

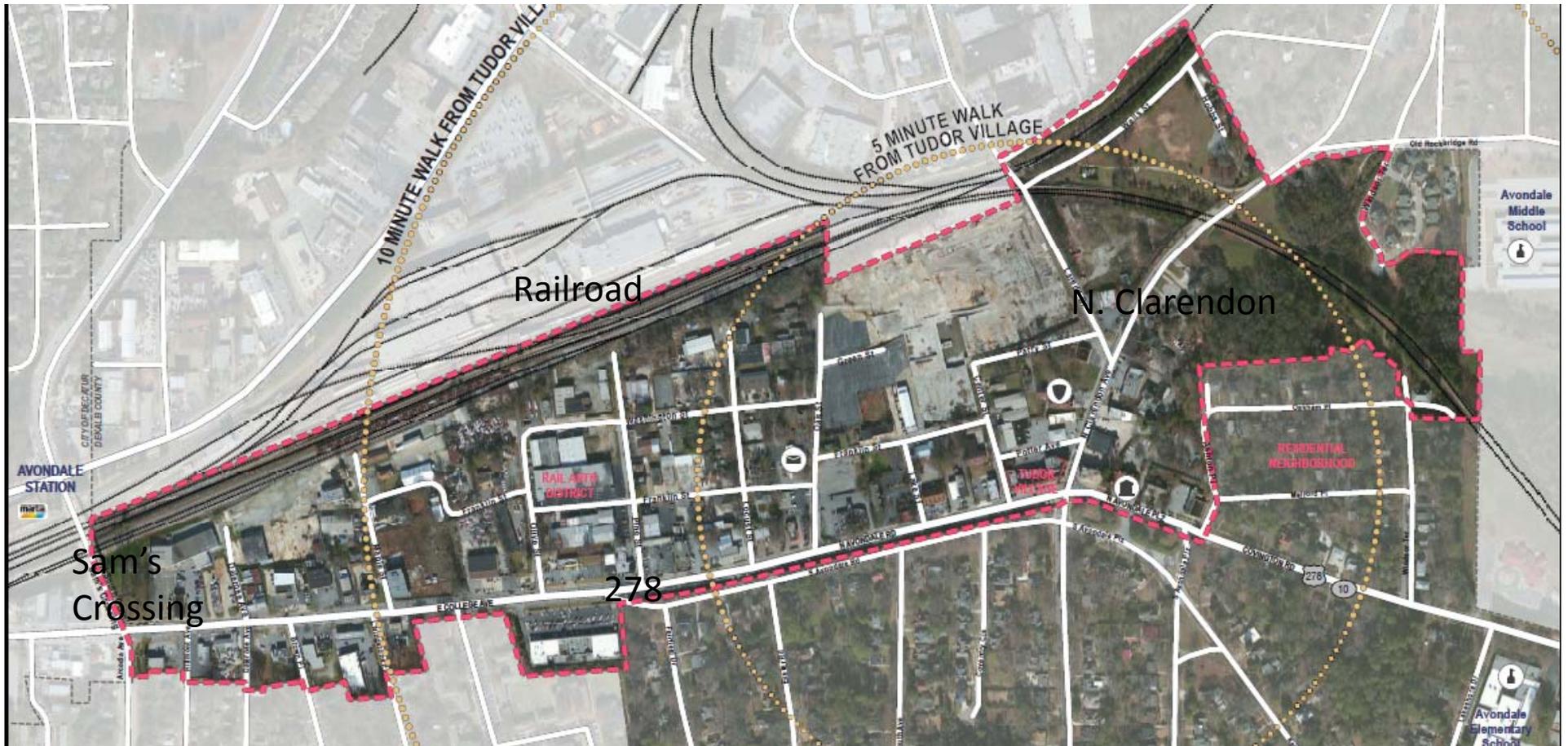
AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014 COMMUNITY MEETING 1 AGENDA:

