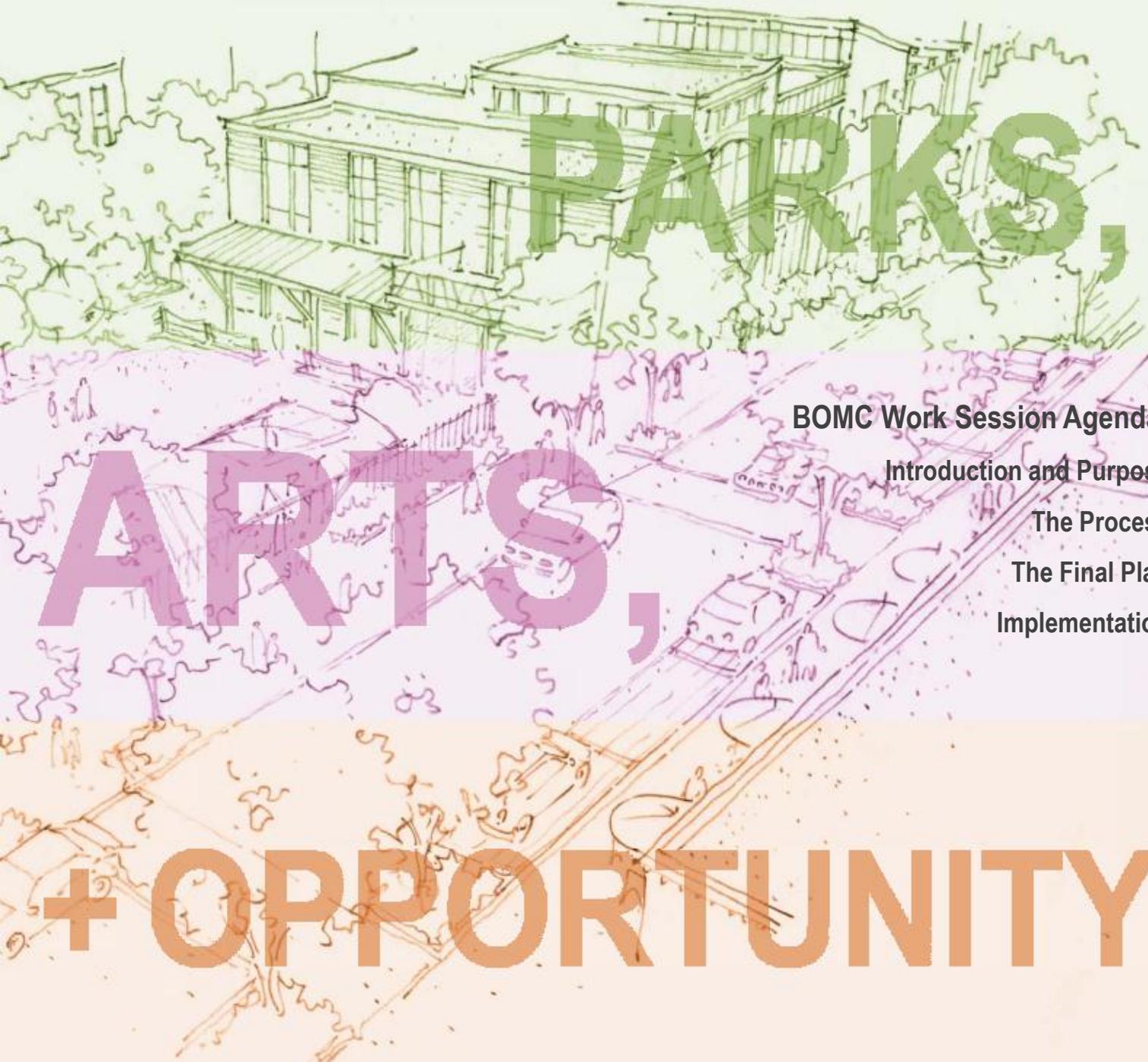


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**PARKS,**

**ARTS,**

**+ OPPORTUNITY**

**BOMC Work Session Agenda:**

Introduction and Purpose

The Process

The Final Plan

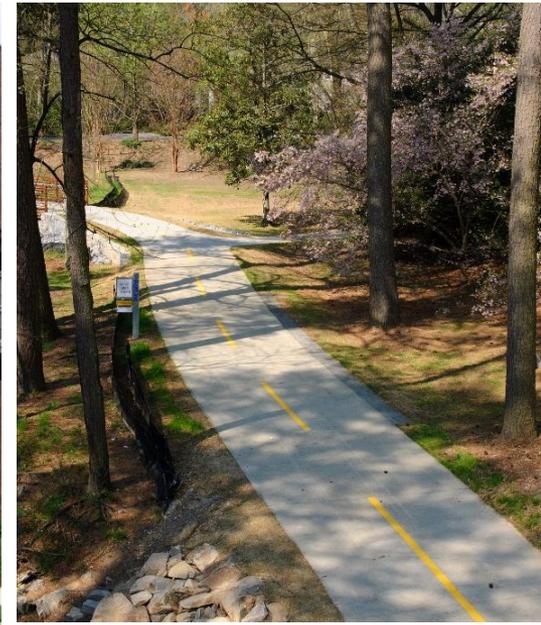
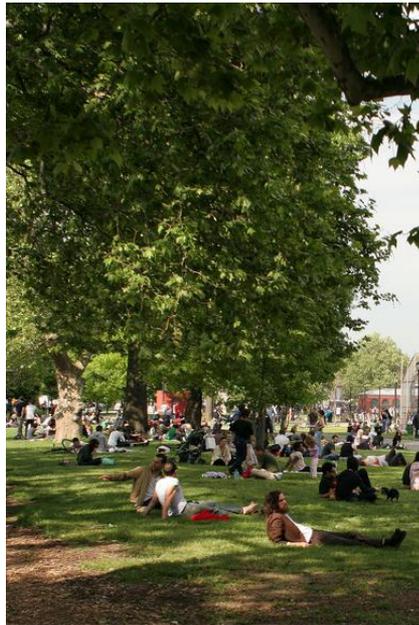
Implementation

