

AVONDALE ESTATES

COMMERCIAL DEVELOPMENT ON CITY-OWNED ACREAGE
IN THE CENTRAL BUSINESS DISTRICT
STAGE ONE OF TWO



FABRIC
developers

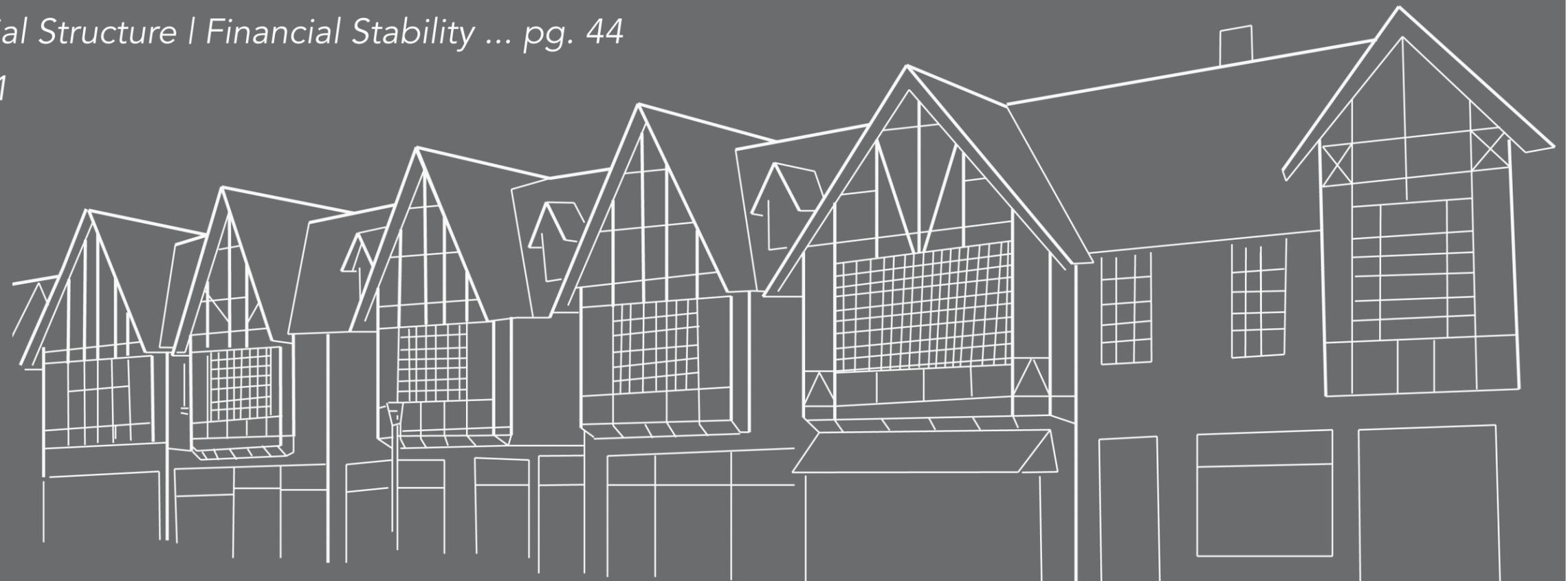


CELEBRATING
1919
100
2019



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WHO WE ARE

Fabric Developers, LLC
Jerry Miller
403 W. Ponce de Leon Ave., Suite 104
Decatur, GA 30030
(404) 275-3930
jmiller@fabricdevelopers.com

Stevens & Wilkinson
Ron Stang
100 Peachtree, Suite 2500
Atlanta, GA 30303
rstang@stevens-wilkinson.com
(404)522-8888

Vantage Realty Partners
619 Edgewood Avenue SE, Suite 200
Atlanta, Georgia 30312
678.686.3100

To: City of Avondale Estates—Downtown Development Authority
Attn: Gina Hill, City Clerk
21 N. Avondale Plaza
Avondale Estates, GA 30002

Re: Qualifications Submittal for Downtown Placemaking Development

Fabric Developers, LLC is pleased to submit its qualifications and its team to create an important community-oriented development in conjunction with the City's development of a park on land as described in the Request for Qualifications. Fabric's collaboration with Stevens & Wilkinson Architects runs deep and each project they have undertaken has enhanced its district and its livability.

As a developer who has spent his career with a focus on neighborhood oriented, contextual developments, I understand the importance to the community of creating places that stand the test of time. Avondale Estates has an opportunity for the first time in a long time to expand upon the original and singular vision of its founder and to remold Avondale Estates for the next century. After the years of planning, discussion, and sometimes disagreement, this is, as they say, "where the rubber meets the road." This is where execution of the vision will either create that community focal point that cities aspire to or deliver another real estate development. Ultimately the City of Avondale will need to decide which this will be.

The success of this public/private venture will depend on the execution of several public initiatives, including the following:

1. The City will commit to a fully funded, well-designed park and attendant infrastructure. It needs to address the community's need for a "community focal point" and the City will work with us to collaborate on issues of common concern.
2. Avondale Road, or U.S. 278, will undergo a road diet as described in the pre-bid conference with separate, protected bike lanes and on-street parking. These improvements need to be underway or imminent upon commencement of the project. The importance of bike lines is underscored by Exhibit 1 of the Appendix.
3. Cross-walks at Oak St. will need to be redesigned for maximum connectivity to Avondale's residential neighborhoods, including an opening through the hedges to South Avondale Road.
4. Left turn lanes will need to be included at Oak St. and Lake St. for maximum access to the project, the park, and surrounding catalytic development.
5. The City will continue collaboration with Avila to arrive at mutually acceptable plans which activate the north side of the park, facilitate the necessary infrastructural improvements in the CBD, and reinforce and support our efforts on the south side of the park.
6. The City will incorporate the City-owned portions of the block east of Lake as Phase II of our development in order to fully execute on the vision for complementary development around the park.
7. The City understands that true place making of both the private and public portions of the development, is expensive and may require public investment in infrastructure such as detention, grease traps for restaurants, and parking structures.

I believe it is important to set forth these issues at the outset so that the parties are clear as to the ingredients of success in reaching Avondale's goal of making a truly special place in this part of metro Atlanta. I look forward to future discussions toward this exciting initiative.

Sincerely,

Jerrold L. Miller
Principal
Fabric Developers, LLC





FABRIC DEVELOPERS

FIRM PROFILE

For the last 35 years, Jerry Miller, principal and founder of Fabric Developers, LLC, has focused his career on intown, contextual projects, which contribute to the fabric of the community. Initially working on existing and historic buildings which were derelict, Miller did a series of historic rehabilitations in Old Fourth Ward, Castleberry Hill, along Memorial Drive, in Athens, and in downtown Columbus, GA. Most of these buildings were adapted for loft apartments, live work/studio spaces, and occasionally street front commercial spaces. He then moved to replicating loft buildings in new construction using similarly heavy industrial materials. Frequently these buildings were within neighborhoods where his historic buildings had created a beachhead and forward momentum in rejuvenating those communities from years of disinvestment.

In 2013 Fabric began working with the City of Duluth to create a public/private catalytic development on a block across from the City's highly successful village green. Parsons Alley was intended specifically to attract independent restaurants and retailers to anchor the downtown's restaurant and entertainment district. Working with Vantage Retail Partners, Fabric and the City of Duluth forged a partnership which led to 35,000 s.f. of space in six individually designed buildings to create a new center of gravity for downtown Duluth. Thus far, the project has catalyzed over \$100 million in development in the downtown area, including apartments, townhouses, single family homes and a hotel.

Miller's collaboration with Stevens-Wilkinson extends to a period of over 30 years beginning with the historic rehabilitation of the Healey Building in downtown Atlanta with Stang-Newdow, extending to the early rejuvenation of Old Fourth Ward with the Glen Iris and Ponce Springs Lofts, and into Castleberry Hill with Castleberry Point Lofts. In each collaboration, S&W has combined circumspect insight into the neighborhood context with a deep knowledge of what it takes to make a successful project.

PROPOSING FIRM

Fabric Developers, LLC
403 W. Ponce de Leon Ave., Suite 104
Decatur, GA 30030

PRIMARY CONTACT

Jerry Miller
404.275.3980
jmiller@fabricdevelopers.com

YEAR ESTABLISHED

1995

PROJECT FEATURED:

Parson's Alley
City of Duluth





STEVENS & WILKINSON

FIRM PROFILE

Founded in Atlanta, GA in 1919 by Preston Stevens, Sr. and Flippen Burge, Stevens & Wilkinson has been providing professional design services for over a century. The primary factors contributing to the success of our firm have been the long-term relationships we have developed with our clients, and our quality reputation within the profession.

We provide a full range of design services including architecture, planning, engineering (structural, mechanical, electrical, plumbing and fire protection) and interior design, all in-house. We also offer integrated and well-coordinated design services that incorporate Smart Design Solutions with technical precision and timely delivery. Our diverse portfolio of work has resulted in the formation of in-house specialty teams with applied experience in each market sector served.

Through years of experience, our team at Stevens & Wilkinson has developed a strategic process to help guide clients through the planning and design of urban environments. Combining an eye toward the future while being mindful of community needs, we create a wonderful sense of place both within and around our projects.

In Downtown Atlanta our firm has designed dozens of mixed-use buildings and historic renovation projects, several of which have received awards from the Atlanta Urban Design Commission and ULI. Through many of these developments, there have been Public/Private Partnership initiatives which helped drive business into the downtown core areas.

S&W was the Architect for the neighboring Caslteberry Point and Glenwood Park, Sweet Auburn Curb Market Renovation, multiple mixed-use developments in the Old 4th Ward neighborhood, Howard Middle School Renovation and Addition.

Over the past two decades, S&W has been an active participant in Downtown Decatur's urban renaissance, beginning with neighborhood planning initiatives to recast the Decatur Marta Station and its surrounding mixed use core.

S&W is passionate about helping shape the future of Avondale Estates while honoring its historic past.

PRIMARY CONTACT

Ron Stang, AIA, LEED AP
404.895.0501

FORM OF OWNERSHIP

Georgia Corporation

YEAR ESTABLISHED

1919





JERRY MILLER
Developer

Jerry Miller, principal and founder of Fabric Developers, LLC, will lead the development team. His development experience extends to over 30 years of neighborhood-oriented, in-town development, including (as principal for Miller Gallman Developers, LLC) multiple loft apartment and mixed-use developments in Castleberry Hill, pioneering projects in Old Fourth Ward (Troy Peerless Lofts, Glen Iris Lofts I and II, Ponce Springs Lofts pre-dating Ponce City Market), A&P Lofts, and Whitehall Mill Lofts. Most recently Fabric has developed Parsons Alley in downtown Duluth as part of a public-private partnership with the City of Duluth in creating a catalytic development that has stimulated new development and reinforced the City's investment in downtown infrastructure. The project has won awards from ULI, CNU, and ARC for contextual infill and catalytic development.

EDUCATION

Macalester College
Bachelor of Geography
St Paul, MN

The Wharton School
Masters in Business, Finance
Philadelphia, PA

EXPERIENCE

MIXED USE

Ponce Springs
Atlanta, GA

Castleberry Point
Atlanta, GA

Parsons Alley
Duluth, GA

RESIDENTIAL

Flowers
Columbus, GA

Glen Iris Lofts
Atlanta, GA

Whitehall Mill Lofts
Athens, GA

Troy Peerless Lofts
Atlanta, GA

Delmar Circle
Atlanta, GA



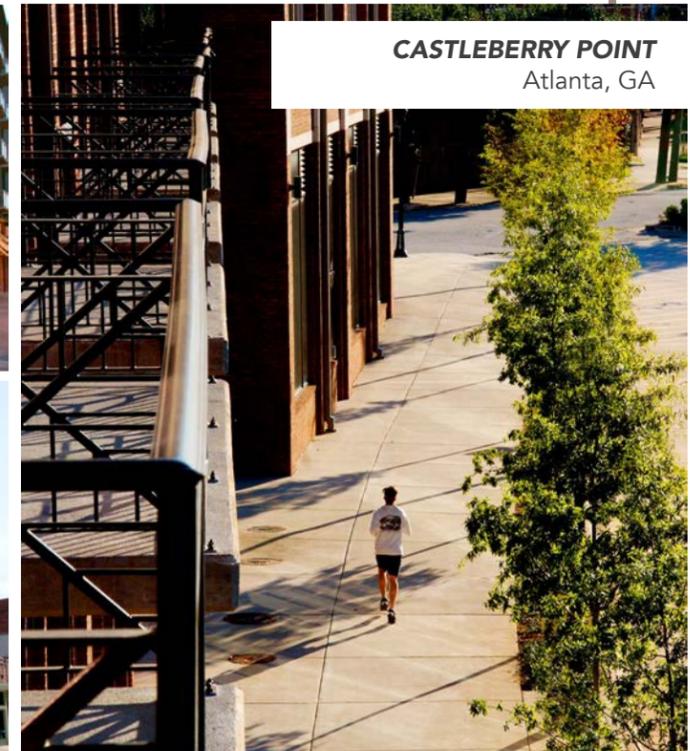
PARSONS ALLEY
Duluth, GA



PONCE SPRINGS LOFTS
Atlanta, GA



FLOWERS
Columbus, GA



CASTLEBERRY POINT
Atlanta, GA





RON STANG
Planning and Design Principal

Ron is Stevens & Wilkinson’s “Practice Leader in Urban Mixed Use” and brings over 35 years of experienced planning and architectural design for large scale urban sites or historic resources. His expertise in urban/mixed use and adaptive reuse has been acclaimed by planning groups throughout the Southeast. He is actively involved in many community groups and design review committees. His work has received numerous local, state, and national awards.

EDUCATION

Georgia Institute of Technology
Master of Architecture
Atlanta, GA

REGISTRATIONS & AFFILIATIONS

Registered Architect:
CO, DE, FL, GA, KS, MA, MI,
MO, NJ, NY, NC, PA, SC, TN,
TX, VA

LEED AP

(AIA) American Institute of
Architects

Central Atlanta Progress

Georgia Institute of Technology’s
College of Architecture Dean’s
Council

SPI-I Design Review Committee

EXPERIENCE

MIXED USE

Glenwood Park
Atlanta, GA

Ponce Springs
Atlanta, GA

Market City Center
Chattanooga, TN

Cigar Factory Renovation
Charleston, SC

805 Peachtree Lofts
Atlanta, GA

Castleberry Point
Atlanta, GA

RESIDENTIAL/ MIXED USE

123 Luckie Street Lofts
Atlanta, GA

335 West Ponce Condominiums
Decatur, GA

Flats at Ponce City Market
Atlanta, GA

Glen Iris Lofts
Atlanta, GA

HOSPITALITY

Fellinis Pizza
Decatur, GA

The Glenn Hotel
Atlanta, GA



GLENWOOD PARK
Atlanta



CASTLEBERRY POINT
Atlanta



FELLINIS
Decatur





SHERI LOCKE
Senior Project Architect

Sheri is an experienced architect with 20 years in the profession. She has a resume of diverse projects that respond to the unique objectives of the owner. Whether it is a welcome center lodge and restaurant within Tulsa’s new central park, a residence hall intertwined with dining and fitness, or a cultural museum where inside and outside are blurred, all of her projects create one-of-a-kind public space. Her projects have collectively earned one LEED Platinum and two LEED Gold sustainability certifications and four AIA design awards. Thoughtful and iconic, her projects differentiate a client and maximize their investment.

