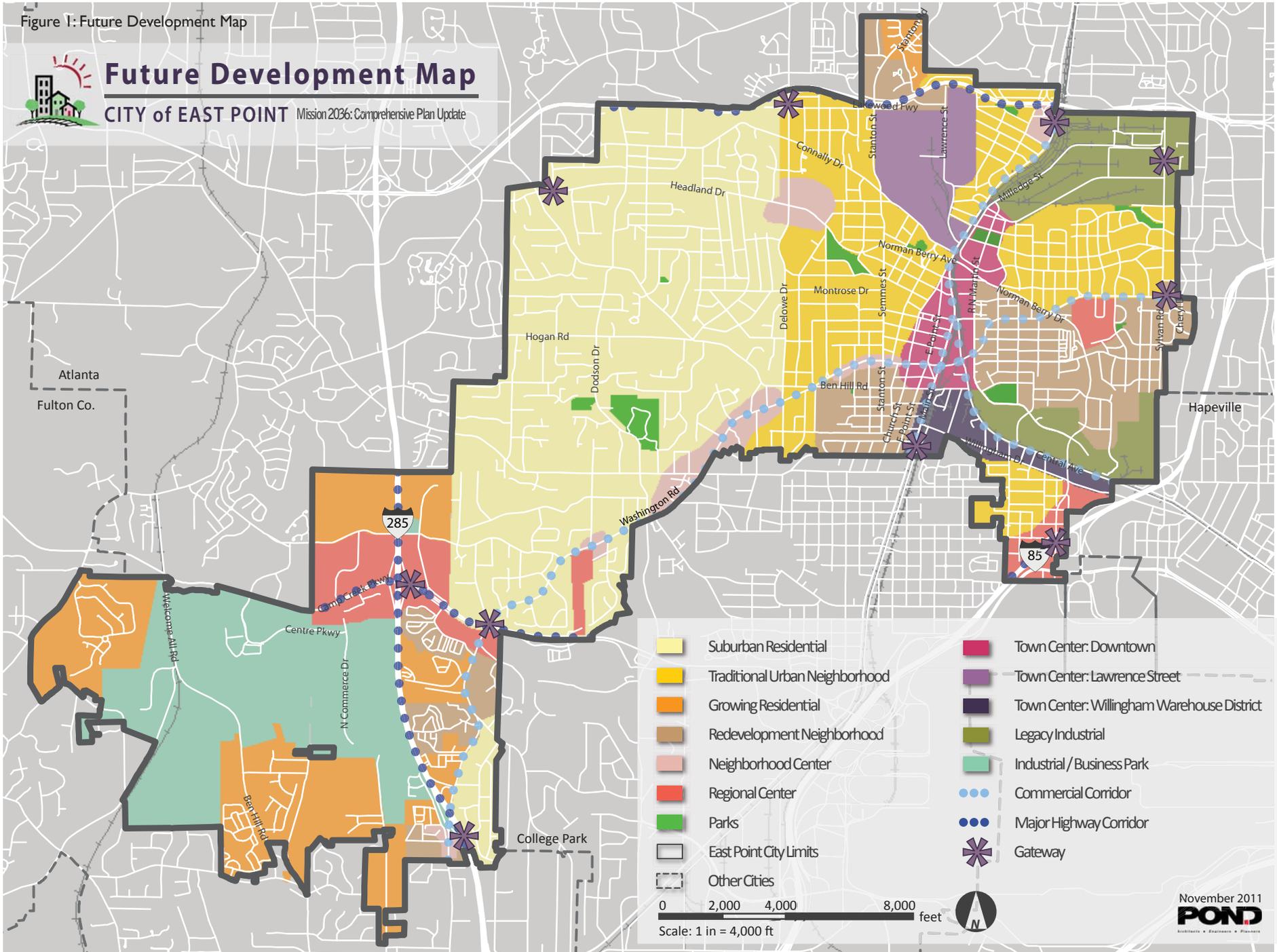


Figure 1: Future Development Map



# Future Development Map

CITY of EAST POINT Mission 2036: Comprehensive Plan Update



## Character Areas

A brief summary of the character areas is below. The following pages contain detailed information about the vision, desired future development patterns, and use and scale of the character areas.

### Suburban Residential

Suburban-style residential dwelling with large lots, many trees, and neighborhood schools

### Traditional Urban Neighborhood

Traditional urban residential neighborhood with cottage or bungalow-style homes, mature trees, and sidewalks located close to downtown

### Growing Residential

Planned developments with a mix of housing types and neighborhood centers at crossroads, lots of open space

### Redevelopment Neighborhood

Revitalized urban residential neighborhoods with cottage or bungalow-style homes, mature trees, and sidewalks located close to downtown

### Neighborhood Center

Commercial/retail centers with neighborhood-serving local businesses, multi-family residential, and open space

### Regional Center

Regionally-marketed commercial, employment, and education centers with pedestrian facilities, traffic-calming features, and greenspace

### Town Center Subarea 1: Downtown

The heart of East Point: traditional walkable downtown environment with commercial, institutional, and mixed use residential/commercial development, institutional uses, and public space

### Town Center Subarea 2: Lawrence Street

Redeveloped brownfield sites with mixed-use residential, retail, and office buildings, abundant open space, community gardens

### Town Center Subarea 3: Willingham Warehouse District

Creative community, live/work spaces for artists, entertainment district, adaptive reuse of industrial structures

### Industrial Districts

Employment centers, including original railroad-centered industrial sites near downtown and new warehouse-type facilities, modern industrial tenants

### Corridors & Gateways

Not independent character areas, rather strategic corridors needing streetscape improvements and expanded pedestrian facilities and gateways to be established with signature signage

# SUBURBAN RESIDENTIAL

## Vision/Intent

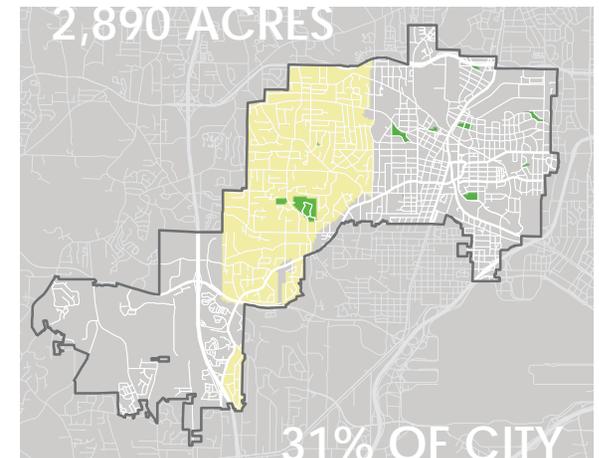
By 2036, the Suburban Residential character area continues to foster stable, established suburban neighborhoods, building on the existing mix of housing types. These neighborhoods are predominately single-family, with some accessory dwelling units like granny flats and garage apartments. Existing multifamily along urban collector roads and at intersections will redevelop with a mix of housing types serving varying income levels built with high quality materials and with a focus on scale and design to blend with the surrounding suburban residential feel. There will also be some institutional uses like churches and schools located throughout this area. It will be characterized by homes on medium-sized lots, a curvilinear and well-connected street network, and many mature trees. This character area is primarily contained between Washington Road, Langford Parkway, Delowe Drive, and I-285. The city will carefully manage transitions of use between these major corridors and the adjacent neighborhoods through design controls.