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# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

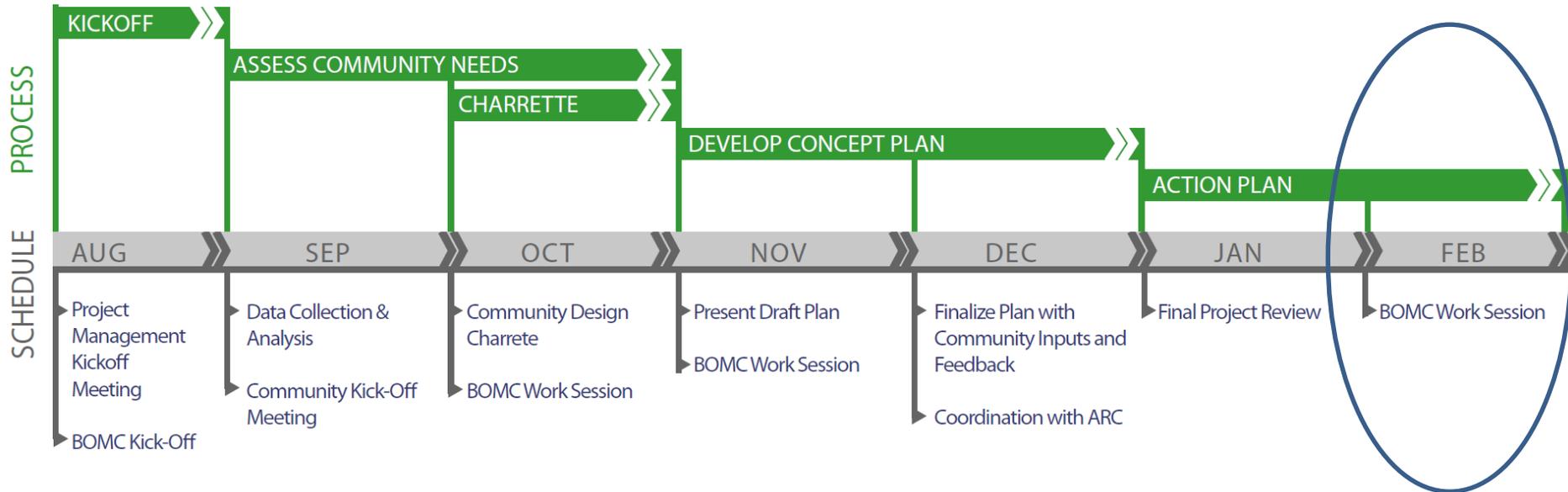
## Introduction and Purpose

**Purpose:** To update the existing 2004 Downtown Master Plan LCI and create a plan for Downtown Avondale Estates that provides **housing, mobility, and community and economic development opportunities** for the next ten years while identifying **key catalyst projects** and **implementable actions that qualify for funding**



# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

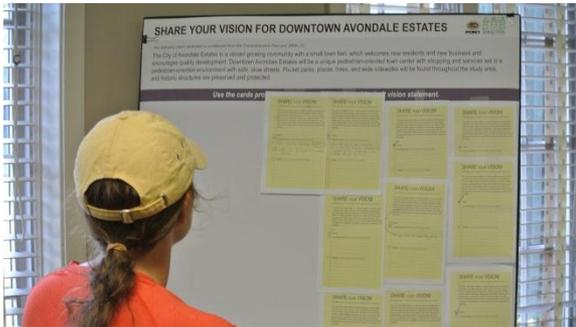
## The Process: Timeline



# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Process: Community Events

- Community Meeting 1: Kick-Off, Vision and Goals – September 19<sup>th</sup>
- Community Meeting 2: Planning Charrette – October 23<sup>rd</sup>
- Community Meeting 3: Review Draft Plan – November 14<sup>th</sup>
- BOMC, HPC/ARB, ARC, DDA, PZB and MARTA/GDOT Meetings
- Community Survey and Stakeholder Interviews
- Facebook page and project website



# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

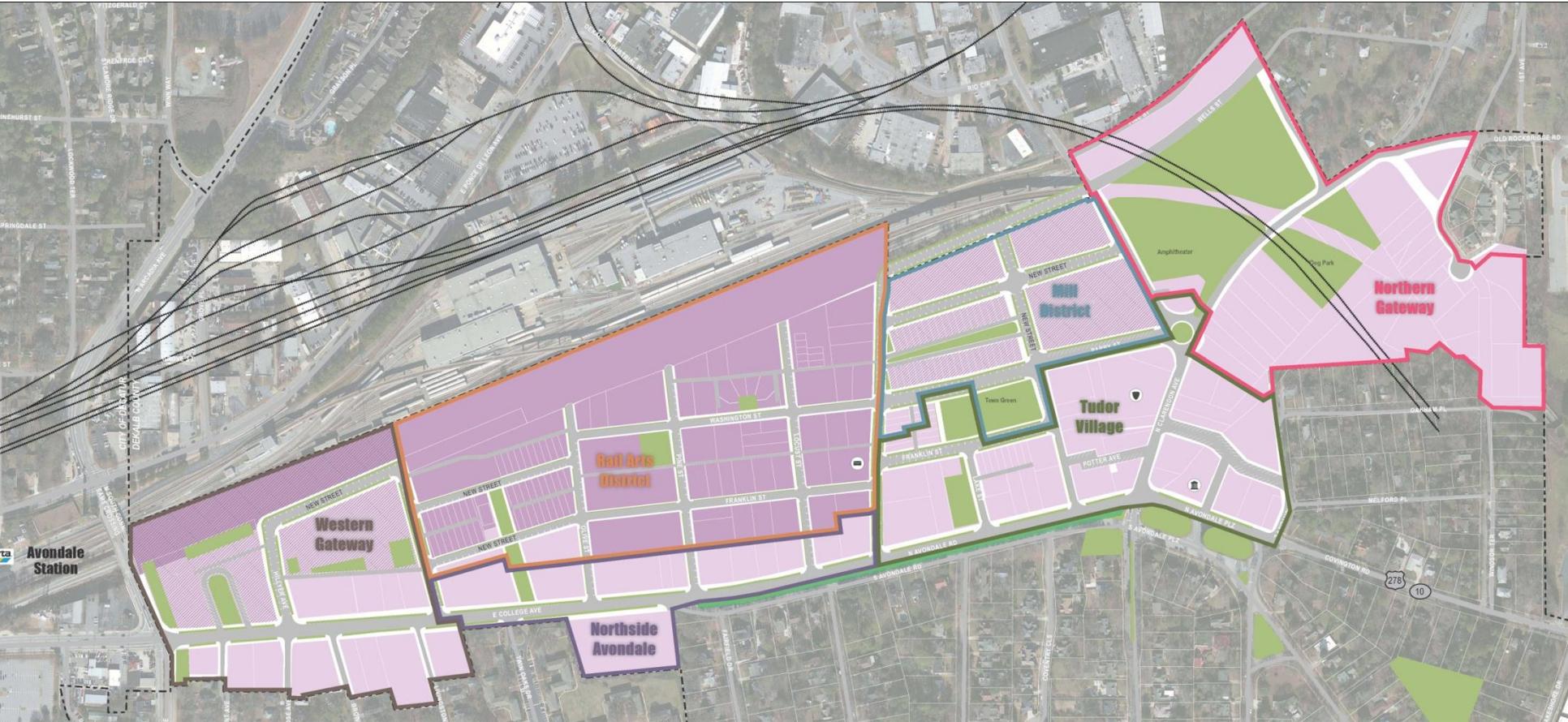
## The Process: Market Analysis

- Estimated potential maximum demand for new residential, commercial, and office development over next 10 years
- Identified next steps for business development
- LCI vision determines **how much** of this potential new development should be included in the plan and **where** it should occur
- Recommendations identify ways to encourage new development desired by the community

	10-Year Study Area Potential Demand	Product Type
<b>For-Sale Product</b>	<b>749 Units</b>	Condominiums and townhomes Small-lot single-family homes
<b>Rental Product</b>	<b>807 Units</b>	One, two, and three-bedroom apartments
<b>Retail Space</b>	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
	<b>202,621 sq ft</b>	<b>Total</b>
<b>Office Space</b>	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	
	<b>118,666 sq ft</b>	<b>Total</b>

# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Land Use Plan



### LAND USE PLAN

 Allowable building height: 1-5 stories

 Allowable building height: 1-3 stories

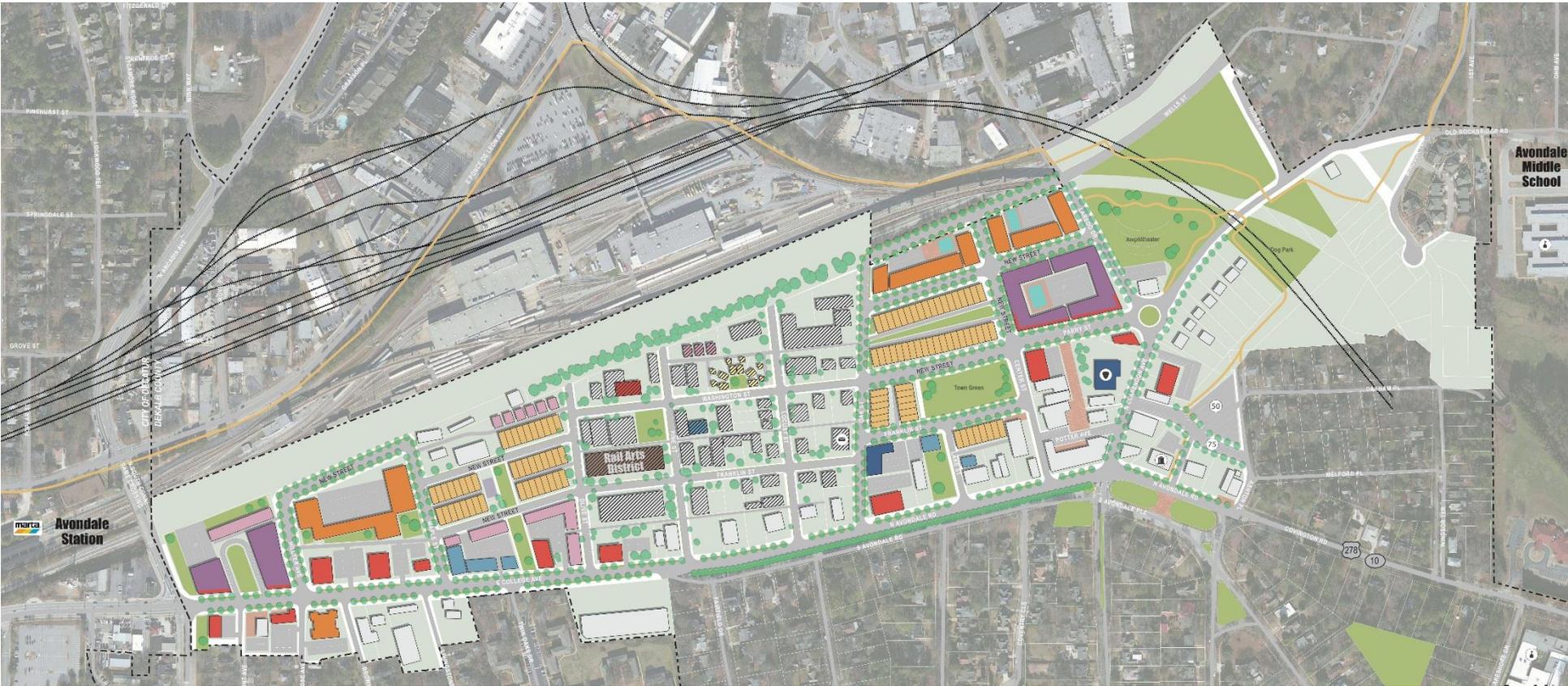
 Mixed Use 1  
 Allowable uses include:  
 Single family attached residential  
 Multifamily residential  
 Institutional  
 Commercial  
 Office  
 Mixed Use  
 Parks and Open Space

 Mixed Use 2  
 Allowable uses include:  
 Mixed Use 1 allowable uses  
 Single family detached residential  
 Modern Industrial

NOTE:  
 For the first block north of 278, buildings must maintain a 10' setback along Hillyer Avenue, Maple Street, Olive Street, Pine Street, Locust Street, Oak Street, Lake Street, and Center Street

# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

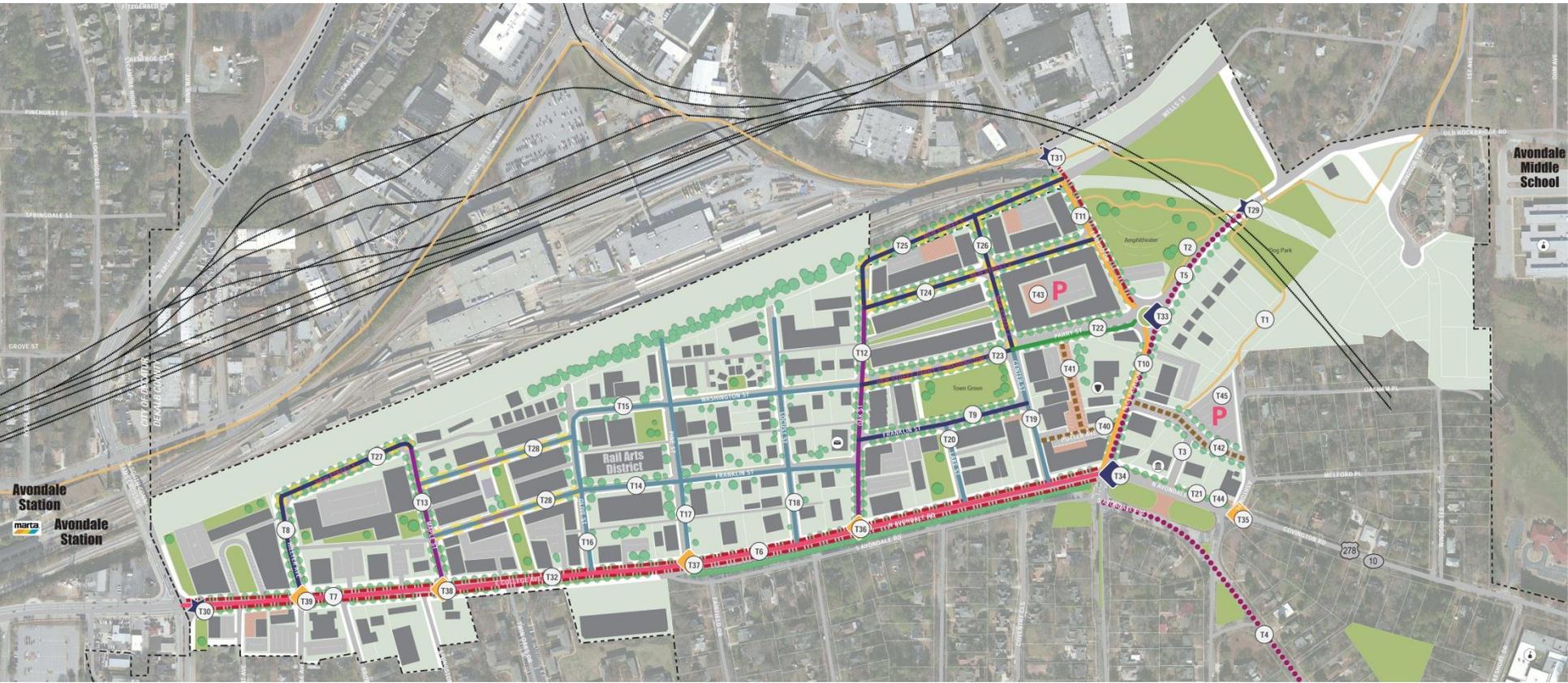
## The Plan: Concept Plan



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

# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Transportation



Section A: Road Diet (reduce to 1 lane each direction), bike lanes, street trees, wide sidewalk

