



# CITY OF EAST POINT HOUSING NEEDS ASSESSMENT AND NEIGHBORHOODS REVITALIZATION PLAN

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# INTRODUCTION

The City of East Point is located in Fulton County, Georgia, approximately seven miles southwest of downtown Atlanta and immediately north of the City of College Park and northwest of the City of Hapeville. Less than a few miles from Hartsfield-Jackson Atlanta International Airport, served by MARTA rail and buses, and surrounded by a series of interstates and other major corridors (I-85, I-285, Camp Creek Parkway, and Langford Parkway), East Point offers superior access to several of metro Atlanta's key transportation features.

While East Point added housing units during the 2010s, the majority of new development was multifamily housing with a loss of other housing types during that period. Impacts of the 2008 housing market crash and resulting foreclosures left many of the city's older neighborhoods with an increase in vacant and blighted properties, many owned by out-of-state entities and delinquent in property tax payments. The City reports that approximately 20% of East Point residents live adjacent to or within the vicinity of a vacant blighted property, with the greatest numbers of these properties located in the East Washington, River Park, and Center Park neighborhoods. As Planning, Fire and Police Department staff worked to address blighted properties and related health and safety threats, the City of East Point recognized the need for a proactive plan to improve housing opportunities for neighborhood residents.

This Housing Needs Assessment and Neighborhoods Revitalization Plan ("Housing Needs Assessment") analyzes existing housing conditions and market trends, along with key socioeconomic indicators and projections, to develop strategies for addressing current and future housing needs. The Housing Needs Assessment focuses on the East Washington, River Park, and Center Park neighborhoods, but also considers the applicability of various strategies to the city overall. It builds on past and ongoing work by the City of East Point, including its inclusion in the Georgia Department of Community Affairs' Georgia Initiative for Community Housing (GICH) program beginning in 2001. This section provides a brief overview of the neighborhoods examined in this Plan, as well as a summary of existing housing policies, programs, and regulations.

## STUDY AREA NEIGHBORHOODS

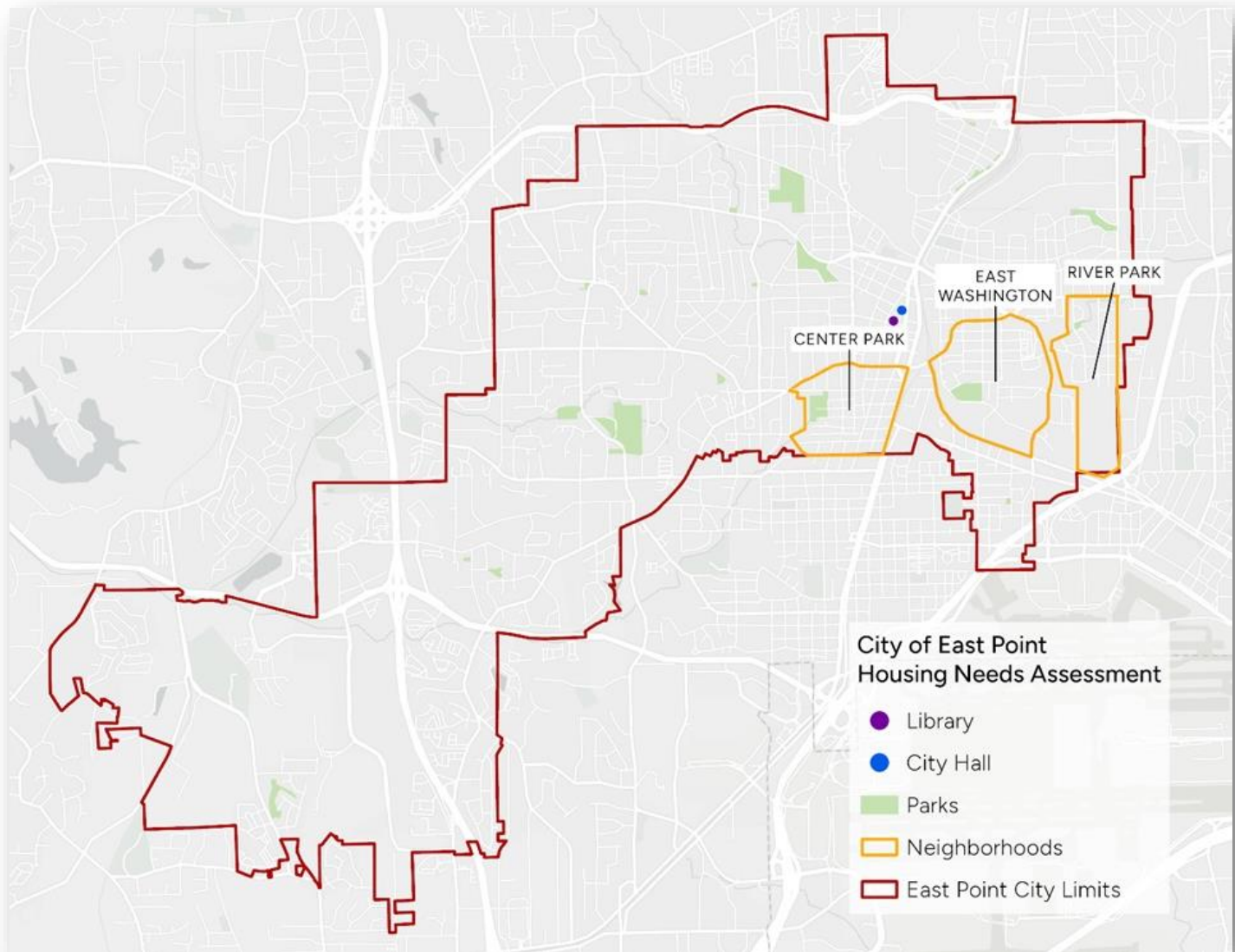
The Housing Needs Assessment focuses on East Point's East Washington, River Park, and Center Park neighborhoods, the majority of which are within City Council Ward B; a portion of Center Park falls within Ward A (see Figure 1). These historically African American neighborhoods developed adjacent to industrial businesses as a result of redlining and became home to many African American businesses, churches, civic and community organizations, and entertainment and recreation options. Among the oldest communities in East Point, some housing stock in these neighborhoods dates to the early 1900s.

The East Washington neighborhood is bordered by Cleveland Avenue, Norman Berry Drive, and Central Avenue. Residential land use predominates, including a mix of single-family homes, small multifamily housing, and two mobile home parks. It includes East Point Housing Authority's Hurd Homes, a public housing community comprised of one-, two-, three-, and four-bedroom apartments, located across the street from the John D. Milner Sports Complex and a few blocks from KIPP South Fulton Academy. The southern portion of the neighborhood includes recycling facilities along Bayard Street as well as City buildings along RN Martin Street and Norman Berry, including a Fire Station and the City Annex.

