

A watercolor-style illustration of a park path lined with trees and a street lamp. The path is a light, winding line that leads through a dense forest of tall, slender trees with vibrant green foliage. On the left side of the path, a black street lamp with a white, globe-shaped light fixture stands prominently. The overall scene is bright and airy, with soft light filtering through the leaves, creating a sense of a peaceful, green urban environment.

NewTown Macon, Inc.

A city in a park...

As far back as its very inception, **Macon, Georgia** was described in the city plan created by James Webb as a “**city in a park.**”



It still is.

Macon is indeed the very heart of Georgia.

Our location is part of it: situated midway between the world's busiest airport in Atlanta and the thriving deepwater seaports of the coast with crucial Interstate highway and rail connections.

Our strategic location and accessible transportation make us one of the largest trade areas east of the Mississippi River.

Momentum is building community wide for the revitalization of downtown and NewTown Macon is leading that movement. We are partnering with government and with business, with for-profit and non-profit organizations alike utilizing both private investment and public-private partnerships to reach our goal of regaining and maintaining a vital and viable city center.

Macon serves as Middle Georgia's civic, governmental, and residential center.

We are working together to capture and implement a common vision, to preserve the beauty of Macon's architecture, and to retain the richness of our heritage. We are committed to a community that will take us into the future, instill renewed pride, and give us a sense of common ownership.

Together we are creating an urban center...

which provides all of us the opportunity to work, to play, to shop, to live, to learn--and just as important, to meet and to relate to one another. After all, isn't that what community is all about?

Our initiatives:

The **Charles H. Jones Gateway Park** was opened in June of 2001 on the beautiful green shores of the Ocmulgee River in downtown Macon. The first phase of the **Ocmulgee Heritage Trail** winding along the east side of the river has been enjoyed by residents and visitors alike since its completion in the fall of 2003. Future trails will extend from Gateway Park and the existing trail to connect several additional historic and picturesque sites along the grand Ocmulgee.

Whether we're encouraging people of all ages to discover the Ocmulgee Heritage Trail, establishing “**hotspots,**” collaborating on the filming of **local television shows,** or supporting our many downtown music events,



NewTown Macon is constantly working to bring more life into Macon's exciting downtown area.

NewTown Macon has also been a primary advocate for downtown's **residential opportunities** and an active promoter of the development of **downtown loft apartments.**



In partnership with the Urban Development Authority, the City of Macon, and Bibb County, NewTown Macon continues to advance its **riverfront development** plans by pursuing the acquisition and development of 10 acres of land on the banks of the Ocmulgee River. The property is slated to become a mixed-use development including residential, office, and retail spaces.

NewTown Macon is actively soliciting input from downtown business owners within the defined **Community Improvement District**, which has been approved by the legislature. The CID offers the opportunity for businesses within the district to benefit from **special area enhancements.**

NewTown continues to work with the City of Macon to redesign and reconstruct **Cherry Street Plaza** to provide a premier gathering space in the heart of downtown.

NewTown is engaged in active negotiations, which may potentially yield hundreds of **new jobs downtown.**

NewTown Macon continues to invest in certain critical **transitional properties** in the downtown area in order to assure their highest and best use. Properties which have benefited from this program include the Willow on Fifth restaurant, the Tic Toc Room, the Temple, the Capital Theatre, 571 Cherry Street, the Terminal Warehouse, and 167 Riverside Drive.

*Our dedicated leadership
is turning the dream
of a revitalized downtown Macon
into a reality.*

*If you would like more information
on how you can be involved in this movement,
please contact us at:*

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Please visit our website for additional information:

www.newtownmacon.com

Our Mission Statement:

NewTown Macon is dedicated to implementing the community's vision of a comprehensive, coordinated, and continuous revitalization of downtown Macon, Georgia.

New Town Macon Staff

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