focus areas

downtown
fourth ward
camp creek

downtown

overview
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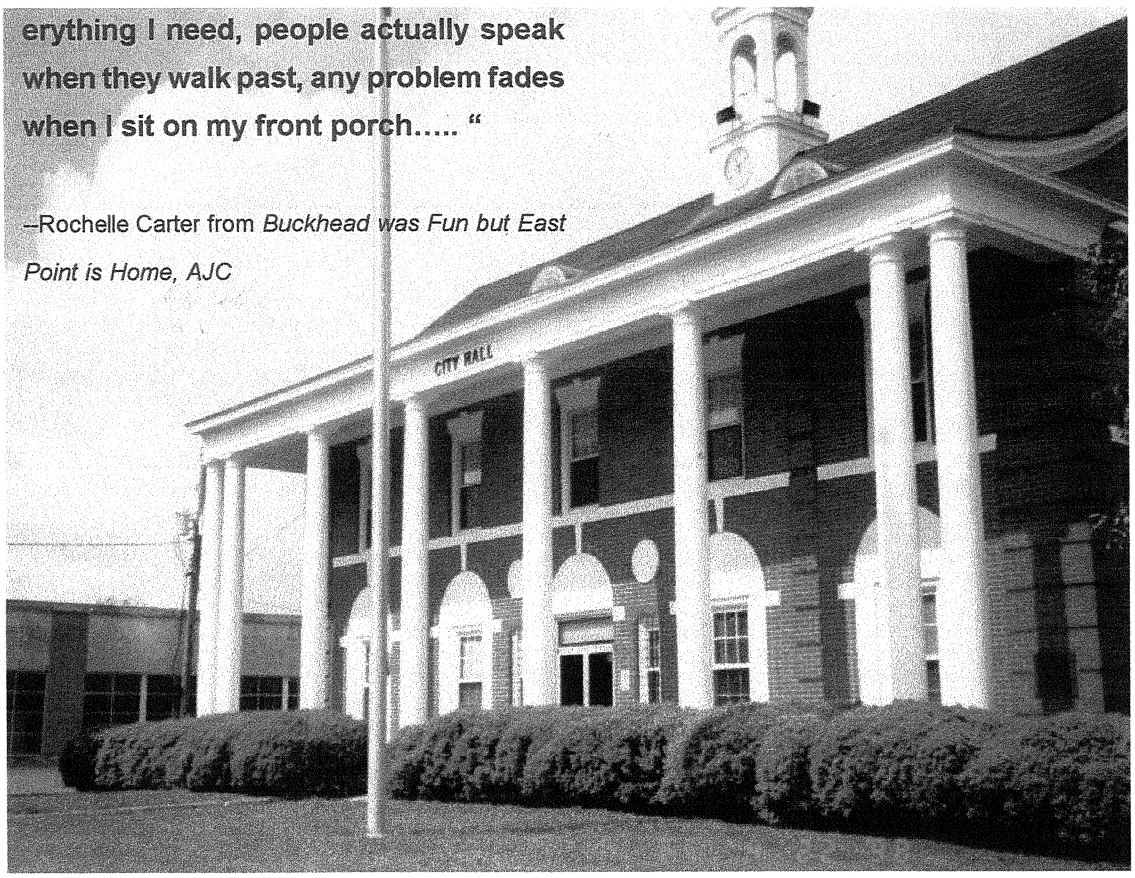
components

"A chiming church bell marks the passage of time, the sound of birds singing is louder than the traffic, a hardware store right around the corner sells everything I need, people actually speak when they walk past, any problem fades when I sit on my front porch..... "

–Rochelle Carter from *Buckhead was Fun but East Point is Home, AJC*



overview

The downtown district is made up of the historic central business district and surrounding neighborhoods.

Downtown and its surrounding neighborhoods have a special character because of their historic features. In 1999, the City of East Point, along with neighboring City of College Park, were designated to be a part of the Georgia Main Street Program because of these historic attributes. The historic architecture of this District should be preserved as much as possible and new development should be sensitive to the existing historic structures. The Main Street Architectural Overlay District Design Guidelines promote this goal with standards for both new development and renovation of existing buildings. As a fundamental part of the success of the Main Street Program, the City of East Point will promote this historic character as an attraction for residents, businesses, and tourists.

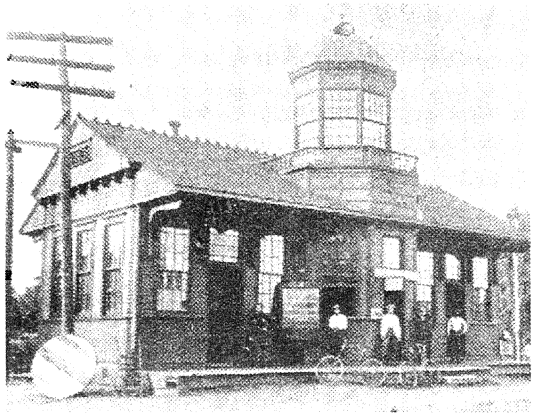
Main Street MARTA Station

Whiteway

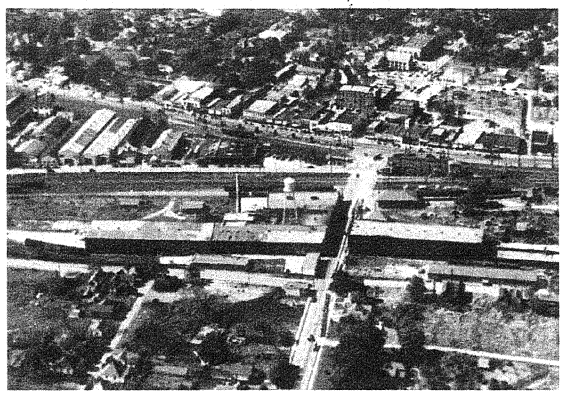
Cleveland Avenue

history

The City of East Point was established as the eastern terminus of the Atlanta & West Point Rail Road Company in 1857, and later incorporated in 1887. East Point grew out of the railroad and was made up of the downtown commercial district, railroad industry and surrounding neighborhoods. Main Street or Route 29 developed along the railroad. It was a major transportation route leading south from Atlanta. Along the entire corridor communities grew out of the railroad and related industries. For East Point, Main Street was and remains today the core of downtown.



Central of Georgia depot circa 1900



View of Buggywworks & downtown

Main Street was a multi-modal corridor from the beginning, providing rail, vehicular, trolley, streetcar, transit and pedestrian access. A welcome addition to this historic corridor is the MARTA mass transportation system. This links East Point to all parts of the metro region including Atlanta and Hartsfield International Airport. Several historic neighborhoods are within a ten-minute walk of downtown. These residential neighborhoods include Church Street, Linwood Heights, Colonial Hills and Jefferson Park. These neighborhoods are a vital component to the revitalization of the central business district.

