

3 Implementation Program

Overview and Purpose

The implementation section presents the overarching goals and establishes the policy framework for achieving the Community Vision. It includes a five-year action plan with specific tasks called the Short-Term Work Program (“STWP”). Together, these goals, policies and programs respond to the Issues and Opportunities identified in Chapter 2.

Goals and Policies

This section identifies goals and policies that the City of East Point is committed to achieving. These goals and policies aim to achieve the stated city-wide vision as well as the individual character area visions. In addition the goals and policies address Issues & Opportunities that were identified during the community assessment and refined with community input.

Economic Development

Goal: To provide a healthy economic base under a unified economic development plan. Specifically measured by: **increases to property values, rise in per capita and household incomes, increases in jobs and labor force participation rates, rehabilitation and infill development in residential neighborhoods, and expansion to the town center and regional centers.**

Policy:

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| ED-1 | We will support programs for retention, expansion and creation of businesses that enhance the city’s economic well being with a focus on small business, with special support for East Point residents who are also business owners. |
| ED-2 | We will encourage economic development, with an emphasis on redevelopment. |

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| ED-3 | Our community will accommodate new development while enhancing existing local assets. |
| ED-4 | We will promote public-private partnerships to enhance activity centers and corridors. |
| ED-5 | We will encourage the development of downtown East Point as a vibrant center for culture, government, dining, residential, and retail diversity. |
| ED-6 | We will establish a culture in which entrepreneurial enterprise is nurtured in our community. |
| ED-7 | We will target reinvestment in declining, existing neighborhoods to further encourage private sector redevelopment and accommodate future growth. |
| ED-8 | We will promote and enhance the local economy by increasing the number of visitors, increasing retail businesses, increasing local shopping options for citizens, and expanding small business. |

Natural and Cultural Resources

Goal: To increase cultural and natural assets specifically measured by **the creation of historic residential districts near downtown, protection of historic structures, and expansion of parks and recreation facilities by means of implementation of our parks and recreation master plan.**

Policy

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| NCR-1 | East Point will preserve existing park and greenspace and incorporate the connection, maintenance and enhancement of greenspace into all new development. |
| NCR-2 | We will ensure adequate supplies of quality water through protection of ground and surface water sources. |

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| NCR-3 | We will promote more sustainable waste management techniques, waste management reduction, and recycling initiatives. |
| NCR-4 | We will encourage more compact urban development and preservation of open space. |
| NCR-5 | We will continue to protect and expand our tree canopy. |
| NCR-6 | We will encourage new development in suitable locations in order to protect environmentally sensitive lands or valuable historic, archeological or cultural resources. |
| NCR-7 | We will support and promote cultural assets through designation and expansion of historical and cultural assets. |
| NCR-8 | The protection and conservation of our community’s resources will play an important role in the decision-making process. |
| NCR-9 | Land and transportation networks will be developed and managed to ensure the quality of our air and water. |
| NCR-10 | We will reduce the impact of development on the natural topography and existing vegetation through limiting land disturbance activities and clear cutting. |
| NCR-11 | The City of East Point will protect local and regional water resources by applying the strategies set forth in the Metropolitan North Georgia Water Planning District plans. |

Housing

Goal: To preserve the city’s existing housing stock while developing new housing to meet a variety of residential types and densities in safe and orderly neighborhoods available to all income levels. Measures of success will include **implementing historic district(s) near downtown, reducing vacancy rates in the city, and providing affordable options to residents across the life cycle.**

Policy:

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| H-1 | Development shall provide for a variety of residential types, densities and incomes. |
| H-2 | Our neighborhoods will be interactive communities where people have easy access to schools, parks, residences and businesses through walkways, bike paths, roads and public transportation. |
| H-3 | Our neighborhoods shall be strongly linked to the neighborhood public school concept. |
| H-4 | We will provide opportunities for senior housing, special needs and retirement housing. |
| H-5 | The city will ensure that infill housing is compatible with existing neighborhoods. |
| H-6 | We will not aggregate low income housing. |
| H-7 | We will create affordable housing opportunities. |
| H-8 | We will encourage home ownership in neighborhoods and target neighborhood associations for assistance where the majority of homes are for rent. |
| H-9 | We will strictly enforce building and development codes in order to encourage the stabilization of housing. |
| H-10 | We will promote mixed income development and require that all new development have an affordable component. |
| H-11 | We will promote and prioritize the rehabilitation and redevelopment of existing housing stock and infill of new development in established neighborhoods in order to revitalize established neighborhoods, utilize existing infrastructure and promote sustainable urbanism. |
| H-12 | We will preserve and protect existing historic residential and commercial structures adding to the social and cultural fabric of the city. |
| H-13 | We will eliminate substandard or dilapidated housing in our community. |
| H-14 | We will promote rehabilitation rather than demolition of housing near downtown. |

H-15 We will address the non-conforming residential uses in a holistic manner.

