



AGENDA ITEM 3

MACON-BIBB COUNTY
Planning & Zoning

473 Second St (and Surrounding Properties)

Legend

-  Zoning Districts
-  (Subject Parcel(s) Highlighted In Blue)

Future Land Use 2050

-  Urban Residential
-  Suburban Residential
-  Rural Residential
-  Mixed Use
-  Office/Service
-  Parks/Recreation/Open Space
-  Community Commercial
-  Neighborhood Commercial
-  Industrial
-  Institutional
-  Transportation/Communication/Utilities

Map Maker: Pete Hill (Macon-Bibb P&Z GIS Manager)

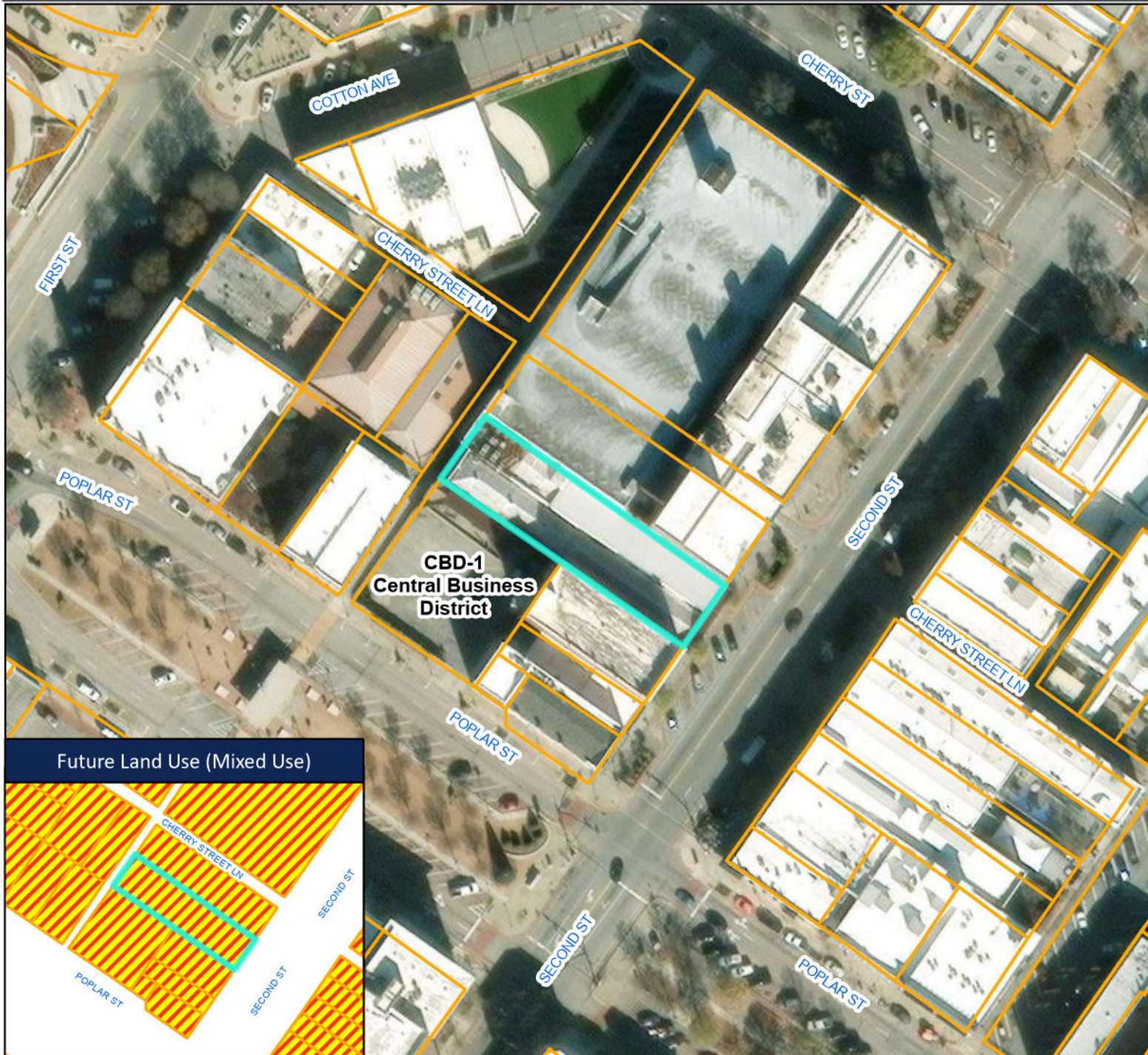
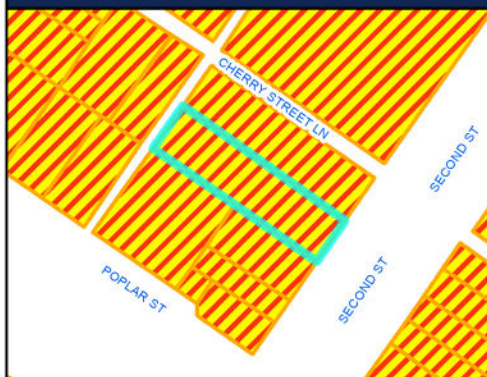
Subject Parcel(s) highlighted in Blue

