

Instructions for Submitting Design Ideas for Avondale Estates-Owned Four Acres in Downtown

The Board of Mayor and Commissioners (BOMC) is seeking design ideas for the approximate four acres of City-owned land. The building at 90 North Avondale Road, owned by the City, must remain as part of any design concept.

Design ideas should include public space and may include buildings to be developed publicly, privately, or in a public-private partnership. Design ideas must conform to the Zoning Ordinance of the City. Any parking required by the Zoning Ordinance for buildings must be indicated.

To Submit:

If you would like to submit a design idea, you *must* notify City Manager, Clai Brown, via [email](#) or phone (404-294-5400) of your intent to submit a concept by **Friday, May 19, 3 p.m.** At that time, you will be assigned a number, which you should place on all submissions, instead of using your name. Designer identities will not be disclosed until after the presentations at the June 12, BOMC Special Called Work Session. Design narratives will be read by facilitators at this meeting.

All submissions must be received at City Hall by **Wednesday, June 7, at 3 p.m.** Please label submissions "Attention City Manager Clai Brown."

Submission requirements:

- Site plan at 1" = 40'-0", may be drawn by hand or in CAD to scale. Site plan must be printed out on bond, vellum, or mylar, at 24" x 36" size. Electronic submissions will not be accepted.
- New design elements should be labeled and preferably dimensioned.
- A typed one to two-page Design Narrative (8 ½" x 11"), describing the concept and components. The narrative shall address the six questions below.

Designers may (but are not required to) supply additional 2D and 3D drawings and model, as deemed appropriate. Drawings must be printed out on bond, vellum, or mylar, at 24" x 36". No more than three sheets will be accepted per submission and no more than one physical model. Additional drawings and model must indicate if they are to scale and what scale, or not to scale.

A 1" = 40'-0" survey of the City-owned property is available for download in both PDF and DWG formats on the City website on the Downtown Development page.

All submissions are voluntary and being donated to the City. Portions (or all) of any plan submitted may be used, and due credit will be given in publications. Those involved with a submission agree to waive both remuneration and all claims made to intellectual property rights to the ideas and drawings submitted.

DESIGN NARRATIVE

Please answer the following questions on no more than two pages (8.5" x 11"). The answers to these questions will be read at the BOMC Special Called Work Session as an explanation of concept drawings.

1. What are the challenges that you see in developing the City-owned four acres and how does your concept address those issues?

2. Explain how your concept for the City-owned four acres fits into a larger vision and plan for future development in the area bounded by North Avondale Road to the south, the railroad tracks to the north, Sam's Crossing on the west, and North Clarendon Road on the east.

3. Explain how your concept for the City-owned four acres would be economically viable and create additional activity in downtown Avondale Estates before the surrounding properties are redeveloped.

4. Describe your plan for public space(s) to be developed on the City-owned four acres and how these space(s) will be activated at various days and times and by what uses.

5. What commercial uses would your plan envision on the City-owned four acres?

Frequently Asked Questions

Q: Is this a competition?

A: No. It is an opportunity for the creative minds in and around Avondale Estates to inspire the BOMC with exciting designs.

Q: How much detail should I show?

A: The minimum submission is one site plan and a two-page narrative description. Dimensions shown should be relatively accurate, but the goal is to be able to discuss various design ideas in the context of the site where they may be built. Technical drawings will be used later in the process and are neither required nor recommended at this time.

Q: Why ask for development ideas?

A: The City can set a good example for all future development by creating an exciting design that provides public and civic spaces while also activating them with appropriate surrounding uses.

Q: Will a design framework for the entire downtown be done?

A: Yes. Following the discussion for the City-owned land, a framework will be discussed to put these designs into the context of the entire downtown.

Q: What about the cost of building these designs?

A: Once the BOMC decides on a design for the four acres, an Implementation Plan will be drafted, listing all costs and all sources of value.