

City of Avondale Estates 2017: DDA/Main Street Report





Live, Work, Play

GEORGIA

MAIN STREET

Designated in 2015

- Economic Restructuring
- Design
- Promotion
- Organization

- *New: Transformational Strategies*

OPERATIONAL STRATEGIES

- **Main Street Approach**
- **Adhere to main planning documents and established vision**
 - **Comprehensive Plan (2016)-Action Plan**
 - **Downtown Master Plan (2014)-Action Plan**
 - **DDA/Main Street Action Plan**
- **Extensive Public Engagement-Community Buy-In**



Full “Tool Box”

- **Full Toolbox**
 - **Main Street Technical Assistance**
 - **Opportunity Zone (2013)**
 - **Tax Allocation District (2007/2012)**
 - **Revolving Loan Funds (DCA/Georgia Cities Foundation)**
 - **Grants (ARC/HPD/various)**
 - **Tax credits (HPD)**



Design: Recent/Upcoming Business District Updates



Design: Landscape-Existing/Proposed

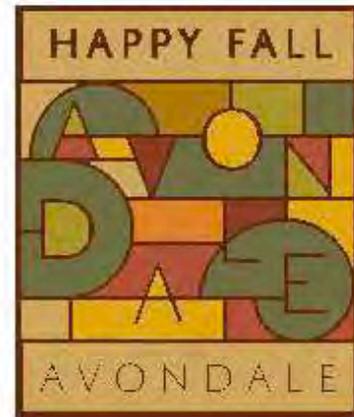
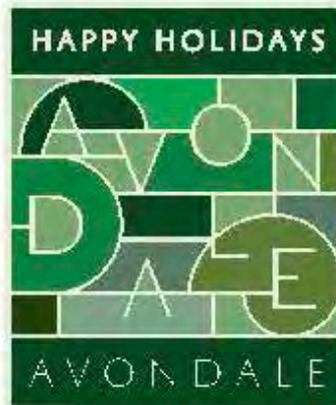
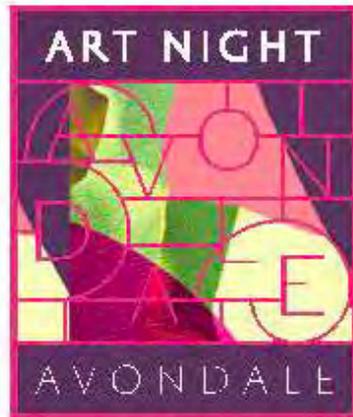


The image shows a screenshot of a Facebook page for 'Explore Avondale'. The page header includes the Facebook logo, the name 'Explore Avondale', a search bar, and a user profile picture for 'David'. The main content area features a colorful circular logo with the text 'AVONDALE' and 'DALE' inside. Below the logo, there are navigation options: 'Like', 'Follow', 'Share', and 'Send Message'. The 'Upcoming Events' section lists three events: 'TPE playing Avondale Towne Cinema, 10/13/17', 'Avondale Art Walk', and 'Kathy Wolfe-FLY Art Opening'. The right sidebar shows 'Community' statistics (120 likes, 130 followers), 'About' information (Typically replies within a day), and 'Pages liked by this Page' (95th St.Tacos, Sunbrimmer Records, Ronald Sachs Violins...).



Promotion









Economic Restructuring



**DCA/Georgia Cities Foundation Revolving Loans-
Wild Heaven Craft Beers**



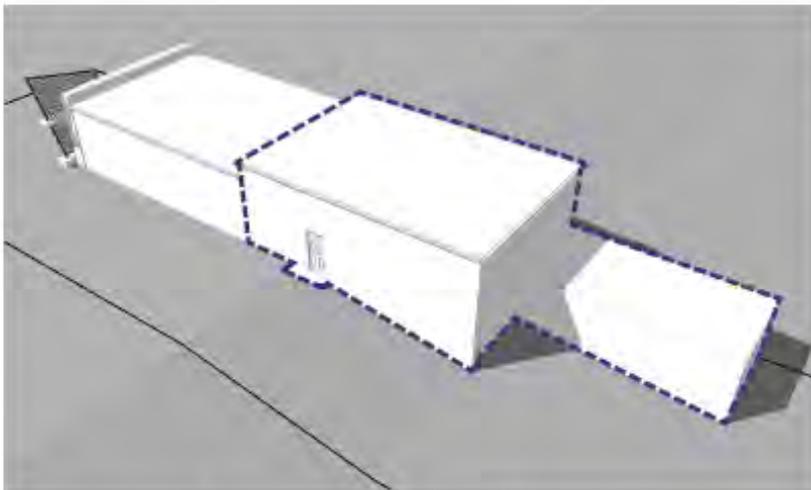
**DCA/Georgia Cities Foundation Revolving Loans-
Lost Druid (Underway)**