Parcel(s) ID: Q074-0410

The Macon-Bibb County's Infrastructure records, drawings, and other documents have been gathered over many years, using differing standards for quality control, documentation, and verification. All of the data provided represents current information in a readily available format. While the data provided is generally believed to be accurate, occasionally it proves to be incorrect; thus its accuracy is not warranted. Prior to making any property purchases or other investments based in full or in part upon the material provided, it is specifically advised that you independently field verify the information contained within our records.

Date: 7/6/2026

Future Land Use (Mixed Use)



473 Second St | Conditional Use | to allow a restaurant, bar and nightclubs with extended hours | CBD-1 District | Randolph Gosyne, applicant

Summary

The subject property is a 0.24-acre parcel developed with an existing 22,694 SF historic commercial building with an attributed build date of 1900. The property has a zoning designation of CBD-1, Central Business District, as do all adjacent and nearby parcels.

The applicant is requesting conditional use approval to operate a restaurant and bar with entertainment components within the existing building. The proposed establishment will function as a country-themed restaurant, bar, and entertainment venue offering food and beverage service in conjunction with a dance floor, DJ entertainment, live music performances, and a mechanical bull attraction. This is the former Crazy Bull 13-0077 which operated in much the same manner as the current application from 2013 through October 2023 when it permanently closed.

According to the submitted application and business plan, the venue will operate as an entertainment destination combining restaurant, bar, and nightlife activities. Proposed hours of operation are 11:00 a.m. to 2:00 a.m., seven (7) days per week. The venue will provide approximately eighty-five (85) customer seats and will feature a variety of entertainment offerings, including nightly DJ performances, live bands, line dancing lessons, open dance floor activities, mechanical bull riding, and themed promotional events.

In addition to its regular restaurant and entertainment operations, the business plans to host special events such as private parties, corporate functions, birthday celebrations, dance showcases, and bull-riding competitions. These activities are intended to complement the primary restaurant and bar use and establish the venue as a destination for dining, entertainment, and social gatherings within Downtown Macon.

The surrounding area along Second Street and nearby downtown blocks is characterized primarily by commercial and mixed-use development, as evidenced by approvals including ZC-2026-225, ZC-2023-2775, ZC-2025-426, and ZC-2024-1726, among others. The site benefits from convenient access to major downtown corridors, including Cherry Street, Mulberry Street, and Poplar Street, as well as regional access via Interstate 16 and Interstate 75.

The property is located within the Central Business District, where on-street parking, public parking decks, and municipal parking lots are available. Additionally, public parking is available along the surrounding streets, including Mulberry Street, Cherry Street, and Cotton Avenue as well as Second Street.

Access to the subject property is provided directly from Second Street, one of the primary downtown roadways. The building fronts directly onto a public sidewalk and is situated within a walkable urban environment designed to accommodate pedestrian activity and shared parking resources typical of the downtown business district.

