

# **Avondale Estates 2014 Downtown Master Plan**

## **Report of Accomplishments**

### **February 2025**

The 2014 Downtown Master Plan (DMP) has been instrumental in shaping Avondale's downtown revitalization, addressing 37 of the original 41 recommendations. However, it quickly became clear that transitioning from vision to reality would require significant foundational policy changes and extensive planning. In-depth studies were conducted on various topics, including green space, finances, stormwater management, and parking. Successful implementation demanded not only new policies but also the creation of tools such as a redevelopment plan and the establishment of organizational infrastructure. This enabled the city to secure its first bond rating and gain bonding capabilities necessary to fund essential infrastructure projects.

One of the most notable challenges was the misalignment between the old zoning code and the new master plan. To address this, the community came together once more, contributing countless hours of feedback to produce a complete zoning rewrite. This 2021 revision included a critical new component: the designation of a street grid and street typologies, which will guide development as it unfolds.

The results speak for themselves. Refurbished industrial buildings now house a dynamic mix of creative enterprises, including artists, bakeries, eateries, and more. The newly developed Town Green has become a vibrant community hub for gatherings, celebrations, and entertainment. Areas that once lacked infrastructure now feature newly constructed streets.

One of the most ambitious projects was the North Avondale (US 278) Complete Street initiative, which involves converting two travel lanes into an expanded sidewalk and bike path, while reducing curb cuts, adding stormwater infrastructure, and enhancing landscaping with new trees and native plants. The city successfully obtained grant funding, approvals for the design (a minor miracle), and right-of-way acquisition. This multi-million dollar project kicked off in August 2024 and is expected to be completed in the first quarter of 2026. Additionally, since 2014 over 500 new multi-family units have been delivered, with around 1,000 more in the pipeline, further diversifying the housing stock in both type and price point.

The city is incredibly proud of this progress and believes that the strong partnership between planning and action has been key to its success.

Avondale Estates has been working diligently on projects identified in the 2014 Downtown Master Plans. The following table provides a status update:

Number	Description	Status
<b>Land Use and Development</b>		
D-1	Rename “Ingleside” District to “Rail Arts District”	Complete
D-2	Modify zoning regulations to align with the recommendations in the master plan	Complete
D-3	Modify comprehensive plan to align with the recommendations in the master plan	Complete
D-4	Modify design guidelines to align with the recommendations in the master plan	Complete
D-5	Mill district – recruit development	Ongoing
D-6	Parking Management Program	TBD
D-7	Plaza behind Tutor village (Explore feasibility)	Complete
D-8	Redevelopment along North Avondale Road and East College Ave	Ongoing
D-9	Institutional building (i.e. senior housing) on Oak Street – Affordable senior housing on East College	Underway
D-10	Explore adaptive reuse of post office into classrooms, studios, or gallery space.	Complete
D-11	Redevelopment of Western Gateway	Underway
D-12	Infill residential development in Rail Arts District	Ongoing
<b>Economic Development and Programs</b>		
D-13	Façade grants to improve appearance of existing structures (small business microgrants)	Underway
D-14	Branding and marketing strategies	Ongoing
D-15	Events, such as concerts, food truck nights, food/ beverages festivals	Ongoing
D-16	Attract retail shopping and dining business through a targeted marketing program	Ongoing
D-17	Small business outreach and education especially to Rail Arts businesses	Ongoing
D-18	Create available property database linked to target business	Completed

Number	Description	Status
D-19	Market opportunities and vision to study area businesses and property owners	Underway
D-20	Create a business assistance team	Completed
D-21	Implement Business Recognition Program	Ongoing
D-22	Create residential and commercial property “sales package”	Underway
D-23	Develop a program /policy / regulation for outdoor dining and merchandising	Complete
<b>Urban Design</b>		
D-24	Update Architectural Review Board guidelines	Complete
D-25	Implemented public art program	TBD
D-26	Review and adopted new sign ordinance	Complete
<b>Environment and Open Space</b>		
D-27	Amphitheater site	Complete
D-28	Skate Park (studied and determined not feasible)	Complete
D-29	Dog Park	Complete
D-30	Passive Park on MARTA/PATH site	Complete
D-31	Linear Park between Franklin Street and Tudor village	TBD
D-32	Town Green	Complete
D-33	Public Space: deed back required open space to the city as part of the Town Green	Complete
D-34	Formed a greenspace committee to pursue and oversee implementation of new open space	Complete
D-35	Perform a Parks and Recreation Master Plan to determine amount and types of city-wide open space needs	Complete
<b>Infrastructure</b>		
D-36	Pursue a low-impact development ordinance to encourage practices such as natural landscaping and rainwater harvesting	Complete
D-37	Study and Adopt new Street network : perform study and explore policies for city to participate in the creation of the new street grid network with redevelopment site.	Complete

Number	Description	Status
D-38	Create access management guidelines for the North Avondale Road Corridor	TBD
D-39	Continuing coordination with surrounding jurisdictions on enhancements to Sams crossing	Underway
D-40	Continue coordination with MARTA on the redevelopment of the Avondale Marta station	Underway
D-41	Amend golf cart ordinance to permit crossing US 278	Underway

TBD = To be done

Underway = Project that has started and has completed date

Ongoing = Program that has started and is ongoing

Completed = Completed