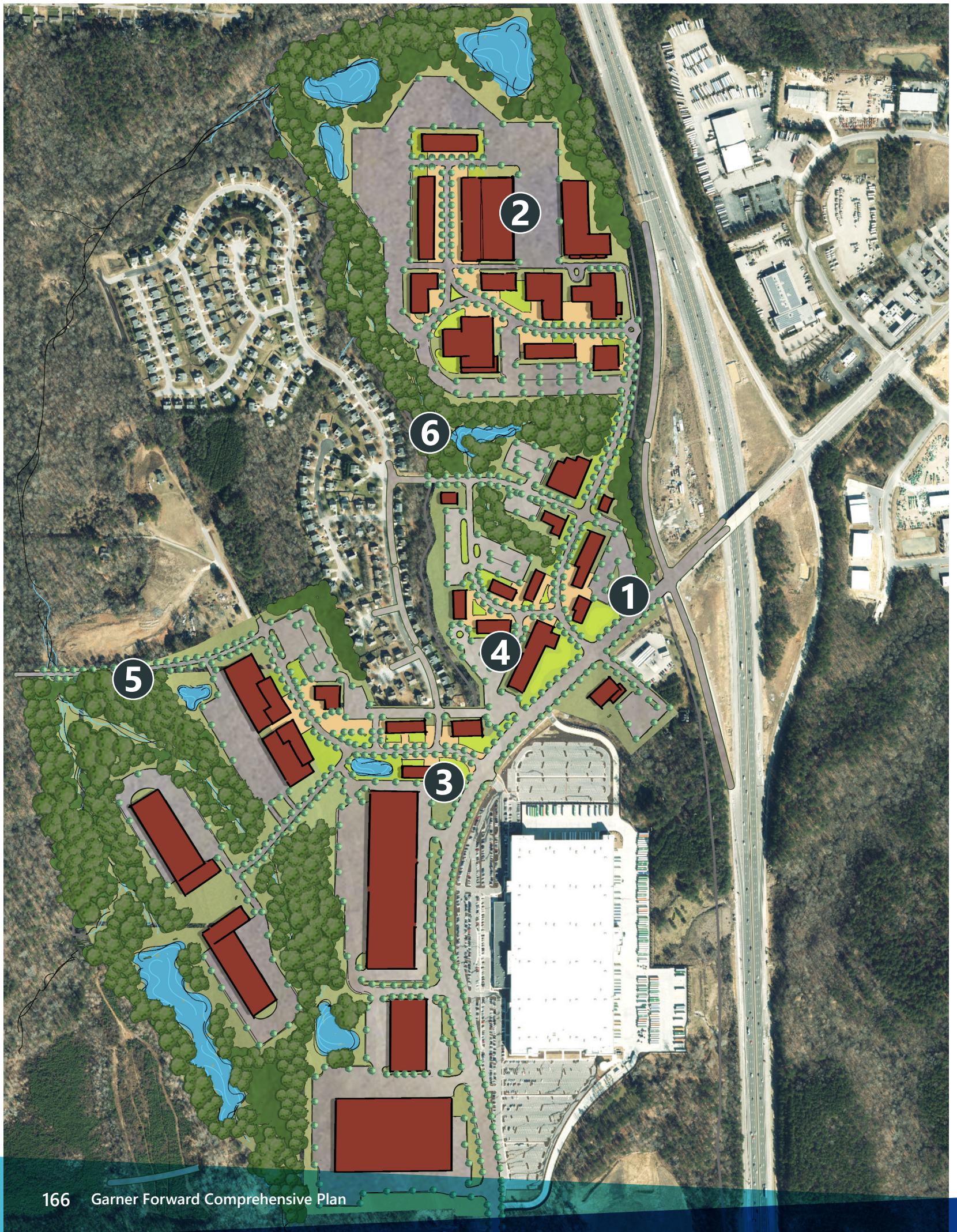
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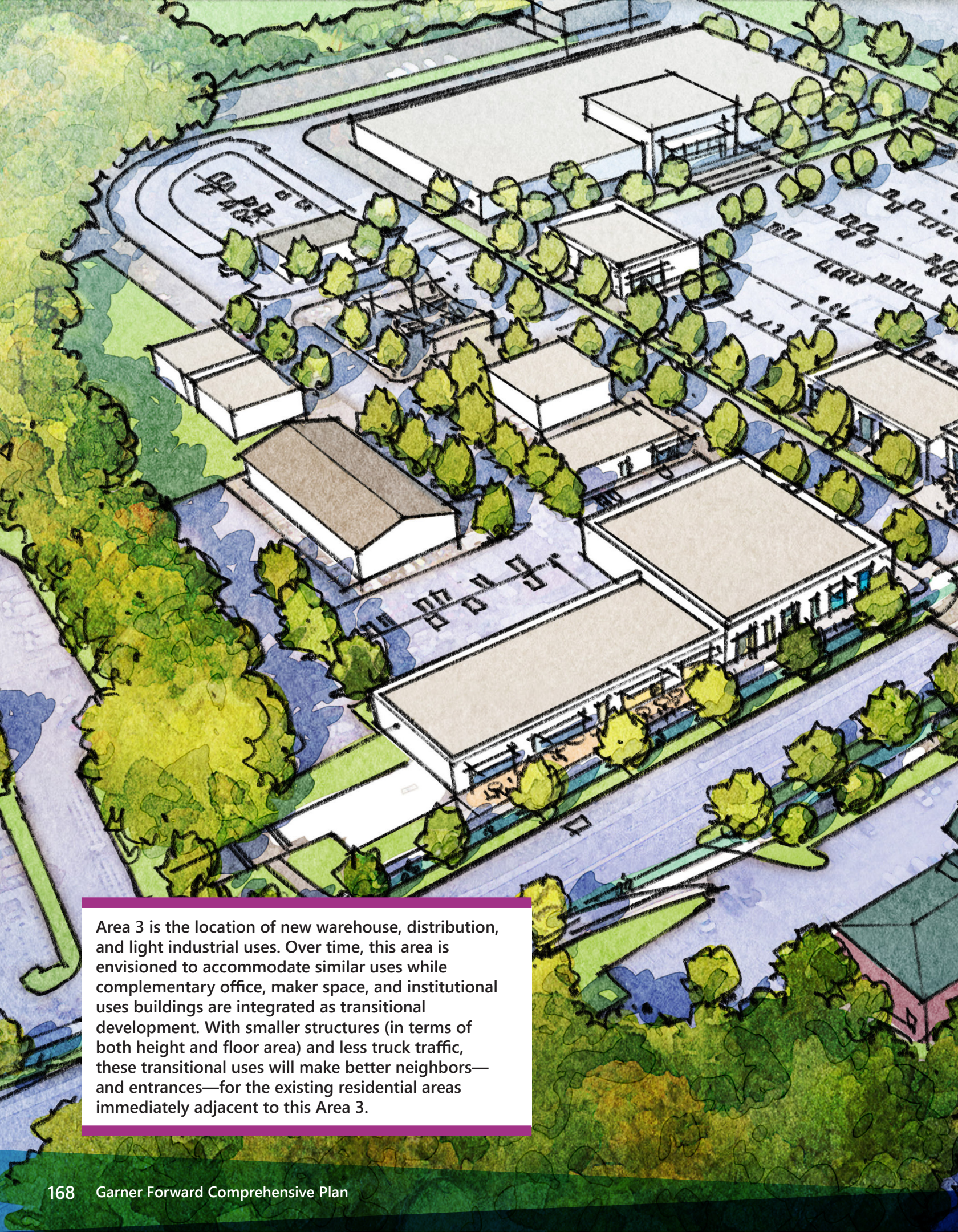
Northeast Gateway (Area 3)

