

LCI Supplemental Study Application Form

Name of responsible organization: City of East Point

Name of contact person: Jennifer Fine

Title: Director Department: Economic Development

Address/City/State/Zip: 1526 E. Forrest Avenue. East Point, GA 30344

Telephone: (404) 270-7217 FAX: (404) 270-7822

E-mail: jfine@eastpointcity.org

Non-profit designation: Municipal government

Supplemental Study name: Main Street Corridor Transit Oriented Development Plan

Funds requested: \$40,000 Cash match: \$40,000

(Maximum LCI Funds = \$50,000) (Must include at least a 50% cash match)

Total study budget: \$80,000

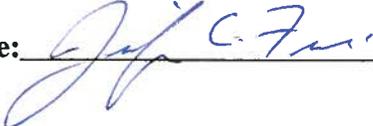
Has the local governing body (city council or county commission) officially adopted, approved or endorsed the original LCI plan? Yes/No: Yes

On what date was this action taken: January 18, 2005

If no, then you are not eligible to receive LCI Supplemental Study funds.

Have the original LCI study plan's recommendations, maps and/or policies been incorporated into the official local comprehensive plan? Y/N: Yes

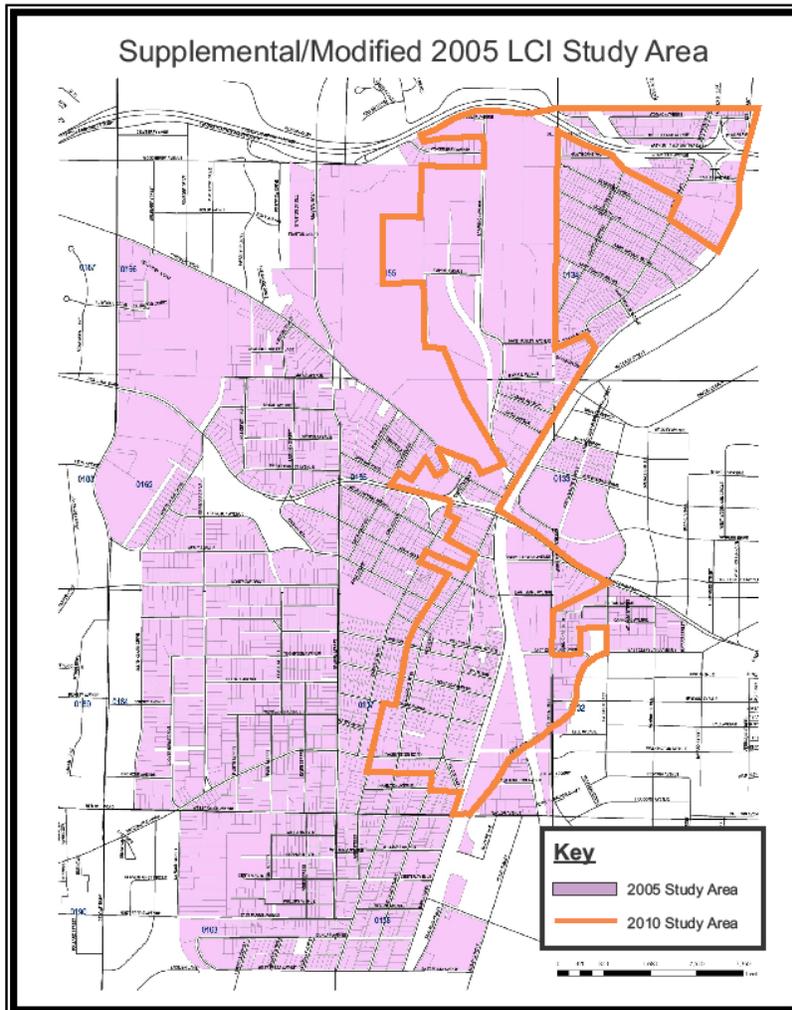
If yes, describe the method in which the LCI study plan was incorporated. The LCI Plan was incorporated by reference in the 2006-2026 Comprehensive Plan

Signature:  Date: December 17, 2010

East Point Main Street Corridor TOD Supplemental LCI Application

Study Area

The study area incorporates two key nodes along the central GA29 corridor from the 2004 East Point LCI Plan. The northern boundary is Langford Parkway and the Atlanta City limit at Ft. McPherson. It incorporates the Lawrence Avenue industrial area to the west, which was identified as a prime redevelopment opportunity in the 2004 study. The boundary continues south to Washington Road, incorporating the Central Business District, the East Point MARTA Station and its overflow surface parking lot as well as the historic Wagon Works and Buggy Works complex that serves as East Point's primary office center.



Supplemental/Modified 2005 LCI Study Area Aerial Map



Key

— 2010 Study Area

Issue Statement

East Point was awarded funds to complete an LCI Plan in 2004 in part because the downtown core area of the City has most of the key attributes necessary to create vibrant, sustainable, quality communities for business and residents of various socio-economic backgrounds. These attributes, such as proximity to two of Atlanta's largest employment centers – Hartsfield-Jackson Atlanta International Airport and downtown Atlanta, MARTA rail and bus service, an abundance of a mix of quality, affordable housing, a fairly well planned street grid system, active neighborhoods, recreational opportunities, etc. still very much exist. East Point experienced a modest growth spurt prior to the study's completion and was poised to be the next, best in-town

neighborhood. The LCI Plan recognized this potential to be able to capture some of the region's growth looking for a "small town urban" environment. One where you had the easy option of using public transit, a car, or even a bicycle to get around. The hallmarks of smart growth all lay within reach of the City six miles from downtown Atlanta. The Plan identified six nodes along the Main Street corridor that would be suitable for redevelopment with the help of additional policy tools and expert planning analysis.

This Plan served as the spark needed to set-off a flurry of activity to better position the City to benefit from Metro-Atlanta's growth and the trend towards in-town living. In 2006, the City took on the challenge of developing a Redevelopment Plan that would become the Corridors TAD. It is a large TAD, encompassing three commercial corridors and 11 redevelopment nodes, the most significant being a signature mixed-use development opportunity on in the Central Business District, across the street from the East Point MARTA Station and a repositioning of an older industrial area abutting Ft. McPherson and the Lakewood/Ft. McPherson MARTA Station.

Shortly after this was adopted, the City solicited bids from developers to master plan the downtown area, as identified in the LCI Plan. The City and its Business and Industrial Development Authority partnered with a developer to create a defining town center mixed-use project that would hopefully anchor downtown East Point and serve as a beacon for continued development and migration to East Point. Unfortunately, the timing of this effort was far from ideal and it became one of the countless projects that never made it off the drawing board. However, it planted the seed in the City and the community of what could be and despite the great recession, there is hope and tremendous support that a similar project could get off the ground sometime soon. The City's Codes and processes have been improved upon to better welcome the opportunity when it presents itself.

About the same time, the 2011 closure of Ft. McPherson was announced. This impacted East Point on multiple levels. The shorter term downside is that the City would lose a large percentage of its commercial/restaurant patronage during the work day. However, the upside is that a comprehensive redevelopment of those 455 acres could be tremendously beneficial to the City given that the northern boundary of the LCI study area is the boundary with Ft. McPherson. The Land Use Plan for Ft. McPherson was completed in 2009, and over a 25-year development horizon could result in over 4 million square feet of new office, commercial, institutional and residential uses. East Point must be in a position to know what it wants and doesn't want as a result of this monumental redevelopment effort taking place just outside our city line. The area was identified in the 2004 LCI Plan, but there was no in-depth analysis as to appropriate market sectors for the City to pursue nor was there an understanding of the scope and scale of the reconfiguration. The data didn't exist at the time in which to make sure analysis. However, the studies are in place now, and the base is set to close in September 2011. East Point must be ready. This is a central reason why East Point is submitting for a Supplemental LCI Study.

