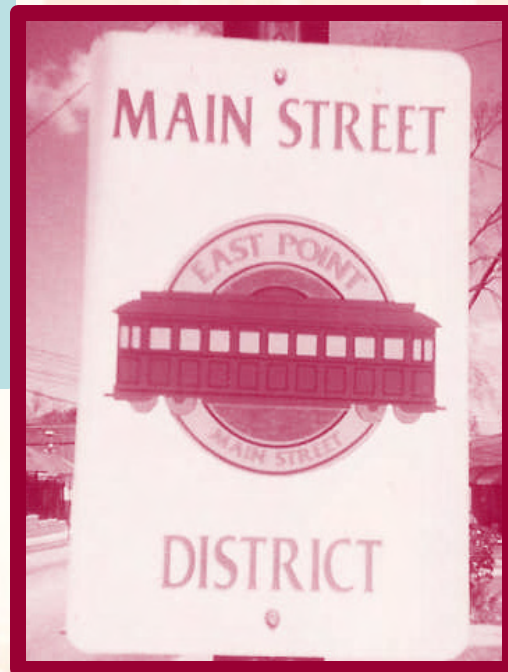


Final Report

City of East Point

LIVABLE CENTERS INITIATIVE



POND
Company

In association with: The Collaborative Firm, Sizemore Group, Market+Main

January 18, 2005





Acknowledgements:

This document represents six months of work by a Planning Team consisting of City of East Point, a consultant representative, and team lead by Pond & Company. The Planning Team wishes to thank the following individuals and all who participated in the development of this plan for their time, leadership, and vision.

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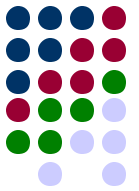


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Preface

*The **East Point Livable Centers Initiative (LCI) Plan** represents the culmination of a detailed planning effort with a public outreach component involving stakeholders from the City of East Point. The report is divided into four sections and follows the goals and requirements outlined by the LCI program.*

Inventory and Analysis

Section 1 summarizes the initial phase of the East Point LCI Study including documentation of existing conditions within the study area such as study area context, demographics, existing land use, zoning, historic resources, existing transportation and circulation, study area issues and opportunities and market conditions.

Re-development Plan

Section 2 outlines the vision established by the East Point community through the public outreach process, future land use and circulation plan for the LCI Study Area and potential development opportunities. Included in this section are area-specific design concepts and projects, high-priority projects and proposed transportation improvements. This section includes the Community Vision (results of the East Point *Community Preference survey*), LCI Study Area Framework and Development Opportunities including information and data on proposed LCI development/improvement projects.

Action Plan

The Action Plan describes mechanisms for implementing the land use and transportation recommendations described in the Re-development Plan. Elements of this section include implementation mechanisms, recommendations (organizational framework and necessary initiatives), zoning classification changes), 5-Year Strategic Plan (projects, costs, funding), 25-Year projections of population and employment within the Study Area and descriptions of how the East Point LCI Plan addressed LCI program goals.

Appendix

The final section of this report provides documentation of the public involvement component of the planning process and detailed market and planning data eluded to or summarized in the body of the LCI plan.



Inventory and Analysis

The major areas of the LCI study area are; downtown (CBD); two commercial centers, namely, Tri-City Plaza and De Lowe Plaza; the Lawrence Street industrial area and the residential neighborhoods; Colonial Hills, Semmes Park, Frog Hollow, Conley Hills, Jefferson Park and Center Park. The focus areas of the study are, downtown (CBD), Tri-City Plaza, De Lowe Plaza and Lawrence industrial area. Most of the study area is within a one-mile radius.

Downtown East Point is characterized by a compact grid street network, with low rise development. Most of the buildings are two to three stories. The low-rise development and the small block sizes provide a suitable walking environment. The core of the downtown is defined by a one-way pair of streets; Main Street and East Point Street, from the intersection by Norman Berry Drive to Washington Street. MARTA rail and freight rail tracks parallel Main Street on the east side, with a MARTA station located on the west side, in the heart of downtown. This station is a major element in downtown. The Buggy Works and Wagon Works are two distinct buildings significant in size located east of the rail tracks have been recently renovated into office buildings. The rail tracks separate this development from the downtown. This area is connected to downtown by a pedestrian bridge at Cleveland Avenue. The pedestrian bridge is a powerful visual element that marks the downtown.

Downtown consists of civic buildings, churches, several banks, retail and little residential product. The residential housing consists of several houses on East Point Street and a condominium development on Cleveland Avenue. The entire downtown is within approximately ¼ mile (five minute walking) radius.

The redevelopment of East Point is an important step in enhancing the quality of life in older, established neighborhoods. Creating and maintaining lively and attractive streets and buildings will stimulate investment in the commercial core and historic neighborhoods like Conley Hills. Though this goal is basic to most urban studies, it is particularly appropriate in this area, where civic pride manifests itself on a regular basis.

There are other factors that point to a positive future for the City of East Point, as well. As with other older revitalizing urban areas, there exists a sense and continuity of place and community. There is a sufficient amount of social and physical urban fabric that remains intact to serve as a basis and guide for revitalization efforts. Recent demographic patterns show a renewed interest in urban living as a preferred lifestyle. This has resulted in land use and behavioral changes aimed at reducing the reliance on the automobile and re-establishing pedestrian-oriented places. New economic sectors, such as the digital and communications industries are providing additional markets for the rehabilitation of underutilized or abandoned buildings and properties, such as the Lawrence Street Brownfield area.

While (regional) benefits of urban redevelopment have been well documented by new urbanists and smart growth advocates, these projects must be balanced with local impacts to the existing infrastructure. Both the Atlanta Regional Commission and the City of East Point recognize the importance of this balance.



This balance was achieved, in this case, through an understanding of historical context, a careful examination of existing conditions, adherence to sound urban planning and design principles and citizen input through a series of public meeting and stakeholder workshops. City staff and the Pond consultant team held several workshops and public meetings to define transportation, land use, urban design, economic development and other issues.

This plan provides goals to guide immediate and future improvements in the City. The plan is intended for two audiences:

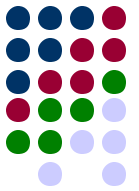
- The residents and businesses of East Point who, at the end of the day, will be affected most directly by its implementation, and who need to embrace the recommendations and guide its implementation.
- The various public agencies, such as the ARC, as well as staff and consultants who will fund, design and administer the actual improvements. It is important that those people who will be charged with the task of implementation understand how each task fits into the overall planning framework.

Livable Centers Initiative

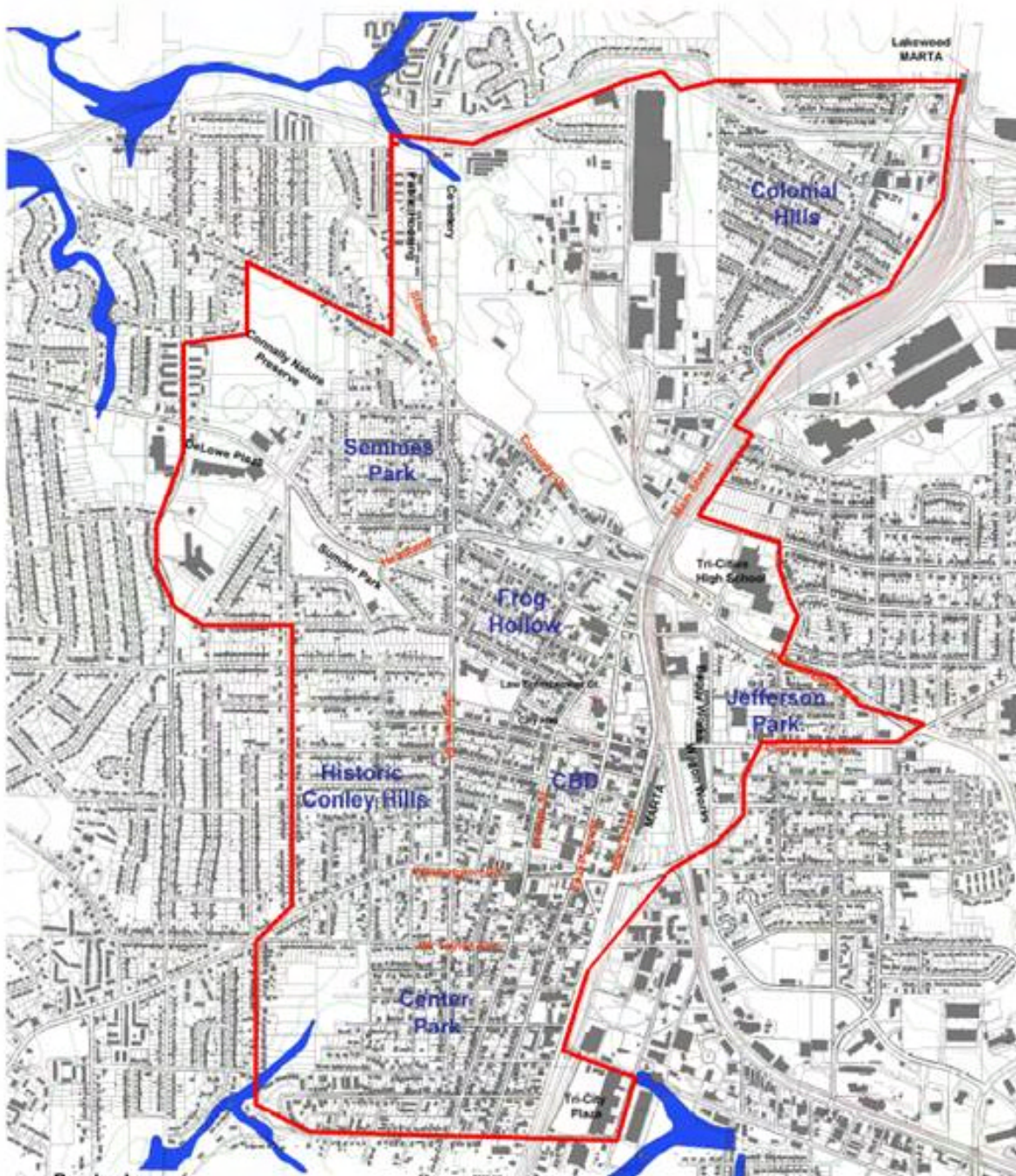
The purpose of the plan is to define the context of the area (see following maps), design intent, program, and projects necessary to promote certain street enhancements, transportation improvements, and redevelopment ideas. As part of the Livable Centers Initiative (LCI), a land use, transportation and infrastructure assessment was undertaken that included information on current and projected employment, current and future land use and population density and projections. In addition, a market analysis and economic development study was conducted to determine the demand for office, retail, industrial, and housing space within the study area. An analysis of the demand for space was compared with the capacity of the existing infrastructure (i.e. the transportation system) to support re-development plans. The output of the market analysis was also used to inform future enhancements to the transportation system, as well as modifications for future land use plans and street improvements. The analysis can be found as an appendix to this project.

Goals of the Plan

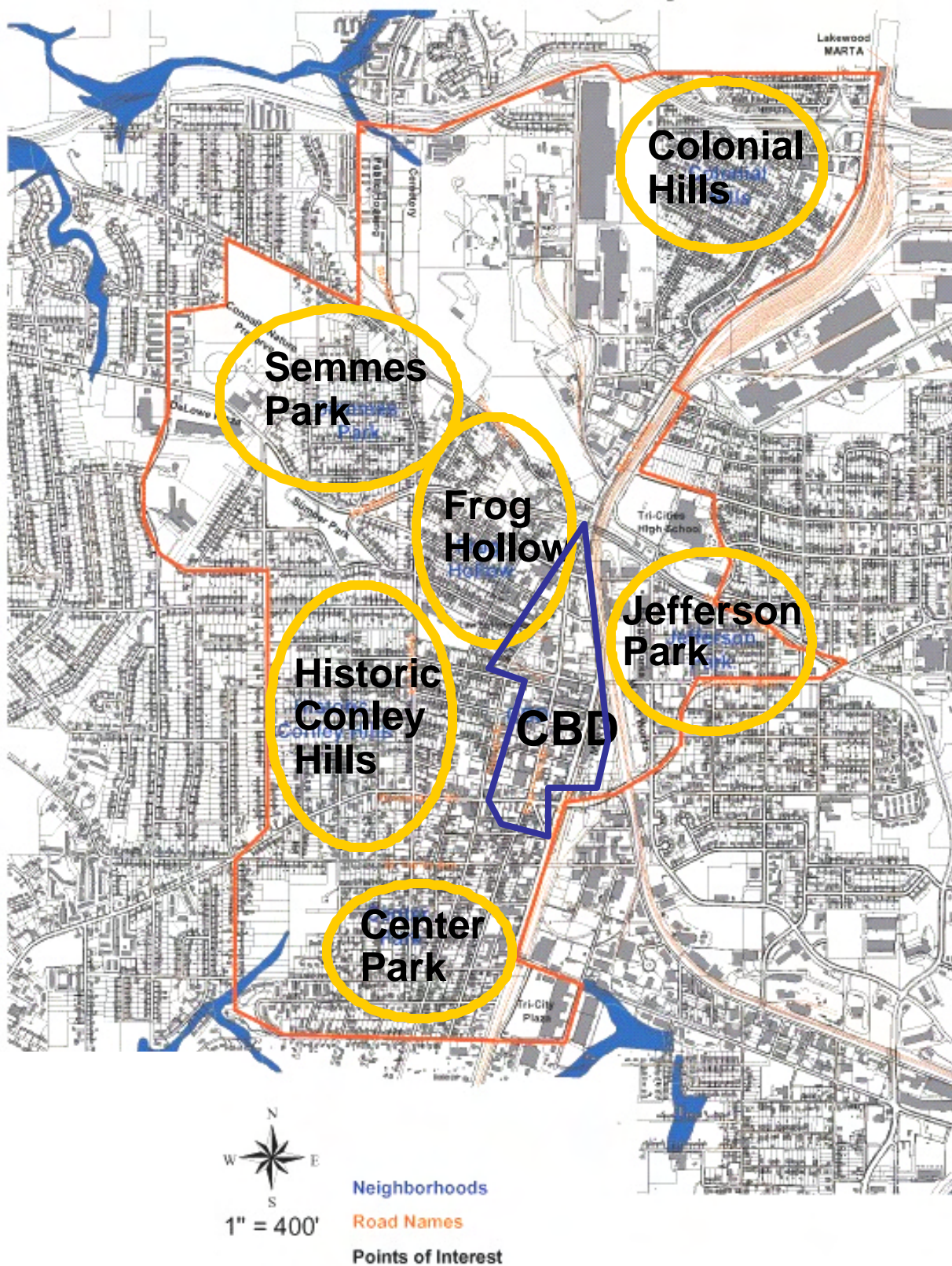
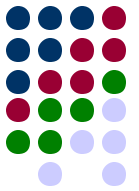
A good plan is a community-supported strategy for guiding growth and capital improvement in a predictable and desirable way for the commercial and residential neighborhoods and streets. The plan orients transportation projects towards improving the livability and connectivity of neighborhoods and creating a place where pedestrians, cyclists, transit customers, and motorists are viable partners in a balanced transportation system. Urban design and land use planning is intended to establish a vision that ensures that revitalization efforts are innovative, yet consistent with City of East Point policies. The marketing component is intended to guide future development as it relates to the type and mix of commercial and residential uses. These components are vital in influencing the quality of private investment and the intensity of that commitment to East Point by residents, property owners, and merchants.



Map 1: Study Area



Map 2: East Point Neighborhoods





Market Definition

To determine the potential for new uses or support for existing and expanding uses, it is important to first understand who the market is. Understanding the demographic and economic characteristics of the residents and workers in the area is critical in understanding why the market is where it is, how the market can develop, whether it is under-served or saturated, and what types of development can be supported. It is also important to review the historic trends that have occurred in the area, as well as considering what is currently being projected to happen in the area in the future. While numbers of square feet provide the backdrop for necessary actions for the Study Area, they certainly do not convey the story in its entirety. The final recommendations are based on a mixture of quantitative and qualitative analyses. Maps of these areas are on following pages.

Study Area

The Study Area is bordered by Langford Parkway on the north, DeLowe Drive/Kimmeridge Drive/Larose Drive on the west, Main Street on the east and Vesta Avenue on the south. On the eastern side, the Study Area does also cross the railroad tracks to include the Tri-Cities High School and the Jefferson Park neighborhood, bordered by Harris Drive, Norman Berry Drive and Irene Kidd Parkway. Other neighborhoods within the Study Area include Semmes Park, Frog Hollow, Historic Conley Hills, Center Park, Colonial Hills, as well as the Central Business District. In terms of statistics, the Study Area is comprised of Census Tracts 112.01 and 112.02, as well as Block Group 3 from both Census Tracts 111 and 110.

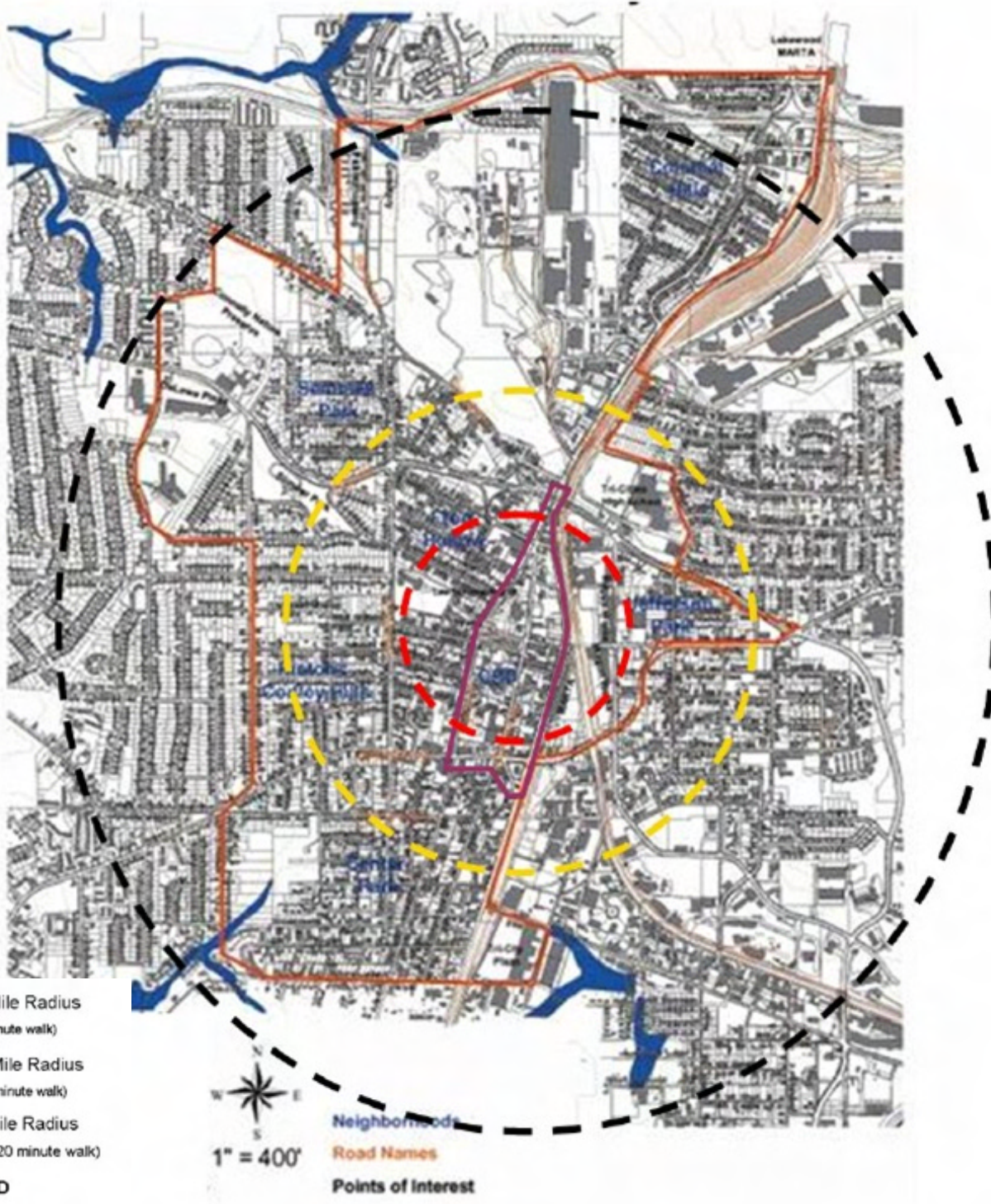
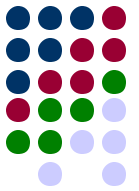
Primary Market Area

The Primary Market Area is defined as a 2.5 mile radius from the intersection of Stanton Drive and Headland Drive. On average, residents are willing to drive between two and three miles for convenience retail, such as groceries, sundry items, dry cleaners, etc. This area is primarily comprised of residents of the immediate area, or workers from businesses located in the area, in search of convenience-related goods and services. Restaurant customers would most likely be those making spontaneous decisions to eat out or pick something up for dinner that evening.

Secondary Market Area

The Secondary Market Area is defined by a 15-minute drive time from the intersection of Stanton Drive and Headland Drive. This area is where the majority of customers will come from. These consumers will be looking for some convenience retail, but will also be searching for community and even regional retail options; these will be planned or destination-related shopping trips. These customers will be willing to travel further distances for unique goods and services, something they cannot find close to their own homes or businesses. Restaurant customers will be looking for the same elements; unique foods or selections; unusual atmospheres; white-tablecloth restaurants; or popular meeting places.

Map 3: Radius Map



Distance Radius





Socioeconomic Analysis

Regional Population and Employment Trends

As is well documented, the Atlanta Region experienced dramatic and consistent growth during the 1990s. Between 1990 and 2000, the Atlanta Region grew by 34%, averaging to an annual growth rate of 3.4%, or adding about 87,000 new residents per year. The Atlanta Region was able to move out of the recession of the early 1990s pretty quickly, based on a diversified economic base. In fact, the Region nearly doubled its size between 1980 and 2003, when its total population reached about 3.7 million. The Atlanta Region experienced a similar phenomenon in job growth, more than doubling during the same time period, to about 2 million jobs. It is widely known that Atlanta's population growth has been fueled primarily by people moving to the Region for jobs. As the national recession has slowed job growth, so has Atlanta seen a slowing in their population growth.

Historically, most of the growth within the region was seen on the Northside of Fulton County. During the 1990s, this area experienced roughly 75% of the region's total growth. In terms of employment, most of the region's job growth happened along the GA400 corridor, in the Perimeter Center area, and in northern Gwinnett and Forsyth counties. Since the mid-1990s, the Southside has seen a consistent increase in its share of the Region's growth. During the 1980s and 1990s, the Southside accounted for approximately 25% of the Region's growth; since 2000, 41% of population growth has been south of I-20. The shift in increased Southside development is easily explained by significant congestion on the Northside, lower land prices, more available land, and quality transportation access. Unfortunately, much of the growth that has been happening on the Southside is not in our Study Area, but instead in more suburban locations, such as Henry County and Douglas County. Additionally, less than a third of the Region's growth between 2000 and 2003 has occurred in cities, most of the growth has been in unincorporated areas.

The expectation across the Region is for growth to continue, both in population and employment, but at slower rates than the enormous expansion that was seen during the 1990s. The Atlanta Region is expected to grow in both people and jobs in the neighborhood of 15% by 2010.

Study Area Population and Employment Overview

The Study Area, as well as the City of East Point, has grown approximately 13% since 1990; this does not demonstrate a significant share of the phenomenal growth some of the Atlanta Region saw during this time. However, it does demonstrate strength in terms of stability and diversity, to not show any losses during a time when many other urban areas did within the Region. In fact, the Study Area shows greater gains historically than the identified Primary or Secondary Market Areas. However, growth within the Study Area has slowed in the last few years, following the trend of the national recession.



However, growth within the Study Area has slowed in the last few years, following the trend of the national recession.

Table 1: Growth Projections

	CENSUS-BASED							ARC
	1990	2000	2004	2009	Change 1990-2004	Change 2004-2009	Change 2000-2005	Change 2005-2010
Study Area	12,546	14,393	14,194	14,006	13.1%	-1.3%	17.8%	8.7%
Primary Market Area	60,310	64,386	64,708	64,998	7.3%	0.4%	8.8%	2.2%
Secondary Market Area	521,550	558,463	573,291	595,441	9.9%	3.9%	N/A	N/A
Atlanta MSA	2,959,981	4,112,226	4,508,160	5,117,153	52.3%	13.5%	7.0%	8.3%

The Study Area is actually expected to decline slightly in population by 2009, losing about one percent of its population, according to national, U.S. census-based statistics. Census-based statistics primarily use a straight-line projection methodology based on historic trends. This does not always paint an accurate picture of what is actually happening in a community, particularly in urban areas. Thus, estimates and forecasts from the Atlanta Regional Commission were also reviewed. These projections seemed to more accurately portray what is happening in East Point, as people return to urban environs. Annual household growth was determined using ARC's forecasts, and that is what is used as the basis for forecasts throughout this analysis.

The entire Tri-Cities area (including the cities of East Point, College Park and Hapeville) has seen growth basically "leap-frog" over them from the movement out of the City of Atlanta to Henry and Fayette counties, and even some of the further stretches of South Fulton. However, there has been a clear resurgence of interest in urban in-town locations in recent years, and the Study Area certainly fits that bill. While employment growth is projected to be moderate for the Region, it is still expected to be witnessed in historic employment cores, including downtown Atlanta and the Airport area, both in close proximity to the Study Area.

The daytime population within the Study Area is relatively small, but when considering the Primary Market Area, that number jumps incredibly. The presence of such large corporate employers, such as Delta, Wachovia, Ford, South Fulton Medical Center and Owens- Brockway, as well as the Hartsfield-Jackson International Airport itself, greatly increases the concentration of employees. The impact of the surrounding development on the Study Area is clear when considering the needs for convenience and retail goods and services.



Table 2: Market Area Population

	Study Area	Primary Market Area	Secondary Market Area
Daytime Population	3,292	38,926	399,489
Businesses	484	2,056	24,473

Economies do not function locally, economics is a regional phenomenon. Trying to isolate detailed employment numbers and still retain meaning for them is a difficult endeavor. Sector employment and business size data are collected through different methodologies, thus different geographies need to be used for comparison. In terms of sector employment, East Point, Tri-Cities and the Atlanta MSA all report similar proportions of employees in Page 11 September 27, 2004 industry sectors. The primary differences are found in the Manufacturing, Transportation, and Professional Services industries. The concentration of Transportation and Warehousing in East Point and the Tri-Cities is due to the location of the airport and related businesses.

Table 3: Local Economy

Industry Sector	East Point	Tri-Cities	Atlanta MSA
Construction	8.1%	8.1%	8.0%
Manufacturing	7.9%	7.9%	11.1%
Wholesale Trade	4.1%	3.6%	4.5%
Retail Trade	11.2%	11.0%	11.9%
Transportation and Wharehousing, and utilities	11.5%	11.7%	6.9%
Information	3.6%	3.8%	5.0%
Finance, Insurance, Real estate, and Rental and Leasing	6.9%	7.2%	8.0%
Professional, Scientific, Management, Administrative services	9.8%	10.4%	12.6%
Educational, Health and Social services	15.2%	14.1%	15.6%
Arts, entertainment, recreation, accommodation and food services	10.2%	11.6%	7.25
Other services (except public administration)	5.2%	5.4%	4.7%
Public administration	6.1%	5.1%	4.2%

Workers in East Point are employed primarily employed in sales and office occupations; with management and professional occupations and service occupations following as second and third. There is a key difference with the occupational proportions found in the Atlanta MSA, where the primary occupation is management and professional, followed by sales and office workers and service workers. This is an important differentiation, as service occupations account for five percent more in East Point and Tri-Cities than the MSA average, and these are usually lower-paying jobs.



Demographics

Population Trends

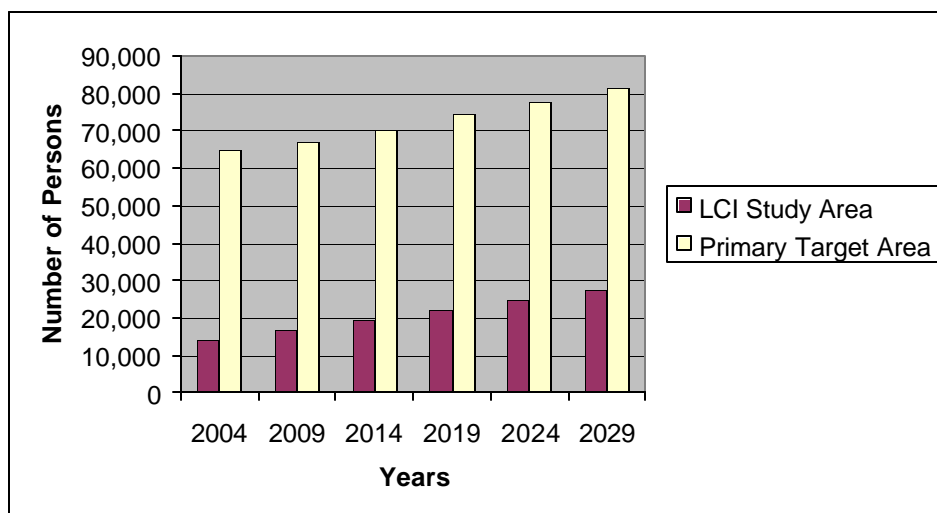
During the last 100 years, the City of East Point has grown from a small suburb of 1,315 persons to over 39,500 residents. Today, the Study Area holds 36% of the population with 14,194 residents. According to Market + Main projections, the Study Area is expected to continue its population increase over the next twenty-five years at 14%. The Primary Market Area will also increase, but at a slower rate over the next twenty-five years at 4.7%. Most of the new homes are anticipated to be built in the Lawrence Street Brownfield area. Overall, the study area has lost population aged 65 and over since 1990, but made small gains in ages 5 to 17 during the same time. The study area has a strong proportion of residents aged between 25 and 44, the prime years for single professionals or those starting a family.

