

LUCC

May 17, 2023

Arc

TODAY'S AGENDA

1. Welcome & Introductions
2. Presentations
 - a. Regional Excellence Awards
 - b. Avondale Estate's Downtown Development
3. Avondale Estate's Town Green Tour





REGIONAL EXCELLENCE AWARDS

LUCC | May 17, 2023

Image courtesy of City of Stockbridge

ARC's REGIONAL EXCELLENCE AWARDS



ARC's Regional Excellence Awards recognize planning and development projects in metro Atlanta that enhance the surrounding community and support the goals and policies of the Atlanta Region's Plan, metro Atlanta's long-range, comprehensive blueprint.

AWARD CATEGORIES

Visionary Planning

Recognizes a state-of-the-art planning initiative being implemented in a community to achieve lasting progress.

Innovative Development

Recognizes a cutting-edge development that contributes to the region's advancement and supports the goals and policies of the Atlanta Region's Plan.

Great Place

Recognizes an inspiring space that enhances a community's character and provides options for housing, employment, or recreation.

Livable Center

Recognizes a targeted project that significantly advances the implementation of a community's Livable Centers Initiative plan.



2022 AWARD WINNERS

Visionary Planning

Code Changes and Implementation for a Sustainable Doraville (1)

Innovative Development

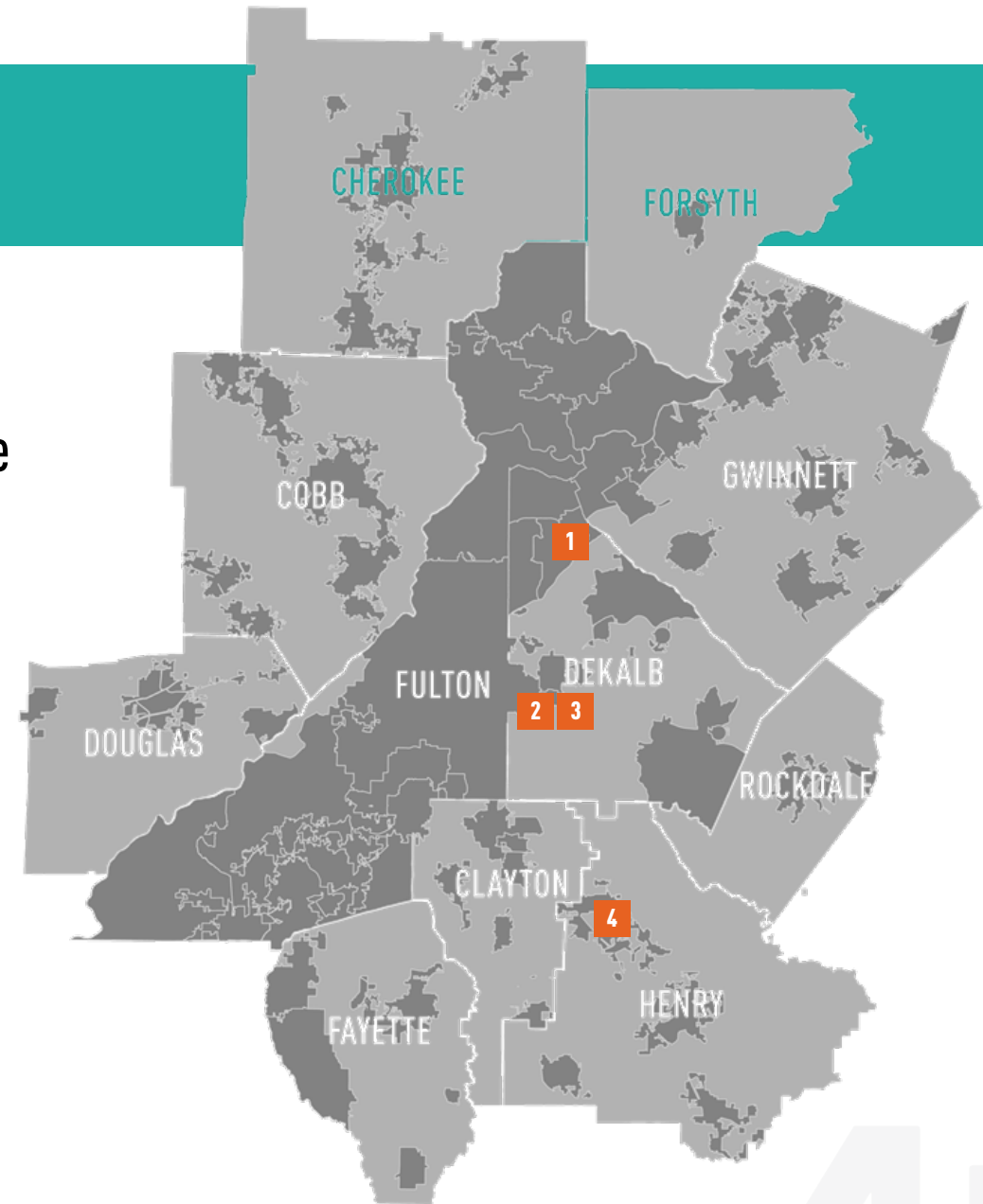
Edgewood Park Transit Oriented Development (2)

