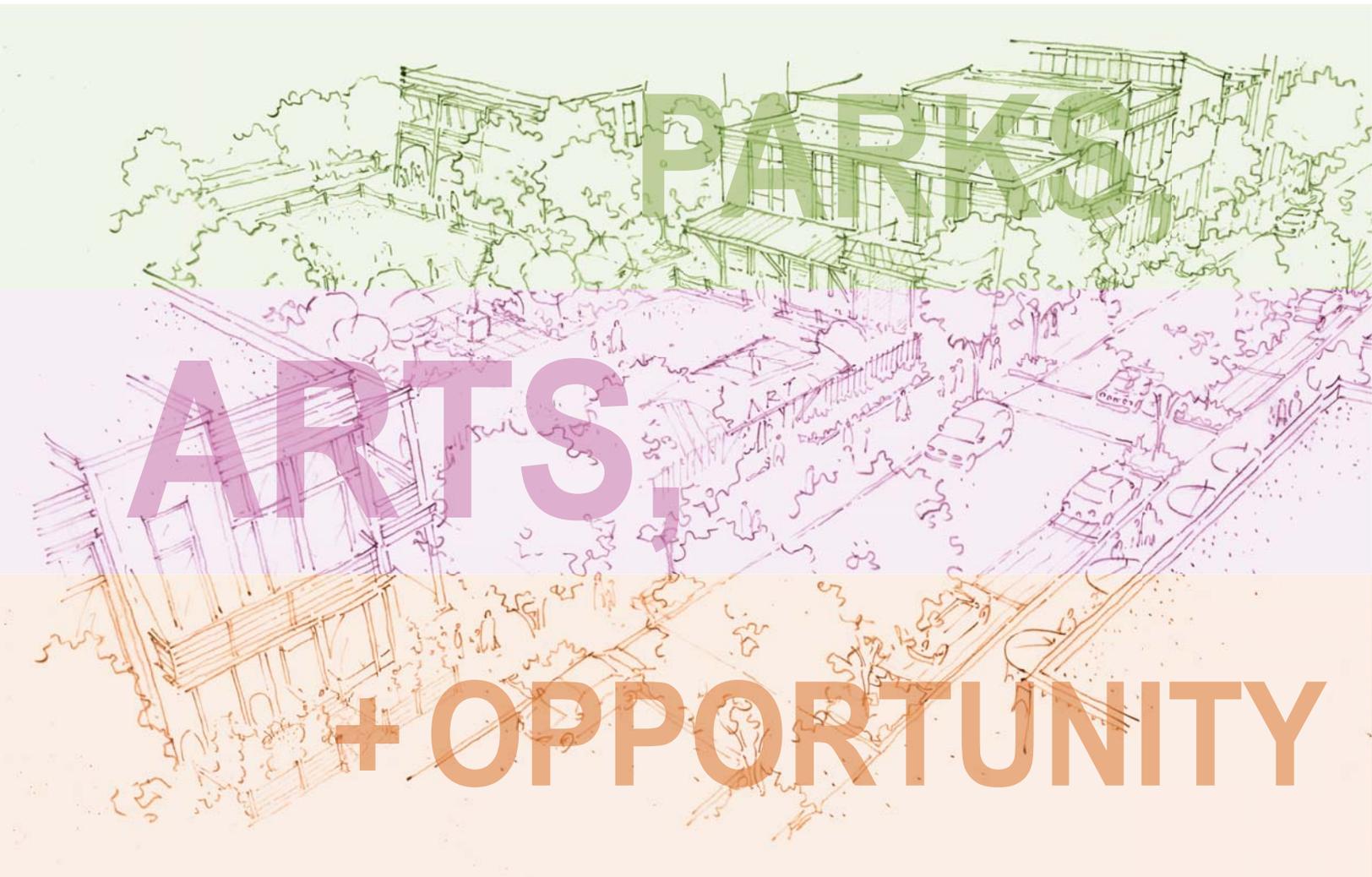




APPENDIX E

DEVELOPER GUIDE

This guide is presented as an overview to the desired development patterns that emerged out of the master planning process for the 2014 Downtown Master Plan Update. The guide includes three catalyst projects and an overview of the redevelopment potential of Downtown Avondale Estates.



