

TRADE STUDY
CENTRAL BUSINESS DISTRICT AREA
MACON, GEORGIA

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Introduction

The Central Business District of the City of Macon has long been recognized as an important economic and cultural area of Bibb County and Middle Georgia. However, this area faces the serious problems which are common to almost all metropolitan areas in the country today. Population shifts in the community over the past few decades have caused a decline in use of the Central Business District and an increase in the use of neighborhood shopping centers.

The decline of the Central Business District has prompted governmental organizations to make detailed studies into the causes and possible solutions to this exodus of retail trade. Studies have been done to determine such factors as land use, traffic patterns, retail trade volume, and parking facilities. However, up until this time, no condensed summary has been performed to determine the precise types of businesses and services offered in this area. This information can prove helpful in avoiding a concentration of a certain type of trade and provide a variety of goods and services for the downtown shopper. Providing this detailed information on the businesses operating in the Central Business District of Macon is the purpose of this study.

The Central Business District of Macon is defined in this study to be that area bounded by the Ocmulgee River to the north, Fifth Street to the east, Pine Street to the south, and Spring and New Streets on the west. This description corresponds to the definition

used in earlier studies performed by the Macon-Bibb County Planning and Zoning Commission (See figure one, page three for a graphic description.)

The Central Business District, as previously defined, contains 40 traffic zones¹ as shown in the Macon Area Transportation Study Zone Map on page three. Each traffic zone is composed of one square block or where a street divides a city block. The traffic zone numbers are used in this study for identification purposes instead of block numbers.

An actual physical inspection was made of each traffic zone to determine the types of businesses which were actually in operation within the area. The results of each block were then summarized and a total was made of the entire Central Business District. The results of the inspection are presented in Appendices I and II.

¹A Traffic Zone is a geographic area that is defined by similar travel patterns and used for transportation planning.

Fig. I Macon's Central Business District



APPENDIX I
BUSINESS SUMMARY
by
TRAFFIC ZONE

APPENDIX I

BUSINESS SUMMARY
by
TRAFFIC ZONE

TRAFFIC ZONE 01

- 15- Physicians & Surgeons
- 5- Dentists
- 2- Florists
- 4- Insurance Companies
- 1- Detective Agency
- 1- Opticians
- 1- Drug Store
- 1- Church
- 1- Professional Association
- 1- Real Estate Company
- 2- Parking Lots (Total Spaces 74)
- 5- Multi-Family Dwellings

TRAFFIC ZONE 10

- 1- Parking Lot (Total Spaces 15)
- 2- Government Service Agencies
- 2- Multi-Family Dwellings
- 1- Locksmith
- 1- Retail Shoe Store
- 2- Service Stations
- 1- Used Car Lot
- 1- Business School (Private)
- 1- Karate School
- 1- Liquor Store
- 1- Rooming House
- 1- Restaurant
- 1- Retail Roofing & Paint Contractor
- 6- Physicians & Surgeons
- 1- Insurance Agency
- 1- Real Estate Company
- 2- Opticians
- 3- Finance Companies

TRAFFIC Zone 20

- 1- Auto Repair
- 3- Used Car Lots
- 1- Retail Auto Parts
- 1- Warehouse
- 1- Multi-Family Dwelling
- 1- Retail Paint Store
- 1- Retail Electrical Supply
- 1- Retail Tire Store
- 2- Vacant Lots
- 2- Parking Areas

TRAFFIC ZONE 30

- 1- Restaurant
- 1- Animal Hospital
- 1- Retail Auto Parts
- 2- New Car Dealers
- 1- Used Car Lot
- 1- Retail Marine Dealer
- 1- Vacant Lot
- 2- Parking Areas

TRAFFIC ZONE 40

- 1- Transportation Office
- 1- Used Car Lot
- 2- Retail Auto Parts
- 1- Wholesale Tobacco
- 1- Retail Furniture
- 2- Warehouse Areas

TRAFFIC ZONE 02

- Majority of Block Occupied by City Services
- 1- Bonding Company
 - 1- Lounge
 - 1- Construction Company Office
 - 1- Shoe Repair Shop
 - 2- Parking Lots (Private for City-Employees-Total Spaces 60)

