



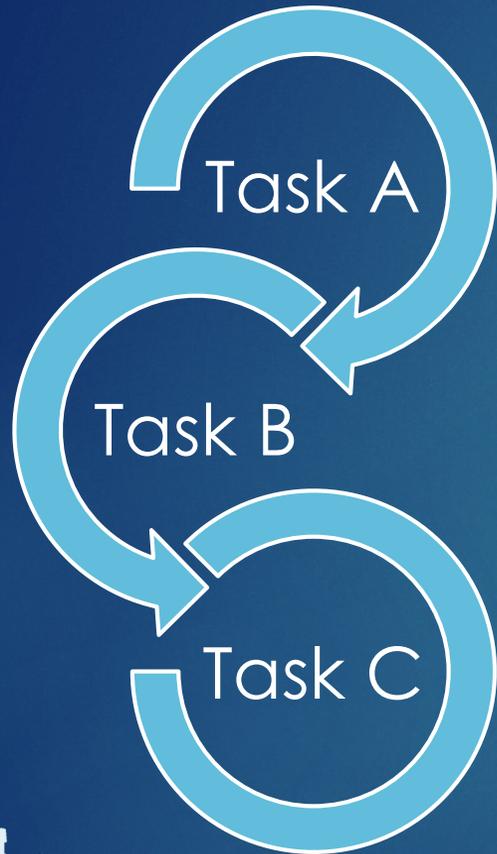
SHAPE
AVONDALE
ESTATES

Zoning
Ordinance
Rewrite

NOVEMBER 20, 2019



Process Overview

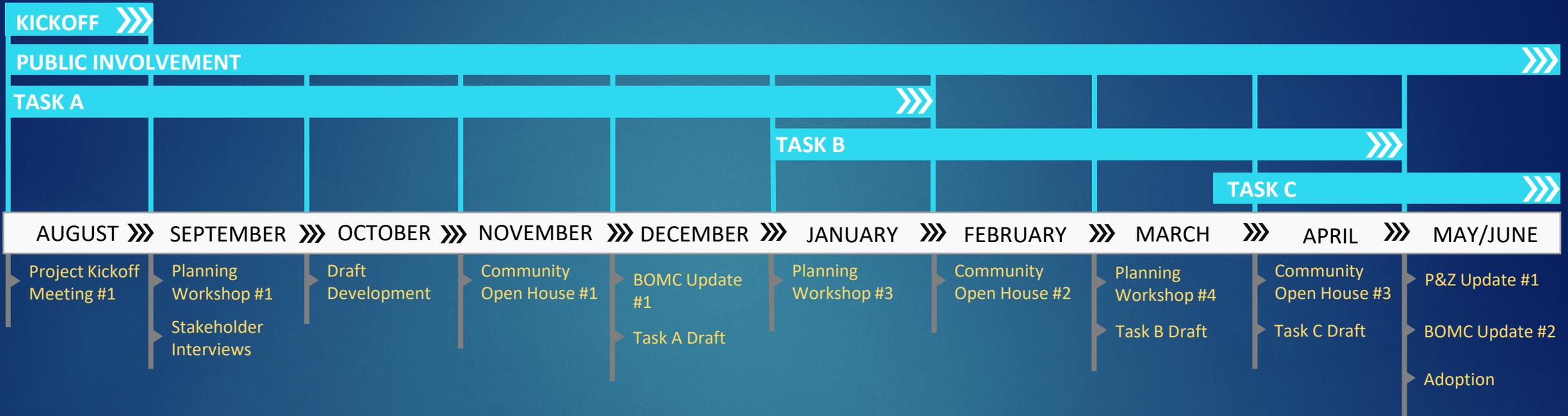


Central Business District (CBD), Mill District (MD), Planned Development Overlay (PD)

Remainder of Zoning Ordinance

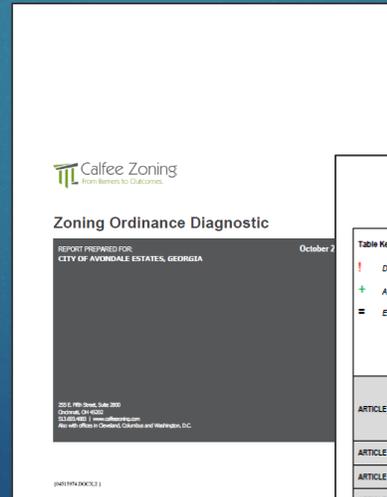
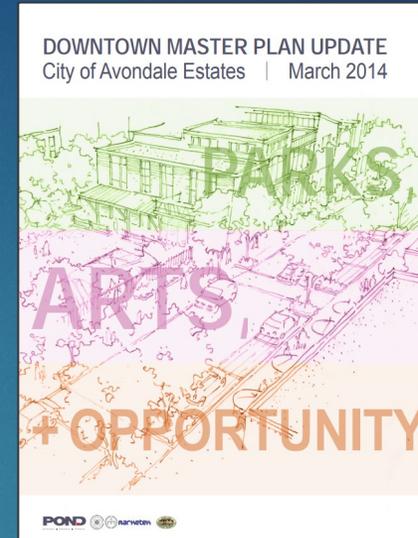
Sign Ordinance

Schedule



Planning vs. Zoning

- Planning
 - Community's vision
 - Area or site-specific
 - Policy-guiding document
- Zoning
 - Implementation tool
 - Applies to all sites as defined
 - Regulatory document



CITY OF AVONDALE ESTATES, GEORGIA Consistency Matrix								
Table Key	Encourage redevelopment of downtown through higher density variety of uses, which meet and enhance entertainment uses.	Encourage a wider variety of housing options with a multi-generational appeal in downtown.	Encourage the evolution and adaptive reuse of existing downtown buildings.	Encourage an active public realm by activating existing open spaces and creating new public spaces and new spaces downtown.	Promote walkability, transit, and alternative modes of transportation through better connection and linkages to downtown.	Encourage more efficient and versatile solutions to water concerns.	Maintain historic character and quality of life through thoughtful design.	Comments and Considerations
! Does not support and use objectives								
+ Actively promotes and use objectives								
= Either has no effect on or plays a necessary supportive function								
ARTICLE 1. DESCRIPTION	=	=	=	=	=	=	=	Consider combining the first four articles into a new article called "Introduction and How to Use this Zoning Ordinance." This article should include the purposes and intent of the ordinance, along with all provisions related to how to measure and interpret the Zoning Ordinance. Graphics should be included to help illustrate the concepts in this new article.
ARTICLE 2. SHORT TITLE REFERENCE	=	=	=	=	=	=	=	Same as above.
ARTICLE 3. GENERAL PURPOSE	=	=	=	=	=	=	=	Same as above.
ARTICLE 4. INTERPRETATION, APPLICATION AND JURISDICTION	=	=	=	=	=	=	=	Same as above.
ARTICLE 5. GENERAL DEFINITIONS	=	=	=	=	=	=	=	The modern trend in zoning ordinance is to create a glossary of terms at the end of the ordinance rather than a set of definitions at the beginning of the ordinance. The existing zoning districts should be reviewed and reconsidered to respect existing development patterns and well-served development patterns. See example table of contents below.
ARTICLE 6. ZONING DISTRICTS	=	=	=	=	=	=	=	



How is feedback informing content?



