

# Avondale Estates Town Green Meeting 1



## DESIGN YOUR PARK

### When to Show Up, Sign In, and Pipe Up

DATE	ENGAGEMENT EVENT
2/12	BOMC Work Session – Goal Setting
2/14 – 2/25	Online Introductory Video + Survey
2/29 (Saturday)	Public Meeting #1: Workshop
3/4 – 3-10	Road Show Plans
3/4 – 3-10	Online Road Show
3/11 (Wednesday)	Public Meeting #2: Workshop
3/12 – 3/20	Online Report Out
3/21 (Saturday)	Public Meeting #3: Sneak Preview Presentation
3/21 - 3/25	Sneak Preview Online Gallery
3/25	BOMC Work Session – Plan Review
3/30	BOMC Board Meeting – Plan Adoption



# SURVEY RESULTS

**almost 400**

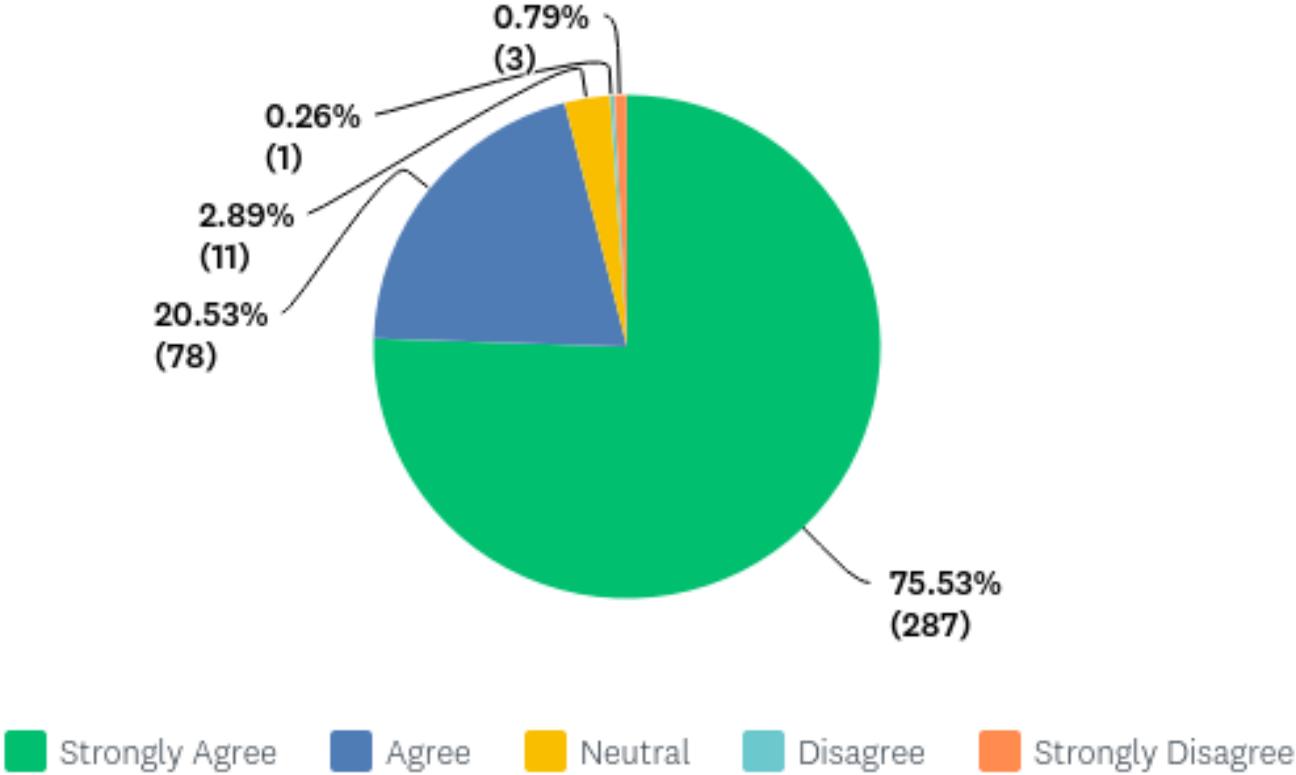
**Total Responses**

# Survey Results - Project Goals

Be inclusive and welcoming to people of all ages, abilities, and backgrounds.

% Strongly Agree or Agree

96%

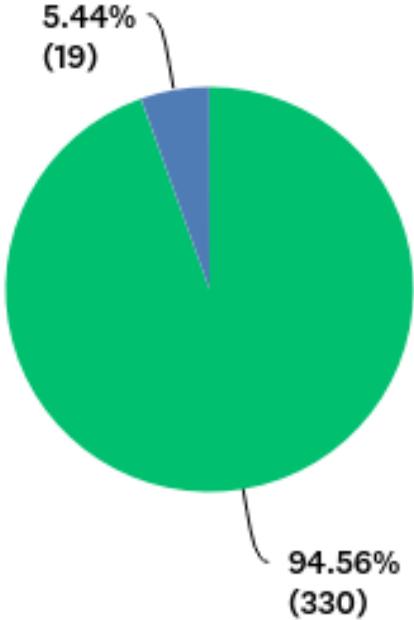


# Survey Results - Project Goals

% Strongly Agree or Agree

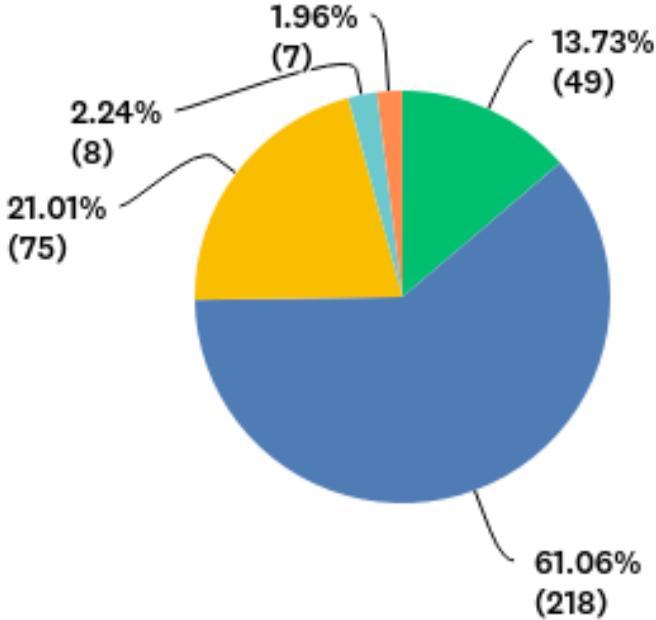
Be a year-round draw bringing people to live, shop, and dine in the downtown area.

94%



Yes No

Do you envision events within the Town Green



Weekly Monthly Quarterly Yearly Never

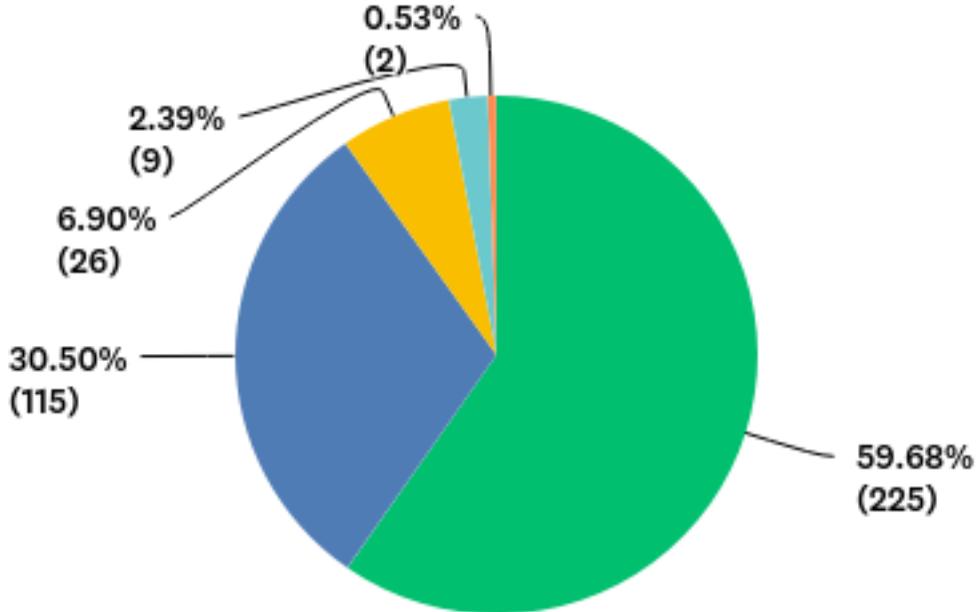
How frequently should events within the Town Green occur

# Survey Results - Project Goals

Maintain flexibility to support high volume and frequent programmed activities as well as daily uses like walking, reading or running.

% Strongly Agree or Agree

90%



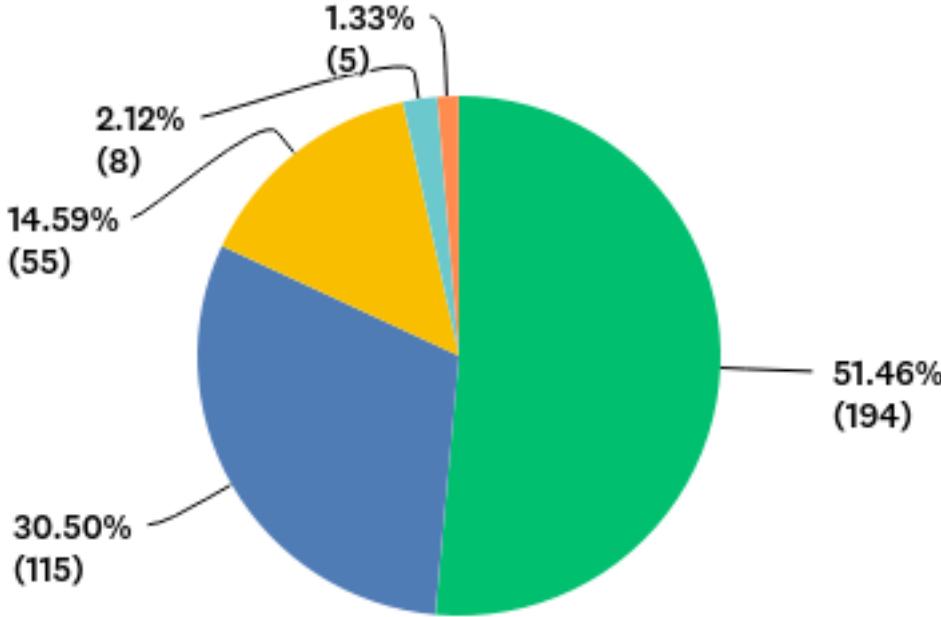
Strongly Agree Agree Neutral Disagree Strongly Disagree

# Survey Results - Project Goals

Reflect the historic, artistic, and other unique qualities of Avondale Estates in a contemporary manner.

% Strongly Agree or Agree

82%



Strongly Agree Agree Neutral Disagree Strongly Disagree

# Survey Results - Project Goals

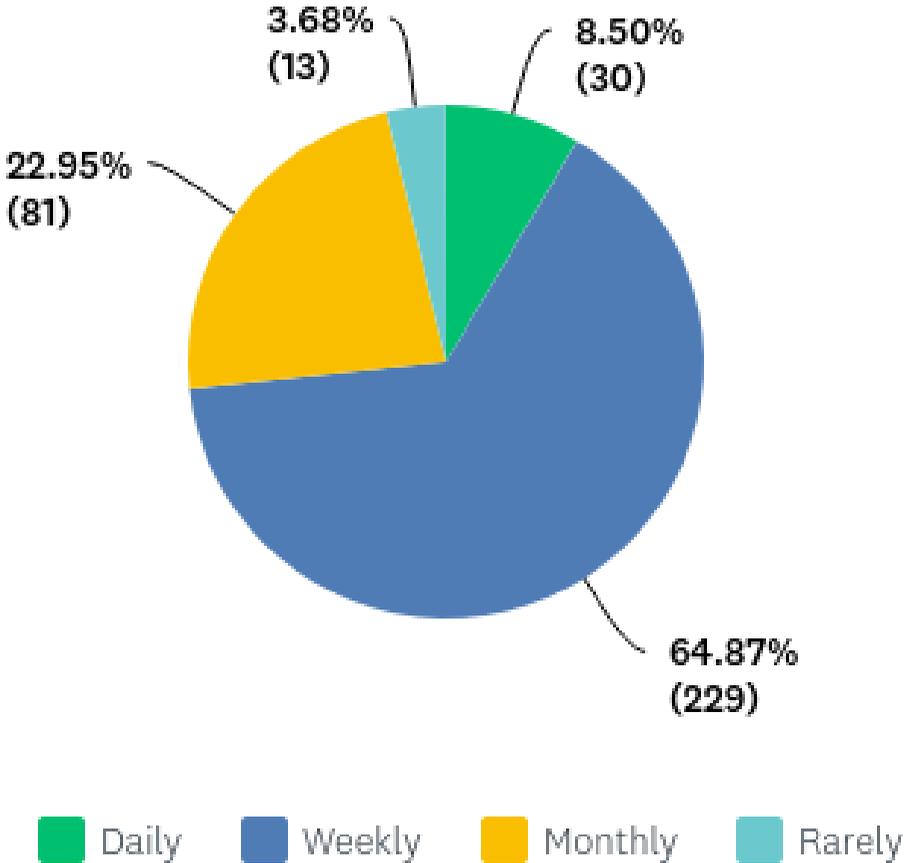
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	<b>% Strongly Agree or Agree</b>
<b>Complement (not replicate) other park and open spaces in Avondale Estates.</b>	<b>78%</b>
<b>Be good stewards of economic and natural resources by incorporating where practicable productive, multi-use systems, and environmental features.</b>	<b>93%</b>
<b>Consider construction and ongoing maintenance budgets.</b>	<b>92%</b>

# Survey Results - Activities and Use

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Most participants (88%) anticipate visiting the Town Green on a weekly or at minimum a monthly basis.

