



MISSION 2036

COMPREHENSIVE PLAN UPDATE

A map of East Point, Georgia, showing various parks, schools, and landmarks. Four circular callouts are overlaid on the map, each containing a photograph of a specific location:

- Top-left callout: Sumner Park-Dick-Lake Velodrome
- Top-right callout: Jefferson Recreation Center
- Bottom-left callout: Sumner Park
- Bottom-right callout: City Hall

The map also labels several other locations: Rantin Park, Christian Lutheran School, Conley Hills Elementary School, Middle School, Street Park, Bryan Park, Tri-Cities High School, East Point Library, Parklane Elementary School, Blount Park, Center Park, Pathway Christian School, and Victor Park. The map includes street names such as Bryant Drive, Wood Hill, Old Colony Road, and others.

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Mission 2036: City of East Point Comprehensive Plan Update Community Assessment

Prepared for the City of East Point, Georgia
Department of Planning & Zoning

by
POND & COMPANY
in association with
Huntley Partners & PEQ

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STAFF DRAFT - 08.11.11

Staff Draft 08.11.11

Acknowledgements

Staff Draft 08.11.11

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COMMUNITY ASSESSMENT

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EXECUTIVE SUMMARY

The Mission 2036: City of East Point Comprehensive Plan will update prior work completed in 2006 (Comprehensive Plan 2026). The Comprehensive Plan serves as a guide for making decisions and setting policies for city officials and staff concerning the future development of the city. This effort will provide policies and an implementation program for the 2011-2036 planning period, and it is undertaken per the Rules of the Georgia Department of Community Affairs (DCA), O.C.G.A. Chapter 110-12-1, effective May 1, 2005. Like a business plan for a successful company, the Comprehensive Plan should look at real world constraints and **provide a “road map”** for officials and community members to manage incremental decisions and allocation of resources in the short term that ensure progress toward the city’s long term vision and goals.

Located in the southern portion of Fulton County, along the southern border of the City of Atlanta, the City of East Point lies within the Atlanta Regional Commission (ARC) Metropolitan Planning Organization and land use planning area. East Point covers 13.8 square miles of suburban and urban landscape. East Point arguably boasts the best access available in the region – minutes to the busiest international airport in the country, direct access to I-285 and I-85, a MARTA stop located in a downtown undergoing revitalization, and uncongested access to Atlanta amenities. Despite this great asset and the success of the recent Camp Creek development, the city still faces several economic challenges including vacancies and increasing poverty rates.

Prior and Recent Planning

To address the challenges, East Point has taken a very pro-active approach to planning, taking advantage of several regional and state tools over the past ten years. The current comprehensive plan process aims to respond to changing economic conditions and build on those efforts. The process will also re-evaluate or verify policies associated with the land use and zoning framework. Recent or pending planning efforts that the Comprehensive Plan will incorporate include: the Parks and Recreation Master Plan (2010), the Economic Development Plan (pending 2011-2012), the pursuit of an Opportunity Zone (submitted), the implementation of a Transit-Oriented-Development (TOD) master plan (pending 2011-2012), and the update to the city Solid Waste Management Plan. Prior work includes, among others, two Tax Allocation Districts (TAD), the 2004 Livable Centers Initiative (LCI) study, and the Main Street City designation the city achieved, among others.

Structure of the Comprehensive Plan

DCA rules structure the format of the Comprehensive Planning process such that three interlocking components comprise the final plan:

- **Community Assessment:** Summary of existing conditions with supporting data
- **Community Participation:** Program for providing public input opportunities
- **Community Agenda:** Vision, policy goals and strategies for plan implementation

The Community Assessment component of the Comprehensive Plan summarizes existing conditions for the community and identifies issues and opportunities that the City of East Point may desire to address during the 25-year Comprehensive Plan horizon. The Assessment contains a summary of key findings and a profile of the city in terms of land use, population, economic development, transportation, natural and cultural resources, community facilities, and intergovernmental coordination. A **Technical Appendix** contains the supporting data used in the Community Assessment and supplements information therein to include a complete analysis of existing conditions. As a base-line resource from which community members can draw during the development of that Community Agenda, the Community Assessment helps communicate the City's profile. A primary component of the Assessment is the **Character Area** map (categorizing areas of the City and their respective character type), from which a future development map will be derived during the creation of the Community Agenda. The Community Assessment should serve government officials and the public as a concise reference document.

The Community Participation Program details what measures a local government will undertake in order to ensure that community members can participate in the creation of an Agenda for future planning.

The Participation Plan and the Community Assessment serve as inputs to the Mission 2036 – East Point's **Community Agenda**, which is the heart of the Comprehensive Plan; it articulates the **community vision** for a 25-year planning period and provides the policy that guides land-use decision making. It presents the Future Development Map that represents city policy, and it also specifies the **strategies** by which the community intends to pursue its vision and policy goals. A five-year action plan, the **Short-Term Work Program**, helps implement the Community Agenda.

Review Process

Following a public hearing, the City of East Point will submit the **Community Assessment** and the **Participation Plan** to the Atlanta Regional Commission ("ARC") and to DCA for review and approval. Upon approval, the city may proceed with preparing the Community Agenda. The Community Agenda also must receive review and approval by the ARC and DCA before the city can adopt it as official policy.

PART ONE: Analysis of Existing Development Patterns

Introduction

East Point was named for its original location as the eastern-most terminus of the Atlanta and West Point railroads. Although the City of East Point was chartered August 10, 1887, it was busy long before this date. From 1820 to 1930, the City grew from an Indian territory with few people to a manufacturing city that housed 10,000 people.

Early history shows that East Point was prosperous due to its location and marriage to various transportation modes. From the railroad, to the horse and carriage, to the automobile, East Point has always been recognized for its location and accessibility. Even today, the commercial downtown area relies heavily on their attraction from the MARTA station located on Main Street.

After the depression, East Point experienced the same type of struggles as any southern city. Times were hard for everyone and little development activity took place. In 1947, the City experienced the largest building boom since the pre-civil war movement. New structures began to align the streets again. Today these early roots are still an architectural asset for the city.

Like many cities in the 1970s, East Point recognized the need for urban renewal and adopted a redevelopment plan. In the 1990s the City undertook a master planning process and a variety of other planning efforts. More recent strategies by the city have been directed to supporting declining neighborhoods.

The purpose of this chapter is to analyze the current development patterns and growth opportunities in the City of East Point. An understanding of the existing character areas, land use inventory and location of areas requiring special attention will help guide quality growth in the future.

Existing Land Use Inventory

The City of East Point has approximately **8,034 acres** of land that are developed or available for development. Each parcel of land is associated with a certain category of use, the functional dimension of land for human purposes or economic activities. Table 1 shows existing land use for the City of East Point. Acreage was calculated using a geographic information system (“GIS”) tool. This section discusses the composition of each land use category in more detail. Land use classification descriptions come from the Georgia Department of Community Affairs’ Standards and Procedures for Local Comprehensive Planning. Map 1 illustrates the location of the various land use categories throughout the city. Figure 1 shows the amount of each land use category as a percent of total acres.

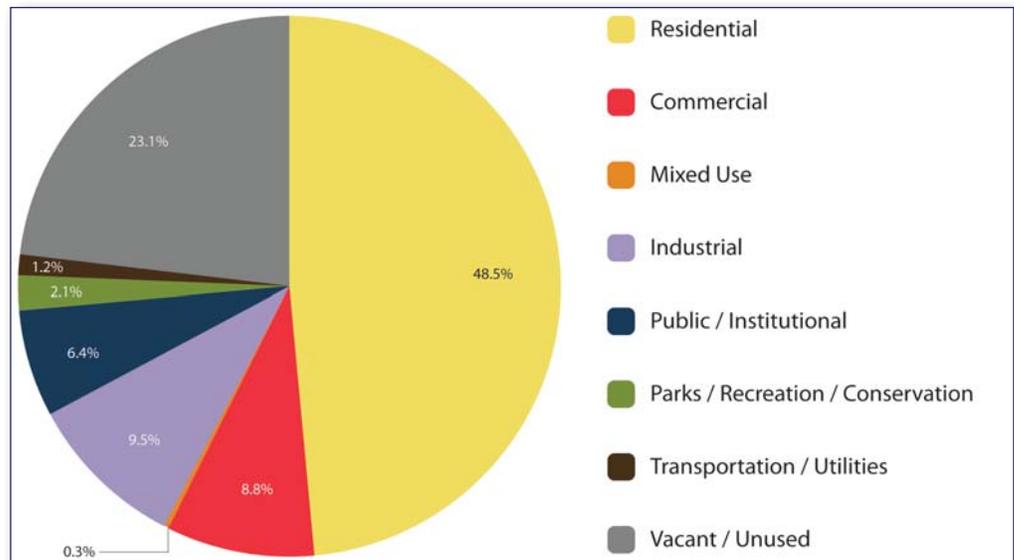
Residential uses account for nearly 50% of all land in East Point. Employment-generating non-residential uses, including public uses, make up 25%. 23% of the land is vacant, either undeveloped or abandoned.

Table 1 : Existing Land Use by Acre

Total Acreage by Existing Land Use			
Existing Land Use	Total Acres	% of Acres	# of Parcels
All Residential:	3,899	48.5%	10,163
High Density Residential	317	3.9%	275
Medium Density Residential	199	2.5%	771
Low Density Residential	3,384	42.1%	9,117
All Commercial:	708	8.8%	462
Commercial	539	6.7%	392
Office / Distribution	169	2.1%	70
All Mixed Use:	22	0.3%	63
All Industrial:	766	9.5%	208
Light Industrial	603	7.5%	174
Heavy Industrial	163	2.0%	34
All Public/Institutional:	516	6.4%	272
Parks/Recreation/Conservation:	167	2.1%	143
All Transportation/Utilities:	100	1.2%	55
All Vacant/Unused:	1,857	23.1%	1,455
Total:	8,034	100.0%	12,821

Source: Fulton County Tax Assessor, City of East Point

Figure 1 : Existing Land Use by Acre



Source: Fulton County Tax Assessor, City of East Point

Land Use Categories

Residential

Residential uses make up **48.5%** of the parcel acreage in East Point. The primary two types of residential uses are single-family and multifamily dwelling units, typically organized into general categories of densities.

- **Low Density:** Low density residential generally implies single family use, usually with a significant mix of forested or agricultural land cover. These areas often occur on the periphery of urban expansion and are generally characterized by houses on larger lots. Examples include suburban neighborhoods, rural housing, estates, and linear residential developments along transportation routes. In East Point, low density residential makes up much of the land in the central part of the city. These parcels are typically in single-family neighborhoods in subdivisions or traditional urban neighborhoods. While every community's distribution of residential densities is different, East Point's low density residential lots are usually over a quarter-acre in size, indicating densities of fewer than **4 dwelling units per acre**. The vast majority of residential properties in East Point, and **42.1% of the total acres**, are made up of low density residential uses.
- **Medium Density:** Medium density residential areas are also typically characterized by single family dwellings, with or without a forested or agricultural land cover. These areas usually occur in urban or suburban zones. East Point's medium-density lots usually accommodate **4 to 8 dwelling units per acre**. In East Point, medium density residential areas also include duplexes, townhouses, and homes in central business district zones. There are 199 acres on 771 parcels of medium-density land use, representing **2.5%** of the total acreage.
- **High Density:** High density residential areas designate concentrated single-family or multifamily use. These areas occur in urban neighborhoods with streets on a grid network or in apartment buildings. Most multifamily uses occur in East Point in the southwestern segment and along Washington Road. In East Point, any density greater than **8 dwelling units per acre** might be considered high density. 317 acres, or **3.9%** of the total amount of land, is allocated to high density residential uses in East Point.

Commercial

This category describes land dedicated to non-industrial business uses, including retail sales, office, service, and entertainment facilities. They may be located as a single use in one building or grouped together in a shopping center or office building. East Point identifies office and distribution uses as a unique type of commercial use, different from other commercial uses like retail or entertainment. Commercial areas sometimes include instances of institutional uses, such as churches and schools, that have moved into available space in commercial plazas.

- **Commercial:** The sale of goods occurs in commercial land use areas, including urban central business districts, shopping centers in suburban and outlying areas, commercial strip developments, hotels, and junk yards. 539 acres, or 6.7% of the developed land in East Point, are dedicated to traditional commercial uses. These parcels are located primarily along the major transportation arteries, like Camp Creek Parkway, Main Street, Connally Drive, Washington Road, Cleveland Avenue, and the I-85 and I-285 exits that are in or near East Point. The scale of these uses include the large commercial center at Camp Creek Marketplace, small neighborhood-serving strip centers like the ones along Washington Road, traditional pedestrian-friendly downtown development, and a cluster of hotels between I-85, Central Avenue and Norman Berry Drive/Bobby Brown Parkway.
- **Office/Distribution:** Office and distribution uses provide services and facilities for the shipment of goods. They differ from commercial uses in the types of structures typically needed, the amount of parking and square footage required, and the times of day and week that they are in use. 2.1% of East Point’s land is devoted to office or distribution uses. There are a few large distribution centers in East Point outside of I-285 and near the railroad tracks downtown that make up most of the 169 acres of office uses. Additionally, there are number of small parcels of office/distribution uses throughout the city, primarily on Washington Road and Cleveland Avenue.

Mixed Use

Mixed use development occurs when one or more different uses are permitted in one building or within one planned development. The types of uses that occur in a mixed use building may include offices, professional services, residential apartments or condominiums, and commercial uses like restaurants and shops. When permitted, the types of land uses allowed, the percentage distribution among the mix of uses, and the allowable density of each use is defined. Just **0.3%** of the land in East Point is currently occupied by a mix of uses. These could include apartment or condo buildings with ground floor retail or planned developments of single-family or multi-family homes with some limited commercial. East Point's mixed areas uses occur mainly near downtown, where a number of previously single-family homes may be used as apartments and offices or shops.

Most of East Point's zoning districts prohibit mixing uses. Many instances of mixed use development are non-conforming uses; they exist in zoning districts where they are not expressly permitted. Mixed use development is currently permitted in the Commercial Redevelopment and Mixed Use zoning districts, which make up less than **1%** of the land in East Point. In fact, there is no land currently zoned as Mixed Use. Medical Institutional zoning does allow single-family and multi-family homes in the district along with commercial and institutional uses.

Industrial

Industrial uses make up almost **10%** of the land in East Point. Land used for heavy industrial activity is usually isolated from residential and commercial activities that might be disturbed by the sounds, odors, and truck traffic often associated with industrial production. However, industry creates stable jobs and is an important element of a city's economy.

- **Light Industrial:** Light Industrial uses make up **7.5%** of total parcel acreage in East Point and include those that are not traditionally seen in commercial areas, but are less intensive than heavy industrial. Light industrial areas might also be places where consumers would visit. Examples of light industrial uses permitted in the East Point zoning ordinance include automobile service stations and storage warehouses. East Point's legacy as a railroad town and its prime location along major transportation corridors makes it well suited to distribution and warehousing industries.
- **Heavy Industrial:** Heavy industrial activities represent only **2.0%** of all land use in the City and include processing, assembling, packaging and warehousing operations. They are not typically considered to be compatible with most other land uses and are often surrounded by buffers. Usually, heavy industrial uses are not places where consumers would need to visit. There are a number of manufacturing and production facilities in the eastern portion of East Point along the railroad. In addition, a large recycling facility is located on Central Avenue east of downtown.

Public/Institutional

The public and institutional land use category includes institutional, state, federal, and local government uses. Public uses include municipal buildings, such as city hall, police and fire stations, libraries, prisons, post offices, and public schools. Institutional uses include colleges, churches, and hospitals. **6.4%** of East Point’s land is used for public or institutional services. The largest public and institutional facilities in East Point include Point University (formerly Atlanta Christian College), the water facility on Headland Drive, Tri-Cities High School, and P.D. West Middle School. Many East Point government properties are located in the oldest part of East Point, near downtown. The Community Facilities section includes more information on the location of municipal services in East Point.

Parks/Recreation/Conservation

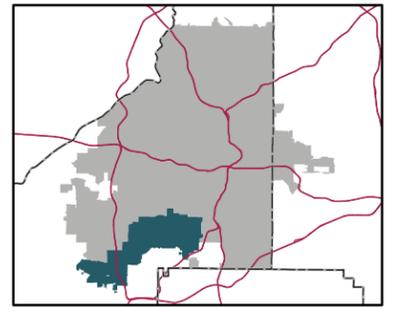
The City of East Point contains **167 acres** of park, recreation, or conservation land. Examples of land uses that fall into this category include playgrounds, public parks, neighborhood or private parks, nature preserves, golf courses, cemeteries, wildlife management areas, and national forests. This category includes both public land and private property, so it does not necessarily measure the total park space in the community. The section on Community Facilities includes more information on the location and size of public parks in East Point.

Transportation/Utilities

The transportation and utility land use category includes uses such as public transit stations, power plants, rail facilities, radio or television towers, and airports. Transportation routes, such as roads and railways, are also sometimes included in this category, but this land is not factored into the calculation of total acreage here. 100 acres in East Point are dedicated to transportation and utilities. A Georgia Power facility on Ben Hill Road and many freight rail and MARTA facilities fall into the Transportation / Utilities land use category and will be discussed more fully in the Community Facilities chapter.

