

Main Street Designation: 2014/2015

November 11, 2014



Background

- What is Main Street?
 - National Organization-National Trust
 - 34 years
 - Focus: Revitalization of Historic Downtowns
 - Tools to Assist
 - GA Main Street 1980
 - 59,000 Jobs
 - 12,000 New Businesses
 - \$3 Billion Public/Private Investment
 - Over 96 Communities + 19 Start-Up Communities

Four Points

- Organization
- Design
- Promotion
- Economic Restructuring



Eight Guiding Principles

- Comprehensive
- Incremental
- Self-Help
- Partnerships
- Identifying and Capitalizing on Existing Assets
- Quality
- Change
- Implementation

Avondale Estates

- First Applied 1990's
- Applied in 2011-Not Accepting Applications
- Applied 2013
- One of 19 Communities Accepted in 2014
- DDA Acts as Main Street Board
- Start-Up Program to Classic Main Street
 - Requirements over 2014

Why is Main Street Important?

- Concentration of Small Business
- Historic Buildings
- Government Center
- Community Gathering
- Iconic Images



Requirements

- ◉ Designate Board: Avondale Estates
Downtown Development Authority(DDA)
- ◉ Designate District: Central Business
District (CBD)
- ◉ Determine Manager: Keri Stevens
- ◉ Adopt Bylaws-DDA Amended Current
Bylaws

Requirements

○ Establish Baseline:

- Historic Properties
- All Open Businesses
- Employees
- Vacant Buildings

Materials will soon be available by visiting our Main Street Page:

<http://www.avondaleestates.org/main-street.html>

Requirements

- Training

- Extensive

- Staff

- Two Multi-day

Conferences (Blackshear Ga./Decatur, Ga.)

- 4 Hours of Historic Preservation Training
- 3 Managers Lunch Meetings

- DDA/Main Street

- 8 hours of training for each member
- 3 Members Added Georgia Main Street Conference



Requirements

○ Vision Statement

“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.”

Requirements

- Mission Statement

“Encourage redevelopment activities and provide assistance to private and public partners for the purposes of improving the downtown area.”

Requirements

- ◉ Work Plan

- Short, Medium, Long-Term Goals

- ◉ Budget

- How to Fund, Who to Assist
- Example: DDA/Main Street Section Webpage, Short-Term, City Funded, City Staff, DDA

Requirements

- Town Hall Meeting

- Tonight: November 11, 2014
- Focus on 2014 Information Gained and Main Street Opportunities

Avondale Estates Facts

- Number of Businesses: 123
- Approximate Full -Time Employees: 501
 - 2015-Focus on Accurate Count of Full and Part-Time Employees
- Properties 40 or more Years Old: 101
- Approximate SF Space 40 or more Years Space: 387,000 SF
 - Note: Not all properties would be considered contributing properties and most are outside the Historic District.
- Approximate SF Space All Properties: 614,000 SF
- Vacant Properties: 51 (Not including MARTA/DeKalb)
- Approximate SF Vacant Buildings: 79,000 SF

Note: Approximate SF and Dates from DeKalb Property Tax Files

Assistance

- Low Cost Design
 - Building
 - Signage
 - Parks and Greenspace
 - Streetscape
- Marketing
- Low Interest Loans:
 - Downtown Revolving Loan/Georgia Cities Foundation
- National and Georgia Network

Success: Low Interest Loans

- ◉ Downtown Revolving Fund/Georgia Cities Foundation-\$350,000
- ◉ Main Street Designation-Additional 1% Off Low Interest Loans



2015

- Updated Web Link for Main Street
 - Easy access to loan information
 - Available properties database
 - Success Statistics
- Business Association (AEBA Meeting Dec. 2014)
- Downtown Master Plan Implementation
- Marketing Plan
 - Meet with local businesses
 - Meet with developers
 - TAD
 - Opportunity Zone
- Tracking
 - New/Old Businesses
 - Employees
 - Revenue
 - Festivals

Beyond 2015

- ◉ Wayfinding Signage
- ◉ Visualizations
- ◉ Developers Meetings
- ◉ Brochures