



CITY OF EAST POINT HOUSING NEEDS ASSESSMENT AND NEIGHBORHOODS REVITALIZATION PLAN

SEPTEMBER 2024



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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

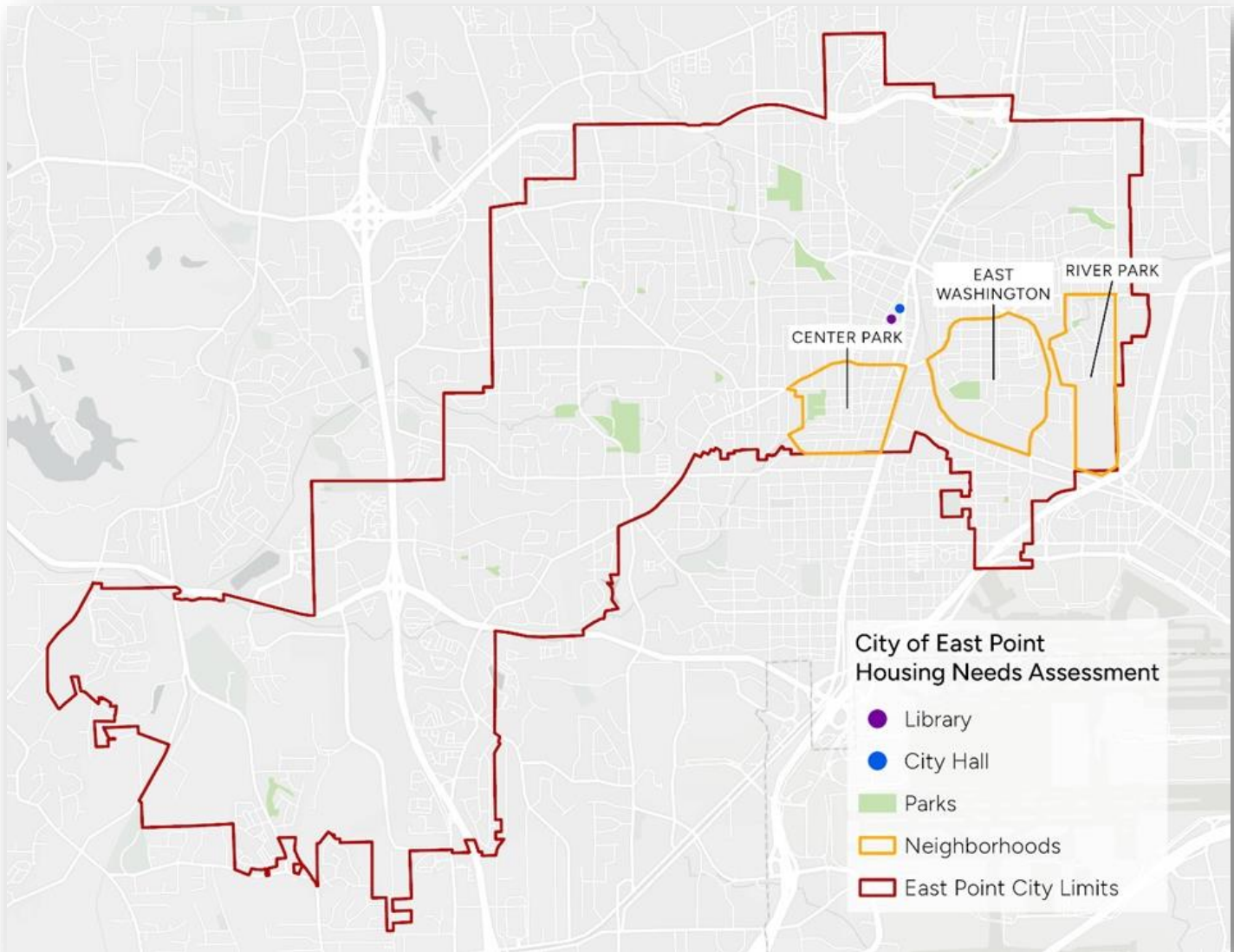
The Housing Needs Assessment focuses on East Point's East Washington, River Park, and Center Park neighborhoods, the majority of which are within City Council Ward B; a portion of Center Park falls within Ward A (see Figure 1). These historically African American neighborhoods developed adjacent to industrial 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 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

EAST POINT GEORGIA

Take the Survey!

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

TAKE THE HOUSING SURVEY:
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.

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.

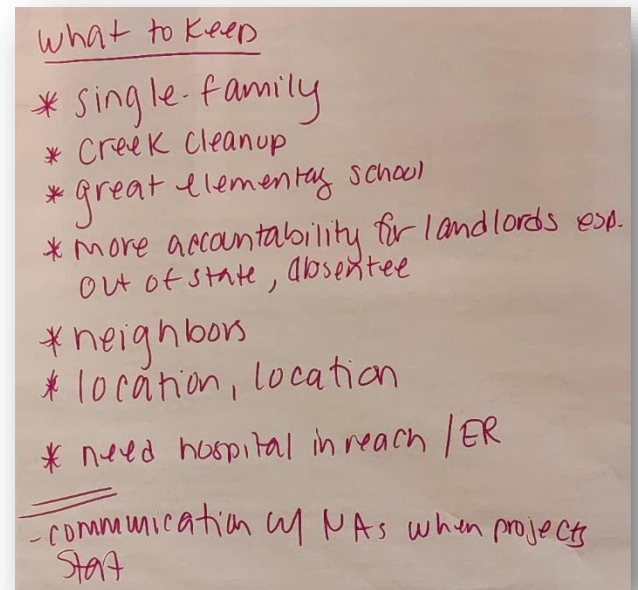


FIGURE 3. RIVER PARK NEIGHBORHOOD MEETING

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?

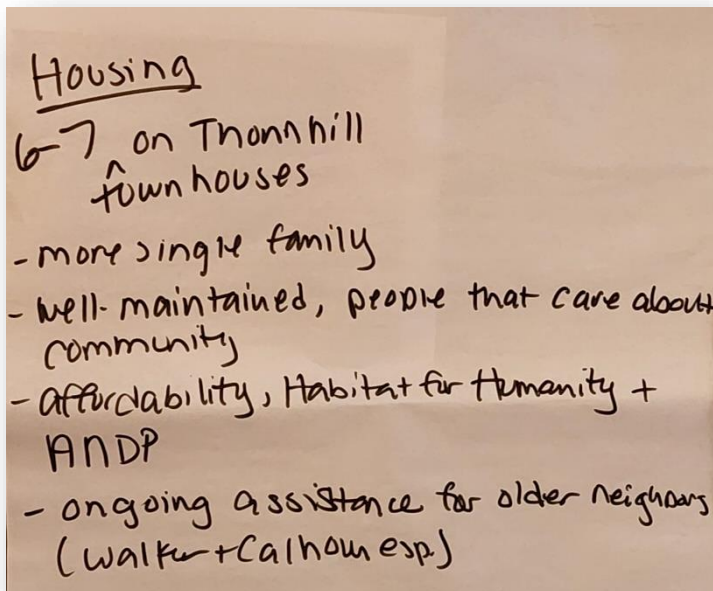
- Improvements to Cleveland Avenue including a more appealing entryway, streetscaping, and cleanup (grass cutting and trash pickup) around Walmart and McDonalds; greater accountability by businesses
- Sidewalk and ADA accessibility improvements; improvements were expected 3-4 years ago using TSPLOST 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.

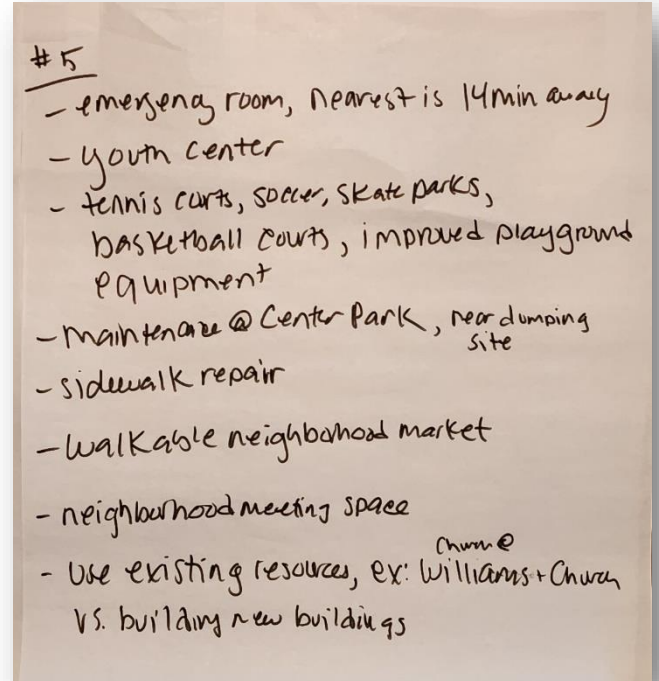


FIGURE 5. CENTER PARK NEIGHBORHOOD MEETING

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

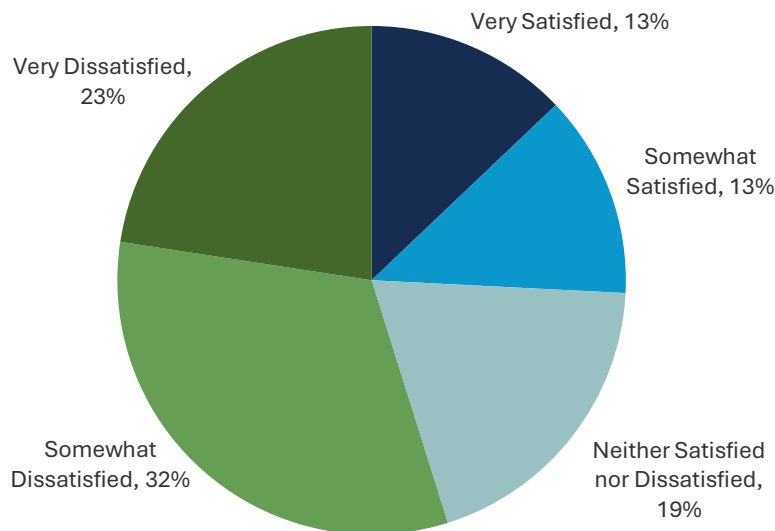
In addition to gathering feedback during the public kickoff meeting and Neighborhood Association meetings, East Point also offered a community survey open to the general public. The survey ran from July through December, allowing residents to participate online or complete a hard copy survey at a public 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?



