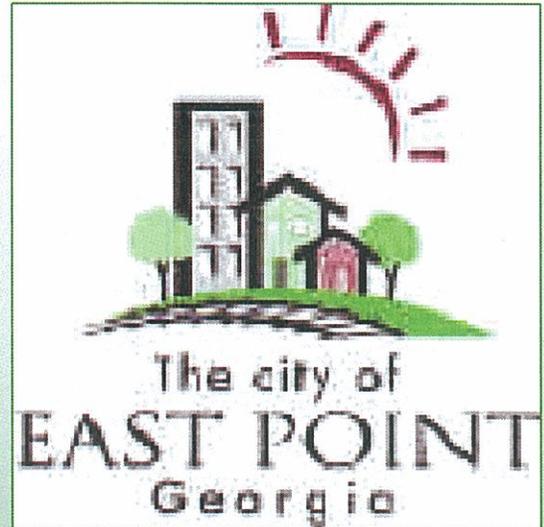


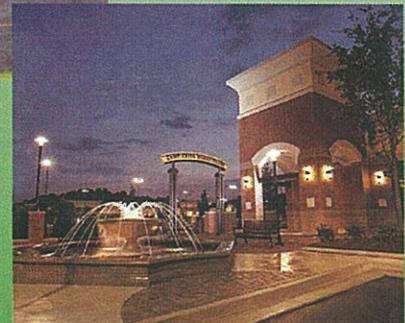
# East Point 2026 Comprehensive Plan Update



**The Collaborative Firm, LLC**  
Real Estate Development, Strategic Planning & Governmental Services

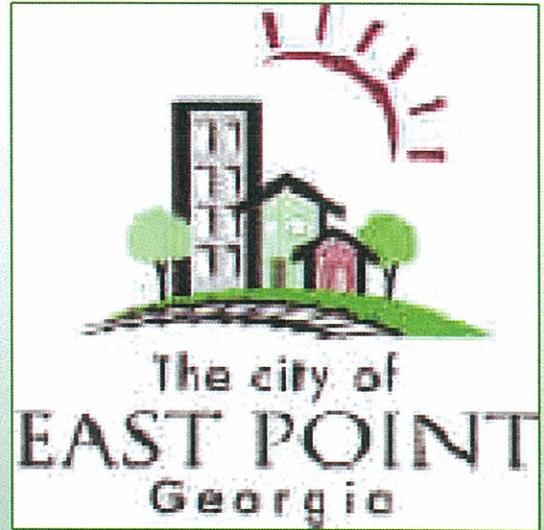
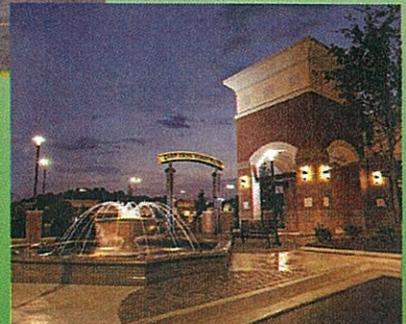


**POND**  
& Company



Adopted: October 16, 2006

# East Point 2026 Comprehensive Plan Update



## Community Assessment

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## **COMMUNITY ASSESSEMENT PREFACE**

The Community Assessment is the first part of the comprehensive plan and is an objective and professional assessment of data and information about the community that is intended to be prepared without extensive direct public participation.

The Community Assessment includes:

- (1) A list of potential issues and opportunities the community may wish to take action to address;
- (2) Analysis of existing development patterns, including a map of existing character areas for consideration in developing an overall vision for future development of the community;
- (3) Evaluation of current community policies, activities, and development patterns for consistency with the Quality Community Objectives.

Supporting documentation that lead to the identified Issues and Opportunities and the Quality Community Objectives are included in a Technical Addendum.

**City of East Point Fact Sheet**

**Overview:**

Population: 39,545 (2000 census)  
County: Fulton (3rd largest city in Fulton County)

**Transportation/Access:**

Interstates: I-285, I-20, I-75, I-85  
Rail Lines: Burlington Northern & Santa Fe  
CSX Transportation  
Kansas City Southern Lines  
Norfolk Southern Corp.  
Transit/Bus Line: MARTA  
Access: 5 minutes from Hartsfield International Airport  
10 minutes from Atlanta  
Hotels: 8 hotels

**Taxes:**

- City of East Point Tax Rate: 12.5 mills or \$12.50 per \$1,000.00 School Tax Rate: 13.46 mills or \$13.46 per \$1,000.00
- School Bonds: .31 mills per \$1,000,000
- State of Georgia QBE Rate: 5.00 mills or \$5.00 per \$1,000.00
- Fulton County Operating Tax Rate: 12.527 mills per \$1,000.00
- Fulton County Bond Tax Rate: .28 mills per \$1,000.00
- Total Effective Tax Rate: 46.827 per \$1,000.00 (assessed at 40%)
  
- Total Effective Tax Rate for Unincorporated Fulton County:  
36.296 mills per \$1,000.00
- Special Tax Rate for the Unincorporated District Area of Fulton County: 4.469 mills per \$1,000.00 of assessed value
- Sales Tax: 7.0%

**Utilities:**

East Point Municipal Water Source: Sweet Water Creek, Ben Hill Reservoir

**Economic Indicators:**

4 major financial institutions with a combined total assets of \$969.3 billion

Average sale price of a home (1999 census) - \$79,050  
Value of residential building permits for 1999 - \$897,000

**Special Designations:**

Designated as a Main Street City

**Potential Issues and Opportunities**

The following lists of Potential Issues and Opportunities related to present Economic Development, Community Facilities, and Transportation conditions and trends are intended to serve not only as a guide to further study but also as a tool to educate the public while soliciting their input about the City of East Point's future.

**Elements**

**1-Population**

**2-Economic Development**

**3-Housing**

**4-Natural and Cultural Resources**

**5-Community Facilities and Services**

**6-Intergovernmental Coordination**

**7-Transportation**

**8-Land Use**

## COMMUNITY ASSESSMENT

### Potential Issues and Opportunities

#### Element 1: Population

##### Identified Population Issues

- There will be an increase in the population by approximately 12,000 people over the next 20 years.
- The ethnic diversity of the City has changed within the previous 20 years, and will continue to increase.
- The educational attainment for the City is behind the standard of the County, metropolitan region, and the State.
- The household income levels for the City are lower than the average for the County and neighboring cities.

##### Opportunities

- Promote neighborhood renewal and infill development projects to reverse trends of population decline.
- Encourage public schools and governmental services to break language barriers and promote multi-cultural diversity.



**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.

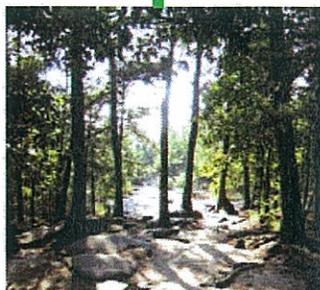
**Element 4: Natural and Cultural Resources**

**Expressed and/or Identified Issues**

- Need to follow restrictive storm-water regulations to ensure adequate supplies of quality water through the protection of ground and surface water sources.
- The protection and conservation of our community's resources must play an important role in the decision-making process.
- Manage land and transportation networks to ensure the quality of our air and water.
- Encourage new development in suitable locations in order to protect natural resources, environmentally sensitive areas, or valuable historic, archaeological or cultural resources from human encroachment through land development regulations and/or incentives.
- Incorporate the connection, maintenance and enhancement of greenspace in all new development.

**Opportunities**

- Develop restrictive zoning regulations to reduce the impact of development on the natural topography and existing vegetation through limiting land disturbance activities and clear cutting.
- Implement "smart growth" zoning regulations designed to encourage more compact urban development and preservation of open space.
- Support enhanced solid waste reduction and solid waste reduction and recycling initiatives.



**Element 5: Community Facilities and Services**

**Expressed and/or Identified Issues**

- Preserve existing public greenspace, such as Conley Preserve and Summer Park.
- Convert brownfields to recreational greenspace, such as Center Park.
- Stimulate interest in new investments, such as a Civic Plaza, having open space within the downtown.
- Remove the City's stigma of having a perception of politics, staff turnover, instability of the development process, and financial problems.
- The municipal water and electric facilities are underutilized.
- Residents are underserved by parks and open space.
- Inventory the age, capacity function, safety, and maintenance needs of public facilities.

**Opportunities**

- Re-create community facilities for social gatherings, to encourage interactions for public use that have been lost over the years.
- Build upon the community's existing festivals to encourage visitors and community connection.
- Provide community gatherings/ activities to connect the new citizens and old citizens of the area.
- Create a community focal point, such as activity center or civic green.
- Enhance the facades and uses within civic buildings to bring prominence to the civic structures, increase space, and promote community pride.



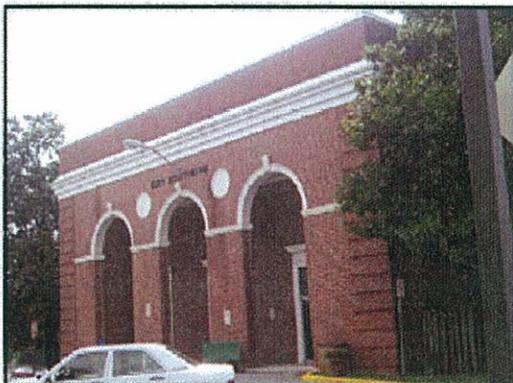
**Element 6: Intergovernmental Coordination**

**Expressed and/or identified Issues**

- Our community does not have any border agreements to address detailed questions of land use, access, property value and annexation procedures.
- The government is not adequately represented at local and regional group meetings.
- There is little or no coordination with other local governments in order to manage economic opportunities.
- There are inadequate efforts or programs to increase cooperation and build trust between the city and county governments.
- There are inadequate efforts or programs to continue to strengthen liaisons that foster communication and coordination among residents, the business community and other entities.

**Opportunities**

- Organize inter-governmental agreements.
- Promote representation at metropolitan area gatherings and meetings.



## Element 7: Transportation System

## COMMUNITY ASSESSMENT Potential Issues and Opportunities

### Expressed and/or Identified Issues

#### Current & Future Conditions

- Regional reliance on the roadway system has shifted business away from downtown toward locations along major interstates.
- The regional land use planning structure is not integrated within a larger transportation network built around transit, but instead, is one built around freeways.
- Streets in our community are not designed according to their use in order to assure appropriate travel speeds, particularly through downtown.
- Our community has many streets where traffic travels at inappropriate speeds, making pedestrian activity unsafe and unappealing.
- Major corridors through East Point suffer from congestion (including Camp Creek Parkway, Cleveland Avenue, Main Street, and Washington Road) due to heavy peak period traffic volumes.

#### Alternatives/Amenities

- Desire for a greenway, which includes a multi-use trail, along Main Street from downtown to Lakewood MARTA station that will connect into the greenway trail as proposed in the Lakewood/ McPherson LCI Study, and provide a pedestrian connectivity loop that connects Center Park, Sumner Park, and Conley Preserve within the downtown.
- Improve sidewalks, streetscape, street furniture, and installation of art work throughout the downtown to improve the image and character of downtown.
- Some parts of the community have few alternatives to using a car to get to places and to eliminate traffic congestion.
- Community streets, pedestrian paths, and bicycle routes are not utilized because they are not spatially defined by buildings, trees and lighting; furthermore, they promote high traffic speeds.
- The City of East Point does not have enough sidewalks, and those that exist are in need of maintenance.

#### Transportation & Land Use Interaction

- The City needs one main entrance as a focal point instead of the three primary points of access that currently exist at Camp Creek Parkway, Cleveland Avenue, and Main Street.
- Prior planning efforts, including the East Point Master Plan and LCI Study, have focused on 'place-making' in Transit/Pedestrian-Oriented Developments around existing activity centers and along major transportation corridors.



- There is a conflict of scale between the City's competitive advantage in hosting industrial uses with trucking availability and its goal of compact pedestrian-friendly infill development.
- Major components of the transportation system are not under the jurisdiction of the city, which include interstates, major thoroughfares, air, rail, and public transportation facilities; this situation complicates the city's ability to address community identified needs due to challenges of coordination and permitting.

**Element 7: Transportation System**



**Opportunities**

- Maintain and repave City streets.
- Current sidewalks need to be improved and maintained.
- A public parking deck within the downtown would remedy the current and future parking issues.
- Display prominent automobile signage for way-finding.
- Promote the usage of MARTA public transportation, and create potential site for a commuter rail station.
- Enhance the pedestrian and streetscape environment by utilizing landscaping, lighting, and greenspace.
- Create attractive and welcoming gateways into the City boundaries and define the entrance into the Central Business District.
- Promote landscaped pedestrian linkages between the downtown area and various neighborhoods within the City.
- Create a network of multi-use trail that will link into the PATH system or the City of Atlanta's planned beltline of trail, transit, and park systems.



## Element 8: Land Use

### COMMUNITY ASSESSMENT Potential Issues and Opportunities



#### Expressed and/or Identified Issues

- Promote development that is sensitive to the features of the land and gives consideration to adjoining, existing and planned development as well as the overall community.
- Encourage efficient use of land by promoting well-designed, more pedestrian friendly, development patterns with a mix of uses and an efficient, creative use of land where appropriate.
- Utilize recreation and greenspace as an integral facet of the City's land use.
- Meaningful and predictable standards for the use and development of land, and significant guidelines for the content of more detailed land development and use regulations.
- Commit to redeveloping and enhancing existing commercial and industrial areas located within our community.
- Encourage mixed use development and design standards that are more pedestrian oriented and less auto oriented.
- Ensure that our gateways and corridors will create a "sense of place" for our community.
- Regulate residential and non-residential in-fill development and redevelopment projects that complement surrounding areas.
- Promote commercial nodes containing business development sites of various sizes to accommodate a variety of goods and services.



**Element 8: Land Use**



**Opportunities**

- Utilize innovative planning concepts to achieve desirable and well designed neighborhoods, protect the environment, preserve meaningful open space, improve traffic flow and enhance the quality of life in the City.
- Prioritize the development of mixed uses, redevelopment and revitalization of existing underutilized commercial and industrial areas over development of new land for commercial purposes.
- Promote increases in residential densities in areas that meet community design standards, environmental constraints and available infrastructure capacities.
- Encourage the use of landscaping, lighting, signage, underground utilities and building design to add value to the City.
- Reduce the adverse visual impact of the automobile within both commercial and residential areas of the City.
- Guarantee that greenspace will be a major component within our neighborhoods, along our streets, parking lots, and within commercial and industrial developments.
- Civic buildings will be located, designed and accessible to public transportation in a manner that enhances the City.
- Encourage walkability, interaction among businesses, clear visibility of entryways, and centralized open space.
- Review and adopt land planning and development concepts that may be new to our area, but have been successful in other places.



**Element 1-Population**

As Table 4.1.2 displays, East Point’s population is currently 38,653, which is slightly less than the population in 2000 (39,595). This figure still represents an overall population increase of 3.1 percent since 1980. The metropolitan Atlanta region’s renewed interest in “in-town” living will likely contribute to East Point’s continued population growth in the coming years. According to Fulton County’s Comprehensive Plan and forecasts by the Atlanta Regional Commission, population growth in East Point is expected to continue through 2025 (Table 4.1.2). The City’s population has declined slightly in the last five years (from 39,595 to 38,653), but is expected to rise to 44,704 by 2010. By 2025, the City’s population is expected to reach 52,763. This amounts to a 36.5% population increase between 2005 and 2025.