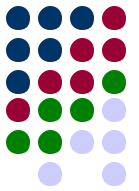
Table 4: Population Projections

Projection	2004	2009	2014	2019	2024	2029
East Point Study Area	14,194	16,699	19,352	22,005	24,659	27,312
Primary Market Area	64,708	67,201	70,273	74,273	77,899	81,525

The primary market area is defined as the area within a 2.5 miles radius from the intersection of Stanton Drive and Headland Drive.

Table 5: Population Trends





East Point is a family oriented community with 17.8 percent of the households headed by single females with children under 18 years of age. The state's average for female head of households was 8.6 percent.

Age Composition

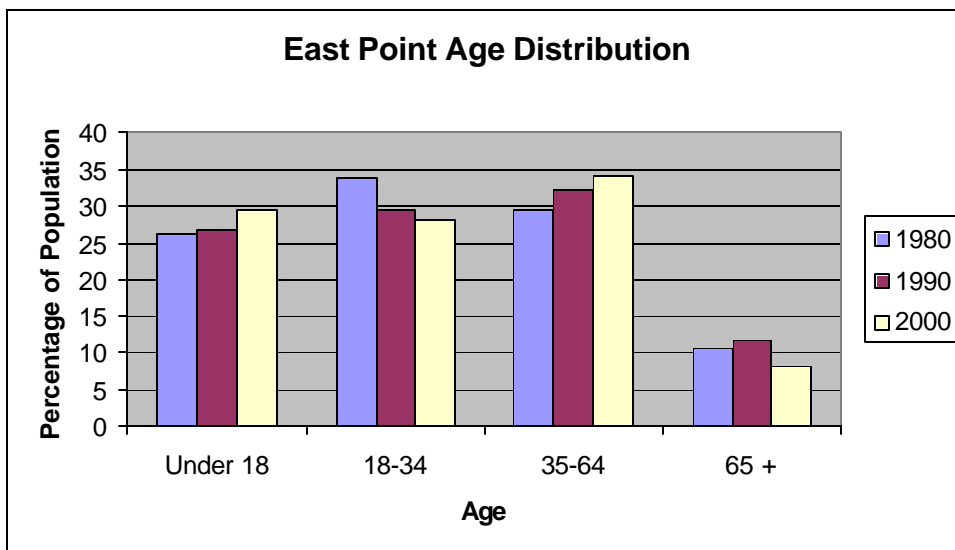
The City is primarily a young community with 29.3% of the residents age 18 or younger and a median age of 30 for the City. Only 7.9% of the population is 65 or older. This information is important when considering the types of services the community needs to provide its citizens. The number of senior citizens in the City is very low compared to the State average (9.6%) (U.S. Census, 2000).

During the next ten years, the shift towards a younger population is expected to increase to over 30 % while the aging population of 65 and above is expected to decline to 7.64%. It is important to recognize that although the numbers outside the working labor force seem consistent with the previous years, the younger population will be growing among these two sectors.

Table 6: Age over Time

Age	1980	1990	2000
Under 18	26.13	26.78	29.39
18-34	33.85	29.45	28.04
35-64	29.53	32.23	34.08
65 +	10.49	11.55	8.09

Table 7: East Point Age Distribution





Racial Composition

East Point's racial composition is primarily African American. The 1990 Census shows the racial makeup was 22,823 Black, which was 66.34 percent of the population. Per the chart below, the 2000 census showed this segment of the population has continued to rise over the past ten years. Per the Federal and State trends, the Hispanic population is expected have one of the largest areas of growth over the next decade, making up one in every four persons in the United States. In light of these statistics, it is reasonable for East Point to anticipate a growth and change in overall cultural make-up for the City.

Table 8: City of East Point Racial Composition

Racial Composition	Number	Percentage of Total Population
White	6,376	16.1
Black or African American	30,949	78.2
Other	2,270	5.7

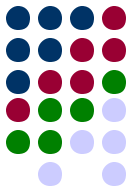
Income Levels

The median income for a household in the city is \$31,874, and the median income for a family is \$36,099. Males have a median income of \$27,114 versus \$25,839 for females. The per capita income for the city is \$15,175. 20.7% of the population and 17.2% of families are below the poverty line. Out of the total people living in poverty, 30% are under the age of 18 and 13.6% are 65 or older.

The average household income levels have significantly increased since 1980. Household incomes of \$40,000 and above in 1980 were 9.14%. The 2000 Census indicated that household incomes at this same level have reached 38.78%. This trend is expected to continue over the next ten years.

Table 9: City of East Point Income Levels

Income Level	1980	1990	2000
Less than \$5000	14.25	8.3	N/A
\$5,000-9,999	18.09	9.44	13.24
\$10,000-\$14,999	17.82	8.82	6.35
\$15,000-19,999	13.79	10.48	7.78
\$20,000-\$29,999	10.57	18.57	18.91
\$30,000-\$34,999	8.21	9.5	7.77
\$35,000-\$39,999	6	7.55	7.19
\$40,000-\$49,999	3.23	8.59	11.72
\$50,000-\$59,999	1.89	7.22	7.99
\$60,000-\$74,999	1.42	6.17	7.81
\$75,000-\$99,999	1.73	3.5	5.94
\$100,000 or more	0.87	1.68	5.34



Housing Trends

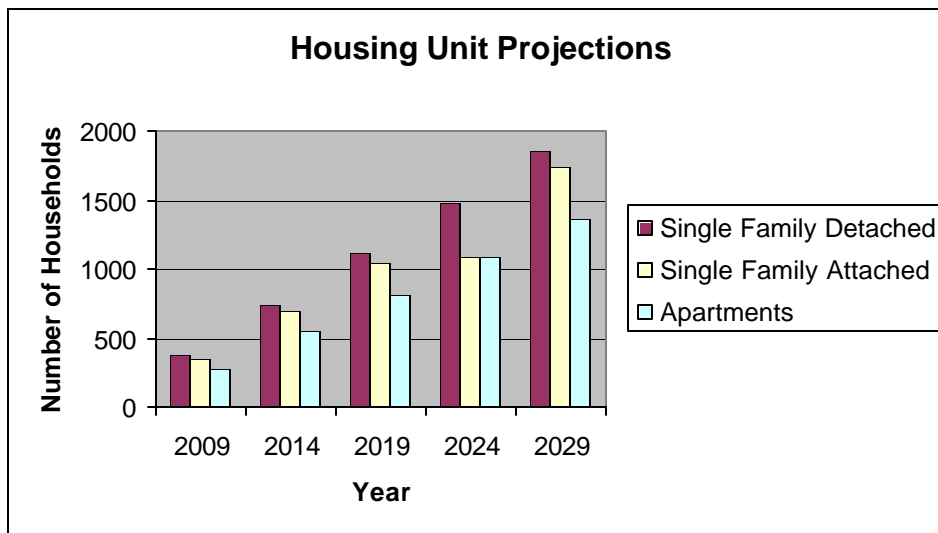
The housing mix within the East Point Study area is primarily comprised of single-family detached homes. There are 5,241 households within the study area and nearly every housing unit is included in one of five neighborhood associations including: Jefferson Park, Frog Hollow, Center Park, Conley Hills, and Semmes Park.

Future projections indicate East Point will primarily be made up of single family detached homes. Over the next twenty-five years, housing units within the area are projected to increase from 990 to 4,950. The majority, 38% of the proposed housing units are projected as single-family detached homes that are owner and/or renter occupied. The plan includes a smaller number of apartments within the study area, making up an average of 27% of the units. Other units in the study (35%) are single-family attached homes.

Table 10: City of East Point Housing Trends

Projection	2004	2010	2015	2020	2025	2030
Total Housing Units	495	1188	2376	3564	4728	5940
Single-Family Detached (Owner)	161	386	772	1158	1544	1930
Single-Family Detached (Renter)	25	50	119	179	238	298
Single-Family Attached (Owner)	87	173	416	624	832	1039
Single Family Attached (Renter)	86	173	416	624	832	1039
Apartments (Renter)	136	272	654	980	1299	1633

Table 11: Housing Unit Projections



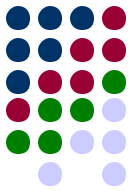
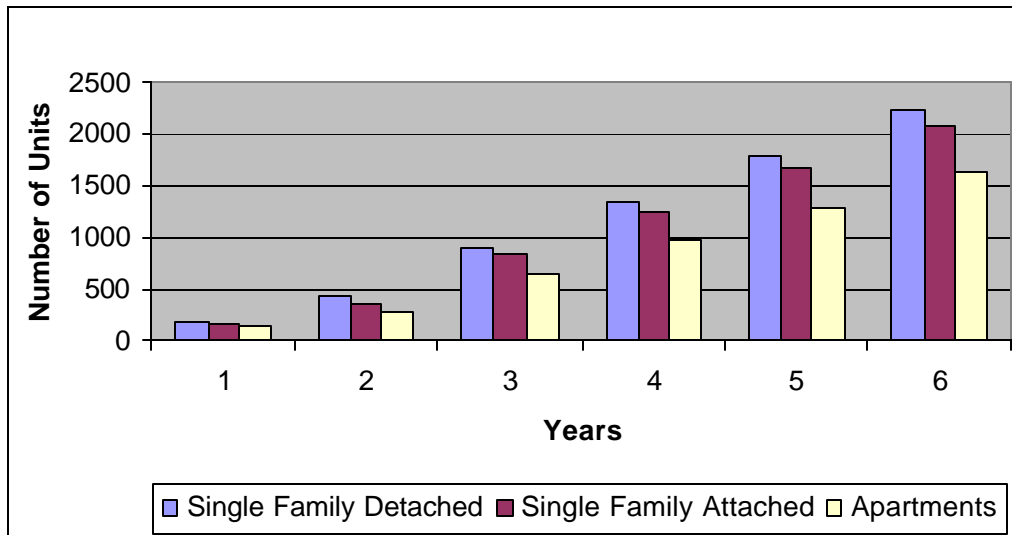


Table 12: Household Unit Projections



Employment Projections

Total employment for the study area is projected to increase from 3,392 to 5,273. This is a 9.9% increase over the next 25 years. Currently, the primary employment sectors in East Point are educational, health and social service at 15.3% of the positions. These positions tend to be medium income level positions.

While both the study area and tri-cities area are expected to continue to increase, the study area will grow at 9.9 %, while the tri-cities area is anticipated to grow at a 5.4% growth rate.

Table 13: City of East Point Employment Projections

Year	Study Area	TRI CITIES
2004	3,292	46,456
2009	3,490	48,874
2014	3,821	51,979
2019	4,260	55,268
2024	4,772	58,430
2029	5,273	60,469

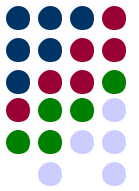
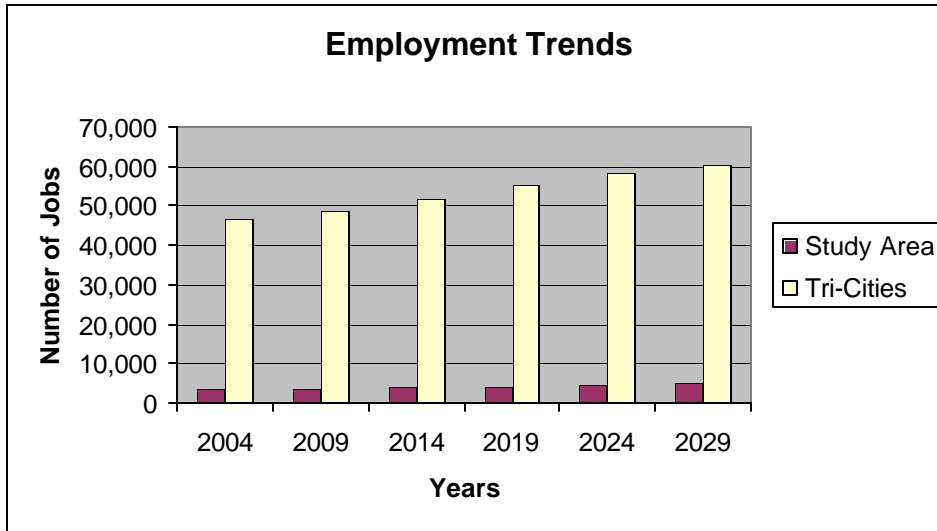


Table 14: Employment Trends



Existing Land Use

The Existing Land Use analysis is an important factor in defining what the current conditions are for the area. It has been said, if you do not know where you have been or where you are currently, you can not establish where you are going. This analysis helps the community define appropriate development patterns for the future.

The Livable Centers Initiative focuses on town center and Main Street redevelopment. The existing downtown areas are focused on “while pragmatically adapting the same type of standards to modern lifestyles, business practices, and technologies.” These town center developments focus on “the qualities and characteristics of enduring places that provide a basis for successful town centers today.”

In a joint policy statement made by the Atlanta Regional Commission and the Georgia Regional Transportation Authority said that “applying strategies like Traditional Oriented Development, Infill Development and Traditional Neighborhood Development in activity and town centers, communities are reducing traffic, and, therefore, pollution, while simultaneously building stronger, more sustainable communities.”

The current uses embodied in the existing land use map are described below:

Commercial Available – These are buildings/properties that have been physically rehabilitated and are ready for commercial/retail developments.

General Commercial – These areas were developed on the fringe of the historic downtown business district along the main roadway corridors. In most cases, these are typical strip mall developments and single buildings with independent stores and parking provided in the front of the businesses.



General Office Commercial- This is the second largest land use component in the study area. Although they are in the same category, a separate concentration of uses exists on the west side of Main Street versus the east side of Main Street.

The west side of Main Street caters to a mixed use component including multi-level buildings with loft living or offices on the top floors, and retail storefronts at street level. This area tends to accommodate the pedestrian with sidewalks and street furniture that abuts the street. Typically these businesses are served by on-street parking and supplemented by public parking lots.

The east side of Main Street includes the old industrial buildings that are listed as a National Register Historic District. Two of the warehouses have been converted into office space, but some underutilized areas still exist. This area has large self serving parking lots, but they are located in the rear of the lots.

Light Industrial – Most of the industrial land is vacant or has underdeveloped parcels of land. The remaining areas include a logging company, portable toilet company, asphalt and paving company, a junk yard and several small shipping warehouses.

Multi-Family – These are apartment housing units, with some public housing included.

Public Institutional – These land use areas include property owned by a governmental or faith-based entity. These include: city hall, city auditorium, public safety facilities, cemetery, Tri-cities high school, and most of the churches.

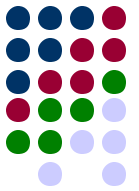
Park/Recreation/Conservation – These areas are owned by the city government and provide recreational usage for the citizens including: Connally Nature Preserve, Sumner Park with the Velodrome and community building,

Single Family – These are detached single family homes/residences. This is the largest land use category within the study area.

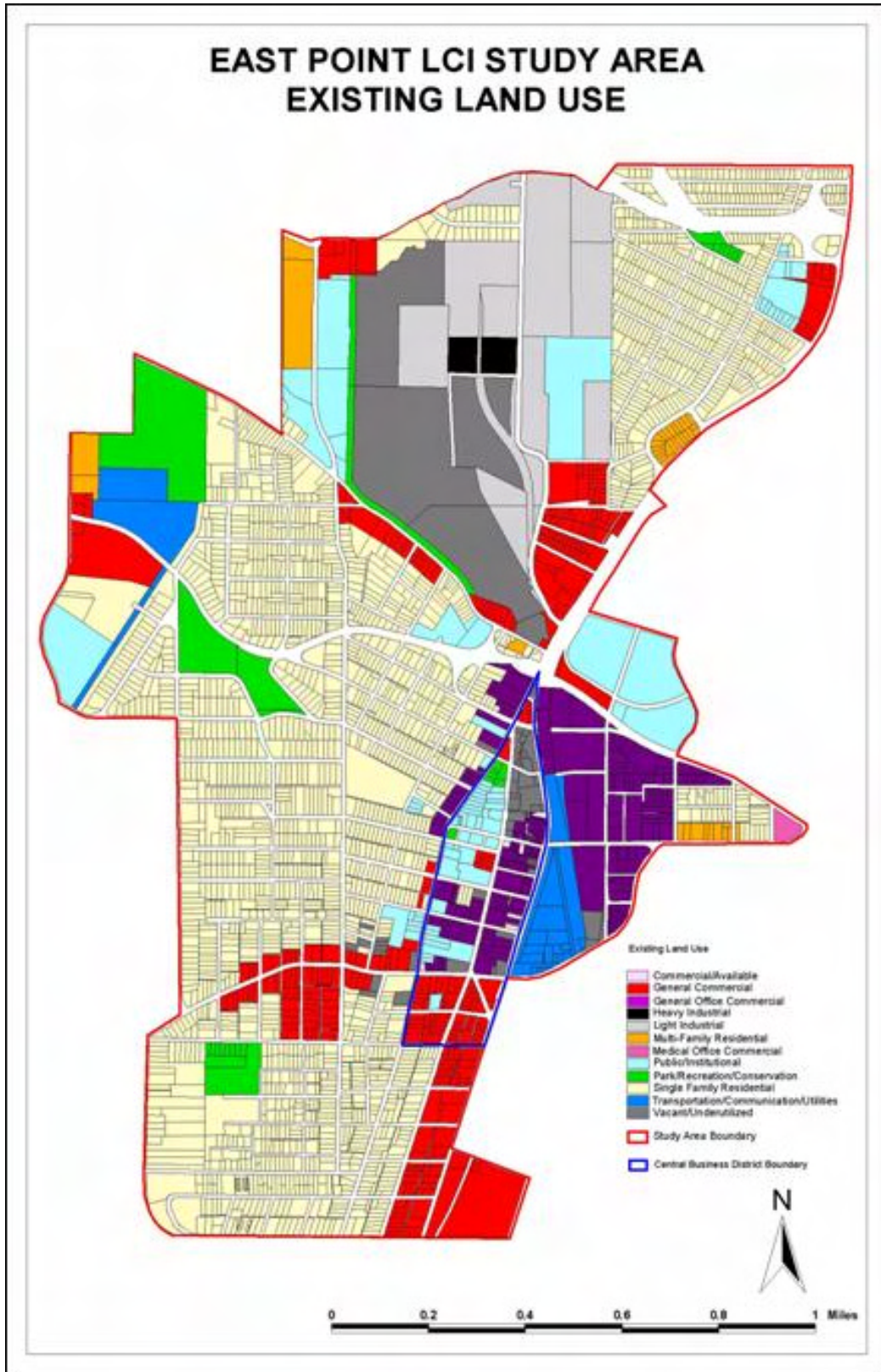
Transportation – The MARTA Train Station and Water Utility Company are included in these areas.

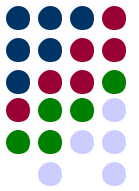
Vacant/Underutilized – These areas highlight underutilized lots for viable development including vacant lots with no buildings, lots with buildings that have no aesthetic, historic or architectural value or general open lots that have been used as unofficial gathering spaces.

The current conditions of land use in the area have opportunities and challenges. In the past, the existing land use opportunities may have seemed negative, but the contrary is found in many cases for this study area.

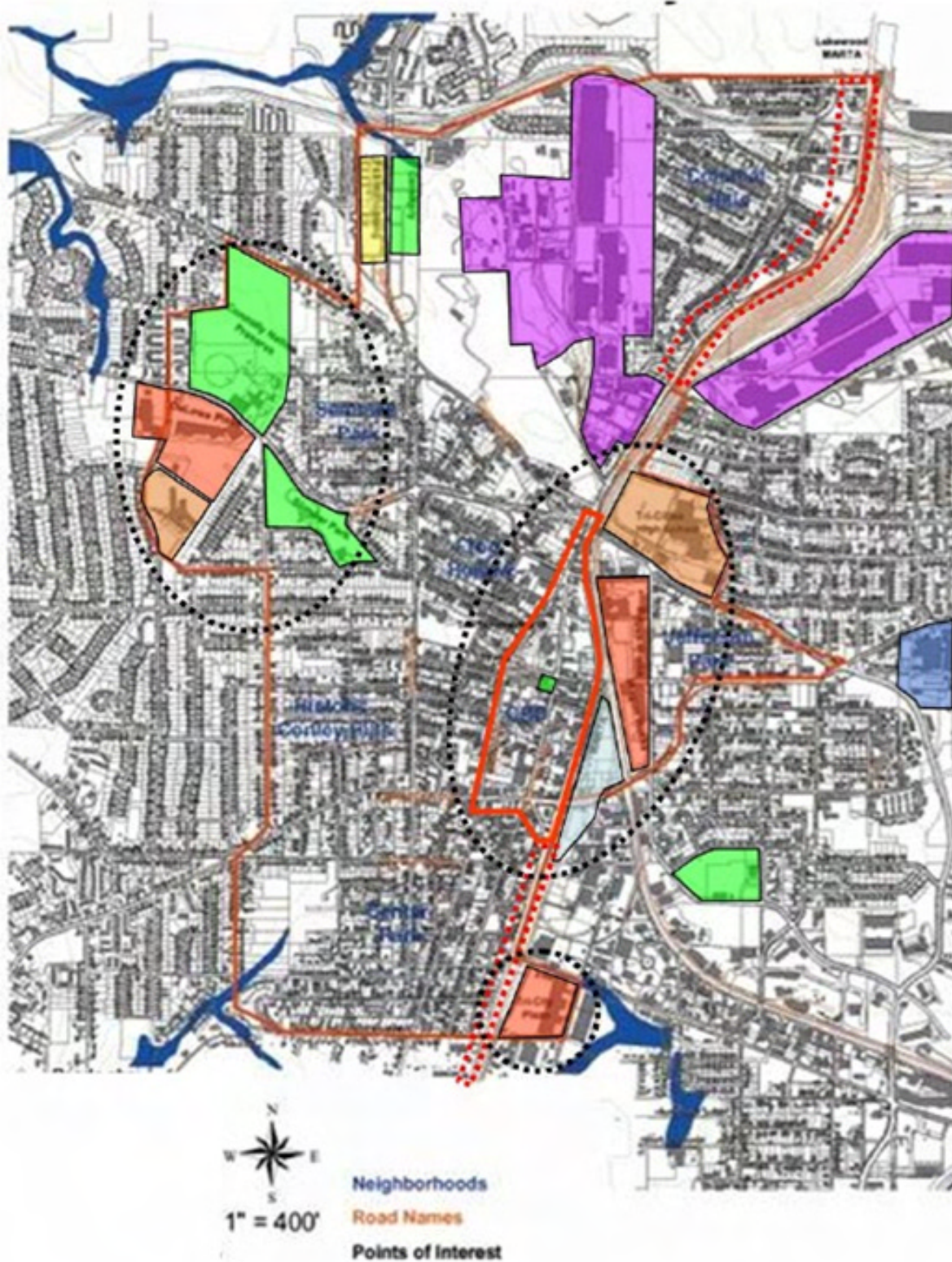


Map 4: Existing Land Use





Map 5: Major Activities and Uses





Past Studies

1995-2015 Comprehensive Plan

The Comprehensive Plan identified the downtown area as a place to attract visitors and further enhance the retail offerings and revenues. This plan identified adding downtown housing and creating a pedestrian character including: sidewalks, public spaces and streetscape improvements as ways to accomplish these goals.

2000/2001 East Point Master Town Plan

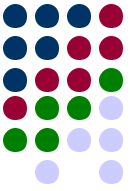
The plan has developed certain principles that create sustainable communities that are stable and healthy over time. The guiding principles in this plan included:
 * Pedestrian activity that promotes community interaction, * Land use, density and aesthetics are controlled through guidelines and regulations, * Architectural and landscaping guidelines lead to beautification, * Environmental impacts are minimized by encouraging pedestrian activity, * "Eyes on the street" lead to safer neighborhoods, * Locating businesses near residences creates jobs within walking distance, * Owner-occupied housing protects property values and creates stronger neighborhood alliances, * Pedestrian oriented neighborhood are more affordable for residents. This plan identified ten pedestrian oriented developments that are clustered developments within walking distance from an activity center.

Table 15: East Point LCI Existing Land Use

LANDUSE	Number of Parcels	%of Total Parcels	Acreage	% of Total Acreage
Commercial/Available	5	0%	0.6760	0%
General Commercial	338	11%	183.9180	13%
General Office Commercial	197	7%	86.4820	6%
Heavy Industrial	5	0%	6.3690	0%
Light Industrial	16	1%	128.4860	9%
Multi-Family	41	1%	28.9990	2%
Medical Office Commercial	1	0%	1.6920	0%
Public Institutional	82	3%	115.6540	8%
Park/Recreation/Conservation	32	1%	124.6070	9%
Single Family	2193	73%	572.1970	39%
Transportation/Communication/ Utility	32	1%	87.7330	6%
Vacant/Underutilized	58	2%	118.6640	8%
Total Net Land Area	3000		1455.48	

Total Gross Land Area

1477.20



Existing Zoning

Zoning is the way governments control the physical development of land and the kinds of uses each individual property may put on the land. The city's zoning indicates what uses are allowed on the property without requesting special permission to place another use on the site. In other words, zoning is the major influence for land development.

East Point's history has had a large effect on the current zoning in place. East Point has progressed from a small farming community of the 1820's to a well-known industrial suburb in the late 1800's and early 1900's. Today, East Point enjoys a mixture of industrial and small businesses throughout the City. Much of the industrial roots of the community are still evident through the current zoning code because a large majority of the study area is still zoned for light industrial although the areas are underutilized or have been converted to office space.

The zoning classifications and their intent is specified below for the Livable Centers Initiative Study Area. Within the study area, the principal zoning classifications are single-family residential, light industrial and commercial redevelopment.



Table 16: Zoning Classifications within the LCI Study Area

Designation	Purpose/Definition
C1 = NEIGHBORHOOD BUSINESS DISTRICT	Provides convenient shopping goods and services required by the neighboring residence and excludes other uses which might have a detrimental effect upon residential usage.
C2 = CENTRAL BUSINESS DISTRICT	Provides an area for those commercial goods and services which serve the entire community.
CR = COMMERCIAL REDEVELOPMENT	To facilitate and encourage innovative, functional, aesthetically pleasing and creative design and development of the most compatible and desirable mixed-use pattern of retail, commercial service, institutional and residential land uses which are primarily pedestrian and public transit oriented.
MAIN STREET ARCHITECTURAL DISTRICT	Properties in this district will comply with architectural standards as seen fit under the architectural design review procedure.
M-I = MEDICAL INSTITUTIONAL DISTRICT	Provides for the establishment and maintenance of high-quality medical and institutional uses, structures, facilities and accessory uses, and excludes incompatible uses.
OIT = OFFICE INSTITUTIONAL TRANSITION DISTRICT	Provides for the compatible transition from residential to limited office and institutional development.
I-1 = LIGHT INDUSTRIAL	Provides for light manufacturing, assembly, packaging and warehousing operations, free from incompatible residential, commercial and heavy industrial activities.
I-2 = HEAVY INDUSTRIAL	Provides for light and heavy manufacturing, processing, assembly, packaging and warehousing operations.
TRN = TRADITIONAL RESIDENTIAL NEIGHBORHOOD DISTRICT	Provides for traditional residential neighborhood within walking distance of downtown, as there is currently no opportunity for construction of single-family residences along main street.
R1 = SINGLE FAMILY RESIDENTIAL	Provides quiet low density residential neighborhood for single-family dwelling that will not generate any traffic other than that for the residents.
R2 = TWO FAMILY RESIDENTIAL	Provides a quiet, medium density residential neighborhood consisting of single-family dwelling, and limited private and public community uses.
R3 = MULTI-FAMILY RESIDENTIAL	Provides a quiet, moderate density residential neighborhood consisting of single-family dwelling, and limited private and public community uses.
R4 = MULTI-FAMILY RESIDENTIAL	Provides a moderately concentrated residential area of single-family, two-family and multi-family dwellings, and limited private and public community uses.

Zoning Ordinance

The Atlanta Regional Commission (ARC) and Georgia Regional Transportation Authority (GRTA) have stated transportation policy alone cannot solve air quality and congestion issues, land use must be a partner in the planning process for any regional area. The process to make this a true partnership starts on a local level through the comprehensive plan and the local ordinances that guide those policies. One of the primary issues for all local communities is the ability to regulate these policies so they encourage the goals and objectives of the community.





Certain Districts under East Point's current zoning ordinance accomplish these goals. There are direct correlations between the local community goals and the strategies set forth under the Regional Development Plan put out by ARC in cooperation with GRTA. These Districts/Land Use Policies are:

East Point's Main Street Architectural District assures the character of the downtown district is kept in tact throughout revitalization, rehabilitation, and redevelopment. The Planning and Zoning Commission reviews architectural plans to assure the character is in tact. This is an overlay district that also requires certain street design standards and caters to the pedestrian. This overlay district calls for 15 foot sidewalks that allow for sidewalk furniture and buildings at zero setback lines.