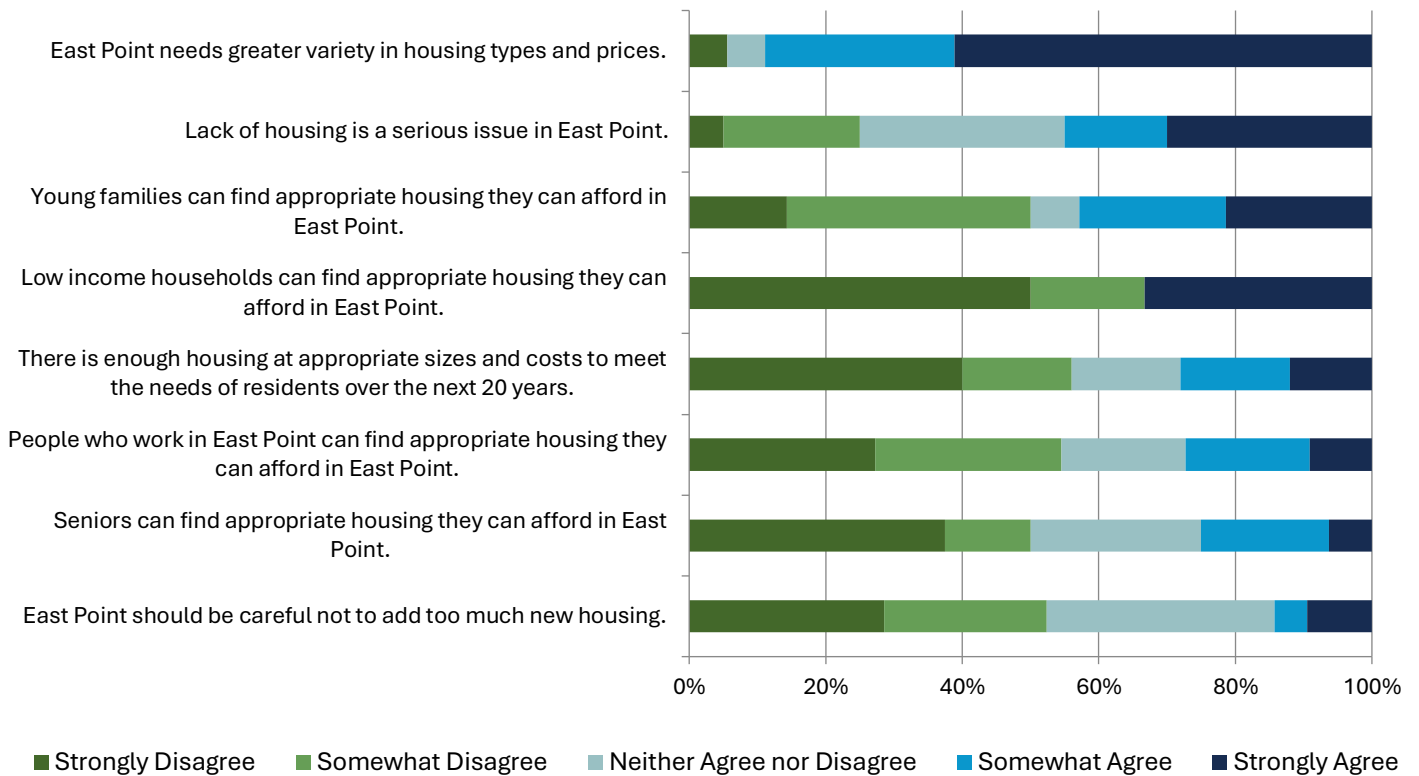
Survey participants were also asked how strongly they agreed with a series of statements about housing in East Point (see Figure 7). Strongest consensus was around the following statements:

- 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).

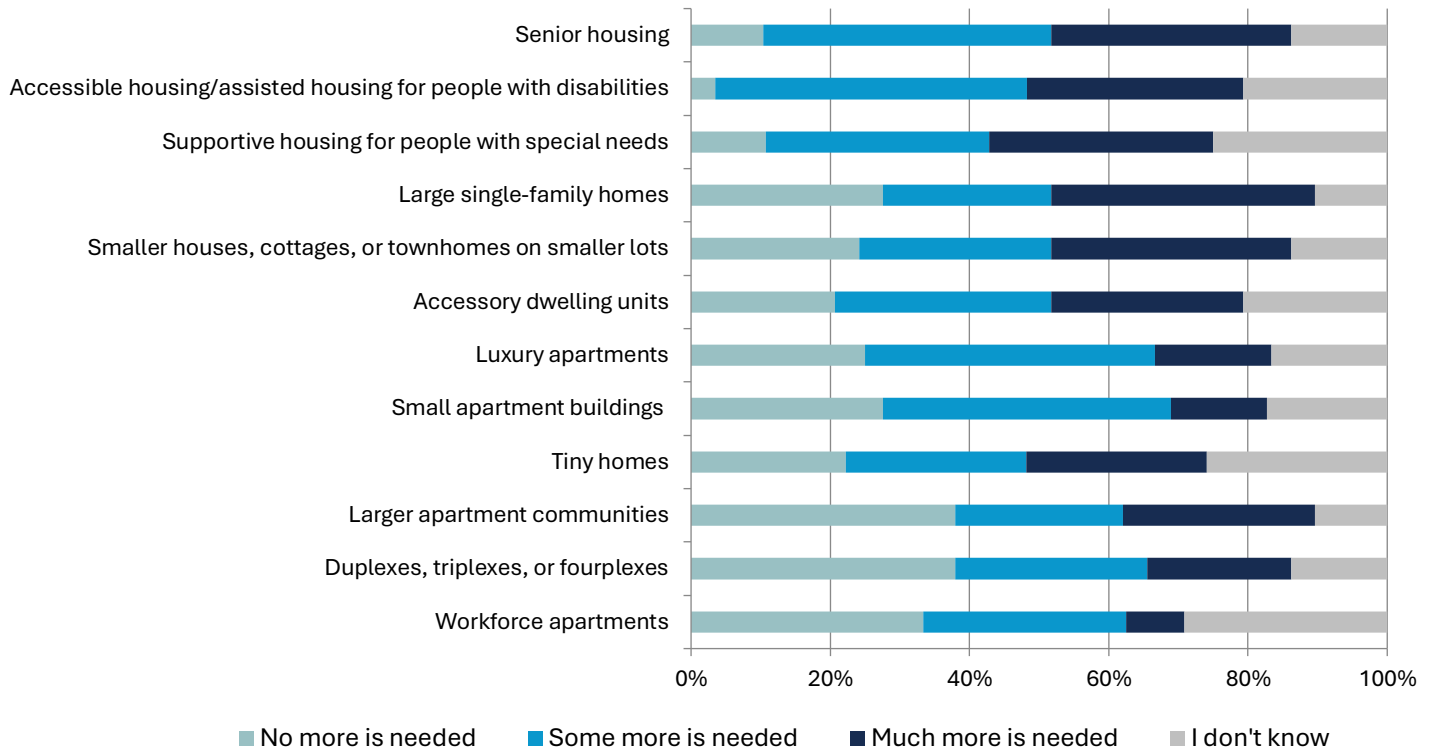
FUTURE HOUSING IN EAST POINT

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.

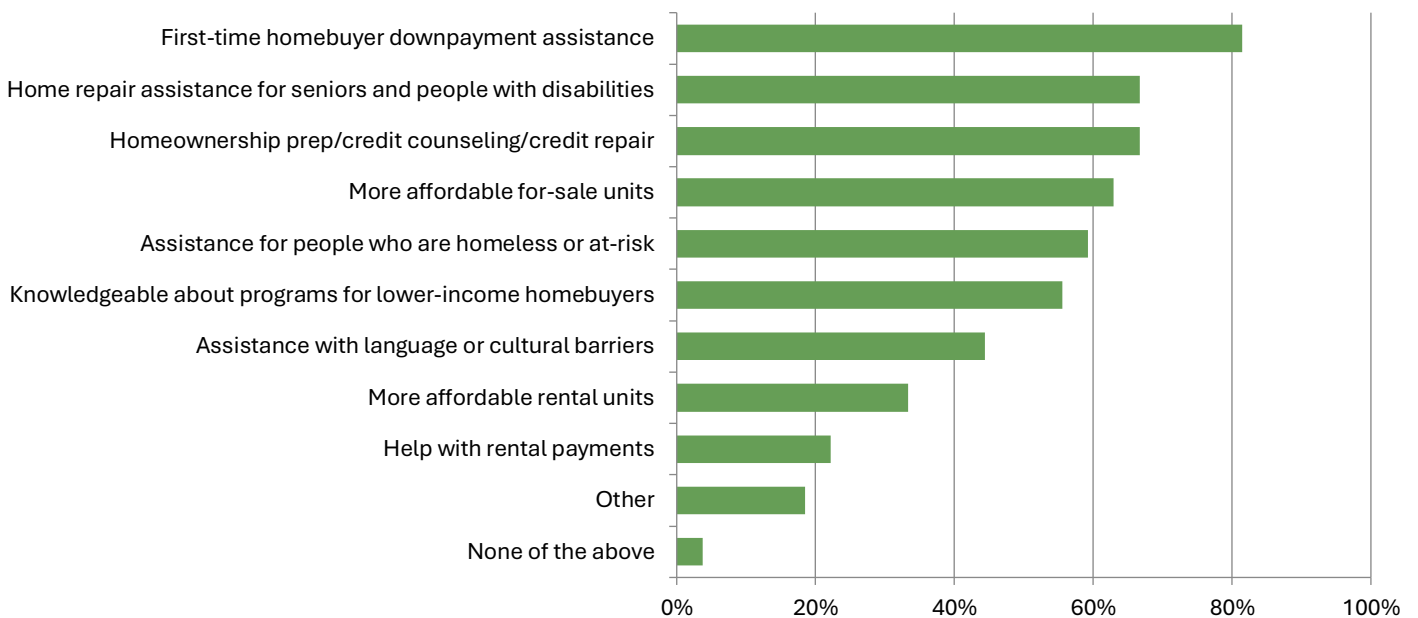
To improve attainability, survey participants suggest the following approaches:

- 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.



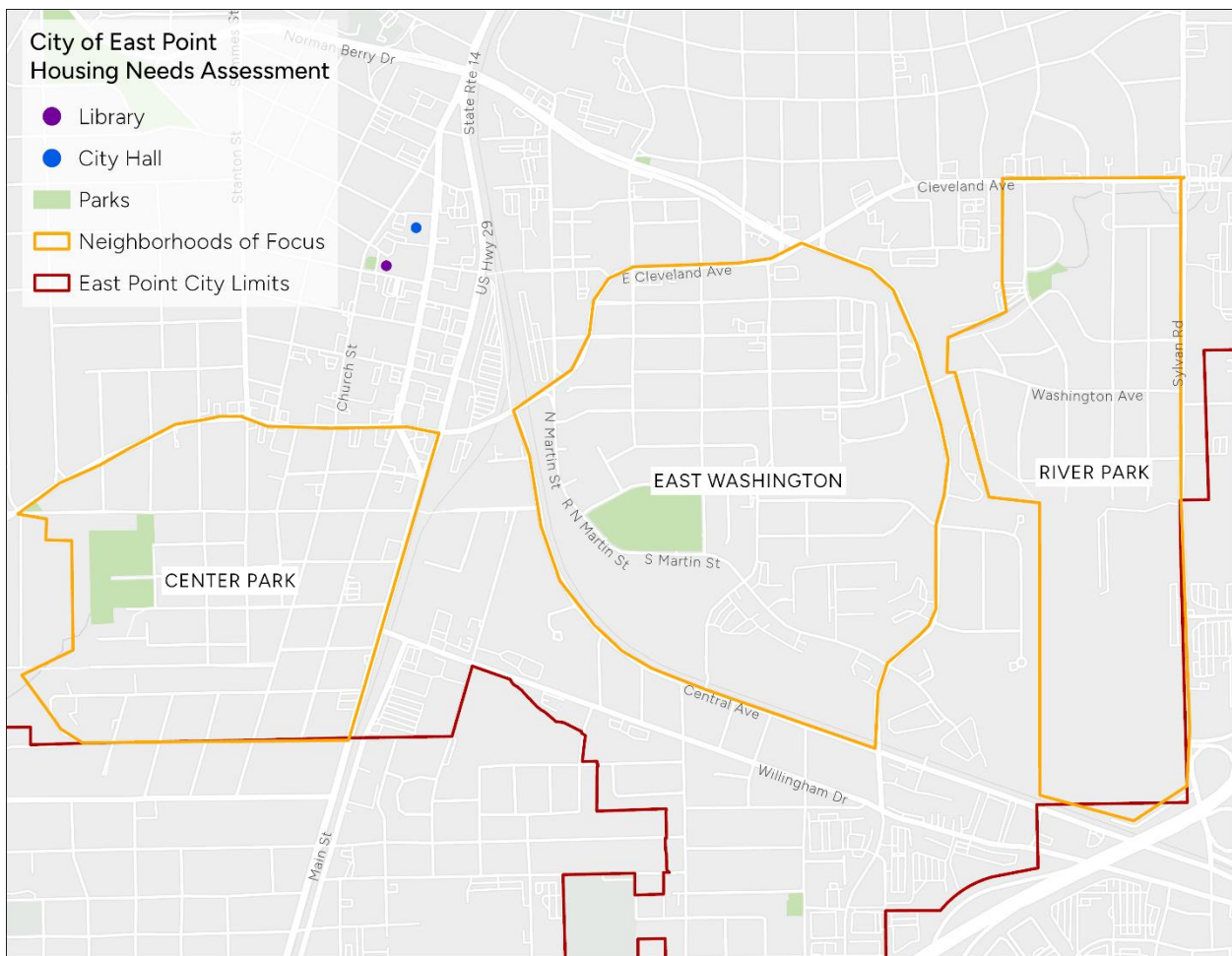
SOCIOECONOMIC PROFILE

To understand housing needs within the City of East Point, an accurate picture of local and regional demographic and economic trends is crucial. This section summarizes a variety of socioeconomic indicators within East Point, Fulton County, and the Atlanta MSA. To the extent that data is available, socioeconomic profiles for the East Washington, River Park, and Center Park neighborhoods are also included.