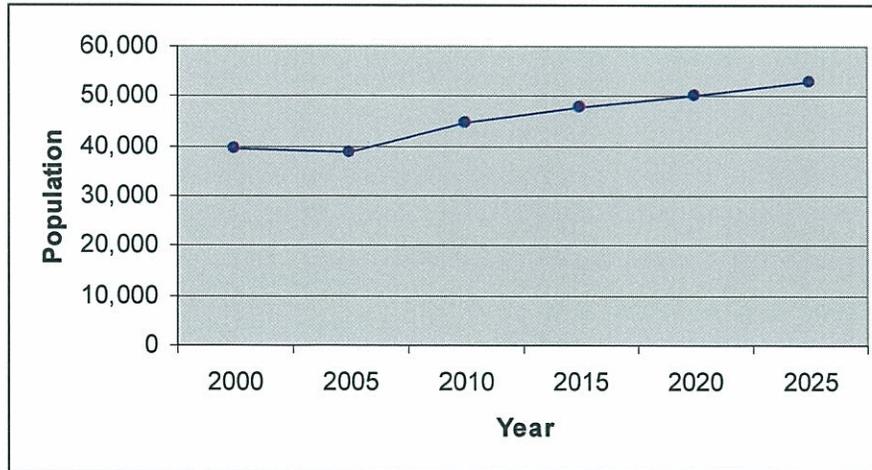
**Table 4.1.2**  
**Projected Population 2000-2025, City of East Point**

	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
Population	39,595	38,653	44,704	47,579	50,021	52,763

Source: Fulton County Comprehensive Plan

As the demand for “in-town living” in the Atlanta metro region is renewed, reinvestment into urban areas and infill development is a growing trend. With this inclination for urban living and the City’s 2004 Livable Centers Initiative study, the City of East Point is a likely target for in-migration and continued population growth.

**Chart 4.1.1 Projected Population 2000-2025, City of East Point**



Source: Fulton County Comprehensive Plan

**COMMUNITY ASSESMENT**  
**Executive Summary**

**Table 4.1.3 Daytime Population, City of East Point**

Total resident population	Total workers working in the place	Total workers living in the place	Estimated daytime population	Daytime population change due to commuting		Workers who lived and worked in the same place		Employment residence ratio
				Number	Percent	Number	Percent	
39,595	12,126	16,909	34,812	-4,783	-12.1	1,715	10.1	0.72

Source: US Census Bureau

The daytime population refers to the City's resident population plus the daytime visitors to the City (both overnight guests in hotels and daytime tourists), plus workers that commute into the City for work, minus the residents that commute out of East Point for work. As noted in Table 4.1.3, the City's estimated daytime population (34,812) is less than the total resident population (39,595), which equates to an employment-residence ratio of 0.72.

Table 4.1.3 also indicates that there are a total of 16,909 East Point residents in the workforce, and a total of 12,126 jobs in East Point (includes jobs held by residents and those living outside of the City). This suggests that there is a smaller daytime population than total resident population in the City—an overall 12.1 percent decrease in the City's population during working hours. Table 4.1.3 also indicates that only 10 percent of the City's population works *and* lives in East Point. The low percentage of residents who work locally points to a poor match between the jobs available in East Point and the skills of the City's labor force. However, because of the City's excellent transportation access and proximity to major job centers residents of East Point do have access to employment opportunities.

**Table 4.1.4 Households 2000, East Point and Surrounding Areas**

	Households	Household Population	Average Household Size	Group Quarters Population
East Point	14,479	39,157	2.7	438
Atlanta	168,267	387,527	2.3	28,947
College Park	7,887	20,216	2.56	166
Hapeville	2,373	6,174	2.6	6
Fulton County	321,242	784,622	2.44	31,384

Source: Fulton County Comprehensive Plan

Table 4.1.4 indicates that in the year 2000, there were 14,479 total households in the City of East Point. With a total population of 39,157 in 2000, the average household size was 2.7 persons. This household size is slightly higher than the City’s surrounding areas, including the other Tri-Cities, Atlanta, and Fulton County. Household size has increased from an average of 2.5 persons per household in 1980 to 2.8 persons in 2005, and is forecasted to increase. Projections in Table 4.1.5 indicate that by 2025, there will be an average of 2.90 persons per household.

The number of households and average household size are important because they reflect the City’s need for housing. The population residing within group quarters, however, is not included in the household population. The population living in group quarters in East Point in 2000 was 438 persons (1.1%). This number includes the portion of the population living in correctional facilities, nursing homes, mental care hospitals, juvenile institutions, college dormitories, military barracks, and homeless shelters.

**Table 4.1.5 Historic and Projected Average Household Size  
1980-2025, City of East Point**

1980	1990	2000	2005	2010	2015	2020	2025
2.52	2.55	2.69	2.73	2.78	2.82	2.86	2.90

Source: Georgia Department of Community Affairs, Planbuilder

Age Distribution of Current and Future Population

The age distribution of the population in East Point indicates that the City is a young community. Almost 25 percent of the population is under age 15, 33 percent of the population is under age 19, and 50 percent of the population is under age 30. As shown in Table 4.1.6 and Chart 4.1.2, the largest percent of the population falls into the 25 to 29 age group. This is a shift from 1990 in the most dominant age group. The largest percent of the population was in the 30 to 34 age group in 1990. The median age of residents in East Point is only 30. Age distribution affects a variety of needs and services as the City plans for future housing, commercial, public institutions, and recreational facilities.

**Table 4.1.8**

**Projected Age Distribution 2000-2025, City of East Point**

<b>Age Group</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
0 – 4 Years Old	8.7%	8.9%	9.1%	9.2%	9.2%	9.3%
5 – 13 Years Old	16.2%	16.6%	16.9%	17.1%	17.3%	17.4%
14 – 17 Years Old	4.4%	4.2%	4.1%	4.0%	3.9%	3.8%
18 – 20 Years Old	5.1%	5.1%	5.2%	5.2%	5.2%	5.2%
21 – 24 Years Old	6.8%	6.6%	6.3%	6.2%	6.1%	6.0%
25 – 34 Years Old	16.1%	15.6%	15.1%	14.9%	14.6%	14.5%
35 – 44 Years Old	15.2%	15.9%	16.5%	16.8%	17.1%	17.2%
45 – 54 Years Old	12.8%	13.2%	13.6%	13.8%	14.0%	14.1%
55 – 64 Years Old	6.7%	6.3%	5.9%	5.7%	5.5%	5.4%
65 and over	7.9%	7.6%	7.3%	7.2%	7.1%	7.0%

Source: Georgia Department of Community Affairs

**Implications**

The anticipated shifts in the age distribution of residents in East Point are not predicted to change significantly in the next 20 years. The population in the older age groups is projected to gradually decline, as is the percent of population in the 21 to 34 year old age group. The youngest age group classifications are predicted to increase gradually. Changes in the age distribution, however, are not large enough to warrant major policy changes or City improvements. It is important to note that as the younger population ages, the working labor force and the demand for jobs will increase. The existing and continued concentration of population in child and parent or “family” age cohorts presents a continued need for programs and services that support families.

The increasingly diverse racial structure of the City is likely to have implications for the types of goods and services demanded in the City’s commerical developments, as well as for publicly-provided services in schools and in the community. As the Hispanic population in particular rises, there will be a growing need in the City for educating non-English speaking residents. In accordance with these statistics, it is reasonable for East Point to anticipate gradual changes in the City’s overall make-up and for future services to be catered to a wider range of cultures

## **Element 2-Economic Development**

### Community Profile

East Point got its name from being the "east" terminus point of the Atlanta and West Point railroads. Incorporated in 1887 and beginning as an industrial city, East Point has emerged as the city for businesses, communities and families. Currently a city of 40,000 residents, East Point sports three recreational complexes, Fort McPherson Army Base, four (4) major financial institutions, six (6) hotels, a velodrome, five (5) elementary schools, two (2) middle schools, one (1) award winning magnet high school, three (3) Christian schools, one (1) college, a transit station, a national archive center and an award winning hospital to name a few. As a selling point to all of its businesses, East Point boasts its own municipal water reservoir, which results in lower utility costs. As a Millennium City and Community of the future, East Point is prepared to serve business development needs and the citizens that serve its communities.

### **East Point offers many advantages to new and existing businesses.**

- No impact fees on new development
- A 100% property tax exemption on all three class of manufacturer's inventory (firm's location must be within city limits)
- Approximately 2.3 million square feet of office/warehouse/distribution space within the City's commercial/industrial areas
- Designated as a Main Street City
- 10 minutes drive from the heart of downtown Atlanta
- 7 minutes from Hartsfield International Airport

One of our major attractions is transportation which is a key factor in any relocation and expansion decision. Named for being the railway point east of the Atlanta and West Point rail line, East Point now harbors all the major interstates and Hartsfield-Jackson Atlanta International Airport, the world's busiest airport. MARTA (Metropolitan Area Rail Transportation Authority) has a rail line stop in East Point before going to its final destination at the airport. In fact, CSX, Norfolk Southern, Burlington North and Amtrak still run right through the heart of the city.

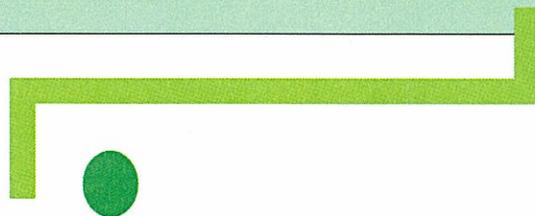
*Source: East Point Economic Development Department*

East Point was actually one of the first amongst the Tri-Cities to really take off, particularly in reference to outside developer interest. The redevelopment of the Buggyworks in the Central Business District and the development of Camp Creek Marketplace both indicate recognition of pent-up demand and market strength. There seems to have been a real surge in interest and development speculation in 2000 to 2002. Unfortunately, it seems that East Point went down a road familiar to many other communities. Market speculation soared artificially, and in turn, discouraged or completely halted, much pending development. Many developers left East Point without going through with potential projects because of poor perceptions of local political movements and instability of the development process. Whether those claims were real or merely perceived, they had the same effect, as the bottom seemed to drop out of redevelopment efforts.

Since prices were so artificially inflated, their drop appeared significant; in reality, the real net change between the market before the development speculation and after is still a marked increase. The real strength of the market is shown in the continuing phased development of Camp Creek Marketplace and all its spin-off development, as well as the successful adoption of the TAD that helped to spur that development.

There has not been significant investment in central East Point for several years. However, small-scale redevelopment projects and infill projects have been underway, and it seems that recently, developers have re-entered East Point's downtown core market. New businesses have been locating in the Central Business District, confirming its potential as a destination and viable marketplace. There has also been notable residential development in central East Point of late.

A continuing challenge for central East Point is to harness its potential and guide new development in a strategic and focused way to ensure quality results and sustainable success.



Additionally, the downtown core has also seen significant reinvestment in the last several years. A portion of the area received Main Street designation in 1999, and has been working since to establish a unique district identity, as well as a strong and diverse business base. It certainly seems that the area has gotten off to a solid start, but there is still much work to be done to ensure a balanced and diverse mix of tenants, as well as taking the next step to establishing the area as a true destination.

# COMMUNITY ASSESMENT

## Executive Summary

### Occupations

Workers in East Point are predominately employed in sales and office occupations; with management and professional occupations and service occupations following as second and third. There is a key difference with the occupational proportions found in the Atlanta MSA, where the primary occupation is management and professional, followed by sales and office and then service. This is an important differentiation, as service occupations account for five percent more in East Point and Tri-Cities than the MSA average, and these are usually lower-paying jobs.

	East Point	Tri-Cities	Atlanta MSA
<b><u>OCCUPATION</u></b>			
occupations	23.2%	21.7%	37.6%
Service occupations	17.5%	18.4%	12.1%
Sales and office occupations	30.8%	30.9%	28.8%
Farming, fishing, and forestry occupations	0.1%	0.1%	0.2%
occupations	10.4%	11.1%	10.0%
occupations	18.1%	18.0%	11.6%

### Personal Income

The per capita income (perhaps the most important statistic to review in terms of understanding how a community is really doing) in East Point's downtown core is just 57% of the national average; this reinforces the circumstance of gentrification, as new residents move in with higher incomes, becoming neighbors with community members that earn sometimes significantly lower incomes.

The per capita income for the residents of East Point in 1990 was \$12,508. This amount was less than the county's per capita income of \$18,452 and less than the state's average of \$13,631.

In 1999, the per capita income for the city in 1999 was estimated to be \$15,175, Fulton County's rose to \$30,003 and Georgia's rose to \$21,154.

# COMMUNITY ASSESMENT

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	East Point Total	East Point % or MEAN	Atlanta MSA % or MEAN
<b>LOCATION OF EMPLOYMENT</b>			
Worked in East Point	1,715	10.1%	
Worked outside of East Point	15,194	89.9%	
Total workers 16 years and older	16,909	100.0%	
<b>MEANS OF TRANSPORTION TO WORK</b>			
Worked in Fulton County	12,409	73.4%	
Worked outside of Fulton County	4,500	26.6%	
Total workers 16 years and older	16,909	100.0%	
Workers per car, truck, or van	MEAN:	0.68	1.09
Aggregate number of vehicles	19,784		
Drove Alone	10,013	59.2%	77.0%
Carpooled	3,376	20.0%	13.6%
Sub-total: Private vehicle (car, truck, van)	13,389	79.2%	90.6%
Public Transportation (including bus, taxicab)*	2,981	17.6%	3.7%
Walked	234	1.4%	1.3%
Other	37	0.2%	1.0%
Worked at home	268	1.6%	3.5%
Total workers 16 years and older	16,909	100.0%	100.0%
<b>TRAVEL TIME TO WORK</b>			
Less than 30 minutes	8,442	50.7%	50.7%
30 to 44 minutes	4,321	26.0%	25.1%
45 to 59 minutes	1,945	11.7%	12.4%
60 or more minutes	1,933	11.6%	11.8%
Total not working at home	16,641	100.0%	100.0%
Aggregate Travel Time to Work (minutes)	525,945		
Mean Travel Time to Work (minutes)	MEAN:	31.6	31.2
<b>VEHICLE AVAILABILITY</b>			
no vehicle available	3,006	20.8%	7.3%
1 vehicle available	6,373	44.1%	31.8%
2 vehicles available	3,582	24.8%	41.6%
3 or more vehicles available	1,493	10.3%	19.3%
Total occupied housing units	14,454	100.0%	100.0%
Owner Occupied Units	6,545		
Aggregate Veh. Avail. to Owner-Occupied Units	11,564		
<b>Vehicles per Owner-Occupied Unit</b>	MEAN:	1.77	2.06
Renter-Occupied Units	7,909		
Aggregate Veh. Avail. to Renter-Occupied Units	7,131		
<b>Vehicles per Renter-Occupied Unit</b>	MEAN:	0.90	1.28
<b>Vehicles per Occupied Unit</b>	MEAN:	1.29	1.80

# COMMUNITY ASSESMENT

## Executive Summary

### Economic Trends

The entire Tri-Cities area (including the cities of East Point, College Park and Hapeville) has seen growth basically “leap-frog” over them from the movement out of the City of Atlanta to Henry and Fayette counties, and even some of the further stretches of South Fulton. However, there has been a clear resurgence of interest in urban intown locations in recent years, and the Study Area certainly fits that bill. While employment growth is projected to be moderate for the Region, it is still expected to be witnessed in historic employment cores, including downtown Atlanta and the Airport area, both in close proximity to East Point.

The expectation across the Region is for growth to continue, both in population and employment, but at slower rates than the enormous expansion that was seen during the 1990s. The Atlanta Region is expected to grow in both people and jobs in the neighborhood of 15% by 2010.

The population of the City of East Point has grown approximately 13% since 1990; this does not demonstrate a significant share of the phenomenal growth some of the Atlanta Region saw during this time. However, it does demonstrate strength in terms of stability and diversity, to not show any losses during a time when many other urban areas did within the Region.

However, growth in the City has slowed in the last few years, following the trend of the national recession.

