The city of EAST POINT Georgia

City of East Point Comprehensive Plan Update
Community Agenda
November 29, 2011

POND

Mission 2036: City of East Point Comprehensive Plan Update

Community Agenda

Prepared for the City of East Point, Georgia
Department of Planning & Zoning

by
POND & COMPANY
in association with
Huntley Partners & PEQ

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November 29, 2011
FINAL DRAFT

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Summary of Accomplishments 2007-2011

this report has been formatted to be printed double-sided in an effort to conserve paper

Executive Summary

Introduction and Overview

The City of East Point has completed a five-year update of the Comprehensive Plan. This process was achieved with the guidance and involvement of city staff, community stakeholders, and a consultant team.

The vision, policy, and implementation portion of the Comprehensive Plan is the **Community Agenda** document, which establishes the development framework for the 25-year planning horizon to the year 2036. The Plan has been completed per the Rules of the Georgia Department of Community Affairs ("DCA"), O.C.G.A. Chapter 110-12-1, effective May 1, 2005. The DCA rules state that the format of the Comprehensive Plan consists of three distinct components as follows:

- **Community Assessment and Technical Appendix:** Summary of existing conditions, plans and policies with supporting data and maps
- **Community Participation:** Program for providing information and opportunities for public input
- **Community Agenda:** Vision, future development map and framework, and strategy for plan implementation

The Community Agenda expresses the vision both in terms of City-wide expectations as well as the intent envisioned for specific geographic areas of the City. It also documents the policy for future development through (1) principles and goals for development specific to geographic areas called "character areas," and (2) policy statements and implementation programs.

Organization of the Community Agenda

The Community Agenda serves as the vision and action plan resulting from collecting and analyzing data in the Community Assessment process, receiving input from the community, and discussing problems and areas of concern with city staff. The document contains four parts, which include required and optional components of the DCA planning standards: 1) the Community Vision, 2) Issues and Opportunities, 3) an Implementation Program, and 4) a Participation Summary. These sections were developed through a process of community participation, relying upon the data collected and maps created as part of the Community Assessment.

Part 1: Community Vision

This part articulates the city-wide community vision by establishing the development framework for future planning decisions with the Future Development Map and character area narratives. Each character area represents "a specific geographic area that has unique or special characteristics to be preserved or enhanced, or has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation, or requires special attention due to unique development issues" (DCA).

Preliminary character areas were identified in the Community Assessment process, and community visioning described what these character areas should become in the future. Each character area is defined according to land use, building form, and site design. Together, the Future Development Map and the intended development patterns described in the narrative comprise the official land use policy that the city zoning ordinance must aim to implement; this policy framework must be referenced for individual land use decisions to be valid.

Part 2: Issues and Opportunities

The Community Assessment process also identified areas of concern and opportunities that the city should work to address, and community feedback from a series of public meetings helped refine this list, which is included in the Issues and Opportunities section.

Part 3: Implementation Program

The Community Agenda establishes a set of policies, goals, long range and on-going activities, as well as the five-year short-term work program ("STWP"). The STWP prioritizes the goals and objectives that emerged through the Comprehensive Plan process and assigns benchmarks, tasks, and cost estimates (where appropriate) to specific city agencies and departments. Policies are organized into the following categories: population, economic development, housing, natural and cultural resources, community facilities, intergovernmental coordination, land use and design, and transportation.

Part 4: Participation Program

The final part of this document summarizes the events and methods used to engage the public, provide information, and collect input. The City of East Point used a variety of methods to reach the public, including attending the Citizens' Leadership Academy class, hosting a business breakfast roundtable and organizing meetings and an open house.

The Planning Context

The City of East Point lies within the southern portion of Fulton County, adjacent to the City of Atlanta, Hapeville, and College Park. I-285, the "perimeter," passes through the western portion of the city, and Hartsfield-Jackson Atlanta International Airport is located immediately to the south. East Point was a thriving early railroad city and has retained much of its historic character and industrial assets. However, the city recognizes the need to stay competitive in a rapidly growing region and a volatile economic climate by generating successful redevelopment and capturing opportunities for new growth. Community meeting discussions focused on the importance of **revitalizing downtown, improving the city's pedestrian and bicycle infrastructure,** and **creating a "sense of place" in East Point**. The implications of the following key issues will continue to impact the city's ability to meet the needs of its current and future residents:

- **Strategic Housing Development:** East Point's population has decreased over the past ten years, leaving a considerable supply of underutilized housing and land. It is important that future growth take advantage of existing infrastructure and create opportunities for infill development.
- **Economic Changes:** The closure of Fort McPherson, the existence of several underutilized commercial sites in East Point, and the renewed or ongoing interest in prior planning efforts provide unique prospects for economic development throughout the city.
- **Changing Demographics:** The City of East Point is growing older and more racially diverse, at a pace comparable to the rest of the Atlanta region. The Hispanic population, in particular, will continue to grow over the next few decades. It is estimated that one in five metro Atlanta residents will be over the age of 60 by 2030. That said, the largest percentage of the population is currently in their family-forming years (25 to 44 years old). East Point will need to continue to attract and retain these families.

The full list of issues and opportunities identified by the city and staff can be found in Part 2 of this document.

1 Community Vision

City-Wide Vision and Goals

Vision Statement

Over the next twenty-five years, the City of East Point will develop as a leading destination in the Atlanta metropolitan region, with many options and amenities for its residents and visitors. While building on and enhancing its historic assets, the City of East Point will develop new opportunities for housing, shopping, employment, recreation, and transportation.

City-Wide Goals

- The City of East Point will provide a unique living experience by offering a sense of place and an intimate community atmosphere with all the conveniences of an active urban area.
- Established neighborhoods will continue to foster stable households, while new development will provide options for future residents.
- Downtown East Point will grow as the heart of the city, with a dynamic mixed use environment where people can live, shop, work, and socialize.
- Residents of the City of East Point will have greater opportunities to engage in public activities locally through neighborhood-scale retail and housing developments; enhanced greenspace and recreation opportunities; enhanced transportation options for the community, including improved pedestrian and bicycle infrastructure; and the connection of the city from east to west through streetscaped corridors.
- Strong neighborhood associations and community events will provide opportunities for citizens to become engaged and involved in East Point activities.
- The city's goal of fostering economic development will provide employment opportunities, taking advantage of the best transportation access in the region and recruiting new employment-generating companies.

Future Development Map

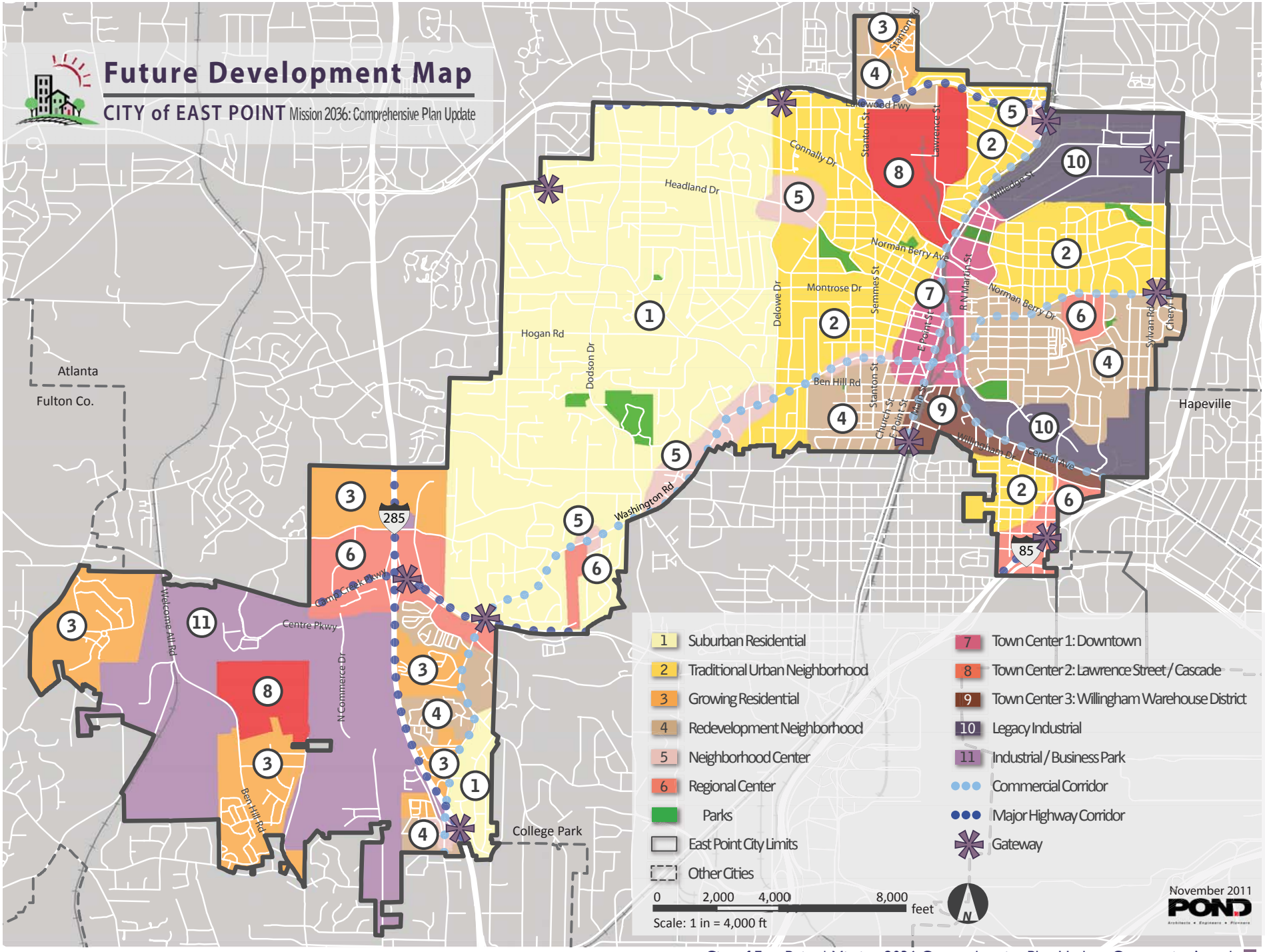
The Future Development Map (FDM) is a graphic representation of the future development that the city desires to achieve by 2036. The map identifies character areas, which are the neighborhoods and regions with unique development patterns that the city uses to guide future development. This section describes the vision, intent, and principles for each character area.