DEMOGRAPHIC PROFILE

Figure 10 is a map of the plan’s three neighborhoods of focus: Center Park, East Washington, and River Park. East Washington and River Park, which are adjacent to each other, are located in Census Tract 110, and Center Park is located in tract 112.02.

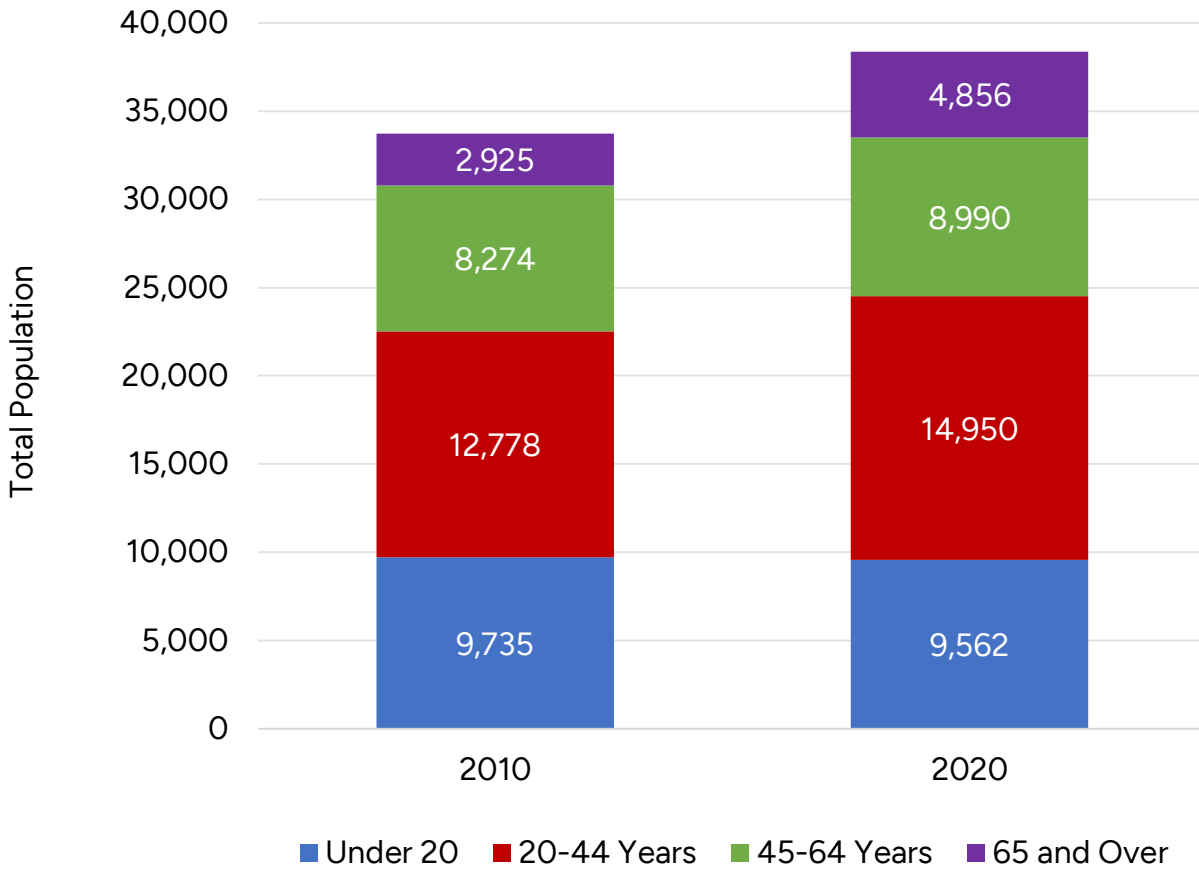
FIGURE 10. CENTER PARK, EAST WASHINGTON, AND RIVER PARK NEIGHBORHOODS



AGE

According to 2020 Census data, the City of East Point has a total population of approximately 38,358 people. In 2010, the population count was 33,712, indicating that the city has grown approximately 13.8% in the past decade. Figure 11 shows that ages 20 years and older increased in number, while the population under 20 decreased slightly.

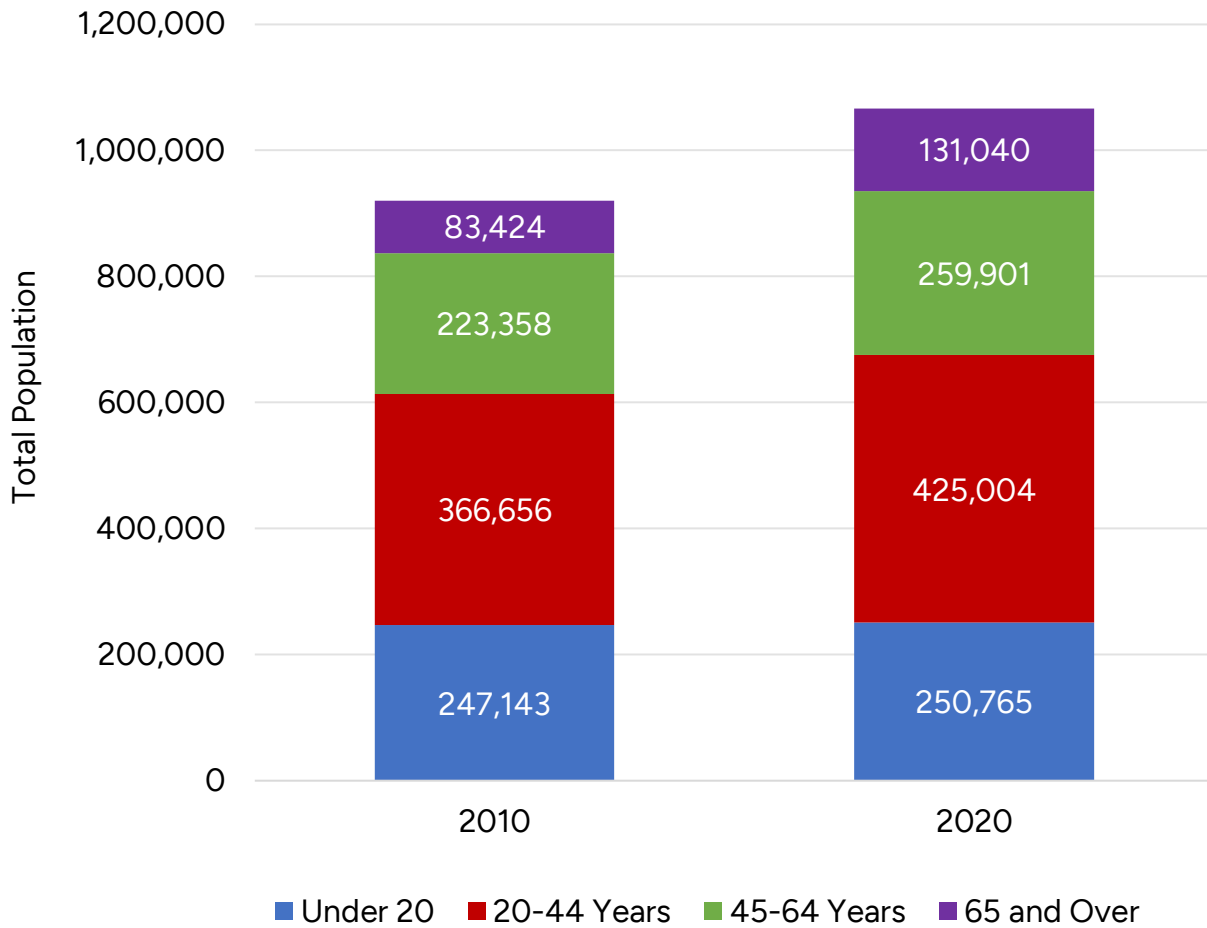
FIGURE 11. POPULATION BY AGE IN EAST POINT, 2010-2020



Source: 2010 Census SF1; 2020 Census Demographic and Housing Characteristics

By comparison, the total population of Fulton County at the time of the 2020 Census was 1,066,710 people, indicating that the county grew approximately 15.9% from its 2010 population of 920,581. Figure 12 shows that all age groups increased in number over this decade, though the increase for those under 20 years old was slight. Throughout the past decade, the City of East Point has made up approximately 3.6% of Fulton County’s total population.