The Traditional Residential Neighborhood District meets the goals set forth by the Atlanta Regional Commission and the Georgia Regional Transportation Authority through their Regional Development Plan. The City is encouraging development in these areas that are within walking distance of downtown. Developments are located close to the street, spatially defining the public street and the private block interests.

The Commercial Redevelopment encourages uses that are primarily pedestrian and public transit oriented. Since the City of East Point has the Marta Station within their LCI Study Area boundaries, carefully selecting the type of development and location for new mixed use developments are crucial within this study area in order to encourage pedestrian oriented traffic. Because the downtown area is included in the Main Street Architectural Guidelines overlay district, they do meet the overall intent of the ARC Regional Development Plan. Areas that lie within the CR District and are not included in the overlay district are meant to encourage redevelopment typical of the Traditional Mixed Uses found on Main Street; however, these areas do not allow the buildings to have zero setbacks on the front streets and rear of the buildings that would serve as additional entrances and delivery zones. Currently, the 35 foot front setbacks and 25 foot rear yard setbacks would discourage the traditional development styles for mixed use buildings downtown when they do not lie within the overlay district.

The Commercial Limited District also encourages a pedestrian oriented, streetscape development pattern. This section specifically addresses mixed-use developments with residential living on the top floors. This zoning district is not found in the study area, but applies to the Atlanta Regional Commission's intent for the Livable Center Areas.

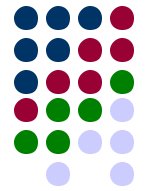
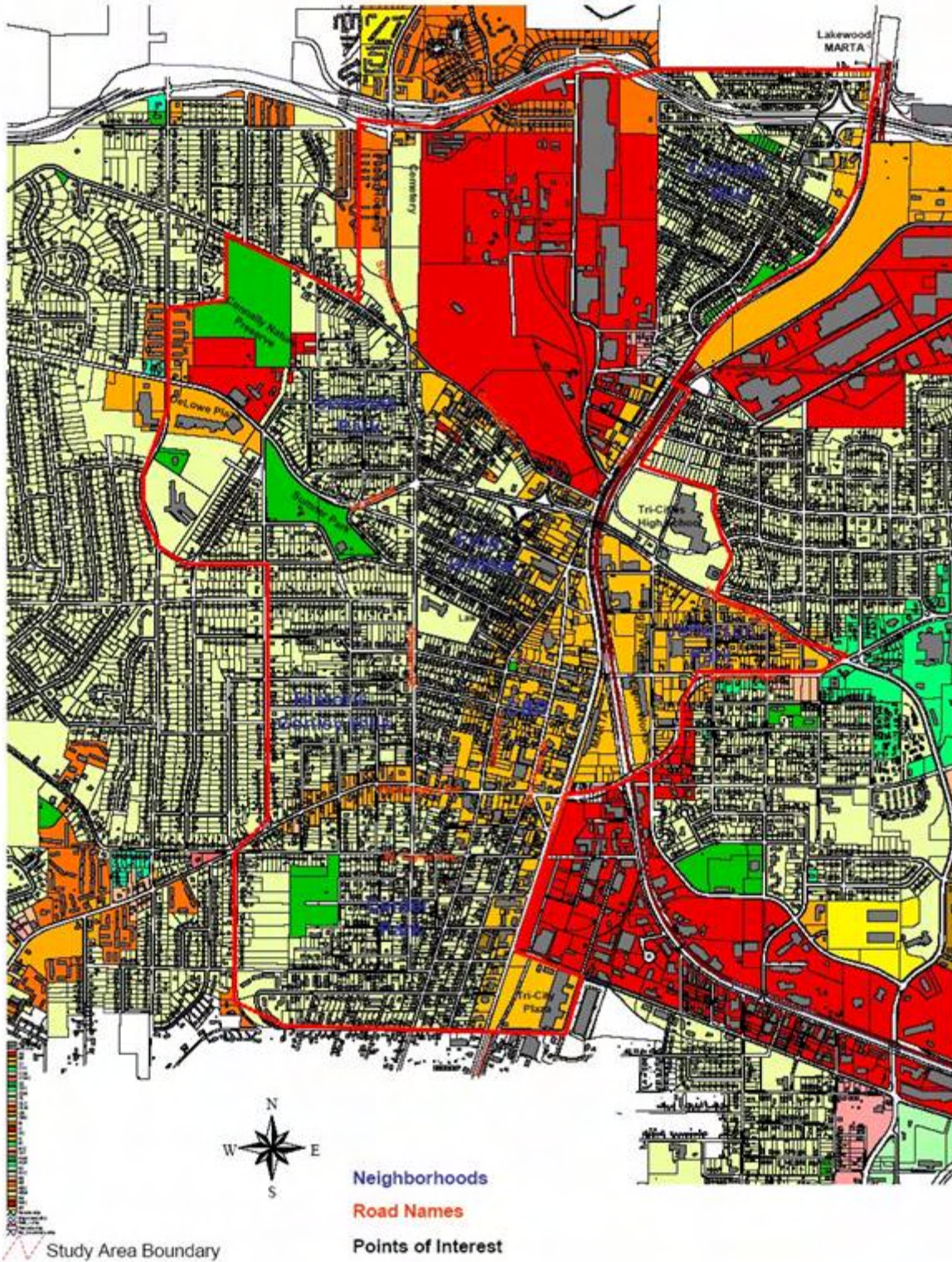
Like many other LCI Cities, East Point has warehouse areas that are no longer utilized to their full potential. Some areas have been rehabilitated, but many have been abandoned. The Light Industrial zoning classification makes up the second highest percentage of land usage in the zoning classification for the district. Typically industrial uses are not encouraged in an LCI study area because they focus on heavy equipment and semi-truck traffic. Because the pedestrian feels overpowered in these areas, sidewalks are generally not enough of an incentive to encourage a pedestrian user. Industrial areas are ideal to help spur employment centers, but in most cases these areas should not focus on the pedestrian user. Light Industrial Zoning in this study area seems to be left from the past glory days of East Point's manufacturing era.



Table 17: Zoning Type

Zoning	Number of Parcels	% of Total Parcels	Acreage	% of Total Acreage
C1	49	2%	25.95	2%
C1M	2	0%	0.56	0%
C2	3	0%	2.24	0%
CR	567	19%	215.23	17%
I1	69	2%	261.07	21%
I2	1	0%	3.69	0%
PAR	28	1%	56.98	5%
R1	2145	73%	596.12	48%
R2	17	1%	3.17	0%
R3	35	1%	37.94	3%
R4	12	0%	3.06	0%
Total Net Land Area	2957		1234.41	
Total Gross Land Area			1477.20	

East Point LCI Study Area Zoning





Character and Building Conditions

Image and Character

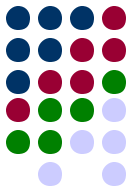
Downtown East Point has several vacant and under-utilized properties. It also has low-rise development and small building footprints. With the exception of White Way, the blocks between East Point Street and Main Street are sparsely developed. Thompson Avenue and Dorsey Avenue contain many under-utilized buildings set back from the street with surface parking, interspersed with vacant several properties. The downtown lacks a cohesive image and a continuous building edge to the street and defined blocks. Though there are retail establishments that engage the public the weekdays, the activity level is relatively low in the evening and weekends as these establishments are closed. The renovated retail stretch along White Way and Main Street has several restaurants that offer some level of activity.

The MARTA station, which is a significant element, needs to be integrated into the downtown fabric. Some of the buildings need façade improvements and maintenance. There is a need for creating a focal point - a civic plaza or space in downtown that can define the 'heart' of downtown. Clearly defined gateways are needed to mark the extents of downtown. Though Main Street will be getting anew street treatments shortly, there are opportunities to improve streetscape, landscape, way finding signage and art work in other parts of the downtown with a consistent theme and character to enhance the image and provide a cohesive character to downtown.

Tri Cities Plaza located at the southern end of the study needs improvement. It has a suburban shopping strip character with large parking lot. The building is in average condition and has no architectural character of significance. De Lowe Plaza is also another shopping strip with similar character. The building condition is little better than Tri City Plaza. Both of these plazas need improvements (façade and landscaping) or potential redevelopment.

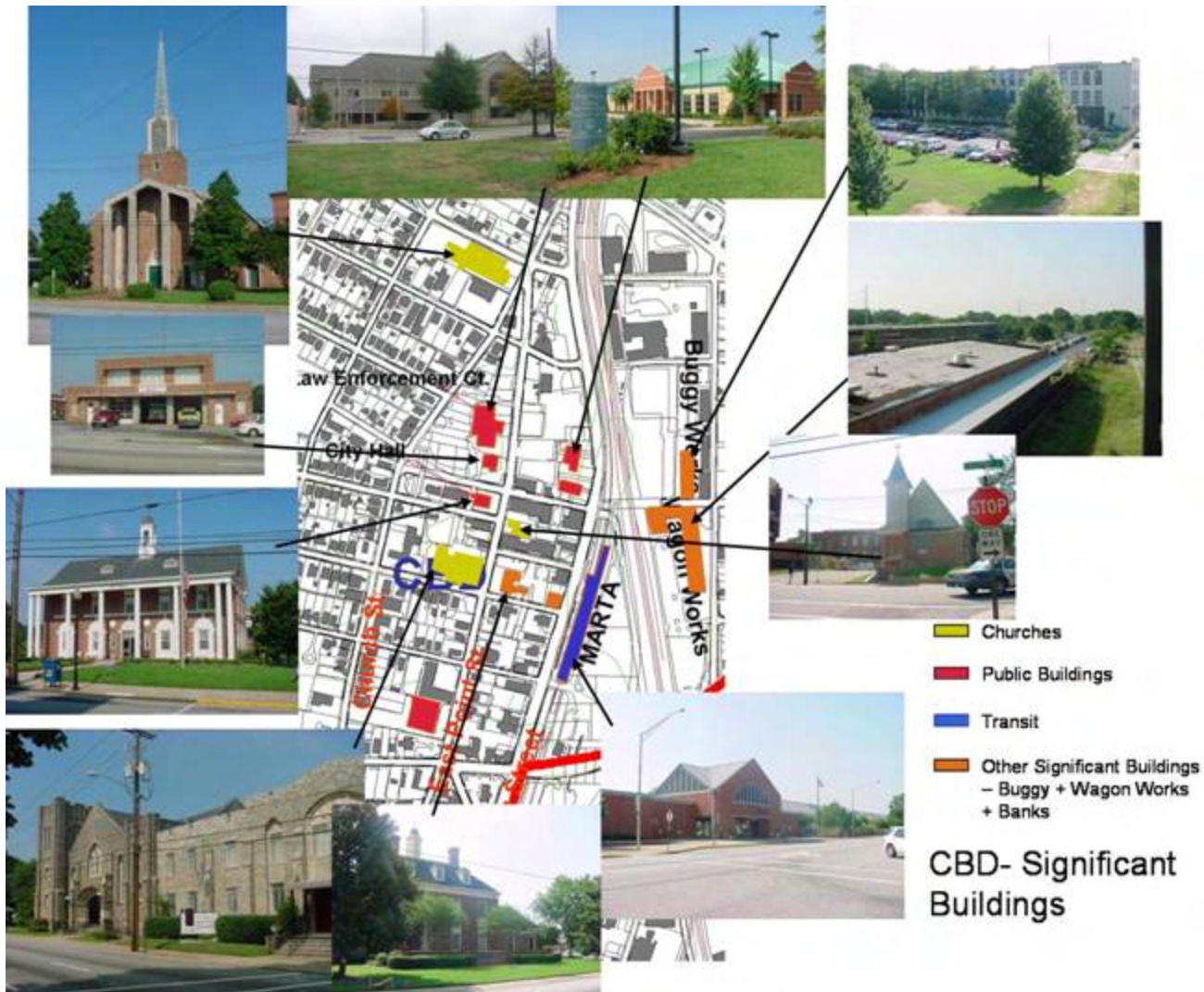
Lawrence Industrial Area:

This industrial area consists of few industries and a large warehouse facility that is in very poor condition.



Map 8: Significant Buildings

There are several significant buildings in downtown; City Hall, Law Enforcement Center, Library, East Point Avenue Methodist Church, First United Methodist Church, the First Baptist Church, the Wagon Works, and the Buggy Works that have architectural character. Few of the other retail buildings are brick with some architectural details, such as freize, etc.





Historic Resources

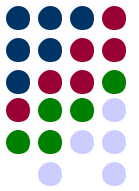
East Point was named for its location to the Railroad where the Atlanta and West Point railroad tracks end on the East. Although the City of East Point was chartered August 10, 1887, it was busy long before this date. From 1820 – 1930 the City grew from an Indian territory with few people to a manufacturing city that housed 10,000 people.

Early history shows that East Point was prosperous due to its location and marriage to various transportation modes. From the railroad, to the horse and carriage, to the automobile, East Point has always been recognized for its location and accessibility. Even today, the commercial downtown area relies heavily on their attraction from the Marta Train Station located on Main Street.

After the depression, the City experienced the same type of struggles as any southern city. Times were hard for everyone and little development activity took place. In 1947, the City experienced the largest building boom since the pre-civil war movement. New structures began to align the streets again.

Today these early roots are still treasured. Although no official Historic Resource Survey has been conducted to specify the age, historic value or architectural characteristics of the community, several structures still show the City's original foundations.

The City does not have a listing on the National Register of Historic Places for their Main Street area, but some of the earliest buildings date back to the early 1900's. Most of the buildings on Main Street have been restored within the last ten years. There are twelve blocks known as the East Point Downtown area. Several of these blocks no longer have historic structures on them. The commercial district is surrounded by five established neighborhoods that support the vitality of this area.



Architectural Review in the Main Street District

The City of East Point has a designated Main Street Architectural District that regulates the look of the district. The Planning and Zoning Commission acts as the regulatory body who upholds these architectural standards through a design review procedure. This district assures the historic architecture for the area is upheld when rehabilitation, preservation, reconstruction or new construction takes place. This District emphasizes the importance of the Main Street area to the City.

Organizational Support

East Point Historical Society

The City has a historical society that was founded by the East Point Woman's Club on December 2, 1979. Their headquarters are located at the Morgan House at 1685 Norman Berry Drive. The Morgan House holds the historical society's collection of East Point history including historic maps of East Point, railroad memorabilia, historic photographs, scrapbooks, manuscripts and diaries, and a collection of oral history audio tapes and transcriptions, and bound volumes of Atlanta's Suburban Reporter dated 1931-1970.

Main Street Association

The Main Street Association is made up of nine members comprised of business owners, community stakeholders and professionals who have a commitment to downtown and who help govern the decision making for the central business district.

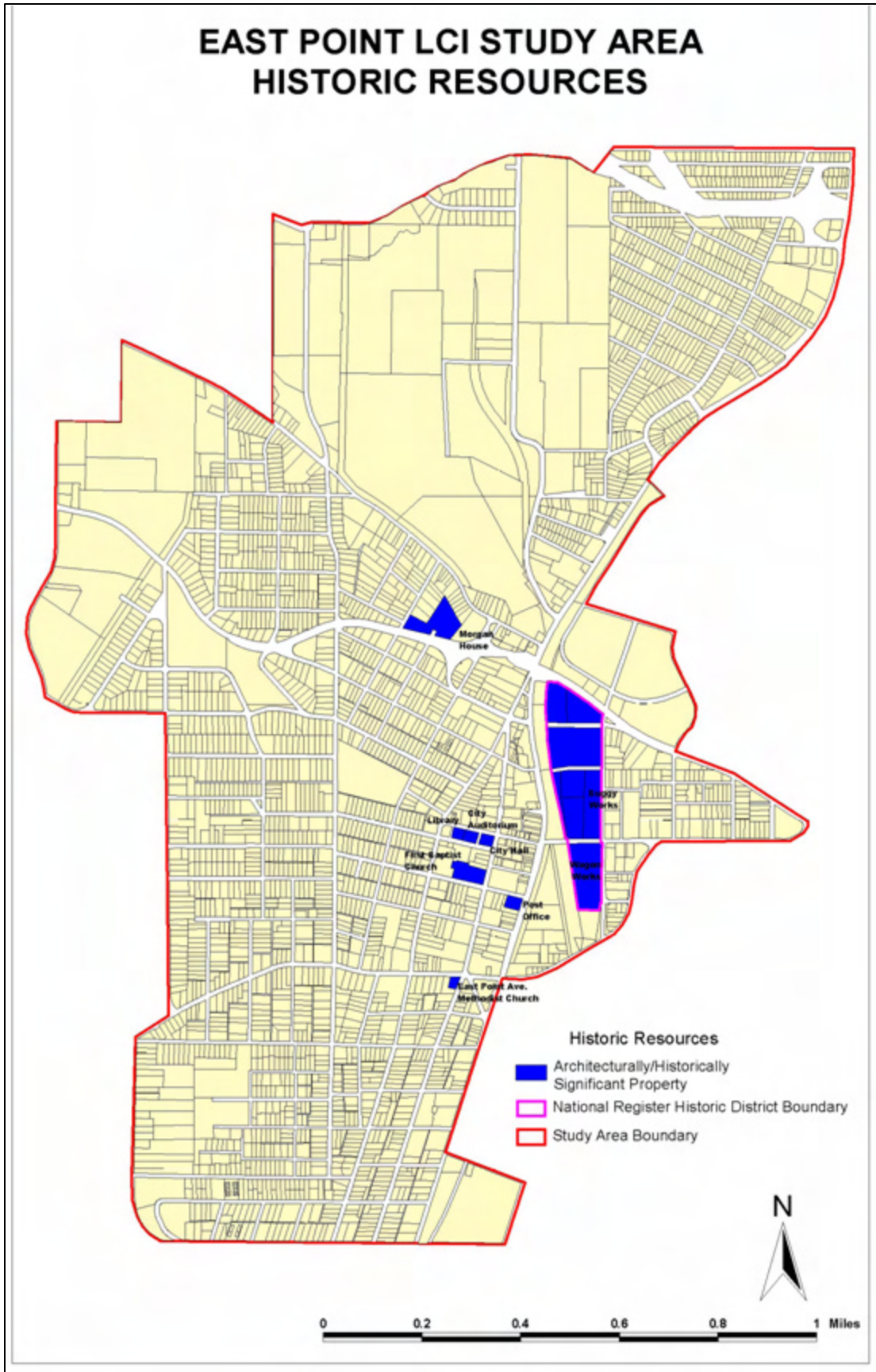
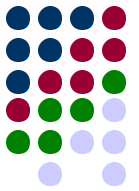
Their mission is: "To preserve and enhance the downtown area as the heart of East Point; communicating a sense of place, community pride and heritage, while providing for a successful business and residential environment."

Historically Significant Structures

Many of the historic commercial and industrial building resources like the first train depot and theatre were lost to fire. If the buildings survived through fires, they did not survive the Redevelopment Phase.

Just like many other cities across the United States, the City of East Point adopted a redevelopment plan. In 1971, the City was ready to move forward with their plan to remove the "blighted" areas in their city. Many historic structures were demolished in the name of progress.

Today, there are a few historic structures that remain in the commercial and industrial districts, but these are a major contribution to the City's heritage. Among these significant areas and buildings are:





National Register Historic District

The City of East Point is recognized by the National Trust of Historic Places for their National Register District. The City of East Point's seven old warehouses along Norman Berry Drive on the north and extending south to include the Atlanta Utility Works; its west boundary being the Atlanta & West Point railroad tracks and the east boundary, Martin Street were listed on the National Register of Historic Places in 1985. These buildings constituted one of the last and largest extant New South Industrial Complexes in the State. (Centennial Chronology of East Point History) Businesses in this district included the Oak Knitting Mills, Couch Brothers Manufacturing Company, Atlanta Tent and Awning Company, Atlanta Utility Works, White Hickory Wagon Works and Blount Buggy & Carriage Manufacturing.

White Hickory Wagon Manufacturing Building

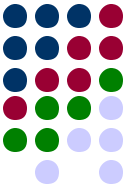
Established in East Point in 1885 by Mr. B.M. Blount, this company specialized in the manufacturing of farm wagons, turpentine wagons, lumber wagons, city drays, dump carts, push carts and goat wagons. The White Hickory wagon was known favorably all over the United States.



Buggy Works Building

In 1908, the Carriage and Buggy Company was created. This company manufactured horse-drawn passenger vehicles. This company was prosperous until the automobile took over the roadways. The Book of Georgia said "Most of the time there was more demand for the product than there was ability to supply the requests."





In the late 1980's, these two buildings were rehabilitated to house the U.S. Army offices. Presently, the property is owned by Thomas Preston Investments, LLC and BFG Investments, LLC. These property owners once again provided a viable use as an employment center for the City of East Point. Numerous small businesses are housed in these buildings and hundreds of employees work here.

Other Manufacturing Plants from the Past



Commercial District

Originally, East Point had one grocery store, one drug store and three other businesses along Main Street. The post office was not introduced to East Point until 1870. Over the years, East Point's downtown area grew and the city was recognized for their industry and commerce. (East Point History)

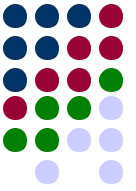
Downtown

Over the past ten years, much of the Commercial District located along Main Street has been rehabilitated for other uses including restaurants, residential lofts, and small offices.

White Way Lofts



This is an example of rehabilitation that has taken place over the last ten years in the City of East Point.



First Library

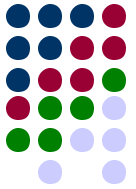


Originally built in 1939, this was East Point's first library. This library served the community until 1996 when the new library was built on Main Street.

City Hall and City Auditorium



Built in 1930, City Hall and the City Auditorium were some of the first stately buildings constructed in the City. The auditorium held dances, music recitals,



sporting events, graduations, stage performances, and later a combined Thanksgiving service for the local churches.

The City Auditorium was rehabilitated in 1984 into an auditorium with 1,000 seats. When new federal regulations required City Hall be handicap accessible, the local government moved their public meetings to the auditorium versus installing an elevator that could have destroyed some of the historic integrity of the original City Hall.

The Morgan House

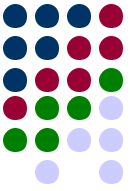


Housing the Historical Society, this 1913 circa home was moved from its original location on East Point Street in 1988 to Norman Berry Drive where it was restored. This structure sits on a significant site for the City known locally as the “Que Grounds.” This was short for Bar-B-Que since most of the community activities were focused at this particular location. Later, the first City pool was placed here and was fed by a local spring.

Post Office



The first post office was established in East Point in 1870.



Churches

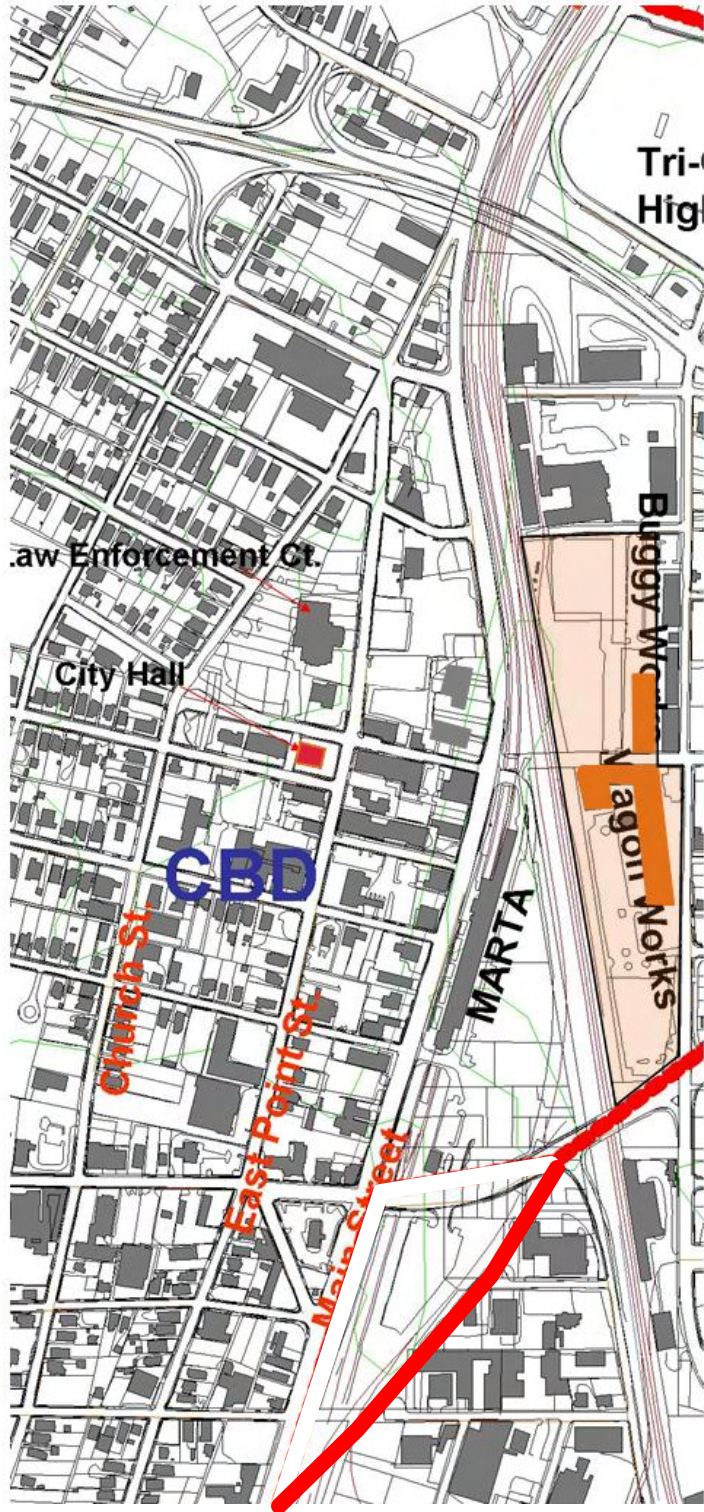
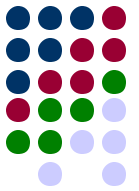
Churches were a major part of everyday life in East Point. Some of the oldest churches include the **East Point Avenue Methodist Church**, also known as Nellies Chapel. This Chapel was named after the daughter of the local physician who donated the land. In addition, the grey stone building below is the **First Baptist Church Building**, completed in July, 1924 and home of the first Baptist Church ever since. This was one of the first chartered churches in the City.




Historic Neighborhoods

Perhaps the most valuable assets to the City of East Point's historic resources have not been officially recognized and documented. Most of the surrounding neighborhoods appear to have homes 50 years old or older. Many of these homes have their original character with very few alterations. Many locations are experiencing infill development. This type of development is taking place throughout the Study area and is complimentary of the historic architecture of the surrounding neighborhoods. This type of preservation, rehabilitation and reconstruction will continue to savor the charm of these areas.

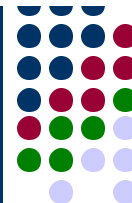
Map 10: Buildings on National Register



 National Register Historic District

National Register





Existing Transportation and Circulation Network

Roadways

The transportation network within the East Point LCI Study Area is composed primarily of a grid system, with two primary north-south one way pairs within the downtown core, Main Street and East Point Street, which serve as both state and federal facilities (SR 14/US 29). The East Point MARTA heavy rail station is located near this split. Due to the proximity of these two routes, to each other, there is a large degree of internal circulation during peak traffic periods and a long running discussion as to whether this separation is warranted.

Outside of these state highways, local streets in the LCI study area form a grid and therefore allowing for alternate routes and turning movements. This network configuration enables the vast majority of local and through traffic onto this state highway, though traffic volumes do not exceed capacity, but create difficult conditions for pedestrians. The majority of traffic within the study limits is gathered from multiple locations throughout the general Hartsfield/Jackson Airport area and funneled onto these two streets and several other major facilities. Several of other these major facilities, such as Cleveland Avenue and Norman Berry Drive move traffic in an east-west direction allowing access to Interstate 85. Other facilities, such as Headland Drive and Hogan Road provide east-west traffic to the Greenbriar Mall.

Functional classification of streets is a method of ordering streets by the service they intend to provide. Streets with the highest functional classification are intended to provide the highest through traffic volumes with the lowest accessibility to land. Lower functional classifications allow increased access at the expense of mobility. The lane miles of roadways within Fulton County are as follows:

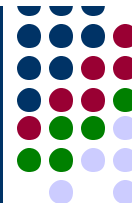
Table 18: Fulton County Road Types

Fulton County Road Mileage		
Road Type	Miles	Percentage
Total Roads	3432.36	100%
State Roads	387.10	11.3%
County Roads	1246.61	36.3%
City Streets	1798.65	52.4%

In order to assess the adequacy of a transportation system, an inventory of various roadways was created according to the degree to which they fulfill two purposes:

- Movement of traffic; and
- Access to facilities.

These functions are inversely related in that the more traffic volume a roadway can accommodate, the less access it provides (and vice versa). A functional classification describes the degree to which a particular roadway provides mobility and access. Most of the roads in the city are two-lanes in each direction. However, if capacity improvements are made in the future, consideration of



limited access roadways or divided roadways might be worthy of discussion. In addition, the volumes of traffic in 2020 might warrant a change of in roadway design. No recent legal changes have taken place regarding functional classification. Streets within the study area fall into many different Georgia Department of Transportation (GDOT) classifications. Functional classifications are as follows:

Principal Arterial: A principal arterial is used to transport large volumes of traffic at moderate speeds and are typically multi-lane. A principal arterial is usually a median divided highway with some controlled access. These roads provide immediate access to adjacent land uses through driveways and two-way turn lanes in the center of the multi-lane arterial. A principal arterial is designed for typical capacity of 45,000 to 75,000 vehicles per day.

