

City of East Point

MISSION 2036

Comprehensive Plan Update

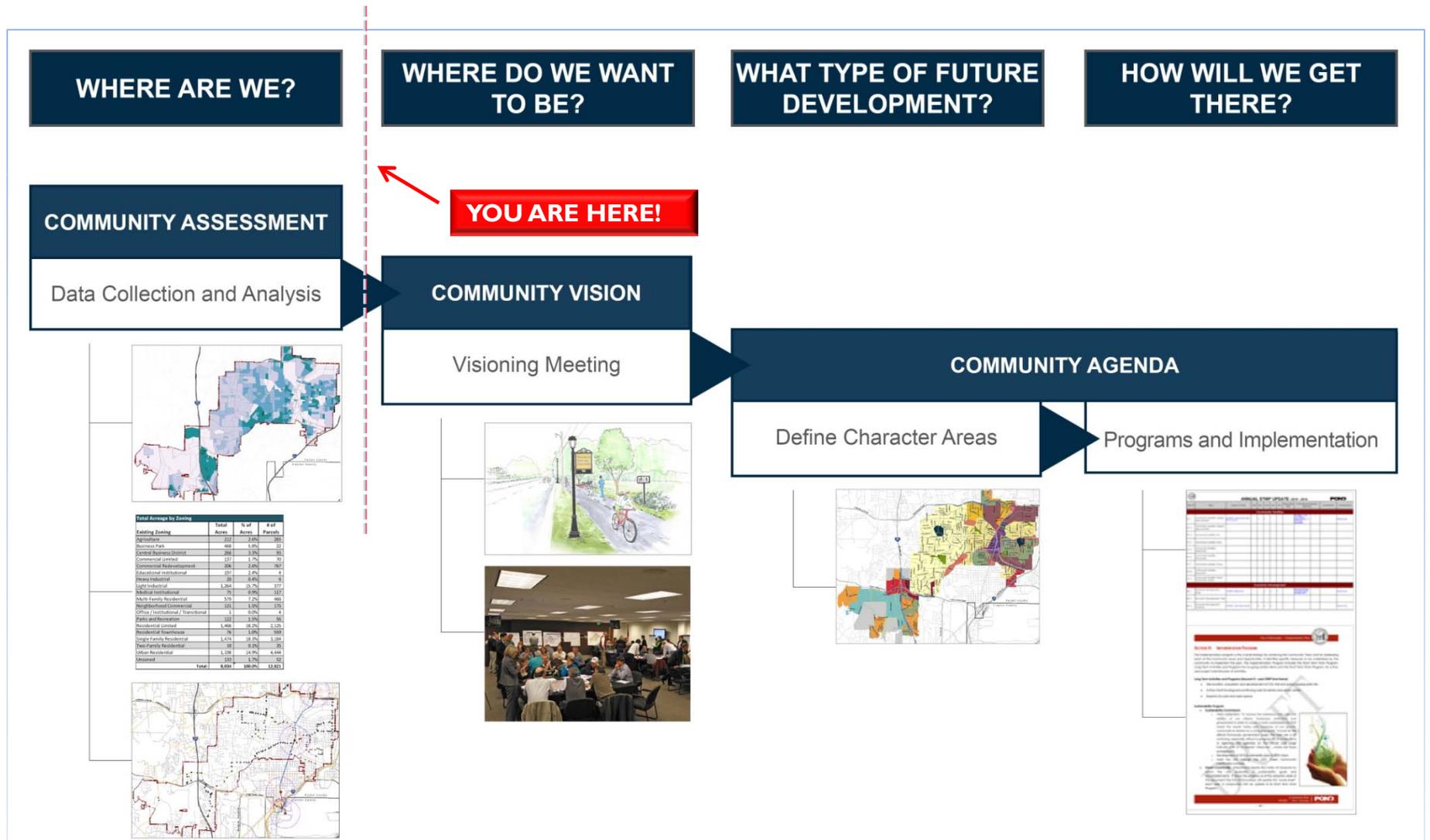


MEETING NAME & DATE

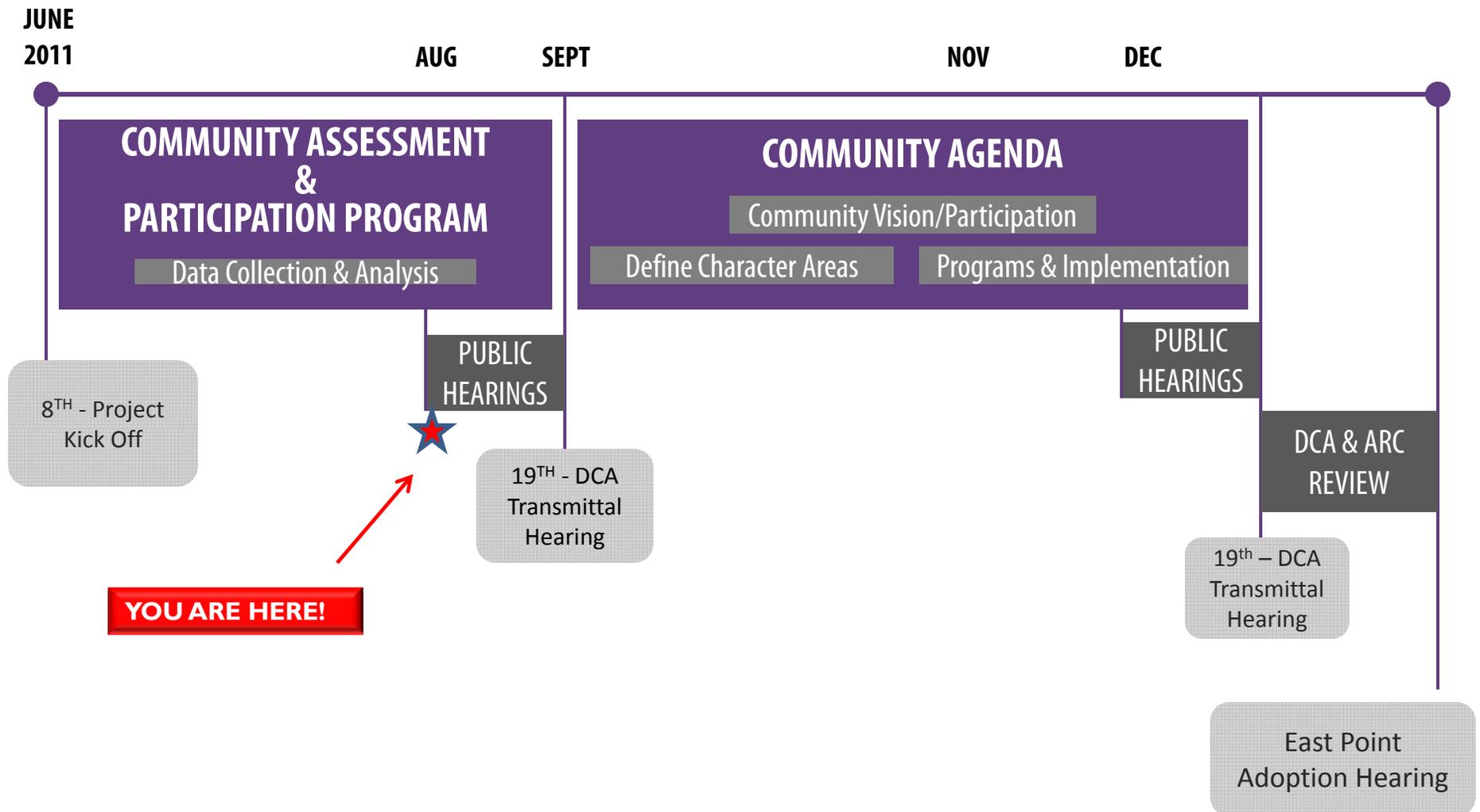
P&Z Work Session: September 8, 2011
City Council Work Session: September 12, 2011