As with “Concept 9”, Sheri’s goal was to create a park that is uniquely Avondale. As an architect and resident that wants her City to thrive, she will create buildings on Avondale’s main street that add to the special character of Avondale and complement the new park. Sheri has lived and worked all over the country and in Europe and has a broad understanding of the built environment and what makes successful urban space.

EDUCATION

University of California, Berkeley
Master of Architecture
Berkeley, CA - 2003

Georgia Institute of Technology
Bachelor of Science, Architecture
Atlanta, GA - 1997

REGISTRATIONS

Registered Architect: GA

AFFILIATIONS

(AIA) American Institute of Architects

EXPERIENCE

RESIDENTIAL / DINING

Ernie Davis Hall
Syracuse University
Syracuse, NY

BUILDINGS ORIENTED TO A PARK

The Burke Museum and café
Seattle, WA

Williams Lodge and Boathouse /
Restaurant
Gathering Place park, Tulsa, OK

GALLERY / EVENT SPACE

Lanier Technical College
Conference Center
Oakwood, Georgia

The Bo Bartlett Center,
Columbus State University



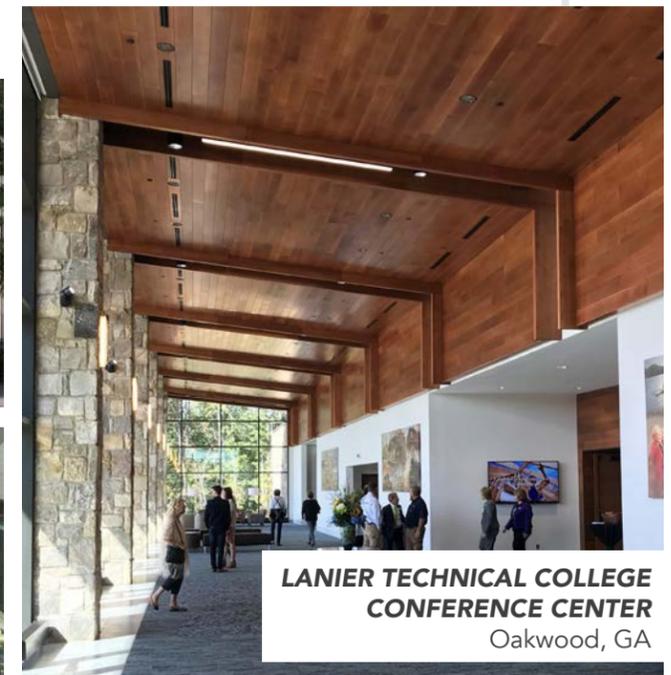
WILLIAMS LODGE AND BOATHOUSE / RESTAURANT
Gathering Place park, Tulsa, OK



THE BURKE MUSEUM
Seattle, WA



ERNIE DAVIS HALL
Syracuse, NY



LANIER TECHNICAL COLLEGE CONFERENCE CENTER
Oakwood, GA





CHRIS CARTER

Chris and Gene Rice founded Vantage Realty Partners in March 2007. Vantage has earned the reputation of being one of the top commercial brokerage firms in the urban core of Atlanta. Vantage has completed over 160 restaurant deals in Atlanta, most of which are chef-driven. Chris oversees Vantage's development and investment divisions and has a passion for historic preservation and proper urban planning.

Chris, his wife Lane and their three sons live in Druid Hills and are very active in the community. Chris is also a member of the Down Syndrome Association of Atlanta, the Epilepsy Foundation of Georgia, Atlanta Commercial Board of Realtors, Million Dollar Club, International Council of Shopping Centers, Young Commercial Board of Realtors, Old 4th Ward Business Association, Urban Land Institute, and actively participates with Adopt-A-Family at Christ the King church.



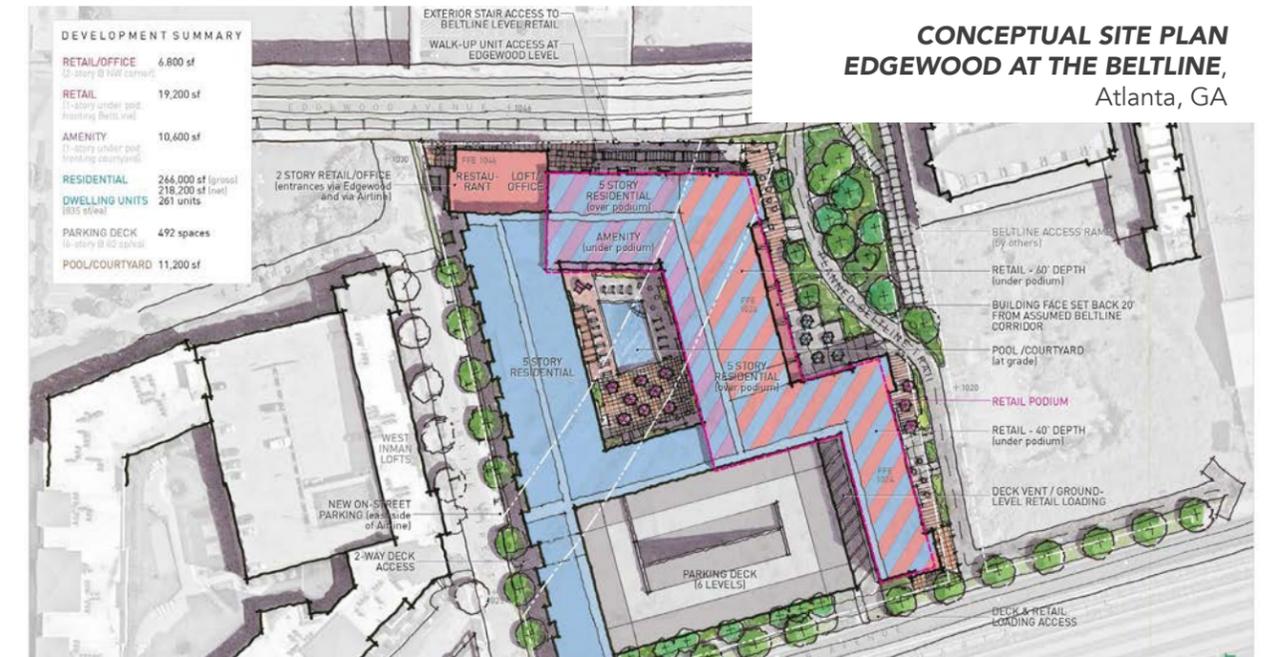
GENE RICE

Gene Rice is a native Atlantan who graduated from The University of Georgia with a degree in Consumer Economics. As a co-founder of Vantage Realty Partners, in 2007, Gene has built the business from the ground up, developing strong relationships with neighbors, business owners, investors and developers alike. His primary focus is to create value on projects that have a positive impact on the entire community.

Gene has forged a niche in tenant representation and site selection in the office, retail and restaurant markets. He also works with principals on investment properties ranging from land to mixed-use developments.

Gene is a member of the Atlanta Commercial Board of Realtors, International Council of Shopping Centers, Old 4th Ward Business Association, Lumen, Team Hidi Co-Chair, and Adopt-A-Family.

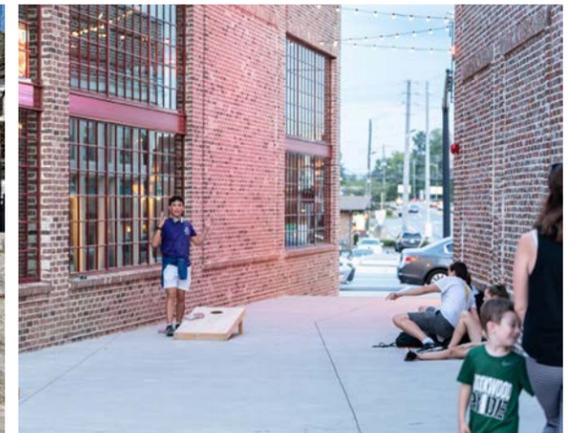
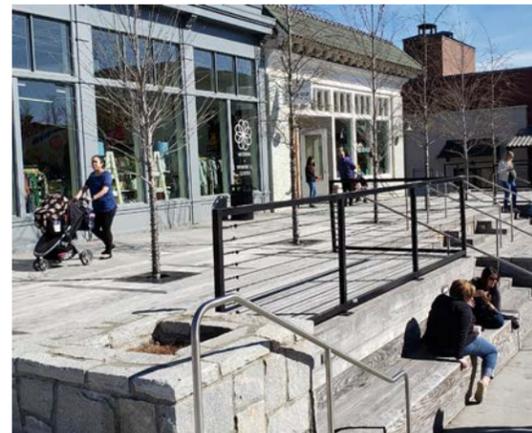
Fabric joined with Vantage Realty Partners on the Parsons Alley project in order to curate the restaurants and retailers in a way that fit the City's objectives for individual and unique concepts that create a chemistry of community. We believe this relationship will enhance the prospects for success of our goal in placemaking and activating the public space.



OPEN AIR VILLAGE EXPERIENCE

PARSONS ALLEY

Leveraging the \$20 million investment the City of Duluth has made toward creating a cohesive, attractive, and pedestrian-oriented downtown area, Fabric is undertaking a \$7.4 million public/private partnership with the City of Duluth to create a concentration of restaurants and shops called Parsons Alley. Situated across from Duluth's Village Green, Parsons Alley will attract independently owned, chef-driven restaurants to take advantage of the attractions of downtown Duluth as well as the highly favorable demographics of the area.



OPEN AIR VILLAGE EXPERIENCE

LAKE CITY VILLAGE GREEN REVITALIZATION

Village Green is a key component of the revitalization of downtown Lake City, South Carolina. S&W provided a master plan and architectural and engineering design to turn a former asphalt parking lot into a landscaped public gather spot. A brick and wood trellis shade structure defines the northern edge of the Green.

An open air shelter serves as a performance stage for community events. Beneath the Green is a 60-ton geothermal field which serves the mechanical system for the nearby National Bean Market and Jones Carter Gallery both of which were renovated by S&W. Village Green is now the center of Lake City's popular annual activities which include the Tobacco Festival and Art Fields which draw thousands of visitors from South Carolina's Pee Dee area.



RESIDENTIAL | MIXED USE EXPERIENCE

GLENWOOD PARK

Town Center at Glenwood Park is a five building complex that blends the American mercantile building design theme prevalent in main streets of turn-of-the-century small towns.

Stevens & Wilkinson designed three major Town Center buildings in this 27-acre, new in-town residential community in east Atlanta. The complex includes retail space which is designed as the main street centerpiece.

The three-story buildings include 38 condominium residential units situated above 28,000 square feet of ground floor retail space. The one and two bedroom condominium units range in size from 750 to 1,200 square feet.



FAIRLIE POPLAR LOFTS

Our firm provided the renovation design of an historic boarding house and shops into residential apartments and loft retail space in the heart of the Fairlie-Poplar Historical district in downtown.

The project is a Certified Rehabilitation complying with the Secretary of Interiors' Standards for Historic Rehabilitation.

Fairlie-Poplar Lofts consists of twelve residential and three studio lofts, as well as a 1,700 square foot café on the street level.

Features include restoration of the original windows, expanded brick and plaster walls and new wood plank floors.



RESIDENTIAL | MIXED USE EXPERIENCE

GLEN IRIS LOFTS

Miller Gallman
Developers, LLC
Jerry Miller
404.275.3980

This infill residential development consisted of two phases. Phase I has 31 loft/condominium units with open floor plans, hardwood and sealed concrete floors, high ceilings and exposed brick walls. Design features include a gated entry drive, covered parking, private pool, gourmet kitchens, private balconies and views of midtown Atlanta. The second phase is comprised of 80-units. The long elevated building creates an edge to the adjacent neighborhood while taking advantage of broad eastern views.



PONCE SPRINGS MIXED-USE

Miller Gallman
Developers, LLC
Jerry Miller
404.275.3980

Stevens & Wilkinson designed this 118-unit, condominium project which fronts Glen Iris Drive across the street from Ponce City Market. The complex consists of four levels of condominium units above one level of retail space. A generous interior landscaped courtyard is also included. A four-level, 250 space parking deck is connected to the building. All residential levels are connected directly to matching parking garage levels. Retail space along Glen Iris Drive contains a mezzanine level. Street level live/work units also face the courtyard which has a signature water element.



RESIDENTIAL | MIXED USE EXPERIENCE

CASTLEBERRY POINT

Miller Gallman
Developers, LLC
Jerry Miller
404.275.3980

Stevens & Wilkinson provided programming and architectural design services for this new five-story, mixed use development located on a 2.2 acre parcel in Atlanta's Castleberry Hill Historic District. Castleberry Point was the first new construction project to be reviewed and approved under the new Castleberry Hill Historic District zoning regulations and review process.

The project includes 112, one and two bedroom residential condominium units. Commercial retail and live/work spaces are located on all three fronting streets. The project also includes a 291-car, four-level precast parking garage. The roof of the parking garage serves as the residential amenity level with a pool, clubroom/fitness facility and outdoor space.

A large public courtyard is accessible directly both from Nelson Street and the parking garage. Street level retail spaces also open onto the courtyard at various levels. The courtyard contains landscape, hardscape and water feature elements and is designed to accommodate privately commissioned outdoor art installations.



123 LUCKIE LOFTS

This new six-story building includes 49 residential units over two levels of parking with accessory retail fronting Luckie Street, Cone Street, and Spring Street. The top floor units access a rooftop penthouse with garden terraces. The design incorporates compatible building materials (brick and masonry) found in the Fairlie-Poplar Historic District in-fill site. 123 Luckie Lofts occupies a strategic corner in the Fairlie-Poplar Historic District. The project was well received by the community and relates well to the surrounding area's architectural motif with 'timeless', contemporary design, while harmonizing with the existing environment of varied architectural styles. Roof top garden terraces provide sustainable design principles for the occupants by allowing them access to sun porches for growing plants and flowers, and access to a park-like setting not usually found in an urban development.

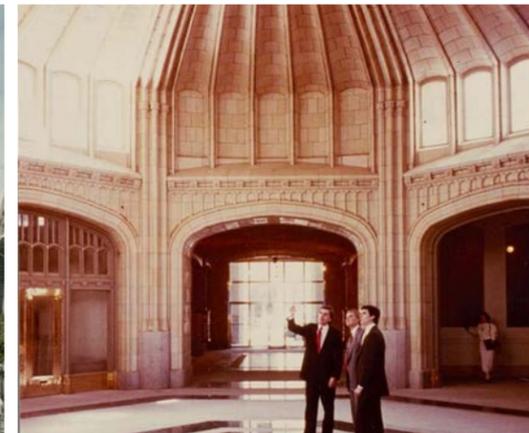


ADDITIONAL EXPERIENCE

HEALY BUILDING + BROAD STREET

Our firm provided design services for the renovation of this certified historic downtown landmark. The design included all new mechanical, electrical and plumbing systems, elevators, interior finishes and the restoration of the building's ornamental marble and terra cotta.

This restoration addressed an entire city block and redefined the relationship of the building to the public streets. Important design elements include the restored rotunda lobby and the addition of the skylit galleria and roof garden. The roof garden yields panoramic views of Atlanta's surrounding landmarks.