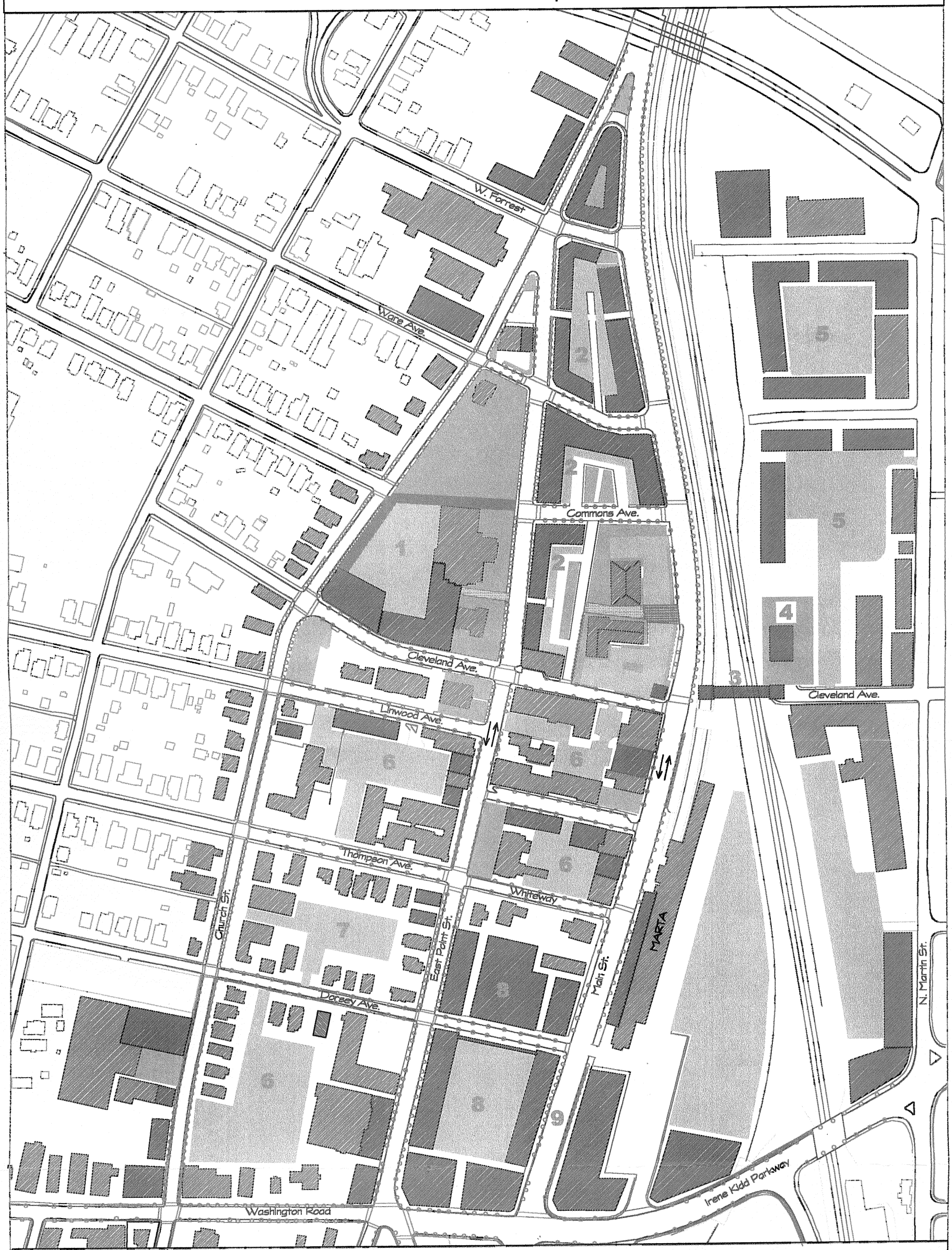
Main Street near Whiteway (1948)

Main Street looking north from Thompson

redevelopment plan

New City Hall Complex
Redevelopment Project North
Pedestrian Bridge
Railroad/Transportation Museum
Buggyworks Area Redevelopment
Infill
Adaptive Reuse
Redevelopment Project South
Main Street District Streetscape

Downtown Redevelopment Plan



1. New City Hall Complex
2. Redevelopment Project North
3. Pedestrian Bridge
4. Railroad/Transportation Museum
5. Buggyworks Area Redevelopment
6. Infill
7. Adaptive Reuse
8. Redevelopment Project South
9. Main Street District Streetscape and Corridor Improvement Project

EXISTING
NEW
PARKING
PARK/PLAZA

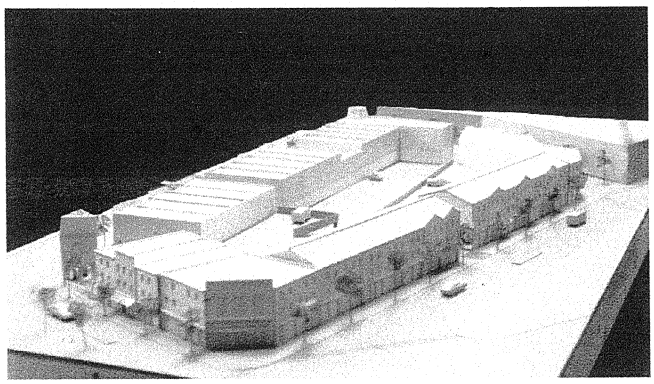
New City Hall Complex

A new City Hall Complex is needed to centralize government services downtown. The proposed location for this complex is adjacent to the LEC and Old Fire Station. Currently, this site is underutilized and has more than adequate space to accommodate future expansions. This City Hall Complex will feature the following:

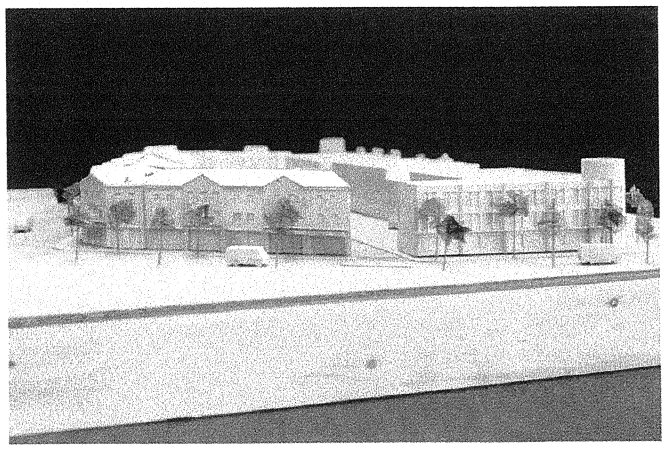
- ➔ Centralized government center for "One Stop Shopping"
- ➔ Pedestrian boardwalks and plazas
- ➔ Adjacent park to be used for outdoor functions
- ➔ Parking deck
- ➔ Areas for retail and office space
- ➔ Preservation and adaptive reuse of the Old Fire Station
- ➔ Vistas of the Old City Hall and Downtown Commercial District

Redevelopment Project North

The blocks North of Cleveland Avenue will feature mixed-use development, including residential above ground level retail. In redeveloping these areas, it is important that a pedestrian street character be established through ground level "storefront", street trees, street lighting, human scaled architecture, and concealed/ screened parking areas.



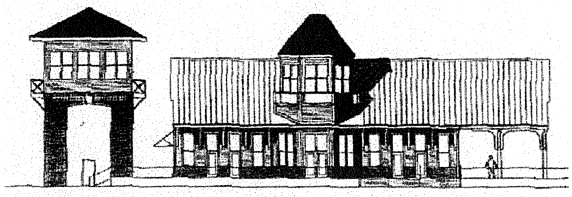
An important aspect of redeveloping the block between Cleveland and Ware, commonly refered to as the "Commons", is breaking up the large scale block into smaller, developable blocks with additional streets. This creates pedestrian scaled blocks and provides additional opportunities for on-street parking.