P&Z Public Hearing: September 15, 2011
City Council Public Hearing: September 19, 2011

Process



Project Schedule



MISSION 2036 Comprehensive Plan Update

Status

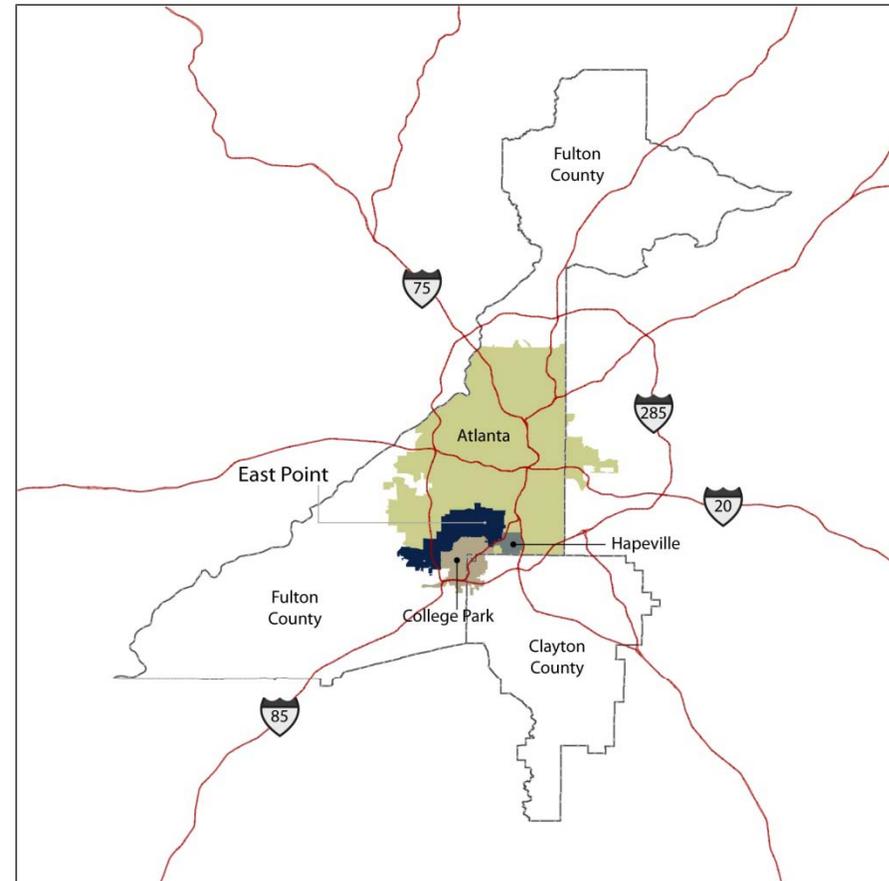
Collected Data

Assessed

- East Point today
- Trends for tomorrow
- Issues and Opportunities
- Character Areas
- Areas of Special Attention
- Quality Community Objectives

Drafted

- Community Agenda
- Technical Appendix
- Participation Plan



Components

Community Assessment

- *Land Use*
- *People*
- *Economic Development*
- *Housing*
- *Natural And Cultural Resources*
- *Community Facilities*
- *Intergovernmental Coordination*
- *Transportation*

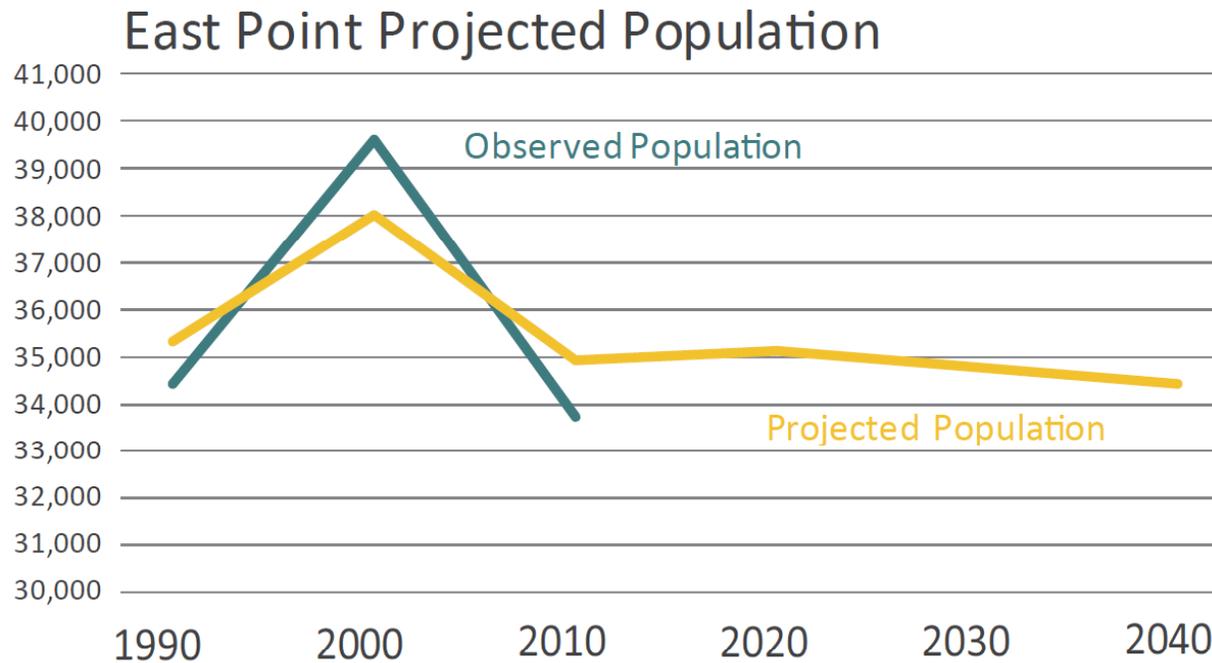
Community Participation Plan

- *Identification of Stakeholders*
- *Participation Program*
- *Techniques*
- *Schedule*



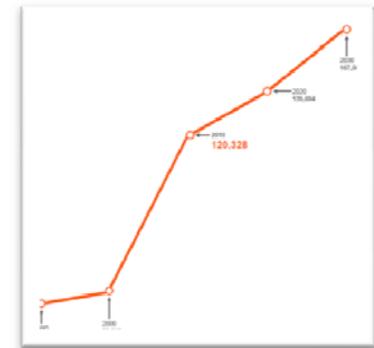
Population

- 2010 population: **33,712**
- Population grew in the 1990s, but has declined to pre-1990 levels

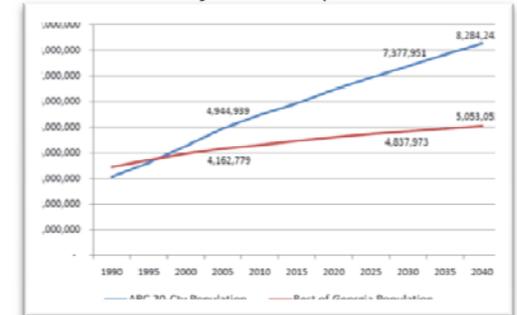


Sources: U.S. Census Bureau, Fulton County 2030 Comprehensive Plan, Atlanta Plan 2040

