

# Town Center

## CHARACTER AREAS: FUTURE DEVELOPMENT

-  Interstate
-  Major Road
-  Local Street
-  City Limits
-  Railroad
-  Parks
-  Public School
-  Private School
-  Fire Station
-  Police Station

Data Source: City of East Point, Atlanta Regional Commission



**CITY of EAST POINT**  
Mission 2036: Comprehensive Plan Update

### TOWN CENTER Subarea 1: Historic Downtown

Downtown East Point is and will continue to be the heart of the city. As such, historic properties will be protected as an asset 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 will focus on providing retail, office, services, and employment, and/or residential development targeted to a broad range of income levels. Mixed use development, with retail uses on the ground floor and office or residential uses above, should be encouraged downtown. Pedestrian access and open space are important to enhance citizens' enjoyment of East Point. An inviting gathering place, with pedestrian and bicycle amenities and facilities for outdoor entertainment, should be a focal point of the district.

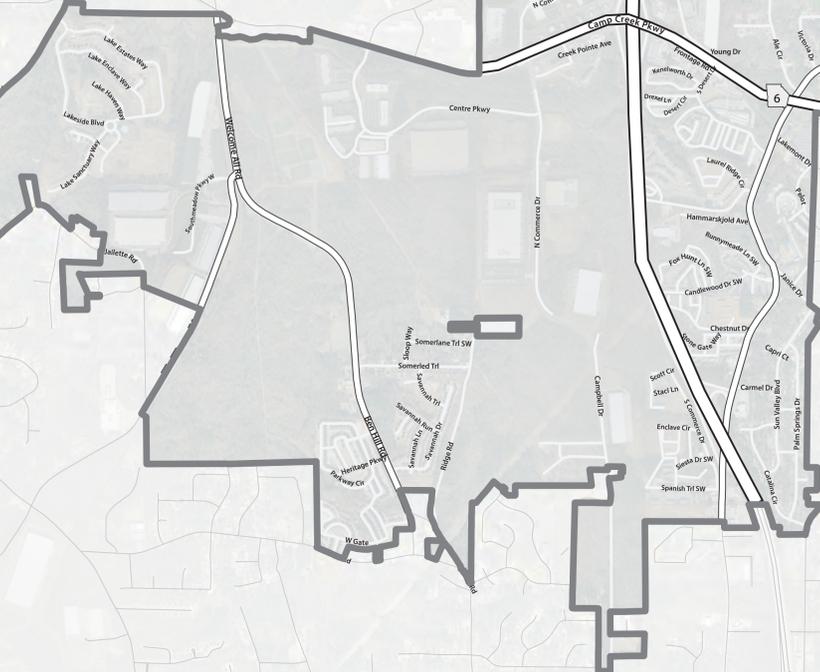
#### Future Development Patterns:

- Preserve historic properties
- More parking
- Better retail - grocery store
- Make Tri-Cities a community center
- Downtown will become a destination, with gathering places and community events



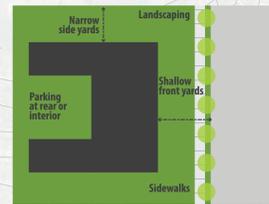
#### Use and Scale:

- Ground floor retail/office, upper floors residential
- Institutional: schools, government buildings
- Greenspace
- 2-4 stories



### TOWN CENTER Subarea 2: Lawrence Street Brownfield

East Point's Town Center is divided into three unique sub-areas: the Lawrence Street brownfield, downtown, and the Central Avenue warehouse district. The Lawrence Street brownfield will be the home of mixed-use office and retail buildings. Parking will be located interior to the buildings or lots, so the environment is inviting and pedestrian-friendly. This large tract of land will benefit from being subdivided into small blocks that connect to the existing surrounding grid network of streets to improve access and connectivity. A grocery store could draw users to this area. The city envisions integrated green spaces and civic amenities.