Community Facilities & Services

Goal: To provide community services and facilities in an equitable manner both socially and geographically, sensitive to all our citizens’ needs, in an efficient, timely and cost effective manner.

Policy:

- CF-1** We will support enhanced solid waste reduction and recycling initiatives.
- CF-2** Services provided by the city will be customer service oriented.
- CF-3** We will adopt best practices in government for efficient, timely, and cost effective service delivery.
- CF-4** We will maximize the use of existing facilities and services.
- CF-5** We will invest in parks and open space to provide quality of life for community members and to encourage private investment in urban centers.
- CF-6** We will protect investments in existing infrastructure by encouraging infill, redevelopment, and compact development.
- CF-7** We will ensure that new development does not negatively impact roads and that all capital improvements or other strategies needed to accommodate the impacts of development are made or provided for concurrent with new development.
- CF-8** Our community will make efficient use of existing infrastructure as well as future investments and expenditures for capital improvements and long-term operation and maintenance costs.
- CF-9** We will coordinate development review processes that will protect or enhance public facilities and sites to ensure that they can fulfill their identified functions.
- CF-10** We will encourage and facilitate innovative solutions to providing community schools.

CF-11 The community will establish regulations such that new development does not create a burden but rather provides the improvements and/or infrastructure necessary to support it.

Land Use and Design

Goal: To enhance the city’s unique character, urban design, and sense of place through the coordination of land development and redevelopment with transportation improvements. Success will be measured by **creating a walkable, livable 24/7 town center that serves its citizens and visitors by providing an eclectic mix of historic structures amidst new mixed use structures offering residents and others a true downtown full of life and vitality.** Also, redeveloped neighborhood centers will cater to residential needs. The city will also implement the Cleveland Avenue Corridor Master plan and Transit Oriented Development plan. Lastly, Gateways will be developed at major entry points with a unified signage plan signaling arrival into and departure from the city.

Policy:

- LU-1** Promote investment and reinvestment directed towards redevelopment of developed areas prior to expansion into “green fields”.
- LU-2** Promote development that is sensitive to the land and gives consideration to adjoining, existing and planned development as well as the overall community.
- LU-3** Promote efficient use of land by promoting well-designed, more pedestrian-friendly development patterns with a mix of uses and an efficient, creative use of land.
- LU-4** Recreation and greenspace will become an integral facet of our community’s land use.
- LU-5** Guide or direct patterns of land development with land development regulations.

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| LU-6 | Support urban and suburban development where it can be adequately served by public facilities. |
| LU-7 | Encourage innovative land use planning techniques to be used in building higher density and mixed use developments as well as infill developments. |
| LU-8 | Commit to redeveloping and enhancing existing commercial and industrial areas located within our community. |
| LU-9 | Encourage developments that provide a mix of shopping, housing and jobs. |
| LU-10 | Promote increases in densities in areas that meet community design standards, environmental constraints, and available infrastructure capacities. |
| LU-11 | Encourage the use of landscaping, lighting, signage, underground utilities, and building design to add value to our community. |
| LU-12 | Greenspace will be a major component within our neighborhoods, along our streets and parking lots and within commercial and industrial developments. |
| LU-13 | Establish gateway markers and improved corridor aesthetics to create a “sense of place” for our community. |
| LU-14 | Civic buildings will be located, designed and made accessible to public transportation in a manner that enhances the community. |
| LU-15 | Neighborhood Center nodes should contain business development sites of various sizes to accommodate a variety of businesses. |
| LU-16 | Employ innovative planning concepts to achieve desirable and well-designed neighborhoods, protect the environment, preserve meaningful open space, improve traffic flow, and enhance the quality of life in our community. |

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| LU-17 | The city will minimize the existence of non-conforming uses through appropriate rezoning. |
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Transportation

Goal: To create a transportation system that provides a multitude of mobility options including transit, roads and walkways. With successful implementation, downtown will be linked to Camp Creek, neighborhoods will be linked to commercial centers, and Main Street will connect Fort McPherson at the north through downtown to a new entertainment and warehouse district along Willingham Drive to the regional hotel center along Virginia Ave. These connections will offer vehicular, pedestrian and cycling options all within a multimodal corridor enhanced by unified streetscapes.