Fulton County 2030 Projected Population



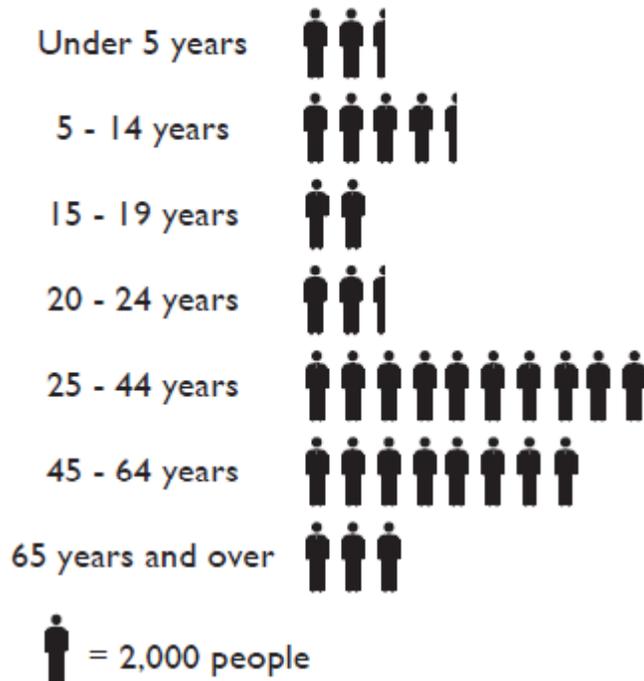
Atlanta Region and Georgia 2040 Projected Population



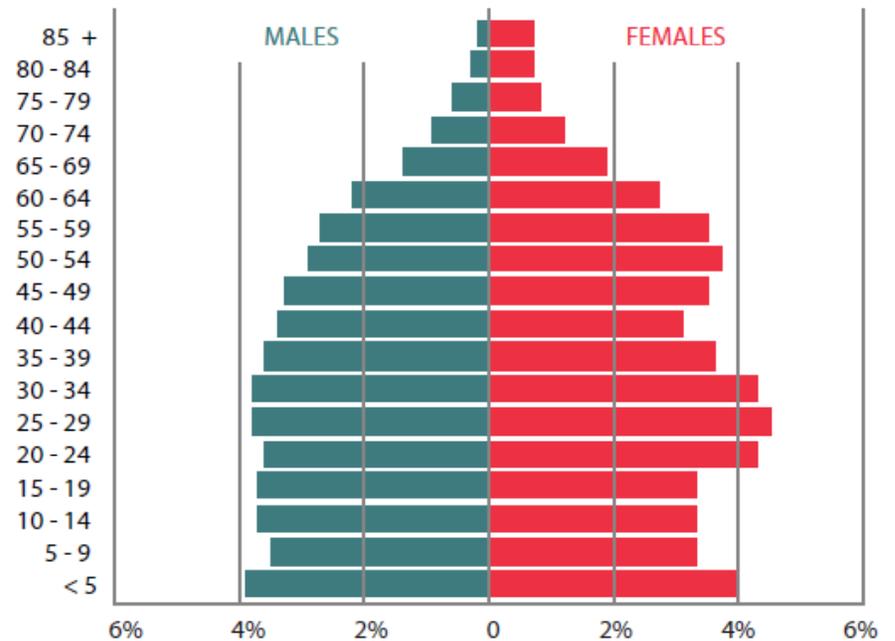
Population

- As in Atlanta and the rest of the nation, East Point's population is aging. By 2030, one in five Atlanta residents will be over 60.

East Point Population by Stage of Life, 2009



East Point Population by 5-year Cohort, 2009

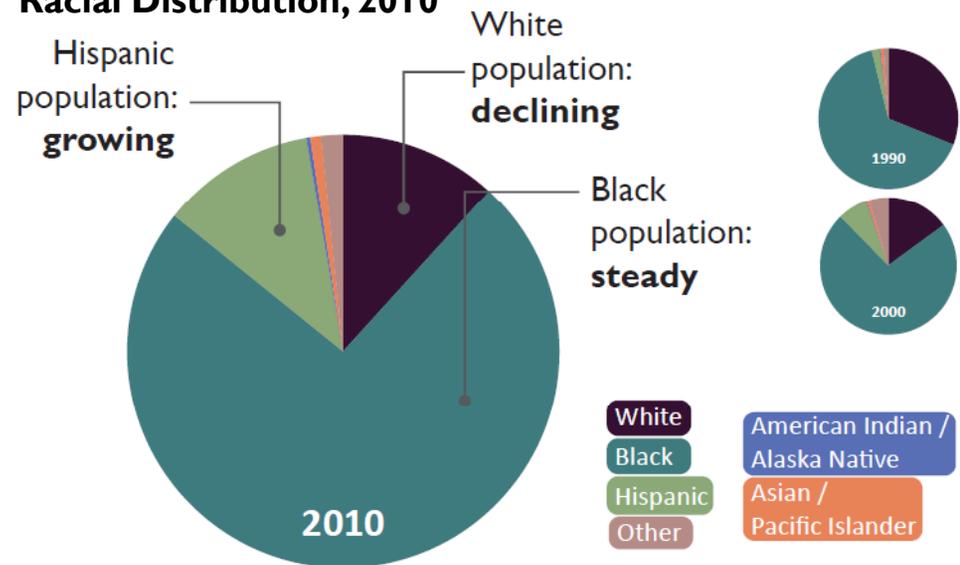


Source: American Community Survey 2009

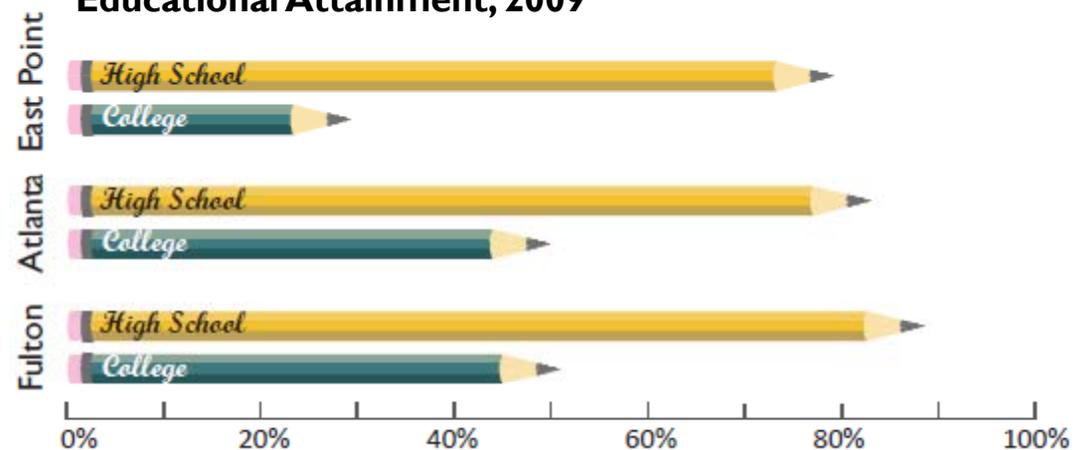
Population

- Like the rest of the Atlanta region, East Point is growing **more racially diverse**.
- Hispanic population is growing rapidly while other groups are declining.
- East Point has similar shares of high school graduates, but **fewer college graduates** than in Atlanta or Fulton County.