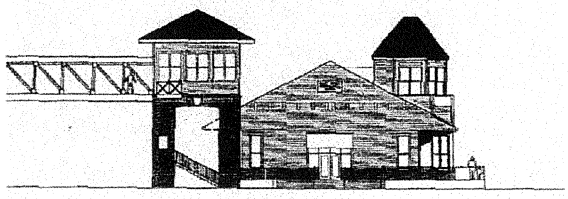


Concept for Ware/W. Forrest block of Main Street

Railroad/Transportation Museum

A Railroad Museum is planned for a location adjacent to the Railroad tracks on the Buggyworks side. This is the site of the old train depot, and, as such, should be dedicated to the history of the railroad and its importance to the founding and growth of the City of East Point and the metro region. The railroad museum will promote heritage tourism, as well as providing the City a place of educational and cultural value.





Railroad Museum Concept

Buggyworks Redevelopment

Because of its proximity to MARTA and the downtown commercial district, the Buggyworks and surrounding areas will be developed primarily as high density residential. Some examples of housing types appropriate for this area include lofts, townhomes, senior housing, and cluster homes. The key is to establish a critical mass of residents in this area to support downtown retail.

The pedestrian bridge will link Main Street to the Buggyworks District.

Pedestrian Bridge

When MARTA came though downtown, several East-West connections across the railroad tracks were broken. The most important connection from downtown to the Buggyworks District was Cleveland Avenue. A Pedestrian Bridge will serve to reconnect this severed downtown street and will be located at/near the current site of the Marta crossover bridge. The bridge will cross both the MARTA tracks and the railroad tracks to connect the downtown side (Main Street) to the Buggyworks side.

The pedestrian bridge will serve to provide the following:

- ➔ Handicapped accessibility
- ➔ Access to public transportation (Marta) and multi-modal system (pedestrian, bicycle, and transit)
- ➔ Access to public and private services and retail
- ➔ Safe access across railroad and Marta tracks
- ➔ Incentive for development on the east side of the tracks.
- ➔ Promotion of historic preservation in the warehouse district

The Buggyworks Industrial District is listed on the National Register.

Adaptive Reuse

The Main Street District is the heart of downtown and includes the City's most historic structures such as the Old Post Office, the Elk's building, City Hall, Nellie's Chapel. Care should be taken to preserve and reuse these and other historic structures.

The old Post Office is perfect for adaptive reuse.

As a Main Street City, these historic resources become a foundation for future growth and revitalization because they give downtown a special character that attracts residents, businesses, and tourists.

Infill

Infill development 'fills in' empty spaces in downtown. There are many opportunities for infill development between existing buildings and in surface parking lots. Infill development creates definition of the street by filling in gaps and oftentimes, masks parking and loading areas. Some opportunities for infill development are:

- ➔ Mixed-Use on Main Street between Whiteway and Cleveland
- ➔ Retail in Bank of America parking lot facing Whiteway
- ➔ Retail in front of the Marta Station on Main Street
- ➔ Mixed-Use in parking lot on Linwood Avenue across from the Auditorium
- ➔ Expansion of Post Office out to sidewalk on East Point Street
- ➔ Retail/Office on northwest corner of East Point Street and Washington Road
- ➔ Residential structure infill (combined with renovation of existing) as office/retail along East Point, Dorsey, Thompson, and Church streets.

An infill site between Whiteway and Cleveland Avenue

Redevelopment Project South

Redevelopment between Washington and Thompson will be similar to the North Redevelopment Project, but will allow for larger retail development, such as a grocery store and a convenience pharmacy. This "big box" retail will serve as an anchor for smaller retail shops with residential above. Parking will be concealed in an interior deck that will have a storefront appearance on Dorsey Avenue. Examples of "big box" in downtown areas can be seen in the Appendix.

Main Street District Streetscape Corridor Improvement Project:

A streetscaping project will include street trees, lighting, signage, landscaping, crosswalks, and street furniture to create consistency and identity for downtown. The DOT streetscaping project for Main Street is a joint project between East Point and College Park and will establish the design standards for the whole district.

A corridor improvement plan will be a joint project between East Point, College Park, and Atlanta to designate Main Street as an important historic transportation route that can be enjoyed for its scenic qualities. Improvements along this corridor include bike paths, sidewalks, crosswalks, street lights, streetscaping, and pedestrian/bicyclist educational displays (signs describing historic places, markers, etc.) and rest areas.

components

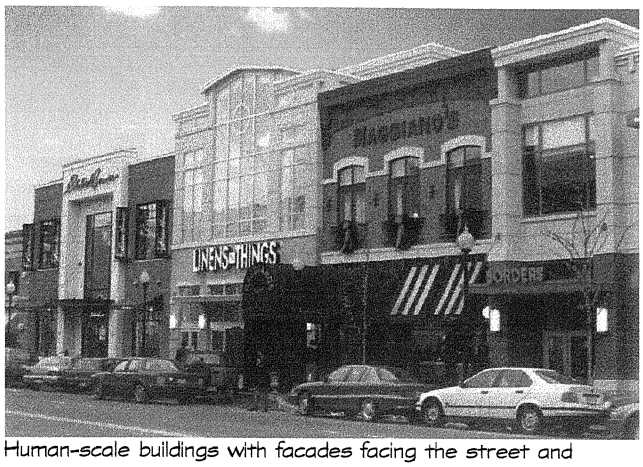
buildings at sidewalks
parking to the rear
street trees
underground utilities
façade treatments
landscaping
parks and plazas/green space
mix of uses
traffic calming/signals
on-street parking
pedestrian crosswalks
two-way streets
varied street types
small blocks
streetscape
gateways

Pedestrian Oriented Development focuses on people, rather than cars. The pedestrian experience, both visually and functionally, becomes just as important as traffic flows and parking. The philosophy of "people and cars are equal" is important for sustainable development and economic growth.

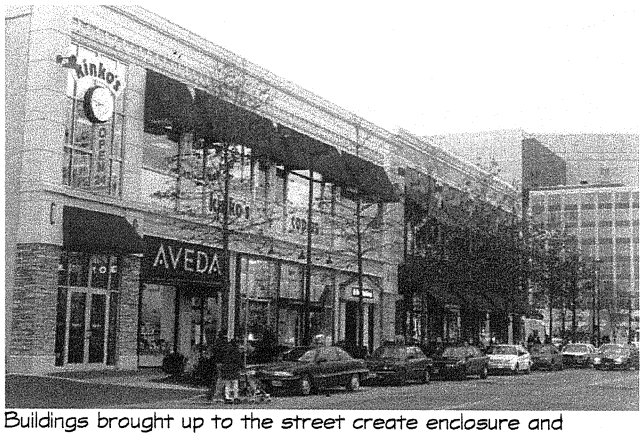
The starting point for Master Planning in the downtown is to take advantage of the existing urban fabric, made up of small blocks, small lots, narrow streets, street/sidewalk oriented building facades, and sidewalks. These characteristics allow for density at a human scale, which is key in creating environments that are "pedestrian friendly". The following Master Plan components are important for Pedestrian Oriented Development in the downtown as well as other POD/TOD districts in the city.