Vacant/Unused

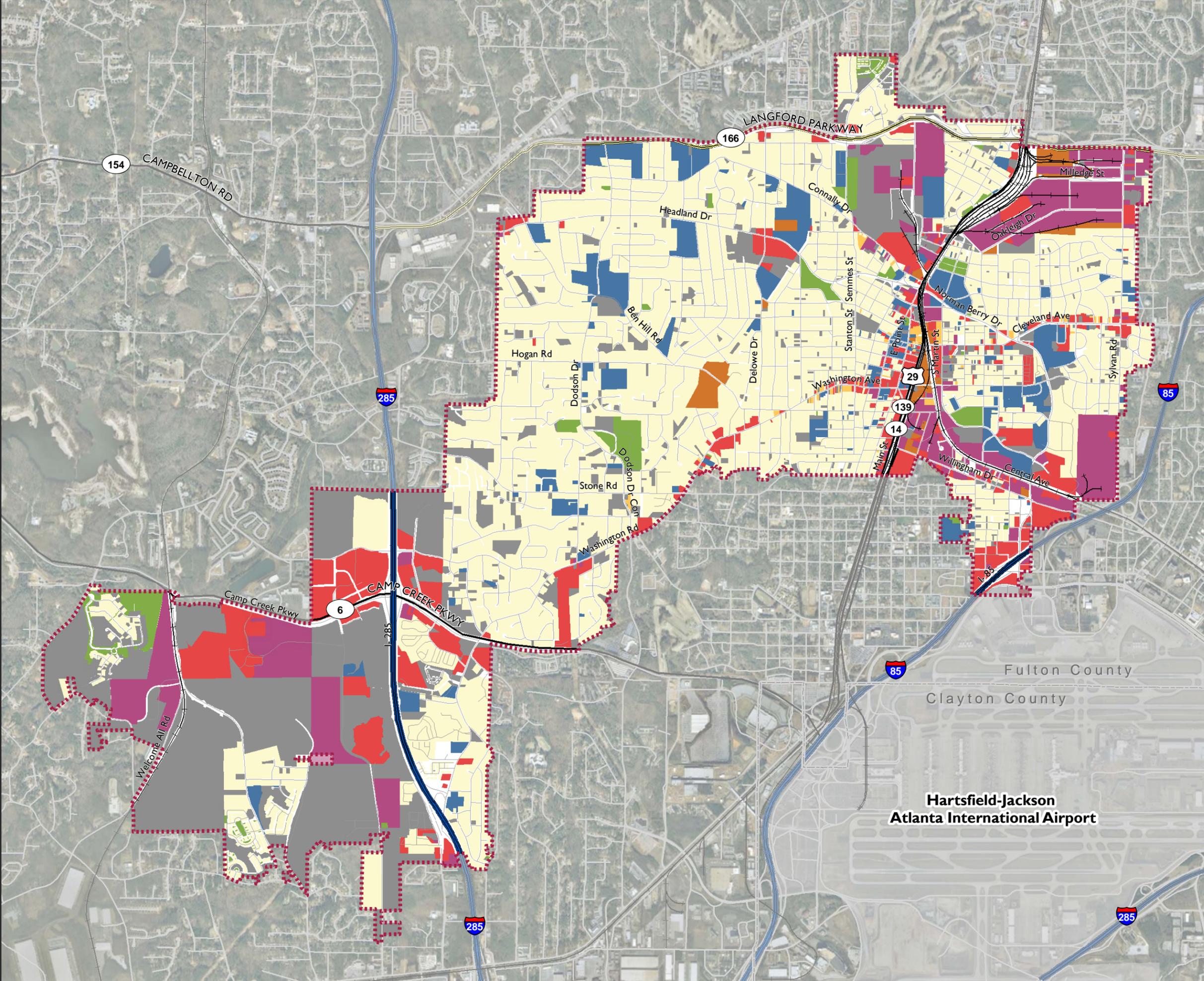
Vacant and unused land includes lots or tracts of land that are within the city limits and either have not been developed or have been developed but since abandoned. About **23%** of the land in East Point is vacant. Many vacant parcels are in the new single-family developments in the far southwest portion of the city that have been subdivided but not yet built out or occupied. Other very large tracts of land in the southwest section have been zoned for medium-density residential, but construction on these neighborhoods has not begun. This type of vacant land differs from the scattered vacancies east of I-285, where many parcels have been developed but are left unoccupied, in both residential and commercial areas. A buffer of undeveloped land around the chemical plant on Lawrence Street that separates it from adjacent residential uses also makes up a large portion of the vacant land. The economic recession and the slow housing market have contributed to nationally high rates of residential and commercial vacancies.



City of East Point Comprehensive Plan

Existing Land Use

- Land Use**
- Commercial
 - Residential
 - Mixed Use
 - Public / Institutional
 - Industrial
 - Transportation / Utilities
 - Parks / Recreation / Conservation
 - Vacant or Abandoned
 - County Boundaries
 - East Point City Limits
 - Local Roads
 - + Railroads
 - I-285/I-85
 - Hartsfield Jackson Airport



0 0.25 0.5 1 Miles



Existing Zoning

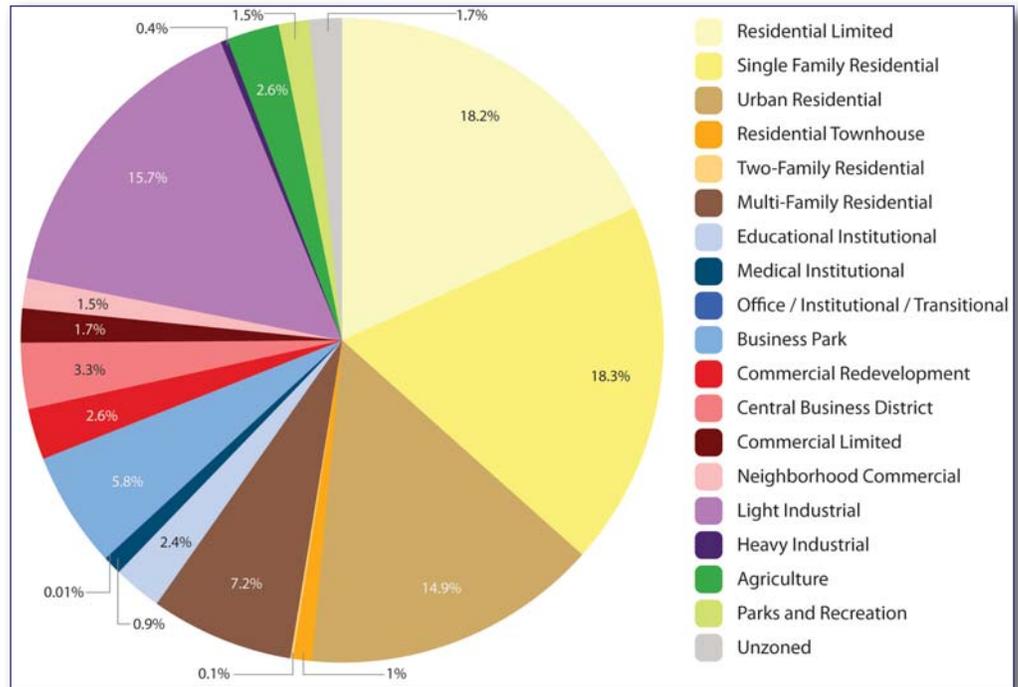
An analysis of the existing zoning in East Point is important in that it helps identify what uses are legally permitted on each parcel. Zoning categories are differ slightly from land use categories but help make it easier to compare what land use assets the city currently has to what is allowed. Figure 2 and Table 2 provide an inventory of the current zoning of all 12,821 parcels within the city limits.

Table 2 : Existing Zoning by Acre

Total Acreage by Zoning			
Existing Zoning	Total Acres	% of Acres	# of Parcels
All Residential:	4,803	59.8%	10,813
Residential Limited	1,466	18.2%	2,125
Single Family Residential	1,474	18.3%	3,184
Urban Residential	1,198	14.9%	4,444
Residential Townhouse	76	1.0%	559
Two-Family Residential	10	0.1%	35
Multi-Family Residential	579	7.2%	466
All Office / Institutional:	741	9.3%	147
Educational Institutional	197	2.4%	4
Medical Institutional	75	0.9%	117
Office / Institutional / Transitional	1	0.1%	4
Business Park	468	5.8%	22
All Commercial:	730	9.1%	1,105
Commercial Redevelopment	206	2.6%	767
Central Business District	266	3.3%	93
Commercial Limited	137	1.7%	70
Neighborhood Commercial	121	1.5%	175
All Industrial:	1,293	16.1%	383
Light Industrial	1,264	15.7%	377
Heavy Industrial	28	0.4%	6
All Other Uses:	467	5.8%	373
Agriculture	212	2.6%	265
Parks and Recreation	122	1.5%	56
Unzoned	133	1.7%	52
Total:	8,034	100.1%	12,821

Source: City of East Point

Figure 2 : Existing Zoning by Acre



Source: City of East Point



Official Zoning Map

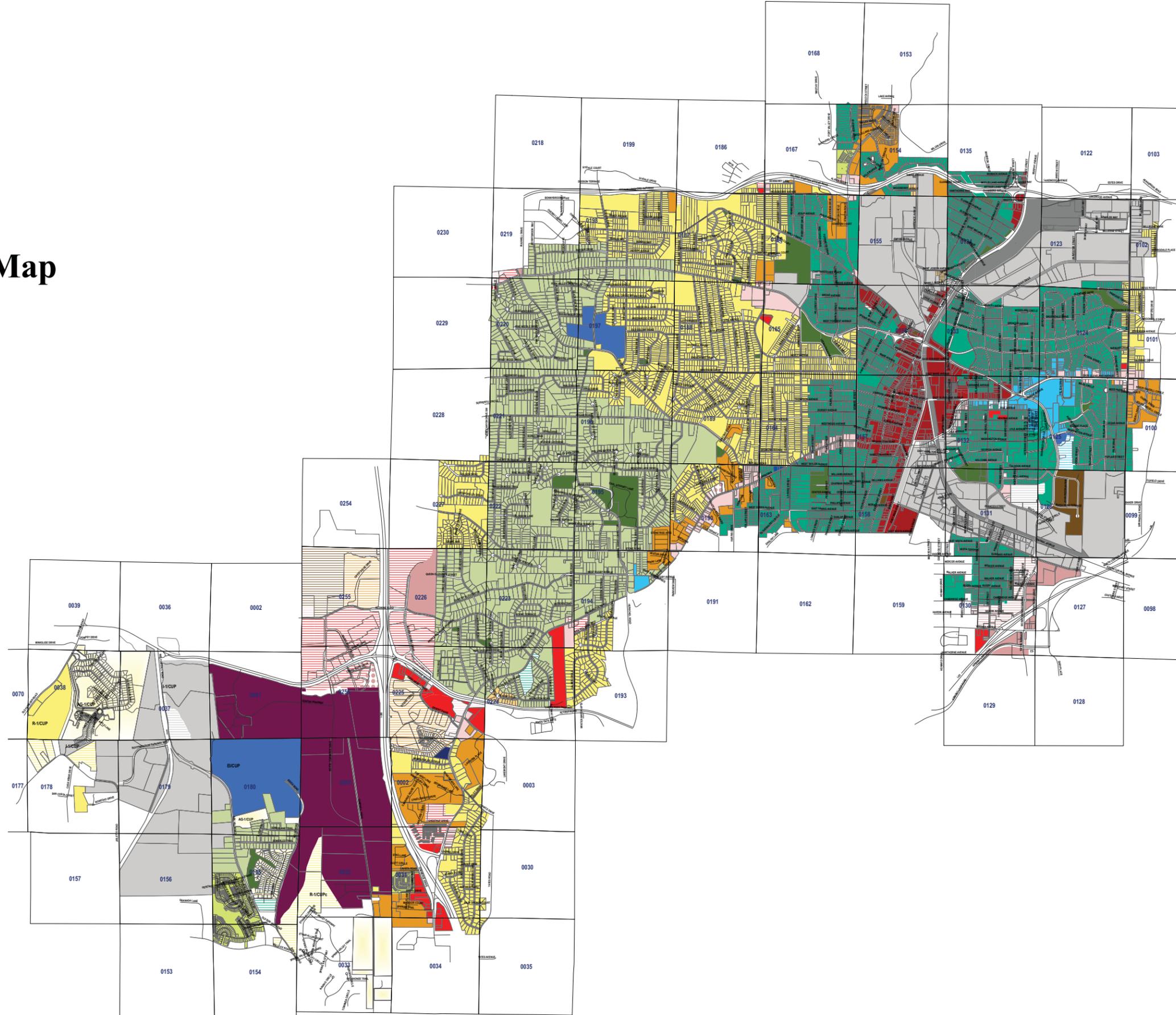
EP Parcels JAN21 2009

Current Zoning

ZONING

- AG-1 Agricultural
- BP Business Park
- C-1 Neighborhood Commercial
- C-1 w/conditions
- C-1 w/modifications
- C1MC
- C-2 Central Business District
- C-2 w/conditions
- C-2 w/modifications
- CL Commercial Limited
- CL w/conditions
- CL w/ modifications
- CR Commercial Redevelopment
- CR w/conditions
- CUP Community Unit Plan
- EI Educational Institutional
- I-1 Light Industrial
- I-1 w/conditions
- I-2 Heavy Industrial
- MI Medical Institutional
- MI w/conditions
- MIX Mixed Use
- OIT Office/Institutional/Transitional
- PAR Parks & Recreation
- POP Planned Office Park
- R-1 Single Family Residential
- R-1A Urban Residential
- R-1A w/conditions
- R-1 w/conditions
- R-2 Two-Family Residential
- R-3 Multi-Family Residential
- R-3 w/conditions
- R-4 Multi-Family Residential
- R-4 w/conditions
- RL Residential Limited
- RT Residential Townhouse
- UNZONED

R-1A w/conditions



0 850 1,700 3,400 5,100 6,800 Feet

Influences on Future Development

There are a few factors, both inside and outside of East Point’s city limits, which might influence future land use development patterns within the city. It is important that these issues are considered when zoning and land development decisions are made, along with the Areas of Special Attention in the subsequent section.

Fort McPherson

The September 2011 closure of Fort McPherson will likely have an impact on East Point’s economy. While Fort McPherson is located just outside the city limits, people who lived and worked at the base often came into East Point for shopping and dining. As the base closes, East Point’s business owners are losing this market. In addition there are a number of individuals working at the base and living in the City. The base closure could have significant impacts on housing vacancy rates. While the final development plan for the 488-acre site is still being finalized, it may include commercial uses that could draw shoppers away from East Point. However, likely plans for future development of the site include a large science and technology center, which would serve as a large employment center. The new site could potentially create jobs and bring in workers from outside the community. East Point is uniquely positioned to provide to this new market and attract them to businesses in the city.

Figure 3 : Fort McPherson Redevelopment Area

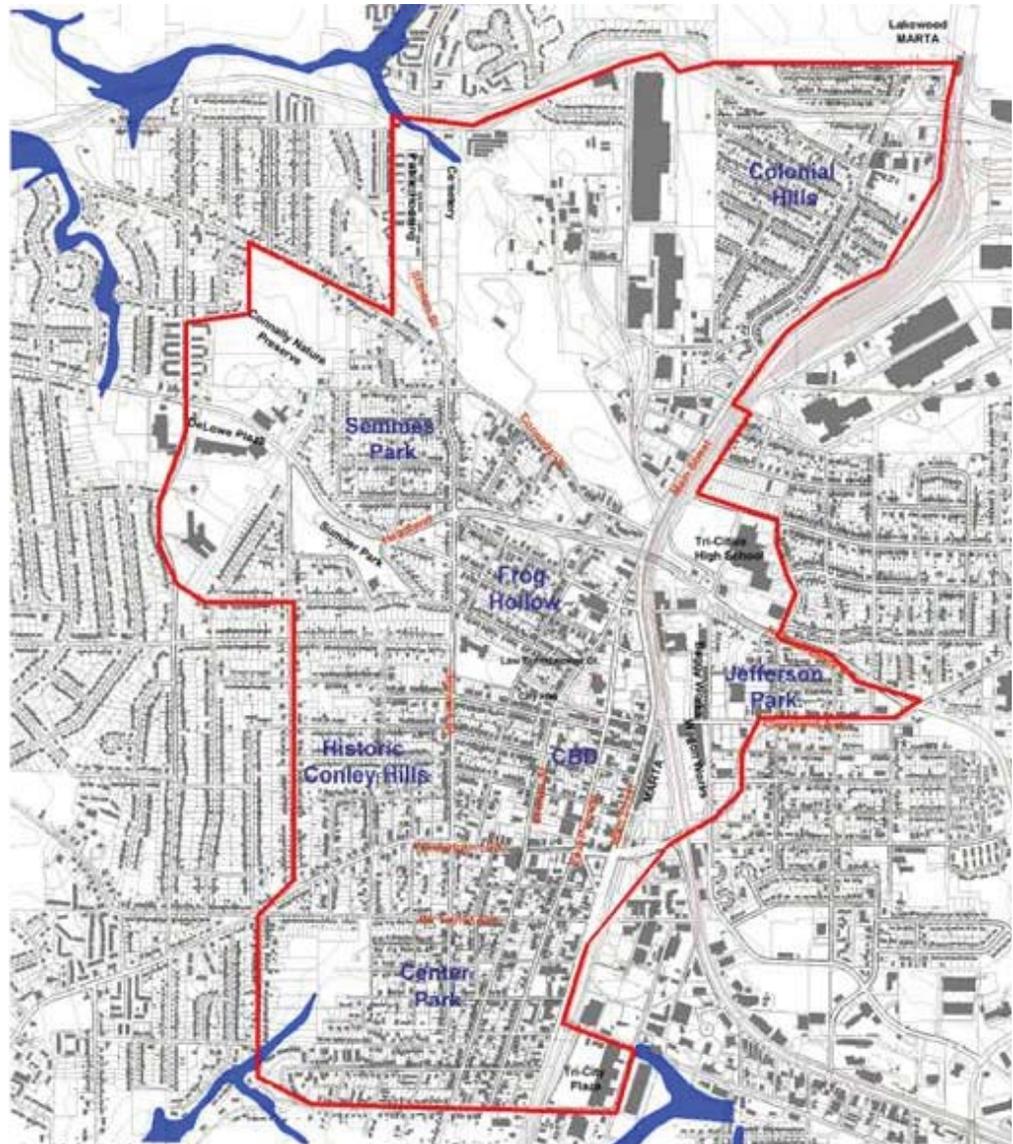


Source: Fort McPherson Research Park Master Plan and Development Districts Conceptual Plan, 2010

Livable Centers Initiative

The Atlanta Regional Commission funded a Livable Centers Initiative (LCI) master plan and study for the City of East Point in 2005. The area of the LCI included downtown, Tri-Cities Plaza and De Lowe Plaza, the Lawrence Street industrial area, and the residential neighborhoods of Colonial Hills, Semmes Park, Frog Hollow, Conley Hills, Jefferson Park, and Center Park. The intent of the study was to develop a plan that would capitalize on the existing sense of place and community and original compact street grid network to create a livelier downtown urban center, stimulating investment in the city's commercial core and historic neighborhoods. After a public participation process, the biggest goals identified by the community were redeveloping the Lawrence Street brownfield and industrial area, restoring Center Park, redeveloping a shuttered primary school, renovating De Lowe Plaza and Tri-Cities Plaza. The community desired retail along Main Street and in front of the MARTA station and a grocery store and drug store within the downtown area. The LCI identified a number of vacant properties in downtown prime for redevelopment.

