

AVONDALE

WESTERN GATEWAY

05.18.2021



The Team



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Purpose

To create an inviting western gateway into Avondale Estates that is grounded in local history and culture and serves as a community catalyst for future growth.



Design Objectives

- Transform & revitalize the western gateway corridor
- Honor & respect local history & neighborhood identity
- Elevate & celebrate culture, diversity, & inclusion
- Provide an anchor for economic development



Placemaking

History & Legacy



AVONDALE ESTATES

The City was established in 1924 by George Francis Willis, based on early 20th century garden style planning.

TUDOR VILLAGE

The Downtown area is filled with mostly Tudor-style buildings in homage to the English origins of the City's name.

CONNECTIVITY

The site is at the crossroads of East College Avenue, CSX rail lines, and MARTA, promoting high visibility and connectivity in all directions.

CENTRAL BUSINESS DISTRICT

Due to the Great Depression, efforts to fulfill the vision for the Central Business District were postponed - until now.

TODAY

There is new development happening all around - from Olive & Pine, the Willis Apartments, and the Rail Arts District - beckoning a new chapter for Avondale Estates.

Placemaking

People & Community



Placemaking

A 24/7 Ecosystem

LIVE

Single Family
Multifamily
Hotel

WORK

Creative Office
Co-Working
Live/Work

PLAY

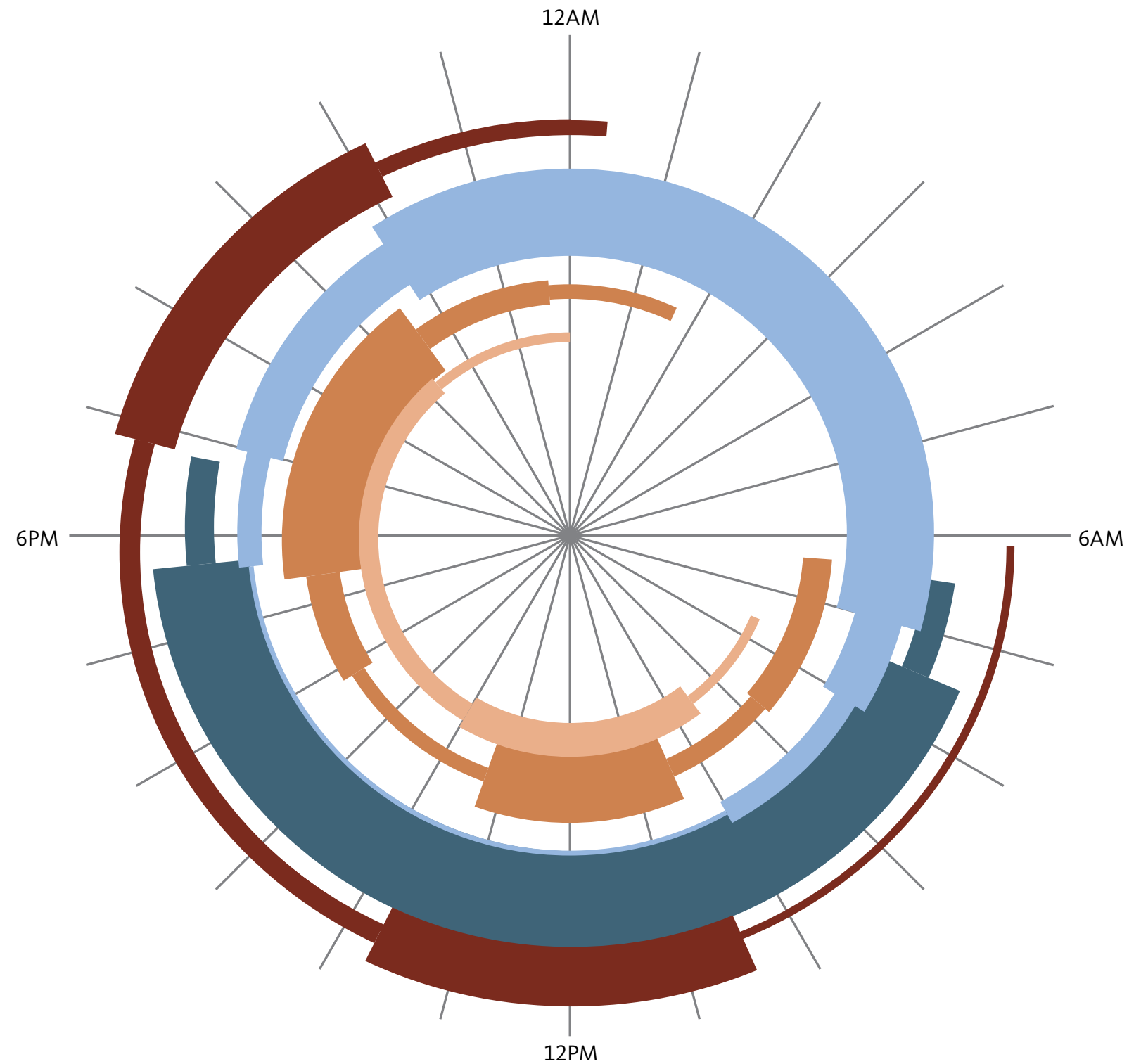
Farmers Market
Town Green
Amphitheater
Pocket Park

