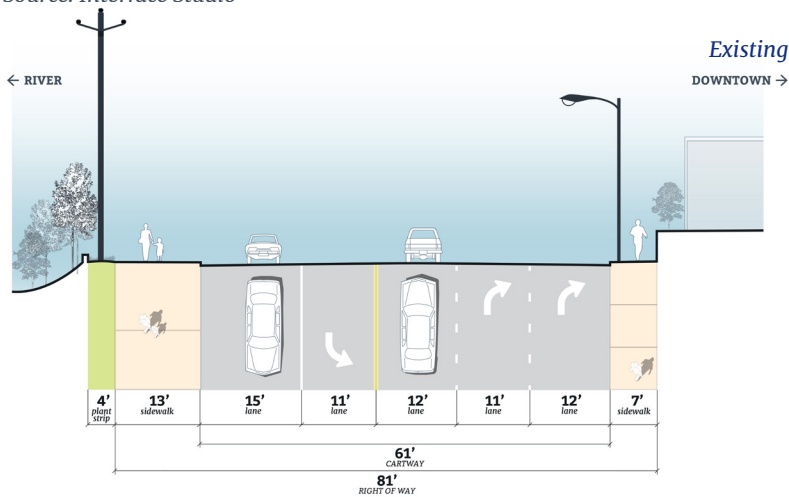


Figure 12 - East Macon Pathway - Riverside Drive

Source: Interface Studio



Riverside Drive between Martin Luther King, Jr. Boulevard and Third Street: implement a road diet making room for landscaped buffer and a wider multi-use path to accommodate both bicyclists and pedestrians. Traffic counts on Riverside are lower between Martin Luther King, Jr. Boulevard and Second Street.