Minor Arterial: A minor arterial is designed to provide cross-town and cross-county street access. These roadways are usually multi-lane, although in some less developed areas they may be two lane roads. With access to development, there are often driveways that run directly into thoroughfares and, occasionally, on-street parking. Typical right-of-ways are between 70 and 90 feet, with traffic volumes between 20,000 and 50,000 vehicles per day.

Major Collectors: A major collector is designed to move traffic from large residential areas and other local traffic generators such as schools, parks, office, and retail areas to principal and minor arterials. Generally these are two to four lane roads with frequent intersections. Traffic volumes are between 15,000 and 30,000 vehicles per day.

Minor Collectors: Minor collectors are roads designated to collect traffic from local networks of city streets and county roads and transport this traffic to the arterial system. Collectors are typically two to four lane facilities with an average daily traffic between 7,500 and 15,000 vehicles.

Local Roads and Streets: These roads exist primarily to provide access to adjacent land; and serve low-mileage trips compared to collectors or other higher systems. Use of these roads and streets for through traffic is usually discouraged. Local roads and streets constitute the mileage not classified as part of the principal arterial, minor arterial, or collector system.

An inventory of transportation networks in East Point according to their functional classification is below. All roads not highlighted are considered local roads.

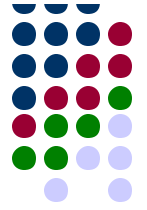
Major Arterials

- US Route 29 (State Route 14, Main Street)
- Camp Creek Parkway

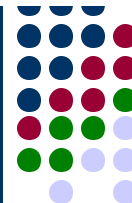
Minor Arterials

- Washington Road / Irene Kidd Parkway / Cleveland Avenue
- Norman Berry Drive (from Semmes St. to Central Ave.)
- Bobby Brown Parkway
- East Point Street (from Forrest Ave. to Washington Rd.)

Map 11: Accessibility/Road Network



Accessibility/Road Network



Major Collectors

- Central Avenue/Connally Drive
- Delowe Drive (from Washington Road to the City limits)
- Headland Drive
- Hogan Road
- Lyle Road (between Dodson Drive and Washington Road)
- Semmes Street (from Washington Road to Langford Memorial Parkway)
- Stanton Street

Minor Collectors

- Church Street
- Delowe Drive (south of Washington Road)
- Lawrence Street
- Taylor Avenue

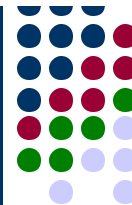
According to GDOT, the number of vehicles flowing through the study area along the Main Street/East Point Street axis during a 24-hour period is lower than the road network is designed to carry. Generally, the carrying capacity of US 29/SR 14 is between 14,890 vehicles per day near the Lakewood Freeway to 8,730 vehicles per day at Washington Road on the two lane, two-way segments and 22,640 vehicles per day on the one-way segments, which contain several lanes each with an additional lane that functions like a continuous left turn lane

Several intersections in the study area are approaching capacity. In order to perform a level of service (LOS) analysis, existing morning and afternoon peak hour turning movement volumes were obtained for the following study area intersections:

- SR 14 and Washington Road
- SR 14 and Norman Berry Drive
- SR 14 and Church Avenue
- Headland Drive and Delowe Drive

The turning movement volumes were used to analyze existing traffic operations at all four intersections in accordance with the methodology outlined in the Transportation Research Board's 1997 update of the Highway Capacity Manual (HCM). Highway Capacity Software (HCS) and Synchro software, which emulates the HCM methodology, were used for the analysis. The results of the analysis are shown in the following table.

Intersection	AM PEAK PERIOD			PM PEAK PERIOD		
	V/C Ratio	Delay Time	LOS	V/C Ratio	Delay Time	LOS
SR 14 and Washington Road	.83	10.4	B	.82	12.8	B
SR 14 and Norman Berry Drive	.83	12.1	B	.84	13.1	B
SR 14 and Cleveland Avenue	.79	15.5	B	.86	12.8	B
Headland Dr. and Delowe Dr.	.89	18.3	B	.90	13.3	B



The vehicle to capacity (V/C) ratio describes the relationship between supply and demand at a particular intersection. A figure greater than 1.0 means demand (vehicles attempting to pass through the intersection) is exceeding supply (ability of the intersection to accommodate traffic). Delay time measures how long it takes vehicles to pass through the intersection. As demand exceeds supply, delay times increase as vehicles are forced to wait for more supply to become available. Level of service (LOS) measures the average function of the intersection, with "A" being the highest LOS and "F" representing significant delay. The results of the Synchro analysis show that most intersections in the study area are performing at acceptable levels of service. To ensure accuracy, the Synchro analysis was field verified by the Consultant Team. In reality, traffic flow is constrained by several competing priorities that the Synchro model cannot replicate, resulting in slightly higher intersection LOS estimates. Based on the analysis and concurrent observations, all following intersections in the LCI Study Area provide acceptable service.

Ultimately, the capacity of intersections along a given roadway determines a route's overall capacity. If intersections are functioning well, roadways can exceed the designed maximum daily volumes discussed earlier and yet, provide an acceptable LOS.

Sidewalks and Bicycle Facilities

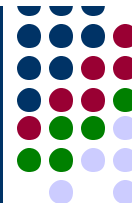
All streets within the study have some type of sidewalk, though conditions vary. Major streets within the downtown area have minimum sidewalk widths of five feet and maximum sidewalk widths of ten feet along the east side of Main Street near the MARTA station. They are continuous throughout. The streets, however are in need of street treatments and a streetscape and sidewalk project is scheduled for Main Street south of Cleveland Avenue to the College Park border. The sidewalks are alive during lunch time and there is a good deal of pedestrian traffic generated by the MARTA station.

The local street grid in and around the downtown core provides numerous opportunities for pedestrian access to several downtown attractions. However, a lack of sidewalks and pedestrian amenities such as shade trees, benches, and way-finding signage discourages pedestrians. Additionally, there is a pedestrian overpass from Central Avenue across to Main Street just north of the MARTA station. This helps pedestrians, including many students from Tri-Cities High School to cross over the MARTA and freight rail tracks.

There are no existing bicycle facilities in the study area. However, two bike routes do appear in Fulton County's Bicycle Suitability Map prepared by the Atlanta Regional Commission. One route runs north/south from the Lakewood MARTA station to the airport. This route is suggested also by the Lakewood-Ft. McPherson Livable Centers Initiative Plan. The second bicycle route follows Along Irene Kidd Drive and Headland Avenue.

Traffic Signals

There are traffic signals at multiple intersections within the study area. The signals were observed to be appropriately phased, but were not tested for timing. Since there are not significantly high traffic volumes on State Route 14 during peak periods, there is no extensive queuing.



Parking

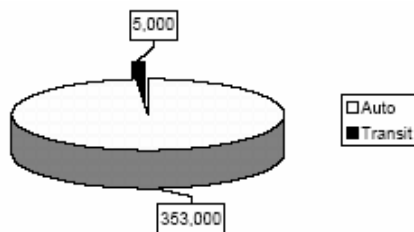
Based on an analysis of existing land uses in the East Point study area, an estimate of demand for parking spaces was calculated for the downtown commercial core and current spaces were physically counted. The physical count included surface parking lots and on-street parking. Based on this examination, there are 1,195 spaces within the Central Business District. It was assumed that other land uses currently have sufficient on site parking. Roughly 642 parking spaces are required to serve commercial and housing developments within the study area. This figure was established by multiplying the total square feet of development in the LCI Study Area by established parking standards.

Additionally, a survey of parking conditions was performed to determine existing parking supply. All commercial and mixed-use properties in the study area contain substantial off street parking available to patrons. During the p.m. peak hour, typically a time of high demand for retail, due to high numbers of drive by trips, there were not any lots that appeared to be more than 40 to 50 percent occupied. Based on conversations with City staff and City Council, there is a perceived need for parking as 85% of the total spaces are private. Since the success of retail redevelopment in the downtown core depends on providing sufficient parking for patrons, it is clear that there is a need for adequate public parking. Development of an adequately sized public parking deck however, is hampered by the parcel size and the need for appropriate clear zones for interior movement.

Transit

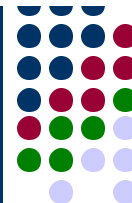
To get a sense for the amount of travel that is currently done by auto in comparison with transit, a simple pie chart depicting the mode split is shown in next figure. An estimated 5,000 trips, using public transportation accounts for 1.4 percent of the daily trips. These trips are made by persons with an origin or destination inside the city itself. If the peak period portion of the weekday were considered by itself, the percentage of transit trips would be significantly higher. This indicates that home-based work trips are being made using transit.

Table 19: Year 2000 Auto/Transit Mode Split



Source: Fulton County Travel Model.

DeKalb and Fulton Counties are serviced by the largest transit system in Georgia – The Metropolitan Atlanta Rapid Transit Authority (MARTA), in operation since 1972. Ridership numbers vary between bus and rail. Annually, there are about 83.8 million boardings on scheduled bus routes in DeKalb and Fulton County, approximately 83.1 million boardings on scheduled trains, and about 173,000 paratransit boardings. MARTA has approximately 12,000 bus stops, 698 buses, 38 rail stations, 232 rapid rail vehicles, and 77 paratransit vehicles.



The City of East Point has approximately 68 bus stops that serve four routes. These routes include route #66, route #78, route #83 and route #93. Total average weekday ridership for 2003 was 1,902, 2,500, 386, and 474, respectively. This represents a decline in ridership of approximately 10% from 2002. Some of the ridership decline can be attributed to job losses in the area and, but the decrease was more likely a result of service modifications. Headways for route #66 is 24 minutes; for route #78 is 24 minutes; for route #83 and route # 93 headways are 12 minutes and 35 minutes, respectively. The East Point MARTA heavy rail station is the sixth busiest station in the system. The station is approximately eight acres and contains two surface parking lots. The southern-most lot which is more than two acres, has been closed and is available for redevelopment. Unlike other MARTA development projects where replacement parking must be included, this requirement does not hold as the lot is not in service.

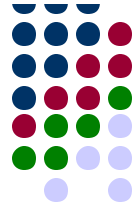
Commuter Rail

The Georgia Rail Passenger Authority (GRPA) recently completed a study under the direction of state legislature to evaluate the potential for intercity passenger train service between Atlanta, Georgia and Jacksonville, Florida, via Macon and Jesup. The Georgia Rail Consultants, general consultants to the Authority, undertook the work. The National Railroad Passenger Corporation (Amtrak) was engaged as a sub-consultant to the project. The evaluation was completed and a Draft Final Report developed in 2002, with an update completed in Winter 2003. Three passenger rail Alternatives were developed. The following assumptions were used:

Passenger stations will include the Atlanta Multi-Modal Passenger Terminal, East Point/Southern Crescent, Griffin, Macon, Eastman, Jesup, and Jacksonville, Florida. • The Georgia Rail Passenger Authority will be responsible for equipment procurement, the sites of passenger stations, daily operations and related issues. The Georgia Department of Transportation will be responsible for capital projects such as track rehabilitation / replacement and station construction. Located adjacent to the East Point MARTA station, this station will offer access to the Atlanta Airport via a transfer to MARTA subway service. This service should by 2006.

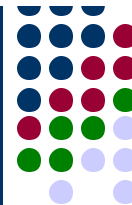
Truck Movement

Although there are some heavy truck volumes on the primary roads in the city, and/or in areas where truck traffic is expected to be heavy (commercial and industrial areas), overall there is does not appear an issue regarding this type of movement. There are some high volumes along Central Avenue, Washington Road, Sylvan Road, and Delowe Drive, however, truck traffic should be expected on freeways, arterial roads, and major collectors. Main Street and East Point Street, the major north/south roadways do not seem to have this problem.



Map 12: Gateways to Downtown East Point





Regional Planned Transportation Improvements

The only pure roadway project in the downtown East Point area that is part of the Transportation Improvement Program (TIP) is upgrade of State Route 14 from Willingham Drive to Langford Parkway. This project is long range, scheduled for construction in 2011. There are also two other long range project along Washington Road. The City currently has received funding for a Transportation Enhancement project along Main Street that will remove one lane of traffic, convert diagonal parking to parallel parking and widen the sidewalks on the west side of the street along the Central Business District

Locally Planned Transportation Improvements

In the year 2000, the City commissioned a thoroughfares plan. In that study, there are several roadway improvements that East Point has under way, or is planning to implement in the near future. These improvements are indicated below.

Welcome All Road

- Widening from 2 lanes to 4 lanes
- Under construction

Ben Hill Road

- Widening from 2 lanes to 4 lanes
- Currently under review by GDOT

Norman Berry Drive / Bobby Brown Parkway

- Streetscaping
- Beginning in some locations

Washington Road

- Sidewalk construction
- Under design

The city has an existing Sidewalk Improvement Program based on functional classifications, speed limits, and traffic volumes of the roadways involved. The higher the functional classification, the higher the speed limit, and the higher the prevailing traffic volumes, the greater the weight given in the evaluation process. Furthermore, the closer a link was to a school the higher the weight given.

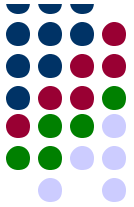


Re-development Plan

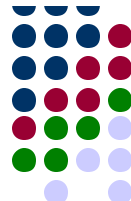
Issue Identification

During the course of the public process for the LCI study, the Core Team identified a set of problems and issues that helped to frame the discussion and subsequent analyses. These issues are contained in the table on the next page.

Table 20: Issue Identification








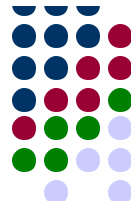
ISSUE IDENTIFICATION	Land Use and Development	Economic Development	Housing	Historic Resources	Traffic and Transportation	Community Facilities	Urban Design
Problem Statement	<ul style="list-style-type: none"> Identify the downtown Main Street area as the new standard for development, density and mixed- uses while focusing on historic architectural standards that create unity. 	<ul style="list-style-type: none"> Need for additional businesses and appropriate mix of businesses, especially in the downtown core 	<ul style="list-style-type: none"> Enhance a family oriented environment and encourage housing availability for underserved markets. 	<ul style="list-style-type: none"> Need to focus on redevelopment of certain areas with a main focus on rehabilitation of historic structures on Main Street. 	<ul style="list-style-type: none"> Improve the transportation network by providing more signage, and providing more connectivity for the pedestrian. 	<ul style="list-style-type: none"> Provide gathering places and assembly opportunities for the citizens both for public and private usage. 	<ul style="list-style-type: none"> To create a vibrant active downtown that brings a sense of place, diverse activities and creates a unique image to the City of East Point that reflects its community, its diversity and history.
Issues	<ul style="list-style-type: none"> Need stronger code enforcement measures to encourage general clean-up of properties. Need to have a mix of uses within the commercial district. A parking deck downtown available for the public would remedy the current and future parking issues. The overall appearance of the area needs to be improved including landscaping, pedestrian lighting and open space/gathering places. 	<ul style="list-style-type: none"> Vacant land in downtown core Dead/Dying industrial uses in Lawrence St. area, bordered by Stanton/Connally and Colonial Hills neighborhood Underutilized footprints of shopping centers, such as Headland DeLowe Shopping Center and Tri-Cities Plaza Main Street businesses in downtown core need more diversity of retail and services No defined business targets – whether by industry, cluster, specific or profile No coordinated business development team in place that concentrates on recruitment 	<ul style="list-style-type: none"> Redevelopment and Rehabilitation in some existing neighborhoods needs to be addressed. The Senior Citizens and Professionals Market is underserved. Need to encourage more home-ownership vs. rental in neighborhoods Loft apartments have not been successful to date. Encourage high quality leasing in downtown 	<ul style="list-style-type: none"> New developments and rehabilitation work should be consistent with the neighborhoods and downtown Main Street and have a historic feel. Rehabilitation should focus on making the area more attractive to outsiders and recruiting new businesses. The Historic Society needs more support to encourage participation and community unification. 	<ul style="list-style-type: none"> Current sidewalks need to be improved, and maintained. A perception problem exists with the pedestrians physical safety of the sidewalks and public transit. Wayfinding and Traditional Automobile Signage for the area is not adequate. Hidden parking should be a priority (Parking deck is preferred) Need a transportation masterplan 	<ul style="list-style-type: none"> Re-create community facilities for social gatherings, to encourage interactions for public use that have been lost over the years. Build on the community's existing festivals to encourage visitors and community connection. Need to provide some way to connect the new citizens and old citizens for the area. 	<ul style="list-style-type: none"> Create a focal point or activity center or civic green Bring cohesive in-fill development that integrates with the structure of the downtown, its scale and character (architecture + urban design) Enhance civic buildings to bring prominence to the civic structures, space and pride Create gateways that define the downtown and create attractive and welcoming entries into the downtown and the community To create a pedestrian friendly environment with integrated landscape/streetscape To install artwork and signage that enhances the downtown image and environment To create good pedestrian/landscape linkages between the downtown and the various neighborhoods of the community













Community Vision

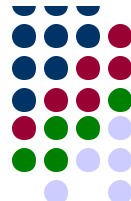
As part of the community visioning a community preference survey was conducted. Participants at a public meeting were asked to rate a variety of images on a scale from A to E (desirable to undesirable) based on their liking and appropriateness if they were to be built in East Point. In all, 144 images were shown covering 11 categories; parks and gathering places, greenways and trails, sidewalks and streets – urban and suburban, storefronts/design character -single use and multi-use, multi-family residential, civic and public buildings, parking, street furniture/artwork/signage/lighting and traffic calming. The following section displays the summary of the survey preferences.




 East Point Category #1 Parks and Gathering Places			RATING
EXAMPLE OF HIGH QUALITY IN THIS CATEGORY		<ul style="list-style-type: none"> + Provides social opportunity + Organized space and shaded trees <p>B</p>	 <p>DESIRABLE</p>
	<ul style="list-style-type: none"> + Provides social opportunity - Small - Close to busy street <p>C</p>		<p>RATING</p> <p>NEUTRAL</p>
<p>Public open spaces of all scales encourage social, civic, and recreational activities. All such spaces should be designed to encourage these activities and should be interconnected to provide a variety of experiences.</p> <p>A</p>	<ul style="list-style-type: none"> - Lacks landscape - Lacks Trees - Hard landscape character <p>F</p>		<p>RATING</p> <p>UNDESIRABLE</p>







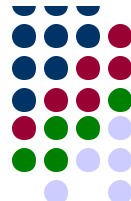
 <p>East Point Category #2 Greenways & Trails</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Defined bike/ped Pathway + Visually safe - Garden setting than natural setting <p>B+</p>		RATING DESIRABLE
	<ul style="list-style-type: none"> - May not feel safe <p>B-</p>		RATING SOMEWHAT DESIRABLE
	<ul style="list-style-type: none"> - Encroaching vegetation - May not feel safe <p>C</p>		RATING NEUTRAL
 <p>A</p> <p>Greenways & Trails should provide a variety of pedestrian, biking experiences through the natural and built environment. Periodic shade opportunities and sufficient open spaces contribute to comfort and perception of safety. Visual and physical buffers between pedestrians and traffic are encouraged.</p>			






 <p>East Point Category #3 Sidewalks/Streetscape-Urban</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Good street furniture + Separation from traffic + Good landscaping <p>B</p>		RATING DESIRABLE
	<ul style="list-style-type: none"> + Visual change in paving materials - Large interruption in street façade / edge <p>C</p>		RATING NEUTRAL
	<ul style="list-style-type: none"> - No separation from traffic - Feels unsafe and dangerous - Visually not attractive - Street too wide - No tree canopy <p>F</p>		RATING UNDESIRABLE
 <p>A-</p> <p>Walks and walkways should provide for sufficient pedestrian circulation without overcrowding. Overhangs, trees, chairs & tables, green medians – all contribute to a positive experience. Visual and physical buffers between pedestrians and traffic are encouraged.</p>			








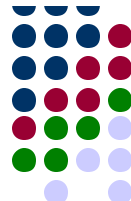
 <p>East Point</p> <p>Category #4</p> <p>Sidewalks/Streetscapes-Suburban/Resident</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Tree canopy protects pedestrians + Narrow roadway + Sidewalks on both sides <p>B+</p>		RATING	DESIRABLE
	<ul style="list-style-type: none"> + Street trees - Sidewalk feels "too close" to private space <p>C+</p>		RATING	SOMEWHAT DESIRABLE
	<ul style="list-style-type: none"> - Prominent utilities - No street trees/landscape <p>F</p>		RATING	UNDESIRABLE
<p>Walks and walkways should provide for sufficient pedestrian circulation without overcrowding. Overhangs, trees, green medians -- all contribute to a positive experience. Visual and physical buffers between pedestrians and traffic are encouraged.</p> <p>A</p>				






 <p>East Point</p> <p>Category #5</p> <p>Storefronts/Design Character-Single-Use</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Covered canopy + Pedestrian scale + Interesting signage & storefront variety <p>B+</p>		RATING	DESIRABLE
	<ul style="list-style-type: none"> + Variety of building form - Interesting store front/arcade effect - Not enough landscaping <p>C</p>		RATING	NEUTRAL
	<ul style="list-style-type: none"> - Automobile dominated, too wide a street - No trees - Single story commercial buildings - No storefront design interest <p>F</p>		RATING	UNDESIRABLE
<p>Storefronts provide a critical element of visual variety to the pedestrian experience. Seating, landscaping, canopies -- all contribute to the shopping experience. Storefronts should reflect the human scale.</p> <p>A</p>				








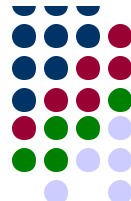
 <p>East Point The City of EAST POINT Georgia</p> <p>Category #6</p> <p>Storefronts/Design Character-Mixed-Use</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Continuous street façade with roof variety + Pedestrian "street" - Not enough landscaping <p>B</p>		RATING	DESIRABLE
	<ul style="list-style-type: none"> + High activity street - Narrow sidewalks / no seating - Bland buildings - Lack of appealing signage <p>C</p>		RATING	NEUTRAL
	<ul style="list-style-type: none"> - Massive Scale - Not Pedestrian Friendly <p>F</p>		RATING	UNDESIRABLE
 <p>Storefronts provide a critical element of visual variety to the pedestrian experience. Parallel parking is encouraged. Seating, landscaping, canopies -- all contribute to the shopping experience. Storefronts should reflect the human scale.</p> <p>B+</p>				






 <p>East Point The City of EAST POINT Georgia</p> <p>Category #7</p> <p>Residential Multi-family</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Street presence + Good detailing - Stark streetscape <p>B-</p>		RATING	DESIRABLE
	<ul style="list-style-type: none"> + Some balconies, window detailing - Separated from street - Stark streetscape <p>C</p>		RATING	NEUTRAL
	<ul style="list-style-type: none"> - Unattractive architecture - Parking between road and building <p>F</p>		RATING	UNDESIRABLE
 <p>Balconies, historic detailing, rhythmic fenestration and quality materials contribute to this component.</p> <p>A-</p>				








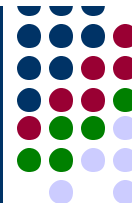
 <p>East Point The City of EAST POINT Georgia</p> <p>Category #8 Civic Buildings</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Historic architectural style/detailing + Good axis and vista <p>B</p>		RATING DESIRABLE
	<ul style="list-style-type: none"> - Lacks landscaping - Requires foreground <p>B-</p>		RATING SOMEWHAT DESIRABLE
	<ul style="list-style-type: none"> - Incongruous style - Not appropriate for historic downtown <p>F</p>		RATING UNDESIRABLE
 <p>A-</p> <p>Civic structures play an important role to galvanize a community and lend a visible symbol of commonality. They also provide a critical functional role in the development of a live-work-play environment, and can be a catalyst for other positive development.</p>			

 <p>East Point The City of EAST POINT Georgia</p> <p>Category #9 Parking</p> <p>HIGH QUALITY CATEGORY</p>	<ul style="list-style-type: none"> + Visually well blocked + Good landscape <p>B-</p>		RATING SOMEWHAT DESIRABLE
	<ul style="list-style-type: none"> - Too massive a scale - Draws high visibility - More than six levels <p>C</p>		RATING NEUTRAL
	<ul style="list-style-type: none"> - Too much asphalt - No landscaping - Visually unattractive <p>F</p>		RATING UNDESIRABLE
 <p>A-</p> <p>Parking, though necessary, should not drive the Town Center master plan. Vehicles should be clustered, and surrounded by landscaping. Visual screening is desirable along streets - either landscaped, or fenced.</p>			



 <p>East Point</p> <p>Category #10</p> <p>Signage/Street Furniture/Artwork/Lighting</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Integrated with streetscape + Appropriate scale/artistic <p>B</p>		<p>RATING</p> <p>DESIRABLE</p>
 <p>A-</p> <p>Signage should enhance the quality and character of the Town Center. Hanging signs and signs integrated into canopies are encouraged. Free-standing signs should have quality detailing. Large scale mall signage is absolutely discouraged.</p>	<ul style="list-style-type: none"> + Integrated with building facade + Appropriate scale <p>C</p>		<p>RATING</p> <p>NEUTRAL</p>
	<ul style="list-style-type: none"> - Visual clutter - Unattractive - Offensive scale - Lacking quality detailing & consistent type set <p>F</p>		<p>RATING</p> <p>UNDESIRABLE</p>

 <p>East Point</p> <p>Category #11</p> <p>Traffic Calming</p> <p>EXAMPLE OF HIGH QUALITY IN THIS CATEGORY</p>	<ul style="list-style-type: none"> + Breaks down a wide intersection to pedestrian scale + Introduces more green <p>B</p>		<p>RATING</p> <p>DESIRABLE</p>
 <p>A-</p> <p>Textured Pavement</p> <p>Traffic calming mechanisms should contribute to the style and character of the community in addition to effectively calming driver behavior.</p>	<ul style="list-style-type: none"> + Helps regulate traffic - Could have more surface color or texture changes <p>C</p>		<p>RATING</p> <p>NEUTRAL</p>
	<ul style="list-style-type: none"> - "Economical" solution does not contribute to street character <p>F</p>		<p>RATING</p> <p>UNDESIRABLE</p>



Public Design Charrette

Once the components of community visioning and market study were completed and synthesized, the stage was set for the design charrette, a two-day forum in which the development, land use, transportation, open space, connectivity issues, concerns and desires of the community and the City would be addressed.

The event was held on October 22 & 23 at the Bowden Center. The first day of the charrette on October 22 was held between 7 PM and 9 PM where the community was briefed on the goals, issues and needs that were synthesized through the community visioning process and the findings of the market study and the community preference survey. The participants were given a brief on the following days charrette process and outline. The second day of the charrette on October 23 was held between 10 AM and 4 PM. During the workshop, the LCI team of experts included architects, planners and traffic engineers teamed with 4-6 community member groups to create the master plan options.

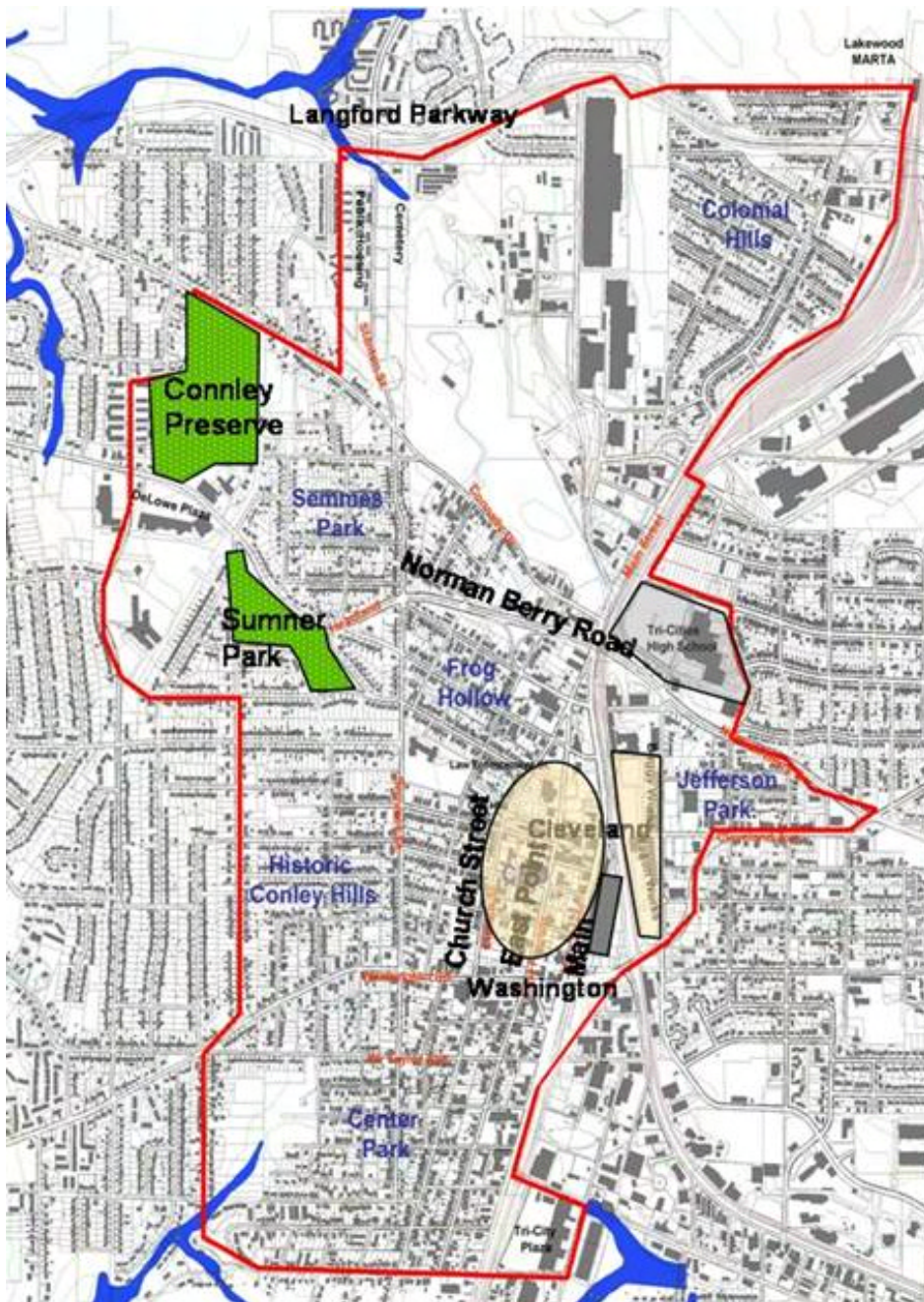
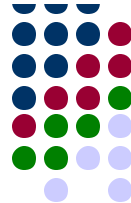
The intent of the design charrette was to solicit community input in the design of East Point LCI Plan. The charrette format was designed as a hands-on design involvement from the community, wherein the participants were organized in groups and each group was represented by a designated community member. The group was asked to follow a design process to generate a plan addressing the issues and questions under four elements; preserve, change, create and connect. They were guided and assisted by the professionals of the consultant team. The plan options were generated through a process of investigating the target area and addressing the following questions:




1. What would you preserve?
2. What would you change?
3. What would you create?
4. What would you connect?

The graphic results of these questions were recorded on transparent overlays on top of a base map of the study area. Once the overlays were created, master plan began to emerge; the plans were then critiqued by each team and further refined throughout the day. On the evening of the final night the refined plan were presented by a designated member of each team. The pros and cons of each teams' plan were discussed. The results of the workshop are presented on the following pages:

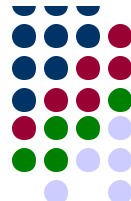
What would you like to Preserve?

