

BLAINE

STATION

MASTER PLAN

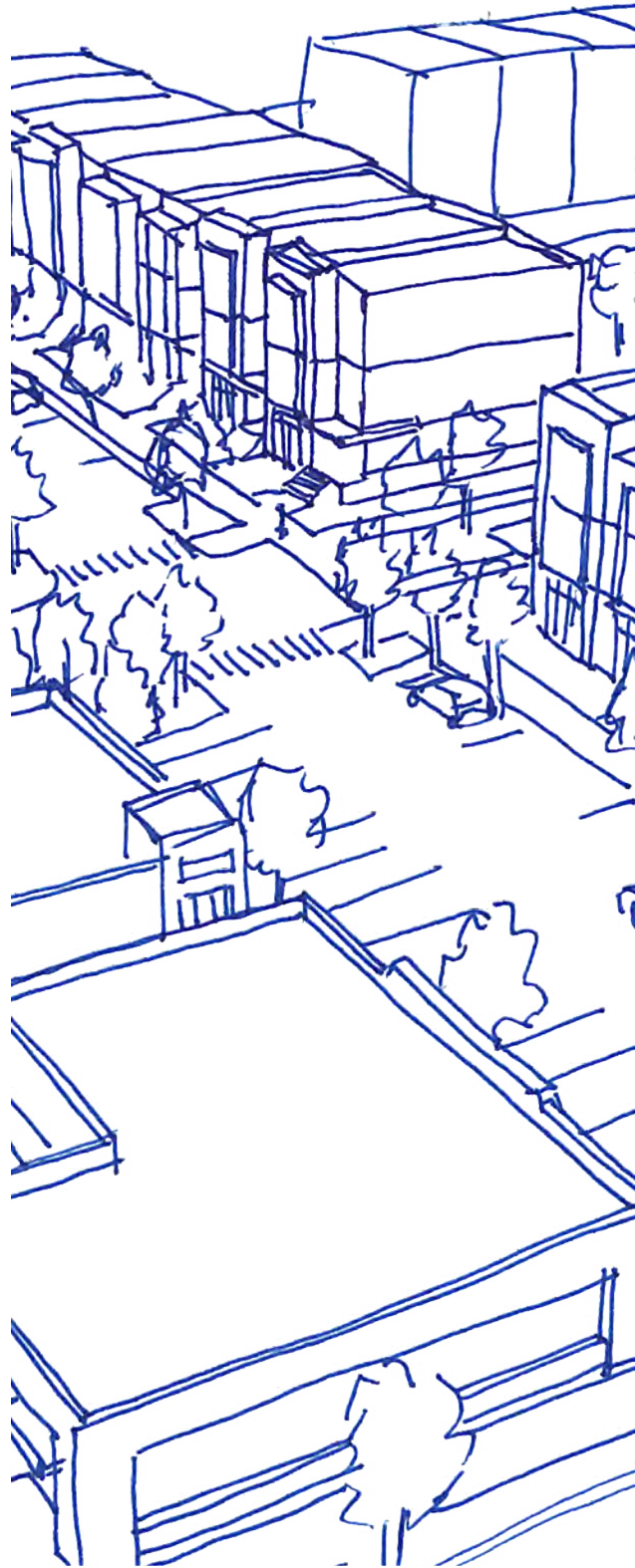
OCTOBER X, 2021

DRAFT FOR REVIEW ONLY



LORD
AECK
SARGENT

ACKNOWLEDGMENTS



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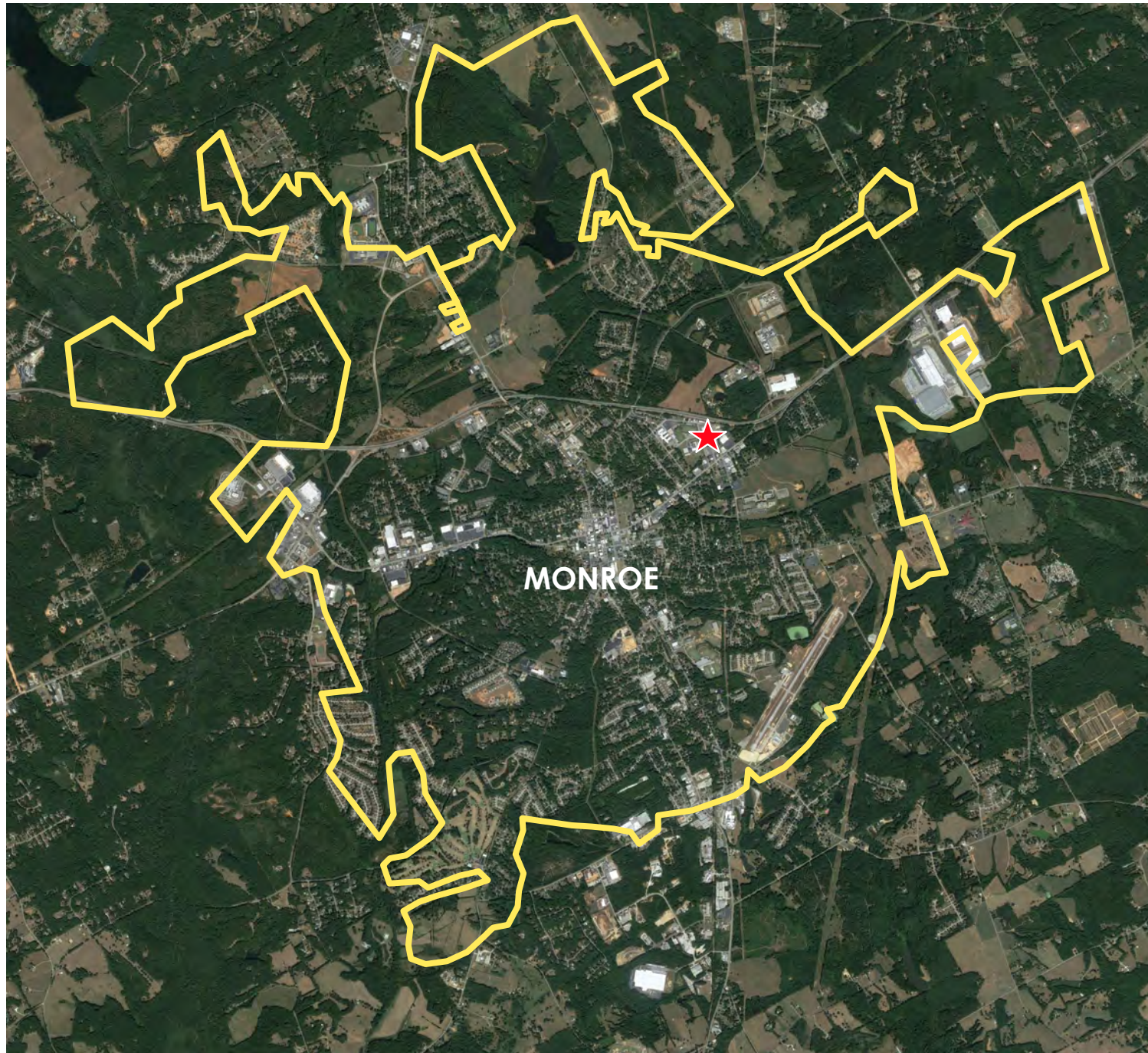
PROJECT OVERVIEW

This Blaine Station Master Plan is a development study of 140 Blaine Street, located on the east side of Monroe, Ga. As a city-owned property, the future development of this site can be proactively dictated in a manner that sets a tone for new compatible development on the east side and throughout the City as a whole. This study is intended to convey a vision of a walkable, mixed-use district that serves as a destination. The vision includes stand-alone retail, restaurants and other commercial in small format settings. Commercial uses are supplemented with small public shared open space and adjacent residential development. The open spaces are intended to be flexible in layout and design so as to accommodate a wide variety of programmed and ad-hoc events on a daily, weekly and/or yearly basis.

This report is divided into several sections including: Context, Development Concept, Development Controls, Streetscape Standards and Design Features. The Development Controls section is intended to be formally regulated through the use of site-specific Planned Unit Development zoning. The Design Features are intended to provide a guide for the desired character of the district but are not regulatory.

1 CHAPTER 1
CONTEXT + OVERVIEW

CONTEXT

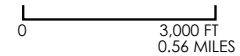


KEY

- ★ Site- 140 Blaine St
- City of Monroe

SITE DISTANCE TO:

- Bethlehem 9.9 miles
- Walnut Grove 10.6 miles
- Social Circle 11.1 miles
- Loganville 12.6 miles
- Winder 14.5 miles
- Snellville 20.5 miles
- Covington 20.8 miles
- Athens 25.7 miles



EAST MONROE

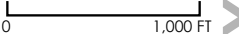


KEY PLAN

- Site- 140 Blaine St
- ★ Points of Interest

SITE DISTANCE TO:

- Downtown Monroe 1.0 mile



EXISTING SITE



The current site is underutilized consisting of mainly vacant building space and surface parking. The north portion of the existing building has recently been renovated and will house the City of Monroe police department, municipal court, and utility/infrastructure. The remainder of the existing building is vacant and in need of repairs and renovations.

In the effort to limit the amount of parking developed on-site and to avoid creating large surface parking lots, individual agreements could be negotiated with adjacent property owners to provide off-peak shared parking, particularly during Court hours/days and evenings/weekends where parking will be in high demand.



View of Existing Building Looking North



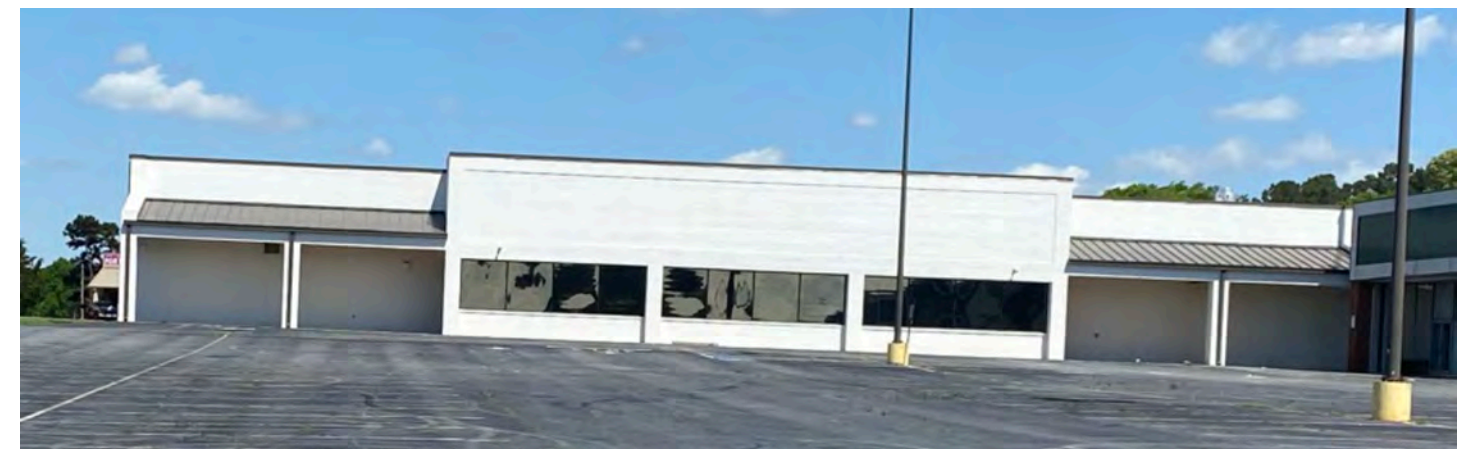
View of Existing Surface Parking Lot Looking South