EAT & DRINK

Food Hall
Restaurants
Breweries
Food Trucks

SHOP

Local Shops
National Brands
Retail Incubators



Placemaking

It Starts with a Great District

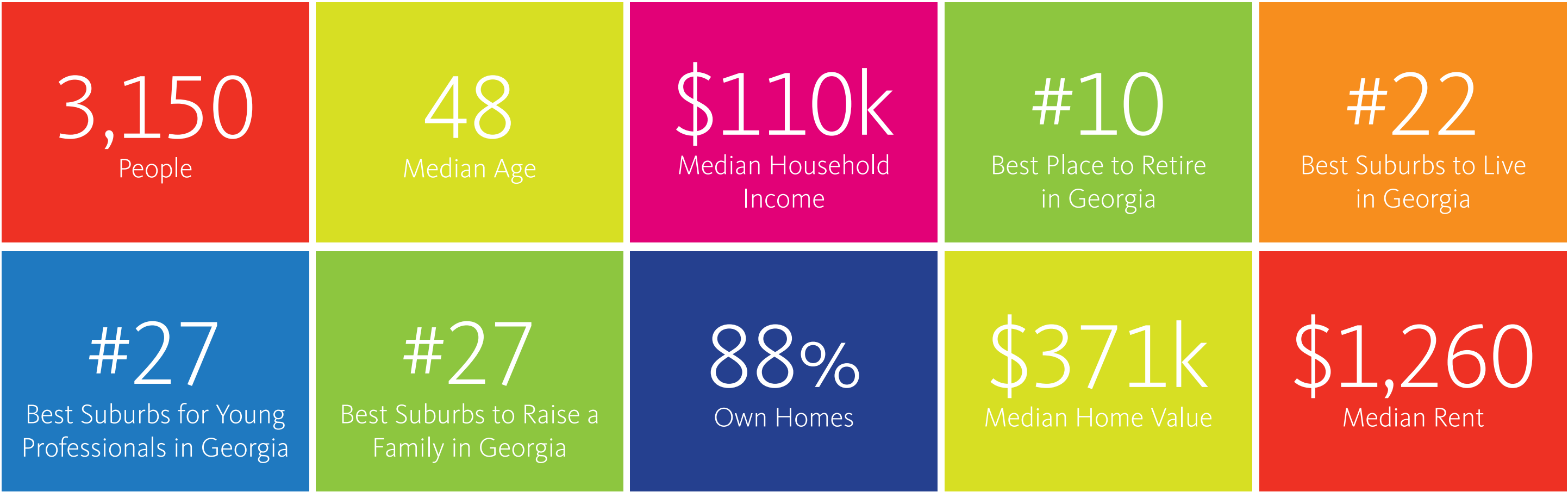


Site Analysis



Site

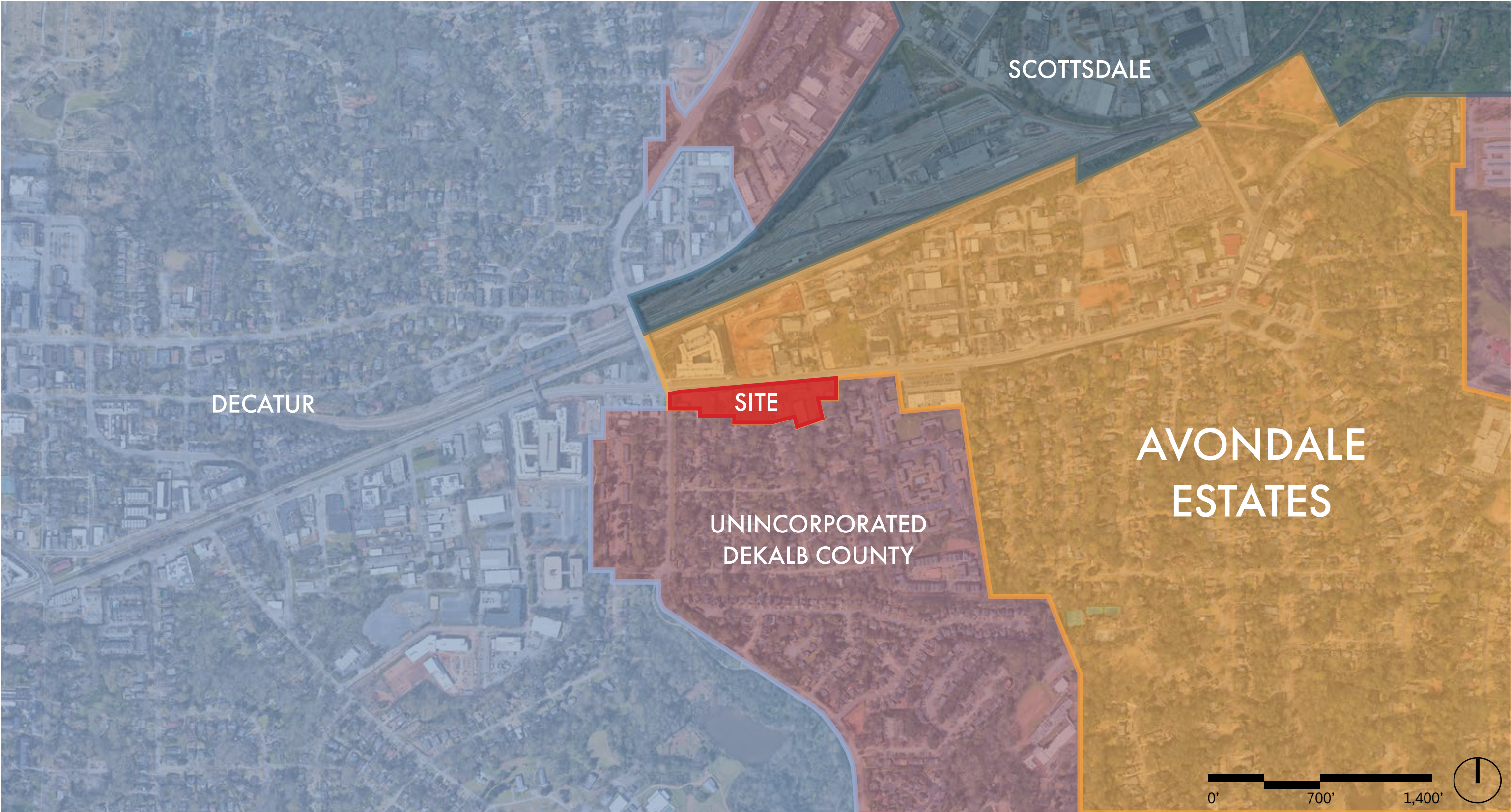
Stats & Figures



*Refer to Niche & U.S. Census

Site

Context & Neighborhoods



Site

Connectivity & Infrastructure



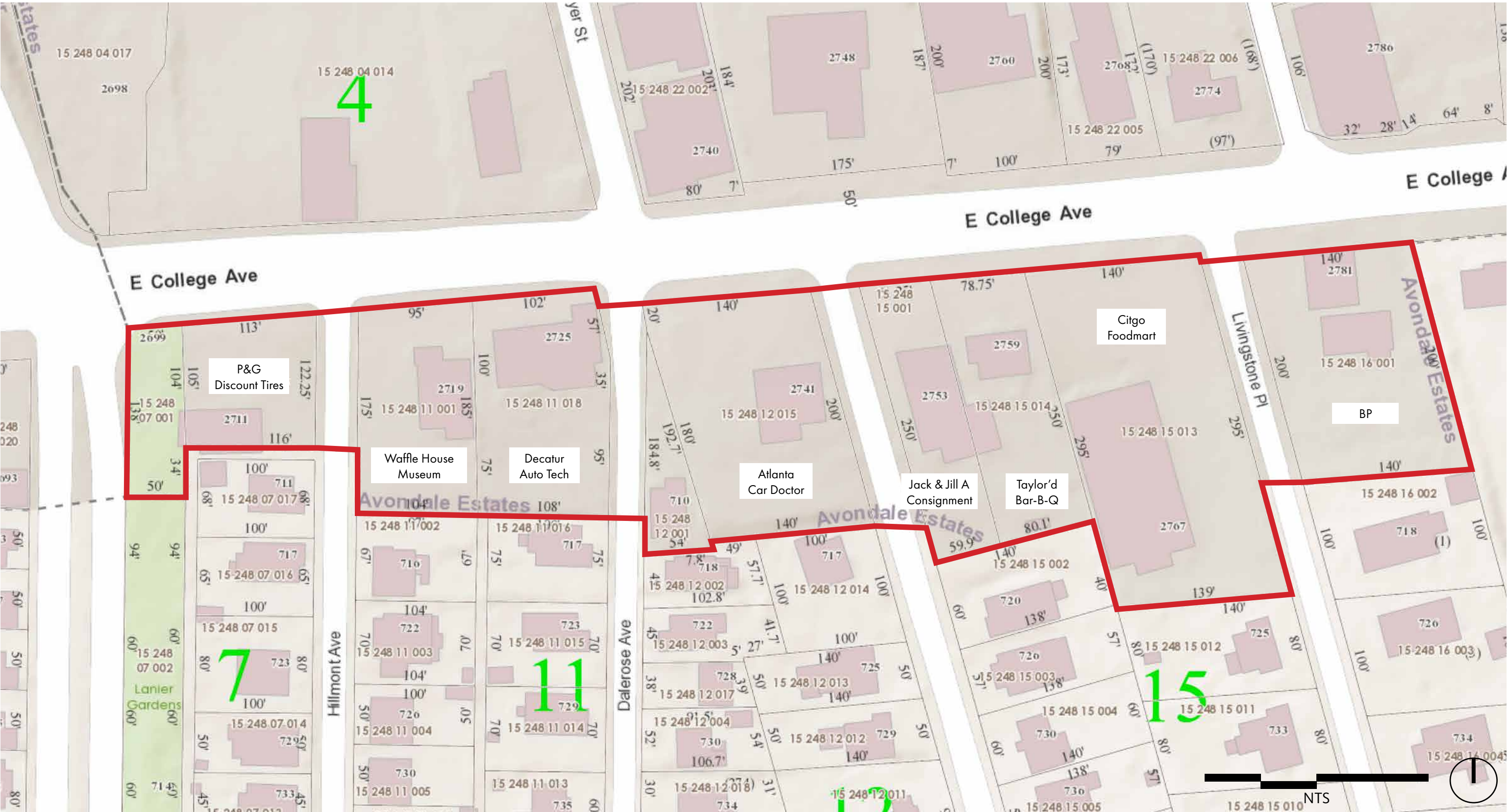
Site

The 2016 City of Avondale Estates Comprehensive Plan