Figure 4 : East Point LCI Study Area Map



Source: City of East Point Livable Centers Initiative Report, 2005

The city has accomplished some of the objectives outlined by the LCI. Almost all parcels in the downtown area are currently zoned “Commercial Redevelopment,” which “is intended to facilitate and encourage innovative, functional, aesthetically pleasing and creative design and development of the most compatible and desirable mixed-use pattern of retail, commercial service, institutional and residential land uses which are primarily pedestrian and public transit oriented.” When these properties are substantially redeveloped, they must comply with the requirements of the zoning regulation. Additionally, there is a Downtown Architectural Overlay District that applies to all properties zoned Commercial Redevelopment within the overlay boundaries, which surround the downtown area. The architectural guidelines require pedestrian-friendly development with attractive landscaping, creating a unified and attractive downtown district. Future land use planning should continue to concentrate on bringing a mix of uses that will attract a variety of visitors, residents, and consumers to the central downtown district.

Tax Allocation District

A Tax Allocation District, or “TAD,” is established for the purpose of catalyzing investment by financing certain redevelopment activities in underdeveloped or blighted areas using public dollars. Redevelopment costs are financed through the pledge of incremental increases in property taxes generated by the resulting new development. Financing incentives encourage development that fits within the plan and falls within the TAD boundaries. East Point has two TADs: one around Camp Creek Marketplace and another on major transportation corridors. The Areas of Special Attention Map shows the TAD boundaries.

The City of East Point developed its **Camp Creek Redevelopment Plan & Tax Allocation District for Camp Creek & I-285** in 2001. Reacting to slower economic and demographic growth than in North Fulton, East Point worked with Fulton County to create a Tax Allocation District that would bring jobs, new shopping and entertainment opportunities, and enhanced sales tax revenue to the city. The TAD site is primarily south of Camp Creek Parkway between Ben Hill Road and I-285, with a smaller portion north of Camp Creek Parkway to Redwine Road. The “Camp Creek Gateway” was built on 814 acres of real estate that had been difficult to develop due to noise from the airport and its location in a floodplain; now, Camp Creek Marketplace has become a major regional shopping destination.

In response to the LCI, the 2006 comprehensive plan update, and a **2006 Cleveland Avenue Corridor Study Master Plan**, the City of East Point developed a Corridors Tax Allocation District and Redevelopment Plan in 2006. The purpose of this plan is to “provide a financing mechanism to help facilitate recommended improvements,” including attracting private taxable redevelopment opportunities, improving underdeveloped urban areas, and creating employment opportunities. As East Point had tremendous success with the Camp Creek TAD, this plan implements TADs around Cleveland Avenue, Washington Road, and Main Street.

Public redevelopment or improvement projects to be made with TAD-generated funds include new parks and open spaces; pathways and trails to link the area’s parks; roadway improvements; sidewalk and pedestrian-friendly streetscape improvements; land assemblage or site preparation for development; construction of new public facilities, including a community recreation center; and improvements to the area’s water, sewer, and transportation infrastructure. Anticipated private development projects that could be generated or supported by the TAD incentives are as follows:

- **Buggy Works** expansion
- **East Point Commons:** mixed-use development on the block between Ware Avenue, East Point Street, Cleveland Avenue, and Main Street
- **Tri-Cities Plaza:** redevelopment, potentially with townhouses
- **MARTA South Parking Lot MXD:** major mixed-use project, potentially with a new hotel in CBD
- **North Main District:** mid-size commercial or residential development and small-store retail and local office space located along Main Street north of Normal Berry Drive
- **North Main Mixed-Use Development:** assemblage of parcels to create a larger mixed-use development
- **Central Main District:** Town Center retail and services
- **South Main District:** similar development as in the North and Central Main Districts
- **SFMC Campus and King Building:** medical-related professional office development
- **Sylvan Road Mixed-Use:** large assemblage of land south of Cleveland Avenue between Sylvan Road and Springdale Road, potentially with “big-box” and supermarket retail
- **Wagon Works Mixed-Use Expansion:** loft condominiums with local-serving retail
- Unspecified redevelopment along **Washington Road**

Areas of Transitional Land Use

Founded in the 1887, East Point is one of the older original railroad cities in the Atlanta area. The original residential and commercial areas surround downtown, along East Point Street and Main Street. The railroad tracks, which follow Main Street and Central Avenue, have attracted industrial development and distribution uses throughout the city’s history. The older residential neighborhoods, located east of downtown to the city limits and extending west of downtown to Delowe Drive, include a mix of housing types and a diverse residential population. Located close to MARTA and several local parks, these historic areas have always been a source of pride for East Point residents. As the economy improves and the housing vacancy in East Point decreases, these neighborhoods will likely continue to attract a variety of residents.

Unfortunately, some of the original residential neighborhoods have been suffering from years of disinvestment and high rates of vacancies. The current economic climate has contributed to the decline of some of these areas. In particular, the neighborhood east of downtown and south of Cleveland Avenue, the neighborhood south of Washington Road and west of Main Street within the city limits, and a small neighborhood immediately west of the Lawrence Street brownfield have been identified by the city as in need of investment. These areas have been identified on the Areas of Special Attention map as “Areas of Significant Disinvestment.”

New housing opportunities closer to the city limits have been identified and are beginning to be developed. The **Villages at East Point**, a new multi-family, high-density development, is conveniently located just off of Lakewood Freeway and adjacent to the Fort McPherson site. Several other new residential developments, including some conservation subdivisions and some multi-family housing, are currently under construction near the Camp Creek Marketplace, south of Camp Creek Parkway. These neighborhoods are also conveniently located to major transportation arteries and commercial attractions. However, connectivity from downtown East Point to these neighborhoods is lacking. To incorporate these new neighborhoods into East Point and to attract these new residents to downtown, the eastern and western centers should

be better connected. Enhancing commercial properties at nodes along Washington Road, the only route that connects east and west, will draw visitors towards downtown.

A few commercial properties have also been identified by the city as prime redevelopment opportunities. The intersection of Delowe Drive and Headland Drive is currently home to a gas station and several declining strip centers. Its location amidst a thriving residential neighborhood and adjacent to a large apartment complex makes it an excellent target for neighborhood commercial redevelopment. Another strip center, on Main Street between Vesta Avenue and Willingham Drive, has suffered from vacancies in recent years but is well situated to attract large supermarket or big-box retail opportunities. The Areas of Special Attention map highlights these prime redevelopment opportunities.

Incompatible Land Use Relationships

East Point has a significant industrial heritage, which has contributed much to the city's economy and early growth. However, industrial uses are typically considered to be incompatible with other land uses, particularly residential uses, due to externalities like noise, odor, and truck traffic. Sound planning principals including land development standards can help reduce or remove conflicts that arise with issues such as layout, buffers, and location. It is important that future land use plans and ordinances guard these important financial and economic resources while simultaneously protecting adjacent residents from any perceived negative effects. Natural vegetative buffers can be used to distance industrial properties from other uses. An alternative to using buffers is to gradually step down the intensity of use from industrial to residential. Heavy industrial uses can co-exist with light-industrial uses, which are usually compatible with some commercial uses. Commercial uses can be sited next to office buildings that are, in turn, good neighbors to residential uses. Careful land use planning can reduce any potential negative impacts of industrial use while preserving their important economic contributions.

Environmentally Sensitive Areas

Significant environmental resources should be protected from being harmed by development, and their location should be an important consideration in a city's land use plan. The section on Natural and Cultural Resources fully explores the location and quantity of a variety of environmentally sensitive areas within the city limits. East Point does not have a large amount of sensitive areas, but it does have some areas of steep slopes and floodplains where development must be controlled. The largest floodplain area occurs immediately south of Camp Creek Parkway, in an area that is not currently densely developed. Existing uses include warehouses on large tracts of land and residential subdivisions. This area will likely be developed at a low to medium density, since new construction within the floodplain is restricted. Areas of steep slopes are also located in already-developed residential neighborhoods, so will not prevent any significant challenges to future development.

See the chapter on Natural and Cultural Resources for an index of the parcels that are affected by environmentally sensitive areas.

Future Land Use

The future land use (“FLU”) map created by the city is the visual representation of the existing plans, policies, and goals, indicating the location of various land use categories. The included map shows East Point’s **current** future land use map, and Table 3 provides an inventory. In order to achieve the development that a FLU map depicts, existing zoning must allow for the amount of each type of development specified by the future land use plan.

With the economic decline exacerbated by a high rate of vacancy, the city faces a crisis. This update to the Comprehensive Plan is timely, since it offers an opportunity to objectively analyze policies and economic goals. Analysis and implications of current policy and regulations as they relate to existing land use conditions can help reveal the effectiveness of current policy. This assessment helps decision-makers determine whether the current regulations meet the needs and objectives of the city.

(Analysis from Huntley Partners will be inserted here.)

Table 3 : Future Land Use by Acre, Existing Policy 2006

Total Acreage by Future Land Use			
Future Land Use	Total Acres	% of Acres	# of Parcels
All Residential	4,919	61.2%	10,767
High Density Residential	678	8.4%	749
Medium Density Residential	1,878	23.4%	5,606
Low Density Residential	2,364	29.4%	4,412
All Mixed Use	728	9.1%	945
Mixed Use	595	7.4%	516
Mixed Use Town Center	134	1.7%	429
All Commercial	539	6.7%	554
Commercial	191	2.4%	47
Hospitality Commercial	207	2.6%	427
Neighborhood Commercial	140	1.7%	80
All Industrial	502	6.3%	230
Light Industrial	501	6.2%	229
Heavy Industrial	1	0.0%	1
All Other Uses	1,345	16.7%	325
Office Park	779	9.7%	107
Public/Institutional	269	3.3%	79
Parks/Recreation/Conservation	242	3.0%	77
Transportation/Utilities	55	0.7%	62
Total:	8,034	100.00%	12,821

Source: City of East Point



2026 Future Land Use Map

Residential

- Low Density Residential - up to 4 units per acre
- Medium Density Residential - up to 8 units per acre
- High Density Residential - up to 18 units per acre

Commercial

- Neighborhood Commercial
- Hospitality Commercial
- Commercial

Live, Work, Play

- Mixed Use
- Mixed Use Town Center
- Office Park

Institutional

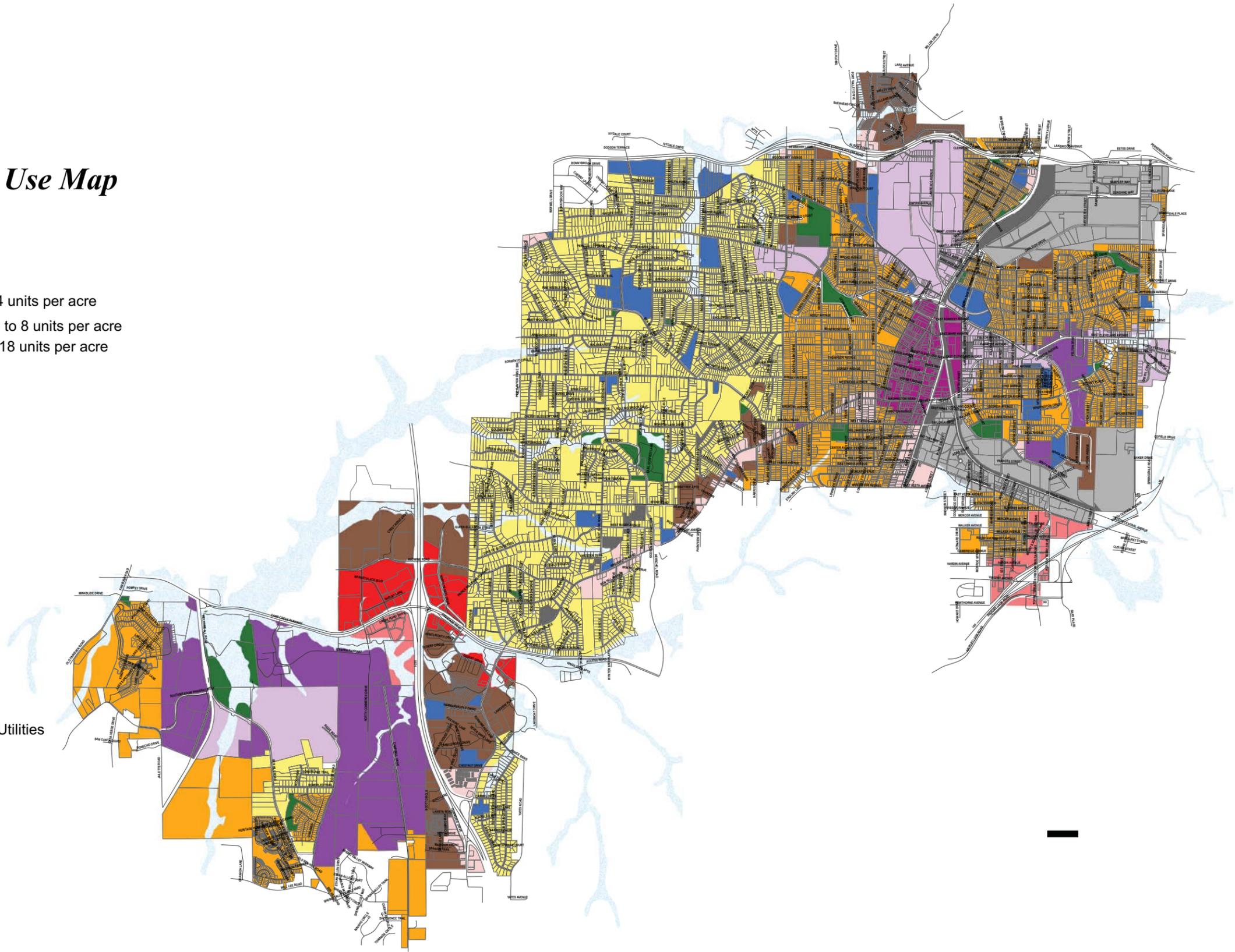
- Public/Institutional

Industrial

- Industrial
- Transportation, Communication, Utilities

Open Space

- ep_100yr_floodplain
- Parks, Recreation, Conservation



Areas Requiring Special Attention

Introduction

The Georgia Department of Community Affairs requires that communities evaluate the existing land use patterns and trends to identify and map any areas requiring special attention:

- Natural or cultural resources, particularly where likely to be impacted by development;
- Areas where rapid development 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;
- Large abandoned structures or sites;
- Areas with significant infill development opportunities; and
- Areas of significant disinvestment, levels of poverty, and/or unemployment higher than average levels for the community as a whole.

Areas of Special Attention are locations within the City of East Point with current or expected future conditions that warrant special planning interventions or targeting of incentives and resources. These areas include sections of the city with such characteristics as redevelopment potential, special service deficiencies, and areas of special resource value such as historic sites or local landmarks.

Areas Requiring Special Attention

The Areas Requiring Special Attention map on page 33 shows the location of each of these important resources in the city of East Point. Descriptions of each area follow below.

Natural or Cultural Resources

Areas that have been identified as having significant natural or cultural resources should be identified and protected as development occurs. The streams and rivers in East Point’s city limits are identified on the map. Development adjacent to these areas is regulated by the Stream Buffer Ordinance and the Flood Damage Prevention Ordinance.

- Downtown
- Historic Residential Neighborhoods
- Dick Lane Velodrome

Likely Land Use Change

This category signifies locations in the city that are likely to experience land use changes in the relative short term.

- City of East Point Livable Centers Initiative
- Camp Creek TAD
- Corridors TAD
- Future development area: Much of the land in the southwest region of East Point is currently vacant. However, it is zoned for light industrial use and residential use. Some of the land may already have plans in place for development. The city should make sure that adequate services are provided to the new residents.