View of Rear Side of Existing Building



View of Neighboring Development Behind the North End of the Existing Building



View of Renovated City of Monroe Building

2 CHAPTER 2
DEVELOPMENT
CONCEPT

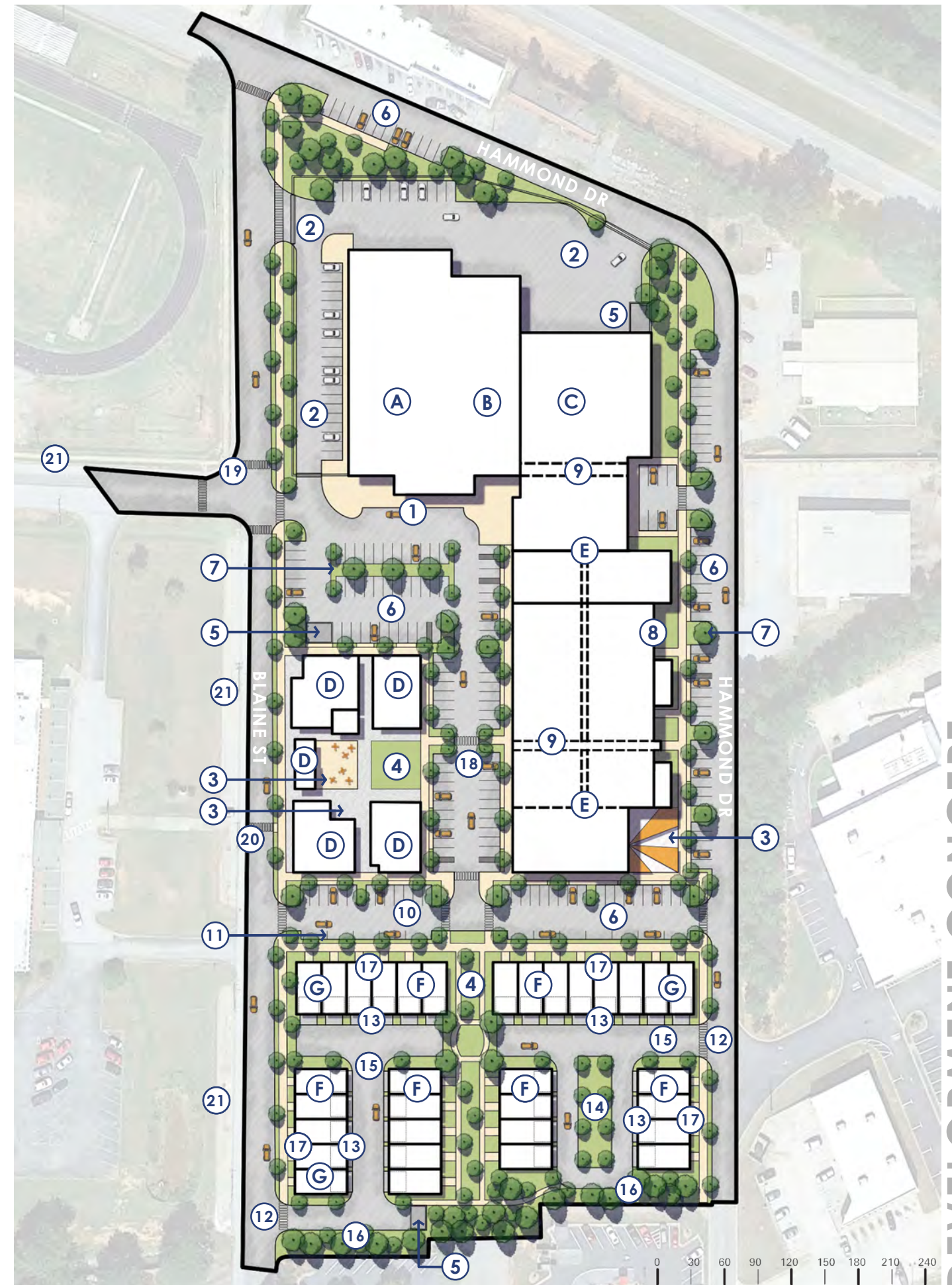
DEVELOPMENT CONCEPT PLAN

BUILDING USES

- (A) Existing City of Monroe Police
- (B) Existing City of Monroe Municipal Court
- (C) Existing City of Monroe Utility/ Infrastructure
- (D) New Commercial/Retail/ Mixed-Use
- (E) Commercial Rehab of Existing Building
- (F) Residential (Rear-Loaded Parking Underneath)
- (G) Potential Live-Work Units

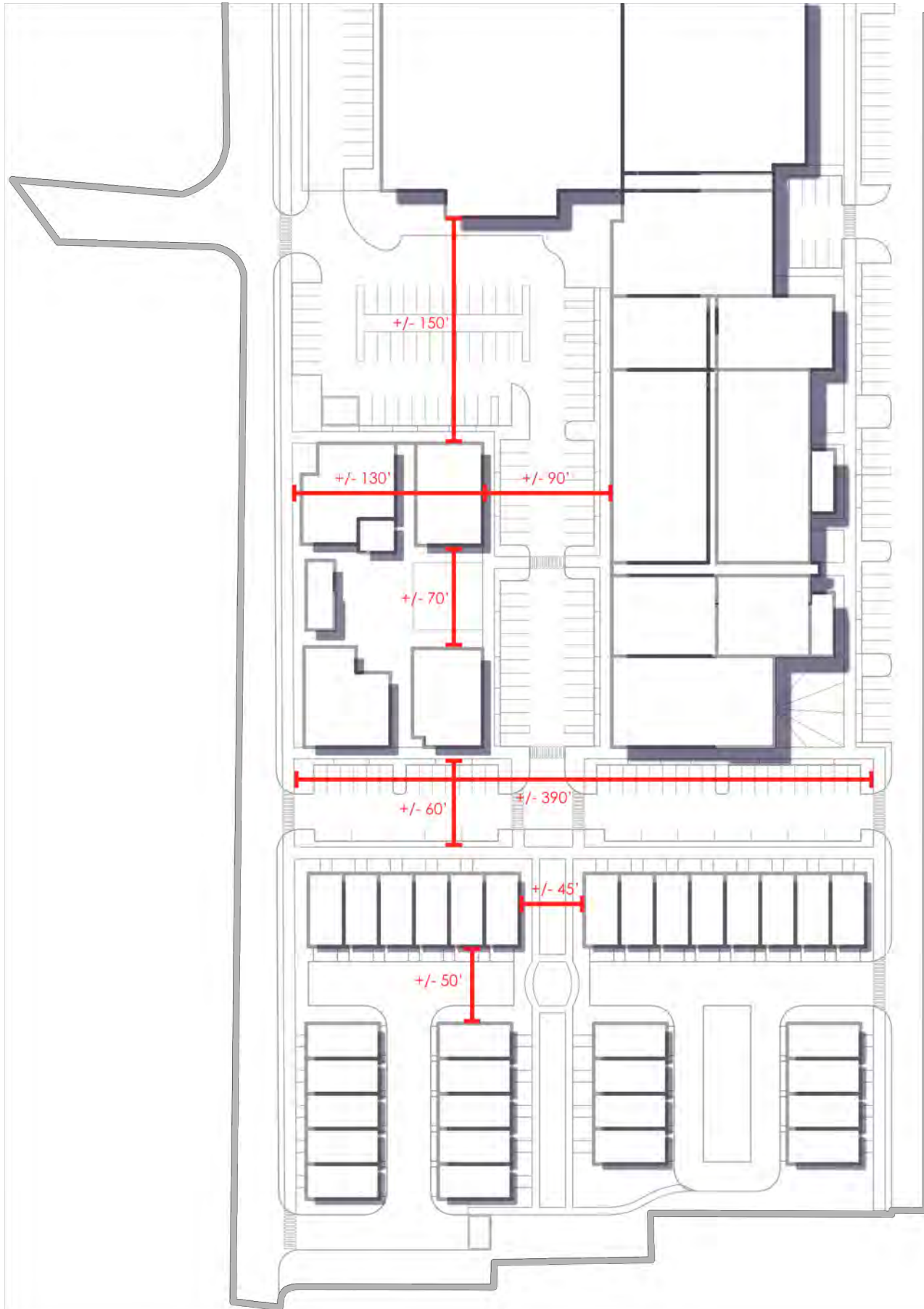
DESIGN ELEMENTS

- (1) Ride Share Drop-off Lane
- (2) Gated Service Area (No Public Access)
- (3) Potential Outdoor Dining Location
- (4) Shared Open Space
- (5) Potential Dumpster Location
- (6) New Head in Public Parking (Typ.)
- (7) Landscape Islands (Typ.)
- (8) Subdivide Existing Building to Create Tenant Spaces/Front Doors Oriented to Hammond Street
- (9) New Internal Service Corridor (location may vary)
- (10) New Cross Street- Connects Hammond St. And Blaine St.
- (11) Parallel Parking on South Side of New Street
- (12) Residential Parking Access From Hammond St. And Blaine St. Only
- (13) Rear-Loaded Tuck-Under/ Garage Parking
- (14) Potential Location for Stormwater Management
- (15) Rear Access Alley for Residential Units Only
- (16) 10' Landscape Buffer
- (17) Stoops/ Front Doors of Residential Units (buildings must follow this orientation)
- (18) Mid-Block Pedestrian Connections (locations may vary)
- (19) New Pedestrian Crosswalks on Blaine St
- (20) Existing Mid-Block Crossing
- (21) Existing On-Street Parking

