



Avondale Estates Downtown Study



Phase I: Conditions Assessment & Considerations

In support of the ratification of a new street grid and the City's rezoning process, this study focuses on the physical parameters of the public and private realm to ensure that its development will be in harmony with the vision established during the City's Rezoning Process and through the Downtown Master Plan. Phase I focuses on analyzing and synthesizing the existing and proposed conditions for Downtown in order to establish a baseline to help inform the rezoning process and a series of Urban Design Frameworks within Phase II of this study.

Phase II: Urban Design Framework

This phase focuses on illustrating the physical aspects of Downtown's public and private realm as informed by the City's rezoning process and new street grid ratification. Those parameters were utilized to create technical frameworks for street types, sustainability, and development in order to assist in communicating the City's goals & physical development parameters for the development of Downtown Avondale Estates'.

Phase III: Development Test Fits

In order to assist the City and DDA in understanding the development potential afforded by the new street grid and zoning rewrite, several "development test fits" were conducted for the blocks highlighted in green below. Utilizing the Phase II: Development Framework as a guide, these studies look at the varying ways in which different types of development may fit on these newly formed blocks and include a general order of magnitude of their sizes. These "test fits" are strictly for study purposes and only to help visualize density. They are not a reflection of a desired development by any party and would require further study.

Avondale Estates Downtown Study

01.28.21 Presentation

INTENT

In support of the ratification of a new street grid and the City's rezoning process, this study focuses on the physical parameters of the public and private realm to ensure that its development will be in harmony with the vision established during the City's Rezoning Process and through the Downtown Master Plan. Phase I focuses on analyzing and synthesizing the existing and proposed conditions for Downtown in order to establish a baseline to help inform the rezoning process and a series of Urban Design Frameworks within Phase II of this study.

Phase I: Conditions Assessment & Considerations

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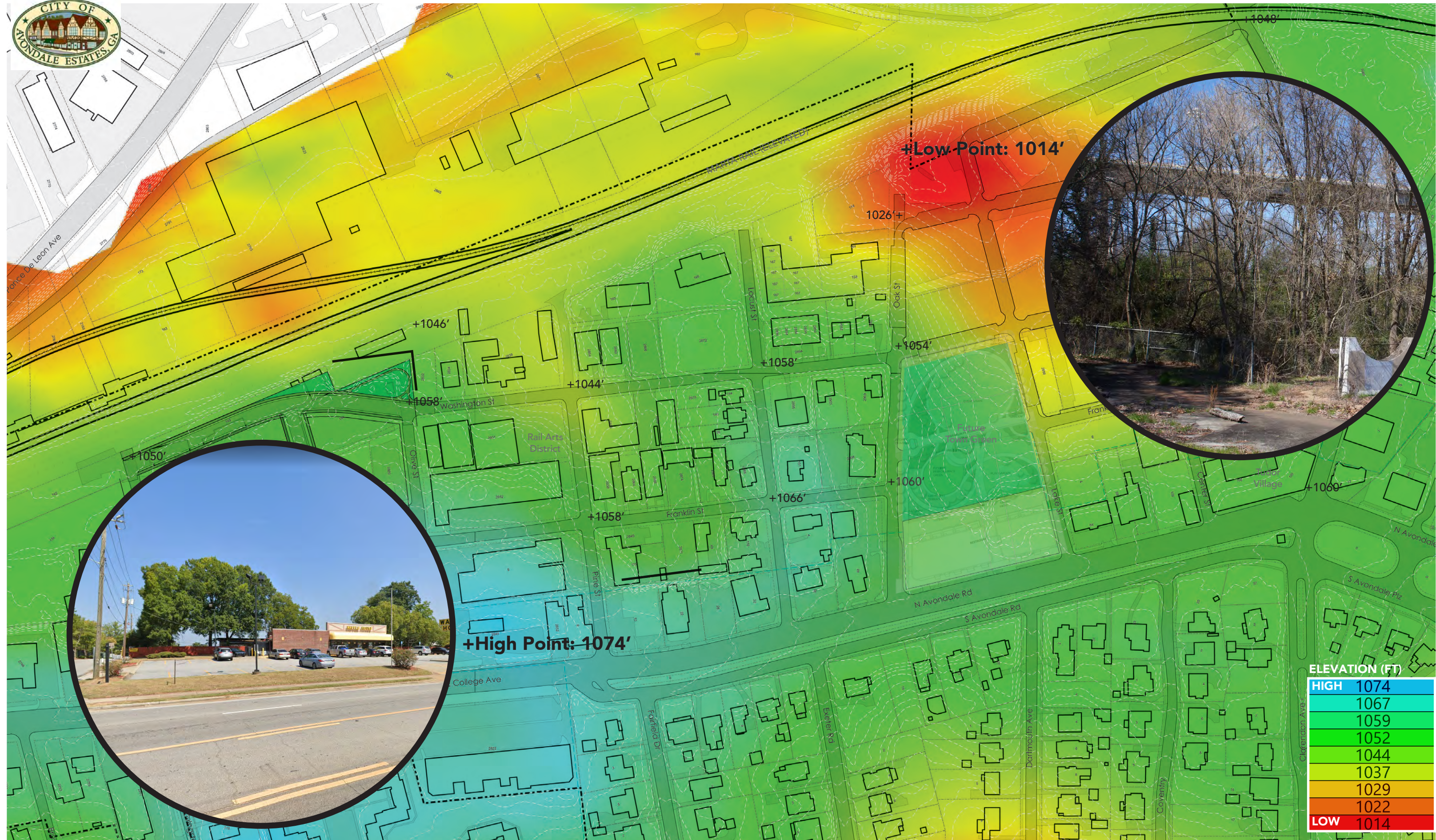


Avondale Estates Downtown Study

Phase I: General Conditions Assessment & Considerations



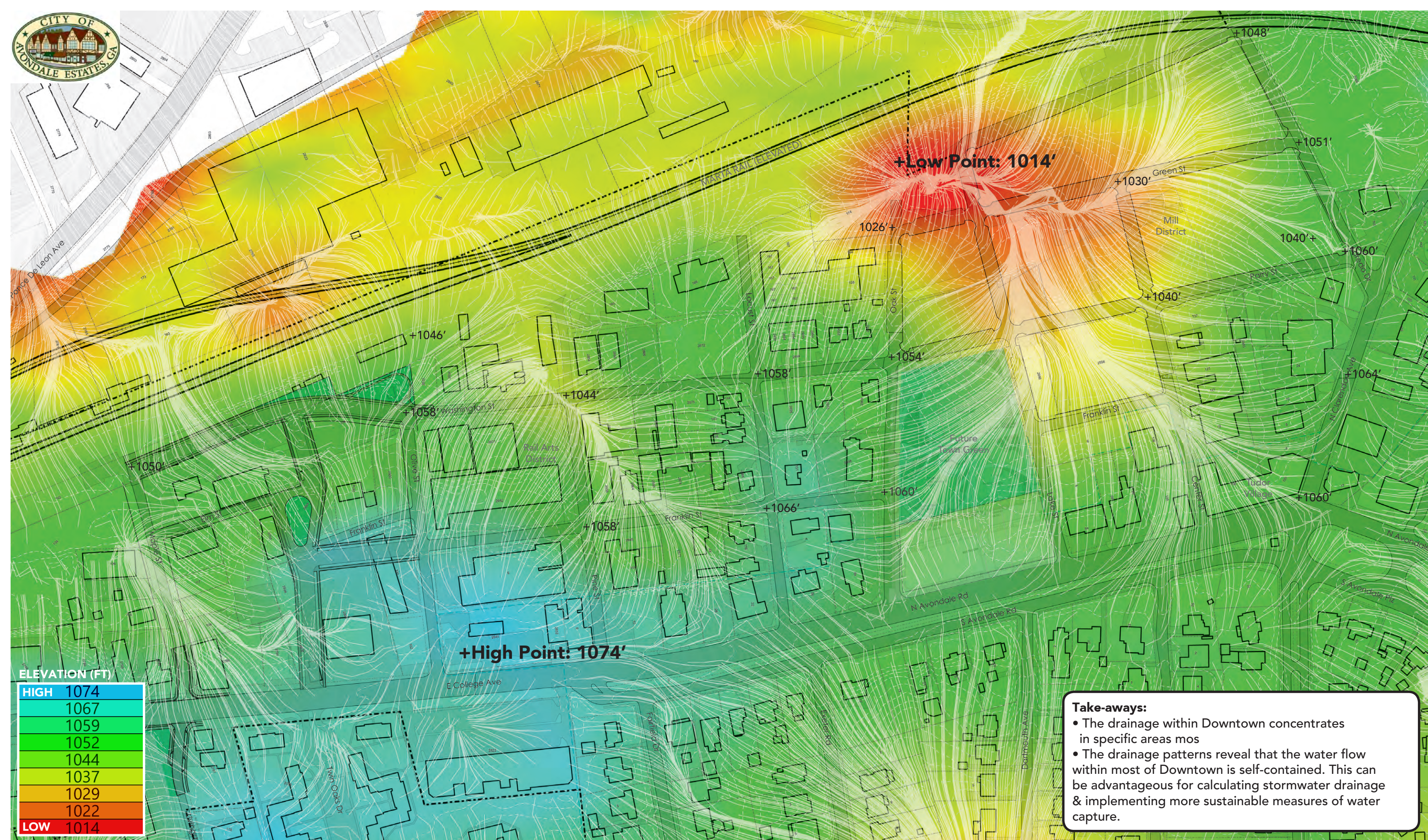
Current & Future Street Network Overlay
Avondale Estates Downtown Study



District Topographic Conditions

Avondale Estates Downtown Study

Note: Elevations are approximate and for study purposes only using Dekalb County GIS data.



ELEVATION (FT)

HIGH	1074
	1067
	1059
	1052
	1044
	1037
	1029
	1022
LOW	1014

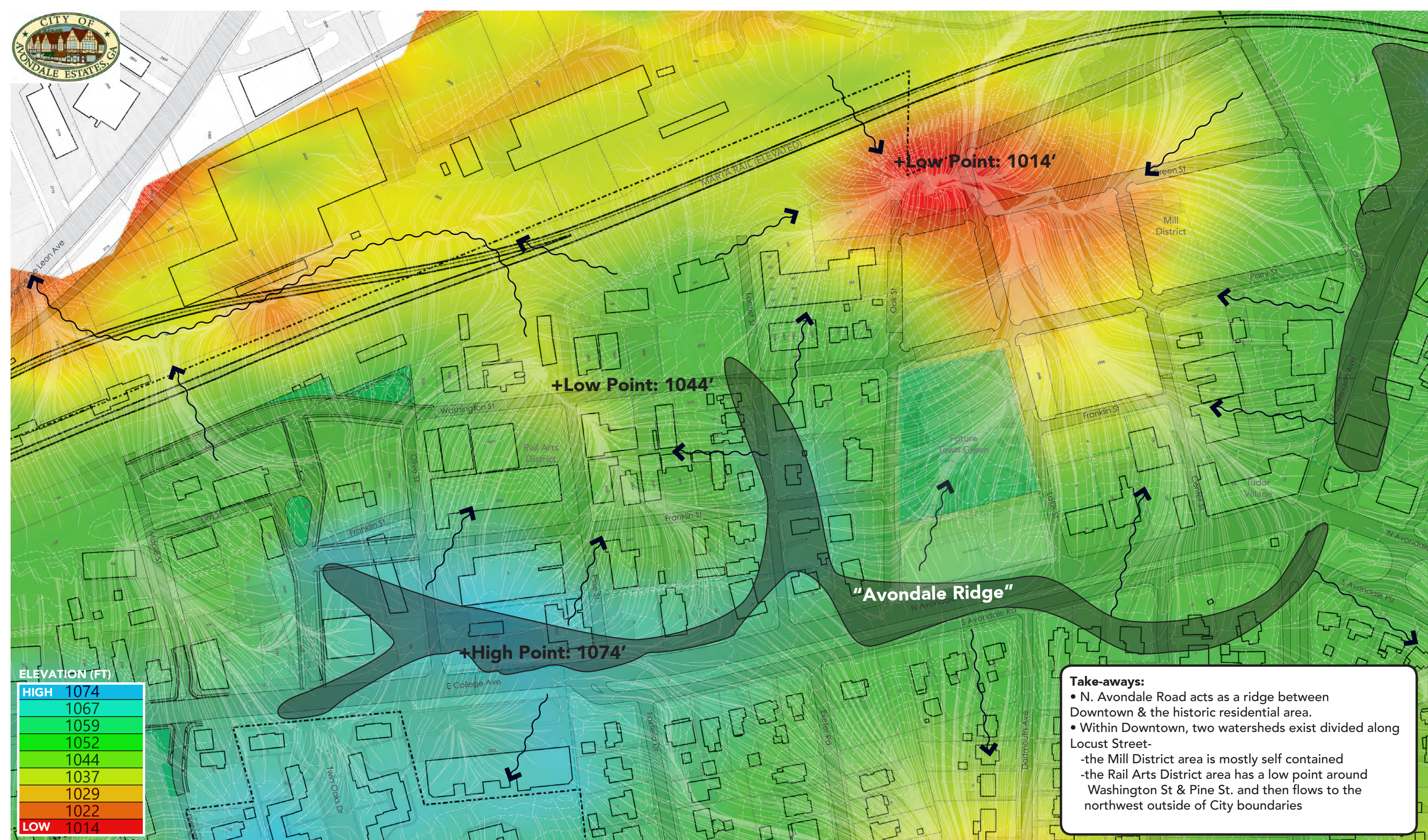
Take-aways:

- The drainage within Downtown concentrates in specific areas mos
- The drainage patterns reveal that the water flow within most of Downtown is self-contained. This can be advantageous for calculating stormwater drainage & implementing more sustainable measures of water capture.

Water Flow Concentrations

Avondale Estates Downtown Study

Note: Elevations & waterflow lines are approximate and for study purposes only.



ELEVATION (FT)

HIGH	1074
	1067
	1059
	1052
	1044
	1037
	1029
	1022
LOW	1014

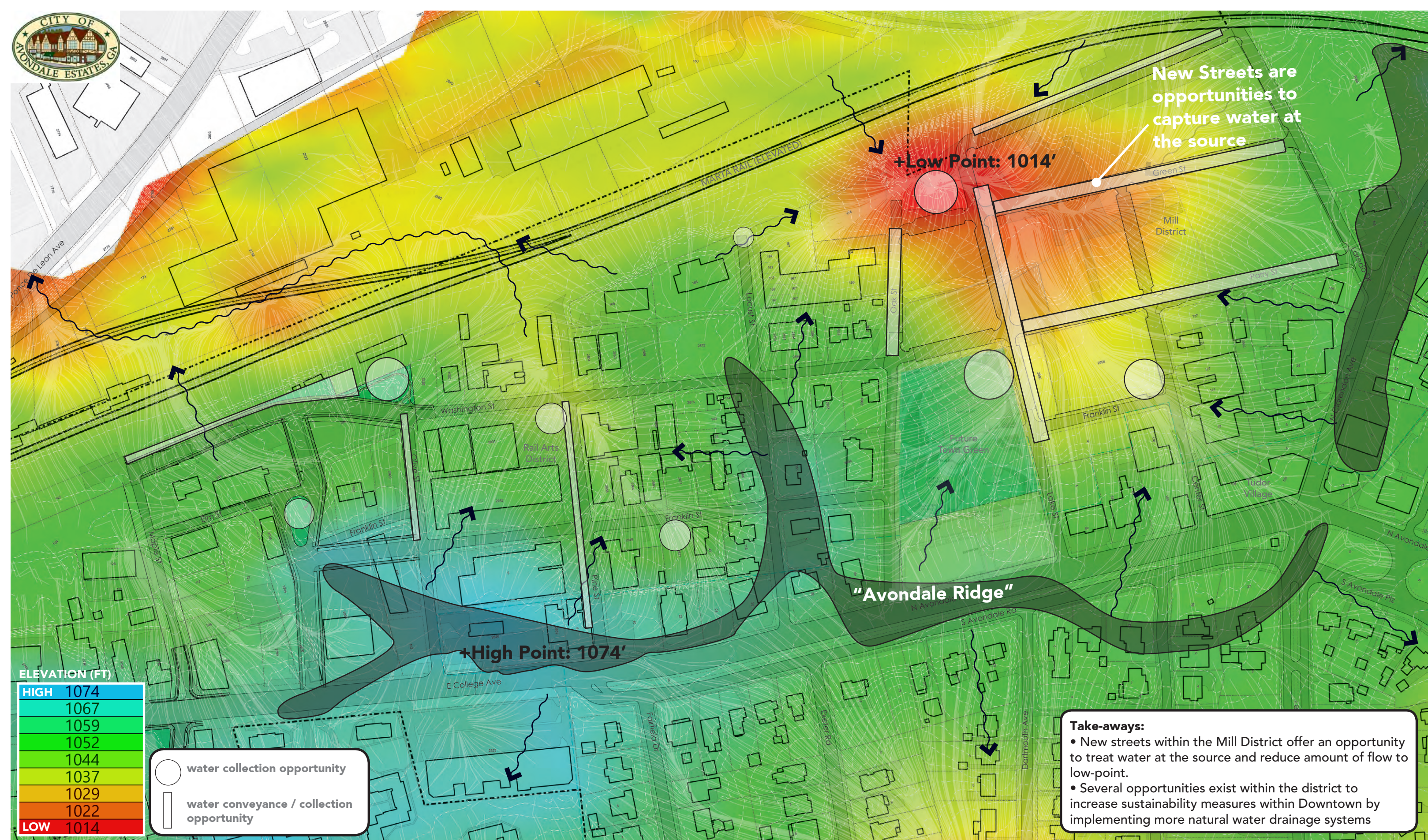
Take-aways:

- N. Avondale Road acts as a ridge between Downtown & the historic residential area.
- Within Downtown, two watersheds exist divided along Locust Street-
 - the Mill District area is mostly self contained
 - the Rail Arts District area has a low point around Washington St & Pine St. and then flows to the northwest outside of City boundaries

Watershed & Topographic Divisions

Avondale Estates Downtown Study

Note: Elevations are approximate and for study purposes only.



New Streets are opportunities to capture water at the source

+Low Point: 1014'

+High Point: 1074'

"Avondale Ridge"

ELEVATION (FT)

HIGH	1074
	1067
	1059
	1052
	1044
	1037
	1029
	1022
LOW	1014

○ water collection opportunity

□ water conveyance / collection opportunity

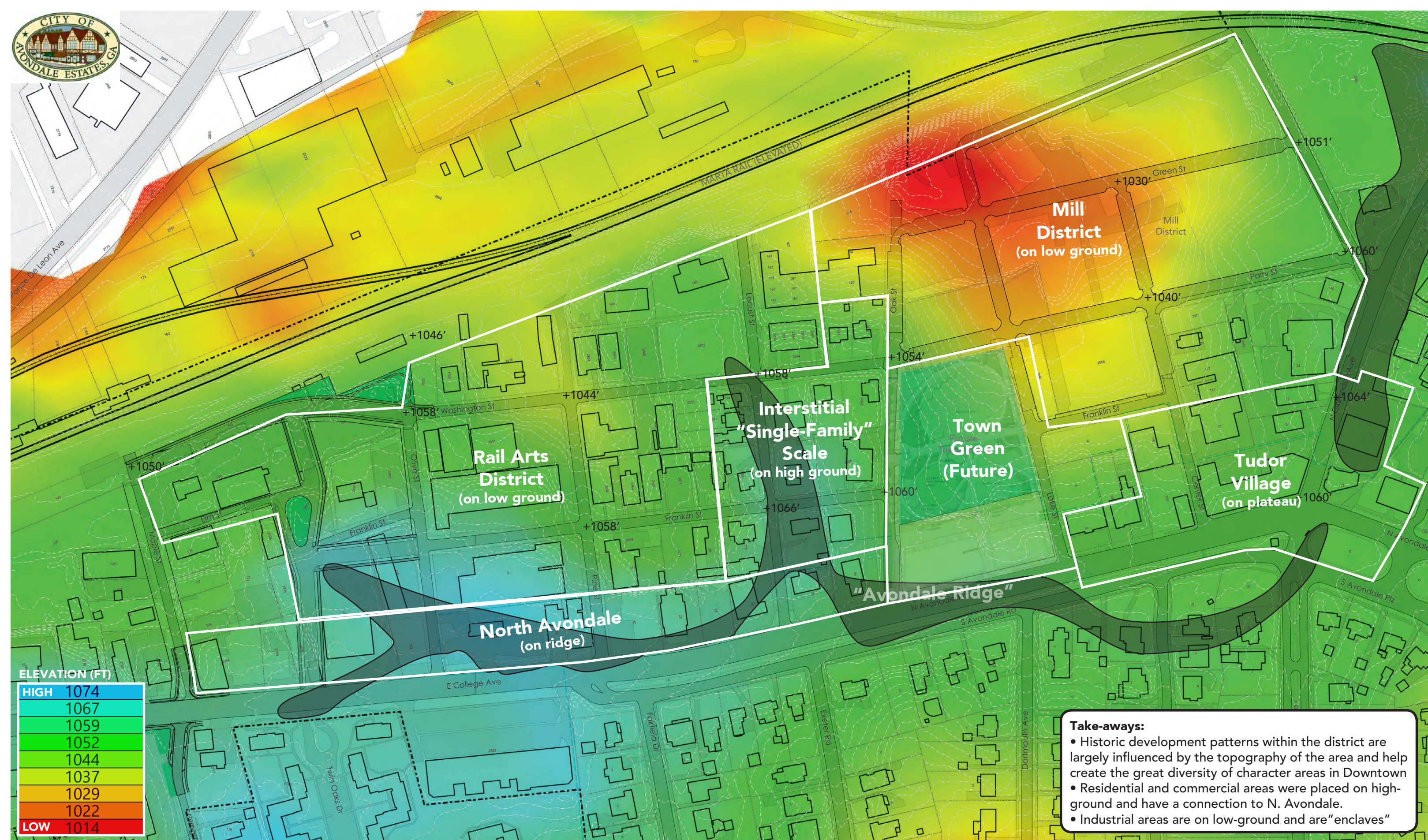
Take-aways:

- New streets within the Mill District offer an opportunity to treat water at the source and reduce amount of flow to low-point.
- Several opportunities exist within the district to increase sustainability measures within Downtown by implementing more natural water drainage systems

Initial Rain Water Considerations

Avondale Estates Downtown Study

Note: Elevations are approximate and for study purposes only.



ELEVATION (FT)

HIGH	1074
	1067
	1059
	1052
	1044
	1037
	1029
	1022
LOW	1014

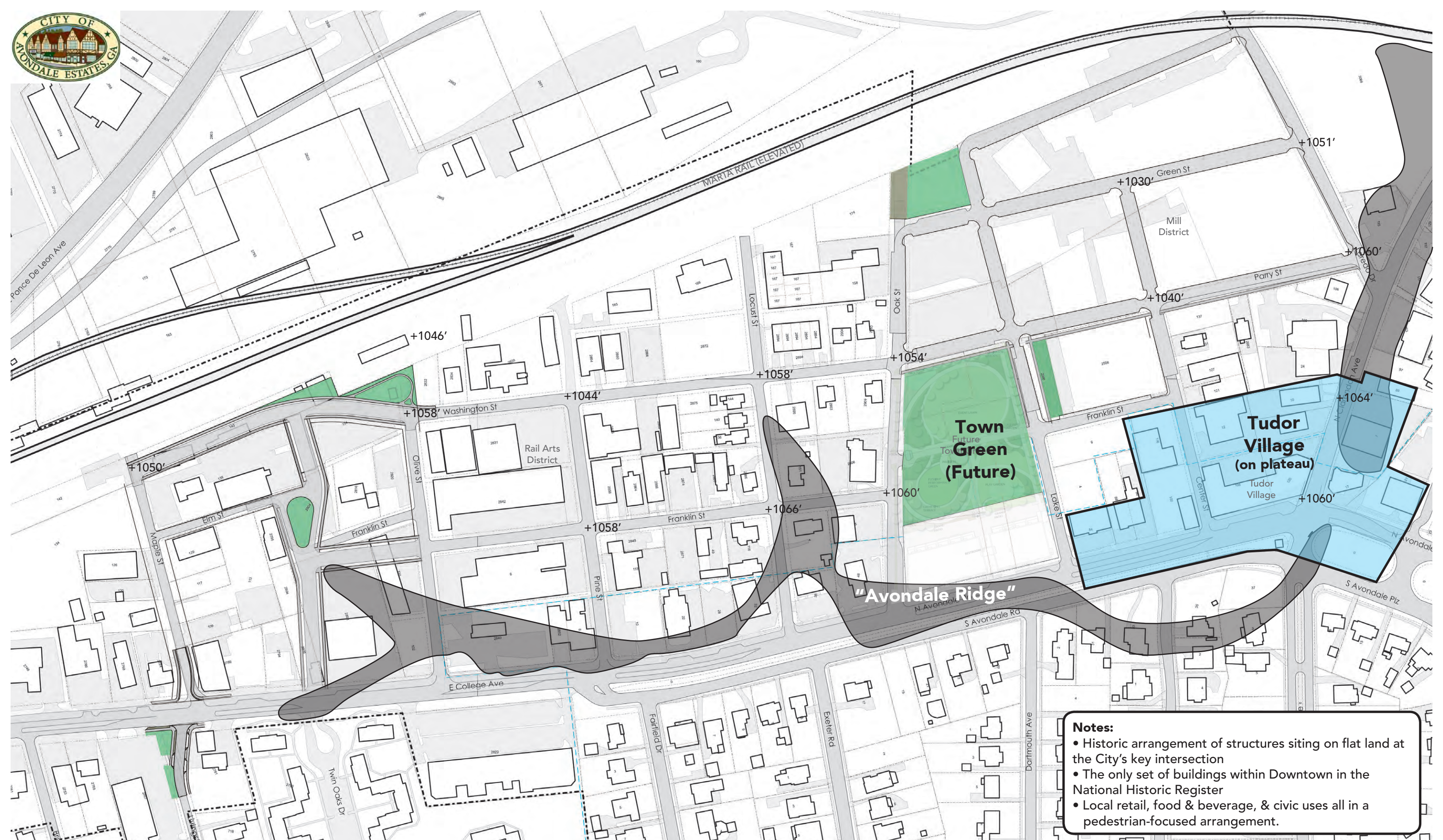
Take-aways:

- Historic development patterns within the district are largely influenced by the topography of the area and help create the great diversity of character areas in Downtown
- Residential and commercial areas were placed on high-ground and have a connection to N. Avondale.
- Industrial areas are on low-ground and are "enclaves"

District Character Areas

Avondale Estates Downtown Study

Note: Elevations are approximate and for study purposes only.



Notes:

- Historic arrangement of structures siting on flat land at the City's key intersection
- The only set of buildings within Downtown in the National Historic Register
- Local retail, food & beverage, & civic uses all in a pedestrian-focused arrangement.

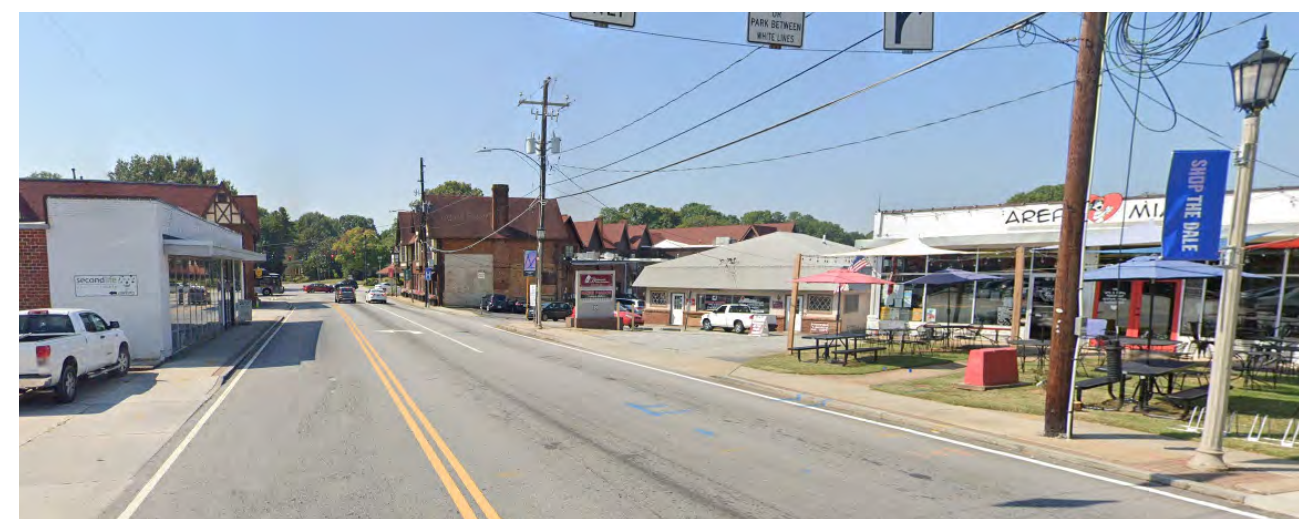
Character Area: Tudor Village
 Avondale Estates Downtown Study

Tudor Village

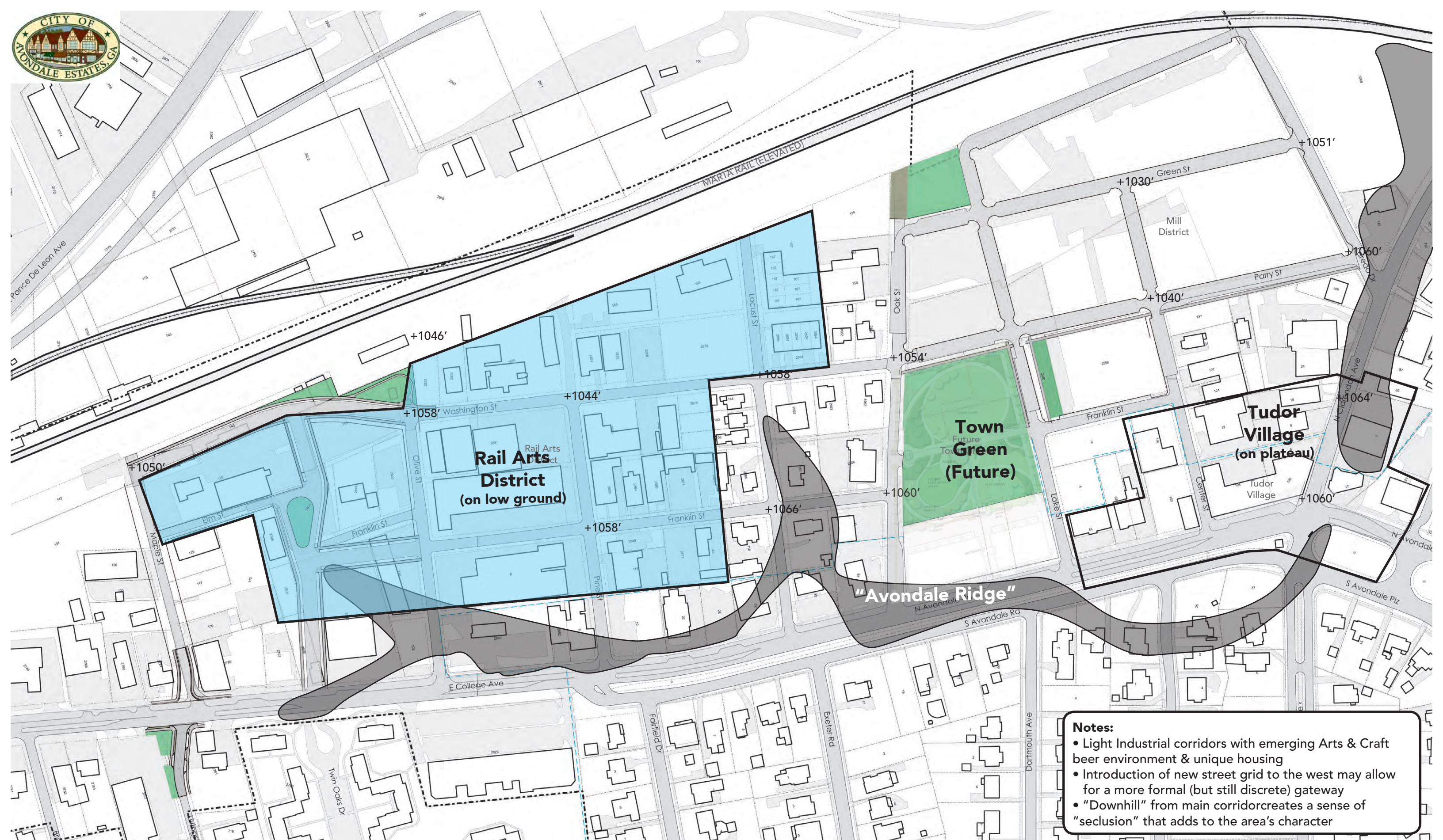


Massing & Scale:

- Historic fabric with feature 2-level Tudor-style commercial structures @ 36' in height
- Remaining commercial structures are 1-2 levels ranging from 16-24' feet in height
- Most structures address the street with a consistent rhythm of ±30' widths or bays (slight variation for Tudor)



Character Area Massing & Scale Avondale Estates Downtown Study

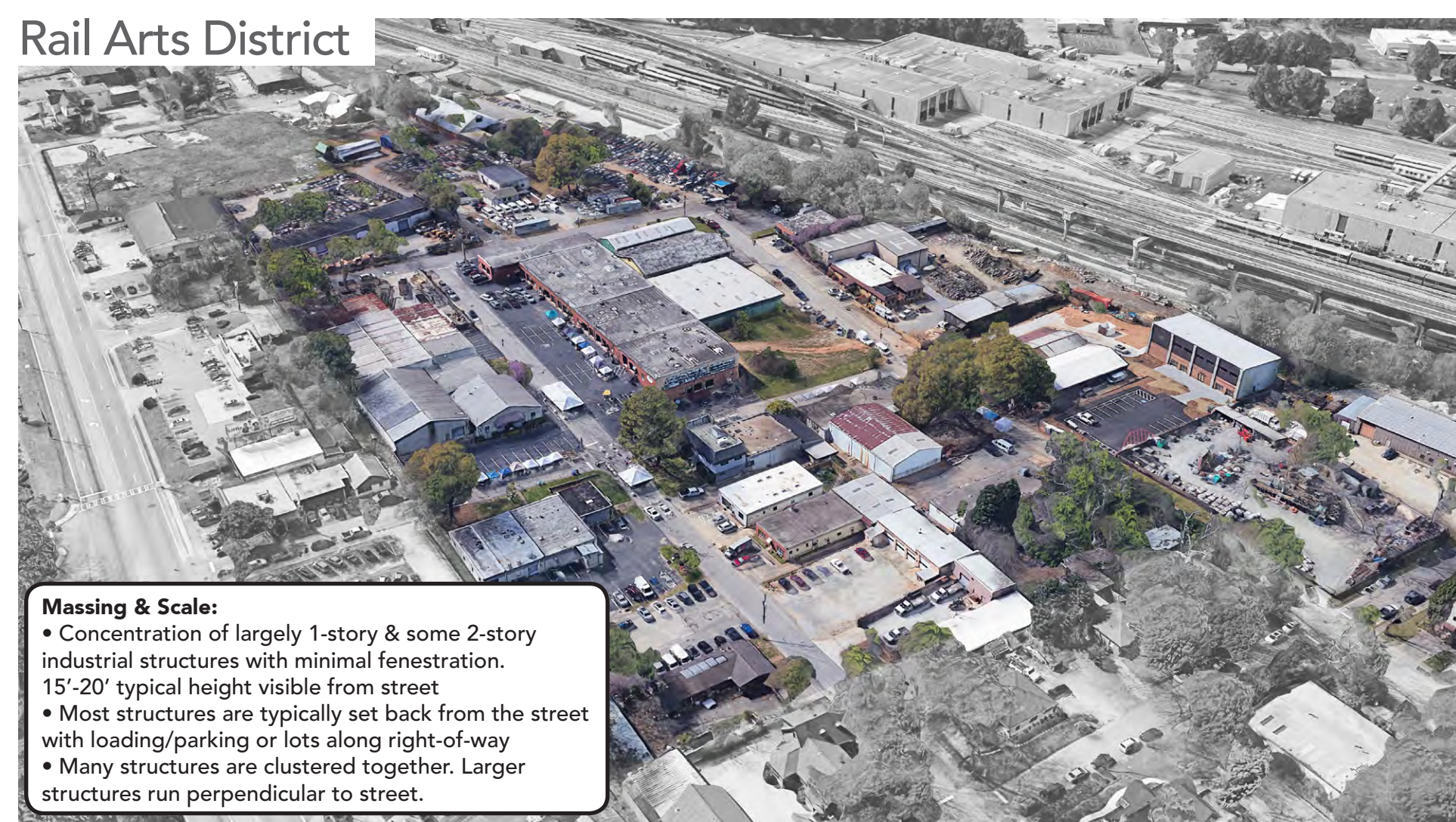


Notes:

- Light Industrial corridors with emerging Arts & Craft beer environment & unique housing
- Introduction of new street grid to the west may allow for a more formal (but still discrete) gateway
- "Downhill" from main corridor creates a sense of "seclusion" that adds to the area's character

Character Area: Rail Arts District
Avondale Estates Downtown Study

Rail Arts District

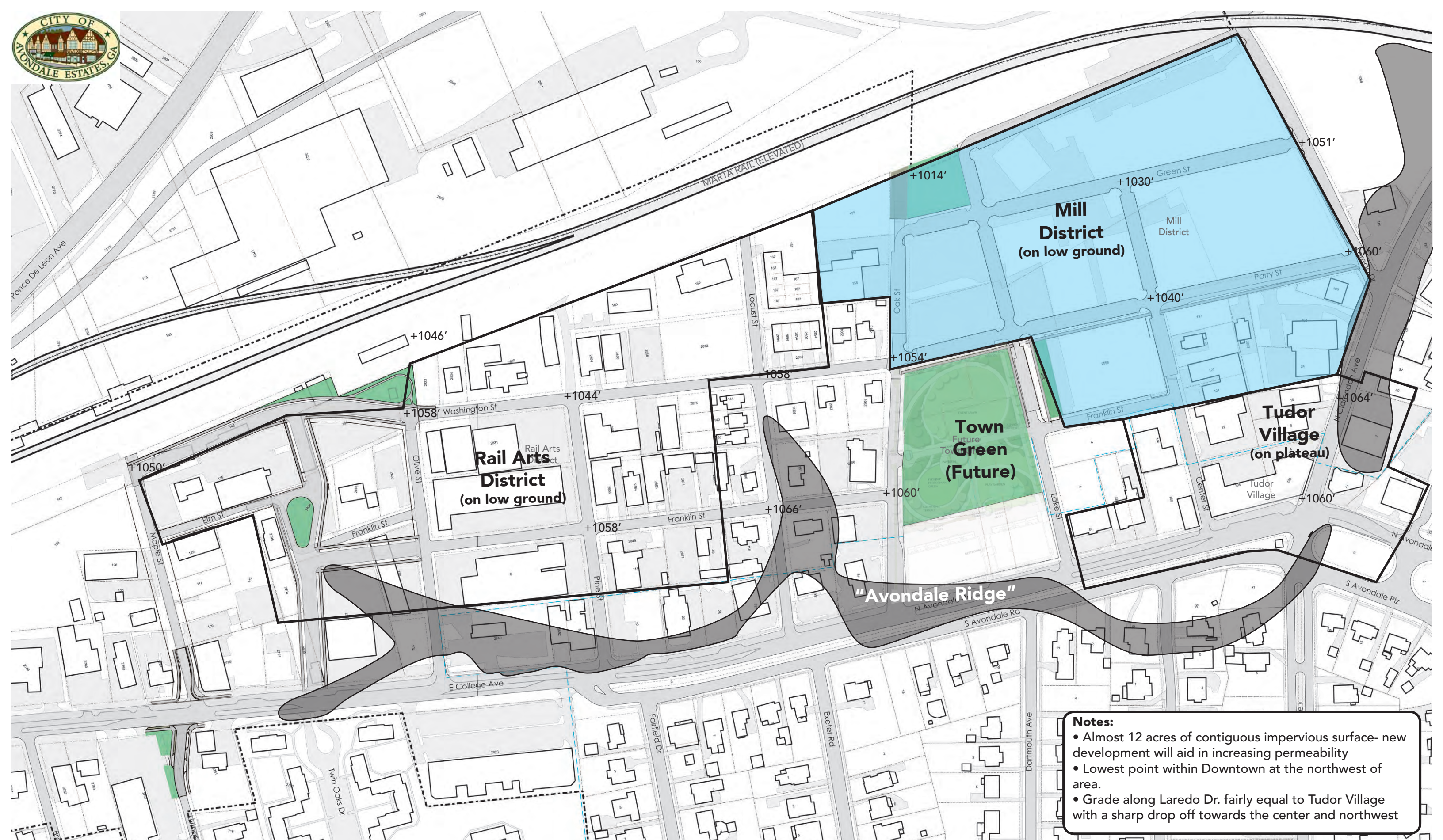


Massing & Scale:

- Concentration of largely 1-story & some 2-story industrial structures with minimal fenestration. 15'-20' typical height visible from street
- Most structures are typically set back from the street with loading/parking or lots along right-of-way
- Many structures are clustered together. Larger structures run perpendicular to street.



Character Area Massing & Scale Avondale Estates Downtown Study

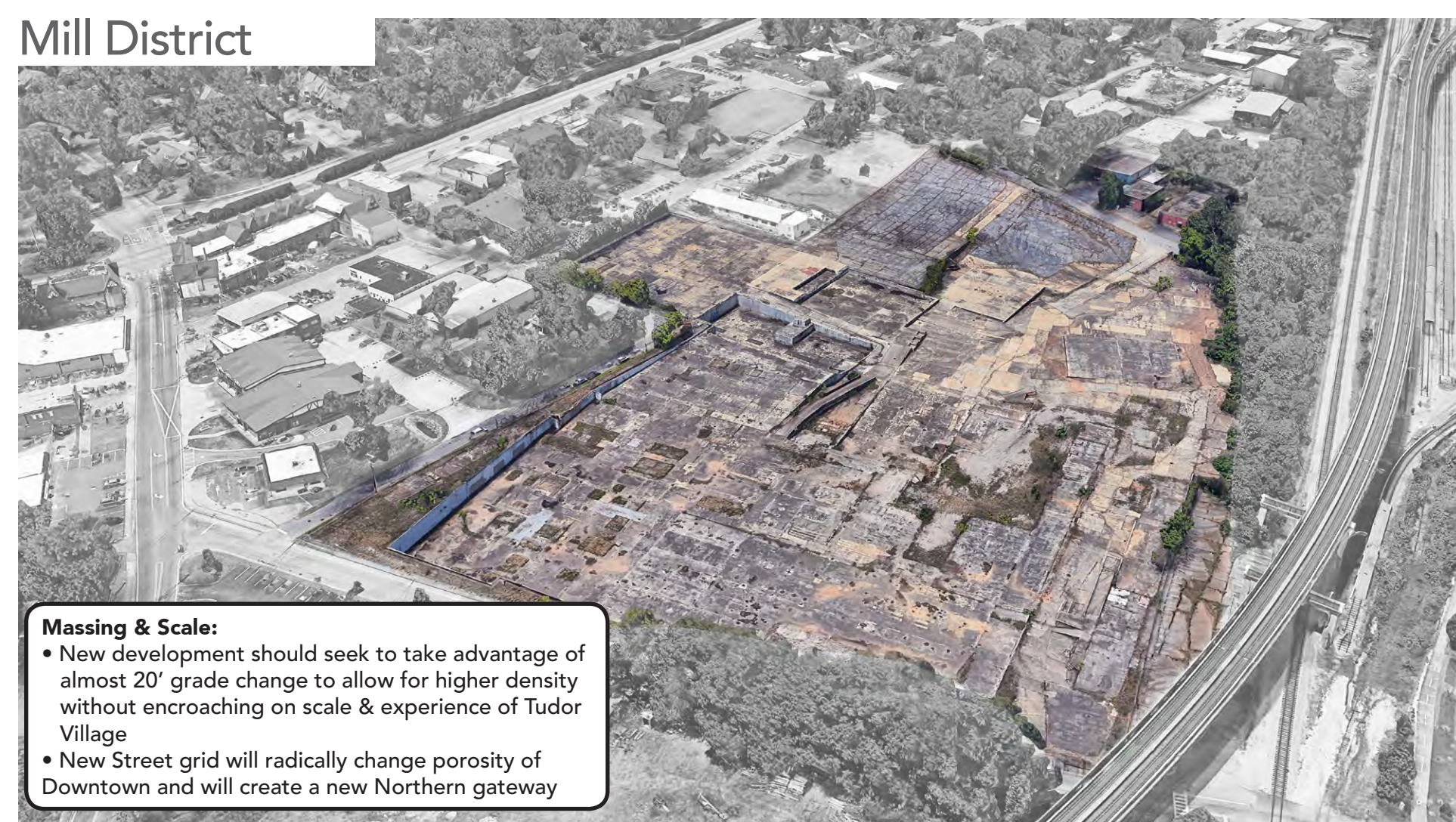


Notes:

- Almost 12 acres of contiguous impervious surface- new development will aid in increasing permeability
- Lowest point within Downtown at the northwest of area.
- Grade along Laredo Dr. fairly equal to Tudor Village with a sharp drop off towards the center and northwest

Character Area: Mill District
Avondale Estates Downtown Study

Mill District

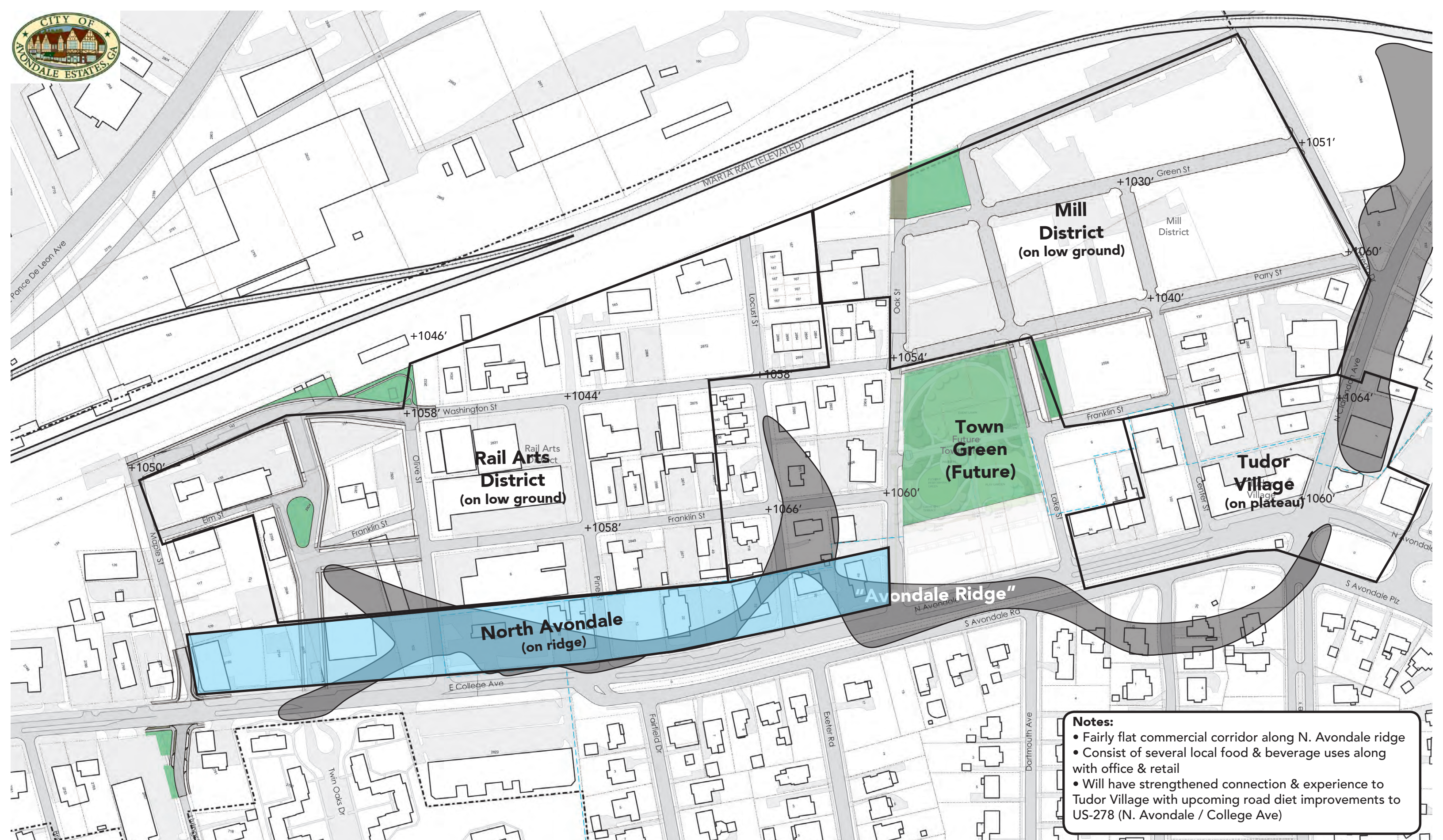


Massing & Scale:

- New development should seek to take advantage of almost 20' grade change to allow for higher density without encroaching on scale & experience of Tudor Village
- New Street grid will radically change porosity of Downtown and will create a new Northern gateway



Character Area: Mill District Avondale Estates Downtown Study



Notes:

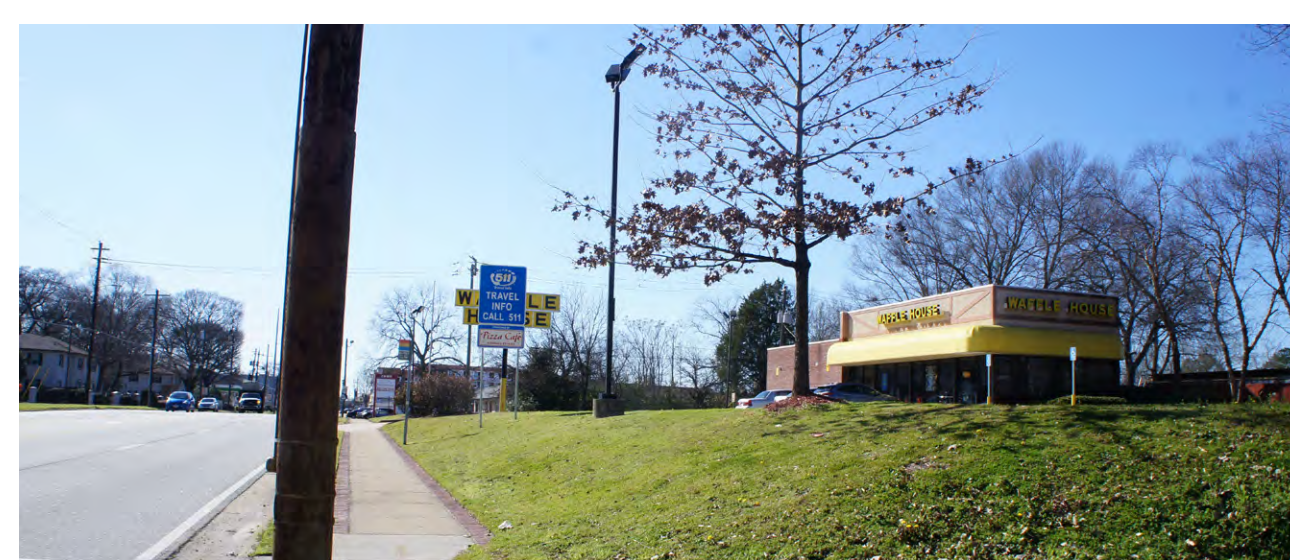
- Fairly flat commercial corridor along N. Avondale ridge
- Consist of several local food & beverage uses along with office & retail
- Will have strengthened connection & experience to Tudor Village with upcoming road diet improvements to US-278 (N. Avondale / College Ave)

Character Area: North Avondale
 Avondale Estates Downtown Study

North Avondale

Massing & Scale:

- Consist of largely 1-story narrow commercial structures at about 15-24' in height.
- Most structures are close to the street with small parking lots between structure & sidewalk.
- Despite car-centric lot developments (many curb cuts & drive-aisles) the fundamental make-up of the corridor has the potential to be very pedestrian friendly



Character Area Massing & Scale Avondale Estates Downtown Study

Interstitial Single-Family Scale Fabric



Massing & Scale:

- Largely 1-story single-family scale structures @ ±16-24' in height with one 2-story historic structure and 1-story post-office
- Residential structures are placed 15-18' from the R.O.W and in the front-center of the parcel. Typical of residential setbacks
- Scale pairs well with Rail Arts District. Care should be taken to maintain environment as growth occurs.



Character Area Massing & Scale Avondale Estates Downtown Study



Existing east/west streets are part of sense of place & already function as "shared" streets.



New viewshed of Washington St/ Perry St connection will change the perception of connectivity into the Downtown Area. Most likely a high bike/ped/vehicular street.

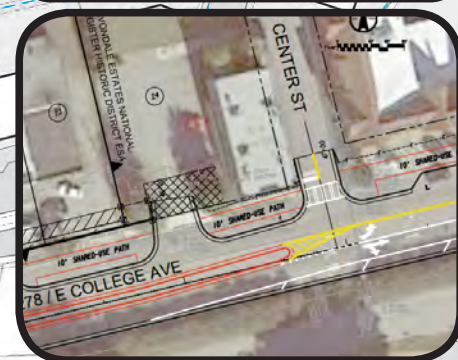
Streets most likely to be resident access / minimum traffic. Residential focus.



Creation of new "A" street, encourages use of Maple Street as a "B" street (New frontage for existing brewery.)

East/West extension opportunity to expand pedestrian-focused street network

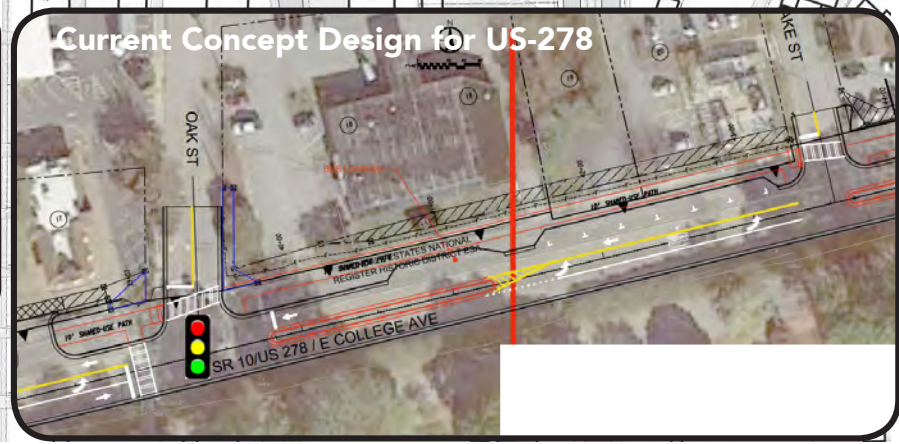
New street grid establishes Center Street as a good street for service & access. US-278 updates limit access.



High point can be a potential gateway for Rail Arts District / Downtown

North / South Streets serve more as "access" focused streets / mobility

Potential for High vehicular traffic w/ town green & new development. US-278 updates adds light to Oak Street & turn lanes to both streets



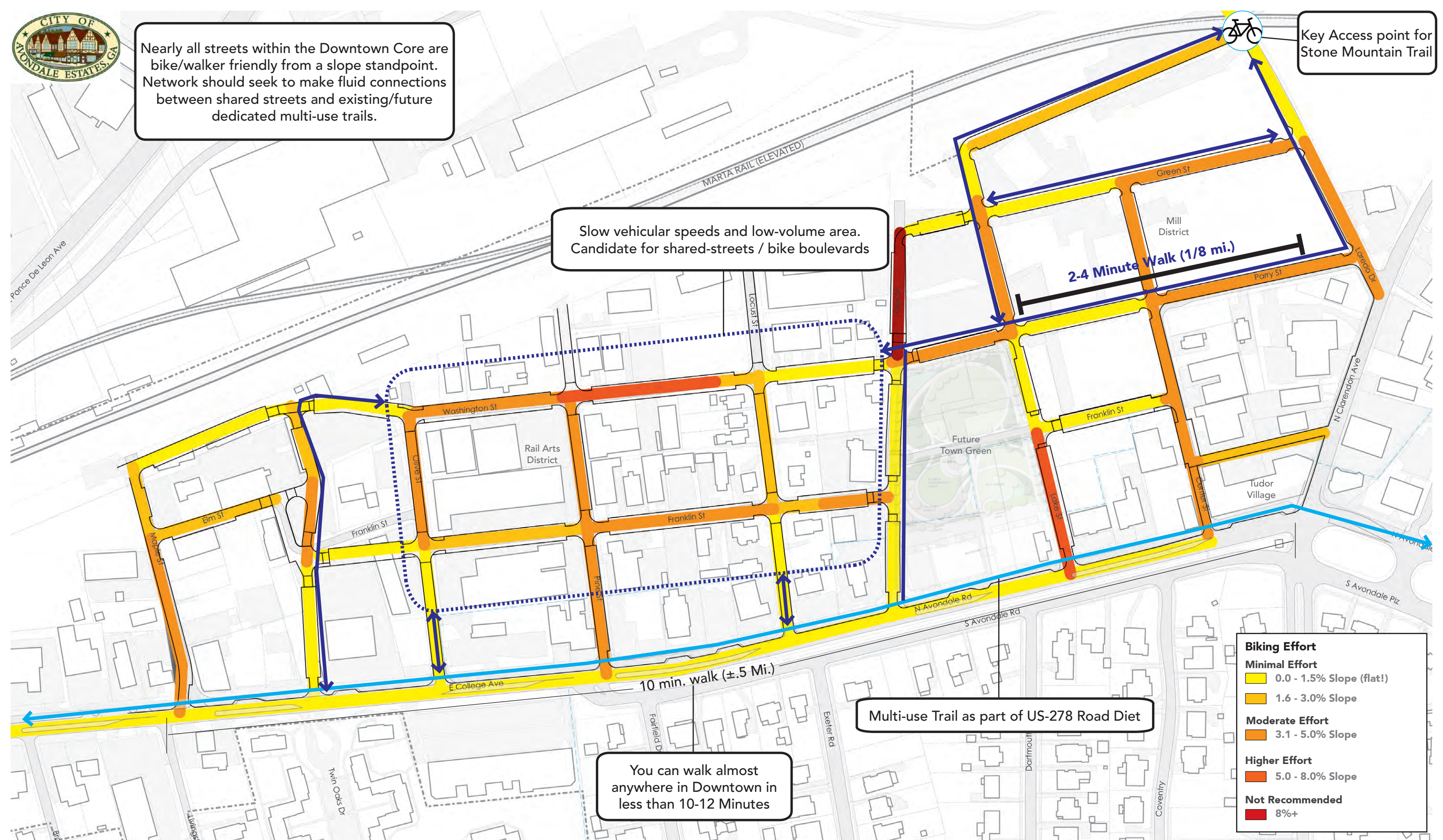
Mobility Access & Circulation Analysis Avondale Estates Downtown Study



Nearly all streets within the Downtown Core are bike/walker friendly from a slope standpoint. Network should seek to make fluid connections between shared streets and existing/future dedicated multi-use trails.

Slow vehicular speeds and low-volume area. Candidate for shared-streets / bike boulevards

Key Access point for Stone Mountain Trail



2-4 Minute Walk (1/8 mi.)

10 min. walk (±.5 Mi.)