By 2036, the City envisions providing more opportunities for non-motorized transportation throughout the area, especially with regard to connecting recreation, commercial, and institutional facilities to the residential neighborhoods. Sidewalks will be present on major roads and improved streetscape facilities, such as lighting and bicycle lanes, will enhance travel experiences for all users.



## Goals

- New development or redevelopment demonstrates attention to existing adjacent neighborhoods and seeks compatibility with surrounding lot sizes
- Improve existing pedestrian facilities and develop sidewalks and crosswalks, on major roads, where connectivity is lacking to create connected network of sidewalks and pedestrian routes and bike lanes
- Develop plans to improve streetscape along major roads
- Explore feasibility of trolley/shuttle loop along major roads to connect to downtown and other adjacent commercial/retail areas
- Explore gateway opportunity on Headland Drive at west entry to city
- Promote transportation alternatives and create means of access to support all modes of travel as redevelopment occurs
- Preserve greenspace, increase and improve parks
- Implement a trail network to include more pedestrian and cycling access, connecting to amenities and the Atlanta Beltline



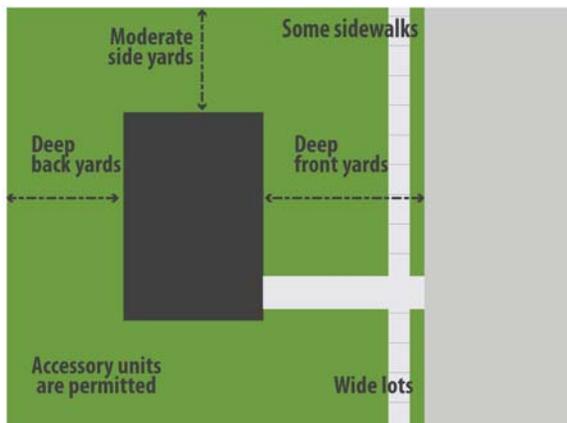
# SUBURBAN RESIDENTIAL continued

## Future Development Patterns

- New development will be compatible with adjacent existing character with similar densities and lot sizes
- Infill transitions or neighborhood retail are at the appropriate scale and minimize impacts to existing surrounding neighborhoods with buffers, open space, and landscaping
- Sidewalks adjacent to schools and on Headland, Ben Hill Road, and Washington Road
- Improved connectivity, particularly to downtown with trolley orbicycle/ pedestrian path
- Traditional single-family homes with quality building materials and design
- Redevelopment of existing multi-family with quality design and materials with no more than 4 units per structure
- New development will incorporate open space and preserve existing trees
- Sustainable building and site design practices will be promoted for all new construction

## Use and Scale

- Residential (4 dwelling units per acre)
  - Single-family residential
  - Infill residential
- Accessory dwelling units (granny flats, garage apartments)
- Institutional (e.g. schools, churches)
- Parks and greenspace
- Height: 1-3 stories



large lots - **mature trees** - *deep front yards* - sidewalks - **neighborhood schools** - SLOW TRAFFIC - *pocket parks* - **connectivity** - large lots - **mature trees** - *deep front yards* - sidewalks - **neighborhood schools** - SLOW TRAFFIC - *pocket parks* - **connectivity** - large lots - **mature trees** - *deep front yards* - sidewalks - **neighborhood schools** - SLOW TRAFFIC - *pocket parks* - **connectivity** - large lots - **mature trees** - *deep front yards* - sidewalks - **neighborhood schools** - SLOW TRAFFIC - *pocket parks* - **connectivity** - large lots - **mature trees** - *deep front yards* - sidewalks

## CHARACTER AREA ATTRIBUTES

**Quality Community Objectives**

- Traditional Neighborhoods
- Infill Development
- Environmental Protection
- Growth Preparedness
- Housing Choices
- Educational Opportunities

# TRADITIONAL URBAN NEIGHBORHOOD

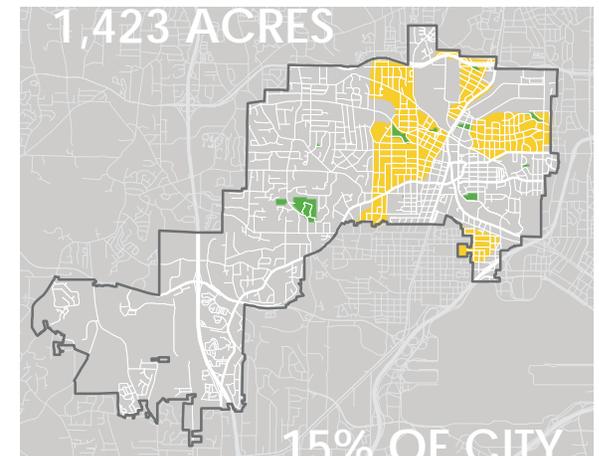
## Vision/Intent

Located close to downtown, this predominantly residential neighborhood will continue to thrive and serve as a source of pride for the city. These neighborhoods possess a distinct community identity through architectural style and lot and street design. Homes are located on somewhat smaller but regular lots in a traditional urban neighborhood fashion, with streets generally laid out on a grid system. There is a diversity of housing types and styles represented in this neighborhood, from early twentieth-century bungalows and cottages to multi-family, triplex, and duplex units. Homes will maintain their original historic features, and historic properties will be identified and protected in a historic district. A well-established tree canopy, pocket parks, and a walkable or bikeable environment also define Traditional Urban Neighborhoods.

## Goals

- Implement Historic District with historic preservation requirements and/or design guidelines.
- Prevent encroachment of incompatible non-residential uses.
- Reinforce the stability of these neighborhoods by encouraging more homeownership.

- Maintain strong neighborhood identity and neighborhood associations.
- Research and implement the Atlanta Regional Commission Lifelong Communities program and policies to allow older adults to age in place.
- Support the preservation and development of senior housing units, particularly affordable housing units.
- Ensure that new development or redevelopment demonstrates attention to existing adjacent neighborhoods and seeks compatibility with surrounding lot sizes.
- Revise the zoning code to permit the current non-conforming multi-family uses to remain when redevelopment occurs.
- Improve existing pedestrian facilities and develop sidewalks and crosswalks where connectivity is lacking to create connected network of sidewalks, pedestrian routes, and bike lanes, and promote the use of these transportation alternatives.
- Review parking regulations and restrictions so that on-street parking does not impede traffic flow.
- Develop plans to improve streetscape along major roads.
- Explore feasibility of trolley/shuttle loop along major roads to connect to downtown and other adjacent commercial/retail areas.
- Preserve greenspace, increase and improve parks.