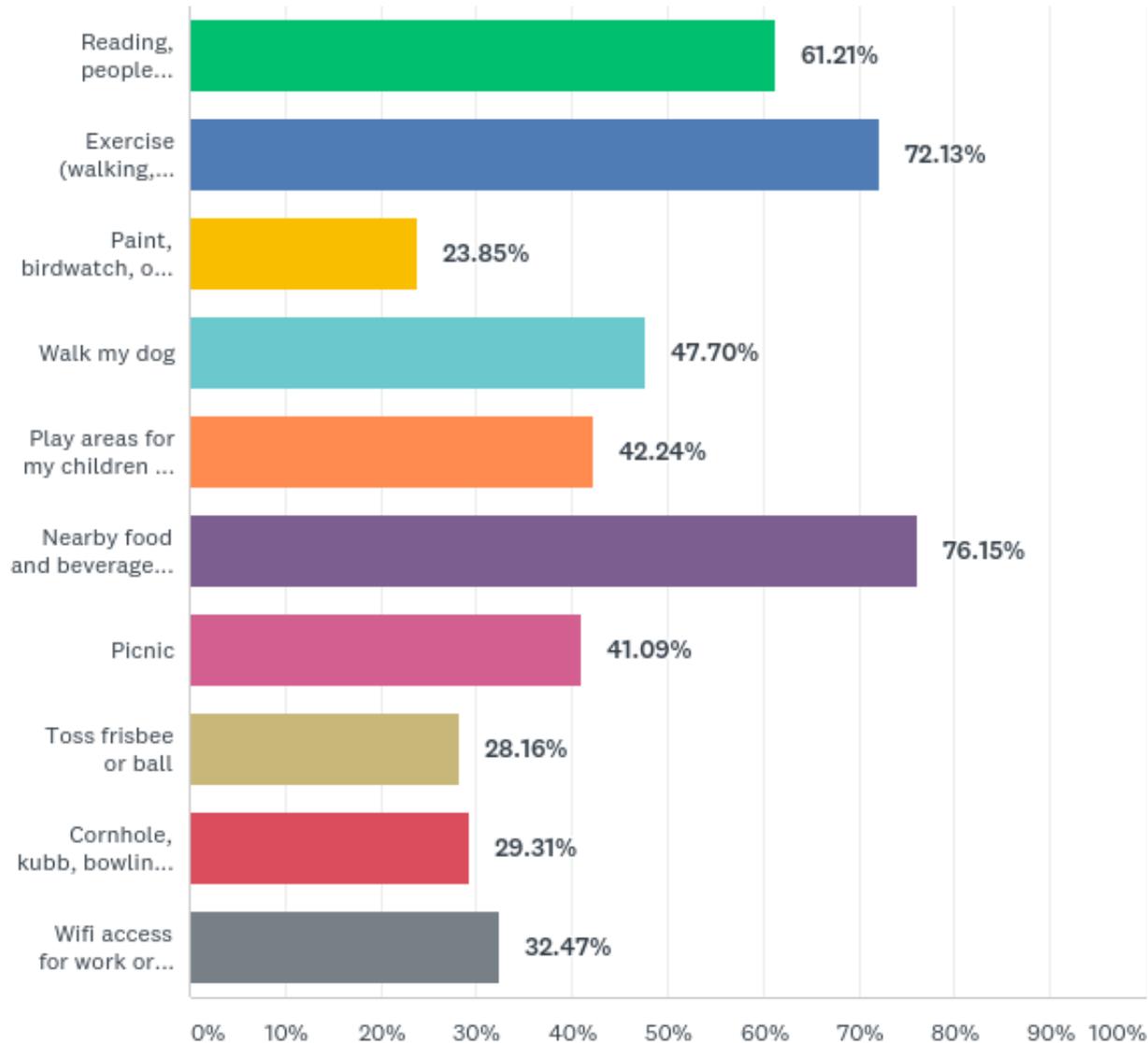


How frequently participants would visit

Nearly 65% of participants said they anticipate visiting the Town Green weekly

# Survey Results - Activities and Use

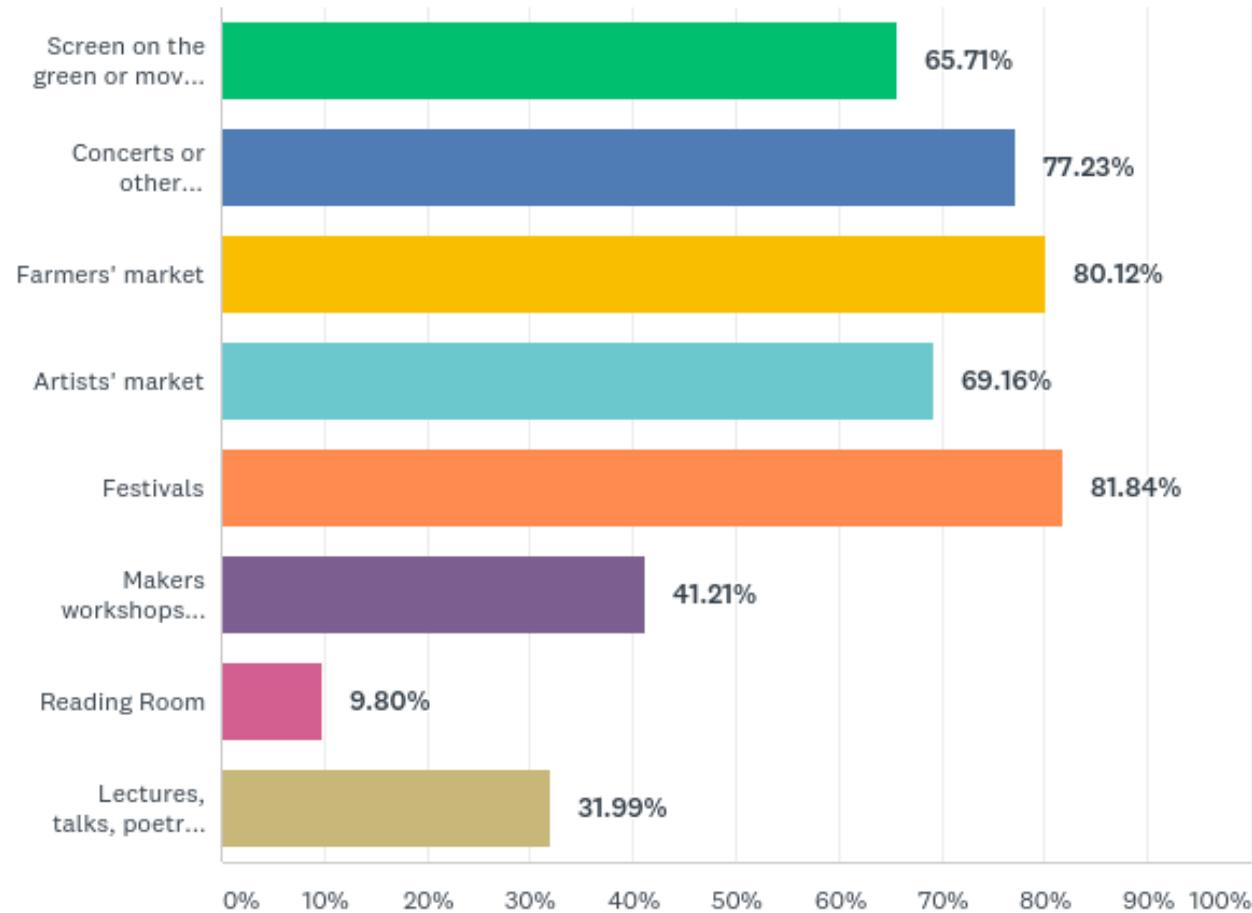
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A broad range of activities seems to be supported as part of the Town Green activities - with very intimate uses like reading along with exercise and food and beverage being most frequently selected.

# Survey Results - Activities and Use

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**A broad range of event types are supported within the community's desires.**

# Survey Results - Comments

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# Survey Results - Key Takeaways

- **94% want a Town Green which can be activated by events, with 82% desiring a monthly or quarterly basis for these.**
- **65% anticipate coming to the Town Green on a weekly basis - with another 23% once a month.**
- **A very wide range of activities in the Town Green were supported with the most desired being - relaxing/reading, exercise/group exercise, and food and beverage access.**
- **Dogs, Children, and Events were referenced frequently by participants as desired considerations.**

# Survey Results - What this means.

- **FLEXIBILITY** - because of the range and size of desired activities.
- **MULTIPLE USES** - because of the number of different uses.
- **DURABILITY** - because of the anticipated frequency of use.
- **WELCOMING** - to all ages, backgrounds, and abilities.
- **COMFORTABLE** - for year round use

# Design Implications



**LARGE, RELATIVELY FLAT OPEN LAWN** *for larger events and concerts, picnics and family reunions, and to toss a frisbee*

# Design Implications



**FLEXIBLE SPACE** *for more frequent events and for daily activities like reading, board games, eating designed with durability in mind*

# Design Implications



**PLAY SPACE** *for children of all ages and abilities that integrates into the Town Green*

# Play - options

*The design of the play area can supplement and enhance the character of the Town Green.*

## Options

- **Sculptural Play Area - as identified within Concept 9.**

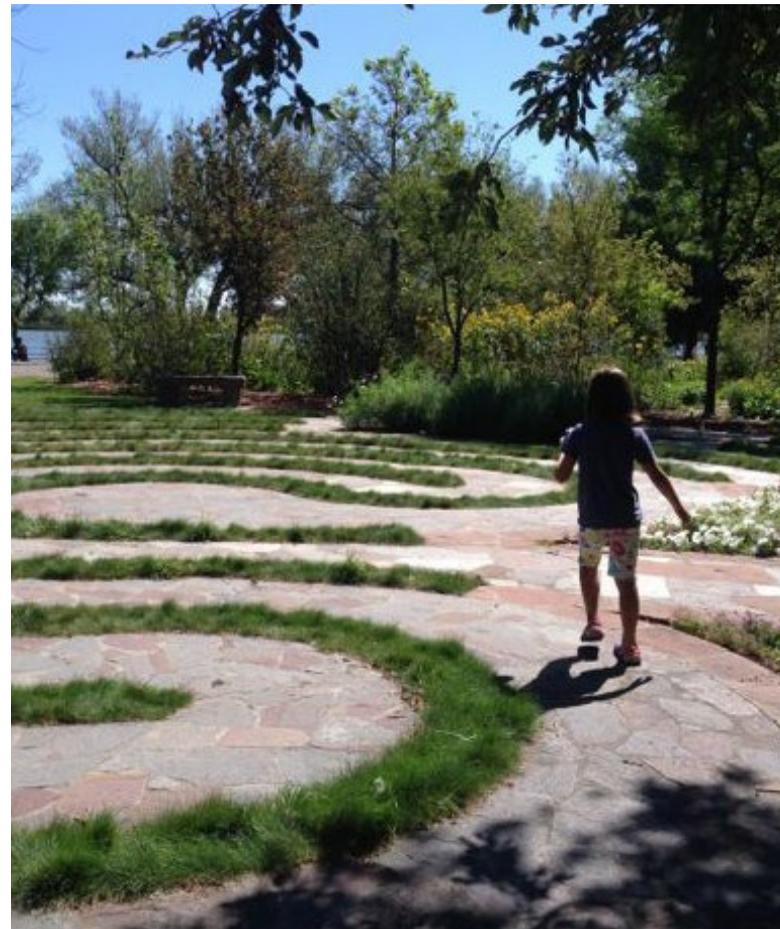


# Play - options

*The design of the play area can supplement and enhance the character of the Town Green.*

## Options

- Whimsical Play Area - reinforcing a theme within the space.



# Design Implications



**DOG SPACE** *to fill a need in the community*

# Dogs - proposal for accomodation

## *dog playground*

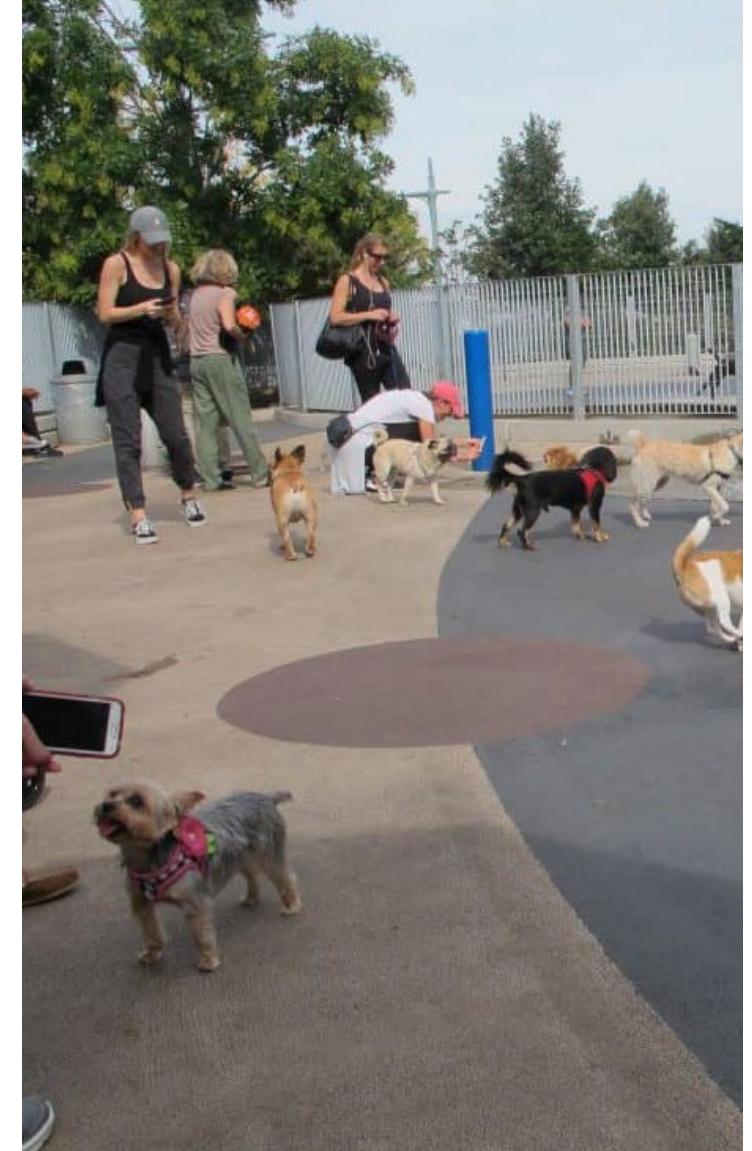
Concept 9 Included an area for dogs, we propose carrying this forward as a DOG PLAYGROUND

### Pros

- Provides a dedicated off-leash area within the town green within a smaller footprint.
- Brings people to the town green, and can activate spaces at the northern end of the park which don't have a strong edge currently.
- Supports other activities like people watching.