Staff Analysis

[Section 27.11](#) – *Conditional Use Permit Evaluation*

[Section 27.11\[1\]](#) *Definition*. As provided in [Section 4B.04](#), a conditional use (including any proposed structure or other development) is only allowed after the Commission, upon review of the application in light of the applicable criteria listed below and after a hearing on the same, approves such use as being in the public interest and, upon compliance with any conditions imposed by the Commission, after a certificate of zoning compliance is issued by the zoning enforcement officer.

[Section 27.11\[2\]](#) provides the criteria, where applicable, by which the Commission shall consider the proposed use:

(a) Whether the proposed use is consistent with the comprehensive plan and compatible with the existing land use pattern and will not be detrimental to appropriate and lawful use and development of the properties in the area in which it is proposed to be situated; **The 2050 Macon-Bibb County Future Land Use Map designates the subject parcel as Mixed Use. It is defined here as, areas where two or more different land uses are anticipated to co-exist on the same site in such a way that simultaneous operation a.) is not inconsistent with the health, safety and welfare of the immediate area or surrounding community; and b.) the proximity of these uses may result in agglomeration benefits such as reduced neighborhood and regional network traffic, mutual promotion of complementary economic activities, and/or enhanced opportunities for social interaction. It is anticipated that specific combination and proportions of uses and activities to be allowed at any individual location will be evaluated on a case-by-case basis.**

The proposed use is consistent with the future land use designation, which supports a variety of commercial and entertainment activities in the same area. Since the

property is located in Downtown Macon and is surrounded by similar commercial and mixed-use developments, the proposed use is compatible with the area and is not expected to negatively impact nearby properties.

(b) Whether the proposed use will provide adequate and safe access to both nonmotorized and motorized traffic and whether the proposed use will facilitate or hinder orderly, safe and desirable road development and transportation in the area of such use; **The proposed use will have access to existing transportation infrastructure serving the downtown area. The property's location within a walkable downtown environment provides convenient access for both pedestrian and vehicular traffic, and the request is not expected to hinder the orderly, safe, or desirable movement of both nonmotorized and motorized traffic in the area.**

(c) Whether the proposed use will be adequately served and accessed by essential public facilities and services and will not overtax such facilities; **The subject property is located within Downtown Macon and is served by existing public facilities and services. The site has access to public water, sanitary sewer, and other essential utilities. The proposed use will utilize existing infrastructure and is not expected to place a significant additional demand on public facilities or services.**

(d) Whether the proposed use will have an adverse impact on either the community at large or adjacent or nearby properties due to causing fire, health or safety hazard, crime or other public safety problems, nuisance, drainage problems, noise, light, smoke or other contaminants, odor, electrical interferences, aesthetic issues, pollution to land, air or water, damage to property values of adjacent or nearby properties due to any other causes; **The proposed use will operate within an existing commercial building previously renovated and occupied by a nightclub and will be subject to all applicable local codes and regulations. However, because the venue will include amplified music and entertainment activities, including a mechanical bull, appropriate noise and vibration mitigation measures should be implemented. Given that this section of Second Street is characterized by restaurants, brewpubs and bars, the proposed use is generally compatible with the existing character of the area.**

(e) Whether the design and scale of any structures and landscaping on the tract in question will be aesthetically pleasing and in harmony with the surrounding area. **The subject property is an existing historic building, and no exterior modifications or building expansions are proposed as part of this request. The building is consistent with the scale and character of surrounding downtown development; therefore, the proposed use is expected to remain aesthetically compatible with the area. Any future exterior modifications, including signage, window tinting, or vinyl film, shall be subject to**

applicable Downtown Design Guidelines and Certificate of Appropriateness (COA) requirements.

(f) Whether the proposed use at the specified location will contribute to or promote the welfare or convenience to the public; **The proposed use will add to the variety of dining and entertainment options available within Downtown Macon. By providing opportunities for dining, live entertainment, social gatherings, and special events, the use is expected to contribute to the activity and economic vitality of the downtown area. Whether the use becomes a positive addition to the area will depend largely on effective management and compliance with applicable regulations related to noise, vibrations, and overall operational impacts.**

(g) Whether the proposed use will have an adverse impact on environmentally sensitive land or natural features, wildlife habitat and vegetation, significant archeological features, water or air quality; **The proposed use will not have an adverse impact on environmentally sensitive land, natural features, or wildlife habitat. The site is already developed, and no new construction or modifications are proposed.**

