

**EAST  
POINT**  
G E O R G I A



**CITY OF EAST POINT  
COMPREHENSIVE PLAN UPDATE  
2017**

# Acknowledgements

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**PART I:**  
**DATA & DEMOGRAPHICS**

# Part I: Data & Demographics

## History

East Point, named for its original location as the busy eastern-most terminus of the Atlanta and West Point railroads, was chartered August 10, 1887. From 1820 to 1930, the City grew from an Indian territory with few people to a manufacturing city that housed more than 10,000 people.

Early history shows that East Point was prosperous due to its location on, 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 station located on Main Street.

After the depression, East Point experienced the same type of struggles as any other 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 line the streets and today, these early roots remain an architectural asset for the city.

Like many cities in the 1970s, East Point recognized the need for urban renewal, and adopted a redevelopment plan. In the 1990s the City undertook a master planning process in addition to a variety of other planning efforts. More recent strategies by the city have been directed to supporting declining neighborhoods.<sup>1</sup>

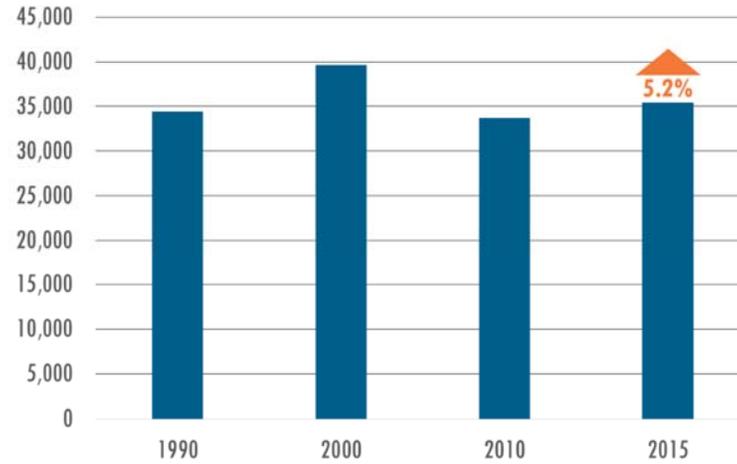


<sup>1</sup>East Point Historical Society, <http://www.eastpoinths.org/>

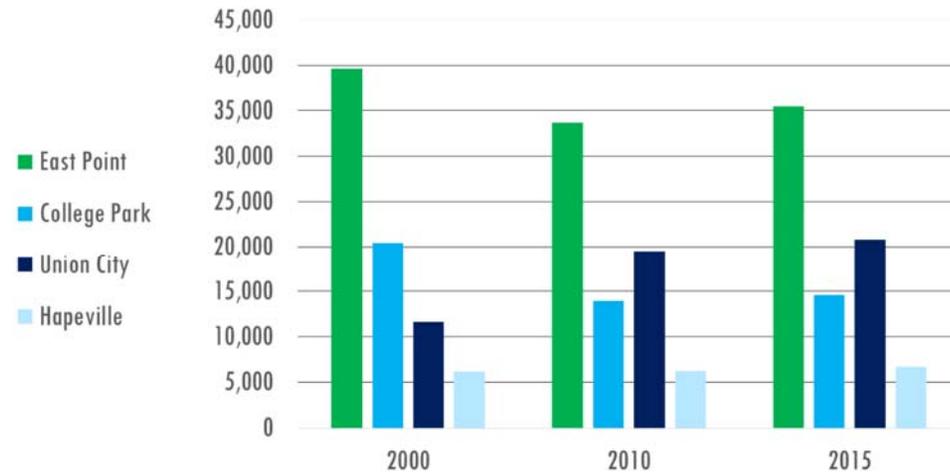
# Population

The population of East Point has not changed significantly over the past few decades. In 1990, the population was 34,450, and increased to its recent maximum of 39,595 in 2000. After a population decrease of 15% between 2000 and 2010, the most recent census estimates show an increase of about 5% to 35,467. As shown, East Point's population is larger than that of the surrounding cities of College Park and Hapeville, but the 2015 Census estimates that all three (3) have experienced a slight population increase.

### Population Change

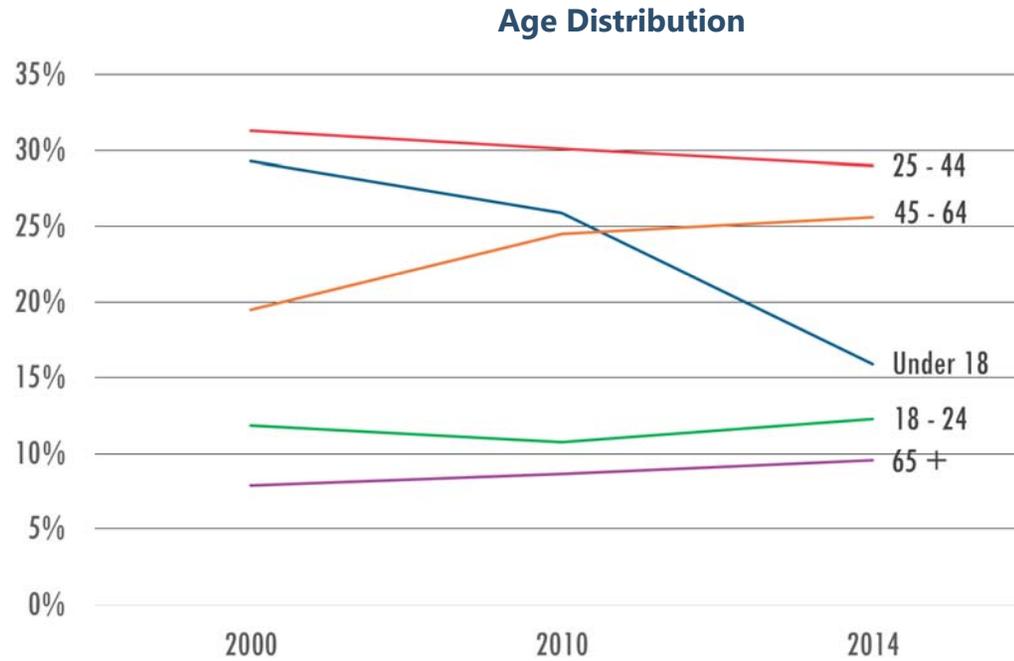


### Population Comparison

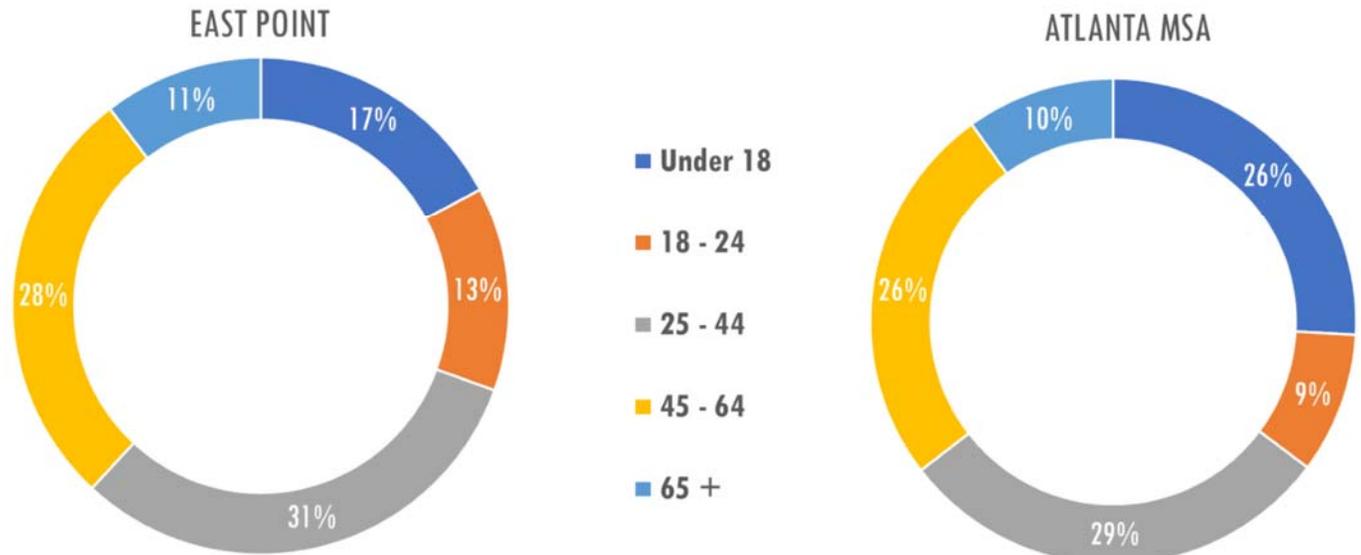


# Age Distribution

This chart demonstrates the changes in proportions of various age groups in East Point between 2000 and 2014. The proportion of individuals under 18 has declined significantly, while the 18-24 and 65+ population has grown modestly. Adults 45-64 have increased significantly over the same period, while the 25-44 aged population has declined. East Point's 2014 age proportions were similar to Metro Atlanta's. (MSA – Metropolitan Statistical Area)

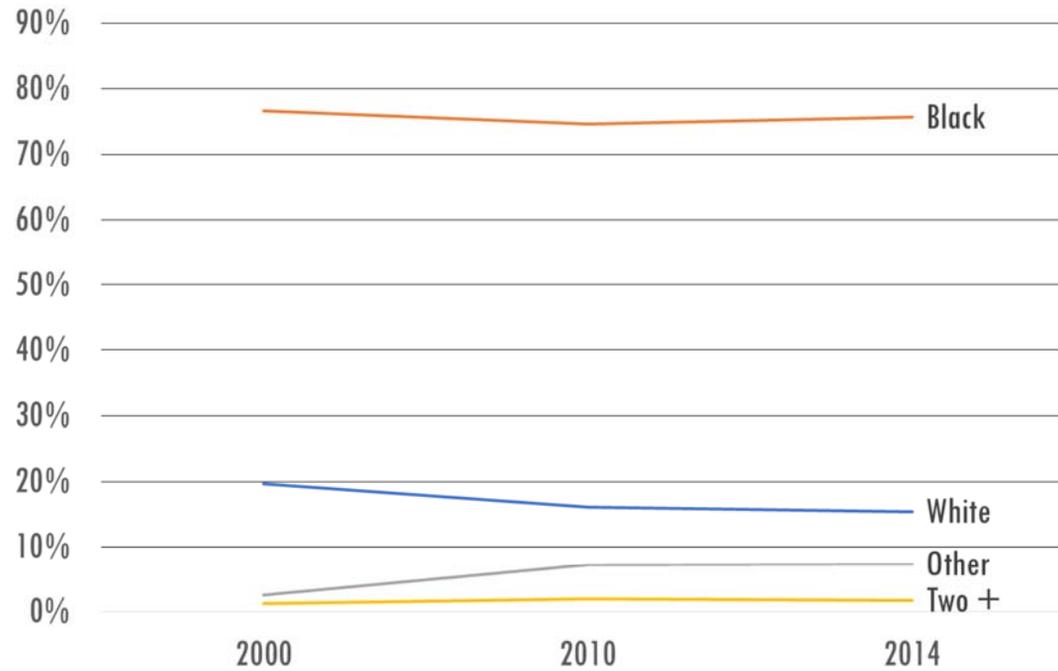


## Age Distribution Comparison



# Race Distribution

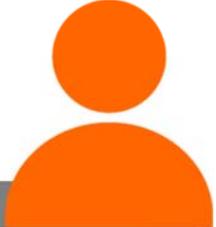
Between the years of 2000 and 2010, the racial distribution of East Point has remained relatively consistent. Census estimates show little change in 2014. There has been a modest increase in residents who identify as American Indian, Asian or Pacific Islander, while other groups have remained flat. The chart below shows that in 2010, the racial distribution of East Point, GA was significantly different than that of Metro Atlanta as a whole.



## Race Distribution 2000 to 2014

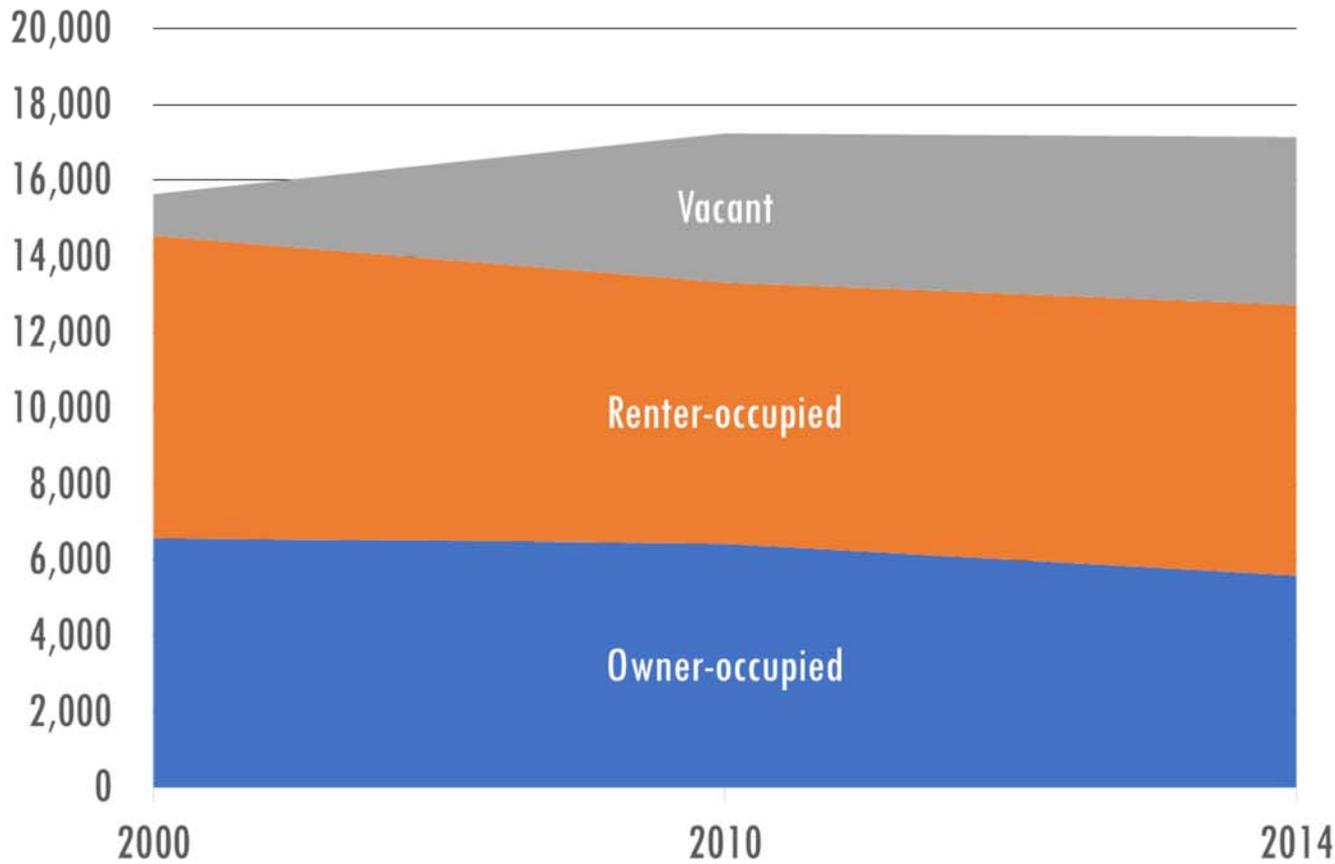


2010 Race Distribution Comparison

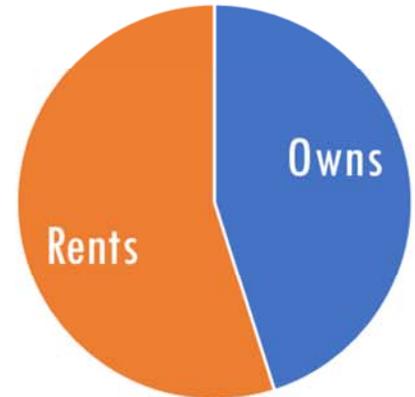


# Housing Tenure

The total number of housing units (rental and owner) within East Point increased by 10% from 15,637 in 2000 to 17,225 in 2010. According to Census estimates, this number decreased only slightly by 2014. The number of vacant units increased from 2000 to 2010. Looking at the population, not the actual units, the 2010 Census reported that slightly over half of East Point's population rented.

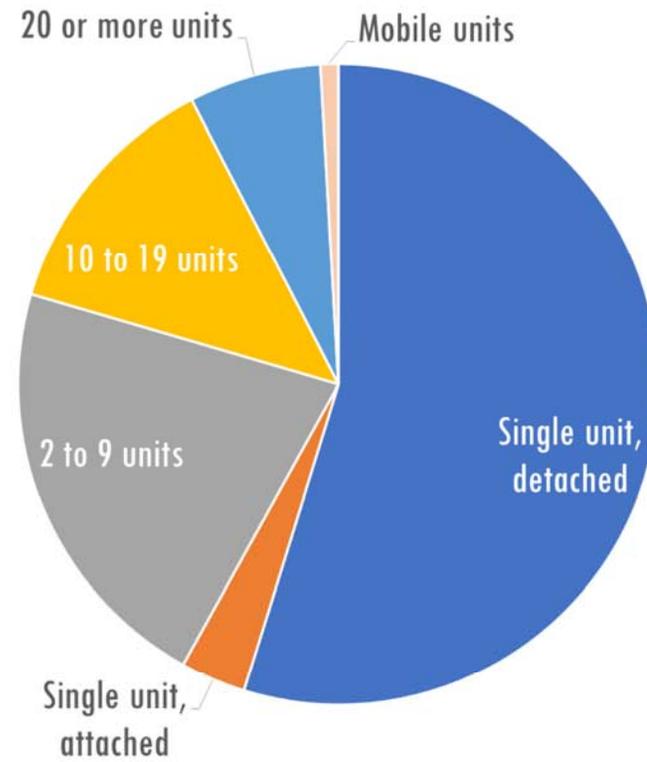


### Tenure by Population



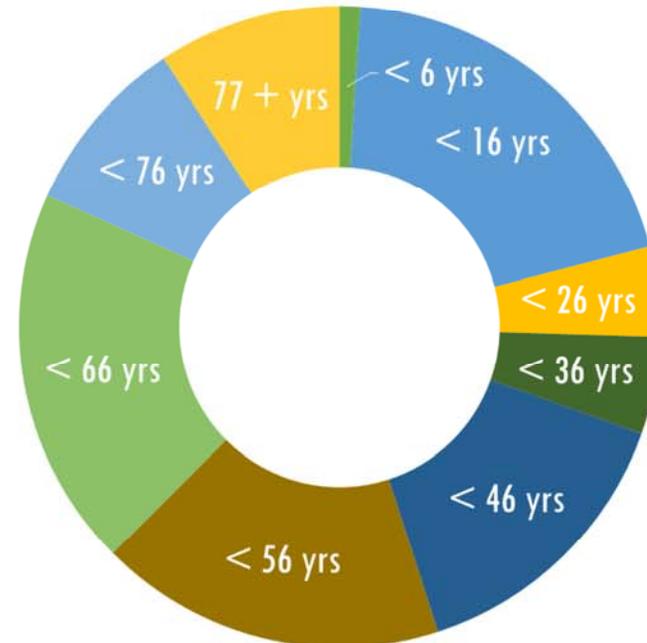
## Type

This chart describes the proportion of housing units in East Point by number of units per structure. The majority of homes are single-family, detached, but small apartment/condominium buildings are also prevalent.



## Age

This chart describes the proportion of housing units in East Point by age of unit. Many housing units in the city were built between 2000 and 2016, however, a large proportion of older dwellings persist.



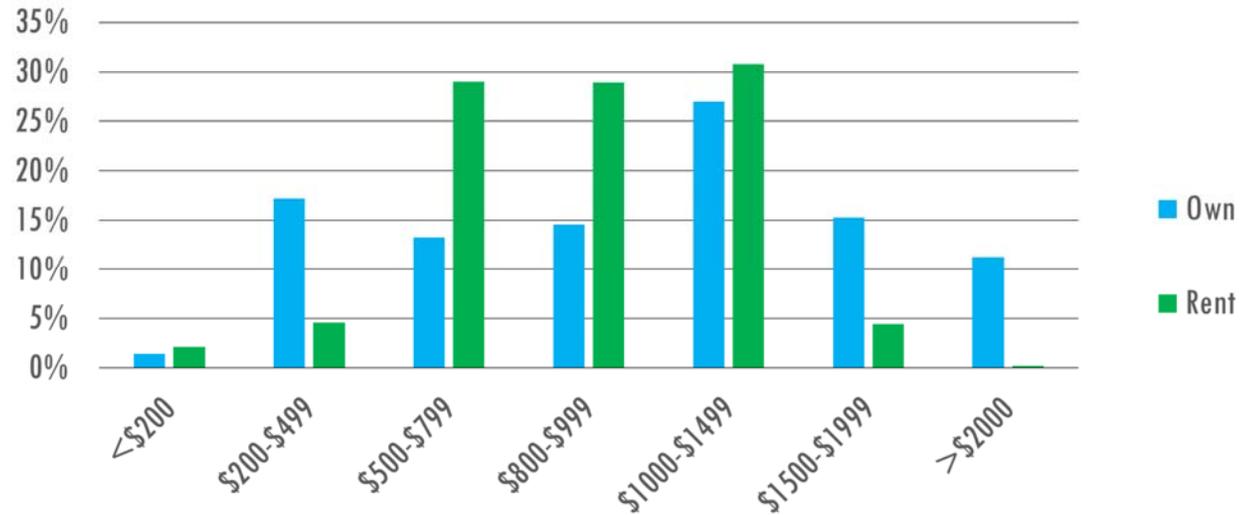
## Household Income Distribution by Tenure

This chart describes the distribution of median household income by tenure. Households earning less than \$25k per year occupy a large proportion of rental units.



