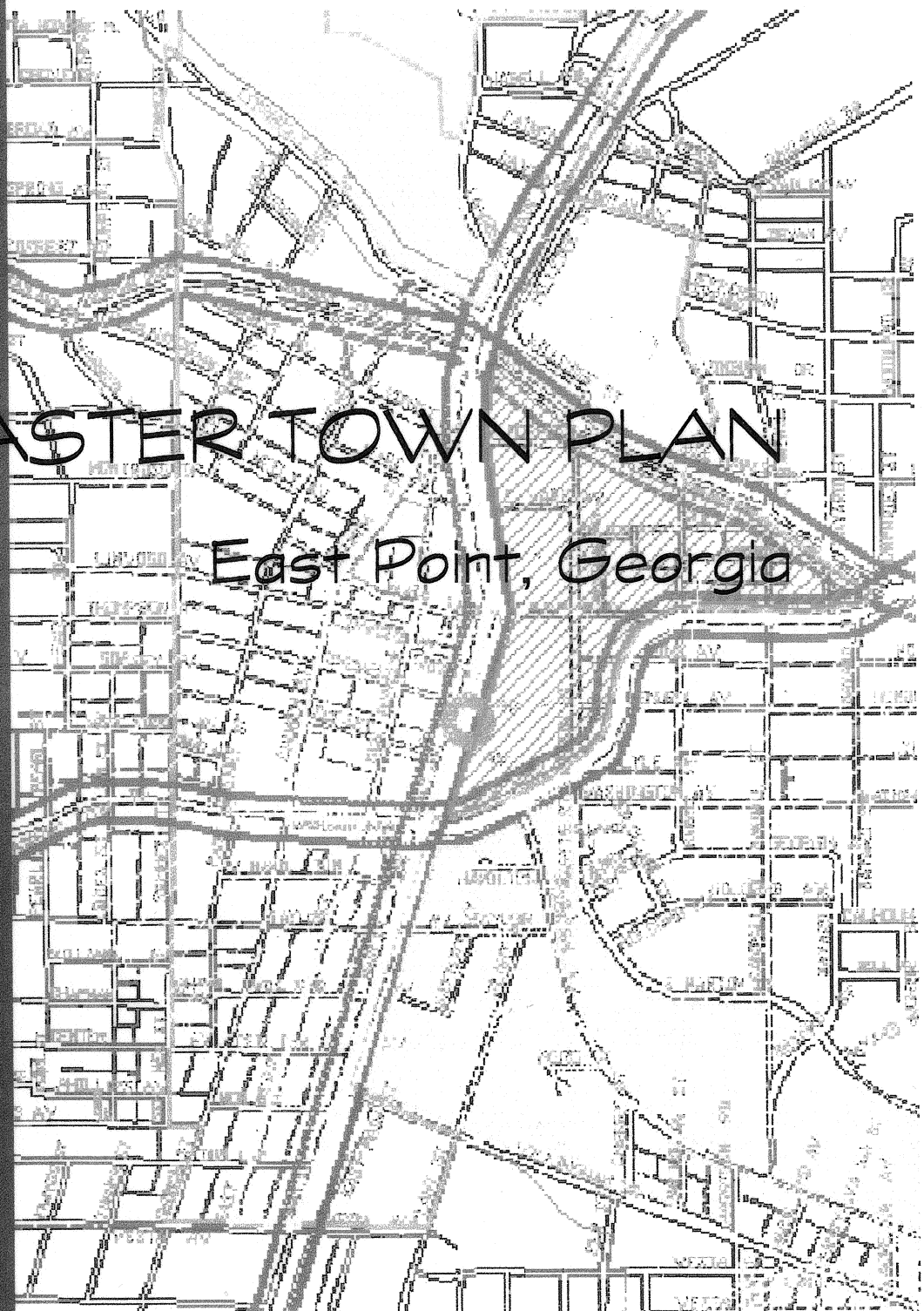

# MASTER TOWN PLAN

## East Point, Georgia

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# introduction

Established in 1887 as a railroad town, East Point, GA experienced most of its growth between 1920 and 1970. Like many other urban areas, the city suffered through a major period of out-migration to the suburbs and disinvestment during the 1970's and 80's. Recently, this trend has started to reverse, as people see the value of traditional neighborhoods for the convenience and better quality of life. This, along the proximity to downtown Atlanta and the airport, gives East Point the potential for enormous growth in the new century.

Recognizing this potential, the City has started a master planning process that will determine directions for future growth and revitalization. Our goal is to improve the quality of life for East Point's citizens by using traditional town planning principles to help us build on our strengths:

→ Neighborhoods
→ Location — proximity to downtown Atlanta, airport, and access points
→ History — historic character
→ Accessibility — highways, MARTA
→ Diverse community — mix of income, race, and age

The vision of what we would like to become is captured by Peter Calthorpe in *The Next American Metropolis*:

*"A modern vision of the traditional town – neighborhoods of housing, parks, and schools placed within walking distance of shops, civic services, jobs, and transit. The convenience of the car and the opportunity to walk or use transit can be blended in an environment with local access for all the daily needs of a diverse community."*

Our guiding principles in this process include:

→ **Pedestrian activity promotes community interaction**
→ **Land use, density, and aesthetics are controlled through guidelines and regulations**
→ **Architectural and landscaping guidelines lead to beautification**
→ **Environmental impacts are minimized by encouraging pedestrian activity**
→ **"Eyes on the street" lead to safer neighborhoods**
→ **Locating businesses near residences creates jobs within walking distance**
→ **Owner-occupied housing protects property values and creates stronger neighborhood alliances**
→ **Pedestrian Oriented Neighborhoods are more affordable for residents**

These principles are meant to create sustainable communities – stable and healthy environments that endure over time.

# regional context

Because East Point is a part of the metro Atlanta area, it is important to consider the regional context in which the Master Town Plan is being developed. Because of the amount of uncontrolled growth over the last several decades, land use and transportatiion have become major concerns for the region. Recently, the Atlanta Regional Commission (ARC) has updated the Regional Development Plan to include 14 new policies that promote sustainable development that will ensure continued regional prosperity and quality of life.

**Policy 1:** Encourage new development to be more clustered in portions of the region where such opportunities exist.
**Policy 2:** Strengthen and enhance the residential and mixed-use character of the central business district and city and town centers.
**Policy 3:** Strengthen and enhance the residential and mxied-use character of existing and emerging activity centers.
**Policy 4:** Encourage mixed-use redevelopment of corridors where public services are currently available
**Policy 5:** Encourage Transit Oriented Development (TOD)
**Policy 6:** Support the preservation of stable, single-family negiborhoods
**Policy 7:** Encourage focused infill and redevelopment where acceptable to communities
**Policy 8:** Encourage Mixed-use development
**Policy9:** Encourage traditional neighborhood development
**Policy 10:** Protect environmentally sensitive areas
**Policy11:** Align local policy and regulation to support these policies
**Policy 12:** Support growth management through local and state institutional arrangements
**Policy 13:** Encourage the utilization of best development practices
**Policy 14:** Create ongoing Land Use Coordinating Committee

The East Point Master Town Plan is aligned with these regional development policies and will be adopted as part of the Comprehensive Plan to be approved by the Atlanta Regional Commission and the State of Georgia.

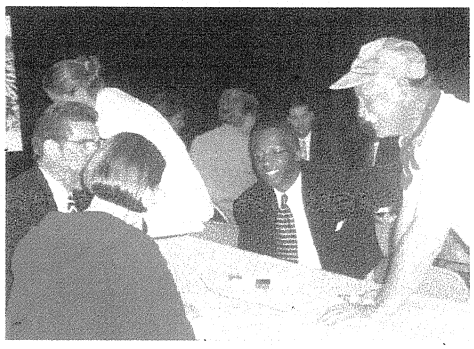
# workshops

Defining downtown & neighborhoods
Gateways
Corridors
Focus Area: 4th Ward
Focus Area: Camp Creek/285
Focus Area: Downtown

The first step in our Master Planning process was a series of six workshops. These workshops allowed stakeholders such as community residents, government officials, and business leaders to have input into their plan. The workshops were also used to educate the community about planning concepts and processes. Each workshop had a different focus. They were:

Information & ideas were shared.

