

Application Disclaimer

PRIOR TO STARTING YOUR APPLICATION, DID YOU REVIEW THE LCI GUIDEBOOK, AND DO YOU HAVE A CLEAR UNDERSTANDING OF THE LIVABLE CENTERS INITIATIVE?

We strongly recommend you review the [application guidebook](#) while filling out this application.

✓ Yes, I acknowledge that I reviewed the guidebook and fully understand the program as explained.

Section 1: Applicant Information

NAME OF ORGANIZATION

City of Avondale Estates

NAME OF PRIMARY CONTACT PERSON

Lori Leland

JOB TITLE

Planning and Development Director

DEPARTMENT

Planning and Development

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Section 2: Type of Assistance

TYPE OF ASSISTANCE

- Catalytic: Promotes the creation of transit-oriented development around an existing or planned Autonomous Rail Rapid Transit, Bus Rapid Transit, Light Rail Transit, or Heavy Rail Transit station.
- Catalytic: Supports the revitalization of the community's existing or planned downtown district

Section 3: Project Information

NAME OF PROJECT

City of Avondale Estates Downtown Master Plan Update

NAME OF LCI AREA AND LAST PLAN ADOPTION DATE

Avondale Estates 2014

TOTAL COST OF PROJECT

\$200,000.00

PROPOSED LOCAL MATCH (MINIMUM 20% OF PROJECT COST)

\$40,000.00

PROJECT LOCATION/EXTENTS

The City of Avondale Estates Downtown Master Plan Update LCI study area includes 140 acres bounded by the CSX/MARTA rail tracks to the north, Sam's Crossing (Decatur city limits) to the west, Avondale Middle School and Ashton Place to the east, and the commercial properties on the south side of US 278 (E. College/N. Avondale/Covington Hwy.) to the south. It also includes a spur that was part of the 2004 LCI boundary which encompasses South Avondale Park and a portion of the US 278 (Covington Highway) corridor and a linear extension of Lanier Gardens along Arcadia Avenue. Avondale MARTA transit station is 800 feet east of the study area and Kensington MARTA transit station is 4,000 ft west of the study area. The City of Avondale Estates intends to pair the LCI study update produced using a consulting team, with a separate but coordinated Comprehensive Development Plan update produced with the help of ARC.

UPLOAD STUDY AREA MAP

- [map-lci-proposed-202511x17-22025.pdf](#)

HAS THIS PROJECT BEEN IDENTIFIED IN A PREVIOUS LCI STUDY, COMPREHENSIVE PLAN OR ANOTHER RECENTLY COMPLETED STUDY?

Yes

PLEASE NAME THE STUDY, AND REFERENCE THE SECTION OR PAGE THAT RELATES TO THIS PROJECT

City of Avondale Estates Downtown Master Plan Update 2014

IS THE PROJECT WITHIN AN EXISTING LCI AREA?

Yes

REPORT OF ACCOMPLISHMENT

- [ae-dmp-accomplishment-report-22625.pdf](#)

PROVIDE A BRIEF STUDY GOAL AND DESCRIPTION. IN YOUR PROJECT DESCRIPTION, PLEASE BRIEFLY DESCRIBE THE SPECIFIC PRODUCTS AND DELIVERABLES THAT THIS STUDY WILL CREATE.

The 2014 Downtown Master Plan (DMP) has been a crucial roadmap for Avondale's downtown revitalization, with 37 of the original 41 recommendations addressed. Like all plans, it must evolve. The 2025 DMP will build on the 2014 plan's success, incorporate supplemental studies and policies adopted since, and provide a clear path forward in collaboration with developers, city organizations, and regional agencies. This updated plan will include an urban design framework outlining land uses, design standards, and actionable recommendations for policies, programs, and partnerships to achieve broader goals, specifically:

A multimodal transportation network with pedestrian, bicycle, and transit connections through downtown and to regional facilities, along with a parking strategy.

Housing strategies that build on momentum, ensuring current projects—over 1,000 new multifamily units—are quality developments integrated into the walkable fabric of downtown, including affordable housing and market-rate units.

A sustainability plan incorporating a "green lens" into city policies, enhancing stormwater management, increasing the tree canopy, promoting energy conservation and recycling.

A placemaking and public art plan that crowdsources ideas, creates whimsical experiences, identifies public art locations, and establishes a process for decision-making.

HOW DOES THIS PROPOSED LCI STUDY ADDRESS A NEED IN YOUR COMMUNITY?

Updating the 2014 Avondale Estates Downtown Master Plan (DMP) is essential to advancing the city's revitalization

efforts. Transforming downtown, once an industrial area, is key to balancing commercial development and improving residents' quality of life. The updated plan will refine strategies to diversify housing, enhance walkability, and strengthen multimodal connections to regional bike and transit networks. It will also promote public art and placemaking, fostering a vibrant and welcoming atmosphere while incorporating a resiliency framework to ensure a sustainable, economically robust community.

In the past decade, artist studios and locally owned businesses, like bakeries and restaurants, have grown in downtown. Many are women- and minority-owned, adding to the area's unique character. As development pressures increase and businesses face challenges in the digital age, the city must adopt strategies to preserve and support these establishments. While downtown becomes more transportation-friendly, many businesses still face parking challenges due to limited customers within walking and biking distance.