## Monthly Housing Cost: Rent vs. Own

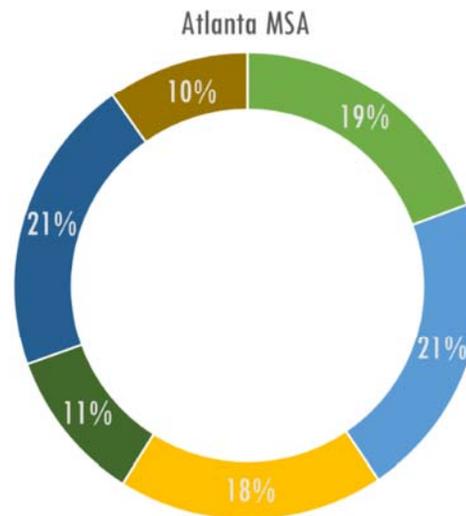
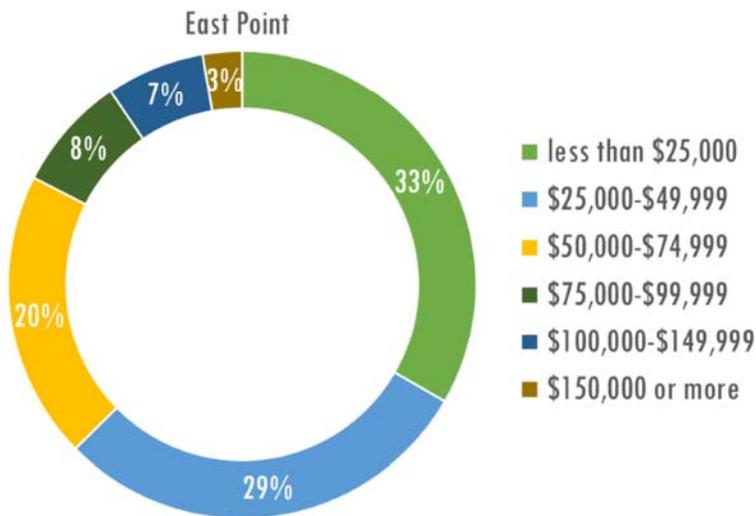
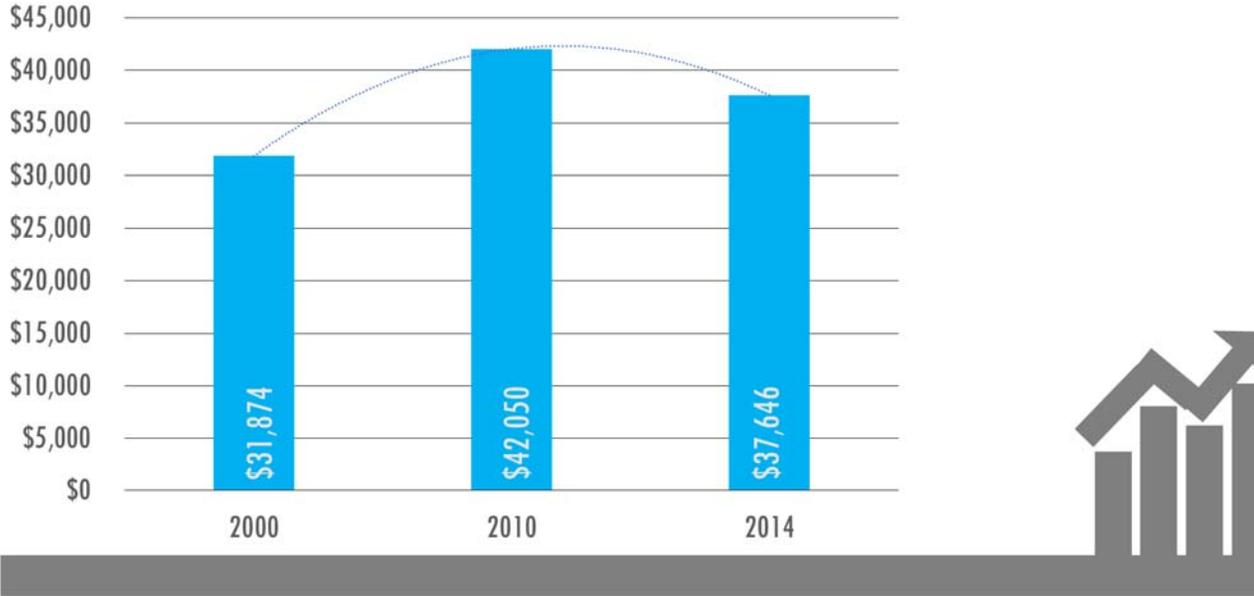
A vast majority of renters spend between \$500 and \$1,500 on housing costs each month, while housing costs for homeowners are more evenly distributed. The largest percentage of homeowners spend between \$1,000 and \$1,499 on housing costs monthly.



# Economic Trends

## Median Household Income

The Median Household Income has increased since 2000, but is estimated to have decreased since its peak in 2010. Compared to the Atlanta MSA (10 county Metropolitan Statistical Area/Metro Atlanta) the city's Median Household Income has historically been slightly lower.

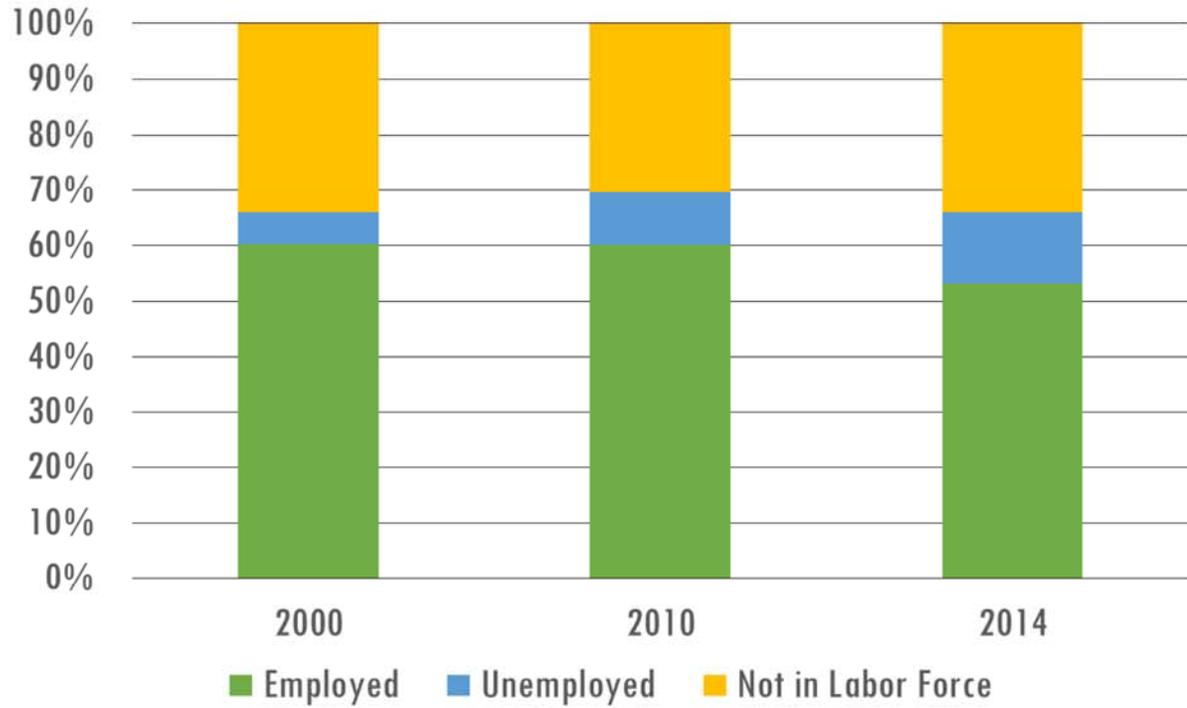


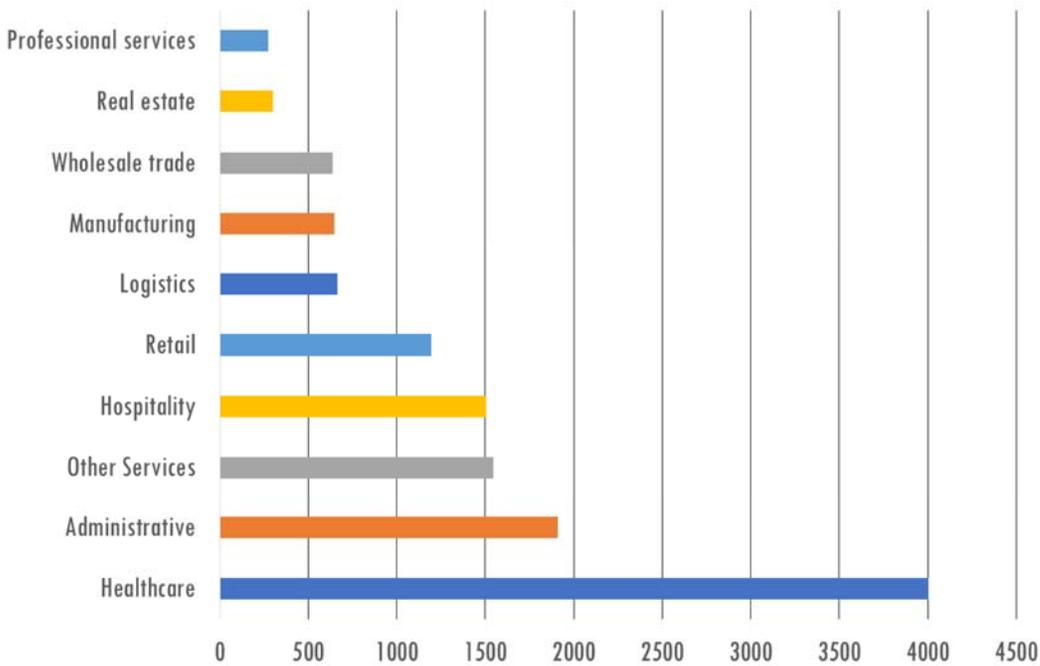
### Median Household Income Distribution

Census estimates for 2014 show the majority of East Point's households earning between \$25,000 to \$50,000 and less than \$25,000. The city's incomes tend to be lower than the Atlanta MSA.

## Resident Employment Status

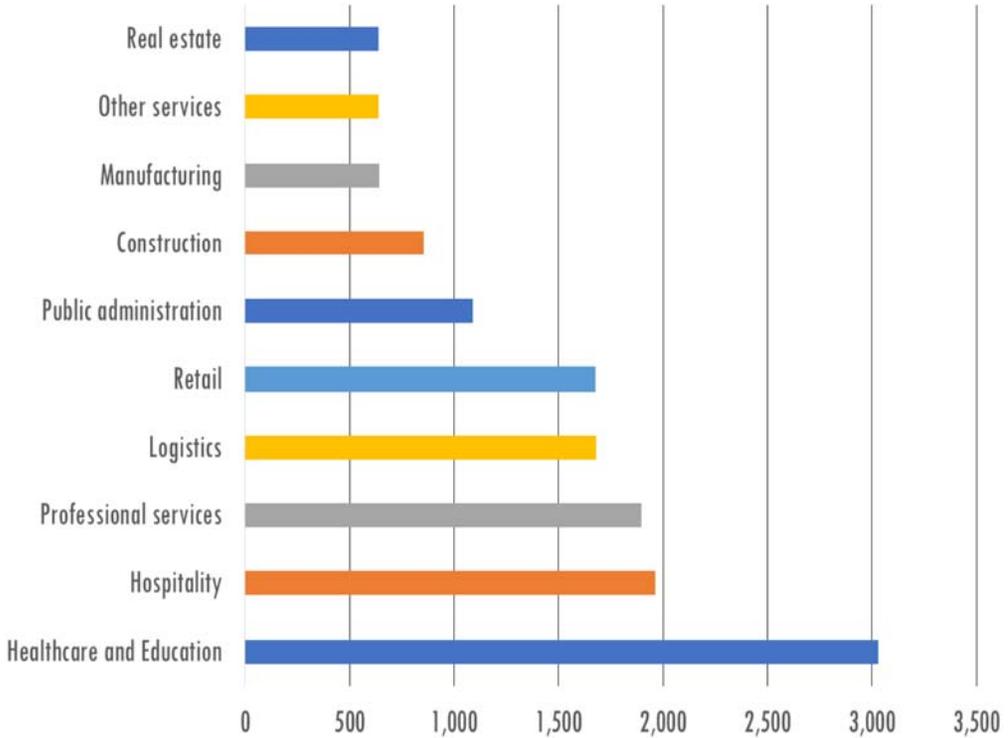
East Point's unemployment rate was 5.8% in 2000, rose to 9.5% in 2010, and according to estimates, rose again to 12.9% for 2014.





### Work Place Characteristics - What jobs exist within East Point?

Workplace Area Characteristics describe the jobs that exist within the city of East Point. The largest industry is Healthcare, followed by Administrative and Other Services.



### Work Place Characteristics - In what industries do East Point residents work?

Workplace Area Characteristics describe the jobs that exist within the city of East Point. The largest industry is Healthcare, followed by Administrative and Other Services.

# Transportation

## Work Commutes

The number of people who commute into East Point to work is close to the number of East Point residents who commute out. A small number of residents live and work within the city.

Commute In to East Point:

12,246



Commute Out of East Point:

11,913

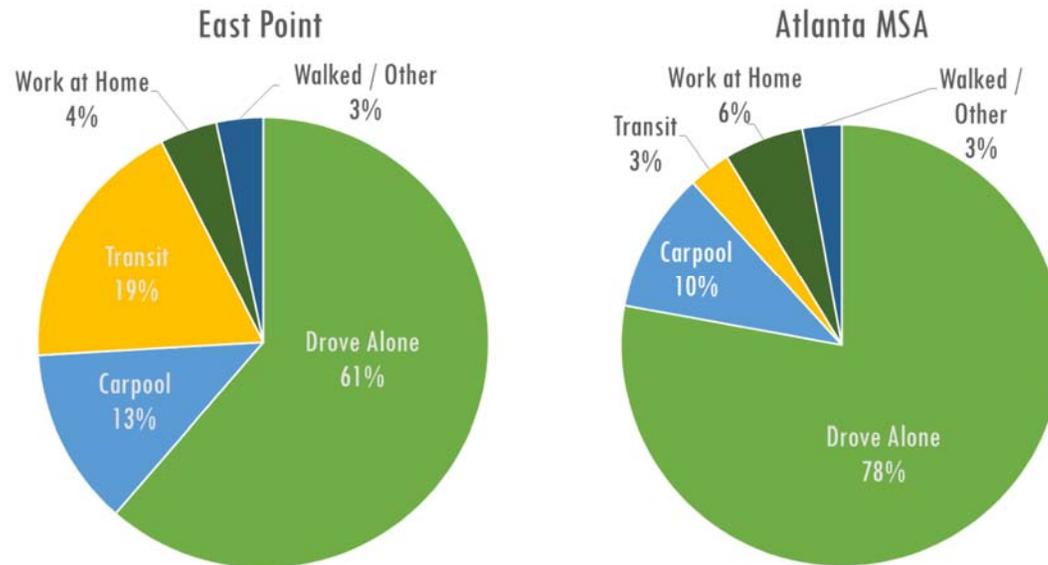
Live and Work In East Point:

587



## Mode of Transportation

The modes of transportation used by East Point residents is similar to the modes of transportation used by Atlanta MSA residents except for transit; East Point resident's use transit more significantly. The presence of the East Point MARTA station is likely a contributor to this difference.





**PART 2:**  
**COMMUNITY ENGAGEMENT**

# Part 2: Community Engagement

The public engagement process included several techniques and opportunities for meaningful input. The input was used to guide the update and build upon the goals, needs and policies of the 2012 Comprehensive Plan. A Stakeholder committee was established including citizens and elected officials. The committee helped to review the development of the plan. Two rounds public meetings were held during the plan process.

<b>February 20</b>	<b>March 21</b>	<b>March 23</b>	<b>April 13</b>	<b>June 27</b>	<b>September 6</b>	<b>October</b>
<b>City Council Comprehensive Plan Kick Off</b>	<b>Round 1 Public Meeting</b>	<b>Round 1 Public Meeting</b>	<b>Round 1 Public Meeting</b>	<b>Round 2 Public Meeting</b>	<b>Steering Committee Meeting</b>	<b>City Council Transmittal Hearing</b>

## City Council Kick-Off

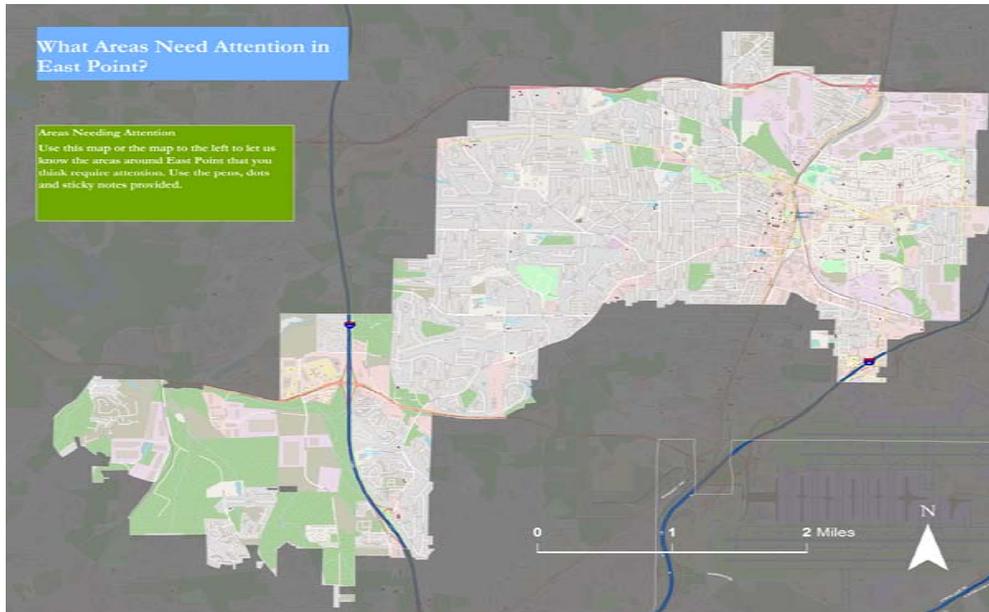
On Monday, February 20, 2017, the Comprehensive Plan Update was presented to East Point City Council and attending citizens. The plan update process and upcoming opportunities for participation was presented followed by questions from the council.

## Public Meetings Round 1

### Activities

- **Tell Us Where You Are From** – Dots were placed on residents or business for a sense of the geographic representation from throughout the community.
- **Data and Demographics** – Information was presented as a snapshot of current population, housing, income and employment characteristics. Trends from the past and future were also included.
- **Areas in Need of Attention Map Exercise** – This activity was used to identify areas of special attention within the community.

- **Issues & Opportunities** – Listed Issues & Opportunities from the 2012 Comprehensive Plan were ranked for relevancy in 2017. Participants were also asked to identify new issues that they thought needed to be added.



**ISSUES & OPPORTUNITIES PREVIOUS / 2012 COMPREHENSIVE PLAN**

Listed are Issues & Opportunities from the 2012 Comprehensive Plan. To help us identify & update the issues for this plan, use a DOT to tick on the issues that are STILL RELEVANT & the issues that are LESS RELEVANT to East Point today.

STILL Relevant Today	LESS Relevant Today
<b>Land Use &amp; Economic Development</b>	
19	
14	
6	
6	2
6	
2	4
7	2
4	1
9	
5	2
5	3
4	1

**ISSUES & OPPORTUNITIES PREVIOUS / 2012 COMPREHENSIVE PLAN**

Listed are Issues & Opportunities from the 2012 Comprehensive Plan. To help us identify & update the issues for this plan, use a DOT to tick on the issues that are STILL RELEVANT & the issues that are LESS RELEVANT to East Point today.