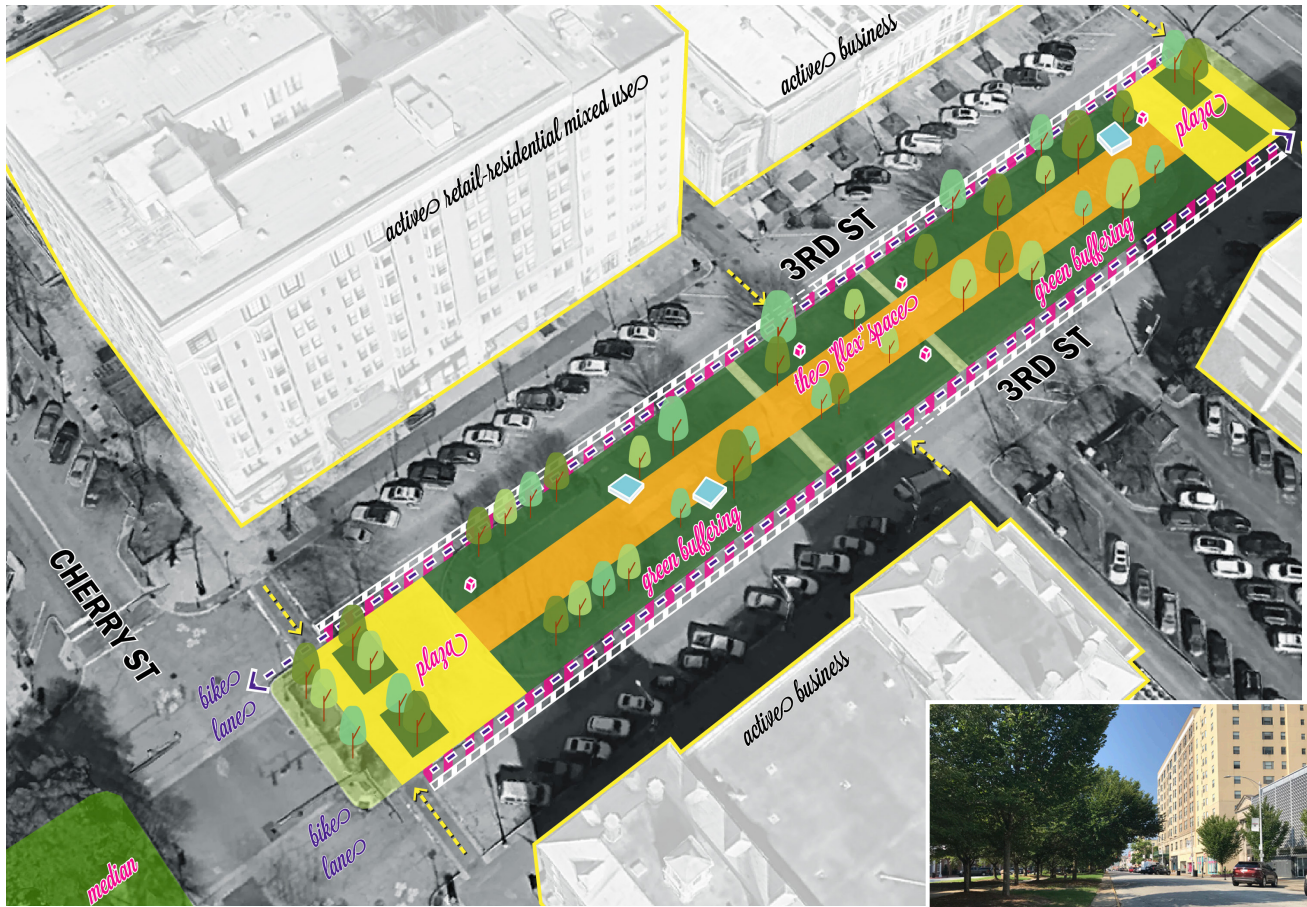


Figure 13 - East Macon Pathway - Third Street Median

Source: Interface Studio

Third Street between Riverside Drive and Plum Street: re-stripe Third Street to include an extended trail along the median. This entails reducing the street from two travel lanes in each direction to one travel lane. Closing the turnaround lanes at the end of each block will allow for the creation of plazas that could be part of a longer-term transformation of the median as more active park space.

5.2 Connect Downtown across MLK Boulevard

As Downtown Macon grows and we seek to increase visitors, we must connect to attractions across Martin Luther King, Jr. Boulevard. The first MAP called for mitigating truck traffic on Martin Luther King, Jr. Boulevard and progress is being made on that front. Over the last 10 years, existing attractions such as the museums and Visit Macon have been joined by Capricorn Studio and Mercer Music, the Greater Macon Chamber of Commerce, new housing development and companies such as Blue Sky, and the need to connect across Martin Luther King, Jr. Boulevard has only grown more urgent.

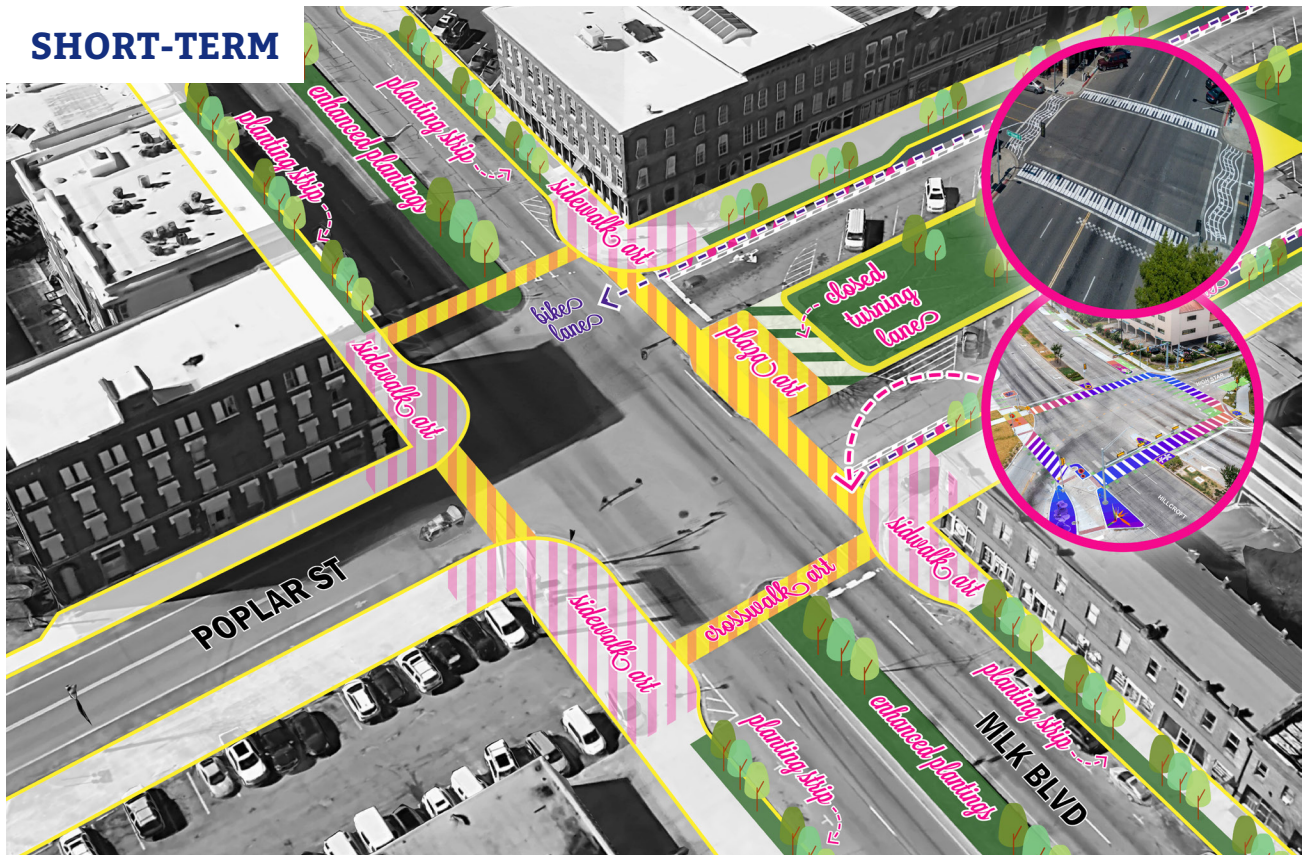
ACTIONS

- **Short-term: enhance the existing streetscape with a focus on intersection improvements at Cherry and Poplar Streets to prioritize pedestrian safety, including:**
 - Macon music city signage and art as part of the Welcoming Loop
 - Enhanced landscaping in planting strips, in the median and in planters
 - Pedestrian countdown signals and leading pedestrian intervals
 - Prohibit right turns on red
 - International crosswalks