Racial Distribution, 2010



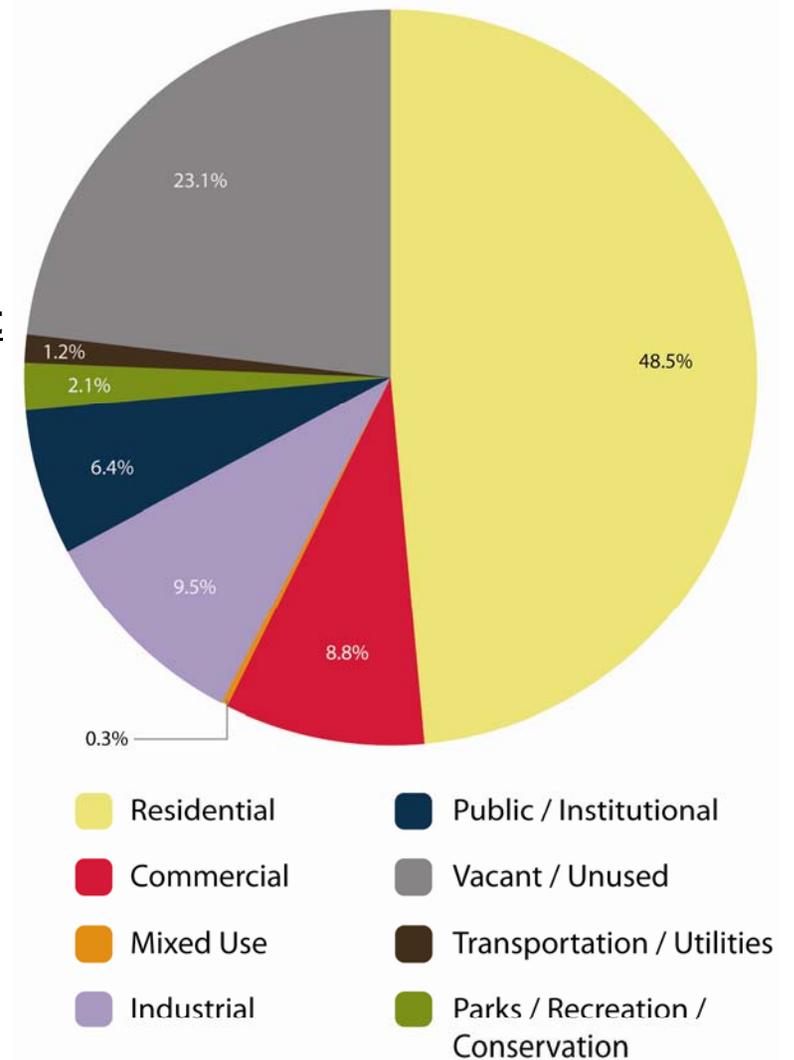
Educational Attainment, 2009



Source: U.S. Census Bureau 2010;
American Community Survey 2009

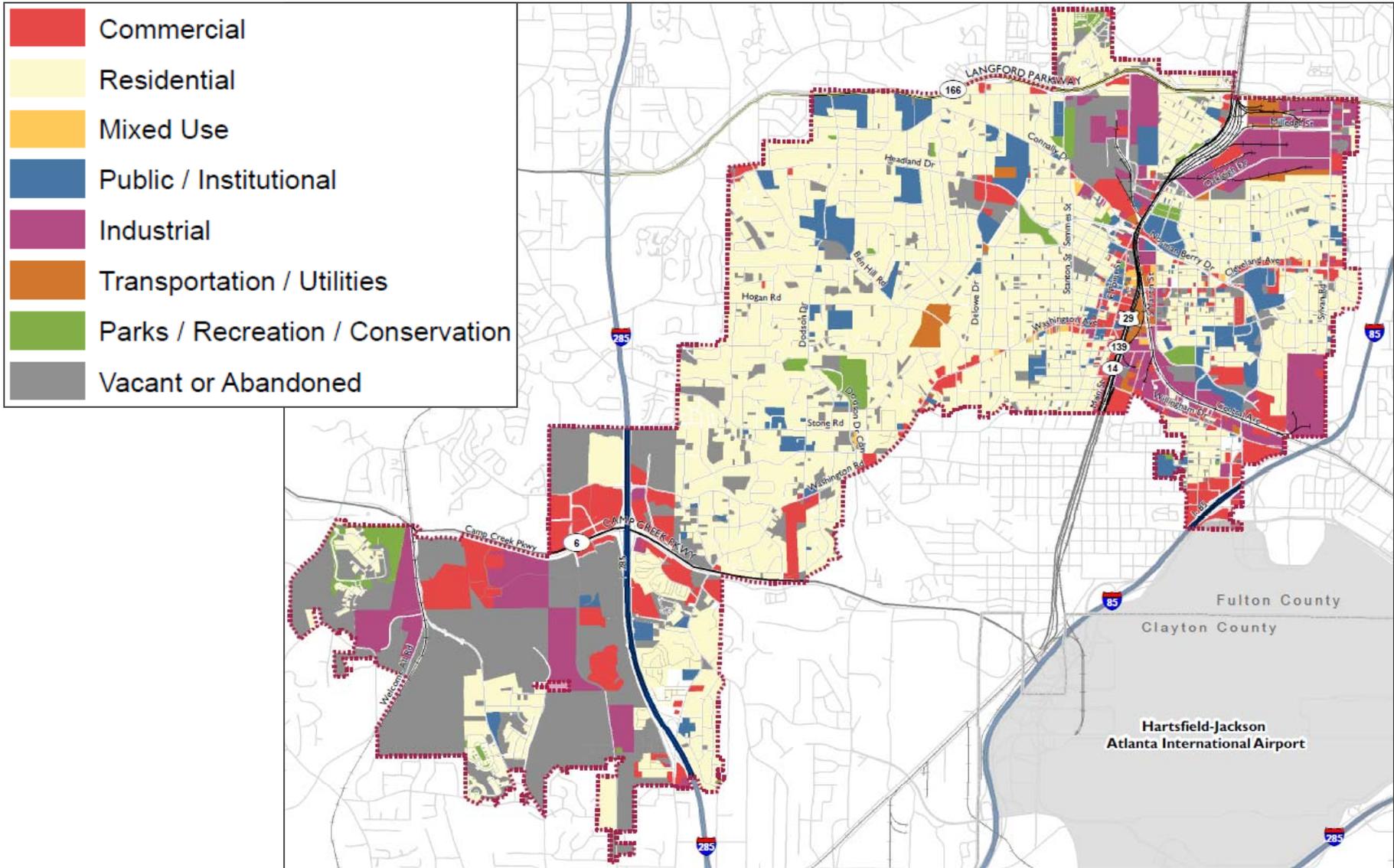
Land Use

- Almost **half** of East Point's land is used for **residential**
- **8.8%** of East Point's land is used for **commercial**
- **Only 0.3%** is occupied by mixed-use development
- **9.5%** is made up of **industrial** uses
- **6.4%** is used for **public** or **institutional** purposes
- **Greenspace** and **parks** cover **2.1%** of the land
- **1.2%** is used for **transportation** or **utilities**
- **23.1%** of the parcel acreage in East Point is **vacant**, either undeveloped or abandoned