THE VISION FOR DOWNTOWN AVONDALE ESTATES

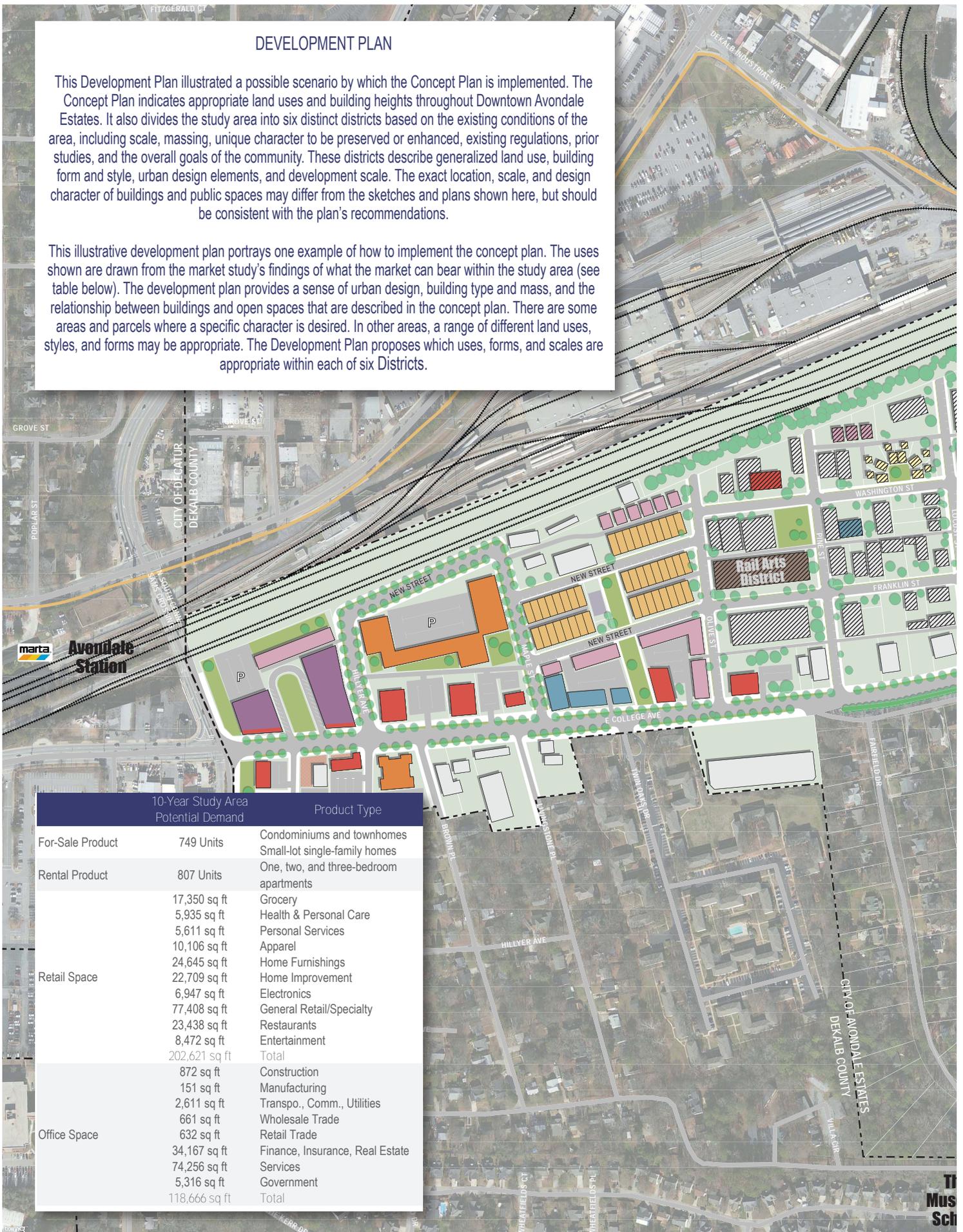
The City of Avondale Estates is a vibrant, growing community with a small town feel, which is inclusive of all residents, supports new and established businesses, and encourages quality and sustainable development. The downtown will follow the holistic city plan first designed by George Willis with integrated transportation, passive and active recreation opportunities, extensive landscaping, and exceptional architecture maintaining the City's unique sense of place.

