

PEDALING THROUGH THE PAST

THE INDUSTRIAL DISTRICT



A SELF-GUIDED TOUR OF HISTORIC SITES IN MACON, GEORGIA

ABOUT THE DISTRICT

Throughout the nineteenth century, Macon's central location in the state made it a prime site for the growing railroad industry. The steel industry and others grew up in support of the railroads, and this thriving economic scene attracted a growing community of entrepreneurs. By the early twentieth century, the industrial area in Macon had an array of businesses from grocery stores to carpentry shops to recreational areas. Most businesses revolved around the use of railroads, which has remained an anchor form of transit over the decades. While the railroads succeeded in supporting much of Macon's industrial development, they could not protect breweries from the effects of Prohibition. Starting in 1918, two years before national Prohibition, the city began enforcing laws that destroyed the local brewing scene and had a detrimental effect on many other industries in this area. Despite these laws, this industrial district continued to thrive because of the increase in motorized vehicles. However, little development has occurred in this area since the 1930s. Starting around 2010, Macon's industrial district witnessed some of the revitalization occurring throughout the urban core.

Take a ride back in time, to a period when Macon was a booming industrial center. This guide provides a glimpse into Macon's industrial heritage. As you tour this area, please be mindful of your surroundings and never read the guide while operating a moving vehicle. Some stops are open to the public, but remember to not trespass on those sites that are not open to the public. Finally, enjoy pedaling through the past to see Macon's industrial heritage!

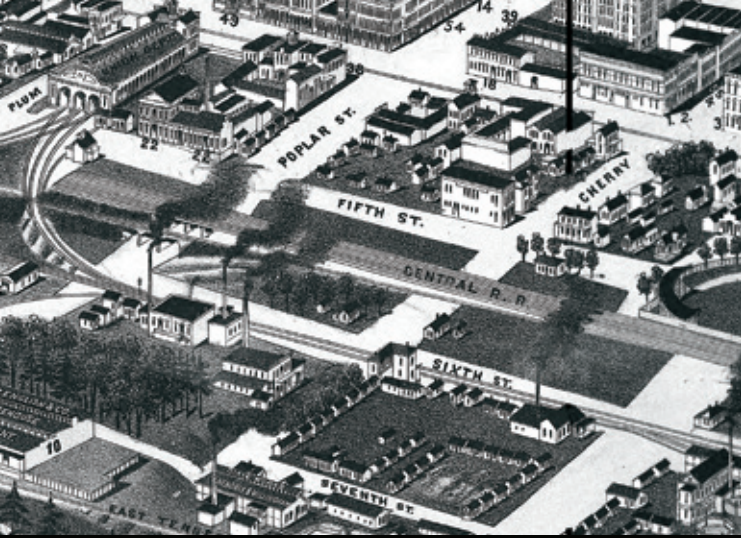
While the Industrial District may be toured by car, the route is also bike-friendly and you can even rent touring bikes at the Tubman Museum. Once your tour is over, you can spend some time downtown enjoying great food and good shopping. The Macon-Bibb Convention and Visitors Bureau is located on MLK, Jr. Blvd between Poplar Street and Cherry Street.

-  The site is sometimes open to the public.
-  A Georgia Historic Marker is on the premises.
-  The site houses an active business.
-  The structure on the tour has been demolished.
-  Bike Share

Cover image: Detail, the "Nancy Hanks," a train on the Central of Georgia line, on display at Terminal Station in Macon ca. 1948. Courtesy Vanishing Georgia, Georgia Archives.



- 1 East Tennessee, Virginia, and Georgia Railway†
 - 2 Central City Park Gates
 - 3 Luther Williams Field
 - 4 The Stockade
 - 5 Willingham Sash & Door
 - 6 Macon Grocery Company
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 - 8 Old City Cemetery
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 - 18 Wofford Oil & Company Filling Station
 - 19 Union Depot†
 - 20 Capricorn Records Studio
 - 21 Historic Macon Foundation Office
 - 22 Schofield Iron Works
 - 23 Terminal Station
- † Demolished



Detail of 1887 map of Macon showing several of the tour sites: including Union Depot, Schofield Iron Works (next to Union Depot), and Dixie Works. Courtesy Library of Congress.

