



# MAIN STREET CORRIDOR • TOD PLAN



A  
LIVABLE CENTERS INITIATIVE  
through the  
ATLANTA REGIONAL  
COMMISSION

PREPARED BY:

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June 2012

# ACKNOWLEDGEMENTS

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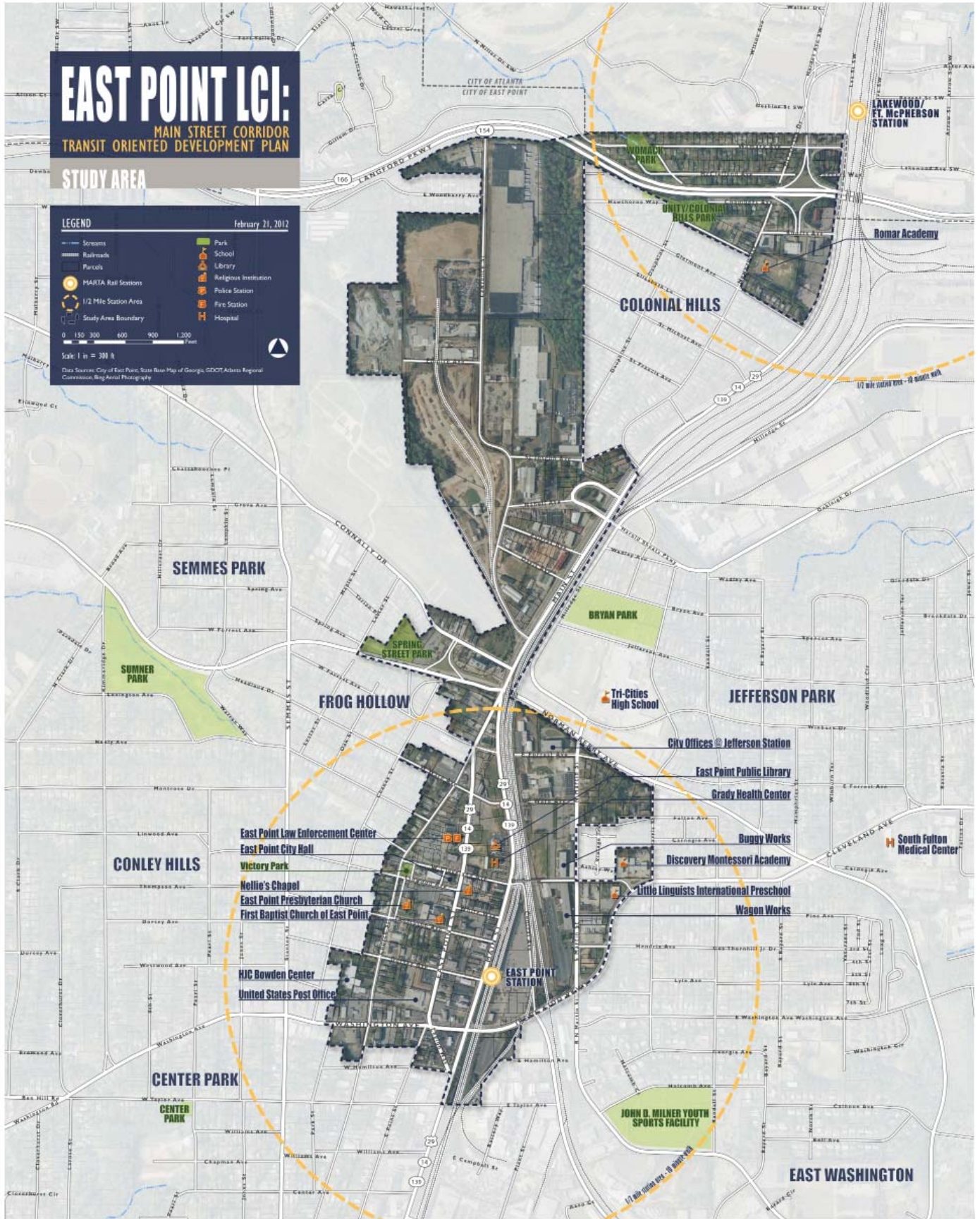
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Figure 1. Study Area Map





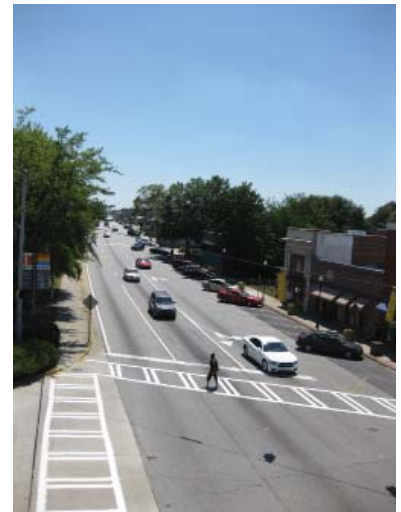
The East Point Main Street Corridor Transit-Oriented Development (TOD) Plan (hereafter referred to as “The TOD Plan”), sponsored by the City of East Point, and through a Livable Centers Initiative grant administered by the Atlanta Regional Commission (ARC), addresses both land use and transportation issues to support a multi-modal environment around two existing MARTA stations along US 29/Main Street (Figure 1). 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 City of East Point has an opportunity to dramatically change the future character and function of downtown and the Main Street Corridor (US/Hwy 29) with Transit-Oriented Development. Transit-Oriented Development (TOD) refers to compact development within easy walking distance of transit stations that contains a mix of uses such as housing, jobs, shops, restaurants and entertainment.

The TOD Plan will guide new development that fosters sustainable land use and transportation practices, while stimulating economic growth. This plan addresses redevelopment opportunities with smart growth strategies to protect the area’s existing character, businesses, and residents. The TOD Plan also identifies both public and private investments that can become catalysts for new development in the study area, such as public gathering spaces, parking, and streetscape improvements.

Two MARTA rail stations are included in the study area. The East Point MARTA Station, located on the eastern edge of historic downtown East Point, is a model “town center” station. The East Point Station offers immediate access for commuters and residents to amenities and basic services. The MARTA and freight rail lines are physical barriers, inhibiting connectivity and growth to the east of the station. However, there is a substantial amount of redevelopable industrial land to the south and east of the station. The Lakewood/Ft. McPherson Station is at the northern end of the study area, located at the southern boundary of Fort McPherson, next to Langford Parkway. It is surrounded by mostly single-family residential uses to the south. Downtown East Point is characterized by a broad mix of uses, including major civic facilities, and a connected, pedestrian-oriented street grid, which together establish the framework for the TOD concept. Also, as in many other historic city and town centers in the region, there is substantial opportunity for infill, redevelopment, and density in Downtown East Point, particularly in the vicinity of the MARTA stations.

The recommendations for The TOD Plan are categorized within the seven focus areas identified along the corridor: Village North, Technology/Research District, Gateway North, Gateway South, Historic Character Downtown, Neighborhood Live/Work, and the Historic Warehouse District. 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.



East Point's Main Street



The East Point MARTA Station



The pedestrian bridge across the MARTA and freight rail lines in downtown



Properties within The TOD Plan study area

The TOD Plan promotes mixed-use development, which combines various components of housing (including mixed-income housing), office, and retail, to revitalize the area and offer options to the City of East Point, the City’s Business & Industrial Development Authority (BIDA), and property owners during redevelopment. **Redevelopment of the Commons property, the East Point MARTA Station parking lot, and the Government Center Complex expansion are catalyst projects and will attract more activity, people, jobs, and amenities to downtown.**

The recommendations in this Plan offer flexibility, additional community services – especially daily services, dining and entertainment – and economic viability in the long-term. Coupled with alternative transportation solutions and a cohesive streetscape design, this plan supports economic diversity and creates a live/work/play environment throughout key focus areas within East Point.

The TOD Plan also presents several opportunities to enhance mobility for transit users, pedestrians, bicyclists, and motorists. All streetscape improvements are based on the principles of “Complete Streets,” providing multi-modal opportunities for all users (of all ages and abilities) including pedestrians, bicyclists, transit users, or motorists within the right-of-way.

The TOD Plan is divided into six sections:

### Section 1: Introduction

This section describes the plan purpose, context and need for The TOD Plan. An executive summary provides a snapshot of the process and broad outcomes from the planning initiative.

### Section 2: Inventory & Analysis

This section provides an overview of study issues and influences and a summary of existing conditions. An overview and findings are detailed in the categories of land use and zoning, urban design, transportation and pedestrian environment, community facilities, environment and open space, and market and economics.

### Section 3: Study Methodology and Process

This section describes the public participation process, and the Placemaking approach for the plan. It concludes with the community-defined vision and goals.

### Section 4: Recommendations

This section details the seven focus areas of The TOD Plan and summarizes the policies and recommended projects in the areas of land use, transportation, urban design and economic development/communications/housing.

“Downtown East Point has historic character, charm and vibrant, local retailers along a walkable grid that is complemented by connectivity to two MARTA rail stations.”

- Cheri Morris,  
Retail Advisor



## **Section 5: Implementation**

This section describes the action items for the City of East Point, BIDA, and other stakeholders to achieve the Plan recommendations. The Action Plan outlines a 5-year schedule of tasks to implement the plan goals, programs and projects, such as policy revisions, public and private projects, marketing tactics and funding strategies. Consistency with the Atlanta Regional Commission's Livable Centers Initiative deliverable requirements, Lifelong Communities Initiative and Green Communities program are included within this section.

## **Appendix**

The Appendix includes the detailed data from the economic and market analysis performed during the planning process, all maps created during this process (11"x17" fold outs), and The TOD Plan Project Summary.

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## SECTION 1 • INTRODUCTION



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## Purpose of the Plan

The East Point Main Street Corridor Transit-Oriented Development (TOD) Plan (hereafter referred to as “The TOD Plan”) provides land use, mobility and urban design recommendations and implementation strategies for the next 10 years. The plan addresses the redevelopment potential of US 29/Main Street and properties adjacent to two existing MARTA stations: the downtown East Point MARTA and the Lakewood/Ft. McPherson MARTA stations.

Initiated and funded by the City of East Point and the Atlanta Regional Commission through a Livable Centers Initiative grant in 2012, the over-arching goal of The TOD Plan is to create a regional model for how to effectively develop a thriving, mixed-use transit village that is economically viable and attractive to residents and businesses alike. Through a four-phase process that includes vision and understanding, community engagement, plan concepts and an action-focused implementation plan, the eight-month planning effort determined appropriate land uses, transportation improvements, revitalization opportunities, and urban design to create a mixed-use, transit, and pedestrian friendly corridor that not only supports, yet also encourages short- and long-range alternate forms of transportation, especially transit.

**Redevelopment of the Commons area, the East Point MARTA Station parking lot, and the Government Center Complex expansion are significant catalysts in achieving the desired vision of the plan.** The plan recommends how to design and attract retail which offers a unique shopping experience for residents and visitors alike. With new activity in downtown, key vacant or underutilized properties will be redeveloped to include new mixed-use uses such as housing above retail. As property values increase, it is important to provide mixed-income housing options to ensure people can afford to live in close proximity to the transit stations.

The TOD Plan fully adheres to the requirements set forth in the ARC Livable Communities Initiative program. This plan builds on the 2005 East Point LCI Study, which focused on building a critical mass and connectivity in Downtown.

“The City has a very good opportunity to rebrand East Point as unique in that you can step off MARTA into a real place; an authentic, charming historic downtown. There is great car and rail connectivity to downtown Atlanta, so workers could easily live in East Point and work in downtown Atlanta. Likewise, businesses located in downtown East Point have excellent connectivity via MARTA to other parts of intown Atlanta for both daily commerce and for their workers to commute by train. This combo of MARTA and ‘a place’ is a real treasure.”

- Cheri Morris,  
Retail Advisor

The ARC Livable Centers Initiative (LCI) Program “encourages local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with regional development policies.” (Source: ARC) The standards and goals set forth for the LCI Program include 10 study components that must be met to qualify as an LCI study. For a detailed summary describing how The TOD Plan addresses each of the 10 study requirements please see Section 5: *Implementation* of this document. The 10 study components of the LCI Program include:

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.
2. Transportation demand reduction measures.
3. Internal mobility requirements (including safety and security of pedestrians), such as traffic calming, pedestrian circulation, transit circulation, and bicycle circulation.
4. Mixed-use housing, job/housing match and social issues.
5. Continuity of local streets in study area and development of a network of minor roads.
6. Need/identification of future transit circulation systems.
7. Connectivity of transportation system to other centers.
8. Community organization, management, promotion, and economic restructuring to ensure implementation.
9. Stakeholder participation and support.
10. Public and private investment policy.

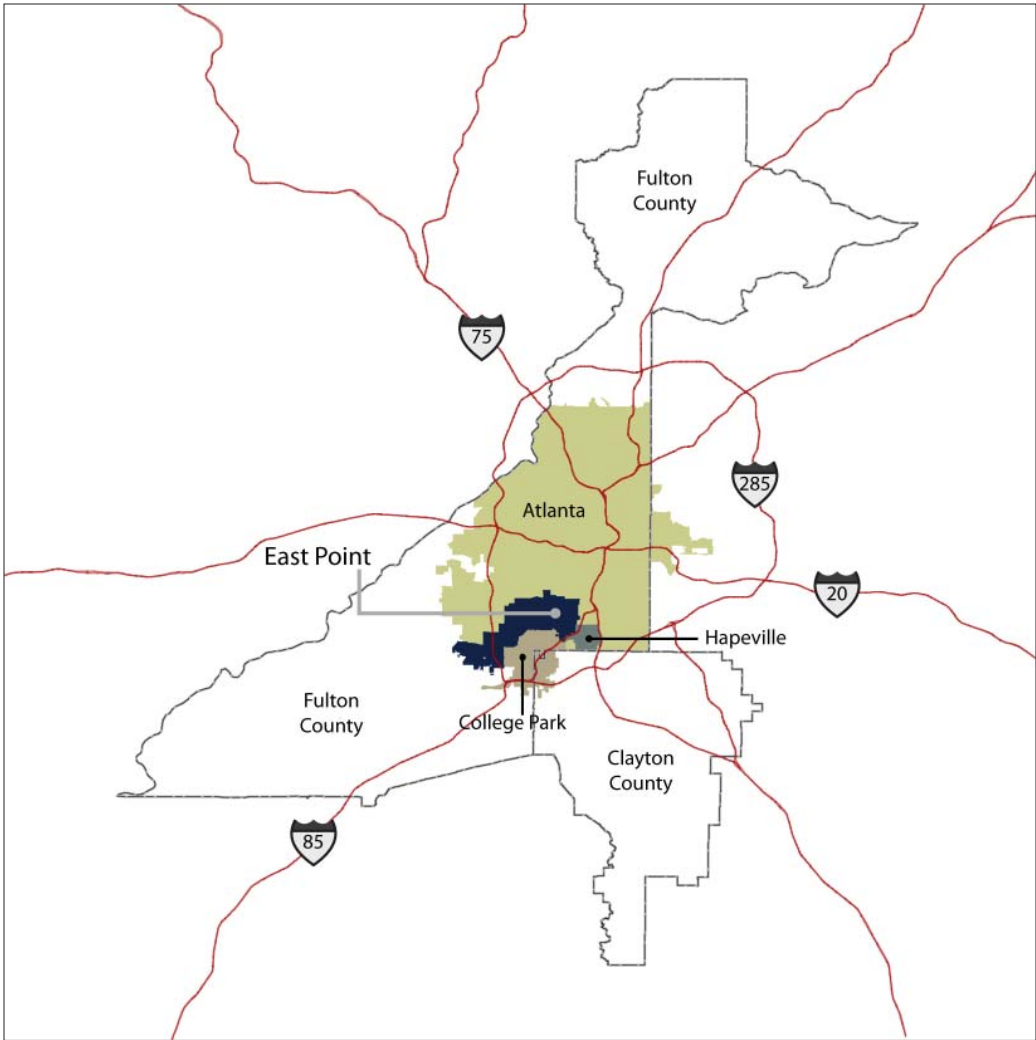
## Regional Context/Study Area

The TOD Plan study area is located approximately 5 miles southwest of downtown Atlanta within Fulton County. The study area is contained within the boundaries of the City of East Point, located just to the south of Langford Parkway (SR-166) and west of I-85.

The northern boundary of the East Point study area is Langford Parkway and the Atlanta city limit at Fort McPherson. The study area boundary incorporates the Lawrence Avenue industrial area to the west. The boundary continues south to Washington Road, incorporating the Central Business District, the East Point MARTA Station and its overflow surface parking lot, as well as the historic Wagon Works and Buggy Works complex that serves as East Point’s primary office center.



The architecture of the downtown is exemplified in the city’s existing pedestrian bridge



The City of East Point is located in Fulton County, within metropolitan Atlanta



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## SECTION 2 • INVENTORY & ANALYSIS

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## Site Context

The 430-acre TOD Plan study area is comprised of Downtown East Point and extends to the Lawrence Street Industrial District and the southern boundary of Fort McPherson. The study area connects two redevelopment primary areas of the City along US 29/Main Street located near the East Point MARTA Station and the Lakewood/Ft. McPherson MARTA Station. Downtown East Point is characterized by a broad mix of uses and a connected, pedestrian-oriented street grid, which together establish the framework for the TOD area around the East Point Station. The Lakewood/Ft. McPherson Station is at the northern end of the study area, at the southern boundary of Fort McPherson, along Langford Parkway and adjacent to the Colonial Hills Neighborhood.

## Current Snapshot of the Area

The majority of parcels in the 430-acre study area are low density residential, public/institutional, light industrial or vacant. Downtown consists of several historic buildings, a grid pattern of streets, and a good pedestrian scale typical of other Georgia Main Street communities. One- and two-story developments with small building footprints line the streets in the study area. Several government buildings along East Point Street form a strong civic presence in the historic downtown district.

With the exception of White Way, the blocks between East Point Street and Main Street are sparsely developed. The renovated retail stretch along White Way and a portion of Main Street has several restaurants that offer the most activity in downtown. Residents consider this block to be the center of Downtown East Point.

Most blocks in the study area contain many under-utilized buildings. Buildings are set back from the street with surface parking, interspersed with several vacant properties. The downtown lacks a cohesive image and a continuous building edge to the streets they front.

The East Point MARTA station is not currently a focal point and is disconnected to the downtown. Many of the buildings need façade improvements and maintenance. There is a need for creating a focal point – a civic plaza or space in downtown that can become a central gathering space and create a heart of the City. Clearly defined gateways are needed to mark the extents of downtown. There are opportunities to improve the character and streetscape with landscaping, way finding, signage, and public art.



Storefronts within the downtown

## Previous Studies

### Downtown LCI Study (2005)

The Atlanta Regional Commission funded a Livable Centers Initiative (LCI) master plan and study for the City of East Point in 2005. The area of the LCI included downtown, Tri-Cities Plaza and DeLowe Plaza, the Lawrence Street industrial area, and the residential neighborhoods of Colonial Hills, Semmes Park, Frog Hollow, Conley Hills, Jefferson Park, and Center Park. The intent of the study was to develop a plan that would capitalize on the existing sense of place and community and original compact street grid network to create a livelier downtown urban center, stimulating investment in the City's commercial core and historic neighborhoods. After a public participation process, the biggest goals identified by the community were redeveloping the Lawrence Street brownfield and industrial area, restoring Center Park, redeveloping a shuttered primary school, renovating De Lowe Plaza and Tri-Cities Plaza. The community desired retail along Main Street and in front of the MARTA station and a grocery store and drug store within the downtown area. The LCI identified a number of vacant properties in downtown prime for redevelopment.

The City has accomplished some of the objectives outlined by the LCI. Almost all parcels in the downtown area are currently zoned "Commercial Redevelopment," which "is intended to facilitate and encourage innovative, functional, aesthetically pleasing and creative design and development of the most compatible and desirable mixed-use pattern of retail, commercial service, institutional and residential land uses which are primarily pedestrian and public transit oriented." (Source: *City of East Point Zoning Ordinance*) When these properties are substantially redeveloped, they must comply with the requirements of the zoning regulation. Additionally, there is a Downtown Architectural Overlay District that applies to all properties zoned Commercial Redevelopment within the overlay boundaries, which surround the downtown area. The architectural guidelines require pedestrian-friendly development with attractive landscaping, creating a unified and attractive downtown district. Future land use planning should continue to concentrate on bringing a mix of uses that will attract a variety of visitors, residents, and consumers to the central downtown district.

A number of principles are laid out for the downtown area. These include: promoting infill development, particularly increased residential development in the downtown, building more civic space downtown, including a new municipal complex, and focusing development at a series of downtown gateways as well as along a central downtown axis. The plan calls for the MARTA station to be better integrated into the downtown fabric.

Specific uses that are to be encouraged include the municipal complex, offices, lofts, townhomes, a grocery store or drug store, and live-work space. New civic or green space is also called for in the LCI plan.

One area specifically targeted for redevelopment by the LCI plan is the MARTA south parking lot. The plan recommends that this parcel be redeveloped either as a hotel or a mixed-use parking deck serving other downtown activities as well as MARTA commuters.

## Cleveland Avenue Corridor Study Master Plan (2005)

The Cleveland Avenue Corridor Study Master Plan “focuses on short and long term revitalization of the Cleveland Avenue corridor and surrounding neighborhoods by providing a vision and framework for future development.” Cleveland Avenue is a major thoroughfare and gateway, providing convenient access from the east and from I-85. Additionally, the largest employer in East Point, South Fulton Medical Center, is located on Cleveland Avenue. The hospital initiated the study in order to promote the long-term viability of its neighborhood, which would have the added benefit of supporting its own profitability and success. The MARTA rail corridor separates Cleveland Avenue from the downtown, and the neighborhood has been in need of reinvestment since the 1980s.

The plan proposes a number of urban design interventions intended to improve aesthetics and pedestrian facilities along the corridor, create identities at several nodes, promote redevelopment, and increase park space. Two of the major study nodes fall into the East Point TOD study area. The plan proposes redevelopment of the MARTA station into a hotel and conference center connected to offices and shops in the Buggy Works area via a boardwalk adjacent to the tracks. A neighborhood with mixed residential types, including townhomes, apartments, and single family homes is proposed for the area between Irene Kidd Parkway, Cleveland Avenue, and Martin Street.

## Corridors Tax Allocation District and Redevelopment Plan (2006)

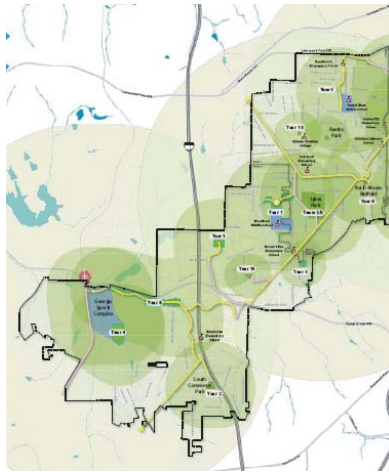
In response to the 2005 LCI, a 2006 comprehensive plan update, and the 2005 Cleveland Avenue Corridor Study Master Plan, the City of East Point developed a Corridors Tax Allocation District and Redevelopment Plan in 2006. The purpose of this plan is to “provide a financing mechanism to help facilitate recommended improvements,” including attracting private taxable redevelopment opportunities, improving underdeveloped urban areas, and creating employment opportunities. As East Point had tremendous success with the Camp Creek TAD, this plan implements TADs around Cleveland Avenue, Washington Road, and Main Street. Much of the TOD study area near the East Point MARTA station falls into the TAD boundary.

A Tax Allocation District (TAD) is established for the purpose of catalyzing investment by financing certain redevelopment activities in underdeveloped or blighted areas using public dollars. Redevelopment costs are financed through the pledge of incremental increases in property taxes generated by the resulting new development. Financing incentives encourage development that fits within the plan and falls within the TAD boundaries. Specifically, the goals of the Corridors TAD and redevelopment plan include providing desirable residential, retail, dining, entertainment, and other commercial uses; encourage development that will enhance existing neighborhoods; increase usable greenspace and parks; grow the City tax base; and provide opportunities for redevelopment of the area around the MARTA station and parking lot.



Master Plan for the Cleveland Avenue Corridor





Parks & Recreation Master Plan

### Parks & Recreation Master Plan (2010)

A 10-year Parks & Recreation Master Plan was completed in November 2010. The master plan included an existing conditions analysis, a needs assessment, and recommendations for improvements and new developments. The plan illustrates proposed new park facility locations and the ten-year prioritization plan for addressing the identified 100-acre deficit in park space in the City.

### Urban Land Institute Technical Assistance Panel (2011)

The City of East Point sought advice and recommendations for the development of a downtown master plan, from the Urban Land Institute's Technical Assistance Panel (TAP). The City recognized that around 6-8 acres between Main Street and East Point Street, known as the "Commons" area, included in the TOD study area, are underutilized and have potential to help revitalize downtown. After a discussion about the City's strengths and weaknesses, the TAP proposed a strategy that involved revisiting existing plans, addressing the financial feasibility of an acquisition plan, and working with developers to renew pre-existing tenant agreements. Due to its size, location, and existing redevelopment interest, the Commons area is a key property in the TOD plan.

### 2035 Comprehensive Plan (2011)

In late 2011, the City of East Point completed a 25-year update of its comprehensive plan. A community assessment took stock of the existing conditions in the City and identified a significant loss in population from 2000, a large degree of housing vacancies, and a lack of connectivity between major destinations and residential neighborhoods throughout the City. Feedback from community members in the public participation process focused on the importance of building a sense of place in downtown East Point. The Community Agenda and Future Development Map propose development patterns that will create a walkable, mixed-use town center surrounding the MARTA station, bringing new residential types and unique local businesses to downtown.

## Overview of Findings

### Existing Land Use

The Existing Land Use Map for The TOD Plan (Figure 2) illustrates the existing land use size and classifications within the study area. Table 1 shows a breakdown of existing land use categories and acreage calculations in the study area.

Table 1. Existing Land Use

		Parcels	Acres	Percentage (Parcels)	Percentage (Acres)
<b>EXISTING LAND USE</b>	<b>Vacant</b>	<b>101</b>	<b>64.05</b>	<b>15%</b>	<b>19%</b>
	<b>Public / Institutional</b>	<b>55</b>	<b>50.81</b>	<b>8%</b>	<b>15%</b>
	<b>Heavy Industrial</b>	<b>13</b>	<b>45.52</b>	<b>2%</b>	<b>14%</b>
	<b>Low Density Residential</b>	<b>219</b>	<b>41.75</b>	<b>33%</b>	<b>13%</b>
	<b>Light Industrial</b>	<b>19</b>	<b>39.79</b>	<b>3%</b>	<b>12%</b>
	<b>Commercial</b>	<b>99</b>	<b>25.25</b>	<b>15%</b>	<b>8%</b>
	Transportation / Utilities	36	17.18	5%	5%
	Office / Distribution	20	16.94	3%	5%
	Parking	56	12.43	8%	4%
	Parks / Recreation / Conservation	18	6.69	3%	2%
	Mixed Use	10	4.97	1%	2%
	High Density Residential	18	2.08	3%	1%
	Medium Density Residential	7	1.66	1%	1%
	<b>Total</b>	<b>671</b>	<b>329.14</b>		
	<b>Total Acreage (including ROW)</b>		<b>435</b>		



Residential options within the study area

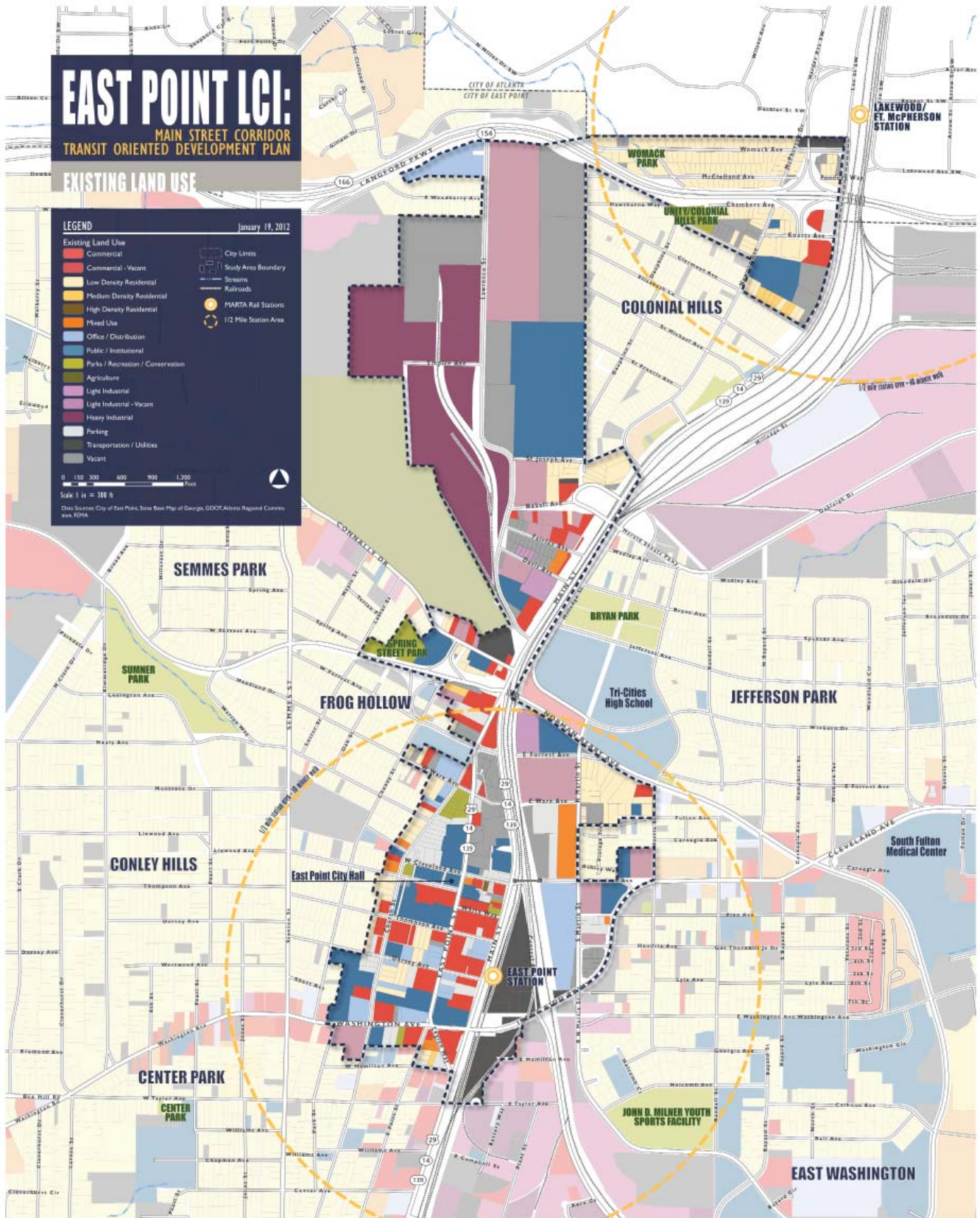
#### Low Density Residential

Low density residential generally implies single-family use, usually with a significant mix of forested or agricultural land cover. These areas often occur on the periphery of urban expansion and are generally characterized by houses on larger lots. Examples include suburban neighborhoods, rural housing, estates, and linear residential developments along transportation routes. In East Point, low density residential parcels surround the core of the City. These parcels are typically in single-family neighborhoods. East Point's low density residential lots are usually over a quarter-acre in size. Colonial Hills is a large single-family neighborhood that partially falls in the study area.

#### Medium Density Residential

Medium density residential areas are typically characterized by single family dwellings, with or without a forested or agricultural land cover. Lots are smaller and homes might be closer together than in a low density residential area. In East Point, medium density residential areas also include duplexes, townhouses, and homes in central business district zones.

Figure 2. Existing Land Use





## High Density Residential

High density residential areas are typically characterized by apartments. In East Point, high density residential areas also include multi-family in central business district zones.

## Commercial

The sale of goods occurs in central business districts, shopping centers in suburban and outlying areas, and commercial strip developments. In the study area, there are several strip commercial buildings and single buildings with independent stores and parking in the front of the business. Downtown, there are some traditional service-based commercial uses with buildings directly fronting the sidewalk.

## Office/Distribution

Office and distribution uses provide services and facilities for the shipment of goods. They differ from commercial uses in the types of structures typically needed, the amount of parking and square footage required, and the times of day and week that they are in use. In the study area, there are a number of old industrial warehouses listed in the National Register Historic District that have been converted into office space (e.g., Wagon Works).

## Mixed Use

The City of East Point currently has only a few mixed use buildings. Mixed use development occurs when one or more different uses are permitted in one building or within one planned development. The types of uses that occur in a mixed use building may include offices, professional services, residential apartments or condominiums, and commercial uses like restaurants and shops. When permitted, the types of land uses allowed, the percentage distribution among the mix of uses, and the allowable density of each use is defined.

## Public/Institutional

The public and institutional land use category includes institutional, state, federal, and local government uses. Public uses include municipal buildings, such as city hall, police and fire stations, libraries, prisons, post offices, and public schools. Institutional uses include colleges, churches, and hospitals. Many East Point government properties are located in the study area, including City Hall, the City auditorium, various public safety facilities, and a number of churches.

## Light Industrial

Light Industrial uses include those that are not traditionally seen in commercial areas, but are less intensive than heavy industrial. Light industrial areas might also be places where consumers would visit. Examples of light industrial uses permitted in the East Point zoning ordinance include automobile service stations and storage warehouses. East Point's legacy as a railroad town and its prime location along major transportation corridors makes it well suited to distribution and warehousing industries. These light industrial uses located along Lawrence Street and within the historic warehouse area east of the rail line within the study area.



Previous adaptive reuse within the study area



Local churches remain key focal points within East Point

### Heavy Industrial

Heavy industrial activities include processing, assembling, packaging and warehousing operations. They are not typically considered to be compatible with most other land uses and are often surrounded by buffers. Usually, heavy industrial uses are not places where consumers would need to visit. Industrial uses are located along Lawrence Street.

### Parks/Recreation/Conservation

Examples of land uses that fall into this category include playgrounds, public parks, neighborhood or private parks, nature preserves, golf courses, cemeteries, wildlife management areas, and national forests. This category includes both public land and private property. 2% of the study area is comprised of parks/recreation/conservation.

### Transportation/Utilities

The transportation and utility land use category includes uses such as public transit stations, power plants, rail facilities, radio or television towers, and airports. Transportation routes, such as roads and railways, are also sometimes included in this category, but this land is not factored into the calculation of total acreage here. The MARTA station is included in this category.

### Parking

Parking facilities identified here include surface parking lots and parking structures.

### Vacant (Light Industrial Vacant and Commercial Vacant)

Undeveloped land or unoccupied properties for viable development.



## Future Land Use

The 2011 Comprehensive Plan Update, “Mission 2036,” uses character areas in its Future Development Map to guide development within the City. Character areas describe a variety of elements that are desired including building form, scale, and style; infrastructure; economic objectives; and use. The following character areas are designated in the Future Development Map: Suburban Residential; Traditional Urban Neighborhood; Growing Residential; Redevelopment Neighborhood; Neighborhood Center; Regional Center; Town Center Subarea 1: Downtown; Town Center Subarea 2: Lawrence Street; Town Center Subarea 3: Willingham Warehouse District; Industrial Subarea 1: Legacy Industrial; Industrial Subarea 2: Industrial/Business Park; and Corridors & Gateways.

The TOD Plan study area falls into Town Center 1: Downtown; Town Center 2: Lawrence Street; Traditional Urban Neighborhood; and Neighborhood Center. Table 2 provides a brief description and lists the existing permissible zoning districts of each character area.

Table 2. Comprehensive Plan Character Areas and Corresponding Zoning Districts

	Description	Zoning Districts
Comprehensive Plan Character Area	<b>Town Center Subarea 1: Downtown</b> The heart of East Point: Traditional walkable downtown environment with commercial, institutional, mixed use residential/commercial development, and public space	CR, PAR
	<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	IA, PAR, RI-A
	<b>Traditional Urban Neighborhood</b> Traditional urban residential neighborhood with cottage or bungalow-style homes, mature trees, and sidewalks located close to downtown	RI-A
	<b>Neighborhood Center</b> Commercial/retail centers with neighborhood-serving local businesses, multi-family residential, and open space	CI, C2, RI-A

## Existing Zoning and Overlay Districts

The City of East Point regulates development through the use of zoning. Zoning indicates the permitted development that may occur on a property, and determines the physical form that the community will take over time. Zoning districts control elements such as building height, use, setbacks, parking, etc. They are the implementation tool of the Comprehensive Plan and should support the desired future land uses of the City.

In 2009 City Council adopted a new comprehensive Zoning Ordinance and Development Code. The code established two new zoning districts, eliminated four zoning categories, established a Community Zoning Information Process, and created an administrative permit process that allows for special events and projects. The comprehensive rewrite was the first rewrite of the code since 1994.

Most of the study area is zoned Commercial Redevelopment (CR), with a few properties zoned R-1-A, R-2, R-3, R-4, and I-1. A map showing the zoning districts in the study area is located in Figure 3, Existing Zoning. Also, Table 3 shows the zoning districts by category in the study area.

Table 3. Zoning Districts Located within the Study Area

		ZONING DISTRICT NAME	USES
ZONING DISTRICT	RIA	Urban Residential	Single-family
	R2	Two-family Dwelling	Single-family
	R3	Multi-family Development	Multi-family
	R4	Multi-family Development	Multi-family
	CR	Commercial Redevelopment	Mixed-Use
	LI	Light Industrial	Industrial
	MSOV	Main Street Architectural Overlay	Underlying Zoning

Below are East Point’s zoning categories within the study area with descriptions of each district. Dimensional requirements and standards for each of the zoning districts are shown in Table 4.