Redevelopment ●

This category highlights areas that have been identified as sites in need of redevelopment and/or significant improvements to aesthetics or attractiveness. Redevelopment areas focus more on revitalization and reinvestment than Likely Land Use Change sites.

- DeLowe Plaza
- Tri-Cities Plaza
- Washington Road corridor
- Cleveland Avenue commercial
- Main Street commercial



Abandoned Structures or Sites ⚡

The areas mapped only identify the largest sites and structures, as these areas offer a unique opportunity for master planning. While the original use of the sites may no longer be viable, the structures and site conditions can be adaptively reused for possible residential or mixed-use development. There are multiple smaller abandoned and vacant sites throughout the city.

- Lawrence Street brownfield



Infill Opportunities ○

East Point has a number of vacant properties throughout the city. These consist of both abandoned, vacant buildings and undeveloped sites in otherwise built-out neighborhoods. One particularly large site located near downtown is identified on the map as an infill opportunity. Many additional infill opportunities exist within the “Areas of Significant Disinvestment”.

Areas of Significant Disinvestment ●

Areas identified as having experienced significant disinvestment experience higher levels of vacancy, poverty rates, and unemployment than the community as a whole are shown on the map.

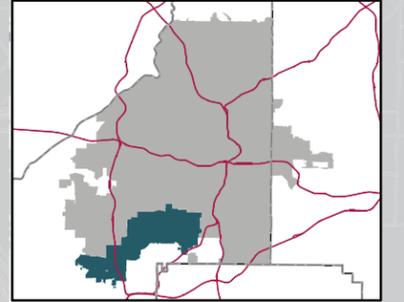


Gateways ✖

All major entrances to the city need to be evaluated. These include:

- Main Street southbound
- Cleveland Avenue
- Central Avenue
- Main Street northbound
- Camp Creek Parkway from I-285
- Headland Drive





City of East Point Comprehensive Plan

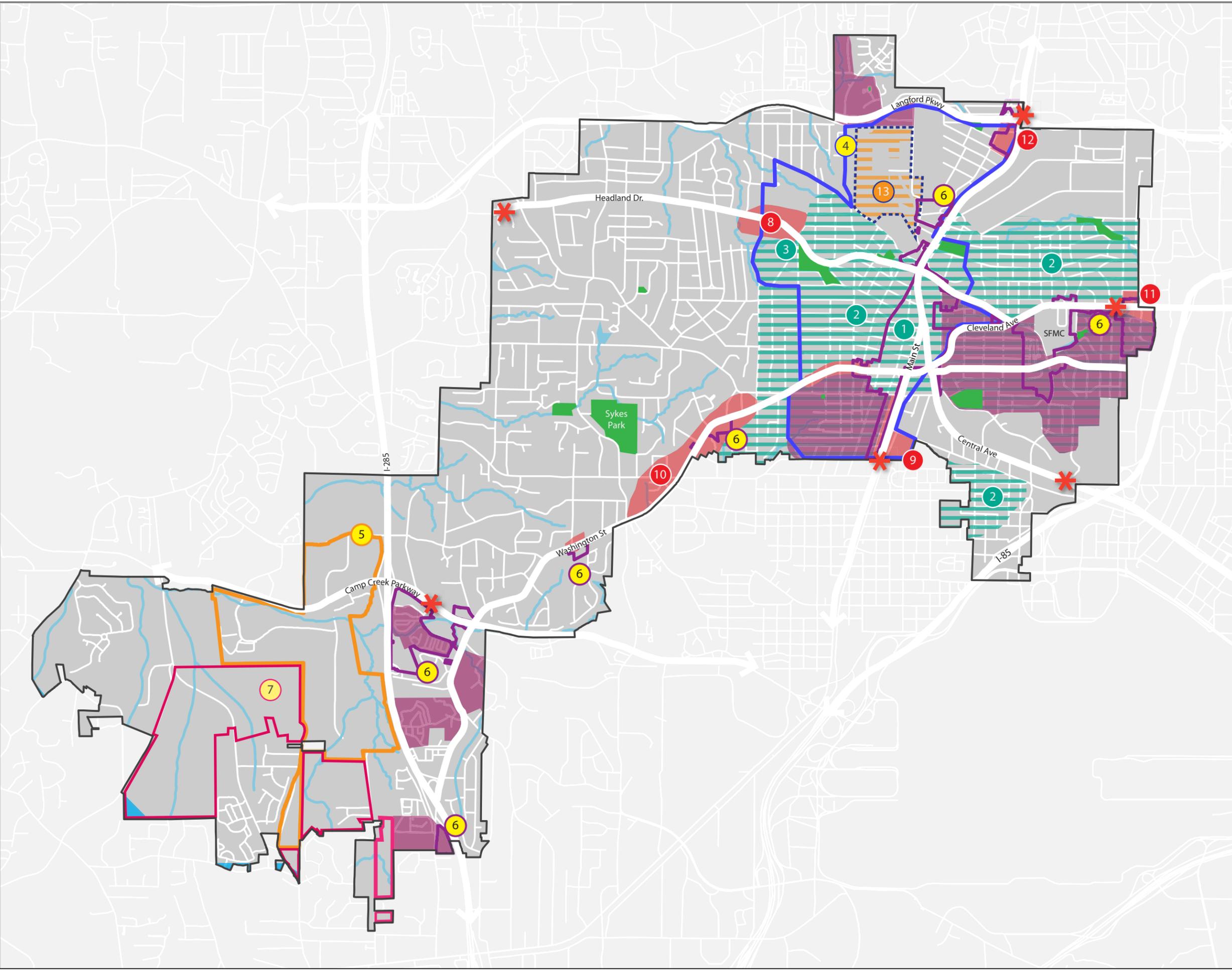
Areas of Special Attention Map

- East Point City Limits
- Cultural Resources
 - 1. Town Center
 - 2. Historic Residential Neighborhoods
 - 3. Dick Lane Velodrome
- Likely Land Use Change
 - 4. LCI Study Area Boundary
 - 5. Camp Creek TAD
 - 6. Corridors TAD
 - 7. Future development area
- Redevelopment Opportunity
 - 8. DeLowe Plaza
 - 9. Tri-Cities Plaza
 - 10. Washington Road commercial
 - 11. Cleveland Avenue commercial
 - 12. Main Street commercial
- Abandoned Structures or Sites
 - 13. Lawrence Street Brownfield
- Infill Opportunities
 - 13. Lawrence Street Brownfield
 - Sites in and
- Areas of Significant Disinvestment
- Gateways
- Streams
- Lakes and Ponds
- Parks
- Groundwater Recharge

0 3,000 6,000 ft



DRAFT
August 5, 2011



Character Areas

Introduction

Character areas in East Point are identified based on the visible characteristics of existing development patterns. The locations and descriptions of many of the character areas draw upon the knowledge provided by the planning and zoning department of East Point and from the Georgia Department of Community Affairs' recommended character areas. The Comprehensive Plan Update completed in 2006 was also evaluated for reference.

Existing Character Areas

The included Character Area map shows the location of each character area type in the city of East Point. Descriptions of each character area and suggested future development strategies are laid out below.

Suburban Residential

The largest character area in East Point is Suburban Residential. This area is categorized by homes on medium-sized lots, minimal pedestrian facilities, a curvilinear street network, and many mature trees. The primary land use within this area is single-family residential, but there may be some instances of small neighborhood commercial nodes or institutional uses like churches and schools.

Historic Residential

Another major residential character area in East Point is Historic Residential. Located close to the downtown area, these neighborhoods are older than the ones in the Suburban Residential character area, but they are stable and thriving. Homes are located on somewhat smaller lots in a traditional urban neighborhood fashion, and the streets are generally laid out on a grid system. The city values the diversity of housing types represented in this neighborhood, from early twentieth-century bungalows to multi-family units.

Intown Residential

The Intown Residential character area falls between Suburban Residential and Historic Residential. It is a newer neighborhood (characterized by post-World War II cottages and bungalows) than the Historic Residential area, but older than the suburban-style development. Homes are on small- to medium-sized lots, and the streets are laid out on a grid, but the buildings are farther apart than in the Historic Residential neighborhoods.

Growing Residential

Growing Residential neighborhoods are located near the East Point city limits. These are the newest homes in the city but are somewhat disconnected from downtown. Housing types include multi-family buildings, townhouse, and traditional single family subdivisions. Development patterns include conservation subdivision designs and planned unit developments. There are also a few small, low-intensity, neighborhood-serving commercial uses in these areas.





Redevelopment Neighborhood

While these neighborhoods are located near downtown and have traditional urban neighborhood attributes, such as a gridded street network and small housing lots, they are in need of investment. They have declined over the past several years, leaving bad housing conditions and large areas of vacant land. Many buildings are unoccupied. These neighborhoods include an assortment of housing types, such as single-family, multi-family, and public housing. They are situated close to downtown East Point and commercial nodes.



Neighborhood Commercial

East Point's Neighborhood Commercial areas have a variety of activities such as general retail, service commercial, professional office, higher-density housing, and some public and open space in shopping centers with a large amount of parking. These locations are also identified on the Areas of Special attention map as "Redevelopment Opportunities." There are a number of Neighborhood Commercial areas, located along major corridors and at transportation nodes. Most, if not all, of these commercial centers are in need of investment. These sites are primarily declining, unattractive, vacant or under-utilized shopping centers, which are characterized by a high degree of access by vehicular traffic, on-site parking, little open space, and moderate floor-area ratios. Developers can work to retrofit these sites to make them more aesthetically appealing, more marketable to prospective tenants, and more accessible to pedestrians and bicyclists. East Point lacks high-quality local or neighborhood commercial and retail, and all of these sites are in prime locations for redevelopment and could potentially fill that need.



Regional Center

There are two major Regional Centers in East Point: Camp Creek Marketplace and the hotel corridor in East Point at I-85. Regional Centers contain regionally-marketed commercial and retail uses, office and employment areas, higher-education facilities, sports and recreational complexes. These areas are characterized by a high degree of access by vehicular traffic, and high transit use, including stops, shelters, and transfer points; on-site parking; a low degree of internal open space; high floor-area ratios; and large tracts of land. These resources draw many visitors from outside of East Point. Future planning strategies for Regional Centers should include pedestrian-oriented designs, parking located in the rear of buildings, bicycle lanes, and improved connectivity.



Airport Amenity

A specific type of regional center, this type of character area is used almost entirely by airport travelers. East Point has three large park-and-ride lots, characterized by a high degree of vehicle traffic and large expanses of surface parking. People who use these services come from outside of East Point specifically to park here. Park-and-ride lots take up large amounts of land and generate revenue but only employ a few individuals.



Town Center

East Point's historic downtown contains a mix of commercial, civic, institutional, and residential uses. The downtown area contains many of the landmarks and cultural resources that make East Point unique. Historic properties should be protected and rehabilitated when possible, and any new development should be of a scale and architectural design that would fit well into the historic fabric of the area. Compatible infill development should focus on providing high-density retail, office, services, and employment, and/or residential development targeted to a broad range of income

levels. Pedestrian access and open space are important to enhance citizens' enjoyment of downtown East Point.

Campus/Institutional

East Point has two areas with campus-type development, the Atlanta Christian College and the South Fulton Medical Center. Each of these areas is distinct from its surroundings, with a node of high-density commercial and institutional use within a residential neighborhood. They are distinct from Regional Centers in that they are somewhat more isolated and less accessible from outside of East Point, but users and employees may come from the broader region.



Industrial/Business Park

The Industrial / Business Park character areas are located in the southwestern part of the city on large tracts of low-intensity, suburban-scale land. East Point's convenient location near I-285, I-85, and the airport makes it a prime location for warehousing and shipping services, several of which have located here. These uses are characterized by large isolated parking lots and buildings that house office or light industrial facilities. Industrial parks depend on a high degree of vehicular traffic, especially tractor-trailers. As the land surrounding these zones continues to develop, planners must take care to manage any traffic or incompatibility issues that arise with new residential development.



Legacy Industrial

East Point has a rich industrial heritage, which has survived the decline in manufacturing experienced nationally. Its location at the end of the Atlanta & West Point Railroad made it a key location for industrial development. The original industrial areas are located near downtown on or near the rail line. Central Avenue is a major industrial corridor and a key road connecting East Point to Hapeville, Atlanta, and I-85. The industrial uses here include both light (including automotive repair shops and warehousing facilities) and heavy (such as manufacturing and recycling). These character areas might come with special zoning concerns but are major employment and economic providers for the city. As the nation emerges from a major recession, the city may choose to re-evaluate the economic asset that these employment centers represent.



Undeveloped

There are several large undeveloped tracts of land in the southwestern portion of East Point. Most of this land has been zoned for medium-density development, but the current economic climate has slowed construction and development. Plans may already exist for these areas. The City should ensure that adequate services are provided for these future residents.

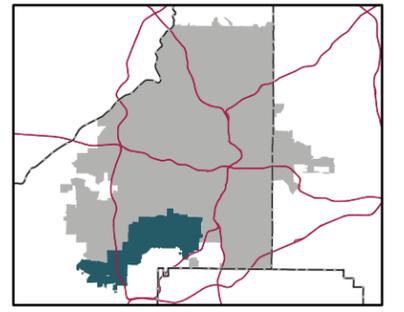


Intown Corridor

East Point's major in-town corridors are identified on the character area map. While they may fall into another character area, the parcels abutting these corridors have unique concerns. They may be developed or undeveloped, but they are likely to experience uncontrolled strip development if growth is not properly managed. Planning strategies include gradually converting these corridors to attractive boulevards, enhancing streetscapes, enacting design guidelines for new development, employing traffic-calming measures, and providing basic access for pedestrian and bicycles that is integrated into the public transit system.

Major Highway Corridor

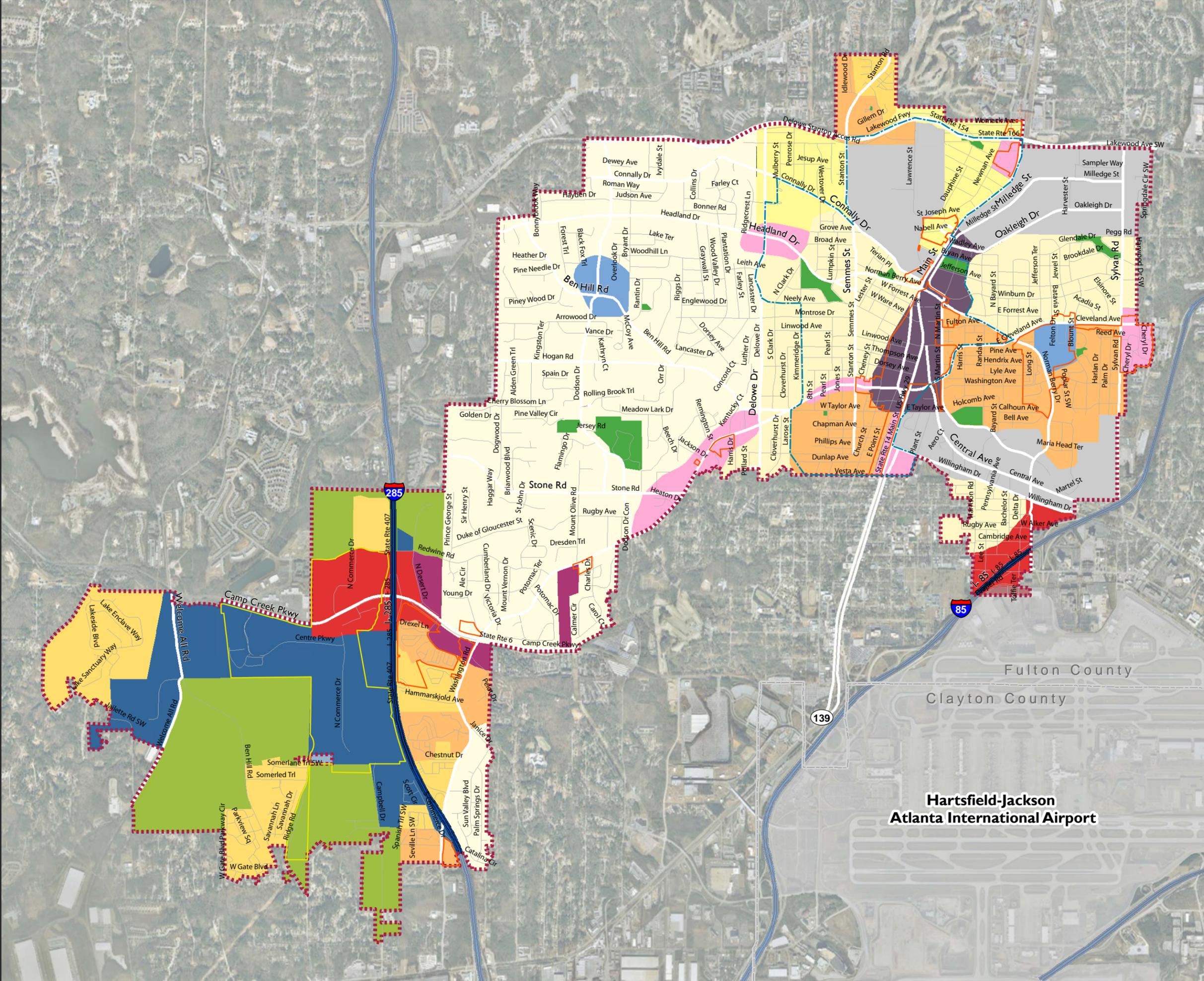
This area covers the developed and undeveloped land on both sides of the high-volume transportation facilities in East Point, including I-285, I-85, Camp Creek Parkway, and the Lakewood Freeway. The DCA recommends maintaining a natural vegetation buffer along the corridor, behind which all new development should be located. Landscaped, raised medians can provide vehicular safety, aesthetics, and pedestrian crossing refuges; paved shoulders can be used by bicycles or as emergency lanes.



