DOWNTOWN STRATEGIC PLAN

CITY OF PERRY
DOWNTOWN DEVELOPMENT AUTHORITY

ACKNOWLEDGMENTS

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Completed for the City of Perry Downtown Development Authority by the Middle Georgia Regional Commission.

MGRC
Middle Georgia Regional Commission

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INTRODUCTION

PROJECT BACKGROUND

Purpose

The 2020 Downtown Strategic Plan is intended to provide a vision, with specific recommendations and implementation steps to guide and stimulate downtown development. This Downtown Strategic Plan builds off the foundations established in the 2014 Downtown Master Plan, which set forth priorities related to promotion, economic development, and downtown design. As many of the goals and action items in the 2014 Downtown Master Plan have been accomplished, the community felt it was time to update their downtown plan, resulting in the 2020 City of Perry Downtown Development Authority Downtown Master Plan.

Process

Perry's Downtown Strategic Plan emerged over three phases: (1) needs identification, (2) plan and design, and (3) refinement and the final plan. Initiated by the City of Perry Downtown Development Authority (DDA) in the first quarter of 2019, the Middle Georgia Regional Commission (MGRC) began updating the plan to provide actionable steps for downtown development.

In the following 18 months, the MGRC partnered with the DDA to redefine the downtown boundaries, research and analyze existing conditions, conduct a public engagement process, and complete updated plan documents. Key stakeholder groups for this process included the Perry DDA, Perry Main Street Board of Directors, Perry Planning Commission, the Mayor and City Council of Perry, and city staff.

The general public was engaged through several methods, including in-person and online surveys about general downtown development patterns and specific design preferences. The Perry DDA also hosted open house sessions to inform property owners about the downtown boundary changes.

The completed plan includes the following elements: a review of the geographic and historical context for the City of Perry, an analysis of existing conditions, a market analysis for the city, an overview of the community engagement process, and a series of policy recommendations and action steps to implement the community's goals for downtown Perry.

Vision for Downtown Perry

The plan presents the following vision for downtown Perry:

Downtown Perry is a premier and inclusive destination for dining, shopping, and gathering for families, neighbors, and visitors. Downtown Perry is a safe, clean, inviting, and walkable place that proudly maintains its historic, small-town culture and charm while providing new and diverse business, entertainment, and residential opportunities.

COMMUNITY CONTEXT

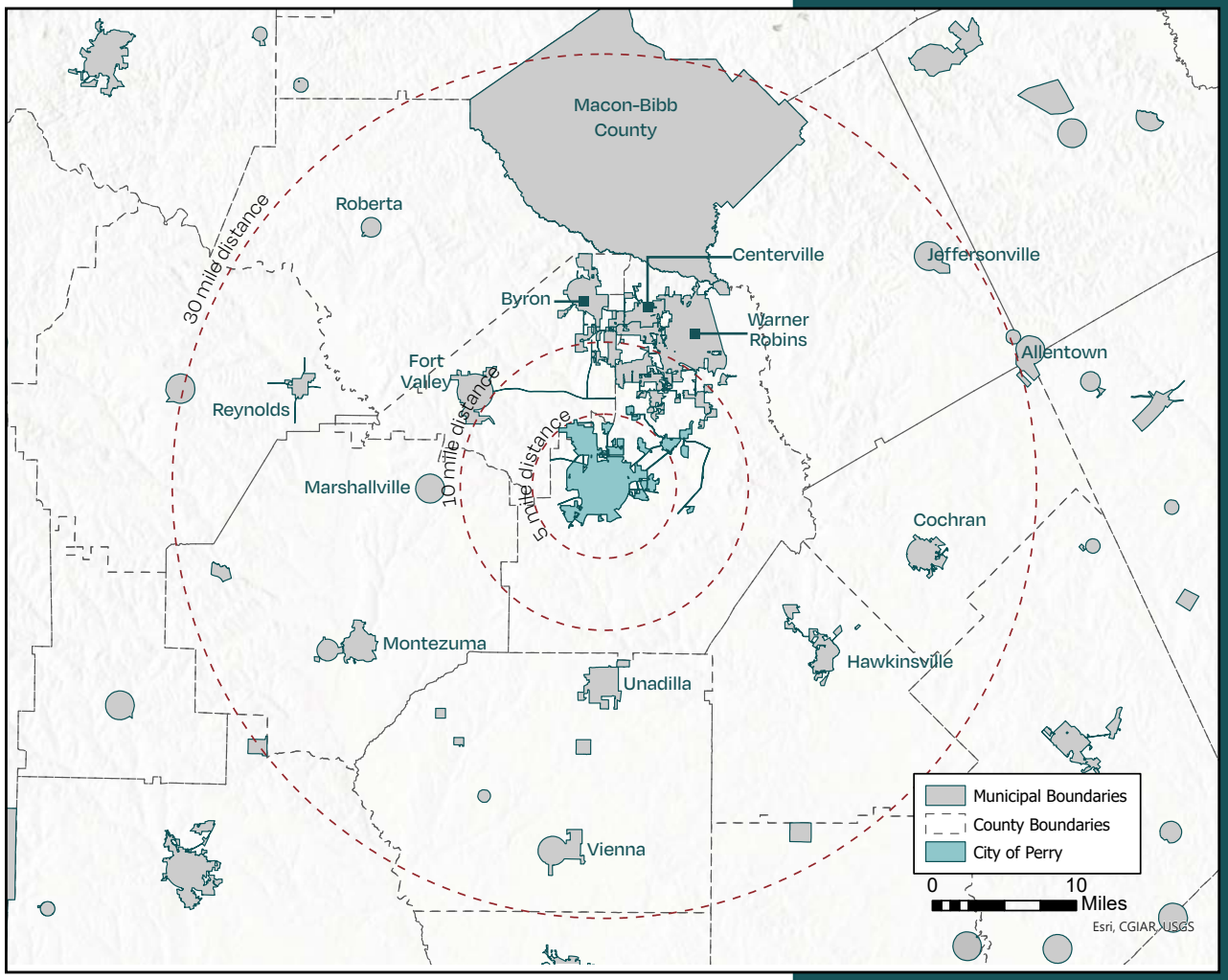
Regional Context

The City of Perry, located in central Georgia, is home to more than 18,000 people (2019). It is the county seat of Houston County, which is the 14th largest county in Georgia by population. Surrounding much of Perry is agricultural land and rural development, but the area to the north and east of Perry is experiencing rapid suburban-style growth.

Perry is located approximately 30 miles from Macon, the largest city in the region, and 110 miles from Atlanta. Other cities within a 30-mile drive include Byron, Fort Valley, Hawkinsville, Unadilla, Vienna, and Warner Robins.

Perry is well connected to the region and beyond by Interstate 75 and Highways 341 and 224. The Perry-Houston County Airport is located just north of the city, and the Middle Georgia Regional Airport is approximately 20 miles northeast. The closest international airport is the Hartsfield-Jackson International Airport in Atlanta.

The city is also approximately 20 miles from Robins Air Force Base, the largest employer in the region, and a significant force for development in Houston County and the region. Robins Air Force Base is the largest single-site employer in Georgia.



Local Context

This section highlights key assets in and around downtown Perry.

1. Evergreen Cemetery
2. Legacy Park
3. Future Site of City of Perry Offices
4. New Perry Hotel
5. Old County Courthouse / Future City Hall
6. Perry Players Community Theatre
7. Perry City Hall and Police Department
8. Houston County Public Library
9. Perry Welcome Park
10. Perry Arts Center
11. Post Office
12. Perry High School

Historic & Cultural Resources Parks Community Resources

Historic Context

The City of Perry has a long history as a hub community within the central part of the state. Over the years, Perry has been called the "Crossroads of Georgia" due to its strategic location along major transportation routes. From relatively modest beginnings, the City of Perry has become a rapidly growing community with a prosperous local economy. Today, the city self-styles itself as "where Georgia comes together," echoing the city's historical importance while simultaneously setting a vision of the community's future.

The Early Years (1824-1912)

The Georgia General Assembly created Houston County in 1821 following a treaty with the Creek Indians. At the time, Houston County covered a large swath of Georgia on the state's western frontier. A few years later, Houston County would cede land for the formation of Upson, Crawford, and Bibb Counties. In 1924, the Houston County borders would reach their final extent with the formation of Peach County from the western parts of Houston County.

When Houston County was formed, a small settlement near current-day Perry named Wattsville was designated as the county seat, given its central location in the county. That small town was renamed Perry and formally incorporated in 1824 as the first municipality in Houston County. The original city limits of Perry formed a rough circle with a half-mile radius from the courthouse square, except for where the Big Indian Creek formed a natural boundary for the city.

Perry became the center of business for the new county, attracting lawyers, teachers, and store owners. Several small industries also grew around Perry, including gristmills, sawmills, and cotton gins. The first Perry Hotel also opened in 1870 to serve travelers along a stagecoach route. The Houston Home Journal, the county's newspaper, also began publishing in 1870. However, Perry's population stayed relatively small throughout these early years, with only 836 people in the 1870 Census. Significant growth would not come to the Perry area until the 20th century.

A Growing Center of Business (1912-1945)

The City of Perry's historic downtown began to form into its current shape throughout the 1910s and 1920s, with a number of small one- and two-story shops and businesses built along Carroll Street between Ball Street and Washington Street. The spread of new technology into rural Houston County facilitated downtown Perry's formation, particularly with the first electric lighting

in 1912. Throughout the 1920s, the transportation infrastructure of Perry also developed with the paving of U.S. Highway 41 from Tennessee to Florida.

Throughout the 1920s, Perry's downtown continued to prosper, and the New Perry Hotel was built in 1925 in place of the original one to serve tourists passing through town. The countryside around Perry also continued to prosper with the growth of the forestry, agriculture, and mining industries. The 1920s and 1930s saw sustained population growth, with the population reaching 1,542 people by the 1940 Census enumeration.

The Post-War Boom (1945-1990)

In June 1941, a regional effort succeeded in gaining approval from the U.S. War Department to construct a new air depot facility near the community of Wellston, located about halfway between Perry and Macon. The facility would later be renamed Robins Air Force Base (RAFB). The missions at RAFB scaled down quickly after World War II, but activity quickly surged back with the onset of the Cold War. Throughout these years, RAFB would employ between 15,000 and 25,000 individuals, serving as the largest employer in central Georgia and a major economic driver for Houston County and the City of Perry.

Between 1940 and 1960, the population of the City of Perry quadrupled. Coupled with the completion of Interstate 75 through Perry in the 1960s, much of Houston County developed into a modern American suburban community. Perry continued to steadily grow through 1990 buoyed by industries like Frito Lay, Perdue Farms, and Interfor.

In 1990, Perry cemented its status as a center of agriculture for rural south and central Georgia with the establishment of the Georgia National Fairgrounds and Agricenter. The facility today is host to over 260 annual events, including the Georgia National Fair, which regularly brings more than a half-million people to Perry each October.

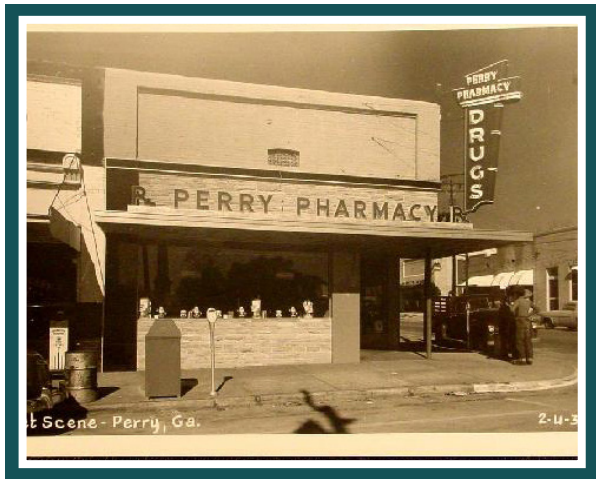
A Prosperous, Modern Town Center (1990-2020)

Perry's population growth leveled off in the 1990s before starting to grow again in the 2000s and 2010s. Perry undertook several annexations to bring new areas into the city limits while also investing in the development of the downtown area and community at large. Perry Parkway, on the eastern side of town, was built in the 1990s and early 2000s, and drew some activity away from the downtown area while spurring new development on the outskirts of the city. The new Perry Middle School, built in 1995, was one of the first major structures along Perry Parkway. The Houston County Courthouse would also leave downtown for a new facility on Perry Parkway in 2002.

While much of Perry's growth in the 1990s and 2000s occurred on the edges of town, modern trends have highlighted the importance of having a vibrant town center as part of a prosperous community. In

response, the City of Perry intensified its focus on revitalizing the downtown area using a variety of state and local incentives for new development. Local public investments were also made by the City of Perry to improve the aesthetics of the downtown area. Perry secured the old National Guard Armory building in 2003 for redevelopment into the Perry Arts Center. The Perry Downtown Development Authority invested greenspace improvements at Garden Park in 2004, and the city acquired the land for Rotary Centennial Park and the Big Indian Creek Waterway Trails in 2008.

These investments in the public spaces, combined with local incentives have begun to encourage the growth of new businesses in Perry. The city has continued to encourage this growth with new events in downtown, like the Food Truck Friday series that began in 2018. Within the region, Perry has one of the more vibrant downtown areas hosting numerous events that bring the community together. In this context, the city is seeking to build on its past progress for an even greater future.



DOWNTOWN PERRY TODAY

BUILT ENVIRONMENT & USES

Development Character

Downtown Perry has a loose, somewhat fragmented street grid. There is no standard block length, with some blocks ranging from approximately 200 x 200 feet to blocks of 400 x 200 feet.

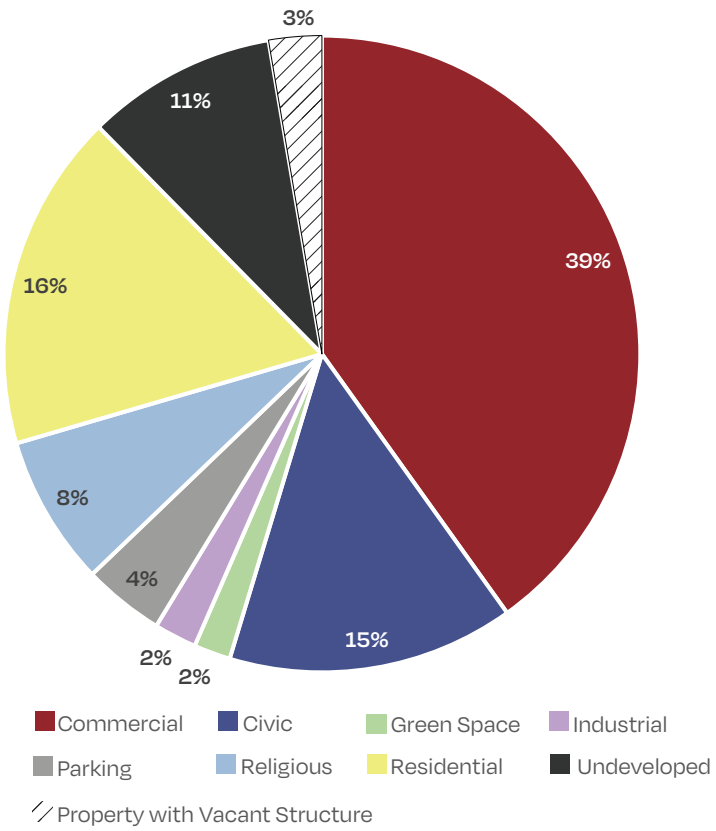
The figure-ground diagram, at right, shows building footprints in the downtown district, illuminating the development character in downtown Perry. The solid blocks, particularly on Carroll Street between Washington Street and Jernigan Street, highlight the downtown core, which has the most connected structures. However, that density does not extend significantly beyond this area. The blue space in the diagram indicates that there is a lot of space between many buildings. This space may be due to the larger lot sizes, undeveloped land, or parking lots. This amount of space between buildings can hamper walkability and a sense of cohesion within the downtown area.

Land Use

The 276 parcels that make up downtown Perry cover 128 acres. Of those 128 acres, 39 percent (50 acres) are occupied by commercial development. Residential development is the next largest land use in downtown Perry making up 16 percent of the downtown area, followed by civic development, undeveloped land, and religious institutions as shown in the figure at the bottom.

Commercial Development

The 50 acres of commercial development includes retail shops, restaurants, personal care services, automotive services, and professional services. Fifty-three percent of commercial acreage is used for professional services, such as banks, medical offices, utility companies, and surveyors. Retail uses are the next largest commercial use by acreage, accounting for almost 27 percent of all commercial property in downtown. Retail uses include specialty retail establishments, pharmacies, and larger businesses like Walgreens or CVS. Restaurants only comprise 3.5 percent of the commercial acreage in downtown.



Residential Development

Approximately 20 acres of the downtown district is occupied by residential uses, making this use the second largest by acreage in downtown. Much of the residential use is found in the Andrew Heights neighborhood; however, there are homes scattered throughout the district.

Civic Development

Civic uses cover almost 19 acres in the downtown district, comprising 15 percent of all property downtown. This category includes government offices, school buildings, and the library.

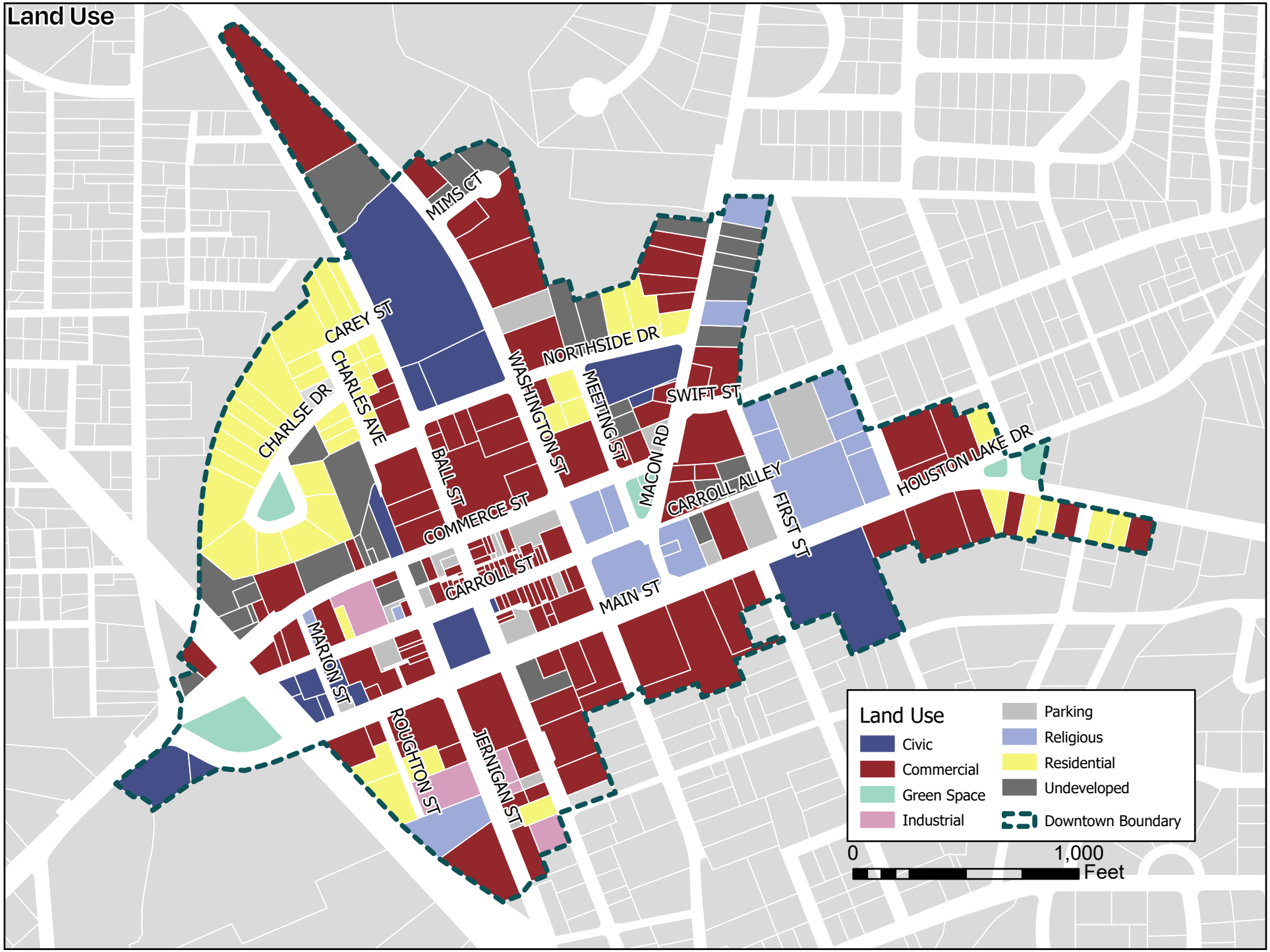
Undeveloped Land

There are approximately 14 acres of undeveloped land in the district, accounting for 11 percent of the downtown district. Because this analysis only examines land use by parcel, there is more developable land in the district, particularly on larger parcels as shown in the Development Character map on the previous page.

Religious Institutions

Places of worship comprise about 10 acres or eight percent of downtown property; however, that figure does not include undeveloped land and parking lots owned by religious institutions. If parking lots and undeveloped land owned by places of worship were included, religious facilities would account for 13 acres.

The rest of downtown is comprised of parking lots, parks, parcels with vacant structures, and some industrial parcels, particularly in the southern part of downtown along Jernigan Street.

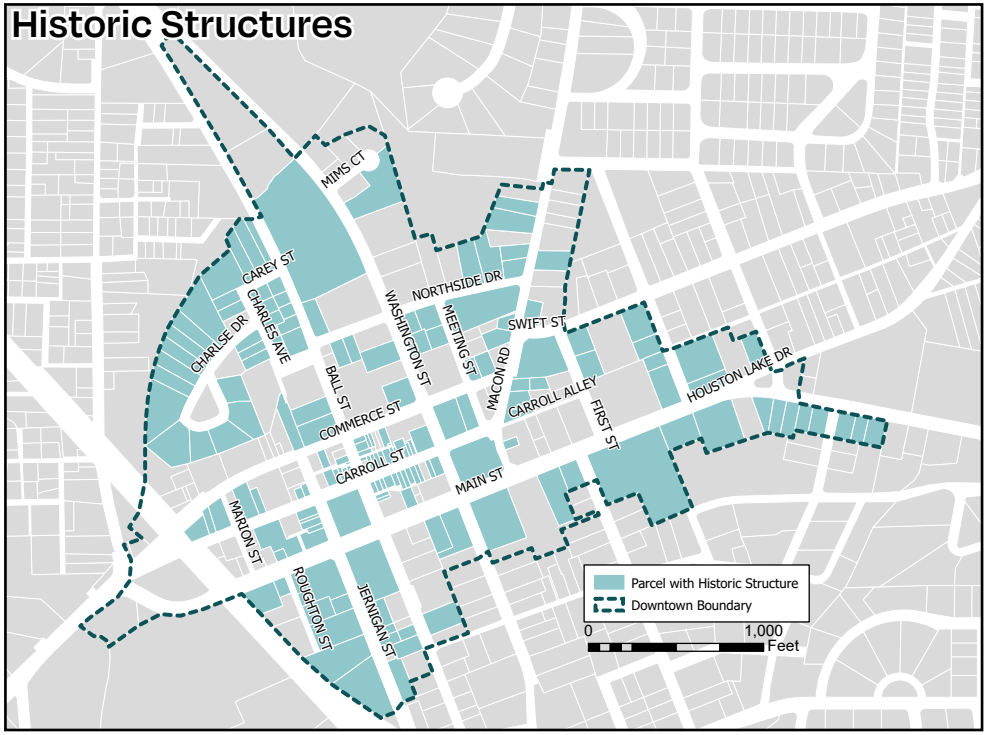

Land Use
MIMS CT
CAREY ST
CHARLES AVE
CHARLSE DR
NORTHSIDE DR
WASHINGTON ST
MEETING ST
SWIFT ST
BALL ST
MACON RD
CARROLL ALLEY
HOUSTON LAKE DR
COMMERCE ST
FIRST ST
CARROLL ST
MAIN ST
MARION ST
ROUGHTON ST
JERNIGAN ST
Land Use
Civic
Commercial
Green Space
Industrial
Parking
Religious
Residential
Undeveloped
Downtown Boundary
0
1,000
Feet

A Historic Downtown

Downtown Perry has numerous historic structures, defined as structures that are least 50 years old as of 2020. These structures are found throughout the downtown district and house residential, commercial, industrial, religious, and civic uses.

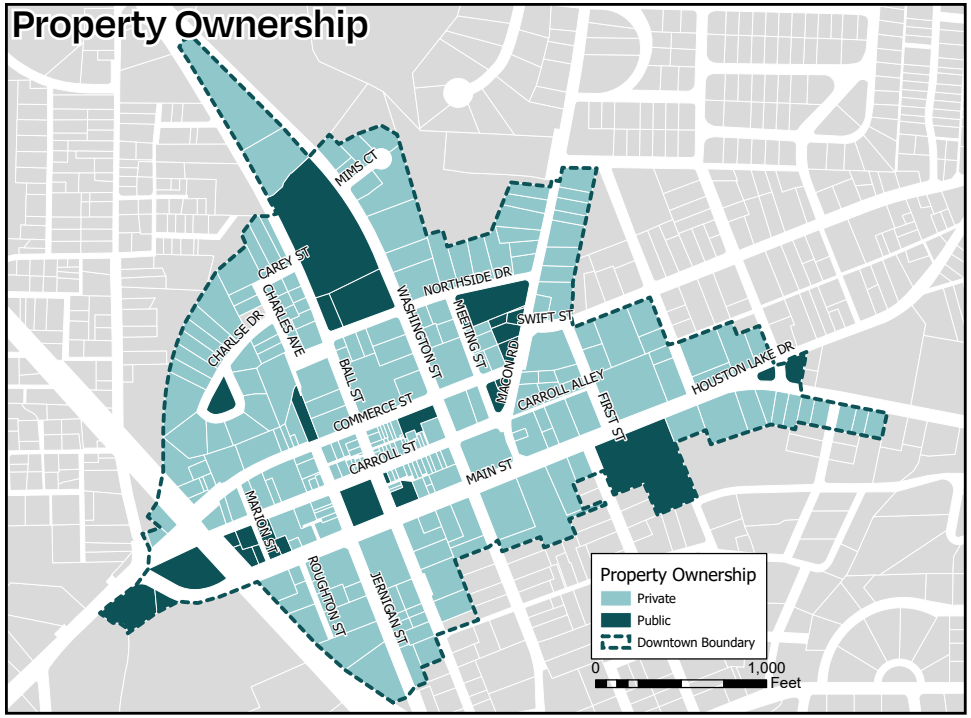
The map below shows the location of the historic structure in downtown Perry. Of all the parcels in downtown Perry, 61.3 percent of them have a historic structure. The median age of a structure in the downtown district is 78 years old. There is one parcel with a structure on the National Register of Historic Places, the New Perry Hotel.

The New Perry Hotel was built in 1925 and added to the Register in 2004. It is an example of Colonial and Classical Revival architecture. While it is now vacant, there are approved plans to renovate the structure and make it into a mixed-use structure hosting apartments, lodging, offices, training rooms, and dining.



Ownership Patterns

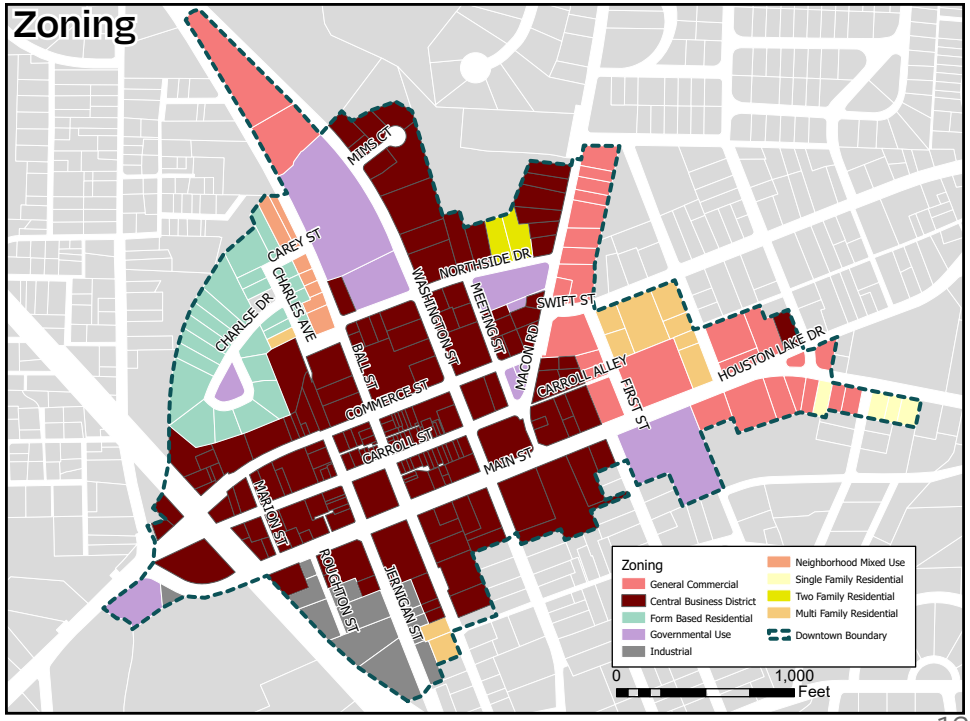
Of the approximately 128 acres of property (not including roads), nearly 24 acres are owned by public entities, including the City of Perry, Houston County, the Houston County Public Library System, and the Houston County Board of Education. These publicly-owned spaces include primarily include parks, administrative offices, parking lots, and public facilities like the library or the Perry Arts center.



