

TOWN CENTER LCI

The City of Monroe, Georgia

Preliminary Recommendations Public Meeting

September 17, 2007

PRELIMINARY RECOMMENDATIONS

The following are draft preliminary recommendations for the Monroe Town Center LCI. They are based on public comments from the planning process and the professional opinions of Tunnell-Spangler-Walsh & Associates, Keck & Wood, and Arnett Muldrow & Associates. Because of their draft nature they are subject to refinement.

Recommendations are divided into two types: projects and policies. Projects are specific tasks, such as transportation improvements, studies, or signage, having a defined cost and timeframe. Policies are general guidelines that provide direction to the implementation of the LCI vision. They often support recommended projects, and should serve as the basis for future actions on the part of LCI sponsors.

Land Use & Zoning

Land Use & Zoning: Projects

Note: Projects 1 through 8 are development opportunities that the **private sector** is encouraged to undertake over the next 25 years to support the plan's vision. They are not intended to suggest that existing users must cease operation. Rather, they reflect sites whose redevelopment would support the LCI vision when and if willing property owners and willing developers deem that they are financially feasible.

1. Redevelop properties on North Broad Street north of Marable Street into a mix of one to three story commercial, live/work space, and housing space.
2. Construct a two-to-four story mixed-use building at 131 Broad Street (south of Walton Hotel).
3. Redevelop Avondale Mills into a traditional neighborhood development.
Potential uses for the mill building itself could include incubator office or light industrial space, retail, or housing space.
4. Rehabilitate the Walton Mill building into incubator office, light industrial space, or live/work space.
5. Renovate the old rail depot and surrounding warehouses into housing, office, or live/work space.
6. Construct a two-to-four story mixed-use building at the southwest corner of West Highland Avenue and Broad Street (former church site).
7. Construct a two-to-four floor mixed-use building as part of a potential parking deck on the block bounded by Spring, Wayne, and Jackson Streets.

The size of this block is such that a standard 120 by 220 pre-cast concrete deck could accommodate a “liner” building along Jackson and Spring Streets.

8. Redevelop existing non-historic properties on South Broad Street (between Washington and Davis Streets) into a two-to-four story mixed-use buildings.
9. Convert the public housing on East Washington Street into owner-occupied affordable housing.
10. Continue and expand upon existing efforts to enforce zoning and building codes.
11. Update the zoning code to reflect the LCI plan’s vision.

Current zoning is a hindrance to achieving the LCI vision. Changes to the code should include, among other things:

- a. *Providing design standards for new development*
- b. *Requiring new developments to include sidewalks*
- c. *Reducing parking requirements for above-shop homes*
- d. *Providing increased incentives for housing in the downtown core*
- e. *Establishing improved signage standards*
- f. *Ensuring adequate transition to existing neighborhoods and historic buildings*

Land Use & Zoning: Policies

12. Preserve the historic integrity of the downtown core, especially the blocks along Broad Street between Highland Avenue and Washington Street.
13. Preserve, protect, and encourage the rehabilitation of existing historic buildings in Monroe (those over 50 years old).
14. Encourage sidewalk level retail in new buildings along: Broad Street (between Highland and Davis Street), Spring Street, and the North Broad Street area.
15. Protect neighborhoods from commercial and multifamily intrusion.
16. Encourage the development of two to four story commercial, residential, and mixed-use buildings on vacant or underutilized non-historic sites in area bounded by Highland Avenue, Midland Avenue, Davis Street, and Jackson Street.
17. Support the development of two to three story commercial, residential or mixed-use buildings on vacant or underutilized non-historic sites along Spring Street east of Midland Avenue.
18. Support the renovation of the Coca-Cola building on Spring Street into office, retail, or light industrial space, with potential mixed-use or residential buildings around it.
19. Encourage the redevelopment of a neighborhood center on North Broad Street (from Marable Street to US 78) featuring two to three story commercial, residential or mixed-use buildings, and greenery.
20. Use townhouses, small lot-single-family houses, and small multifamily buildings to transition from the downtown core to existing neighborhoods.
21. Establish a neighborhood center at Alcovy Road and Ammons Bridge Road.

Community Patterns

Community Patterns: Projects

22. Amend the zoning code to encourage compatible development (see #11)

Community Patterns: Policies

23. Require streets in new developments to connect into existing streets and avoid the creation of dead-ends or cul-de-sacs.
24. Support maximum new block sizes of 600 feet per block face or 3,600 feet of total frontages, except where topography or natural features prevents this.
25. Utilize historic building typologies and styles as models for new buildings.