### Cons

- Smaller than what is typically desired, and doesn't allow separation of small and large dogs.



# Design Implications



**QUIET SPACE** *to provide a respite and a place to meet neighbors*

# Design Implications



**MEMORABLE SPACE** *to reflect the identity of Avondale Estates*

# Community Feedback - Character

*Because this is a park - garden styling, plantings, and fencing, furnishing, and edges will more readily create identity.*

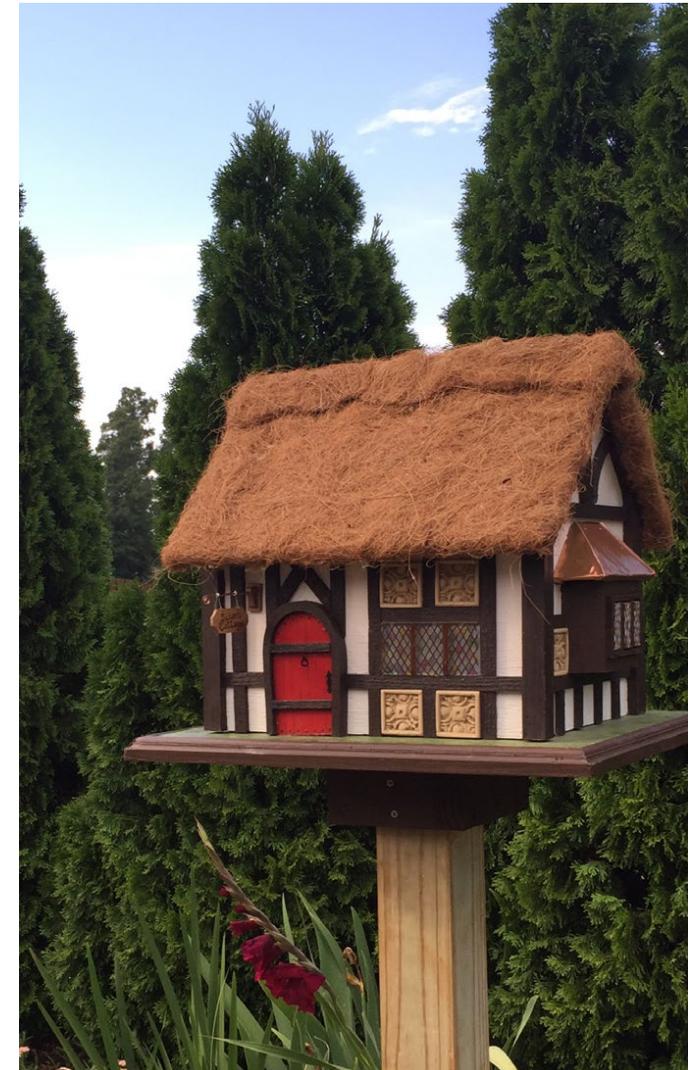
- Plantings and plant material throughout can reflect 'Tudor Garden' referenced within Concept 9.



# Community Feedback - Character

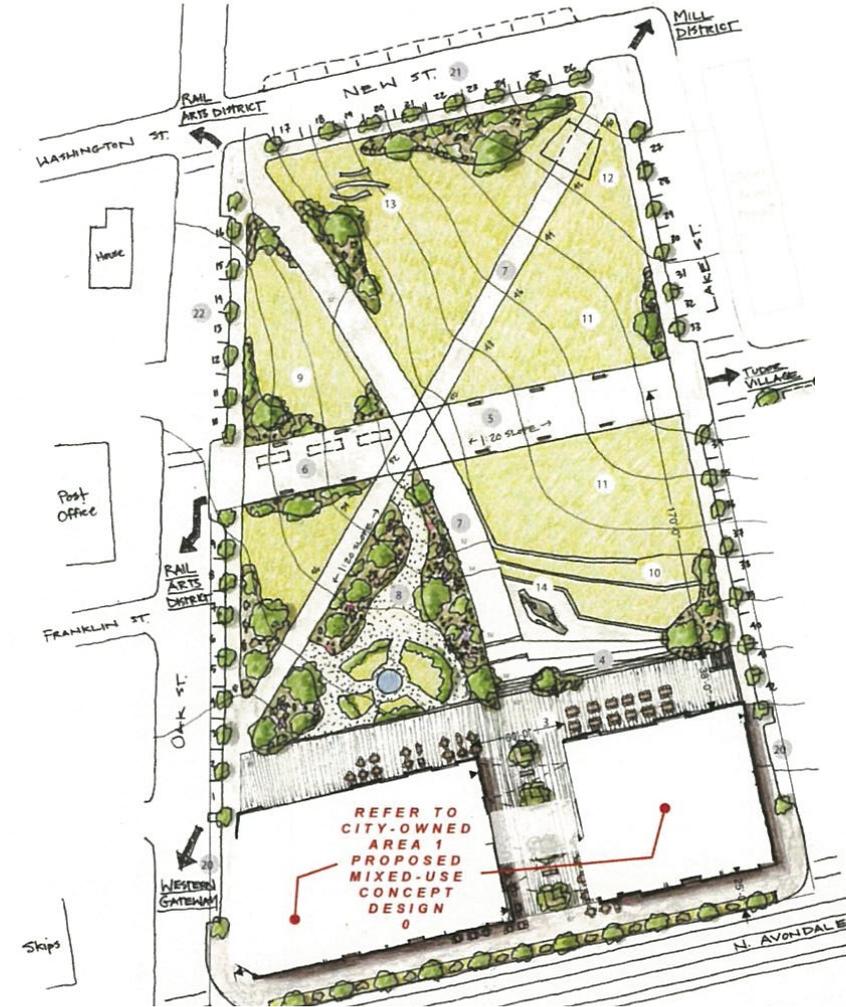
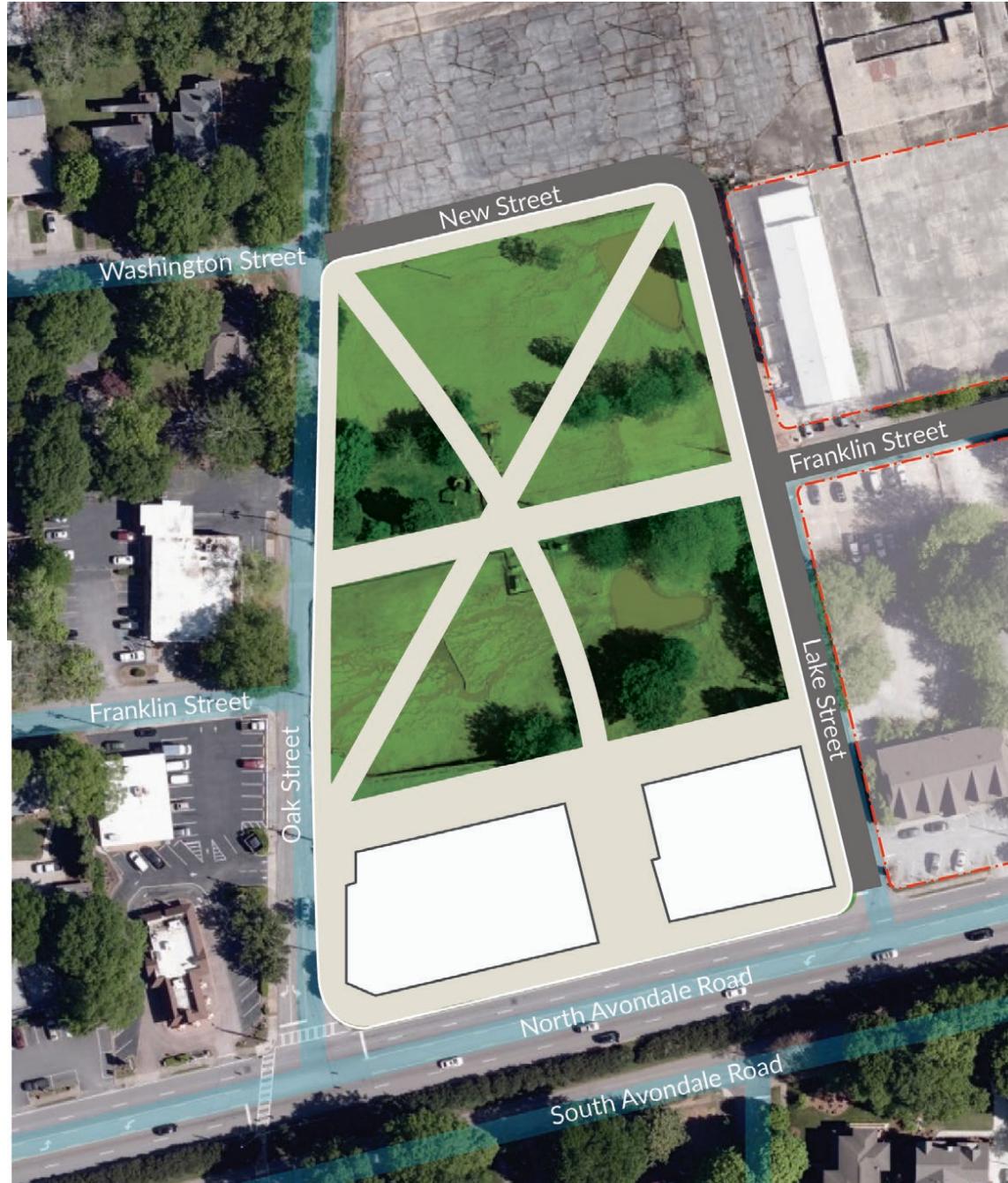
*Because this is a park - garden styling, plantings, and fencing, furnishing, and edges will more readily create identity.*

- Are there whimsical elements - like birdhouses and little free libraries that can reinforce Tudor Revival style?



# SITE ANALYSIS

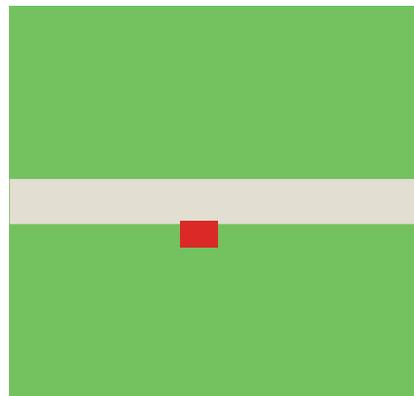
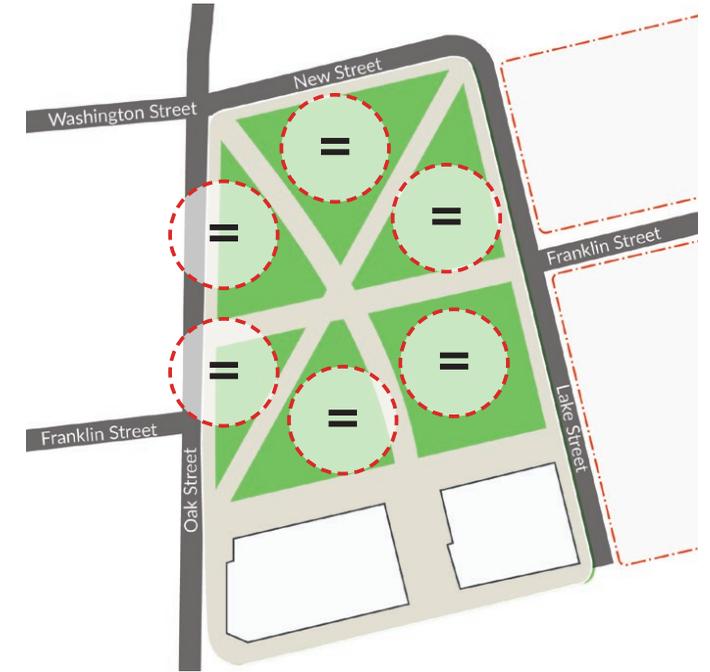
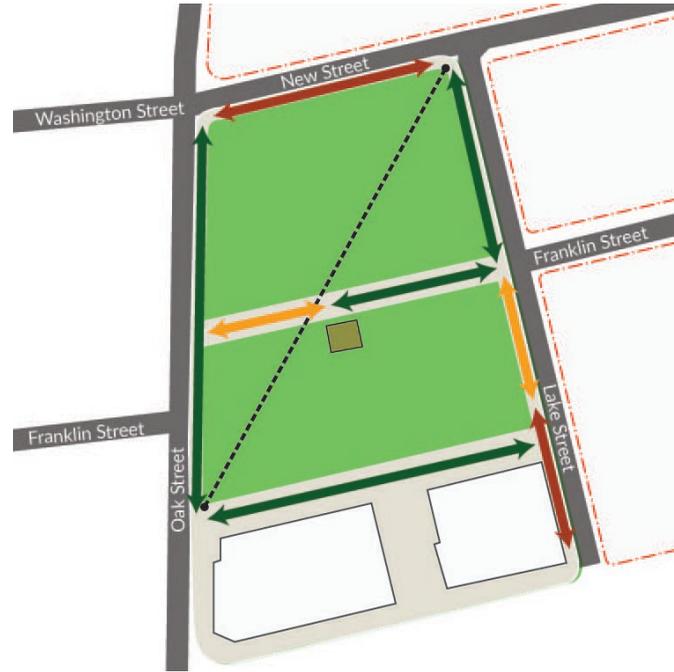
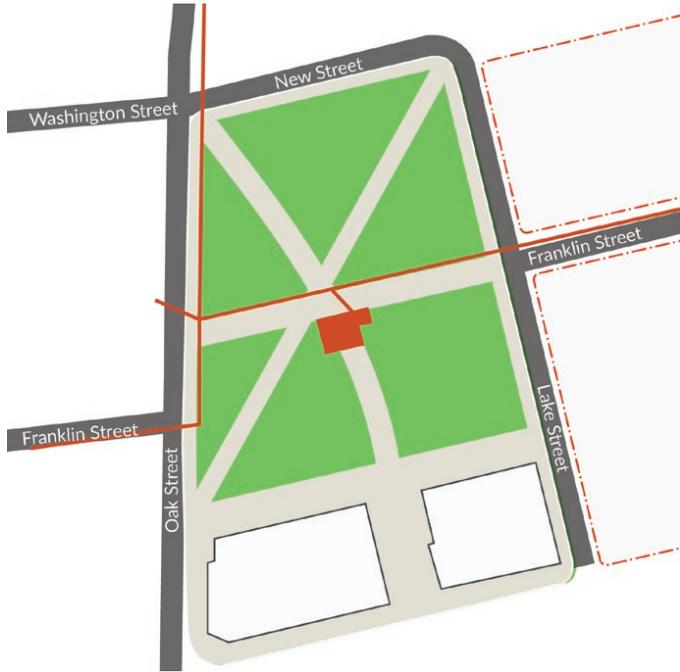
# Site Analysis - Review of Concept 9