Zoning

The majority of the downtown district is zoned Central Business or General Commercial with several parcels zones Governmental Use. There are some residential parcels in the area primarily along the periphery. Some of those residential parcels, particularly on Ball Street, Main Street, and Northside Drive, have the potential to transition to commercial uses due to their proximity to commercially-zoned properties. While the structures on these properties are residential in design, they could be transitioned into professional offices, as many neighboring structures have.

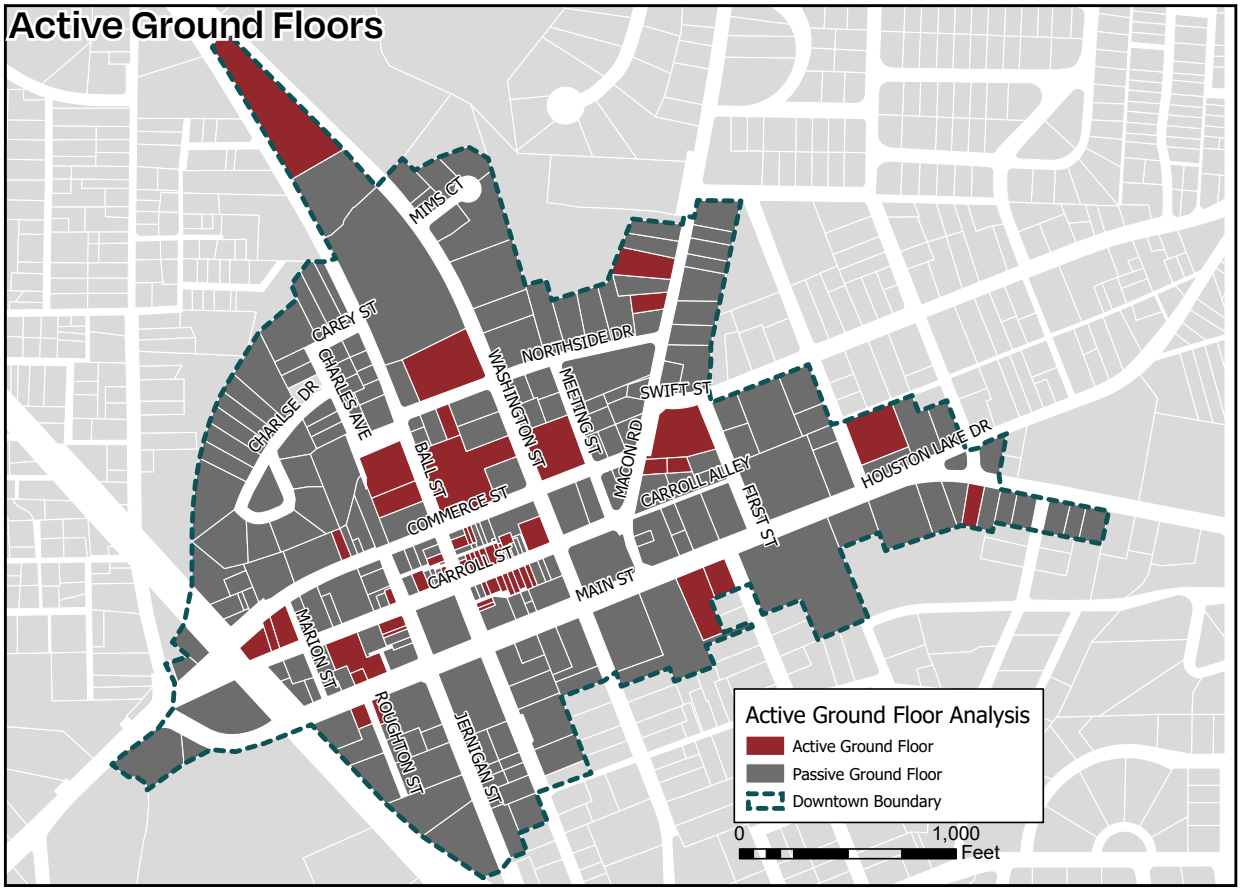
In addition to traditional zoning restrictions regarding use and dimensions, all parcels in the downtown district are subject to design guidelines regarding height, scale, and color, among other factors.



Active Ground Floor Analysis

Active and passive uses are critical in Perry's downtown because they bring diversity and balance to the market. Passive uses, like offices, often supply the daytime consumers of active uses like coffee shops or restaurants. However, the locations of active and passive uses are important to consider, particularly when thinking about business recruitment, development, and promotion. Additionally, identifying the existing and desired active parts of downtown can help direct public investment to make those spaces more pedestrian-friendly.

The active part of Perry's downtown is centered around the downtown core around the courthouse, particularly on Carroll Street between Ball Street and Washington Street. There are other active ground floor uses such as the Anytime Fitness gym or the Perry Drug Company around the downtown district, but the current setting of those businesses is primarily oriented to cars, not pedestrians.



Active & Passive Uses

Active Uses

- Promote pedestrian environment
- High customer turnover
- Invite interaction in area
- Includes retail, restaurants, cafes, entertainment, and personal care services

Passive Uses

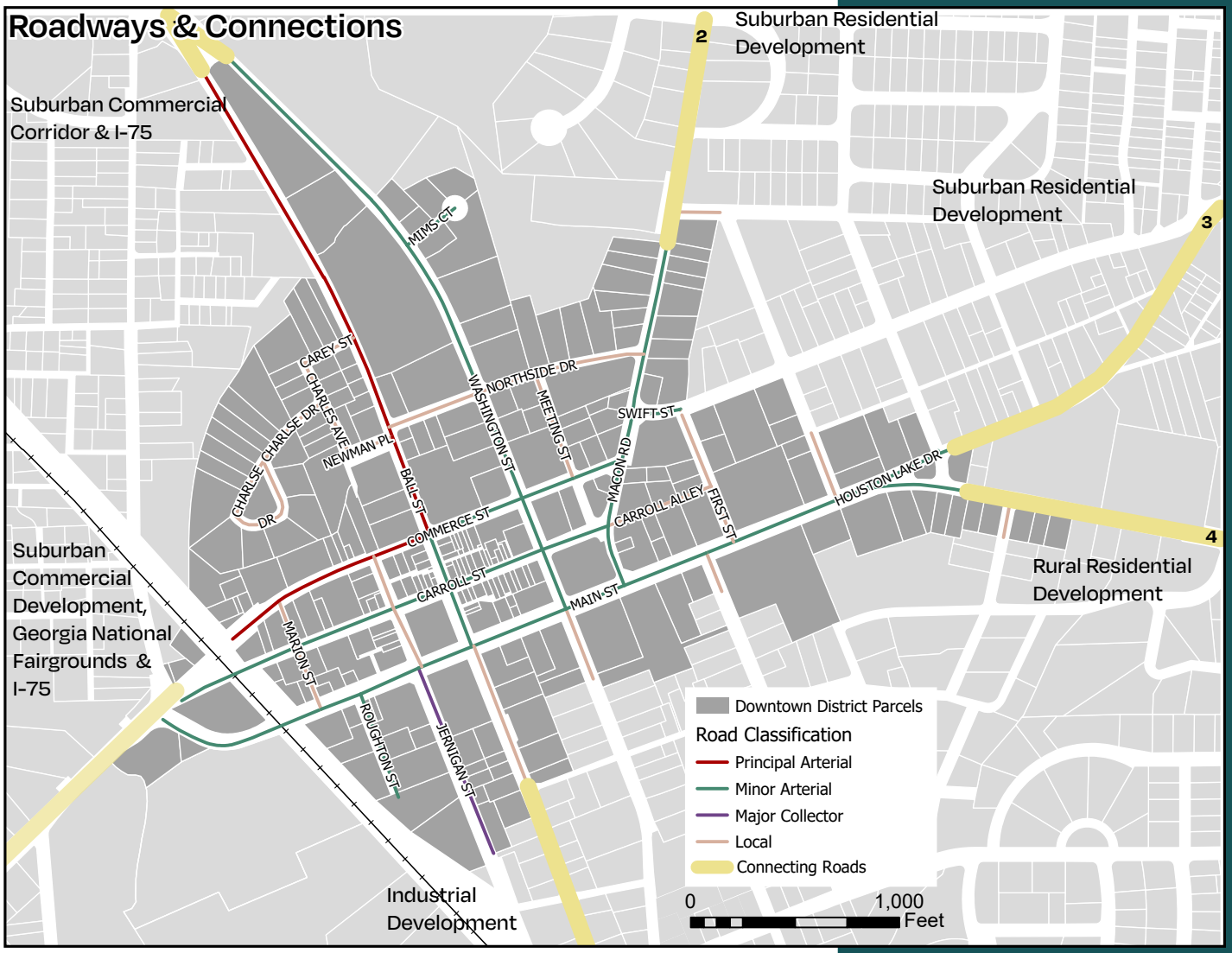
- Lower customer turnover
- Often appointment-based
- Includes professional offices, residential uses, and government offices

MOBILITY, ACCESS, & CONNECTIVITY

Roadways

As noted, downtown Perry has a loose, somewhat fragmented street grid with blocks of varying sizes and roads of varying capacities. The roads through the downtown core are arterials and are designed to provide a high level of access to various destinations in and around Perry with minimal traffic impediments. Many of the other remaining roads are local roads that have low speeds and are intended to provide access to residential areas, businesses, and other local places, as shown in the map to the right.

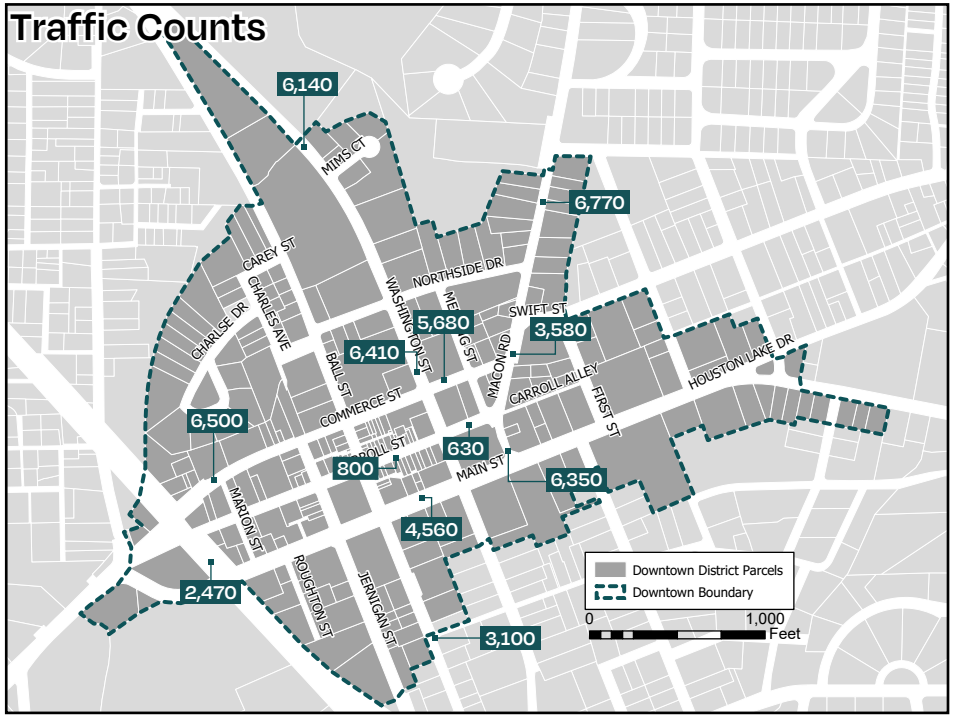
There are several arterials that provide substantial access to downtown Perry from all parts of the city as well as Houston County, as shown in the map to the right. These arterials connect downtown to much of the suburban development that has occurred in Perry and beyond.



Traffic

The most heavily traveled roads in downtown Perry are Macon Road, Commerce Street, Washington Street, and Main Street, as shown by the average annual daily traffic (AADT) figures on the map below. Those streets have AADT figures ranging between 5,680 to 6,770 vehicles. Even though some of these roads are state routes, the traffic counts on these roads are not so high as to deter downtown-style development and alternative modes of transportation like walking, bicycling, or using golf carts.

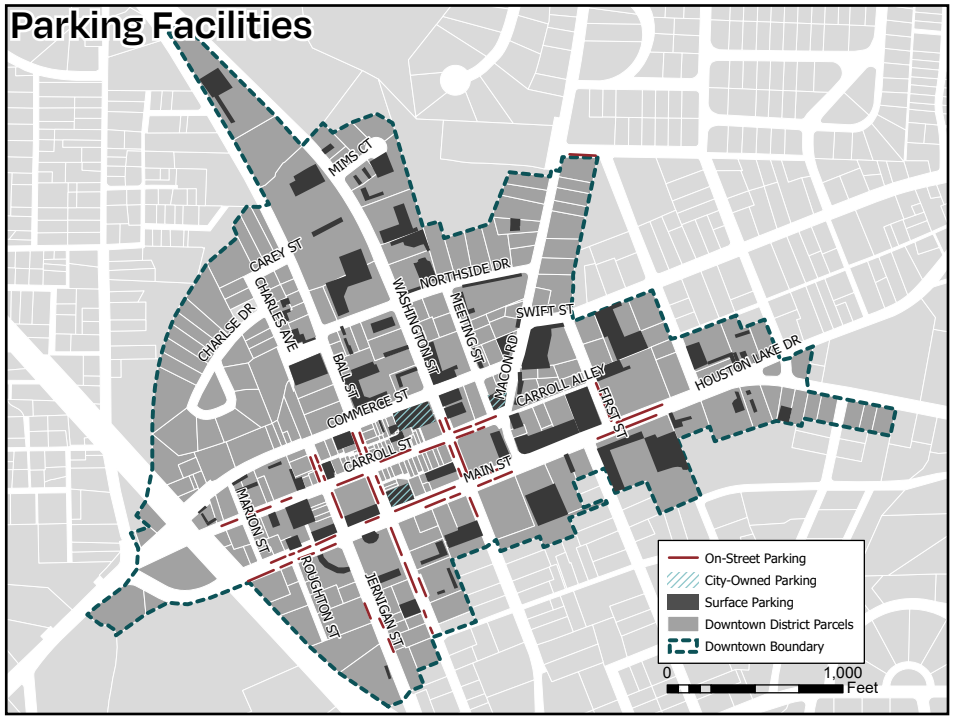
As expected, these roads experience peak usage in the morning between 7:00 and 8:00 am, at lunch between 12:00 and 1:00 pm and in the evening between 4:00 and 6:00 pm.



Parking Facilities

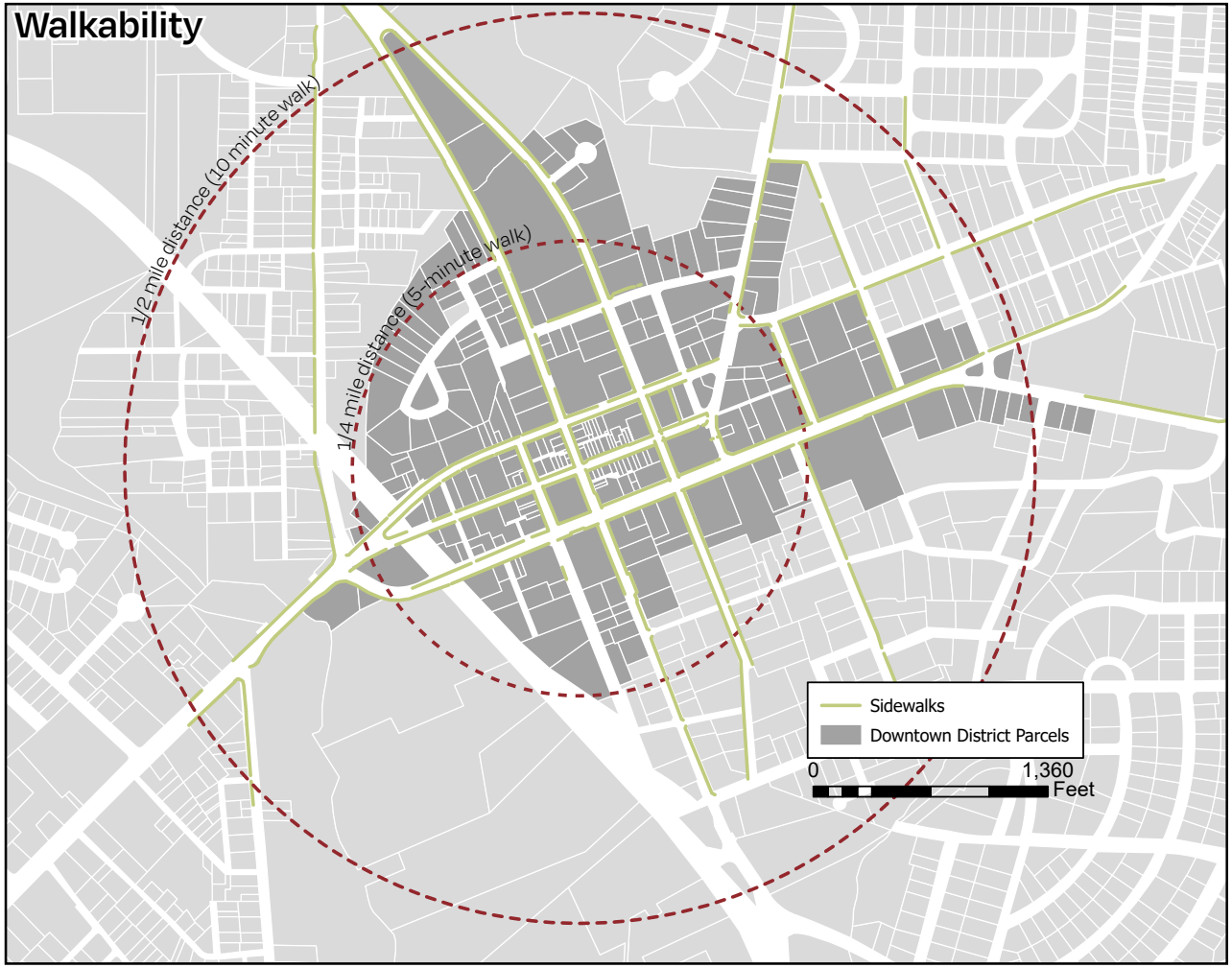
There are approximately 2,300 total parking spaces in the downtown district on public and private property. Of those spaces, about 465 are public parking spaces, including those in public parking lots and on the street. The map, to the right, shows the parking locations in downtown Perry. On-street parking is centered in the downtown core; however, there is public parking extending from the downtown core along Jernigan Street, Main Street, and Northside Drive.

The 2018 Downtown Parking Assessment primarily studied public parking availability in the downtown core. The Assessment found that public parking (parking lot or on-street) could be regularly found at all times of the day, even during peak hours. Parking occupancy maxed out at 42 percent in the study area, even at peak hours.



Pedestrian Connectivity & Walkability

The sidewalk network in the downtown core of Perry and within a quarter-mile (or 5-minute walk) of the center of downtown is mostly complete, as shown in the map to the right. Sidewalks are mostly present in these areas for the Andrew Heights neighborhood and along Main Street and Jernigan Street at the edges of the downtown district.



The sidewalk network even extends to a half-mile radius (or 10-minute walk) from the center of downtown, providing pedestrian connections between the downtown district and nearby residential neighborhoods. However, the network in that half-mile radius does become more fragmented with sidewalks only available along major roads, including Houston Lake Drive, Swift Street, Macon Road, General Courtney Hodges Boulevard, and West Ragin Road. Few sidewalks exist along residential streets, a potential barrier for pedestrian connectivity.

Road configuration and pedestrian safety measures such as crosswalks are just as essential for pedestrian connectivity as sidewalks are. The intersections in the downtown core have pedestrian beacons and crosswalks; however, those safety measures are sparser in the downtown district's periphery. Additionally, the grid of the downtown core lends to a better pedestrian environment because it enhances visibility. As the network becomes more fragmented away from the downtown core, walkability becomes more challenging.

The following streets and intersections have been identified as potential barriers for pedestrian connectivity and walkability in the downtown district.

Jernigan Street

Much of Jernigan Street south of Main Street does not have sidewalks. As properties, such as the New Perry Hotel, redevelop along this street, sidewalks will be critical in ensuring access to those properties, while also encouraging further redevelopment. The lack of sidewalks poses a safety threat to pedestrians on this road, mainly because heavier equipment uses this road.

Main Street

Due to its width, Main Street is a challenge for pedestrians. There are crosswalks and pedestrian beacons at three intersections: Jernigan Street, Ball Street, and Washington Street. These provide sufficient time and location for pedestrians to cross. However, they are clustered on Main Street, meaning that there are no designated safe places for pedestrians to cross along most of Main Street, particularly going east. There is one mid-block crossing at School Street, next to the Houston County Board of Education; however, it is met by curbs on both sides. Additionally, there is no pedestrian beacon providing pedestrians time to cross safely. Visibility at this crosswalk is also limited as the road going east curves, making it difficult to see oncoming traffic.

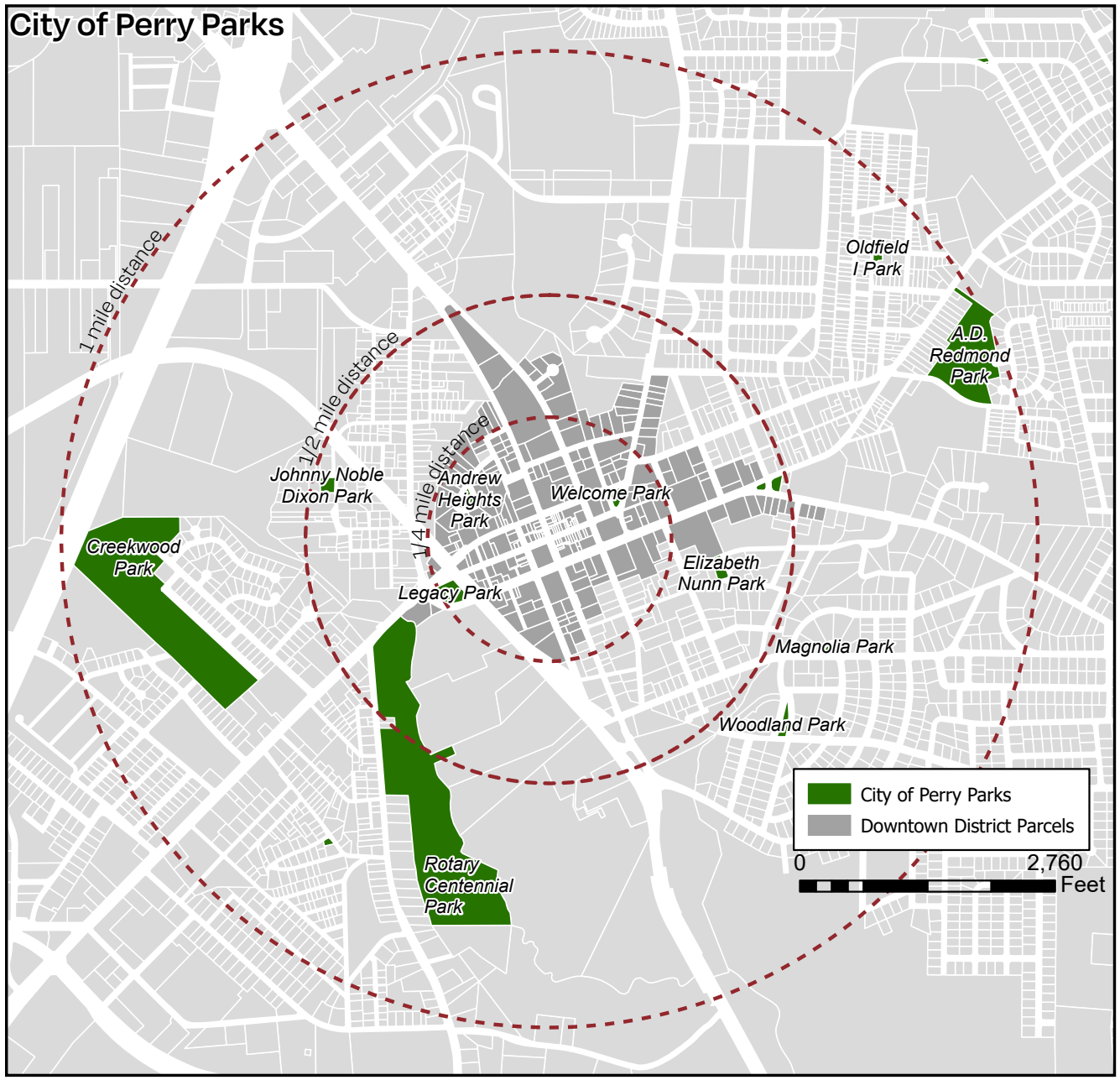
Macon Road and Commerce Street Intersection

This intersection could be challenging for pedestrians for several reasons. First, there is no stoplight. Secondly, Macon Road, coming from the south, is curved and poses a visibility challenge for vehicles. Third, there are several commercial driveways and parking lots that meet at this intersection and add unpredictable traffic to this intersection. This makes it unpredictable for pedestrians as well.

Commerce Street, WF Ragin Street, Carroll Street, and Main Street Intersection

Even though this intersection is slightly outside the downtown district, it is a barrier to access downtown, particularly for the residences off of WF Ragin Road. There is no crosswalk across Commerce Street at this location or along the street until the Ball Street intersection. While it is only a quarter-mile from WF Ragin Street to Ball Street, the lack of safe crossings at that end of downtown cuts pedestrians off from the entire western section of downtown.

GREEN SPACE



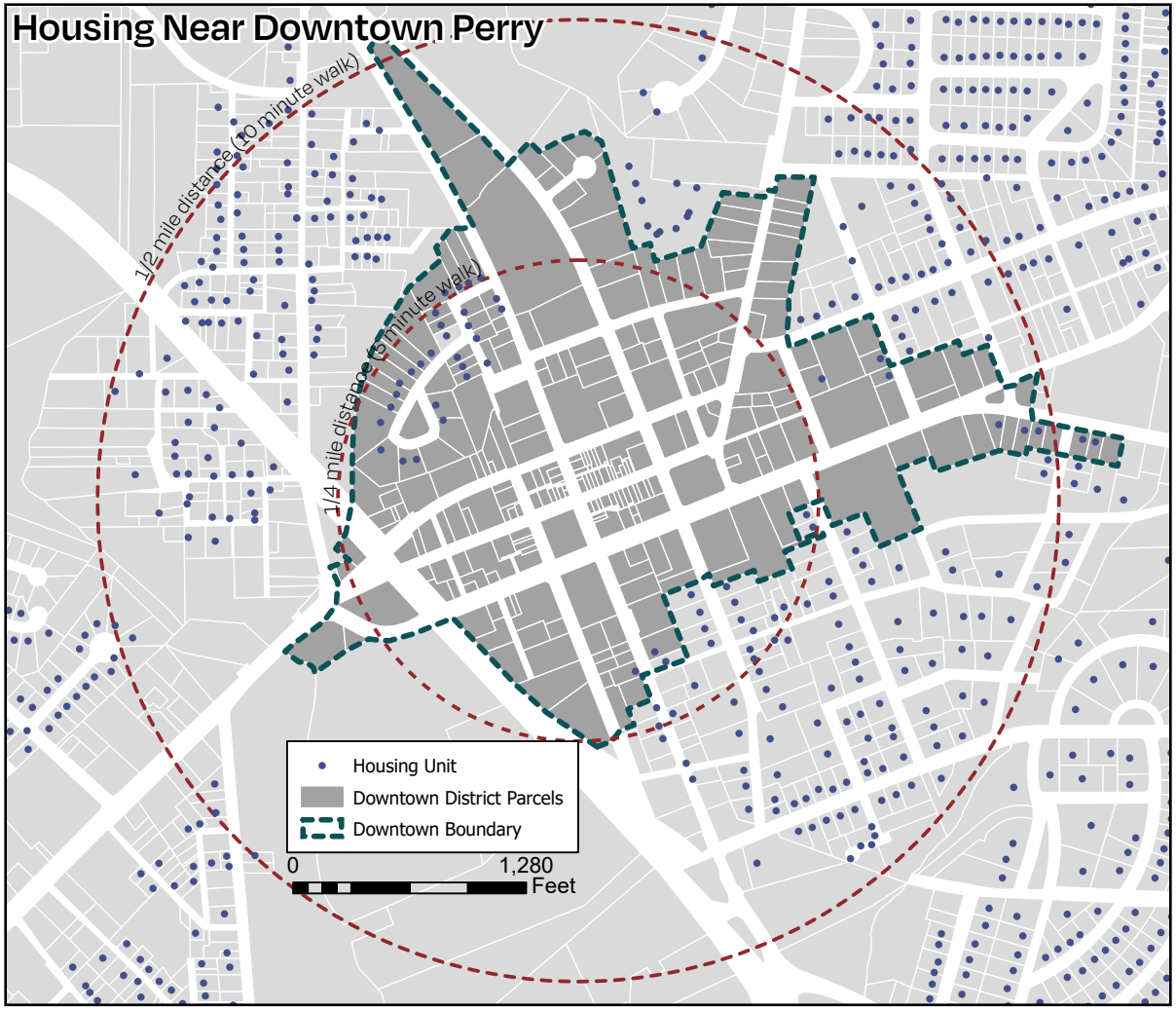
There are four public green spaces in downtown Perry: (1) Welcome Park, (2) Legacy Park, (3) Andrew Heights Park, and (4) the intersection of Houston Lake Drive and Main Street. These spaces are passive parks, some of which contain benches, picnic tables, and formal water features like a reflection pool or fountain. They do not typically draw people into the downtown area and are more likely to be used by people already in downtown. However, the City's recent acquisition of 1107 Macon Road, next to the Perry Arts Center is an opportunity to provide an active park in the center of downtown that also functions as a downtown destination.