Site

Existing Conditions

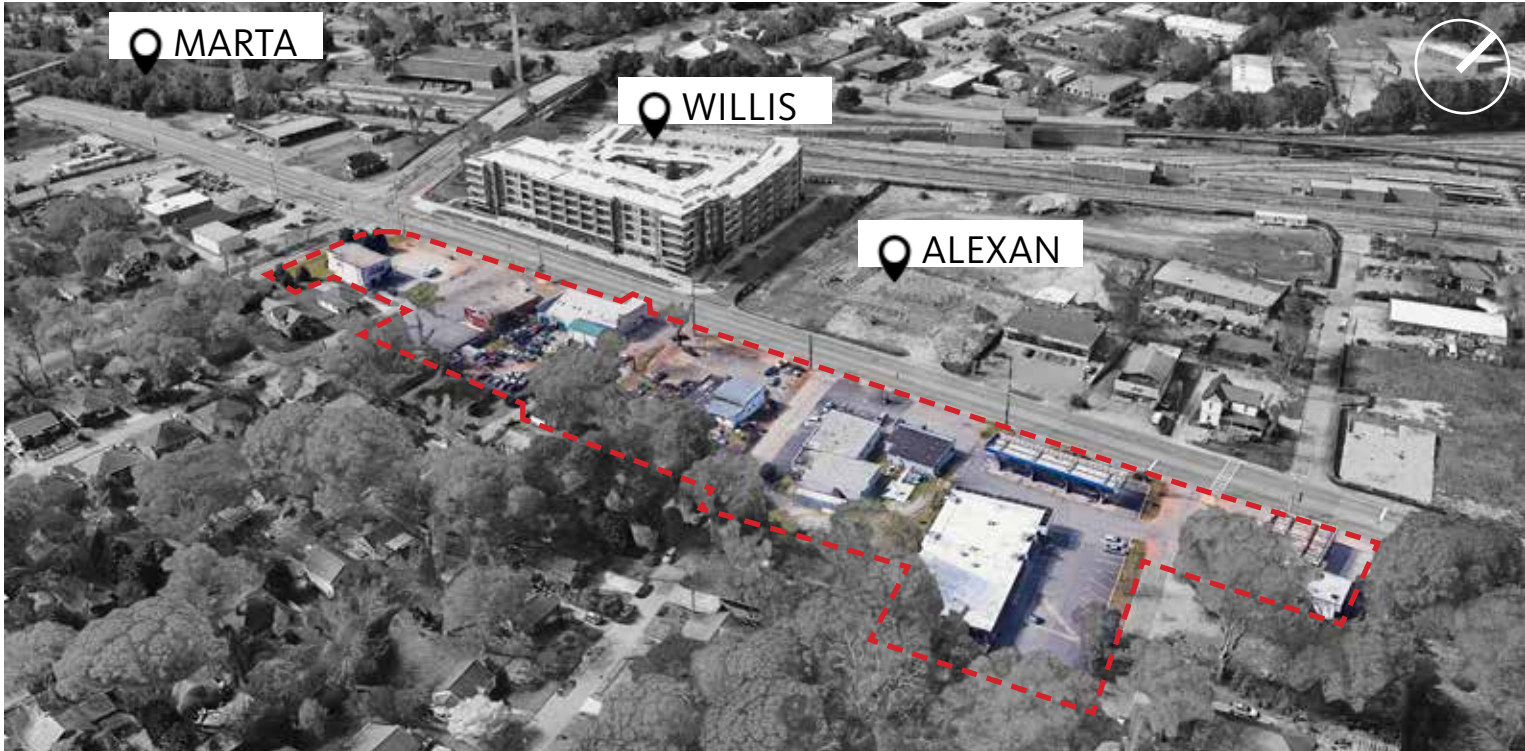


Site

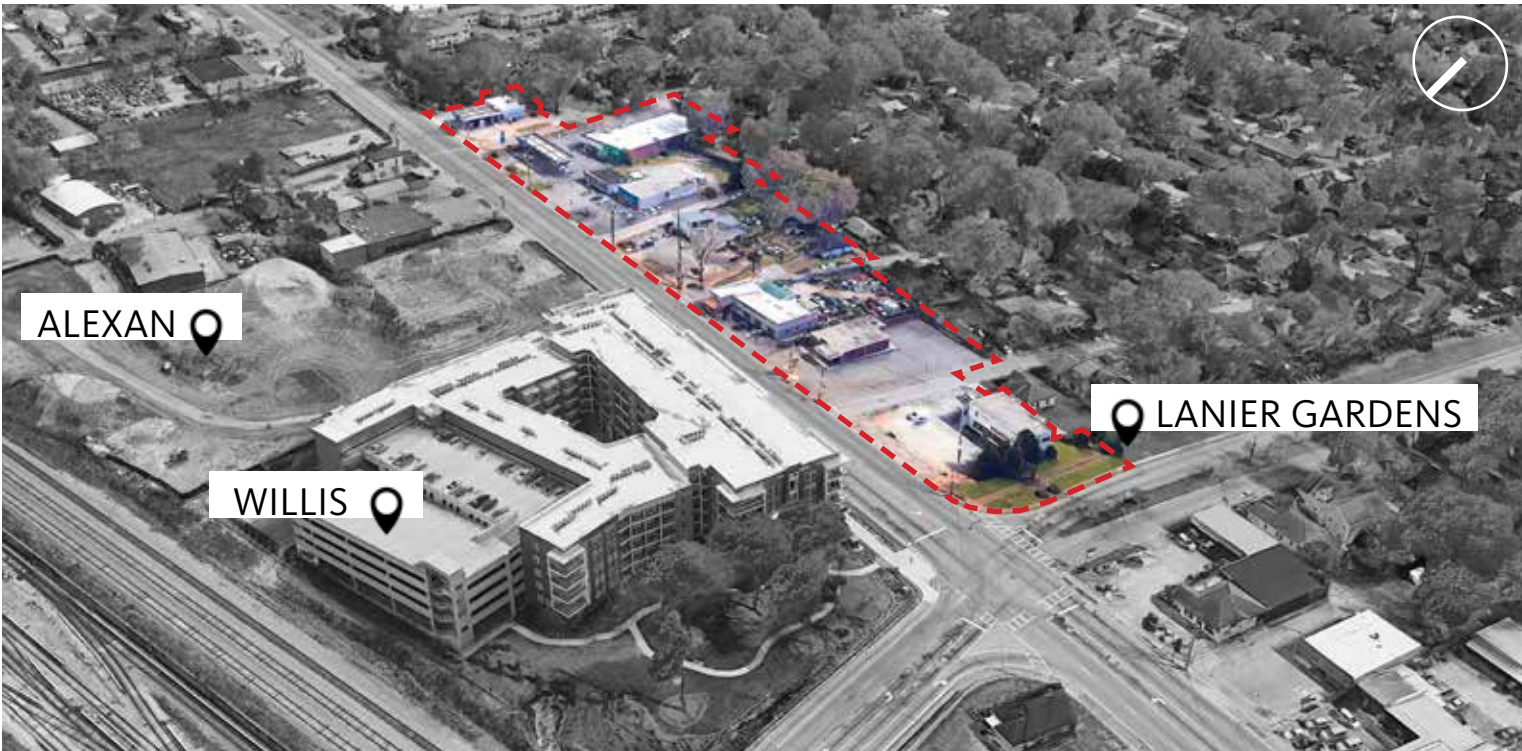
Aerial Views



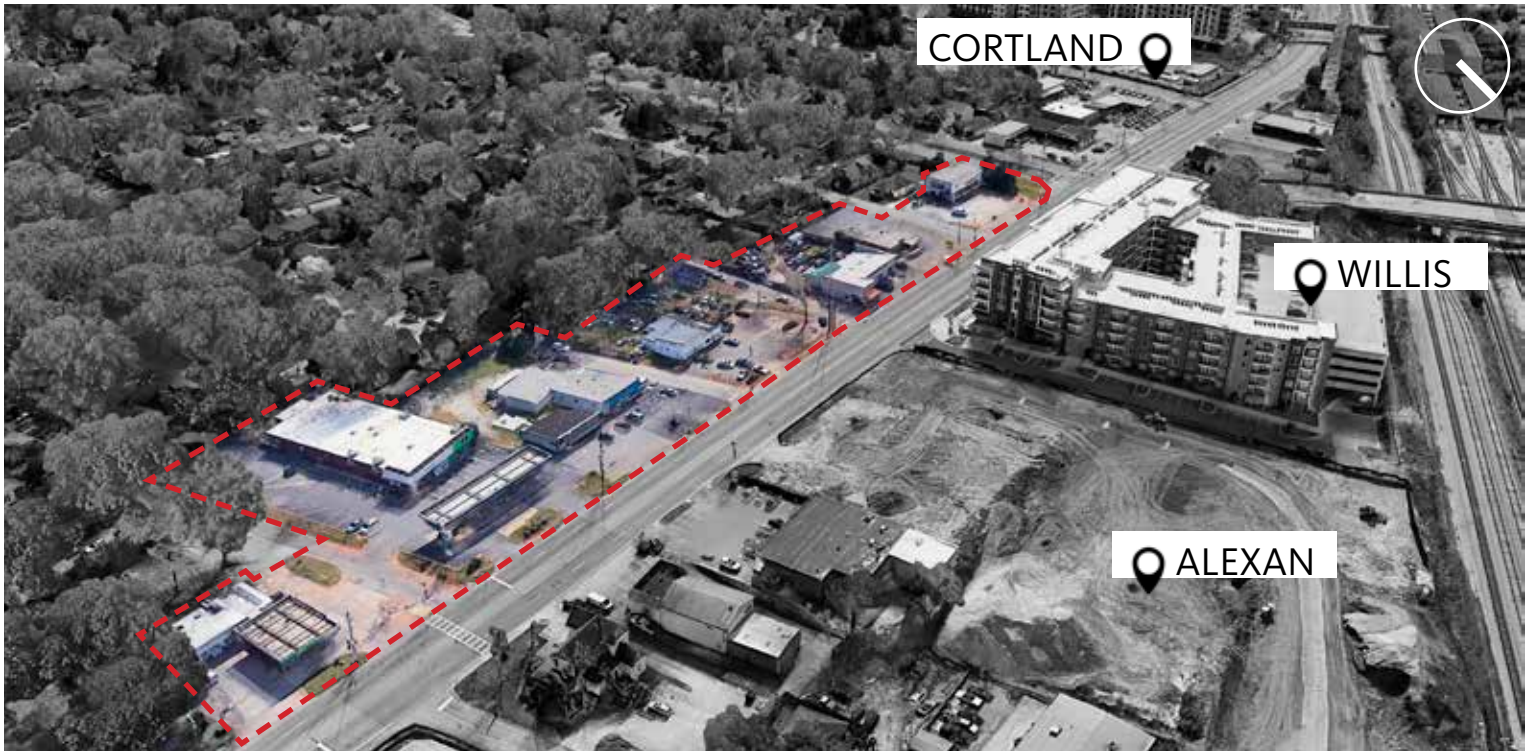
View Looking Northeast



View Looking Northwest



View Looking Southeast



View Looking Southwest

Site

Existing Photos



View of Street Corner & Lanier Gardens



View of Tire Shop



View of Waffle House



View of Auto Shop



Site

Existing Photos



View of Auto Dealer



