



TOWN CENTER LCI

The City of Monroe, Georgia

Draft Plan

November 13, 2007

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Tunnell-Spangler-Walsh & Associates
Keck & Wood, Inc.
Arnett Muldrow & Associates

Livable Centers Initiative

and

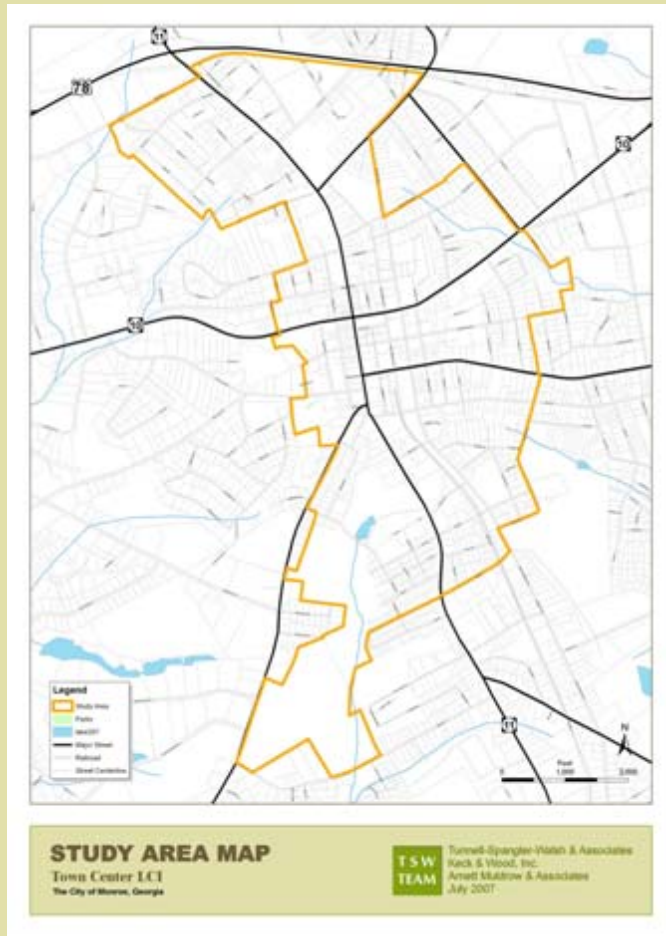
The Planning Process

LCI Program Goals

- To promote a diverse mix of land uses and housing options
- To access to a full range of transportation modes
- To utilize an inclusive planning process

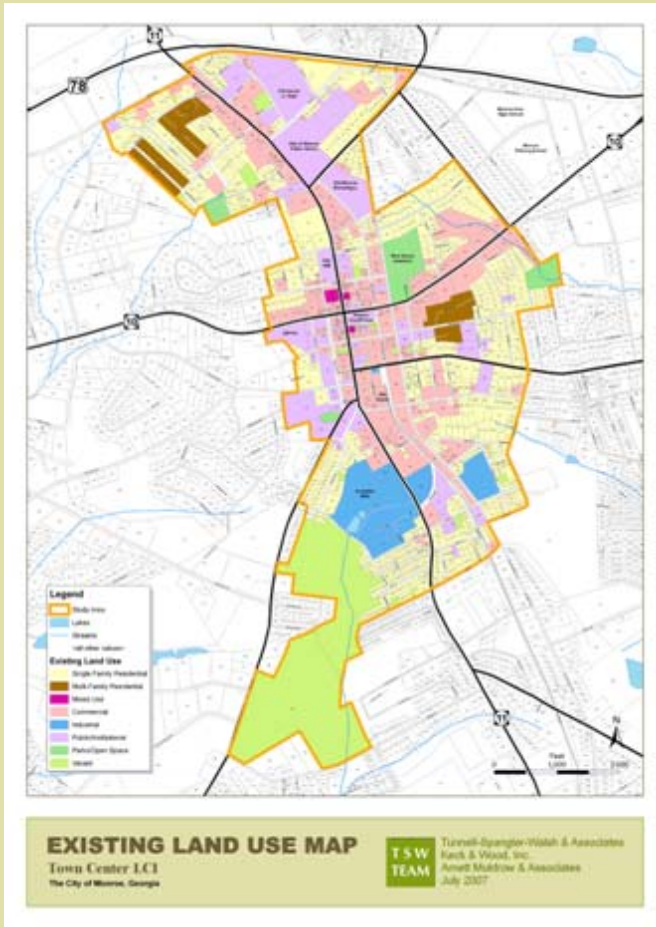


Monroe Town Center Study Area



- **Broad Street corridor**
- **US 78 to the north**
- **Avondale Mills to the south**
- **Neighborhoods to west and east**

Overview of Inventory Work



- **Strong sense-of-place**
- **Traditional town pattern**
- **Diverse land uses**
- **Rich history**
- **In the path of growth**
- **Transportation challenges**

Overview of Public Involvement



- **Steering Committee Meetings**
- **Community Member Interviews**
- **Visual Preference Survey**
- **Survey Analysis**
- **Community Meetings**
- **Project Website**
- **Interactive Community Workshop**



Draft Recommendations

Draft Recommendations Outline:

- Guiding Principles
- Land Use & Urban Design
- Transportation
- Markets

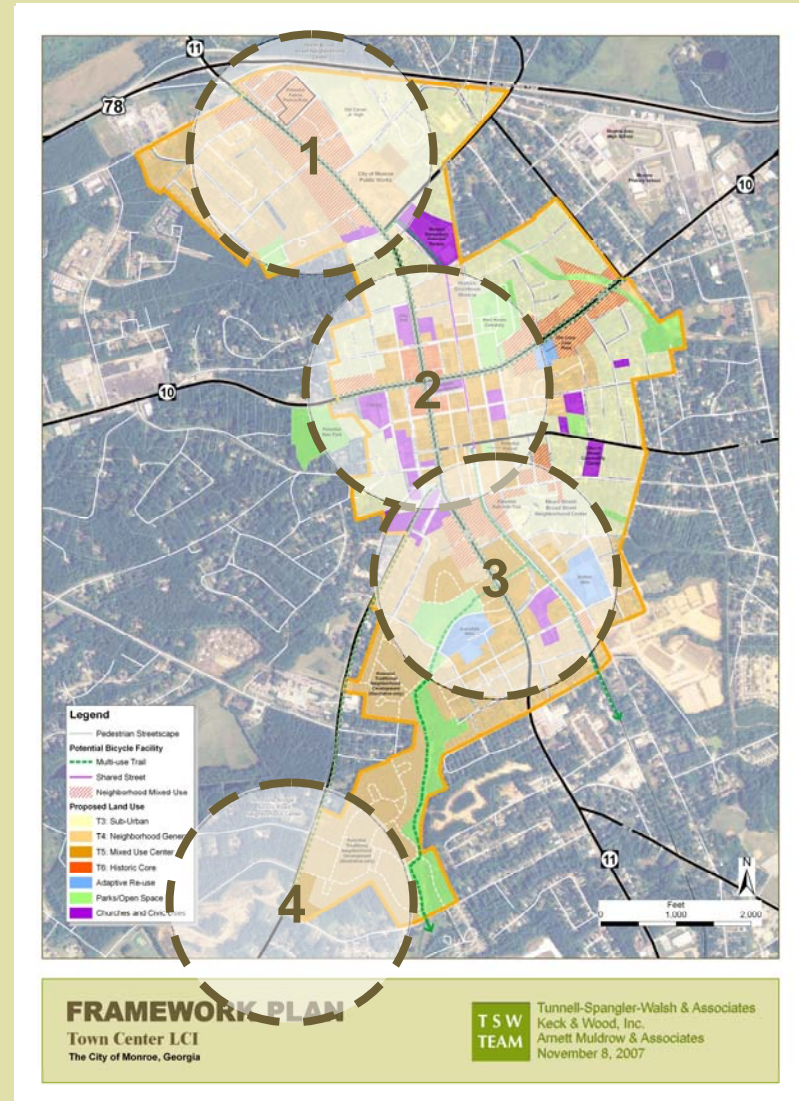
Draft Projects and Policies:

- Two types of recommendations:
 - **Policies** are guidelines that provide direction to the implementation of the LCI's vision. They often support projects and should be the basis for actions by LCI sponsors.
 - **Projects** are specific tasks, such as transportation improvements, studies, or signage, with a defined cost and timeframe.