STILL Relevant Today	LESS Relevant Today
<b>Natural &amp; Cultural Resources</b>	
14	
9	
10	
11	
10	
<b>Population &amp; Housing</b>	
12	
5	4
4	6
6	5
8	1
11	
10	

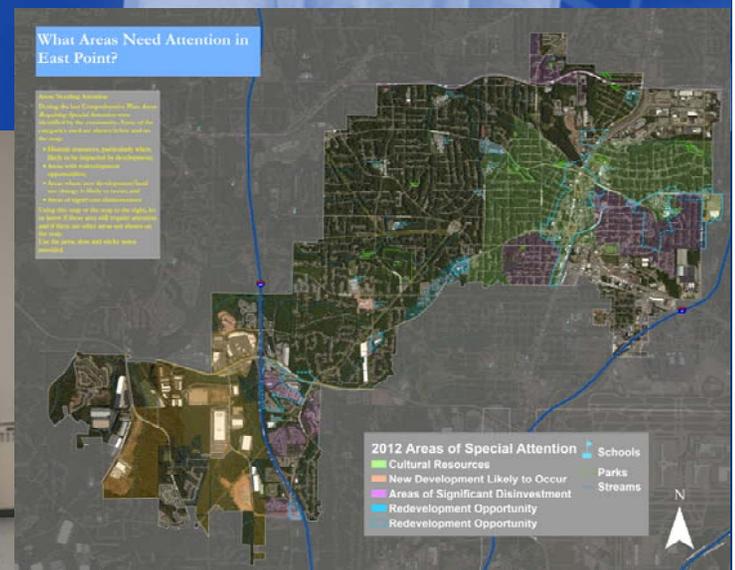
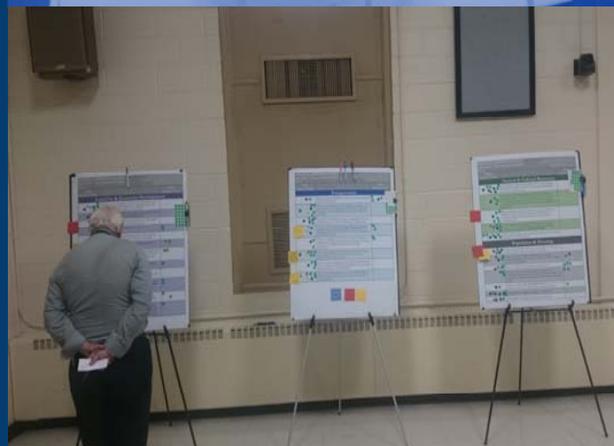
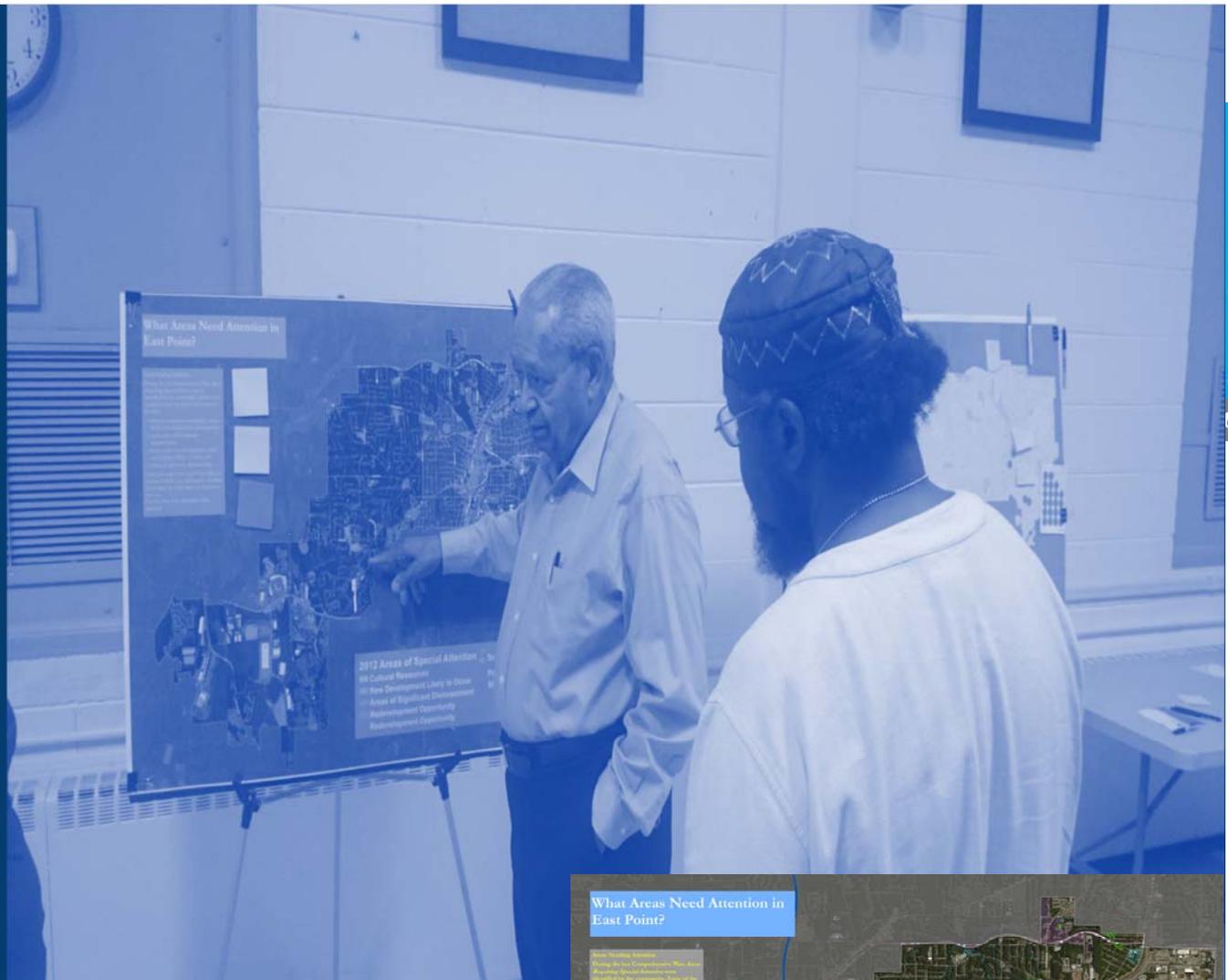
## Findings

- Most of the Issues & Opportunities identified in the 2012 Comprehensive Plan remained important to the meeting participants.
- When shown a map of the city to identify areas that are most in need of attention the following areas were identified:
  - Downtown
  - Willingham Drive Industrial Corridor
  - Camp Creek Market Place
  - Washington road Corridor
- Several pedestrian safety and park access issues were raised with the single-family residential areas west of downtown.
- A large number of participants' agreed that growth opportunities around the Virginia Avenue corridor was less relevant issue.
- More Public Art,
- Access to and traffic congestion around Camp Creek Market-place
- The city should focus on small/local business development.



## Findings (Continued)

- Housing Choices
  - Participants commented and indicated through the issues selection process the need for:
    - The city to attract younger families and professionals.
    - Increase the diversity housing options
    - Larger single-family homes
  - There was less support for more affordable housing
  - Not all participants were in support of “higher-end” apartments.
- More sidewalks / Better streetscapes
- Increase the number of bike paths and pedestrian trails
- Improve and capitalize in the downtown rail pedestrian bridge as an asset and as an accessibility option for residential neighborhoods east of downtown.
- Better retail options
- Change the uses along the Willingham Drive corridor to allow for more retail and residential uses.



# Public Meetings Round 2

## Activities

- **Tell Us Where You Are From** – Residents and Employees placed dots on a map for a sense of the geographic representation from throughout the community.
- **Land Use Patterns** – Participants provided feedback on the 2012 Future Development Map and corresponding Character Area's. Staff recorded ideas/feedback about character area goals, uses that should be included or excluded, preferred building types and scale, or potential changes to the boundaries of a character area.
- **Building Scale & Form** – Participants indicated the desired type and height of buildings for areas where redevelopment might occur. Staff used building scale renderings and Legos for these exercises.
- **Recent Development Update** - View some of the recent development and infrastructure projects planned or under way in East Point.





## Findings

### Land Use Pattern Comments

Frequent comments for all Residential, Commercial & Mixed Use Centers

- Sidewalks
- Greenspace
- PATH Trails / Separated Bike lanes/ path
- More grocery and retail options
- Address the numerous abandoned/dilapidated houses

### *Suburban Residential*

- Improve Washington Rd/Ben Hill Road intersection (dangerous)

### Traditional Urban Neighborhood

- Better policing of traffic for pedestrians
- More parks
- More landscaping around East Point Gateways
- Do not revise zoning for non-conforming multi-family
- No more multi-family

### Town Center 1: Downtown

- Need more restaurants
- Complete streets (separated bike lanes, pedestrian walkways)
- Green infrastructure to manage storm water (rain gardens, vegetated swales, curb cuts, more trees)
- When downtown is redeveloped, a park or greenspace would be a nice addition for events
- Street trees to promote walking to MARTA

### Town Center 3 : Willingham Warehouse District

- Include live/work, brewery/distillery, agriculture, restaurant, sidewalks!
- Pocket park
- Urban agriculture/grow houses
- Cultural and small retail space

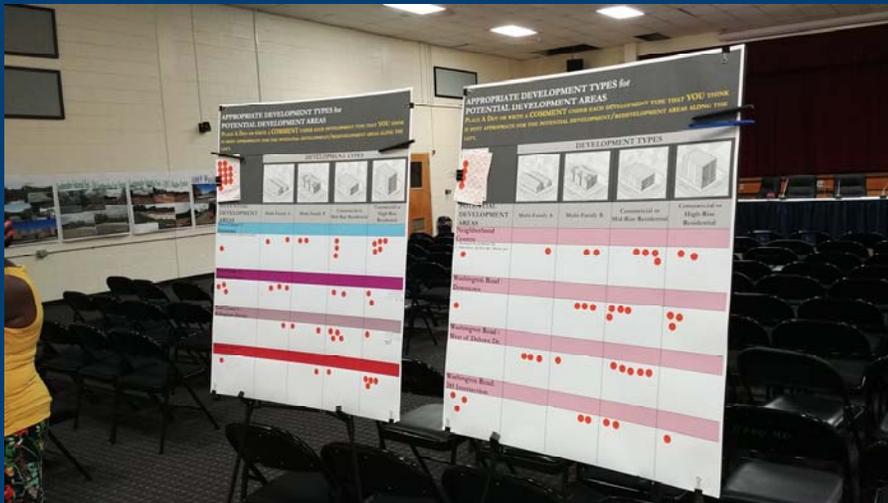
### Commercial Corridor

- Improve retail opportunities for the entire Washington Rd area –
- Address multiple empty/abandoned homes/businesses
- Concern over retail options and pedestrian facilities along Washington road Corridor

## Building Scale & Form

### Development Types

- When asked about which development types, of different forms and massing, would be appropriate for certain Future Development Map Character Areas, the major findings were as follows:
  - Mid-rise multi-family with greater setbacks and mid-rise commercial/or residential buildings with smaller setbacks was preferred for most Neighborhood Centers.
  - Mid-rise commercial/or residential with smaller setbacks was preferred all Town Centers.
  - For Town Center 1: Downtown & Regional Center, the high-rise commercial/ or residential with the smaller setback was a higher preference.
- The Lego exercise allowed participants to express the height and level of vertical mixed use preferred for key certain Future Development Map Character Areas. Mid-rise mixed use appeared to be acceptable for all areas, while the Regional Center appeared to be the place where the most intense commercial development was preferred.



## Previous Plans & Major Projects

Since the adoption of the 2012 Comprehensive Plan, East Point has conducted or participated in several local and regional planning efforts that help to address some of the needs identified in this plan. Most of these plans included community input during their development. In addition, they often concluded with policy recommendations and in some cases, implementable projects. The input, policies, and projects from these plans will serve as supplemental information for the Community Goals and Community Work Program Sections of this plan. In addition, the city has also completed or initiated some major infrastructure projects that also address identified needs and fulfill several goals. Below is a summary of the major previous plans and projects that have been completed or initiated since 2012.

### Fulton County Consolidated Plan 2015-2019

Fulton County Housing and Community Development Department is the recipient of three annual entitlement grants from HUD which are the CDBG; HOME and ESG. CDBG, HOME and ESG funds will be used to serve low-to-moderate income individuals and/or families in Fulton County including East Point. Fulton County's 5-year Consolidated Plan for FY 2015-2019 primarily identifies and addresses HUD's 3 priority goals: decent housing, suitable living environment and providing economic opportunity. The County's ability to attain these goals using CDBG, HOME and ESG funds can be identified through the following performance measures:

**Decent Housing:** The provision of decent housing assists both the homeless and persons at risk of becoming homeless in obtaining housing, retains the existing units in the housing stock; increases the availability of permanent housing in standard condition and at affordable costs to low- and moderate income families. Decent housing also increases the supply of supportive housing with services needed to enable persons with special needs to live independently and provides affordable housing to low-to- moderate income persons which are accessible to job opportunities.

**Suitable Living Environment:** The provision of a suitable living environment improves the safety and livability of neighborhoods, increases access to quality public and private facilities and services; reduces the isolation of income groups within a community or geographical area by offering housing opportunities for persons of lower income and revitalizes deteriorating or deteriorated neighborhoods; restores, enhances, and preserves natural and physical features of special value for historic, architectural or aesthetic reasons; and conserves energy resources.

**Provide Economic Opportunity:** The provision of expanded economic opportunities creates and retains jobs; establishes, stabilizes, and expands small businesses; provides jobs to low income persons; makes available mortgage financing for low income persons at reasonable rates using nondiscriminatory lending practices, provides access to capital and credit for development activities that promote the long-term economic and social viability of the community; and provides empowerment and self-sufficiency opportunities for low income persons to reduce generational poverty in federally-assisted public housing.

\* Refer to the Fulton County Consolidated Plan full report for plans Needs Assessment, Evaluation of past performance and information on the citizen participation process.

## South Fulton Comprehensive Transportation Plan

Completed in 2013, the South Fulton Comprehensive Transportation Plan (CTP) is the guiding document for transportation improvements for the County and Cities in South Fulton County, Georgia. The study area of the plan included parts of unincorporated Fulton County and the Cities of Chattahoochee Hills, College Park, East Point, Fairburn, Hapeville, Palmetto, and Union City. The East Point section included local conditions, needs and recommendations. Input from the 2012 Comprehensive Plan was used during the development of the South Fulton CTP. The recommendations in the CTP accounted for East Point's future land use patterns and made financially constrained transportation project recommendations to reflect anticipated future development. It outlined specific prioritized actions, policies, and projects. Recommendations included short-term (5 year), mid-term (10 year), and long-term (20 years) strategies. The plan included three major elements, Existing Conditions Report, Needs Assessment and Recommendations.

### Needs Assessment

The Needs Assessment determined the transportation needs of South Fulton County based on population and employment projections, land use plans, market conditions and transportation modeling scenarios. The result is an assessment of roadway, pedestrian, bicycle and transit needs for South Fulton County, including East Point.

### Roadway Capacity Needs

- Camp Creek Parkway
- Washington Road – near I-285 and Camp Creek Marketplace
- State Route 166/Langford Parkway
- Sylvan Road from SR 166 south to I-85

### Bike/Pedestrian Needs

- Lack of dedicated bike paths, multi-use trails within East Point and connecting to trails outside of the city
- East Point has significant sidewalk coverage, but many facilities are in need of repair and/or improved streetscapes.

## Recommendations Report

Based on stakeholder input and the previous two report sections, the Recommendations Report included prioritized list of regional and local transportation project recommendations. South Fulton County and its jurisdictions, including East Point, use this report as a guide and framework for prioritizing transportation projects. Recommended projects were broken down into three categories based on three timeframes for funding:

- Short Term - 2014 to 2019
- Mid Term - 2020 to 2025
- Long Term - 2025 to 2040

### Where Main Street Meets Metro: Designing a Walkable East Point

Completed by the Walkable and Livable Communities Institute (WALC) in partnership with the Atlanta Regional Commission, Centers for Disease Control and Prevention, and the Fulton County Department of Health and Wellness Partnerships to Improve Community Health program (PICH), the 2-day workshop and report studied walkability/pedestrian challenges found within East Point. The process concluded with a set of Community Goals and Priorities as well as a set of recommendation as follows:

- Downtown East Point (Existing Conditions)
- Downtown East Point (Short-Term)
- Downtown East Point (Mid-Range)
- Downtown East Point (Long-Term)
- Washington Road (Existing Conditions)
- Washington Road (Short-Term and Mid-Range)

### Georgia Tech Sidewalk and Ramp Condition Data Collection and Analysis/ Project Prioritization Memo

Completed by the Georgia Institute of Technology School of Civil and Environmental Engineering, this two part process served as a follow-up and more detailed study from the WALC process. The report outlined federal transportation network (including sidewalks) accessibility design standards and guidelines. These federal standards defined



the parameters used to determine the compliance and conditions of sidewalks and curb ramps. Next, the report quantified and mapped sidewalk and curb ramp conditions. Finally, the Project Prioritization Memo identified and prioritized sidewalk segments within East Point by physical condition.

## Fulton County TSPLOST

During the 2016 Legislative Session, the Georgia Legislature passed Senate Bill 369 (SB 369) authorizing counties to consider a Special Purpose Local Option Sales Tax for transportation purposes (TSPLOST). On November 8, 2016, Fulton County residents voted to approve a 0.75-cent sales tax for transportation purposes. The funding is to be generated from within Fulton County, outside of the City of Atlanta and included the City of East Point. The sales tax started on April 1, 2017 & will last no more than 5 years.

### East Point T-SPLOST Projects as of June 2017:

Combined Project Number	Project Number	Project	Tier	Proposed Construction Start Date	Current Status
<b>Maintenance and Safety Enhancements Projects</b>					
<i>Projects provide resurfacing of existing streets, replacement of existing broken sections of curb and gutter and header curb, repairing broken catch basins.</i>					
EP-001	EP-130	Willingham Drive (City Limits to Main Street\ SR 14)	1	Fall 2017	Design Completed/Preparing Bid
	EP-112	Bobby Brown Parkway (Airport Loop Rd to Willingham Dr)	1	Fall 2017	Design Completed/Preparing Bid
	EP-122	Norman Berry Drive (Virginia Av to Bobby Brown Pkwy)	1	Fall 2017	Design Completed/Preparing Bid
EP-002	EP-131	Arrowood Drive (Dodson Dr to East Point City Limits)	1	August 2017	Out to Bid
	EP-149	Tyewood Lane (Branchwood Dr to Arrowood Dr)	1	August 2017	Out to Bid
	EP-150	Waleska Way (Arrowood Dr to Dodson Dr)	1	August 2017	Out to Bid
	EP-123	Oakleigh Drive Corridor (Sylvan Rd to Lawrence St)	1	Fall 2017	Design Completed/Preparing Bid
<b>Pedestrian / Bike Improvements Projects</b>					
<i>Projects provide installation of sidewalks, curb ramps, pedestrian and bike striping, and improving ADA accessibility.</i>					
	EP-176	Ben Hill Road (Dodson Drive to Dobbs Way)	1	TBD	Concept Design
	EP-179	Delowe Drive Sidewalks - Phase 2 (Washington Rd to S.R.166)	1	Fall 2017	Preparing Bid Documents
	EP-178	Headland Drive Sidewalks – Phase 2 (City Limits to Kimmeridge Drive)	1	Fall 2017	Preparing Bid Documents
	EP-177	Washington Road (I-285 to Delowe Dr) - [Engineering Phase]	1	TBD	Conceptual Design
<b>Operations and Safety Projects</b>					
<i>Projects provide local intersection and traffic operations upgrades throughout the city.</i>					
	EP-181	Washington Road @ Camp Creek Parkway Intersection Improvements	1	TBD	Conceptual Design
	EP-182	Ale Circle @ Washington Road Intersection Improvements [Engineering Phase]	1	TBD	Conceptual Design
<b>Quick Response Projects</b>					
<i>Projects provide spot improvements throughout the city.</i>					
EP-002	EP-184-01	Branchwood Drive Resurfacing	~	August 2017	Out to Bid

## Fulton County Transit Master Plan

\*This plan was still underway at the completion of this Comprehensive Plan.

Following the 2016 0.75-cent sales tax /TSPLOST effort, the Mayors of the 14 Cities outside of Atlanta and the Fulton County Commission affirmed that a plan was needed to determine potential expansion of transit services in Fulton County. The Mayors and County approached the Atlanta Regional Commission to help fund and manage the study in collaboration with MARTA, Fulton County, and the 14 participating cities. The Fulton County Transit Master Plan will include a review of each City's community and economic development strategies, an analysis of existing transit services and needs, and the development of a financial model to determine the potential for expanded transit services within Fulton County.