FIGURE 12. POPULATION BY AGE IN FULTON COUNTY, 2010-2020

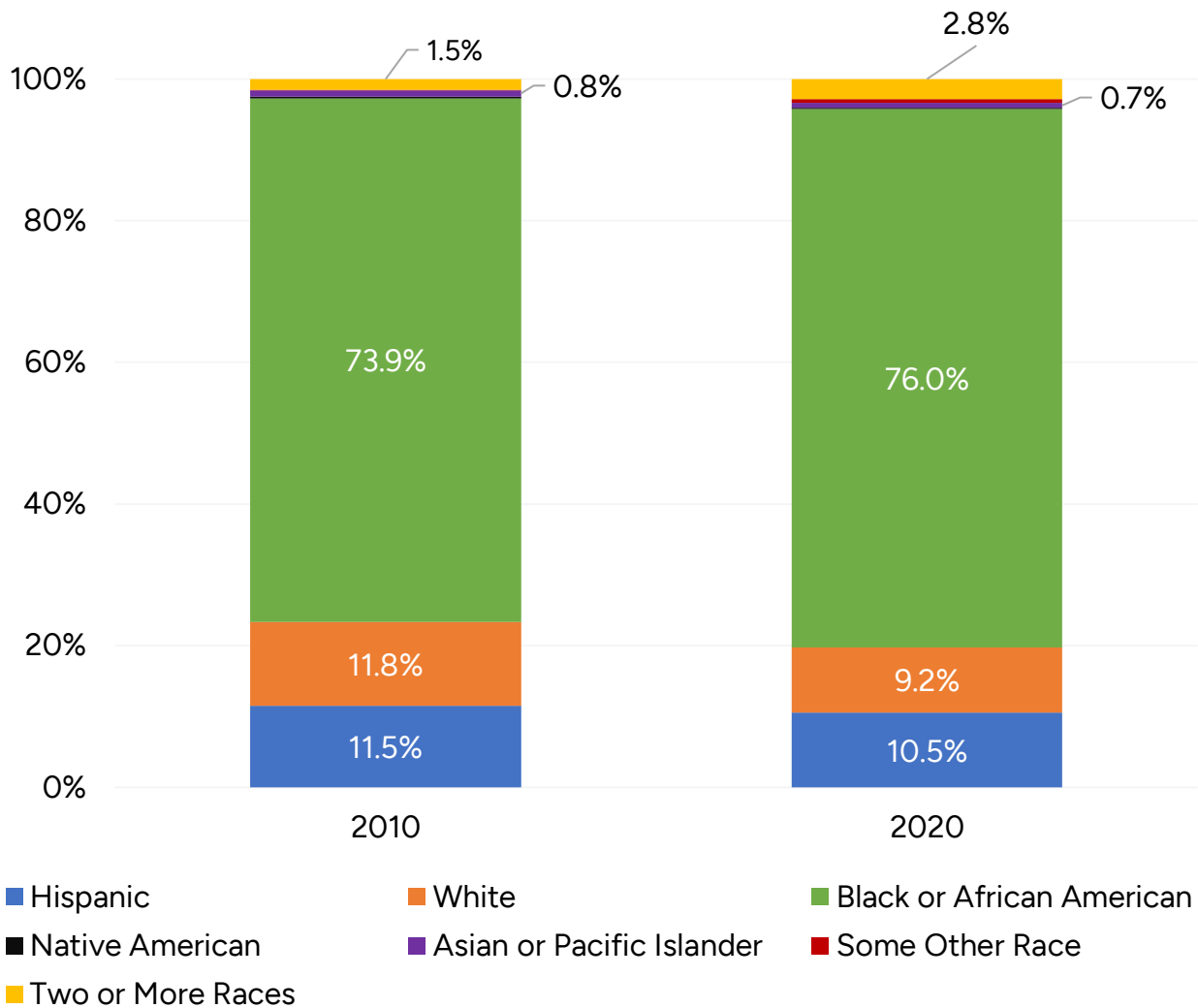


Source: 2010 Census SF1; 2020 Census Demographic and Housing Characteristics

RACE AND ETHNICITY

East Point is a majority Black city, with approximately 76% of its total population identifying as Black or African American at the time of the 2020 Census. This was a slight increase from 2010, during which 74% of its population was Black or African American. Hispanic and white residents make up most of the remaining population. In 2010, the percentage of white residents (11.8%) was slightly higher than the Hispanic population (11.5%). Between 2010 and 2020, both populations decreased in number, resulting in a slightly higher concentration of Hispanic residents (10.5%) than white residents (9.2%). The number of residents identifying as multiracial also increased from 1.5% to 2.8% over the same period.

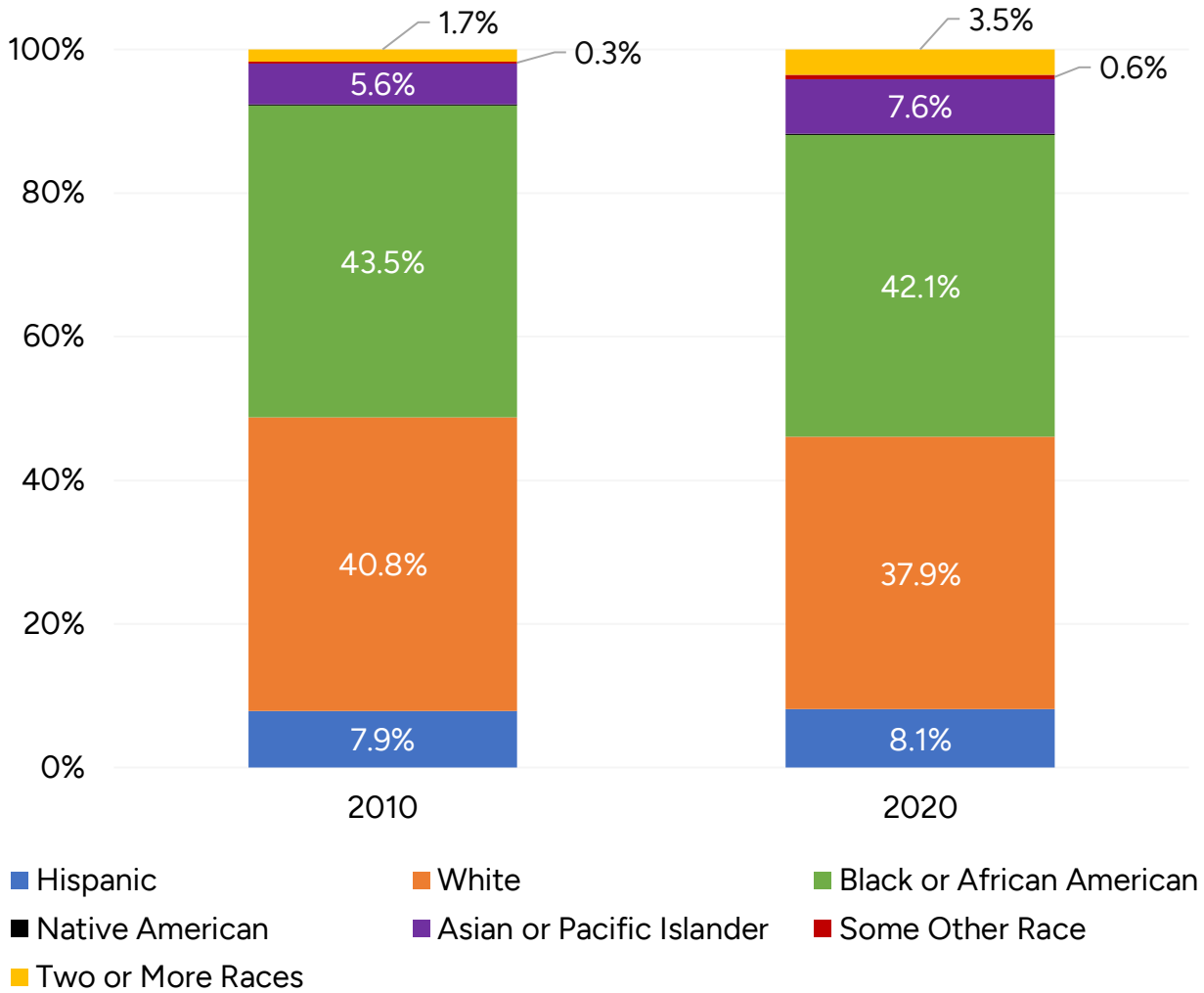
FIGURE 13. RACE AND ETHNICITY IN THE CITY OF EAST POINT, 2010-2020



Source: 2010 Census SF1; 2020 Census Demographic and Housing Characteristics

In comparison to the racial/ethnic composition of the City of East Point (Figure 13), Fulton County contains a much higher percentage of white and Asian/Pacific Islander (AAPI) residents (Figure 14). The county is comprised primarily of Black and white residents, with 42.1% of residents identifying as Black or African American in 2020 and 37.9% identifying as white. Between 2010 to 2020, Fulton County’s AAPI population increased from 5.6% to 7.6%, and its multiracial population increased from 1.7% to 3.5%. The county’s Hispanic population increased slightly as well, growing from 7.9% in 2010 to 8.1% in 2020.

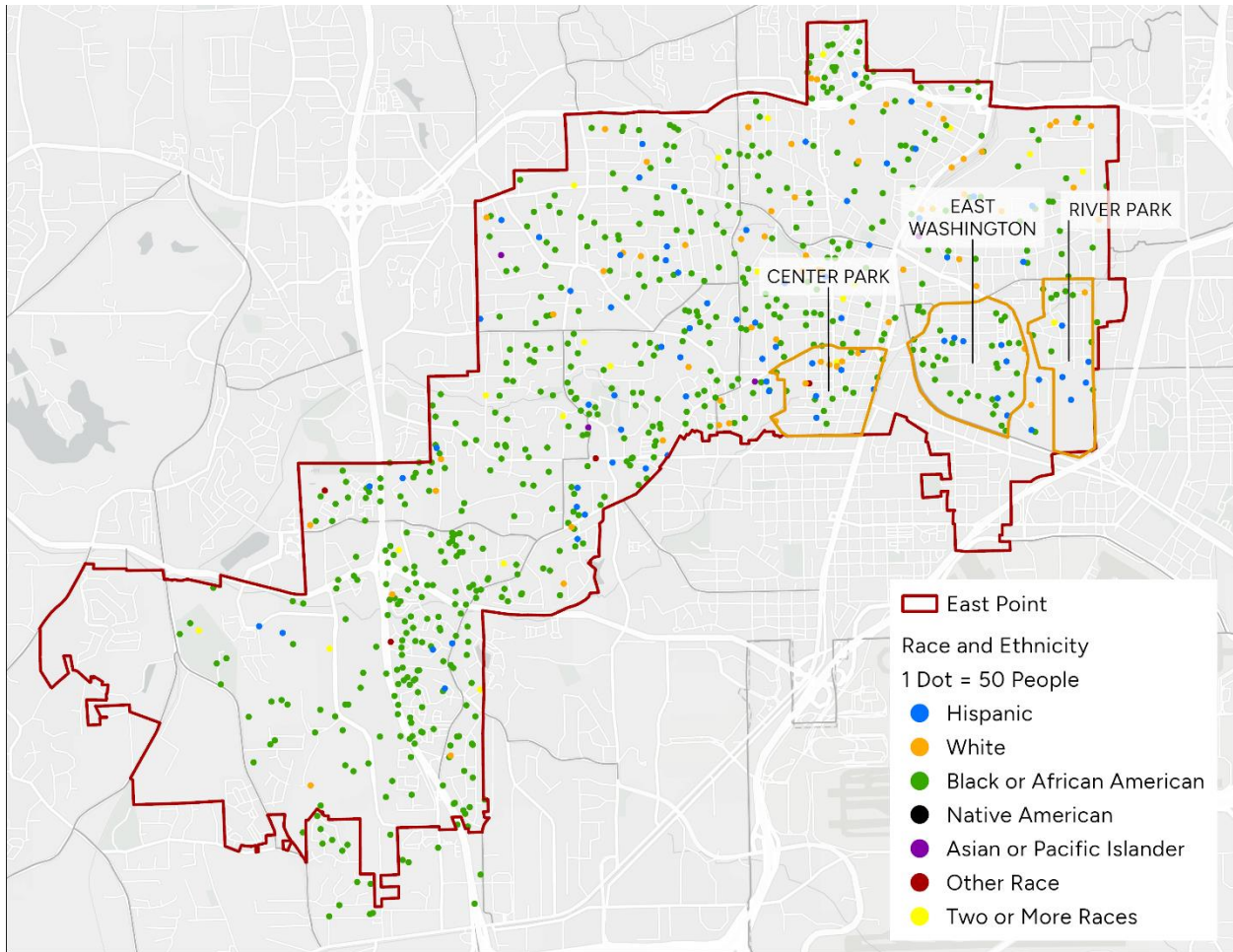
FIGURE 14. RACE AND ETHNICITY IN FULTON COUNTY, 2010-2020



Source: 2010

Census SF1; 2020 Census Demographic and Housing Characteristics

FIGURE 15. RACE AND ETHNICITY GEOGRAPHIC DISTRIBUTION IN EAST POINT



Source: 2020 Census Demographic and Housing Characteristics

NATIONAL ORIGIN

According to American Community Survey 5-Year Estimates, the foreign-born population in the City of East Point decreased from 3,184 in 2010 to 2,340 in 2021. As of 2021, foreign-born residents make up approximately 6.1% of the city’s total population. The most populous country of origin is Mexico, which accounts for nearly 30% of East Point’s foreign-born population, while the remaining top 4 most populous countries of origin are: Philippines, Nigeria, Pakistan, and Colombia.

LIMITED ENGLISH PROFICIENCY

Out of the total population, approximately 2.7% of East Point residents are considered Limited English Proficiency (LEP), defined as those that speak English less than “very well”. The most popular LEP language is Spanish, with 86.1% of East Point’s LEP population speaking this language. In comparison, Fulton County’s most popular LEP language is also Spanish, but to a lesser extent— other languages such as Chinese, Korean, and Arabic also make up notable percentages of their LEP population.

