The Cherry Street Retail District
MACON, GEORGIA

Retail & Parking Analysis & Planning Study

Prepared for:

NewTown Macon, Inc.
Terminal Station
200 Cherry Street Suite 200
Macon, Georgia 31201
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Prepared by:

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148 Pierce Street
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FINAL DRAFT

19 December 2000

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Exhibits

(Most exhibits are placed directly within the text, but some are located in the back of the report)

Cherry Street in downtown Macon is a pedestrian scale, tree lined street with a mix of shops, restaurants, offices and residential uses and is the center of the Cherry Street Retail District.

I. EXECUTIVE SUMMARY

As one of the South's only historic, unrevitalized downtowns, and after 25 years of stagnation, Macon is in the early stages of a significant commercial re-building. With a regional trade area of 780,000 persons, extending across much of middle Georgia, downtown Macon has the potential to re-establish itself as the region's primary retail and entertainment center. Downtown Macon could capture over $100 million in additional sales supporting up to 447,000 square feet of additional retail, entertainment and restaurant space.

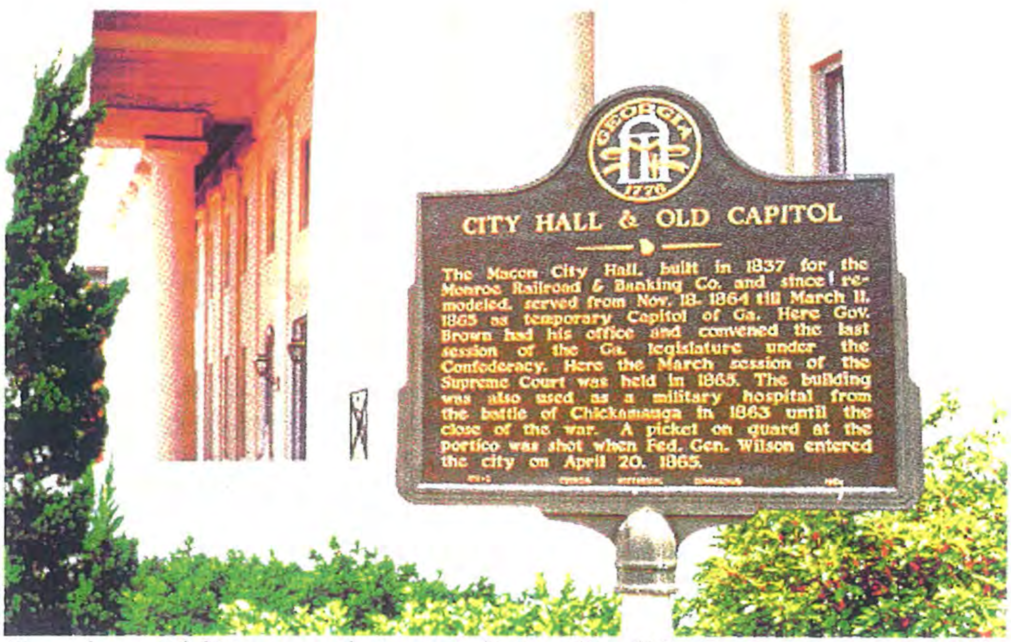
Like other successful Southern cities, including Atlanta, Chattanooga, Charlotte, Memphis and West Palm Beach, Macon's rebound will require a coordinated public-private partnership. *NewTown Macon, Inc.* is the ideal organization to coordinate a multi-faceted implementation strategy including the adaptive re-use of Macon's historic buildings, a compressive business recruitment effort, parking authority, code amendments, expansion of cultural and educational institutions and the maintenance of in-town neighborhoods.

Creation of several new districts, enhancement of existing assets and the strategic placement of retail, restaurants, services, parking and entertainment within the downtown districts will maximize the growth of Macon. The cross use of districts by visitors, office workers, shoppers, students and residents will create a dynamic and vibrant atmosphere within the Cherry Street Retail district and the adjacent blocks.

Sports

Capitalizing on the city's musical heritage will enhance Macon's ability to emerge as a regional destination. Peaking in the 1950's, Macon was the region's center for musical talent, launching the careers of many noted musicians including Little Richard, Otis Redding and the Allman Brothers. Macon has the opportunity to create a nationally reknowned blues entertainment district, similar to "Beale Street" in Memphis.

This study concludes that there is presently a window of opportunity for downtown Macon to capture the market's supportable retail and restaurants. Should a new major shopping center be developed within the greater Macon region, then it is likely that much of the new retail growth will gravitate towards the new shopping location, further delaying the central business district's expansion.



Macon has a rich history contributing to its high quality of life. For example, the City Hall was at one time the capitol of the State of Georgia. The city's many historical buildings could be the basis for a destination attracting more tourists and shoppers to the Cherry Street Retail District.

SECTION II. ISSUES , OBJECTIVES AND BACKGROUND

Macon has a history of being a southern cultural, entertainment and transportation center. Peaking in the 1940's and 1950's, Macon was the region's focal point for musical talent, giving starts to such famous singers/groups as Little Richard, The Allman Brothers and Otis Redding. During its high point, the downtown had three department stores, two movie theaters and a variety of offices and other shops. In addition, Macon was a regional transportation hub with both railroads and highways converging on the city. The study area boundaries and major roads in downtown Macon are outlined on Exhibit Seven on page four.

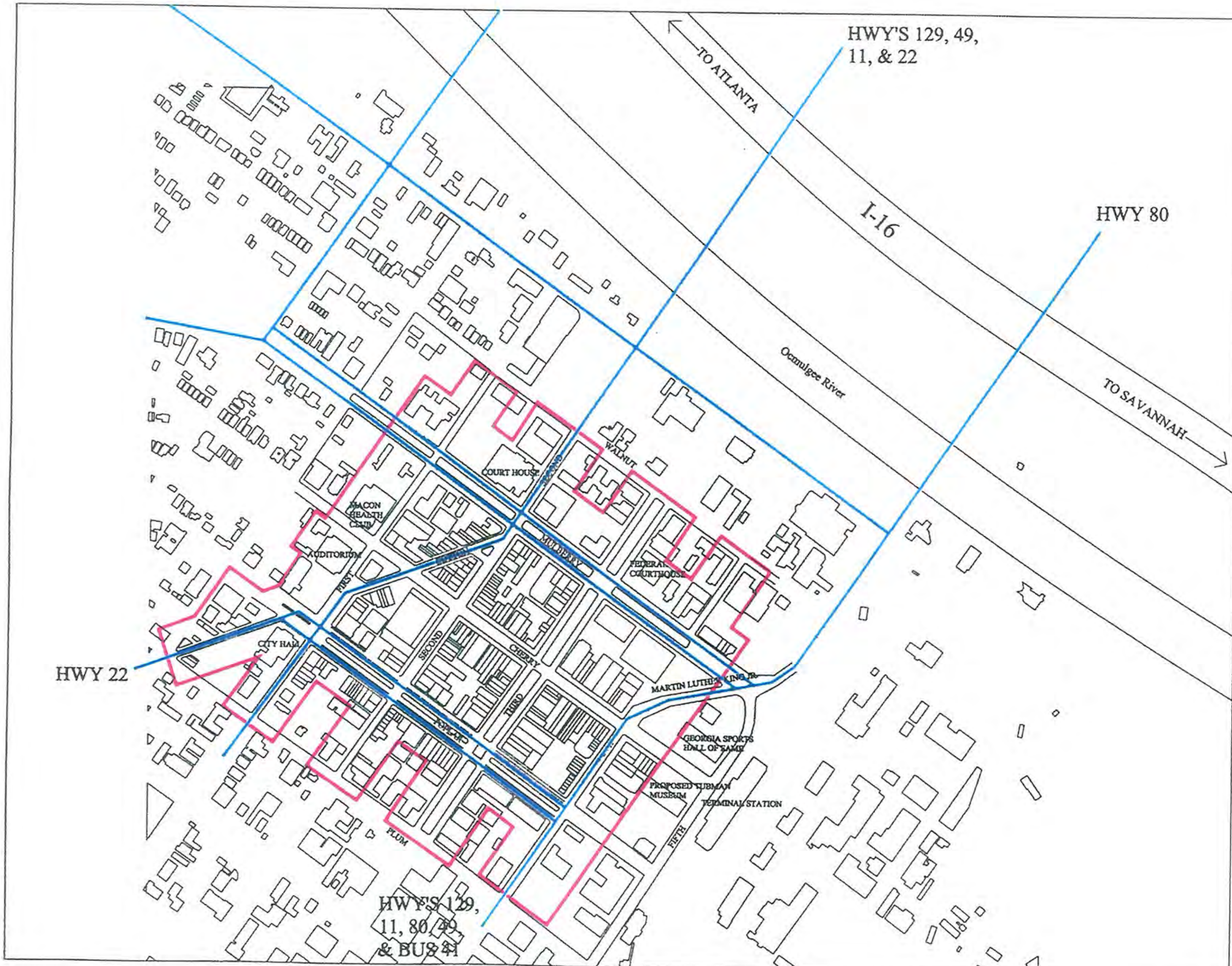
The Macon area has two major retail concentrations. The first is the 1.4 million square foot Colonial Mall of Macon area (located on the west side of Macon) and the second is the newly emerging northern portion of Macon near the intersection of Interstate 75 and Arkwright Road. Prior to the mall opening in the 1970's, downtown Macon was a thriving center with department stores and theatres, however, today there is over 200,000 square feet of vacant ground floor space. The challenge facing the City of Macon is to lure retailers back to the downtown and to re-establish itself as a thriving mixed use shopping and entertainment district.

The Bibb and Douglas Theatres were at one time part of Macon's regional entertainment hub as Macon was home to some of the most famous blues musicians in the country. A revitalized blues industry could be a key to reinvigorating downtown Macon.

Issues

The following issues will be addressed in this analysis of the Cherry Street Retail District:

1. What is the current retail mix of the Cherry Street Retail District area, and to whom do these retailers appeal? What are the primary and secondary trade areas served by the existing retail mix?



Retail & Parking Analysis & Planning Studies

for

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Macon, Georgia

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15 November 2000

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STUDY AREA BOUNDARY

EXISTING CORRIDOR

EXHIBIT 7: EXISTING VEHICULAR CORRIDORS

2. What are the current and projected population and demographic characteristics of trade area residents?
3. Which of the current retailers are "at risk" due to competition from regional and national retailers and from projected demographic changes?
4. What additional retail types are supportable and recommended to meet unfulfilled needs in the Cherry Street Retail District trade area? What are their projected sales volumes?
5. What is the recommended retail tenant mix and how is it correlated with parking?
6. Does adequate parking exist for the current land uses in the district, should additional parking be provided and how?

Study Objectives

This study was commissioned by the *NewTown Macon, Inc.* organization. It was born out of their desire to create a framework for a vibrant mixed use shopping and business district and to revitalize their city. This study includes an analysis of the most appropriate supportable businesses and recommended square footages, the best locations for those businesses within a retail shopping district and assesses the parking demands in the downtown. Additional research to produce an inventory of buildings with square footages, sign code guidelines and discussion of other planning issues are also part of this project. All of these components are integral to the successful re-emergence of downtown Macon as a viable retail core and mixed use district.

Community leaders guided the planning team on a walking tour of the downtown to discuss key issues and concerns. This photo shows the group looking north on Poplar Street from Third Street.

Many other southern cities have faced similar situations of decline and successfully revitalized their downtowns into vibrant mixed use districts. Several examples are presented below as well as a demographic comparison of the successfully revitalized cities.

Characteristic	*Macon Tertiary Trade Area*	*Charleston MSA*	*Chattanooga MSA*	*Memphis MSA*	*Savannah MSA*
2000 Population	784,500	556,700	453,900	1,113,100	290,500
1990-2000 Population Growth	9.1%	9.8%	7.0%	10.5%	12.6%
2000 Median Household Income	$32,300	$39,000	$36,600	$41,900	$38,800
2000 Persons Per Household	2.6	2.6	2.5	2.7	2.6
Median Age	34.6 Years	32.6 Years	37.5 Years	33.8 Years	34.2 Years

This table compares these successfully revitalized cities' demographics to Macon's and shows that Macon has demographics favorable for a rebound.

Memphis, Tennessee/Peabody Place

Memphis, Tennessee successfully re-built its downtown by capitalizing on its rich blues music history. Beginning in 1980, with the *State Capital Grant Public Planning Conference*, a community-wide review and recommendation process which yielded four large development processes – Beale Street Renovation, Convention Center Hotel, Mid-South Agricenter and the Orpheum Theater Restoration. In 1991, the city began its "Destination Memphis" campaign as an initiative to grow tourism. In 1993, the Mayor formed the Task Force for Downtown Redevelopment. The task force involved citizens from across the community to facilitate the planning process for the downtown revitalization.

Peabody Place was the catalyst for redevelopment within downtown Memphis and is a city within a city. It has 762 hotel rooms in the nationally famous historic Peabody Hotel, 565,000 sf of Class A office space, 201 apartment units, 420,000 sf of retail space and 3,600 parking spaces. Retail in Peabody Place includes a Chinese Art Museum, restaurants, a grocery store, card shop and others. The center also has an entertainment/retail center, including a 21 screen movie complex and a 500-seat IMAX theatre. Peabody Place is nationally known and a positive example of public-private sector partnerships aiding a city's revitalization.

Savannah, Georgia

The City of Savannah is located on the Savannah River, approximately 180 miles east of Macon, and has a population of 140,000. Savannah is a major ocean port, manufacturing center and tourist destination. Savannah is not a particularly wealthy city, and has several distressed areas as well as finely-restored historical buildings and neighborhoods.

Due to the excellence of the original downtown plan laid out by General James Oglethorpe, Savannah boasts the most extensive historic district in the country. Even outside the historic district, most of which is still intact, the City of Savannah maintains an impressive commitment to civic beautification. This strong sense of civic pride has helped revive the city's downtown.

By 1990, competition from the suburban malls had drained the life from Broughton Street, Savannah's old downtown shopping district. As part of the solution, the city developed the Savannah Renewal and Development Authority (SRDA). The SRDA is a board of 25 citizens, appointed by the City Council, which has had great success in breathing life back into downtown. The SRDA has initiated strategies to stimulate downtown investment by:

- Forming relationships with downtown property owners and merchants
- Developing a centralized inventory of properties
- Working with commercial realtors to market the properties
- Establishing a low-interest loan program to stimulate historically appropriate façade renovation
- Identifying opportunities for retail and service businesses and co-coordinating improved street cleanliness, holiday promotions and parking improvements.

Downtown Savannah's renovation has been successful for several reasons: 1) the formation of a solid equal partnership between citizens, business owners and municipal government, 2) the realization that heritage planning and conservation is not an afterthought, but the foundation of Savannah's attraction as a tourist destination, 3) the aggressive targeting of new business and investment that will have a positive impact, but discouraging those that may have a negative impact locating or remaining downtown, and 4) finally paying attention to details that are minor in themselves, but overall make living and working downtown a pleasant experience (i.e. putting the customer, resident, shopper and pedestrian first and not the traffic that is just passing through).

In 1990, prior to the SRDA and its initiatives, Broughton Street was less than successful, with a vacancy rate of 40%. Formerly boarded up storefronts and theatres, however, are now open for business and the current vacancy rate is less than 20%. Many new businesses have been started and three of the four empty movie theatres have re-opened. Zoning by-laws were eased to create apartments and lofts on vacant upper floors and the old department stores were converted to office space.

Savannah's success is now extending further south from the original heritage district with the creation of a new Victorian-era heritage district which, until recently, had been a slum area. By bringing citizens, businesses and municipal forces together, Savannah has become a striking example of successful urban revitalization.

Charleston, South Carolina

Charleston, one of America's most livable cities, owes much of it's success to six term mayor Joseph P. Riley Jr., who was named 1991 Municipal Leader of the Year by *City and County Magazine*. Under his tenure many historic structures have been transformed into offices, restaurants, stores and homes. The city has utilized an aggressive annexation policy and innovative economic development strategies to fund much of its redevelopment.

Located on the shores of the Atlantic Ocean, Charleston has a 7.6 square mile downtown, bounded on three sides by water. The second largest city in South Carolina, with a 1998 population of 100,122, Charleston grew 15% between 1980 and 1990, (compared to a nationwide average of 9.8%). However, a significant portion of this growth is attributable to the annexation of James Island, West Ashley, Johns Island and the Cainhoy Peninsula.

A major factor in the downtown Charleston redevelopment has been the completion of Charleston Place in 1986. A luxury hotel/retail complex, Charleston Place attracts customers not only to its shops, but to those along King, Meeting and Market Streets. The addition of other hotels in the area have contributed to a booming downtown core.

In 1991, the city opened the Visitor Reception and Transportation Center (VRTC), which represents a significant alliance of historic preservation and tourism management. In 1980, Charleston was visited by 2.1 million tourists, and in 1995, that figure soared to 5 million, infusing the county with $1.5 billion tourist dollars. In keeping with a revitalization spirit, the VRTC is located in an 1856 railroad freight station.

An additional project which helped revitalize downtown Charleston was the construction of the 12 acre Waterfront Park. Completed in 1990, the park includes over eight acres of linear park and waterfront along the Charleston Harbor entry. The park plan combines fountains, spacious lawns, garden "rooms", plenty of walking and jogging paths, picnic tables and wooden swings. In the late 1970's plans for this area initially called for a high-rise and dense residential and commercial development that would have severely damaged Charleston's skyline and removed the last remaining waterfront segment from public access. The city responded by acquiring the land for a park which preserved a view of the harbor for visitors and residents alike.

Chattanooga, Tennessee

Labeled the "worst polluted city in America" in 1969, Chattanooga has pulled itself up by the bootstraps and has become a pioneering sustainable community. The early 1980's found Chattanooga in a downward spiral of local recession, deteriorating schools and housing stock, and rising racial tensions. The Lyndhurst foundation, along with several dozen citizens, formed

Chattanooga Venture, an on-going, cross-class, multi-racial organization that set and achieved community goals. Of the 40 specific city-wide goals set in 1984, most were achieved by 1992.

Downtown Macon's beautiful gardens with shaded walkways and benches offer a unique opportunity to attract tourists and visitors to the downtown shopping district.

As a result, Chattanooga's downtown now buzzes with electric shuttle service carrying about a million passengers a year. The grand old theater and other historic buildings have been renovated. It also boasts the world's largest fresh water aquarium, riverfront walks and model urban parks. These amenities not only generated new stores and restaurants, but also the first U.S. Presidential Award for Sustainable Development, awarded in 1996. Some of the individual projects that were key to Chattanooga's success are outlined below:

Chattanooga Downtown Partnership

Chattanooga Downtown Partnership (CDP) serves as a catalyst to develop and promote the center city. CDP is a division of RiverValley Partners and focuses on downtown as a part of the implementation of the Economic Strategic Plan for Chattanooga.

CDP has helped residents and visitors rediscover downtown through concerts, dining, shopping and festivals which attract over two million people annually to the downtown. CDP brings together downtown organizations, attractions and businesses to develop and promote the center city as a beautiful, clean, safe place to live, work, shop and play. All through the warm weather months, entertainment is scheduled on a daily basis, including noontime music for the business lunch crowd as well as mimes, singers and street performers at Ross's Landing Plaza and nightfall Concerts (free) on Friday evenings. Beautification programs have developed sidewalk planters with seasonal flowers, decorative window displays in store fronts and colorful, informative banners in Chattanooga's downtown. Downtown businesses participate in recycling and safety programs to ensure a clean and safe environment.

CDP understands the importance of bringing in both new business and retaining old businesses. CDP keeps a record of all available commercial space and works to provide cooperative marketing programs targeted at downtown workers, local residents and visitors to increase downtown traffic.

Electric Shuttle/CARTA Parking Garages
The downtown shuttle is a high-frequency system designed to be a downtown circulator. It connects the Tennessee Aquarium, the Chattanooga Choo-Choo and parking decks. Offered as a free service to all, the bus runs every five minutes along the shuttle route. The shuttle began operation in 1992 and in its first two years alone recorded nearly 1.5 million passenger trips.

Miller Park and Plaza
Miller Park and Plaza are two adjacent parks located in the heart of Chattanooga's Central Business District. Miller Plaza is a 26,000 square foot privately-owned, public park built to compliment Miller Park. The Plaza opened in 1988, and was designed to be active space. In addition to the 5,600 square foot enclosed pavilion, a performance stage, seating and landscaping, the Plaza features two floors of retail and commercial space.

Riverfront/Downtown Planning and Design Center
The Riverfront/Downtown Planning and Design Center provides coordination, design guidance and recommendations of standards for both the public and private sectors. The Center's goal is coherent and cooperative planning supplemented by clear and constructive urban design goals for the future. A list of the major projects the Center has completed is summarized below:

- Miller Park District Urban Design Plan
- Implementation of the RiverPark Master Plan
- Streetscape project for downtown Chattanooga
- Redevelopment of the former Kirkman High School
- South Central Business District Concept Plan

What Macon Can Learn From These Other Cities' Success
Macon can insight from these cities' experiences and apply the lessons learned to help contribute to a successful revitalization of downtown Macon. The following lessons apply to Macon: 1) a collaborative public/private partnership is required; 2) an organization is needed to serve as a catalyst for change; 3) an aggressive marketing campaign is crucial; and 4) codes should be amended to encourage development.

SECTION III. MARKET RESEARCH

The Trade Areas

Based on our field evaluation, GPG determined that the current retail in downtown Macon has mostly a neighborhood appeal, attracting customers from within three miles, with some larger community appeal of up to 10 miles. Retailers GPG spoke with in the Cherry Street Retail District believe that the majority of their customers come from within three miles of downtown and that about 20% of their business currently comes from outside of Macon, some from Atlanta and some from out of state. Based on this assessment, trade areas were developed which constitute the areas served by the downtown. Also taken into consideration was the fact that the Colonial Mall of Macon will intercept customers coming from the west and south while customers from the north, beyond Bibb County, will be more likely to travel to Atlanta for the majority of their shopping. The primary and secondary trade areas are outlined on the map on page twelve.

Primary Retail Trade Area

The primary trade area is the area from which the existing retail area attracts the majority of its sales. The retail serving this trade area has a neighborhood appeal attracting customers from short distances based primarily on convenience. This trade area is approximately delineated by the following boundaries:

- I-75/I-16 to the north.
- Southern Railway System to the east.
- U.S. Highway 41/U.S. Highway 129 intersection to the south.
- Wolf Creek/5 minute drive limit to the west.

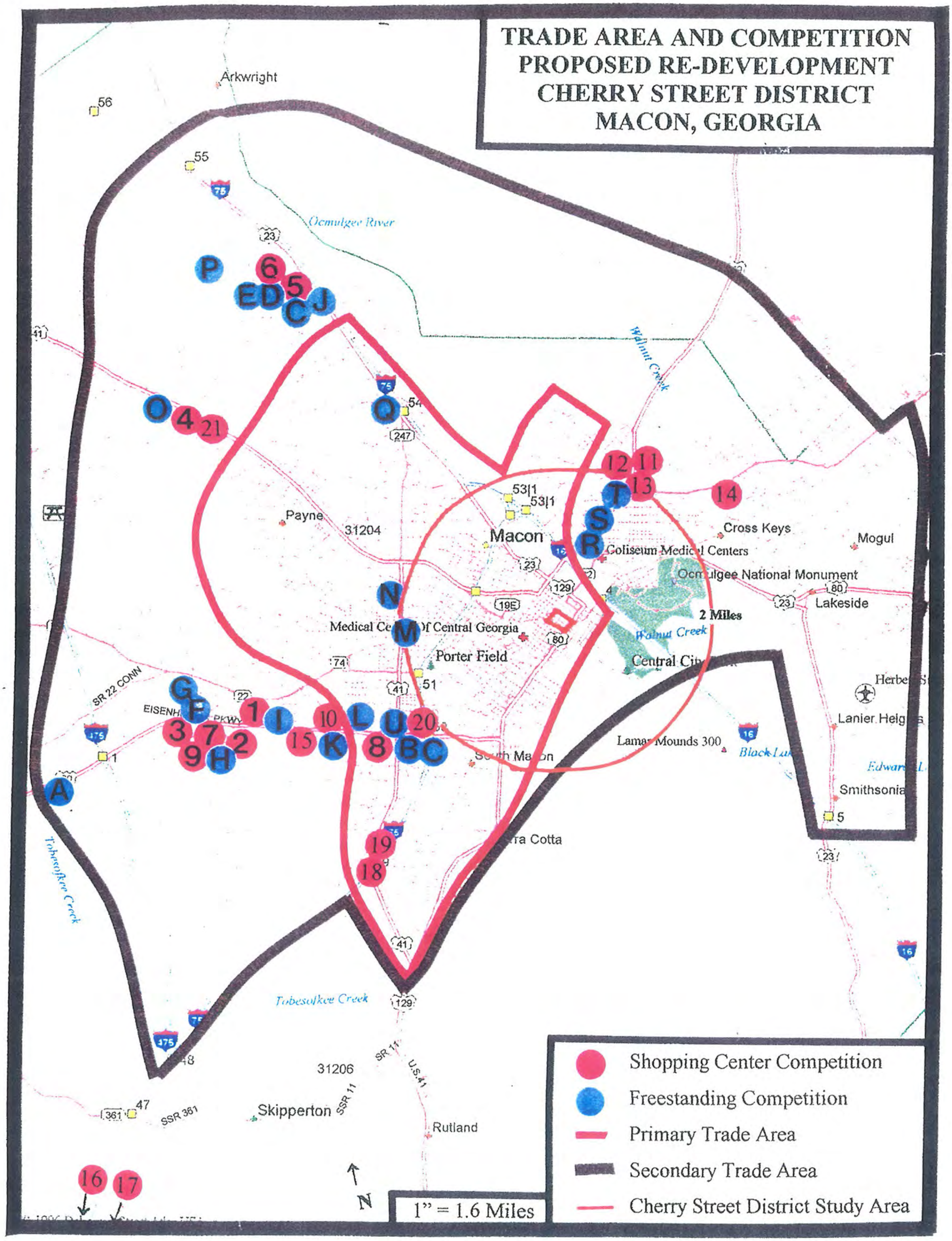
Secondary Retail Trade Area

Residents from the secondary trade area shop downtown Macon on a less frequent basis than residents of the primary trade area, but still use shops in the area for some of their primary shopping needs. The Municipal Auditorium, Courthouse, museums and numerous restaurants help create a draw for the secondary trade area consumers by being unique destinations for consumers/residents. This trade area is approximately delineated by the following boundaries:

- 1.5 miles north of the Bibb County northern boundary.
- Macon City Limit to the east.
- U.S. Highway 41/U.S. Highway 129 interchange to the south.
- I-475/Macon City Limit to the west.

Tertiary Trade Area

When downtown Macon reaches a critical mass of activity, the tertiary trade area will be applicable. The tertiary trade is the larger region from which downtown Macon will attract visitors and shoppers for more of the regional

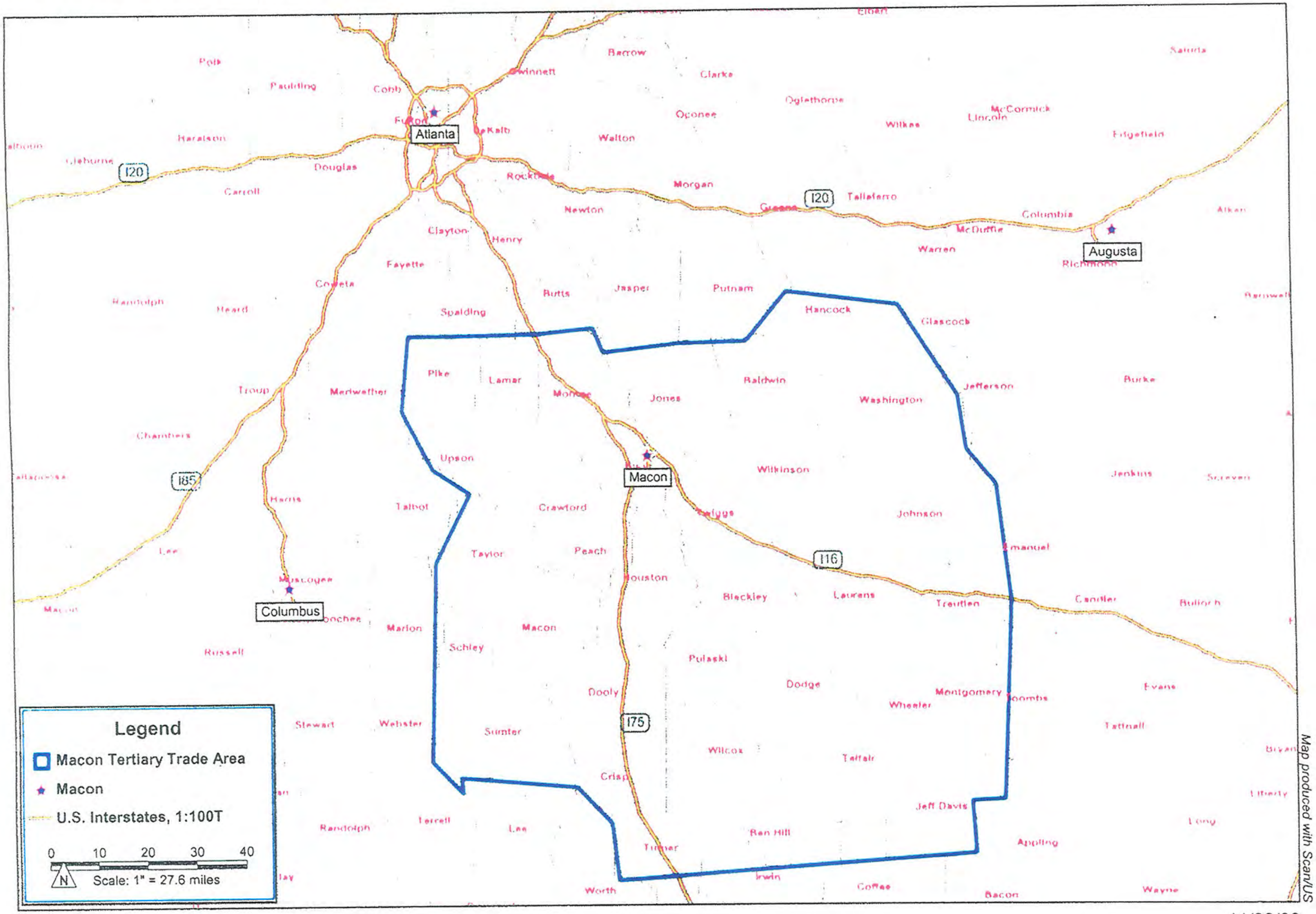


TRADE AREA AND COMPETITION
PROPOSED RE-DEVELOPMENT
CHERRY STREET DISTRICT
MACON, GEORGIA
Arkwright
Ocmulgee River
Walnut Creek
Payne
31204
Macon
Coliseum Medical Centers
Ocmulgee National Monument
Cross Keys
Mogul
Lakeside
2 Miles
Medical Center Of Central Georgia
Porter Field
Central City
Lamar Mounds 300
Lanier Heights
Smithsonia
Terra Cotta
Tobesofkee Creek
31206
Skipperton
Rutland
Shopping Center Competition
Freestanding Competition
Primary Trade Area
Secondary Trade Area
Cherry Street District Study Area
1" = 1.6 Miles
N

EXHIBIT 18

Macon Tertiary Trade Area

Gibbs Planning Group



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uses downtown and extends across much of middle Georgia. The boundaries are outlined the tertiary trade area map on page thirteen.

Primary Trade Area Demographics

The primary trade area, as defined, currently has an estimated population of 69,800 persons. This population is expected to remain relatively stable over the next 5 years, increasing only 0.8% by 2005. The primary trade area currently has 28,800 households, with an estimated 3.5% increase by 2005 to 29,500 households. Residents of the primary trade area are predominantly married couples (39.5%), with a median household income level of $26,900 and a per capita income of $18,100. The median age of the primary trade area is 34.5 years and 19.1% of residents over age 25 have a college education (Associates Degree or higher). Of residents age 16 or older, 8.8% are unemployed.

Further, based upon Claritas, Inc. PRIZM demographic characteristics, the current lifestyles most directly associated with the primary trade area are: 2nd City Blues (63%), 2nd City Center (22.7%) and 2nd City Society (12.9%). PRIZM demographics are lifestyle "clusters" based on the assumption that people with similar ages, income levels, lifestyle and spending habits will live close to each other. Based on PRIZM clusters, the type and amount of merchandise purchased can be estimated. PRIZM clusters can depict a group's likes/dislikes, from where they shop to what television shows they are likely to watch. For example, Second City Blues includes the sub-categories of Smalltown Downtown, Hometown Retired, Family Scramble and Southside City. In these categories, income levels range from $15,500 to $21,500, with a significant level of multi-unit rental housing. They generally spend less than $60 a week on groceries, and attend church regularly. According to PRIZM, Second City Blues' are likely to buy Kentucky Fried Chicken, baby food and canned chili, read *Soap Opera Digest, Ebony and Playboy,* watch talk shows such as Jerry Springer and Jenny Jones and drive Hyundai and Suzukis automobiles. For a detailed depiction of each PRIZM category's composition, please refer to the appendix.

Secondary Trade Area Demographics

The secondary trade area has an estimated population of 63,400 persons. This figure is projected to increase 1.7% by 2005 to 64,500. The secondary trade area's household base is estimated at 23,800 and is projected to increase to 24,600 (3.2%) by 2005. The secondary trade area includes the Colonial Mall of Macon area. Residents of the secondary trade area will primarily shop the Colonial Mall, but will still shop downtown for some of their needs, particularly if there is significant retail and entertainment to entice them.

The secondary trade area residents are predominantly married (57.4%) with a median age of 34.9 years. Median household income is $45,100 and per capita income is $22,300. Of residents over the age of 25, 21.5.% have a college degree and of those over age 16, 5.9% are unemployed.

The PRIZM Clusters most closely associated with the secondary trade area are Landed Gentry (26.9%), Exurban Blues (22.4%), 2nd City Center (15.1%), and Working Towns (9.7%). Other PRIZM clusters present are Rustic Living (7.4%), Country Families (2.8%) and 2nd City Society (3.1%)
The table on page 16 compares the demographic characteristics found in the two trade areas with the Savannah and Columbus, GA Metropolitan Statistical Areas and the State of Georgia.

The City of Macon has a number of beautiful civic buildings, such as the City Hall and the Federal Courthouse which also are major employment centers that draw other business people to the downtown on a regular basis.

Characteristic	*Primary Trade Area*	*Secondary Trade Area*	*Total Trade Area*	*State of Georgia*	*Savannah, GA MSA*	*Columbus, GA MSA*
Median Household Income	$26,900	$45,100	$33,100	$42,800	$38,800	$36,100
Percent Households $50,000+	27%	45.1%	33.6%	42.9%	37.6%	35.3%
Persons Per Household	2.3	2.7	2.5	2.6	2.6	2.6
Population (1999)	69,800	63,400	133,200			
Median Age	34.5 Years	34.9 Years	34.5 Years	34.9 Years	34.2 Years	32.9 Years
Percent College Educated	19.1%	21.5%	20.6%	24.3%	22.0%	20.3%
Percent Unemployed	8.8%	5.9%	7.7%	5.6%	6.4%	6.9%

As indicated in the above table, Macon's primary trade area fell well below the average of both Savannah and Columbus in terms of income and has a significantly higher unemployment rate. The secondary trade area for Macon has stronger incomes and lower unemployment rates than the primary trade area, and is more comparable to the Savannah and Columbus MSAs. All areas are similar in regards to median age and persons per household, and level of college education. Please refer to the demographic tables on page 18 for selected demographic characteristics.

Total Trade Area Demographics

The total trade area, which is the combination of the primary and secondary trade areas, has an estimated 2000 population base of 133,200, which is projected to grow to 134,900 (1.2%) by the year 2005. Households are currently estimated at 52,600, which are projected to increase to 54,100 by 2005. As a whole, the trade area has a median household income of $33,100 and a per capita income of $20,100. Just under half (44.3%) of adults over age 15 are married and of those adults over age 16, 7.7% are unemployed.

Of those total trade area residents over age 25, 20.6% have a college degree. In comparison to the State of Georgia, the trade area has significantly lower median household income ($33,100 for Macon, compared to $42,800 for the state) and education levels (20.6% of Macon residents are college educated compared to 24.3% for the state).

The predominant PRIZM demographic clusters which identify the total trade area are: 2nd City Blues (43.9%), 2nd City Center (23.7%), 2nd City Society (10.7%), Landed Gentry (8.6%) and Exurban Blues (7.3%). A small proportion of the total trade area also fall into the Working Towns (5.4%) and Country Families (0.4%).

Unemployment rates for Macon (7.7%) are much higher than the state (5.6%). Compared to other small Georgia cities, such as Columbus and Savannah, Macon is comparable in these categories, but still somewhat weaker.

Macon's alleys offer many opportunities for incubator office and retail space. The alleys are an epicenter for up and coming business that will then move into other areas as they grow.

Demographic Comparison Report (Page 1 of 4)
Newtown Macon Primary Trade Area Summary

Population:	2005 Total.........	70353	
	2000 Total.........	69792	
	1990 Total.........	67250	
	1980 Total.........	73876	
	% Change 90-00.....	3.8	
	% Change 80-90.....	-9.0	
Households:	2005 Total.........	29543	
	2000 Total.........	28820	
	1990 Total.........	26670	
	1980 Total.........	27451	
	% Change 90-00.....	8.1	
	% Change 80-90.....	-2.8	
Av. HH Size:	2005...............	2.28	
	2000...............	2.32	
	1990...............	2.41	
2000 Group Quarters Population..		2882	
Families:	2005 Total.........	17498	
	2000 Total.........	17363	
	1990 Total.........	16649	
	% Change 90-00.....	4.3	
Housing Units:	2005 Total.........	33116	
	2000 Total.........	32298	
	1990 Total.........	29766	
2000 Population by Race/Hispanic		69790	%
White (not Hispanic)..........		27382	39.2
Black (not Hispanic)..........		41170	59.0
Asian (not Hispanic)..........		420	0.6
All Other (not Hispanic)......		103	0.1
Hispanic Origin..............		715	1.0
2000 Pop. by Age:		69792	%
Under 5 Years................		5216	7.5
5 to 9 Years................		5107	7.3
10 to 14 Years................		5128	7.3
15 to 19 Years................		5192	7.4
20 to 24 Years................		4890	7.0
25 to 29 Years................		4785	6.9
30 to 34 Years................		5027	7.2
35 to 39 Years................		5186	7.4
40 to 44 Years................		5023	7.2
45 to 54 Years................		8083	11.6
55 to 64 Years................		5490	7.9
65 to 74 Years................		5215	7.5
75 to 84 Years................		3962	5.7
85 Years and Over............		1479	2.1
Median Age (in Years).........		34.5	

EXHIBIT 21

Demographic Comparison Report (Page 2 of 4)
Newtown Macon Primary Trade Area Summary

2000 Households by Age:	28819	%
15 to 24 Years................	1921	6.7
25 to 34 Years................	5042	17.5
35 to 44 Years................	5852	20.3
45 to 54 Years................	5059	17.6
55 to 64 Years................	3483	12.1
65 to 74 Years................	3647	12.7
75 Years and Over............	3815	13.2
Per Capita Inc.: 2000...........	$18076	
1989 (Census)..	$11307	
% Change 89-00.	59.9	
Avg. Hhld Inc.: 2000...........	$42961	
1989 (Census)..	$28081	
% Change 89-00.	53.0	
Med. Hhld Inc.: 2000...........	$26859	
1989 (Census)..	$18970	
% Change 89-00.	41.6	
Med. Fam. Hhld Inc.:		
2000...........	$34580	
1989 (Census)..	$24788	
% Change 89-00.	39.5	
2000 Average Household Wealth...	$121886	
2000 Median Household Wealth....	$24990	
2000 Households by Hhld Income:.	28811	%
Under $ 10,000........	5798	20.1
$ 10,000 to $ 19,999........	5830	20.2
$ 20,000 to $ 24,999........	1918	6.7
$ 25,000 to $ 29,999........	1908	6.6
$ 30,000 to $ 34,999........	1791	6.2
$ 35,000 to $ 49,999........	3937	13.7
$ 50,000 to $ 74,999........	3803	13.2
$ 75,000 to $ 99,999........	1818	6.3
$100,000 to $149,999........	1261	4.4
$150,000 and Over...........	747	2.6
2000 Fam. Hhlds by Fam. Hhld Inc:	17363	%
Under $ 10,000........	2493	14.4
$ 10,000 to $ 19,999........	2885	16.6
$ 20,000 to $ 24,999........	1172	6.7
$ 25,000 to $ 29,999........	1129	6.5
$ 30,000 to $ 34,999........	1076	6.2
$ 35,000 to $ 49,999........	2495	14.4
$ 50,000 to $ 74,999........	2894	16.7
$ 75,000 to $ 99,999........	1463	8.4
$100,000 to $149,999........	1105	6.4
$150,000 and Over...........	643	3.7

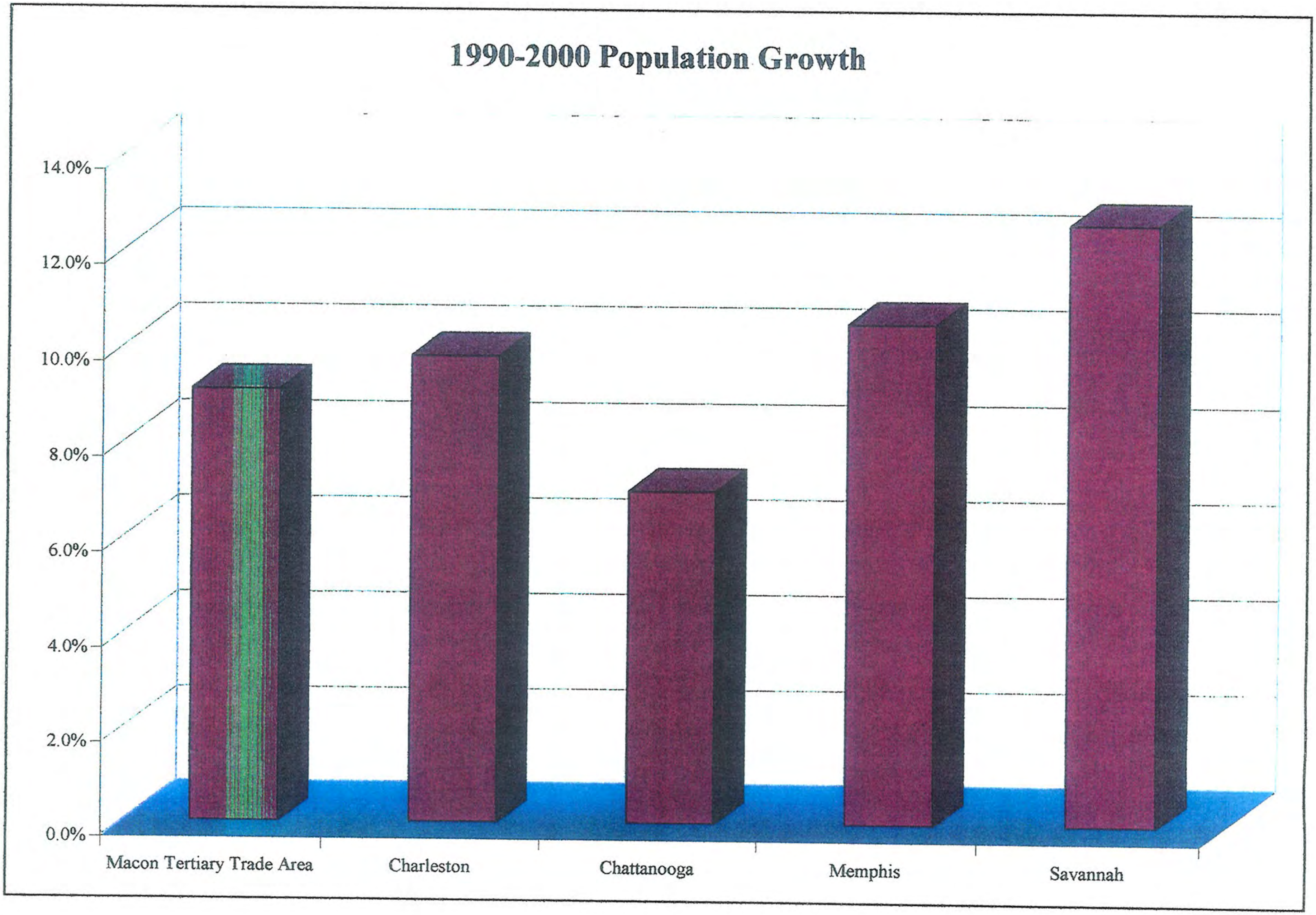
NOTE: When median household wealth is < $25,000 it will be listed as $24,999.