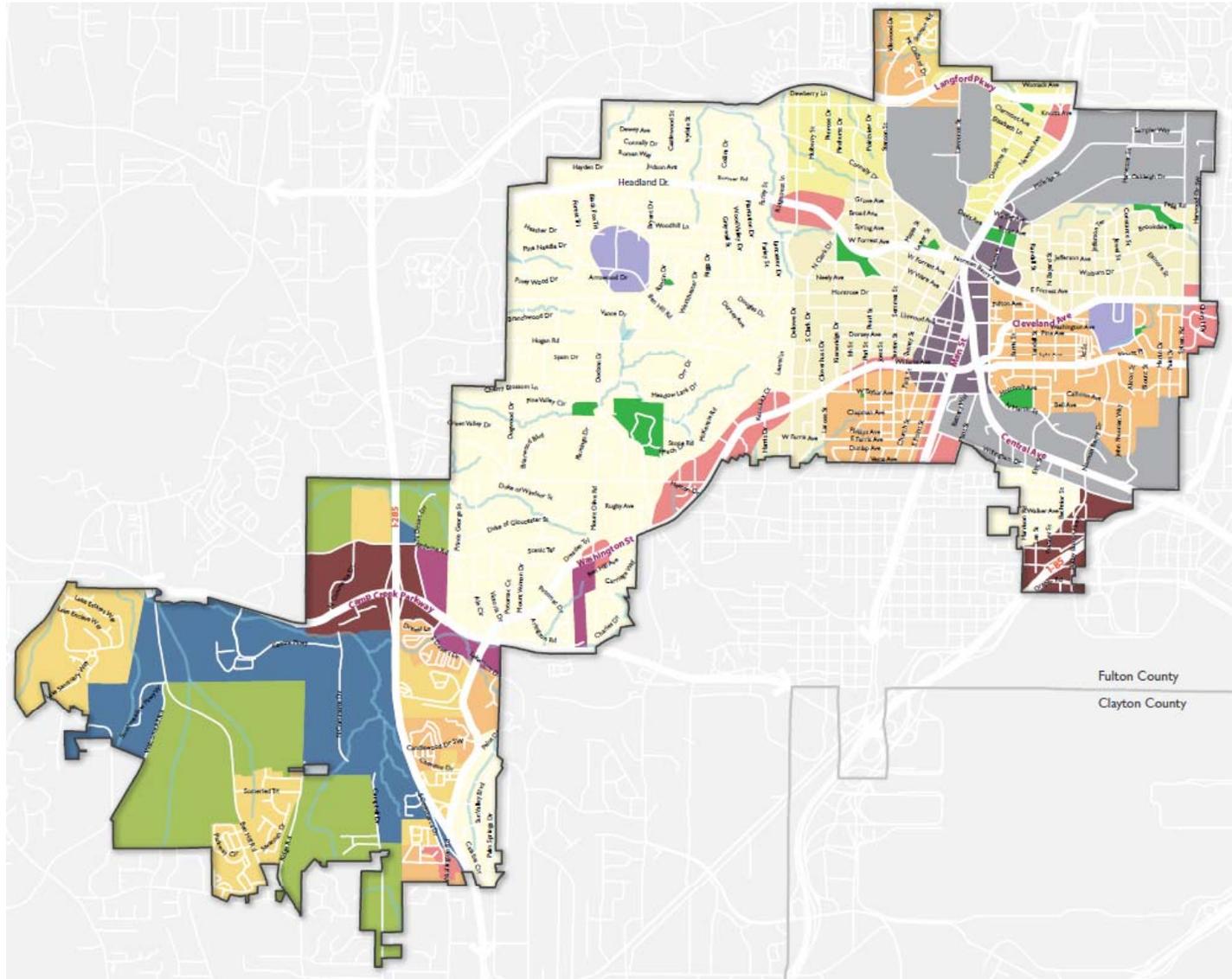
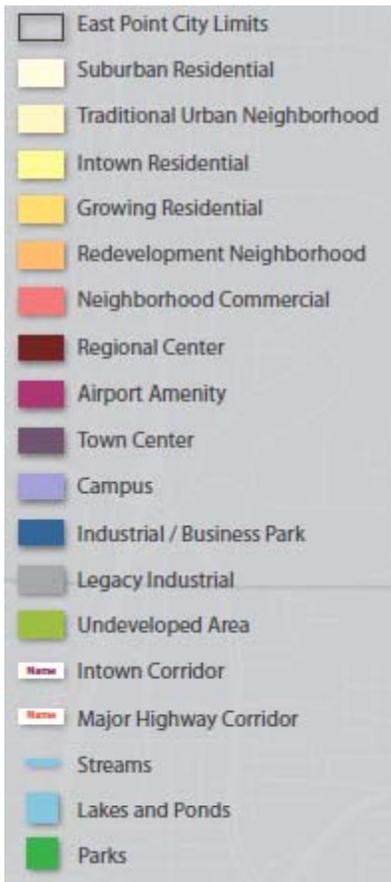


Source: Fulton County Tax Assessor 2010

Land Use



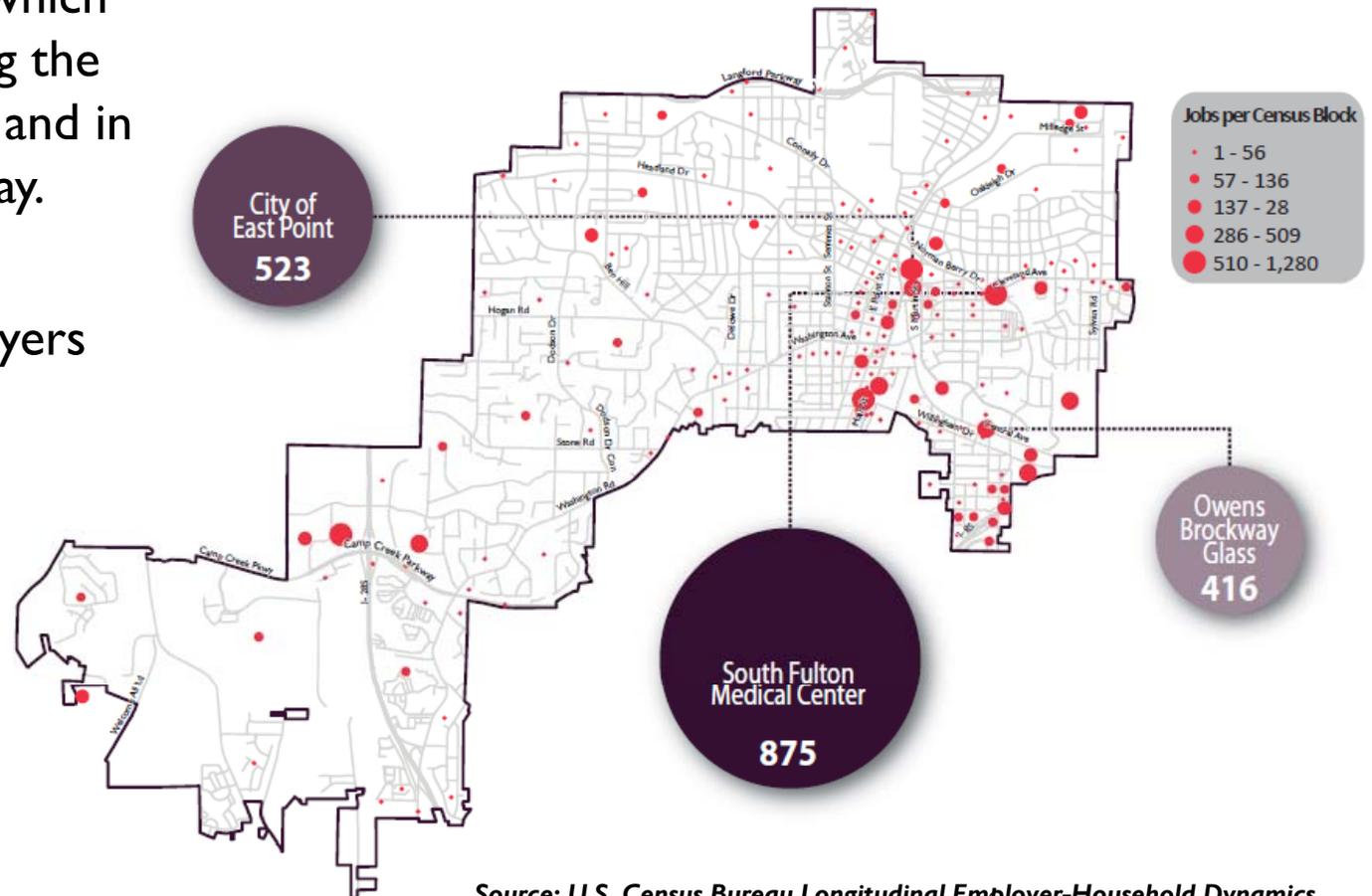
Character Areas



Economic Development

- 13,463 jobs are located in East Point, most of which are downtown, along the industrial corridors, and in Camp Creek Parkway.
- The 3 largest employers are shown here.
- Nationally & in Atlanta, the fastest-growing industry is **healthcare**, which is the largest industry (by # of employees) in East Point.