Section B: Back-in angled parking on both sides, street trees, wide sidewalk

Section C: Parallel parking on both sides, street trees, wide sidewalk

Section D: Street trees, wide sidewalk

Section E: Parallel parking one side, street trees, sidewalk

Section F: Parallel parking one side, sidewalk

New Street

Intersection Improvement

Pedestrian Crossing Improvement

Gateway

New Trail

Bike Lane

Sharrow

Enhanced street with angled parking

Public parking area

# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Implementation by the Numbers

- Plan identified nearly **\$28 million in potential transportation improvements** for which the City can seek funding
- Plan identified number of **low- or no-cost action items** to support implementation of the plan (such as revisions to the zoning ordinance)
- If implemented as written, the master plan could yield up to:

USE	Market Study	Concept Plan
SFR, Townhomes, Condo	749 Units	
Multifamily	807 Units	919*
Retail	202,621 sf	166,350 sf
Office	118,666 sf	55,500 sf

Potential for 1,994- 3,377 new residents

\*107 of the 919 are detached SFR and Townhomes, remainder either rental or for-sale

# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Priority Projects for Implementation

- Road Diet and other improvements on US 278
- Town green
- Mill District development
- Potter Avenue
- Parking enhancement behind City Hall
- Parry Street / Washington Street connection and Laredo Drive roundabout
- Trolley Line Trail
- Western Gateway redevelopment

Note: Projects were selected as priority based on community input but are not ordered in any specific ranking.

# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Road Diet

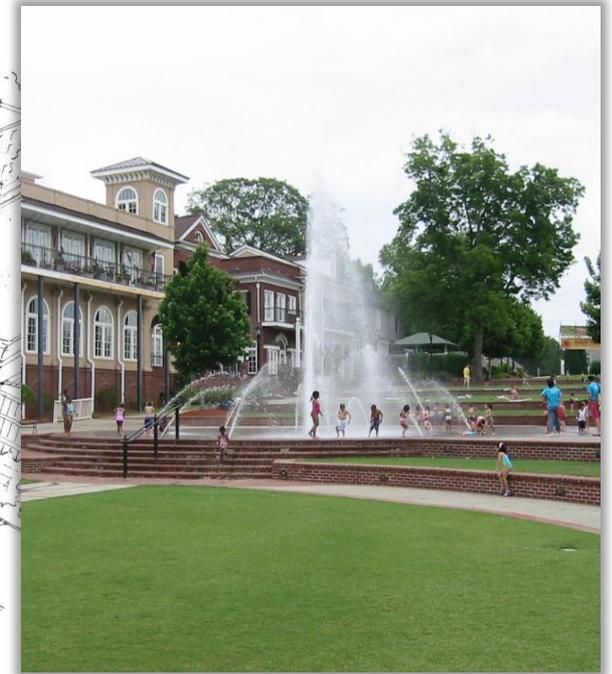
- From five lanes to three
- Wide sidewalk, street trees
- Bike lanes, crosswalks
- Pedestrian refuge islands
- Includes intersection improvement at N Clarendon



# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Town Green

- 2-acre space for community to gather
- Activated by commercial and residential uses



# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Mill District Redevelopment