Additionally, there is an opportunity to connect nearby parks within one-half or one mile of downtown to the downtown district. Improving non-motorized infrastructure from parks like Creekwood or Rotary Centennial could create a network among parks, adding downtown as one of those destinations in that network.

HOUSING

Housing near downtown is increasingly seen as a vital component of a vibrant and sustainable downtown. Because people will generally walk five to ten minutes for goods and services, having housing within that range of downtown is critical to having a local consumer base. An analysis conducted by the Georgia Conservancy found that a downtown with a commercial node of about 30,000 square feet requires 2,000 households to support that node. When using that ten-minute walking radius (one-half) mile, this amounts to needing 5.7 houses per acre within that boundary.

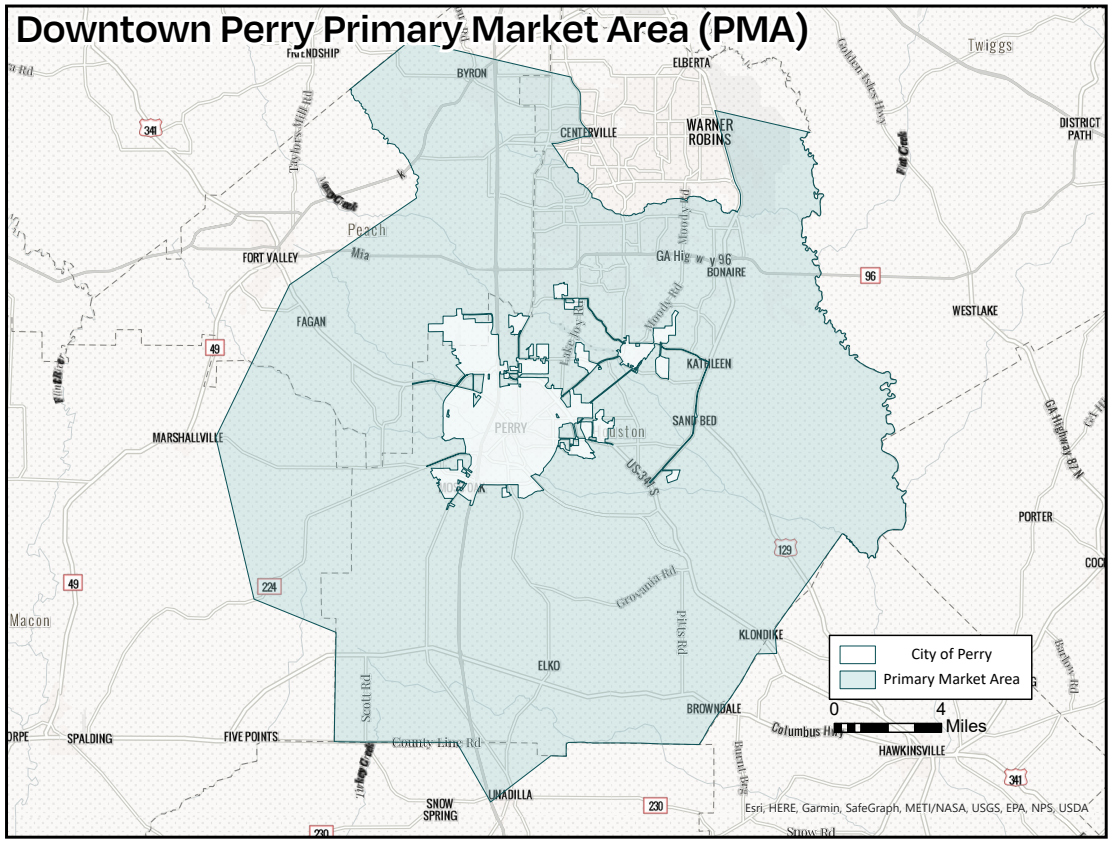
In Perry, there are an estimated 310 individual housing units within a half-mile of downtown Perry's center. This amounts to 0.89 units per acre, far below what is recommended. These figures imply that downtown Perry is dependent upon people driving into downtown to support businesses.



MARKET ANALYSIS

INTRODUCTION

The market analysis report is an effort to collect and analyze data to inform the Downtown Perry Strategic Plan and its recommendations. The report examines Perry's Primary Market Area (PMA) demographics. The report also examines consumer characteristics, retail supply, and retail business potential of the population in the PMA. This report is a foundation for better understanding the market of downtown Perry and identifying potential needs and opportunities. Data and estimates within this section were collected using Esri Business Analyst, the 2014-2018 American Community Survey, and the 2010 Census.



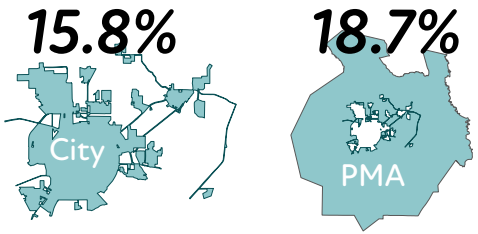
The Primary Market Area for the downtown Perry was defined using a three-step analysis process. First, any site within a 15-minute drive of downtown Perry (measured from the intersection of Ball Street and Carroll Street) was included in the Perry PMA based on travel convenience. Given the regional appeal of downtown Perry, the PMA was then expanded to include any Census block groups with a median household income greater than or equal to the median household income of the City of Perry. Finally, any locations that were closer geographically to another major downtown shopping area (most notably downtown Macon), were excluded from the PMA.

The rationale for including areas based on income comes from the current mix of downtown businesses and results from early stakeholder surveys. Many of the retail locations within the core of downtown Perry are boutique retail stores, especially along Carroll Street. These shops tend to attract higher-end customers from farther away due to the specialized nature of their products. Yet, many visitors from beyond the Perry city limits come to events like Food Truck Friday, especially from neighboring communities like Bonaire and Warner Robins.

DEMOGRAPHIC CONDITIONS

Population

City of Perry & PMA grew significantly

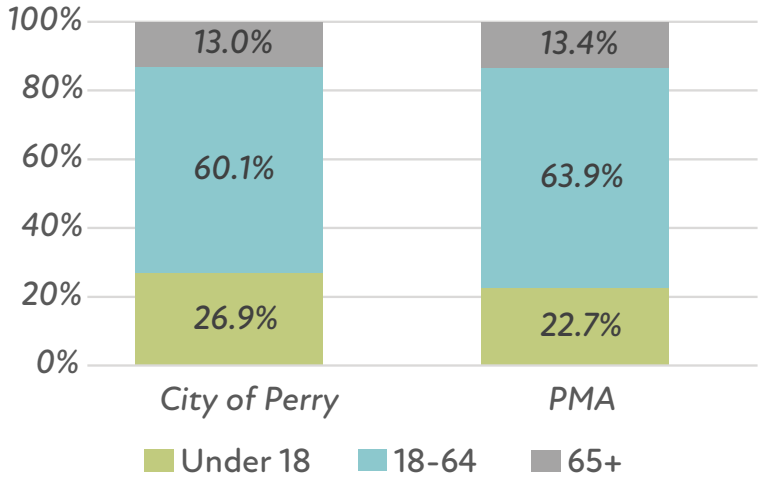


Population Growth

Census data shows that the City of Perry has experienced a significant increase in its population since 2010, growing from 13,839 to 16,031 people in 2018, a 15.8 percent increase. The population of the PMA also increased during this period, rising from approximately 92,357 in 2010 to around 109,666 people today, a growth rate of 18.7 percent.

Age

Perry's population is relatively young, with a median age of 32.1. This is likely due in part to the large number of families with children living in the city, as more than a quarter of the city's population is under 18 years in age. The median age of the PMA is somewhat older, with a median age of 37.7; however, this is in line with the national median age (37.9). The population of the PMA has been getting older, following national trends. Since 2010, the senior population (age 65 and older) has grown from 9.9 percent of the population in 2010 to 13.4 percent today.



Race/Ethnicity

The population of the City of Perry and the Perry PMA is primarily made up of people who identify as white or as Black/African-American. The city's population is 58.2 percent white and 37.9 percent Black/African-American. There is 1.4 percent of the population that identify as Asian, and 1.9 percent of the population is of Hispanic ethnicity. The racial demographics shift somewhat in the PMA, where 63.1 percent of the population identifies as white and 27.9 percent of the population identifies as Black/African-American. The PMA has a higher percentage of residents identifying as Asian (4.0 percent), as well as of Hispanic ethnicity (5.1 percent).

Median Household Income

City	PMA
$43,421	*$76,345*

Income

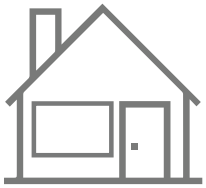
The median income for households in the city limits of Perry is $43,421. For all households in the PMA, the median household income increases to $76,345. There are some concentrations of poverty within the City of Perry, as the city having a poverty rate of 18.9 percent. However, the area is generally prosperous, with the PMA having a median household income higher than that of the state and nation as a whole, and a poverty rate of only 11 percent.

Residential Conditions

Occupancy

The City of Perry has 6,646 housing units, 87.8 percent of which are occupied, leaving a sizable portion, 12.2 percent or approximately 812 units, vacant. The PMA has a total of 43,569 housing units, 93.1 percent of which are occupied. Of those 43,569 total housing units, approximately 3,006 or 6.9 percent of all units are vacant. This is a lower vacancy rate than within the City of Perry.

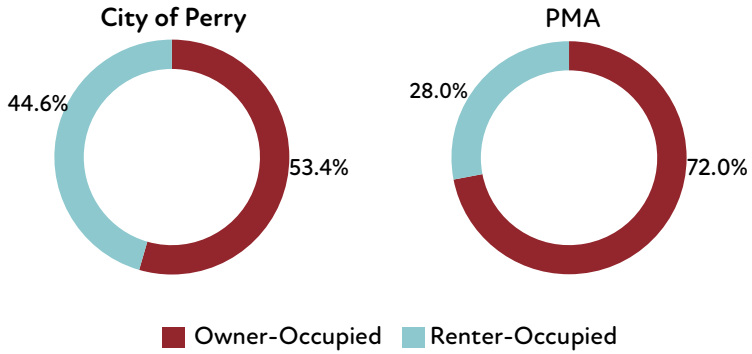
Occupied Homes
City: 87.8%
PMA: 93.1%



Vacant Homes
City: 12.2%
PMA: 6.9%

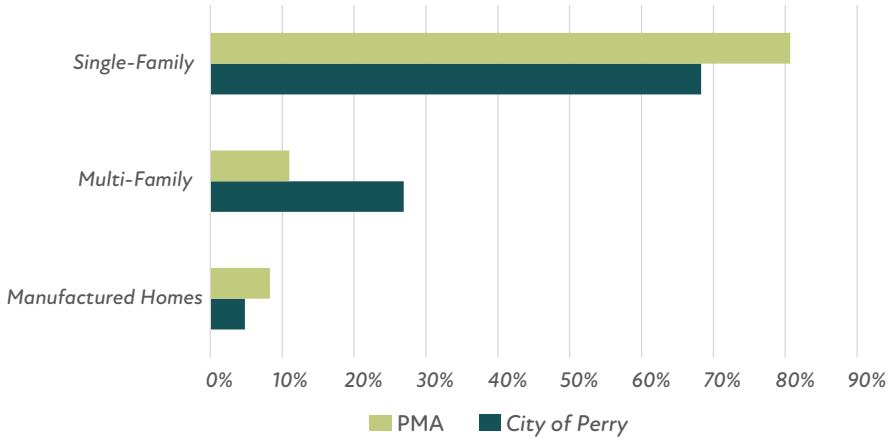
Tenure

Of the 5,834 occupied units in the city, 46.6 percent are occupied by renters, while approximately 53.4 percent or 3,118 homes are owner-occupied. In the PMA, owner-occupied units comprise 72.0 percent of all occupied units. In the PMA, there are around 11,328 rental units or 28.0 percent of occupied units.



Type

Single-family housing units dominate the housing type throughout the City of Perry. Single-family units make up 68.3 percent of Perry's residential housing stock. Multi-family units comprise 26.9 percent of housing stock, with manufactured/mobile homes making up 4.8 percent of housing units. The tendency toward single-family housing becomes even more pronounced when the study area is expanded to the PMA. Single-family units account for approximately 80.7 percent of housing units, multi-family units make up 11 percent of units in the PMA, and manufactured/mobile homes at 8.3 percent of all units.



Housing Age

The housing stock is fairly young in both Perry and the broader PMA, with a large number of houses being constructed in the last 20 years. Within the city limits, 37.5 percent of all homes have been built since 2000, and only 20.3 percent of homes were built before 1970, making them eligible for consideration as historic structures. Outside the city limits, housing is even newer, with 43.0 percent of homes in the PMA built since 2000 and only 10.3 percent of homes being built before 1970.

MARKET STUDY

A market study can be helpful for identifying retail leakage and surplus in the Perry Primary Market Area (PMA). Reviewing data on retail sales and projected demand within the PMA can help provide insight on business development opportunities. In Perry's PMA specifically, few industry sectors are in oversupply, meaning that demand exists for new businesses.

Retail

The current retail landscape in downtown Perry includes many retail establishments; however, undersupply still exists within the PMA. Various sectors with a retail gap include:

- General Merchandise Stores, Excluding Department Stores ($49.7 million)
- Clothing Stores ($29.9 million)
- Grocery Stores ($15.4 million)
- Specialty Food Stores ($10.3 million)
- Beer, Wine, and Liquor Stores ($8.8 million)
- Sporting Goods, Hobby, or Musical Instrument Stores ($10.4 million)
- Office Supplies, Stationery, and Gift Stores ($7.1 million)
- Book, Periodical, and Music Stores ($4.3 million)

General Merchandise Stores

General merchandise stores can fill a crucial gap in a market when insufficient demand exists for a specialized retailer. Modern-day adaptations of the general store can include a variety of home goods, apparel, and foodstuffs. Some modern general merchandise stores may even operate a small lunch counter or take-out deli like the five and dime stores of the mid 1900s.

Clothing Stores

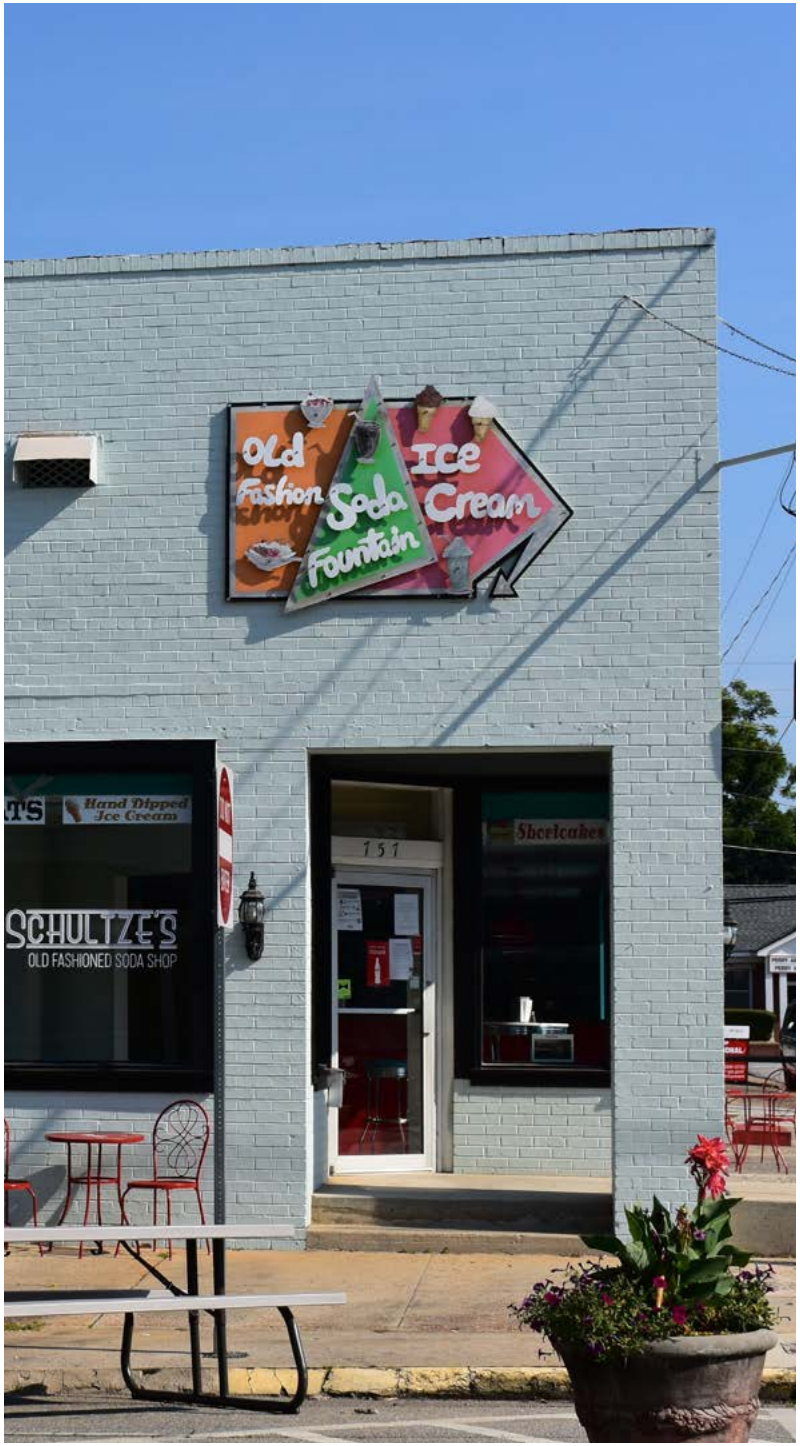
The clothing stores sector has an unmet demand of $29.9 million. One specific gap in the market appears to be men's clothing stores. For men's professional attire, it would not be uncommon to have to go to North Macon. This is consistent with stakeholder observations that downtown Perry is more suited to women's shopping preferences.

Specialty Food and Beverage Stores

Food and beverage stores collectively have a retail gap of $34.5 million within the entire Perry PMA. One missing type of business is a neighborhood-scale market, especially one with a focus on local produce and meats. An upscale grocery store may be able to succeed due to the high average incomes of residents in and around Perry. This type of market could also sell craft beers, ciders, and wines into their selection. Finally, the growing diversity of Houston County may present the opportunity for specialty food markets that provide ingredients for ethnic cuisine.

Bookstores, Hobby Supplies, and Office Supplies

While many individuals have turned online for the consumption of music and audiobooks, the retail gap analysis indicates that a niche market may still exist within the Perry PMA to support the sale of books, music, and periodicals. Downtown Perry may also be able to support other stores that support a variety of hobbies. Types of specialty stores that are common in medium-sized Georgia downtowns include antique shops, boutique pet-supply stores, musical instrument retailers, and art supply shops. An office supply store could also fit well in downtown, given its $7.1 million retail gap.



Dining

The Retail MarketPlace Profile revealed an undersupply of $23.1 million of food and drinking places within the PMA. The Retail Demand Outlook report shows that $171.5 million was spent on food away from home in the PMA. This amounts to around $4,230 per household in the PMA being spent on food away from home annually. Demand is only expected to grow over the next 5 years, with growth in expenditures up to $4,760 per household by 2025.

Downtown Perry has significant room for restaurant growth. The number of consistently-open, sit-down restaurants is quite limited. A list of downtown restaurants can be seen below:

- Bodega Brew
- Schultze's Old Fashioned Soda Shop
- The Swanson
- Morning by Morning*
- BBQ Monsters**
- Perfect Pear Catering**
- Hazard's on the Green***

**Closes at 2 pm*
***Closes at 2 pm, also closed at least 3 days per week*
****Open only for dinner, also closed 3 days per week*

By comparison, Milledgeville (with a smaller population than Perry) has 10 restaurants on just one block of downtown, all of which are open at least six days per week, and nine of which are open until at least 6 pm. This information underscores the growth potential in Perry.

Sit-Down Restaurants Open for Dinner

The market is primed for another sit-down restaurant open in the evenings. Perry may also be able to support diverse dining options beyond traditional American cuisine. The menu at Hazard's on the Green offers more diverse foods than other restaurants in downtown, which primarily offer traditional American cuisine. A fine dining restaurant could also succeed, given that 10.5 percent of adults in the PMA visited this type of restaurant in the past month. Currently, the most expensive single-person dinner entree in downtown Perry is a $19.99 steak entree from The Swanson.

Fast-Casual Restaurants

Fast-casual restaurants usually offer higher quality service and food than a fast-food chain. Nearly 93.1 percent of consumers are likely to have gone to a fast-food/drive-in restaurant in the past six months, and 43.3 percent likely went to this type of business at least nine times in a month. The spending patterns at fast-food restaurants also indicate the ability to sustain a fast-casual restaurant. About one-third of adults were likely to spend at least $50 on fast food within 30 days, with 4.3 percent likely spending more than $200 per month. All these trends are above the national average.

Drinking Establishments

One gap in the food and beverage market is drinking establishments. The average amount spent on alcoholic beverages by households in the PMA is about $680 annually, according to the PMA's Retail Demand Outlook report. This is projected to grow to $765 per household in 2025. The Retail MarketPlace Profile also notes that there is an unmet demand of over $600,000 for a drinking place. Many successful drinking places also incorporate family-friendly elements to make them more amenable to parents with young children.

Event Spaces and Entertainment

Retail gap information is not available for event and entertainment venues, but projected demand figures do show anticipated growth. Currently, households spend approximately $3,660 per year on various forms of entertainment. This is projected to grow to around $4,120 annually by 2025. For this reason, an event space could possibly be successful. Having a location for outdoor music performances could be especially popular based on stakeholder feedback. Other possible family-friendly activities could include an escape room or video game arcade.

COMMUNITY ENGAGEMENT PROCESS

PLANNING PROCESS

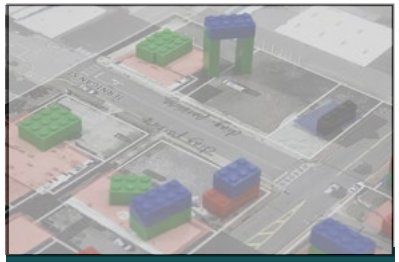
The following summarizes the planning process and community engagement process that occurred during the development of this downtown plan.

March 2019 - November 2019

Needs Identification

- Held kick-off retreat with Perry Downtown Development Authority (DDA) Board, Main Street Board, and Planning Commission
- Began revising downtown district
- Collected needs and opportunities via a downtown general survey (online and in-person)
- Conducted site visits and walking tours
- Analyzed existing physical conditions of downtown Perry
- Met consistently with DDA and Main Street Boards

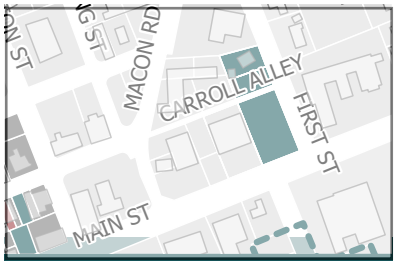
December 2019 - June 2020



Plan & Design

- Held mini-workshops with stakeholder groups to discuss desired downtown land uses, locations, and concepts
- Collected feedback from visual preferences survey for downtown design
- Held open houses on downtown district boundaries
- Met consistently with DDA and Main Street Boards

July 2020 - December 2020



Refinement & Final Plan

- Finalized downtown district boundary
- Developed and refined final recommendations
- Presented drafts of the plan to DDA and Main Street Boards
- DDA adopted final plan

KICK-OFF RETREAT

The Perry Downtown Strategic Plan process kicked off with a retreat of stakeholders on March 19, 2019. Invitees to this meeting included the Perry DDA Board, Main Street Advisory Board, Perry Planning Commission, and city staff. These groups would form the main stakeholder groups throughout the planning process. Prior to the retreat, members were asked to share their perspective on the identity of downtown and talk about the major challenges and opportunities they saw. These discussions continued throughout the retreat as members worked toward a vision for downtown Perry.

Stakeholder discussed an array of topics related to downtown including green space and landscaping, nightlife, parking, historic preservation, diversity, residential development, and signage. In terms of downtown businesses, the stakeholders focused on attracting more diverse groups to the downtown area, especially new restaurants and community spaces. Stakeholders also wanted to focus on maintaining an pleasant downtown experience that preserved the safety and small-town feel of the community.

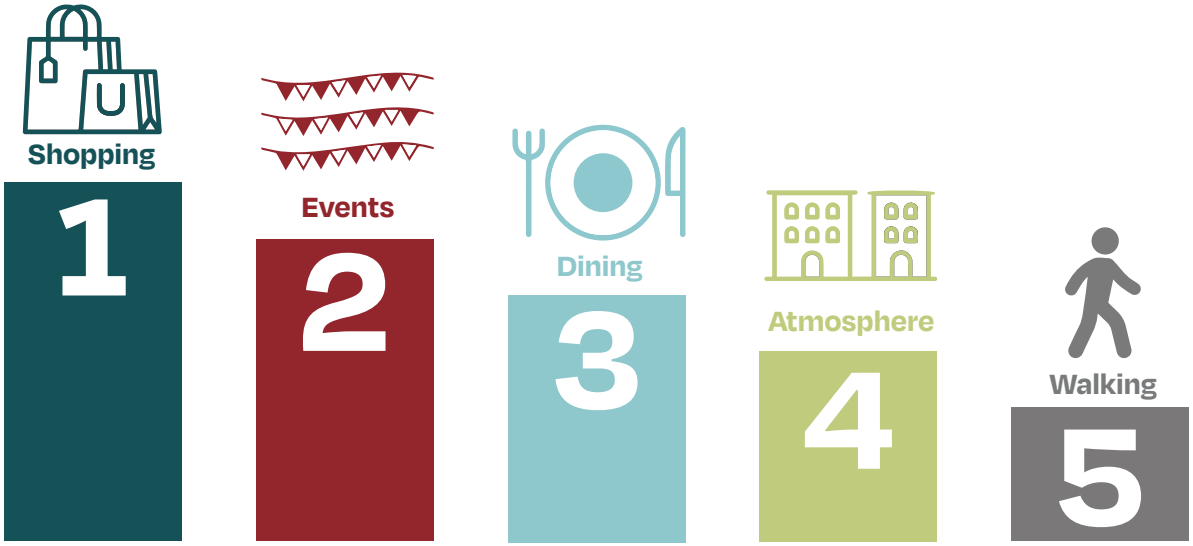
With these ideas in mind, the stakeholder group identified a future for downtown Perry that includes attractive streetscapes with new, but historically appropriate buildings, clean and neat sidewalks and streets, and additional residential and business opportunities.

GENERAL DOWNTOWN SURVEY

An online survey intended to gather general feedback about downtown Perry was available from August 8, 2019, through October 5, 2019. This online effort was complemented by in-person surveying at Saturday Farmers' Markets and Food Truck Fridays. A total of 513 responses were received. The survey included questions about how frequently the respondent comes to downtown Perry, why they come to downtown Perry, what they like about downtown Perry, and what they would like to see improve about downtown Perry. An additional section asked respondents demographic questions.

The information on this and the following pages illustrate some of the survey results:

Why do you come to downtown Perry?



What do you like about downtown Perry?

Character

Overwhelmingly, people noted their appreciation for the quaint character, the historic buildings, the greenery, the well-maintained streets, and the downtown's walkability.

Atmosphere

Numerous people noted that the atmosphere was pleasant, people and merchants were very friendly, and that they felt safe in downtown.

Shops

People said that they appreciate the variety of shops and their uniqueness. Several people liked that the shops were locally-owned.

Events

The events were identified as another favorite, particularly Food Truck Friday and the Farmers Market.

What improvements do you want to see in downtown Perry?

Restaurants

There is a need for more restaurants in downtown Perry. People expressed the need for restaurants with different menus and with a range of price points. People also expressed their desire for more local restaurants in downtown, but ultimately, they just want more options for dining in downtown Perry, particularly for lunch and dinner.

Drinking Places

Accompanying the interest in having more restaurants in downtown Perry was the desire for more drinking establishments. Suggestions included bars, breweries, brewpubs, wine bars, a speakeasy, and a sports bar. People are looking for more places to relax and socialize beyond events, particularly in the evenings.

Retail

People also want more shopping options that provide a wider range of products. The lack of affordability of the current retail options was also noted by numerous respondents. Several people also felt that the current retail offerings in downtown Perry feel very exclusive and do not provide goods for the broader population.

Entertainment and Events

Many people noted the need for more entertainment and events in downtown Perry. They want more events, particularly in the cooler months and in the evenings with several people suggesting that Food Truck Fridays extend into the fall. People also noted a need for more family- and kid-friendly events. Some people raised concerns about the number of events with alcohol. The need for more entertainment in downtown was noted by numerous people. Businesses like an arcade or movie theater that provide more social interaction were suggested. Places to hear live music were also suggested.

Extended Hours

Another common theme from survey responses was the interest is businesses being open later, including shops and restaurants. Multiple people noted that downtown Perry is very quiet after 5:00 pm, and they would like to have more options in the evening. Many others noted that the retail shops are not open in the evening, and therefore, many of those that work traditional hours are not able to enjoy Perry's shopping options.

Green Space and Recreation

A number of people mentioned their interest in having a park or green space in the downtown area. Some suggested playground equipment or splash pads as a way to provide amenities for children. Others suggested tying downtown to existing trails at Rotary Centennial Park.

Expanded Downtown Footprint

Most respondents noted that they enjoy the character of Carroll Street but would like that charm to be expanded to a larger area. This would be similar to recent development on Ball Street such as Bodega Brew, Massey Gordon, and the Casserole Shop. Continuing to expand the downtown core in a similar style would encourage more growth and provide more opportunity for business development.

Design

Respondents mentioned that they liked the historic feel and character of the buildings and would like to see that design character continued with other buildings in downtown. Several people mentioned the need to continue façade improvements and renovations to all buildings while others noted that they would like to see improved lighting downtown, particularly string lights along Carroll Street. Some noted an interest in more planters and flowers in downtown.