When asked what physical elements that the community wanted to preserve, it was determined that the Conley Preserve and Sumner Park be preserved. It was also determined the historic buildings in the downtown be preserved; Wagon Works,



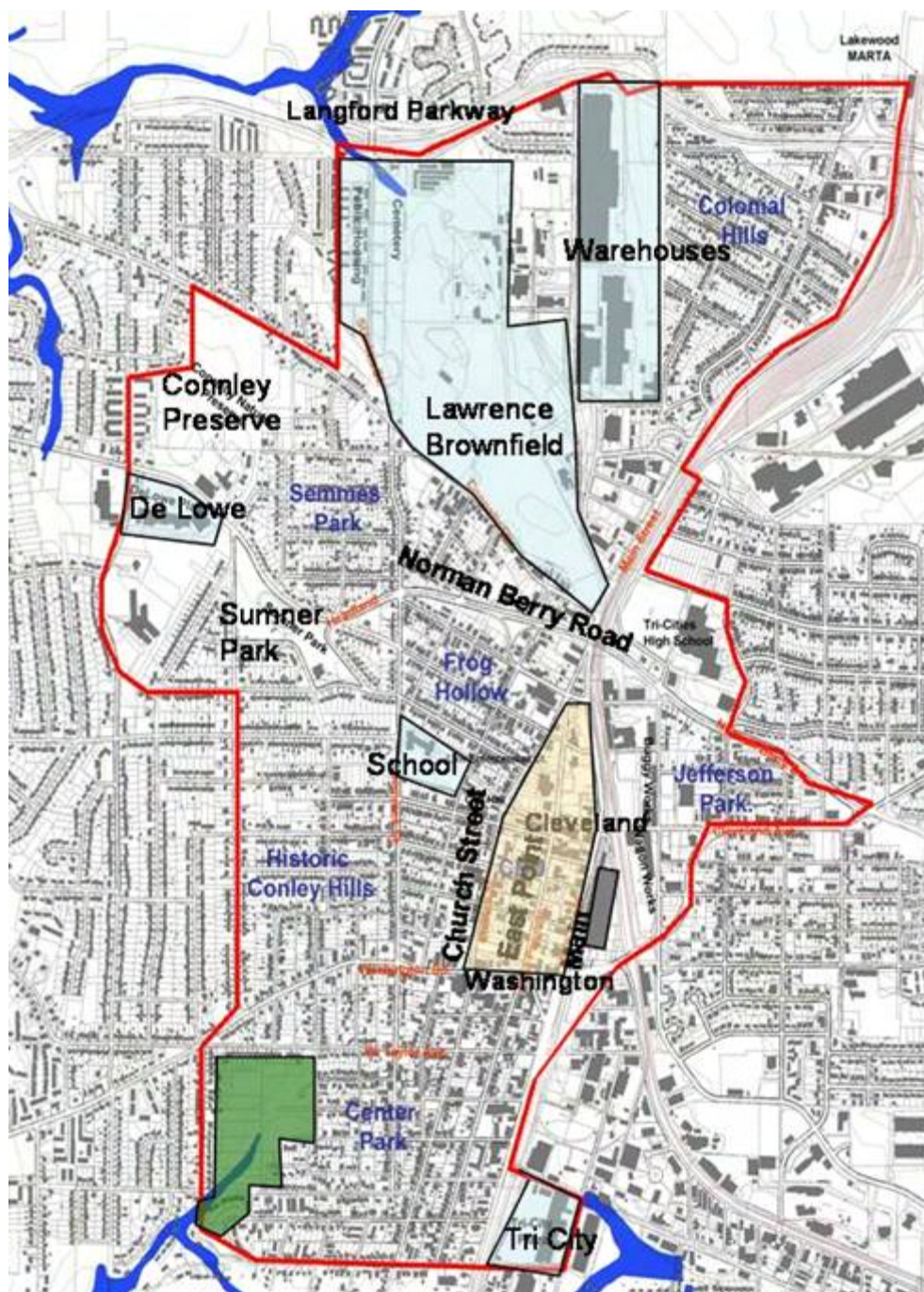
-  High School
-  Historic Buildings in CBD
-  Parks





What would you like to Change?

The overwhelming response to the question of what the community want changed are the redevelopment of Lawrence brownfield/industrial area and the restoration of Center Park. The community desired to relocate the creosote plant. Currently Center Park is used for dumping of tree removal waste and debris. Restored park would be of great asset to the neighborhood.

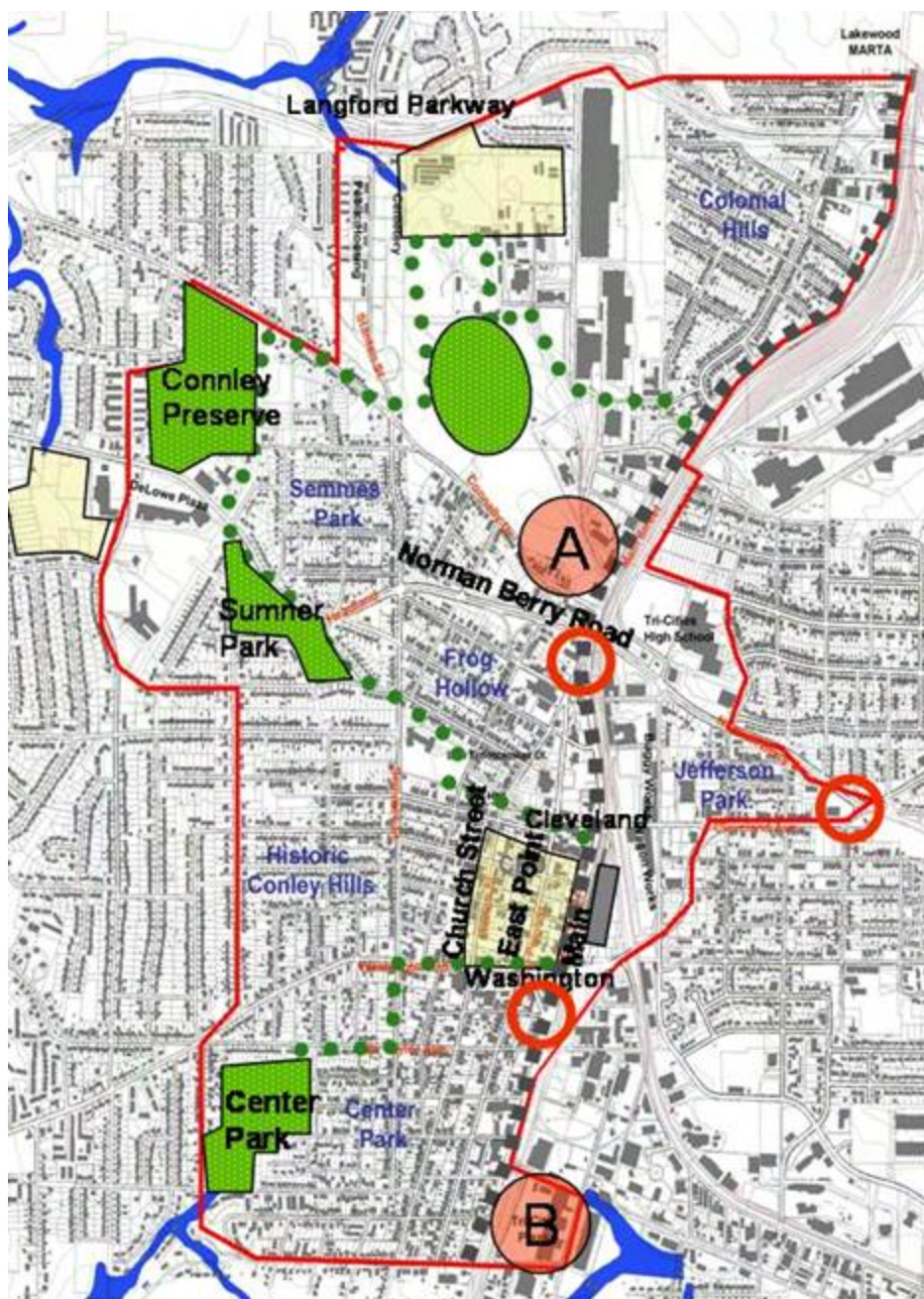
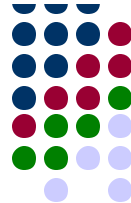










The community would like to redevelop or restore the primary school that is shut down, which has been a source of mosquito breeding due to flooding. They would like to see the warehouses, De Lowe Plaza and the Tri City Plaza either renovated or redeveloped. The community would like to see more active downtown, seeks infill development in downtown with streetscape and landscaping.

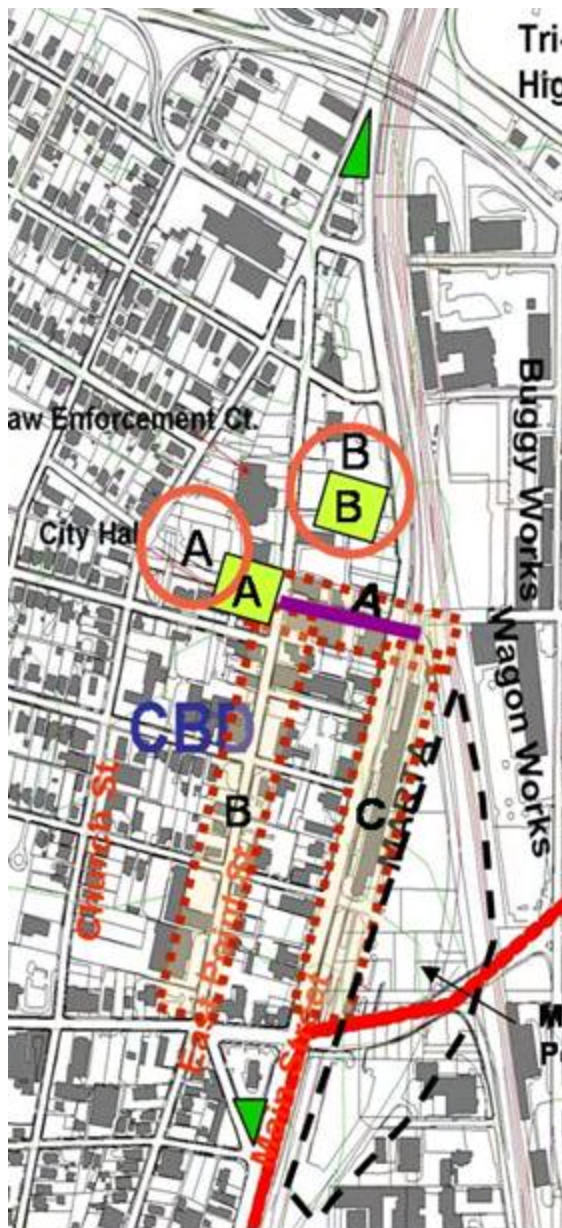
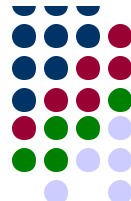
What would you like to Create/Connect?

All of the community members and the experts agreed that a Civic Plaza or a Green Space in downtown that can create a focal point is necessary and creating a Core Axis - Main Street that can generate a higher level of activity in downtown is very essential. It was also agreed that the proposed Municipal Complex be located in downtown that can strengthen downtown and be co-located with the current civic facilities; City Hall and the Law Enforcement Center Complex. Gateways to downtown and the City be created. Community agreed that a grocery store and a drug store be located within the study area.



-  Grocery and Drug Store Locations: Option A or B
-  High density housing
-  Parks
-  Bike path – linkage to Oakland LCI
-  Bike/walking trail connectivity
-  Gateways



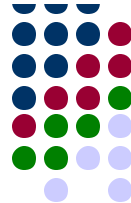


-  Gateway - landscape
-  MAIN STREET DEVELOPMENT
OPTIONS: A OR B OR C
-  Core Axis of downtown
-  Civic/Green Space –
downtown Options: A or B
-  Municipal Complex
Options: A or B

The Community desires the redevelopment of De Lowe Plaza, Tri-City Plaza, Warehouses and the Lawrence Brownfield. Higher density housing potentially in the areas north of the brownfield and by De Lowe plaza be considered. Infill development of retail, mixed-use, residential in downtown was desired as well. Also, to create open space/park as part of the redevelopment initiatives of Lawrence brown field area.

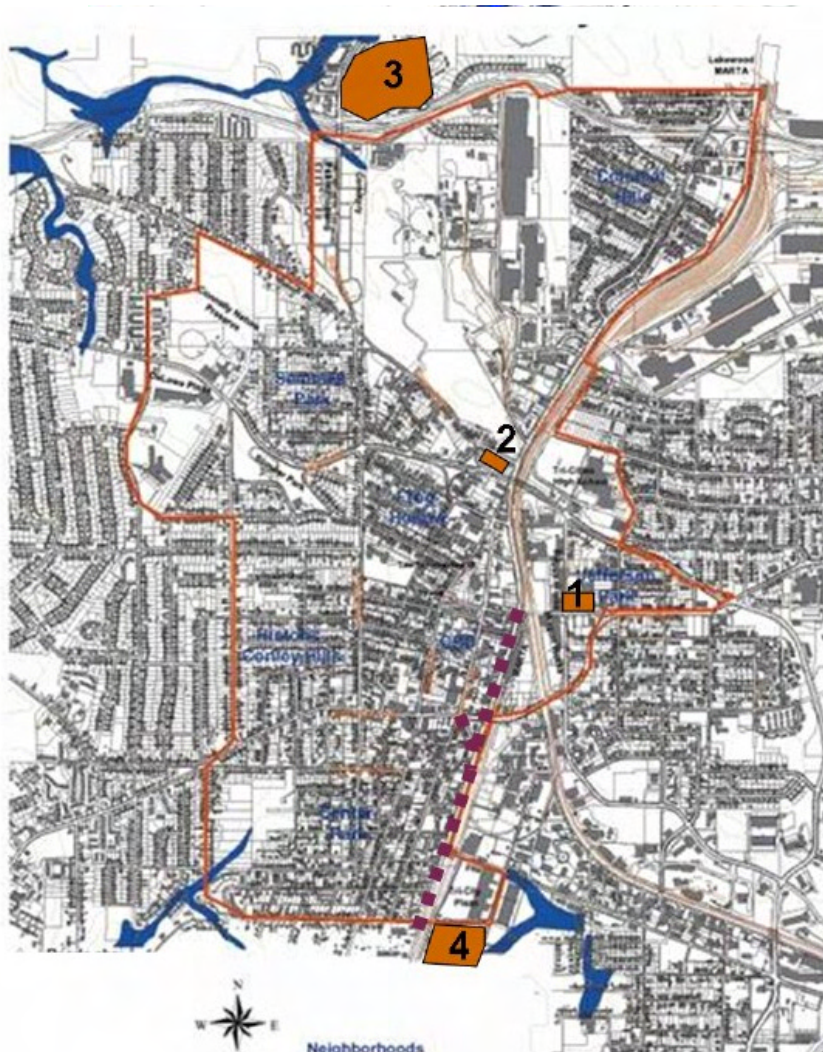
The common theme that emerged were to have a greenway (bike/ped estrian trail) along Main Street from downtown to Lakewood MARTA to connect into the greenway trail as proposed in the Lakewood/Mc Phereson LCI study and pedestrian connectivity loop that connects Center Park, Sumner Park, Conley Preserve with downtown. And to improve sidewalks, streetscape, street furniture and installation of art work throughout the downtown to improve the image and character of downtown.





Community agreed that redevelopment potential of some of the warehouse buildings near the Buggy Works/Wagon Works be investigated.

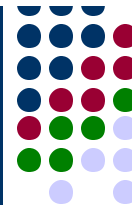
CONNECT



-  New/Proposed Development Projects
- 1. Town Homes
- 2. Lofts
- 3. Residential
- 4. Residential
-  Proposed Streetscape Projects

Proposed Projects





Opportunities

Based on examining the existing conditions, synthesizing the elements of the design charrette and the market study, there are large parcels of vacant land available for development along Main Street in the Downtown Central Business District. Two blocks of land are vacant or nearly vacant with small buildings that qualify as underutilized commercial development. These are high traffic areas (prime development locations) and appear to be suitable for construction. These are areas that can be easily developed since very little land preparation is needed for construction. Because some of this vacant land is owned by the City of East Point, opportunities for public-private partnerships are available.

Another positive aspect about the Study area is the Central Business District has many residential areas within walking distance of entertainment and dining services. The overall area is supported with established neighborhoods. These neighborhoods have risen in value over the years. If this trend continues, the property downtown will continue to rise with the neighborhood reinvestments.

These established neighborhoods are clearly defined and have very little division or detracting of commercial developments lying in-between the central business district and the neighborhoods. The main corridors have remained the consistent staple to allow for commercial development. The entire area accommodates a variety of transportation modes including: MARTA trains/buses, automobiles pedestrians and to a lesser extent, bicyclists.

This should further stimulate the downtown economy since nearly all these neighborhoods are within walking distance of the Central Business District and the MARTA Train Station.

The governmental centers such as City Hall, Police, and Fire Station are still located in downtown for the most part. An annex city hall building is located outside of the downtown area, but many of the main offices remain downtown. Because the City has remained in downtown, a positive stronghold for the community's town center has been set. Additionally, the City of East Point identified the downtown area as a corridor for redevelopment in their local zoning code policy. This helps to target the area and sends a strong message to the private developer that this area is a priority for the local policy makers. This activity is likely a major contributor to the amount of rehabilitation that has taken place downtown.

Unlike most cities, there are several opportunities to create attractive, usable open space for community gathering spaces because so much vacant land and underutilized land exists in the General Office Commercial and Light Industrial areas.

Challenges

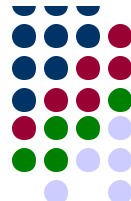
Just as important as it is to recognize the opportunities the vacant land offers, it is important to recognize that vacant land must be marketed and visions for these areas must be identified before development begins. During the City's Urban Redevelopment initiative, many of the newly constructed/redeveloped buildings



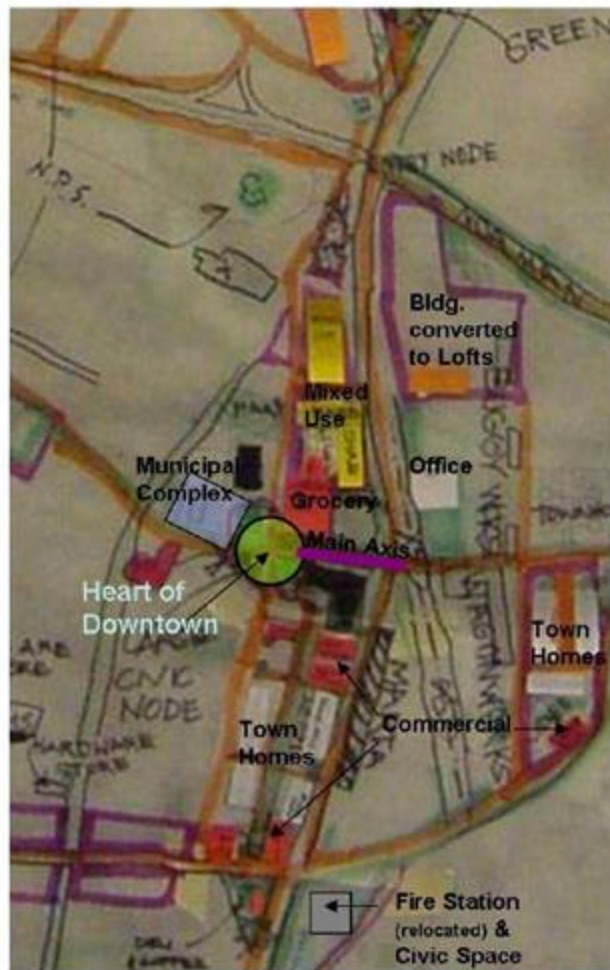
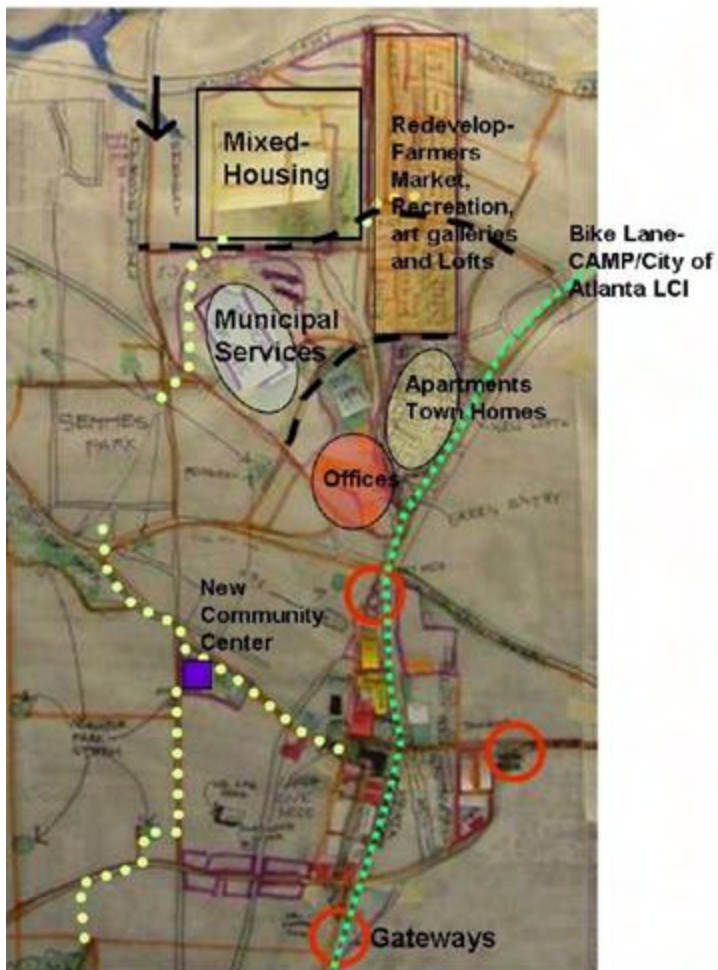
were placed on the land according to the City's new and improved zoning setbacks. East Point followed a redevelopment trend found throughout the United States throughout the 1960's and 70's. Much of the "redevelopment" that was constructed after Main Street buildings were demolished do not fit in with the traditional development standard known to East Point's Historic Main Street core commercial area. As a result of the new constructions placement on the parcels, these small downtown lots are underutilized and do not maximize their full potential of space. Much of the parking for these "redeveloped" commercial buildings is located in the front of the buildings. This causes several driveway curb cuts that interrupt sidewalk flow and connectivity providing potentially unsafe conditions for the pedestrian.

Other areas that are no longer utilized, underutilized or identified as blighted areas include the large warehouses located south of Highway 166, a large undeveloped land mass is located north of Connally Drive, and the Tri-Cities shopping strip. From observation, the Tri-Cities shopping center is in a poor location for retail development because there are few accessibility options, and almost no visibility.

Subsequent to the community survey, a design charrette was held that helped synthesize the ideas that emanated from this process. The next two pages are meant to convey several of the ideas from this element of the process. The ideas in the four drawings were approved by the East Point City Council and lead directly into many of the recommendations contained in the Action Plan.

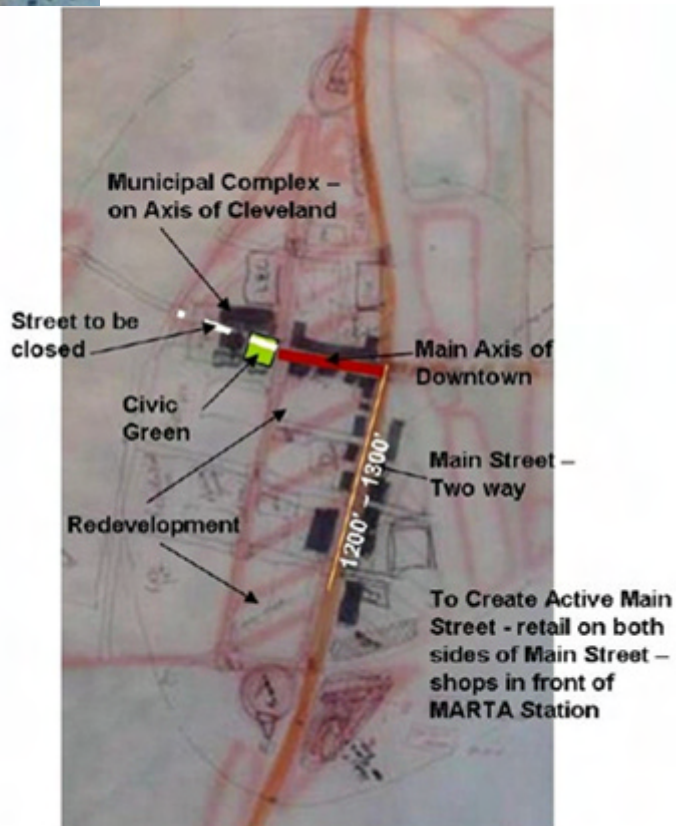
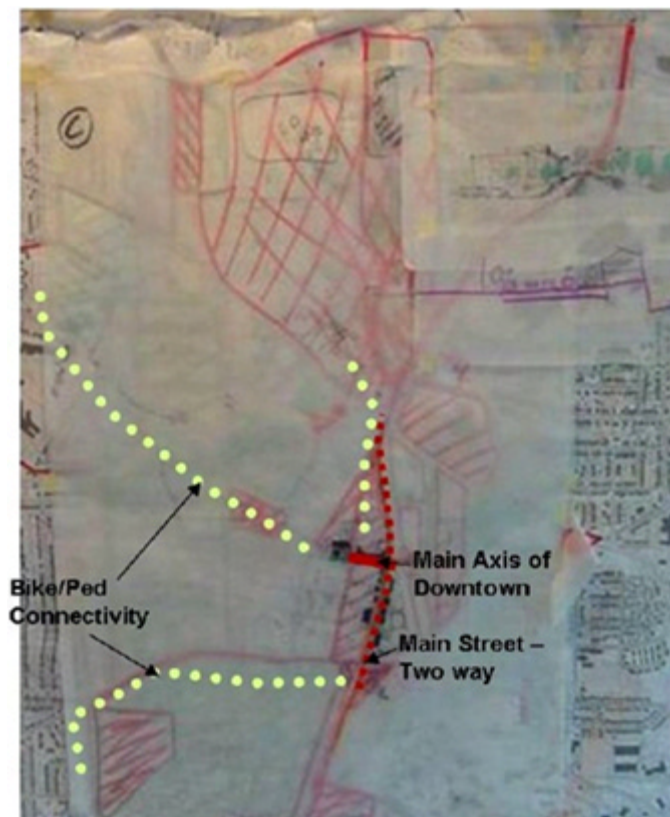


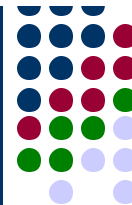
Design Schemes





Design Schemes





Development Framework

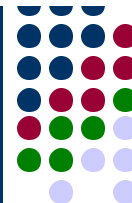
In shaping the Framework for the East Point Study Area, the Consulting Team heeded the key findings of the overall LCI Study Process. This included the visioning process that unfolded through core team meetings, public meetings, the weekend long design charrette, as well as numerous individual stakeholder discussions and interviews with residents, property owners, business owners, real estate developers, and prospective investors. Additionally, the market analysis examined census data, market segments such as residential and retail commercial real estate, and market trends in and around the City of East Point. A critical component in the final analysis was the demand for products by market segment.