Multi-use Trail as part of US-278 Road Diet

You can walk almost anywhere in Downtown in less than 10-12 Minutes

Biking Effort	
Minimal Effort	0.0 - 1.5% Slope (flat!)
	1.6 - 3.0% Slope
Moderate Effort	3.1 - 5.0% Slope
Higher Effort	5.0 - 8.0% Slope
Not Recommended	8%+



Existing Public Parking

Avondale Estates Downtown Study

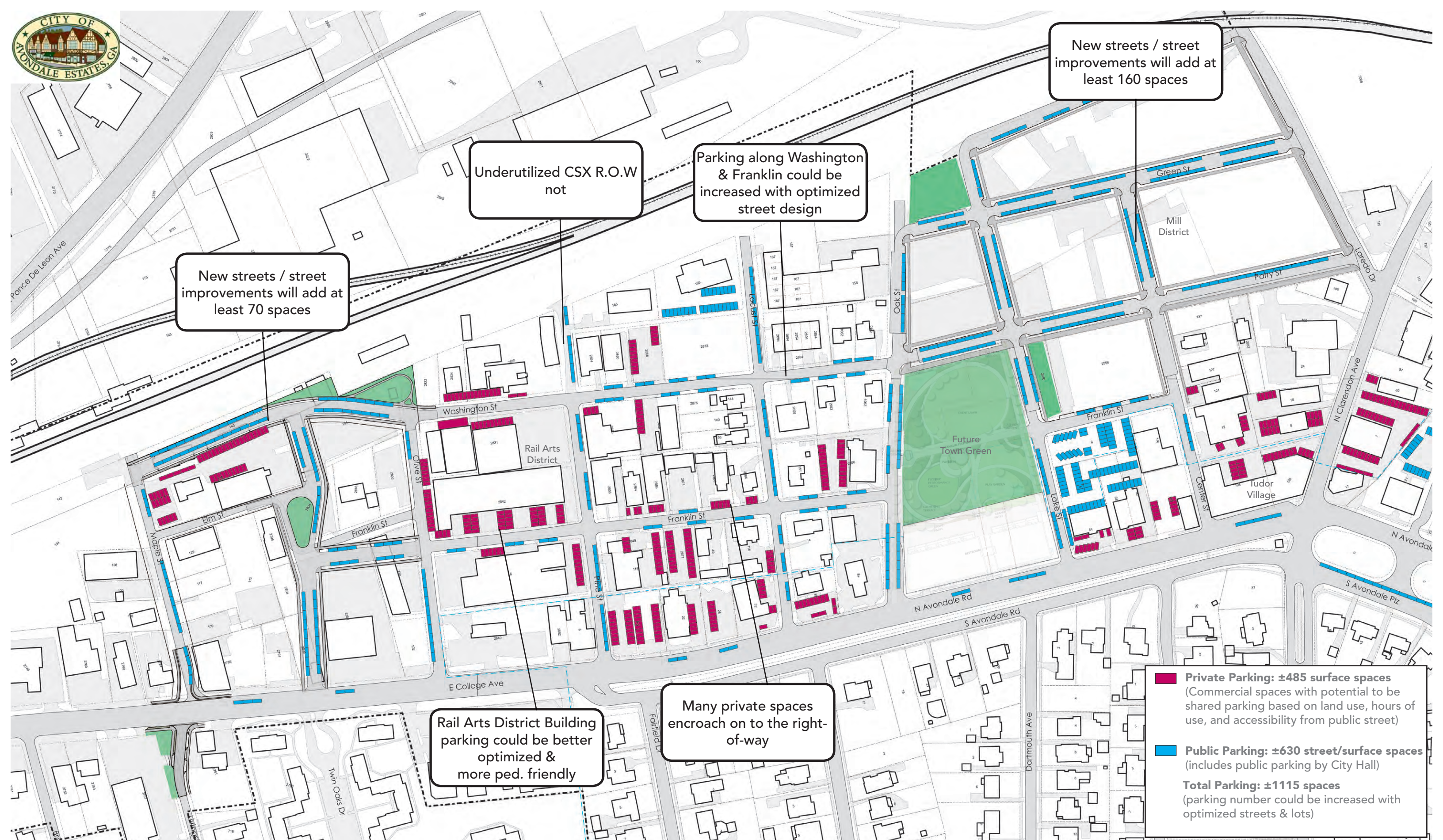
Note: Parking counts were approximated based on aerial views, site visit, and Delkab County GIS data. Counts are approximate but conservative



Existing Public & Private Commercial Parking

Avondale Estates Downtown Study

Note: Parking counts were calculated based on aerial views, site visit, and Delkab County GIS data. Counts are approximate but conservative



New streets / street improvements will add at least 160 spaces

Underutilized CSX R.O.W not

Parking along Washington & Franklin could be increased with optimized street design

New streets / street improvements will add at least 70 spaces

Rail Arts District Building parking could be better optimized & more ped. friendly

Many private spaces encroach on to the right-of-way

- **Private Parking: ±485 surface spaces**
(Commercial spaces with potential to be shared parking based on land use, hours of use, and accessibility from public street)
- **Public Parking: ±630 street/surface spaces**
(includes public parking by City Hall)
- Total Parking: ±1115 spaces**
(parking number could be increased with optimized streets & lots)

Baseline Potential Future Parking Avondale Estates Downtown Study

Note: Parking counts were calculated based on aerial views, site visit, and Delkab County GIS data. Counts are approximate but conservative



Private Parking: ±132 surface spaces
 (Commercial spaces with potential to be shared parking based on land use, hours of use, and accessibility from public street)

Public Parking: ±317 street/surface spaces
 (includes public parking by City Hall)

Total Parking: ±449 spaces
 (parking number could be increased with optimized streets & lots)

Parking within 2 to 4 Minute Walk: Tudor Village

Avondale Estates Downtown Study

Note: Parking counts were calculated based on aerial views, site visit, and Delkab County GIS data. Counts are approximate but conservative



Parking within 2 to 4 Minute Walk: Town Green

Avondale Estates Downtown Study

Note: Parking counts were calculated based on aerial views, site visit, and Delkab County GIS data. Counts are approximate but conservative



Parking within 2 to 4 Minute Walk: Rail Arts Core

Avondale Estates Downtown Study

Note: Parking counts were calculated based on aerial views, site visit, and Delkab County GIS data. Counts are approximate but conservative



Private Parking: ±485 surface spaces
(with potential to be shared parking)

Public Parking: ±630 street/surface spaces
(includes public parking by City Hall)

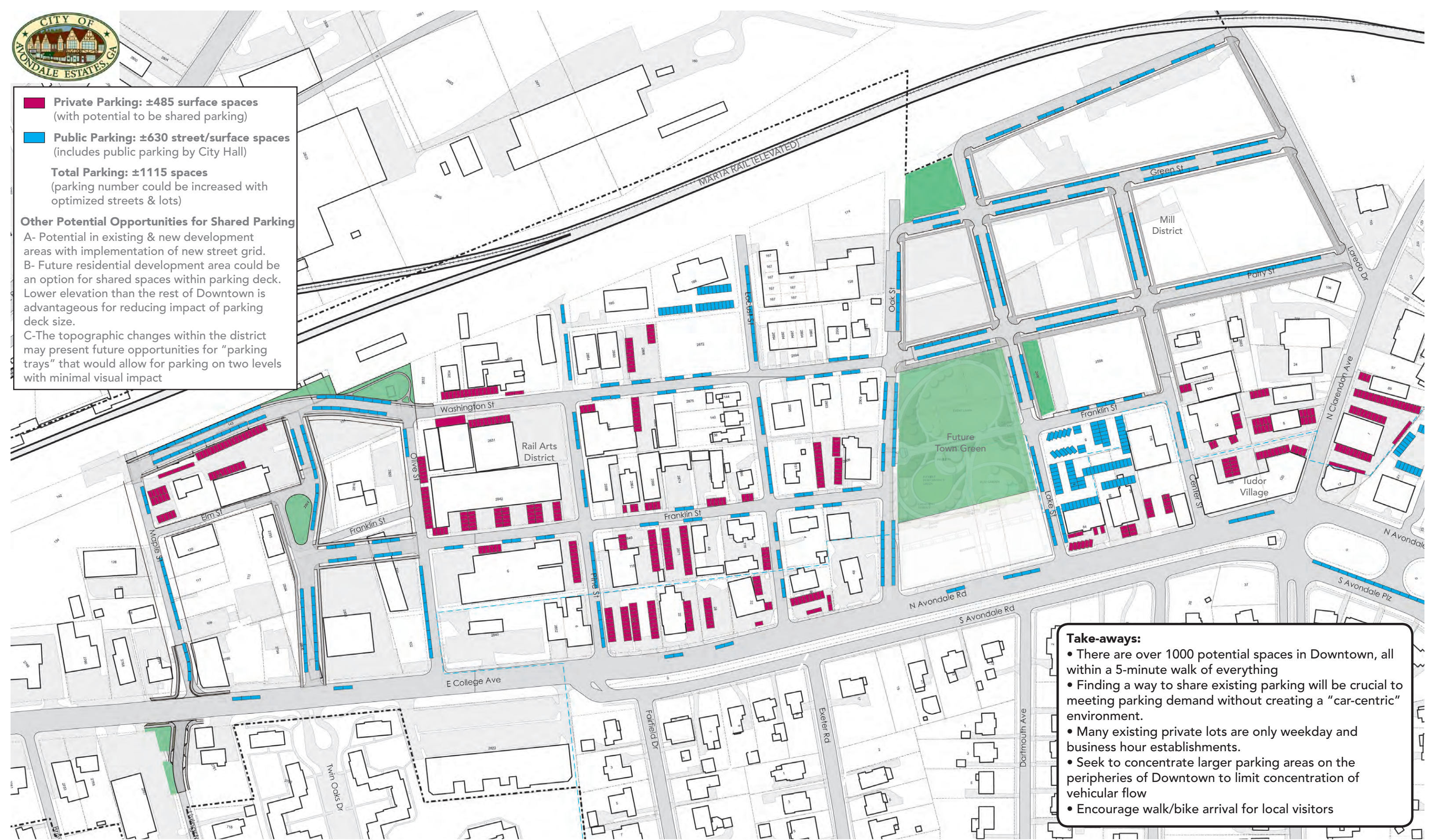
Total Parking: ±1115 spaces
(parking number could be increased with optimized streets & lots)

Other Potential Opportunities for Shared Parking

A- Potential in existing & new development areas with implementation of new street grid.

B- Future residential development area could be an option for shared spaces within parking deck. Lower elevation than the rest of Downtown is advantageous for reducing impact of parking deck size.

C- The topographic changes within the district may present future opportunities for "parking trays" that would allow for parking on two levels with minimal visual impact



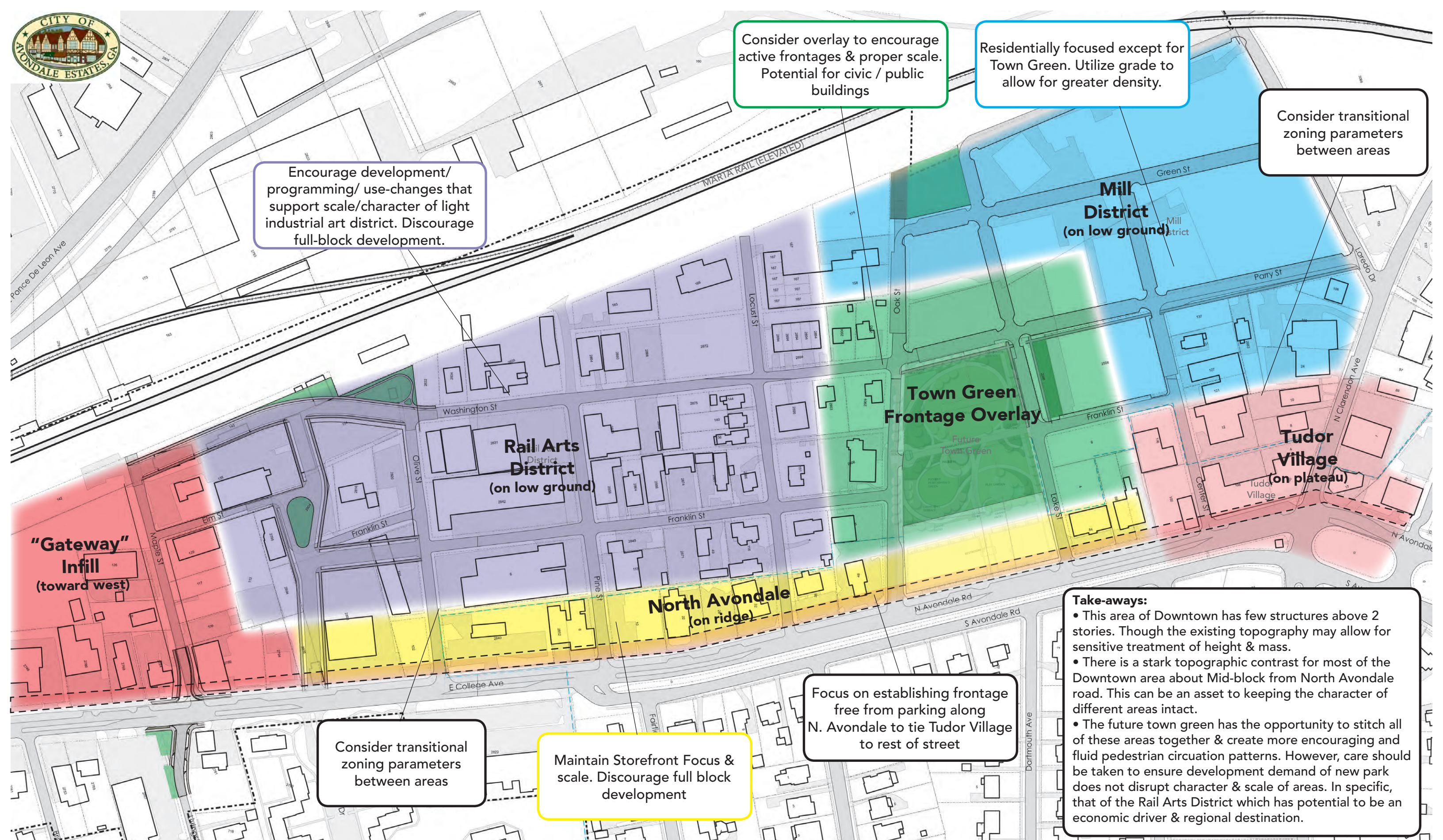
Take-aways:

- There are over 1000 potential spaces in Downtown, all within a 5-minute walk of everything
- Finding a way to share existing parking will be crucial to meeting parking demand without creating a "car-centric" environment.
- Many existing private lots are only weekday and business hour establishments.
- Seek to concentrate larger parking areas on the peripheries of Downtown to limit concentration of vehicular flow
- Encourage walk/bike arrival for local visitors

Parking Assessment Overview

Avondale Estates Downtown Study

Note: Parking counts were calculated based on aerial views, site visit, and Delcub County GIS data. Counts are approximate but conservative. Suggested parking locations are for study purposes only. Not a development proposal.



Consider overlay to encourage active frontages & proper scale. Potential for civic / public buildings

Residentially focused except for Town Green. Utilize grade to allow for greater density.

Consider transitional zoning parameters between areas

Encourage development/ programming/ use-changes that support scale/character of light industrial art district. Discourage full-block development.

"Gateway" Infill (toward west)

Rail Arts District (on low ground)

Town Green Frontage Overlay

Mill District (on low ground)

Tudor Village (on plateau)

North Avondale (on ridge)

Consider transitional zoning parameters between areas

Maintain Storefront Focus & scale. Discourage full block development

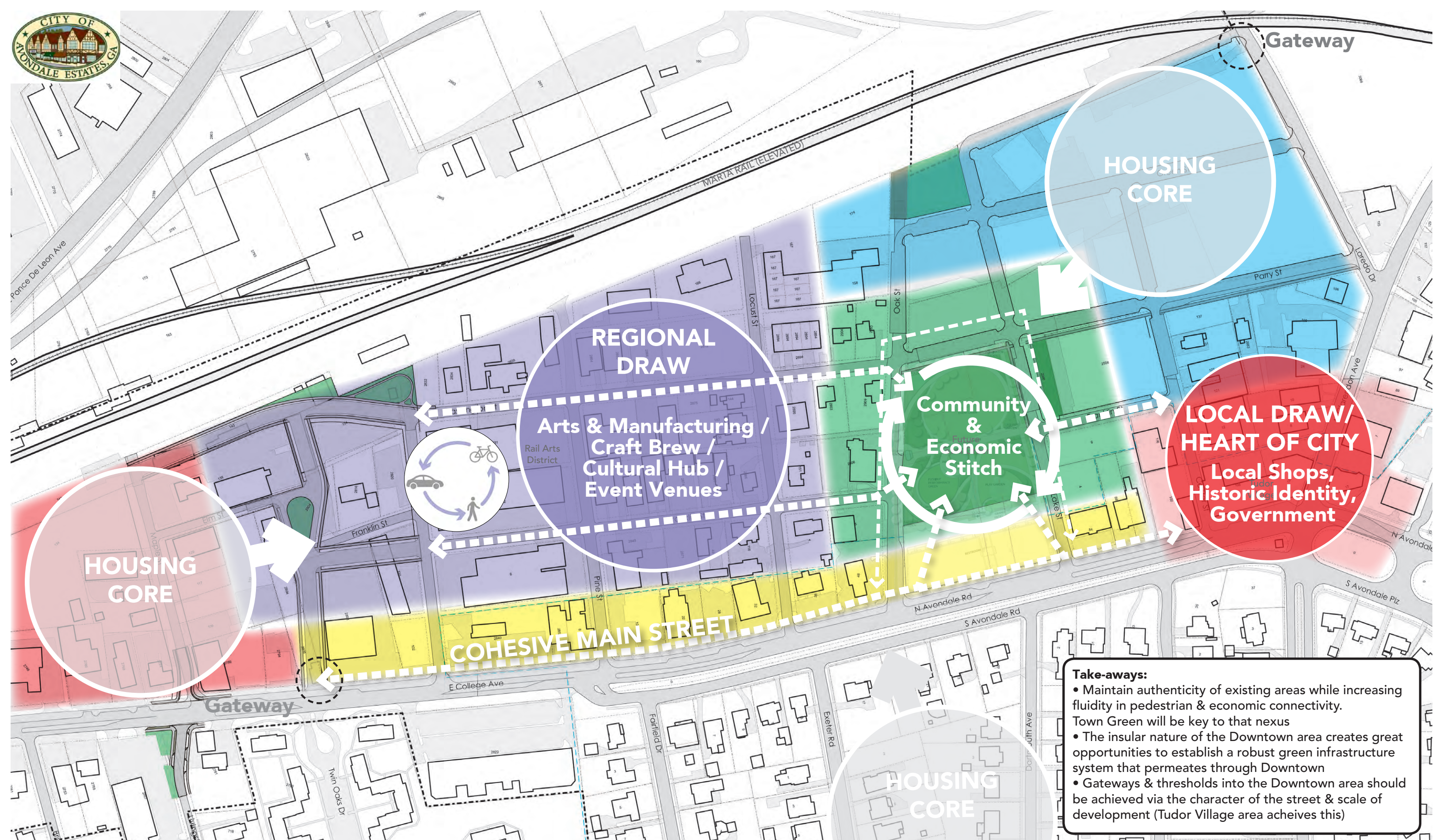
Focus on establishing frontage free from parking along N. Avondale to tie Tudor Village to rest of street

Take-aways:

- This area of Downtown has few structures above 2 stories. Though the existing topography may allow for sensitive treatment of height & mass.
- There is a stark topographic contrast for most of the Downtown area about Mid-block from North Avondale road. This can be an asset to keeping the character of different areas intact.
- The future town green has the opportunity to stitch all of these areas together & create more encouraging and fluid pedestrian circulation patterns. However, care should be taken to ensure development demand of new park does not disrupt character & scale of areas. In specific, that of the Rail Arts District which has potential to be an economic driver & regional destination.

Initial Mass & Scale Considerations Avondale Estates Downtown Study

Note: Areas above are meant to signify organization of mass & scale not specific delineation of "districts"



REGIONAL DRAW
 Arts & Manufacturing /
 Craft Brew /
 Cultural Hub /
 Event Venues

HOUSING CORE

HOUSING CORE

**LOCAL DRAW/
HEART OF CITY**
 Local Shops,
 Historic Identity,
 Government

HOUSING CORE

COHESIVE MAIN STREET

Take-aways:

- Maintain authenticity of existing areas while increasing fluidity in pedestrian & economic connectivity. Town Green will be key to that nexus
- The insular nature of the Downtown area creates great opportunities to establish a robust green infrastructure system that permeates through Downtown
- Gateways & thresholds into the Downtown area should be achieved via the character of the street & scale of development (Tudor Village area achieves this)

INTENT

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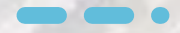


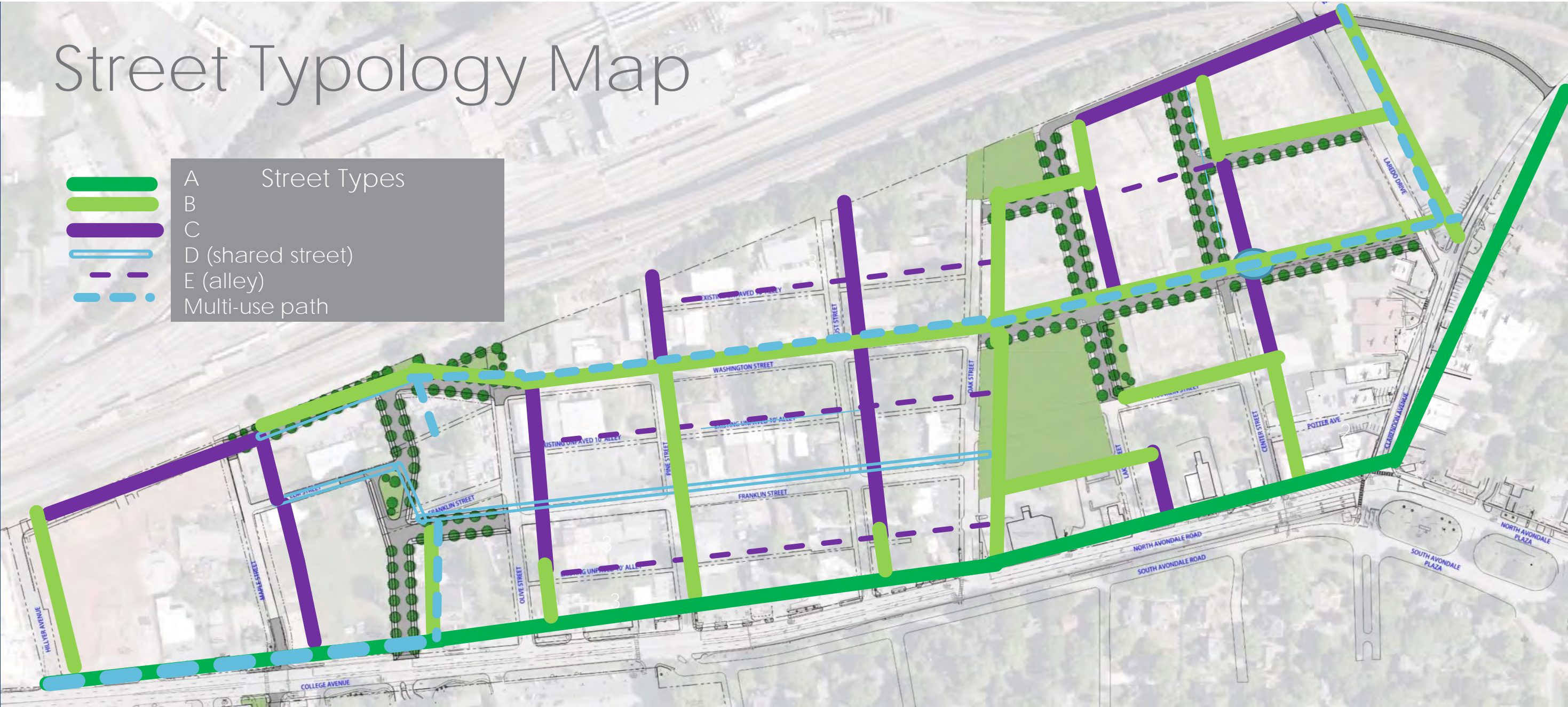
Avondale Estates Downtown Study

Phase II: Urban Design Framework

Street Typology Map

Street Types

-  A
-  B
-  C
-  D (shared street)
-  E (alley)
-  Multi-use path



Street Type	Landscape Zone	Sidewalk Zone	Supplemental Zone
Type A	10 feet*	10 feet	10-15 feet
Type B	6 feet	7 feet	5-10 feet
Type C	5 feet	5 feet	5 feet
Type D (shared street)	n/a	Shared	10-15 feet
Type E (alley)	None	None	5 feet

*5 feet when adjacent on-street parking provided



Street Types

Street Types

- Type A
- Type B
- Type C
- Shared Street
- Alley (existing, service access encouraged)
- Service Access Encouraged
- Multi-use Trail (proposed)
- Bicycle Boulevard Area
- Raised Intersection (proposed)

See Street Type Sections for Typical Dimensions



North Avondale / College St.
As the City's primary connective corridor, this street is under design via a separate study see City for Details

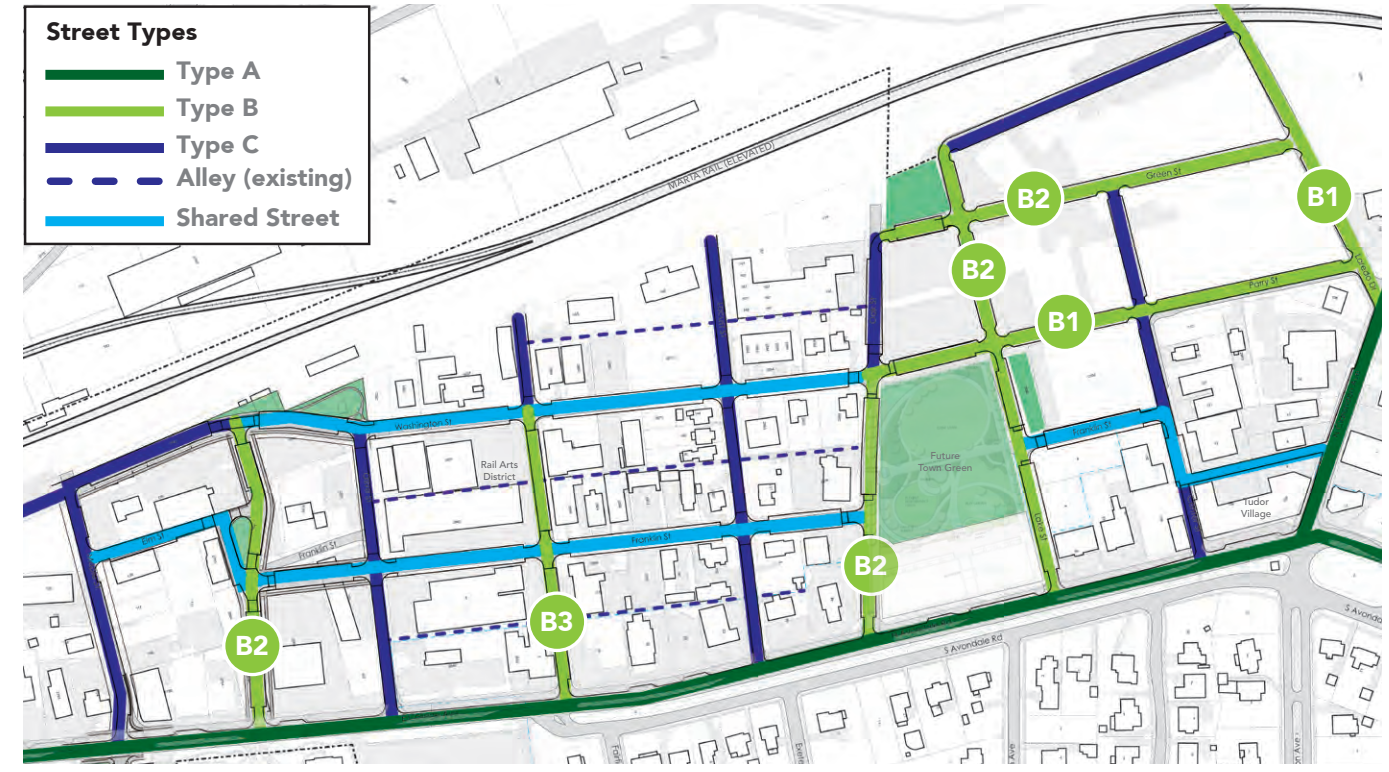
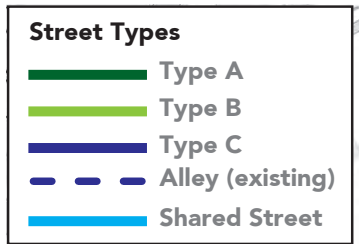
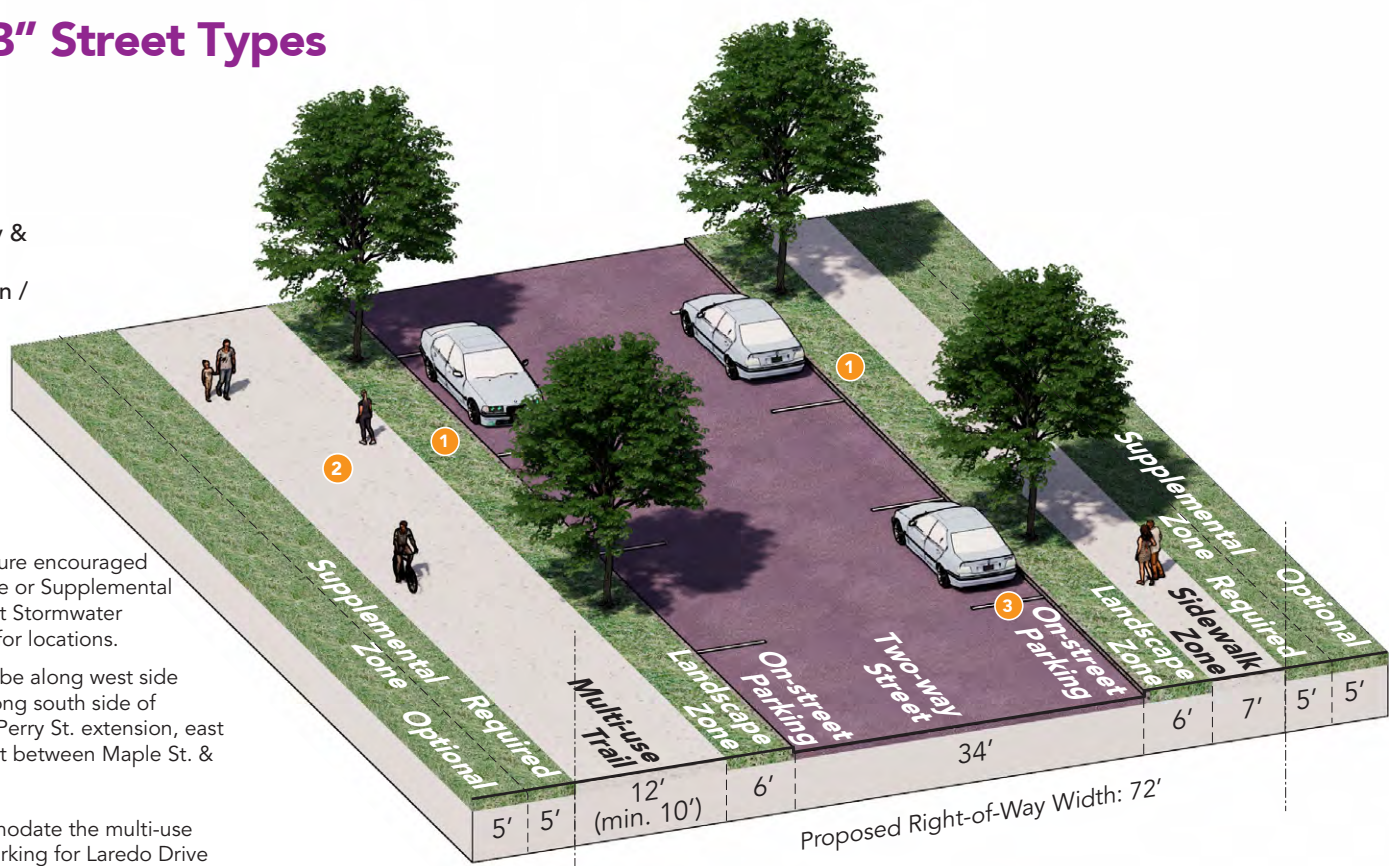
Street sections shown were developed based on street hierarchy defined during Re-zoning process. Streets were updated with sub-categories in order to reflect desired street hierarchy/character and to adjust to existing right-of-way and street conditions.

Typical "B" Street Types

B.1 Street

Key multimodal streets connecting Northern Gateway & Stone Mountain Trail to Town Green / Rail Arts District.

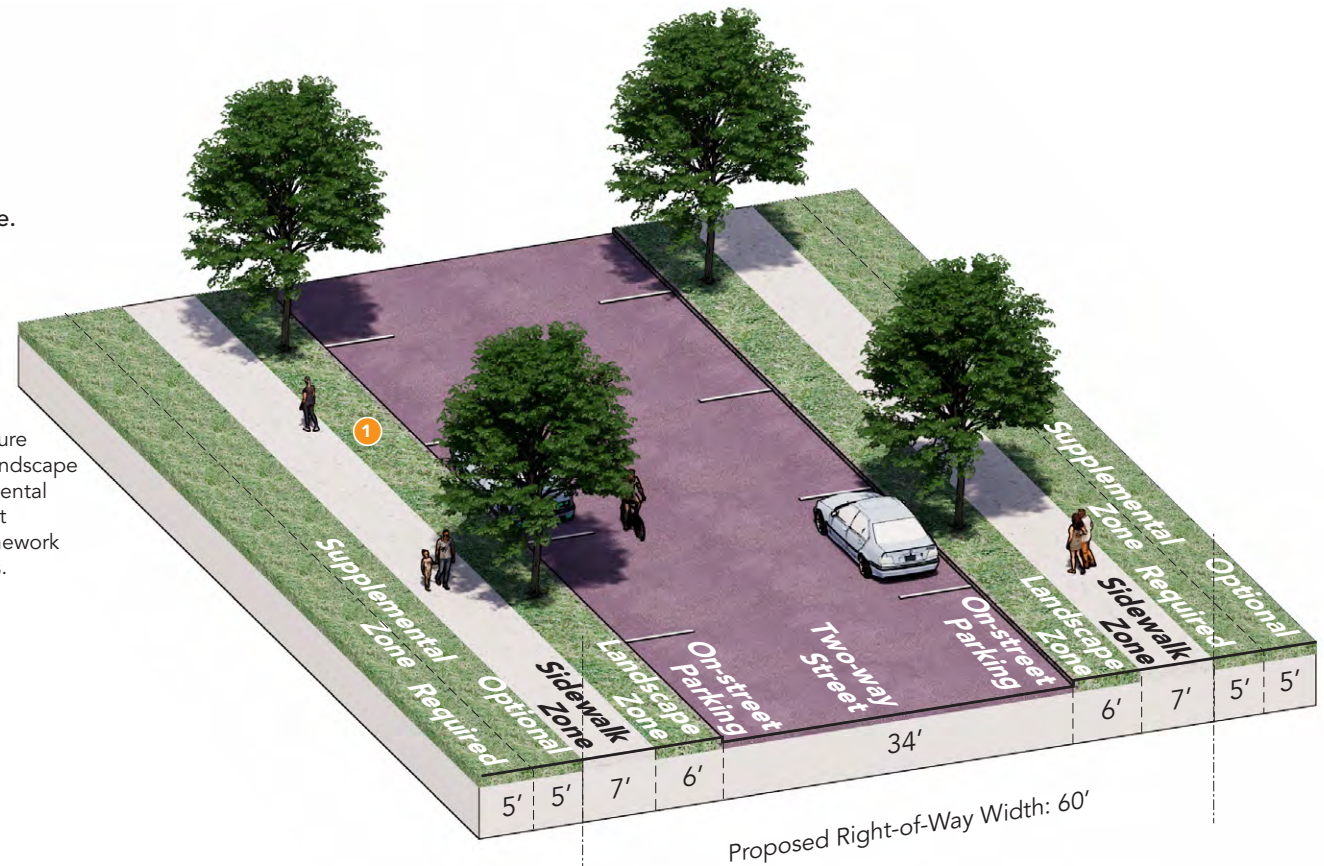
- 1 Green infrastructure encouraged in landscape zone or Supplemental Zone. See District Stormwater Framework Plan for locations.
- 2 Multi-use trail to be along west side of Laredo Dr., along south side of Washington St. /Perry St. extension, east side of new street between Maple St. & Olive Street.
- 3 In order to accommodate the multi-use trail, on-street parking for Laredo Drive is recommended on only one side of the street or not at all.