Key Takeaways

- Events are largely popular with the public and attract many people to the downtown area.
- More restaurants are needed in downtown Perry. In particular, restaurants that offer diverse menus at different price points are desired.
- More retail shops and services are needed in the downtown area. These shops need to cater to all price points and need to consider the needs and interests of all age groups.
- Kid- and family-friendly businesses and destinations are in strong demand. This could include public facilities like a playground or splash pad, or it could include businesses that offer more entertainment for kids and families.
- People are looking for businesses and events that are open or available in the evening beyond traditional work hours.
- Local restaurants and businesses are highly desired in the downtown area.
- People appreciate the historic charm and streetscaping of Carroll Street and want to see it extended into other areas of downtown

STAKEHOLDER WORKSHOPS

Workshops were held in December 2019 and March 2020 with stakeholders from the DDA, the Main Street Board, and the Planning Commission. The purpose of these workshops was to better understand the specific needs and ideas for different parts of the downtown. Participants discussed ideas about land use, housing, transportation, connectivity, and business development.

Key Takeaways

- A “maker” district consisting of live/work units, cafes, and spaces for artists and artisans was identified as ideal for Jernigan Street south of Main Street.
- Ball Street, south of Main Street, should remain professional offices or other passive uses.
- Residential uses should generally be concentrated north of Main Street to avoid noise impacts from the sawmill.
- Vacant parcels along Commerce Street would be ideal for mixed-use development.
- Retail and restaurant uses should be concentrated in the core downtown area.
- There was not an identified need for more personal care services (salons, spas, fitness studios) in the district.
- Upper stories in downtown buildings should be transformed into lofts or apartments or professional offices.
- Vacant lots and parking lots in the core downtown area (Commerce Street, Carroll Street, and Main Street between Washington Street and Jernigan Street) should have infill development.
- Transportation improvements (e.g., roundabout) should be made at the Main Street, WF Ragin Drive, Commerce Street, Carroll Street, and General Courtney Hodges Blvd intersection.
- Sidewalks need to be installed or widened throughout the district.

VISUAL PREFERENCE SURVEY

Following the stakeholder sessions and general survey, a targeted survey asking about the design of future development in downtown was published for public feedback. The survey was available online from June 29, 2020, to July 20, 2020. A total of 410 responses were received. The survey asked questions about the preferred look of different types of housing, commercial development patterns, public art, bicycle infrastructure, sidewalk amenities, streetscapes, and alleys. The survey also followed up on the general survey and asked more detailed questions about the types of stores and restaurants wanted in the downtown district. Full survey results can be found in Appendix B.

Top Rated Visual Preference Survey Images

Housing

Multi-Family Residential

Mixed-Use Development

Townhomes

Duplexes

Commercial Development

Commercial Building Orientation

Commercial Development Pattern

Public Spaces

Bike Infrastructure

Public Art

Streetscape

Sidewalk Amenities

Alleyways

What types of businesses or uses would you like to see in downtown Perry?

People were given 13 options of businesses or uses they would like to see in downtown. The following are the top five and the bottom five options selected.

The top five options for desired businesses in downtown Perry include:

- Casual Restaurants
- Entertainment / Event Venue
- Kid-Friendly Spaces
- Small Market
- Fine Dining

The bottom five options for desired businesses in downtown Perry include:

- Mid-Size Professional Office
- Salon or Personal Care Business
- Lodging
- Fitness Studio
- Mid-Size Retail

Key Takeaways

- Respondents generally preferred residential design that blends traditional elements and materials with some modern finishes. The least preferred residential designs were boxy buildings with flat windows and colored panels.
- Attached commercial structures that are built with small setbacks are preferred over detached structures with parking visible from the street.
- Active public and outdoor space is highly desired with respondents preferring interactive water features, active alleys, wide sidewalks, and outdoor seating.

FINAL PRESENTATIONS

The Middle Georgia Regional Commission presented the Downtown Strategic Plan in two parts to the Perry DDA. The current conditions component was introduced on August 24, 2020, and the market analysis and recommendations were presented on September 28, 2020, for feedback. All feedback was incorporated into the draft of the plan.

A final review session was held on October 29, 2020, at the Perry Arts Center. Members of the DDA, Main Street, the Perry Planning Commission, City Council, and city staff were invited for a lunchtime presentation. Drafts of the plan, including an implementation strategy, were provided in advance. All components of the plan were presented at this time, and attendees were invited to ask questions and provide feedback on the plan's content. Attendees were also invited to review the plan further and provide feedback at a later date. The responses received at the review session and afterward were incorporated into the final plan.

On December 14, 2020, the Perry Downtown Development Authority formally adopted the City of Perry Downtown Development Authority Downtown Strategic Plan.

RECOMMENDATIONS

CONNECTIVITY

Downtown Perry is well connected to other commercial and residential corridors and I-75 by the many roads that lead into the heart of downtown; however, there are opportunities to enhance non-motorized connectivity within the downtown area. Non-motorized connectivity can also be enhanced among downtown, the city parks and trails system, and to the surrounding residential neighborhoods.

PUBLIC SPACES

Public spaces in a downtown area offer a great opportunity to increase activity and bring more people downtown. Spaces that feature an attraction or are a unique asset to the community can bring more patrons who will frequent local businesses. Perry has various opportunities to enhance its public spaces and provide activities that appeal to a range of ages and interests.

DOWNTOWN DESIGN

The character of downtown Perry is what is beloved by residents and visitors. Extending that character throughout the downtown district will make the entire area inviting to businesses and consumers, improve walkability, and help enhance the atmosphere that so many people love about downtown Perry. Continuing efforts to maintain and enhance downtown Perry's charm is essential to its success.

INFILL DEVELOPMENT

Vibrant downtowns require development that encourages people to walk along downtown streets and patronize the various businesses they pass. Key to that downtown is a connected built landscape. Vacant lots and parking lots can detract from the connectivity of buildings, disrupting the experience of the user. Infill development will enhance the user's experience, create more downtown business opportunities and residential space, and ultimately invite more activity into downtown Perry.

BUSINESS DEVELOPMENT

To continue developing a vibrant downtown requires a business climate that supports a variety of businesses and welcomes new and innovative endeavors. Essential to a strong downtown is a balanced mix of uses that serve a diverse clientele. Avoiding saturation of one type of use is essential as is supporting new development in downtown Perry. Diversity in downtown businesses will ensure downtown Perry is an active area that is reaching a broad consumer base.

CONNECTIVITY

Improve pedestrian safety

Ensuring pedestrians can safely cross downtown roads is essential to making downtown Perry a more inviting space, particularly for those within walking distance to downtown. As noted, several locations in the downtown district need safety improvements that will benefit residents trying to access downtown from nearby residential areas and for those moving within downtown. Enhancing connectivity will improve safety for downtown users and create a more cohesive district.

Enhance the sidewalk network

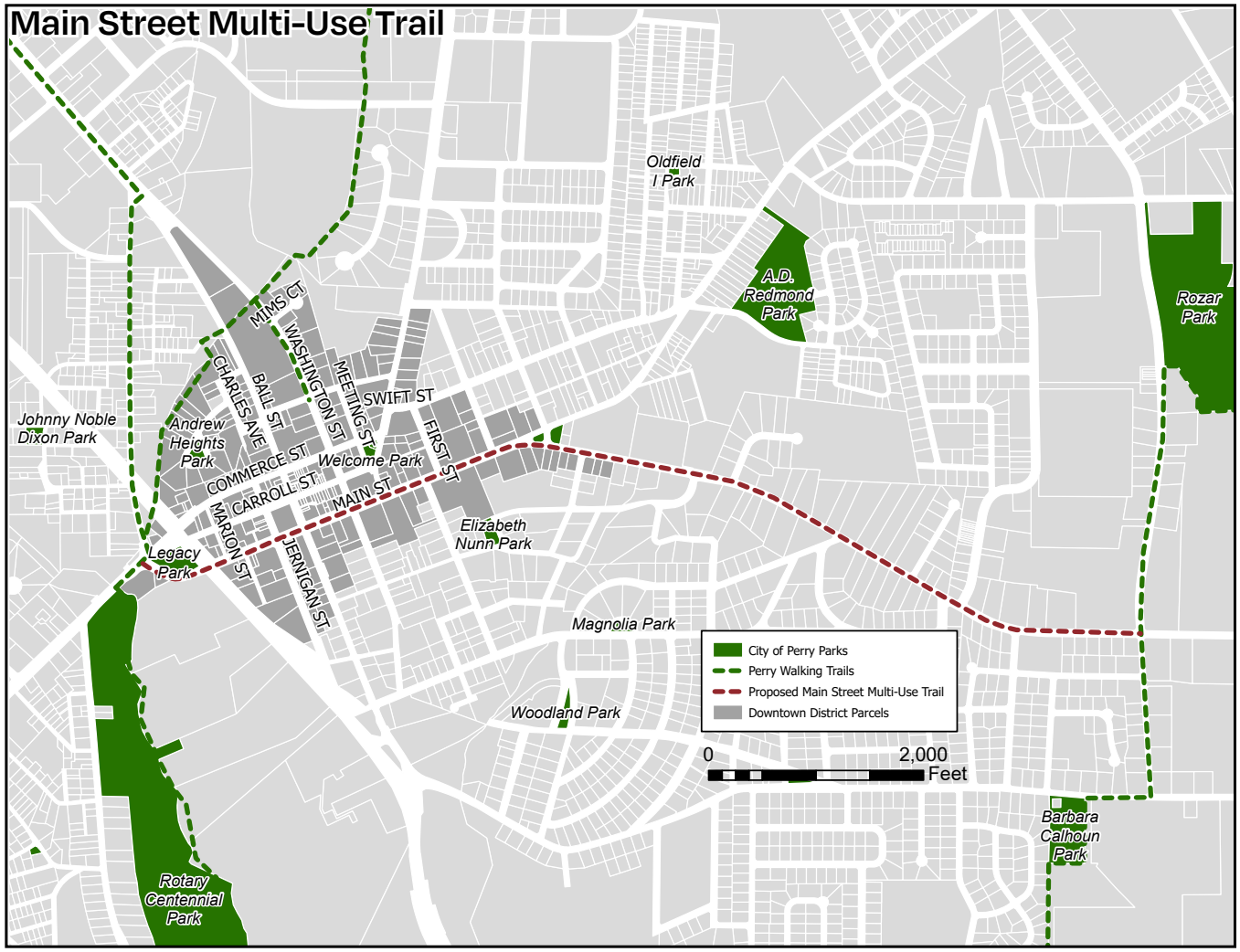
Sidewalks are essential to a safe and active downtown. Understanding how frequently sidewalks are used can help inform and prioritize investments in sidewalks. The City should regularly evaluate how and where people are walking to best plan for investments to their network. Additionally, the City should ensure that all of downtown is safely accessed by pedestrians. While sidewalks are present throughout much of the downtown district, there are specific segments without pedestrian infrastructure as shown on the map to the right.

CONNECTIVITY

Make Main Street accessible to all modes of transportation

The public overwhelmingly noted their desire for more recreation and walking paths in downtown. Transforming Main Street by removing lanes or reducing the width of lanes would not only calm traffic in the area but could also be an opportunity to build a multi-use path for pedestrians, bicyclists, or even golf carts. Such a path would connect nearby residential neighborhoods to downtown and link parks and trails throughout the city. A multi-use trail that extends from Rotary Centennial Park to Keith Drive could provide a central path that easily connects five parks and greenspaces: Rotary Centennial Park, Legacy Park, Welcome Park, Barbara Calhoun Park, and Rozar Park. Additionally, a Main Street multi-use path could link to proposed Perry trails that go along the Big Indian Creek and Keith Drive.

Redesigning Main Street could also offer an opportunity for small, motorized vehicles like golf carts. This would allow for neighborhoods further away to access downtown and reduce the need for full-size parking areas.



CONNECTIVITY

Improve connectivity to Andrew Heights

Accompanying the goal of encouraging residential development in the downtown district is the need to connect existing residential neighborhoods to downtown. Improved sidewalks and crosswalks will help connect all surrounding residential neighborhoods, including Andrew Heights. However, there is another access point to Andrew Heights that would enhance downtown connectivity. Conducting road improvements in the alley beside 803 Commerce Street will enhance pedestrian access to the Andrew Heights neighborhood and improve development viability for parcels between Ball Street and Newman Place. Installing a crosswalk on Commerce Street at the Jernigan Street intersection would also enhance those connections and improve pedestrian safety.

Enhance downtown environment and safety by minimizing truck traffic

Regardless of the connectivity measures put in place, truck traffic in a downtown can disrupt the downtown environment. Several roads in downtown Perry are often subject to heavy truck traffic, which can lead to safety issues for pedestrians and difficulty enjoying outdoor public spaces or outdoor dining. While many of the heavily traveled roads are state routes and cannot be regulated by the City of Perry, the city can explore ways to minimize heavy trucks' effects on downtown.

PUBLIC SPACES

Add family-friendly spaces & activities

The public also demonstrated a high level of interest in having kid-friendly spaces and activities in downtown. Public amenities like interactive fountains or art installations could serve as downtown destinations drawing more people into downtown Perry. There are several options the city could pursue to make downtown Perry more kid- and family-friendly.

- Develop an interactive water feature to serve as a public attraction to downtown near the Old County Courthouse.
- Make existing parks more user-friendly with shade-providing implements or trees.
- Explore activating existing green spaces with creative playscapes, water features, interactive art, or games.

Conduct temporary closures of Carroll Street

Temporary street closures can be creative ways to enhance public spaces and walkability downtown, particularly on days when pedestrian traffic is high (e.g., Saturdays). Conducting temporary closures of Carroll Street in the downtown core commercial district on such days increases walkability, provides a larger gathering space, and enhances safety for downtown users. Such street closures can also help the city, the public, and business owners assess the value, impact, and need for public space in a retail district.

Interactive Public Spaces

Interactive Water Features

Interactive fountains have proven to be an effective attraction in communities around the country providing both a dynamic interactive space and work of art in a community.

The Town Green Fountain
Rome, Georgia

The Town Green Fountain
Alpharetta, Georgia

"Big Splash" Fountain
Suwanee, Georgia

Playful Features

Playful features in a community can both serve as public art, but also function as play equipment for kids. Like water features, these can be attractions in a downtown.

Woodruff Park
Atlanta, Georgia

Playable Art in Abernathy Park,
Sandy Springs, Georgia

Imagination Playground in Sweet
Water State Park, Georgia

DOWNTOWN DESIGN

Develop and expand downtown streetscape

Downtown Perry has made significant strides in installing streetscaping to create a cohesive appearance in the downtown core commercial district. However, as the core commercial district continues to grow and develop, the streetscape needs to develop alongside the new growth to maintain the character. Developing and expanding visual cues (sidewalk design, streetlights, landscaping) specific to the current core commercial district will help maintain that character while also inviting new private investment. Looking ahead, Perry could also explore the replacement of traffic lights on new decorative signal poles, and potentially even the burial of power lines in some of the most highly-visible areas, although the costs of these improvements could be sizable.

Enhanced downtown alleys

Because alleys are more often seen for their function rather than their appearance, they can be forgotten spaces in downtowns. Downtown Perry has several alleyways that could benefit from beautification. For alleys that do not provide vehicular access, adding lighting, shielded garbage bins, or planters can improve downtown appearance. For alleys that do provide vehicular access, clean road surfaces and landscaping also positively impacts the atmosphere, enhances the sense of safety, and improves the user's experience.

Continue downtown gateway improvements

While downtown Perry benefits from having multiple entranceways, that can make it hard to clearly distinguish downtown from surrounding commercial districts, particularly coming from Sam Nunn Boulevard and General Courtney Hodges Boulevard. To clearly distinguish downtown from these commercial corridors, Perry should enhance the streetscape (trees, lighting, sidewalks) of these corridors and work with the owners of entranceway businesses (e.g., Sun Beauty Supply, Pure Gas Station) to improve the appearance and landscaping of those properties. While some of the commercial development along these corridors may not look like traditional downtown development, the streetscape can signal to the user that they are entering a downtown district. Some of this work is already occurring at the General Courtney Hodges Boulevard-Commerce Street transition with Legacy Park, and the city has also acquired the additional right-of-way at the intersection of Main Street and Third Street. Continuing streetscape improvements will further enhance that transition and strengthen the character of downtown.

DOWNTOWN DESIGN

Honor and protect Perry's historic architecture

Downtown Perry is fortunate to have numerous structures and areas that have retained their historic character over the years. The core commercial district and the Sears homes along Main Street and Clinchfield Circle are among these historic assets. Pursuing a nomination of these districts/structures to the National Register of Historic Places and updating signage signifying these historic sites are ideal ways to honor these assets and ensure they are protected into the future.

Encourage public art in the downtown district

Public art including murals, sculptures, or temporary art installations are being used to beautify downtowns and attract visitors. Perry could pursue several steps to support public art in the downtown district, including ensuring ordinances support art, partnering with local arts organizations and businesses, and using creative placemaking strategies to promote interest in art and community investment. The Georgia Economic Placemaking Collaborative, a three-year program that helps communities develop and implement an arts and placemaking strategy, would be one way to spark arts in the downtown district.

What is creative placemaking?

Creative placemaking projects help to transform communities into lively, beautiful, and resilient places with the arts at their core. Creative placemaking is when artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community revitalization work - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies. Creative placemaking supports local efforts to enhance the quality of life and opportunity for existing residents, increase creative activity, and create a distinct sense of place.
-National Endowment for the Arts

What is the Georgia Economic Placemaking Collaborative?

In 2018, partners, including the Georgia Municipal Association, the Georgia Cities Foundation, the Department of Community Affairs, the Carl Vinson Institute of Government, and Georgia Power, launched the Georgia Economic Placemaking Collaborative. This Collaborative offers a three-year program that provides communities with education and planning assistance, implementation support, and tracking and impact analysis. The first three communities selected for this program were Bainbridge, Gainesville, and Greensboro.

What are examples of placemaking?

Placemaking looks different in every community, as it is mean to be reflective of a community's needs and goals. Here are examples of placemaking in various communities around the country.

Parklets

Street Mural

Downtown Beach

Temporary Parks

INFILL DEVELOPMENT

Pursue infill development that is designed for the person, not the car

The success of the existing core commercial district in Perry is due, in part, to its design for people, not cars. Infill development in downtown should consider this characteristic and develop in a way that is easily accessed and enjoyed by people walking, not people in their vehicles. This can be accomplished through building design, small setbacks, landscaping, minimizing vacant corners, among various other strategies.

Even though the design of the core commercial district should be for the person, it important to consider the vehicle in future development. While parking is not a problem now, there is potential for it to become a problem as infill development removes parking capacity from the system. At the same time, new businesses will be attracting more people to downtown. Being prepared for a range of development scenarios will ensure downtown can accommodate vehicles as needed.

Long-Term Parking Management

As noted earlier and in the 2018 Downtown Parking Assessment, the Perry area currently has sufficient parking to support new development. Within the full 2018 study area, parking occupancy maxed out near 42 percent of all available public spaces. With that said, the attraction of new businesses and residents to downtown will increase parking demands, and if infill development occurs on an existing parking lot, capacity will also be reduced.

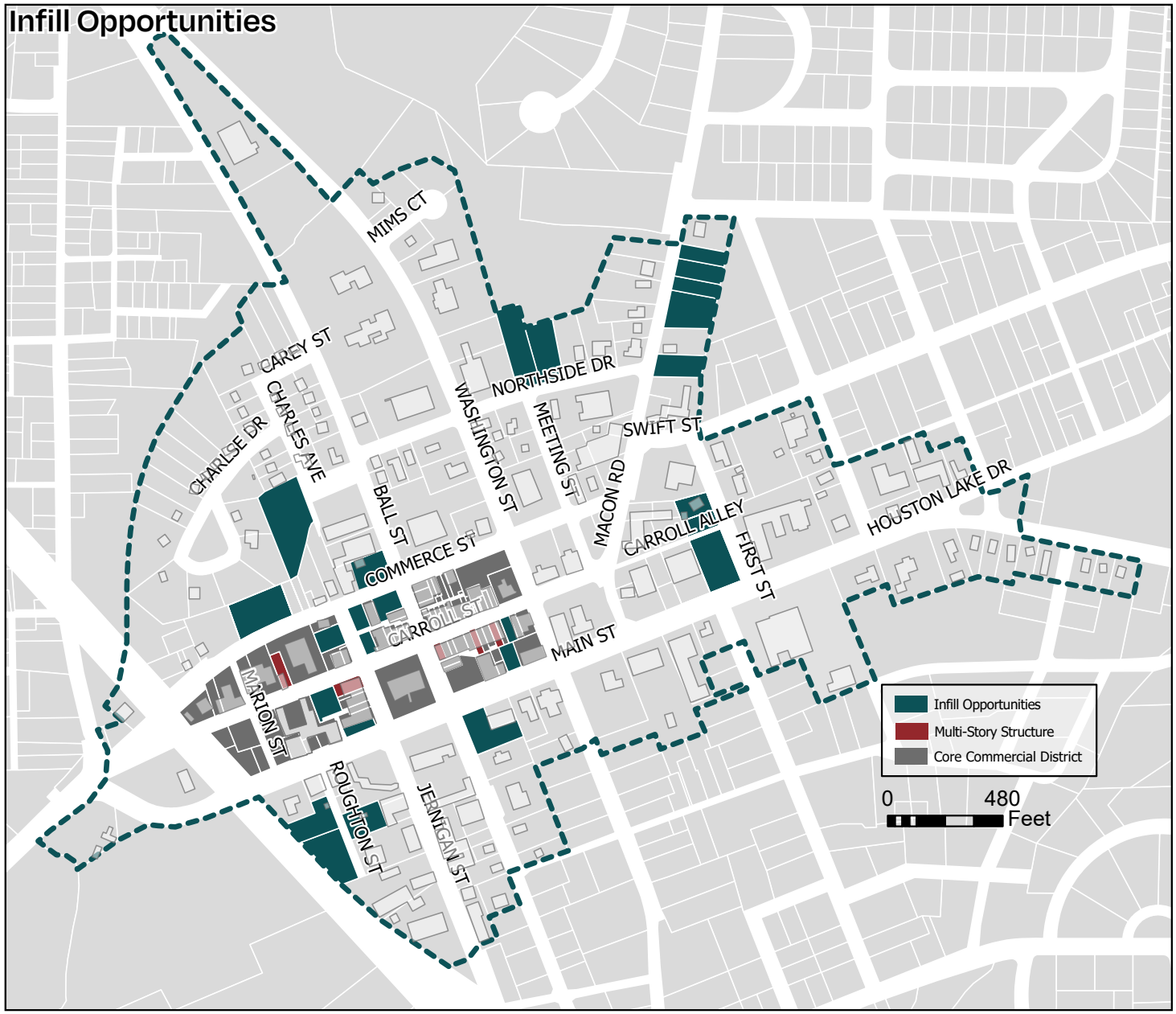
The 2018 Downtown Parking Assessment found that while the parking spaces along Carroll Street (between Jernigan and Washington) and Ball Street (between Commerce and Main), and the surface lot at the corner of Commerce Street and Washington Street were the most utilized, parking in other areas was much less used. Outside of the four blocks bounded by Jernigan Street, Main Street, Washington Street, and Commerce Street, occupancy rates were below 40 percent, even at peak hours. Even if significant infill or growth occurs in the core commercial district, capacity remains. The parking may not be as central as desired.

However, it is important to consider scenarios of growth to estimate future parking needs. Using this plan and the 2018 Downtown Parking Assessment, the City of Perry, could engage in a scenario analysis that would provide more information about future parking demand and loss. A detailed scenario analysis would enable the city to anticipate potential parking needs before parking capacity becomes a problem.

INFILL DEVELOPMENT

Pursue residential and mixed-use development

Housing in and around a downtown area is increasingly seen as critical to sustaining a vibrant downtown. Downtown housing will increase the customer base for local businesses, increase downtown activity, and mitigate vehicle traffic from increased development. The DDA should encourage property owners and developers to consider residential or mixed-use development, especially given the low-density of housing units referenced earlier. Efforts to encourage residential development could include encouraging upper story lofts, conversion of single-family homes to multi-family homes, addition of accessory dwelling units, and new residential or mixed-use development. These structures should be consistent with or compliment the historic character of downtown Perry. Please see Appendix C for a more detailed infill opportunities map.



Mixed-Use or Residential Character Images

The following images show new construction mixed-use and residential development that could be consistent with downtown Perry's character, depending on where that development is located in the downtown district. New construction near the core commercial district may have a style similar to the current historic buildings. In contrast, development closer to the periphery of the district could add more modern design features.

BUSINESS DEVELOPMENT

Develop a downtown that caters to diverse users

A sustainable and vibrant downtown has various uses that cater to the needs and wants of diverse users. To ensure that downtown Perry develops in a way that has mass appeal, there are several items the City should pursue to ensure the downtown has the right mix of businesses that can serve a broad range of consumers.

- Recruit restaurants and eateries that offer diverse menus at a range of price points.
- Recruit diverse retail shops that provide goods and services at a range of price points to create an inclusive environment for all consumers.
- Encourage downtown retail and dining establishments to offer or expand evening operating hours.
- Encourage new and existing downtown dining establishments to offer outdoor seating.
- Encourage business concepts that provide kid- and family- services and activities (e.g., art programs, interactive toy stores).
- Ensure that the local retail and dining market remains balanced and is not saturated by one type of business.
- Work with partners (Main Street, CVB, Chamber) to continue promotions and tourism support for downtown businesses.
- Continue facilitating available financing opportunities and grants for downtown businesses.

Expand and enhance activities in downtown Perry

Perry's regular events, particularly Food Truck Friday and the Saturday Farmer's Market, are very popular and bring a significant number of people into downtown. Because these are so popular, people expressed interest in more events. More opportunities to bring people into downtown would support businesses and introduce them to the offerings of downtown Perry.

Source: The Macon Telegraph

IMPLEMENTATION PLAN

IMPLEMENTATION STRATEGY

CONNECTIVITY

#	Project Description	Timeline	Responsible Parties	Notes
Improve pedestrian safety				
P.1	Relocate mid-block crosswalk School Street and Main Street to 1st Street and Main Street.	Short-Term	City of Perry	Curb cuts do not exist at School Street and Main Street crossing; pedestrian traffic more likely at 1st and Main Streets
P.2	Conduct a warrant study for a pedestrian hybrid beacon at 1st Street and Main Street crossing, and implement findings.	Medium-Term	City of Perry	Conduct study first to assess if traffic conditions warrant infrastructure; can be done with Project MS.2
P.3	Work with GDOT to install crosswalk and pedestrian signage on Commerce Street at Macon Road intersection.	Medium-Term	City of Perry, GDOT	Will need to involve GDOT because action involves state routes
P.4	Work with a consultant and GDOT to do intersection and traffic study Commerce Street, WF Ragin Drive, Main Street, Carroll Street, and General Courtney Hodges Boulevard with the goal of enhancing pedestrian connectivity and safety.	Medium-Term	City of Perry, GDOT	Will need to involve GDOT because action involves state routes

IMPLEMENTATION STRATEGY

CONNECTIVITY

#	Project Description	Timeline	Responsible Parties	Notes
Enhance the sidewalk network				
S.1	Conduct a pedestrian count analysis of the core commercial downtown district at different time periods to assess pedestrian usage and needs.	Short-Term	DDA, Main Street	Can be used to better inform priority of sidewalk enhancements and to inform Project CS.1 on Carroll Street.
S.2	Install sidewalk and streetscape on Jernigan Street from Main Street to Moody & Associates Law Office.	Medium-Term	City of Perry	Priority of sidewalk projects may shift depending on development conditions and trends.
S.3	Install sidewalks and streetscape on Macon Road between Commerce Street and Northside Drive.	Medium-Term	City of Perry	
S.4	Install sidewalks and streetscape on Northside Drive.	Medium-Term	City of Perry	
S.5	Install sidewalks on Roughton Street.	Long-Term	Developer	Work with developer to install sidewalks if area(s) are residential neighborhood experience redevelopment
S.6	Install sidewalks on Carey Street.	Long-Term	Developer	
S.7	Install sidewalks on Charlse Avenue and Charlse Drive in the Andrew Heights neighborhood.	Long-Term	Developer	

IMPLEMENTATION STRATEGY

CONNECTIVITY

#	Project Description	Timeline	Responsible Parties	Notes
Make Main Street accessible to all modes of transportation				
M.1	Replace tour bus parking on Main Street with golf cart parking spaces.	Short-Term	DDA	
M.1	Conduct a feasibility study for a multi-use path from Rotary Centennial Park to Keith Drive along Main Street. Feasibility study should account for diverse users including walkers, runners, bicyclists, and golf carts, and shifting parking from parallel to diagonal parking.	Medium-Term	City of Perry, GDOT, WRATS*	Feasibility and engineering study needed to get more detailed design and specifications
Improve connectivity to Andrew Heights				
AH.1	Determine the long-term function of the road between 803 Commerce Street and 805 Commerce Street (e.g., two-lane road, one-lane road, alley for vehicles, or pedestrian alley).	Short-Term	City of Perry, City Council	
AH.2	Upon determining road function, perform surface improvements in support of identified function.	Medium-Term	City of Perry	Depending on determined road function, especially if pedestrian-oriented, may need additional beautification to make it more user-friendly
Enhance downtown environment and safety by minimizing truck traffic				
T.1	Work with local businesses to encourage truck traffic use alternative routes around downtown Perry between 8:00am and 9:00pm	Ongoing	DDA	Persistent truck traffic, especially on Ball Street, could hamper mixed-use residential development at available locations due to noise

* WRATS - Warner Robins Area Transportation Study

IMPLEMENTATION STRATEGY

PUBLIC SPACES

#	Project Description	Timeline	Responsible Parties	Notes
Add family-friendly spaces and activities				
F.1	Develop design for interactive water feature to be placed on courthouse lawn at intersection of Carroll Street and Ball Street.	Medium-Term	DDA, Main Street, Leisure Services	
F.2	Plant trees at existing downtown parks (Welcome Park and Legacy Park) to create a shade, making these spaces more user-friendly.	Short-Term	DDA, Main Street, Public Works	
F.3	Develop a public art playground at Welcome Park that enhances the entrance to downtown and provides an attraction for children.	Medium-Term	DDA, Main Street, Leisure Services	
Conduct temporary closures of Carroll Street				
CS.1	Develop and evaluate a temporary program to close Carroll Street between Jernigan Street and Washington Street consistently on a selected day (e.g. Saturdays or one Friday per month).	Short-Term	DDA, Main Street	Project S.1 should be integrated into this program. Need to ensure there is a control period of evaluation to determine impact of street closures. Businesses and consumers should be addressed in evaluation. Program findings can inform interest in permanent pedestrian street.