View of Commercial Offerings



View of Fueling Stations



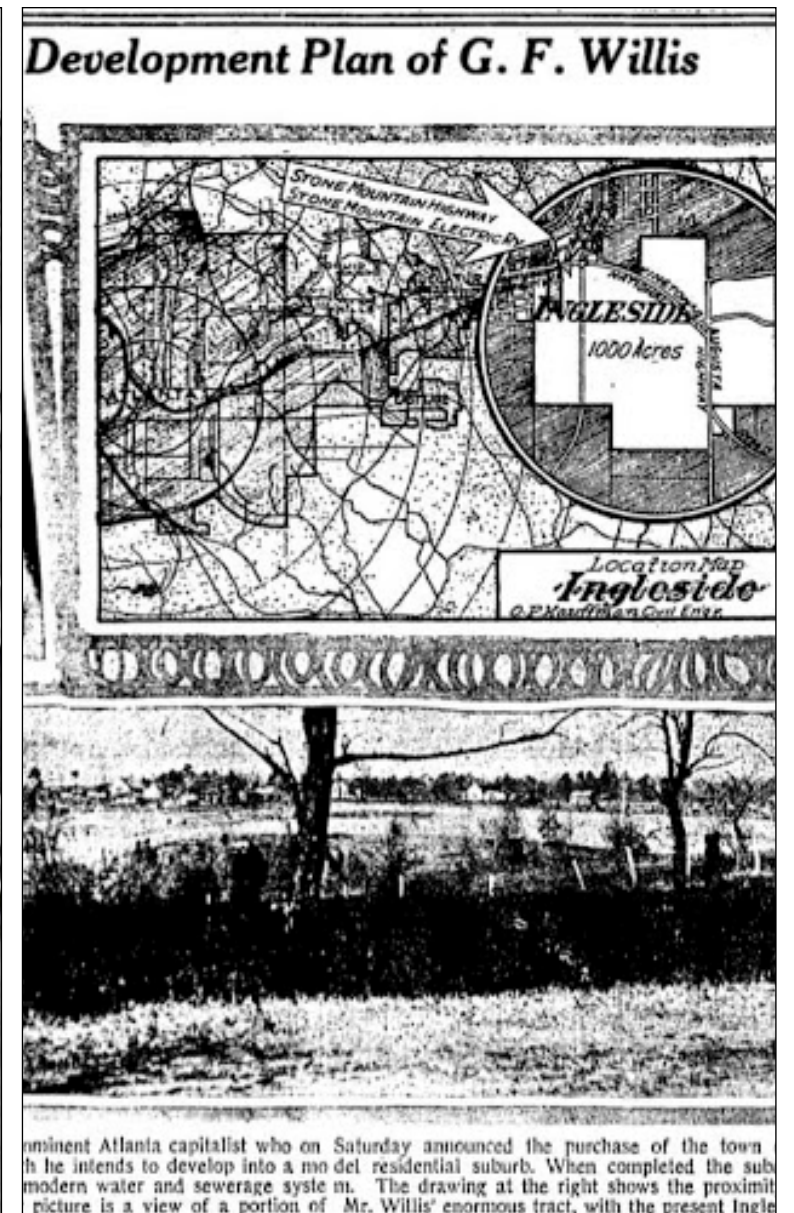
View Looking East along College Ave



Design & Planning



Time & Place



Cultural Identity

Voice & Expression



The Built Environment

Style & Flavor



Resilient Design

Sustainability & Well-Being



The Next Chapter

Drive & Ambition



Proposed Design

Overall Site Plan

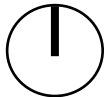
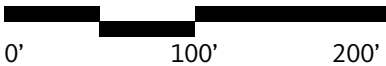