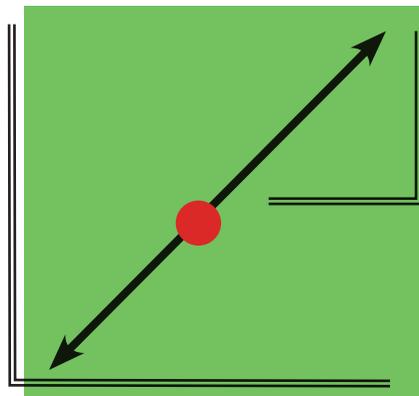
## Site Plan

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

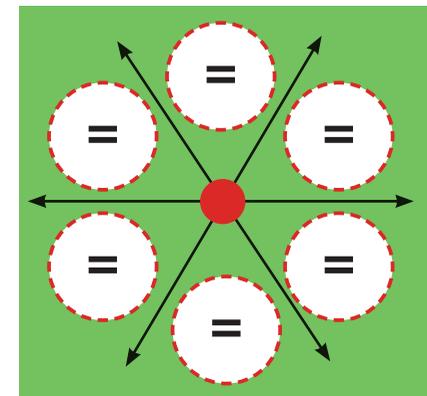
# Site Analysis - Review of Concept 9



Utilities



Grading



Spaces

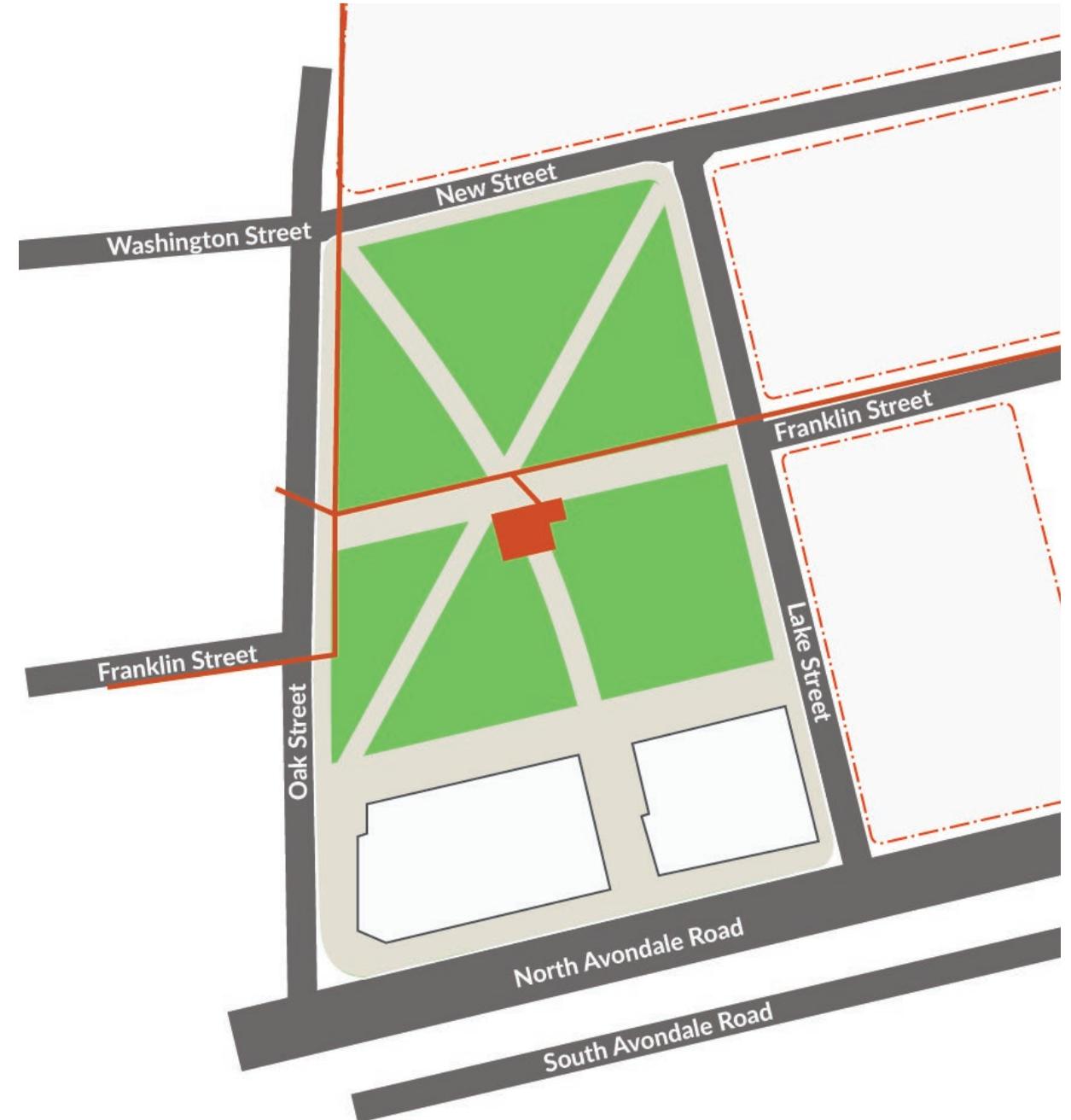
# Site Analysis - Review of Concept 9



# Site Analysis - Review of Concept 9

## Existing Utilities

- We are working with Georgia Power and ATT to determine the costs to move or bury their overhead wires.
- The ATT fiber optic yard will cost in excess of \$1,000,000 to move. This facility will need to stay in place and be screened.
- *What this means - Relocating the ATT facilities in the center of the park will be in excess of 30% of the construction budget which means additional funding will need to be found or these facilities stay in place.*
- *What may want to change - Pathways connecting through the park must shift to avoid the switching gear, and screening walls, art, or architecture such as a pavilion will need to be considered to minimize the visual impact of these facilities.*



# Site Analysis - Review of Concept 9 Grading and Site Access

- The Northern edge of the park will be raised to balance the site from a grading standpoint, as well as provide a better future development edge.
- The Western edge (Oak Street) and the Southern edge (The Grand Patio) of the green provide very accessible relatively flat pathways with good vistas across the park.
- The Diagonal Pathway from the Southwest corner of the green along Oak Street to the Northeast corner at the intersection of Lake and the Parry/ Washington Street connection (new street) controls the grading for the entire park.
- *What this means - There's an opportunity to take advantage of the southern and western edges to provide seating with views overlooking the entire space.*
- *What may want to change - The diagonal connection from Oak to Lake from SW to NE could be shifted, modified, or eliminated which would allow more flexibility in activating the green.*



# Site Analysis - review of Concept 9

## Flexibility in Use

- The rooms within the space are roughly equivalent in size which reduces some of the flexibility in how people might use the park.
- Amenities which will support the highest activation of the green - namely access to restrooms, food and beverage, and accessible parking - will exist initially only along the southern edge of the park, making the adjacent spaces more suitable for activities such as screen on the green, small performances, etc.
- *What this means - In order to accommodate more flexibility in use, changes to the circulation may be necessary, especially at the northeastern corner of the site.*
- *What may want to change - Flexible performance type spaces along with the children's play areas would be best situated near the amenities within the development along the southern edge.*