B.2 Street

Typical Walkable Street for new street grid frontage.

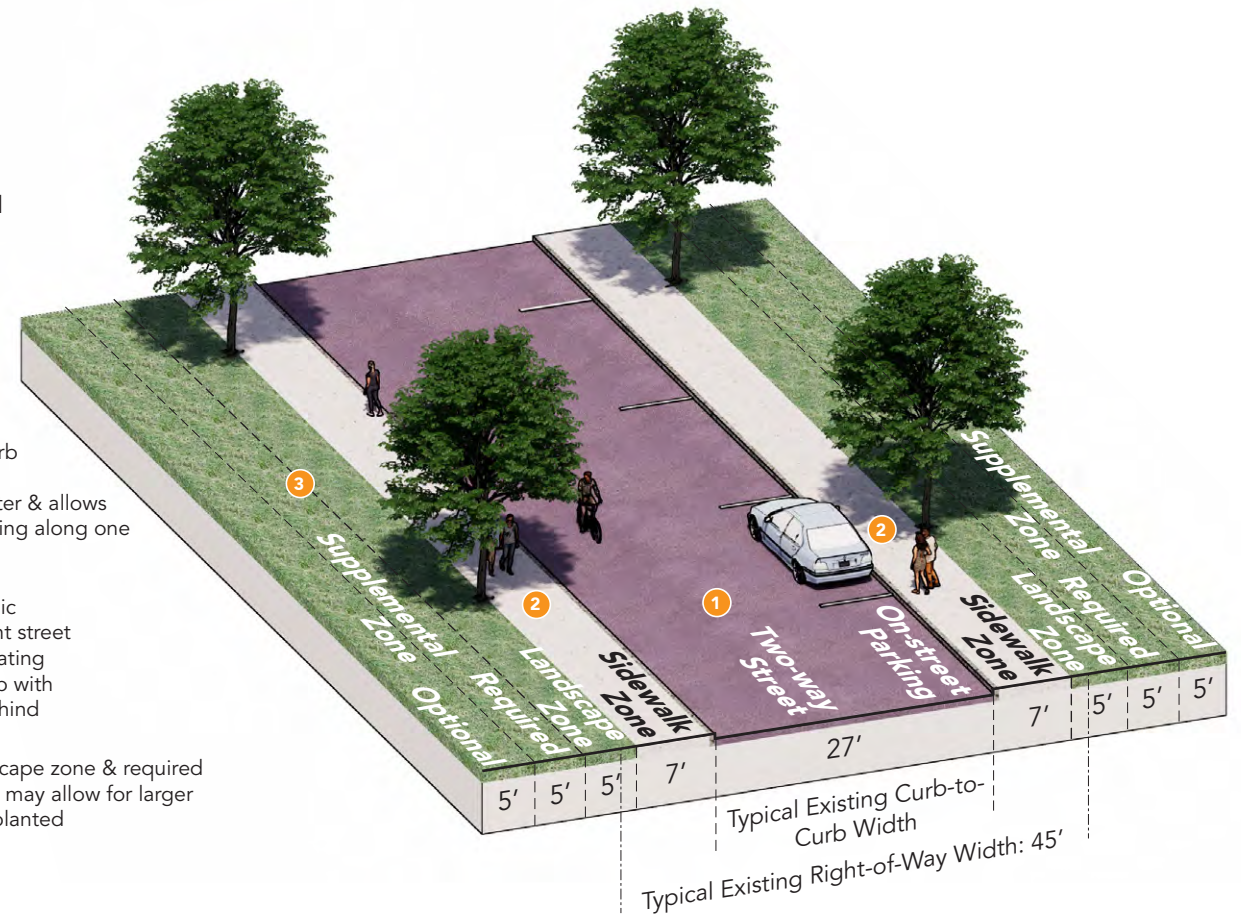
- 1 Green infrastructure encouraged in landscape zone or Supplemental Zone. See District Stormwater Framework Plan for locations.



B.3 Street

Pedestrian focused street within existing constrained conditions.

- 1 Existing curb-to-curb creates intimate streetscape character & allows for formalized parking along one side.
- 2 Existing topographic conditions & current street design support locating sidewalk along curb with landscape zone behind
- 3 Adjacency of landscape zone & required supplemental zone may allow for larger shade trees to be planted

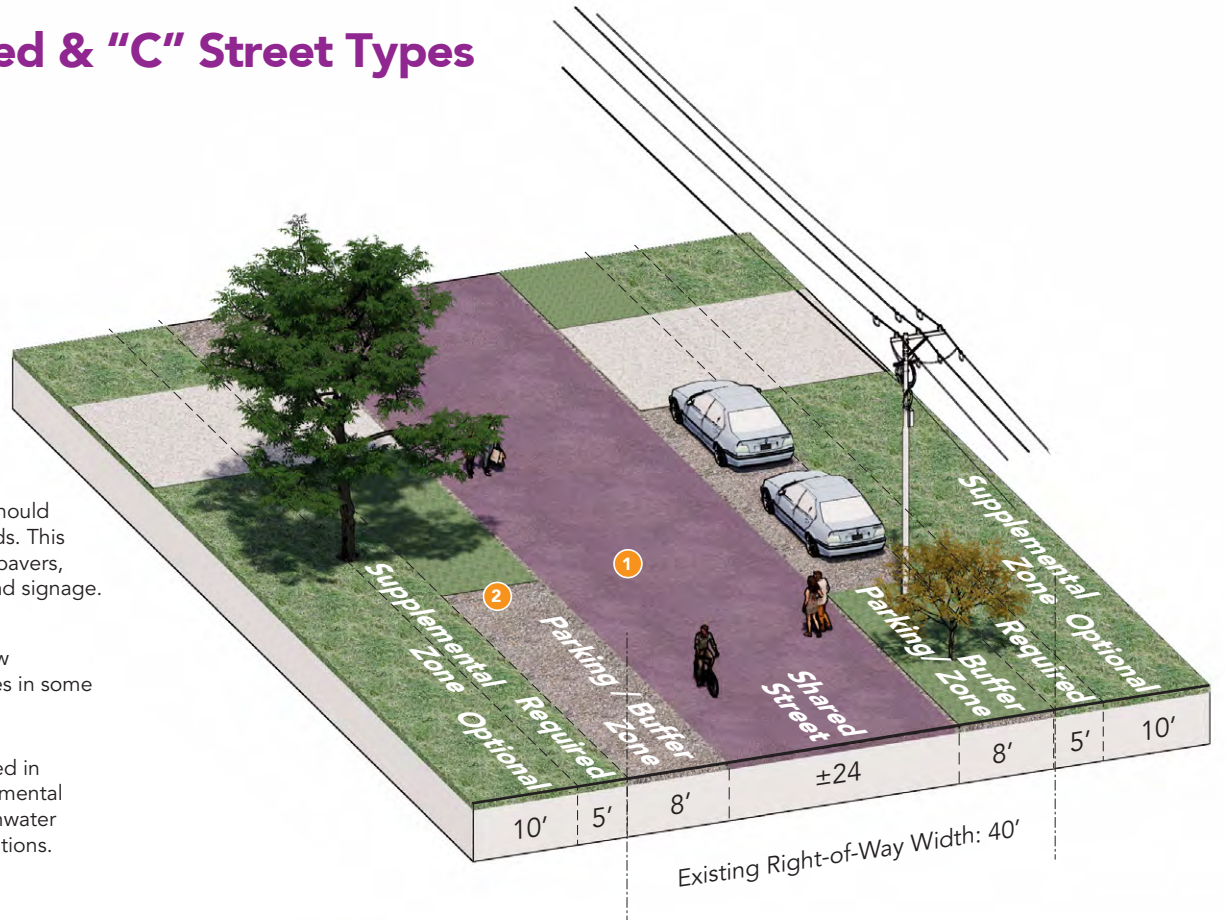


Typical Shared & "C" Street Types

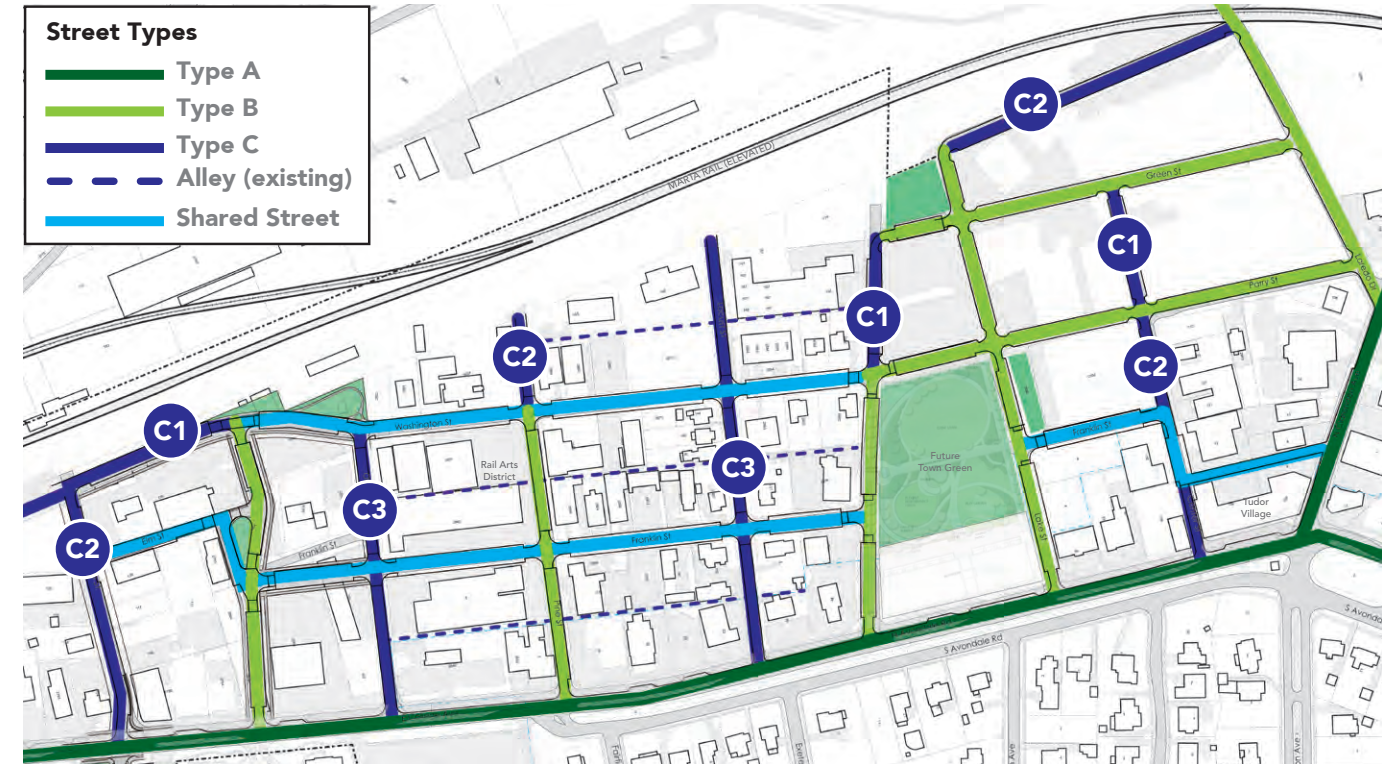
Shared Street

Safety & character improvements to streets that already function as shared streets and contribute to the character of their respective areas.

- 1 Design of shared area should encourage slower speeds. This could include specialty pavers, modified alignments, and signage.
- 2 Topographic and utility conditions may not allow for parking & shade trees in some buffer areas
- 3 Planting and/ or Green infrastructure encouraged in landscape zone/ supplemental Zone. See District Stormwater Framework Plan for locations.



Street Types	
—	Type A
—	Type B
—	Type C
- - -	Alley (existing)
—	Shared Street



C.1 Street

New street with access and low-traffic focus.

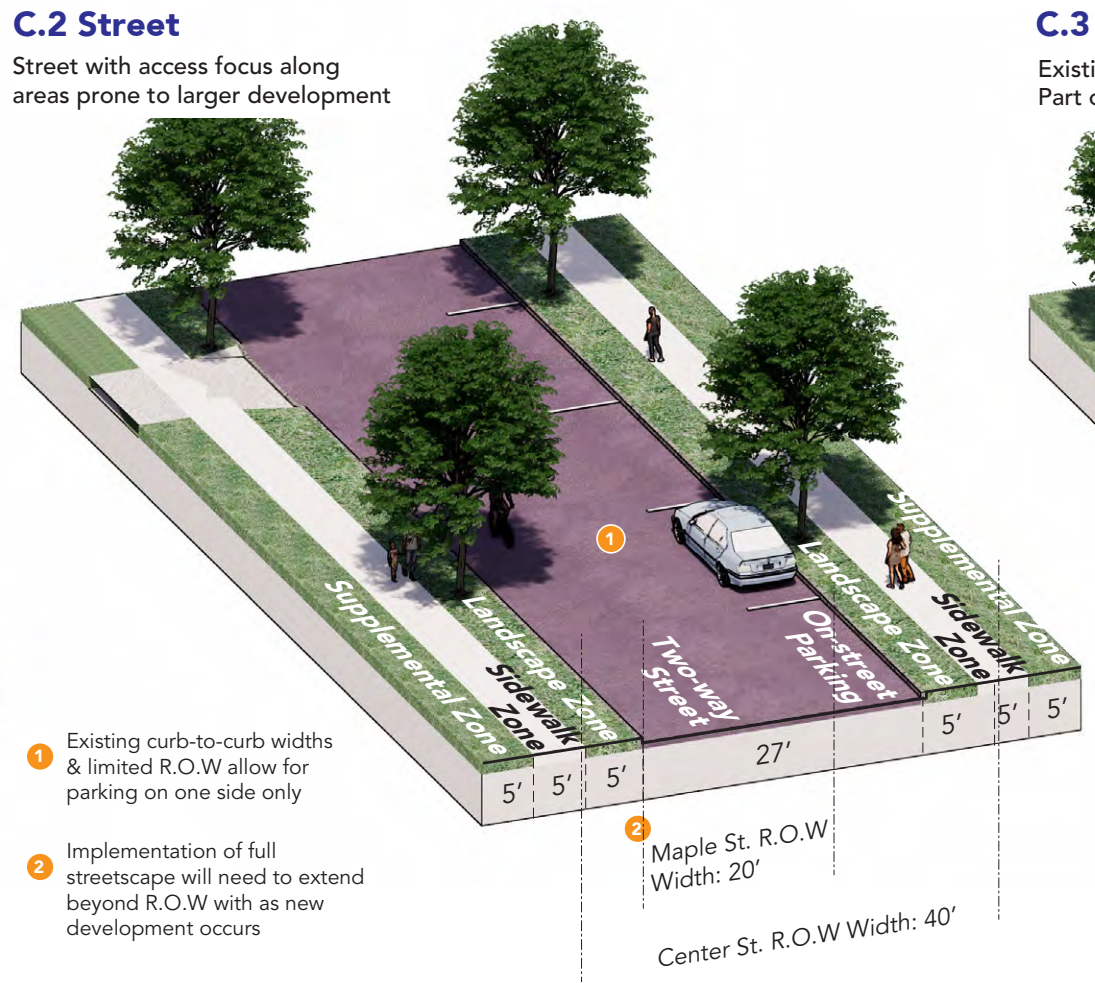
- 1 Green infrastructure encouraged in landscape zone or Supplemental Zone. See District Stormwater Framework Plan for locations.



C.2 Street

Street with access focus along areas prone to larger development

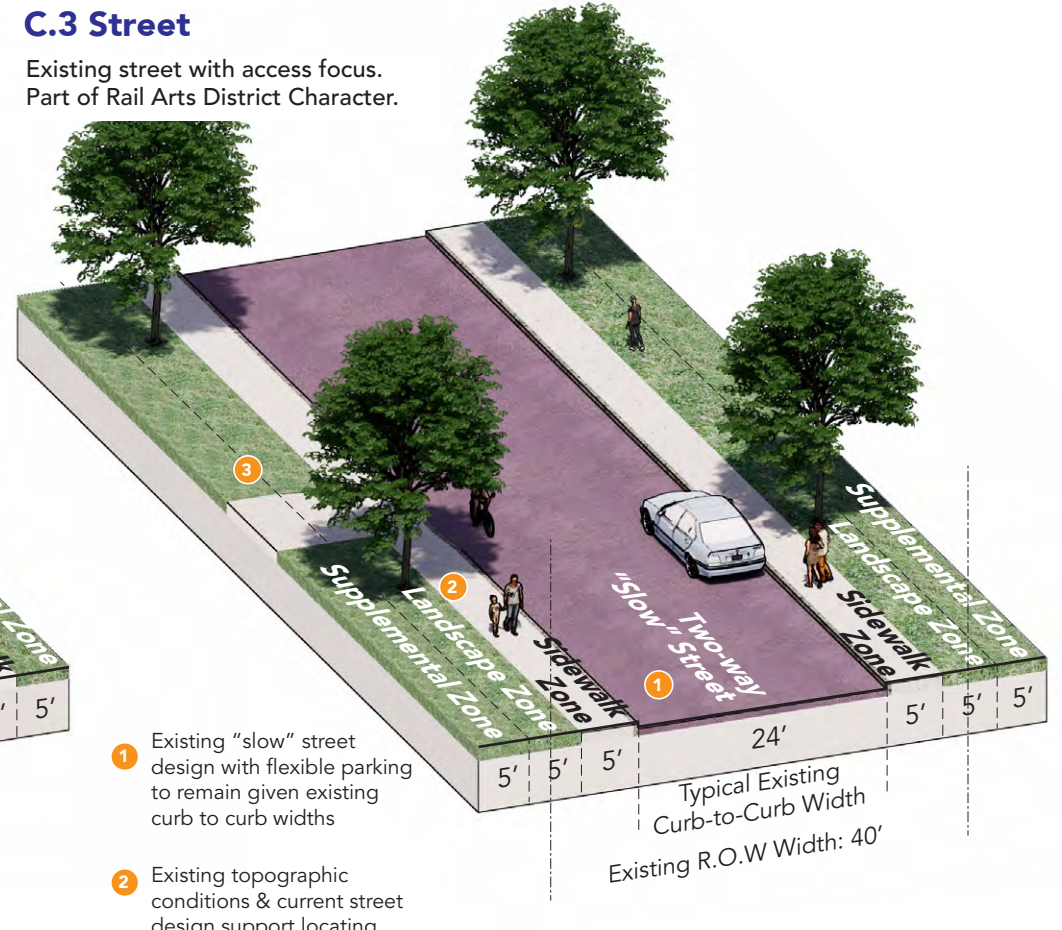
- 1 Existing curb-to-curb widths & limited R.O.W allow for parking on one side only
- 2 Implementation of full streetscape will need to extend beyond R.O.W with as new development occurs



C.3 Street

Existing street with access focus. Part of Rail Arts District Character.

- 1 Existing "slow" street design with flexible parking to remain given existing curb to curb widths
- 2 Existing topographic conditions & current street design support locating sidewalk along curb with landscape zone behind



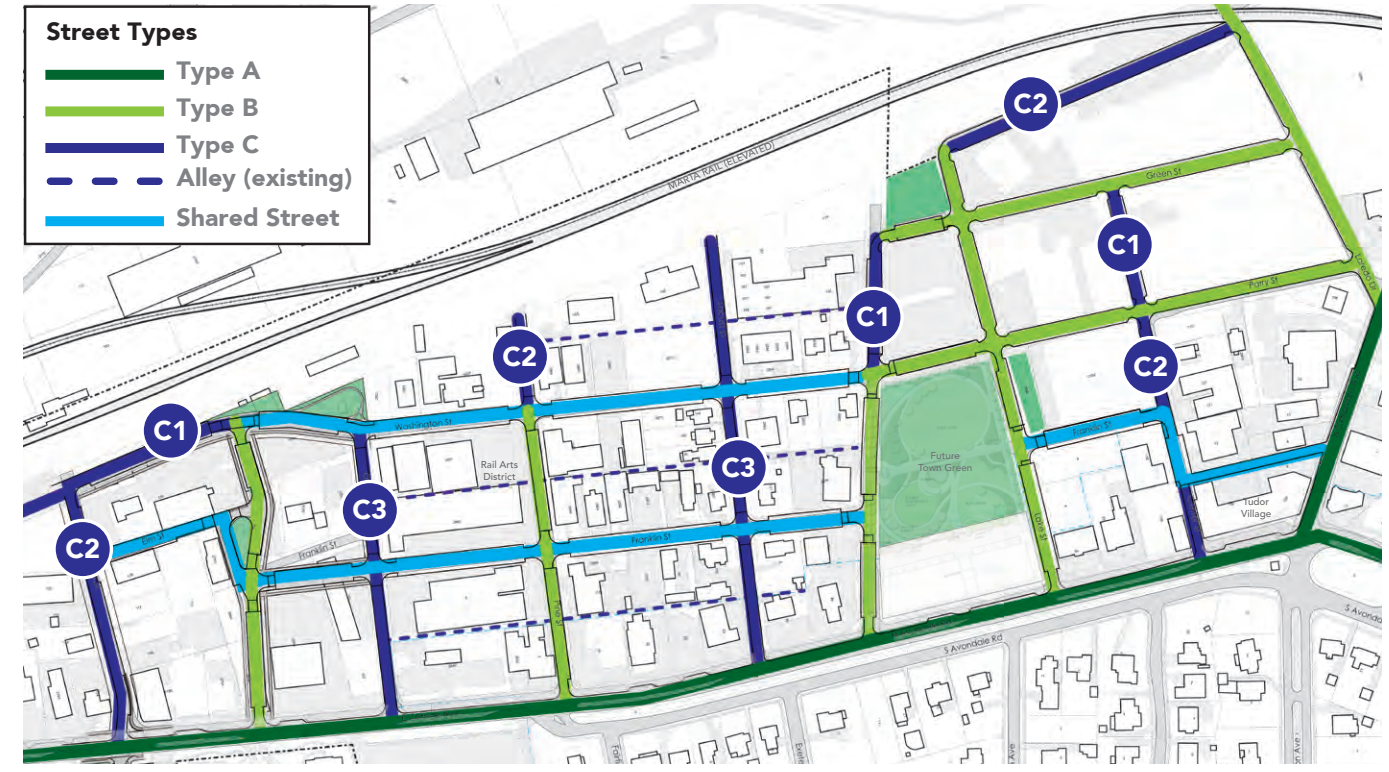
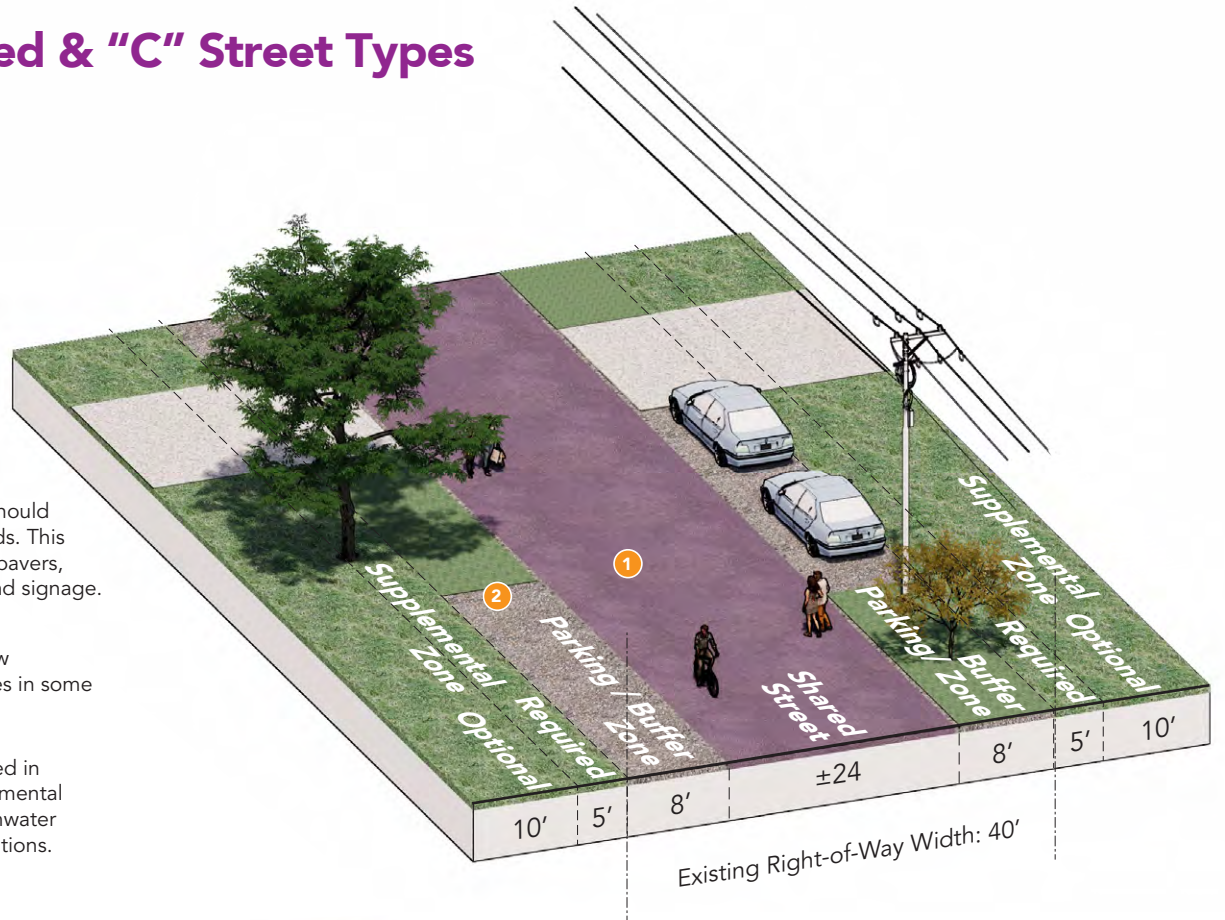
Note: Typical Section. Dimensions may change based on site constraints.

Typical Shared & "C" Street Types

Shared Street

Safety & character improvements to streets that already function as shared streets and contribute to the character of their respective areas.

- 1 Design of shared area should encourage slower speeds. This could include specialty pavers, modified alignments, and signage.
- 2 Topographic and utility conditions may not allow for parking & shade trees in some buffer areas
- 3 Planting and/ or Green infrastructure encouraged in landscape zone/ supplemental Zone. See District Stormwater Framework Plan for locations.



Public Realm Framework

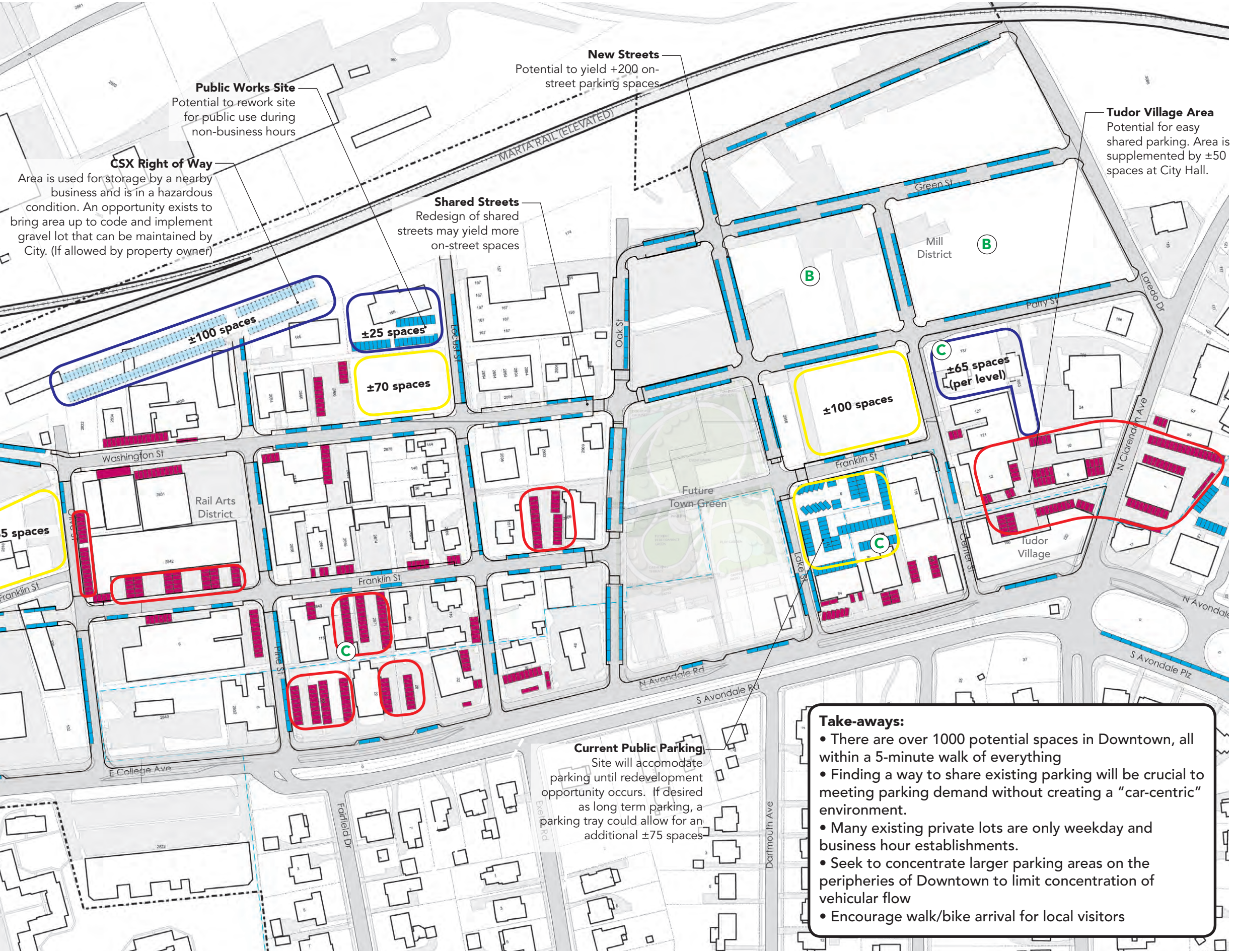
Avondale Estates Downtown Study

Note: Typical Section. Dimensions may change based on site constraints.

landscape zone behind

01.15.21

- Current Private Parking: ±485 surface spaces** (with potential to be shared parking)
 - Potential Public Parking: ±640 street/surface spaces** (includes public parking by City Hall)
 - Total Potential Parking: ±1115 spaces** (parking number could be increased with optimized streets & lots)
 - Shared Parking Opportunities**
 - Future Public Parking Opportunities**
 - Temporary Public Parking Opportunities**
- Other Potential Opportunities for Shared Parking**
- A** Existing & new development areas with implementation of new street grid.
 - B** Future residential development areas provide an option for shared spaces within parking deck. Lower elevation than the rest of Downtown is advantageous for reducing impact of parking deck size.
 - C** The topographic changes within the district may present future opportunities for "parking trays" that would allow for parking on two levels with minimal visual impact
 - Private lots identified on map with only work day use



Current Public Parking
 Site will accommodate parking until redevelopment opportunity occurs. If desired as long term parking, a parking tray could allow for an additional ±75 spaces

- Take-aways:**
- There are over 1000 potential spaces in Downtown, all within a 5-minute walk of everything
 - Finding a way to share existing parking will be crucial to meeting parking demand without creating a "car-centric" environment.
 - Many existing private lots are only weekday and business hour establishments.
 - Seek to concentrate larger parking areas on the peripheries of Downtown to limit concentration of vehicular flow
 - Encourage walk/bike arrival for local visitors

Note: Parking counts were calculated based on aerial views, site visit, and Delkab County GIS data. Counts are approximate. Suggested parking locations are for study purposes only. Not a development proposal.