Parcel Map



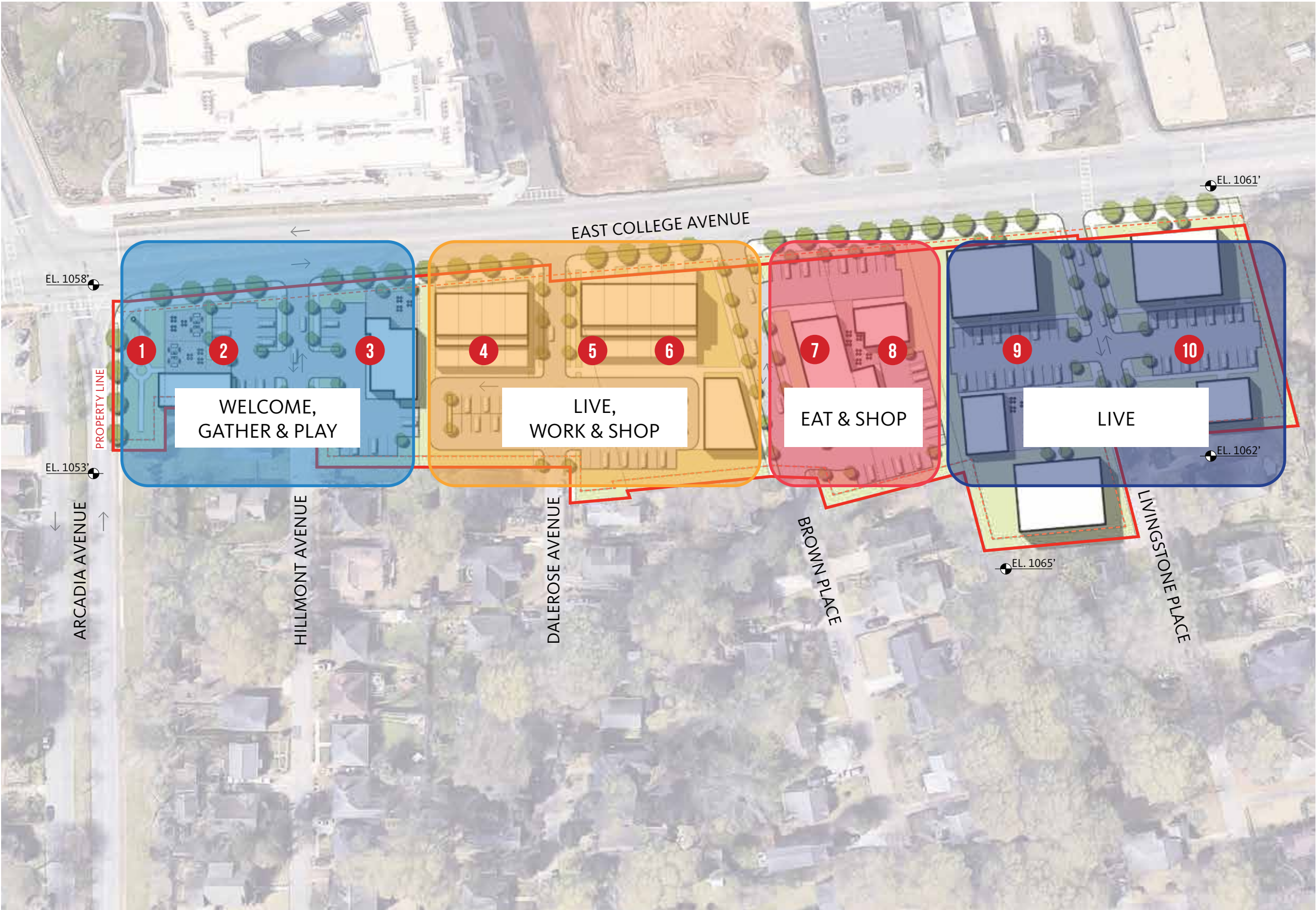
PROGRAM SUMMARY

- 1. Gateway & Pocket Park
- 2. F&B & Residential
- 3. Existing Museum & Community Space
- 4. Townhome & Retail
- 5. Townhome & Retail
- 6. Townhome & Retail
- 7. Retail & F&B (Phase 1)
Boutique Hotel (Phase 2)
- 8. Retail & F&B (Phase 1)
Boutique Hotel (Phase 2)
- 9. Condominium
- 10. Condominium



Proposed Design

Site Plan Diagram

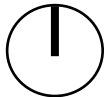


Parcel Map



PROGRAM SUMMARY

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Proposed Design

Parcel 1 - Gateway & Pocket Park



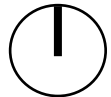
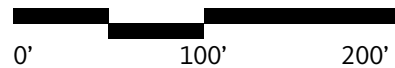
Existing Conditions



PROGRAM SUMMARY

Parcel 1

- A. Monument Sign
- B. Pocket Park
6,900 gsf Green Space



Proposed Design

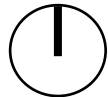
Parcel 2 - F&B & Residential



PROGRAM SUMMARY

Parcel 2

- A. F&B & Residential**
 - 2 levels (F&B + Residential)
 - 4 units Residential
 - 900 avg. sf / unit
 - 2,500 gsf F&B
- B. Parking**
 - 13 spaces



Proposed Design

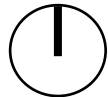
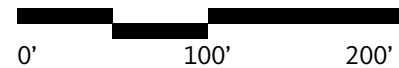
Parcel 3 - Existing Museum & Community Space



PROGRAM SUMMARY

Parcel 3

- A. Existing Museum**
3,050 gsf
- B. Community Space**
13,000 gsf
18 parking spaces



Proposed Design

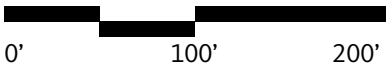
Parcel 4, 5 & 6 - Townhome & Retail



PROGRAM SUMMARY

Parcel 4, 5 & 6

- A. Retail & Residential**
4 levels (Retail + 3 Residential)
4 townhomes Residential
3,520 avg. sf / townhome
5,175 gsf Retail
8 dedicated parking spaces
- B. Retail & Residential**
4 levels (Retail + 3 Residential)
5 townhomes Residential
3,520 avg. sf / townhome
6,575 gsf Retail
10 dedicated parking spaces
- C. Amenity & Leasing**
2,795 gsf
- D. Parking**
16 spaces
- E. Parking**
30 spaces



Proposed Design

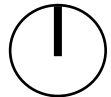
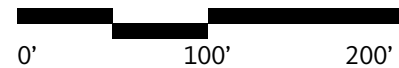
Parcel 7 & 8 - Retail & F&B (Phase 1)



PROGRAM SUMMARY

Parcel 7 & 8

- A. Existing Retail**
5,000 gsf
- B. Existing F&B**
1,780 gsf
- C. Parking**
13 spaces
- D. Parking**
23 spaces



Proposed Design

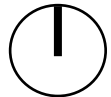
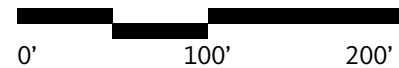
Parcel 7 & 8 - Boutique Hotel (Phase 2)



PROGRAM SUMMARY

Parcel 7 & 8

- A. Boutique Hotel**
4 levels (Lobby & F&B + 3 Hotel)
110 keys Hotel
30 keys / typical level
- B. Parking**
31 spaces



Proposed Design

Parcel 9 & 10 - Condominiums



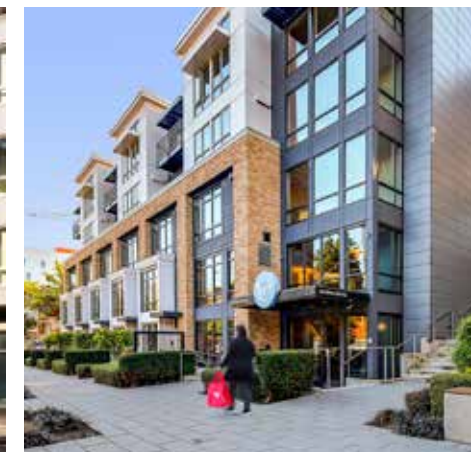
Existing Conditions



PROGRAM SUMMARY

Parcel 9 & 10

- A. Residential**
3 levels (Lobby + 3 Residential)
12 units Residential
1,312 avg. sf / unit
- B. Residential**
2 levels (Lobby + 1 Residential)
4 units Residential
1,000 avg. sf / unit
- C. Amenity & Leasing**
2,295 gs
- D. Parking**
24 spaces
- E. Parking**
22 spaces