Great Place

Avondale Estates Town Green (3)

Livable Center

Stockbridge Amphitheater & Park (4)



TIMELINE



ASSESSMENT (AWARD CATEGORIES)

Visionary Planning

- ✓ Was the plan developed with full and meaningful participation of all stakeholders?
- ✓ Does the plan focus resources in areas of need and importance?

Innovative Development

- ✓ Does the project invest in greater access to a variety of safe, quality housing including the missing-middle and options for aging in place?
- ✓ Does the project support innovation and balance job growth and economic development?

Great Place

- ✓ Does the project promote the use of creative placemaking to build and maintain the character of the community?
- ✓ Does the project improve the quality of life at the neighborhood, city, county, and/or regional level?

Livable Center

- ✓ Does the project improve transit and non-single occupant vehicle options?
- ✓ Does the project promote an accessible and equitable transportation system?



ASSESSMENT (THE ATLANTA REGION'S PLAN)

World-Class Infrastructure

Goals:

- ✓ Ensuring a comprehensive transportation network, incorporating regional transit and 21st century technology
- ✓ Secured, long-term water supply

Healthy, Livable Communities

Goals:

- ✓ Developing additional walkable, vibrant centers, that support people of all ages and abilities
- ✓ Promoting health, arts, and other aspects of a high quality of life

Competitive Economy

Goals:

- ✓ Building the region as a globally recognized hub of innovation and prosperity



ASSESSMENT (EQUITY & RESILIENCY)

Equity

The just & fair inclusion into society in which all can participate, prosper, & reach their full potential. Equitable policies & programs address the harm from past planning outcomes & eliminate present & future harm to people of color, minority communities, seniors, disabled-persons, the LGBTQ community, etc.

- ✓ Does the nominated project serve members of a community, including minorities, immigrants, people with disabilities, and/or senior citizens, and address a specific need of said individuals which have been previously disregarded, ignored, or excluded?

Resiliency

The capacity for individuals, communities, institutions, businesses, & systems to survive, adapt, & grow no matter what kinds of chronic stresses & acute shocks they experience.

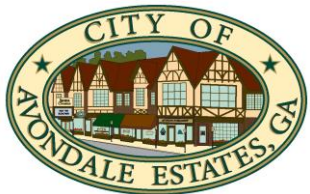
- ✓ Does the nominated project help build the surrounding areas capacity to absorb future shocks or stresses to its social, economic, and technical systems and infrastructures so as to still be able to maintain essentially the same functions, structures, systems, and identity?



Additional questions? Contact:

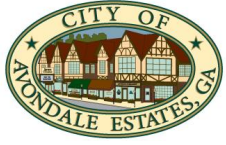
Mollie Bogle
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AVONDALE ESTATES



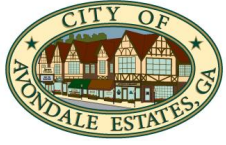


TOWN GREEN

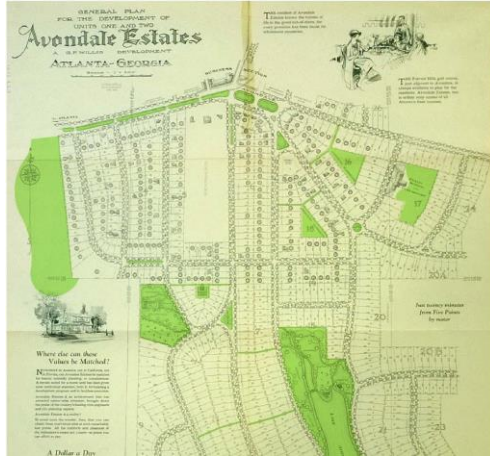
Downtown Economic Development Anchor



ARC Development of Excellence Award



AVONDALE ESTATES HISTORY AND LEGACY



AVONDALE ESTATES

The City was established in 1926 by George Francis Willis, based on early 20th century garden style planning.