Approximately 14.7% of East Point's total population has a disability, compared to 9.9% of Fulton County's population. Ambulatory difficulties account for the largest percentage of disability type (8.2%), followed by cognitive difficulties (5.9%) and independent living difficulties (3.9%). Fulton County's population with disabilities exhibits a similar pattern at slightly smaller percentages.

TABLE 1. DEMOGRAPHIC CHARACTERISTICS

Demographic Indicator	City of East Point			Fulton County		
		#	%		#	%
Race/Ethnicity						
Non-Hispanic						
White		3,527	9.2%		404,793	37.9%
Black		29,156	76.0%		448,803	42.1%
Native American		74	0.2%		1,558	0.1%
Asian or Pacific Islander		261	0.7%		81,013	7.6%
Other		211	0.6%		6,444	0.6%
Two or More Races		1,085	2.8%		37,797	3.5%
Hispanic		4,044	10.5%		86,302	8.1%
National Origin						
#1 country of origin	Mexico	698	1.8%	India	28,310	2.7%
#2 country of origin	Philippines	187	0.5%	Mexico	15,721	1.5%
#3 country of origin	Nigeria	185	0.5%	China*	8,970	0.8%
#4 country of origin	Pakistan	96	0.3%	Korea	5,778	0.5%
#5 country of origin	Colombia	92	0.3%	Jamaica	5,220	0.5%
Limited English Proficiency (LEP) Language						
#1 LEP Language	Spanish	837	2.3%	Spanish	14,341	1.4%
#2 LEP Language	Other and unspecified languages	42	0.1%	Chinese**	3,704	0.4%
#3 LEP Language	French, Haitian, or Cajun	41	0.1%	Korean	2,555	0.3%
#4 LEP Language	Arabic	30	0.1%	Arabic	1,578	0.2%
#5 LEP Language	Other Indo-European languages	13	0.0%	Vietnamese	1,225	0.1%

* Excluding Hong Kong and Taiwan

**Including Mandarin and Cantonese

Demographic Indicator	City of East Point		Fulton County	
	#	%	#	%
Disability Type				
Hearing difficulty	681	1.8%	21,932	2.1%
Vision difficulty	1,003	2.7%	21,295	2.0%
Cognitive difficulty	2,233	5.9%	42,159	4.0%
Ambulatory difficulty	3,093	8.2%	50,398	4.8%
Self-care difficulty	767	2.0%	18,438	1.8%
Independent living difficulty	1,481	3.9%	33,306	3.2%
Sex				
Male	18,090	47.2%	516,302	48.4%
Female	20,268	52.8%	550,408	51.6%
Age				
Under 18	8,763	22.8%	219,528	20.6%
18-64	24,739	64.5%	716,142	67.1%
65+	4,856	12.7%	131,040	12.3%
Family Type				
Families with children	3,655	41.6%	107,130	44.2%

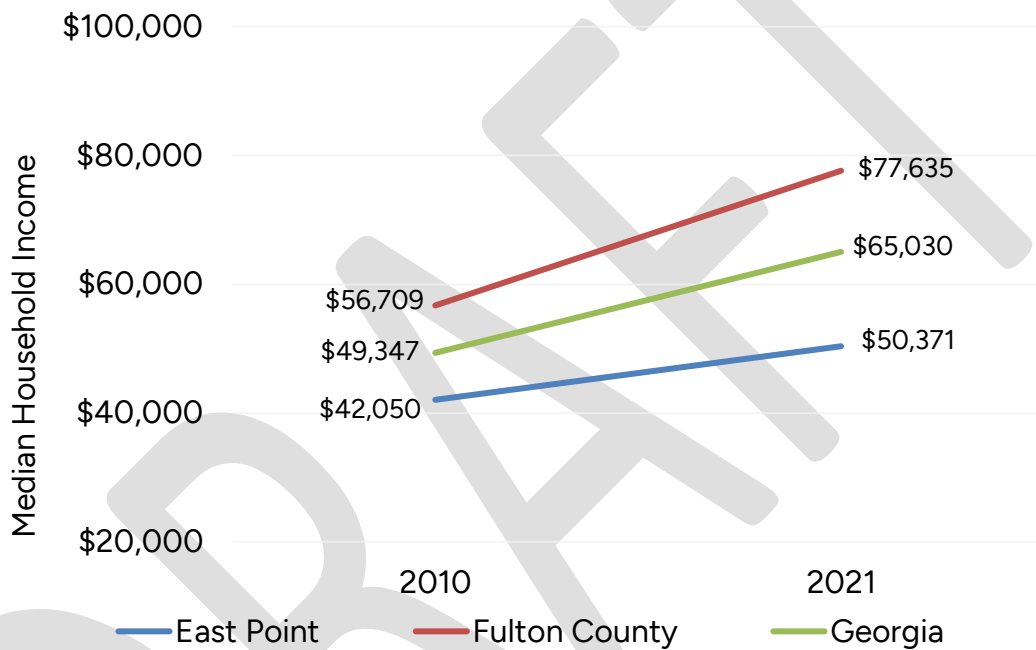
Note: All % represent a share of the total population within the jurisdiction or region, except family type, which is out of total families. The most populous places of birth and languages at the city and county levels may not be the same and are thus labeled separately. Data on detailed languages for the LEP population in the City of East Point is not available.

Data Sources: Decennial Census; American Community Survey

INCOME

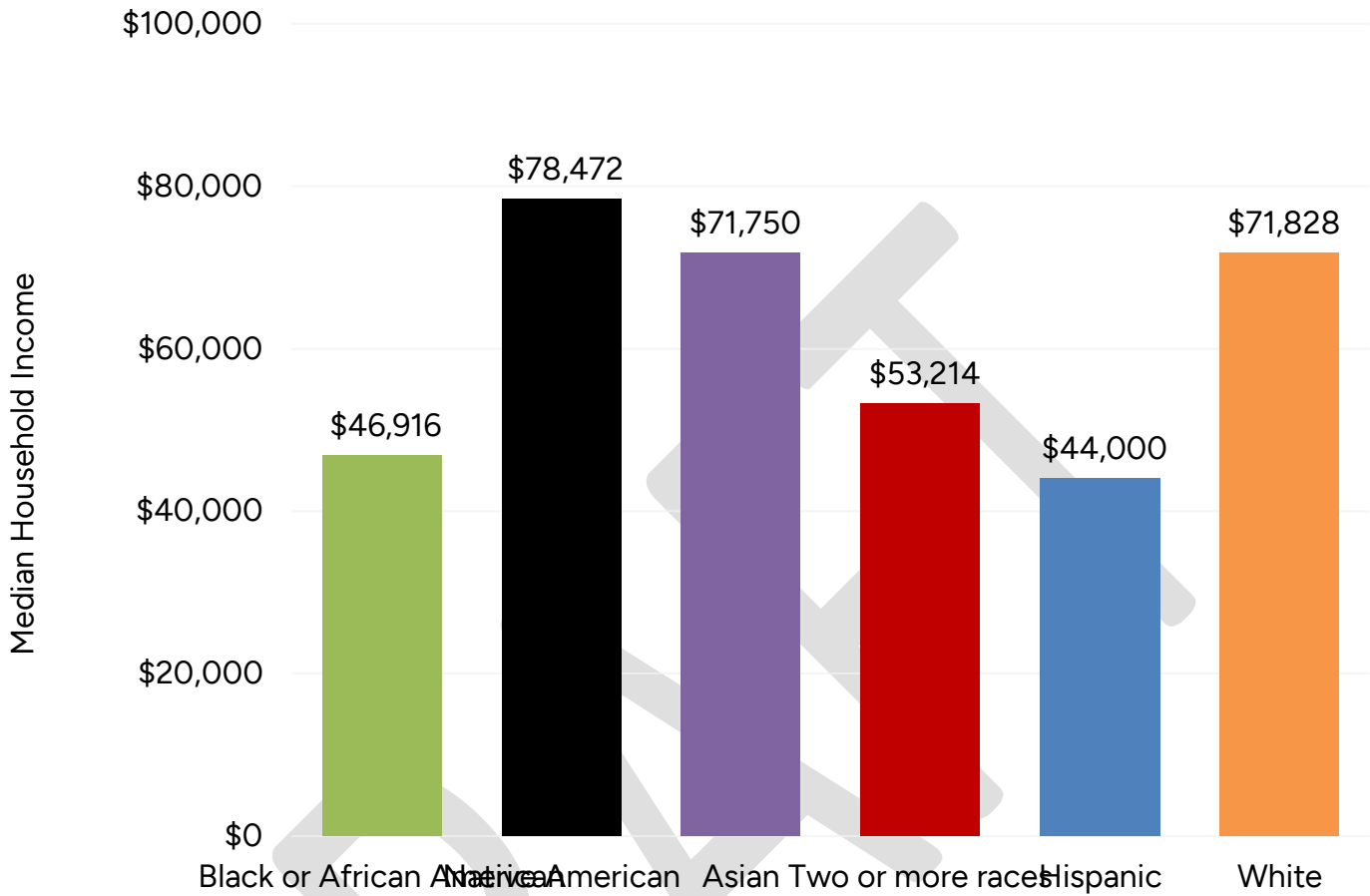
The median household income in the City of East Point is \$50,371, up from \$42,050 in 2010. In Fulton County, the median household income is currently \$77,635, up from \$56,709 in 2010. By comparison, the state of Georgia’s median income is \$65,030. This data suggests that wages within the City of East Point have historically lagged behind those in the county and state, and this discrepancy has only become more pronounced over the past decade (Figure 16). Examining current median household income by race and ethnicity, Black and Hispanic households in East Point earn significantly less than the rest of the population (Figure 17).

