

City of Avondale Estates

5 year Action Plan 2012-2017

Downtown Master Plan/Avondale Estates Town Center LCI

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
Transportation Initiatives										
	New Franklin Street- Land Acquisition- 116 Center Street (PID 15 249 15 011)	Pedestrian, Roadway Operations	2016	12,540	83,600	2017	96,140	City, Private	TAD, Grants, City	City
	New Franklin Street- Land Acquisition-6 Lake Street (PID 15 249 15 004)	Pedestrian, Roadway Operations	2016	15,600	104,000	2017	119,600	City, Private	TAD, Grants, City	City

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	New Franklin Street- Land Acquisition-4 Oak Street (PID 15 249 16 004)	Pedestrian, Roadway Operations	2016	21,990	146,600	2017	168,590	City, Private	TAD, Grants, City	City
	New Franklin Street- Land Acquisition 68 N. Avondale Road (PID 15 249 16 002)- Rear portion only	Pedestrian, Roadway Operations	2016	32,775	218,500	2017	251,275		TAD, Grants, City	City
	New Franklin Street- Land Acquisition 70 N. Avondale Road (PID 15 249 16 001)- Rear portion only	Pedestrian, Roadway Operations	2016	17,538	116,850	2017	134,378	City, Private	TAD, Grants, City	City
	New Franklin Street- Land Acquisition 10 N. Clarendon Ave (PID 249 11 014)	Pedestrian, Roadway Operations	2016	34,845	232,300	2017	267,145	City, Private	TAD, Grants, City	City

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	New Franklin Street- Land Acquisition- 121 Center Street (PID 15 249 11 007)	Pedestrian, Roadway Operations	2016	16,620	110,800	2017	127,420	City, Private	TAD, Grants, City	City
	New Franklin Street- Land Acquisition- 2983 Parry Street (PID 15 249 11 003)- rear portion only	Pedestrian, Roadway Operations	2016	9,000	60,000	2017	69,000	City, Private	TAD, Grants, City	City
	New Franklin Street- Land Aquisition-131 Center Street- (PID) 15 249 11 005)	Pedestrian, Roadway Operations	2016	17,985	119,900	2017	137,885	City, Private	TAD, Grants, City	City

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	New Franklin Street-Land Disposition-Lake Street Abandonment north of new Franklin Street	Pedestrian, Roadway Operations	2016	n/a	-20,000	2017	-20,000	City, Private	TAD, Grants, City	City
	New Franklin Street-Land Disposition-Old Franklin Street Abandonment	Pedestrian, Roadway Operations	2016		-65,000	2,017	-65,000	City	n/a	n/a
	New Franklin Street-Roadway Improvement-1,100 Linear Feet	Roadway Operations	2016	28,875	192,500	2017	221,375	City, Private	TAD, Grants, City	City
	New Franklin Street-10' foot Sidewalk Clear Zone-2,200 Linear Feet	Pedestrian	2016	16,500	110,000	2017	126,500	City, Private	TAD, Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	New Franklin Street- 5' Brick Street Furniture and Tree Planting Zone-2,200 Linear Feet	Pedestrian	2016	24,750	165,00	2017	189,750	City, Private	TAD, Grants, City	City
	New Franklin Street- Street Trees-44	Pedestrian	2016	3,960	26,400	2017	30,360	City, Private	TAD, Grants, City	City
	New Franklin Street- Pedestrian Lights- Street Trees-44	Pedestrian	2016	23,100	154,000	2017	177,100	City, Private	TAD, Grants, City	City
	Relocated Center Street-Land Aquisition-90 N. Avondale Rd (PID 15 249 15 009)	Pedestrian, Roadway Operations	2016	21,360	142,400	2017	163,760	City, Private	TAD, Grants, City, DDA	City
	Relocation Center Street-Roadway Improvement-250 Linear Feet	Roadway Operations	2016	6,563	43,750	2017	50,313	City, Private	TAD, Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Relocated Center Street-10' Sidewalk Clear Zone-500 Linear Feet	Pedestrian	2016	3,750	25,000	2017	28,750	City, Private	TAD, Grants, City	City
	Relocated Center Street-5' Brick Street Furniture and Tree Planting Zone - 250 Linear Feet	Pedestrian	2016	5,625	37,500	2017	43,125	City, Private	TAD, Grants, City	City
	Relocated Center Street-Street Trees-10	Pedestrian	2016	900	6,000	2017	6,900	City, Private	TAD, Grants, City	City
	Relocated Center Street-Pedestrian Lights-10	Pedestrian	2016	5,250	35,000	2017	40,250	City, Private	TAD, Grants, City	City
	Extended Elm Street-Land Acquisition-2804 College Ave (PID 15 248 21 008)	Pedestrian, Roadway Operations	2016	2,235	14,900	2017	17,135	City, Private	TAD, Grants, City	City