East Point city: Employment by Industry			
Category	1980	1990	2000
Total Employed Civilian Population	17,211	16,519	17,300
Agriculture, Forestry, Fishing, hunting & mining	111	124	21
Construction	703	811	1,401
Manufacturing	2,332	1,720	1,365
Wholesale Trade	816	791	708
Retail Trade	2,786	2,630	1,943
Transportation, warehousing, and utilities	2,872	2,182	1,981
Information	NA	NA	628
Finance, Insurance, & Real Estate	1,240	1,237	1,188
Professional, scientific, management, administrative, and waste management services	793	945	1,688
Educational, health and social services	2,458	2,651	2,636
Arts, entertainment, recreation, accommodation and food services	903	162	1,773
Other Services	778	1,850	906
Public Administration	1,419	1,416	1,062

Source: U.S. Bureau of the Census (SF3)

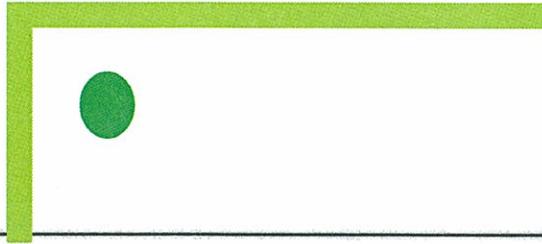
### Commuting Patterns

Daytime population change due to commuting: -4,783 (-12.1%)

Workers who live and work in the city: 1,715 (10.1%)

# COMMUNITY ASSESMENT

## Executive Summary



**Table 2-7: Total Full-Time and Part-Time Jobs By Place of Work, 2000 to 2030 (BEA Series based)**

Planning Area or City/Town		2000	2005	2010	2015	2020	2025	Change 05-25	% Change 05-25
<b>Incorporated Cities:</b>									
Alpharetta	All in Fulton County	47,085	56,150	63,408	68,808	72,593	72,905	16,755	29.84%
City of Atlanta	in Fulton County	531,368	554,853	560,653	575,164	578,044	565,394	10,541	1.90%
	in DeKalb County	11,356	11,858	11,982	12,292	12,353	12,083	225	1.90%
	<b>Total Atlanta</b>	<b>542,724</b>	<b>566,711</b>	<b>572,635</b>	<b>587,455</b>	<b>590,397</b>	<b>577,477</b>	<b>10,766</b>	<b>1.90%</b>
College Park	in Fulton County	10,724	11,821	12,540	13,254	13,677	13,682	1,861	15.75%
	in Clayton County	904	996	1,057	1,117	1,153	1,153	157	15.75%
	<b>Total College Park</b>	<b>11,627</b>	<b>12,817</b>	<b>13,597</b>	<b>14,371</b>	<b>14,830</b>	<b>14,835</b>	<b>2,018</b>	<b>15.75%</b>
East Point	in Fulton County	17,501	18,353	18,521	19,898	20,820	21,339	2,985	16.27%
Fairburn	in Fulton County	4,572	5,297	5,851	6,533	7,051	7,601	2,304	43.50%
Hapeville	in Fulton County	34,122	35,602	35,948	36,342	36,033	34,523	-1,080	-3.03%
Mountain Park	in Fulton County	60	84	105	133	157	179	95	112.99%
	in Cherokee County	1	2	2	3	3	4	2	112.99%
	<b>Total Mountain Park</b>	<b>62</b>	<b>86</b>	<b>107</b>	<b>136</b>	<b>160</b>	<b>183</b>	<b>97</b>	<b>112.99%</b>
Palmetto	in Fulton County	551	848	1,107	1,430	1,707	2,090	1,242	146.44%
	in Coweta County	105	158	207	267	318	390	232	146.44%
	<b>Total Palmetto</b>	<b>655</b>	<b>1,005</b>	<b>1,314</b>	<b>1,697</b>	<b>2,025</b>	<b>2,479</b>	<b>1,473</b>	<b>146.44%</b>
Roswell	in Fulton County	45,485	51,597	56,053	61,187	64,864	66,350	14,754	28.59%
Union City	in Fulton County	7,419	8,121	8,563	9,391	9,992	10,575	2,454	30.22%
<b>Planning Areas:</b>									
North		41,390	53,447	64,045	72,965	79,470	84,553	31,106	58.20%
Northeast		34,403	43,908	52,216	59,295	64,421	68,139	24,231	55.19%
Northwest		6,987	9,538	11,829	13,670	15,048	16,414	6,576	72.10%
Sandy Springs		137,480	141,285	145,092	151,509	148,163	161,861	20,575	14.56%
South		17,050	20,949	24,279	29,008	32,705	37,231	16,282	77.72%
Southwest		19,893	21,132	21,804	23,307	24,121	25,574	4,442	21.02%
<b>Total Unincorporated Fulton County</b>		<b>215,813</b>	<b>192,905</b>	<b>203,004</b>	<b>217,495</b>	<b>220,037</b>	<b>241,081</b>	<b>45,176</b>	<b>24.97%</b>
<b>Total Cities in Fulton County</b>		<b>698,996</b>	<b>742,727</b>	<b>762,752</b>	<b>792,140</b>	<b>804,937</b>	<b>794,638</b>	<b>51,911</b>	<b>6.99%</b>
<b>All of Fulton County</b>		<b>914,809</b>	<b>979,541</b>	<b>1,017,958</b>	<b>1,068,929</b>	<b>1,089,396</b>	<b>1,103,858</b>	<b>124,317</b>	<b>12.69%</b>

Source: US Bureau of Economic Analysis, E&CD, ARC

Total employment for the City of East Point is projected to increase from an estimated 18,353 (in 2005) to 21,339 (in 2025). This additional of nearly 3,000 jobs represents a 16.27% increase over the next 25 years. This rate is slightly greater than the employment growth rate expected for College Park (15.75%) and for Fulton County (12.69) over the same time period. This rate is quite a bit lower than that expected for north Fulton municipalities like Roswell (28.59%) and Alpharetta (29.84%). Though Mountain Park and Palmetto are expected to boom based on growth rates over 100% each, they are starting from a much smaller base. Hapeville is the only municipality in Fulton County expected to lose jobs, over 1,000, in the same timeframe.

While both the study area and tri-cities area are expected to continue to increase, the study area will grow at 9.9 %, while the tri-cities area is anticipated to grow at a 5.4% growth rate.

**Major Employers**

<b><u>Employer</u></b>	<b><u>Products/Services</u></b>
<b><i>More than 400 Employees:</i></b>	
South Fulton Hospital	Medical (338-bed acute care medical
Owens-Brockway Corp.	Glass Manufacturing
City of East Point	Government (approx 450 employees, approx ¼ police officers, in 2004)
<b><i>Less than 400 Employees:</i></b>	
Atlanta Christian College	Education
Crowne Plaza Atlanta- Airport Hotel	Hospitality
CSI Perishable Warehouse	Food Distribution
Doubletree Hotel	Hospitality
Holiday Inn Airport Hotel	Hospitality
Mid-South Ice (Reddy Ice)	Ice Plant
Naivistar	Transportation/Trucks
Newell Recycling	Heavy Metal Recycling
Alliance Textiles	Laundry and Textile Services
Pittsburgh Paint & Glass	Paint and Glass

Services Source: East Point Economic Development Department

**Important New Developments**

**Developments of Regional Impact**

The following table summarizes developments located or planned within the City of East Point, which, based upon their scale, required regional-level and state-level reviews for their impact on the regional economy and infrastructure.

## COMMUNITY ASSESMENT

### Executive Summary

Project Name	Development Type	Submitted	DRI Status	RDC Finding	GRTA Finding
Cascade Village	Mixed Use	12/2/2005	Under Review		
Lakeside Golf Course Redevelopment	Mixed Use	7/14/2004	Warrants regional review	In the best interest of the State	Approved subject to conditions
Camp Creek Business Centre	Industrial	10/10/2002	Warrants regional review	In the best interest of the State	Approved subject to conditions
Camp Creek Marketplace	Commercial, Wholesale & Distribution	11/1/2001	Warrants regional review	In the best interest of the State	

### Camp Creek Marketplace

The City of East Point established a Tax Allocation District (TAD) to facilitate the development of Camp Creek Marketplace in a historically underserved market, thus providing hundreds of new jobs and access to retailers. A TAD is established for the purpose of publicly financing certain redevelopment activities in underdeveloped or underutilized areas. Typically, upon creation, TADs have vacant commercial and residential properties, blighted conditions and numerous vacant buildings or are in need of significant environmental remediation. Redevelopment costs are financed through the pledge of future incremental increase in property taxes generated by the resulting new development; the Camp Creek TAD has issued bonds and directed more than \$20 million in increased property taxes toward repayment of bonds used to build new roads, drainage, sewerage and other infrastructure in the area.

Camp Creek Marketplace, located at the Camp Creek Parkway / I-285 interchange, has been one of the marquee retail developments in the last few years in metro Atlanta. It has won numerous awards, and its sales have outperformed expectations. Many of the national chain tenants located there rank as top performers in the nation compared to their peers. The close-in Southside has been long ignored as a retail destination, with the "newest" development of retail significance being Greenbriar Mall, built about 40 years ago. Greenbriar Mall, located just outside of the East Point city limits to the northwest, has served as the primary regional retail destination for much of metro-Atlanta's Southside for the last few decades. While the quality of tenants has shifted in recent years, there are still well-known anchors in place, such as Rich's-Macy's and Circuit City, as well as a relatively high occupancy rate.

While Camp Creek Marketplace was initially a hard sell, its success has spoken volumes to the retailers of metro Atlanta, who are taking notice of the potential for more development, and recognizing the long-time pent-up demand. Phase II is under way, and will be over 400,000 square feet, and Phase III is under discussion. Additionally, it has stimulated commercial, residential and mixed use development on the scale of a half-billion dollars within a half-mile of the Marketplace. Consumers travel to specific stores based on the consistency of selection and types of goods. The same consistency and familiarity with product is the driving force behind dining out at chain restaurants as well.

## **COMMUNITY ASSESMENT**

### **Executive Summary**

This 750,000 Square foot shopping center, developed by North American Properties (www.naproperties.com), is by far the largest venture that has hit the City of East Point in recent years. It is the largest shopping center to open in Atlanta since Discover Mills and with it comes approximately 2,000 jobs for South Fulton residents. Some of the Retailers include Target, BJ's Wholesale, Barnes & Noble, Lowe's, Staples, Pet'smart, Ross Department Stores, Marshall's and Linen-N-Things. Restaurants include Longhorn Steakhouse, Chick-Fil-A, Red Lobster, Ruby Tuesday. With this development, the citizens of East Point can now enjoy shopping at a major outlet center and have fine dining just around the corner. Camp Creek Marketplace may signify the renaissance of the south-metro region once overlooked and underestimated, now redefining itself as a community known for friendly neighborhoods, safe streets and excellence in education.

#### **Camp Creek Trade Center, Duke-Weeks Realty**

Duke-Weeks Realty Corporation (NYSE:DRE) is one of the largest real estate companies in the United States with a total market capitalization of approximately \$6.4 billion. Duke-Weeks has achieved success with a customer-driven approach to business. By combining a wide range of quality, value-oriented facility solutions with a high level of customer service, Duke-Weeks has built a tenant base of more than 4,000 companies, including many Fortune 500 companies. Furthermore, Duke-Weeks can provide a wide array of facilities to meet any client's specific needs – from high-tech office buildings to efficient distribution centers, from large-capacity bulk warehouses to retail centers.

Duke's commitment to East Point will be an industrial and office park development, named the Camp Creek Business/Trade Center, on approximately 450 acres of land adjacent to the Camp Creek Marketplace. This development, slated to be built out over eight years, would add an additional 5.6 Million square feet of office space to their existing seven buildings and could create an estimated 10,000 jobs. The cost of this project is estimated at \$100,000,000 in new construction and could generate \$1,119,413 each year in property tax revenue. In 2004, The Clorox Co. signed a 10-year lease on a 607,650-square-foot, build-to-suit distribution center in the industrial park, which also includes a 130,000 square-foot build-to-suit for Williams Printing.

#### **Other Unique Economic Situations**

The presence of large corporate employers, such as Delta, Wachovia, Ford, South Fulton Medical Center and Owens-Brockway, as well as the Hartsfield-Jackson International Airport itself, greatly increases the concentration of employees. The impact of the surrounding development on the city is clear when considering the needs for convenience and retail goods and services.

Small-scale, local-serving office uses are supported by those seeking office locations close to home, those that require clients to visit them and find their customer base within a residential community, and those that seek convenient regional access. The downtown core of East Point well positioned to support this type of office development. The access to both I-85 and I-75, as well as MARTA, and close proximity to Hartsfield-Jackson International Airport form an unusual group of assets, that when grouped together become competitive advantage.

As is well-known, Atlanta has many characteristics that have made it the southeastern hub for transportation, distribution and logistics, such as interstate

## **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 3- Housing**

**FUTURE HOUSING NEEDS**

Future housing needs for the City of East Point are determined through population projections and trends in household size. The population of East Point is projected to grow by 33 percent between 2000 and 2025. Because of increasing household size, this translates to the need for approximately 24 percent more housing units.

**Table 4.3.3 Housing Projections 2000-2025, City of East Point**

	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
Projected Households	14,557	14,003	15,904	16,686	17,297	17,994
Housing Units	15,505	14,955	16,985	17,821	18,474	19,218
Single family detached units	8,182	7,892	8,963	9,404	9,749	10,141
Single family attached units	360	347	394	414	429	446
Multi-family units	6,856	6,613	7,510	7,880	8,169	8,498
Manufactured homes	107	103	117	123	127	133

Source: US Census Bureau; Robert and Company

The proportion of renters in East Point (51.0%) is on par with other well-developed urbanized areas, such as Atlanta (56.3%).

In the City of East Point, cost burdened households occupy 45 percent of rental units. East Point has a high proportion of cost burdened rental households (45%) as compared to Fulton County (38.3%), Metro Atlanta (36.7%), and Georgia (35.4%). Severely cost burdened households make up 21 percent of the rental units in East Point. Among owner-occupied housing units, 33.1 percent are cost burdened and 12 percent are severely cost burdened. The City of East Point also has a lower median income.

The East Point Housing Authority also maintains a stock of public housing units. While the public housing waiting list is also full at 764, the list has been opened annually. The majority of public housing units are within the 2 to 3 bedroom range (74.5%). Of the public housing units in East Point, 8.5 percent are reserved for the disabled and 2.2 percent are reserved for the elderly.

## **Element 4- Natural and Cultural Resources**

### **NATURAL RESOURCES**

The City of East Point does not have an abundant amount of natural resources within its current jurisdictional boundaries. There are a few steep slopes, wetlands, or floodplains that limit large tracts for development. No protected rivers, mountains, or groundwater recharge areas exists within East Point's boundaries.

#### Watershed

Within the boundaries of East Point, Camp Creek receives water on the west side of the city that eventually flows into the Chattahoochee River. Several other creeks and streams including Mimms Creek, Utoy Creek, and North and South Utoy Creeks also collect water from the East Point watershed. In the southeast quadrant of the city, a small area, generally east of U.S. Highway 92, south of Central Avenue to the city limits at Hapeville, College Park, and Atlanta Hartsfield International Airport drains to the Flint River. This small area is part of the Flint River large water supply watershed.

#### Soils

Soil types within East Point include:

- (Type "C") Cecil sandy loam, residual material from weathered gneiss or granite;
- (Type "M") Madison-Grover-Louisa gravelly sandy loams, young alluvial material;
- (Type "S") Seneca fine sandy loam, local colluvial and alluvial materials;
- (Type "W") Wickham fine sandy loam, mainly local colluvial and alluvial materials; and
- (Type "U") Unclassified city land types.

Soils in this vicinity are generally well-drained and moderately permeable. These are the same type of soils that are primarily sought after for development. Land disturbing activities during development phases affect the topsoil surfaces and leave most soil susceptible to runoff. Soil erosion and sedimentation runoff is the primary adverse impact to the degradation of quality topsoil surfaces.

To alleviate soil run-off and sedimentation, East Point has a Soil Erosion/Sedimentation Ordinance in place. This ordinance is currently being reviewed and as a result, may be updated mid-year 2006.

## **CULTURAL RESOURCES**

### **Historically Significant Structures:**

Many of the historic commercial and industrial building resources like the first train depot and theatre were lost to fire. The buildings that survived the fires did not survive the Redevelopment Phase.

Just like other cities all over the United States, the City of East Point adopted a redevelopment plan. In 1971, the City was ready to move forward with their plan to remove the "blighted" areas in their city. Many historic structures were demolished in the name of progress.

### **National Register Historic District:**

The City of East Point is recognized by the National Trust of Historic Places for their National Register District. The City of East Point's seven old warehouses along Norman Berry Drive on the north and extending south to include the Atlanta Utility Works; its west boundary being the Atlanta & West Point railroad tracks and the east boundary, Martin Street were listed on the National Register of Historic Places in 1985.