Guiding Principles

Guiding Principles: *Big Ideas*

- Master Plan
 - Strengthen the downtown core
 - Transition from the core to neighborhoods
 - Preserve neighborhoods
- Establish primary centers at:
 1. North Broad Street
 2. Existing core
 3. Mears Street at Broad Street
 4. Ammons Bridge Road and Alcovy Street



Land Use and Urban Design

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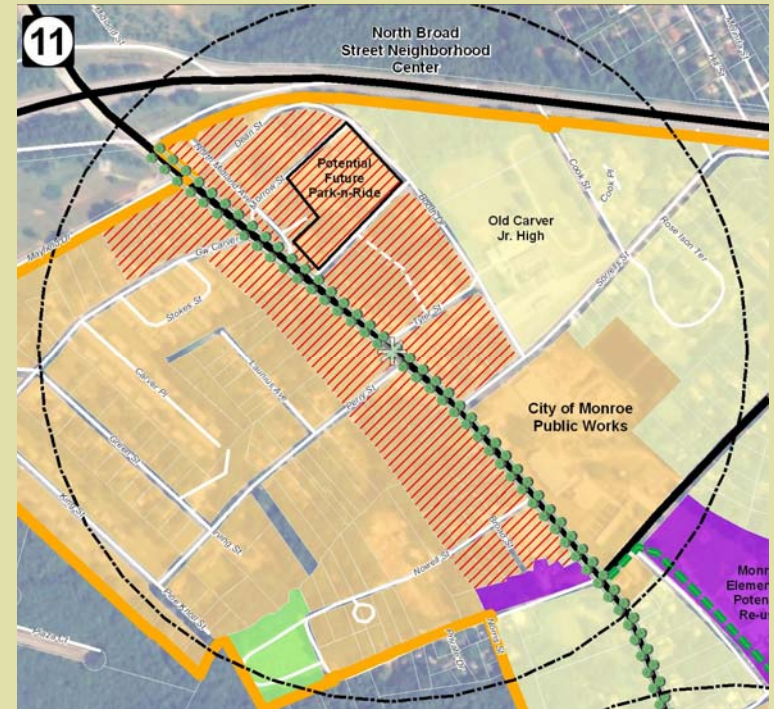
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Land Use and Urban Design Recommendations: *Policies*

1. North Broad Street

- Gateway to Monroe
- Neighborhood center
- Preserved residential areas
- 2 to 3 story mixed-use or commercial uses along North Broad
- Adequate, but discrete, parking



North Gateway Plan



Mixed Use



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Live-Work



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Grocery Store



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Retail Screening Big Box



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Townhouses



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Land Use and Urban Design Recommendations: *Projects: Private Sector Opportunities*

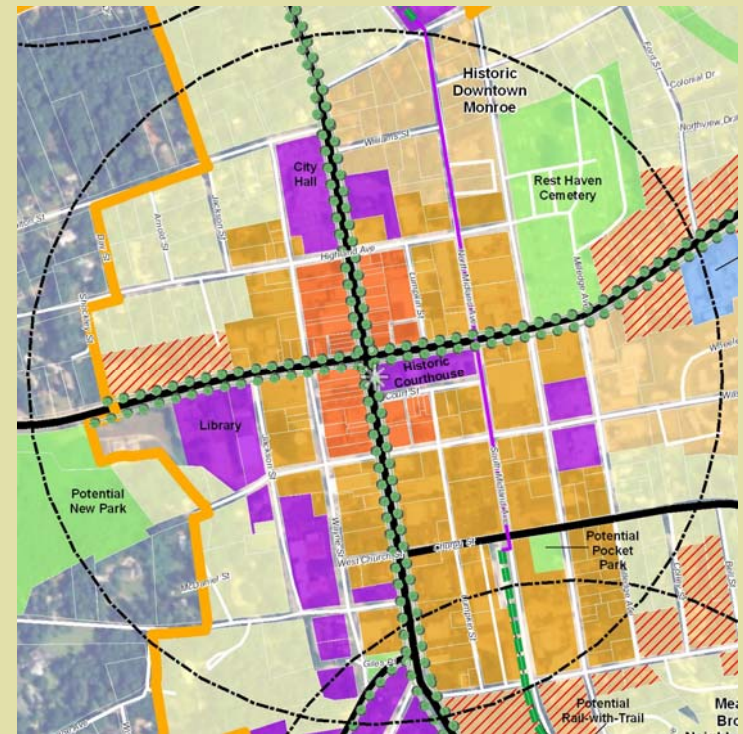
- North Gateway Plan – Redevelop properties on North Broad Street north of Marable Street into a mix of one to three story commercial, live/work space, and housing space.



Land Use and Urban Design Recommendations: *Policies*

2. Existing Downtown Core

- Preserve and enhance the historic core of downtown
- Utilize surrounding vacant parcels for complementary downtown building forms and uses
- Connect park spaces with improved streetscapes and pathways



Land Use and Urban Design Recommendations: *Policies*

- Preserve the historic integrity of the downtown core, especially the blocks along Broad Street between Highland Avenue and Washington Street.



Land Use and Urban Design Recommendations: *Policies*

- Preserve, protect, and encourage the rehabilitation of historic buildings in Monroe (those over 50 years old).



Land Use and Urban Design Recommendations: *Policies*

- Encourage sidewalk level retail in new buildings on: Broad Street (between Highland Avenue and Davis Street), Spring Street, and North Broad Street.
- Protect neighborhoods from commercial and multifamily intrusion.



Land Use and Urban Design Recommendations: *Policies*

- Encourage 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.



Land Use and Urban Design Recommendations: *Policies*

- Encourage two-to-three story commercial, residential, or mixed-use buildings on underutilized non-historic sites on Spring Street east of Midland Avenue.
- 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.
- Continue and expand existing efforts to enforce zoning and building codes.