City of East Point Comprehensive Plan

Character Areas

- Suburban Residential
- Historic Residential
- Intown Residential
- Growing Residential
- Redevelopment Neighborhood
- Neighborhood Commercial
- Regional Center
- Airport Amenity
- Town Center
- Campus
- Industrial / Business Park
- Legacy Industrial
- Undeveloped
- Parks
- LCI Study Area
- Corridors TAD
- Camp Creek TAD
- East Point City Limits
- County Boundaries
- Railroads
- I-285/I-85
- Hartsfield Jackson Airport



PART TWO: Issues and Opportunities

Overview and Purpose

This section identifies a series of issues and opportunities that can help frame and prioritize the city's discussions when developing the Community Agenda. The Department of Community Affairs offers a list of topic areas to consider. Only those that are relevant to the city are included here. As they assess the list of Issues and Opportunities here, community members will benefit from Part Four, which reviews Georgia policy regarding "quality communities" and benchmarks items that local governments should use in pursuing improved quality of life for their residents. The assessment tool is known as the Quality Communities Objectives (QCO) survey.

Several of the items below were drawn from the QCO Survey and an analysis of the existing conditions in the East Point area, documented in both the Community Profile section as well as the Technical Appendix. These items provide a simplified list of assessment points to provide to the community for affirmation or revision. Below are issues and opportunities that emerge from the assessment process.

Population

Issues

- Total population decrease of 5,883 or 17.5% since 2000.
- Based on historical trends, forecasted population for East Point is expected to remain flat over the next 30 years.
- The educational attainment for the city is well behind that of the City of Atlanta, Fulton County, and the State.
- The per capita income levels for the city are approximately half of those for the City of Atlanta or Fulton County.
- The population is aging, with an expected 20% increase of those 65 and older in the next 30 years.

Opportunities

- Abundance of vacant land to be used for neighborhood renewal and infill development projects to reverse trends of population decline.
- Promote young families to the city to build stable diversified community.
- Take advantage of aging in place residents and provide sufficient facilities.
- Promote and celebrate increased ethnic diversity in the city.

Economic Development

Issues

- The central business district is not yet a true economic destination.
- There is an abundance of 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 on some industrial sites.
- There are underutilized footprints of shopping centers.
- There are unknown environmental hazards that complicate the redevelopment of sites.
- Fewer people living and working in place.
- Just 0.3% of the land in East Point is dedicated to mixed-use development.

Opportunities

- Capture a catalyst project to ignite infill mixed-used redevelopment of the Central Business District.
- Emphasize Architectural Overlay when Commercial Redevelopment occurs in order to help create a sense of place in commercial nodes along Washington Road and Headland Drive.
- Facilitate the acquisition of vacant property and or the temporary relocation of business in order to spur economic revitalization.
- Use the Parks and Recreation Master Plan to help facilitate the investment in public amenities such as parks, trails, public open space, and greenspace.
- Attract residents to fill East Point jobs reducing travel time and expenses, keeping earned dollars in the community, and building a sense of place.
- The proactive city established Enterprise and TAD zones to increase redevelopment opportunities in blighted or disadvantaged areas.
- Increase opportunities for market-driven residential and commercial development within the East Point Corridors area.
- Attract private, taxable redevelopment opportunities to the East Point Corridors sectors of the city.
- Implement the LCI Master Plan and capitalize on the 2011-2012 TOD study.
- The existing hotels and East Point's location near the airport are among the city's greatest assets.
- East Point's location with excellent access to several transportation modes is an enviable economic development asset.
- The success of Camp Creek Marketplace shows the area's market potential.
- Existing industrial provides an employment sector that few cities offer.
- The city hired the Atlanta Convention and Visitors Bureau in 2011 to attract more visitors and convention business.
- East Point will launch an Economic Development plan in 2011.

Housing

Issues

- Over 24% of the housing units in East Point are vacant.
- Almost half (44.2%) of households in East Point are cost burdened, or pay more than 30% of their household income towards housing costs.
- There are not enough housing units that are affordable to households at all levels of income.
- There is no historic district to protect the unique bungalows and housing mix in the downtown area.
- In East Point, there is less than 1 job per worker. The jobs-housing balance is low.
- There is a lack of special needs housing (mental and mobility handicapped) in East Point.

Opportunities

- A relatively high percentage of housing units are renter-occupied. The homeownership rate is 50.2%, which is lower than in Fulton County and Georgia. Since many of the vacant homes and apartments are rental units, there may be an opportunity for offering some of these properties for sale and encouraging home ownership.
- East Point is a Naturally-Occurring Retirement Community, with a significant proportion of households headed by seniors. The city can strive to become a model for aging in place.
- There are a number of strong neighborhood associations in East Point. These groups can be used to promote community development and build on East Point's identity and character.
- Mixed use development is permitted in several districts but is only sparsely represented in the community. Allowing for mixed use in more zoning districts could create more opportunities for individuals to live, work, and shop in one place.
- Accessory dwelling units are permitted in residential zones, providing additional housing options. "Granny flats" or garage apartments are typically more affordable and can make neighborhoods more diverse, opening them up to a wider portion of the population.
- The downtown district has many opportunities for mixed use or loft conversion of historic properties.

Natural and Cultural Resources

Issues

- There is no historic preservation district or ordinance in place to protect these valuable cultural resources.
- East Point does not participate in any land conservation programs, either at the state or national level or on its own.

Opportunities

- There are several large forested tracts of land in the city, which are currently unprotected but could become community amenities if preserved.
- Existing power transmission line buffers could be used as bicycle or pedestrian trails to connect neighborhoods in the city.
- Stream buffers and undeveloped flood zones, which are required in the city's development regulations, could be converted to accessible community greenspace.
- The Dick Lane Velodrome is a unique but underutilized community asset.
- The city positioned itself well to pursue grants and financing with its recently completed update to their Parks and Recreation Master Plan.
- Several structures have been accepted in to the National Trust of Historic Places registry (including seven historic manufacturing warehouse sites).
- There is an active historical society, the East Point Historical Society.

Community Facilities and Services

Issues

- The 2011-2020 Parks and Recreation Master Plan Update identified a deficit of approximately 100 acres of park space in the City of East Point, based on benchmark comparisons and National Recreation and Park Association Guidelines.
- The city west of I-285 is disconnected from the remainder of the city and is lacking community facilities.
- There appears to be a geographically-driven divide between new citizens and old citizens in the area.
- The city suffers from a perception of politics, staff turnover, instability of the development process, and financial problems.

Opportunities

- Recent land acquisition will create a new customer care center; there are plans for a new municipal complex.
- Potential new site within the city for new library (part of Atlanta-Fulton County Library System).
- Opportunity for brownfield conversion to park space.
- Potential for partnerships with neighborhood groups, non-profit organizations (including grant funding), and athletic associations.
- Interest in new civic plaza or greenspace facilities downtown.
- The city owns and runs key services such as water and power.

Intergovernmental Coordination

Issues

- The City of East Point appears to conduct little collaboration with Fulton County or adjacent cities for Comprehensive Planning purposes.
- Except for state notification requirements related to zoning and related changes, no formal mechanisms exist regarding border agreements.

Opportunities

- East Point could explore mechanisms to share services, such as parks and recreation, 911, police, water, or sewer, with other local governments.
- Since the government of East Point may not be adequately represented at local and regional group meetings, it can work to promote representation at metropolitan-area gatherings and meetings.
- The city coordinates with county, regional, and state agencies regarding infrastructure, environmental issues, and water management.

Transportation

Issues

- Regional reliance on the roadway system has shifted business away from downtown toward locations along major interstates.
- Major corridors through East Point suffer from congestion, including Camp Creek Parkway/SR 6, Main Street/US 29, Washington Road and Cleveland Avenue, due to heavy peak period traffic volumes.
- There is a conflict of scale between the city's competitive advantage in hosting industrial uses with freight truck activity and its goal of compact, pedestrian-friendly infill development.
- A lack of wayfinding signage contributes to the lack of identity in the city and increases the difficulty of navigating within the city.
- Some parts of the community have few alternatives to using a car to travel and to eliminate traffic congestion.
- Streets in the community are not designed according to their use in order to assure appropriate travel speeds, particularly through downtown, making pedestrian activity unsafe and unappealing.
- Many community streets, pedestrian paths, and bicycle routes are not utilized because they do not create inviting facilities.
- The City of East Point does not have enough sidewalks, and those that exist are in need of maintenance improvements.
- No dedicated bike paths, multi-use trails or bike lanes within the city.
- No greenway or multi-use trail currently exists along Main Street/US 29 providing a connection outside of the city.
- Major components of the transportation system are not under the jurisdiction of the City, which includes interstate highways, 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. *(Question for Alex Mohajer – are non-state roadways in the City typically owned by the City, by Fulton County, or a combination? Are city streets maintained by the City or by Fulton County?)*
- Freight rail lines and MARTA rail lines create physical barriers within the community.

Opportunities

- Great connectivity exists throughout most of the city, although there is a need to maintain and repave city streets.
- The existing sidewalk network needs to be maintained, improved, and expanded.
- Improving sidewalks, streetscapes, and street furniture, and installing artwork throughout downtown will improve the image and character of downtown and increase its viability as an activity center.
- The LCI identified a need for a public parking deck downtown to remedy existing and future parking issues, especially providing adequate parking for retail customers.
- Display prominent automobile signage for wayfinding and to help create an identity for the city.
- Consider the appropriate balance between industrial uses with freight truck activity and compact, pedestrian-friendly infill development.
- Increase the availability of alternative modes of travel in parts of the city that are underserved by these modes.
- Desire for a greenway with a multi-use trail along Main Street/US 29 from downtown to the Lakewood MARTA station to connect into the greenway trail as proposed in the Lakewood/McPherson LCI study, and for a pedestrian connectivity loop that connects Center Park, Sumner Park, and Conley Preserve with downtown.
- Improve the bicycling and pedestrian experience and slow vehicular travel speeds by redesigning streets appropriately for their use, adding traffic calming features, and spatially defining the streets with buildings, trees, and lighting.
- Promote the usage of MARTA public transportation to reduce and prevent traffic congestion.
- Create a potential site for a commuter rail station. *(Question for the City – This opportunity was in the previous Comprehensive Plan, but it is unclear what it refers to. The City currently has a MARTA rail station. It appears that potential commuter rail lines connecting suburban/exurban parts of Metro Atlanta to Atlanta will pass through East Point but likely not have a station in the City.)*
- Create attractive and welcoming gateways into the city boundaries and define the entrances 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 trails that will link into the PATH system or the City of Atlanta’s planned BeltLine trail, transit, and park project.
- Strengthen relationships with regional and state agencies to reduce challenges related to coordination and permitting of transportation projects.
- Continue to market community based on its regional locality and its proximity to major roadway networks.
- Use of the East Point MARTA station for long-term parking serving Hartsfield-Jackson Atlanta International Airport.
- Enhancement of Washington Road to serve as a connection between Downtown East Point and The Marketplace joining the newly annexed area with East Point.

PART THREE: Community Profile

Population

Since 1990, East Point has experienced both growth and decline. After trends of continued growth to 2000, the 2010 Census shows that the population of East Point dropped to **33,712**. This represents a reduction of 5,883 residents since the 2000 Census, an average annual rate of decline of approximately 1.8%, and a **total reduction of 17.5%** over the last 10 years. Coinciding with total population loss, there has been a decrease in the number of households as well, specifically a 9.2% reduction since 2000. In contrast, the majority of other municipalities in the indirect area and region have seen steady to large increases in population.

Table 4 : East Point Population and Household Trends

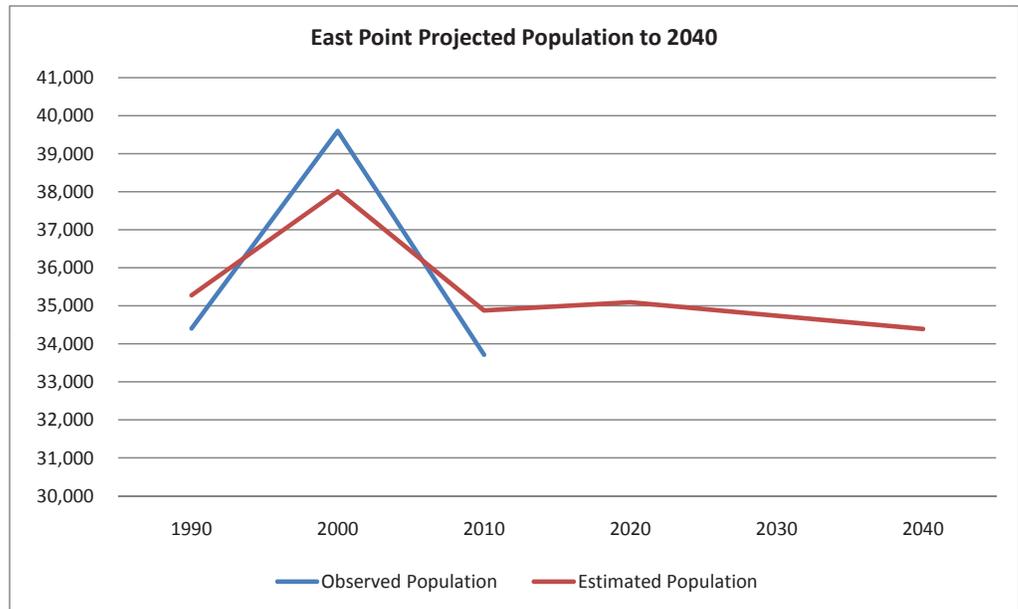
City of East Point Population and Household Trends, 2010						
	1990	2000	2010	1990 to 2000 % Change	1990 to 2010 % Change	2000 to 2010 % Change
Total Population	34,402	39,595	33,712	13.1%	-2.0%	-17.5%
Total Households	13,373	14,553	13,333	8.1%	-0.3%	-9.2%
Average Household Size	2.57	2.72	2.53	5.4%	-1.7%	-7.6%

Source: United States 2010 Census

The forecasted population, shown in the following Figure 5, shows an estimated increase of 1,380 residents by 2020 but then decreases in both 2030 and 2040 based on historic trends. When comparing East Point to the City of Atlanta and Fulton County in terms of growth based on their respective projected estimates, the data shows that East Point is not expected to grow as rapidly or as much as the City of Atlanta and Fulton County over the next 30 years. East Point’s growth projection for future population based on historic trends indicates **little to no growth** over the next 30 years. Population trends reveal that the number of families is declining more rapidly than the number of households; there are more households occupied by single individuals or non-families than by families than there were in the past.

Both external factors and internal policy and investment may interrupt the population trend. An alternative future projection should be developed based on the results of the Community Agenda and targeted development goals.

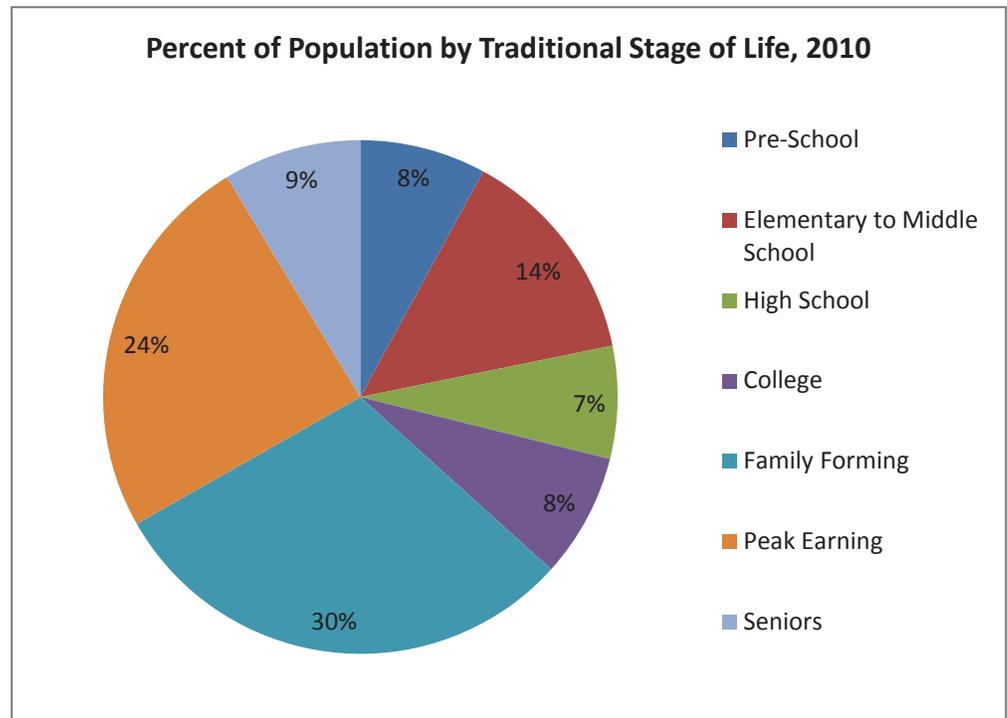
Figure 5 : East Point Projected Population to 2040



Source: United States 2010 Census; Pond & Company projection

In the next 20 years 24% of East Point’s population will have aged into the 65 and over age cohort (see Technical Appendix, Section 1). This follows the national and regional trend of an **aging population**. The ARC predicts that one in five Atlanta residents will be over the age of 60 by the year 2040. As our society’s lifespan extends and active seniors live independently for longer, access to recreation, health services, and appropriate housing choices for older residents will become more and more important. East Point will need to be able to adapt and provide sufficient services and access to services if there is a desire to accommodate an option of aging in place for residents.