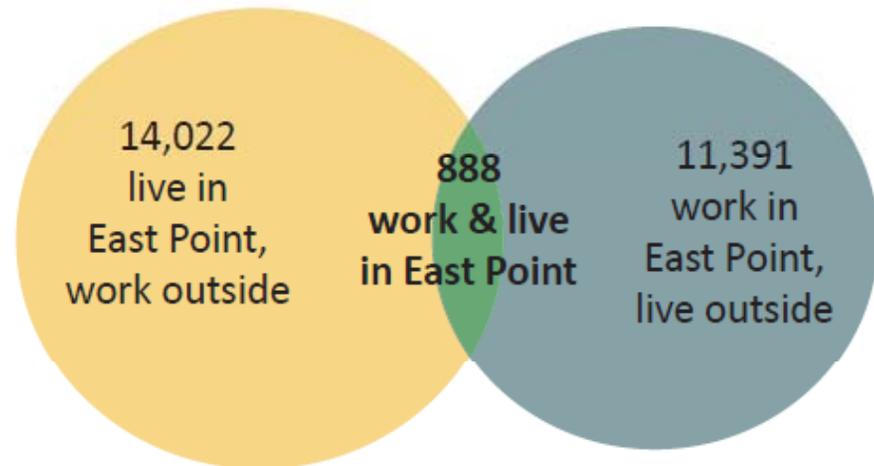
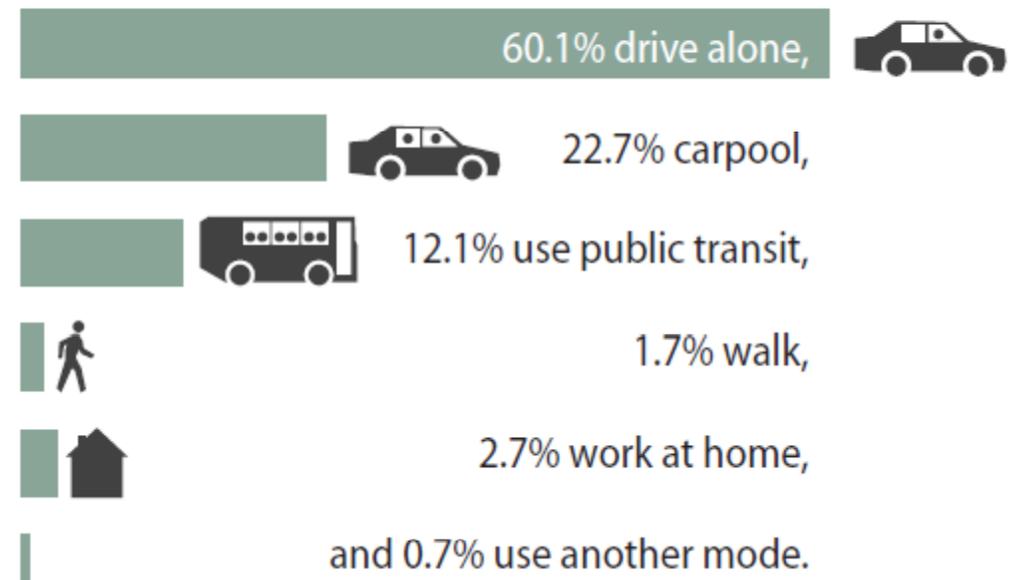
Number of Jobs per Census Block, 2009



Economic Development

- Most commuters drive to work.
- About the same percentage use public transit in East Point as in the City of Atlanta.
- In 2009, only 888 residents also worked in East Point.

How do you get to work?

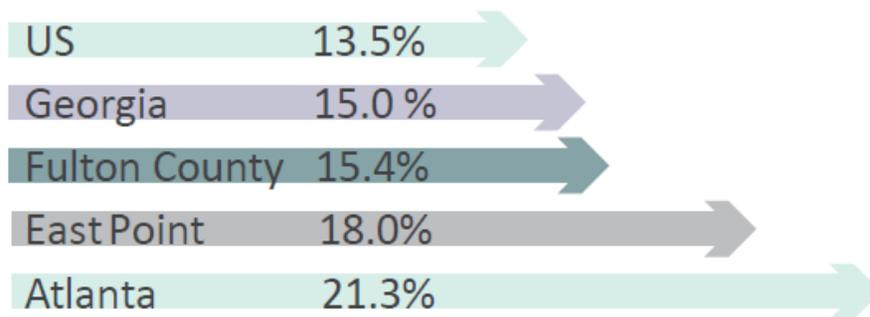


Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics, American Community Survey 2009

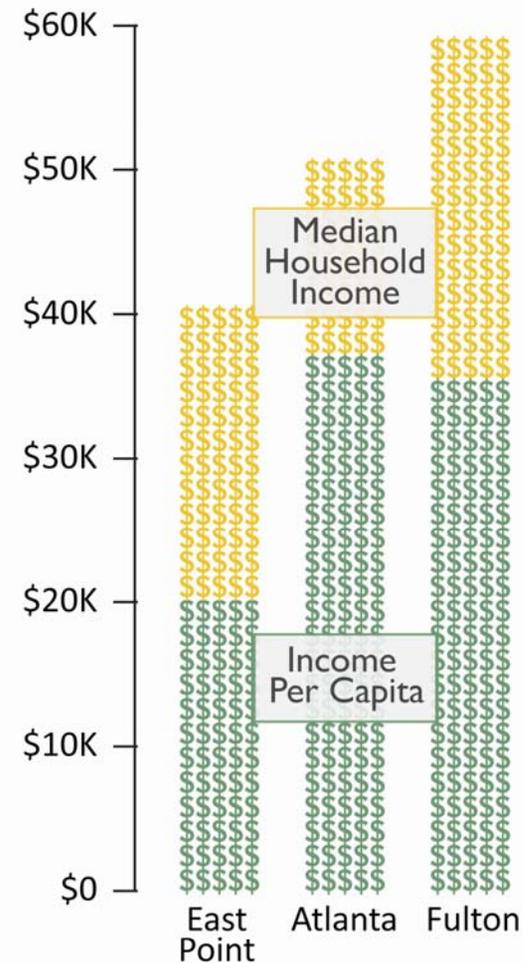
Economic Development

- The unemployment rate in East Point is **13.7%**.
- Per capita income is **almost half** Atlanta and Fulton County levels, and median household income is also lower.
- The poverty rate in East Point (18%) is higher than Fulton County and Georgia, but lower than Atlanta's (21.3%).