- **Long-term: implement a road diet that will make Martin Luther King, Jr. Boulevard feel and function like other Downtown streets**
 - Re-route truck traffic
 - Gain local control from GaDOT
 - Implement a road diet and extend curbs with room for street furniture and programming as described in 4.2 Ramp up Macon as a music city



SHORT-TERM



LONG-TERM



Figure 14 - MLK Boulevard Short-Term & Long-Term Improvements

Source: Interface Studio

5.3 Rebuild Poplar Street as a Complete Street

Poplar is a key street in the Downtown Core, with a mix of restaurants, retail and special events. It is among the key corridors that should be improved as described in 3.2, 3.3 and 4.2, which focus on storefront improvements, public infrastructure and creating an enhanced Welcoming Loop. However, it is also a candidate for creating a Complete Street for bikes as well as increased tree canopy.

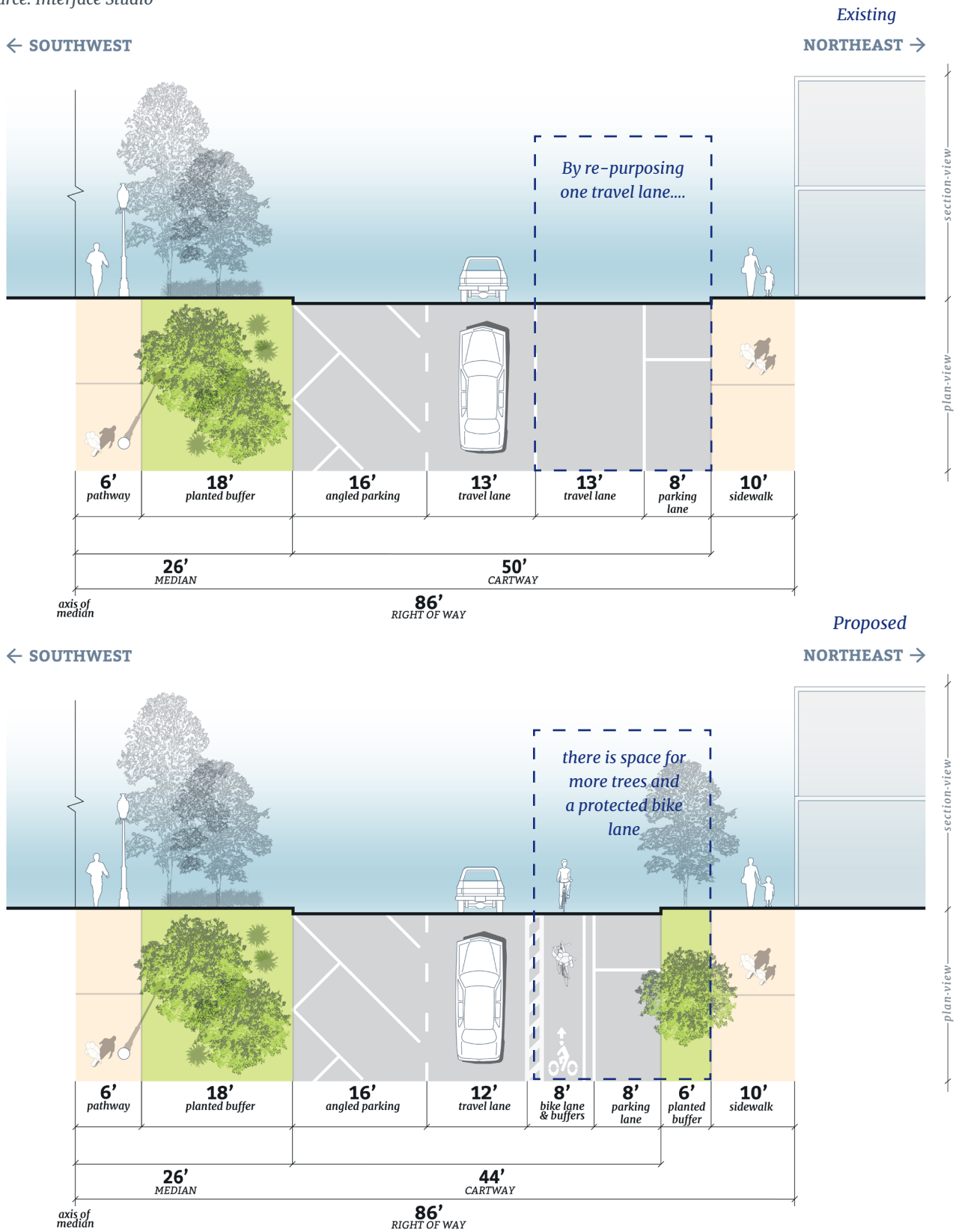
ACTIONS

- Re-purpose one travel lane to create a separated, buffered bike lane and additional space for shade trees and landscaping