- Master Plan Purpose and Process: Who, Why, Where, and How?
- Purpose & Benefits of Planning for Economic Viability and Improved Livability
- Approach
- Questions



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014 STUDY AREA

- 100 acres bounded by Sam's Crossing, railroad, Hobbs St/ Windsor Ter/ Ashton Pl, and Covington Rd/ N Avondale Rd/ E College Ave (including commercial parcels on the south side of the street)



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

PURPOSE & BENEFITS

- Create a more livable community
- Identify funding opportunities
- Provide choice related to housing, land use, transportation, community and economic development opportunities for the next 20 years



HOUSING



LAND USE



MOBILITY



PUBLIC PLACES

AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

PURPOSE & BENEFITS

- Preserve what is valued and enhance what is needed
- Opportunities to connect to and between places
- Opportunities to create needed elements

These result strengthens your community identity and will further the defining of your downtown as a unique place



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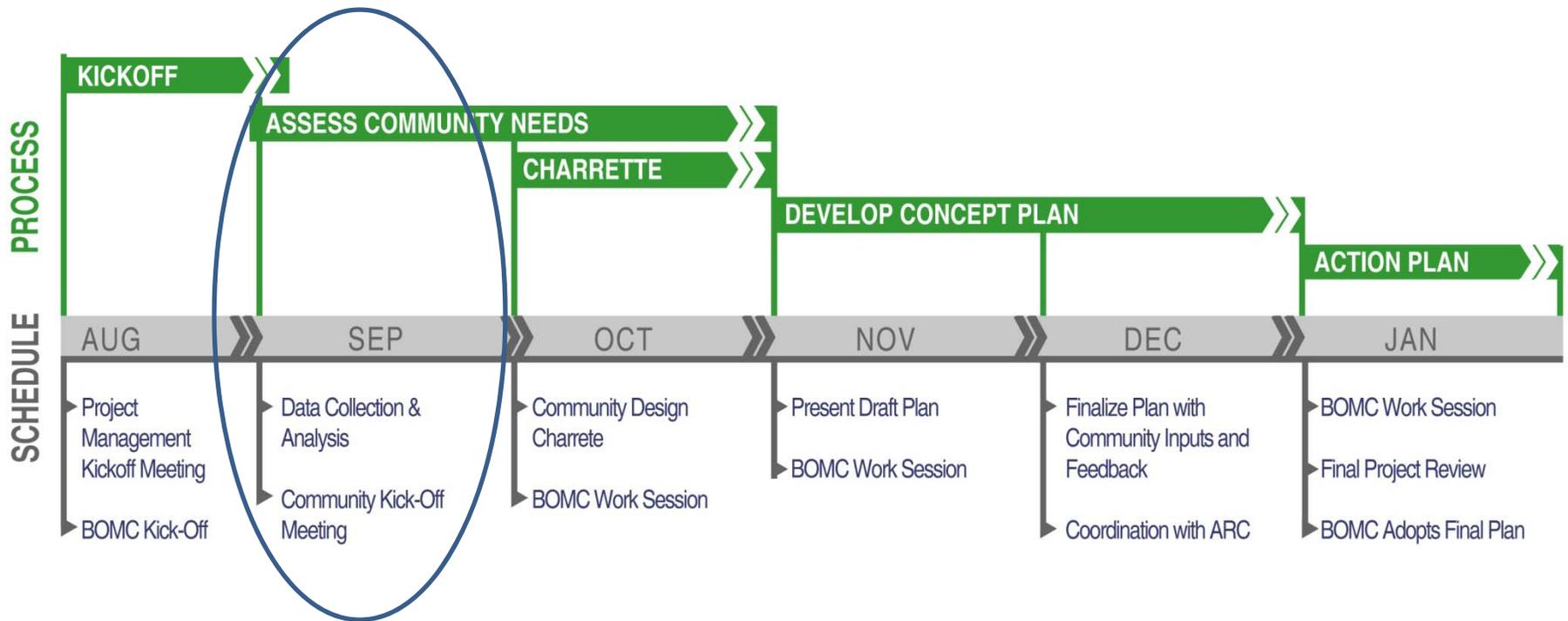
WHO'S INVOLVED

