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# **APPENDIX D**

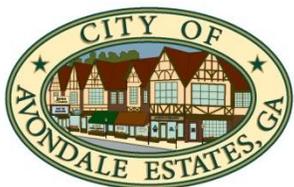
**2004 LCI FIVE-YEAR UPDATE**





# LCI 5-Year Update Downtown Master Plan

October 24<sup>th</sup>, 2011



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## Evaluation and Appraisal Report: Avondale Estates Downtown Master Plan (2004)

The original Downtown Master Plan was completed in 2004. It was drafted to represent the City of Avondale Estates' Vision for the revitalization of the "historic core". The plan was grandfathered as an LCI Study in 2006. The study area is now known as the Central Business District (CBD). The City of Avondale Estates is a small City with limited staff and until 2010 had no staff time dedicated to planning and economic development efforts. Although the transportation projects have not been implemented, the City has done a great job promoting the website and keeping the citizens, business and property owners aware of events, meetings and other related items of interest. The City publishes, in hard copy, a bi-monthly newsletter, weekly email based newsletter and a weekend email based newsletter. The City has hired a full time associate to focus on planning and economic development.

The economic climate and development trends have changed significantly since this study was completed in 2004. The City is still focused on high quality, pedestrian development which is the overall theme of the Master Plan. This update will highlight the changes that have taken place and the implementation plan moving forward. With dedicated staff and a populace ready to move forward, the City is poised to take advantage of opportunities identified in the Master Plan and those that have been identified over the last seven (7) years. The City will strive to change the identified weaknesses and threats into opportunities conforming to the overall "Vision".

Since 2004 many changes have occurred. The following topics address these changes.

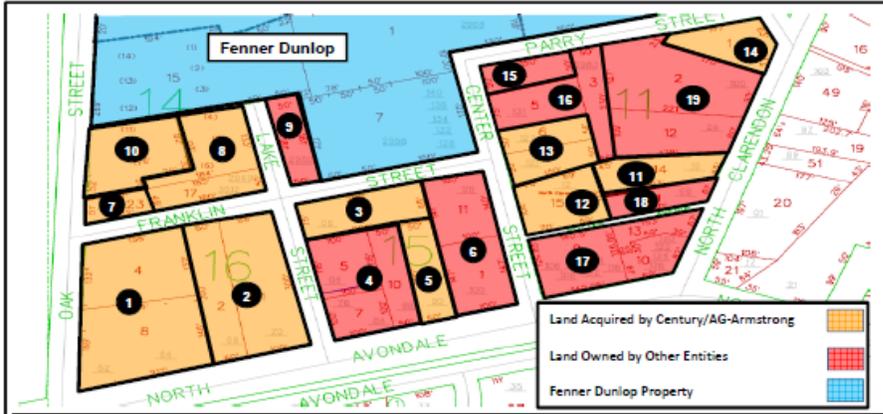


Maple Street and College Avenue:  
Partially Built

**Proposed Publix Redevelopment:** There has been no significant revitalization in the City. The City worked with a developer for a number of years on a mixed use development which included a Publix Supermarket, condos and associated retail/office. The plan included significant streetscaping, partially paid for through a grant from the LCI Program. The developer and the City signed a development agreement which outlined the terms of the development including providing the grant match for the LCI funding. A number of properties were purchased and some buildings removed to make way for redevelopment. The construction of one building commenced in compliance with the original development plan but halted when the

project experienced financial difficulty.

Unfortunately, the developer went into bankruptcy which has tied up a good portion of the CBD and delayed or stalled redevelopment efforts. The map below shows the property under the control of the bankruptcy.



**Personnel:**

- New Mayor and City Commission
- New City Manager
- New City Clerk
- New Finance Director
- New City Planner and Community Development Officer

**Documents:**

- New Comprehensive Plan (2007)-Update approved in 2011.
- New Zoning Ordinance
- New Sign Ordinance and Sign Overlay District

The documents above address weaknesses and threats in the following Sections: 1.2 Community Patterns, 1.3 Street Patterns, 1.4 Pedestrian Facilities, 1.5 Public Realm, 1.6 Architecture, 1.9 Land Use and Land Regulation, 1.10 Vehicular Systems, 1.11 Transit Facilities, and 1.12 Bicycle Facilities. Although all issues in these sections have not been addressed, the City has significantly changed the allowed development patterns to mirror the vision established by the plan.