Proposed Design

Massing - NW Corner (Phase 1)



Proposed Design

Massing - NW Corner (Phase 2)



Proposed Design

Massing - NE Corner (Phase 1)



Proposed Design

Massing - NE Corner (Phase 2)



Proposed Design

Massing - SW Corner (Phase 1)



Proposed Design

Massing - SW Corner (Phase 2)



Proposed Design

Massing - Gateway Experience



Proposed Design

Massing - East College Avenue



Proposed Design

Looking at Entry Approach



Proposed Design

Looking at Corner F&B



Proposed Design

Looking at Existing Museum



Proposed Design

Looking East at Existing Museum & Townhomes



Proposed Design

Looking Retail & Townhomes



Proposed Design

Financial Analysis

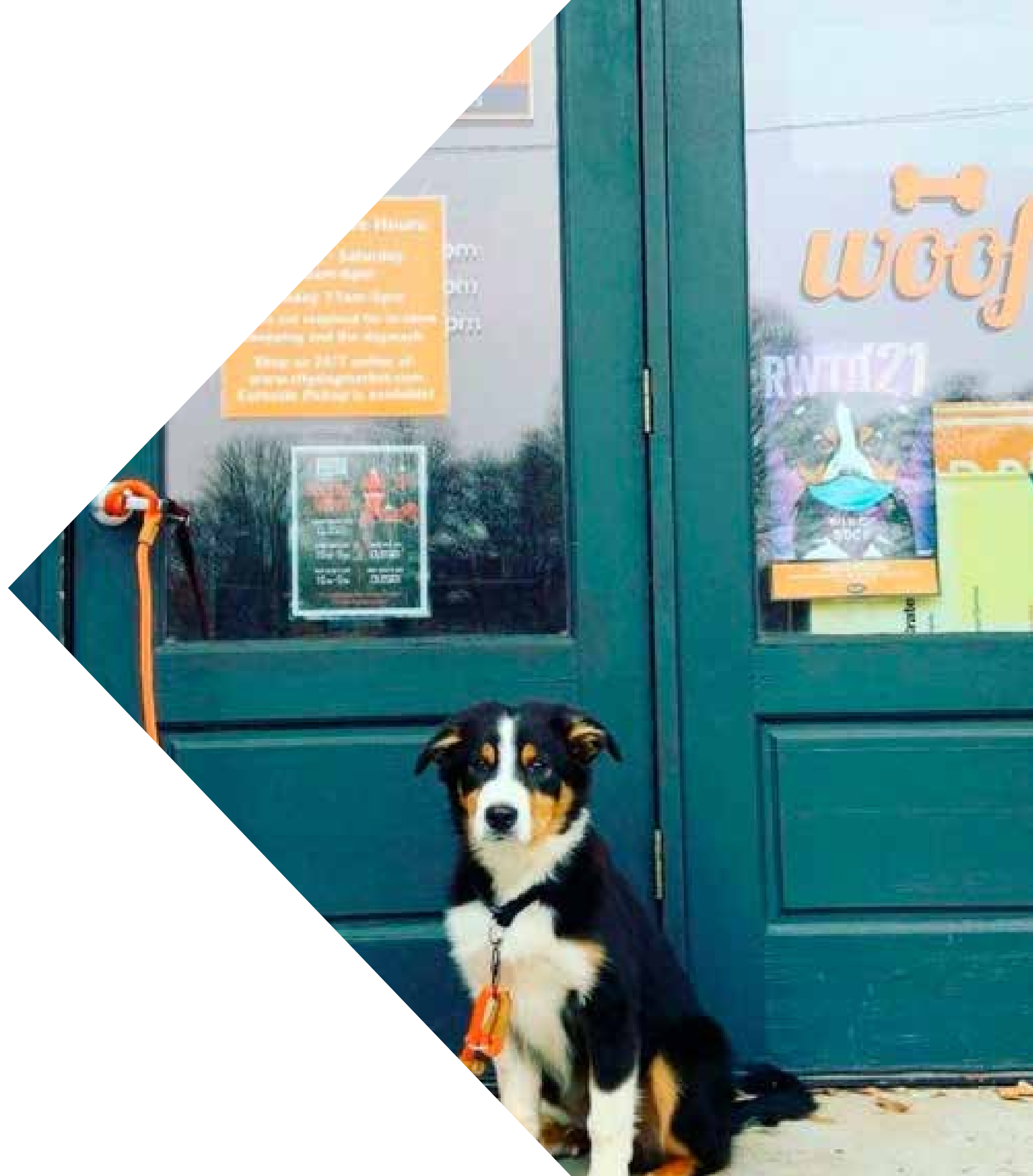
Phase 1

AVONDALE TOWNHOMES9 UNITS			
Land Cost	\$	1,125,000	
Vertical Development	\$	2,494,800	
Horizontal Development	\$	180,000	
Total Cost	\$	3,799,800	
Net Sales Proceeds	\$	4,725,000	
Profit	\$	925,200	
RETAIL PART OF TOWNHOMES9 UNITS			
Land Cost	\$	900,000	
Vertical Development	\$	1,905,750	
Horizontal Development	\$	180,000	
Total Cost	\$	2,985,750	
Net Sales Proceeds	\$	3,993,000	
Profit	\$	1,007,250	
CONDOS40 UNITS			
Land Cost	\$	2,000,000	
Vertical Development	\$	7,098,000	
Horizontal Development	\$	1,400,000	
Total Cost	\$	10,498,040	
Net Sales Proceeds	\$	16,000,000	
Profit	\$	4,502,000	
FORMER TIRESHOP MIXED USE4 RESIDENTIAL1 RETAIL UNIT			
Land Cost	\$	1,400,000	
Residential Conversion	\$	187,500	
First Floor F&B Conversion	\$	187,500	
Total Cost	\$	1,775,000	
Net Sales Proceeds	\$	1,435,367	
Profit (Loss)	\$	(339,633)	
Total Net Sales Proceeds		\$	26,153,367
Profit		\$	6,094,817
Unleveraged Return			23%

Phase 2

BOUTIQUE HOTEL		110 ROOMS
Land Cost	\$	1,870,000
Vertical Development	\$	27,500,000
Total Cost	\$	29,370,000
Net Sales Proceeds	\$	30,287,654
Profit (Loss)	\$	917,654
AVONDALE TOWNHOMES		9 UNITS
Land Cost	\$	1,125,000
Vertical Development	\$	2,494,800
Horizontal Development	\$	180,000
Total Cost	\$	3,799,800
Net Sales Proceeds	\$	4,725,000
Profit	\$	925,200
RETAIL PART OF TOWNHOMES		9 UNITS
Land Cost	\$	900,000
Vertical Development	\$	1,905,750
Horizontal Development	\$	180,000
Total Cost	\$	2,985,750
Net Sales Proceeds	\$	3,993,000
Profit	\$	1,007,250
CONDOS		40 UNITS
Land Cost	\$	2,000,000
Vertical Development	\$	7,098,000
Horizontal Development	\$	1,400,000
Total Cost	\$	10,498,000
Net Sales Proceeds	\$	16,000,000
Profit	\$	4,502,000
FORMER TIRESHOP MIXED USE		4 RESIDENTIAL 1 RETAIL UNIT
Land Cost	\$	1,400,000
Residential Conversion	\$	187,500
First Floor F&B Conversion	\$	187,500
Total Cost	\$	1,775,000
Net Sales Proceeds	\$	1,435,367
Profit (Loss)	\$	(339,633)
Total Net Sales Proceeds		\$ 56,441,021
Profit		\$ 7,012,471
Unleveraged Return		12%

Thank You!



Questions?