Buildings at Sidewalk (zero setbacks)

Recent development patterns have designed suburban-style enviornments which accommodate the automobile instead of the pedestrian. These patterns of large building setbacks from the street and front yard areas covered with asphalt have resulted in unattractive built environments devoid of human activity. Fortunately, remnants of the historic development pattern of downtown East Point remain, which emphasize a pedestrian-scaled environment with buildings brought close to the street and sidewalks and public spaces that are well defined. Several opportunities exist in the downtown for new infill redevelopment to replicate this pattern of development. Buildings which create enclosure, add rhythm to the street and clearly define public spaces, serve to encourage pedestrian activity and create an active street life with multiple activities. In addition, reduced setbacks expand the development potential of land.



Human-scale buildings with facades facing the street and located in small blocks, are vital components which create a pedestrian friendly environment.

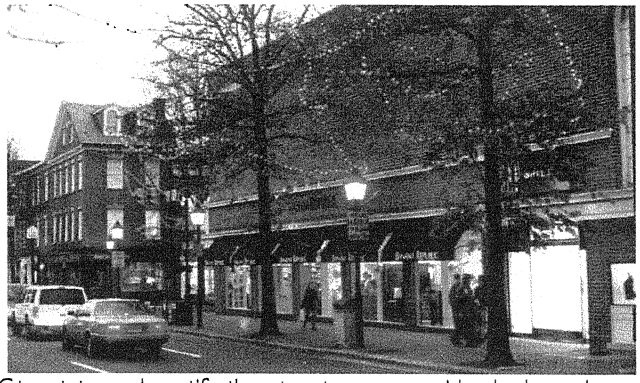


Buildings brought up to the street create enclosure and encourage pedestrian activity.

Parking in the rear accessed thru alleys

Street Trees

Street trees provide another opportunity to beautify and frame the street by adding continuity and order to the streetscape. Street trees also create a more pleasant walking environment, providing shade along sidewalks and reducing high temperatures during the spring and summer months. They also increase pedestrian safety, serving as buffers between moving automobile traffic and pedestrians walking along the sidewalk.



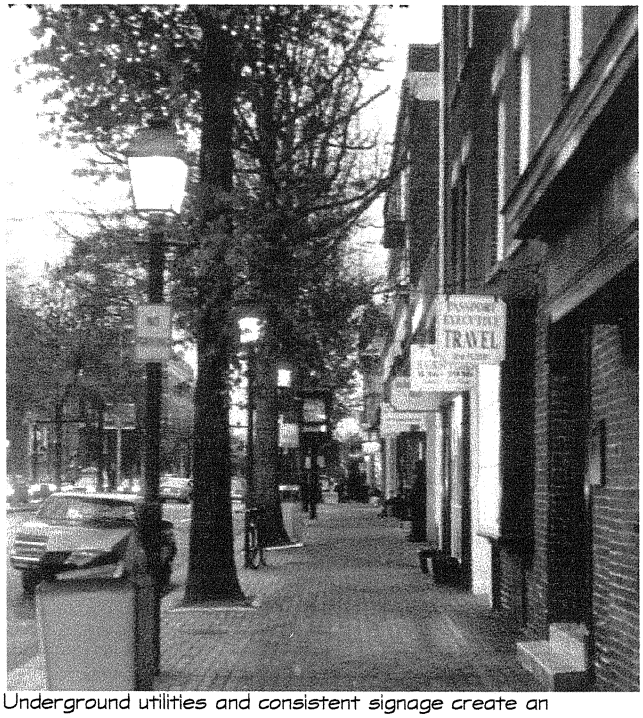
Street trees beautify the streetscape, provide shade, and increase pedestrian safety.

Underground Utilities

Overhead public utility lines not only contribute to an unattractive streetscape, but also are vulnerable to power outages due to inclement weather. Whenever possible these utilies should be located underground.

Signage

Attractive signage which is uniform and inkeeping with the scale of adjacent buildings can enliven the streetscape. The standards in the *Main Street Architectural Overlay District Guidelines* specify signage sizes, lighting, and materials which are consistent with the historic character and scale of the Downtown district.



Underground utilities and consistent signage create an attrative streetscape.

Facade Treatments

Articulated facades create an attractive streetscape which encourages walking. Blank walls create an uninteresting and uncomfortable environment for the pedestrian and should be avoided when possible. Facades should be articulated with entries, windows, porches, and balconies which face onto and are primarily accessible from the sidewalk.

Articulated building facades add interest to the street.

Landscaping

Landscaping such as trees and other plantings not only helps to create a more pleasant walking experience by beautifying the streetscape and providing shade and cooler temperatures. It also provides several environmental benefits such as improving air quality and reducing the amount of impervious services in parking lots and roads which do not allow rainwater to filtrate naturally into the ground.

Landscaping not only beautifies the streetscape but it also provides several environmental benefits.

Parks and Plazas/Green Space

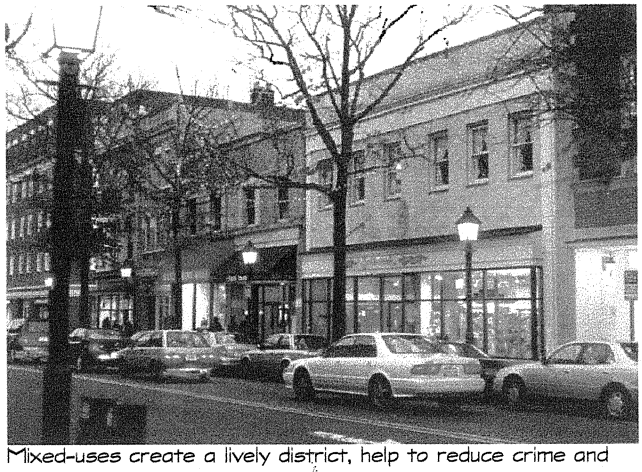
Parks, plazas, and open green spaces provide many public amenities to a community such as opportunities for recreation and exercise, and places for special events or festivals to be held. These public spaces provide many opportunities for public interaction. There are several types of public parks, ranging from the large community parks providing recreational uses, to smaller pocket parks for passive recreation or public plazas scattered throughout a city.

Large community parks provide several recreational amenities such as ball parks and bike and walking trails.

Pocket parks provide passive recreation spots for nearby residents and office workers to gather and socialize.

Mix of Uses

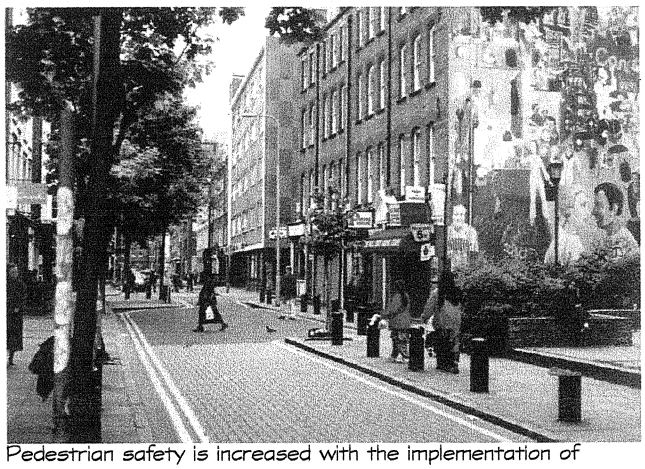
Buildings with a mix of compatible retail, office, and residential uses help to enliven and sustain a neighborhood. This mixture of uses serves to reduce crime and increase pedestrian safety by providing a more active streetlife throughout the day and evening. The 24-hour environment reduces the "ghost town" aspect of districts with single uses and serves to reduce crime with more "eyes on the street". Mixed-use developments also provide more affordable housing opportunities and allow for a greater diversity of mixed-income residents within a given area.