IMPLEMENTATION STRATEGY

DOWNTOWN DESIGN

#	Project Description	Timeline	Responsible Parties	Notes
Enhance downtown alleys				
A.1	Beautify alleys that do not provide vehicular access with public art, greenery, and removal of clutter.	Short-Term	DDA, Main Street	
A.2	Work with property owners to paint (if already painted and in need of paint) or add decorative elements to exteriors that line public alleys in downtown.	Ongoing	DDA, Main Street	
Develop and expand downtown streetscape				
DS.1	Install brick sidewalks and downtown streetlights and increase greenery and shade on Carroll Street from Jernigan Street to Legacy Park to expand the core commercial district character.	Short-Term	DDA, City of Perry	Streetscape can be done in conjunction with new city office construction on Carroll Street
DS.2	Install brick sidewalks and downtown streetlights and increase greenery and shade on Main Street from Washington Street to Legacy Park to expand core commercial character.	Medium-Term	DDA, City of Perry	Can be done in conjunction with construction of new city administrative building (Project ID.1)
DS.3	Replace traffic lights in core commercial district with decorative traffic light poles.	Long-Term	DDA, City of Perry, GDOT	

IMPLEMENTATION STRATEGY

DOWNTOWN DESIGN

#	Project Description	Timeline	Responsible Parties	Notes
Continue downtown gateway improvements				
G.1	Install appropriate streetscaping (trees, shrubbery, streetlights) along Washington Street and Ball Street to distinguish corridor from Sam Nunn Boulevard.	Short-Term	DDA, Public Works	
G.2	Install appropriate streetscaping (trees, shrubbery, streetlights) along Commerce Street to distinguish corridor from General Courtney Hodges Boulevard.	Short-Term	DDA, Public Works	
G.3	Install appropriate signage welcoming people to downtown Perry	Medium-Term	DDA, Perry Area Historical Society, Main Street, CVB	
Honor and protect Perry's historic architecture				
H.1	Pursue a National Register of Historic Places nomination for the downtown Perry district and for the properties with Sears homes.	Short-Term	DDA, Perry Area Historical Society, Main Street, CVB	
H.2	Add plaques/signage to historic buildings that tell the story of individual buildings and downtown Perry.	Medium-Term	DDA, Perry Area Historical Society, Main Street, CVB	Can be done with willing property owners to complement online historic tour
H.3	Modernize existing historic signage in downtown Perry.	Medium-Term	DDA, Perry Area Historical Society, Main Street, CVB	Can do done in conjunction with H.2.

IMPLEMENTATION STRATEGY

DOWNTOWN DESIGN

#	Project Description	Timeline	Responsible Parties	Notes
Honor and protect Perry's historic architecture				
H.4	Develop detailed and visual design review guidelines to ensure new construction, renovation, additions in the downtown district are consistent with downtown historic character.	Short-Term	CD, Main Street	Will be used to aid business owners, developers, Main Street, and Planning Commission with development and review of projects
H.5	Establish regular training sessions for relevant committees regarding historic preservation and design.	Short-Term	CD, Main Street	
Encourage public art in downtown district				
PA.1	Complete application to be part of Georgia Economic Placemaking Collaborative.	Short-Term	Main Street, ED	
PA.2	Ensure ordinances allow for downtown murals and public art.	Short-Term	CD, Main Street	
PA.3	Develop a grant funding program for local artists to encourage permanent or temporary art installations.	Medium-Term	DDA, Main Street, ED	Placemaking Collaborative can help inform initiatives for local artists

ED: Economic Development
CD: Community Development

IMPLEMENTATION STRATEGY

INFILL DEVELOPMENT

#	Project Description	Timeline	Responsible Parties	Notes
Pursue infill development that is designed for the person, not the car				
ID.1	Develop architectural design for new city hall facility that sets the design and material standard for infill development in core downtown district.	Short-Term	Main Street, CD, City Council	Consider Project DS.2 in design and construction
ID.2	Reserve substantial property at the location for the proposed new city offices for parking or a future development project such as a mixed-use parking structure (should development conditions warrant).	Long-Term	City Council	Consider results from Projects RM.3 in determining need to reserve land. If parking structure is required, consider. RM.4
ID.3	Minimize the vacant corners in the core commercial district by pursuing infill development.	Ongoing	DDA, CD, ED	
ID.4	Require parking lots to be placed in the rear of new development throughout the downtown district if space warrants.	Ongoing	CD, ED	
ID.5	Encourage passive uses (e.g., offices, residential) to locate on upper floors in the core commercial district or outside the core commercial district.	Ongoing	DDA, ED	
ID.6	Conduct an analysis using different future development scenarios to determine future parking adequacy and assess need provide additional parking.	Short-Term	DDA, ED	
ID.7	Consider partnerships with developers to provide and fund new parking structures in geographically appropriate locations, should conditions warrant.	Long-Term	DDA, ED	Use findings from study in Project ID.6 to inform need for parking.
Pursue residential and mixed-use development				
MU.1	Develop promotional/informational materials about downtown housing and mixed-use development needs to encourage developers and property owners.	Short-Term	DDA, ED	

ED: Economic Development
CD: Community Development

IMPLEMENTATION STRATEGY

BUSINESS DEVELOPMENT

#	Project Description	Timeline	Responsible Parties	Notes
Develop a downtown that caters to diverse users				
D.1	Recruit restaurants and eateries that offer diverse menus at a range of price points. Recruit diverse retail shops that provide goods and services at a range of price points to create an inclusive environment for all consumers. • Create a recruitment and marketing strategy targeted at businesses identified in the market analysis. • Examine similar markets to identify locally-owned versions of needed businesses for recruitment and marketing strategy. • Conduct consistent outreach to targeted businesses highlighting downtown Perry's potential. • Create a downtown-specific marketing package for prospective business owners (summary of market analysis, wish list of new businesses, success stories, summary of financial incentives, etc.)	Short-Term / Ongoing	DDA, ED	
D.2	Encourage downtown retail and dining establishments to offer or expand evening operating hours. • Develop a promotional campaign and associated activities (e.g., First Friday) that encourages downtown retail and restaurants to stay open later. • Work with downtown retail shop owners to adjust their hours to be open later, and create promotional campaign advertising later business hours.	Short-Term / Ongoing	Main Street	

ED: Economic Development
CD: Community Development

IMPLEMENTATION STRATEGY

BUSINESS DEVELOPMENT

#	Project Description	Timeline	Responsible Parties	Notes
Develop a downtown that caters to diverse users				
D.3	Encourage new and existing downtown dining establishments to offer outdoor seating • Enable downtown restaurants to establish outdoor dining parklets in the core commercial district for a specified fee.	Short-Term	DDA, Main Street, ED	
D.4	Ensure that the local retail and dining market remains balanced and is not saturated by a single type of business. • Create and maintain a geospatial inventory of businesses and business sectors to ensure the market remains balanced in terms of numbers and spatial distribution. • Monitor incentive programs to ensure they are encouraging development of needed downtown businesses.	Ongoing	DDA, ED	For example, if downtown restaurants are plentiful, limit natural gas incentive.
D.5	Monitor creative/artisan industries at local Farmers' Market and festivals to assess commercial impacts or need for incubator spaces.	Short Term	DDA, Main Street	

ED: Economic Development
CD: Community Development

IMPLEMENTATION STRATEGY

BUSINESS DEVELOPMENT

#	Project Description	Timeline	Responsible Parties	Notes
Develop a downtown that caters to diverse users				
D.6	Explore feasibility to provide free Wi-Fi in the core downtown district.	Ongoing	DDA, City of Perry	
D.7	Establish and maintain a public directory of site and building inventory for sale or lease in the downtown area for prospective investors	Short-Term	ED	
D.8	Identify and work with property owners to improve the appearance and appeal of all downtown district buildings (e.g., targeted façade grants, specialized design assistance, landscaping grants)	Ongoing	Main Street, CD	
D.9	Develop a program for skill sharing among business owners in the downtown area (e.g., design assistance, website development, real estate knowledge, etc.)	Short-Term	Chamber of Commerce	
D.10	Host annual downtown tours to highlight recent progress in downtown, promote businesses, and promote opportunities for development.	Ongoing	DDA, Main Street, ED	
D.11	Facilitate financing opportunities and grants for downtown businesses to encourage new and existing business development.	Ongoing	DDA, Main Street, ED	

ED: Economic Development
CD: Community Development

IMPLEMENTATION STRATEGY

BUSINESS DEVELOPMENT

#	Project Description	Timeline	Responsible Parties	Notes
Expand and enhance activities in downtown Perry				
AC.1	Develop a calendar of evening events in downtown in the fall and spring.	Short-Term	Main Street, Special Events	Survey respondents requested more events especially in cooler months
AC.2	Move the farmers' market to the courthouse lawn to better connect with the downtown core and encourage more vendors.	Short-Term	Main Street, Special Events	
AC.3	Develop cross-promotional activities with local organizations and events to draw residents and visitors into the downtown area (e.g., local schools, local recreation tournaments, etc.)	Ongoing	Main Street, CVB, Chamber of Commerce, Georgia National Fairgrounds	
AC.4	Expand downtown programming and events into the 700 block of Carroll Street to grow the center of activity in Perry and support businesses on the edge of downtown.	Ongoing	Main Street, Special Events	

FINANCING FOR DOWNTOWN DEVELOPMENT PROJECTS

Tax Credit Incentives for Developers

Rural Zone Tax Credit

The City of Perry currently has a Rural Zone (RZ) designation throughout much of the downtown area. Under the RZ designation, developers and business owners may claim up to three different tax credits, so long as at least two net new full-time jobs are created. The RZ tax credits include a Job Tax Credit, Investment Tax Credit, and Rehabilitation Tax Credit.

Opportunity Zone Tax Credit

The State of Georgia Opportunity Zone (OZ) program also allows a business to claim the maximum Job Tax Credit within the designated OZ.

Federal Historic Preservation Tax Incentives

Downtown Perry also has many historic structures that may qualify for tax incentives, provided that redevelopment meets the Secretary of the Interior's Standards for Rehabilitation. This program allows for an income tax credit for rehabilitation of a historic, income-producing building of up to 20 percent of the rehabilitation costs.

Georgia State Income Tax Credit Program for Rehabilitated Historic Property

This program allows eligible participants to apply for a state income tax credit up to 25 percent of qualifying rehabilitation expenses, including private residences. However, these tax credits are subject to various caps based on the type of rehabilitation on a first-come, first-served basis.

Georgia Preferential Property Tax Assessment Program for Rehabilitated Historic Property

This incentive allows eligible participants to apply for an 8 1/2 -year property tax assessment freeze when rehabilitation would typically raise their property values.

Housing Tax Credit (LIHTC)

The Georgia Department of Community Affairs (DCA) administers this program, which allocates federal and state tax credits to owners of qualified rental properties who reserve all or a portion of their units for occupancy for low-income tenants. Because LIHTC funding is in such high demand, applications for the DCA Housing Tax Credit program must be submitted for an annual competition. The City of Perry's participation in the GICH program will be a valuable benefit for LIHTC applications.

Sumter Street Station Apartments, Eatonton GA (LITHC Project)

Source: Studio 8 Design Architects

Grant and Loan Funding for Developers

Revolving Loan Funds

The DDA can be an effective conduit for loans and can serve as a grant recipient to prime a site for future development. Revolving Loan Funds such as the Downtown Development Revolving Loan Fund (DDRLF), sponsored by the DCA) and the Georgia Cities Foundation (GCF) RLF are two common low-interest loans for private developers. Both DCA and GCF will typically make loans of up to $250,000, with the DDA serving as a conduit for those funds, which can then be loaned to a private business or used directly by the DDA.

DCA Redevelopment Fund
Blight remediation is an area where grants to the local government can be available. The DCA Redevelopment Fund offers grants of up to $750,000 to address blight within the community. These grants are made to the City of Perry and can be used directly for site cleanup or loaned to a developer that repays to establish a local revolving loan fund that can be administered by the City of Perry through its DDA.

Brownfield Cleanup Grant
The U.S. Environmental Protection Agency (EPA) can provide Brownfield Cleanup grants of up to $500,000 for cleanup of contaminated sites with the goal of future redevelopment. Certain nonprofits may also be eligible for EPA brownfields funding.

Funding for the DDA and Downtown District

Lease Payments
One option for a steady stream of revenue for the DDA would be lease payments on properties owned by a DDA.

Revolving Loan Fund
Increasing a local RLF is also an opportunity for the Perry DDA to pursue, assuming an appropriate site and project can be identified. The DDA can charge **servicing fees** on new loans as a stable income source. The only requirement is that the city meet any programmatic rules and regulations if capitalized with federal funding. These may include caps on the amount of cash on hand, job creation thresholds for new loans, and annual reporting requirements.

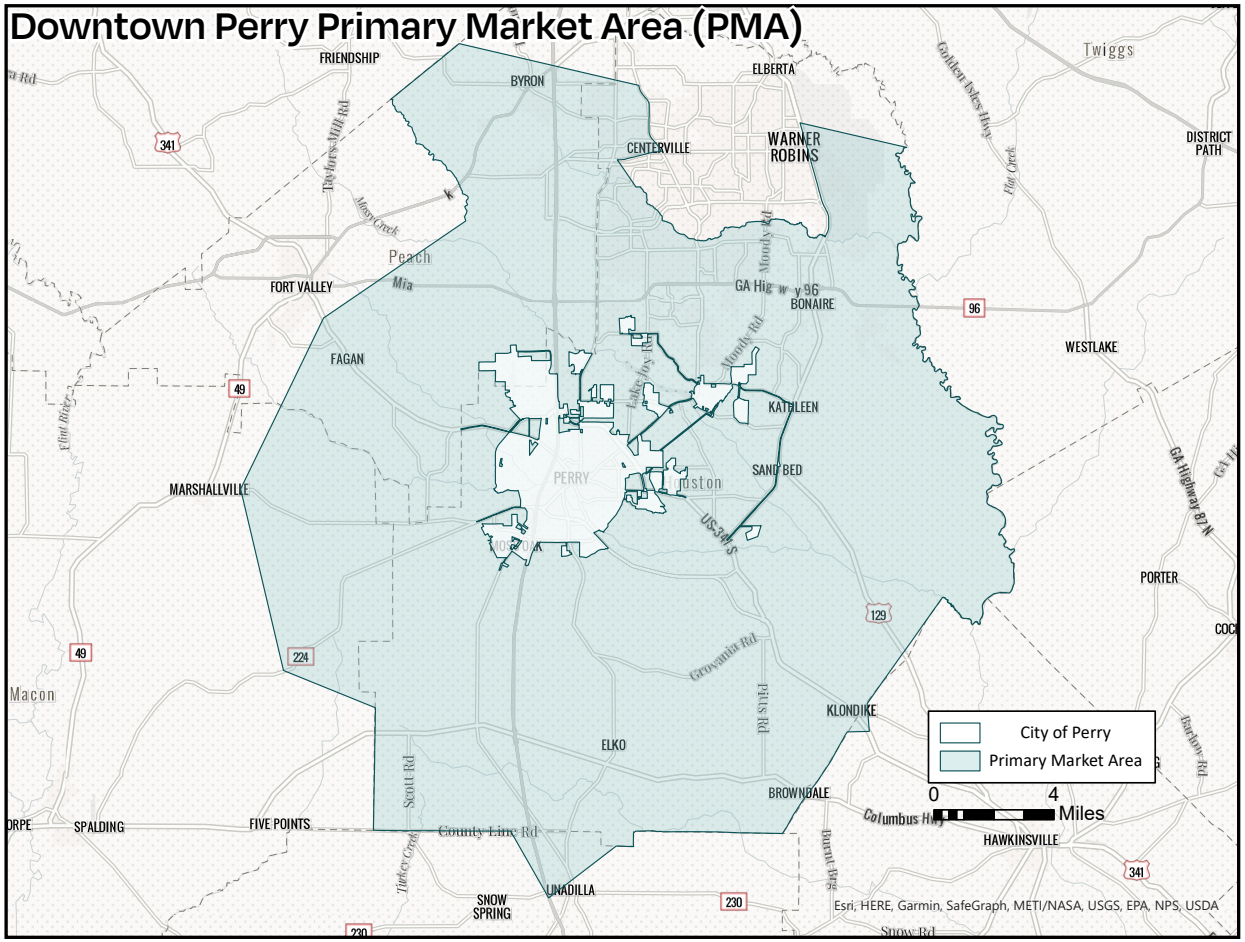
Hotel-Motel Tax
A portion of Hotel-Motel Tax fees may also be eligible for use downtown, as well as some of the new fees that the city places on short-term vacation rentals.

Business Improvement District (BID) and Tax Allocation District (TAD)
A BID or TAD are an option that would enable downtown businesses to contribute a portion of funding to the improvement of the downtown district. Georgia's most common methods are a Business Improvement District (BID) and a Tax Allocation District (TAD). Under state law, the DDA is allowed to contract for BID services and can also serve as the designated redevelopment agency for a TAD. By providing these services, the DDA may be able to receive small amounts of funding. More importantly, either a BID or TAD could create additional funding for public improvements within the downtown area. The primary difference between these two funding mechanisms is that a BID will create new revenue by property owners voluntarily taxing themselves more. In contrast, a TAD rededicates new revenue generated by increases in property value from the TAD area into the redevelopment area. Additionally, other potential revenue sources could be a portion of business licenses, building permits, excise taxes, or the general millage rate.

FULL MARKET ANALYSIS

INTRODUCTION

The market analysis report is an effort to collect and analyze data to inform the Downtown Perry Strategic Plan and its recommendations. The report examines Perry's Primary Market Area (PMA) demographics. The report also examines consumer characteristics, retail supply, and retail business potential of the population in the PMA. This report is a foundation for better understanding the market of downtown Perry and identifying potential needs and opportunities. Data and estimates within this section were collected using Esri Business Analyst, the 2014-2018 American Community Survey, and the 2010 Census.



The Primary Market Area for the City of Perry was defined using a three-step analysis process. First, any site within a 15-minute drive of downtown Perry (measured from the intersection of Ball Street and Carroll Street) was included in the Perry PMA based on travel convenience. Given the regional appeal of downtown Perry, the PMA was then expanded to include any Census block groups with a median household income greater than or equal to the median household income of the City of Perry. Finally, any locations that were closer geographically to another major downtown shopping area (most notably downtown Macon), were excluded from the PMA.

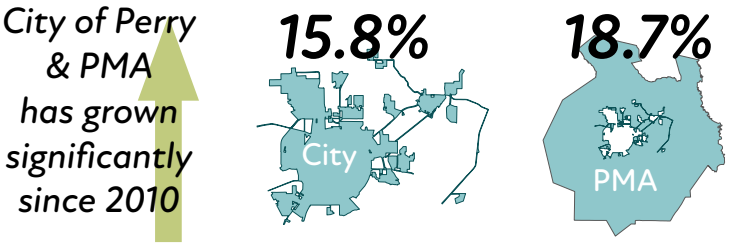
The rationale for including areas based on income comes from the current mix of downtown businesses and results from early stakeholder surveys. Many of the retail locations within the core of downtown Perry are boutique retail stores, especially along Carroll Street. These shops tend to attract higher-end customers from farther away due to the specialized nature of their products. Yet, many visitors from beyond the Perry city limits come to events like Food Truck Friday, especially from neighboring communities like Bonaire and Warner Robins.

DEMOGRAPHIC CONDITIONS

This section of the report provides a demographic overview of the City of Perry and its PMA and can inform potential redevelopment ideas and ventures. Demographic tapestry profiles paint a picture of the Perry PMA as a prosperous suburban periphery of the larger metropolitan area. The most prominent type of households are married couples, often with children, and living in single-family homes. Many of these households are family-oriented and are typically well educated with high rates of labor force participation. Many residents are well connected and comfortable with technology.

Beyond those in the relatively well-to-do suburban periphery, which represents close to two-thirds of the PMA, are several other significant population groups. On the outskirts of the PMA, especially to the south, households are more likely to be older and include those with somewhat more modest incomes. Many families live on larger tracts of land and may only include married couples without children in the household. Finally, although a smaller group of the population, there are also pockets where families are more likely to rent a home or apartment and subsist on even more modest incomes. These types of households become more common in some of the neighborhoods of Perry and may need assistance in housing rehabilitation and employment.

Population



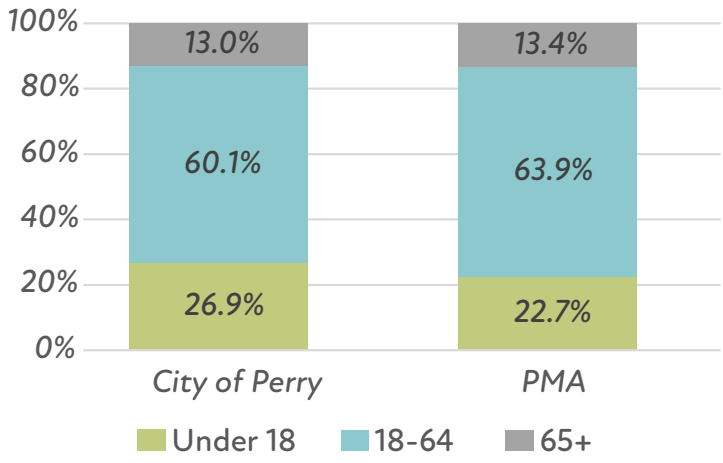
Population Growth

The City of Perry has experienced a significant increase in its population since 2010, growing from 13,839 to 16,031 in 2018, a 15.8 percent increase. This is partially due to additional annexations by the City of Perry but is primarily part of the rapid growth seen throughout Houston County. Not surprisingly, the population of the PMA also increased during this period, rising from approximately 92,357 in 2010 to around 109,666 today, a growth rate of 18.7 percent. The growth rate is likely higher just outside the Perry city limits due to the availability of open land for development, with detached single-family housing being the dominant type of housing in central Houston County.

The continued growth of Houston County presents an opportunity for more dense development in the community. While plenty of rural, mostly undeveloped land still exists in the southern part of the county, the increasing costs of infrastructure may make future suburban residential development less financially feasible for the community. As the county's only walkable downtown, the City of Perry is the ideal location for multi-family downtown housing development that can attract young professionals into the area and continue the county's trends of population growth.

Age

Perry's population is relatively young, with a median age of 32.1. This is likely due in part to the large number of families with children living in the city, as more than a quarter of the city's population is under 18 years in age. The median age of the PMA is somewhat older, with a median age of 37.7; however, this is in line with the national median age (37.9), making the Perry PMA younger than many other parts of Middle Georgia. The population of the PMA has been getting older, following national trends. Since 2010, the senior population (age 65 and older) has grown from 9.9 percent of the population in 2010 to 13.4 percent today.



Race/Ethnicity

Perry's population is relatively young, with a median age of 32.1. This is likely due in part to the large number of families with children living in the city, as more than a quarter of the city's population is under 18 years in age. The median age of the PMA is somewhat older, with a median age of 37.7; however, this is in line with the national median age (37.9), making the Perry PMA younger than many other parts of Middle Georgia. The population of the PMA has been getting older, following national trends. Since 2010, the senior population (age 65 and older) has grown from 9.9 percent of the population in 2010 to 13.4 percent today.

Median Household Income

City	*PMA*
$43,421	*$76,345*

Income

The median income for households in the city limits of Perry is $43,421. For all households in the PMA, the median household income increases to $76,345. There are some concentrations of poverty within the City of Perry, with the city having a poverty rate of 18.9 percent. However, the area is generally prosperous, with the PMA having a median household income higher than that of the state and nation as a whole, and a poverty rate of only 11 percent.

Conclusion

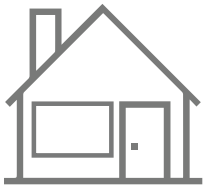
The demographics of Perry indicates a growing consumer market as the population has increased in recent years and is expected to continue rising. The City of Perry and its PMA are part of a young and prosperous community within Middle Georgia that likely has disposable income to spend at downtown shops and restaurants. These factors should present a positive outlook for new businesses within downtown Perry, provided that the business mix is diverse enough to drive foot traffic to downtown throughout the entire day and evening.

Residential Conditions

Occupancy

The City of Perry has 6,646 housing units, 87.8 percent of which are occupied, leaving a sizable portion, 12.2 percent or approximately 812 units, vacant. The PMA has a total of 43,569 housing units, 93.1 percent of which are occupied. Of those 43,569 total housing units, approximately 3,006 or 6.9 percent of all units are vacant. This is a lower vacancy rate than within the City of Perry.

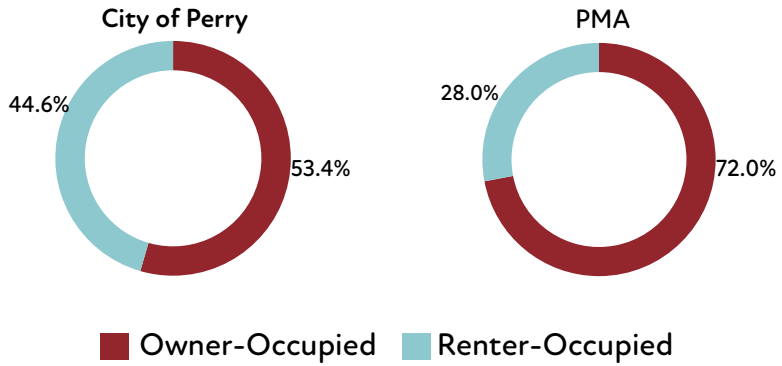
Occupied Homes
City: 87.8%
PMA: 93.1%



Vacant Homes
City: 12.2%
PMA: 6.9%

Tenure

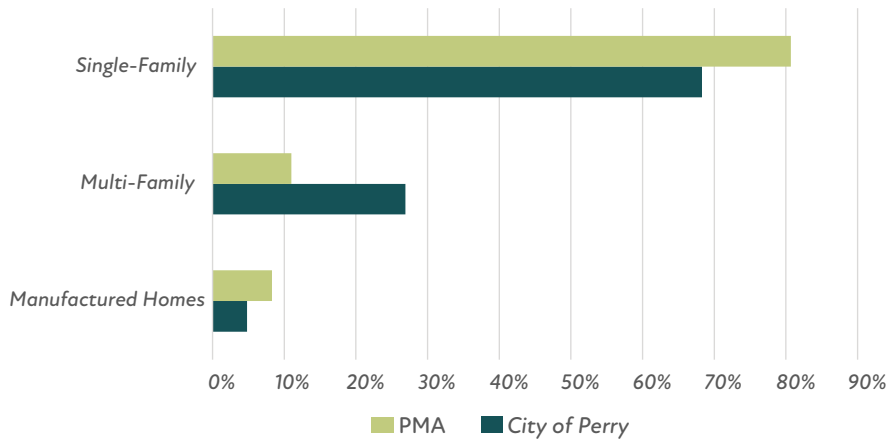
Of the 5,834 occupied units in the city, 46.6 percent are occupied by renters, while approximately 53.4 percent or 3,118 homes are owner-occupied. In the PMA, owner-occupied units comprise 72.0 percent of all occupied units. Within the PMA at large, there are around 11,328 rental units or 28.0 percent of occupied units.



Type

Single-family housing units dominate the housing type throughout the City of Perry. Single-family units make up 68.3 percent of Perry's residential housing stock. Multi-family units comprise 26.9 percent of housing stock, with manufactured/mobile homes making up 4.8 percent of housing units. The tendency toward single-family housing becomes even more pronounced when the study area is expanded to the PMA. Single-family units account for approximately 80.7 percent of housing units, multi-family units make up 11 percent of units in the PMA, and manufactured/mobile homes at 8.3 percent of all units.

Of the 5,834 occupied units in the city, 46.6 percent are occupied by renters, while approximately 53.4 percent or 3,118 homes are owner-occupied. This split becomes much more uneven in the PMA, where owner-occupied units comprise 72.0 percent of all occupied units. Within the PMA at large, there are around 11,328 rental units or 28.0 percent of occupied units.



Housing Age

The median age of a house is fairly young in both Perry and the broader PMA, with a large number of houses being constructed in the last 20 years. Within the city limits, 37.5 percent of all homes have been built since 2000, and only 20.3 percent of homes were built before 1970, making them eligible for consideration as historic structures. Outside the city limits, housing is even newer, with 43.0 percent of homes in the full PMA built since 2000 and only 10.3 percent being built before 1970.

Conclusion

The characteristics of the housing stock in the city and PMA have implications for the retail market and the types of businesses that may be successful. The low vacancy rate is a sign of a growing local economy that can potentially sustain new business development. It is somewhat concerning that vacancy rates are higher within the city limits proper, but this might be partially due to the presence of older housing within the city limits. It is very possible that if new residential development occurred near the downtown area, those units would fill up quickly, given the overall population growth of the area.

Overall, the availability of quality housing factors in the ability to attract new businesses to downtown. A variety of downtown retailers may even be able to provide services around the furnishing of these new units. Meanwhile, the city will likely need to continue its investments in housing rehabilitation for families living on more modest incomes in older homes. Overall, Perry does have a decent variety of housing choices, which is spurred by new construction, but the missing pieces are townhomes and residential lofts that might allow a higher density of development in the downtown core. This diversity of housing type will be key for supporting new businesses in the downtown area and ultimately for managing growth in a manner that minimizes suburban sprawl and congestion on the city's roadways.