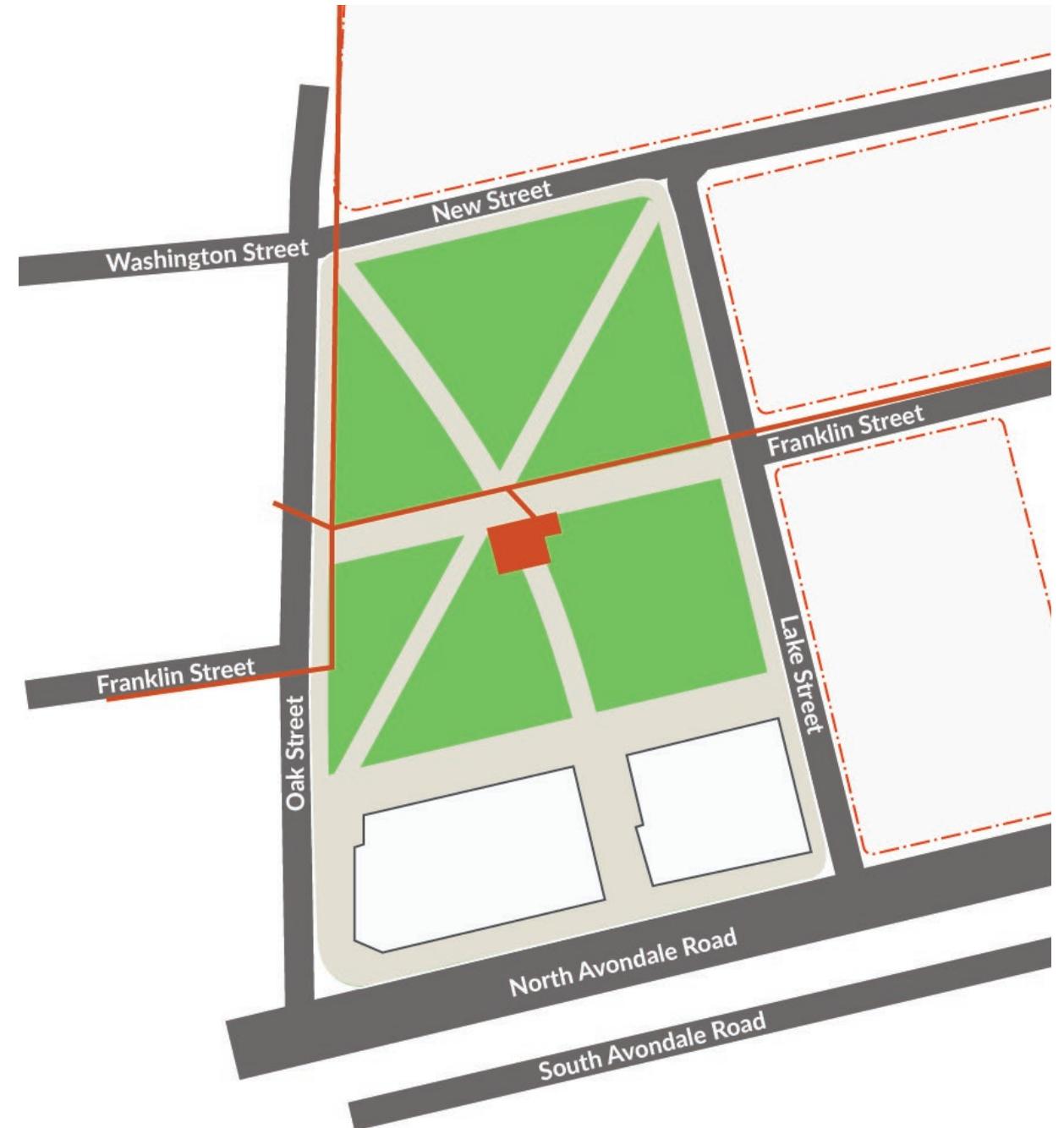


# EVOLUTION OF CONCEPT 9

**We must begin with what are fixed elements - the streets, development area, and streetscapes.**

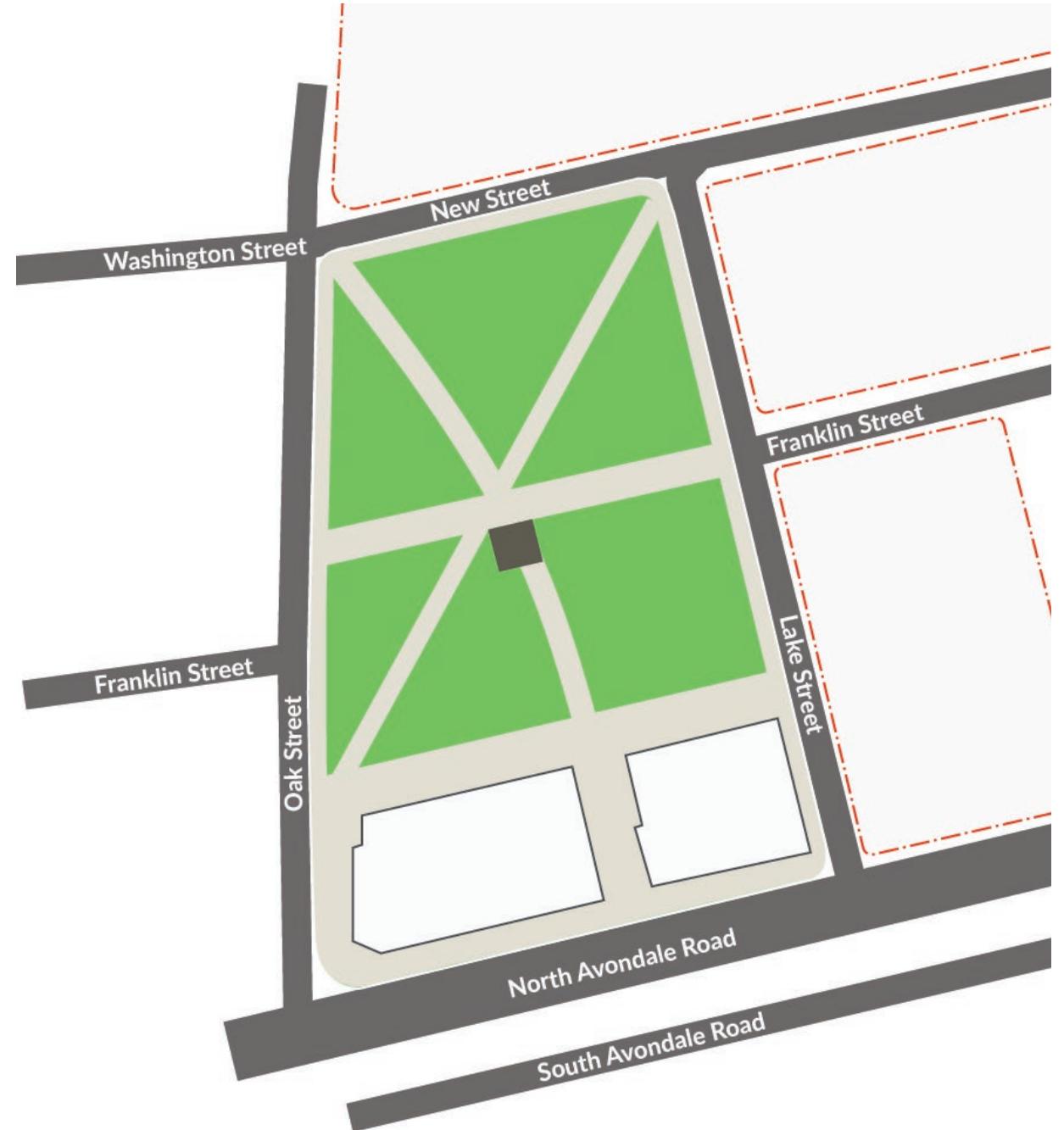


**When we overlay what we know about the existing utilities, we see the first conflict.**

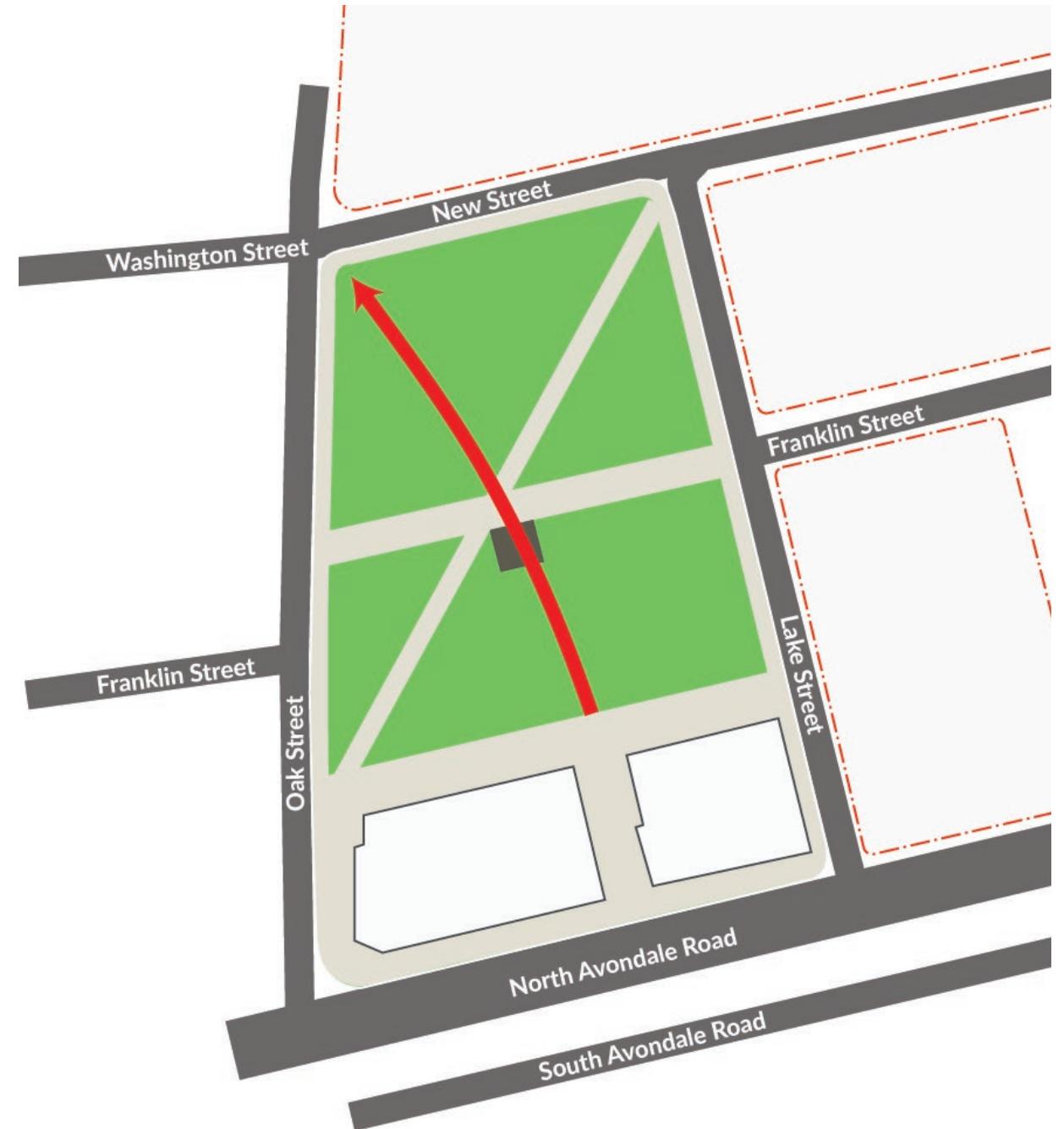


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**The ATT switching utilities  
must remain which  
means...**

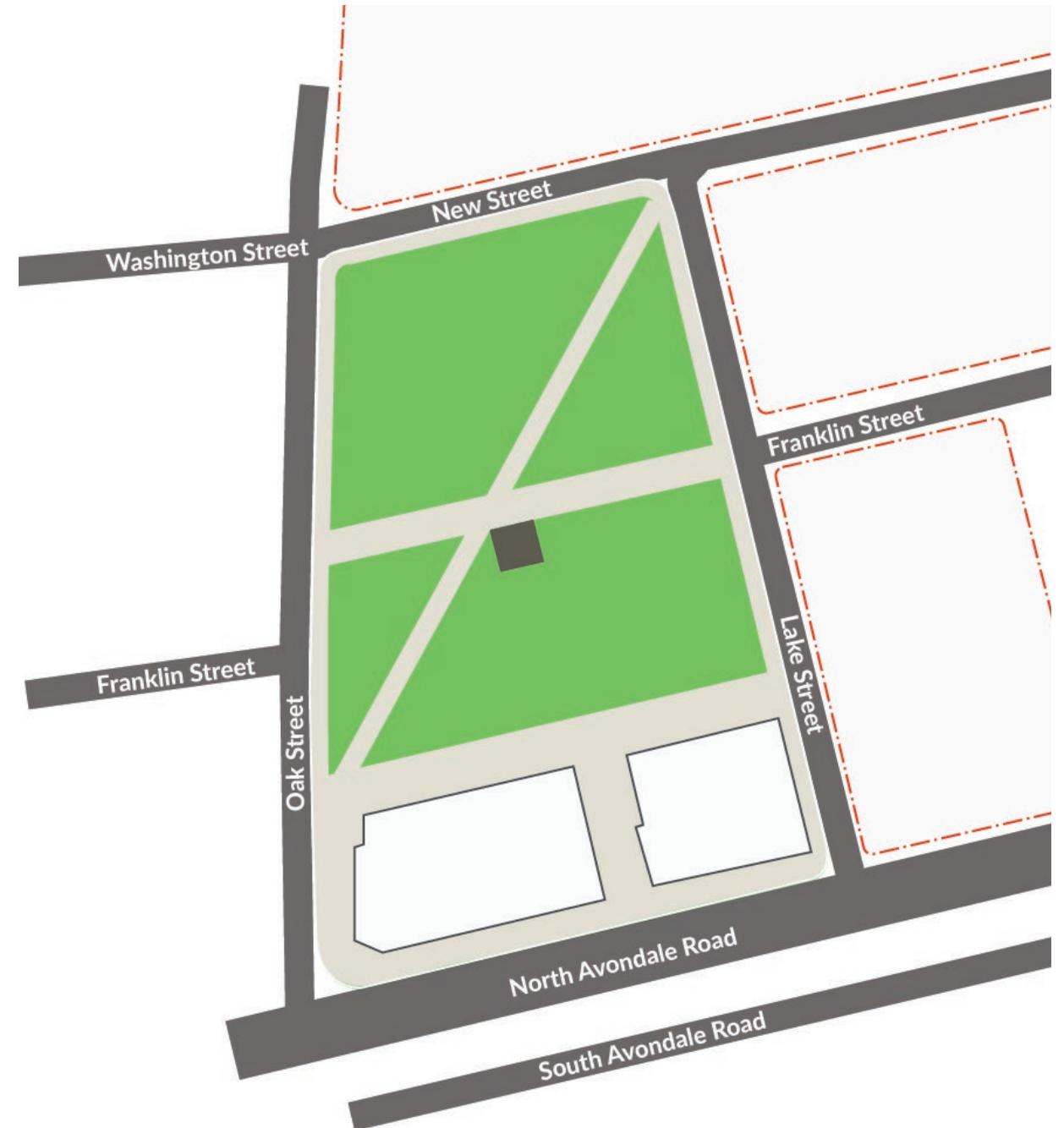


The arcing path from the center of the site must be reconsidered.

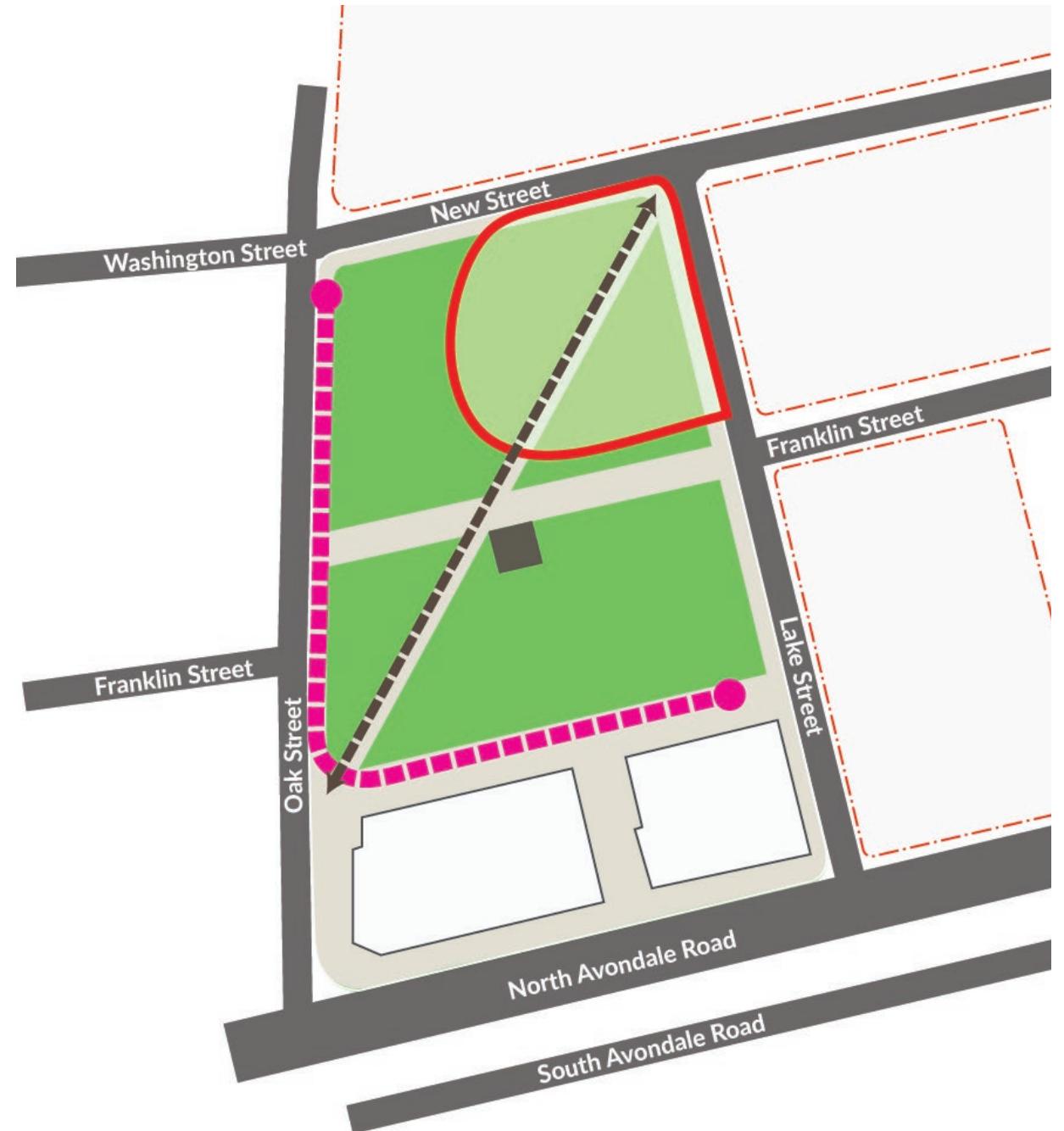


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**The arcing path from the center of the site must be reconsidered.**