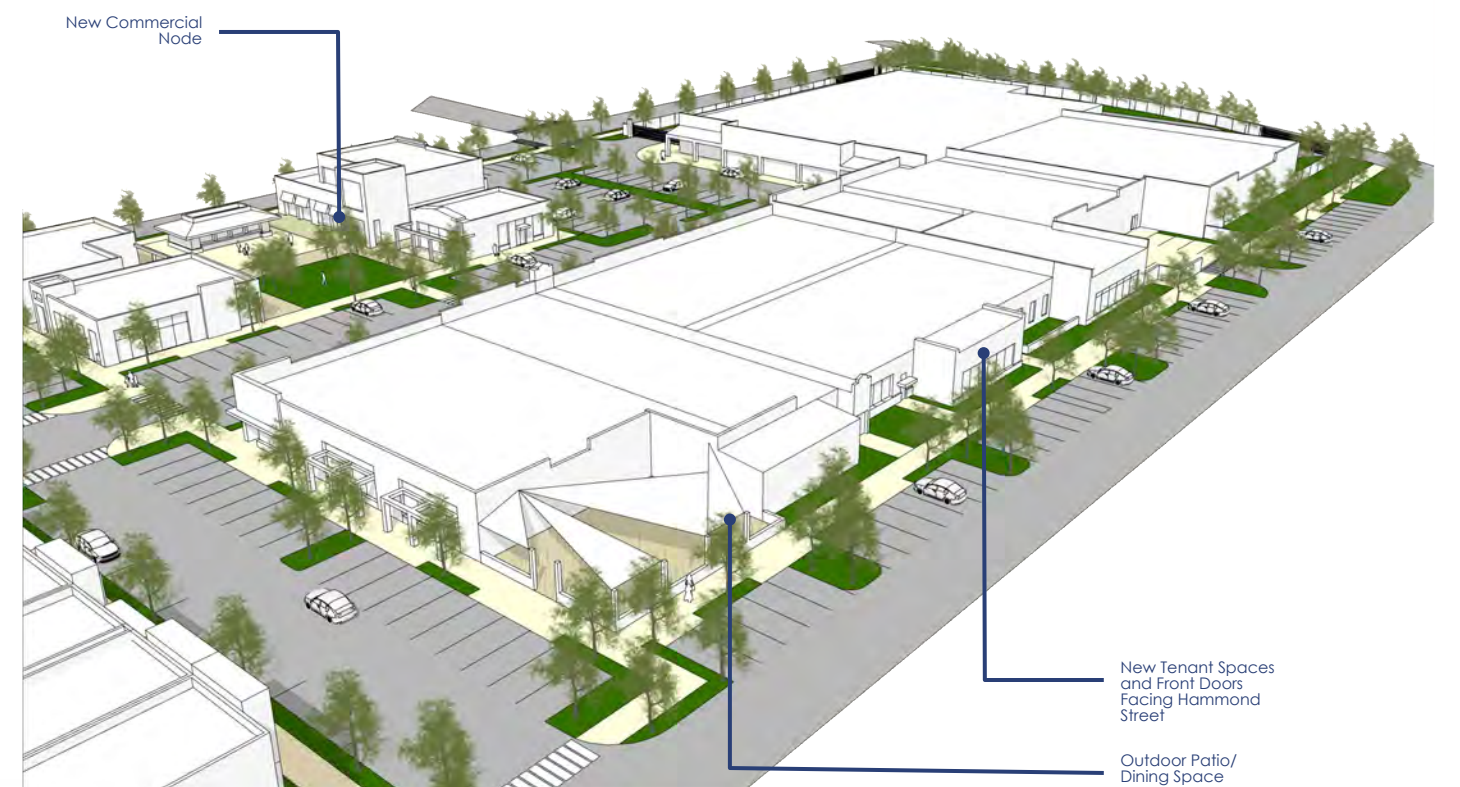
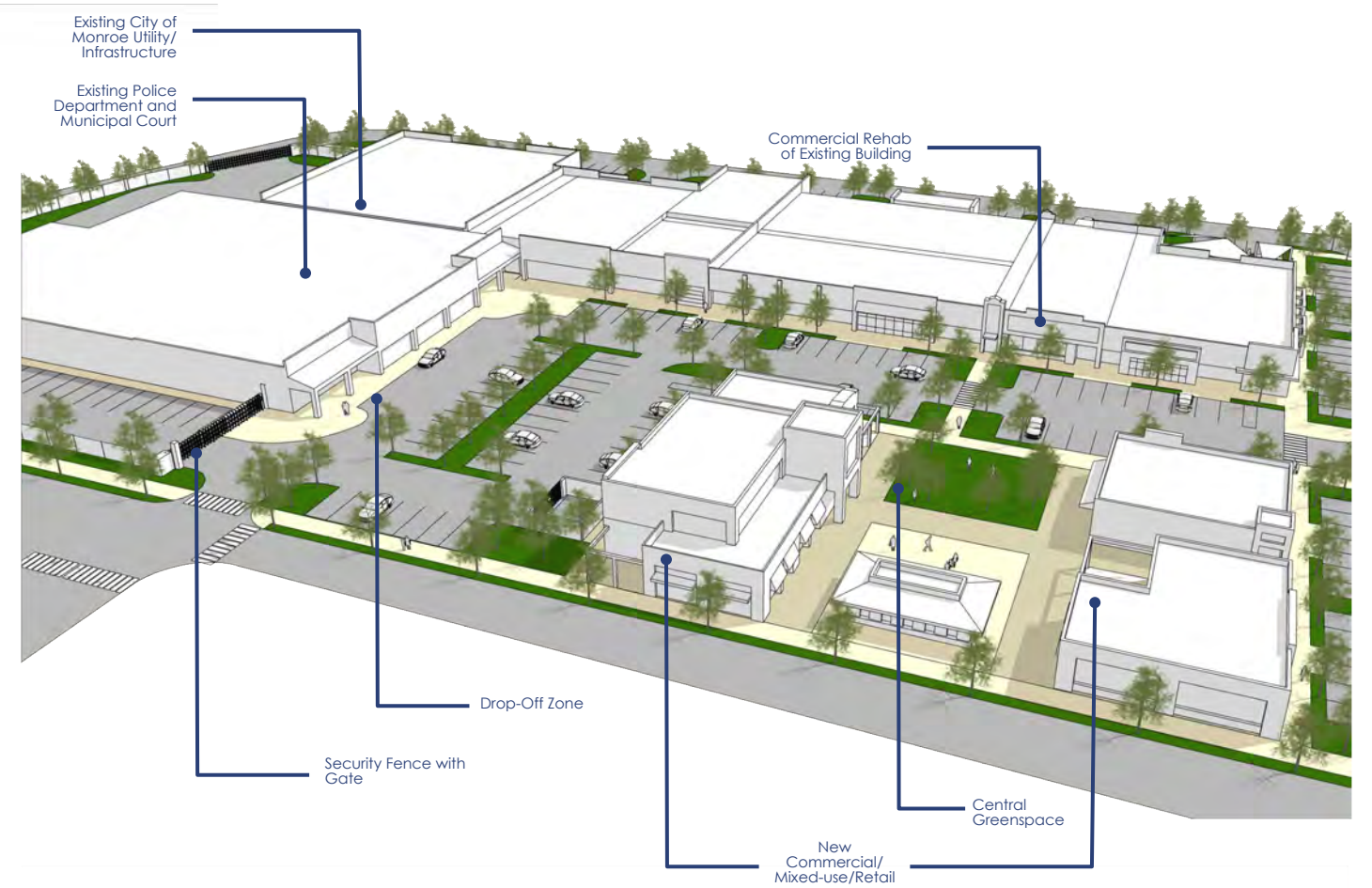


DEVELOPMENT CONCEPT

CONCEPT DIMENSIONS

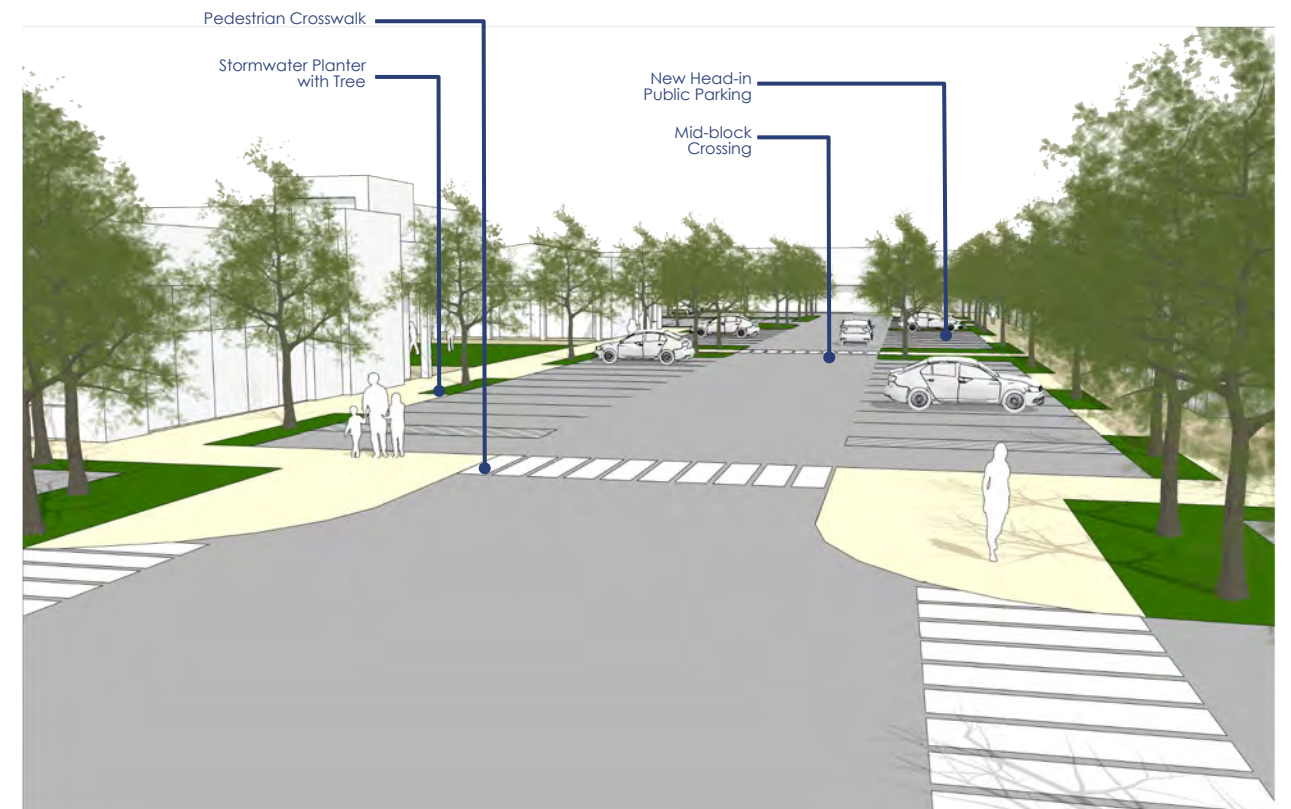


3D SITE MODEL



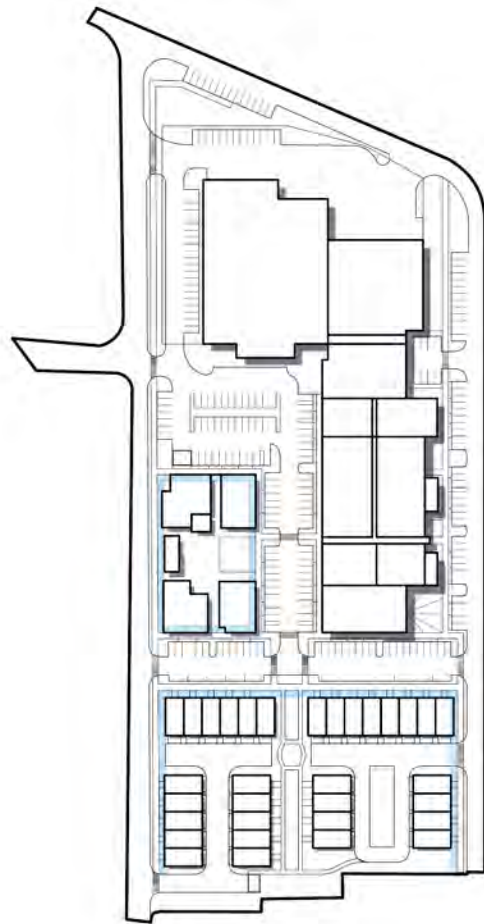
DEVELOPMENT CONCEPT

Development Concept is conceptual only, is not engineered and is not intended to convey specific architecture.