FIGURE 16. MEDIAN HOUSEHOLD INCOME IN EAST POINT, 2010-2021



Source: 2010 and 2021 American Community Survey 5-Year Estimates

FIGURE 17. MEDIAN HOUSEHOLD INCOME BY RACE AND ETHNICITY IN EAST POINT, 2021

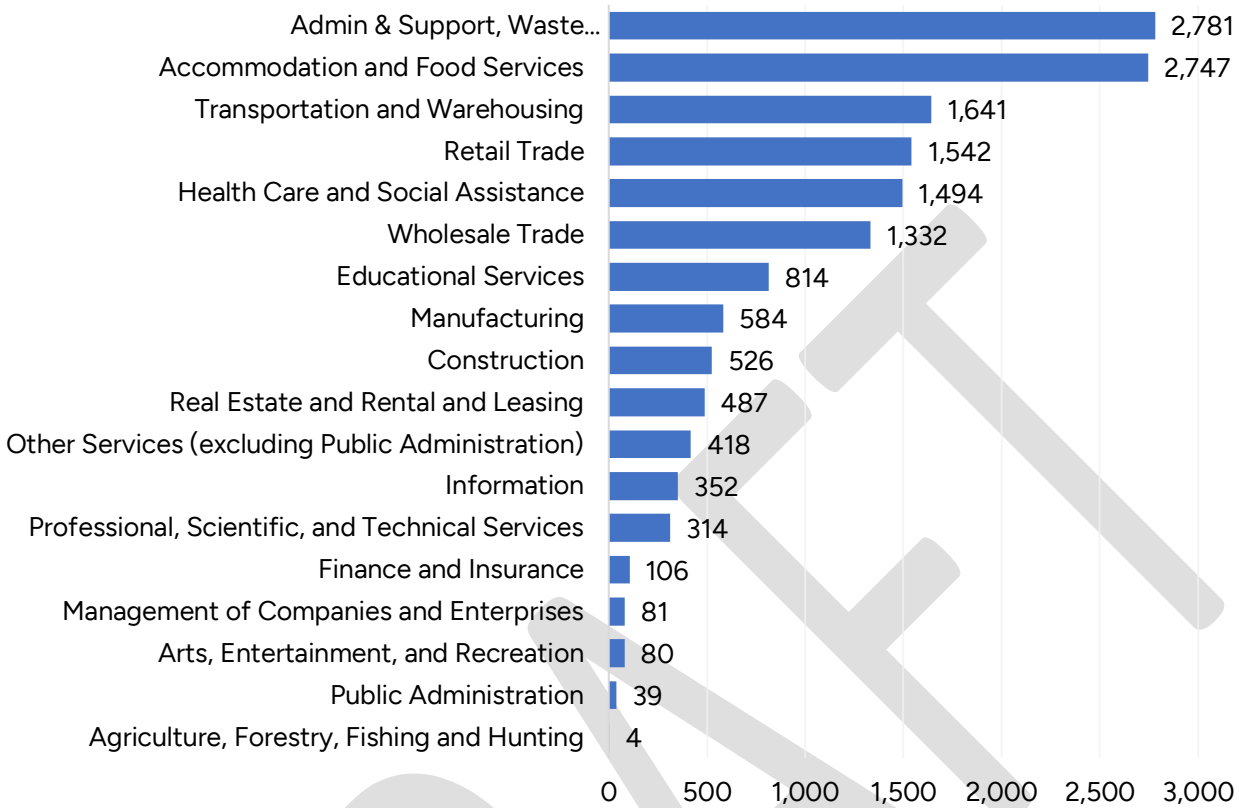


Source: 2021 American Community Survey 5-Year Estimates

MAJOR INDUSTRIES

As of 2020, there are an estimated 15,342 jobs within the City of East Point, an increase of approximately 22% since 2010. The industries with the greatest number of jobs in the city are administration and support in waste management/remediation, and accomodation and food services. Together, these industries account for nearly 36% of all jobs in East Point. Other popular sectors with more than 1,000 jobs each include transportation and warehousing, retail trade, healthcare and social assistance, and wholesale trade.

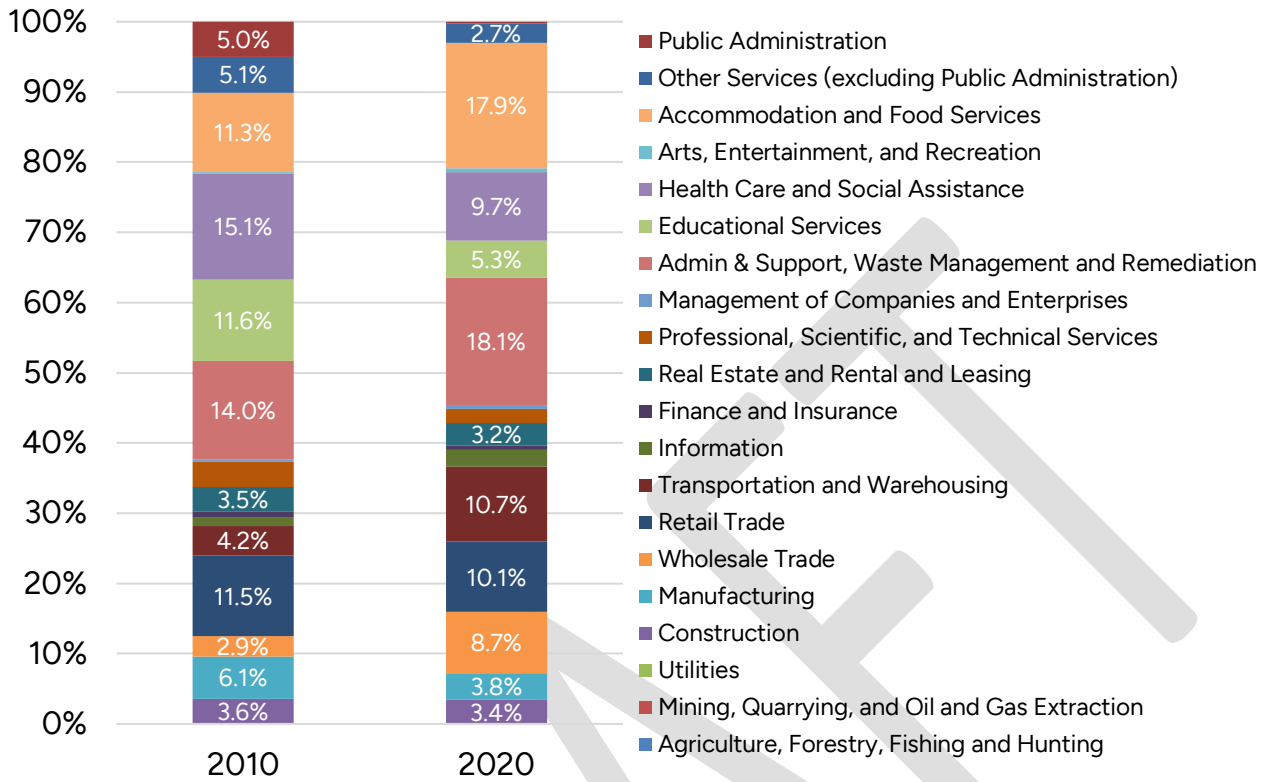
FIGURE 18. NUMBER OF JOBS BY NAICS INDUSTRY SECTOR, CITY OF EAST POINT, 2020



Source: Census OnTheMap 2020, Longitudinal Employer-Household Dynamics (LEHD)

Shares of the city’s jobs by industry sector have transformed over the past decade, with the healthcare and social assistance sector, which previously made up the largest share of jobs in East Point in 2010 (15.1%), decreasing by 5.4 percentage points. A similar decrease is exhibited in the educational services sector, which made up 11.6% of jobs in 2010, and now comprises only 5.3%. Comparatively, the shares of jobs in sectors such as accommodation and food services, wholesale trade, and transportation and warehousing increased substantially between 2010 to 2020, each exhibiting an increase of 5 percentage points or greater (see Figure 19).

FIGURE 19. SHARE OF JOBS BY NAICS INDUSTRY SECTOR IN EAST POINT, 2010-2020



Census OnTheMap 2010 and 2020, Longitudinal Employer-Household Dynamics (LEHD)

Source:



EXISTING HOUSING PROFILE

HOUSING TYPE

Jurisdictions with a variety of housing structure types are better able to meet the needs of all residents, including different members of protected classes. Multifamily housing, including rental apartments, are often more affordable rental options than single-family homes for low- and moderate-income households, who are disproportionately likely to be non-white households. Multifamily units may also be the preference of some elderly and disabled householders who are unable or do not desire to maintain a single-family home.

When analyzing the housing stock in East Point, GA, Fulton County, and the Atlanta-Sandy Springs-Marietta MSA, the one similarity is the majority of structures in all three regions are single-family, detached homes. Both small and large multi-family buildings are more common within East Point and Fulton County, however, they only comprise of around 10% of the overall housing stock found in the Atlanta-Sandy Springs-Marietta MSA.

Table 2 shows housing units by structure types in East Point, Fulton County, and the Atlanta-Sandy Springs-Marietta, GA MSA. According to 2017-2021 Five-Year American Community Survey (ACS) estimates, there are 18,425 housing properties in the city of East Point, Georgia. The largest share of units are single-family detached structures (54.1%), followed by multi-family buildings of 5 to 19 units (27.3%), (See Table 2). Duplexes with 2 to 4 units consist of the third largest share of units (7.2%), followed by large multi-family buildings of 20 or more units (6.6%). Mobile homes or other (RV, boat, van, etc.) only account for 1.5% or less of all housing units in East Point. Compared to Fulton County, East Point has a higher share of units in single-family detached structures. However, Fulton County has a higher share of large multifamily buildings with 20 or more units (24.0%) compared to the city's share of 6.6%. The Atlanta-Sandy Springs-Marietta, GA MSA has an overall higher share of single, detached structures (67.1%) and the lowest shares of small and large multifamily buildings (10.9% and 10.1%, respectively) compared to East Point and Fulton County.

In Fulton County, higher density multi-family buildings account for the second largest share of all housing units with a rate of 24.0%, followed by smaller multi-family buildings with a rate of 16.2%. Single family, attached, comprise 7.0% of all housing units, followed by duplexes, triplexes, and quadplexes that comprise 4.9% of units. In all of Fulton County, mobile homes, or other homes (RV, boat, van, etc.) comprise less than 1% of housing units (only 0.6% and 0.1%, respectively).

TABLE 2: HOUSING TYPE (SINGLE-FAMILY DETACHED, TOWNHOME, MULTIFAMILY, ETC.)

Units in Structure	EAST POINT, GA		FULTON COUNTY, GA		ATLANTA-SANDY SPRINGS-MARIETTA, GA	
	#	%	#	%	#	%
1, detached	9,977	54.1%	230,962	47.3%	1,601,052	67.1%
1, attached	539	2.9%	33,919	7.0%	132,860	5.6%
2 to 4	1,319	7.2%	23,758	4.9%	87,565	3.7%
5 to 19	5,037	27.3%	78,934	16.2%	259,668	10.9%
20 or more	1,224	6.6%	117,264	24.0%	240,429	10.1%
Mobile home	283	1.5%	2,804	0.6%	63,812	2.7%
Other (RV, boat, van, etc.)	46	0.2%	255	0.1%	1071	0.0%
TOTAL	18,425	100.0%	487,896	100.0%	2,386,457	100.0%

Data Sources: ACS, 2021 5-Year Estimates, Table B25024.

HOUSING TENURE

Availability of housing in a variety of sizes is important to meet the needs of different demographic groups. Neighborhoods with multi-bedroom detached, single-family homes will typically attract larger families, whereas dense residential developments with smaller unit sizes and fewer bedrooms often accommodate single-person households or small families. However, market forces and affordability impact housing choice and the ability to obtain housing of a suitable size, and markets that do not offer a variety of housing sizes at different price points can lead to barriers for some groups. Rising housing costs can, for example, lead to overcrowding as large households with lower incomes are unable to afford pricier, larger homes and are forced to reside in smaller units. On the other hand, people with disabilities or seniors with fixed incomes may not require large units but can be limited by higher housing costs in densely populated areas where most studio or one-bedroom units are located.

In East Point, more than half of housing units, or 58.2%, are renter-occupied, (See Table 3). The proportion of renters in East Point exceeds the rates in Fulton County and the Atlanta-Sandy Springs-Marietta MSA which are 46.9% and 35.2% respectively. Thus, households in East Point, GA are more likely to be renters than homeowners, compared to the surrounding region.

In East Point, the majority of renter-occupied units, 73.9%, have two or three bedrooms, followed by one-bedroom units (16.0%), (See Table 4). While the majority of owner-occupied units also contain two or three bedrooms (65.8%), they have a smaller share of this unit size compared to renter-occupied units. The remaining owner-occupied units contain four or more units (31.8%), while only 6.2% of renter-occupied units have four or more units.

In comparison, the majority of housing units in Fulton County, over 53.2%, are owner-occupied. Renter-occupied units across Fulton County have a larger share of units with two or three bedrooms (54.4%), compared to owner-occupied units of the same size (48.3%). However, 46.1% of owner-occupied units have four or more bedrooms, exceeding the rate of renter-occupied units of the same size (6.7%).

The proportions of owner-occupied unit size are similar across the three regions with slight differences. Homeowners in the MSA are also likely to live in two-or three-bedroom units (51.1%), however, East Point has a higher rate of owner-occupied units of the same size (65.8%). In the MSA, over 47.2% of owner-occupied units have four or more bedrooms, which exceeds the city’s rate of 31.8%. Rental patterns across the metro areas follow similar trends as well. In the city, county, and MSA, renters are more likely to live in units with two or three bedrooms. Renters are least likely to live in studios, or one-bedroom units, in the city, county, and MSA.