Policy:

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| T-1 | We will improve connectivity between road network, public transit, and pedestrian/bike paths. |
| T-2 | We will enhance existing neighborhoods by investing in facilities that will connect them to civic and commercial centers and corridors. |
| T-3 | We will enhance the pedestrian environment by guiding investments in sidewalks, bike paths, and multi-use trails in centers and along corridors that have existing or planned transit service. |
| T-4 | We will encourage transportation corridors that support multiple functions, including pedestrian movements, parking, alternate modes of transportation and vehicular circulation. |
| T-5 | Transportation and greenway corridors will be supported by the community standards of aesthetics, urban design and environmental stewardship. |
| T-6 | We will ensure that vehicular traffic will not harm the residential nature of our neighborhoods. |

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| T-7 | We will encourage high or urban density to be located in areas that are conducive to walking and biking and are served by transit. |
| T-8 | We will promote alternative transportation modes and mobility access for all citizens. |
| T-9 | We will encourage walking, biking, car-pooling, and other sustainable transportation choices. |
| T-10 | We will maintain our existing infrastructure as needed. |

Intergovernmental Coordination

Goal: To have successful coordination both within the jurisdiction and with outside jurisdictions as well. This coordination will be the result of effective communication and collaboration resulting in benefits to East Point. Some measures of success will include: **enhanced coordination with Fulton County Board of Education, Airport Area Working Group, Southern Crescent Committee, and McPherson Implementing Local Redevelopment Authority (MILRA), as well as involvement with regional agencies such as the Atlanta Regional Commission (ARC).**

Policy:

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| IC-1 | We will establish coordination mechanisms with adjacent local governments to provide for exchange of information, particularly with the Tri-Cities area. |
| IC-2 | Maintain intergovernmental and service agreements with partner governments in good faith with timely correspondence to address changing conditions. |
| IC-3 | We will ensure coordination between East Point and the Fulton County Board of Education. |
| IC-4 | We will share services and information with other public entities within the jurisdiction. |

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| IC-5 | We will promote the concept of neighborhood schools in future development, as well as promote the same concept regarding the use of schools that are currently located near or in close proximity to existing neighborhoods. |
| IC-6 | We will support other existing educational institutions and encourage development of new opportunities to educate our citizens. |
| IC-7 | The long term prosperity of our community will be supported by the educational function of our parks and recreational services, public libraries, museums and other cultural amenities. |
| IC-8 | We will coordinate with the City of Atlanta and Fort McPherson Redevelopment Authority to maximize redevelopment opportunities affecting both adjacent neighborhoods and the broader East Point market area. |
| IC-9 | The City of East Point will support the Atlanta Regional Commission’s PLAN 2040, a plan to sustain metro Atlanta’s livability and prosperity as its population continues to grow. |
| IC-10 | East Point will help protect the region’s watersheds and water supply by applying the strategies set forth in the Metropolitan North Georgia Water Planning District’s Watershed Management Plan, Wastewater Management Plan, and Water Supply and Conservation Plan. |

Population

Goal: To accommodate population growth and provide educational, cultural, and recreational opportunities to all our residents in a safe and aesthetically pleasing environment. Measures of success will include: increased coordination and communication with the Board of Education guaranteeing a quality education at all school age levels, which in turn will attract and retain families to the community, enhancing the stability of neighborhoods; and the provision of amenities that constitute a lifelong community and quality of life.

Policy:

- P-1** East Point will continue to celebrate, support and promote diversity within the community.
- P-2** East Point will partner with schools and the business community to promote the education attainment and civic involvement that the City of East Point envisions for all who work and live in the city.
- P-3** The City of East Point housing, land use, transportation and economic development policies will aim to create conditions that allow mixed-income housing opportunities, access to job training facilities, and community supported service provision for those in need.

- P-4** East Point will continue to offer opportunities to its aging population by promoting them to age in place through the promotion and support of programs such as Naturally Occurring Retirement Community (NORC) and the Atlanta Regional Commission’s Lifelong Communities program.
- P-5** East Point will encourage services to accommodate increased ethnic and racial diversity in East Point
- P-6** East Point will recruit educational and workforce training opportunities are available to residents of East Point.
- P-7** Population stabilization and growth will be encouraged through policies focused on attracting and retaining young families, enhancing services, and fostering the economic viability of East Point.
- P-8** East Point will equitably provide facilities and services to all citizens of the city.
- P-9** East Point will continue to adopt policies and programs to provide a safe environment for both residents and visitors.