TRAFFIC ZONE 03

- 1- Bank
- 1- Laundry & Dry Cleaners
- 1- Funeral Home
- 1- Insurance Agency
- 1- Commercial Photography
- 1- Beauty Shop
- 1- Barber Shop
- 1- Recording Studio & Record Company
- 1- Liquor Store
- 1- Dentist
- 1- Fraternal Organization

TRAFFICE ZONE 11

- 1- Pancake House
- 1- Commercial Sign Company
- 1- Retail Tire & Appliance Store
- 1- Laundry & Dry Cleaners
- 1- Savings & Loan
- 1- Retail Appliance Company
- 1- Private Club
- 1- Labor Union Office
- 1- Public Vocational School
- 1- Health Food Store
- 1- Retail Record Shop
- 1- Office Equipment Store
- 1- Real Estate Company
- Hearings & Speech Center
- 1- Tailor Shop
- 1- Insurance Agency
- 1- Commercial Printers
- 1- Janitorial Supply Company
- 1- Audio Repair Shop
- 1- Janitorial Service
- 1- Chemical Testing Lab
- 3- Parking Lots (Total Spaces 260)

TRAFFIC ZONE 21

- 1- Car Rental Agency
- 1-Finance Company
- 1- Dunlap Auto Service Center
- 1- Florist
- 1- Clothing Store
- 2- Book Stores
- 2- Retail Furniture Stores
- 6- Lounges
- 1- Retail Record Shop
- 1- Pawn Shop
- 1- Short Order Restaurant
- 1- Taxi Service
- Macon Rescue Mission Thrift Shop
- 1- Parking Lot (Total Spaces 35)

TRAFFIC ZONE 31

- 1- Tailor Shop
- 3- Barber Shops
- 1- Beauty Supply Store
- 1- Billiard Parlor
- 2- Shoe Repair Shop
- 2- Hotels
- 5- Lounges
- 2- Restaurants
- 1- Furniture Warehouse
- 1- Health Club
- 1- Retail Jewelry
- 1- Hardware & Dairy Supply
- 1- Auto Parts Supply
- Vacant Stores
- 1- Parking Lot (Total Spaces 23)

TRAFFIC ZONE 41

- 6- Warehouse Areas
- 1- Pepsi-Cola Plant
- Capricorn Sound Studio
- Macon Rescue Mission
- 3- Vacant Buildings

TRAFFIC ZONE 04

- 1- Fraternal Organization
- 1- Telephone Answering Service
- 1- Retail Fabric Store
- 1- Real Estate Company
- 1- Insurance Agency
- 1- Retail Appliance Store
- 1- Multi-Family Dwelling
- 1- Single Family Dwelling
- 2- Parking Areas

TRAFFIC ZONE 05

- Macon City Auditorium
- 1- Florist & Gift Shop
- 1- Funeral Home
- 5- Parking Lots (Total Parking Spaces 186)

TRAFFIC ZONE 12

- 3- Retail Furniture Stores
- 1- Furniture Movers
- 1- Retail Business Machine Store
- 3- Finance Company
- 2- Short Order Restaurants
- 1- Sundries Shop
- 1- Men's Clothing
- 1- Commercial Photography
- 1- Barber Shop
- 1- Musical Instrument Repair
- 1- Lounge
- 1- Stock Broker
- Southern Bell Branch
- 1- Optician
- 2- Employment Agencies
- 1- Security Firm
- Main Office First National Bank & Trust Company
- 2- Insurance Agencies
- 5- Law Offices
- 1- Retail Sewing Machine Sales & Repair
- 1- Liquor Store
- 2- Wholesale Clay Products