Considered by some as the "backdoor" into Garner, this area at Jones Sausage Road is emerging as a regional employment center. It has become a desirable location for warehousing and distribution uses. With minor improvements to access, the land available in the area can accommodate more of these uses. The scale of such development is in sharp contrast with existing residential development that predates it. Such uses can peacefully coexist with the introduction of complementary transitions in the form of mixed-use nodes. The nodes can serve as local destinations comprised of retail shops and restaurants to be enjoyed by the residents and workers of the area. The stepped-down scale of the structures within the nodes along with a range of neighborhood-compatible uses, including small office spaces, can create better entrances into the existing neighborhoods and generally help present a more approachable entry into the town. The enhancements achieved with well-designed structures and public spaces can elevate this route into Garner to a "side door," the place through which friends and family enter.

Focus Area Highlights:

1. Enhanced, manicured streetscape along Jones Sausage Road can present a well-organized, pleasant east entrance.
2. Building on the existing pattern of light industrial and warehouse/distribution can advance economic development efforts.
3. Commercial buildings with smaller footprints can mitigate the impacts of larger buildings by reducing the scale in the foreground. These buildings could be a combination of employment (office and service uses can be compatible neighbors for the) and retail uses, which would be compatible neighbors for the existing residential development and provide a positive transition to area homes.
4. Nodes of commercial uses could be destinations for both residents and workers in the area. Such uses should be organized around small plazas with well-articulated landscaping.
5. New street connections could help alleviate traffic congestion on Jones Sausage Road.
6. Natural open space along creek corridors may serve as greenway corridors, connecting this area to its surroundings.

This conceptual illustration is one of several possibilities for development. It conveys the intended scale, mix of uses, organization of buildings and public spaces, locations for parking, and streetscape design. It is not meant to be prescriptive. Instead, it is a guide, expanding on the direction provided by the Character Typology Map.



Area 3 is the location of new warehouse, distribution, and light industrial uses. Over time, this area is envisioned to accommodate similar uses while complementary office, maker space, and institutional uses buildings are integrated as transitional development. With smaller structures (in terms of both height and floor area) and less truck traffic, these transitional uses will make better neighbors—and entrances—for the existing residential areas immediately adjacent to this Area 3.

Expand employment opportunities.

Large- and small-scale industrial development is locating in this area. The benefits of job generation and increased tax revenue are being realized. Continue to support the development of sites in this area to ensure economic development objectives are being achieved while mitigating the impacts of such development on surrounding neighborhoods.

Enhance the streetscape of Jones Sausage Road for a quality appearance.

One way to create an inviting entrance into the town as large-scale development finds its way to sites along this road corridor is to focus on enhancements to the streetscape that improve aesthetics and address the scale issues.

Create nodes of activity for transitions to existing development.

The newer industrial sites stand in sharp contract to the existing residential development in the area. The places that join them can be the focus, designed to include a mix of uses around public spaces. As such, they address the scale of the larger buildings and provide a more hospitable entrance to the adjacent neighborhoods.

Details in small spaces, such as colorful plantings and decorative elements, along with the furnishings placed in the streetscape, combine to create a more hospitable environment.

Well-located, small buildings can help create the transition from large structures to the public spaces that surround them. Stepped-down building heights, tree canopy, art, and plazas with multiple seating areas can be designed to reinforce a human scale.