- Supplemental space to activate the sidewalk
- Street furniture
- Wide, hardscaped pedestrian clear zone
- Tree planting zones
- Street lighting
- Building placement

Type A Street	
Streetscape Component	Dimensions
Travel Lane	10 feet
Landscape Zone	3-6 feet
Sidewalk Zone	10 feet minimum
Supplemental Zone	10-15 feet
Curb Cuts	not permitted [1]
On-street parking	permitted
[1] Unless no other access available	

Streetscape

- Streetscape improvements, multi-use trails and other pedestrian facilities shall be provided along all street frontages within the boundaries of the Central Business District in accordance with the regulations of this section:
- Streetscapes shall consist of 2 or 3 parts: a landscape zone, sidewalk zone, and in some cases, a supplemental zone.
 - The landscape zone starts at the back of the curb and extends inward (toward the lot) for the minimum distance and no more than the maximum distance indicated in [Table 2-A](#). This area is generally intended to accommodate trees, plants, street furniture, lights, trash receptacles and similar streetscape elements.
 - The sidewalk zone starts at the inner edge of the landscape zone and extends inward (toward the lot) for the minimum distance and no more than the maximum distance indicated in [Table 2-A](#). This area is intended exclusively to accommodate unimpeded pedestrian movement. The pedestrian zone may also be used to accommodate multi-use trails when the zone is at least 10 feet in width.
 - The supplemental zone starts at the inner edge of the pedestrian zone and extends inward (toward the lot) for the minimum distance and no more than the maximum distance indicated in [Table 2-A](#). This area is intended to accommodate active uses along the street frontage with amenities such as outdoor seating and landscaping. Buildings shall abut required supplemental zones in accordance with Building Type standards in Tables 1-A and a-B



KICKOFF MEETING RECAP – 08.14.19

ZONING ORDINANCE REWRITE



SCHEDULE

One out of eight public meetings concluded.

VALUE RANKING

The top two ranked categories for the Value Ranking exercise are sustainability and design standards, receiving 10 and 9 top votes, respectively. The feedback from this exercise will be carried out in the draft zoning documents through the incorporation of form-based requirements, architectural guidelines, and green building techniques.

ZONING 101

Participants reviewed Downtown's commercial zoning districts and commented on specific code requirements that should be preserved and rewritten to reflect the Downtown Master Plan. Most notably, participants prefer limiting the size of individual uses, requiring greenspace standards, and incorporating design requirements for pedestrian prioritization.

THE BIG SORT

Participants of the Big Sort flipped through a deck of cards with elements from the Downtown Master Plan. The back of each card described the element and provided examples. Attendees selected their top two priorities for Downtown from the deck. The most selected elements were Green Development, Downtown Redevelopment, and Complete Streets.

STATISTICS

16 ZONING 101 RESPONSES

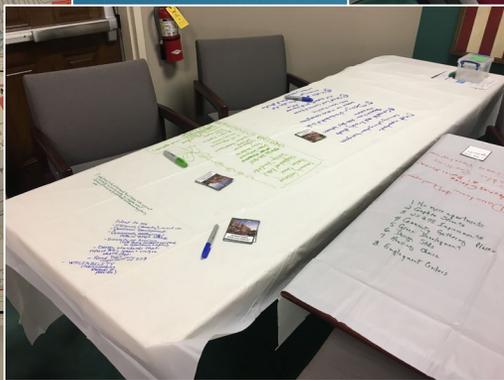
PLANNER ON DUTY 15

6 CO CA

2

PLANNER ON DUTY

Attendees created their own site plans for a mixed-use project using minimum parameters outlined on a worksheet. "Designers" prioritized bicycle and pedestrian mobility, small tenant spaces, multi-family residential use, and architectural regulations. These are some of specific regulations in the draft ordinance.



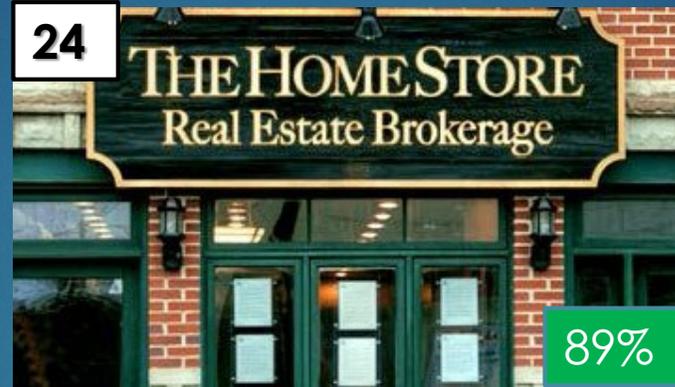
SHAPE AVONDALE ESTATES

What's most important?

<p>Sustainability</p> <p>Environmental, economic, and social responsibility in policy-making</p>	<p>Economic Development</p> <p>Initiatives and actions that support community prosperity</p>	<p>Design Standards</p> <p>Regulatory requirements for architectural features, public realm amenities, and materials</p>
<p>Housing</p> <p>Walkable, affordable, diverse, housing types</p>	<p>Transportation</p> <p>Standards for the network based on mode and how each is supported in the code</p>	<p>Site Development</p> <p>Stockwater, parking, lot coverage, landscaping, etc.</p>

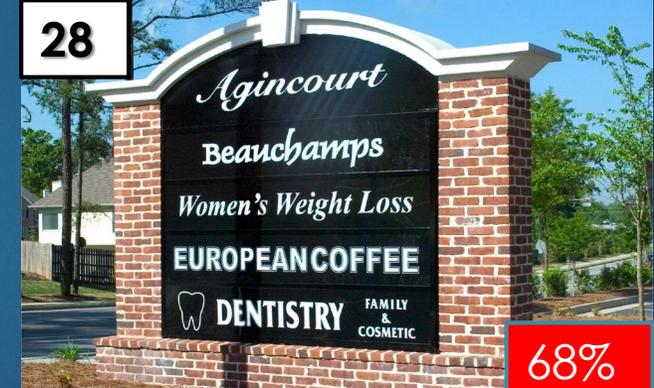


SVP Findings – Highest Rated Images



- **Streetscape:** Buffer pedestrians from curbing, allow varied bldg. placement, clearly marked pedestrian areas.
- **Signs:** Use natural materials, goose neck lights, no back lit or monument signs. Dark skies compliance wanted.
- **Sidewalk Activation:** Outdoor eating desired where passersby not pushed to curb. Furniture as art not strongly liked.
- **Landscaping:** Lush native trees with supplementary plantings wanted where soils / planting areas allow. No planters.
- **Open Space:** Areas with seating, passive reaction options wanted. Well integrated landscaping / sense of place is key.

SVP Findings – Lowest Rated Images



Height and Mass: No overly long or blockish structures. Articulate parapets, facades, lines of sight. Max 2-3 Stories.
Parking Deck: Use traditional building materials, designs, and greenery to shield cars from view. No metal grates.
Building Type: Use pedestrian elements at ground level retail. Design of #10 considered 'overscale', 'too dense', 'monotonous'.
Landscaping: No planters! Trees in supplemental zones, landscape strips, or bump outs only. Where not possible, use other plants.
Signs: Auto oriented monument signs not considered appropriate in downtown. Create cohesive style.