Downtown Avondale Estates will be a unique pedestrian-oriented town center. New development will preserve and celebrate the City's arts and cultural heritage and provide housing and destinations for shopping and services, all within an environment of tree-lined streets, pocket parks, and plazas. A network of streets with wide sidewalks and bike facilities will provide safe connectivity throughout downtown and link it to MARTA and surrounding neighborhoods.

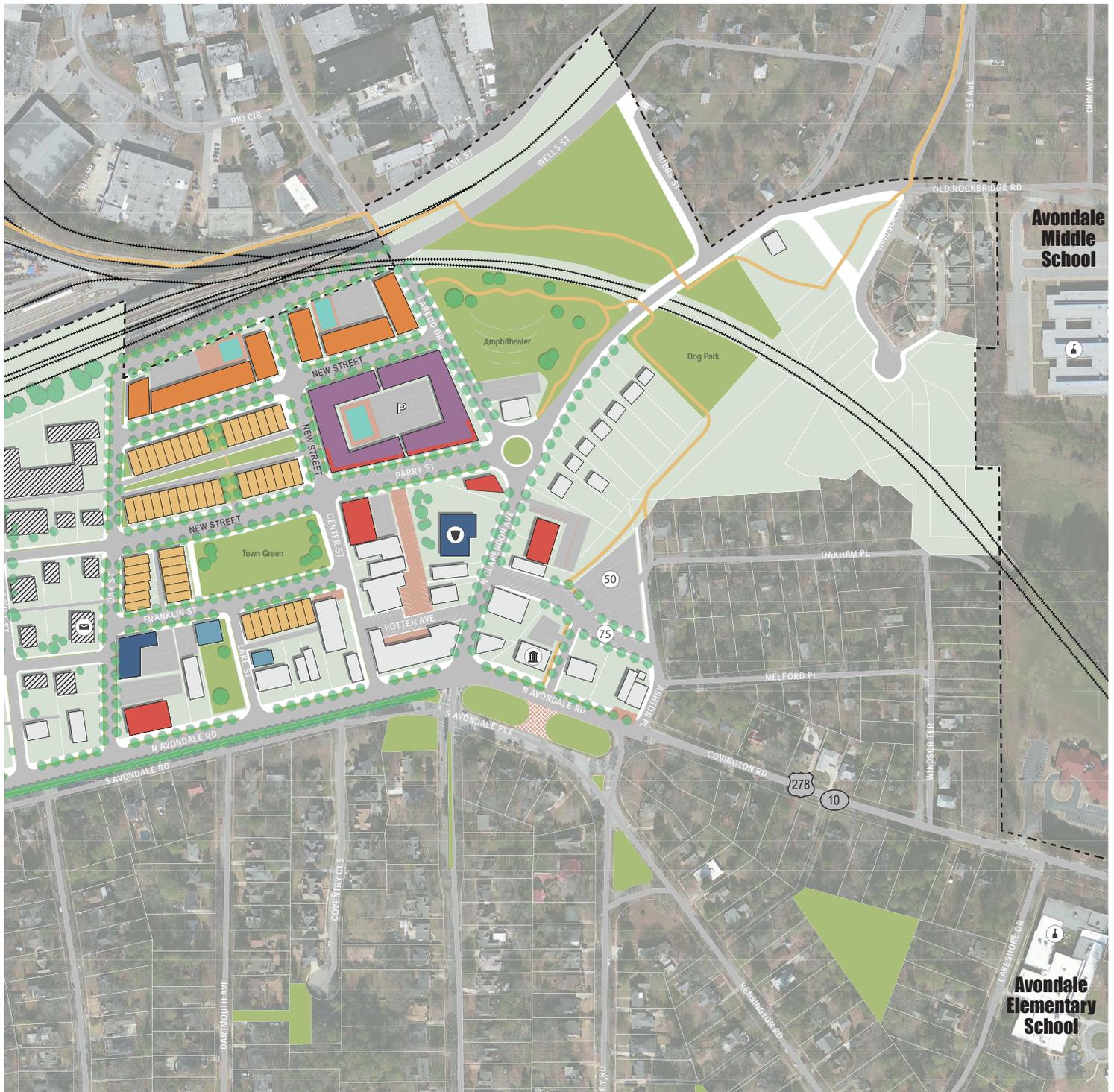
DEVELOPMENT PLAN

This Development Plan illustrated a possible scenario by which the Concept Plan is implemented. The Concept Plan indicates appropriate land uses and building heights throughout Downtown Avondale Estates. It also divides the study area into six distinct districts based on the existing conditions of the area, including scale, massing, unique character to be preserved or enhanced, existing regulations, prior studies, and the overall goals of the community. These districts describe generalized land use, building form and style, urban design elements, and development scale. The exact location, scale, and design character of buildings and public spaces may differ from the sketches and plans shown here, but should be consistent with the plan's recommendations.