These buildings constituted one of the last and largest extant New South Industrial Complexes in the State. (Centennial Chronology of East Point History) Businesses in this district included the Oak Knitting Mills, Couch Brothers Manufacturing Company, Atlanta Tent and Awning Company, Atlanta Utility Works, White Hickory Wagon Works and Blount Buggy & Carriage Manufacturing.

### **East Point Historical Society**

The City has a historical society that was founded by the East Point Woman's Club on December 2, 1979. Their headquarters are located at the Morgan House at 1685 Norman Berry Drive. The Morgan House holds the historical society's collection of East Point history including historic maps of East Point, railroad memorabilia, historic photographs, scrapbooks, manuscripts and diaries, and a collection of oral history audio tapes and transcriptions, and bound volumes of Atlanta's Suburban Reporter dated 1931-1970.

(Source: South Fulton Revitalization Incorporated Website)

### **Main Street Association**

The Main Street Association is made up of nine members comprised of business owners, community stakeholders and professionals who have a commitment to downtown and who help govern the decision making for the central business district.

Their mission is: "To preserve and enhance the downtown area as the heart of East Point; communicating a sense of place, community pride and heritage, while providing for a successful business and residential environment."

**Element 5-Community Facilities and Services**

Supply, Treatment & Distribution System  
 East Point owns and operates a municipal water system and plans to continue to do so, enabling residents to benefit from some of the lowest water rates in the metropolitan area. Of three municipalities in Fulton County which operate water treatment facilities, only the East Point facility provides sufficient capacity to meet all of its demands. Because the system is not operating at capacity, the city exports water to unincorporated Fulton County for industrial use. This capacity has given the City a competitive edge over its neighbors and represents an important asset for economic development.

According to Fulton County documentation, the East Point Water Treatment Plant has a capacity of 12 million gallons per day, is in "good" condition, and is expected to provide adequate service through 2030.

**Table 5-3: Design capacity of Water Treatment Plant (in million gallons per day-mgd)**

<b>Water Treatment Plant</b>	<b>Plant Capacity in 2005</b>	<b>Useful Life of Facility</b>
Atlanta Fulton County Water Treatment Plant	90 mgd	Through 2021-2030
Hemphill Water Treatment Plant (Atlanta, GA)	137 mgd	Through 2021-2030
Chattahoochee River Water Treatment Plant (Atl, GA)	65 mgd	Through 2021-2030
Cecil B. Woods Water Treatment Plant (Roswell, GA)	1 mgd	Plan - Decommission between 2011-2020
East Point Water Treatment Plant (East Point, GA)	12 mgd	Through 2021-2030
Palmetto Water Treatment Plant (Palmetto, GA)	0.6 mgd	Plan - Decommission between 2011-2020
Source: Fulton County Public Works Department		

## **Sewerage System and Wastewater Treatment**

### Collection and Treatment System

Much of the East Point system was developed before the advent of modern pipe joint technology; generally, the age of system elements is the same as the neighborhoods they serve. Much of the system suffers from the infiltration of ground water. This tends to add to the volume of water being collected for treatment, thus increasing sewerage flows to the treatment plant and treatment costs. A financial analysis may be necessary to forecast when and if the cost of treating extraneous groundwater will exceed the cost of repairing the collection system.

Recently, the City's Department of Public Utilities conducted a Sanitary Sewer Evaluation Study (SSES) in order to locate, inventory, map, inspect, and assess the sanitary sewer collection system, made up of nearly 152 miles of sanitary sewer lines. Maintenance issues were identified and means to improve the overall performance of the collection system were suggested. A geographic information system database of lines and access points was created as a tool to more efficiently address maintenance issues and assess future capacity requirements.

Changes in system load caused by new and infill development may necessitate expansion or modification of the system.

Wastewater generated in East Point is treated at the City of Atlanta Utoy Creek Treatment Plant and the Fulton County Camp Creek Treatment Plant. Both discharge into the Chattahoochee River. East Point has purchased and reserved sewer capacity at the Camp Creek facility.

In the past 2-3 years, East Point was forced to raise property taxes in order to repay the City of Atlanta \$18 million dollars in debt for sewer services including its pro rata share of capital improvements related to the Atlanta's wastewater capital projects.

### **Fire Protection**

The East Point Fire Department offers Fire, Emergency Medical Services (EMS) and Rescue services from four fire stations.

A fifth station, 8,000 square feet, is under construction across from the Camp Creek Marketplace and will house twenty-four firefighters, one fire engine and one aerial platform truck. The plans also include a community room that will be utilized by residents of the community for various activities and meetings.

**Public Safety**

The East Point Police Department offers Field Operations and Investigations as well as a number of support services including a jail, communications division, and a crime scene unit. The International Association of Chiefs of Police has established what may be considered a minimum standard of 1.6 officers per 1,000 population. East Point maintains a ratio of more than 3 officers per 1,000 population; in 2001, there were 135 police officers in the local force serving approximately 40,000 residents.

In the year 2000, for the first time ever, the FBI Uniform Crime Report from the City of East Point totaled less than 2000 criminal incidents. In 2004, the UCR reached a new record low figure of just more than 1600 crimes; based on 2005 figures through November, the trend of decreasing crime appears to be continuing. This decrease reflects the dedication of police officers and citizens to curtail criminal activity in the city.

*10-year Crime Summary Statistics*

10-year Crime Summary, City of East Point

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	Total
HOMICIDES	8	6	8	4	8	6	10	7	5	3	65
RAPE	28	48	46	35	38	27	32	20	14	13	301
ROBBERY	197	204	183	190	212	222	241	207	202	198	2056
AGG/ASSAULT	140	137	214	203	158	276	262	225	152	111	1878
BURGLARY-RES	684	851	649	726	616	529	636	715	721	531	6658
BURGLARY-BUS	189	228	158	180	145	222	138	162	138	143	1703
FELONY THEFT	320	403	326	317	339	194	233	251	250	194	2827
VEHICLE THEFT	581	834	678	651	549	477	416	427	524	422	5559
<b>TOTAL</b>	<b>2147</b>	<b>2711</b>	<b>2262</b>	<b>2306</b>	<b>2065</b>	<b>1953</b>	<b>1968</b>	<b>2014</b>	<b>2006</b>	<b>1615</b>	<b>21047</b>

Source: crime data reported to the East Point, GA Police Department

**Parks, Recreation and Cultural Facilities**

The Parks and Recreation Department manages numerous facilities and programs serving city residents.

The following parks, preserves, and recreation facilities serve East Point residents:

- Bachelor Park - community center
- Brookdale Park - playground equipment, ballfields, tennis courts
- Thomas W. Connally Nature Park - 26 forested acres
- Charles L. Green Park - playground equipment, ballfields, tennis courts, community center, baseball program (East Point Amateur Baseball Association)
- Jefferson Park Gym - community center, playground equipment, ballfields
- John D. Milner Sports Complex – features multi-use athletic ballfields
- Randall Street Gym - gymnasium
- South Park - ballfields, tennis courts, community center.
- Sumner Park – Dick Lane Velodrome (cycling track and events facility, East Point Velodrome Association), 15 acres, tennis courts, picnic area, and a baseball field as well as a recreation center scheduled to be replaced by a new 15-20,000 square foot facility)
- Sykes Avenue Park - playground equipment, ballfields, tennis courts
- Womack Park - community center, tennis courts

## COMMUNITY ASSESSMENT

### Executive Summary

Community partnerships with neighborhood groups, non-profit organizations, and athletic associations play an important role in provision of programs and facilities. For example, the Parks and Recreation Department hosted a "Playground Design Day" in August 2005 to receive community input on the style, theme, and design of a new playground. The city will also benefit from recent grants from the Arthur M. Blank Family Foundation, including \$16,000 granted in 2003 to create a walking and jogging trail in Brookdale Park (as well as to support renovation of recreation facilities) and \$87,000 for capital costs to restore the bicycle racing velodrome located in Sumner Park.

Prior studies have identified the opportunity available to convert brownfields to park space at such sites as Center Park.

Related facilities in East Point but not managed by the city, include:

- H.J.C. Bowden Senior Multipurpose Center (Fulton County)
- East Point Library (Atlanta-Fulton Public Library System) – reportedly in "good" condition, approx 10,000 sq ft; life expectancy 1998-2073
- Lakeside Country Club (private) – golf course
- Ft McPherson (Military) – golf course, trails, fields, courts

#### Solid Waste Management

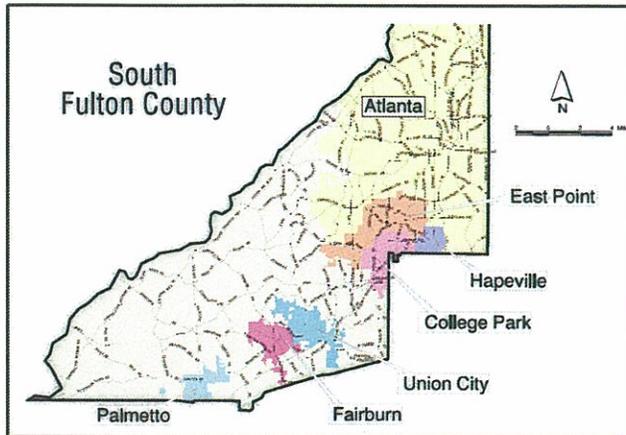
The Georgia Department of Community Affairs sets *Minimum Planning Standards and Procedures for Solid Waste Management* in order to implement the Georgia Comprehensive Solid Waste Management Act. The Act requires all local governments in Georgia to develop a strategy for reducing the amount of solid waste going into landfills and other disposal facilities. This reduction may be accomplished by many techniques, including recycling materials such as plastic, aluminum, and newspaper. It can also be accomplished by diverting yard waste from disposal facilities into backyard or other composting operations. Many other methods for reducing our local waste stream are also available.

Sanitation is a constant concern of local residents. Budget crisis and tipping fees were to blame for the reduced pick up schedule (from twice a week to once a week) and increased fees. A return to this level of service is desirable (pick up twice a week as well as bulk yard pick up once a month). The manpower, equipment, and fuel costs associated with garbage and yard waste pick-up should be analyzed with

**Element 6-Intergovernmental Coordination**

**Adjacent Local Governments**

The City of East Point is located in the southern portion of Fulton County, Georgia and is bordered by three (3) cities: Atlanta, Hapeville and College Park. The City of East Point is bounded by the City of Atlanta on its northern, eastern and western boundaries. It is bordered by the City of Hapeville on its southeastern boundary and the City of College Park on its southern boundary. East Point is bounded by unincorporated Fulton County on its southwestern boundary.



The City of East Point is bounded by the City of Atlanta on its northern, eastern and western boundaries. It is bordered by the City of Hapeville on its southeastern boundary and the City of College Park on its southern boundary. East Point is bounded by unincorporated Fulton County on its southwestern boundary.

**Municipal Public Utilities**

The City of East Point provides water, electric, sewer, and garbage disposal for its citizens. The City has the right to charge, contract for and receive compensation for such services, ad on such terms as described for in the city ordinances. (Ga. L. 1972, p. 2151, § 134)

**Metropolitan Atlanta Rapid Transit Authority (MARTA)**

The East Point MARTA Station is located in downtown East Point along the city's *Main Street* corridor. It is the sixth busiest transit station and is an architecturally attractive facility that has the potential to link commuters with employment opportunities. The transit line provides access to Hartsfield-Jackson Atlanta International Airport and other major employment and activity centers in metropolitan Atlanta.

MARTA operates approximately sixty-eight (68) bus stops within the city limits of East Point. Ridership has declined since 2003 which can be attributed to job losses and restructuring of bus services by MARTA.

**Tax Allocation District (TAD)**

The City of East Point established a Tax Allocation District (TAD) to facilitate the development of Camp Creek Marketplace in 2001. Camp Creek Marketplace is a retail/commercial complex constructed along Camp Creek Parkway in a historically underserved market area in the City of East Point. The development has created hundreds of new jobs and access to retail and other professional services. The Camp Creek TAD has issued bonds and directed more than \$20 million in increased property taxes toward repayment of bonds used to build new roads, drainage, sewer and other infrastructure systems.

Phase II of Camp Creek Marketplace is currently under construction. However, this portion of the development is within the jurisdiction of the City of Atlanta.

On December 1, 2005, the City of East Point established the Sullivan Road TAD. At this time, no further action has been taken by the developer.

**Local School Boards**

The City of East Point does not have its own governing school board. However, its school system is governed by the Fulton County Board of Education. The Fulton County Board of Education is governed by an elected seven (7) member board, representing Districts 1 through 7. Schools located within the city limits of East Point are represented by District 4 and District 6. East Point currently has six (6) elementary schools grades pre-K through 5<sup>th</sup>; two (2) middle schools grades 6<sup>th</sup> through 8<sup>th</sup>; one (1) high school grades 9<sup>th</sup> through 12<sup>th</sup>; one (1) charter school grade 5<sup>th</sup> and three (3) private schools varying grades pre-K through 8<sup>th</sup>.

**Independent Development Authorities & Districts**

**East Point Business & Industrial Development Authority (EPBIDA)**

The East Point Business & Industrial Development Authority provides an economic development tool for the redevelopment of East Point's business districts. The EPBIDA finances such projects as industrial, commercial, parking, public or other types of projects using taxable and/or tax-exempt bonds. Taxable bonds are awarded for projects greater than \$10 million and tax-exempt bonds are awarded for projects less than \$10 million. A bond financed by EPBIDA allows for the exemption of taxes on property. The Authority is comprised of a 10-member board. The EPBIDA has not implemented any projects within the last ten (10) years.

## COMMUNITY ASSESMENT

### Executive Summary

#### **Ft. McPherson Planning Local Redevelopment Authority (LRA)**

The Fort McPherson Planning Local Redevelopment Authority (McPherson Planning LRA) will assume responsibility and authority for planning the reuse of Ft. McPherson. The Authority will serve as the sole point of contact regarding the reuse of Fort McPherson with the Department of Defense's Office of Economic Adjustment and the Department of the Army. The McPherson Planning LRA recognizes and reflects the interests of all key public and private stakeholders, including, but not limited to the City of Atlanta, the City of East Point, Fulton County, and other South Atlanta regional affected jurisdictions.

The Authority is governed by an executive committee comprised of ten (10) voting members representing the three (3) aforementioned jurisdictions. Included in the executive committee are sub-committees: Healthy Community & Quality of Life, Reuse & Design and Finance & Economic Development.

The McPherson Planning Local Redevelopment Authority will:

1. Work with the Department of Defense Office of Economic (DODOED) Development, the Department of the Army (DOA), the State of Georgia and other interested parties on all aspects of reuse planning,
2. Process and obtain funding from the Office of Economic Adjustment,
3. Participate in state and local screening of any public benefit conveyance proposals;
4. Provide a mechanism for receiving input and suggestions from affected communities and stakeholders;
5. Determine the financial feasibility of the Reuse Plan, including identifying potential funding sources for the implementation of the Reuse Plan;
6. Obtain the approval of the Reuse Plan of the local stakeholders;

and  
Communicate the approved Reuse Plan with the DOA, the State of Georgia, DODOED and the US Department of Housing & Urban Development (HUD). HUD checks compliance with the homeless accommodations requirement in the Base Realignment and Closure (BRAC) regulations.

This Authority was recently established in November 2005. At this time there are not any applicable activities that warrant an assessment regarding intergovernmental coordination.

**Federal, State & Regional Programs**

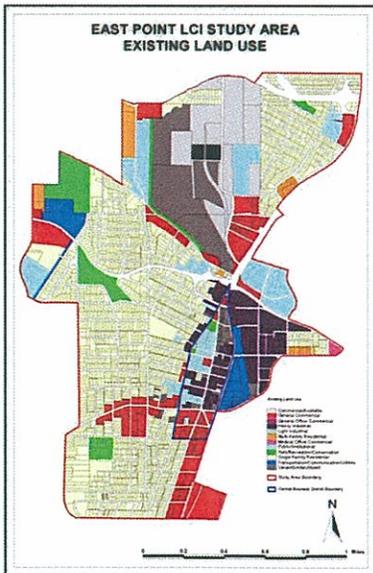
**Governor’s Greenspace Program**

The Governor’s Greenspace Program was adopted April 2000 to help Georgia’s urban and rapidly developing counties preserve at least twenty (20%) percent of their geographic area. Counties with approved greenspace plans were eligible for funds to acquire land. Municipalities were eligible for funds by participating cooperatively in the county’s plan. On April 14, 2005 was repealed when Governor Perdue signed into law the

Georgia Land Conservation Act. The new program allows local cities and other agencies to participate in the program independent of the counties. See Community Character Area Maps and Existing Land use Map for the identified recreation areas.