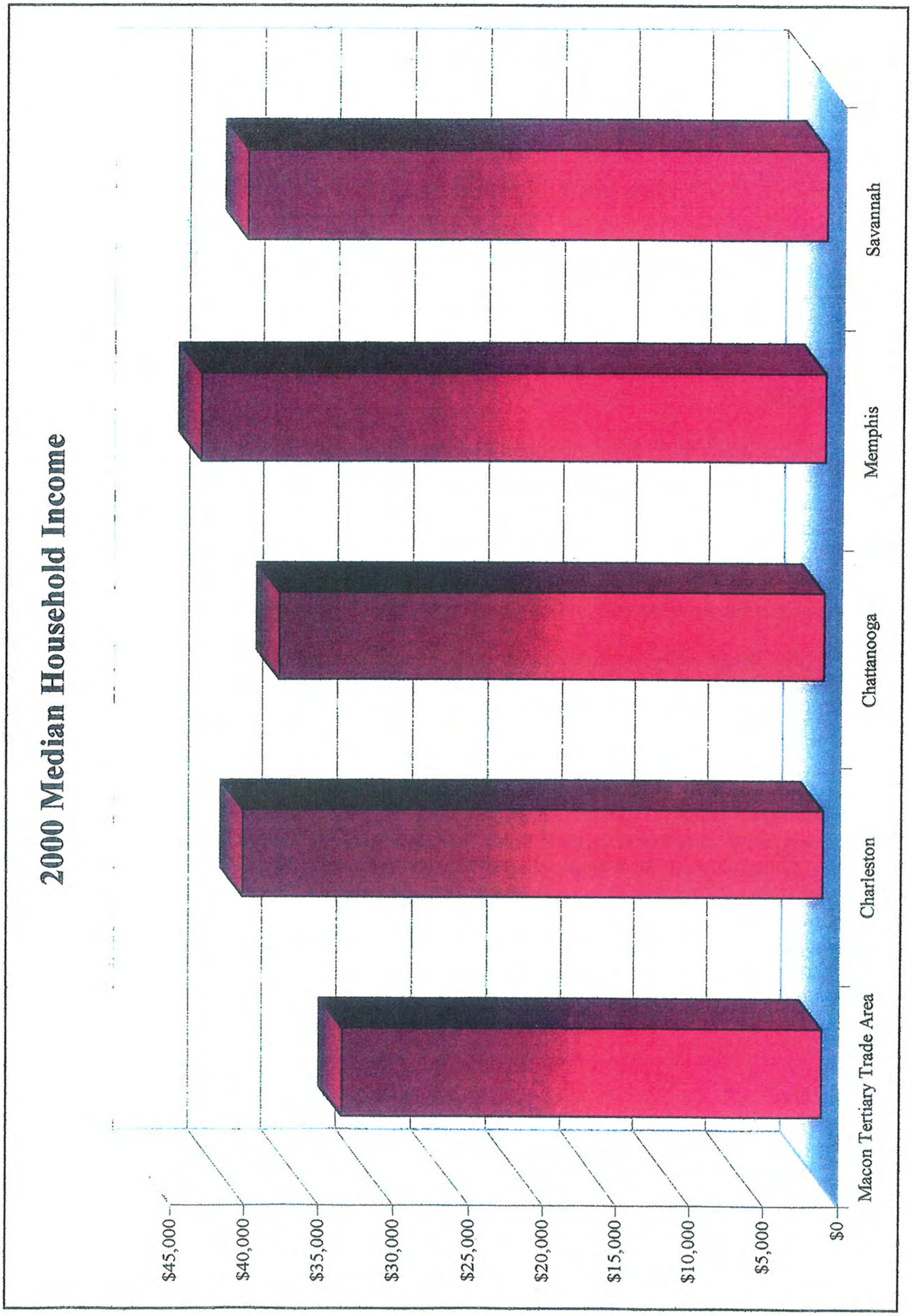
Demographic Comparison Report (Page 3 of 4)
Newtown Macon Primary Trade Area Summary

2000 Households by Hhld Wealth:.	28820	%
Less than $ 25,000..........	14414	50.0
$ 25,000 to $ 49,999..........	2326	8.1
$ 50,000 to $ 99,999..........	3675	12.8
$100,000 to $249,999..........	4702	16.3
$250,000 to $499,999..........	2513	8.7
$500,000 and over.............	1192	4.1
1990 Households by Hhld Type:...	26516	%
Male no Wife no Child.........	534	2.0
Female no Husband no Child...	2628	9.9
Married Couple Family.........	9726	36.7
Other Family HH Own Child.....	3791	14.3
Non-Family....................	9831	37.1
1990 Marital status:		
For Population 15+ Years:.....	52949	%
Never Married...............	16747	31.6
Now Married (Exc. Separated)	20909	39.5
Divorced or Separated.......	8470	16.0
Widowed.....................	6823	12.9
1990 Educational Attainment for		
Population 25+ Years:..........	42265	%
Less than 9th Grade...........	7165	17.0
9th to 12th Grde, No Diploma..	8893	21.0
High School Graduate..........	12128	28.7
Some College, No Degree.......	6037	14.3
Associate Degree..............	1300	3.1
Bachelor's Degree.............	4298	10.2
Graduate or Prof. Degree......	2444	5.8
1990 Pop. Age 16+, In Lbr Force:	29546	%
Civilian Employed Males.......	13312	45.1
Civilian Employed Females.....	13491	45.7
Persons in Armed Forces.......	130	0.4
Persons Unemployed............	2613	8.8
2000 Specified Owner-Occ Housing		
Units by Value:	11750	%
Under $ 20,000...............	486	4.1
$20,000 to $39,999..........	1702	14.5
$40,000 to $49,999..........	1460	12.4
$50,000 to $74,999..........	3075	26.2
$75,000 to $99,999..........	1932	16.4
$100,000 to $149,999..........	1886	16.1
$150,000 to $199,999..........	579	4.9
$200,000 to $299,999..........	374	3.2
$300,000 to $499,999..........	200	1.7
$500,000 and Over.............	56	0.5
Median Housing Value.........	67064.9	

Newtown Macon Primary Trade Area Summary

1990 Specified Renter-Occupied Units by Gross Rent:............	14181	%
With Cash Rent................	13759	97.0
Less than $100..............	366	2.6
$100 to $149................	1270	9.0
$150 to $199................	1172	8.3
$200 to $249................	1807	12.7
$250 to $299................	1518	10.7
$300 to $399................	3582	25.3
$400 to $499................	2427	17.1
$500 to $599................	1094	7.7
$600 to $749................	388	2.7
$750 to $999................	107	0.8
$1,000 or More..............	28	0.2
No Cash Rent..................	422	3.0
1990 Housing Units by Number of Units in Structure:...	29774	%
Single Detached Unit..........	17489	58.7
Single Attached Unit..........	802	2.7
Structures with 2 Units.......	3823	12.8
Structures w/ 3-4 Units.......	2269	7.6
Structures w/ 5-9 Units.......	2388	8.0
Structures w/ 10-19 Units.....	1044	3.5
Structures w/ 20+ Units.......	1410	4.7
Mobile Homes or Trailers......	161	0.5
Other Structures..............	388	1.3
1990 Housing Units by Year Blt:.	29771	%
Built 1989 to March 1990......	143	0.5
Built 1985 to 1988............	979	3.3
Built 1980 to 1984............	1503	5.0
Built 1970 to 1979............	4030	13.5
Built 1960 to 1969............	5565	18.7
Built 1959 or Earlier.........	17551	59.0
1990 Households by Vehicles:	26694	%
0 Vehicles....................	5783	21.7
1 Vehicle Available..........	10108	37.9
2 Vehicles Available.........	7445	27.9
3 Vehicles Available.........	2491	9.3
4 Vehicles Available.........	587	2.2
5+ Vehicles Available.........	280	1.0
1990 HUs by Year Moved In:......	26696	%
Moved in 1989 to March 1990...	6120	22.9
Moved in 1985 to 1988.........	7319	27.4
Moved in 1980 to 1984.........	2967	11.1
Moved in 1970 to 1979.........	4392	16.5
Moved in 1969 or Earlier......	5898	22.1


1990-2000 Population Growth
14.0%
12.0%
10.0%
8.0%
6.0%
4.0%
2.0%
0.0%
Macon Tertiary Trade Area
Charleston
Chattanooga
Memphis
Savannah


2000 Median Household Income
$45,000
$40,000
$35,000
$30,000
$25,000
$20,000
$15,000
$10,000
$5,000
$0
Macon Tertiary Trade Area
Charleston
Chattanooga
Memphis
Savannah

SECTION IV. RETAIL VOID ANALYSIS AND TENANT MIX

The retail market study portion of this report analyzed the retail potential of Macon's Cherry Street Retail District in order to develop a workable and optimal strategy for revitalizing downtown Macon. The Cherry Street Retail District is defined as the area bounded roughly by Mulberry Street to the north, Third Street to the east, Poplar Street to the south and First Street to the west.

Methodology

To address the defined issues, a detailed field evaluation of the Cherry Street Retail District, as well as all major existing and planned shopping centers and major development in and surrounding the defined trade area, was conducted during the week of June 26, 2000. During this field evaluation, the GPG team visited and appraised the major existing and planned retail concentrations in the area.

The area was visited throughout both the daytime and the evening to gain a qualitative understanding of the retail gravitational, parking, and traffic patterns throughout the study area. GPG then defined trade areas for the Cherry Street Retail District area based upon this field evaluation. Population and demographic characteristics of trade area residents were collected by census tract from national sources and updated based on information gathered from various local sources, including retailers and developers.

Finally, based on the population and demographic characteristics of the trade area, the existing and planned retail competition, the traffic circulation, and retail gravitational patterns, GPG developed our qualitative assessment of the voids and appropriate tenants for the Cherry Street Retail District.

Access and Parking as May Relate to Retail

Downtown Macon is easily accessible via I-75 and I-16. Interstate 75 allows access south of the Ocmulgee River, with interchanges at both Riverside Drive and Forsyth Street, both of which allows for short drive-times to downtown. Interstate 16 runs along the north side of the Ocmulgee River, and has interchanges at both 2nd Street and U.S. Highway 129, which cross the river and provide direct access to downtown Macon. Parking is provided via on-street parallel and head-in parking, as well as deck parking. See Section V of this report for the full parking analysis.

Revitalization of the Cherry Street Retail District will require existing businesses to renovate their existing facilities to create a more attractive retail district. This revitalization may also require some businesses to be relocated.

Other Shopping Areas

The primary competitive shopping districts for the study area are the Colonial Mall and the emerging retail area around the North Park Shopping Center. Please see the location of the competitive shopping areas on the map on page 22. The Colonial Mall of Macon is a 1.4 million square foot regional shopping center, anchored by Belk Matthews, JC Penney, Dillards, Sears, Rich's, and Parisian and is located approximately four miles southwest of the Cherry Street Retail District. The mall is billed as the largest shopping center in the state of Georgia. As such, the center attracts not only Macon residents, but visitors from around the state. The strength of the mall has resulted in several other retail developments nearby, including other centers and free-standing units. These other centers (listed in detail in the appendix) include:

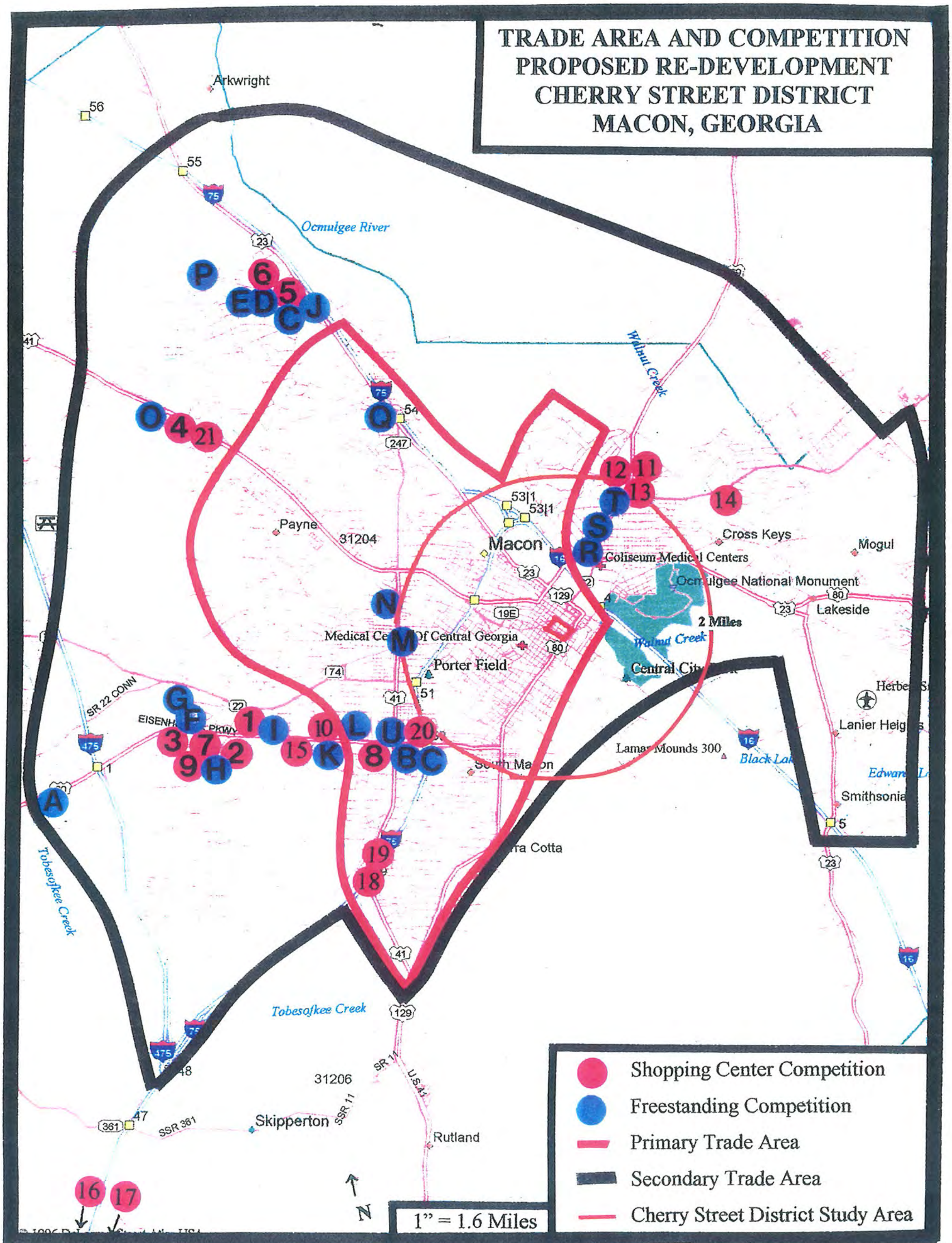
- Parkway Village: 168,400 sf, anchored by Circuit City, Kroger, and Toys "R" Us
- Westgate Shopping Center: 479,600 sf, anchored by OfficeMax, Wal-Mart, PETsMART, Home Depot, Burlington Coat Factory and Media Play
- Bloomfield Village: 82,900 sf anchored by Jo-Ann Fabrics and CVS Drugs. Books-A-Million moved to Oglesby Square.
- Freestanding units include Lowe's, Kmart, Sam's Club, Carolina Pottery and Regal Cinema 8.

The other regional dominant retail node is located on the northwest side of Macon, near the interchange of I-75 and Arkwright Road. Retail development here includes the North Park Center, a 195,000 sf center anchored by Kmart and Kroger and with an adjacent 14 screen movie theatre (half stadium seating). Next to the North Park center is Carriage Hill, anchored by Publix. Freestanding competition on the north side includes a Barnes & Noble Booksellers, Mansours Department Store and a Gateway Country store. This northern area of Macon also houses the majority of hotels in the Macon area and offers a variety of restaurants and other opportunities to both Macon residents and tourists traveling along I-75.

The "Colonial Mall of Macon" and surrounding retail centers are the dominant retail node for the Macon region. This major regional shopping area attracts customers from across Georgia.

A third, albeit less significant, shopping area called Walnut Creek is found on the north side of the Ocmulgee River, at U.S. Highway 129 and Shurling Road. The newly developed Walnut Creek shopping center includes a new Wal-Mart which relocated from an older center across the street to a larger, more modern Super Center. Adjacent to the Wal-Mart, a small strip center is under construction, which will house smaller tenants such as women's apparel and jewelry. Many retailers are also following Wal-Mart's lead and moving from the tired center across the street into the Walnut Creek shopping center. This shopping area is less significant to trade area residents because it is physically and psychologically separated from the downtown and immediately adjacent areas by the Ocmulgee River, as well as being relocations of existing retailers, as opposed to totally new retail entries into the market. It does, however, contribute to the delineation of the Cherry Street Retail District Trade Area.

Also located at this intersection are Market Square (a 138,000 sf center anchored by FoodMax and Video Update) and Northeast Plaza (a 145,380 sf center anchored by Rose's, Blockbuster and Eckerd's). Market Square is suffering, as a significant portion of its tenants will be moving to the Walnut Creek center upon its completion. The relocation of the majority of this



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Macon's former department stores could be used for new anchors.

center's tenants will make it difficult for the remaining tenants to remain in business and will further increase the level of retail vacancies in the Macon area. However, due to the fact that this center is a neighborhood location, separated from the downtown by the Ocmulgee River, whether or not it survives will have a nominal impact on the Cherry Street Retail District.

Existing Downtown Anchors
The southeastern end of the downtown area is anchored by the museums and the Terminal Station. The northern boundary is anchored by the Courthouse on Mulberry Street and the northwestern boundary houses the Municipal Auditorium and City Hall. While the periphery of the downtown study area is comprised primarily of civic and office uses, most of the retail is located on Cherry Street between Martin Luther King Jr. Boulevard and Cotton Avenue. The downtown anchors contribute to several existing "districts" that have evolved over time. The existing districts are outlined in Exhibit Eight on page 24. In addition, Exhibits Three and Two on pages 25 and 26 outline the existing ground floor uses and ground floor vacancies.

Downtown Retail
The existing retail within the downtown core, around the Cherry Street Retail District, caters highly to office workers who shop downtown during the daytime. Downtown Macon retail is currently dominated by restaurants (63,100 sf), personal services (51,700 sf - with a high level of beauty supply shops), financial services (531,200 sf including the Sun Trust Bank, Wachovia and Bank of America) and other services (such as a driving school, an art studio which offers classes). Noticeably lacking in the downtown retail mix

Retail & Parking Analysis & Planning Studies

for

Cherry Street Retail District

Macon, Georgia

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16 November 2000

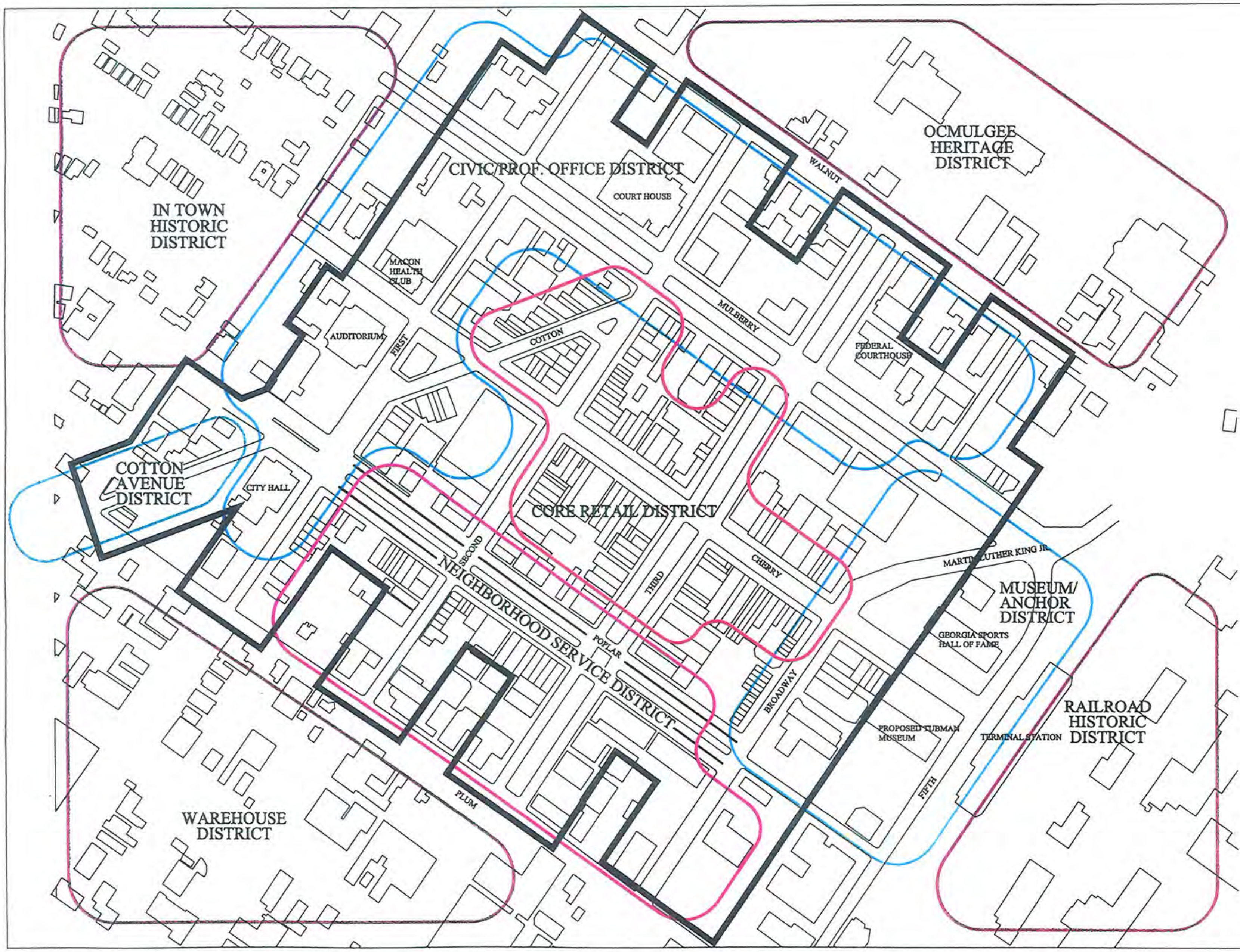

EXHIBIT 8: EXISTING DISTRICTS

RETAIL & PARKING
ANALYSIS & PLANNING
STUDIES
for
CHERRY STREET
RETAIL DISTRICT
Macon, Georgia
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CORE RETAIL
NEIGHBORHOOD SERVICE
RESTAURANT/BAR/GROCERY
OFFICE
INSTITUTIONAL
RESIDENTIAL
PARKING GARAGE
VACANT
OTHER
EXHIBIT 3:
EXISTING
GROUND FLOOR
USES
WALNUT
MULBERRY
CHERRY
POPLAR
COTTON
FIRST
SECOND
THIRD
BROADWAY
FIFTH
PLUM
MARTIN LUTHER KING JR.
COURTHOUSE
AUDITORIUM
CITY HALL
GEORGIA SPORTS
HALL OF FAME
PROPOSED TUBMAN
MUSEUM
TERMINAL STATION

Retail & Parking Analysis & Planning Studies

for

Cherry Street Retail District

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KEY:

FIRST FLOOR VACANCIES

EXHIBIT 2: FIRST FLOOR EXISTING VACANCIES

are apparel and accessories (43,000 sf – 13,600 sf of which is a Goodwill store and 8,200 sf of specialty apparel, including bridal, leaving only 21,200 sf of general apparel), groceries (6,300 sf of bakery, local fruit and canned goods), general books (7,700 sf of bookstores exist, but are mostly religious-oriented), sporting goods (none) and card/gifts (6,700 sf), as well as specialty foods, and home furnishings and home décor. Please see Exhibit Three and Exhibit Two on pages 24 and 25 for a graphic outlining the ground floor uses and vacant first floor space.

Recommended Redevelopment Scenarios

There are two potential retail development scenarios supportable in downtown Macon. Both scenarios are based on creating retail "districts" within the downtown area and then linking them to the retail area and enticing customers to shop throughout downtown Macon. Both scenarios incorporate the development of 12 separate, but interactive, districts within the downtown Macon area. (Please refer to Exhibit Ten on page 28 for a graphic depiction of the proposed districts.) The districts are as follows:

- ***Office District:*** Located along Mulberry Street, this district should retain its current office and civic uses. Additional tenants should predominantly include office space. A hotel should be constructed in this district as an amenity to existing offices and to attract additional office tenants.
- ***Office Service District:*** This district is located on the south side of Mulberry Street, between Third Street and Martin Luther King, Jr. Boulevard. This area should be constituted primarily of service retail catering to the offices along Mulberry Street. Tenants should include travel agents, investment agents, insurance companies and other similar service providers.
- ***Office Retail District:*** Located along Cotton Avenue, between Mulberry Street and Cherry Street, this district should provide retail convenient to both the Office District and the Church/Cultural and Government districts. Retail tenants in the Office Retail District should include card/gift shops, laundry/dry cleaning, optical, and shoe repair.
- ***Church/Cultural District:*** Located along First Street, this area should be maintained as a Church/Cultural area.
- ***Government District:*** Located in the vicinity of the Cotton Avenue, First Street and Poplar Street intersections, the Government District houses the City Hall. This area should maintain it's function, but the area along Cotton Avenue between Poplar Street and the Medical Center should be revitalized to serve the surrounding government and medical workers.
- ***Office/Restaurant District:*** Located in the area bounded approximately by Cotton Avenue, Second Street and Cherry Street, the Office/Restaurant District should house the eating establishments designed to cater to the Office, Church/Cultural and Government Districts, as well as serving as a district which will draw residents and visitors through the Core Retail. District and into this portion of downtown.

RETAIL & PARKING
ANALYSIS & PLANNING
STUDIES
for

CHERRY STREET RETAIL DISTRICT

Macon, Georgia

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16 November 2000

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KEY:
- CORE RETAIL DISTRICT
- NEIGHBORHOOD SERVICE DISTRICT
- RESTAURANT/ENTERTAINMENT DISTRICT
- OFFICE DISTRICT
- OFFICE SERVICE DISTRICT
- CHURCH CULTURAL DISTRICT
- UNIVERSITY DISTRICT
- RESIDENTIAL INFILL DISTRICT
- INSTITUTIONAL DISTRICT

EXHIBIT 10: PROPOSED DISTRICTS PLAN

- ***Core Retail District:*** Located in the heart of downtown Macon, the Core Retail District is focused along Cherry Street, between Martin Luther King Jr. Boulevard (MLK Boulevard) and Second Street. The Core Retail area will be anchored by the department store, junior department stores and other retail establishments, including pet supplies, appliances/electronics, and various apparel stores. The supportability of the Core Retail District will be enhanced by the fact that it is bordered by the Blues & Jazz Entertainment District on the east and the Office/Restaurant District to the west. The effect will be to draw people through the Cherry Street corridor.
- ***Blues & Jazz Entertainment District:*** This district is centered around the MLK Boulevard and Cherry Street intersection. This district will play a vital role in resurrecting Macon's image as an entertainment center of the south. The focus of this area should be on night clubs, bars and restaurants which promote Macon's rich music heritage. The Blues & Jazz Entertainment District will help pull people utilizing the train service into downtown, as they realize there is more to downtown Macon than the museums. The Blues & Jazz District will also help bring people shopping/working/living in the other districts through Cotton Street, thereby aiding sales potential for the Core Retail District.
- ***Museum District:*** The Museum District is located around the Terminal Station, at the east end of Cherry Street. This area serves as a drawing point for visitors and area residents as it provides attractions to get people downtown. Visitors arriving in Macon via the rail service will be greeted by several museums, providing an instant sense of rich culture in Macon.
- ***University District:*** The University District is found in the vicinity of MLK Boulevard and Poplar Street. This area currently houses a thriving medical office and the University is locating some of its classrooms there. This area should continue to be promoted and developed as a university-oriented area, with student/professor housing, more classroom space and some university related retail, such as book stores, music stores, and toy and hobby shops. The existing Karsten-Denson hardware store should be encouraged to expand their inventory to include sporting goods, which will cater to the student population. The music and musical instrument store should be located to be easily accessible to patrons visiting the nearby Blues & Jazz Entertainment District as well as the University District. Further, a hotel should be developed within a reasonable walking distance of the University District.
- ***Neighborhood Retail District:*** This district is located along Poplar Avenue between MLK Boulevard and Second Street. This District currently has a strong neighborhood flavor and should retain this appeal. Tenants in the Neighborhood Retail District should include an auto supply store, grocery store, liquor store, meat/fish market, bakery and video store. Additional space should be developed as residential.
- ***Residential In-Fill District:*** This area is located at the southern extremity of the study area, in the vicinity of the Neighborhood Retail and University

Districts. This area should be focused on for significant residential development, including apartments, condominiums or townhomes, and single-family units.

The Georgia Sports Hall of Fame and the other museums are part of the museum district and are significant anchors to the downtown as they attract visitors from the Macon area and beyond.

Retail Findings and Tenant Mix Recommendations

GPG finds that there is potential for between 347,300 and 410,800 square feet of retail development in downtown Macon. There are two potential scenarios for development of the downtown, both aimed at creating retail districts with complimentary in-fill stores designed to create a shopping loop within the downtown core. Both scenarios revolve around the creation of 12 distinct, but interactive, districts within the study area anchored by a 50,000 sf. department store in the core retail district. The primary difference between the two scenarios is the addition of a movie theatre in Scenario II. The location of specific retail uses is depicted in Exhibit 11 on page 32. A graphic outlining the connections between each district is in Exhibit 16 on page 33.

In addition, we recommend that hotels be developed to encourage visitors to stay downtown and to increase the disposable income of the area. This in turn will attract retailers to the area. The size and number of rooms available at the hotel should be investigated further.

Martin Luther King Jr. Boulevard presently funnels traffic around the downtown. Improved signage and additional infill commercial along the Boulevard will allow passersby to have a better connection to the downtown. High speed traffic should be "calmed" to increase pedestrian safety.

All districts, but particularly the Neighborhood Retail District, will be highly dependent upon the creation of residential units downtown in order to have enough households within a three mile area (12,000 households are ideal for a grocery store).

A detailed listing of the square footage of new retail and estimated sales potential begins on page 38. It is important to note that while the recommendation may be a specific amount of square footage, it may not all be in one location. For example, GPG recommends 6,000 sf of fast food/lunch places, but the square footage is broken up into several locations to serve various districts around the city, including the Government District and the Office District.

In addition, GPG finds that Macon is over-retailed (at risk) in the furniture category and therefore, this category can be reduced or relocated to second floor uses to accommodate the recommended changes. In order to fit in to recommended locations, some categories may need to be developed as two-story units. This will work for categories such as the department and junior departments stores, music store, sporting goods, etc. but will be less feasible for other categories such as the grocery store and the computer store.

RETAIL & PARKING ANALYSIS & PLANNING STUDIES

for

CHERRY STREET RETAIL DISTRICT

Macon, Georgia

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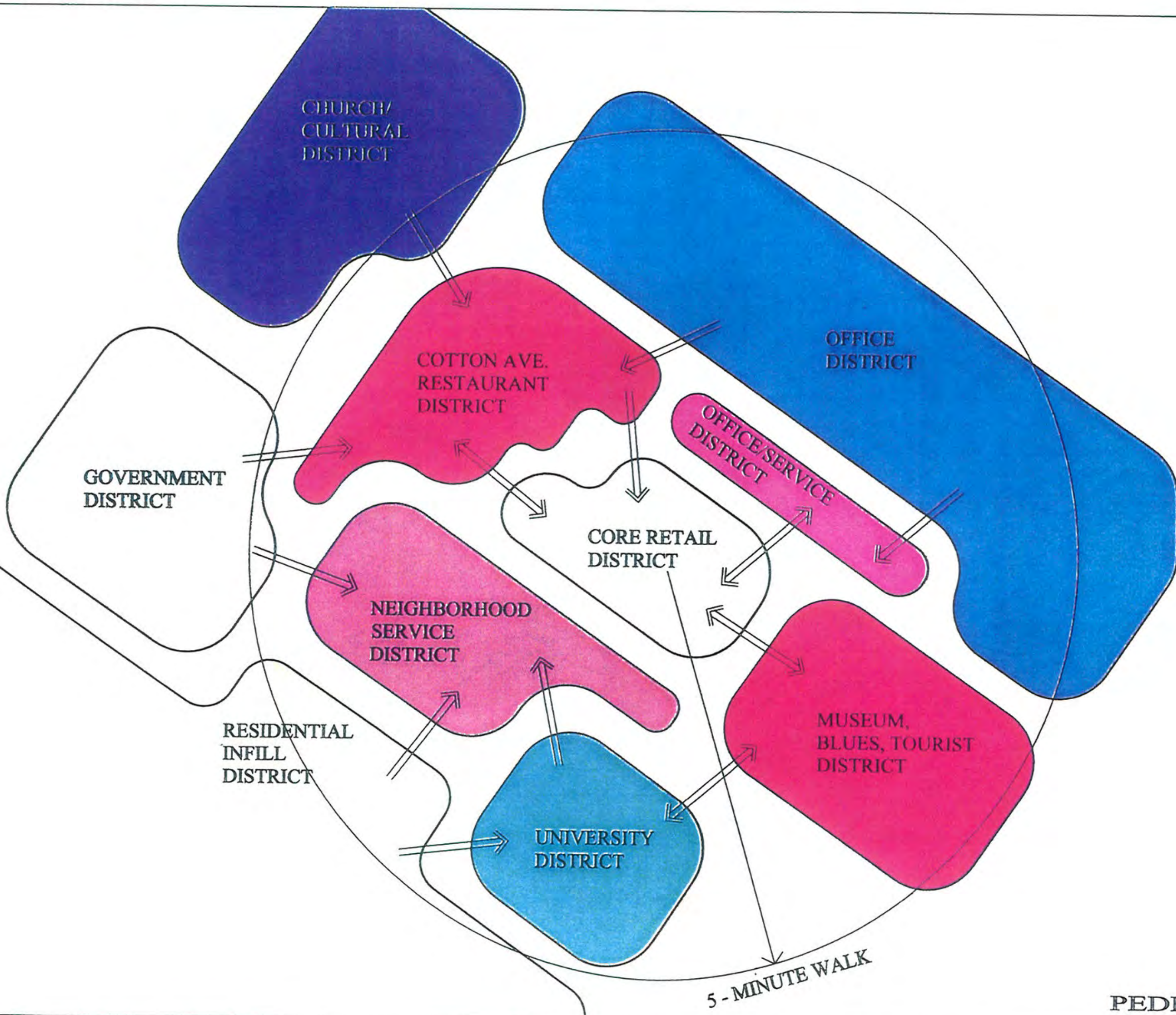
16 November 2000

KEY:

- CORE RETAIL
- NEIGHBORHOOD SERVICE
- QUALITY RESTAURANT/HOTEL
- TAVERN/BAR/ENTERTAINMENT

EXHIBIT 11: PROPOSED LEASING PLAN



RETAIL & PARKING
ANALYSIS & PLANNING
STUDIES
for

CHERRY STREET RETAIL DISTRICT

Macon, Georgia

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16 November 2000

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KEY:

- CORE RETAIL DISTRICT
- NEIGHBORHOOD SERVICE DISTRICT
- RESTAURANT/ENTERTAINMENT DISTRICT
- OFFICE DISTRICT
- OFFICE SERVICE DISTRICT
- CHURCH CULTURAL DISTRICT
- UNIVERSITY DISTRICT
- RESIDENTIAL INFILL DISTRICT
- INSTITUTIONAL DISTRICT

EXHIBIT 16: PROPOSED PEDESTRIAN CORRIDORS

This Poplar Street block was recently redeveloped into medical offices. Retail uses, such as a national chain pharmacy, sporting goods, and electronics, could be developed on the first floor of these and nearby buildings as part of the University District.

The recommended retail categories and square footages for Scenario I are as follows:

- ***50,000 square feet of department store,*** which should ideally be a local or regional player
- ***35,000 square foot junior department store,*** such as Mervyn's
- ***10,000 square foot women's apparel***
- ***5,000 square foot athletic shoes***
- ***2,200 square foot children's apparel***
- ***5,500 square foot health and beauty stores,*** such as GNC or Sally Beauty Supply and split between the University and Core Retail Districts.
- ***4,800 square foot men's apparel***
- ***23,500 square foot family/unisex apparel,*** such as Gap or Old Navy, split between the Core Retail District. Gap and Old Navy should remain in the Core Retail District with smaller, possibly local, operators serving the University area.
- ***1,600 square foot men's shoes***
- ***4,400 square foot women's shoes and accessories***
- ***18,400 square foot quality restaurants,*** including national and local operators and split between the Office/Restaurant, Blues & Jazz Entertainment and University Districts.
- ***6,000 square foot fast food/lunch restaurants,*** with a portion of this located on Cotton Avenue, between City Hall and the medical center.
- ***35,000 square foot grocery store,*** such as a relocation of one of the nearby supermarkets. If enough young and affluent residents are attracted to the

downtown area, it may be feasible to deploy a more upscale store, such as Wild Oats.

- ***850 square foot meat & fish market***
- ***750 square foot bakery***
- ***800 square foot liquor store***
- ***10,500 square foot bar/tavern,*** split between the Blues & Jazz Entertainment District, the University District and Office District.
- ***2,500 square foot florist***
- ***3,000 square foot gardening store***
- ***2,400 square foot home décor and accessories***
- ***14,700 square foot appliances/electronics,*** split between the University and Core Retail Districts.
- ***3,000 square foot auto supply,*** such as Auto Zone. This may serve as a good addition along the Cotton Street corridor near the medical center.
- ***8,200 square foot non-religious books***
- ***2,300 square foot cards/gifts***
- ***7,000 square foot computers/accessories;*** split between the Office and University Districts
- ***14,000 square foot drug store***
- ***11,900 square foot jewelry,*** split between the University and Core Retail Districts.
- ***9,500 square foot home furnishings,*** such as paint/wallpaper, floor coverings.
- ***2,000 square foot laundry/dry cleaning,*** broken into two separately located units
- ***4,500 square foot music***
- ***3,000 square foot musical instruments***
- ***1,300 optical/vision***
- ***3,200 square foot personal services***
- ***16,000 square foot office supplies***
- ***2,500 square foot coffee shops,*** such as Starbucks or Caribou Coffee
- ***700 square foot shoe repair***
- ***12,500 square foot sporting goods***
- ***3,000 square foot outdoor/sporting goods***
- ***4,000 square foot toy/hobby***
- ***1,800 square foot video/entertainment***

The second scenario is similar to Scenario I, but is a little less conservative, adding an additional 63,500 square feet of retail. In order to accommodate the theatre and the subsequent increase in the amount of supportable restaurant space, square footages of some other categories were reduced slightly. The primary concern in this scenario is the fact that a number of national theater chains have been filing for Chapter 11 bankruptcy, making this a riskier scenario. However, if the theater were to be tied in to the historical musical tradition of the city of Macon and incorporated amenities not available at the two existing theaters (both owned and operated by Regal Cinemas, one of the theater chains in financial trouble), it could be successful.

The historic Karsten-Denson Hardware store could be an anchor of the redevelopment of Third Street and complement surrounding stores.

The changes incorporated into the recommended retail mix for Scenario II are listed below:

- ***23,400 square foot quality restaurants,*** an increase of 5,000 sf of restaurant space
- ***8,000 square foot home furnishings,*** a decrease of 1,500 sf for this category
- ***45,000 square foot stadium seating movie theater***
- ***5,000 square foot computers,*** a decrease of 2,000 sf
- ***25,500 square foot unisex apparel,*** an increase of 10,500 sf
- ***8,000 square foot women's apparel,*** a decrease of 2,000 sf
- ***6,300 square foot women's shoes & accessories,*** an increase of 1,900 sf
- ***18,000 square foot office supply,*** an increase of 2,000 sf
- ***6,500 square foot music,*** an increase of 2,000 sf
- ***10,000 square foot sporting goods,*** a decrease of 2,500 sf
- ***4,000 square foot toy & hobby,*** a decrease of 5,100 sf

In both scenarios, the Core Retail District is anchored by an 50,000 square foot, multi-level department store. The remaining core retail categories, including the apparel stores and the junior department store, will fill in areas in the Core Retail District. The appliances/electronics and home furnishings units will overlap into the Neighborhood Retail District in order to best serve the Residential In-Fill District.

The Office Retail District will include such businesses as the card and gift shop, laundry/dry cleaning, optical/vision care and quality restaurants. These stores will be located along Cotton Avenue and will cater to the Government, Church/Cultural and Office Districts.

The Blues & Jazz Entertainment District will contain several quality restaurants and bars. These establishments should focus on the rich music heritage of Macon and be themed and operated accordingly. The fact that such notable performers as Little Richard, Otis Redding and the Allman Brothers all got their professional start in Macon should be utilized to promote this district to both visitors and residents.

The University District should incorporate student/faculty related retail, including a book store and a computer store. The existing Karsten-Denson Hardware store should be encouraged to expand their inventory to include sporting goods. As they are located on the edge of the University District, bordering the Neighborhood Retail District, Karsten-Denson can be utilized as an opportunity to draw both districts and encourage cross-shopping. Retail categories that are of interest to both the student population and patrons visiting the Blues & Jazz Entertainment District, such as the music and musical instruments stores, should be located within the University District, but within an easy walk of the Blues & Jazz Entertainment District in order to facilitate cross-shopping between the two.