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	Extended Elm Street- Land Aquisition-2806 East College Ave. (PID 15 248 21 018)	Pedestrian, Roadway Operations	2016	11,025	73,500	2017	84,525	City, Private	TAD, Grants, City	City
	Extended Elm Street- Roadway Improvements-375 Linear Feet	Roadway Operations	2016	9,844	65,625	2017	75,469	City, Private	TAD, Grants, City	City
	Extended Elm Street- 5' Sidewalk Clear Zone-750 Linear Feet	Pedestrian	2016	2,813	18,750	2017	21,563	City, Private	TAD, Grants, City	City
	Extended Elm Street- 7' Grass Strip, Furniture and Tree Planting Zone-750 Linear Feet	Pedestrian	2016	788	5,250	2017	6,038	City, Private	TAD, Grants, City	City
	Extended Elm Street- Street Trees-16	Pedestrian	2016	1,440	9,600	2017	11,040	City, Private	TAD, Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Greenway-Stone Mtn. Trail to Ashton Place-1300 Linear Feet	Multi-use Facility	2016	15,600	104,000	2017	119,600	City, Private	Grants, City	City
	Greenway-west side of Ashton PI-380 Linear Feet	Multi-use Facility	2016	4,560	30,400	2017	34,960	City, Private	Grants, City	City
	Sidewalk-north side of Franklin Street between Olive and Locust Sts-5' Clear + 1' Grass -775 Linear Feet	Pedestrian	2016	3,488	23,250	2017	26,738	City, Private	Grants, City	City
	Sidewalk-north side of Franklin Street between Olive and Oak Streets-5' Clear +1' Grass-890 Linear Feet	Pedestrian	2016	4,005	26,700	2017	30,705	City, Private	Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Sidewalk-both sides Olive, Pine, Locust, Oak South of Franklin-5' Clear + 1' Grass-2330 Linear Feet	Pedestrian	2016	10,485	69,900	2017	80,385	City, Private	TAD, Grants, City	City
	Sidewalk-both sides Lake St south of Franklin-5' Clear + 1' Grass-620 Linear Feet	Pedestrian	2016	2,790	18,600	2017	21,390	City, Private	Grants, City	City
	Sidewalk-east side Maple Street-5' Clear + 1' Grass-590 Linear Feet	Pedestrian	2016	2,655	17,700	2017	20,355	City, Private	Grants, City	City
	Sidewalk-north side Washington Street-5' Clear-1' Grass-960 Linear Feet	Pedestrian	2016	4,320	28800	2017	33,120	City, Private	Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Sidewalk-south side Washington Street-5' Clear +1' Grass 1100 Linear Feet	Pedestrian	2016	4,950	33,000	2017	37,950	City, Private	TAD, Grants, City	City
	Sidewalk-both sides Olive, Pine, Locust, Oak, north of Franklin-5' Clear + 1' Grass-3680 Linear Feet	Pedestrian	2016	16,560	110,400	2017	126,960	City, Private	Grants, City	City
	Sidewalk-east side Laredo Drive-5' Grass + 1' Grass 660 Linear Feet	Pedestrian	2016	2,970	19,800	2017	22,770	City, Private	Grants, City	City
	Sidewalk-both sides Franklin Street west of Olive Street-5' Clear + 1' Grass-1500 Linear Feet	Pedestrian	2016	6,750	45,000	2017	51,750	City, Private	Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Install striped 'piano bar' crosswalks at up to 10 intersections	Pedestrian	2016	1,500	10,000	2017	11,500	City, Private	TAD, Grants, City	City
	Laredo Drive, Parry Street, N. Clarendon Ave. intersection-Land Acquisition	Roadway Operations	n/a	6,000	40,000	2017	46,000	City, Private	Grants, City	City
	Intersection reconfiguration-Laredo Drive, Parry Street, N. Clarendon Ave.-Roadway	Roadway Operations	2016	20,000	210,000	2017	230,000	City, Private	Grants, City	City
	Center Street pedestrian zone/paseo	Pedestrian	2016	22,500	150,000	2017	172,500	City, Private	Grants, City	City
	Franklin Street traffic circles at Pine and Locust Streets	Roadway Operations	2016	900	6,000	2017	6,900	City, Private	Grants, City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Explore the feasibility of the proposed Avondale Commercial Corridor including discussions with DeKalb County/GDOT	Planning	2012	Staff Time	Staff Time	2013	Staff Time	City, Private	Grants, City	City
	Implement the Avondale Commercial Corridor	Roadway Operations	2014	N/A	N/A	2017-and beyond	N/A	City, Private	Grants, City	City
	Provide 10 bike racks at key commercial sites throughout the study area	Bicycle	2012	450	3,000	2017	3,450	City, Private	Grants, City	City
	Work with GDOT, Decatur, and DeKalb County to re-route SR 278 out of Avondale Estates	Planning	2012	Staff Time	Staff Time	2017	Staff Time	City, Private	N/A	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
	Work with MARTA to provide one or two shelters with posted schedules along N. Avondale Road	Transit	2012	Staff Time	Staff Time	2017	Staff Time	City, Private	N/A	City
Total				478,141	3,179,275	2017	3,657,416			