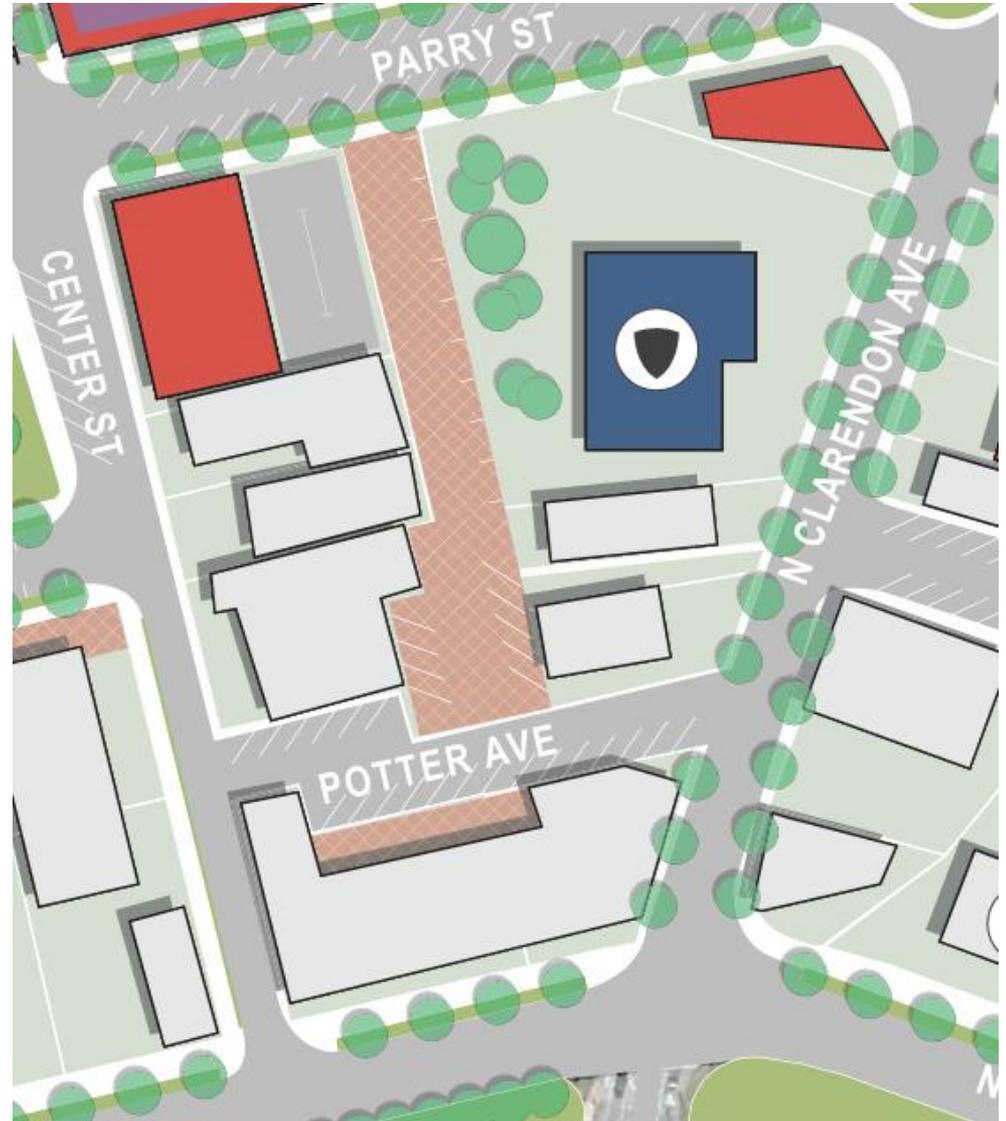
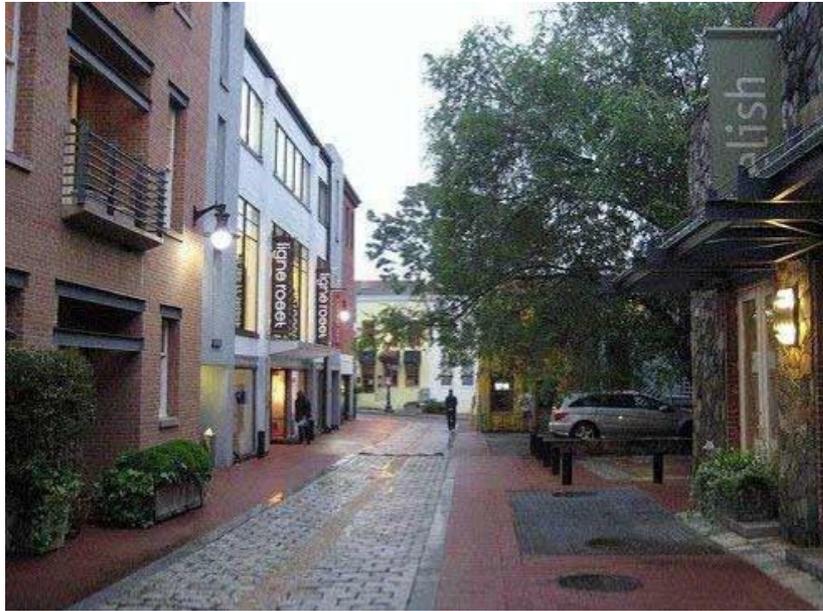
- Will be completed with coordination from private developer
- Provides housing choice in a high-quality walkable network



# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Potter Avenue

- Potter Avenue becomes a public plaza-like gathering space
- Similar treatment for the alley connecting Potter Ave to Parry St