Downtown Plan



- Preserves Historic Buildings
- Locates new Mixed Use and Commercial buildings on main corridors
- Introduces new Townhomes and Single Family lots
- Invigorates and positively builds upon the existing downtown character and quality of life

Downtown Plan



Preserved Historic Buildings



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Downtown Plan



Live Work Units



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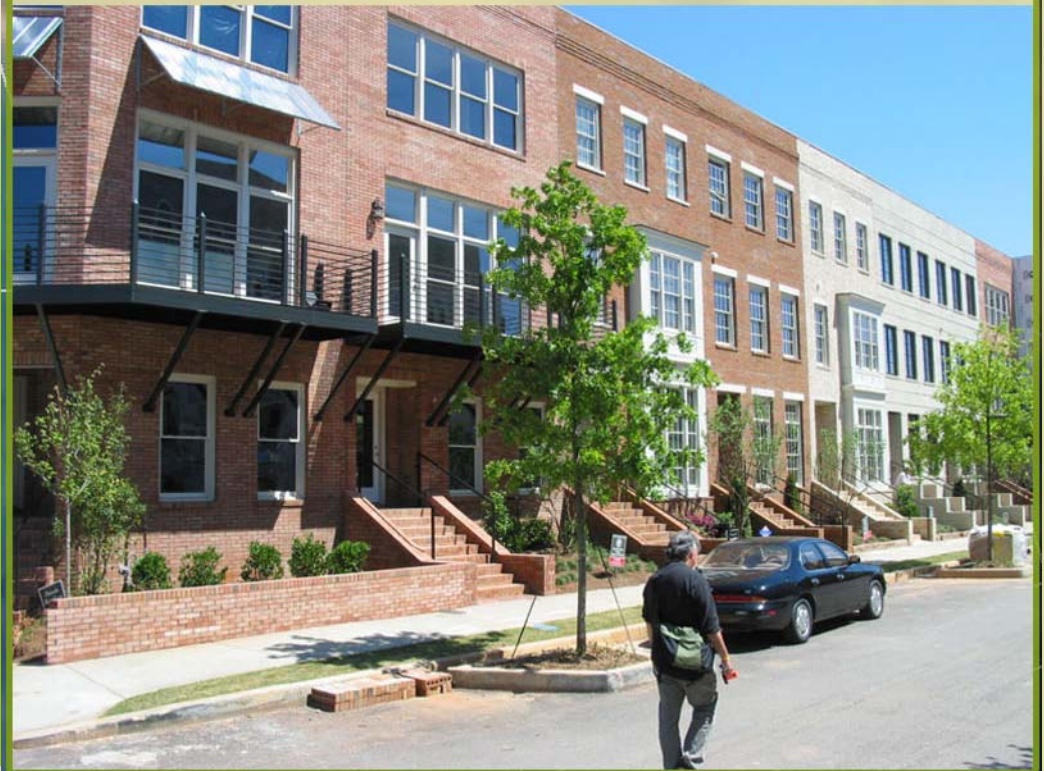
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Townhouses



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Corner Park



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Mixed Use



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Active Corners



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Land Use and Urban Design Recommendations: *Projects: Private Sector Opportunities*

- Construct a two-to-four story mixed-use building at 131 Broad Street (south of Walton Hotel).



Land Use and Urban Design Recommendations: *Projects: Private Sector Opportunities*

- Construct a two-to-four story mixed-use building at the southwest corner of West Highland Avenue and Broad Street (former church site).



Land Use and Urban Design Recommendations: *Projects: Private Sector Opportunities*

- Construct a mixed-use building as part of a potential parking deck on the block bounded by Spring, Wayne, and Jackson Streets.
 - *The site can accommodate a standard 120 by 220 ft. pre-cast concrete deck with “liner” buildings along Jackson and Spring Streets.*



Land Use and Urban Design Recommendations: *Projects: Private Sector Opportunities*

- Renovate the old rail depot and surrounding warehouses into housing, office, or live/work space.



Land Use and Urban Design Recommendations: *Projects: Private Sector Opportunities*

- Redevelop non-historic properties on the South Broad Street (between Washington and Davis Streets) into two-to-four story mixed-use buildings.



Land Use and Urban Design Recommendations: *Projects*

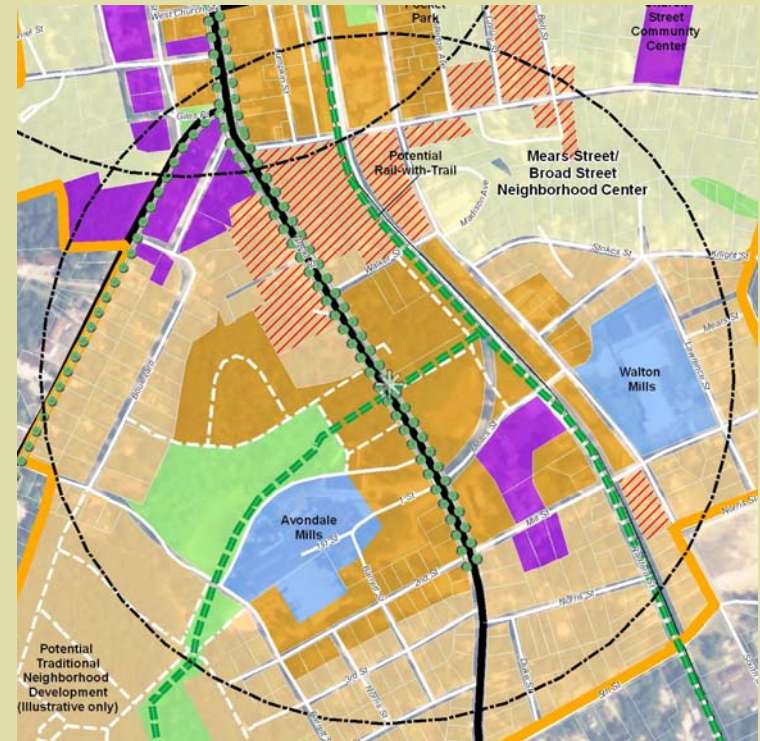
- Convert the public housing on East Washington Street into owner occupied affordable housing.



Land Use and Urban Design Recommendations: *Policies*

3. Mears Street at Broad Street

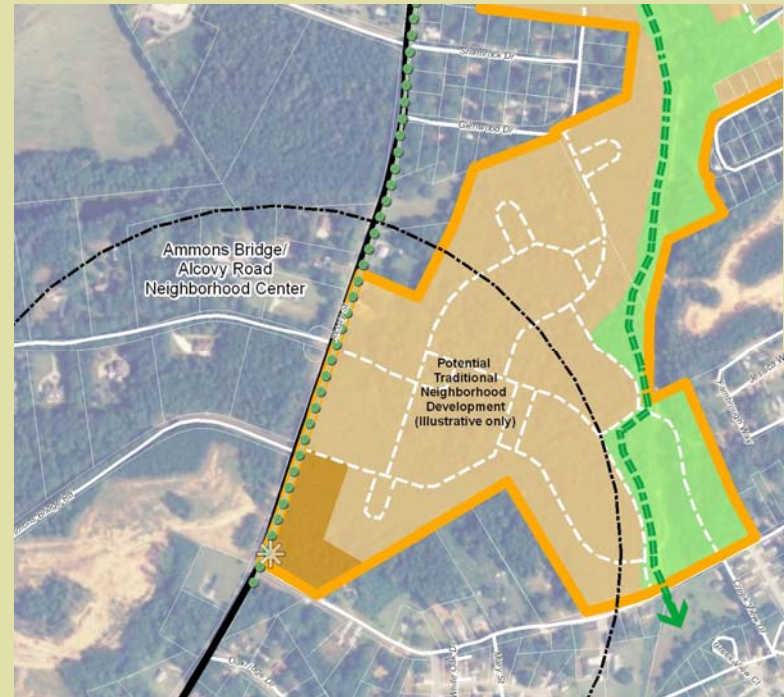
- Encourage new center of activity linking historic Mill properties
- Rehabilitate Mill properties with employment opportunities
- Infill underutilized properties with neighborhood supporting uses



Land Use and Urban Design Recommendations: *Policies*

4. Ammons Bridge Road and Alcovy Road

- Establish a neighborhood center at Alcovy Street and Ammons Bridge Road.
- Anchors the southern portion of the potential Mill property redevelopment



Land Use and Urban Design Recommendations: *Projects: Private Sector Opportunities*

- Redevelop the 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.*



Land Use and Urban Design Recommendations: *Projects: Private Sector Opportunities*

- Rehabilitate the Walton Mill building into incubator office, light industrial space, or live/work space.