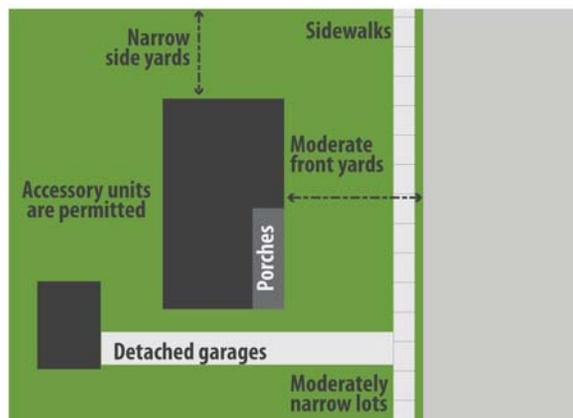
# TRADITIONAL URBAN NEIGHBORHOOD continued

## Future Development Patterns

- Protect historic nature of single-family homes
- Primarily single-family residential in a traditional urban setting, with small- to medium-sized blocks and a gridded street network
- Accessory dwelling units
- Signature streets within each neighborhood association with special streetscaping and signage (e.g. Montrose)
- Sidewalks fronting all properties
- Design guidelines oblige context-sensitive infill, with quality building materials and design
- Redevelopment of existing multi-family with quality design and materials with no more than 4 units per structure

## Use and Scale

- Residential (4-8 dwelling units per acre)
  - Single-family residential
  - Limited multi-family (duplex, triplex, and quadriplex) at crossroads and where existing
- Accessory dwelling units
- Institutional (e.g. schools, churches)
- Buildings are closer to one another and closer to the street than in Suburban Residential area
- Height: 1-3 stories



sidewalks - **small lots** - *older homes* - bungalows  
 - **cottages** - ACCESSORY UNITS - **front porches** -  
*close to street* - near downtown - **street parking**  
 - sidewalks - **small lots** - *older homes* - bungalows  
 - **cottages** - ACCESSORY UNITS - **front porches** -  
*close to street* - near downtown - **street parking**  
 - sidewalks - **small lots** - *older homes* - bungalows  
 - **cottages** - ACCESSORY UNITS - **front porches** -  
*close to street* - near downtown - **street parking**  
 - sidewalks - **small lots** - *older homes* - bungalows  
 - **cottages** - ACCESSORY UNITS - **front porches** -  
*close to street* - near downtown - **street parking**

## CHARACTER AREA ATTRIBUTES

### Quality Community Objectives

- Traditional Neighborhoods
- Infill Development
- Heritage Preservation
- Environmental Protection
- Growth Preparedness
- Housing Choices
- Educational Opportunities

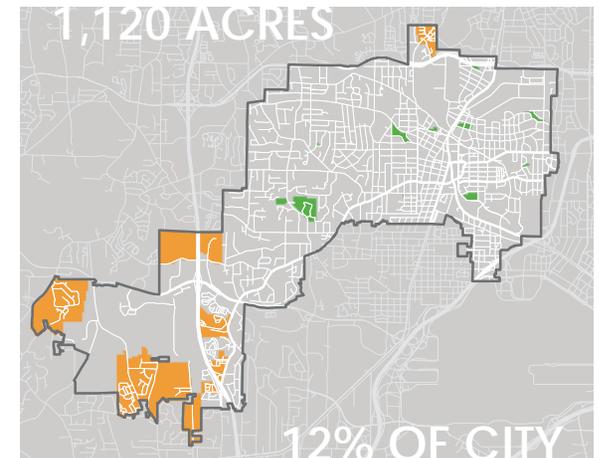
# GROWING RESIDENTIAL

## Vision/Intent

Growing Residential neighborhoods are located near the East Point city limits; they are the newest homes in the city, with many areas developed over the past 10 years. Master planned developments provide mixed residential housing types, including single-family attached, single-family detached, and multi-family. Future planning will encourage the development of neighborhood-serving retail and community amenities in these locations. Vacant land will be appropriately developed with master planned communities or infill development that provides a mix of housing options and neighborhood retail. The city also envisions improved connections between these neighborhoods and downtown East Point, via roadway and streetscape upgrades on Washington Road and increased non-motorized transportation options, such as multi-use trails and bike lanes.

## Goals

- Build strong neighborhood identity and neighborhood associations, connecting these residents to the established populations near downtown East Point.
- Research and implement the Atlanta Regional Commission Lifelong Communities program and policies to allow older adults to age in place.
- Provide adequate pedestrian facilities, such as sidewalks and crosswalks, to create connected network of sidewalks, pedestrian routes, and bike lanes, and promote the use of these transportation alternatives.
- Aggregate development and locate within walking distance of neighborhood centers.
- Create plenty of trails and outdoor recreation activities
- Support the development of neighborhood commercial/retail to make sure that these new neighborhoods are adequately served with East Point businesses.
- Develop streetscape at a scale based on road type as roads are constructed.
- Explore feasibility of trolley/shuttle loop along major roads to connect to downtown and other adjacent commercial/retail areas.
- Provide greenspace with neighborhood parks and larger community parks.



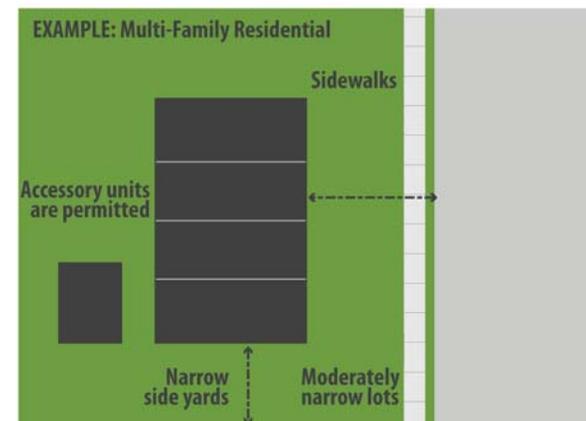
# GROWING RESIDENTIAL continued

## Future Development Patterns

- Variety of residential development types: mixed-residential use development, moderate-density housing
- Walkable, human scaled neighborhoods with a variety of housing options centered near neighborhood centers with plenty of parks and open space.
- Improved connections and access to downtown
- Encourage inter-parcel connectivity and access between planned developments with no cul-de-sacs
- Neighborhood centered elementary and middle schools
- Higher density development near public spaces

## Use and Scale

- Residential (6-10 dwelling units per acre)
  - Single-family residential, detached or attached
  - Multi-family: duplex, triplex, quadriplex, or higher densities
- Accessory dwelling units
- Neighborhood Centers with quality mixed-use development including commercial, recreation, and housing, with flexibility to change over time
- Institutional uses, especially parks or children’s activities (potentially a recreation or athletic center near the soccer complex)
- Height: 1-4 stories



housing options - commercial nodes - master plans - connectivity - greenspace - ACCESSIBILITY - recreation - lifelong communities - streetscapes - housing options - commercial nodes - master plans - connectivity - greenspace - ACCESSIBILITY - recreation - lifelong communities - streetscapes housing options - commercial nodes - master plans - connectivity - greenspace - ACCESSIBILITY - recreation - lifelong communities - streetscapes housing options - commercial nodes - master plans - connectivity - greenspace - ACCESSIBILITY - recreation - lifelong communities - streetscapes

## CHARACTER AREA ATTRIBUTES

**Quality Community Objectives**

- Traditional Neighborhoods
- Open Space Preservation
- Environmental Protection
- Growth Preparedness
- Housing Choices
- Educational Opportunities

# REDEVELOPMENT NEIGHBORHOOD

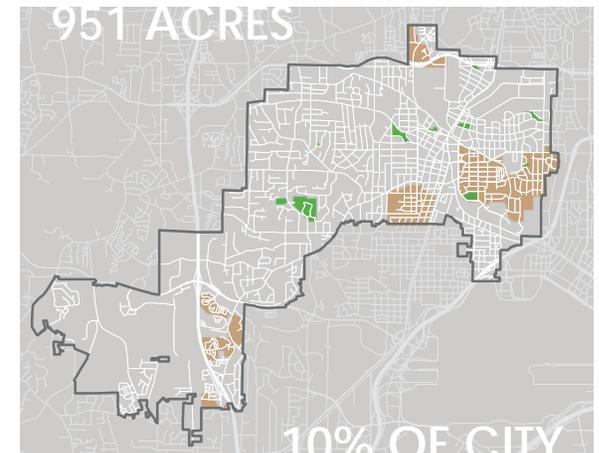
## Vision/Intent

While these neighborhoods have traditional urban neighborhood attributes, such as a grid street network and smaller housing lots, they are currently in need of investment. Future planning in this area will improve housing conditions and reduce the number of vacant homes and lots. These neighborhoods will include an assortment of housing types, such as single-family, two-family, and multi-family. The development patterns in this neighborhood will resemble the Traditional Urban Neighborhoods, with a street grid network, an established tree canopy, pocket parks, and a walkable environment. Historic properties will be protected, but high-quality infill and rehabilitation of structures will be encouraged so these neighborhoods are gradually rebuilt. Future development will revitalize Redevelopment Neighborhoods by preserving their strengths, including their access to downtown East Point and commercial nodes, and renewing financial investment and neighborhood pride.