(h) Whether denial of the proposed use will have an unjustified and significant hardship on the owner of the property on which the use is proposed, including but not limited to whether there are substantial reasons why the property cannot be used either for a permitted use or a more appropriate or less harmful conditional use. **If denied, the property owner could utilize the building for a variety of permitted or limited uses within the CBD-1 zoning district, as identified in [Section 4B.09](#). However, the proposed use is located within an established downtown commercial and entertainment area, in a building renovated and operated for the same use from 2013 to October 2023, and no substantial evidence has been identified indicating that the use would be incompatible with the property or surrounding area.**

[Google Streetview](#)

[Tax Assessor's Site](#)

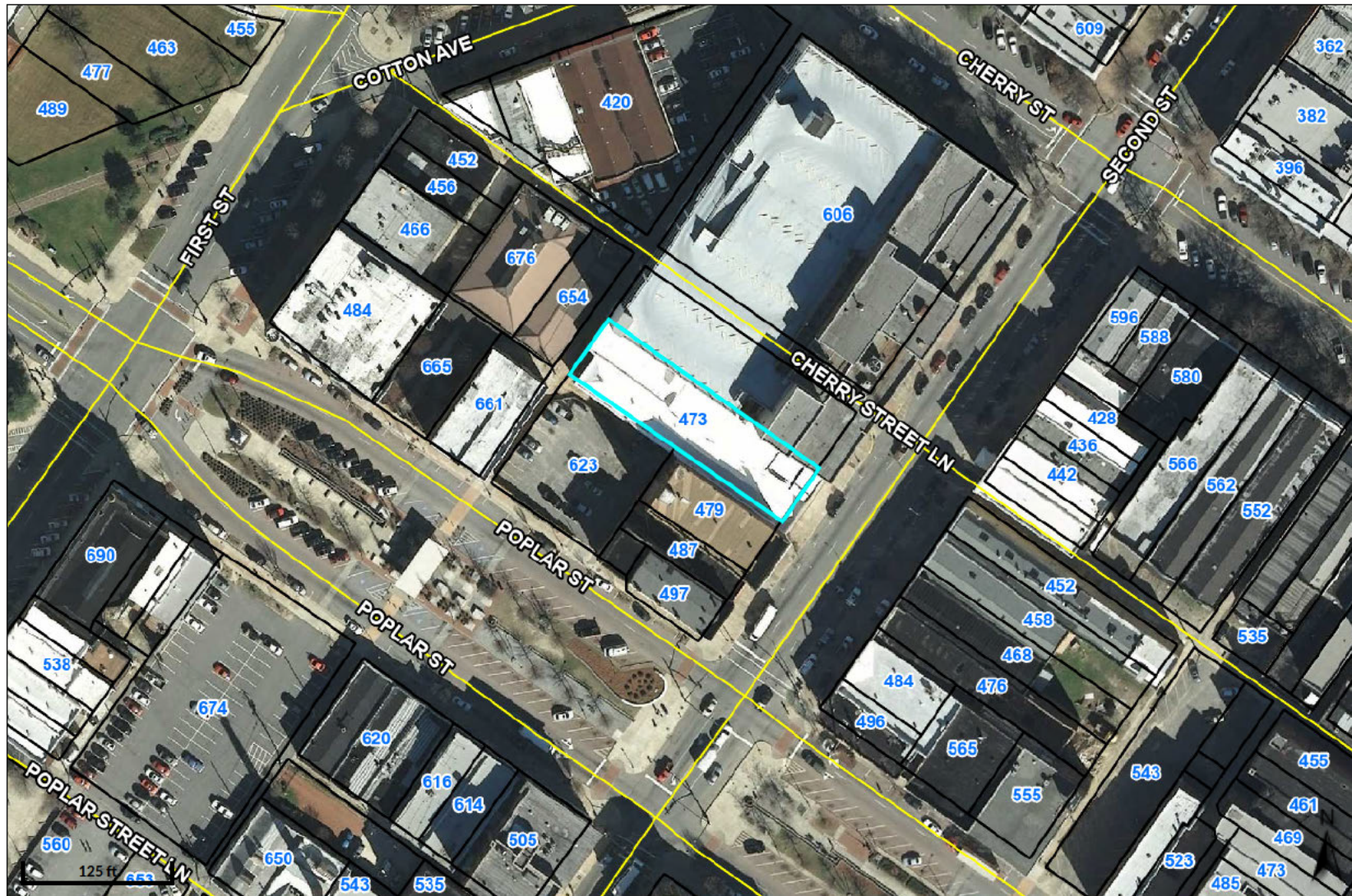
Conditions, if approved:

1. Any exterior changes, including, but not limited to signage or window tinting/covering, or awnings, shall require a Certificate of Appropriateness.
2. Separate zoning compliance required for signage.
3. No Adult Entertainment as defined in section 1.02 of The Comprehensive Land Development Resolution.

4. Sound mitigation plan prepared by a sound engineer which reduces noise levels at sidewalk/street to 65 dBA and prevents bass vibrations from disturbing the adjacent buildings shall be submitted prior to issuance of zoning compliance.
5. Subject to requirements of the Office of Building and Fire Safety.

Departmental approvals required, if approved:

1. Macon Water Authority approval required.
2. Macon-Bibb County Health Department approval required.



Overview



Legend

-  Parcels
-  Address Numbers
-  Roads

TOTAL AREA: 12435.47 sq ft • LIVING AREA: 12435.47 sq ft • FLOORS: 1 • ROOMS: 7



0' 16' 32' 48' 1:319
Page 1/1

Business Plan Narrative for Saddlebags Macon

Executive Summary

Saddlebags Macon is a high-energy country and western entertainment venue designed to become Macon's premier destination for live music, line dancing, mechanical bull riding, Southern-style food, and late-night nightlife. Open **daily from 11am to 2 AM**, Saddlebags Macon blends the charm of a classic honky-tonk with the excitement of a modern entertainment complex. With a full kitchen, bar service, live DJ sets, rotating bands, and signature attractions, the venue is positioned to capture multiple customer segments—from lunch crowds to late-night partygoers.

Saddlebags Macon will serve as a community hub, a tourist draw, and a nightlife anchor, offering an experience unmatched anywhere in the region.

Company Description

Saddlebags Macon is built on the belief that people crave connection, music, and memorable experiences. The venue combines four major revenue-driving components:

- **Entertainment:** Live bands, DJs, line dancing, and mechanical bull riding.
- **Food Service:** A menu of Southern comfort favorites, shareable appetizers, and late-night bites.
- **Alcohol Sales:** Beer, cocktails, whiskey flights, and specialty drinks.
- **Events & Programming:** Theme nights, dance lessons, competitions, and private bookings.

The brand identity centers on authenticity, excitement, and Southern hospitality. Saddlebags Macon is designed to be a place where guests feel welcome, energized, and ready to have a good time—whether they're stopping in for lunch or staying until last call.

Mission Statement

To create Macon's most exciting country-themed entertainment venue where guests can dance, dine, drink, and experience unforgettable moments in a lively, welcoming atmosphere.

Vision Statement

To become a regional landmark known for top-tier entertainment, exceptional service, and a vibrant community of country music lovers, dancers, and nightlife enthusiasts.

Market Analysis

Industry Overview

The country-themed bar and entertainment industry continues to grow, driven by:

- Rising popularity of country music and line dancing.
- Increased demand for experiential nightlife.
- Strong performance of hybrid venues offering food + entertainment.

Bars with mechanical bulls, live music, and dancing consistently outperform traditional bars due to longer guest stays and higher per-customer spending.

Target Market

Saddlebags Macon will attract:

- **Young adults (21–35)** seeking nightlife, dancing, and social experiences.
- **Working professionals (25–55)** looking for after-work drinks and entertainment.
- **Tourists** exploring Macon’s music and cultural scene.
- **Families** during daytime and early evening hours.
- **Country music fans** of all ages.

Competitive Advantage

Saddlebags Macon stands out through:

- A **mechanical bull**—a rare, high-impact attraction.
- A **large dance floor** designed for line dancing and two-stepping.
- **Daily entertainment:** DJs, bands, dance lessons, competitions.
- **Extended hours** (noon–3 AM) capturing multiple revenue windows.
- A **full kitchen** offering consistent food sales throughout the day.