Zoning, development regulations, and infrastructure investment will need to evolve to accommodate character area goals and principles. Decision-makers will also use the character area descriptions as a policy guide for future rezoning decisions.

Character areas provide descriptions regarding these planning elements:

- Desired infrastructure, economic objectives, and building types
- Building form, massing, and style
- Desired use or mix of uses
- Goals to achieve the desired development types

The FDM with character area narratives allows development decisions to consider the broader context. Specifically, each character area contains distinct principles related to design and elements like transportation and economics. This replaces the old tool of a parcel-based Future Land Use (FLU) map, which typically only narrowly defined a desired use.


Future Development Map
CITY of EAST POINT Mission 2036: Comprehensive Plan Update
Atlanta
Fulton Co.
College Park
Hapeville
Headland Dr
Hogan Rd
Dodson Dr
Connally Dr
Delowe Dr
Montrose Dr
Semmes St
Norman Berry Ave
Norman Berry Dr
Ben Hill Rd
Washington Rd
Stanton St
Lawrence St
Church St
E Point St
Willingham Dr
Central Ave
Sylvan Rd
Cherry St
Lakewood Fwy
Camp Creek Pkwy
Centre Pkwy
N Commerce Dr
Welcome All Rd
285
85
1 Suburban Residential
2 Traditional Urban Neighborhood
3 Growing Residential
4 Redevelopment Neighborhood
5 Neighborhood Center
6 Regional Center
Parks
East Point City Limits
Other Cities
7 Town Center 1: Downtown
8 Town Center 2: Lawrence Street / Cascade
9 Town Center 3: Willingham Warehouse District
10 Legacy Industrial
11 Industrial / Business Park
Commercial Corridor
Major Highway Corridor
Gateway
0 2,000 4,000 8,000 feet
Scale: 1 in = 4,000 ft
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November 2011
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Character Areas

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

Character Area	Description	Typical Zoning Districts																			
		AG1	R1	R1A	RL	R2	R3	R4	RT	CUP	EI	MI	C1	C2	CL	CR	MIX	OIT	BP	I1	I2
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, mixed use residential/commercial development, and public space						●	●	●		●				●	●	●	●			
Town Center Subarea 2: Lawrence Street/ Cascade	Redeveloped brownfield sites with mixed use: Residential, retail, and office buildings; high-tech industrial; 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	Not applicable																			

SUBURBAN RESIDENTIAL

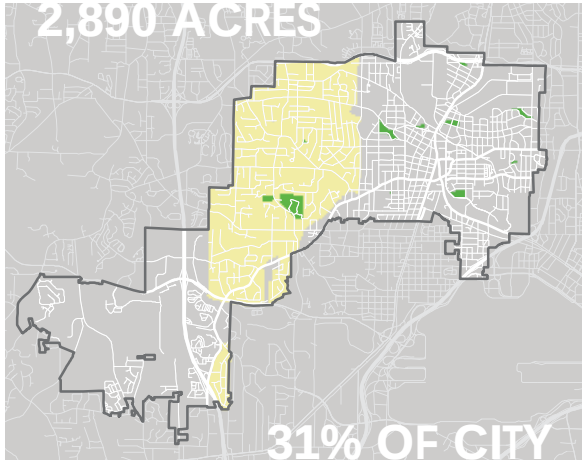
Vision/Intent

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 multi-family 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 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.



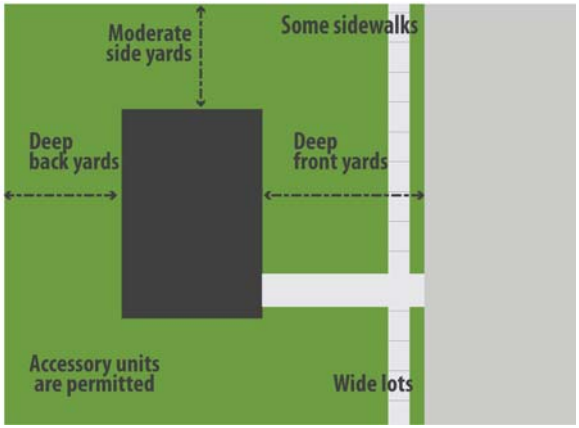
SUBURBAN RESIDENTIAL continued

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 Drive, Ben Hill Road, and Washington Road
- Improved connectivity, particularly to downtown with bicycle/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
- Typical zoning districts: R1, RL

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, greenspace, and community gardens
- Height: 1-3 stories



CHARACTER AREA ATTRIBUTES

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

Quality Community Objectives

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

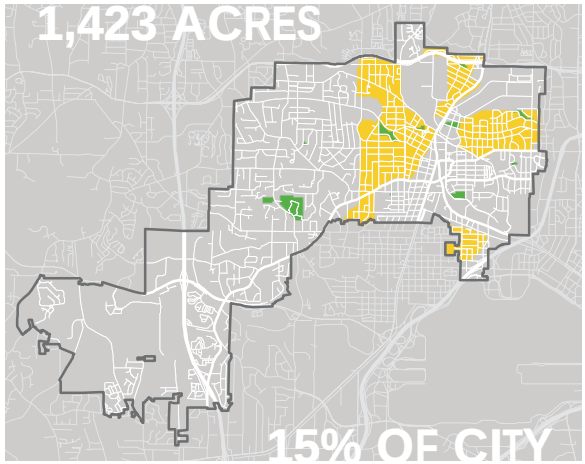
TRADITIONAL URBAN NEIGHBORHOOD

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

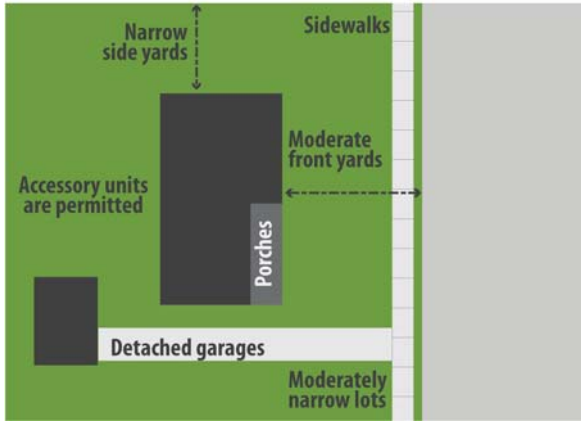
Future Development Patterns

- 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
- Typical zoning districts: R1A, RT, R2, and R3

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)
- Parks, greenspace, and community gardens
- Buildings are closer to one another and closer to the street than in Suburban Residential area
- Height: 1-3 stories

Example: Signature Signage



CHARACTER AREA ATTRIBUTES

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** -

Quality Community Objectives

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

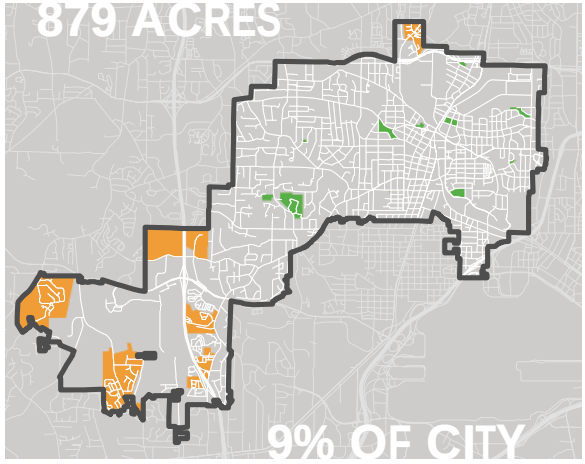
GROWING RESIDENTIAL

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.
- Provide greenspace with neighborhood parks and larger community parks.