This illustrative development plan portrays one example of how to implement the concept plan. The uses shown are drawn from the market study's findings of what the market can bear within the study area (see table below). The development plan provides a sense of urban design, building type and mass, and the relationship between buildings and open spaces that are described in the concept plan. There are some areas and parcels where a specific character is desired. In other areas, a range of different land uses, styles, and forms may be appropriate. The Development Plan proposes which uses, forms, and scales are appropriate within each of six Districts.



	10-Year Study Area Potential Demand	Product Type
For-Sale Product	749 Units	Condominiums and townhomes Small-lot single-family homes
Rental Product	807 Units	One, two, and three-bedroom apartments
Retail Space	17,350 sq ft	Grocery
	5,935 sq ft	Health & Personal Care
	5,611 sq ft	Personal Services
	10,106 sq ft	Apparel
	24,645 sq ft	Home Furnishings
	22,709 sq ft	Home Improvement
	6,947 sq ft	Electronics
	77,408 sq ft	General Retail/Specialty
	23,438 sq ft	Restaurants
	8,472 sq ft	Entertainment
	202,621 sq ft	Total
Office Space	872 sq ft	Construction
	151 sq ft	Manufacturing
	2,611 sq ft	Transpo., Comm., Utilities
	661 sq ft	Wholesale Trade
	632 sq ft	Retail Trade
	34,167 sq ft	Finance, Insurance, Real Estate
	74,256 sq ft	Services
	5,316 sq ft	Government
	118,666 sq ft	Total