3 CHAPTER 3
DEVELOPMENT
CONTROLS

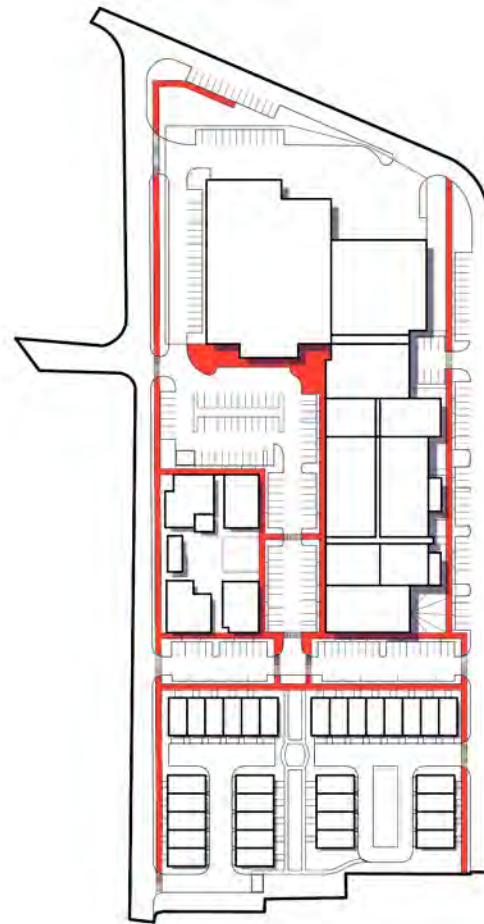
SITE PLAN CONTROLS



BUILD-TO-ZONE

-0-10' zone adjacent to all primary sidewalks

-Building facade must be within this zone



SIDEWALKS

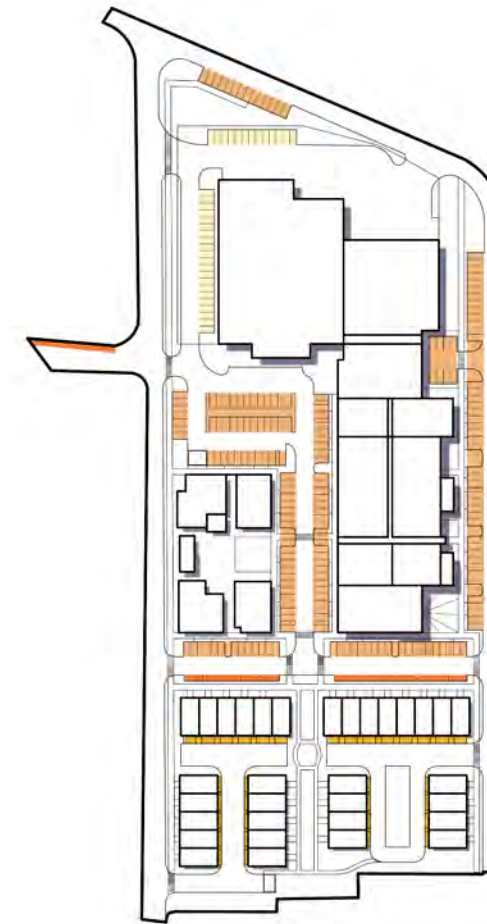
-Primary sidewalks (does not include secondary and residential area sidewalks)

-All primary sidewalks should be a minimum of 8'



GREENSPACE

-Required public shared open space areas



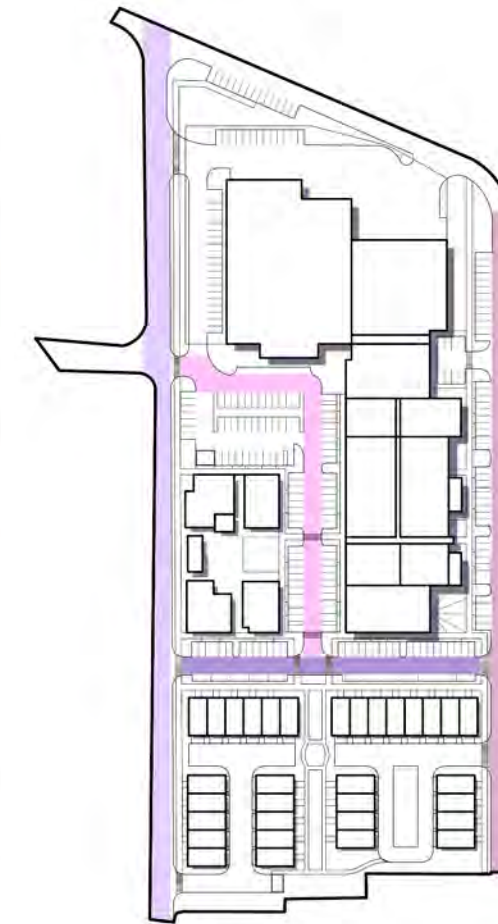
PARKING

-Parking limited to these areas

- Shared parking is encouraged (see page 8)

- Head-in Parking = 174
- Parallel Parking = 12
- Tuck-under Garage = 32
- Police Dept. Only = 34

*Edwards St provides 31 additional on-street parallel parking spaces



STREET TYPES

-See Chapter 4 for street type sections

Internal Streets

- Internal Type A
- Internal Type B
- Blaine
- Hammond

SUBAREA MAP

- SUB AREA 1:
Commercial Mixed Use
- SUB AREA 2:
Residential Mixed Use
- SUB AREA 3:
Commercial Reuse
- SUB AREA 4:
Public Services



SITE PLAN



DEVELOPMENT CONTROLS

DEVELOPMENT CONTROLS



	SUBAREA 1: COMMERCIAL MIXED-USE	SUBAREA 2: RESIDENTIAL MIXED-USE
New Commercial Development (gross area)	12,000 - 24,000 square feet	0 - 12,000 square feet Ground Floor Live-Work Only
New Residential Development	0 to 15 units Upper floors only	28 to 56 units
Building Height	1 to 2 floors Roof top decks allowed	2 to 3 floors Roof top decks allowed
Façade Length	0 to 85 feet	0 to 200 feet
Individual Tenant Size	0 to 10,000 square feet	0 to 600 square feet Ground Floor Live-Work Only
Build-To Zone	0 to 5 feet As measured behind sidewalk	0 to 10 feet As measured behind sidewalk
Shared Open Space	Open Space Zones per Site Plan 4,000 square feet minimum	Open Space Zones per Site Plan 4,000 square feet minimum
Parking	Parking Zones per Site Plan 1.0 - 1.5 spaces per residential unit	Parking Zones per Site Plan 1.0 - 2.0 spaces per residential unit Head-in off Hammond allowed

	SUBAREA 3: COMMERCIAL RE-USE	SUBAREA 4: CITY OF MONROE EXISTING
New Commercial Development (gross area)	N/A - rehab of existing	existing only
New Residential Development	N/A - No residential allowed	existing only
Building Height	N/A - rehab of existing	existing only
Façade Length	N/A - rehab of existing	existing only
Individual Tenant Size	0 to 10,000 square ft	existing only
Build-To Zone	N/A - rehab of existing	existing only
Shared Open Space	N/A - rehab of existing	existing only
Parking	Parking Zones per Site Plan Head-in off Hammond allowed	Parking Zones per Site Plan Private Parking for Police / City Services only

NOTES:

1. Areas are expressed in overall gross square footages
2. Build-To Zone is as measured behind sidewalks all Primary Sidewalks
3. Shared open space must be contiguous, consolidated and publicly accessible
4. Shared open space area calculation includes only space behind the back of Primary Sidewalks and does not include private dining patios
5. Minimum numbers in ranges represent a threshold requirement

6. No commercial parking is allowed in Subarea 2; Live Work and/or residential guest parking can be accommodated in parallel parking on Internal Type B
7. Live Work is defined as a business contained within a residential units and is owned and operated by the occupant of the same residential unit

PERMITTED USES BY SUBAREA

SUB AREA 1
Commercial Mixed Use
SUB AREA 2
Residential Mixed Use
SUB AREA 3
Commercial Reuse

	SUB AREA 1 Commercial Mixed Use	SUB AREA 2 Residential Mixed Use	SUB AREA 3 Commercial Reuse	
ACCESSORY BUILDINGS AND USES:				
accessory apartments	X	C	X	
accessory dwelling units	X	C	X	
bed and breakfasts	X	C	C	
fuel dispensary, pump, island, and or canopy	X	X	X	
home occupations	X	P	X	
structures- general	X	C	C	
				<i>Regulated under Section 1000.9 of the Zoning Ordinance.</i>
temporary structures	P	P	P	
uses-general	X	C	C	
ADMINISTRATIVE AND INFORMATION SERVICE FACILITIES:				
administrative offices/processing center	P	X	P	
cell/telecommunications center	P	X	P	
data processing/ programming facilities	P	X	P	
ALCOHOL AND BEVERAGE STORES:				
beer and wine	P	X	P	
AMUSEMENTS AND ENTERTAINMENT:				
game center	P	P	P	
theaters, outdoor	P	P	X	
ANIMAL FACILITIES AND SERVICES:				
clinics and specialty service	P	P	P	<i>See development controls for tenant size limit</i>
animal/pet supply stores, retail	P	P	P	<i>See development controls for tenant size limit</i>
animal/pet supply stores	P	P	P	<i>See development controls for tenant size limit</i>
ANTIQUA, CURIO, AND COLLECTIBLE SHOPS				
antiqua, curio, and collectible shops	P	P	P	
APPAREL STORES, CLOTHING, AND ACCESSORIES				
bridal, vintage, consignment	P	P	P	
new	P	P	P	
secondhand and thrift	P	P	P	
show repair, service	P	P	P	
tailoring and/ or dressmaking service	P	P	P	

Any uses not specifically listed require a Conditional Use Permit.

SUB AREA 1
Commercial Mixed Use
SUB AREA 2
Residential Mixed Use
SUB AREA 3
Commercial Reuse

	SUB AREA 1 Commercial Mixed Use	SUB AREA 2 Residential Mixed Use	SUB AREA 3 Commercial Reuse	
ARTS, CRAFTS, AND HOBBIES:				
art studio	P	P	P	
craftsman studio	P	P	P	
AUDIO / VIDEO / COMPUTER EQUIPMENT:				
supply stores, rental, and repairs	P	P	P	
supply stores, retail	P	P	P	
BEAUTY SHOP / SERVICES:				
barber, hairdresser, and/or stylist shops	P	P	P	
beauty supply retail	P	P	P	
beauty /health supplies	P	P	P	
manicure establishment	P	P	P	
tanning centers	P	P	P	
BOOK, NEWS, MAGAZINE STORES, RETAIL				
book, news, magazine stores, retail	P	P	P	
BUILDING, CONSTRUCTION AND SPECIAL TRADE FACILITIES				
contractor and developer offices	P	P	P	<i>Architecture must be consistent with desired style.</i>
CATERING ESTABLISHMENTS, RETAIL, AND RENTAL				
catering establishments, retail, and rental	P	P	P	
CHILDCARE FACILITIES:				
child-care, center	X	X	C	<i>Defined in the Zoning Ordinance as 7 or more children</i>
child-care, home	X	C	X	<i>Defined in the Zoning Ordinance as 6 or less children</i>
CHURCHES:				
community	X	X	X	
megachurch	X	X	X	
neighborhood	P	X	P	
collection agency	X	X	P	<i>Only permitted on Hammond Drive.</i>
COMMUNITY ASSOCIATIONS/ CLUBS-CIVIC AND PRIVATE				
community associations/ clubs-civic and private	P	P	P	
CONFECTIONERY AND DESSERT SHOPS, RETAIL				
confectionery and dessert shops, retail	P	P	P	
COPY AND BLUEPRINT SHOPS				
copy and blueprint shops	P	P	P	

Any uses not specifically listed require a Conditional Use Permit.

PERMITTED USES BY SUBAREA

	SUB AREA 1 Commercial Mixed Use	SUB AREA 2 Residential Mixed Use	SUB AREA 3 Commercial Reuse	
DEPARTMENT / DISCOUNT DEPARTMENT STORES, RETAIL	P	P	P	See development controls for size limit.
DETECTIVE AGENCY	P	P	P	
DRUG STORES, RETAIL	P	P	P	
EDUCATIONAL FACILITIES				
schools private, public, parochial	X	C	C	See development controls for size limit.
school programs-day, pre-,post-	P	X	C	See development controls for size limit.
studios for work or teaching or fine arts	P	P	P	See development controls for size limit.
photography, music,drama,dance, martial arts	P	P	P	See development controls for size limit.
FABRIC AND NOTION SHOPS, RETAIL	P	P	P	
FINANCIAL INSTITUTIONS-BANKS, SAVINGS/LOANS				
with/without drive thru window	X	X	X	
automatic teller machine only	C	X	C	Only if integrated, not stand-alone
FLORIST AND PLANT SHOPS, RETAIL	P	P	P	
FUNERAL AND INTERMENT ESTABLISHMENTS				
storage and undertaking, mortuary, and/or funeral home	X	X	X	
GIFT,CARD, AND STATIONARY SHOPS, RETAIL	P	P	P	
GROCERS, RETAIL				
convenience food stores	P	P	P	See development controls for size limit.
delicatessens,bakery, specialty	P	P	P	
grocery markets	P	P	P	See development controls for size limit.
health food	P	P	P	
HEALTHCARE, SERVICE-DENTAL, MEDICAL, ETC.				
clinics (day service only)	X	X	C	
convalescent care, nursing, rest homes	X	X	X	
hospital and laboratories	X	X	X	
person care homes, family	X	C	X	
personal care homes, group	X	X	X	
congregate private offices	X	X	X	

Any uses not specifically listed require a Conditional Use Permit.