- **Client:** City of Avondale Estates
- **Community:** citizens and businesses
- **Project Management Team:**
 - City of Avondale Estates
 - Atlanta Regional Commission
- **Consultant Team**
 - **Pond and Company** (lead consultant: sustainable planning and design, transportation planning and community engagement, project management)
 - **Historical Concepts** (architectural and urban design inputs)
 - **Marketek** (market analysis and economic development strategy)



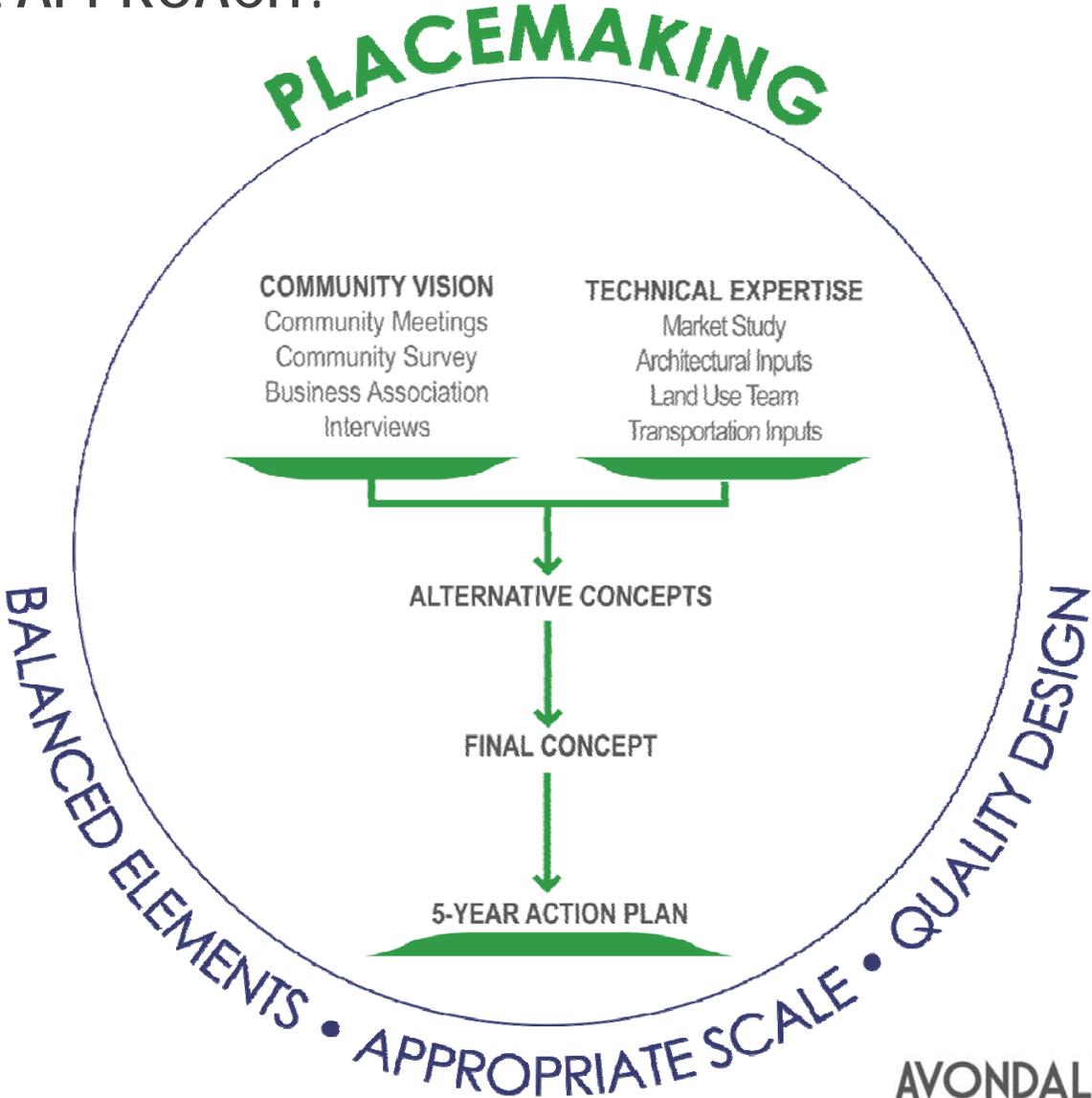
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WHAT IS THE PROCESS?