The River Park neighborhood lies between East Washington and East Point's city limit and is roughly bounded by Cleveland Avenue to the north, Sylvan Road to the east, Central Avenue to the south, and Calhoun Avenue, Akron Street, and Blount Street to the west. Commercial/industrial uses comprise the southern portion of the neighborhood, including the Peachy Indoor Parking facility and former Owens-Brockway glass manufacturing site. The northern portion of the neighborhood is predominately residential, including single-family homes and small

multifamily properties. Several small commercial properties are located within the neighborhood and along Cleveland Avenue, and a Walmart Supercenter is directly adjacent off of Sylvan Road. While outside of the neighborhood boundaries, several key properties are immediately west of River Park, including East Point Housing Authority's Martel Homes, Parklane Elementary School, and Southside Medical Center. Wellstar recently closed the East Point Health Center that was located adjacent to the River Park neighborhood, which follows Wellstar's closing of the Atlanta-Medical Center-South on the same site in 2022.

**FIGURE 1. STUDY AREA NEIGHBORHOODS**



The Center Park neighborhood abuts downtown East Point and is roughly bounded by Washington Road to the north, Main Street to the east, Vesta Avenue to the south and Vesta Avenue and Larose Street to the west. Land uses include single-family homes, townhomes, and multifamily apartments, along with retail/commercial uses along Main Street and Washington Road. At the corner of Taylor Avenue and Pearl Street, Center Park provides a small greenspace and playground. The neighborhood boundaries are less than half a mile to the East Point MARTA station.

## PREVIOUS HOUSING PLANS

Through a variety of recent planning efforts, the City of East Point has focused its efforts on preserving and expanding the availability of housing options in the city. These include the City of East Point Comprehensive Plan 2022 Update, the City of East Point Equitable Growth & Inclusion Strategic Plan, and the City of East Point Zoning Ordinance.

### CITY OF EAST POINT COMPREHENSIVE PLAN 2022 UPDATE

Comprehensive land use planning is an essential process used by local jurisdictions (including cities, counties, and consolidated city-counties) to determine community development priorities, goals, and strategies. The resulting Comprehensive Plan serves as a guiding document to inform critical land use, policy, and capital investment decisions.

The Georgia Department of Community Affairs (DCA) requires local Comprehensive Plans to be updated every five (5) years and maintains rules regarding community engagement to ensure that the planning process is guided by those that it will impact directly. The City of East Point last updated its Comprehensive Plan in 2022-2023 in partnership with the Atlanta Regional Commission (ARC). The Plan includes the following elements:

- Community Goals
- Issues and Opportunities
- Housing
- Economic Development
- Transportation
- Land Use
- Report of Accomplishments
- Community Work Program

Community input collected during the Comprehensive Planning process identified the need for more diverse housing options, including a mix of price points and housing types such as multifamily, townhomes, duplexes, triplexes, cottage court and tiny homes. Affordable housing and senior housing were also identified as key issues, with the possibility of development through land banks or land trusts. The Plan identified the need to attract young professionals looking for higher-end apartments as well as young families and first-time homeowners.

The Plan's housing goals include: the preservation of the city's existing housing stock; the promotion of greater diversity in housing types, densities, and incomes; the development of infill housing that is compatible with existing neighborhoods; the reduction of vacant, abandoned, and dilapidated properties; and the creation of more affordable housing opportunities and mixed-income development; opportunities for senior housing, special needs housing, and retirement housing; and the encouragement of homeownership.





On the City’s Future Development Map, the East Washington, River Park, and Center Park neighborhoods are identified as “Redevelopment Neighborhoods,” which the Plan describes as “neighborhoods [with] traditional urban neighborhood attributes, such as a grid street network and smaller housing lots [that] are currently in need of investment.” The community Vision for these areas includes improved housing conditions, an assortment of housing types, and a reduced number of vacant homes and lots. Preservation and enhancement of the street grid, tree canopy, greenspace, and walkability are crucial in these neighborhoods.

Housing-related Work Program items for 2023 through 2027 include continued implementation of the 50 Worst Properties Program, partnership with the Atlanta/Fulton County Land Bank Authority, and development and implementation of an affordable housing incentive ordinance.



## CITY OF EAST POINT EQUITABLE GROWTH & INCLUSION STRATEGIC PLAN

The City of East Point, together with the Partnership for Southern Equity (PSE), produced an Equitable Growth & Inclusion Strategic Plan in 2021 with a focus on equity-based strategies towards growth. The Plan focused on meaningful community engagement, just industry, inclusive housing, and equitable economic development as East Point prepares for population and job growth through 2050.

The Plan defines “Inclusive Housing” as “East Point residents of all income levels [having] access to quality, stable housing in safe neighborhoods.” According to the Plan, current conditions related to gentrification and displacement are threats to housing inclusivity in East Point, particularly in neighborhoods with higher vacancy rates and lower home prices, such as East Washington, River Park, and Center Park. Other threats include evictions, vacant properties, a shortage of subsidized housing, and high energy and transportation costs.

The Plan’s Inclusive Housing section recommends a series of strategies and actions to promote inclusive housing, including:

- Amending the Unified Development Code to promote preservation and production of inclusive housing by revising the multifamily Amenity Package Requirements (APR), and minimum heated floor area requirements, minimum parking requirements, as well as aligning zoning with adjacent cities and the Aerotropolis land use plans.
- Building partnerships focused on affordable housing development, including the creation of a community land trust.
- Exploring opportunities to reduce energy burdens on low-income residents.
- Adopting a mandatory inclusionary zoning ordinance.
- Developing a strategic land acquisition pipeline and join the Metro Atlanta Land Bank.

- Using eviction prevention, owner-occupied housing rehabilitation, weatherization, and homeowner exemptions to protect existing low- and moderate-income renters and owners.
- Conducting a comprehensive housing assessment.
- Developing local revenue sources and expanding access to federal dollars.
- Protecting existing subsidized affordable housing and naturally occurring affordable housing (NOAH) units.

## CITY OF EAST POINT ZONING CODE

The City of East Point's current Zoning Code and Development Regulations were adopted by the City Council in 2009, with update and supplements made as recently as 2021. The Zoning Code implements the goals of the City's Comprehensive Plan by designating permitted uses and required lot sizes, setbacks, building square footages, and other characteristics for parcels citywide. While East Point's Zoning Code includes several residential zones ranging from single-family (R-1, R-1A, RL) to multifamily (R-3, R-4) uses. The Code also include Community Unit Plan and Mixed Use Districts that allow for a variety of housing types, as well as a Residential Townhouse (R-T) District.

In the East Washington, River Park, and Center Park neighborhoods, the vast majority of residential land is zoned Urban Residential (R-1A), which allows for single-family detached dwellings, home daycares, home-stay and whole-housing lodging (i.e., short-term rentals). The Code also allows for accessory dwelling units by permit within the R-1A district. A small number of parcels in River Park and Center Park are zoned for multifamily use (R-3 or R-4), and, in all three neighborhoods, there are nonconforming small multifamily properties in R-1A zones.