MACON HISTORY

Macon was founded on the banks of the Ocmulgee River, growing out of the 1806 frontier trading post Fort Hawkins. The fort was named in honor of Benjamin Hawkins, Superintendent of Indian Affairs for the Southeast territory south of the Ohio River for more than two decades. Prior to the establishment of Fort Hawkins, Native Americans had inhabited the area for as many as 10,000 years.

The city of Macon was chartered as the county seat of Bibb County in 1823 and named in honor of the North Carolina statesman Nathaniel Macon. City planners envisioned “a city within a park” and created a town of spacious streets and parks.

Macon thrived thanks to its location on the Ocmulgee River and later, in 1843, the railroad brought economic prosperity. In 1836, Wesleyan College was founded making it the first college in the United States chartered to grant degrees to women.

Macon was defended three times during the Civil War before surrendering late, leaving its historic districts intact. After the war, the textile industry fueled Macon’s economy.

Today, Macon-Bibb is a city of diverse cultures, beautiful architecture, an exciting music heritage, thriving arts scene, and educational opportunities.



Southern R. R. Station, Macon, Ga.

1

EAST TENNESSEE, VIRGINIA, AND GEORGIA RAILWAY



Martin Luther King, Jr. Boulevard and Riverside Drive

The East Tennessee, Virginia, and Georgia Railway (ETV&G Railway) was controlled by the Richmond Terminal Company from 1887 until 1892. During that time, ETV&G constructed a separate depot on the corner of what was then Ocmulgee and Fifth Streets. This two level frame building sported a three-story tower and an overhanging roof below the second story windows. The house-like structure provided a level of circulated air throughout the space and protection since there were no covered platforms.

Photo courtesy Middle Georgia Archives, Washington Memorial Library

2

CENTRAL CITY PARK GATES

115 Willie Smokey Glover Boulevard



In 1826, a public park was set aside by the Georgia Legislature for the, “purpose of preserving the health of the inhabitants of [Macon].” Almost 50 years later, the park was opened to the public as a place to spend a day enjoying the buildings and landscape that made it unique. The original gatehouse was elaborate and made of wood. By 1916, the city had built a new gatehouse as a welcoming beacon to the grandeur of Central City Park.



Photo courtesy Middle Georgia Archives, Washington Memorial Library





3

LUTHER WILLIAMS FIELD

225 Willie Smokey Glover Boulevard



Central City Park is home to one of the oldest ball fields in America. Curran Ellis designed the 1929 ball field that replaced the original from 1904. Before construction was complete, the ball park was christened for Macon's mayor Luther Williams, who was instrumental in bringing "wholesome" entertainment like baseball to town. The first integrated ball game was played on this field in 1955, and many professional teams, including the Baltimore Orioles, St. Louis Cardinals, and Atlanta Braves, have used it as a training camp location.

Photo courtesy Middle Georgia Archives, Washington Memorial Library

4

THE STOCKADE

327 Lower Poplar Street



This city-owned building was first used as a jail known as the Stockade in the 1800s. As the prison system outgrew this structure, the building was transformed into the Public Works Department before finally housing the City Sanitation and Waste Disposal unit. In 1974, this building was dedicated to the hard work of Robert E. Bass, who was a director of the City Sanitation Department. This remote area is often overlooked, despite its integral contributing role to the city.

Photo courtesy Burt&Burt



5

WILLINGHAM SASH AND DOOR

360 Seventh Street



Hendrix and Willingham: Dixie Works was the predecessor to Willingham Sash and Door from 1884-1902 and is one of the longest continuously operating



businesses in Macon. However, in 1902 the original structure on this site burned down, and the current building was constructed the following year. The business has continued to grow and develop under the Willingham family's ownership ever since.

Photo courtesy Middle Georgia Archives, Washington Memorial Library

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MACON GROCERY COMPANY

311 Seventh Street

Constructed as one of Macon's earliest thriving businesses, the Macon Grocery Company opened its doors on June 1, 1891.

This established corner building provided the city with an extensive stock of staple as well as exclusive groceries. It functioned as the Macon Grocery Company until it went out of business in 1932 and remained vacant until 1934. After that, the building was occupied off and on by various associations, firms, and companies to present day.