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WHAT IS THE APPROACH?



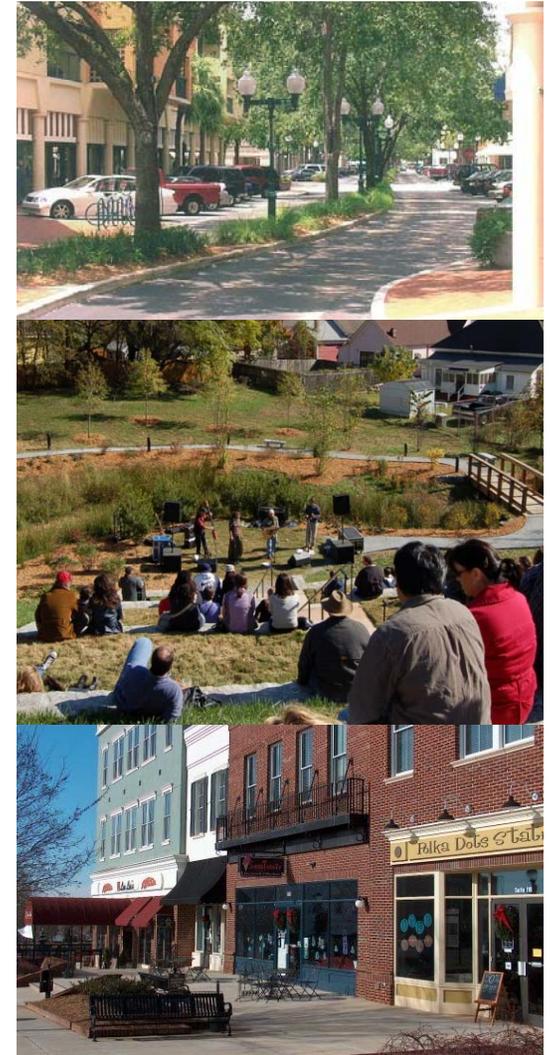
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PLACEMAKING | Balanced Community Elements

- Land Use
 - Retail, offices, industrial, civic spaces, housing
- Mobility
- Public Space
 - Plazas, parks, greenways, streets, sidewalks, trails, parking, circulation, connectivity

Results In: Placemaking and Community Identity

- Sense of character, quality centers of activity, places to be social, housing throughout life



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

PLACEMAKING | Appropriate Scale & Location

- **Neighborhood**
 - Development pattern that serves immediate residents and business, predominantly residential with small scale retail
- **Corridor**
 - Development pattern that serves broader community, includes non-residential uses
- **Center**
 - Predominantly commercial and mixed use development pattern that serves broader community, even regional



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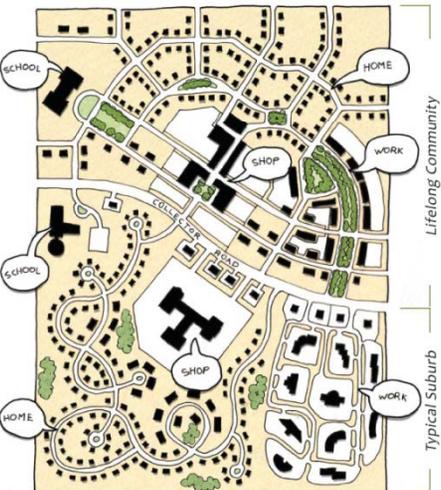
PLACEMAKING | Quality Design and Character