Figure 6 : East Point Population by Stage of Life



Source: United States Census, 2010

The largest racial group in East Point is African American with a population of 24,924 or 73.9% of the city's total population. The White population has decreased significantly from 10,881 in 1990 to 3,978 in 2010. The 2010 Hispanic population has increased six times or is nearly 500% its 1990 level, making it the fastest growing racial group in East Point. Currently, Hispanics comprise 11.5% of East Point's population, a proportion comparable to the Atlanta region, according to the ARC. Nationally, the 2000-2010 period experienced births overtaking immigration as the main driver of Hispanic population increases. If East Point follows regional trends, Hispanics could make up 20% of the population by 2035. The entire Atlanta metro region is growing more diverse and will continue to do so for the next several decades. Not only does East Point need to ensure that adequate services are provided for these new residents, the city should create opportunities for new citizens to be active, engaged, and connected to the community.

Table 5 : East Point Racial Composition

East Point Racial Composition, 2010			
	1990	2000	2010
White Alone	10,881	6,376	3,978
Black or African American Alone	22,823	30,949	24,924
Hispanic Origin	653	2,998	3,890
American Indian and Alaska Native Alone	74	80	94
Asian or Pacific Islander	249	280	277
Other Race	375	1,910	549

Source: United States 1990, 2000, 2010 Census

East Point has identified and made efforts to alleviate poverty within the city, including applying for Opportunity Zone support to redevelop blighted areas and creating Tax Allocation Districts to spur economic development. **16% of East Point's residents are in poverty**, a rate that is greater than the national poverty rate (13.5%) and the poverty rate in Georgia (15%) but lower than in Atlanta (21.3%). The **per capita income** in East Point is **almost half** of the per capita income in Atlanta and Fulton County. Although the average family income is similar to that of the City of Atlanta and Fulton County, the lower per capita income signifies that there are more workers in each household. More specifically, it suggests that both parents are wage earners rather than one staying home as a primary caregiver.

Table 6 : East Point Per Capita Income

City of East Point Per Capita Income, 2010			
	1990	2000	2009 (ACS)
Per Capita Income	\$ 12,508.00	\$ 15,175.00	\$ 20,726.00
Percent Change	-	17.6%	26.8%

Source: United States 1990, 2000 Census, American Community Survey (2007-2009)

Slowed income growth affects the entire state. Job type does not account for all income trends, nor does the overall state of the economy, since Georgia is experiencing income changes differently than the rest of the country. The State of Georgia ranks 50th in the nation for per capita income growth (Fiscal Research Center, Georgia State University, December 2009). The region’s cost of living, however, may partially make up for lower income gains. National studies show that the Metro Atlanta region has the third lowest cost of living among the ten most populous metro areas; the region has the fifth lowest cost of living among the ten fastest growing metropolitan areas with populations greater than one million.

Table 7 : East Point Population by Ratio of Income to Poverty Level

East Point Population by Ratio of Income to Poverty Level, 2009						
Income / Poverty Level	City of East Point		City of Atlanta	Fulton County	State of Georgia	United States
	People	Percent	Percent	Percent	Percent	Percent
Total	41,997	100.0%	100.0%	100.0%	100.0%	100.0%
Under .50	2,946	7.0%	11.2%	7.9%	6.7%	5.8%
.50 to .99	4,604	11.0%	10.1%	7.5%	8.3%	7.6%
1.00 to 1.24	2,305	5.5%	4.7%	4.2%	4.7%	4.4%
1.25 to 1.49	2,610	6.2%	4.5%	4.2%	4.9%	4.5%
1.50 to 1.84	3,799	9.0%	5.4%	5.1%	6.6%	6.3%
1.85 to 1.99	2,026	4.8%	2.2%	2.2%	2.8%	2.7%
2.00 and over	23,707	56.4%	61.8%	68.8%	65.9%	68.6%

Source: American Community Survey 2005-2009

The **educational attainment of East Point’s residents is significantly lower** than that of residents in nearby municipalities. In 2009, only **32.3%** of East Point residents had attained their high school diploma or its equivalency, 17.9% had at least some college education, 29.4% held higher education degrees, and 14.8% held a bachelor’s degree. In comparison, 87.8% of Fulton County’s population achieved high school graduation and 45.8% are college graduates. The City of Atlanta has 82.9% high school graduates and 27.1% college graduates.

Table 8 : East Point Average Education Attainment, 1990-2009

East Point Average Education Attainment, 1990-2009						
	1990		2000		2009 (ACS)	
	Count	Percent	Count	Percent	Count	Percent
Less than 9th grade	2,118	9.8%	1,755	7.7%	2,662	9.5%
9th to 12th grade, no diploma	3,877	17.9%	3,723	16.3%	3,000	10.8%
High school graduate (includes equivalency)	6,454	29.9%	7,458	32.6%	9,016	32.3%
Some college, no degree	4,297	19.9%	4,956	21.6%	5,007	17.9%
Associate's degree	969	4.5%	955	4.2%	1,690	6.1%
Bachelor's degree	2,755	12.8%	2,756	12.0%	4,137	14.8%
Graduate or professional degree	1,134	5.2%	1,298	5.7%	2,386	8.6%

Source: United States 1990, 2000 Census, American Community Survey (2007-2009)

Economic Development

As East Point prepares its Community Agenda, decision makers will evaluate a range of questions related to the economic health of the city. For example, what economic mix should the city seek for a healthy employment base? What kind of industries will emerge in the metropolitan region, and how can the city position itself to take advantage of changing markets? This section presents information regarding the economic base (employment type and industry categories), wage and labor force information, and regional trends. Analysis of the economic base can direct recruitment toward businesses that complement existing industry or require the skills of residents currently exporting labor to other regions. This data provides basic but vital information for more effective decisions concerning the health of the local economy.

The two biggest employers in East Point - Tenet South Fulton Medical Center and the City of East Point - fall into the services and government categories. East Point's largest employers are listed in Table 9. According to the National Bureau of Labor Statistics, of the 20 fastest growing occupations in the economy, **half are related to healthcare** (Occupational Outlook Handbook 2010-2011). For the **Metro Atlanta region**, all of the fastest growing occupations identified by the Georgia Department of Labor through 2018 also occur in the health and medical related jobs. Home Health Aides top the list, projected to grow over 100% in the next five years.

Table 9 : East Point Major Employers, 2011

East Point Major Employers, 2011		
Company	Location	Number of Employees
Tenet - South Fulton Medical Center	Cleveland Ave	875
City of East Point	East Point St	523
Owens-Brockway Glass Company, Inc	Sylvan Rd	416
Newell Recycling	Central Avenue	325
Williams Printing Company	North Commerce Dr	221
Bonterra Nursing Center	Felton Dr	157
Lowe's	Camp Creek Marketplace	155
Target	Camp Creek Marketplace	151
Holiday Inn	Virginia Ave	140
Crowne Plaza Hotel - Atlanta Airport	Virginia Ave	133
PPG Industries, Inc	Oakleigh Dr	105
Doubletree Club Hotel	Norman Berry Dr	72

Source: City of East Point

Around 40% of East Point's labor force is concentrated within three industry sectors for employment: **Educational Services/Healthcare/Social Assistance** at **15.3%**; Professional, Scientific/Management/Administrative/Waste Management Services at 13.1%; and Retail trade at 12.1%. Due to the close proximity to Hartsfield-Jackson Atlanta International Airport, the Accommodation and Food Services industries play a key employment role, growing from 1% in 1990 to 10.6% in 2009. Overall total employment has grown by 22.5% from 2000 to 2009 (U.S. Census 2000, American Community Survey 2007-2009).

For the “Tri-City” Super District (East Point, College Park and Hapeville), ARC 2010 estimate reports indicate that the **Services** and the **Transportation/Utilities/Communications industry (TCU)** categories each generate about **one-third of all employment**. Retail provides 17% of all employment, while Government accounts for 10%.

By 2030, ARC anticipates that the Tri-City Super District will maintain essentially the same employment profile, although TCU will drop to 26% and Services will increase slightly to constitute 31% of total share. “FIRE” industries (Finance, Insurance, and Real Estate) will likely experience an increase to provide 11% of employment.

Table 10 : East Point Major Employers, 2011

Employment Forecast for Tri-City Super District (East Point, College Park, Hapeville)									
Year	Construction	Manufacturing	Transportation, Communication, Utilities	Wholesale Trade	Retail Trade	Finance, Insurance, Real Estate	Services	Government	TOTAL
2010	607	1,348	16,003	1,049	7,496	1,871	12,513	4,533	45,420
2020	702	1,352	16,699	1,248	9,435	5,656	17,075	5,245	57,412
2030	740	1,416	17,199	1,146	10,588	7,422	20,094	6,611	65,216
2040	785	1,602	17,739	1,038	12,329	9,456	23,464	8,015	74,428

Source: ARC 20-County Forecast - TriCity Super District 2011

In 2000, approximately 1,715 of East Point residents worked and lived in the city, but the 2009 ACS results showed that only 978 of East Point residents worked and lived in the same place. This was a 43% reduction in the number of people who lived and worked in East Point. The jobs-to-housing ratio is 0.86 (discussed in the Housing section). Geographically, the majority of the workforce is located in the eastern portion of East Point. The eastern portion of East Point lies within close proximity to the airport and I-85; further, the MARTA Rail Station directly serves the subarea.

As of June 2011, **13.7% of East Point residents were unemployed**. A greater portion of the work force is unemployed in East Point than in Georgia (9.9%), Fulton County (11%), and Atlanta (11.8%). The current national unemployment rate is 9.2% (Georgia Department of Labor Civilian Labor Force Estimates, <http://www.dol.state.ga.us/pdf/pr/laborforce.pdf>).

Table 11 : East Point Labor Force Participation

East Point Labor Force Participation, 2010			
	2000	2009 (ACS)	Percent Change (Weighted Average)
Total Males and Females	28,767	33,556	7.7%
In labor force:	18,985	24,013	11.7%
Civilian Labor force	18,960	23,863	11.4%
Civilian Employed	17,300	20,903	9.4%
Civilian unemployed	1,660	2,960	28.1%
In Armed Forces	25	150	71.4%
Not in labor force	9,782	9,543	-1.2%

Source: Data collected from 2000 U. S. Census and 2009 American Community Survey

For both Labor Force Participation and Place of Work statistics, the data was analyzed based on a weighted average in order to compare the population changes between 2000 and 2009. During that time, East Point’s labor force increased by 26% from 18,985 in 2000 to 24,013 in 2009 (American Community Survey, “ACS”).

Table 12 : Median Household Income by Age of Householder

Median Household Income by Age of Householder			
	East Point	Fulton Co.	Georgia
All households:	\$ 40,546.00	\$ 58,648.00	\$ 49,173.00
Householder under 25 years	\$ 25,811.00	\$ 25,792.00	\$ 24,819.00
Householder 25 to 44 years	\$ 43,060.00	\$ 61,777.00	\$ 53,035.00
Householder 45 to 64 years	\$ 40,607.00	\$ 71,173.00	\$ 58,203.00
Householder 65 years and over	\$ 33,832.00	\$ 35,382.00	\$ 31,662.00

Source: Data collected from 2009 American Community Survey

The median **household income for East Point is \$40,564**, which is \$18,102 lower than Fulton County and \$8,627 lower than the State of Georgia. The household earners between the ages of 45 to 64 years old, which is typically the peak earning period during a person’s career, earn 75.3% less (\$30,566) than those in Fulton County.

Two of the greatest development changes that will influence the city will stem from the Fort McPherson closing and redevelopment efforts and the expansion of the Hartsfield-Jackson Atlanta International Airport. How the city recovers along with the region from housing market instability will also determine the economic health of the East Point as an attractive draw for new businesses and industry.

The city has pursued multiple initiatives targeting economic dynamics it can more directly influence. Work to stimulate economic conditions include the development of two Tax Allocation Districts (TADs), becoming a Main Street City, pursuing a TOD master plan to implement its LCI, pursuing an Opportunity Zone for tax incentives, and launching an Economic Development Plan (summer 2011). For more detailed descriptions of these and **economic development resources**, see the Technical Appendix, which also describes the function of the East Point Business and Industrial Development Authority, the East Point Main Street efforts, the East Point Business Association, the South Fulton Chamber of Commerce and county business support agencies, among others.

East Point has small-scale, local-serving office uses, which 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 is well positioned to support this type of office development. The city arguably boasts the **best access** in the region; direct interstate access, MARTA commuter rail, and close proximity to Hartsfield-Jackson Atlanta International Airport form an unusual group of assets that create a competitive advantage.

Strategic planning by the City of East Point to exploit local assets will become more critical as the region and nation recover from the recent recession; market trends in the metro Atlanta region indicate only slow recovery. Recovery across all industries will occur only as employment grows. In its most recent (February 2011) 2010-2040 regional population and employment projections, the Atlanta Regional Commission lowered its estimates of job growth in the 20-county Atlanta region, last published in

2009. Nonetheless, the ARC’s population and employment forecasts show moderately strong long-term growth for the 20-county Atlanta region. The ARC expects that **8.3 million people will call the region home** by the year 2040, an increase of roughly three million people from today. Job growth, although not as robust as in the 1990s, will remain strong in the long term, as well. The ARC forecasts the region to have 3.65 million jobs by 2040, an addition of about 1.5 million jobs from today. One of the more significant trends that the ARC expects is the shrinking of the labor force participation rate (LFPR) over the coming decades. The labor force participation rate is expected to fall from a high of almost 74% in 2000, to around 62% by 2040.

Housing

Detailed housing statistics were obtained from the American Community Survey (ACS) results. For a city of East Point’s size, the most comprehensive statistics are estimates based on three years of data. The results discussed here are based on data collected from 2007-2009.

According to the ACS 2007-2009 estimate, there are **18,797 housing units** in East Point. Slightly more than half of the housing units are single-family detached homes, and about a third of the housing units are in multi-family buildings. Most of East Point’s housing stock was built in the mid-20th century. Construction slowed in the 1980s and 1990s, but picked up in the 2000s, with about 15% of East Point’s homes dating from the last decade.

The **housing vacancy rate** in East Point is **24.3%**, with 4,571 vacant housing units in the city. The housing vacancy rates from Fulton County and the state of Georgia from the same time period are 17.2% and 14.1%, respectively. About 40% of the vacant homes are listed for rent.

About half of the occupied housing units are owner-occupied, while the other half is occupied by renters. Most owners live in single-family homes, while most renters live in apartment buildings. More young people in East Point (under 45) live in rental housing, while more people aged 45 and up live in owner-occupied housing. Many owner-occupied homes in East Point (about a third) are occupied by a householder over the age of 60, more than Fulton County or Georgia. This fact contributes to East Point’s designation as a “Naturally-Occurring Retirement Community,” or a place where there are many seniors living independently in the community.

Table 13 : East Point Household Units in Structure

Units in Structure, 2009				
	Owner-Occupied		Renter-Occupied	
	Units	%	Units	%
Total Occupied Units	7,135	100.0%	7,091	100.0%
Single-family	6,842	95.9%	2,381	33.6%
Duplex	39	0.5%	714	10.1%
3-19 units	75	1.1%	2,841	40.1%
20 or more units	69	1.0%	829	11.7%
Mobile home	110	1.5%	326	4.6%

Source: American Community Survey (2007-2009) Table B25032

The **median value of an owner-occupied home** in East Point was **\$146,100** in 2009. Housing values have increased almost 70% since 2000, faster than in Fulton County or Georgia. Median monthly owner costs were \$1,263. The **median monthly rent was \$822**. The U.S. Department of Housing and Urban Development recommends spending no more than 30% of a household’s total income on housing costs. In East Point, there are not enough housing units that would be classified as affordable by this standard to the almost 4,000 households with annual incomes of less than \$25,000. East Point’s **median household income is \$40,546**, making homes with total monthly costs of \$1,013 or less affordable to the average household.

The U.S. Department of Housing prepares Census data to identify “cost burdened” households, or those that actually do pay 30% or more of their income on housing. In East Point, **44.2% of households are cost burdened**, and **20.1% are severely cost burdened**, or paying more than 50% of their total income on housing. Renters are more likely to pay more of their household income on housing; 53.9% of East Point renters are cost burdened, while 35.4% of owners are cost burdened.