### R1-A – Urban Residential

The R1-A District is intended to provide land areas devoted to medium density residential areas and closely related uses. The District also provides for closely related uses or as a use allowed by Administrative Permit or Use Permit.

### R-2 – Two-Family Dwelling

The R-2 District is intended to provide land areas devoted to medium density residential uses. The District also provides for closely related uses. Land areas zoned R-2 are further intended to provide a transition between low and high density dwelling areas or between low density dwelling areas and non-residential areas.

### R-3 – Multifamily Development

The R-3 District is intended to provide land areas devoted to medium to high density uses. The District also provides for closely related uses.

Figure 3. Existing Zoning

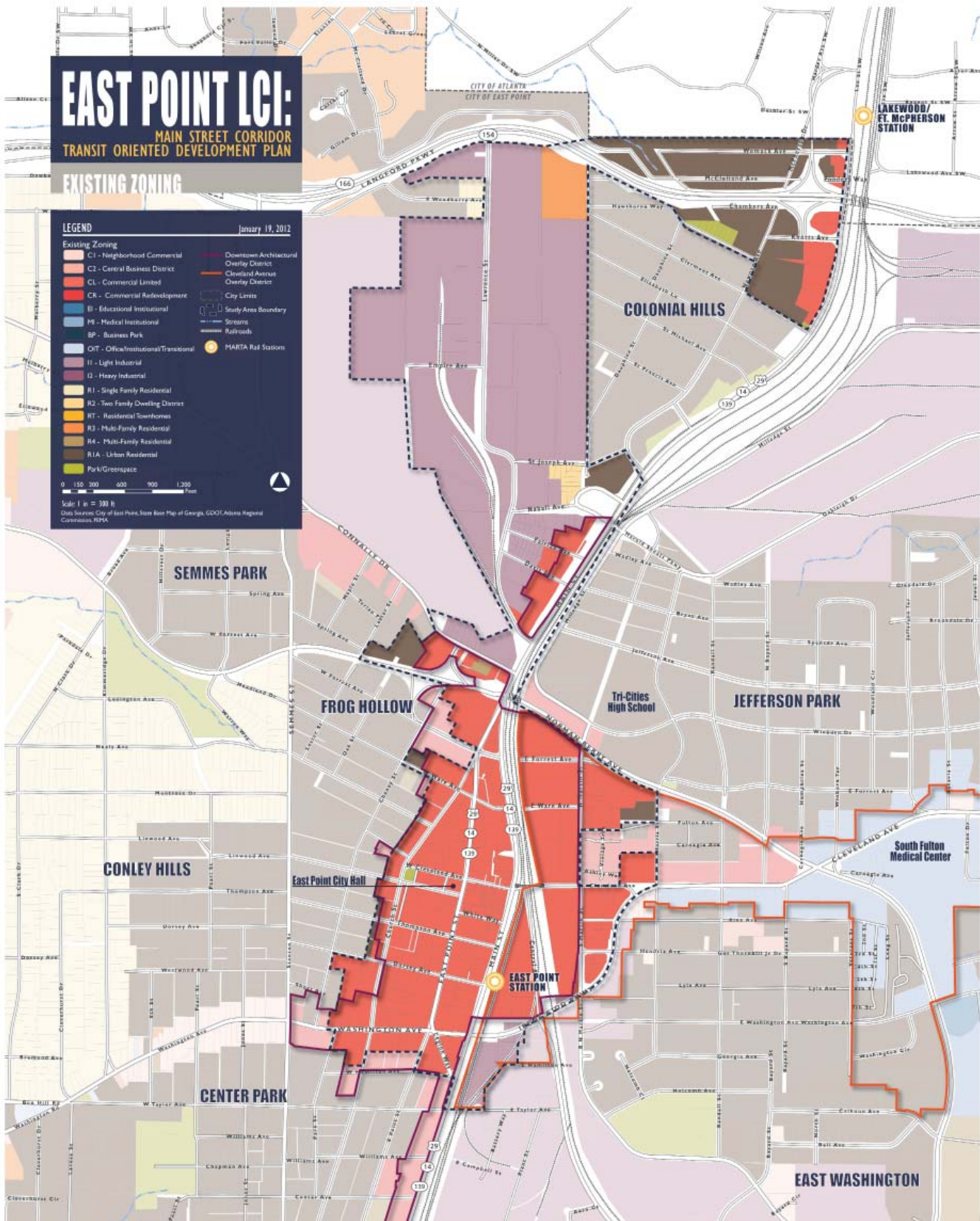


Table 4. Zoning District Dimensional Requirements

	Description	Minimum Lot Area (sf)	Minimum Lot Frontage Width (ft/width at bldg line)	Front Yard Setback (sf)	Rear Yard Setback (sf)	Side Yard Setback (sf)	Maximum Building Height	
<b>DISTRICT</b>	<b>R-1A</b>	<b>Urban Residential</b>	7,500	50	30	20	8	35
	<b>R-2</b>	<b>Two-Family Dwelling</b>	8,500 (single-family)	60	30	25	6 (interior)	35
			6,400 (two-family)				15 (adjacent to street)	
	<b>R-3</b>	<b>Multi-family Development</b>	8,500 (single-family)	60	35	25	6	35
			9,400 (two-family)					35
			14,400 (multi-family)					40
	<b>R-4</b>	<b>Multi-family Development</b>	8,500 (single-family)	50	35	15	6	40
12,000 (two-family)								
20,000 (multi-family)								
<b>C-R</b>	<b>Commercial Redevelopment</b>	None	30	per conditions as specified				
<b>I-1</b>	<b>Light Industrial</b>	per conditions as specified	30	40	30	8	40	

**R-4 – Multifamily Development**

The R-4 District is intended to provide land areas devoted to high-density residential areas of single-family, two-family and multi-family dwellings. The District also provides for closely related uses.

**I-1 – Light Industrial**

The intent of the I-1 district is to provide areas within the City for the manufacture, storage, sale and distribution of goods and the conduct of related commercial and industrial activities. The I-1 district is comprised primarily of those existing industrial areas that are located on or have ready access to major thoroughfares and/or rail facilities, and are well adapted to industrial development and are not objectionable by reasons of dust, odor, noise, traffic safety or congestion.

## CR – Commercial Redevelopment

The CR District is intended to facilitate and encourage innovative, functional, aesthetically pleasing and creative design and development of the most compatible and desirable mixed-use pattern of retail, commercial service, institutional and residential land uses which are primarily pedestrian and public transit oriented. The CR district has no minimum or maximum restrictions for building height, building setbacks, or lot area. It has one specific zoning requirement: a minimum width of 30 feet of lot frontage or width at the building line, allowing smaller shop front buildings in the downtown. The flexibility of the zoning does allow for buildings to be located close to the property line, yet has no language on the placement of buildings or configuration of parking.

A density bonus is offered in the CR district if amenities are included as a part of a multi-family, townhome, or condominium project. Amenities include a mixture of uses within the development, use of brick materials, a clubhouse, enhanced landscaping, trails, etc. This is a tiered-system with a percentage increase of density depending on the number of amenities provided. Three or more amenities receive a 5% bonus, five or more amenities receive a 15% bonus, seven or more amenities receive a 20% bonus, and nine or more amenities receive a maximum 30% bonus.

## Downtown Architectural Overlay District

The City adopted a Downtown Architectural Overlay District to establish a uniform procedure for providing for the protection, enhancement, preservation, unity of design, and use of places, sites, buildings, structures, streets, neighborhoods, and landscape features. Table 5 illustrates how the Downtown Architectural Overlay District regulates site and building design components.

Table 5. Downtown Architectural Overlay District Site Design Regulations

		SECTION	DESCRIPTION
ARCHITECTURAL OVERLAY ELEMENT	Lot Dimensions	Sec. 10-14009	Rear yard requirement of 20 feet when adjacent to residential district
	Parking	Sec. 10-14016	Shared parking, pervious parking required
	Transportation/Infrastructure	Sec. 10-14014	Parking lot lighting, pedestrian scale lighting, pedestrian path design standards
	Landscaping	Sec. 10-14012	Streetscaping and landscaping strips
	Screening and Fencing	Sec. 10-14013	Screening for loading areas and parking areas; fencing materials and height
	Architectural Design	Sec. 10-14016	Orientation and Scale
	Additional Architectural Design	Sec. 10-14017	Styles must complement Victorian, Arts and Crafts, American Craftsman; building colors are regulated



## Urban Design

Effective urban design creates places that are scaled to the pedestrian, and provide an interesting, comfortable, and safe place to walk. Urban design focuses primarily with the design and management of public space, or the public realm, and the way public spaces are experienced and used.

As detailed in the “Current Snapshot of the Area” section of this report, the current aesthetics and character of the public realm in the study area varies. The core of the historic downtown area (blocks roughly bordered by Main Street, W. Cleveland Avenue, Washington Road and Church Street) has a grid street pattern and is walkable in scale. However, the Main Street Corridor (US 29) and Downtown East Point lack the type of streetscapes that are inviting for pedestrians to enjoy and negatively affect the vibrancy of the area.

Despite downtown revitalization that has occurred in the area, a true economic destination is still lacking. East Point residents confirmed the need for a clearly defined gathering place and focal point. Currently, the retail establishments along White Way (and the portion of Main Street between White Way and Cleveland Avenue) offer the sole “attraction” to the downtown. White Way provides a traditional, pedestrian-friendly shop-front area with restaurants and neighborhood services. Importantly, this area is accessible to the MARTA station is nearby, as well as City Hall and other government buildings.

Setbacks of buildings are inconsistent throughout the study area, and there is no continuity of retail stores, except along White Way. There are several vacant structures and undeveloped or underutilized land parcels within the study area. This makes the downtown feel empty and unappealing. There is a lack of clear transition of character between downtown East Point and surrounding areas – it is hard to identify the boundaries, and entries and exits to downtown, prohibiting a true sense of place.

The Downtown Architectural Overlay District is generally not conducive to quality development and design. Adjustments to the overlay district in the zoning ordinance will more effectively encourage good design without being overly restrictive. The overlay district does not thoroughly prescribe critical urban design elements, such as locating parking behind buildings, delineating setbacks, providing wider sidewalks, and improving streetscapes.

The absence of streetscape elements such as street trees, banners, and landscaping throughout The TOD Plan area and Downtown East Point create a lack of identity. Consistent streetscape improvements along major streets will establish a defined character and brand, thus improving the downtown’s sense of place.

## Transportation and Pedestrian Environment

As a part of this study, existing transportation data for the study area was gathered and analyzed. This section includes:

- An assessment of the significance of the study area in terms of its transportation context
- An overview of the existing conditions of transportation and circulation facilities
- A summary of transportation improvement projects affecting the study area
- A brief review of prior transportation plans, studies, and recommendations

From a regional perspective, the prominent aspects of the study area include the following:

- Located approximately 8 miles from the City of Atlanta’s central business district (CBD)
- Nearby access to interstate highways and other regional roadways including I-85, I-75, I-20 I-285, Langford Parkway/SR 154/166, and Camp Creek Parkway/SR 6/139
- Main Street, which is also US Highway 29 and State Routes 14 and 139, passes through the center of the study area
- Fixed route MARTA heavy rail transit service with two stations in the study area: the East Point station and the Lakewood/Ft. McPherson station
- Multiple MARTA local bus routes serve the study area and act as feeders to the MARTA heavy rail stations
- Located approximately 3 miles from Hartsfield-Jackson Atlanta International Airport, the world’s busiest airport
- Freight rail lines operated by Norfolk-Southern and CSX pass through the study area traveling north-south, generally adjacent to the MARTA heavy rail line

### Roadway Facilities

Roadways are classified according to the degree to which they fulfill two purposes: movement of traffic, or mobility, and access to development. As expressed in Figure 4, Roadway Classification by Function, these functions are inversely related in that the more traffic volume a roadway can accommodate, the less access it provides (and vice versa).

Thus, a functional classification system provides a hierarchical ranking based on the degree of mobility and accessibility that a street provides its users. The functional classification system of roadways within the study area, based on data from the Georgia Department of Transportation (GDOT), is shown in Figure 5, Roadway Functional Classification Map.

Other important characteristics of the roadway network are shown in Figure 6, Roadway Lanes and Traffic Controls. This map includes the following:

- Number of through lanes on each roadway
- Locations of one-way roadways
- Signalized intersections
- Railroad crossing locations

Figure 4. Roadway Classification by Function

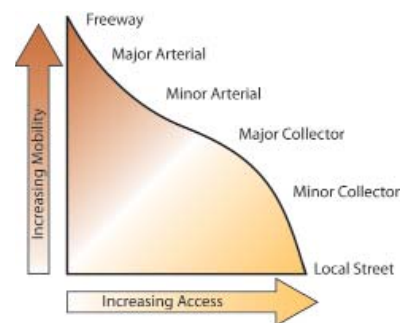


Figure 5. Roadway Functional Classification









Main Street downtown at the East Point MARTA station lacks defined streetscaping

Main Street/US 29 is the primary north-south roadway through the study area. It is classified as an urban minor arterial. From the bridge over Norman Berry Drive to the northern edge of the study area, Main Street/US 29 has two through lanes in each direction and a dedicated northbound left-turn lane. The left-turn lane does not serve as a two-way left-turn lane because there are no cross streets or driveways on the east side of the roadway. This is due to the MARTA heavy rail line and multiple freight rail lines that are located along the eastern edge of the roadway.

The Georgia Regional Transportation Authority (GRTA) provides generalized annual average daily traffic volumes to determine Level-of-Service (LOS) as a part of the guidelines for their DRI review process. The GDOT Average Annual Daily Traffic (AADT) volume was 15,800 on Main Street/US 29 in 2010. Based on this volume, the GRTA guidelines show a daily LOS of C on this roadway.

In the downtown area, south of Norman Berry Drive, SR 14 splits into a one-way pair. Main Street/SR 14 continues to be an urban minor arterial and becomes a one-way northbound roadway that typically has three through lanes. The GDOT AADT volume was 14,400 on this roadway in 2010. Based on this volume, the GRTA guidelines show a daily LOS of C on this roadway.

Southbound traffic from Main Street/US 29 shifts to Church Street for one block before shifting onto East Point Street/SR 14. Traffic on East Point Street/US 29 travels parallel to Main Street/SR 14 through downtown. At the intersection with Washington Road, southbound traffic shifts onto Legion Way for one block before merging with Main Street/US 29 at the intersection with W. Hamilton Avenue. These roadways are each urban minor arterials through downtown. Church Street, East Point Street/US 29, and Legion Way vary between 2 and 3 through lanes, and also have dedicated left-turn lanes and right-turn lanes on the approach to some intersections. The GDOT AADT volume was 11,350 along this corridor in 2010. Based on this volume, the roadways have a daily LOS of C on both the 2-lane and 3-lane blocks.

Roadways that are one-way pairs generally result in less traffic congestion and higher travel speeds than 2-way roadways. The design of the one-way pair in downtown East Point also contributes to higher traffic speeds, which has a negative impact on the pedestrian environment. While the roadway of Main Street/US 29 is approximately the same width from Washington Road/Irene Kidd Parkway to Forrest Avenue, parking varies greatly. There is an angled parking lane on the west side of Main Street/US 29, primarily striped between Thompson Avenue and W. Cleveland Avenue. Where no parking spaces are striped, the left through lane is approximately 30-32 feet wide. A wide travel lane contributes to higher traffic speeds, making the roadway less pedestrian friendly.

East Point Street/US 29 has either a dedicated left-turn lane or right-turn lane or both at most intersections within the downtown area. On a one-way roadway such as East Point Street/US 29, there is less need for dedicated turn lanes due to the lack of conflicting traffic traveling in the opposite direction. Dedicated turn lanes contribute to higher traffic speeds, making the roadway less pedestrian friendly. Due to these factors, re-designing Main Street/US 29 and East Point Street/US 29 was considered during the study process.



Three roadways primarily serve east-west traffic throughout the study area. Langford Parkway/SR 154/166 is a controlled access roadway located along the northern edge of the study area. It is a 4-lane roadway that is classified as an urban freeway and expressway. Langford Parkway/SR 154/166 primarily serves regional traffic, providing east-west connectivity between I-285 and I-75/85. The GDOT AADT volume was 52,200 in 2010. Much of this traffic likely passed through the edge of the study area but did not have an origin or destination within the study area.

Norman Berry Drive is an east-west roadway located north of downtown East Point near the center of the study area. It is a 4-lane divided roadway that is classified as an urban collector. It has a grade separated intersection with Main Street/US 29 due to the location of the MARTA rail lines. Traffic on Norman Berry Drive must travel on ramps to Connally Drive and W. Forrest Avenue to connect to Main Street/US 29. This grade separated intersection limits vehicular as well as bike/pedestrian connectivity between these roadways and adjacent uses.

Washington Road/Irene Kidd Parkway is an east-west roadway located along the southern boundary of the study area. It is a 4-lane roadway with a two-way left-turn lane that is classified as an urban collector. East of downtown it becomes Cleveland Avenue and has an interchange with I-85. West of downtown it becomes a 2-lane roadway and provides connections to Camp Creek Parkway/SR 6/139 and I-285.

The study area overall, as well as most of the City, has good connectivity due to the fact that the City's roadway system is primarily a grid design rather than curvilinear. The other roadways in the study area are primarily 2-lane roadways that function properly for vehicular movement. However, the MARTA rail line and freight rail lines serve as barriers through the study area. Since the MARTA heavy rail line cannot be crossed at grade, there exist a limited number of crossings (i.e. Irene Kidd Parkway and Harold Sheats Parkway).

It should be noted that the roadway grid in downtown essentially stops at Norman Berry Drive. All traffic traveling north-south in this area must do so on Main Street/US 29. Large parcels of land with industrial development are located north of downtown preventing the continuation of the street grid. Additionally, the grade separation of Norman Berry Drive reduces north-south connectivity in the study area, as described above.

Little traffic congestion was observed in the study area during the transportation field review. This is likely due to the proximity of interstate highways and other major roadways along the edges of the City. The primary location where congestion was observed was on Washington Road on the westbound approach to East Point Street/US 29 during the PM peak hour. This approach experienced queuing that reached the adjacent upstream signalized intersection at Main Street/US 29 at Washington Road, about 270 feet to the east. Operational improvements, such as adjusting the signal timing/phasing at the intersection of Washington Road at East Point Street/SR 14, should be considered at this intersection.



Main Street downtown at the East Point MARTA Station offers narrow sidewalks and an unfriendly pedestrian environment



The crosswalk on Main Street at White Way is heavily used, yet dangerous due to traffic speeds



Pedestrian Bridge near the East Point MARTA Station is an iconic feature in the downtown



Pedestrian Bridge over Langford Parkway connects the Colonial Hills neighborhood

### Bicycle and Pedestrian Facilities

Dedicated bicycle facilities do not exist within the study area. The City of East Point is home to the Dick Lane Velodrome, a 1/5 of a mile, 36° banked concrete bicycle track. It is owned by the City and offers bicycle racing and youth bicycle activities. The Velodrome is located in Sumner Park at 1889 Lexington Avenue, about one-half mile west of the study area. While the Velodrome is an asset to the City, there are no dedicated bike facilities that connect to it.

Figure 7, Bicycle and Pedestrian Facilities, shows the location and condition of sidewalks throughout the study area. As the figure shows, there is good sidewalk coverage throughout most of the study area. However, many are only 5-foot wide sidewalks with no streetscape elements. Sidewalks are typically adjacent to the roadway, providing no buffer between pedestrians and vehicular traffic. This is most noticeable on roadways through the downtown, such as Main Street/SR 14 and East Point Street/SR 14, due to the relatively high speeds of traffic along these roadways.

The grid roadway network in the downtown provides good overall pedestrian connectivity. However, since most intersections are unsignalized, safety is an issue for pedestrians. This is particularly problematic on Main Street/SR 14 near the East Point MARTA station. Crosswalks are marked at the unsignalized intersection of Main Street/SR 14 at White Way and just north of the unsignalized intersection of Main Street/SR 14 at Dorsey Avenue. The MARTA station generates significant demand for pedestrians to cross Main Street/SR 14 at these locations. However, finding an adequate gap in traffic to safely cross can be difficult, particularly during peak travel periods.

A pedestrian bridge over the freight rail lines and MARTA rail line connects W. Cleveland Avenue to E. Cleveland Avenue, just north of the East Point MARTA station. This bridge was completed in 2001 and connects the downtown area to multi-family residential and other developments east of the tracks. This bridge includes stairs as well as elevators to move pedestrians from ground level to the level of the bridge.

In the northern part of the study area, a pedestrian bridge also connects Newnan Avenue to McPherson Drive over Langford Parkway/SR 154/166. This bridge connects the Colonial Hills neighborhood to the Lakewood/Ft. McPherson MARTA station. This bridge has stairs but no elevators or ramps connecting ground level to bridge level.

### Transit Facilities

The study area is well served by transit. Two MARTA heavy rail stations are located in the study area while five local bus routes serve the area. The locations of these stations and the bus routes are shown in Figure 8: Transit Facilities.

The East Point MARTA station is located along Main Street/US 29 in downtown East Point and is the focus of this study, both in transportation and land use. This station is primarily a commuter station, meaning that riders travel to the station, usually by personal vehicle, and then ride the MARTA rail to their destination. Since this MARTA rail line directly connects to job centers in Atlanta and to Hartsfield-Jackson Atlanta International Airport, there is significant ridership demand at this station. However,

Figure 7. Bicycle & Pedestrian Facilities

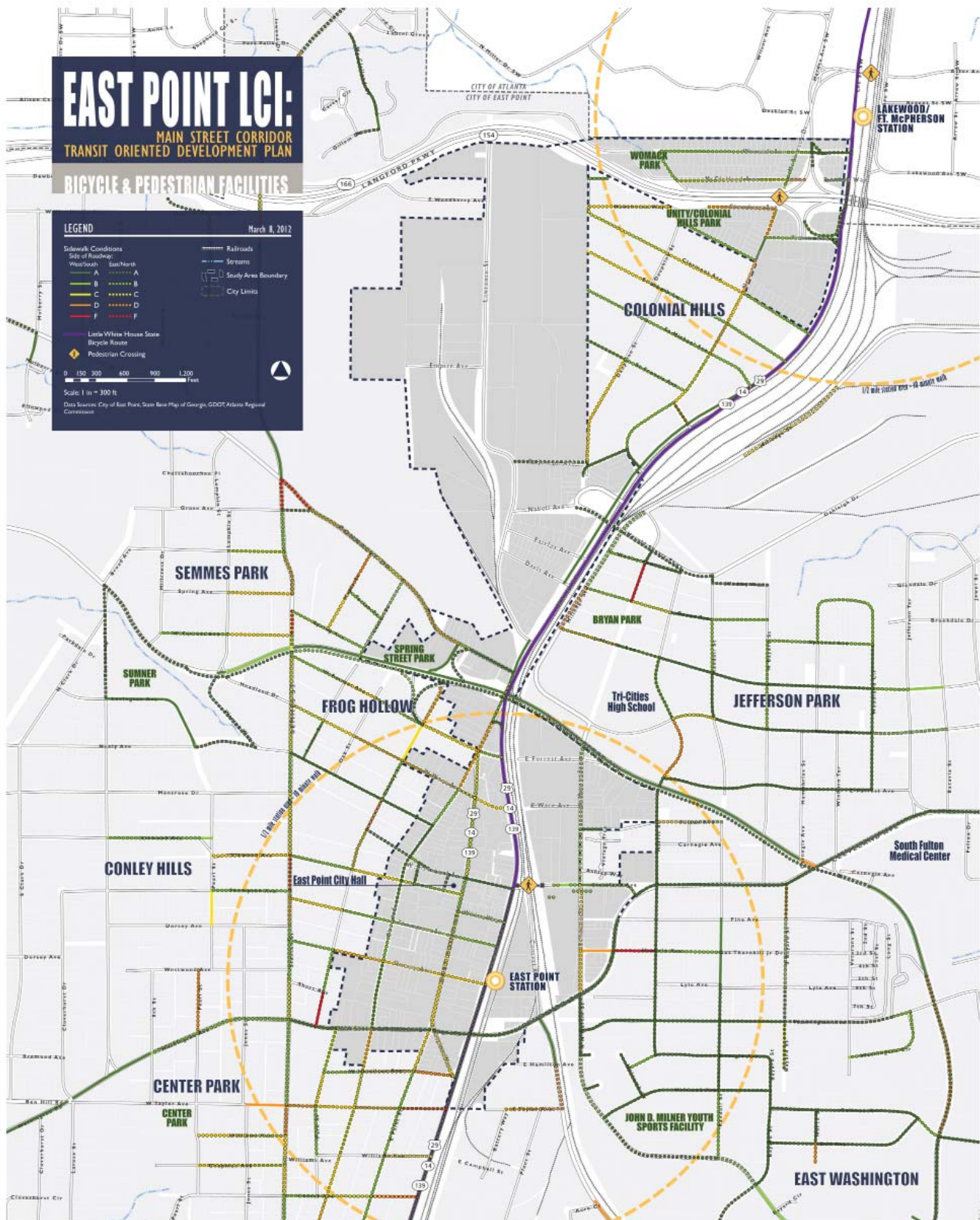




Figure 8. Transit Facilities



due to lack of density of the development near the station and the uninviting pedestrian environment along the nearby roadways, most riders do not visit the downtown East Point area.

The Lakewood/Ft. McPherson MARTA station is located at the northern edge of the study area. Most of the area around this station is located outside of the study area and is in the City of Atlanta rather than the City of East Point. However, connectivity and accessibility to this station from the study area was considered during this study. The Lakewood/Ft. McPherson Station, located along Main Street and just north of Langford Parkway, is also designated a Town Center Station by MARTA. The Lakewood Station averages 2,200 MARTA rail passenger boardings on a typical weekday and 1,200 entries on weekend days.

The local bus routes in the study area serve primarily as a feeder system to the MARTA rail stations. The bus routes also provide connections to a number of nearby destinations including South Fulton Medical Center, retail along major roadways and Camp Creek Marketplace, and the Velodrome in Sumner Park. 3 bus routes (42, 178, and 183) come to the Lakewood Station and have approximately 1,800 inbound/outbound riders on weekdays. The East Point Station averages 4,500 MARTA rail passenger boardings on a typical weekday and 2,400 entries on weekend days. Four bus routes (78, 84, 93, and 193) come to this station and average 5,000 inbound/outbound riders on weekdays.

There are currently five bus shelters along Main Street between the East Point and Lakewood/Ft. McPherson Station. More bus stop improvements, such as more shelters and lighting, could encourage ridership and improve conditions for existing patrons.

### Prior Plans and Studies

#### *Downtown One-Way Pair Traffic Study, 2004*

In June 2004, the City completed a traffic study of the one way pair in downtown East Point, consisting of Main Street/SR 14 and East Point Street/SR 14. This study referenced a January 2002 Plan that evaluated converting Main Street/SR 14 and East Point Street/SR 14 to two-way operations. GDOT did not support this conversion. Therefore, this study of the one-way pair was conducted to identify potential improvements in the roadways' design.

The study conducted AM and PM peak hour traffic counts at 19 intersections along the one-way pair. GDOT and the City of East Point met in February of 2004 to discuss design options for the one-way pair. The preferred alternative that resulted from this study includes the following:

1. Retaining the one-way pair of Main Street and East Point Street
2. Reducing traffic carrying capacity to two through lanes in each direction (with assumed turning lanes at intersections wherever possible)
3. Allowing on-street parking on only one side of the road (the west side) on both Main Street and East Point Street
4. Bulbing out at intersections to give pedestrian traffic greater safety and comfort
5. Installing intersection surface treatments to enhance visibility, calm traffic, and give pedestrian traffic greater comfort

Additional design changes to the one-way pair will need approval by GDOT.



East Point MARTA Station parking lot is relatively full during the weekday



East Point MARTA Station entrance improvements are needed for safety and aesthetics



4 MARTA bus routes connect to the East Point MARTA Station



### *City of East Point LCI Study, 2005*

In January 2005, The City completed its initial original LCI study. This original study had a larger study area than this 2012 TOD Plan. A number of transportation recommendations were made as a part of this study, such as streetscape improvements in and near downtown along the following roadways:

- Main Street
- Semmes Street
- Ware Avenue
- W. Taylor Avenue

The LCI study also conducted a thorough review of parking in the downtown area. The results of this review include the following:

- There were 1,195 spaces in the CBD at the time of the LCI (January 2005).
- Recommendation of 642 spaces to serve existing commercial and residential development.
- During the PM peak, most parking lots appeared to be about 40% to 50% full.
- About 85% of spaces are in private lots. This creates a perceived need for additional parking. The LCI study recommended a parking deck to solve this need.

The field review for the current TOD Plan confirmed the condition of and demand for parking downtown identified in the original study. However, the field review also identified that it is unclear in some locations whether on-street parking is permitted due to a lack of striping of spaces. This is primarily an issue along Main Street/SR 14, East Point Street/SR 14, W. Cleveland Avenue, and Thompson Avenue.

### *ARC RTP/TIP and TIA*

The Atlanta Regional Commission (ARC) is the federally-designated Metropolitan Planning Organization (MPO) for the 18-county Atlanta region. They are responsible for developing a long-range, multi-modal, financially constrained transportation plan, known as the Regional Transportation Plan (RTP), which meets all federal transportation Clean Air Act planning requirements. The current version of the RTP is named PLAN 2040. The Transportation Improvement Program (TIP) allocates federal funds for use in constructing transportation projects that are part of the RTP. The TIP is essentially the programmed short-range work plan.

The Transportation Investment Act (TIA) of 2010 provides regions within the State of Georgia the opportunity to vote for a 1-cent sales tax to fund transportation projects within each region. A Regional Roundtable, made up of elected officials from local cities and counties, identified a detailed project list to be funded by this tax. Voters in Metro Atlanta will vote on the TIA in July 2012. If passed, projects on the list are projected to be funded and completed in the next 10 years.

Figure 9, Transportation Projects, identifies all of the projects listed in the ARC RTP/TIP and the TIA located in the study area. The most significant is likely the LCI Transportation Implementation project identified in the downtown area. The City of East Point was awarded a \$3.9 million dollar grant by ARC for bicycle, pedestrian, and other related improvements on roadways in the downtown area. Scoping to determine the exact details of this project has recently begun. The City was also awarded a Transportation

Enhancement grant from GDOT, TEE0006-00(576), for improvements along Main Street/SR 14. These two projects partially overlap along Main Street/SR 14 in part of downtown. A number of options for transportation projects in the downtown area were considered as a part of this LCI TOD Plan. Specific designs for these projects will be determined during the ongoing scoping phase of the LCI Transportation Implementation Grant.

The other significant project to impact the study area is from the ARC TIP, known as FS-211 Semmes Street Bicycle & Pedestrian Improvements, Phase 1 from Washington Road to Norman Berry Drive. While this project is located outside of the study area, it is less than 1/4 mile away. This project includes 6' wide sidewalks and 4' wide bicycle lanes on both sides of the roadway and is projected to be complete in 2013. This project will provide dedicated bicycle facilities on a 2-lane local roadway just outside of downtown East Point. It also brings dedicated bicycle facilities to within approximately 400 feet of Sumner Park and the Dick Lane Velodrome.

### *Concept 3*

The Transit Planning Board (TPB) was a joint venture between MARTA, the Atlanta Regional Commission (ARC), and the Georgia Regional Transportation Authority (GRTA). It was primarily focused on the creation of a regional transit plan, and identified new regional sources of funds to implement and operate the system. In August 2008, the TPB approved Concept 3 as their Regional Vision for Transit in Atlanta. Concept 3 has since been approved by MARTA, ARC, and GRTA. The Regional Transit Committee (RTC) was established as a policy committee of the Atlanta Regional Commission in January 2010 to focus on issues of regional transit planning, funding, and governance. The RTC builds upon the work of its predecessors, the Transit Planning Board (TPB) and the Transit Implementation Board (TIB).

Figure 10, Concept 3 Regional Transit Vision, is Metro Atlanta's official long-range transit vision. Although no specific funding has been attached to the plan, it is the basis for future planning, funding, and implementation of transit in the Metro Atlanta area. Concept 3's vision is for transit to provide connectivity throughout most of Metro Atlanta. The most significant impact to the City of East Point is the proposed spur of the MARTA heavy rail line to the City of Hapeville and to the Southern Crescent multi-modal station. The Southern Crescent multi-modal station is intended to serve multiple transit lines coming from the south side of Metro Atlanta, as well as the new international terminal at Hartsfield-Jackson Atlanta International Airport. This proposed heavy rail line spur splits from the existing north-south line between the East Point MARTA Station and the College Park MARTA Station, providing additional transit connectivity for the City.

Many aspects of Concept 3 have yet to be determined, including the specific location of transit facilities, funding sources, and construction dates. However, any transportation improvements that provide connectivity in the study area, particularly bicycle and pedestrian connectivity, will support future transit in the City of East Point.

Figure 9. Transportation Projects

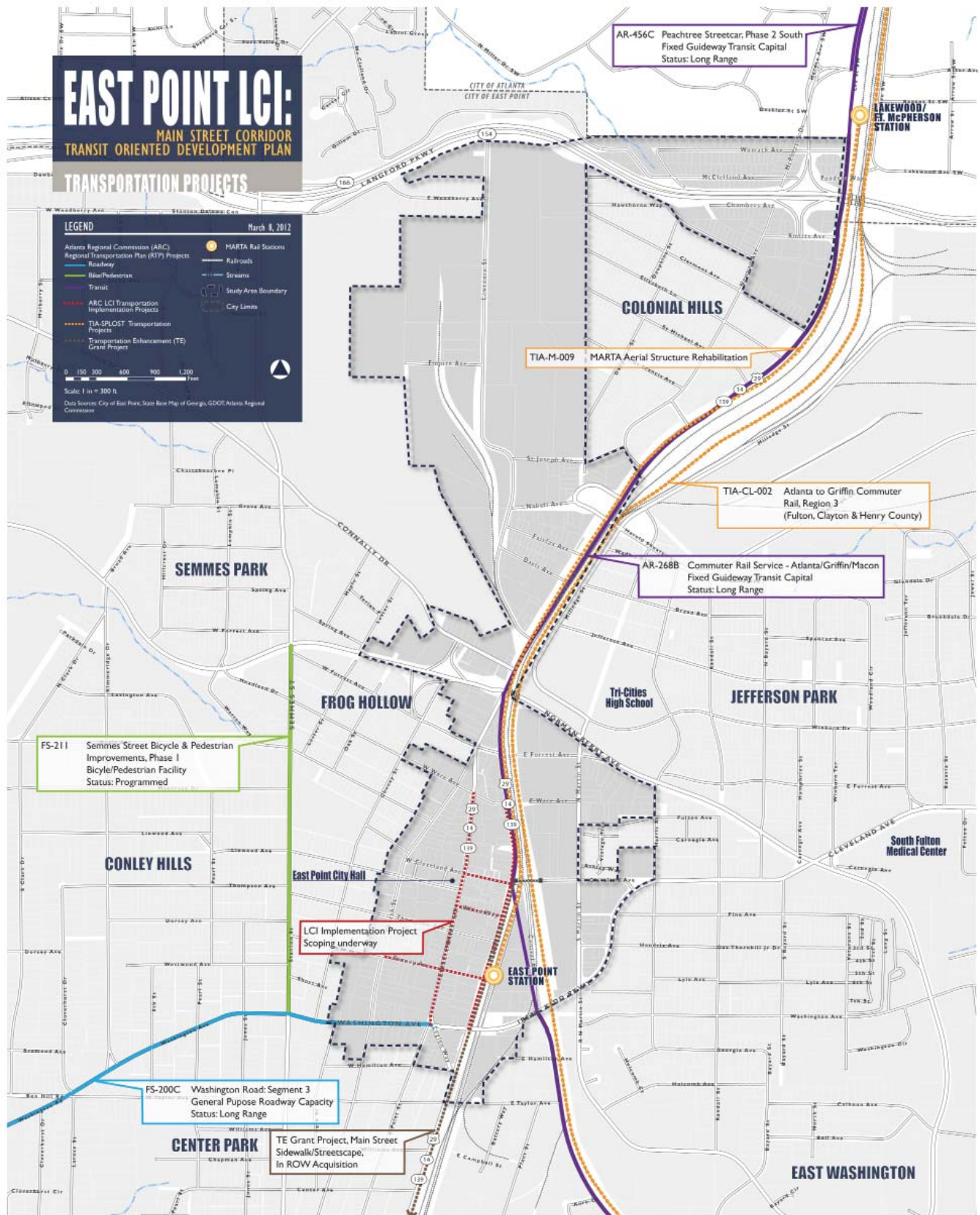
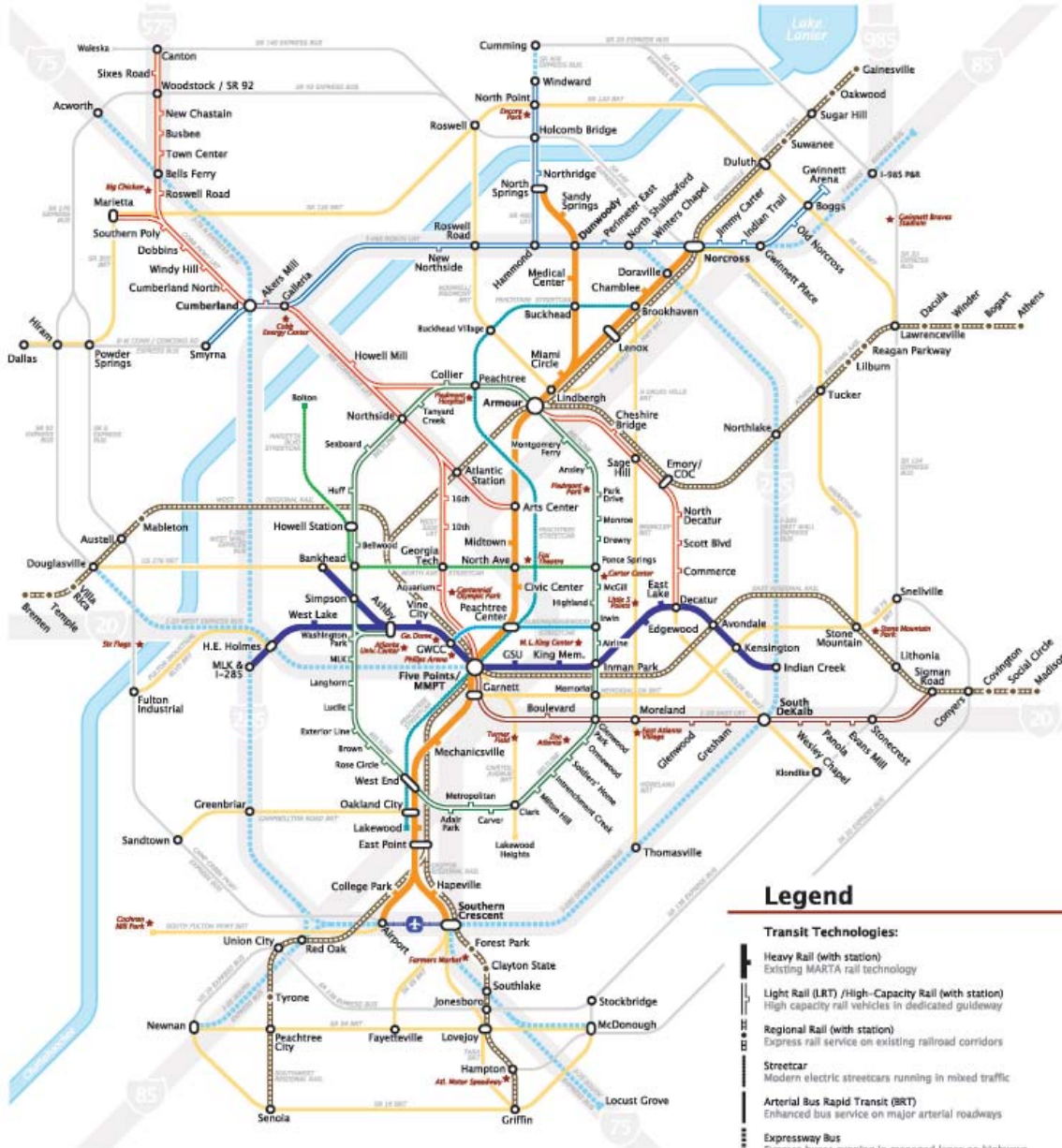




Figure 10. Concept 3, the Atlanta Region's Long-Range Transit Vision

# Concept 3

## The Atlanta Region's Long-Range Transit Vision



### Legend

#### Transit Technologies:

- Heavy Rail (with station)  
Existing MARTA rail technology
- Light Rail (LRT) / High-Capacity Rail (with station)  
High capacity rail vehicles in dedicated guideway
- Regional Rail (with station)  
Express rail service on existing railroad corridors
- Streetcar  
Modern electric streetcars running in mixed traffic
- Arterial Bus Rapid Transit (BRT)  
Enhanced bus service on major arterial roadways
- Expressway Bus  
Express buses running in managed lanes on highways
- Arterial Express Bus  
Cross-regional express bus service on major arterials
- Transfer Station

Network depicted as modeled by the Atlanta Regional Commission, August 2008  
Map is not to scale





### Summary of Findings

The inventory of existing and planned infrastructure and the transportation field review showed that the study area has a number of positive transportation features. However, the transportation infrastructure could be enhanced to better support a livable community.