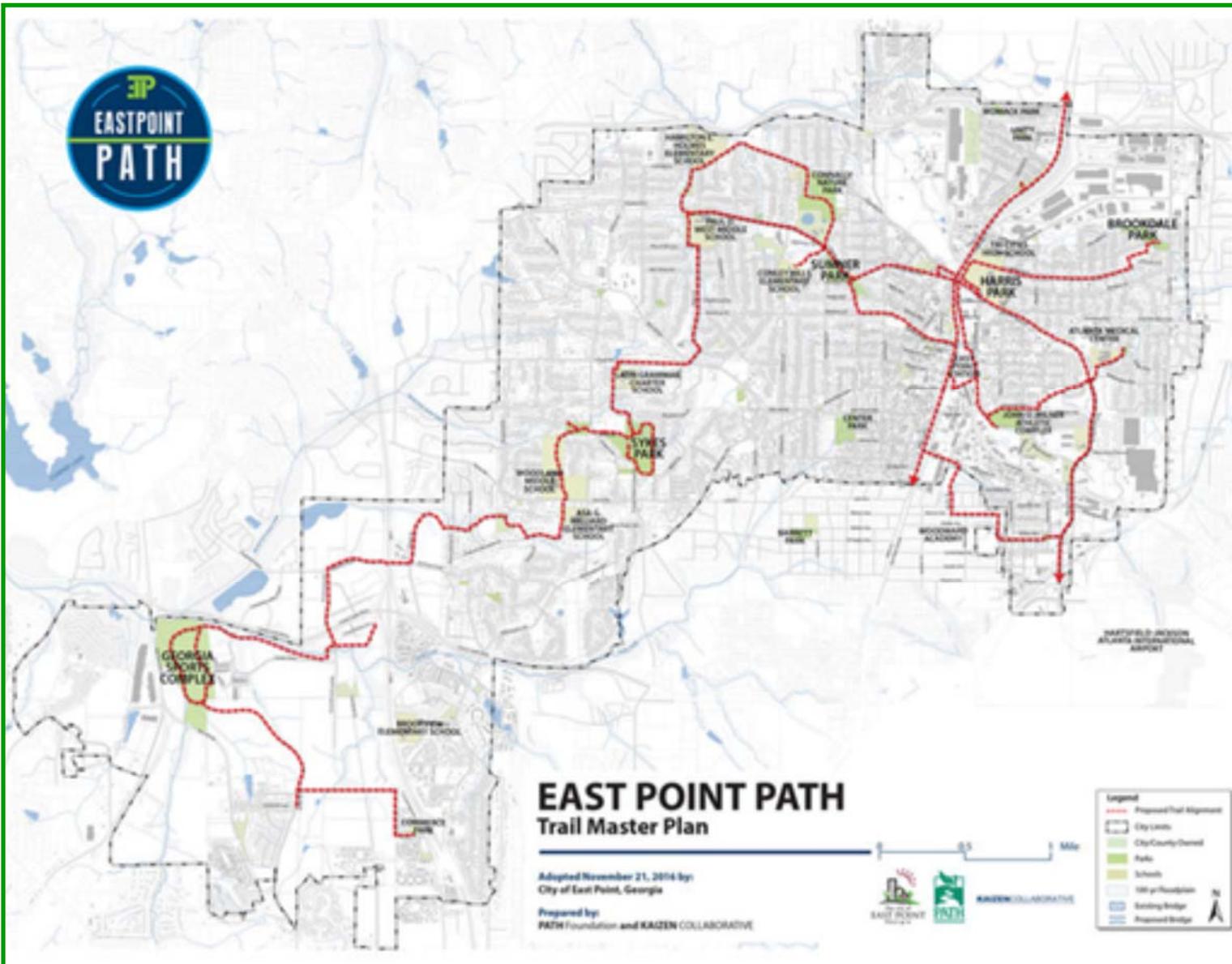


## East Point PATH Trail System Master Plan & Implementation Strategy

The East Point PATH identified 24.5 miles of bicycle and pedestrian trail connectivity opportunities primarily within the city limits of East Point. The plan achieves the goal of connecting the downtown business district, city parks, neighborhoods, major visitor areas and employment centers identified in the initial planning meetings.

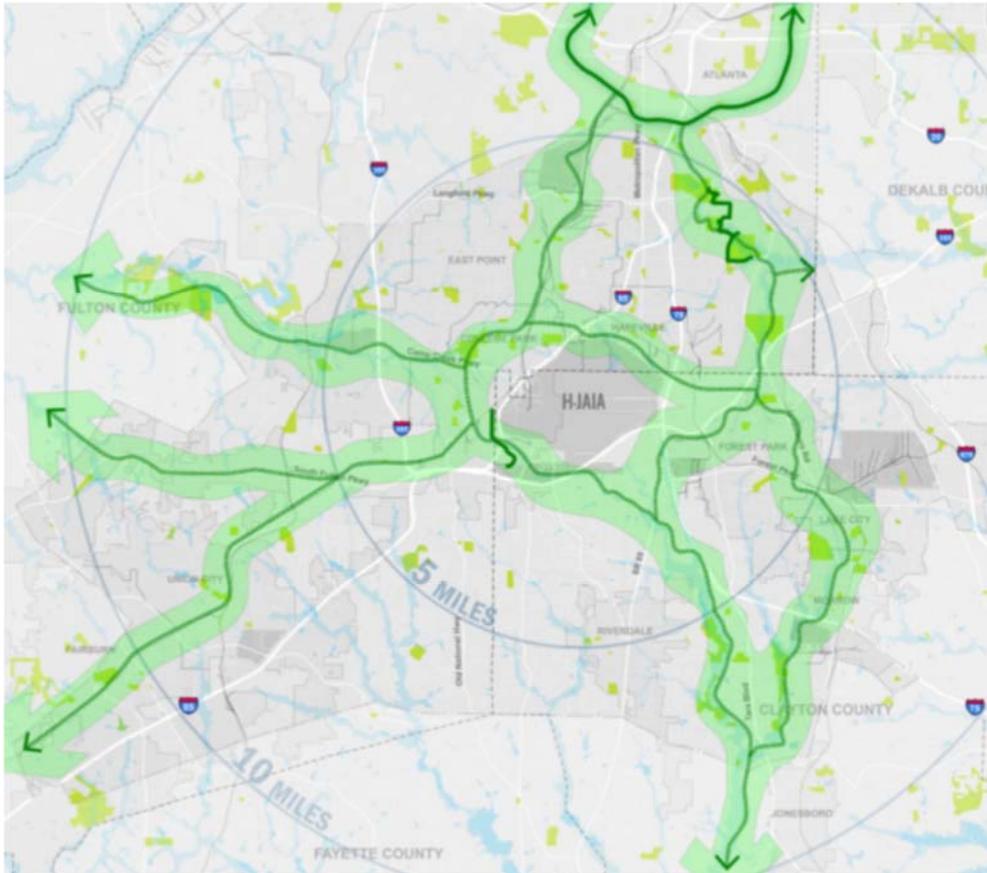
For implementation, the proposed PATH trail system is divided into 16 trail segments. The plan includes of summary of each segment including:

- Overview of existing conditions
- Segment opportunities & benefits
- Potential obstacles
- Estimated cost



## AeroATL Greenway Plan

In early 2017, the Aerotropolis Atlanta Community Improvement Districts (AACIDs) was awarded a grant from the Atlanta Regional Commission (ARC) to complete the AeroATL Greenway Plan. When complete, the AeroATL Greenway Plan will be a comprehensive trail master plan for the Aerotropolis area, connecting the communities around Hartsfield-Jackson Atlanta International Airport (H-JAIA). Each of the partners (Aerotropolis Atlanta Alliance, Aerotropolis Atlanta CIDs, College Park, Clayton County, East Point, Forest Park, Fulton County, Hapeville, and H-JAIA) have identified a need for a greenway plan through the Aerotropolis Atlanta Alliance Blueprint, approved in 2016. In addition to the ARC grant, each of the local partners have contributed funds toward the study. The AeroATL Greenway Plan will build on the greenway idea proposed in Aerotropolis Atlanta Alliance Blueprint, considering existing trails, topography, key connection points and best practices. A significant amount of public input will be sought to complement the technical work. The conclusion of this study should integrate with the East Point PATH Trail Master Plan.

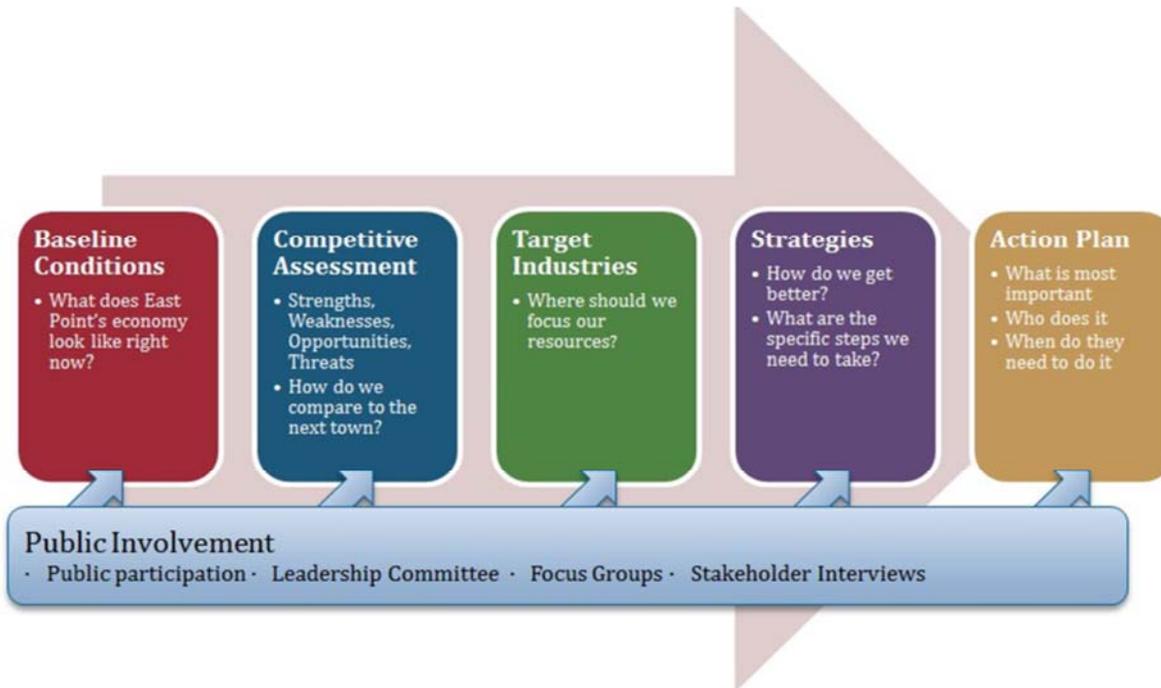


## City of East Point Strategic Economic Development Plan (SEDP)

An economic development guide for the City of East Point from (2012-2022) addressed the following issues:

1. Stimulating growth in the commercial, industrial and residential sectors;
2. Encouraging expansion of East Point's economy and job base;
3. Retail displacement and vacancy trends;
4. Strategies to improve and reduce vacancies in the retail, industrial and office sectors;
5. Identification and development of incentive strategies to create a more viable and competitive business environment; and
6. Make East Point a better place to live and work for its citizens and businesses.

### Plan Elements<sup>2</sup>



<sup>2</sup> City of East Point Strategic Economic Development Plan, October 2012

Below is a summary of the S.W.O.T. Analysis conducted during the SEDP.

**S.W.O.T. Analysis Summary**

S.W.O.T.	Emerging Themes	Possible Responses
<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Location</li> <li>• Strong Region</li> <li>• Strong Industrial Base</li> <li>• Strong Neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>• Capitalize on base of existing industries</li> <li>• Neighborhoods offer important &amp; affordable quality of life amenity</li> <li>• Maximize workforce incentives</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>• Pop. &amp; job loss</li> <li>• Governmental conflicts</li> <li>• Business climate</li> <li>• City lacks business friendly reputation</li> </ul>	<ul style="list-style-type: none"> <li>• Maximize efforts to stabilize housing stock and neighborhoods</li> <li>• “Turn the page” and redefine city’s image:</li> <li>• Business-friendly environment</li> <li>• Getting to “Yes” vs. “No”</li> <li>• Target downtown revitalization</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Airport</li> <li>• Grow existing industries</li> <li>• Capture more of regional pop. and job growth</li> </ul>	<ul style="list-style-type: none"> <li>• Support Camp Creek-area assets</li> <li>• Capitalize on MARTA TOD initiatives</li> <li>• Re-invigorate hospitality marketing &amp; amenities</li> <li>• Concentrate on retention and expansion of existing businesses</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Declining revenue &amp; resources</li> <li>• Outside competition</li> <li>• Political strife</li> <li>• Continued job loss</li> </ul>	<ul style="list-style-type: none"> <li>• Market East Point’s affordable neighborhoods</li> <li>• Partnership with South Fulton Medical Ctr.</li> <li>• Protect Camp Creek asset by addressing congestion issues</li> <li>• Increase local capture of retail spending</li> </ul>

## Target Industry Analysis

Based on the SEDP's baseline conditions and Competitive Assessment, target industries were recommended for the East Point's economic development recruitment efforts because of their potential to locate or expand within the City.

### **Accommodations & Food Services**

- Already a strong sector in East Point.
- Additional potential due to proximity to HJIAA.

### **Commercial Aviation & Services**

- Competitive advantage from proximity to HJIAA.
- Strong growth potential.

### **Logistics & Distribution**

- Already a strong presence in East Point.
- Benefits from East Point's proximity to air freight, rail service, and strong regional access to interstate network.

### **Food Processing**

- Already a strong sector in East Point's economy.
- Benefits from East Point's proximity to air freight, rail, and interstates.

### **Healthcare Social Services**

- Already a strong sector with Atlanta Medical Center South and Camp Creek medical offices.
- Favorable demographics.
- A total of \$27 million spent on health care by East Point residents in 2011—strong demand in surrounding 5-mile market area.
- Opportunity to capture large share of south metro medical services market.

### **Manufacturing & Heavy Industry**

- Existing strong presence of heavy industry in city—one of few communities that allows these uses.
- Access to the rail network which is of increasing importance.
- Industrial areas largely buffered from conflicting uses.

- While manufacturing has undergone a period of long decline nationwide; demand still exists within certain manufacturing industries such as auto related, metal fabrication, food processing, and specialized products.

**Retail Trade**

- Already a strong sector in East Point with a major region-serving concentration at Camp Creek Market Place.
- Opportunities to increase retention of retail expenditures by citizens of East Point by expanding retail choices in the City.

**Strategies<sup>3</sup>**

This section of the plan focused on defining a set of economic strategies for the City of East Point to implement to achieve its economic vision. It is based on the report’s analysis and discussions with city leaders, business community members and other members of the East Point community.

- Expand the Business Sector
- Target Downtown Development and Retail Expansion
- Improve East Point’s Business Environment
- Enhance East Point’s Quality of Life

The SEDP strategies will covered in more detail in Part 4 - Community Goals.

<sup>3</sup> City of East Point Strategic Economic Development Plan, October 2012

## Main Street Corridor TOD Plan Supplemental LCI -2011

The East Point Main Street Corridor Transit-Oriented Development (TOD) Plan sponsored by the City of East Point, and through a Livable Centers Initiative grant administered by the Atlanta Regional Commission (ARC), addresses both land use and transportation issues to support a multi-modal environment around two existing MARTA stations along US 29/Main Street. The plan identifies catalyst redevelopment sites located near the East Point MARTA station in downtown (blocks roughly defined by W. Cleveland Avenue, Main Street, Washington Street, and Church Street) and the Lakewood/Ft. McPherson MARTA station to improve the viability and competitive advantage of East Point.

The recommendations for The TOD Plan are categorized within the seven focus areas identified along the corridor. Each focus area presents opportunities for growth, housing choices, connectivity and urban design enhancements at the appropriate scale to complement existing and adjacent uses and support market findings. To create a successful mixed income TOD in the Main Street Corridor, the plan concept established a framework of compact mixed use, mixed income development with a series of public spaces connected by trails and improved access to the MARTA rail stations for pedestrians, bicyclists and transit riders.

### Key Recommendations

- **Catalyst Projects**
  - Commons Area redevelopment with central plaza space
  - Government complex expansion with structured parking facility, amphitheater, trails and plaza spaces
  - East Point MARTA Station redevelopment with hotel/convention center, structured parking and plaza space
- **Policy Recommendations** - see Part 4 - Community Goals



## New City Hall/Government Center Construction

The new Government Center project is located at 2757 East Point Street next to the existing City Hall Building. It will be constructed in two phases and started in late 2016. Phase I will consist of the construction of an approximately 32,298 square foot City Hall facility with entryways fronting East Point Street and Church Street. An outdoor "green" amphitheater/multipurpose area will be constructed in front of the building along East Point Street. Upon completion, Departments currently located and operating in leased office spaces will be consolidated into the new facility. Phase II will be the renovation of the historic City Auditorium to restore its use as a multipurpose event/meeting facility.

## Downtown Streetscape/Multimodal Improvements

This project was first recommended in the LCI study to help address Pedestrian/Bike safety, enhance downtown's gateway features, provide traffic calming and improve multimodal connectivity between adjacent neighborhoods, downtown and the east Point MARTA Station. Improvements along East Point Street will reduce lanes from 3 to 2, add southbound bike lanes, sidewalks, and parallel parking. Sidewalks and on-street parking will be added where possible to West Cleveland Avenue and Dorsey Avenue. White Way (one block from Main Street to East Point Street) will be converted from two-way operation to one-way operation to allow for wider sidewalks to accommodate outdoor seating and on-street parking on both sides of the road. Travel lanes on Main Street will be reduced from 4 lanes to 3 and a northbound buffered bike lane will be added. In front of the MARTA station, on-street parking where possible and pedestrian crossing enhancements will be added where possible. Lighting, landscaping, ADA upgrades, and crosswalks will also be provided.





**PART 3:  
ISSUES & OPPORTUNITIES**

# Part 3: Issues and Opportunities

This Section includes a list of Issues and Opportunities that East Point intends to address over the next five years. They are tied to the goals covered in the next section and are addressed with programs listed in the Community Work Program. The section is based on the Issues and Opportunities identified in the 2012 Comprehensive Plan with updates based on the community input from the first round of public meetings. Also, the section is modified to fit a five year planning horizon as recommended in the Department of Community Affairs Minimum Standards and Procedures For Local Comprehensive Planning.

# Land Use & Economic Development

## Issues

1. Downtown is not meeting its potential as a true destination; currently no viable gathering place or unifying design for a cohesive look and feel to create sense of place.
2. Reinvestment is needed on some industrial sites, “greyfields” and other commercial areas throughout the city.
3. Aesthetic improvements are needed throughout strategic areas of the city. Cleveland Avenue especially needs attention such as evaluating new design standards, and promoting more professional buildings.
4. There are unknown environmental hazards that complicate the redevelopment of sites.
5. More efforts are needed to promote small business growth within East Point.

## Opportunities

1. Downtown needs to expand, allow mixed uses, protect historic character, and capitalize on the MARTA station.
2. Create linkages with Ft. McPherson & capitalize on redevelopment.
3. Existing industrial land with infrastructure in place provides opportunities to the business sector that few cities offer.
4. The MARTA station located downtown can be used to promote public transportation to ease traffic congestion and provide a basis for transit oriented development.
5. Enhancement of Washington Road to serve as a connection

between downtown East Point and Camp Creek Marketplace in order to create a linkage between the two commercial districts.

6. Continue to expand on Camp Creek Marketplace success without drawing business away from downtown East Point.
7. Capitalize on commercial corridors with established street networks, infrastructure, excellent access, and incentive programs (Tax Allocation Districts and Opportunity Zones) to attract new development and redevelopment in these areas.
8. Include live/work, brewery/distillery, agriculture, restaurant, sidewalks!
9. Pocket park
10. Urban agriculture/grow houses
11. Cultural and small retail space
12. The Willingham Drive Industrial Corridor could be converted over time to less of an industrial district to a more mixed use district focused on diverse housing options and the arts.

# Natural & Cultural Resources

## Issues

1. East Point does not participate in any land conservation programs, either at the state or national level or on its own.
2. More public art is needed , especially downtown.

## Opportunities

1. Use the Parks and Recreation Master Plan to help facilitate investment in public amenities such as parks, trails, public open space, and greenspace.

2. Several large forested tracts of land in the city, which are currently unprotected, could become community amenities if preserved.
3. Residential & Commercial historic assets can benefit from a Historic District which would protect and enhance the valuable cultural resource that exists in the downtown neighborhoods.
4. Stream buffers and undeveloped flood zones, which are required in the city's development regulations, could be converted to accessible community greenspace.
5. Parks and greenspace can be used to naturally retain and treat stormwater, reducing runoff.

## Population & Housing

### Issues

1. There is a need for higher-end apartments. Young professionals need a place to live, and the city lacks the apartments to attract them.
2. There are many non-conforming multifamily residential units in some of the city's single-family residential districts.
3. East Point has a high percentage of vacant units.
4. East Point has a high percentage of rental units.

### Opportunities

1. Attract young families & first time homeowners to the city in order to build a stable, diversified community.
2. Robust and diverse housing choices throughout the

community offer East Point residents and those outside of the community excellent housing choices for all ages and income levels.

## Transportation

### Issues

1. Streets in the community are not designed according to their use in order to assure appropriate travel speeds, particularly through downtown, making pedestrian activity unsafe and uninviting.
2. The City of East Point does not have enough sidewalks, and those that exist are in need of maintenance improvements.
3. Major corridors through East Point suffer from congestion, including Camp Creek Parkway/SR 6, Main Street/US 29, Washington Road and Cleveland Avenue, due to heavy peak period traffic volumes.
4. There is a conflict of scale between the city's competitive advantage in hosting industrial uses with freight truck activity and its goal of compact, pedestrian-friendly infill development.
5. There are no dedicated bike paths, multi-use trails or bike lanes within the city nor are there any connections to multi-use trails outside the city.
6. Provide a public parking deck downtown, as identified in the LCI, to remedy existing and future parking issues, providing

adequate parking for retail customers.