Mixed-uses create a lively district, help to reduce crime and provide affordable housing opportunities.

Traffic Calming/Signals

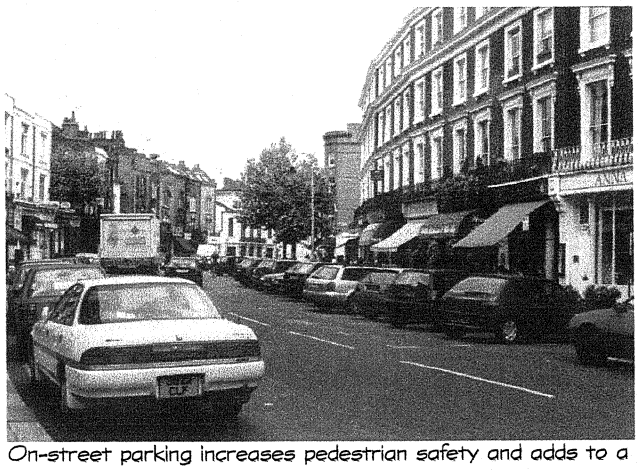
Several traffic calming measures may be introduced to slow automobile traffic and increase pedestrian safety. These include narrowing the width of streets utilizing measures such as on-street parking, bulb-outs at intersections, medians, and wider sidewalks. Additional traffic-calming measures include placement of traffic signals, tables at mid-block, special paving materials, and roundabouts at key intersections.



Pedestrian safety is increased with the implementation of several traffic-calming measures.

On-Street Parking

On-street parking is a viable component which helps to activate the street life by providing easy access to commercial and residential uses. It also serves to incease pedestrian activity by acting as a safety buffer between moving automobile traffic and pedestrians on the sidewalk. On-street parking may be accomodated in several different ways depending on the width of the street. These include providing parallel or diagonal parking spaces.



On-street parking increases pedestrian safety and adds to a vibrant street life.

Pedestrian Crosswalks

Pedestrian safety at street intersections must be maximized throughout the City. There are several design techniques which may be applied to accomplish this goal. These include: proper traffic signalization, clear delineation of crosswalks thru stripping or special paving materials, placement of stops bars at intersections a minimum distance from the crosswalk. Barrier railings guide pedestrians to cross the street at crosswalks and not in the middle of the street.

Pedestrian crosswalks guide pedestrian traffic at street crossings and also serve to alert drivers of pedestrians in the street.

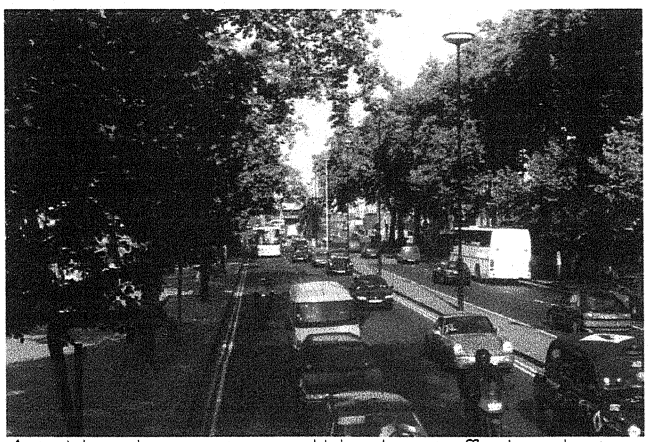
Two-Way Streets

Two-way traffic is important for supporting downtown commercial activity. A key component for Main Street District redevelopment is changing East Point Street and Main Street from one-way to two-way traffic. This will help activate the street and help to reduce the speed of traffic driving through downtown.

Two-way streets increase accessiblitiy to commercial and residential uses and also serve to slow automobile traffic.

Varied Street Types

A heirarchy of street types, from arterials down to alleys, help to control traffic and allow for different types of steet activity.



Arterial roads serve to move high volume traffic throughout the city.

Small Blocks

Small blocks are better for pedestrians because they shorten walking distances. They also provide more on-street parking opportunities, as there are more parking spaces created by additional streets. Large blocks do not promote pedestrian activity because the segments are too long for pedestrians to travel easily from point to point. The majority of the existing blocks in East Point are at a small scale. The City should maintain these existing block sizes. In addition, the Downtown Master Plan shows the "Commons" as two blocks. By creating a street north of the library, smaller block sizes, more consistent with the existing urban fabric are achieved.

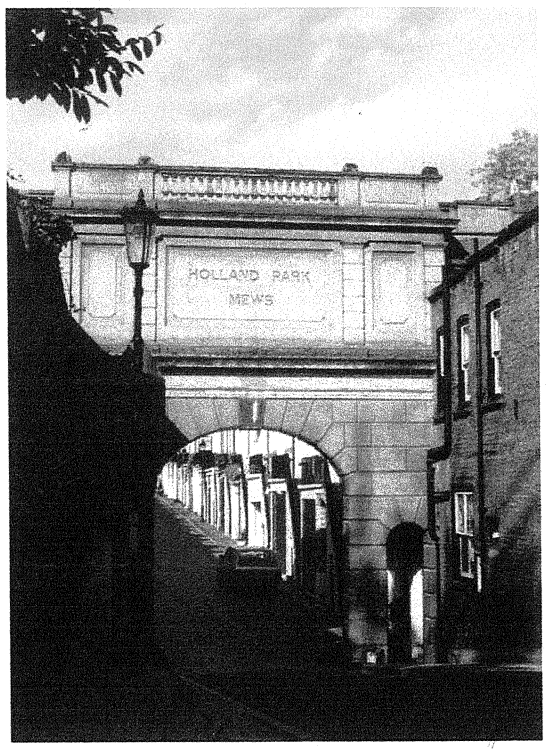
Sidewalks encourage pedestrian movement.

Streetscape

Sidewalks are essential for pedestrians. In designing sidewalks, important things to consider are width, materials, and street furniture features, such as trees and lighting. Standards in the *Main Street Architectural Overlay District Guidelines* specify sidewalk width and street furniture features according to use zones within the District. A Streetscape Plan, developed as a part of the DOT TEA Main Street Streetscaping Project will identify specifications on materials, lights, signage, and landscaping for the Downtown District. It is important to maintain consistency in sidewalks throughout the Downtown District, as it will serve to unify the townscape.

Gateways

Gateways are entrances to a community which help to define, unify and establish a unique identity for an area. Currently, the Downtown lacks several identifiable gateway entrances which announce the area, define the district and identify its unique character within the City. The Downtown has several opportunities to establish gateways at several key intersections utilizing signage, sculpture, fountains, landscaping and medians.