In addition, the framework was shaped by a critique of the study area's current and potential "livability" with respect to an internal sense of interconnection and community, the physical context of where city lies in the region and the way changes in the future will reflect the basic LCI principles and goals. Lastly, a critical examination of redevelopment in light of site availability, financial resources, community resources, and political commitment was taken into account. At the end of the day, the Framework is a useful guide providing a firm foundation for short-term and long-term ideas and projects

Goals

The basic goals of the East Point Development Framework are as follows:

- Provide desirable residential product types in the central business district as identified in the market assessment, preferably with an ownership preference.
- Provide additional retail, dining, entertainment and other commercial amenities such as better supermarkets within East Point preferably in the Tri-Cities and Delowe Plaza areas. In addition, create a critical mass of people in the CBD sufficient to attract a destination retail market.
- Maximize land use advantages through the development of mixed-use projects allowing for live-work convenience to residents and closer retail in proximity to housing.
- Encourage development that will protect and enhance existing study area neighborhoods while connecting them to the civic and commercial center of the CBD.
- Enhance connectivity within and among East Point neighborhoods through the design, extension and general improvement of walking, bicycling and multi-use trails. Ensure the provision of sidewalks connecting open spaces and parks and allowing access to amenities such as the Dick Lane Velodrome.
- Improve the possibilities for redevelopment of the surplus MARTA parking lot and Lawrence Street brownfield area.
- Increase the tax base with which to fund basic city services.
- Create financing mechanisms such as a tax allocation district to fund redevelopment.
- Create a better profile throughout Metro Atlanta and newcomers seeking unique, convenient, safe, community-oriented housing locations.



The Framework provides the City of East Point with several opportunities and a methodology for achieving its commercial and residential development potential, in addition to a more appropriate geographical balance in the type of development it would like to attract.

With specific respect to the goals of the LCI Study, the Framework is designed to achieve the fundamental goals of LCI initiatives, as follows:

- Connect homes, shops and offices.
- Enhance streetscaping and sidewalks.
- Emphasizing the pedestrian.
- Improve access to transit and other transportation options; and
- Expand housing options.

Catalyst Projects

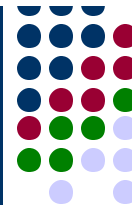
There are many projects that can be undertaken in efforts to improve upon the assets of the Study Area and continue redevelopment efforts that are in their infancy. But, it is import to strategically use public resources to leverage private investments. There are some projects that, when begun, can send the message to private developers, future residents, brokers and realtors, future businesses and existing East Point residents and workers that something is *really happening* in the Study Area. The problem continually cited with developing plans and studies is that they sit on the shelf.

With that said, the projects suggested below should be viewed as key projects that need to be priorities for the City of East Point. These projects have the ability to set the Study Area apart, define its character, help it to become a destination and continue positive economic trends that are beginning to emerge. Some are new developments that will be long-term efforts and some are leveraging existing assets to their full potential. Regardless of the horizon or development timeline, action must be taken today to get these projects underway. Again, there are a multitude of projects and programs that can help to move the Study Area forward, the projects below were selected based on market conditions, stakeholder interviews, potential to spur continued development, and leveraging strategic public investments.

Infill Mixed-Use Development In Central Business District

As mentioned earlier, there are a surprising number of properties in the Central Business District that are vacant (approximately 15). The core of the CBD retail, a multi-block area roughly bordered by Main Street, Cleveland Avenue, Dorsey Avenue and East Point Street, continues to nurse the seed of downtown revitalization. Yet, despite continued efforts at downtown development, a true economic destination is still lacking. An infill mixed-use development with a drug store, housing and open space would be a substantial catalyst to reignite the Central Business District.

An ideal location for this infill development would be in the area of Ware Avenue between Main Street and East Point Street. There is a one block area that is practically vacant now, and could be extended to a two-block or more area if a



few businesses (Patio Daddy-O BBQ, Chisolm's TV and Flight Health) were relocated or at least temporarily moved. Depending on the final decision of uses and scale, there appears to be opportunity to increase the land area for this development by helping to relocate a handful of uses, which in comparison to the potential mixed-use development being considered, would be worth the investment and potential headache.

A drug store, such as a CVS or Walgreen's, is a needed addition to the Study Area's retail mix. The retail demand assessment supports this assertion; there is sufficient demand to support a drug/pharmacy store in the Study Area. The scale of this store should be approximately 10,000 square feet, and it should be located at the edge of the CBD as an anchor, to allow people to leverage visits for convenience goods with visiting the other retailers in the CBD. Additional retail space should be located within this infill (including those that might have to be temporarily moved to enable development to occur) integrated with the other elements that might make it mixed-use.

There is also a need for a different housing product type in the CBD. The current selection of housing is comprised of lofts in converted commercial buildings. While these conversions seem to be of good quality and priced reasonably, they have not been absorbed quickly in the existing market. This could be for any number of reasons, but most likely it is due to the initial pricing in the marketplace, that they are only available for purchase, and they are a very unique product. The uniqueness of the product can be an asset or can be a detriment, depending on the customer. A loft is a very specific product that appeals to select individuals. Generally speaking, this is a strong product addition to a market that has a wide variety of product already; this is not the case in the Study Area. Given the location, the price point similar to many single-family detached homes in the Study Area, and the building type, these lofts appeal to a narrow market segment. This does not mean they will not be successful, it just means that the absorption rate can be expected to be slow.

A housing product that could be successful in the Central Business District is townhomes, offered for lease. A configuration that allows live/work space and potentially street level in retail in a portion of the development would be ideal. Townhomes are an accepted and known product that can help bridge the gap between single-family and multi-family. They are also a variable product type because they will provide a comparable scale that can help to transition to the surrounding single-family neighborhoods. Additionally, having housing downtown helps to provide more street life for longer periods of time helping to improve the attractiveness of the CBD to residents and consumers, as well as developers and retailers. Providing townhomes on the edge of the CBD for lease can provide an opportunity for individuals to "test out" living in downtown East Point. Asking people to invest a large sum of money in a down-payment without understanding what the downtown living experience is like is a hard sell in any community, but particularly one that is at the beginning of its redevelopment. If there is success in the for-lease townhomes, other developers will be willing to develop additional for-sale stock in the marketplace, particularly if the City actively pursues a land buy-down incentive program. Additionally, there is a need for greenspace in the CBD. This is certainly not meant to be a large-scale public gathering space (see later catalyst project), but instead is meant to provide a small park for those living and working downtown.



It could also be an asset for shoppers or diners that take a stroll through the downtown core after their meal or shopping trip. This should be a largely landscaped area (primarily grass), with some street furniture and minimal hardscaping. A specific feasibility analysis needs to be done on the exact scale, mix of uses and product types for this mixed-use infill development project.

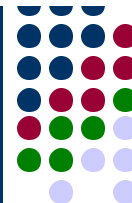
A significant opportunity is represented in the collection of vacant and underutilized properties on the edge of the CBD. Clustered together, they could form an entryway into East Point's CBD on Main Street, and provide an expansion of residential space (and people), more needed convenience services, and open space. Developing an infill mixed-use project in this area would serve to meet pent-up demand for a drug store in the Study Area, allow people to experience downtown living in East Point, as well as help to anchor the CBD retail mix and bolster its visibility and choice as a destination location.

Redevelopment of Tri-Cities Plaza

Tri-Cities Plaza is a crucial redevelopment project for several reasons: it is located at a gateway entrance into the City of East Point; it borders the City of College Park; a new residential development with single-family homes priced from the high \$300,000s is under construction next door; it accounts for a large portion of retail space in the City and the Study Area; it is under new ownership; and it has a significant footprint, covering about 16 acres. If done well, Tri-Cities Plaza can become a key entry marker for the City of East Point for residents, workers, and visitors alike. Currently, there is little of note to demarcate each city while traveling among the Tri-Cities area, except for city limit signs amid the strip center development.

Significant input was given about the need for a grocery store on an anecdotal basis, and drive times to a quality grocery store were cited at least 15 minutes. The retail demand assessment supports this assertion; there is sufficient demand to support a quality grocery store in the Study Area. There is a discount grocery chain within the Study Area, but few residents patronize this store, and instead, drive out of the Primary Market Area to other grocers.

A grocer-anchored community serving retail center of approximately 50,000 to 60,000 square feet is supportable in this area. A grocer location in Tri-Cities Plaza would benefit from a close proximity to Main Street, solid traffic/commuting patterns, and a central location accessible from much of the Primary Market Area. This is a feasible space assignment, as a grocery store was previously located within this shopping center (but it is relevant to note it was a discount grocer). Grocery shopping is a destination use; meaning all people go grocery shopping, and if it is quality and convenient, people will choose that location for their daily or weekly shopping trips. Locating a grocer in such close proximity to the CBD helps to leverage trips that will be taken to obtain convenience goods anyway, and can promote one trip achieving multiple retail purchases at more than one retailer. Further, this helps to redefine Tri-Cities Plaza as a destination and gives it a distinct purpose, and will increase the draw area for the shopping center, and other portions of the Study Area as well.



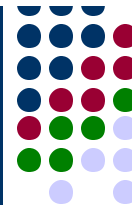
A critical component in redevelopment in relation to retail is to ensure that existing retail is successful and sustainable; it is better to have fewer tenants or lower total square footage and have it be quality and the kind consumers want, than filling up existing shopping centers with discount, low-quality or under-performing retailers. In the near-term, the shopping center should improve its existing façade and diversify its tenant mix. But, since retail structures have short lifecycles, and often need significant investment in order just to stay competitive, it is highly likely that some portion of the existing structure would need to be demolished and redeveloped in a new footprint. Some configuration that mirrors newer retail develop trends, with a central strip center that is closely bordered by adjacent outparcels connected sidewalks, and including significant landscaping, shade trees and public benches, would be ideal.

While there are other existing shopping centers that need to be redeveloped within the Study Area, it is important to again state that these projects were selected based on maximizing the potential for leveraging public investments to further private development. Assisting in the redevelopment of Tri-Cities will leverage market forces to add pressure to other shopping centers and retail space to redevelop. The Headland-DeLowe Shopping Center should consider similar redevelopment efforts as suggested above, but Tri-Cities Plaza, is the priority based on many factors. If redevelopment is successful with Tri-Cities Plaza, retail in the surrounding area will be forced to upgrade to remain competitive. While Headland-DeLowe Shopping Center is bordered by well-traveled roads, it is still at a location that serves as a “back door” to the City. The development of the Village at East Point will certainly change that circumstance, and help drive the market pressure for that shopping center to redevelop as well.

Brownfield Redevelopment in Lawrence Street District

As cited previously, there are few active industrial uses in the Lawrence Street area. While this area was once a vibrant industrial area, several parcels are vacant and abandoned because many prior locational advantages have changed over time, such as the dead-end created when Langford parkway was put through. While relocating businesses is always a significant endeavor, it needs to be considered here. There seem to be a handful of active industrial operations in the area, with the balance made up of smaller scale automotive businesses. Additionally, the National Archives and Records Administration is moving to the new consolidated marquee building in Clayton County. This is a significant Brownfield redevelopment opportunity. Turning the area into a mixed-use development would enhance the other businesses located in the area, such as The Atlanta Fencers Club on Nabell and The Hilliards on Main at Fairfax.

Since environmental contamination is an unknown at this point, there certainly would have to be a phasing approach to the redevelopment. Recreational uses require the lowest clean-up level since they are passive uses, and would also meet the need for a public gathering space in the downtown core of East Point. Phasing in mixed-use development with integration of retail, office and residential uses is ideal. Again, recreational space is the quickest development possibility; once that has been done, adding in retail and office space in small clusters of integrated development would be best. Residential infill would be the longest-term product, since it requires the highest level of remediation to be achieved.



Most likely, a continuation of the grid street pattern surrounding the area in the Colonial Hills and Semmes Park neighborhoods will be needed to integrate the area into the existing urban fabric. This infill development could help diversify the types and mix of product in the Study Area related to housing and commercial developments. The park development, with the possibility of an amphitheatre, could help to generate trips that could benefit retail locations in the area. There could be a mix of neighborhood and community serving retail uses, depending upon the scale and amenity level of the park as a destination.

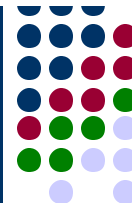
The feasibility and potential return of a Tax Allocation District should be explored to help fund the redevelopment in this area. If a TAD is found to be financially feasible, then it could be instrumental in helping to fund the infrastructure investment, environmental remediation costs, as well as business relocation costs. Further funding should be explored in relation to brownfield redevelopment from such sources as Environmental Protection Agency and Georgia Environmental Protection Division. In particular, there are several grants targeted at funding environmental remediation to expand greenspace in communities, which would be especially appropriate here.

Develop and Implement CBD Business Recruitment Strategy

There has not been a clear framework for business development in the Central Business District. That is not to say that the efforts of the Main Street District have not been beneficial; they have been focused on design standards, visibility events such as festivals and supporting existing businesses. Additionally, while the City of East Point received the Main Street Community designation, it has not been funding the program to its fullest potential in recent years. This has left the overall vision and direction of the CBD business mix to happenstance. The quality of the commercial tenants in the CBD core, a multi-block area roughly bordered by Main Street, Cleveland Avenue, Dorsey Avenue and East Point Street, is good. The tenants that are already here should be worked with to stay. Additionally, there are new tenants on the way, with one opening this month and two more restaurants on the way this fall.

In order for a small downtown retail district to thrive and expand, there has to be a plan. A plan should include: the kind of businesses desired; specific tenants that would meet those parameters; quality marketing materials oriented towards attracting new businesses; a recruitment team that deals with inquiries as well as pursuing targets; and benchmarks to guide the process. Further, there also has to be a system in place to serve existing businesses and ensure they are successful, that their needs are being met, and that as the diversification of tenant mix happens, all businesses are able to achieve a fair market share and friendly competition can be handled within the marketplace.

Based upon the analysis conducted here, the priority should be for new tenants to be attracted to fill existing vacant space in the CBD. Infill projects should be pursued as existing vacant space achieves a consistent absorption rate. Attracting some destination tenants, as well as successful recruitment of a drug store and grocer located near the CBD, will serve as support for existing and new businesses in downtown. Making a solid addition of greenspace, along with the



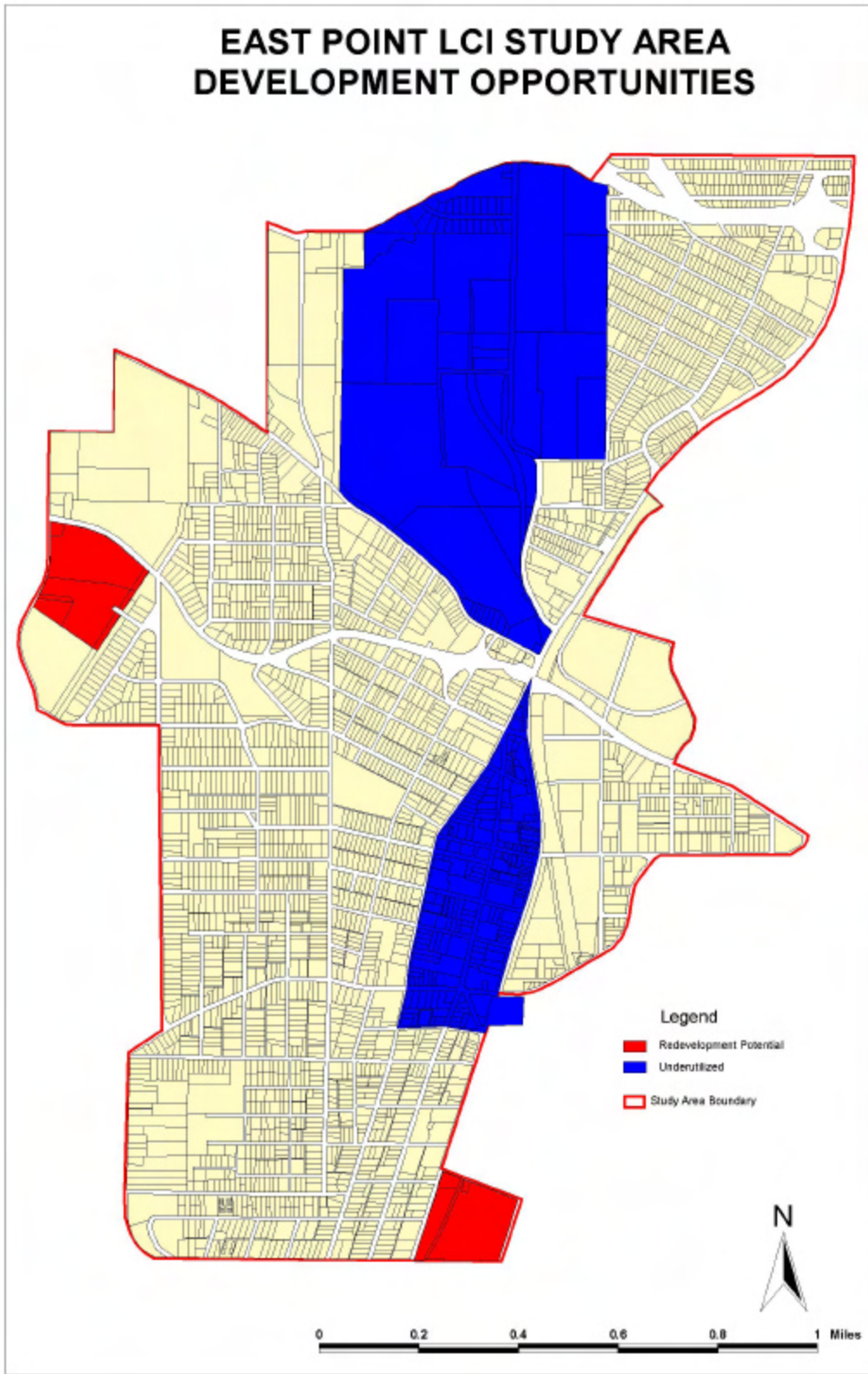
addition of housing, and thus, more people in the area and on the streets, will help to boost visibility and vitality. The types of businesses that would make a positive contribution to the retail mix in the CBD include: music (CD, record) store, book store, drug store/pharmacy, bicycle shop, ice cream/sweet treats shop, and national chain clothing store that has small-scale prototype stores. There is a solid foundation for retail success in the downtown core, but there is still work to be done to make it a true destination, within the Study Area and the larger market area. That work needs to be focused and structured to ensure positive results and economic prosperity.

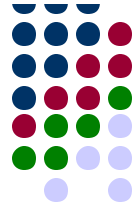
Make East Point Velodrome a Destination

The Dick Lane Velodrome is an incredibly unique asset. To say that it is underutilized could not be overstated. All communities struggle with defining who they are, where the “there” is that defines the community, and establishing a reason for people to visit an area they do not live in. The Velodrome can be the answer to all of these struggles. Right now, there is a real opportunity to seize on the increasing popularity of cycling in America. The success of Lance Armstrong in the Tour de France for six years running has helped to build momentum and interest across the country in this sport. People are embracing it as a spectator sport, and as a recreational opportunity. Spectator sports are an understood economic engine, just look at professional sports and their stadiums. Recreational sports are becoming more accepted and understood as an economic tool. Within Metro Atlanta, the development of the Silver Comet trail in Cobb County and the PATH in Atlanta have both spurred spin-off development, ranging from residential uses that cite these trails as specific amenities to newly generated commercial uses, such as bike shops and restaurants, located directly on the route to entice passers-by.

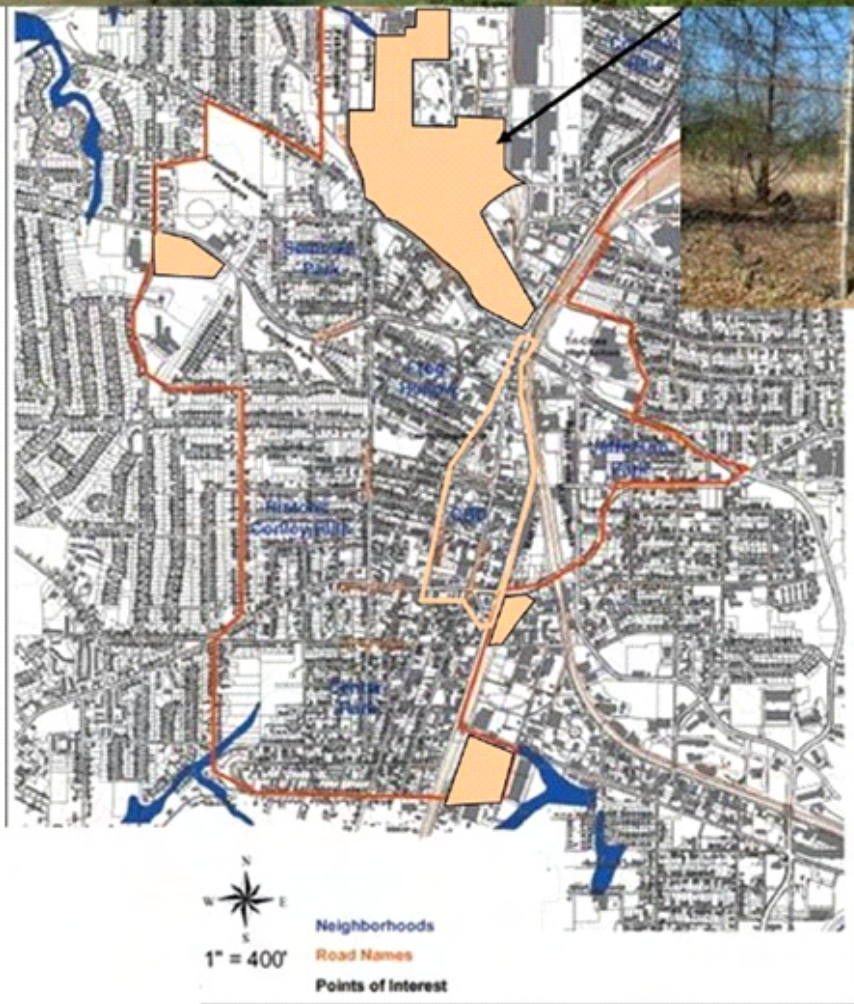
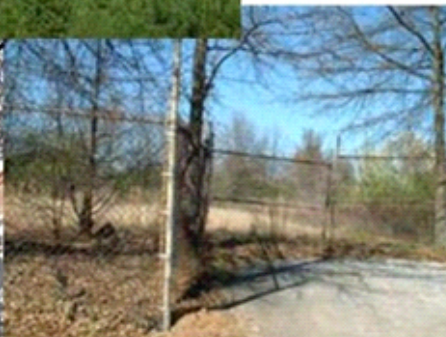
The Dick Lane Velodrome needs to be elevated within the City of East Point to destination status, and then programmed and advertised as such throughout not only metro Atlanta, but the entire Southeastern United States. There is such potential to turn this into a real economic engine for the area. Consistent and quality programming would bring spectators that then could be interested in grabbing a meal or walking around the CBD to look at the shops. Further, the potential for linking into the development of the PATH, whose goal is to connect all of metro Atlanta through pedestrian/bike paths, should be seriously investigated. There is a high likelihood that recreational cyclists would be interested in biking to spectator events at the Velodrome if it was accessible to them. Ultimately connecting to a true destination greenspace with the possibility of redevelopment of the Lawrence Street district could essentially program a day of activities in East Point for the average family. Increasing the vitality and use of the Velodrome would also positively impact the property values in the Semmes Park and Historic Conley Hills neighborhoods, and create market pressure for nearby commercial and retail uses, such as the Headland-DeLowe Shopping Center, to redevelop to meet the demands and consumer preferences of residents and visitors alike.

Map 12: Development Opportunities





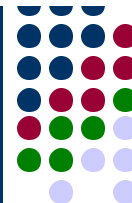
Map 13: Potential Sites for Development



- Significant Vacant/Under Utilized Parcels
- See Enlarged CBD Map

Potential Sites for Development





Development Program

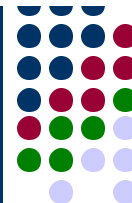
The following development opportunities were found for each of the five focus areas derived from the public process and approved by the City Council. As part of this process, a comparison of recommendations and opportunities of the area were compared to the current zoning classification and the future land use map. In most cases, the future land use map and zoning classification were not compatible to the recommendations of this study. Recommendations of the proposed development opportunities and the changes to the future land use map and zoning regulations needed are included below.

Central Business District

The potential development strategy for this focus area includes:

- Civic Node – New Municipal Complex
- Main Civic Axis
- Civic Green – Mixed Use Development
- Main Street/MARTA – Option A, on Main St. Option B, on East Point St.
- CBD – Infill Redevelopment (Retail, Restaurants, etc.)
- Gateways

<u>Requested</u>	<u>Currently Allowed</u>	<u>Currently Not Allowed</u>	<u>Explanation/Comments (CR Zoning)</u>
More Density			Not maximized due to setbacks & other residential uses
More Housing	X		R-4 & RT minimum requirements don't always maximize lot usage or density
Grocery Store		X	Not allowed in CR Zoning District
Retail on both sides of Main St	X		Because the overlay district is applied to this area, this is permitted under the current regulations.
Mixed-Use	X		
Community Facilities	X		
Architectural Standards	X		Currently Enforced, but should include more detail on the architectural styles and characters desired in addition to the pedestrian streetscaping features already in place.
Preserve Historic Buildings			



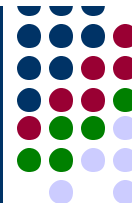
The future land use map calls for this area as a general office commercial and public/institutional usage. The future land use map should be amended to show mixed use development. Additionally, higher density for downtown should be considered. One of the major obstacles for higher density development in the downtown area is the ability to combine individually owned lots. At this time, the size of the lots do not appear to allow for any sizeable projects to attract high density. The City owns a large amount of property on the northern tip of the Central Business District and could begin a higher density trend if a public private partnership were created with an interested developer. When the City updates their Comprehensive Plan, amending this area for mixed use development should be priority.

Lawrence Street Brownfield District

The potential development strategy for this focus area includes:

- Warehouse redevelopment
- Higher Density Housing to the north (fee simple suggested)
- Passive Park
- Commercial development to the south along Main Street and Connally Drive
- Family entertainment area that includes bowling alley, cinema, golfing, etc.

<u>Requested</u>	<u>Currently Allowed</u>	<u>Currently Not Allowed</u>	<u>Explanation/Comments (L1 Zoning)</u>
Farmers Market		X	This area is currently zoned light industrial and prohibits residential, commercial, etc. This area will need to be rezoned preferably to a Planned Unit Development Distric (PUD) with a requirement for greenspace development. This type of District allows for flexibility from rigid conventional zoning controls. It can permit mixes of land uses and almost always provides wider ranges of housing types. PUD's preserve natural amenities of sites and incorporate them into site design. PUD permissions should not be limited to just large sites
Entertainment Area		X	
Mixed Housing		X	
Apartments/Townhomes		X	
Large Green for Festival		X	
Community Garden		X	
Municipal Yard Offices		X	
Commercial Development		X	



The future land use map does not change the light industrial usage for this area. Per recent actions, the city has recently approved a Tax Allocation District (TAD) for this area. It is not likely this area would be most suitable for another type of light industry. This site should be rezoned per the above recommendations and the future land use map should show this area as a mixed use development area.

Tri-Cities Plaza

The potential development strategy for this focus area includes:

- Redevelopment/Grocery
- Home Depot Expo

<u>Requested</u>	<u>Currently Allowed</u>	<u>Currently Not Allowed</u>	<u>Explanation/Comments (CR Zoning)</u>
Redevelop to a Home Depot Expo		X	10,000 SF maximum store size allowed
Grocery Store			10,000 SF or less only
Drug Store	X		

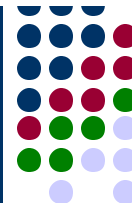
The future land use map shows this area for general commercial usage. This is in keeping with the recommendations for this area; although the zoning does not allow a grocery store larger than 10,000 square feet. Overall, the practicality of a grocery store larger than this would need to be investigated further. A grocery store recently relocated from this area, but a new type of grocery store that caters to another target market may be more practical. The general location of Tri-Cities Plaza for any type of retail serving all of the LCI Study Area is problematic due to its transportation access. An underpass would have to be created to provide access if it were to be seen as a major attraction. This is addressed in the transportation section of this Study. Overall, this area could benefit from a smaller upscale market to driven from the new infill and redevelopment housing around the Woodward Academy and the large portion of the Latino population growth.

DeLowe Plaza

The potential development strategy for this focus area includes:

- DeLowe Plaza Redevelopment/Mixed Use
- High Density Housing

<u>Requested</u>	<u>Currently Allowed</u>	<u>Currently Not Allowed</u>	<u>Explanation/Comments (C1 Zoning)</u>
Retail Development	X		The allowed uses are more inclusive than the CR Zoning District that concentrates on the Central Business District Area
Mixed Use with Housing		X	



Rezoning this area for a PUD with an architectural overlay district would heighten the probability for a developer to create a project that would create a unified look and character for this site. Another option would be to rezone the area as a CL (Commercial Limited) development that also allows creativity with design standards. Overall, this areas topography may prove the most challenging obstacle for the area. The future land use map could either target this area as a mixed use redevelopment focusing on retail and office on the existing site and housing to the west of the area. Since this site was recently purchased by another investor and some redevelopment of the existing buildings have begun, it is unlikely this will be a project that be developed any time soon due to the monetary constraints of the recent purchase and the amount of money it would likely take to restructure the topography in the area. Housing in this area should be focused on fee simple purchases and not rental properties as the surrounding housing is an established brick ranch-styled neighborhood that has been well maintained through the years.