ADDITIONAL EXPERIENCE

**BOLD
AMERICAN
FOOD STUDIO**



**DECATUR
MARTA
STATION**



**FELLINIS -
DECATUR**



**ORMEWOOD
SQUARE**



PROPOSED DEVELOPMENT VISION AND PROGRAM



PROPOSED DEVELOPMENT VISION AND PROGRAM

Avondale has undertaken a long process of discernment to determine what type of downtown, indeed what type of community it wants to be. The Village Park Plan as depicted on Exhibit C represents the core of a plan which can transform the Avondale community as well as its Central Business District to be inviting and inclusive. While catalytic, it represents only the nucleus of a plan. It must be followed with a deliberate and well-planned strategy for deploying all the land around the park and even the balance of the undeveloped and underdeveloped city. Our proposal will present a bold vision for a comprehensive approach to the park and its surroundings. The subject property on the south edge of the park and fronting on Avondale Road will be only Phase I of a well-coordinated strategy to activate the park on the south, north and east edges.

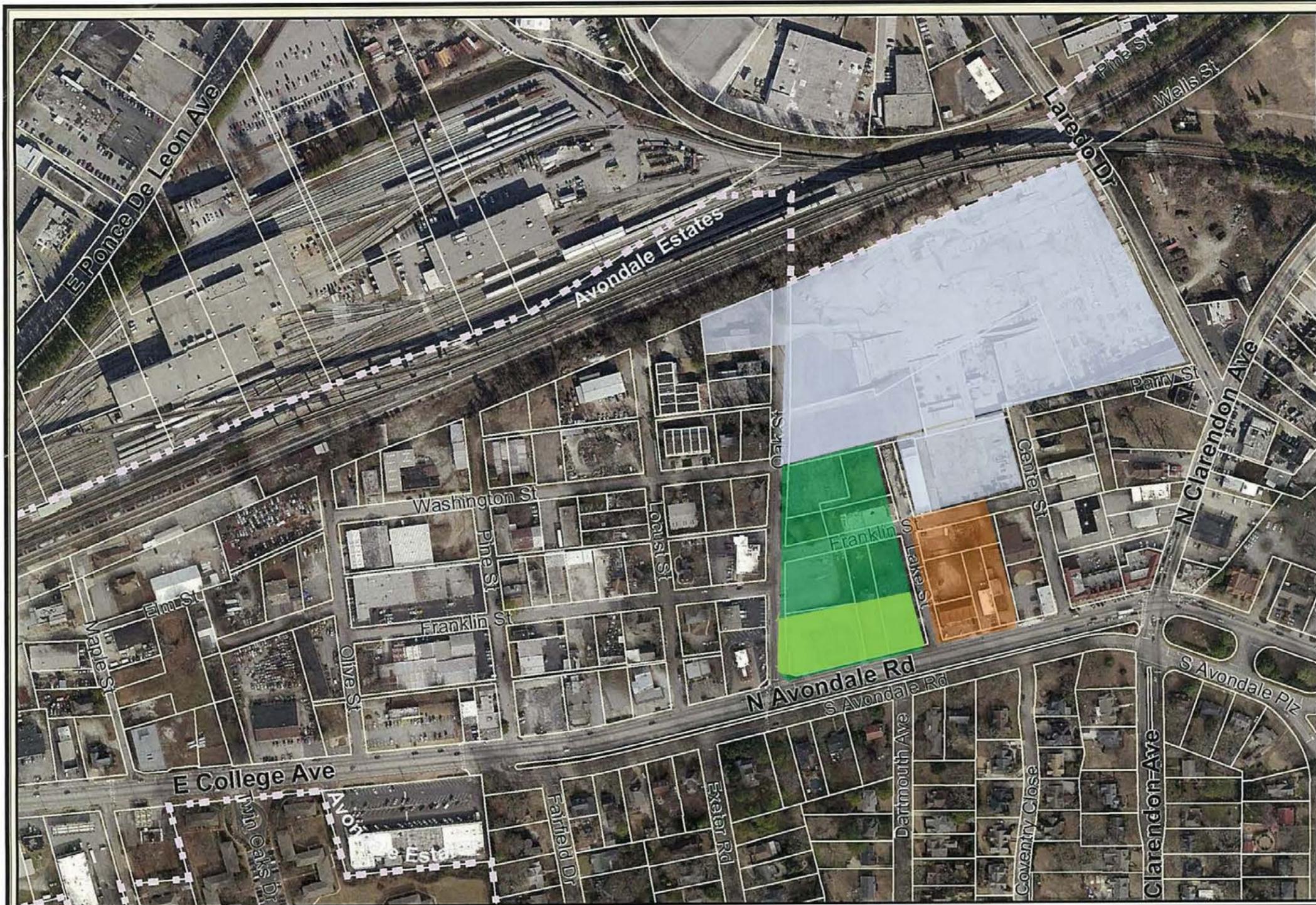




CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

EXISTING
CONDITIONS
SITE AERIAL
AREA OVERLAY

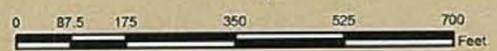




SITE INFO

PROPOSED DESIGN OVERLAY DIAGRAM

- MILL DISTRICT (MD) MIXED-USE SEVERAL APARTMENT BUILDINGS WRAPPING MULTI-LEVEL OPEN-AIR PARKING DECKS, RETAIL, AND DETENTION GREEN SPACE WITH TREE PLANTING
- PROPOSED VILLAGE PARK
- CITY OWNED AREA 1 MIXED USE WITH LOWER LVL PARKING
- CITY OWNED AREA 2 PROPOSED MIXED USE (EAST OF LAKE STREET) WITH PARKING DECK



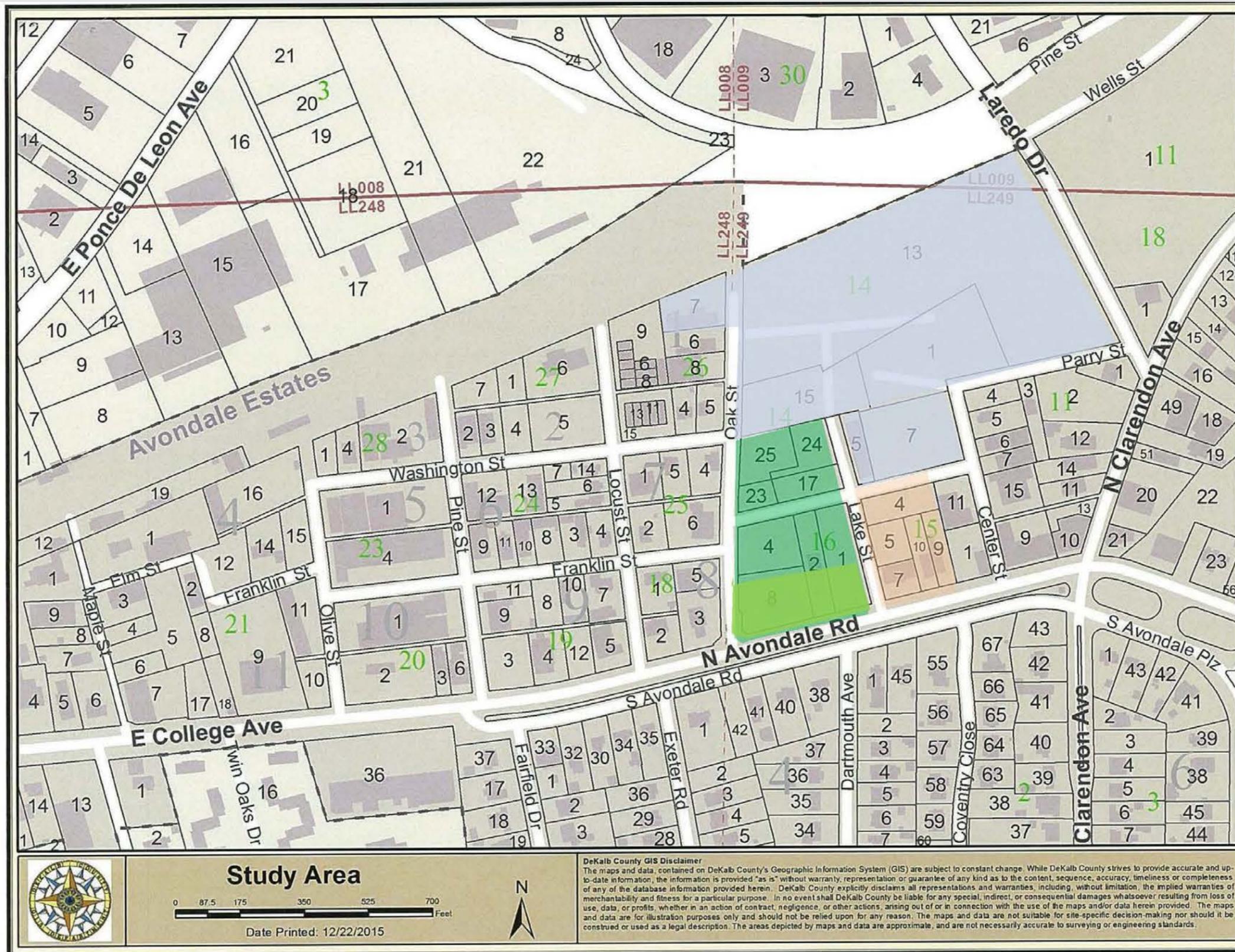
Date Printed: 12/22/2015

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CITY OF AVONDALE ESTATES, GA
 PRELIMINARY DESIGN STUDY
 MARCH 2019





SITE INFO

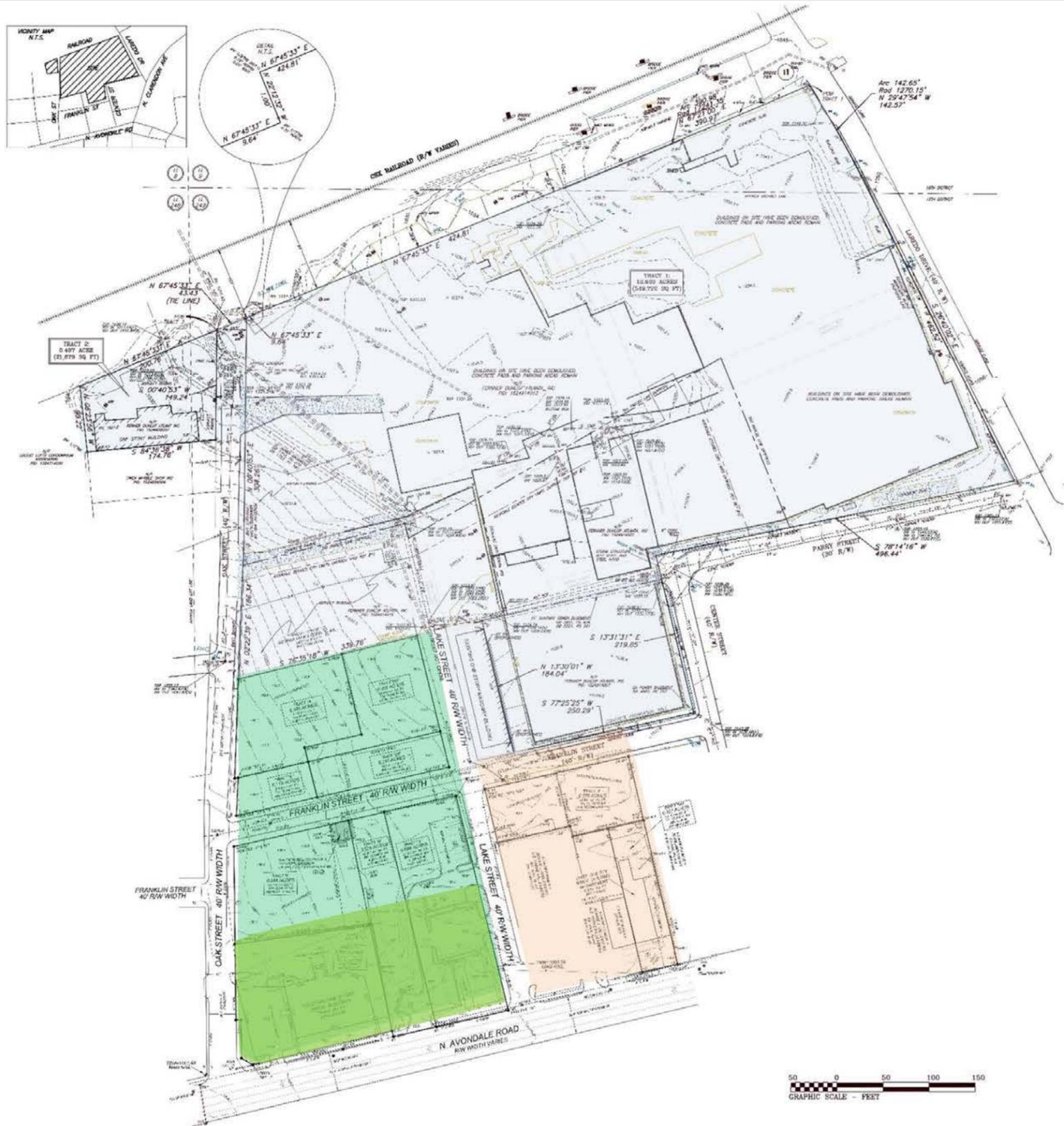
PROPOSED DESIGN OVERLAY DIAGRAM

-  - **MILL DISTRICT (MD) MIXED-USE**
SEVERAL APARTMENT BUILDINGS WRAPPING MULTI-LEVEL OPEN-AIR PARKING DECKS, RETAIL, AND DETENTION GREEN SPACE WITH TREE PLANTING
-  - **PROPOSED VILLAGE PARK**
-  - **CITY OWNED AREA 1**
MIXED USE WITH LOWER LVL PARKING
-  - **CITY OWNED AREA 2**
PROPOSED MIXED USE (EAST OF LAKE STREET) WITH PARKING DECK



CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

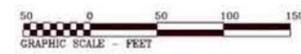




SITE INFO

PROPOSED DESIGN OVERLAY DIAGRAM

- **MILL DISTRICT (MD) MIXED-USE (MU) 1-3**
SEVERAL APARTMENT BUILDINGS WRAPPING MULTI-LEVEL OPEN-AIR PARKINGDECKS, RETAIL, AND DETENTION GREEN SPACE WITH TREE PLANTING
- **PROPOSED VILLAGE PARK**
- **CITY OWNED AREA 1**
MIXED USE WITH LOWER LVL PARKING
- **CITY OWNED AREA 2**
PROPOSED MIXED USE (EAST OF LAKE STREET) WITH PARKING DECK



CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

MILL DISTRICT (MD) & CITY-OWNED AREAS OVERLAY



Site Plan

1. Two-Story Mixed Use
2. Mid-Block Promenade
3. Patio Overlook
4. Steps Down to Park
5. Pedestrian Street
6. Food Trucks (and Farmers Market)
7. Pathways
8. English Tudor Garden
9. Dog Park
10. Terraced Lawn
11. Lawn
12. Pavilion
13. Slide Hill
14. Play Structure
15. Gallery / Incubator
16. Service Drive
17. Dumpsters
18. Parking
19. Parking/Future Building
20. Loading Zone
21. New Street
22. Street Parking



Village Park: activate and connect



CITY OF AVONDALE ESTATES, GA
 PRELIMINARY DESIGN STUDY
 MARCH 2019

CITY - OWNED
 AREA 1
VILLAGE PARK



Village Park: activate and connect

City of Avondale Estates

SOC-9



- 3**
Patio Overlook
- Directly fronting and overlooking the park are several restaurants with seating on the patio. Prime viewing area of the activities in the park. Kids can run around in the grass while parents have a relaxing dinner.
 - Yoga/fitness center also fronts the park with optional outdoor workouts.