**Policies and Marketing:**

- Business Friendly
- Community Promotion Program (CPP)-\$10,000-\$15,000 Grant Funding

**Annexation:**

- Fenner Dunlop Property- 9+ acres

The City annexed over nine (9) acres known as the Fenner Dunlop Mill. The property owner, Fenner Dunlop, requested the annexation. The City worked with DeKalb County and the property owners to draft a mixed use ordinance which was approved and included in the new Zoning Ordinance. As part of

the new Zoning Ordinance and the Mill District (MD), allowed densities are significantly higher than what



Fenner Dunlop: Before



Fenner Dunlop: After

was previously allowed. There are even density bonuses for parking decks and senior housing and architectural controls in the Mill District (MD). The original LCI Study noted that there is a threat that the “bedroom community theme” will hinder development. This property allows for densities to support local business while maintaining the “neighborhood” feel in the residential portion of the City.

The mill property has been cleared to make way for new development. Staff fully documented the mill buildings and their removal.

**Small Business Climate:** The Central Business District (CBD) has experienced very positive growth in 2010/2011. There are many new small businesses as well as a number of existing small businesses which have moved to larger more accommodating spaces. The City is actively working with DCA to ensure that rules and regulations are entrepreneur and business friendly while maintaining the high quality development and design which is focused on in the Comprehensive Plan.



Recent Development:  
Map#5



Recent Development:  
Map#10



Recent Development:  
Map#3

**Redevelopment:**

Although the City has made great strides to plan the redevelopment of the area, conditions remain mostly the same as described in the Master Plan. It is the City's intention to address the Implementation Plan as funding and time are available. Under the current economic climate, funding sources and redevelopment projects are unpredictable.

**Future Initiatives:**

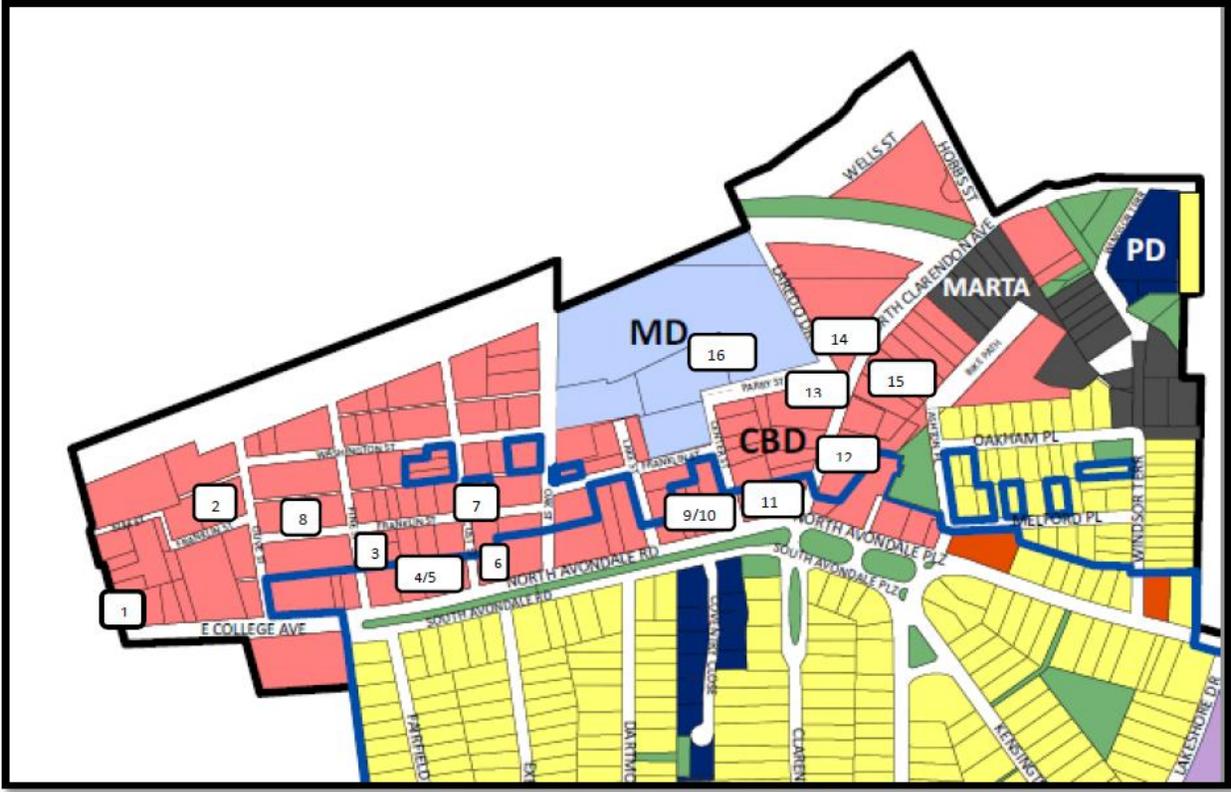
The City plans to implement many of the action items in the Marketing Section of the Implementation Plan in the next few years. In addition, the City is pursuing Main Street/Better Home Town designation to assist the City and the Downtown Development Authority (DDA) further define goals and initiatives. In addition, the City will seek grant funds and technical assistance.