Main Street Technical Assistance



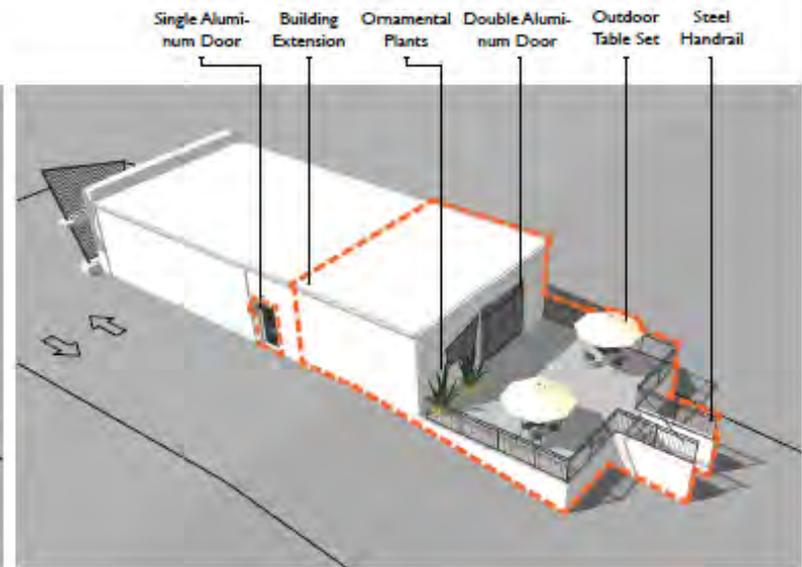
Main Street Technical Assistance

CURRENT



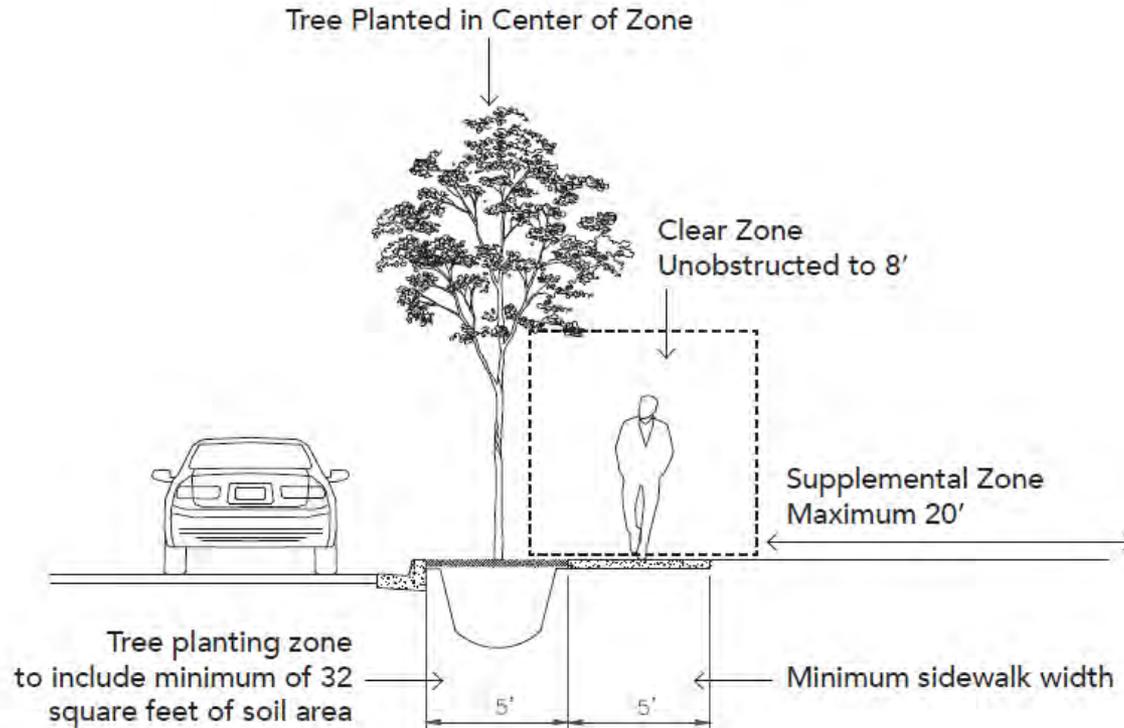
Remove Deficient Structure

PROPOSED (Option C)