- 7**
Pathways
- The park is as much a destination as it is a connection to different destinations within the City of Avondale.
 - The Pedestrian Street and the diagonal NE-SW path each have a 1:20 slope, and, therefore, are Accessible but do not require handrails and landings.
 - The third path has a cascade of steps from the Patio Overlook and is then fairly flat across the park.



- 2**
Mid-Block Promenade
- Current 360' block is too long. Portland Oregon's 200' block is often cited as ideal dimension for pedestrians.
 - Brings southern exposure into the site and connects Village Park with N. Avondale Rd.
 - Adds activity on N. Avondale Rd to draw people in.



- 8**
English Tudor Garden
- Reinforce Avondale Estate's Tudor Village character with a planted area within the park inspired by traditional English gardens.
 - Avondale Estates is a garden-focused community with two garden clubs, awards for best yards, a beautifully landscaped lake and the hedge and trees along N. Avondale Rd. Let this wonderful existing character shape the park's identity.



- 5**
Pedestrian Street
- Franklin Street is turned into a pedestrian street for mid-park circulation connecting Tudor Village with the Rail Arts District.
 - 1:20 slope along its length (no handrails required)
 - Pop-up art galleries along this street during Art Walks through Tudor Village and the Rail Arts District.



- 6**
Food Trucks & Farmers Market
- Sunday farmers market - tents can line each side of the Pedestrian Street.
 - Food Trucks can drive onto the Pedestrian Street on a designated day or evening of the week.



- 14**
Play Structure
- Inspiration: Oakhurst sculpture in the center of town - kids love to climb it.



- 15/19**
Ground Floor Gallery/2nd Story Incubator
- Activates eastern edge of park day and night.
 - Begins to in-fill the blocks between Tudor Village and Village Park.
 - Replace side yard parking lot with a similar sized building once an off-site parking garage is in place.



- 1**
Two-Story Mixed Use
- Continues pedestrian friendly Tudor Village-scaled development to the west along N. Avondale Rd.
 - Ground Level: retail, restaurants, coffee shop, yoga/fitness studio, ceramics studio
 - Level 2: office or residential
 - Tenant spaces face N. Avondale Rd and/or Village Park.
 - Wide sidewalk for outdoor dining along N. Avondale Rd.



- 10**
Terraced Lawn
- Transform the sloping site into a well organized green space with opportunities for seating and kid's play. Perfect built-in seating for festivals and performances.



- 13**
Slide Hill
- Build long slides into the grassy hillside!

- 21**
New Street
- Encourage the developer of the Mill District to continue Washington Street on the north side of the park, adding this new street per the Master Plan guide.

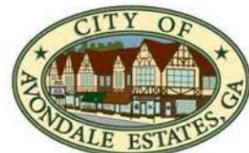
- 22**
Street Parking
- 42 spaces. Sufficient for now, build a garage on nearby property in the future.

- 20**
Loading Zone / Dumpsters
- Wide corridor within each building for services, collection.

- 12**
Pavilion
- Performances: music, dance, theater
 - Hang out, play structure, event space



SITE LOCATOR
NTS: FOR REFERENCE



CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

CITY - OWNED
AREA 1
VILLAGE PARK





- PUBLIC SPACES / RESPITE AND ACTIVE ZONES
- COMMERCIAL STOREFRONT TRANSPARENT / INVITING
 - COMMERCIAL METAL AWNINGS
 - SITE LIGHTING
- BLDG. AND SITE SIGNAGE MISC. WAYFINDING STRATEGIES
- OVERALL CHARACTER
 - SCALE ELEMENTS
 - SITE FURNITURE DURABILITY / VARIETY / COMFORT
- PLANTING LOCATIONS, SIZES AND TEXTURES
 - HARDSCAPE AS OVERALL UNIFYING ELEMENT
 - BIKE STORAGE
 - CHILDREN PLAY AREAS

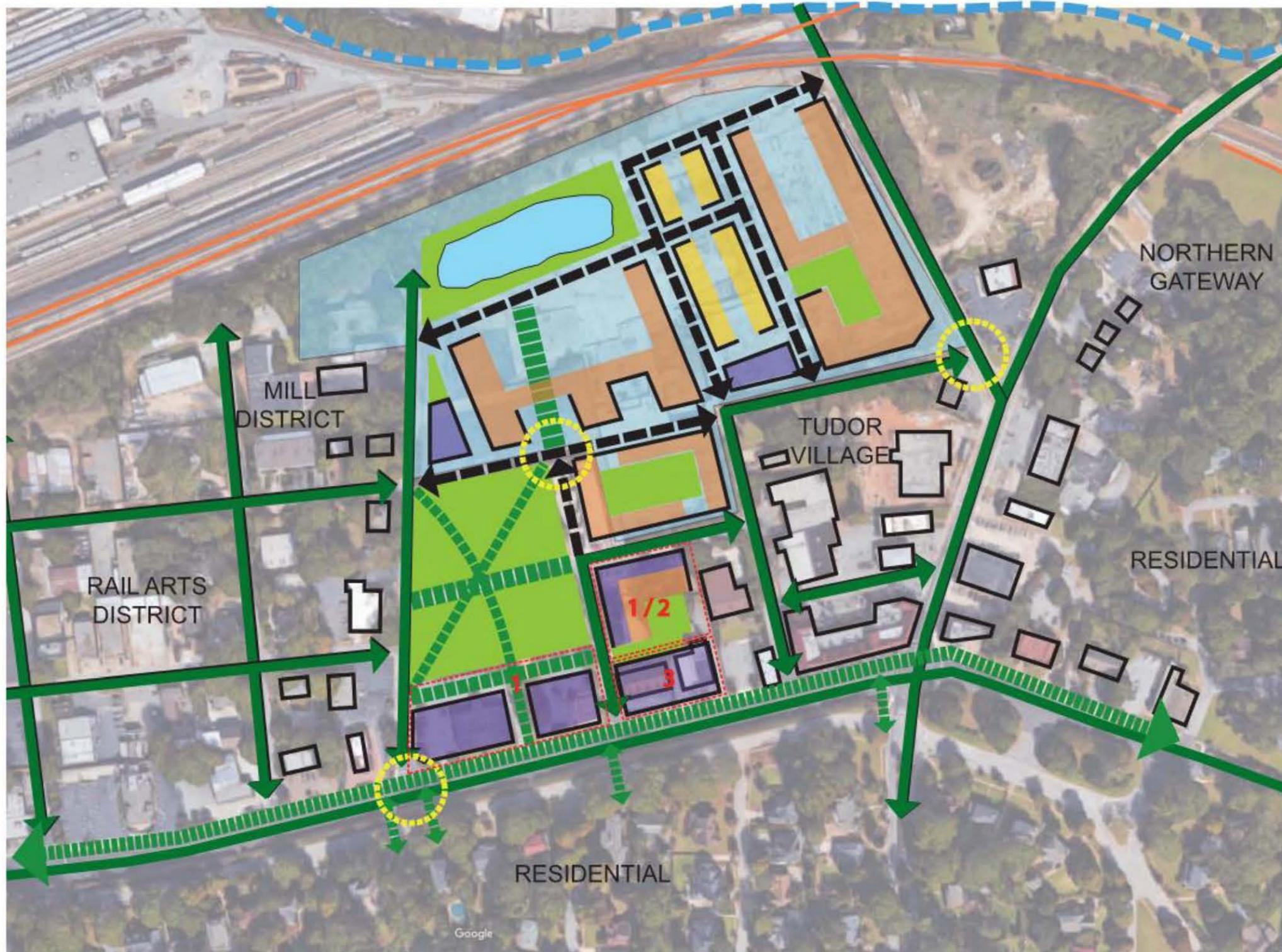
DESIGN PRECEDENT / STUDY



CITY OF AVONDALE ESTATES, GA
 PRELIMINARY DESIGN STUDY
 MARCH 2019

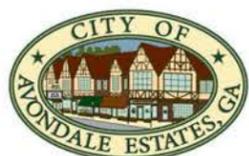
**CITY - OWNED
 AREAS 1&2
 DEVELOPMENT
 CONCEPTS**





DEVELOPMENT CONCEPTS

-  EXISTING CBD GRID
-  FUTURE PATHWAYS
Multi-use path on 278, enhanced crosswalks and Concept 9 paths
-  NEW WALKABLE STREETS
Creating smaller-scaled urban blocks with two-way streets and parallel parking
-  RAILROAD / MARTA
-  PATH STONE MOUNTAIN TRAIL
-  BUILDING EDGES / "URBAN FABRIC"
-  POINTS OF CONNECTIVITY
Important intersections
-  NEW GREEN SPACE
-  NEW MIXED-USE
-  NEW TOWN HOUSES
-  NEW RESIDENTIAL / MIXED-USE
-  PHASES OF DEVELOPMENT FOR CITY-OWNED PROPERTY



CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

**DEVELOPMENT
CONCEPTS**



PHASE I

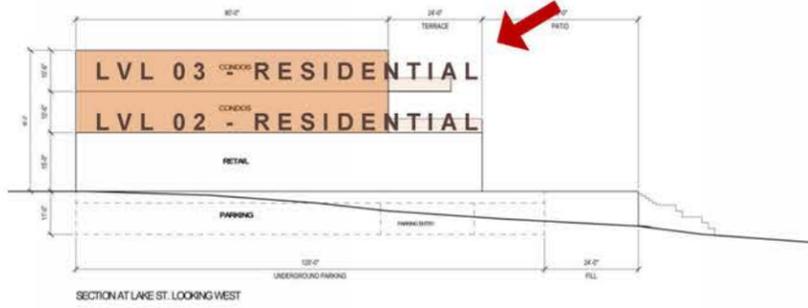
Our approach follows the conceptual program as represented by Concept 9 and included in the RFQ. We find that it provides a good road map as to what is an optimal front door to the Village Park and a human scale development which will both activate the park and maintain a community scale. We are proposing a three-story building with ground floor retail fronting both on Avondale Rd. and on to the park with a 40' deep patio area that will provide seating for restaurants on that side of the building, pedestrian circulation from Oak to Lake St. and a step transition into the park. The south side of the building will be set back to provide for sidewalk seating and pedestrian circulation along the redesigned and road dieted U.S. 278. Buffering the sidewalk from auto traffic will be bike paths and parallel parking.

Below the retail will be parking for (91) cars, (46) of which will be nested for the residential condominiums. Forty-five spaces will be available for ground floor retail and the general public visiting the park and surrounding activity.

The retail level will offer about 27,000 s.f. of store front retail space either facing Avondale Rd. or the Village Park. Design will feature high ceilings, maximum glass store fronts with period "main street" fenestration. Above the retail will be (26) condominiums that will range from 1 BR's of 850 s.f. to 3BR units of 2300 s.f. or more. Preliminary market research suggests a fertile market for existing residents of Avondale Estates including empty nesters downsizing from single family houses in the community. This suggests larger units than is typically being built in multi-family developments in the area.

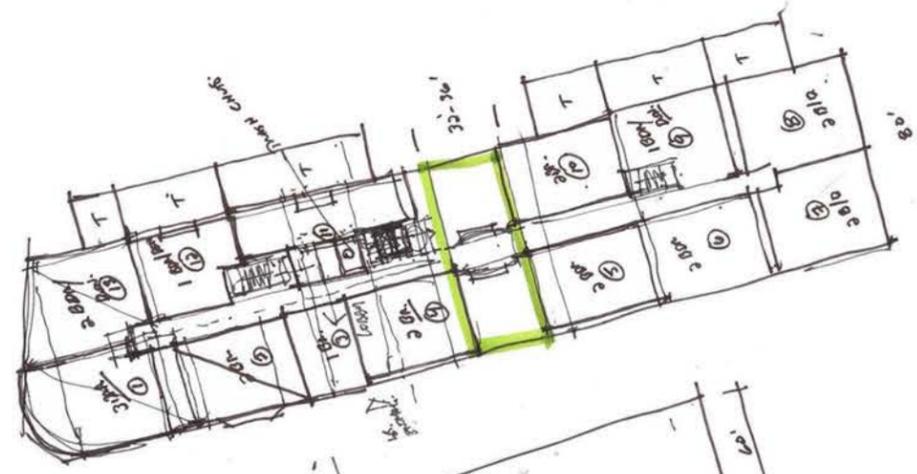
Also, the city's undertaking to create a landscaped/ surface parking area on the portion of City-Owned #2 parcel fronting Lake and Franklin Streets should be completed during Phase 1.