## Opportunities

1. Transit Oriented Development around the MARTA Station with streetscape enhancements will attract citizens and visitors to downtown.
2. The pedestrian bridge across the MARTA and rail tracks could be enhanced as an asset and a pedestrian connection between downtown and neighborhoods to the east.



# PART 4: COMMUNITY GOALS

# Part 4: Community Goals

The Community Goals section will provide the long-term vision and policies for East Point's future growth. The foundation of this section is based on reviewed and updated goals from the 2012 Comprehensive Plan. The process included community input, adjustments based on the updated Department of Community Affairs Minimum Standards and Procedures For Local Comprehensive Planning, and the Community Engagement Process.

The listed goals are grouped into eight subject areas:

1. **Economic Development**
2. **Natural & Cultural Resources**
3. **Housing**
4. **Community Facilities & Services**
5. **Land Use & Design**
6. **Transportation**
7. **Intergovernmental Coordination**
8. **Population**

Specific implementation policies are tied to each goal and are listed in the Community Work Plan section.

# Economic Development

## Goal 1

To provide a healthy economic base under a unified economic development plan. Specifically measured by: increases to property values, rise in per capita and household incomes, increases in jobs and labor force participation rates, rehabilitation and infill development in residential neighborhoods, and expansion to the town center and regional centers.

**Strategic Economic Development Plan Goals** - The following goals are from the East Point’s Strategic Economic Development Plan (SEDP) completed with staff and community input in 2012.

## Goal 2

**Expand the Business Sector** - Create new jobs for East Point residents, increase local spending by businesses, diversify East Point's employment base, increase the City's tax base, and reverse population decline.

## Goal 3

**Target Downtown Development and Retail Expansion** - Retain a larger share of retail spending and encourage more local spending of outside retail dollars.

## Goal 4

**Improve East Point’s Business Environment** - Create a business climate that is supportive to existing businesses and attractive for business recruitment.

## Goal 5

**Enhance East Point’s Quality of Life**— Increase East Point's attractiveness to retain existing businesses and residents and to attract new residents and businesses. Increase property values and tax base.

### Policies

ED1	Support programs for retention, expansion and creation of businesses that enhance the city’s economic wellbeing with a focus on small
ED2	Encourage economic development, with an emphasis on redevelopment.
ED3	Accommodate new development while enhancing existing local assets.
ED4	Promote public-private partnerships to enhance activity centers and corridors.
EE5	Encourage the development of downtown East Point as a vibrant center for culture, government, dining, residential, and retail diversity.
ED6	Establish a culture amongst city staff and citizens that supports entrepreneurial enterprise and small business.
ED7	Target reinvestment in declining neighborhoods and corridors to further encourage private sector redevelopment and accommodate future
ED8	Promote and enhance the local economy by increasing the number of visitors, growing retail businesses, improving local shopping options

# Natural & Cultural Resources

## Goal

To increase cultural and natural assets specifically measured by the creation of historic residential districts near downtown, protection of historic structures, and expansion of parks and recreation facilities by means of implementation of the parks and recreation master plan.

## Policies

<b>NCR-1</b>	Preserve existing park and greenspace and incorporate the connection, maintenance and enhancement of greenspace into all new development.
<b>NCR-2</b>	Look for opportunities to create new parks, trails and greenspace within and near neighborhoods, civic insti-
<b>NCR-3</b>	Ensure adequate supplies of quality water through protection of ground and surface water sources.
<b>NCR-4</b>	Encourage more compact urban development and preservation of open space.
<b>NCR-5</b>	Continue to protect and expand the tree canopy.
<b>NCR-6</b>	Encourage new development in suitable locations in order to protect environmentally sensitive lands or valuable historic, archeological or cultural resources.
<b>NCR-7</b>	Support cultural and historic assets through designation and asset expansion
<b>NCR-8</b>	Incorporate the protection and conservation of resources into the decision-making process.

<b>NCR-9</b>	Preserve and protect existing historic residential and commercial structures adding to the social and cultural fabric of the city.
<b>NCR-10</b>	Reduce the impact of development on the natural topography and existing vegetation through limiting land disturbance activities and clear cutting.
<b>NCR-11</b>	Protect local and regional water resources by applying the strategies set forth in the Metropolitan North Georgia Water Planning District plans.

## Housing

### Goal

To preserve the city's existing housing stock while developing new housing to meet a variety of residential types and densities in safe and orderly neighborhoods available to all income levels. Measures of success will include implementing historic district (s) near downtown, reducing vacancy rates in the city, and providing affordable options to residents across the life cycle.

### Policies

<b>H-1</b>	Development shall provide for a variety of residential types, densities and incomes.
<b>H-2</b>	Neighborhoods will be communities where people have easy access to schools, parks, residences and businesses through walkways, bike paths, roads and public transportation.
<b>H-3</b>	Neighborhoods shall be strongly linked to the neighborhood public school concept.
<b>H-4</b>	Provide opportunities for senior housing, special needs and retirement housing.

<b>H-5</b>	Ensure that infill housing is compatible with existing neighborhoods.
<b>H-6</b>	Avoid the aggregation or clustering of low income housing.
<b>H-7</b>	Work to create affordable housing opportunities.
<b>H-8</b>	Encourage home ownership in neighborhoods and work with neighborhood associations for assistance where the majority of homes are for rent.
<b>H-9</b>	Strictly enforce building and development codes in order to encourage the stabilization of housing.
<b>H-10</b>	Promote mixed income development and encourage an affordable component in new developments.
<b>H-11</b>	Promote and prioritize the rehabilitation and redevelopment of existing housing stock and infill of new development in established neighborhoods in order to revitalize established neighborhoods, utilize existing infrastructure and promote sustainable urbanism.
<b>H-13</b>	Eliminate substandard or dilapidated housing in the community.
<b>H-14</b>	Promote rehabilitation rather than demolition of housing near downtown.
<b>H-15</b>	Address the non-conforming residential uses in a holistic manner.

## Community Facilities & Services

### Goal

To provide community services and facilities in an equitable manner both socially and geographically, sensitive to all citizens' needs, in an efficient, timely and cost effective manner.

### Policies

<b>CF-1</b>	Adopt best practices in government for efficient, timely, and cost effective service delivery.
<b>CF-2</b>	Maximize the use of existing facilities and services.
<b>CF-3</b>	Invest in parks and open space to provide quality of life for community members and to encourage private investment in urban centers.
<b>CF-4</b>	Protect investments in existing infrastructure by encouraging infill, redevelopment, and compact development.
<b>CF-5</b>	Ensure that new development does not negatively impact roads and that all capital improvements or other strategies needed to accommodate the impacts of development are made or provided for concurrent with new development.
<b>CF-6</b>	Make efficient use of existing infrastructure as well as future investments and expenditures for capital improvements and long-term operation and maintenance costs.

<b>CF-7</b>	Establish regulations such that new development does not create a burden but rather provides the improvements and/or infrastructure necessary to support it.
<b>CF-8</b>	Encourage and facilitate innovative solutions to providing community schools.
<b>CF-9</b>	Establish regulations such that new development does not create a burden but rather provides the improvements and/or infrastructure necessary to support it.

## Land Use & Design

### Goal

To enhance the city's unique character, urban design, and sense of place through the coordination of land development and redevelopment with transportation improvements. Success will be measured by creating a walkable, livable 24/7 town center that serves its citizens and visitors by providing an eclectic mix of historic structures amidst new mixed use structures offering residents and others a true downtown full of life and vitality. Also, redeveloped neighborhood centers will cater to residential needs. The city will also implement the Cleveland Avenue Corridor Master plan and Transit Oriented Development plan. Lastly, Gateways will be developed at major entry points with a unified signage plan signaling arrival into and departure from the city.

## Policies

<b>LU-1</b>	Promote investment and reinvestment directed towards redevelopment of developed areas prior to expansion into "green fields".
<b>LU-2</b>	Promote development that is sensitive to the land and gives consideration to adjoining, existing and planned development as well as the overall community.
<b>LU-3</b>	Promote efficient use of land by promoting well-designed, more pedestrian-friendly development patterns with a mix of uses and an efficient, creative use of land.
<b>LU-4</b>	Recreation and greenspace will become an integral facet of the community's land use.
<b>LU-5</b>	Guide or direct patterns of land development with land development regulations.
<b>LU-6</b>	Support urban and suburban development where it can be adequately served by public facilities.
<b>LU-7</b>	Encourage innovative land use planning techniques to be used in building higher density and mixed use developments as well as infill developments.
<b>LU-8</b>	Commit to redeveloping and enhancing existing commercial and industrial areas.
<b>LU-9</b>	Encourage developments that provide a mix of shopping, housing and jobs.

<b>LU-10</b>	Promote increases in densities in areas that meet community design standards, environmental constraints, and available infrastructure capacities.
<b>LU-11</b>	Encourage the use of landscaping, lighting, signage, underground utilities, and building design to add value.
<b>LU-12</b>	Make greenspace a major component in neighborhoods, along streets and parking lots, and within commercial and industrial developments.
<b>LU-13</b>	Establish gateway markers and improved corridor aesthetics to create a "sense of place" for the community.
<b>LU-14</b>	Civic buildings will be located, designed and made accessible to public transportation in a manner that enhances the community.
<b>LU-15</b>	Neighborhood Center nodes should contain sites of various sizes to accommodate a variety of businesses.
<b>LU-16</b>	Employ innovative planning concepts to achieve desirable and well-designed neighborhoods, protect the environment, preserve meaningful open space, improve traffic flow, and enhance the quality of life.
<b>LU-17</b>	The city will minimize the existence of non-conforming uses through appropriate rezoning.

## Land Use & Housing Policies - Main Street Corridor TOD Plan Supplemental LCI -2011

<b>LCI-1</b>	Utilize land served by MARTA rail transit parking lot for higher density, mixed-use development.
<b>LCI-2</b>	Preserve existing single-family neighborhoods, such as Frog Hollow and Colonial Hills, and protect them from inappropriately scaled commercial and multi-family encroachment.
<b>LCI-3</b>	Encourage a wide variety of housing types within the study area, including senior housing and workforce living options.
<b>LCI-4</b>	Require housing affordable to a broad range of incomes within redevelopment projects to accommodate and encourage a diverse, mixed-income community; specific attention should be placed on housing for low- to moderate- income households, and should focus on market-rate and subsidized rental products; assist in securing affordable housing grants and associated partnerships .
<b>LCI -5</b>	Encourage mixed use development along Main Street between Washington Road and W. Ware Street, as identified on the Plan, to provide a variety of retail and office services to meet daily needs.
<b>LCI-6</b>	Encourage varying types of open space and/or community gathering spaces within all new development and redevelopment, to facilitate an active public realm and provide needed places for socializing and programming.
<b>LCI -7</b>	Examine parking requirements for all uses. Excessive parking requirements increase the cost of development, harm the environment, and use valuable land. Minimum requirements for off street parking should be eliminated in the downtown area, and reduced elsewhere in the study area, to promote compact redevelopment/infill, to reduce development costs, and to encourage the use of alternative modes of travel.

<b>LCI-8</b>	While much of the City is affordable, it is recommended that staff continue to monitor the affordability of all housing types developed within the study area to ensure attractability to all income levels in the future, es-
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## Transportation

### Goal

To create a transportation system that provides a multitude of mobility options including transit, roads and walkways. With successful implementation, downtown will be linked to Camp Creek, neighborhoods will be linked to commercial centers, and Main Street will connect Fort McPherson at the north through downtown to a new entertainment and warehouse district along Willingham Drive to the regional hotel center along Virginia Avenue. These connections will offer vehicular, pedestrian and cycling options all within a multimodal corridor enhanced by unified streetscapes.

### Policies

<b>T-1</b>	Improve connectivity between road networks, public transit, and pedestrian/bike paths.
<b>T-2</b>	Enhance existing neighborhoods by investing in facilities that will connect them to civic and commercial centers and corridors.
<b>T-3</b>	Enhance the pedestrian environment by guiding investments in sidewalks, bike paths, and multi-use trails in centers and along corridors that have existing or planned transit service.

<b>T-4</b>	Encourage transportation corridors that support multiple functions, including pedestrian movements, parking, alternate modes of transportation and vehicular circulation.
<b>T-5</b>	Transportation and greenway corridors will be supported by the community standards of aesthetics, urban design and environmental stewardship.
<b>T-6</b>	Ensure that vehicular traffic will not harm the residential nature of neighborhoods.
<b>T-7</b>	Encourage high or urban density to be located in areas that are conducive to walking and biking and are served by transit.
<b>T-8</b>	Improve access for disabled persons to public facilities, commercial districts, parks, schools, etc.
<b>T-9</b>	Promptly address roadway safety issues, and maintain and improve roadway safety features such as regulatory signs and roadway striping.
<b>T-10</b>	Coordinate with adjacent jurisdictions on bicycle and pedestrian facility planning to maximize connectivity and efficiency.

# Intergovernmental Coordination

## Goal

To have successful coordination both within the jurisdiction and outside jurisdictions as well. This coordination will be the result of effective communication and collaboration resulting in benefits to East Point. Some measures of success will include: Enhanced coordination with Fulton County Board of Education, Aerotropolis Alliance, Atlanta Aerotropolis CID, Tri-Cities area cities and the McPherson Implementing Local Redevelopment Authority (MILRA), as well as involvement with regional agencies such as the Atlanta Regional Commission (ARC).

## Policies

<b>IC-1</b>	Establish coordination mechanisms with adjacent local governments to provide for exchange of information, particularly within the Tri-Cities area.
<b>IC-2</b>	Maintain intergovernmental and service agreements with partner governments in good faith with timely correspondence to address changing conditions.
<b>IC-3</b>	Ensure coordination between East Point and the Fulton County Board of Education.
<b>IC-4</b>	Share services and information with other public entities within the jurisdiction.
<b>IC-5</b>	Promote the concept of neighborhood schools in future development and regarding the use of schools that are currently located near or in close proximity to existing neighborhoods.

<b>IC-7</b>	Support the educational function of parks and recreational services, public libraries, museums and other cultural amenities.
<b>IC-8</b>	Coordinate with the City of Atlanta and Fort McPherson Redevelopment Authority to identify potential impacts of the base redevelopment and maximize redevelopment opportunities affecting both adjacent neighborhoods and the broader East Point market area.
<b>IC-9</b>	Work with ARC staff to ensure implementation of the Atlanta Regional Commission's Regions Plan
<b>IC-10</b>	Help protect the region's watersheds and water supply by applying the strategies set forth in the Metropolitan North Georgia Water Planning District's Watershed Management Plan, Wastewater Management Plan, and Water Supply and Conservation Plan.
<b>IC-11</b>	Participate in the Aerotropolis Alliance and Atlanta Aerotropolis CID's efforts to encourage and improve coordination on land development, planning, aesthetic and transportation improvements, and economic development around Hartsfield-Jackson Atlanta International
<b>IC-12</b>	Work with MARTA, GRTA, and ARC to support existing and future transit service in and around the city.

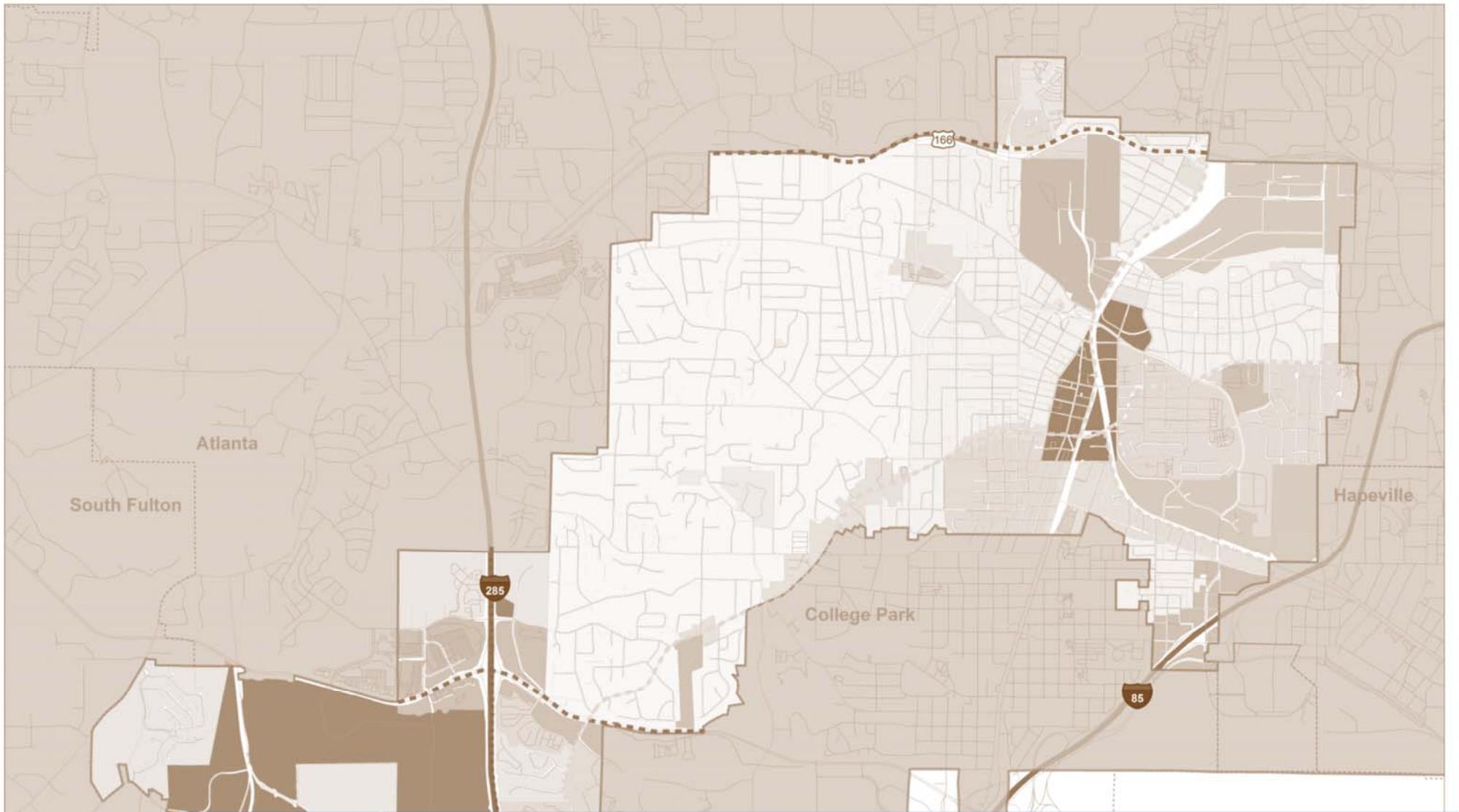
# Population

## Goal

To accommodate population growth and provide educational, cultural, and recreational opportunities to all residents in a safe and aesthetically pleasing environment. Measures of success will include: increased coordination and communication with the Board of Education guaranteeing a quality education at all school age levels, which in turn will attract and retain families to the community, enhancing the stability of neighborhoods; and the provision of amenities that constitute a lifelong community and quality of life.

## Policies

<b>P-3</b>	Housing, land use, transportation and economic development policies will aim to create conditions that allow mixed-income housing opportunities, access to job training facilities, and community supported service provision for those in need.
<b>P-3</b>	Housing, land use, transportation and economic development policies will aim to create conditions that allow mixed-income housing opportunities, access to job training facilities, and community supported service provision for those in need.
<b>P-4</b>	Continue to offer opportunities to the aging population by allowing them to age in place through the promotion and support of programs such as Naturally Occurring Retirement Community (NORC) and the Atlanta Regional Commission’s Lifelong Communities program.
<b>P-5</b>	Encourage the development of services to accommodate increased ethnic and racial diversity in East Point.
<b>P-6</b>	Recruit educational and workforce training opportunities for residents of East Point.
<b>P-7</b>	Population stabilization and growth will be encouraged through policies focused on attracting and retaining young families, enhancing services, and fostering the economic viability of East Point.
<b>P-9</b>	Continue to adopt policies and programs to provide a safe environment for both residents and visitors.



# **PART 5: FUTURE DEVELOPMENT GOALS**

# Part 5: Future Development Goals

## Future Development Map

The Future Development Map (FDM) is a graphic representation of the future development that the city desires to achieve. The map identifies character areas, which are the neighborhoods and regions with unique development patterns that the city uses to guide future development. This section describes the vision, intent, and principles for each character area.

Zoning, development regulations, and infrastructure investment will need to evolve to accommodate character area goals and principles. Decision-makers will also use the character area descriptions as a policy guide for future rezoning decisions.