Table 14 : Cost Burdened Households

Cost Burdened Households, 2009						
	East Point		Fulton County		Georgia	
	All Households: Owners and Renters					
	Units	%	Units	%	Units	%
Not cost burdened	7,539	53.0%	213,849	58.8%	2,146,153	62.1%
30% - 49%	3,422	24.1%	77,340	21.3%	674,506	19.5%
50% or Greater	2,860	20.1%	63,548	17.5%	520,480	15.1%
Not Computed	405	2.8%	8,689	2.4%	113,886	3.3%
Total Units	14,226	100.0%	363,426	100.0%	3,455,025	100.0%
	Owners					
	Units	%	Units	%	Units	%
	Not cost burdened	4,511	63.2%	138,860	66.4%	1,637,145
30% - 49%	1,515	21.2%	41,078	19.6%	413,807	17.8%
50% or Greater	1,013	14.2%	27,904	13.3%	258,919	11.1%
Not Computed	96	1.3%	1,362	0.7%	17,083	0.7%
Total Units	7,135	100.0%	209,204	100.0%	2,326,954	100.0%
	Renters					
	Units	%	Units	%	Units	%
	Not cost burdened	3,028	42.7%	74,989	48.6%	509,008
30% - 49%	1,907	26.9%	36,262	23.5%	260,699	23.1%
50% or Greater	1,847	26.0%	35,644	23.1%	261,561	23.2%
Not Computed	309	4.4%	7,327	4.8%	96,803	8.6%
Total Units	7,091	100.0%	154,222	100.0%	1,128,071	100.0%

Source: American Community Survey (2007-2009) Tables B25070 and B25091

East Point residents experience some other housing problems, as well. 122 occupied housing units lack plumbing, and 199 are missing complete kitchen facilities. About **4.6%** of homes in East Point are **overcrowded**, with more than 1 person per room. The overcrowding rate in East Point is higher than in Fulton County (2.4%) and in Georgia as a whole (1.4%).

One of East Point’s greatest cultural assets is its historic neighborhoods. Located close to downtown, these original neighborhoods are made up of a variety of housing types and styles. These residents have strong ties to the community; there are a number of active neighborhood associations. One organization, the East Point NORC (Naturally-Occurring Retirement Community), provides services and social opportunities for the many senior adults living in their own homes.

While East Point is extremely well situated between Atlanta and the airport and on interstates and MARTA, it does not have enough employment opportunities for its residents. The U.S. Census Bureau’s Center for Economic Studies identified **12,279 jobs** in East Point, fewer than the 14,226 households. 7.2% of these jobs are held by East Point residents, and 6% of East Point residents work in the city.

Natural and Cultural Resources

East Point does not have an abundance of natural resources within its city limits, but it does have a rich history and valuable cultural resources. The city has adopted the Environmental Part V standards to protect their water resources while allowing development to occur. These resources, as well as other environmentally sensitive areas and cultural assets, are catalogued below. East Point does not produce an **inventory of its environmentally sensitive areas or natural resources**.

No major rivers fall within the East Point city limits. There are a few large creeks, such as Camp Creek and Utoy Creek, running through the city limits. These water bodies are protected by city’s Stream Buffer Protection ordinance, which requires a 50-foot natural vegetative buffer on both sides of a stream bank and an additional 25-foot impervious surface setback.

There are a few small lakes and ponds located within the city limits, including Judy’s Lake. The city also has a reservoir within its boundary, on Headland Road.

Portions of East Point fall into a water supply watershed. There are two water supply watersheds within the city limits, both in the eastern older part of the city: the Flint River Watershed and the Ocmulgee River Watershed. Both of these watersheds are larger than 100 square miles, so they are considered to be large water supply watersheds and there are no specified minimum criteria for protection of streams in these areas.

Only about ten acres of East Point’s land area, just along the city limits in the southwest region, fall into a groundwater recharge area. The recharge area has been designated as a probable area of thick soils and should be treated as a significant recharge area. The Department of Natural Resources protects groundwater recharges areas with criteria for storage and disposal of hazardous and agricultural wastes, design of septic systems, and new development.

Wetlands within the State of Georgia are protected by the Department of Natural Resources' Rules for Environmental Planning Criteria. There are a number of small areas of wetland scattered throughout East Point, totaling about 28 acres. Filling or draining these areas should be avoided.

The city has no protected mountains within its boundary, but it does regulate development on steep slopes. The City of East Point's zoning regulations discourage constructing buildings on sites with slopes of 33% or greater. While a few areas of steep slopes have been identified primarily in the central part of the city, the topography poses few development concerns. The soil types in East Point are also suitable for urban development.

The City of East Point's primary public water source is Sweetwater Creek via an intake in Douglas County. Water storage and flow management take place at the Ben Hill Reservoir.

The city has approximately 735 acres of land, or almost 8% of the city's total land area, in floodplains. Most of this falls into the 100-year floodplain. Many of the floodplain areas are located along the western boundary of the city. In the southwest region, Camp Creek produces the largest floodplain area and most of the 500-year floodplains that are within the city limits.

While there are a few endangered and threatened species with habitats in Fulton County, none of them can be found in East Point. There are a few species that can be found in East Point that the Georgia DNR has classified as rare, including one bird and three plants. While it does indirectly protect habitats through ordinances protecting stream buffers and trees, East Point **does not currently participate in any land conservation programs**. Conserving land and protecting it from development can provide both habitat protection and a community asset.

East Point has deep roots as an early industrial and railroad town. While a number of historic commercial and industrial properties survive downtown, the city has not documented them or listed them on historic registers. However, the city's seven old warehouses along Norman Berry Drive on the north and extending south to the Atlanta Utility Works were listed on the National Register of Historic Places in 1985. The early residential neighborhoods are important historic and cultural resources, as well. With a variety of housing types and styles, these diverse neighborhoods exemplify the early housing market in East Point, with industrial workers living on the same street as factory managers. The **Dick Lane Velodrome** is another unique but underutilized community feature. While there is a historical society in East Point, the city has **not formally adopted historic preservation regulations** into its municipal code.

Community Facilities and Services

The City of East Point is governed by a Mayor and City Council. The City Manager is the head of the administrative branch of East Point’s government and is responsible for ensuring that adequate services are provided to the city’s approximately 33,000 residents.

The City of East Point has signed a Service Delivery Strategy (“SDS”) agreement with Fulton County and the thirteen other cities within its boundaries. The SDS determines which entity is responsible for each of a number of services, from emergency response to environmental protection. The Fulton County SDS has been reviewed to confirm which services East Point is responsible for and to make sure that the city is providing them.

East Point’s police force of 139 officers and three fire stations provide public safety to residents. The South Fulton Medical Center, located on Cleveland Avenue, provides emergency and extended medical care.

Governed by the Fulton County School System, East Point has **six public elementary schools, two public middle schools, and one public high school**. One charter middle school and four private schools are also located within the city limits. Point University, formerly Atlanta Christian College, is a higher-education facility located on Dodson Drive. The Atlanta-Fulton County Public Library System has one branch in downtown East Point and plans to construct another within the city in 2011 or 2012.

The city has a total of **163 acres of park space** in 18 different parks. East Point has nine mini-parks (all three acres or smaller), five neighborhood parks, two community parks, a nature park, and a sports complex. The updated 2010 Parks and Recreation Master Plan identified a deficit of about 100 acres of park space in the city.

East Point owns its own municipal water system, with water supplied by Sweetwater Creek and stored in the Ben Hill reservoir. The city also purchases electricity for its citizens through the Municipal Electric Authority of Georgia. Both of these assets result in low utility rates for East Point citizens. The city has also established a Stormwater Management Utility, a funding mechanism that supports stormwater services provided to community residents. East Point is currently updating its Solid Waste Management Plan.

Intergovernmental Coordination

The Technical Appendix identifies the full range of government entities the City of East Point coordinates with for comprehensive service delivery, including Fulton County, Atlanta Regional Commission (ARC), Fulton County Schools, MARTA, the Metropolitan North Georgia Metropolitan Water District, and state agencies such as the Department of Community Affairs (DCA) and Georgia Department of Transportation (GDOT). Several opportunities for enhanced coordination have been identified. For example, the city does not collaborate with Fulton County or adjacent cities for Comprehensive Planning purposes, and there are no border agreements in place. East Point does not share any services, such as parks and recreation, E-911, police, water, or sewerage, with other local governments.

Transportation

The City of East Point is well served by regional air, rail, and vehicular transportation facilities. Hartsfield-Jackson Atlanta International Airport, on the southeastern border of the City, provides superior access to all parts of the United States and the rest of the world. CSX and Norfolk-Southern both operate north-south rail lines through the City. The Metropolitan Atlanta Rapid Transit Authority's (MARTA) north-south rail line passes through the City. Interstate highways I-85, I-75, and I-285 pass through or near the city, and the city has a well-developed local roadway network. This mix of airport facilities, freight rail, transit, highway, and local roads helps to provide the City of East Point with a well-connected, multi-modal transportation network. The Technical Appendix fully documents the City's existing and planned transportation network.

Roads and Highways

There are approximately 198 road miles in the city. The City of East Point has very good regional roadway access, with interstate highways I-85 and I-285 passing through the city limits of East Point. I-75 is located a little over a mile from the city, while I-20 is located approximately 3 miles north of the City. Numerous other roadways serve the local needs of drivers in the city.

All of the roadways with more than two lanes in the city are interstate highways, freeways, and arterials. These roadways, particularly I-85, I-285, and Camp Creek Parkway/SR 6, are the primary roadways that experience traffic congestion problems in the city. Most of these roadways pass along the edges of the city. The primary multi-lane roadway that passes through the city is Main Street/US 29. Having multilane roadways primarily on the edges of the city prevents significant amounts of external commuter traffic from passing through the heart of the city. The 2-lane, local roadway network then provides good connectivity throughout most of the city.

The street network in downtown East Point is a grid. This provides very good connectivity in the downtown area. The rest of the city's roadways do not make a true grid street network. However, the street network is roughly a grid, composed of arterial and collector roadways which cut across the city and numerous local roadways which provide connectivity between the arterial and collector roadways.

While local street connectivity overall is very good, there are a number of barriers to connectivity throughout the city. The most notable are the CSX and Norfolk-Southern freight railroad lines and the MARTA heavy rail line located in the city. A number of roadways also act as barriers within the city or along the edge of the city including I-75, I-285, Langford Parkway/SR 166, and Camp Creek Parkway/SR 6. Vehicular traffic as well as bicyclists and pedestrians can only cross the rail lines and these roadways at specific locations. The rail lines cutoff the eastern side of the city from the rest of the city. However, these identified roadways are primarily along or near the edges of the city, so they have little impact on internal connectivity within the city. The main impact is to connectivity to the area surrounding the city.

The local street network provides very good connectivity within East Point, allowing local traffic to avoid congested highways and arterials. However, many of these roadways were not designed appropriately according to their use to assure appropriate travel speeds, particularly in downtown, making pedestrian activity unsafe and unappealing. The city has the opportunity to redesign streets appropriately for their use, add traffic calming features, and spatially define the streets with buildings, trees, and lighting to improve the bicycling and pedestrian experience.

Bicycle Facilities

The City of East Point is home to the Dick Lane Velodrome, a 0.2-mile 36° banked concrete track for bicycle racing. The Velodrome, located in Sumner Park, is owned by the city and is home to bicycle racing, youth bicycle activities, and is used for city functions. While the Velodrome is an asset to the city, there are no dedicated bike paths, multi-use trails, or bike lanes within the city.

The *City of East Point LCI Study* recommended a greenway trail along Main Street/US 29 from downtown to the Lakewood MARTA station to connect into the greenway trail proposed in the Lakewood/McPherson LCI study. The study also recommended other greenway trails, including one connecting downtown to the Dick Lane Velodrome. Implementing these recommended projects would start to address the lack of bicycle facilities in the city and help to make the city more bicycle-friendly.

Pedestrian Facilities

The premier pedestrian facility in the city is the 210-foot-long, eight-foot-wide pedestrian bridge which was constructed in 2001. The bridge spans the MARTA lines and four active rail lines and links downtown with new redevelopment sites east of the tracks. This facility helps pedestrians, including many students from Tri-Cities High School, to cross over the MARTA and freight rail tracks.

The *City of East Point LCI Study* documented the need for improvements to and maintenance of the current sidewalk network as a community-identified issue. Streets in the downtown core area of East Point typically have some type of sidewalk, but conditions vary. Major streets within the downtown area have minimum sidewalk widths of five feet and maximum sidewalk widths of ten feet along the east side of Main Street near the MARTA station. They are continuous throughout. The streets, however, are in need of street treatments. The sidewalks come alive during lunchtime, and the East Point MARTA station generates a significant amount of pedestrian traffic.

The local street grid in and around the downtown core provides numerous opportunities for pedestrian access to several downtown attractions. However, a lack of sidewalks and pedestrian amenities such as shade trees, benches, and way-finding signage discourages pedestrians. To address this issue, the *City of East Point LCI Study* made recommendations for pedestrian facilities including sidewalks as well as greenways that would be used by bicyclists and pedestrians.

Public Transportation

Fulton and DeKalb Counties are serviced by the largest transit system in Georgia, the Metropolitan Atlanta Rapid Transit Authority (MARTA). Public transportation, including rail and bus, is available throughout East Point. A number of bus routes serve the city, feeding riders into the MARTA heavy rail system. The East Point MARTA heavy rail station is located in the heart of downtown at the intersection of East Main Street with Washington Road.

There is fairly good transit coverage overall in the city. Increased MARTA usage has the potential to reduce traffic congestion on roadways in and around the city and make downtown a more vibrant activity center. The city can promote usage of MARTA by improving the pedestrian and bicycle infrastructure downtown and encouraging new development and redevelopment in the downtown area.

Areas with Limited Mode Choices

Relative to most of Metro Atlanta, the city is fairly well served by alternative transportation choices, particularly in the downtown core and along major thoroughfares. The area of the city least served by alternative transportation modes is that which developed west of the downtown core in the style of low density, auto-dependent subdivisions of single-family residences. The intersection of Dodson Drive and Hogan Road is at the heart of this area. There are numerous cul-de-sacs in this area, the streets are not laid out in a grid, and there is no sidewalk network. These factors discourage pedestrian traffic and effective transit service.

Additional bicycle and pedestrian infrastructure are the primary ways the city can address this issue. The additional infrastructure will improve the bicycling and pedestrian environment. It will also make the area more transit supportive by making it easier for people to reach the transit service.

Areas with Insufficient/Inadequate Parking

An assessment of the availability of parking was performed for the downtown core as part of the *City of East Point LCI Study*. Based on conversations with City staff and City Council, there is a perceived need for parking as 85% of the total spaces are private. Since the success of retail redevelopment in the downtown core depends on providing sufficient parking for patrons, it is clear that there is a need for adequate public parking. Development of an adequately sized public parking deck, however, is hampered by the parcel size and the need for appropriate clear zones for interior movement. Ultimately, the study identified parking as a priority and suggested that a parking deck downtown, available for the public, would remedy the current and future parking issues.

Freight

CSX and Norfolk-Southern both operate north-south rail lines through the city making freight connections to the rest of the nation readily available. Norfolk-Southern operates Industry Yard in the city of East Point. Other intermodal facilities are operated throughout the rest of the Metro Atlanta area by both railroad companies.

All state routes and interstate highways are available for use to commercial truck traffic. Trucks also use other roadways, particularly in commercial and industrial areas. These roadways include, but are not limited to, Central Avenue, Washington Road, Sylvan Road, Norman Berry Drive, and Willingham Drive. In some locations there is a conflict of scale between the city competitive advantage in hosting industrial uses with freight truck activity and its goal of compact, pedestrian-friendly infill development. Where appropriate, the city can identify ways to reduce or restrict truck traffic on some roadways while making roadways in industrial areas more truck-friendly. This will help both types of development and their associated transportation infrastructure to exist successfully in the city.

Commercial and General Purpose Air Terminals

There is no airport in the City of East Point. Hartsfield-Jackson Atlanta International Airport, on the southeastern border of the city, provides superior air access both domestically and internationally. As the world’s busiest airport, it serves as a major connecting hub for destinations around the world. Due to the airport’s proximity to the city, three private off-site parking lots for the airport are located along Camp Creek Parkway/SR 6. Hartsfield-Jackson Atlanta International Airport is accessible from East Point via multiple roadways as well as by taking the MARTA heavy rail system two stations south of the city.

Areas with Significant Traffic Congestion

Traffic congestion is a significant problem in the Metro Atlanta area. Congestion is a result of both the existing transportation infrastructure and the existing land use in an area. As development intensifies, more trips are made, increasing the demand on the transportation network.

The primary roadways that experience traffic congestion problems in the city are I-85, I-285, and Camp Creek Parkway/SR 6. These roadways experience high traffic volumes as they carry significant amounts of commuter traffic, regional traffic, and interstate traffic. It should be noted that residents of East Point can use MARTA heavy rail transit to avoid this traffic congestion when commuting to a number of major job centers, including downtown and midtown Atlanta, Buckhead, Perimeter Center, and Hartsfield-Jackson Atlanta International Airport. Some segments of Main Street/US 29 and Washington Road also experience traffic congestion problems. However, alternate routes exist for local trips so that drivers can avoid these roadways when needed, particularly during the peak hours.

In addition to the locations described above, field reviews indicated that traffic congestion is present at the I-285 at Camp Creek Parkway/SR 6 interchange. This area experiences traffic congestion problems primarily during the lunchtime peak period, weekday PM peak period, and at times during weekend PM peak periods. Traffic congestion at highway interchanges is common during AM and PM peak commute travel periods. Local land use includes a large amount of retail and restaurant development, multi-family residential development, and offsite parking facilities for Hartsfield-Jackson Atlanta International Airport. Additionally, nearby industrial development adds significant amounts of truck traffic to Camp Creek Parkway/SR 6 and to this interchange. This combination of local land uses, as well as commuter and regional traffic, all contribute to the traffic congestion at and near this interchange.

Shifting future development to the downtown area will reduce the need for trips to take place on already congested freeways and other major roadways. Instead, local roads can be used to access downtown by vehicular traffic. Implementing plans for improved bicycle and pedestrian infrastructure will provide bike/pedestrian connections between downtown and the surrounding area. The MARTA heavy rail station will continue to provide regional connectivity without the delays associated with congested roadways during peak traffic periods.