Gateways define entrances into an area and establish a unique identity for a district.

campcreek

overview
redevelopment plan

overview

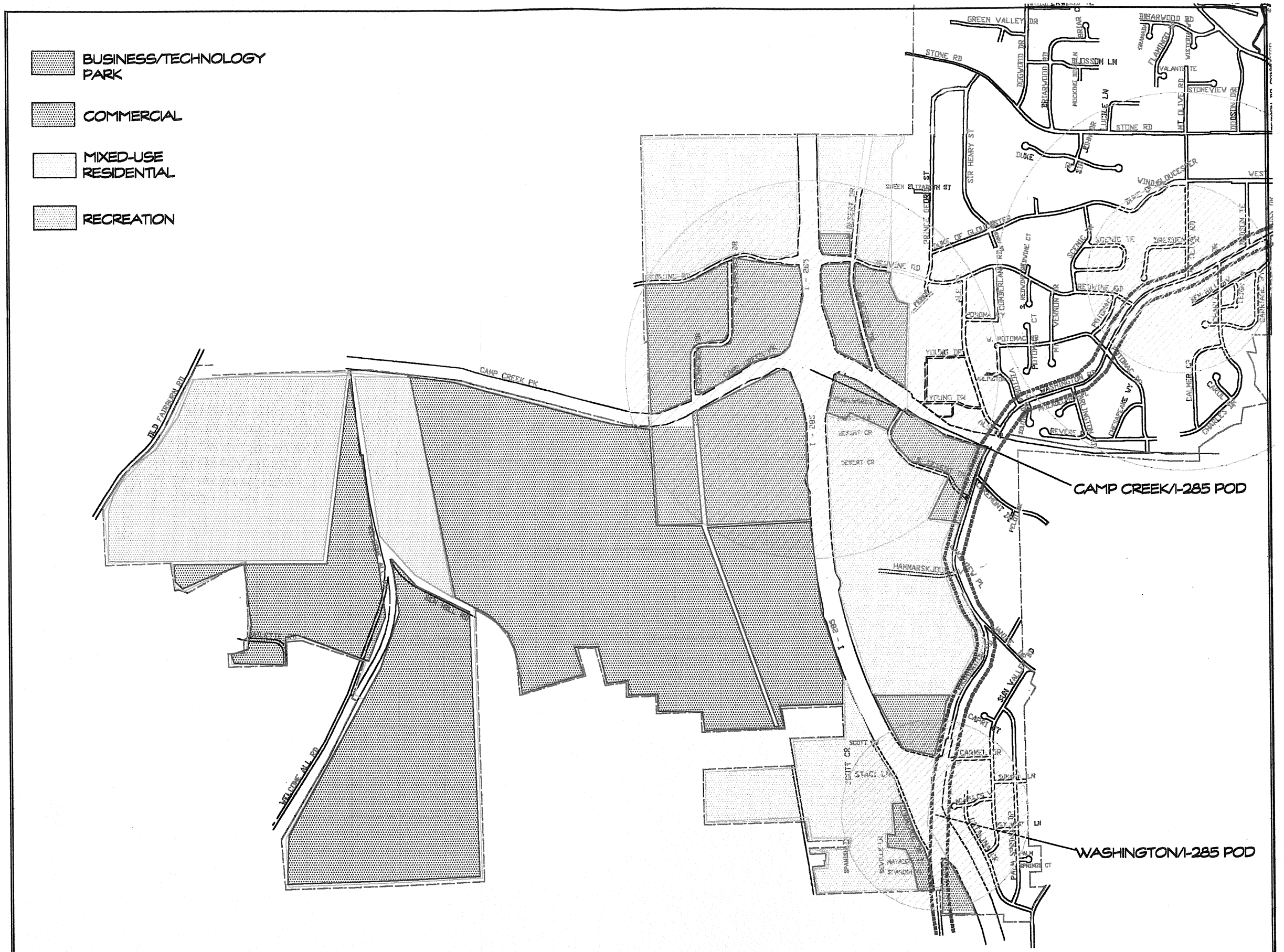
The Camp Creek/ I-285 area represents an area of new growth for the city. With Camp Creek Parkway being a major corridor to the airport and South Fulton Parkway in close proximity, there are many opportunities for development.

This area will require a mixture of new development and redevelopment. The east side of I-285 has several redevelopment opportunities, including several areas of substandard multi-family housing and commercial properties along Washington Road. The west side of I-285 contains large tracts of undeveloped property, appropriate for large scale commercial and business park development.

The Camp Creek development plan consists of two POD's, one centered at Washington and I-285, and the other at Camp Creek and I-285.

The 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. The extension of Commerce Drive will connect the Camp Creek and Washington activity centers and provide better access into the area.

The activity center at Washington Rd./I-285 also takes advantage of highway access and proximity to the airport. The development plan incorporates a mix of uses, including commercial and residential development that will strengthen the Washington Road corridor.



CAMP CREEK DEVELOPMENT AREA

fourthward

overview
history
redevelopment plan

overview

The Fourth Ward Villiage is a unique opportunity for the City of East Point to create an unprecendented airport-related master plan.

The Fourth Ward is an area southeast of downtown East Point adjacent to Hartsfield Atlanta International Airport. The area is bounded by Virginia Avenue to the south, Central Avenue to the north, Norman Berry to the east, and Harrison Road to the west.

Because of its proximity to the airport, this area has been targeted for a mixed-use village that takes advantage of airport-related activity. Included in the plan are a mix of several uses: hotel/entertainment, commercial, multi-family, and single-family residential.

history

In 1970's, the City of East Point declared the area known as the Fourth Ward as a Redevelopment Project Area and declared that it was "in the public interest, health, safety, morals, and welfare of the residents of East Point to rehabilitate, conserve, redevelop, or any combination thereof, properties in said area." There were redevelopment objectives described in The Old Fourth Ward Redevelopment Plan that included the following:

- Acquire and remove structurally substandard and obsolete buildings in the project area.
- Aquire property where necessary to carry out the redevelopment plan.
- Increase opportunities for employment for East Point residents.
- Improve the environment.
- Provide land for public and private development.
- Strengthen the tax base of East Point through new development.

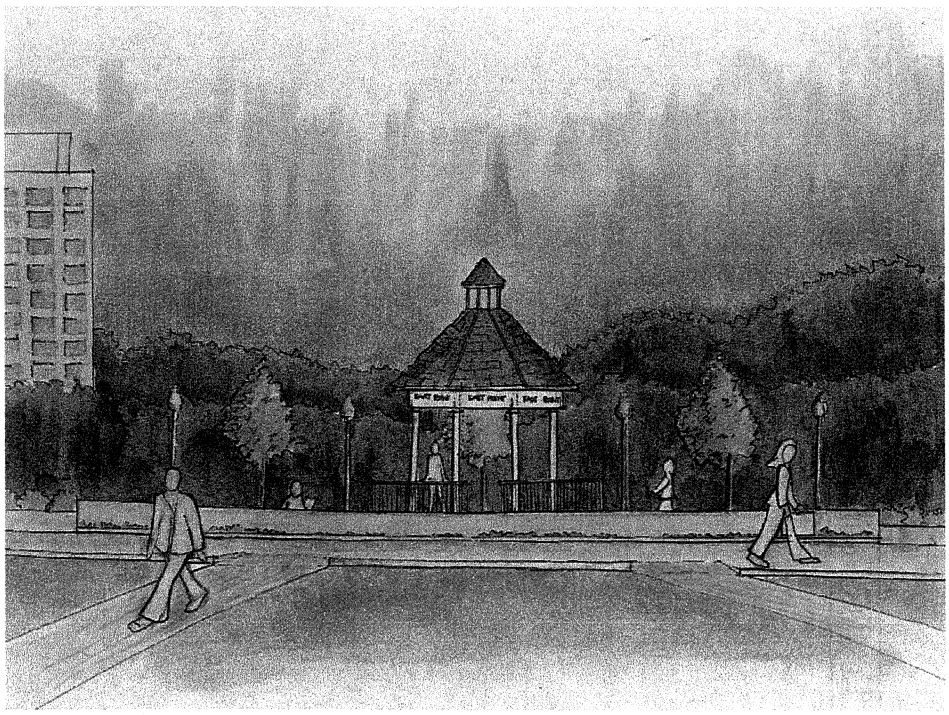
Although, there were strong ideas of what to do in the area, there was no Master Plan or implementation strategy. Because of this, the plans were never realized.