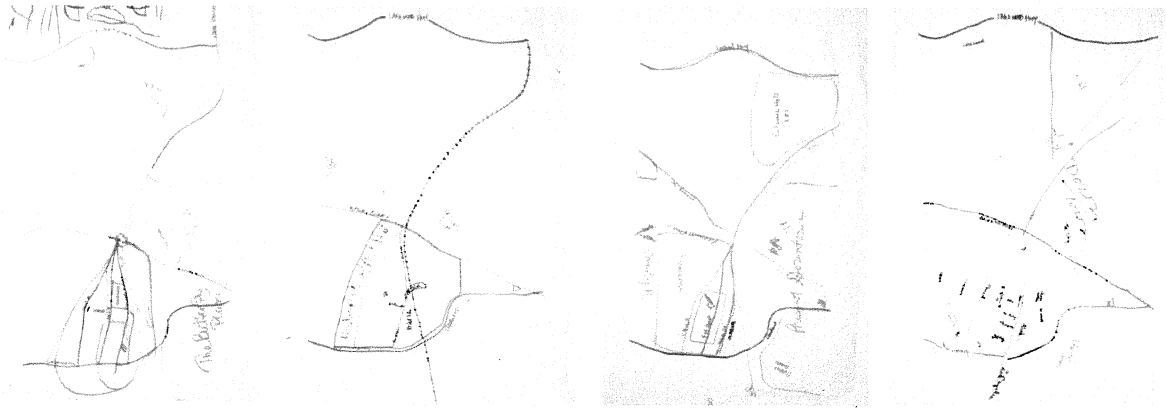
1. Defining neighborhoods and downtown
2. Gateways
3. Corridors
4. Old Fourth Ward/ Norman Berry Corridor
5. Washington Road/ Camp Creek Parkway
6. Downtown



The workshops were organized as 'hands-on' charettes.

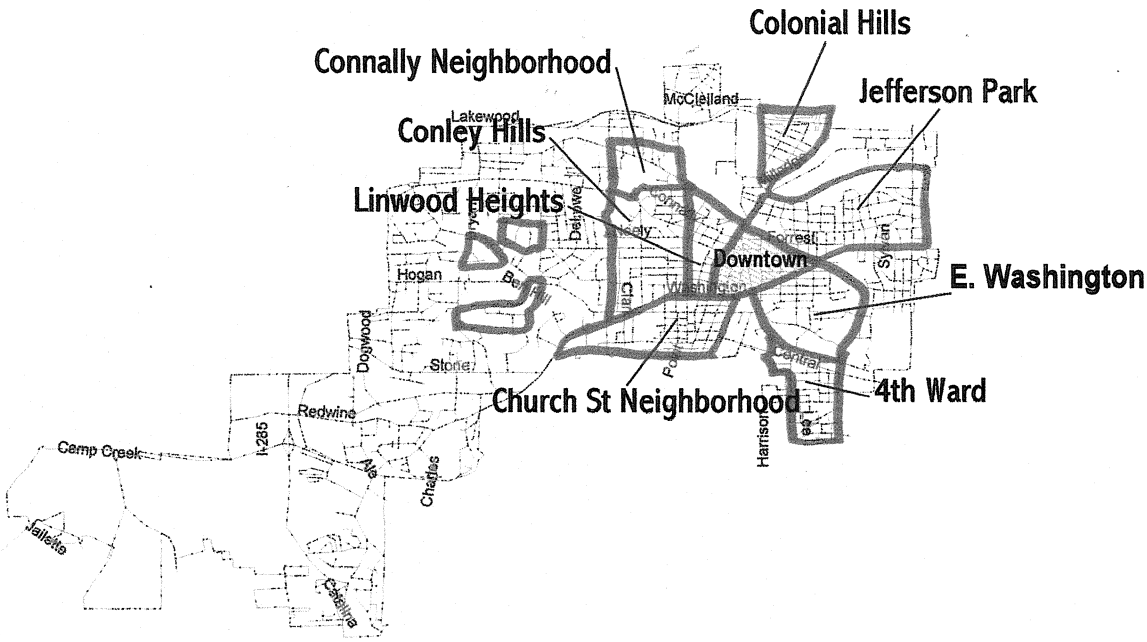
These workshops were very successful. Information and ideas were shared. Much of what we accomplished in the workshops was to create a sense of identity for the community. Forming this partnership with the community is instrumental in the planning process. A detailed evaluation of the participation program and an analysis of the results is included in the Appendix.

Various stakeholders were involved.



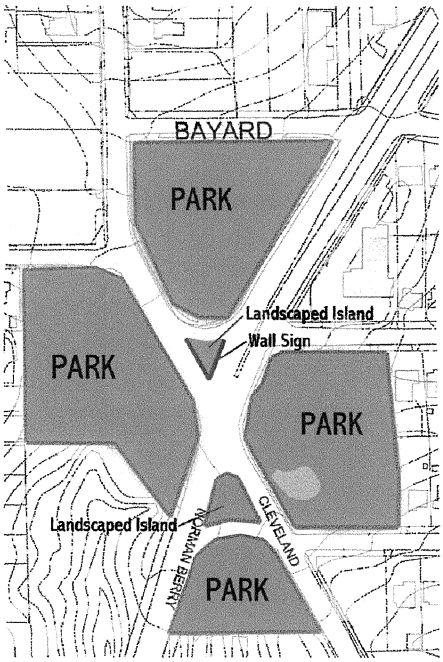
"Butterfly Plan" "Historic Plan" "Present Plan" "Old Downtown Plan"

In the first workshop, participants identified boundaries for downtown and surrounding neighborhoods. This became input for the Architectural Overlay District and the Main Street District.

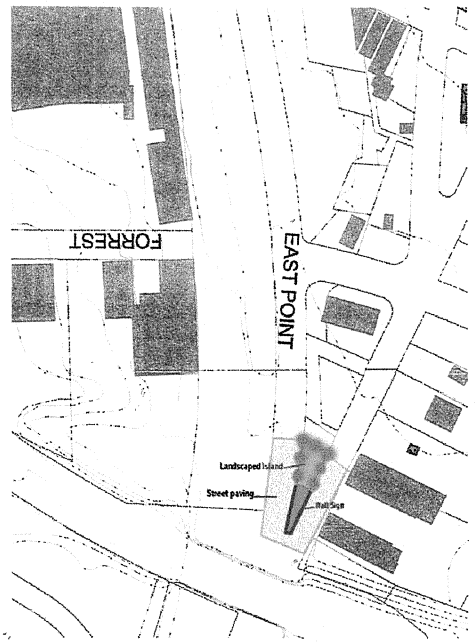



Defining Neighborhood Districts is important for neighborhood planning and community identity.