Appendix



Appendix

Program Summary

Phase 1

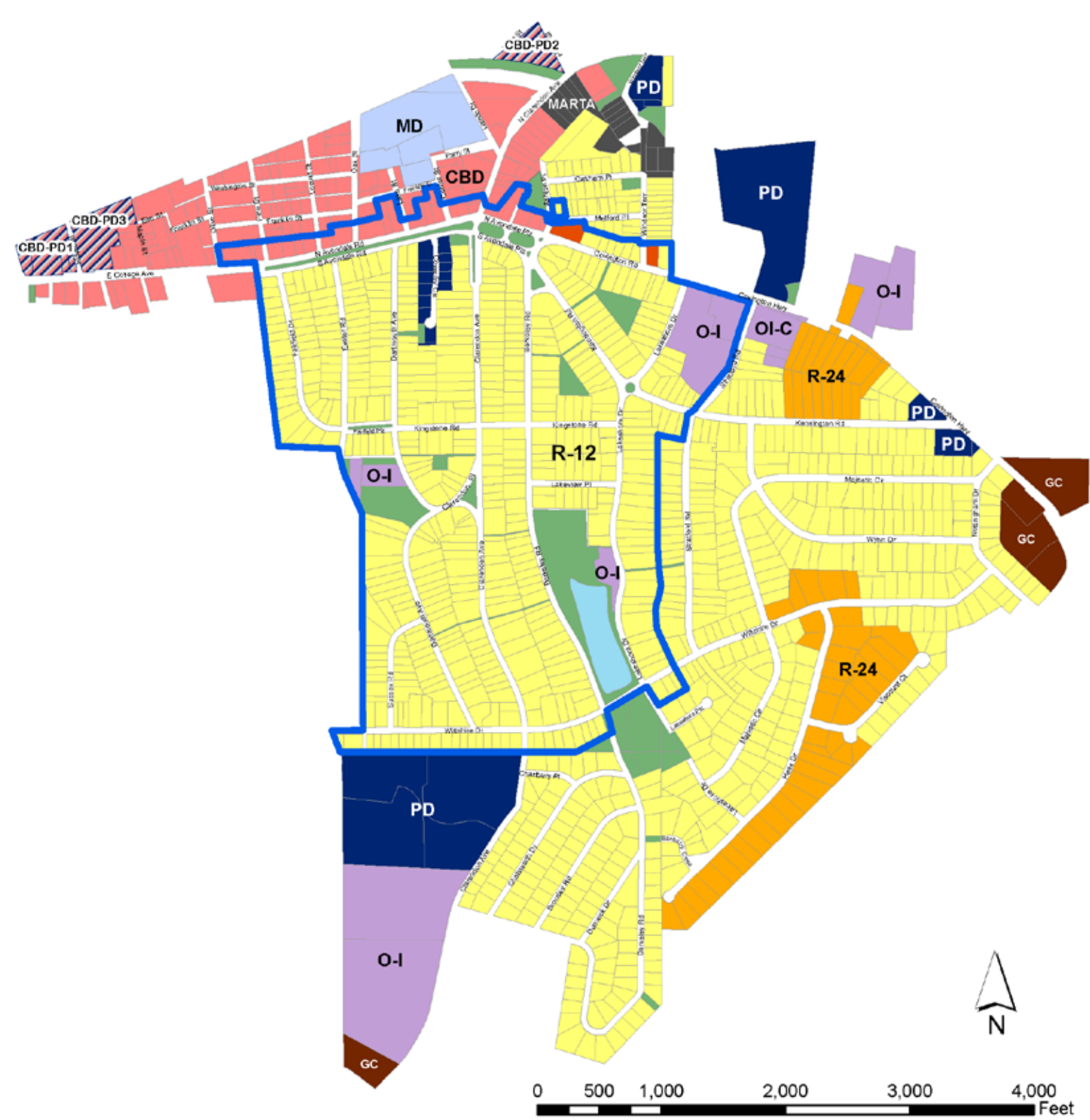
	RESIDENTIAL	AMENITY	RETAIL	F&B	HOTEL	MUSEUM	GREEN SPACE	TOTAL	PARKING
PARCEL 1	-	-	-	-	-	-	6,900	6,900	-
PARCEL 2	2,500	-	-	2,500	-	-	-	5,000	13
PARCEL 3	-	-	-	-	-	3,050	13,000	16,050	18
PARCEL 4, 5, 6	31,680	2,795	11,750	-	-	-	-	46,225	64
PARCEL 7 & 8	-	-	5,000	1,780	-	-	-	6,780	36
PARCEL 9 & 10	51,235	2,295	-	-	-	-	-	53,530	46
TOTAL	85,415	5,090	16,750	4,280	-	3,050	19,900	134,485	177
COMMENTS	GSF 53 UNITS	GSF	GSF	GSF	GSF	GSF	GSF	GSF	SPACES

Phase 2

	RESIDENTIAL	AMENITY	RETAIL	F&B	HOTEL	MUSEUM	GREEN SPACE	TOTAL	PARKING
PARCEL 1	-	-	-	-	-	-	6,900	6,900	-
PARCEL 2	2,500	-	-	2,500	-	-	-	5,000	13
PARCEL 3	-	-	-	-	-	3,050	13,000	16,050	18
PARCEL 4, 5, 6	31,680	2,795	11,750	-	-	-	-	46,225	64
PARCEL 7 & 8	-	-	-	-	52,426	-	-	52,426	31
PARCEL 9 & 10	51,235	2,295	-	-	-	-	-	53,530	46
TOTAL	85,415	5,090	11,750	2,500	52,426	3,050	19,900	180,131	172
COMMENTS	GSF 53 UNITS	GSF	GSF	GSF	GSF 110 KEYS	GSF	GSF	GSF	SPACES

Appendix

Zoning Analysis



Historic District Boundary	OS-R Open Space - Recreational	PD Planned Development
City Limit Boundary	GC General Commercial	MFR Multi-family Residential
CBD Central Business District	R-12 Low Density Residential	Special District - MARTA
MD Mill District	R-24 Very Low Density Residential	Water
O-I Office Institutional	LI Light Industrial	NS Neighborhood Shopping
Central Business District-Planned Development Overlay		