SECTION AT LAKE ST. LOOKING WEST

PLAN LOCATOR
NTS: FOR REFERENCE

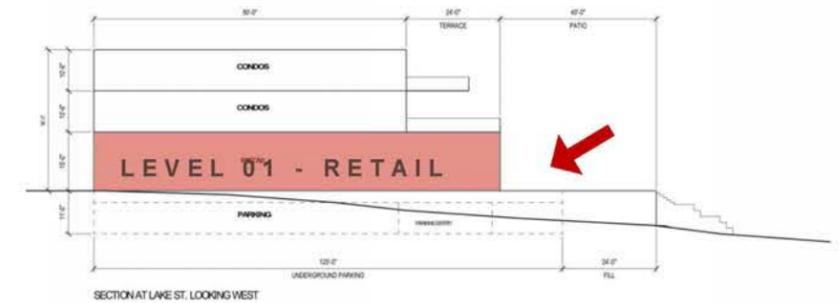
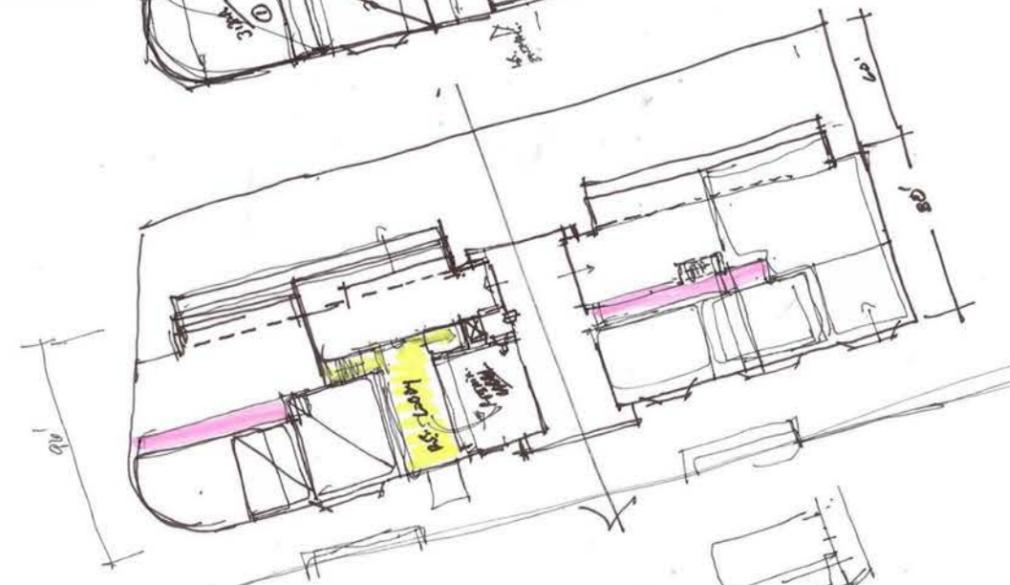


26 units
 Units PKG
 6' 1 1/2" 10
 2 3' 5" - 46
 18' 2" - 36

LEVEL 02-04 RESIDENTIAL

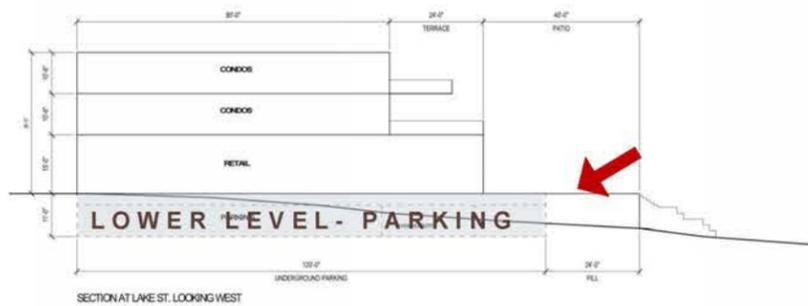
LEVEL 01 - STREET LEVEL

RETAIL - FRONTAGE
N. AVONDALE ROAD



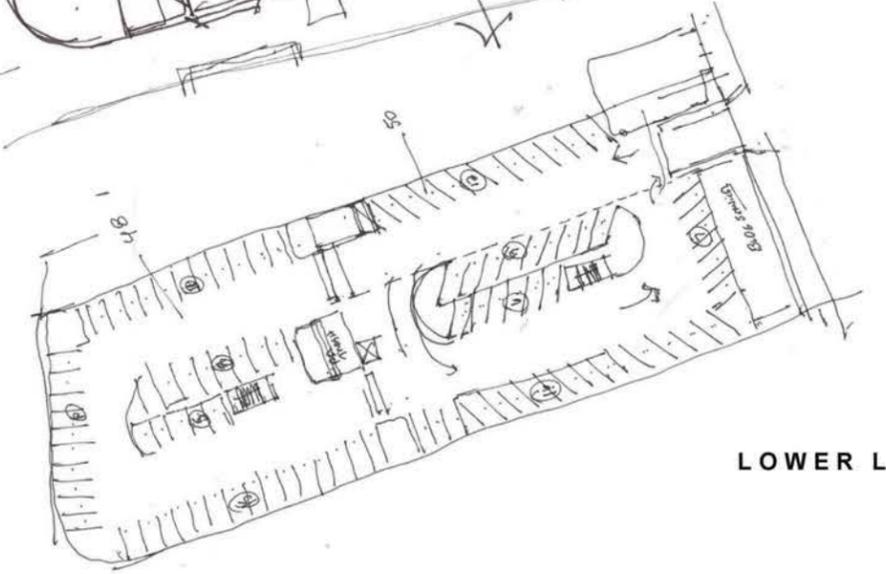
SECTION AT LAKE ST. LOOKING WEST

PLAN LOCATOR
NTS: FOR REFERENCE



SECTION AT LAKE ST. LOOKING WEST

PLAN LOCATOR
NTS: FOR REFERENCE



LOWER LEVEL PARKING



SITE LOCATOR
NTS: FOR REFERENCE



CITY OF AVONDALE ESTATES, GA
 PRELIMINARY DESIGN STUDY
 MARCH 2019

CITY - OWNED
 AREA 1
 DEVELOPMENT
 CONCEPTS

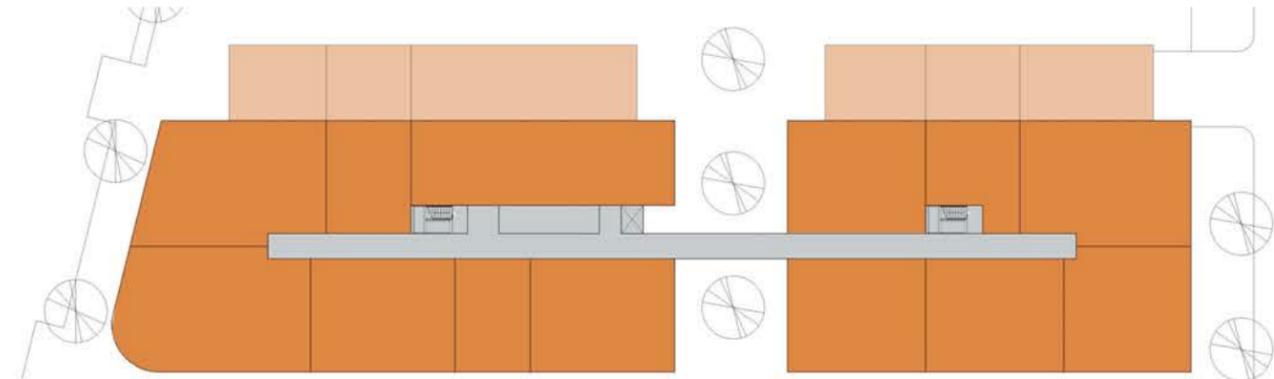




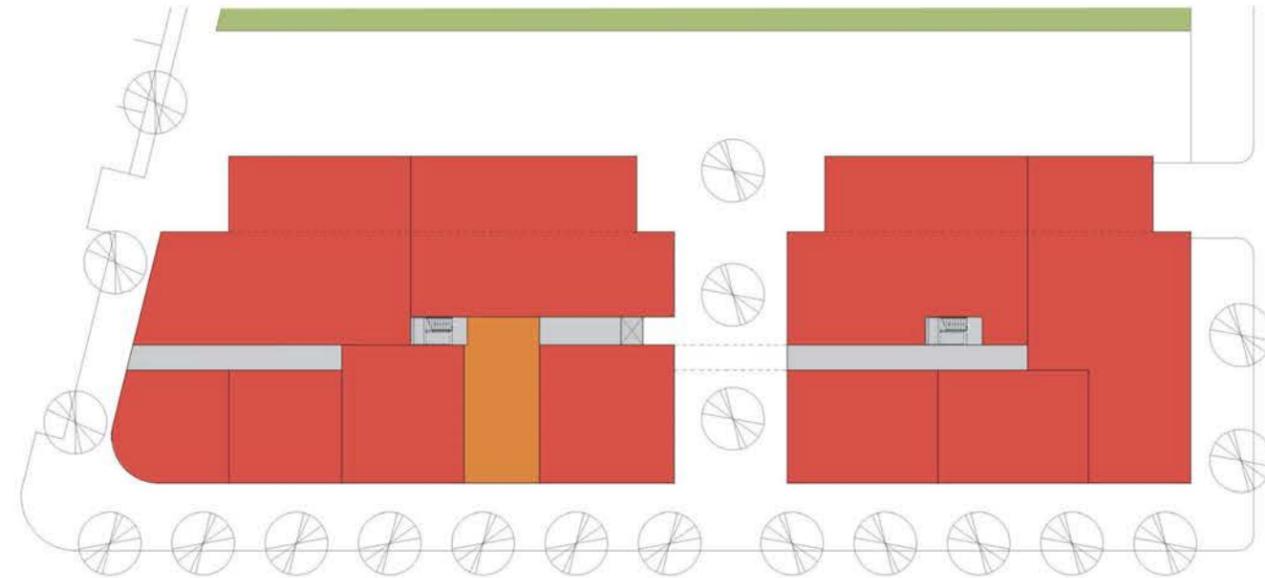
NORTH AVONDALE ROAD

PROGRAM KEY:

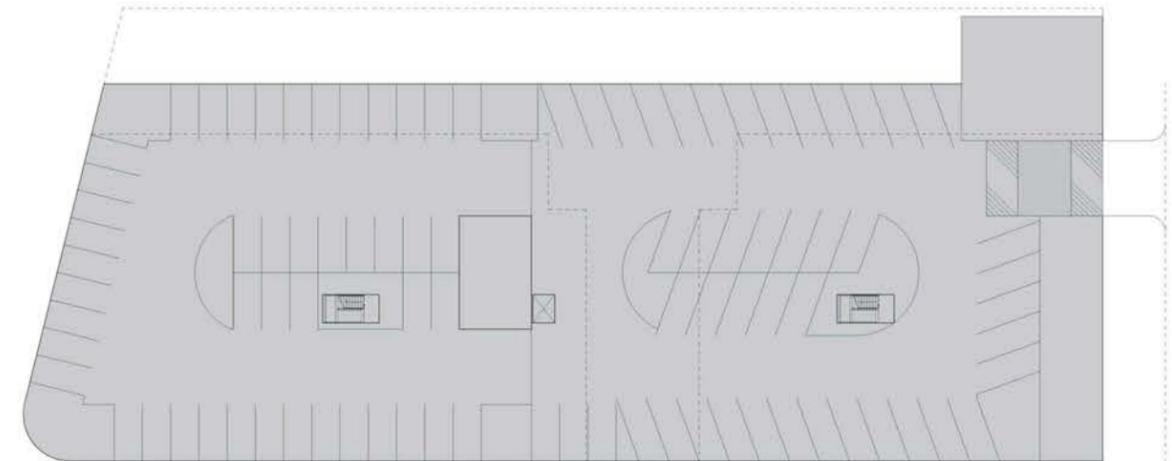
- RETAIL
- LIVE / WORK
- CONDOS
- OFF-STREET PARKING / CIRCULATION / UTILITIES
- GREEN SPACE



LEVEL 02 AND LEVEL 03



LEVEL 01 (STREET)



LOWER LEVEL



CITY OF AVONDALE ESTATES, GA
 PRELIMINARY DESIGN STUDY
 MARCH 2019

**CITY - OWNED
 AREA 1
 DEVELOPMENT
 CONCEPTS**



PHASE II | PHASE III

It is important to line Lake Street facing the park with similar scale development.

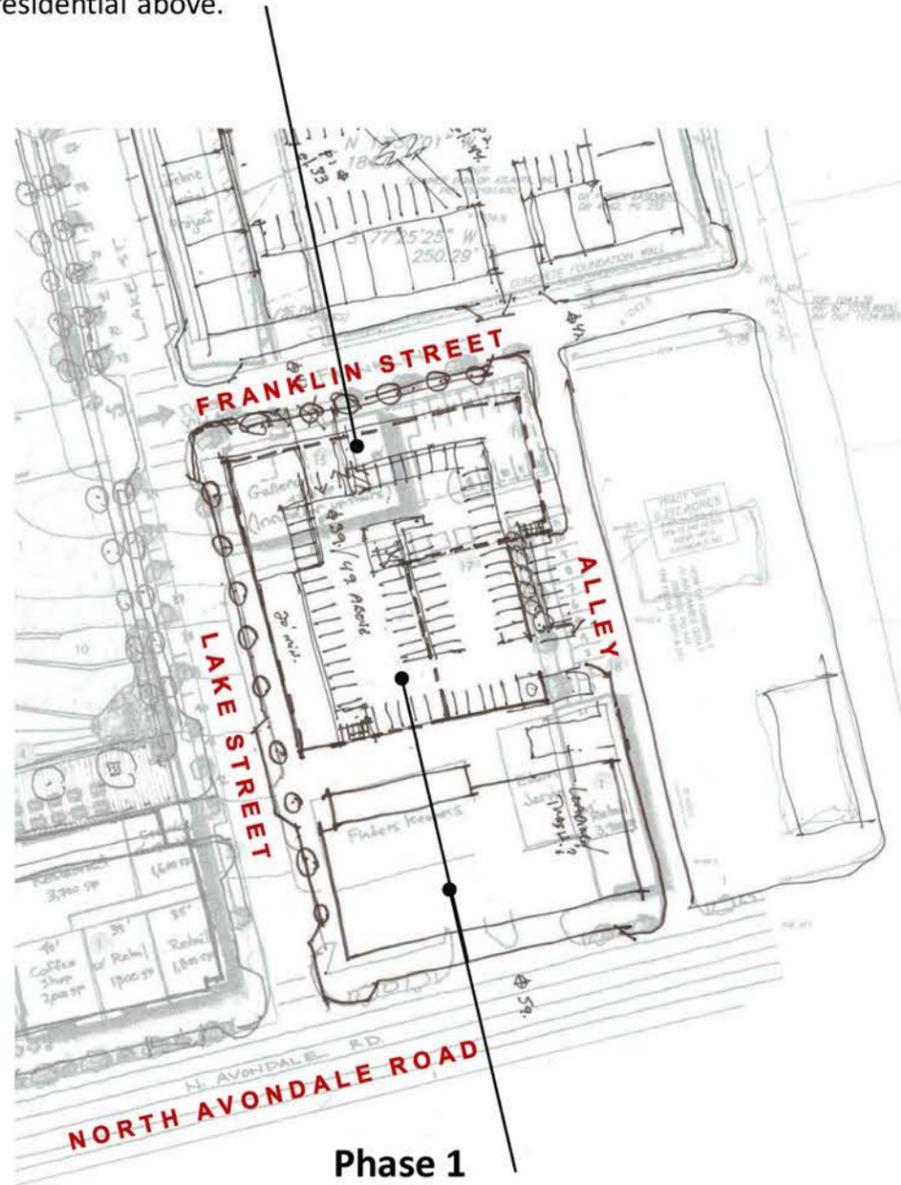
Keeping 'Finders Keepers' in place, we will continue the human scale development of commercial or live/work spaces below two levels of ownership multi-family. Building upon the initial concept of activating the edges of Avondale Estates new 'town square', by taking advantage of the sites topography, the concept plan calls for two levels of parking which are totally screened from street view by live/work/retail spaces. With lower marketability for retail spaces along Lake St., we see prospects for live/work/studio space to maintain activity along the east edge of the park with two levels of housing above the additional levels. Phase II could yield (27) residential units and an additional (6) live/work/studio units facing Lake and Franklin.

Phase III will create a consistency of scale along Avondale Rd from the Tudor Village through the Phase I building. We look to add another 12,500 s.f. of storefront retail space along with another (22) ownership units in two levels above. Phase III will go a long way to creating an uninterrupted main street feel to Avondale's CBD.