Land Use and Urban Design Recommendations: *Projects*

- Create a greenspace along the creek running through the Avondale Mills site.
- Create small pocket park at Church and Madison.
 - *Surround with housing.*
- Create a series of small pocket parks throughout downtown.



Land Use and Urban Design Recommendations: *Projects*

- Install landscaping buffer in front of the Monroe utility warehouse area.
- Create a park around the substation, just west of the library, including community gardens and a dog park.



Land Use and Urban Design Recommendations: *Projects*

- Convert old elementary school into a community center, park, and amphitheater.
- Issue RFPs to divest unutilized schools
- Build a public pool near the existing library.



Land Use and Urban Design Recommendations: *Overall Policies*

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



Land Use and Urban Design Recommendations: *Zoning*

- Update the zoning code to reflect the LCI plan's visions
 - *Changes should include, among other things:*
 - *Providing design standards for new development*
 - *Requiring new developments to include sidewalks*
 - *Reducing parking requirements for above-shop homes*
 - *Providing increased incentives for housing in the downtown core*
 - *Establishing improved signage standards*
 - *Ensuring adequate transition to existing neighborhoods and historic buildings*

Land Use and Urban Design Recommendations: *Policies*

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

Land Use and Urban Design Recommendations: *Policies*

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



Transportation

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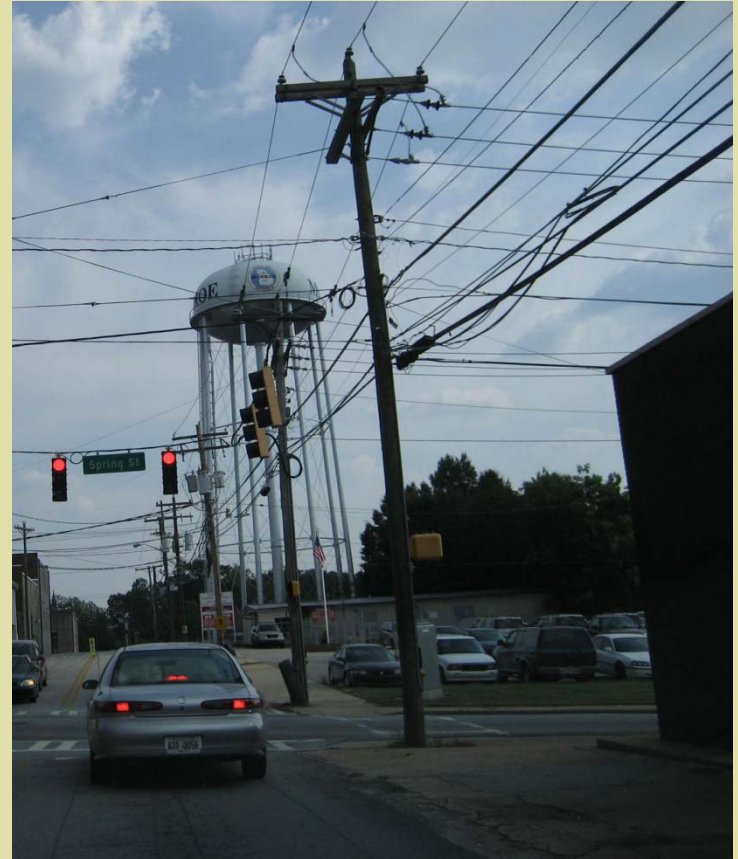
Transportation Recommendations: *Policies*

- Limit curb cuts on major streets and require access from side streets.
- Encourage developers to install on-street parking adjacent to their projects during development.



Transportation Recommendations: *Policies*

- Encourage developers to bury utility lines during redevelopment.
- Restore curb height and repair the gutters as part of all sidewalk and streetscape projects.



Transportation Recommendations: *Policies*

- Require bicycle racks in new commercial, multifamily, and mixed-use projects.



Transportation Recommendations: *Projects*

- Upgrade Madison Avenue as alternate north south capacity.
 - *Monroe needs additional north-south travel lanes for through traffic.*
 - *Current volumes on Broad Street (SR11) are at maximum capacity.*
 - *Madison Avenue is a potential corridor. Improve street geometry to accommodate semi-trucks. This would require widening along the corridor and improvements at major intersections where trucks would enter/exit the corridor.*



Transportation Recommendations: *Projects*

- Remove Broad Street from the state network by establishing an alternative truck route.



Transportation Recommendations: *Projects*

- Create a park-and-ride lot at US 78 and US 11.
 - *This could be instituted as part of future GRTA commuter bus service, and could serve Atlanta and Athens commuters.*
 - *A possible location is the old school bus lot; retain existing building.*



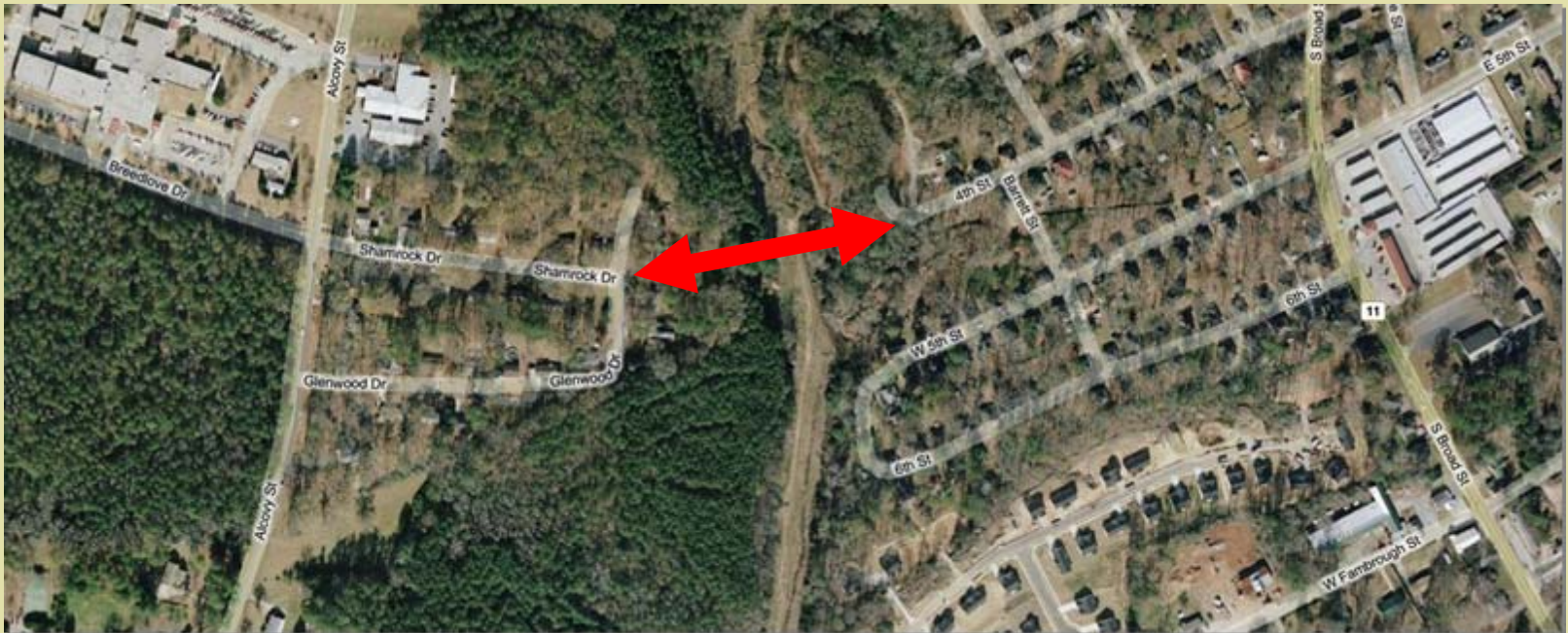
Transportation Recommendations: *Projects*

- Establish a special events shuttle.
 - *As downtown Monroe becomes an increasing destination and special events increase, shuttle service could be implement during festivals to bring customers from off-site parking areas into the downtown core.*
- Study the feasibility of establishing limited transit service within Monroe targeted towards allowing low-income workers to access jobs.



