

**ALEXAN GATEWAY**  
AVONDALE ESTATES

# Rezoning Request

- Rezone from Central Business District (CBD) to CBD-PD
- Pursuant to Ordinance 16-02, CBD-PD “is intended as a site-specific overlay zone whereby the Board of Mayor and Commissioners may approve a development as a whole which might otherwise strictly comply with one or more development controls of the Central Business District zone.”
- CBD-PD includes a requirement for a development agreement to be executed with the City of Avondale Estates.

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# Existing Conditions



## Current Site Conditions:

- 3.935 acre property
- Former industrial use
- Blighted site
- Billboard along E. College
- Many curb cuts
- No sidewalks or streetscape

# Proposed Development

- 270 multifamily units
- 7,100 square feet commercial use on East College Avenue and Hillyer Avenue
- 5 story maximum height for project
- 440 parking spaces to be provided in a parking structure
- 20% open space requirement achieved
- New pedestrian friendly streetscapes on all streets
- New publicly accessible street at rear of site connecting Hillyer Avenue to Maple Street
- Off site improvement of City owned park.

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## Overview of Recent Changes to Plan

- Reduced residential units from 281 to 270;
- Increased retail from 4,988 SF to 7,100 SF;
- Moved residential leasing office north on Hillyer;
- Reduced the building footprint by 2,000 SF providing a new courtyard on the Hillyer Avenue frontage.
- Changed exterior architecture to a more traditional aesthetic

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# INSERT ALL BOMC PLANS

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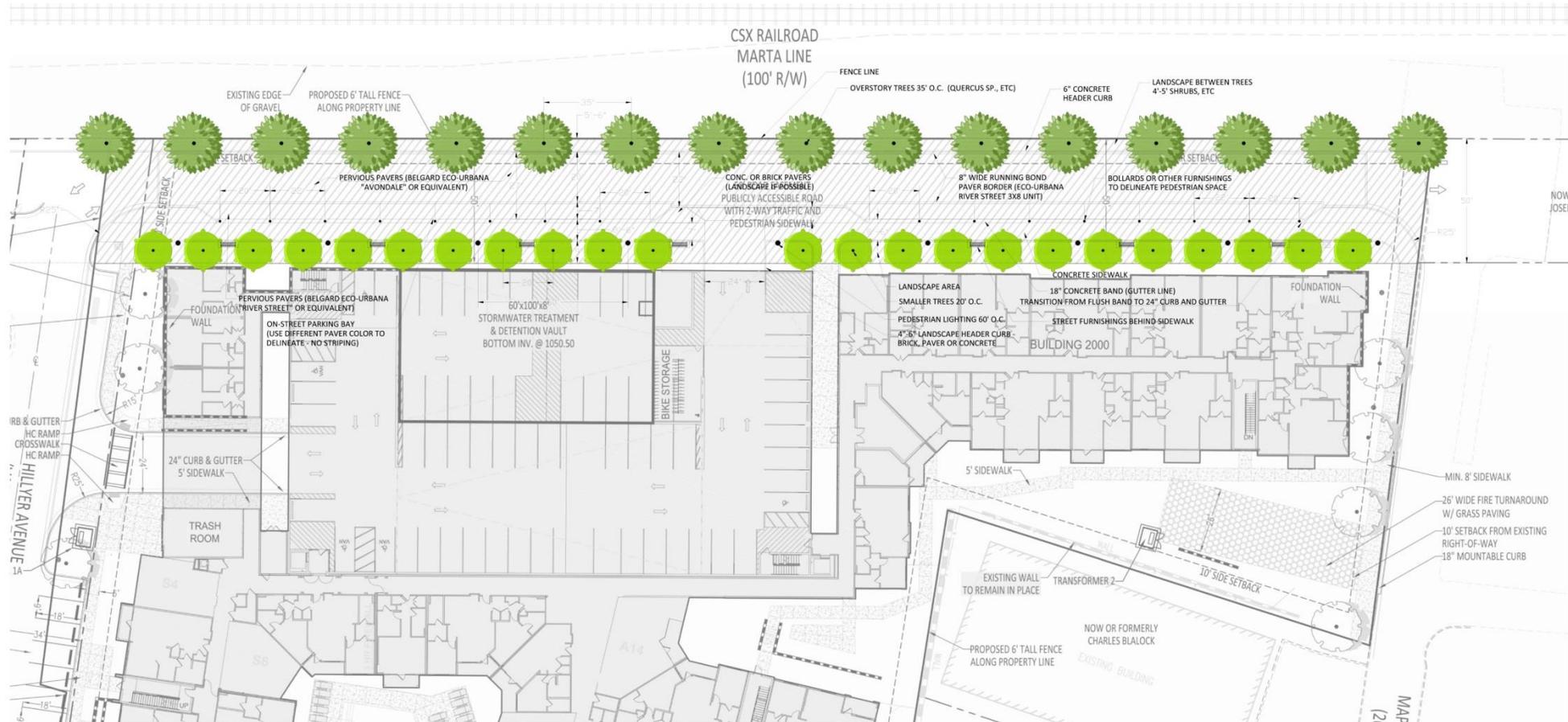


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# New Road Improvement



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# City Park Improvements



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# Compatibility with the Downtown Master Plan

The property is located in the Western Gateway.

The Downtown Master Plan recommends the following allowable uses on the property:

- Single family attached residential
- Multifamily residential
- Institutional
- Commercial
- Office
- Mixed Use
- Live-Work
- Parks and Open Space

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# Compatibility with Downtown Master Plan - Height

- The Western Gateway recommends building heights of 1-2 stories on East College Avenue and 3-5 stories on properties farther north on the MARTA rail line.
- The proposed development is 3 and 4 stories on East College Avenue and 5 stories maximum.