## GATEWAYS

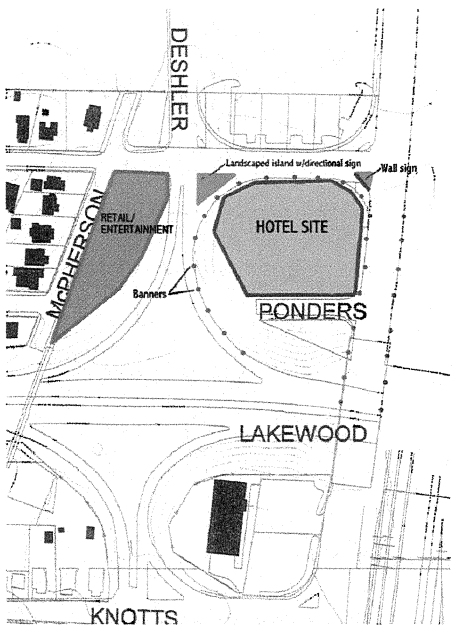



District Gateway: Norman Berry & Cleveland

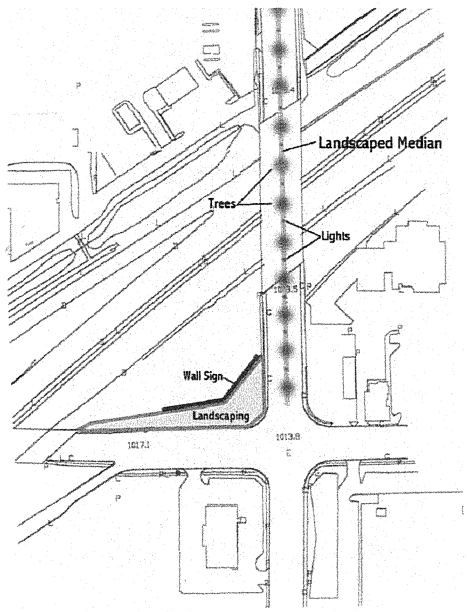



Main Street District Gateway

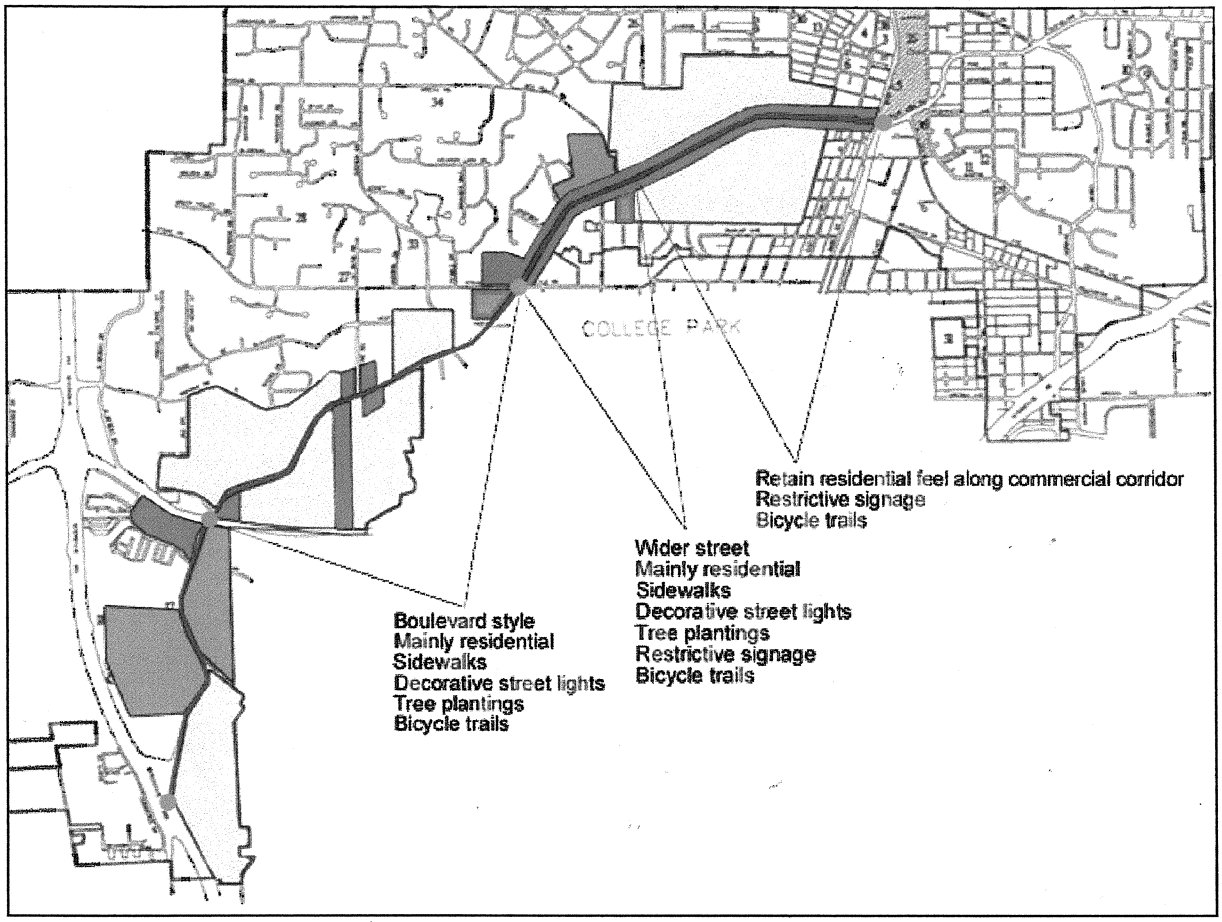
At the second workshop, East Point's gateways were studied. Gateways are focal points and mark entry into districts or neighborhoods of the city. Over 30 gateways were identified at the workshop.




Perimeter Gateway: Fort McPherson

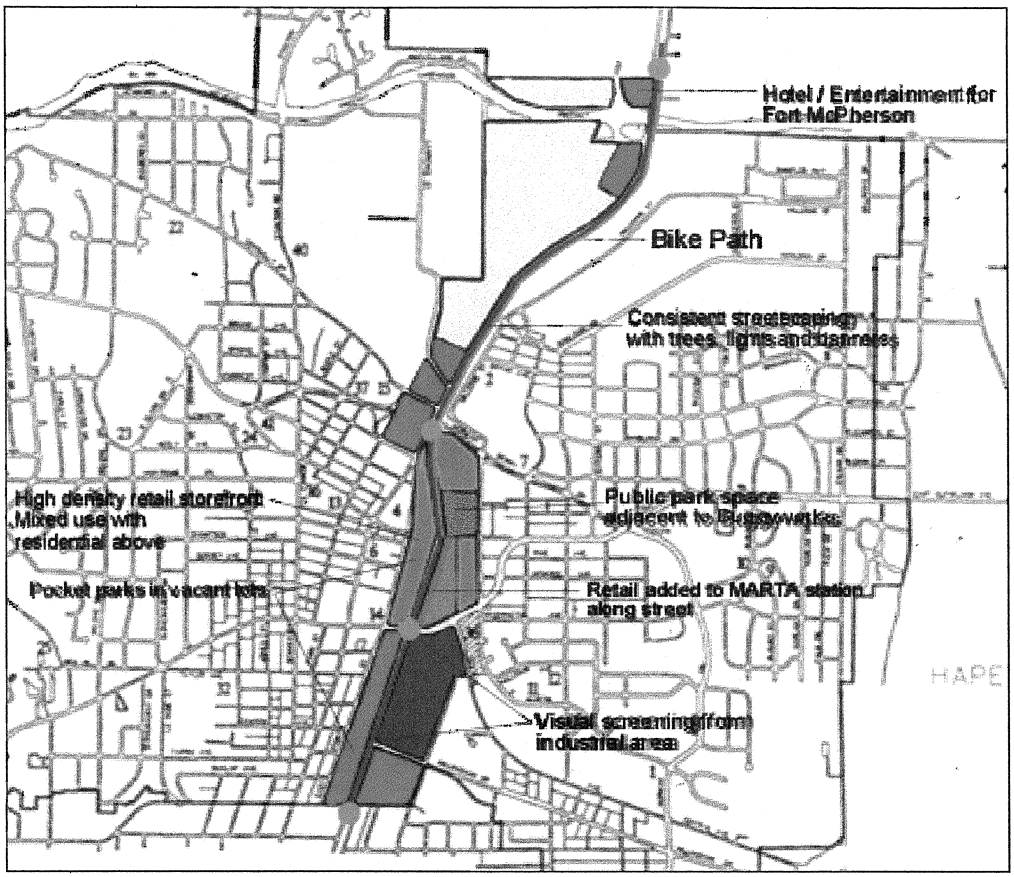



Perimeter Gateway: Bobby Brown




Workshop Ideas: Washington Road Corridor

Many Ideas were generated for the Washington Road corridor from Main Street to I-285. Four major nodes were identified: I-285, Camp Creek, Stone Road, and Main Street. One of the major issues is how to maintain consistency in the transition from residential areas to commercial areas. Streetscaping elements, signage, and landscaping will make this an attractive corridor. Another concern was functionality of the corridor for pedestrians. The addition of sidewalks, crosswalks, and bicycle lanes will make the Washington Road corridor more useful for the surrounding neighborhoods.