Photos courtesy Macon Telegraph

MACON GROCERY COMPANY HAS ENVIABLE RECORD

This Firm Distributes Groceries, Cigars, Tobacco and Beverages to the Central Georgia Trade

The retail grocers of Central Georgia do not need any introduction to the Macon Grocery Company. This House has served them a long time and they now rely on them for their supplies of good merchandise, and they give them a most liberal proportion of their patronage.

The Macon Grocery Company, when

7

BRYAN TRANSFER AND STORAGE CO.

337 Seventh Street

Originally constructed in 1925 as an addition to the Macon Grocery Company (red brick section on right in the photo below), this building became home to the Hub Fish and Oyster Company in 1930 when the grocery business started to decline. Like the Grocery Company, the building had many businesses come and go over the next few years. Beginning in 1965, the Bryan Transfer and Storage Company was the last occupant to operate out of the building.

Photo courtesy Middle Georgia Archives, Washington Memorial Library





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OLD CITY CEMETERY

103 Cherry Street



The Old City Cemetery is one of the few remaining landmarks dating from Macon's founding in 1823. Despite being set aside for burials when the city was laid out, the first burial did not occur until 1824 with the death of John Clark. Following the burial patterns of older Christian cemeteries, the plots all face directly east as the rising sun symbolizes the Resurrection. Because of its inability to keep up with the growing population of Macon and its inconvenient location, the cemetery was abandoned in 1840.

Photo courtesy Burt&Burt

9

TIPPLE

989 Seventh Street

This tippie and coal chute is on the 22-acre site of the Central of Georgia Railroad car shops and roundhouse complex. The Central of Georgia Railroad moved its center of operations to Macon in 1909 and built this structure in 1910. The multi-storied steel frame industrial building was used as a coal chute until 1965 when Transco Railcar, Inc. acquired the facility for railroad car repairs.



Photo courtesy Burt&Burt

**10**

MODERN GROCERY COMPANY

2193 Seventh Street

Constructed in 1969, the Modern Grocery Company occupied this building until 1981. Designed by Bernard A. Webb Jr., it is a great example of the post-modern architecture that was becoming popular in industrial buildings. Webb often made use of distinctly modern materials in his works, including this building that is characterized by glass openings and the use of arches and steel. This form adapted to the high volume of freight by trucks that was key to the industry's growth. The location of this building demonstrates the outward growth that Macon saw throughout its industrial period.

Photo courtesy Burt&Burt

11

GLORIOUS HOPE BAPTIST CHURCH

1076 Gilmer Road

In 1944, Reverend C. W. Winn reorganized the African American Robin Spring Baptist Church that had been meeting on Plummer Street, into the Glorious Hope Baptist Church. The Glorious Hope Baptist Church building was built in 1946 after 2 full years of fundraising and planning. It remained an active church until the congregation gave it to the Baptist Minister's Conference in 1999 as a meeting house.



Photo courtesy Burt&Burt

12

ACME BREWING AND BOTTLING COMPANY

195 Bay Street

Macon Brewing Company built this building in 1877 as one of the first beer companies in the area. As this early beer scene grew, Acme Brewing and Bottling Company bought the company and building and joined the Macon community on February 6, 1893. Ultimately this move was detrimental to the company, since Macon began to enforce early Prohibition laws in 1918. Acme went bankrupt and was the last brewery in Macon for almost 100 years.

Photo courtesy Middle Georgia Archives, Washington Memorial Library



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CRISCO WAREHOUSE

304 Bay Street

What we know today as Crisco first started as a formula called Plantene in this warehouse. Wallace McCaw created the vegetable shortening by using cottonseed oil. McCaw sold his formula for \$1.4 million in 1909 (which is roughly \$37.5 million in 2016) to Proctor & Gamble. Even though Crisco seemed ideal because it could be kept at room temperature, it took



extra advertising through special recipes and other new products for Crisco to become the household name it is today.

Photo courtesy Middle Georgia Archives, Washington Memorial Library

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BAY STREET BRIDGE

Fifth to Seventh Streets



On July 11, 1906, the Central of Georgia Railroad Company submitted a proposal for an iron and steel viaduct to be built over Bay Street. By February 1915, the company contacted Carl H. Fuller about constructing a new bridge at Bay Street. They discussed the methods and costs of building an underpass to replace the current overpass bridge for quite some time. The railroad eventually awarded a contract for 900 tons of steel to the Virginia Bridge & Iron Company in October 1915. The Bay Street bridge is best viewed from 5th Street.