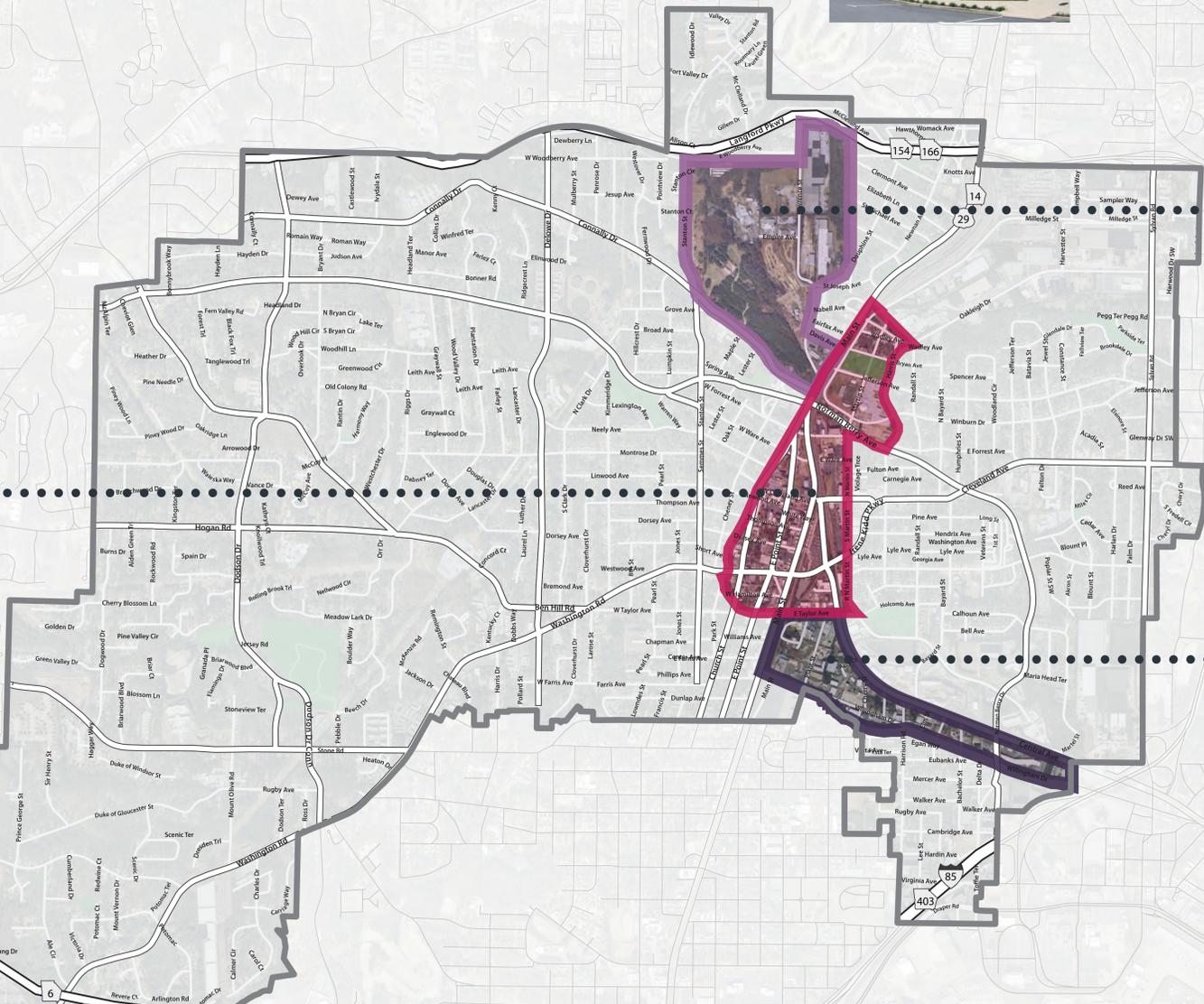


#### Future Development Patterns:

- Subdivide with small blocks to improve connectivity and blend with the existing neighborhoods
- Greenspace
- Walkable, pedestrian-scale mixed use buildings

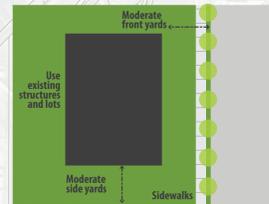
#### Use and Scale:

- Mixed use, commercial/office/residential
- Try for an anchor tenant, such as a grocery store
- Greenspace
- 2-4 stories



### TOWN CENTER Subarea 3: Willingham Warehouse District

The Willingham Drive warehouse district should encourage mixed-use infill in the existing industrial environment. Loft-style housing, artists' studios, and live-work spaces will make up the residential portion of this new neighborhood. A new entertainment retail focus will bring restaurants, bars, and nightclubs to this area, as well, attracting both East Point residents and hotel visitors from the nearby Virginia Avenue corridor. Any new use will occur through compatible infill or existing retrofitted structures. Some light industrial uses will remain, to retain the important economic asset and the characteristic "grittiness" of Willingham Drive.



#### Future Development Patterns:

- Medium to large lots
- 1- to 2-story buildings
- Sidewalks surrounding schools and on Headland, Ben Hill Road, and Washington Road
- Connectivity: connect to downtown with train/transit/bike path
- Redevelopment of existing multi-family with quality design and materials with no more than 4 units per structure

#### Use and Scale:

- Low- to medium-density single family residential (no more than 4 dwelling units per acre)
- Institutional (e.g. schools, churches)
- Parks and greenspace