The 2004 LCI Study Crafted a community vision for land use and transportation, focused on building a critical mass and connectivity in Downtown and surrounding areas, and included generalized redevelopment recommendations for 6 nodes with different attributes and needs. The Supplemental LCI Study will consider specific and detailed redevelopment opportunities along GA29 and in the downtown CBD and Ft. McPherson area nodes. It will create a feasible, implementable road map for TOD development. It will also provide a current economic market

assessment and sector analysis to better shape the redevelopment vision. Given the massive change since 2004, this is crucial to the success of any lasting redevelopment or community building effort. At its core, the study will address site and architectural design, mix of uses and parking, height/density, stormwater management, architectural design and connectivity/walkability.

Accomplishments Within and Commitment to LCI Study Implementation

In September 2009, the City of East Point submitted its required 5-year Report of Accomplishments to ARC. It, along with a summary document, is included in the Appendix in its entirety. Identified below is more detail on some of the key initiatives and accomplishments since the LCI Study was approved on January 18, 2005. The City has done a tremendous amount of work covering many different disciplines over this time period. Many of the LCI recommendations have been completed, while many remain due to the radical change in the economy. We believe that the framework established below coupled with a detailed redevelopment plan as proposed in the application will empower the City to aggressively pursue catalyst redevelopment projects to establish East Point as a progressive, in-town community with abundant residential, employment, and commercial opportunities.

- **Study of Vacant/Underutilized Parcels** (See renderings in Appendix)
In 2006, the City issued an RFP to create a potential Master Plan of a 6-8 acre area of downtown referred to as the “Commons”. It was identified as a primarily “vacant and underutilized commercial parcel” in the Final Report of the 2005 LCI Study. This was identified as a challenge and it was determined that it was “important to recognize that vacant land must be marketed and visions for these areas must be identified before development begins”. The City’s development authority selected a team headed by Selig to present a comprehensive Master Plan feasible in the economy of that time. Primarily due to the dramatic change in the economy that occurred soon after this plan was completed, no development broke ground. In 2010, the Business and Industrial Development Authority voted to fund and coordinate a ULI TAP to re-visit development and place making opportunities in this area. The ULI TAP will take place on January 6, 2011.
- **Re-structuring of Main Street Program/Organization**
Beginning in 2006, an overall re-vamping of the Main Street Program into a comprehensive downtown business and residential marketing, beautification, collaborative communication and economic restructuring tool occurred and is still in progress. This has furthermore created a stronger connection between the residential areas identified in the 2005 LCI Study as a “positive aspect of the study area” with the Downtown District portion of the Study Area.
- **Adoption of 2026 Comprehensive Plan and Future Land Use Map**
In 2006, the City adopted its 2026 Comprehensive Plan and Future Land Use Map. The plan calls for transportation improvements, redevelopment of the city’s core and

reinvestment in the city's housing stock in an effort to create a livable community for all age and income groups to enjoy. The LCI Plan is incorporated into the Comprehensive Plan by reference and numerous aspects are described in detail.

- **Opportunity Zone Application**

In 2011, the City will be applying for portions of the study area to be deemed an Opportunity Zone which is related to one of the "Goals" in the 2005 LCI Study: "Create a financing mechanism such as a tax allocation district to fund redevelopment".

- **Re-location of City Hall Annex Offices**

In 2008 the City moved its annex offices, previously noted in the 2005 LCI study as being located outside the study area, into a renovated industrial building in the Downtown District which reinforces the "positive stronghold for the community's town center" identified in the "Opportunities" portion of the 2005 LCI study.

- **Land Acquisition and City Hall Complex**

In 2010, the City of East Point entered into a contract for land adjacent to the current City Hall in order to investigate further the rehabilitation or re-development of the current City Hall structures with a new City Hall Complex and Civic Center. This would position the government offices in the location identified in the 2005 LCI Study and reinforce one of the "Goals" in the 2005 LCI study to "encourage development that will protect and enhance existing study area neighborhoods while connecting them to the civic and commercial center of the CBD. It also reinforces the "positive stronghold for the community's town center" identified in the "Opportunities" portion of the 2005 LCI study.

- **Transportation and Connectivity within the City**

In 2010, the City applied for a TE grant for the installation of multi-use paths linking study area with the Dick Lane Velodrome cycling race track & a nearby park, which builds on the findings of the 2005 LCI Study suggesting that the entire study area "accommodates a variety of transportation modes", as well as, reinforce one of the "Goals" in the 2005 LCI Study that references enhancing the connectivity within and among East Point neighborhoods in part through the design of bicycling and multi-use trails and connecting them with amenities like parks and the Dick Lane Velodrome.

- **Parks and Recreation Master Plan Study**

In 2010, the City of East Point's Parks and Recreation Department updated the department's Ten Year Master Plan. The goal of the project was to determine the capital and recreation program needs for the City of East Point Parks and Recreation Department for the years 2011 through 2020. The project took a comprehensive look at the City's Parks and Recreation Department and Programs in order to develop a new ten year plan to meet the future needs of the City's residents.

- **Infill Ordinance**
 To protect the character of the city’s neighborhoods an Infill Ordinance was established. The ordinance requires that an infill house must use the same exterior materials as the other homes in the survey area and cannot be more than fifty one percent larger than the homes in the survey area
- **Multi-Family Amenity Requirement**
 To improve the built environment of multi-family developments, an amenities ordinance was codified in 2007. The ordinance was created to increase the attractiveness and value of the property. The developer is only required to include two amenities however the more amenities that are provided a density bonus can be sought.
- **New Zoning Ordinance**
 City Council repealed and replaced the zoning ordinance with the East Point Zoning Code and Development Regulations in March 2009. The comprehensive rewrite was the first rewrite of the code since 1994. The code eliminated inconsistencies that made development difficult. It also created two (2) new zoning categories MIX and CUP. The code also adopted a new comprehensive sign code that eliminates visual clutter and the proliferation of outdated worn signage. In addition subdivision regulations were adopted that manages growth, provides for a conservation easement and a provision for a sidewalk bank. An addressing ordinance was included to protect the citizenry with regard to public safety. The code requires that an arborist certifies disease or damage to a tree in order to protect our urban landscape from clear cutting. In addition, the code established two new zoning districts, eliminated four zoning categories, established a Community Zoning Information Process, and created an administrative permit process that allows for special events and projects.
- **Revised CR District**
 The establishment of a broadened and more diversified CR District for Mixed-Use Development. This builds on the statement in the 2005 LCI study that “this helps to target the area and sends a strong message to the private developer that this area is a priority for the local policy makers”. In addition, this broadened use district now allows a grocery store, as identified in the 2005 LCI Study, to be built within the CR district.
- **Main Street Architectural Overlay District**
 The City adopted the Main Street Architectural Overlay District to establish a uniform procedure for providing for the protection, enhancement, preservation, unity of design, and use of places, sites, buildings, structures, streets, neighborhoods, and landscape features in the Main Street Architectural Overlay District in accordance with the provisions herein. This builds on the statement in the 2005 LCI study that “this helps to target the area and sends a strong message to the private developer that this area is a

priority for the local policy makers”. In addition, this created protections for future development to avoid development that was identified in the 2005 LCI Study as being developments that “do not fit in with the traditional development standard known to East Point’s Historic Main Street core commercial area”.

- **Cleveland Avenue Overlay District**

The City has adopted several local ordinances supporting the plan. In 2006 the Cleveland Avenue Overlay District was adopted and includes guidelines that support a mix of uses, within a pedestrian-friendly environment that provides for a greater amount of public space within the built environment.

- **Main Street Streetscape**

The City received TE funds for a streetscape project along a small section of Main Street/GA29 in conjunction with College Park. Construction easement acquisition is completed for Phase I. In 2008 engineering and design was combined for Phases II and III of the Main Street Streetscape project. Review of right-of-way plans and engineered drawings are currently under review by GDOT.