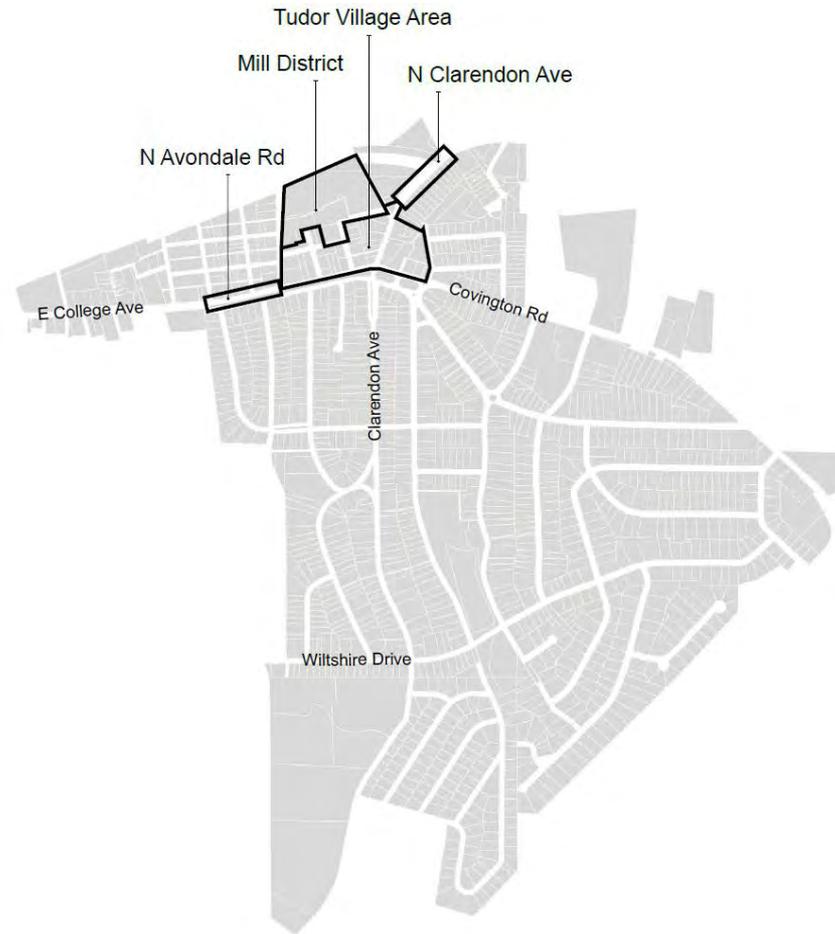


Proposed Building Addition
and Outdoor Space

Main Street Technical Assistance



Main Street Technical Assistance



Main Street Technical Assistance

22 North Avondale Road (My Parent's Basement)
Requested by new owner



In-House
Permitting

Permit Concierge
Position

Communications
Manager Position

Business Friendly

- Ordinance Changes
- Staff Availability

Quality
Development

Focus/Other Incentives



14 New Businesses/27 Employees in 2017





Explore Avondale





Ribbon Cuttings/New
Businesses: Food,
Entertainment, and Service



Ribbon Cuttings/New
Business: Service



Ribbon Cuttings/New Businesses: Retail



EVENTS: PROMOTION

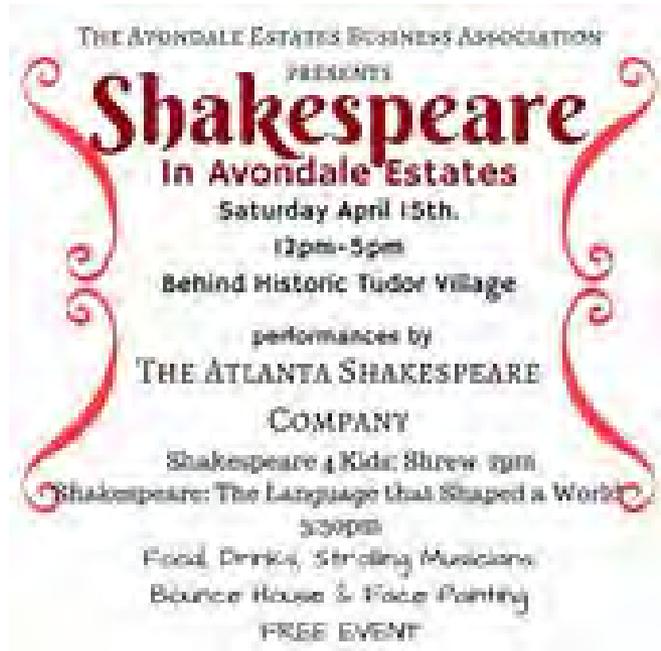




FARMERS MARKET
Sundays from
10 a.m.-2 p.m.



RAD (Rail Arts District)
Studio Cruise
April 1



Shakespeare Festival April 15



Antique Car Parade
April 17

THE AVONDALE ESTATES BUSINESS
ASSOCIATION PRESENTS

ElvisFest

IN AVONDALE ESTATES

5:30 PM: MECHANICAL
MUSIC, DUNK BOOTH,
AND DINNER AND
RINKS FOR SALE.

7:30 PM: ELVIS & THE
THE SUEDES
ROCKABILLY TRIBUTE
SHOW (FREE SHOW)



ELVIS GRACED THE STAGE AT THE
AVONDALE TOWNE CINEMA IN 1956
AND 1971. ON THE 40TH ANNIVERSARY
OF ELVIS' DEATH, WE ARE KEEPING HIS