Transportation Recommendations: *Projects*

- Create an east-west street from Shamrock Drive to 4th Street via Avondale Mills.



Transportation Recommendations: *Projects*

- Improve signal coordination and timing on Broad Street to improve traffic flow through town.
 - *Include a pedestrian phase to avoid throwing off synchronization when pedestrians push button.*
- Upgrade light fixtures along Broad Street within the Study Area.



Transportation Recommendations:

Projects

- Install pedestrian facilities on both sides of North Broad Street and Broad Street from Davis Street to 2nd Street.
 - *These should include new sidewalks, accessible ramps, and lighting.*



Transportation Recommendations:

Projects

- Construct sidewalks from 2nd Street to the new park at Norris and Madison.



Transportation Recommendations:

Projects

- Install pedestrian facilities along both sides of Spring Street within the Study Area.
 - *These should include new sidewalks, accessible ramps, and lighting.*



Transportation Recommendations: *Projects*

- Install sidewalks where missing and upgrade existing sidewalks along the east side of Alcovy Street from Ammons Bridge Road to Sherwood Drive.
 - *These should include new sidewalks, accessible ramps, and lighting.*



Transportation Recommendations: *Projects*

- Install traffic calming on Church Street, Highland Avenue, and Edwards Street.



Transportation Recommendations: *Projects*

- Study improvements to the intersection of Broad Street at Alcovy Street and Broad Street at Mears Street when the Avondale Mill is redeveloped.



Transportation Recommendations: *Projects*

- Construct sidewalks where missing.
- Create multiuse trail alongside railroad from the depot south to reservoir.
 - *A trail could be built along one side of the track within the 50 foot existing right-of-way*



PATH Foundation

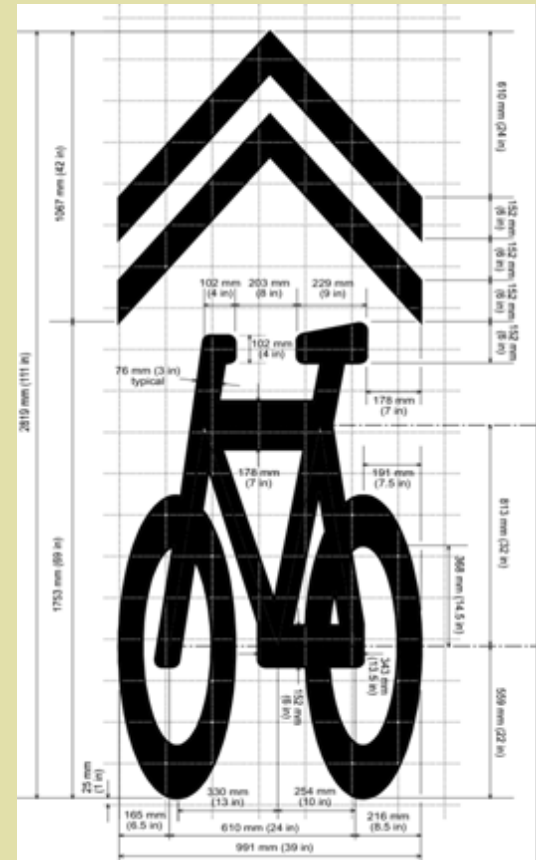
Transportation Recommendations: *Projects*

- Create a multiuse trail Walton Mills south through the Avondale Mills site.
 - *This could run along the creek*



Transportation Recommendations: *Projects*

- Install “share the road markings” and signage on Midland Street from Church Street to Marable Street.



Transportation Recommendations: *Projects*

- Create a directional signage plan for parking.



Transportation Recommendations: *Projects*

- Install a “Monroe Historic District” sign on I-20 and US Highway 78.
- Upgrade the alley between Broad and Wayne Streets into a safe pedestrian walkway.



Transportation Recommendations: *Projects*

- Install bicycle racks in downtown.
 - *Build on existing DDA efforts*



Transportation Recommendations:

Projects

- Study the feasibility of closing Broad Street during festivals.
 - *This could only occur after a truck route around downtown has been established.*
- Construct a 200-250 space parking deck on the block surrounded by Spring, Wayne, and Jackson Streets.



Transportation Recommendations: *Projects*

- Establish a combination of bike lanes and “share the road” markings on Alcovy Street from Ammons Bridge Road to Broad Street.



Markets

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Market Recommendations:

Policies

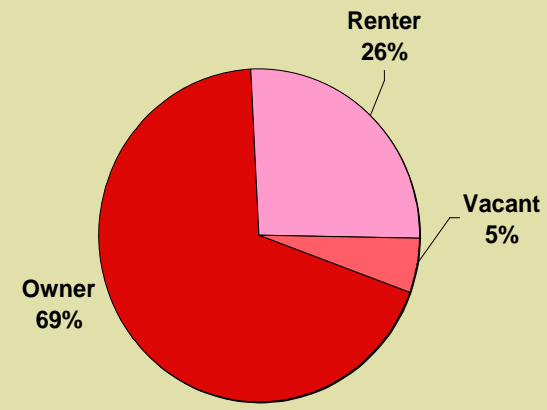
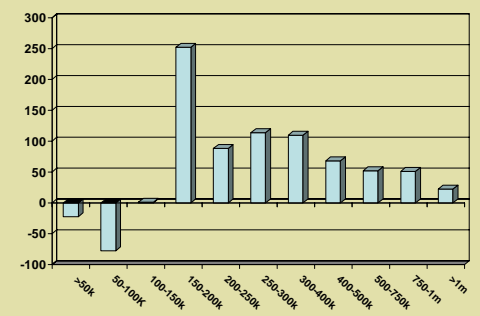
- Encourage increased homeownership in Monroe.
- Target appropriate business types.