## Goals

- Increase public and private funds to help construct, acquire, and rehabilitate housing.
- Reinforce the stability of these neighborhoods by encouraging more homeownership.
- Promote diversity of housing type functions.

- Build strong neighborhood identity; work with established neighborhood associations to restore civic pride.
- Aggressively remove slum and blight, demolishing vacant properties with no historical value when appropriate.
- Research and implement the Atlanta Regional Commission Lifelong Communities program and policies to allow older adults to age in place.
- Support the preservation and development of senior housing units, particularly affordable housing units.
- Ensure that new development or redevelopment demonstrates attention to existing adjacent neighborhoods and seeks compatibility with surrounding lot sizes.
- Revise the zoning code to permit existing non-conforming multi-family uses to remain when redevelopment occurs with design guidelines
- Improve existing pedestrian facilities and develop sidewalks and crosswalks where connectivity is lacking to create connected network of sidewalks, pedestrian routes, and bike lanes, and promote the use of these transportation alternatives.
- Review parking regulations and restrictions so that on-street parking does not impede traffic flow.
- Develop plans to improve streetscape along major roads.
- Explore feasibility of trolley/shuttle loop along major roads to connect to downtown and other adjacent commercial/retail areas.
- Preserve and enhance greenspace; increase and improve parks.





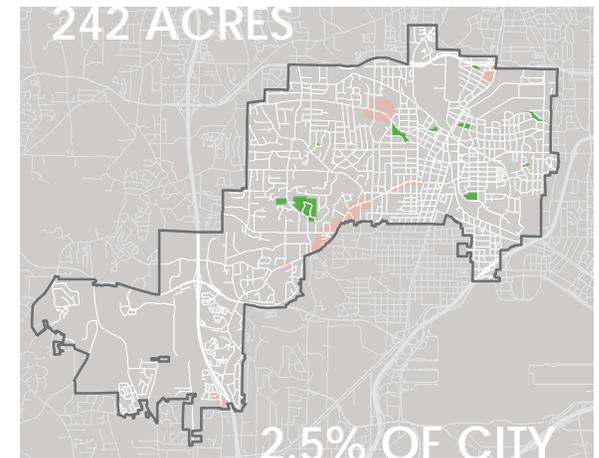
# NEIGHBORHOOD CENTER

## Vision/Intent

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. They are located along major corridors and at transportation nodes. Neighborhood Centers will be retrofitted to make them more aesthetically appealing, more marketable to prospective tenants, and more accessible to pedestrians and bicyclists. 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. Many of these shops are locally owned; these sites are not appropriate for big-box retail. Neighborhood centers are characteristically walkable with abundant sidewalks, street trees, street furniture, and nearby accessible public or green spaces like plazas and parks. Over time, these centers will have developed their own individual character and identity. Festivals and local markets take place at these sites. They will not only serve as neighborhood retail centers, but as gathering places for the nearby neighborhoods.

## Goals

- Create incentives for infill development to retrofit strip-type commercial development with liner buildings. Reduce building setbacks to street; revisions to the zoning code to allow for reduced setbacks from street.
- Encourage adaptive reuse of existing building stock when appropriate.
- Direct new commercial or retail tenants to locate in vacant or underutilized properties whenever possible.
- Improve public safety to reduce and prevent crime in these locations.
- Restore traditional pedestrian scale and character of these sites.
- Promote a balance of retail, service, office, dining, and residential uses, allowing mixed use development with residential uses above ground floor commercial.
- Provide public gathering spaces within each development.
- Place controls on the development of larger scale strip development by limiting the allowable square footage of each tenant space.
- Reduce multiple curb cuts with incentives encouraging shared drives, shared parking, and interparcel access.
- Explore feasibility of trolley/shuttle loop along major roads to connect to residential neighborhoods, allowing residents to run errands without driving.
- Enhance MARTA bus stops and shelters at centers to encourage the use of existing public transit routes.
- Create design guidelines for redevelopment of neighborhood centers.



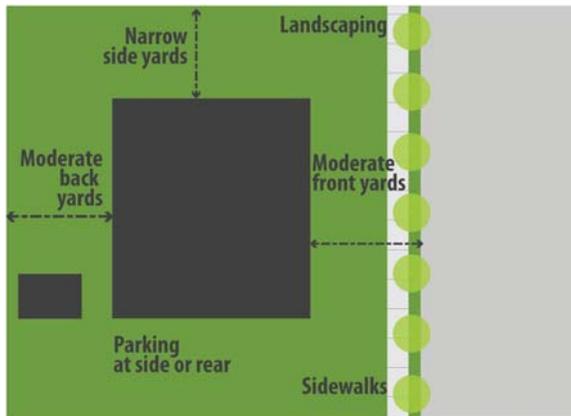
# NEIGHBORHOOD CENTER continued

## Future Development Patterns

- Vacant or underutilized strip centers will have successfully achieved adaptive commercial and residential infill
- 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
- Clearly defined edges

## Use and Scale

- Residential: 6-8 dwelling units per acre
  - Multi-family, medium-density housing located above retail
- Local, neighborhood-serving retail and office (examples: boutiques and specialty food shops, restaurants, dry cleaners, drug stores, accountants)
- Institutional uses (schools, churches) when appropriate
- Parks, greenspace, and plazas
- Height: 1-4 stories, with greater heights at the core



retail - **restaurants** - *gathering place* - grocery store - **multi-family** - PEDESTRIAN ORIENTED - **infill** - *accessible* - connected - **local business** - *revitalized* - retail - **restaurants** - *gathering place* - **CHARACTER AREA** - PEDESTRIAN ORIENTED - **infill** - *accessible* - connected - **local business** - **ATTRIBUTES** - **restaurants** - *gathering place* - grocery store - **multi-family** - PEDESTRIAN ORIENTED - **infill** - *accessible* - connected - **local business** - *revitalized* retail - **restaurants** - *gathering place* - grocery store - **multi-family** - PEDESTRIAN ORIENTED - **infill** -

### Quality Community Objectives

- Traditional Neighborhoods
- Sense of Place
- Environmental Protection
- Growth Preparedness
- Employment Options
- Educational Opportunities