The goal of the 2025 DMP is to create a unified vision that integrates multimodal transportation, diverse housing, sustainability, placemaking, and strategies to support and grow local businesses.

HOW DOES YOUR LCI STUDY ADVANCE OR ADDRESS ONE OR MORE OF THE FOLLOWING LCI PRIORITIES. IF THE APPLICATION IS SELECTED, THE ANSWERS PROVIDED WILL BE INCORPORATED INTO THE LCI STUDY SCOPE. PROJECTS DO NOT NEED TO ADVANCE ALL OF THE LCI PRIORITIES.

The LCI plan will address all four priorities, with a focus on creative placemaking and green infrastructure/climate change to meet Avondale's unique needs. Creative placemaking enhances residents' quality of life and attracts visitors to local businesses. As a Main Street city, Avondale is committed to placemaking throughout downtown, with initiatives such as murals, bike racks, and public art. The Main Street board supports events that foster connections across diverse backgrounds, with local artists contributing, often through the Avondale Arts Alliance.

During the LCI planning phase, the Avondale Arts will help guide public engagement, hosting a workshop and a moving gallery to share recommendations and gather feedback. The goal is to bring clarity and continuity to Avondale's public art initiatives, establishing a clear, inclusive decision-making process.

Stormwater infrastructure and sustainability are top priorities. A large portion of downtown was recently annexed, and for years, development lacked oversight, resulting in inadequate stormwater infrastructure. The city is addressing this with a stormwater master plan and a new land disturbance ordinance, but more work is needed, including incentivizing property owners to resolve issues and exploring green infrastructure solutions. We will also focus on expanding the tree canopy, native plants, and EV charging.

ARC STRONGLY RECOMMENDS THAT LCI APPLICANTS ACTIVELY ENGAGE COMMUNITY-BASED ORGANIZATIONS IN THE DEVELOPMENT OF THEIR LCI APPLICATION. LIST STAKEHOLDERS (E.G., COMMUNITY BASED ORGANIZATIONS (CBOS), BUSINESSES AND/OR INSTITUTIONS, AND LOCAL OFFICIALS) INVOLVED IN THE DEVELOPMENT OF THIS APPLICATION, AS WELL AS HOW THEY WILL BE INVOLVED IN THE PLANNING PROCESS, IF THE APPLICATION IS SELECTED.

Public engagement is an essential activity to ensure a plan represents the will of the community. The small size of Avondale Estates and the number of active community groups enhances the ability to make people feel connected to the planning process.

The following organizations will be involved in the LCI planning process: City of Avondale Estates Downtown Development Authority, Avondale Estates Business Association, Avondale Arts Alliance, DeKalb County Commissioner District 6-Ted Terry, Avondale Alliance for Racial Justice, Avondale Action, Avondale Forward, Avondale Elementary School, The Museum School, DeKalb School of the Arts, Avondale Women's Club, Avondale Community Club, Avondale Action , Scout Troop 6, Decatur Avondale Children's Choir, Gardeners for Common Good, Avondale Estates Garden Club, Avon Garden Club, Intown Chapter of Georgia Native Plant Society, Trees Atlanta, Food Well Alliance, Avondale Estates Farmer's Market, Roots Down, Gospel Hope Church, Chabad Decatur.

The public engagement process will utilize a variety of meeting times, places, and communication methods to encourage participation from under-represented individuals. The process will include online surveys, a project website, stakeholder interviews, workshops, and pop-up events. It will also create a diverse advisory board with a focus on involving under-represented groups.

WHO IN YOUR COMMUNITY HAS BEEN HISTORICALLY UNDER-REPRESENTED IN LOCAL PLANNING PROCESSES? HOW WILL THESE INDIVIDUALS OR GROUPS BE INCLUDED IN THIS PLANNING PROCESS?

Avondale Estates is a small, engaged, and historically homogeneous community, with older, long-established residents often having a more prominent voice in the planning process. Families, however, have not traditionally participated. Since the 2014 DMP adoption, the community has seen a shift in stakeholders, offering an opportunity for new voices. Renters, condo owners, small business owners, and a transition from industrial to mixed-use commercial property owners diversify the community and should be part of the planning process going forward. We will use a combination of in-person and on-line approaches to reach people.

We will commit to a diverse advisory board, representing various ages, lengths of residency, business owners, renters, and property owners.

To reach a broader audience, we will utilize online surveys, leveraging the city's engaged online community and expanding outreach through property managers, our e-newsletter to business owners, and social media engagement, with regular posts from the city and DDA. Additionally, we'll use fun promotions to engage the community in planning goals.

Workshops and pop-up idea galleries will be held at different times and locations (breweries) to encourage participation. For example, we'll host gallery pop-ups at the Sunday Farmer's Market, concerts at Town Green, and events with the Avondale Arts Alliance.

Section 4: Commitment

ADDITIONAL DOCUMENTS

- [avondale-estates-res-of-support-funding-7-letters-of-support-combined.pdf](#)