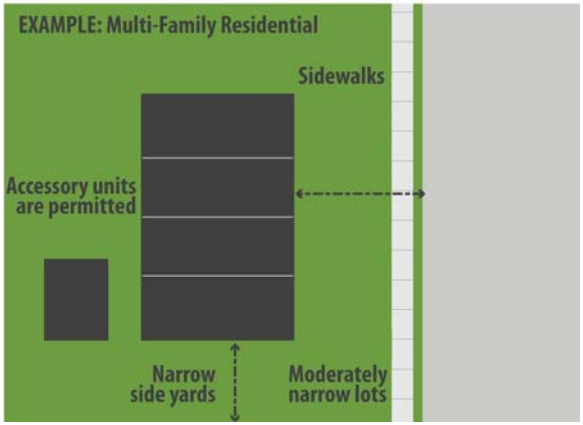
GROWING RESIDENTIAL continued

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
- Typical zoning districts: R1, R1A, RL, RT, R2, R3, R4, CUP, MIX, AG-1

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)
- Parks, greenspace, and community gardens
- Height: 1-4 stories



CHARACTER AREA ATTRIBUTES

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*

Quality Community Objectives

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

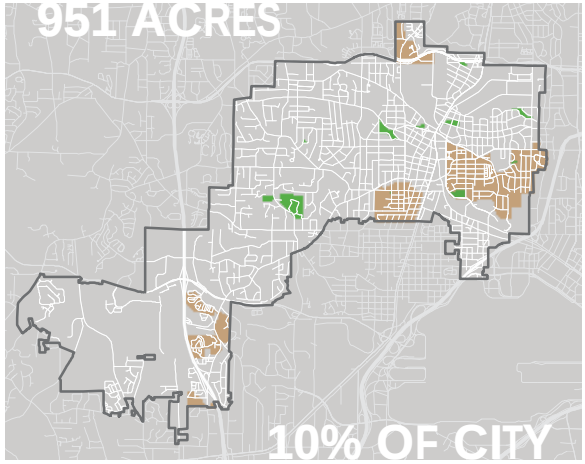
REDEVELOPMENT NEIGHBORHOOD

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, a 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 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 types.
- 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.



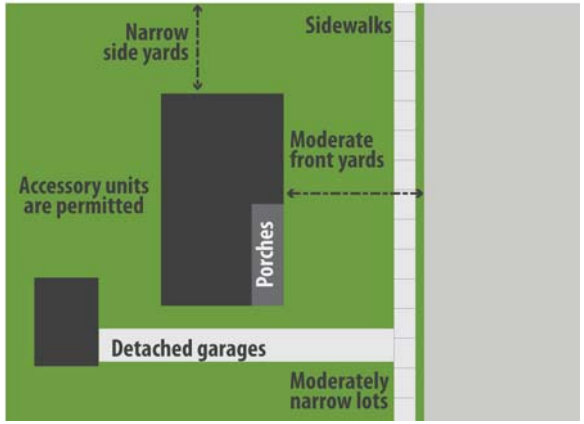
REDEVELOPMENT NEIGHBORHOOD continued

Future Development Patterns

- Protect historic nature of single-family homes
- Rehabilitate homes, rather than replace, and promote context-sensitive infill
- Primarily single-family residential (bungalow, cottage, or other traditional housing styles)
- Accessory dwelling units
- 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
- Will resemble Traditional Urban Neighborhoods, with small- to medium-sized lots and blocks and a gridded street network
- Typical zoning districts: R1A, RT, R2, and R3

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)
- Parks, greenspace, and community gardens
- Buildings are closer to one another and closer to the street than in Suburban Residential area
- Height: 1-3 stories



CHARACTER AREA ATTRIBUTES

urban lots - **neighborhood parks** - *sidewalks* - neighborhood identity - ***on-street parking*** - SLOW TRAFFIC - *connectivity* - urban lots - **neighborhood parks** - *sidewalks* - neighborhood identity - ***on-street parking*** - SLOW TRAFFIC - *connectivity* - urban lots - **neighborhood parks** - *sidewalks* - neighborhood identity - ***on-street parking*** - SLOW TRAFFIC - *connectivity* - urban lots - **neighborhood parks** - *sidewalks* - neighborhood identity - ***on-street parking*** - SLOW TRAFFIC - *connectivity* - SLOW TRAFFIC - *pocket parks*

Quality Community Objectives

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

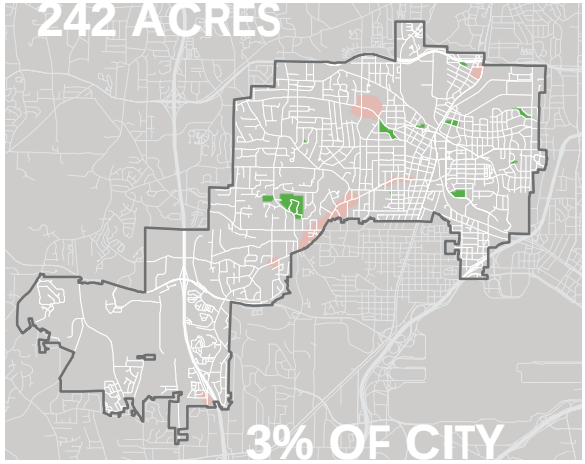
NEIGHBORHOOD CENTER

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 areas, 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.



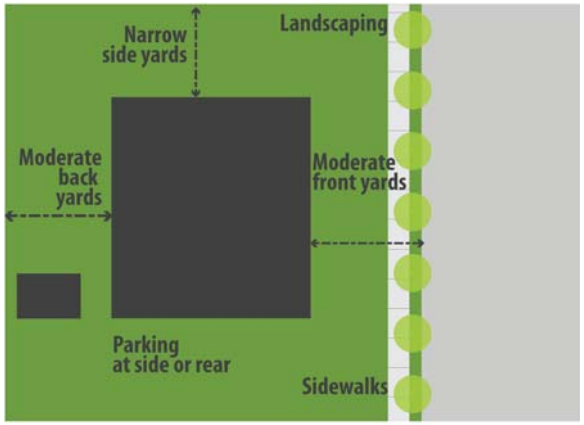
NEIGHBORHOOD CENTER continued

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
- Typical zoning districts: R3, C1, MIX, and CR

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, plazas, and community gardens
- Height: 1-4 stories, with greater heights at the core



CHARACTER AREA ATTRIBUTES

retail - **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** - *accessible* - connected - **local business** - *revitalized* - retail - **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
- Appropriate Businesses
- Educational Opportunities

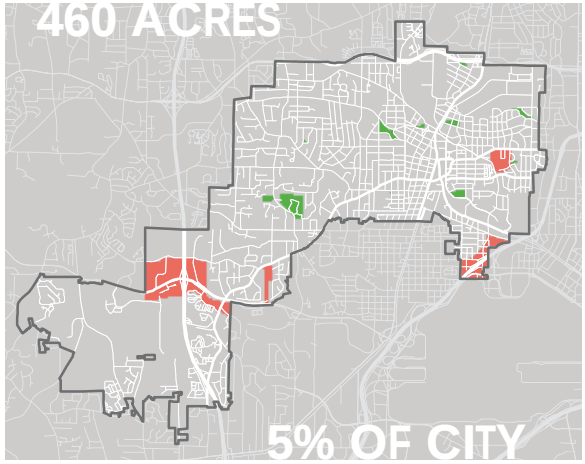
REGIONAL CENTER

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.



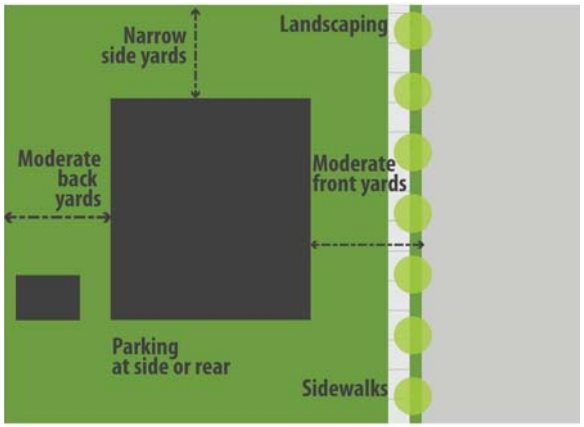
REGIONAL CENTER continued

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
- Typical zoning districts: R3, R4, C1, C2, CR, CL, MI, EI, MIX, OIT

Use and Scale

- Regionally-marketed commercial and retail uses
- Retail, office and employment centers
- Higher-education facilities
- Sports and recreational complexes
- Parks, greenspace, and community gardens
- Camp Creek Parkway
    - Residential: 10-20 dwelling units per acre
        - Multi-family above commercial uses
    - Big box national retail, hotels
    - 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-and-ride lots



CHARACTER AREA ATTRIBUTES

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

Quality Community Objectives

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

TOWN CENTER SUBAREA 1: Downtown

Vision/Intent

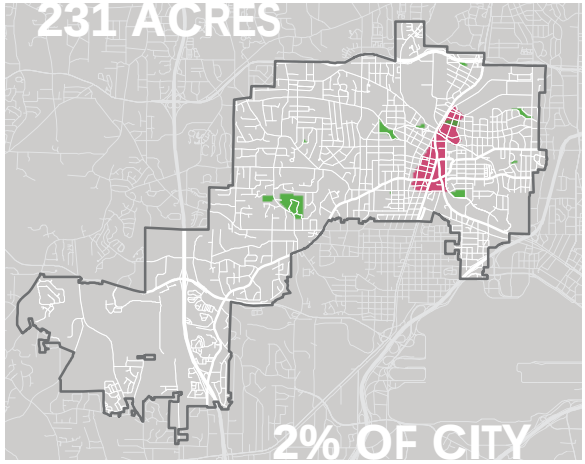
East Point's Town Center is divided into three unique sub-areas: the Lawrence Street / Cascade mixed use sites, Downtown, and the Willingham Warehouse District. Together, these subareas make up East Point's new Town Center. A mix of residential types, commercial uses, offices, high-tech industrial, government 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.
- Incentivize 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.
- Prevent downtown commercial uses from encroaching into residential areas.