- Supports Community...
 - Values and goals
 - Identity (urban design, character)
 - Preservation (historic integrity)
 - Sustainability (economic, environment, social equity)



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

PREVIOUS PLANS AND STUDIES

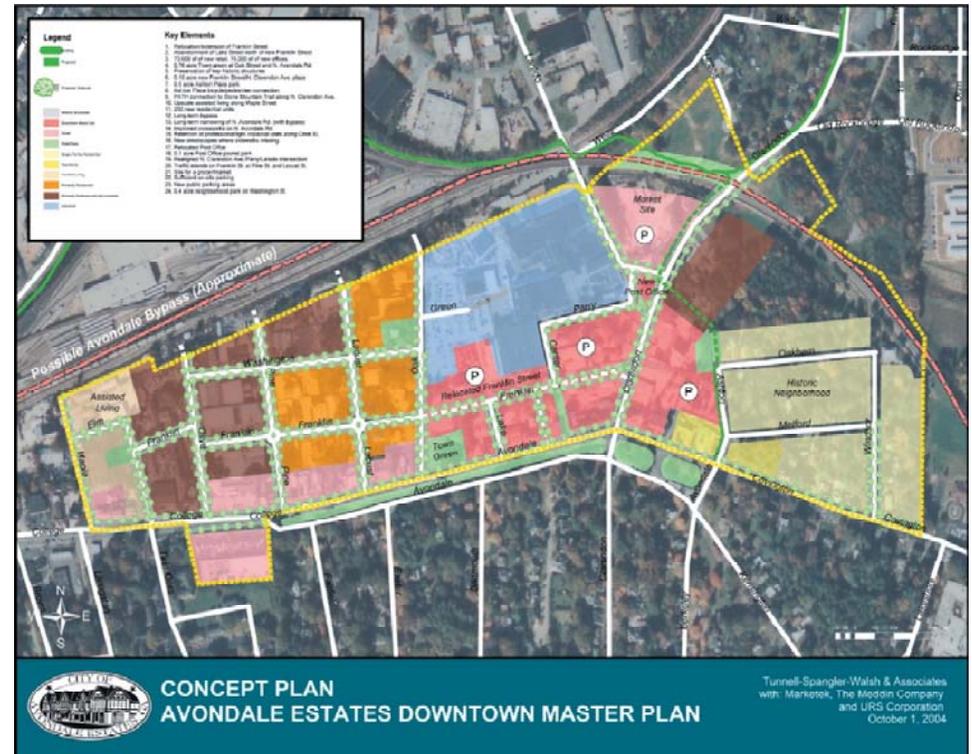


AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

PREVIOUS PLANS AND STUDIES | Original LCI, 2004

Goal: revitalize the historic downtown core

- Interconnected streets
- Safe pedestrian environment
- Dignified public realm
- Sense of place through architecture
- Preserve historic buildings
- Improve quality of structures
- Provide mix of land uses
- Create cohesive pedestrian-oriented retail environment