Rain Water, Urban Canopy & Biodiversity

- **Water Retention area**
(Regional Stormwater pond)
- **Water Detention area**
(Bioswales, raingarden, green infrastructure opportunities)
- **Opportunities for expansion of Urban habitat/biodiversity**
- **Opportunity for urban canopy clusters**
(While important, street trees for not streets not shown given individual placement)

Potential regional retention pond
Current size based on two assumptions:
a) Town Green retains its own water
b) New streets are utilized for water detention

Pond designed to handle stormwater for all new development blocks within local watershed. (This includes Mill District and some areas west of Oak Street)

Local Low Point
Key location for green infrastructure

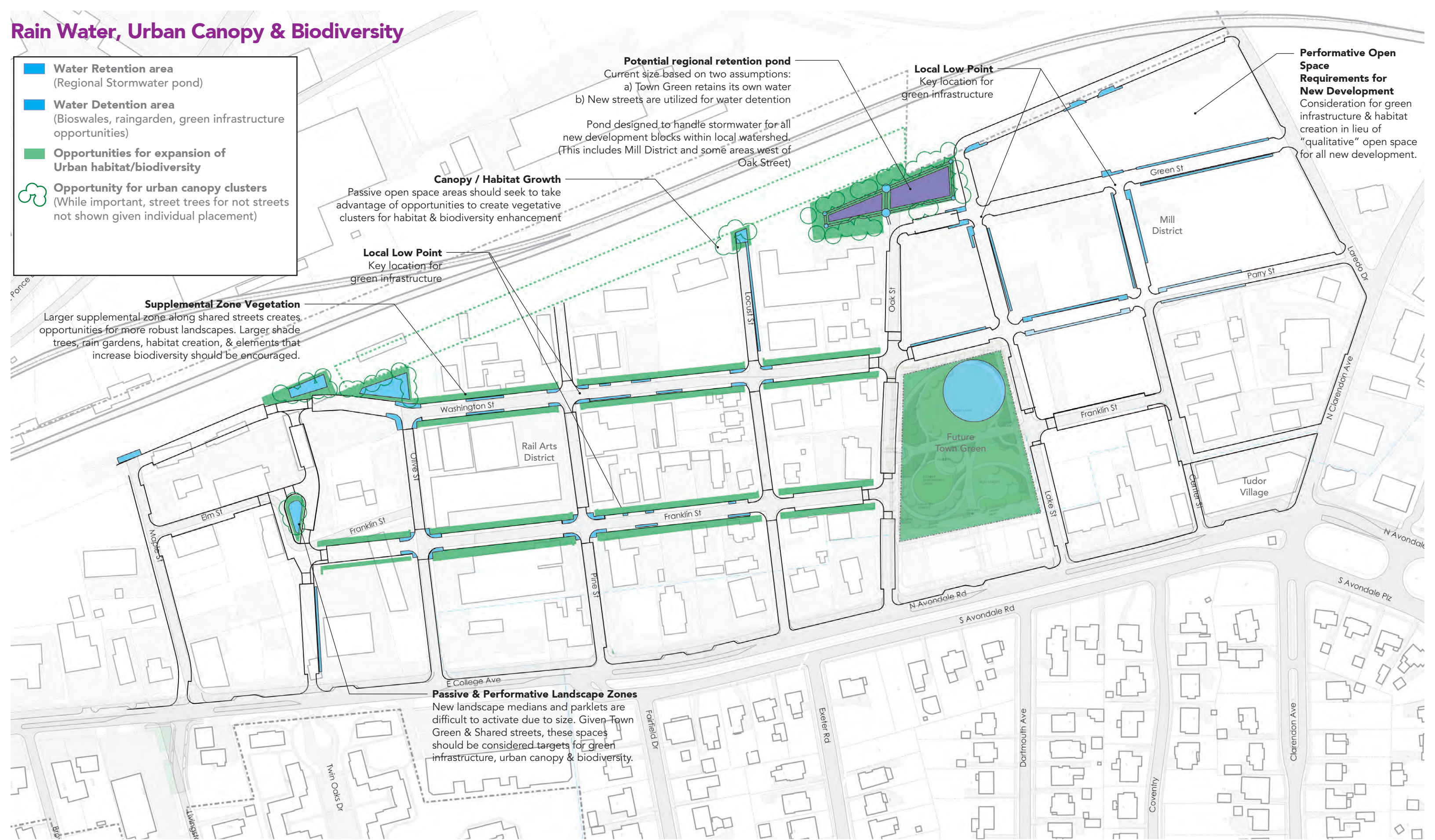
Performative Open Space Requirements for New Development
Consideration for green infrastructure & habitat creation in lieu of "qualitative" open space for all new development.

Canopy / Habitat Growth
Passive open space areas should seek to take advantage of opportunities to create vegetative clusters for habitat & biodiversity enhancement

Local Low Point
Key location for green infrastructure

Supplemental Zone Vegetation
Larger supplemental zone along shared streets creates opportunities for more robust landscapes. Larger shade trees, rain gardens, habitat creation, & elements that increase biodiversity should be encouraged.

Passive & Performative Landscape Zones
New landscape medians and parklets are difficult to activate due to size. Given Town Green & Shared streets, these spaces should be considered targets for green infrastructure, urban canopy & biodiversity.

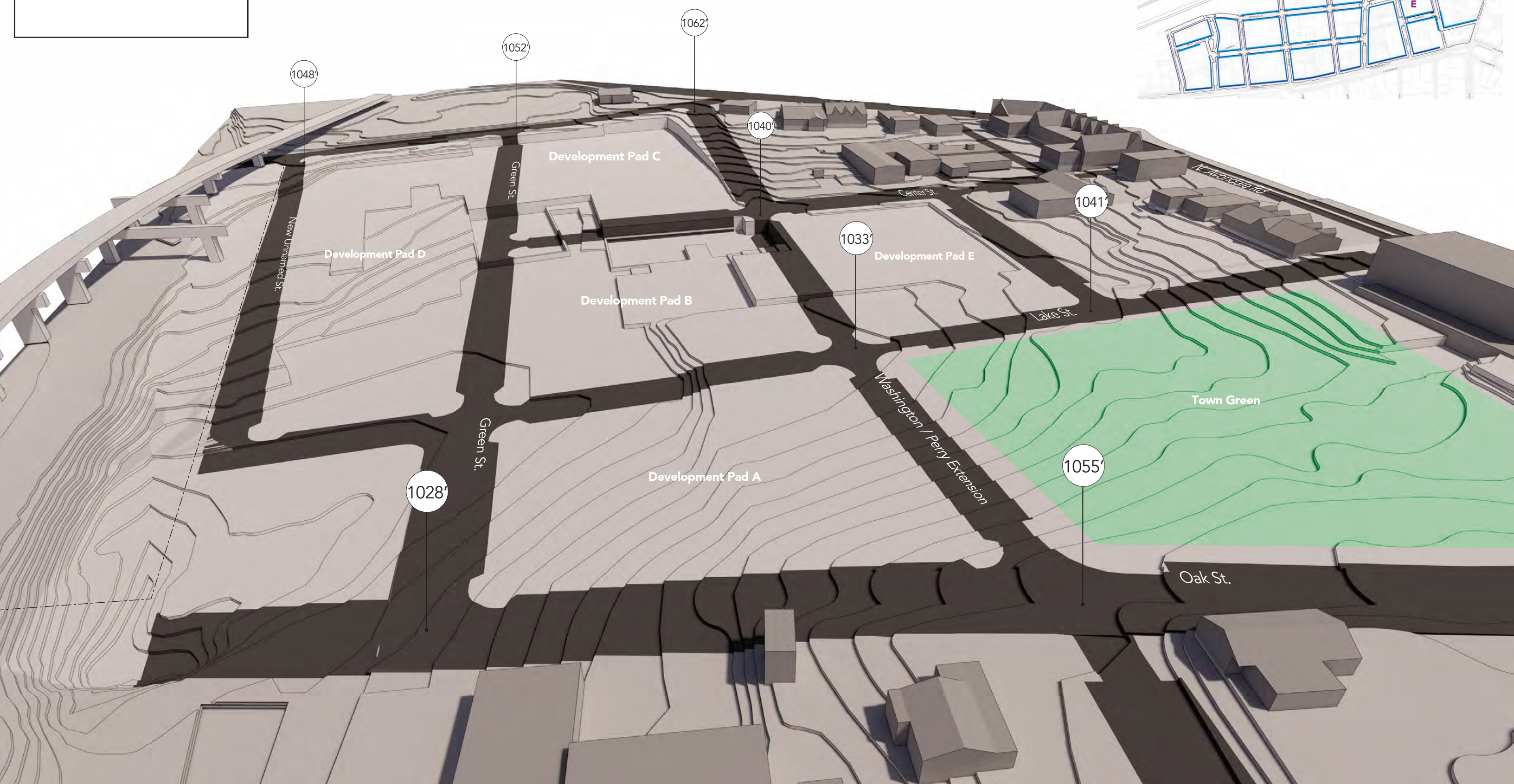


In Collaboration with Long Engineering

Note: For study purposes only. Dimensions may change based on development conditions.

New street grid overlay on existing conditions

1048' Approximate existing elevation



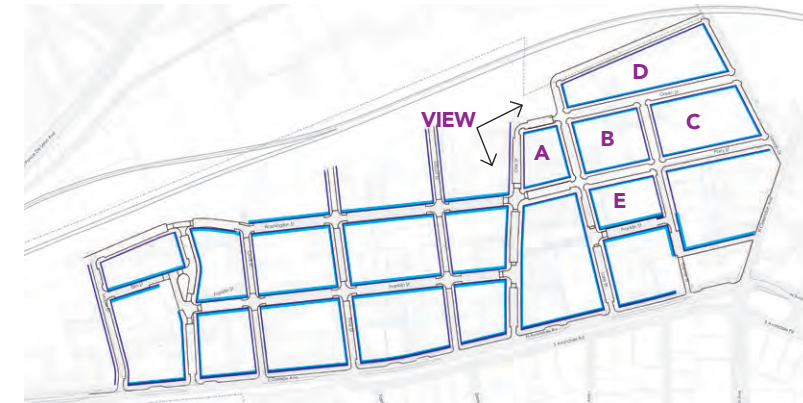
Conceptual Street Grid Implementation Avondale Estates Downtown Study

Note: For study purposes only. Elevations derived from GIS & Google Earth Data. Recommended grades at a conceptual level only. All elevations are approximate.

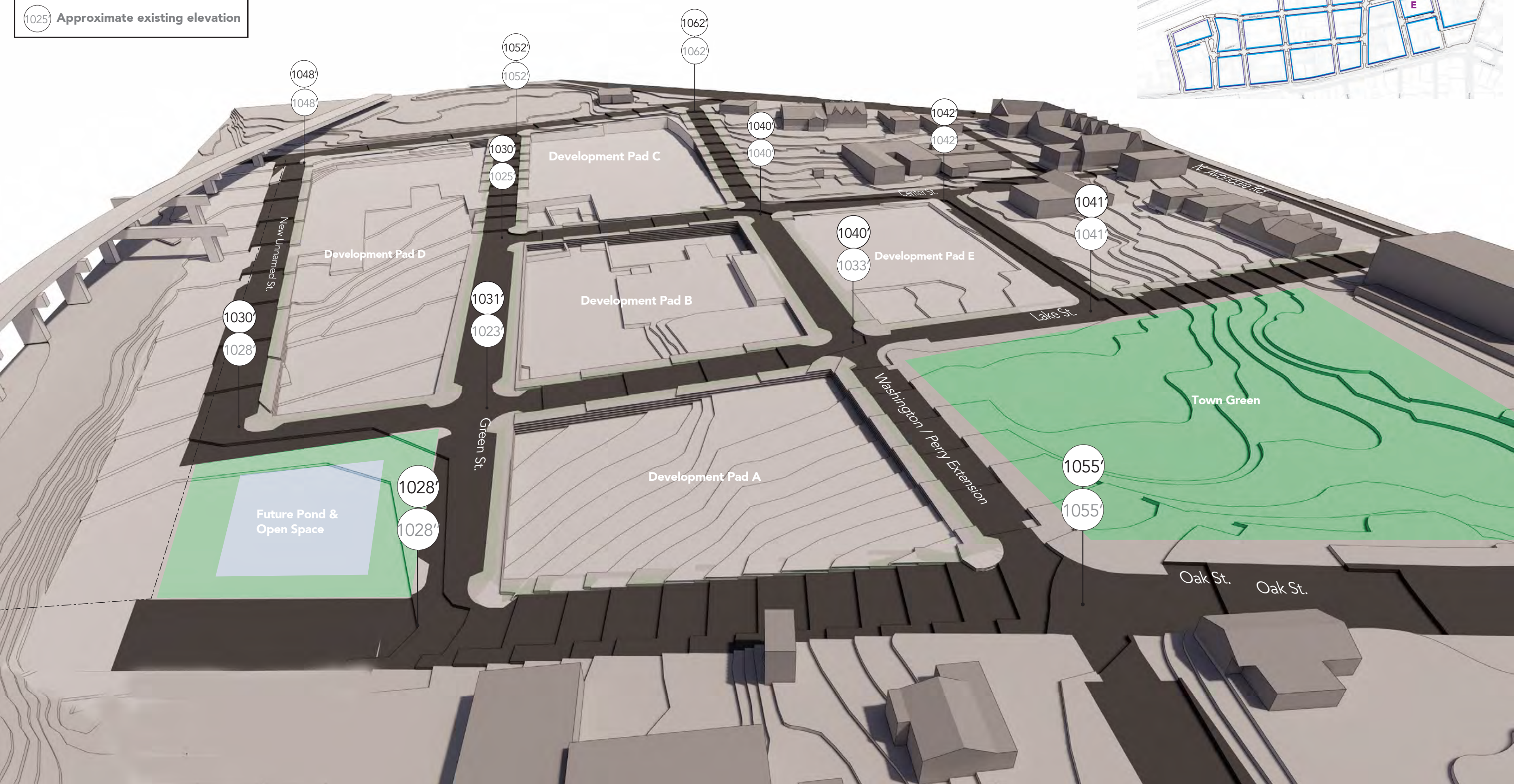
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Potential Street Grades (development areas shown at existing grade)



1048' Proposed elevation
 1025' Approximate existing elevation



Conceptual Street Grid Implementation Avondale Estates Downtown Study

Note: For study purposes only. Elevations derived from GIS & Google Earth Data. Recommended grades at a conceptual level only. All elevations are approximate.

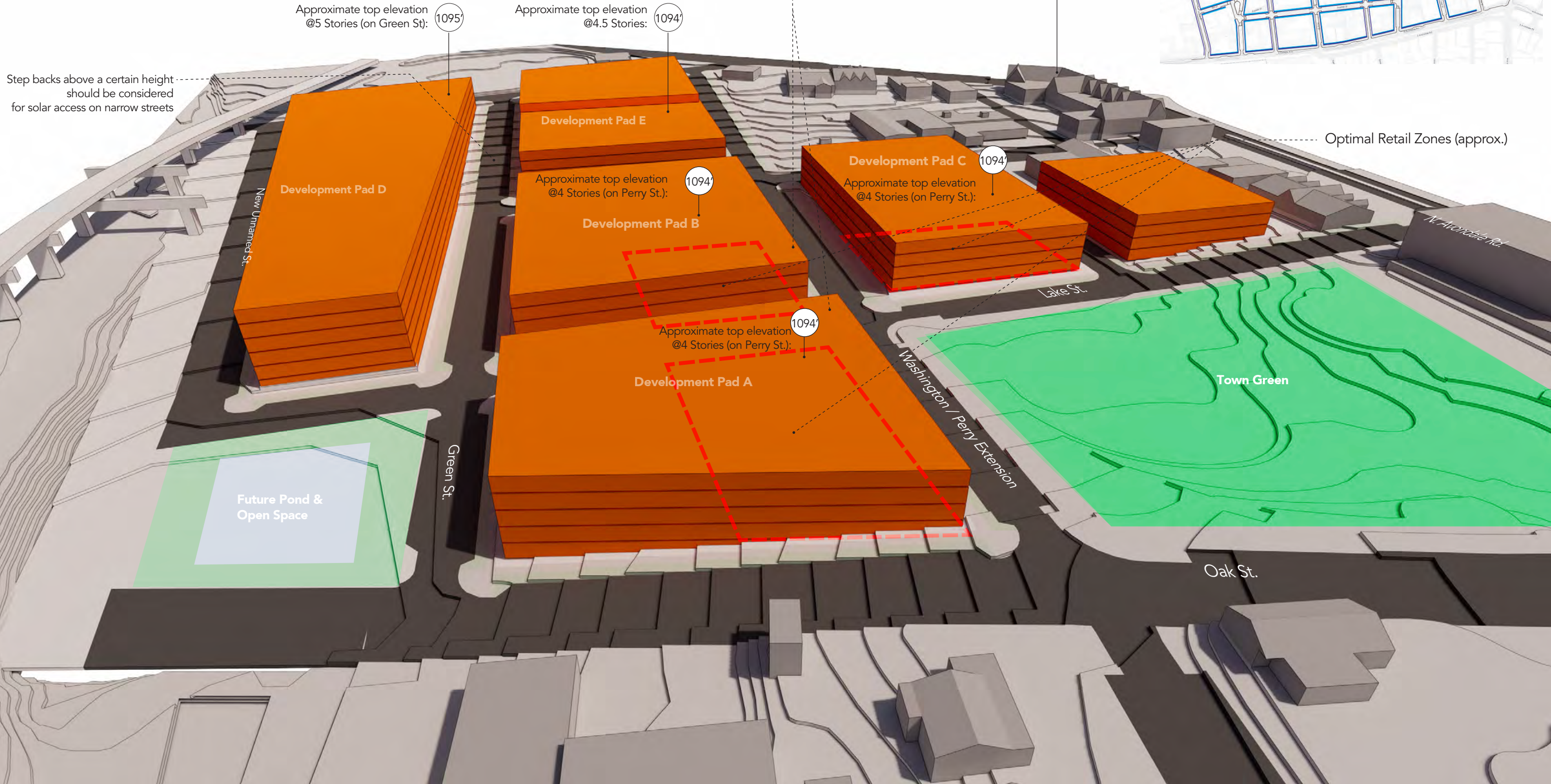
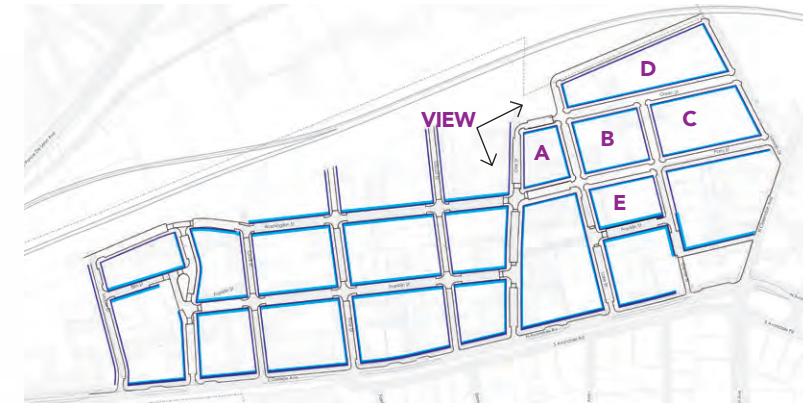
In Collaboration with Long Engineering

01.15.21

Max Height Extrusion Analysis (masses are conceptual & not actual buildings)

- Taller ground floor heights or "podium" construction is assumed for first level (±20-24')
- Grade & block sizes may allow for desirable development square footage without maximizing development heights
- Maximizing height at top of Tudor Village may allow for enough development flexibility

Heights toward Town Green may want to step down, though solar access not an issue.

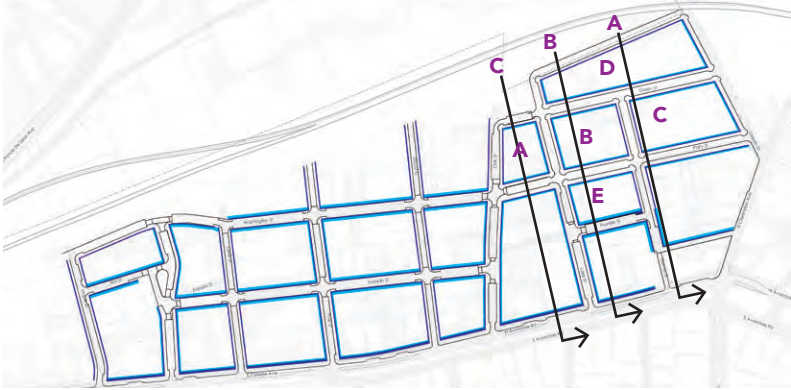


Conceptual Street Grid Implementation Avondale Estates Downtown Study

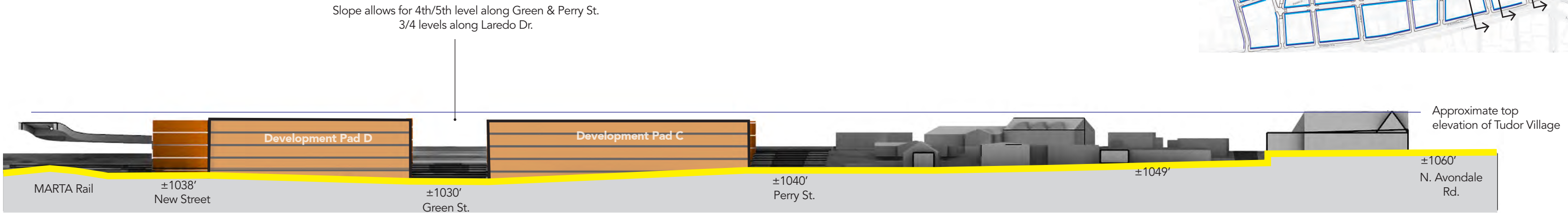
Note: Not a development proposal. For study purposes only. Heights & massings are shown only as a tool to help determine best heights for future development. All elevations are approximate.

Max Height Extrusion Analysis (masses are conceptual & not actual buildings)

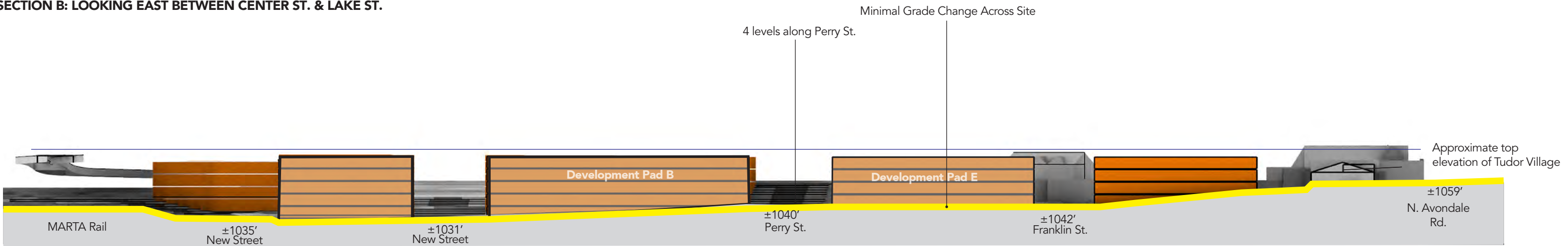
- Maximizing height at top of Tudor Village may allow for enough development flexibility.
- Levels shown at 11' heights. Ground Floor levels maybe 14'-24' in height



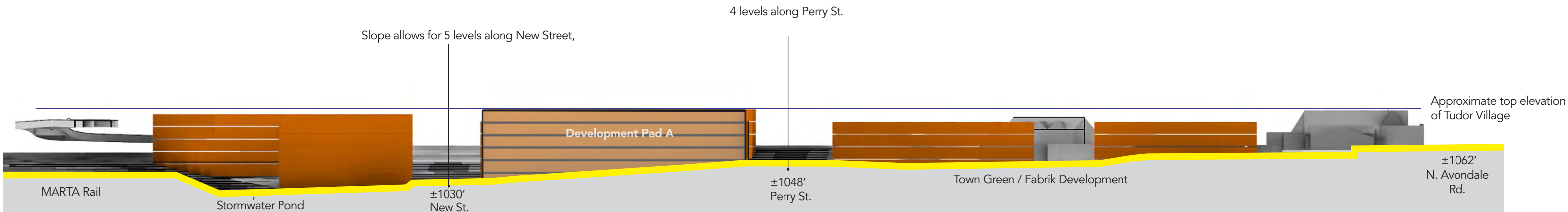
SECTION A: LOOKING EAST ALONG CENTER ST.



SECTION B: LOOKING EAST BETWEEN CENTER ST. & LAKE ST.



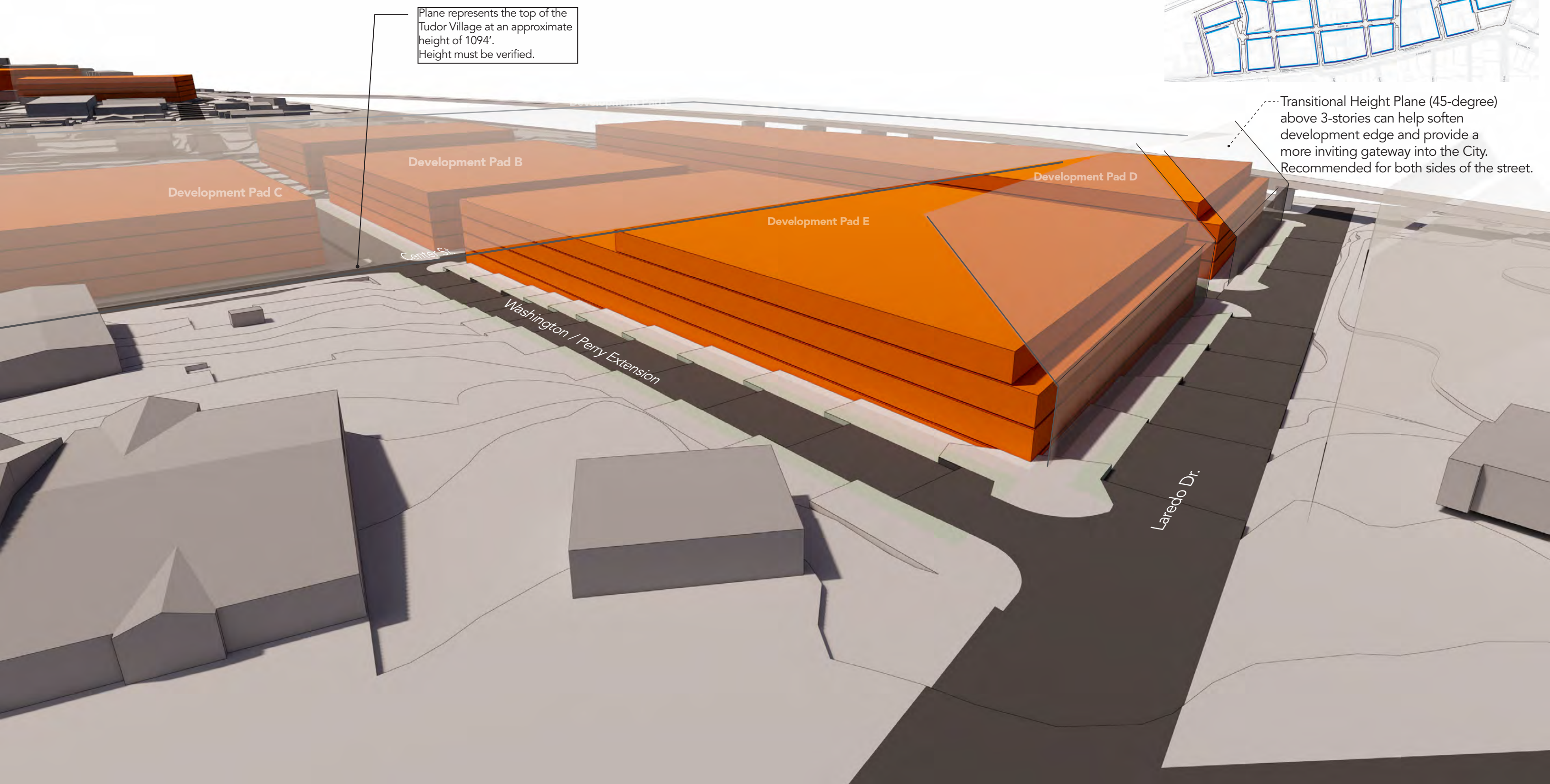
SECTION C: LOOKING EAST BETWEEN LAKE ST. & OAK ST.



Note: Not a development proposal. For study purposes only. Heights & massings are shown only as a tool to help determine best heights for future development. All elevations are approximate.

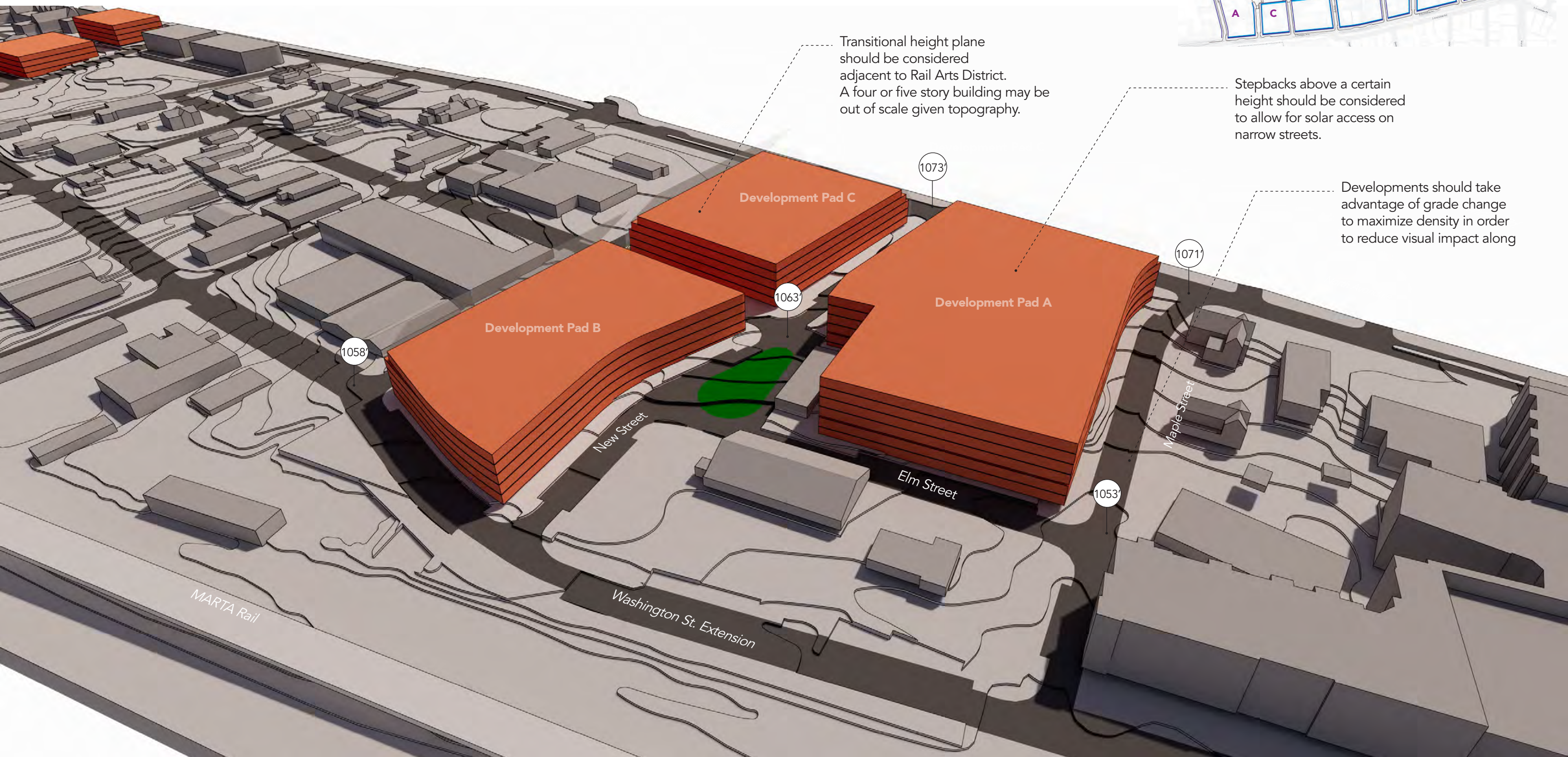
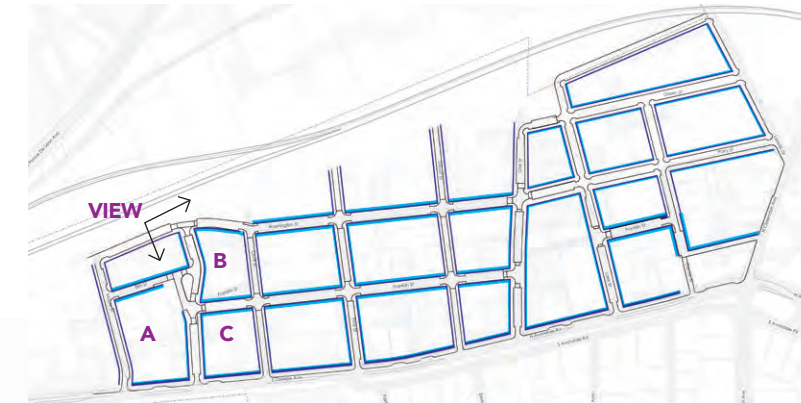
Transitional Height Plane Analysis (masses are conceptual & not actual buildings)

- Transitional height plane along Laredo will help maintain scale consistency along the edge conditions of Downtown (Laredo / North Avondale)
- Maximizing height at top of Tudor Village may allow for enough development flexibility.