Products & Services

Food & Beverage

- Southern comfort entrées
- Burgers, wings, sliders, and shareables
- Late-night menu
- Full bar with beer, cocktails, and whiskey flights

Entertainment

- Live bands on weekends
- Live DJ sets nightly
- Line dancing lessons and open dance floor
- Mechanical bull riding
- Theme nights (Ladies' Night, College Night, Rodeo Night, etc.)

Events

- Private parties
- Corporate events
- Birthday packages
- Bull-riding competitions
- Dance showcases

Hours of Operation

Open daily from 11:00 AM to 2:00 AM

This schedule allows Saddlebags Macon to serve:

- Lunch crowd
- After-work crowd
- Dinner guests
- Evening entertainment crowd
- Late-night nightlife crowd

Staffing

- General Manager
- Kitchen Manager & cooks
- Bartenders & barbacks
- Servers & food runners
- Security team
- DJ & entertainment coordinator
- Bull operator
- Cleaning & maintenance staff

Facility Layout

- Large central dance floor
- Elevated stage with professional lighting & sound
- Mechanical bull arena

- Full bar with high-capacity service
- Dining area
- VIP sections

Marketing & Branding Strategy

Brand Identity

Saddlebags Macon will be known for:

- High-energy country entertainment
- Authentic Southern atmosphere
- Friendly staff and memorable experiences

Marketing Channels

- **Social media** (TikTok, Instagram, Facebook)
- **Local radio & country stations**
- **Partnerships with local colleges**
- **Tourism boards & hotel concierge programs**
- **Event promotions & themed nights**

Signature Promotions

- Bull-riding leaderboard
- Line dancing nights
- Ladies' Night
- Live band weekends
- Whiskey Wednesdays
- College Night specials

Financial Overview

Revenue Streams

- Alcohol sales (highest margin)
- Food sales
- Cover charges on select nights
- Bull-riding fees
- Event bookings
- Merchandise (hats, shirts, koozies)

Projected Performance

With extended hours, multiple revenue streams, and high entertainment value, Saddlebags Macon is positioned for strong year-round performance and rapid brand recognition.

Conclusion

Saddlebags Macon is more than a bar—it's a full-scale entertainment destination built to become a staple of Macon's nightlife and cultural scene. With its unique blend of music, dancing, food, drinks, and signature attractions, the venue is designed for long-term success, high customer loyalty, and strong financial performance.

Saddlebags Macon will be the place where Macon comes to dance, ride, celebrate, and make memories.

Narrative: Street, Surroundings & Parking for Saddlebags Macon

The Setting: 2nd Street in the Heart of Downtown Macon

Saddlebags Macon sits proudly at **473 2nd Street**, right in the center of downtown Macon's entertainment corridor. The street is known for its walkable layout, historic architecture, and steady flow of daytime professionals, evening diners, and late-night visitors. The location places Saddlebags Macon directly within one of the city's most active cultural zones, surrounded by restaurants, bars, music venues, loft apartments, and boutique businesses.

2nd Street is a well-lit, pedestrian-friendly stretch with wide sidewalks, street trees, and consistent foot traffic. Its central position makes it a natural gathering point for locals, tourists, and event-goers attending downtown festivals, concerts, and nightlife events.

Visibility & Access

Saddlebags Macon benefits from strong street visibility, with its frontage facing a high-traffic section of 2nd Street. The venue is easily accessible from major downtown arteries, including **Cherry Street, Mulberry Street, and Poplar Street**, all of which feed directly into the entertainment district.

Because 2nd Street is a primary connector through downtown, guests arriving by car, rideshare, or on foot naturally pass by Saddlebags Macon. The area is also well-served by rideshare services, taxis, and late-night transportation options, making it ideal for a venue operating until 3 AM.

Parking Garages & Public Parking

One of the strongest advantages of this location is the **abundance of nearby parking options**, including multiple public garages and surface lots within short walking distance. This ensures guests can easily access the venue during lunch hours, evening events, and peak nightlife periods.