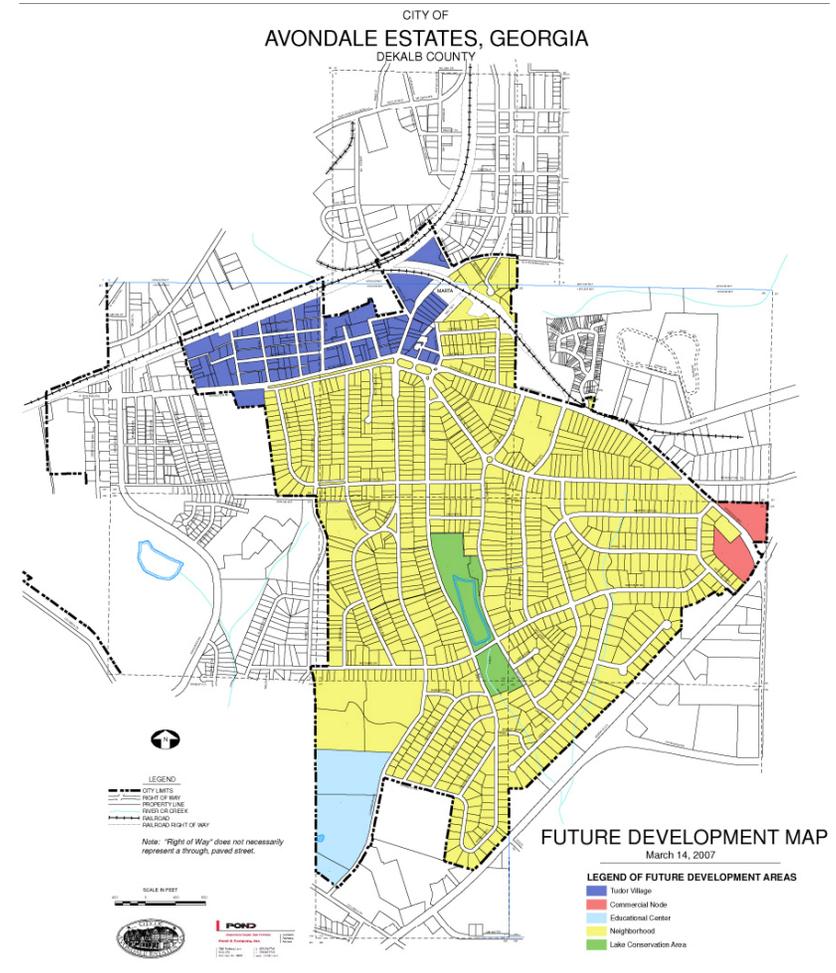
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PREVIOUS PLANS AND STUDIES | Comprehensive Plan, 2007

Uses character areas to guide growth

Specific goals include:

- Downtown/CBD redevelopment
- Education
- Parks and recreation
- Vehicular and pedestrian traffic on 278 and North Clarendon Road
- Infill housing, controlling “McMansions”
- Opportunities for annexation
- Updating land use regulations related to redevelopment



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014 PREVIOUS PLANS AND STUDIES | Walkability Study, 2013

Assessed walkability in
downtown

Primary observations:

- Incomplete streets
- Wide streets
- High traffic speeds
- Numerous conflict points
- Underdeveloped sense
of place



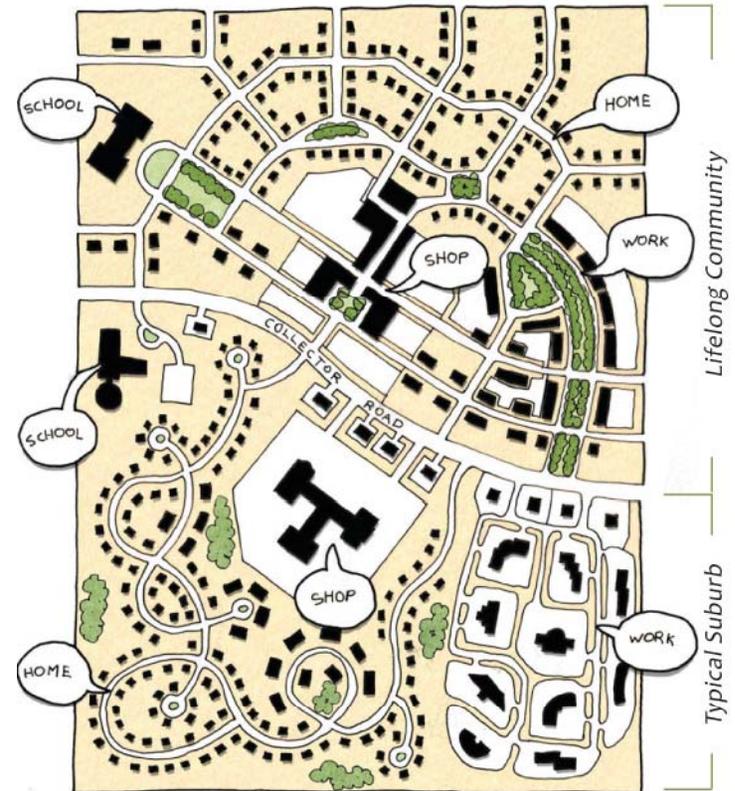
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PREVIOUS PLANS AND STUDIES | Lifelong Communities Study, 2013