The City hopes to connect the commercial area of the City with the residential area, currently bisected by US 278. The City is working with DeKalb County to provide pedestrian amenities to facilitate the safe crossing of this thoroughfare. The project is also part of a larger project on the approved TIA list.

The City will need to update the market study to accurately represent current conditions in the area.

The City also plans to update the LCI to include additional study of the recently annexed property.

The Appendix features the Report of Accomplishments (Status update) based on the original 5-Year Action Plan.



**Map 1: Recent Development**

## Recent Development

Project Name	Description	Project Location	Retail SF (Approx. )	Office SF (Approx.)	Comments	Map Key
Maple Street Village	This project originally	Oak Street and College Avenue	Frame Building-7,663 SF/One residence.		The project was started but not finished. The Skelton of a building exits while the bankruptcy progresses. It was to be retail with one residence.	1
Brown Manufacturing	Existing Building-New Business	158 Oak Street	7,500 SF		Manufacture and sell bottle openers.	2
Pine Street Market	Existing Building-New Business	4A Pine Street				
Sweet N'Sinful	Existing Building-New Business	4B Pine Street	5,160SF		Moved from another in-town location.	3
Hail Mary Pub	Existing Building-New Business	22 North Avondale Road	4593SF		Formerly James Joyce Pub.	4
Fine and Frugal Furnishings	Existing Building-New Business	32 North Avondale Road				
Roost	Existing Building-New Business	32 North Avondale Road	2,440SF			5
The Beer Growler	Existing Building-New Business	38A North Avondale Road				
Urban Grounds	Existing Building-New Business	38B North Avondale Road	2,546SF			6
151 Locust Street	Existing Building-Business Incubator	151 Locust Street		2,301SF	Business Incubator.	7

Project Name	Description	Project Location	Retail SF (Approx. )	Office SF (Approx.)	Comments	Map Key
RAIL ARTS District	Existing Building Rehab	2842-2850 Franklin Street	12,665SF		Various Gallery Space.	8
Jack and Jill Consignment	Existing Building-Business Relocation	88 North Avondale Road	2,080SF		Moved from another in-town location.	9
Little Wine Shop	Existing Building-New Business	100 North Avondale Road	2,450SF-Retail with two residences.		There are also two residential condos in this building.	10
Tudor Village-Shops	Existing Building-New Businesses	Block along North Avondale Road from Center Street to North Clarendon Avenue	21,755SF		Various Retail and Office Space-Some Turnover. The Village has two floors, mainly using the bottom floor for retail.	11
Second Life	Existing Building-New Business	1 North Clarendon Avenue	7,200SF		Building was vacant for many years.	12
Coffee, Tea and Healthy Me	Existing Building-New Business	106 North Clarendon Avenue	Part of a Building 1,920SF			13
Savage Pizza	New Building-New Business	115 Laredo Drive	2,790SF			14
Way Out Georgia	Existing Building-New Business	135 North Clarendon Ave.	1,638SF		Former apartments.	15
Fenner Dunlop Mill	Removed all Mill Buildings-Redevelopment Opportunity	Laredo Drive	13+ acres			16

**Report of Accomplishments-Status Update (Attached)**

## **Implementation Plan with Five-Year Action Plan**

The recommendations outlined in the original plan are still applicable today. The City hopes to review and revise the Market Study to reflect the current trends and review and revise this plan as needed. Over the past year the City has been working on solidifying partnerships with the Downtown Development Authority (DDA), Avondale Estates Business Association (AEBA) and other associated groups. A City Staff person attends each DDA and AEBA Meeting. The overall vision and goals are being re-evaluated and momentum for implementation is growing. The City continues to work toward a “business-friendly” atmosphere. Recent new businesses have profited from these partnership. The City has reviewed and amended ordinances which still support the City’s Vision but facilitate new development. Outdated ordinances are often a road block for new business. “The Beer Growler” recently located within the City limits. The City worked with the business owner to craft an ordinance which allowed the product within the City limits. The ordinance change required three readings and was completed in two months.

The City has been able to either complete or begin many of the marketing projects on the original action plan. The DDA added some additional marketing initiatives to be completed which will further “brand” the City.

Implementation of the updated Five-Year Plan is a high priority for the City, the DDA and AEBA. The City, working closely with the DDA, AEBA and other groups as needed will review progress of the plan each year to determine what changes need to be made based on completed projects and new opportunities.

The City started the Community Promotion Program (CPP) which funded four events in 2011, bringing in over 13, 000 people. The CPP received \$15,000 during 2011 and a similar amount is anticipated for 2012, depending upon the budget (not yet approved) and submittals.