- **Cleveland Avenue & Irene Kidd Parkway Gateway Marker**

In 2005, the City of East Point was awarded *Local Development Funds* (LDF) from the Georgia Department of Community Affairs (DCA) for design and construction of a gateway in its historic industrial district for a total amount of \$40,000.00. The historic industrial district is comprised of the Buggy Works and Wagon Works buildings which are found on the *National Register of Historic Places*. Kairos provided the funding to Urban Studio for the design of the gateway. Urban Studio submitted the grant application to DCA on behalf of the City. The gateway serves as a visually pleasing entrance into the Cleveland Avenue Corridor that includes a gateway sign, enhanced and improved landscaping and minor improvements to the existing sidewalk.

- **East Point Corridors TAD**

The East Point Corridors TAD was adopted in 2006. The TAD was approved by the Fulton County Board of Commissioners and the City but is still pending approval by the Fulton County School Board. City officials are currently meeting with the school board and have completed an application to be submitting in January 2011. The TAD covers the Main Street Corridor, commercial nodes along the Washington Road corridor and commercial nodes along the Cleveland Avenue corridor. The purpose of the TAD is to spur revitalization efforts along the identified corridors. This was listed as a “Goal” in the 2005 LCI Study: “Create a financing mechanism such as a tax allocation district to fund redevelopment”.

- **One Stop Shop**

Developers now enjoy a “*One Stop Shop*” in the City of East Point. Applicants are granted the opportunity to meet with all service delivery areas in the City managed

through the Department of Planning and Zoning. Developers can complete the process of zoning, land disturbance, plan review, Certificate of Occupancy approval and opening for business within approximately 145 days, barring any major hurdles. All submittal forms are on the Planning and Zoning website to assist in an online development process.

- **Brownfield Redevelopment**

Guidelines are currently being drafted to create an entertainment district in the Lawrence Avenue Industrial Corridor. The district will offer nightlife, restaurants and attractions. The guiding principles for the proposed district are, the promotion of local businesses and tourism, and the enhancement of streetscapes, open areas, and livable pedestrian environments.

- **Energy Efficiency Grant**

The Grants Manager and Director of Precautionary Principles are currently working on funding for the Energy efficiency Grant. The city was awarded \$183,000. Staff has drafted a preliminary program that is under review by the Department of Energy. The program allocates funds for weatherization of homes, potential creation of a biodiesel program, installation of energy efficient heating and cooling systems and energy efficient roofing systems.

- **Greenspace Acquisition**

In 2005 the City acquired greenspace through Governor Roy Barnes' greenspace initiative. One of the key greenspace parcels acquired by the City is now one of the City's newest parks known as South Commerce Park. The site is approximately 3.8 acres.

- **Neighborhood Stabilization Program (NSP)**

The city of East Point is working with Fulton County to identify potential properties eligible for NSP Funds awarded. The city has forwarded a preliminary list to the county for review and has met with staff members in the Fulton County Department of Housing and Community Development. Fulton County staff has done site visits in the City of East Point to identify properties.

Scope of Work

The City of East Point will prepare a comprehensive development plan of two key nodes along Main Street/GA29 - the Central Business District and the Ft. McPherson adjacent area which were both identified in the original LCI Study as prime locations for catalyst redevelopment projects. This section of US 29 is a primary transportation route that connects 2 MARTA rail stations with a town center, historic employment center, downtown Atlanta and Hartsfield-Jackson Atlanta International Airport. This development plan will pick-up where the original LCI Study left off and will provide the detail necessary to actively pursue and recruit signature mixed-use projects that capitalize of the area's existing affordable housing, access to MARTA

and major employment centers. This study intends to ensure high quality redevelopment consistent with current market offerings, accommodate appropriately designed, high density mixed use transit oriented development, analyze existing zoning and design guidelines, protect adjacent neighborhoods, and create a more defined sense of community and sense of place. It will address market feasibility, connectivity, parking, affordable housing, signage issues, and lifelong communities in conjunction with the active East Point NORC.

The Project Manager for the Plan will be the City's Economic Development Director and will consist of the following tasks and component parts:

Public Involvement

The goal is to develop a local planning outreach effort that provides public information and education opportunities throughout the planning process and on into implementation. Much of the core group of participants in the 2004 LCI Study are still active community members and will be recruited to participate in this follow-up planning effort. The consultant team and the City will formulate a stakeholder group to facilitate development of the plan. Aside from residents and business owners, anticipated stakeholders include MARTA, GDOT, Ft. McPherson Implementing Redevelopment Authority, adjacent neighborhood organizations, and the East Point Business and Industrial Development Authority. The public involvement process will include development of a project management team, core stakeholder team, general public meetings, neighborhood meetings, and presentations to mayor and Council during the draft stage as well as a final presentation. The public involvement process will incorporate a variety of methods, times, techniques and media to cast the widest net to engage the public.

Existing Conditions

Conduct an existing conditions analysis by reviewing various documents and current conditions, including, but not limited to: previous studies (LCI, TAD, ULI TAP, Ft. McPherson Redevelopment Plan, others), pedestrian and vehicular circulation, access management, existing land use, parking, utilities, stormwater management and architectural styles. This analysis will incorporate other studies or plans to avoid duplicity.

Transportation and Circulation Analysis

Conduct a transportation and circulation analysis along GA29, Washington Road and Cleveland Avenue, the findings of which will be compiled into an existing conditions report and serve as the basis for the transportation and circulation plan. Develop coordinated recommendations for transportation improvements that support the vision of the redevelopment plan and ensure an efficient use of the transportation facilities and support adequate circulation throughout the study area for automobiles and pedestrians. Transportation recommendations may include, but are not limited to: pedestrian access, comfort and safety, traffic calming (especially on 1-way pairs), ease of circulation for all modes, parking management and roadway alignment, streetscape and open space.

Market Analysis

Conduct a market analysis that includes target sector analysis especially given proposed reconfiguration of Ft. McPherson, a review of potential land uses and determination of the office, retail and housing demand in the area. Analysis will consider innovative funding sources for improvements, maintenance and business enhancement.

Concept Plan Development

Prepare and compare alternative development scenarios for the two redevelopment nodes based on the analysis from the previous tasks and feedback from the stakeholder groups. Each preliminary concept will include pedestrian circulation, parking lot configuration, vehicular circulation, open space opportunities, landscaping, lighting, and site furnishings, along with the amount, distribution and configuration of development types/land uses.

Prepare Deliverables

Prepare a final report that compiles the results of the overall work effort, including key information, the study process, relevant findings and recommendations, into summary materials in the following deliverable formats:

- Summary document describing the study area and study goals;
- Description of the process utilized to analyze the data; and
- Study conclusions and recommendations.

Funding Commitment

The City is committed to furthering the vision of the LCI Plan and spurring strategic redevelopment along the Main Street corridor. To this end, Mayor and Council approved funding for a downtown/Ft.McPherson area plan in the City of East Point's FY2011 budget. The funding is in the Economic Development Department budget and was intended to serve as a cash match for an LCI Supplemental Study, if awarded.

\$40,000 has been earmarked for the cash match requirement. Although funds have already been approved for this use, a support resolution supporting the study and the commitment of funds will be brought to Mayor and Council in January and provided to ARC once it has been approved and signed.