Other Feedback

- Simplify and incorporate graphics and illustrations
- Cross-references
- Open space standards
- Characteristics defined in the Downtown Master Plan may not necessitate six distinct districts—make use use of other zoning functions like overlays and street type regulating maps
- Supplemental use regulations in lieu of conditional uses
- Staff recommendations on quasi-judicial and legislative decisions
- Infill housing standards
- Concerns about current PD District

Central Business District

Regulatory Categories in Code

- **Building Types**
- **Street Types**
- Open Spaces
- Subareas
- Land Uses
- General Requirements
 - Parking, Neighborhood Transitions, Sustainability, Building Design Criteria



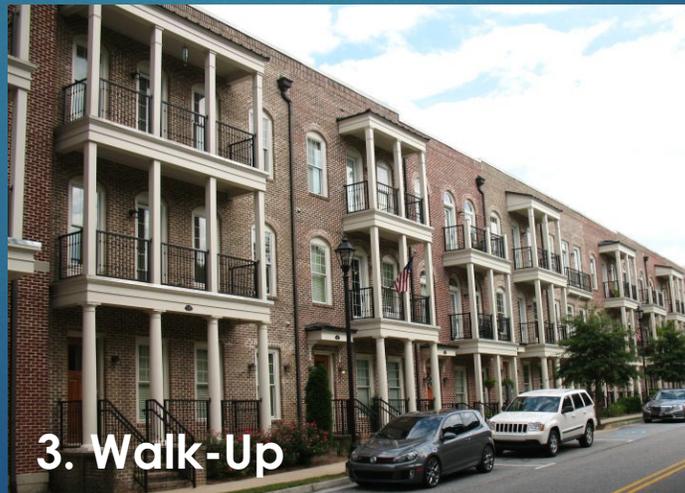
Building Types

1. Attached: Multistory single family residential structure, each unit has its own external entrance.

2. General: Multistory structure that can accommodate non-residential uses on all stories.

3. Walk-Up: Building with ground floors units whose entrances face the sidewalk or street.

4. Shopfront: Building with large amounts of storefront glass at ground level and regularly spaced entrances.



Retail at Build Out

	Square Feet	# Households (HH)	#HH Within Walking Distance	Liner Feet	# of Businesses
Retail	90,000	8,000	2,000	~2,300	~36

CNU URBAN RETAIL/HOUSING CALCULATOR

Factors include:

- \$ Per sq. Ft. Required to support urban retail
- Gross sales per sq. Ft required to support retail
- Disposable income per sq. Ft required to support retail
- Avg HH income
- Avg size of main street business
- Number of HH to support retail per sq ft
- Number of HH within 15 min. Walk

Retail=restaurants and other retailers



Street Types

Street Type A: Curb Cuts prohibited.

- Continuous streetscapes
- Complete streets
- New buildings placed closer to the street

Street Type B: Curb Cuts discouraged

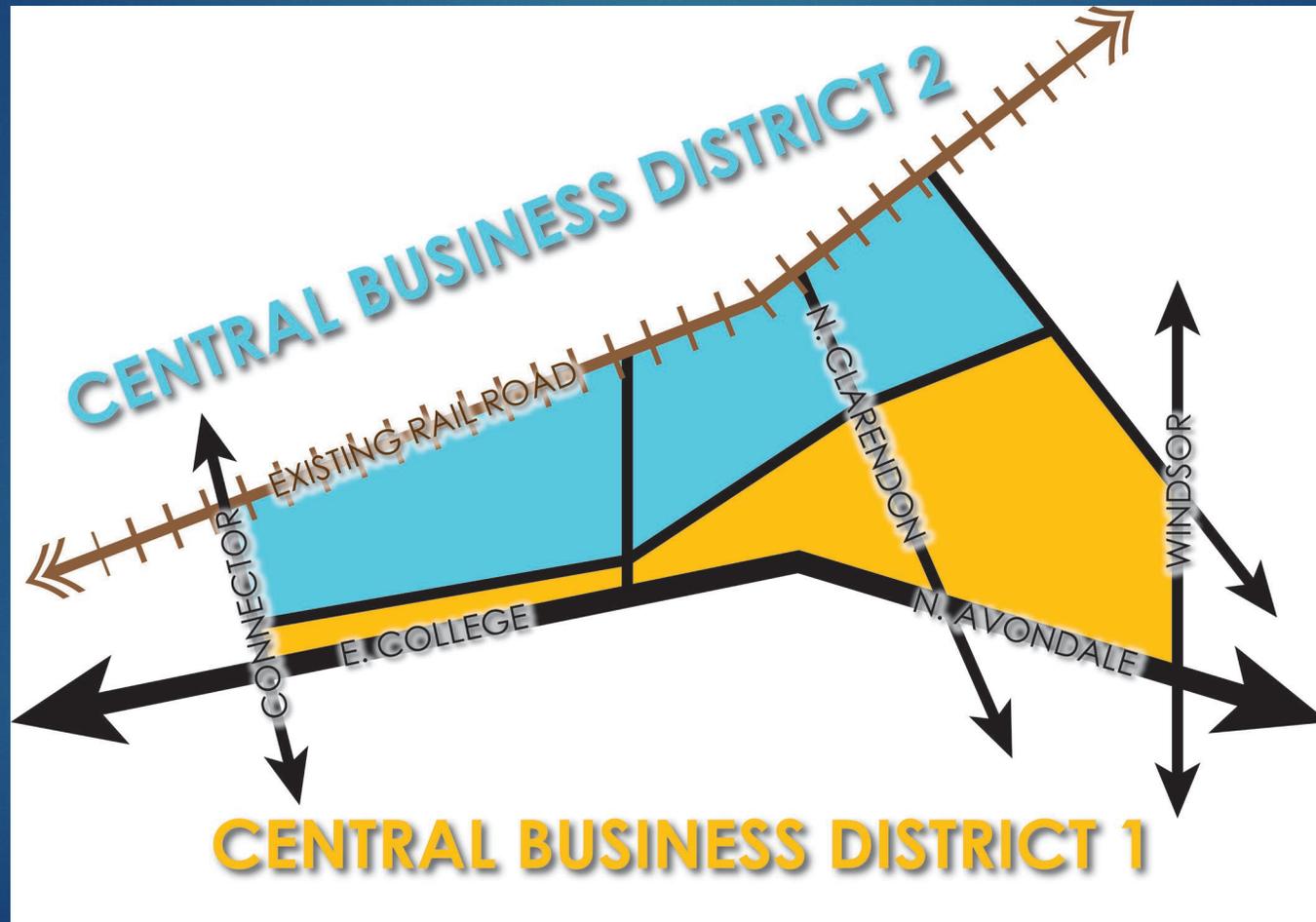
- Shared streets
- Some cuts necessary
- Flexible street design
- Flexible building placement

Street Type C: Curb Cuts encouraged

- Cuts preferred – primary vehicular access
- Service areas
- Flexible building placement