Workshop Ideas: Main Street Corridor

The Main Street corridor stretches from Fort McPherson on the North to College Park on the south. Four major nodes were identified along this corridor: College ParkCity Limits, Washington Road, Norman Berry, and Lakewood Freeway.The workshops also identified the desire for streetscaping, additional retail, parks, two-way traffic, and bicycle lanes along Main Street.

The last three workshops focused on three target areas of the city: fourth ward, camp creek, and downtown. The following lists summarize the workshop findings.

Fourth Ward

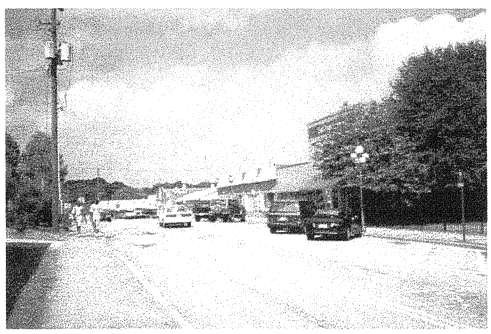
**Fourth Ward/Norman Berry**

- Hotel/entertainment development
- Mixed-use residential/retail development
- Streetscaping, beautification
- Housing for seniors
- Brownfields development
- Parks/public spaces

Camp Creek

**Camp Creek/285**

- Commercial "power center"
- Townhomes
- Landscaping
- Business park
- Recreation
- Sidewalks



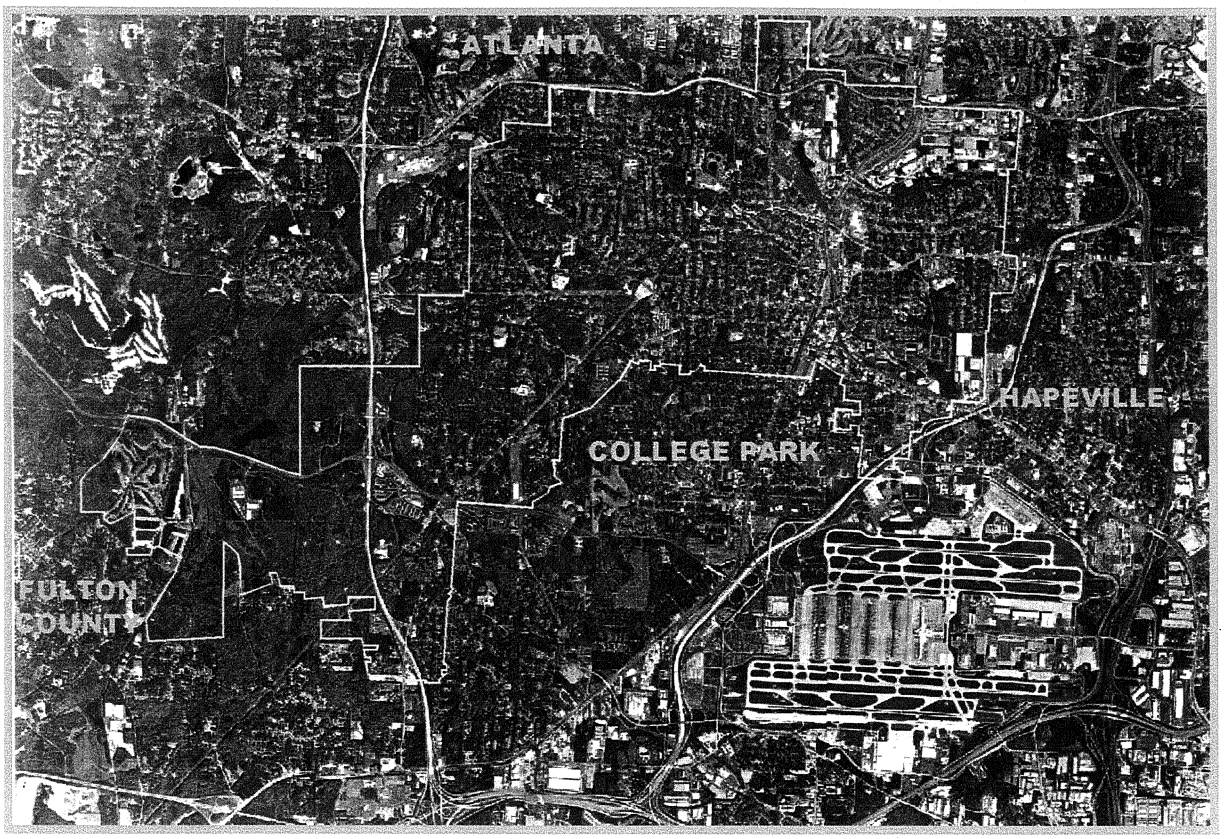
Downtown

**Downtown**

- Streetscaping
- Preservation of historic structures
- Mixed-use
- Grocery Store
- Parks/Public spaces
- Pedestrian Bridge
- Crosswalks, traffic signals
- Two-way Main Street
- Landscaping
- Small retail shops