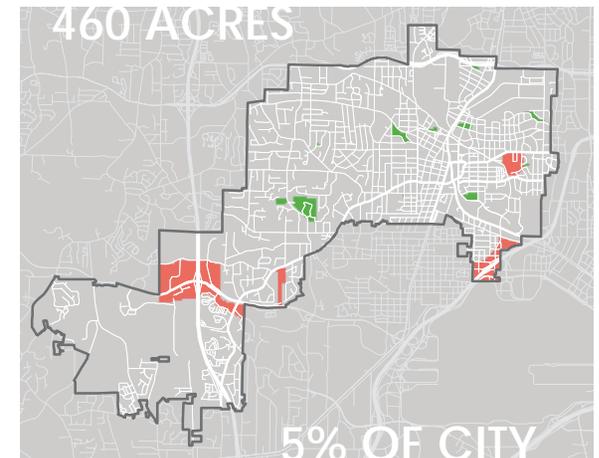
# REGIONAL CENTERS

## Vision/Intent

Regional Centers in East Point include the Camp Creek Marketplace, the Virginia Avenue hotel corridor, South Fulton Medical Center (SFMC), and several airport park-and-ride lots. Regional centers contain revenue-generating regionally-marketed commercial and retail uses, office and employment areas, higher-education facilities, sports and recreational complexes. By 2036, the existing big-box developments will have evolved either into a new use or will be enhanced with additional amenities to remain viable beyond the typical twenty-year life cycle, creatively repurposing vast expanses of surface parking. A regulatory framework that encourages flexibility of uses for these existing structures will generate economic value for the city. These areas will have successfully added public gathering spaces and pocket parks, mitigated congestion, and reduced excessive surface parking. All future development emphasizes high quality design standards and building materials and incorporates the current national best practices on energy efficiency, where possible. 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 so that visitors may conveniently travel between the regional centers, downtown, and the East Point MARTA station.

## Goals

- Provide jobs and economic development opportunities for city residents.
- Create incentives for infill development to retrofit strip-type commercial development with liner buildings. Reduce building setbacks; bring buildings up to the road through revisions to the zoning code.
- Encourage development patterns that meet national green building standards and that incorporate alternative energy sources.
- Encourage adaptive reuse of existing building stock.
- Improve public safety to reduce and prevent crime in these locations.
- Restore traditional pedestrian scale and character of these sites.
- Provide public gathering spaces within each development.
- Reduce multiple curb cuts with incentives encouraging shared drives, shared parking, and inter-parcel access.
- Explore feasibility of trolley/shuttle loop along major roads to connect to residential neighborhoods, allowing residents to run errands without driving.
- Enhance MARTA bus shelters to encourage the use of existing public transit routes.



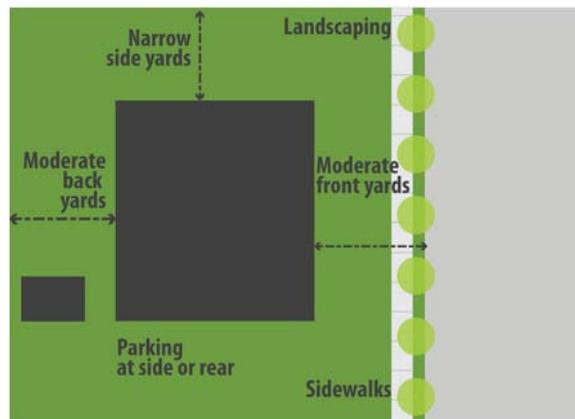
# REGIONAL CENTERS continued

## Future Development Patterns

- Existing regional centers become more pedestrian-oriented and have improved access to alternative transportation modes, reduced surface parking, and decreased congestion
- 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
- Integrated natural features, accessible greenspace

## Use and Scale

- Regionally-marketed commercial and retail uses
- Retail, office and employment centers
- Higher-education facilities
- Sports and recreational complexes
- Camp Creek Parkway
  - Residential: 6-8 dwelling units per acre
    - Multi-family above commercial uses
  - Big box national retail
  - Height: 2-4 stories
- Virginia Avenue
  - Hotels
  - Supporting commercial uses for hotel visitors
  - Height: 2-20 stories
- South Fulton Medical Center
  - Hospital
  - Medical office buildings
  - Supporting retail and services for hospital staff and visitors
  - Height: 2-6 stories, with greater heights at the core
- Park & Ride lots



retail - **mixed use** - *gathering place* - multi-family - **connected** - ACCESSIBLE - **job centers** - *sustainable* - flexible - **pedestrian scale** - retail - **mixed use** - *gathering place* - multi-family - **connected** - ACCESSIBLE - **job centers** - *sustainable* - flexible - **pedestrian scale** - retail - **mixed use** - *gathering place* - multi-family - **connected** - ACCESSIBLE - **job centers** - *sustainable* - flexible - **pedestrian scale** - retail - **mixed use** - *gathering place* - multi-family - **connected** - ACCESSIBLE - **job centers** - *sustainable* - flexible - **pedestrian scale** - retail - **mixed use** - *gathering place* - multi-family - **connected** - ACCESSIBLE - **job centers** - *sustainable* - flexible - **pedestrian scale** - retail - **mixed use** - *gathering place* - ACCESSIBLE

## CHARACTER AREA ATTRIBUTES

### Quality Community Objectives

- Sense of Place
- Environmental Protection
- Local Self-Determination
- Growth Preparedness
- Regional Cooperation
- Appropriate Businesses
- Employment Options
- Educational Opportunities

# TOWN CENTER SUBAREA 1: Historic Downtown

## Vision/Intent

East Point’s Town Center is divided into three unique sub-areas: the Lawrence Street industrial site, downtown, and the Central Avenue warehouse district. Together, these subareas make up East Point’s new Town Center. A mix of various residential types, stable commercial uses, offices, government and institutional properties, and open space, including a “village green” (similar to the commons), will give East Point residents a vibrant, dynamic, and livable downtown district.

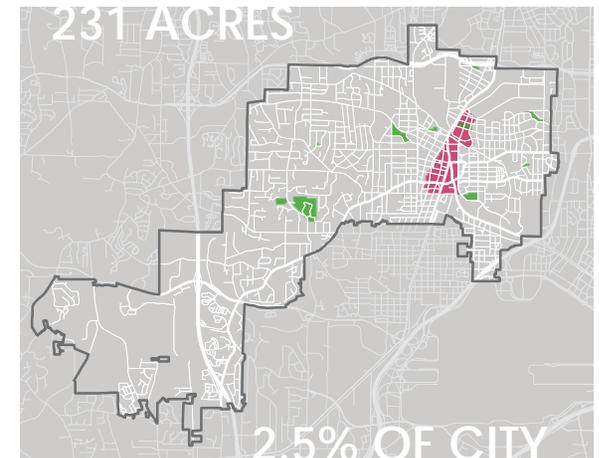
Downtown East Point is and will continue to be the heart of the city. The city envisions a pedestrian-oriented center of the community, including history, culture, business and neighborhood that is attractive to visitors, commuters, and residents. As such, historic properties will be protected as an asset and rehabilitated when possible, and any new development should blend into the historic fabric of the area. Compatible infill development will focus on providing retail, office, hotels, and 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 will be the ideal form. Development will be visually consistent, but with an eclectic mix of local businesses encouraged to locate

downtown. East Point’s unique personality and charm are valuable to the city, and future development will allow these assets to thrive. Pedestrian access and open space are crucial 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. Streets will be pedestrian-oriented, with safe crossings, slowed traffic, and attractive amenities. The downtown will become a destination attracting individuals from all over the City of East Point and surrounding communities, and gateway signage will lead airport users to its charm and amenities.