The Neighborhood Retail District should incorporate a grocery store along Poplar Avenue, as well as a cluster of convenience and specialty stores, such as a meat/fish market, bakery and liquor store, to service the downtown housing and the Residential In-Fill District.

Additional retail locations include a pharmacy serving both the University District (and the thriving medical offices located there) and the Residential In-Fill District. The ideal location for the drug store encroaches upon the parking area for the doctor's offices, but if a parking deck were constructed at the northwest corner of MLK Boulevard and Poplar Street, any potential parking issues would be alleviated.

The Government District should incorporate some development along Cotton Avenue, between Poplar Street and the Medical Center. This development could include additional restaurant space, or services such as laundry/dry cleaning to serve the medical center and government offices.

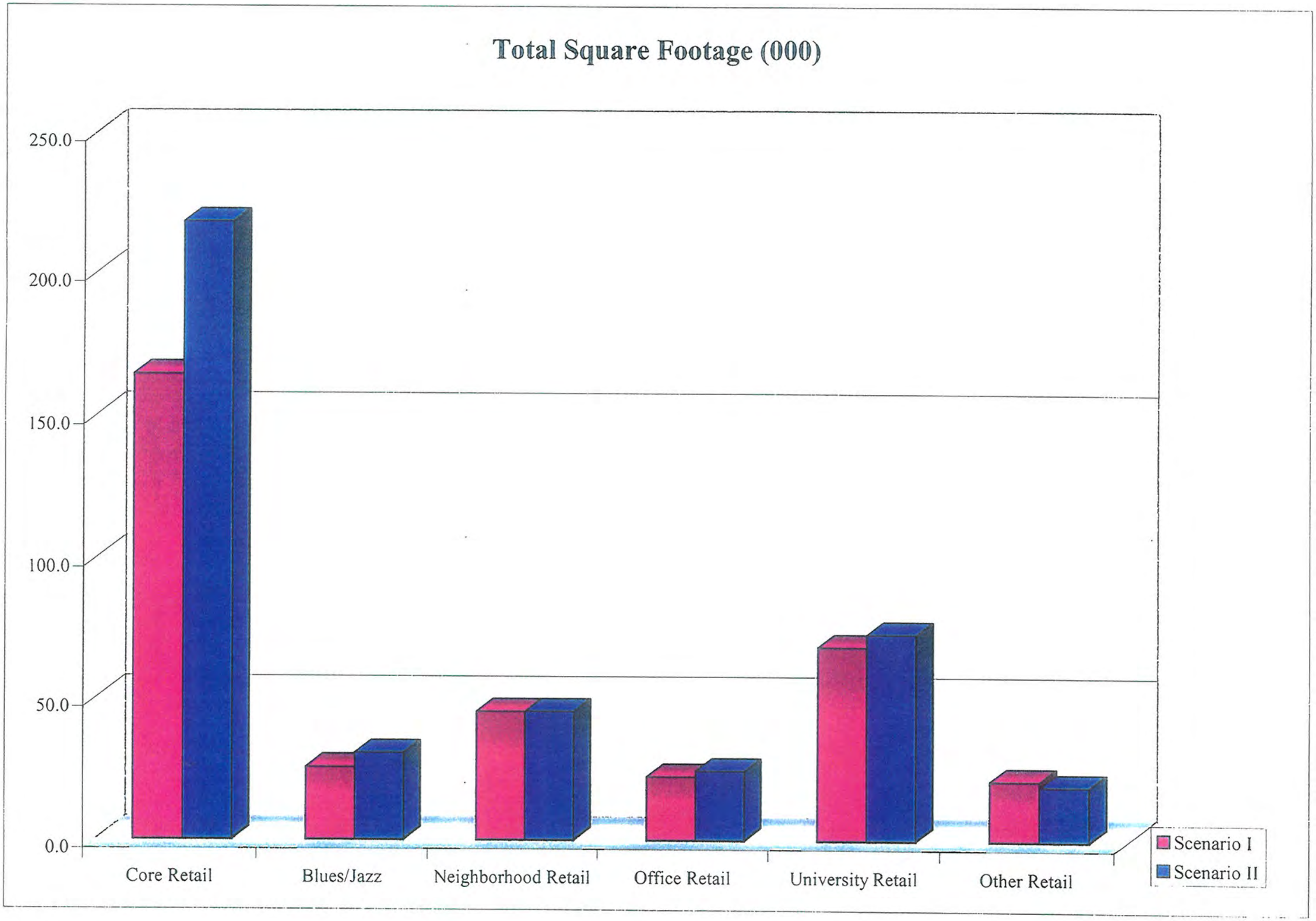
Sales Forecast Table for Proposed Retail Development; Newtown Macon, Georgia

Scenario I

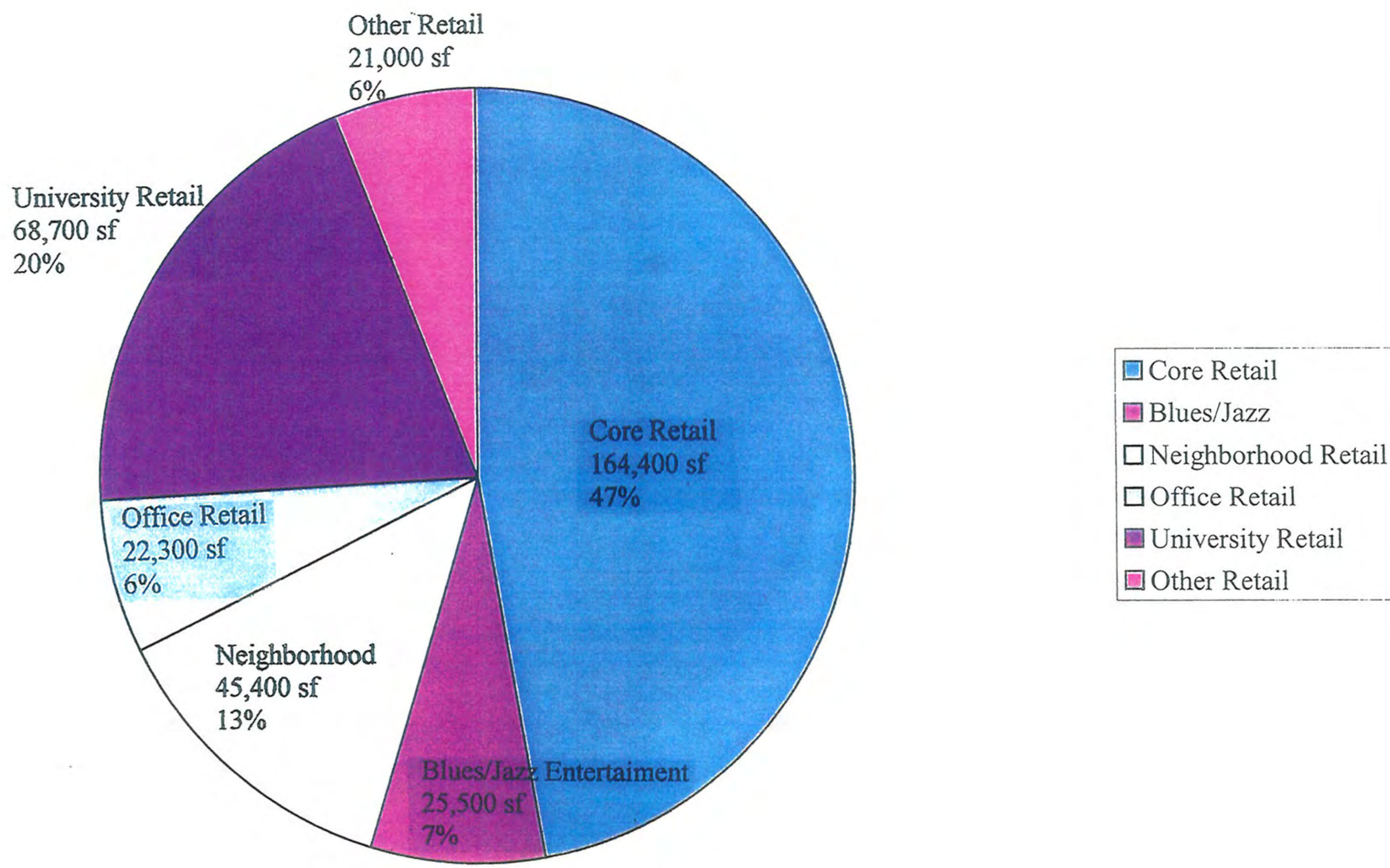
Category	2000 Expenditure Potential*	2005 Expenditure Potential*	Recommended Sq. Ft.	Forecasted Sales	Forecasted Sales Per Sq. Ft.	Comments
Appliances & Electronics Stores	$72,959,405	$73,868,461	12,500	$4,850,000	$388	14,700 total sf
Athletic Shoes	$1,624,931	$1,645,177	5,000	$1,480,000	$296	
Children's Apparel	$6,721,215	$6,804,960	2,200	$517,000	$235	
Department Stores	$304,803,271	$308,601,043	50,000	$7,850,000	$157	
Health & Beauty Stores	$14,749,906	$14,933,686	3,500	$1,435,000	$410	5,500 total sf
Home Décor & Accessories Stores	$6,380,729	$6,460,232	2,400	$537,600	$224	
Home Furnishings Stores	$45,640,064	$46,208,728	9,500	$2,612,500	$275	
Jewelry Stores	$22,897,600	$23,182,899	8,500	$3,145,000	$370	11,900 total sf
Junior Department Store	$96,925,189	$98,132,852	35,000	$5,250,000	$150	
Men's Apparel	$15,507,842	$15,701,066	4,800	$1,425,600	$297	
Men's Shoes	$2,153,909	$2,180,746	1,600	$697,600	$436	
Unisex Apparel	$55,231,407	$55,919,577	15,000	$3,630,000	$242	23,500 total sf
Women's Apparel	$37,093,427	$37,555,601	10,000	$2,320,000	$232	
Women's Shoes	$11,949,993	$12,098,887	4,400	$1,540,000	$350	
Total Core Retail	**$849,421,336**	**$786,136,452**	**164,400**	**$37,290,300**	**$227**	
Bar/taverns	$6,901,207	$6,987,195	4,500	$454,500	$101	
Fast Food Restaurants	$105,536,406	$106,851,363	6,000	$2,976,000	$496	
Fine Dining with Liquor	$76,893,595	$77,851,670	15,000	$5,302,500	$303	
Total Jazz/Blues and Restaurants*	**$232,786,508**	**$235,686,970**	**25,500**	**$8,733,000**	**$342**	
Auto Supply Stores	$90,537,097	$91,665,167	3,000	$1,077,000	$359	
Grocey Stores	$314,775,148	$318,697,168	35,000	$13,370,000	$382	
Liquor Stores	$20,307,875	$20,560,906	800	$224,000	$280	
Meat & Fish Markets	$3,852,915	$3,900,921	850	$238,000	$280	
Personal Services	$3,590,448	$3,635,184	3,200	$592,000	$185	
Retail Bakeries	$3,615,089	$3,660,132	750	$164,250	$219	
Video/Entertainment	$5,534,980	$5,603,944	1,800	$646,200	$359	
Total Neighborhood Retail	**$454,984,473**	**$460,653,466**	**45,400**	**$16,311,450**	**$359**	
Card/Gift Shops	$12,071,288	$12,221,693	2,300	$671,600	$292	
Laundry/Dry Cleaning	$19,882,657	$20,130,390	2,000	$296,000	$148	
Office Supply Stores	$30,704,233	$31,086,800	16,000	$2,848,000	$178	
Optical/Vision Care	$8,219,475	$8,321,887	1,300	$353,600	$272	
Shoe Repair and Service	$0	$0	700	$121,100	$173	
Total Office Retail	$78,817,547	**$79,799,594**	**22,300**	**$4,290,300**	**$192**	
Book Stores	$17,827,815	$18,049,945	8,200	$3,280,000	$400	
Coffee Shop/Specialty Foods	$3,986,931	$4,036,607	2,500	$645,000	$258	
Bar/Tavern*	$0	$0	6,000	$606,000	$101	
Fine Dining with Liquor*	$0	$0	3,400	$1,030,200	$303	
Florist*	$0	$0	2,500	$437,500	$175	
Gardening Store	N/A	N/A	3,000	$483,000	$161	
Appliances/Electronics*	$0	$0	2,200	$580,800	$264	
Health & Beauty Stores	$14,746,906	$14,933,686	2,000	$820,000	$410	
Jewelry*	$0	$0	3,400	$1,278,400	$376	
Music Stores	$13,121,551	$13,285,042	4,500	$1,102,500	$245	
Musical Instrument Shops	$3,692,843	$3,738,855	3,000	$855,000	$285	
Outdoor/Sports	N/A	N/A	3,000	$615,000	$205	
Sporting Goods Stores	$16,948,960	$17,160,139	12,500	$3,437,500	$275	
Toy & Hobby Shops	$17,024,078	$17,236,194	4,000	$828,000	$207	
Unisex Apparel*	$0	$0	8,500	$1,997,500	$235	
Total University Retail	**$88,502,135**	**$89,607,886**	**68,700**	**$17,996,400**	**$262**	
Computers & Accessories	$32,273,917	$32,676,042	7,000	$2,800,000	$400	
Total University/Office	**$32,273,917**	**$32,676,042**	**7,000**	**$2,800,000**	**$400**	
Drug Store/Pharmaceutical	$79,895,424	$80,890,900	14,000	$5,110,000	$365	
Total Other Retail	**$79,895,424**	**$80,890,900**	**14,000**	**$5,110,000**	**$365**	
Total Retail			**347,300**	**$87,435,450**	**$270**	

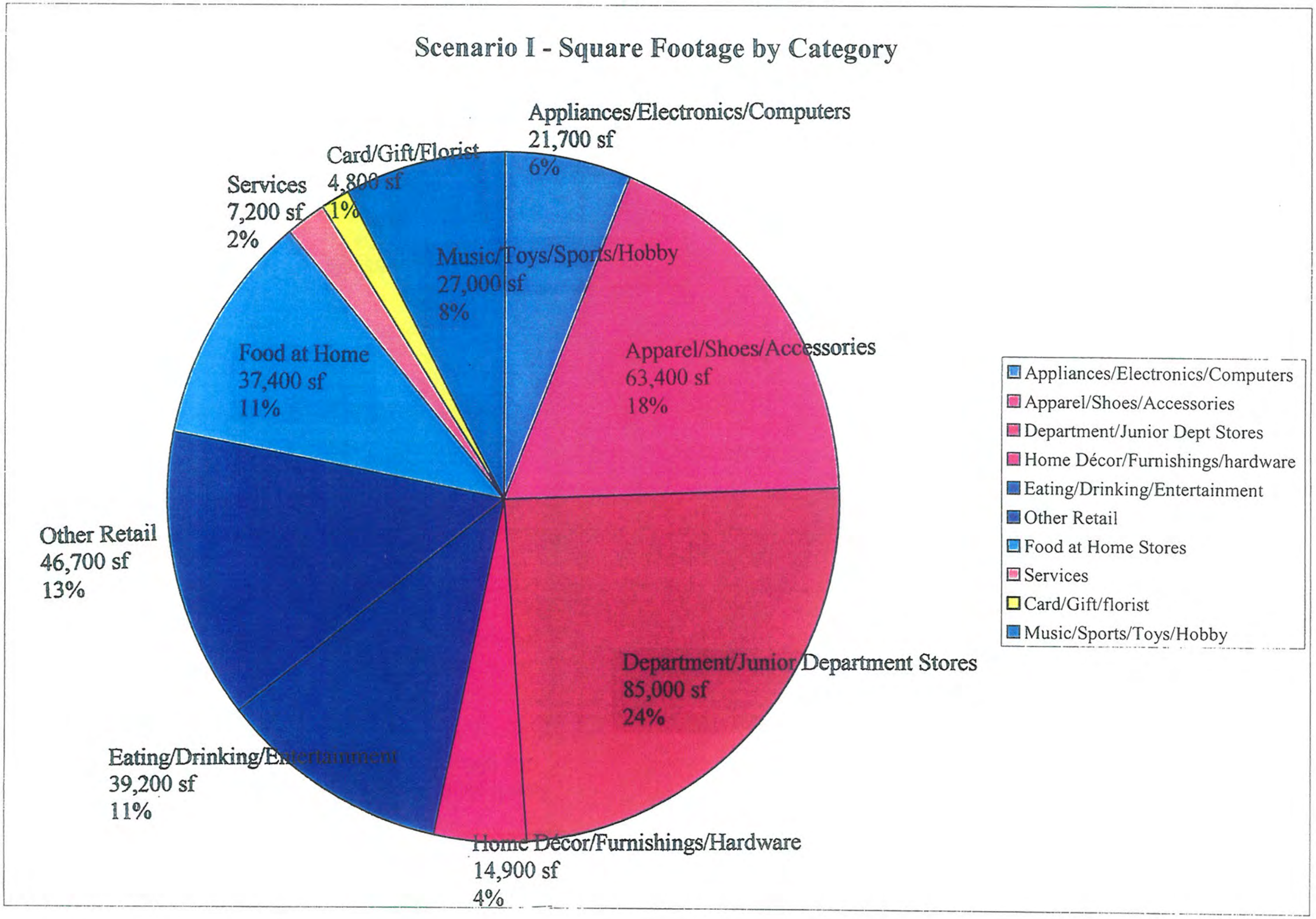
** Categories listed under more than one district were only listed with their expenditure potential once to avoid over-projecting.*

*** Square Footage should be split between Jazz/Blues Entertainment District and Office Retail/Restaurant District.*

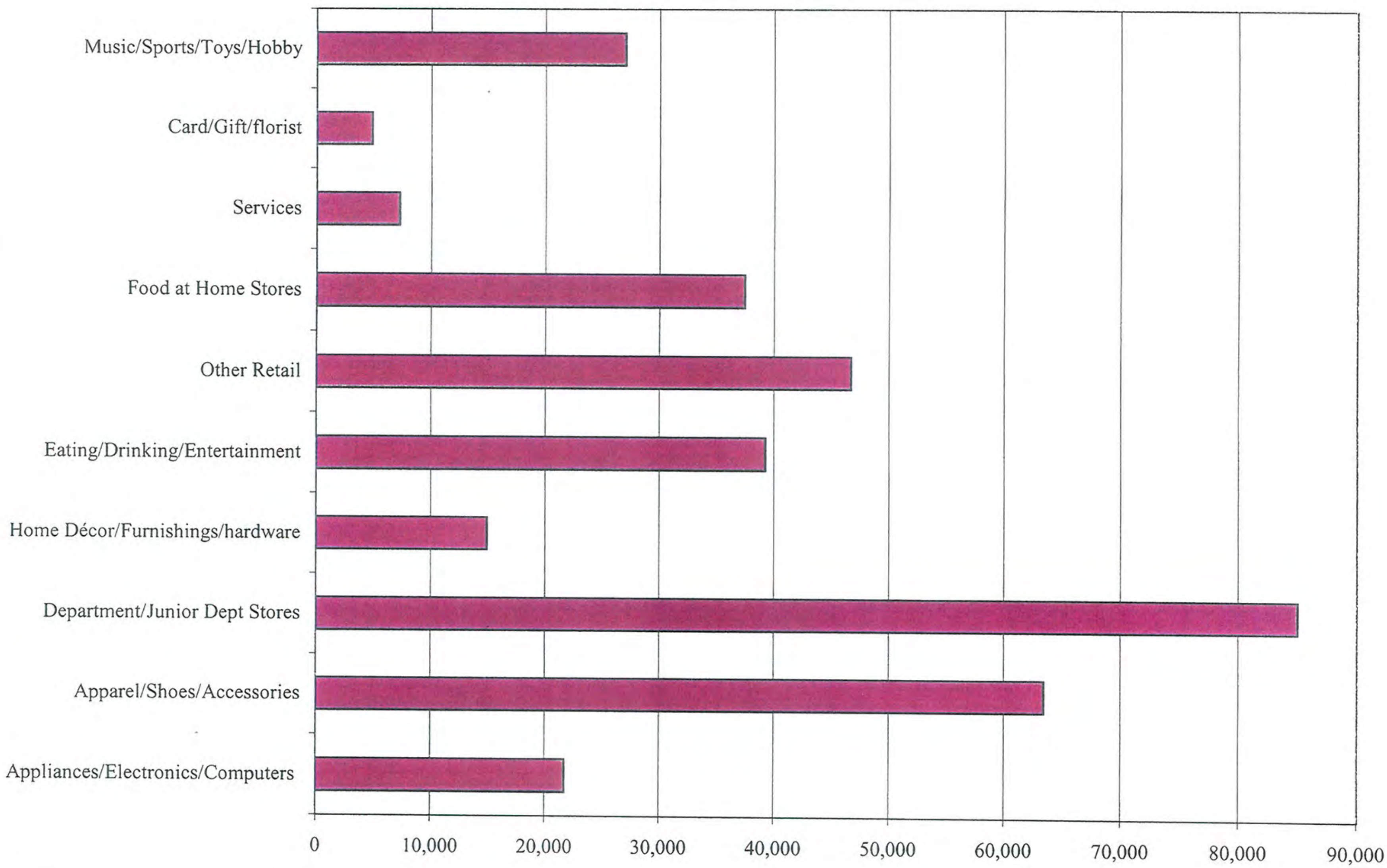

Total Square Footage (000)
250.0
200.0
150.0
100.0
50.0
0.0
Core Retail
Blues/Jazz
Neighborhood Retail
Office Retail
University Retail
Other Retail
Scenario I
Scenario II

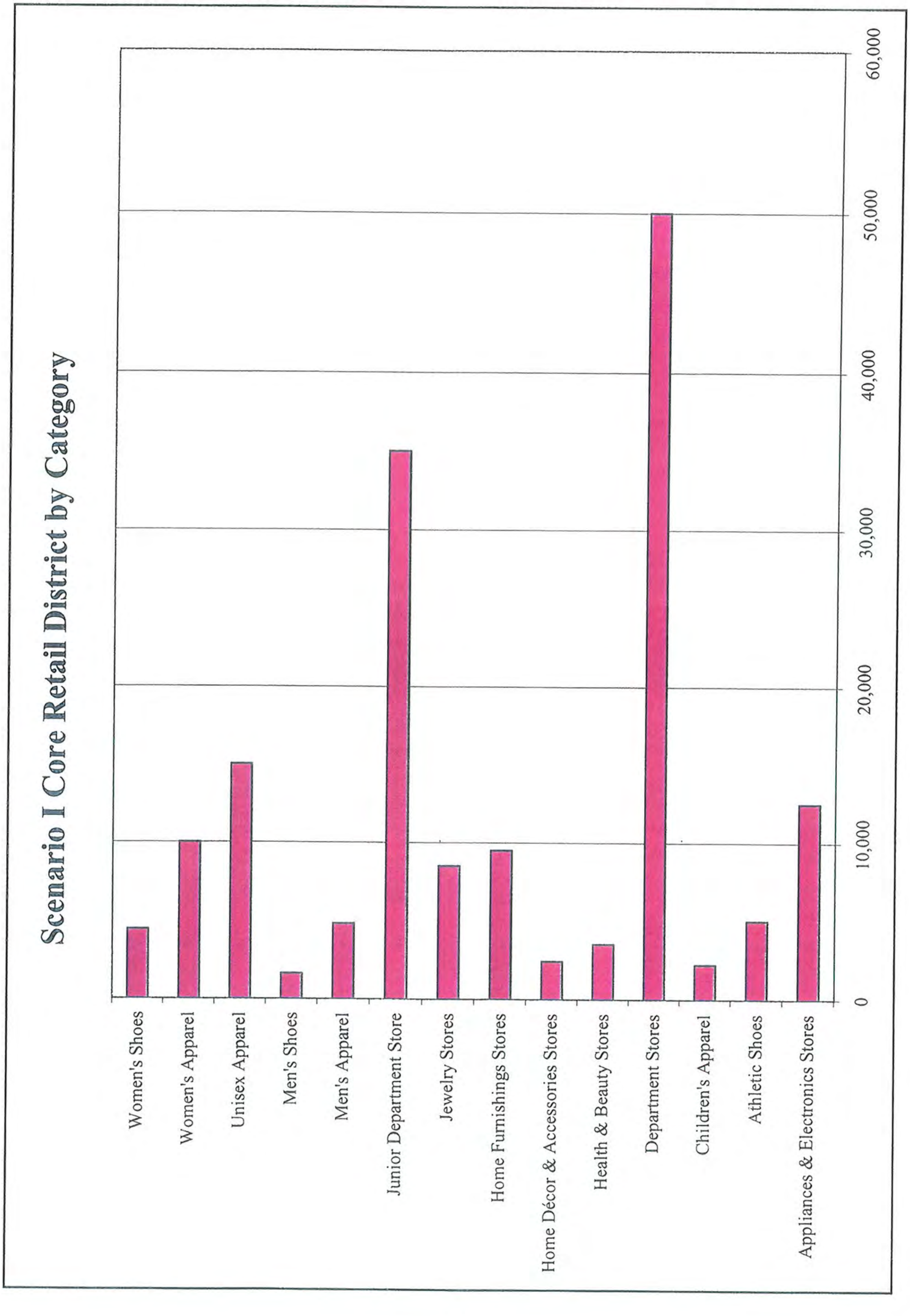
Scenario I - Square Footage By District

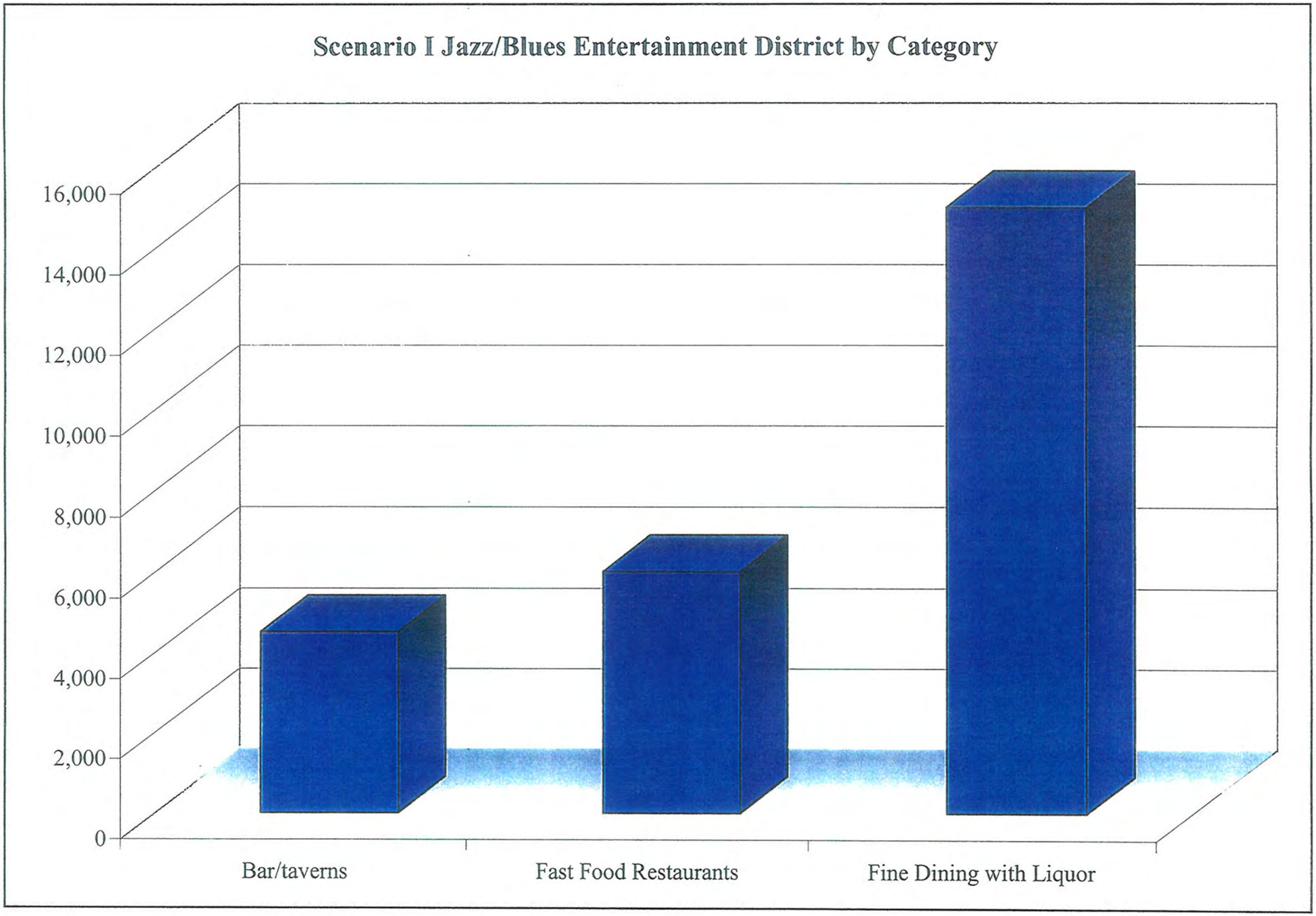


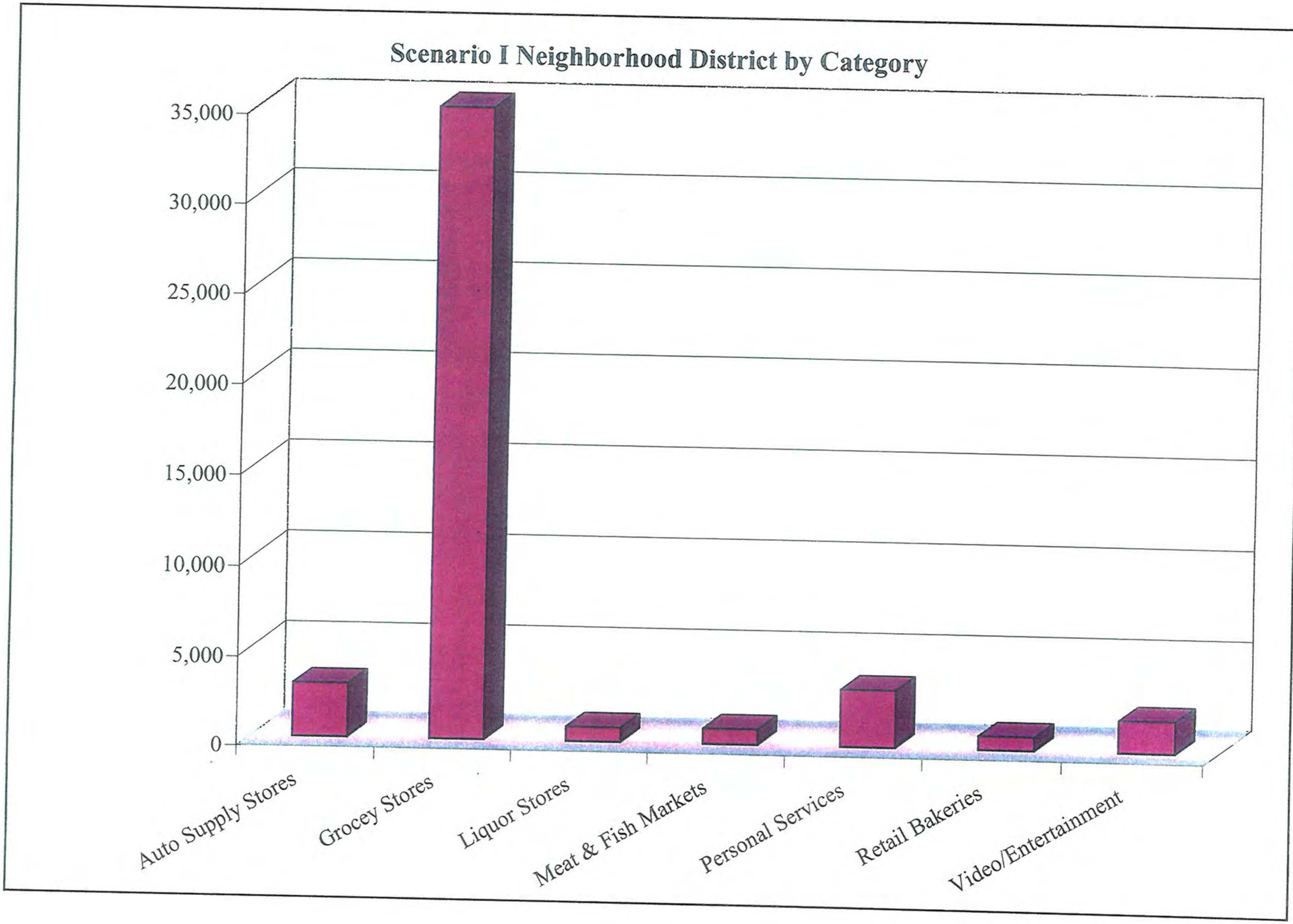

Scenario I - Square Footage by Category
Appliances/Electronics/Computers
21,700 sf
6%
Card/Gift/Florist
4,800 sf
1%
Services
7,200 sf
2%
Music/Toys/Sports/Hobby
27,000 sf
8%
Food at Home
37,400 sf
11%
Apparel/Shoes/Accessories
63,400 sf
18%
Other Retail
46,700 sf
13%
Department/Junior Department Stores
85,000 sf
24%
Eating/Drinking/Entertainment
39,200 sf
11%
Home Décor/Furnishings/Hardware
14,900 sf
4%
Appliances/Electronics/Computers
Apparel/Shoes/Accessories
Department/Junior Dept Stores
Home Décor/Furnishings/hardware
Eating/Drinking/Entertainment
Other Retail
Food at Home Stores
Services
Card/Gift/florist
Music/Sports/Toys/Hobby

Scenario I Retail by Category

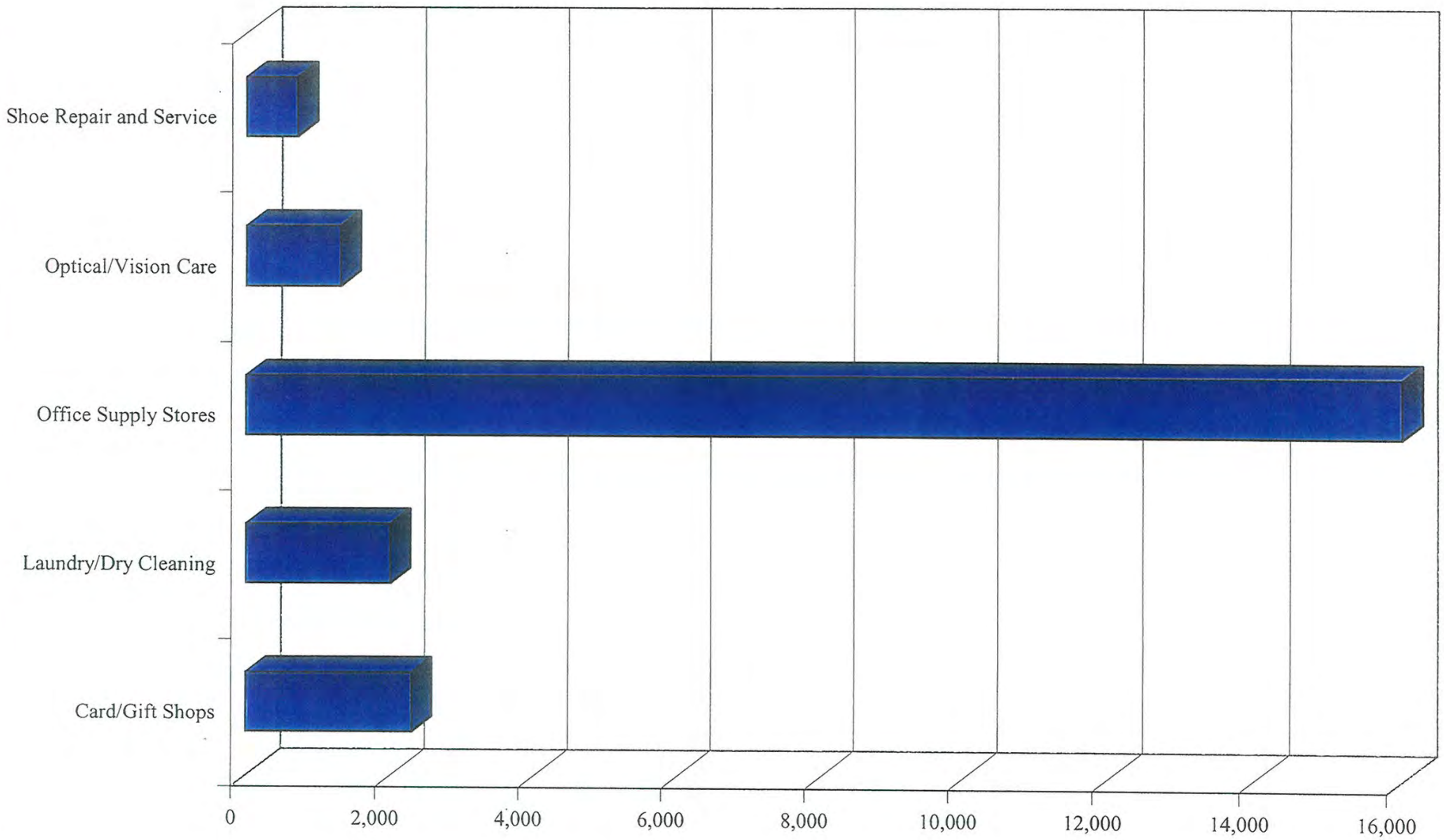



Scenario I Core Retail District by Category
Women's Shoes
Women's Apparel
Unisex Apparel
Men's Shoes
Men's Apparel
Junior Department Store
Jewelry Stores
Home Furnishings Stores
Home Décor & Accessories Stores
Health & Beauty Stores
Department Stores
Children's Apparel
Athletic Shoes
Appliances & Electronics Stores
0
10,000
20,000
30,000
40,000
50,000
60,000

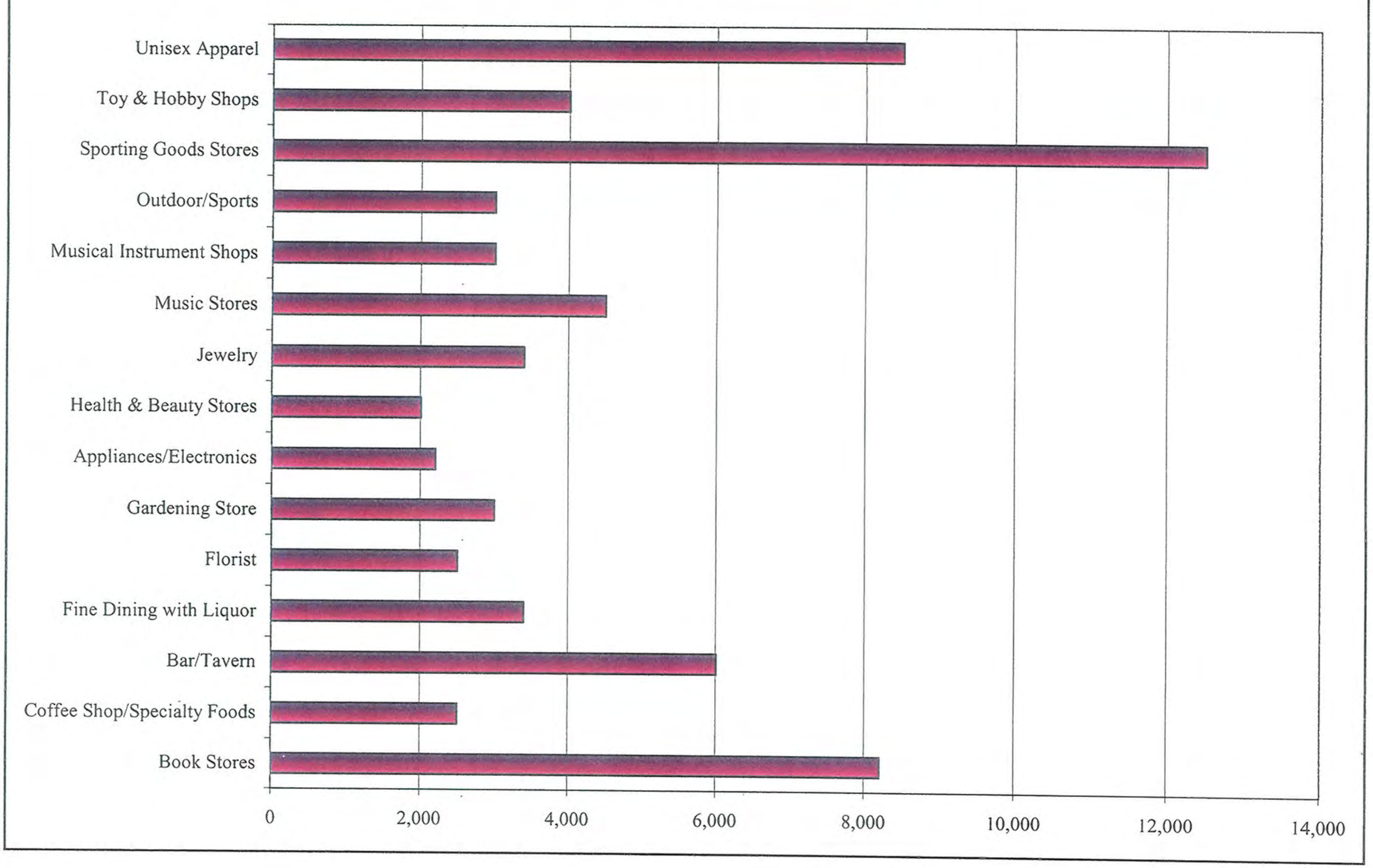

Scenario I Jazz/Blues Entertainment District by Category
16,000
14,000
12,000
10,000
8,000
6,000
4,000
2,000
0
Bar/taverns
Fast Food Restaurants
Fine Dining with Liquor


Scenario I Neighborhood District by Category
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0
Auto Supply Stores
Grocey Stores
Liquor Stores
Meat & Fish Markets
Personal Services
Retail Bakeries
Video/Entertainment