Figure 15 - Poplar Street Redesign

Source: Interface Studio

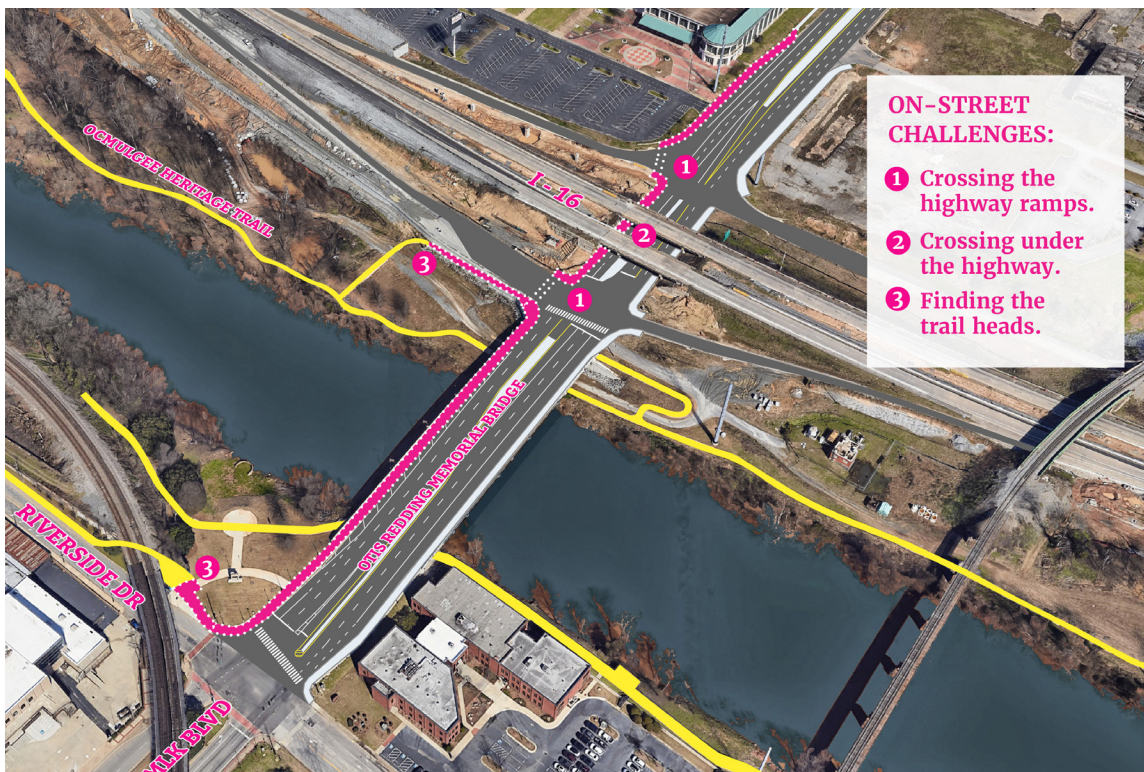


5.4 Make a big statement at the river and establish a clear connection to the National Park

Connecting across the Ocmulgee River and creating a better gateway to Downtown Macon will be an important component in the next chapter of Macon’s evolution. Along with the transformative projects being planned on the north side of the river, the crossing itself has the potential to make a big statement. There are multiple versions of the crossing from implementing on-street improvements in the near term to making a bigger statement with a pedestrian and bike bridge over the river. Or an even bigger move to extend a pedestrian and bike bridge over the river and the highway as part of a redevelopment of the Convention Center and Coliseum.

ACTIONS

- Near term: Improve the on-street bike and pedestrian experience with crosswalks, signals, landscaping, and trailhead signage at the I-16 intersection and lighting and art treatments for the underpass**
- Long term: build a pedestrian and bike bridge over the river, either connecting with the Ocmulgee Heritage Trail on the north bank of the river or connecting with a redeveloped Convention Center and Coliseum on the other side of the highway. The bridge would not only serve to connect both sides of the River but also act as a major, visible gateway from I-16.**



On-street connections could be much improved from the Coliseum/Convention Center to Downtown