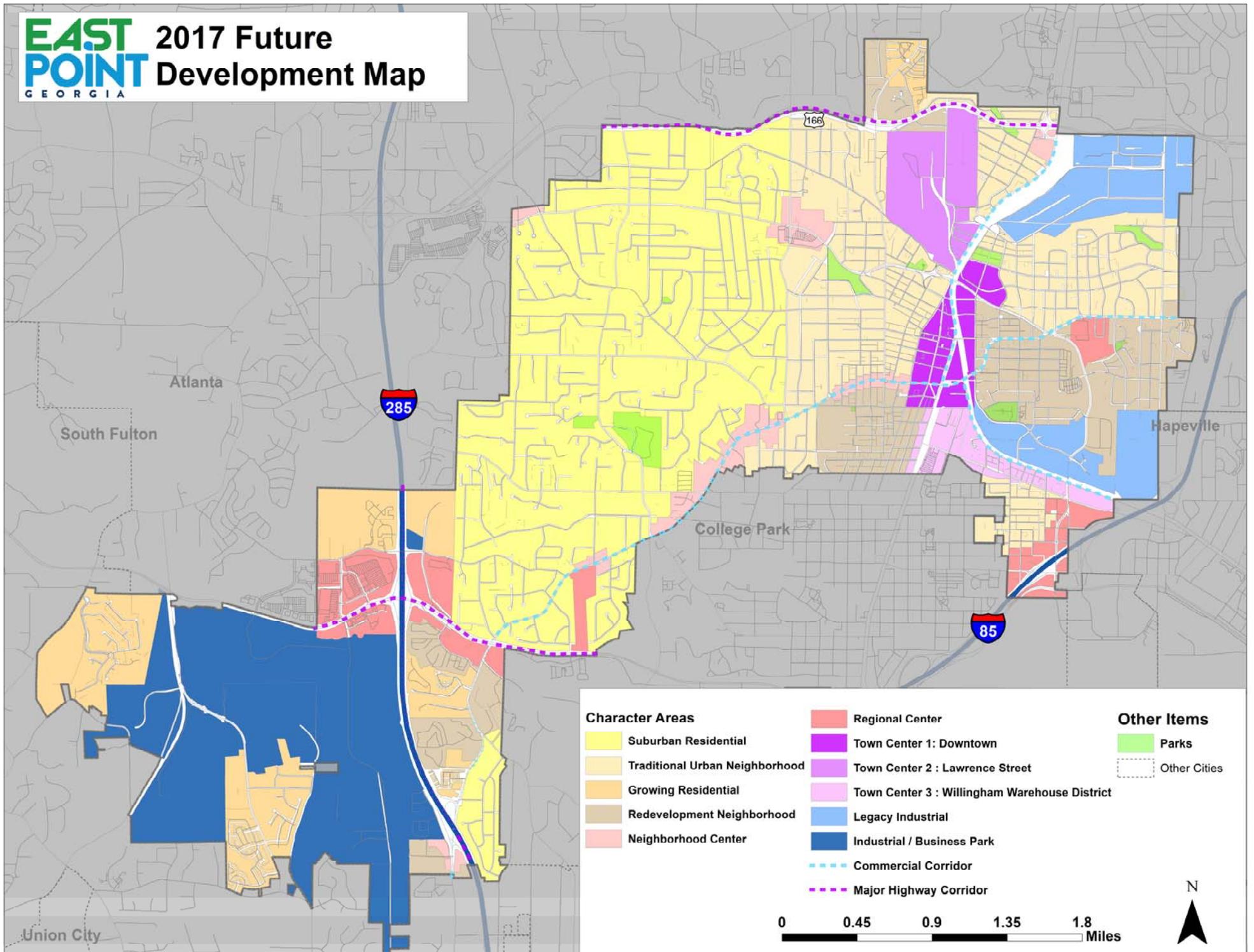
Character areas provide descriptions regarding these planning elements:

- Desired infrastructure, economic objectives, and building types
- Building form, massing, and style
- Desired use or mix of uses
- Goals to achieve the desired development types

The FDM with character area narratives allows development decisions to consider the broader context. Specifically, each character area contains distinct principles related to design and elements like transportation and economics. This replaces the old tool of a parcel-based Future Land Use (FLU) map, which typically only narrowly defined a desired use.

# EAST POINT 2017 Future Development Map

GEORGIA



# Character Area Goals

## Suburban Residential

### Vision/Intent

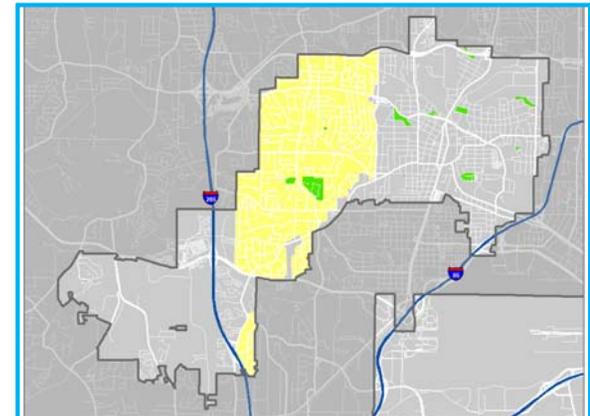
By 2036, the Suburban Residential character area continues to foster stable, established suburban neighborhoods, building on the existing mix of housing types. These neighborhoods are predominately single-family, with some accessory dwelling units like granny flats and garage apartments. Existing multi-family along urban collector roads and at intersections will redevelop with a mix of housing types serving varying income levels built with high quality materials and with a focus on scale and design to blend with the surrounding suburban residential feel. There will also be some institutional uses like churches and schools located throughout this area. It will be characterized by homes on medium-sized lots, a curvilinear and well-connected street network, and many mature trees. This character area is primarily contained between Washington Road, Langford Parkway, Delowe Drive, and I-285. The city will carefully manage transitions of use between these major corridors and the adjacent neighborhoods through design controls.

The City envisions providing more opportunities for non-motorized transportation throughout the area, especially with regard to connecting recreation, commercial, and institutional facilities to the residential neighborhoods.

Sidewalks will be present on major roads and improved streetscape facilities, such as lighting and bicycle lanes, will enhance travel experiences for all users.

### Goals

- New development or redevelopment demonstrates attention to existing adjacent neighborhoods and seeks compatibility with surrounding lot sizes.
- Improve existing pedestrian facilities and develop sidewalks and crosswalks, on major roads, where connectivity is lacking to create connected network of sidewalks and pedestrian routes and bike lanes.
- Develop plans to improve streetscape along major roads.
- Explore gateway opportunity on Headland Drive at west entry to city.
- Promote transportation alternatives and create means of access to support all modes of travel as redevelopment occurs.
- Preserve greenspace, increase and improve parks.
- Implement a trail network to include more pedestrian and cycling access, connecting to amenities and the Atlanta BeltLine.





# Traditional Urban Neighborhood

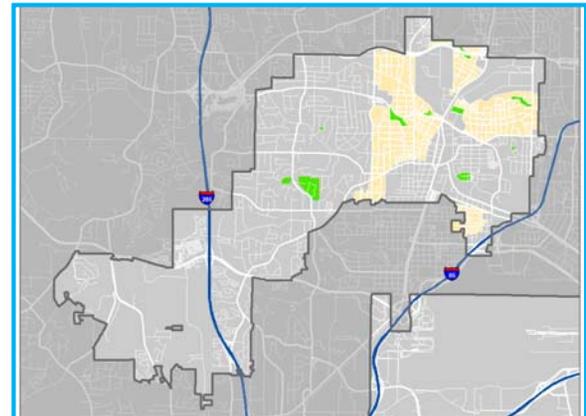
## Vision/Intent

Located close to downtown, this predominantly residential neighborhood will continue to thrive and serve as a source of pride for the city. These neighborhoods possess a distinct community identity through architectural style and lot and street design. Homes are located on somewhat smaller but regular lots in a traditional urban neighborhood fashion, with streets generally laid out on a grid system. There is a diversity of housing types and styles represented in this neighborhood, from early twentieth-century bungalows and cottages to multi-family, triplex, and duplex units. Homes will maintain their original historic features, and historic properties will be identified and protected in a historic district. A well-established tree canopy, pocket parks, and a walkable or bikeable environment also define Traditional Urban Neighborhoods.

## Goals

- Implement Historic District with historic preservation requirements and/ or design guidelines.
- Prevent encroachment of incompatible non-residential uses.

- Reinforce the stability of these neighborhoods by encouraging more homeownership.
- Maintain strong neighborhood identity and neighborhood associations.
- Support the preservation and development of senior housing units, particularly affordable housing units.
- Ensure that new development or redevelopment demonstrates attention to existing adjacent neighborhoods and seeks compatibility with surrounding lot sizes.
- Revise the zoning code to permit the current non-conforming multi-family uses to remain when redevelopment occurs.
- Improve existing pedestrian facilities and develop sidewalks and crosswalks where connectivity is lacking to create connected network of sidewalks, pedestrian routes, and bike lanes, and promote the use of these transportation alternatives.
- Review parking regulations and restrictions so that on-street parking does not impede traffic flow.
- Develop plans to improve streetscape along major roads.
- Explore feasibility of trolley/shuttle loop along major roads to connect to downtown and other adjacent commercial/retail areas.
- Preserve greenspace, increase and improve parks.



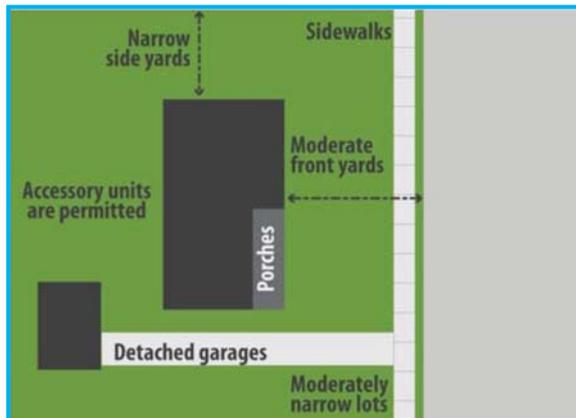
# Traditional Urban Neighborhood continued

## Future Development Patterns

- Protect historic nature of single-family homes
- Primarily single-family residential in a traditional urban setting, with small- to medium-sized blocks and a gridded street network
- Accessory dwelling units
- Signature streets within each neighborhood association with special streetscaping and signage (e.g. Montrose)
- Sidewalks fronting all properties
- Design guidelines oblige context-sensitive infill, with quality building materials and design
- Redevelopment of existing multi-family with quality design and materials with no more than 4 units per structure
- Typical zoning districts: R1, RL, R1A, RT, R2, and R3

## Use and Scale

- Residential (4-8 dwelling units per acre)
- Single-family residential
- Limited multi-family (duplex, triplex, and quadriplex) at crossroads and where existing
- Accessory dwelling units
- Institutional (e.g. schools, churches)
- Parks, greenspace, and community gardens
- Buildings are closer to one another and closer to the street than in Suburban Residential area
- Height: 1-3 stories



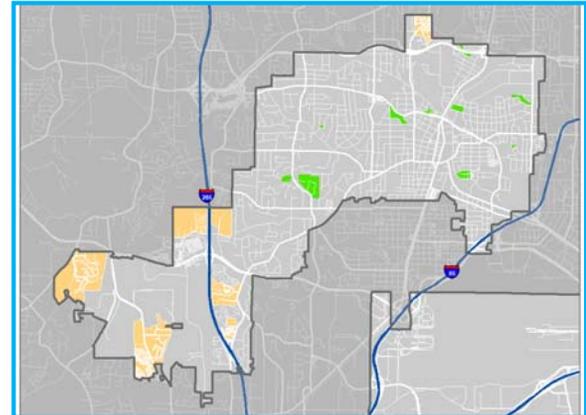
# Growing Residential

## Vision/Intent

Growing Residential neighborhoods are located near the East Point city limits; they are the newest homes in the city, with many areas developed over the past 10 years. Master planned developments provide mixed residential housing types, including single-family attached, single-family detached, and multi-family. Future planning will encourage the development of neighborhood-serving retail and community amenities in these locations. Vacant land will be appropriately developed with master planned communities or infill development that provides a mix of housing options and neighborhood retail. The city also envisions improved connections between these neighborhoods and downtown East Point, via roadway and streetscape upgrades on Washington Road and increased non-motorized transportation options, such as multi-use trails and bike lanes.

## Goals

- Build strong neighborhood identity and neighborhood associations, connecting these residents to the established populations near downtown East Point.
- Research and implement the Atlanta Regional Commission Lifelong Communities program and policies to allow older adults to age in place.
- Provide adequate pedestrian facilities, such as sidewalks and crosswalks, to create connected network of sidewalks, pedestrian routes, and bike lanes, and promote the use of these transportation alternatives.
- Aggregate development and locate within walking distance of neighborhood centers.
- Create plenty of trails and outdoor recreation activities
- Support the development of neighborhood commercial/retail to make sure that these new neighborhoods are adequately served with East Point businesses.
- Develop streetscape at a scale based on road type as roads are constructed.
- Provide greenspace with neighborhood parks and larger community parks.



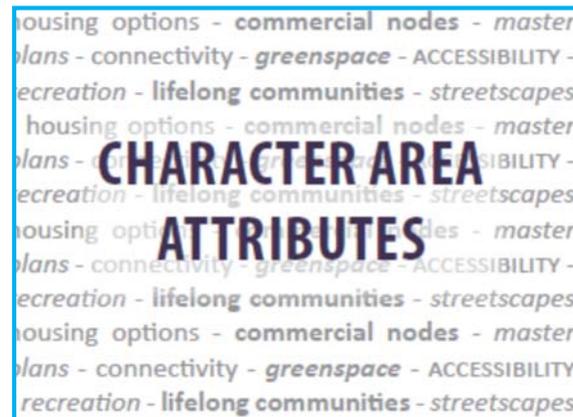
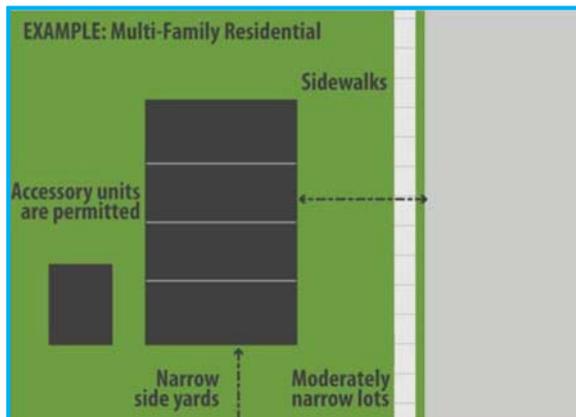
# Growing Residential continued

## Future Development Patterns

- Variety of residential development types: mixed-residential use development, moderate-density housing
- Walkable, human scaled neighborhoods with a variety of housing options centered near neighborhood centers with plenty of parks and open space.
- Improved connections and access to downtown
- Encourage inter-parcel connectivity and access between planned developments with no cul-de-sacs
- Neighborhood centered elementary and middle schools
- Higher density development near public spaces
- Typical zoning districts: R1, R1A, RL, RT, R2, R3, R4, CUP, MIX, AG-1

## Use and Scale

- Residential (6-10 dwelling units per acre)
  - Single-family residential, detached or attached
  - Multi-family: duplex, triplex, quadriplex, or higher densities
- Accessory dwelling units
- Neighborhood Centers with quality mixed-use development including commercial, recreation, and housing, with flexibility to change over time
- Institutional uses, especially parks or children’s activities (potentially a recreation or athletic center near the soccer complex)
- Parks, greenspace, and community gardens
- Height: 1-4 stories



# Redevelopment Neighborhood

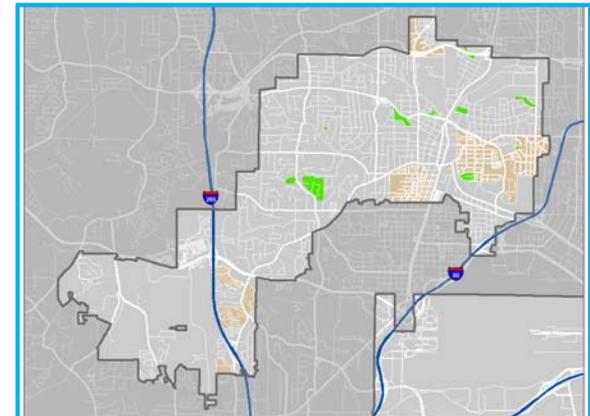
## Vision/Intent

While these neighborhoods have traditional urban neighborhood attributes, such as a grid street network and smaller housing lots, they are currently in need of investment. Future planning in this area will improve housing conditions and reduce the number of vacant homes and lots. These neighborhoods will include an assortment of housing types, such as single-family, two-family, and multi-family. The development patterns in this neighborhood will resemble the Traditional Urban Neighborhoods, with a street grid network, a tree canopy, pocket parks, and a walkable environment. Historic properties will be protected, but high-quality infill and rehabilitation of structures will be encouraged so these neighborhoods are gradually rebuilt. Future development will revitalize Redevelopment Neighborhoods by preserving their strengths, including their access to downtown and commercial nodes, and renewing financial investment and neighborhood pride.

## Goals

- Increase public and private funds to help construct, acquire, and rehabilitate housing.
- Reinforce the stability of these neighborhoods by encouraging more homeownership.
- Promote diversity of housing types.

- Build strong neighborhood identity; work with established neighborhood associations to restore civic pride.
- Aggressively remove slum and blight, demolishing vacant properties with no historical value when appropriate.
- Research and implement the Atlanta Regional Commission Lifelong Communities program and policies to allow older adults to age in place.
- Support the preservation and development of senior housing units, particularly affordable housing units.
- Ensure that new development or redevelopment demonstrates attention to existing adjacent neighborhoods and seeks compatibility with surrounding lot sizes.
- Revise the zoning code to permit existing non-conforming multi-family uses to remain when redevelopment occurs with design guidelines.
- Improve existing pedestrian facilities and develop sidewalks and crosswalks where connectivity is lacking to create connected network of sidewalks, pedestrian routes, and bike lanes, and promote the use of these transportation alternatives.
- Review parking regulations and restrictions so that on-street parking does not impede traffic flow.
- Develop plans to improve streetscape along major roads.
- Explore feasibility of trolley/shuttle loop along major roads to connect to downtown and other adjacent commercial/retail areas.
- Preserve and enhance greenspace; increase and improve parks.





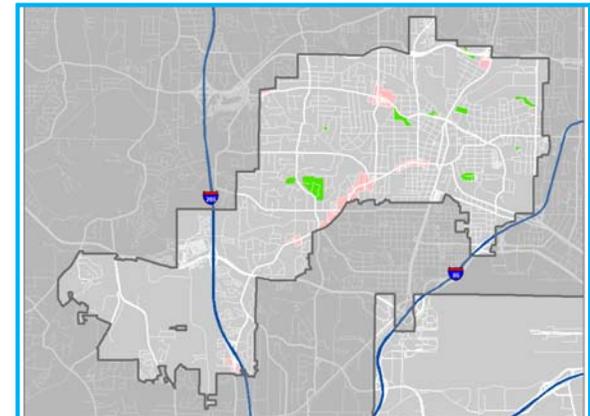
# Neighborhood Center

## Vision/Intent

East Point's Neighborhood Centers have a variety of activities such as general retail, service commercial, professional office, higher-density housing, and some public and open space. They are located along major corridors and at transportation nodes. Neighborhood Centers will be retrofitted to make them more aesthetically appealing, more marketable to prospective tenants, and more accessible to pedestrians and bicyclists. Façade and streetscape improvements will increase the curb appeal of these sites. The city aims to recruit high-quality local or neighborhood commercial and retail to these sites, which are in prime locations for redevelopment. Many of these shops are locally owned; these sites are not appropriate for big-box retail. Neighborhood centers are characteristically walkable with abundant sidewalks, street trees, street furniture, and nearby accessible public or green spaces like plazas and parks. Over time, these centers will have developed their own individual character and identity. Festivals and local markets take place at these sites. They will not only serve as neighborhood retail centers, but as gathering places for the nearby neighborhoods.

## Goals

- Create incentives for infill development to retrofit strip-type commercial development with liner buildings. Reduce building setbacks to street; revisions to the zoning code to allow for reduced setbacks from street.
- Encourage adaptive reuse of existing building stock when appropriate.
- Direct new commercial or retail tenants to locate in vacant or underutilized properties whenever possible.
- Improve public safety to reduce and prevent crime in these locations.
- Restore traditional pedestrian scale and character of these sites.
- Promote a balance of retail, service, office, dining, and residential uses, allowing mixed use development with residential uses above ground floor commercial.
- Provide public gathering spaces within each development.
- Place controls on the development of larger scale strip development by limiting the allowable square footage of each tenant space.
- Reduce multiple curb cuts with incentives encouraging shared drives, shared parking, and interparcel access.
- Explore feasibility of trolley/shuttle loop along major roads to connect to residential areas, allowing residents to run errands without driving.
- Enhance MARTA bus stops and shelters at centers to encourage the use of existing public transit routes.
- Create design guidelines for redevelopment of neighborhood centers.