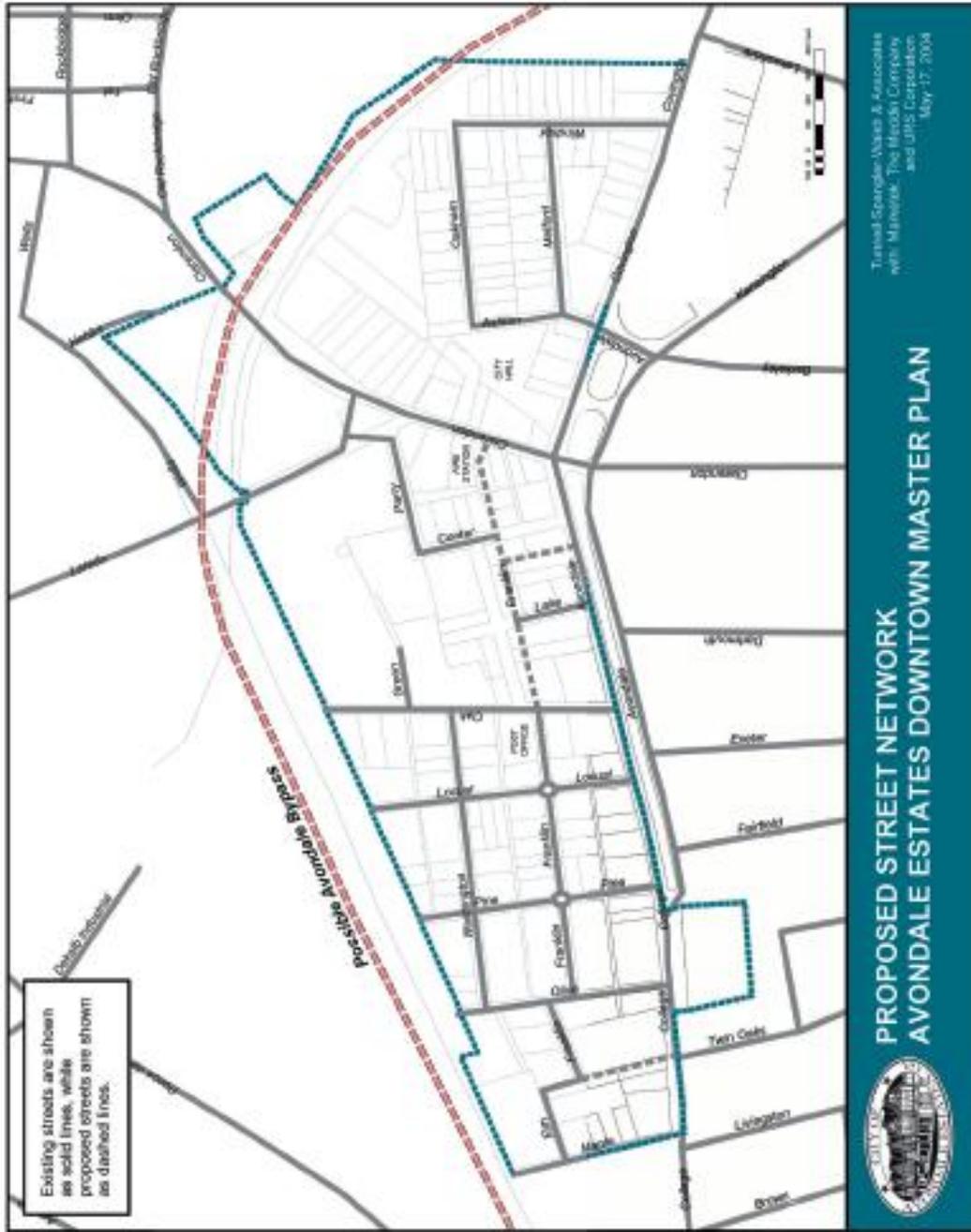
The City, working with DeKalb County and the City of Decatur, has a multi-jurisdictional project along US 278 on the Transportation Investment Act (TIA) list. The implementation of this project will provide much needed pedestrian amenities, connecting the residential section of the City to the commercial portion of the City. This need is identified in the LCI and is often discussed as a significant weakness in the City.

In addition, the City has pursued grant applications for Hazard Mitigation, Historical Markers and Tourism and will continue to do so as grants become available and fit the needs of the City. The City has worked closely with various partners to submit strong grant applications.

The DDA will review the 5-Year Action Plan throughout the year but will review the progress with the BOMC and the Planning Commission each year. Other boards and commission will be involved as needed.