## Goals

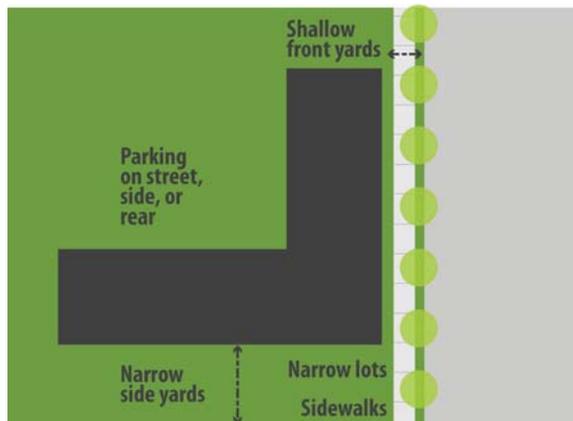
- Create transit-oriented development surrounding the MARTA station (underway 2012).
- Implement a Historic District with historic preservation requirements and/or design guidelines.
- Identify, preserve, and protect architectural features that are unique or valuable to the community.
- Provide incentives to new development that makes use of existing structures.
- Locate highest densities or intensities of use in the center of downtown, around the Commons and MARTA station, and transition to lower densities to protect and buffer surrounding neighborhoods.



# TOWN CENTER SUBAREA 1:

## Historic Downtown continued

- Prevent downtown commercial uses from encroaching into residential areas.
- Establish an East Point Small Business Association to provide support to local businesses, with assistance with start-up costs and navigating regulations.
- Work with the Main Street Association to increase the presence of local businesses while supporting the downtown economically.
- Increase the amount of parking available downtown; surface parking should only be provided as an interim solution, before development allows and necessitates a parking deck with landscape screening.
- Establish way-finding or landmark features that unify the downtown and can also be used across the City in gateway signage.
- Connect the downtown to new or existing bicycle, sidewalk, and shuttle networks.
- Improve retail opportunities downtown, with a grocery store and/or other neighborhood-serving shops.
- Grow Tri-Cities High School and the Jefferson Park Recreation Center as community centers, with opportunities for residents to gather, socialize, and engage.
- Establish a “village green” where cultural activities can take place.
- Seek opportunities for public art as new development and redevelopment occur.
- Make downtown East Point a destination that will help grow civic pride and economic opportunities throughout the city.



destination - mixed use - gathering place - heart of the city - pedestrian scale - CONNECTIVITY - local - historic - vibrant - adaptive reuse - destination - mixed use - gathering place - heart of the city - pedestrian scale - CONNECTIVITY - local - historic - vibrant - adaptive reuse - destination - mixed use - gathering place - heart of the city - pedestrian scale - CONNECTIVITY - local - historic - vibrant - adaptive reuse - destination - mixed use - gathering place - heart of the city - pedestrian scale - CONNECTIVITY - local - historic - vibrant - adaptive reuse - destination - mixed use -

## CHARACTER AREA ATTRIBUTES

### Future Development Patterns

- Storefront streets, pedestrian-oriented, gathering spaces
- Mix of commercial, residential, and office to make downtown a destination day and night
- Preserve historic properties and require compatible infill
- Wide sidewalks, street trees, furniture, pedestrian-scale lighting
- High quality building materials, integrated open space, and appropriate transitions from greater to less intense uses (surrounding single-family residential neighborhoods)
- Minimal or no front setbacks
- Façade design requirements: large windows and varied building materials make an engaging street frontage

### Use and Scale

- Residential: 6-12 dwelling units per acre
- Mixed use development: retail/commercial or office on the first floor(s) with residential above
- Institutional: schools, government buildings
- Hotels
- Greenspace
- Height: 2-6 stories, with proper height restrictions such as step-backs

### Quality Community Objectives

- Traditional Neighborhoods
- Infill Development
- Sense of Place
- Transportation Alternatives
- Regional Identity
- Heritage Preservation
- Environmental Protection
- Local Self-Determination
- Growth Preparedness
- Appropriate Businesses
- Employment Options
- Housing Choices
- Educational Opportunities

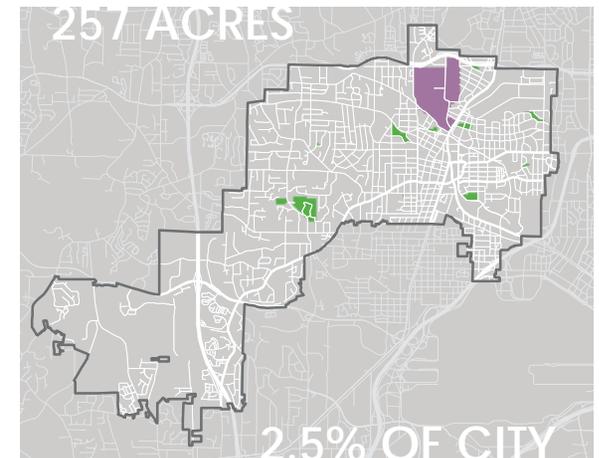
# TOWN CENTER SUBAREA 2: Lawrence Street

## Vision/Intent

The Lawrence Street industrial site will be the future home of a mixed-use, walkable, pedestrian-oriented neighborhood. This area of the town center will be a safe, amenity-rich activity center with a true neighborhood feel. It will require assertive redevelopment incentives, including density bonuses, tax abatements, and infrastructure improvements and investment to convert existing vacant industrial properties into modern residential and commercial developments. Environmental clean-up from prior industrial use is required to ensure future flexibility in use. 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. An anchor tenant, such as a grocery store, could draw users to this area. Parking will be located interior to the buildings or lots, so the environment is inviting and pedestrian-friendly. The city envisions integrated green spaces and civic amenities.

## Goals

- Initiate a master planning process to establish flexible zoning and design standards.
- Identify locations for connections between the future uses and the adjacent single-family residential subdivisions.
- Preserve natural and cultural features, including Hillcrest Cemetery, and incorporate natural features into landscaping.
- Encourage sustainable building and site design.
- Provide incentives to new development that makes use of existing structures.
- Locate highest densities or intensities of use in the center of the site, and transition to lower densities to protect and buffer surrounding neighborhoods.
- Prevent commercial uses from encroaching into residential areas.
- Identify creative solutions for future parking needs in this area.
- Provide adequate facilities for users of all modes of transportation, including motorists, pedestrians, cyclists, and public transit riders.
- Establish way-finding or landmark features that unify to downtown and can also be used across the City in gateway signage.
- Connect to the downtown via new or existing bicycle, sidewalk, and shuttle networks.
- Establish a central open space where cultural activities can take place.



# TOWN CENTER SUBAREA 2:

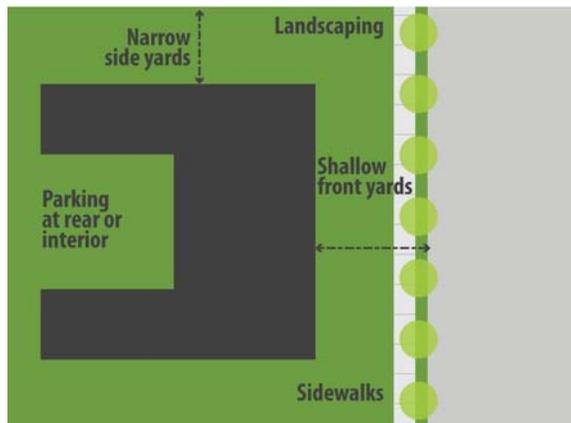
## Lawrence Street continued

### Future Development Patterns

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

### Use and Scale

- Residential: 6-12 dwelling units per acre
  - Variety of residential housing types, including single-family detached high density, single-family attached, duplex, and multi-family
- Mixed use, master planned development: commercial/office/residential
- Live-work lofts
- Institutional
- Public parks, plazas, and open space
- Urban agriculture, community gardens
- Height: 2-4 stories



walkable - mixed use - greenspace - density - job center - SMALL BLOCKS - adaptive reuse - flexible - natural features - gardens - walkable - mixed use - greenspace - density - job center - SMALL BLOCKS - adaptive reuse - flexible - natural features - gardens - walkable - mixed use - greenspace - density - job center - SMALL BLOCKS - adaptive reuse - flexible - natural features - gardens - walkable - mixed use - greenspace - density - job center - SMALL BLOCKS - adaptive reuse - flexible - natural features - gardens - walkable - mixed use - greenspace - density - job center - SMALL BLOCKS