LEGACY ALIVE IN AVONDALE ESTATES.

ALL ATTENDEES ARE ENCOURAGED TO
DRESS AS ELVIS, OR IN ELVIS ATTIRE,
AND TO BRING YOUR "ELVIS SPIRIT"!

AUGUST 19, 2017

7:00 PM

TOWNE CINEMA &

VILLAGE

ROAD

GA 30002

ElvisFest

August 19



Southern Surf
Stomp Fest
September 16

WINE BY UNITED DISTRIBUTORS



PARTICIPATING VENUES

1. SECOND LIFE STORE
1 N. CLARENDON AVE
2. AREPA MIA RESTAURANT
10 N. CLARENDON ST
3. ORIGINS REAL ESTATE
106 N. CLARENDON ST
4. GARAGE DOOR STUDIO
128 N. AVONDALE RD. (TUDOR VILLAGE)
5. PALLOOKAVILLE
126 N. AVONDALE RD. (TUDOR VILLAGE)
6. 5 STAR FURNISHINGS
122 N. AVONDALE RD #200 (UPSTAIRS)
7. P'S IN THE POD
120 N. AVONDALE RD. (TUDOR VILLAGE)
8. MAMA BATH + BODY SHOP
112 N. AVONDALE RD. (TUDOR VILLAGE)
9. ICING CAKE & SWEETS
110 N. AVONDALE RD. (TUDOR VILLAGE)
10. AVONDALE TOWNE CINEMA
106 N. AVONDALE RD. (TUDOR VILLAGE)
11. RONALD SACHS VIOLIN STORE
100 N. AVONDALE RD.
12. EDWIN JARVIS
88 N. AVONDALE RD.
13. BANJO COFFEE HOUSE
88 N. AVONDALE RD.
14. BEER GROWLER
88 N. AVONDALE RD.
15. CITY DOG MARKET
82 N. AVONDALE RD.
16. PURPLE CORKSCREW
82 N. AVONDALE RD.
17. MY PARENTS BASEMENT
22 N. AVONDALE RD.
18. AVONDALE PIZZA
2823 E. COLLEGE (TWIN OAKS)
19. FINDERS KEEPERS FURNISHINGS
2853 E. COLLEGE (TWIN OAKS)