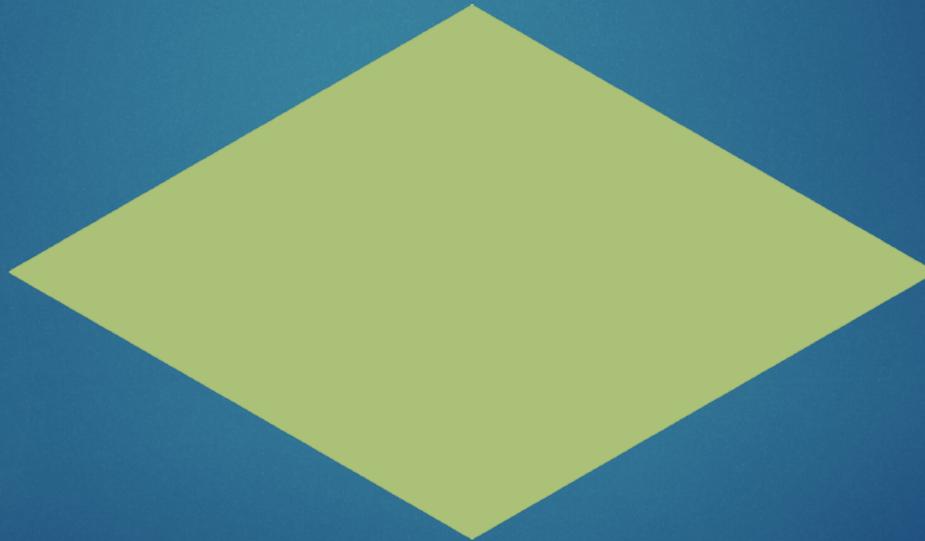


Regulating Plan



Application of Code

Development site



Application of Code

Sub-area Zoning

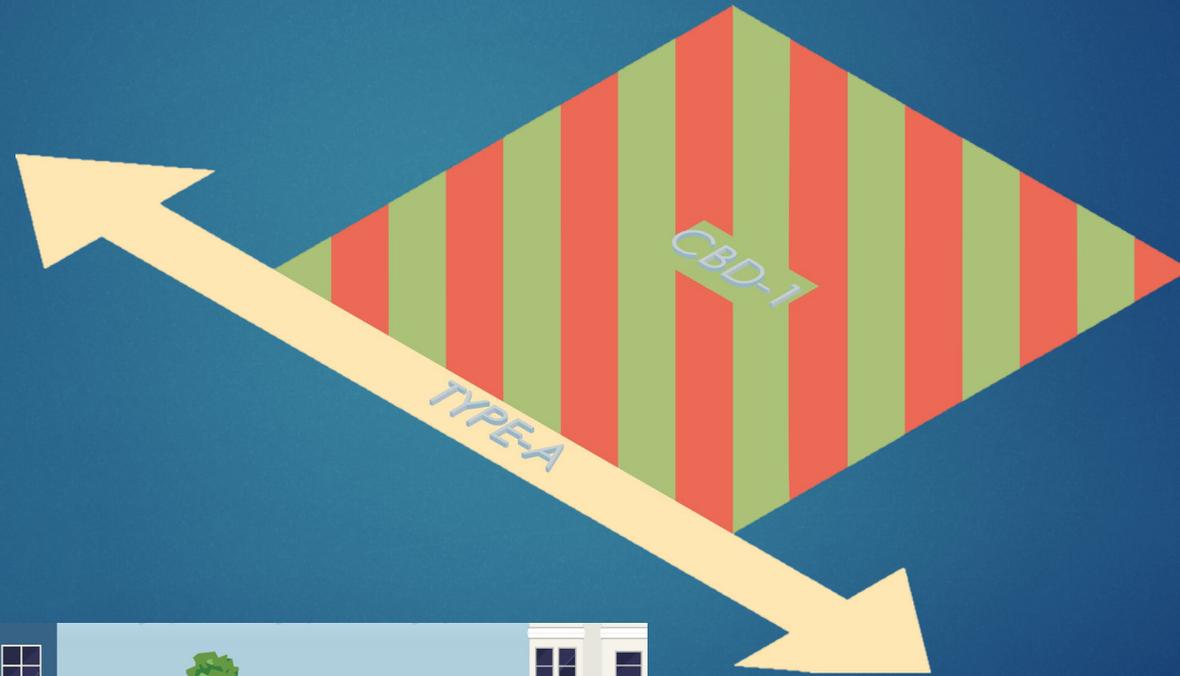
- Allowable building types
- Use mix
- Overall height
- Lot coverage
- Open Space Types
- Materials?



Application of Code

Street Typology

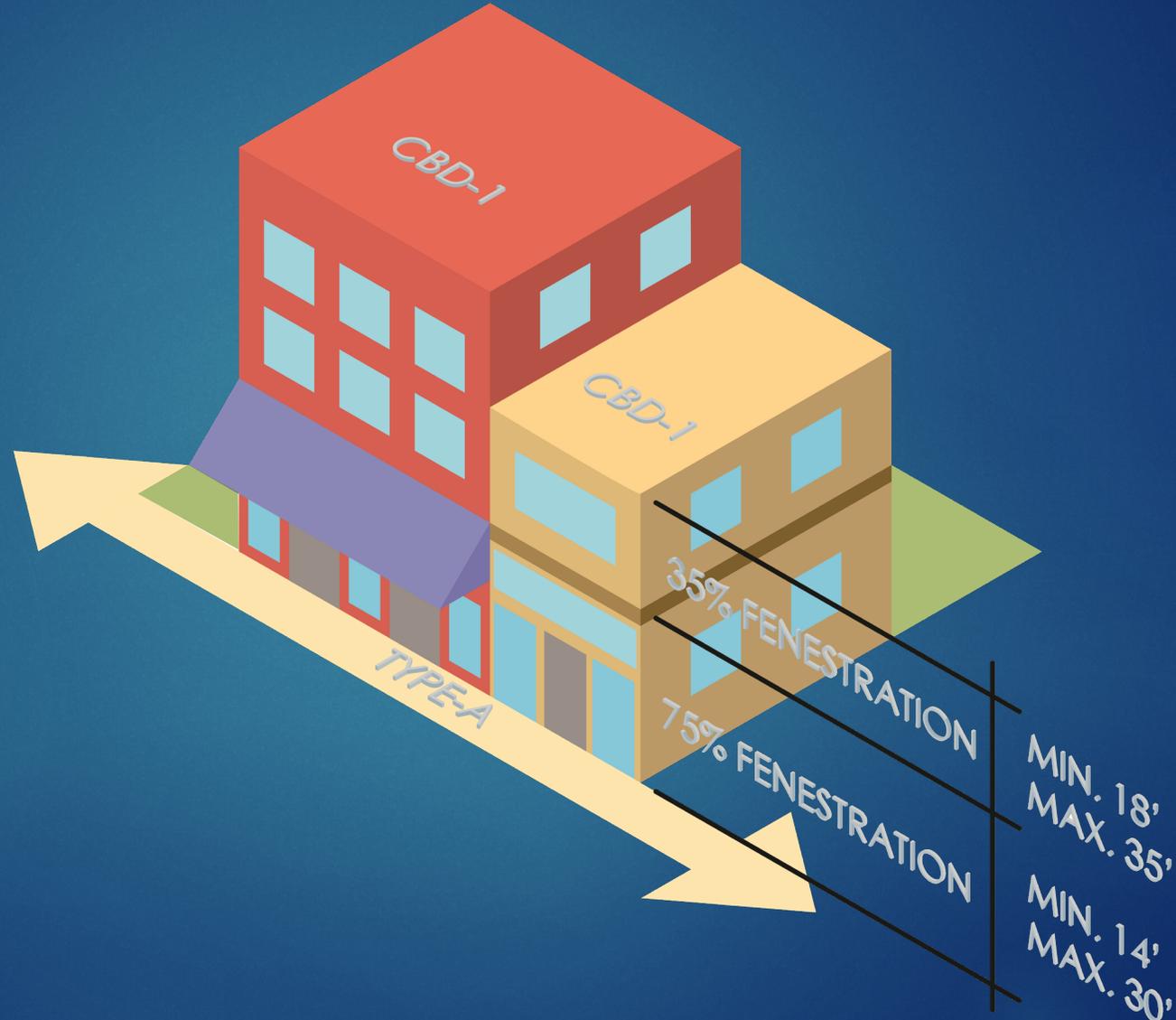
- Street dimensions
- Landscape zone
- Sidewalk zone
- Supplemental zone
- Curb cuts
- On-street parking