Currently, the study area experiences relatively low amounts of traffic congestion. There appears to be excess roadway capacity in the downtown area, due to the design of the one-way pair through downtown. Even with potential future traffic growth, there is potentially enough excess capacity to handle additional traffic demand into the future. A detailed peak hour traffic analysis of existing and future conditions is needed to determine this.

The East Point MARTA station serves primarily as a commuter station with riders arriving via a personal vehicle, and then using transit to travel to the workplace. This may increase in the future as traffic congestion on nearby interstate highways and other major roadways increases, as well as the price of gas. However, with future development at the MARTA station and in the downtown area, the East Point MARTA station may see an increase in riders who walk or bike to the station. Additional development throughout the study area may also result in more riders who come from other locations with East Point as their destination. Considering these potential changes to travel patterns, the positive transportation features and transportation features needing improvement include the following:

#### **Current Transportation Features Supportive of a Livable Community:**

- The existing street grid provides good overall connectivity for all modes of travel
- There is good coverage of sidewalks throughout the study area
- The two MARTA heavy rail stations and multiple bus routes provide good transit accessibility to residents and businesses in the study area
- The previously awarded ARC LCI Implementation grant and GDOT TE grant provide opportunities for short-term transportation improvements in the study area

#### **Transportation Features Needing Improvement in the Future:**

- No dedicated bicycle facilities located within the study area
- Additional connectivity is needed across the freight rail lines and the MARTA rail line, which create a barrier through the study area
- There is a need for additional parking spaces downtown to support existing development and potential new development
- Sidewalks are generally lacking streetscape elements
- Crossing major roadways, such as Main Street/US 29, at unsignalized intersections or midblock can be difficult and dangerous
- There is a need for traffic calming measures along major roadways to slow traffic speeds and thereby support a pedestrian friendly environment.

## Community Facilities

The City of East Point benefits from a wide range of community facilities in the study area, including city hall, city services, and churches (Figure 11). The central location of many community facilities are a short distance from each other. Older community facility buildings, such as the East Point Library, provide an opportunity for adaptive reuse for new community services or event spaces. The following community facilities are located within the study area:

### City Hall and City Auditorium

Located at 2777 East Point Street, both buildings date to 1930 and were the site of many civic and community functions.

### City Offices at Jefferson Station

City department offices are located in this building at E. Forrest Avenue and Norman Berry Avenue.

### One Stop Shop

Located at the corner of East Point Street and Linwood Avenue, this new customer service center allows residents and business customers to take care of billing and utility service needs in one location.

### East Point Law Enforcement Center

Headquartered along East Point Street, this police and fire station serves the City with a state certified team of officers.

### HJC Bowden Center

The HJC Bowden Center, a Fulton County facility, serves as senior center with events and activities for East Point residents, as well as residents from nearby communities.

### East Point Branch Library

The East Point Public Library is located at 2757 Main Street in downtown East Point, and it is a part of the Atlanta-Fulton County Public Library System. This branch has a meeting room that seats 60 people and is available for community meetings.

### East Point Health Center

A Grady Hospital neighborhood health center located at 1595 W. Cleveland Avenue.

### Discovery Montessori Academy

A pre-K to 5<sup>th</sup> grade located at 1453 East Cleveland Avenue.

### Little Linguists International Preschool

A state-licensed language immersion (French and Spanish) preschool for children ages birth to 5 years old.

### Romar Academy

Located in the Colonial Hills neighborhood, the campus accommodates three hundred students from pre-school to fifth grade.

Figure 11. Community Facilities





### Churches

Churches in the study area include Nellie's Chapel, East Point Presbyterian Church, First Baptist Church of East Point, and East Point First Mallalieu United Methodist Church.

### **Environment and Open Space**

There are several small parks and public spaces located within the study area. A 10-year citywide Parks & Recreation Master Plan was completed in November 2010. The master plan included an existing conditions analysis and needs assessment, and recommendations for improvements and new developments. There is a deficit of 100 acres of park space as identified in the 2011-2020 Parks & Recreation Master Plan. There are not currently any trails, greenways or dedicated bicycle routes within the City, affecting the connectivity and accessibility of these open spaces.

#### Smith-Taylor Park

Smith-Taylor Park is a 21.4 acre, passive neighborhood park with rolling terrain located south of Langford Parkway, west of Clermont.

#### Womack Park

Womack Park is a 1.7 acre, small neighborhood park located at Womack Avenue and McClelland Avenue. The park is the former site of a community center and currently home to an abandoned tennis court.

#### Colonial Hills / Unity Park

Colonial Hills / Unity Park is a 2.3 acre, mini-park located north of Hawthorne Way and south of Langford Parkway. It has a hard surface trail leading into it, as well as shaded areas for retreat from the sun. There is a stream running through the site that is in relatively good condition.

#### Spring Street Park

Spring Street Park is a 2.9 acre, special use park located on Norman Berry. It is also the home to the City of East Point Historical Society. The site has a well-maintained lawn area that is currently underutilized. Opportunity exists for this space to become a greater community amenity for the city representative of its history. The Parks and Recreation Master Plan suggested that the site could double as an information/visitor center, while also showcasing artistic accomplishments of the community due to its location near Main Street.

#### Victory Park

Victory Park is a small War Memorial plaza located on Church Street, just a block behind City Hall.

#### Bryan Park

Bryan Park is located at the corner of Milledge Street and Bryan Avenue, adjacent to the railroad tracks and MARTA, as well as Tri-Cities High School. While there is sidewalk bordering the space, there are currently no connections through the Park that tie amenities together, nor is there any sort of connection to Tri-Cities High School.



## Market and Economics

*Note: This section contains a summary of the economic and market analysis for this study. Please see Appendix for the complete economic and market analysis report.*

The economic and market analysis for The TOD Plan examined the socioeconomic and real estate market trends in the study area to determine how they may impact the potential for redevelopment. Both the positive and negative influences affecting the area are considered in this analysis for the purpose of identifying opportunities to enhance declining areas and to capitalize on positive trends.

### Study Area Challenges and Assets

There is potential for development and redevelopment in the study area. However, as in every community, there are challenges that need to be addressed and assets that need to be recognized. A consistent circumstance in terms of planning, market analysis, and economic development is that, many times, issues are just opportunities in hiding. Meaning that what seems like a negative might easily be turned into a positive for the community with an adjustment in perspective and a leveraging of resources. That is why it is important to face challenges, recognize them, come to understand them, and implement actions to change them in order to move the study area forward in the long-term. These issues and opportunities are based on stakeholder interviews, market assessment, and feedback at community meetings.

#### Assets

- Location in proximity to Downtown Atlanta and Hartsfield-Jackson Atlanta International Airport
- Location to major highways (I-285, I-20, I-75, I-85)
- Two MARTA rail stations within the city limits
- Significant population base in Primary and Secondary Market Areas
- Variety of civic uses, including schools and religious institutions
- Active and involved Business and Industrial Development Association (BIDA)
- Affordable housing stock within close proximity of major job centers and Hartsfield-Jackson Atlanta International Airport

#### Challenges

- Aging housing stock
- High housing vacancies
- Weak home values in the surrounding area
- Perception of poor public schools, which could limit the attractiveness of East Point to families

## Definitions of Market Area

The purpose of this analysis is to arrive at an informed understanding of the existing economic strengths and challenges within the defined Transit Oriented Development (TOD) Area of the City of East Point. The analysis is expressed in the economic context of the overall City, the TOD Area's total potential market area and greater Metropolitan Atlanta so as to understand East Point's relative position within this context, as well as to highlight potential competitive advantages during ten-year and twenty-five-year timeframes.

### Study Area

The TOD Plan study area, described in detail in Section 1, Introduction of this report is located along US 29 in Fulton County, Georgia. "TOD Area" is the same as the LCI Study Area as determined by the City of East Point in its successful LCI application to the Atlanta Regional Commission. While technically there are two separate TOD areas under study – one around each of the two MARTA stations that are either within the Study Area (the East Point MARTA Station) or immediately adjacent (the Lakewood/Ft. McPherson station) – this report defines the entire LCI Study Area as the "TOD Area" in the Demographic and Income Profile.

### Retail Demand Market Area

The City of East Point is defined by its formal boundaries (Figure 12). The local resident market area – the basis for a major portion of retail demand – is often defined by major retailers by "drive-time," or the time it takes to get from a residence to the center point of the specified location. The drive-time map above shows the 5-, 8- and 12-minute drive times for the East Point market area. Prospective retailers usually rely more on drive-time analyses than any form of radius analysis.

In this case, however, this radius analysis comprising three separated ring segments corresponds very closely to the 5-, 8- and 12-minute drive-time analysis approach with respect to key demographic and income characteristics, yet it allows a more precise analysis of the characteristics of those individual Primary, Secondary and Tertiary markets. For that reason, it is used in assessing current and potential demand for retail and, to a lesser extent, residential demand from those markets.

Thus, for purposes of this analysis, the "East Point Market Area" is defined as the combination of three "levels" of market area (Figure 13): a **Primary Market Area** defined as that area **within two miles** of the assigned center point of East Point, a **Secondary Market Area** defined as the area **2-4 miles** from the East Point center, and a **Tertiary Market Area** extending **4-6 miles** from that center. The East Point "center" for market area purposes is at the intersection of Main Street and White Way.

Retail demand from area employees is also incorporated into the demand projections. Other sources of retail demand that typically are analyzed include visitor markets (e.g., tourists, business-related visitors), meetings/conference attendees, and non-local "pass-through" traffic. None of these markets are included in the East Point retail demand projections due to a lack of evidence of significant impact from any of these potential retail markets.

Figure 12. "Drive-Time" Analysis

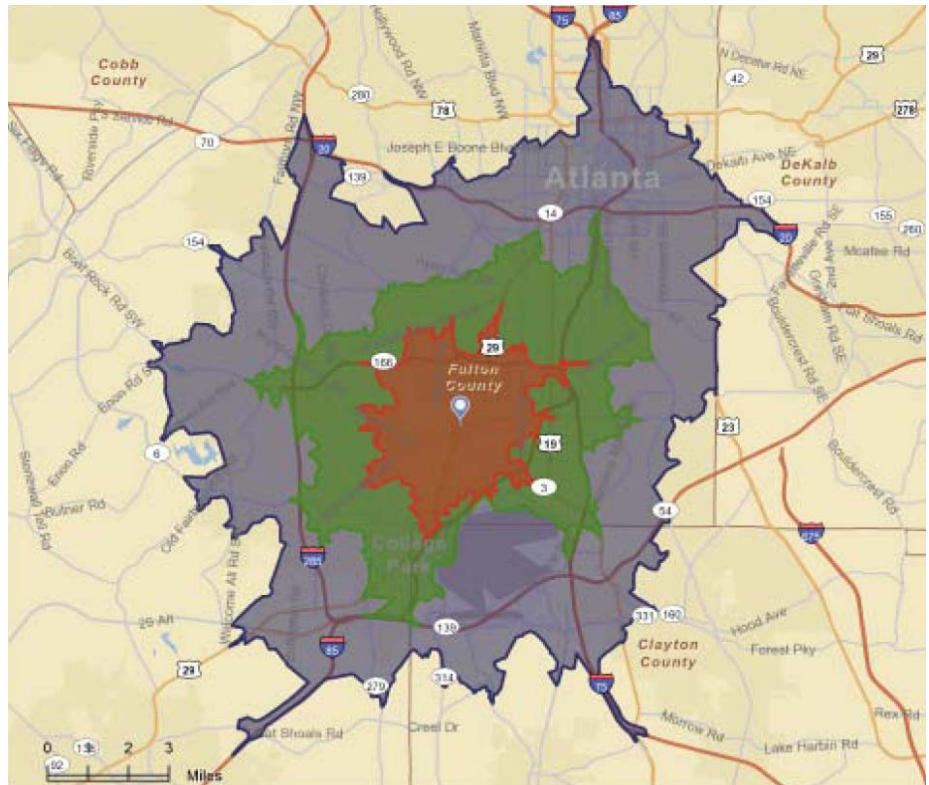
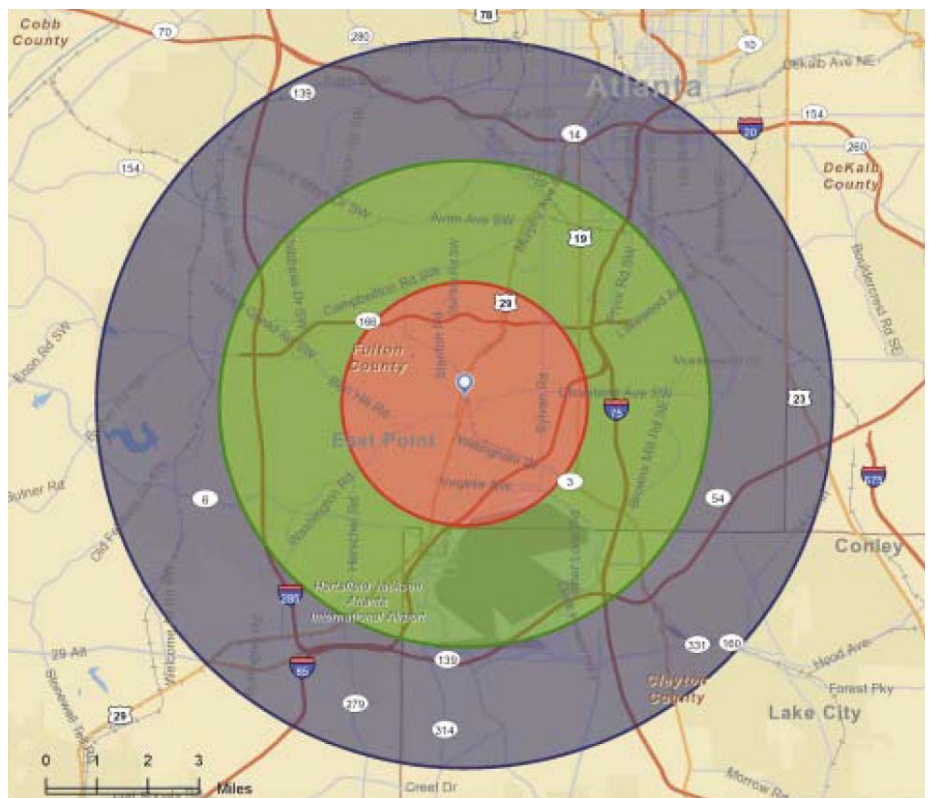


Figure 13. East Point Market Area



### Office Market Area

Demand for office space is driven fundamentally by employment growth. A particular submarket's (e.g., East Point's) ability to capture that demand is primarily based on its location strengths, existing inventory size, industry mix and "address" – an intangible combination of perceived image, quality, safety, convenience, culture, visual appeal and emotional satisfaction. With respect to the fundamental driver, area employment growth, the East Point office market's primary employment engine is an aggregate of the ARC's following Superdistricts:

- Tri-Cities
- Airport
- Southwest Atlanta
- Southeast Atlanta
- East Douglas
- South Fulton

### Industrial Market Area

The East Point area is considered a major industrial market and is dependent upon the aforementioned ARC-defined collection of Superdistricts for industrial-related employment conditions and growth. As with the Office demand projections, the *East Point Employment Projections* reflect estimated employment growth within this collection of Superdistricts as it relates to Industrial demand.

## Study Area Demographics, Employment and Income Profile

East Point, and its related local residential market areas, has not been spared from the impact of the national recession that began in 2007 and, while technically over, still affects significantly the Metro Atlanta region and, to varying degrees, its various submarkets. **However, East Point and its retail and residential market areas have not been as impacted negatively as most other areas of Atlanta due to a number of basic demographic and income strengths that those market areas – collectively the "East Point Market Area" – share.** Individual demographic and income components support this profile of a strong, affluent surrounding community and adjacent retail and housing East Point Market Area with strong growth potential.

A summary of key demographic and income data comparing the East Point TOD Area with the City of East Point, the TOD Area's 6-mile total Market Area and Metro Atlanta is provided in Table 6. Key highlights are below:

- Indicators of affluence – Average Household Income and Per Capita Income – are weaker in the TOD area than the city as a whole and much weaker when compared to Metro Atlanta.
- In absolute dollars, the projected increase in Per Capita Income through 2022 is similar to the increases in all comparative areas. The increase in Average Household Income is approximately equal to the increases in the County and Metro Atlanta overall; the increase within the Market Area exceeds the city and the Metro Area.
- Average Home Value is somewhat strong in relation not only to the City, but to Metro Atlanta overall; Average Home Values are very strong in the Market Area.



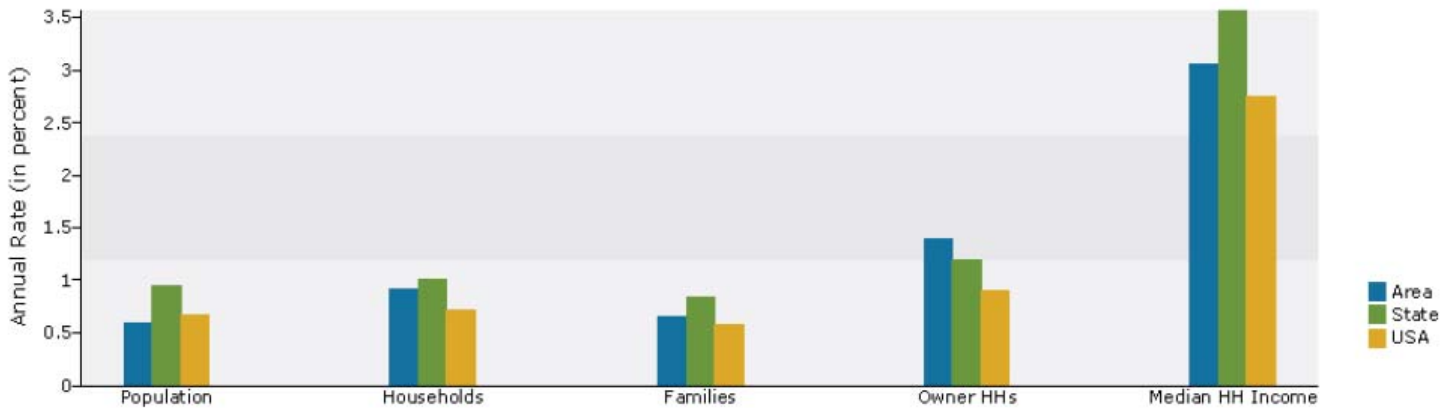
- Percentage of housing that is rented in TOD area is less than the City.
- The TOD Area has a large number of vacant units.
- Housing vacancies are somewhat higher than in the city and nearly three times as high as Metro Atlanta.
- Fairly balanced ratio of owner-to-renter in occupied housing units throughout East Point and the TOD Market Area.
- The City should not expect any significant new housing stock in the next five years.

Table 6. 2010 Summary Profile

	LCI Area	East Point	Mkt Area	Metro Atl	LCI Area as % of	
					City	Metro
<b>Population</b>	1,678	33,712	252,322	5,268,680	5%	
<b>Households</b>	718	13,333	97,346	1,937,225	5%	
<b>Avg Household Income</b>	\$ 37,418	\$ 45,530	\$ 41,770	\$ 73,267	82%	51%
<b>Per Capita Income</b>	\$ 15,861	\$ 18,397	\$ 16,543	\$ 27,473	86%	58%
<b>Avg Home Value</b>	\$ 91,397	\$ 81,409	\$ 94,478	\$ 189,450	112%	48%
<b>Housing Units</b>	968	17,225	122,404	2,165,495	6%	
<b>Owner Households</b>	38.8%	37.3%	32.0%	59.1%	104%	66%
<b>Renter Households</b>	36.3%	41.1%	48.5%	31.4%	88%	116%
<b>Vacant Housing Units</b>	24.8%	21.6%	19.5%	9.5%	115%	260%

The 2011-2016 Trends chart (Figure 14) reflects the extent to which The TOD Plan area’s projected annual household income growth should be considered relatively strong compared to state and national trends.

Figure 14. 2011-2016 Trends



## Population Growth

Population growth identifies several trends, ranging from the volume of in migration, as well as death and fertility rates. In 2010, the population of the city stood at 34,016, representing a negative annual growth rate from 2000; the TOD Area decreased at an average 2.83% annually during the same period. By comparison, the population of the city decreased at an average annual rate of 1.92% during the same time period. Between 2012 and 2017, the TOD Area is projected to decrease at half the previous rate annually (Table 7).

Table 7. Population

	LCI Area	East Point	Mkt Area	Metro Atl
<b>2000</b>	2,236	40,919	284,602	4,247,981
<b>2010</b>	1,678	33,712	252,322	5,268,680
<b>2012</b>	1,642	34,016	255,286	5,380,968
<b>2017</b>	1,555	34,788	262,855	5,672,270
<b>2022</b>	1,473	35,578	270,658	5,979,341
<b>2037</b>	1,252	38,057	295,544	7,003,945
<b>2000-10 AGR</b>	-2.83%	-1.92%	-1.20%	2.18%
<b>2010-17 AGR</b>	-1.08%	0.45%	0.59%	1.06%
<b>2010-17 Growth</b>	-123	1,076	10,533	403,590
<b>2017-22 Growth</b>	(82)	790	7,803	307,072
<b>2010-22 Growth</b>	-205	1,866	18,336	710,661
<b>2010-37 Growth</b>	(426)	4,345	43,222	1,735,265

## Age

At an average age of 36.5 years in 2011, the residents of the study area are older than those within any of the other comparative areas (Table 8). Residents within the overall Market Area are relatively younger than those within the overall city or Metro Area.

Table 8. Median Age

	LCI Area	East Point	Mkt Area	Metro Atl	LCI Area as % of	
					City	Metro
<b>2000</b>	32.2	30	29.9	33	107%	98%
<b>2011</b>	36.5	33.2	32.5	35	110%	104%
<b>2016</b>	36.9	33.6	33.1	35.1	110%	105%

## Ethnicity

In 2000, persons of Hispanic origin comprised 7.6% of East Point's population; in 2010, the percentage of the City's population of persons of Hispanic origin grew by almost four percentage points to 11.5%, mirroring the increase in Metro Atlanta. The TOD Area, however, saw an increase in the Hispanic population of less than 1.0% during the same period. By 2016, the TOD Area's and the City's Hispanic populations are projected to rise to 14.5% and 12.6%, respectively. The Asian population in the TOD Area remained stable between 2000 and 2010 and is projected remain about the same in 2016.

## Economic Development Indicators

This type analysis is used to identify local significance for each industrial sector. The kinds of industry within a community, total earnings those industries produce, and wage distribution in the resident population are examined. Economic base studies can direct recruitment toward businesses that complement existing industry or require the skills of residents currently exporting labor to other regions. This information is basic, but vital, for more effective decisions concerning the health of the local economy.

The primary measure of an industry's value to a local economy is the number of people it employs. An economy grows stronger as it increases any form of gainful employment in the local population, redistributing wealth and encouraging economic growth.

### Resident Employment Observations

- High proportion of residents work in service and blue collar jobs within East Point itself, reflecting the strip center market base that already exists
- Very high percentages of White Collar jobs within the TOD Area reflecting the area's overall affluence (critical to retail demand) as well as the local labor force that can fuel future local office employment growth
- Extremely high percentage residents work in construction indicative of lower salary, perhaps temporary employment

In each of the four major categories of real estate products – retail, office, industrial and residential – the City of East Point itself holds approximately 20-32% (depending on the industry) of the total supply within each industry's respective market area: the East Point Superdistrict area for office and industrial supply, and the 0-6 mile Total Market area for retail and residential supply as well as neighborhood services space.

“Excess inventory” is not the same as vacant supply. Rather, it is the amount of vacant space or housing units in excess of what can be considered a healthy level of vacancies within a given type of real estate. Similar to unemployment rates, a certain level of vacancy is not only acceptable but necessary for a market to be stable, with supply and demand balanced and “in equilibrium.” Otherwise, too little vacant supply results in purchase prices or rent rates that are too high for a given market, driving away (or not attracting in the first place) otherwise desirable residents (consumer markets) and businesses.

It should be noted that vacancies in the three major categories of retail, office and industrial space within the city and, correspondingly, the LCI area are not particularly excessive, especially when compared to many other areas of Metro Atlanta. In fact, the retail market is very close to being in equilibrium.

Where excess inventory is identified, this excess supply will be incorporated into the demand projections in the following section in order to determine “net” demand projections for retail, office, industrial, local/community office and residential.

## Office

### Office Profile

As it relates to the office market recovering, Atlanta remains in a holding pattern. The Atlanta office market is still waiting for consistent signs of stabilizing. A record amount of available office space exists in the market. This byproduct of the economic downturn and overzealous spec developers will require years of sustainable growth in order to return to a more balanced market. As with all submarkets within Metro Atlanta, the East Point office market will benefit from the almost-total lack of new space being brought onto the market. Some improvement should begin to be seen this year and next, but recovery in the office market will likely not occur until 2013-14 in East Point.

### Office Space Demand

Although not known as an office market, employment growth projections by ARC indicate moderately strong demand for professional and business services office space in East Point. **Over the next ten years, net demand for over 95,000sf of new office space is anticipated in the LCI area, with that demand increasing to almost 308,000sf by 2037.** As with retail, most of this demand could be met within the TOD area.

### New Demand for Neighborhood Services Space within East Point LCI Area

The increase in households within the various market areas will in itself create demand for space for business, professional (e.g., legal, medical, financial, real estate) and other services directed toward the local residential community. While this type of space is typically considered office space, it is often found in smaller retail centers. However, since demand is based on the number of households in an area rather than trackable sales, it is not included in retail demand projections. It remains a separate class of space. Based on an industry standard of demand for 15 square feet of such space per household, the total new Neighborhood Services space required in the East Point LCI area by 2022 will total **9,259** square feet over the next ten years and **24,108** square feet through 2037 based on the projected increase in households by 2037.

### New Demand for Neighborhood Services Space within East Point LCI Net of Excess Inventory

Based on the Excess Inventory analysis, there is currently only 46 square feet of excess Neighborhood Services space within the East Point LCI area. Reducing demand by this amount yields a net 10-year demand within the City of East Point for Neighborhood Services space to **9,213** square feet and 25-year demand to **24,061** square feet.

## Industrial

### Industrial Profile

The East Point TOD study area is situated to draw from several industrial submarkets in the Metro Atlanta area. The basic East Point Industrial Market Area, however, is the South Atlanta Industrial Submarket. The East Point industrial market began to show signs of significant improvement during 2012, as did the Metro market overall, experiencing a return to strong absorption, a slight decrease in vacancies, and a leveling if not increase in rates. The amount of vacant space, however, is significant at over 21 million square feet, with the overwhelming majority being in the Warehouse category. There are no

As it relates to the office market recovering, Atlanta remains in a holding pattern. The Atlanta office market is still waiting for consistent signs of stabilizing. A record amount of available office space exists in the market. This byproduct of the economic downturn and overzealous spec developers will require years of sustainable growth in order to return to a more balanced market.



indications that industrial space within the City of East Point – approximately 5% of the total submarket inventory – is faring better than that within the balance of the submarket.

#### Industrial Demand

Data indicate that the East Point LCI Area contains approximately 9.8% of all industrial property within the City of East Point. This produces a proportionate 10-year demand of 23,801sf and a total 25-year demand of 69,659sf within the LCI area.

Based on the Excess Inventory analysis, of the total 444,444sf of excess inventory estimated within the City of East Point, there are currently 43,457sf of excess industrial space within the East Point LCI area. **Reducing demand by this amount yields a net 10-year demand within the East Point LCI for industrial space of -19,656 (negative) square feet over the next ten years and a total 25-year demand of only 26,203sf.**

#### Retail

Retail demand is based primarily on growth in households and income within a defined market area, not on projected employment growth within a Superdistrict or group of census tracts – although such employment growth is directly related to both household and income growth. However, in some markets, there is a significant amount of retail demand currently unmet by existing retail within that market.

#### Retail Profile

A slow economic recovery and timid consumer spending along with large volumes of empty retail space, a residue of Atlanta’s latest development cycle, make for a slow recovery and persistent soft conditions. The basic East Point retail submarket market is located primarily within the larger South Atlanta Retail Submarket. Conditions within that South Atlanta Submarket are basically indicative of those currently existing within the smaller East Point retail market area, which is defined as the 6-mile-radius combined Primary, Secondary and Tertiary markets described above and throughout this analysis.

Relative to overall Metro Atlanta retail conditions, the East Point retail submarket (“College Park/SW Atlanta” in CoStar’s database) is performing well, with vacancies at a moderately healthy 8.5% and quoted rates at \$16.51 per square foot, well above Metro’s \$13.77. Rates within the “Mall” category are particularly impressive at \$22.50, as is that retail category’s vacancy rate of only 1.9%.

#### Retail Demand

Current unmet retail demand and the projected growth in both households and the income within those households within the East Point LCI retail market area should generate demand for almost 68,000sf of net (of current excess vacancies) new retail space within the East Point LCI area over the next ten years, and almost 150,000sf through 2037 – almost all of which should be located in the “downtown” or “town center” TOD area adjacent to the East Point MARTA station.

According to the **Marcus & Millchap 2012 Annual Retail Report**, projected job growth and a resulting rise in retail spending will help modestly strengthen retail property performance in Atlanta this year.

Based on the amount of “leaked” consumer dollars being spent outside the Primary Market 2-mile area, the major types of currently-supportable retail stores are as follows:

- **Building Materials, Lawn and Garden:** The major alternative to the Superstores in this category – Home Depot, Lowe’s and, to a lesser extent, Pike Nurseries – is the neighborhood hardware store, particularly one with a garden center. There appears to be more than enough unmet demand in this category to support an additional hardware store (perhaps with a garden center) in the LCI area.
- **Community-oriented Grocery Store:** While the East Point Market Area apparently could not support a major supermarket (e.g., Kroger, Publix) at this time based on unmet retail alone, there appears to be support for smaller-scale, community-oriented grocery stores such as Aldi or a true neighborhood-oriented store. The recent emergence of neighborhood farmers markets has given rise to specialty grocery stores focusing primarily on local produce, “butcher shop” meat and fish, counter sandwiches and specialty take-out items, and wine.
- **Full-service Restaurants:** The East Point LCI has a relatively strong critical mass of restaurants and bar-grill-pub offerings. With respect to establishing a dining destination, more restaurants are always better, particularly if (1) the variety of offerings can be increased; (2) a noteworthy local chain with individually-named restaurants opens in the area; and/or (3) a unique restaurant can be established with a “name” or “new star” chef at its helm.
- **Apparel and Accessories:** Small boutique shops are critical to creating a balance to food within a neighborhood or town center. There appears to be support for such specialized shops, yet their success will depend on the operators’ ability to cater to local tastes while also appealing to other-than-primary markets.
- **Electronics and Appliances:** While there appears to be significant unmet demand for electronics and appliances in the area, there is enough to support the superstore model that is dominating these retail categories, particularly with the addition of appliances to the offerings of home improvement superstores such as Home Depot and Lowe’s. Smaller boutique electronics stores might find a market within the LCI downtown area, yet will also need to be strategic regarding location and attraction to other-than-primary markets.

## Residential

### Residential Profile

Local governments, such as East Point, typically examine housing data as a way to plan for meeting their existing and projected housing needs, as well as their share of the regional housing need. In 2000, the number of housing units in East Point was 16,163; for the TOD Area it was 982. Annual growth 2000-2010, however, was negative in the TOD Area, and grew by only 0.64% in the City. The negative trend is expected to continue in the TOD Area and will reduce slightly to an annual rate of 0.25% in the City as a whole from 2010-2017.

### Residential Demand

Housing demand for a specific development/redevelopment site is projected according to the same basic approach as retail demand: a likely market area is defined, growth within that market area is projected, the site's share-of-market assumption is made and housing preferences (ownership or rental, single-family or multi-family unit, etc.) are applied to determine the number, types and timing of potential new demand for housing. In the case of a standard geographic unit such as a city, county or state, projections are made using basic census data historical and trend analyses.

As with net demand for additional office, industrial and retail space, the total demand for new housing units must take into account the amount of excess housing inventory that is currently on the market. Surprisingly, given the excess of residential inventory throughout most Metro Atlanta communities and data indicating significantly worse housing market conditions in the East Point area, there appears to be just over two years of excess housing currently in East Point.

With respect to the East Point LCI Area, there appears to be 190 "excess" housing units on the market: 84 single-family houses, 11 townhouse/condominium units, and 95 rental units. Incorporating this excess inventory data over the next twelve years, there will be a net demand in the East Point LCI Area for 459 housing units through 2022. Of these, only 11 will be ownership units and 448 will be rental units. Due to the excess supply of such housing currently on the market, the demand for single-family detached homes sufficient to warrant the construction of new units will essentially be zero.

**Over the 25-year period through 2037, net demand within the LCI area is projected to equal 1,348 units, with the overwhelming preference being for rental units (assumed to be overwhelmingly multi-family units – i.e., apartments) due basically to the large excess inventory of single-family ownership houses in the area. However, TOD development could enhance the demand for townhouse and condominium units.**

*Note: Figures presented herein may not always total 100% due to rounding.*

Rental properties are beginning to strengthen with respect to both occupancy and effective rates, with the "new normal" for apartments being reached in 2012.

In areas with proximity to MARTA stations - TOD areas such as the East Point LCI area - rental units may be a preferred type of residential product to meet future demand.

## Key Demand Findings

### Total Demand within the East Point LCITOD Area

Based on household, income and employment growth, total projected demand for retail, office and residential product within the LCI Area is summarized in the following table.

The net demand for new retail and office space over the next ten years (2012-2022) is relatively strong.

### Moderately strong retail demand

Current unmet retail demand and the projected growth in both households and the income within those households within the East Point LCI retail market area should generate demand for almost 68,000sf of net (of current excess vacancies) new retail space within the East Point LCI area over the next ten years, and almost 150,000sf through 2037 – almost all of which should be located in the “downtown” or “town center” TOD area adjacent to the East Point MARTA station.

### Moderately strong office demand

Although not known as an office market, employment growth projections by ARC indicate moderately strong demand for professional and business services office space in East Point. Over the next ten years, net demand for over 95,000sf of new office space is anticipated in the LCI area, with that demand increasing to almost 308,000sf by 2037. As with retail most of this demand could be met within the TOD area.