Photo courtesy Burt&Burt



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MACON BEER COMPANY

345 Oglethorpe Street



Brewing beer has been a part of Macon's history since the late 19th century. However Prohibition laws caused that part of the city's history to vanish for decades. Since 2013, Macon Beer Company has been bringing that tradition back to town as a production brewery that draws its brewing inspiration from local sites and events.



Built in 1949, this building served as a warehouse for both construction supplies and other manufacturing equipment before Macon Beer Company moved here in 2013.

Photo courtesy Historic Macon Foundation



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HISTORIC MACON FOUNDATION'S FLEA MARKET

357 Oglethorpe Street



This warehouse was built in 1924 by the Bibb Grocery Company but was sold the next year to the Central Bedding Company. After the Central Bedding Company moved out, the building went through several owners and periods of vacancy. In 2016, Historic Macon Foundation moved its annual Flea Market to this location next to Macon Beer Company, joining the growing movement to revitalize Macon's industrial heritage. Held in the fall, the Flea Market sale is one of the organization's largest fundraisers.

Photos courtesy Historic Macon Foundation and Burt&Burt



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MACON COCA-COLA BOTTLING COMPANY

440 Oak Street

The Macon Coca-Cola Company first began as I. S. Miller and Sons Bottling Works in 1885. It was not until 1905 that the company acquired a Coca-Cola franchise, followed by a name change in 1938. Although part of the original plant was demolished in 2014, part of this facility still stands. Founded in Atlanta, Coca-Cola quickly became a nationally known product. Macon was one of the first branches of the company outside of Atlanta, and this office is still in operation today, despite moving locations.

Photo courtesy Middle Georgia Archives, Washington Memorial Library





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WOFFORD OIL AND COMPANY

701 Martin Luther King, Jr. Boulevard

Built in 1924, the Wofford Oil and Company filling station resulted from the increased availability of the motorcar in the early 1900s. Its location and architecture followed trends in the 1920s to build gas stations in convenient locations, without having them visually intrude on nearby residential areas. Since its construction to the present day, this building has always functioned to serve cars, whether as a filling station, service station, or an auto company.

Photo courtesy Burt&Burt

19

UNION DEPOT

Fifth and Plum Streets



On the corner of Fifth Street and Plum Street once stood the Macon Union Passenger Depot, operational from 1855 to 1895. This Depot was the first central Union Station in the city combining four railroads and their facilities, before Terminal Station. On October 29, 1891, an explosion near the ticket offices caused most of the car shed and a couple of coaches to burn. Although it was quickly repaired, engineering problems found in the structure soon proved it was unsound and plans for Terminal Station began to form.

Photo courtesy Middle Georgia Archives, Washington Memorial Library



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CAPRICORN STUDIOS

536 Martin Luther King, Jr. Boulevard

Capricorn Records was an integrated record label founded by Phil Walden and launched by Alan Walden and Frank Fenter in Macon in the late 1960s. This building was home to their recording studio until 1979. The Allman Brothers Band, The Marshall Tucker Band, and Wet Willie all recorded with this label, which founded the genre of southern rock. In 1980, Capricorn Records left Macon to relaunch the label out of Nashville, Tennessee, leaving the building vacant. In 2010, the Georgia Trust for Historic Preservation listed this structure as one of its Places in Peril because it was threatened with demolition. Today, Mercer University is leading the effort to restore this building as a music hub in Macon.

Photo courtesy Middle Georgia Archives, Washington Memorial Library

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HISTORIC MACON FOUNDATION

338 Poplar Street



Built in 1908, many businesses used this structure, including a produce company, a canning business, and a taxicab hub. During World War II, canvas was in short supply and companies across the nation were in desperate need of these materials. The



Otto Leather Goods Company, which occupied this building from 1942 to 1957, advertised that it had a full supply of products for consumers. Otto Leather Goods eventually partnered with the Macon Tent and Awning Company, coming to dominate the canvas scene in the following decades. Today, the building houses the headquarters for Historic Macon Foundation, a national leader among community revitalization and historic preservation.