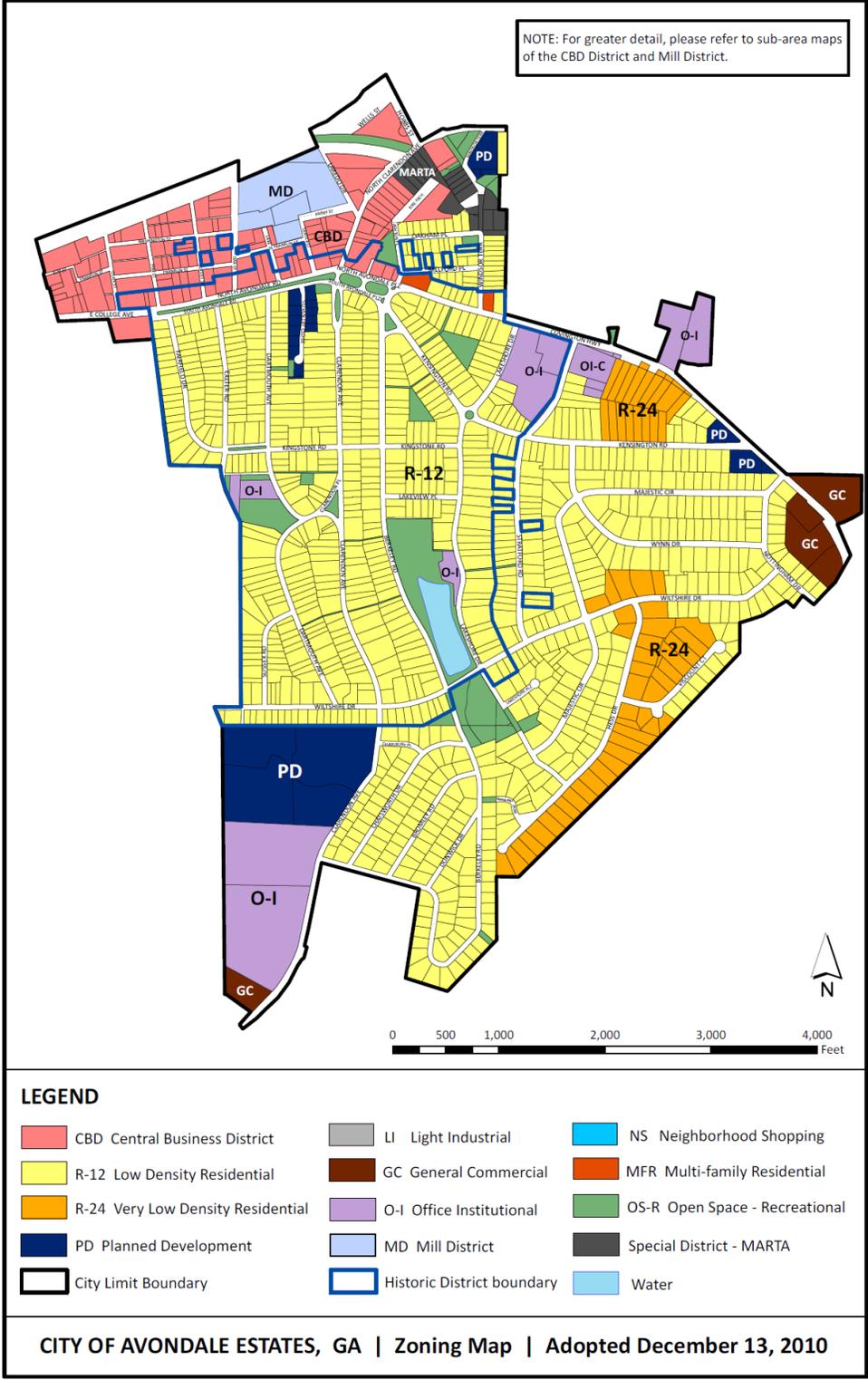
**5-Year Action Plan (Attached)**

**Appendix:**



Map 2: Proposed Street Network (No change)





**Map 4: Zoning Map (amended-2010)**



**City of Avondale Estates**

**5 year Action Plan 2012-2017**

**Downtown Master Plan/Avondale Estates Town Center LCI**

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
<b>Transportation Initiatives</b>										
	New Franklin Street- Land Acquisition- 116 Center Street (PID 15 249 15 011)	Pedestrian, Roadway Operations	2016	12,540	83,600	2017	96,140	City, Private	TAD, Grants, City	City
	New Franklin Street- Land Acquisition-6 Lake Street (PID 15 249 15 004)	Pedestrian, Roadway Operations	2016	15,600	104,000	2017	119,600	City, Private	TAD, Grants, City	City