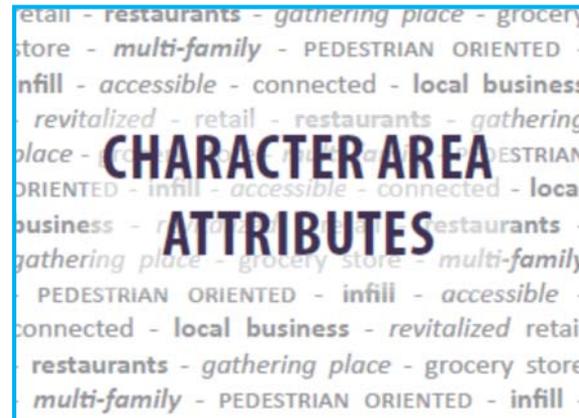
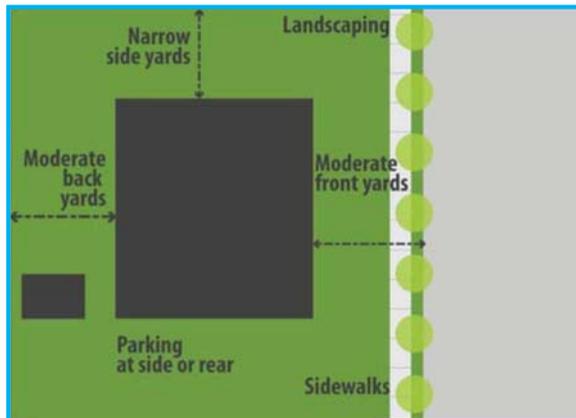
# Neighborhood Center continued

## Future Development Patterns

- Vacant or underutilized strip centers will have successfully achieved adaptive commercial and residential infill
- Retrofit, clean up, and revitalize existing structures
- Parking at the side or rear of buildings
- Streetscape improvements, including sidewalks, pedestrian lighting, and street furniture
- Encourage local businesses to locate in neighborhood centers
- Clearly defined edges
- Typical zoning districts: EI, R3, C1, MIX, and CR

## Use and Scale

- Residential: 6-8 dwelling units per acre
  - Multi-family, medium-density housing located above retail
- Local, neighborhood-serving retail and office (examples: boutiques and specialty food shops, restaurants, dry cleaners, drug stores, accountants)
- Institutional uses (schools, churches) when appropriate
- Parks, greenspace, plazas, and community gardens
- Height: 1-4 stories, with greater heights at the core



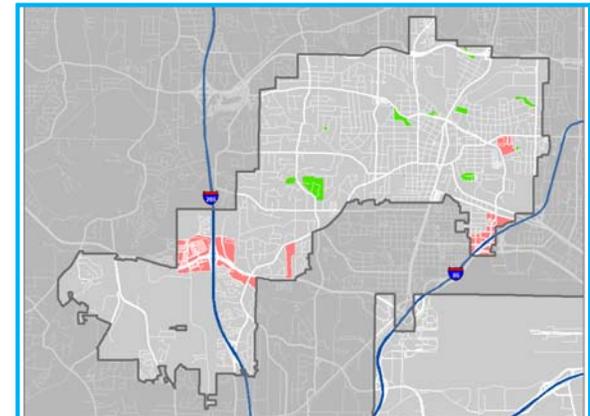
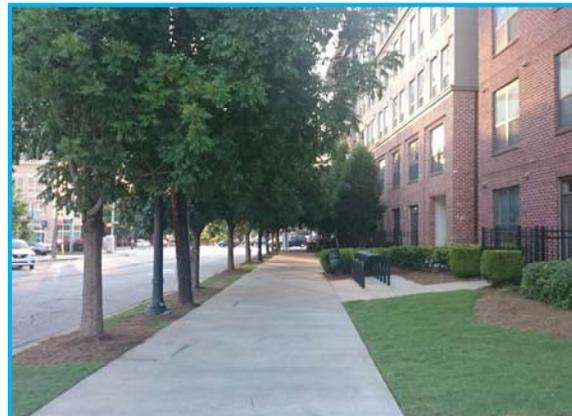
# Regional Center

## Vision/Intent

Regional Centers in East Point include the Camp Creek Marketplace, the Virginia Avenue hotel corridor, South Fulton Medical Center (SFMC), and several airport park-and-ride lots. Regional centers contain revenue-generating regionally-marketed commercial and retail uses, office and employment areas, higher-education facilities, sports and recreational complexes. The existing big-box developments will have evolved either into a new use or will be enhanced with additional amenities to remain viable beyond the typical twenty-year life cycle, creatively repurposing vast expanses of surface parking. A regulatory framework that encourages flexibility of uses for these existing structures will generate economic value for the city. These areas will have successfully added public gathering spaces and pocket parks, mitigated congestion, and reduced excessive surface parking. All future development emphasizes high quality design standards and building materials and incorporates the current national best practices on energy efficiency, where possible. Future planning strategies for Regional Centers will include pedestrian-oriented designs, parking located in the rear of buildings, bicycle lanes, and improved connectivity. In particular, transit service should be offered so that visitors may conveniently travel between the regional centers, downtown, and the East Point MARTA station.

## Goals

- Provide jobs and economic development opportunities for city residents.
- Create incentives for infill development to retrofit strip-type commercial development with liner buildings. Reduce building setbacks; bring buildings up to the road through revisions to the zoning code.
- Encourage development patterns that meet national green building standards and that incorporate alternative energy sources.
- Encourage adaptive reuse of existing building stock.
- Improve public safety to reduce and prevent crime in these locations.
- Restore traditional pedestrian scale and character of these sites.
- Provide public gathering spaces within each development.
- Reduce multiple curb cuts with incentives encouraging shared drives, shared parking, and inter-parcel access.
- Explore feasibility of trolley/shuttle loop along major roads to connect to residential neighborhoods, allowing residents to run errands without driving.
- Enhance MARTA bus shelters to encourage the use of existing public transit routes.





# Town Center

## Subarea I: Downtown

### Vision/Intent

East Point's Town Center is divided into three unique sub-areas: the Lawrence Street mixed use site, Downtown, and the Willingham Warehouse District. Together, these subareas make up East Point's new Town Center. A mix of residential types, commercial uses, offices, high-tech industrial, government and institutional properties, and open space, including a "village green" (similar to the commons), will give East Point residents a vibrant, dynamic, and livable downtown district.

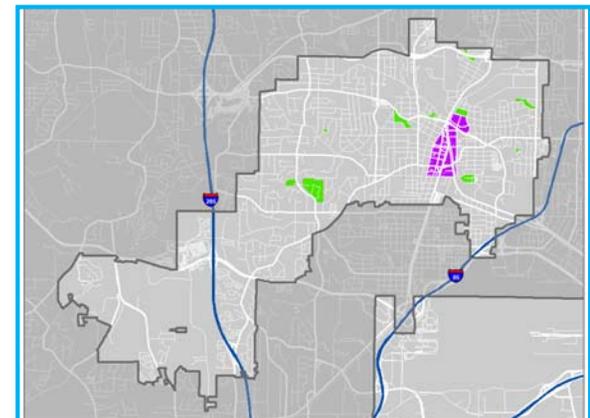
Downtown East Point is and will continue to be the heart of the city. The city envisions a pedestrian-oriented center of the community, including history, culture, business and neighborhood that is attractive to visitors, commuters, and residents. As such, historic properties will be protected as an asset and rehabilitated when possible, and any new development should blend into the historic fabric of the area. Compatible infill development will focus on providing retail, office, hotels, and residential development targeted to a broad range of income levels.

Mixed use development, with retail uses on the ground floor and office or residential uses above will be the ideal form. Development will be visually consistent, but with an eclectic mix of local businesses encouraged to locate downtown. East Point's unique personality and charm are valuable to the city, and future develop-

ment will allow these assets to thrive. Pedestrian access and open space are crucial to enhance citizens' enjoyment of East Point. An inviting gathering place, with pedestrian and bicycle amenities and facilities for outdoor entertainment, should be a focal point of the district. Streets will be pedestrian-oriented, with safe crossings, slowed traffic, and attractive amenities. The downtown will become a destination attracting individuals from all over the City of East Point and surrounding communities, and gateway signage will lead airport users to its charm and amenities.

### Goals

- Implement a Historic District with historic preservation requirements and/or design guidelines.
- Identify, preserve, and protect architectural features that are unique or valuable to the community.
- Incentivize new development that makes use of existing structures.
- Locate highest densities or intensities of use in the center of downtown, around the Commons and MARTA station, and transition to lower densities to protect and buffer surrounding neighborhoods.
- Prevent downtown commercial uses from encroaching into residential areas.
- Establish an East Point Small Business Association to provide support to local businesses, with assistance with start-up costs and navigating regulations.
- Work with the Main Street Association to increase the presence of local businesses while supporting the downtown economically.



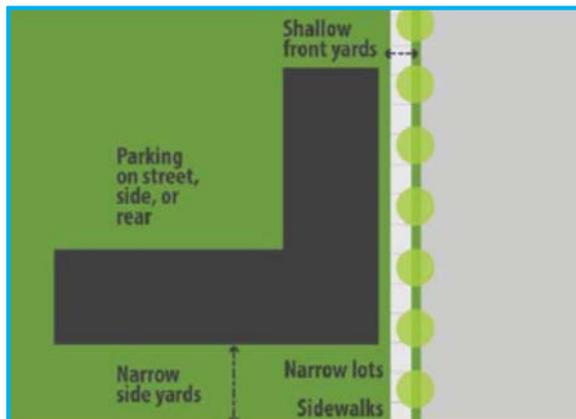
# Town Center

## Subarea I: Downtown *continued*

- Increase the amount of parking available downtown; surface parking should only be provided as an interim solution, before development allows and necessitates a parking deck with landscape screening.
- Establish way-finding or landmark features that unify the downtown and can also be used across the City in gateway signage.
- Connect the downtown to new or existing bicycle, sidewalk, and shuttle networks.
- Improve retail opportunities downtown, with a grocery store and/or other neighborhood-serving shops.
- Grow Tri-Cities High School and the Jefferson Park Recreation Center as community centers, with opportunities for residents to gather, socialize, and engage.
- Establish a "village green" where cultural activities can take place.
- Seek opportunities for public art as new development and redevelopment occur.
- Make downtown East Point a destination that will help grow civic pride and economic opportunities throughout the city.
- **See also:** Part 4: Land Use & Housing Policies - Main Street Corridor TOD Plan Supplemental LCI -2011

### Future Development Patterns

- Storefront streets, pedestrian-oriented, gathering spaces



- Mix of commercial, residential, and office to make downtown a destination day and night
- Preserve historic properties and require compatible infill
- Wide sidewalks, street trees, furniture, pedestrian-scale lighting
- High quality building materials, integrated open space, and appropriate transitions from greater to less intense uses (surrounding single-family residential neighborhoods)
- Minimal or no front setbacks
- Façade design requirements: large windows and varied building materials make an engaging street frontage
- Typical zoning districts: RT, R2, R3, R4, CR, MIX, EI, CL, and OIT
- Heavy Industrial uses where currently existing.

### Use and Scale

- Residential: 6-12 dwelling units per acre
- Mixed use development: retail/commercial or office on the first floor(s) with residential above
- Institutional: schools, government buildings
- Hotels
- Parks, greenspace, and community gardens
- Height: 2-6 stories, with proper height restrictions such as step-backs



# Town Center

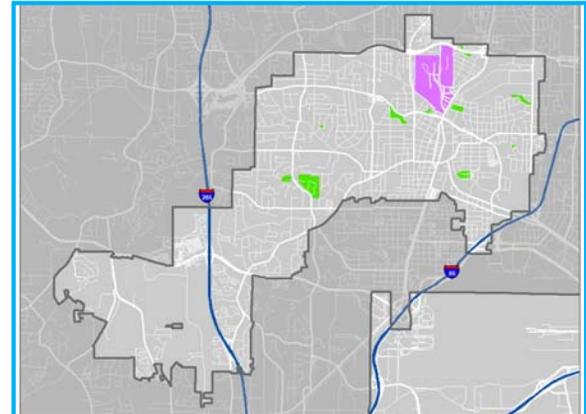
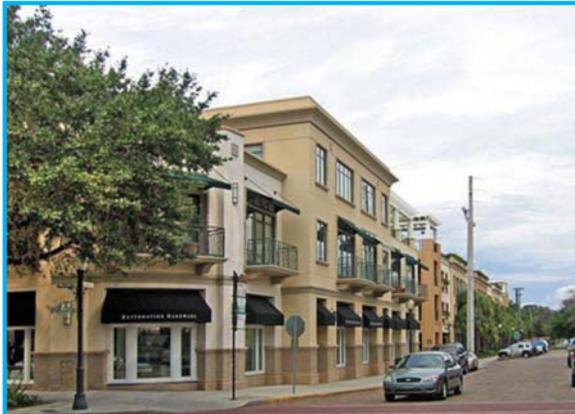
## Subarea 2: Lawrence Street

### Vision/Intent

The Lawrence Street site will be the future home of a mixed-use, walkable, pedestrian-oriented neighborhood. This area of the town center will be a safe, amenity-rich activity center with a true neighborhood feel. It will require assertive redevelopment incentives, including density bonuses, tax abatements, and infrastructure improvements and investment to convert existing vacant industrial properties into modern residential, commercial, and high-tech industrial developments. Environmental clean-up from prior industrial use is required to ensure future flexibility in use. This large tract of land will benefit from being subdivided into small blocks that connect to the existing surrounding grid network of streets to improve access and connectivity. An anchor tenant, such as a grocery store, could draw users to this area. Parking will be located interior to the buildings or lots, so the environment is inviting and pedestrian-friendly. The city envisions integrated green spaces and civic amenities.

### Goals

- Initiate a master planning process to establish flexible zoning and design standards.
- Identify locations for connections between the future uses and the adjacent single-family residential subdivisions.
- Preserve natural and cultural features, including Hillcrest Cemetery, and incorporate natural features into landscaping.
- Encourage sustainable building and site design.
- Provide incentives to new development that makes use of existing structures.
- Locate highest densities or intensities of use in the center of the site, and transition to lower densities to protect and buffer surrounding neighborhoods.
- Prevent commercial uses from encroaching into residential areas.
- Identify creative solutions for future parking needs in this area.
- Provide adequate facilities for users of all modes of transportation, including motorists, pedestrians, cyclists, and public transit riders.
- Establish way-finding or landmark features that connect to downtown and can also be used across the City in gateway signage.
- Connect to the downtown via new or existing bicycle, sidewalk, and shuttle networks.
- Establish a central open space where cultural activities can take place.



# Town Center

## Subarea 2: Lawrence Street continued

### Future Development Patterns

- Subdivide with small blocks to improve connectivity and blend with the existing neighborhoods
- Greenspace
- Walkable, pedestrian-scale mixed use buildings
- Variety of housing options
- Typical zoning districts: CR, MIX, BP, I1, EI, MI, OIT, C1, CL, and C2

### Use and Scale

- Residential: 6-12 dwelling units per acre
- Mixed use, master planned development: commercial/office/residential
- Live-work lofts
- Institutional
- High-tech industrial
- Public parks, plazas, and open space
- Urban agriculture, community gardens
- Height: 2-4 stories



walkable - mixed use - greenspace - density - job center - SMALL BLOCKS - adaptive reuse - flexible - natural features - gardens - walkable - mixed use - greenspace - density - job center - SMALL BLOCKS - adaptive reuse - flexible - natural features - gardens - walkable - mixed use - greenspace - density - job center - SMALL BLOCKS - adaptive reuse - flexible - natural features - gardens - walkable - mixed use - greenspace - density - job center - SMALL BLOCKS

**CHARACTER AREA ATTRIBUTES**

# Town Center

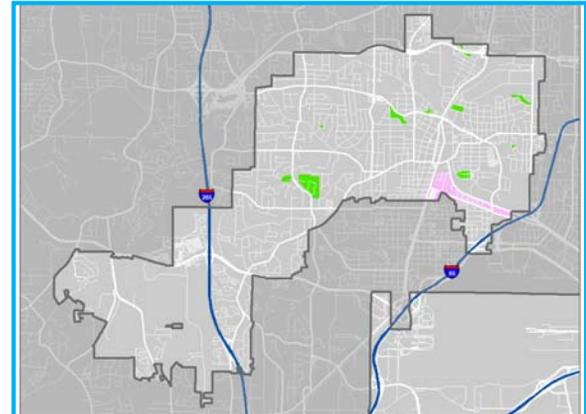
## Subarea 3: Willingham Warehouse District

### Vision/Intent

The Willingham Drive warehouse district will consist of mixed-use infill in the existing industrial environment. Loft-style housing, artists' studios, and live-work spaces will make up the residential portion of this new neighborhood and attract a new "creative class" to the city. A new entertainment retail focus will bring restaurants, bars, and nightclubs to this area, as well, drawing both East Point residents and hotel visitors from the nearby Virginia Avenue corridor. Any new use will occur through compatible infill or existing retrofitted structures. Some light industrial uses will remain, to retain local employment and the characteristic "grittiness" of Willingham Drive.

### Goals

- Maintain the industrial atmosphere and the gritty personality of Willingham Drive.
- Implement flexible zoning guidelines to allow residential, entertainment, commercial, and live/work uses in this neighborhood.
- Provide incentives to new development that makes use of existing structures.
- Identify locations for connections between the future uses and the adjacent downtown and Virginia Avenue corridor.
- Incorporate new green features to reduce environmental impacts and improve the appearance of industrial districts.
- Identify creative solutions for future parking needs in this area.
- Provide adequate facilities for users of all modes of transportation, including motorists, pedestrians, cyclists, and public transit riders.
- Establish way-finding or landmark features that unify to downtown and can also be used across the City in gateway signage.
- Connect to the downtown via new or existing bicycle, sidewalk, and shuttle networks.
- Build community awareness with Art Walks, Restaurant Week, or other events.



# Town Center

## Subarea 3: Willingham Warehouse District

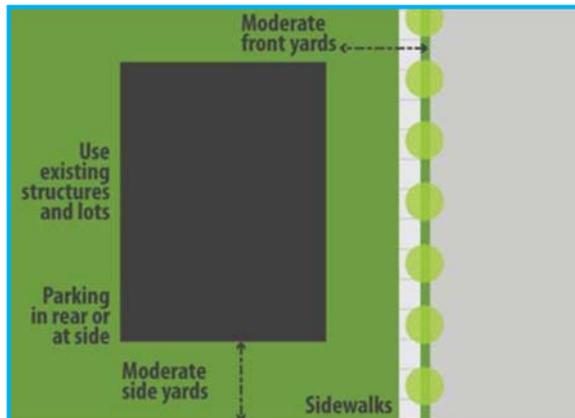
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### Future Development Patterns

- Attract artists to East Point with studio and live/work spaces
- Adaptive reuse studio space
- Live-work space
- Mixed use
- Gritty warehouse feel
- Entertainment: bars, restaurants, nightclubs
- Loft-style housing
- Typical zoning districts: MIX, CR, I1, C1, C2, CL, and BP
- Heavy Industrial uses where currently existing.

### Use and Scale

- Urban lofts, artist studio space, warehouse live/work
- Entertainment – warehouse-style bars, restaurants
- Light industrial uses
- Parks, greenspace, and community gardens
- Height: 1-3 stories



mixed use - creative - adaptive reuse - gritty - job center - SMALL BLOCKS - adaptive reuse - flexible warehouses - entertainment - mixed use - creative - adaptive reuse - gritty - job center - SMALL BLOCKS - adaptive reuse - flexible warehouses - entertainment - mixed use - creative - adaptive reuse - gritty - job center - SMALL BLOCKS - adaptive reuse - flexible warehouses - entertainment - mixed use - creative - adaptive reuse - gritty - job center - SMALL BLOCKS - adaptive reuse - flexible warehouses - entertainment - mixed use - creative - adaptive reuse - gritty - job center

**CHARACTER AREA ATTRIBUTES**

# Industrial Districts

## Subarea 1: Legacy industrial

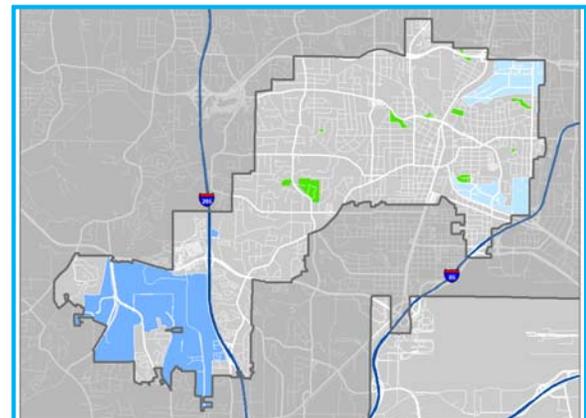
## Subarea 2: Industrial/Business Park

### Vision/Intent

East Point's original industrial areas are located near downtown on or near the rail line. Central Avenue is a major industrial corridor and a key road connecting East Point to Hapeville, Atlanta, and I-85. The industrial uses here include both light (including automotive repair shops and warehousing facilities) and heavy (such as manufacturing and recycling). These character areas might come with special zoning concerns but are major employment and economic providers for the city. With excellent access to major transportation infrastructure, these industrial areas will continue to be important economic assets and employment centers. The uses in this area, however, will be flexible, allowing transitions to new uses as economic demand changes. Many new users of industrial land are not customary industrial activities but those that require industrial-zoned land or lower rent, like start-ups and entrepreneurial businesses. Some of these areas are located near major gateways to the city, so it is important that while they may continue to function as industrial districts, streetscape improvements are implemented to improve the appearance of these areas. It is also critical that any negative externalities resulting from heavy industrial uses, like smell and noise, are mitigated so that this important economic sector can continue to co-exist with East Point's established and growing residential neighborhoods.

