

## Community Work Plan Review Form

2018-2019 Annual Work Plan (REV. Dec. 2018)

Vision Statement

The City of Avondale Estates is a vibrant, growing community with a small town feel, which is inclusive of all residents, supports new and established businesses, and encourages quality and sustainable development. The downtown will follow the holistic city plan first designed by George Willis with integrated transportation, passive and active recreation opportunities, extensive landscaping, and exceptional architecture maintaining the City's unique sense of place. Downtown Avondale Estates will be a unique pedestrian-oriented town center. New development will preserve and celebrate the City's arts and cultural heritage and provide housing and destinations for shopping and services, all within an environment of tree-lined streets, pocket parks, and plazas. A network of streets with wide sidewalks and bike facilities will provide safe connectivity throughout downtown and link it to MARTA and surrounding neighborhoods.

Mission Statement

The DDA/Main Street Board's mission is to encourage redevelopment activities and provide assistance to private and public partners for the purpose of improving the downtown area.

### Transformation (implementation) Strategies

Transformation (implementation) Strategy #1:

**Update Downtown Aesthetics and Visitation : Continue to provide pedestrian/bicycle amenities such as trash cans, benches, wayfinding and instructional signage, gateway enhancements as well as planters and promote additional events all year round. Focus on multimodal infrastructure.**

**Network with existing businesses and engage in expansion and recruitment efforts and targeted marketing and downtown branding.**

Transformation (implementation) Strategy #3:

**Partner with the Board of Mayor and Commissioners on the redevelopment of the City/DDA Owned Five Acres including a short-term parking solution.**

Top Priorities for Year 2017

Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
Achieved			<b>Facilitate a planning process for the City owned four (4) acres so the community could define a redevelopment concept. Note: 2018 activities will include the facilitation of the implementation portion of the project.</b>
			Goal(priority) #2
	In Progress		<b>Provide additional high quality events throughout the year for promotion and marketing.</b>
			Goal(priority) #3
	In Progress		<b>Define a Work Plan which identified short term goals to be achieved in a short time period while continuing to focus on long term goals. Implement planting and street furniture project.</b>

Comments on Goal/Priority Status

2017 was the first year of full funding for the DDA/Main Street Board. Seven(7) new events were added. Son & Sons provided pro bono services for a brand design. Landscaping and street furniture will be added to the Central Business District (CBD). Two large infrastructure projects were funded with a match from the City which will greatly enhance the walkability and aesthetics of the corridor. The City's first historic interpretive marker was funded and will be installed in 2018. A design for the City owned four (4) acres has been chosen with an over two acre park planned with retail along US 278. The financial feasibility is now being reviewed with more work to come in 2018. The City's first mixed-use development is underway with assistance from the DDA/Main Street Board with a Bond for Title in addition to the City assisting with low interest loans through Department of Community Affairs (DCA) and the Georgia Cities Foundation for a new brewery scheduled to open in 2018.

## Strategy #1

Committee Chair: Rachel Herzog Assistance From: David Burt

Transformation (implementation) Strategy:

**Update Downtown Aesthetics and Visitation : Continue to provide pedestrian/bicycle amenities such as trash cans, benches, wayfinding and instructional signage, gateway enhancements as well as planters and promote additional events all year round. Focus on multimodal infrastructure.**

Improve the overall appearance and aesthetics of downtown Avondale Estates and have events for people to have a reason to come downtown.

Objective:

Add pedestrian amenities and strive to have an event each month. In 2017, strive to add two additional events not previously held in Avondale Estates.

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
Underway	Trash Cans	SC	\$492/unit	DDA/MS	2019	Design
Underway	Benches	SC	\$945/unit	DDA/MS	2019	Design
Underway	Banners on Light Poles	AK/JJ	23 Units	DDA/MS	2019	Design
Not Started	Container Flower Program (CFP)	DD	N/A	DDA/MS	2019-2020	Design
Not Started	CFP: Purchase Container	DD	N/A	DDA/MS	2019-2020	Design
Not Started	CFP: Seasonal Plantings	DD	N/A	DDA/MS	2019-2020	Design
Underway	Landscape Beds with Flowers	MD	23,193	DDA/MS	2019	Design

Underway	Free "Art" Boxes	RH	N/A	DDA/MS	2019	Design
Underway	Bike Racks	Keri Stevens	N/A	DDA/MS	2019	Design
Not Started	Public Art	DB	N/A	DDA/MS	2019	Design
Not Started	Credit Union Building Public Art	DB	N/A	DDA/MS	2019	Design
Underway	Wayfinding Signage	DB	N/A	DDA/MS	2019	Design
Underway	US 278/North Clarendon Intersection Improvement (Design Complete and Construction 2019)	KS	(\$29,950/ \$150,000)	City/GDOT	2019	Design
Underway	US 278 Redesign (Road Diet-Bike/PED)	KS	\$500,000 (Design)/2,000,	ARC/City	2017-2023	Design
Grant Received-Contract Signed	Laredo/North Clarendon/Parry Street Intersection Improvement	KS	\$50,000	ARC/City	2019	Design
Planning	Art Walks	DB/RH	N/A	DDA/MS	On-going	Economic Vitality
Planning	Little Tree Open Studio Nights	DB	N/A	DDA/MS	2019	Economic Vitality
Annual	Wine Stroll	DB	N/A	DDA/MS	Annual	Economic Vitality
Planning	Art Scavenger Hunt	DB	N/A	DDA/MS	2019	Economic Vitality
Not started	Updated Market Data	DB	N/A	DDA/MS	2019	Economic Vitality
Not started	Resident Survey	DB, JJ	N/A	DDA/MS	2019	Economic Vitality
Not started	Bicycle Repair Stations	SC	N/A	DDA/MS	2019	Economic Vitality