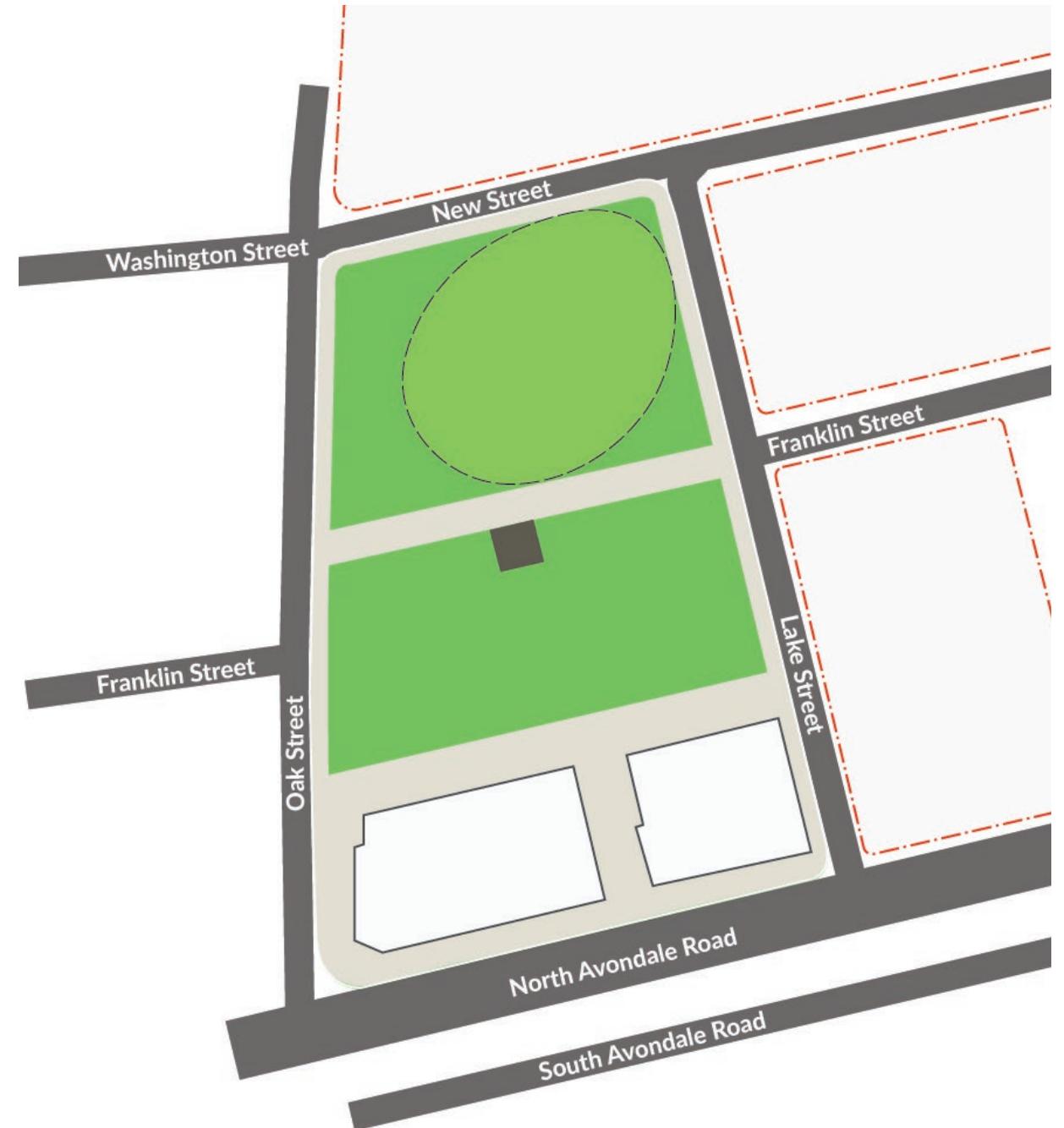


**We need a large, flat green area for flexible event space. By placing it in the northeast corner, we can also solve grading challenges.**

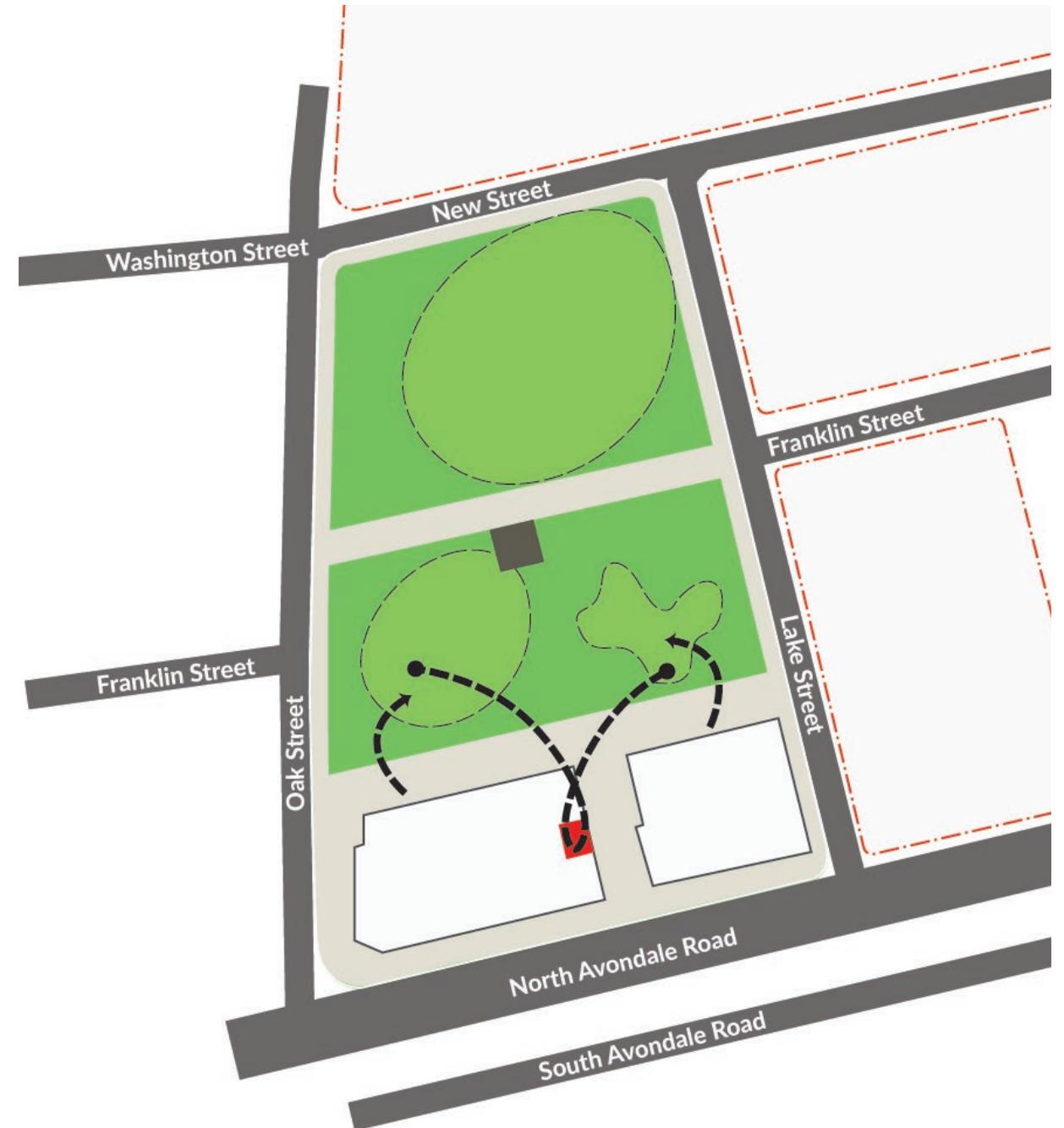


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**But to do this, we must rethink the diagonal path across the site.**