### Habitable Accessory Structures

The City of East Point allows for habitable accessory structures (also known as accessory dwelling units, or ADUs) to be rented so long as they comply with requirements outlined in Sec. 10-2130 of the zoning code. Requirements include:

- Accessory structure must be aesthetically compatible with principal structure and limited to half the size of the principal structure and half the size of the rear yard.
- Property owner must live in either the principal or accessory structure; the other unit may be rented.
- Property must have a minimum lot size of 5,000 square feet and at least 3 parking spaces.
- Accessory structure must have a maximum height of 35 feet or the height of the principal structure (whichever is less) and must be at least 6 feet from the principal structure and 3 feet from all property lines.

### Short-Term Rental Ordinance

In 2020, the City of East Point passed Ordinance No. 159-020, requiring short-term rental properties to have permits before being listed for rent. The Ordinance delineates between home-stay lodging (lodging in which the home is the principal residence of the operator) and whole house lodging (lodging in which the unit is not the principal residence of the operator). Short-term rental permits must be renewed annually and operators must pay a monthly 8% hotel/motel tax.

### Minimum Off-Street Parking Requirements

Off-street parking requirements vary by housing type. Single-family homes detached homes, duplexes, and mobile homes must have two off-street spaces. For multifamily properties, requirements range from 1.25 spaces per unit for one-bedroom or studio units to 2.25 spaces per unit for three-bedroom units.

## CURRENT HOUSING INITIATIVES AND RESOURCES

East Point residents are served through a variety of housing programs and resources at the local, county, and state level, summarized below.

### 50 WORST PROPERTIES PROGRAM

In 2010, the City of East Point created the 50 Worst Properties program as a housing initiative meant to address the growing numbers of hazardous, vacant, and abandoned properties in the city, particularly in the East Washington, River Park, and Center Park neighborhoods. Its objectives include:

- Restoring tax delinquent properties to the City's property tax role;
- Transferring city-owned properties from the City to the East Point Redevelopment Agency; and
- Identifying additional properties to be included in the program.



From 2013 to 2021, the 50 Worst Properties program addressed 302 properties, of which 25% were demolished, 22% were brought into compliance, 21% are under consent orders, and another 21% are owned or maintained by the City.

### EAST POINT HOUSING AUTHORITY

The East Point Housing Authority (EPHA) administers publicly supported housing options through the U.S. Department of Housing and Urban Development (HUD) Public Housing and Housing Choice Voucher programs.

EPHA operates two public housing developments in East Point: Hurd Homes in the East Washington neighborhood and Martel Homes adjacent to the River Park neighborhood. Combined, these sites provide about 180 public housing units. Additionally, according to the EPHA's 2023 Annual Plan and 2023-2027 5-Year Action Plan, the agency administers 512 Section 8 Housing Choice Vouchers, for a combined total of 692 publicly supported housing units in the city.

### FULTON COUNTY TENANT BASED RENTAL ASSISTANCE PROGRAM (TBRA)

The TBRA program is funded by the HUD HOME program and is designed to help Fulton County residents experiencing homelessness to obtain stable, safe, decent and affordable housing. Fulton County inspects proposed units for compliance with Housing Quality Standards, while the Housing Authority of Fulton County administers the program.

## **FULTON COUNTY HOUSING REHABILITATION PROGRAM**

The Housing Rehabilitation Program provides funding to eligible homeowners in the City of Atlanta, Fulton County and unincorporated Fulton County to repair, improve and remove health or safety hazards from dwellings. Eligible rehabilitation activities include electrical repairs, HVAC system repairs, roof replacement or repair, plumbing repair, weatherization, and accessibility improvements.

## **FULTON COUNTY HOMEOWNERSHIP PROGRAM (HOP)**

The HOP offers down payment and closing cost assistance to income-eligible homebuyers in Fulton County. Assistance includes up to \$10,000 through a deferred payment, no interest loan for buyers that occupy their home for at least six years. As long as borrowers remain in their home for six years, the lien is canceled with no payments due upon the end of those six years. The maximum home sale price under the program is \$272,000 as of 2021 and homes must either have a Certificate of Occupancy (for new homes) or pass a property inspection by Fulton County (for existing homes).

## **FULTON COUNTY HOMELESS ASSESSMENT CENTERS**

The Fulton County Homeless Assessment Centers serve as the coordinated entry access points for Fulton County residents experiencing homelessness. East Point residents are served by the South Fulton County Assessment Center located in College Park, which is about 10 miles away.

## **GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS LOW-INCOME HOUSING TAX CREDIT (LIHTC)**

The Low-Income Housing Tax Credit (LIHTC) program, administered by the Georgia Department of Community Affairs, provides tax credits for developers building affordable rental housing. There are currently 12 LIHTC properties in East Point, with about 1,900 units of income-restricted housing. About 450 units in three properties are at-risk of being lost from the affordable housing supply over the next five years as the developments age out of their 30-year affordability periods.



# COMMUNITY INPUT

Resident and other stakeholder input forms a foundation for East Point’s Housing Needs Assessment and Neighborhood Revitalization Strategy. To gather community member perspectives, the City of East Point and Mosaic Community Planning used a variety of approaches, including:

- A public kickoff meeting for the project;
- Attendance at Neighborhood Association meetings for Center Park, East Washington, and River Park;
- Meetings with East Point’s Georgia Initiative for Community Housing (GICH) Team;
- Interviews with local stakeholders; and
- An online and hardcopy survey open to all community members.

With each outreach method, the City and Mosaic queried participants regarding housing needs in the City of East Point and the Center Park, East Washington, and River Park neighborhoods; likes and dislikes about available housing and community resources; and opportunities for neighborhood improvements. This chapter summarizes the community engagement process and input received from residents and other stakeholders.

## PROJECT KICKOFF MEETING

The City of East Point held a public project kickoff meeting on Tuesday, July 25, 2023, at 6 PM at the East Point City Annex to introduce the Housing Needs Assessment to community members and gather initial input for the plan. Comments received during the meeting reflected a desire for high-quality housing in a variety of types, including single-family detached homes, townhomes, and

**EAST POINT GEORGIA**

Take the Survey!  


**Please Join Us!**  
**East Point Housing and Neighborhoods Plan Kickoff Meeting**  
 Tuesday, July 25<sup>th</sup> at 6:00 PM  
 East Point City Annex, 3121 Norman Berry Dr

**TAKE THE HOUSING SURVEY:**  
[surveymonkey.com/r/eastpointhousingsurvey](https://surveymonkey.com/r/eastpointhousingsurvey)

East Point’s Housing Needs Assessment and Neighborhood Plan will focus on the **East Washington, River Park, and Center Park** neighborhoods.

The plan will identify needs related to housing and community resources. It will also develop strategies to improve and maintain housing and address blighted properties. Community input is essential to this plan and all residents are encouraged to participate.

Please contact **Angela Blatch, City of East Point, 404-270-7020** if you have questions about the project or need ADA or language accommodations to participate. Accommodations requests should be made **at least three business days prior** to the meeting.

single-family detached homes, townhomes, and small multifamily (2-4 units) structures. Attendees identified the need for homeownership assistance for first-time buyers and assistance to help seniors or others with fixed or low incomes remain in their homes. Participants also noted several opportunities for neighborhood enhancement, including more greenspace, community gardens, interactive and historically/culturally relevant art, and other placemaking efforts.