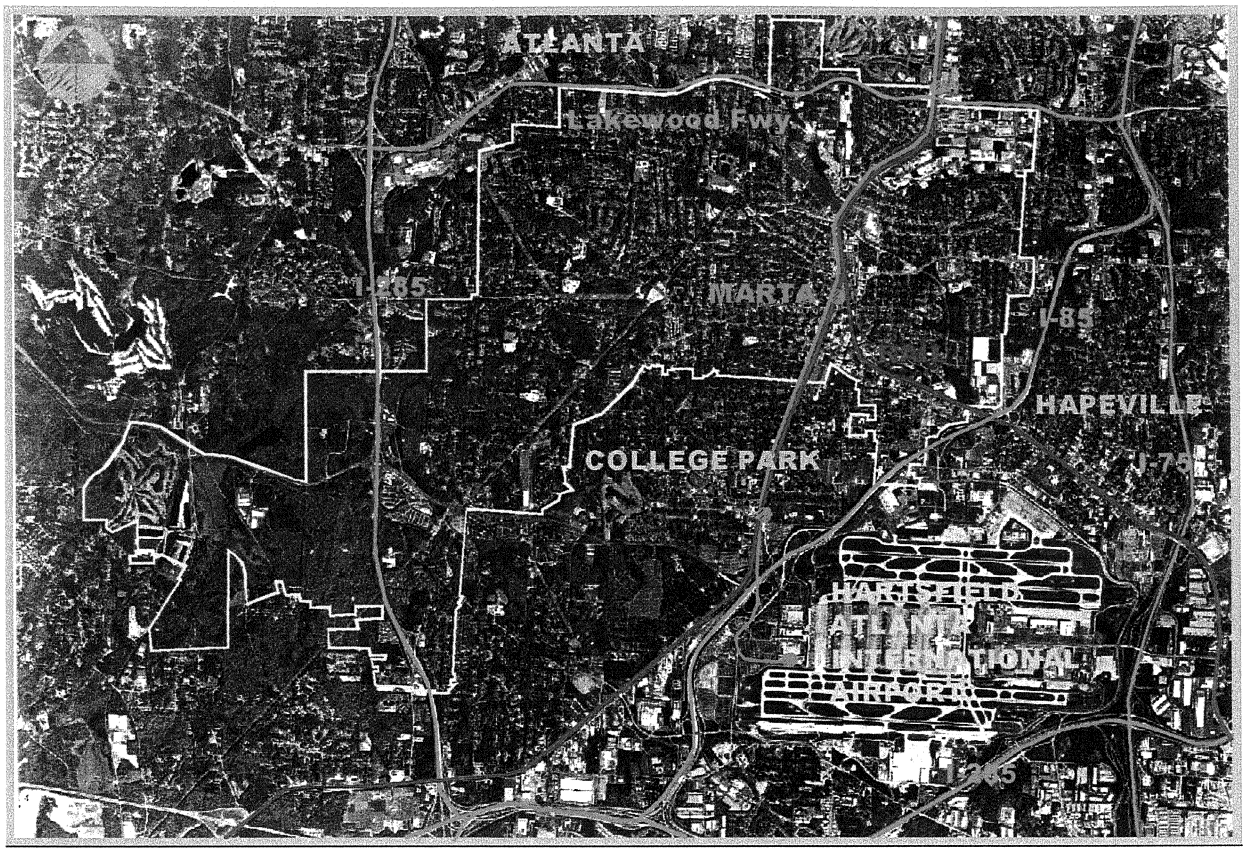
# framework

boundaries
transportation
corridors
gateways
bike paths



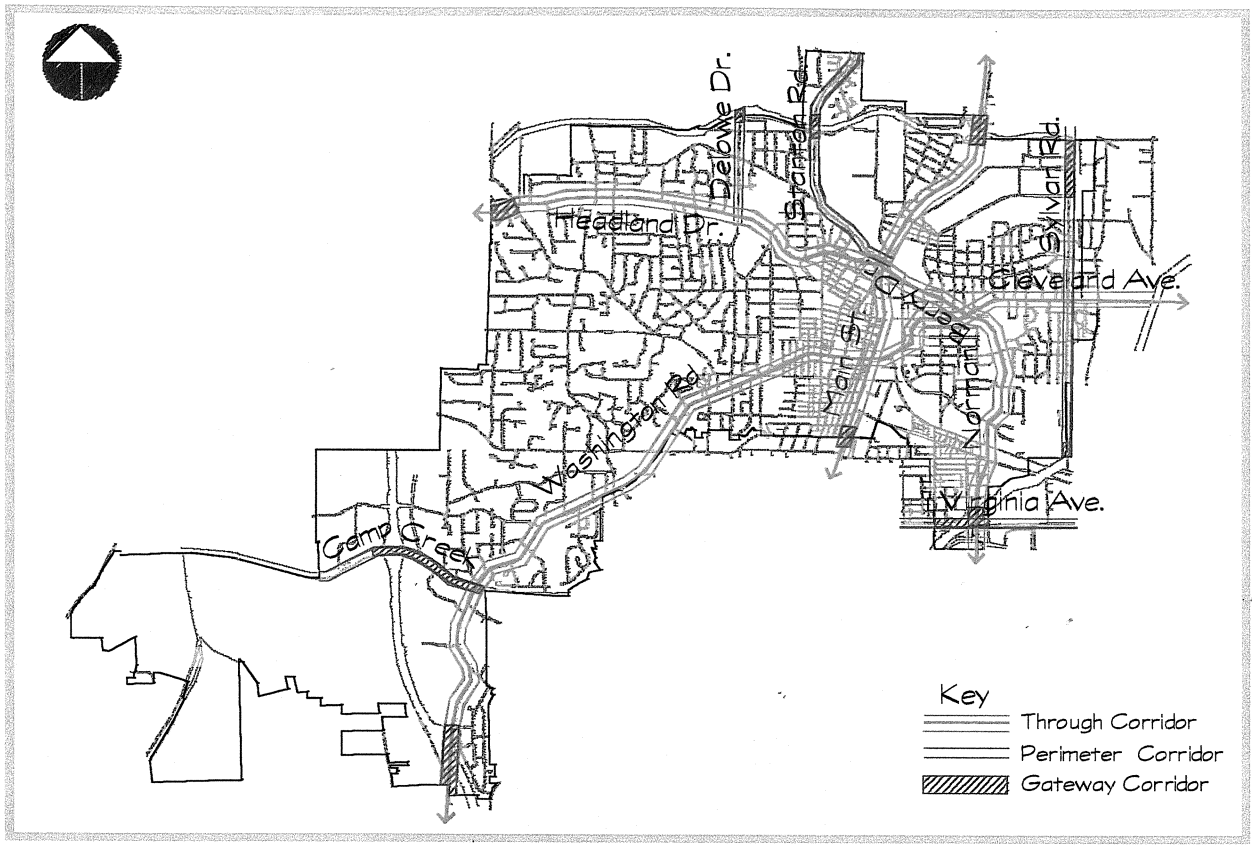

EAST POINT, GA. BOUNDARIES

The City of East Point has a strategic location, being situated between downtown Atlanta and Hartsfield Atlanta International Airport. East Point is bordered by Atlanta, Hapeville, College Park, and unincorporated Fulton County.




EAST POINT, GA. REGIONAL TRANSPORTATION NETWORK

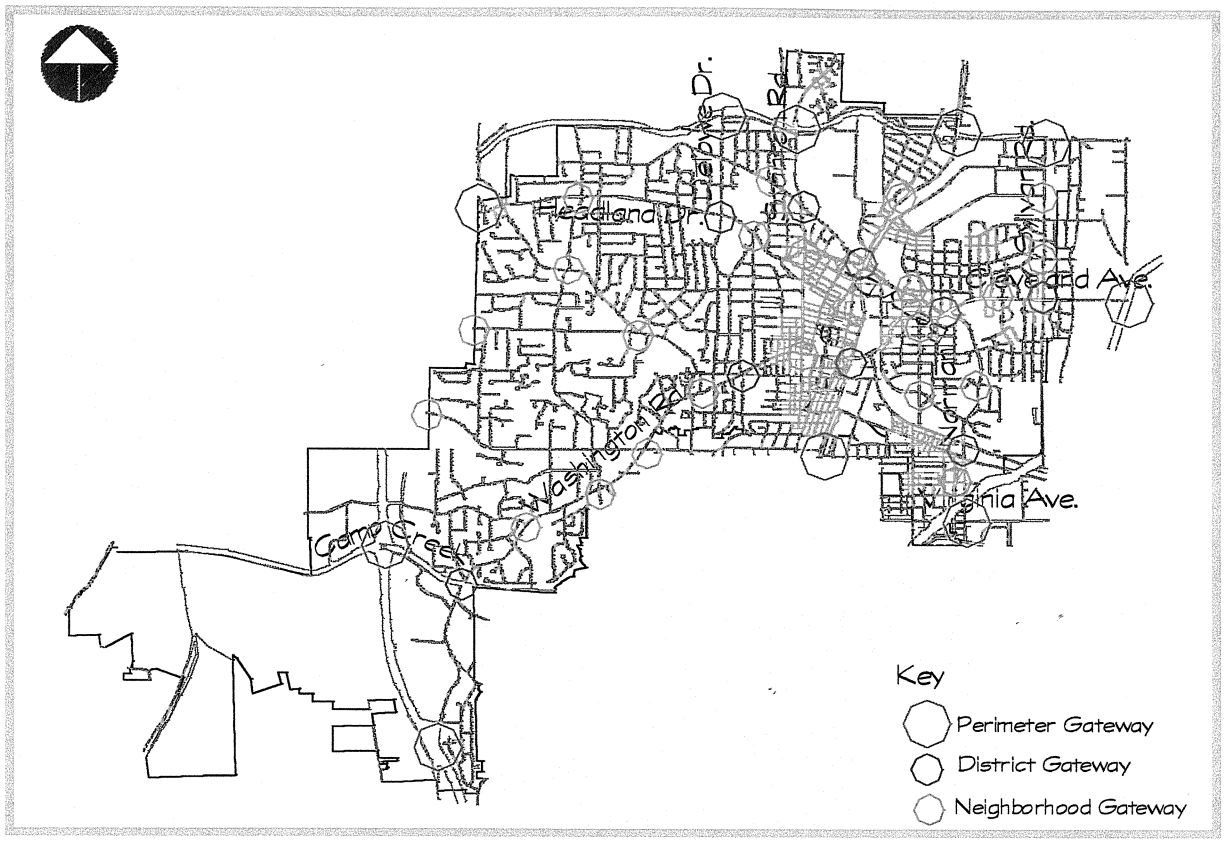
East Point is situated favorably within the regional transportation network, as it is accessible by several major interstates, MARTA, and rail.