Scenario I Office Retail District by Category



Scenario I University District by Category



Sales Forecast Table for Proposed Retail Development; Newtown Macon, Georgia

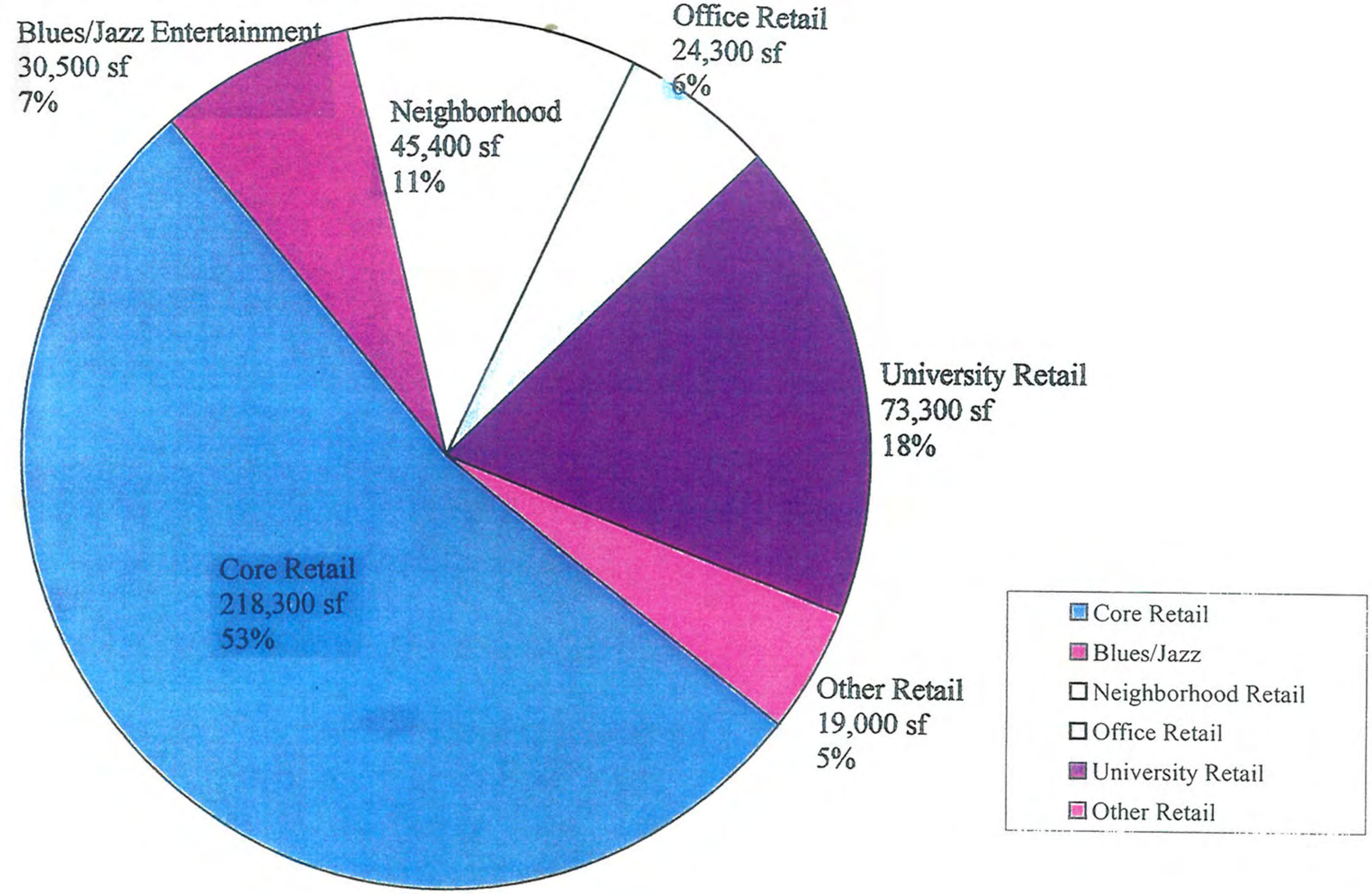
Scenario II

Category	2000 Expenditure Potential*	2005 Expenditure Potential*	Recommended Sq. Ft.	Forecasted Sales	Forecasted Sales Per Sq. Ft.	Comments
Appliances & Electronics Stores	$72,959,405	$73,868,461	12,500	$4,850,000	$388	14,700 total sf
Athletic Shoes	$1,624,931	$1,645,177	5,000	$1,480,000	$296	
Children's Apparel	$6,721,215	$6,804,960	2,200	$517,000	$235	
Department Stores	$304,803,271	$308,601,043	50,000	$7,850,000	$157	
Health & Beauty Stores	$14,749,906	$14,933,686	3,500	$1,435,000	$410	5,500 total sf
Home Décor & Accessories Stores	$6,380,729	$6,460,232	2,400	$537,600	$224	
Home Furnishings Stores	$45,640,064	$46,208,728	8,000	$2,200,000	$275	
Jewelry Stores	$22,897,600	$23,182,899	8,500	$3,145,000	$370	11,900 total sf
Junior Department Store	$96,925,189	$98,132,852	35,000	$5,250,000	$150	
Men's Apparel	$15,507,842	$15,701,066	4,800	$1,425,600	$297	
Men's Shoes	$2,153,909	$2,180,746	1,600	$697,600	$436	
Movie Theatres - Stadium Seating	$1,883,920	$1,907,393	45,000	$3,915,000	$87	
Unisex Apparel	$55,231,407	$55,919,577	25,500	$6,171,000	$242	34,000 total sf
Women's Apparel	$37,093,427	$37,555,601	8,000	$1,856,000	$232	
Women's Shoes	$11,949,993	$12,098,887	6,300	$2,205,000	$350	
Total Core Retail	**$849,421,336**	**$786,136,452**	**218,300**	**$43,534,800**	**$199**	
Bar/taverns	$6,901,207	$6,987,195	4,500	$454,500	$101	
Fast Food Restaurants	$105,536,406	$106,851,363	6,000	$2,976,000	$496	
Fine Dining with Liquor	$76,893,595	$77,851,670	20,000	$5,302,500	$303	
Total Jazz/Blues and Restaurants**	**$232,786,508**	**$235,686,970**	**30,500**	**$8,733,000**	**$286**	
Auto Supply Stores	$90,537,097	$91,665,167	3,000	$1,077,000	$359	
Grocey Stores	$314,775,148	$318,697,168	35,000	$13,370,000	$382	
Liquor Stores	$20,307,875	$20,560,906	800	$224,000	$280	
Meat & Fish Markets	$3,852,915	$3,900,921	850	$238,000	$280	
Personal Services	$3,590,448	$3,635,184	3,200	$592,000	$185	
Retail Bakeries	$3,615,089	$3,660,132	750	$164,250	$219	
Video/Entertainment	$5,534,980	$5,603,944	1,800	$646,200	$359	
Total Neighborhood Retail	**$454,984,473**	**$460,653,466**	**45,400**	**$16,311,450**	**$359**	
Card/Gift Shops	$12,071,288	$12,221,693	2,300	$671,600	$292	
Laundry/Dry Cleaning	$19,882,657	$20,130,390	2,000	$296,000	$148	
Office Supply Stores	$30,704,233	$31,086,800	18,000	$3,204,000	$178	
Optical/Vision Care	$8,219,475	$8,321,887	1,300	$353,600	$272	
Shoe Repair and Service	$0	$0	700	$121,100	$173	
Total Office Retail	$78,817,547	$79,799,594	**24,300**	$4,646,300	$191	
Book Stores	$17,827,815	$18,049,945	8,200	$3,280,000	$400	
Coffee Shop/Specialty Foods	$3,986,931	$4,036,607	2,500	$645,000	$258	
Bar/Tavern*	$0	$0	6,000	$606,000	$101	
Fine Dining with Liquor*	$0	$0	3,400	$1,030,200	$303	
Florist*	$0	$0	2,500	$437,500	$175	
Gardening Store	N/A	N/A	3,000	$483,000	$161	
Appliances/Electronics*	$0	$0	2,200	$580,800	$264	
Health & Beuaty Stores	$14,746,906	$14,933,686	2,000	$820,000	$410	
Jewelry*	$0	$0	3,400	$1,278,400	$376	
Music Stores	$13,121,551	$13,285,042	6,500	$1,592,500	$245	
Musical Instrument Shops	$3,692,843	$3,738,855	3,000	$855,000	$285	
Outdoor/Sports	N/A	N/A	3,000	$615,000	$205	
Sporting Goods Stores	$16,948,960	$17,160,139	10,000	$2,750,000	$275	
Toy & Hobby Shops	$17,024,078	$17,236,194	9,100	$1,883,700	$207	
Unisex Apparel*	$0	$0	8,500	$1,997,500	$235	
Total University Retail	**$88,502,135**	**$89,607,886**	**73,300**	**$18,854,600**	**$257**	
Computers & Accessories	$32,273,917	$32,676,042	5,000	$2,000,000	$400	
Total University/Office	**$32,273,917**	**$32,676,042**	**5,000**	**$2,000,000**	**$400**	
Drug Store/Pharmaceutical	$79,895,424	$80,890,900	14,000	$5,110,000	$365	
Total Other Retail	**$79,895,424**	**$80,890,900**	**14,000**	**$5,110,000**	**$365**	
Total Retail			**410,800**	**$94,094,150**	**$270**	

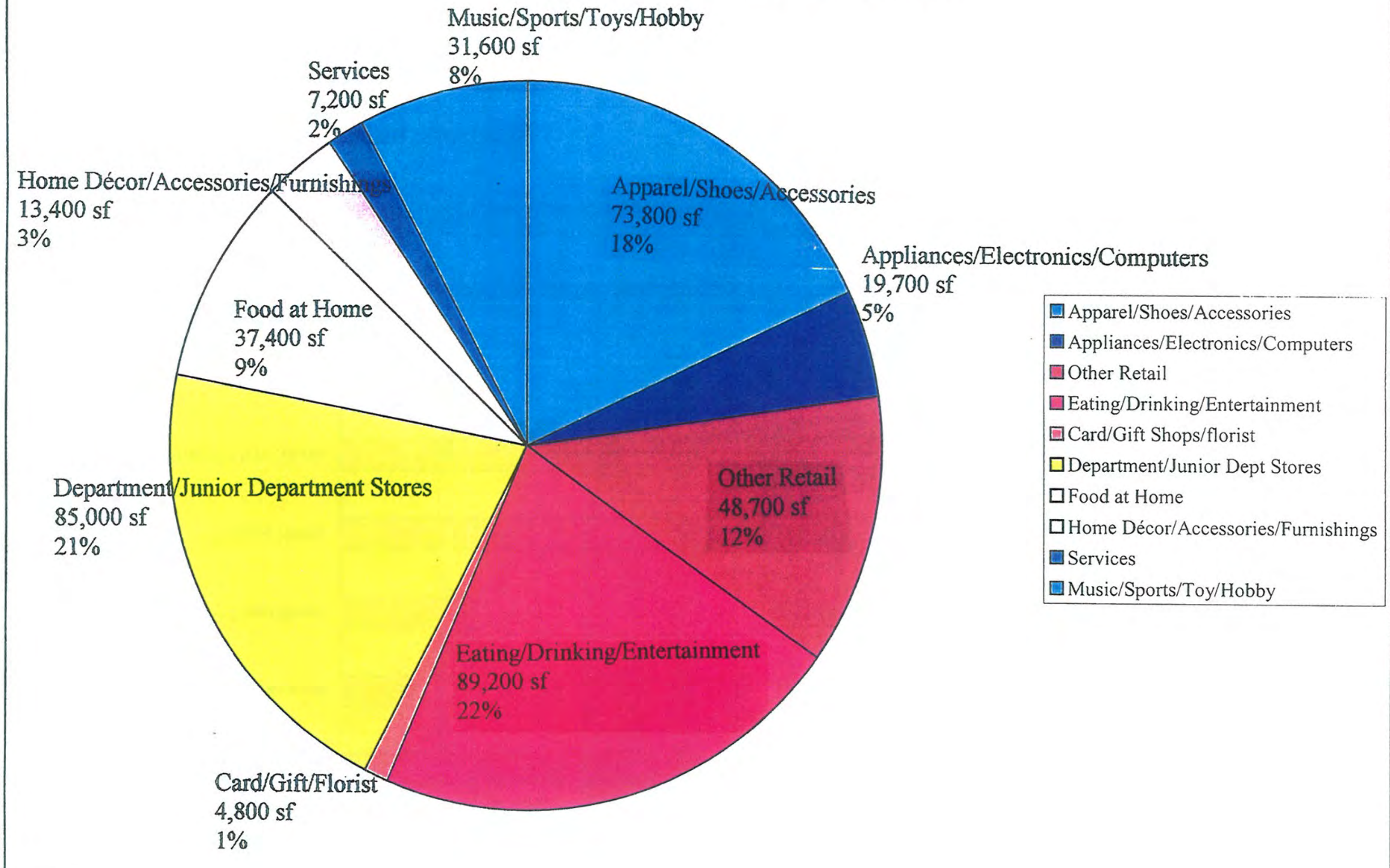
** Categories listed under more than one district were only listed with their expenditure potential once to avoid over-projecting.*

*** Square Footage should be split between the Jazz/Blues Entertainment District and the Office Retail/Restaurant District.*

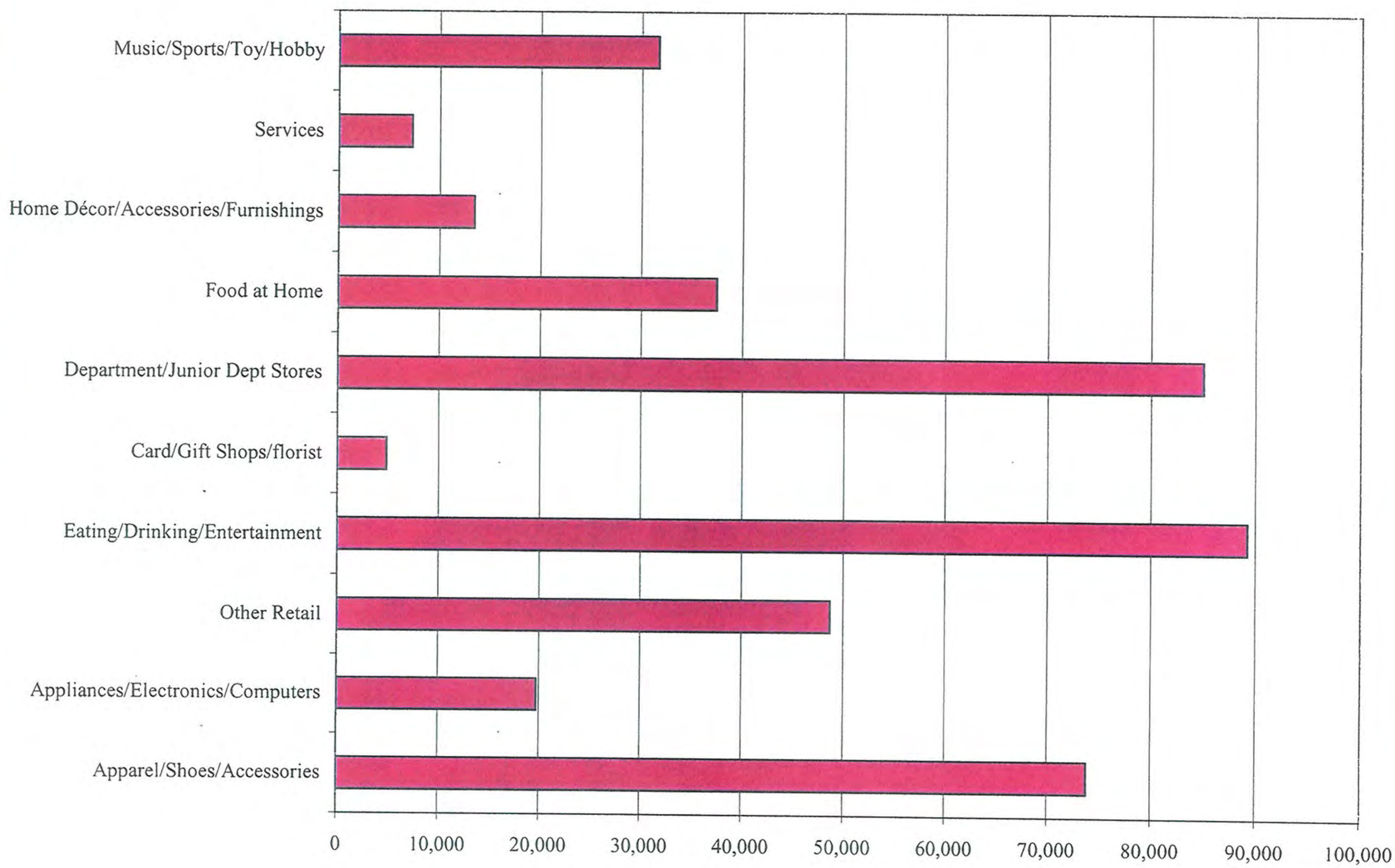
Scenario II - Square Footage By District



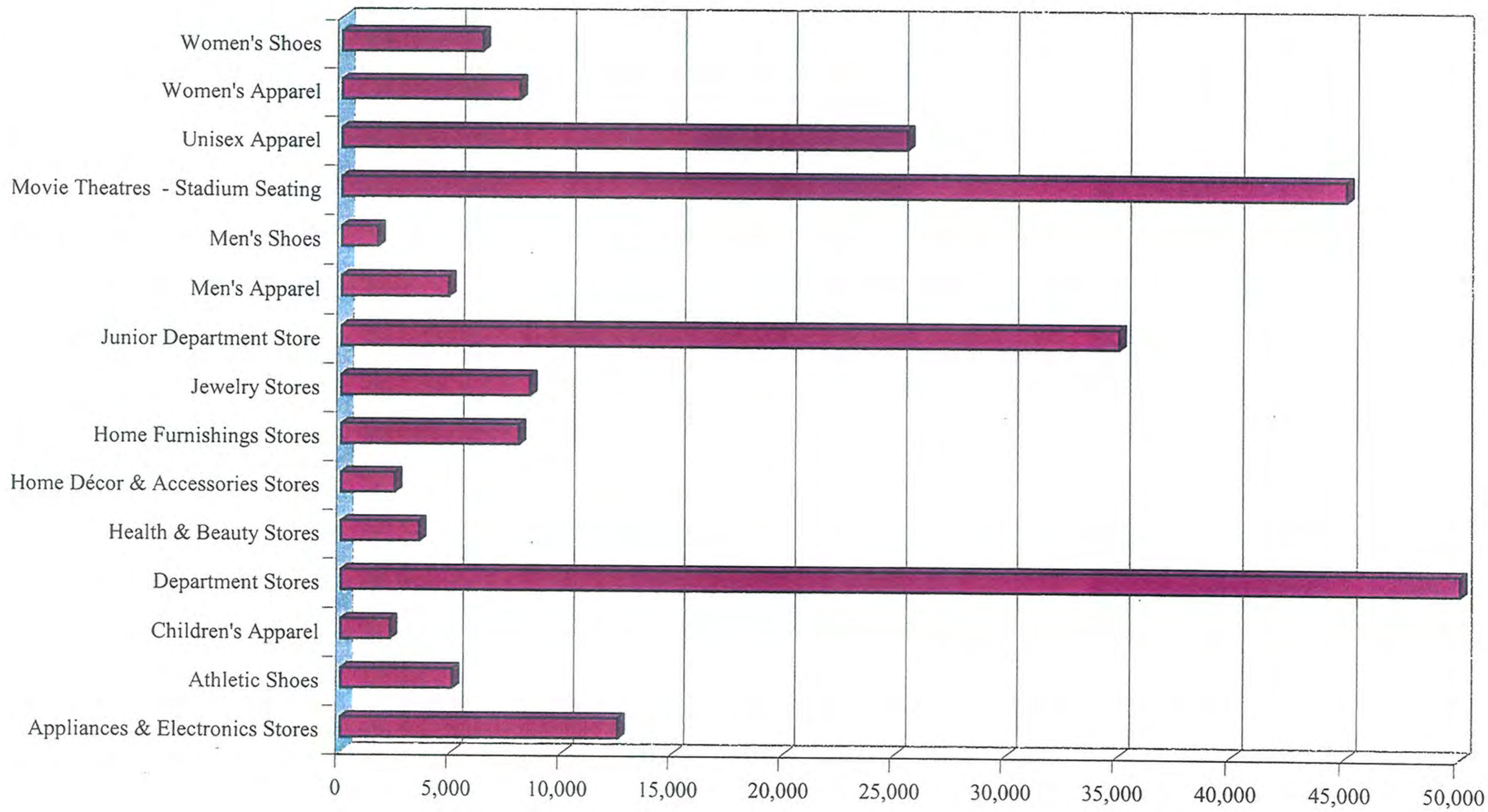
Scenario II - Square Footage by Category

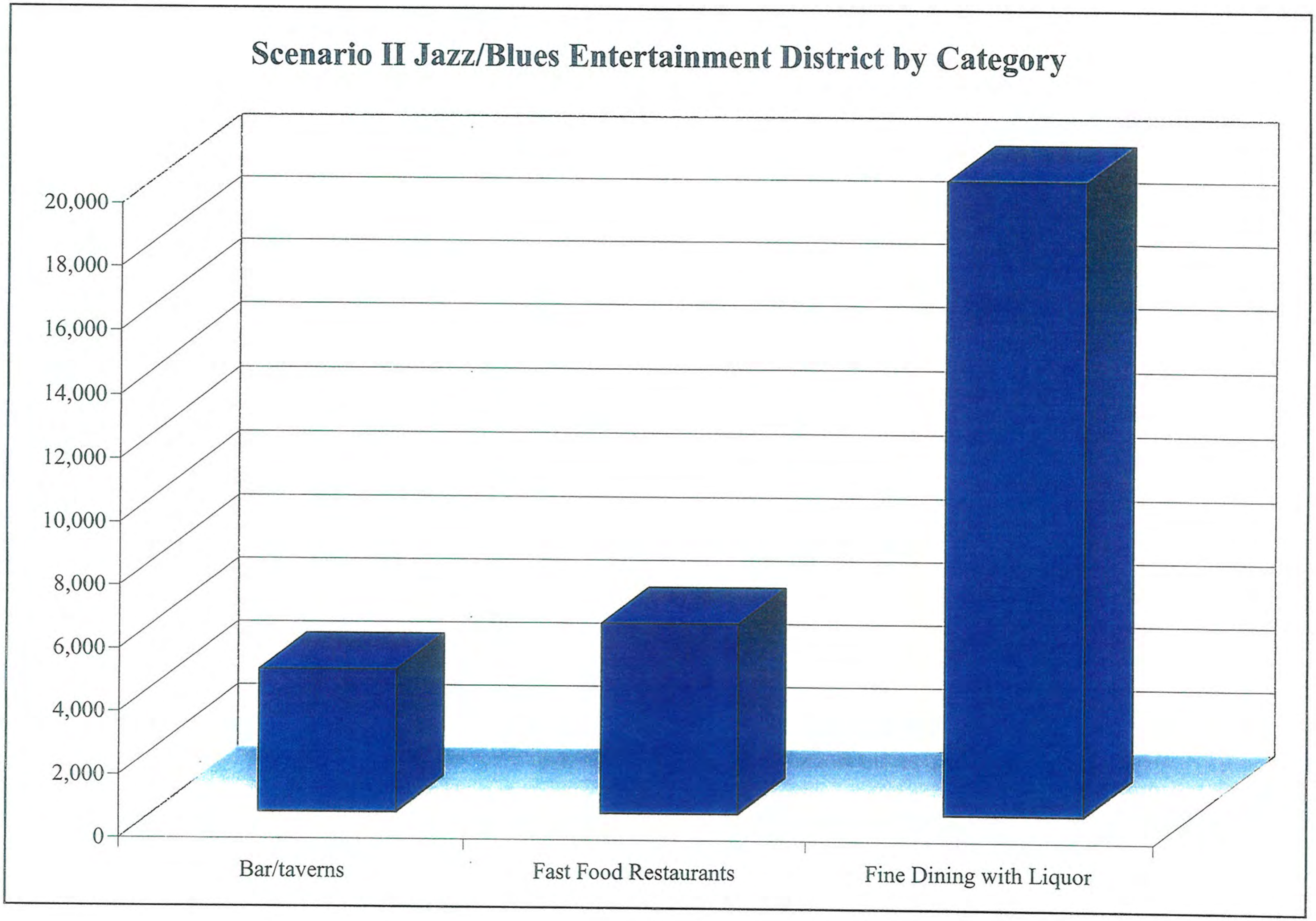


Scenario II Retail by Category

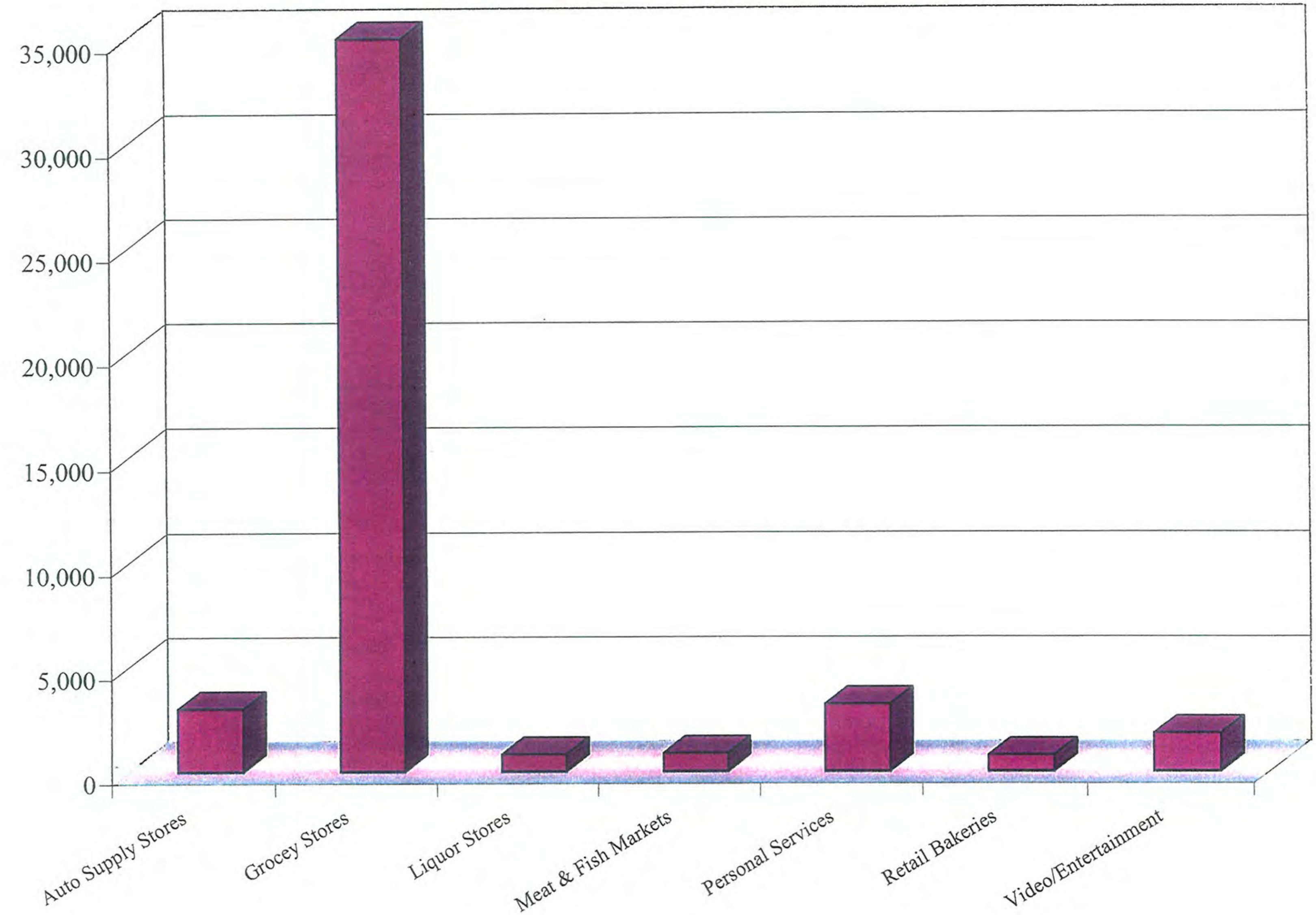


Scneario II Core Retail District by Category

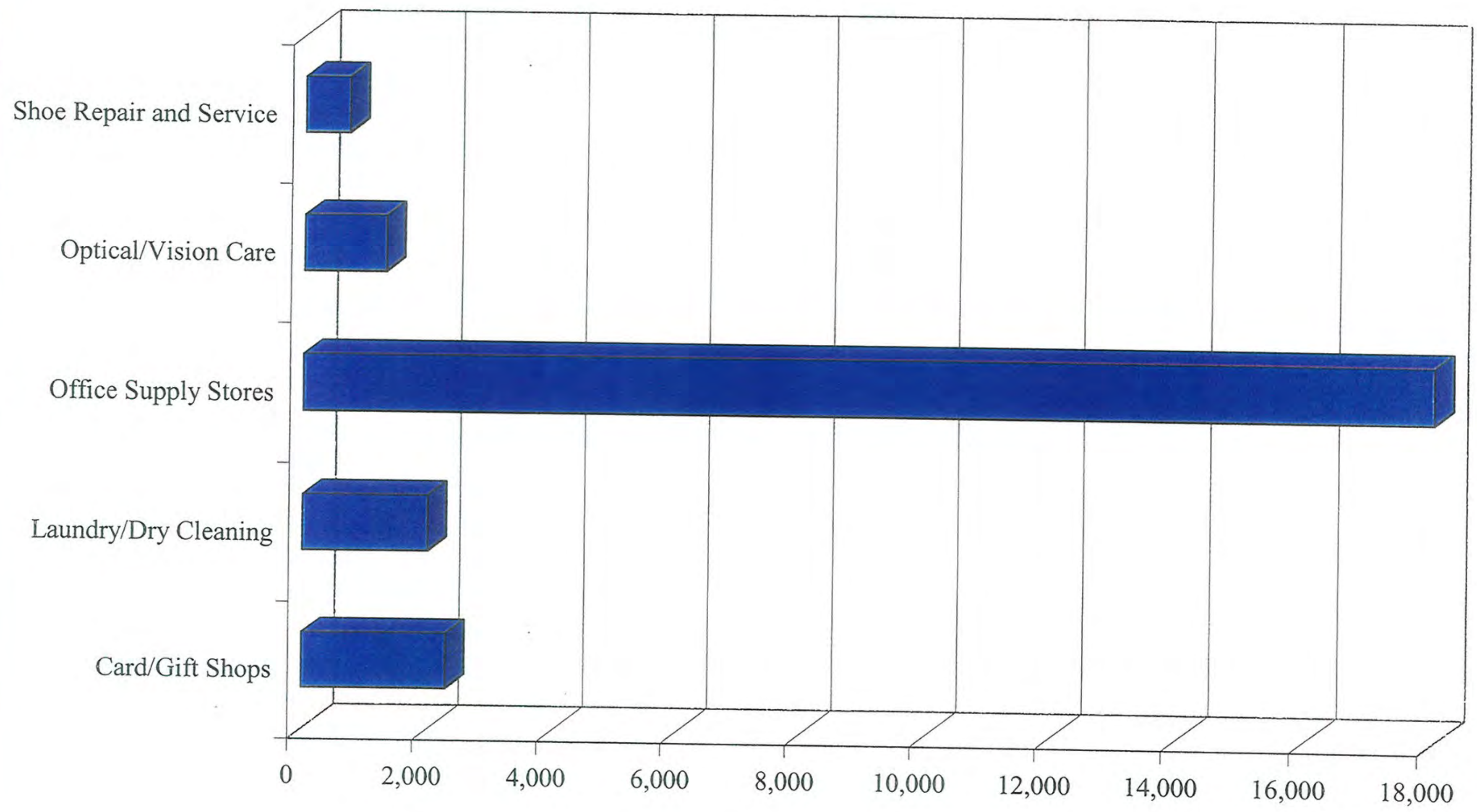


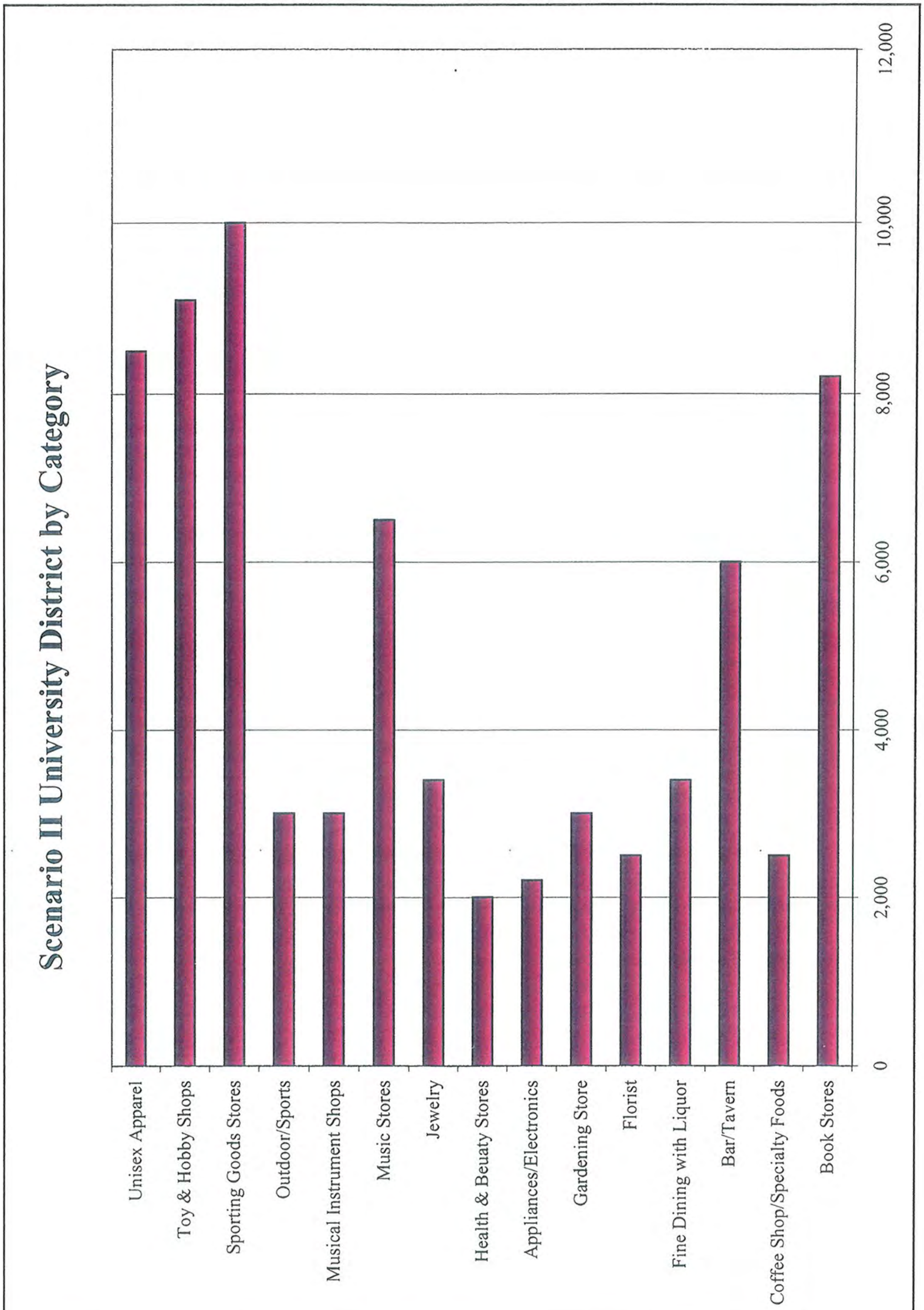

Scenario II Jazz/Blues Entertainment District by Category
20,000
18,000
16,000
14,000
12,000
10,000
8,000
6,000
4,000
2,000
0
Bar/taverns
Fast Food Restaurants
Fine Dining with Liquor

Scenario II Neighborhood District by Category



Scenario II Office Retail District by Category




Scenario II University District by Category
0
2,000
4,000
6,000
8,000
10,000
12,000
Unisex Apparel
Toy & Hobby Shops
Sporting Goods Stores
Outdoor/Sports
Musical Instrument Shops
Music Stores
Jewelry
Health & Beuaty Stores
Appliances/Electronics
Gardening Store
Florist
Fine Dining with Liquor
Bar/Tavern
Coffee Shop/Specialty Foods
Book Stores

Rationale

The rationale behind our recommendations are listed below:

1. ***Current abundance of vacant space:*** There is currently over 200,000 square feet of vacant ground floor space within the study area, creating significant voids in the market. The downtown area is over-retailed in terms of furniture and beauty supplies, but is lacking in areas such as non-religious books, apparel and restaurants.
2. ***Under-utilization of upper floor space:*** Many upper floors are either vacant or being used as storage facilities. By renovating the upper floors into apartments or condominiums, there will be an increase in demand for nearby retail and commercial amenities. However, the conversion of these buildings to residential uses will increase the downtown population density, while redistributing the existing Macon/Bibb County residents as opposed to creating a population increase.
3. ***Weak Demographic Characteristics:*** Weak demographic characteristics reduce Macon's ability to draw more upscale retailers. Therefore, the focus of retail tenants should be value-oriented merchants, such as Sears, Mervyn's and The Gap. High-end retailers such as Crate & Barrel, Nieman-Marcus or Saks will have a difficult time finding a customer base in Macon. Attracting young, affluent residents to the renovated downtown housing would improve the level and sales potential of downtown retailers.
4. ***Competition from the Colonial Mall of Macon:*** The presence of the Colonial Mall of Macon and the regional draw it enjoys will require downtown Macon to compliment, not copy the mall. The mall will intercept customers coming from the south and west, which include many of the residential areas exhibiting stronger demographic characteristics. Therefore, the downtown needs to provide some shopping opportunities that the mall does not.
5. ***Regional Accessibility:*** The planned rail station that will link Macon with Atlanta and other surrounding cities will help bring customers and tourists to the city of Macon. In addition, the rail should be promoted as a means to develop Macon as a bedroom community to Atlanta, giving people the advantage of living in a small city, but working in Atlanta. These factors will boost sales potential for the Macon downtown both within the trade area and beyond.

SECTION V. PARKING ANALYSIS

The parking analysis determines if there is a parking deficiency, how to create additional parking, and the best locations for parking as it relates to retail shopping and additional growth. Parking demand is defined as the peak accumulation of parked vehicles generated by each building or land use within a study area. The following methodologies are utilized in this parking study to analyze the demand for parking in the Cherry Street Retail District:

- ***Shared Parking Analysis***; based on a method of analysis that accounts for the differences in the time of peak parking demands for a variety of types of businesses.
- ***Urban Land Institute (ULI) Standards***; based on research of parking demand standards. The ULI researches and publishes standards for land development.
- ***City of Macon Zoning Codes Requirements***; based on the requirements outlined in the city's zoning code.

The Shared Parking Analysis is the most appropriate methodology to utilize in an urban mixed use environment such as the Cherry Street Retail District because it accounts for the different peak demand times of the variety of uses within the downtown. For the purposes of this study, the Cherry Street Retail District is defined as the buildings that front Mulberry, Cherry and Poplar Streets between New and Martin Luther King Jr. Streets and the buildings that front First, Second, Third, Broadway Streets and Cotton Avenue between Plum and Walnut Streets.

Existing Conditions

Presently, the Cherry Street Retail District has a total of 5,427 parking spaces available for the public, office workers and shoppers located within private parking decks, public parking decks, on-street parking and public and private surface lots.

A 300 feet walking radius is the maximum distance shoppers are likely to walk from a parking lot to shopping. Based on this industry standard, much of the area along Cherry Street does not have deck parking within 300 feet. Exhibit One on page 42 outlines the 300' parking deck radius circles as well as all of the on-street parking. The radius circles outline areas in close proximity to parking. Areas outside of the circles have less parking close by.

Table Two on page 43 outlines the existing parking within the district on a block by block basis. Each block has been given a designated number for analysis purposes as noted on Exhibit One on page 42.

RETAIL & PARKING ANALYSIS & PLANNING STUDIES

for

CHERRY STREET RETAIL DISTRICT

Macon, Georgia

Prepared for:

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16 November 2000

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E
S

0' 150' 300' 600'

KEY:

EXISTING PARKING GARAGE

EXISTING LOADING ZONES ON STREET

300' RADIUS FROM EXISTING PARKING GARAGE

EXHIBIT 1: EXISTING PARKING COUNTS & 300' RADII CIRCLES FROM DECKS

Location	*Number of Publicly Owned-(On-street) Spaces Available*	*Number of Privately Owned Spaces*	*Total Parking Spaces Available*
Block 65	35	336	371
Block 20	40	272	312
Block 20; B B & T Parking Deck		250	250
Block 19	41	202	243
Block 19; Charter Parking Deck		199	199
Block 18	33	145	178
Block 18; Cassidy Parking Deck		90	90
Block 64	54	174	228
Block 21 *	71	64	135
Block 21; Central Ga. Health Parking Deck *		150	150
Block 22*	76	56	132
Block 22; Fulton Federal Parking Deck*		150	150
Block 23 *	59	54	113
Block 23; City Deck*	800		800
Block 23; Bank of America Deck*		47	47
Block 63	43	173	216
Block 40 *	68	54	122
Block 40; Sun Trust Parking Deck *		300	300
Block 39 *	103	85	188
Block 38 *	95	108	203
Block 38; Damaste Parking Deck *		200	200
Block 62	50	120	170
Block 41 *	36	207	243
Block 42 *	64	20	84
Block 43 *	75	76	151
Block 17	31	121	152
Totals			5,427
(3,018 spaces available in core retail area)			

***Table Two** outlines the public and private parking spaces that currently exist in the Cherry Street Retail District. The on-street parking noted for each block are those spaces on the half of the street adjacent to that specific block designation. The blocks designated with an asterisk are part of the core retail shopping and utilized for the detailed parking study. 3,018 parking spaces available in core retail area.*

Table Three, on page 44, outlines the total existing square footage (on all floors) of retail, office, residential, vacant and restaurant space in the Cherry Street Retail District.

Block	*Restaurant or Bar*	*Retail Shops and Personal Services*	*Offices*	*Residential Units (square feet)*	*Other (Institutional Churches)*	*Vacant Space*
65	0	0	4,341	0	61,368	0
20	0	0	310,844	0	0	0
19	0	0	169,888	0	0	0
18	0	13,898	85,129	47,600 (hotel)	7,939 (machine shop)	0
64	0	7,553	120,620	0	38,128 (health club)	0
21*	5,218	38,859	52,177	10,782	71,544	75,690
22*	37,712	23,616	133,861	213,257 (Dempsey)	10,000 (instit)	74,082
23*	11,300	1,966	322,500	3,979	17,000 (theatre)	19,500
63	0	0	6,100	0	74,938 (auditorium and chapel)	0
40*	12,632	33,700	305,300	4,193	20,454	41,864
39*	10,081	60,185	10,620	12,500	21,077 (theatre)	213,264
38*	10,283	77,437	20,909	15,300	80,494 (warehouse)	104,672
62	0	16,389	98,845	0	0	1,040
41*	1,570	26,259	48,076	0	29,498	35,292
42*	33,148	58,193	4,004	0	24,983 (old hotel)	94,882
43*	0	20,014	67,299	0	0	63,637
17	0	3,582	60,914	0	0	
37	4,421	14,088	7,354	0	30,660 (museum)	113,908
44	0	15,149		0	19,890 (rescue mission)	0
Total	126,365	412,888	1,828,781	307,611	507,973	837,831

Table Three outlines the existing square footage by block currently in the study area. The asterisks represent blocks that are located in the core retail area of the downtown and are the focus of the parking study.