2009 POVERTY RATE



Source: American Community Survey 2009

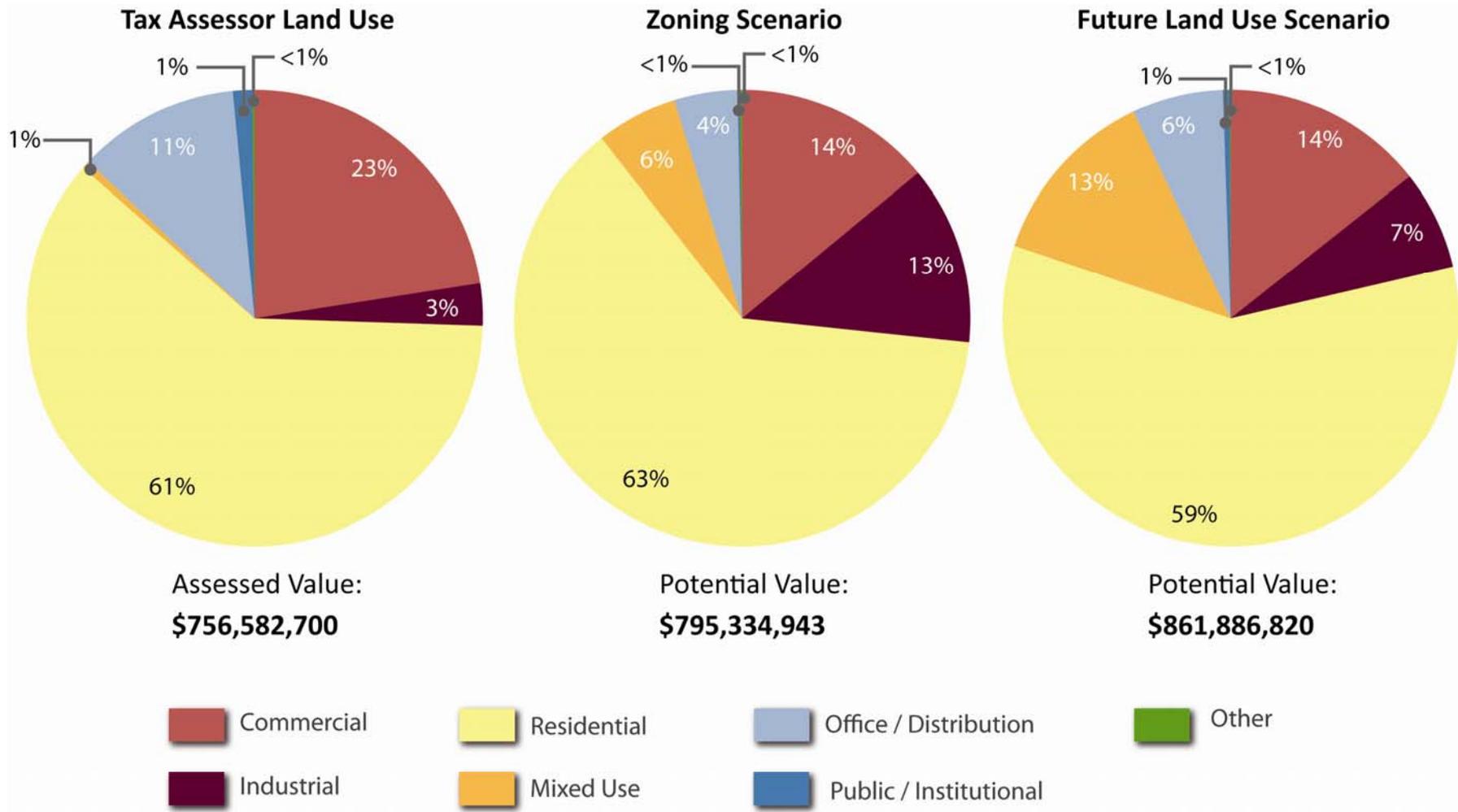


Economic Development: Demand Trends

| Total East Point Demand Net of Current Excess Inventory, 2011-2036 | | |
|---------------------------------------------------------------------------|---------------------------------|-------------------------------------|
| | Years 1-10 2011-2021 | Total 25 Years 2011-2036 |
| Retail | 690,302 sq ft | 1,366,051 sq ft |
| Neighborhood Services (from household growth) | 20,887 sq ft | 64,430 sq ft |
| Office (from employment growth) | 756,878 sq ft | 1,871,498 sq ft |
| Industrial (from employment growth) | 102,523 sq ft | 404,425 sq ft |
| Residential: Single Family Detached Houses | (242) units | 1,024 units |
| Residential: Townhouses/Condos | (1) units | 222 units |
| Residential: Multi-family Rentals/Apartments | (289) units | 1,125 units |
| Total Residential Units: All Types | (532) units | 2,371 units |

Source: Huntley Partners, 2011

Economic Development: Future Scenarios



Housing

- **24.3% of housing units in East Point were vacant in 2009.**

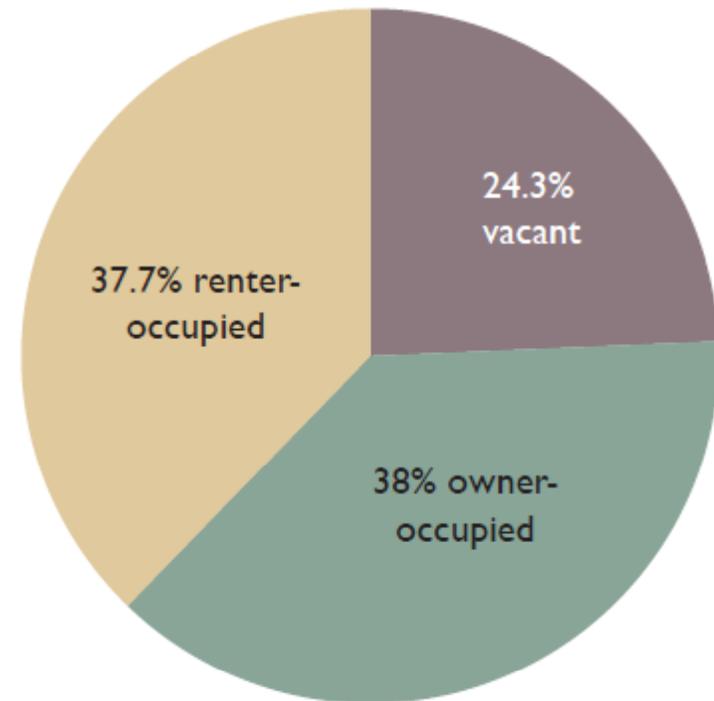
- Half of the occupied units are owner-occupied, and half are renter-occupied.

- Most vacant homes are for rent (41%). Many are for sale (19%). A third are categorized as “other vacant.”

- Half of East Point’s homes were built in the 1950s and 1960s.

- The median home value in East Point in 2009 was **\$146,100**, a 70% increase from \$86,500 in 2000.

- Median gross rent was **\$822** in 2009.