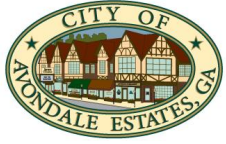
TUDOR VILLAGE

The Downtown area signature Tudor-style buildings pay homage to the English origins of the City's name.



CENTRAL BUSINESS DISTRICT

Due to the Great Depression, efforts to fulfill the vision for the Central Business District were postponed - until now.



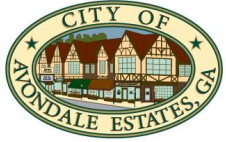
PUBLIC PRIVATE PARTNERSHIP



Town Green Commercial Development

Ground Floor Restaurants and Retail
Patio Dining onto the park
Roof top event space and office



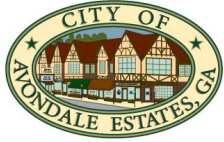


RECENT DEVELOPMENT



Delivered

- Olive & Pine Market
- Willis & Jade Apartments
- Oakhurst Realty Partners
- Oak house
- 121 Olive



INGREDIENTS FOR SUCCESS



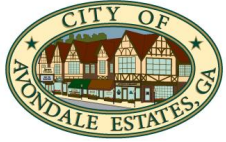
A. **Planning:** • Establish the plan • Stick to it • Allow it to be a living document.

B. **Public Policy and Investment:** Change the Rules and Develop the Tools

C. **Engagement:** Build a 3-legged Stool of Support

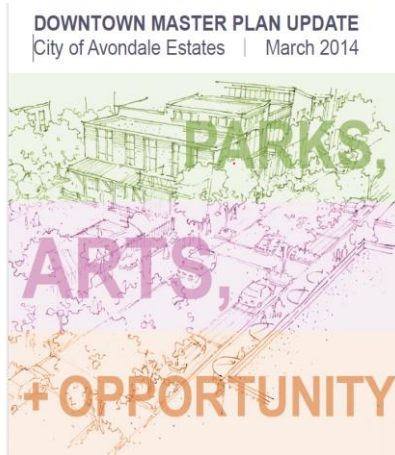
1. **Community** Engagement and Buy-in
2. **Staff** Expertise and Persistence
3. **Elected Officials** - Political Alignment

.....and a little luck and a few prayers



PLANNING

A. Establish the Plan, Stick to it, Build on it - Allow it to be a Living Document



DOWNTOWN MASTER PLAN

The Downtown Master Plan 2014 provides land use, transportation, economic development, and urban design to guide private and public investment.



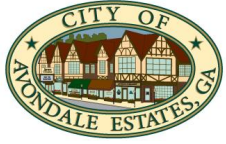
STREET GRID BUILD OUT

The CBD Street grid, proposed in the Downtown Master Plan, was refined and adopted as official policy in 2021.



URBAN DESIGN STUDY

Urban Design Study evaluated impact of street grid on block size and development opportunity. Laid groundwork for CBD zoning



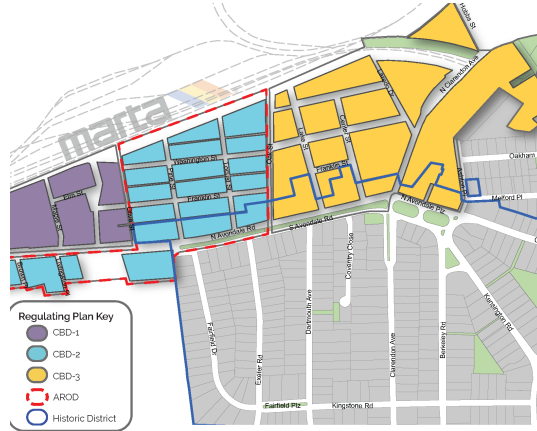
PUBLIC POLICY & INVESTMENT

B. Develop the Tools and Change the Rules



SUPPORTED MARTA

Major transit investment in 1970s. Between Avondale and Kensington MARTA Station; access to Stone Mountain bike trail.



RE-ZONED

Re-zoned entire city but major focus on CBD over 1-year period based on plans. 100s of public meetings.



