



**PROFILE OF MACON/BIBB COUNTY, GEORGIA'S  
RETAIL MARKET**  
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The Macon retail market can be divided into 6 main areas: North Macon, East Macon, South Macon, Macon Mall Area, West Macon, and Sub-South. According to my recent annual survey of over 8 million square feet in Bibb County, the overall retail market currently shows a 78% occupancy rate in 2014 which is a slight improvement from 76% in 2011.

Indicated vacancy rates for specific areas are summarized below:

PROFILE OF MACON/BIBB COUNTY GEORGIA VACANCY HISTORY					
Area	Square Footage Surveyed	Percent Vacant 2009	Percent Vacant 2010	Percent Vacant 2011	Recent Vacant 2015
East Macon	865,000	14.1%	13.8%	19.98%	14.02%
Macon Mall Area	3,982,000	34%	36%	30.48%	30.08%
North Macon	1,866,600	18.2%	15.8%	17.85%	12.36%
South Macon	405,000	13.22%	14.7%	24.40%	24.97%
Sub-South Macon	200,250	8.45%	8.5%	9.75%	21.00%
Vineville-Forsyth	456,000	12.96%	11.95%	18.21%	8.44%
West Macon	310,900	11.9%	11.9%	7.91%	13.30%
Overall Totals	8,085,750	24.8%	25%	24.04%	21.83%

Over the last few years the retail segment has incurred occupancy increases in the East Macon, North Macon and Vineville/Forsyth submarkets.

The North Macon market shows increased demand with new developments underway and in the planning stages.