Avondale Middle School

Avondale Elementary School

Willis Park

ILLUSTRATIVE PLAN

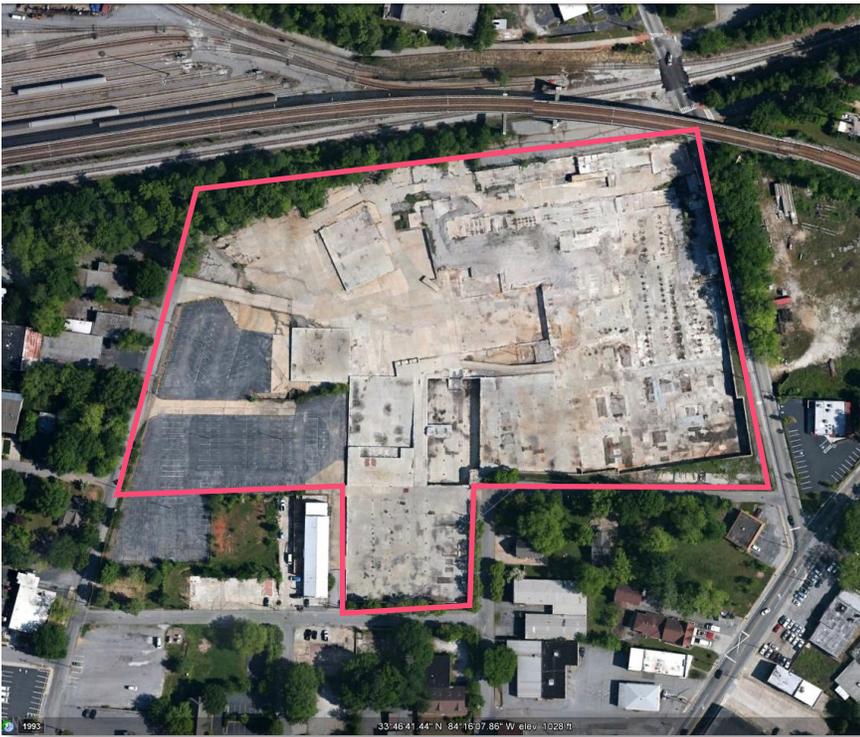
NOVEMBER 14 2013

- Single Family Detached
- Multifamily
- Mixed Use
- Single Family Attached
- Live-Work
- Retail
- Office
- Institutional
- Modern Industrial
- Structured Parking
- Park
- Trail
- City Hall
- Fire / Police
- School
- Post Office
- Existing Building
- Arts & Industry Land Uses may include:
 - Modern Industrial
 - Live/Work
 - Retail
 - Office
 - Residential

Map prepared under contract by Pond & Company for the City of Avondale Estates.
Data Sources: Atlanta Regional Commission, Bing, City of Avondale Estates



CATALYST SITE 1



- Description:** Northern border of City, south of MARTA rail between Oak Street and Laredo Drive; former industrial site
- Acreage:** 13+
- Zoning:** MD Mill District
- Within TAD:** Yes
- Within OZ:** Yes
- Location:** Mill District

The Mill District will be redeveloped as a vibrant commercial and residential center. Mixed-use development incorporating multifamily residential of 3-5 stories and retail is appropriate in this area, along with open space and connections to Tudor Village and the PATH trail. A shared parking deck, small blocks in a grid, and walkable, safe and pedestrian-friendly streets are key features here. However, this large redevelopment area may be subdivided in a number of ways.

In the Mill District, a variety of land uses comprise the new development, including residential and mixed use components. Residential uses may include townhouse development on the south side of the development and stacked flats on the north side adjacent to the rail line. This development pattern makes the most of existing topography; multi-story buildings fit well next to the rail line, where the grade is lower, and the parking structures or surface lots for these buildings can separate the buildings from the rail. Mixed use buildings are also 3-5 stories, with residential units above retail on the ground floor on key streets. A parking structure that serves the mixed use building(s) may also be used as

shared space for Tudor Village businesses and community events. In total, the Mill District may include at least 36,000 square feet of retail or office, 38 townhouses, and 480 multifamily units.