### Goals

- Continue to provide jobs and economic opportunities for city residents.
- Retain existing businesses and expand as an employment center.
- Promote adaptive reuse or redevelopment of vacant or underutilized industrial properties to increase the possibilities for introducing modern industrial uses to these areas.
- Provide sufficient and attractive buffering and screening between industrial and non-industrial areas.
- Steer redevelopment toward underutilized industrial areas, with sufficient existing infrastructure, rather than the expansion of development in areas that are undeveloped and underserved by infrastructure.
- Encourage light industrial and office park uses in industrial areas in close proximity to residential uses.
- Use incentives such as Opportunity Zone designation to attract and retain industrial uses.
- Provide incentives for targeted business types (film studio in Subarea 1, server farm in subarea 2).
- Evaluate truck routes, and consider creating designated truck routes and prohibiting truck traffic on other roads to reduce the impact on surrounding neighborhoods.
- Coordinate with the county to manage any noxious emittances (sound, odor, etc.).



# Industrial Districts

## Subarea 1: Legacy industrial

## Subarea 2: Industrial/Business Park

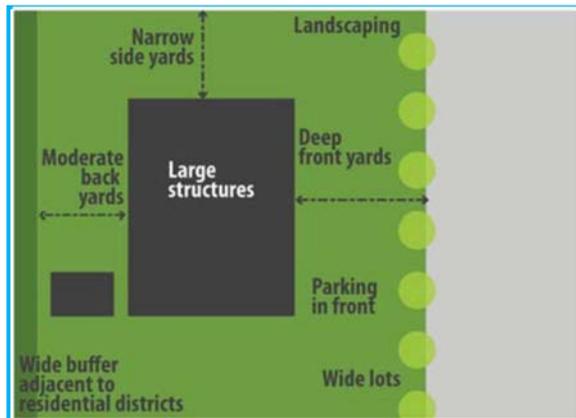
continued

### Future Development Patterns

- Design of any new facilities should include quality building materials and design
- New streetscape design standards
- Subarea 1: Legacy Industrial
  - Warehouse with rail connections
  - Appropriate buffers between residential and industrial uses
  - Mitigate noise/odor from industrial uses
  - Typical zoning districts: I1, I2, MI and BP
- Subarea 2: Industrial / Business Park
  - Large warehouse-type industrial uses
  - Good access to interstates
  - Appropriate buffers between residential and industrial uses
  - Typical zoning districts: I1, MI, EI, BP, and OIT

### Use and Scale

- Subarea 1: Legacy Industrial
  - Light industrial
  - Limited heavy industrial
  - Manufacturing
  - Other uses: office, film studio
  - 1-3 stories
- Subarea 2: Industrial / Business Park
  - Light industrial
  - Warehouse/shipping/storage
  - Server farm
  - Institutional
  - 1-3 stories
- Parks, greenspace, and community gardens



job center - stable - buffers - pedestrian scale  
 - open space - EMPLOYMENT - modern industry  
 - connectivity - job center - stable - buffers -  
 pedestrian scale - open space - EMPLOYMENT  
 - mode **CHARACTER AREA** center -  
 stable - buffers - pedestrian scale - open space  
**ATTRIBUTES** connectivity  
 - EMPLOYMENT - job center - stable - buffers - pedestrian  
 scale - open space - EMPLOYMENT - modern  
 industry - connectivity - job center - stable  
 - buffers - pedestrian scale - open space -  
 EMPLOYMENT - modern industry - connectivity -

# Corridors & Gateways

## Vision/Intent

East Point's major in-town corridors are identified on the future development map. While located within other character areas, the parcels adjacent to these corridors have unique concerns. Future planning priorities include managing growth to prevent sprawling strip development, enhancing streetscape elements, and building facilities to accommodate all types of transportation users. The city envisions gradually converting these corridors to attractive boulevards, enhancing streetscapes, enacting design guidelines for new development, employing traffic-calming measures, and providing basic access for pedestrian and bicycles that is integrated into the public transit system. Land uses adjacent to the corridors vary, including residential, commercial, and institutional, but all development should be pedestrian-oriented with attractive, well-landscaped frontage.

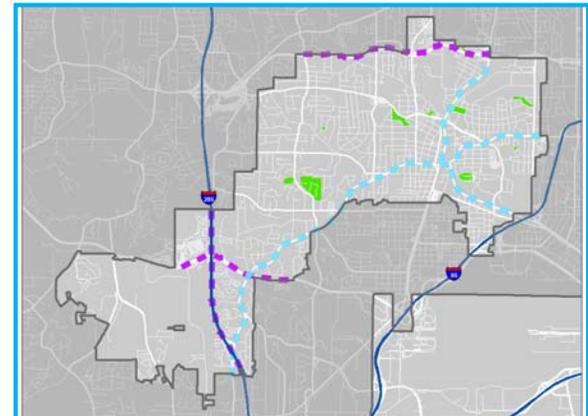
Major highway corridors include the developed and undeveloped land on both sides of the high-volume transportation facilities in East Point, including I-285, I-85, Camp Creek Parkway, and the Lakewood Freeway. Landscaped, raised medians will provide vehicular safety, aesthetics, and pedestrian crossing refuges; paved shoulders can be used by bicycles or as emergency lanes.

The purpose of a gateway is to provide a sense of arrival and to establish a distinct sense of place or community identity. Gateways are the developed or undeveloped

land located at strategic entry points on major thoroughfares that serves as an important announcement or means of access to the community. The city wishes to focus on the appearance of major gateways with appropriate signage, landscaping, and other beautification measures. The city has received funds and is beginning to allocate them towards gateway signage.

## Goals

- Make corridors more convenient for all users, not just motorists.
- Improve signage and wayfinding signs along the corridors to facilitate travel.
- Install traffic-calming measures to reduce travel speeds in areas with pedestrian crossings.
- Improve multi-modal accessibility with strategies that encourage the use of alternate transportation modes.
- Encourage integrated modes of transportation by promoting "complete streets."
- Establish gateways as city markers that express identity so that visitors experience a definite sense of arrival.
- Commercial Corridors:
  - Shared access and parking should be encouraged whenever possible to minimize curb cuts.
  - Sidewalks are wide, free of obstructions, and in good repair.



# Corridors & Gateways

continued

- Promote more dense pedestrian-oriented development along Commercial Corridors.
- Discourage continuous automobile-oriented development along Commercial Corridors.
- Identify alternate route from Washington to Camp Creek Marketplace to avoid Camp Creek Parkway.

## Future Patterns

- Improved streetscape: sidewalks, street trees, furniture, pedestrian-scale lighting
- Bus shelters to encourage transit use
- Safe pedestrian crossing at major nodes and destinations, including Main Street at the MARTA station and Camp Creek Parkway at the Marketplace
- Gateway signage and landscaping
- Commercial Corridors:
  - Boulevard-type roadways, with landscaped medians, on- street parking where appropriate, bicycle lanes or paths, and wide sidewalks

- Commercial development to be clustered
- Potential bicycle lane or multi-use trail adjacent to Camp Creek Parkway



# Zoning Compatibility

A brief summary of the character areas and typical zoning districts where they exist is below. This guide should be used to link the desired physical development patterns identified in the character areas with appropriate zoning decisions and development regulations necessary to implement the character area policy intent.

Character Area	Description	AG1	R1	R1A	RL	R2	R3	R4	RT	CUP	EI	MI	C1	C2	CL	CR	MIX	OIT	BP	I1	I2	
<b>Suburban Residential</b>	Suburban-style residential dwelling with large lots, many trees, and neighborhood schools	●	●		●																	
<b>Traditional Urban Neighborhood</b>	Traditional urban residential neighborhood with cottage or bungalow-style homes, mature trees, and sidewalks located close to downtown		●	●	●	●	●		●													
<b>Growing Residential</b>	Planned developments with a mix of housing types and neighborhood centers at crossroads, lots of open space	●	●	●	●	●	●	●	●	●							●					
<b>Redevelopment Neighborhood</b>	Revitalized urban residential neighborhoods with cottage or bungalow-style homes, mature trees, and sidewalks located close to downtown		●	●	●	●	●		●													
<b>Neighborhood Center</b>	Commercial/retail centers with neighborhood-serving local businesses, multi-family residential, and open space						●				●		●			●	●					
<b>Regional Center</b>	Regionally-marketed commercial, employment, and education centers with pedestrian facilities, traffic-calming features, and greenspace						●	●			●	●	●	●	●	●	●	●				
<b>Town Center Subarea 1: Downtown</b>	The heart of East Point: Traditional walkable downtown environment with commercial, institutional, mixed use						●	●	●		●				●	●	●	●				
<b>Town Center Subarea 2: Lawrence Street</b>	Redeveloped brownfield sites with mixed use: Residential, retail, and office buildings; high-tech industrial; abundant open space; community gardens										●	●	●	●	●	●	●	●	●	●	●	
<b>Town Center Subarea 3: Willingham Warehouse District</b>	Creative community, live/work spaces for artists, entertainment district, adaptive reuse of industrial structures												●	●	●	●	●			●	●	
<b>Industrial Subarea 1: Legacy Industrial</b>	Original railroad-centered industrial sites near downtown with modern industrial infill												●							●	●	●
<b>Industrial Subarea 2: Industrial / Business Park</b>	Employment centers, characterized by new warehouse-type facilities and modern, high-tech industrial tenants										●	●						●	●	●		
<b>Corridors &amp; Gateway</b>	Not independent character areas, rather strategic corridors with characteristic streetscape, pedestrian facilities and signature signage	Not Applicable																				

Zoning Districts



# PART 6: COMMUNITY WORK PROGRAM

# Part 6: Community Work Program

The Community Work Program identifies projects that East Point will undertake to implement the goals and policies of the plan. The following pages identify the projects that East Point will undertake in the next five years.

# 2017 Community Work Program

ID	2012 Project/Activity Description	2018	2019	2020	2021	2022	Estimated Cost	Responsible Department/Agency	Funding Source
<b>Economic Development</b>									
1	Continue to pursue Fulton County BOE approval of Corridors TAD					*	\$20,000.00	Economic Development/ Legal	General Fund
2	Focus on Commons Redevelopment Implementation			*			\$200,000 - \$5 million	Economic Development/ BIDA/ City/ Legal/ CMO	General Fund/ TAD/ LCI Transportation funds/ other grants
3	East Point Street and West Cleveland Avenue streetscape and pedestrian improvements		*				\$4,800,000.00	Economic Development/ &Z/ Public Works/ GDOT/ MARTA	ARC - LCI transportation grant/City
4	Establish a small business revolving loan program					*	\$75,000.00	Economic Development/ BIDA	BIDA
5	Installation of downtown bike/ped amenities (benches, trash cans, bike racks, banners)			*			\$35,000.00	Economic Development	General Fund/Sponsors
6	Downtown East Point website					*	\$7,500.00	Economic Development/ EPMSA	General Fund
7	Devise and implement a capital improvement project in downtown area based on Council 2010-2011 project list			*			TBD	BIDA/ Economic Development/ Public Works	General Fund/ MEAG/ Hotel-Motel Tax
8	Identify potential redevelopment plan for area known as Old Fourth Ward (Willingham, Central Avenue, Eagan Park, River Park, East Washington, etc.)					*	TBD	BIDA/ Economic Development/ Planning & Community Development	General Fund/ BIDA

# 2017 Community Work Program

ID	2012 Project/Activity Description	2018	2019	2020	2021	2022	Estimated Cost	Responsible Department/Agency	Funding Source
9	Identify and implement a capital improvement project for area known as Old Fourth Ward (Willingham, Central Avenue, Eagan Park, River Park, East Washington, etc.)					*	TBD	BIDA/ Economic Development/ Public Works	General Fund/ BIDA
10	Identify and implement a capital improvement project along Cleveland Ave.					*	TBD	BIDA/ Economic Development/ Public Works	General Fund/ BIDA/ EP Corridors TAD
11	USDA Grant for Farmer's Market					*		Economic Development/ Grants	N/A
12	National Main Street Program Designation			*				Economic Development	General Fund
13	Continue coordination with Fulton County Schools on land use, facility location and policies to improve educational attainment.		*					Planning & Community Development / Economic Development	
<b>Housing</b>									
14	Implementation of 50 Worst Properties Program	*	*	*	*	*	\$625,000/yr	Planning & Community Development, Fire & Police	MCT Capital Fund, General Fund
15	Partnership with Atlanta/ Fulton County Land Bank Authority	*					TBD	City of East Point & Atlanta- Fulton Land Bank Authority	N/A
16	Develop and implement an affordable housing incentive ordinance		*				TBD	Planning & Community Development	General Fund

# 2017 Community Work Program

ID	2012 Project/Activity Description	2018	2019	2020	2021	2022	Estimated Cost	Responsible Department/Agency	Funding Source
<b>Parks, Natural &amp; Cultural Resources</b>									
17	Construction South Commerce Park	*					\$700,000.00	Parks & Recreation	General Fund; LWCF; MCT & GOB
18	Egan Park Master Plan						\$325,000.00	Parks & Recreation	General Fund; MCT & GOB
19	Sykes Park Construction	*					\$1,200,000.00	Parks & Recreation	General Fund; MCT; LWCF & Hotel/Motel Tax
20	Continue coordination with stakeholders involved with the Finding the Flint Vision/Effort			*			N/A	Planning & Community Development	N/A
21	Start East Point PATH Master Plan Implementation Strategy		*				N/A	Parks & Recreation / Planning & Community	N/A
22	Continue Coordination with AEROATL Greenway Plan					*	N/A	Parks & Recreation / Planning & Community Development	N/A
<b>Land Use</b>									
23	Washington Road Overlay District	*					N/A	Planning & Community Development	General Fund
24	City-initiated residential district re-zoning	*					N/A	Planning & Community Development	General Fund
25	Implement online services in Planning & Community De-	*					\$1,000,000.00	Planning & Community Development	General Fund
26	Offsite records retention facility	*					\$1,000,000.00	Planning & Community Development	General Fund

# 2017 Community Work Program

ID	2012 Project/Activity Description	2018	2019	2020	2021	2022	Estimated Cost	Responsible Department/Agency	Funding Source
27	Public Arts program	*					\$125,000.00	Planning & Community Development, Parks & Recreation Cultural Enrichment Commission, Economic Development	General Fund
28	Zoning & Overlay Amendments per LCI Plan Recommendations				*		TBD	Planning & Community Development	TBD
29	Study the recommended buffers & proposed land uses within the Technology/ Research District & Village North Focus Areas.			*			N/A	Planning & Community Development	N/A
30	Develop policy changes to improve consistency between the future land use map and the zoning ordinance.		*				N/A	Planning & Community Development	N/A

## Transportation

31	Main Street Scenic Byway Corridor Improvement Project (streetscape)	*					\$1,300,000.00	Planning & Community Development, Public Works	GA-DOT TE grant, General Fund
32	Semmes Street Streetscape			*			\$1,500,000.00	Public Works, GDOT	GDOT & City match
33	Downtown East Point Multimodal Improvements (Updated Streetscape Project)				*		\$4,800,000.00	Economic Development/ &Z/ Public Works/ GDOT/ MARTA	ARC - LCI transportation grant/City
34	East Point T-SPLOST Projects					*	TBD	Public Works, GDOT	GDOT & City match / City
35	Fulton County Transit Master Plan Coordination & Next Steps			*			N/A	Public Woks / Planning & Community development	N/A

**APPENDIX**

# Appendix

## Public Meeting Flyers & Sign-in Sheets

**EAST POINT GEORGIA**

# Comprehensive Plan Update Open House

Join your neighbors, City leaders and area business owners to share your thoughts in developing a Vision, Goals and Direction for the future of the City of East Point

**March 21, 2017**  
 Stop by anytime from 6:30 PM—8:30 PM.  
 Jefferson Park Rec Center  
 1431 Norman Berry Dr, East Point, GA 30344

**March 23, 2017**  
 Stop by anytime from 6:30 PM—8:30 PM.  
 St. Stephens Missionary Baptist Church  
 2670 Hogan Rd, East Point, GA 30344

Please direct any questions to:  
 | Geneasa L. Elias, AICP, (404) 270-7026, gelias@EastPointCity.org | or | Sidney Douse, ARC, (404) 463-3308, sdouse@atlantaregional.com |



City of East Point Comprehensive Plan Update  
 Public Open House  
 Thursday March 21 & 23, 2017  
 6:30 p.m.

Name	Email Address
Deana Ingraham	dholidayingraham@eastpointcity.org
Geneasa Elias	gelias@eastpointcity.org
WOTHEE RENEE Mims	RDMOORE123@AOL.COM
ALEX LIMA	FOR.ALEXLIMAP@GMAIL.COM

ADP#

# Appendix

## Public Meeting Flyers & Sign-in Sheets



City of East Point Comprehensive Plan Update  
Public Open House  
Thursday April 13, 2017  
6:30 p.m.

City of East Point Comprehensive Plan Update  
Public Open House  
Thursday April 13, 2017  
6:30 p.m.

Name	Email Address
Joel Anderson	info@duellinspectga.com
Charlotte Smith	raccoonspoon@gmail.com
TINA DHARJMAN	TINA.DHARJMAN@OUTLOOK.COM
JOSHUA Butler	jbt@economicrightsmovement.com
Jennifer Catlile	jennifercatlile17@gmail.com
VANGERLIN BALDEN	vangerlinbalden@gmail.com
DAVID HAYNES	David@DavidandMark.com
City Council Shropshire	
Mark Fields	Emtycamp2@gmail.com
Dr. Colbert Lovett	lovettc2564@gmail.com
Willie/Gene Cummings	williecu@gmail.com

\* PDF  
thank

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Emmanuel Mathis	emanuelmathis@gmail.com
Marcel Reed	Marcelreed@earthlink.net
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Katie Murphy	Kridleyinka@yahoo.com
S.F.H. SHAHEED City Council	sfhshahheed@hotmail.com
Deana Ingraham	dholidayingraham@eastpointcity.org
Wesley Hudson	ncely404@bellsouth.net

# Appendix

## Public Meeting Flyers & Sign-in Sheets

**EAST POINT**  
GEORGIA

# Comprehensive Plan Update: Land Use Patterns

Join your neighbors, City leaders and area business owners to share your thoughts in developing Land Use/Future Development Patterns for the City of East Point

**June 27, 2017**  
Stop by anytime from 6:30 PM—8:30 PM.  
City Hall Annex  
3121 Norman Berry Drive  
East Point, Georgia 30344

Please direct any questions to:  
Geneasa L. Elias, AICP, (404) 270-7026, gelias@EastPointCity.org | or Sidney Douse, ARC, (470) 378-1595, sdouse@atlantaregional.com



City of East Point Comprehensive Plan Update  
Public Open House  
Tuesday June 27, 2017  
6:30 p.m.

Name	Email Address
Geneasa L. Elias	gelias@eastpointcity.org
ANGELA BLATCH	ABLATCH@EASTPOINTCITY.GEORGIA.GOV
JOSEPH JOHNSON	JOHNSON315@gmail.com
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Jennifer Carlile	jennifercarlile17@gmail.com
Sheppie Robert Broadwater	rlbroadwater@gmail.com
	info@healingforall.net

# Appendix

## Public Meeting Flyers & Sign-in Sheets



City of East Point Comprehensive Plan Update  
Public Open House  
Tuesday June 27, 2017  
6:30 p.m.

Name	Email Address
Fitzgerald Smith Jr	fitzgerald.smithjr@gmail.com
Esere Lima	miss_esere@yahoo.com
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Joan Warren	Purplejimhendrix@yahoo.com
Willie E. Cummings	williecum@gmail.com
Emanuel Mathis	emanuelmathis@gmail.com

## Memorandum



Planning & Community Development

### 2017 Comprehensive Plan Update Stakeholder Meeting SIGN-IN SHEET September 6, 2017

Name	Department/Company	Phone Number
Nigil Rupts	P&CD	2079
FRANK LEE	P&CD	7211
Jane Sims	CMD	4311
MACEO ROSEN	ECO. DEV.	7217
Lolita Grant	Finance	7150
FARHAN ZULON	IT	7072
William H. Ware	Fire	6401
JONATHAN PENN	PARKS AND RECREATION	7042
Melissa Echevarria	Water + Sewer	7117
NEDRA FARRAR SWIFT	HUMAN RESOURCES	7065
Tommy Garcia	Police Dept	<del>7065</del> 6200
FRED GARNIER	COEP	7016
Kirstan Mote	Aerotropolis AIDS	404.349.2211
Genevieve Elias	CMD	(404) 270-7026

# Appendix

## Public Meeting Flyers & Sign-in Sheets

### Memorandum



Planning & Community Development

Name	Department/Company	Phone Number
Myron Cooll	City Council	
Wes Hardy	Duke Realty	770.438.2522
David Sprunkle	Duke Realty	770.717.9220
Bob McLeod	McDONALD DEVELOPMENT	404-239-0885
AUSTIN McDONALD	McDONALD DEVELOPMENT	404-239-0885
Horace Adams	Solid Waste	(404) 276-5985
Jeffrey Reeves	Public Works	(404) 270-7205
LINDELL Y. MILLER	Procurement Dir	4 (270) 4324
Dat Behrens	City Mgr's Office	404-270-7016
Lee Bond	Resident	404 956 4364
Brad Bowman	City Attorney	(404) 270-7204
Joshua Butler	City Council Appointee	(404) 849-6725