TOWN CENTER SUBAREA 1: Downtown continued

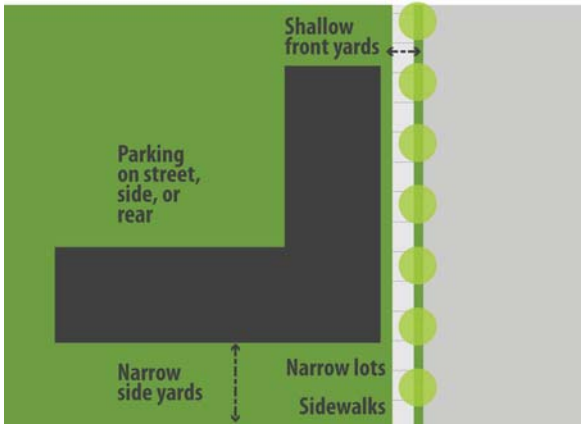
- Establish an East Point Small Business Association to provide support to local businesses, with assistance with start-up costs and navigating regulations.
- Work with the Main Street Association to increase the presence of local businesses while supporting the downtown economically.
- Increase the 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.

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
- Typical zoning districts: RT, R3, R4, CR, MIX, EI, CL, and OIT

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
- Parks, greenspace, and community gardens
- Height: 2-6 stories, with proper height restrictions such as step-backs



CHARACTER AREA ATTRIBUTES

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** -

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

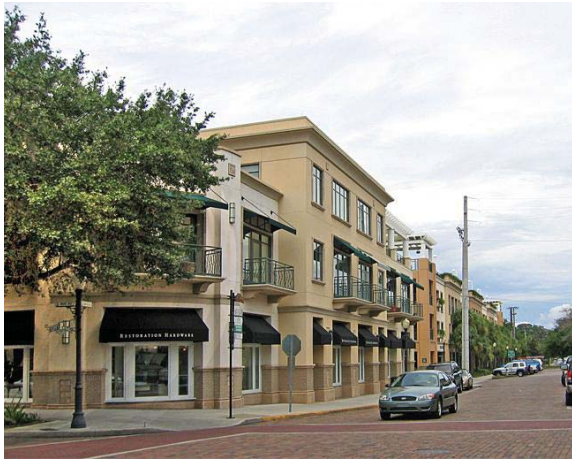
TOWN CENTER SUBAREA 2: Lawrence Street / Cascade

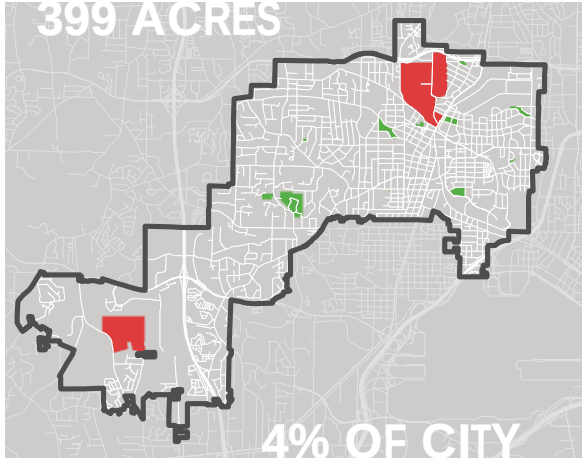
Vision/Intent

The Lawrence Street and Cascade sites will be the future home of mixed-use, walkable, pedestrian-oriented neighborhoods. 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, commercial, and high-tech industrial 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 connect 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.





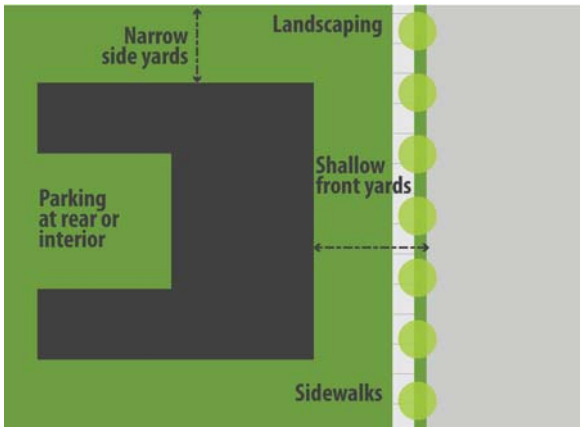
TOWN CENTER SUBAREA 2: Lawrence Street / Cascade continued

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
- Typical zoning districts: CR, MIX, BP, I1, EI, MI, OIT, C1, CL, and C2

Use and Scale

- Residential: 6-12 dwelling units per acre
- Mixed use, master planned development: commercial/office/residential
- Live-work lofts
- Institutional
- High-tech industrial
- Public parks, plazas, and open space
- Urban agriculture, community gardens
- Height: 2-4 stories



CHARACTER AREA ATTRIBUTES

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

Quality Community Objectives

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

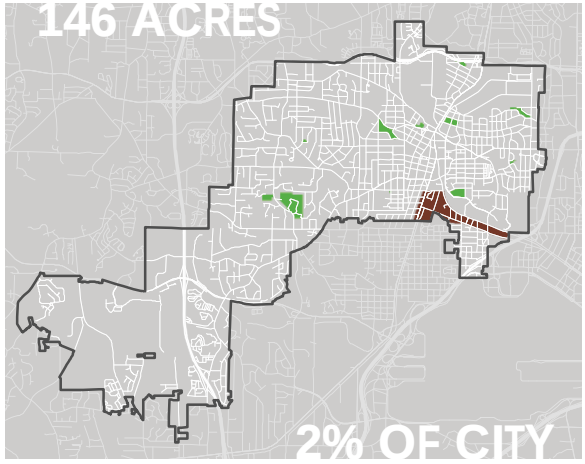
TOWN CENTER SUBAREA 3: Willingham Warehouse District

Vision/Intent

The Willingham Drive 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 Willingham Drive.

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.



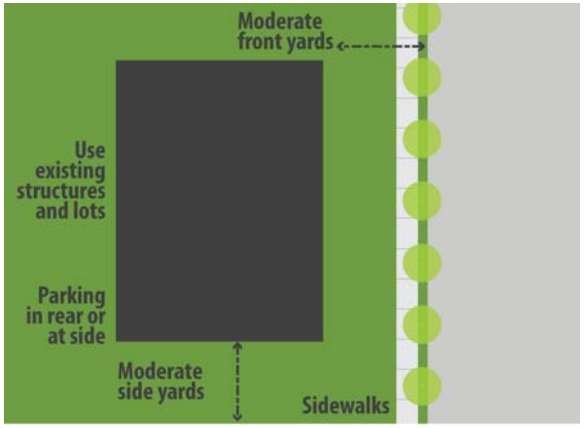
TOWN CENTER SUBAREA 3: Willingham Warehouse District continued

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
- Typical zoning districts: MIX, CR, I1, C1, C2, CL, and BP

Use and Scale

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



CHARACTER AREA ATTRIBUTES

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***

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
- Appropriate Businesses

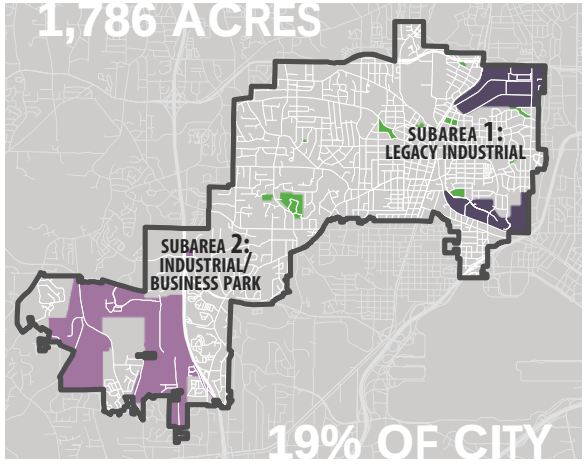
INDUSTRIAL DISTRICTS
SUBAREA 1: Legacy Industrial
SUBAREA 2: Industrial/Business Park

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.
- 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 any noxious emittances (sound, odor, etc.).