MARKET STUDY

The market study is an analysis of retail leakage and surplus in the Perry PMA. The study provides an overview of Perry's current retail sectors and identifies the oversupplied and undersupplied sectors.

Data

This market study uses information from Esri Business Analyst based on a mixture of data pertaining to drive time, income, and proximity to competing downtowns. This area was selected as the PMA because it includes the households most likely to come to downtown Perry for dining, retail, and services, and not travel elsewhere.

In addition to the reports from Esri Business Analyst, this analysis includes local information gathered during a discussion with local stakeholders.

The following reports, found in Appendix A, were consulted in the development of this report:

Retail MarketPlace Profile

This profile uses 2017 industry data and 2020 demographic data to identify retail gaps based on the demand (retail potential) and supply (retail sales). This report identifies which sectors are oversupplied and undersupplied. Oversupply means that consumers from both inside and outside the designated PMA are spending money in that retail sector above what consumers inside the PMA would be expected to demand. Undersupply occurs when there is a projected local demand from consumers inside the PMA, but there is not enough supply to fill that demand. Undersupply may result in consumers spending money in that retail sector outside the PMA.

Restaurant Market Potential and Retail Market Potential

These reports measure the expected number of adults or consumers to have engaged in specific restaurant and retail behaviors. The data is based on national propensities and applied to a local demographic composition. This report includes a Market Potential Index (MPI). An MPI measures the relative likelihood of the adults to exhibit specific consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Retail Demand Outlook

This report provides information about current and projected amounts to be spent within the PMA on different retail goods and services based on 2017 and 2018 Consumer Expenditure Surveys.

Current Retail Market Conditions

This section describes the current retail environment within the PMA and discusses oversupplied and undersupplied retail sectors and the submarkets within each sector. These data cover the broader Perry community, and not every type of business will particularly be successful in the downtown market. Larger stores and businesses particularly would find greater success along Perry Parkway, where parking and land are more plentiful.

Industries in Oversupply

The analysis of the Retail MarketPlace Profile report revealed that there were no major industry sectors that were oversupplied within the PMA. There are a few smaller industry groups that are oversupplied, such as other motor vehicle dealers component of the motor vehicle and parts dealers industry. Notably, a large number of RV dealers along Interstate 75 near Byron may contribute to this surplus. In general, however, most industry groups will be able to grow a customer base given typical gaps between supply and demand in the PMA.

Industries in Undersupply

The analysis of the Retail MarketPlace Profile report revealed seven significantly undersupplied sectors within the PMA. These sectors include (1) clothing and clothing accessories stores, (2) building materials, garden equipment, and supply stores, (3) motor vehicle and parts dealers, (4) electronics and appliance stores, (5) furniture and home furnishings stores, (6) general merchandise stores, and (7) sporting goods, hobby, book, and music stores. However, retail gaps exist in almost every industry group, meaning that a large variety of new businesses may be successful within the PMA.

Clothing and Clothing Accessory Stores

The clothing and clothing accessories stores sector includes multiple subsectors: (1) clothing stores, (2) shoe stores, and (3) jewelry, luggage, and leather goods stores. This undersupply results in an unmet demand of $39.4 million, a significant leakage from the Perry market. This is particularly notable within the clothing stores industry group. This gap may be somewhat surprising, considering the number of boutique clothing stores on Carroll Street. Furthermore, the PMA even includes part of the Centerville shopping areas, including the Houston County Galleria. However, field observation does show one large specific gap in terms of men's clothing stores.

Building Materials, Garden Equipment and Supply Stores

The building materials, garden equipment, and supply stores sector includes both the larger subgroup of building materials dealers as well as a smaller group of lawn and garden stores. Within the Perry PMA, a retail gap of $53 million exists, meaning that a significant number of customers leave the Perry area to purchase these goods. In this case, the retail gap may also be tied to the significant population growth in the area that is spurring new housing construction.

Motor Vehicle and Parts Dealers

The Perry PMA has $156.9 million demand for motor vehicle and parts dealers, most of which is for automobile dealers. The current supply is not insignificant, with 15 automobile dealers within the PMA. However, the total demand for the automobile dealers industry group is $238.9 million. Even as the Perry PMA may be a destination for car buyers from around the region, millions of dollars of revenue are still being lost to competitor markets.

Electronics and Appliance Stores

There is currently $46.9 million of demand for electronics and appliance retailers from consumers in the PMA; however, just over half of this demand is met, representing a $22.7 million potential market opportunity for a retailer of this sector in the PMA.

Furniture and Home Furnishings Stores

The Perry PMA currently has 16 businesses that are categorized as either furniture stores or home furnishings stores. These businesses have annual retail sales of $28.8 million; however, a retail gap of $25.3 million remains, given the demand in this market as more new homes are built. Downtown Perry just recently saw a new home furnishings store open on Macon Road, an example of one business attempting to meet this demand.

General Merchandise Stores

The general merchandise stores sector includes department stores, warehouse clubs, and other general merchandise stores, such as dollar stores. There are certainly several retailers falling within this category in the Perry PMA, but not as many as needed to meet that demand. Perry does have its own Walmart, and a few other Walmart stores exist on the periphery of Warner Robins. Target, also only has a single store in Middle Georgia.. In total, there is a retail gap of $96.9 million, reflecting a significant need for increased access to everyday household items.

Sporting Goods, Hobby, Books, and Music Stores

The sporting goods, hobby, book, and music stores sector is divided into two subsectors – (1) sporting goods/hobby/musical instrument stores and (2) book, periodical, and music stores. Neither subsector fully meets the demand within the Perry PMA, but this is particularly noteworthy for book, periodical, and music stores. Despite a $5 million demand, only two stores exist within the PMA, with only $750,000 of annual sales. As a result, a $4.3 million retail gap remains within this subsector, which is part of a $14.7 million overall gap in the whole sector.

Downtown Area Market Recommendations

The market study included an analysis of the entire Perry PMA. The findings from that study inform the business recommendations for downtown. This section outlines the business types that are specifically recommended for downtown, based on the market study, local surveying, and the ideas presented by Perry's stakeholders. Opportunities for new businesses certainly do exist outside of downtown too, especially for stores requiring a larger footprint than is available downtown. The Perry Planning and Zoning Commission should be careful in approving these new developments to ensure that they do not unnecessarily compete with the downtown market.

Retail Profile

The current retail landscape in downtown Perry includes several boutique retail establishments; however, the market study and stakeholder input indicate that there are still additional retail sectors that could be successful in a downtown environment.

Several retail sectors could take advantage of the undersupply within the PMA and meet the need for more merchants and retail establishments identified during the planning process. The following industry groups are among the most undersupplied in the Perry PMA and would be most appropriate in a downtown setting. The figure in parentheses is the amount by which demand exceeds supply in the PMA.

- General Merchandise Stores, Excluding Department Stores ($49.7 million)
- Clothing Stores ($29.9 million)
- Health and Personal Care Stores ($16.6 million)
- Grocery Stores ($15.4 million)
- Home Furnishings Stores ($11.3 million)
- Sporting Goods, Hobby, or Musical Instrument Stores ($10.4 million)
- Specialty Food Stores ($10.3 million)
- Beer, Wine, and Liquor Stores ($8.8 million)
- Office Supplies, Stationery, and Gift Stores ($7.1 million)
- Jewelry, Luggage, and Leather Goods Stores ($5.2 million)
- Shoe Stores ($4.3 million)
- Book, Periodical, and Music Stores ($4.3 million)
- Other Miscellaneous Store Retailers ($13.8 million)

Recommended Businesses

Retail

Boutique Apparel and Men's Clothing

Despite the presence of many retail establishments selling apparel in the downtown Perry area, data from the retail gap analysis indicates that significant potential still exists for boutique apparel shops within the PMA. Notably, the Market Potential Index (MPI) for the PMA indicates that residents in and around Perry generally shop for apparel a little more frequently than in the nation as a whole. Despite the number of existing apparel shops, particularly on Carroll Street, a significant gap in the market appears to be men's clothing stores. This matches up with some stakeholder observations that downtown Perry is more suited to women's shopping preferences. The closest menswear store is in downtown Fort Valley, and for business suits, it would not be uncommon to have to go to North Macon.

Office Supply, Stationery, and Gift Stores

Another crucial service that may be successful is an office supply store in downtown Perry. Within the PMA, there are a total of 10 stores that fall into this category, with the businesses collectively doing about $2.1 million of retail sales per year. However, the $7.1 million retail gap indicates that there is significant room for growth in this market. For example, there are three UPS Stores and one FedEx store in Houston County. All of them are on or north of State Route 96. Similarly, there is no Staples located in Houston County, and the only Office Depot is on Watson Boulevard. For these reasons, a clear opportunity exists for a new business in Perry that caters to the need of office supplies and services for the area.

Bookstores, Music Stores, and Hobby Stores

The Perry PMA is also notably lacking in bookstores. While many individuals have turned online for the consumption of music and audiobooks, the retail gap analysis indicates that a niche market may still exist within the Perry PMA to support the sale of books, music, and periodicals. Currently, only two bookstores exist within the PMA. Gottwals Books in downtown Perry is one such store that has successfully been in business since 2007, with a particular focus on the trade and sale of used books. Given the size of market demand, it's possible that another type of bookstore may also be successful in the Perry area, particularly if it offered a wider range of products such as vintage records.

Alternatively, downtown Perry may also be able to support other stores that support a variety of hobbies, given the size of the retail gap. For example, the Perry PMA is also sparsely covered by stores that provide musical instruments and supplies. Other types of specialty stores that are common in medium-sized Georgia downtowns include antique shops, boutique pet-supply stores, and art galleries or supply shops.

General Merchandise Stores

The Perry PMA can support a variety of additional retail uses, but in some cases, there is not enough demand to support a local business completely dedicated to one small sector. A mixed retail market could help provide some supply in each of those categories, while not being entirely dependent on sales from one retail sector. This is not that dissimilar from the idea of a general store that was prevalent in small downtowns across the South. Modern-day adaptations of the general store can include an outfitter that sells apparel for men and women and sporting and outdoor equipment. There are also examples of hardware stores that have added apparel and housewares sections to their retail offerings. Some modern general merchandise stores may even operate a small lunch counter or take-out deli like the five and dime stores that were ubiquitous in downtowns throughout the mid 1900s.

Specialty Food and Beverage Stores

Food and beverage stores also have a retail gap of $34.5 million within the entire Perry PMA. By dollar amount, this gap is greatest for traditional grocery stores, but the percentage gap is relatively small, given that there are already 8 major chain grocery stores within the area. A more unique opportunity exists in terms of specialty food and beverage stores, where a larger percentage of demand is unmet.

One of the prime opportunities within downtown would likely be an independent, neighborhood-scale market, especially one with a focus on local produce and meats. Much of the Perry PMA is agricultural, especially south and west of the city limits. There is also only one upscale grocery store currently within the 11 counties of Middle Georgia, a Fresh Market in Macon-Bibb County. Although this model may not work throughout many parts of the region, the Perry PMA stands a better chance of success due to the high average incomes of residents in and around Perry. For this model to be successful, the grocer would probably also want to have a steady stream of customers who can walk to the store. For this reason, additional multi-family housing would be very beneficial in downtown.

The market analysis also highlighted a retail gap in terms of beer, wine, and liquor stores within the PMA. While these businesses can sometimes have a negative stigma attached to them, there may be an opportunity to integrate such a facility into the downtown area, especially given the rise in popularity of craft beers, ciders, and wines. One such option would be to provide a license for beer and wine sales to a neighborhood market. The city may choose to permit a store that sells growlers of beer or malt beverages to go. These growler stores have proven successful in both Macon-Bibb and Warner Robins, particularly with young professionals.

Finally, the growing diversity of Houston County may present the opportunity for specialty food markets that provide ingredients for ethnic cuisine that may not otherwise be found at a typical grocery store. These may include Mexican, Caribbean, Indian, and Asian groceries, among others. Warner Robins has already seen some

development in this area, but Perry may also be in a position to take advantage of marketing to the community's growing diversity in the years ahead.

Dining

The Retail MarketPlace Profile revealed an undersupply of $23.1 million of food and drinking places within the PMA. Even with restaurants often seeing small margins of profitability, the Perry PMA appears ripe for additional growth in this sector, especially given the relatively high incomes of area residents.

The Restaurant Market Potential report estimates that 78.5 percent of adults had eaten at a family restaurant/steak house in the last six months, and 30.1 percent had eaten at that type of restaurant at least four times in a month. Adults in the PMA regularly eat out at fast food/drive-in restaurants, with 93.1 percent having gone to a fast-food restaurant in the last six months, and 43.3 percent going to a fast-food restaurant at least nine times in a month. These consumer behaviors all exceed national averages for eating out.

Additionally, the Retail Demand Outlook report shows that of the $412.2 million spent on food in the PMA, 41.6 percent or $171.5 million was spent on food away from home. This amounts to around $4,230 per household in the PMA being spent on food away from home annually. Demand is only expected to grow over the next 5 years, with total expenses growing by $37.6 million, with growth in expenditures up to $4,760 per household by 2025.

Downtown Perry has significant room for growth in this area. The number of consistently-open, sit-down establishments offering food is quite limited. The full list of downtown restaurants can be seen below, with those that are not open for dinner noted:

- Bodega Brew
- Schultze's Old Fashioned Soda Shop
- The Swanson
- Morning by Morning*
- BBQ Monsters**
- Hazard's on the Green***
- Perfect Pear Catering**

**Closes at 2 pm*
***Closes at 2 pm, also closed at least 3 days per week*
****Open only for dinner, also closed 3 days per week*

For a comparison in Middle Georgia, the City of Milledgeville, with a population just smaller than Perry, has 10 restaurants on just one block of downtown, all of which are open at least six days per week, and nine of which are open until at least 6 pm. While the student population of Milledgeville undoubtedly drives some additional restaurant demand, it underscores just how much growth potential the City of Perry has given a larger and more prosperous PMA. Some of Perry's potential restaurant opportunities are described in the sections below.

Sit-Down Restaurants Open for Dinner

The market is primed for another sit-down restaurant open in the evenings that offers made-to-order food with meal prices between $10.00 and $30.00. Most of the current restaurants downtown are on the lower end of that range, so there is certainly potential to attract couples and families downtown for a nice, higher-end meal. Currently, the most expensive single-person dinner entree in downtown Perry is a $19.99 steak entree from The Swanson. A restaurant at a slightly higher price point could probably fare well in downtown, given the demographics of the area.

Perry may also be able to support a more diverse mix of restaurants within downtown. The street tacos and gyro at Hazard's on the Green are about the only dishes outside of typical American (and especially Southern) cuisine available. There are a couple of Mexican restaurants outside of downtown Perry, so one could likely do well downtown too. There is also one Chinese restaurant, one Japanese restaurant, and one Jamaican restaurant outside of downtown. There is currently not an Italian restaurant in Perry, nor can one find Thai food, Indian food, or Greek/Mediterranean food.

These types of restaurants are an asset that can draw people downtown in the evenings. The Restaurant Market Potential Report reveals that 78.5 percent of adults went to a family restaurant or steakhouse in the past six months, and 30.1 percent went to this type of restaurant four or more times in a month, showing that there are consumers interested in this type of restaurant. Specifically, area consumers go to family restaurants for dinner and on weekends. According to the Restaurant Market Potential Report, 51.7 percent of consumers who went to this type of restaurant went for dinner. In addition, 46.5 percent went on a weekend. Nights and weekends are currently the least busy times in Perry, with the exception of special events, meaning that new sit-down restaurants could capitalize on abundant parking and minimal traffic. Based on this data, many consumers already eat out for dinner regularly, so a mid-scale downtown restaurant open in the evening could capitalize on this behavior. There is even a chance that an upper-scale restaurant could succeed, given that 10.5 percent of adults in the PMA visited a fine dining restaurant in the past month.

Fast-Casual Restaurants

A fast-casual restaurant, which usually offers higher quality service and food than fast-food businesses with meal prices between $8.00 and $15.00, also has the potential to succeed in downtown Perry. As noted, earlier nearly 93.1 percent of consumers are likely to have gone to a fast-food/drive-in restaurant in the past six months, and 43.3 percent likely went to this type of business at least nine times in a month. This indicates an apparent demand for quick dining options in the PMA. The spending patterns at fast-food restaurants also indicate the ability to sustain a fast-casual restaurant. About one-third of adults were likely to spend at least $50 on fast food within 30 days, with 4.3 percent likely spending more than $200 per month. All these trends are above the national average. This gives a positive indication that additional fast-casual restaurants could succeed.

Several downtown restaurants already focus in this direction. Yoder's and Bodega could both be defined as fast-casual dining, although Bodega is probably more accurately described as a coffee shop that also sells food. In any case, these types of restaurants are often ideal for people working downtown and travelers passing through. In particular, downtown Perry has a high number of professional offices, making these ideal locations for lunch, whether for an informal client meeting or a quick bite to eat before returning to work.

Small and Local Chain Restaurants

Perry has traditionally focused on the establishment of new local restaurants within its downtown area. This is a sound strategy aided by programs like the city's natural gas incentives for restaurants. Generally, this is recommended as a future strategy to help preserve the character of downtown Perry. With that said, many small or local chain restaurants started in Georgia downtowns and are used to the design sensitivities in a historic neighborhood. Examples might be The Brick in Milledgeville, Amici in Madison, or even a more established local chain like Barberitos in Athens. Downtown Perry recently

ventured into these waters as a second location for Macon's popular Casserole Shop. While these types of restaurants may not need to be as actively incentivized, they can also provide name recognition for travelers from around the State of Georgia, such as those who visit the Georgia National Fairgrounds.

Drinking Establishments, Event Spaces, and "Third Places"

Another type of amenity includes spaces for socialization that are neither home nor work. These social spaces often called "third places," allow people to gather with friends and family in a public or semi-public area. These types of establishments further promote community building and serve as a destination for tourists. While churches, libraries, parks, or community centers can serve as "third places," there are various commercial establishments that can also act as these social spaces. Downtown Perry already has a pair of coffee shops, making some type of drinking establishment (such as a brewery or beer garden) a way to fill that need for a social space. Perry has already taken a step in this direction with the opening of a new wine bar. A number of successful drinking places incorporate family-friendly elements to make them more amenable to parents with young children.

Additionally, a brewery or other drinking place could also be economically successful in Perry. The average amount spent on alcoholic beverages by households in the PMI is about $680 annually, according to the PMA's Retail Demand Outlook report. This is projected to grow to $765 per household in 2025. The Retail MarketPlace Profile also notes that there is an unmet demand of over $600,000 for a drinking place. A brewery or brewpub could be an ideal way to fill this gap. The City of Forsyth just saw its first brewpub open downtown earlier in 2020.

Entertainment

In addition to the desire for additional restaurants and retail opportunities, a common thread from Perry stakeholders was a desire for family-friendly entertainment options within downtown Perry. While retail gap information is not available for entertainment venues, projected demand figures do show anticipated growth. Currently, households spend approximately $3,660 per year on various forms of entertainment. This is projected to grow to around $4,120 annually by 2025.

Among the ways that the City of Perry can encourage entertainment in downtown, an obvious solution is continuing the work of the Perry Main Street program. Residents responded very positively to Perry Main Street events throughout the stakeholder process; special events are a main driver of downtown activity.

For private businesses, an event space could possibly be successful. Having a location for outdoor music performances is one potential opportunity that could be popular based on stakeholder feedback. Other possible family-friendly activities could include an escape room, video game arcade, or indoor trampoline park. Lastly, from a nonprofit perspective, museums can also add a degree of charm to a downtown area; however, many small-town museums can be expensive to set up and not very profitable once operational.

Professional Services

Finally, the City of Perry already has several professional service providers in the downtown area. These include several banks, realtors, and law offices. While these uses do not contribute to active ground floors within downtown Perry, they are still important for bringing people into downtown and can be particularly good for uses of upper stories above street level. Professional services also represent a growing sector of the economy. According to the Esri Retail Demand Outlook report for the Perry PMA, the value of stocks, bonds, retirement plans, and other financial assets held by those within the PMA is expected to increase by $1.3 billion over the next five years, likely increasing the need for financial services. Similarly, the demand for insurance services is also expected to increase by $68.1 million over the next five years. For these reasons, professional services will likely remain an important part of downtown Perry.

APPENDIX A

Retail Marketplace Profile
Restaurant Market Potential Report
Retail Market Potential Report
Retail Demand Outlook Report

Retail MarketPlace Profile

Downtown_Perry_Primary_Mkt_Area 1
Area: 461.35 square miles

Prepared by Esri

Summary Demographics	
2020 Population	109,666
2020 Households	40,551
2020 Median Disposable Income	$58,866
2020 Per Capita Income	$37,150

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$1,501,856,730	$974,989,018	$526,867,712	21.3	532
Total Retail Trade	44-45	$1,356,715,290	$852,939,406	$503,775,884	22.8	377
Total Food & Drink	722	$145,141,441	$122,049,612	$23,091,829	8.6	156
2017 Industry Group	**NAICS**	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers	441	$290,404,517	$133,521,357	$156,883,160	37.0	45
Automobile Dealers	4411	$238,874,330	$88,519,055	$150,355,275	45.9	15
Other Motor Vehicle Dealers	4412	$24,726,043	$28,231,125	-$3,505,082	-6.6	12
Auto Parts, Accessories & Tire Stores	4413	$26,804,144	$16,771,177	$10,032,967	23.0	18
Furniture & Home Furnishings Stores	442	$54,149,662	$28,836,520	$25,313,142	30.5	16
Furniture Stores	4421	$28,695,227	$14,709,074	$13,986,153	32.2	8
Home Furnishings Stores	4422	$25,454,435	$14,127,446	$11,326,989	28.6	8
Electronics & Appliance Stores	443	$46,942,779	$24,260,052	$22,682,727	31.9	9
Bldg Materials, Garden Equip. & Supply Stores	444	$89,422,141	$36,466,270	$52,955,871	42.1	24
Bldg Material & Supplies Dealers	4441	$84,479,440	$33,362,995	$51,116,445	43.4	19
Lawn & Garden Equip & Supply Stores	4442	$4,942,701	$3,103,275	$1,839,426	22.9	5
Food & Beverage Stores	445	$231,525,760	$197,016,245	$34,509,515	8.1	54
Grocery Stores	4451	$203,518,030	$188,160,354	$15,357,676	3.9	36
Specialty Food Stores	4452	$13,377,263	$3,033,253	$10,344,010	63.0	8
Beer, Wine & Liquor Stores	4453	$14,630,468	$5,822,639	$8,807,829	43.1	10
Health & Personal Care Stores	446,4461	$82,924,662	$66,322,921	$16,601,741	11.1	33
Gasoline Stations	447,4471	$157,926,204	$151,175,465	$6,750,739	2.2	46
Clothing & Clothing Accessories Stores	448	$66,496,246	$27,051,870	$39,444,376	42.2	46
Clothing Stores	4481	$44,203,348	$14,255,046	$29,948,302	51.2	31
Shoe Stores	4482	$10,307,805	$6,016,794	$4,291,011	26.3	6
Jewelry, Luggage & Leather Goods Stores	4483	$11,985,093	$6,780,031	$5,205,062	27.7	9
Sporting Goods, Hobby, Book & Music Stores	451	$36,916,264	$22,207,857	$14,708,407	24.9	18
Sporting Goods/Hobby/Musical Instr Stores	4511	$31,882,651	$21,456,266	$10,426,385	19.5	16
Book, Periodical & Music Stores	4512	$5,033,612	$751,590	$4,282,022	74.0	2
General Merchandise Stores	452	$235,450,756	$138,512,996	$96,937,760	25.9	26
Department Stores Excluding Leased Depts.	4521	$171,536,501	$124,294,909	$47,241,592	16.0	11
Other General Merchandise Stores	4529	$63,914,255	$14,218,087	$49,696,168	63.6	16
Miscellaneous Store Retailers	453	$47,056,120	$22,120,163	$24,935,957	36.0	51
Florists	4531	$1,736,114	$1,633,310	$102,804	3.1	7
Office Supplies, Stationery & Gift Stores	4532	$9,203,391	$2,130,911	$7,072,480	62.4	10
Used Merchandise Stores	4533	$7,906,756	$3,986,922	$3,919,834	33.0	10
Other Miscellaneous Store Retailers	4539	$28,209,859	$14,369,020	$13,840,839	32.5	24
Nonstore Retailers	454	$17,500,180	$5,447,691	$12,052,489	52.5	9
Electronic Shopping & Mail-Order Houses	4541	$12,286,510	$3,199,245	$9,087,265	58.7	3
Vending Machine Operators	4542	$1,032,787	$455,120	$577,667	38.8	1
Direct Selling Establishments	4543	$4,180,882	$1,793,326	$2,387,556	40.0	5
Food Services & Drinking Places	722	$145,141,441	$122,049,612	$23,091,829	8.6	156
Special Food Services	7223	$1,568,908	$1,914,532	-$345,624	-9.9	6
Drinking Places - Alcoholic Beverages	7224	$3,275,875	$2,641,729	$634,146	10.7	6
Restaurants/Other Eating Places	7225	$140,296,658	$117,493,351	$22,803,307	8.8	143

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace.

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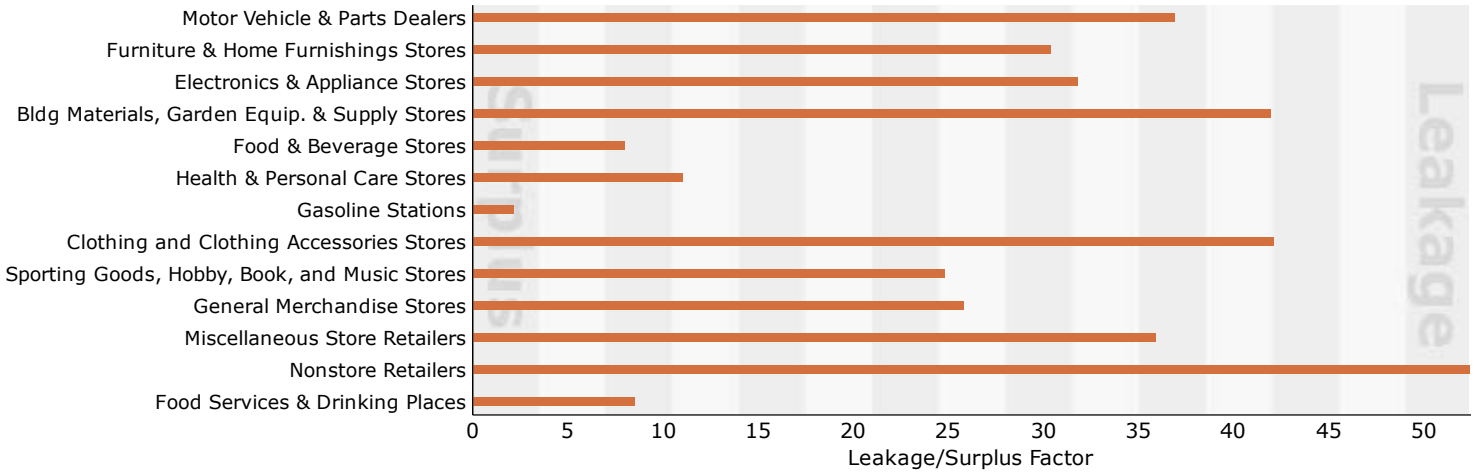
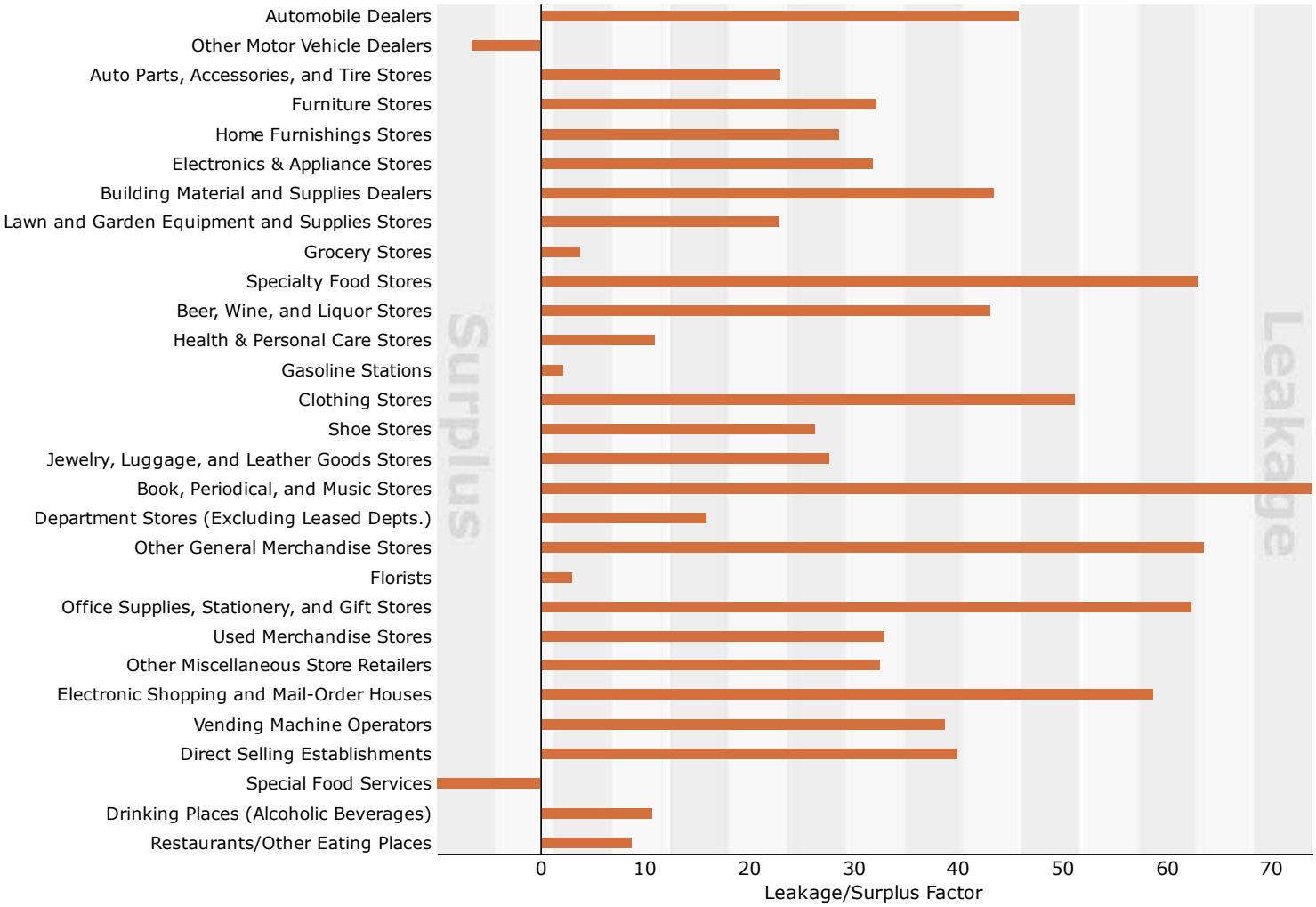
2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