Nearby Parking Options

- **Mulberry Street Parking Garage** — A major downtown garage located just a short walk from Saddlebags Macon, offering hundreds of spaces and easy access to 2nd Street.
- **Cotton Avenue Parking Deck** — Another convenient multi-level garage serving the downtown entertainment district.
- **Cherry Street Parking Garage** — Positioned near restaurants, bars, and nightlife, ideal for weekend and late-night guests.

- **Street Parking** — Metered and unmetered spaces line 2nd Street and surrounding blocks, providing quick access for lunch guests, early evening visitors, and short-stay customers.
- **Public Lots** — Several open-air lots are scattered throughout the district, often used during concerts, festivals, and nightlife hours.

These options create a flexible parking environment that supports high-volume attendance, special events, and late-night operations.

Walkability & Guest Flow

The area surrounding Saddlebags Macon is designed for movement. Guests can easily walk from nearby restaurants, shops, and entertainment venues, creating a natural flow of foot traffic throughout the day and night. This walkability enhances the venue's visibility and encourages spontaneous visits from people exploring downtown.

The street's lighting, signage, and pedestrian-friendly design also support safe late-night movement—an essential factor for a venue open until 3 AM.

Surrounding Atmosphere

The immediate neighborhood blends historic charm with modern energy. Brick storefronts, neon signage, and the hum of downtown nightlife create a lively backdrop for Saddlebags Macon. The venue becomes part of a larger ecosystem of music, dining, and entertainment, making it a natural destination for:

- After-work crowds
- Weekend nightlife groups
- Tourists exploring downtown
- Concert and festival attendees
- College students and young professionals

The location's synergy with nearby businesses strengthens Saddlebags Macon's position as a central hub for country-themed entertainment.

Conclusion

The location at **473 2nd Street** gives Saddlebags Macon a powerful advantage: high visibility, strong foot traffic, abundant parking, and seamless access from every direction. Surrounded by garages, public lots, and walkable streets, the venue is perfectly positioned to attract guests from noon to 3 AM, seven days a week.

Saddlebags Macon doesn't just sit in downtown Macon—it becomes part of the heartbeat of the city's entertainment district.



Your Submission Details

Submission Number:

ZC-2026-2102

Status:

Requested more Info from Applicant (Changes Requested)

Message:

Applicant Name:

Randolph Gosyne

Applicant Email:

Primary Location:

473 SECOND ST

Primary APN:

Q074-0410

Submission Type:

Commercial Projects > Conditional Use > All other conditional use categories

Last Updated:

July 1, 2026

Submission URL:

<https://app.oncamino.com/mbpz/dashboard/submissions/820376/guide>

Contact the agency for more help



478-241-2554



info@mbpz.org



3661 Eisenhower Pkwy,
Macon

① Requirements



Applicant Information

Group: Review

Step is Completed By: Applicant



Owner Information

Group: Review

Step is Completed By: Applicant



Details about the Proposed Business

Step is Completed By: Applicant



Restaurant Approvals Required from Other Departments/Agencies

Step is Completed By: Applicant

All restaurants and prepared food services, whether new or a change of ownership, **must supply approvals from the Macon Water Authority and either the Health Department or the Department of Agriculture** prior to a zoning compliance being issued.



Project Information

Step is Completed By: Applicant



Application Acknowledgement

Group: Review

Step is Completed By: Applicant



Uploads



Document Upload

Step is Completed By: Applicant



Agency Review



Agency Review

Group: Review

Step is Completed By: Agency

Timeline: 2 weeks



Inspections



P&Z Inspection

Step is Completed By: Agency



Zoning Compliance



Zoning Compliance

Step is Completed By: Agency



Fees



Conditional Use | Other

Fee: \$975.00 Conditional Use | Other

Step is Completed By: Applicant

...



Alcohol | Consumed on Premises

Fee: \$750.00 Alcohol | Consumed on Premises

Step is Completed By: Applicant

...