Upon reviewing the Cherry Street Retail District, the eight core blocks fronting and within the retail loop were determined to be the center of the district and most intensely utilized. As such, this parking study will focus in detail on these eight blocks. The number designation of these are blocks 21, 22, 23, 38, 39, 40, 41, 42, and 43 as noted on Exhibit One.

This central district contains a mix of primarily two to five story buildings as well as several larger buildings up to 14 stories. The pattern of development for this area is based on the original platting of 25 feet wide by 210 feet deep lots with wide boulevards traversing the downtown. The blocks in downtown Macon are 600 feet center line to center line, which is quite large. This block size creates buildings that are too deep for the most efficient use of the space for retail. The ideal depth for retail is 80 feet. Therefore, for the purposes of the parking analysis calculations, the square footages are reduced by 25% to account for the inefficient building depths.

This surface parking lot at the corner of Mulberry and First Streets is a popular lot for adjacent office employees.

Analysis of Estimated Parking Demand by Method

1. Parking Demand Based on Urban Land Institute Standard Rates;
Parking demand is 6,915 spaces based on the ULI rates as outlined in Table Four. Each land use, such as retail, office or restaurants, is counted separately for this analysis. The ULI parking demand standards are based on requirements for the peak day of the year. This analysis ignores potential shared parking efficiencies that can be utilized due to the hourly and monthly variations in demand due to the specific land uses in a study area. The shared parking variations will be discussed later in this study.

Based on the ULI analysis, which incorporates the existing square footages within the Cherry Street corridor eight block area; 6,915 spaces are required at the peak weekday time and 4,873 on the weekend.

Cherry Street is a great street for shopping with its convenient on-street parking and tree lined streetscape.

Category	*ULI requirement Per 1,000 s.f Weekday / Weekend*	*Cherry Street Retail District Six Interior Blocks (Square Footage)*	*Parking Required; Weekday*	*Parking Required; Weekend*
Restaurants	20.0 / 20.0	121,944	2,440	2,440
Office	3.0 / 0.5	964,746	2,892	482
Retail	3.8 / 4.0	240,000	912	1,280
Residential	1.0 per unit	260 units	260	260
Other	1.5	274,960	411	411
Vacant	0	659,246	0	0
Total required Parking spaces			6,915	4,873

***Table Four** outlines the parking requirements based on ULI parking standards.*

2. Parking Demand Based on the Current City of Macon Zoning Code;
Applying the zoning code requirements to the existing users within the eight block Cherry Street retail loop area, 4,275 parking spaces are required as outlined in Table Five. The code allows off-street spaces within 700 feet of the site to be counted and also allows some shared parking on Sundays with churches. These standards are based on demand for the highest peak day during the whole year.

The red curb "loading zone area" is taking up prime on-street parking spaces for shoppers. The red car and white van are illegally using this space as parking. Better utilization of alleys or a formal restricted loading zone hour will free up these spaces for parking during peak demand times.

Category	***Requirement***	***Existing Square Footage; (Usable)***	***Required Off-street Parking***
Professional Offices	2.0 / 1,000 s.f.	964,746	1,928
Retail Businesses	2.5 per 1,000 s.f. of sales area	320,215 (assume 75% sales area) = 240,161 and 25% reduction for inefficient building depth = 180,120 s.f.	450
Hotel	1 per room & 1 per 5 employees	0	0
Restaurants And bars	1.0 / 5 seats plus 1.0 / 100 s.f. of hallways	121,944 (Assume 1 seat per 25 s.f. and 10% hallways	975 + 121 = 1,096
Residential	1.5 per unit	260,011	390
Vacant	0	529,072	0
Other	1.5 / 1,000 s.f.	274,960	411
TOTAL			4,275

Table Five *outlines the parking demand based on the City of Macon Zoning Code.*

Several on-street spaces are reserved for government workers and elected officials which prohibit these convenient spaces from being used by shoppers.

3. *Parking Demand Based on a Shared Parking Analysis as outlined by the ULI Shared Parking Analysis Methodology;*

Based on the shared parking analysis, 3,571 parking spaces are required for the core retail district. A Shared Parking Analysis studies the characteristics of the parking demand for each component or building use (restaurant or retail) within the study area and estimates the effects on parking resulting from the specific combination of land uses within the study area. Basically, since different types of businesses have different peak parking demand times, the same parking space could be used at different times by different businesses.

Therefore, due to a combination of businesses, the ability to share a particular parking space becomes relevant. The effects of the shared parking spaces, based on a combination of land uses, potentially could reduce the actual total parking spaces required. This efficient use of parking in turn allows for land to be available for non-parking use. The factors addressed in this shared parking analysis include:

- The type of land use (i.e. restaurant, office, retail)
- The peak parking demand patterns during the day, week, and year for each land use
- The percent of people who visit two or more stores or businesses on a particular trip
- The percent of people who use mass transit, bicycle and/or walk to the area.
- The effect of the captive market, (those who work in the study area and walk to nearby stores).

Table Six outlines the ULI parking standards based on their national research. ULI outlines the number of spaces required per 1,000 square feet of space for each category of space. The categories utilized in this study are Office, 3.0 spaces per 1,000 square feet; Restaurant, 20.0 spaces per 1,000 square feet; and Retail, 3.8 spaces per 1,000 square feet. This is the base point from which the shared parking analysis starts.

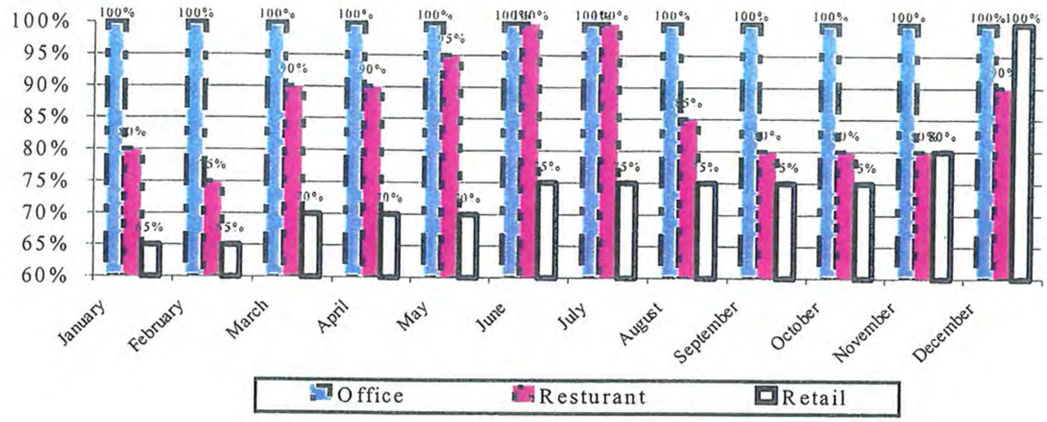
Land Use	*Parking per 1,000 s.f. Weekday*	*Parking per 1,000 s.f. Weekend*
Office	3.0	0.5
Restaurant	20.0	20.0
Residential	1.0	1.0
Retail/personal service	3.8	4.0
Vacant	0	0
Other	1.5	1.5

***Table Six** outlines the Peak Parking Demand Factors based on ULI Shared Parking Standards.*

Parking demand varies based on the month of the year. Certain months have a higher demand for certain types of businesses. For example, retail shops typically have more shoppers in December than any other month, due to the holiday shopping season while office demand is constant all year and restaurants generally have more business in the summer months. Table Seven and the accompanying line and bar graphs outline monthly variations in parking demand for the major land use components of the Cherry Street Retail District. These figures reflect the percent of the peak month parking demand is based on Urban and Institute (ULI) national standards.

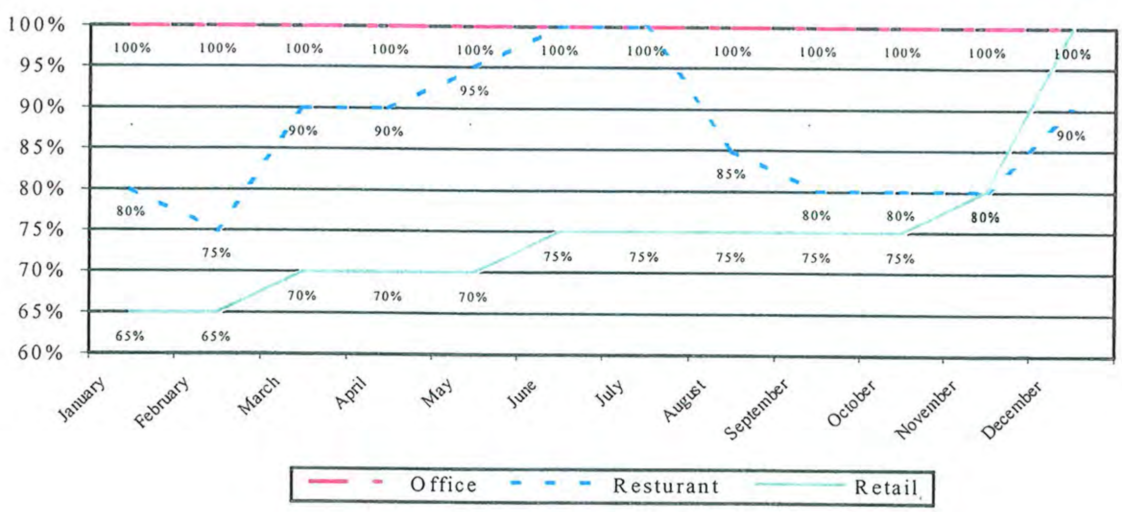
Month	*Office*	*Retail*	*Restaurant*
January	100%	65%	80%
February	100	65	75
March	100	70	90
April	100	70	90
May	100	70	95
June	100	75	100
July	100	75	100
August	100	75	85
September	100	75	80
October	100	75	80
November	100	80	80
December	100	100	90

***Table Seven** outlines the Monthly Variations as a Percent of Peak Month demand based on ULI standards.*



The bar graphs represent the percent of peak parking demand by month for office, restaurant and retail uses.

Monthly Variations of Peak Parking



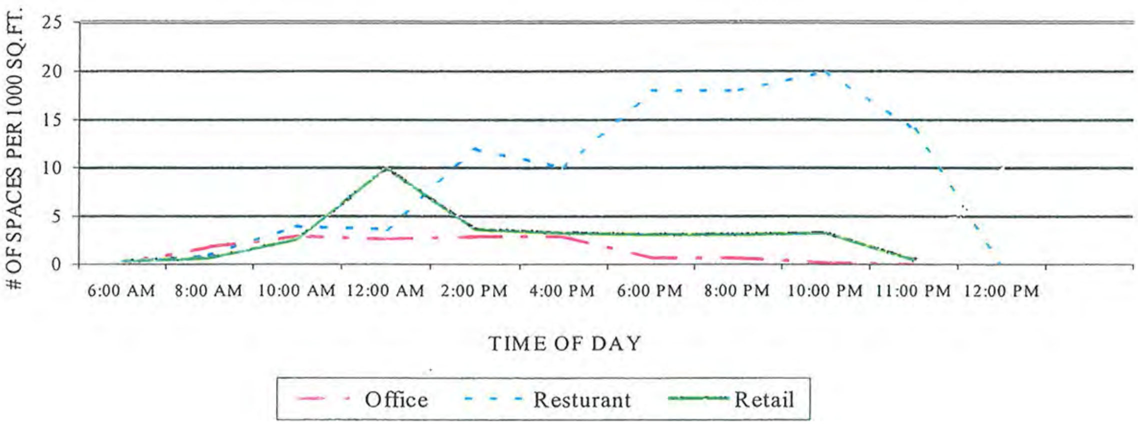
Peak parking demands vary by use and by month as depicted in this chart. Retail parking demand peaks in December, restaurant in June and July, whereas office parking and residential demand remains consistent during the year.

Parking demands also vary during the day based on the type of business. Table Eight reflects the percent of the peak for that particular hour for each type of business. Table Nine outlines by each hour how parking demands vary within the Cherry Street Retail District. These tables show how application of the shared parking analysis can utilize the same actual parking space because of differing peak parking demand times. For example, restaurants peak in the evening, while office uses peak during the day. These two users can utilize the same parking spot all day; instead of having empty spaces during the day at restaurants and empty spaces at offices during the evening.

Time of Day	*Office Weekday*	*Residential Weekday*	*Retail Weekday*	*Retail Weekend*	*Restaurant Weekday*	*Restaurant Weekend*
7:00 am	20%	95%	8%	3%	2%	2%
8:00 am	63	90	18	10	5	3
9:00 am	93	87	42	30	10	6
10:00 am	**100**	85	68	45	20	8
11:00 am	**100**	85	87	73	30	10
12:00 noon	90	85	97	85	50	30
1:00 pm	90	85	**100**	95	70	45
2:00 pm	97	85	97	**100**	60	45
3:00 pm	93	85	95	**100**	60	45
4:00 pm	77	87	87	90	50	45
5:00 pm	47	90	79	75	70	60
6:00 pm	23	92	82	65	90	90
7:00 pm	7	94	89	60	**100**	95
8:00 pm	7	96	87	55	**100**	**100**
9:00 pm	3	98	61	40	**100**	**100**
10:00 pm	3	99	32	38	90	95
11:00 pm	0	**100**	13	13	70	85

***Table Eight** outlines Hourly Accumulation by Percentage of Peak Hour Based on ULI Shared Parking Analysis. The peak hours are outlined in bold. The hours that are less than 100% reflect the decrease in parking demands based on the time of the day.*

Hourly Accumulation by Percent of Peak Hour



This graph shows the peaks and valleys, as a percent of the peak, for each land use component in the Cherry Street Retail District. The graph shows how restaurants' parking demand grows in the evening, while the demand for parking for offices tapers off in the evening. Residential parking demands peak between the hours of 11 pm and 6 am.

	Office 897,447 s.f.	*Retail 320,215 s.f. decreased by 25% to 240,161 s.f for inefficient building*	*Residential 261,000 s.f.*	*Restaurant 121,944 s.f.*	*Vacant*	*Other 274,960 s.f.*	
	3.0 spaces per 1,000	*3.8 spaces per 1,000 s.f.*	*Average 1,000 s.f. units = 261 units*	*20 spaces per 1,000 s.f.*	*0*	*1.5 per 1,000 s.f.*	*Total parking demand by hour*
7:00 am	538	73	247	48		0	906
8:00 am	1,695	164	235	121		250	2,465
9:00 am	2,503	383	227	242		300	3,655
10:00 am	2,691	620	221	484		350	4,366
11:00 am	2,691	793	221	726		411	4,842
12 noon	2,422	884	221	1,210		411	5,148
1:00 pm	2,427	912	221	1,694		411	5,665
2:00 pm	2,610	884	221	1,452		411	5,578
3:00 pm	2,503	866	221	1,452		411	5,453
4:00 pm	2,072	793	227	1,210		350	4,652
5:00 pm	1,264	720	235	1,694		300	4,213
6:00 pm	619	747	240	2,178		250	4,034
7:00 pm	188	811	245	2,420		200	3,864
8:00 pm	188	793	251	2,420		150	3,802
9:00 pm	81	556	256	2,178		150	3,221
10:00 pm	81	291	258	135		100	865

***Table Nine** outlines the hourly accumulation of parking demand for the eight block Cherry Street Retail area. This information will be part of the base point for the shared parking analysis and includes the mixture of land uses in the Cherry Street Retail District.*

The peak hour based on this calculation is 1:00 pm with 5,665 spaces required. This does not reflect the potential discounts offered by the Shared Parking Analysis. This is less than the base ULI standards of 6,915 (see Table Four) because of the hourly variations in use. Since the different land uses' parking demands have different times that they peak, when all of the land uses on the study area are combined and their peak parking demand times added together, the 5,665 parking space demand arises. The methodology behind this analysis is as follows: Multiply the percentage of peak hour from Table Eight (for each land use component) by the peak rate outlined in Table Six. Then multiply this by the amount of square footage (in thousands). For example, at 7:00 am during the workweek, office parking demand is 20% of 3.0; (20% multiplied by 3.0 equals 0.6.) 0.6 multiplied by the 897 (in thousands) square feet of office space in the Cherry Street Retail District equals a demand of 538 spaces for office.

owners. Based on this research, adjustments were made to the peak parking demand. The peak month for parking demand is December for retail and constant all year for office, based on ULI standards. Due to the fact that restaurants account for a smaller percentage of space than retail, December (which is the peak month for retail) is the overall peak month rather than June for the Cherry Street Retail District. The "other" uses are primarily churches and theatres which peak in the evenings and weekends.

Category	*Square footage*	*Peak Month Weekday*	*Peak Parking Demand Weekday (base point)*	*What % of customers are handled over the phone?*	*(What % of customers are employees of nearby businesses and walk) Weekday*	*What % of customers frequent two or more stores on one trip*	*What % of customers use mass transit or bicycle?*	*Adjusted demand Weekday (adjustments subtracted from base)*
Restaurant	121,944 s.f.	June and July: 20 per 1,000 s.f	2,420	Less than 5% (121)	33% (798)	15% (363)	Less than 1% (24)	2,420- 121- 798 - 363 - 24 = 1,114
Office	964,746 s.f	Constant all year: 3.0 per 1,000 s.f.	2,892	33% (954)	10% NA (289)	Less than 5% (145)	Less than 1% (29)	2,892- 954- 289 - 145- 29 = 1,475
Residential	261 units	Constant	261	N/a	N/a	N/a	N/a	261
Retail	320,215 adjusted 25% = 240,161	December 3.8 - 4 cars per 1,000 s.f.	912	0	25% NA (228)	25% (228)	Less than 1% (9)	912-228-228-9 = 447
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Total								3,571

Table Ten *outlines the Shared Parking Analysis. Please note that the Dempsey Hotel Building square footage is included but the residents do not contribute significantly to parking demand, therefore the current parking demand should be reduced by the number of residential units in the building (200).*

The Cherry Street Retail District offers a comfortable and attractive environment for shoppers. This pleasant environment reinforces the district's many fine offices, retailers and amenities. Cotton Avenue, as shown above, offers a convenient shopping atmosphere with two travel lanes and parallel parking on each side.

Parking Issues

The following issues were raised or noted during the GPG/NewTown Macon walking tour conducted during the GPG team's field evaluation; in conjunction with GPG's other research in Macon including meetings with business owners, landowners and residents. Implementation of the following options will enhance the Cherry Street Retail District and its parking supply

Issue 1: Increase the On-street Parking Supply within the Core Retail Shopping Streets. In order to correlate the goals of the retail loop and supportable retail development, additional parking is needed that is conveniently located within the loop. Currently, there are designated areas reserved throughout the downtown that are strictly for loading and unloading. Many shoppers are already using these areas illegally for parking. Officially returning some of these areas to formal parking spaces will formalize an existing practice.

Recommendation: Return one loading area per block to formally designated parking spaces. This will create two additional parking spaces per block.

Issue 2: Additional Wayfinding to Parking Decks and the Downtown. Additional signage in key locations to help identify the locations of parking decks, surface lots and specific stores. This will help mitigate the perception of a parking problem. Newly installed signal boxes at road intersections could be utilized for uniform directional signage to downtown parking and other sites. A creative design could be placed over the current boxes to improve the aesthetics.

Recommendation: Implement wayfinding signage program and maps identifying locations of surface and deck parking, as well as other downtown stores and place over the newly installed signalization boxes.

Issue 3: On-street Parking Meters and Increased Enforcement of Chalking Cars Exceeding the Time Limits. Increased enforcement of parking time will ease the parking shortage for short-term on-street parking as offenders will begin to park elsewhere to avoid tickets. Although this will be initially unpopular, enforcement will allow for improved parking for short-term impulse shoppers. Also, the installation of parking meters in the retail district will help ration parking spaces (providing short term parking for those who will pay) and create a revenue stream to help fund other parking improvements.

Recommendation: Increased enforcement of current laws related to the time limits for on-street parking.

Issue 4: Incentives to Motivate Users of Parking in the Cherry Street Retail District. Financial incentives may cause users to reconsider their parking habits. For example, free parking will encourage shoppers to extend their visit.

Recommendation: Provide an incentive, such as allowing the 1st hour free in surface lots or parking decks to motivate users to consider alternatives to on-street parking. Additionally, an incentive such as reduced rates for parking on the top floors of the decks, will motivate users to consider this parking alternative.

Issue 5: Merchants Validate for Parking Deck. Signage to alert drivers that shop owners and businesses validate for parking in the municipal parking decks is a strategy to free up on-street parking.

Recommendation: Encourage shop owners to place small signs in their windows stating that they validate for parking in the rear and place signage directing drivers to the public parking in the area. Implemented in conjunction with an incentive program such as the 1st hour free, will encourage deck parking and free up on-street parking.

Issue 6: Entity Needed to Implement Downtown Parking Management (Public or Private). Convenient and plentiful parking is essential for the downtown to compete with suburban commercial and residential development. Crucial to growth of the downtown and to compete with suburban areas, additional parking in key locations is needed.

Recommendation: Establish a parking authority to study and implement the construction of two strategically located parking decks in downtown Macon. A third deck is recommended as part of the Dempsey Hotel redevelopment.

Issue 7: Parking Circulator. Presently, a parking circulator is under study. The plans include linking parking lots on the perimeter of the downtown to the downtown. This will relieve some of the demands for parking downtown and free up on-street parking if implemented properly.

Recommendation: Implement parking circulator as proposed by others. Please see the graphic on page 60 for the proposed routing.

Parking Findings

This study finds that presently the core eight block Cherry Street Retail District has a statistically inadequate supply of parking, based on the shared parking analysis and its underlying assumptions. There are 3,018 parking spaces available in the core retail area and the shared parking analysis finds that presently there is a demand of 3,571 spaces; leaving a deficiency of 553 parking spaces at the peak hour and peak month.

Cherry Street is a successful example of how to provide convenient on-street parking for shoppers and visitors.

For comparison purposes, table Eleven outlines the estimated parking demand within the core downtown retail area based on each method. The eight block retail loop area is the core retail district within the entire downtown.

Method	*Weekday*	*Available Parking*	*Weekday Excess or Deficiency*
ULI standard	6,915	3,018	-3,897
City of Macon Zoning Code Requirements	4,275	3,018	-1,257
Shared Parking Analysis	3,571	3,018	-553

Table Eleven compares the parking demand based on each method.

It is important to note that the Dempsey Hotel building square footage is included statistically in the analysis, but the present residents do not contribute significantly to parking demand. Therefore, the parking demands should be reduced by the number of units (200); from 3,571 to 3,371; to account for this reduced demand.

In summary, the addition of parking decks in strategic locations and additional on-street parking within the retail shopping district (see exhibit 11 on page 59 for locations) will address the current parking deficiency and provide for additional development. In addition, consistent enforcement of the time limits of on-street spaces, enforcing a policy that employees are prohibited from parking on-street, and adding parking meters will create more short-term parking for shoppers by encouraging use of the rear surface lots and the parking decks for employees and long term users.


RETAIL & PARKING ANALYSIS & PLANNING STUDIES
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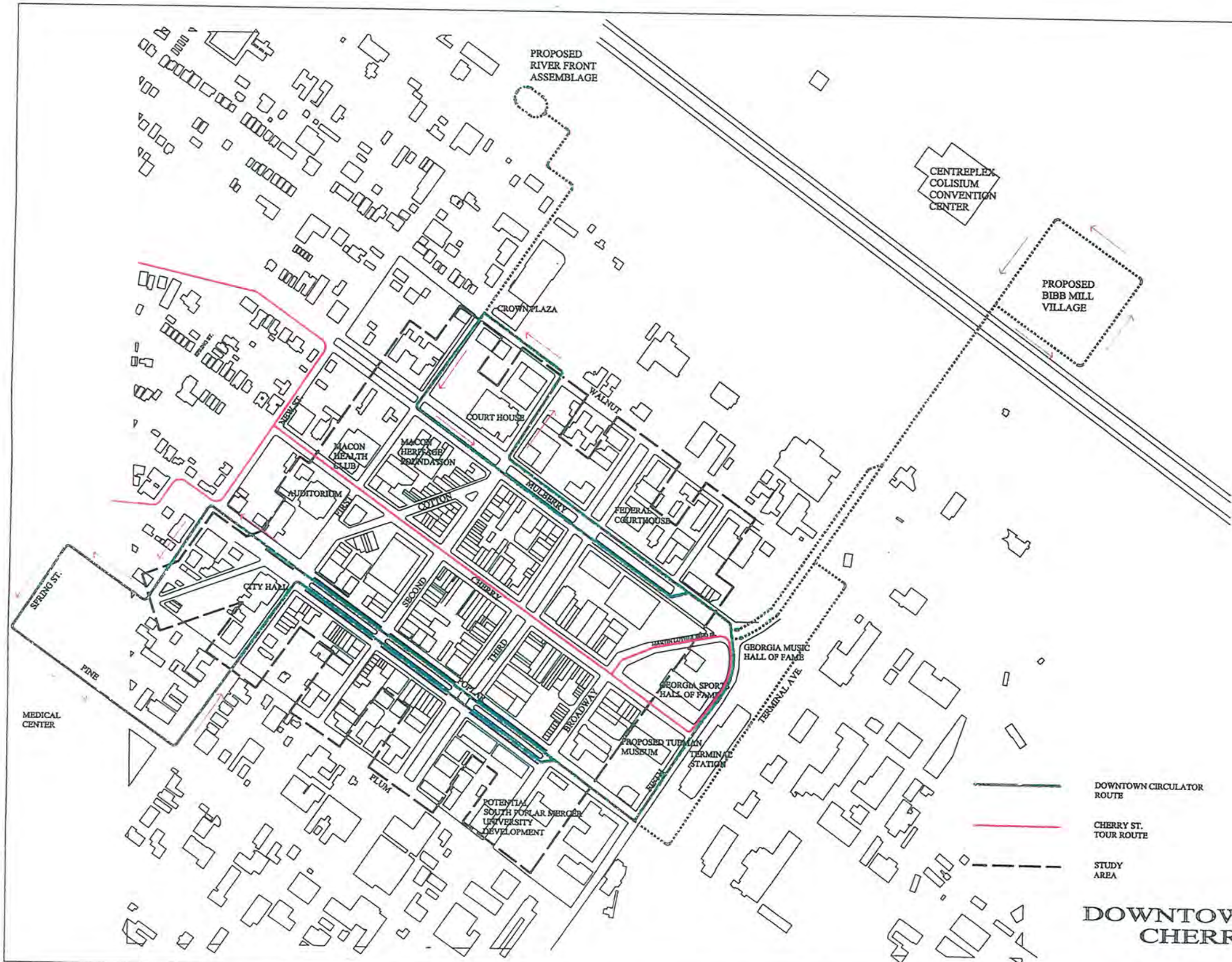
CORE RETAIL
NEIGHBORHOOD SERVICE
QUALITY RESTAURANT/HOTEL
TAVERN/BAR/ENTERTAINMENT
EXHIBIT 11:
PROPOSED
LEASING PLAN
MULBERRY
CHERRY
POPLAR
PLUM
FIRST
SECOND
THIRD
FIFTH
COTTON
MARTIN LUTHER KING JR.
HOTEL
FEDERAL COURTHOUSE
MACON HEALTH CLUB
AUDITORIUM
CITY HALL
OFFICE SUPPLY
CARDS & GIFTS
SHOE REPAIR
LAUNDRY/DRY CLEANER
OPTICAL/VISION CTR.
QUALITY RESTAURANT
COMPUTERS
CHILDREN'S APPAREL
UNISEX APPAREL
MEN'S APPAREL
MEN'S SHOES
ATHLETIC SHOES
DEPT STORE
WOMEN'S APPAREL/SHOES
APPLIANCES/ELECTRONICS
JR. DEPT. STORE
GROCERY
HOME DECOR & ACCESSORIES
HEALTH & BEAUTY
LAUNDRY
QUALITY RESTAURANTS
PERSONAL SERVICES
AUTO PARTS
MEAT & FISH
RETAIL BAKERY
LIQUOR STORE
HOME FURNISHINGS
VIDEO/ENTERTAINMENT
HOTEL
NEW PARKING GARAGE
BOOK STORE
MUSIC STORE/
MUSICAL INSTRUMENTS
EXPAND TO SPORTING GOODS
TOY & HOBBY
GARDENING STORE
OUTDOOR SPORTS
ELECTRONICS
PHARMACY
UNISEX APPAREL, BAR, QUALITY RESTAURANT, COFFEE SHOP, HEALTH & BEAUTY, JEWELRY, FLORIST.
QUALITY RESTAURANT
BAR/TAVERN
PROPOSED TUBMAN MUSEUM
TERMINAL STATION
GEORGIA SPORTS HALL OF FAME



RETAIL & PARKING
ANALYSIS & PLANNING
STUDIES
for

CHERRY STREET RETAIL DISTRICT

Macon, Georgia

Prepared for:

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Prepared by:

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16 November 2000

DOWNTOWN CIRCULATOR ROUTE	
CHERRY ST. TOUR ROUTE	
STUDY AREA	

EXHIBIT 15: DOWNTOWN CIRCULATOR/ CHERRY ST. TOUR RTE. DIAGRAM

SECTION VI. MASTER PLANNING ISSUES AND REVIEW OF OTHER PROPOSED PLANS

The following issues were identified through research in Macon, GPG's experience in other cities, the walking tour with community leaders and representatives of *NewTown Macon, Inc.* as important issues to discuss and address as part of this study. Implementation of these recommendations, based on our experience will enhance the development potential of the Cherry Street Retail District.

Issue 1: Proposed Riverside Development. A mixed use development along the Ocmulgee River has been proposed. This project is in the conceptual design stage. The program is focused on attracting large users such as office and new residential units that may normally locate in a suburban/greenfield location. This would provide the downtown area with opportunities for new development that compete with greenfield sites.

Recommendation: Retain the focus of riverfront development at differing price points to avoid direct competition with the downtown but allowing the riverfront to compete with greenfield sites.

Issue 2: Poplar Street and Streetscape Re-Design. Poplar Street is currently under construction with a new streetscape design. The proposed design diversifies use of the street to include a more comfortable pedestrian space in the median as well as adequate traffic flow and additional parking. This area also currently includes a bus station.

Recommendation: Implement designs as proposed, but be sure to incorporate a temporary transit connection with plans to move the multi-modal station to the Terminal Station. The temporary station could then be converted to parking.

Issue 3: Brick Façade standing at the corner of Martin Luther King Jr. Boulevard and Plum Street. This façade contributes to the pedestrianism of the street and should be preserved as part of the redevelopment of this parcel.

Recommendation: Preserve the existing façade as part of the redevelopment of this site.

Issue 4: Median on Poplar Street at the Intersection of Cotton Avenue. This median prevents vehicular traffic from turning west onto Cotton Avenue from northbound Poplar Street and eastbound traffic on Cotton from turning north on Poplar. In addition, it prevents pedestrians traversing the new sidewalk through the plaza along the line of Cotton Avenue from continuing in that direction along Cotton Avenue. People who are handicapped and navigating strollers can not negotiate the median because it does not have ramps through it. The median creates a pedestrian and psychological barrier between the city hall and the new park in front of the city hall, disconnecting the park from the city hall.

Recommendation: Remove the median to allow free traffic movement and pedestrian crossing.

The new median at Poplar Street and Cotton Avenue prevents vehicular traffic northbound on Poplar from connecting to the shops and businesses on Cotton Avenue and the hospital area. The raised median also prevents pedestrians, strollers and the handicapped, from crossing directly to the new civic square.

Issue 5: Park and Streetscape Design at Poplar and First Street. The new park itself is a good idea and if implemented properly, will enhance the area as a focal point and effectively connect the city hall, auditorium and religious buildings that front the park. The park will need to be extended and streets created in front of the auditorium and on the side of the religious facility. Changing the parking on First Street west of Poplar (by City Hall) from parallel to angle will increase the on-street parking space inventory. Under the current proposed design by Claxton Architects, five street trees are planted in the street. The location of the trees as proposed, limits the increase in the amount of parking to only one space. Conversely, placing the street trees within the sidewalk will free up space for more on-street parking spaces.

Recommendation: Plant trees within sidewalk rather than in the street to add additional parking spaces. A long term plan to extend the park to the auditorium, in combination with the addition of streets flanking the park on all sides, with parallel parking along the park would create a connection between the city hall and the auditorium and contribute to a truly wonderful park experience.

Issue 6: Street Connections from/to Hospital/Cotton Avenue area and Cherry Street. Cotton Avenue, between Poplar and Plum Streets, has a void of building mass on the south side. This creates a situation that is uncomfortable for the pedestrian and disconnects the restaurants on Cotton Avenue north of Plum Street from the downtown. Rebuilding the south side of the street with offices and restaurants would create a connection between the downtown and the hospital area along Cotton Avenue and re-establish the former streetscape in a scale and proportion comfortable for the pedestrian.

Recommendation: Develop buildings on the south side of Cotton Avenue between Poplar and Plum Streets to create a viable street for pedestrians and a proper connection between downtown and the hospital.

Issue 7: Inconsistent Street Tree Planting and Tree Wells. Gaps between the existing street trees on scattered streets throughout the downtown cause disruption in the visual appeal and rhythm. In addition to improved aesthetics, new trees could provide additional shade for shoppers. Please see Exhibit 5 on page 64 for locations of existing street trees. The tree wells throughout the downtown are also inconsistent in pattern, with both round and square tree wells in certain areas. The square tree wells provide a more traditional feel than the round and as such, are considered more appealing.

Recommendation: Develop a tree planting program for all streets, which addresses re-planting, maintenance and irrigation, in order to enhance the street as a favorable shopping and business environment. Develop a plan to change the round tree wells to square in order to create a more traditional feel to the downtown area.

New street trees in areas where there are gaps will increase the intimacy for pedestrians and provide respite from the hot sun for shoppers.

RETAIL & PARKING ANALYSIS & PLANNING STUDIES

for

CHERRY STREET RETAIL DISTRICT

Macon, Georgia

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EXHIBIT 5: LOCATIONS OF EXISTING STREET TREES

Issue 8: Street Tree Maintenance. Street trees appear poorly maintained and there are numerous vacant tree wells. Lack of consistent branch trimming decreases the visibility of stores from the street.

Recommendation: Trim limbs and branches up at least 12 feet from grade as part of an overall tree maintenance program to provide visual clearance to storefronts.

Issue 9: Use of Alleys for Loading and Unloading. Macon's alleys downtown are underutilized for loading and unloading. Alleys could be better used to provide more efficient use of public spaces. Red demarcated street curbs currently designated for loading and unloading steal convenient on-street parking from shoppers.

Recommendation: Use alleys for more of the loading and unloading and designate streets for unloading during certain restricted morning hours, such as from 6 am to 9 am.

Vehicles utilize the "red demarcated loading zone" for parking, while the alley is equally available for loading. As shown above, shoppers will park in the loading zones despite the restriction.

Issue 10: Downtown Residential Housing. Mixed use buildings with residential units above the office or store contribute to a vibrant street during the evening hours and provide additional "eyes on the street," increasing the level of safety in the downtown area.

Recommendation: Continue to allow and promote housing downtown in newly renovated buildings. Off-street parking requirements should be reduced and overnight parking on-street should be allowed. Residential development should be a mix of both owner occupied condominiums and rental apartments at various price points.

Issue 11: Traffic Calming and Pedestrian Safety on Martin Luther King Jr. Boulevard. The Museum and Cherry Street Retail District are bisected by Martin Luther King Jr. Boulevard, a state arterial, which funnels large trucks through downtown. Enhancing the safety of pedestrians through traffic calming techniques will contribute to a more vibrant shopping district.

Recommendation: Add pedestrian crossing signs and paint striping, as appropriate, at all road intersections in the district and at mid-block alley crossings. Develop creative ideas to slow truck traffic down, such as not sequencing the signals, adding on-street parking on Martin Luther King Jr. Boulevard; or finding an alternative truck route.

Issue 12: Bicycle Storage. Presently, there are no bicycle racks in the Cherry Street Retail District leading bike riders to lock their bikes to power or light poles. Providing a place for bikes to be locked up improves the appearance of the streetscape and provides an official location for bikes.

Recommendation: Place one bike rack per block on each side of Cherry Street, Mulberry Street, Poplar Street, First, Second Street and Third Streets.

Issue 13: Existing City of Macon Sign Ordinance. Macon's sign ordinance allows does not address details such as size, materials and colors. Addressing these issues will contribute to a pedestrian oriented main street retail district.

Recommendation: Consider amending sign codes to address size, colors, and materials as noted in this report to allow for signage that reinforces the historic character of Macon and contributes to a pedestrian shopping environment.

Issue 14: Streetscape and Sidewalk Maintenance. Garbage cans are broken and outdated. Grease and other stains are visible on sidewalk. These are two examples of a poorly maintained downtown streetscape that contribute to a less attractive environment for shoppers.

Recommendation: In order to create a more pleasant streetscape, powerwash the sidewalk on a regular basis, at least once a week, although daily is preferred. Establish a schedule for painting of parking meters, replacement of cracked sidewalk and maintenance of garbage containers. Purchase garbage containers that match the high quality shopping environment of the Cherry Street District. It is GPG's understanding that a Business Improvement District (BID) is under development by NewTown Macon and will include a public amenity maintenance endowment.

This garbage container and sidewalk are in disrepair and detract from the area as a quality retail district. This type of landscaping contributes to the perceived safety concerns in the city center.

Issue 15: Downtown Hotel. The Dempsey Hotel Building, located at Third and Cherry Streets, is at the intersection of the two main streets in the downtown and is presently not utilized in a manner that is its' best use for the downtown. The building is a tremendous opportunity for redevelopment into a more vibrant use such as a hotel or condominiums. A downtown hotel will be needed as the city further evolves into a regional shopping hub and tourist destination in conjunction with the newly established rail service.

Of course, with any redevelopment, similar apartments and housing will be necessary to be developed for the current residents. These units could be newly rehabilitated second and third floor units in nearby buildings that are currently vacant.

Recommendation: Re-locate current residents in the Dempsey Hotel Building to newly rehabilitated housing in the downtown area and convert the building back to a hotel. Some of the 2nd and 3rd story space in other buildings that is currently unused could be refurbished to accommodate these residents, provided the units meet all applicable codes, including provision of elevators. A consultant that specializes in historic hotel analysis and redevelopment should also be utilized to assist with this project.

Issue 16: Music Festival Capitalizing on Macon's Music History. In recognition of the music history of Macon, for example the origination of Capricorn Records and The Allman Brothers Band, and to give downtown Macon positive exposure, consider starting an annual music festival based on southern rock. Utilize active bands of that genre on multiple stages throughout the downtown and complement with artisans.

Recommendation: Form a task force to further explore and or implement the music festival concept.

Issue 17: Incentives for re-development of first floor retail. Incentives such as density bonuses (more square footage allowed on a site) in exchange for developing retail space on the first floor can be utilized to require retail on the first floor. This type of program can be utilized for redevelopment of existing buildings and or new buildings. Also, reduced parking requirements is another program that could be utilized to encourage retail shops on the first floor.

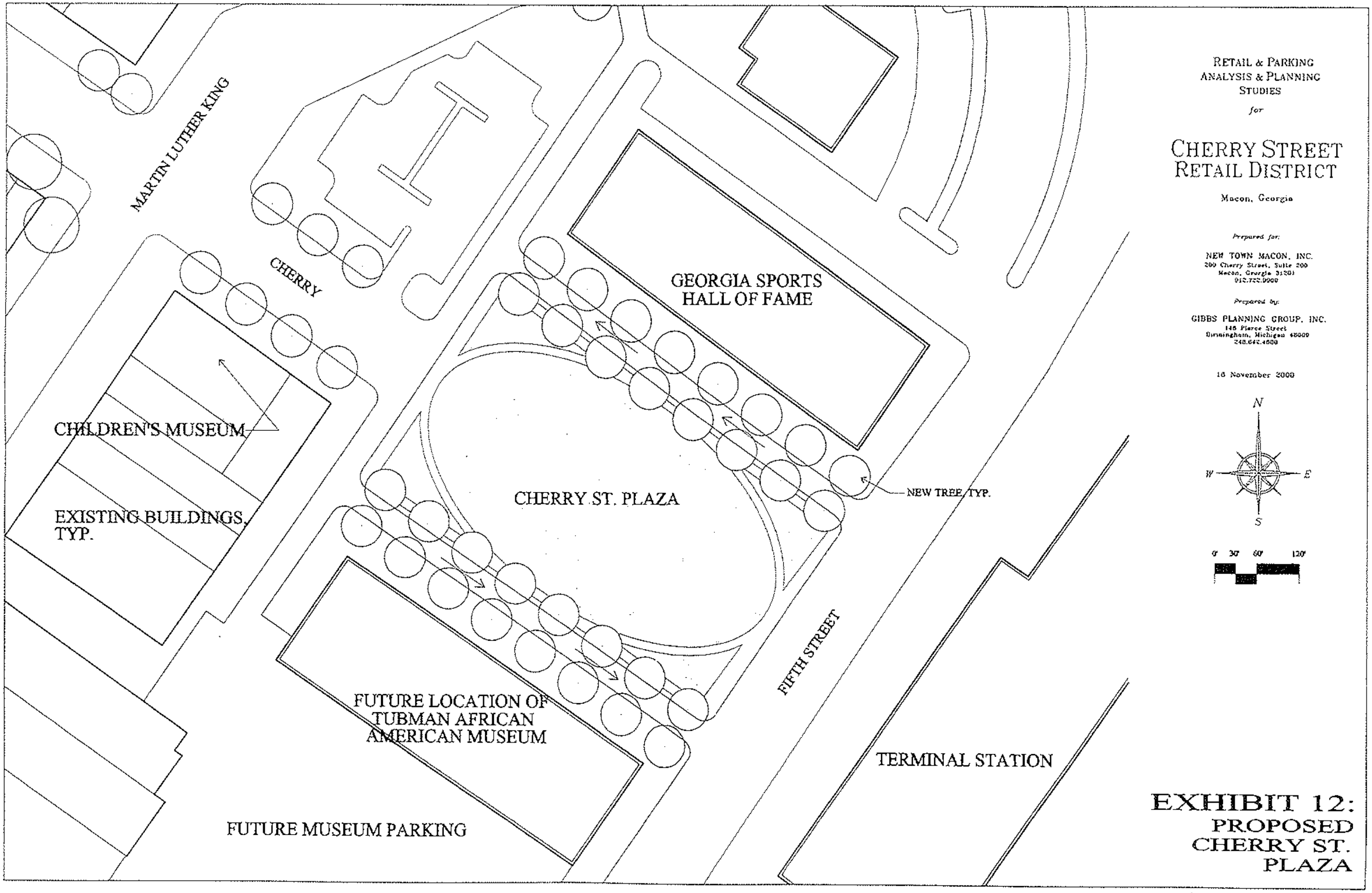
Recommendation: Encourage the City of Macon to implement these programs.

Issue 20: Adopt a Municipal Color. Many cities across the world utilize their own color for painting street furniture to create a unique identity. For example, London uses "London Red" as their municipal color, which they use to paint street furniture including phone booths.