City of East Point  
**Housing Needs Assessment and Neighborhood Plan Kickoff Meeting**  
 July 25, 2023

provides more detailed information about the community's vision for East Point housing and neighborhoods as discussed at the kickoff meeting.

**FIGURE 2. KICKOFF MEETING INPUT****Q1: What uses would you like to see East Point consider for empty lots in your neighborhood?**

- Quality housing to replace units that were lost and bring in new tax revenue
- Single-family homes, duplexes, quadraplexes and townhomes with a mix of tenures
- Tiny homes
- Pocket parks and community gardens
- Nature trails and a dog park
- Interactive art

**Q2: What types of assistance might someone need to access housing in your neighborhood?**

- Downpayment assistance for first-time homebuyers
- Homebuyer education and a list of resources
- Incentives for first responders to live in the neighborhoods they serve

**Q3: What types of assistance might someone need to stay living in quality housing within their current neighborhood?**

- Assistance for seniors such as tax abatements and help with home repairs or utility costs
- Assistance or rebate programs for weatherization and roof maintenance and/or repair
- Career training and junior college scholarships

**Q4: What opportunities are there to improve access to community resources such as parks, grocery stores, schools, jobs, healthcare, etc. within your neighborhood?**

- Improved walkability, including traffic calming measures and sidewalk improvement/expansion
- Addition of a swimming pool or splash pad/recreation center in the area
- Neighborhood signage and placemaking, with City of East Point currently developing wayfinding signage using grant funds
- Artwork, murals and beautification efforts that celebrate neighborhood history
- More collaboration with Trees Atlanta and Habitat for Humanity
- More tree trimming and improved easement maintenance to ensure stop signs are visible
- Continued responsiveness by code enforcement especially related to litter and parking
- Improved communication through City Council about the availability of various programs and services such as for seniors and people with disabilities
- Improved communication with City of East Point staff when residents email or call regarding issues
- Activities that honor the military
- Improved curb appeal including for businesses
- Better access to healthcare facilities and healthy grocery stores
- Improved exits from highways
- Redevelopment of old Volkswagen dealership on Washington Road

**Q5: What aspects of your neighborhood are most important to you?**

- Trees and the tree canopy, shade and sustainability
- Walkability and proximity to downtown East Point
- Not autocentric; speed limits should be 25 miles per hour on residential streets
- Neighbors; more central places to meet such as a pocket park or coffee shop could build on the neighborliness



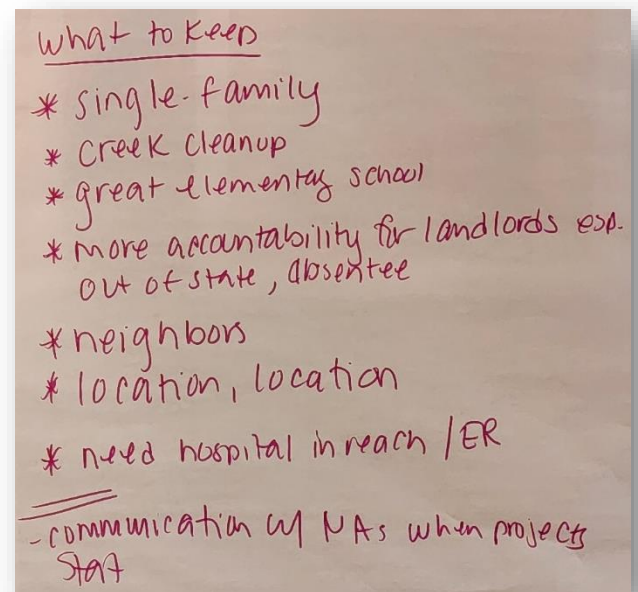
## NEIGHBORHOOD ASSOCIATION MEETINGS

During November and December 2023, the City of East Point and Mosaic Community Planning attended Neighborhood Association meetings for Center Park, East Washington and River Park to gather ideas related to housing and access to community resources specific to each neighborhood. Meetings included:

- River Park – Thursday, October 26, 2023 at 6:40 PM at East Point Church
- East Washington – Sunday, November 19, 2023 at 3:00 PM at New Grant Chapel AME Church
- Center Park – Wednesday, December 6, 2023 at 7:00 PM at East Point Fire Department Station 4

### RIVER PARK

Attendees at the River Park Neighborhood Association meeting emphasized a strong desire to see their neighborhood remain single-family residential. They noted the location, neighbors, and single-family homes as favorable attributes. However, residents expressed doubts about the Housing Needs Assessment, questioning how this project will be different from other efforts where neighborhood improvements are planned but ultimately not implemented or significantly delayed. Participants described the need for greater communication between the City and the Neighborhood Association, to keep residents better informed about the status of projects in their area.



### FIGURE 3. RIVER PARK NEIGHBORHOOD MEETING

**Q1: Thinking about vacant lots in River Park, what type of housing or other uses would you like to see there?**

- Single-family homes
- No apartments
- No more duplexes
- Martel Homes redevelopment with public art and closed off pathway to prevent foot traffic in and out
- Need for greater accountability for landlords, especially out-of-state or absentee landlords

**Q2: What opportunities are there to improve access to community resources such as parks, grocery stores, schools, jobs, healthcare, etc. within River Park?**

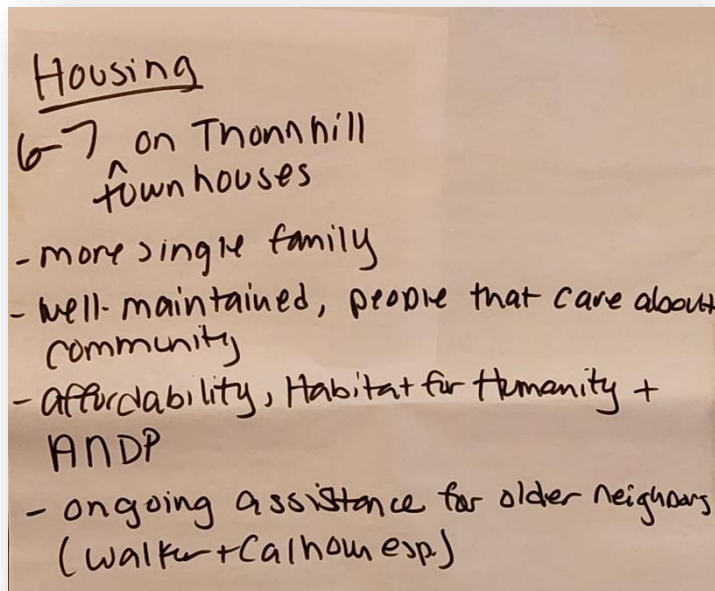
- Improvements to Cleveland Avenue including a more appealing entryway, streetscaping, and cleanup (grass cutting and trash pickup) around Walmart and McDonalds; greater accountability by businesses
- Sidewalk and ADA accessibility improvements; improvements were expected 3-4 years ago using TSPLOST money and neighborhood residents question why there has been a delay
- Road repaving
- Creek cleanup