Building on many of the same principles, a new vision has been established for the Fourth Ward that includes a Master Plan to be adopted along with an implementation strategy as a part of the Comprehensive Plan.

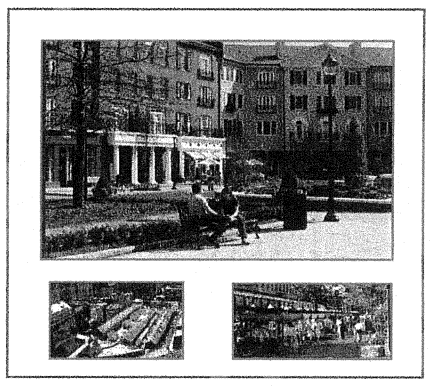
The Redevelopment Plan for the Fourth Ward Village features a village square and is based on a 5 minute walk radius from the center.

Important components of the 4th Ward Redevelopment Plan:

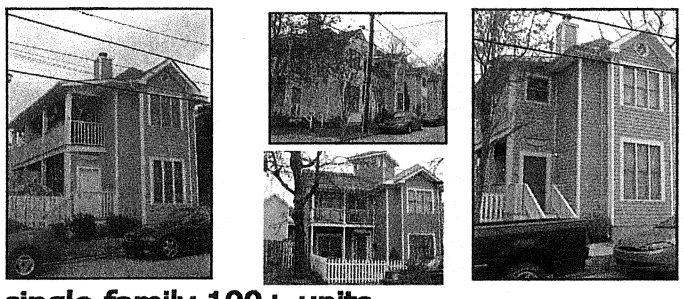
- A pedestrian focus is important for travelers and employees that work in the area.
- A mix of uses will provide a range of opportunities, including shopping, dining, hotels, and housing within walking distance of each other.
- A transition of uses and scale is important when going from single-family residential on the east to large scale hotels on the west.
- Architectural and zoning guidelines are important to ensure that individual developments are consistent with the overall vision.



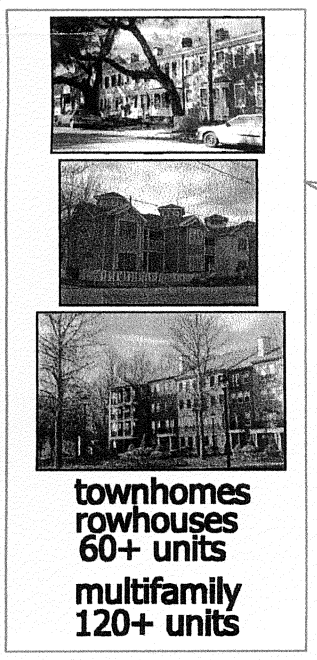
Gateway Park in the Fopurth Ward at the corner of
Bobby Brown Pkwy. and Virginia Avenue