Recommendation: Adopt a color to contribute to Macon's unique identity.

Issue 18: Connection Between The Terminal Station and the Cherry Street Retail District. It is important to retain a vehicular link between the Terminal Station and the retail district. Currently visual and vehicular connections allow people to see the terminal station and drive to it from downtown and vice versa. Taking the current plan to develop a park where the Cherry Street is now and altering it to allow streets on multiple sides of the park will provide the ability to drive between the Cherry Street Retail District and the Terminal Station and allow for vehicular access to museum entrances. In addition, providing a street lining the park will activate the park and create a safer environment for people who use the park, as eyes of those driving by will provide perceived security.

Recommendation: Revise the proposed park plan to include one way lanes as noted in Exhibit Two on page 68. GPG also recommends further study of a streetcar or horse and buggy system within the Cherry Street Retail District.


RETAIL & PARKING ANALYSIS & PLANNING STUDIES for
CHERRY STREET RETAIL DISTRICT
Macon, Georgia
Prepared for:
NEW TOWN MACON, INC.
Prepared by:
GIBBS PLANNING GROUP, INC.
16 November 2000
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0' 30' 60' 120'
MARTIN LUTHER KING
CHERRY
GEORGIA SPORTS HALL OF FAME
CHILDREN'S MUSEUM
CHERRY ST. PLAZA
NEW TREE, TYP.
EXISTING BUILDINGS, TYP.
FIFTH STREET
FUTURE LOCATION OF TUBMAN AFRICAN AMERICAN MUSEUM
TERMINAL STATION
FUTURE MUSEUM PARKING
EXHIBIT 12: PROPOSED CHERRY ST. PLAZA

SECTION VII. BUILDING AND SIGNAGE DESIGN CODE GUIDELINES

The current sign codes in Chapter 25 of the Macon/Bibb County Land Development Regulations are not detailed as to the design of the sign. The following guidelines are recommended based on the creation of sign standards for pedestrian oriented streets and neighborhood oriented stores. These guidelines focus on the design of the sign and its relationship with the building façade, the pedestrian on the street and how the sign impacts retailing.

1. Address numbers shall be a maximum of eight (8) inches in vertical dimension. The quantity and location shall be as required for post office purposes.
2. A single external sign band or zone may be applied to the façade of each commercial building above the first floor level, provided that it be a maximum of three (3) feet in vertical dimension by any length. The sign band may contain multiple individual signs, but all must refer to a tenant of the building. Letter heights on this band may not exceed two feet in height.
3. Additional pedestrian signs or shingles may be attached to a building perpendicular to the façade, extending up to four feet from the façade. These signs may be one and one-half feet in vertical dimension and four feet in horizontal dimension. There may be one individual pedestrian sign for each business located on the first floor. Size of exterior theatre, bar and restaurant signs shall be unlimited if executed in the tube neon style.
4. The storefront glass may be stenciled with signage not to exceed one and one half feet in vertical dimension and four feet in horizontal dimension for each 20 feet of linear façade.
5. Exterior wall mounted restaurant signs shall be a maximum of three square feet in area unless part of a theatre or restaurant neon design.
6. The vertical drip of an awning may be stenciled with signage and be eight (8) inches in vertical dimension by any length.
7. External signs shall not be translucent or channel neon, but may be tube neon or externally lit. Neon sign are also permitted within the interior of windows providing they are a maximum of four square feet in area and meet the provisions of local ordinances.
8. All exterior building signage must advertise a business transacted or goods sold or produced on the premises on which the sign is located; (safety signage excluded).
9. Projecting signs shall be a minimum of (8) eight feet off the sidewalk.
10. Building façade signs shall be designed in conjunction with the overall building windows, door, and front elevation.
11. Building façade signs shall be no more than 24 inches high and any length, except for theatre, bar and restaurant signs, and shall be externally illuminated.
12. Building storefront windows and doors shall be limited to a maximum of two square feet of coverage with stickers, credit card decals, hours of operation, etc.

13. Handwritten and taped signage shall be prohibited on the storefronts and sales interiors.
14. Moving and or flashing signage shall be prohibited.
15. Signage and lettering shall be dimensional in nature. Signs painted to building surfaces shall be prohibited.
16. Temporary sale or promotional signage shall be permitted for up to 45 calendar days per year when less than fifteen square feet in total area.
17. All temporary signage shall be attached to the inside of the storefront only.
18. Businesses shall be permitted one (1) freestanding signboard of five square feet total (each side) for a total of four days a month.
19. External poster and promotional signage is prohibited.
20. Businesses shall be limited to one civic or public event poster or announcement with a maximum size of three hundred square inches anywhere along the inside of the storefront window.
21. Tube neon may be utilized for signs by businesses that are entertainment oriented (restaurants, bars and theatres) if approved by the local planning commission and if they meet local structural engineering codes.
22. Second level window stencil signs shall be permitted when they are less than two square feet in size. Second floor businesses shall be permitted three square feet of signage parallel to building façade next to stairway door.
23. Paint colors shall not be florescent.


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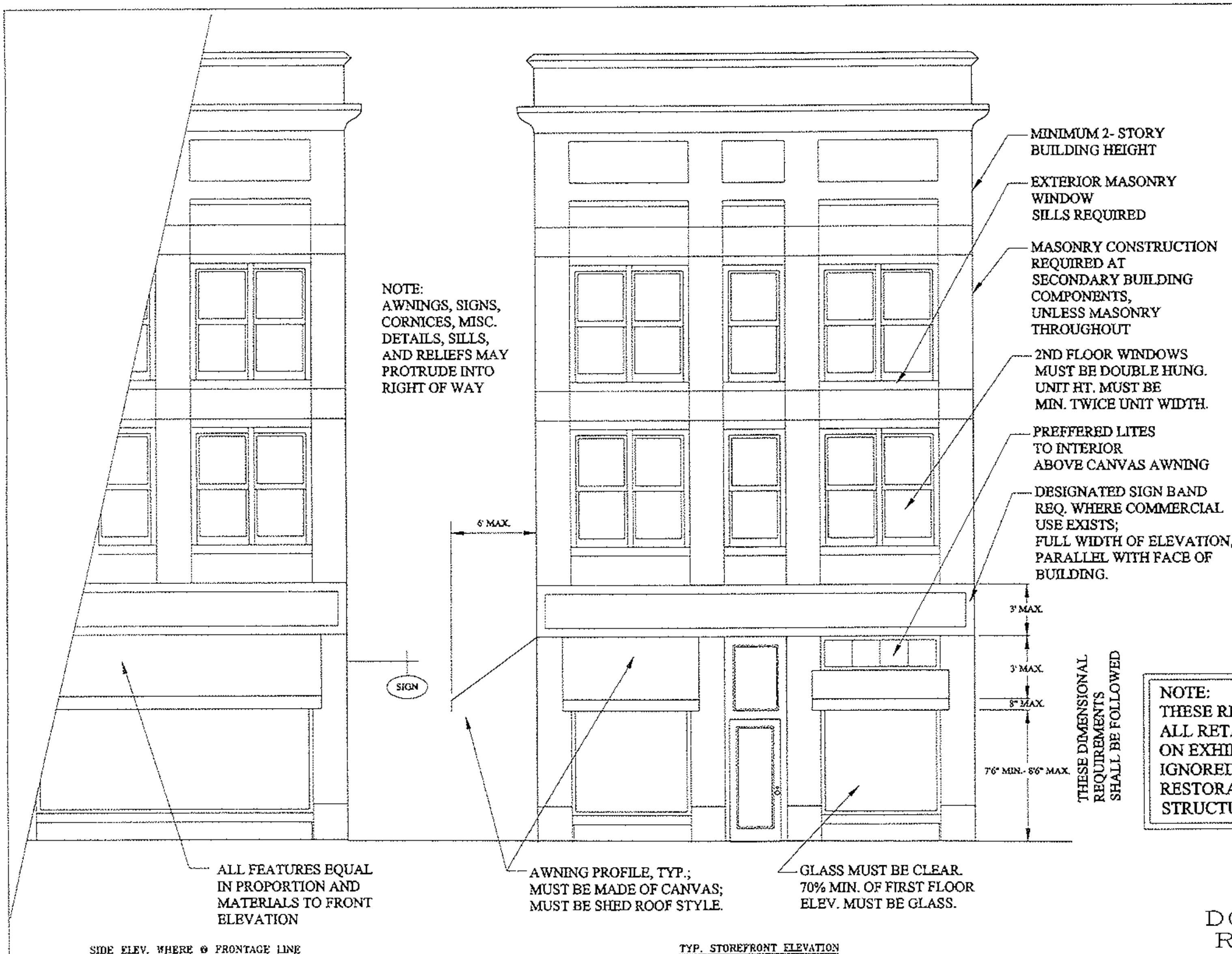
16 November 2000
0' 2.67' 5.33' 10.67'
EXHIBIT 9:
BUILDING
SIGNAGE
CODE
SIGN
SIGN M.D.
SIGN A.I.A.
SIGN D.D.S.
123
4' MAX.
18" MAX.
5' MIN.
3' MAX.
3' MAX.
8" MAX.
7.5' MIN.
OPTIONAL PROJECTING SIGN @ FRONT
AWNING PROFILE, TYP.
TYP. CLEAR PLATE GLASS
TYP. STORE SIDE ELEVATION
TYP. STOREFRONT ELEVATION



RETAIL & PARKING ANALYSIS & PLANNING STUDIES

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Macon, Georgia

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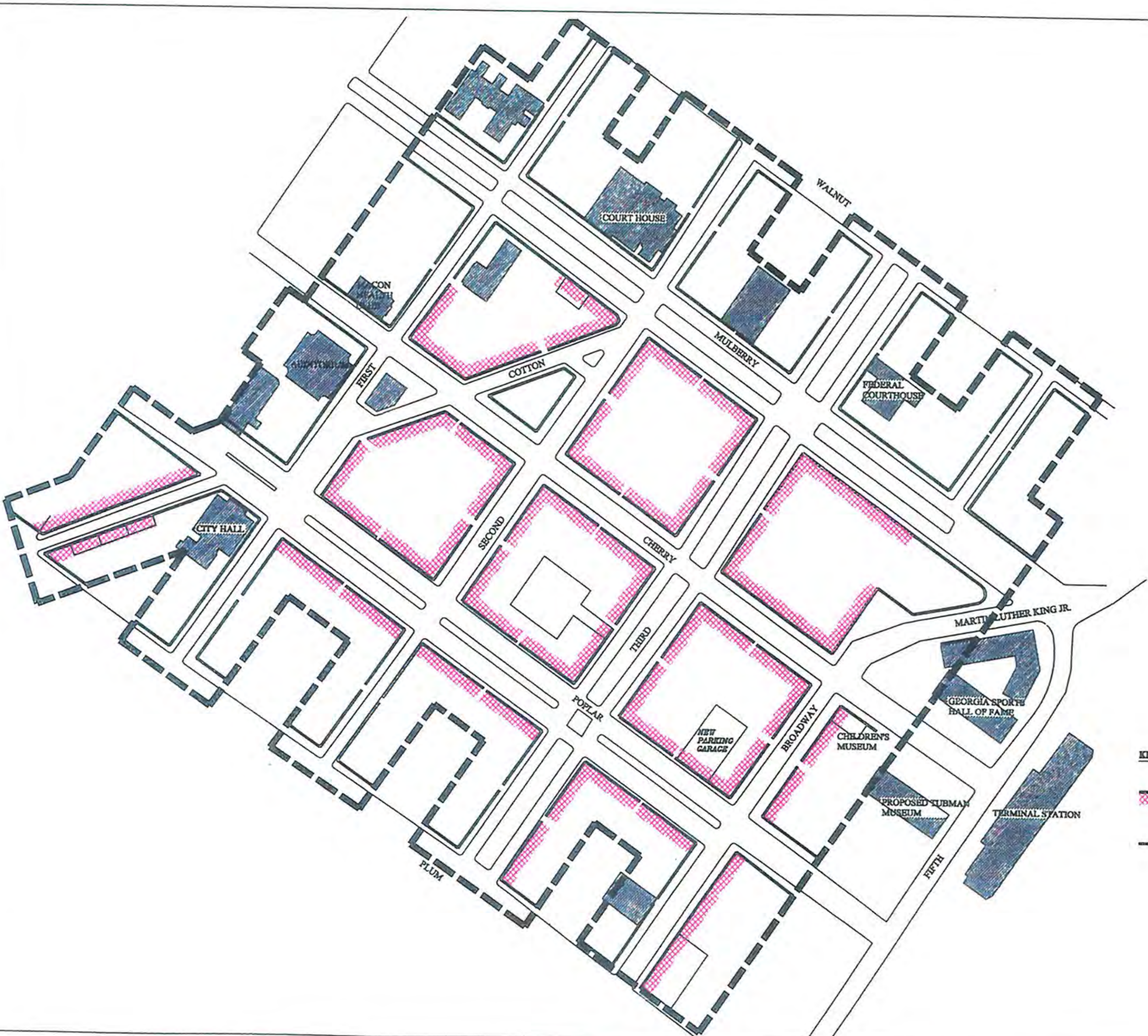
16 November 2000

0' 4' 8' 16'

NOTE:
THESE REQUIREMENTS APPLY AT ALL RETAIL FRONTAGES IDENTIFIED ON EXHIBIT 13 AND CAN BE IGNORED WHERE A METICULOUS RESTORATION OF A PRE-WORLD WAR II STRUCTURE IS BEING UNDERTAKEN.

EXHIBIT 14: DOWNTOWN MACON RETAIL FRONTAGE ARCHITECTURAL CODE



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CHERRY STREET RETAIL DISTRICT

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16 November 2000

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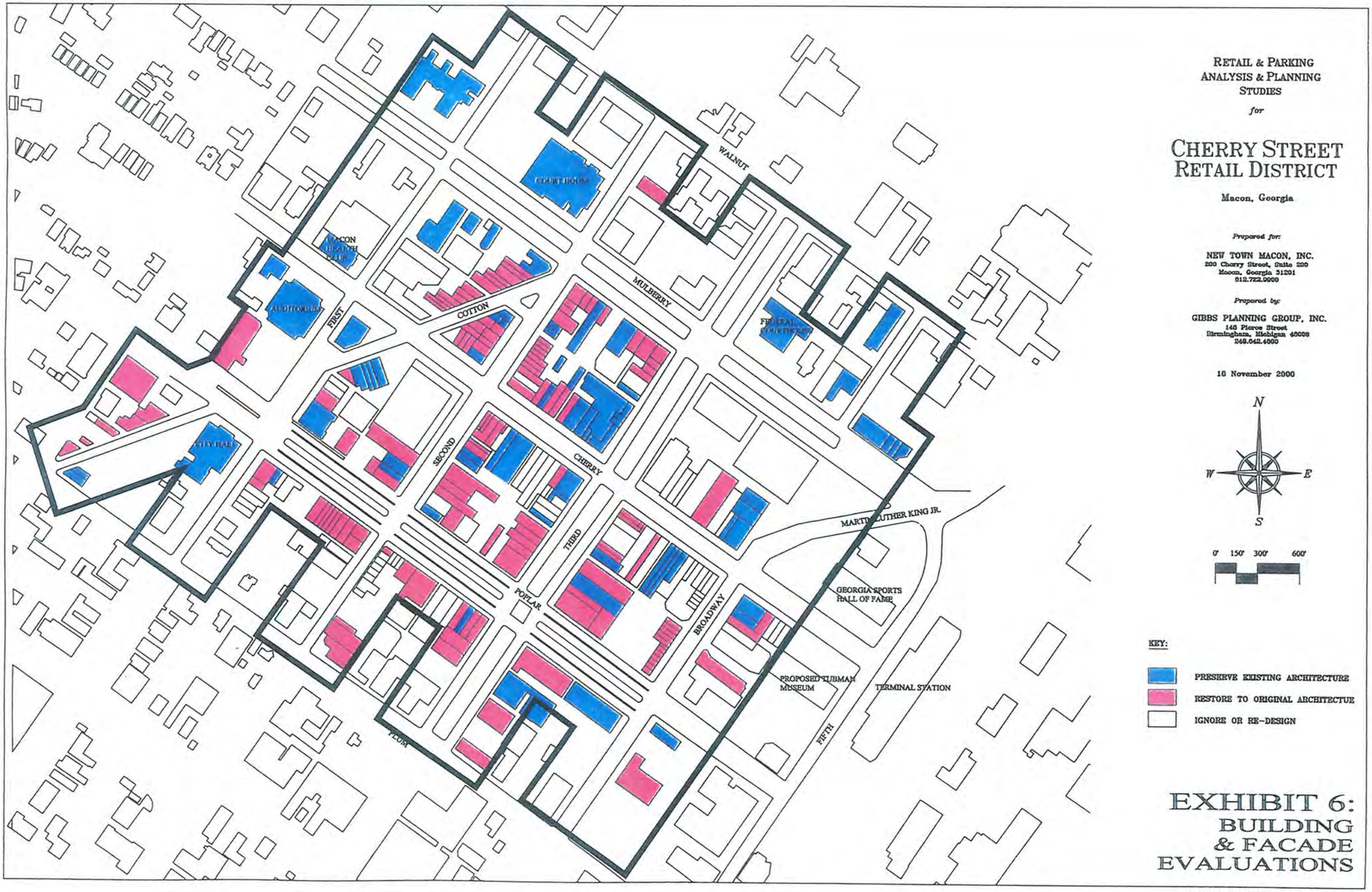
0' 150' 300' 600'

KEY:

RETAIL FRONTAGES:
BUILDING SETBACK = 0'. (SEE EXHIBIT 14 FOR ARCHITECTURAL REQUIREMENTS).

GENERAL FRONTAGES:
BUILDING SETBACK = 0'–10'. ANY COLONIAL, FEDERAL, OR GEORGIAN STYLE TOWNHOMES MUST HAVE A FLAT FRONT AND A CONTINUOUS ROOF LINE PARALLEL TO THE FRONT STREET, EXCEPT AT OPTIONAL SINGLE STORY PORCHES. CIVIC BUILDINGS ARE EXEMPT FROM SETBACK REQUIREMENTS.

EXHIBIT 13: RETAIL AND GENERAL FRONTAGE LINES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KEY:
PRESERVE EXISTING ARCHITECTURE
RESTORE TO ORIGINAL ARCHITECTUE
IGNORE OR RE-DESIGN
EXHIBIT 6:
BUILDING
& FACADE
EVALUATIONS
WALNUT
MULBERRY
COTTON
FIRST
SECOND
CHERRY
THIRD
POPLAR
BROADWAY
PLUM
FIFTH
MARTIN LUTHER KING JR.
COURT HOUSE
AUDITORIUM
CITY HALL
MACON HEALTH CLUB
FEDERAL COURTHOUSE
GEORGIA SPORTS HALL OF FAME
PROPOSED TUBMAN MUSEUM
TERMINAL STATION

SECTION VIII. CONCLUSIONS

The purpose of this section is to provide a brief summary of the major issues of this report with regards to Macon's revitalization efforts.

Market Research ~ A detailed market analysis revealed that the downtown Cherry Street Retail District is largely convenience-driven. In particular, the downtown area has a strong neighborhood appeal and predominately serves close-in residential density located roughly within a three mile radius of this area. Further, the downtown area also notably serves the office population working here during the weekday. Residents living roughly within 10 miles of the subject area also shop downtown, albeit less frequently, and are drawn in part by restaurants and museums.

The demographic composition of the primary trade area most notably features a median household income of $33,000, annually. Trade area household incomes are weakest within the primary trade area (averaging $26,900) and generally improve with increased distance from downtown (averaging $45,100 within the secondary trade area).

Retail Void Analysis and Tenant Mix ~ The existing Cherry Street retail tenant mix includes a strong presence in the restaurant, personal services, and financial services categories, catering to day-time office worker population. The furniture and beauty supply categories are over-deployed in the downtown area and appear to represent at-risk categories. Conversely, a notable void is apparent in eight categories: apparel and accessories, groceries, general books, sporting goods, cards and gifts, specialty foods, home furnishings, and home décor.

Incremental retail development of 347,300 s.f. is believed to be supportable in downtown Macon based on our analysis. Alternatively, a more aggressive scenario, featuring 410,800 s.f. of additional retail development, is also worth consideration. We propose that this alternative scenario be anchored by a cinema to further enhance downtown Macon as an entertainment destination. However, this scenario requires careful consideration on the part of Macon given the tenuous financial situation of several national movie theatre chains. More value-oriented retail should be targeted for downtown development, due to modest income characteristics associated with downtown and the surrounding area at this time. This retail should be anchored by a 50,000 s.f. department store and be integrated into 12 distinct, yet interactive, downtown districts as previously outlined within this report. Again, the objective should be to compliment, not compete with, alternative Macon shopping destinations by offering unique shopping and entertainment opportunities as much as possible.

The success of the revitalization plan is dependent in part on two developmental points. First, Macon needs to develop downtown hotels to encourage visitors to stay downtown. The planned rail station link with Atlanta would help promote the viability of downtown hotels by developing Macon into more of a bedroom community to Atlanta and potentially bring additional customers/tourists into the city. Second, Macon needs to establish additional residential housing downtown; given the convenience-driven appeal of downtown, additional close-in residential density would strengthen demand for retail and commercial amenities, while also likely increasing the disposable income of the subject area.

Parking Analysis ~ Based on GPG's June field assessment, there are 5,427 existing parking spaces located within The Cherry Street Retail District. Further, the core retail area located within this district, identified as the specific target area for the Parking Needs analysis, features 3,018 existing parking spaces. Based on the Shared Parking methodology, our analysis estimates current parking demand at 3,571 spaces, which implies that Macon's core retail area is operating with a parking deficit of 553 spaces. Therefore, Macon should attempt to add parking decks in strategic locations and implement policies to promote additional on-street parking to address this issue.

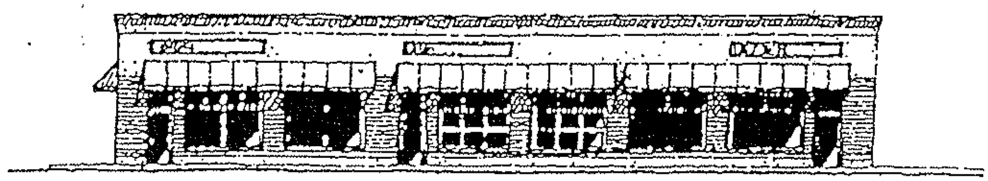
Parking Analysis methodologies derived from ULI and Macon Zoning Code requirements were also outlined in this report. However, GPG has relied on the Shared Parking methodology for our recommendations for several reasons. First, the foundation of this method is based on ULI standards, which is nationally respected and accepted. Second, this analysis takes advantage of parking efficiencies, since peak parking demand for different land uses (i.e. business types) often occur at different points during the day. Specifically, different business types can share the same parking space. Finally, the shared parking method addresses that, based on industry standards, the majority of consumers are only willing to parking within a 300 foot radius of their desired destination.

Master Planning Issues and Building/Signage Guidelines ~ GPG has included 18 Master Planning recommendations in this report (pages 61 through 69), which are designed to help Macon enhance the development potential of the Cherry Street Retail District. Further, this report also summarizes 23 Building and Signage Design Code Guidelines that GPG recommends the City of Macon consider adopting. These guidelines (pages 70 to 75) are aimed at improving the pedestrian appeal and neighborhood ambiance of the downtown area.

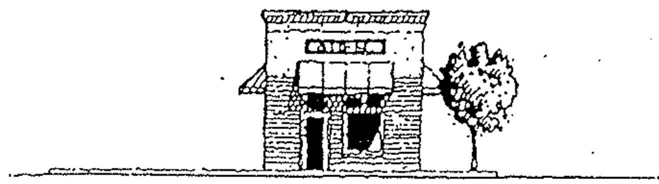
Summary ~ Downtown Macon can support an additional $100 million in sales and approximately 400,000 square feet of retail, entertainment and restaurant space over the next four years and has an opportunity to re-establish itself as the region's primary retail and entertainment center. Retailers should consider downtown Macon as one of the top twenty-five potential new store locations nationwide. A collaborative effort, already underway, between the city, county and other public and private community leaders (including *NewTown Macon, Inc.*)will help downtown Macon grow into a vibrant, mixed use shopping and entertainment destination.

EXHIBITS

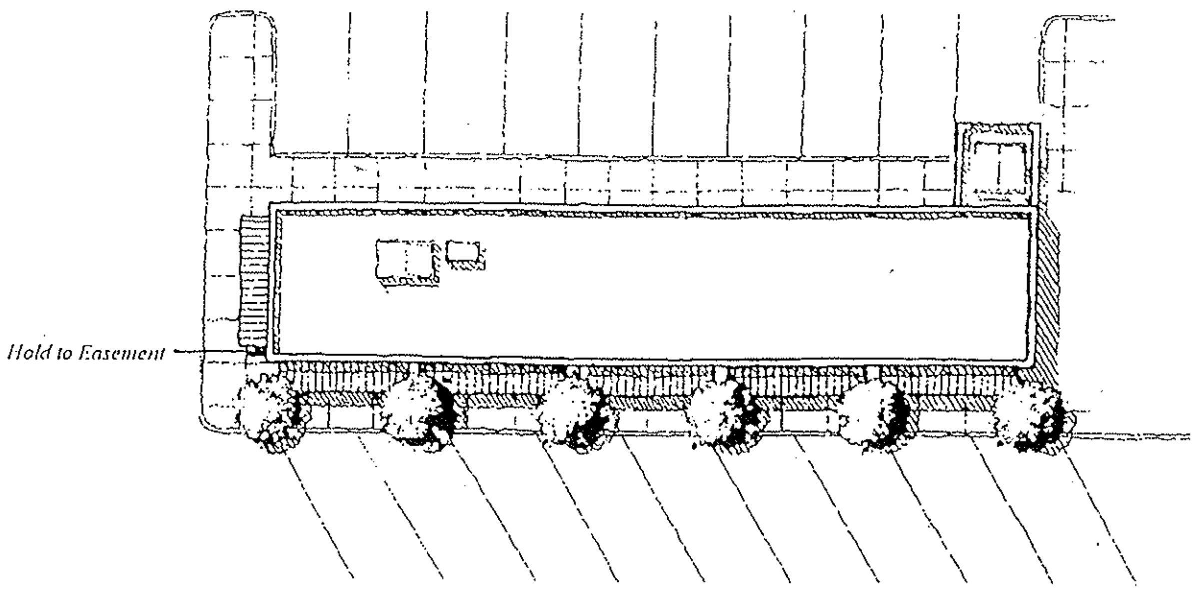
Please note that most exhibits
are inserted within the text. These exhibits are
additional demographic information



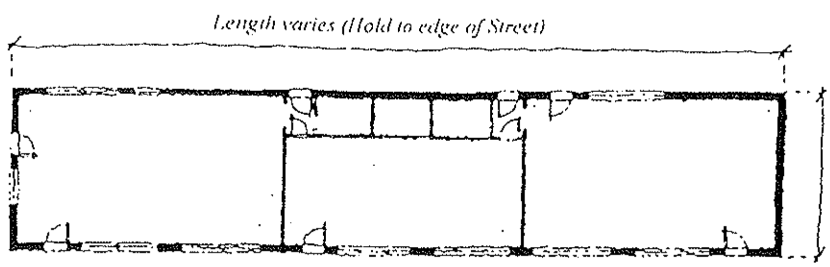
Typical Liner Longitudinal Elevation



Typical Liner Elevation



Typical Liner Site Plan



Typical Liner FloorPlan

Liner Building

The above renderings are GPG's recommendations for the conceptual design of buildings used for projects requirring infill to extend retail districts.

FREESTANDING AND MAJOR MALL COMPETITION
RETAIL FEASIBILITY STUDY
MACON, GEORGIA

Map Code	Competitor	Location	Location Type
A	Sam's Club	Eisenhower Parkway/Ivey Drive Macon, Georgia	FS
B	Foodmax	Eisenhower Parkway/I-75 Macon, Georgia	FS
C	Mansours	Northside Drive/Tom Hill Sr Bouelvard Macon, Georgia	FS
D	Barnes & Noble	Northside Drive/N. Holiday Drive Macon, Georgia	FS
E	Gateway Country	Northside Drive/N. Hoilday Drive Macon, Georgia	FS
F	Carolina Pottery	Eisenhower Parkway/Bloomfield Rd Macon, Georgia	FS
G	La-Z-Boy	Eisenhower Parkway/Bloomfield Rd Macon, Georgia	FS
H	Lowe's	Eisenhower Parkway/Bloomfield Rd Macon, Georgia	FS
I	Regal 8 Cinema	Eisenhower Parkway/Macon Drive Macon, Georgia	FS
J	Regal Cinema 14	Northside Drive/N. Holiday Drive Macon, Georgia	FS
K	KMart	Eisenhower Parkway/ Heron Lane Macon, Georgia	FS
L	Georgia State Farmers Market	Eisenhower Parkway/Key Street Macon, Georgia	FS
M	CVS Drugs	Pio Nono Avenue/Montpelier Avenue Macon, Georgia	FS
N	Kroger	Pio Nono Avenue/Railroad Avenue Macon, Georgia	FS
O	Eckerd Drugs	Forsyth Road/Tucker Road Macon, Georgia	FS
P	CVS Drugs	Northside Drive/Forest Hill Drive Macon, Georgia	FS
Q	Eckerd Drugs	Pierce Avenue/Riverside Drive Macon, Georgia	FS
R	CVS Drugs	Gray Highway/Emery Highway Macon, Georgia	FS
S	Kroger	Gray Highway/Baconsfield Drive Macon, Georgia	FS
T	CSV Drugs	Shurling Road/Gray Highway Macon, Georgia	FS

EXHIBIT 19

U	Office Depot	Eisenhower Parkway/Pio Nono Avenue Macon, Georgia	FS
1	Colonial Mall of Macon	Eisenhower Parkway/Bloomfield Rd Macon, Georgia	RSC
2	Parkway Village	Eisenhower Parkway across from Colonial Mall Macon, Georgia	CSC
5	North Park Center	Tom Hill Sr Boulevard/Northside Drive Macon, Georgia	CSC
6	Carriage Hill	Northside Drive/Tom Hill Sr. Boulevard Macon, Georgia	NSC
8	Westgate Center	Pio Nono Boulevard/Eisenhower Parkway Macon, Georgia	PSC
11	Walnut Creek	Gray Highway/Shurling Road Macon, Georgia	SCS
13	Northeast Plaza	Gray Highway/Shurling Road Macon, Georgia	NSC
16	Galleria at Centerville	Watson Boulevard/Houston Lake Boulevard Centerville, Georgia	RSC
17	Peach Factory Outlet	State Highway 49/I-75 Byron, Georgia	OSC

Key to Location: RSC = Regional Shopping Center; PSC = Power Center; CSC = Community Shopping Center; NSC = Neighborhood Shopping Center; FS = Freestanding; OSC = Outlet Shopping Center; SCS Super-Community Center

SHOPPING CENTER COMPETITION
RETAIL FEASIBILITY STUDY
MACON, GEORGIA

			Anchor Tenants	Ancillary Tenants							
Map Code	Name/Location	Estimated Gross Size (sq. ft.)	Name	Total	Vacancies	Comparison Shopping Goods	Restaurant/ Food Service	Personal Services & Recreation	Convenience Goods	Financial Services & Office	Comments
1	Colonial Mall of Macon	1.4 million	Belk Matthews Dillard's, Rich's, Parisian, Sears, JC Penney	198	0	145	32	16	3	2	Strong regional center. Attracts residents as well as visitors from around the state. Heavy traffic at all times.
2	Parkway Village	168,400	Circuit City, Kroger, Toys "R" Us, Market Square	22	9	6	1	1	2	3	Older center with a high level of vacancies. Low traffic volume.
3	The Shoppes at Bloomfield	53,300		9	4	1	1	1	0	2	30,000 sf anchor is vacant. Very bad access, no traffic.

4	Wesleyan Station	80,000	Kroger	14	3	3	3	3	0	2	Small center primarily catering to Wesleyan College.
5	North Park Center	195,000	Kmart, Kroger	21	0	10	3	7	1	0	Newer center with a lot of traffic.
6	Carriage Hill	N/A	Publix	10		5	0	3	1	1	Adjacent to North Park Center. Does not generate much of its own traffic, but feeds off North Park Center.
7	Summit at the Mall	93,000	Michaels	17	6	6	2	3	0	0	Older L shaped strip mall.
8	Westgate Shopping Center	479,600	Office Max, Wal-Mart, PETsMART Home Depot, Burlington Coat, Media Play	13	1	9	1	2	0	0	Power Center with a high traffic volume. Opened in 1961 and was renovated and expanded in 1997.
9	Bloomfield Village	82,900	Jo-Ann Fabrics, CVS	8	5	3	2	2		1	Books-A-Million moved to Oglesby Square, leaving a significant amount of vacant space.

10	Oglesby Square	N/A	Books-A-Million	4	1	2	1	0	0	0	New center with relocated book store. Fair amount of traffic for a small center and good visibility.
11	Walnut Creek Center (Under Coonstruction)	N/A	Wal-Mart Super Center (open)	6	0	6	0	0	0	0	New center under construction. Most tenants are moving in from old tired center across the street to be adjacent to the Wal-Mart, which also relocated from a smaller facility.
12	Market Square	138,000	FoodMax, Video Update	21	10	4	0	4	2	1	Many tenants vacating center to new Wal-Mart center. Old, tired center.
13	Northeast Plaza	145,380	Rose's, Blockbuster, Eckerd	16	3	5	1	2	2	3	Neighborhood center that is over 90% occupied. Renovated in 1992, but only generating modest traffic volumes.

14	Shurlington Plaza	144,700	FoodMax	16	3	8	1	3	1	0	Old, tired center. A couple of large vacancies, including old CVS and a buffet.
15	Macon Plaza	127,260	Big Lots, Heilig-Myers	9	2	5	0	2	0	0	Discount oriented center with low-end tenants.
16	Centerville Galleria	416,800	Sears, JCPenney, Goody's, Belk-Matthews, Galleria 10 Cinemas	43	8	28	5	2	0	0	Center opened in 1994 but has struggled, with an 15% vacany rate.
17	Peach Factory Outlets			34	0	25	9	0	0	0	Factory Outlet Center within an easy drive from Macon. Good access and visibility.
18	South Macon Plaza	122,896	FoodMax	5	0	2	2	0	0	1	Small neighborhood center. Good visibility.

19	South Plaza	103,000	Rose's, Dollar General	13	1	4	0	2	2	4	20,000 sf vacant with Big B Drugs departure. Center is old, and while renovated in 1991, not generating much traffic.
20	Eisenhower Plaza	N/A		5	1	2	0	1	1	0	Large vacant space. Center is run-down, despite good access and visibility.
21	Forsyth Landing	N/A		19	4	7	5	1	0	2	Small neighborhood center catering primarily to Wesleyan University area.

Demographic Comparison Report (Page 1 of 4)
Macon Secondary Trade Area

Population:	2005 Total.........	64536	
	2000 Total.........	63437	
	1990 Total.........	60039	
	1980 Total.........	58292	
	% Change 90-00.....	5.7	
	% Change 80-90.....	3.0	
Households:	2005 Total.........	24559	
	2000 Total.........	23801	
	1990 Total.........	21797	
	1980 Total.........	19290	
	% Change 90-00.....	9.2	
	% Change 80-90.....	12.9	
Av. HH Size:	2005...............	2.64	
	2000...............	2.68	
	1990...............	2.77	
2000 Group Quarters Population..		988	
Families:	2005 Total.........	11507	
	2000 Total.........	17448	
	1990 Total.........	16316	
	% Change 90-00.....	6.9	
Housing Units:	2005 Total.........	26365	
	2000 Total.........	25556	
	1990 Total.........	23391	
2000 Population by Race/Hispanic		63437	%
White (not Hispanic)..........		37110	58.5
Black (not Hispanic)..........		24994	39.4
Asian (not Hispanic)..........		571	0.9
All Other (not Hispanic)......		127	0.2
Hispanic Origin..............		635	1.0
2000 Pop. by Age:		63437	%
Under 5 Years................		4631	7.3
5 to 9 Years................		4821	7.6
10 to 14 Years................		4817	7.6
15 to 19 Years................		4694	7.4
20 to 24 Years................		4060	6.4
25 to 29 Years................		4377	6.9
30 to 34 Years................		4381	6.9
35 to 39 Years................		5011	7.9
40 to 44 Years................		5265	8.3
45 to 54 Years................		9134	14.4
55 to 64 Years................		5772	9.1
65 to 74 Years................		3806	6.0
75 to 84 Years................		2031	3.2
85 Years and Over.............		637	1.0
Median Age (in Years).........		34.9	

Demographic Comparison Report (Page 2 of 4)
Macon Secondary Trade Area

2000 Households by Age:	23801	%
15 to 24 Years................	1142	4.8
25 to 34 Years................	4260	17.9
35 to 44 Years................	5476	23.0
45 to 54 Years................	5287	22.2
55 to 64 Years................	3571	15.0
65 to 74 Years................	2498	10.5
75 Years and Over.............	1567	6.5

Per Capita Inc.:	2000...........	$22278
	1989 (Census)..	$13829
	% Change 89-00.	61.1
Avg. Hhld Inc.:	2000...........	$60186
	1989 (Census)..	$38950
	% Change 89-00.	54.5
Med. Hhld Inc.:	2000...........	$45076
	1989 (Census)..	$31890
	% Change 89-00.	41.3
Med. Fam. Hhld Inc.:		
	2000...........	$52166
	1989 (Census)..	$36673
	% Change 89-00.	42.2
2000 Average Household Wealth...		$175773
2000 Median Household Wealth....		$76389

2000 Households by Hhld Income:.	23801	%
Under $ 10,000........	2237	9.4
$ 10,000 to $ 19,999........	2832	11.9
$ 20,000 to $ 24,999........	1547	6.5
$ 25,000 to $ 29,999........	1380	5.8
$ 30,000 to $ 34,999........	1309	5.5
$ 35,000 to $ 49,999........	3761	15.8
$ 50,000 to $ 74,999........	5093	21.4
$ 75,000 to $ 99,999........	2713	11.4
$100,000 to $149,999........	1833	7.7
$150,000 and Over...........	1096	4.6

2000 Fam. Hhlds by Fam. Hhld Inc:	17448	%
Under $ 10,000........	1134	6.5
$ 10,000 to $ 19,999........	1623	9.3
$ 20,000 to $ 24,999........	960	5.5
$ 25,000 to $ 29,999........	925	5.3
$ 30,000 to $ 34,999........	907	5.2
$ 35,000 to $ 49,999........	2758	15.8
$ 50,000 to $ 74,999........	4240	24.3
$ 75,000 to $ 99,999........	2303	13.2
$100,000 to $149,999........	1658	9.5
$150,000 and Over...........	940	5.5

NOTE: When median household wealth is < $25,000 it will be listed as $24,999.

Demographic Comparison Report (Page 3 of 4)
Macon Secondary Trade Area

2000 Households by Hhld Wealth:.	23801	%
Less than $ 25,000..........	7902	33.2
$ 25,000 to $ 49,999..........	2047	8.6
$ 50,000 to $ 99,999..........	3713	15.6
$100,000 to $249,999..........	5593	23.5
$250,000 to $499,999..........	3142	13.2
$500,000 and over.............	1404	5.9
1990 Households by Hhld Type:...	21797	%
Male no Wife no Child.........	349	1.6
Female no Husband no Child...	1416	6.5
Married Couple Family.........	13100	60.1
Other Family HH Own Child.....	2245	10.3
Non-Family....................	4687	21.6
1990 Marital status:		
For Population 15+ Years:.....	46534	%
Never Married...............	10842	23.3
Now Married (Exc. Separated)	26711	57.4
Divorced or Separated.......	5677	12.2
Widowed.....................	3304	7.1
1990 Educational Attainment for		
Population 25+ Years:..........	38249	%
Less than 9th Grade...........	4207	11.0
9th to 12th Grde, No Diploma..	6388	16.7
High School Graduate..........	13157	34.4
Some College, No Degree.......	6273	16.4
Associate Degree..............	1798	4.7
Bachelor's Degree.............	4093	10.7
Graduate or Prof. Degree......	2333	6.1
1990 Pop. Age 16+, In Lbr Force:	26378	%
Civilian Employed Males.......	12846	48.7
Civilian Employed Females.....	11817	44.8
Persons in Armed Forces.......	158	0.6
Persons Unemployed............	1557	5.9
2000 Specified Owner-Occ Housing		
Units by Value:	10448	%
Under $ 20,000...............	230	2.2
$20,000 to $39,999..........	804	7.7
$40,000 to $49,999..........	846	8.1
$50,000 to $74,999..........	2743	26.0
$75,000 to $99,999..........	2183	20.9
$100,000 to $149,999..........	1932	18.5
$150,000 to $199,999..........	877	8.4
$200,000 to $299,999..........	585	5.6
$300,000 to $499,999..........	209	2.0
$500,000 and Over.............	39	0.4
Median Housing Value.........	69513.5	

Demographic Comparison Report (Page 4 of 4)
Macon Secondary Trade Area

1990 Specified Renter-Occupied Units by Gross Rent:............	9907	%
With Cash Rent................	9392	94.8
Less than $100...............	79	0.8
$100 to $149.................	456	4.6
$150 to $199.................	557	5.6
$200 to $249.................	537	5.4
$250 to $299.................	776	7.8
$300 to $399.................	2046	20.5
$400 to $499.................	2373	23.9
$500 to $599.................	1525	15.4
$600 to $749.................	822	8.3
$750 to $999.................	178	1.8
$1,000 or More...............	53	0.5
No Cash Rent..................	515	5.2
1990 Housing Units by Number of Units in Structure:...	23391	%
Single Detached Unit..........	16574	70.8
Single Attached Unit..........	444	1.9
Structures with 2 Units.......	585	2.5
Structures w/ 3-4 Units.......	889	3.8
Structures w/ 5-9 Units.......	1333	5.7
Structures w/ 10-19 Units.....	721	3.1
Structures w/ 20+ Units.......	468	2.0
Mobile Homes or Trailers......	2175	9.3
Other Structures..............	202	0.8
1990 Housing Units by Year Blt:.	23391	%
Built 1989 to March 1990......	632	2.7
Built 1985 to 1988...........	3462	14.8
Built 1980 to 1984...........	2854	12.2
Built 1970 to 1979...........	6432	27.5
Built 1960 to 1969...........	4952	21.3
Built 1959 or Earlier.........	5059	21.5
1990 Households by Vehicles:	21797	%
0 Vehicles..................	1504	6.9
1 Vehicle Available..........	6343	29.1
2 Vehicles Available.........	8544	39.2
3 Vehicles Available.........	3793	17.4
4 Vehicles Available.........	1221	5.6
5+ Vehicles Available.........	392	1.7
1990 HUs by Year Moved In:......	23391	%
Moved in 1989 to March 1990...	4936	21.1
Moved in 1985 to 1988.........	7064	30.2
Moved in 1980 to 1984.........	3017	12.9
Moved in 1970 to 1979.........	4304	18.4
Moved in 1969 or Earlier......	4070	17.3

Demographic Comparison Report (Page 1 of 4)
Newtown Macon Total Trade Area Summary

Population:	2005 Total.........	134889	
	2000 Total.........	133229	
	1990 Total.........	127289	
	1980 Total.........	132168	
	% Change 90-00.....	4.7	
	% Change 80-90.....	-3.7	
Households:	2005 Total.........	54102	
	2000 Total.........	52621	
	1990 Total.........	48467	
	1980 Total.........	46741	
	% Change 90-00.....	8.6	
	% Change 80-90.....	3.7	
Av. HH Size:	2005...............	2.42	
	2000...............	2.46	
	1990...............	2.55	
2000 Group Quarters Population..		3870	
Families:	2005 Total.........	35295	
	2000 Total.........	34811	
	1990 Total.........	32965	
	% Change 90-00.....	5.6	
Housing Units:	2005 Total.........	59481	
	2000 Total.........	57854	
	1990 Total.........	53157	
2000 Population by Race/Hispanic		133231	%
White (not Hispanic)..........		59120	44.4
Black (not Hispanic)..........		71350	53.6
Asian (not Hispanic)..........		1142	0.9
All Other (not Hispanic)......		211	0.2
Hispanic Origin...............		1408	1.1
2000 Pop. by Age:		133229	%
Under 5 Years................		9951	7.5
5 to 9 Years................		9973	7.5
10 to 14 Years................		10034	7.5
15 to 19 Years................		9954	7.5
20 to 24 Years................		9031	6.8
25 to 29 Years................		9142	6.9
30 to 34 Years................		9403	7.1
35 to 39 Years................		10066	7.6
40 to 44 Years................		9997	7.5
45 to 54 Years................		16811	12.6
55 to 64 Years................		11195	8.4
65 to 74 Years................		9270	7.0
75 to 84 Years................		6208	4.7
85 Years and Over.............		2190	1.6
Median Age (in Years).........		34.5	

Demographic Comparison Report (Page 2 of 4)
Newtown Macon Total Trade Area Summary

2000 Households by Age:	52620	%
15 to 24 Years................	3193	6.1
25 to 34 Years................	9412	17.9
35 to 44 Years................	11210	21.3
45 to 54 Years................	10051	19.1
55 to 64 Years................	6947	13.2
65 to 74 Years................	6274	11.9
75 Years and Over............	5533	10.5
Per Capita Inc.: 2000..........	$20108	
1989 (Census)..	$12400	
% Change 89-00.	62.2	
Avg. Hhld Inc.: 2000..........	$50256	
1989 (Census)..	$32270	
% Change 89-00.	55.7	
Med. Hhld Inc.: 2000..........	$33143	
1989 (Census)..	$23397	
% Change 89-00.	41.7	
Med. Fam. Hhld Inc.:		
2000..........	$42052	
1989 (Census)..	$29793	
% Change 89-00.	41.1	
2000 Average Household Wealth...	$141900	
2000 Median Household Wealth....	$41178	
2000 Households by Hhld Income:.	52618	%
Under $ 10,000........	8448	16.1
$ 10,000 to $ 19,999........	8861	16.8
$ 20,000 to $ 24,999........	3497	6.6
$ 25,000 to $ 29,999........	3274	6.2
$ 30,000 to $ 34,999........	3174	6.0
$ 35,000 to $ 49,999........	7664	14.6
$ 50,000 to $ 74,999........	8543	16.2
$ 75,000 to $ 99,999........	4250	8.1
$100,000 to $149,999........	3014	5.7
$150,000 and Over...........	1893	3.6
2000 Fam. Hhlds by Fam. Hhld Inc:	34811	%
Under $ 10,000........	3945	11.3
$ 10,000 to $ 19,999........	4629	13.3
$ 20,000 to $ 24,999........	2110	6.1
$ 25,000 to $ 29,999........	2020	5.8
$ 30,000 to $ 34,999........	2039	5.9
$ 35,000 to $ 49,999........	5218	15.0
$ 50,000 to $ 74,999........	6919	19.9
$ 75,000 to $ 99,999........	3534	10.2
$100,000 to $149,999........	2716	7.8
$150,000 and Over...........	1676	4.8

NOTE: When median household wealth is < $25,000 it will be listed as $24,999.