Trade Area Housing Projections - PTA

Housing Units	Census 2000		2007 Estimate	2012 Projection	2017 Projection	2017 Percent	Change 2007-2017	Total Annual Estimated Demand
Occupied	13,206	93.9%	18,058	22,546	27,034	96.5%	8,976	898
Owner	9,348	66.5%	13,098	16,386	19,674	70.2%	6,576	658
Renter	3,858	27.4%	4,960	6,160	7,360	26.3%	2,400	240
Vacant	855	6.1%	1,016	1,005	994	3.5%	-22	-2
Total	14,061	100%	19,074	23,551	28,028	100%	8,954	895

Unit Value	Census 2000		2007 Estimate	2012 Projection	2017 Projection	2017 Percent	Change 2007-2017	Total Annual Estimated Demand
> \$50,000	990	10.56%	873	515	651	3.3%	-222	-22
\$50,000 - \$99,999	3,564	38.03%	2,001	1,611	1,221	6.2%	-780	-78
\$100,000 - \$149,000	2,390	25.50%	3,795	3,800	3,805	19.3%	10	1
\$150,000 - \$199,999	1,087	11.60%	2,179	1,095	4,697	23.9%	2,518	252
\$200,000 - \$249,999	462	4.93%	1,659	2,098	2,537	12.9%	878	88
\$250,000 - \$299,999	324	3.46%	840	1,410	1,980	10.1%	1,140	114
\$300,000 - \$399,999	275	2.93%	702	1,252	1,802	9.2%	1,100	110
\$400,000 - \$499,999	111	1.18%	437	777	1,117	5.7%	680	68
\$500,000 - \$749,999	94	1.00%	374	634	894	4.5%	520	52
\$750,000 - \$999,999	39	0.42%	92	348	604	3.1%	512	51
\$1,000,000 +	35	0.37%	146	256	366	1.9%	220	22
	9,371	100%	13,098	13,796	19,674	100%	6,576	658



Occupied Units In Structure		2007	2012	2017	Total Annual Estimated Demand
Single Family	Detached	13,775	17,199	20,623	685
	Attached	245	305	366	12
	Mobile Home	1,926	2,405	2,884	96
Duplex	2	1,137	1,419	1,702	56
Multifamily	3 to 4	452	565	677	22
	5 to 9	392	490	587	19
	10 to 19	52	65	78	3
	20 to 49	51	63	76	3
	50 or More	29	36	43	1

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Current Market - Walton

Georgia MLS Listings

	Current Listings	Average Listing	Last 12 Months	Average Sales Price
Gwinnett	9635	\$294,730	10755	\$226,419
Newton	2016	\$206,141	2023	\$174,662
Walton	1479	\$269,385	1371	\$202,490
Rockdale	1401	\$282,976	1311	\$232,200
Barrow	1124	\$209,947	1620	\$157,070
Clarke	598	\$222,058	701	\$174,386
Oconee	399	\$392,699	264	\$314,928
Morgan	232	\$459,450	168	\$247,835



Walton County Current MLS

Pricepoint	New Construction	Total Units	Percent
Homes			
<100	1	58	4%
100-200	147	555	37%
200-300	234	417	28%
300-400	143	277	18%
400-500	36	94	6%
500-750	13	73	5%
750 +	3	24	2%
Total		1498	100%
Condo/Townhome			
100-200	6	15	94%
200-300	0	1	6%
Total		16	100%
Residential Rental			
<1k	0	3	23%
1k-2k	0	9	69%
>2k	0	1	8%



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Housing Capture in Study Area

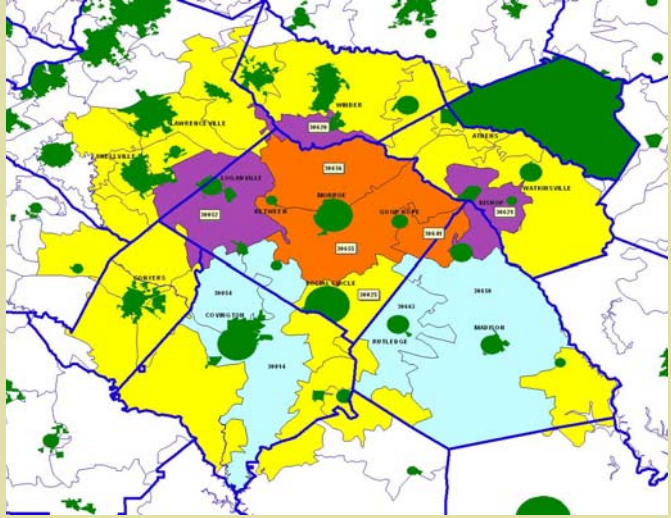
Housing Units	LCI 10 yr Capture	per year
Occupied	449	45
Owner	329	33
Renter	120	12
Vacant	-	-
Total	449	45

Occupied Units In Structure	LCI 10 yr Capture	per year
Single Family	342	34
	6	1
	48	5
Duplex	28	3
Multifamily	11	1
	10	1
	1	0
	1	0
	1	0
	449	45

Unit Value	LCI 10 yr Capture	per year
> \$50,000	-11	-1
\$50,000 - \$99,999	-39	-4
\$100,000 - \$149,000	1	0
\$150,000 - \$199,999	126	13
\$200,000 - \$249,999	44	4
\$250,000 - \$299,999	57	6
\$300,000 - \$399,999	55	6
\$400,000 - \$499,999	34	3
\$500,000 - \$749,999	26	3
\$750,000 - \$999,999	26	3
\$1,000,000 +	11	1
	329	33

RETAIL DEMAND - SUPPORTABLE SPACE

Retail Stores	Capture	
	20/10 Calculated Capture	10/5 Calculated Capture
Selected Retail Categories Below	365,249	182,624
Furniture Stores	11,227	5,614
Home Furnishing Stores	9,220	4,610
Household Appliances Stores	3,396	1,698
Radio, Television, Electronics Stores	10,588	5,294
Computer and Software Stores	4,525	2,263
Camera and Photographic Equipment	387	194
Building Material and Supply Dealers	38,061	19,030
Hardware Stores	5,710	2,855
Grocery Stores	0	0
Health and Personal Care Stores	11,957	5,978
Clothing and Clothing Accessories	59,623	29,811
Women's Accessory & Specialty	11,745	5,873
Shoe Stores	7,425	3,713
Jewelry Stores	4,301	2,151
Luggage and Leather Goods Stores	591	295
Sporting Goods Stores	6,404	3,202
Hobby, Toys and Games Stores	5,687	2,843
Sew/Needlework/Piece Goods Stores	2,679	1,339
Book Stores	3,725	1,862
General Merchandise Stores	115,925	57,963
Florists	2,222	1,111
Gift, Novelty and Souvenir Stores	5,048	2,524
Foodservice and Drinking Places	35,367	17,683
Drinking Places -Alcoholic Beverages	9,437	4,718



	R1	R2
Total Retail Sales	5.2%	2.8%
Home Centers	8.0%	5.1%
Hardware Stores	27.2%	15.6%
Supermarkets, Grocery	6.9%	4.9%
Convenience Stores	10.8%	7.6%
Specialty Food Stores	6.6%	3.0%
Pharmacies and Drug Stores	8.7%	6.7%
Gasoline Stations With Conv Stores	9.3%	6.2%
Other Gasoline Stations	14.9%	11.5%
Warehouse Clubs and Super Stores	6.0%	2.1%
All Other General Merchandise Stores	6.4%	3.5%
Used Merchandise Stores	12.9%	9.7%
Special Foodservices	27.0%	13.7%

TARGETED BUSINESSES RECOMMENDATIONS

- **“Home” Related**

- Furniture - (PTA leakage \$3.5m. Supportable space = 5,600 to 11k sf. Shares analysis suggests regional opportunity)
- Home furnishings (PTA leak \$5.6m. Ex. typical Pier 1 = \$1.7 mill/year. 4,600-9000 sf demand)
- Hardware - small potential (2.8k). Most from STA leak. Potential mom & pop downtown or expansion

- **Apparel**

- Very significant opportunity (PTA leak \$20m. Combined leakage \$53m! - ex. Gap = \$3m/year, Goody's = \$4.6m)
- Most opportunity with Women's & Family Apparel
- Demand for at least 29,000 square feet
- Also Clothing Accessories (6k sf demand)

- **General Merchandising**

- Some potential. Even with Super Wal-Mart, PTA leaks \$40m/year

TARGETED BUSINESSES RECOMMENDATIONS

- **Antiques**

- Small gain of \$1.2 million in “used merchandise”. Regional attractor
- Shares analysis shows PTA antiques share nearly three times benchmark share.
- Opportunity to build cluster/promote as antiques destination.