**Atlanta Regional Commission Livable Centers Initiative Program**

The Atlanta Regional Commission (ARC) Board adopted policies in the Regional Transportation Plan (RTP) proposal in May 1999 to provide funding for investment



studies and transportation projects located in activity and town centers in the region. This program of studies and projects has become known as the Livable Centers Initiative (LCI). The focus of the program is to encourage increased residential development, mixed-uses and connectivity in activity and town centers. Due to the success of the initial program, the ARC Board authorized the extension of the LCI program as part of the 2030 RTP with an added focus on corridors and emerging centers as well as town centers and activity centers.

The City of East Point was the recipient of a \$75,000 LCI grant awarded in 2004 for its East Point City Town Center. Construction will begin for downtown Streetscaping in 2006.

The City of East Point is applying for additional LCI projects. The city will seek to submit the Cleveland Avenue/Washington Road Study under the “grandfather” classification so that it can immediately pursue implementation funds. East Point’s streetscape project is funded and will be constructed in two (2) phases.

**Other Regional, State, Local Planning Agencies****Georgia Department of Natural Resources (DNR)**

In 1972, under the Executive Reorganization Act of 1972, Governor Jimmy Carter reorganized more than thirty (30) state agencies to form the Department of Natural Resources (DNR). The mission of DNR is to sustain, enhance, protect and conserve Georgia's natural, historic and cultural resources for present and future generations, while promoting the development of commerce and industry that use sound environmental practices. DNR provides technical assistance to East Point in the areas of water conservation, environmental protection, wildlife preservation, parks and recreation and historic preservation.

**Georgia Department of Community Affairs (DCA)**

The Georgia Department of Community Affairs (DCA) was created in 1977 to serve as an advocate for local governments. DCA serves as the state's lead agency in housing finance and development; promulgates building codes to be adopted by local governments; provides comprehensive planning, technical and research assistance to local governments; and serves as the lead agency for the state's solid waste reduction efforts. DCA reviews East Point's local comprehensive plan and solid waste plans for compliance with Georgia's minimum planning standards.

**Georgia Department of Transportation (GDOT)**

The Georgia Department of Transportation (GDOT) plans, constructs, maintains and improves the State of Georgia's roads and bridges. GDOT provides planning and financial support for other modes of transportation, including mass transit and airports. GDOT is the contractual agency for all transportation projects funded with federal dollars.

**Metropolitan North Georgia Water Planning District**

The Metropolitan North Georgia Water Planning District was established April 5, 2001 for the purpose of establishing policy, creating plans and promoting intergovernmental coordination for all water issues in the district. The planning district also facilitates multi-jurisdictional water related projects and enhances access to funding for water related projects among local governments in the district area. The district develops regional and watershed specific plans for storm water management, wastewater treatment, water supply, water conservation and the general protection of water quality. The planning district comprises all local governments within a 16-county area. East Point is within this planning district and regulations apply to the city.

## **Element 7-Transportation**

### Overview

The City of East Point is well served by regional air, rail and vehicular transportation facilities. Hartsfield Atlanta International Airport, on the southeastern border of the city, provides superior access to all parts of the United States and many foreign countries. The CSX rail system has two main north-south lines through the city making freight connections to the rest of the nation readily available. The Metropolitan Atlanta Rapid Transit Authority's north-south rail line passes through the city. Interstate highways 1-85 and 1-285 are within the corporate limits and 1-75, the primary industrial corridor through the state, passes by just to the east. U.S. Highway 29 traverses the heart of the city north and south and Lakewood Freeway (SR 166) forms the city's northern border. Camp Creek Parkway (SR 6) is a major arterial connecting development sites to the airport and to the Fulton Industrial District, the largest warehouse district east of the Mississippi River.

Major local streets include Sylvan Road, Cleveland Avenue, Irene Kidd Parkway, Central Avenue, Willingham Drive, Washington Road, Headland Drive, DeLowe Drive, Norman Berry Drive, Ben Hill Road, Welcome All Road and Virginia Avenue. Many of these are oriented toward downtown East Point.

The street network serving most of central East Point may be characterized as a compact grid. Downtown is relatively compact and is almost entirely within a ¼ mile radius (approximately five minute walking distance). Low-rise development (primarily 2-3 story buildings) and small block sizes contribute to a suitable walking environment. The core of the downtown is defined by a one-way pair of streets; Main Street and East Point Street, from the intersection with Norman Berry Drive to Washington Street. MARTA rail and freight rail tracks parallel Main Street on the east side, with a MARTA station located on the west side, in the heart of downtown. This station is a significant element but is not well integrated into the downtown fabric. The rail tracks separate downtown from recent adaptive reuse projects to the east, including the Buggy Works and Wagon Works, two distinct office renovations. This area is, however, connected to downtown by a pedestrian bridge at Cleveland Avenue. The bridge is a powerful visual element which serves as a downtown landmark. Previous planning efforts identified the need for improvements to enhance the pedestrian environment downtown, including sidewalks, public spaces and streetscape improvements. The entire area accommodates a variety of transportation modes including: MARTA trains/buses, automobiles pedestrians and to a lesser extent, bicyclists.

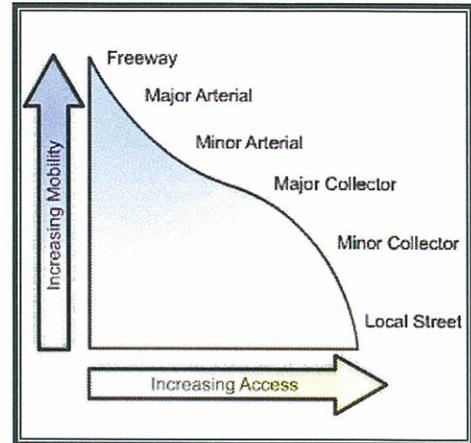
# Road Network

## Roads & Highways

The East Point roadway system is comprised of freeways, arterials, and collectors. An inventory of the study area roadways was created according to the degree to which they fulfill two purposes:

- Movement of traffic and
- Access to facilities.

As portrayed in the image at right, these functions are inversely related in that the more traffic volume a roadway can accommodate, the less access it provides (and vice versa). A functional classification provides a hierarchical ranking based on the degree of mobility and accessibility that a street provides to the traveler. The following table provides the functional classification criteria for each road type.



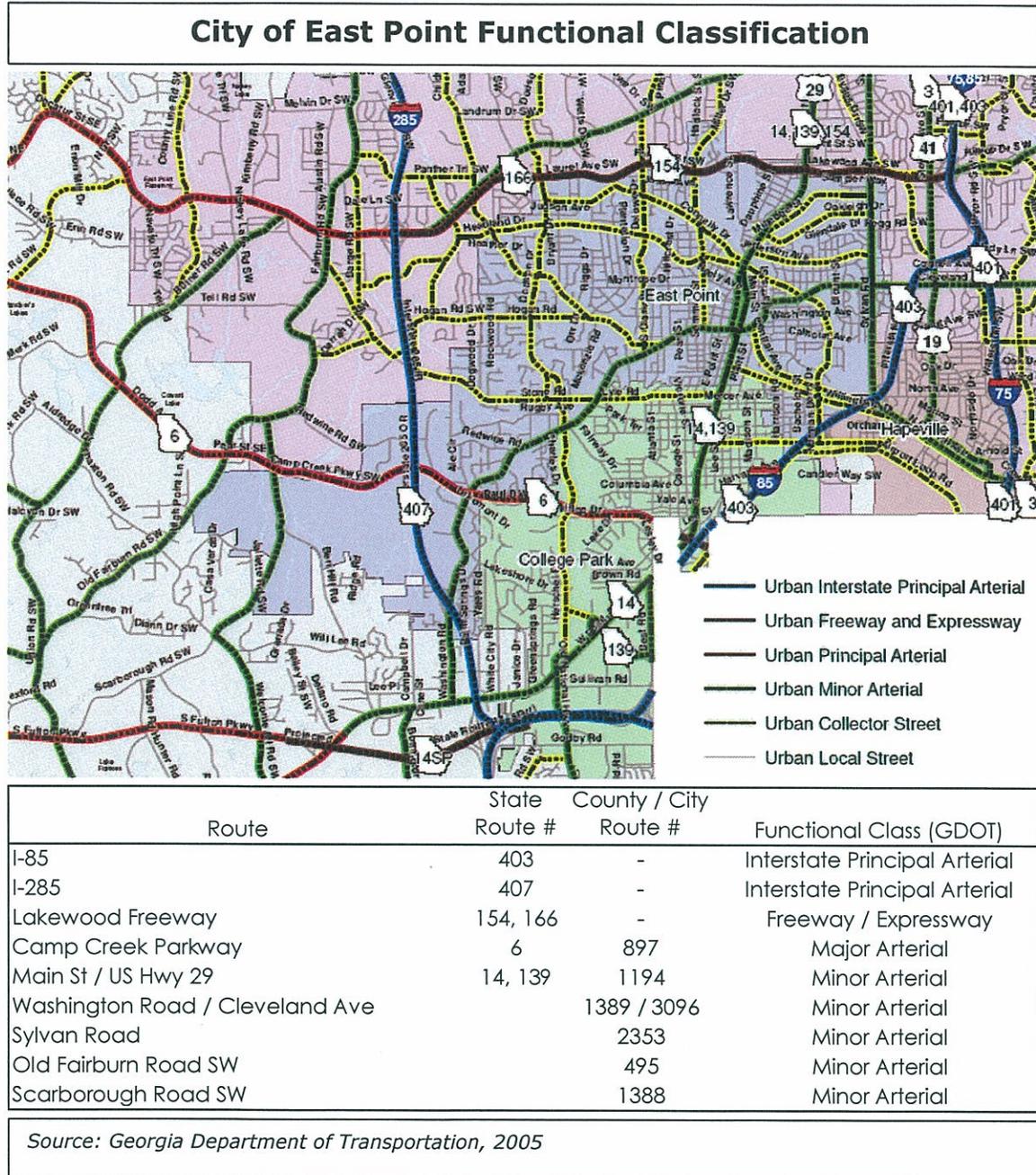
Functional Classification Criteria						
Criteria	Expressway	Principal Arterial	Minor Arterial	Major Collector	Minor Collector	Local Road
Type of Trip Served	Serves inter and intra-regional, emphasis on through trips	Serves inter and intra-regional and through trips	Serves inter- and intra-regional trips; fewer through trips	Serves mostly intra-regional trips; inter-regional primarily near edges of region	Serves mainly local access functions, some intra and inter-municipal trips	Serves primarily local access functions, but due to connecting higher functioning roads, also provides mobility function
Travel Speeds	Highest level speeds	High travel speeds	Moderate to high travel speeds	Moderate travel speeds	Slow travel speeds	Very slow travel speeds
Mobility/ Access Orientation	Total mobility function	Primary mobility orientation, but provides some access	Priority on mobility, with moderate access component	Mix of mobility and access	Priority on access, with some mobility component.	Nearly total access function
Access Controls	Limited access, interchanges only	Controlled access	Some control of access	Some control of access	Minimal control of access	No access controls
Traffic Volumes	Highest volumes (25,000+ daily trips)	High traffic volumes (10,000 – 35,000 daily trips)	Moderate traffic volumes (5,000 – 15,000 daily trips)	Moderate to low traffic volumes (3,000 – 7,000 daily trips)	Low traffic volumes (1,000 – 4,000 daily trips)	Very low (less than 1,500 daily trips)

Source: Federal Highway Administration

# COMMUNITY ASSESSMENT

## Executive Summary

The following map displays the functional classification of roadways in the City of East Point area.



## COMMUNITY ASSESSMENT

### Executive Summary

The following table offers comparable statistics regarding total roadway mileage in East Point. In all, there are approximately 198 roads miles in the City. East Point is relatively urban compared to the county and state. Because a street grid primarily supports development, more road miles are required.

<b>City of East Point Road Mileage and Ratio Measures, 2005</b>							
Geography	Population 2005	Total Acres 2000	Total Square Miles	Total Road Mileage	Interstate Highway Miles	Road Miles Per 1000 People	Road Miles Per Square Mile
City of East Point	42,205	9041	14	198	3	4.7	14.0
City of Atlanta	455,624	84634	132	1,839	45	4.0	13.9
Fulton County	894,589	342,094	535	5,089	76	5.7	9.5
Georgia	9,079,254	32,271,869	50,425	119,827	1,245	13.2	2.4

Source: Measurements by Carl Wyatt, GIS Supervisor, Public Works. State and U.S. figures 2004-2005 Statistical Abstract of the US & Ga Statistical Abstract. 2004-2005, Selig Center for Economic Growth, Terry College of Business, The University of Georgia.

Several cross-regional corridors pass through the city and present transportation challenges. Consideration must be given to traffic volumes experienced on major thoroughfares resulting in reduced travel speeds, longer commute trips, and increase congestion. Local access management preserves the functional mobility of these routes and ultimately may improve local congestion. Cross-regional corridors, identified by the ARC, which directly serve the city include:

- 
- I-75 Expressway
- I-285 Expressway
- Lakewood Freeway
- Camp Creek Parkway

#### Road Condition

The local street network is locally criticized as being in poor shape; potholes have become an increasingly important issue. In October 2005, the city announced the formation of the "pothole posse" as part of a targeted effort to focus on repairing mitigating potholes by addressing them in a short time frame. City staff is scheduled to repair potholes two days a week. The public is encouraged to report potholes and other roadway maintenance problems. Potholes often are an indicator of more serious erosion and drainage problems.

Planned Improvements

The Atlanta Regional Commission is the federally designated Metropolitan Planning Organization (MPO) for the Atlanta Region. ARC works with local governments in the 10 county Atlanta Region and with state and regional agencies including the Georgia Department of Transportation, (GDOT), the Georgia Regional Transportation Authority (GRTA), the Metropolitan Atlanta Rapid Transit Authority (MARTA) and other regional transit providers to develop the region's transportation plan. The transportation plan addresses needs for improved air quality, public transit, bicycle and pedestrian, facilities, highways, passenger rail service, incident and congestion management and aviation services.

ARC is responsible for developing the Regional Transportation Plan (RTP), the Region's 20 year transportation plan. The includes a balanced mix of projects such as bridges, bicycle paths, sidewalks, transit services, new and upgraded roadways, safety improvements, transportation demand management initiatives and emission reduction strategies. The RTP is updated at least every third year and must be fiscally constrained (approximate balance of revenues and expenses over the lifespan) and must also demonstrate conformity with applicable federal air quality standards. Mobility 2030 is ARC's recently completed transportation plan.

The TIP is a short range implementation program comprising the highest priority projects. The plan covers at a minimum the next three fiscal years, and it consists only of projects drawn from the RTP. Projects in the Atlanta Region's Transportation Improvement Program (TIP) have been allocated federal funds for use in the construction of the highest priority transportation projects in the near term of the Atlanta Regional Transportation Plan (RTP).

The following table lists the RTP Projects completely or partially within the City of East Point; those with status of "Programmed" are in the TIP.