Application of Code

Building Types

- Setbacks
- Building coverage
- Uses
- Story heights
- Façade Design
 - Transparency
 - Street entrances
 - Façade divisions





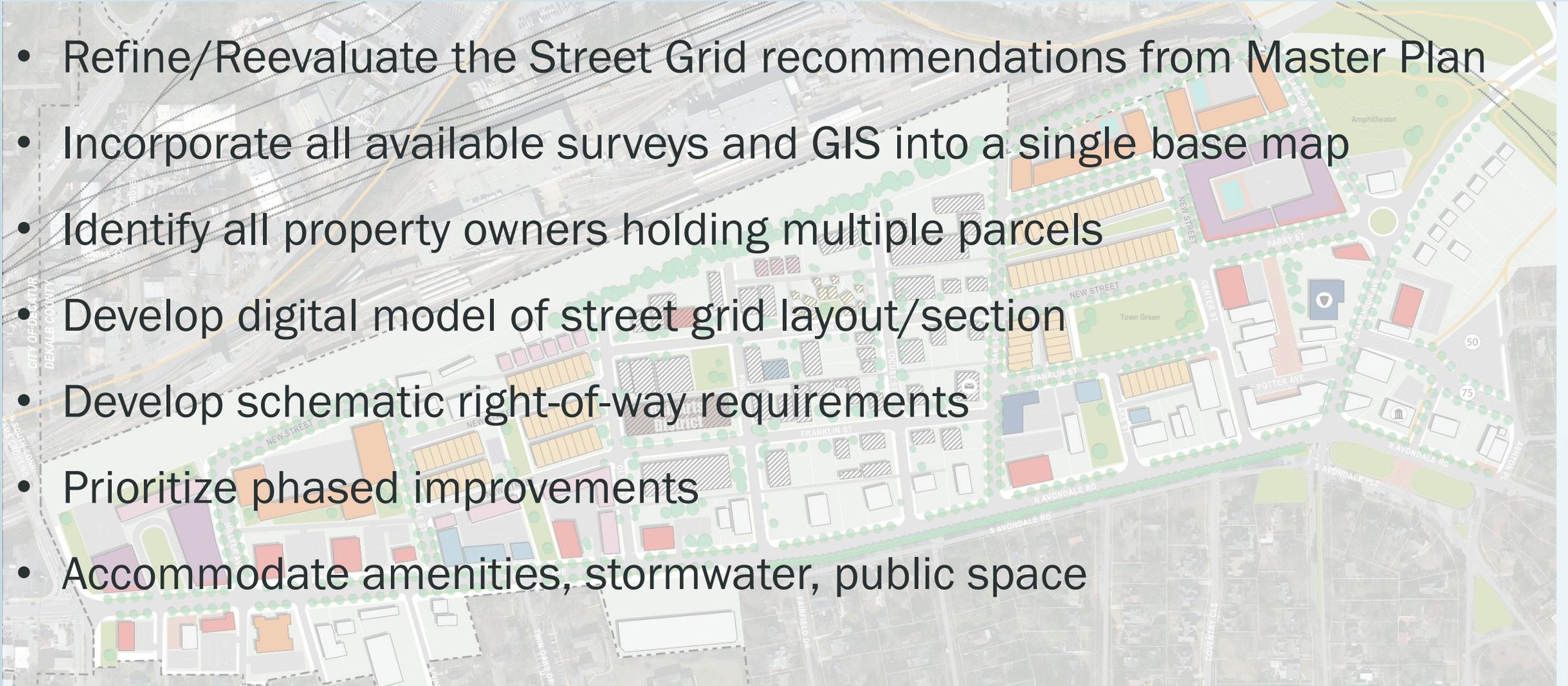
POND

Downtown Avondale Estates Street Grid Update

11.20.2019

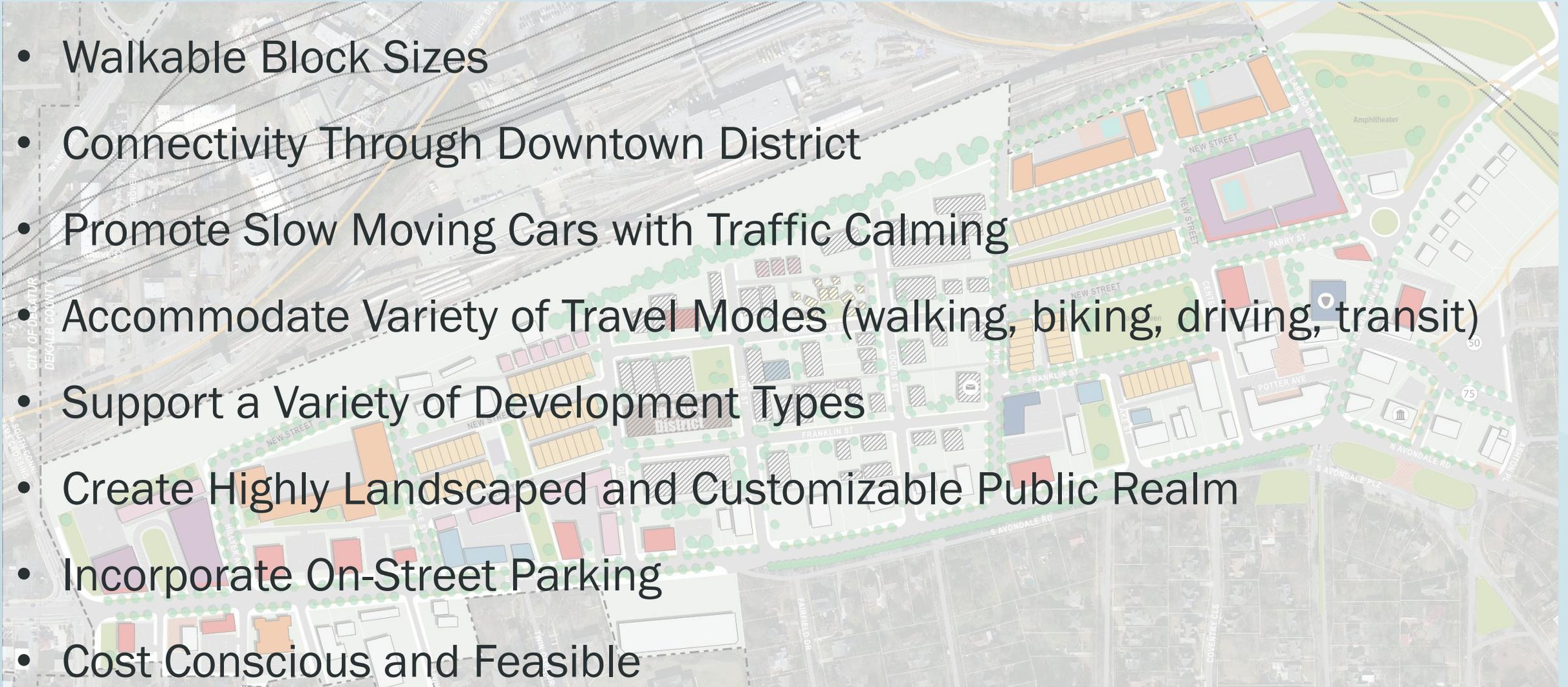
Street Grid - Goals

- Refine/Reevaluate the Street Grid recommendations from Master Plan
- Incorporate all available surveys and GIS into a single base map
- Identify all property owners holding multiple parcels
- Develop digital model of street grid layout/section
- Develop schematic right-of-way requirements
- Prioritize phased improvements
- Accommodate amenities, stormwater, public space



Street Grid Evaluation Criteria

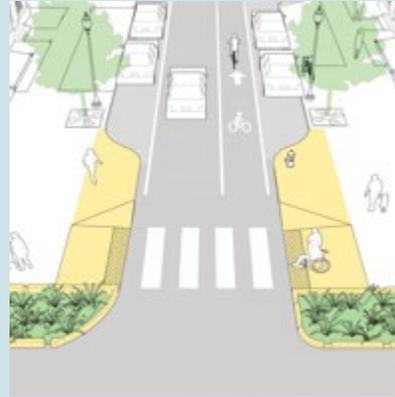
- Walkable Block Sizes
- Connectivity Through Downtown District