Proposed Budget

The budget to complete the required tasks is \$80,000. We are requesting \$40,000 from ARC and \$40,000 will be provided by the City. The budget breakdown is anticipated as follows:

Public Involvement	\$10,000
Transportation & Circulation Analysis	\$15,000
Market Analysis	\$10,000
Existing Conditions/Concept Plan Development	\$37,500
Prepare Deliverables	\$ 7,500

Total Cost

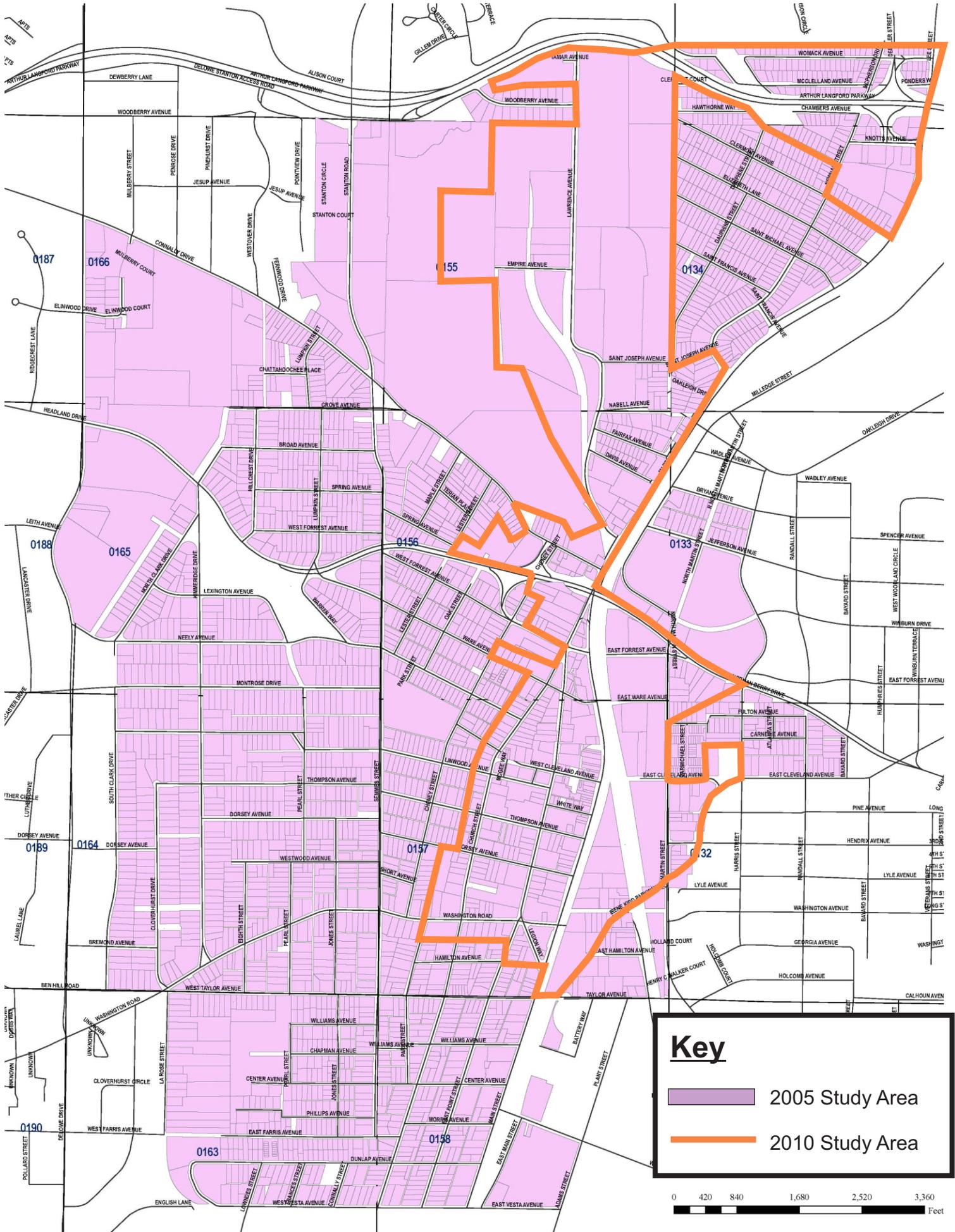
\$80,000

Proposed Schedule

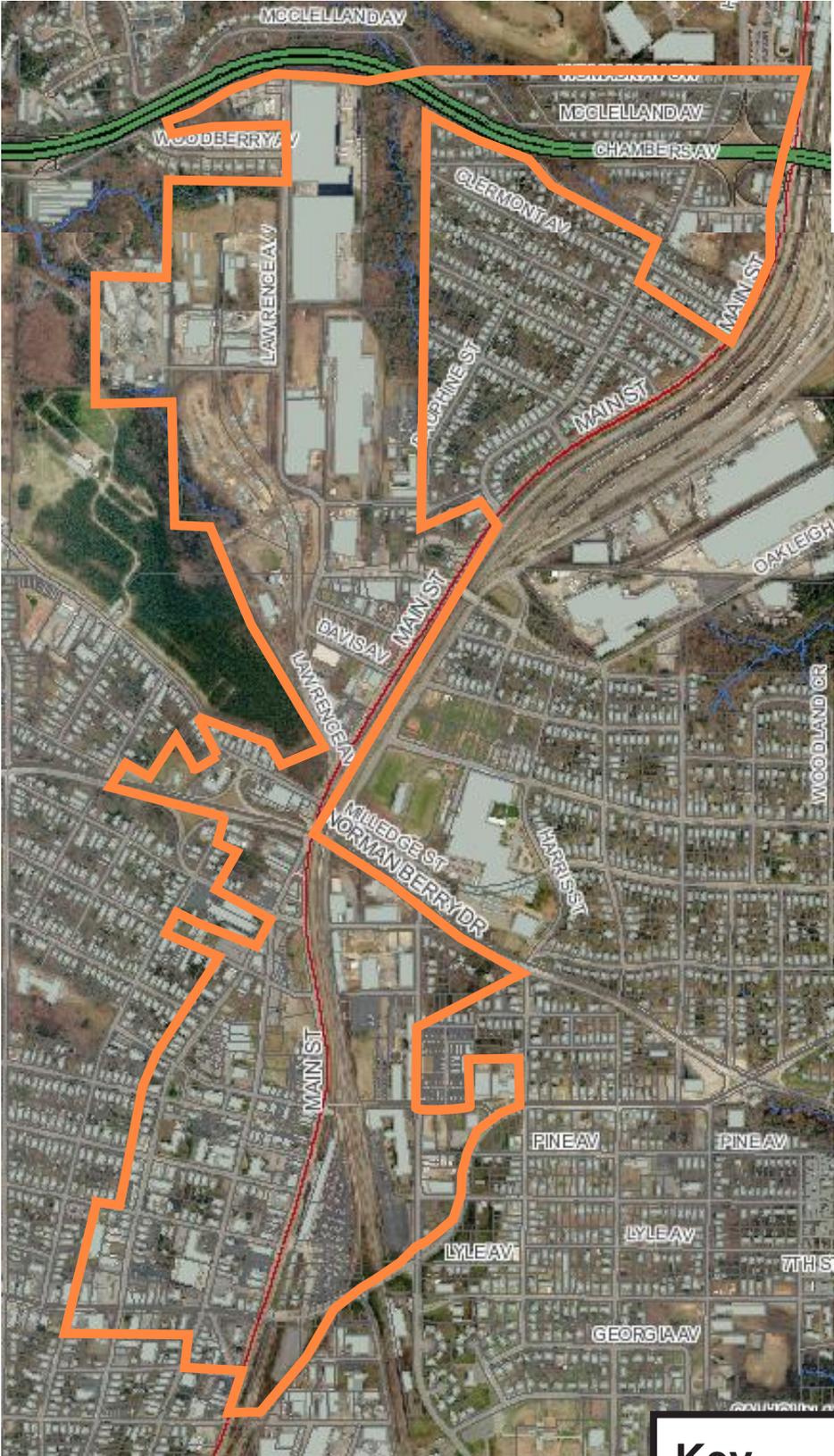
Study Award/Contracts Signed	May 2011
Consultant Selection	July 2011
Public Involvement	July 2011 – January 2012
Data Analysis/Existing Conditions	July-August 2011
Transportation & Circulation Analysis	August – September 2011
Market Analysis	August – September 2011
Study Prep and Development	October – December 2011
Draft/Final Report	January – February 2012

Appendix

Supplemental/Modified 2005 LCI Study Area



Supplemental/Modified 2005 LCI Study Area Aerial Map



Key

— 2010 Study Area



Livable Centers Initiative (LCI) 5-Year Implementation Plan Update Summary

EXECUTIVE SUMMARY

The East Point LCI was adopted by the East Point City Council in 2004. It was established to implement transportation projects that improved the livability and connectivity of neighborhoods via land use planning principles to revitalize the city. These goals were to be accomplished through transportation improvements, redevelopment and reinvestment initiatives with a strong emphasis on economic development policy. The study area was comprised of the City's central business district (CBD) and six (6) surrounding neighborhoods. Since the adoption, City Council, the Mayor, the public, private interests, and several city departments have supported the plan and its implementation.