## COMMUNITY ASSESMENT

### Executive Summary

#### Improvements in the Regional Transportation Plan (RTP)

STATUS	PROJECT DESCRIPTION	FROM	TO	PROJECT TYPE
Programmed	US 29 (MAIN STREET) BIKE LANES AND SIDEWALKS	CONLEY STREET	VESTA AVENUE	Multi-Use Bike/Ped Facility
	I-85 SOUTH HOV LANES	I-75/85 IN CITY OF ATLANTA	RIVERDALE ROAD IN CLAYTON CO.	HOV Lanes
	HARRISON ROAD	VIRGINIA AVENUE	CENTRAL AVENUE	Roadway Capacity
	WASHINGTON ROAD: SEGMENT 1	I-285	DESERT DRIVE	
	I-285 WEST ATMS	I-85 SOUTH	I-20 WEST (CITY OF ATLANTA)	Roadway Operations
	VIRGINIA AVENUE	HARRISON ROAD	NORMAN BERRY DR	
	SR 6 (CAMP CREEK PARKWAY) CORRIDOR STUDY	I-85 SOUTH IN FULTON CO.	W. HIRAM PKWY IN PAULDING CO.	Corridor Study
	COMMUTER RAIL SERVICE	-	-	Transit Facility
	US 19/41 (TARA BLVD) BUS RAPID TRANSIT (BRT)	CITY OF LOVEJOY	MARTA EAST POINT STATION	
Long Range	I-285 SOUTH	WASHINGTON ROAD	-	Interchange Capacity
	I-85 SOUTH NOISE BARRIERS	VIRGINIA AVENUE	US 19/41 (METROPOLITAN PKWY)	Other
	I-285 WEST NOISE BARRIERS	I-85 SOUTH	I-20 WEST	
	SR 6 (CAMP CREEK PARKWAY) TRUCK LANES	SR 70 (FULTON IND BLVD)	I-285 SOUTH	Roadway Capacity
		I-285 WEST	HERSCHEL ROAD	
	STONE HOGAN DRIVE EXTENSION	STEVE HOGAN DRIVE	NORTH DESERT DRIVE	
	VIRGINIA AVENUE CONNECTOR	US 29 (MAIN STREET)	I-85 SOUTH	
	WASHINGTON ROAD	SR 6 (CAMP CREEK PKWY)	DELOWE DRIVE	
		DELOWE DRIVE	LEGION WAY	

Source: *Regional Transportation Plan, Atlanta Regional Commission*

In late 2005, the U.S. Congress approved a six-year transportation bill that will award \$1 million dollars to the City of East Point for construction of Semmes Street. The Semmes Street Reconstruction Project will include much needed rehabilitation of Semmes Street as part of a greater Farley Creek Area project; East Point must raise the funds for additional sanitation, sewer, and storm water repairs.

The City currently has received funding for a Transportation Enhancement project along Main Street that will remove one lane of traffic, convert diagonal parking to parallel parking and widen the sidewalks on the west side of the street along the Central Business District.

In the year 2000, the City commissioned a thoroughfares plan. In that study, there are several roadway improvements that East Point has underway or is planning to implement in the near future. These improvements are indicated below.

- Welcome All Road – Widening from 2 lanes to 4 lanes, under construction
- Ben Hill Road – Widening from 2 lanes to 4 lanes, Currently under review by GDOT
- Norman Berry Dr/Bobby Brown Pkwy – Streetscaping, beginning in some locations
- Washington Road – Sidewalk construction, Under design

**Congested Management System Network (CMN)**

The CMN identifies all of the roadway facilities in the region that are currently or forecasted to experience considerable levels of congestion. Some of these facilities are also considered to be regionally significant by virtue of their importance to regional mobility. Mitigating congestion on these facilities is a priority for the Atlanta Region. ARC has forecasted which facilities would be the most congested by the year 2030. This list takes into consideration the forecasted 2030 population and assumes that no new transportation projects are implemented (worst case/no-build scenario).

The following table lists the roadways which traverse East Point and are congestion priorities, according to the ARC. Roads listed on the Congested Management List are deemed as priority for the region and are listed in the Regional Transportation Plan.

<b>Roads defined as <i>Congested</i> in the Congestion Management</b>			
<b>Congested Facility</b>	<b>From</b>	<b>To</b>	<b>Problems/Causes</b>
Camp Creek Pkwy	I-285 West	Hershel Rd	Heavy Peak Period Volumes, Heavy Truck Volumes
Cleveland Ave	City of Atlanta	Paint St	Heavy Peak Period Volumes
Harrison Rd	Central Ave	Virginia Ave	Heavy Peak Period Volumes
I-285 South	Clayton County Line	Dekalb County Line	Heavy Peak Period Volumes
I-85 South	I-75/I-85	I-285 South	Heavy Peak Period Volumes
I-85 South	I-285 South	Coweta County Line	Heavy Peak Period Volumes
SR 29	Driftwood Rd	Coweta County Line	Heavy Peak Period Volumes
Virginia Ave	I-85 South	Main St	Heavy Peak Period Volumes
Washington Rd	Stone Rd	Camp Creek Pkwy	Heavy Peak Period Volumes

*Source: Congestion Management System, Atlanta Regional Commission*

A helpful means of identifying potential congestion points is offered by the ARC's regional transportation model and levels of service analyses. The maps on the following page offer a thematic representation of existing (2005) and future (2030) congestion during the evening rush hour, or "PM Peak." Areas or intersections which stand out in red are choke points of unacceptable traffic congestion, whether existing or anticipated.

In reference to the 2005 graphic, notable routes of congestion include:

- I-85, I-285, and Camp Creek Parkway
- Lakewood Freeway (Westbound)
- Main Street and Sylvan Road (both Southbound)

# COMMUNITY ASSESSMENT

## Executive Summary

The 2030 model incorporates the aforementioned TIP improvements to the area road network. Despite these improvements, the model forecasts decreasing levels of service of the above roadways and notably adds segments of the following roads:

- Dodson Drive, Cleveland Avenue, Church Street, Taylor Street
- Willingham Dr, Virginia Ave, Harrison Rd



#### Vehicle to Capacity Ratio at PM Peak

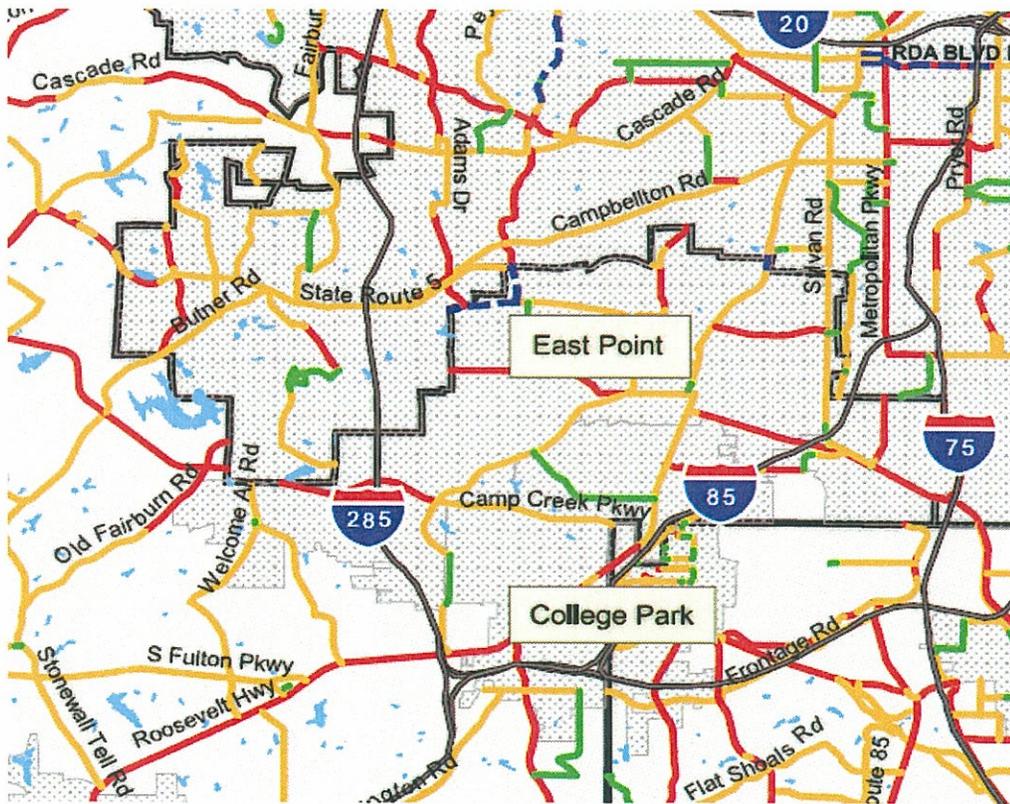
LOS A-C	LOS D	LOS E-F
Volume < 5,000	Volume < 5,000	Volume < 5,000
Vol. 5,000 - 10,000	Vol. 5,000 - 10,000	Vol. 5,000 - 10,000
Volume > 10,000	Volume > 10,000	Volume > 10,000

## Alternative Modes

### Bicycle Facilities

Two bike routes appear to serve East Point. One route runs north/south from the Lakewood MARTA station to the airport. This route is also suggested by the Lakewood-Ft. McPherson Livable Centers Initiative Plan. The second bicycle route follows Irene Kidd Drive and Headland Avenue.

### Bicycle Suitability Analysis



**Element 8-Land Use**

There are three maps included in this section of the assessment. They include:

- Existing Land Use Map
- Areas Requiring Special Attention
- Community Character Area Map

The purpose of these maps are to include a basic inventory and initial assessment based on these inventory's to create an initial Community Character Area Map which can be presented and modified by the public during the development of the Community Agenda.

Existing Land Use Map

An existing land use map is a map that identifies the current uses on the ground. This existing land use map was updated by inventorying the current conditions on the ground. The methodology used to complete this inventory was accomplished through windshield surveys/site visits, and examination of aerial photography. The results of this information were compiled into one map (Existing Land Use Map) and depict the current land use types for East Point.

This inventory was tabulated into acreage for each of the major land use categories/types. The existing land use distribution table is included below and each category is expressed as a percentage of the total city area. Overall, this survey and the map are useful for identifying existing estimated land use acreage and potential available land for future development.

<b>Existing Land Use - City of East Point</b>		
<b>Existing Land Use</b>	<b>Acres</b>	<b>%</b>
Low Density Residential	3,822.0	41.5%
Medium Density Residential	135.6	1.5%
High Density Residential	590.3	6.4%
Commercial	888.8	9.6%
Office/Professional	744.6	8.1%
Public/Institutional	246.1	2.7%
Light Industrial	861.1	9.3%
Heavy Industrial	102.8	1.1%
Transportation/Communication/Utilities	270.8	2.9%
Parks/Recreation/Conservation	152.4	1.7%
Vacant/Unused	1,401.0	15.2%
<b>TOTAL</b>	<b>9,215.5</b>	<b>100.0%</b>

The majority of the existing land use for the city is made up of residential usage at 49.4% of the land usage. The majority of the residential land is classified as low density residential. A large amount of land is designated as vacant/unused. The definitions of the Existing Land Use categories are found below:

## COMMUNITY ASSESMENT

### Executive Summary

**Low Density Residential.** The predominant use of land within the low density residential category is for single-family detached homes on individual lots.

**Medium Density Residential.** The predominant use of land within this category are for duplex units located sporadically throughout a neighborhood or townhome units located within a planned community.

**High Density Residential.** The predominant use of land within this category are for apartment units/ communities.

**Commercial.** The category is for land dedicated to non-industrial business uses, including retail sales, service and entertainment facilities, organized into general categories of intensities. Commercial uses may be located as a single use in one building or grouped together in a shopping center of office building.

Communities may elect to separate office uses from other commercial uses, such as retail, service or entertainment facilities.

**Light Industrial.** This category is for land dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities.

**Heavy Industrial.** This category is for land dedicated to manufacturing facilities, mining or mineral extraction activities, or other similar uses.

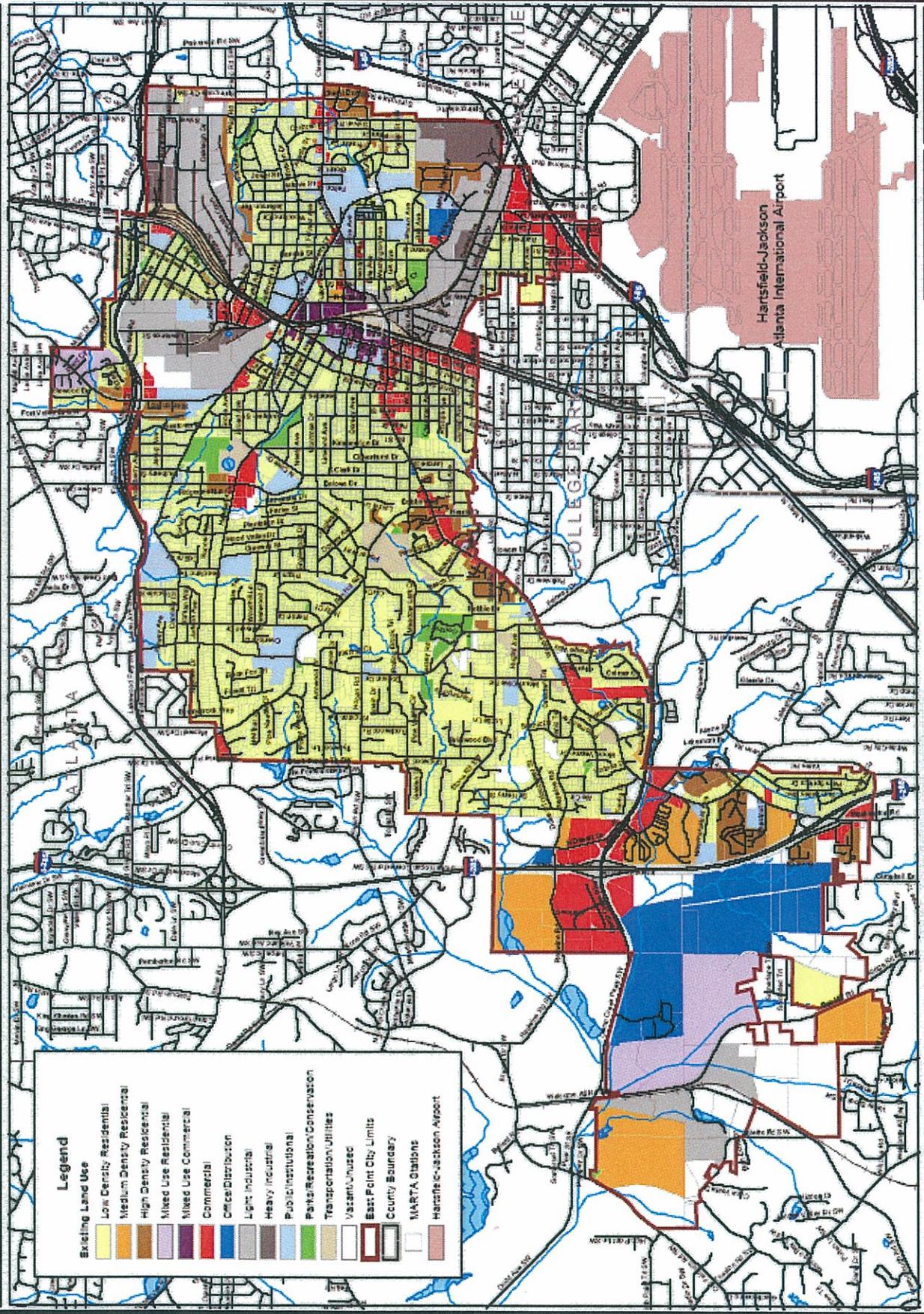
**Public/Instructional.** This category includes certain state, federal or local government uses, and institutional land uses. Government uses include city halls and government building complexes, police, fire and court buildings, libraries, post offices, schools, military installations, senior service centers. General office buildings containing government offices are included in the commercial category.

**Park/Recreation/Conservation.** This category is for land dedicated to active or passive recreational uses. These areas may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers or similar uses.

**Transportation/Communication/Utilities.** This category includes such uses as major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, telephone switching stations, airports, or other similar uses.

**Undeveloped/Vacant/Unused.** This category is for lots or tracts of land that are served by typical urban public services (water, sewer, etc.) but have not been developed for a specific use or that has since been abandoned.