Max Height Extrusion Analysis (masses are conceptual & not actual buildings)

- Building more than 3 or 4 stories tall without transitions may have a negative impact on scale and solar access for surrounding areas given narrow street widths
- Topography for development pad A & B may be utilized to minimize impact of development scale. Other development pads have limited opportunities.



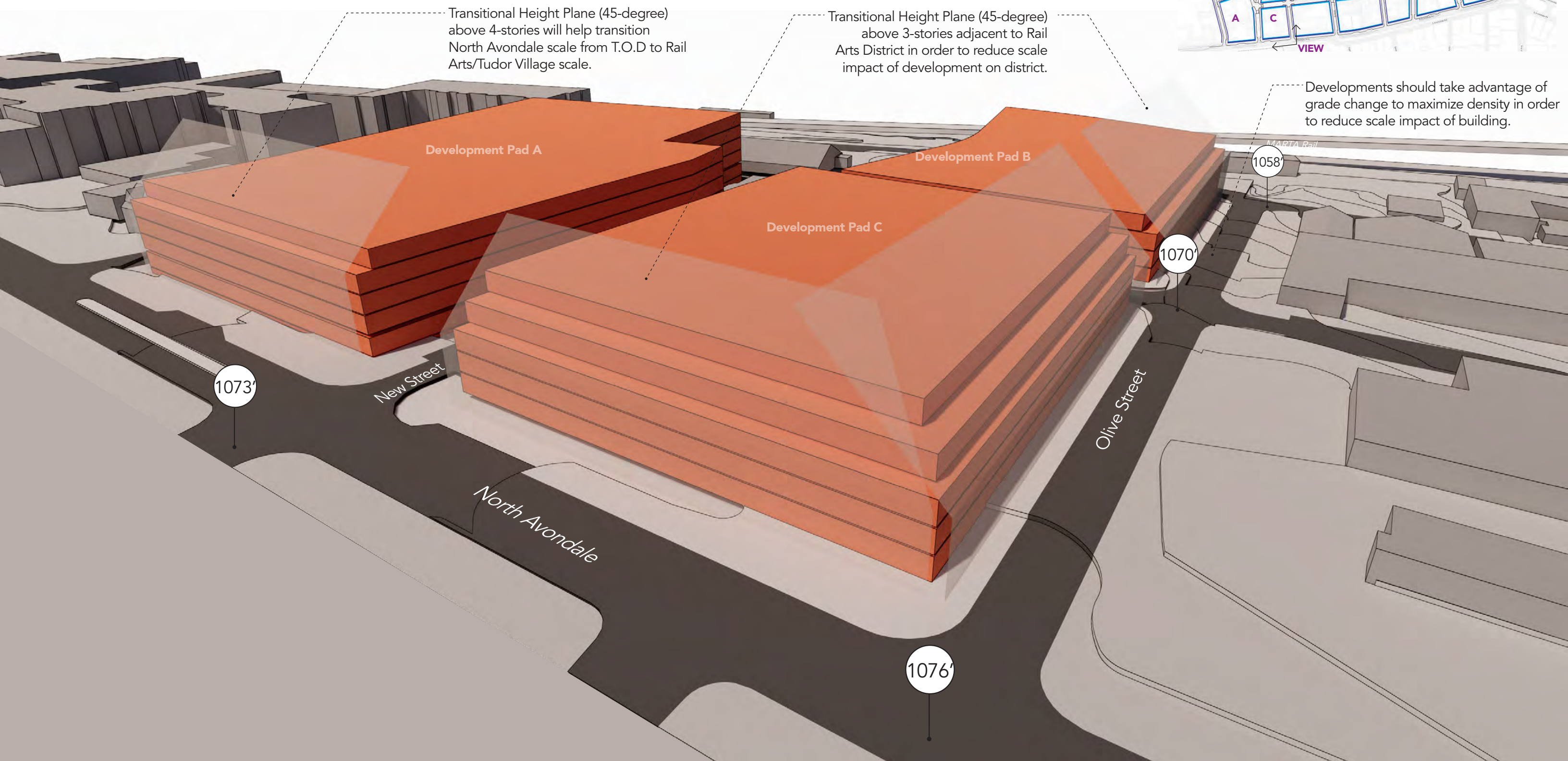
Transitional height plane should be considered adjacent to Rail Arts District. A four or five story building may be out of scale given topography.

Stepbacks above a certain height should be considered to allow for solar access on narrow streets.

Developments should take advantage of grade change to maximize density in order to reduce visual impact along

Transitional Height Plane Analysis (masses are conceptual & not actual buildings)

- Building more than 3 or 4 stories tall without a transition may have a negative impact on scale and solar access for surrounding areas given narrow street widths
- Topography for development pad A & B may be utilized to minimize impact of development scale. Other development pads have limited opportunities.



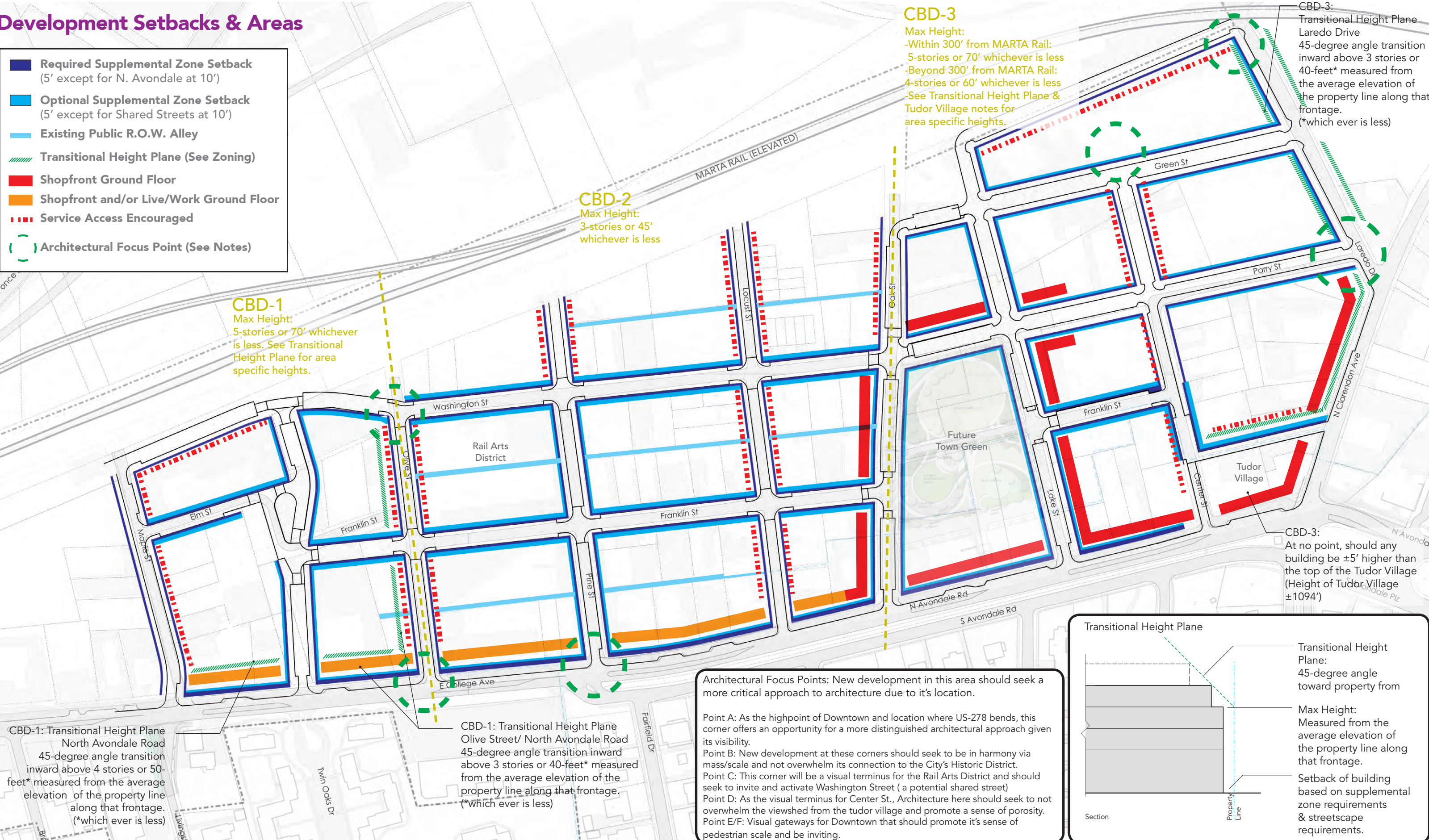
Transitional Height Plane (45-degree) above 4-stories will help transition North Avondale scale from T.O.D to Rail Arts/Tudor Village scale.

Transitional Height Plane (45-degree) above 3-stories adjacent to Rail Arts District in order to reduce scale impact of development on district.

Developments should take advantage of grade change to maximize density in order to reduce scale impact of building.

Development Setbacks & Areas

- Required Supplemental Zone Setback**
(5' except for N. Avondale at 10')
- Optional Supplemental Zone Setback**
(5' except for Shared Streets at 10')
- Existing Public R.O.W. Alley**
- Transitional Height Plane (See Zoning)**
- Shopfront Ground Floor**
- Shopfront and/or Live/Work Ground Floor**
- Service Access Encouraged**
- Architectural Focus Point (See Notes)**



CBD-1
Max Height:
5-stories or 70' whichever
is less. See Transitional
Height Plane for area
specific heights.

CBD-2
Max Height:
3-stories or 45'
whichever is less

CBD-3
Max Height:
-Within 300' from MARTA Rail:
5-stories or 70' whichever is less
-Beyond 300' from MARTA Rail:
4-stories or 60' whichever is less
-See Transitional Height Plane &
Tudor Village notes for
area specific heights.

CBD-3:
Transitional Height Plane
Laredo Drive
45-degree angle transition
inward above 3 stories or
40-feet* measured from
the average elevation of
the property line along that
frontage.
(*which ever is less)

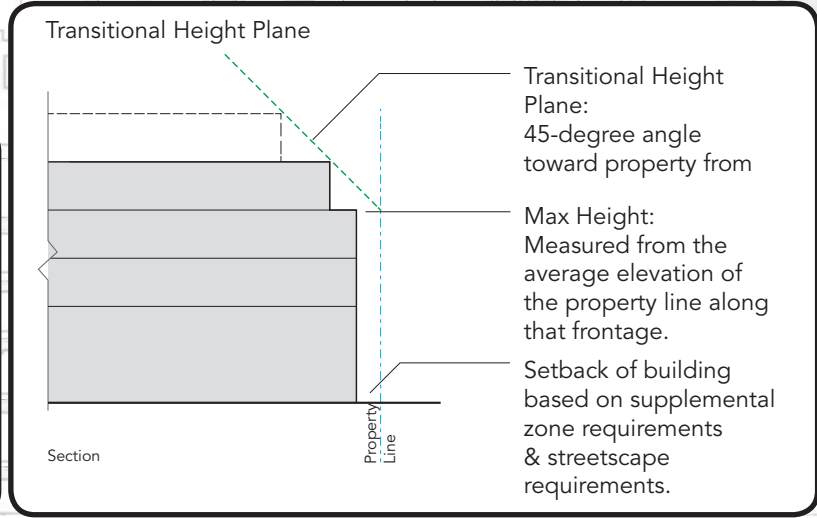
CBD-3:
At no point, should any
building be ±5' higher than
the top of the Tudor Village
(Height of Tudor Village
±1094')

CBD-1: Transitional Height Plane
North Avondale Road
45-degree angle transition
inward above 4 stories or 50-
feet* measured from the average
elevation of the property line
along that frontage.
(*which ever is less)

CBD-1: Transitional Height Plane
Olive Street/ North Avondale Road
45-degree angle transition inward
above 3 stories or 40-feet*
measured from the average
elevation of the property line
along that frontage.
(*which ever is less)

Architectural Focus Points: New development in this area should seek a more critical approach to architecture due to it's location.

- Point A: As the highpoint of Downtown and location where US-278 bends, this corner offers an opportunity for a more distinguished architectural approach given its visibility.
- Point B: New development at these corners should seek to be in harmony via mass/scale and not overwhelm its connection to the City's Historic District.
- Point C: This corner will be a visual terminus for the Rail Arts District and should seek to invite and activate Washington Street (a potential shared street)
- Point D: As the visual terminus for Center St., Architecture here should seek to not overwhelm the viewshed from the tudor village and promote a sense of porosity.
- Point E/F: Visual gateways for Downtown that should promote it's sense of pedestrian scale and be inviting.



Development Framework

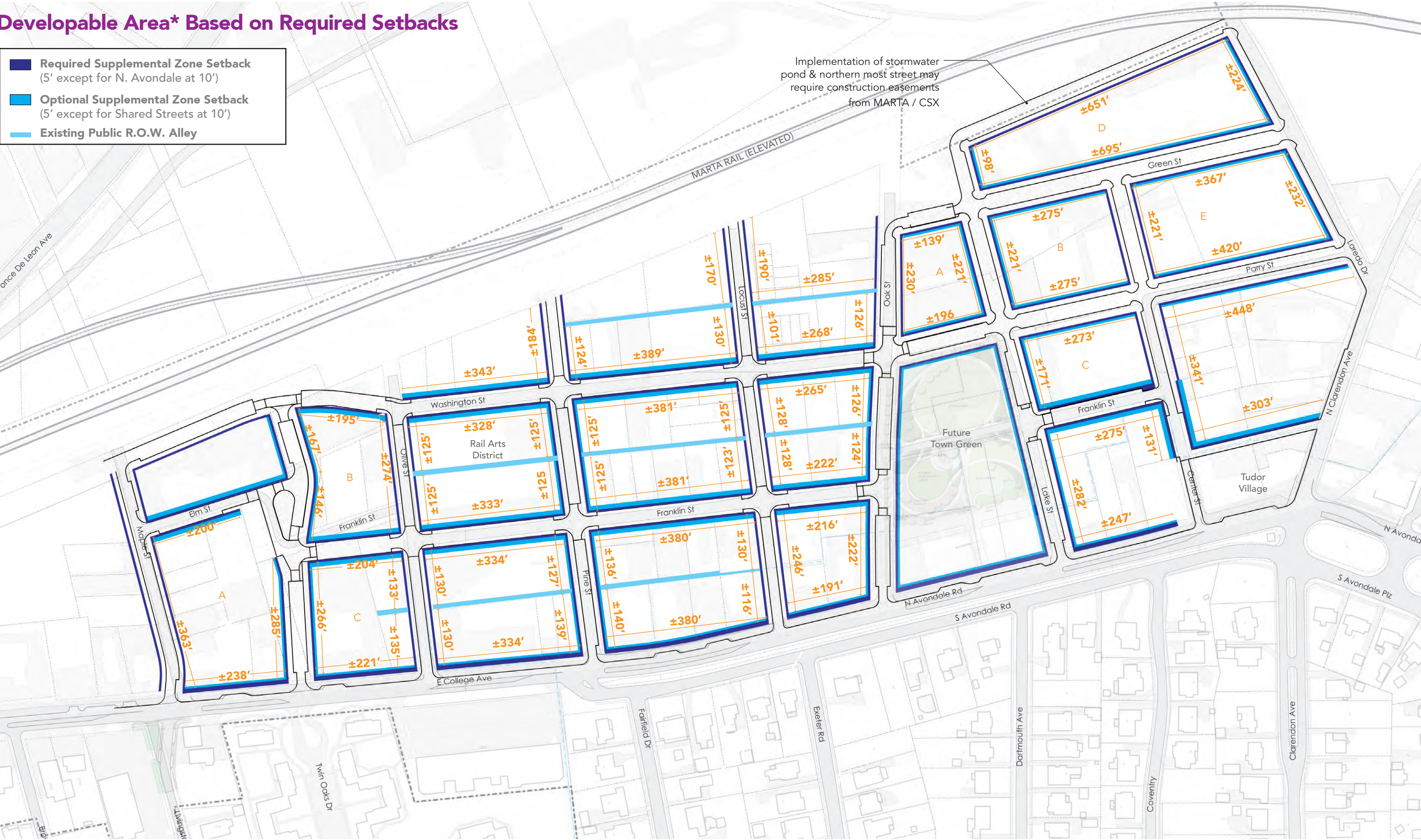
Avondale Estates Downtown Study

Note: For study purposes only.

Developable Area* Based on Required Setbacks

- Required Supplemental Zone Setback (5' except for N. Avondale at 10')
- Optional Supplemental Zone Setback (5' except for Shared Streets at 10')
- Existing Public R.O.W. Alley

Implementation of stormwater pond & northern most street may require construction easements from MARTA / CSX



Development Framework Avondale Estates Downtown Study

Note: *Areas are approximate and based on Dekalb County GIS Data. For study purposes only. Areas are subject to change based on final street alignment, grades and site surveys.

INTENT

In order to assist the City and DDA in understanding the development potential afforded by the new street grid and zoning rewrite, several "development test fits" were conducted for the blocks highlighted in green below. Utilizing the Phase II: Development Framework as a guide, these studies look at the varying ways in which different types of development may fit on these newly formed blocks and include a general order of magnitude of their sizes. These "test fits" are strictly for study purposes and only to help visualize density. They are not a reflection of a desired development by any party and would require further study.

CONTENTS

Phase III: Development Test Fits

Development Study Sites Overview.....	2
Mill District Study Sites.....	3
Mill District Development Test Fits.....	4-9
Maple Street Area (MSA) Study Sites.....	10-11
MSA: Franklin St. Relignment Test Fits.....	12-21
MSA: Franklin St Existing Alignment Test Fits.....	22-29



Avondale Estates Downtown Study

Phase III: Development Test Fits

Development Study Sites

- Development Test Fit Sites
- Area not studied due to existing development intent by owner



Development Test Fits Avondale Estates Downtown Study

Development Study Sites

Block A - ±37,300 Sq ft. dev. area

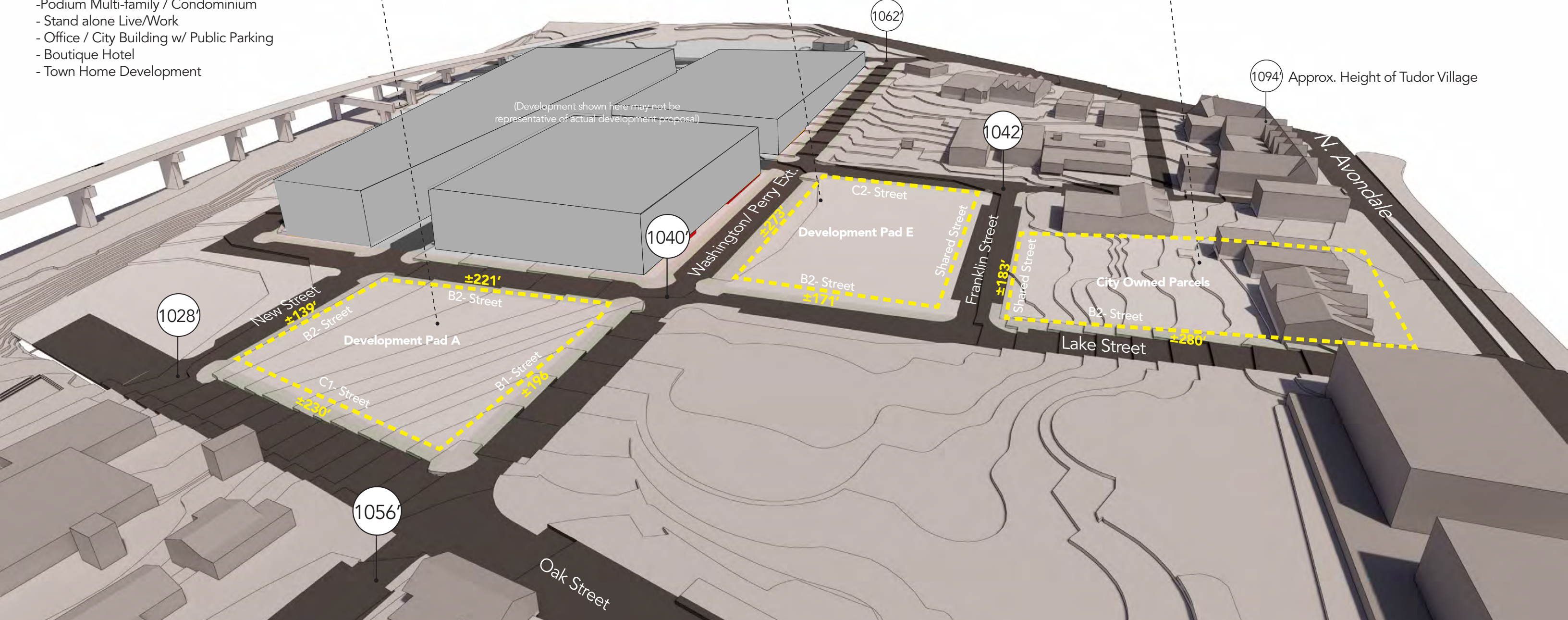
- 18' of grade change from south to north end
- Block not suited for typical multi-family development given size constraints
- Good candidate for podium construction with parking hidden given grade change
- Scenarios Studied:
 - Podium Multi-family / Condominium
 - Stand alone Live/Work
 - Office / City Building w/ Public Parking
 - Boutique Hotel
 - Town Home Development

Block E - ±45,600 Sq ft. dev. area

- Virtually flat given new street grades
- Block not suited for typical multi-family development given size constraints
- Grade not conducive to large parking structure without visual impact
- Scenarios Studied:
 - Stand alone Live/Work
 - Office / City Building w/ Public Parking
 - Town Home Development

City-Owned Parcel - 50,000 Sq ft. dev area

- 18' of grade change from N. Avondale to Franklin
- Grade conducive for small parking structure without visual impact
- Scenarios Studied:
 - Podium Multi-family / Condominium (Current)
 - Stand alone Live/Work
 - Office / City Building w/ Public Parking



Note: Not a development proposal. All masses and quantities are for study purposes only and are not meant to be a representation of desired development outcomes by any party. Conceptual massings are shown only as a tool to assist in visualizing density. Further Study required.

Scenario 1: Townhomes (Fabric development based on initial concept plans- may not reflect current proposals)

- No activation around park with the exception of Fabric development to the south.
- Low-Density / For-Sale housing only around Town green could be seen as an equity issue
- Density may be desirable given the proposed heights
- It not does aid with City's goals for parking in the future

Block A - Townhomes

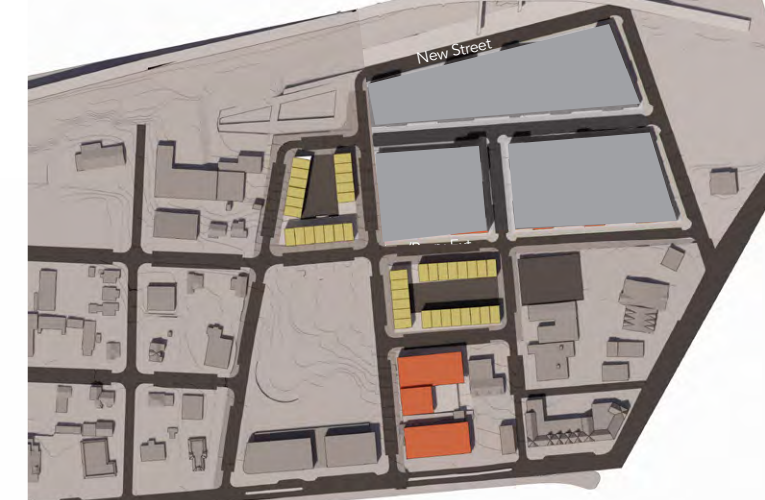
- Configured to create better urban condition
- Grade would most likely require separate access to Townhomes along Washington/Perry
- Required open space best suited at north end of development
- 18 Townhome Units

Development Pad E - Townhomes

- Configured to create better urban condition
- Required open space best suited at east end of development
- 22 Townhome Units

City-Owned Parcel - Multi-Family/Retail

- Existing Phase II & Phase III Fabric Proposal
- 49 Residential Units
- 6 Live/Work Units
- 12,500 sf of Retail
- Would not meet required open space of new zoning



Scenario 2: Add Live/Work/Retail around Park + Parking Tray Opportunity

- Activates Park Frontage / Makes it more public
- Density may be desirable given the proposed heights
- While not an active development site, the current development at Perry / Center may present an opportunity to utilize grade for a parking tray

Block A - Townhomes w/ Live/Work

- Separate parking/access to Live/Work/Retail Units
- Required open space best suited at north end of development
- 4 Residential Units with 8,000k Retail/Commercial Below
- Alternatively- Ground floor could be retail and upper level commercial (small office, etc.)

Block E - Townhomes w / Live/Work

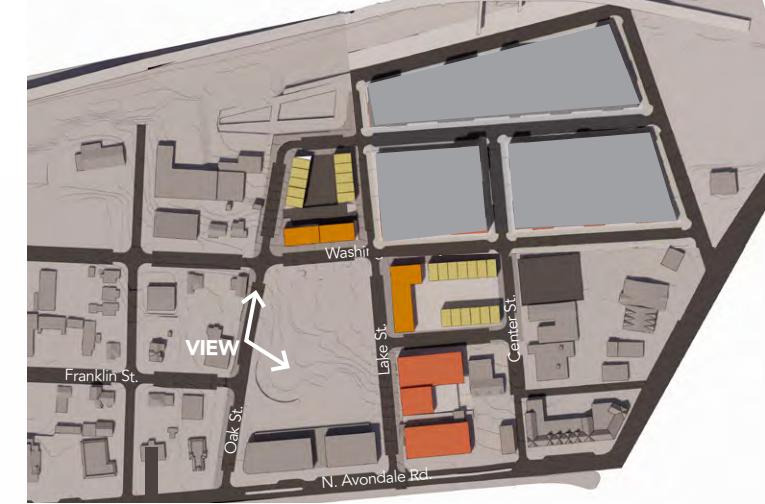
- Separate parking/access to Live/Work/Retail Units
- Required open space best suited at east end of development
- 5 Residential Units with 9,800k Retail/Commercial Below
- Alternatively- Ground floor could be retail and upper level commercial (small office, etc.)

City-Owned Parcel: Multi-Family/Retail

- Remains as proposed

Parking Tray Two-levels

- Grades allow for two-levels accessed at different heights.
- No ramps makes it less costly
- Two levels at ± 54 spaces per level
- Can connect to Tudor Village parking area



Scenario 3: Fabric Development to Development Pad A

- Activates Park Frontage with true retail
- Frees up City-owned lot for a parking tray with the potential to line with Live/Work Units
- Existing grade on Development Pad A is very advantageous to allowing podium to be tucked into grade and allow more room for development

Development Pad A - Multi-Family /Retail on Podium

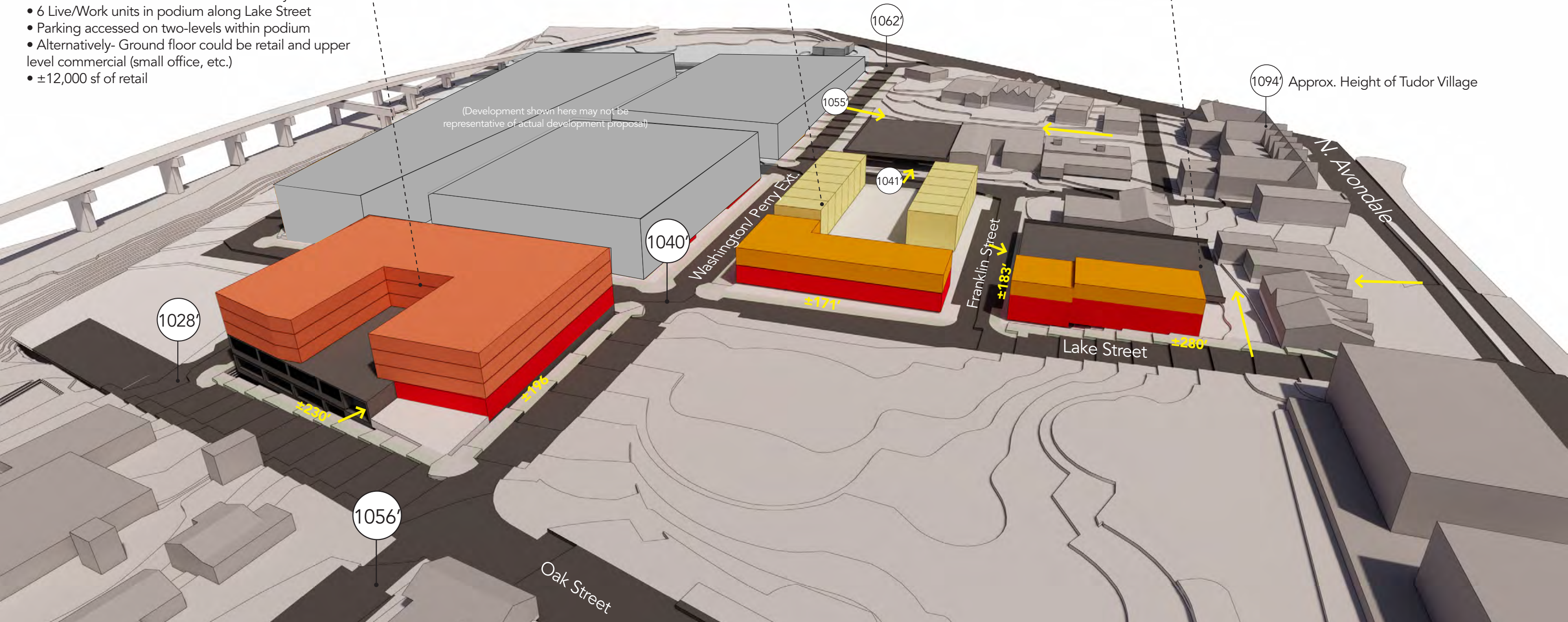
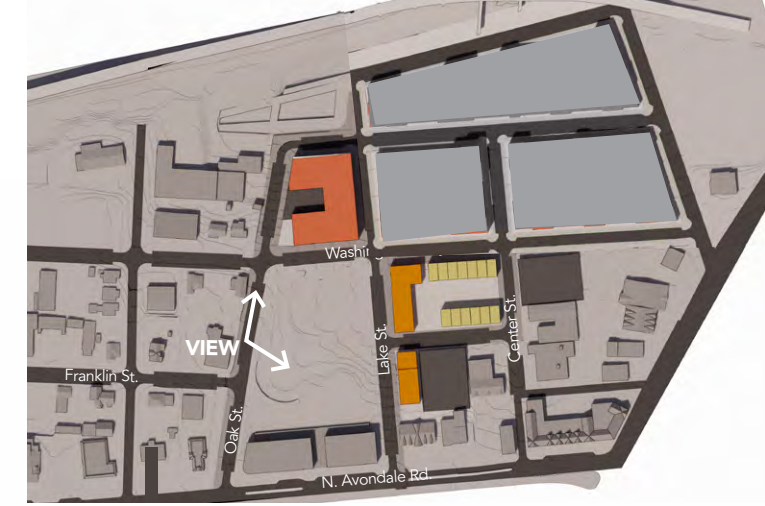
- Program from Fabric development moved to this area
- 60 Residential Units on 3 levels w/ amenity deck
- 6 Live/Work units in podium along Lake Street
- Parking accessed on two-levels within podium
- Alternatively- Ground floor could be retail and upper level commercial (small office, etc.)
- ±12,000 sf of retail

Development Pad E - Townhomes / Live Work Or Retail

- Separate parking/access to Live/Work/Retail Units
- Required open space best suited at east end of development
- 5 Residential Units with 9,800k Retail/Commercial Below
- Alternatively- Ground floor could be retail and upper level commercial (small office, etc.)