TABLE 3: TENURE

Households by Tenure	Total Households		Owner-Occupied		Renter-Occupied	
	#	%	#	%	#	%
EAST POINT, GA						
	16,033	100.0%	6,702	41.8%	9,331	58.2%
FULTON COUNTY, GA						
	441,958	100.0%	234,576	53.1%	207,382	46.9%
ATLANTA-SANDY SPRINGS-ALPHARETTA, GA						
	2,209,498	100.0%	1,430,955	64.8%	778,543	35.2%

Data Sources: ACS, 2021 5-Year Estimates, Table B25003.

TABLE 4: SIZE AND TENURE (OWNER- OR RENTER-OCCUPIED)

Number of Bedrooms	EAST POINT, GA		FULTON COUNTY, GA		ATLANTA-SANDY SPRINGS-MARIETTA, GA	
	#	%	#	%	#	%
OWNER-OCCUPIED						
Zero	47	0.7%	1,789	0.8%	4,662	0.3%
One	116	1.7%	11,322	4.8%	19,748	1.4%
Two or three	4,408	65.8%	113,414	48.3%	731,633	51.1%
Four or more	2,131	31.8%	108,051	46.1%	674,912	47.2%
TOTAL	6,702	100.0%	234,576	100.0%	1,430,955	100.0%
RENTER-OCCUPIED						
Zero	364	3.9%	11,684	5.6%	26,594	3.4%
One	1,493	16.0%	68,910	33.2%	166,479	21.4%
Two or three	6,894	73.9%	112,897	54.4%	499,213	64.1%
Four or more	580	6.2%	13,891	6.7%	86,257	11.1%
TOTAL	9,331	100.0%	207,382	100.0%	778,543	100.0%

Data Sources: ACS, 2021 5-Year Estimates, Table B25042.

HOUSING AGE AND CONDITION

An assessment of the region's housing conditions can provide a basis for developing policies and programs to maintain and preserve the quality of the housing stock. The age of housing can have a substantial impact on housing conditions and costs. As housing ages, maintenance costs rise, which can present significant affordability issues for low- and moderate-income homeowners. Aging rental stock can lead to rental rate increases to address physical issues or deteriorating conditions if building owners defer or ignore maintenance needs. Deteriorating housing can also depress neighboring property values, discourage reinvestment, and eventually impact the quality of life in a neighborhood. Homes built prior to 1950 have a high likelihood of containing lead-based paint. However, the use of lead-based paint did not end until 1978 and may affect an even larger number of East Point households.

Age of housing in East Point is shown in Tables 5 and 6. For all housing in East Point, there was a consistent rate of new housing built in 1949 or earlier and up until 1979, between 12% to 16% of all housing having been built for each decade in this time. There was a significant decline of housing construction in the following decades; only about 5.9% of structures were built between 1980 and 1989 and only 7.1% of structures were built in the following decade between 1990 and 1999. This indicates there was a slower growth of housing between the 1980s and early 2000s compared to previous years. There was another period of growth from 2000 to 2009 in which 17.2% of structures were built. However, only about 5.9% of East Point's housing has been built in 2010 or later, consisting as one of the smallest rates of new housing in the city's history.

The age of housing in East Point appears to be older than most of Fulton County and the MSA region. In Fulton County, the largest share of housing, 22%, was constructed between 2000 to 2009, similar to the MSA rate of 23.6%. However, the county and MSA have a higher rate of housing built in 2010 or after, with rates of 12.1% and 9.7%, respectively. This indicates that East Point's housing growth has slowed down compared to its surrounding region. Since 2020, no structures have been built in East Point as of 2021 ACS data. In comparison, there have been 1,575 structures built in Fulton County and 6,489 structures in the Atlanta-Sandy Springs-Marietta MSA since 2020.

Since 2020, there have been more renter-occupied units constructed in East Point. Between 2000 and 2019, over 2,537 renter-occupied units were built while only 1,328 owner-occupied units were built. Additionally, owner-occupied units are older than the renter-occupied units in the city. Over 72.8% of renter-occupied and 80.2% of owner-occupied units were built before 1999 or earlier.

TABLE 5: STRUCTURE AGE (YEAR-BUILT)

Year Built	EAST POINT, GA		FULTON COUNTY, GA		ATLANTA-SANDY SPRINGS-MARIETTA, GA	
	#	%	#	%	#	%
Built 2020 or later	0	0.0%	1,575	0.3%	6,469	0.3%
Built 2010 to 2019	1,087	5.9%	57,565	11.8%	223,177	9.4%
Built 2000 to 2009	3,163	17.2%	107,452	22.0%	564,179	23.6%
Built 1990 to 1999	1,302	7.1%	80,327	16.5%	496,810	20.8%
Built 1980 to 1989	1,083	5.9%	66,977	13.7%	408,409	17.1%
Built 1970 to 1979	2,339	12.7%	49,218	10.1%	295,806	12.4%
Built 1960 to 1969	3,482	18.9%	45,059	9.2%	175,061	7.3%
Built 1950 to 1959	3,016	16.4%	33,529	6.9%	108,054	4.5%
Built 1949 or earlier	2,953	16.0%	46,194	9.5%	108,492	4.5%
TOTAL	18,425	100.0%	487,896	100.0%	2,386,457	100.0%

Data Sources: ACS, 2021 5-Year Estimates, Table B25034.

TABLE 6: STRUCTURE AGE (YEAR-BUILT) AND TENURE

Year Built (East Point, GA)	OWNER-OCCUPIED		RENTER-OCCUPIED	
	#	%	#	%
Built 2020 or later:	0	0.0%	0	0.0%
Built 2000 to 2019:	1,328	19.8%	2,537	27.2%
1980 to 1999	312	4.7%	1,751	18.8%
Built 1960 to 1979	1,846	27.5%	3,092	33.1%
Built 1959 or earlier	3,216	48.0%	1,951	20.9%
TOTAL	6,702	100.0%	9,331	100.0%

Data Sources: ACS, 2021 5-Year Estimates, Table B25127.

OCCUPANCY STATUS

As of 2021, East Point has a higher vacancy rate (13.0%) than Fulton County (9.4%) and the Atlanta-Sandy Springs-Marietta MSA (7.4%), (See Table 7). However, the city has also seen a larger decline in vacant housing units compared to the county and MSA. Between 2010 and 2021, East Point lost more than 47.5% of its vacant housing units, while the county rate was -36.8% and the MSA rate was -30.5%. The housing growth in East Point has been smaller than in the county and the MSA. Within the last decade, only 4.3% of new housing units have been added in the city, compared to the county’s rate of 13.4% and the MSA’s rate of 12.1%. As of 2021, there are over 2,392 vacant housing units in East Point, (See Table 8).

TABLE 7: OCCUPANCY LEVELS

	2000	2010	2021	2010 to 2021 Change
EAST POINT, GA				
TOTAL HOUSING UNITS	15,637	17662	18,425	4.3%
Occupied Housing Units	14,553	13102	16,033	22.4%
Vacant Housing Units	1,084	4560	2,392	-47.5%
Vacancy Rate	6.9%	25.8%	13.0%	-49.7%
FULTON COUNTY, GA				
TOTAL HOUSING UNITS	348,632	430,124	487,896	13.4%
Occupied Housing Units	321,242	357,463	441,958	23.6%
Vacant Housing Units	27,390	72,661	45,938	-36.8%
Vacancy Rate	7.9%	16.9%	9.4%	-44.3%
ATLANTA-SANDY SPRINGSMARIETTA, GA				
TOTAL HOUSING UNITS	N/A	2,128,758	2,386,457	12.1%
Occupied Housing Units	N/A	1,874,002	2,209,498	17.9%
Vacant Housing Units	N/A	254,756	176,959	-30.5%
Vacancy Rate	0	12.0%	7.4%	-38.0%

Data Sources: 2000, 2010 U.S. Census and 2021 5-Year ACS, Tables H003, DP04.

TABLE 8: VACANCY STATUS

Vacant Units (East Point, GA)	ESTIMATE
For rent	959
Rented, not occupied	79
For sale only	264
Sold, not occupied	18
For seasonal, recreational, or occasional use	79
For migrant workers	23
Other vacant	970
Total Vacant	2,392

Data Sources: ACS, 2021 5-Year Estimates, Table B25004.

HOUSING COST

Table 9 indicates that around 53.2%, more than half, of all rental units in East Point cost between \$1,000 and \$1,499. Nearly a quarter, or 21.9%, of units cost between \$750 to \$999. Only 206 units, or 2.3% of all rental units, cost under \$500. The share of rental unit prices in Fulton County and the MSA are similar to that of the city's. In Fulton County, the majority of rental units are also priced at \$1,000 to \$1,499 while 43.9% of rental units are priced within this range at the MSA level. A higher share of rental units is also priced between \$2,000 and \$2,499 in the county and MSA.

Compared to East Point, renters are likelier to pay more than \$1,000 in the county and the MSA than within the city’s limits.

The majority of owner-households, 37.2%, also spend between \$1,000 to \$1,499 in East Point. While this exceeds the county and MSA rates for the same price range, homeowners are more likely to spend more than \$2,000 per month in costs at the county and MSA level compared to the city. In East Point, only 11.3% of all owner-occupied units have monthly costs that exceed \$2,000. Meanwhile, 38.2% of owner-occupied units in Fulton County and 24.6% of units in the MSA exceed costs of \$2,000 or more. In East Point, more than 88.8% of homeowners are spending less than \$1,999 in monthly costs.

TABLE 9: GROSS RENT (RENTER-HOUSEHOLDS)

Gross Rent	EAST POINT, GA		FULTON COUNTY, GA		ATLANTA-SANDY SPRINGS-MARIETTA, GA	
	#	%	#	%	#	%
RENTER HOUSEHOLDS						
Under \$500	206	2.3%	14,612	7.2%	32,853	4.3%
\$500-\$749	437	4.8%	10,328	5.1%	40,877	5.4%
\$750-\$999	1,970	21.9%	22,832	11.2%	103,492	13.7%
\$1,000-\$1,499	4,799	53.2%	74,124	36.5%	332,311	43.9%
\$1,500-\$1,999	1,475	16.4%	54,462	26.8%	179,835	23.8%
\$2,000-\$2,499	67	0.7%	16,792	8.3%	46,590	6.2%
\$2,500 or more	62	0.7%	10,058	4.9%	20,307	2.7%
Total with cash rent	9,016	100.0%	203,208	100.0%	756,265	100.0%

Data Sources: ACS, 2021 5-Year Estimates, Table B25063.

TABLE 10: MONTHLY COSTS (HOMEOWNER-HOUSEHOLDS)

Monthly Costs	EAST POINT, GA		FULTON COUNTY, GA		ATLANTA-SANDY SPRINGS-MARIETTA, GA	
	#	%	#	%	#	%
OWNER HOUSEHOLDS						
Under \$500	870	13.0%	21,471	9.2%	200,309	14.0%
\$500-\$999	1,286	19.2%	38,963	16.6%	286,090	20.0%
\$1,000-\$1,499	2,494	37.2%	46,001	19.6%	330,715	23.1%
\$1,500-\$1,999	1,303	19.4%	38,499	16.4%	260,850	18.2%
\$2,000-\$2,499	527	7.9%	26,216	11.2%	149,944	10.5%
\$2,500-\$2,999	64	1.0%	21,373	9.1%	90,815	6.3%
\$3,000 or more	158	2.4%	42,053	17.9%	112,232	7.8%
Total with monthly costs	6,702	100.0%	234,576	100.0%	1,430,955	100.0%

Data Sources: ACS, 2021 5-Year Estimates, Table B25094.