August 14, 2020

Restaurant Market Potential

Downtown_Perry_Primary_Mkt_Area 1
Area: 461.35 square miles

Prepared by Esri

Demographic Summary	2020	2025
Population	109,666	118,599
Population 18+	84,779	91,787
Households	40,551	43,916
Median Household Income	$76,345	$84,232

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	66,591	78.5%	107
Went to family restaurant/steak house 4+ times/month	25,517	30.1%	115
Spent at family restaurant last 30 days: <$1-30	6,951	8.2%	104
Spent at family restaurant last 30 days: $31-50	8,765	10.3%	112
Spent at family restaurant last 30 days: $51-100	14,760	17.4%	117
Spent at family restaurant last 30 days: $101-200	9,005	10.6%	114
Went to family restaurant last 6 months: for breakfast	12,226	14.4%	111
Went to family restaurant last 6 months: for lunch	17,252	20.3%	110
Went to family restaurant last 6 months: for dinner	43,837	51.7%	114
Went to family restaurant last 6 months: for snack	1,301	1.5%	78
Went to family restaurant last 6 months: on weekday	28,501	33.6%	113
Went to family restaurant last 6 months: on weekend	39,456	46.5%	116
Went to family restaurant last 6 months: Applebee`s	18,091	21.3%	107
Went to family restaurant last 6 months: Bob Evans	2,537	3.0%	99
Went to family restaurant last 6 months: Buffalo Wild Wings	9,756	11.5%	120
Went to family restaurant last 6 months: California Pizza Kitchen	1,733	2.0%	76
Went to family restaurant last 6 months: The Cheesecake Factory	6,175	7.3%	103
Went to family restaurant last 6 months: Chili`s Grill & Bar	10,503	12.4%	118
Went to family restaurant last 6 months: CiCis	1,879	2.2%	102
Went to family restaurant last 6 months: Cracker Barrel	12,372	14.6%	130
Went to family restaurant last 6 months: Denny`s	7,547	8.9%	101
Went to family restaurant last 6 months: Golden Corral	7,022	8.3%	118
Went to family restaurant last 6 months: IHOP	9,089	10.7%	109
Went to family restaurant last 6 months: Logan`s Roadhouse	3,725	4.4%	142
Went to family restaurant last 6 months: LongHorn Steakhouse	5,808	6.9%	128
Went to family restaurant last 6 months: Olive Garden	15,343	18.1%	116
Went to family restaurant last 6 months: Outback Steakhouse	8,892	10.5%	131
Went to family restaurant last 6 months: Red Lobster	9,068	10.7%	112
Went to family restaurant last 6 months: Red Robin	7,339	8.7%	127
Went to family restaurant last 6 months: Ruby Tuesday	3,937	4.6%	114
Went to family restaurant last 6 months: Texas Roadhouse	11,571	13.6%	132
Went to family restaurant last 6 months: T.G.I. Friday`s	3,985	4.7%	94
Went to family restaurant last 6 months: Waffle House	7,320	8.6%	136
Went to family restaurant last 6 months: fast food/drive-in	78,935	93.1%	103
Went to fast food/drive-in restaurant 9+ times/month	36,724	43.3%	111
Spent at fast food restaurant last 30 days: <$1-10	3,170	3.7%	92
Spent at fast food restaurant last 30 days: $11-$20	8,799	10.4%	103
Spent at fast food restaurant last 30 days: $21-$40	13,412	15.8%	99
Spent at fast food restaurant last 30 days: $41-$50	7,822	9.2%	109
Spent at fast food restaurant last 30 days: $51-$100	16,182	19.1%	112
Spent at fast food restaurant last 30 days: $101-$200	8,517	10.0%	113
Spent at fast food restaurant last 30 days: $201+	3,619	4.3%	129

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

August 14, 2020

Restaurant Market Potential

Downtown_Perry_Primary_Mkt_Area 1
Area: 461.35 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	32,999	38.9%	109
Went to fast food restaurant in the last 6 months: home delivery	7,233	8.5%	101
Went to fast food restaurant in the last 6 months: take-out/drive-thru	45,091	53.2%	116
Went to fast food restaurant in the last 6 months: take-out/walk-in	18,460	21.8%	105
Went to fast food restaurant in the last 6 months: breakfast	32,593	38.4%	111
Went to fast food restaurant in the last 6 months: lunch	46,384	54.7%	111
Went to fast food restaurant in the last 6 months: dinner	43,941	51.8%	113
Went to fast food restaurant in the last 6 months: snack	10,439	12.3%	100
Went to fast food restaurant in the last 6 months: weekday	54,959	64.8%	112
Went to fast food restaurant in the last 6 months: weekend	43,809	51.7%	111
Went to fast food restaurant in the last 6 months: A & W	2,748	3.2%	116
Went to fast food restaurant in the last 6 months: Arby`s	18,790	22.2%	127
Went to fast food restaurant in the last 6 months: Baskin-Robbins	2,683	3.2%	92
Went to fast food restaurant in the last 6 months: Boston Market	1,674	2.0%	63
Went to fast food restaurant in the last 6 months: Burger King	25,348	29.9%	104
Went to fast food restaurant in the last 6 months: Captain D`s	3,672	4.3%	131
Went to fast food restaurant in the last 6 months: Carl`s Jr.	4,697	5.5%	95
Went to fast food restaurant in the last 6 months: Checkers	2,606	3.1%	89
Went to fast food restaurant in the last 6 months: Chick-fil-A	27,983	33.0%	128
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	10,107	11.9%	95
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	2,150	2.5%	96
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	3,437	4.1%	114
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	2,504	3.0%	100
Went to fast food restaurant in the last 6 months: Dairy Queen	16,457	19.4%	124
Went to fast food restaurant in the last 6 months: Del Taco	3,959	4.7%	118
Went to fast food restaurant in the last 6 months: Domino`s Pizza	12,742	15.0%	115
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	10,123	11.9%	88
Went to fast food restaurant in the last 6 months: Five Guys	8,381	9.9%	108
Went to fast food restaurant in the last 6 months: Hardee`s	6,222	7.3%	119
Went to fast food restaurant in the last 6 months: Jack in the Box	6,792	8.0%	105
Went to fast food restaurant in the last 6 months: Jimmy John`s	6,284	7.4%	129
Went to fast food restaurant in the last 6 months: KFC	17,391	20.5%	102
Went to fast food restaurant in the last 6 months: Krispy Kreme	5,912	7.0%	124
Went to fast food restaurant in the last 6 months: Little Caesars	12,822	15.1%	123
Went to fast food restaurant in the last 6 months: Long John Silver`s	2,832	3.3%	97
Went to fast food restaurant in the last 6 months: McDonald`s	45,115	53.2%	104
Went to fast food restaurant in the last 6 months: Panda Express	10,282	12.1%	126
Went to fast food restaurant in the last 6 months: Panera Bread	11,576	13.7%	108
Went to fast food restaurant in the last 6 months: Papa John`s	8,297	9.8%	118
Went to fast food restaurant in the last 6 months: Papa Murphy`s	5,435	6.4%	150
Went to fast food restaurant in the last 6 months: Pizza Hut	14,683	17.3%	110
Went to fast food restaurant in the last 6 months: Popeyes Chicken	8,801	10.4%	111
Went to fast food restaurant in the last 6 months: Sonic Drive-In	13,579	16.0%	132
Went to fast food restaurant in the last 6 months: Starbucks	15,926	18.8%	103
Went to fast food restaurant in the last 6 months: Steak `n Shake	5,148	6.1%	112
Went to fast food restaurant in the last 6 months: Subway	23,261	27.4%	112
Went to fast food restaurant in the last 6 months: Taco Bell	28,235	33.3%	116
Went to fast food restaurant in the last 6 months: Wendy`s	24,992	29.5%	115
Went to fast food restaurant in the last 6 months: Whataburger	6,132	7.2%	128
Went to fast food restaurant in the last 6 months: White Castle	2,196	2.6%	84
Went to fine dining restaurant last month	8,873	10.5%	102
Went to fine dining restaurant 3+ times last month	2,144	2.5%	88

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August 14, 2020

Retail Market Potential

Downtown_Perry_Primary_Mkt_Area 1
Area: 461.35 square miles

Prepared by Esri

Demographic Summary	2020	2025
Population	109,666	118,599
Population 18+	84,779	91,787
Households	40,551	43,916
Median Household Income	$76,345	$84,232

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	42,561	50.2%	104
Bought any women's clothing in last 12 months	38,828	45.8%	104
Bought clothing for child <13 years in last 6 months	26,216	30.9%	117
Bought any shoes in last 12 months	45,433	53.6%	102
Bought costume jewelry in last 12 months	15,121	17.8%	105
Bought any fine jewelry in last 12 months	14,801	17.5%	97
Bought a watch in last 12 months	12,952	15.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	37,218	91.8%	107
HH bought/leased new vehicle last 12 months	4,163	10.3%	108
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	77,146	91.0%	107
Bought/changed motor oil in last 12 months	43,145	50.9%	109
Had tune-up in last 12 months	21,952	25.9%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	60,520	71.4%	99
Drank regular cola in last 6 months	36,659	43.2%	99
Drank beer/ale in last 6 months	35,417	41.8%	101
Cameras (Adults)			
Own digital point & shoot camera/camcorder	8,049	9.5%	112
Own digital SLR camera/camcorder	7,094	8.4%	110
Printed digital photos in last 12 months	20,565	24.3%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	29,880	35.2%	105
Have a smartphone	76,282	90.0%	103
Have a smartphone: Android phone (any brand)	35,452	41.8%	101
Have a smartphone: Apple iPhone	39,990	47.2%	105
Number of cell phones in household: 1	9,529	23.5%	78
Number of cell phones in household: 2	16,460	40.6%	106
Number of cell phones in household: 3+	13,944	34.4%	119
HH has cell phone only (no landline telephone)	24,824	61.2%	101
Computers (Households)			
HH owns a computer	32,064	79.1%	108
HH owns desktop computer	15,985	39.4%	112
HH owns laptop/notebook	25,252	62.3%	108
HH owns any Apple/Mac brand computer	7,795	19.2%	101
HH owns any PC/non-Apple brand computer	27,185	67.0%	111
HH purchased most recent computer in a store	16,047	39.6%	112
HH purchased most recent computer online	6,154	15.2%	107
HH spent $1-$499 on most recent home computer	6,306	15.6%	106
HH spent $500-$999 on most recent home computer	7,424	18.3%	114
HH spent $1,000-$1,499 on most recent home computer	4,252	10.5%	108
HH spent $1,500-$1,999 on most recent home computer	1,813	4.5%	100
HH spent $2,000+ on most recent home computer	1,823	4.5%	111

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Retail Market Potential

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Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	56,524	66.7%	107
Bought brewed coffee at convenience store in last 30 days	11,302	13.3%	101
Bought cigarettes at convenience store in last 30 days	8,670	10.2%	98
Bought gas at convenience store in last 30 days	37,616	44.4%	119
Spent at convenience store in last 30 days: $1-19	5,650	6.7%	99
Spent at convenience store in last 30 days: $20-$39	8,286	9.8%	105
Spent at convenience store in last 30 days: $40-$50	7,160	8.4%	106
Spent at convenience store in last 30 days: $51-$99	4,494	5.3%	98
Spent at convenience store in last 30 days: $100+	22,792	26.9%	118
Entertainment (Adults)			
Attended a movie in last 6 months	52,657	62.1%	106
Went to live theater in last 12 months	9,866	11.6%	102
Went to a bar/night club in last 12 months	14,851	17.5%	103
Dined out in last 12 months	46,295	54.6%	107
Gambled at a casino in last 12 months	11,592	13.7%	100
Visited a theme park in last 12 months	16,743	19.7%	105
Viewed movie (video-on-demand) in last 30 days	15,771	18.6%	112
Viewed TV show (video-on-demand) in last 30 days	10,821	12.8%	110
Watched any pay-per-view TV in last 12 months	8,654	10.2%	116
Downloaded a movie over the Internet in last 30 days	8,164	9.6%	96
Downloaded any individual song in last 6 months	17,050	20.1%	107
Watched a movie online in the last 30 days	24,866	29.3%	98
Watched a TV program online in last 30 days	17,550	20.7%	102
Played a video/electronic game (console) in last 12 months	8,044	9.5%	105
Played a video/electronic game (portable) in last 12 months	3,516	4.1%	97
Financial (Adults)			
Have home mortgage (1st)	32,700	38.6%	126
Used ATM/cash machine in last 12 months	46,865	55.3%	105
Own any stock	5,868	6.9%	99
Own U.S. savings bond	3,536	4.2%	99
Own shares in mutual fund (stock)	6,168	7.3%	102
Own shares in mutual fund (bonds)	4,376	5.2%	109
Have interest checking account	26,812	31.6%	111
Have non-interest checking account	25,222	29.8%	103
Have savings account	51,919	61.2%	108
Have 401K retirement savings plan	15,609	18.4%	115
Own/used any credit/debit card in last 12 months	70,059	82.6%	103
Avg monthly credit card expenditures: $1-110	10,310	12.2%	107
Avg monthly credit card expenditures: $111-$225	6,737	7.9%	110
Avg monthly credit card expenditures: $226-$450	6,426	7.6%	110
Avg monthly credit card expenditures: $451-$700	5,445	6.4%	104
Avg monthly credit card expenditures: $701-$1,000	4,758	5.6%	96
Avg monthly credit card expenditures: $1,001+	10,277	12.1%	99
Did banking online in last 12 months	37,853	44.6%	114
Did banking on mobile device in last 12 months	27,947	33.0%	116
Paid bills online in last 12 months	48,257	56.9%	111

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August 14, 2020

Retail Market Potential

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Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	28,990	71.5%	105
HH used bread in last 6 months	38,243	94.3%	101
HH used chicken (fresh or frozen) in last 6 months	28,458	70.2%	103
HH used turkey (fresh or frozen) in last 6 months	6,105	15.1%	101
HH used fish/seafood (fresh or frozen) in last 6 months	22,171	54.7%	99
HH used fresh fruit/vegetables in last 6 months	34,615	85.4%	102
HH used fresh milk in last 6 months	35,001	86.3%	102
HH used organic food in last 6 months	9,018	22.2%	92
Health (Adults)			
Exercise at home 2+ times per week	24,747	29.2%	107
Exercise at club 2+ times per week	12,631	14.9%	105
Visited a doctor in last 12 months	65,681	77.5%	102
Used vitamin/dietary supplement in last 6 months	45,439	53.6%	100
Home (Households)			
HH did any home improvement in last 12 months	13,111	32.3%	118
HH used any maid/professional cleaning service in last 12 months	5,895	14.5%	98
HH purchased low ticket HH furnishings in last 12 months	7,334	18.1%	104
HH purchased big ticket HH furnishings in last 12 months	9,774	24.1%	106
HH bought any small kitchen appliance in last 12 months	9,540	23.5%	104
HH bought any large kitchen appliance in last 12 months	6,291	15.5%	117
Insurance (Adults/Households)			
Currently carry life insurance	42,211	49.8%	115
Carry medical/hospital/accident insurance	65,220	76.9%	104
Carry homeowner insurance	45,970	54.2%	117
Carry renter's insurance	6,675	7.9%	91
HH has auto insurance: 1 vehicle in household covered	10,281	25.4%	84
HH has auto insurance: 2 vehicles in household covered	13,308	32.8%	118
HH has auto insurance: 3+ vehicles in household covered	11,638	28.7%	128
Pets (Households)			
Household owns any pet	25,772	63.6%	118
Household owns any cat	10,394	25.6%	112
Household owns any dog	20,781	51.2%	125
Psychographics (Adults)			
Buying American is important to me	33,127	39.1%	106
Usually buy items on credit rather than wait	11,435	13.5%	100
Usually buy based on quality - not price	14,973	17.7%	96
Price is usually more important than brand name	23,890	28.2%	101
Usually use coupons for brands I buy often	13,733	16.2%	102
Am interested in how to help the environment	14,957	17.6%	89
Usually pay more for environ safe product	11,868	14.0%	95
Usually value green products over convenience	8,805	10.4%	91
Likely to buy a brand that supports a charity	29,870	35.2%	99
Reading (Adults)			
Bought digital book in last 12 months	12,239	14.4%	110
Bought hardcover book in last 12 months	18,285	21.6%	108
Bought paperback book in last 12 month	24,861	29.3%	104
Read any daily newspaper (paper version)	12,320	14.5%	91
Read any digital newspaper in last 30 days	34,547	40.7%	99
Read any magazine (paper/electronic version) in last 6 months	78,302	92.4%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

August 14, 2020

Retail Market Potential

Downtown_Perry_Primary_Mkt_Area 1
Area: 461.35 square miles

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	66,591	78.5%	107
Went to family restaurant/steak house: 4+ times a month	25,517	30.1%	115
Went to fast food/drive-in restaurant in last 6 months	78,935	93.1%	103
Went to fast food/drive-in restaurant 9+ times/month	36,724	43.3%	111
Fast food restaurant last 6 months: eat in	32,999	38.9%	109
Fast food restaurant last 6 months: home delivery	7,233	8.5%	101
Fast food restaurant last 6 months: take-out/drive-thru	45,091	53.2%	116
Fast food restaurant last 6 months: take-out/walk-in	18,460	21.8%	105
Television & Electronics (Adults/Households)			
Own any tablet	47,289	55.8%	111
Own any e-reader	9,424	11.1%	115
Own e-reader/tablet: iPad	27,586	32.5%	111
HH has Internet connectable TV	14,723	36.3%	115
Own any portable MP3 player	14,718	17.4%	109
HH owns 1 TV	6,683	16.5%	77
HH owns 2 TVs	10,354	25.5%	97
HH owns 3 TVs	9,638	23.8%	113
HH owns 4+ TVs	9,040	22.3%	133
HH subscribes to cable TV	15,746	38.8%	94
HH subscribes to fiber optic	1,891	4.7%	73
HH owns portable GPS navigation device	9,578	23.6%	116
HH purchased video game system in last 12 months	3,359	8.3%	97
HH owns any Internet video device for TV	12,939	31.9%	115
Travel (Adults)			
Took domestic trip in continental US last 12 months	49,425	58.3%	111
Took 3+ domestic non-business trips in last 12 months	11,248	13.3%	111
Spent on domestic vacations in last 12 months: $1-999	10,083	11.9%	110
Spent on domestic vacations in last 12 months: $1,000-$1,499	6,113	7.2%	116
Spent on domestic vacations in last 12 months: $1,500-$1,999	3,530	4.2%	108
Spent on domestic vacations in last 12 months: $2,000-$2,999	4,339	5.1%	116
Spent on domestic vacations in last 12 months: $3,000+	6,061	7.1%	112
Domestic travel in last 12 months: used general travel website	5,913	7.0%	105
Took foreign trip (including Alaska and Hawaii) in last 3 years	23,521	27.7%	96
Took 3+ foreign trips by plane in last 3 years	4,166	4.9%	84
Spent on foreign vacations in last 12 months: $1-999	4,381	5.2%	104
Spent on foreign vacations in last 12 months: $1,000-$2,999	3,198	3.8%	87
Spent on foreign vacations in last 12 months: $3,000+	4,938	5.8%	87
Foreign travel in last 3 years: used general travel website	4,372	5.2%	88
Nights spent in hotel/motel in last 12 months: any	42,440	50.1%	111
Took cruise of more than one day in last 3 years	8,850	10.4%	113
Member of any frequent flyer program	16,292	19.2%	104
Member of any hotel rewards program	18,669	22.0%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

August 14, 2020

Retail Demand Outlook

Downtown_Perry_Primary_Mkt_Area 1
Area: 461.35 square miles

Prepared by Esri

Top Tapestry Segments	Percent
Middleburg (4C)	22.8%
Up and Coming Families (7A)	19.9%
Soccer Moms (4A)	18.8%
Southern Satellites (10A)	8.1%
Green Acres (6A)	6.5%

Demographic Summary	2020	2025
Population	109,666	118,599
Households	40,551	43,916
Families	30,295	32,625
Median Age	37.7	38.0
Median Household Income	$76,345	$84,232

	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Apparel and Services	$97,581,007	$118,997,486	$21,416,479
Men's	$18,666,070	$22,767,209	$4,101,139
Women's	$33,906,321	$41,338,472	$7,432,151
Children's	$15,602,229	$19,034,384	$3,432,155
Footwear	$21,680,030	$26,437,036	$4,757,006
Watches & Jewelry	$5,320,635	$6,486,580	$1,165,945
Apparel Products and Services (1)	$2,405,721	$2,933,805	$528,084
Computer			
Computers and Hardware for Home Use	$7,240,586	$8,833,736	$1,593,150
Portable Memory	$170,698	$208,200	$37,502
Computer Software	$416,846	$508,628	$91,782
Computer Accessories	$826,811	$1,008,606	$181,795
Entertainment & Recreation	$148,401,639	$180,865,135	$32,463,496
Fees and Admissions	$32,613,646	$39,803,583	$7,189,937
Membership Fees for Clubs (2)	$10,672,046	$13,020,544	$2,348,498
Fees for Participant Sports, excl. Trips	$4,825,937	$5,892,166	$1,066,229
Tickets to Theatre/Operas/Concerts	$3,420,014	$4,172,474	$752,460
Tickets to Movies	$2,690,003	$3,284,310	$594,307
Tickets to Parks or Museums	$1,505,923	$1,836,318	$330,395
Admission to Sporting Events, excl. Trips	$2,926,250	$3,569,237	$642,987
Fees for Recreational Lessons	$6,539,294	$7,986,883	$1,447,589
Dating Services	$34,179	$41,651	$7,472
TV/Video/Audio	$53,700,485	$65,406,442	$11,705,957
Cable and Satellite Television Services	$36,625,130	$44,583,241	$7,958,111
Televisions	$5,178,352	$6,312,679	$1,134,327
Satellite Dishes	$62,312	$76,041	$13,729
VCRs, Video Cameras, and DVD Players	$253,637	$309,387	$55,750
Miscellaneous Video Equipment	$1,228,609	$1,498,081	$269,472
Video Cassettes and DVDs	$487,105	$593,898	$106,793
Video Game Hardware/Accessories	$1,325,751	$1,617,526	$291,775
Video Game Software	$784,217	$956,869	$172,652
Rental/Streaming/Downloaded Video	$2,577,702	$3,146,123	$568,421
Installation of Televisions	$53,871	$65,729	$11,858
Audio (3)	$5,021,570	$6,122,424	$1,100,854
Rental and Repair of TV/Radio/Sound Equipment	$102,229	$124,442	$22,213
Pets	$31,479,565	$38,327,753	$6,848,188
Toys/Games/Crafts/Hobbies (4)	$5,734,153	$6,993,371	$1,259,218
Recreational Vehicles and Fees (5)	$6,434,587	$7,837,454	$1,402,867
Sports/Recreation/Exercise Equipment (6)	$10,130,381	$12,364,298	$2,233,917
Photo Equipment and Supplies (7)	$2,311,450	$2,820,318	$508,868
Reading (8)	$4,753,863	$5,796,111	$1,042,248
Catered Affairs (9)	$1,243,509	$1,515,805	$272,296
Food	$412,228,822	$502,452,069	$90,223,247
Food at Home	$240,711,583	$293,331,030	$52,619,447
Bakery and Cereal Products	$31,378,152	$38,235,111	$6,856,959
Meats, Poultry, Fish, and Eggs	$52,348,987	$63,786,830	$11,437,843
Dairy Products	$24,504,796	$29,863,520	$5,358,724
Fruits and Vegetables	$46,554,432	$56,748,099	$10,193,667
Snacks and Other Food at Home (10)	$85,925,217	$104,697,470	$18,772,253
Food Away from Home	$171,517,238	$209,121,039	$37,603,801
Alcoholic Beverages	$27,565,898	$33,628,782	$6,062,884

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Demand Outlook

Downtown_Perry_Primary_Mkt_Area 1
Area: 461.35 square miles

Prepared by Esri

	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$1,145,268,240	$1,397,296,401	$252,028,161
Value of Retirement Plans	$4,443,526,007	$5,418,425,896	$974,899,889
Value of Other Financial Assets	$357,994,640	$436,359,394	$78,364,754
Vehicle Loan Amount excluding Interest	$146,871,779	$179,020,738	$32,148,959
Value of Credit Card Debt	$120,755,550	$147,196,583	$26,441,033
Health			
Nonprescription Drugs	$6,791,214	$8,268,051	$1,476,837
Prescription Drugs	$16,618,049	$20,225,389	$3,607,340
Eyeglasses and Contact Lenses	$4,205,660	$5,123,484	$917,824
Home			
Mortgage Payment and Basics (11)	$497,697,167	$607,119,827	$109,422,660
Maintenance and Remodeling Services	$119,849,011	$146,151,903	$26,302,892
Maintenance and Remodeling Materials (12)	$25,474,719	$31,029,580	$5,554,861
Utilities, Fuel, and Public Services	$224,718,522	$273,722,302	$49,003,780
Household Furnishings and Equipment			
Household Textiles (13)	$4,654,030	$5,672,443	$1,018,413
Furniture	$29,960,789	$36,530,111	$6,569,322
Rugs	$1,713,406	$2,090,401	$376,995
Major Appliances (14)	$17,378,280	$21,181,825	$3,803,545
Housewares (15)	$4,523,595	$5,512,064	$988,469
Small Appliances	$2,209,370	$2,693,173	$483,803
Luggage	$675,554	$824,437	$148,883
Telephones and Accessories	$3,889,247	$4,743,668	$854,421
Household Operations			
Child Care	$24,917,311	$30,425,239	$5,507,928
Lawn and Garden (16)	$22,578,297	$27,505,335	$4,927,038
Moving/Storage/Freight Express	$2,617,316	$3,193,282	$575,966
Housekeeping Supplies (17)	$36,093,655	$43,983,421	$7,889,766
Insurance			
Owners and Renters Insurance	$29,487,483	$35,920,147	$6,432,664
Vehicle Insurance	$83,811,425	$102,113,221	$18,301,796
Life/Other Insurance	$25,772,636	$31,390,364	$5,617,728
Health Insurance	$173,060,536	$210,857,938	$37,797,402
Personal Care Products (18)	$22,907,113	$27,928,504	$5,021,391
School Books and Supplies (19)	$6,759,061	$8,243,077	$1,484,016
Smoking Products	$17,672,624	$21,474,507	$3,801,883
Transportation			
Payments on Vehicles excluding Leases	$127,851,191	$155,779,766	$27,928,575
Gasoline and Motor Oil	$109,967,093	$133,976,445	$24,009,352
Vehicle Maintenance and Repairs	$53,442,660	$65,126,820	$11,684,160
Travel			
Airline Fares	$26,220,397	$31,995,193	$5,774,796
Lodging on Trips	$29,279,917	$35,702,186	$6,422,269
Auto/Truck Rental on Trips	$1,281,004	$1,563,415	$282,411
Food and Drink on Trips	$26,056,117	$31,775,304	$5,719,187

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(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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APPENDIX B

Visual Preference Survey Results Presentation

Downtown Perry Visual Preference Survey

If future multi-family housing was approved in or around downtown Perry, which design would you prefer? (398 responses)

Image 1	**14.8% (59)**
Image 2	**26.6% (106)**
Image 3	**46.7% (186)**
Image 4	**11.8% (47)**

If future mixed-use development was approved in or around downtown Perry, which design would you prefer? (410 responses)

Image 1	**44.6% (183)**
Image 2	**22.0% (90)**
Image 3	**30.0% (123)**
Image 4	**3.4% (14)**

If future townhomes were approved in or around downtown Perry, which design would you prefer? (404 responses)

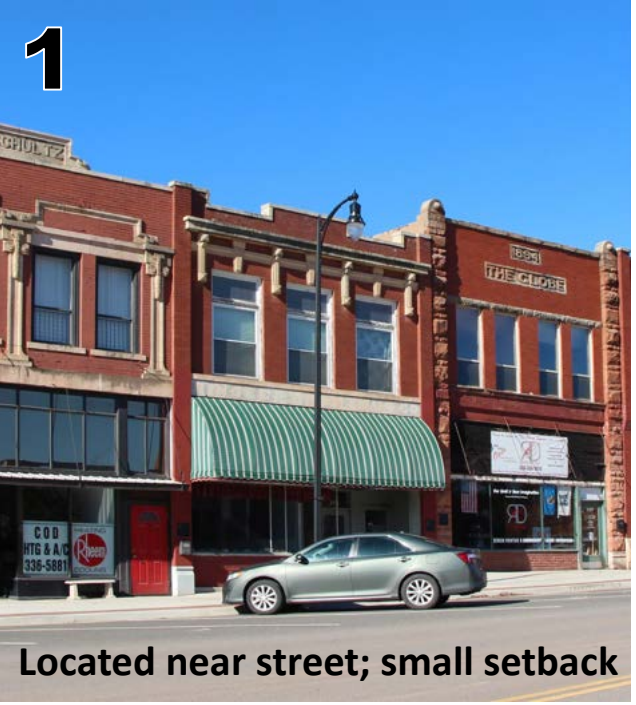
Image 1	**14.1% (57)**
Image 2	**47.5% (192)**
Image 3	**13.4% (54)**
Image 4	**25.0% (101)**