	<b>Improvement/ Project</b>	<b>Description</b>	<b>PE Year</b>	<b>PE Cost (\$)</b>	<b>Construction Cost(\$)</b>	<b>Construction/Project Year</b>	<b>Total Project Cost (\$)</b>	<b>Responsible Party</b>	<b>Funding Source</b>	<b>Local Source</b>
	New Franklin Street- Land Acquisition-4 Oak Street (PID 15 249 16 004)	Pedestrian, Roadway Operations	2016	21,990	146,600	2017	168,590	City, Private	TAD, Grants, City	City
	New Franklin Street- Land Acquisition 68 N. Avondale Road (PID 15 249 16 002)- Rear portion only	Pedestrian, Roadway Operations	2016	32,775	218,500	2017	251,275		TAD, Grants, City	City
	New Franklin Street- Land Acquisition 70 N. Avondale Road (PID 15 249 16 001)- Rear portion only	Pedestrian, Roadway Operations	2016	17,538	116,850	2017	134,378	City, Private	TAD, Grants, City	City
	New Franklin Street- Land Acquisition 10 N. Clarendon Ave (PID 249 11 014)	Pedestrian, Roadway Operations	2016	34,845	232,300	2017	267,145	City, Private	TAD, Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	New Franklin Street- Land Acquisition- 121 Center Street (PID 15 249 11 007)	Pedestrian, Roadway Operations	2016	16,620	110,800	2017	127,420	City, Private	TAD, Grants, City	City
	New Franklin Street- Land Acquisition- 2983 Parry Street (PID 15 249 11 003)- rear portion only	Pedestrian, Roadway Operations	2016	9,000	60,000	2017	69,000	City, Private	TAD, Grants, City	City
	New Franklin Street- Land Aquisition-131 Center Street- (PID) 15 249 11 005)	Pedestrian, Roadway Operations	2016	17,985	119,900	2017	137,885	City, Private	TAD, Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	New Franklin Street-Land Disposition-Lake Street Abandonment north of new Franklin Street	Pedestrian, Roadway Operations	2016	n/a	-20,000	2017	-20,000	City, Private	TAD, Grants, City	City
	New Franklin Street-Land Disposition-Old Franklin Street Abandonment	Pedestrian, Roadway Operations	2016		-65,000	2,017	-65,000	City	n/a	n/a
	New Franklin Street-Roadway Improvement-1,100 Linear Feet	Roadway Operations	2016	28,875	192,500	2017	221,375	City, Private	TAD, Grants, City	City
	New Franklin Street-10' foot Sidewalk Clear Zone-2,200 Linear Feet	Pedestrian	2016	16,500	110,000	2017	126,500	City, Private	TAD, Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	New Franklin Street- 5' Brick Street Furniture and Tree Planting Zone-2,200 Linear Feet	Pedestrian	2016	24,750	165,00	2017	189,750	City, Private	TAD, Grants, City	City
	New Franklin Street- Street Trees-44	Pedestrian	2016	3,960	26,400	2017	30,360	City, Private	TAD, Grants, City	City
	New Franklin Street- Pedestrian Lights- Street Trees-44	Pedestrian	2016	23,100	154,000	2017	177,100	City, Private	TAD, Grants, City	City
	Relocated Center Street-Land Aquisition-90 N. Avondale Rd (PID 15 249 15 009)	Pedestrian, Roadway Operations	2016	21,360	142,400	2017	163,760	City, Private	TAD, Grants, City, DDA	City
	Relocation Center Street-Roadway Improvement-250 Linear Feet	Roadway Operations	2016	6,563	43,750	2017	50,313	City, Private	TAD, Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Relocated Center Street-10' Sidewalk Clear Zone-500 Linear Feet	Pedestrian	2016	3,750	25,000	2017	28,750	City, Private	TAD, Grants, City	City
	Relocated Center Street-5' Brick Street Furniture and Tree Planting Zone - 250 Linear Feet	Pedestrian	2016	5,625	37,500	2017	43,125	City, Private	TAD, Grants, City	City
	Relocated Center Street-Street Trees-10	Pedestrian	2016	900	6,000	2017	6,900	City, Private	TAD, Grants, City	City
	Relocated Center Street-Pedestrian Lights-10	Pedestrian	2016	5,250	35,000	2017	40,250	City, Private	TAD, Grants, City	City
	Extended Elm Street-Land Acquisition-2804 College Ave (PID 15 248 21 008)	Pedestrian, Roadway Operations	2016	2,235	14,900	2017	17,135	City, Private	TAD, Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Extended Elm Street- Land Aquisition-2806 East College Ave. (PID 15 248 21 018)	Pedestrian, Roadway Operations	2016	11,025	73,500	2017	84,525	City, Private	TAD, Grants, City	City
	Extended Elm Street- Roadway Improvements-375 Linear Feet	Roadway Operations	2016	9,844	65,625	2017	75,469	City, Private	TAD, Grants, City	City
	Extended Elm Street- 5' Sidewalk Clear Zone-750 Linear Feet	Pedestrian	2016	2,813	18,750	2017	21,563	City, Private	TAD, Grants, City	City
	Extended Elm Street- 7' Grass Strip, Furniture and Tree Planting Zone-750 Linear Feet	Pedestrian	2016	788	5,250	2017	6,038	City, Private	TAD, Grants, City	City
	Extended Elm Street- Street Trees-16	Pedestrian	2016	1,440	9,600	2017	11,040	City, Private	TAD, Grants, City	City