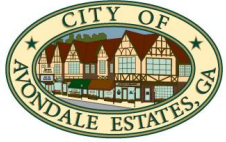
BUILT GREEN SPACE

Town Green delivered in 2022. New green space is the center of downtown, a catalyst for economic growth, and an asset for residents



TBD - COMPLETE STREET

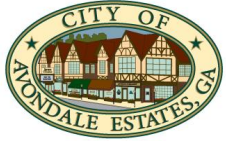
This is a mile long, \$7M streetscape along North Avondale and East College. The project will reduce travel lanes from 5 to 3 and add a 10 foot path on the north side of the street



BUILT TOWN GREEN

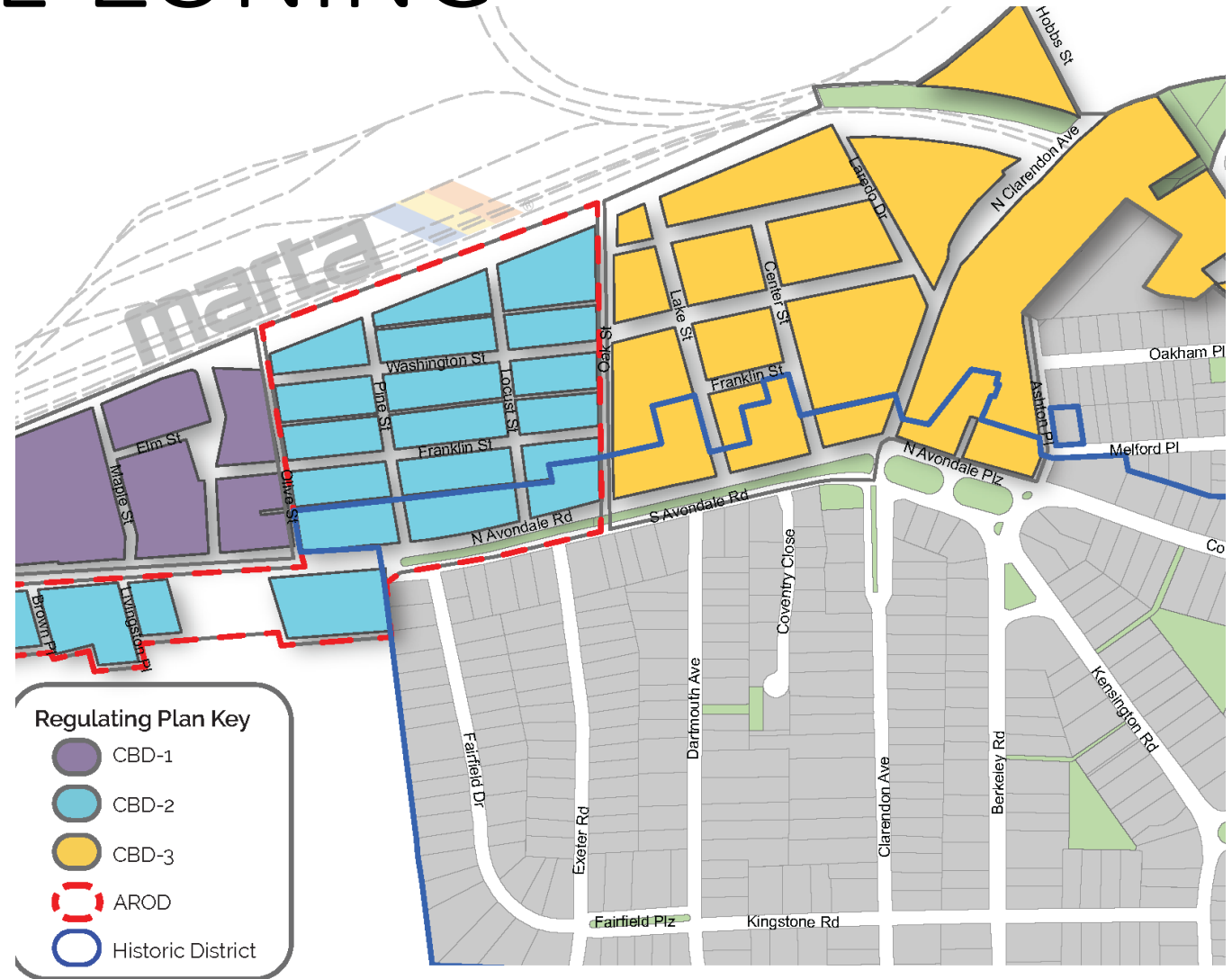
- Community Design
- Competition to Select Initial
- Design Concept and Build Support
- Ban Anticipatory Note - Borrowed Money to fund \$6M for Design and Construction.
- Used RFP to Select Development Team
- Contract with Development Team
- Implemented Public Engagement to Refine Design
- Development Construction Plans
- Constructed Park