Avondale Sip n Stroll October 7

AVONDALE ART WALK





**SANTA
& his
LIVE
REINDEER**



**DEC
10
2-4 PM**

A TUDOR CHRISTMAS

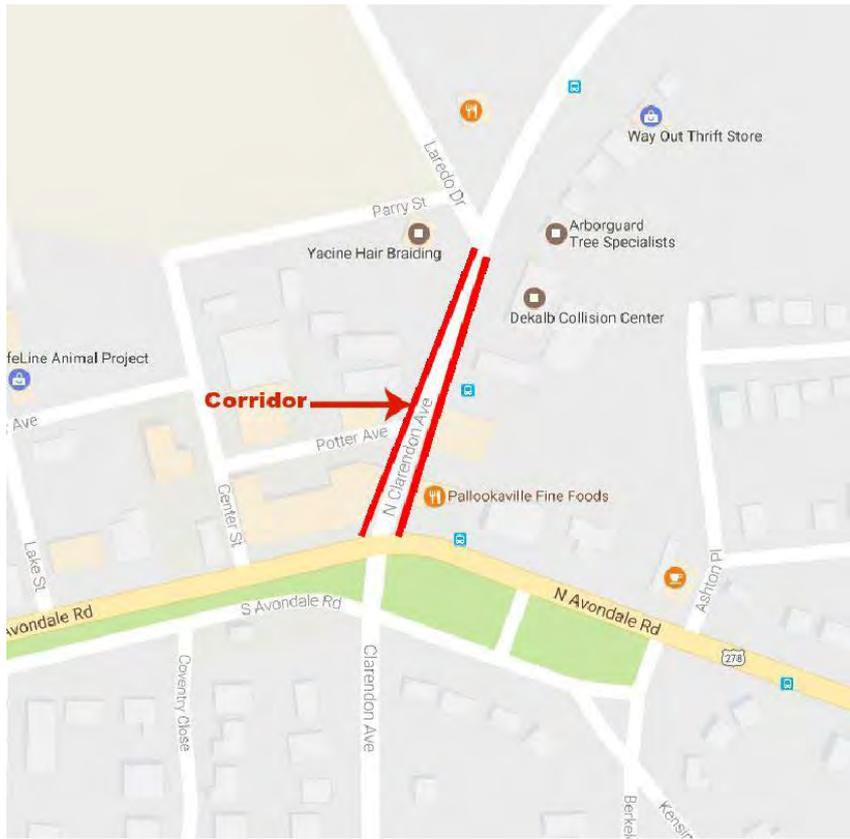


LOOKING AHEAD

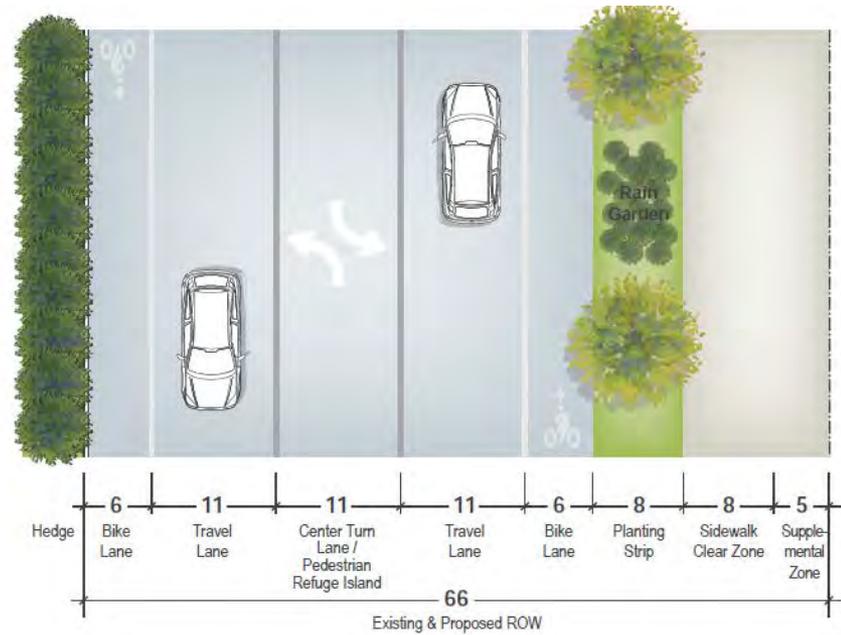




Historic Preservation: Carl's Corner Rehabilitation
(1920)-Historic Preservation Division Grant



Infrastructure Improvements: North Clarendon and
US 278: \$150,000 Grant from GDOT