TRAFFIC ZONE 13

Southern Trust Company Building

- 6- Insurance Agencies
- 5- Law Firms
- 4- Real Estate Firms
- 4- Accounting Firms
- 4- Government Service Agencies
- 2- Dentists
- 1- Beauty Shop
- 1- Barber Shop
- 1- Stock Broker
- 3- Transportation Offices (Railroad)
- 1- Physician
- 1- Public Relations Firm
- 2- Architectural Firms
- 1- Employment Agency
- Georgia Tech Experiment Station
- 1- Radio & TV Station
- Southern Trust Insurance Company
- 1- Finance Company
- 1- Optician
- 1- Political Party Office
- United Givers Office
- 12- Vacant Offices

TRAFFIC ZONE 22

- 6- Women's Clothing Stores
- 3- Jewelry Stores
- 3- Shoe Stores
- 4- Optometrists
- 1- Income Tax Service
- 1- Commercial Photography
- 1- Film & Camera Shop
- 1- Cafeteria
- 1- Department Store
- 1- Retail Sewing Machine Sales
- 1- Movie Theater
- 1- Retail Furniture
- 1- Grocery Store
- 1- Sporting Goods
- 1- Dry Goods
- 1- Retail Bakery
- 2- Finance Company
- 1-Salvation Army Thrift Shop
- 7- Vacant Stores
- 1- Parking Lot (Total Spaces 35)

TRAFFIC ZONE 32

- 2- Retail Shoe Stores
- 2- Shoe Repair Stores
- 4- Department Stores
- Macon Rescue Mission Thrift Shop
- 1- Parking Lot (Total Spaces 250)
- 1- Billiard Parlor
- 1- Retail Drug Store
- 6- Finance Companies
- 2- Short Order Restaurants
- 1- Watch Repair
- 3- Women's Clothing Stores
- 1- Retail Gift Shop
- 1- Retail Record Shop
- 1- Jewelry Store
- 1- Men's Clothing Store
- 1- Clothing Store
- 1- Retail Furniture
- 2- Vacant Stores

TRAFFIC ZONE 42

- 3- Finance Companies
- 1- Magnetic Sign Shop
- 1- Beauty Supply House
- 1- Printing Company
- 1- Retail Tire & Appliance Store
- 1- Commercial Photography
- 1- Lounge
- 1- Retail Furniture
- 1- Transportation Center
- 1- Western Union
- 1- Retail Wig Shop
- 1- Wholesale Drug Distributor
- 1- Parking Lot (Total Parking Spaces 275)
- 2- Vacant Stores
- 1- Short Order Restaurant

TRAFFIC ZONE 06

Southern Bell Equipment Building
YMCA & Macon Health Center
1- Service Station
1- Funeral Home
1- Florist
Formal Clothing Rental Shop
1- Retail Camera Shop
5- Multi-Family Dwellings
3- Parking Lots (Total Spaces 240)

TRAFFIC ZONE 14

1- Photograph Shop
2- Beauty Shop
1- Cosmetics Store
1- Branch Bank
1- Furniture Store
1- Gift Shop
4- Finance Companies
1- Jewelry Store
2- Vacant Stores

TRAFFICE ZONE 43

3- Finance Companies
1- Government Service (Fire Station)
3- Restaurants
3- Hotels
2- Lounges
1- Retail Tire Store
1- Retail Sewing Machine Center
1- Retail Appliance
1- Laundry & Dry Cleaners
1- Retail Furniture
5- Vacant Buildings
3- Parking Lots (Total Spaces 60)

TRAFFIC ZONE 15

- 1- Church (Presbyterian)
- 1- Retail Drug Store
- 1- Rubber Stamp Shop
- 5- Finance Companies
- 1- Consumer Credit Counseling Service
- 1- Travel Agency
- 1- Musical Instrument Shop
- 1- Restaurant
- 1- Vacuum Cleaner Sales Office
- 1- Discount Furniture Store
- 1- Heating and Plumbing Repair
- 1- Savings and Loan Association (Main Office)
- 4- Real Estate Companies
- 1- Insurance Agency
- 1- Employment Agency
- 1- Tree Harvesting & Land Clearing Company
- 5- Law Offices
- 1- Credit Investigation Company (D&B)
- 1- Electrical Contractor
- 4- Government Service Agencies
- 1- Theater Group
- 3- Parking Lots (Total Spaces 292)
- 4- Law Firms
- 1- Commercial Photography Shop
- 1- Collection Agency
- 12- Vacant Offices and Stores