# Existing Land Use, City of East Point



**Legend**

Existing Land Use

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mixed Use Residential
- Mixed Use Commercial
- Commercial
- Office/Distribution
- Light Industrial
- Heavy Industrial
- Public/Institutional
- Parks/Recreation/Conservation
- Transportation/Utilities
- Vacant/Unused
- East Point City Limits
- County Boundary
- MARTA Stations
- Hartsfield-Jackson Airport

City of East Point

City of East Point Comprehensive Plan 2005 - 2025



## 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.

<b>Special Attention Areas</b>	<b>Definition</b>
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:

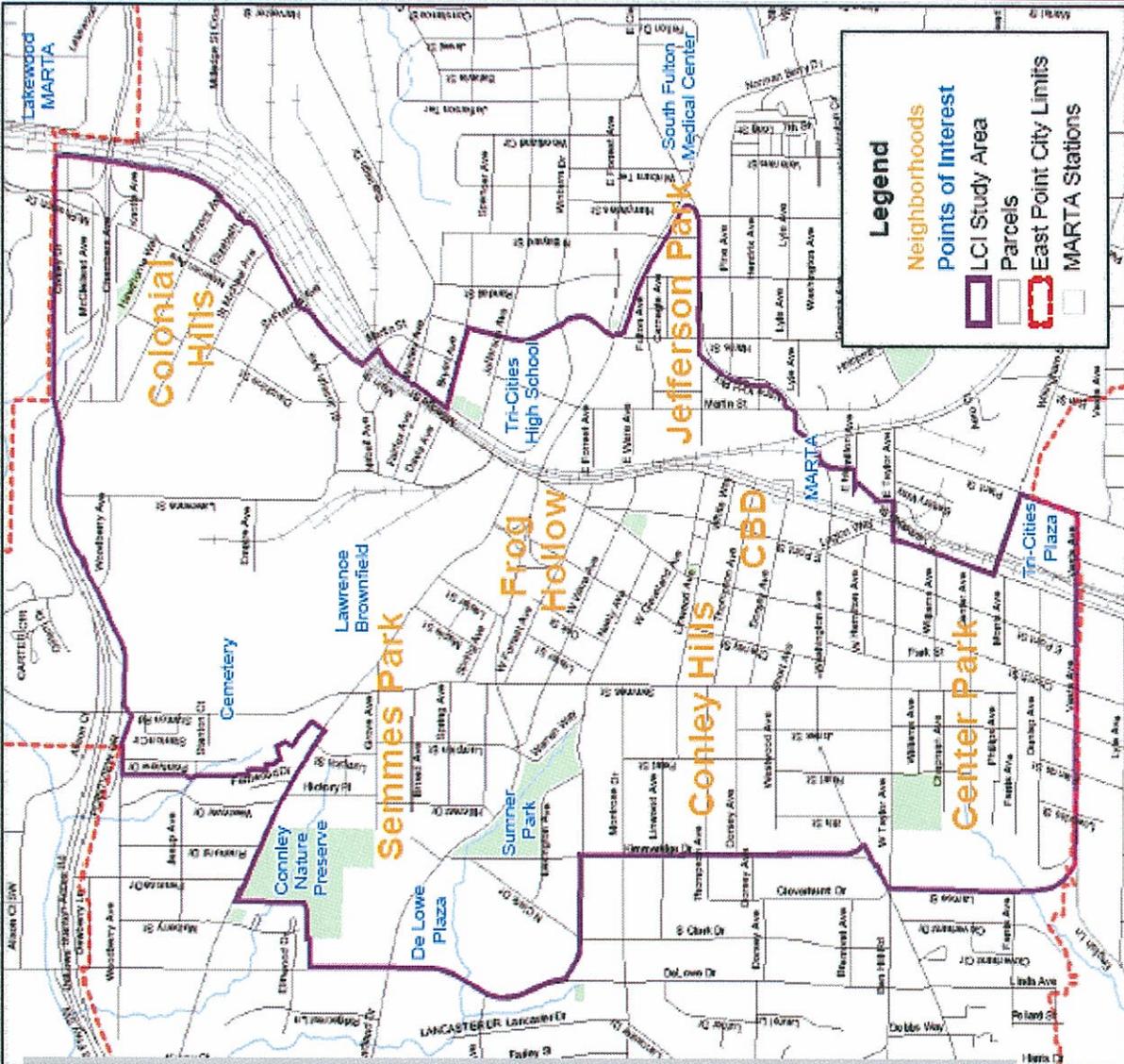
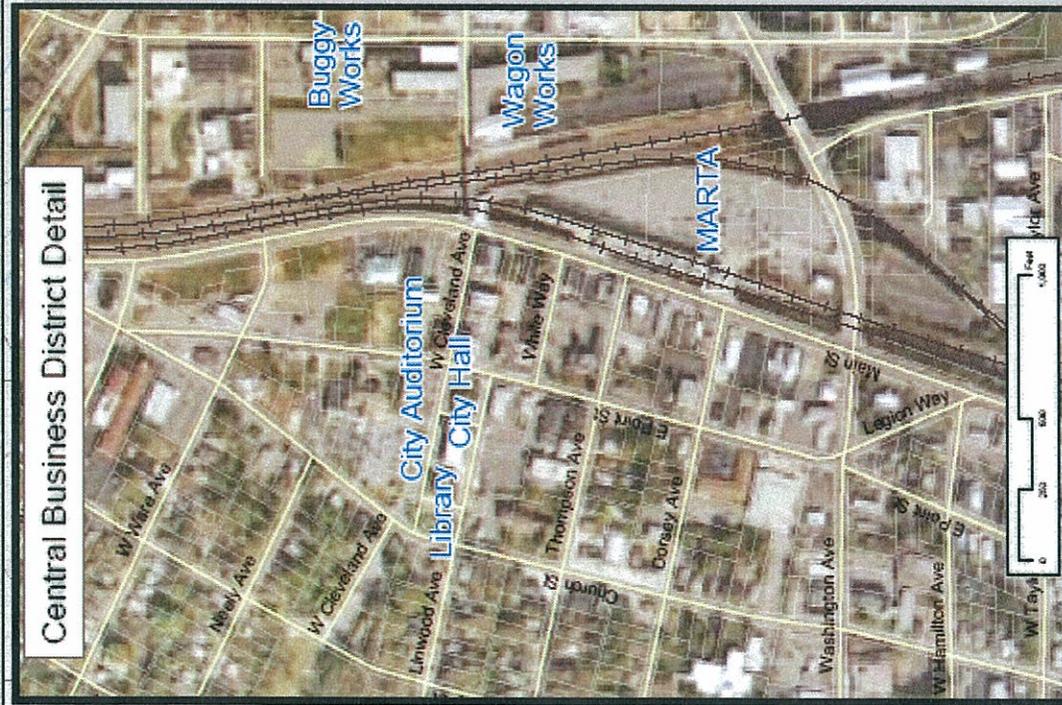
- (1) in the northeast corner, along Milledge and Oakleigh;
- (2) in the southeast corner, along Central;
- (3) in the southwest corner, along Welcome All Road near Camp Creek Parkway; and
- (4) along Lawrence Street, in the downtown core.

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.**

# 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  
 City of East Point Comprehensive Plan 2005 - 2025  
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## COMMUNITY ASSESMENT Executive Summary

### Character Areas

A character area is a specific geographic area within the community that:

- Has unique or special characteristics to be preserved or enhanced (such as downtown, a historic district, a neighborhood, or a transportation corridor);
- Has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern); or
- Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.)

The Character Areas for the City have been identified using the criteria outlined above. All land masses within East Point lie within a Character Area. Incorporated into the Character Area's are: areas requiring special attention, and existing community sub-areas for which plans have already been prepared including the Livable Center Initiative Study Boundary, Cleveland Avenue Corridor Study, and the Tax Allocation District.

Each character area is a planning sub-area within the community where more detailed, small-area planning and implementation of certain policies, investments, incentives, or regulations may be applied in order to preserve, improve, or otherwise influence its future development patterns in a manner consistent with the community vision.

The Character Area Map is attached and the definitions below apply to the map. This Character Area Map was developed by the consulting professionals and city staff based on the inventoried data including: past Master Plans and Strategic Planning Studies, environmental conditions and existing development conditions. It will be used as a basis for the development of the Future Development Map developed through the Community Agenda. This map will be refined as a primary focus of discussion for the public participation process which will create a Future Development Map that guides the decision-making processes on development within the City of East Point.

## COMMUNITY ASSESMENT

### Executive Summary

CHARACTER AREA	APPROXIMATE LOCATION	DEVELOPMENT STRATEGY
Downtown	<p><u>North Termini:</u> Norman Berry Drive</p> <p><u>South Termini:</u> Washington Avenue</p> <p><u>East Termini:</u> Church Street</p> <p><u>West Termini:</u> Martin Street</p> <p>Main Street is the center of the Downtown area.</p>	Downtown should include relatively high-density mix of retail, office, services, and employment to serve a regional market area. Residential development should reinforce the traditional town center through a combination of rehabilitation of historic buildings in the downtown area and compatible new infill development targeted to a broad range of income levels, including multi-family townhomes, apartments, lofts, and condominiums.
Intown Areas Built out	Center of the City	Foster retrofitting of these areas to better conform with traditional neighborhood development (TND) principles. This includes creating neighborhood focal points by locating schools, community centers, or well-designed small commercial activity centers at suitable locations within walking distance of residences.
Intown Areas Developing	<p>West of Welcome All Road</p> <p>Southeast of Railroad Tracks at Southern tip of the City</p>	Promote moderate density, traditional neighborhood development (TND) style residential subdivisions. New development should be a master-planned with mixed-uses, blending residential development with schools, parks, recreation, retail businesses and services, linked in a compact pattern that encourages walking and minimizes the need for auto trips within the subdivision.
Major Highway Corridor	<p><u>Camp Creek Parkway:</u> from Welcome All Road to Hilltop Drive</p> <p><u>Cleveland Avenue:</u> from Pine Avenue to 1-85</p> <p><u>Lakewood Freeway:</u> from Maxwell Drive to Eastern city limit</p> <p><u>Central Avenue:</u> from West city limit to East city limit</p>	Maintain a natural vegetation buffer (at least 50 feet in width) along the corridor. All new development should be set-back behind the buffer, with access roads, shared driveways or inter-parcel road connections providing alternate access roads, shared driveways or inter-parcel road connections providing alternate access to these developments and reducing curb cuts and traffic on the main highways.
Intown Corridor	<p><u>Main Street:</u> from North city limit to South city limit</p> <p><u>Washington Street:</u> from 6<sup>th</sup> Street to Pine Avenue</p>	Gradually convert corridor to attractive boulevard with signage guiding visitors to mixed use nodes around the community and concentrating on creating a pedestrian-oriented environment.
Future Activity Center	Northeast section of city. East of Main Street along Central Avenue. West of 1-285.	Includes relatively high-density mix of retail, office, services, and employment to serve a regional market area. Also includes a diverse mix of higher-density housing types. Focuses on a pedestrian oriented

## COMMUNITY ASSESMENT

### Executive Summary

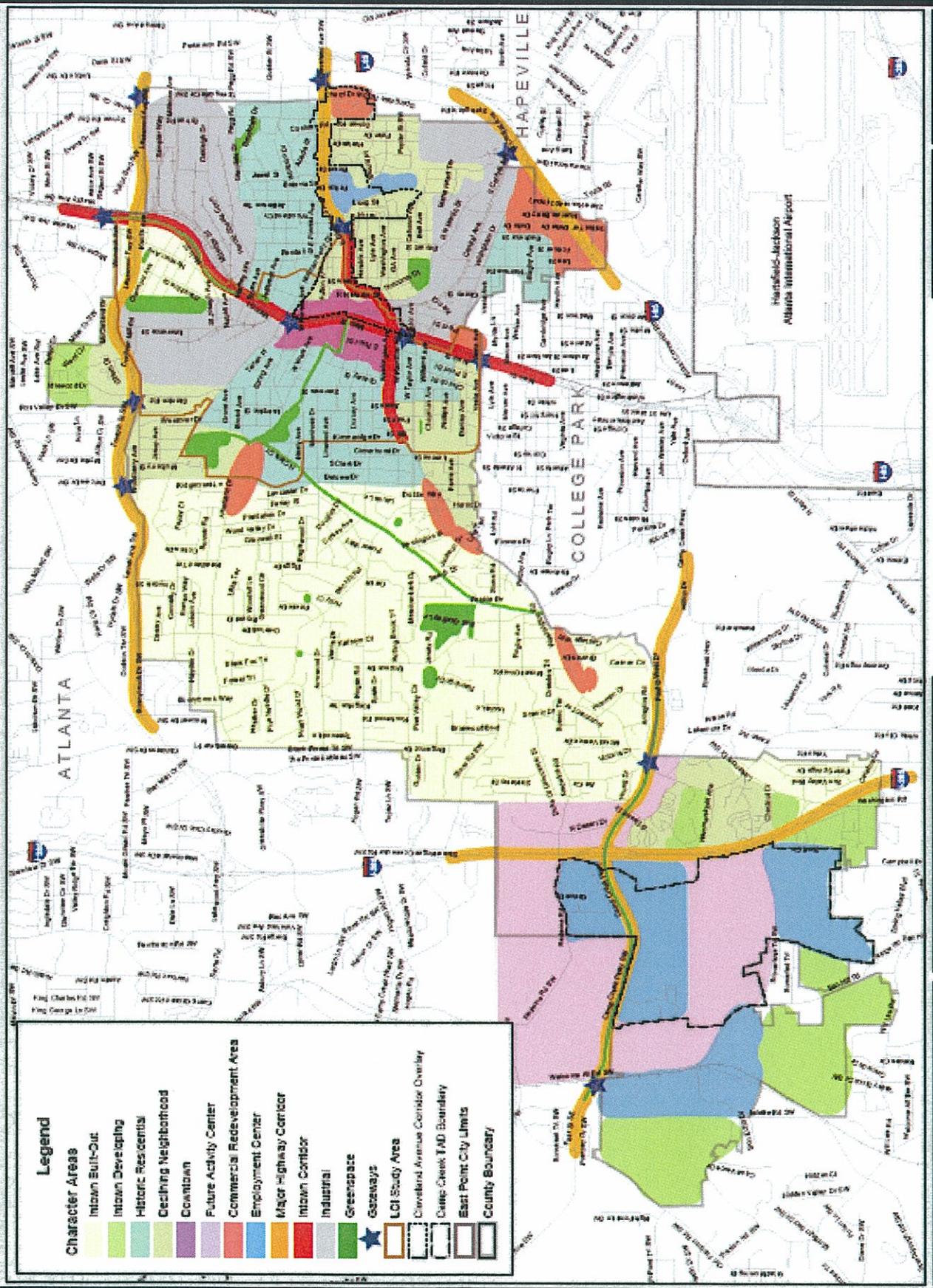
		environment with walkable connections between different uses.
Historic Area	West of Main Street to DeLowe Drive.  East of Main Street to East City Boundary.	Protect historic properties from demolition and encourage rehabilitation with appropriate incentives, including National Register of Historic places designation and potential local historic district designations, which also enable eligibility for citizens to receive tax incentive for tax incentives.
Industrial		Develop or, where possible, retrofit as part of planned industrial park having adequate water, sewer, storm-water, and transportation infrastructure for all component uses at build-out.
Declining Neighborhood	South of Washington Road to the southern city limits	Focus on strategic public investments to improve conditions, appropriate infill development on scattered vacant sites, and encouraging more homeownership and maintenance or upgrade of existing properties. Public assistance and investment should be focused where needed to ensure that the neighborhoods become more stable, mixed-income community with a larger percentage of owner-occupied housing.
Greenspace	<ul style="list-style-type: none"> <li>➤ Recreational areas.</li> <li>➤ Multi-use trails.</li> </ul>	Includes recreational areas and network of greenways (multi-use paths) connecting them, set aside for pedestrian and bicycle connections between schools, churches, recreation areas, city centers, residential neighborhoods and commercial areas.
Employment Center	South of E. Cleveland Avenue east of Long Street. Along Welcome All Road. Camp Creek Parkway Corridor. South Boundary.	Encourage greater mix of uses (such as retail and services to serve office employees) to reduce automobile reliance/use on site. Focus upon encouraging pervious paving and screening or cars and other unattractive aspects of businesses as well as buffers to separate from adjacent uses.
Commercial Redevelopment Area	Areas along: <ul style="list-style-type: none"> <li>➤ Washington Road</li> <li>➤ Headland Drive</li> <li>➤ I-85</li> <li>➤ Vesta Avenue</li> <li>➤ Cleveland Avenue</li> </ul>	Older commercial centers will be retrofitted to be more aesthetically appealing, and therefore, perhaps also more marketable to prospective tenants by: <ul style="list-style-type: none"> <li>➤ Building new commercial structures at the street front</li> <li>➤ Upgrading the appearance of existing older commercial buildings with façade improvements</li> <li>➤ Reconfiguring parking lots and automobile circulation routes</li> <li>➤ Provide pedestrian and bicycling amenities</li> <li>➤ Add landscaping and other visual</li> </ul>

## COMMUNITY ASSESMENT

### Executive Summary

		aesthetics.
Livable Center Initiative Study Boundary	<p><u>North:</u> Langford Parkway</p> <p><u>South:</u> Vesta Avenue</p> <p><u>East:</u> Main Street Tri-Cities Highschool Jefferson Park Neighborhood</p> <p><u>West :</u> DeLowe Drive/ Kimmeridge Drive/ Larose Drive</p>	Creation of an vibrant live, work, play environment that offers an alternative to the automobile usage while providing integrated uses such as residential, retail, and office spaces within the same proximity of a city block.
Cleveland Avenue Corridor Study	Cleveland Avenue from Interstate 85 to Main Street	Establish a beautified streetscape Corridor with street trees, unified signage and encourage Mixed Use Developments and professional employment while providing a safe environment for pedestrian interaction.
Tax Allocation District	Camp Creek Marketplace	Establish a regional shopping center area that is known as a destination center for retail and office for the South Metropolitan Area as well as the local citizens of East Point.