### Minimal near-term new industrial demand

Based on ARC's projections through 2040 in those employment classifications generally considered as “industrial” jobs, there is likely to be negative net new demand for industrial space in the East Point LCI area over the next ten years. Through 2037, net demand is projected to be only 26,000sf.

### Mixed residential demand

Based on population growth within the city, net new demand for housing units in the East Point LCI area by 2022 is projected to total 458 units – all but 11 of them rental units. Over the 25-year period through 2037, net demand within the LCI area is projected to equal 1,348 units, with the overwhelming preference being for rental units due basically to the large excess inventory of single-family ownership houses in the area. However, TOD development could enhance the demand for townhouse and condominium units.



## TOD Potential

**The demand projections strongly support a TOD-oriented development concept in the area immediately adjacent to the East Point MARTA station.** Given the current physical build-out of the area, the sites with the most potential for such development include the following:

- **The “Commons” site** – An assemblage that would extend north across Ware Avenue to West Forrest Avenue
- **The MARTA station main parking lot** – development that could combine structured parking, on-ground new development and/or air-rights development over portions of the existing surface lot
- **The MARTA station “overflow” parking lot** – development on the underutilized lot south of Irene Kidd Parkway

Additionally, there should be opportunities for development with TOD densities and mixed uses on each of the three blocks between Main Street and East Point Street immediately south of White Way to Washington Road. Similarly, opportunities could exist – particularly for residential development – on the three blocks bordered by Linwood Avenue, East Point Street, Washington Road and Church Street.

The amount of demand over the next ten years (through 2022) appears sufficient to “jump start” TOD-oriented mixed-use development on the Commons site. In fact, there appears to be enough demand over the next five years to support almost 33,000sf of new retail space; 46,000sf of office space; and 224 apartment units. This demand more than doubles over the next five years (2018-2022), reaching almost 70,000sf of retail; 95,000sf of office; and almost 450 apartment units, as indicated in Table 9.

Table 9. Net Demand for New Space/Units within East Point, 2012-2037

	2012-17	2018-22	2023-27	2028-32	2033-37	Totals
<b>Retail SF</b>	32,878	34,829	26,971	27,106	27,242	149,026
<b>Services SF</b>	4,607	4,607	4,774	4,947	5,127	24,062
<b>Office SF</b>	46,000	49,397	62,258	70,404	79,632	307,691
<b>Industrial SF</b>	0	0	0	9,214	16,989	26,203
<b>Apartment Units</b>	224	224	254	282	293	1,277
<b>Town/Condo Units</b>	5	5	8	10	11	39
<b>Single-family Units</b>	0	1	22	38	40	101

The “Unmet Retail” demand analysis indicated relatively strong demand for the following types of retail:

- Building, lawn and hardware
- General merchandise stores
- Electronics, appliances and household furnishings stores
- Community-size grocery store
- Full-service restaurants
- Apparel and accessories

The projected demand for new retail – “future” rather than “unmet” demand based primarily on residential and income growth – shows additional support for all of the “unmet” categories above, with significant additional demand over the next ten years for one or more grocery stores. This combination of current unmet demand and projected near-term (5-to-10 years) demand shows reasonably strong support for the contemplated development of retail on the Commons Area site.

The projected size of the grocery store will require identifying a suitable name-brand national tenant. An example includes the recently opened, 27,000sf Wal-Mart “Neighborhood Market” store in Chicago. Wal-Mart recently announced plans for urban-oriented, food-focused stores in the 15,000-40,000sf range in several cities, including Atlanta.

The demand for office space should be sufficient to support either initial development on The Commons site or additional development on the Buggy Works or Wagon Works site. In the long-term, office demand should be able to support development on all three sites and perhaps additional sites, such as on or above the existing East Point MARTA parking lot.

Apartment demand should be strong for the foreseeable future. The City should seek out quality development to attract the new residential markets that will themselves support the type of retail and non-retail businesses that characterize a vibrant town center and TOD urban community.



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## Public Participation Process

The TOD Plan public participation process utilized a variety of tools, techniques and levels of involvement to better understand existing patterns, issues and opportunities, in addition to community goals and desires for the future of the corridor. The process included monthly project management team and core team meetings, four community meetings, core team charrette, a community survey, and numerous communication tools to provide public awareness of the project, including a project website and social media posts, as well as a business owner roundtable.

## Project Management Team

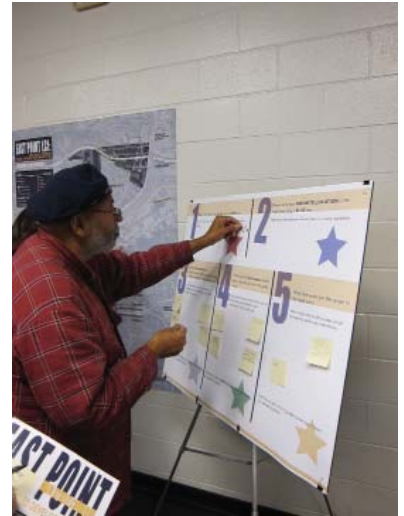
The Project Management Team included representatives from the consultant team, Atlanta Regional Commission (ARC), and representatives from the City of East Point. This team met monthly, prior to community meetings, to discuss the study progress. Project Management Meeting dates are listed below:

- Project Management Team Meeting #1 (Kick-Off) – October 28, 2011
- Project Management Team Meeting #2 – November 16, 2011
- Project Management Team Meeting #3 – December 12, 2011
- Project Management Team Meeting #4 – January 12, 2012
- Project Management Team Meeting #5 – February 8, 2012
- Project Management Team Meeting #6 – April 4, 2012
- Project Management Team Meeting #7 – May 9, 2012

## Core Team

The Core Team included members of the Project Management Team, city staff, and representatives from key stakeholder groups in the study area such as MARTA, GDOT and neighborhood associations. The Core Team meetings were held approximately one week before each community meeting to review and comment on materials to be presented to the public, communicate meeting announcements, and to distribute information to the larger community. Core Team Meeting dates are listed below:

- Core Team Meeting #1 – November 16, 2011
- Core Team Meeting #2 – January 11, 2012
- Core Team Meeting #3 – February 8, 2012
- Core Team Meeting #4 – April 4, 2012
- Core Team Meeting #5 – May 9, 2012



Attendees answered questions concerning wants and needs within the study area

## Community Meetings

Community meetings were held throughout the planning effort to allow for participation from all stakeholders in the study area during all phases of the planning process. Meeting notices were distributed by the city and stakeholders (in print and digital format, including through the use of social media) prior to each Community Meeting. The four community meetings topics included: Plan Initiation, Creation of Vision & Goals, Compare Concepts & Placemaking Components, and Present Final Draft Corridor Study. The following is a brief summary of each community meeting held during The TOD Plan process:

- **Community Meeting #1 – January 19, 2011**

Community Meeting #1 began with an Assets and Challenges dot-voting exercise on a large aerial map of the study area. After the meeting presentation, community members participated in a discussion facilitated by the consultant team.

- **Community Meeting #2 – February 21, 2012**

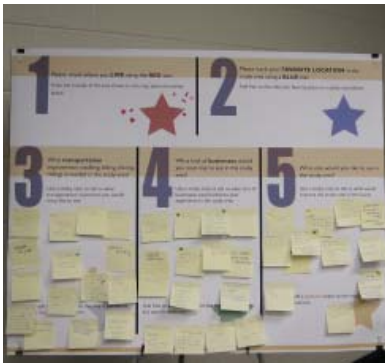
A presentation was given to the community, reviewing the results of The TOD Plan Survey and the Draft Vision Statement established by the Core Team for The Plan. Attendees were then asked to provide feedback on this vision statement and to help create goals for the study for Living and Community Uses, Open Space and Identity, and Mobility.

- **Community Meeting #3 – April 12, 2012**

The two alternative concept plans for The TOD Plan were presented to attendees at Community Meeting #3. Attendees were provided focused feedback concerning use, mobility, open spaces, potential building form and urban design.

- **Community Meeting #4 – May 17, 2012**

The Final Draft Plan for The TOD Plan was presented at Community Meeting #4. An open house event was held to receive feedback on the final draft plan, illustrative concept plan, and plan recommendations.



Feedback on downtown assets and challenges



Interactive exercises encouraged resident participation



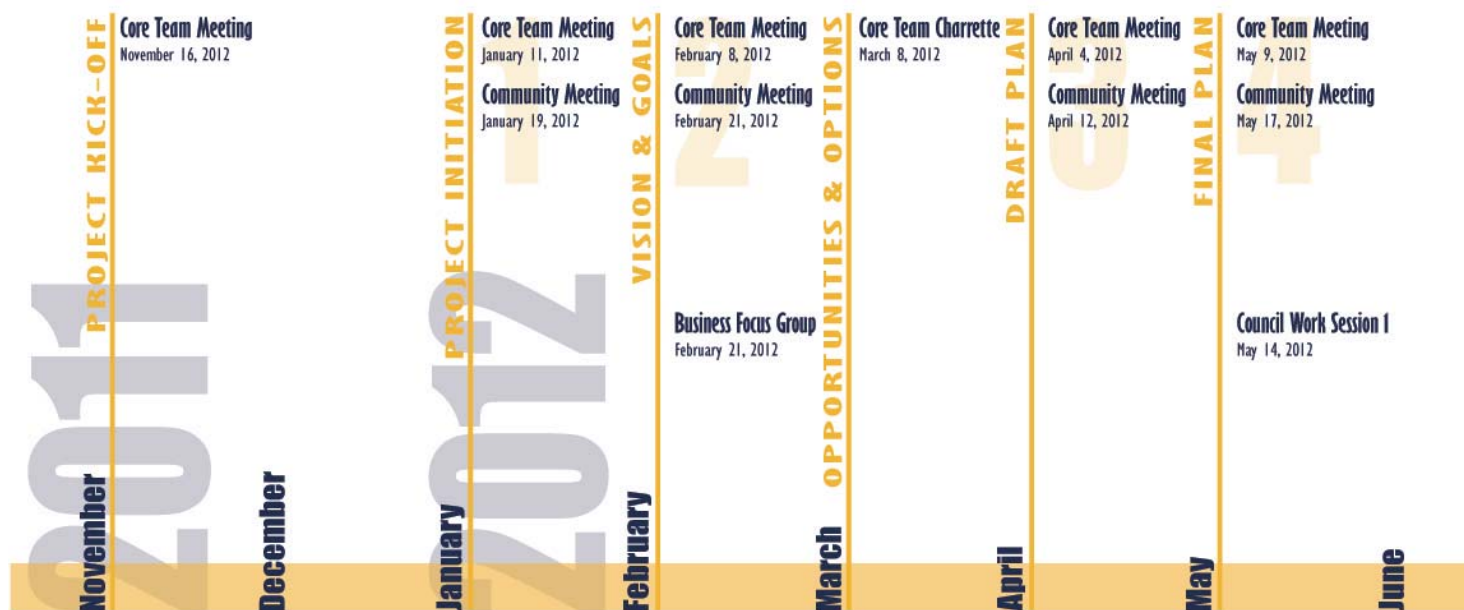
Design concepts created during the charrette

## Other Meetings and Presentations

- **Business Owner Roundtable – February 21, 2012**
  - A meeting specifically for business and property owners within the study area. The attendees provided feedback on the following:
    - Prioritizing what should be changed and improved in downtown
    - Customer characteristics; future needs
  
- **Core Team Charrette – March 8, 2012**
  - A working meeting to create two alternative concepts for The TOD Plan. The core team attendees created two land use plans that identified the following:
    - Character Areas
    - Redevelopment Nodes
    - Circulation Concepts, such as interparcel access and new roadways
    - Urban Design elements, by selecting imagery from a photo gallery of preferred aesthetics and streetscaping elements
  - Community Goals, Market Overview and existing Circulation/Transportation Conditions (vehicular, transit, pedestrian and bicycle) were also presented to frame the discussion
  
- **City Council Workshop Meeting – May 14, 2012**
  - Presentation of the final draft plan and initial recommendations



Charrette concepts created with the Core Team members



All community meetings will be held at the Jefferson Park Recreation Center from 6:30 - 8:00 PM

Project schedule of events



## Communication Tools

### East Point Main Street Corridor Project Website

A project website was developed at the beginning of the project to provide access to all relevant study materials. A timeline of activities, agendas, meeting minutes and conceptual plan materials were posted at <http://www.eastpointmainstreetcorridorplan.com/process.php>. Community members could sign up for project update emails via the project website.

### Social Media

In addition to the project website, social media provided real-time updates. The consultant team maintained a Facebook page (<https://www.facebook.com/pages/East-Point-Main-Street-Corridor-TOD-Plan/215680808519349>) which posted meeting reminders and project updates. The city also provided updates and links via its Twitter account, @cityofeastpoint (<http://www.twitter.com/cityofeastpoint>).

### Print Media

A community flyer was distributed monthly to all stakeholder groups to announce each community meeting. Flyers were also sent to homeowner associations, schools (public and private), religious institutions and businesses within proximity of The TOD Plan study area. Each community meeting included a “meeting update” brochure that provided the meeting agenda, imagery and process.

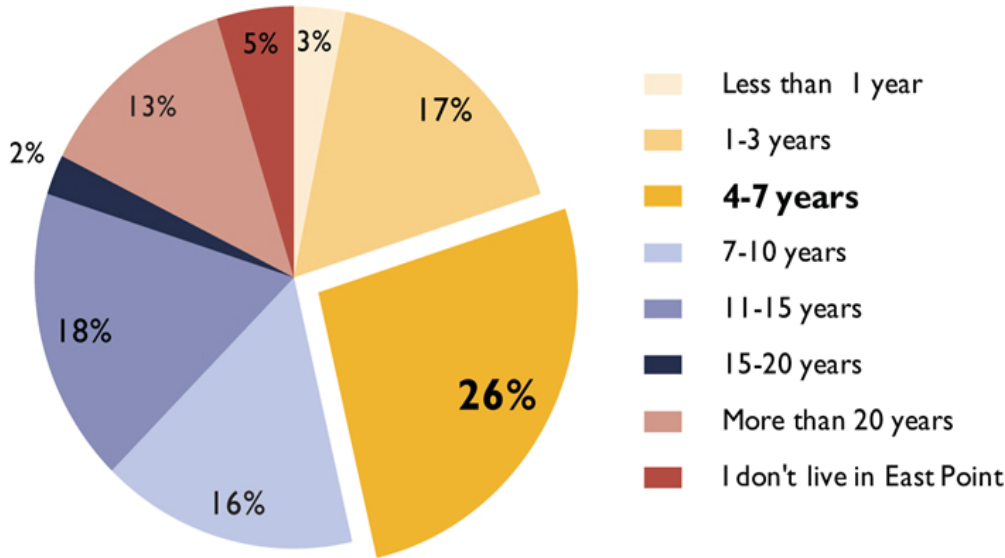
### East Point Main Street Corridor TOD Plan Survey

An online survey was available to receive feedback on a variety of issues relating to the study area. The survey received a total of 142 responses from the citizens of East Point. The survey results indicate an overwhelming support for the following: encourage destinations in the Main Street Corridor/Downtown East Point, including small businesses/local shops; maintain the small town feel but improve the aesthetics/visual appearance through historic preservation and streetscape improvements; and improve real and perceived safety for pedestrians in the study area. These results influenced the Vision and Goals for The TOD Plan. Examples of the survey responses are shown on the following page.

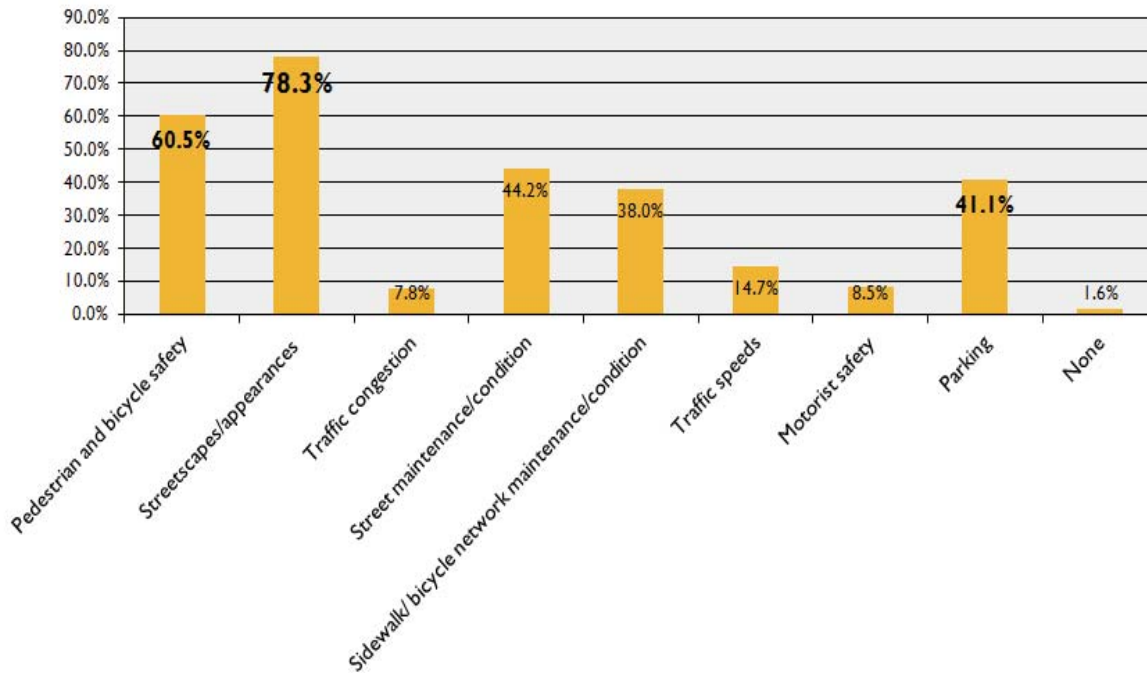


A project website and meeting summaries provided updates on the process and schedule of events

## How long have you lived in East Point?



## What traffic and transportation issue(s) are you most concerned with?



Sample survey responses



## Project Approach: Placemaking along the Main Street Corridor

Placemaking is about creating vibrant, successful communities that have a high sense of identity and livability. It integrates the elements of land use and housing, mobility, community identity and economic development at the appropriate scale and suitable location within a community. It's about implementing policies that strive for economic and social sustainability – not for ten years, but for the next generation and beyond. It's about ensuring that new facilities support the anticipated influx of residents and businesses and provide connections to community resources. It identifies sites for social gathering and small businesses, and augments the existing transportation network with a multi-modal network to provide accessibility and mobility for all. It is the very notion of *this main street corridor as a **place where people and businesses thrive*** that is essential for both enhanced mobility and quality of life in the City of East Point.

To ensure the components of placemaking were addressed, community feedback was incorporated throughout the planning process. This feedback was utilized to form the community values which are represented as the Vision and Goals for the study.

### Vision & Goals

The Vision for The TOD Plan was established through discussions with the project management and core team as well as feedback from the community. The vision articulates the future of The TOD Plan to the City of East Point and its residents.

### Vision Statement

*The Main Street Corridor/Downtown East Point is a diverse, vibrant district which offers various high quality cultural and social amenities; a transit friendly place of thriving businesses and diverse neighborhoods within an attractive, authentic, small town that will be cherished by future generations.*

## Goals

### Living and Community Uses

- Encourage and promote development types that area of high quality, distinct character, and walkable.
- Provide a variety of housing choices (type and price point) in order to provide housing options to residents throughout all stages of life.
- Support a variety of uses that incorporate community gathering spaces, cultural facilities, and greenspaces in an aesthetically pleasing setting.
- Increase shopping, dining, entertainment, arts, and cultural activities.

### Mobility

- Identify strategies for community-wide transportation solutions commensurate with future needs to provide connectivity, continuity and redundancy among various modes of transportation.
- Provide a network of seamless transportation facilities while preserving community distinctions and character.
- Offer a safe, efficient, and continuous network of bicycle and pedestrian facilities connected to surrounding neighborhoods/destinations.
- Sustain efficient vehicular movement throughout The TOD Plan area while employing appropriate safety measures, maintaining accessibility to local businesses, and meeting the walkability needs of the community.

### Open Space/Identity/Appearance

- Develop and promote the identity of The TOD Plan area through quality architecture and design cohesiveness of streetscapes.
- Reclaim/restore community environmental resources.
- Provide open, cultural, and civic spaces to promote social interaction and a thriving community.
- Retain and enhance the existing historic character of Downtown East Point.
- Maintain East Point's distinct local identity while enhancing its connectivity and interaction with the metropolitan region.
- Improve both the safety and aesthetics of the study area by promoting uniform signage, pedestrian friendly amenities, building placement, and landscaping.



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## SECTION 4 • RECOMMENDATIONS & DESIGN CONCEPTS

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The TOD Plan recommendations will create a more vibrant downtown area with retail activity, new mixed-income housing opportunities, a series of public spaces, increased streetscaping, and a successful multi-modal transportation network centered around two existing MARTA stations. Recommendations are presented as policies and projects. Policies are general guidelines that provide direction to the implementation of certain issues. They serve as a basis for future actions by city officials, and support the vision and goals defined through this planning process. The projects are specific tasks that will physically advance the plan realization. Details for the recommendations are listed in the 5-Year Action Plan, and include the responsible party, timeframe, and associated costs (Section 5: *Implementation*).

## Plan Concept Overview

The TOD Plan provides the City of East Point, BIDA, and other partners with a strategy to proactively plan for the future. Key influences affecting land use and transportation decisions within this plan include community feedback, previous studies/master plans, and an economic and market analysis. The plan takes all of the aforementioned influences into consideration to ensure the final recommendations are fully informed and meet the vision established by the community.

The Main Street Corridor/Downtown East Point is a diverse, vibrant district which offers various high quality cultural and social amenities; a transit friendly place of thriving businesses and diverse neighborhoods within an attractive, authentic, small town that will be cherished by future generations.

The TOD Plan study area was categorized into seven focus areas to better facilitate community comments and concerns throughout the planning process (Figure 15). Focus areas are defined as areas of different scale and unique character that may be the result of the location, quantity or relationship of different elements, such as land use patterns, architecture, age, etc. **Each of the focus areas presents opportunities for economic development, and connectivity and urban design enhancements utilizing a Placemaking Approach – identifying community elements at the appropriate scale and location – to support market findings and mixed income transit-oriented development (TOD) principles.** Transit Oriented Development principles focus on walkable, mixed use areas integrated with transit (approximately within ½ mile of a transit station). By promoting *mixed-income* TOD, this plan looks holistically at land use and transportation to promote a mix of housing choices that serve a variety of people at different income levels and stages of their lifecycle. This supports the Atlanta Regional Commission’s goals for both the Livable Centers Initiative and Lifelong Communities Initiative (detailed in Section 5: *Implementation*), and importantly, complements MARTA’s goal of promoting “a sustainable, affordable, and growing future for the people of Metro Atlanta.” (Source: *MARTA TOD Design Guidelines*)



To create a successful mixed income TOD in the Main Street Corridor, the plan concept establishes 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.

The focus areas are each comprised of a variety of uses that will support compact development patterns as properties transition over time, to facilitate walkability and access to the transit stations, as well as lower development costs and increase the uses throughout the study area. In certain cases, redevelopment of the entire parcel is supported, in others; adaptive reuse is preferred, so as to retain the architectural uniqueness present throughout key neighborhoods within East Point, especially the downtown. **Central to the land use concepts for each focus area is the establishment of retail- both neighborhood serving and community focused. Retail strategies are provided throughout the plan, as it was realized early on in the planning process that retail brings a competitive advantage to the City of East Point, and this advantage translates to a unique shopping experience that must be enhanced, communicated and developed wisely.** Complementary to the retail strategies is the emphasis on increasing the downtown population – a pivotal factor behind retail investment and success in the study area. Therefore, a variety of densities is recommended for residential uses so to increase the availability of mixed-income and workforce housing, as well as increase the ridership at the MARTA transit stations.

New development within the TOD study area is enhanced through urban design features that both beautify and energize the public realm. Streetscaping offers aesthetic improvements and safety enhancements to ensure that the public realm experience is of the highest quality. A series of open spaces provides essential places for socializing, programming and entertainment- essentially creating a ‘sense of place’ within the historic fabric of the city. These park and plaza spaces were identified as a priority need during the community involvement process, and will truly benefit the citizens of East Point.

**The plaza spaces that are of the highest priority for implementation are associated with three key catalyst projects in the study area: the Commons Area, the expansion of the government complex, and the East Point MARTA station property.** Each of these redevelopment initiatives offers true opportunity for housing density, office and retail options, and civic spaces, all of which are deficient currently within the downtown. These redevelopment sites provide ample opportunity for future population and employment growth that will support transit ridership, economic development and a sustainable, healthy urban environment. Last, improved access to the rail stations and surrounding neighborhoods and amenities is supported through a network of multi-use trails, complete streets retrofits, and bike facilities, including a cycle track, to advance a safe, accessible system throughout East Point.

The following section, which highlights each of the seven focus areas, illustrates the future opportunities for economic development, connectivity and urban design enhancements, and an improved sense of place proposed for the Main Street Corridor TOD Plan.

#### Concept Plan 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

Figure 15. Focus Areas

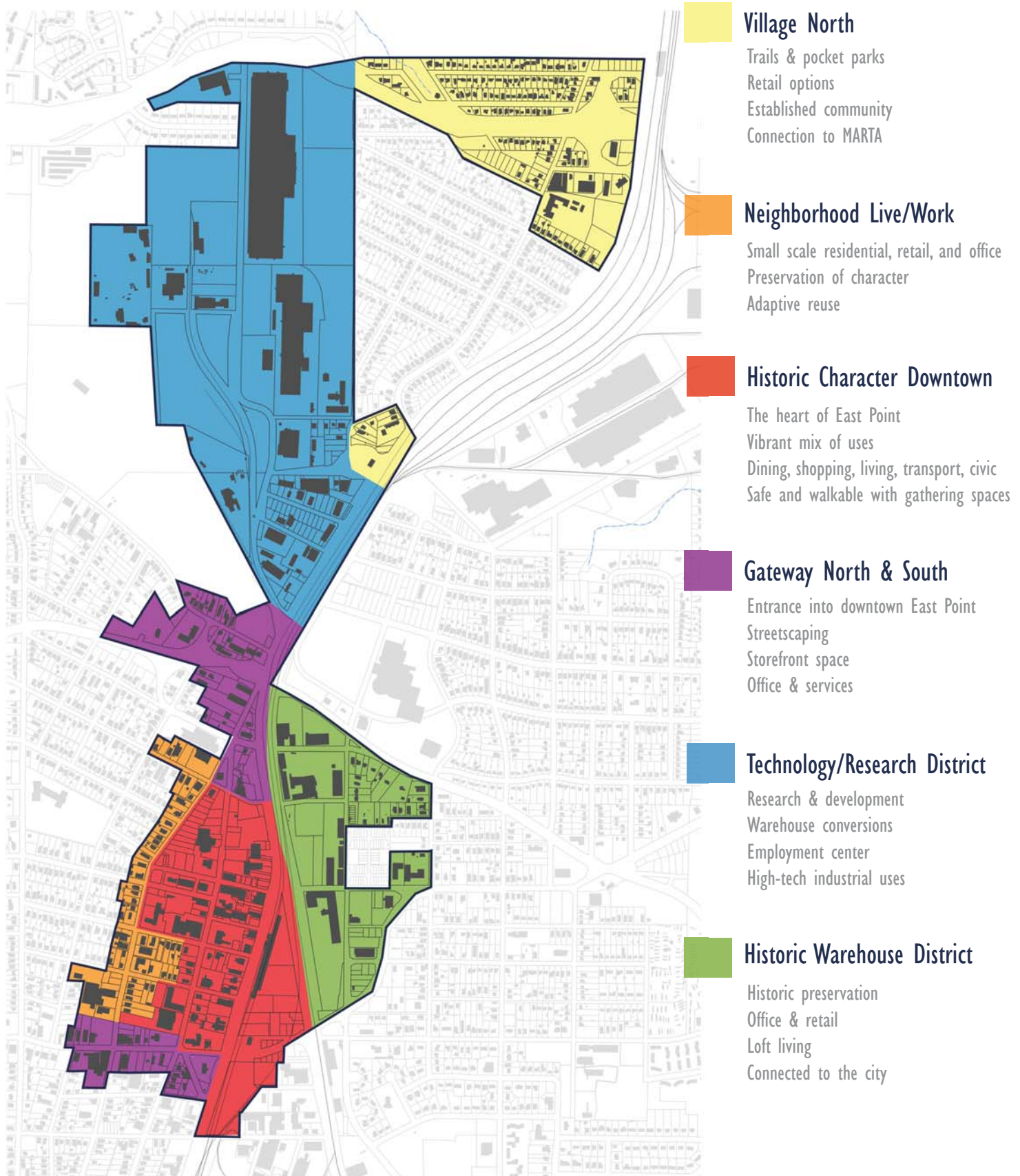




Figure 16. Proposed Land Use Plan

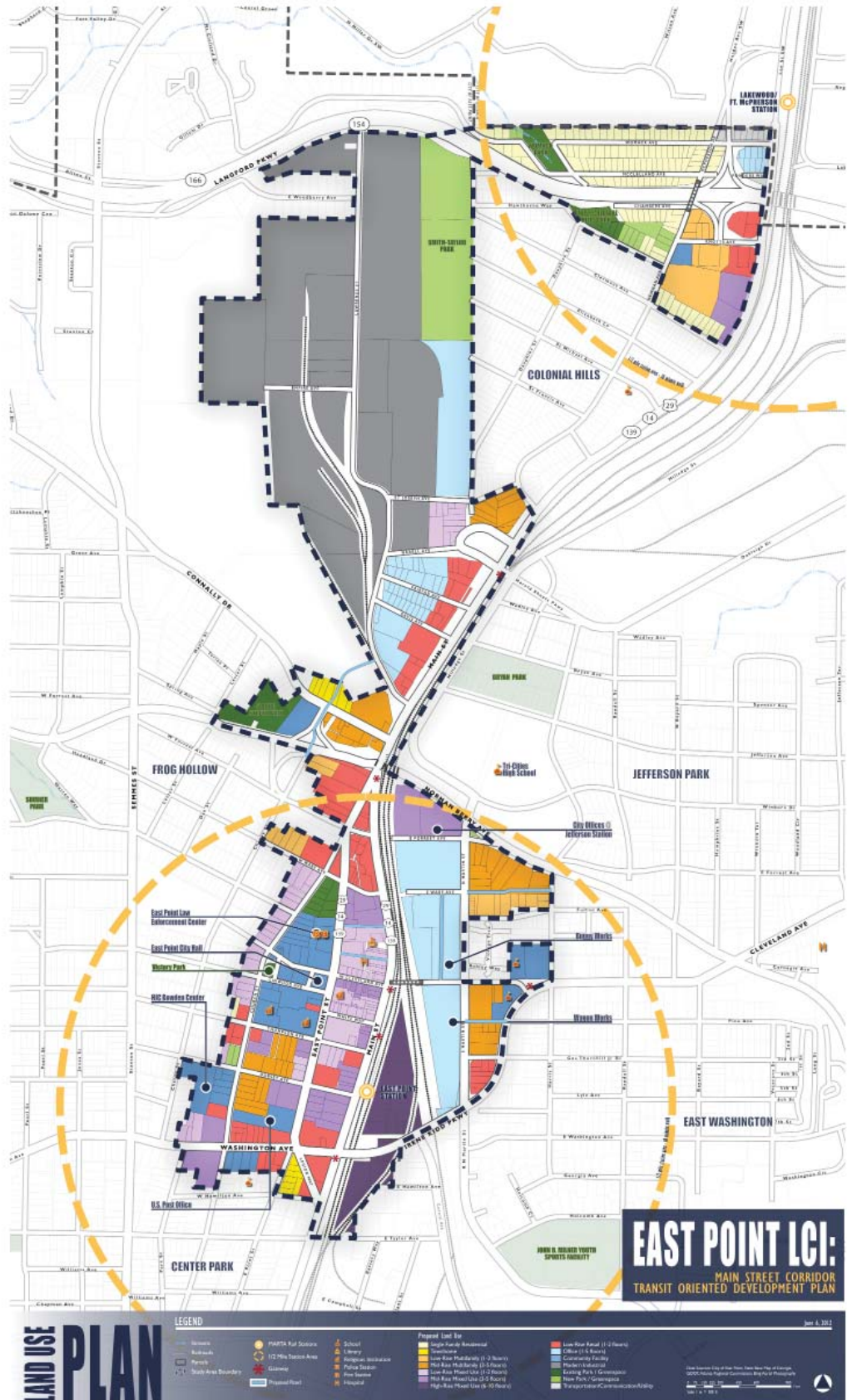


Figure 17. Building Concept Plan



NOTE: The concept plan and sketches on the following pages are designed to show desired building placements, streetspace allocations, open spaces, and potential design character of buildings and public spaces consistent with the TOD Plan recommendations. The exact location, scale and design character of public and private improvements may differ from these plans and should respond to scale, form and architectural design per block.

A concept plan is a plan that portrays one example of how to implement the TOD Plan recommendations. The concept plan is not intended as a de facto design project, yet rather to propose one alternative method of development consistent with the recommendations provided in this document. The concept plan provides a sense of urban design, building type and mass, and the relationship between buildings and open spaces that are described in this document. Architectural compatibility and continuity, access and connectivity are considered while creating this type of plan. Developers, property owners, and the City will vet the plan and the final submittal during the development review process.





Multi-use concept trail along Main Street from Newnan Avenue to Lakewood / Fort McPherson MARTA Station

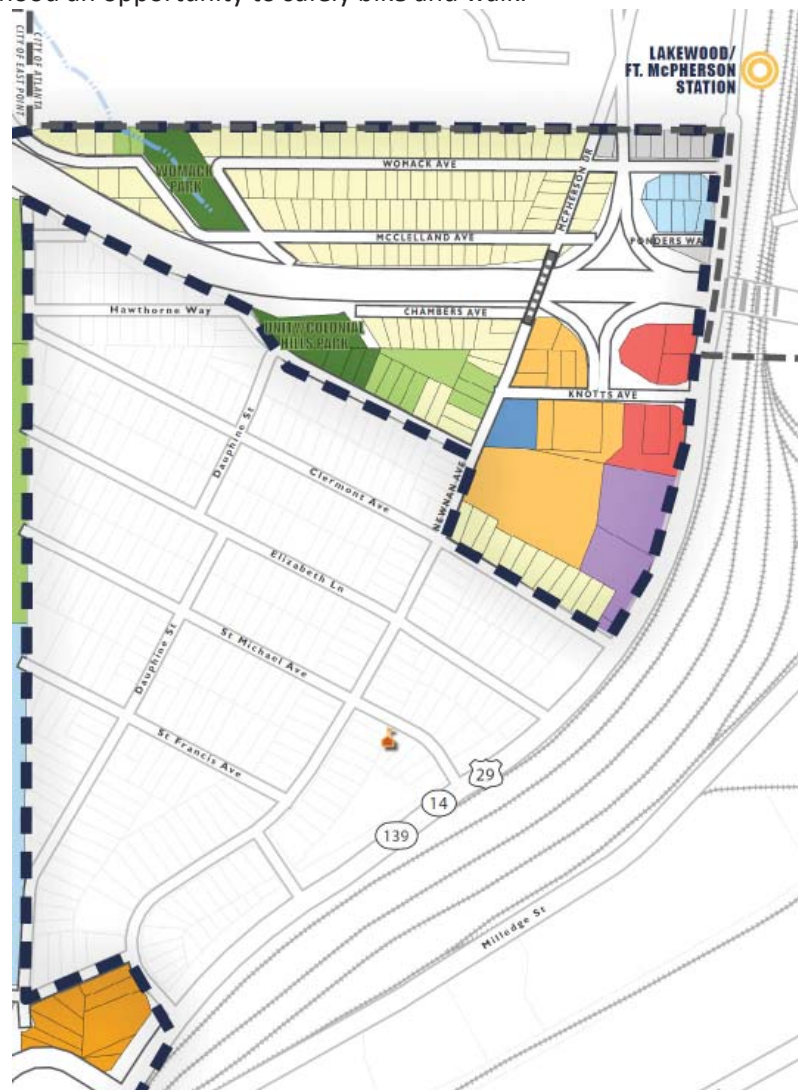


Potential mixed-use development at Main Street and Knotts Avenue

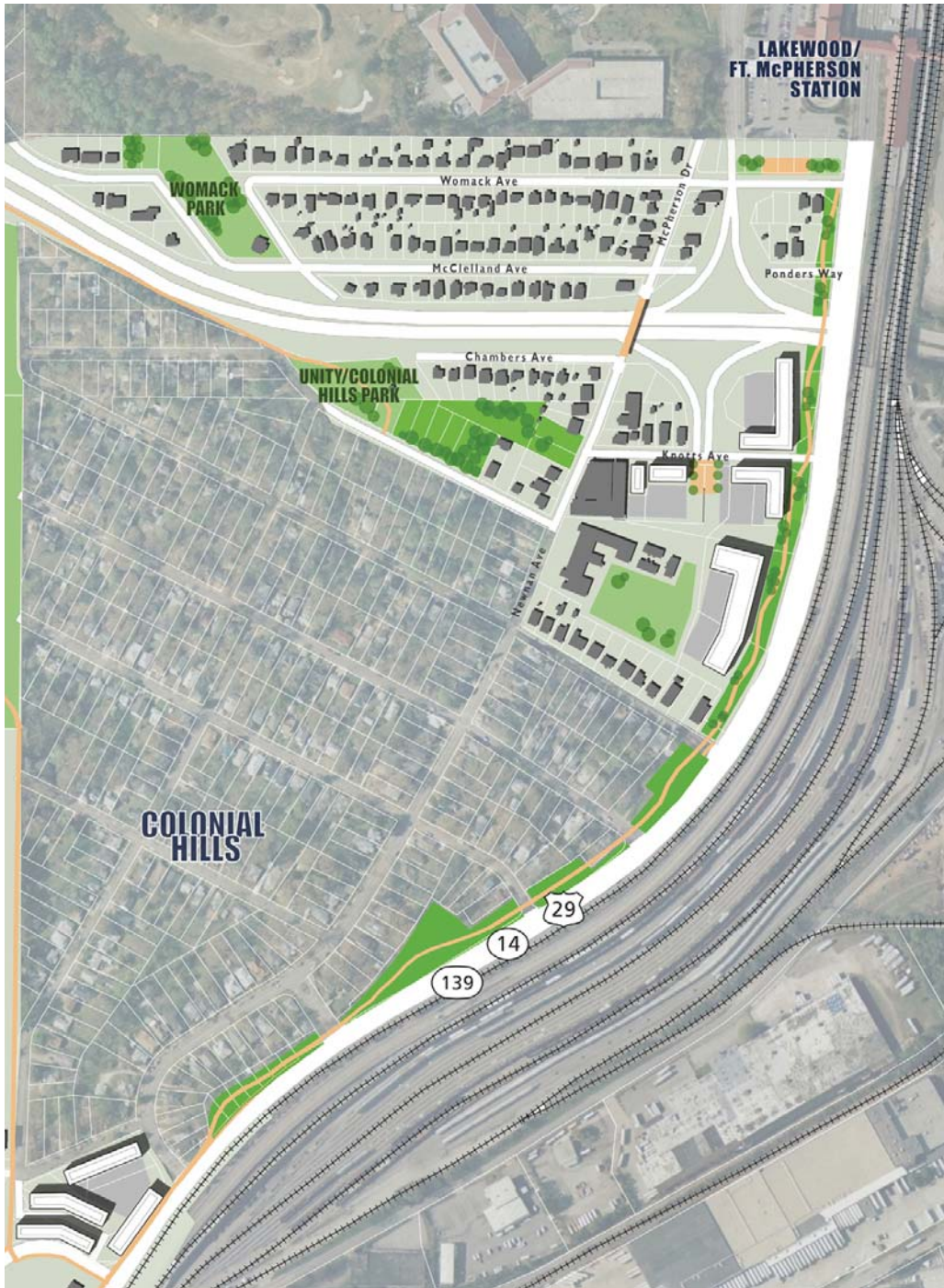
## Village North Focus Area

The Village North Focus Area is an established community and will continue to be primarily single-family development. Proposed land uses include single-family attached, multi-family, retail, mixed use, and park space. Providing retail options and recreation opportunities to support the redevelopment of Fort McPherson and existing established single-family neighborhoods is important to the continued success of this neighborhood.