Assessed Avondale Estates for compatibility with
lifelong living

Lifelong Communities incorporate 6 principles:

- Diversity of dwelling types
- Connectivity
- Pedestrian access and transit
- Neighborhood retail and services
- Social interaction
- Healthy living



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

PREVIOUS PLANS AND STUDIES | Fenner Dunlop Vision Plan, 2010

Vision for 13-acre Fenner Dunlop property:

- Mixed use development
- Cultural activities
- Continue Tudor Revival-style architecture
- Redevelopment along Oak Street
- Housing
- Museum, bed and breakfast
- Development of an Arts District



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

PREVIOUS PLANS AND STUDIES | Opportunity Zone, 2012

Eligible for maximum state job tax credit

Created with Urban Redevelopment Plan

Goals:

- Encourage compatible infill
- Adaptive re-use of vacant/historic structures
- Create a vibrant, mixed-use CBD
- Remove slum and blight
- Create jobs, reduce crime, and increase the tax base



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

PREVIOUS PLANS AND STUDIES | Consolidated Goals

- Create a sense of place
- Promote mixed-use development
- Provide more housing options
- Create more public gathering spaces
- Protect historic resources
- Address retail vacancies
- Pursue redevelopment of key sites
- Calm traffic on 278
- Improve walkability
- Improve bicycle network
- Explore connections to MARTA
- Build a stable economic environment