- Traffic calming, speed bumps, and policing at stop signs (particularly at Sylvan Road and Cedar Avenue intersection); there is a significant safety issue because cars speed through streets where children and other pedestrians are walking; the process for these changes has been bogged down
- Improved responsiveness and code enforcement efforts regarding illegal dumping, which always happens in the same spots; residents make reports but trash is still not picked up
- Improvements to emergency services provision; resident reports that 911 system does not recognize Akron Street address as being within East Point
- Better healthcare access; residents need a hospital/emergency room closer to the neighborhood
- Improved communication by City of East Point staff with neighborhood associations regarding projects planned within the neighborhoods; residents hear about planned improvements (ex: sidewalk improvements funded through TSPLOST) but then do not see them come to fruition or get updates on their status

### Q3: What aspects of your neighborhood are most important to you?

- Single-family homes
- Great elementary school
- Neighbors
- Location

## EAST WASHINGTON



Residents at the East Washington Neighborhood Association meeting identified a desire for more single-family homes and townhomes in the area, with a focus on homeownership. They noted the need to encourage affordable homeownership opportunities for teachers, city employees, and others working in the community. Similarly, attendees discussed the need for assistance for existing homeowners, particularly seniors, who may need help making minor home repairs. Community members identified other needs within the neighborhood, particularly around improved walkability and pedestrian safety. Opportunities for community art include neighborhood signage, murals, and mosaics, with possible participation by local high school students. As in River Park, East Washington

residents had questions regarding the status of anticipated improvements in their neighborhood, particularly related to water main replacement.

**FIGURE 4. EAST WASHINGTON NEIGHBORHOOD MEETING****Q1: What issues and concerns do you see in East Washington?**

- Substantial need for walkability improvements and sidewalk improvements
- Issues regarding speeding and drivers that don't stop at stop signs; no ticketing
- Need for traffic calming, including speed bumps and other approaches; residents have submitted requests for traffic calming measures
- Need for a stop sign at Bayard Street and Lyle Avenue
- Narrow roads (for example, Lyle and Pine Avenues); question of whether widening roads would mean widening sidewalks as well; would potentially require easements
- Need for a parks and recreation center and/or community center
- Opportunities for art within the community; for example, signs with the community name, murals or mosaics, other public art; potential opportunity to work with Tri-Cities High School students on art and signage; possible locations include New Grant Chapel, South Fulton Hospital, gateway signage on East Washington
- Water line replacement; residents have questions regarding when water line replacement in East Washington will occur and how it is prioritized relative to other critical needs being coordinated by Public Works with T-SPLOST funding

**Q2: Thinking about vacant lots in East Washington, what type of housing or other uses would you like to see there?**

- More single-family homes
- Townhomes; there are currently 6-7 townhomes planned on Thornhill
- Well-maintained housing with residents who care about the community
- Affordable housing through possible partnerships with Habitat for Humanity and Atlanta Neighborhood Development Partnership (ANDP)

**Q3: What types of assistance or other resources might someone need to stay living in East Washington?**

- Ongoing assistance for older neighbors, particularly along Calhoun Avenue
- Habitat for Humanity program that serves seniors with heating/air conditioner repair, repainting, bathroom repair, etc.
- Need to let older residents know about available assistance; successful approaches may include passing information cards to neighbors and having door-to-door conversations facilitated by someone known in the neighborhood

**Q4: What types of assistance or other resources might someone need to access housing in East Washington?**

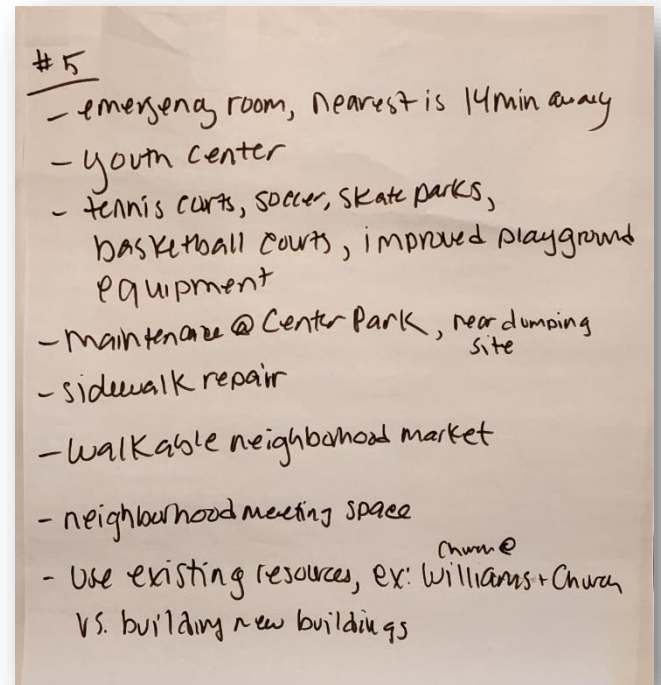
- Downpayment assistance and programs for public servants (teachers, etc.)
- Encouragement for city employees to live in the city
- Programs to increase homeownership
- Increased homestead exemption

**Q5: What opportunities are there to improve access to community resources such as parks, grocery stores, schools, jobs, healthcare, etc. within East Washington?**

- Walking trail along Norman Berry Drive and along the creek

## CENTER PARK

Attendees at the Center Park Neighborhood Association meeting described a desire to see continued diversity in housing options (single-family homes, ADUs, duplexes, and other multifamily housing) in the future. Development by Habitat for Humanity in partnership with a land trust could help expand affordable homeownership opportunities. Participants noted that the neighborhood's friendly atmosphere is one of the things they like most about Center Park, and that additional community space is needed. Examples suggested include a community garden, additional greenspace, a neighborhood market, a coffee shop, a youth center, picnic shelters and recreation facilities. Resources to help current residents remain in their homes will be important, such as property tax relief and prevention of title theft or home sales scams, as well as marketing about available assistance so people know how to access such resources. East Point should look for opportunities to use existing neighborhood facilities as resources for new activities, considering possible efficiencies and cost savings compared to developing new buildings.