The City has adopted several local ordinances supporting the plan. In 2005 the Cleveland Avenue Overlay District was adopted and includes guidelines that support a mix of uses, within a pedestrian-friendly environment that provides for a greater amount of public space within the built environment. In 2006 the City adopted its 2026 Comprehensive Plan and Future Land Use Map. The plan calls for transportation improvements, redevelopment of the city's core and reinvestment in the city's housing stock in an effort to create a livable community for all age and income groups to enjoy. The City adopted its second tax allocation district (TAD), the East Point Corridors TAD to create employment centers, revitalize and reuse commercial structures and create economic opportunities similar to the Camp Creek TAD. Road improvements were made to Ben Hill, between Ben Hill Road and Welcome All Road, in the southwest corner of the City. The road was widened to ease access to the second largest industrial track in the city and to homes built recently in the area and an annexed area of the city in 2007.

To improve the built environment of multi-family developments, an amenities ordinance was codified in 2007. The ordinance was created to increase the attractiveness and value of the property. The developer is only required to include two amenities however the more amenities that are provided a density bonus can be sought. In addition to protect the character of the city's neighborhoods an Infill Ordinance was established. The ordinance requires that an infill house must use the same exterior materials as the other homes in the survey area and cannot be more than fifty one percent larger than the homes in the survey area.

Washington Road, a major corridor, was resurfaced in 2007 which eliminated potholes and surface cracks that made traveling on the roadway hazardous. A gateway project was initiated in 2007. The first phase is at the intersection of Cleveland Avenue and Irene Kidd Parkway and offers an attractive entry way to the historic industrial district in East Point; the BuggyWorks and WagonWorks. The project was completed with funding from a Local Development Fund Grant awarded in 2007.

In 2009 City Council adopted a new comprehensive Zoning Ordinance and Development Code. The code established two new zoning districts, eliminated four zoning categories, established a

**“Make no little plans. They have no magic to stir men's blood and probably will not be realized.
Make big plans; aim high in hope and work.”**

Daniel Burnham



Livable Centers Initiative (LCI) 5-Year Implementation Plan Update Summary

Community Zoning Information Process, and created an administrative permit process that allows for special events and projects.

The East Point Livable Center Initiative was awarded in the programs early stages. This 5-year update includes a Report of Accomplishments, a review of the original 5-year Implementation Plan 2004-2009, and an updated Implementation Plan 2010-2015.

REPORT OF ACCOMPLISHMENTS

This report summarizes the City of East Point's accomplishments related to the East Point Livable Centers Initiative. Some projects and programs were recommended in the 5-year implementation program others have been implemented to compliment the study.

- **Main Street Streetscape**

Construction easement acquisition is completed for Phase I which spans 0.16 miles along Main Street from Williams Avenue to Hamilton Avenue. In 2008 engineering and design was combined for Phases II and III of the Main Street Streetscape project. Review of right-of-way plans and engineered drawings are currently under review by GA-DOT.

- **Cleveland Avenue & Irene Kidd Parkway Gateway Marker**

In 2005, the City of East Point was awarded *Local Development Funds* (LDF) from the Georgia Department of Community Affairs (DCA) for design and construction of a gateway in its historic industrial district for a total amount of \$40,000.00. The historic industrial district is comprised of the BuggyWorks and WagonWorks buildings which are found on the *National Register of Historic Places*. Kairos provided the funding to Urban Studio for the design of the gateway. Urban Studio submitted the grant application to DCA on behalf of the City. The gateway serves as a visually pleasing entrance into the Cleveland Avenue Corridor that includes a gateway sign, enhanced and improved landscaping and minor improvements to the existing sidewalk.

- **Zoning Ordinance**

City Council repealed and replaced the zoning ordinance with the East Point Zoning Code and Development Regulations in March 2009. The comprehensive rewrite was the first rewrite of the code since 1994. The code eliminated inconsistencies that made development difficult. It also created two (2) new zoning categories MIX and CUP. The code also adopted a new comprehensive sign code that eliminates visual clutter and the proliferation of outdated worn signage. In addition subdivision regulations were adopted



Livable Centers Initiative (LCI) 5-Year Implementation

Plan Update

Summary

that manages growth, provides for a conservation easement and a provision for a sidewalk bank. An addressing ordinance was included to protect the citizenry with regard to public safety. The code requires that an arborist certifies disease or damage to a tree in order to protect our urban landscape from clear cutting.

- **East Point Corridors TAD**

The East Point Corridors TAD was adopted in 2006. The TAD was approved by the Fulton County Board of Commissioners and the City but is still pending approval by the Fulton County School Board. City officials are currently meeting with the school board. The TAD covers the Main Street Corridor, commercial nodes along the Washington Road corridor and commercial nodes along the Cleveland Avenue corridor. The purpose of the TAD is to spur revitalization efforts along the identified corridors.

- **One Stop Shop**

Developers now enjoy a “*One Stop Shop*” in the City of East Point. Applicants are granted the opportunity to meet with all service delivery areas in the City managed through the Department of Planning and Zoning. Developers can complete the process of zoning, land disturbance, plan review, Certificate of Occupancy approval and opening for business within approximately 145 days, barring any major hurdles. All submittal forms are on the Planning and Zoning website to assist in an online development process.

- **Brownfield Redevelopment**

Guidelines are currently being drafted to create an entertainment district in the Lawrence Avenue Industrial Corridor. The district will offer nightlife, restaurants and attractions. The guiding principles for the proposed district are, the promotion of local businesses and tourism, and the enhancement of streetscapes, open areas, and livable pedestrian environments.

- **Energy Efficiency Grant**

The Grants Manager and Director of Precautionary Principles are currently working on funding for the Energy efficiency Grant. The city was awarded \$183,000. Staff has drafted a preliminary program that is under review by the Department of Energy. The program allocates funds for weatherization of homes, potential creation of a biodiesel program, installation of energy efficient heating and cooling systems and energy efficient roofing systems.

- **Greenspace Acquisition**

In 2005 the City acquired greenspace through Governor Roy Barnes’ greenspace initiative. One of the key greenspace parcels acquired by the City is now one of the

“Make no little plans. They have no magic to stir men's blood and probably will not be realized. Make big plans; aim high in hope and work.”

Daniel Burnham



Livable Centers Initiative (LCI) 5-Year Implementation Plan Update Summary

City's newest parks known as South Commerce Park. The site is approximately 3.8 acres.

- **Neighborhood Stabilization Program (NSP)**

The city of East Point is working with Fulton County to identify potential properties eligible for NSP Funds awarded. The city has forwarded a preliminary list to the county for review and has met with staff members in the Fulton County Department of Housing and Community Development. Fulton County staff has done site visits in the City of East Point to identify properties. No further details are available at this time.

The East Point Housing Authority received funding under NSP and is currently renovating Hurd Homes in the City. The city provided a letter of support to the housing authority for its second application of NSP funding.