EAST POINT, GA. CORRIDORS

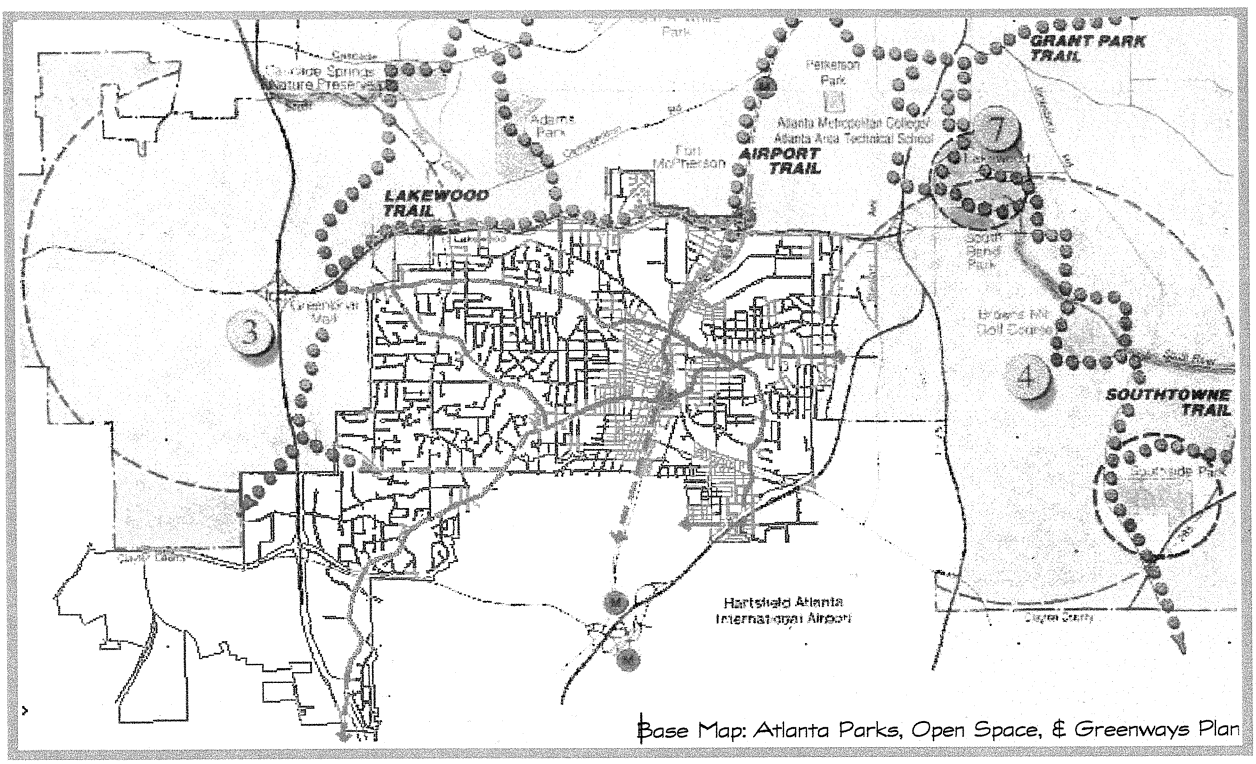
Perimeter corridors lead to the three major transportation corridors through the city: Main Street, Norman Berry/Headland, and Cleveland/Washington. These transportation "spines" are important, as they provide linkages to activity centers throughout the city.

A Thoroughfare Plan, currently under development, will identify a strategy for the entire street network of the city. This plan will address current and future transportation needs and become a part of the regional Transportation Improvement Plan (TIP).




EAST POINT, GA. GATEWAYS

Gateways create focal points and define boundaries for neighborhoods and activity centers in the city. These gateways should be treated with landscaping, signage, and/or architectural elements.




EAST POINT, GA BIKE PATH

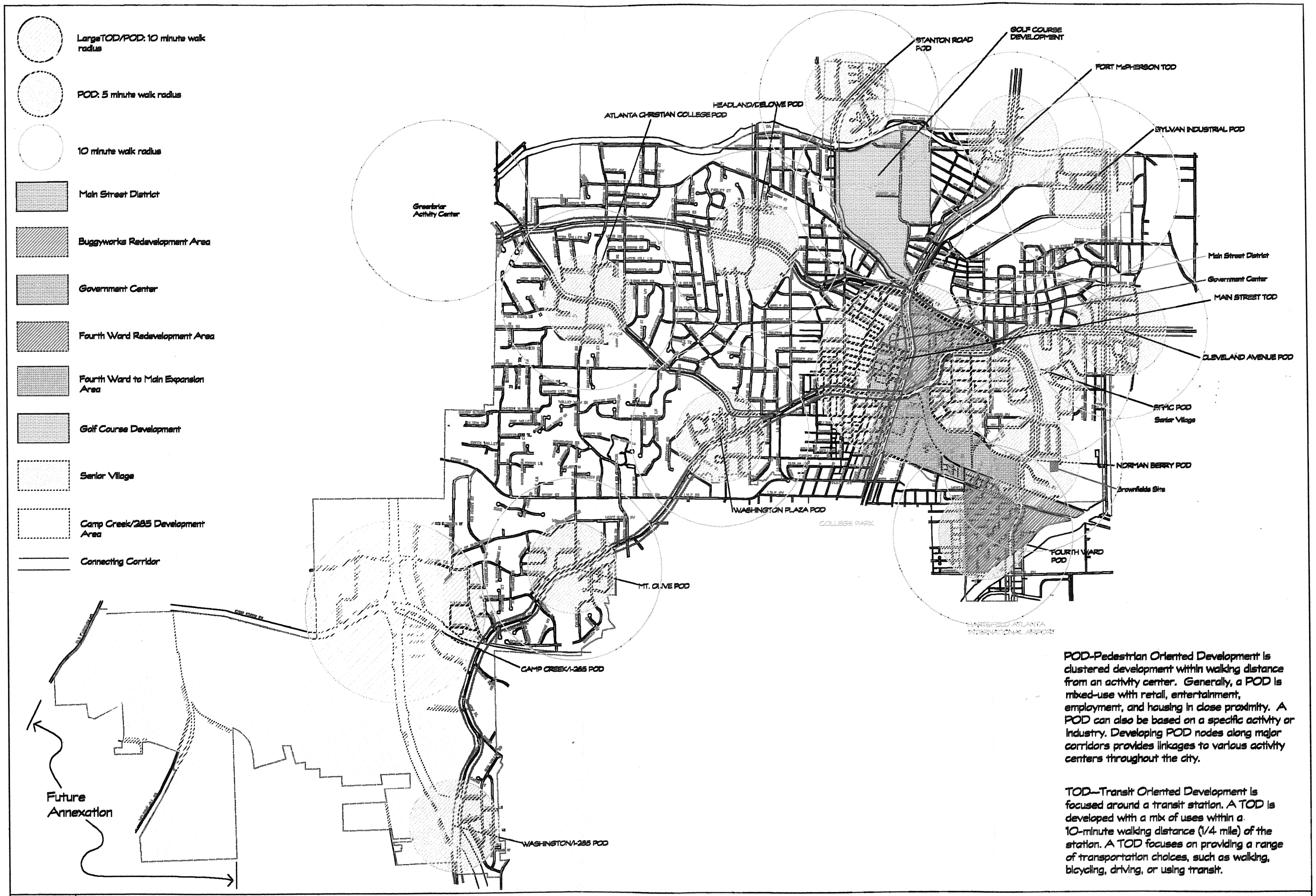
Extensions of the Atlanta Bike Path System into the City of East Point will provide alternative transportation to and from activity centers, as well as opportunities for recreation. These bicycle routes should be established as a part of the East Point Transportation Plan.