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# Compatibility with Downtown Master Plan New Streets:



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# Compatibility with the Downtown Master Plan Illustrative Plan:

The Illustrative Plan shows:

- Retail on East College Avenue frontage;
- Multifamily residential between Hillyer Avenue and Maple Street; and
- A new street at the rear of the site connecting Hillyer Avenue and Maple Street. No “new street” is shown bisecting the property.

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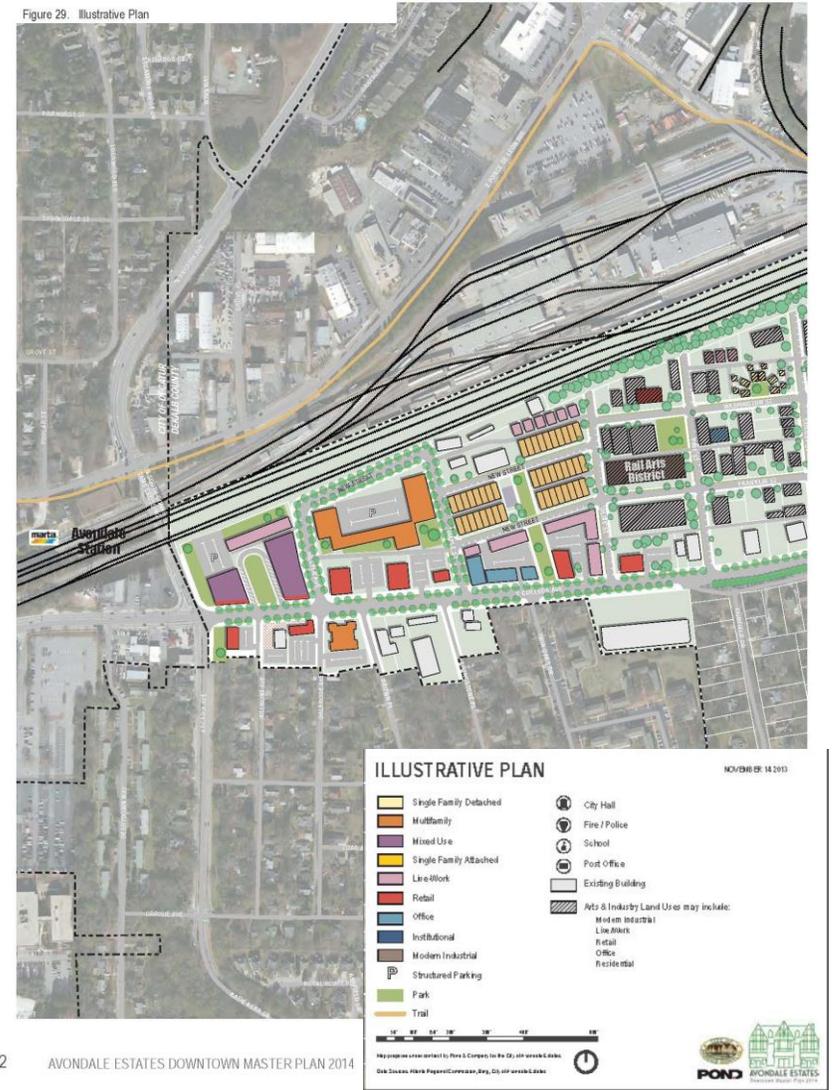


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# Illustrative Plan



Figure 29. Illustrative Plan



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# Comparison to South City CBD-PD Development

- Density:
  - South City is allowed 77.39 units per acre after the park conveyance and 63.5 units per acre prior to the park conveyance.
  - Current proposal is 68.6 units per acre.
- Height
  - South City's building is 5 stories and 77' tall.
  - Current proposal is 3 and 4 stories on East College and 5 stories and 73' tall.

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# Access to MARTA



## Transit Options:

- Ride over Sams Crossing, using Ponce
- Walk to TOD and cross MARTA Bridge
- Bus Stops on College

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# Cumulative Changes Resulting from Stakeholder Input

- Reduced number of residential units by 30 units (300 to 270);
- Added 7,100 SF retail;
- Reduction in building footprint by 7,500 SF;
- Reduced height on East College from 5 stories to 3 and 4 stories
- Added publicly accessible road at the rear of the property to connect Hillyer Avenue and Maple Street;
- Streetscape along new road to include: sidewalks, parallel parking street trees and street lights, including increased streetscape on East College Avenue;
- Added courtyard on Hillyer Avenue;
- Added off site park improvement; and
- Revised building design to complement Historic District Character;

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# Potential for Precedent

- Section 1115.05 requires a minimum of 2 acres to rezone to CBD-PD.
- Of the 6 districts in the Downtown Master Plan, only the Western Gateway and the Mill District recommend building heights exceeding 3 stories.
- There is not any property remaining in the Western Gateway that can be assembled to exceed 2 acres.
- The only project in the Mill District that can exceed 2 acres appears to be the Avila project.

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# Benefits of the Proposed Development

- Redevelops blighted commercial property;
- Provides new street connection between Hillyer Avenue and Maple Street to add to the street grid, implementing the 2014 Downtown Master Plan vision;
- Adds pedestrian-friendly streetscapes on East College Avenue, Hillyer Avenue, Maple Street and along the new street north of property;
- Provides a customer base to support commercial uses in Avondale Estates;
- Removes large billboard;
- Addition of neighborhood retail on East College Avenue and Hillyer Avenue; and
- Includes accommodation for improvement of City owned park.

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