2010-2015 Implementation Plan

The City of East Point has reevaluated its financial priorities in order to promote a secure, healthy and stable economy for East Point Citizens. The City has adopted a FY 2010 budget that addresses critical needs to ensure that current service delivery is maintained. Therefore funding has not been identified for any capital projects. The city anticipates addressing those needs in near future fiscal year budgets. However potential LCI-related initiatives have been identified. Please see a preliminary list below.

- 1-3-5 Year Land Use Redevelopment Plan
 - Fulton County has established a Washington Road Corridor Redevelopment Plan. The City of East Point will also include this area in the redevelopment plan to coincide with efforts of the county.
- Sidewalk Program
- Entertainment District
- Municipal Complex
- Other local road improvements
- Access Management Plan for Camp Creek Parkway (State Route Six)

*City of East Point
5-Year LCI Implementation Plan Update*

REPORT OF ACCOMPLISHMENTS											
East Point - September 25, 2009											
<i>Instructions: In the left columns, list all projects/actions identified in your LCI 5-Year Action Plan. Check the appropriate status box for each project. Provide details when necessary, including when a project has missed its deadline or has become irrelevant.</i>											
Transportation Initiatives					STATUS						
Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes			
Clermont Extension	Connectivity					X		Not started due to lack of funding			
St. Francis Extension	Connectivity					X		Not started due to lack of funding			
St. Joseph Extension	Connectivity					X		Not started due to lack of funding			
Main Street	Streetscape	2009	2010	2011	X			Phase II and III design and ROW plans under review by GDOT			
East Point Street	Streetscape					X		Not started due to lack of funding			
Semmes Street	Streetscape					X		Not started due to lack of funding			
Ware Avenue	Streetscape					X		Not started due to lack of funding			
West Taylor Avenue	Streetscape					X		Not started due to lack of funding			
Cleveland Avenue	Pedestrian					X		Not started due to lack of funding			
Dunlap Street	Pedestrian					X		Not started due to lack of funding			
North/South/East	Gateway Markers				X			Cleveland Avenue complete			
Housing Initiatives					STATUS						
Project	Description	Study/Implementation Year	Complete	Underway	Not Started	Not Relevant	Notes				
Consider using land write-down to develop more loft housing in the CBD						X	Not a specific issue at this time. The City and BIDA are leveraging City-owned property to spur mixed-use development downtown				
Amending zoning ordinance to allow for redevelopment of Lawrence Street Brownfield Site			X				2026 Future Land Use Plan designated area as Mix Use. TAD considered but never approved however city has reached is 10% threshold. Staff is in preliminary stages of drafting guidelines for an entertainment district.				
Other Local Initiatives					STATUS						

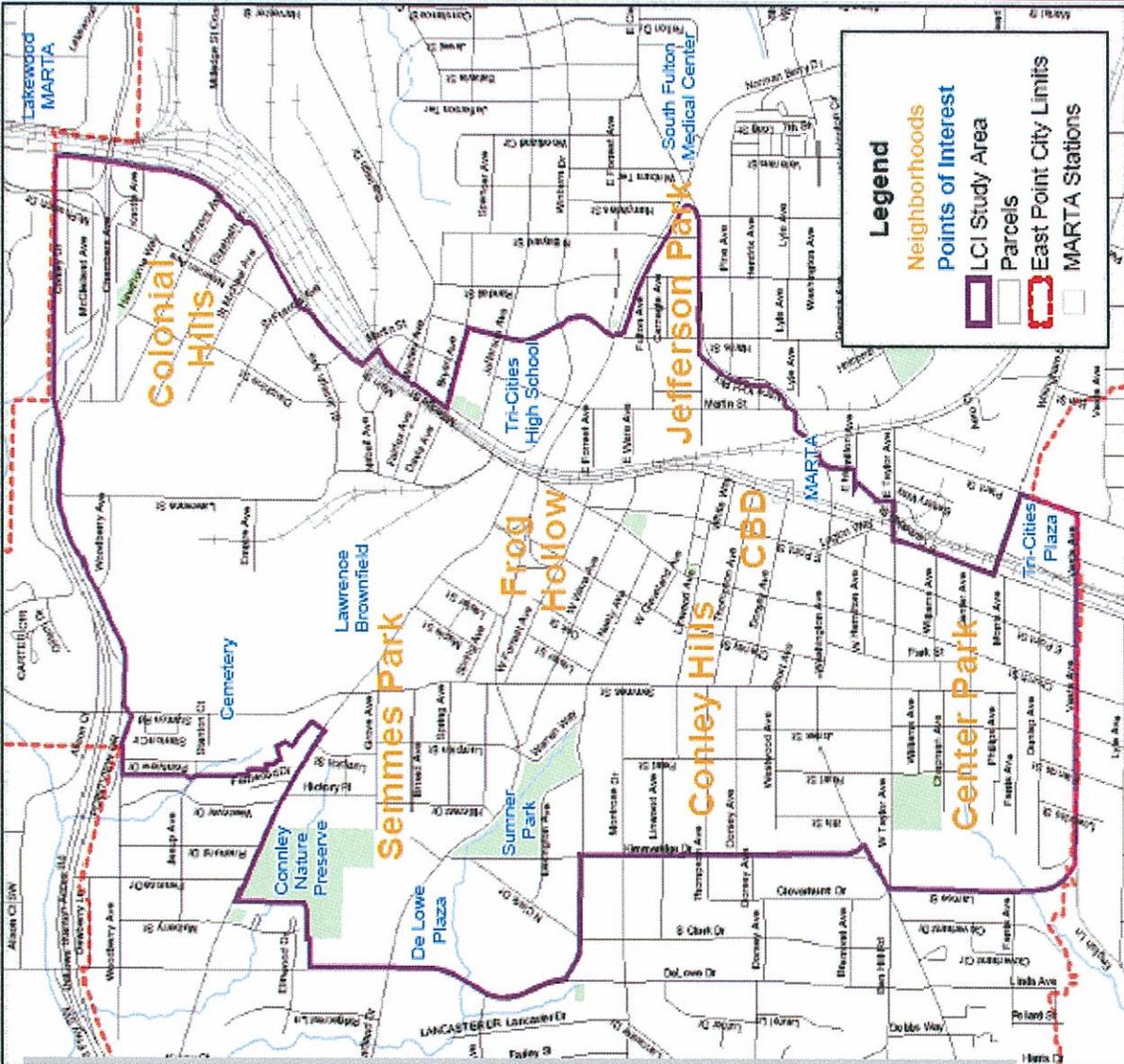
City of East Point
5-Year LCI Implementation Plan Update

Project	Description	Study/Implementation Year	Complete	Underway	Not Started	Not Relevant	Notes
Adopt Additional guidelines for the CBD					X		Will be addressed in the 2010 Redevelopment Plan
Prepare additional sidelines architectural/design guidelines for new developments in overlay district							Will be addressed in the 2010 Redevelopment Plan
Adopt Tax Allocation District for Lawrence Street Brownfield						X	2026 Future Land Use Plan designated area as Mix Use. TAD considered but never approved however city has reached its 10% threshold.
Develop Regulations to guide historic preservation						X	
Enter Negotiations with MARTA on South Parking Lot					X		Meetings with MARTA have occurred, but actual negotiation is premature given the stalled status of potential developments.
Create Economic Development Campaign				X			Being developed currently.
Craft Development Package and Incentives				X			Being developed currently.
Adopt LCI Study as part of the Updated Comprehensive Plan			X				
Amend/Update the Zoning Ordinance to reflect recommendations made as part of the LCI Study.			X				
Update the zoning process to include streamlining for development that compliments the goals of the study			X				Department of Planning and Zoning has created a "One Stop Shop" to ease the development process
Apply for EPA Brownfield Grant for site assessment						X	
Apply for EPA Brownfield Grant clean-up						X	
Apply for EPA Brownfield Grant for revolving loan monies						X	Did not accept funding
Application for LCI implementation funds						X	No matching dollars available
Application for ARC supplemental LCI funds (when available) to assist with updating the Zoning Ordinance and overlay district						X	
Work with D.O.T. to ensure that plans of development complement each other			X				Completed on Semmes Street and Main Street Streetscape
Locate the Main Street Managers office to downtown				X			This is still an option, but will most likely occur if City Hall downtown is expended and reconfigured and/or when the City owned Commons property is redeveloped.
Enhance the East Point web page to include an enhanced tourism and business recruitment page focusing on downtown.				X			Economic Development section of the East Point website is being redone and will include more quality of life factors aimed at new residents and businesses. East Point Main Street Association has a website that incorporates some of this now.