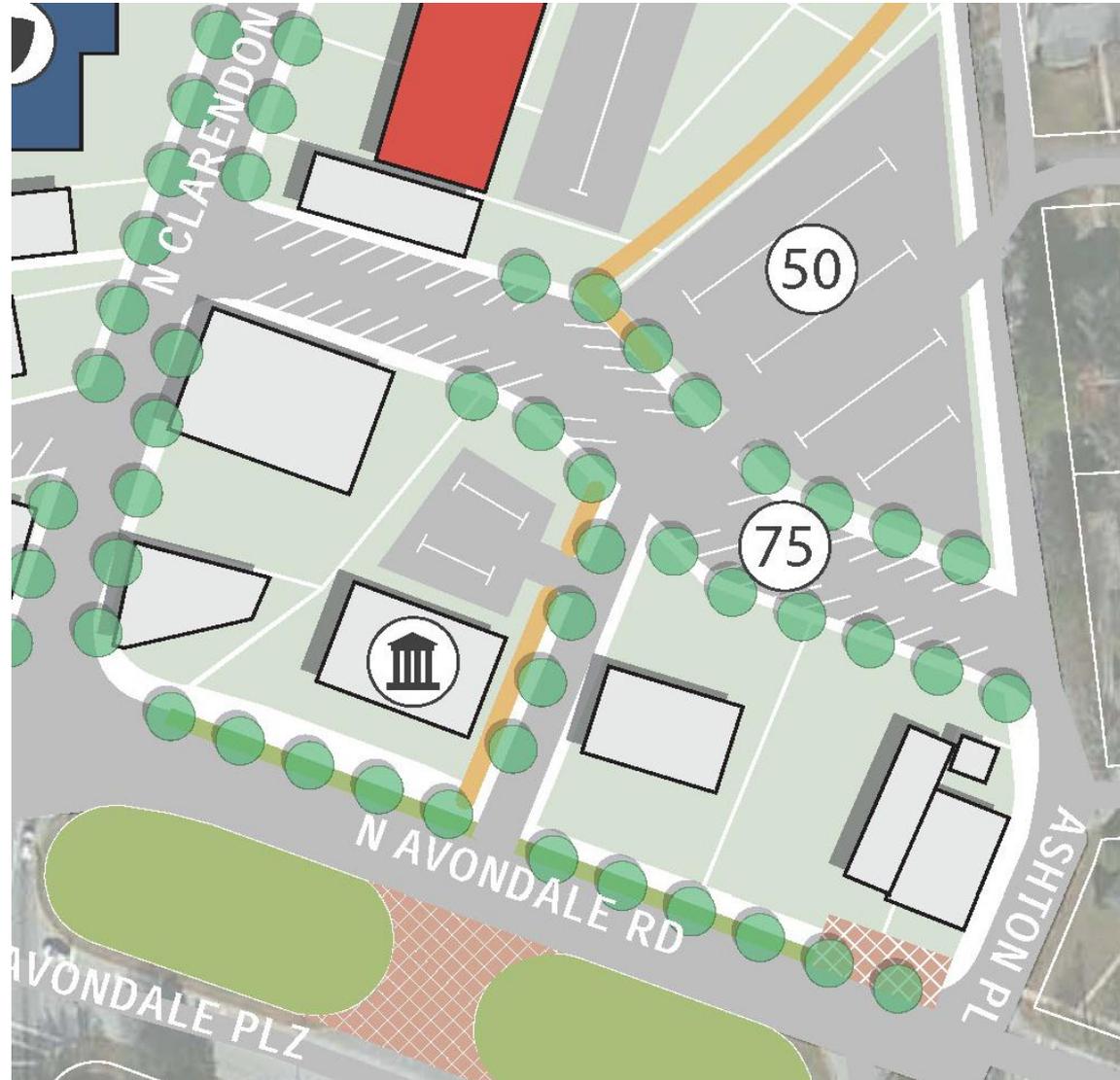
# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Parking Enhancement Behind City Hall

- Connects N Clarendon Ave to the parking lot behind City Hall and to Ashton Place
- Reconfigure lot and develop vacant space to add to parking supply

**Existing Parking: 57**

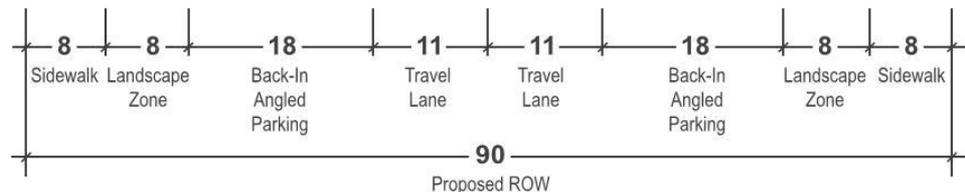
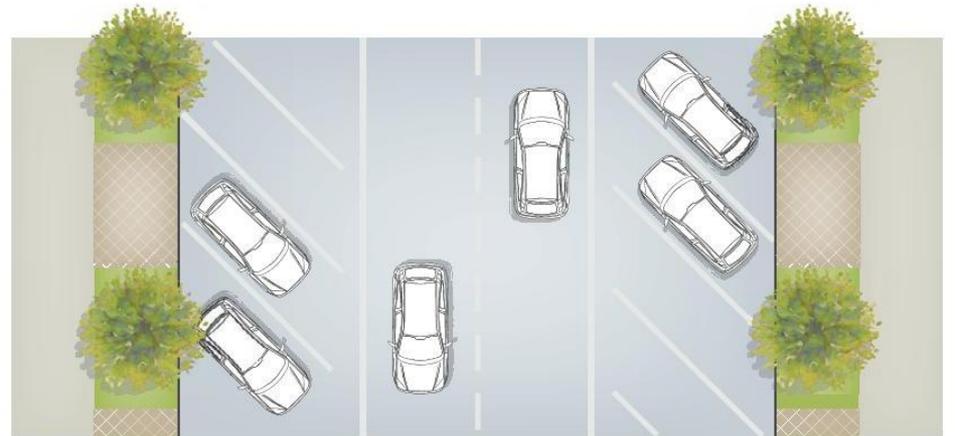
**Proposed Parking: 125**



# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Parry Street Extension

- Connects Parry St to Washington St for a new east-west connection
- On-street parking (angled and parallel), wide sidewalks, street trees
- Roundabout at Parry Street, Laredo Drive, and N Clarendon Ave



# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Trolley Line Trail

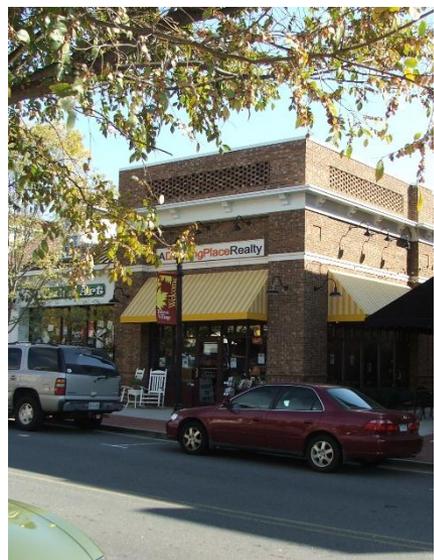
- Connects the PATH to downtown and residential neighborhoods
- Linked to proposed new dog park



# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## The Plan: Western Gateway Redevelopment

- Will be completed with coordination from private developer
- Provides housing choice for millennials and baby boomers close to public transportation



# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## Economic Development

<p><b>Primary Program Goals</b></p>	<ul style="list-style-type: none"> <li>• Retain, strengthen and expand the existing business base in downtown Avondale Estates</li> <li>• Recruit and encourage businesses that will complement and improve the existing commercial mix and enhance downtown's attractiveness</li> <li>• Increase local spending by trade area shoppers and employees working nearby</li> </ul>
<p><b>Program Elements</b></p>	<ol style="list-style-type: none"> <li>1. Real Estate Product Readiness</li> <li>2. Business Retention &amp; Expansion</li> <li>3. Business Recruitment</li> <li>4. Marketing &amp; Customer Attraction</li> </ol>
<p><b>Core Strategies</b></p>	<ul style="list-style-type: none"> <li>• Develop positive downtown image through continuous public relations, sales and marketing</li> <li>• Continue to enhance downtown Avondale Estates' physical image and core properties</li> <li>• Encourage, support and assist existing businesses</li> <li>• Target new businesses to add to the business mix and strengthen the overall economic base</li> <li>• Encourage residents, businesses, students, visitors and area employees to shop in downtown</li> <li>• Attract developers, investors and residents to opportunities for new and rehabbed housing in the downtown</li> </ul>

# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## Potential Tax Increment – Mill District

**Potential New Development in the Mill District**  
 Comprised of 5 parcels and 13.5 Acres  
 Market Value – \$90.6 million  
 Assessed Value \$36.3 million

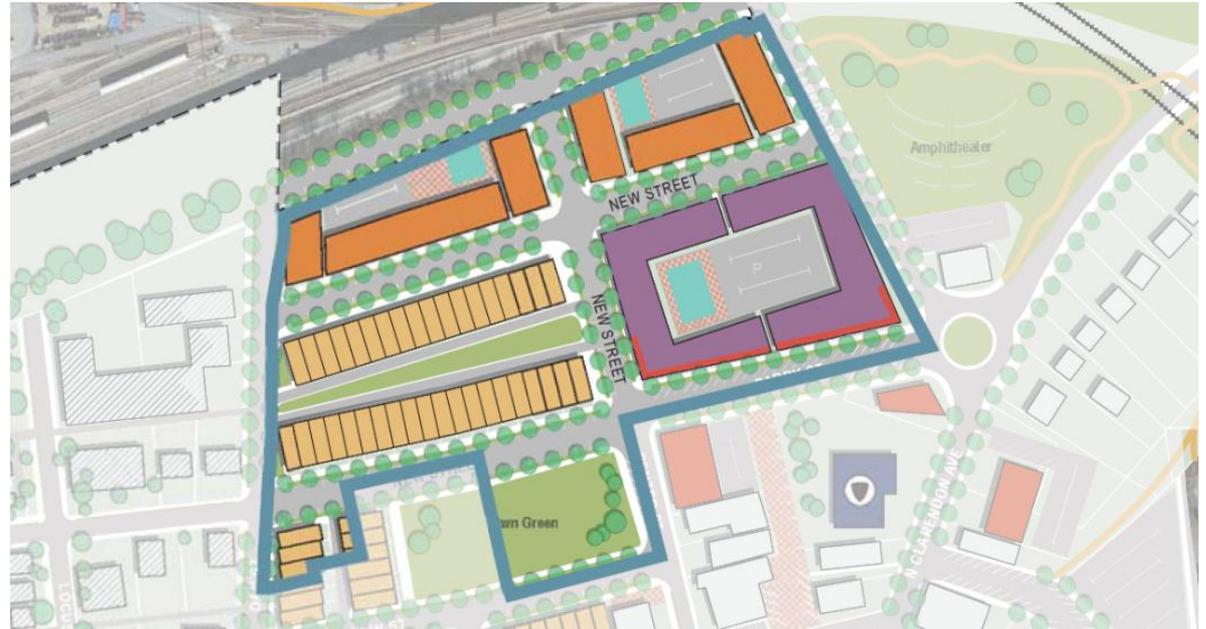
### Current Tax Base 2013

\$15,445 City Portion @ 10.957 Mills

### Potential Tax Base with Redevelopment

\$397,082 City Portion @ 10.957 Mills

### Potential Present Value of 5 million based on 20 year note at 5%



Residential	432 multifamily units 50 townhouses	Potential average value of \$185,000 Potential average value of \$225,000
Commercial	30,000 square feet of retail space	Potential average value of \$100/SF

# AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

## QUESTIONS?

**Project website:**

<http://downtownmasterplan2014.wordpress.com>

**Facebook:**

<https://www.facebook.com/downtownmasterplan>