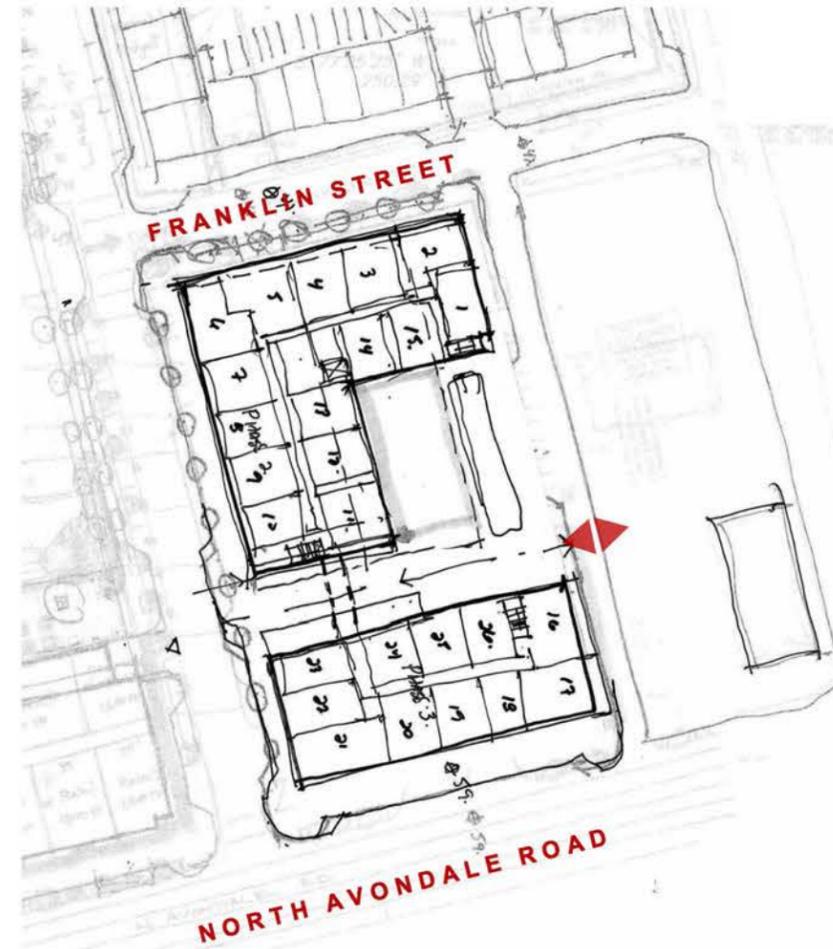
Phase 2

Franklin Street Parking Deck, wrapped with Live / Work at streets and residential above.



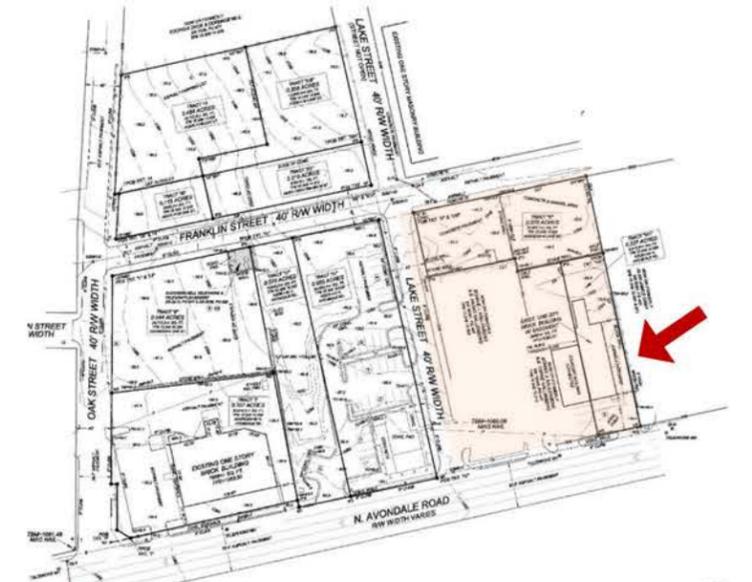
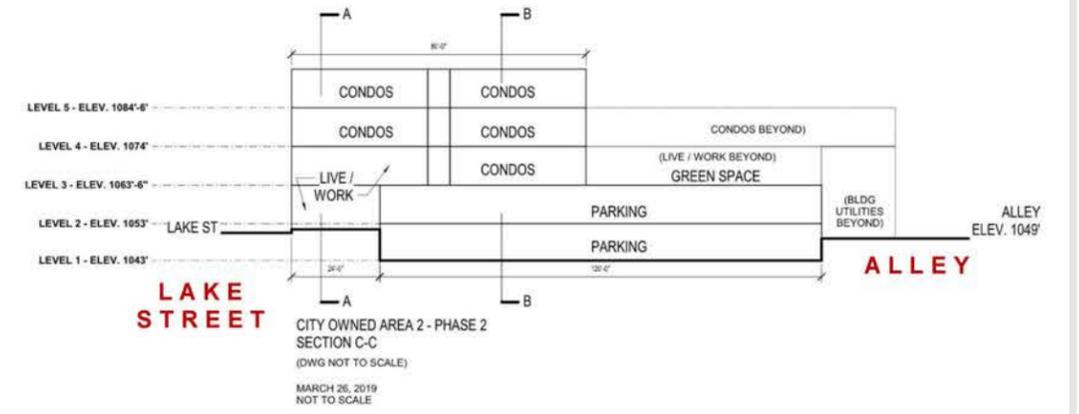
Phase 1

Existing buildings fronting North Avondale and improved surface parking area at Franklin Street



Phase 3

New, 'connected' North Avondale building with two levels of residential above retail.



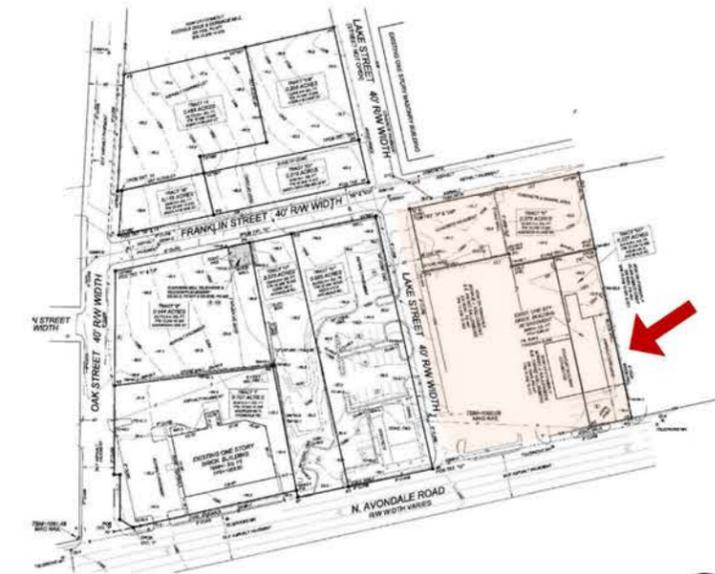
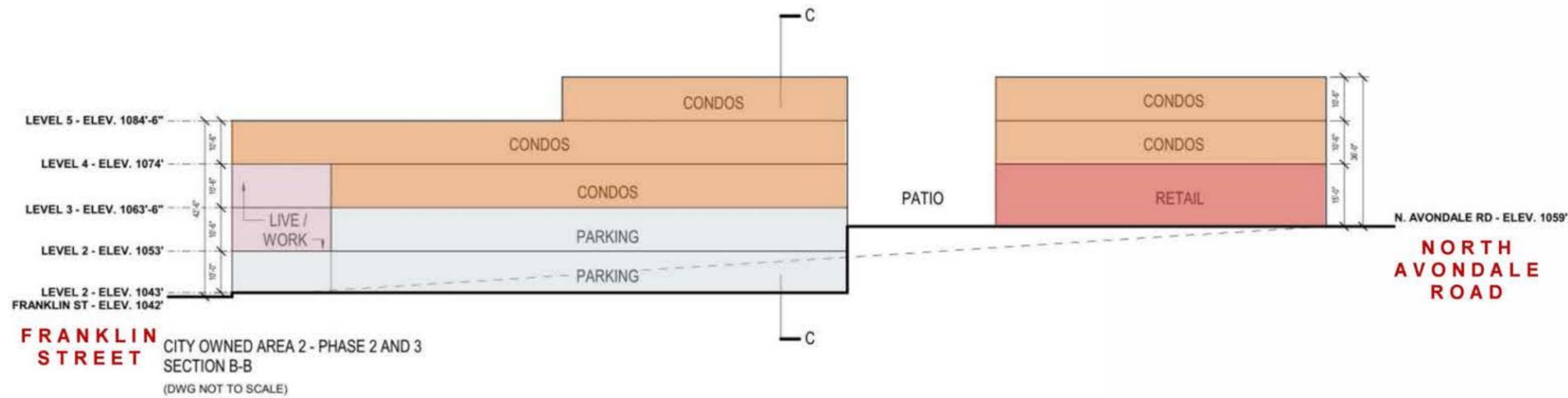
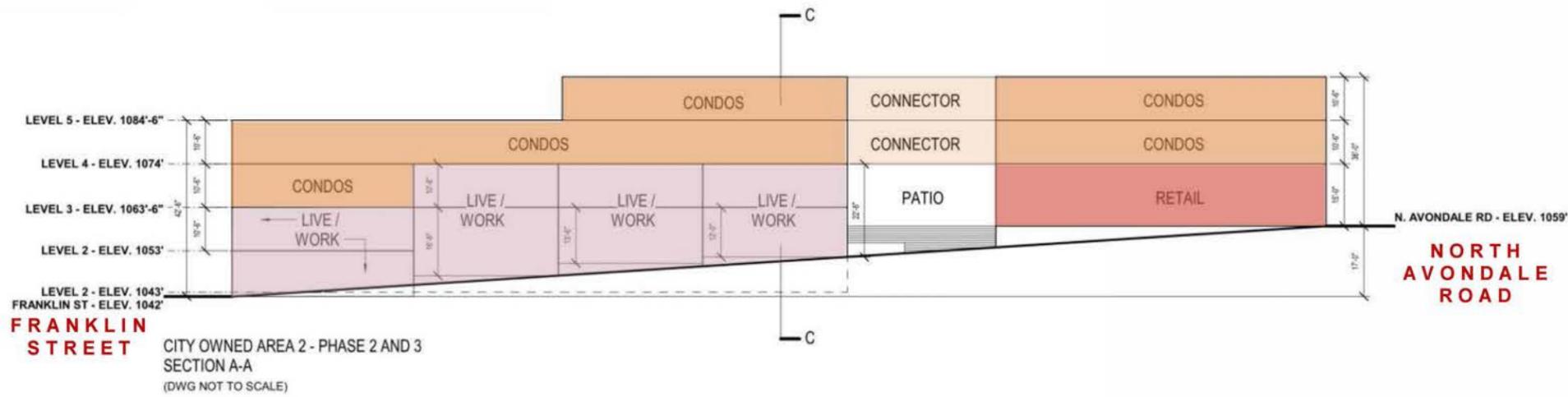
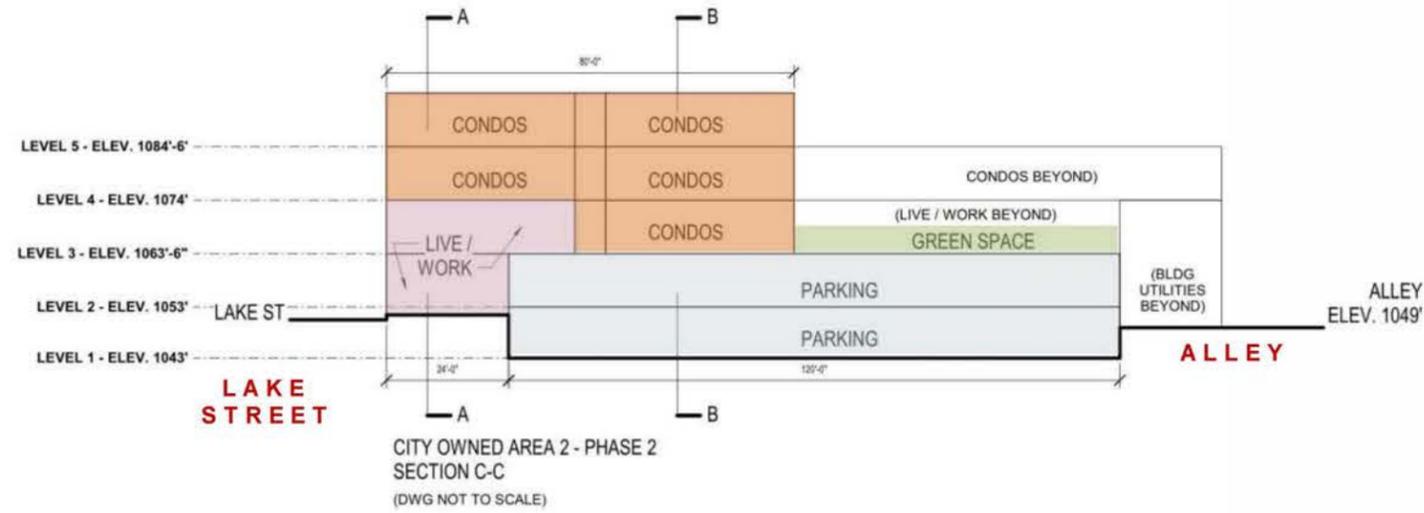
SITE LOCATOR
NTS: FOR REFERENCE



CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

CITY - OWNED
AREA 2
DEVELOPMENT
CONCEPTS





SITE LOCATOR
NTS: FOR REFERENCE



CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

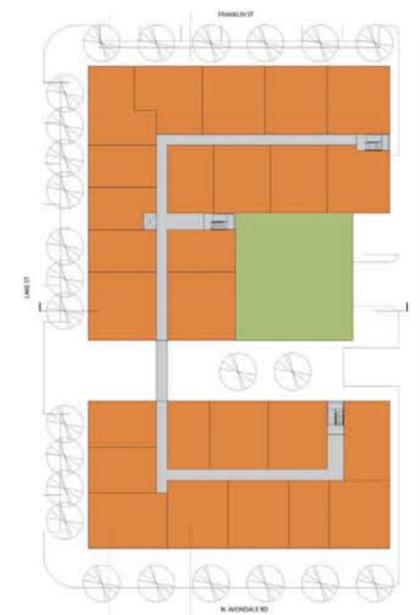
CITY - OWNED
AREA 2
DEVELOPMENT
CONCEPTS





PROGRAM KEY:

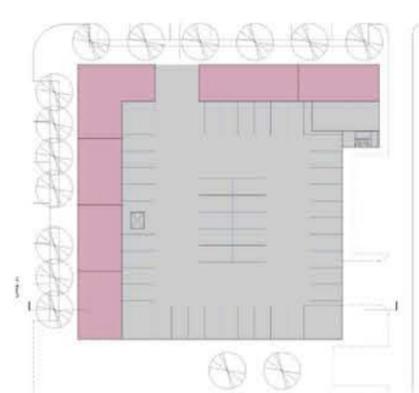
- RETAIL
- LIVE / WORK
- CONDOS
- OFF-STREET PARKING / CIRCULATION / UTILITIES
- GREEN SPACE



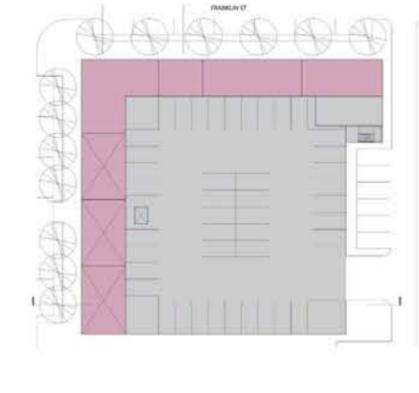
LEVEL 04



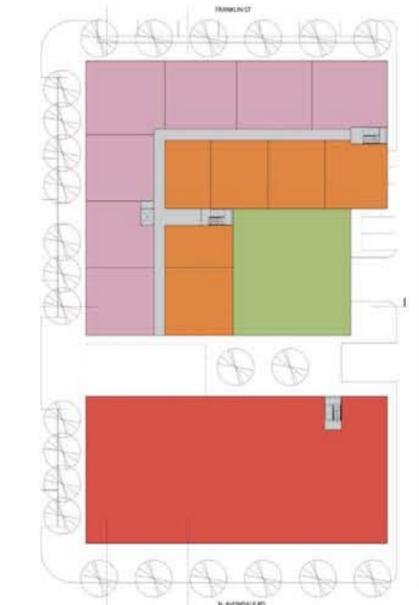
LEVEL 05



LEVEL 01



LEVEL 02



LEVEL 03 (STREET)



CITY OF AVONDALE ESTATES, GA
 PRELIMINARY DESIGN STUDY
 MARCH 2019

CITY - OWNED
 AREA 2
 DEVELOPMENT
 CONCEPTS





Phase 2

Franklin Street Parking Deck, wrapped with live work at streets and residential above.