Existing Conditions-Proposed Road Diet: Pedestrian/Bicycle Amenities-In Progress

City Owned Four (4) Acres

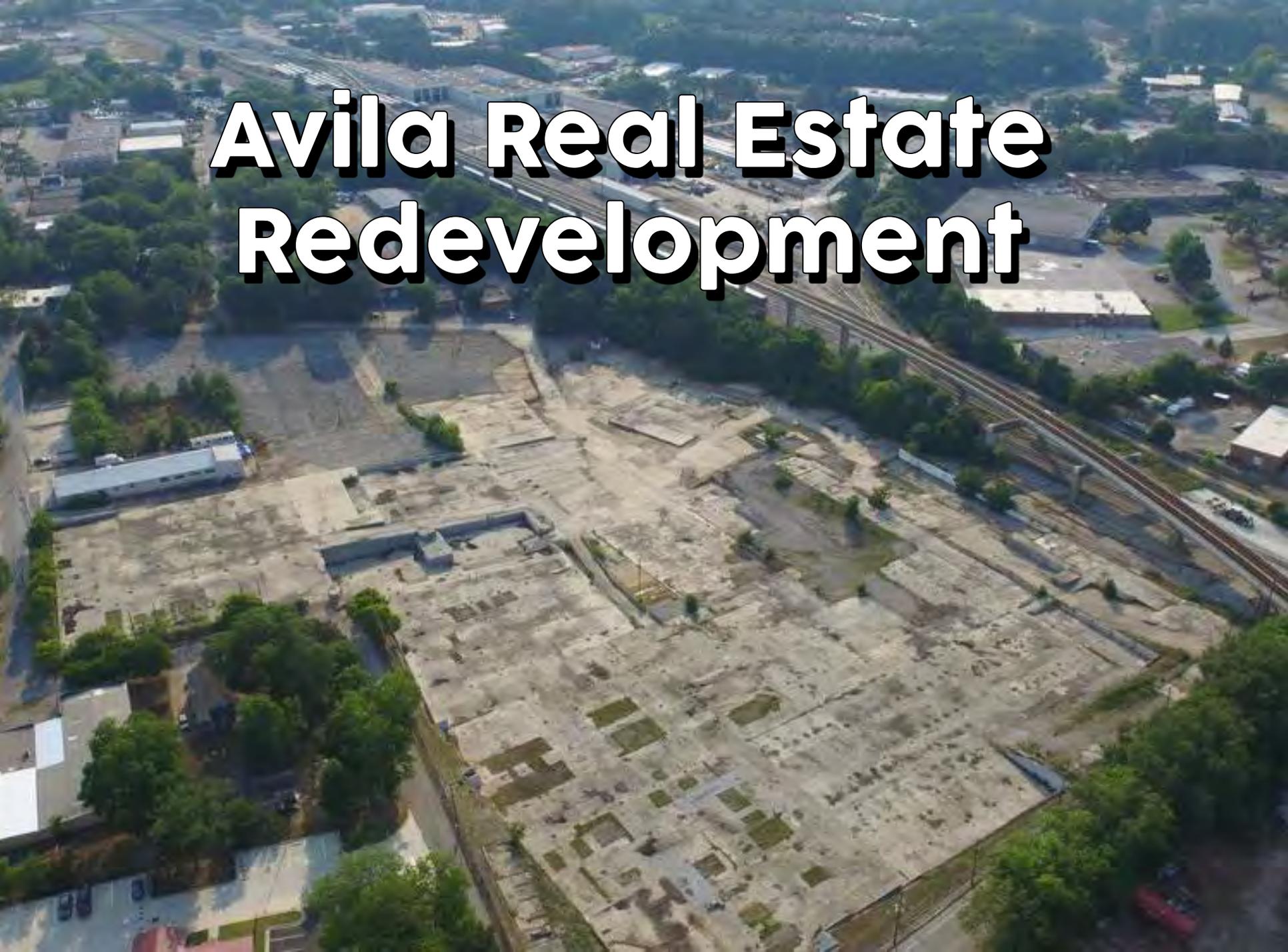
13+ Acres- Vacant

Eight (8) Acre Assemblage

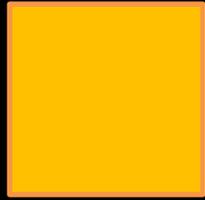
Individual Properties

Redevelopment Opportunities

Avila Real Estate Redevelopment



Key



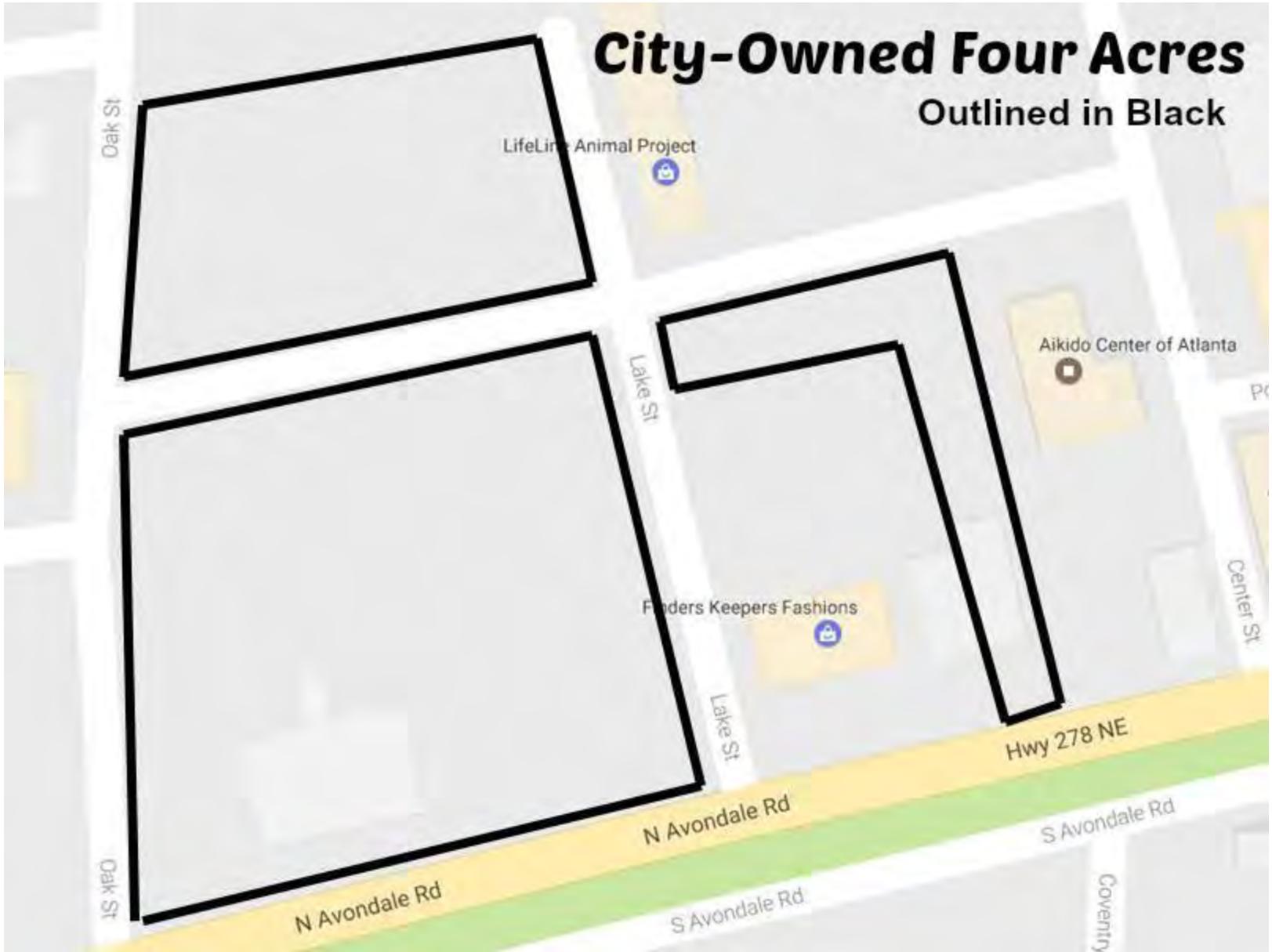
**13 + Acres
Vacant**



**City Owned
Property**

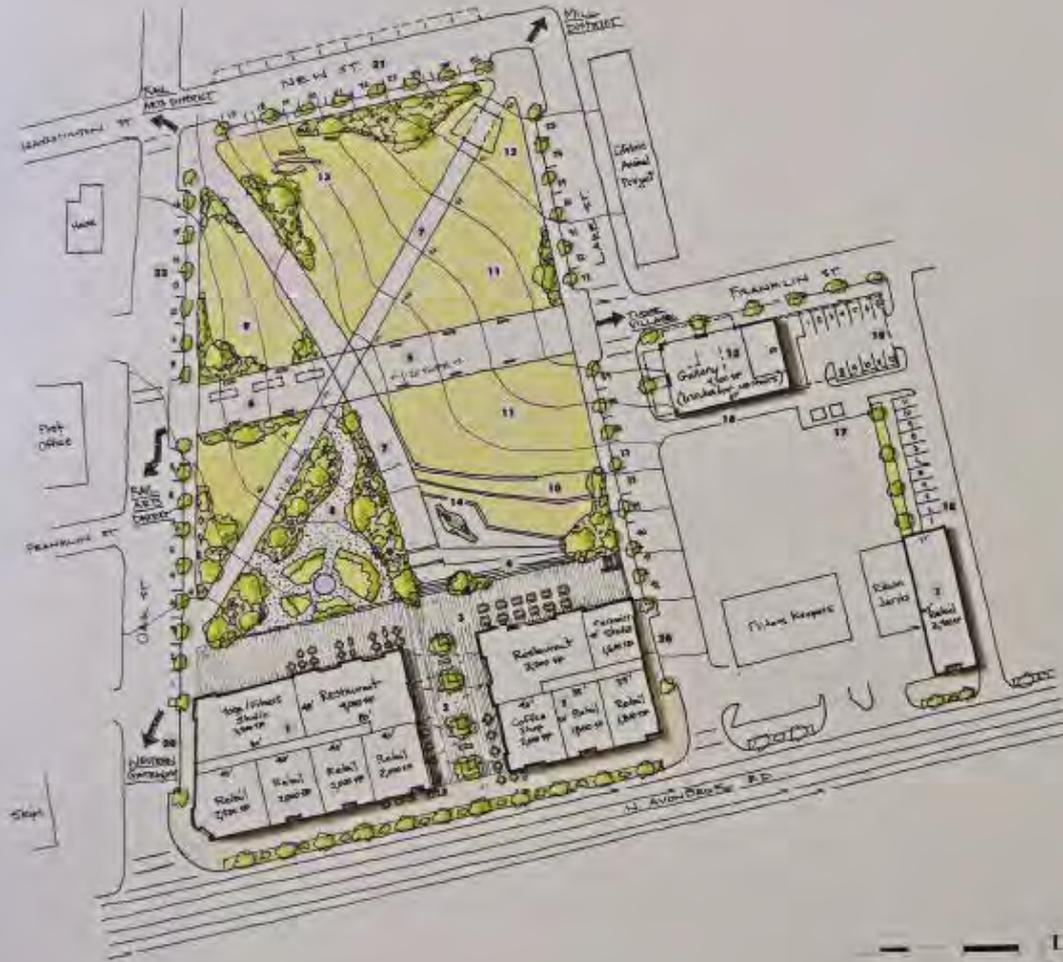


City-Owned Four Acres Outlined in Black



Village Park: activate and connect

City of Avondale Estates