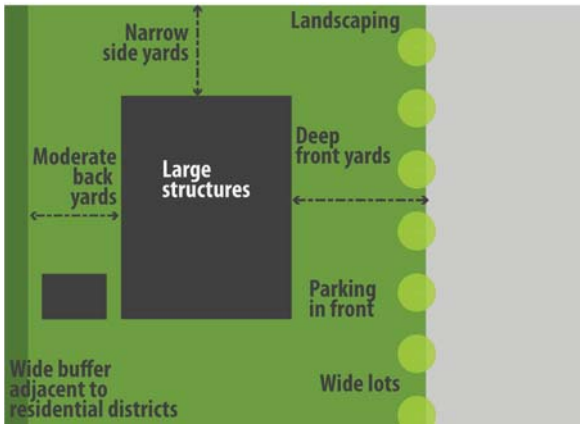
INDUSTRIAL DISTRICTS
SUBAREA 1: Legacy Industrial
SUBAREA 2: Industrial/Business Park continued

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
    - Typical zoning districts: I1, I2, and BP
- Subarea 2: Industrial / Business Park
    - Large warehouse-type industrial uses
    - Good access to interstates
    - Appropriate buffers between residential and industrial uses
    - Typical zoning districts: I1, I2, MI, EI, BP, and OIT

Use and Scale

- Subarea 1: Legacy Industrial
    - Light industrial
    - Limited heavy industrial
    - Manufacturing
    - Other uses: office, film studio
    - 1-3 stories
- Subarea 2: Industrial / Business Park
    - Light industrial
    - Warehouse/shipping/storage
    - Server farm
    - Institutional
    - 1-3 stories
- Parks, greenspace, and community gardens



CHARACTER AREA ATTRIBUTES

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* - 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

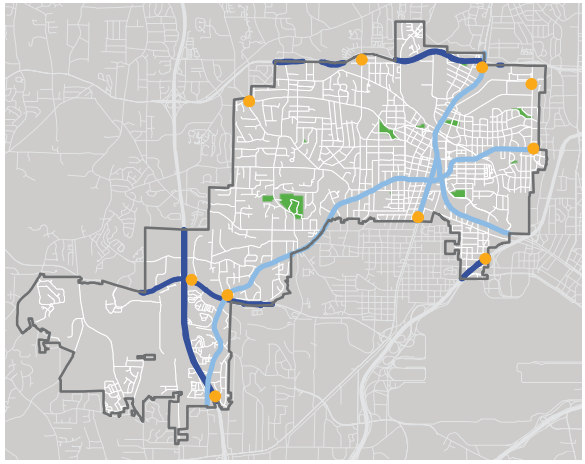
East Point's major in-town corridors are identified on the future development map. While located within other character areas, the parcels adjacent to these corridors have unique concerns. Future planning priorities include managing growth to prevent sprawling strip development, enhancing streetscape 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. The city has received funds and is beginning to allocate them towards gateway signage.

Goals

- Make corridors 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.
- Improve multi-modal accessebility 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 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

CORRIDOR ATTRIBUTES

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

Quality Community Objectives

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

QUALITY COMMUNITY OBJECTIVE

DEVELOPMENT PATTERNS

	Suburban Residential	Traditional Urban Neighborhood	Growing Residential	Redevelopment Neighborhood	Neighborhood Center	Regional Center	Town Center: Downtown	Town Center: Lawrence/Cascade	Town Center; Willingham	Industrial / Business Park	Legacy Industrial	Corridors
Traditional Neighborhoods												
Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.	●	●	●	●	●		●	●	●			
Infill Development												
Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.	●	●		●			●	●	●		●	●
Sense of Place												
Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.					●	●	●	●	●			
Transportation Alternatives												
Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.						●	●					●
Regional Identity												
Each region should promote and preserve a regional "identity," or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.							●		●		●	

QUALITY COMMUNITY OBJECTIVE

	Suburban Residential	Traditional Urban Neighborhood	Growing Residential	Redevelopment Neighborhood	Neighborhood Center	Regional Center	Town Center: Downtown	Town Center: Lawrence/Cascade	Town Center; Willingham	Industrial / Business Park	Legacy Industrial	Corridors
RESOURCE CONSERVATION												
Heritage Preservation												
The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.		●		●			●		●			
Open Space Preservation												
New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.			●				●	●				
Environmental Protection												
Environmentally sensitive areas should be protected from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.	●	●	●	●	●	●	●	●	●	●	●	●
GOVERNMENT RELATIONS												
Local Self-Determination												
Communities should be allowed to develop and work toward achieving their own vision for the future. Where the state seeks to achieve particular objectives, state financial and technical assistance should be used as the incentive to encourage local government conformance to those objectives.						●	●	●	●	●	●	
Regional Cooperation												
Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network.						●	●					●

QUALITY COMMUNITY OBJECTIVE

SOCIAL AND ECONOMIC DEVELOPMENT

	Suburban Residential	Traditional Urban Neighborhood	Growing Residential	Redevelopment Neighborhood	Neighborhood Center	Regional Center	Town Center: Downtown	Town Center: Lawrence/Cascade	Town Center; Willingham	Industrial / Business Park	Legacy Industrial	Corridors
Growth Preparedness												
Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.	●	●	●	●	●	●	●	●	●	●	●	●
Appropriate Businesses												
The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long-term sustainability, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.					●	●	●	●	●	●	●	
Employment Options												
A range of job types should be provided in each community to meet the diverse needs of the local workforce.					●	●	●	●	●	●	●	
Housing Choices												
A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.	●	●	●	●			●	●	●			
Educational Opportunities												
Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.	●	●	●	●	●	●	●					

2 Issues and Opportunities

Overview and Purpose

This section identifies a series of concerns, needs, assets and opportunities that can help frame and prioritize the city's discussions when developing the Community Agenda. Issues and opportunities were first identified in the Community Assessment and the Quality Community Objectives Survey ("QCO"), and the list evolved during the community participation component of the comprehensive planning process. These issues and opportunities helped orient the development of the objectives, policies, programs included in this Comprehensive Plan.

To guide the reader, the appointed policy number below identifies the ways the city aims to address each issue or opportunity. Policies can be found in Section 3.

Economic Development

Issues	Policy
Downtown lacks a central theme or uniformity, restaurants, grocery store, and entertainment options. There is poor signage and streetscapes. Surrounding communities have enhanced their physical appearance, which draw visitors and local patronage away from East Point – for example, College Park has a defined downtown, and Hapeville has enhanced streetscapes.	**LU-8, LU-13, LU-15, ED-5, LU-15**
Downtown redevelopment has been discussed and planned but lacks clear implementation plans to evoke change.	**ED-5**
Reinvestment is needed on some industrial sites, "greyfields" and other commercial areas throughout the city.	**ED-7**
There are unknown environmental hazards that complicate the redevelopment of sites.	**LU-8, LU-1**
The central business "downtown" does not function as a true economic destination, has an abundance of vacant land, and lacks diversity of retail goods and services.	**ED-5**
Only 0.3% of the land in East Point is dedicated to mixed-use development.	**LU-3**
East Point's unemployment rate is 13.7%.	**P-2, ED-1, ED-6**
Downtown East Point is not easily accessible from the airport, resulting in a loss of potential visitors.	**T-1**
Redevelopment of Ft. McPherson has had negative impacts on downtown East Point. This will continue if steps are not taken to be involved in the process and promote connectivity with the city.	**IC-1, IC-8**
The aesthetics of key corridors and neighborhood suffer due to blight and vacancies.	**ED-7**

Opportunities	Policy
Create linkages with Ft. McPherson and capitalize on redevelopment.	**IC-1, IC-8**
Reinvestment and development downtown could create a world class city center. There are opportunities for a hotel, auditorium, theater, grocery store, civic center, and infill mixed use developments.	**ED-5, LU-7**
Capitalize on opportunity to attract and retain small business with East Point's location and variety of choices for commercial space.	**ED-6, ED-1**
East Point's location within metro Atlanta offers excellent access to the airport, downtown Atlanta and surrounding communities by several transportation modes including rail and major highways.	**T-1, T-10**
Capitalize on strategic location by capturing visitor dollars within the community by means of services offered (hotels, restaurants, etc.).	**ED-8**

Continue to expand on Camp Creek Marketplace success without drawing business away from downtown East Point.	**ED-3**
Existing industrial land with infrastructure in place provides opportunities to the business sector that few cities offer.	**T-10, LU-1**
Attract residents to fill jobs within East Point in order to reduce travel time and expenses, keep earned dollars in the community, and build a sense of place.	**ED-1**
Use the Parks and Recreation Master Plan to help facilitate investment in public amenities such as parks, trails, public open space, and greenspace.	**NCR-1**
Capture a catalyst project to ignite infill mixed used redevelopment of the Central Business District.	**ED-5**
Build on planning efforts to articulate a city identity.	**ED-6,**
Continued growth opportunities near Virginia Avenue as a regional center with hotels and services.	**ED-7**
Use Economic Development Department and Business and Industrial Development Authority (BIDA) to promote and facilitate economic development activity.	**ED-8**
Capitalize on commercial corridors with established street networks, infrastructure, excellent access, and incentive programs (Tax Allocation Districts and Opportunity Zones) to attract new development and redevelopment in these areas.	**ED-3, T-7**
Build and maintain a balanced tax base.	**ED-1, ED-8**
The City has adopted an LCI and TADs that establish framework for redevelopment and growth; need to promote these as signals to market that the City is investing in sound planning and infrastructure.	**LU-7, ED-7**

Natural and Cultural Resources

Issues	Policy
East Point does not participate in any land conservation programs, either at the state or national level or on its own. Several large forested tracts of land in the city, which are currently unprotected, could become community amenities if preserved.	**NCR-1, NCR-5, NCR-8**
There is no historic preservation district or ordinance in place to protect valuable cultural resources including housing stock near downtown.	**NCR-6, NCR-7**
Historic preservation has not been addressed to preserve buildings such as the auditorium, library and Fire Station No. 1.	**NCR-6, NCR-7, NCR-8**

Opportunities	Policy
Stream buffers and undeveloped flood zones, which are required in the city's development regulations, could be converted to accessible community greenspace.	**NCR-1, NCR-8, NCR-9**
Additional opportunities for listing on state or federal historic registers.	**NCR-7**
There is an active historical society, the East Point Historical Society.	**NCR-8**
Grants and financing for parks and recreation facilities due to a recent Parks and Recreation Master Plan.	**NCR-1, CF-5**
Existing power transmission line buffers could be used as bicycle or pedestrian trails to connect neighborhoods in the city.	**NCR-1, CF-5**
The Dick Lane Velodrome is a unique but underutilized community asset.	**NCR-1, CF-4**
Parks and greenspace can be used to naturally retain and treat stormwater, reducing runoff.	**NCR-1**