Transportation

Transportation: Projects

26. Remove Broad Street from the state network by establishing an alternative truck route.
27. Create park-and-ride lots at US 78 and US 11.
This facility could be instituted as part of future GRTA commuter bus service, and could serve Atlanta and Athens commuters.
28. Establish special events shuttle.
As downtown Monroe becomes a destination and special events increase, shuttle service could be implemented during festivals to bring customers from off-site parking areas into the downtown core.
29. Study the feasibility of establishing limited bus transit service within Monroe targeted towards allowing low-income workers to access jobs.
30. Create an east-west street from Shamrock Drive to 5th Street via Avondale Mills.
31. Upgrade Madison Avenue as alternate north south capacity.
32. Improve signal coordination and timing on Broad Street.
33. Install pedestrian facilities on both sides of Broad Street from Davis Street to 2nd Street.
These should include new sidewalks, accessible ramps, and lighting.
34. Install pedestrian facilities on both sides of Broad Street from Marable Street to US 78.
These should include new sidewalks, accessible ramps, and lighting.
35. Construct sidewalks from 2nd Street to the new park at Norris and Madison.
36. Install pedestrian facilities along both sides of Spring within the Study Area.

These should include new sidewalks, accessible ramps, and lighting.

37. Install pedestrian facilities on one side of Alcovy Road from Ammons Bridge Road to Broad Street.

These should include new sidewalks, accessible ramps, and lighting.

38. Install traffic calming on Church Street, Highland Avenue and Edwards Street.
39. Study possible improve to the intersection of Broad Street and Alcovy Street and Broad Street at Mears Street when the Avondale Mill is redeveloped.
40. Construct sidewalks where missing.

Please see enclosed summary prepared by Keck & Wood

41. Create multiuse trail alongside railroad from the depot south to reservoir.

This facility could share the rail lines' existing 50 foot right-of-way. It would allow for improved bicycle facilities without limiting the possible for rail to once again serve Monroe in the future.

42. Create a multiuse trail Walton Mills south through the Avondale Mills site.
43. Install "share the road markings" and signage on Midland Street from Church Street to Marable Street.
44. Create parking signage system to existing parking and establish shared parking.
45. Install a "Monroe Historic District" sign on I-20 and US 78.
46. Upgrade the alley between Broad and Wayne Streets into a safe pedestrian way.
47. Install bicycle racks in downtown.
48. Study the feasibility of closing Broad Street during festivals.

Due to the important role of Broad Street in the local and regional transportation network, this could only occur after a truck route around downtown Monroe has been established.

49. Construct a 200-250 space parking deck on the block surrounded by Spring, Wayne, and Jackson Streets.

The deck could be located on the northern part of the block, away from the water tower, and could serve needs of the City and downtown business. It could also be wrapped with housing or office uses.

50. Establish bike lanes on Alcovy Road from Ammons Bridge Road to Broad Street.
51. Replace street light luminaries along Broad Street.

Transportation: Policies

50. Limit curb cuts on major streets and require access from side streets.
51. Encourage developers to install on-street parking adjacent to their projects are part of redevelopment.

This can be achieved by moving in the existing curb to avoid reducing the travel lane width. Ideal locations include all streets in the downtown lacking on-street parking, as well as redevelopment along Spring Street and North Broad Street.

52. Encourage developers to bury utility when redevelopment occurs.
53. Require bicycle racks in new commercial, multifamily, and mixed-use projects.

Markets

Markets: Projects

54. Study the feasibility of creating a Tax Allocation District (TAD).
55. Aggressively market available development sites per the LCI plan.
56. Create a downtown Monroe website.
57. Establish a branding program for Monroe.
58. Establish a downtown wayfinding program.
59. Join the National Trust for Historic Preservation's Main Street program.

Markets: Policies

60. Target the following business types:
 - a. *Home related" retail (furniture/home furnishings)*
 - b. *Apparel*
 - c. *Full Service Restaurants*
 - d. *Electronics*
 - e. *Specialty shopping (sporting goods, shoes, jewelry, books, gifts, hobby, piece goods)*
 - f. *Beer & wine.*
61. Brand Monroe as "Downtown Walton County/" target growth areas for new customers.
62. Build on the success of antique markets. Expand and promote an antiques cluster.
63. Encourage increased homeownership in Monroe.
64. Promote a home related cluster (furniture, home furnishings, antiques, galleries) specifically targeting regional growth & new homes.
65. Expand market segments targeting mixed-use and incomes.
66. Support incubator space in old mills for retail, office, or light industrial uses.

Public Facilities

Public Facilities: Projects

67. Convert old elementary school into a community center and park.
68. Build a community center with public pool around existing library.

Public Facilities: Policies

- 69. Support conversion and renovation of community buildings where appropriate.
- 70. Encourage the US Post Office to remain in downtown.

Environment & Open Space

Environment & Open Space: Projects

- 71. Install landscaping buffer in front of Monroe Public Works.
- 72. Create a park just west of the library, including community gardens and a dog park.
- 73. Create a greenspace along the creek running through the Avondale Mills site.
- 74. Establish small pocket parks throughout downtown Monroe.

Environment & Open Space: Policies

- 75. Require useable green space as part of large developments and redevelopments.