WAYFINDING & CONNECTION PRECEDENTS

Crosswalks



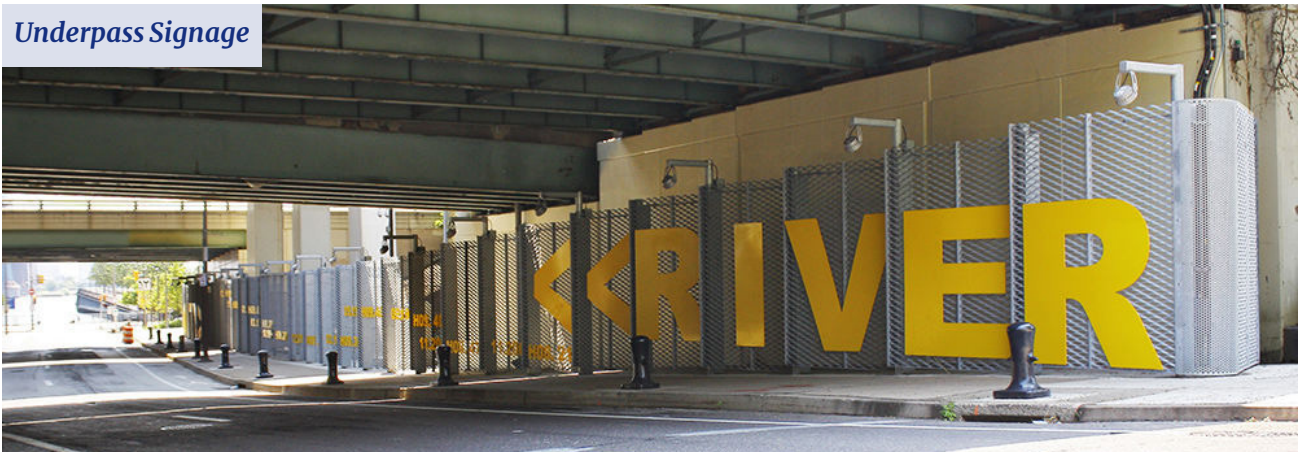
Trailhead Signage



Landscaping



Underpass Signage



Underpass Lighting