Housing

Issues	Policy
The jobs-housing balance is low. In East Point, there is less than 1 job per worker; few people are living and working in the same place.	**ED-1, P-6**
There is a need for higher-end apartments. Young professionals need a place to live, and the city lacks the apartments to attract first-time homeowners.	**H-1**
There is no historic district to protect the unique bungalows and housing mix in the downtown area.	**H-11, H-12**
Need for additional affordable housing choices: Almost half (44.2%) of households in East Point are cost burdened, or pay more than 30% of their household income towards housing costs.	**H-1, H-7**
There is a lack of special needs housing (mental and mobility handicapped) in East Point.	**H-4**
Many non-conforming multifamily residential units exist in the urban residential, or R-1A, zoning district; when redevelopment occurs, these multifamily units will not be permitted to remain in the district.	**LU-19**
Over 24% of the housing units in East Point are vacant, including public housing sites.	**H-9, H-11, H-13, H-14**
Rentals vs. Homeownership is an approximate 50/50 split with the desire to reach a 60% owner/ 40% renter mix to enhance the stability of neighborhoods.	**H-1, H-8**

Opportunities	Policy
Mixed use development is permitted in several districts but is only sparsely represented in the community. Allowing for mixed use in more zoning districts could create more opportunities for individuals to live, work, and shop in one place.	**H-1**
The downtown district has many opportunities for mixed use or loft conversion of historic properties.	**H-1**
There are a number of strong neighborhood associations in East Point. These groups can be used to promote community development and build on East Point's identity and character.	**H-2, H-8**
Robust and diverse housing choices throughout the community offer East Point residents and those outside of the community excellent housing choices for all ages and income levels.	**H-1**
Accessory dwelling units are permitted in residential zones, providing additional housing options. "Granny flats" or garage apartments are typically more affordable and can make neighborhoods more diverse, opening them up to a wider portion of the population.	**H-1**
There are lots of historic homes scattered throughout the community.	**H-12, H-14**
Vacant housing provides affordable choices for businesses looking to provide housing to employees.	**H-11, H-14**
Many infill opportunities for high density housing, especially to attract commercial uses, like a Publix.	**H-1, H-11**

Community Facilities and Services

Issues	Policy
The city suffers from a perception of political strife, staff turnover, instability of the development process, and financial problems.	**CF-3**
Educational opportunities are limited, given poorly performing schools, especially as children reach middle school and high school.	**CF-10**
Deficit of 100 acres of park space as identified in the 2011-2020 Parks and Recreation Master Plan.	**CF-5**
The communities west of I-285 are disconnected from the remainder of the city and are lacking community facilities.	**T-1, T-2**
Charter schools here have long wait lists.	**CF-10**
As the number of businesses and residences increase, so will the need for fire stations within the city.	**CF-11, CF-12**

Opportunities	Policy
Potential for partnerships with neighborhood groups, non-profit organizations (including grant funding), and athletic associations.	**IC-4**
The city owns and runs key services such as water and power.	**CF-3, CF-4**
New facilities including a library, customer care center and municipal complex are planned.	**CF-8**
New civic plaza or greenspace facilities downtown.	**CF-5, CF-8**
Opportunity for brownfield conversion to park space, mixed use development, or community gardens.	**CF-5**

Land Use

Issues	Policy
Downtown is not meeting potential as true destination; currently no viable gathering place or unifying design treatment for cohesive look and feel to create sense of place.	**LU-3, ED-5**
Incompatible land use districts within the city limits. For example, heavy industrial districts abut residential uses without appropriate buffers.	**LU-5**
Land use regulations need to modernize to: (1) allow mixed use more easily; (2) protect small businesses with controls on noxious odors from industry; and (3) address the 396 nonconforming multifamily in the R1-A districts.	**LU-5, LU-19**
The industrial areas and grayfields need conversion strategies, especially area north of Jefferson Park.	**LU-8**
Aesthetic improvements are needed throughout strategic areas of the city. Cleveland Avenue especially needs attention such as evaluating new design standards, promoting more professional buildings, addressing the old project housing.	**LU-18**

Opportunities	Policy
Downtown offers great foundations to create a sense of place for East Point if expanded, mixed uses allowed, historic character protected, live/work options promoted and MARTA station capitalized upon.	**ED-5, LU-3, LU-9**
Residential historic assets can benefit from a Historic District which would protect and enhance the valuable cultural resource that exists in the downtown neighborhoods.	**H-12**

Industrial spaces and grayfields offer conversion opportunities to create artist communities (e.g. Metropolitan Avenue and Castleberry Hill in the City of Atlanta) or other live/work developments.	**LU-7, LU-3**
There exists a good supply of industrial land in the city, which is already developed with heavy rail infrastructure and represents an economic asset for the community.	**LU-1, LU-1**
Infill development can occur on vacant and underutilized properties. Applying the Infill Development Ordinance will help to protect the existing character of East Point's neighborhoods.	**LU-1, LU-1**
The city can build on existing diversity of residential, commercial, and industrial uses to seek balanced tax base.	**LU-3**
Recommendations from the 2010 update to the Parks and Recreation Master Plan could be implemented to address the identified 100 acres of park space needed.	**CF-5**
The city benefits from an active Housing Authority that can acquire vacant and abandoned land to address vacancies.	**H-13**
The planned government center can be considered a signal to market that the city is investing in new facilities and inviting private investment.	**ED-4**
Abundance of vacant land served by infrastructure to be used for neighborhood renewal and infill development projects; industrial space offers unique conversion opportunities for loft and other mixed-use.	**CF-6**
Comprehensive Plan will provide policy direction for updating and refining zoning and design controls.	**LU-5**
Development opportunity of large tracts of land in southwest East Point to become sustainable, pedestrian-friendly communities with housing clustered near activity centers and amenities.	**LU-7, LU-3**

Transportation

Issues	Policy
Freight rail lines and MARTA rail lines create physical barriers within the community.	**T-1**
Challenging permitting and coordination relating to changes in facilities due to the facilities being under the jurisdiction of another entity.	**IC-1**
Streets in the community are not designed according to their use in order to assure appropriate travel speeds, particularly through downtown, making pedestrian activity unsafe and uninviting.	**T-3**
The City of East Point does not have enough sidewalks, and those that exist are in need of maintenance improvements.	**T-3**
A lack of wayfinding signage contributes to the lack of identity in the city and increases the difficulty of navigating within the city.	**LU-15**
Many community streets, pedestrian paths, and bicycle routes are not utilized because they are not inviting facilities. Other areas are lacking the facilities all together.	**T-3, T-4**
Regional reliance on the roadway system has shifted business away from downtown toward locations along major interstates.	**T-1**
Major corridors through East Point suffer from congestion, including Camp Creek Parkway/SR 6, Main Street/US 29, Washington Road and Cleveland Avenue, due to heavy peak period traffic volumes.	**T-8, T-9**
There is a conflict of scale between the city's competitive advantage in hosting industrial uses with freight truck activity and its goal of compact, pedestrian-friendly infill development.	**T-6**

There are no dedicated bike paths, multi-use trails or bike lanes within the city nor are there any connections to multi-use trails outside the city.	**T-3, T-4**
Gateways into and corridors through the city lack signage and are not aesthetically pleasing.	**T-5**
A one-way Main Street is a problem.	**T-8**
There are parking needs downtown and at the MARTA station.	**T-7**

Opportunities	Policy
MARTA station located downtown can be used to promote public transportation to ease traffic congestion and provide a basis for transit oriented development.	**T-8**
Enhancement of Washington Road to serve as a connection between downtown East Point and Camp Creek Marketplace in order to join the two commercial districts together.	**T-5**
Great connectivity exists throughout most of the city, although there is a need to maintain and repave city streets.	**CF-6**
Provide a public parking deck downtown, as identified in the LCI, to remedy existing and future parking issues, providing adequate parking for retail customers.	**T-7**
Enhanced gateways and signage will draw people to East Point.	**T-1, LU-15**
Transit Oriented Development around MARTA with streetscape enhancements will attract citizens and visitors to downtown.	**T-8**

Intergovernmental Coordination

Issues	Policy
Additional coordination needed with Fulton County School Board. Schools perceived as not meeting the community's need lead to citizens departing the community.	**IC-3**
Minimal collaboration with Fulton County or adjacent cities for Comprehensive Planning purposes.	**IC-1**
Except for state notification requirements related to zoning and related changes, no formal mechanisms exist regarding border agreements.	**IC-1**

Opportunities	Policy
Sharing of services, such as parks and recreation, 911, police, water, or sewer, with other local governments.	**IC-2, IC-4**
Increased involvement at local and regional group meetings.	**IC-1, IC-8**
Continued coordination with county, regional, and state agencies regarding infrastructure, environmental issues, and water management.	**IC-1, IC-8**

Population

Issues	Policy
Not enough discretionary income. The per capita income levels for the city are approximately half of those for the City of Atlanta or Fulton County. East Point's income per capita is $20,726, which is less than $38,147 in Atlanta and $36,486 in Fulton County.	**ED-1, P-6**
High turnover in renter-occupied units in East Point contributes to a lack of pride and involvement in the Community.	**H-8**
The educational attainment for the city is behind that of the City of Atlanta, Fulton County, and the State. Only 29.4% of East Point graduates have a college degree, compared to about half of Atlanta and Fulton County residents.	**P-2, P-6, IC-6**
Total population decrease of 5,883 or 15% since 2000. And based on historical trends, forecasted population for East Point is expected to remain flat over the next 30 years.	**P-7**
Perception of crime keeps people from wanting to stay in or visit East Point. Proximity to airport increases crime rates for items such as car break-ins.	**P-9**
The population is aging, with an expected 20% increase of those 65 and older in the next 30 years.	**P-4**