## CHARACTER AREA ATTRIBUTES

### Quality Community Objectives

- Traditional Neighborhoods
- Infill Development
- Sense of Place
- Heritage Preservation
- Open Space Preservation
- Environmental Protection
- Growth Preparedness
- Local Self-Determination
- Employment Options
- Housing Choices

# TOWN CENTER SUBAREA 1:

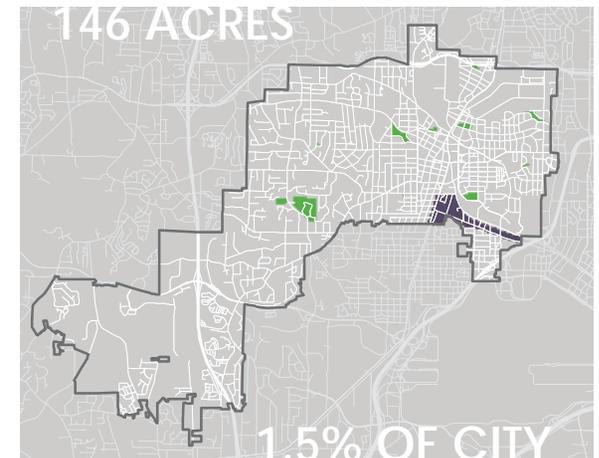
## Willingham Warehouse District

### Vision/Intent

The Willingham Road warehouse district will consist of 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 and attract a new "creative class" to the city. A new entertainment retail focus will bring restaurants, bars, and nightclubs to this area, as well, drawing 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 local employment and the characteristic "grittiness" of Central Avenue.

### Goals

- Maintain the industrial atmosphere and the gritty personality of Willingham Drive.
- Implement flexible zoning guidelines to allow residential, entertainment, commercial, and live/work uses in this neighborhood.
- Provide incentives to new development that makes use of existing structures.
- Identify locations for connections between the future uses and the adjacent downtown and Virginia Avenue corridor.
- Incorporate new green features to reduce environmental impacts and improve the appearance of industrial districts.
- Identify creative solutions for future parking needs in this area.
- Provide adequate facilities for users of all modes of transportation, including motorists, pedestrians, cyclists, and public transit riders.
- Establish way-finding or landmark features that unify to downtown and can also be used across the City in gateway signage.
- Connect to the downtown via new or existing bicycle, sidewalk, and shuttle networks.
- Build community awareness with Art Walks, Restaurant Week, or other events.



# TOWN CENTER SUBAREA 1:

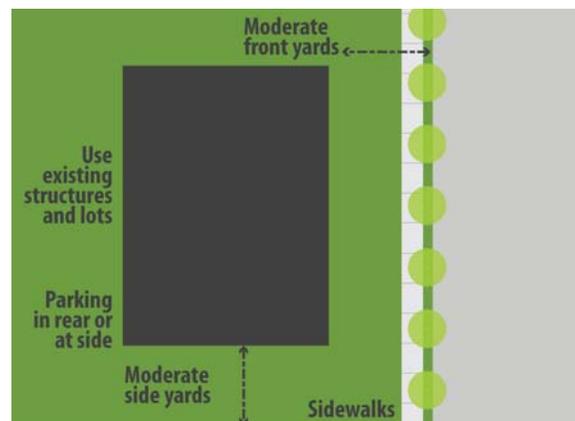
## Willingham Warehouse District *continued*

### Future Development Patterns

- Attract artists to East Point with studio and live/work spaces
- Adaptive reuse studio space
- Live-work space
- Mixed use
- Gritty warehouse feel
- Entertainment: bars, restaurants, nightclubs
- Loft-style housing

### Use and Scale

- Urban lofts, artist studio space, warehouse live/work
- Entertainment – warehouse-style bars, restaurants
- Light industrial uses
- Height: 1-3 stories



mixed use - **creative** - *adaptive reuse* - gritty - **job center** - SMALL BLOCKS - **adaptive reuse** - *flexible* - warehouses - **entertainment** - mixed use - **creative** - *adaptive reuse* - gritty - **job center** - SMALL BLOCKS - **adaptive reuse** - *flexible* - warehouses - **entertainment** - mixed use - **creative** - *adaptive reuse* - gritty - **job center** - SMALL BLOCKS - **adaptive reuse** - *flexible* - warehouses - **entertainment** - mixed use - **creative** - *adaptive reuse* - gritty - **job center** - SMALL BLOCKS - **adaptive reuse** - *flexible* - warehouses - **entertainment** - mixed use - **creative** - *adaptive reuse* - gritty - **job center**

## CHARACTER AREA ATTRIBUTES

### Quality Community Objectives

- Traditional Neighborhoods
- Infill Development
- Sense of Place
- Regional Identity
- Heritage Preservation
- Environmental Protection
- Local Self-Determination
- Growth Preparedness
- Employment Options
- Housing Choices

# INDUSTRIAL DISTRICTS:

## Legacy Industrial & Industrial/Business Park

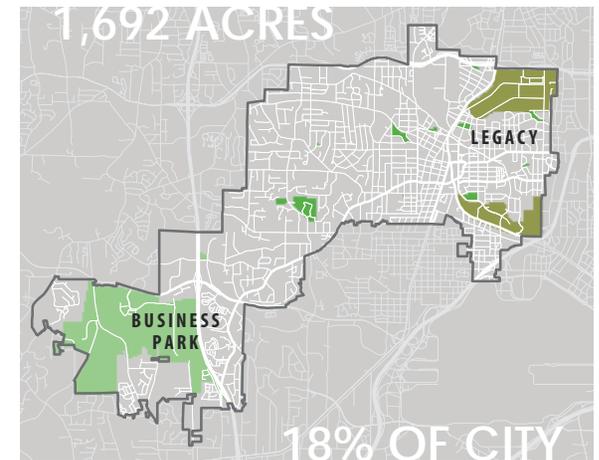
### Vision/Intent

East Point’s 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. With excellent access to major transportation infrastructure, these industrial areas will continue to be important economic assets and employment centers. The uses in this area, however, will be flexible, allowing transitions to new uses as economic demand changes. Many new users of industrial land are not customary industrial activities but those that require industrial-zoned land or lower rent, like start-ups and entrepreneurial businesses. Some of these areas are located near major gateways to the city, so it is important that while they may continue to function as industrial districts, streetscape improvements are implemented to improve the appearance of these areas. It is also critical that any negative externalities resulting from heavy industrial uses, like smell and noise, are mitigated so that this important economic sector can continue to co-exist with East Point’s established and growing residential neighborhoods.