	<b>Improvement/ Project</b>	<b>Description</b>	<b>PE Year</b>	<b>PE Cost (\$)</b>	<b>Construction Cost(\$)</b>	<b>Construction/Project Year</b>	<b>Total Project Cost (\$)</b>	<b>Responsible Party</b>	<b>Funding Source</b>	<b>Local Source</b>
	Greenway-Stone Mtn. Trail to Ashton Place-1300 Linear Feet	Multi-use Facility	2016	15,600	104,000	2017	119,600	City, Private	Grants, City	City
	Greenway-west side of Ashton PI-380 Linear Feet	Multi-use Facility	2016	4,560	30,400	2017	34,960	City, Private	Grants, City	City
	Sidewalk-north side of Franklin Street between Olive and Locust Sts-5' Clear + 1' Grass -775 Linear Feet	Pedestrian	2016	3,488	23,250	2017	26,738	City, Private	Grants, City	City
	Sidewalk-north side of Franklin Street between Olive and Oak Streets-5' Clear +1' Grass-890 Linear Feet	Pedestrian	2016	4,005	26,700	2017	30,705	City, Private	Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Sidewalk-both sides Olive, Pine, Locust, Oak South of Franklin-5' Clear + 1' Grass-2330 Linear Feet	Pedestrian	2016	10,485	69,900	2017	80,385	City, Private	TAD, Grants, City	City
	Sidewalk-both sides Lake St south of Franklin-5' Clear + 1' Grass-620 Linear Feet	Pedestrian	2016	2,790	18,600	2017	21,390	City, Private	Grants, City	City
	Sidewalk-east side Maple Street-5' Clear + 1' Grass-590 Linear Feet	Pedestrian	2016	2,655	17,700	2017	20,355	City, Private	Grants, City	City
	Sidewalk-north side Washington Street-5' Clear-1' Grass-960 Linear Feet	Pedestrian	2016	4,320	28800	2017	33,120	City, Private	Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Sidewalk-south side Washington Street- 5' Clear +1' Grass 1100 Linear Feet	Pedestrian	2016	4,950	33,000	2017	37,950	City, Private	TAD, Grants, City	City
	Sidewalk-both sides Olive, Pine, Locust, Oak, north of Franklin-5' Clear + 1' Grass-3680 Linear Feet	Pedestrian	2016	16,560	110,400	2017	126,960	City, Private	Grants, City	City
	Sidewalk-east side Laredo Drive-5' Grass + 1' Grass 660 Linear Feet	Pedestrian	2016	2,970	19,800	2017	22,770	City, Private	Grants, City	City
	Sidewalk-both sides Franklin Street west of Olive Street-5' Clear + 1' Grass- 1500 Linear Feet	Pedestrian	2016	6,750	45,000	2017	51,750	City, Private	Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Install striped 'piano bar' crosswalks at up to 10 intersections	Pedestrian	2016	1,500	10,000	2017	11,500	City, Private	TAD, Grants, City	City
	Laredo Drive, Parry Street, N. Clarendon Ave. intersection-Land Acquisition	Roadway Operations	n/a	6,000	40,000	2017	46,000	City, Private	Grants, City	City
	Intersection reconfiguration-Laredo Drive, Parry Street, N. Clarendon Ave.-Roadway	Roadway Operations	2016	20,000	210,000	2017	230,000	City, Private	Grants, City	City
	Center Street pedestrian zone/paseo	Pedestrian	2016	22,500	150,000	2017	172,500	City, Private	Grants, City	City
	Franklin Street traffic circles at Pine and Locust Streets	Roadway Operations	2016	900	6,000	2017	6,900	City, Private	Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Explore the feasibility of the proposed Avondale Commercial Corridor including discussions with DeKalb County/GDOT	Planning	2012	Staff Time	Staff Time	2013	Staff Time	City, Private	Grants, City	City
	Implement the Avondale Commercial Corridor	Roadway Operations	2014	N/A	N/A	2017-and beyond	N/A	City, Private	Grants, City	City
	Provide 10 bike racks at key commercial sites throughout the study area	Bicycle	2012	450	3,000	2017	3,450	City, Private	Grants, City	City
	Work with GDOT, Decatur, and DeKalb County to re-route SR 278 out of Avondale Estates	Planning	2012	Staff Time	Staff Time	2017	Staff Time	City, Private	N/A	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Work with MARTA to provide one or two shelters with posted schedules along N. Avondale Road	Transit	2012	Staff Time	Staff Time	2017	Staff Time	City, Private	N/A	City
Total				478,141	3,179,275	2017	3,657,416			