Infill residential development, such as townhouses, is appropriate for the Village North focus area. Additional infill is accomplished through adaptive reuse of the Romar Academy into loft living, providing increased density and new housing. To serve residents and the Fort McPherson development, new neighborhood retail uses are proposed at Main Street and Knotts Avenue. The 2008 Parks & Recreation Master Plan proposes new amenities and an expansion of Unity/Colonial Hills Park, adding more greenspace to the neighborhood. A multi-use trail along Main Street from Newnan Avenue winds through a linear park to Lakewood/Ft. McPherson MARTA Station, giving local residents in this neighborhood an opportunity to safely bike and walk.



# RECOMMENDATIONS & DESIGN CONCEPTS



Examples of potential residential infill near Lakewood/Ft. McPherson MARTA Station





Potential warehouse conversions in East Point for high-tech jobs within the Technology and Research Focus Area

## Technology and Research Focus Area

Providing for the continuation of industry and related jobs within East Point is an important economic development goal. Industrial jobs provide a stable economic base and draw a skilled and specialized work force to the city. Modern, high-tech industry can provide a cleaner alternative to manufacturing and processing facilities. Protecting existing desired industry with its associated infrastructure and promoting a new high-tech market sector will attract businesses to locate here.

The Technology and Research Focus Area is an employment center with high-tech industrial and office uses within close proximity of downtown amenities. There is potential for adaptive reuse of existing warehouse buildings into research and development, technology-oriented businesses, light industrial, and distribution uses. This large tract of land fronting Lawrence Street benefits from being subdivided into small blocks that connect to the existing surrounding grid network of streets to improve access and connectivity. Low-scale office buildings and neighborhood-serving retail are appropriately located close to and along Main Street/US 29.









City gateway monument concept

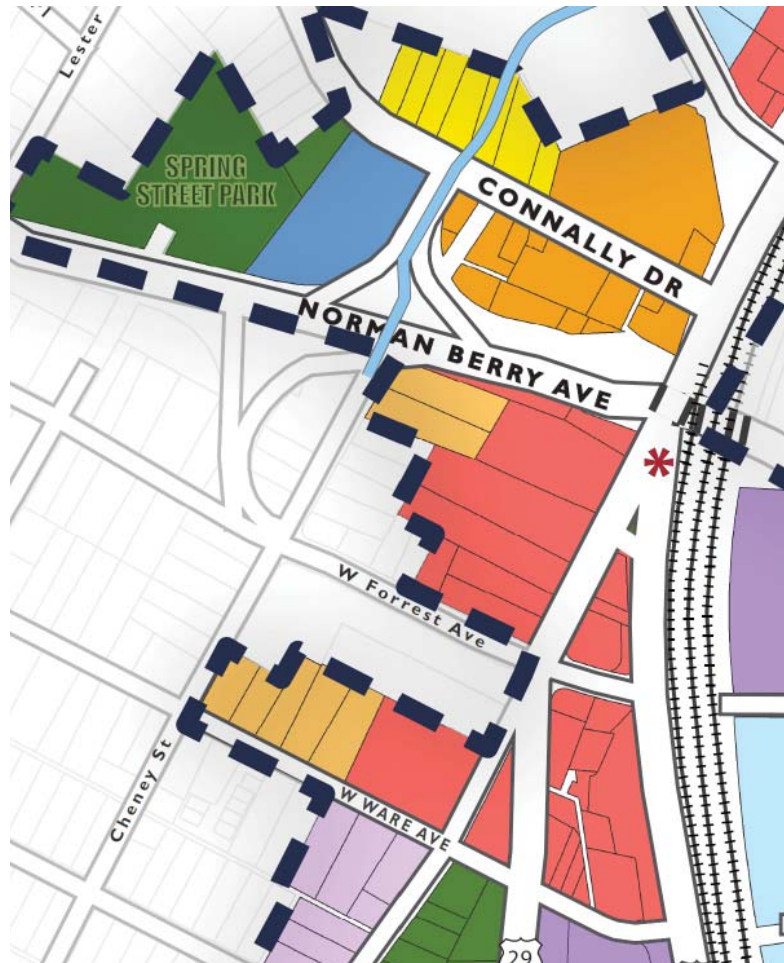


Example of multi-family development at Connally Drive

## Gateway North Focus Area

This area serves as a transition between the Historic Character Downtown and the Technology and Research focus areas, and between Main Street and the Frog Hollow residential neighborhood. It presents an opportunity for expanding the signature downtown environment, displaying gateway signage, and connecting different modes of transportation across Main Street. The opportunity to locate a business or residence here is strengthened by the pedestrian connectivity and recreational opportunities at Spring Street Park and other nearby greenspace.

One of the key features of the Gateway North focus area is the redevelopment of the Nelms House and an undeveloped parcel of land across Connally Drive into a mid-rise multi-family development. Townhouses on Connally Drive facilitate the transition to lower density, single-family homes in Frog Hollow. Improved neighborhood-serving retail opportunities along N. Church Street extends the attractive storefront streets of downtown north and serves the existing residential neighborhoods and new multi-family developments. The triangle at Church Street and Main Street provides an excellent potential site for a city gateway monument. Finally, the city should focus on attracting a national grocery store tenant to the block north of West Ware Avenue between Main Street and East Point Street (north Commons property).





Potential grocery site at W. Ware Avenue and Main Street



Example of commercial sites along N Church Street



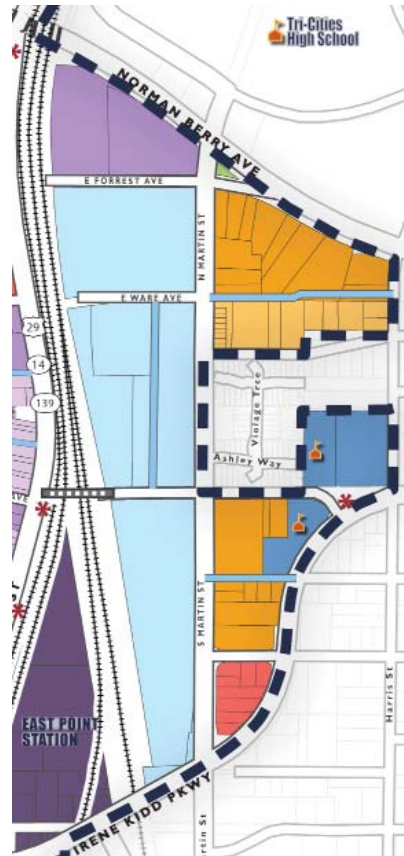


Mixed use concepts for the Historic Warehouse District

## Historic Warehouse District Focus Area

The Historic Warehouse District presents an especially unique opportunity for preserving valued historic assets while supplementing with appropriate infill development. Close to downtown, yet separated from it by the railroad tracks, the Historic Warehouse district is ideally suited for office and residential uses. The proposal for this district builds on its prior success in warehouse conversions (i.e., Buggy Works, Wagon Works) with future office and higher density multi-family residential uses, at a scale and design that complement existing structures. Adaptive reuse of existing buildings is encouraged whenever possible to maintain the existing character of the warehouse district. The plan calls for improved circulation and integrated plaza spaces as sites redevelop.

The existing warehouse district is expanded with additional office space to absorb demand and attract new businesses to East Point with unique boutique office, studio, and warehouse spaces. A new pedestrian-oriented internal street connects E. Ware Avenue and E. Cleveland Avenue, and a recommended pedestrian bridge (north of the existing) facilitates improved access. New three- to five-story multi-family developments, which provide additional opportunities for residents to live in close proximity to downtown, include greenspace and additional internal roads to connect to the existing street grid network. Some mixed use development is appropriate off of Norman Berry Avenue, directly across from Tri-Cities High School. The plan capitalizes on the existing strength of the Historic Warehouse District to grow East Point's office presence and provide additional housing options.









Live-work units concepts

## Neighborhood Live/Work Focus Area

The Neighborhood Live/Work Focus Area is primarily centered along Church Street adjacent to downtown. It functions as a transition between the western edge of downtown and the established single-family residential neighborhoods. Properties in this area, which are primarily two-story houses, are viewed as an asset and are preserved for their character. Land uses include small scale residential, retail, and office uses. Adaptive reuse of single-family into professional office will continue to occur over time.

The HJC Bowden Center is a key destination in this focus area, and multi-family/senior housing along Dorsey Avenue is proposed in close vicinity for older residents. Retail “nodes” occur at key intersections along Church Street at Linwood, Dorsey, and Washington Streets. Neighborhood serving retail, either stand-alone buildings or part of mixed-use buildings, exists within these nodes, creating small, low scale “pockets” of shops and restaurants.

A new park space across the street from the HJC Bowden Center at the corner of Church Street and Dorsey Avenue provides more open space for residents in this area and forms a gateway into the adjacent residential neighborhood.



“The civic and public buildings and churches on the west edge of Church Street break up the potential for a contiguous retail walk path, and the retail ‘wants’ to be closer to MARTA, thus along the Main Street Corridor and the few streets that connect Main and Church Streets. The individual properties along Church Street and the uses within those properties can and will upgrade as a result of The Commons’ successful development, and this is the way Church Street will participate in the overall upgrade of downtown.”

- Cheri Morris,  
Retail Advisor



Low-scale retail is an appropriate solution for Church Street



Historic homes preserved and used for service-oriented retail complement the existing adjacent single-family neighborhood in this Focus Area





Potential mixed use buildings along Washington Avenue

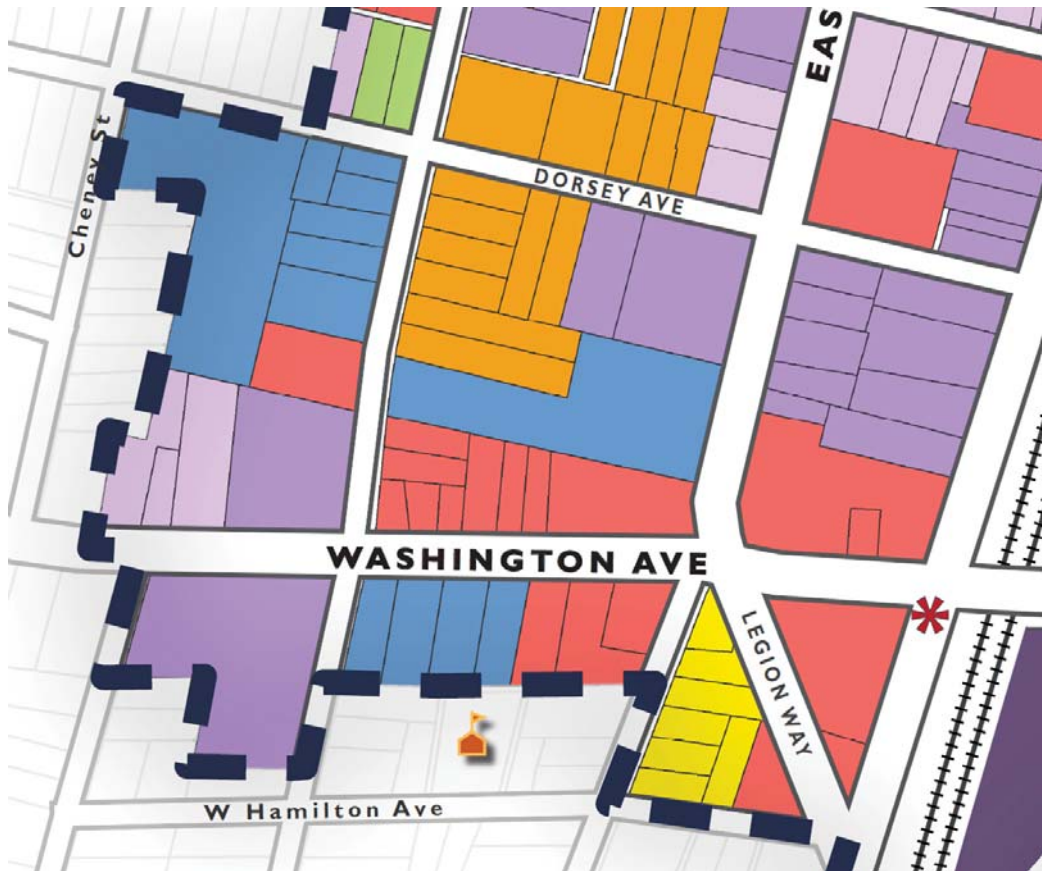


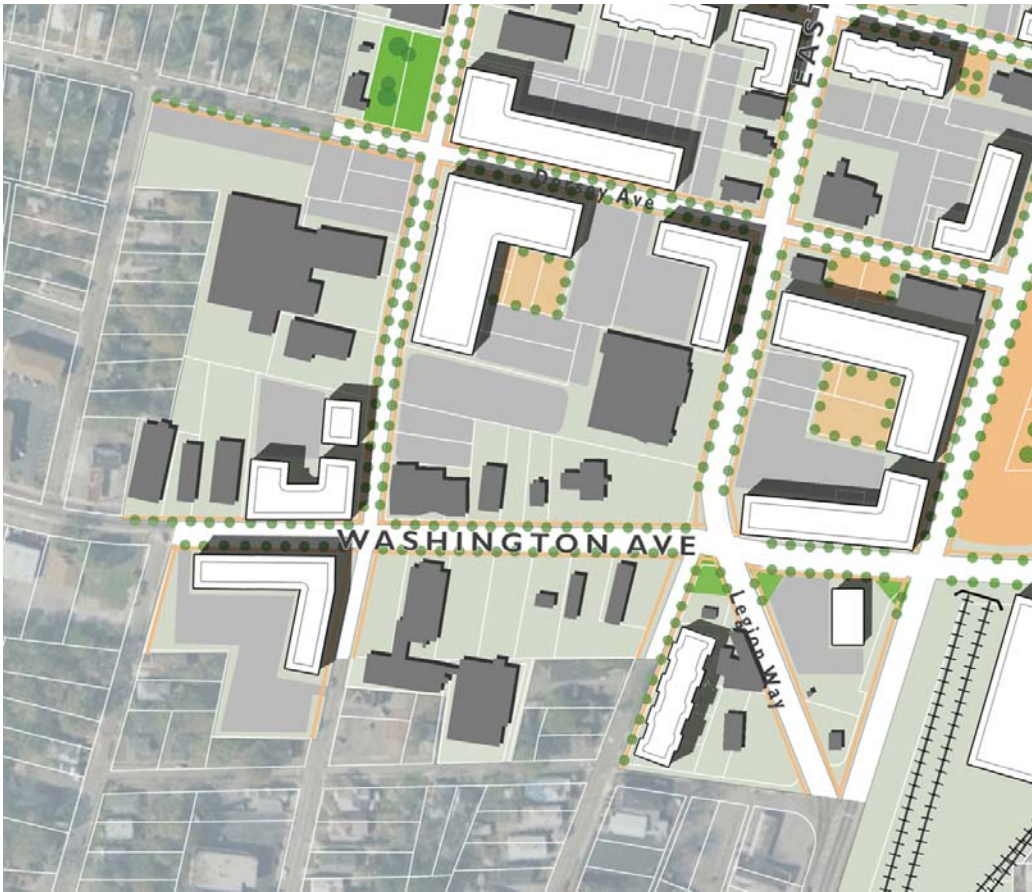
Retail concept along Washington Avenue

## Gateway South Focus Area

The Gateway South focus area serves as the entrance into downtown East Point from College Park. To welcome the arrival into downtown, streetscaping and monument entry signage at the corner of Washington and Main Street are important. Land uses in the Gateway South focus area primarily consist of retail, with existing institutional uses remaining and some mixed use west of Church Street. Washington Road becomes a storefront street, with improved retail and increased housing options located very close to MARTA.

A significant opportunity is represented in the vacant and underutilized properties on the edge of downtown along Washington Road. A new mixed-use infill development at Main Street and Washington forms an entry into East Point's downtown, providing an expansion of residential space, more retail/convenience services, and open space. Developing an infill mixed use project allows people to experience downtown living in East Point, while anchoring the downtown retail and creating a viable destination.









Structured parking with multi-family is proposed on the Commons property



Multi-family housing is recommended along Thompson / Dorsey Streets

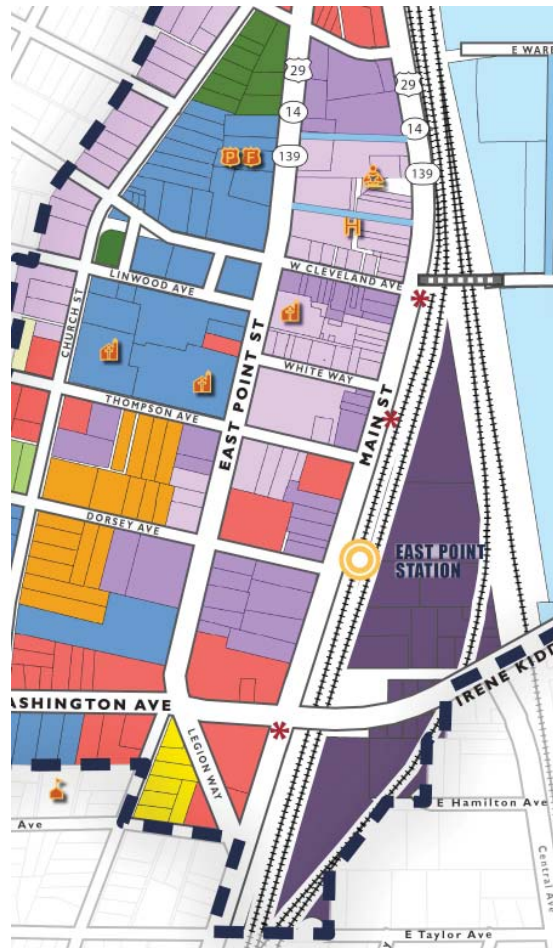


Low-rise mixed use development along White Way complements the existing scale and walkability

## Historic Character Downtown Focus Area

Downtown is and will continue to be the heart of East Point. The plan for this focus area includes a vibrant mix of uses, including dining, shopping, living, and civic. Importantly, downtown East Point becomes a safe and distinct area with a variety of formal and informal gathering spaces, and improved pedestrian and bicycle connectivity. Above all, enhancements to the urban form of Downtown East Point cultivate a sense of place and a true “heart” within this historic community.

The recommendations enhance the center of East Point with a “live, work, and play” environment, providing daily services, fostering economic growth, redeveloping vacant parcels, and creating a regional destination. In general, considerably more low-to mid-rise mixed use development is proposed for the area, integrating commercial and office/professional uses with medium- to high-density residential and a variety of open space opportunities, such as pocket parks and urban plazas. Mixed use development along Main Street, Cleveland Avenue, and White Way creates a traditional downtown feel, with storefronts opening on to sidewalks, a consistent and engaging façade, and a dynamic retail mix. This type of development offers flexibility and retail opportunities, as well as options for the properties in this area to be responsive to the market place in the future.



# RECOMMENDATIONS & DESIGN CONCEPTS

Higher density residential facilitates senior living and alternative mixed-income housing types in the area, both of which are currently lacking. Mid-rise multifamily is appropriate west of East Point Street along Thompson and Dorsey Avenues near the HJC Bowden Center, providing seniors more options to age in place. Great development potential exists within large parcels (currently used as surface parking lots), expanding East Point's ability to attract national developers seeking acreage within dense, urban areas.



MARTA station / hotel plaza concept illustrates the improvement in public space and streetscaping along Main St.



Plazas and gathering spaces proposed throughout the downtown offer social interaction and programming, such as art walks and markets



Amphitheater concept on park site as recommended north of the Government Complex expansion site



“An active campaign should be put in place to reach out to Atlanta’s development community and change developers’ perception of the opportunity East Point presents. The existence and success of Corner Tavern and Thumbs Up Diner should be played up in this campaign, as they are seen as desirable tenants for redevelopers.”

- Cheri Morris,  
Retail Advisor

Three key catalyst projects exist within this focus area and advance the livability of East Point:

1) An *expanded government complex* between East Point Street and Church Street from West Ware Avenue to Linwood Avenue. Existing community facilities, including the historic City Hall and firehouse and the law enforcement center, remain, and new government offices relocate to the site. The closing of Linwood Avenue provides space for a new parking deck to serve the government complex and public users as well. An amphitheater for small-scale performances and connected pockets of greenspace and plazas create a pedestrian-friendly atmosphere and present the opportunity to close off nearby streets, creating larger open space opportunities for the city’s Fourth of July fireworks and other special events.

2) The proposal for the *Commons Area redevelopment* (bordered by Main Street/East Point Street/Ware Avenue/W. Cleveland Avenue; a previous, on-going City initiative supported by this planning effort) creates an opportunity for retail and storefronts along the downtown corridors, mixed income housing, a grocer, and importantly, an urban plaza. This redevelopment supports the civic facilities nearby and the proposed adjacent uses, while also creating a community focal point. A network of pedestrian connections proposed throughout this area enhances walkability. Specific details about potential development of the Commons Area are discussed later in this section of the report.

3) As this plan seeks to advance the success of the MARTA station and the future role it plays on the viability of the downtown, *a hotel and convention center and structured parking deck are recommended on the MARTA property*. The city, with its proximity to the airport, is well positioned to attract the convention market. Convention visitors provide a steady customer base for downtown businesses. The hotel/convention center includes structured parking to be shared with MARTA and public users. Multi-family residences can be included in this mixed-use development as well. Capping the open-air sub-grade MARTA rail with a plaza (south of the station) creates a gathering place for workers and residents, an opportunity for street vendors, and a signature gateway into the city (see illustration, Figure 18).

Figure 18. Illustrative of proposed improvements at the East Point MARTA station and along Main Street



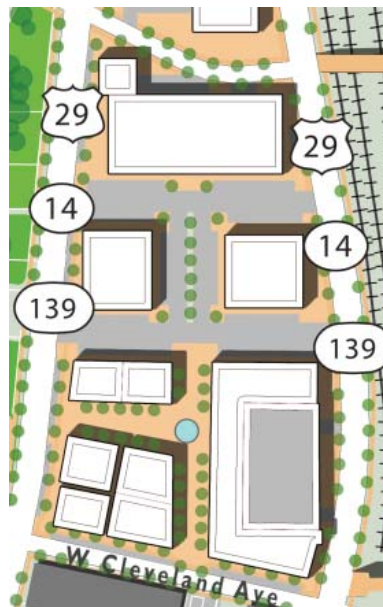


## Commons Area Concept Plans

The Commons Area redevelopment should be the first priority for the city to pursue and is the needed catalyst for rebranding downtown East Point and facilitating a healthy downtown community. It is critical that the property include retail, services, offices, and mixed-income housing to attract businesses and multi-generation residents and to improve the overall prosperity of the downtown. The concept renderings illustrate commercial, multi-family residential and civic uses in the area bounded by East Point Street, W. Forrest Avenue, Main Street, and W. Cleveland Avenue. Anchor tenants are located at the northern end of the site, while local retail shops and restaurants are located along W. Cleveland Avenue, with office and residential uses above.

The concept plans illustrate the adaptive reuse of the former drug store into a potential restaurant site at East Point Street and W. Cleveland Avenue. The Grady Health building services are recommended to remain, yet relocated on the site. The library, too, is relocated elsewhere on site (stand-alone facility). Both of these uses are exemplary civic partners for Commons Area redevelopment and are important to the success of the site. **Two alternative concepts illustrate the redevelopment of the Commons Area. Key components of both concepts include a grocery store, which was identified as a major need of the community by the residents, and a gathering space.** The city should lead the effort in creating and maintaining a significant plaza/gathering space located within the Commons. This space is the civic “heart” of the city. A parking deck is integrated into the Commons property with retail shops, office, and multi-family residential uses (lining the perimeter of the structure), thus ensuring the streetscapes are active and attractive.

Option A shows a large pedestrian plaza space surrounded by mixed-use development (retail with office and residential above), anchor retail, and office. Option B shows a smaller pedestrian plaza with mixed-use development (retail with office and residential above), anchor retail, and a multi-family building incorporated into the redevelopment of the site.



Enlargement of the Commons Area

## Option A: Commons Pedestrian Plaza Concept

The Commons Pedestrian Plaza Concept Plan achieves transit-supportive land use patterns with a central plaza space that is pedestrian accessible only, and serves as a focal feature. Buildings in this concept are between one and three stories in height, and the plaza allows outdoor dining, public art and other features for a highly dynamic retail experience.

This plan option adds 60,000sf of small retail shops/restaurants; 14,000sf of anchor retail space (e.g., a national drug store and bank); a 40,000sf grocery store; 26,000sf of office space above retail; and a relocated city library of 24,000sf. The Grady Healthcare building is incorporated into the new mixed-use building on the southeastern portion of the site.

In addition, the Concept Plan adds a multi-family building with 170 apartment units above retail space (in the southeastern portion of the site). A large pedestrian plaza bisects the lower portion of the site, opening onto East Point Street and W. Cleveland Avenue. This plaza is oriented to facilitate pedestrian activity between the Commons Area and the adjacent government complex. Further, it provides ample space for larger community gatherings/events. A three-level parking deck supports approximately 210 parking spaces for the mixed use village. On-street parking along the east side of East Point Street and both sides of W. Cleveland Avenue provides ample space for retail and restaurant needs.

“The City should build, own, and maintain a major civic gathering space at The Commons... it will be the civic heart of the City.”  
- Cheri Morris,  
Retail Advisor

Figure 19. Illustrative of the Commons Pedestrian Plan





Figure 20. Illustrative of the Commons Pedestrian Plaza integrated with the expansion of the government complex





## Option B: Commons Central Street Concept

The Commons Central Street Concept Plan achieves a walkable retail atmosphere with new streets formed in the interior of blocks and a central plaza opening onto East Point Street. Buildings are between one and four stories in height. The new streets offer future retail an active public realm with convenient on-street parking. The smaller blocks facilitate a shoppers' experience, and surface parking lots are compact and interior to the site.

This plan option adds 52,000sf of small retail shops/restaurants; 28,000sf of anchor retail space (e.g., national drug store, clothing store, and bank); a 40,000sf grocery store; 26,000sf of office space above retail; and a relocated city library of 24,000sf. The Grady Healthcare building is incorporated into the new mixed-use building on the southeastern portion of the site, similar to Option A. In addition, the Concept Plan proposes 105 apartment units above retail space. A four-level parking deck supports approximately 280 parking spaces.

Figure 21. Illustrative of the Commons Central Street Concept





## Policies and Recommended Projects

The following section summarizes the policies and recommended projects identified within The TOD Plan. The policies serve as general guidelines and provide direction in implementing the overall vision of the plan. Recommended projects are outlined for land use, housing, transportation, economic development, urban design, community facilities, environment and open space, and infrastructure. These projects are specific tasks necessary to meet the project goals and achieve the vision for the corridor. The Action Plan (located in Section 5: Implementation), provides details for each recommended project including estimated costs, completion dates, responsible parties and funding sources.

### Land Use/Housing

The TOD Plan integrates land use and housing policy to promote and support a vibrant mixed-use, mixed-income community where residents, employees, and visitors walk, bicycle, or take transit to reach their destinations. The plan recommends three key catalyst projects (the Commons Area, the MARTA property, and the expansion of the government complex), which provide significant impact on the future viability of downtown East Point.

#### Land Use Policies

- Utilize land served by MARTA rail transit parking lot for higher density, mixed-use development.
- Preserve existing single-family neighborhoods, such as Frog Hollow and Colonial Hills, and protect them from inappropriately scaled commercial and multi-family encroachment.
- Encourage a wide variety of housing types within the study area, including senior housing and workforce living options.
- 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 .
- 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.
- 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.
- 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.
- 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, especially young professionals and seniors.

## Land Use Projects

- **O-1: Develop a catalyst project in the Commons Area to create inertia for overall redevelopment and economic growth.** The City should select a project manager for parcel acquisition and securing interested developers/tenants. This project will require financial incentives to attract a valid developer and retailers. Utilize the Commons property concept plans (illustrated in Option A and B, as discussed previously in this section) to determine appropriate elements (retail, housing, etc.) and to ensure the incorporation of key principles: public gathering space, walkable, small block, pedestrian-oriented, convenient parking, and vibrant streetscapes.
- **O-2: Develop a private-public partnership with MARTA to redevelop the property at the East Point station currently used for surface parking.** Redevelopment is envisioned for a hotel, conference center, retail, structured parking, and office building (southern parcel). Pedestrian connections between MARTA parking, MARTA station platform and Main Street should be improved and the public realm along the east side of Main Street enhanced.
- **O-3: Update Government Center expansion master plans to incorporate TOD plan recommendations.**
- **O-4: Amend the City of East Point Land Use Plan per LCI plan recommendations to encourage appropriate development within the TOD study area.** This clarifies the community vision and ensures that the planning concepts are grounded in the city's regulatory framework.
- **O-5 and O-6: Amend the CR and Downtown Architectural Overlay District to reflect LCI plan recommendations.** This district could apply to redevelopment parcels to ensure an appropriate mix of uses, appropriate siting of buildings, and good design.
  - The new ordinance should include architectural design standards from the existing ordinance, as well as development regulations from MARTA's Model TOD Overlay District. The result would be a new mixed-use, form-based zoning district for the CR District that includes specific recommendations related to TOD development.
  - Develop an affordable housing incentive requirement within the CR District, when appropriate.
  - MARTA's Model TOD Overlay District includes recommendations for density, uses, density bonus provisions, public realm design, and parking. All of these topics should be addressed to create the downtown atmosphere desired, and the model ordinance recommendations are specifically suited to Town Center TODs.
  - More predictability and transparency for developers during the site review process is encouraged. A precise schedule and standards for approval should be included in the new code.
  - The requirement for a ten-foot landscape strip along all public streets should be removed. To foster an engaging pedestrian environment, storefronts should sit directly against the streetscape zone, with a zero foot setback requirement. Trees and hardscape should be provided in the streetscape zone as it is constructed or as new buildings along the streetscape zone are built.
  - Parking should only be permitted behind buildings or interior to the block, with access via alleys, where possible. At a minimum, projects should strive to place parking on side streets and not directly fronting major/primary streets. Shared parking ordinances and reduced/eliminated minimum parking requirements

should be considered. Structured parking is highly desired but must be “wrapped” with a liner building with an active storefront use or appear to be an active storefront with complimentary architectural features.

- Require adequate, aesthetically pleasing lighting, appropriate for the area, such as façade lighting or pedestrian-scale streetlights.
- Buildings should face a major street where possible. When buildings are located on a corner between a major street and a minor arterial, they should face the major street or enter at the corner which addresses both streets.
- Add requirements that address appropriate signage for the area.
- Refine the provision that buildings should have “main street characteristics” to address building size, setback, orientation, scale, height, architectural style, building materials, and color. Allow architectural styles that more appropriately reflect the character of the area.
- Identify “storefront streets” within the district and institute an ordinance that requires the first floor to be occupied by a retail use/appropriate fenestration.
- Implement developer incentives for those that include green building and site design standards.
- Mixed use development is desired in the Downtown Architectural Overlay District. Consider adding incentives for developers who incorporate residential units and developments that help maintain a mixed-income housing community.
- Update the CR district code to allow two or more uses for mixed-use development (instead of three).
- Eliminate minimum parking requirements for off street parking for all uses and set appropriate parking maximums. Also the City should create shared parking requirements in the zoning code.
- Uses should be restricted to those that promote a stable, attractive, dynamic, “live/work/play” community. Please refer to MARTA’s Guidelines for Transit-Oriented Development for a list of land uses that are best suited to Town Center TODs.

## Transportation

The integration of land use planning, transportation planning and urban design is important in developing a unified approach to transit oriented development that spurs successful redevelopment in the study area. The Transportation Plan portion of the LCI identifies both short-term improvements and the long-term vision for how various transportation facilities can enhance mobility within and through the core of the City (Figure 22). As with the entire planning effort, the elements of the transportation solution stem from public participation through core team and public meetings, a design charrette, as well as research, field observation, and technical judgment.

The adopted plan serves as a guide for the City of East Point and property owners/developers as to the location and type of transportation improvements. The study contains an Action Plan identifying 5-year and long-term implementation strategies. Estimated cost, potential funding sources, and timeframe are specified for each transportation project. The plan has short-term components that can be implemented quickly, but also incorporates long-term tasks for future implementation. Full realization of the plan recommendations may take several years, and depend on the availability of local, state, private, or federal funding.



The recommended transportation projects are identified in the Action Plan primarily as stand-alone projects to provide flexibility with implementation. This allows the City to implement projects based upon availability of funding and other factors. It should be noted that the LCI Implementation Grants provided by ARC provide 80% of a project's cost with a 20% match. The maximum funding obtained from one grant is \$4 million, with a local match of \$1 million. When applying for an LCI Implementation Grant, multiple projects should be combined to create a project with an overall cost that effectively utilizes the potential grant amount. This means the total project cost should be in the \$500,000 to \$5 million range. Lower cost projects (with a total cost of less than \$500,000) are unlikely to receive funding. Since cities and counties throughout Metro Atlanta compete for limited LCI implementation funding, a community is unlikely to receive a funding grant at every submittal. Therefore, it is in the City's best interest to maximize the grant at the initial request.

The TOD Plan's 5-Year Action Plan of transportation projects will create a cohesive transportation system throughout the City. Details concerning each project are presented by focus area. Those projects located across multiple focus areas are described accordingly.