Phase 1

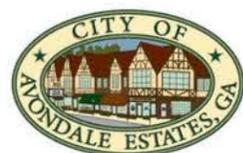
Existing buildings fronting North Avondale and improved surface parking area at Franklin Street

Phase 3

New, 'connected' North Avondale building with two levels of residential above ground floor retail.

PROGRAM KEY:

- RETAIL
- LIVE / WORK
- CONDOS
- OFF-STREET PARKING / CIRCULATION / UTILITIES
- GREEN SPACE



CITY OF AVONDALE ESTATES, GA
 PRELIMINARY DESIGN STUDY
 MARCH 2019

CITY - OWNED
 AREA 2
 PHASING CONCEPT



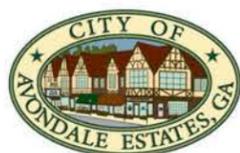


CITY - OWNED AREA 1

CITY- OWNED AREA 2

DEVELOPMENT CONCEPTS PROGRAM LEGEND:

- 1. RESIDENTIAL
- 2. PARKING
- 3. RETAIL
- 4. GREENSPACE OVER PARKING (LVL 03 ONLY)
- 5. TERRACES
- 6. ROOF
- 7. PROMENADE
- 8. LIVE / WORK



CITY OF AVONDALE ESTATES, GA
 PRELIMINARY DESIGN STUDY
 MARCH 2019

CITY - OWNED
 AREA 1 & 2
 DEVELOPMENT
 CONCEPTS



City-Owned Area 1 – PHASE 1

Program Total

Ground Level Commercial Retail: 27,200 SF
(26) Condo Units: 42,384 SF
(91) Off-Street Parking Spaces
(12) Street Parking Spaces (dependent on road diet)

Program per Floor

Level 0

Parking: 46 residential spaces in secured garage
45 spaces in public garage

Level 1

Commercial Retail: 27,200 SF

Level 2

(13) Condo Units: 21,192 SF
(3) 1-BDRM @ 846, 894 and 954 SF
(2) 3-BDRM @ 2,261 and 2,345 SF
(8) 2-BDRM ranging from 1,566 to 2,209 SF

Level 3

(13) Condo Units: 21,192 SF
(3) 1-BDRM @ 846, 894 and 954 SF
(2) 3-BDRM @ 2,261 and 2,345 SF
(8) 2-BDRM ranging from 1,566 to 2,209 SF

City-Owned Area 2 – PHASES 1, 2 & 3

Program Total

Phase 1

City owned parking lot at Franklin St.

Phase 2

(6) Live / Work: 11,992 SF
(27) Condos: 33,490 SF
(93) Off-Street Parking Spaces
(16-23) Street Parking Spaces: (dependent on road diet)

Phase 3

Ground Level Commercial Retail: 12,482 SF
(22) Condos: 22,884 SF

Program per Floor - Phase 1

City owned parking lot at Franklin St; buildings along N. Avondale Rd to remain

Program per Floor - Phase 2

City owned parking lot on Franklin is replaced with Condos over Live / Work wrapping a two-level Parking Garage

Level 1 (Ground Level at Franklin St)

(6) Live / Work Units: 5,286 SF
(3) @ 792 SF
(1) @ 774 SF
(1) @ 954 SF
(1) @ 1,182 SF

Parking: 43 spaces in public garage

Level 2

(3) Live / Work 2nd Floor Units: 2,910 SF
(1) @ 774 NSF
(1) @ 954 NSF
(1) @ 1,182 NSF

Parking: 43 residential spaces in secured garage
6 spaces in alley lot

Level 3

(3) Live / Work 2nd Floor Units: 3,797 SF
(2) @ 1,296 SF
(1) @ 1,205 SF
(9) Condo Units: 12,224 SF
(8) 2-BDRM ranging from 1,116 TO 1,927 NSF
(1) 1-BDRM @ 828 NSF

Level 4

(14) Condo Units: 16,786 SF
(4) 1-BDRM @ 828 SF
(8) 2-BDRM ranging from 1,116 to 1,236 SF
(2) 3-BDRM @ 1,296 SF

Level 5 (Massing steps w/ slope of Lake St = Level 4 at Lake Street)

(4) Condo Units: 4,480 SF
(1) 1-BDRM @ 1,060
(1) 1-BDRM @ 828 SF
(2) 3-BDRM @ 1,296 SF

Program per Floor - Phase 3

Buildings along N. Avondale Rd are replaced with two levels of Condos over Ground Floor Retail with connectors to the Phase 2 building

Level 1 (Ground Level at N. Avondale Rd)

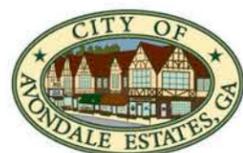
Commercial Retail: 12,482 SF

Level 2

(11) Condo Units: 11,442 SF
(4) 1-BDRM @ 792, 828, 864 and 900 SF
(7) 2-BDRM ranging from 1,008 to 1,218 SF

Level 3

(11) Condo Units: 11,442 SF
(4) 1-BDRM @ 792, 828, 864 and 900 SF
(7) 2-BDRM ranging from 1,008 to 1,218 SF





CONCEPT VIEW: AERIAL FROM THE NORTH NTS FOR REFERENCE ONLY



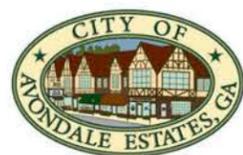
CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

CONCEPTUAL
SITE STUDY - 3D





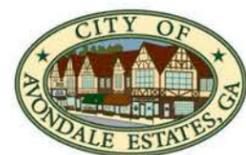
CONCEPT VIEW: OWNER - AREA 1 MIXED USE FROM VILLAGE PARK NTS FOR REFERENCE ONLY



CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

CONCEPTUAL
SITE STUDY - 3D



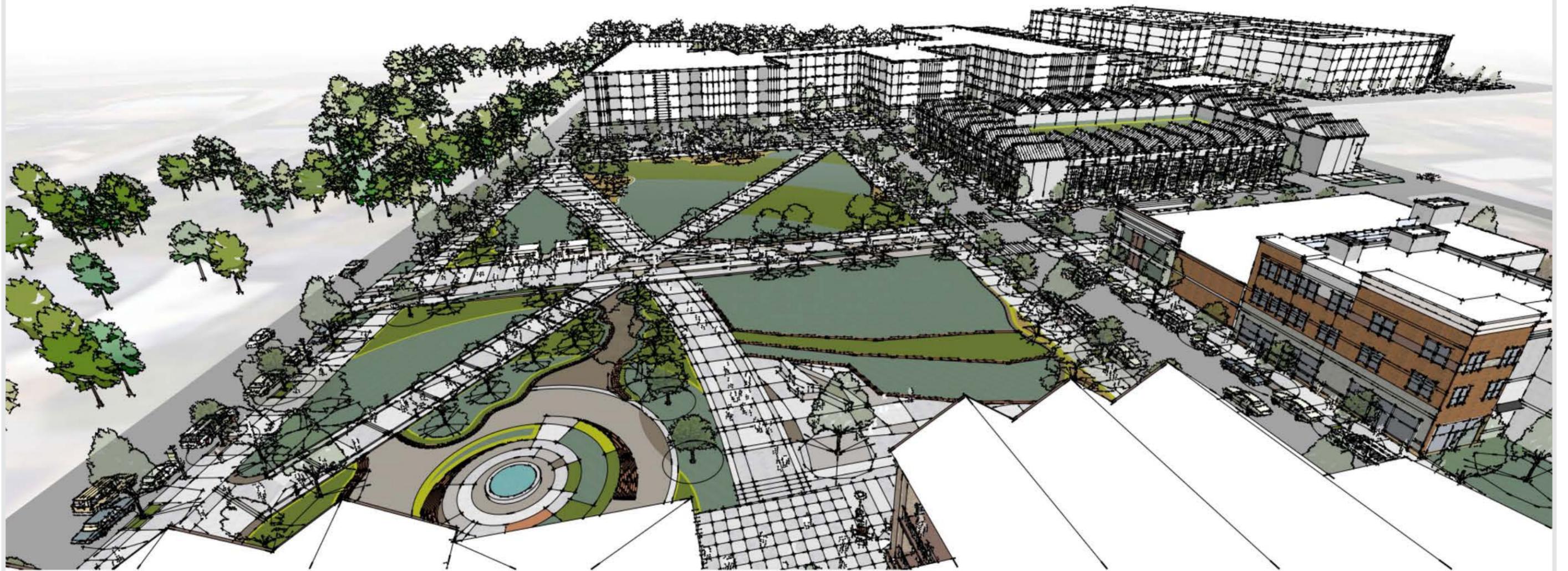


CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019



MILL DISTRICT
INTEGRATION
OPTION A





CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

MILL DISTRICT
INTEGRATION
OPTION A





CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

MILL DISTRICT
INTEGRATION
OPTION B





CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

MILL DISTRICT
INTEGRATION
OPTION B





CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

MILL DISTRICT
INTEGRATION
OPTION C





CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

MILL DISTRICT
INTEGRATION
OPTION C





DETAIL VIEW: OWNER - AREA 1 MIXED USE - VILLAGE PARK AND PATIO OVERLOOK FROM MID-BLOCK PROMENADE UPPER LEVEL - NTS FOR REFERENCE ONLY



CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019

CONCEPTUAL
SITE STUDY - 3D





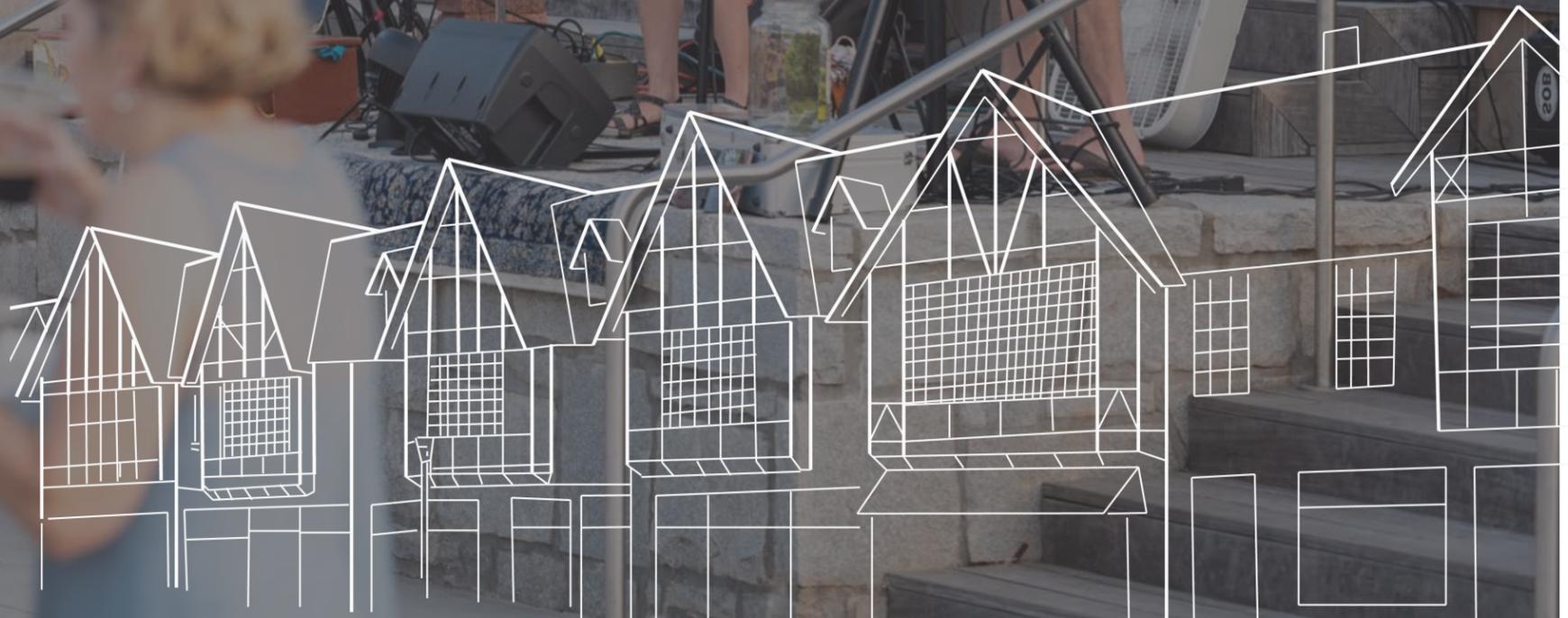
DETAIL VIEW: OWNER - AREA 1 MIXED USE - VIEW OF PATIO OVERLOOK FROM VILLAGE PARK - NTS FOR REFERENCE ONLY



CITY OF AVONDALE ESTATES, GA
PRELIMINARY DESIGN STUDY
MARCH 2019



CONCEPTUAL FINANCIAL STRUCTURE + STABILITY



CONCEPTUAL FINANCIAL STRUCTURE | FINANCIAL STABILITY

The vision for Phase I provides a vehicle for activating the park, creating a harmonious and inviting entrance to the public space contemplated. There are several factors which suggest this will not generate sufficient land value to create windfall profits for the DDA and the City. These include the following:

1. Inclusion of structured parking to serve the public and the retail
2. An expensive structure with significant amount of concrete construction at least through the first two levels—parking and retail; i.e., podium construction.
3. A retail business plan which will exclude tenants which may pay high rent but do nothing to create the community experience we and the City are seeking (i.e., national chains, nail salons, etc.)
4. A yet untested location for this amount of retail which may require extensive concessions on the front end.
5. The expense of restaurant construction requiring generous tenant improvement allowances and infrastructure
6. Generous outdoor areas for restaurant seating
7. Density limited to two levels of residential over the retail level
8. A likely cap on residential pricing to fit the local market and to keep from being priced out of the local market. Fabric commissioned D3vlab to better understand the pricing dynamics of the residential market within Avondale Estates. Those results can be found in Exhibits 2 and 3 of the Appendix and confirm that the market, while healthy, does not extend into high price ranges in any volume.

Given these factors, it is likely that a land write-down will be necessary to make the project successful. Fabric is open to structures which may benefit the City over the longer run.