### Goals

- Continue to provide jobs and economic opportunities for city residents.
- Retain existing businesses and expand as an employment center
- Promote adaptive reuse or redevelopment of vacant or underutilized industrial properties to increase the possibilities for introducing modern industrial uses to these areas.
- Provide sufficient and attractive buffering and screening between industrial and non-industrial areas.
- Encourage industrial users that produce high degrees of odor and noise to locate far from non-industrial areas.
- Steer redevelopment toward underutilized industrial areas, with sufficient existing infrastructure, rather than the expansion of development in areas that are undeveloped and underserved by infrastructure.
- Encourage light industrial and office park uses in industrial areas in close proximity to residential uses.
- Use incentives such as Opportunity Zone designation to attract and retain industrial uses.
- Provide incentives for targeted business types (film studio in Subarea 1, server farm in subarea 2).
- Evaluate truck routes, and consider creating designated truck routes and prohibiting truck traffic on other roads to reduce the impact on surrounding neighborhoods.
- Coordinate with the county to manage or reduce any noxious emittances (sound, odor, etc.)



# INDUSTRIAL DISTRICTS:

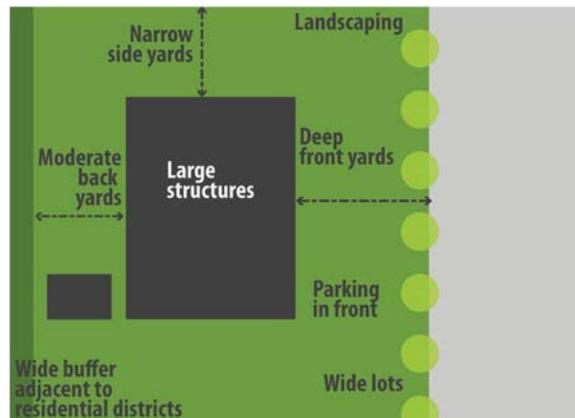
## Legacy Industrial & Industrial/Business Park *continued*

### Future Development Patterns

- Design of any new facilities should include quality building materials and design
- New streetscape design standards
- Subarea 1: Legacy Industrial
  - Warehouse with rail connections
  - Appropriate buffers between residential and industrial uses
  - Mitigate noise/odor from industrial uses
- Subarea 2: Industrial/business parks
  - Large warehouse-type industrial uses
  - Good access to interstates
  - Appropriate buffers between residential and industrial uses

### Use and Scale

- Subarea 1:
  - Light industrial
  - Limited heavy industrial
  - Manufacturing
  - Other uses: office, film studio
  - 1-3 stories
- Subarea 2:
  - Light industrial
  - Warehouse/shipping/storage
  - Server farm
  - Institutional
  - 1-3 stories



job center - **stable** - *buffers* - pedestrian scale  
 - **open space** - EMPLOYMENT - **modern industry**  
 - *connectivity* - job center - **stable** - *buffers* -  
 pedestrian scale - **open space** - EMPLOYMENT  
**CHARACTER AREA ATTRIBUTES**  
 - **modern industry** - *connectivity* - job center - **stable** - *buffers* - pedestrian scale - **open space**  
 - EMPLOYMENT - **modern industry** - *connectivity*  
 - job center - **stable** - *buffers* - pedestrian  
 scale - **open space** - EMPLOYMENT - **modern industry** - *connectivity* - job center - **stable**  
 - *buffers* - pedestrian scale - **open space** -  
 EMPLOYMENT - **modern industry** - *connectivity* -

### Quality Community Objectives

- Infill Development
- Regional Identity
- Environmental Protection
- Growth Preparedness
- Local Self-Determination
- Growth Preparedness
- Appropriate Businesses
- Employment Options

# CORRIDORS & GATEWAYS

## Vision/Intent

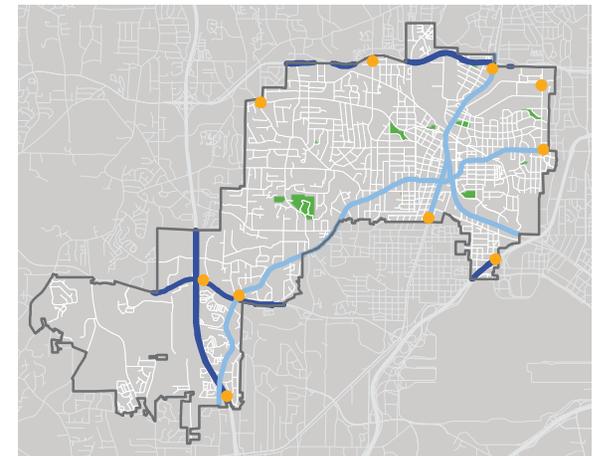
East Point’s major in-town corridors are identified on the future development map. While located within other character areas, the parcels adjacent to these corridors have unique concerns. Future planning priorities include managing growth to prevent sprawling strip development, enhancing streetscape elements, and building facilities to accommodate all types of transportation users. The city envisions 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. Land uses adjacent to the corridors vary, including residential, commercial, and institutional, but all development should be pedestrian-oriented with attractive, well-landscaped frontage.

Major highway corridors include 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. Landscaped, raised medians will provide vehicular safety, aesthetics, and pedestrian crossing refuges; paved shoulders can be used by bicycles or as emergency lanes.

The purpose of a gateway is to provide a sense of arrival and to establish a distinct sense of place or community identity. Gateways are the developed or undeveloped land located at strategic entry points on major thoroughfares that serves as an important announcement or means of access to the community. The city wishes to focus on the appearance of major gateways with appropriate signage, landscaping, and other beautification measures.

## Goals

- These corridors will become more convenient for all users, not just motorists.
- Improve signage and wayfinding signs along the corridors to facilitate travel.
- Install traffic-calming measures to reduce travel speeds in areas with pedestrian crossings.
- Minimize congestion with strategies that encourage the use of alternate transportation modes.
- Encourage integrated modes of transportation by promoting “complete streets.”
- Establish gateways as city markers that express identity so that visitors experience a definite sense of arrival.



# CORRIDORS & GATEWAYS continued

- Commercial Corridors:
  - Shared access and parking should be encouraged whenever possible to minimize curb cuts.
  - Sidewalks are wide, free of obstructions, and in good repair.
  - Promote more dense pedestrian-oriented development along Commercial Corridors.
  - Discourage continuous automobile-oriented development along Commercial Corridors.
  - Identify alternate route from Washington to Camp Creek Marketplace to avoid Camp Creek Parkway.

## Future Development Patterns

- Improved streetscape: sidewalks, street trees, furniture, pedestrian-scale lighting
- Bus shelters to encourage transit use
- Safe pedestrian crossing at major nodes and destinations, including Main Street at the MARTA station and Camp Creek Parkway at the Marketplace
- Gateway signage and landscaping
- Commercial Corridors:
  - Boulevard-type roadways, with landscaped medians, on-street parking where appropriate, bicycle lanes or paths, and wide sidewalks
  - Commercial development to be clustered
- Potential bicycle lane or multi-use trail adjacent to Camp Creek Parkway



sidewalks - **street trees** - *furniture* - pedestrian lighting - **crosswalks** - GATEWAYS - **traffic calming** - *connectivity* - **access** - sidewalks - **street trees** - *furniture* - pedestrian lighting - *crosswalks* - **traffic calming** - *connectivity* - **access** - sidewalks - **street trees** - *furniture* - **crosswalks** - GATEWAYS - *traffic calming* - *connectivity* - **access** - sidewalks - **street trees** - *furniture* - pedestrian lighting - **crosswalks** - GATEWAYS - **traffic calming** - *connectivity* - **access** - sidewalks - **street trees** - *furniture* - pedestrian lighting

## CHARACTER AREA ATTRIBUTES

**Quality Community Objectives**

- Transportation Alternatives
- Regional Cooperation
- Environmental Protection
- Growth Preparedness
- Infill Development