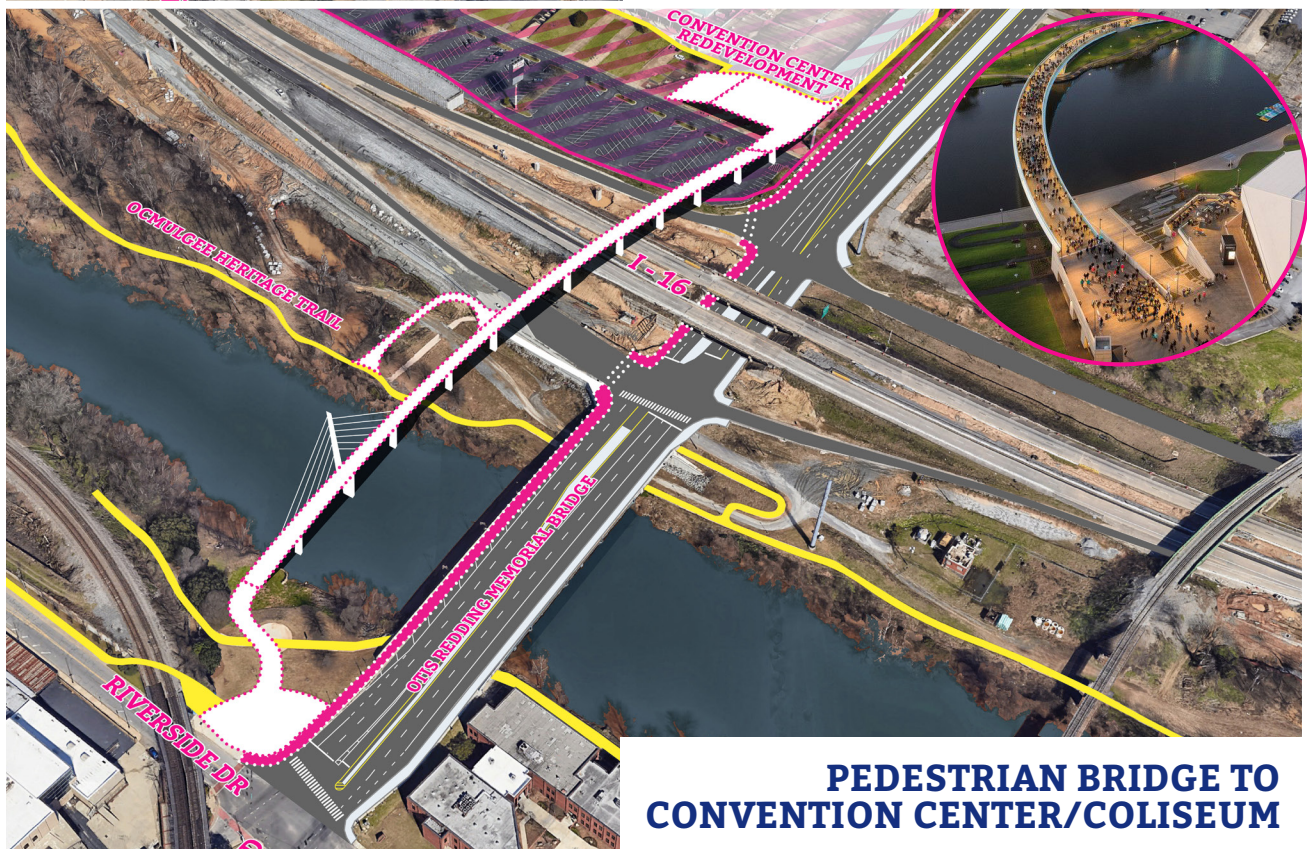
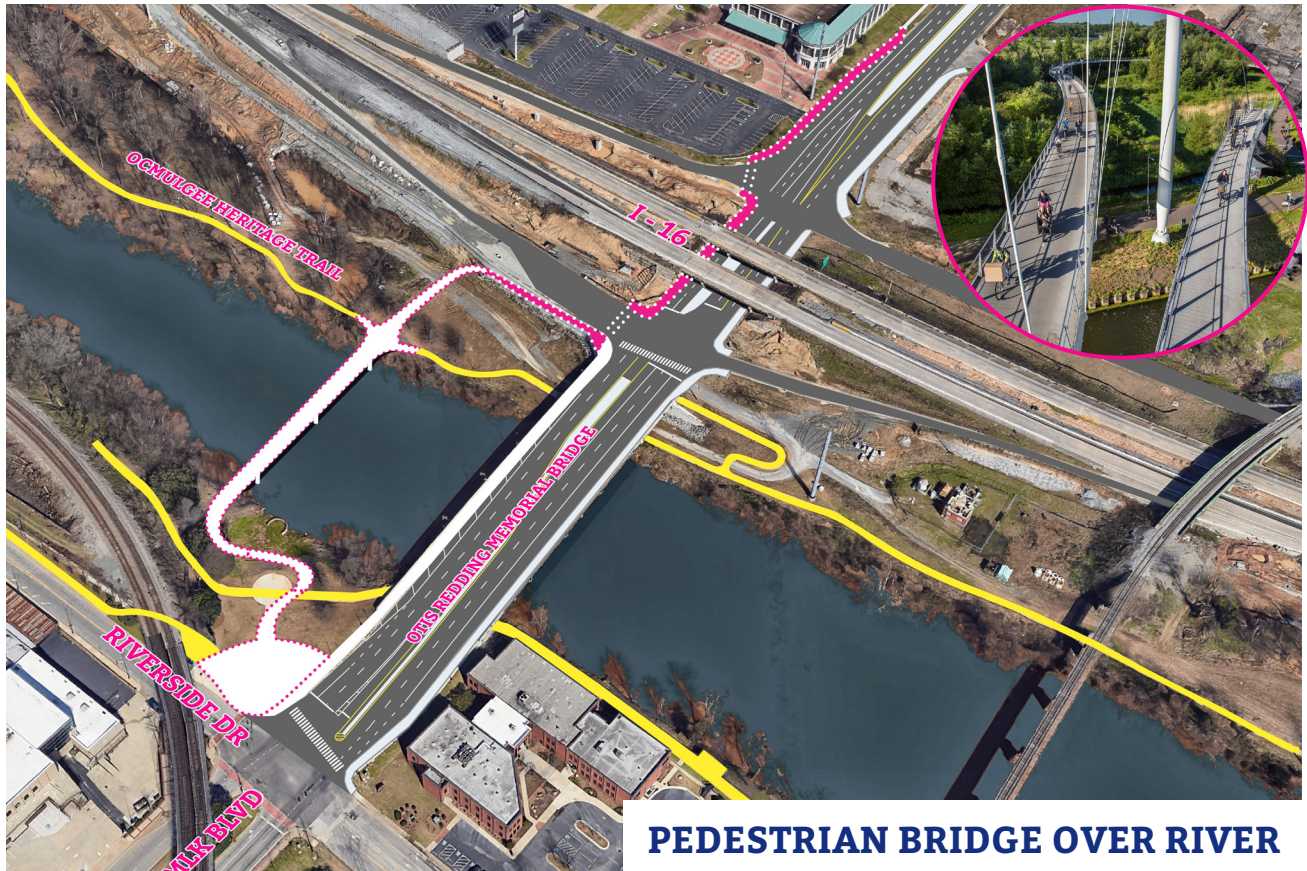


Public Art



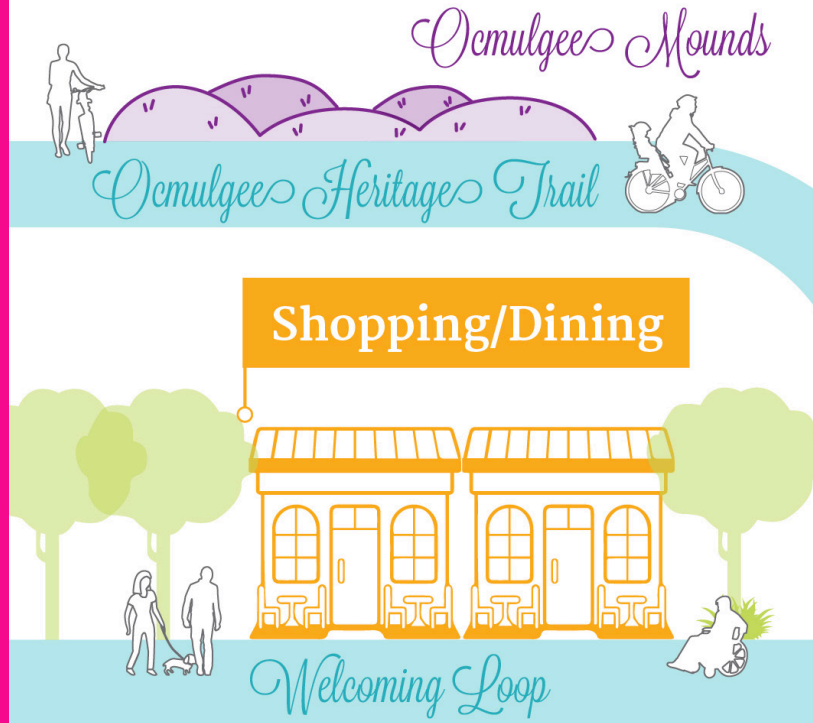
Figure 16 - Pedestrian Bridge Design Options