	SUB AREA 1 Commercial Mixed Use	SUB AREA 2 Residential Mixed Use	SUB AREA 3 Commercial Reuse	
INTERIOR DESIGN AND DECORATING ESTABLISHMENTS:				
china,clock, frame and/or rug shops	P	P	P	
retail floor covering, retail, and service	P	P	P	
furniture and furnishings stores	P	P	P	
retail hardware and paint stores	P	P	P	
retail kitchen supply stores, retail	P	P	P	
kitchen supply stores, rental	P	P	P	
linen and drapery, retail and service	P	P	P	
wallpaper, retail, and service	P	P	P	
JEWELRY STORES, RETAIL	P	P	P	
LAUNDRY AND/OR DRY CLEANING ESTABLISHMENTS:				
drop and pick up	X	X	X	
stations full-service	X	X	X	
self-service,public	X	X	X	
LAWN AND GARDEN ESTABLISHMENTS:				
supply and equipment, retail and rental	X	X	X	
greenhouse and plant nursery	X	X	X	
LODGING				
bed and breakfast inns	X	C	X	
hotels	X	X	X	
inns	C	C	X	
MERCANTILE AND DRY GOOD STORES, RETAIL	P	P	P	See development controls for size limit.
MEDIA FACILITIES, PRINT, AND ELECTRONIC:				
film and internet production offices	X	P	P	See development controls for size limit.
newspaper offices	X	P	P	See development controls for size limit.
publishing and printing establishments	X	X	X	
MOTOR VEHICLES AND EQUIPMENT:				
car wash, service, or self service	X	X	X	
fuel sales	X	X	X	
general service/ installation of parts/ access	X	X	X	
new or used, sales, and rental	X	X	X	
light duty trailer sales, new-accessory use	X	X	X	
parts/accessories	X	X	X	
sales tires, sales	X	X	X	
MUSICAL INSTRUMENT SHOP, RETAIL	P	P	P	

Any uses not specifically listed require a Conditional Use Permit.

PERMITTED USES BY SUBAREA

	SUB AREA 1 Commercial Mixed Use	SUB AREA 2 Residential Mixed Use	SUB AREA 3 Commercial Reuse
OFFICE PARKS:			
medical office parks	X	X	X
professional office parks	X	X	X
OFFICE SUPPLY STORES, RETAIL			
	P	P	P
OPTICAL SUPPLY STORES, RETAIL			
	P	P	P
PARKING, COMMERCIAL-PRIMARY USE:			
garages	X	X	X
lots	X	X	X
PARKS AND RECREATION:			
health/fitness center	P	P	P
gymnasium	X	X	X
neighborhood activity center-accessory use	X	P	P
parks, active	X	X	X
parks, passive	P	P	P
PHOTOGRAPHY:			
supply and processing stores, sales/service	P	P	P
PROFESSIONAL OFFICES			
	P	P	P
PUBLIC BUILDINGS			
government offices, libraries, museums	P	P	P
conventional hall, community center	P	P	P
RECREATIONAL EQUIPMENT STORES, REPAIR AND RENTAL			
	P	P	P
RECREATIONAL EQUIPMENT/SUPPLY STORES, RETAIL			
	P	P	P
RESIDENTIAL:			
accessory apartments	P	P	X
accessory dwellings	X	P	X
apartment buildings	X	P	X
apartment houses	X	P	X
lofts	P	P	X
single-family dwellings	X	X	X
townhomes	X	P	X
RESTAURANT:			
restaurant/café, grill, lunch counter	P	P	P

Any uses not specifically listed require a Conditional Use Permit.

	SUB AREA 1 Commercial Mixed Use	SUB AREA 2 Residential Mixed Use	SUB AREA 3 Commercial Reuse
SALES AND SERVICE FACILITIES:			
appliance stores (small and large), retail, rental, and/or repairs	P	P	P
equipment (small and large), service, and rental	P	P	P
equipment (office), service, and rental	P	P	P
cleaning services janitorial/cleaning supplies	P	P	P
store, wholesale lawn and garden supply	P	P	P
TELECOMMUNICATIONS FACILITIES:			
mobile telephones/ paging, retail, and service	P	P	P
satellite dishes, retail	X	X	X
			Regulated under Section 1000.9 of the Zoning Ordinance.
TEMPORARY BUILDINGS			
	P	P	P
TOY, VARIETY, NOVELTY, AND DIME STORES, RETAIL			
	P	P	P
TRAVEL AGENCIES			
	P	P	P
UTILITY AND AREA SERVICE PROVIDER FACILITIES:			
police, ambulance	X	X	X
television stations	X	X	X
utility transformers, substations, and towers	X	X	X
parking, temporary event	P	P	P

NOTES:

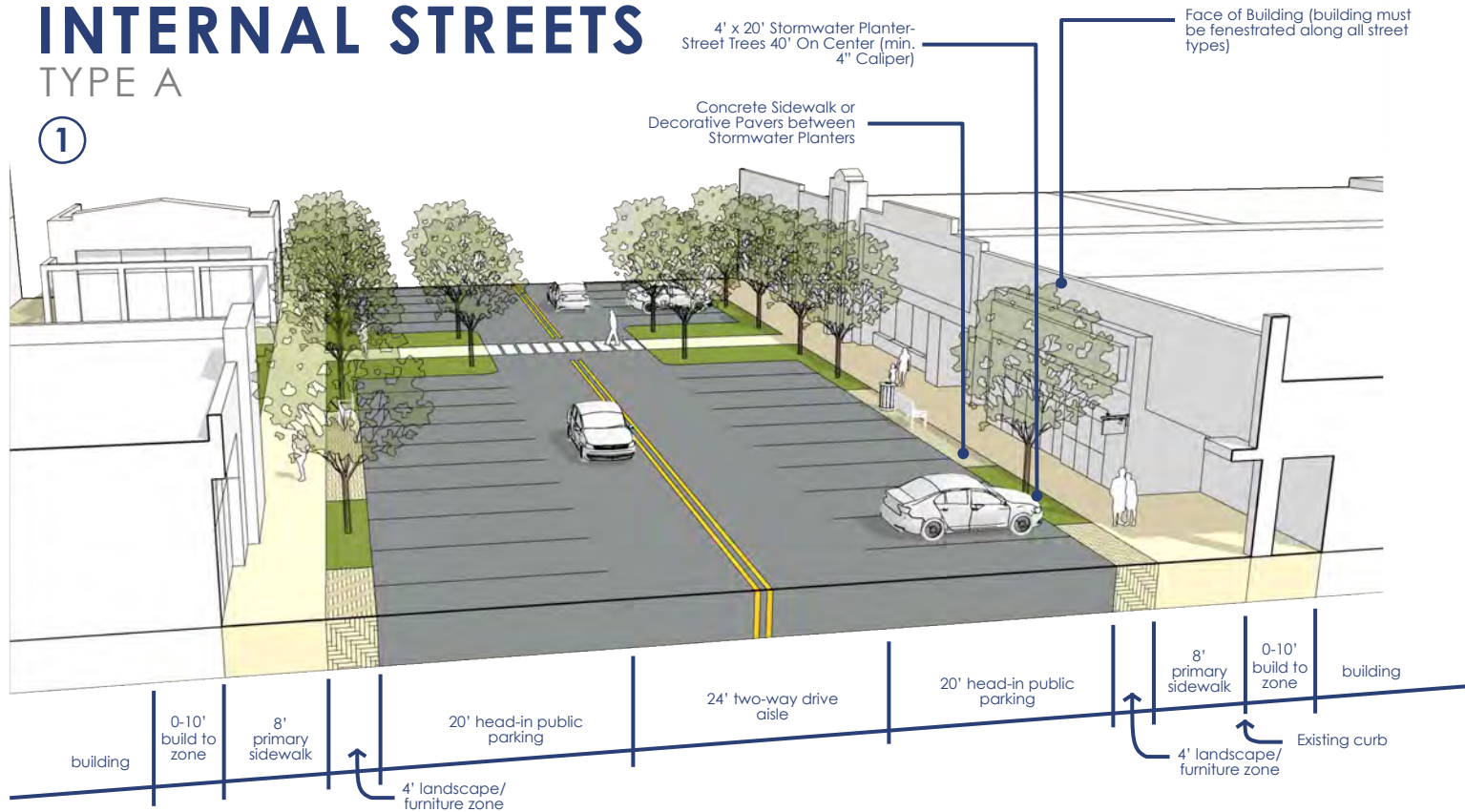
1. Any uses not specifically listed require a Conditional Use Permit
2. See City of Monroe Zoning Ordinance for definitions of individual uses