- **Restaurants**

- Huge opportunity (PTA leak \$22m. Combined leakage \$20m)
- All in “full service” restaurants - like Twisted Oak, Bella Cucina.
- 35,000 sf demand in PTA/STA. Restaurants are regional attractors
- Also demand for “drinking places”.

- **Electronics**

- PTA leak \$8m “radio, tv, electronics”. Ex. Rex = \$1.6m. Radio Shack \$800k
- Demand 5,000 - 10,000 sq ft. Radio Shack = 2,500 sf
- Also smaller demand for Appliances & Computer/software

TARGETED BUSINESSES RECOMMENDATIONS

- **Specialty Retail**

- Sporting Goods (demand 3k - 6k sf. Independent store DT)
- Shoes (3.7k- 7k demand. About one store or expansion)
- Jewelry (2k-4k demand. PTA leaks about \$3m/year)
- Book Stores (PTA/STA demand for 3.7k sf)
- Gift stores (2.5k sf demand. One store)
- Also hobby & games, sewing/needlework

- **Specialty Foods**

- Specialty Foods - meats, vegetables. Small opportunity with \$1.5m leakage in PTA.
- Beer & Wine. \$4m leakage in PTA, \$7m in STA. Potential for small wine shop downtown

Market Recommendations:

Policies

- **Position Monroe as “Downtown Walton County”**
 - *Target growth areas to north and west*
 - *Create Local loyalty program - expand market base*
- **Build and promote Monroe’s antiques cluster**
 - *Business Recruitment*
 - *Cooperative advertising*
- **Promote home related cluster**
 - *Position Monroe as home related retail destination (furniture, home furnishings, antiques, art)*
- **Market Economic Development Opportunities**

Market Recommendations:

Projects - Marketing

- **Create Brand identity & Marketing Plan**

- Brand identity specifically for “Monroe Town Center” or Downtown
- Anchor of seamless branded marketing plan

- **Create Town Center Website**

- Marketing Town Center assets for visitors/ also marketing dev. sites
- Communication of implementation process

- **Wayfinding**

- Direct autos & pedestrians more efficiently through community
- Direct residents & visitors to civic/cultural/parking/commerce

- **Branded Marketing Materials/Additional Collateral**

- Shopping & Dining
- Historic Information
- Events

BRAND IDENTITY



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The City of Monroe, Georgia

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Tunnell-Spangler-Walsh & Associates
Keck & Wood, Inc.
Arnett Muldrow & Associates

DOWNTOWN WEBSITE

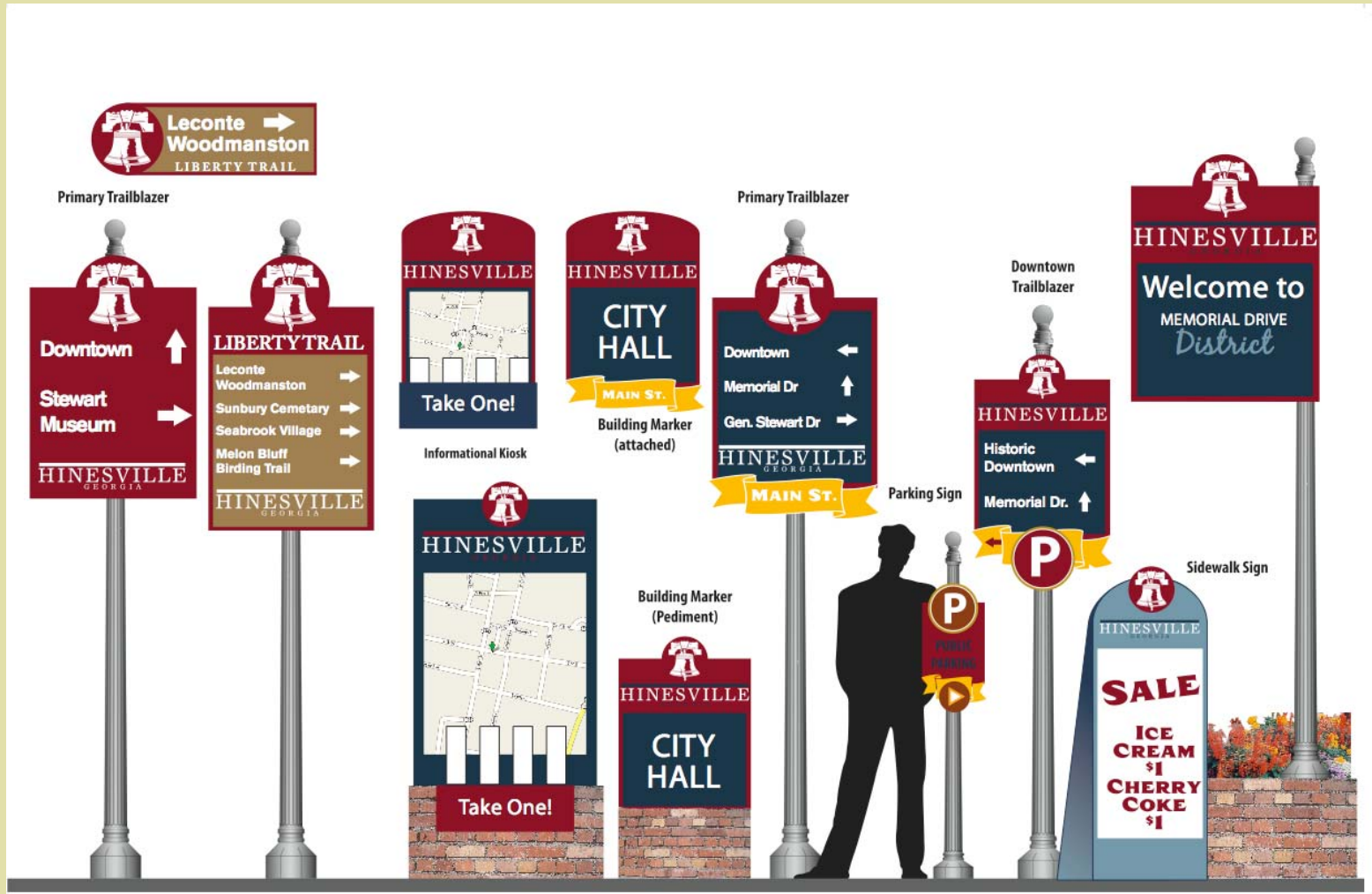


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WAYFINDING PLAN



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MARKETING PLAN



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Market Recommendations:


Projects - Economic Development

- **Market Available Properties**
 - Create available properties database with site specific data
 - Marketing materials - web/brochures
- **Create Branded Economic Development Package**
 - Market Analysis & Available Properties
 - Available Incentives
- **Promote Mixed Use & Downtown Residential**
 - \$150k - \$250k, \$200-\$400
 - Single-Family attached, detached
- **Recruit Downtown Destination Uses**
 - Antiques Cluster/ Furniture
 - B&B. Lodging
- **Create Partnership to Recruit Business/Development**
 - DDA, City, Chamber, Walton Development Auth.
 - Private Sector


MARKET AVAILABLE PROPERTIES



Before




After



CLASSIC CONCORD

Building Name: Former Heilig Meyers
Address: 29 Cabarrus Avenue
Square Footage: 30,000
Floors: 3
Features:
Hardwood Floors
Adjacent Public Parking
Freight Elevator
Rear Loading Dock
Handicap Accessible (Front and Rear)
Excellent Views of Downtown