City-Owned Parcel - Parking Tray + Live/Work

- Existing Buildings remain
- 120' Wide Parking Tray accessed on two levels
- Lower Level (from Franklin): ±60 spaces
- Upper Level (from Lake or N. Avondale)± 55 Spaces
- 3 Live work units or
- 6,000 Sf of retail with commercial/office above



Scenario 4: Fabric Development to Development Pad A + City Building

- Activates Park Frontage with true retail
- Frees up City-owned lot for a parking tray with the potential to line with Live/Work Units
- Existing grade on Development Pad A is very advantageous to allowing podium to be tucked into grade and allow more room for development

Block A - Multi-Family /Retail on Podium

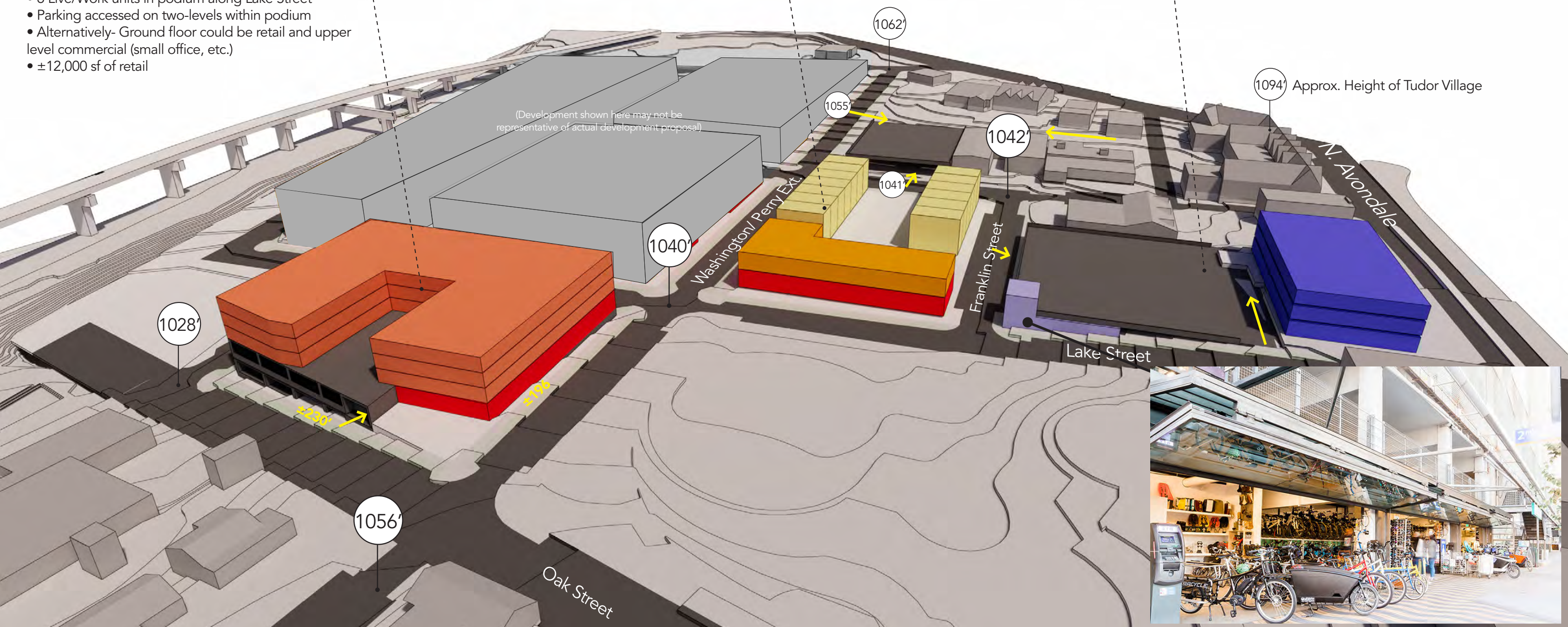
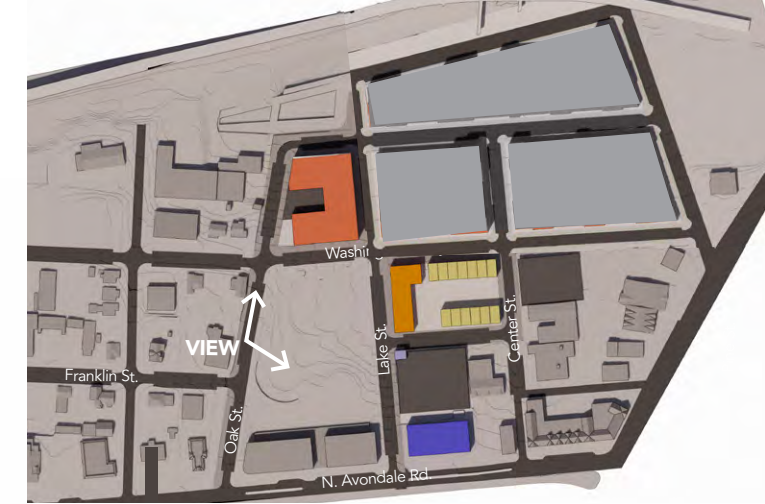
- Program from Fabric development moved to this area
- 60 Residential Units on 3 levels w/ amenity deck
- 6 Live/Work units in podium along Lake Street
- Parking accessed on two-levels within podium
- Alternatively- Ground floor could be retail and upper level commercial (small office, etc.)
- ±12,000 sf of retail

Block E - Townhomes + Live/Work or Retail

- Separate parking/access to Live/Work/Retail Units
- Required open space best suited at east end of development
- 5 Residential Units with 9,800k Retail/Commercial Below
- Alternatively- Ground floor could be retail and upper level commercial (small office, etc.)

City-Owned Parcel - Parking Tray + City Building

- 180' Wide Parking Tray accessed on two levels
- Lower Level (from Franklin): ±75 spaces
- Upper Level (from Lake or N. Avondale)± 90 Spaces
- Potential to add supplemental public element within lower level of deck to minimize visual impact of parking (i.e. Bike Depot, Showers, Lockers, Additional Bathrooms, Small Pop-up Retail Stand)
- Existing buildings can remain if no City building is desired.



Scenario Alternatives: Other City Building / Office Locations

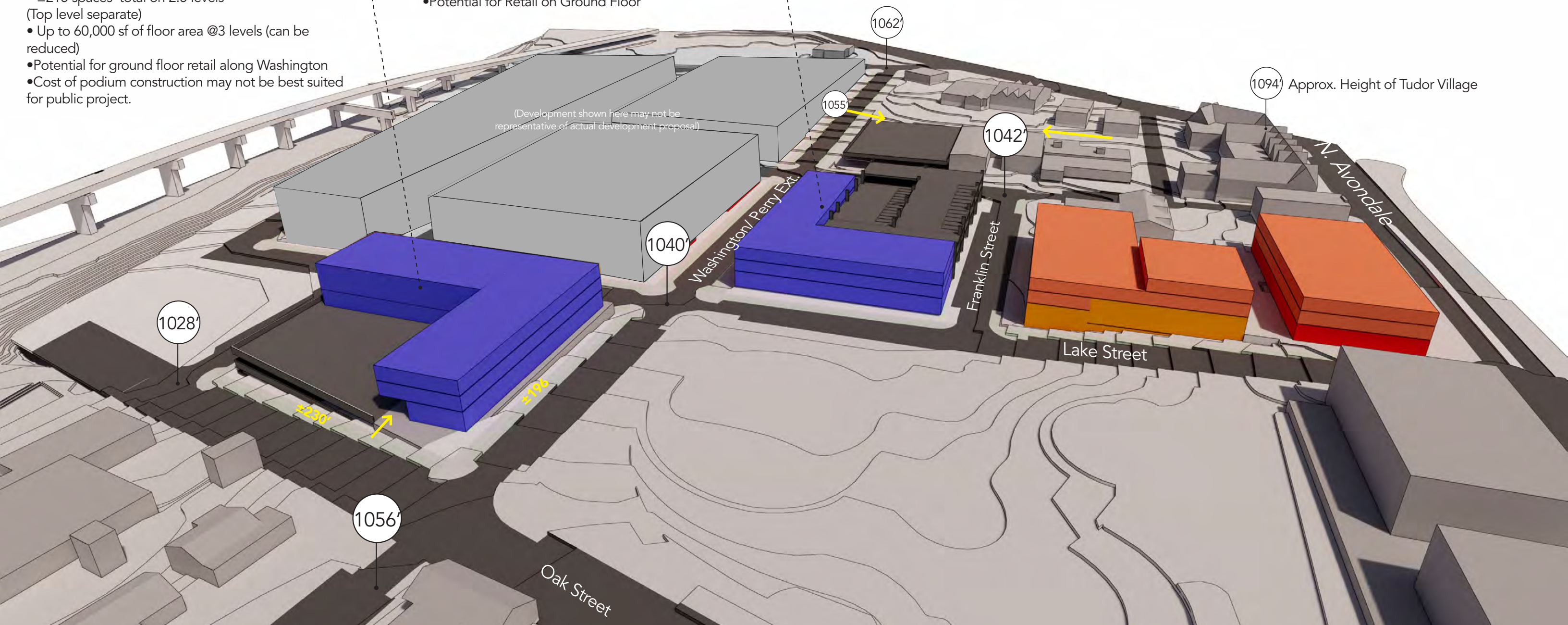
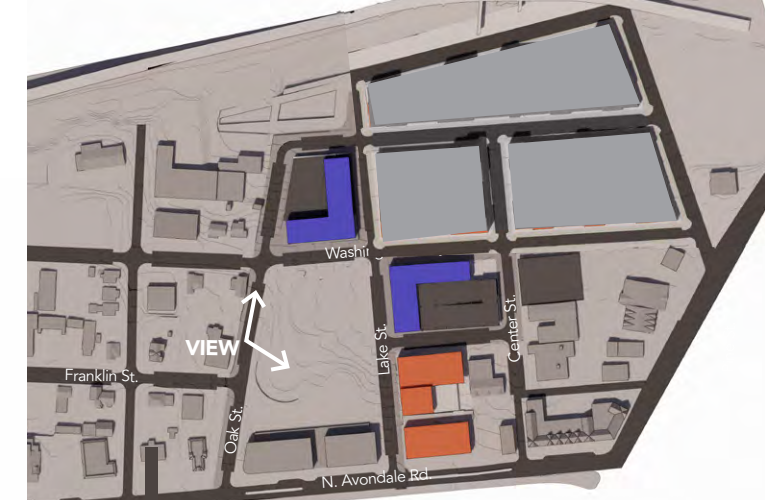
- The two other development areas may allow for a public building
- Development Pad E could have some space constraints that may not make it viable
- Development Pad A may be cost prohibitive given podium construction.
- A public building with no ground floor activation may not be best to promote active frontages along Town Green

Block A - City Building / Office

- Podium development with City building
- Parking not a visual intrusion
- ±215 spaces total on 2.5 levels (Top level separate)
- Up to 60,000 sf of floor area @3 levels (can be reduced)
- Potential for ground floor retail along Washington
- Cost of podium construction may not be best suited for public project.

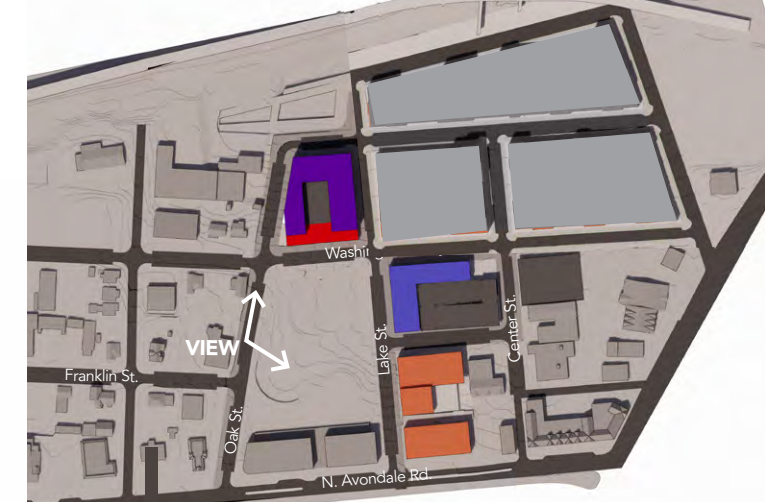
Block E - City Building / Office

- City Building could line a parking deck with atypical building depth suitable for a City building.
- Parking deck sits below development but may have visual impact from Center Street
- Parking deck may require custom conditions making it more expensive
- ±216 Parking Spaces
- Up to 54,000 sf of floor area @ 3 levels (can be reduced)
- Potential for Retail on Ground Floor



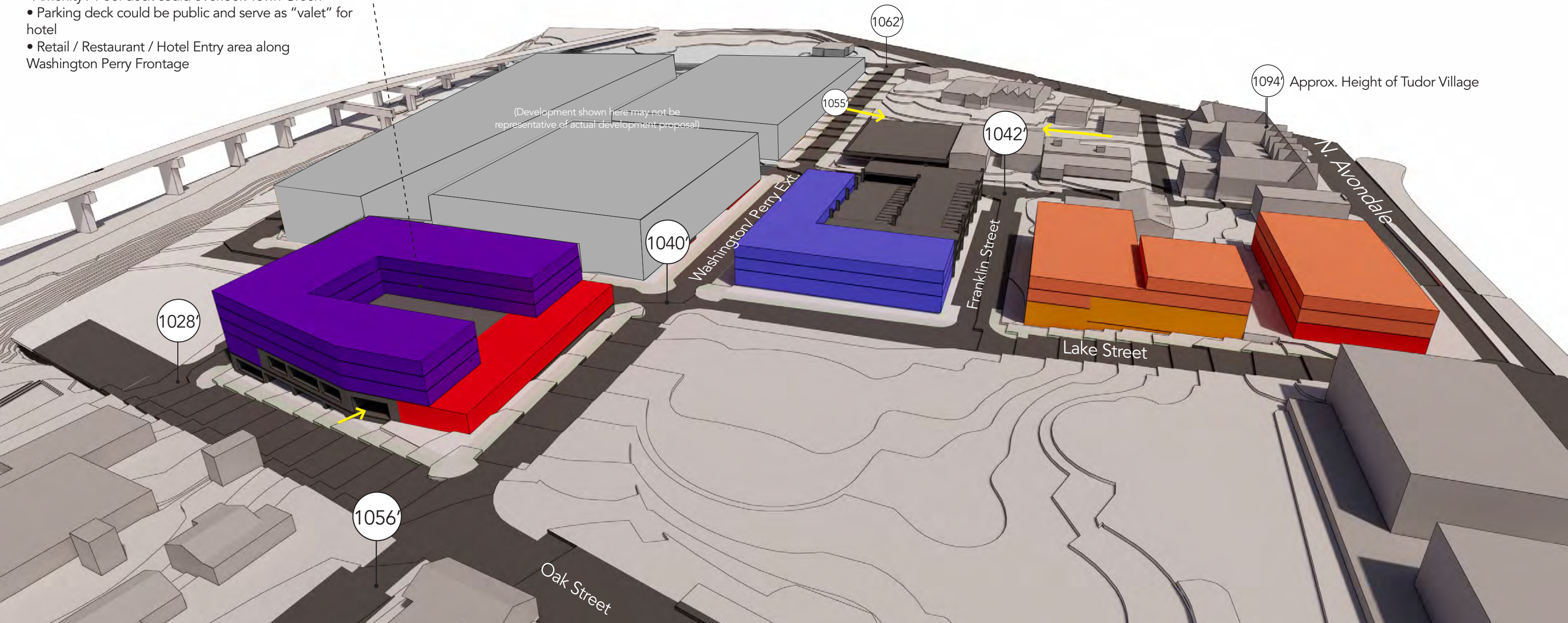
Scenario Alternatives: Boutique Hotel on Development Pad A

- Development Pad A most likely serves as the most viable option for a boutique hotel given parking needs and height restrictions.
- Feasibility will depend on market / developer needs.



Block A - Boutique Hotel

- Potential for ±140-160 keys depending on additional program demands
- Amenity / Pool deck could overlook Town Green
- Parking deck could be public and serve as "valet" for hotel
- Retail / Restaurant / Hotel Entry area along Washington Perry Frontage



Development Study Sites with Existing Franklin Street Alignment

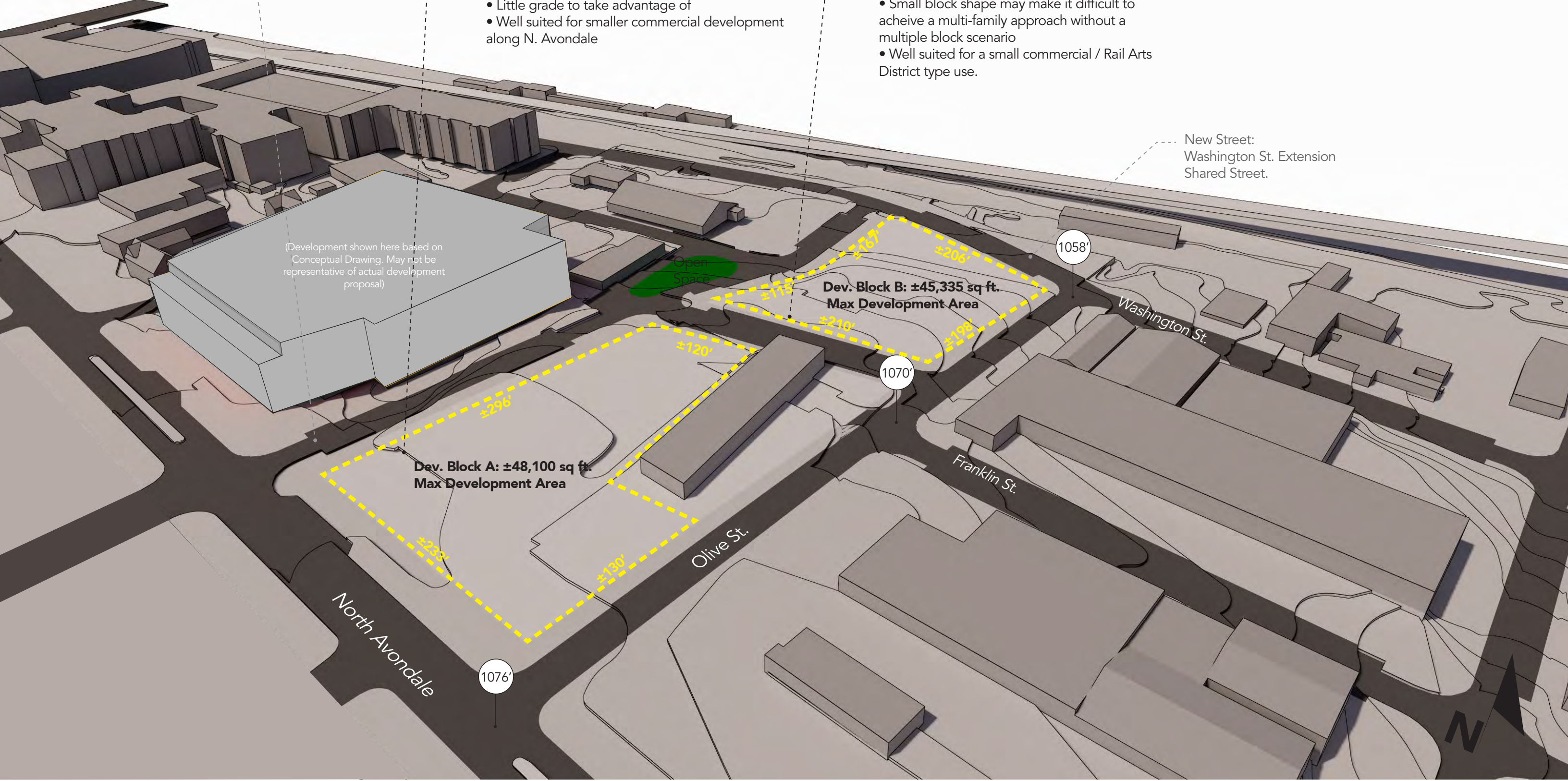
New Street w/ Open Space Node
Type B Street

- Block A - ±48,100 sf dev. area**
- Unique development area dimensions may make typical multi-family development difficult to achieve
 - Little grade to take advantage of
 - Well suited for smaller commercial development along N. Avondale

- Block B - ±45,335 sf dev. area**
- 12' of grade change from south to north
 - Small block shape may make it difficult to achieve a multi-family approach without a multiple block scenario
 - Well suited for a small commercial / Rail Arts District type use.

New Street:
Washington St. Extension
Shared Street.

(Development shown here based on
Conceptual Drawing. May not be
representative of actual development
proposal)



Dev. Block A: ±48,100 sq ft.
Max Development Area

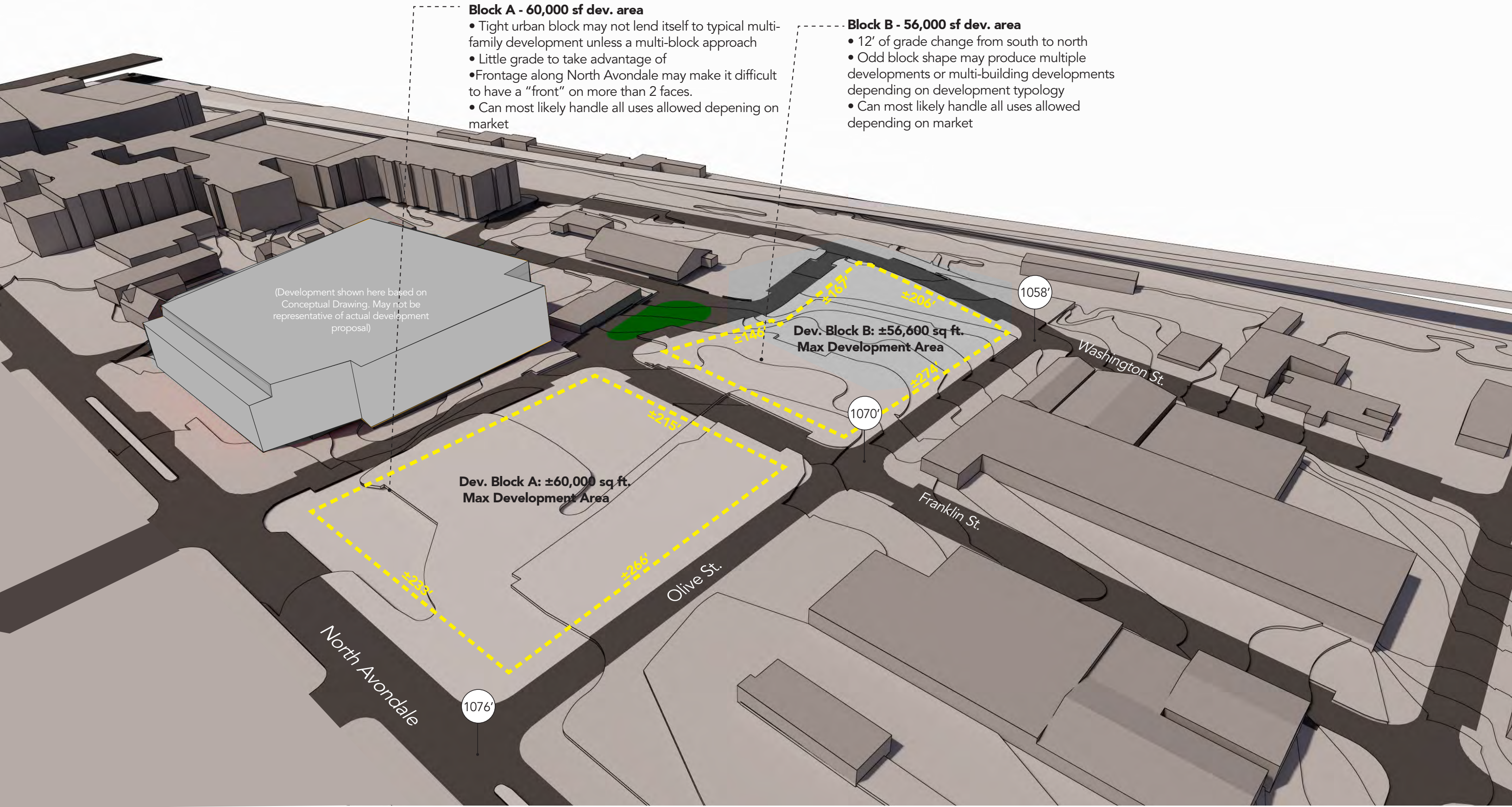
Dev. Block B: ±45,335 sq ft.
Max Development Area

1076'

1070'

1058'

Development Study Sites with Franklin Street Realignment



- Block A - 60,000 sf dev. area**
- Tight urban block may not lend itself to typical multi-family development unless a multi-block approach
 - Little grade to take advantage of
 - Frontage along North Avondale may make it difficult to have a "front" on more than 2 faces.
 - Can most likely handle all uses allowed depending on market

- Block B - 56,000 sf dev. area**
- 12' of grade change from south to north
 - Odd block shape may produce multiple developments or multi-building developments depending on development typology
 - Can most likely handle all uses allowed depending on market

(Development shown here based on Conceptual Drawing. May not be representative of actual development proposal)

Dev. Block A: ±60,000 sq ft. Max Development Area

Dev. Block B: ±56,600 sq ft. Max Development Area

1076'

1070'

1058'

Franklin Street Realignment: Study A

- A look at residentially focused development utilizing the grade toward the north to allow for hidden parking deck.

Block A - Live/Work + Condo + Townhome

- A small 3-level condominium approach (±60 gsf)
- Live/Work Units along N. Avondale and
- 8 Townhomes -self parked
- Feasibility will depend on parking needs. Current surface lot at ±50 spaces + On-street spaces
- Difficult to achieve required open space

Block B - Live/Work with Condo Podium

- Utilize grade to build podium parking with residential units above.
- ±63,000 gsf @ 3.5 levels
- Podium level may allow for ±60 spaces in single level below and on top. Some of top level of podium can be amenity deck.
- Development can be separated to allow for stand alone live work building (4 units)
- New street at north end promotes a "front" street rather than back-of-house.



Franklin Street Realignment: Study B

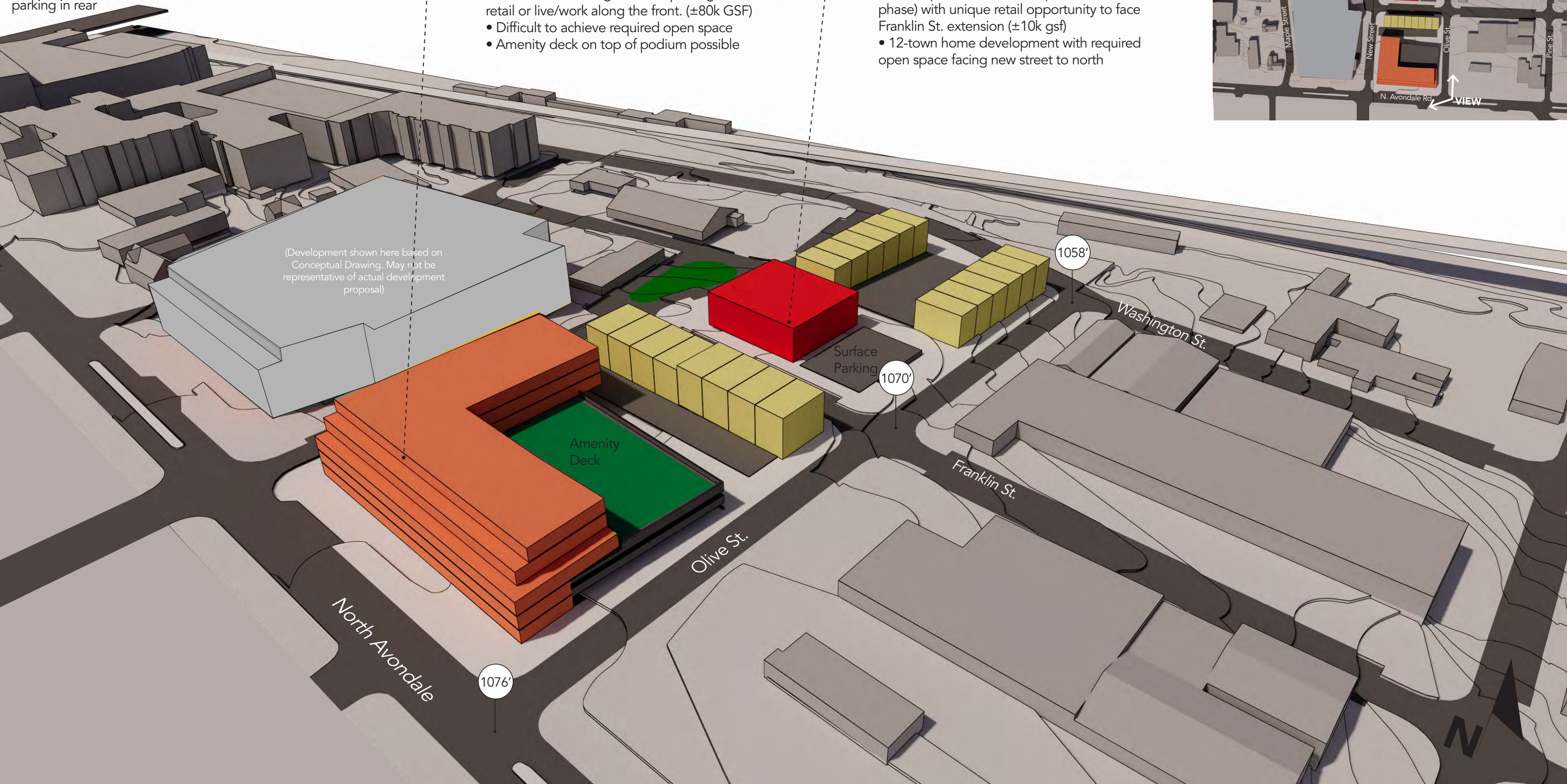
- Larger Structure along North Avondale to allow for mixed-use/ live-work / condominium approach.
- Small/Unique Retail opportunity also exists on New Franklin St alignment. Stand alone retail also viable along N. Avondale with parking in rear

Block A - Live/Work + Condo + Townhomes

- Similar to previous scenario but with podium construction allowing for more parking, more units, and retail or live/work along the front. (±80k GSF)
- Difficult to achieve required open space
- Amenity deck on top of podium possible

Block B - Retail + Townhomes

- Block split into two developments (or multi-phase) with unique retail opportunity to face Franklin St. extension (±10k gsf)
- 12-town home development with required open space facing new street to north



(Development shown here based on Conceptual Drawing. May not be representative of actual development proposal)

Note: Not a development proposal. All masses and quantities are for study purposes only and are not meant to be a representation of desired development outcomes by any party. Conceptual massings are shown only as a tool to assist in visualizing density. Further Study required.