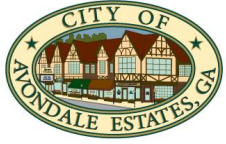




CITY-WIDE RE-ZONING

- Entire Revision
- Adopted Downtown Design Standards
- Based Block Size and Street Grid on Urban Design Study
- Codified block size and street grid
- Over 1-year to Write and Adopt
- Higher Density – Constraints on Height
- 100s of Community Meetings





N. Avondale/E. College Complete Street

Design

- 10-Foot Path
- Landscaping
- On-street Parking
- Lights & Trees
- Median
- 5 lanes to 3 lanes

Diversity of Funding

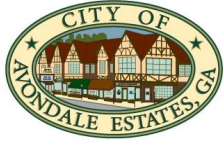
- \$7M Federal, State and Local Funds

Lots of Community Engagement

Ongoing Communications and then Some

Sequential and Time-Consuming Process





ENGAGEMENT

C. Build a 3-legged Stool of Support

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

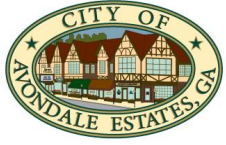
Park Process

1. Staff Management with Consultants

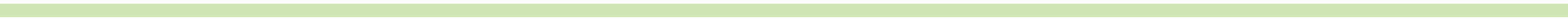
2. Community

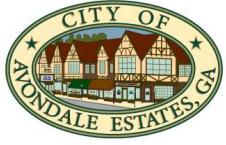
- Built on concept by resident
- Visual
- Online & in person Opportunities
- Road Show
- Earnest & Realistic

3. Elected Officials Buy In



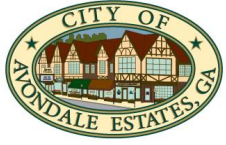
OTHER OBSERVATIONS

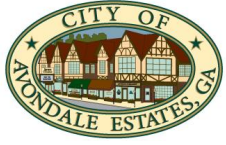




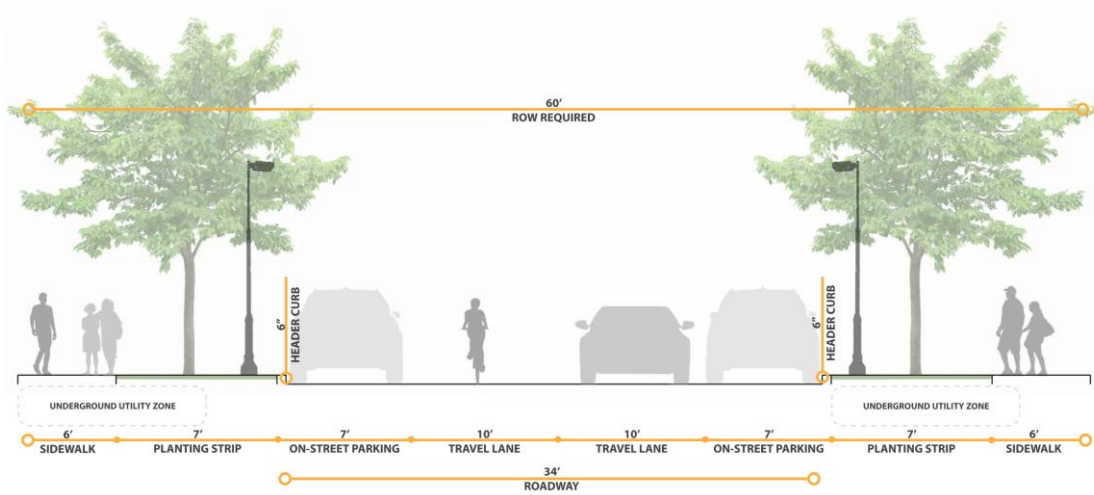
AVONDALE ESTATES







STREET GRID – A Foundation for Downtown Development



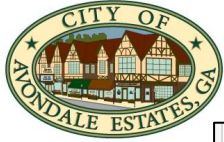
Established and Adopted Plan

Incorporate and Incentive in Zoning

Incorporated Parts into Capital Improvements Program

Willing to Use Eminent Domain if Needed.





DOWNTOWN MASTER PLAN UPDATE

City of Avondale Estates | March 2014



Establish the plan.
Stick to it
Build on it.