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
<b>Other Local Initiatives</b>										
	Town Green-Land Acquisition-64 N. Avondale Road (PID 15 249 16 008)-.75 ac	Open Space	n/a	n/a	n/a	2017	\$740,000	City	Private, City, Grant	Private, City
	Town Green Improvements-.75 acres	Open Space	n/a	n/a	n/a	2017	\$150,000	City	Private, City, Grant	Private, City
	Ashton Place Park Improvements-.5 acres	Open Space	n/a	n/a	n/a	2017	\$15,000	City	Private, City, Grant	Private, City
	Franklin Street Eastern Plaza-Imprvements-0.15 acres	Open Space	n/a	n/a	n/a	2017	\$60,000	City	Private, City, Grant	Private, City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Oak and Washington Streets park-Land Aquisition-2904 Washington Street ( PID 15 248 26 005)- 0.25 acres	Open Space	n/a	n/a	n/a	2017	\$70,000	City	Private, City, Grant	Private, City
	Oak and Washington Streets Park-Land Acquisition-2910 Washington Street (PID 15 248 26 005)- .25 acres	Open Space	n/a	n/a	n/a	2017	\$117,000	City	Private, City, Grant	Private, City
	Oak and Washington Streets Park-Improvements	Open Space	n/a	n/a	n/a	2017	\$40,000	City	Private, City, Grant	Private, City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Update Entire Master Plan including, market study, transportation, vision, study boundary, possible annexations and other associated plan components	Planning	n/a	n/a	n/a	2012-2013	\$50,000 +/- depending on resources and partners	City	Private, City, DDA, Grants	Private, City, DDA
Total							\$1,242,000			

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
<b>Marketing Programs</b>										
Prepare Real Estate Inventory										
		Prepare an inventory of existing sites/buildings within the redevelopment area that includes ownership, condition, use, lease rates/terms, etc.	n/a	n/a	n/a	2012	Staff Time	City, DDA	City, DDA	City, DDA
		Prepare collateral specification sheets for each targeted site	n/a	n/a/	n/a	2012-2017	Staff Time	City, DDA	City, DDA	City, DDA
Implement a Public Relations Program										
		Expand the brand identity for the study area to be used in all marketing initiatives	n/a	n/a	n/a	2012	Staff Time/DDA	City, DDA	City, DDA	City, DDA



	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
		Target businesses based on the findings of the market study and rank them as near and long term prospects.	n/a	n/a	n/a	2013	Staff Time	City, DDA	City, DDA	City, DDA
		Prepare a business recruitment package based on the findings of the market analysis.	n/a	n/a	n/a	2013	Staff Time/\$20,000	City, DDA	City, DDA	City, DDA
		Create and maintain referral networks with area brokers, economic development agencies, developers and others.	n/a	n/a	n/a	2012	Staff Time	City, DDA	City, DDA	City, DDA
		Develop a database to track prospects.	n/a	n/a	n/a	2012	Staff Time	City, DDA	City, DDA	City, DDA

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
		Implement advertising/direct mail campaigns with follow up-call programs.	n/a	n/a	n/a	2012-2017	N/A	City	City	City
	Provide Development Incentives							City, DDA	City, DDA	City, DDA
		Consider highlighting available economic incentives such as low interest loans. Assist businesses in accessing state/federal funding options	n/a	n/a	n/a	2012	As Needed/As Available	City, DDA, State, Federal	City, DDA, State, Federal	City, DDA
		Investigate the Main Street/Better Home Town Program.	n/a	n/a	n/a	2012	Staff Time	City, DDA	City, DDA, State, Federal	City, DDA

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Develop an Internet Presence									
		Continue to promote www.avondalestates.org as a website that communicates its identity to existing and prospective businesses, residents and customers. In addition promote the newly created facebook page.	n/a	n/a	n/a	2012-2017	Staff Time	City	City	City
		Use the website to post development progress, business listings, residential and commercial real estate information, special events, development incentives, etc.	n/a	n/a	n/a	2012-2017	Staff Time	City	City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
		Enable developers and prospective businesses to access downloadable recruitment material and applications	n/a	n/a	n/a	2012-2017	Staff Time	City	City	City
		Create a specific DDA Page	n/a	n/a	n/a	2012	Staff Time	City	City	City
		Re-develop a wayfinding signage program	n/a	n/a	n/a	2012	Staff Time, DDA	City	City	City
		Implement the wayfinding signage program	n/a	n/a	n/a	2013	\$10,000- \$20,000	City	City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
		Ensure that resources are set aside on an annual basis to maintain on-going marketing initiatives, including the Community Participation Program (CPP)	n/a	n/a	n/a	2012-2017	Staff Time, \$10,000- \$15,000	City	City	City
<b>Total</b>							<b>\$110,000</b>			













