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
Other Local Initiatives										
	Town Green-Land Acquisition-64 N. Avondale Road (PID 15 249 16 008)-.75 ac	Open Space	n/a	n/a	n/a	2017	\$740,000	City	Private, City, Grant	Private, City
	Town Green Improvements-.75 acres	Open Space	n/a	n/a	n/a	2017	\$150,000	City	Private, City, Grant	Private, City
	Ashton Place Park Improvements-.5 acres	Open Space	n/a	n/a	n/a	2017	\$15,000	City	Private, City, Grant	Private, City
	Franklin Street Eastern Plaza-Imprvemts-0.15 acres	Open Space	n/a	n/a	n/a	2017	\$60,000	City	Private, City, Grant	Private, City

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	Oak and Washington Streets park-Land Aquisition-2904 Washington Street (PID 15 248 26 005)- 0.25 acres	Open Space	n/a	n/a	n/a	2017	\$70,000	City	Private, City, Grant	Private, City
	Oak and Washington Streets Park-Land Acquisition-2910 Washington Street (PID 15 248 26 005)- .25 acres	Open Space	n/a	n/a	n/a	2017	\$117,000	City	Private, City, Grant	Private, City
	Oak and Washington Streets Park-Improvements	Open Space	n/a	n/a	n/a	2017	\$40,000	City	Private, City, Grant	Private, City

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	Update Entire Master Plan including, market study, transportation, vision, study boundary, possible annexations and other associated plan components	Planning	n/a	n/a	n/a	2012-2013	\$50,000 +/- depending on resources and partners	City	Private, City, DDA, Grants	Private, City, DDA
Total							\$1,242,000			

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Marketing Programs										
Prepare Real Estate Inventory										
		Prepare an inventory of existing sites/buildings within the redevelopment area that includes ownership, condition, use, lease rates/terms, etc.	n/a	n/a	n/a	2012	Staff Time	City, DDA	City, DDA	City, DDA
		Prepare collateral specification sheets for each targeted site	n/a	n/a/	n/a	2012-2017	Staff Time	City, DDA	City, DDA	City, DDA
Implement a Public Relations Program										
		Expand the brand identity for the study area to be used in all marketing initiatives	n/a	n/a	n/a	2012	Staff Time/DDA	City, DDA	City, DDA	City, DDA

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		Target businesses based on the findings of the market study and rank them as near and long term prospects.	n/a	n/a	n/a	2013	Staff Time	City, DDA	City, DDA	City, DDA
		Prepare a business recruitment package based on the findings of the market analysis.	n/a	n/a	n/a	2013	Staff Time/\$20,000	City, DDA	City, DDA	City, DDA
		Create and maintain referral networks with area brokers, economic development agencies, developers and others.	n/a	n/a	n/a	2012	Staff Time	City, DDA	City, DDA	City, DDA
		Develop a database to track prospects.	n/a	n/a	n/a	2012	Staff Time	City, DDA	City, DDA	City, DDA

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		Implement advertising/direct mail campaigns with follow up-call programs.	n/a	n/a	n/a	2012-2017	N/A	City	City	City
	Provide Development Incentives							City, DDA	City, DDA	City, DDA
		Consider highlighting available economic incentives such as low interest loans. Assist businesses in accessing state/federal funding options	n/a	n/a	n/a	2012	As Needed/As Available	City, DDA, State, Federal	City, DDA, State, Federal	City, DDA
		Investigate the Main Street/Better Home Town Program.	n/a	n/a	n/a	2012	Staff Time	City, DDA	City, DDA, State, Federal	City, DDA

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	Develop an Internet Presence									
		Continue to promote www.avondalestates.org as a website that communicates its identity to existing and prospective businesses, residents and customers. In addition promote the newly created facebook page.	n/a	n/a	n/a	2012-2017	Staff Time	City	City	City
		Use the website to post development progress, business listings, residential and commercial real estate information, special events, development incentives, etc.	n/a	n/a	n/a	2012-2017	Staff Time	City	City	City

	Improvement/ Project	Description	PE Year	PE Cost (\$)	Construction Cost(\$)	Construction/Project Year	Total Project Cost (\$)	Responsible Party	Funding Source	Local Source
		Enable developers and prospective businesses to access downloadable recruitment material and applications	n/a	n/a	n/a	2012-2017	Staff Time	City	City	City
		Create a specific DDA Page	n/a	n/a	n/a	2012	Staff Time	City	City	City
		Re-develop a wayfinding signage program	n/a	n/a	n/a	2012	Staff Time, DDA	City	City	City
		Implement the wayfinding signage program	n/a	n/a	n/a	2013	\$10,000- \$20,000	City	City	City

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		Ensure that resources are set aside on an annual basis to maintain on-going marketing initiatives, including the Community Participation Program (CPP)	n/a	n/a	n/a	2012-2017	Staff Time, \$10,000- \$15,000	City	City	City
Total							\$110,000			