Parks, greenways, and open spaces are important components of a Master Plan. A recently completed Recreation Master Plan identifies potential parks througout the City and proposes improvements to existing facilities. (See Appendix)

# development strategy

Cleveland Avenue POD
South Fulton Medical District POD
Norman Berry POD
Fourth Ward POD
Fort McPherson TOD
Golf Course POD
Stanton Road POD
Sylvan Road POD
MainStreet TOD
Washington Plaza POD
Mt. Olive POD
Headland-Delowe POD
Atlanta Christian College POD
Camp Creek POD
Washington/I-285 POD

- LargeTOD/POD: 10 minute walk radius
- POD: 5 minute walk radius
- 10 minute walk radius
- Main Street District
- Buggyworks Redevelopment Area
- Government Center
- Fourth Ward Redevelopment Area
- Fourth Ward to Main Expansion Area
- Golf Course Development
- Senior Village
- Camp Creek/285 Development Area
- Connecting Corridor




POD-Pedestrian Oriented Development is clustered development within walking distance from an activity center. Generally, a POD is mixed-use with retail, entertainment, employment, and housing in close proximity. A POD can also be based on a specific activity or industry. Developing POD nodes along major corridors provides linkages to various activity centers throughout the city.

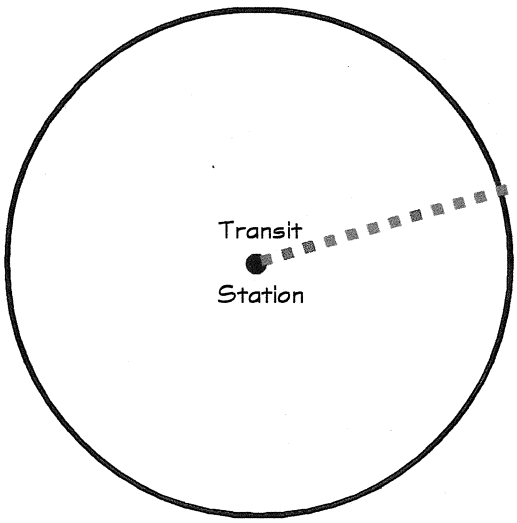
TOD--Transit Oriented Development is focused around a transit station. A TOD is developed with a mix of uses within a 10-minute walking distance (1/4 mile) of the station. A TOD focuses on providing a range of transportation choices, such as walking, bicycling, driving, or using transit.

# EAST POINT MASTER TOWN PLAN

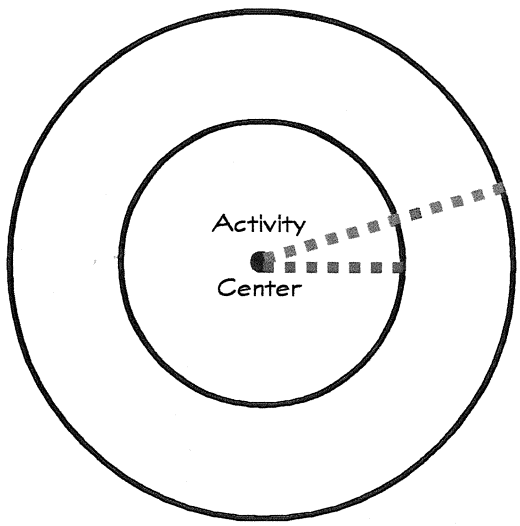
The Master Town Plan for the City of East Point focuses on 'placemaking' around activity centers and along major transportation corridors. POD's and TOD's, as described below, organize development around activity centers that are organized to support pedestrian activity.

**POD**--Pedestrian Oriented Development is clustered development within walking distance from an activity center. Generally, a POD is mixed-use with retail, entertainment, employment, and housing in close proximity. A POD can also be based on a specific activity or industry. Developing POD nodes along major corridors provides linkages to various activity centers throughout the city. A small scale POD clusters development within a 5-minute walk from the center. Like TOD's, large scale POD's cluster development within a 10-minute walk radius and are more appropriate for major activity centers.

**TOD**—Transit Oriented Development is focused around a transit station. A TOD is developed with a mix of uses within a 10-minute walking distance (1/4 mile) of the station. A TOD focuses on providing a range of transportation choices, such as walking, bicycling, driving, or using transit.




TOD: 10 minute walk radius
1/4 mile radius




Large POD: 10 minute walk radius
1/4 mile radius

Small POD: 5 minute walk radius
1/8 mile radius

## Clevand Avenue POD

The Cleveland Avenue POD will establish a commercial activity center as a gateway into East Point at the intersection of Cleveland Avenue and Sylvan Road. This will include expansion of commercial areas and redevelopment of the multi-family area around Cheryl Drive into commercial and mixed-use (retail/residential) development. This commercial activity center will serve the area residents and provide a location for larger retail than what is appropriate in downtown Main Street District. This is an ideal location for this type of development due to its proximity to the interstate and its location on a major corridor in the city.

## South Fulton Medical District POD

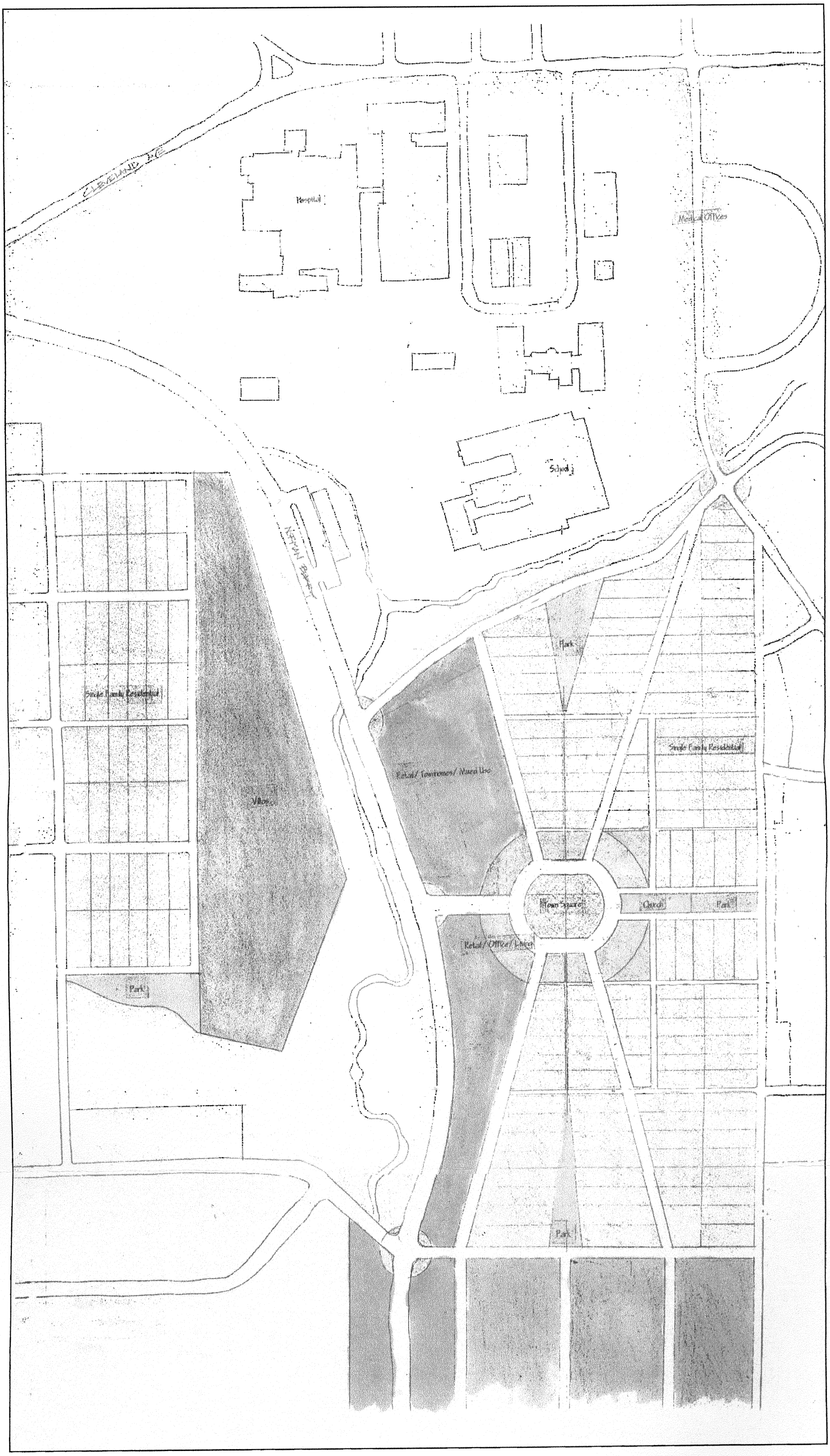
The South Fulton POD is located in the medical district and features a Seniors Village adjacent to South Fulton Medical Center. This Village will contain different types of housing for seniors focused around a town square. This medical related POD may also include doctor's offices, clinics, shops, and housing opportunites for medical district employees. This area, as well as the Norman Berry Brownfields area, is included in an Enterprise Zone that provides tax incentives for redevelopment.