**What uses best take advantage of the possibility of pavilion, new restrooms, and Town Green facing restaurants?**



# A flexible performance space like the Green at Avalon...



Yoga in Town Green



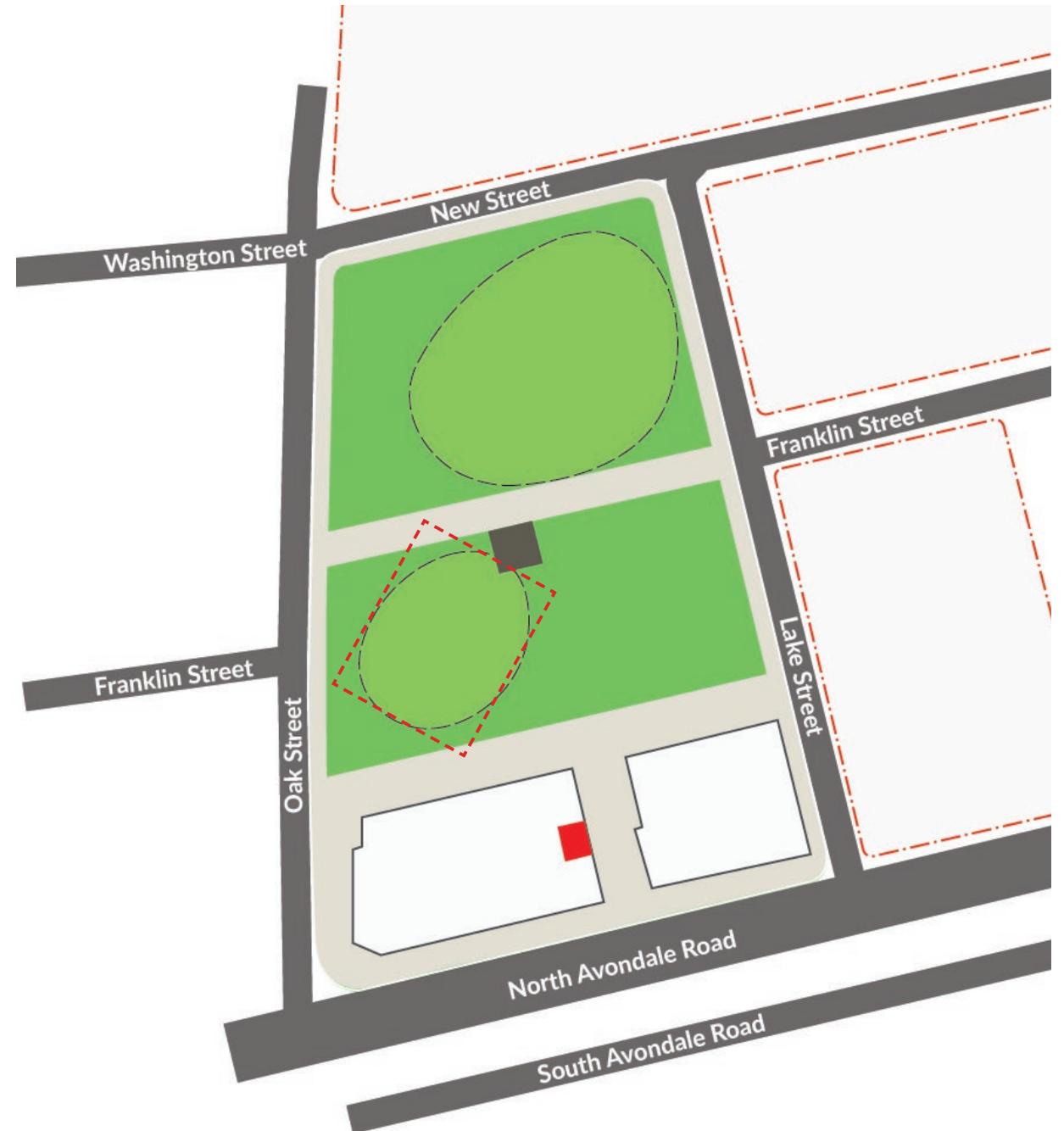
Family Event



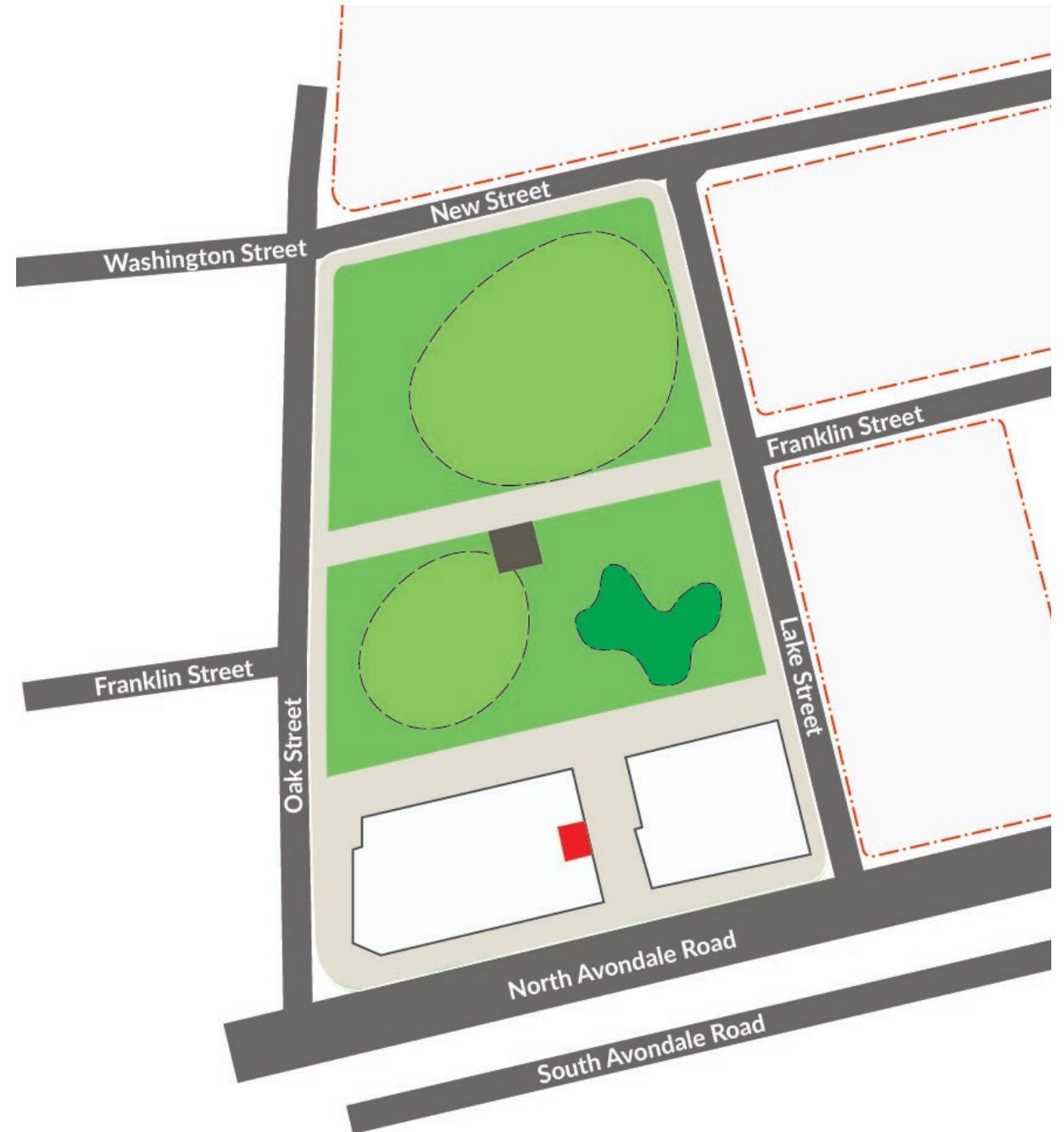
Daily Gatherings in Town Green



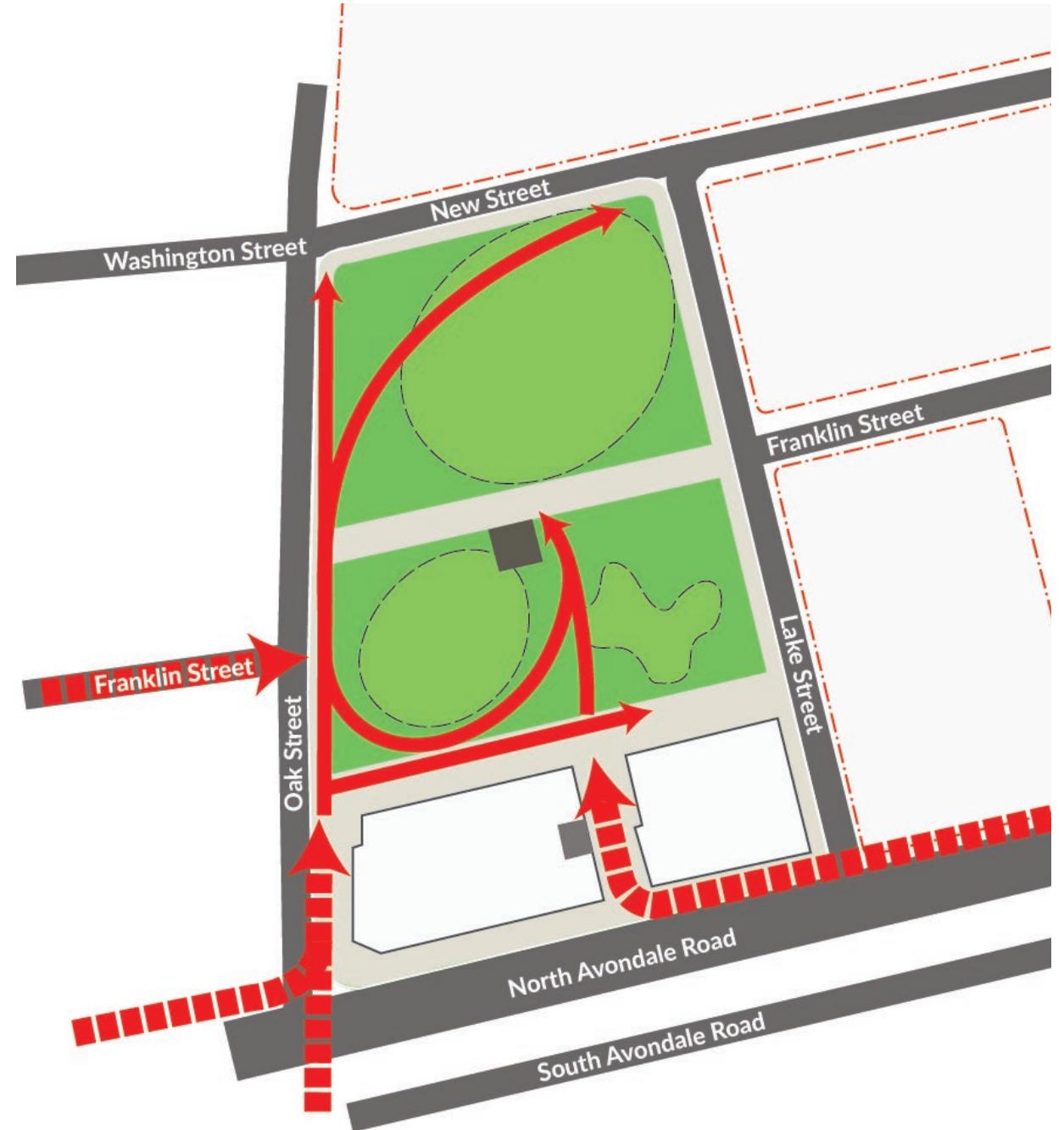
Ice Skating in Town Green



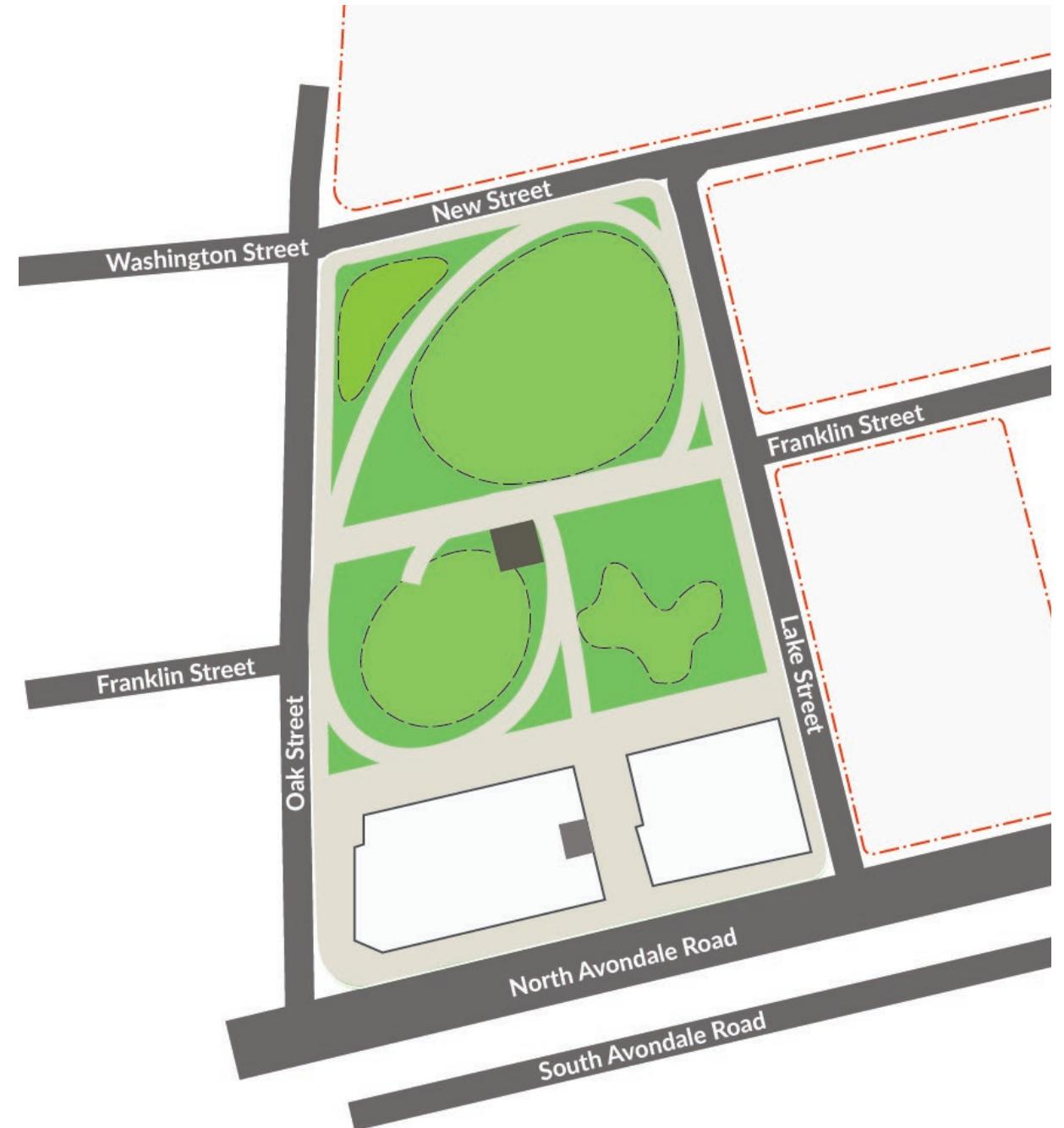
# Sculptural play elements from Concept 9...



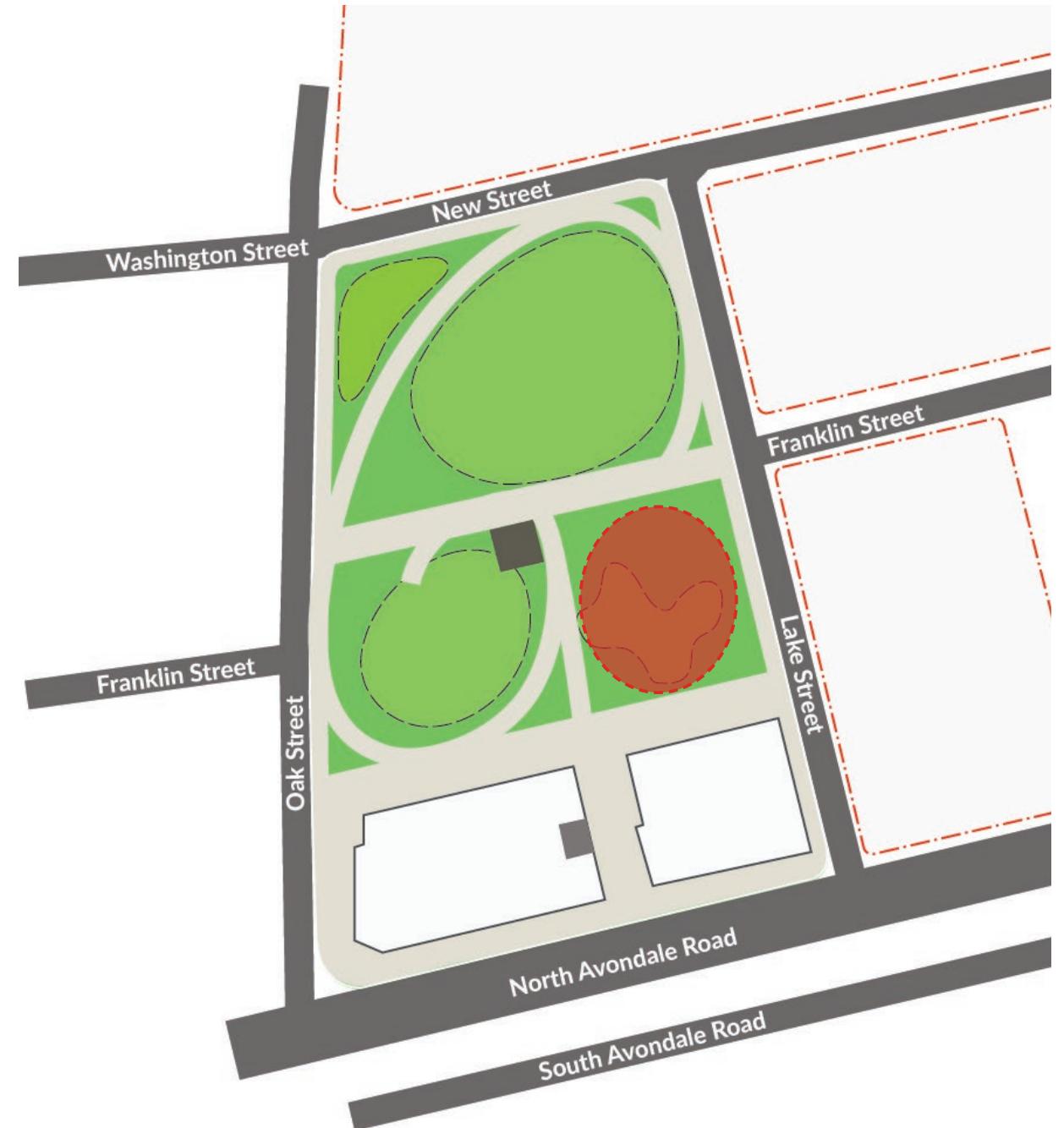
**How do we need to adjust circulation to support these spaces?**