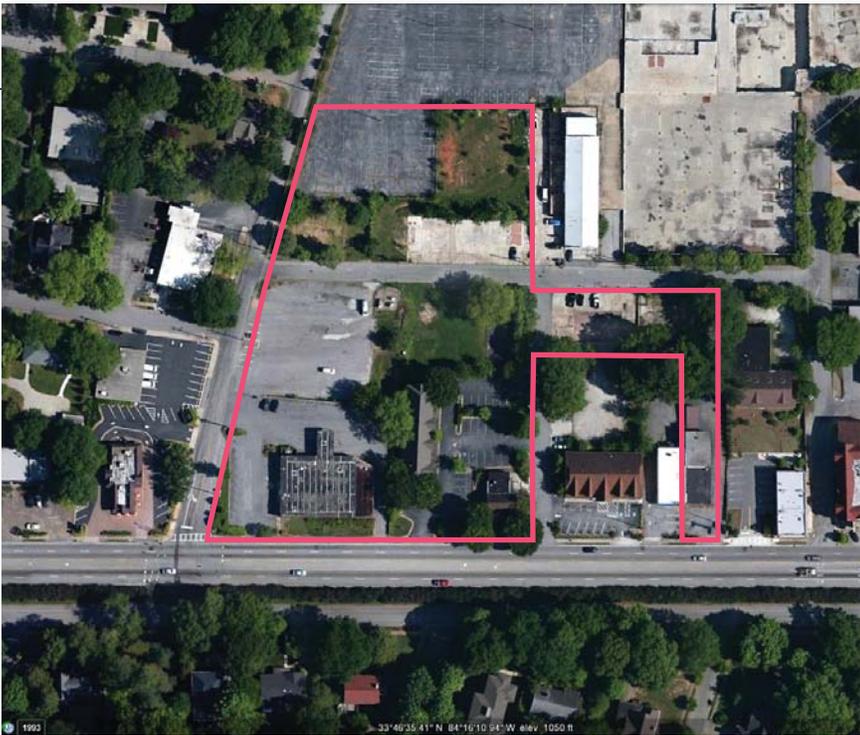
The town green, located partially in the Mill District and partially in Tudor Village, is one of the key features of the concept plan. This two-acre park provides a large space for community events, but it is surrounded by townhouses and retail, so it will be used daily by residents and visitors. It connects to the linear park on US 278, so road closures can be used to create an even larger space for major events. A small plaza at the southwest corner of Franklin Street and Center Street keeps the area around the park feeling open, and more small greenspaces can be incorporated with townhouse or multifamily development elsewhere in the Mill District. Additionally, a skate park north of the Mill District activates and takes advantage of otherwise unusable space under the MARTA rail.



Image: City of Avondale Estates

Image: TSW via City of Avondale Estates

CATALYST SITE 2



- Description:** City-owned properties east of Oak Street on US 278 and Franklin Street
- Acreage:** 4+
- Zoning:** CBD Central Business District
- Within TAD:** Yes
- Within OZ:** Yes
- Location:** Tudor Village

Overall, the US 278 section of Tudor Village is characterized by a mix of civic, cultural, retail and office offerings. This district is highlighted by distinct architectural features, unified streetscapes, and preserved historical assets. Plazas and active, wide sidewalks will create additional opportunities for socializing and gathering. Heights will range from 1-3 stories.

The section of US 278 featured here will include a variety of traditional downtown retail uses, including restaurants, services, and boutique shopping that contributes to an active and vibrant urban environment. There is potential to add several thousand square feet of new retail to this area on US 278 and townhouses on Franklin Street. Small office uses are also envisioned for this area, appropriate for start-ups, shared space, or small businesses. Nearby institutional uses, including City Hall and a new fire station, continue to anchor Tudor Village.

Open space is incorporated throughout the Tudor Village in several different formats. Part of the property featured here between US 278, Lake Street, Franklin Street, and Oak Street is converted into a park, which serves offices in Tudor Village and opens up the Mill District to drivers on US 278. This space also connects to the large town green to provide additional event space. The new two-acre town green provides a large space for community events, but it is surrounded by townhouses and retail, so it will be used daily by residents and visitors.



CATALYST SITE 3



- Description:** Recently annexed area between Sams Crossing and Maple Street, north of E College Ave and south of MARTA rail
- Acreage:** 13+
- Zoning:** CBD Central Business District
- Within TAD:** No
- Within OZ:** Yes
- Location:** Western Gateway

The Western Gateway serves as Avondale Estates' access point to the Avondale MARTA station, and future development here takes advantage of this proximity. Three- to four-story development (but one or two stories along E. College Ave) accommodates uses that include mixed use, multifamily, office, and retail in both new and revitalized spaces.

The Western Gateway presents a couple of large-scale redevelopment opportunities. Large for-sale parcels may be acquired and assembled to create multi-acre, master-planned developments, which may include mixed use, live-work, multifamily, or retail uses. Buildings that front US 278 will be one story, but to the north adjacent to the rail line, three- to four-story buildings are appropriate, due in part to the lower topography. There is enough land area for a big box retailer to locate in this location, should the market demand it.

Open space will be incorporated into the Western Gateway in several areas. First, a major gateway into the City will be created at Sams Crossing, with the existing Lanier Gardens park on the south side of the road expanded and mirrored with greenspace on the north side of the street. Additional pocket parks will be located throughout the development.