Demographic Comparison Report (Page 3 of 4)
Newtown Macon Total Trade Area Summary

2000 Households by Hhld Wealth:.	52621	%
Less than $ 25,000..........	23538	44.7
$ 25,000 to $ 49,999..........	4282	8.1
$ 50,000 to $ 99,999..........	7030	13.4
$100,000 to $249,999..........	9756	18.5
$250,000 to $499,999..........	5438	10.3
$500,000 and over.............	2574	4.9
1990 Households by Hhld Type:...	48445	%
Male no Wife no Child.........	943	1.9
Female no Husband no Child...	4291	8.9
Married Couple Family.........	21466	44.3
Other Family HH Own Child.....	6431	13.3
Non-Family....................	15310	31.6
1990 Marital status:		
For Population 15+ Years:.....	98738	%
Never Married...............	28463	28.8
Now Married (Exc. Separated)	45115	45.7
Divorced or Separated.......	14500	14.7
Widowed.....................	10660	10.8
1990 Educational Attainment for		
Population 25+ Years:..........	79323	%
Less than 9th Grade...........	11518	14.5
9th to 12th Grde, No Diploma..	15130	19.1
High School Graduate..........	24264	30.6
Some College, No Degree.......	12054	15.2
Associate Degree..............	2921	3.7
Bachelor's Degree.............	8520	10.7
Graduate or Prof. Degree......	4916	6.2
1990 Pop. Age 16+, In Lbr Force:	59294	%
Civilian Employed Males.......	27314	46.1
Civilian Employed Females.....	27119	45.7
Persons in Armed Forces.......	324	0.5
Persons Unemployed............	4537	7.7
2000 Specified Owner-Occ Housing		
Units by Value:	24682	%
Under $ 20,000...............	731	3.0
$20,000 to $39,999..........	2773	11.2
$40,000 to $49,999..........	2712	11.0
$50,000 to $74,999..........	6895	27.9
$75,000 to $99,999..........	4439	18.0
$100,000 to $149,999..........	3924	15.9
$150,000 to $199,999..........	1507	6.1
$200,000 to $299,999..........	1054	4.3
$300,000 to $499,999..........	523	2.1
$500,000 and Over.............	124	0.5
Median Housing Value..........	71961.3	

Demographic Comparison Report (Page 4 of 4)
Newtown Macon Total Trade Area Summary

1990 Specified Renter-Occupied Units by Gross Rent:	22428	%
With Cash Rent	21679	96.7
Less than $100	463	2.1
$100 to $149	1837	8.2
$150 to $199	1634	7.3
$200 to $249	2258	10.1
$250 to $299	2128	9.5
$300 to $399	5303	23.6
$400 to $499	4439	19.8
$500 to $599	2369	10.6
$600 to $749	977	4.4
$750 to $999	215	1.0
$1,000 or More	56	0.2
No Cash Rent	749	3.3
1990 Housing Units by Number of Units in Structure:	53170	%
Single Detached Unit	33239	62.5
Single Attached Unit	1320	2.5
Structures with 2 Units	4978	9.4
Structures w/ 3-4 Units	3584	6.7
Structures w/ 5-9 Units	4435	8.3
Structures w/ 10-19 Units	1975	3.7
Structures w/ 20+ Units	2096	3.9
Mobile Homes or Trailers	935	1.8
Other Structures	608	1.1
1990 Housing Units by Year Blt:	53171	%
Built 1989 to March 1990	617	1.2
Built 1985 to 1988	3265	6.1
Built 1980 to 1984	3842	7.2
Built 1970 to 1979	10207	19.2
Built 1960 to 1969	11346	21.3
Built 1959 or Earlier	23894	44.9
1990 Households by Vehicles:	48479	%
0 Vehicles	7864	16.2
1 Vehicle Available	17119	35.3
2 Vehicles Available	15461	31.9
3 Vehicles Available	5857	12.1
4 Vehicles Available	1575	3.2
5+ Vehicles Available	603	1.2
1990 HUs by Year Moved In:	48478	%
Moved in 1989 to March 1990	11220	23.1
Moved in 1985 to 1988	13436	27.7
Moved in 1980 to 1984	5605	11.6
Moved in 1970 to 1979	8286	17.1
Moved in 1969 or Earlier	9931	20.5

2000 estimates and 2005 projections produced by Claritas Inc.

Claritas PRIZM Cluster Matrix

	#	Nickname	SER	Median Household Income	Family Type	Pred. Age	Education	Occupation	Housing	W	B	A	H	F
	01	Blue Blood Estates	1	$135,900	Fam/Cpl	45-64	College	Executive	Single	[]		•		•
	02	Winner's Circle	2	$90,700	Fam/Cpl	45-64	College	Executive	Single	[]		•		•
'lite Suburbs	03	Executive Suites	8	$68,500	Couples	45-64	College	Executive	Single	[]		•		•
	04	Pools & Patios	9	$67,100	Couples	45+	College	Executive	Single	[]		•		•
	05	Kids & Cul-de-Sacs	10	$68,900	Family	35-54	College	WC/Exec	Single	[]		•		•
	06	Urban Gold Coast	3	$73,500	Singles	45-64	College	Executive	Hi-Rise	[]		•		•
	07	Money & Brains	5	$67,500	Couples	55+	College	Executive	Single	[]		•		•
an Uptown	08	Young Literati	6	$63,400	Singles	25-44	College	Executive	Hi-Rise			•		•
	09	American Dreams	14	$59,000	Fam/Cpl	Mixed	SC/Coll	White Collar	Single		•	•	•	•
	10	Bohemian Mix	17	$38,500	Singles	25-44	College	Executive	Hi-Rise		•	•	•	•
	11	Second City Elite	7	$67,800	Couples	45+	College	Executive	Single	[]				
City Society	12	Upward Bound	13	$62,100	Family	35-54	SC/Coll	Executive	Single	[]		•		
	13	Gray Power	16	$41,800	Sgl/Cpl	55+	SC/Coll	WC/Exec	Single	[]				•
	14	Country Squires	4	$89,000	Fam/Cpl	45-64	SC/Coll	Executive	Single	[]				
	15	God's Country	11	$65,300	Fam/Cpl	35-64	SC/Coll	White Collar	Single	[]				
.ded Gentry	16	Big Fish, Small Pond	18	$52,200	Fam/Cpl	45-64	SC/Coll	Executive	Single	[]				
	17	Greenbelt Families	19	$52,900	Fam/Cpl	35-54	Some Coll	White Collar	Single	[]				
	18	Young Influentials	12	$51,700	Sgl/Cpl	25-44	College	Executive	Multi	•		•		•
	19	New Empty Nests	15	$51,400	Fam/Cpl	45+	SC/Colleg	WC/Exec	Single	[]				
Affluentials	20	Boomers & Babies	21	$51,200	Family	25-44	Some Coll	White Collar	Single	•		•	•	
	21	Suburban Sprawl	24	$46,400	Sgl/Cpl	25-44	Some Coll	White Collar	Mixed		•	•	•	•
	22	Blue-Chip Blues	30	$47,500	Fam/Cpl	35-64	HS/SC	WC/BC	Single	[]				
	23	Upstarts & Seniors	28	$35,600	Cpl/Sgl	Mixed	Some Coll	White Collar	Multi	[]				
	24	New Beginnings	29	$35,600	Singles	18-44	College	White Collar	Multi		•	•	•	•
er Suburbs	25	Mobility Blues	41	$33,600	Family	< 35	HS/SC	BC/Serv	Multi		•	•	[]	•
	26	Gray Collars	42	$34,600	Couples	65+	HS	Blue Collar	Single		•			
	27	Urban Achievers	22	$40,000	Singles	Mixed	College	WC/Exec	Hi-Rise	[]		•	•	•
	28	Big City Blend	32	$39,700	Family	25-44	HS/SC	WC/BC	Single			•	[]	•
ban Midscale	29	Old Yankee Rows	37	$34,600	Sgl/Fam	Mixed	GS/HS	WC/BC/Ser	Multi	•		•	•	•
	30	Mid-City Mix	46	$35,000	Sgl/Fam	< 35	HS/SC	WC/Serv	Multi		[]		•	•
	31	Latino America	44	$32,600	Family	< 35	GS/HS	BC/Serv	Multi			•	[]	•
	32	Middleburg Managers	20	$42,000	Sgl/Cpl	Mixed	SC/Coll	WC/Exec	Single	[]				
	33	Boomtown Singles	27	$36,600	Singles	18-44	SC/Coll	WC/Exec	Multi	[]				
City Center	34	Starter Families	36	$35,300	Sgl/Fam	25-34	HS/SC	BC/Serv	Mixed		•		•	
	35	Sunset City Blues	39	$35,000	Sgl/Cpl	55+	HS	BC/Serv	Single	[]				
	36	Towns & Gowns	31	$19,700	Singles	18-34	SC/Coll	WC/Serv	Multi	•		•		•
	37	New Homesteaders	26	$40,400	Fam/Cpl	35+	SC/Coll	White Collar	Single	[]				
urban Blues	38	Middle America	33	$41,500	Fam/Cpl	35-54	HS/SC	Blue Collar	Single	[]				
	39	Red, White & Blues	35	$39,000	Fam/Cpl	Mixed	HS	Blue Collar	Single	[]				
	40	Military Quarters	40	$32,600	Family	<35	HS/SC	WC/Serv	Multi		•	•		
	41	Big Sky Families	23	$51,600	Fam/Cpl	35-64	HS/SC	BC/Farm	Single	[]				
ry Families	42	New Eco-topia	25	$39,000	Fam/Cpl	45+	Mixed	WC/BC/Fam	Single	[]				
	43	River City, USA	34	$39,900	Fam/Cpl	45-54	HS	BC/Farm	Single	[]				
	44	Shotguns & Pickups	43	$38,500	Fam/Cpl	Mixed	HS	BC/Farm	Single	[]				
	45	Single City Blues	51	$21,200	Singles	Mixed	GS/HS	Service	Hi-Rise		•	•	•	•
rban Cores	46	Hispanic Mix	60	$19,000	Sgl/Fam	< 35	GS/HS	BC/Serv	Hi-Rise		•	•	[]	•
	47	Inner Cities	61	$16,500	Sgl/Fam	< 35	GS/HS	BC/Serv	Multi		[]		•	
	48	Smalltown Downtown	49	$22,800	Sgl/Fam	< 45	HS/SC	WC/BC/Ser	Multi		•		•	
City Blues	49	Hometown Retired	52	$20,000	Singles	65+	GS/HS	BC/Serv	Mixed	[]				
	50	Family Scramble	59	$20,600	Sgl/Fam	< 35	GS/HS	BC/Serv	Mutli				[]	•

Adding Intelligence to Information

CLARITAS

EXHIBIT 24

	#	Nickname	SER	Median Household Income	Family Type	Pred. Age	Education	Occupation	Housing	W	B	A	H	F
	51	Southside City	62	$17,000	Sgl/Fam	< 35	GS/HS	BC/Serv	Multi		[]			
Vorking Towns	52	Golden Ponds	38	$28,300	Sgl/Cpl	65+	HS/SC	WC/BC/Ser	Mixed	[]				
	53	Rural Industria	50	$27,900	Family	< 35	GS/HS	BC/Serv	Single	[]			•	
	54	Norma Rae-Ville	54	$20,500	Sgl/Fam	< 35	GS/HS	BC/Serv	Mixed		[]			
	55	Mines & Mills	56	$21,300	Sgl/Cpl	65+	GS/HS	BC/Serv	Mixed	[]				
Heartlanders	56	Agri-Business	45	$36,500	Fam/Cpl	45-64	HS/SC	BC/Farm	Single	[]				
	57	Grain Belt	57	$24,400	Fam/Cpl.	Mixed	GS/HS	BC/Farm	Single	[]			•	
Rustic Living	58	Blue Highways	47	$28,700	Fam/Cpl	< 18	HS	BC/Farm/Ser	Single	[]				
	59	Rustic Elders	48	$26,700	Sgl/Cpl	55+	HS	BC/Farm/Ser	Single	[]				
	60	Back Country Folks	53	$27,800	Fam/Cpl	Mixed	GS/HS	BC/Farm	Single	[]				
	61	Scrub Pine Flats	55	$22,900	Family	< 25	GS/HS	BC/Farm	Single		[]			
	62	Hard Scrabble	58	$18,100	Sgl/Fam	65+	GS/HS	BC/Farm/Ser	Single	[]				

Key:

Race/Ethnicity

W	White	F	Foreign-Born
B	Black	[]	Prevalent
A	Asian	•	Above Average
H	Hispanic		

Education

GS	Grade School
HS	High School / Technical School
SC	Some College
College	College Graduates

Family Type

Family (Fam)	Married Couples with Children or Single Parents with Children
Couples (Cpl)	Married Couples (few children)
Singles (Sgl)	Singles / Unmarried Couples

Housing

Single	Mostly SFDUs, some townhomes or duplexes
Multi	Townhomes, Low-rise Condos/apts., some SFDU
Hi-Rise	Mid/Hi-rise, 10+ unit, condos/apts., duplexes

Occupation

Executive (Exec)	Executive, managerial & professionals (teachers, doctors, etc.)
White Collar (WC)	Other White-Collar (technical, sales, admin/clerical support)
Blue Collar (BC)	Blue-Collar (assembly, trades & repair, operators, laborers, etc.)
Service (Serv)	Service (hospitality, food prep, protective & health services, etc.)
Farming (Farm)	Farming, Mining, Ranching (farm operators, forestry, etc.)

SER — Socio-Economic Ranking (1 highest; 62 lowest)

PRIZM CLUSTER DEFINITIONS AND DESCRIPTIONS

Category/Sub-Category	*Median Household Income*	*Age Ranges*	*Education Levels*	*Lifestyle/Product Preferences*
2nd City Society				
2nd City Elite	$58,800	35-64	College	Country Clubs, car phones, gardens, Scotch, skim milk, Wendy's, *Wall Street Journal, Eating Well, Audubon,* Rush Limbaugh, TV Golf, Mercedes-Benz
Upward Bound	$54,500	25-44	College	Price Club, car phones, theme parks, veal, caffeine-free Diet Coke, pretzels, *Tennis, Fortune, Shape*, Disney Channel, TV Golf, GMC Suburbans
Gray Power	$36,300	55+	College	Saltwater fishing, attending theater, golf, bourbon, liverwurst, skim milk, *House Beautiful, Eating Well, Golf Magazine, Meet the Press,* TV Golf, Cadillac DeVilles, Lincoln Continentals
Landed Gentry				
Country Squires	$75,600	35-54	College	PCs, tennis, theatergoing, Scotch, veal, turkey bacon, *Martha Stewart Living, Cooking Light,* Frasier, This Old House, Saabs, Audis
God's Country	$57,500	35-54	College	Hot Tubs, Victoria's Secret, camcorders, Nutri-bars, Caffeine-free Diet Coke, seasoned rice, *Elle, Car & Driver, Business Week,* soft-rock, ER, GMC Safaris, Saab 9000s

Big Fish, Small Pond	$46,000	35-54	Some college	Country Clubs, power boats, college football, Diet Pepsi Free, pita bread, Twinkies, *New Woman, Country Living, PC World,* easy-listening radio, Learning Channel, GMC Suburbans, Pontiac Trans Sports
Greenbelt Families	$46,700	24-44	Some college	Credit cards, Amway, museums, imported cheese, Pop-Tarts, Domino's Pizza, *PC Magazine, Money, Hot Rod,* Late Show with David Letterman, Indy 500, Beverly Hills 90210, Mercury Capris, Ford Windstars
2nd City Center				
Middleburg Managers	$37,800	55+	College	College Football, on-line services, stamp collecting, wholesale clubs, Sizzlean, vodka, Wendy's, *Motor Trend, Smithsonian, Playboy,* nostalgia radio, Live with Regis and Kathie Lee, Mitsubishi pickups, Oldsmobile Auroras
Boomtown Singles	$32,000	24-34	College	College football, roller-skating, hard-rock music, Twizzlers, Taco Bell, light beer, *Inc., Cosmopolitan, Soap Opera Digest,* Comedy Central, MTV, Toyota MR2s, Subaru Justys
Starter Families	$32,200	24-34	Some college	Sewing, camping, pro football, Kmart, bourbon, DoveBars, Pepsi, *Sport, Car and Driver, Consumer's Digest, Baywatch, General Hospital,* Mitsubishi pickups

Sunset City Blues	$31,400	55+	High school grads	Cigars, lottery tickets, Kmart, hot dogs, fast-food fish, caned chili, *Weight Watchers, Family Handyman, National Enquirer, Family Matters*, CNBC, Buick Centurys, Geo Trackers
Towns & Gowns	$18,600	Under 24	College	Foreign videos, volleyball, rolling papers, museums, tequila, pasta salad, frozen dinners, *Scientific American, Cosmopolitan, Sports Illustrated,* Saturday Night Live, Friends, Volkswagen Corrados
Exurban Blues				
New Homesteaders	$36,800	35-54	Some college	Furniture refinishing, campers, boating, butter substitute, Kellogg's All-Bran, hot dogs, *Golf Digest, Scientific American, National Geographic,* Jerry Springer, NFL Primetime, Jeep Grand Wagoneers
Middle America	$37,300	25-44	High School grads	Red Roof Inns, personal loans, JCPenney cards, zoos, Twinkies, Shake 'n Bake, McDonald's, *Parenting, Better Homes & Gardens, Hot Rod, Bob Vila's Home Again,* Jenny Jones, country radio, Chevy Astros
Red, White & Blues	$34,800	35-64	High school grads	Auto races, college football, needlepoint, instant grits, Spam, Burger King, *Field & Stream, Forbes, Soap Opera Digest,* Christian faith radio, Weather Channel, Dodge 350 pickups

Military Quarters	$29,200	24-34	Some college	Racquetball, Franklin Mint collectibles, Victoria's Secret, baby food, canned chili, KFC, *Popular Mechanics, Playboy, Muscle & Fitness, Hard Copy, X-Files, Baywatch,* Pontiac LeManses, Suzukis
Country Families				
Big Sky Families	$45,200	35-54	Some college	Overnight camping, needlepoint, gardens, liquid breakfasts, Pop-Tarts, canned hash, Stove Top stuffing, *Outdoor Life, Country Living, Newsweek, Another World,* Country radio, Disney Channel, Chevy Astros, Plymouth Grand Voyagers
New Eco-topia	$35,300	35+	Some College	America OnLine, pasta machines, painting/drawing, beef, imported cheese, canned hash, *Country Living, Organic Gardening, Muscle & Fitness,* As the World Turns, Family Channel, Dodge 4X4 pickups, Hummer trucks
River City, USA	$35,700	35-54	High school grads	Overnight camping, power tools, Adult Education courses, Canadian whiskey, Pizza Hut, instant mashed potatoes, *Outdoor Life, Weight Watchers, Prevention, Guiding Light,* TNN, country radio, Dodge W350 pickups, Ford F350 pickups

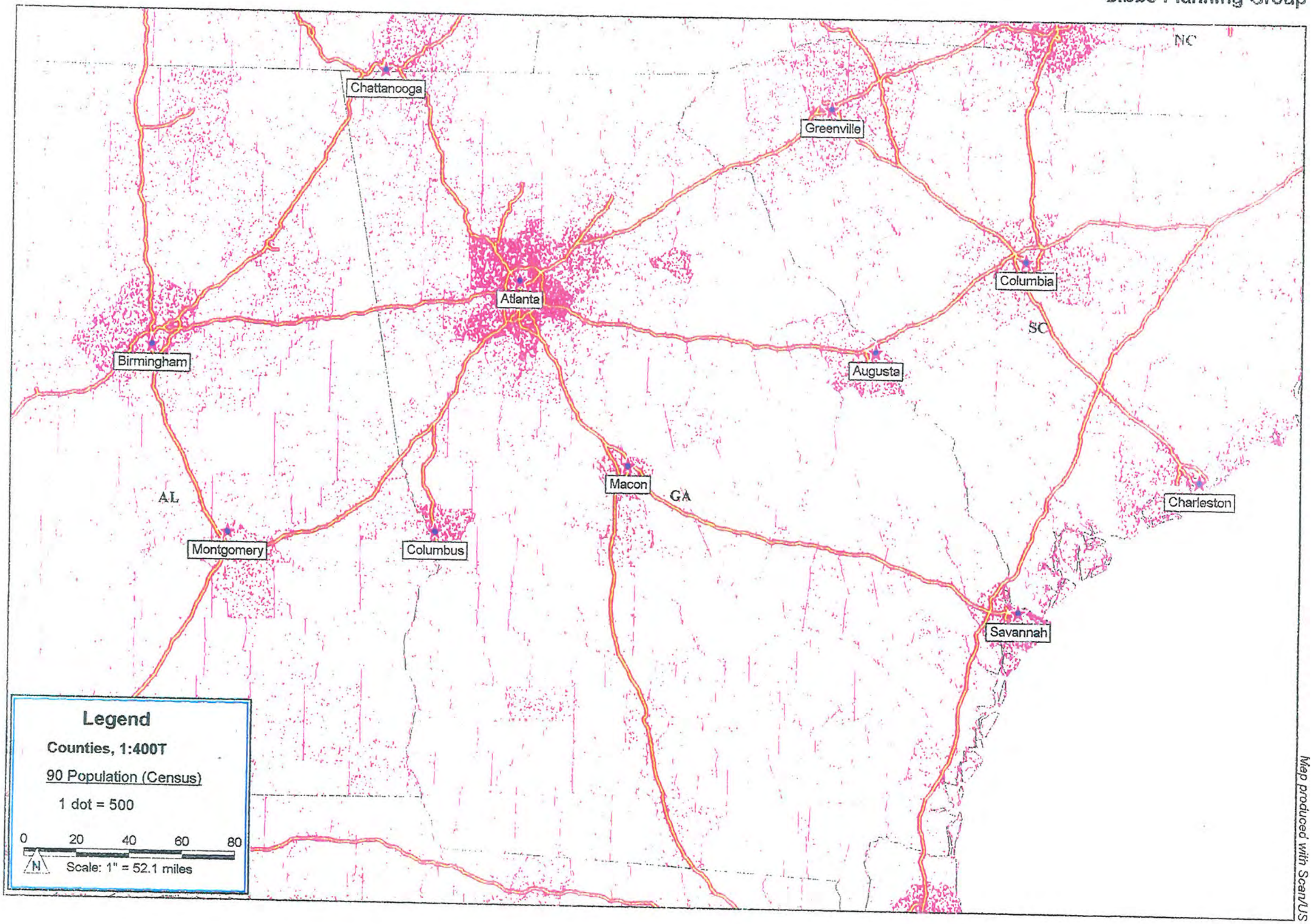
Shotguns & Pickups	$33,300	35-54	High school grads	Chewing tobacco, tractor pull, sewing, Spam, grits, canned stew, *Woman's World, Bassmaster, Modern Bride, Guns & Ammo, Bold & the Beautiful, Young & the Restless,* Dodge 3500 pickups, Chevy 4X4 pickups
2nd City Blues				
Smalltown Downtown	$21,500	24-34, 65+	Some College	Lottery tickets, pro baseball games, country music, canned hash, KFC, Hamburger Helper, *Ebony, Playboy, Guns & Ammo,* Rush Limbaugh, Hyundais and Suzukis
Hometown Retired	$18,800	55+	High school grads	Weekly Groceries <$60, religious clubs, billiards/pool, fast-food fish, frozen dinners, liverwurst, *Parade, Prevention, Reader's Digest,* Sally Jesse Raphael, Suzuki Samaris
Family Scramble	$19,400	24-34	High school grads	Weekly Groceries <$60, cigarettes, bowling, baby food, canned chili, beef jerky, malt liquor, *Glamour, Playboy, Soap Opera Digest,* Jenny Jones, Suzuki Swifts, Hyundai Excels
Southside City	$15,800	Mixed	High school grads	Weekly Groceries <$60, attending church, pro wrestling, baby food, KFC, canned chili, *Ebony, Soap Opera Digest, Glamour,* Jerry Springer, Hyundais, Suzuki Swifts

Working Towns				
Golden Ponds	$63,300	55+	High school grads	Fraternal orders, backpacking/hiking, water aerobics, Sizzlean, Quaker Puffed Rice, Spam, *Yannkee, Family Handyman, Sports Afield, 48 Hours, Another World,* GMC Sierra Pickups, Oldsmobile 98s
Rural Industria	$26,000	24-34	High school grads	Cross-country skiing, college football, diet pills, Sizzlean, Domino's Pizza, Mexican food, *Parenting, Field & Stream, Hot Rod, Family Circle, Cops, Rescue 911,* religious radio, Dodge 3500 pickups, Chevy C3500 pickups
Norma Rae-Ville	$19,400	Under 24, 65+	Grade school, high school grads	Tractor pulls, cigars, Victoria's Secret, instant grits, bourbon, canned spaghetti, *Ebony, Sport, Soap Opera Digest,* TV wrestling, *Rolanda,* Nissan 2WD pickups, Hyundai Elantras
Mines & Mills	$19,600	55+	High school grads	Roller-skating,Wal-Mart, lottery tickets, hot dogs, domestic beer, Cap'n Crunch, canned spaghetti, motorcycle magazines, fishing/hunting magazines, *Country Living, As the World Turns,* TV wrestling, Mercury Topazes, Chevy S10 pickups

Rustic Living				
Blue Highways	$27,000	35-54	High school grads	Hunting, satellite dishes, needlepoint, Mary Kay cosmetics, Spam, Hamburger Helper, baby food, *Sport, Field & Stream, Country Living,* Sally Jesse Raphael, Cinemax, Ford pickups
Rustic Elders	$25,200	45+	High school grads	Hunting, chewing tobacco, auto races, beef, Wheaties, frozen pizza, canned ham, *Family Handyman, Outdoor Life, 4 Wheel and Offroad, Price is Right,* country radio, *Young & the Restless,* Dodge 3500 pickups
Back Country Folks	$25,600	45+	High school education	Satellite dishes, hunting, college football, romance novels, Spam, Hamburger Helper, instant mashed potatoes, *Sports Afield, Country Living, True Story, Price is Right,* Daytona 500, Nissan 4X4 trucks
Scrub Pine Flats	$21,600	55+	High school grads	Gospel music, tractor pulls, Wal-Mart, instant grits, KFC, Spam, *Ebony, Southern Living, Sports Afield, Rolanda,* Jenny Jones, Country Music TV, Ford F-350 pickups, Mitsubishi pickups
Hard Scrabble	$17,400	55+	Grade school education	Chewing tobacco, tractor pulls, hunting, Wal-Mart, canned stew, Spam, Kool-Aid, bourbon, *Bassmaster, Sports Afield, Organic Gardening, Guns & Ammo, Another World,* Country Music TV, Chevy S10 pickups

Regional Comparison: 1990 Population

Gibbs Planning Group



09/25/00

EXHIBIT 25

Macon, GA: 1998 Average Household Size

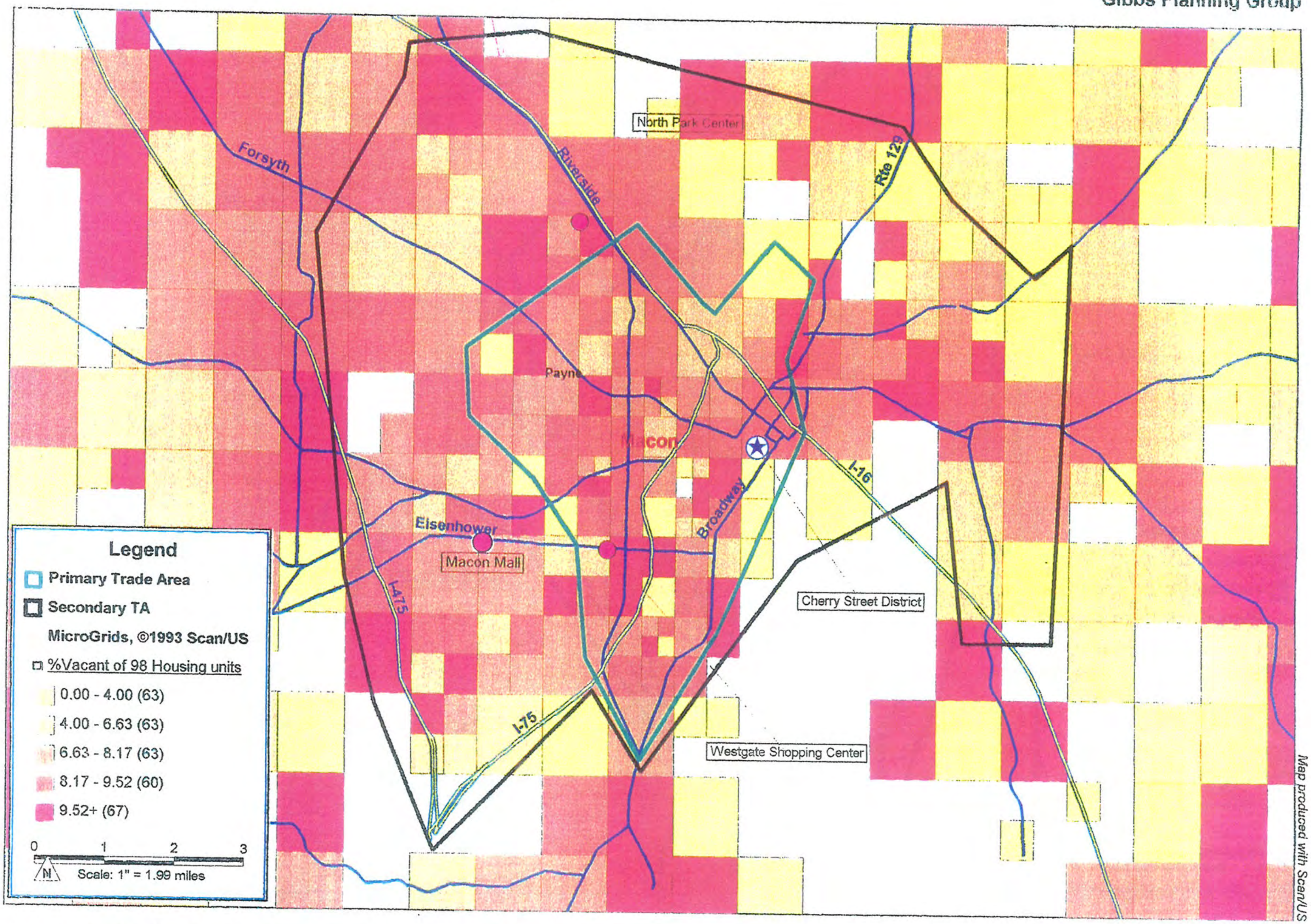
Gibbs Planning Group

Demographic data based on Scan/US Microgrid geography. Areas which do not have population are not assigned grids and therefore are blank.

09/25/00

Macon, GA: 1998 Percent Vacant Housing Units

Gibbs Planning Group

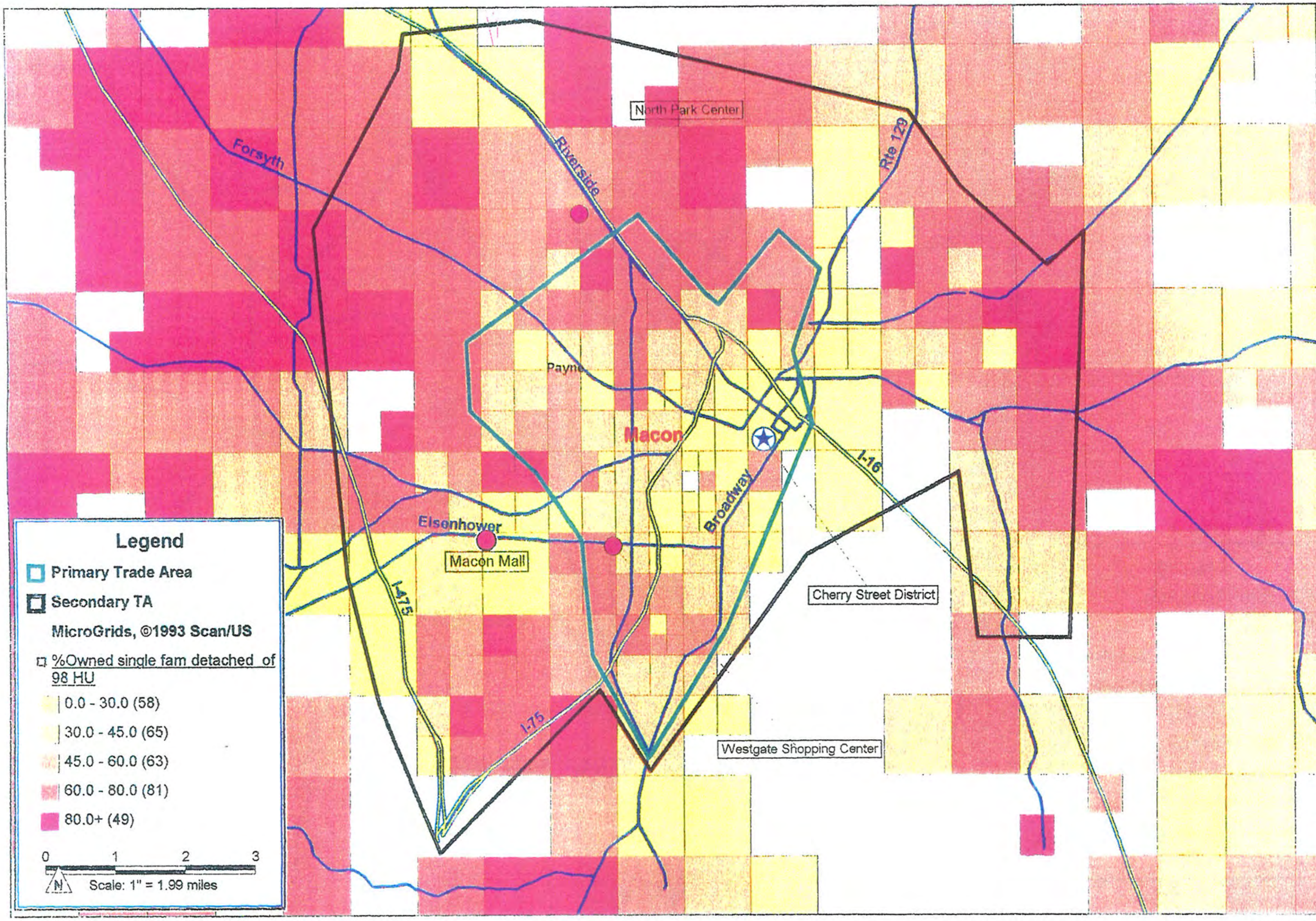


Demographic data based on Scan/US Microgrid geography. Areas which do not have population are not assigned grids and therefore are blank.

09/25/00

Macon, GA: 1998 Percent Owner-Occupied, Single-Family Detached Housing Units

Gibbs Planning Group

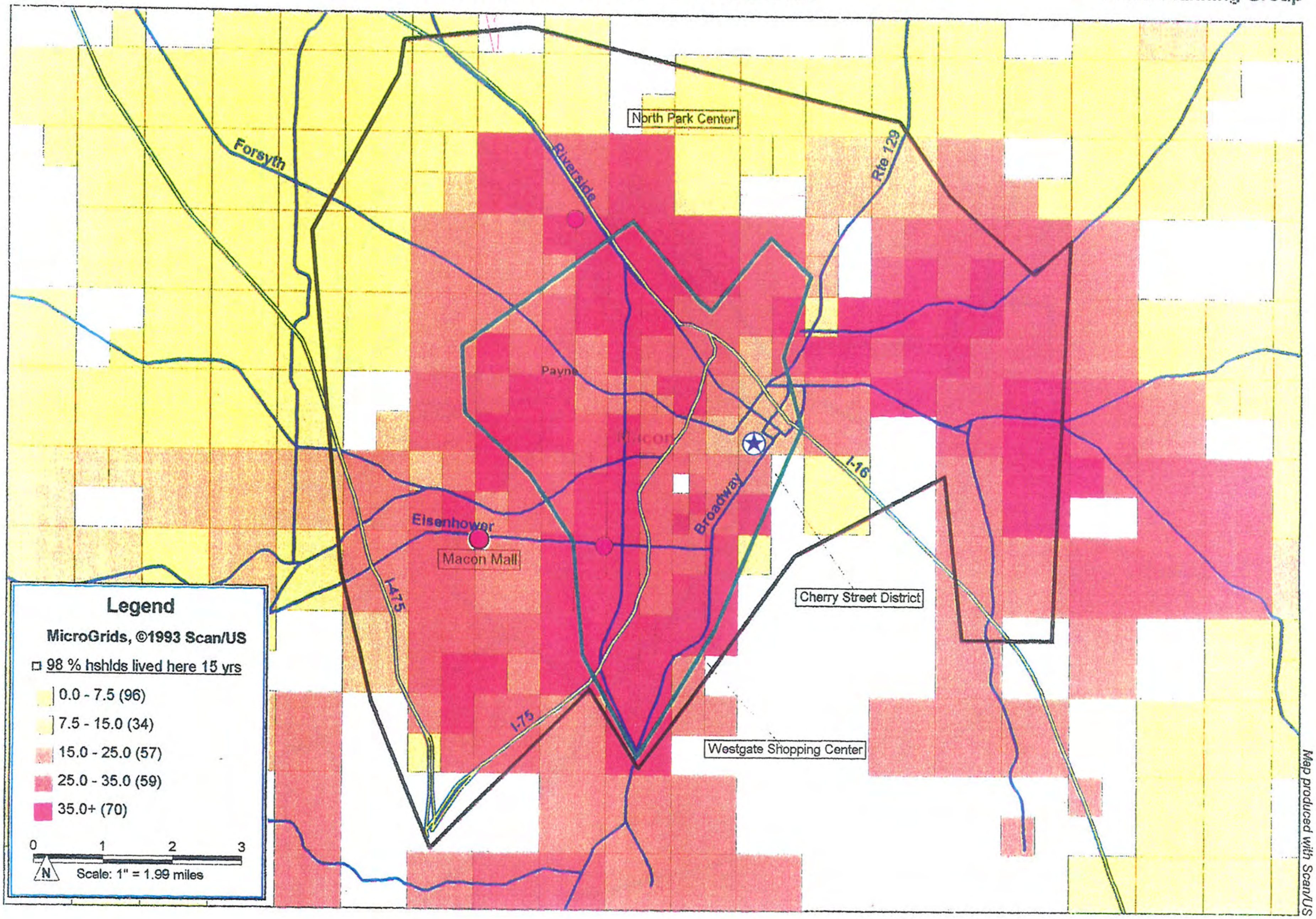


09/25/00

Demographic data based on Scan/US Microgrid geography. Areas which do not have population are not assigned grids and therefore are blank.