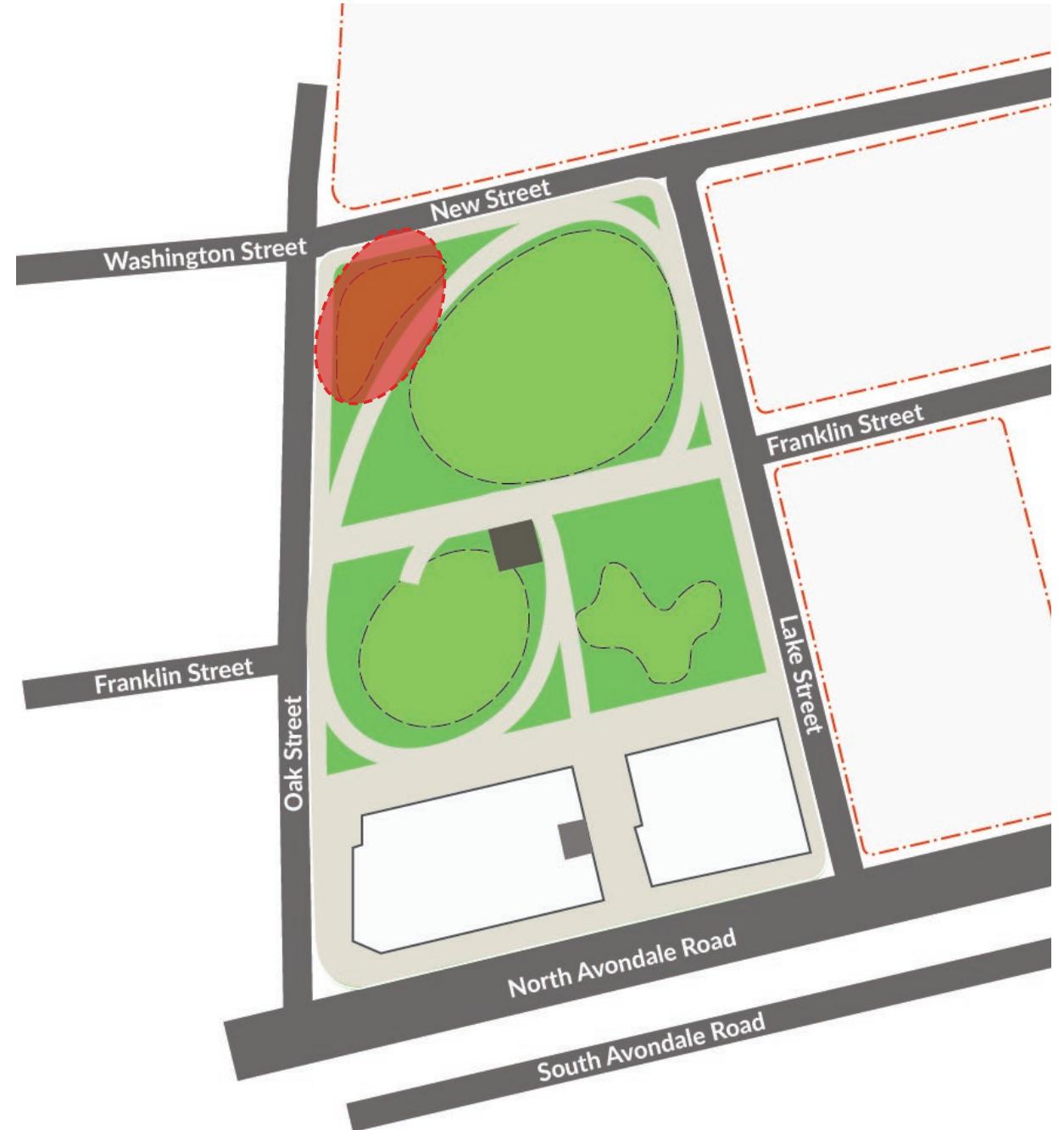
The discovery process has evolved the framework of Concept 9.



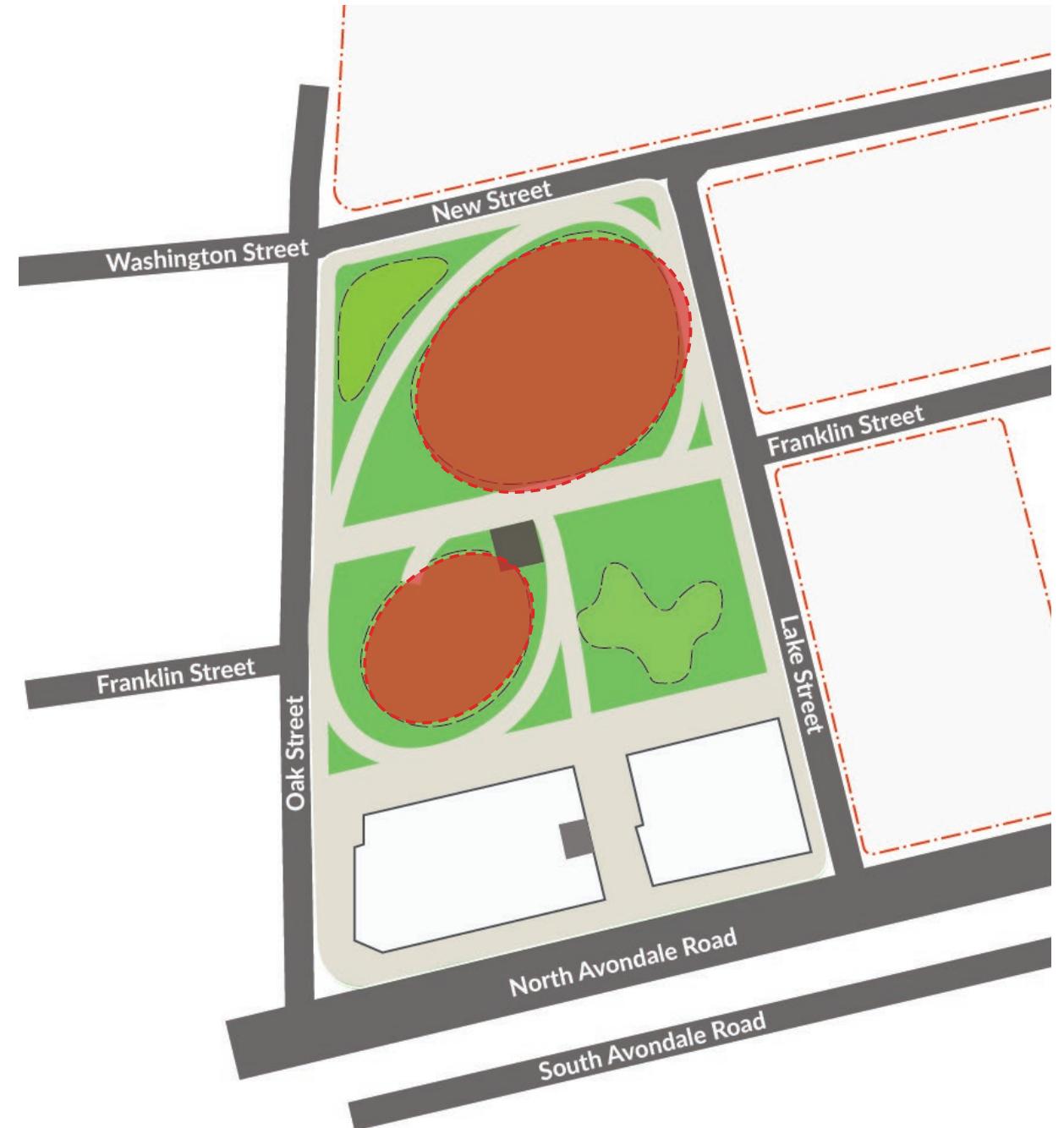
**With familiar and desired uses from survey feedback like, Sculptural Play Area...**



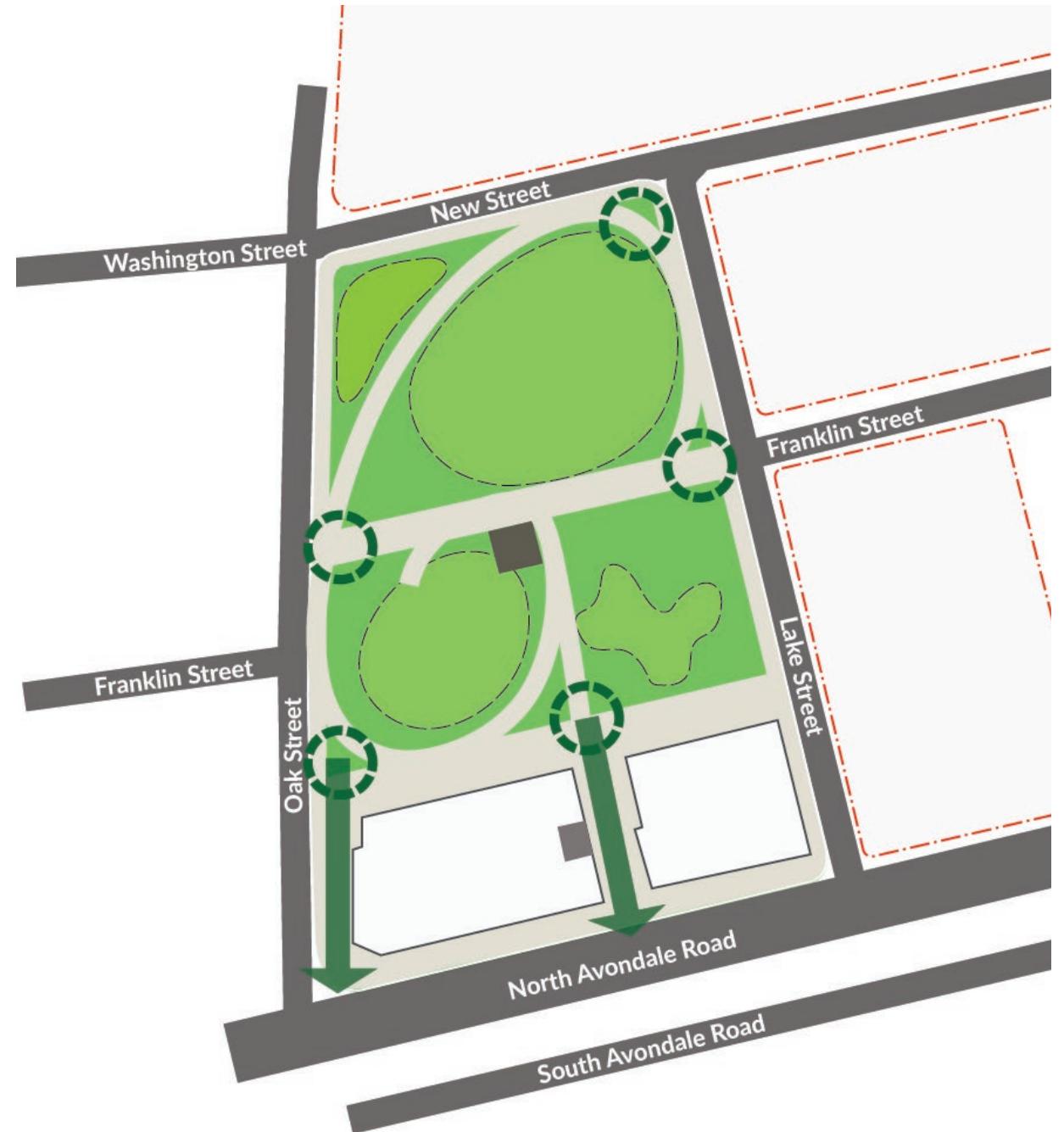
**With familiar and desired uses from survey feedback like, A Dog Playground...**



**And spaces which  
take advantage of new  
discoveries, creating  
flexible places for events  
and daily activities...**



We can extend the 'Tudor Garden' aspects to reinforce gateways - and extend the Town Green to North Avondale Road....



**To Create a new Town Green for Avondale Estates which is flexible, activated, and reinforces what makes the community unique.**



# Feedback

- Feedback on the Evolution of the Town Green.
- Imagery to support character, use, and styling.
- This information along with additional question and commenting opportunities are available on-line.

[ebishop@sitesolutionsla.com](mailto:ebishop@sitesolutionsla.com)

**SITE**  
*solutions*