City of East Point
5-Year LCI Implementation Plan Update

Conduct a feasibility analysis for an entertainment district at the Brownfield redevelopment site						X		
Adopt the creation of a new municipal civic area into the city's capital plan.						X		Creation of a new and/or reconfigured municipal center is currently being studied and will likely be discussed by elected officials by the end of 2009. It most likely won't be a part of the CIP
Develop a new civic green and public buildings for the Central Business District						X		Included in study of new municipal project above.
Develop a public private partnership for development of the city owned property at the north Central Business District						X		No interest at this time
Create a partnership with the BIDA to help develop the city owned properties				X				
Implement the Tax Allocation District for redevelopment efforts downtown			X					Corridors TAD was approved by the City and Fulton County Board of Commissioners in 2006. Still pending with the Fulton County School Board after moratorium was initiated on approving new TAD's. The City has been aggressively working towards getting the TAD approved.
Apply for another round of Transportation Enhancement Funds (TEA) for main street			X					
Review other federal, state, and local grant and funding sources as appropriate and available						X		
Encourage the preservation of existing single-family homes with historic character						X		
Encourage restoration of aging homes						X		
Promote new residential development that is keeping with the historic style and character of the surrounding neighborhoods including higher density developments						X		
Encourage local property owners to apply for historic housing tax credits						X		

Areas of Special Attention, Central Business District (CBD) and LCI Study Area



Legend

- Neighborhoods
- Points of Interest
- LCI Study Area
- Parcels
- East Point City Limits
- MARTA Stations

City of East Point
 Robert O'Connell
 City Manager

City of East Point Comprehensive Plan 2005 - 2025
 PAC Number 0500219

Scale 1:5000
 0 200 400 600 800 1000 Feet

Scale 1:5000
 0 0.125 0.25 0.5 Miles

COMMUNITY ASSESSMENT

Executive Summary

Areas Requiring Special Attention.

After the existing land use patterns, past studies and trends were evaluated, certain areas were identified as follows:

- Areas of significant natural or cultural resources, particularly where these are likely to be intruded upon or otherwise impacted by development;
- Areas where rapid development or change of land uses is likely to occur;
- Areas where the pace of development has and/or may outpace the availability of community facilities and services, including transportation;
- Areas in need of redevelopment and/or significant improvements to aesthetics or attractiveness (including strip commercial corridors);
- Large abandoned structures or sites, including those that may be environmentally contaminated;
- Areas with significant infill development opportunities (scattered vacant sites);
- Areas of significant disinvestments, levels of poverty, and/or unemployment substantially higher than average levels for the community as a whole.

Special Attention Areas	Definition
Cultural Resources	Downtown East Point has several historic resources that are 50 years old or older and represent the city's historic background
Rapid Development Areas	Areas that have experienced growth most rapidly within the city and/or will likely dramatically change current land uses within the next 25 years
Redevelopment Areas	Areas that need significant improvements such as reinvestments for economic viability and aesthetics/attractiveness of an area.
Abandoned Structures and Sites	Structures or sites that were once developed but have since been abandoned.
Infill Development Opportunities	Areas in which scattered vacant sites within areas of reinvestments exist.
Areas of Disinvestment	Areas declining in investment

East Point Town Master Plan Identified key areas of the city:

- Downtown,
- Camp Creek Parkway,
- The Fourth Ward

COMMUNITY ASSESMENT

Executive Summary

Central Business District / **Downtown** Core - mixed-use, transit-oriented development desired, center of government activities

The **Camp Creek Parkway** area was already home to extensive industrial and commercial development. New development plans call for a retail center of 700,000 square feet, a business park of 6.5 million square feet and mixed income Traditional Neighborhood Residential Development including 243 homes, 37 townhouses, and 58 live/work units. There is a considerable surge in residential development near the Camp Creek Marketplace, the city's more commercial area. A Tax Allocation District in the area offers an innovative means to fund infrastructure improvements.

The **Fourth Ward**, southeast of downtown East Point and adjacent to the airport, is now a decayed brownfield, or land polluted by previous industrial developments or uses. The city wants developers to build a mixed-use village that would feature residential, commercial, hotel and entertainment development.

There are four primary areas of industrial use within the City of East Point:

- (1) in the northeast corner, along Milledge and Oakleigh;
- (2) in the southeast corner, along Central;
- (3) in the southwest corner, along Welcome All Road near Camp Creek Parkway; and
- (4) along Lawrence Street, in the downtown core.

There seems to be much discussion throughout the City of East Point about the future of the **Lawrence Street area** and what its use should ultimately be. It is clear that this area had once been active, but it seems that the construction of Langford Parkway severed much of its access. Presently, there is basically one way in and one way out via Lawrence Street, which makes its vitality and competitiveness as an industrial hub lacking. There are several vacant buildings in this area; few industrial tenants remain active. Most agree that the current active industrial tenants should be worked with to relocate their operations. While it is not uncommon for residential to build up around old industrial, and shortly thereafter, the new residents complain when the industrial uses continue to be their neighbors, this is not the case with the adjacent Colonial Hills neighborhood. Since much of this industrial area is vacant and abandoned properties, and its location and access do not seem to be competitive any longer, it may make sense to relocate the active tenants and change the use of this land. This area represents one of the most significant brownfield redevelopment opportunities in the City.

The East Point Town Master identified ten pedestrian oriented developments that are clustered developments within walking distance from an activity center.

A map which identifies all of the Areas Requiring Special Attention are included on the attached map. This map is crucial for identifying where certain priority areas need to be focused by the local government for redevelopment, and protection.

COMMUNITY ASSESMENT

Executive Summary

highways, rail lines, and the airport. Many industry insiders are expecting a continued recovery, but very slowly, as they continue to track job growth and hope market expansion will follow, according to CB Richard Ellis.

East Point is primarily in the Airport/South Atlanta Industrial submarket, which is probably the strongest in terms of transportation infrastructure. It benefits from Hartsfield-Jackson International Airport, MARTA, Interstates 75, 85, 285, and 675, as well as rail service from CSX and Norfolk & Southern. Air freight facilities are a specialty within this submarket, along with more typical industrial space, such as bulk warehouse, distribution and office/business park space. This submarket totals approximately 78 million square feet, a 15% vacancy rate, according to Dorey's.

East Point stands to benefit further from the new Georgia International Convention Center in College Park. Of late, hotels have shown interest in locating in the city.

Fort McPherson

On November 10, 2005, the recommendation from the Base Realignment and Closure Commission (BRAC) to close Fort McPherson became law. The fort formerly employed over 5,000 military and civilian workers and provided support to over 1,000 retired veterans in the region. Though the 488-acre site lies within the boundaries of the City of Atlanta, it abuts the City of East Point; thus, East Point is a significant stakeholder.

The Fort McPherson Local Redevelopment Authority (LRA) was created to assume authority for planning the reuse of the military base. Its goals are to minimize the negative impact on Fort McPherson employees and metro Atlanta residents as well as create a redevelopment plan that will be an economic development engine for the area. The Mayor of East Point will represent the city's interest on the executive team. Presently two mayoral nominees (the City Manager and the CEO of South Fulton Medical Center) also sit on the 10-person board.