TRAFFIC ZONE 60

- 10- Multi-Family Dwellings
- 2- Fraternal Organizations
- 1- Commercial Printer
- 1- Tele-Communications Company
- 2- Finance Companies
- 1- Liquor Store
- 1- Mortgage Banker
- 1- Insurance Agency

TRAFFIC ZONE 07

Southern Bell Personnel Office
Georgia Motor Club
1- Chain Grocery Business Office
3- Law Offices
1- Church (Methodist)
1- Barber Shop
1- Bank (Main Office)
1- Detective Agency
1- Accounting Firm
1- Finance Company
3- Insurance Agency
1- Hearing Aid Center

TRAFFIC ZONE 16

Bibb County Court House
Food Stamp Office
Grand Opera House
Macon Federal Building (Under Construction).
1- Restaurant Business Office
3- Parking Lots (Total Spaces 216)

TRAFFIC ZONE 44

1- Short Order Restaurant
2- Laundry and Dry Cleaners
1- Beauty Shop
1- Barber Shop
2- Auto Repair and Body Shops
1- Wholesale Food Outlet
1- Retail Record Shop
1- Retail Auto Parts
1- Lounge
1- Liquor Store
1- Dry Goods Store
4- Vacant Stores

TRAFFIC ZONE 23

- 6- Finance Companies
- 5- Jewelry Stores
- 5- Vacant Stores
- 2- Optometrists
- 2- Men's Clothing Stores
- 2- Shoe Stores
- 2- Parking Lots (Total Spaces 394)
- 1- Discount Drug Store
- 1- Gift Shop
- 1- Billiard Parlor
- 1- Branch Bank
- 1- Office Equipment
- 1- Women's Clothing Store
- 1- Luggage Store
- 1- Watch Repair
- 1- Clothing Store
- 1- Barber Shop
- 1- Beauty Shop
- 1- Restaurant
- 1- Drug Store
- 1- Movie Theater
- 1- Novelty and Trick Shop
- 1- Hearing Aid Center
- 1- Book Store
- 1- Hotel

AMERICAN FEDERAL BUILDING

- 26- Law Offices & Firms
- 16- Vacant Offices
- 8- Insurance Agencies
- 5- Dentists
- 5- Physicians and Surgeons
- 1- Savings & Loan Association
- 3- Real Estate Companies
- 1- Dental Association
- 1- Radio Station
- 1- Employment Agency
- 1- Labor Union Office
- 1- State Bar Association Office

TRAFFIC ZONE 34

- 1- Cafeteria
- 1- Retail Sporting Goods
- Federal Building
- 1- Retail Office Equipment
- 1- Retail Carpet Store
- 1- Auto Repair
- 1- Lounge
- 1- Convenience Food Store Office
- 1- Blueprinting Service

TRAFFIC ZONE 61

- 1- Retail Marine Dealer
- 1- Short Order Restaurant
- 1- Cotton Seed Products Company
- 2- Accounting Firms
- 1- Postage Meter Company
- 4- Dentists
- 2- Real Estate Company
- 1- Office Supply
- 1- Finance Company
- 1- Insurance Agency
- 1- Dental Lab

TRAFFIC ZONE 62

- 1- Government Service Agency
- 3- Single Family Dwellings
- 2- Short Order Restaurants
- 1- Plumbing Supply Company
- 1- Grocery Store
- 1- Accounting Firm
- 1- Glass Products Company

TRAFFIC ZONE 18

Parking Lot (Hilton) (Total Spaces 150)

TRAFFIC ZONE 33

- 1- Bank (Main Office)
- 2- Department Stores
- 4- Men's Clothing
- 1- Dry Goods
- 1- Women's Clothing Store
- 1- Shoe Store
- 1- Cafeteria
- 4- Liquor Stores
- 4- Short Order Restaurants
- 1- Grocery Store
- 1- Wholesale Restaurant Supply
- 1- Lounge
- 1- Retail Wig Shop
- 1- Barber Shop
- 2- Beauty Shops