Source: Interface Studio



Downtown Itineraries

Growing visitors, extending stays and connecting the dots is critically important in supporting businesses and generating tax revenue for Macon. The Ocmulgee Mounds National Park will be a key driver of the city's economy in the future but Downtown Macon also needs to grow its attractions and entertainment (and connect them) to both get people to the Downtown Core and have them stay longer.



National Park Visitor - An older visitor exploring the new National Park and curious about what else is happening in Macon

<p>Morning</p> 	<p>Spend the morning exploring the National Park, then head over to the Downtown Core for a casual lunch at a Downtown restaurant</p>
<p>Afternoon</p> 	<p>After lunch stroll along the Welcoming Loop, explore Downtown Macon shops and signs as the Otis Redding Foundation and Capitol Studio. Then spend the rest of the afternoon exploring Tubman Museum and relaxing to some live music at the Cherry Street Park</p>
<p>Evening</p> 	<p>At the end of the day, grab dinner at a Downtown restaurant, with choices ranging from elevated casual to fine dining. After dinner, enjoy a nightcap in one of Downtown Macon's distinctive bars and head back to the hotel for some rest</p>
<p>Night</p> 	

Great Connections

Great Public Spaces

Visitor Attractions



Events

couple is
ous

Convention Visitor - A single professional is in town for a convention and excited to enjoy a taste of what Macon has to offer

Local Family - A family with kids is excited to go downtown for a family-friendly event and decides to make a day of it

al Park,
r a

Head over to the **Convention Center** for morning sessions then walk over the **Ocmulgee River pedestrian bridge** to grab a casual lunch at the Downtown **food hall** before heading into afternoon sessions off-site at the **Capitol Theater**

Bike downtown on the **Ocmulgee Heritage Trail**. After exploring the **museum**, let the kids run around the **Cherry Street Park** while the adults refuel with a little caffeine. Walk along the **Welcoming Loop** to grab lunch at the Downtown **food hall** with something for everyone.

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Pop out for a coffee and snack along the **Welcoming Loop** and stumble upon live music from the **Otis Redding Foundation** at the **Cotton Avenue Plaza**. At the end of the day, walk back to the hotel and freshen up for a night on the town

Head over to family-friendly **event** along Poplar Street with a pit stop at the **Third Street Playground**

ging
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Head out with colleagues for dinner. As a foodie paradise, there are lot of Downtown **restaurants** to choose from

Grab an early dinner at a casual, kid-friendly **Downtown restaurant** then head home to get the kiddos to bed

Time to hit the Downtown **bars** and **clubs**

IMPLEMENTATION

MAP XL details 19 strategies that help support neighborhoods, local businesses, tourism, and connections between them. Downtown Macon has transformed over the last 10 years - now the task is to ensure we protect what we have achieved, sustain our momentum, and maintain what makes us different and unique. To this end, the strategies can be thought of as actions that must be taken to not fall behind the competition, those that bring Macon to the next-level and those that make a huge national statement.

LEVEL 1: ACTIONS WE MUST TAKE TO NOT FALL BEHIND THE COMPETITION

The first set of actions are critical to protecting the achievements of the last 10 years. Cities around the country are investing in their downtowns, understanding that downtowns drive the economy and growth for the region. Additionally, new “lifestyle centers” are popping up that borrow from elements from the downtown playbook but in a more suburban setting. To stay in the mix, the actions in this level must be undertaken.

- *Increase local capacity to improve neighborhoods*
- *Continue to support minority and women-owned businesses*
- *Diversify downtown retail and restaurant offerings*
- *Ensure downtown events support brick and mortar businesses*
- *Create an entertainment district and manage nightlife*
- *Upgrade storefront curb appeal and visibility*
- *Make sure public improvements support vibrancy downtown*

LEVEL 2: ACTIONS TO BRING MACON TO THE NEXT LEVEL

This next set of actions build upon the foundations of a successful Downtown and take it to the next level by leaning into Macon’s strengths and unique qualities, and push the needle on more difficult projects, such as infrastructure improvements.