#### Projects located within the TOD study area:

The primary projects located throughout the study area include the following:

- **T-3, Wayfinding Signage**

Wayfinding signage will:

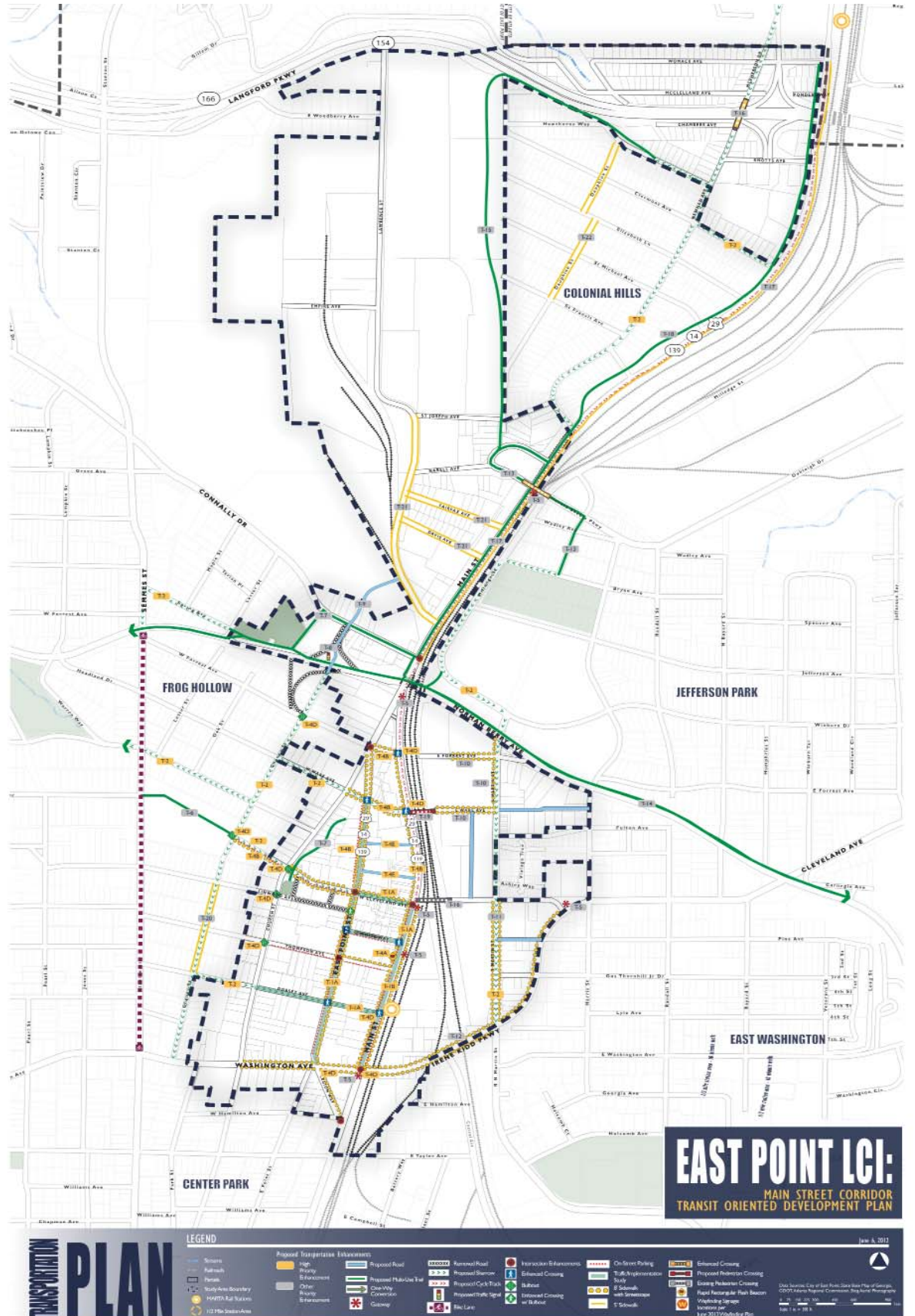
- Direct visitors to their destination within the Main Street Corridor area
- Identify points of interest, including
  - Restaurants and shops
  - Public parking
  - City Hall/Government offices
  - MARTA stations
  - Public plazas
  - Other amenities/facilities
- Brand the City and communicate a strong "theme"
- Provide a more aesthetically pleasing character and public realm within East Point

- **T-5, Gateway Signage**

Gateway signage is used to visually define entrances to the city and communicate an official "arrival" into East Point. Proposed gateway signage locations include:

- Main Street and Nabell Avenue/ramp to Harold Sheats Parkway
- Main Street and Norman Berry Avenue
- Main Street and W Cleveland Avenue
- Inside the East Point MARTA Station/street level of the MARTA Station
- Main Street and Washington Road
- Irene Kidd Parkway and E Cleveland Avenue

Figure 22. Transportation Plan



## Historic Downtown, Neighborhood Live/Work, Gateway South

As previously discussed, the City of East Point's Downtown One-Way Pair Traffic Study (2004) identified potential improvements to the design of the one-way pair. The preferred alternative that resulted from this study and a meeting with GDOT includes the following:

1. Retaining the one-way pair of Main Street and East Point Street
2. Reducing traffic carrying capacity to two through lanes in each direction (with assumed turning lanes at intersections wherever possible)
3. Allowing on-street parking on only one side of the road on both Main Street and East Point Street
4. Bulbing out at intersections to give pedestrian traffic greater safety and comfort
5. Installing intersection surface treatments to enhance visibility, calm traffic, and give pedestrian traffic greater comfort

Specific design changes to the one-way pair will need approval by GDOT. However, the results of this study and meeting with GDOT show the potential changes that GDOT may consider. The recommended projects in the downtown area general follow the concepts that came out of this study, but provide additional design details for the downtown area.

The roadway network in and adjacent to downtown East Point is a grid. This provides good overall connectivity in the area. However, the one-way pair of Main Street/US 29 and East Point Street/US 29 facilitate high-speed through traffic. This reduces the accessibility and safety of makes the downtown street network to bikes and pedestrians. To improve the walkability and safety of the downtown, the transportation recommendations will:

- Improve the sidewalk and streetscape infrastructure;
- Add new bicycle facilities;
- Reduce the number of through lanes on Main Street/US 29 to two lanes;
- Remove the dedicated turn lanes on East Point Street/US 29;
- Add additional on-street parking spaces to support existing businesses as well as potential redevelopment in the area;
- Add traffic calming in appropriate locations to slow the movement of traffic.

The City of East Point has previously been awarded a TE grant from GDOT for pedestrian improvements along Main Street/US 29. Additionally, the City was awarded a LCI implementation grant from ARC (based on the original LCI conducted for the City in 2005). The LCI implementation grant includes multiple blocks in the downtown area. It is currently in the scoping phase to determine the exact details of the project. The TE Grant and the LCI implementation grant share boundaries on Main Street at the intersection with White Way. These two projects will coordinate their design solutions to ensure that a consistent typical section is constructed appropriately.



The proposed elements of the LCI implementation project, as well as additional transportation projects in the Historic Downtown, Neighborhood Live/Work, and Gateway South character areas include:

▪ **T-1A: Atlanta Regional Commission LCI Implementation Grant (previously awarded/funded):**



Example of back-in angled parking  
(Source: City of Vancouver, WA)

- Main Street
  - Wide sidewalk with streetscape on both sides of the roadway from W. Cleveland Avenue to White Way; 5-ft cycle track (one-way north) with 2-ft concrete median, and back-in angled parking with rubber wheel stops on the west side of the roadway; see typical section for proposed dimensions and options. (Feasibility of integrating this into the currently-underway TE project on Main Street is being discussed.)
- East Point Street from Ware Avenue to W. Cleveland Avenue
  - Wide sidewalk with streetscape on both sides; a 4-ft bicycle lane on the west side of the roadway; and back-in angled parking with rubber wheel stops. See the typical section for proposed dimensions.
  - Remove the dedicated turn lanes. Provide a bulbout at the intersection of East Point Street and W. Cleveland Avenue to facilitate larger turning radii.
- East Point Street from W. Cleveland Avenue to Washington Road
  - Wide sidewalk with streetscape on both sides, a 4-ft bicycle lane on the west side of the roadway, and parallel parking. See the typical section for exact dimensions.
  - Remove the dedicated turn lanes. Roadway will narrow at locations where existing buildings prevent the entire typical section from being constructed.
- Intersection enhancements including decorative mast arms, internally illuminated street name signs, enhanced crossings, and bulbouts:
  - Main Street at W Cleveland Avenue
  - East Point Street/Church Street at W Forrest Avenue
  - East Point Street at W Cleveland Avenue
  - East Point Street at Washington Road
- Enhanced crossings:
  - East Point Street at Ware Avenue
  - East Point Street at White Way
  - East Point Street at Dorsey Avenue
  - Main Street at White Way
- Enhanced crossing with bulbouts at East Point Street and Linwood Avenue
- W. Cleveland Avenue - wide sidewalk with streetscape and parallel parking on both sides of the roadway from Main Street to Church Street; see the typical section for proposed dimensions
- Recommend “No Idling” signage along East Point Street, Main Street and White Way where back-in angled parking is proposed and street level outdoor dining occurs.

A rectangular rapid flash beacon (RRFB) is recommended on Main Street/US 29 just south of the unsignalized intersection with White Way. There is currently a striped crosswalk on the south leg of this intersection. An entrance to the East Point MARTA station is located on the east side of Main Street/US 29, just south of White Way. This station entrance generates significant pedestrian activity, including significant pedestrian crossings, creating conflicts between vehicular traffic and pedestrians.

Rectangular rapid flash beacons can enhance safety by reducing crashes between vehicles and pedestrians at unsignalized intersections and mid-block pedestrian crossings by increasing driver awareness of potential pedestrian conflicts.

Per the Federal Highway Administration, RRFBs are a lower cost alternative to traffic signals and hybrid signals that are shown to increase driver yielding behavior at crosswalks significantly when supplementing standard pedestrian crossing warning signs and markings. RRFBs are user-actuated amber LEDs that supplement warning signs at unsignalized intersections or mid-block crosswalks. They can be activated by pedestrians manually by a push button (or passively by a pedestrian detection system). RRFBs at pedestrian crosswalks are more effective at increasing driver yielding rates to pedestrians than traditional overhead beacons. Further, the addition of RRFB increases the safety effectiveness of other treatments, such as the use of advance yield markings with YIELD (or STOP) HERE FOR PEDESTRIANS signs.



Activated, solar-powered RRFB at an unsignalized intersection flash using an irregular flash pattern (Source: FHWA)

- **T-1B: Georgia Department of Transportation TE Grant (previously awarded/funded):**
  - The project is located along Main Street from Vesta Avenue (south of the study area) to W. Cleveland Avenue.
  - The details of the project are being finalized; provides bicycle, pedestrian, and parking improvements.
  - Coordination of this grant and the LCI implementation grant is ongoing by the city to ensure a consistent design along Main Street.
  
- **T-4A: Sidewalks/Streetscapes:**
  - Main Street – 12-ft sidewalk with streetscape and buffer, west side, from W. Forrest Avenue to W. Cleveland Avenue; 5-ft sidewalk on the east side of the roadway from W. Cleveland Avenue to Connally Drive; See the typical section for the proposed dimensions and options for bike facilities.
  - W. Forrest Avenue – 12-ft sidewalk with streetscape, both sides, from Main Street to Church Street
  - W. Ware Avenue – 12-ft sidewalk with streetscape, both sides, from Main Street to Church Street
  - W. Cleveland Avenue – 12-ft sidewalk with streetscape, south side, from Church Street to Cheney Street
  - East Point Street – 10-ft sidewalk with streetscape on west side and 4-ft bike lane from W. Forrest Avenue to W. Cleveland Avenue, and 16-ft wide sidewalk and parking (with streetscape) on east side from W. Forrest Avenue to W. Cleveland Avenue.

- **T-4B: Increase Streetscape at White Way (OPTIONAL):**
  - Reconfigure White Way as a one-way westbound street; add back-in angled parking on the south side of roadway; provide 12-ft sidewalk on north and 6-ft sidewalk on south.
  - This provides much needed streetscaping for the trail shops located on the north, especially street level outdoor dining, and improved pedestrian safety.
  
- **T-4C: Intersection Enhancements:**
  - Intersection enhancements including decorative mast arms, internally illuminated street name signs, enhanced crossings, and bulbouts:
    - Main Street at Washington Road
    - Main Street at Legion Way
  - Enhanced crosswalks:
    - Main Street at W Forrest Avenue
    - Main Street at W Ware Avenue
    - Main Street at Dorsey Avenue
  - Enhanced crosswalk with planted bulbouts at Thompson Avenue and Main Street
  - Bulbouts at
    - W Cleveland Avenue and Church Street
    - Cheney Street and W Forrest Avenue
    - Cheney Street and W Cleveland Avenue
    - Church Street and Linwood Street
    - Church Street and Thompson Street

Intersection enhancements are recommended at a number of intersections and include:

- Decorative mast arms;
- Internally illuminated street name signs;
- Enhanced crossings;
- Bulbouts.

Decorative mast arms are an urban design feature that removes the visual clutter of the typical traffic signal span wire used at many signalized intersections. These are more common in downtown areas and will distinguish downtown East Point from surrounding communities.

Internally illuminated street name signs, which can be implemented along with the decorative mast arms, provide:

- Street name signs with internal lighting;
- Improve visibility at night and during inclement weather;
- Distinguish the city from the surrounding area;
- Can include the City’s logo for identification.



Decorative mast arm with internally illuminated street name sign



Enhanced crossings are crosswalks indicated with a decorative appearance across a roadway. These are intended to distinguish the crosswalk on the roadway better than standard white and striping. These will also distinguish downtown East Point. Brick crosswalks can be used on local roadways. However, brick crosswalks typically are not approved for use on state roads, such as Main Street/US 29 and East Point Street/US 29. Other options on state routes include stamped asphalt or thermoplastic-based surfacing materials, both of which can be designed in a variety of patterns such as brick or cobblestone.

Bulbouts are a type of traffic calming that can be constructed on individual legs of an intersection. They are primarily useful on roadways that have on-street parking. On-street parking is typically prohibited near intersections due to the need for adequate sight distance, which can be blocked by parked vehicles. Therefore, bulbouts generally do not reduce the number of parking spaces on a roadway. Bulbouts narrow the width of a roadway at an intersection by extending the curb line across the parking lane. This shortens the distance that pedestrians have to cross on that leg of the intersection. Bulbouts also force turning traffic to slow due to the tighter turning radius created by the narrower intersection, and provide additional planting space to improve the overall aesthetic of the streetscape.

The proposed typical sections for each of these roadways are shown in Figure 23. A number of potential designs were analyzed for Main Street/US 29, East Point Street/US 29, and other roadways in the downtown area.

- **T-4D: Construct New Street on Commons Area Property:** The new two way street-with parallel parking- connects East Point Street and Main Street in the Commons Area property, to facilitate redevelopment of the property, to shorten the block and improve circulation for pedestrians and motorists.
- **T-6: Construct a Multi-Use Trail on Old School Property in Frog Hollow:** The City should work to ensure the creation of a public, multi-use path within any future development project on the currently undeveloped parcel at the 2700 block of Cheney Street in Frog Hollow, the former school property. This path will connect Cheney Street and W. Cleveland Avenue to Semmes Street at Montrose Drive.
- **T-20: Sidewalk Gaps Phase 1 (outside of study area):** Fill in gaps in the existing sidewalk network on Cheney Street from Linwood Avenue to Dorsey Avenue. This project will provide additional pedestrian connectivity in the residential neighborhoods that are adjacent to the historic downtown.

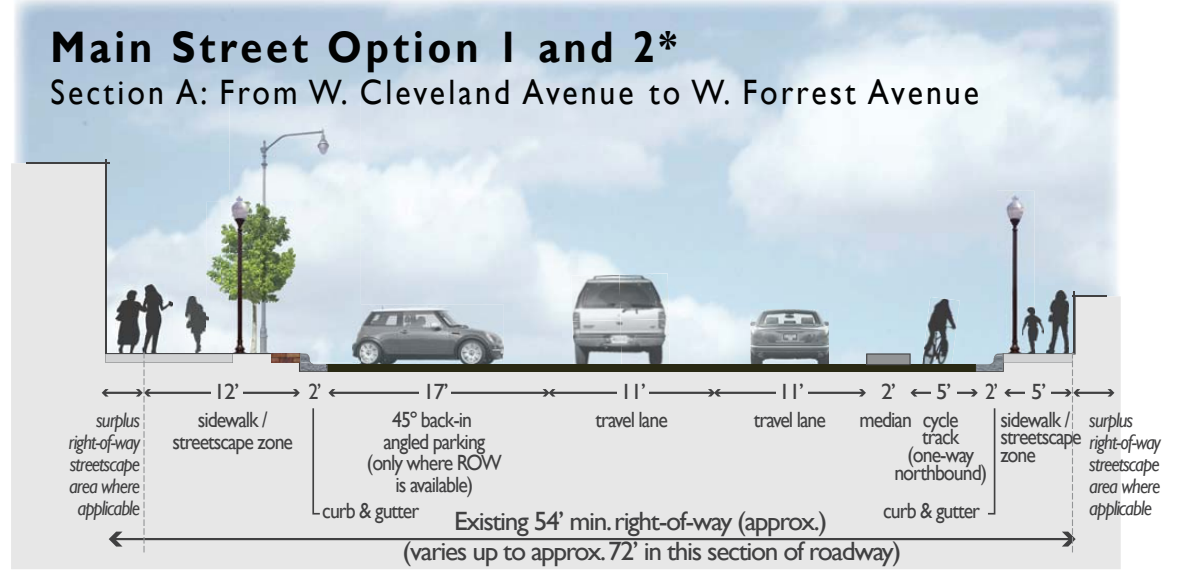


Brick crosswalk on local street



Bulbout at intersection with parallel parking lane and standard crosswalk

Figure 23. Proposed Typical Sections Sections shown to illustrate design intent solely. Not for construction.



45° back-in angled parking is shown. If 30° angled parking is desired, parking width can be reduced to 15' (plus 1.5' of curb and gutter). Angled parking is not possible until 62' right-of-way is available.

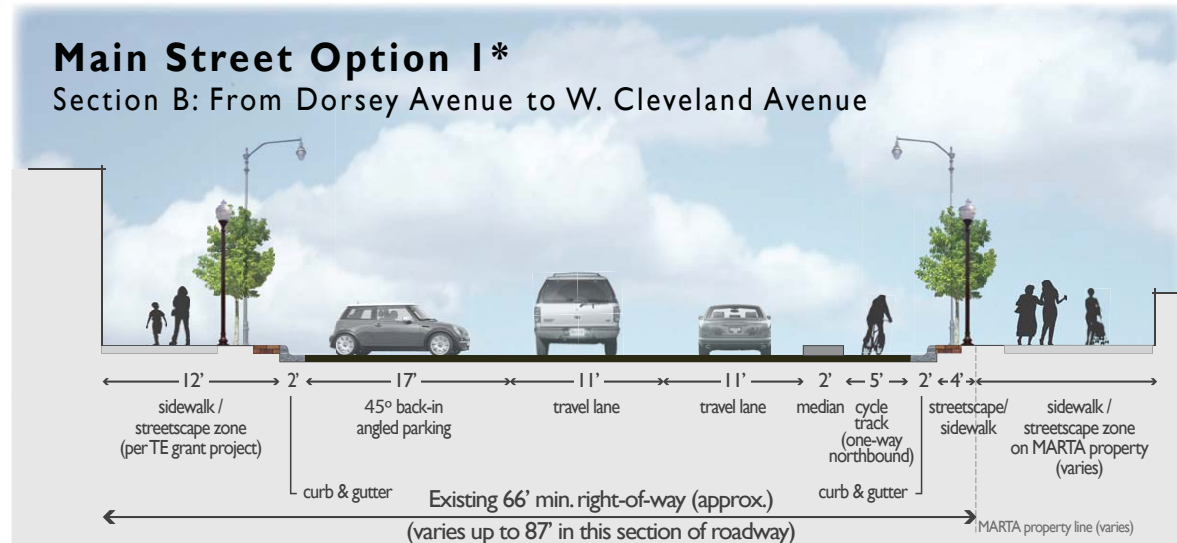
Recommend installing rubber wheel stops with angled parking.

Recommend "No Idling" signage along right-of-way with street-level outdoor dining.

Right-of-way varies from 54' to 72' (approx.) in this section (right-of-way acquisition proposed on west side of Main St).

*The proposed typical section will be adjusted as needed during the design phase due to right-of-way limits, right-of-way acquisition (on the west side at the Commons property), or other constraints. All designs on state routes must meet GDOT approval.*

\* **Please note:** Proposed improvements on Main Street within the study area are being discussed by planning/funding partners, including ARC, GDOT, MARTA, and the City of East Point to ensure compatibility and integration with recently awarded TE project.



Right-of-way features are proposed within existing limits (in minimum area from sidewalk on the west side to the fence along the sidewalk on the east).

45° back-in angled parking is shown. If 30° angled parking is desired, parking width can be reduced to 15' (plus 1.5' of curb and gutter).

Recommend installing rubber wheel stops with angled parking.

Recommend "No Idling" signage along right-of-way with street-level outdoor dining.

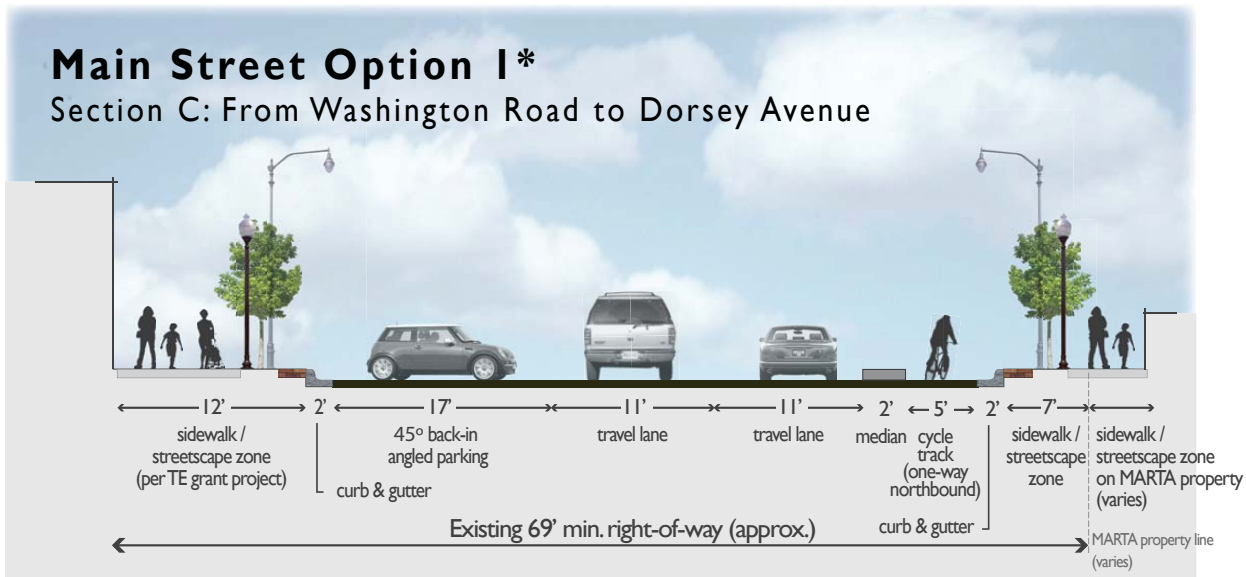
Concrete median break proposed at midblock crossing at White Way to provide pedestrian access to MARTA station.

*The proposed typical section will be adjusted as needed during the design phase due to right-of-way limits or other constraints. All designs on state routes must meet GDOT approval.*

\* **Please note:** Proposed improvements on Main Street within the study area are being discussed by planning/funding partners, including ARC, GDOT, MARTA, and the City of East Point to ensure compatibility and integration with recently awarded TE project.

## Main Street Option I\*

Section C: From Washington Road to Dorsey Avenue



45° back-in angled parking is shown. If 30° angled parking is desired, parking width can be reduced to 15' (plus 1.5' of curb and gutter).

Recommend installing rubber wheel stops with angled parking.

Recommend "No Idling" signage along right-of-way with street-level outdoor dining.

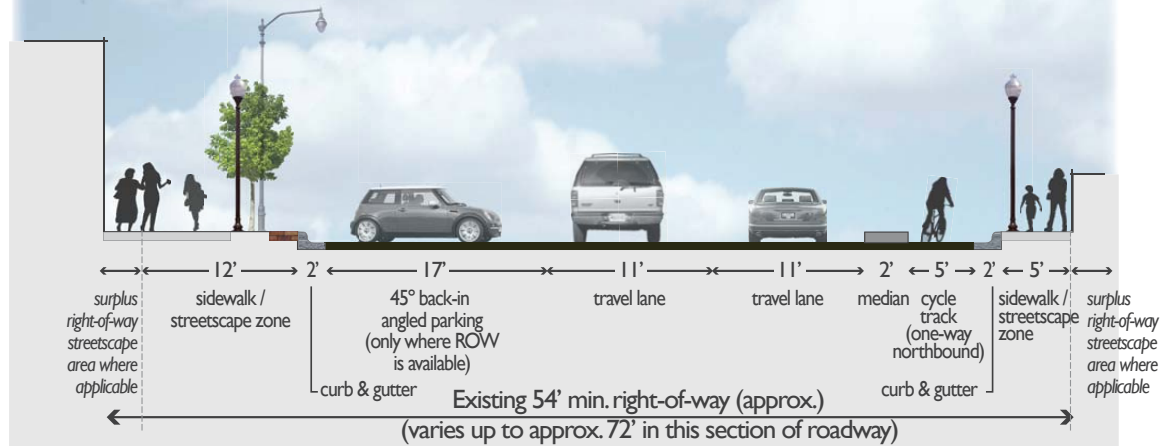
*The proposed typical section will be adjusted as needed during the design phase due to right-of-way limits or other constraints. All designs on state routes must meet GDOT approval.*

\* **Please note:** Proposed improvements on Main Street within the study area are being discussed by planning/funding partners, including ARC, GDOT, MARTA, and the City of East Point to ensure compatibility and integration with recently awarded TE project.



## Main Street Option 1 and 2\*

### Section A: From W. Cleveland Avenue to W. Forrest Avenue



45° back-in angled parking is shown. If 30° angled parking is desired, parking width can be reduced to 15' (plus 1.5' of curb and gutter). Angled parking is not possible until 62' right-of-way is available.

Recommend installing rubber wheel stops with angled parking.

Recommend "No Idling" signage along right-of-way with street-level outdoor dining.

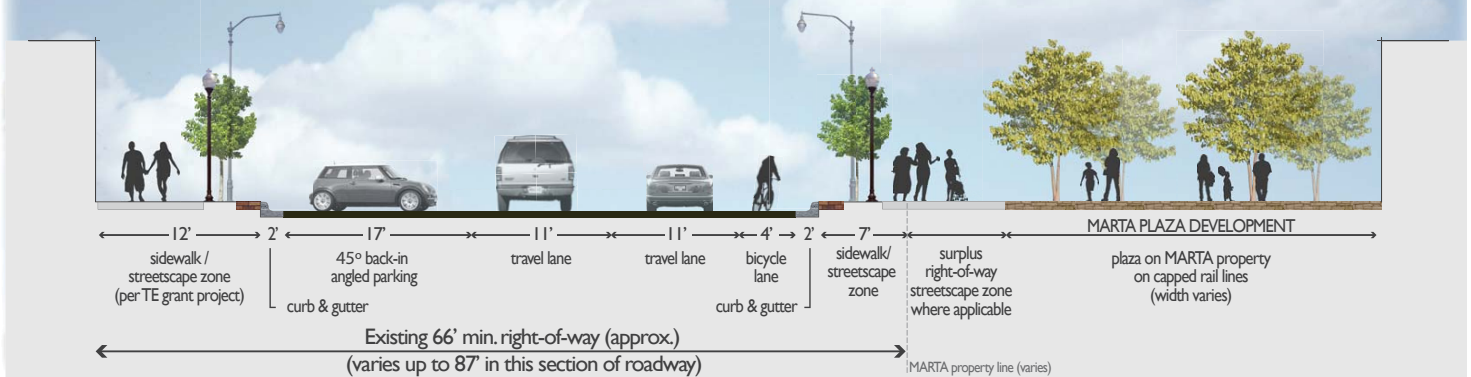
Right-of-way varies from 54' to 72' (approx.) in this section (right-of-way acquisition proposed on west side of Main St).

*The proposed typical section will be adjusted as needed during the design phase due to right-of-way limits, right-of-way acquisition (on the west side at the Commons property), or other constraints. All designs on state routes must meet GDOT approval.*

\* **Please note:** Proposed improvements on Main Street within the study area are being discussed by planning/funding partners, including ARC, GDOT, MARTA, and the City of East Point to ensure compatibility and integration with recently awarded TE project.

## Main Street Option 2\*

### Section B: From Dorsey Avenue to W. Cleveland Avenue



Requires capping the MARTA rail line to extend a streetscape area east of the existing sidewalk on MARTA property.

45° back-in angled parking is shown. If 30° angled parking is desired, parking width can be reduced to 15' (plus 1.5' of curb and gutter).

Recommend installing rubber wheel stops with angled parking.

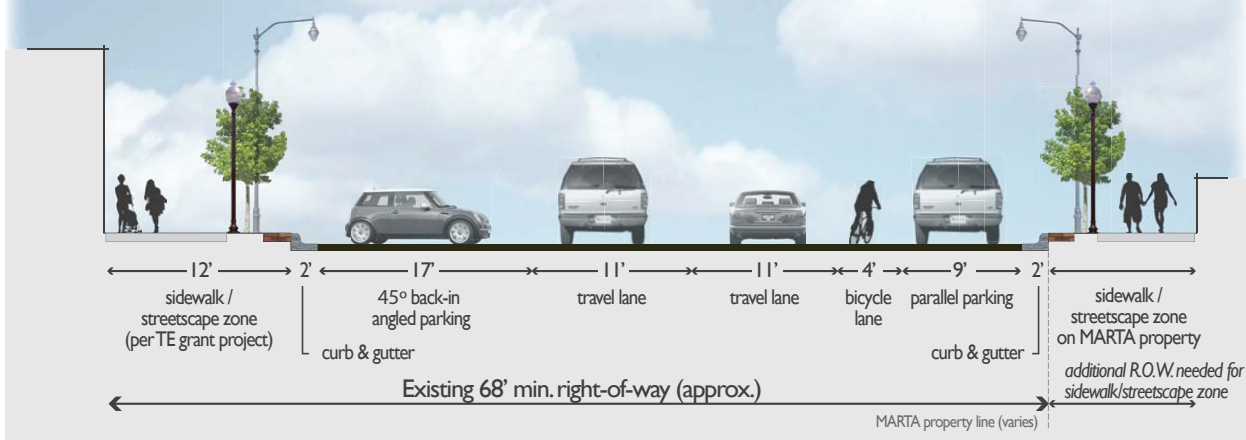
Recommend "No Idling" signage along right-of-way with street-level outdoor dining.

*The proposed typical section will be adjusted as needed during the design phase due to right-of-way limits or other constraints. All designs on state routes must meet GDOT approval.*

\* **Please note:** Proposed improvements on Main Street within the study area are being discussed by planning/funding partners, including ARC, GDOT, MARTA, and the City of East Point to ensure compatibility and integration with recently awarded TE project.

## Main Street Option 2\*

Section C: From Washington Road to Dorsey Avenue



45° back-in angled parking is shown. If 30° angled parking is desired, parking width can be reduced to 15' (plus 1.5' of curb and gutter).

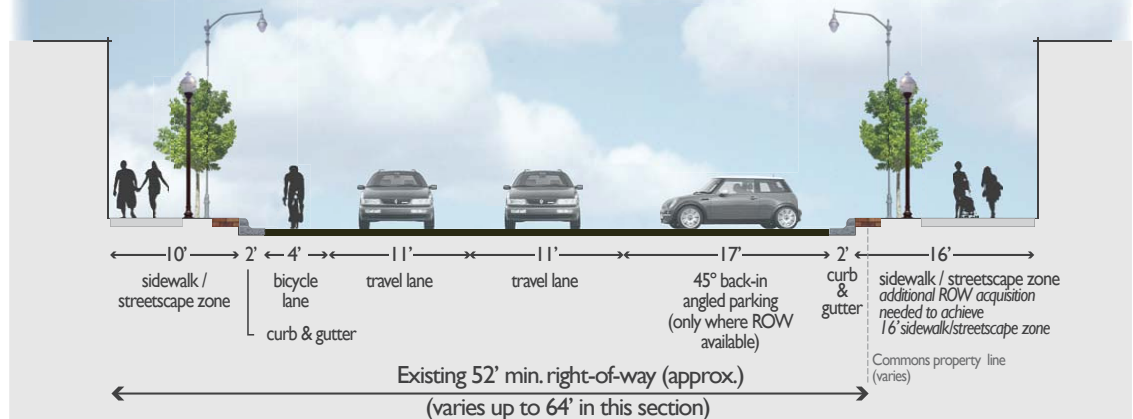
Recommend installing rubber wheel stops with angled parking.

Recommend "No Idling" signage along right-of-way with street-level outdoor dining.

*The proposed typical section will be adjusted as needed during the design phase due to right-of-way limits or other constraints. All designs on state routes must meet GDOT approval.*

\* **Please note:** Proposed improvements on Main Street within the study area are being discussed by planning/funding partners, including ARC, GDOT, MARTA, and the City of East Point to ensure compatibility and integration with recently awarded TE project.

## East Point Street Section A From W. Forrest Avenue to W. Cleveland Avenue



Recommend "No Idling" signage along right-of-way with street-level outdoor dining.

Right-of-way varies from 52' to 64' in this section (right of way acquisition is proposed on east side of East Point St.).

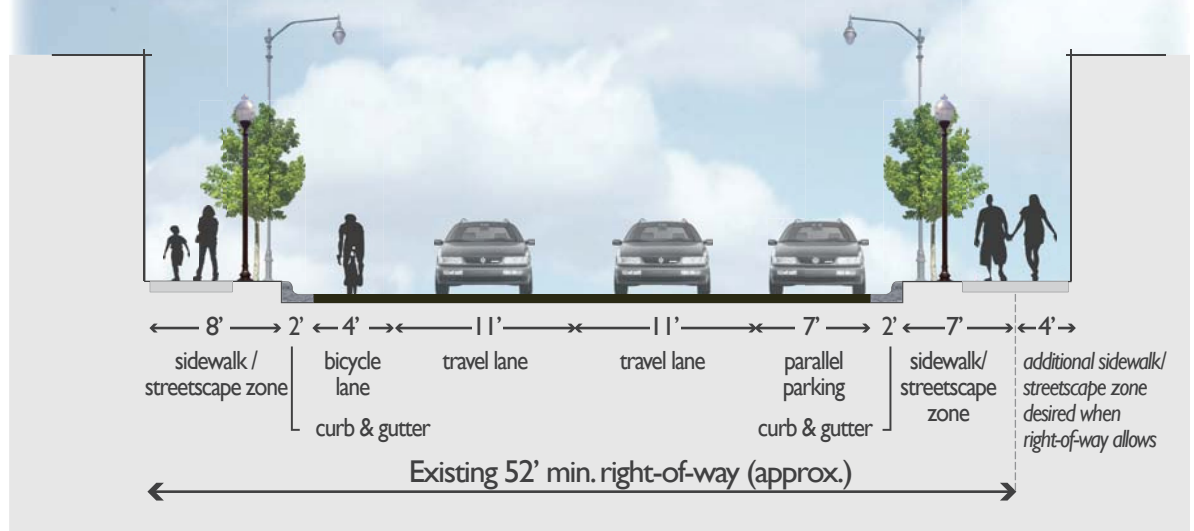
45° back-in angled parking is shown. If 30° angled parking is desired, parking width can be reduced to 15' (plus 1.5' of curb and gutter).

Rubber wheel stops with angled parking.

At the intersection of East Point Street and W. Cleveland Avenue, recommend a bulbout on the east side of the roadway to accommodate vehicles requiring larger turning radii.

*The proposed typical section will be adjusted as needed during the design phase due to right-of-way limits or other constraints. All designs on state routes must meet GDOT approval.*

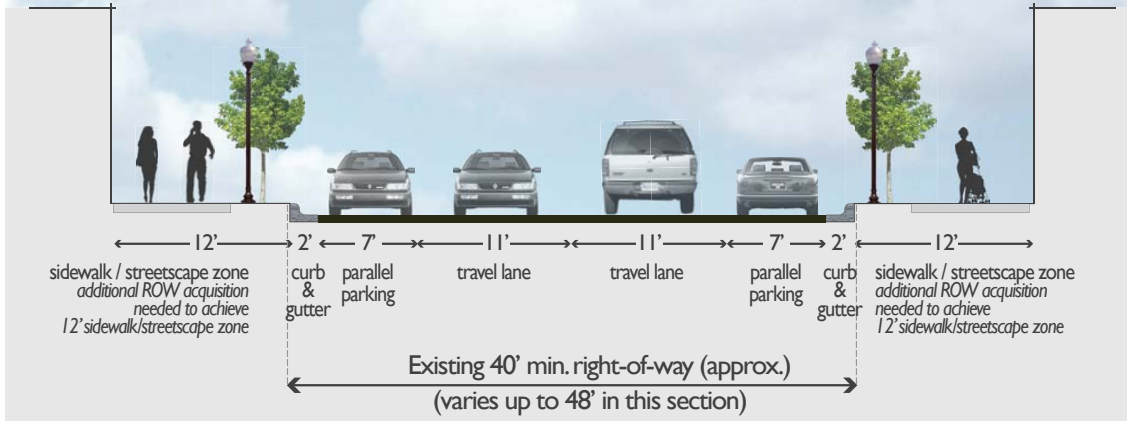
## East Point Street Section B From W. Cleveland Avenue to Washington Road



Recommend "No Idling" signage along right-of-way with street-level outdoor dining.

*The proposed typical section will be adjusted as needed during the design phase due to right-of-way limits or other constraints. All designs on state routes must meet GDOT approval.*

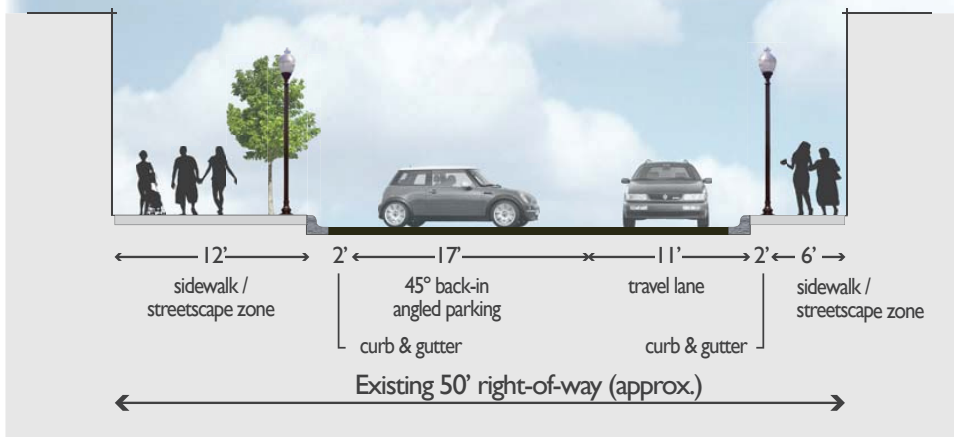
## W. Cleveland Avenue From Main Street to Church Street



Right-of-way varies from 40' to 48' in this section. Right-of-way acquisition proposed on the north side of W. Cleveland Avenue.

