

Commercial Districts

CHARACTER AREAS: FUTURE DEVELOPMENT

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Data Source: City of East Point, Atlanta Regional Commission

Scale: 1 inch = 1,200 feet

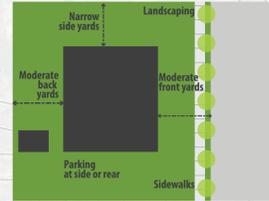
CITY of EAST POINT
Mission 2036: Comprehensive Plan Update

NEIGHBORHOOD CENTER

East Point's Neighborhood Centers 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. They are located along major corridors and at transportation nodes. Currently, many of these commercial centers are in need of investment. The vision for the future is that developers will work to retrofit these sites to make them more aesthetically appealing, more marketable to prospective tenants, and more accessible to pedestrians and bicyclists. Where major redevelopment does not occur, façade and streetscape improvements will increase the curb appeal of these sites. The city aims to recruit high-quality local or neighborhood commercial and retail to these sites, which are in prime locations for redevelopment.

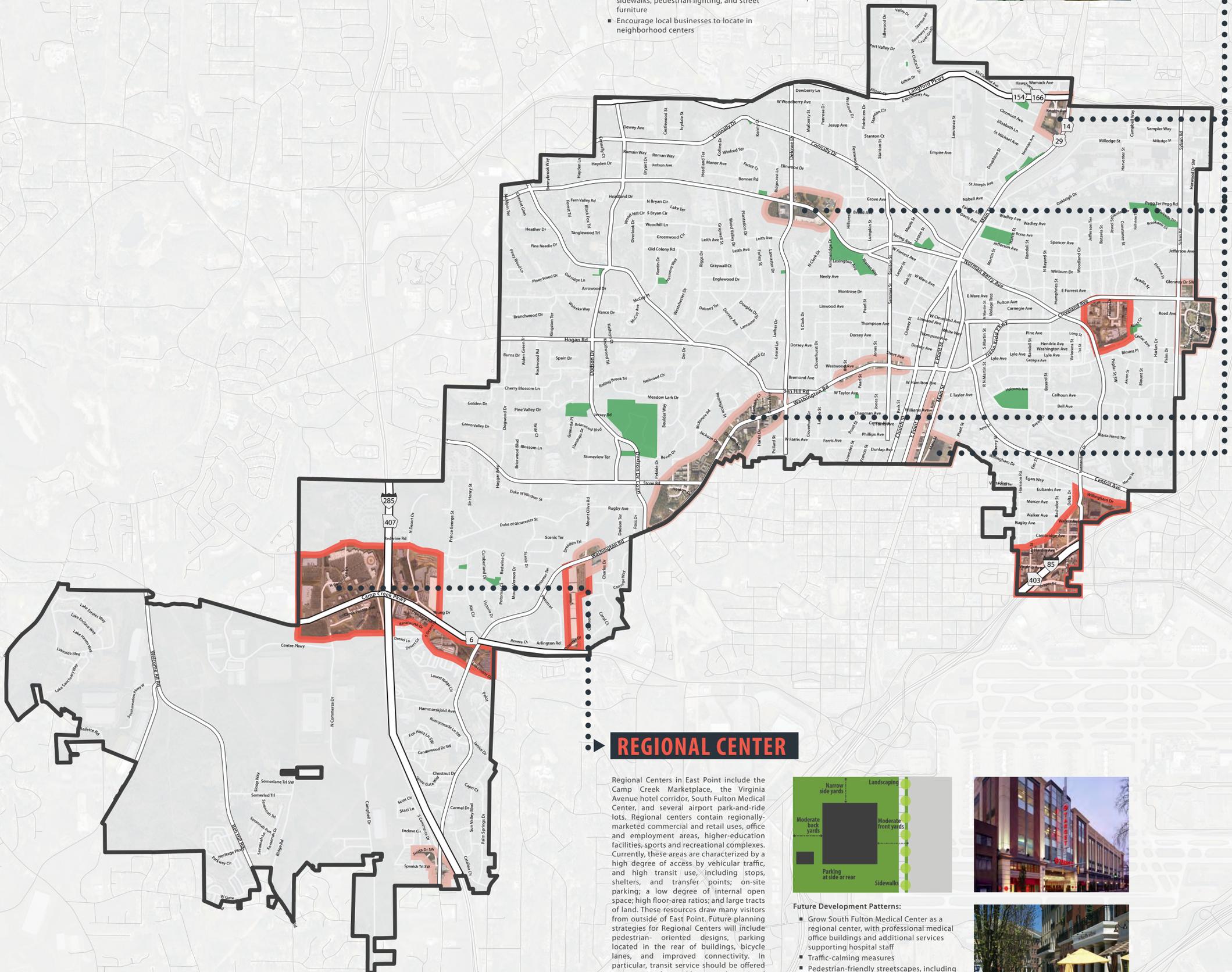
Future Development Patterns:

- Retrofit, clean up, and revitalize existing structures
- Parking at the side or rear of buildings
- Streetscape improvements, including sidewalks, pedestrian lighting, and street furniture
- Encourage local businesses to locate in neighborhood centers



Use and Scale:

- Multi-family residential
- Delow Plaza: neighborhood-serving retail (specialty food shops, restaurants, dry cleaners, drug stores)
- Washington Road: 3-4 story mixed use buildings at nodes, greenspace buffers to prevent sprawl along the corridor
- Tri-Cities Plaza: improved access, high-end retail, boutique and specialty shops, 2 stories
- Cleveland/Sylvan: remove vacant apartments, construct mixed-use high-rise towers marketed to professionals at SFMC



REGIONAL CENTER

Regional Centers in East Point include the Camp Creek Marketplace, the Virginia Avenue hotel corridor, South Fulton Medical Center, and several airport park-and-ride lots. Regional centers contain regionally-marketed commercial and retail uses, office and employment areas, higher-education facilities, sports and recreational complexes. Currently, 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 will include pedestrian-oriented designs, parking located in the rear of buildings, bicycle lanes, and improved connectivity. In particular, transit service should be offered to conveniently travel between the regional centers, downtown, and the East Point MARTA station.



Future Development Patterns:

- Grow South Fulton Medical Center as a regional center, with professional medical office buildings and additional services supporting hospital staff
- Traffic-calming measures
- Pedestrian-friendly streetscapes, including sidewalks, street trees, lighting, and furniture

Use and Scale:

- Camp Creek Parkway: 1-2 story big box national retail
- Virginia Avenue: mid- to high-rise hotels
- SFMC: hospital, medical office buildings (3-6 stories), supporting retail
- Park & Ride lots