Franklin Street Realignment: Study C

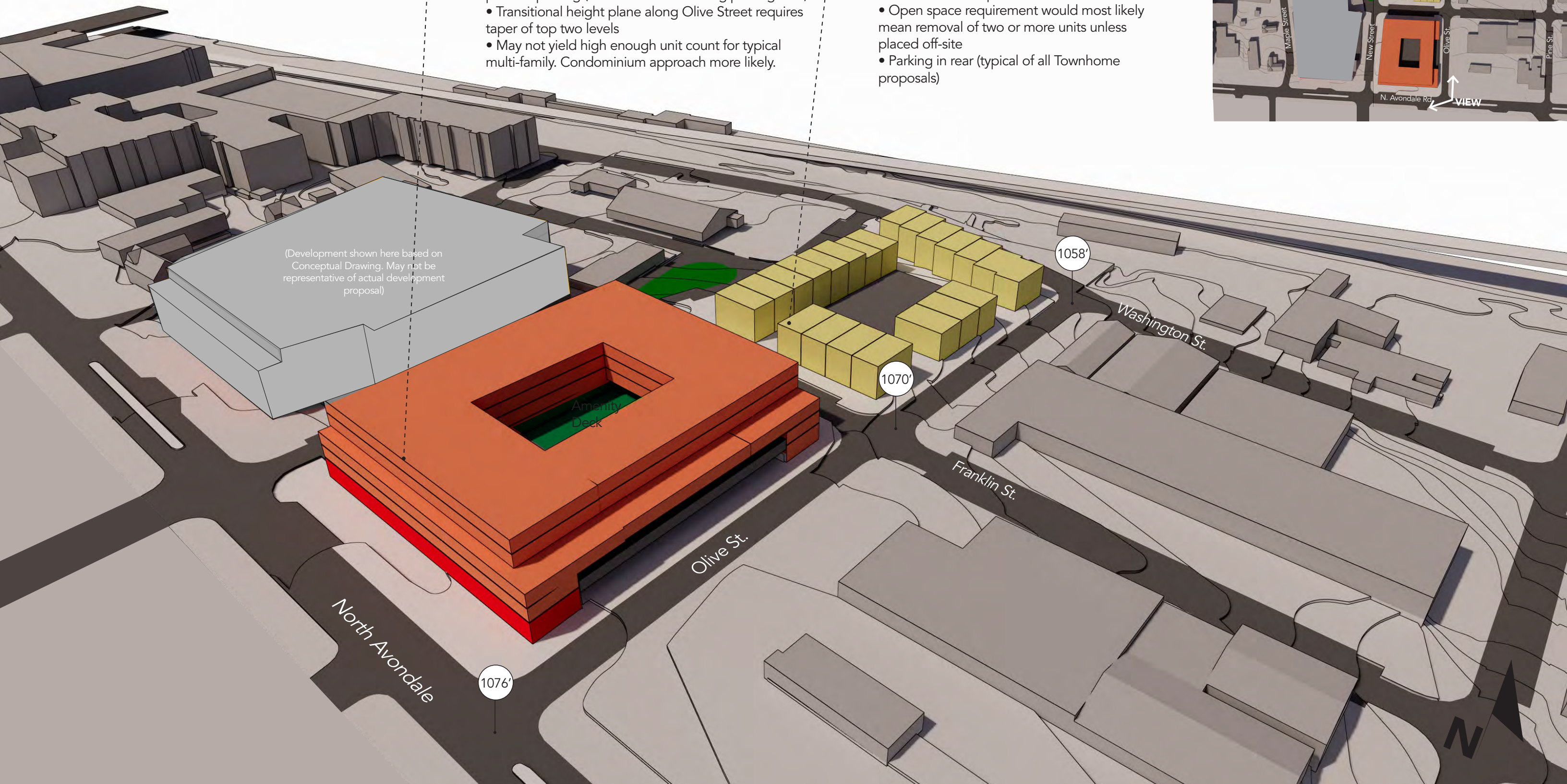
- Multi-family development on podium
- Full-Block Townhome development

Block A - Podium Multi-family

- Similar to proposed development to the west with podium parking (180k GSF not including parking area)
- Transitional height plane along Olive Street requires taper of top two levels
- May not yield high enough unit count for typical multi-family. Condominium approach more likely.

Block B - Townhomes

- 22-home development
- Open space requirement would most likely mean removal of two or more units unless placed off-site
- Parking in rear (typical of all Townhome proposals)



(Development shown here based on Conceptual Drawing. May not be representative of actual development proposal)

Amenity Deck

Franklin Street Realignment: Study D

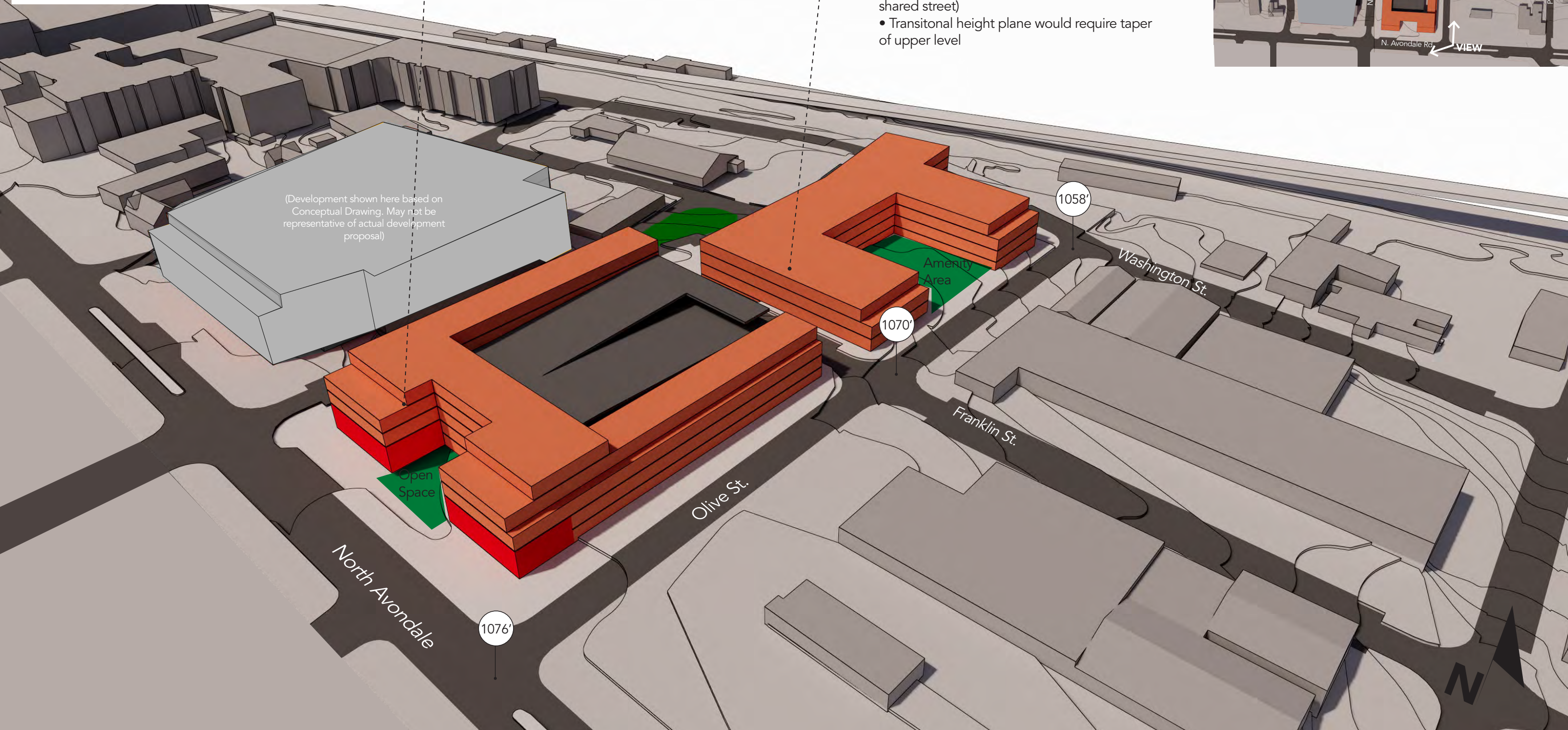
- Multiblock "stick built" multi-family development
- Parking deck on development Block A would provide parking for both blocks to allow for at grade amenity area on block B
- Would need to highly utilize on-street parking
- Undulation of building facade reduces visual impact of development but may still be out of scale

Block A - Multi-family

- Wrapped deck multi-family (±105k gsf)
- Retail along North Avondale.(±50k gsf)
- Could be 4-stories depending on total unit count needed by development

Block B - Multi-family

- 3.5 levels of multi-family housing with amenity courtyard (±126k gsf)
- Required open space could be in form of plaza along new E-W street (good terminus for shared street)
- Transitional height plane would require taper of upper level



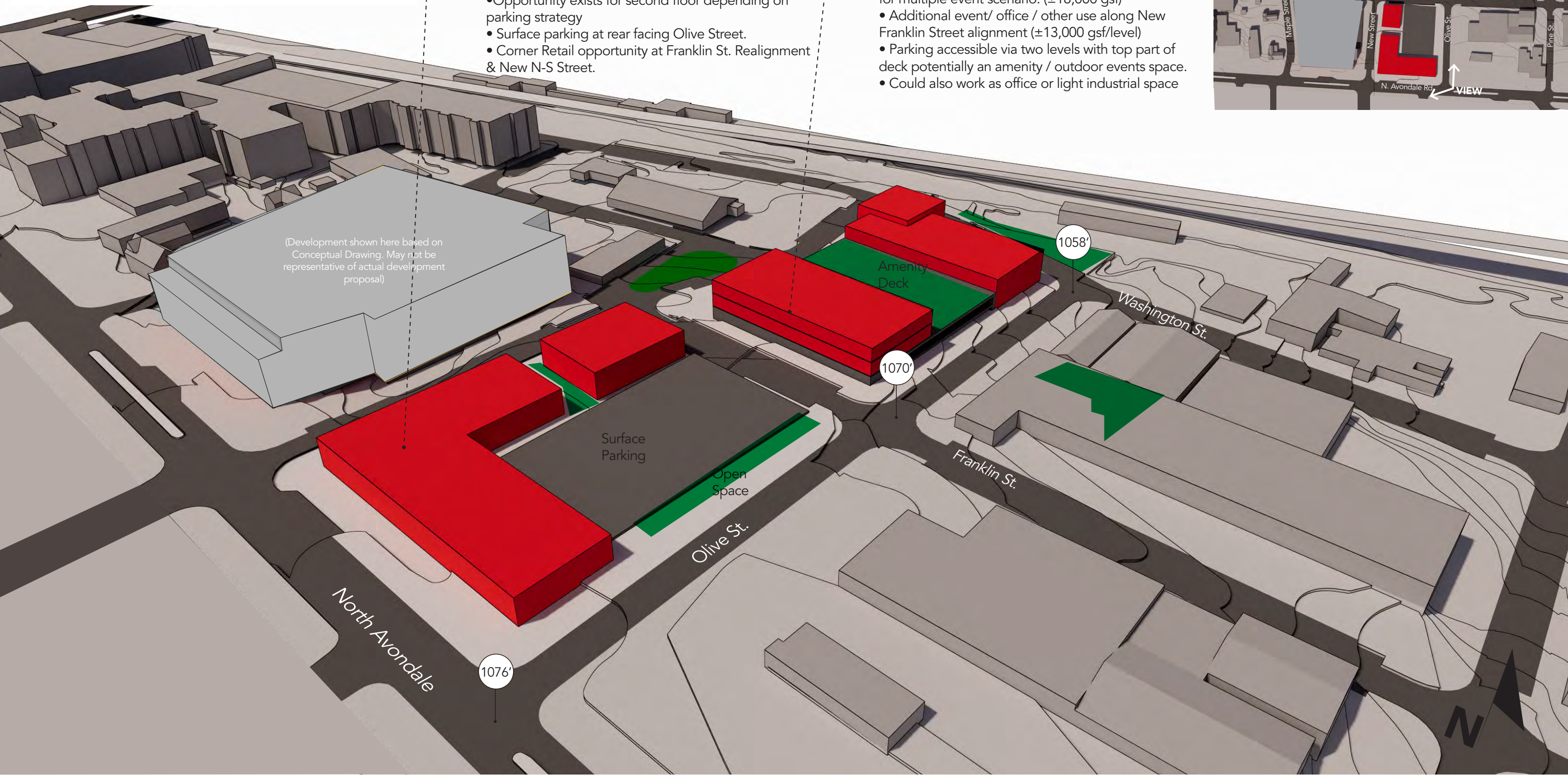
(Development shown here based on Conceptual Drawing. May not be representative of actual development proposal)

Franklin Street Realignment: Study E

- A look at a unique development on focused on events venue footprint or similar use that could help stitch together this area with the rest of the Rail Arts District
- Traditional retail /restaurant footprint along North Avondale.

- Block A - Single Story Commercial**
- Single Story commercial with opportunities for restaurant/retail/etc. (± 26,000 gsf)
 - Opportunity exists for second floor depending on parking strategy
 - Surface parking at rear facing Olive Street.
 - Corner Retail opportunity at Franklin St. Realignment & New N-S Street.

- Block B - Commercial- Events Space**
- Potential event venue with large enough footprint for multiple event scenario. (±18,000 gsf)
 - Additional event/ office / other use along New Franklin Street alignment (±13,000 gsf/level)
 - Parking accessible via two levels with top part of deck potentially an amenity / outdoor events space.
 - Could also work as office or light industrial space



Franklin Street Existing Alignment: Study A.1

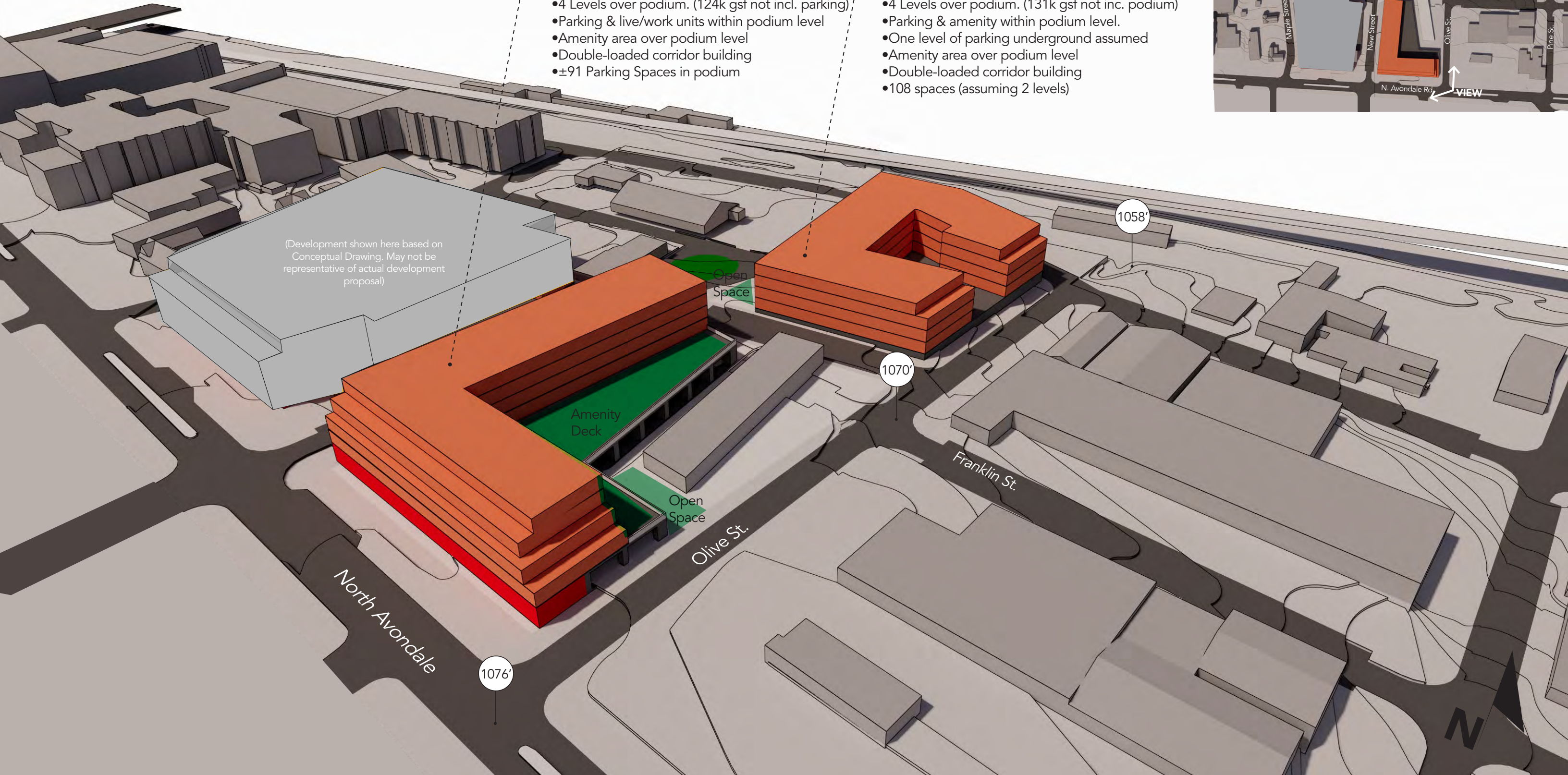
• Given block dimensions and existing buildings, typical wrapped deck construction may not be feasible in either block. This approach assumes both developable areas are in a single development / owner with parking and amenities shared. Blocks may not yield enough units for typical rental development.

Block A - Multi-Family Podium

- 4 Levels over podium. (124k gsf not incl. parking)
- Parking & live/work units within podium level
- Amenity area over podium level
- Double-loaded corridor building
- ±91 Parking Spaces in podium

Block B - Multi-Family Podium

- 4 Levels over podium. (131k gsf not inc. podium)
- Parking & amenity within podium level.
- One level of parking underground assumed
- Amenity area over podium level
- Double-loaded corridor building
- 108 spaces (assuming 2 levels)



Franklin Street Existing Alignment: Study A.2

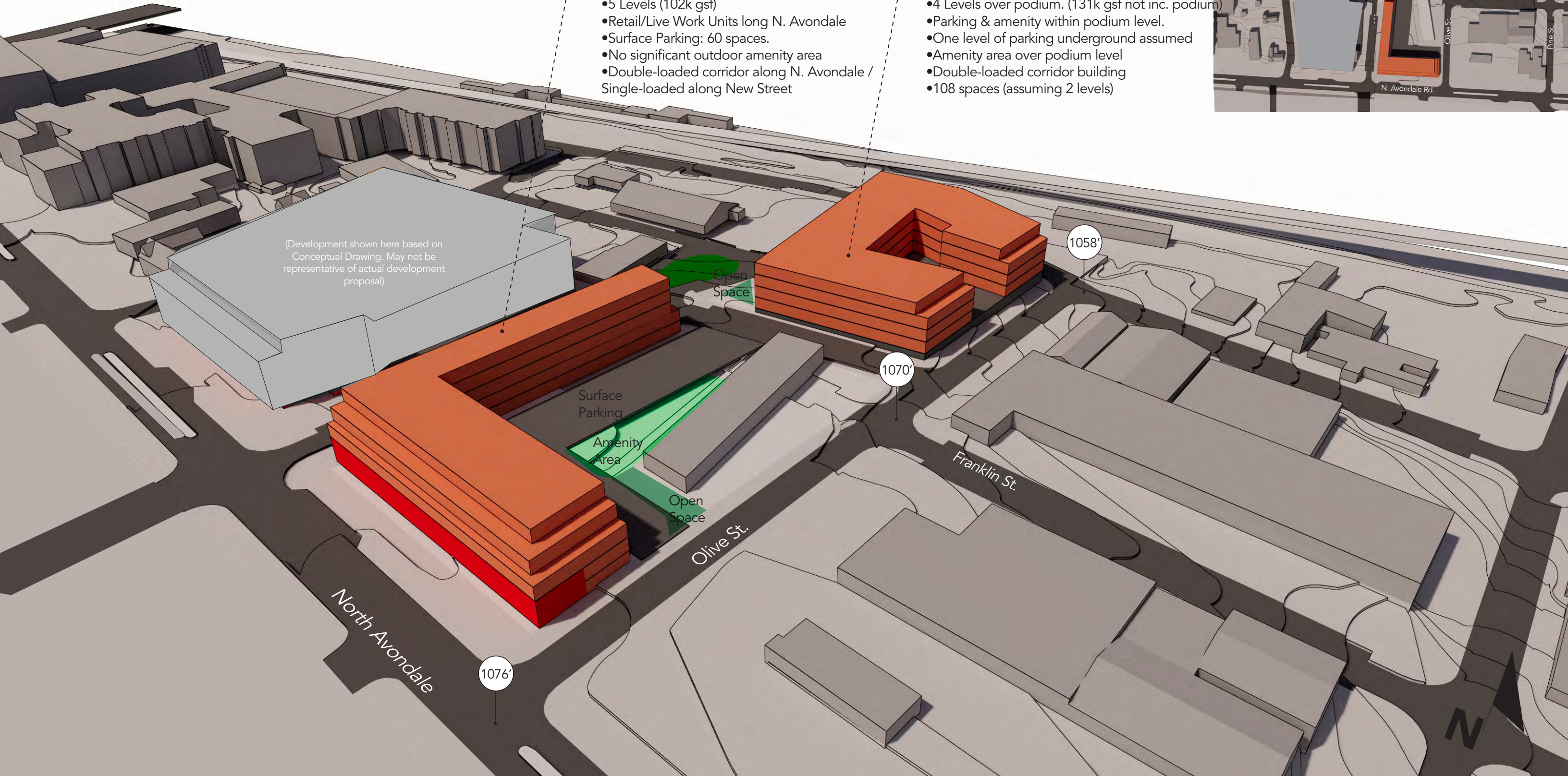
• Given block dimensions and existing buildings, typical wrapped deck construction may not be feasible in either block. Assumes one owner for both blocks. Similar to Study A.1 but 'Block A' does not utilize a podium. Yields less units but reduces construction cost and size. May not yield enough units for typical rental development approach. Will need to utilize on-street parking.

Block A - Multi-Family

- 5 Levels (102k gsf)
- Retail/Live Work Units long N. Avondale
- Surface Parking: 60 spaces.
- No significant outdoor amenity area
- Double-loaded corridor along N. Avondale / Single-loaded along New Street

Block B - Multi-Family Podium

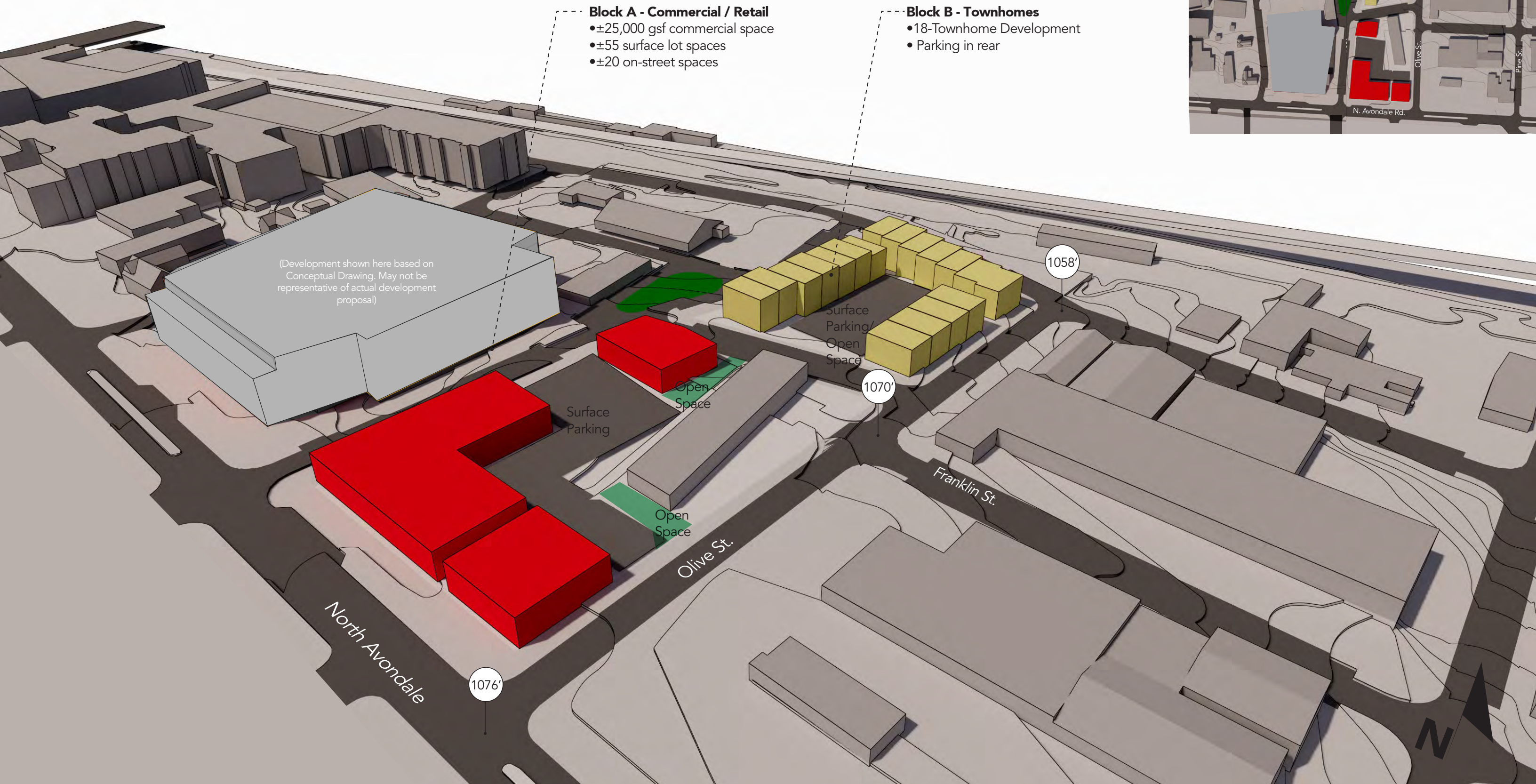
- 4 Levels over podium. (131k gsf not inc. podium)
- Parking & amenity within podium level.
- One level of parking underground assumed
- Amenity area over podium level
- Double-loaded corridor building
- 108 spaces (assuming 2 levels)



(Development shown here based on Conceptual Drawing. May not be representative of actual development proposal)

Franklin Street Existing Alignment: Study B.1

- Lower density development with single-story retail along N. Avondale and a Townhome Development to the North



Franklin Street Existing Alignment: Study B.2

- Lower density development with single-story retail along N. Avondale and a Townhome Development to the North

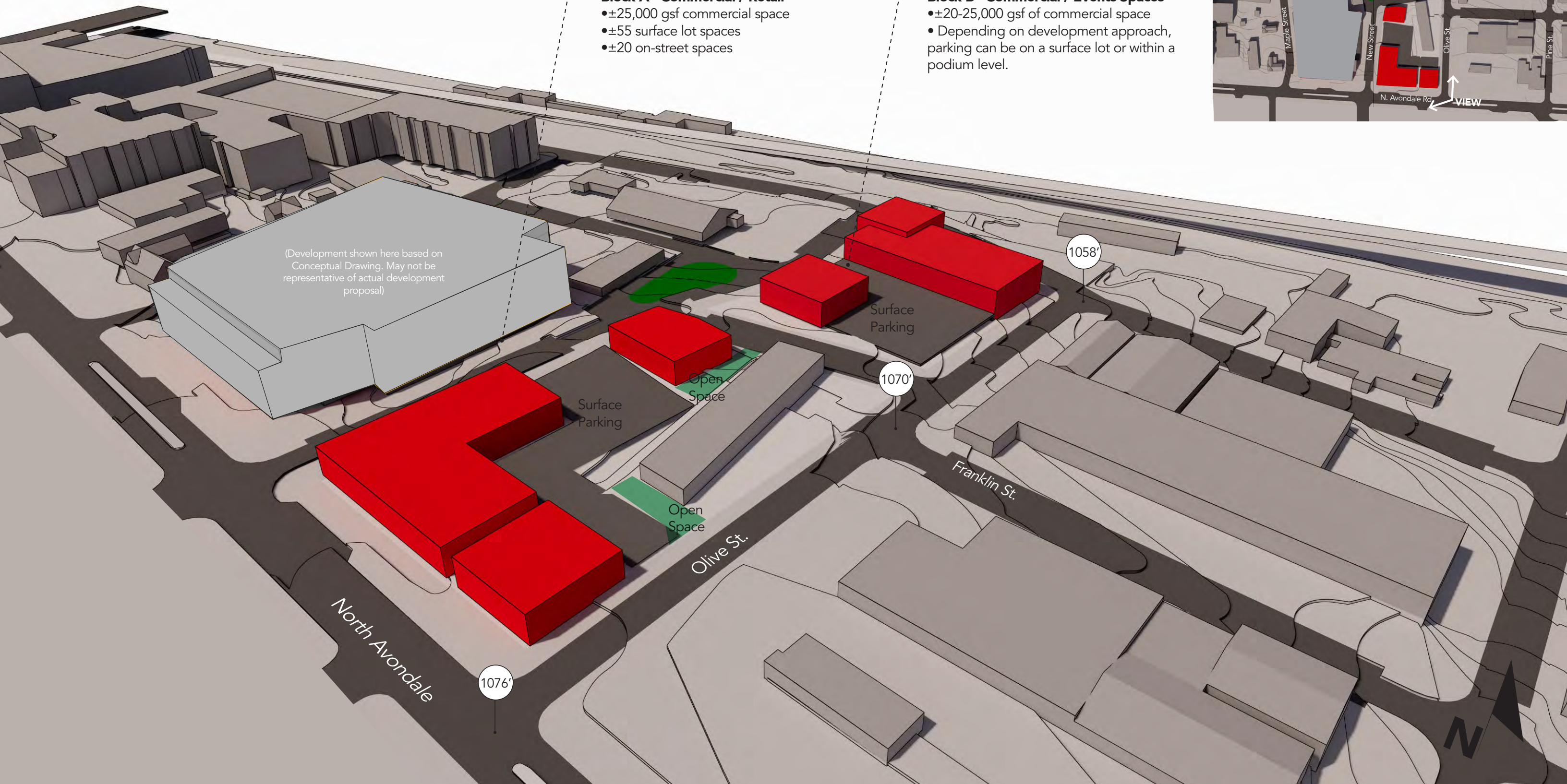


Block A - Commercial / Retail

- ±25,000 gsf commercial space
- ±55 surface lot spaces
- ±20 on-street spaces

Block B - Commercial / Events Spaces

- ±20-25,000 gsf of commercial space
- Depending on development approach, parking can be on a surface lot or within a podium level.





Avondale Estates Downtown Study

Phase III: Development Test Fits

1.15.21



0 200' 400'