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

Redevelopment Site Underway: Former Conditions



1
LOOKING WEST AT CORNER OF
NELLYER AVE. & E. COLLEGE
DATE: 01/14



2
LOOKING WEST ALONG E. COLLEGE
AVE.
DATE: 01/14



3
LOOKING EAST ALONG E. COLLEGE
AVE.
DATE: 01/14



4
LOOKING EAST ALONG E. COLLEGE
AVE.
DATE: 01/14



**THE PRESTON
PARTNERSHIP, LLC**
A MEMBER OF THE PRESTON GROUP
1000 NORTH CENTRAL AVENUE, SUITE 1000
ATLANTA, GEORGIA 30308
PHONE: 770.581.7000
FAX: 770.581.7000
WWW.PRESTONPARTNERSHIP.COM

DATE: _____
PROJECT: _____
SHEET NO.: _____
SHEET TOTAL: _____
DRAWN BY: _____
CHECKED BY: _____
DATE: _____



**SOUTH CITY
PARTNERS, LLC**
3715 NORTHCROSS PARKWAY
SUITE 310
ATLANTA, GEORGIA 30327
PHONE: 404.525.1000
FAX: 404.525.1000
WWW.SOUTHCITYPARTNERS.COM

DATE: _____
PROJECT: _____
SHEET NO.: _____
SHEET TOTAL: _____
DRAWN BY: _____
CHECKED BY: _____
DATE: _____



197 Units
6600 SF Ground Floor Retail
.6 Acre Park
Public/Private Partnership

**For Further Questions Please
Contact:
Keri Stevens
City Planner and Community
Development Officer
404-294-5400
kstevens@avondalestates.org**