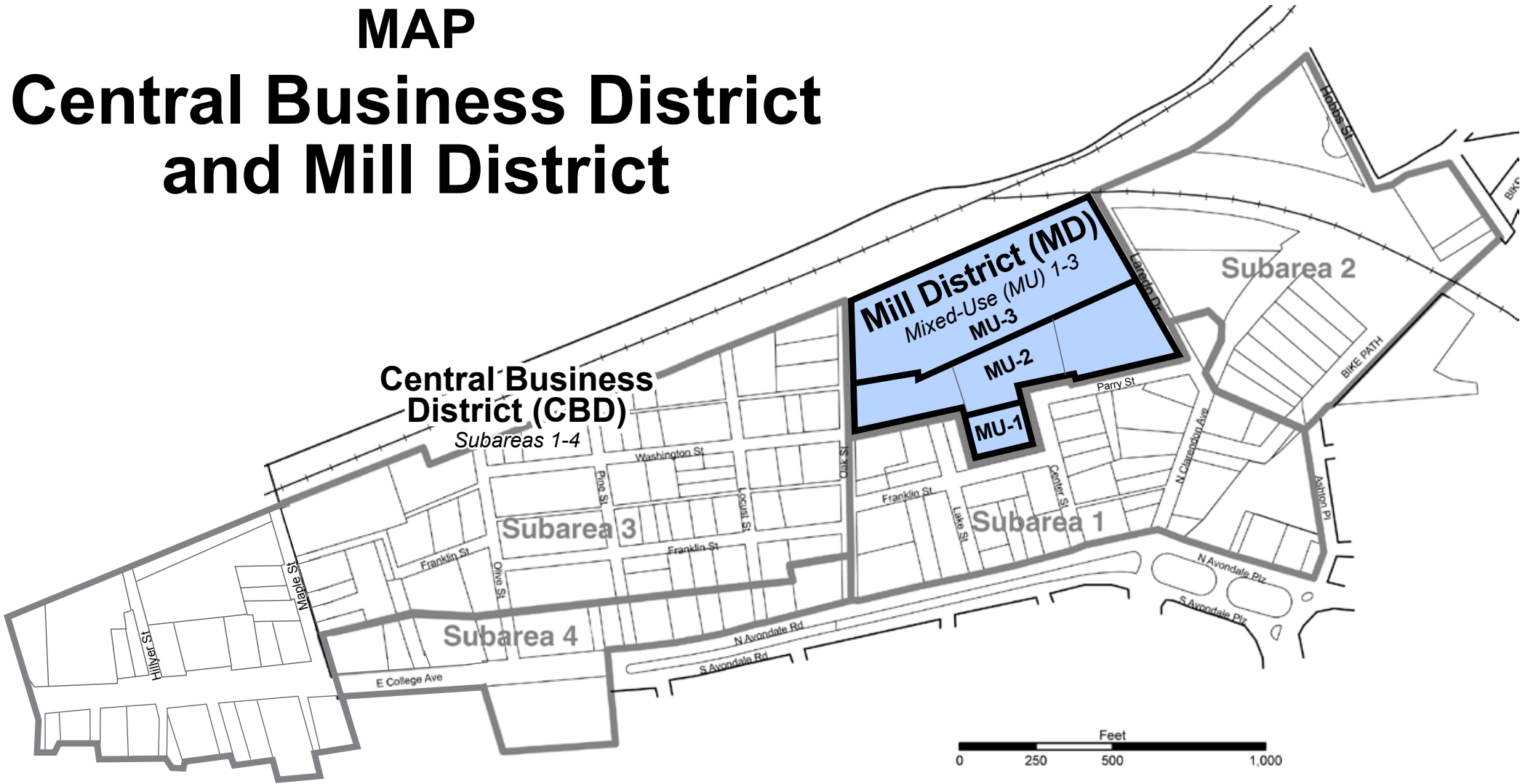
Note: There are no instances of Light Industrial (LI) or Neighborhood Shopping (NS) on this map.

CITY OF AVONDALE ESTATES, GA | Zoning Map | Adopted February 11, 2009
Amended Feb. 22, 2010/ Dec. 13, 2010/ May 29, 2012/ Dec. 15, 2014/
August 22, 2016/ February 27, 2017/ October 2, 2017/
July 23, 2018/ August 30, 2018

Appendix

Zoning Analysis

MAP Central Business District and Mill District



Central Business District (CBD)
For CBD guidelines, please refer to the following in the City of Avondale Estates Zoning Ordinance:

- Article 9: Table of Permitted and Conditional Uses by District
- Sec. 1113: Central Business District

CBD is divided into the following:

- Subarea 1:** Tudor Village
- Subarea 2:** Northern Gateway
- Subarea 3:** Ingleside
- Subarea 4:** Northside Avondale

Mill District (MD)
For MD guidelines, please refer to the following in the City of Avondale Estates Zoning Ordinance:

- Article 9: Table of Permitted and Conditional Uses by District
- Sec. 1114: Mill District

MD is divided into the following:

- Mixed-Use 1 (MU-1)**
- Mixed-Use 2 (MU-2)**
- Mixed-Use 3 (MU-3)**

Appendix

Zoning Analysis

Overview

- Zoning District CBD Central Business District (Sec. 1113)
- Subarea Ingleside Area, Subarea 3 (Sec. 1113.02)
- Permitted Use Bars & Taverns, Child Care, Community Gardens, Cultural, Condo, Grocery, Live/Work, Office, Restaurant, Retail, Single-Family
- Conditional Use Animal Hospital, Duplex, Bed & Breakfasts, Hotel, Medical, Multifamily, Schools, Brewery (Article 9 Table of Permitted & Conditional Uses by District)
- Additional Use Limitations 250 units is the max. total Residential units, 30k sf is max. area for Hotel and Grocery, no area limit for Office, 8k sf is max. area for other Non-Residential,
- Site Area 4.3 acres (187,308 sf) total, #2699 (0.15 ac), #2711 (0.27 ac), #2719 (0.39 ac), #2725 (0.46 ac), #710 (0.12 ac), #2741 (0.64 ac), #2753 (0.30 ac), #2759 (0.40 ac), #2767 (0.95 ac), #2781 (0.62 ac)

Development Controls

- Max. Height 36 ft.
- Max. Height With Bonus 48 ft.
- Max. Building Footprint 30k sf
- Max. Building Coverage 80% of Lot Area
- Open Space Requirement 20% of Lot Area
- Open Space Bonus 5 sf for every additional sf of open space provided above baseline requirement
- Min. Façade Height 24 ft.
- Max. Block Length 800 ft.

Sidewalks & Setbacks

- Sidewalk Width 7 ft. Street Furniture/Tree Planting Zone + 5 ft. Clear Zone = 12 ft. Sidewalk
- Supplemental Zone 30 ft. max.
- Front Setback None
- Side Setback 10 ft. min., 0 ft. when building located at lot line
- Rear Setback 10 ft. min., 0 ft. when building located at lot line (Non-Residential), 10 ft. min. (Residential)
- Street Tree Spacing 30 ft.

Off-Street Parking

- Spaces per Use (Min.)

Hotel	1 space/key
Office	1 space/400 sf
Residential	1 space/unit
Restaurant	1 space/150 sf
Retail	1 space/300 sf
Other	1 space/400 sf
- Spaces per Use (Max.)

Hotel	1 space/key + 1 space/4 seats in largest meeting room
Office	1 space/250 sf
Residential	2 spaces/unit
Restaurant	1 space/100 sf
Retail	1 space/200 sf
Other	1 space/200 sf
- Shared Parking Refer to Table 1: Peak Use Times to Determine Shared Parking Arrangements
- Parking Lot Landscape Provide 6 ft. landscape strip with trees between surface parking and sidewalk
- Comments Pursue shared parking based on market demands

Dumpsters, Loading, Etc.

- General Requirement Provide 12 ft. by 35 ft. bay dimensions with 14 ft. vertical clearance
- Required Loading Refer to Sec. 1204.III.E

Retail	1 loading space/25k sf
Office	1 loading space/100k sf

Bicycle Parking

- Spaces per Use

Residential	1 space/5 multifamily units, no more than 50 spaces
Non-Residential	1 space/20 vehicle spaces, no more than 50 spaces

Appendix

Parcel Information

ULI Avondale Estates Site Info

Parcel 1:	15 248 07 001 (Green space) 0.2 AC 6,900 sf Dim (50',104', 34', 50', 138')
Parcel 2:	15 248 07 018 0.275 AC 11,978 sf Dim (113', 122.25', 116', 105')
Parcel 3:	15 248 11 001 (Waffle House) 0.4035 AC 17,575 sf Dim (95', 185', 104', 175')
Parcel 4:	15 248 11 018 0.44 ac 19,166 sf Dim (102 x 57 x 130 x 108, 75')
Parcel 5:	15 248 12 001 (triangle parcel that should be combined with adjacent parcel) 0.2093 AC 9,118 sf Dim (192.7', 54', 184.8')
Parcel 6:	15 248 12 015 (Taylor BBQ) 0.642 AC 28,000 sf Dim (102', 57', 35', 95', 108', 75', 100')
Parcel 7:	15 248 15 001 0.3558 15,500 sf Dim (61 x 250 x 59 x 250)
Parcel 8:	15 248 15 014 0.4534 AC 19,750 sf Dim (78 x 250 x 80 x 250)
Parcel 9:	15 248 15 013 0.9447 AC 41,153 sf

Dim (140 x 295 x 139 x 295)

Parcel 10:	15 248 16 001 0.6428 AC 28,000 sf Dim (140 x 200 x 140 x 200)
Total Acres: 4.5665 (198,460 sf)	