The McPherson Planning LRA will have three sub-committees focused on specific areas of the base reuse planning.

- The Healthy Community & Quality of Life Sub-committee will focus on areas including childcare; K-12 and higher education; adult training; health services; public safety; environment; recreation; and, community development.
- The Reuse and Design Sub-committee will focus on areas including urban planning; real estate; transportation; facilities analysis and management; historic preservation; environment including air, land and water; utilities, including water, sewer, gas, electric and communications; parks and green space; housing; homelessness; and, reuse of personal property.
- The Finance and Economic Development Sub-committee will focus on areas including finance; financial feasibility; risk management; market analysis; marketing and communications; job creation; business recruitment; and, workforce development.

Element 2: Economic Development

Expressed and/or Identified Issues

- The Central Business District is not a true economic destination.
- There is vacant land in the Central Business District.
- The Main Street businesses in the Central Business District need more diversity of retail goods and services.
- Reinvestment is needed of the industrial uses in the Lawrence Street area, which are bordered by Stanton/Connally and Colonial Hills neighborhood.
- There are underutilized footprints of shopping centers, such as Headland DeLowe Shopping Center and Tri-Cities Plaza.
- There is a lack of consolidated ownership, which complicates the redevelopment of potential key sites within the City, such as Tri-Cities Plaza.
- There are unknown environmental hazards that complicate the redevelopment of sites, such as the Lawrence Street District.
- There is no coordinated business development team to focus on the recruitment of new businesses.
- Residential development is not permitted within the Hartsfield Atlanta International Airport's noise abatement zone without major noise abatement additions to the structures.



Element 2: Economic Development

Opportunities

- Capture a catalyst project to ignite infill mixed-used redevelopment of the Central Business District.
- Formulate a concise vision for business development in the Central Business District.
- Adopt development regulations to guide the quality of building facades and tenant space provided within the downtown.
- Promote the Velodrome as a community gathering place to create a sense of place and community pride.
- Utilize the City's web-site as a major marketing asset.
- Collaborate with the municipalities of College Park and Hapeville in order to assist with revitalization of the entire Tri-Cities area economy.
- Develop and distribute packages of information targeting the relocation and expansion of businesses, developers, and/or real estate brokers.
- Facilitate the acquisition of vacant property and/or the temporary relocation of businesses in order to spur economic revitalization.
- Invest in public amenities such as parks, trails, public open space, and greenspace.



Element 3: Housing

Expressed and/or Identified Issues

Housing Mix and Future Demand

- Our community does not have varied housing options available to meet the needs of residents at all stages of life.
- There is a lack of special needs housing (mental and mobility handicapped) in our community.

Workforce/Affordable Housing

- The incentives and barriers to maintenance and/or development of affordable workforce housing in the community have not been inventoried.
- There is an imbalance between location of available housing and major employment centers in the community.
- The resurgence of interest in "in-town" living will lead to an increase in housing values in the City of East Point.

Housing and Land Use Interaction

- Our community does not have an inventory of vacant properties, properties owned by the city or other government agencies, and tax delinquent properties suitable for infill development.
- Our community does not require or encourage new developments to reserve a percentage of proposed units for affordable housing.

Housing Programs

- Our community lacks maintenance, enhancement, and rehabilitation programs.
- Our community lacks incentives programs for affordable infill housing.
- Need to encourage more home-ownership vs. rental properties within neighborhoods.

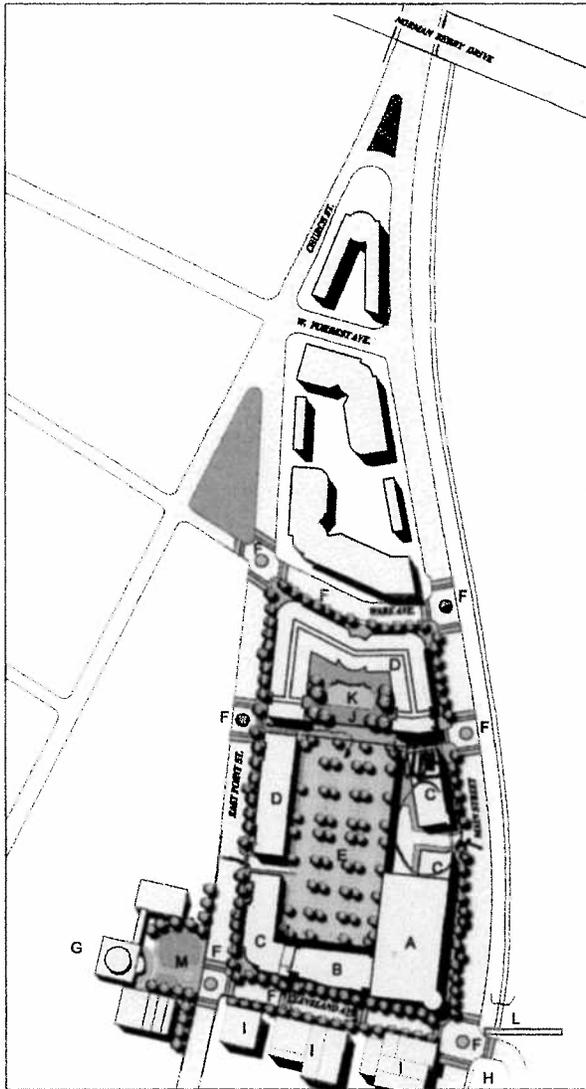


Opportunities

- Promote the redevelopment and rehabilitation of existing neighborhoods.
- Support the development of housing options for senior citizens and professionals.
- Promote loft apartments located within the downtown.
- Encourage high quality leasing in downtown.
- Encourage the redevelopment and/or rehabilitation of historic structures on Main Street.
- Adopt developmental regulations to ensure that redevelopment projects are consistent with the existing neighborhood qualities, such as facades and size.
- Promote redevelopment and rehabilitations projects to neighboring communities to stimulate new residents.







MASTER PLAN 100' 50' 0' 100'



SPACE PROGRAM

FUNCTION	AREA (SQ. FT.)
Small Retail/Restaurant	18,520
Library	10,000
Grocery	28,000
Residential (350 Units)	<u>350,000</u>
Total	406,520

PARKING

Required:

Residential:

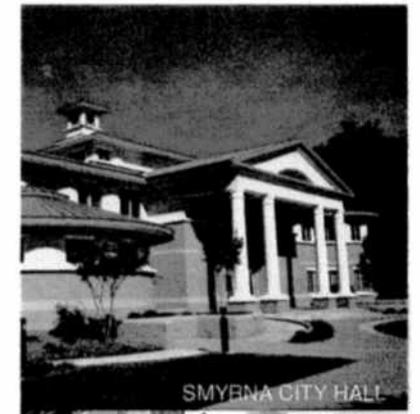
$$1.5 \text{ spaces/unit} = 525$$

Other Functions:

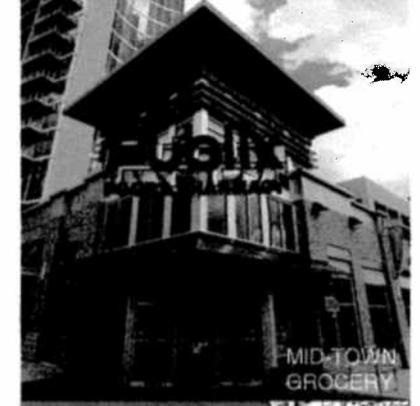
$$5 \text{ spaces/1000 s.f.} = \underline{282}$$

Total: 807

Provided: 829



SMYRNA CITY HALL



MID-TOWN GROCERY



SMYRNA MIXED USE



SELIG
ENTERPRISES, INC.

The Collaborative Firm, LLC



EAST POINT COMMONS

EAST POINT, GEORGIA

NOVEMBER 9, 2006