Macon, GA: 1998 Percent Households 15+ Years at Residence

Gibbs Planning Group

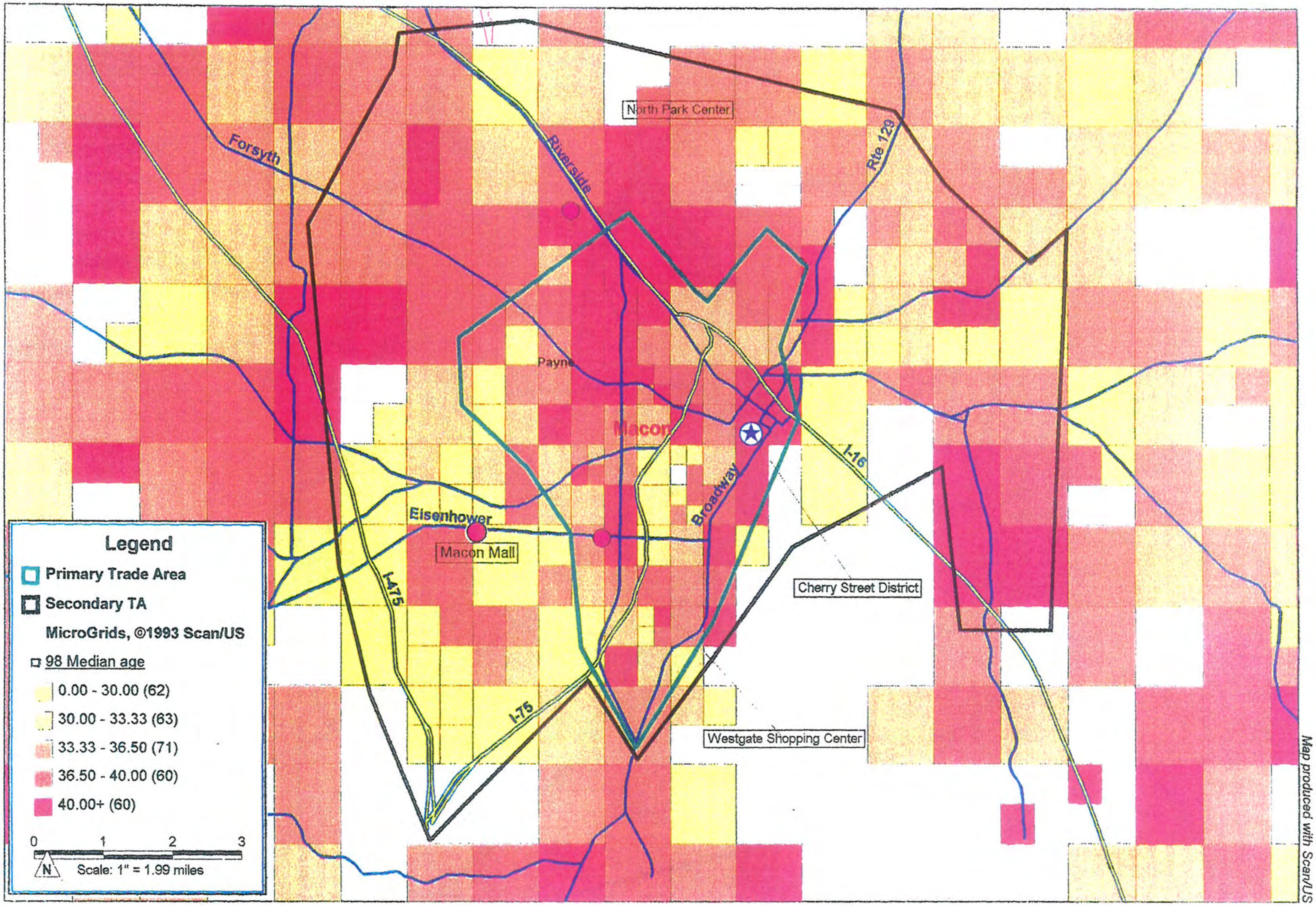


09/25/00

Demographic data based on Scan/US Microgrid geography. Areas which do not have population are not assigned grids and therefore are blank.

Macon, GA: 1998 Median Age

Gibbs Planning Group

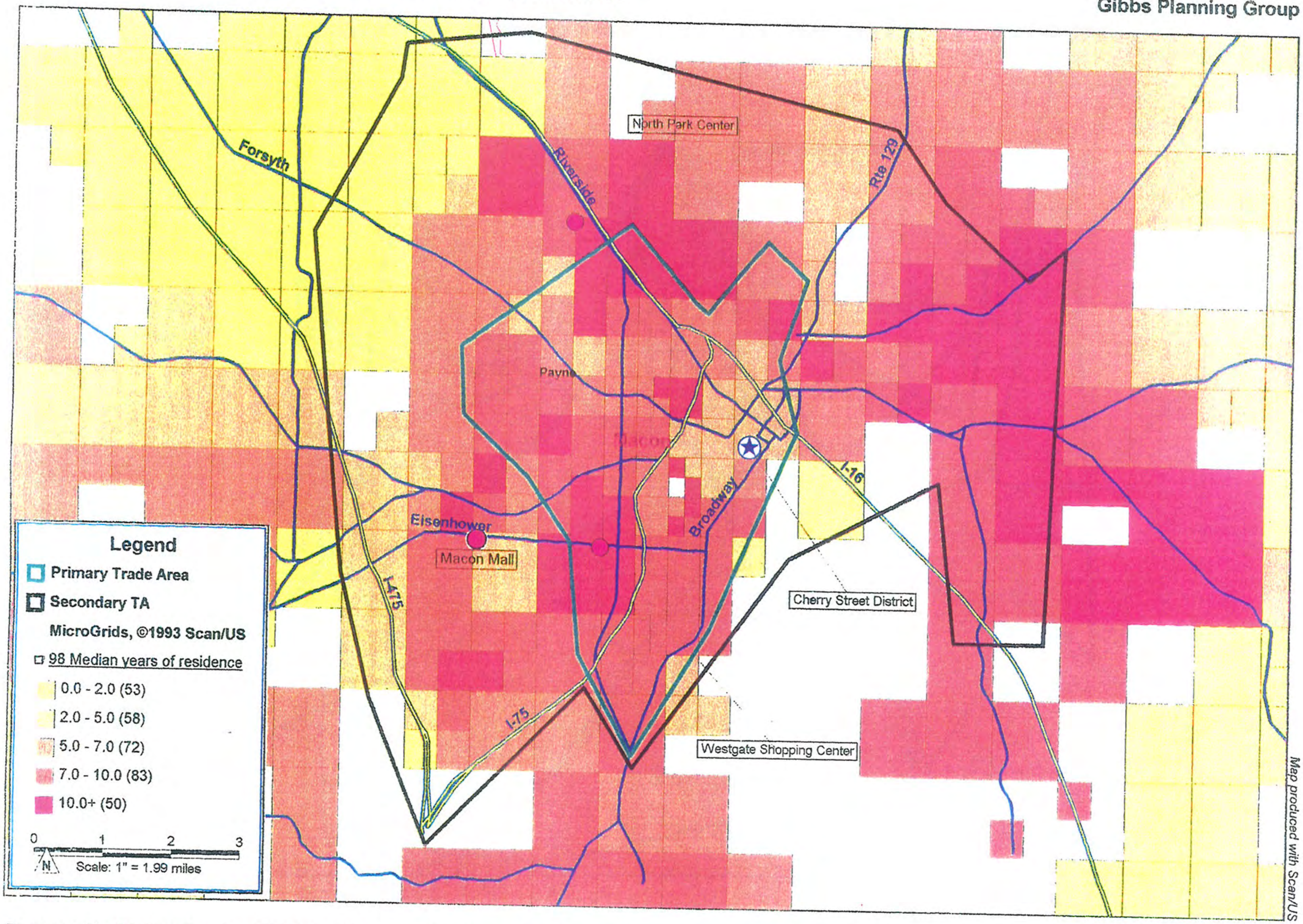


09/25/00

Demographic data based on Scan/US Microgrid geography. Areas which do not have population are not assigned grids and therefore are blank.

Macon, GA: 1998 Median Years of Residence

Gibbs Planning Group

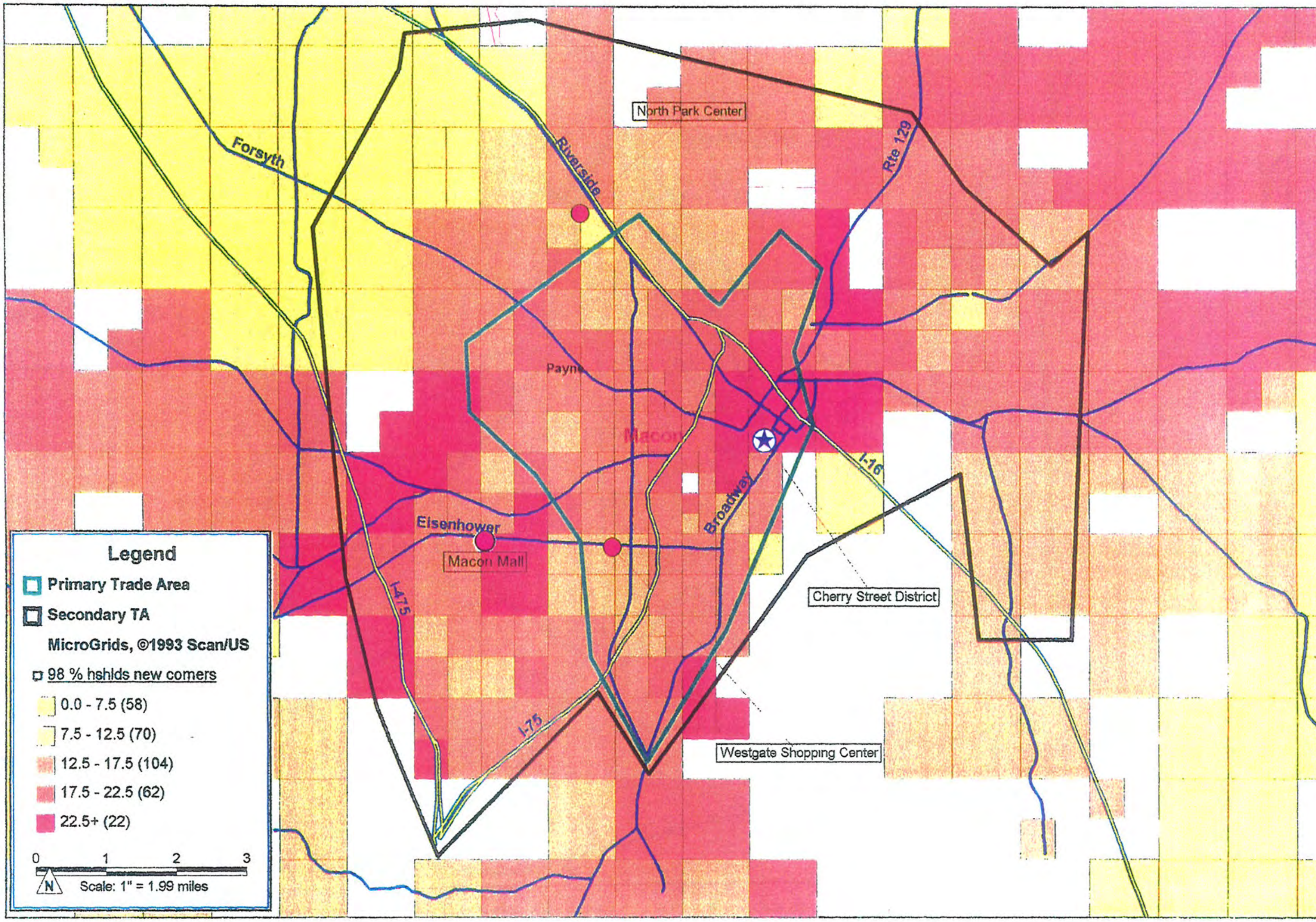


Demographic data based on Scan/US Microgrid geography. Areas which do not have population are not assigned grids and therefore are blank.

09/25/00

Macon, GA: 1998 Percent Households New Comers

Gibbs Planning Group



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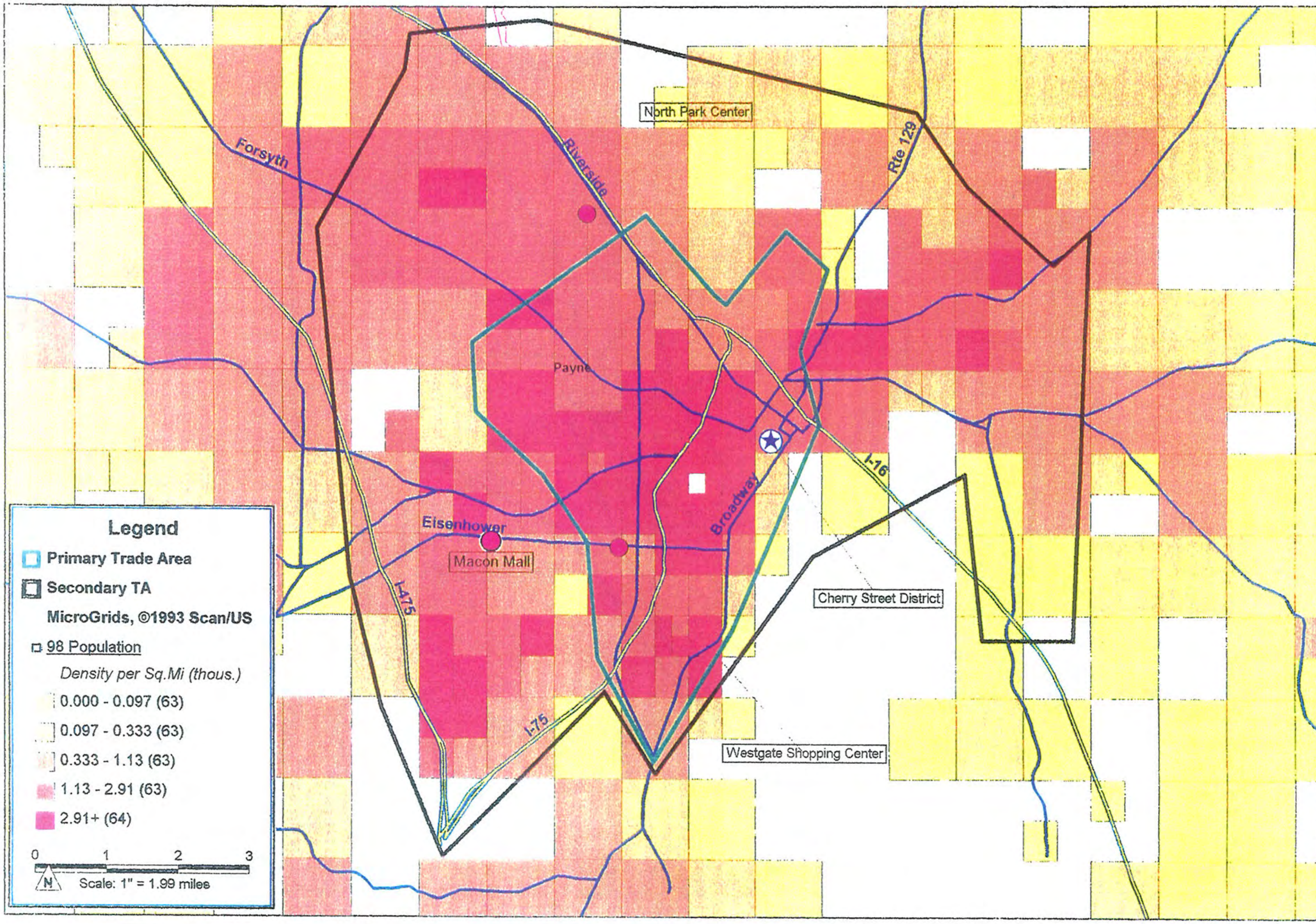
Demographic data based on Scan/US Microgrid geography. Areas which do not have population are not assigned grids and therefore are blank.

Macon, GA: 1998 Population Per Square Mile

Gibbs Planning Group

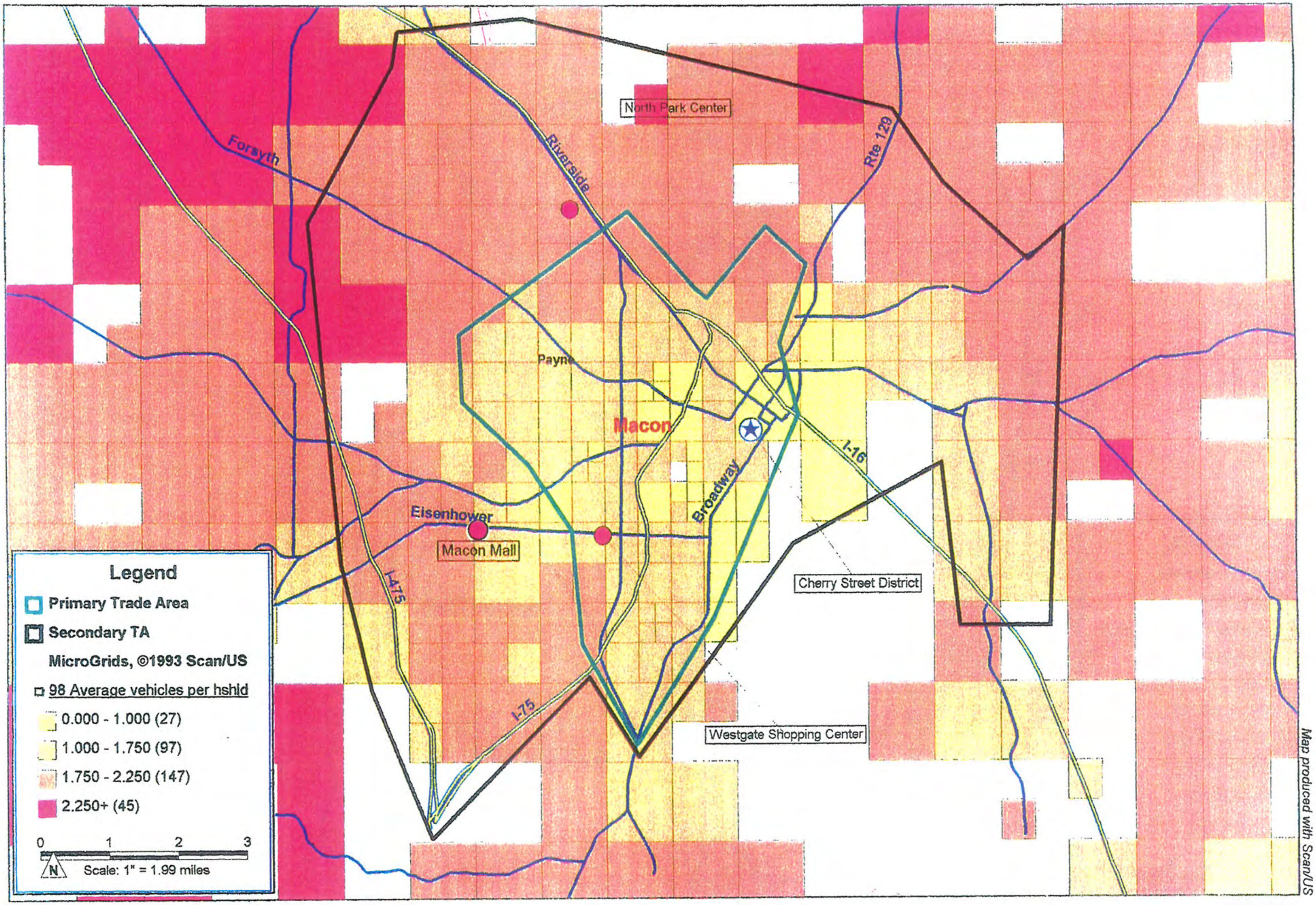


09/25/00

Demographic data based on Scan/US Microgrid geography. Areas which do not have population are not assigned grids and therefore are blank.

Macon, GA: 1998 Average Vehicles Per Household

Gibbs Planning Group

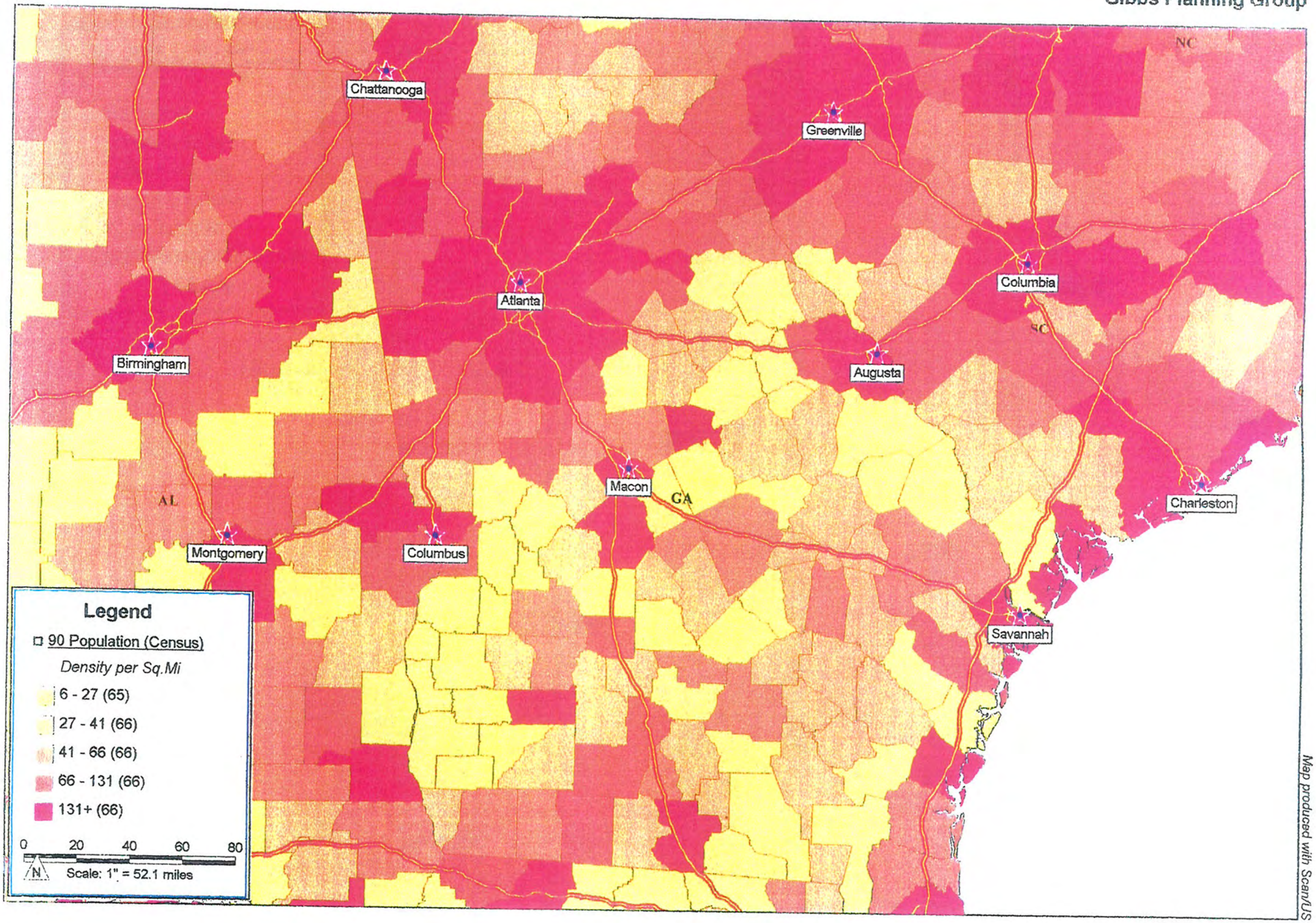


09/25/00

Demographic data based on Scan/US Microgrid geography. Areas which do not have population are not assigned grids and therefore are blank.

Regional Comparison: 1990 Population Per Square Mile

Gibbs Planning Group



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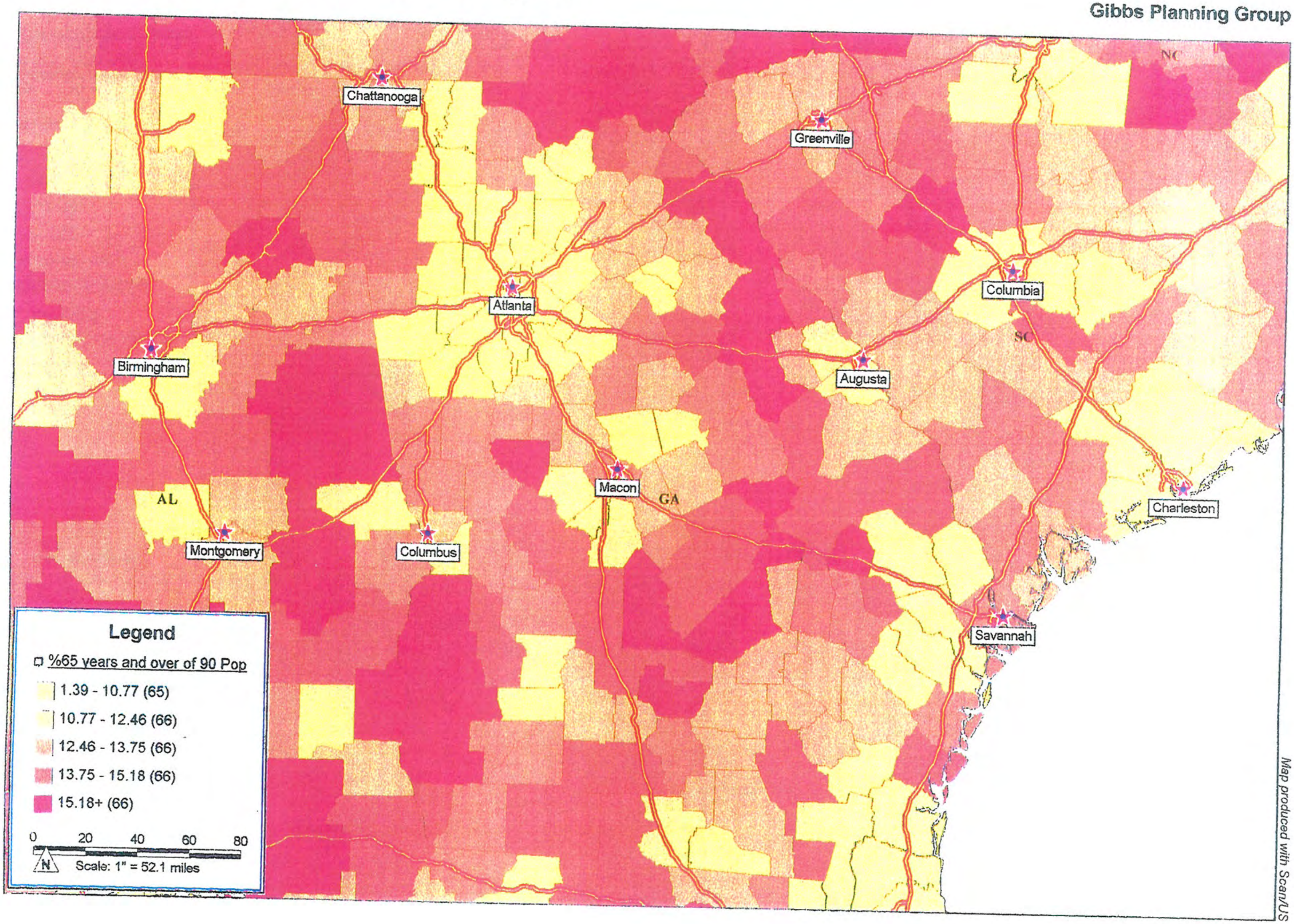
Regional Comparison: 1990 Percent Age 65+

Gibbs Planning Group



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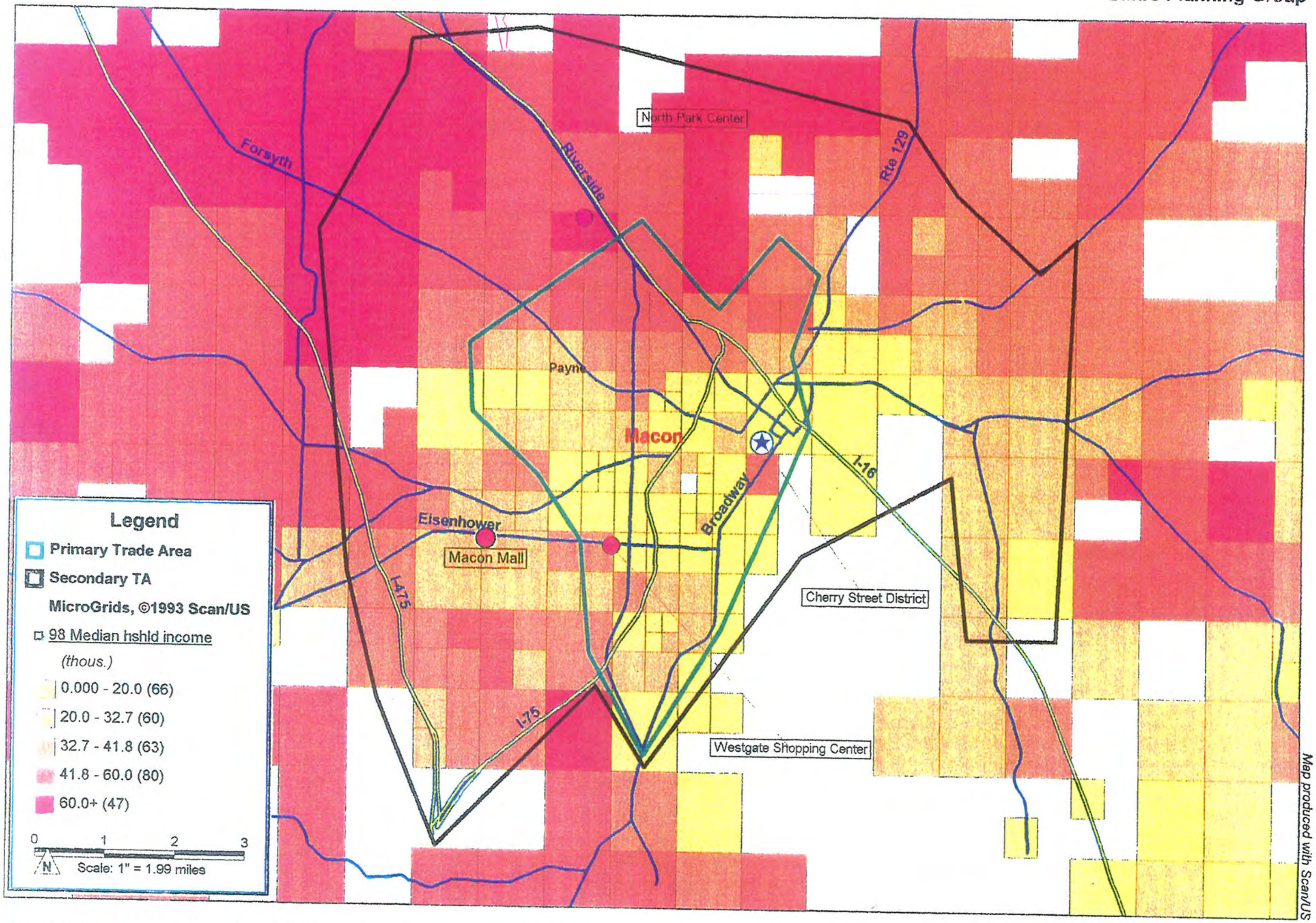
Macon, GA: 1998 Median Household Income

Gibbs Planning Group



Demographic data based on Scan/US Microgrid geography. Areas which do not have population are not assigned grids and therefore are blank.

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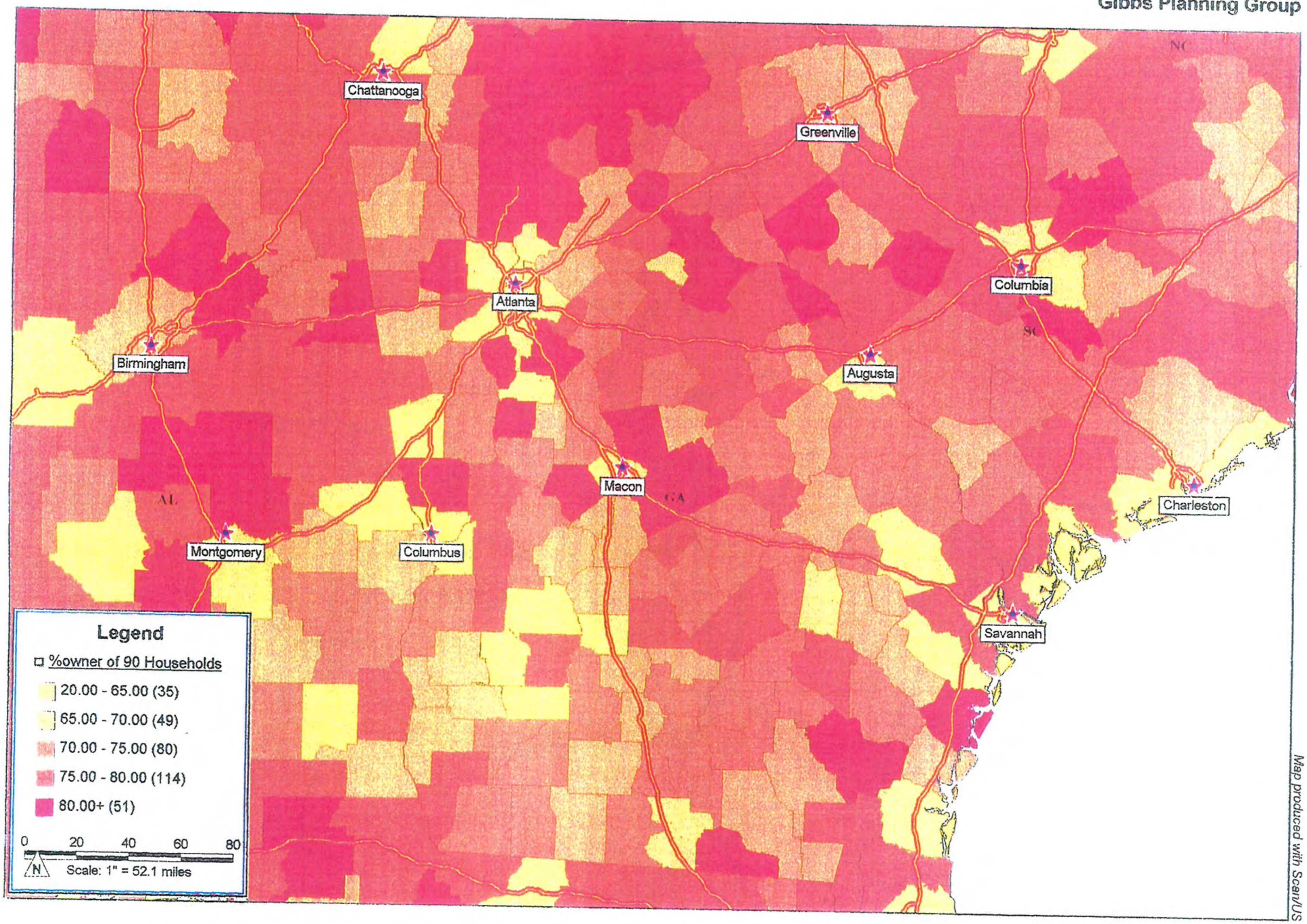
Regional Comparison: 1990 Percent Owner-Occupied Households

Gibbs Planning Group



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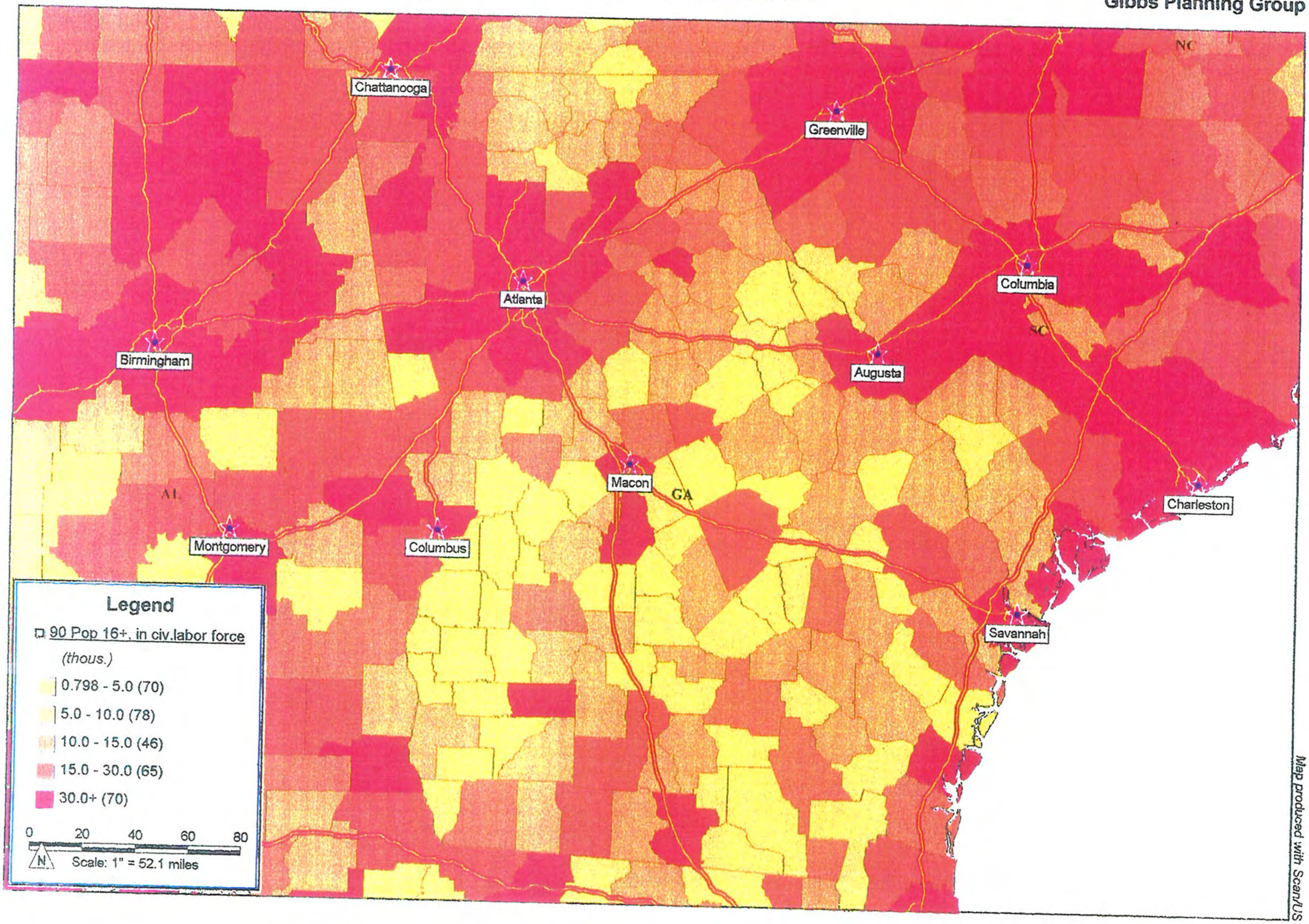
Regional Comparison: 1990 Population 16+ in Civilian Labor Force

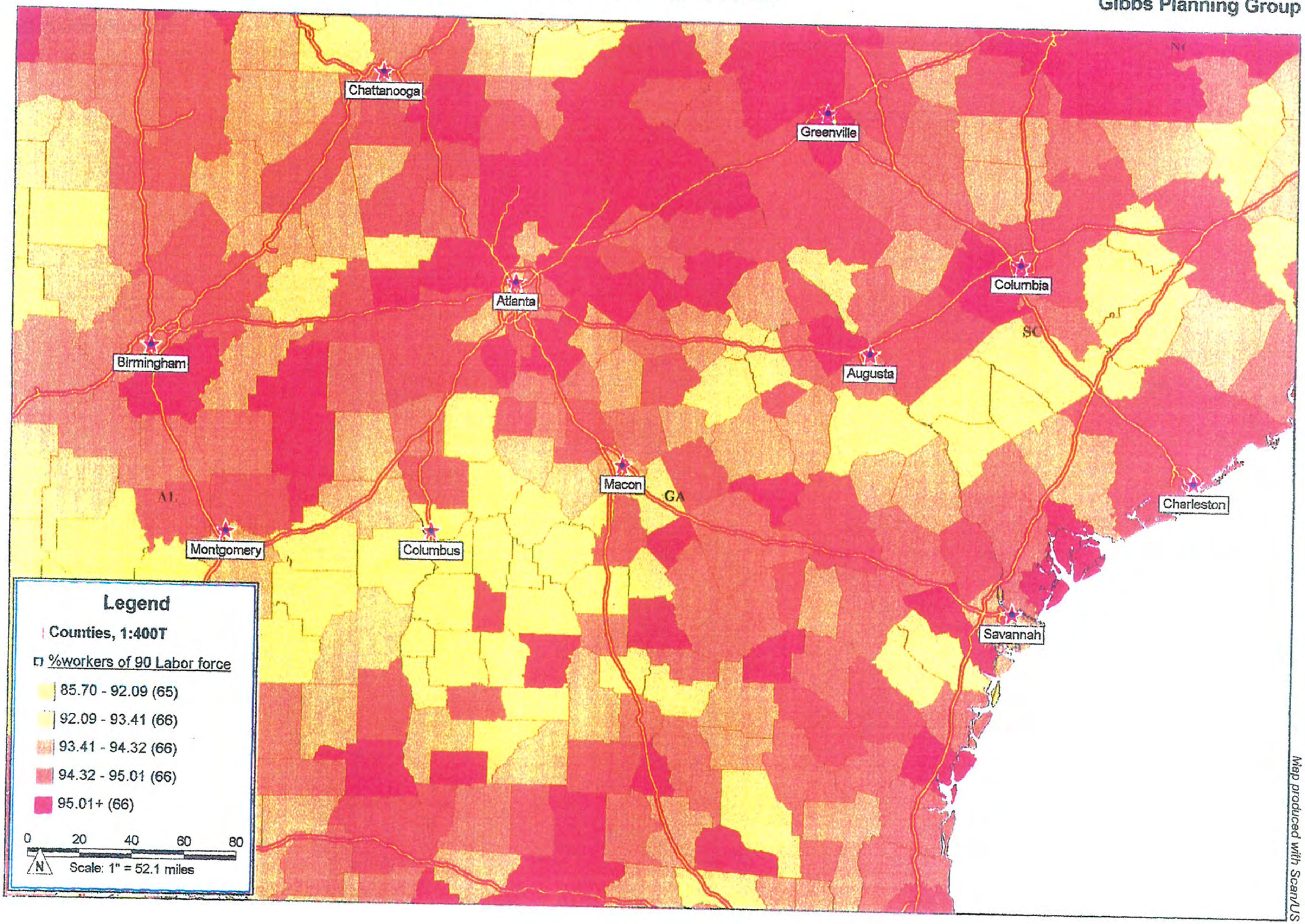
Gibbs Planning Group



09/25/00

Regional Comparison: 1990 Percent Workers in Labor Force

Gibbs Planning Group



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