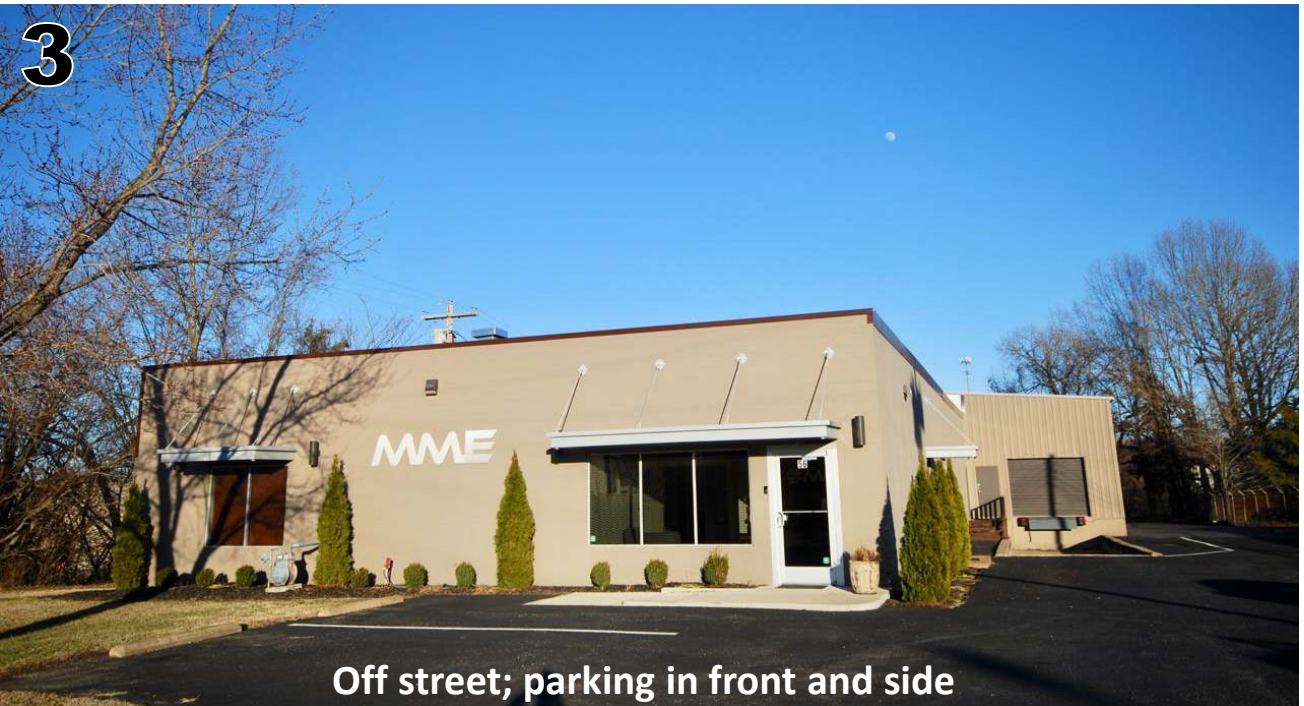
If future townhomes were approved in or around downtown Perry, which design would you prefer? (404 responses)

Image 1	**14.1% (57)**
Image 2	**47.5% (192)**
Image 3	**13.4% (54)**
Image 4	**25.0% (101)**

If future duplexes were approved in or around downtown Perry, which design would you prefer? (405 responses)

Image 1	**21.0% (85)**
Image 2	**20.0% (81)**
Image 3	**17.0% (69)**
Image 4	**42.0% (170)**





Which type of commercial building orientation would you prefer in downtown Perry? (402 responses)

Image 1	**72.4% (291)**
Image 2	**17.2% (69)**
Image 3	**10.4% (42)**

Multi-story mixed-uses (block scale)

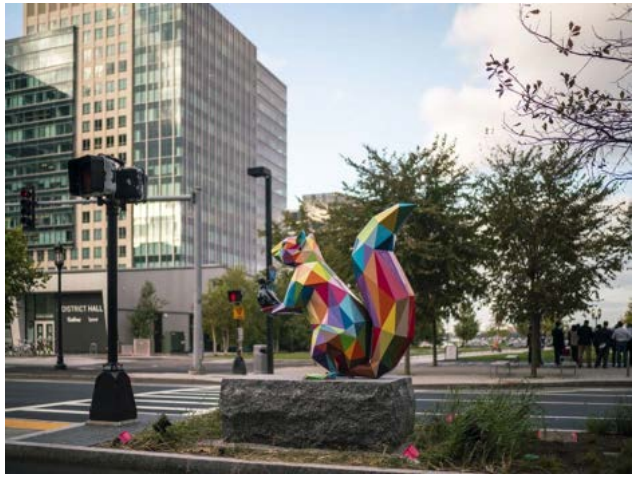
Individual commercial building

Attached commercial; similar design

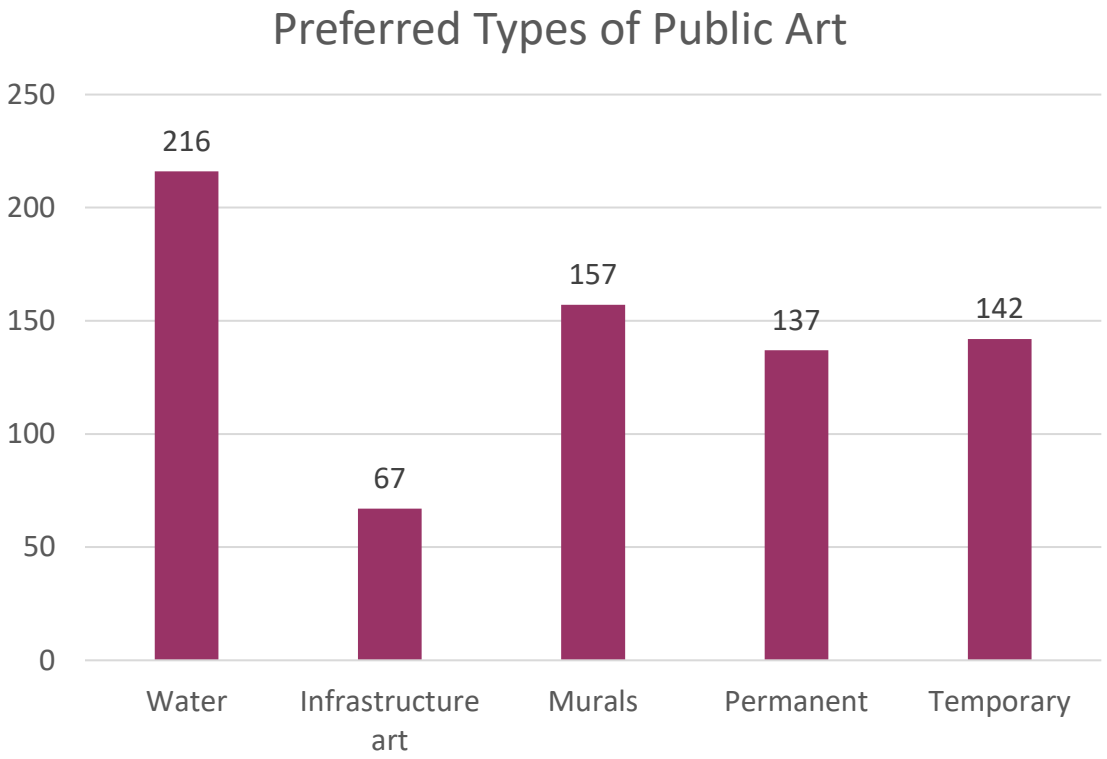
Attached commercial; varied design

Which type of commercial development pattern would you prefer in downtown Perry? (408 responses)

Image 1	**26.0% (106)**
Image 2	**3.9% (16)**
Image 3	**31% (31)**
Image 4	**62.5% (255)**



What types of public art would you prefer to see in downtown Perry?



Protected bike lane

On-street bike lane

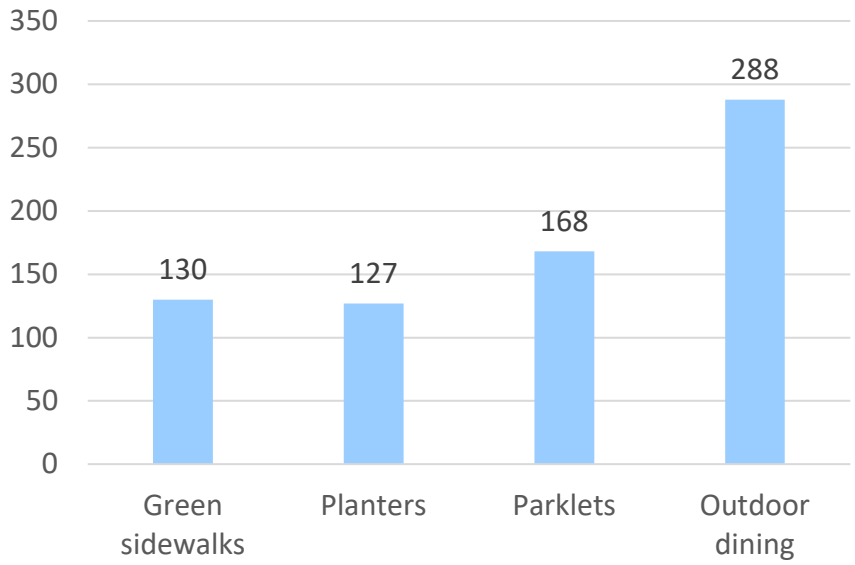
Separated bike lane

Multi-use path

What type of bike infrastructure would you prefer to see in and around downtown Perry? (405 responses)

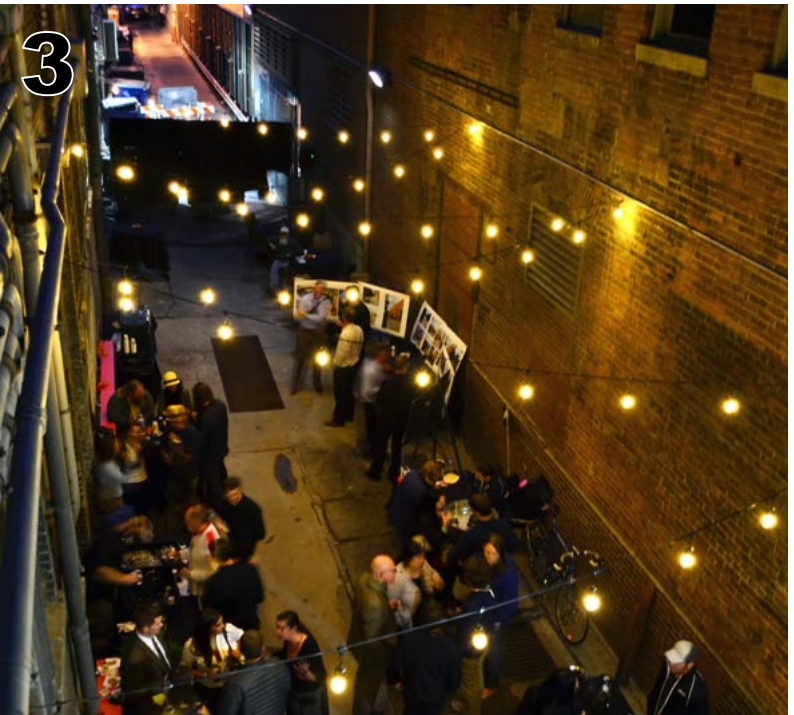
Image 1	**18.8% (76)**
Image 2	**15.1% (61)**
Image 3	**8.6% (35)**
Image 4	**57.5% (233)**

What type of sidewalk amenities would you prefer to see in and around downtown Perry?

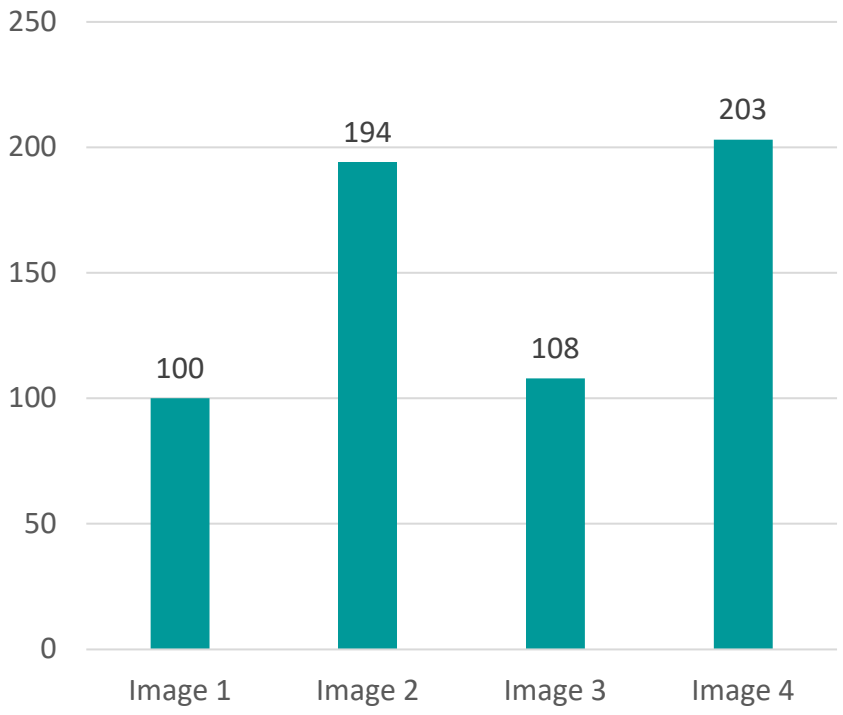


What type of streetscape would you prefer to see in and around downtown Perry?

Image 1	**6.2% (25)**
Image 2	**4.4% (18)**
Image 3	**51.9% 210)**
Image 4	**17.5% (71)**
Image 5	**0.2% (1)**
Image 6	**19.8% (80)**



What type(s) of alleyways would you prefer to see in and around downtown Perry?



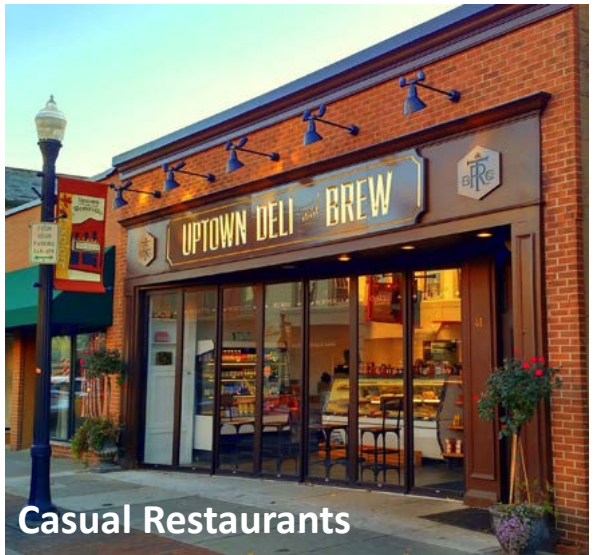
What types of retail or dining businesses would you like to see in downtown Perry?

Boutique (Clothing + Home)

Antiques / Jewelry / Gifts

Mid-Size Retail

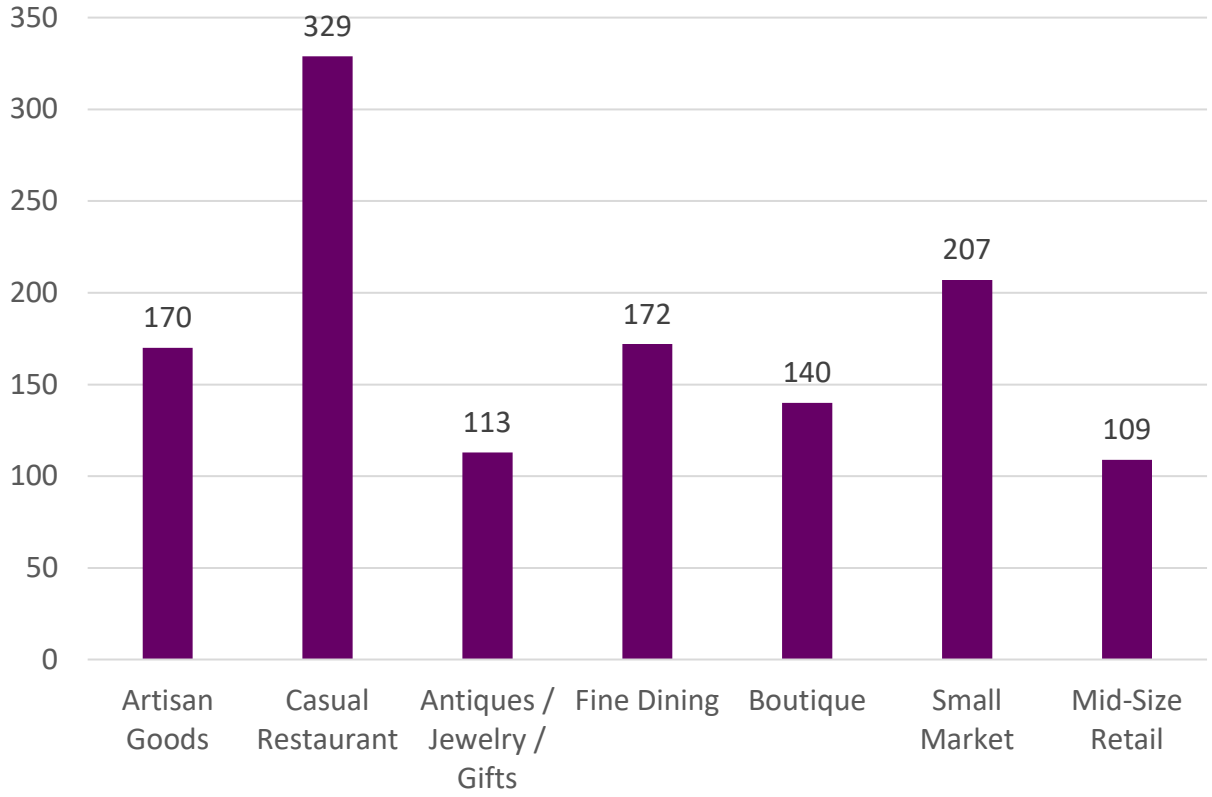
Small Market



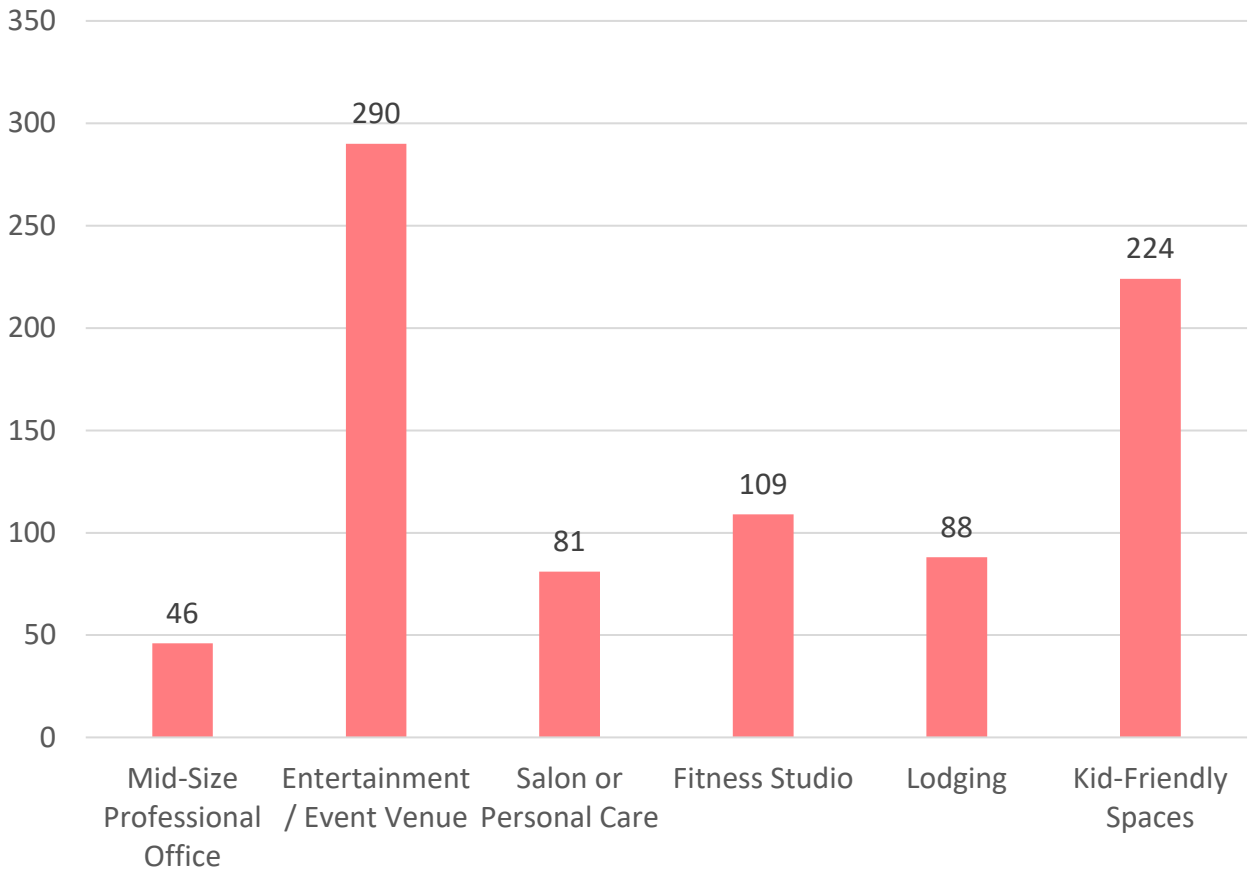
Casual Restaurants

Artisan Goods / Maker Space

Fine Dining Restaurant



What other businesses/uses would you like to have in downtown Perry?



Salon and Personal Care

Lodging

Event / Entertainment Venue

Kid-Friendly Spaces

Fitness Studio

Mid-Size Professional Office

What other items (types of businesses, infrastructure improvements, parks, etc) would you like to see in and around Downtown Perry?

- Dining
  - “More dining options. Sandwich shops, pizzeria.”
  - “Restaurants with dining inside or out”
  - “A GOOD mom & Pop Italian Restaurant. Salad Works (a healthy fast food salad place)....Or Rolly Polly...wrap based...they were in Macon. Please give us healthier options”
  - “Local - no chain restaurants”
  - “Continue to promote small local restaurants and bars. The less chain restaurants the better.”
  - “More dessert places with outdoor seating”

What other items (types of businesses, infrastructure improvements, parks, etc) would you like to see in and around Downtown Perry?

- Green Space
  - “Small parks, walking trails.”
  - “A nice green space with trees and benches. A pond with a walking area also would be acceptable”
  - “Parks with walking trails and unique playgrounds (see playground in Athens, GA).”
  - “Parks with shade!”
  - “More activity parks”

What other items (types of businesses, infrastructure improvements, parks, etc) would you like to see in and around Downtown Perry?

- Recreation
  - “Trails connecting other cultural assets/parks and neighborhoods”
  - “Skateboard park, more walking trails, bike paths”
  - “More use of the Big Indian creek examples. More waterfront view from trails, playground, Park, bridge, clearing ramp for kayak or canoe.”
  - “Encourage more outdoor movement and gathering by having protected walking/jogging/biking areas leading into the downtown area to invite people from outside downtown to enter and shop/eat/hangout.”

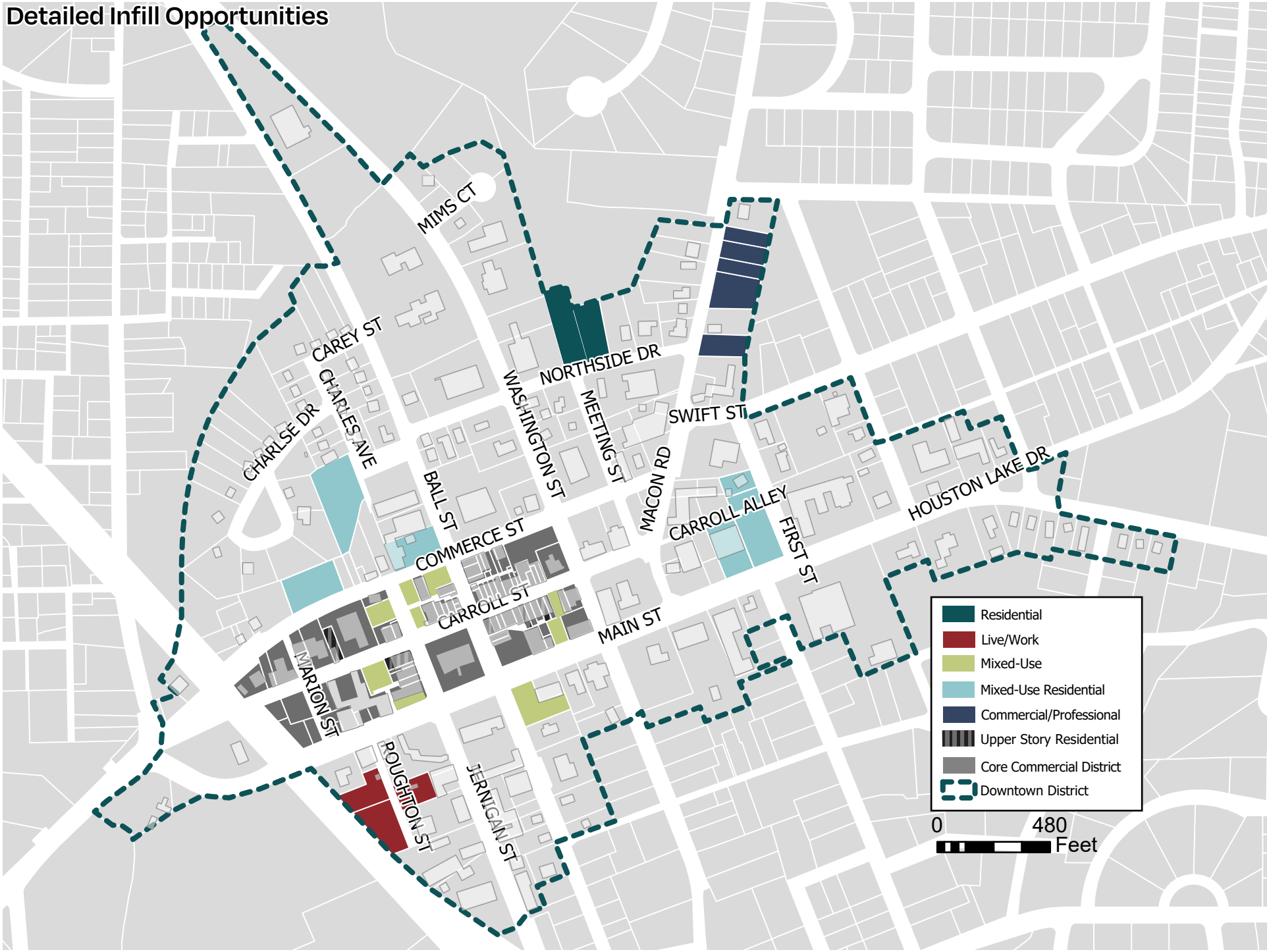
What other items (types of businesses, infrastructure improvements, parks, etc) would you like to see in and around Downtown Perry?

- Other common themes:
  - More entertainment options or spaces for adults and families
  - More diversity of retail establishments
  - Golf cart paths and parking
  - Kid-friendly/family-friendly restaurants, entertainment options
  - Playground or play area in downtown
  - Outdoor dining options
  - Dog parks

APPENDIX C

Detailed Infill Opportunities

Detailed Infill Opportunities



INFILL OPPORTUNITIES

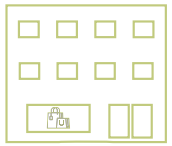
The descriptions below and the map on the following page below suggest uses that would be appropriate for undeveloped or underutilized parcels in the downtown district.

Residential

These parcels are ideal for residential-only development, given the surrounding residential uses and character. The transportation infrastructure is also more suitable for residential development rather than commercial development. Residential uses, such as townhouses or apartments that support greater densities than single-family structures, would be ideal for development.

Live/Work

These parcels would be ideal for live/work units that allow people to live in close proximity to their workspace. This development type could be suitable for artists, artisans, or others operating in the “maker” sector who need a space to work and an affordable place to live. The suggested properties would be ideal, particularly because the area is already semi-industrial in character.



Mixed-Use

These parcels, centered in and around the core commercial district, are ideal for an active commercial use, like retail, dining, or other services. However, if development on these parcels is multi-story, either residential or professional offices would be suitable for upper-floors.

Mixed-Use - Residential

More than the ones in the core commercial district, these properties would support development that has retail, dining, and professional offices on the first floor and residential above. These parcels, particularly when combined with adjacent parcels, are ideal for mixed-use development and would not be as impacted by the sawmill.

Commercial/Professional

These parcels along Macon Road would be most suitable for more passive uses like professional offices or low-impact commercial development, similar to the existing character of Macon Road.

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