4 CHAPTER 4
STREETSCAPE
STANDARDS

INTERNAL STREETS

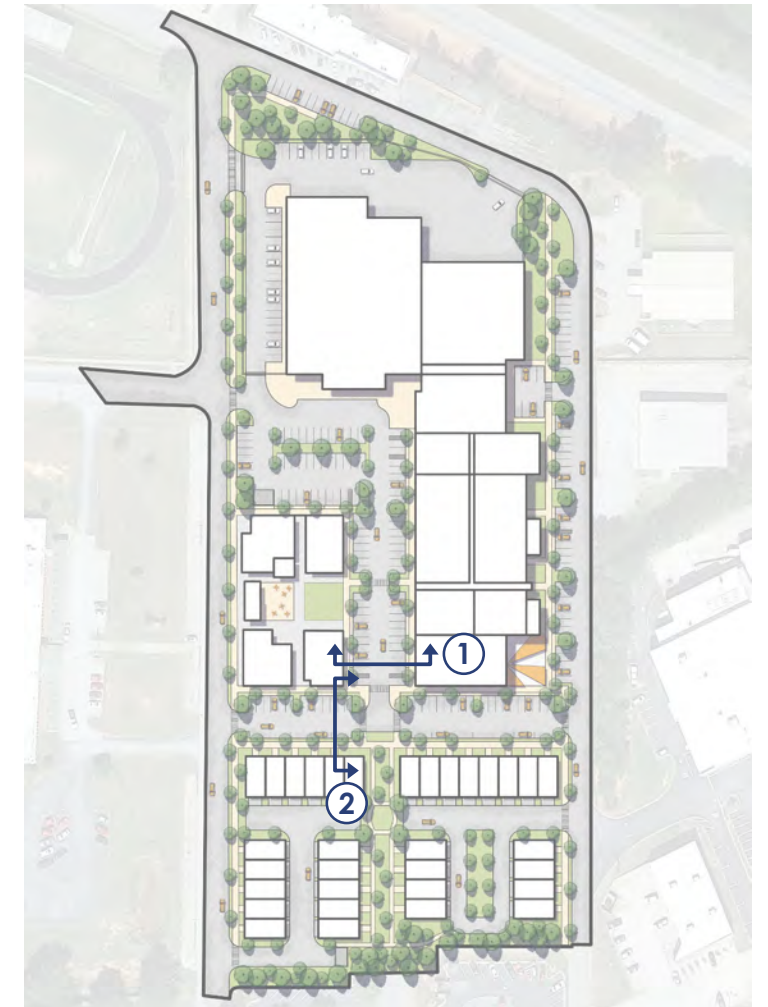
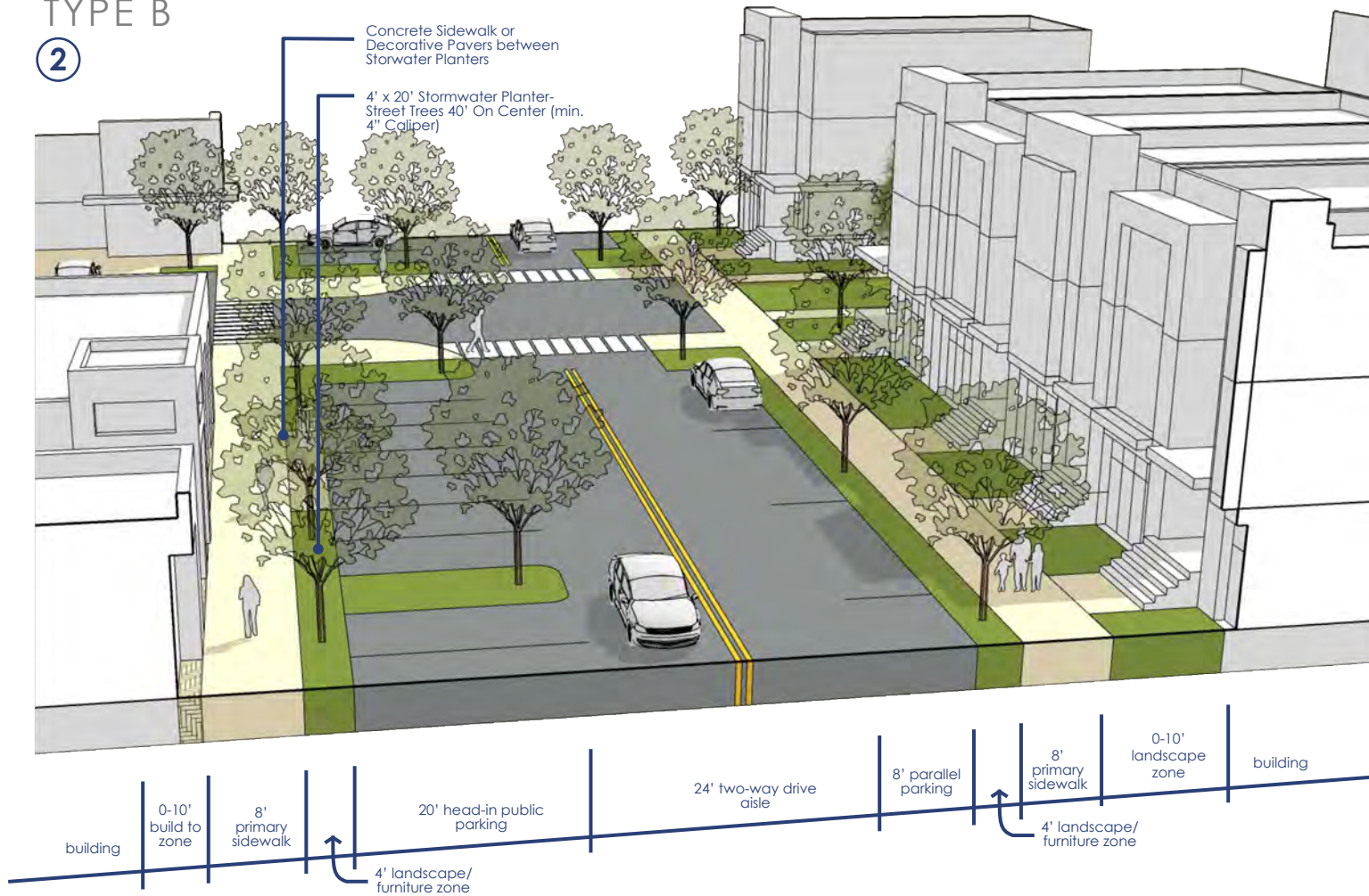
TYPE A

1



TYPE B

2

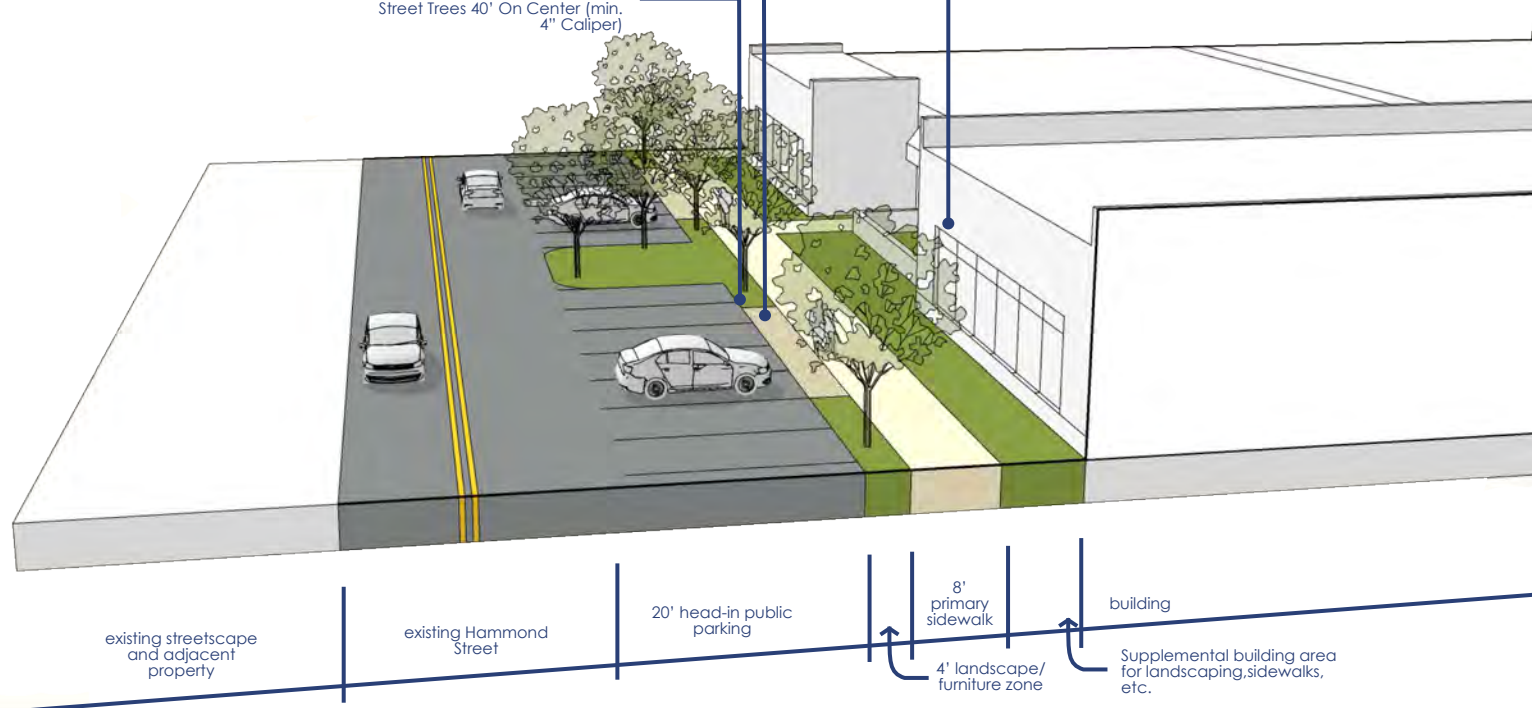


EXTERNAL STREETS

HAMMOND-SUBAREA 2

3

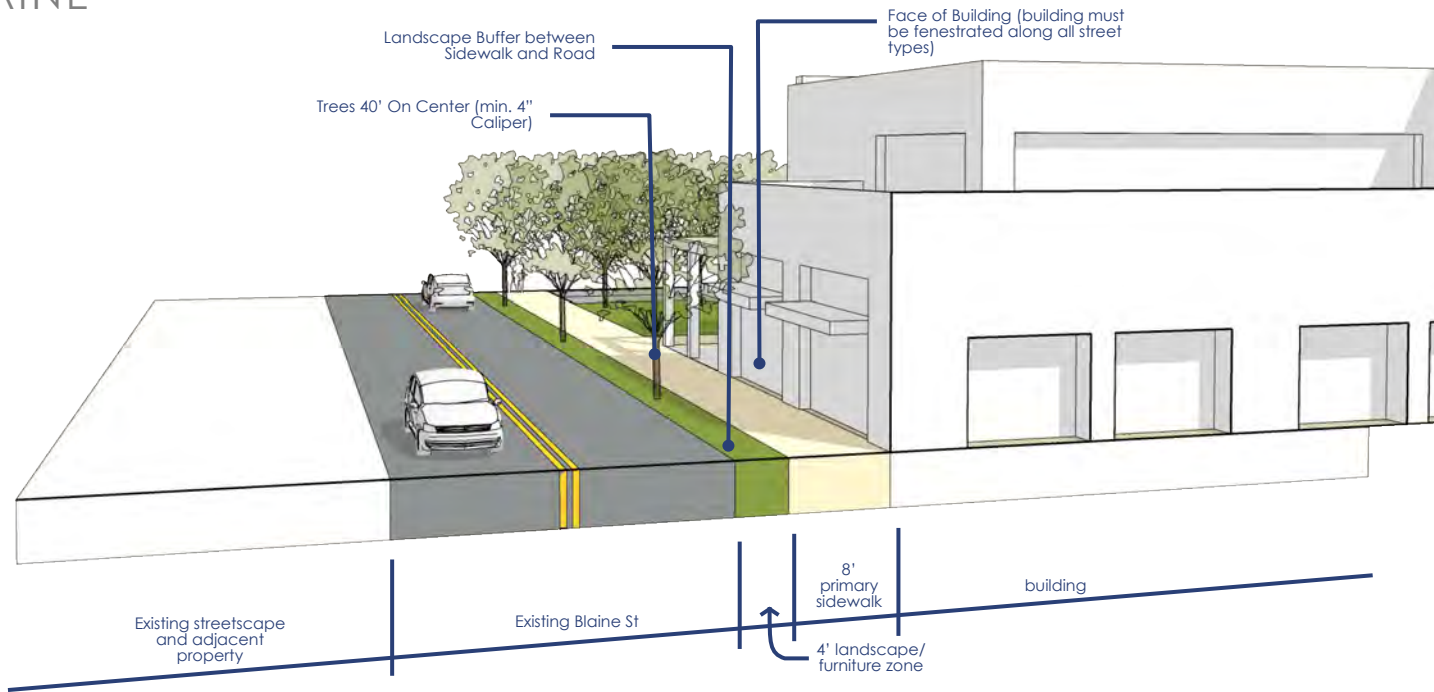
Concrete Sidewalk or Decorative Pavers between Stormwater Planters
 4' x 20' Stormwater Planter- Street Trees 40' On Center (min. 4" Caliper)
 New rehabbed building facade to serve as "front doors"