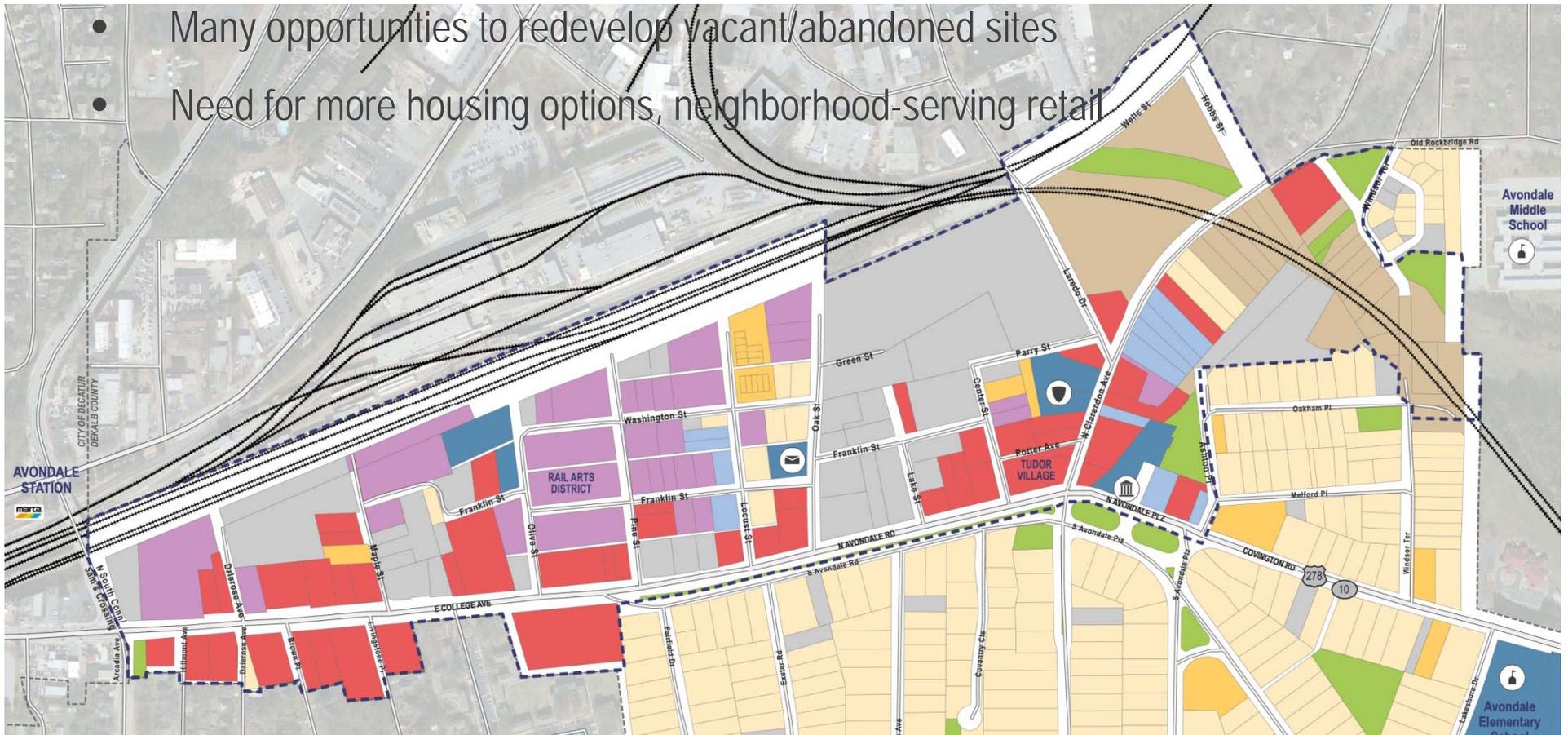
AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014 EXISTING CONDITIONS



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

EXISTING CONDITIONS | Land Use

- Main land uses are retail and light industrial, with some residential and office
- Retail is primarily vehicle-oriented, with some traditional downtown (Tudor Village)
- Many opportunities to redevelop vacant/abandoned sites
- Need for more housing options, neighborhood-serving retail



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

EXISTING CONDITIONS | Typical Architectural Styles



Tudor Revival



Main Street Vernacular



Tudor Revival



Main Street Vernacular



1960s Commercial



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

EXISTING CONDITIONS | Typical Architectural Styles



Chic Loft



Folk Victorian (with modifications)



Mid-Century Cottage



Industrial Building



1920s (Art Deco with modifications)



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

EXISTING CONDITIONS | Public Places

- City Services located downtown
- Vacant theater
- No public open space
- Great community events



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

NEXT STEPS

- **Community Meeting 1: Project Kick-Off**
 - Thursday September 19th, 6:30-8:00 pm, City Hall
- **Community Meeting 2: Charrette**
 - Wednesday October 23rd, 6:00-9:00 pm, City Hall
- **Community Meeting 3: Present Concepts and Action Plan**
 - Thursday November 14th, 6:00-8:00 pm, City Hall
- **Downtown Master Plan Survey (Please take the survey!)**
- **Website:** <http://downtownmasterplan2014.wordpress.com>
- **Facebook:** <https://www.facebook.com/downtownmasterplan>



AVONDALE ESTATES DOWNTOWN MASTER PLAN 2014

QUESTIONS?

Project website:

<http://downtownmasterplan2014.wordpress.com>

Facebook:

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