Not started	Zip Code Survey	DB, RH	N/A	DDA/MS	2019	Economic Vitality
On-going	Events and Programming	RH, DB	68,600	DDA	2019	Economic Vitality
Planning	Street Grid	DD/KS	32,000	DDA/MS/City	2019	Design
Not started	Events Coordinator	SC/DB	26,600	DDA	2019	Economic Vitality

**Partner Involvement**

Agency Name	Primary Contact	Level of Commitment
Atlanta Regional Commission	Amy Goodwin/Jared Lombard	High
City of Avondale Estates	Keri Stevens	High
Avondale Estates Business Association (AEBA)	Fisher Paty	High
Historic Preservation Division	Allison Asbrock	High
Main Street Design Studio	Keri Stevens	High

Synopsis of Activity: Overhaul of the CBD with landscape, street furniture, art, roadway and intersection improvements and events. Received two grants for Laredo Drive and US 278

## Strategy #2

**Committee Chair: Jennifer Joyner Assistance From: David Burt**

**Transformation (implementation) Strategy:**

**Network with existing businesses and engage in expansion and recruitment efforts and targeted marketing and branding.**

**Goal:**

Engage local businesses and reach out to possible businesses which meet community needs and uses outlined in the Downtown Master Plan.

**Objective:**

Define local business needs/wants further for recruitment/expansion.

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
On-going	Coordinate and support the Avondale Estates Business	DD	N/A	DDA/MS	On-going	Organization
On-going	Form Committees	SC/DB	N/A	N/A	2018	Organization
In-Progress	Website	JJ	\$5,000	DDA/MS	Early 2018	Organization
On-going	Social Media	JJ	\$500	DDA/MS	2017-2018	Promotion

On-going	Maps/Brochures	JJ/AK	N/A	DDA/MS	2017-2018	Promotion
On-going	Photography	JJ	\$1,000	DDA/MS	2018	Promotion
On-going	Merchandise	JJ	\$22,800	DDA/MS	2018	Promotion
On-going	Marketing and Branding Program	Keri Stevens	\$150,000	Donated	2017/2018	Promotion
On-going	Business Recruitment	AK	\$11,200	DDA/MS	2018	Promotion

**Partner Involvement**

Agency Name	Primary Contact	Level of Commitment
Sons and Sons	Wade Thompson	High
AEBA	Fisher Patty	High
Small Business Development Center	Jeff Patterson	Medium

**Synopsis: Formalize marketing and branding. Develop needs of local business and recruitment strategies. Established merchandise and sales. Added Rural Zone to incentives.**

## Strategy #3

**Committee Chair: Dave Deiters Assistance From: Sam Collier, Matt Delicata, David Burt**

**Transformation (implementation) Strategy:**

**Partner with the Board of Mayor and Commissioners on the redevelopment of the City/DDA Owned Five Acres including a short-term parking solution.**

**Goal:**

Develop a high quality redevelopment project on City/DDA owned five (5) acres.

**Objective**

To determine the highest and best use for the City/DDA owned five (5) acres which include a possible park, retail and parking.

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
In-Progress	90 North Avondale Redevelopment	DB, SC	\$90,000	City	2019	Organization
In-Progress	Statement of Intent	DB	N/A	N/A	2019	Organization
Completed	Design #9 Redevelopment	DB/SC	N/A	N/A	On-going	Organization
In-progress	BOND to Purchase 88 North Avondale and Adjacent Land	SC/DB-DDA	1.8 Million	BOND-DDA Funds	2019	Organization
In-Progress	Parking Lot Design and Implementation	SC/DB-DDA	Included in Bond	BOND-DDA Funds	2019	Design

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Board of Mayor and Commissioners	Keri Stevens	High
Main Street Design Studio	Julien de Rocher	High
Ken Bleakly Advisory Group	Ken Bleakly	High
Avila Development	Jetha Wagner	Medium



**Synopsis of Activity:** Redevelop City/DDA owned five (5) acres with park space, mixed use and parking. The DDA/Main Street Board and the BOMC solicited design input from the community. Ten separate site plans and renderings were submitted for review by the Board of Mayor and Commissioners and the Community. Concept 9 was chosen and the BOMC has hired a firm to assist the City understand the market and economic forces as planning continues for the over two acre park and street fronting retail/restaurant/office. The DDA is closing on another over 1 acre property adjacent to the four acres which will be used for parking and retail. The City/DDA now control the entire block.