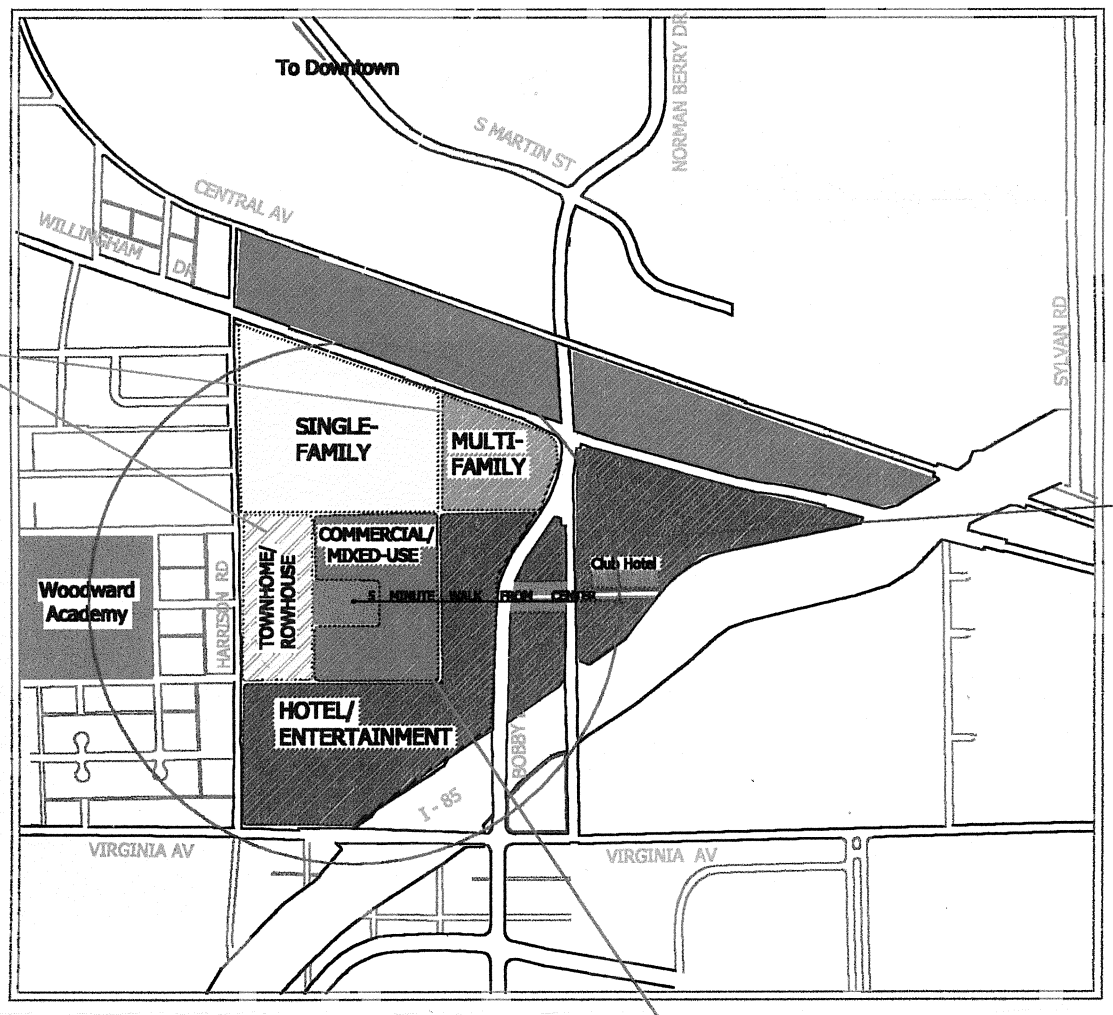
OLD FOURTH WARD REDEVELOPMENT PLAN

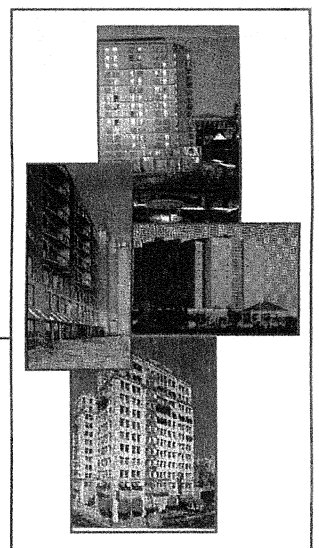


single-family 100+ units

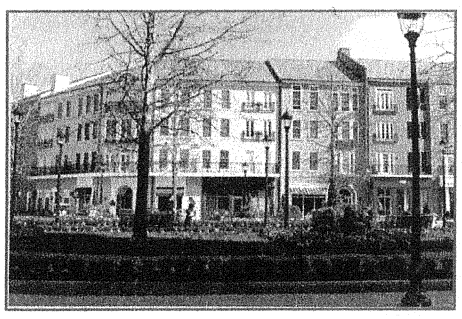


townhomes
rowhouses
60+ units
multifamily
120+ units

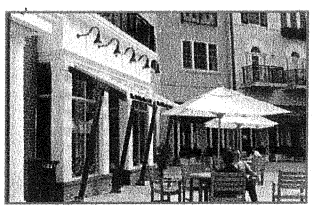


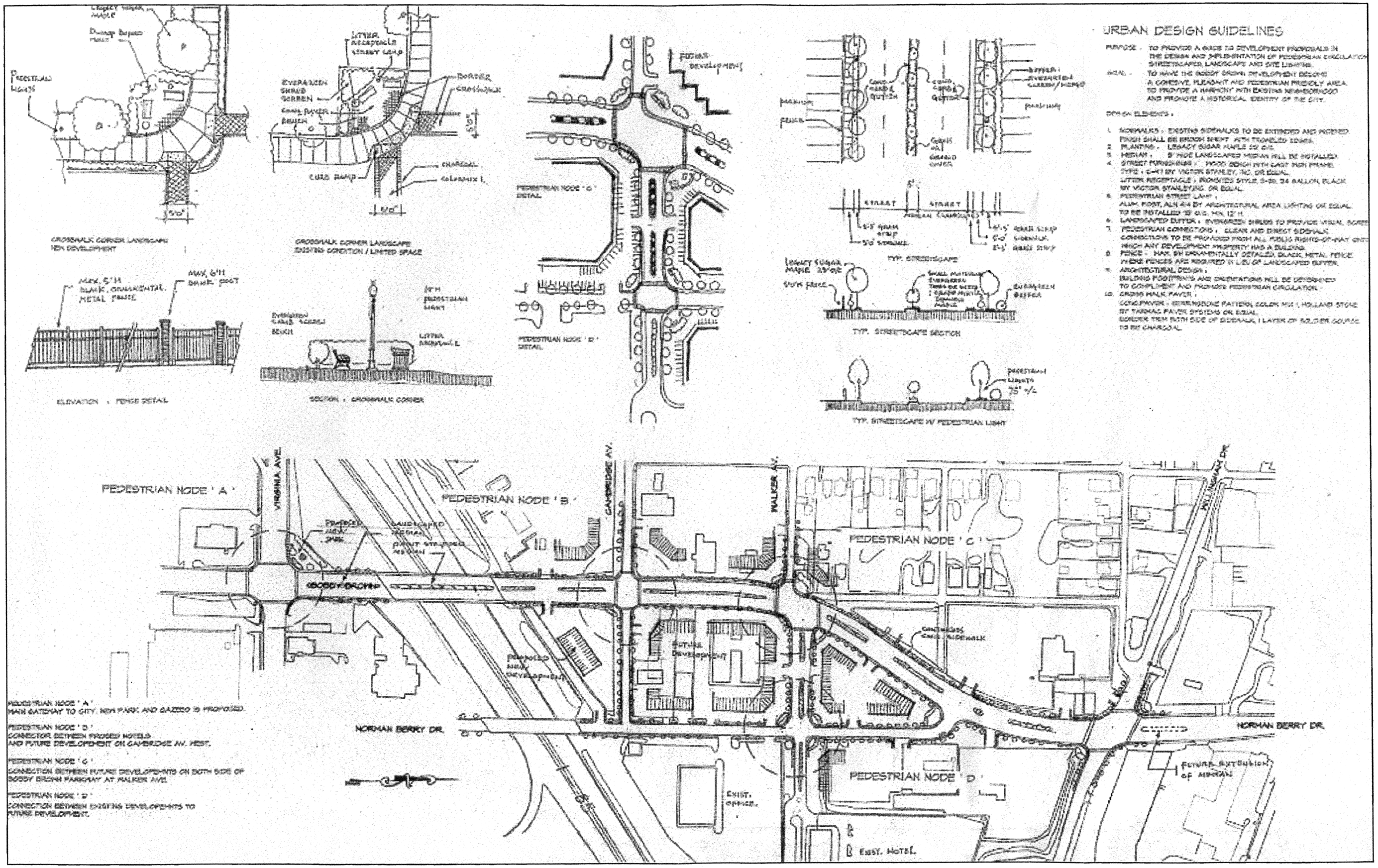


hotels
10-12 additional



commercial
1.2 million square feet





Bobby Brown/Fourth Ward Streetscape Concept

implementation

Ultimately, the Master Town Plan will be adopted as a part of an updated Comprehensive Plan in 2001. Measures for implementation include rezoning properties, zoning ordinance modifications, design guidelines, city initiated projects and programs (i.e. Main Street, pedestrian bridge, streetscaping, etc.), and public/private partnerships for redevelopment.

To date, the following steps have been taken towards implementation:

- ✓ Main Street Program
- ✓ Architectural Overlay District/ Design Guidelines
- ✓ ARC ACTIPS program
- ✓ Rezoning of properties to CR
- ✓ Rezoning of I-2 properties to I-1
- ✓ Rezoning of properties in the East Washington area
- ✓ Pedestrian Bridge Project
- ✓ Streetscaping Project - Bobby Brown Parkway
- ✓ DOT TEA Streetscaping Project - Main Street
- ✓ Housing Rehabilitation
- ✓ Sale of Buggyworks for residential development downtown.
- ✓ Main Street Marketing Study
- ✓ Downtown Transportation/Marketing Study
- ✓ Thoroughfare Plan

Other measures will include:

- → Revision of zoning and sign ordinance
- → Design guidelines/development controls (POD, TOD, & city-wide)
- → Expansion of the Overlay District
- → Tree & Landscape ordinance
- → Tree ordinance revision
- → Streetscaping & Sidewalk projects
- → Parks & gateways projects
- → Building projects (Railroad museum, New City Hall Complex, etc.)
- → Development Authority
- → Public/Private partnerships
- → Partnerships with other cities
- → Land acquisition/annexation, assembly, condemnation
- → Bond Issues
- → Staffing

conclusion

Through the Master Town Plan, a vision is established for the City. To implement this vision, a series of steps is necessary:

- Approval of Master Town Plan
- Revision of Comprehensive Plan and Inclusion of Master Town Plan
- Approval of Comprehensive Plan by the Atlanta Regional Commission & State of Georgia
- Adoption of Comprehensive Plan with Implementation Schedule
- Yearly Updating of the Comprehensive Plan

Through this plan, the City of East Point is preparing for the future. Building on the existing foundation of neighborhoods, transportation corridors, and commercial districts, the Master Town Plan is designed to ensure the sustainability of future growth in the City.

Clustering development around activity centers serves to protect and enhance existing neighborhoods by providing services within walking distance. Overall, the goal is to provide a better quality of life for the community by providing more opportunities for living, shopping, employment, and recreation within the community. In addition, economic growth will be achieved by attracting more businesses, residents, and tourists to the city.