*The proposed typical section will be adjusted as needed during the design phase due to right-of-way limits or other constraints. All designs on state routes must meet GDOT approval.*

## White Way One-Way Conversion (OPTIONAL) From Main Street to East Point Street



LCI Implementation Alternative to increase streetscaping along the north side of White Way.

Recommend "No Idling" signage along right-of-way with street-level outdoor dining.

45° back-in angled parking is shown. If 30° angled parking is desired, parking width can be reduced to 15' (plus 1.5' of curb and gutter).

Rubber wheel stops with angled parking.

*The proposed typical section will be adjusted as needed during the design phase due to right-of-way limits or other constraints. All designs on state routes must meet GDOT approval. Existing ROW is 50'.*



## Gateway North

Projects in the Gateway North character area include:

- **T-2: Sharrows:** On identified roadways throughout this focus area.
  
- **T-7: Multi-use Trail:** A 10-12-ft wide trail facility along south side of Connally Drive from Main Street to Spring Street Park and through Spring Street Park to Spring Avenue.

Project T-7 creates a multi-use trail connection between Main Street/US 29 and the existing Spring Street City Park. From there, Project T-2 creates sharrows connecting Spring Street Park along Spring Avenue and Semmes Street to Norman Berry Drive. As previously identified, ARC TIP Project FS-211 Semmes Street Bicycle & Pedestrian Improvements will construct bicycle lanes on Semmes Street south of Norman Berry Drive (to be let for construction in 2014). This project is planned for completion in 2013 and will bring dedicated bicycle facilities to within approximately 400 feet of Sumner Park and the Dick Lane Velodrome. This remaining 400 feet is along Neely Avenue, a 2-lane residential roadway that is currently well-suited for bicyclists. Upon completion, these projects provide a bicycle connection between downtown, Spring Street Park, Sumner Park, and the Dick Lane Velodrome.

- **T-8: Cheney Street/Norman Berry Connectivity, Phase 1:**
  - Create a signalized intersection at Norman Berry Avenue and Cheney Street by removing the ramps connecting Norman Berry Drive to Cheney Street and Connally Drive
  - Add new roadway segments to create a 4-leg intersection; include pedestrian crossing facilities (sidewalk with ADA-accessible ramps, crosswalk, and pedestrian countdown timers)
  
- **T-9: Cheney Street/Norman Berry Connectivity, Phase 2:** Build a new public roadway with 5-ft sidewalks connecting Connally Drive at the existing Norman Berry Drive ramps to Lawrence Street.

Currently, traffic entering or exiting Norman Berry Drive at Cheney Street and Connally Drive must travel on ramps connecting these roadways. This encourages high speed traffic on Norman Berry Drive. Further, connectivity does not exist currently between the north and south sides of Norman Berry Drive for any travel modes. All traffic traveling to the north or south in this area must access Main Street/US 29. Project T-8 would remove these ramps and create a 4-leg signalized intersection with pedestrian facilities. Creating this new intersection would improve connectivity for all modes of travel in this area, essentially facilitating easier access to the downtown.

Project T-9 creates a new route within the study area to improve connectivity between the Technology/Research District or from the Village North Area (i.e., Colonial Hills neighborhood), without traveling on Main Street/US 29.

- **T-17: Main Street North of Downtown Phase 1:**

- 8-ft cycle track (two-way) with 3-ft median separation and a 5-ft sidewalk on the east side of the roadway from Connally Drive to Womack Avenue
- Replace the dedicated left-turn lane with a raised landscaped median at appropriate locations, primarily where the existing lane is currently striped out; allow for median breaks where appropriate for access to the west

Project T-17 is a two-way, dedicated cycle track and a 5-ft sidewalk on the east side of Main Street/US 29 from W. Forrest Avenue to Womack Avenue. The cycle track represents a unique opportunity for the city to showcase the Dick Lane Velodrome – the only velodrome in the world with a green space that contains a large oak tree and a creek running through the in-field – to promote the city’s appeal to the bicycle community and to encourage the extension of this facility north into downtown Atlanta. Important to mention, however, are the challenges, including:

- The MARTA rail line and freight rail lines on the east side of the roadway
- The bridges over Norman Berry Drive and Langford Parkway/SR 166
- The underpass at Harold Sheats Parkway.

The space between the eastern edge of the roadway and the MARTA rail line varies along this corridor. Due to these variations, some segments of the proposed project can likely be built using the existing space between the roadway and the MARTA rail line, or the support structures for the MARTA rail line. The existing guard rail between the roadway and the rail line will likely need to be shifted to the east to accommodate the proposed project. In other areas, where the right-of-way is constrained, the roadway will need to be shifted to the west. This will involve relocating both curb lines and rebuilding the roadway.

Additional bridge structures will need to be added at the bridges over Norman Berry Drive and Langford Parkway/SR 166 to successfully implement this project. The existing area under the Harold Sheats Parkway bridge is not wide enough to accommodate the proposed cycle track and sidewalk. While under this bridge, it is recommended to merge the cycle track and sidewalk into one facility, a multi-use trail to maintain costs.

Project T-17 also includes a raised landscaped median at appropriate locations along Main Street/US 29, primarily at locations where the existing lane is currently striped out. The proposed median is not intended to block access to any cross streets. It is intended to break up the continuous asphalt of the center turn lane and beautify the area. The proposed median design and landscape features require GDOT approval. The landscaping should be low-maintenance, regionally adaptive plant material.

- **T-18: Main Street North of Downtown Phase 2:** 10-12-ft wide multi-use trail on the west side of Main Street from Connally Drive to Womack Avenue through the proposed linear park



Landscaped median on a State Route

### Historic Warehouse District

Projects in the Historic Warehouse District character area include:

- **T-2: Sharrows:** On identified roadways throughout the focus area.

Project T-2 provides sharrows through the Historic Warehouse District, connecting Irene Kidd Parkway to Norman Berry Avenue. This connects Jefferson Station, Buggy Works, Wagon Works, as well as other residential and commercial developments. The sharrows continue north across Norman Berry Avenue, providing a connection to Tri-Cities High School.

- **T-10: Warehouse District 6' Sidewalks & Streetscape, Phase 1:**
  - R N Martin Street – On the west side of the roadway, from Norman Berry Avenue to E. Ware Avenue
  - Forrest Avenue – On both sides of the roadway from the existing midblock crosswalk to R N Martin Street
  - E. Ware Ave – On both sides of the roadway from the from the pedestrian bridge to R N Martin Street
- **T-11: Warehouse District 6' Sidewalks & Streetscape, Phase 2:**
  - S. Martin Street – On both sides of the roadway from E Cleveland Avenue to Irene Kidd Parkway
- **T-12: Warehouse District 6' Sidewalks & Streetscape, Phase 3:**
  - Irene Kidd Parkway – On the north side of the roadway from E. Cleveland Avenue to S. Martin Street
  - Irene Kidd Parkway – On both sides of the roadway from S. Martin Street to Main Street

Projects T-10, T-11, and T-12 implement 6-ft wide sidewalks with streetscaping (pedestrian lighting and street trees) along multiple roadway segments within the Historic Warehouse District. Some blocks in this area have no sidewalks, while others simply have a 5-ft sidewalk adjacent to the roadway with no streetscape elements or buffer from the roadway. This proposed infrastructure will help create a more pedestrian friendly environment to support existing development and encourage new development.

- **T-14: Multi-use Trail:** A 10-12 ft wide trail facility on Norman Berry Avenue from Semmes Street to Carnegie Avenue (at South Fulton Medical Center)

Project T-14 adds a multi-use trail along Norman Berry Avenue connecting Semmes Street and Cleveland Avenue. This trail will connect a number of locations, including:

- The bicycle lanes on Semmes Street, which connect to the Dick Lane Velodrome;
  - Spring Street Park;
  - Jefferson Station and the rest of the Historic Warehouse District, such as Buggy Works and Wagon Works;
  - Tri-Cities High School;
  - South Fulton Medical Center.
- **T-19: New Pedestrian Bridge:** A new pedestrian bridge connecting E. Ware Avenue at Main Street over the MARTA rail and freight railroad tracks to W. Ware Avenue, providing added connectivity from the Historic Warehouse District to the Historic Downtown.

## Technology and Research District

Projects in the Technology and Research District character area include:

- **T-13: Multi-use Trail:** A 10-12 ft wide trail facility on Harold Sheats Parkway/Nabell Avenue from the ramp at Main Street across the bridge to R N Martin Street and on RN Martin Street from Harold Sheats Parkway to Bryan Avenue

Project T-13 provides a 10-12 ft wide multi-use trail connection from downtown east across MARTA and freight rail lines. This provides a connection to Tri-Cities High School, Bryan Park, and existing residential and industrial development. The Harold Sheats Parkway bridge consists of four lanes: 1 through lane in each direction, 1 eastbound left-turn lane onto the ramp to Milledge Street, and one westbound right-turn lane onto the ramp to Main Street/US 29. Traffic volumes on this bridge may be low enough that one or both of these turn lanes could be removed, creating space on the existing bridge to build the multi-use trail. This allows construction of the trail without the high cost of a new bridge structure.

- **T-15: Multi-use Trail:** A 10-12' wide trail facility on Hawthorne Way from halfway between Newnan Avenue and Dauphine Street (end of sharrows) through Smith Taylor Park to Nabell Avenue

Project T-15 creates a trail connection along the edge of the Colonial Hills neighborhood. It provides a bicycle and pedestrian connection between Colonial Hills, Smith-Taylor Park, the Technology/Research District, and the Village North character area.



- **T-21: Sidewalk Gaps Phase 2:**

- 5-ft sidewalk on one side of Fairfax Avenue from Lawrence Street to Main Street
- 5-ft sidewalk on one side of Davis Avenue from Lawrence Street to Main Street
- 5-ft sidewalk on the east side of Lawrence Street from St. Joseph Avenue to Main Street

Project T-21 will add sidewalks on one side of roadway segments that currently have no sidewalks. Since development along these roadways is primarily industrial, sidewalks along one side of each roadway should be adequate to serve the pedestrian demand in the area. If significant redevelopment occurs, there may be a need for sidewalks along both sides of the roadways.

### Village North

Projects in the Village North character area include:

- **T-2: Sharrows:** On identified roadways throughout the focus area.

Project T-2 provides sharrows through the Colonial Hills neighborhood connecting Main Street/US 29 to the proposed multi-use trail in Project T-16 located along the western edge of the neighborhood. It also provides connections to the existing pedestrian bridge over Langford Parkway to Main Street/US 29 at the southern edge of the neighborhood. The roadways within Colonial Hills are well-suited to bike traffic since they are 2-lane roadways with primarily residential development.

- **T-16: Pedestrian Bridge Improvements:** Improve the existing pedestrian bridge over Langford Parkway, connecting Newnan Avenue to McPherson Drive, by adding ramps for ADA compliance and to better serve bicyclists, and those with mobility challenges.

The existing pedestrian bridge that connects Newnan Avenue to McPherson Drive over Langford Parkway connects the Colonial Hills neighborhood to the Lakewood/ Ft. McPherson MARTA station. This bridge allows pedestrians to reach the station without having to walk along Main Street/SR 14, which is not currently a pedestrian friendly roadway. Project T-16 adds ramps on each side of the bridge for both ADA compliance and improved access for bicyclists, and other wheeled-forms of transportation (strollers, scooters, etc.).

- **T-22: Sidewalk Gaps Phase 3:** 5-ft sidewalk on one side of Daphine Street from St. Francis Avenue to Hawthorne Way.

## Policy Recommendations for MARTA TOD Design Guidelines

MARTA has issued a set of Transit-Oriented Development (TOD) Guidelines, which elaborate on four key principles of TOD: compact and dense development, a mix of land uses, a dynamic public realm, and innovative parking regulations. The guidelines articulate what makes a transit-oriented development successful, and how local municipalities can regulate so that desired development patterns emerge around TODs. There are several changes that MARTA could make to the guidelines to strengthen them and provide the local government with more options that support TOD development, especially relevant to the City of East Point:

- Allow flexibility in development standards to get more desired outcomes, such as affordable housing units and open space, by allowing developers to increase density or reduce parking. As opposed to a formulaic bonus calculation, negotiations throughout the development process can often more easily achieve the desired result.
- Promoting transfer of development rights when increasing the overall permitted density around a station is not feasible, or when higher density than permitted is desired, or when TOD development includes large open space. Developers may “trade” floor area ratio (or FAR) or housing units from one property, which will be less intensely developed than permitted, to another property, which may then be more densely developed than permitted.
- Remove parking minimums from the regulations. Developers may find that their properties can be commercially successful with fewer parking spaces than are required, even by the reduced standards.
- Work with local and state community development authorities to provide down payment assistance to first-time homebuyers around TODs.
- Incorporate the ARC’s Lifelong Communities principles into development wherever possible. Implement urban design and accessibility techniques, and build dwelling types that allow individuals to age in place.
- Collaborate with local community improvement districts, large employers, and economic development agencies to provide last-mile connectivity, like shuttle service, to popular final destinations.
- Incentivize bike and vehicle share programs to locate in and around TOD, thereby reducing residents’ dependency on cars and providing additional last-mile connectivity to visitors.
- Require a balance of uses, depending on station typology. Particularly in regional center and town center TODs, commercial, residential, and office components in the appropriate balance will draw more users and encourage success.
- Target service improvements/beautifications to existing TOD stations. Increased frequency of rail and bus service will make living around or visiting a TOD easier and more appealing.

## THE 4 C'S OF SUCCESSFUL RETAIL

### CRITICAL MASS

lots of stores and restaurants to complement each others' success

### CONCURRENCY

shops should not all look the same, yet should work well with one another in scale and architectural style

### CONTIGUITY

easy to walk from place to place, well-connected, leads you along

### CONVENIENCE

no barriers to keep shoppers and diners from visiting and lingering

## Economic Development/Retail Strategies

The Market Assessment of East Point provides a detailed analysis of existing and future demand for housing, retail and services, and recommendations for taking advantage of future market opportunities.

Downtown East Point has a tremendous opportunity to capitalize on existing and potential future market demand with two transit stations within its city limits. With shifting consumer preferences and demographic changes underway, there will be strong demand for TOD urbanism, mixed-use development around town center transit stations. With new services and retail opportunities, residential and employment demand will be attracted to the new activity and amenities generated in the Main Street Corridor and Downtown East Point. This will help bring vibrancy to the study area, providing local services for East Point residents, and help increase the local tax base.

To achieve the vision of the TOD plan, an economic development and marketing program that builds on East Point's strengths and investments must be pursued. As the study area develops, its businesses will serve a variety of markets, including downtown and local residents, market area shoppers, visitors, downtown employees, and transit commuters. Key market segments include:

- Small-scale professional & business services
- Destination shopping and dining
- Unique specialty retailers and local chains (*national chains may be appropriate at the Commons Area property solely*)
- Convenience shopping and services
- Services and activities for seniors, families and children
- Cultural and entertainment opportunities

The following recommendations will assist East Point to become a diverse, attractive community that serves residents and visitors in an aesthetically pleasing, highly authentic downtown.

### Economic Development Policies

- Create a brand that influences visitors' perceptions. Downtown East Point will have to stand out from a brand perspective to compete with other metro Atlanta downtowns.
- Protect the retail core of downtown and require storefronts for all retail within the blocks identified within this plan: the blocks between W. Cleveland Avenue, East Point Street, Main Street, and Dorsey Avenue. Retail needs to be contiguous, and should be conveniently accessible to MARTA and the expansion of the government complex.
- Engage in an active marketing campaign to Atlanta's development community to change perception of the opportunity East Point presents. The existence and success of such establishments as The Corner Tavern and Thumbs Up Diner, specifically, should be communicated in this campaign, as they attract a diverse range of customers.

- Work with local businesses to take advantage of Transportation Demand Management programs offered. The Atlanta Regional Commission's (ARC) RideSmart Program provides transit incentives to developers of housing developments near transit stations. The ARC RideSmart Program provides transit incentives to residents which help encourage transit ridership and free up money for housing costs and other living expenses.
- Continue the production of the monthly Downtown East Point newsletter; seek additional outlets for distribution; include a dedicated section highlighting key redevelopment properties within the study area.
- Continue to engage the local business and property owners within the study area through participation in study area surveys and the annual networking and small business seminar events to continually receive feedback to guide implementation priorities.
- The City and its partners should continue to engage in community-wide programming initiatives, such as craft festivals, the Taste of East Point, the Friday Night Flicks outdoor movies, art "walks" and other events to spur visitors to the downtown.
- Focus on retention of existing industrial base. Industrial land preservation has a positive impact on job creation, is fiscally positive and contributes overall to economic growth.
- Support the conversion of industrial and warehouse space in the Lawrence Street Industrial area and the Historic Warehouse District into high-tech businesses including information technology, green businesses, and other modern industrial uses.

## Economic Development/Retail Projects

- **O-7: Develop a professional and business services incubator program within the study area to meet the strong demand for small-scale professional & business services.** An incubator provides entrepreneurs with a shared below-market cost space to help offset the expense of starting their own business. In addition, they often need training on technology, marketing, operations and other business issues to maximize profits.
- **O-8: Establish a small business revolving loan program.** A small business revolving loan program is designed to create economic activity by providing greater access to capital for small businesses. The program is targeted to small businesses that have had difficulty accessing regular credit markets. Program funds used to finance an applicant loan will not be more than 50% of the principal amount and no greater than \$125,000.
- **O-9: Create a storefront/retail-only ordinance.** Appropriate for first floor buildings along Main Street and portions of East Point Street and W. Cleveland Avenue within the downtown core to promote active, retail presence along these corridors.
- **O-10: Complete a Redevelopment Guide for focus projects within the LCI Study Area.** Package the study area's vision and market opportunities within a two-page fact sheet. The sheet should highlight projects underway, recent investments by the City, and any new development planned.

"The City should inventory all existing parking in context of the needs of existing building inventory and the specific needs of retail, restaurant and office users. Parking that consumers can use should be marked with clear, consistent and overt signage. All on-street parking should be striped and maintained in a clean and orderly fashion. Use agreements and leases can be negotiated with owners of private parking for use off-hours, if the existing parking is not adequate. This parking will be needed once the civic gathering space is developed, so efforts should start soon to at least know what's available for future deal-making."

- Cheri Morris,  
Retail Advisor



- **O-11: Partner with the Metro Atlanta Chamber of Commerce and Georgia Research Alliance to attract technology-oriented businesses.** Partner and develop strategies with the Metro Atlanta Chamber to gain exposure and access to regional and national businesses seeking to locate in the Atlanta Metro region and near the Hartsfield-Jackson Atlanta International Airport.
- **O-12: Conduct a parking assessment in downtown and create a parking management system.** A parking assessment will help identify existing parking in context of the needs of existing building inventory and the specific needs of retail, restaurant, and office users. A parking management plan should then be developed to provide for the better use of on-street and off-street parking, through better signage, marking of spaces, use agreements, and leasing of private parking for use during off-hours.
- **Additional Projects:**
  - Establish façade grant program; offer 50/50 match requirement to incentivize building improvements.
  - Establish small business revolving loan program to encourage local business growth.

## Urban Design

### Urban Design Policies

- Strengthen identity and wayfinding within the study area, include branding signage, street light banners, maps and directional signage.
- Implement safe and activate streetscapes along the Main Street Corridor study area by discouraging uses and designs that disrupt pedestrian and bicycle flow and access, such as surface lots, multiple driveways and large setbacks.
- Promote public art throughout the public realm of the study area.
- Focus initial urban design implementation in the Historic Downtown focus area.

### Urban Design Projects

- **O-13: Develop a Public Art and Cultural Resources Master Plan for Downtown.** Public art creates a unique identity and programming that attracts visitors to downtown. This includes identifying an annual budget, process for selecting artists and theming concepts.
- **O-14: Continue Pick-a-Point beautification projects (plantings) throughout the study area.**
- **O-15: Install pedestrian and bike amenities (benches, bike racks, etc.) along major corridors in the study area.**
- **O-16: Update recently completed wayfinding plan for the study area to include gateway signage design and location.**

## Community Facilities

The maintenance, retention, and expansion of East Point's existing community facilities will continue to be important for creating a competitive, diverse, and vibrant downtown. Numerous banks and government services, a senior center and religious institutions attract people to Downtown East Point. These and future amenities should continue to be marketed to strengthen the livability and convenience of the TOD study area.

### Community Facilities Policies

- Support the conversion and renovation of community buildings where appropriate. The East Point City Hall, Auditorium and former East Point library are some of the most historic buildings in the city, yet are in need of restoration. The concept plan illustrates a new government center that reuses these buildings and infills around them to create a true "center" of civic use within the downtown.
- Pursue the adaptive reuse of the former East Point library into the East Point History Museum (relocating the archives from the East Point Historical Society)

### Community Facilities Projects

- **O-17: Partner with the Historical Society to relocate its collection to the former library located within the study area.**
- **O-18: Initiate the rehabilitation of the auditorium for use as a public events/multi-purpose events space.**
- **O-19: Implement a Welcome Center for East Point.** After the completion of the government complex expansion, the existing, historic City Hall building should be adapted to serve as a Welcome Center for visitors arriving in East Point.

## Environment and Open Space

The environment and open space are vital to East Point's sustainability and are to be considered essential to the success of any future redevelopment proposal. The recommendations below seek to enrich the public realm of East Point by providing increased parks and open space. In addition, new environmental and open space measures will minimize the negative impacts of development on the natural landscape of the city.

### Environment and Open Space Policies

- Pursue public acquisition of land for new parks in downtown. Small or undeveloped parcels may be acquired to create pocket parks in the study area.
- Reduce the impacts of parking lots on water quality by encouraging pervious materials. Pervious paving and other best stormwater management practices should be included in the next update of the city's land development regulations. Until new regulations are adopted, city staff can encourage water infiltration on newly constructed parking lots.
- Encourage local food production through community gardens. Community gardens can provide healthy food to the citizens of East Point. It can also minimize the environmental impacts of transporting produce, and can be sold to local residents in the city's weekly farmer's market.

- Require usable green space as part of large new developments. Open space in new residential and mixed-use developments will create increased park space for residents within walking distance. It also will create opportunities for playgrounds for children and dog parks.

#### Environment and Open Space Projects

- **O-20: Partner with the Commons area developer to create a new community gathering space, per the concept plans detailed in this plan.** Downtown lacks a centralized open space for community events. A significant-sized public gathering space is desired for community events held throughout the year, such as the Fourth of July celebration. Per the concept plans, this is recommended as a plaza space, with street furniture and public art.
- **O-21: Rehabilitate the Teens at Work property to include small outdoor amphitheatre, per LCI plan recommendations.** The Teens at Work property, owned by the City of East Point, is located at the corner of W. Ware and Church Street. This amphitheatre and park will transform downtown East Point by serving as a multipurpose gathering space and catalyst for new development. An amphitheatre is desired by the city and its citizens to accommodate live performances and advance the arts community.
- **O-22: Expand existing Unity/Colonial Hills Park, per the TOD Plan recommendations.**
- **O-23: Initiate land acquisition and master plan for a park on the corner of Church Street and Dorsey Avenue, per the TOD Plan recommendations.** A park for residents in this area provides recreational opportunities for residents living in the Gateway South Focus area, as well as those visiting the HJC Bowden Center.
- **O-24: Partner with HJC Bowden Center to pursue a Senior Community Garden Initiative grant.** Encouraging healthy lifestyles is a major goal of the Atlanta Regional Commission (ARC), Area Agency on Aging, and including good health with proper nutrition and exercise. ARC's Senior Community Garden Initiative is improving seniors' health by increasing access to fresh fruits and vegetables and providing opportunities for older adults to remain active and engaged.

## Infrastructure

The overall infrastructure goal for The TOD Plan includes ensuring infrastructure is adequate and safe to support transit ridership, improving bicycle and pedestrian safety, and using resources in a cost effective manner. Through city policies and regulations, city staff can encourage developers to implement sustainable infrastructure as redevelopment occurs.

### Infrastructure Policies

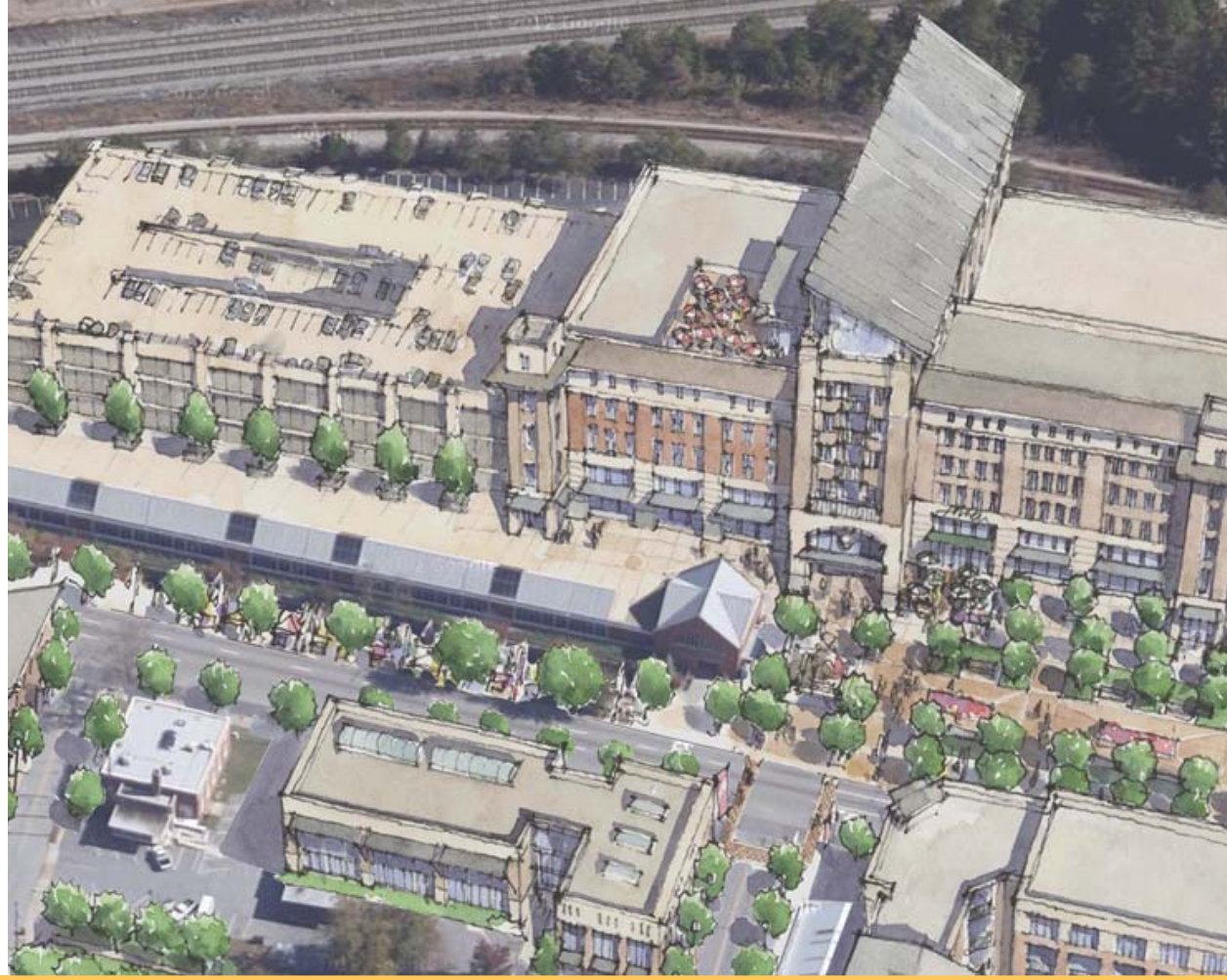
- Encourage developers to bury utility wires or relocate them behind buildings. Efforts should be taken by the city and developers to locate utility wires underground where feasible. Although expensive, this will greatly improve street aesthetics in the TOD study area.
- Encourage the use of pervious asphalt, porous pavement, “grass-crete” or similar materials in new or rebuilt parking lots. Staff should encourage water infiltration through pervious paving blocks or other methods on all constructed parking lots (public and private).
- Encourage the use of Best Management Practices in all projects that affect stormwater and water quality; including the use of bio-swales, constructed wetlands, and riparian buffers.
- Improve lighting in the study area, particularly along major corridors in the study area. Adequate lighting will improve public safety overall.

### Infrastructure Projects

- **O-25: Bury existing utilities along all major corridors within the study area.** Efforts should be taken to locate utility wires underground during roadway and streetscape improvements, particularly along Main and East Point Streets.
- **O-26: Develop a comprehensive pedestrian lighting plan for downtown to complement streetscape improvements in the study area.**



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## SECTION 5 • IMPLEMENTATION

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The TOD Plan integrates transportation, housing, retail and civic space to ensure a mixed-income, mixed-use, vibrant downtown that attracts businesses and residents. It utilizes a Placemaking Approach as a framework – determining the appropriate community element at the right scale and location – to facilitate East Point as a place that offers transportation and housing options so to lessen environmental impacts, retain affordability and promote a more walkable, urban environment.

The following implementation polices and projects facilitate the realization of the TOD vision of “a transit friendly place of thriving businesses and diverse neighborhoods within an attractive, authentic, small town.” The recommendations will guide local and elected officials in decisions throughout the next 5-10 years, allowing them to reap the social, fiscal and environmental benefits of this 8-month planning effort. This section culminates in a 5-Year Action Plan that provides additional detail for all recommended projects: description, timeline, cost, responsible party, and funding source

## Implementation Steps

The implementation of the plan recommendations will require commitment and adherence to the vision and goals of this plan, as guided through an extensive community involvement process. The City of East Point staff and elected officials must remain committed to the plan over the next 5-10 years, as implementation will certainly ebb and flow due to the economic climate. Positively, the City has strong leadership, knowledgeable citizenry, and many assets that, collectively, will facilitate its growth and success in the future.

Importantly, not one action will achieve the TOD vision. Rather, many solutions are necessary at several levels to create an economically and socially successful Main Street Corridor TOD in East Point. **The funding sources and regulatory changes detailed in this section were selected to advance the following three strategies during the implementation of the plan recommendations:**

- **Marketing Strategies:** Marketing and related promotional activities are critical to optimizing plan implementation. This includes providing a positive message about the Main Street TOD study area to both external and internal constituencies. Branding of East Point must attract the millennials and the baby boomers to ensure the sustainability of the downtown, and the support of the plan’s implementation. Marketing must emphasize that East Point is a “real place” with an authentic, charming historic downtown with excellent connectivity via MARTA to other parts of Atlanta. It is a place where shoppers can find all they desire along safe, pleasant, and interesting streets. And, living in downtown is desirable and exciting, due to programming that provides social stimulation (evening art walks, live music, weekend festivals, etc.) and interaction. The illustrations and images provided throughout this plan should be packaged within new collateral that can stimulate redevelopment. As projects outlined in this plan are accomplished, highlighting even the smallest successes will spur interest and build momentum for all components of the plan.

“The fact that East Point is a ‘combo of MARTA and an authentic downtown’ is a real treasure.”

– Cheri Morris,  
Retail Advisor



- **Mixed-income Housing Strategies:** Changes in housing markets are seen as gentrification occurs, especially in downtowns and surrounding transit stations. Therefore, mixed-income and workforce housing should be an emphasis throughout the implementation process, specifically rental housing. The City of East Point has an abundant supply of affordable housing currently. Yet, as the City attracts more jobs, there is a potential for this to have a negative impact on equitable choices in housing. Preservation strategies for existing units, combined with an increase in new construction of a variety of housing types, will maintain housing affordability, attract a diverse range of incomes and ages, and avoid displacement of current residents throughout the life of the plan.
- **Transportation Management Strategies:** Shaping the travel behavior of residents will guide the success of the TOD plan's implementation. All efforts for realizing the recommendations must promote walking, biking and transit use, and de-emphasize driving. Importantly, initiatives and policies must support transit accessibility, connectivity and overall access to alternative transportation modes. Programs such as bike and car sharing, projects that widen sidewalks and zoning that reduces parking minimums for off-street requirements are all examples of successful transportation management strategies.

## Funding

Funding for implementation of a transit oriented, mixed-income downtown is complex. The costs associated with the planning, financing, marketing and communication require a patchwork of sources, public and private, local and federal.

The pursuit of infrastructure and planning grants are a fundamental component of the City of East Point's ability to positively affect change in the TOD study area. The real goal when considering funding any planning or infrastructure project is to successfully leverage limited funds. Most often the public sector needs to make targeted investments in an area first, in order to spur further private development. The City of East Point and BIDA will need to continue to undertake various improvements in the areas of land use, housing, economic development, infrastructure, and marketing to attract the interest of private developers, and new residents and businesses.

Locating and accessing sources of funding and financing for community improvements in East Point will be a long-term endeavor. Cooperation among the East Point community residents, businesses, stakeholders and local government is required to successfully fund public improvements as well as to recruit private investment.

### Federal

Atlanta Regional Commission LCI Transportation Project Funding for Implementation  
The Atlanta Regional Commission (ARC) has committed to making federal funding available for the implementation of transportation-related plan recommendations and to pre-qualify a limited number of transportation projects for funding. Since the

program's inception in March of 2000, the ARC has approved over \$600 million for project funding of transportation projects from LCI Studies. The City of East Point should work with the ARC to ensure that projects requiring transportation funds are included in future Regional Transportation Plans, which are revised every five years. Most funds administered via the ARC using federal dollars requires a twenty percent local match, which would likely be from the City's general fund, or from Special Purpose Local Option Sales Tax (SPLOST) revenues. The local sponsor is to acquire the right-of-way with one-hundred percent local funds. Other sources for this match could include development impact fees and private funding opportunities.

Only two projects per LCI Study area may be accepted in any given funding cycle. The projects selected from the local sponsor and submitted to ARC must originate from the Action Plan. The minimum total project cost for LCI funding is \$500,000 and the maximum is \$1 million.

Eligible projects are identified in the 5-Year Action Plan and provide improved safety and accessibility for pedestrians and bicyclists.

The application process involves three stages: project pre-qualification; project refinement (concept studies); and the Transportation Improvement Program (TIP) funding commitments by ARC, GDOT and local sponsors (city and/or county).

#### Atlanta Regional Commission LCI Supplemental Study Grant

The LCI Supplemental Study grant provides LCI award-recipient communities with federal funds (80/20 match) for additional planning studies that help to refine or extend the original LCI study to advance continued, successful implementation. Examples of these include zoning code updates, wayfinding studies, or projects targeted to serve the aging population. Projects eligible for LCI supplemental grant funds are identified in the 5-Year Action Plan.

#### Multi-Family Housing Finance and Development Programs: Low-Income Housing Tax Credit (LIHTC) and HOME Investment Partnership Program (HOME)

The State of Georgia's Department of Community Affairs (DCA) Office of Affordable Housing (OAH) administers funding to for-profit and non-profit developers for the construction and/or renovation of affordable multi-family rental housing in communities across Georgia.

DCA's process for allocating funds is outlined in Georgia's Qualified Allocation Plan. This document describes (1) the federal and state resources available for financing rental housing through the plan, (2) the legislative requirements for distributing these resources, (3) the State's preference for the location and type of such housing, (4) the process used for evaluating applications and awarding these resources, and (5) program compliance requirements and procedures. Financing sources available through DCA include the Low Income Housing Tax Credit (LIHTC) and the HOME Investment Partnership Program (HOME).

The Low-Income Housing Tax Credit (LIHTC) program provides tax credits that developers can use to raise capital for the acquisition, rehabilitation or construction for affordable housing (by reserving all or a portion of their units for occupancy for low income tenants). The application process occurs in the spring annually to DCA.

Participating jurisdictions may use HOME Investment Partnership Program (HOME) funds for a variety of housing activities, according to local housing needs. Eligible uses of funds include tenant-based rental assistance; housing rehabilitation; assistance to homebuyers; and new construction of housing. HOME funding may also be used for site acquisition, site improvements, demolition, relocation, and other necessary and reasonable activities related to the development of non-luxury housing. All housing developed with HOME funds must serve low- and very low-income families. For rental housing, at least 90 percent of the families benefited must have incomes at or below 60 percent of the area median income; the remaining 10 percent of the families benefited must have incomes at or below 80 percent of area median income. Homeownership assistance must be to families with incomes at or below 80 percent of the area median income.

#### New Markets Tax Credit Program

The New Markets Tax Credit Program (NMTC Program) was established by Congress in 2000 to spur new or increased investments into operating businesses and real estate projects located in low-income communities. The NMTC Program attracts investment capital to low-income communities by permitting individual and corporate investors to receive a tax credit against their Federal income tax return in exchange for making equity investments in specialized financial institutions called Community Development Entities (CDEs). The credit totals 39 percent of the original investment amount and is claimed over a period of seven years (five percent for each of the first three years, and six percent for each of the remaining four years). The investment in the CDE cannot be redeemed before the end of the seven-year period.

Each of the four census tracts in which the LCI Study Area is located qualify for New Market Tax Credits. Unfortunately, the NMTC program expired at the end of 2011 and is currently waiting reauthorization.

#### Bank Enterprise Award

The Bank Enterprise Award (BEA) Program was created in 1994 by the Community Development Financial Institution (CDFI) Fund to support FDIC-insured financial institutions around the country that are dedicated to financing and supporting community and economic development activities. The BEA Program complements the community development activities of insured depository institutions (i.e., banks and thrifts) by providing financial incentives to expand investments to CDFIs to increase lending, investment, and service activities within economically distressed communities. Providing monetary awards for increasing community development activities leverages the Funds dollars and puts more capital to work in distressed communities throughout the nation.