### FIGURE 5. CENTER PARK NEIGHBORHOOD MEETING

#### Q1: What issues and concerns do you see in Center Park?

- Squatters in vacant homes
- Absentee owners/investors; vacant homes owned by shell corporations located outside the US
- Lots of Airbnb/short-term rentals
- Need to maintain affordability for long-term residents
- Code violations that homeowners are unable or cannot afford to fix
- Tax foreclosures
- Home sales scammers/title theft; residents need information about available mortgage assistance
- Need for improved streetlighting and sidewalks
- Illegal dumping
- Soil, air, water and environmental concerns, especially near schools
- Homelessness and mental health concerns

#### Q2: Thinking about vacant lots in Center Park, what type of housing or other uses would you like to see there?

- Mix of housing types, including duplexes and apartments
- Diverse housing types exist in the neighborhood already
- Greater density and condominiums along Main Street and other arterials; live, work, play atmosphere
- Possible land trust and partnership with Habitat for Humanity to create new affordable housing
- No McMansions or extremely large homes

- Housing that is visually compatible with other in the neighborhood
- More community spaces like coffee shops
- Public greenspace; for example, paths and removed fencing around water tower

**Q3: What types of assistance or other resources might someone need to stay living in Center Park?**

- Mortgage assistance and tax assistance combined with more widespread community education about available programs
- Property tax reduction for existing residents; education about how to apply for tax relief at the city and county level
- Tax appeal workshops
- Pro bono estate planning to prevent heir property issues
- Education regarding predatory homebuyers and shady contractors
- Funding for home improvements/repairs
- More medical facilities and other community resources

**Q4: What types of assistance or other resources might someone need to access housing in Center Park?**

- Downpayment assistance, especially for city employees, first responders and single parents
- Permitting for ADUs and resources to help people build ADUs
- Plan to improve walkability to Hapeville and College Park

**Q5: What opportunities are there to improve access to community resources such as parks, grocery stores, schools, jobs, healthcare, etc. within Center Park?**

- Improved health care facilities; the nearest emergency room is about 14 minutes away
- Potential to add a youth center and recreation facilities (examples: tennis courts, soccer, skatepark, basketball court, improved playground equipment)
- Better maintenance at Center Park; there is an illegal dumping site nearby
- Sidewalk repair
- Development of a walkable neighborhood market
- More neighborhood space such as picnic shelters and community gardens
- There are opportunities to use existing neighborhood resources rather than building new buildings (examples: AT&T substation parking lot, East Point Church of Christ at Church Street and Williams Avenue)
- Redevelopment at the old Volkswagen dealership; 50 Worst Properties program has been dealing with the site and demolition is expected to begin soon

**Q6: What aspects of your neighborhood are most important to you? What attracts people to Center Park?**

- Diversity
- Walkability and proximity to downtown and MARTA
- Friendly neighbors; it's a neighborhood where people know one another and see one another when walking their dogs or doing other day-to-day activities
- Laid back sensibility
- Affordability, especially relative to Atlanta
- New school makes the area attractive to families

## COMMUNITY SURVEY

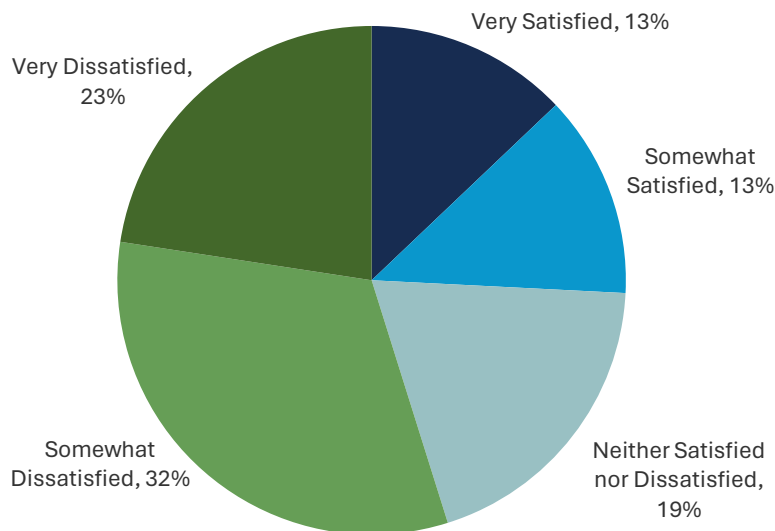
In addition to gathering feedback during the public kickoff meeting and Neighborhood Association meetings, East Point also offered a community survey open to the general public. The survey ran from July through December, allowing residents to participate online or complete a hard copy survey at a public meeting. The survey received 31 responses, summarized here. Complete survey results are available in the appendix to this report.

### EXISTING HOUSING IN EAST POINT

When asked how satisfied they are with the housing choices available in East Point, the majority of survey participants said that they are somewhat or very dissatisfied (55% or 17 people) compared to about one-quarter who said they are somewhat or very satisfied (26% or 8 people) (see Figure 6). Most common factors that limit housing choice in East Point include the cost of for-sale units, a lack of desired amenities (outdoor space, parking, etc.), the cost of rental units, too few units available for sale, and housing that is too small for respondents' needs. Each of these factors was selected by 6 or more survey respondents.

**FIGURE 6. HOUSING SATISFACTION**

**How satisfied are you with the housing choices (including types, sizes, and prices) currently available in East Point?**



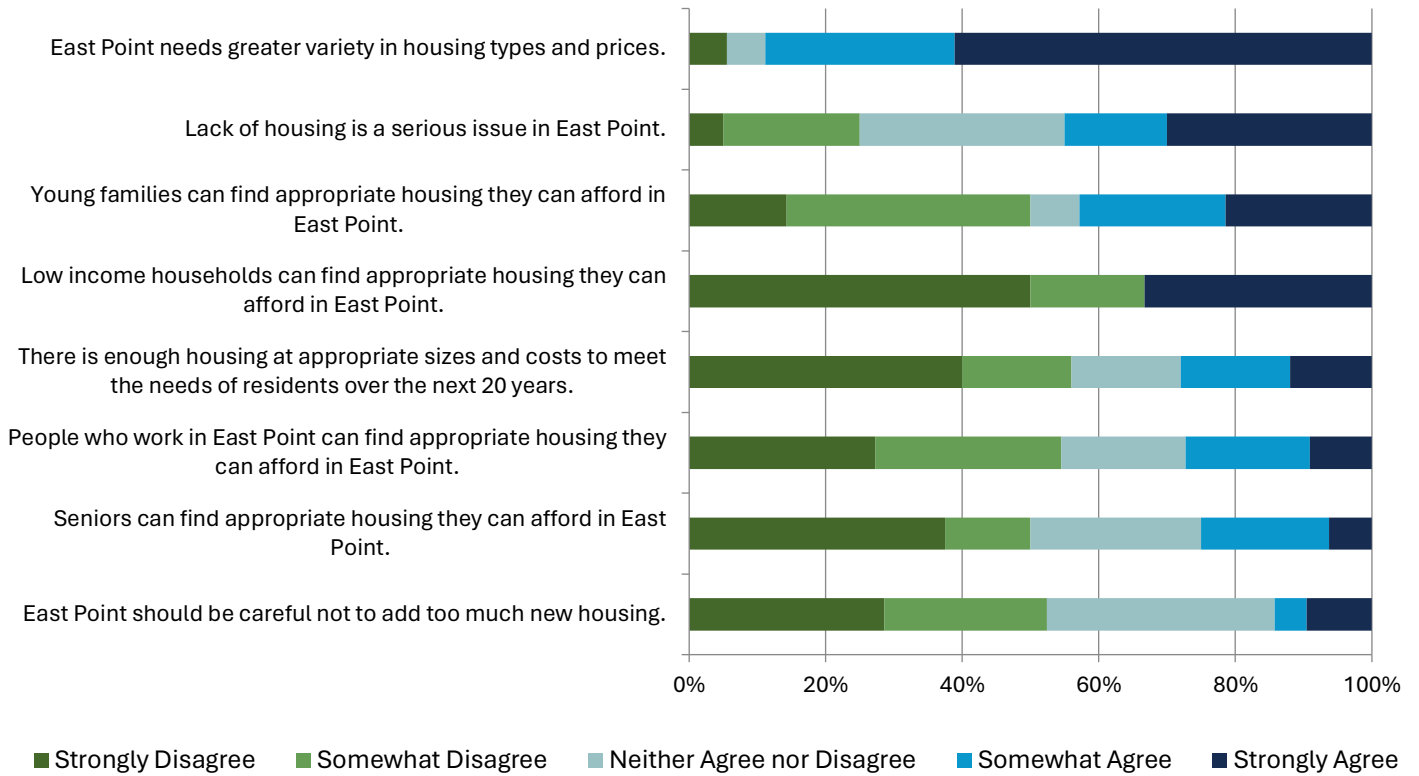
Survey participants were also asked how strongly they agreed with a series of statements about housing in East Point (see Figure 7). Strongest consensus was around the following statements:

- About 89% of respondents (16 people) somewhat or strongly agree that “East Point needs greater variety in housing types and prices.”
- About 67% of respondents (4 people) strongly disagree that “Low income households can find appropriate housing that they can afford in East Point.” Note that only 6 total participants provided a response for this statement.

- About 56% of respondents (14 people) somewhat or strongly disagree that “There is enough housing at appropriate sizes and costs to meet the needs of residents over the next 20 years.”
- About 55% of respondents (6 people) somewhat or strongly disagree that “People who work in East Point can find appropriate housing they can afford in East Point.” Only 11 total participants provided a response for this statement.

**FIGURE 7. HOUSING STATEMENTS**

**Please indicate how strongly you agree with the following statements.**



The survey also queried participants about what price ranges of rental and for-sale housing have the biggest shortage in East Point. For rental housing, respondents estimated the biggest shortfalls to be within the \$800 to \$999 and \$1,000 to \$1,249 ranges (selected by 34% and 17% of people, respectively). For for-sale housing, the biggest shortfalls were identified in the \$150,000 to \$249,999 and under \$150,000 ranges (selected by 62% and 28% of people, respectively).

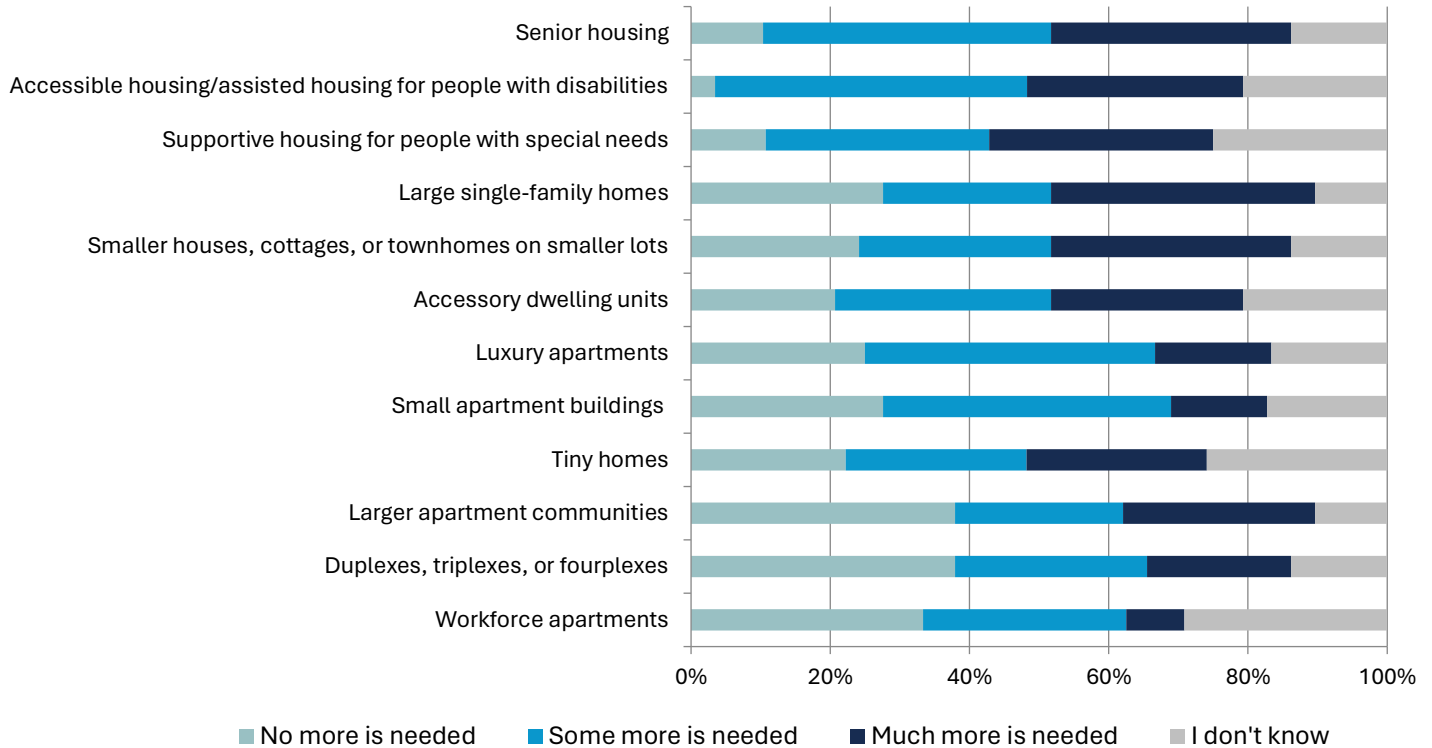
### FUTURE HOUSING IN EAST POINT

A series of survey questions inquired around participants’ visions for future housing development or redevelopment in East Point. As shown in Figure 8, when asked to identify housing types needed in East Point, most common answers were senior housing, accessible or assisted housing, supportive housing for special needs populations, and a variety of types of single-family homes including large and small detached homes and attached housing (i.e., townhomes). For each of these housing types, more than 60% of participants said that “some more is needed” or

“much more is needed.” Of multifamily housing types, small apartment buildings were the most likely to be identified as needed by survey participants, with 55% saying “some more” or “much more” are needed.

**FIGURE 8. HOUSING TYPES NEEDED**

**Which of the following housing types does East Point need more of? Please rate the extent to which you believe that more of the following housing types are needed.**



When asked to select what the City of East Point should prioritize in future housing development, most popular responses (all selected by more than one-half of participants) include:

- Mix of uses (residential, shopping, entertainment, employment, schools, etc.) in strategic locations;
- Walkable neighborhoods;
- Variety of housing types, styles, and price points;
- Accessible public transit;
- Connections to trail networks and parks; and
- Well-designed buildings that fit in with the neighborhood.