SOUTHERN UNITED BUILDING

- 4- Law Firms
- 2- Dentists
- 1- Physician
- 2- Finance Companies
- 2- Real Estate Companies
- 1- Advertising Company
- 1- Beauty Shop
- 1- Barber Shop
- 1- Insurance Agency
- 1- Elevator Company
- 1- Catholic Chapel
- 1- Cemetary Developer
- 1- Association of General Contractors
- 1- Government Service Agency
- 1- Community Service Agency

TRAFFIC ZONE 17

- Macon Hilton Hotel
- 1- Barber Shop
- 1- Beauty Shop
- 1- Travel Agency

TRAFFIC ZONE 08

- 1- Radio Station
- 2- Real Estate Companies
- 2- Finance Companies
- 2- Law Offices
- 5- Insurance Agencies
- 1- Coffee Services
- 1- Food Broker
- 1- Insurance Examination Office
- 2- Architectural Firms
- 1- Retail Motorcycle Sales
- 1- Tobacco Products Sales
- 1- Convenience Store Business Office
- 1- Computer Service Center
- 1- Bookkeeping Service
- 2- Retail Business Machines
- 1- Accounting Firm
- 1- Used Car Lot
- 2- Vacant Offices

TRAFFIC ZONE 09

- 1- Retail Business Machines
- 1- Travel Agency
- 1- Finance Company
- 2- Real Estate Companies
- Wholesale Optical Equipment Company
- 2- Short Order Restaurants
- 1- Liquor Store
- 1- Insurance Adjustor
- 1- Encyclopedia Sales Office
- 2- Parking Lots (Total Spaces 140)

TRAFFIC ZONE 25

- Sears Store & Parking
- 1- Commercial Photography
- Riverside Clinic & Hospital
- 1- Parking Lot (Total Spaces 28)

TRAFFIC ZONE 35

- 1- New Car Dealer
- 1- Retail Paint Store
- 1- Service Station
- 1- Auto Transmission Repair
- 1- Retail Appliance Store
- 1- Parking Lot (Total Spaces 98)

TRAFFIC ZONE 51

- 2- Service Stations
- 1- Single Family Dwelling
- 2- Restaurants
- 1- Radio Station
- Bibb Transit Company

TRAFFIC ZONE 50

- 1- Finance Company
- 1- Restaurant
- 2- Vacant Stores

TRAFFIC ZONE 24

- 1- Bank (Main Office)
- 1- Church (Episcopal)
- 2- Restaurants
- 2- Parking Lots (Total Spaces 242)
- 1- Law Office
- 1- Auto Accessory & Appliance
- 1- Finance Company
- 1- Mortgage Bank

GEORGIA POWER COMPANY BUILDING

- 12- Law Firms
- 15- Insurance Agencies
- 1- Stock Broker
- 1- Branch Bank
- 2- Architectural Firms
- 2- Accounting Firms
- 2- Mortgage Banks
- 1- Textile Firm
- 2- Real Estate Companies
- 1- Hospital Management Company
- 1- Employment Agency
- 1- Collection Agency
- 1- Advertising Agency
- 1- Wholesale Grocers Association
- 1- Utility Company
- 2- Business Machines Offices
- U.S. Government Bankruptcy Court
- 1- Credit Bureau
- 1- Finance Company
- 1- Container Company
- 1- Transportation (RR) Company
- 7- Vacant Offices

TRAFFIC ZONE 45

- 1- Multi-Family Dwelling
- 1- Auto Transmission Repair
- 1- Retail Seafood Store
- 1- Service Station
- 1- Office Supply & Printers
- Macon Telegraph & News
- 1- Machine & Welding Shop
- 1- Insurance Agency
- 1- Insurance Adjustor
- 1- Carpet Cleaners
- 1- Rooming House
- 1- Short Order Restaurant
- 1- Barber Shop
- 4- Vacant Stores
- 1- Laundry & Dry Cleaners
- 1- Furniture Movers Warehouse

APPENDIX II
SUMMARY of BUSINESSES
in the
CENTRAL BUSINESS DISTRICT