HOUSING STRATEGIES

TABLE 11: HOUSING GOALS, METRICS, MILESTONES, TIMEFRAMES, AND RESPONSIBLE PARTIES AND PARTNERS

Goal	Metrics, Milestones, and Timeframes	Geography	Responsible Parties and Partners
<p>Goal 1: Develop an Approach for Redevelopment of Tax Delinquent Parcels as Affordable Housing</p>	<ul style="list-style-type: none"> • Through discussion with City leadership and staff, clarify the desired role for the East Point Urban Redevelopment Agency (EPURA), taking into account the City’s staff and administrative capacity. Consider options through which EPURA manages the transformation of properties itself and options through which EPURA partners with a land bank such as the Metro Atlanta Land Bank. <ul style="list-style-type: none"> ○ Timeframe for completion: March 2025 • Meet with Metro Atlanta Land Bank staff to identify potential partnership opportunities that would move blighted and tax delinquent land from private ownership to the Land Bank via the City of East Point for redevelopment as affordable housing. <ul style="list-style-type: none"> ○ Timeframe for completion: June 2025 • Through the EPURA and Land Bank, position blighted and tax delinquent for redevelopment, including by soliciting desired redevelopment plans from housing development partners. During property redevelopment, focus on housing types that are in line with the housing types identified by each Neighborhood Association, as outlined below. <ul style="list-style-type: none"> ○ East Washington: Attached and detached single-family homes and small multifamily (duplexes, triplexes) ○ River Park: Detached single-family homes ○ Center Park: Missing middle housing types, including attached and detached single-family homes, duplexes, triplexes, and small apartments ○ Timeframe for completion: March 2026 and ongoing 	<p>East Washington River Park Center Park</p>	<p>City of East Point Elected Officials and Staff Metro Atlanta Land Bank Development Partners (ex: Habitat for Humanity, local Community Development Corporations, and others)</p>

Goal	Metrics, Milestones, and Timeframes	Geography	Responsible Parties and Partners
	<ul style="list-style-type: none"> • Encourage redevelopment that incorporates Universal Design guidelines for accessibility for people with disabilities. Universal Design (UD) focuses on usability by all people, including people with disabilities. Examples of UD in housing include no-step entries, one-story living, doorways and hallways that provide necessary clearance for a wheelchair to pass. For additional resources and sample cases, see information from the National League of Cities and https://www.nlc.org/article/2024/07/25/housing-what-is-universal-design-and-why-does-it-matter/ <ul style="list-style-type: none"> ○ Timeframe for completion: March 2026 and ongoing 		
<p>Goal 2: Repair and Increase Accessibility of Housing in Poor Condition</p>	<ul style="list-style-type: none"> • Using ARPA grant funds, implement a minor home repair program for seniors, serving an estimated 25 households in East Washington, River Park, and Center Park. <ul style="list-style-type: none"> ○ Timeframe for completion: Ongoing • Working through each Neighborhood Association, attend meetings or other community events to publicize the availability of the program, discuss program requirements, and assist senior householders to access, understand, and submit applications. <ul style="list-style-type: none"> ○ Timeframe for completion: Ongoing • Explore the potential for partnering with nonprofit home repair organizations (such as Habitat for Humanity’s Brush with Kindness, HouseProud Atlanta, and Rebuilding Together Atlanta) to provide home repairs, particularly for seniors and residents with disabilities. <ul style="list-style-type: none"> ○ Timeline for completion: March 2025 • Continue to explore additional options for funding home repair programs for legacy neighborhoods. The program could use a revolving loan fund, potentially capitalized by local banks and lenders, to provide capital for home repair for homeowners earning 100% AMI or less. <ul style="list-style-type: none"> ○ Timeframe for completion: June 2025 and ongoing 	<p>East Washington River Park Center Park</p>	<p>City of East Point staff Neighborhood Associations Home repair organizations Organizations that provide home modifications for people with disabilities City code enforcement</p>

Goal	Metrics, Milestones, and Timeframes	Geography	Responsible Parties and Partners
	<ul style="list-style-type: none"> • Identify owner occupants of properties not in compliance with code enforcement who are unable to afford to remediate properties and refer these individuals to City departments or organizations that can assist with completing needed repairs. Through code enforcement, ensure the compliance of apartment buildings within East Washington, River Park, and Center Park. <ul style="list-style-type: none"> ○ Timeframe for completion: Ongoing • Through Neighborhood Association representatives, encourage engagement from apartment building owners, focused on property beautification and participation in Neighborhood Association activities. <ul style="list-style-type: none"> ○ Timeframe for completion: December 2024 and ongoing 		
<p>Goal 3: Provide Support for Existing Neighborhood Homeowners</p>	<ul style="list-style-type: none"> • Contact local legal assistance organizations such as Atlanta Legal Aid, Georgia Legal Services, Georgia State University Law School, or others to explore a partnership to provide support to existing homeowners in legacy neighborhoods. <ul style="list-style-type: none"> ○ Timeframe for completion: December 2024 • Working with a legal assistance organization, hold quarterly or semi-annual workshops designed in coordination with each Neighborhood Association designed to inform homeowners about resources to help them stay in their homes. Topics may include: <ul style="list-style-type: none"> ○ Available tax abatements and how to apply for them; ○ Tax appeals and how to apply for them; ○ Available home repair assistance and how to apply; ○ Avoiding home purchase scams, what forms they take, and how to respond; ○ Preventing and dealing with heirs property issues; and ○ Approaches for avoiding foreclosure. ○ Timeframe for completion: May 2025 and ongoing 	<p>East Washington River Park Center Park</p>	<p>City of East Point Neighborhood Associations Legal assistance organizations (ex: Atlanta Legal Aid, Georgia Legal Services, Georgia State University Law School, or others)</p>

Goal	Metrics, Milestones, and Timeframes	Geography	Responsible Parties and Partners
	<ul style="list-style-type: none"> • Consider opportunities to support additional property tax relief for senior and/or low- and moderate-income homeowners at the county and state level. <ul style="list-style-type: none"> ○ Timeframe for completion: Ongoing 		
<p>Goal 4: Support East Point Residents in Attaining Homeownership</p>	<ul style="list-style-type: none"> • Work to increase residents’ awareness of and participation in the Georgia Department of Community Affairs’ (DCA) Georgia Dream Homeownership Program and share information with residents to provide information about the program. Through the Dream program, eligible first-time homebuyers can access down payment assistance and affordable mortgage financing. As of July 2024, small households (1-2 people) with incomes up to \$120,429 and large households (3+ people) with incomes up to \$138,505 are eligible for assistance purchasing homes with sales prices at or below \$425,000. <ul style="list-style-type: none"> ○ Add a page on the City’s website with information about available homebuyer assistance through DCA. ○ Meet with a DCA representative to identify ways to increase East Point residents’ awareness of the Dream program, including possible participation by DCA in existing community events to provide information about the program. Consider including a DCA representative in housing-related informational events as described in Goal 3. ○ Promote residents' awareness of and participation in DCA’s online homebuyer education class and/or provide funding for residents to access this course. ○ Timeframe for completion: March 2025 and ongoing 	<p>East Washington River Park Center Park</p>	<p>City of East Point Neighborhood Associations Georgia DCA Housing counseling agencies (ex: DCA, Resources for Residents and Communities, Homeowners Employment Corporation, Help the People Housing Counseling, Morningstar) Local employers</p>

Goal	Metrics, Milestones, and Timeframes	Geography	Responsible Parties and Partners
	<ul style="list-style-type: none"> • Consider outreach to local employers to support employer-assisted housing programs that provide down payment assistance and/or homeownership counseling to employees in East Point. After gauging employer interest in various types of employer-assisted housing programs, the City could consider collaborating with employers to provide assistance in developing employer-assisted down payment assistance or homeownership counseling programs. <ul style="list-style-type: none"> ○ Timeframe for completion: January 2026 and ongoing • Continue to follow legal and policy responses to the rise in investor-owned, single-family rental housing at the national and state level. Consider opportunities to advocate for responses that seek to limit investor-owned housing and support resident homeownership. <ul style="list-style-type: none"> ○ Timeframe for completion: Ongoing 		
<p>Goal 5: Encourage the Development of Habitable Accessory Structures</p>	<ul style="list-style-type: none"> • Revise the City’s permitting process for the development of Habitable Accessory Structures to allow for an administrative permitting process. <ul style="list-style-type: none"> ○ Timeframe for completion: June 2025 • Working through the Neighborhood Associations, provide education about the permitting process, related requirements, and potential resources to assist homeowners build Habitable Accessory Structures. <ul style="list-style-type: none"> ○ Timeframe for completion: June 2025 and ongoing 	<p>Citywide</p>	<p>City of East Point</p>

Goal	Metrics, Milestones, and Timeframes	Geography	Responsible Parties and Partners
<p>Goal 6: Encourage Community Art, Placemaking, and Neighborhood Engagement</p>	<ul style="list-style-type: none"> • Through the City’s Public Art Commission, support opportunities for public art that celebrates the history of legacy neighborhoods. Opportunities identified by neighborhood residents. Examples identified at Neighborhood Association meetings for this project include: <ul style="list-style-type: none"> ○ Gateway signage entering and exiting neighborhoods ○ Signage improvements at key community facilities ○ Collaboration with Tri-Cities High School students ○ Murals, mosaics or other forms of public art at New Grant Chapel, South Fulton Hospital, and other community landmarks ○ Timeline for completion: January 2025 • Develop a schedule for all three Neighborhood Associations (East Washington, River Park, and Center Park) to meet together to focus on housing, community development, and neighborhood improvement efforts. Neighborhood Associations may consider joint opportunities for housing fairs, promotion of housing and neighborhood programs, beautification efforts, and social events. <ul style="list-style-type: none"> ○ Timeline for completion: December 2024 	<p>East Washington River Park Center Park</p>	<p>City of East Point East Point Public Art Commission Neighborhood Associations for East Washington, River Park, and Center Park</p>
<p>Goal 7: Improve Community Infrastructure and Resources in Legacy Neighborhoods</p>	<ul style="list-style-type: none"> • Continue to identify and address infrastructure improvement needs in legacy neighborhoods, using feedback received through the community engagement process. Specific improvements identified by each neighborhood include: <u>East Washington</u> <ul style="list-style-type: none"> ○ Walkability and sidewalk improvements ○ Traffic calming, including installation of speed bumps in key locations ○ Water line replacement ○ Consideration of a stop sign at Bayard St and Lyle Ave 	<p>East Washington River Park Center Park</p>	<p>City of East Point Neighborhood Associations</p>

Goal	Metrics, Milestones, and Timeframes	Geography	Responsible Parties and Partners
	<ul style="list-style-type: none"> ○ Consideration of a parks and recreation center or community center ○ Walking trail along Normal Berry Drive <u>River Park</u> ○ Sidewalk and ADA accessibility improvements ○ Entryway improvements/beautification on Cleveland Avenue ○ Traffic calming, including installation of speed bumps in key locations ○ Road repaving ○ Improved responsiveness to calls regarding illegal dumping ○ Review of emergency services provision to ensure 911 calls from River Park streets are routed appropriately <u>Center Park</u> ○ Streetlighting and sidewalk improvements ○ Prevention of illegal dumping ○ Improved maintenance of Center Park ○ Neighborhood spaces such as picnic shelters and community gardens ○ Economic development activities including recruitment of a walkable neighborhood market ○ Timeline for completion: Ongoing ● Develop a systematic approach for communication with each Neighborhood Association regarding the status of planned improvements. For example, provide status updates regarding infrastructure improvements to be made using TSPLIT money, including updates when there are delays to anticipated implementation dates. ○ Timeline for completion: March 2025 		