- *Invest in neighborhood parks and open spaces and repair past harms*
- *Continue to build out from strength and diversify the housing stock*
- *Create a neighborhood infill and preservation program*
- *Preserve space for job creating businesses*
- *Create a family-friendly downtown destination*
- *Create a Welcoming Loop for visitors*
- *Ramp up Macon as a music city*
- *Use regulations and physical improvements to support future Ocmulgee Mounds National Park*
- *Extend the Ocmulgee Heritage Trail with branded neighborhood pathways*
- *Connect Downtown across MLK Boulevard*
- *Rebuild Poplar Street as a complete street*

LEVEL 3: ACTIONS TO MAKE A HUGE NATIONAL STATEMENT

This final set of actions advance Macon’s trajectory toward becoming a national destination. While they are longer-term and more complex, the groundwork can be laid in the near term to set the stage.


- *Make a big statement at the river and establish a clear connection to the National Park*

Let's keep it up!



IMPLEMENTATION MATRIX

	#	Action	Action Level
1) Strengthen Neighborhoods with a Range of Housing Options			
	1.1	Increase local capacity to improve neighborhoods	Level 1 - Actions That Must Be Taken
	1.2	Invest in neighborhood parks and open spaces and repair past harms	Level 2 - Actions For Next Level
	1.3	Continue to build out from strength and diversify the housing stock	Level 2 - Actions For Next Level
	1.4	Create a neighborhood infill and preservation program to protect affordability	Level 2 - Actions For Next Level
2) Support, Strengthen and Diversify Local Businesses			
	2.1	Continue to support minority and women-owned businesses	Level 1 - Actions That Must Be Taken
	2.2	Diversify downtown retail and restaurant offerings	Level 1 - Actions That Must Be Taken
	2.3	Ensure downtown events support brick and mortar businesses	Level 1 - Actions That Must Be Taken
	2.4	Preserve space for job creating businesses	Level 2 - Actions For Next Level
3) Offer an Exceptional Urban Core Experience			
	3.1	Create an entertainment district and manage nightlife	Level 1 - Actions That Must Be Taken
	3.2	Upgrade storefront curb appeal and visibility	Level 1 - Actions That Must Be Taken
	3.3	Make sure public improvements support vibrancy downtown	Level 1 - Actions That Must Be Taken
	3.4	Create a family-friendly downtown destination for large events and programming	Level 2 - Actions For Next Level
4) Prepare for Tourism Growth			
	4.1	Create a Welcoming Loop for visitors	Level 2 - Actions For Next Level
	4.2	Ramp up Macon as a music city	Level 2 - Actions For Next Level
	4.3	Use regulations and physical improvements to support future Ocmulgee Mounds National Park	Level 2 - Actions For Next Level
5) Connect Destinations			
	4.1	Extend the Ocmulgee Heritage Trail with branded neighborhood pathways	Level 2 - Actions For Next Level
	4.2	Connect Downtown across MLK Boulevard	Level 2 - Actions For Next Level
	4.3	Rebuild Poplar Street as a Complete Street	Level 2 - Actions For Next Level
	4.4	Make a big statement at the River and establish a clear connection to the National Park	Level 3-Actions For National Statement

 = Community priority identified during the public engagement process

Action Type	Potential Funding Sources	Potential Cost	Partners
Investment in staff (public and community level)	Philanthropy, City/County	Varies	UDA, Macon-Bibb County, community organizations
Linear Park investment	Partially funded, ARPA, philanthropy	\$1.8m	Macon-Bibb County, Macon-Bibb County Community Enhancement Authority
Policy changes to allow greater density in single family areas	N/A		Macon-Bibb Planning & Zoning, UDA, NewTown Macon
Land / housing assembly, housing investment for mixed income neighborhood	Philanthropy, LIHTC	Varies	UDA, Historic Macon
Ongoing business support and loans	Funded	Funded and ongoing	NewTown Macon
Marketing / attraction	Private		UDA, NewTown Macon
Policy decision	N/A		Macon-Bibb County, NewTown Macon
Policy decision	N/A		Macon-Bibb Planning & Zoning, Macon-Bib Industrial Authority, UDA, NewTown Macon
Policy + funding for security	City/County, business owners	\$300,000	Macon-Bibb County, business owners
Policy & incentives for storefront improvements	City/County	\$150,000	Macon-Bibb County, NewTown Macon
Sidewalk, tree, infrastructure investments	City/County	\$15m	Macon-Bibb County
Investment in a major park	SPLOST	\$2m-\$10m	Macon-Bibb County
Infrastructure investment	SPLOST / Tourism funds	\$250,000-\$1,000,000	Macon-Bibb County, Visit Macon
Marketing & programming	Tourism funds		Macon-Bibb County, Visit Macon
Policy decision	N/A		Macon-Bibb Planning & Zoning, Macon-Bibb County, Ocmulgee National Park & Preserve Initiative
Infrastructure investment	SPLOST	\$20m	Macon-Bibb County, Bike Walk Macon
Policy and strategic investment	Future SPLOST, City/County	\$10m-\$20m	Macon-Bibb County, GaDOT
Infrastructure investment	Future SPLOST, City/County	\$250,000	Macon-Bibb County
1- Art and wayfinding, 2- pedestrian bridge	SPLOST / Tourism funds	\$50m-\$200m+	Macon-Bibb County, GaDOT, Visit Macon