- Promote Slow Moving Cars with Traffic Calming
- Accommodate Variety of Travel Modes (walking, biking, driving, transit)
- Support a Variety of Development Types
- Create Highly Landscaped and Customizable Public Realm
- Incorporate On-Street Parking
- Cost Conscious and Feasible



Street Hierarchies and Best Practices

Recommended Street Hierarchies for Downtown

- New Typical Street
- Connecting Streets
- Shared Streets
- Alleys



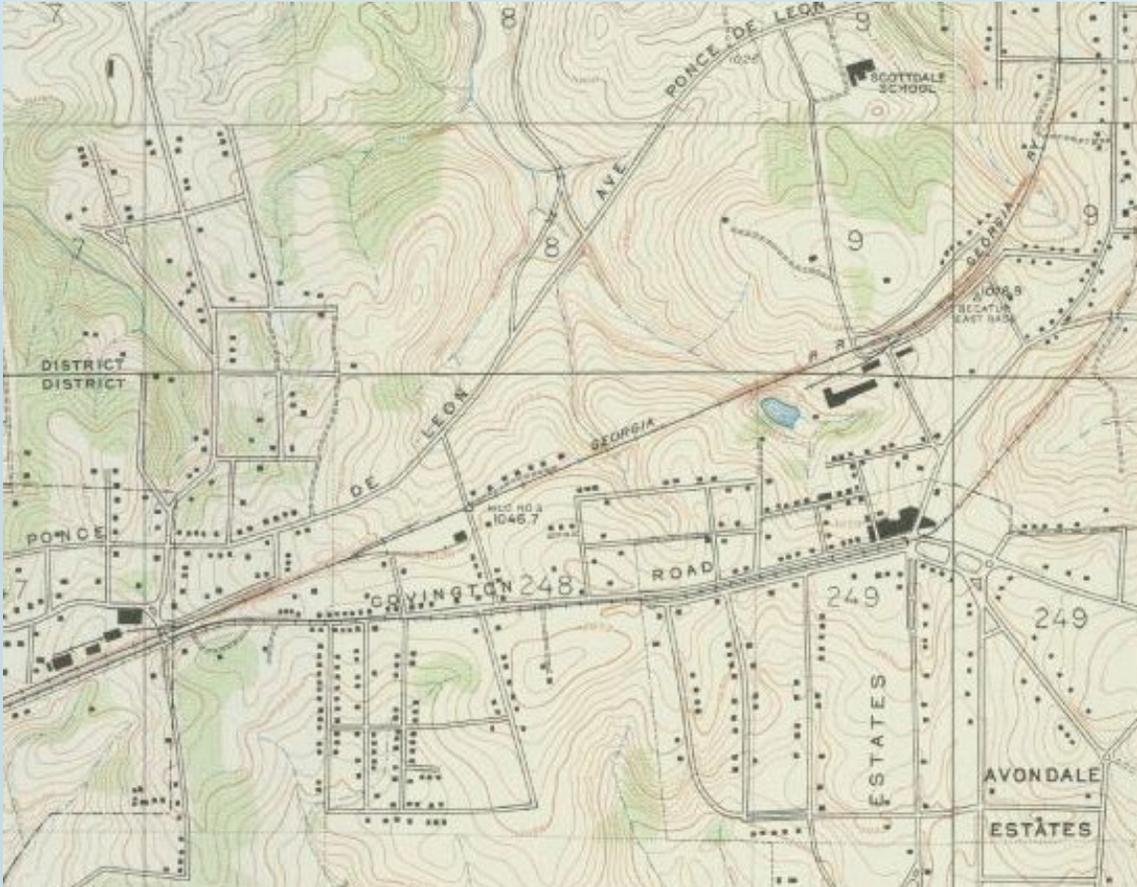
Best Practices

- NACTO Design Guides
- Curb Extensions/Bulb-Outs
- Green Infrastructure
- Chicanes
- Speed Tables



Historic Precedents

- Berkeley Road – Wider than most residential area right-of-ways – 60 feet
- 30-foot-wide roadway – on street parking is prevalent and expected
- Utilities are routed elsewhere and street lights have never been added on the “gateway” block between the plaza and Kingstone Rd.