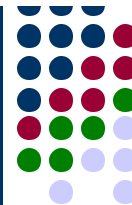
[Marta South Parking Lot](#)

Potential Development Strategy:

- Hotel
- Mixed -Use Parking Deck

<u>Requested</u>	<u>Currently Allowed</u>	<u>Currently Not Allowed</u>	<u>Explanation/Comments (L1 Zoning)</u>
Hotel		X	L1 does not allow commercial usage
Firestation			Non-revenue generating use – won’t meet MARTA’s goals for increased ridership
Mixed -Use Parking Deck			L1 does not allow commercial usage
Community Space			Non-revenue generating use – won’t meet MARTA’s goals for increased ridership

This lot is currently positioned in a hole that does not allow for high visibility due to its topography. This situation makes the parking lot less marketable. The future land use map identifies this area as a light industrial site. To allow the proposed usage from the study, this area should allow commercial usage that a hotel would be suitable.



Additional Developments: Parks and Community Gathering Spaces

Too often communities state they cannot afford to "grow smart" by conserving open space. But accumulating evidence indicates that open space conservation is not an expense but an investment that produces important economic benefits. Some of this evidence comes from academic studies and economic analysis. Other evidence is from the firsthand experience of community leaders and government officials who have found that open space protection does not "cost" but "pays."

Other priorities for the community were the access to gathering spaces and a community hall providing rental space for small social events. Different types of recreational spaces were identified including:

- Community gathering and Civic Space - Downtown
- Nature Preserve/Open Space - Brownfield
- Convert inert landfill into a future park – Center Park
- Provide connectivity to all parks via walking and bike trails

Transportation and Circulation Initiatives

Main Street/East Point Street Improvements

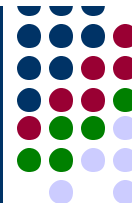
East Point Street and Main Street are the most direct entry points into downtown from the north and south. While it is the most direct route, it is not well signed and travelers rarely stop in the city. Additionally, the development and landscape pattern of the streets are not consistent and not visually appealing. To enhance the entry point into the downtown area and take advantage of development opportunities on the corridor improvements should be undertaken to improve landscaping on East Point Street, as well as the continuation of Main Street to the north. This study recommends that East Point Street become a tree-line boulevard with landscaping and that Main Street continues to receive street treatments north of Cleveland Avenue. Additionally, a gateway marker should be constructed at the intersection of East Point Street and Church Street and Main Street and Washington Road to better signal the entry and presence of the downtown area.

Recommendations:

- Enhance the entry into downtown.
- Construct a gateway.

City Gateways

An issue confronting the redevelopment of the City's downtown core is the lack of visibility from the area's more heavily traveled arterial streets. To enhance the visibility of the downtown area and to alert to drivers a change in environment and appropriate driving speeds, a series of downtown gateways have been proposed as part of this study. Aside from the gateways addressed above major



downtown gateways are recommended at Cleveland Avenue, Headland Avenue and Washington Road. The gateways should celebrate East Point's business and civic history while providing a visible element to orient visitors, link downtown to the surrounding areas and neighborhoods and establish a sense of place and vitality. The overall design should incorporate lighting and imagery to create focal points that mark the arrival of people into the city.

Recommendation:

- Develop new identity markers

Downtown Greenway Trails

To continue to promote walking and bicycling and encourage the city's active community residents to use forms of transportation other than automobiles, a series of downtown greenway trails should be constructed. These greenway trails will link important downtown facilities: (the Dick Lane Velodrome, Semmes Park, City Hall, the MARTA station, additional community green space) and historic neighborhoods. Furthermore, The City of Atlanta's greenway trail is planned to eventually link important facilities and institutions including Ft. MacPherson and Hartsfield-Jackson Airport. The facility should be designed for both pedestrians and bicycles. In some areas the greenway trail will simply require wider sidewalks. In less developed areas, the greenway trail will need to be constructed with care through forest areas and along streambeds. Typically, the greenway should be eight to twelve feet in width. Adequate signing and marking are essential on multi-use trails, especially to alert users to potential hazards and to convey regulatory messages to bicyclists, pedestrians, and motorists at intersections. In addition, signage to dictate directions, destinations, distances, route numbers, and names of crossing streets, should be used in the same manner as they are used on highways.

Recommendations:

- Develop trail program.
- Construct trails.

Pedestrian Connectivity and Sidewalks

Streetscape improvements, most notably on Main Street are being undertaken in downtown during the last few years. While the pedestrian environment is much improved with brick crosswalks, intersection improvements, new sidewalks and street lighting, generally there is a lack of pedestrian facilities on several streets. The City should seek to add additional pedestrian sidewalks along all streets in the study area and enhance those that are in need of repair. In particular, sidewalks should be widened to Cleveland Avenue as it leads into City Hall and Dunlap Street. In addition, streetscape project should be considered for Semmes Street, Ware Avenue and West Taylor Avenue.



Recommendation:

- Improve pedestrian movements by enhancing/adding sidewalks on study area streets.

Lawrence Street Industrial Area Intersection Improvements

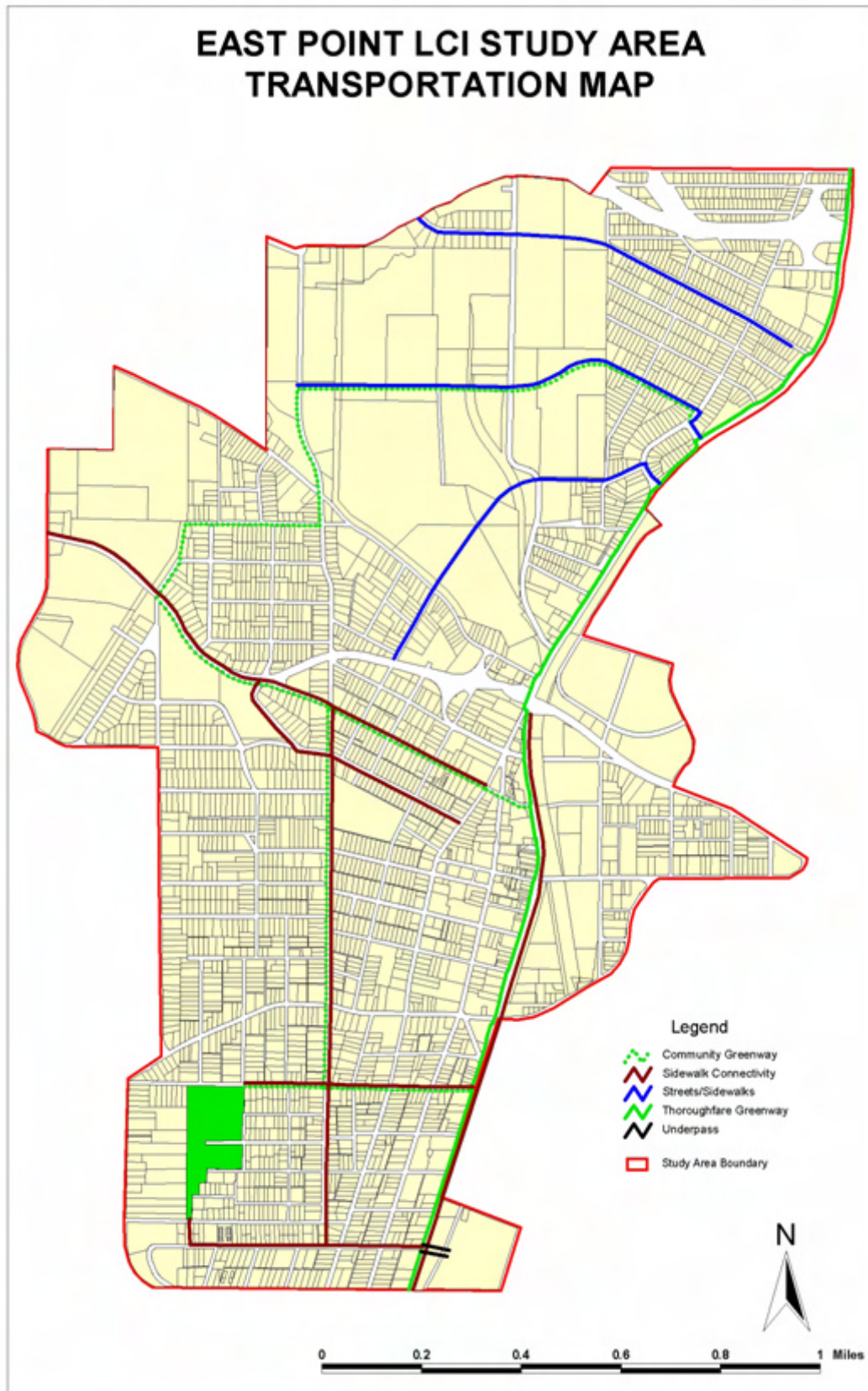
As this area becomes redeveloped, it will be important to extend several streets- Clermont Avenue, St. Francis Avenue and St. Joseph Avenue. These would allow for internal circulation in the site and connect Conley Hills and Colonial Hills. Various concepts to improve this area were tested during the public process. While a final decision depends on market conditions and private capital, the concept received a good reception during community workshops.

Recommendation:

- Construct surface streets to alleviate traffic congestion, address connectivity and safety concerns,



Map 14: Transportation Improvements



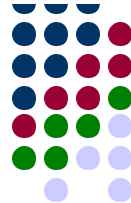


Develop Objective Process and Incentives Package for Quality Development

Lending stability to the City's development process attracts developers since they can clearly understand the system. Set your standards high, and avoid making case-by-case decisions. Develop an objective system that produces only the quality development you desire.

Develop Development Package of Information for East Point

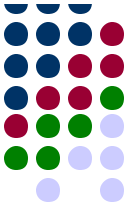
Multiple packages should be developed for different targets, such as relocating and expanding businesses, developers and real estate brokers. This package should have up-to-date information related to competitive advantages, and again, answer the question, "Why East Point?" All development activity and economic impacts within the City should be tracked and benchmarked as part of this effort.



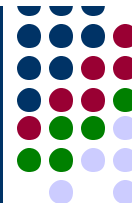
Action Plan

The 5-Year Action Plan for the East Point LCI Study Area outlines specific transportation projects, development projects, and other initiatives identified for implementation in the first five years. The selection of projects is diverse in nature with a goal to increase access and connectivity, mobility and livability in the City of East Point and the surrounding downtown area. The subsequent table outlines the certain projects in addition to identifying potential funding sources including local and private entities, the Georgia Department of Transportation (GDOT) and the Atlanta Regional Commission as part of the implementation of the Livable Centers Initiative.

FIVE YEAR IMPLEMENTATION PLAN



Transportation Projects												
Description	Type of Improvement	Eng. Year	Eng. Costs	RO W Year	ROW Costs	Construct. Year	Constructi. Costs	Total Project Costs	Resp. Party	Funding Source	Local Source	& Match Amount
Collector Streets												
Glermont Extension	Connectivity	2011	\$50,000	2011	\$600,000	2012	\$450,000	\$1,100,000	City	City TAD	N/A	N/A
St. Francis Extension	Connectivity	2011	\$136,000	2011	\$1,620,000	2012	\$1,215,000	\$2,970,000	City	City TAD	N/A	N/A
St. Joseph Extension	Connectivity	2011	\$106,000	2011	\$1,260,000	2012	\$945,000	\$2,310,000	City	City TAD	N/A	N/A
Streetscape												
Main Street	Streetscape	2005	\$106,200	2006	\$1,262,400	2006	\$946,800	\$2,314,400	City	TE	City	\$462,880
East Point Street	Streetscape	2007	\$126,240	2007	\$1,514,880	2008	\$1,136,160	\$2,777,280	City	TIP	City	\$556,456
Semmes Street	Streetscape	2006	\$57,500	2006	\$690,000	2007	\$517,500	\$1,265,000	City	TIP	City	\$253,000
Ware Avenue	Streetscape	2007	\$61,000	2007	\$732,000	2008	\$549,000	\$1,342,000	City	TIP	City	\$268,400
West Taylor Avenue	Streetscape	2007	\$22,500	2007	\$270,000	2008	\$202,500	\$465,000	City	TIP	City	\$99,000
Pedestrian Connectivity												
Cleveland Avenue	Pedestrian	2008	\$21,500	2008	\$258,000	2009	\$193,500	\$473,000	City	TIP	City	\$94,600
Dunlap Street	Pedestrian	2008	\$12,500	2008	\$150,000	2009	\$112,500	\$275,000	City	City	N/A	N/A
Gateway/Markers												
North/South/ East		2007	\$21,000	2007	\$252,000	2008	\$189,000	\$462,000	City	City	N/A	N/A
	Totals		\$717,440		\$8,609,280		\$6,456,960	\$15,321,680				



Housing Projects/Initiatives

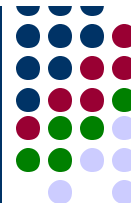
Description/Action	Cost	Year	Responsible Party	Funding Source
Consider using land write-down to develop more loft housing in the CBD	\$2,500	2006	BIDA	BIDA
Amending zoning ordinance to allow for redevelopment of Lawrence Street Brownfield site	\$6,500	2005	City	City

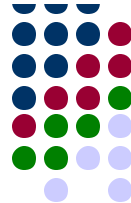
Other Local Initiatives

Description/Action	Cost	Year	Responsible Party	Funding Source
Adopt additional guidelines for the CBD	\$5,000	2005	City	City
Prepare additional sidelines architectural/design guidelines for new developments in overlay district	\$10,000	2006	City	City
Adopt Tax Allocation District for Lawrence Street Brownfield (adopted)	N/A	2003	City	City
Develop regulations to guide historic preservation	\$15,000	2006	City	City
Enter Negotiations with MARTA on South Parking Lot	N/A	2005	BIDA	BIDA
Create Economic Development Campaign	\$10,000	2006	BIDA	BIDA
Craft Development Package and Incentives	\$12,500	2006	BIDA	BIDA
Adopt the LCI Study as part of the Updated Comprehensive Plan	N/A	2005	City	N/A
Amend/Update the Zoning Ordinance to reflect recommendations made as part of the LCI Study	N/A	2005	City	N/A
Update the zoning process to include streamlining for development that compliments the goals of the study	N/A	2005	City	N/A
Apply for EPA Brownfield Grant for site assessment	\$10,000	2005	City	N/A
Apply for EPA Brownfield Grant for clean-up	\$10,000	2005	City	N/A
Apply for EPA Brownfield Grant for revolving loan monies	\$10,000	2005	City	N/A
Application for LCI implementation funds	\$10,000	2005	City	N/A
Application for ARC supplemental LCI funds (when available) to assist with updating the Zoning Ordinance and overlay district	N/A	2005	City	N/A
Work with D.O.T. to ensure that plans of development complement each other	N/A	2005	City	N/A
Locate the Main Street Managers office to downtown	\$20,000	2006	City	N/A

Other Local Initiatives - cont.

Enhance the East Point web page to include an enhanced tourism and business recruitment page focusing on downtown	\$5,000	2005	City	N/A
Conduct a feasibility analysis for an entertainment district at the Brownfield redevelopment site	\$20,000	2005	City	N/A
Conduct a feasibility analysis for parks and community spaces	\$20,000	2006	City	N/A
Adopt the creation of a new municipal civic area into the city's capital plan	N/A	2006	City	N/A
Develop a new civic green and public buildings for the Central Business District	\$2,500,000	2006		N/A
Develop a public private partnership for development of the city owned property at the north Central Business District Area	N/A	2006	City/BIDA/Private Developer	N/A
Create a partnership with the BIDA to help develop the city owned properties	N/A	2006	City/BIDA	N/A
Implement the Tax Allocation District for redevelopment efforts downtown	N/A	2005	City	N/A
Apply for another round of Transportation Enhancement Funds (TEA) for main street	N/A	2005	City	N/A
Review the availability of the Governor's greenspace program for the acquisition of the passive park areas for the community	N/A	2006	City	N/A
Review other federal, state, and local grant and funding sources as appropriate and available	N/A	2006	City	N/A
Encourage the preservation of existing single-family homes with historic character	N/A	Ongoing	City	N/A
Encourage restoration of aging homes	N/A	Ongoing	City	N/A
Promote new residential development that is in keeping with the historic style and character of the surrounding neighborhoods including higher density developments	N/A	Ongoing	City	N/A
Encourage local property owners to apply for historic housing tax credits	N/A	Ongoing	Main Street Office	N/A





25 - Year Strategic Plan

25-Year Employment and Population Projections

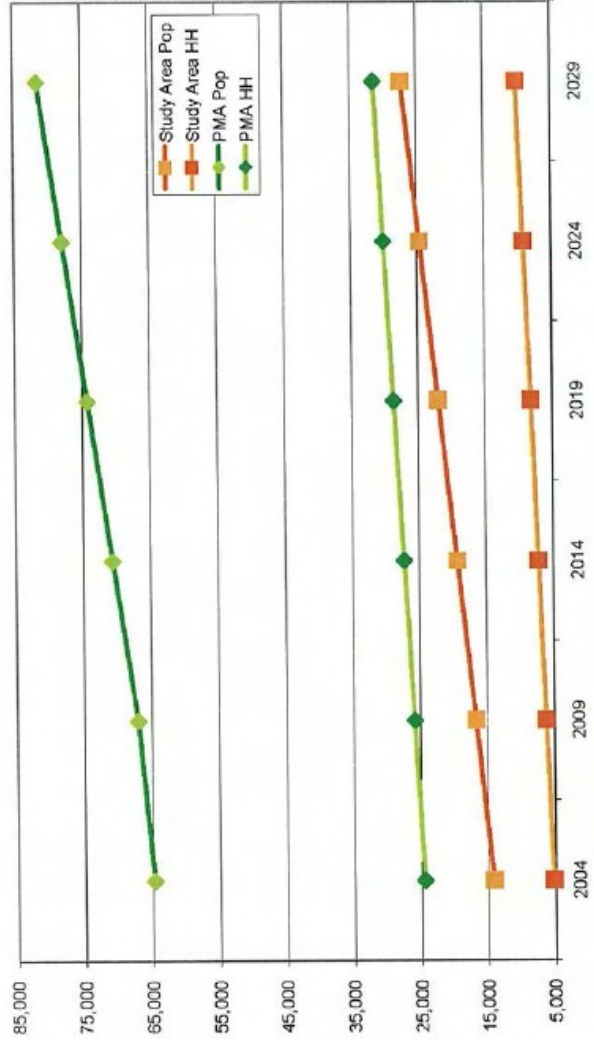
The 25-Year Population and Employment Projections for the East Point LCI Study Area outlined below details the projected population, household and employment growth within the study area for the City of East Point, tri-cities area (East Point, Hapeville, College Park) and metropolitan Atlanta region. This table was developed by Market + Main to fulfill a requirement of the Atlanta Regional Commission's Livable Centers Initiative.

Population and Household Change Forecasts, Study Area and Primary Market Area, 2004-2029

	Total Change						Average Annual Percent Change					
	2004	2009	2014	2019	2024	2029	2004-2009	2009-2014	2014-2019	2019-2024	2024-2029	

LCI Study Area												
Population	14,194	16,699	19,352	22,005	24,659	27,312	3.5%	3.2%	2.7%	2.4%	2.2%	
Households	5,241	6,231	7,221	8,211	9,201	10,191						
Primary Market Area												
Population	64,708	67,021	70,647	74,273	77,899	81,525	0.7%	1.1%	1.0%	1.0%	0.9%	
Households	24,477	25,877	27,277	28,677	30,077	31,477						

Population and Household Growth Projections, 2004-2029



Source: US Census Bureau, DemographicNow, Market + Main, Inc.

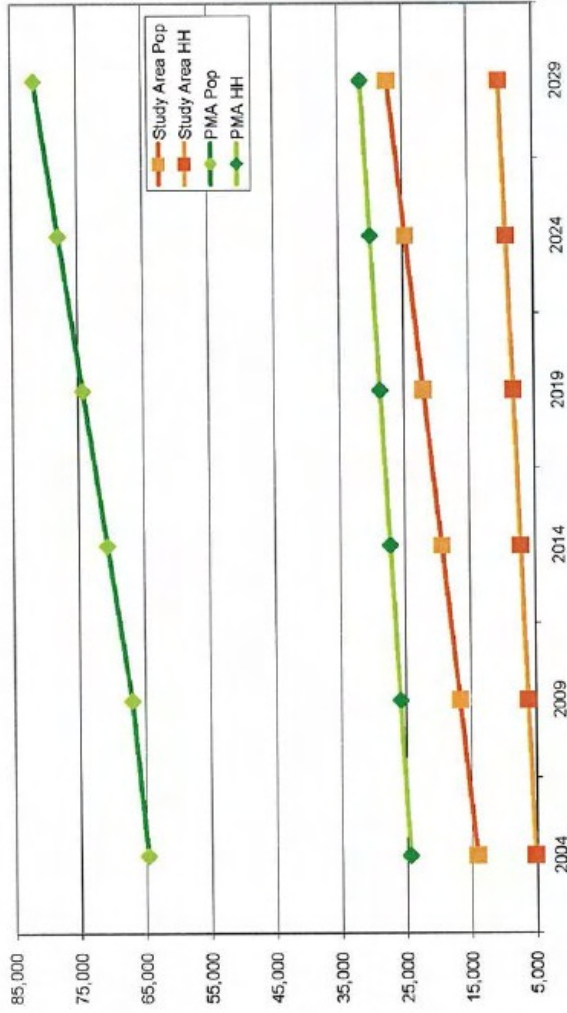


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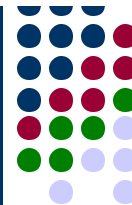
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Population and Household Growth Projections, 2004-2029



Source: US Census Bureau, DemographicNow, Market + Main, Inc.





LCI Goals

How the Plan Addresses LCI Goals

The following section describes how the East Point LCI plan addresses each of the 13 study 7deliverables required by the Atlanta Regional Commission's Livable Centers Initiative.

1. Efficiency/ feasibility of land uses and mix appropriate future growth including new and/or revised land use regulations needed to complete the development program.

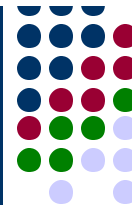
The East Point LCI plan supports a diverse mix of land uses including residential, retail, mixed use, institutional and open space. The plan focuses on generating several economic development opportunities within the city with a concentrated focus on redevelopment in the central business district consisting of new and enhanced retail and housing opportunities; the redevelopment of the MARTA surplus parking lot immediately south of the existing heavy rail station; the redevelopment of the Lawrence Street brownfield area with new streets and sidewalks connecting Colonial Hills with Semmes Park; the redevelopment of Tri-Cities Plaza with a different mix of retail uses and the redevelopment of Delowe Shopping Center with housing opportunities. The plan would benefit from an enhanced overlay district for the downtown will encourage and support mixed-use development and development projects proposed for the CBD.

2. Transportation demand reduction measures

The construction and proposed addition to the Main Street streetscape project with the potential for bicycle lanes that connect to the City of Atlanta. A multi-purpose greenway trail from the city north to the Ft. McPherson area will improve the pedestrian environment by promoting walking and bicycling within the downtown area. The continuation of sidewalk improvements and streetscape installations will also promote walking and pedestrian accessibility while reducing transportation demand in the downtown area.

3. Internal mobility requirements (including safety and security of pedestrians), such as traffic calming, pedestrian circulation, transit circulation and bicycle circulation.

A major streetscape project on Main Street has been funded, designed and should be under construction by the in 2005. The improvements include new and widened sidewalks, crosswalk improvements and wider sidewalks. It is recommended that future development of streetscapes on East Point Street be developed to further enhance the safety and pedestrian circulation downtown. These streetscape improvements will tie directly into the redevelopment of the CBD. Redevelopment at MARTA station will require additional pedestrian safety measures.



4. Mixed-income housing, jobs/housing match and social issues.

The East Point LCI calls for a mix of housing types and options including townhomes, residential lofts above retail, single-family rehabilitation and apartments. The need for these housing types totals more than 900 units in the next five years. As indicated by the market analysis, if housing is to reach a critical mass, the city should help subsidize in some fashion a catalyst project. This project will serve to provide a range of housing options in the downtown area. They will be offered to serve the rising empty nesters, couples with no children and singles at an affordable price point. Rehabilitation programs for the existing housing stock will contribute to the stability of the owner occupied community.

5. Continuity of local streets in the study area and development of a network of minor roads.

East Point is served well by its existing roadway system and the enhancement of Main Street will increase pedestrian connectivity, reduce congestion, provide access and enhance the CBD. The creation of additional streetscape projects along Semmes Street, West Taylor Street and the revitalization of Cleveland Avenue as a gateway to perhaps a new civic plaza are key to improved pedestrian access within communities; the CBD and the can help position the velodrome as a regional asset.

6. Need/identification of future transit circulation systems.

MARTA currently runs several active bus routes in the City of East Point. With an increase in the population and need for increased connectivity to outlying service areas and employment generators, future evaluation of existing service is needed. The MARTA heavy rail station will benefit from the Main Street streetscape project.

7. Connectivity of transportation system to others centers.

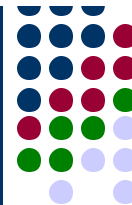
The East Point LCI plan promotes connectivity to City of Atlanta's Ft. McPherson LCI and the City of College Park.

8. Center development organization, management, promotion and economic restructuring.

Successful redevelopment of the City of East Point will rely on partnerships with entities including Fulton County, the Industrial Development Authority, the Main Street Association and community organizations.

9. Stakeholder participation and support

The East Point LCI process involved a number of methodologies and public outreach mechanisms to involve a diverse group of constituents to get an accurate picture of existing conditions and prevailing attitudes for developing an action plan for future development. The public participation component included:



The **core team** was comprised of representatives of a larger body of constituents including residents, property owners, institutions, the City of East Point officials, the city manager, community representatives, MARTA, and ARC.

The planning team conducted a series of one-on-one **stakeholder interviews** with constituents/ stakeholders representing the residential, business, institutional, and governmental interests to provide information about the planning process and to gather opinions and perceptions of the area's strengths and weaknesses. There were several **public workshops, including a weekend long design charrette** designed to provide information on the plan elements and to gather input from participants. The dates of the workshops:

- **July 13, 2004: Public Kick-Off**
- **September 21, 2004: Community Visioning Workshop**
- **October 22-24, 2004: Design Charrette**
- **November 8, 2004: Council Work Session**
- **January 17, 2005: Public Hearing**

10. Public and private investment policy.

The city has received a Transportation Enhancement grant administered by GDOT and is looking for ways to procure additional funds for the further streetscape improvements on Main Street. In addition, the City is committed to partnering with a private developer and MARTA to develop the surplus parking lot and is willing to seek funds to help assist the with environmental assessment and remediation for the Lawrence Street brownfield area

11. Architectural themes and consistency

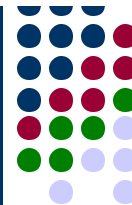
The plan reinforces East Point's historic architectural character and encourages the architectural compatibility for all future development. Design guidelines have been created to serve as a useful tool for developers, homeowners and decision-makers in the effort to encourage development that is compatible with the existing character.

12. Historic preservation priorities.

The city is aware of the existing structures that meet the historic designation as evidence by this document.

13. Public a space and architecture

In response to the community desire for additional civic space, the plan includes the consideration of new public facilities, including possible consolidation of municipal functions and a grand entry way along Cleveland Avenue. Consideration was given to identify markers as a focal point for the entry into the downtown. In addition, the reuse of the brownfield site will include public space.



Appendix

Public Participation

The East Point Livable Centers Initiative focused heavily on public participation and involvement. Participation in the most basic sense of the word can mean *sharing* something with others. A major component of this study was to assure that this plan included a “shared vision” for the overall public involved.

The focus when dealing with the public was to be sure key stakeholders were contacted and informed of the meetings, determining how their attendance in the meetings would affect the outcome of the study, what the outcomes meant to them, and their role in the decision-making process. In order to fulfill this focus, the following input opportunities were developed:

- One-on-One Stakeholder Interviews
- Core Team Meetings
- Project Team Meetings
- Public Workshops and Presentations

Meetings were held on the following dates:

- Kick-off Meeting (July 13, 2004)
- Individual Stakeholder Interviews (Mid-August)
- Community Visioning and Workshop (September 21, 2004)
- Design Charette Public Meeting and Workshop (October 22, 2004 and October 23, 2004)
- Core Team Meetings (August 20, 2004, September 20, 2004, and November 19, 2004)
- Project Team Meetings (October 12, 2004, and November 1, 2004)

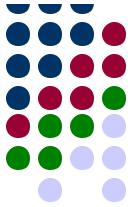
STAKEHOLDER INTERVIEWS

The stakeholder interviews were conducted to provide insight on the specific needs and goals of the community. Representatives from the community were asked to provide their input based on their organization and/or City involvement.

Stakeholder interviews were held on the following dates:

August 9, 2004
August 11, 2004
August 12, 2004
August 13, 2004
August 14, 2004
August 16, 2004
August 18, 2004

Fourteen interviews were conducted and each focused on three main issues including: identification of place, transportation, and land use. Questions included detailed analysis of certain land use and development, economic development, housing, historic resources, traffic and transportation, community facilities and urban design. Based on the input from these interviews, the goals



and vision for the community were drafted and later presented to the Core Team and Public for further input and revisions.