Considering locations that would be most appropriate for additional housing, participants most commonly selected vacant residential land, vacant or underdeveloped commercial land, and filling in gaps within older neighborhoods. These options were all selected by more than one-half of survey takers.



## HOUSING ASSISTANCE AND ATTAINABILITY

In response to a question about what it means for housing to be “attainable,” survey participants identified affordability as a major concern, with several people noting that housing costs should be less than about 30% of a household’s income. Others noted that “attainability” requires variety in housing types and price points to ensure that quality housing is available for residents of all incomes and that options exist to attract new residents to East Point. Affordability for young homeowners and families, along with seniors with fixed-incomes, is important to survey respondents, as is the availability of housing affordable accessible for people with disabilities.

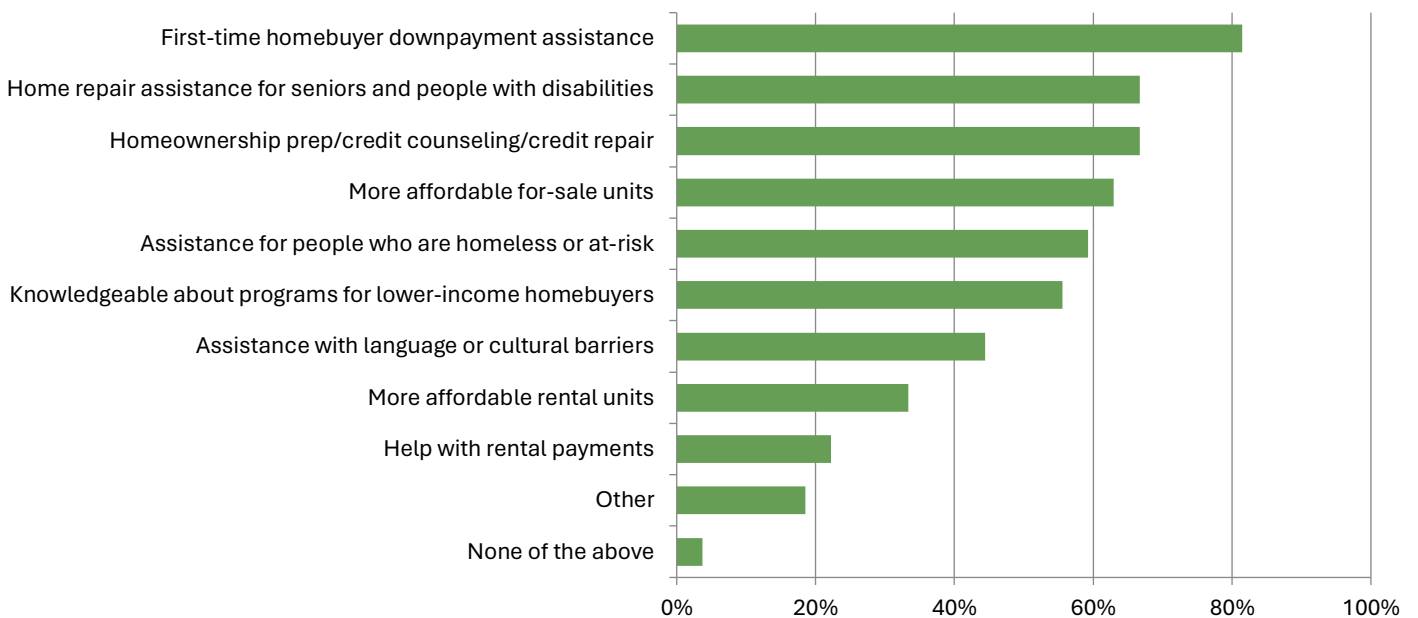
To improve attainability, survey participants suggest the following approaches:

- First-time homebuyer assistance, such as classes and downpayment assistance.
- Effective marketing and community education about available programs/assistance and how to qualify.
- Improved permitting process and reduced permitting burden for the addition of ADUs.
- Redevelopment of blighted and vacant property.
- Focus on property ownership by local residents rather than large corporations or out-of-state organizations.
- Review the City’s Zoning Code to reduce unnecessary requirements and incorporate inclusionary zoning provisions.
- Identify strategic partners and potential funding sources for affordable housing.
- Develop local amenities that residents need, such as grocery stores.

Survey participants also selected from a variety of types of housing assistance to identify what may be most helpful in making housing more attainable (see Figure 9).

**FIGURE 9. HOUSING ASSISTANCE**

**What types of assistance may be helpful in making housing more attainable in East Point? Check all that apply.**



Top responses were first-time homebuyer downpayment assistance; home repair assistance for seniors and people with disabilities; homeownership preparation, credit counseling, and credit repair classes; and more affordable for-sale units. These answers were all selected by more than 60% of survey participants.

## PARTICIPANT DEMOGRAPHICS

Survey participants represent a variety of neighborhoods in East Point. The largest numbers are from East Washington, River Park, and Center Park (a combined total of 20 out of 31 people). Other neighborhoods include Marion Park, Egan Park, Jefferson Park, Conley Hills, Colonial Hills, and Frog Hollow.

The vast majority of respondents are homeowners (96%). Age ranges from 30 to 70+ are represented among survey participants, as are household income ranges from \$50,000 to \$200,000 or more. The majority of participants identify as Black or African American (56% or 15 people) and 30% identify as white (8 people).

## STAKEHOLDER INTERVIEWS

To gather perspectives on specific housing-related topics in East Point, Mosaic Community Planning invited local stakeholders to participate in one-on-one interviews. Key points gathered from interviews are outlined below.

- East Point needs a mix of housing types, including affordable rental housing and affordable for-sale housing. Housing within the city should be affordable to working families. These needs have been identified by the community during recent planning processes.
- The City should consider inclusionary zoning policies and other approaches that would require developers to include affordable housing as part of their development plans. New housing should be accessible to MARTA and other public transit options.
- There is a need for greater awareness about available housing resources in the community. East Point would benefit from a centralized location with information about homeownership programs (example: DCA's Georgia Dream Homeownership Program) and from housing fairs that provide information to residents.
- There is concern that as new residents move to East Point, particularly to older and historically affordable neighborhoods, housing costs will increase and "price out" residents who have lived there for a long time.
- Private landlords often take advantage of low- and moderate-income families by charging rents for properties with mold and other major habitability issues, however, this is a difficult issue to address.
- Credit history and background checks are frequent barriers people face in obtaining rental housing.
- Homelessness is a big issue in East Point. People sleep in the woods, in cars, in hotels, and stay with friends or family.
- East Point has an aging community and should consider the need for housing and services for seniors. Past senior housing projects have been quite successful.
- Discriminatory housing policies have resulted in worse healthcare outcomes in historically redlined neighborhoods. While the city is majority Black, there is likely still socioeconomic segregation among neighborhoods.
- The City of East Point should review its permitting process, which is lengthy and could be streamlined.
- In addition to housing, there is a need for businesses within the city's neighborhoods. For example, more fresh markets and healthier food options for residents.