# Character Areas, City of East Point



**Legend**

**Character Areas**

- Intown Built-Out
- Intown Developing
- Historic Residential
- Declining Neighborhood
- Downtown
- Future Activity Center
- Commercial Redevelopment Area
- Employment Center
- Major Highway Corridor
- Intown Corridor
- Industrial
- Greenspace
- Gateways
- LGI Study Area
- Cleveland Avenue Corridor Overlay
- Osiris Creek TMD Boundary
- East Point City Limits
- County Boundary

Map and Cover  
 Prepared by  
 City of East Point

City of East Point Comprehensive Plan 2005 - 2025  
 MAP NUMBER 00002 13



**Quality Community Objectives**

The City of East Point has identified *Quality Community Objectives* that are intended to provide guidance while developing and implementing its Comprehensive Plan. The objectives identified correspond with the categories listed below.

## Objectives

**Educational Opportunities**

**Regional Identity**

**Transportation Alternatives**

**Open Space Preservation**

**Traditional Neighborhood**

**Housing Opportunities**

**Regional Solutions**

**Infill Development**

**Environmental Protection**

**Regional Cooperation**

**Growth Preparedness**

**Heritage Preservation**

**Sense of Place**

**Appropriate Business**

**Employment Options**

## Quality Community Objectives

### Educational Opportunities Objective

*Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.*

Statement	Yes	No	Comments
1. Our community provides work-force training options for our citizens.		N	Opportunities exist at the County level.
2. Our workforce training programs provide citizens with skills for jobs that are available in our community.		N	Encouraging private industries to develop training programs.
3. Our community has higher education opportunities, or is close to a community that does.	Y		Atlanta Christian College is in the City; a variety of opportunities exist in the Atlanta region.
4. Our community has job opportunities for college graduates, so that our children may live and work here if they choose.	y		Opportunities exist in city, county, and region; 40+% of County residents are college graduates.

### Regional Identity Objectives

*Regions should promote and preserve an "identity," defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.*

Statement	Yes	No	Comments
1. Our community is characteristic of the region in terms of architectural styles and heritage.	Y		Unique architectural styles exist around downtown East Point.
2. Our community is connected to the surrounding region for economic livelihood through business that process local agricultural product.			N/A
3. Our Community encourages businesses that create products that draw on our regional heritage (metropolitan).	Y		MARTA and commuter rail lines have a stop in East Point downtown.
4. Our community participates in the Georgia Department of Economic Development's regional tourism partnership.	Y		
5. Our community promotes tourism opportunities based on the unique characteristics of our region.		N	Not at this time need to develop.
6. Our Community contributes to the region, and draws from the region, as a source of local culture, commerce, education.	Y		Various community festivals are held throughout the year.

## Quality Community Objectives

### Transportation Alternatives Objectives

*Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.*

Statement	Yes	No	Comments
1. We have public transportation in our community.	Y		Well served by MARTA rail and bus service.
2. We require that new development connects with existing development through a street network, not a single entry/exit.	Y		The existing network in many areas is a grid pattern, which is reinforced by redevelopment.
3. We have a good network of sidewalks to allow people to walk to a variety of destinations.		N	Critical improvements have been identified.
4. We have a sidewalk ordinance in our community that requires all new development to provide user-friendly sidewalks.	Y		Overlay districts require streetscape / pedestrian features.
5. We require that newly built sidewalks connect to existing sidewalks wherever possible.	Y		
6. We have a plan for bicycle routes through our community.	Y		Town Master Plan and LCI Study identified routes.
7. We allow commercial and retail development to share parking areas wherever possible.	Y		New parking lots are being concealed; On-street, angular parking is separated by sidewalks.

### Open Space Preservation Objective

*New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as*

Statement	Yes	No	Comments
1. Our community has a greenspace plan.	Y		The city has participated in the Governor's greenspace program.
2. Our community is actively preserving greenspace-either through direct purchase, or by encouraging set-asides in new development.			Currently there is a 20% set aside, new ordinance will be adopted at 40% mid year 2006.
3. We have a local land conservation program, or, we work with state or national land conservation programs to preserve environmentally important areas in our community.		N	No local land conservation program. Seeking easements to protect areas.
4. We have conservation subdivision ordinance for residential development that is widely used and protects open space in perpetuity.		N	Not at this time, but is expected to be completed in 2006.

**Quality Community Objectives**

**Traditional Neighborhood Objectives**

*Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.*

Statement	Yes	No	Comments
1. If we have a zoning code, it <u>does not</u> separate commercial, residential and retail uses in every district		N	The current zoning ordinance does separate uses.
2. Our community has ordinances in place that allow neo-traditional development; By right: so that developers do not have to go through a long variance process.	Y		The current zoning ordinance allows Traditional Residential Neighborhood Districts that encourage these development types.
3. We have a street tree ordinance that requires new development to plant shade-bearing trees appropriate to our climate.	Y		An ordinance exists but needs revisions. An ordinance implementing a tree bank fund was adopted 2005.
4. Our community has an organized tree-planting campaign in public areas that will make walking more comfortable in summer.	Y		East Point established a Tree Bank Fund.
5. We have a program to keep the public areas (commercial, retail districts, parks) clean and safe.	Y		Keep East Point Beautiful is an Volunteer Board that ensures the cleanliness and safety of public areas.
6. Our community maintains its sidewalks and vegetation well so that walking is an option some would choose.	Y		East Point plans to continue adding sidewalks for residents and has a maintenance program.
7. In some areas, several errands can be done on foot, if so desired.	Y		Areas within the Central Business District.
8. Some of our children can, and do, walk to school safely.	Y		Neighborhood adjoin school districts.
9. Some of our children can, and do, bike to school safely.	Y		Neighborhood adjoin school districts.
10. Schools are located in or near neighborhoods I our community.	Y		Neighborhood adjoin school districts.

**Quality Community Objectives**

**Housing Opportunities Objective**

*Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the*

Statement	Yes	No	Comments
1. Our community allows accessory units like garage apartments or mother-in-law units.		N	
2. People who work in our community can afford to live here, too.	Y		Need data on average wages from Economic Development Element.
3. Our community has enough housing for each income level (low, moderate, and above-average incomes)		N	The community has a substantial amount of affordable housing. There is limited housing for higher income households as compared to the incomes of East Point Residents. The City contains a range of housing types including single family residential, townhomes, apartments, and lofts.
4. We encourage new residential development to follow the pattern of our original town, continuing the existing street design and recommending smaller setbacks	Y		The Main Street Architectural District's review procedure ensures that new construction within the Central Business District will be consistent with the historical pattern of development in East Point. Reduced setbacks should be encouraged in the Commercial Redevelopment Areas. Currently, the required front-yard setback of 35 feet and the rear-yard setback of 25 feet would discourage traditional development styles.

## Quality Community Objectives

### Housing Opportunities Objective

Statement	Yes	No	Comments
1. We have options available for loft living, downtown living, or "neo-traditional" development.	Y		The city does provide for neo-traditional neighborhood development in its zoning categories. The downtown contains some loft housing, although most downtown units are for sale only.
2. We have vacant and developable land available for multi-family housing.	Y		Several townhome developments have been added to the City of East Point in recent years. In addition, areas have been identified for increased housing density within the East Point LCI Study.
3. We allow multifamily housing to be developed in our community.	Y		The contains zoning categories allowing multi-family housing within appropriate areas.
4. We support community development corporations building housing for lower-income households.	Y		The City of East Point maintains a housing authority that cooperates with community development corporations in providing housing for low income households.
5. We have housing programs that focus on households with special needs.	Y		The East Point Housing Authority reserves a set number of public housing units and Section 8 vouchers for elderly and disabled residents. The city also contains two shelters for victims of domestic violence.
6. We allow small houses to be built on small lots (less than 5,000 square feet) in appropriate areas.	Y		The TRN Traditional Residential Neighborhood district allows for minimum lot sizes of 4,000 square feet with reduced setbacks.

## Quality Community Objectives

### Regional Solutions Objective

*Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less*

Statement	Yes	No	Comments
1. We have a citizen-education campaign to allow all interested parties to learn about development processes in our community.	Y		East Point has a Citizen Leadership Academy that is three years old.
2. We have processes in place that make it simple for the public to stay informed on land use and zoning decisions, and new development.	Y		The announcement for community meetings are posted on the City's website and meetings are broadcast on the local television channel.
3. We have a public-awareness element in our comprehensive planning process.	Y		The public participation document addresses this item.
4. We have clearly understandable guidelines for new development.	Y		A system is in place for builders to develop within the city limits of East Point.
5. We offer a development guidebook that illustrates the type of new development we want in our community.	Y		The Central Business District and Cleveland Avenue have illustrations that reflect the desires of the city. Other areas are not as detailed.
6. We have reviewed our development regulations and/or zoning code recently and are sure that our ordinances will help us achieve our QCO goals	Y		This is an ongoing process. The City of East Point plans to update the zoning ordinance in 2006.
7. We have a budget for annual training for planning commission members and staff, and we use it.	Y		This is an identified budgetary item for the City of East Point.
8. Our elected officials understand the land-development process in our community.	Y		Local leaders attend the various seminars that are offered through the Georgia Municipal Association as well as spending time with staff.

**Infill Development Objectives**

*Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional*

Statement	Yes	No	Comments
1. Our community has an inventory of vacant sites and buildings that are available for redevelopment and/or infill development.	Y		East Point has updated their Existing Land Use Plan for the 2006-2026 Comprehensive Plan Update and the 2005 Livable Centers Initiative Plan.
2. Our community is actively working to promote Brownfield redevelopment.	Y		Not to the fullest extent possible; although these were reviewed in the LCI plan.
3. Our community is actively working to promote Greyfield redevelopment.		N	Not to date.
4. We have areas of our community that are planned for nodal development (compacted near intersections rather than spread along a major road).	Y		The downtown meets these goals.
5. Our community allows small lot development (5000 SF or less) for some uses.	Y		This is allowed for both infill lots and in the Traditional Neighborhood Zoning Classification within the East Point Zoning Code.

**Environmental Protection Objective**

*Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.*

Statement	Yes	No	Comments
1. Our community has a comprehensive natural resources inventory.		N	Other than the Natural Resources chapter, no such inventory exists.
2. We use this resource inventory to steer development away from environmentally sensitive areas.		N	Not applicable since one does not exist.
3. We have identified our defining natural resources and have taken steps to protect them.	Y		Environmental Part V Ordinances were adopted and protect stream buffers, wetlands and floodplains.
4. Our community has passed the necessary Part V Environmental Ordinances, and we enforce them.	Y		These were adopted.
5. Our community has and actively enforces a tree preservation ordinance.	Y		A new ordinance enforcing a land bank was adopted in 2005. Additional amendments to follow in 2006.
6. Our community has tree-replanting ordinance for new development.	Y		An ordinance has been adopted by the city.
7. We are using stormwater management practices for all new development.	Y		An ordinance has been adopted by the city.
8. We have land use measures that will protect natural resources in our community (steep slope regulation, floodplain or marsh protection, etc.)	Y		Stream buffers.

**Regional Cooperation Objective**

*Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.*

Statement	Yes	No	Comments
1. We plan jointly with our cities and county for Comprehensive Planning purposes.	Y		Each adjoining government is appointed as a steering committee member.
2. We are satisfied with our Service Delivery Strategy.	Y		The agreement was signed in October 2005.
3. We cooperate with at least one local government to provide or share services.	Y		The City of East Point provides water services for portions of Fulton County, College Park, and Hapeville. A cooperative agreement exists between East Point and College Park to assist with Police and Fire in extreme situations. 911 Emergency is regionalizing with Fulton County.

**Growth Preparedness**

*Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.*

Statement	Yes	No	Comments
1. We have population projections for the next 20 years that we refer to when making infrastructure decisions.	Y		Population projections are a major consideration in the formulation of the Capital Improvements Program maintained by the City.
2. Our local governments, the local school board, and other decision-making entities use the same population projections.	Y		The City of East Point has adopted the population projections created in the Fulton County Comprehensive Plan to ensure compatibility with regional development planning.
3. We have a Capital Improvements Program that supports current and future growth	Y		The City maintains a regularly updated Capital Improvements Program to guide growth decisions.
4. We have designated areas of our community where we would like to see growth. These areas are based on the natural resources inventory of our community.	Y		The City has identified areas for future development and redevelopment efforts through the Livable Centers Initiative program.

**Heritage Preservation Objective**

*The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.*

Statement	Yes	No	Comments
1. We have designated historic districts in our community	Y		National districts exists but not local districts.
2. We have an active Historic Preservation Commission		N	No commission at this time. The Planning Commission does architectural reviews.
3. We want new development to complement our historic development, and we have ordinance in place to ensure that happening.	Y		An infill compatibility survey for development is distributed to developers as well as architectural standards in the overlay districts.

**Sense of Place Objectives**

*Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.*

Statement	Yes	No	Comments
1. If someone dropped from the sky into our community, he or she would know immediately where she was, based on our distinct characteristics.		N	Community Identification Monuments will mark the entrance points of the city, and are to erected in 2006. Other plans and actions to accomplish this goal include the development of: Downtown Master Plan, East Point LCI Study, Streetscape construction for Main Street in 2006.
2. We have delineated the area of our community that are important to our history and heritage and have taken steps to protect those areas.	Y	N	A National Register Historic District is designated within East Point, but other areas would likely be eligible. A local historic district and appointment of an Historic Preservation Commission would assist in further protecting areas of important history and heritage.
3. We have ordinances to regulate the aesthetics of development in our highly visible areas.	Y		Two overlay districts have been implemented for the Central Business District/Downtown area and Cleveland Avenue (adopted December 12, 2005).
4. We have ordinances to regulate the size and type of signage in our community.	Y		A sign ordinance for the City of East Point has been adopted and regulates these items.

**Appropriate Business Objective**

*The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.*

Statement	Yes	No	Comments
1. Our economic development organization has considered our community's strengths, assets and weaknesses and has created a business development strategy based on them.	Y		Analysis and recommendations of the LCI Study and Town Mater Plan provide the Blueprint for Economic Development Strategies.
2. Our economic development organization has considered the type of businesses already in our community, and has a plan to recruit business industry that will be compatible.	Y		Actively recruiting broad mix of light industrial, manufacturing, and assembly to better utilize land and built-in capacity of water and electric systems.
3. We recruit businesses that provide or create sustainable products.		N	Several Major Employers in Glass and Recycling.
4. We have a diverse job base, so that one employer leaving would not cripple us.	Y		Sector employment is similar to the Atlanta region, indicating a diverse local economic base.

**Employment Options Objective**

*A range of job types should be provided in each community to meet the diverse needs of the local workforce.*

Statement	Yes	No	Comments
1. Our economic development program has an entrepreneur support program.	Y		The City partners with small business services.
2. Our community has jobs for skilled labor.	Y		City and County employ an array of skilled labor.
3. Our community has jobs for unskilled labor.	Y		Across various sectors.
4. Our community has professional and managerial jobs.	Y		Management & professional positions incorporate 23% of occupations.