PROJECT TEAM MEETING

The project team consisted of City of East Point staff, the consulting teams, and the Atlanta Regional Commission representative. These meetings focused on the general direction for the planning process. Specific presentation materials, plan development materials, and recommendation issues were addressed during these in depth sessions.

PUBLIC MEETINGS AND WORKSHOPS

KICK-OFF MEETING

The Kick-off meeting was held on July 13, 2004 at the Sumner Park Recreation Center. The purpose of this meeting was to: introduce the Livable Center Initiative (LCI) Study to the community, explain the goals of the Atlanta Regional Commission (ARC) for funding the study, generate overall excitement for future participation, and receive input on community issues.

To advertise and create excitement about this meeting, the attendees were contacted via email, newspaper advertisements, and mailings. Also, flyers were distributed to the community and downtown businesses. The local television station recorded this meeting, and later aired the meeting to further promote and educate the local citizens of the process.

COMMUNITY VISIONING AND WORKSHOP

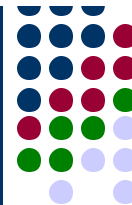
A community visioning and workshop was held September 21, 2004 at the Bowden Senior Center in East Point.

At this meeting, the planning team presented the following:

- Overview of the LCI Study Process and Timeline
- East Point LCI Study Area Boundaries
- East Point LCI Goals and Problem Statement
- Existing Land Use Components
- Market Study Components
- Traffic and Transportation Conditions

Additionally, a community visioning session was conducted. The public reviewed and graded 142 slides that focused on the following categories:

- Parks and gathering places,
- Greenways and trails
- Sidewalks/streetscape-Urban
- Sidewalks/streetscape-Suburban/residential
- Storefronts/Design Character – Single-Use
- Storefronts/Design Character – Mixed-Use,
- Residential
- Civic/Public Buildings
- Parking



- Signage/Furniture/Art Work/Lighting
- Traffic Calming

The purpose of the survey was to develop a comprehensive view of the community that provided a road map for the future desires of the community. This survey provided the team with the general characteristics desired by the community to plan for the future and to analyze the existing overlay districts and other pertinent ordinances. Following the survey, a summary of the strengths and weaknesses of the area were outlined based on the current existing conditions of the study area.

To advertise and encourage participation in this meeting, over 400 flyers were distributed to downtown businesses, neighborhood associations, and the general public. Mailings were sent to the stakeholder interviewees and reminders were mailed to the elected officials. The South Fulton Neighbor newspaper advertised for the meeting on September 8, 2004 and September 15, 2004. The information from the meeting was sent to the city for posting on the community informational listings. The local television station recorded and aired the meeting to further promote and educate the local citizens of the process.

DESIGN CHARETTE PUBLIC MEETING AND WORKSHOP

This two-day workshop allowed the public to work with architects, planners and traffic engineers and focus on development, civic amenities, transportation and connectivity in the East Point area.

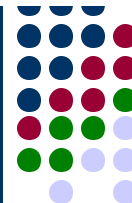
The first day of the workshop included presentations from the experts. These presentations included a review of the community goals, issues and needs within the study area, the Market Study Analysis program and results, and the results from the Community Visioning Process.

The second day focused group participation at different tables. These groups were headed by a citizen participant and assisted by design professionals. The Charette focused on the following topics: preserve, change, create and connect. Each group was asked to decide, design and present their plan at the end of the day. As a result of the public involvement, three schemes were created from the community.

The outreach to encourage participation before the Design Charette meeting was more intensive. The Neighborhood Associations within the LCI Study area were specifically focused on for presentations and encouraged participation. Some of the Neighborhood Association meetings were held after the scheduled community meeting. These Associations were notified and sent information regarding the meeting date, purpose, and involvement.

- Frog Hollow (October 7, 2004)
- Semmes Park (October 19, 2004)
- Jefferson Park (October 19, 2004)
-

Other notifications were sent to Center Park, and Conally Hills Neighborhood Associations.



In addition to these meetings, flyers were distributed to downtown businesses. In addition, newspaper advertisements were ran October 13, 2004 in the South Fulton Neighbor. Additional information was sent to developers that expressed an interest in July and throughout the process for the downtown area.

CORE TEAM MEETINGS

The Core Team met on August 20, 2004 and September 20, 2004. This team was made up of a diverse group including city officials, commercial stakeholders, homeowners and developers:

- Kevin Hudson, Citizen
- Jennifer Fine, Citizen
- Pat Ferguson, Citizen
- Richard Ramey, Business Owner
- Jeff Glover, Developer
- Michael Daughtery, Main Street Business Owner
- Patsy Hilliard, Mayor
- Lisa Gordon, City Manager
- Marty Sewell, Senior Planner
- Chris Montesinos, Interim Director of Community Services
- Greg Fann, Councilman
- Teresa Nelson, Councilwoman
- Pat Langford, Councilwoman
- Lance Rhodes, Councilman
- Marcus Bell, East Point BIDA
- Erica Rocker, Main Street Coordinator
- Lynda Penton, MARTA Representative

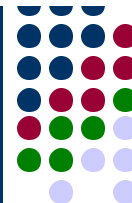
The Core Team’s purpose was to provide input and guidance for the plan development. They were asked to help make decisions and prioritize projects before presenting them to the public. Additionally, they were asked to encourage further participation from the community. Core Team Members were notified of the meetings by mailings. Reminder calls were made two days before the meetings.

On November 8, 2004, a City Council Work Session was held to present the findings from the public participation process and to go over the general recommendations. All final concerns and issues were addressed at this meeting and incorporated into the plan. The final public hearing was held December 20, 2004 to present and adopt the East Point LCI Study.

PLAN PARTICIPANTS

The following individuals participated in the development of this plan.

Alfredo Pequeno	Jay Hallinan	Patricia Ferguson
Andrea Wynn	Jennifer Fine	Permila Dass
Andria Towne	Julie Broadus	Richard Ramey
Annette Henson	K.P. Blevins	Ricky Hobbs



Bobby Carnes	Kenneth DeLeon	Sean Broderick
Brenda Issac	Kevin Hudson	Sean Broderick
Burke Lambert	Kimberly Brown	Sean Broderick
Charles Miller	Kirk Surgeen	Sheila Merritt
Chris Hummer	Lee Biola	Suzanne Baugh
Dennis MaGuire	Leigh Bost	Teresa Abbott
Douglas Manor	Linda Rose	Teresa Harrison
Georgette Hamilton	Linda Sheldon	Tim Smith
Greg Fann	Lula Massey	Tony Owens
Harold Hamilton	Marjorie Booze	Tony Strunk
Jake Knapp	Orajean Gunnin	Velda Simpson
Jason Barringer	Pastor Hoyt Johnson	Walter Gunter
Jay Hallim	Pastor Newton Hendrix	Will Fisher

**East Point LCI Kick-off Meeting
Summer Park Recreation Center
July 13, 2004**



Consultants Present:

Daniel Cohen – Pond & Company
Venki Babu – Sizemore Group
Lakey Broderius – Market & Main
Michael Hightower – The Collaborative Firm, LLC
Amanda Askew – The Collaborative Firm, LLC
Kelly Williams – The Collaborative Firm, LLC

Community Stakeholders and Representatives Present:

Chris Montesinos – City of East Point
Marty Sewell – City of East Point
Teresa Nelson – City of East Point
Erica Rocker – City of East Point
Jennifer Fine – Atlanta Regional Commission
Kirk Surgeon Tony Strunk
Linda Rose Waster Gunter
Tim Smith Teresa Harrison
Alfredo Pequeno Sean Broderick
Jay Hellim Jason Barringer
Annette Henson Kevin Hudson
Kenneth DeLeon Marjorie Booze
Lula Massey Greg Fann
Teresa Nelson Suzanne Abbott
Andrea Wynn Patricia Ferguson

- I. Chris Montesinos from the City of East Point opened the meeting with welcoming remarks and the introduction of the team of consultants working on the LCI Study (Pond & Company, The Collaborative Firm, The Sizemore Group, and Market & Main). The team of consultants introduced themselves to the community, gave background information about their company and their role/focus in the study.
- II. The purpose of the kick-off meeting was to explain what the LCI was all about as well as to get feedback/comments from the attendees about the direction of the study.

Dan Cohen explained the focus and purpose of the Livable Centers Initiative Study:

The LCI is a program funded by the Atlanta Regional Commission for investment studies and transportation projects in the Atlanta Region. The focus of the program is to encourage increased residential development, mixed uses and connectivity in activity centers. The study will concentrate on Transportation Oriented Development (TOD), centered around East Point MARTA Station and define detail plans that support the adopted policies of the Regional Development Plan. Vehicle/traffic issues, development,





planning and zoning matters along with identifying different funding sources will be looked at during this study. An assessment of what retail services that are currently in the area, along with recommendations from the community of what types of businesses they would like to see developed, with data showing what kinds of dollars are spent in the study and what economically the area could support, will also be included in the study.

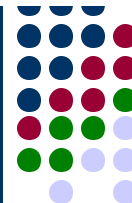
III. Amanda Askew gave the parameters of the study area and an overview of the stakeholder involvement:

The study area consists of approximately 2 miles centered around the heart of East Point. Within the study area there is a mix of commercial, industrial and residential land uses. Included in the subject area is The Nature Preserve, Tri-Cities High School, Tri-City Shopping Plaza, Headland & Delowe Shopping Plaza, the historic Main Street District, the Buggyworks and Wagonworks developments, Church Street, East Point Street, Whiteway and several of East Point's historic neighborhoods.

The completed plan will be a vision of what the community and stakeholders would like to see changed in their community in regards to future development and transportation needs. A core team of 15-20 people will be established consisting of City Officials, Commercial stakeholders, homeowners and non-profit organizations and interviewed one on one about the study area. Preference surveys and workshops will be held within the community designed so that open dialogue can take place between the consultants and the community. Towards the completion of the study, an implementation strategy, would rank the proposed future projects for the area. The meeting attendees were asked to help give the consulting team suggestions and comments for the study.

IV. Community questions:

- 1) Has there been any consideration to buying out the industrial companies to the north and change that areas land use?
- 2) Is the area south of the military base, which was cut off by the interstate included in the study area? Yes
- 3) Could the boundaries of the study area be increased to include Dodson Drive, the west side of Delowe Drive, and Paul D. West Middle? Why were these areas not included in the study? The boundaries were set based on key locations that receive a certain amount of traffic near the downtown East Pont area, where there is more pedestrian activity. We will speak with ARC about a possible increase in the boundaries of the study.



What the community would like to see in the future/analyzed:

- 1) An affective way to move pedestrians about sidewalks, bike paths and some possible mid-walk crossings.
 - 2) Connectivity to every neighborhood to downtown and local schools
 - 3) Curb cuts so that wheelchairs and strollers can easily access the sidewalks
 - 4) Returning the one way streets back to two way streets
 - 5) Landmark for downtown East Point (greenspace, square/village) for gatherings and festivals
 - 6) Utilize some of the vacant lots as greenspace or public activity areas
 - 7) Take a look at historic areas in East Point
 - 8) Connectivity to the Eastside, to Jefferson Park and the East Washington neighborhood
 - 9) Eliminating industrial uses in the Lawrence Street corridor
 - 10) Environmental issues in the Brownville area (the center of the study area)
 - 11) Gutters and barriers on curb cuts
 - 12) Improve Stanton & Connolly Drive and Main Street & West Cleveland intersections
 - 13) Cleanup the visual clutter of old signs and utilities
 - 14) Add public art (sculptures and murals)
 - 15) Improve boarded up buildings and overgrown shrubs in the area
 - 16) Tree preservations
 - 17) Extend the tree line medium on Normanberry Drive to Headland Road
 - 18) Look at high traffic streets intersections
 - 19) Linkage to the MARTA Station, Sumner Park and the Nature Preserve
 - 20) Add park benches throughout the area
 - 21) Uniformity needed around the City Hall area
 - 22) Ensure that the zoning ordinance is strict enough to control and ensure quality development
- V. The meeting closed out with a time frame given to the community about the completion of the study, scheduled for the end of December and the steps that traditionally would follow.



CITY OF EASTPOINT LCI
STAKEHOLDERS INTERVIEW QUESTIONS
NAME: _____
DATE: _____

Land Use Issues

- A. What types of new commercial development are appropriate for the study area?
- B. What types of new housing are appropriate for the study area?
- C. What types of open space (parks/plazas/trails/rec. area?) are appropriate for the study area?
- D. What types of facilities/institutions are most needed in the area?
- E. What types of retail places are most needed in the area?
- F. What types of development densities are most appropriate for the downtown?

For neighborhoods?

Transportation Issues

- A. Where is the most congested area within the East Point LCI area?
- B. What are the most appropriate ways to lessen congestion in the study area?
- C. Where are the most difficult places to X the street in the study area?
- D. What measures are needed to improve the pedestrian environment w/in the study area?
- E. Is there a parking problem downtown?-What improvements are needed?
- F. What is your highest priority of public transportation improvement?

Identifying Place:

- A. What activities could be added to make the study area more vibrant?
- B. What tasks/events bring you to downtown?
- C. What object or place evokes the strongest sense of place and identity?

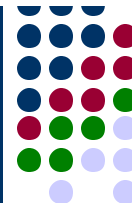


D. What building should be:

preserved?

replaced?

E. What activity/measure would be most effective in enhancing the image of downtown?



**East Point LCI Core Team Meeting
Old Council Chambers
East Point City Hall
August 20, 2004**

Consultants Present:

Dan Cohen, Pond & Company
Michael Hightower, The Collaborative Firm
Lakey Broderius, Market and Main
Elizabeth McClendon, The Collaborative Firm
Nicole Brown, The Collaborative Firm

Core Team Members Present:

Michael Daughtery, Main Street Business Owner
Patsy Hillard, Mayor
Lisa Gordon, City Manager
Marty Sewell, Senior Planner
Chris Montesinos, Interim Director of Community Services
Marcus Bell, East Point BIDA
Erica Rocker, Main Street Coordinator

- I. Mr. Dan Cohen welcomed everyone and started the meeting with introductions.
- II. Mr. Cohen explained the Teams purpose is to help make decisions and prioritize projects (be a sounding board) before anything goes to the public. The team must adopt a resolution.
- III. Mr. Cohen explained this study focuses on transportation and connectivity with sidewalks, alleyways, and other automobile alternative amenities. He explained the plan must be approved by the City no later than December 15, 2004.

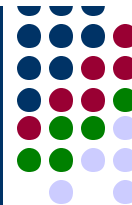
General Announcements:

September 14, 2004 is the next public meeting. The Visual Performance Survey will be done by Sizemore. Notices will be sent out next week. Mrs. Gordon announced that East Point had a conflict with the September 14, 2004 Visual Performance Survey. The Charter Commission meetings have been scheduled for September 14-16, 2004.

The City Manager asked for a timeline and to include the cost analysis in the pictures. Dan Cohen stated that this would be provided at the next meeting.

Mrs. Gordon feels that there is a need to do streetscaping that is low in cost. She is worried with managing expectations after project implementation is complete.

The Core group indicated they felt a Downtown Parking Deck was very important because business can't grow without one. They also pointed out that most of the parking spaces are privately owned and not available for



public use. BIDA has stressed that a parking deck is a priority. The City stated they don't want to be responsible for a parking deck, but would like to discuss a parking authority to run the deck.

Mrs. Gordon stated she felt the City needed an Economic Development plan to direct growth and provide basic needs for citizens. She said it must be unique enough to attract visitors, and still have competitive costs. She stated she felt the City has no clear target for land use or an economic development plan at this time.

Committee members felt the price escalation of land is an issue to be considered when developing this plan.

IV. Ms. McClendon presented the results from the Stakeholder Interviews conducted over the two week. The Core team reviewed the results from the stakeholder interviews that were put in a matrix for review. Topics included:

- Land Use
- Economic Development
- Historic Resources
- Housing
- Traffic and Transportation
- Community Facilities
- Urban Design

The Core Team members had the following comments:

Economic Development Issues Addressed:

- The Lawrence Street area has no usage but could be flipped to be positive. The Core Team emphasized that Main Street does not need to be recreated or it could be harmful to existing Historic Business District.
- The City discussed a golf course for this area a few years ago. Options including seeking grant monies for a soccer field or golf course were discussed.
- Currently the City of East Point has several positive amenities that are not well known such as the Soccer field off of Ben Hill, the World Class Fencing Team and the Velodrome. The possibility of a City/County Sports Authority was discussed. Other options included the creation of specialty shops on Main Street such as bike shops.
- The Tri-City area is a good corridor beginning for marketing link with inner south side cities.
- Camp Creek Market Place is becoming the identity of East Point. We must play up the Central Business District to be sure that downtown East Point is also recognized for being here.



Housing Issues Addressed:

Lahey Broderius of Market + Main stated why she thought the loft market is not working.

- a. Prices are too high
- b. For sale product first vs. rental/lease first to see what happens. That's not the mainstream approach
- c. Not enough of a reason to be downtown (places to go " the place to be")
- d. Not enough lofts for people to "know about these"

Historic Resources:

- Facade grand/incentive package should be supported locally with funds

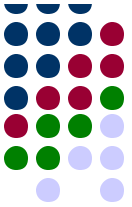
Visual Design:

- Create an arts and public places program

- V. Mr. Cohen asked the group to begin thinking of a name for the Study Area and report at the next meeting.

The meeting was adjourned at 11:40 a.m.

**East Point LCI Core Team Meeting
Public Safety Bldg
September 20, 2004**



Consultants Present:

Dan Cohen, Pond & Company
Michael Hightower, The Collaborative Firm, LLC
Elizabeth McClendon, The Collaborative Firm, LLC
Nicole Brown, The Collaborative Firm, LLC

Core Team Members Present:

Mayor Patsy Jo Hilliard, East Point City
City Manager Lisa Gordon, East Point City
Greg Fann
Kevin Hudson
Marcus Bell

- I. Dan Cohen started the meeting with introductions. Council Member, Greg Fann suggested everyone introduce themselves and their company affiliation.
- II. Purpose of the CORE Team - To have a group to help make decisions and prioritize before anything goes to the public. Core team guidance is what is needed for a better since of implementation.
- III. A matrix was created with 7 issues, land use and development, economic development, housing, historical resources, traffic and transportation, community facilities, and urban design, that were agreed upon at the last meeting to concentrate on during the study. At the community meeting on September 21, the visual preference survey would be reviewed. The community would see about 50 – 75 images. They would then be asked to rank their likes and dislikes of design recommendations, land use recommendations with respect to densities, how high the buildings should be downtown. (See attached matrix)
- IV. Dan Cohen reviewed the results from the Stakeholders Survey. Identification of Place, transportation, parking, land use, market use and zoning were some of the topics in the survey. (See attached survey for complete information)

Parking - there are 1195 spaces, both private and public, in the Central Business District. A Parking Authority exists in the Charter. The Charter review is going on now and it is unclear if the parking authority will be removed.

Elizabeth McClendon reviewed Land Use Issues. The old Montessori School is in a flood plane. Ownership and participation of areas has not been identified. The gray area on the study map is a toxic area.

**East Point LCI Community Meeting
The Bowden Center
September 21, 2004**



Consultants Present:

Dan Cohen – Pond & Company
Bill de St. Aubin – Sizemore Group
Venki Babu – Sizemore Group
Elizabeth McClendon – The Collaborative Firm, LLC
Brian Hightower – The Collaborative Firm, LLC
Kelly Williams – The Collaborative Firm, LLC

Community Stakeholders and Representatives Present:

Community Stakeholders & Representatives (see attached sign-in sheet, there were 19 individuals in attendance)

- I. The meeting opened with introductions/greetings from Dan Cohen of Pond & Company. An overview of past, present and future steps to complete this study were outlined, the purpose of the study and the existing conditions found in the area were reviewed.
- II. Elizabeth McClendon from The Collaborative Firm, LLC outlined the LCI study area, highlighting the neighborhood groups in the area, major landmarks and arterial roads. The top three land uses and existing zonings were given and compared. Mr. Cohen also presented the Retail Market, Industrial Market, Office Market Analysis and Transportation conditions.

This information included outlining:

Community Groups In the Study Area:

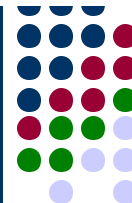
- The Jefferson Park Neighbors Association
- Semmes Park Community Organizations
- Colonial Hills Neighborhood Association
- The Frog Hollow Neighborhood Association

Major Landmarks in the Study Area:

- East Point Central Business District
- Tri-City Shopping Plaza
- East Point MARTA Station
- Historic Main Street District
- Buggyworks Office Development
- Wagonworks Office Development
- Tri-Cities High School
- The Nature Preserve

Major/Arterial Roads in the Study Area:

- Main Street
- Church Street
- Whiteway Road
- Semmes Street
- Washington Road
- East Point Street



Top Three Land Uses In the Study Area:

- Residential
 - Commercial
 - Underutilized/ Vacant Land, Industrial and Public Buildings were tied for third.
- III. Next, the Visual Preference Survey was conducted by Sizemore. Bill de St. Aubin explained the scoring scale system and time allowed per slide (A-love it, B-like it, C-its ok, D-don't like it or F-hate it). 142 slides were presented that focused the following categories: parks and gathering places, greenways and trails, sidewalks/streetscape-Urban, Sidewalks/Streetscape-Suburban/Residential, Storefronts/Design Character-Single-Use, Storefronts/Design Character – Mixed Use, Residential, Civic/Public Buildings, Parking, Signage/Furniture/Art Work/Lighting, Traffic Calming.

After the survey, a summary of the strengths and weaknesses of the area were outlined based on the current existing conditions of the study area.

Strengths:

- Compact/street block size
- Availability of land
- Historic building
- Accessibility - MARTA & arterial connections
- Location - close proximity to the airport
- Affordable housing

Challenges:

- Grade difference/MARTA line
- Poor building stock
- Vacant lots & underutilized buildings
- Streetscape and pedestrian circulation
- Greenspace system
- Gateway entry to downtown
- Availability of services - grocery store, restaurants, shopping etc.

IV. Dan of Pond & Company covered some of the topics planned for the meetings to come and highlighted the next meeting date scheduled for October 19, 2004:

- What things the community feels are not working.
- What the community would like to create and where.
- How to connect the recommendations from the study.
- Sources of funding for the different projects
- What projects are feasible to complete, once costs are attached to them.

Comments from the community:

- a) The image of East Point needs to be changed (land use map) so that more developers would want to develop in the city.
- b) People feel a stronger sense of ownership when they are informed about what is going on in the community. The consultants working on the study may want to visit some of the neighborhood group meetings.
- c) The Residents Council would be a good person to contact.

**East Point LCI Project Team Meeting
The Sizemore Group
October 12, 2004**



Project Team Members Present:

Jennifer Fine, ARC
Venky Babu, The Sizemore Group
Bill St. de Aubin, The Sizemore Group
Dan Cohen, Pond & Company
Nicole Brown, The Collaborative Firm, LLC
Elizabeth McClendon, The Collaborative Firm, LLC

I. The following are items that need to be taken into consideration for this LCI project:

- There is not a lot of office space for East Point nor is there a lot of demand
- East Point has a need for 83000 square feet commercial space
- Costs are the almost same for a house and a loft that are almost equal in size in South Fulton
- There is nothing to do in East Point below the lofts
- There is a need for more critical mass
- The "Gathering Place" is only an open space (The square footage needed for this gathering place can be retrieved from the Georgia Tech students study)
- A permanent destination for this gathering place. This area should not be on prime real estate (Downtown or Brownfield)
- The need for commercial and community/public building
- \$50 million Capital Improvement Plan
- Priority of Needs/Approximate Area Placement
- The types of public facilities that are needed
- A new City Hall in the next 5-10 years
- MARTA needs to be included in the LCI study
- The National Archives building is about to go vacant

II. The following areas need to be focused on for the Workshop

- Tri-Cities
- Brownfield Site
 - ❖ Government should go in Brownfield
 - ❖ Brownfield area should have a new transportation network linking Colonial Hills
- Two Downtown locations for the festival area
- DeLowe Plaza

III. Additional Needs for facilities:

- Garage Sanitation: On N. Martin
- Current Annex is being leased.



IV. South Fulton is seeing a major shift in population-Most Impacted

- Current HH = 5917
2025 HH =
- Current SW Employment: 20,910
2025: 4664
- The increase of Hispanic population will affect services: including schools English as a second language
- Commissioner Edwards said a percentage rate of accuracy in the study needs to be made

**East Point LCI Project Team Meeting
Sizemore Group Office
November 1, 2004**



Project Team Members Present:

Chris Montesinos, Community Services Director
Erica Rucker, Main Street Director
Jennifer Fine, Atlanta Regional Commission
Dan Cohen, Pond & Company
Michael Hightower, The Collaborative Firm
Elizabeth McClendon, The Collaborative Firm
Venky Babu, Sizemore Group
Bill de Saint Aubin, Sizemore Group

I. The project team presented the three schemes created during the Design Charette. The following were found:

SCHEME A

Major components recognized and suggested by the group:

Brownfield Site:

- Create a Farmer's Market and entertainment area on the northern Brownfield Area
- Include a residential component on the current Brownfield Area
- Relocate municipal buildings to southern end of the Brownfield area

Transportation Issues:

- Create three gateways into Downtown East Point
- Enhance the major traffic corridor at Cleveland and Main Street
- Evaluate the landfill the Center Park

Central Business District:

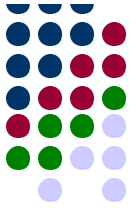
- Create more density downtown
- Build more housing downtown
- Locate a grocery store in the district

Marta Parking Lot:

- Locate a new fire station on this site

II. ISSUES WITH SCHEME A

1. A feasibility analysis for the Farmers Market should be done to consider the infrastructure, sewer easement, accessibility to the site via automobiles, potential exit/connector created off Highway 166.
2. A fire station located on this site is not likely because Marta wants to partner to create more rider ship and this partnership would not do that.
3. Grocery store does not provide parking downtown.



III. SCHEME B

Major components recognized and suggested by the group:

Brownfield Site:

- Create high density housing on the Northern portion of the Brownfield
- Create an entertainment and commercial development in the center of the Brownfield
- Create a Nature Park on the Southwestern portion of the Brownfield

Transportation Issues:

- Create bicycle paths and multi-purpose trails connecting the Oakland City LCI, proposed parks and Central Business District
- Create gateways into downtown
- Create major intersection recognition at Cleveland and Main Streets

Central Business District:

- Keep Civic and Municipal Buildings downtown
- Preserve the Existing Historic Buildings and Create more density downtown

Other Components:

- Create five parks are included in this scheme: Neighborhood Park
Commercial Park
Natural Park on Brownfield
Downtown Community
Gathering
Place
Center Park landfill
conversion to
Park
- Develop a hotel on the northern tip near Fort McPherson

IV. ISSUES WITH SCHEME B

- 1) The proposed neighborhood park is owned by the Metro Atlanta Postal Workers Union and a 12,000 square foot building is proposed for this site.
- 2) Hotel space is not likely large enough to accommodate development.
- 3) A park on the Brownfield may not be suitable for a developer to have an economic return.

**East Point LCI Core Team Meeting
Public Safety Bldg
November 19, 2004**



Consultants Present:

Dan Cohen, Pond & Company
Michael Hightower, The Collaborative Firm, LLC
Elizabeth McClendon, The Collaborative Firm, LLC
Nicole Brown, The Collaborative Firm, LLC

Core Team Present:

Mayor Patsy Jo Hilliard, East Point City
Natasha Daniels, representing City Manager Lisa Gordon
Scott Pendergrast, MARTA
Brad Calvert, ARC
Kevin Hudson
Marcus Bell

- I. Dan Cohen started the meeting with the welcome and introduction of the consulting team. He informed the team that the results from the Public's Visual Preference Survey Workshop were placed around the room. He explained the results were rated. The Visual Preference Survey was done by The Sizemore Group.
- II. Dan Cohen explained that the purpose of this last Core team meeting was to prioritize redevelopment **focus areas** and finalize the types of **uses** in each.

The **focus areas** for the LCI study area were identified at the Design Charrette as:

1. Central Business District
2. Brownfield Site
3. Tri-City Plaza
4. DeLowe Plaza
5. MARTA Parking Lot

There were five **uses** identified by the market study as needs/desires of the community. They are as follows:

1. Civic
 - Fire Station (10K SF, 30 parking spaces)
 - Municipal Complex (50K SF, 150 parking spaces)
 - Services – Truck Maintenance, Compost, etc. (24 acres)
2. Residential
 - Single Family detached (2004 – 74, 2009 – 372, total – 446)
 - Town Homes/Lofts (2004 – 70, 2009 – 346, total – 416)
 - Apartments(2004 – 54, 2009 – 272, total – 326)
3. Office (2004 – 47.5K SF, 2009 – 195.5K SF, 729 parking spaces)
4. Retail
 - Grocery Store (50K SFT, 250 spaces)
 - Drug/Pharmacy (10K SFT, 50 spaces)



- Shops (55K SFT, 275 spaces)
- Restaurants (35K SFT, 175 spaces)

5. Community

- Gathering Space for community activities/festivals, etc.
- Outdoor Civic Green (200' X 200')
- Recreation/Aquatic Center/ Community Space (50K+, 150 spaces)

The potential development strategies for each of the previous sites were presented to the Core Team members with an analysis of how many of the development strategies were currently allowed under the current development regulations.



Market Analysis

Attached