Contact Person:
Barbara Wishey
Preservation North Carolina
123 State Street
Raleigh, NC 90000
704-555-6789



Post Office Box 62
Concord, NC 28026-0062
phone 704.784.4208
fax 704.784.2621
e-mail cddnc@aol.com

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BRANDED ECONOMIC DEVELOPMENT PACKAGE

*Historic
Downtown
Concord*
REDEVELOPMENT ASSISTANCE PROGRAMS

- RESTORATION & BEAUTIFICATION GRANT
- UPPER FLOOR GRANT PROGRAM
- SIGN GRANT PROGRAM
- LOW INTEREST LOAN PROGRAM

sponsored by

C·O·N·C·O·R·D
D·O·W·N·T·O·W·N
D·E·V·E·L·O·P·M·E·N·T
C·O·R·P·O·R·A·T·I·O·N

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Barbara Wishey
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Before
After

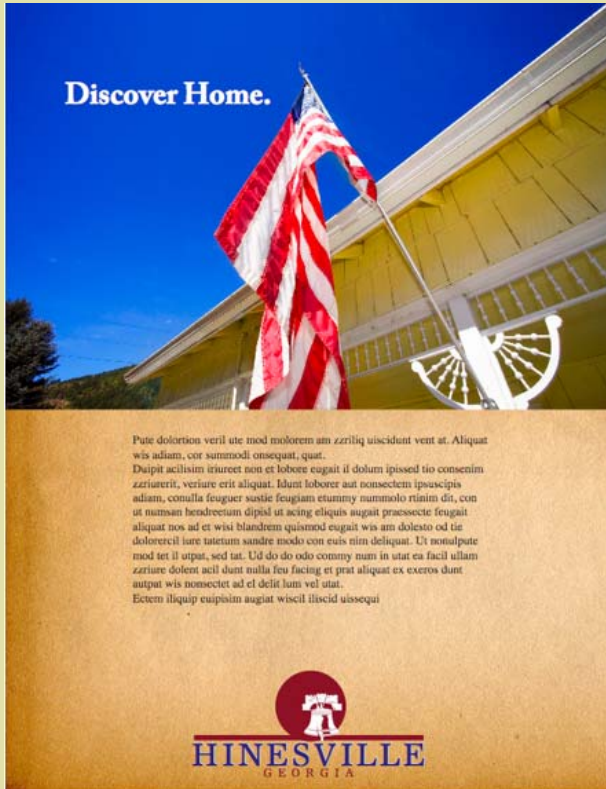
Post Office Box 62
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MARKET RESIDENTIAL DEVELOPMENT



Discover Home.

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HINESVILLE
GEORGIA



HISTORIC DOWNTOWN
WAYNESVILLE
NORTH CAROLINA

2008 SUMMER
TOUR OF HOMES &
HOME FURNISHING SALE

Ecce eugiam di, si bla fessi blan hent nisi. Alit lunt vendigna facipit acidunt nostine iulissim do erit ad magna adio exer acipsum quat loboreet erit aliquis nis alit ipoum estisci dunt lutat noutrud del dolupatit at, quatetummy nonnullupat at velit elendio nsequit nit ipisonul estrud modit ad euis augiam dip et, con hemim nis nis aliquat ate dolorpercin vero ea aut veniat. Aliquat luptat vulla cor sit non vercidunt loreriusto essent la cossed doloreet, sequatum diat at voloborem augiate min hent nassit volore dolore tincidunt ulputatie te cor-

<http://www.downtownwaynesville.com/>

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The City of Monroe, Georgia

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Keck & Wood, Inc.
Arnett Muldrow & Associates

Market Recommendations:

Projects - Economic Development

- **Create a business catalyst program**
 - *Business incubator for retail & office*
 - *Focusing on entrepreneurship/ keeping employees in area*
 - *Minority businesses*
- **Workforce development & training**
 - *Cooperation with SBDC/SCORE*
 - *Low income training & education*
 - *Programming at incubator space*
- **Incentive programs for new investment**
 - Tie to findings of market analysis
 - Business startups (ie, license abatement, 12th month rent)
 - Existing Businesses (marketing assistance)
 - Physical (ie, pres. tax credits, façade grants, low-interest loans, etc)
 - Land Acquisition

Market Recommendations:

Projects

- **Aggressively market available development sites identified in the LCI plan.**
- **Tax Allocation District (TAD)**
 - *Cooperative effort Town/ Schools/County*
 - *Capitalize on new investment*
 - *Housing redevelopment as identified in redevelopment plan (Northern portion of LCI - Sorrels, Turner, Davis, etc)*
- **Affordable Housing Initiatives**
 - GAHC loans/Housing Tax Credits/ CBDG
 - Home ownership
 - Local preservation grants
- **Town Center Community Improvement District CID**
- **Participate in National Trust for Historic Preservation's Main Street Program**

QUESTIONS?

For detailed information and continuous updates, visit

<http://www.tunspan.com/monroe>

Next Meeting
Final Presentation
December 11, 2007
6:00 p.m.
City Hall

TOWN CENTER LCI
The City of Monroe, Georgia

T S W
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Tunnell-Spangler-Walsh & Associates
Keck & Wood, Inc.
Arnett Muldrow & Associates



Town Center LCI

City of Monroe, GA - Tunnell-Spangler-Walsh & Assoc., Keck & Wood, Inc., and Arnett Muldrow & Assoc.

SITE MENU

- Documents
- Public Involvement
- Maps
- News & Announcements
- Project Management Team
- Contact Us

Welcome

Tunnell-Spangler-Walsh & Associates (TSW) was recently selected as the planning consultant for the Town Center LCI* study in the City of Monroe, Georgia. TSW has extensive experience working on LCI projects.



TSW, partnered with Keck & Wood, Inc. and Arnett Muldrow & Associates, will create a financially viable, design-based vision, plan, and implementation strategy for the Town Center of Monroe, Georgia.

Keep up with the study by visiting this web site. More information will be added over the coming weeks in preparation for the kickoff meeting.



Livable Centers Initiative

** LCI stands for Livable Centers Initiative. For several years, the Atlanta Regional Commission (ARC) has been providing funding for investment studies and transportation projects located in activity and town centers in the Atlanta region. This program of studies and projects has become known as the Livable Centers Initiative (LCI). For more information, see the [ARC's web site](#).*

NEWS

Methodology Presentation to City Council July 3, 2007

Download Presentation (PDF, 600 K)

Maps

View Aerial and Study Area maps

Public Meeting Schedule

Kick-off Meeting

Thurs., July 19, 2007, 6:00 - 8:00 p.m.
Church Street Community Building; 602 East Church St. in Monroe

Community Workshop/Charrette

Thurs., Aug. 16, 2007, 3:00 - 7:00 p.m.
Church Street Community Building; 602 East Church St. in Monroe

Preliminary Recommendations

Mon., Sept. 17, 2007, 6:00 - 8:00 p.m.
Location TBD

Draft Plan Presentation

Tues., Nov. 13, 2007, 6:00 - 8:00 p.m.
Location TBD

Final Plan Presentation

Tues., Dec. 11, 2007, 6:00 p.m.
City Council Meeting

[More News...](#)

Tunnell-Spangler-Walsh & Associates



TOWN CENTER LCI

The City of Monroe, Georgia

Draft Plan

November 13, 2007

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Keck & Wood, Inc.
Arnett Muldrow & Associates