BLAINE

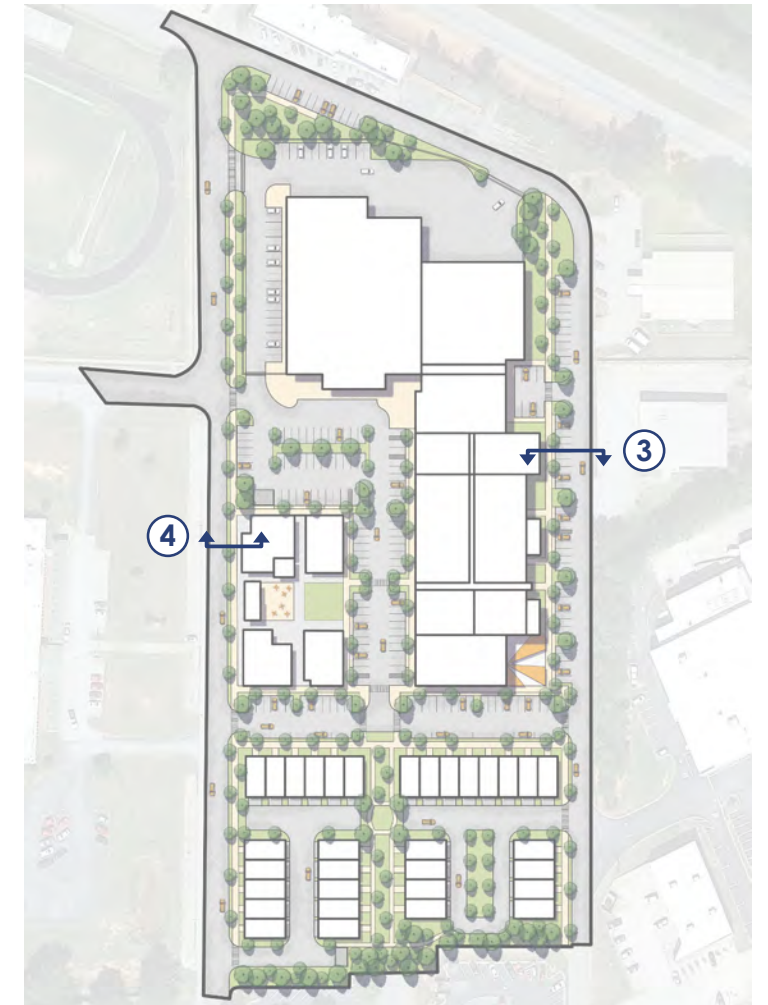
4

Landscape Buffer between Sidewalk and Road
 Trees 40' On Center (min. 4" Caliper)
 Face of Building (building must be fenestrated along all street types)



KEY PLAN

KEY PLAN



5 CHAPTER 5
DESIGN FEATURES

COMMERCIAL MIXED-USE ARCHITECTURAL STYLE

The desired architectural style is a simplified, contemporary feel with relatively clean lines and a modern aesthetic without being "ultra modern" or overly austere. Traditional and/or ornamental styles that attempt to mimic an historic "main street" aesthetic are discouraged in order to create a district that is differentiated from Downtown Monroe.

BUILDING MASSING

New commercial/mixed-use buildings should be kept to relatively simple forms, should utilize small footprints and should be designed to emphasize and differentiate individual tenants/vertical bays. Repetitive, continuous facades are discouraged.

PREFERRED



Example of simple building form with minimal ornamentation



Example of extensive use of building fenestration



Each tenant has a defined storefront breaking up the overall building mass



Clear delineation of individual tenants



Example of simple building form with minimal ornamentation



Example of extensive use of building fenestration

DISCOURAGED



Avoid the use of traditional detailing such as arch top windows



Avoid historic "main street" feel



Avoid long unbroken cornice lines



Example of a building lacking differentiation from bay to bay

RESIDENTIAL MIXED-USE

ARCHITECTURAL STYLE

The desired architectural style is a simplified, contemporary feel with relatively clean lines and a modern aesthetic without being "ultra modern" or overly austere. Traditional and/or ornamental styles that attempt to mimic an historic aesthetic are discouraged in order to create a district that is differentiated from Downtown.

BUILDING MASSING

New residential/live-work buildings should be kept to relatively simple forms, should be designed to emphasize and differentiate individual units/vertical bays. Repetitive, continuous facades are discouraged.



Example of simple building form with minimal ornamentation



Clean, modern aesthetic and simple lines



Live-work units encouraged



Emphasis on vertical proportions

PREFERRED



Example of simple building form with minimal ornamentation



DISCOURAGED



Avoid traditional styling and details



Avoid long unbroken cornice lines that emphasize horizontal proportions



Avoid traditional styling and details



Avoid traditional styling and details

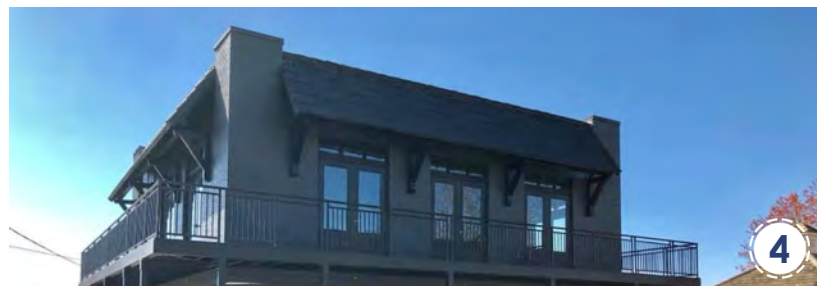


Avoid detached single-family development in favor of higher density options

ROOF STYLE

For both commercial and residential buildings, parapet/flat/shallow pitch roofs are preferred as a means to de-emphasize the form and mass of the roof as seen from the ground. Heavy use of gables, hips, dormers and overhangs is discouraged.

PREFERRED



DISCOURAGED



MATERIALS + DETAILS

Materials and detailing should be in keeping with a clean, simple contemporary style but should not be "ultra contemporary" or too austere. Painted brick or muted color brick is the preferred dominant material and can be augmented with other secondary materials (other than wood, stone or vinyl). Traditionally styled details and ornamentation such as brackets, distressed or Georgia Red brick, double hung windows, lap siding, molding, etc. are discouraged. Muted color palettes are preferred over bright colors.



4

PREFERRED



1

Simple detailing and muted color palette



5

Encouraged use of color as an accent element



6

Encouraged window style



2



7



8

Encourage simple and sleek awnings/ overhangs



3



9



10

Encourage simple and sleek awnings/ overhangs



11

Encourage glass storefronts when possible



15

Avoid double hung windows



16

Avoid clad siding



19

Avoid over use of stucco/EIFS or similar



20

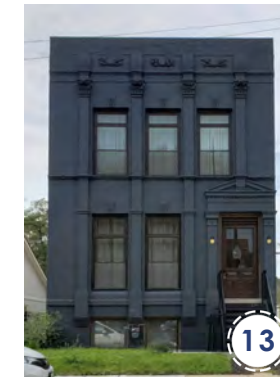
Avoid exposed wood details

DISCOURAGED



12

Use of bright colors is discouraged



13

Avoid monolithic color palettes



14

Avoid exposed wood details



17

Avoid rustic stone and wood material combinations



18

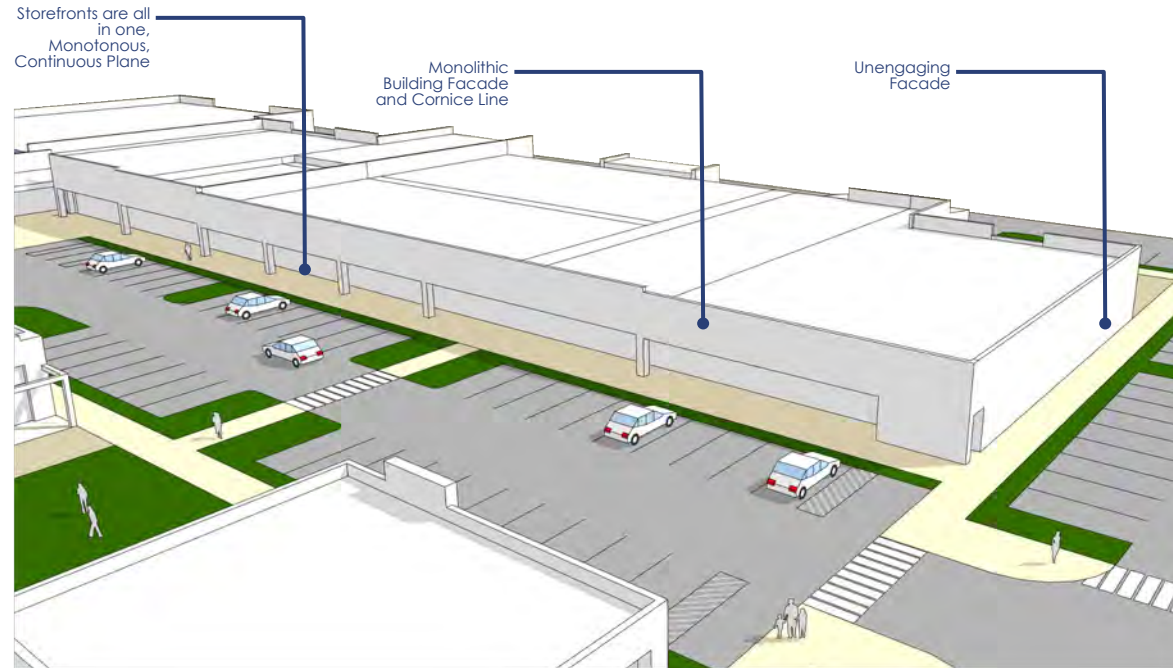
Avoid metal siding or buildings

COMMERCIAL REHAB

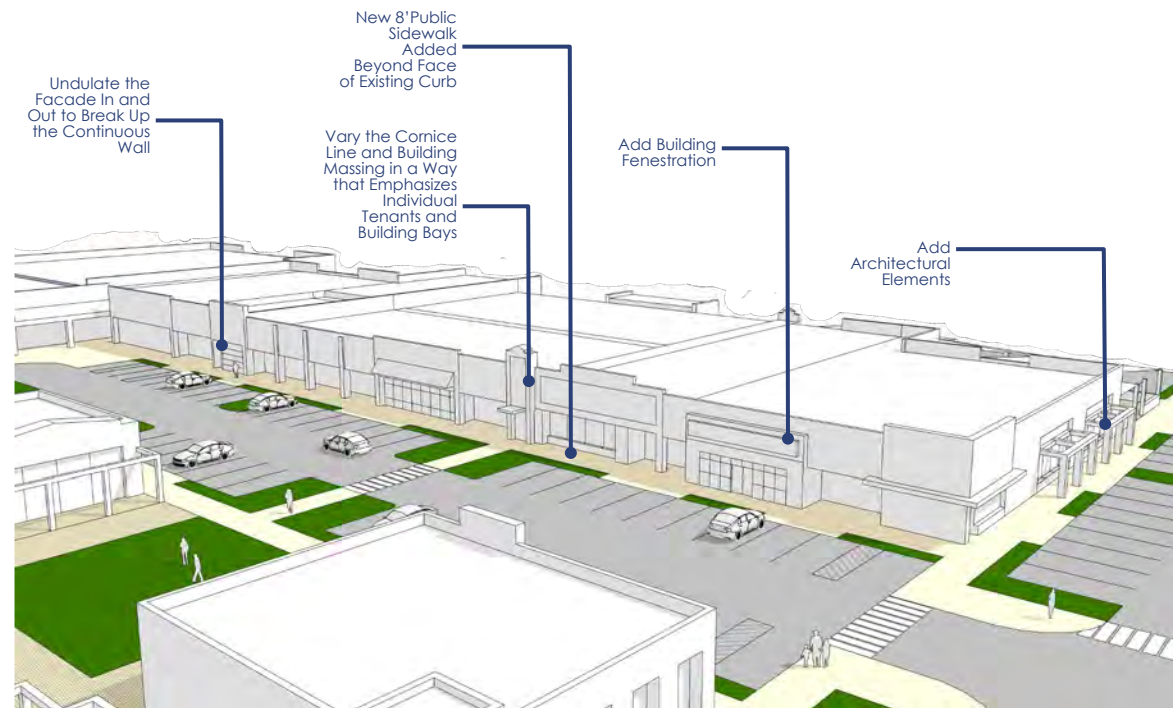
The existing commercial building should be rehabbed in a way that reflects the overall vision and desired attributes for the site. Added architectural elements should be consistent with the overall architectural style and use similar materials.