Opportunities	Policy
Diversity in a community adds to its uniqueness and opportunity to learn from others. East Point is rich in diversity not only with regards to race but with its different age groups as well.	**P-1**
Many neighborhoods where families feel safe, children can leave bikes in the front yard without concern of theft. Commercial Corridors also have a sense of safety.	**P-9**
Promote young families to the city in order to build a stable, diversified community.	**P-7**

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 and 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:

ED-1	Support programs for retention, expansion and creation of businesses that enhance the city's economic wellbeing with a focus on small business, with special support for East Point residents who are also business owners.
ED-2	Encourage economic development, with an emphasis on redevelopment.
ED-3	Accommodate new development while enhancing existing local assets.
ED-4	Promote public-private partnerships to enhance activity centers and corridors.
ED-5	Encourage the development of downtown East Point as a vibrant center for culture, government, dining, residential, and retail diversity.
ED-6	Establish a culture in which entrepreneurial enterprise is nurtured.
ED-7	Target reinvestment in declining, existing neighborhoods to further encourage private sector redevelopment and accommodate future growth.
ED-8	Promote and enhance the local economy by increasing the number of visitors, growing retail businesses, improving 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 the parks and recreation master plan**.

Policy:

NCR-1	Preserve existing park and greenspace and incorporate the connection, maintenance and enhancement of greenspace into all new development.
NCR-2	Ensure adequate supplies of quality water through protection of ground and surface water sources.
NCR-3	Promote more sustainable waste management techniques, waste management reduction, and recycling initiatives.

NCR-4	Encourage more compact urban development and preservation of open space.
NCR-5	Continue to protect and expand the tree canopy.
NCR-6	Encourage new development in suitable locations in order to protect environmentally sensitive lands or valuable historic, archeological or cultural resources.
NCR-7	Support and promote cultural assets through designation and expansion of historical and cultural assets.
NCR-8	The protection and conservation of the 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 the air and water.
NCR-10	Reduce the impact of development on the natural topography and existing vegetation through limiting land disturbance activities and clear cutting.
NCR-11	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:

H-1	Development shall provide for a variety of residential types, densities and incomes.
H-2	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	Neighborhoods shall be strongly linked to the neighborhood public school concept.
H-4	Provide opportunities for senior housing, special needs and retirement housing.
H-5	Ensure that infill housing is compatible with existing neighborhoods.
H-6	Do not aggregate low income housing.
H-7	Work to create affordable housing opportunities.
H-8	Encourage home ownership in neighborhoods and target neighborhood associations for assistance where the majority of homes are for rent.
H-9	Strictly enforce building and development codes in order to encourage the stabilization of housing.
H-10	Promote mixed income development and require that all new development have an affordable component.
H-11	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	Preserve and protect existing historic residential and commercial structures adding to the social and cultural fabric of the city.
H-13	Eliminate substandard or dilapidated housing in the community.
H-14	Promote rehabilitation rather than demolition of housing near downtown.
H-15	Address the non-conforming residential uses in a holistic manner.

Community Facilities and Services

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

Policy:

CF-1	Support enhanced solid waste reduction and recycling initiatives.
CF-2	Services provided by the city will be customer service oriented.
CF-3	Adopt best practices in government for efficient, timely, and cost effective service delivery.
CF-4	Maximize the use of existing facilities and services.
CF-5	Invest in parks and open space to provide quality of life for community members and to encourage private investment in urban centers.
CF-6	Protect investments in existing infrastructure by encouraging infill, redevelopment, and compact development.
CF-7	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	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	Coordinate development review processes that will protect or enhance public facilities and sites to ensure that they can fulfill their identified functions.
CF-10	Encourage and facilitate innovative solutions to providing community schools.
CF-11	Establish regulations such that new development does not create a burden but rather provides the improvements and/or infrastructure necessary to support it.
CF-12	Protect community safety by initiating public-private partnerships to sponsor and support fire safety education and outreach programs and by enforcing fire and life safety programs.

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 the community's land use.
LU-5	Guide or direct patterns of land development with land development regulations.

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.
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.
LU-12	Make greenspace a major component in neighborhoods, along 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 the 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.
LU-17	The city will minimize the existence of non-conforming uses through appropriate rezoning.

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 Avenue**. These connections will offer vehicular, pedestrian and cycling options all within a **multimodal corridor** enhanced by **unified streetscapes**.

Policy:

T-1	Improve connectivity between road network, public transit, and pedestrian/bike paths.
T-2	Enhance existing neighborhoods by investing in facilities that will connect them to civic and commercial centers and corridors.
T-3	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	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	Ensure that vehicular traffic will not harm the residential nature of neighborhoods.
T-7	Encourage high or urban density to be located in areas that are conducive to walking and biking and are served by transit.
T-8	Promote alternative transportation modes and mobility access for all citizens.

T-9	Encourage walking, biking, car-pooling, and other sustainable transportation choices.
T-10	Maintain existing infrastructure as needed.
T-11	Improve access for disabled persons to public facilities, commercial districts, parks, schools, etc.
T-12	Promptly address roadway safety issues, and maintain and improve roadway safety features such as regulatory signs and roadway striping.

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:

IC-1	Establish coordination mechanisms with adjacent local governments to provide for exchange of information, particularly within 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	Ensure coordination between East Point and the Fulton County Board of Education.
IC-4	Share services and information with other public entities within the jurisdiction.
IC-5	Promote the concept of neighborhood schools in future development and regarding the use of schools that are currently located near or in close proximity to existing neighborhoods.
IC-6	Support other existing educational institutions and encourage development of new opportunities to educate citizens.
IC-7	Support the educational function of parks and recreational services, public libraries, museums and other cultural amenities.
IC-8	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	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	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 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	Continue to celebrate, support and promote diversity within the community.
P-2	Partner with schools and the business community to promote the educational attainment and civic involvement that the City of East Point envisions for all who work and live in the city.
P-3	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	Continue to offer opportunities to the aging population by allowing 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	Encourage the development of services to accommodate increased ethnic and racial diversity in East Point.
P-6	Recruit educational and workforce training opportunities for 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	Equitably provide facilities and services to all citizens of the city.
P-9	Continue to adopt policies and programs to provide a safe environment for both residents and visitors.

Short Term Work Program

The Short Term Work Program ("STWP") identifies specific implementation actions that the local government intends to take during the first **five years** of the planning period. In East Point, the Short Term Work Program covers activities to be undertaken from 2012-2017. These include studies, projects, ordinances, administrative systems, community improvements or investments, funding or financing arrangements, and any other programs to be undertaken to implement the plan.

The city will consider ways to enhance the STWP with benchmarks or evaluation systems to establish accountability and to further maximize the benefit of the STWP for strategic planning purposes in the future.

The STWP includes the following information for each action:

- Brief description of the activity
- Timeframe for undertaking the activity
- Responsible party for implementing the activity
- Estimated cost (if any) of implementing the activity
- Funding sources, where applicable

The East Point City Council will review the STWP as part of the regular council budget process, and staff will prepare a Report of Accomplishments. These steps will make the Comprehensive Plan a living document and a strategic tool for continually achieving community objectives. New years will be added to keep the STWP a five-year, working plan to be evaluated on a regular basis.

While the STWP designates department and government authorities responsible for completing the action items, the elected East Point City Council bears ultimate responsibility for implementation of the adopted Comprehensive Plan.

Economic Development

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
Complete City-wide economic development strategic plan	FY 2011	FY 2012	$80,000.00	Economic Development	General Fund	RFP consultant selection in progress
Complete Downtown - Fort McPherson area transit oriented development plan	FY 2012	FY 2012	$80,000.00	Economic Development	ARC - LCI implementation grant	RFP consultant selection in progress
Pursue Opportunity Zone designation for the Corridors TAD area	FY 2011	FY 2012	$-	Economic Development	N/A	Urban Redevelopment Plan completed and application submitted in FY 2011. DCA required additional data. Revised info to be submitted in August 2011.
Continue to pursue Fulton County BOE approval of Corridors TAD	FY 2011	FY 2012	$20,000.00	Economic Development/ Legal	General Fund	Staff continues to work with outside counsel on completing the BOE application and meeting with BOE management. Application to be submitted by fall 2011.
Focus on Commons Redevelopment Implementation	FY 2011	FY 2016	$200,000 - $5 million	Economic Development/ BIDA/ City/ Legal/ CMO	General Fund/ TAD/ LCI Transportation funds/ other grants	Completed ULI TAP report in 2011. Staff is developing a MOU between City and BIDA for implementation. Staff is actively recruiting an anchor tenant.
Continue tourism promotion and increasing hotel occupancy through Hotel Tax Committee management and partnership with ACVB	FY 2011	FY 2017	$7,000,000.00	Economic Development/ Legal/ CMO/ Finance/ ACVB	Hotel Tax	June 2011. Staff and ACVB have initiated promotional materials and recruiting strategies which will continue and expand. Annual activity (contract thru FY 2013).
Develop general incentive procedure for new business recruitment and existing business expansion	FY 2011	FY 2012	$-	Economic Development/ Power/ Public Works/ P&Z	General Fund	Procedure developed and approved for large prospect in 2011. Staff will continue to refine moving forward.
East Point Street and West Cleveland Avenue streetscape and pedestrian improvements	FY 2012	FY 2017	$4,800,000.00	Economic Development/ P&Z/ Public Works/ GDOT/ MARTA	ARC - LCI transportation grant/ City	Projects were identified in LCI plan. Applications due to ARC in September 2011. 80% federal ($3,840,000) and 20% local ($960,000).
Continue Friday Night Flicks outdoor movie series equipment	FY 2011	ongoing	$10,000.00	Economic Development	General Fund/ Sponsors	Program started in fall 2010. Monthly movies would run April-October.
Establish a façade grant program	FY 2013	FY 2017	$60,000.00	Economic Development/ BIDA	BIDA	Begin program to incentivize small cost/big impact building improvements. 50/50 match requirement. Annual activity $15,000.
Establish a small business revolving loan program	FY 2013	ongoing	$75,000.00	Economic Development/ BIDA	BIDA	Begin program to encourage local, small business development.
Establish and implement a Business Beautification/ Planter Program	FY 2012	ongoing	$10,000.00	Economic Development	General Fund/ Sponsors/ Hotel Tax	Suitable location map complete and planter estimates have been obtained. Businesses will submit application to participate.
Create expanded Business Directory/ Profile & Property Listings	FY 2013	ongoing	$8,000.00	Economic Development	General Fund/ EPMSA	Already exists for downtown. ED staff will work with P&Z to utilize business license data for a citywide directory.