## Norman Berry Brownfields POD

The Norman Berry POD will feature commercial and industrial park development spurred by the Brownfields inititative. In 1998, the City of East Point received a Brownfields Pilot grant from the Environmental Protection Division in the amount of $200,000 for cleanup and redevelopment of a site near the intersection of Martin Street and Norman Berry Drive. Currently, remediation of the site is underway and a plan is being developed that will focus on redevelopment of the site and surrounding areas. Redevelopment in this location will provide employment opportunities for area residents within walking distance.

## Fourth Ward POD

The Fourth Ward POD is focused around airport related activity and features hotel/entertainment, commercial, and residential uses adjacent to Hartsfield Atlanta International Airport. (See Focus Areas: Fourth Ward for a detailed concept.)



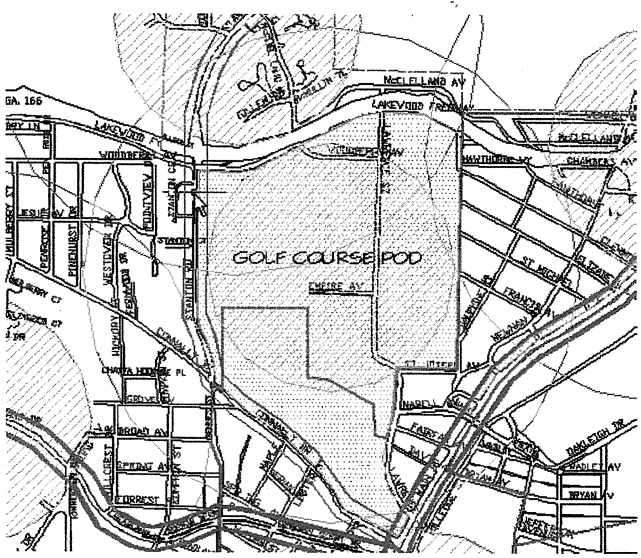

Norman Berry Senior Village POD Development Concept

## Fort McPherson TOD

Because of its location adjacent to MARTA, this area is targeted for an activity center focused around Fort McPherson and adjacent neighborhoods. The Fort McPherson TOD captures base related activity and will include needed services such as a hotel/conference center and housing for employees. This will also provide additional neighborhood commercial services for adjacent Colonial Hills neighborhood. This North Main Street Corridor also features a linear park that will provide greenspace and buffer the Colonial Hills neighborhood.

## Golf Course POD

The Lawrence Street Industrial Area is incompatible with adjacent neighborhoods and Main Street redevelopment. With its proximity to both the downtown and Fort McPherson activity centers, it is a perfect location for a Brownfields to Golf Courses initiative. A golf course with surrounding residential development is compatible with adjacent neighborhoods and may provide acceptable mitigation of the land. A study is necessary to determine the feasibility of this site.



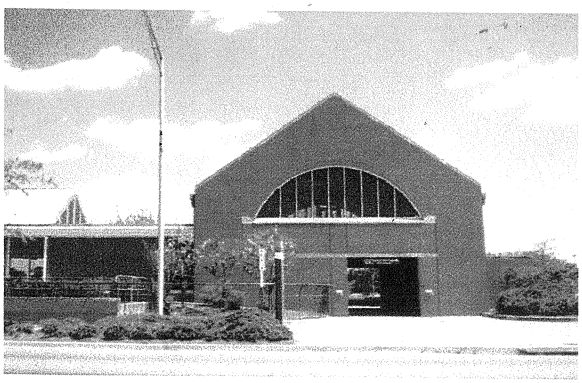

Brownfields to Golf Course Concept

## Sylvan Road POD

The Sylvan Road POD focuses on revitalizing the industrial district south of Lakewood Freeway and creating opportunities for employees and residents in the area. Including a mix of uses such as office and commercial adjacent to Jefferson Park along Sylvan Road will provide a transition to heavy industrial that will buffer the neighborhood as well as provide useful services within walking distance. A gateway project along this corridor that includes streetscaping and design standards will provide a more attractive and usable entrance into the City.

## Main Street TOD

A Main Street TOD centered around the historic Main Street District and the MARTA transit station will be the major activity center for the city. This downtown core will allow for the highest density of mixed-use development and will be the center for City government. See *Focus Areas: Downtown* for a detailed description of the Downtown Redevelopment Plan.



MARTA Station

Main Street

## Washington Plaza POD

The Washington Plaza POD will integrate existing mixed uses around the commercial core of Washington Plaza. Many infill and redevelopment opportunities exist in and around the plaza itself. Providing easier access for pedestrians and beautification through signage control, landscaping requirements, and streetscaping will create an attractive neighborhood center in this location.

## Atlanta Christian College POD

A POD at Ben Hill Road and Dodson Drive will create an activity center focused around Atlanta Christian College. This may include housing opportunities for students, small retail shops, and cafes. These services will be beneficial to area residents as well as students, since they will be within walking distance of several neighborhoods.

## Stanton Road POD

The area north of Lakewood Freeway along Stanton Road should be completely redeveloped as a mixed-use POD. Its location adjacent to Fort McPherson makes it an ideal location for a variety of housing types and commercial uses for Fort Mac employees. The existing development pattern and almost exclusive use of the area as apartments does not provide the right mix of uses or housing choices for a sustainable community.

## Headland/Delowe POD

A TND focused around the Headland/Delowe commercial area can be achieved by expanding the mix of uses and providing better pedestrian access from surrounding neighborhoods. Parking lot infill and renovation of the existing strip plazas will create a more attractive environment and promote more activity. Along with this, additional residential uses will be necessary to support the commercial activity center.

## Mount Olive POD

The Mount Olive POD will provide a commercial center for the neighborhoods in the west side of the city within walking distance. This includes the addition of sidewalks and pedestrian-oriented neighborhood commercial development. It is also recommended that neighborhood commercial be developed in the area of the "park- and- ride" facility fronting Washington Road.

## Camp Creek/I-285 POD

An activity center at Camp Creek and I-285 will combine business park/light industrial, commercial, and residential uses as a major gateway into the city and to the airport. A commercial center that includes business services, hotels, conferencing centers, and retail will serve the area businesses and residents. Existing multifamily properties along Washington Road should be redeveloped as townhomes and other housing desirable for area employees.

## Washington Road/285 POD

Redevelopment of the area at Washington Road and I-285 takes advantage of highway access and proximity to the airport. The development should incorporate a mix of uses, including commercial and residential development that will strengthen the Washington Road corridor.