Activities eligible for funding include Affordable Home Mortgage Loans, Affordable Housing Development Loans, Small Business Loans, Home Improvement Loans, Education Loans, and Commercial Real Estate Loans.

Of the four census tracts in which the LCI Study Area is located, only one qualified completely: census tract 13121011000, which is bordered on the north by E. Cleveland Avenue and on the west by Main Street. As such, it would encompass the Wagon Works and the MARTA station, including the MARTA overflow parking lot. The census tract to the north of E. Cleveland Avenue and east of Main Street does not qualify for the BEA program. The two census tracts to the west of Main Street, however, do partially qualify.

## State and Local Programs

State and Local budgets are increasingly constrained in this economic climate. However, the commitment by local governments can leverage additional, larger funds. Following are funding sources appropriate for the Main Street Corridor Transit-Oriented Development project implementation.

### Transportation Enhancements (TE)

These federal government funds are explicitly for projects that expand travel choice, strengthen the local economy, improve the quality of life, and protect the environment. Streetscape, pedestrian and bicycle facilities, and gateways are examples of projects that qualify for TE funds. TE funds cover a maximum of eighty percent of the total project cost, and the city's local match must be at least twenty percent of the total project cost. The local match may be cash, in-kind services, or donated services, materials, or real property. The federal TE funding award may be used in any or all of the three project phases of preliminary engineering, right-of-way, and/or construction.

### East Point Corridors Tax Allocation District (TAD): Infrastructure Improvements

East Point established its "East Point Corridors Tax Allocation District" in 2006. This TAD includes the southern portion of the LCI Study Area, encompassing the East Point MARTA station. While recent tax digest valuations within the TAD boundaries have been insufficient to fund eligible economic development activities, new development itself could provide significant funding in support of the specific Commons redevelopment or area-wide public improvements that would directly impact the downtown TOD area specifically.

Public parking structures have been a major recipient of TAD funding in Georgia and throughout the nation. TAD funds can be used for other infrastructure improvements, including land acquisition, streetscape and landscape improvements impacting surface parking lots, lighting, sidewalk improvements, greenspace and pocket-park development, and matching funds for street improvements. TAD funds may also be used to directly pay for improvement costs related to private development, such as the Commons property redevelopment or MARTA station site enhancements (as identified in the 5-Year Action Plan).

### East Point Corridors TAD: Workforce and Mixed-Income Housing

It is critical to the long-term health of East Point's downtown area generally, as well to the successful realization of one or more key mixed-use redevelopment areas, specifically the Commons site, that new residential development with higher densities and varying price points be incorporated into those developments. However, it is equally critical



that new residential development offers a range of housing options, both rental and ownership, particularly with respect to potential residents seeking mixed-income and/or workforce housing.

TAD financing provides one vehicle for supporting the development of workforce housing as a component of redevelopment within the study area. For example, in approving its participation in TADs within Fulton County, the County has consistently required that 20% of bonds issued within the TADs be allocated towards the development of workforce/affordable housing. In some cases the workforce/affordable housing is required to be included in any TAD-supported residential development; in other cases, such as the Atlanta BeltLine, the 20% is set aside for the development of mixed-income housing either within a market-rate project or separately. Organizations such as the Atlanta Land Bank Collaborative offer resources.

#### Community (or Downtown) Improvement District

A Community Improvement District (CID) is an excellent means for a community of businesses to augment local government services it receives. It also allows a CID entity, with its own Board of Directors and staff, to specify how the funds it generates can be used. Unfortunately, a CID is a special self-taxing district. The only funds it raises come from a millage assessment on real property owned by CID members/participants – any amount from 1/8 mill to a State maximum of 5.0 mills, with most CIDs in Georgia assessing an additional 1.25-1.75 mill.

Georgia law authorizes property owners in commercial areas to establish special tax districts to pay for infrastructure enhancement. These CIDs do not replace traditional city and county infrastructure improvement programs, yet instead supplement them. Projects which can be funded by a CID include street and road construction and maintenance, sidewalks and streetlights, parking facilities, water systems, sewage systems, terminal and dock facilities, public transportation, and parks and recreational areas.

#### Private/Partnership Opportunities

The Community Land Trust (CLT) is an innovative form of tenure that combines common ownership of land with individual ownership of any buildings that are located upon that land. A CLT has the ability to revitalize low-income neighborhoods without displacing the residents who have invested there. CLTs also protect against rising prices and speculative pressures that often occur as desirability for certain neighborhoods increase. Nearly 20 CLTs are started every year and, over the past decade, a growing number of cities and counties have chosen to support their initiatives.

There is enormous variability in the type and tenure of housing projects that CLTs pursue and in the roles they play. Nationally, CLTs have constructed (or acquired, rehabilitated, and resold) single-family homes, duplexes, condos, and multi-unit apartment buildings. Certain CLTs also facilitate commercial development, parks and urban agriculture on the land they own. Critical to each and every effort is the land value they protect for the benefit of future generations. The City of East Point would benefit from the resources of a Community Land Trust to facilitate mixed-income housing, such as the Atlanta Land Bank Collaborative (ALBC).

## Regulatory Changes

A key recommendation of this study is to promote a more transit and pedestrian-oriented environment with retail and employment activity within the TOD study area. Zoning will be a key implementation tool of The TOD Plan to achieve the uses and activities in the study area, while balancing the community's desires with market realities. To achieve this, the City's zoning code will need to be updated to guide the type of built environment desired over time.

The Commercial Redevelopment District (CR) was updated as part of the 2009 Zoning Ordinance Update to be more flexible and allow mixed-use development in Downtown East Point. The Downtown Architectural Overlay District was also created to allow historically compatible buildings and streetscapes in the downtown core. However, both the CR District and the Downtown Architectural Overlay District still fall short of advancing the type of development and character the City desires for the study area.

The CR District should be replaced with a form-based code, which has gained in popularity in recent years. A form-based code ensures an appropriate mix of uses, placement of buildings, and public space standards in the TOD study area. The form based code de emphasizes the actual use of the building, and rather, places more importance on the siting, architecture and scale. The intent is to focus design standards/requirements that affect the public realm, thus relegating the use to fluctuate with the market. The TOD area could be broken into sub-areas and regulated by character (or intensity), similar to the focus areas of this study. Important features such as "storefront streets" can be incorporated into the subarea plans to ensure important sites remain retail uses within the study area, thereby advancing key goals of this document.

No specific architectural building requirements are currently provided in the Downtown Architectural Overlay District. This should be rewritten to have standards for different building types. Architectural styles appropriate for East Point should also be specified with specific guidance materials, fenestration, etc.

Below are general recommendations for updating the CR District and Downtown Architectural Overlay Districts.

- Update the CR district code to allow two or more uses for mixed use development, instead of three or more uses.
- A Regulating Plan is a key component of a form-based code, and should be developed as a part of the rewrite of the CR District.
- A Regulating Plan is similar to a zoning map, yet with less emphasis on land uses and more emphasis on the building shape, street type and neighborhood character in each zone. Development standards define and shape the public realm by providing pre-set dimensions for every aspect of the site and building.
- Parking should be required to be located to the rear and sides of buildings in the CR district.
- The CR district should be updated to have minimum and maximum parking requirements for uses. Shared parking requirements between uses should also be included.

- In the Landscaping Section of the overlay district section, a minimum ten (10) feet landscape strip is required along all public streets. Landscaping strips are more appropriate in suburban settings and not appropriate in all locations of downtown. The landscaping strip requirements in the overlay district should be revised to include additional streetscaping standards including allowing trees in grates and planters in front of buildings.
- The overlay zoning states the design of building should be compatible to those of the area and buildings should have “main street characteristics”. The overlay district specifies construction of new buildings shall be similar in style to the Victorian, Arts and Crafts, and American Craftsman Architectural periods. Example images or drawings of these architectural styles should be included in the zoning code to offer clarity and consistency for developers, property owners, and staff.
- Without minimum or maximum front building setbacks, buildings can currently be located far back on a property and allow parking in the front. A build-to-line should be established in the CR District to ensure buildings create the public realm desired.

## Population and Employment Analysis

It is projected that the land use and scale of the development envisioned by this plan will grow the East Point TOD study area population and jobs as follows.

### Housing Projections

Housing projections are based on the introduction of new housing units into the TOD area based on demand projections for multifamily (owned and rented) and townhouse residential units only. The assumption is that development will equal the projected demand of 101 single-family detached units, 39 townhouses/condos, and 1,277 multifamily rental units, for a total of 1,417 housing units from 2012 to 2037.

New housing projections are through 2037 and anticipate that all multi-family units supported by projected demand will be built net of excess-inventory currently on the market.

Table 10. Housing Projections

	2010						
<b>Existing Households</b>	718						
<b>Current Population</b>	1,678						
<b>Household Size per Occupied Unit</b>	2.34						
		<b>2012</b>	<b>2017</b>	<b>2022</b>	<b>2027</b>	<b>2032</b>	<b>2037</b>
<b>Baseline Households: 2012</b>		709	709	709	709	709	709
<b>Projected New Housing Units during 5-yr Periods</b>		-	229	229	285	330	334
<b>Cumulative New Housing Units at Designated Year</b>			229	458	743	1,073	1,407
<b>Total Net Housing Units at Designated Year</b>	718	709	938	1,167	1,452	1,782	2,116

## Population Projections

Population increases within the TOD area are based on an anticipated 1.87 persons per household from 2012 to 2037. The population increase due to new residential development is added to the baseline LCI-study area population of 709 in 2012 and is projected to reach 4,312 in 2037.

Table 11. Population Projections

		2010	2012	2017	2022	2027	2032	2037
<b>Baseline Household Units</b>			709	709	709	709	709	709
<b>Additional Household Units due to Projected New Housing</b>			0	229	229	285	330	334
<b>Additional Population due to New Housing @</b>	1.87 per unit		0	429	429	534	618	625
<b>Projected Baseline Population</b>		1,678	1,678	1,678	1,678	1,678	1,678	1,678
<b>Additional Population due to Projected Development</b>			0	429	429	534	618	625
<b>Total Projected Population at 5-year Intervals</b>		1,678	1,678	2,107	2,535	3,069	3,687	4,312

## Job Projections

Net new job growth is based on the introduction of new types of development that represent new FTE (full-time-equivalent) jobs: retail and office (both professional and local-serving). Employment in the 0.68-square-mile TOD area is projected to grow from 1,614 jobs in 2012 to 3,220 jobs in 2037.

Table 12. Job Projections

		2010	2012	2017	2022	2027	2032	2037
<b>Existing Jobs</b>		1,614						
<b>Baseline Jobs</b>			1,614	1,614	1,614	1,614	1,614	1,614
<b>Net New FTE Jobs from Projected Development (5 yrs)</b>				288	307	308	336	367
<b>Cumulative New Jobs at Designated Year</b>				288	595	903	1,239	1,606
<b>Total Net Projected Jobs at Given Year</b>		1,614	1,614	1,902	2,209	2,517	2,853	3,220
<b>Projected Non-residential Development</b>		2010	2012	2017	2022	2027	2032	2037
<b>Retail</b>	149,025 SF			32,878	34,829	26,971	27,106	27,242
<b>Neighborhood Services</b>	24,061 SF			4,607	4,607	4,774	4,947	5,127
<b>Office</b>	307,690 SF			46,000	49,397	62,258	70,404	79,632
<b>Industrial</b>	26,203 SF			-	-	-	9,214	16,989



## Consistency with LCI Components

The Atlanta Regional Commission’s Livable Centers Initiative (LCI) Program “encourages local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with regional development policies.” (Source: ARC)

The planning process and final report documents fulfill the standards and goals set forth for the LCI Program. The summary below demonstrated how the supplemental LCI study addressed each of these 10 study requirements:

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

- Key influences for The TOD Plan land use decisions include community feedback, the economic and market analyses completed as a part of the study, existing conditions inventory and analysis, previous studies and projects already in progress.
- The TOD Plan illustrates seven focus areas to provide diverse mixed-use, commercial, office/institutional and living opportunities within and along the corridor. These focus areas provide the appropriate density, diversity and design that’s compatible with existing uses of that area while encouraging walkability and use of alternative modes of transportation through a variety of land uses, and revisions to the City’s CR zoning district. Increased density is proposed within the downtown (on current surface parking lots) and adjacent to the East Point MARTA station, facilitating a sustainable, walkable community that offers more mixed-income housing options. A hierarchy of pedestrian connections, from greenways and multi-use trails to sidewalks, provide connectivity to each focus area within the TOD study area, as well as create connections to existing neighborhoods and parks, encouraging walkability throughout the study area. See Section 4: *Recommendations* for more information.
- The TOD Plan identifies recommended future land use changes to the City of East Point’s Future Land Use Plan as well as zoning recommendations for plan implementation. See Action Plan for Other Projects for more information.

### 2. Transportation demand reduction measures.

- The TOD Plan proposes to reduce auto demand by shifting some auto trips to pedestrian and bicycle trips to improve transit usability and access. This reduces trips along streets within the study area and improves pedestrian safety.
- Encouraging mixed-use developments to offer opportunities to live, work and recreate close to transit. The result is fewer motor vehicle trips in the TOD area, thus improving traffic flow and improving pedestrian activity. The TOD Plan recommends sidewalk, bike, and multi-use trail connections along and connecting to the study area, thus providing the option for alternate travel modes when visiting multiple destinations.

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

- This plan recommends streetscape improvements to promote pedestrian accessibility and safety, such as signalized crosswalks, wider sidewalks, and signage. Recommendations focus on new multi-use trails and bicycle lanes to facilitate current and future pedestrian and bicycle needs of East Point. The mobility and safety of pedestrians within the study area and neighborhoods that connect to the Corridor is greatly improved. Additional improvements for pedestrian and bicycle safety and visibility are detailed within the policies and projects recommended for transportation. See Section 4: *Recommendations* and the Transportation Projects Action Plan for more information.

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

- The study area currently has a lack of housing options. Therefore, The TOD Plan identifies locations for expanded housing types that will support market forecast of multi-family living within The TOD Plan study area. The Study proposes a variety of residential opportunities, including workforce and senior housing to strengthen the appeal of the community to many income levels and age groups. The addition of these housing types strengthens the job/housing balance, since currently the majority of the surrounding housing is single-family while the downtown is job/service focused. Further, sidewalk and trail connections facilitate the ability to 'live near work' within the TOD study area. See Section 4: *Recommendations*.
- The East Point MARTA station area is envisioned as a mixed-use node with employment and residential opportunities. It offers much-needed diversity in residential options and employment space in locations that will enhance rather than degrade the surrounding single-family neighborhoods. See Section 4: *Recommendations*.

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

- The strength of East Point is the strong network of local streets and minor roads, and its grid pattern within the downtown. However, the plan identifies opportunities for improving connectivity, specifically within the Commons Area and the Historic Warehouse District. The plan also identifies a potential pedestrian bridge connection linking West Ware to East Ware across the heavy rail/railroad tracks. Opportunities for new, private streets and alleys with development are also identified.

**6. Need/identification of future transit circulation systems.**

- East Point is fortunate to be served by two MARTA rail stations, as well as supported bus service. Expansion of this service was not identified, however the plan recommends improved bus shelters in the short term, and longer term upgrades to the East Point MARTA station, including redevelopment opportunities, plaza space, and a structured parking facility.

## **7. Connectivity of transportation system to other centers.**

- Access to jobs is a determining factor to residents as they seek housing. East Point currently offers strong connectivity to Downtown Atlanta and Hartsfield-Jackson Atlanta International Airport. The TOD Plan includes recommendations that would improve connectivity to these centers via improved traffic flow along Main Street/East Point Street, safer pedestrian access to the East Point MARTA station, bicycle facilities that integrate with proposed multi-use greenway trail systems and the Atlanta BeltLine.

## **8. Community organization, management, promotion, and economic restructuring to ensure implementation.**

- The TOD Plan recommends several economic development initiatives for advancing the vision and concepts, such as creation of redevelopment package/marketing collateral for business recruitment and creating a business incubator to help small businesses. See Section 4: *Recommendations*. Recommendations are provided to facilitate the marketing, communications and improved identity of the downtown by the East Point Economic Development Department.
- Retail success is a critical component of the sustainability of the Historic Character Downtown District. Retail needs – such as a parking management plan and a branding/wayfinding plan – are addressed and emphasized in the Recommendations portion of this plan.
- The City of East Point, in partnership with BIDA, will work collaboratively with the development community and the surrounding property owners to ensure that future development adheres to the land use, mobility, and urban design recommendations within the Plan. Importantly, the Commons, the government complex, and the MARTA property are catalyst development opportunities.

## **9. Stakeholder participation and support.**

- The TOD Plan was guided by feedback from the Project Management Team (comprised of the City of East Point and Atlanta Regional Commission) and a Core Team that included MARTA, GDOT, property owners, businesses and community representatives. The Core Team was established exclusively to review and guide planning activities and recommendations. A design charrette/workshop was conducted with the Core Team for creation of alternative concepts, a business owner roundtable meeting allowed one-on-one conversation with the affected businesses, a community on-line survey and project website facilitated awareness and communication, providing crucial feedback throughout the process at key milestones. Complementing this involvement were four community meetings (with interactive exercises for improved dialogue). The TOD Plan established a vision and set of goals in the areas of land use, circulation and urban design and identified key placemaking elements to integrate land use and transportation recommendations appropriately throughout the corridor. See Section 3: *Study Methodology and Process* for additional information.

## 10. Public and private investment policy.

- Investment in the area by private-public partnerships, especially those facilitated and/or led by the City of East Point, will facilitate the successful implementation of The TOD Plan concept and associated recommendations. Communication and collaboration between the City of East Point and BIDA on the Commons redevelopment opportunity and the MARTA property will facilitate its success as a walkable, sustainable urban community to residents seeking access to both downtown Atlanta and Hartsfield-Jackson Atlanta International Airport. Recommendations for future land use, zoning and Overlay District revisions to be conducted by the City of East Point Planning Department (with City Council approval) will advance the goal of redevelopment that is mixed-use, pedestrian friendly and encourages alternative forms of transportation. See Section 4: *Recommendations*.

## Lifelong Communities Initiative

The Lifelong Communities Initiative at ARC strives to ensure places in metropolitan Atlanta where individuals can live throughout their lifetime. The goals of the Lifelong Communities Initiative are:

- Promoting Housing and Transportation Options
- Encouraging Healthy Lifestyles
- Expanding Information and Access to Services

The TOD Plan meets the goals of the Lifelong Communities (LLC) as detailed below:

### Promoting Housing and Transportation Options

The TOD Plan identifies appropriate locations for a mix of uses to allow for residential units to develop in close proximity to services. A variety of housing type/densities are also included within each of the seven focus areas, expanding the options considerably and promoting the ability for diverse socioeconomic and age groups to reside within the study area and within the City of East Point. Mobility options are recommended through the enhancement of the public realm (e.g., streetscaping) and improvement of the existing sidewalk, multi-use trail and bicycle networks within the City. MARTA rail station access is improved through intersection safety improvements, transit stop enhancements, and wayfinding, expanding alternative transportation options, accessibility and safety.

### Encouraging Healthy Lifestyles

Through both the economic development analysis and the community survey, a need was identified to provide multi-family housing, trails and additional community gathering places for social interaction within East Point. Therefore, The TOD Plan concept focuses on providing a series of public plazas connected by a trail system throughout the downtown to enhance community programming and facilitate access to adjacent neighborhoods and the East Point MARTA station. It identifies locations for future open spaces in close proximity to future multi-family and senior housing. Further, open space types are a requirement for future redevelopment and will strengthen resident's future social opportunities. Bike lanes and a cycle track improve the accessibility to the residential neighborhoods, amenities such as the Velodrome, the two MARTA stations, and downtown.



#### Expand Information and Access Services

The TOD Plan includes private institutions and a number of religious institutions, many of which provide additional services to the community, such as adult education, specialized classes and internet access. The expansion of the Government Complex and future opportunity of the Historical Society (within the former library building) will expand access to services. Careful consideration of the needs of seniors is evident in an improved sidewalk network, adjacent park space and nearby retail services (especially in close proximity to the senior center).

Table 13. 5-Year Action Plan

ID	Project Name/Description	Start Date	Responsible Party	Estimated Cost	Potential Funding Source
<b>Land Use / Housing</b>					
O-1	Initiate the redevelopment of the Commons Area by selecting a project manager for parcel acquisition and securing interested developers/tenants, per LCI requirements	2012	City of East Point, BIDA	TBD	Private, TAD, BIDA financing
O-2	Determine framework for Public-Private partnership with MARTA East Point station property to develop a joint parking structure, hotel, conference center, and office building per LCI requirements	2015	City of East Point, BIDA, MARTA	TBD	Private, TAD, BIDA financing
O-3	Update government center expansion master plans to incorporate LCI plan recommendations	Ongoing	City of East Point	TBD	City of East Point
O-4	Update City of East Point Future Land Use Plan per LCI Plan recommendations	TBD	City of East Point, BIDA	Staff time	City of East Point
O-5	Zoning Code Amendments per LCI Plan recommendations	2012	City of East Point Planning and Zoning	Staff time	City of East Point
O-6	Revise Architectural Overlay District per LCI Plan recommendations	2012	City of East Point	TBD	City of East Point, ARC
<b>Economic Development / Retail</b>					
O-7	Develop a professional and business services incubator program within the study area	2014	City of East Point, Higher Education Partner, BIDA	\$30,000	City, Private, Grants, City of East Point
O-8	Establish a small business revolving loan program	2012	City of East Point, BIDA	\$30,000	City of East Point
O-9	Create retail only ordinance along 1 <sup>st</sup> floor of White Way, Main Street and parts of East Point Street and W. Cleveland Ave. where appropriate to promote storefront streets	2013	City of East Point	Staff time	City of East Point
O-10	Complete a Redevelopment Guide for focus projects within the LCI Study Area	2014	City of East Point	\$10,000	City of East Point
O-11	Partner with Metro Atlanta Chamber of Commerce and Georgia Research Alliance to attract technology-oriented businesses	2013	City of East Point, BIDA	Staff time	City of East Point
O-12	Conduct a parking assessment in downtown and create a parking management system	2014	City of East Point, ARC	\$12,000	City of East Point
<b>Urban Design</b>					
O-13	Develop a Public Art and Cultural Resources Master Plan for Downtown	2012	City of East Point	TBD	City of East Point, ARC
O-14	Continue Pick-a-Point beautification projects (plantings)	2013	City of East Point	\$5,000	City of East Point
O-15	Install pedestrian and bike amenities (benches, bike racks, etc.) along major corridors in the study area	2014	City of East Point	\$100,000	City of East Point
O-16	Update branding/wayfinding plan to include study area gateway signage	2013	City of East Point	TBD	City, ARC, TE Grants
O-17	Partner with Historical Society to relocate collection in the former library located within the study area	2015	City of East Point, Historical Society	TBD	City, TE Grants

ID	Project Name/Description	Start Date	Responsible Party	Estimated Cost	Potential Funding Source
O-18	Initiate the rehabilitation of the auditorium for use as a public events/multi-purpose events space	2015	City of East Point	TBD	City of East Point / Hotel Tax
O-19	Pursue creating a Welcome Center for visitors to East Point.	2015	City of East Point	TBD	City of East Point / Hotel Tax
<b>Environment and Open Space</b>					
O-20	Partner with the Commons area developer to create a new community gathering space	2013	City of East Point, Private	TBD	City of East Point
O-21	Rehabilitate the Teens at Work property to include small outdoor amphitheatre, per LCI plan recommendations	2015	City of East Point	TBD	City of East Point
O-22	Expand existing Unity/Colonial Hills Park, per LCI plan recommendations	2016	City of East Point, East Point Historical Society	TBD	City of East Point
O-23	Initiate land acquisition and master plan for a new park space located at the corner of Church St. and Dorsey, per LCI recommendations	2017	City of East Point	TBD	City of East Point
O-24	Partner with HJC Bowden Center to pursue Senior Community Garden Initiative grant (ARC and Kaiser Permanente grant)	2013	City of East Point, Fulton County	TBD	City of East Point, ARC, Grants
<b>Infrastructure and Facilities</b>					
O-25	Bury existing utilities along all major corridors within the study area	2013	City of East Point	TBD	City of East Point
O-26	Develop a comprehensive pedestrian lighting plan for downtown	2013	City of East Point	TBD	City of East Point

ID	Description	Type of Improvement	Engineering Fiscal Year	Engineering Costs	ROW Fiscal Year	ROW Costs	Construction Fiscal Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T-1A	LCI Implementation Project: This is an implementation grant from ARC previously awarded to East Point in 2011. Detailed project description is in the recommendations section of the report and is being finalized, but generally includes enhancements on Main Street from W Cleveland Avenue to White Way, East Point Street from Ware Ave to Washington Rd, W Cleveland Avenue from Main Street to Church Street.	Safety/ Bike/ Ped/ Traffic Calming	2013- 2014	\$684,000	2014	\$275,000	2015- 2016	3.8 million	4.8 million	City/ GDOT	City/ARC	Gen. Fund	\$963,000
T-1B	TE Grant: This is an implementation grant from GDOT previously awarded to East Point. The project is located along Main Street from Vesta Avenue (south of the study area) to W Cleveland Avenue. The details of the project are being finalized, but it generally focuses on bicycle, pedestrian, and parking improvements on the west side of Main Street only. Coordination is taking place between this grant and the LCI implementation grant for a consistent design where the projects meet on Main Street.	Safety/ Bike/ Ped/ Traffic Calming	2013- 2014	\$120,000	2014	\$120,000	2015- 2016	\$960,000	\$1,200,000	City/ GDOT	City/GDOT TE	Gen. Fund	\$200,000

T-#

= Priority Projects for Implementation



ID	Description	Type of Improvement	Engineering Fiscal Year	Engineering Costs	ROW Fiscal Year	ROW Costs	Construction Fiscal Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T-2	<p>Sharrows:</p> <ul style="list-style-type: none"> <li>Newnan Ave from Lakewood/Ft. McPherson MARTA Station to Main St</li> <li>Clermont Ave from Main St to Newnan Ave</li> <li>Hawthorne Way from Newnan Ave halfway to Dauphine St. (to multi-use trail)</li> <li>Spring Ave from Spring Street Park to Semmes St; Semmes Street from Spring Street to Norman Berry Drive</li> <li>Bryan Ave from R N Martin St to Milledge St; Milledge St from Bryan Ave to R N Martin St; R N Martin St from Milledge St to Irene Kidd Pkwy</li> <li>Cheney St from Norman Berry Ave to Washington Road</li> <li>W Ware Ave from Cheney St to Main St</li> <li>W Cleveland Ave from Cheney St to Main St</li> <li>Dorsey Ave from Cheney St to Main St</li> <li>Neely Ave from Cheney St to Stanton St (outside study area)</li> </ul>	Bike	2013	\$1,125	N/A	\$0	2014	\$11,300	\$12,425	City	City	Gen. Fund	\$2,485
T-3	Implement Wayfinding Signage Plan	Signage	2013	\$44,000	N/A	\$0	2014	\$88,000	\$132,000	City	City	Gen. Fund	\$26,400

ID	Description	Type of Improvement	Engineering Fiscal Year	Engineering Costs	ROW Fiscal Year	ROW Costs	Construction Fiscal Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T-4A	<p>Sidewalks/Streetscapes</p> <ul style="list-style-type: none"> <li>Main St - 14 ft sidewalk with streetscape, west side, from W Forrest Avenue to W Cleveland Avenue; 5-ft sidewalk and 5 ft bicycle lane on the east side of the roadway from W Cleveland Ave to Connally Drive; See the typical section in the report for proposed dimensions.</li> <li>W Forrest Ave - 12 ft sidewalk with streetscape, both sides, from Main St to Church St</li> <li>W Ware Ave - 12 ft sidewalk with streetscape, both sides, from Main St to Church St</li> <li>W Cleveland Ave - 12 ft sidewalk with streetscape, south side, from Church St to Cheney St</li> <li>East Point St - 10 ft sidewalk with streetscape and bike lane, west side, from W Forrest Ave to W Cleveland Ave; sidewalk and parking with streetscape on east side from W Forrest Ave to W Cleveland Ave</li> </ul>	Bike/ Ped	2014	TBD	2015	TBD	2016	TBD	TBD	City	City, LCI, TE	Gen. Fund	TBD
			2014	TBD	2015	TBD	2016	TBD	TBD	TBD	City	City, TE	Gen. Fund
T-4B	<p>Increase streetscape at White Way. Reconfigure as a one-way westbound street; add back-in angled parking on the north side of roadway and 12' wide sidewalk/streetscape zone on the north side to enhance pedestrian safety (optional)</p>	Ped/ Parking	2014	TBD	2015	TBD	2016	TBD	TBD	City	City, TE	Gen. Fund	TBD

ID	Description	Type of Improvement	Engineering Fiscal Year	Engineering Costs	ROW Fiscal Year	ROW Costs	Construction Fiscal Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T-4C	<ul style="list-style-type: none"> <li>• Intersection enhancements including decorative mast arms, internally illuminated street name signs, enhanced crossings, and bulbouts: Main St at Washington Rd; Main St at Legion Way</li> <li>• Enhanced crossings: Main St at W Forrest Ave; Main St at W Ware Ave; Main Street at Dorsey Ave</li> <li>• Bulbouts at W Cleveland Ave and Church St; Cheney St and W Forrest Ave; Cheney St and W Cleveland Ave; Church St and Linwood St; Church St and Thompson St</li> <li>• Enhanced crosswalk with bulbout at Thompson Ave and Main St</li> </ul>	Ped/Traffic Calming	2014	TBD	2015	TBD	2016	TBD	TBD	City	TBD	Gen. Fund	TBD
			2014	\$30,000	2015	\$30,000	2016	\$300,000	\$360,000	City/Private	City, LCI, TE, Private	Gen. Fund	\$72,000
T-4D	New street connecting East Point St and Main St in Commons property with redevelopment	Roadway	2014	\$6,000	2015	\$6,000	2016	\$60,000	\$72,000	City	City, LCI, TIA Local Distribution	Gen. Fund	\$14,400
T-5	Gateway Signage at the following locations: <ul style="list-style-type: none"> <li>• Main St and Nabell Ave/ramp to Harold Sheats Pkwy</li> <li>• Main St and Norman Berry Ave</li> <li>• Main St and W Cleveland Ave</li> <li>• Inside the East Point MARTA Station</li> <li>• Main St and Washington Ave</li> <li>• Irene Kidd Pkwy and E Cleveland Ave</li> </ul>	Signage	2014	\$6,000	2015	\$6,000	2016	\$60,000	\$72,000	City	City, LCI, TIA Local Distribution	Gen. Fund	\$14,400
T-6	The City should work to ensure the creation of a public, multi-use path within any future development project on the currently undeveloped parcel on the 2700 block of Cheney St in Frog Hollow, the old school property. This path will connect Cheney St at W Cleveland Ave to Semmes St at Montrose Dr.	Bike/ Ped	2015	\$12,300	2016	\$12,300	2017	\$123,000	\$147,600	City	City, LCI, TE, TIA Local Distribution	Gen. Fund	\$29,520

ID	Description	Type of Improvement	Engineering Fiscal Year	Engineering Costs	ROW Fiscal Year	ROW Costs	Construction Fiscal Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T-7	Multi-use Trail on Connally Dr from Main St to Spring Street Park and through Spring Street Park to Spring Ave	Bike/ Ped	2016	\$13,350	2017	\$13,350	2018	\$133,500	\$160,200	City	City, LCI, TE, TIA Local Distribution	Gen. Fund	\$32,040
T-8	Cheney St/Norman Berry Connectivity, Phase 1: Create a signalized intersection at Norman Berry Ave and Cheney St by removing the ramps connecting Norman Berry Drive to Cheney Street and Connally Drive and adding new roadway segments to create a 4-leg intersection; include pedestrian crossing facilities (sidewalk, pedestrian countdown timers)	Roadway: Bike/ Ped	2017	\$55,000	2018	\$0	2019	\$550,000	\$605,000	City	City, LCI, Federal, TIA Local Distribution	Gen. Fund	\$121,000
T-9	Cheney St/Norman Berry Connectivity, Phase 2: Build a new public roadway with 5-ft sidewalks connecting Connally Drive at the existing Norman Berry Drive ramps to Lawrence Street	Roadway: Ped	2018	\$75,000	2019	\$150,000	2020	\$750,000	\$975,000	City	City, LCI, Federal, TIA Local Distribution	Gen. Fund	\$195,000
T-10	Warehouse District Wide Sidewalks & Streetscape, Phase 1: • R N Martin St – On the west side of the roadway, from Norman Berry Ave to E Ware Ave • Forrest Ave – On both sides of the roadway from the existing midblock crosswalk to R N Martin St • E Ware Ave – On both sides of the roadway from the from the pedestrian bridge to R N Martin St	Ped	2018	\$43,700	2019	\$43,700	2020	\$437,000	\$524,400	City	City, LCI, TIA Local Distribution	Gen. Fund	\$104,880
T-11	Warehouse District Wide Sidewalks & Streetscape, Phase 2: S Martin St – On both sides of the roadway, from E Cleveland Ave to Irene Kidd Pkwy	Ped	2019	\$40,400	2020	\$40,400	2021	\$404,000	\$484,800	City	City, LCI, TIA Local Distribution	Gen. Fund	\$96,960



ID	Description	Type of Improvement	Engineering Fiscal Year	Engineering Costs	ROW Fiscal Year	ROW Costs	Construction Fiscal Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T-12	Warehouse District Wide Sidewalks & Streetscape, Phase 3:	Ped	2019	\$60,400	2020	\$60,400	2021	\$604,000	\$724,800	City	City, LCI, TIA Local Distribution	Gen. Fund	\$144,960
	Irene Kidd Pkwy – On the north side of the roadway from E Cleveland Ave to S Martin St; on both sides of the roadway from S Martin St to Main St												
T-13	Multi-use trail on Harold Sheats Pkwy/Nabell Ave from the ramp at Main St across the	Bike/ Ped	2020	\$28,650	2021	\$28,650	2022	\$286,500	\$343,800	City	City, LCI	Gen. Fund	\$68,760
	bridge to R N Martin St; multi-use trail on RIN Martin Street from Harold Sheats Pkwy to Bryan Ave												
T-14	Multi-use trail (10-12 ft) on Norman Berry Ave from Semmes St to Carnegie Ave (at South Fulton Medical Center)	Bike/ Ped	2020	\$90,150	2021	\$90,150	2022	\$901,500	\$1,081,800	City	City, LCI	Gen. Fund	\$216,360
	Multi-use trail on Hawthorne Way from halfway between Newman Ave and Dauphine St (end of sharrows) through Smith Taylor Park to Nabell Ave												
T-15	Improve the existing pedestrian bridge that connects Newnan Avenue to McPherson Drive over Langford Pkwy by adding ramps for ADA compliance and to serve bicyclists	Bike/ Ped	2021	\$70,500	2022	\$70,500	2023	\$705,000	\$846,000	City	City, LCI	Gen. Fund	\$169,200
T-16	Main St North of Downtown Phase 1:	Bike/ Ped	2021	\$10,560	2022	\$10,560	2023	\$105,600	\$126,720	City	City, LCI	Gen. Fund	\$25,344
T-17	Main St North of Downtown Phase 1:	Bike/ Ped	2022	TBD	2023	TBD	2024	TBD	TBD	City	City, LCI	Gen. Fund	TBD
T-18	Main St North of Downtown Phase 2: Main Street – Multi-use trail on the west side of the roadway from Connally Dr to Womack Avenue, primarily as a winding trail through a proposed linear park	Bike/ Ped	2022	\$87,000	2023	\$87,000	2024	\$870,000	\$1,044,000	City	City, LCI	Gen. Fund	\$208,800

ID	Description	Type of Improvement	Engineering Fiscal Year	Engineering Costs	ROW Fiscal Year	ROW Costs	Construction Fiscal Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
T-19	New pedestrian bridge connecting Ware Ave at Main St over the MARTA rail and freight railroad tracks to Ware Ave	Bike/ Ped	2023	\$36,080	2024	\$36,080	2025	\$360,800	\$432,960	City	City, LCI	Gen. Fund	\$86,592
T-20	Sidewalk Gaps Phase 1: 5-ft sidewalk on Cheney St from Linwood Ave to Dorsey Ave	Ped	2023	\$7,600	2024	\$7,600	2025	\$76,000	\$91,200	City	City, LCI	Gen. Fund	\$18,240
T-21	Sidewalk Gaps Phase 2: • 5-ft sidewalk on one side of Fairfax Ave from Lawrence St to Main St • 5-ft sidewalk on one side of Davis Ave from Lawrence St to Main St • 5-ft sidewalk on the east side of Lawrence St from St. Joseph Ave to Main St	Ped	2023	\$30,600	2024	\$30,600	2025	\$306,000	\$367,200	City	City, LCI	Gen. Fund	\$73,440
T-22	Sidewalk Gaps Phase 3: 5-ft sidewalk on one side of Daphine St from St. Francis Ave to Hawthorne Way	Ped	2023	\$12,150	2024	\$12,150	2025	\$121,500	\$145,800	City	City, LCI	Gen. Fund	\$29,160

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## **APPENDIX A: Economic & Market Analysis**





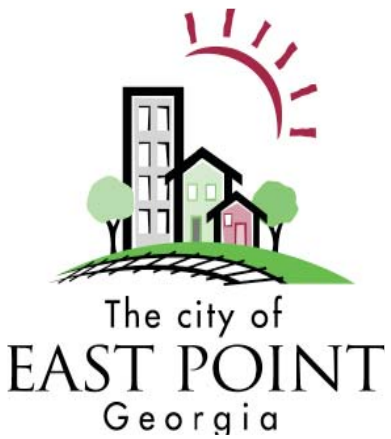
## APPENDIX B: Maps



## **APPENDIX C: The TOD Plan Project Summary**







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