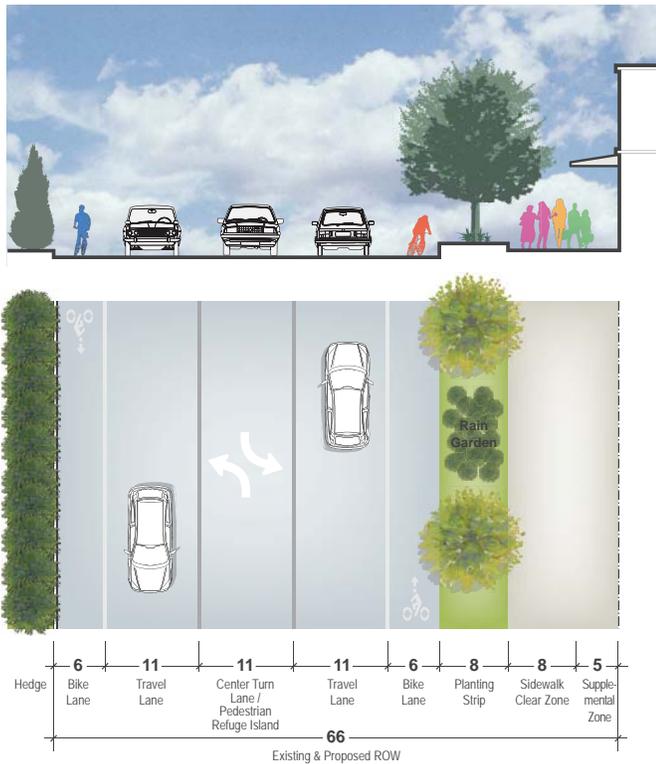


Image: TSW via City of Avondale Estates

OTHER KEY CATALYST PROJECTS

Road Diet

For US 278, the transportation plan recommends a road diet. The road diet will reduce the roadway from two travel lanes in each direction to one travel lane in each direction with a center bi-directional turn lane. Bike lanes will be added in each direction. Currently, the narrow sidewalk is immediately adjacent to the road and does not feel safe for pedestrians; a wide planting strip with trees and lighting and wide sidewalk will be installed to improve walkability. Where there is additional right-of-way, a wider sidewalk is possible and could accommodate outdoor dining or store display. On the south side of the street, the sidewalk and planting strip will only be installed west of the existing abelia hedge. Access management policies will be used to limit each parcel to one curb cut and encourage cross-connectivity and interparcel access.



Parks and Trails

The Downtown Avondale Estates study area has numerous parks, plazas, and trails to provide recreational opportunities, environmental benefits, and stormwater management. The parks are discussed in more detail in their respective districts, but the planned greenspaces include:

- Town Green in Mill District and Tudor Village
- Tudor Village Plaza in Tudor Village
- Trolley Line Trail in Tudor Village and Northern Gateway
- Dog Park in Northern Gateway
- North Gateway Bridge in Northern Gateway
- Amphitheater in Northern Gateway
- PATH Passive Park in Northern Gateway
- Skate Park in Mill District
- West Gateway Feature in Western Gateway
- Linear Green in Tudor Village
- Streetscape on US 278 and throughout the study area
- Other small pocket parks throughout the study area



DEVELOPER RESOURCES

CITY STATS

Population

2013	2,908
2018 (forecast)	2,909
Avg. Ann. % Change ('00 -'13)	0.88%
Avg. Ann. % Change ('13 -'18)	0.01%

Households

2013	1,341
2018 (forecast)	1,350
Avg. Ann. % Change ('00 -'13)	0.72%
Avg. Ann. % Change ('13 -'18)	0.13%

Average Household Size 2.17

Median Household Income \$58,674

Median Age (Years) 43.9

Race

Percent White Alone	68%
Percent Black Alone	27%
Percent Hispanic	3%

Educational Attainment

No High School Degree	3%
High School Degree	27%
Associate Degree	10%
Four Year Degree or More	60%

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