The Tax Allocation District has been determined to be in good standing and is now in a position to generate significant revenue streams from future development. The City should capitalize the revenues on the first three phases which could reach levels as shown below:

PHASE	TOTAL VALUE	TAD REVENUE ANNUALLY
Phase I	\$20,400,000	\$147,900
Phase II	\$13,590,000	\$98,500
Phase III	\$10,025,000	\$73,000
Total	\$44,015,000	\$319,400

This of course does not include value that the Avila development will generate, which will be several times this amount. The investment made by the City of Avondale Estates will realize returns several times its investment within a few years.



FINANCIAL STABILITY

Fabric operates using single purpose entities through which it raises the necessary equity and debt funds and which depend on the financial viability of the project. Miller has undertaken projects of similar or greater size over the years. A few of these include the following:

PROJECT	CAPITALIZATION
Glen Iris Lofts Phase I	\$8,000,000
Glen Iris Lofts Phase II	\$21,000,000
Ponce Springs Lofts	\$22,500,000
A&P Lofts	\$12,000,000
Castleberry Point	\$33,000,000
Parsons Alley	\$7,400,000

Ultimately the capitalization of this project, as any project, will depend on its viability and the final negotiations on a public/private partnership between the developer and the City. Fabric is happy to discuss specific financial resources and sources of funds for this project at the appropriate time. Financial statements will be discussed in private only.



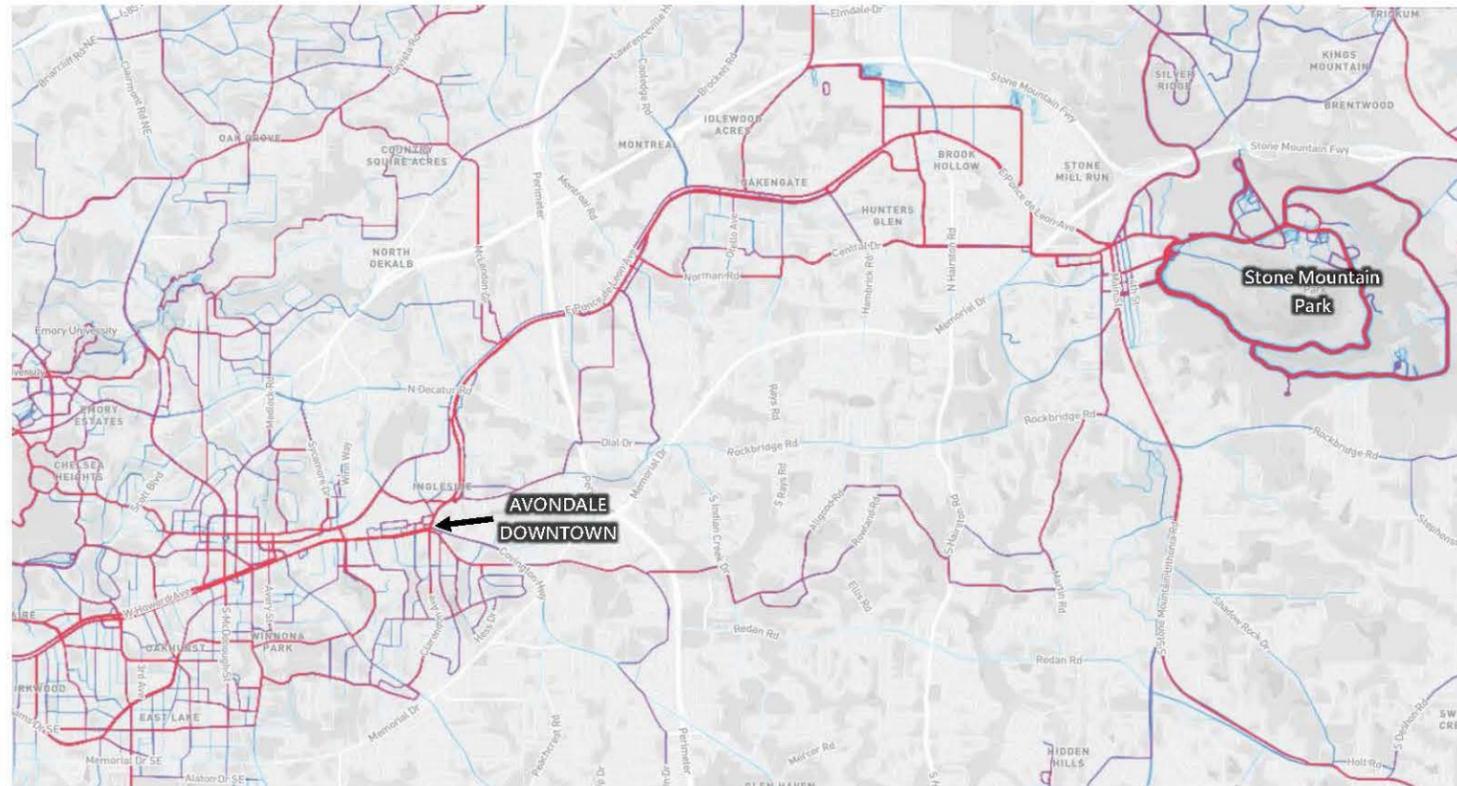
APPENDIX



DOWNTOWN AVONDALE RFQ



Exhibit 1 Neighborhoods



The map above is generated from user traffic through the mobile/GPS application called Strava. This application claims to have more than 10 million active users and claims to add approximately 25,000 users daily. The application attracts athletes of all ages and enables users to compete digitally so that an effort recorded today can be compared to any other users activity on another day.

The application lends itself to cyclists and runners that take their sport seriously and tend to have disposable income to support their healthy habit. This back story is important because N Avondale Rd and N Clarendon Road are some of the most heavily traveled routes for cyclists in the greater Atlanta area and serve as the primary thoroughfare to Stone Mountain Park. The vast majority of these cyclists are not starting their journey from Avondale Estates so this traffic represents valuable exposure as these higher earning enthusiasts return home in various parts of the Atlanta Metro.

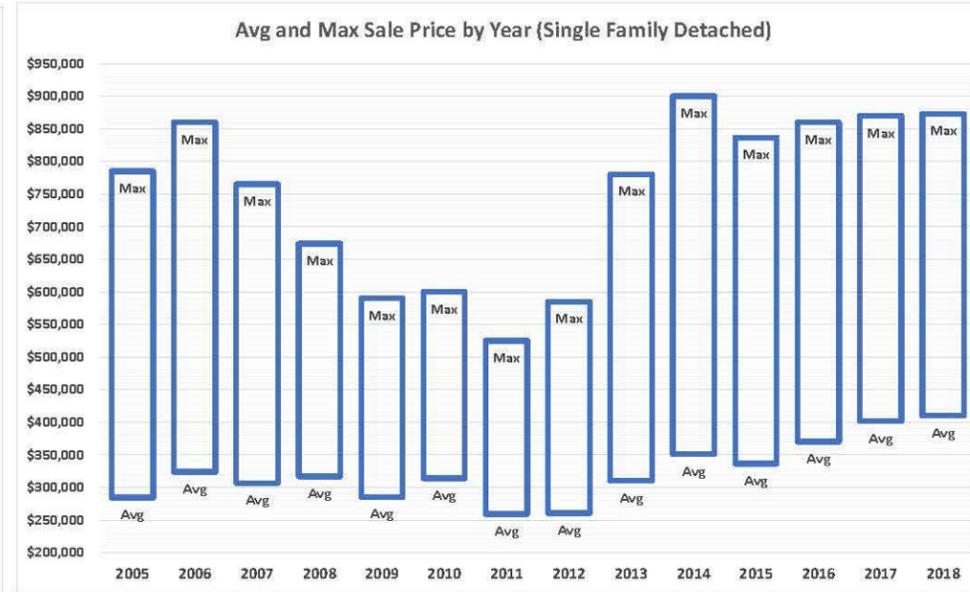
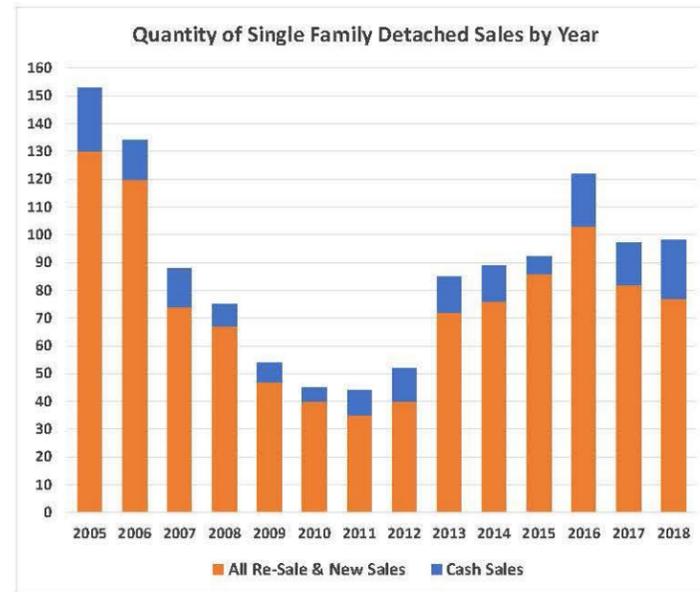
SOURCE: Strava



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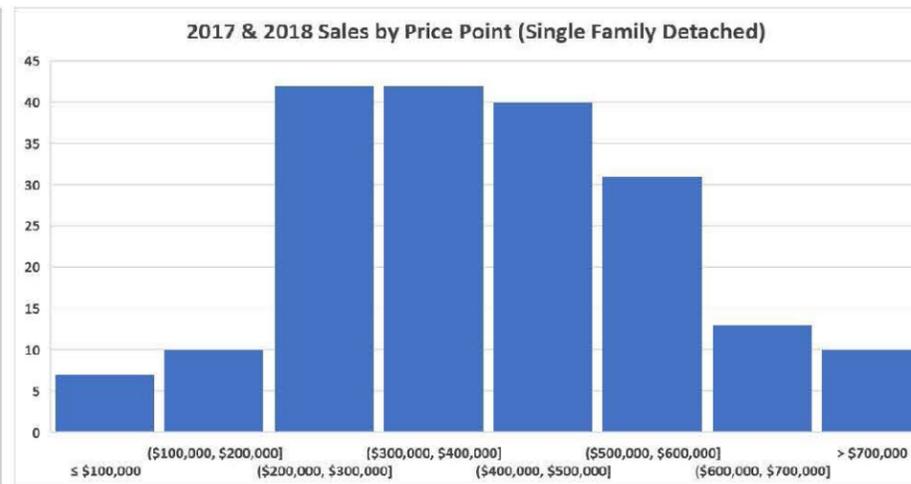
Exhibit 2
Avondale Sales and Price Trends



The graph ABOVE-LEFT shows the number of sales annually for financed home sales and all cash home sales. All cash home sales typically indicate two types of activity, sales by value-add homebuyers (flippers) and home purchases by more established home buyers that - some of which bring significant amounts of equity, others that are just wealthy and drawn to the submarkets environment. Increasing shares of cash home sales in conjunction with climbing home prices typically signify gentrification.

The graph ABOVE-RIGHT shows the average home price and max home price by year for the Avondale Estates market. Take note of the climbing Average home price from 2012 to 2018.

The graph to RIGHT shows the number of sales over the 2017 & 2018 time frame by price range - for single family detached, new and re-sales. More than 120 Sales or 61% of single family detached sales fell between \$200,000 and \$500,000.



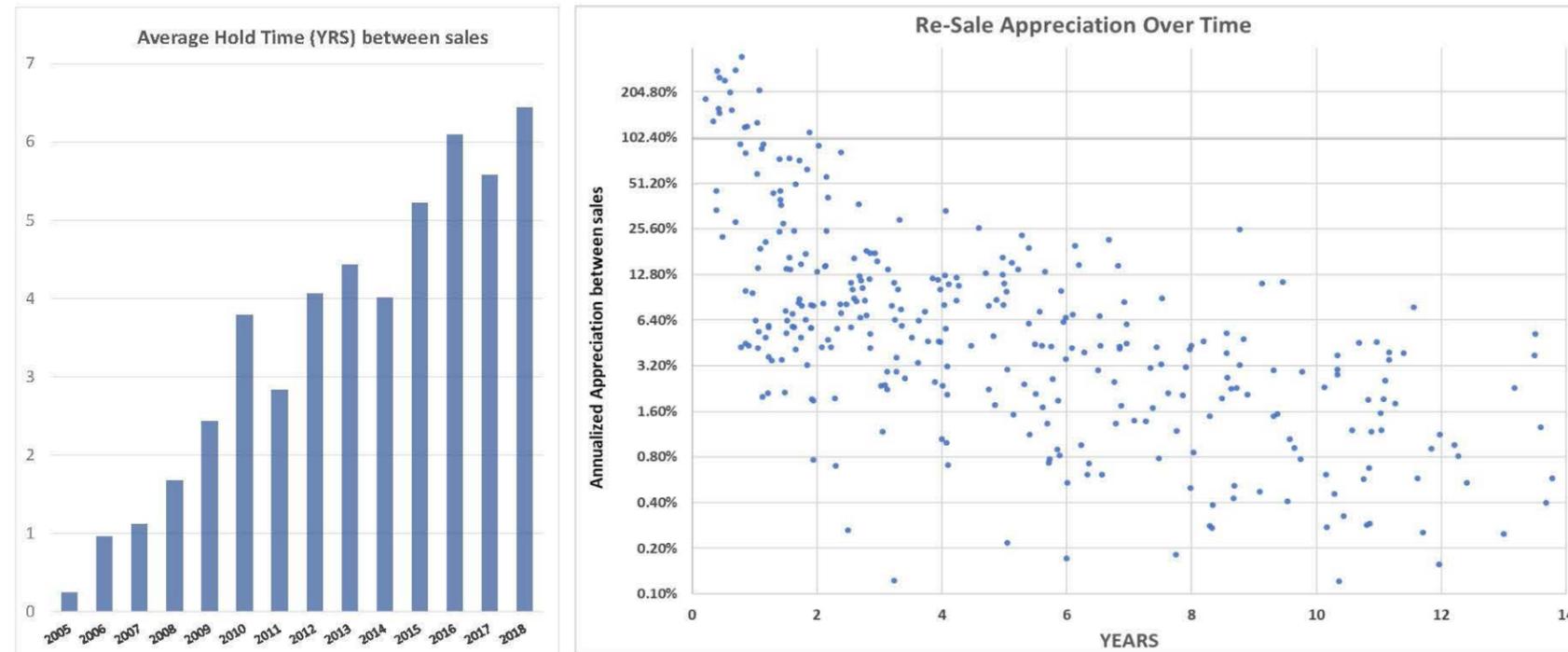
SOURCE: Metrostudy



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Exhibit 3
Same Parcel Sales



Re-Sale data on per parcel basis has been analyzed to both understand the home price appreciation, current owners propensity to sell their homes, and to show quantify value-add home buyers (flippers) activity in the city of Avondale.

The graph to **LEFT** shows the average amount of time a seller owned a home before selling on year-by-year basis. This is only for regular sales that were documented as re-sales, so it does not include foreclosures, REO's or new construction.

The graph to **RIGHT** shows the annualized appreciation for each re-sale as compared the number of years of ownership. The values to the far left with shorter hold periods typically represent value-add buyers that are repairing homes and selling them ready for a home owner, while the values on the right represent the homeowners that have been in place for an extended period.

SOURCE: Metrostudy