The Atlanta Regional Commission’s (ARC’s) Regional Transportation Plan (RTP) is a long-range plan that includes a mix of projects including roadways, bridges, bicycle/pedestrian infrastructure, transit services, and more. By federal law, the RTP is required to cover a minimum planning horizon of 20 years and must be updated every four years in areas that don’t meet federal air quality standards. The Envision6 RTP is the currently adopted plan for the Metro Atlanta area.

The ARC’s RTP is used to create a short-term work program with programmed funding sources known as the Transportation Improvement Program (TIP). The TIP is developed using the highest priority transportation projects from the RTP and must be financially balanced. The current TIP is for FY 2008-2013. Programmed projects from the current TIP and planned projects from the current RTP are listed in the following tables.

Table 15 : Programmed Short-Range Transportation Projects

Programmed Short-Range Projects in the City of East Point					
ARC ID	Completion Date	Project Type	Project Description	From	To
FS-211	2013	Bicycle/ Pedestrian Facility	Addition of two 4' wide bicycle lanes and two 6' wide sidewalks on Semmes Street.	Washington Road	Norman Berry Drive

Source: ARC Envision6 FY 2008-2013 Transportation Improvement Program (TIP)

Table 16 : Programmed Long-Range Transportation Projects

Planned Long-Range Projects in the City of East Point					
ARC ID	Completion Date	Project Type	Project Description	From	To
FS-017A	2020	Interchange Capacity	Reconstruction, with increased capacity, of the interchange at I-285 and Washington Road	I-285 Interchange	At Washington Road
AR-268B	2020	Fixed Guideway Transit Capital	Commuter Rail Stations and Park and Ride lots; <i>Note - No stations are planned in East Point, but the transit line passes through the City on an existing freight rail line.</i>	City of Atlanta	City of Lovejoy
FS-197	2020	Roadway Operational Upgrades	Roadway update/safety and signal improvement project and includes fiber optic interconnections for traffic signals on Virginia Avenue.	Harrison Road	Norman Berry Drive/Bobby Brown Parkway
FS-201	2030	General Purpose Roadway Capacity	Addition of one general purpose lane in each direction along Virginia Avenue.	Main Street/ US 29 (College Park)	I-85 (East Point)
FS-200A	2030	General Purpose Roadway Capacity	Segment 1 of this project includes widening Washington Road to a 4-lane undivided road, improving traffic signals on Washington Road, intersection improvements at Hammarkjold Avenue, Janice Drive and Carmel Drive, sidewalks, bike paths, and street lighting.	I-285	Desert Drive
FS-200B	2030	General Purpose Roadway Capacity	Segment 2 involves adding one general purpose lane in each direction along Washington Road.	Camp Creek Parkway/SR 6	Delowe Drive
FS-200C	2030	General Purpose Roadway Capacity	Segment 3 involves adding one general purpose lane in each direction along Washington Road.	Delowe Drive	Legion Way/US 29

Source: ARC Envision6 Regional Transportation Plan (RTP)

The tables show that one project in the City of East Point is included in the current TIP. This is a bicycle and pedestrian safety project on Semmes Street. The typical cross section for this project includes two 11' wide traffic lanes, two 4' wide bicycle lanes, one 8' wide parking lane, and two 6' wide sidewalks.

The ARC RTP includes a number of projects in the city. The projects that may have the most impact on the city include the interchange capacity project at I-285 and Washington Road and the capacity projects along Washington Road. These projects will increase the roadway capacity for the primary connection between downtown East Point, I-285, and the development along Camp Creek Parkway/SR 6. The interchange project will also help to relieve traffic congestion at the interchange of Camp Creek Parkway/SR 6 and I-285. These projects have completion dates in 2020 and 2030. As no funding has been programmed for these projects, this is a projected completion date that may change before the projects are implemented.

It should be noted that project AR-268B, the commuter rail line from the City of Atlanta to the City of Lovejoy, passes through the City of East Point but likely will not have a station in East Point. Nearby stations for this commuter rail line will likely be in downtown Atlanta and at the Southern Crescent multi-modal station.

Underutilized Transportation Facilities

A small number of roadways in the city are interstates, freeways, or arterials. Most of the roadways in the city are local roadways, along with some collector roadways. These roadways carry relatively low traffic volumes, although they also have a relatively low volume capacity. These roadways are utilized well by local traffic but do not have excess capacity for commuter or regional traffic.

The East Point MARTA rail station is marketed as a major asset to the City; however, it is an under-utilized part of the city's transportation infrastructure. While the East Point MARTA rail station is located in downtown, it is surrounded by relatively low-density land uses. Additional development and some redevelopment in the downtown area, particularly at higher densities than some of the existing development, would provide more potential riders to better utilize the East Point MARTA rail station. Increasing transit ridership will also help to reduce future traffic congestion on roadways in the city as well as in the region.

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PART FOUR:

Consistency with Quality Community Objectives

DCA adopted the Quality Community Objectives (QCO) as a statement of the development patterns and options that will help Georgia preserve unique cultural, natural and historic resources while looking to the future and developing to its fullest potential. As a planning tool, the Quality Community Objectives Assessment delineates a series of indicators for 15 policy objectives, organized into the form of a checklist meant to help conduct the analysis for the Community Assessment.

This assessment is meant to give a community an idea of how it is progressing toward reaching these objectives set by the Department, but no community will be judged on progress. The assessment is a tool for use at the beginning of the comprehensive planning process. Each of the fifteen QCOs has a set of yes/no questions, with additional space available for assessors' comments. The questions focus on local ordinances, policies, and organizational strategies intended to create and expand quality growth principles.

The QCOs serve as policy reference for the community as it prepares to participate in developing the Community Agenda. This initial assessment is meant to provide an overall view of the community's policies, not an in-depth analysis at this stage.

Note: Statements in RED were East Point's comments from the 2026 Comprehensive Plan that differ from the current assessment and should be double-checked. Statements in BLUE are from Pond & Company and should be addressed.

DEVELOPMENT PATTERNS			
Traditional Neighborhoods:			
Traditional neighborhood development patters should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.			
<i>Statement</i>	<i>Yes</i>	<i>No</i>	<i>Comments</i>
1. If we have a zoning code, it does not separate commercial, residential and retail uses in every district. No, the current zoning ordinance does separate uses. Note: zoning separates uses, however there are zoning categories that allow mixed-use (MI; MIX; CR)		X	
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.	X		
3. We have a street tree ordinance that requires new development to plant shade-bearing trees appropriate to our climate. Yes, An Ordinance exists but needs revisions. An ordinance implementing a tree bank fund was adopted in 2005 Note: 10-6010 requires one per 2,000 sf impervious.		X	
4. Our community has an organized tree-planting campaign in public areas that will make walking more comfortable in summer.		X	We do however have a Sidewalk Bank.
5. We have a program to keep our public areas (commercial, retail districts, parks) clean and safe. Yes, Keep East Point Beautiful is a Volunteer Board that ensures the cleanliness and safety of Public Areas	X		
6. Our community maintains its sidewalks and vegetation well so that walking is an option some would choose. Yes, East Point plans to continue to add sidewalks for residents and has a maintenance program.		X	
7. In some areas, several errands can be made on foot, if so desired.		X	
8. Some of our children can and do walk to school safely.	X		However not beyond the frontage of the school
9. Some of our children can and do bike to school safely.		X	Bike lanes do not exist. However a Safe Route to School Program is being established
10. Schools are located in or near neighborhoods in our community.	X		

Infill Development:
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 urban core of the community.

Statement	Yes	No	Comments
1. Our community has an inventory of vacant sites and buildings that are available for redevelopment and/or infill development.	X		Not all vacant sites throughout the City are identified, but all of the prime redevelopment properties are.
2. Our community is actively working to promote Brownfield redevelopment.		X	
3. Our community is actively working to promote Greyfield redevelopment.		X	The 2006 Corridors TAD Plan identified several areas and staff actively promotes redevelopment through contact with developers and
4. We have areas of our community that are planned for nodal development (compacted near intersections rather than spread along a major road.)	X		The 2006 Corridors TAD Plan identifies 11 such areas, and staff actively promotes redevelopment through contact with developers and
5. Our community allows small lot development (5000 SF or less) for some uses.		X	

Sense of Place:
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. YES, Community Identification Monuments will mark the entrance points of the city, and were erected in 2006. Other plans and actions to accomplish this goal include the development of: Downtown Master Plan, East Point LCE Study, Streetscape construction for Main Street in 2006.		X	
2. We have delineated the areas of our community that are important to our history and heritage and have taken steps to protect those areas. YES and NO, A National Register Historic District is designated within East Point, but other areas would likely be eligible. A local historic district and appointment of a Historic Preservation Commission would assist in further protecting areas of important history and heritage.	X		
3. We have ordinances to regulate the aesthetics of development in our highly visible areas. Yes, Two Overlay district have been implemented for the Central Business District/Downtown area and Cleveland Avenue (adopted December 12, 2005).	X		
4. We have ordinances to regulate the size and type of signage in our community. East Point has an adopted sign ordinance that regulates these items.	X		
5. If applicable, our community has a plan to protect designated farmland.		X	N/A

Transportation Alternatives: 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. <i>Yes, Well served by MARTA rail and bus service</i>	X		
2. We require that new development connects with existing development through a street network, not a single entry/exit.	X		
3. We have a good network of sidewalks to allow people to walk to a variety of destinations.		X	
4. We have a sidewalk ordinance in our community that requires all new development to provide user-friendly sidewalks.	X		Sidewalk Bank
5. We require that newly built sidewalks connect to existing sidewalks wherever possible	X		
6. We have a plan for bicycle routes through our community. <i>Yes, Town Master Plan and LCI Study identified Routes</i>		X	
7. We allow commercial and retail development to share parking areas wherever possible.	X		

Regional Identity: Each region should promote and preserve a regional "identity," or regional sense of place, defined in terms of traditional 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. <i>YES, Unique architectural styles exist around downtown East Point.</i>		X	
2. Our community is connected to the surrounding region for economic livelihood through businesses that process local agricultural products.		X	
3. Our community encourages businesses that create products that draw on our regional heritage (mountain, agricultural, metropolitan, coastal).		X	
4. Our community participates in the Georgia Department of Economic Development's regional tourism partnership.	X		
5. Our community promotes tourism opportunities based on the unique characteristics of our region.	X		This has become a larger area of focus with the increase of the Hotel Tax in June 2011. The City has partnered with the ACVB to better capitalize on potential tourism opportunities.
6. Our community contributes to the region, and draws from the region, as a source of local culture, commerce, entertainment, education. <i>YES, various community festivals are held through the year.</i> <i>POND COMMENT: East Point contributes to Regional Commerce through Airport Hotel, Park and Ride lots; MARTA Parking Lot and Rail Line; and the new I85 Retail Center</i>		X	

RESOURCE CONSERVATION			
Heritage Preservation: 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.			
<i>Statement</i>	<i>Yes</i>	<i>No</i>	<i>Comments</i>
1. We have designated historic districts in our community. <i>YES, National districts exist but not local districts.</i>		X	
2. We have an active historic preservation commission. <i>NO, No Commission at this time. The Planning Commission does architectural reviews.</i>		X	
3. We want new development to complement our historic development, and we have ordinances in place to ensure that happening. <i>YES, An infill compatibility survey for development is distributed to developers as well as architectural standards in the overlay districts.</i>		X	

Open Space Preservation: 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 greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.			
<i>Statement</i>	<i>Yes</i>	<i>No</i>	<i>Comments</i>
1. Our community has a greenspace plan. <i>Yes, City has participated in Governors greenspace program</i>	X		
2. Our community is actively preserving greenspace – either through direct purchase, or by encouraging set-asides in new development. <i>Currently there is 20% set aside, new Ordinance will be adopted at 40% midyear 2006</i> <i>Note: Was this adopted?</i>		X	
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. <i>No, No local land program. Seeking easements to protect areas.</i> <i>Note: Where do they stand with easements?</i>		X	
4. We have a conservation subdivision ordinance for residential development that is widely used and protects open space in perpetuity. <i>Note: Completed in 2006. Not sure that this facilitates new town planning.</i>	X		

Environmental Protection: Environmentally sensitive areas should be protected from negative impacts of development, 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.			
<i>Statement</i>	<i>Yes</i>	<i>No</i>	<i>Comments</i>
1. Our community has a comprehensive natural resources inventory.		X	
2. We use this resource inventory to steer development away from environmentally sensitive areas.		X	
3. We have identified our defining natural resources and have taken steps to protect them.		X	
4. Our community has passed the necessary Part V Environmental Ordinances, and we enforce them.	X		
5. Our community has and actively enforces a tree preservation ordinance.	X		
6. Our community has a tree-replanting ordinance for new development.	X		
7. We are using stormwater best management practices for all new development.	X		
8. We have land use measures that will protect the natural resources in our community (steep slope regulations, floodplain or marsh protection, etc.).	X		

SOCIAL AND ECONOMIC DEVELOPMENT			
Growth Preparedness: Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.			
<i>Statement</i>	<i>Yes</i>	<i>No</i>	<i>Comments</i>
1. We have population projections for the next 20 years that we refer to when making infrastructure decisions. <i>YES, Population projects are a major consideration in the formulation of the Capital Improvements Program maintained by the City.</i>		X	
2. Our local governments, the local school board, and other decision-making entities use the same population projections. <i>YES, The City of East Point has adopted the population projections created in the Fulton County Comprehensive Plan to ensure compatibility with regional development planning.</i>		X	
3. We have a Capital Improvements Program that supports current and future growth. <i>YES, The City maintains a regularly updated Capital Improvements Program to guide decision.</i>	X		
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. <i>YES, Through the LCI</i>		X	We have identified prime redevelopment areas in 2 TAD Plans.

Appropriate Businesses: The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long-term sustainability, 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.		X	Recognizing this deficit, the City approved a Citywide Strategic ED Plan to address this and other essential ED strategies. It will begin in August 2011.
2. Our ED organization has considered the types of businesses already in our community, and has a plan to recruit business/industry that will be compatible.		X	Recognizing this deficit, the City approved a Citywide Strategic ED Plan to address this and other essential ED strategies. It will begin in August 2011.
3. We recruit businesses that provide or create sustainable products. NO, Several major Employers in Glass and Recycling			
4. We have a diverse jobs base, so that one employer leaving would not cripple us.	X		

Employment Options: 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.		X	Only through partnership with other organizations at this time.
2. Our community has jobs for skilled labor.	X		
3. Our community has jobs for unskilled labor.	X		
4. Our community has professional and managerial jobs.	X		Although this is an area we are seeking to improve

Consistency with Quality Community Objectives

Staff Draft 08.1.1.1

Housing Choices:
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 community (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

Statement	Yes	No	Comments
1. Our community allows accessory units like garage apartments or mother-in-law units.	X		
2. People who work in our community can afford to live here, too.	X		
3. Our community has enough housing for each income level (low, moderate, and above-average incomes) No, 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.	X		
4. We encourage new residential development to follow the pattern of our original town, continuing the existing street design and recommending smaller setbacks.	X		
5. We have options available for loft living, downtown living, or “neo-traditional” development.		X	
6. We have vacant and developable land available for multifamily housing.	X		
7. We allow multifamily housing to be developed in our community.	X		
8. We allow multifamily housing to be developed in our community.	X		
9. We support community development corporations building housing for lower-income households.	X		
10. We have housing programs that focus on households with special needs.		X	
11. We allow small houses built on small lots (less than 5,000 square feet) in appropriate areas.		X	

Educational Opportunities:
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.		X	Only through partnership with other organizations at this time.
2. Our workforce training programs provide citizens with skills for jobs that are available in our community.		X	
3. Our community has higher education opportunities, or is close to a community that does. YES, Atlanta Christian College is in the City; a variety of opportunities exist in the Atlanta region.	X		
4. Our community has job opportunities for college graduates, so that our children may live and work here if they choose.	X		Several businesses, organizations and medical facilities that actively recruit people w/ degrees are located in EP.

GOVERNMENTAL RELATIONS

Local Self-determination:

Communities should be allowed to develop and work toward achieving their own vision for the future. Where the state seeks to achieve particular objectives, state financial and technical assistance should be used as the incentive to encourage local government conformance to those objectives.

Statement	Yes	No	Comments
1. We have a citizen-education campaign to allow all interested parties to learn about development processes in our community.	X		
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.	X		
3. We have a public-awareness element in our comprehensive planning process.	X		
4. We have clearly understandable guidelines for new development.	X		
5. We offer a development guidebook that illustrates the type of new development we want in our community.		X	
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.	X		
7. We have a budget for annual training for planning commission members and staff, and we use it.	X		
8. Our elected officials understand the land-development process in our community.		X	

Regional Cooperation:

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 or development of a transportation network.

Statement	Yes	No	Comments
1. We plan jointly with our cities and county for Comprehensive Planning purposes. Yes, each adjoining government is appointed as a steering committee member.		X	
2. We are satisfied with our Service Delivery Strategies Yes, Agreement signed October 2005	X		
3. We cooperate with at least one local government to provide or share services (parks and recreation, E911, Emergency Services, Police or Sheriff's Office, schools, water, sewer, other). Yes, The City of EP provides water service for portions of Fulton County, College Park & Hapeville. A cooperative agreement exists between EP and College Park to assist with Police and Fire in extreme situations. 911 emergency is regionalizing with Fulton County.		X	

City of East Point Mission 2036 Comprehensive Plan Update

**Prepared for the city of East Point, Georgia
Department of Planning & Zoning**

by

POND & COMPANY

in association with

Huntley Partners & PEQ

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STAFF DRAFT - 08.11.11