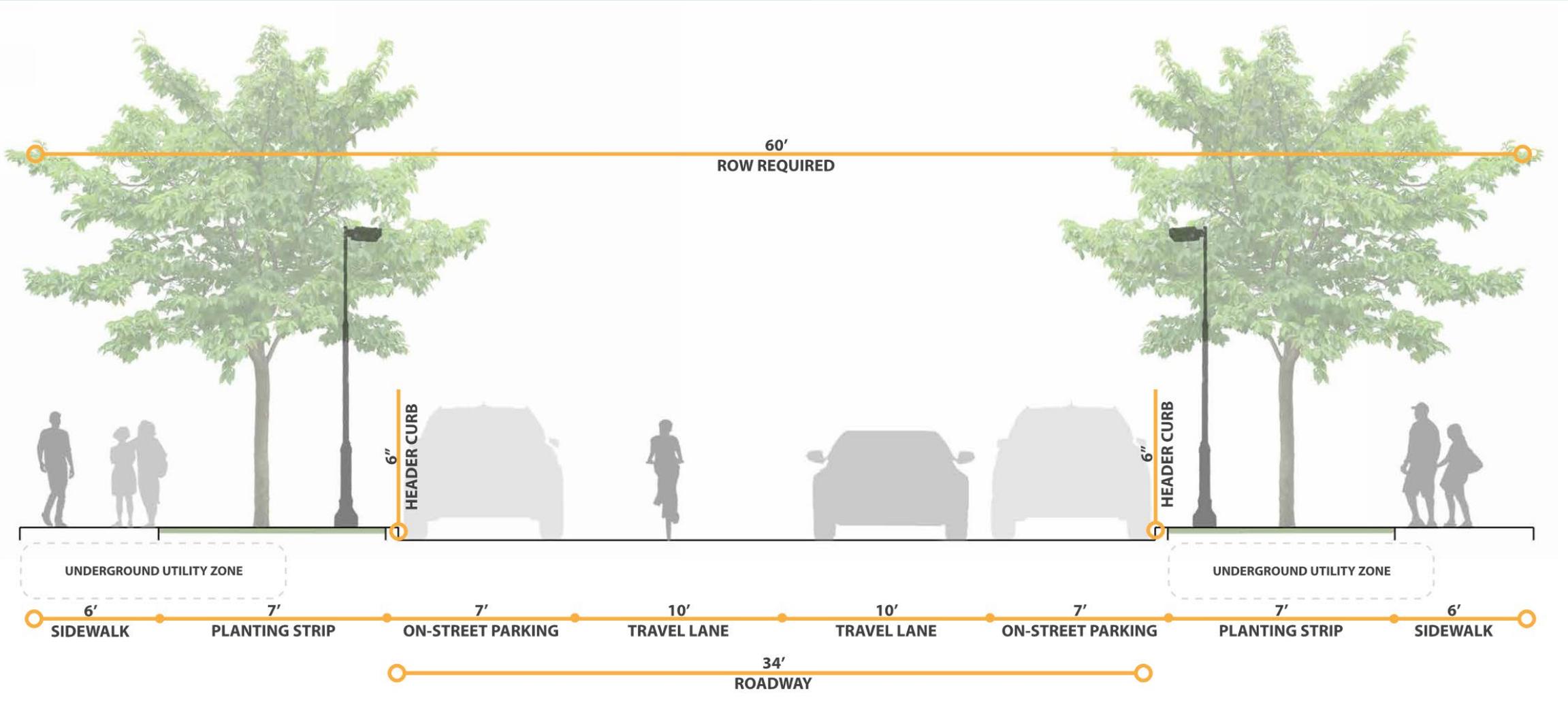


Proposed “Ideal” New Street Section for Downtown

- 60-foot Right-of-way
- 34-foot-wide roadway
- 10-foot Travel Lanes
- 7-foot Parking
- Bulb Outs at the Corner
- Bicycles share the road
- 26-foot Sidewalk Zone
 - 7-foot planting strip for trees
 - 6-foot sidewalks
- Utility re-routed



Proposed “Ideal” New Street Section for Downtown

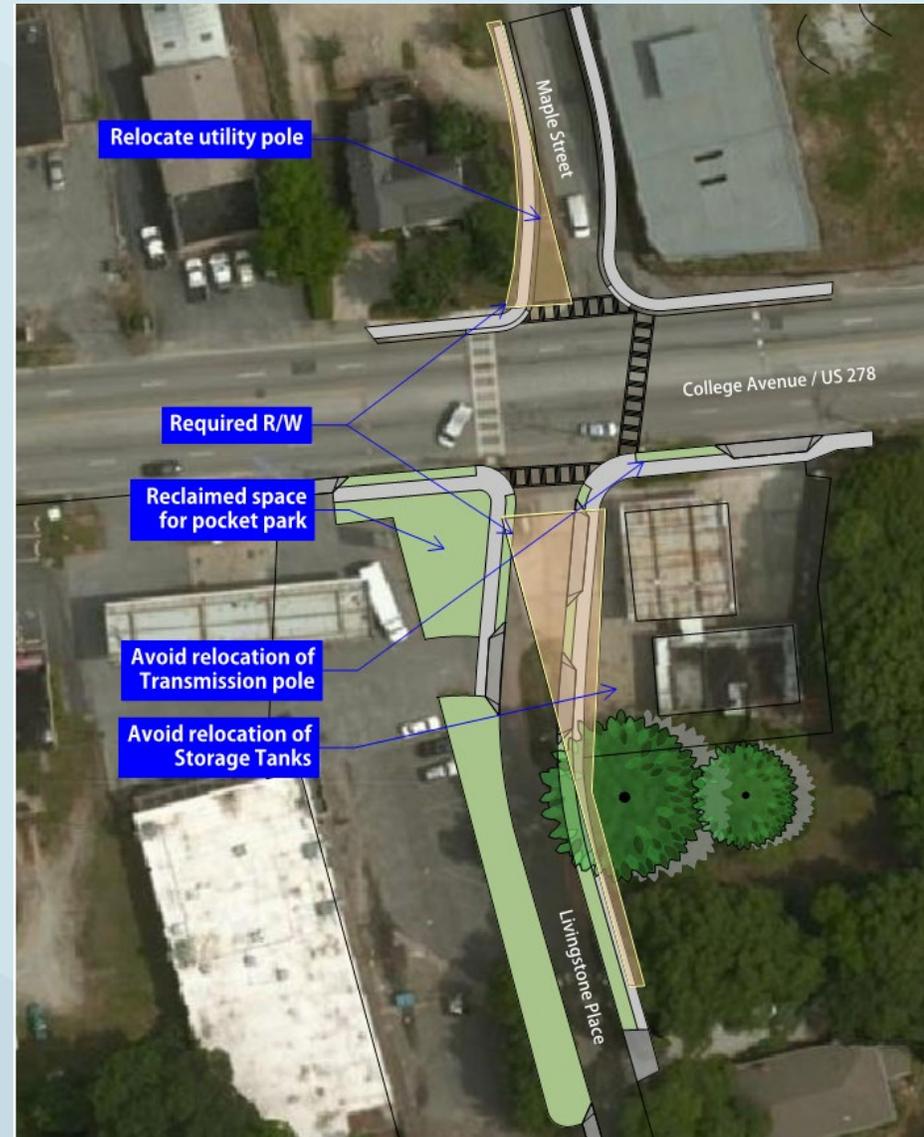


Maple Street Intersection Improvement



The Maple Street/Livingstone Place intersection issue has been studied as far back as the 1976 Avondale MARTA Station Plan.

- Realignment intersection should be considered as part of the Road Diet project.
- Issues to consider include:
 - Aligning driveways and intersection to meet GDOT geometry requirements
 - Historic resource impact due to landscaping removed at 2774 College Avenue.
 - Relocation of Utility Pole and water meters on Maple Street
 - Avoid relocation of Transmission pole, 30-inch water main and 24-inch gas main
 - Avoid impact to existing trees behind BP station
 - Avoid relocation of underground storage tanks, and account for related environmental requirements at 2781 College Avenue (BP station).
 - Redesign of traffic signal and crosswalks.
 - Convert old section of Livingstone Place into a pocket park (avoid placement of large trees due to utilities)



Street Tree requirements



Overcup Oak – Washington Street extension



Blackgum – Green Street



Basswood – Twin Oaks ext.

