TOWN CENTER LCI
The City of Monroe, Georgia

Draft Plan
November 13, 2007

T S W TEAM
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
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
North Gateway Plan

Live-Work

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North Gateway Plan

Grocery Store

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Retail Screening Big Box

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Mixed Use
North Gateway Plan

Townhouses
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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Townhouses

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Corner Park

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Mixed Use
Downtown Plan

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
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 implemented 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*
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
Market Recommendations:

Policies

- Encourage increased homeownership in Monroe.
- Target appropriate business types.
## Trade Area Housing Projections - PTA

### Housing Units

<table>
<thead>
<tr>
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<td>8,976</td>
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<td>Owner</td>
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<td>16,386</td>
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<td>Renter</td>
<td>3,858</td>
<td>4,960</td>
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<td>7,360</td>
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<td>Vacant</td>
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<td>994</td>
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### Unit Value

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<tr>
<td>&gt; $50,000</td>
<td>990</td>
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<td>515</td>
<td>651</td>
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<td>256</td>
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<td>19,674</td>
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<td>6,576</td>
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### Occupied Units In Structure

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<th>Occupied Units In Structure</th>
<th>2007</th>
<th>2012</th>
<th>2017</th>
<th>Total Annual Estimated Demand</th>
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<td>Single Family</td>
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<td>Detached</td>
<td>13,775</td>
<td>17,199</td>
<td>20,623</td>
<td>685</td>
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<td>Attached</td>
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<td>305</td>
<td>366</td>
<td>12</td>
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<td>Mobile Home</td>
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<td>2,884</td>
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<td>Duplex</td>
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<td>3 to 4</td>
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<td>677</td>
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<td>5 to 9</td>
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<td>587</td>
<td>19</td>
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<td>10 to 19</td>
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<td>20 to 49</td>
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<td>63</td>
<td>76</td>
<td>3</td>
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<td>50 or More</td>
<td>29</td>
<td>36</td>
<td>43</td>
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<tr>
<td>Multifamily</td>
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# Current Market - Walton

## Georgia MLS Listings

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<tr>
<th>Pricepoint</th>
<th>New Construction</th>
<th>Total Units</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Homes</td>
<td></td>
<td></td>
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<tr>
<td>&lt;100</td>
<td>1</td>
<td>58</td>
<td>4%</td>
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<tr>
<td>100-200</td>
<td>147</td>
<td>555</td>
<td>37%</td>
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<tr>
<td>200-300</td>
<td>234</td>
<td>417</td>
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<td>300-400</td>
<td>143</td>
<td>277</td>
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<td>36</td>
<td>94</td>
<td>6%</td>
</tr>
<tr>
<td>500-750</td>
<td>13</td>
<td>73</td>
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<tr>
<td>750 +</td>
<td>3</td>
<td>24</td>
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<tr>
<td>Total</td>
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<td>Condo/Townhome</td>
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<td>100-200</td>
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<tr>
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<tr>
<td>Total</td>
<td>16</td>
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<td>Residential Rental</td>
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<tr>
<td>&lt;1k</td>
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<td>23%</td>
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<tr>
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<td>&gt;2k</td>
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## Housing Capture in Study Area

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<tr>
<th>Housing Units</th>
<th>LCI 10 yr Capture</th>
<th>per year</th>
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<tbody>
<tr>
<td>Occupied</td>
<td>449</td>
<td>45</td>
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<tr>
<td>Owner</td>
<td>329</td>
<td>33</td>
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<tr>
<td>Renter</td>
<td>120</td>
<td>12</td>
</tr>
<tr>
<td>Vacant</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Total</td>
<td>449</td>
<td>45</td>
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<table>
<thead>
<tr>
<th>Unit Value</th>
<th>LCI 10 yr Capture</th>
<th>per year</th>
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<tbody>
<tr>
<td>&gt; $50,000</td>
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<td>$50,000 - $99,999</td>
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<tr>
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<td>6</td>
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<td>34</td>
<td>3</td>
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<tr>
<td>$500,000 - $749,999</td>
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<td>3</td>
</tr>
<tr>
<td>$750,000 - $999,999</td>
<td>26</td>
<td>3</td>
</tr>
<tr>
<td>$1,000,000 +</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>329</td>
<td>33</td>
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<table>
<thead>
<tr>
<th>Occupied Units In Structure</th>
<th>LCI 10 yr Capture</th>
<th>per year</th>
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<tbody>
<tr>
<td>Single Family</td>
<td>342</td>
<td>34</td>
</tr>
<tr>
<td>Renters</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Duplex</td>
<td>48</td>
<td>5</td>
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<tr>
<td>Multifamily</td>
<td>28</td>
<td>3</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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**TOWN CENTER LCI**
The City of Monroe, Georgia

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**TSW TEAM**
Tunnell-Spangler-Walsh & Associates
Keck & Wood, Inc.
Arnett Muldrow & Associates
# RETAIL DEMAND - SUPPORTABLE SPACE

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

<table>
<thead>
<tr>
<th>Capture R1</th>
<th>R2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Sales</td>
<td>5.2%</td>
</tr>
<tr>
<td>Home Centers</td>
<td>8.0%</td>
</tr>
<tr>
<td>Hardware Stores</td>
<td>27.2%</td>
</tr>
<tr>
<td>Supermarkets, Grocery</td>
<td>6.9%</td>
</tr>
<tr>
<td>Convenience Stores</td>
<td>10.8%</td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>6.6%</td>
</tr>
<tr>
<td>Pharmacies and Drug Stores</td>
<td>8.7%</td>
</tr>
<tr>
<td>Gasoline Stations With Conv Stores</td>
<td>9.3%</td>
</tr>
<tr>
<td>Other Gasoline Stations</td>
<td>14.9%</td>
</tr>
<tr>
<td>Warehouse Clubs and Super Stores</td>
<td>6.0%</td>
</tr>
<tr>
<td>All Other General Merchandise Stores</td>
<td>6.4%</td>
</tr>
<tr>
<td>Used Merchandise Stores</td>
<td>12.9%</td>
</tr>
<tr>
<td>Special Foodservices</td>
<td>27.0%</td>
</tr>
</tbody>
</table>
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. 4,600-9,000 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

Richland Center, Wisconsin
Salisbury, North Carolina
Marion, South Carolina
Canton, North Carolina

TOWN CENTER LCI
The City of Monroe, Georgia

Tunnell-Spangler-Walsh & Associates
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DOWNTOWN WEBSITE
WAYFINDING PLAN

TOWN CENTER LCI
The City of Monroe, Georgia

TSW TEAM
Tunnell-Spangler-Walsh & Associates
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MARKETING PLAN

TOWN CENTER LCI
The City of Monroe, Georgia

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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

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 Wishney
Preservation North Carolina
123 State Street
Raleigh, NC 90000
704-555-6789

post Office Box 42
Concord, NC 28026-6462
phone 704-384-6789
fax 704-384-2431
e-mail cdncnc@PresNCr
BRANDED ECONOMIC DEVELOPMENT PACKAGE
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
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Draft Plan
November 13, 2007