Questions and Answers

1 Is this property on septic tank or public sewer?

Public Sewer

2 Is this new construction?

Yes

No

3 Is the proposed use a church or restaurant?

Restaurant

4 Is the proposed use a church or restaurant?

Restaurant

5 Is the proposed use a church or restaurant?

Restaurant

Data Fields

Setbacks

1 Setbacks - Front

2 Setbacks - Right Side

3 Setbacks - Left Side

4 Setbacks - Rear

Commercial, Industrial, or Institutional Information

1 Have you received Department of Agriculture approval?

No

2 Have you received Department of Macon Water Authority approval?

No

3 Have you received Department of Health Department approval?

No

MBPZ Review

1 Predevelopment

2 Conditions of Approval

3 Variances

4 Agenda Date

5 Use Type

Application Information

1 Applicant Signature

Randolph J Gosyne

2 Describe your project/ proposal

The project is a Restaurant and Bar with a country theme we will have a dance floor, DJ and bull riding as well as serving up some good food .

3 Business Applicant's Name

Randolph J Gosyne

4 Applicant Email

[REDACTED]

5 Applicant Address

[REDACTED]

6 Owner Phone Number

[REDACTED]

7 Owner Address

[REDACTED]

8 Owner Name

[REDACTED]

9 Will there be a face change on any existing sign?

Yes

10 Has the signage change already occurred?

No

11 Will signage be added or changed on this property?

Yes

12 Business Name

BlairGos LLC DBA Saddlebags Macon

13 Church or Restaurant

Restaurant

14 Number of Seats for Customers

85.0

15 Number of off-street parking spaces provided

0.0

16 Is this new construction?

No

17 Interior or Exterior?

Interior

18 Existing Structure

Yes

19 Public Sewer or Septic Tank

Public Sewer

20 Applicant's Daytime Phone Number

██████████

21 Name of Owner or Property Manager

22 Has this face change on existing signs already occurred?

No

Ungrouped

1 Zoning District

1

Disclaimer

This PDF was generated on July 1, 2026 and may be out of date.

PLEASE READ, SIGN AND DATE

This application does not violate any restrictive covenants applicable to the property and all statements are true to the best of my knowledge and belief. I realize that distances should be exact and if errors result in a violation of zoning regulations, then the structure will have to be removed.

As applicant, I hereby grant permission for Planning and Zoning personnel to enter upon and inspect the property for all purposes allowed and required by the Comprehensive Land Development Resolution for Macon-Bibb County, Georgia.

I hereby attest that I am the owner of the referenced property or have permission from the owner to make this application.

SIGNATURE Randolph J Gosyne DATE 07/01/2026



Commission Hearing Date: 08/10/2026

Design Review Board Meeting: _____

Application Type:

- | | |
|---|--|
| ☒ Conditional Use | ☐ Certificate of Appropriateness - DRB |
| ☐ Variance | ☐ Certificate of Appropriateness - Comm |
| ☐ Manufactured Home | ☐ Interpretation |
| ☐ Sign | ☐ Request for Rehearing |
| ☐ Text Amendment | ☐ Violation |
| ☐ Rezoning | ☐ Appeal |

Is this item on the consent agenda? ☐ Yes
☐ No

Parcel # Q074-0410

Address 473 SECOND ST

Applicant Randolph J Gosyne

Zoning District CBD-1 - Central Business District

Application Description _____

CU to allow Restaurant , Bar and Nightclub with extended hours

Items & Approvals required:

- ☐ None, issue once approved
- ☐ Macon-Bibb Engineer
- ☐ Health Department
- ☐ Macon Water Authority
- ☐ Fire Department
- ☐ Traffic Engineer
- ☐ GDOT
- ☐ Variance
- ☐ Landscape plan
- ☐ Certificate of Appropriateness
- ☐ Additional applications: _____

Application Accepted by _____

Staff Report by _____

Sign provided to _____

Items & Approvals obtained:

- ☐ None, issue once approved
- ☐ Macon-Bibb Engineer
- ☐ Health Department
- ☐ Macon Water Authority
- ☐ Fire Department
- ☐ Traffic Engineer
- ☐ GDOT
- ☐ Variance
- ☐ Landscape plan
- ☐ Certificate of Appropriateness
- ☐ Additional applications: _____

Hearing Results:

- ☐ Approved
- ☐ Denied
- ☐ Deferred to _____ agenda