Variety of species for specific streets

- Refer to design matrix for preferred species
- Smaller trees under existing power lines
- 40-foot max. spacing for canopy trees
- Clonal variety selection for consistent appearance and vigor

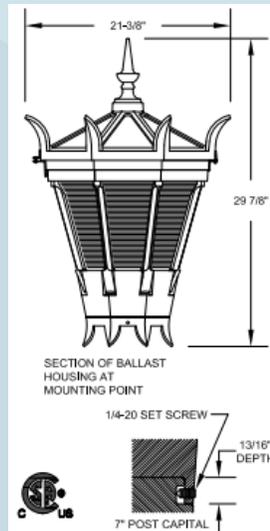
Lighting requirements



Use Signature AE fixture on US
278/N. Clarendon Avenue Only

‘Jefferson’ LED Postop
Luminare by Holophane or
equivalent

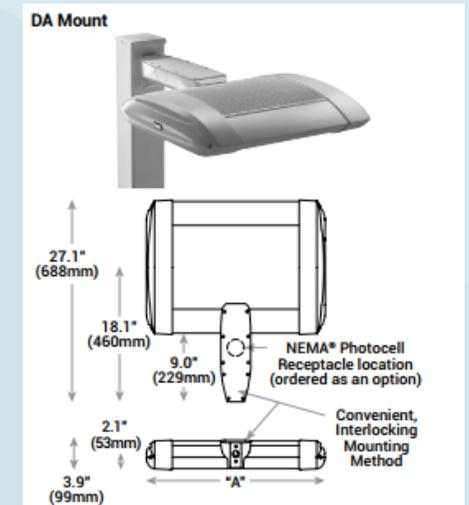
- ‘Traditional’ concrete pole
by Stresscrete Group or
equivalent at 14’ foot
height, 80’ max. spacing



Recommended fixture for new/secondary streets

‘Edge’ series by Cree
Lighting or equivalent

- Pole mounted at 18-foot
height, streetlight spacing



Incorporate Sustainable Practices

- Plan underground detention and water quality improvements with a new street system
- Consider maintenance of underground or landscaped water quality or storage features
- Install Utility conduit to plan for future and potentially generate additional funding through leases (Comcast, ATT, etc.)



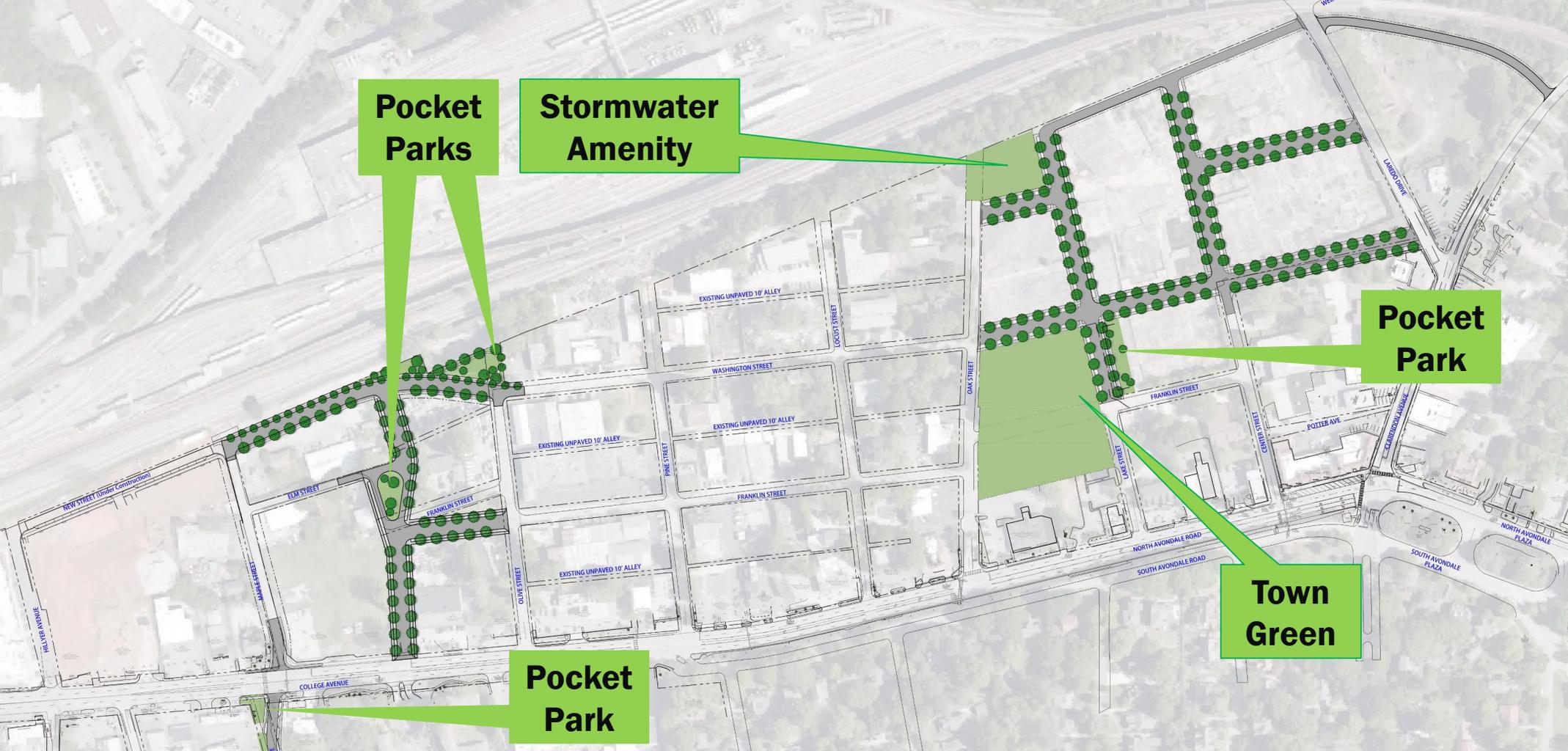
Incorporate Sustainable Practices



- Plan underground detention and water quality improvements with a new street system
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Plan for Public Space

Identify potential properties as pocket parks or plazas along new street alignments



Other Thoughts

- Maintain existing street widths and rights-of-way
- Removal of multiple curb cuts a long term, costly improvement
- If higher density development is planned, 6-foot sidewalks could be widened per zoning requirements to provide planters for trees with the rest as pedestrian and furniture/amenity space
- Improve signage to match residential area, or at a minimum, use white on black signs



Questions?



Street Typology

1. Street Grid feedback
2. Locate retail/restaurant uses
3. Identify Street Types
 - Each table is equipped with:
 - Street Grid draft
 - Diagram of proposed building height maximums
 - 3 sheets of trace
 - 2 lengths of yarn
 - Roll of clear tape
 - Scissors
 - 3 markers
 - Find the table that corresponds to the # on your name tag.
 - Select a group representative. Write your name, email, and phone number on the map and on the trace paper.

Street Types

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- Continuous streetscapes
- Complete streets
- New buildings placed closer to the street

Street Type B: Curb Cuts discouraged

- Shared streets
- Some cuts necessary
- Flexible street design
- Flexible building placement

Street Type C: Curb Cuts encouraged

- Cuts preferred – primary vehicular access
- Service areas
- Flexible building placement



Next Steps

Planning Workshop – Thursday, January 16, 6-8PM.
Avondale City Hall

Thank you for coming!