The key goal for rehabbing the existing building is creating less monolithic, and more differentiated spaces. This goal can be achieved by adding building fenestration, bringing the storefronts out to the pedestrian, adding more engaging outdoor elements, and breaking up the facade both horizontally and vertically.

EXISTING BUILDING FACADE



POTENTIAL BUILDING FACADE



PREFERRED



Roll up doors can be used to create a connection between indoors and outdoors



Example of opening the building overhang to engage the pedestrian



Add landscape, furniture, and other engaging elements where appropriate



DISCOURAGED



Avoid traditional/historic aesthetics and styling



Include outdoor dining space where possible and appropriate



Avoid creating a "strip center" feel by avoiding consistent, repetitive bays

DESIGN FEATURES

SHARED OPEN SPACES

Shared public open spaces (locations and sizes as per the development controls) should be open-air, accessible and open to the public. Spaces should be relatively simple and flexible in design so as to allow a wide variety of programmed and ad-hoc activities. Adjacent buildings should be mindful in how doors, windows and seating areas are located so as to maximize visibility/activity. Landscaping should be used to soften open spaces and make them more attractive. Extensively manicured plantings or over use of landscaping should be avoided in order to mitigate maintenance issues. Materials should be durable and permanent. Shared open spaces should not be walled or gated in any way that discourages public use (other than during late evening hours if needed security). In addition to Shared Open Spaces, additional private outdoor dining is also encouraged.

PREFERRED



1



4



5



2



3



6



7

4 Encourage small, flexible active recreational uses in open spaces



8

Encourage engaging storefronts with tables, planters, etc.



9

Encourage linear open spaces between residential buildings for added greenspace



10

DISCOURAGED



11

Avoid structures and displays that lack a feel of permanence



12

Avoid open spaces that lack flexibility of use and/or require significant maintenance



13

Entirely fenced open spaces are not permitted in public spaces

PLACEMAKING

Placemaking features should be engaging, pedestrian-oriented, and consistent with the vision of the site as a whole. The placement of these features should be primarily in public spaces and used to encourage activity in public areas. Sight lines and view sheds should be considered when determining placement. Features can be static or interactive. Rotating art pieces, temporary exhibits, and community events are appropriate.

Although appropriate placemaking strategies, some features are more consistent with other character areas around Monroe and are discouraged on this site.



Small scale water features are appropriate



Example of appropriate residential only placemaking features including furniture, water features, and small gazebos/shade structures

PREFERRED



Example of interactive public element



Use lighting to create a sense of place at night



DISCOURAGED



Structured play equipment is discouraged in public areas



DESIGN FEATURES

SIGNAGE

SIGNAGE TYPES

The signage within this development should seek to enhance the identity and pedestrian experience. Signage should generally follow the City of Monroe Zoning Ordinance Article XII- Signs with a few exceptions.

Exceptions:

1. In subarea 1, more than one wall sign per a building is suitable for buildings that have frontage on numerous sides. Only one wall sign is allowed per a wall.
2. Ground and monument signs for individual buildings are not permitted.
3. A wall sign's area shall not be larger than 10% of the frontage wall area of the facade of the story which is occupied by the business or 100 square feet, whichever is less.
4. In subarea 4, multiple wall signs shall be allowed with a total sign area not to exceed an aggregate of 240 square feet per wall.

Entry signage, vertical and horizontal blade signs, wall signs on building facade, and standalone way-finding signage are all acceptable sign types. However, vertical and horizontal blade signs are encouraged for individual tenants. Monument signs are only permitted as district-wide branding.

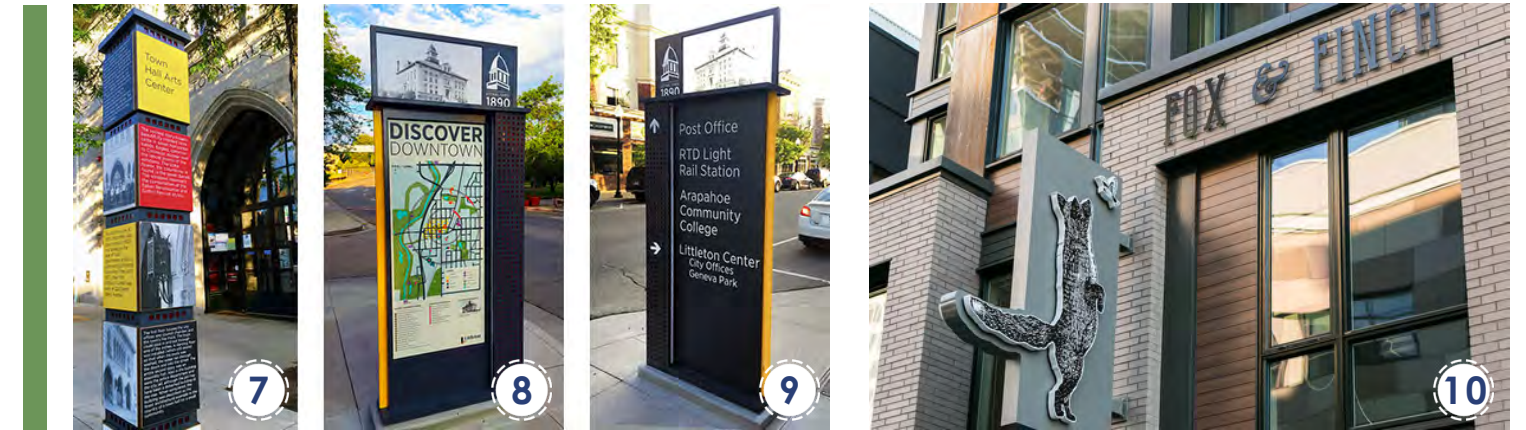
PREFERRED



MATERIALS

Signage materials should be consistent and complimentary to the architectural style of the building to which it identifies. All signage should follow the City of Monroe Zoning Ordinances Article XII- Signs regarding materials. All signs shall be clean, simple, and easily legible. Avoid materials such as exposed wood.

Pedestrian scaled wayfinding signs are encouraged and should be consistent in design and color throughout the site so as to read as a collection or set. Signs should be lit via external sources. Signs that are internally illuminated, neon, flashing, or utilized LED strips are discouraged.



Use building elements for illumination as opposed to self-illuminating signs.



Appropriate use of wall sign and blade sign for the same tenant.



DISCOURAGED



DESIGN FEATURES

PARKING

Surface parking for commercial uses should be spread throughout the district so as to avoid creating overly large, consolidated paved areas of parking. Parking areas should include the use of street trees in landscaped islands (one tree between every 10 perpendicular parking spaces, min.). Residential parking should be located to the rear of residential buildings, ideally in integrated rear garages accessed via rear alleys. Clearly striped pedestrian cross walks and/or raised speed tables are encouraged.

PREFERRED



1
Landscape islands between parking spaces is strongly encouraged



3
Appropriate example of a stormwater planter with tree (with or without fencing)



2
Well-marked pedestrian crosswalks are required



4
Provide landscaping and bulb-outs in parking areas to enhance pedestrian safety and experience



5
Encourage rear-access garages and alley parking in residential areas



6
Example of a well-planted larger parking lot

DISCOURAGED



7
Parking lots without landscaping are not permitted. Landscape islands are required



8
Avoid tree wells when possible. Use stormwater planters (4)



9
In residential areas, avoid forward facing garages and parking

STORMWATER MANAGEMENT

Responsible and sustainable stormwater management strategies are critical to the success of this development. New development must result in a net decrease in impervious area, reduced runoff and erosion, and improved water quality. A wide variety of Stormwater Best Management Practices (BMPs) are strongly encouraged including (among others): utilizing a whole-site strategy rather than site-by-site approaches, incorporating distributed bioretention areas/rain gardens, downspout disconnects and rainwater harvesting, and pervious pavers/pavement where feasible.



IMPERVIOUS SURFACE COVERAGE

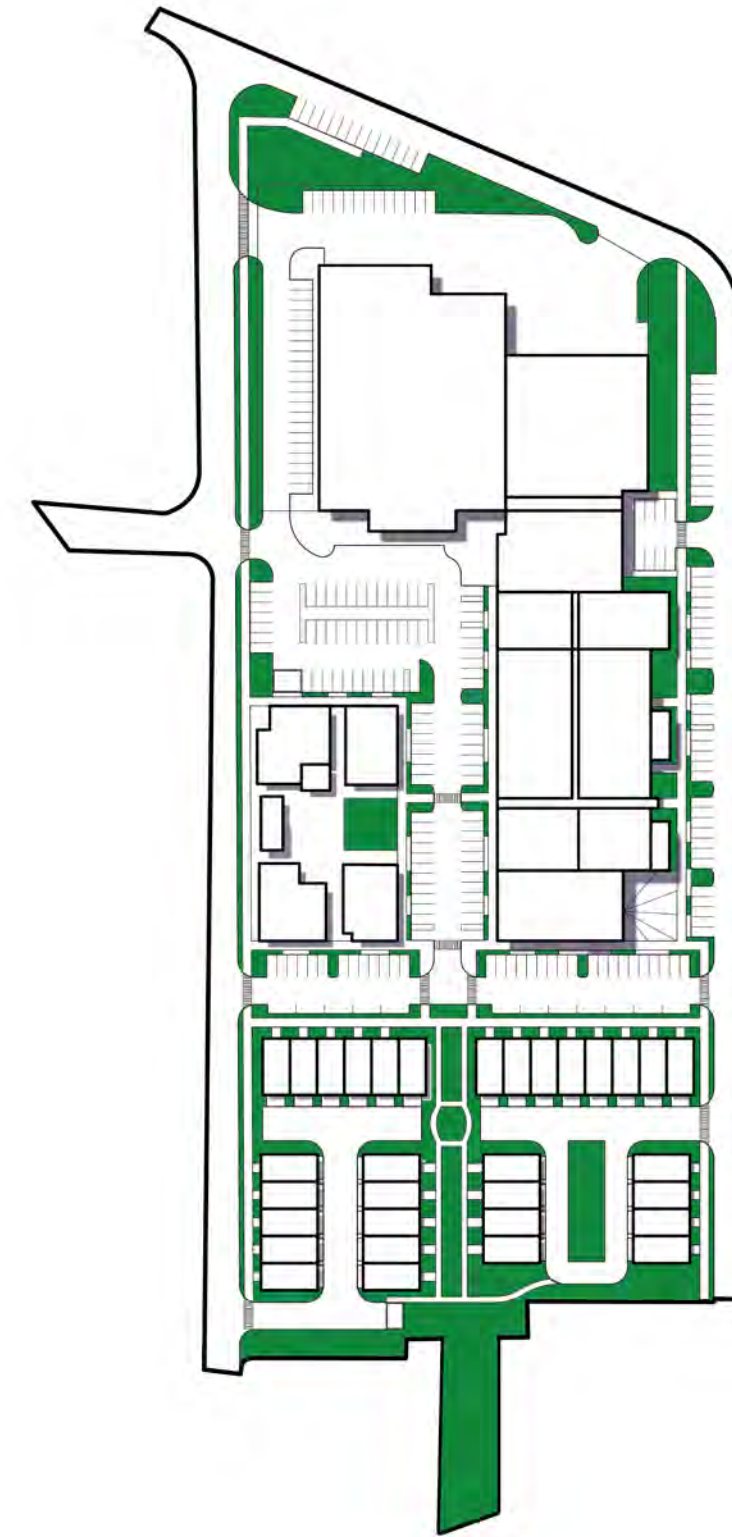
Existing Site Impervious

Surface Area = +/-9.5 ACRES

Proposed Site Impervious

Surface Area = +/-8.7 ACRES

Increase in 0.8 acres of pervious area



 Potential Stormwater Management Locations