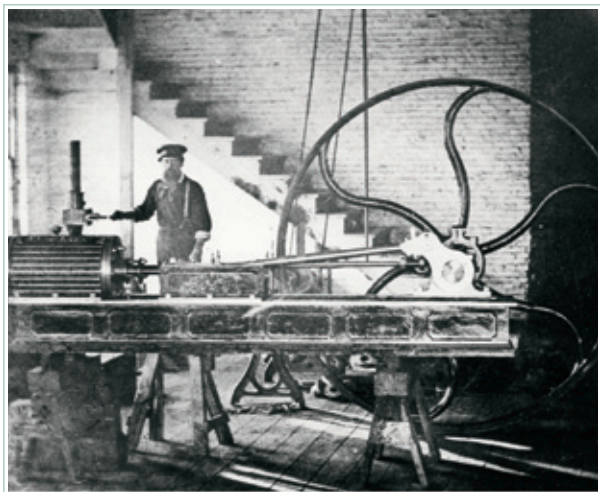
Photo courtesy Burt&Burt

SCHOFIELD IRON WORKS

505 5th Street

Originally built in 1859, Schofield Iron Works grew to meet the demands of the booming industrial revolution that consisted of local railways and farmers. The company not only met the demand for local industry, but also dealt with businesses on an international scale, quickly becoming a driving force in the industrial world. Today, this structure looks quite different than it did in 1859, but it still stands as a testament to Macon's industrial heritage. The complex was included on Historic Macon Foundation's 2015 Fading Five list of endangered places.

Photos courtesy Middle Georgia Archives, Washington Memorial Library





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TERMINAL STATION

202 Cherry Street



In the years leading up to the construction of Terminal Station, roughly nine railroad lines had been built in the city of Macon with depots all around town. In an effort to consolidate all passenger train operations under the roof of a sufficient, single facility, Terminal Station was proposed. Alfred Fellheimer, the designer of Grand Central Station in New York City, designed this building, and construction began in 1915. The first train arrived at Terminal Station at 9:35 on the morning of December 1, 1916. Locals boasted that it was one of the finest stations in the South, as well as one of the most conveniently arranged for white passengers. Because of Jim Crow laws at the time this station was built, African Americans were forced to wait in a separate, inferior waiting room. After almost 60 years of service, Terminal Station was closed in 1975 and left unused. Today, the building has been beautifully rehabilitated as an events facility and houses multiple government offices. As part of the rehabilitation, the “COLORED” waiting room sign was discovered on the façade of the building and preserved.



Photos courtesy Vanishing Georgia, Georgia Archives and NewTown Macon



USE YOUR SMARTPHONE AND TAG

#MACON IS PRESERVATION

AT ANY HISTORIC SITE IN MACON.



HISTORIC MACON FOUNDATION



@HISTORICMACON



@HISTORICMACON



@HISTORICMACON

Historic Macon's preservation success is not just the work of our staff, it's backed by an entire community. "Macon is Preservation" is an advocacy campaign that shows the diversity of preservation efforts in Macon and provides examples of how everyone can be a preservationist. Use the hashtag #maconispreservation to tell your preservation story.



HISTORIC MACON'S MISSION IS
TO REVITALIZE OUR COMMUNITY
BY PRESERVING ARCHITECTURE
AND SHARING HISTORY.

Historic Macon Foundation is a national leader in preservation and a role model for revitalization efforts throughout the country. Our innovative real estate tactics, state and federal tax credit consulting services, advocacy efforts with the Fading Five list of endangered places, educational programming, and low interest loan programs allow us to transform our community and demonstrate the powerful impact of saving historic places. We've completed nearly 150 houses and kept 25,000 tons of debris out of the landfill. Since 2014, we've attracted \$5.8M in investments in our target neighborhood, Beall's Hill. Our work allows citizens to take preservation into their own hands. With the help of our community, we are proving that Macon is preservation!

LEARN MORE ABOUT HISTORIC
MACON FOUNDATION AND BECOME
A MEMBER AT HISTORICMACON.ORG.

THIS TOUR BROCHURE WAS SPONSORED BY THE GENEROSITY OF:



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