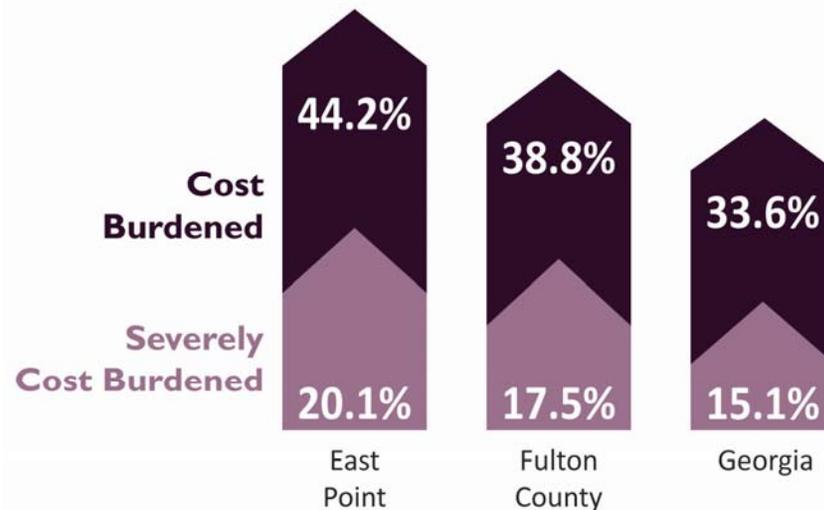


Housing by Type

Source: American Community Survey 2009

Housing

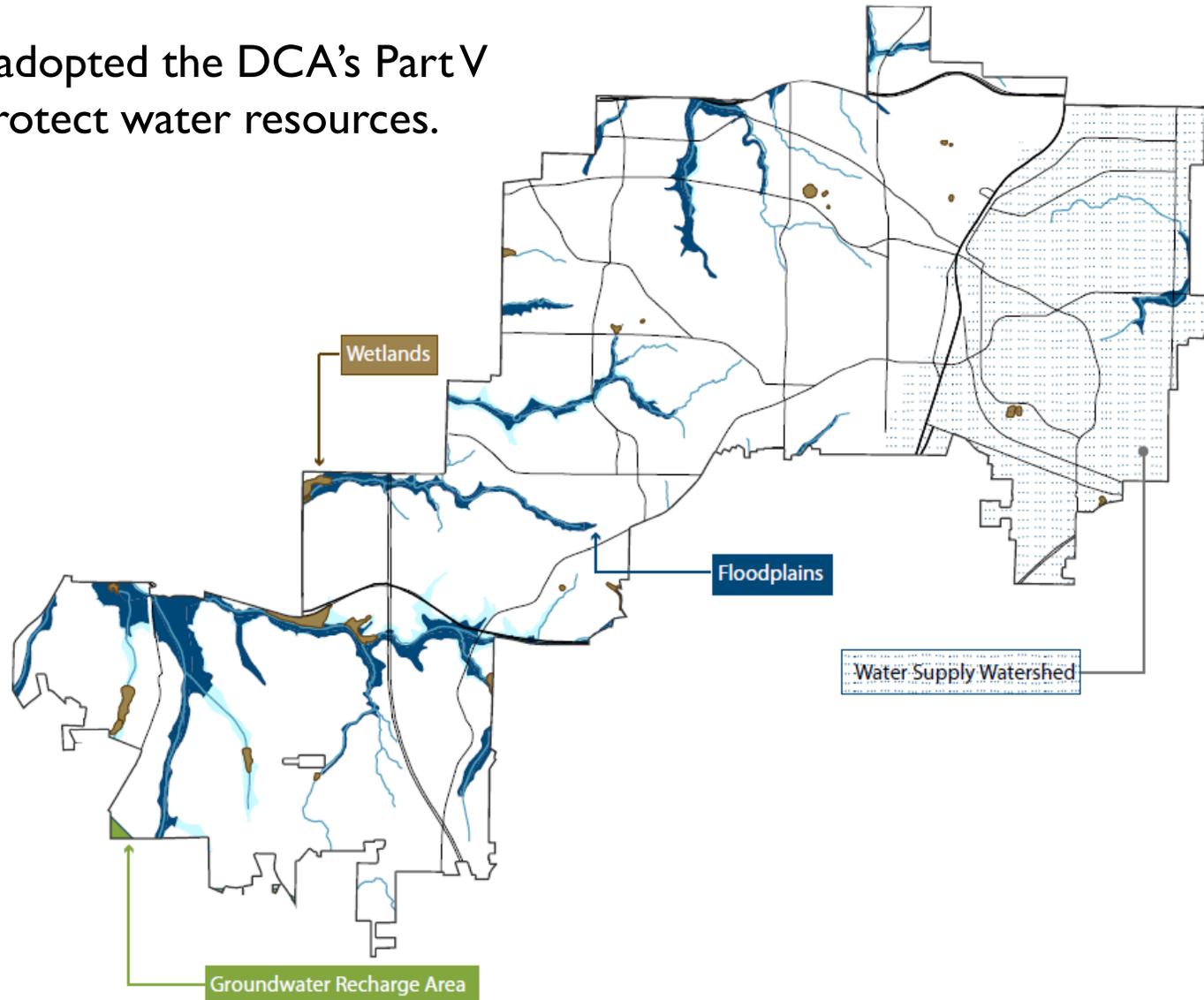
Cost-burdened households – those that pay 30% or more of their income on housing. Severely cost burdened households pay more than 50% of their income on housing. (U.S. Department of Housing and Urban Development)



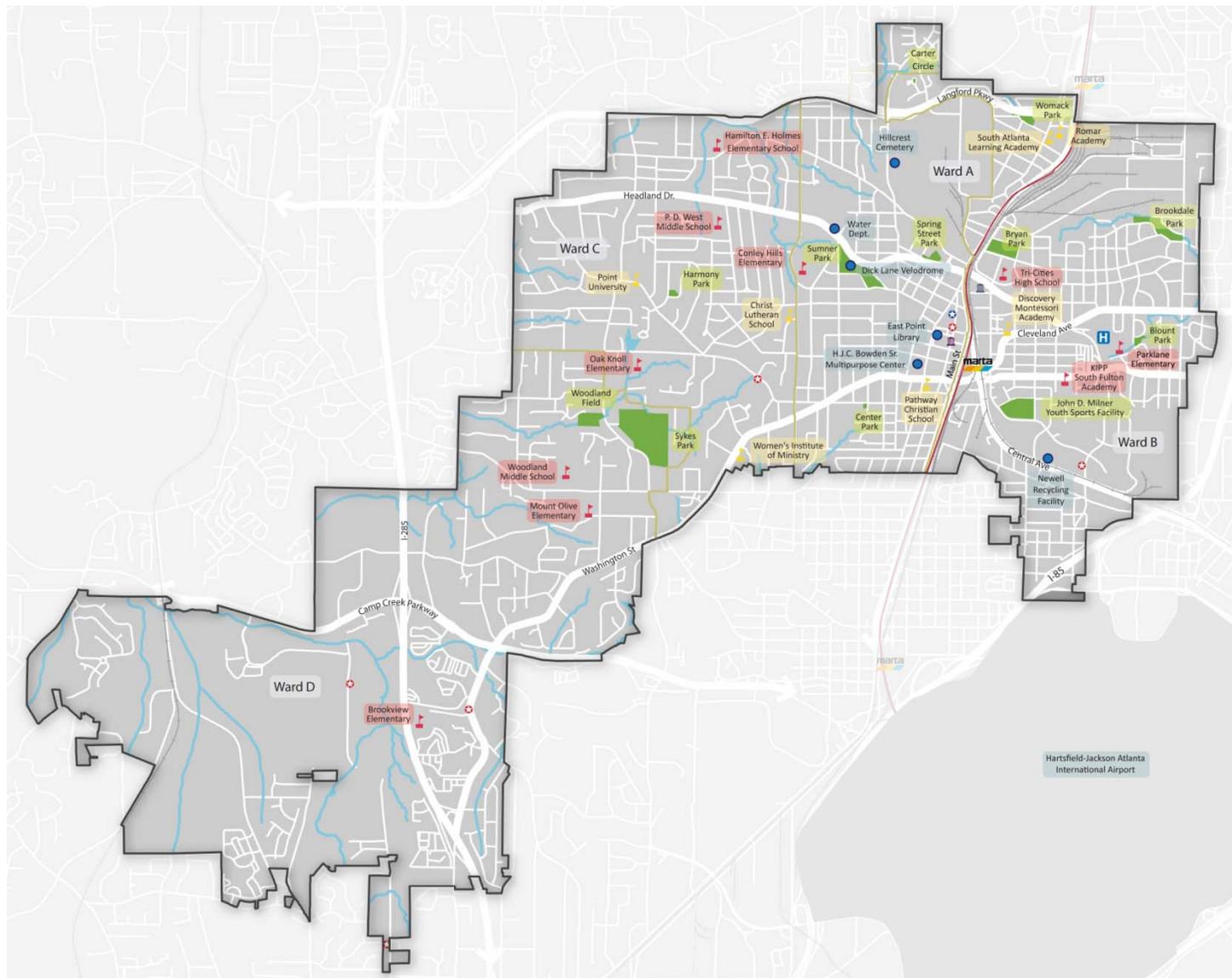
- **648** homes in East Point were **overcrowded** in 2009 (> 1 person/room).
- **122** occupied homes in East Point lacked **plumbing facilities** in 2009.
- **199** occupied homes in East Point lacked complete **kitchen facilities** in 2009.

Natural Resources

- East Point has adopted the DCA's Part V standards to protect water resources.



Community Facilities



Public Involvement Schedule



Next Step