Continue the Pick-A-Point beautification projects (plantings)	FY 2011	ongoing	$15,000.00	Economic Development/ EPMSA	General Fund/ EPMSA/ Neighborhood Associations	Program began in 2010.
Installation of downtown bike/ped amenities (benches, trash cans, bike racks, banners)	FY 2011	ongoing	$35,000.00	Economic Development	General Fund/ Sponsors	Restarted in 2011 and will continue as funding permits.
City of East Point 125th Anniversary Celebration	FY 2013	FY 2013	$15,000.00	Economic Development/ City Clerk/ Communications Department	General Fund	Joint, interdepartmental effort
Continue production of monthly Downtown East Point newsletter	FY 2011	ongoing	$9,000.00	Economic Development/ EPMSA	General Fund/ EPMSA	Started in 2009. Created, written, and designed in-house.
Continue distribution and analysis of downtown and citywide business surveys	FY 2011	ongoing	$1,500.00	Economic Development	General Fund/ EPMSA	Expansion of business retention, expansion and recruitment tool used to determine work program and efforts. Can be completed and analyzed online using SurveyMonkey.com.
Coordination of Downtown East Point Events (4th of July, Destination East Point, Taste of East Point, East Point Farmers' Market)	FY 2011	ongoing	$436,225.00	Economic Development/ EPMSA	General Fund/ EPMSA	Continuation of Economic Development department's role in coordinating events with EPMSA. Annual activity $87,245.
Annual Business Networking Event	FY 2011	ongoing	$5,000.00	Economic Development/ EPMSA	Economic Development/ EPMSA	Started in 2010. Joint effort with EPMSA.
Annual Small Business Seminar	FY 2012	ongoing	$5,000.00	Economic Development/ Sponsors	General Fund/ Sponsors	Continuation of business retention, expansion and attraction seminar.
Downtown East Point website	FY 2011	ongoing	$7,500.00	Economic Development/ EPMSA	General Fund/ EPMSA	Updates and maintenance of www.downtowneastpoint.com
Anti-Pan Handling Campaign	FY 2012	ongoing	$3,000.00	Economic Development/ Police Department	General Fund/ Police Department	
Advertising in magazines, brochures, and online (non-Hotel Tax/tourism related)	FY 2011	FY 2016	$100,000.00	Economic Development	General Fund	Annual activity $20,000
Devise and implement a capital improvement project in downtown area based on Council 2010-2011 project list	FY 2012	FY 2017	TBD	BIDA/ Economic Development/ Public Works	General Fund/ MEAG/ Hotel-Motel Tax	
Identify potential redevelopment plan for area known as Old Fourth Ward (Willingham, Central Avenue, Eagan Park, River Park, East Washington, etc.)	FY 2012	FY 2017	TBD	BIDA/ Economic Development/ Planning & Zoning	General Fund/ BIDA	
Identify and implement a capital improvement project for area known as Old Fourth Ward (Willingham, Central Avenue, Eagan Park, River Park, East Washington, etc.)	FY 2012	FY 2017	TBD	BIDA/ Economic Development/ Public Works	General Fund/ BIDA	
Identify and implement a capital improvement project along Cleveland Ave.	FY 2012	FY 2017	TBD	BIDA/ Economic Development/ Public Works	General Fund/ BIDA/ EP Corridors TAD	

Formalize a Summer Youth Jobs Training Program	FY 2012	FY 2017	$100,000.00	Economic Development/ Parks and Recreation	General Fund	Annual activity $20,000
Total Estimated Costs			**$12,875,225.00**	**Note: Total estimated cost is between $9,140,225 and $13,940,225**		

Housing

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
Implementation of 50 Worst Properties Program	FY 2012	FY 2017	$625,000.00	Fire, Planning & Zoning, Police	MCT Capital Fund; General Fund	Residential & commercial vacant property program. Annual cost $125,000
Partnership with Atlanta/Fulton County Land Bank Authority	FY 2012	FY 2012	$-	City of East Point & Atlanta-Fulton Land Bank Authority	N/A	Resource for redevelopment of vacant residential properties
Pursue allocation of Neighborhood Stabilization Funds (NSP)	FY 2012	FY 2013	$-	City of East Point, Atlanta-Fulton Land Bank Authority, Fulton County		Resource for redevelopment of vacant residential properties
Establish loan pool to implement housing rehabilitation program for low income and senior citizens	FY 2013	FY 2017	$100,000.00	City of East Point, Fulton County	CDBG/ General Fund	
Develop and implement an affordable housing incentive ordinance	FY 2013	FY 2014	$-	Planning & Zoning	General Fund	
Investigate and implement housing rehabilitation program	FY 2013	FY 2017	$100,000.00	City of East Point, Fulton County	CDBG/ General Fund	
Total Estimated Costs			**$825,000.00**			

Natural and Cultural Resources

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
East Point Historical Society						
Total Estimated Costs			**$-**			

Land Use

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
2036 Comprehensive Plan	FY 2011	FY 2012	$143,000.00	Planning & Zoning	General Fund	In process
Headland-Delowe Visioning Plan	FY 2013	FY 2013	$50,000.00	Planning & Zoning	General Fund	RFP process required
Washington Road Overlay District	FY 2012	FY 2012	$-	Planning & Zoning	General Fund	In-kind service
City-initiated industrial district re-zoning	FY 2012	FY 2013	$-	Planning & Zoning	General Fund	In-kind service
South Fulton Comprehensive Transportation Plan	FY 2011	FY 2013	$20,000.00	Planning & Zoning, Public Works	General Fund	In coordination with other South Fulton cities. Amount represents East Point's match.
City-initiated commercial district re-zoning	FY 2012	FY 2013	$-	Planning & Zoning	General Fund	In-kind service
Wide-format laminating machine	FY 2013	FY 2013	$7,500.00	Planning & Zoning	General Fund	RFP process required
City-initiated residential district re-zoning	FY 2012	FY 2013	$-	Planning & Zoning	General Fund	In-kind service
Implement online services in Planning & Zoning Department	FY 2013	FY 2014	$1,000,000.00	Planning & Zoning	General Fund	
Greyfield redevelopment visioning plan	FY 2013	FY 2014	$100,000.00	Planning & Zoning	General Fund	RFP process required
Offsite records retention facility	FY 2013	FY 2015	$1,000,000.00	Planning & Zoning	General Fund	
Public Arts program	FY 2013	FY 2017	$125,000.00	Planning & Zoning, Parks & Recreation Cultural Enrichment Commission, Economic Development	General Fund	Resolution approved by council 5/18/2009. Annual activity $25,000
Brownfield redevelopment visioning plan for Lawrence Street area	FY 2013	FY 2017	$100,000.00	Planning & Zoning	General Fund	RFP process required
Develop regulations for historic preservation	FY 2012	FY 2014	$-	Planning & Zoning	General Fund	Policies to be identified in Mission 2036 Comprehensive Plan update
Identify grant funding for brownfield redevelopment in Lawrence Street area	FY 2013	FY 2017	$-	Planning & Zoning, Finance	General Fund	
Visioning Plan and feasibility study for potential entertainment district	FY 2014	FY 2015	$50,000.00	Planning & Zoning, Economic Development	General Fund	RFP process required
Total Estimated Costs			**$2,595,500.00**			

Transportation

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
Pedestrian, bicycle, and sidewalk accessibility improvements at Paul D. West & Woodland Middle Schools	FY 2011	FY 2013	$375,000.00	Public Works, Fulton County Board of Education	GA-DOT Safe Routes to School Grant	Application submitted. Award has not been announced
Pedestrian and bicycle trail construction between U.S. 29 (Main Street) and Semmes Park - Velodrome	FY 2011	FY 2015	$1,250,000.00	Parks & Recreation, Public Works	GA-DOT TE grant, General Fund	Application submitted. Award has not been announced
Main Street Scenic Byway Corridor Improvement Project (streetcape)	FY 2011	FY 2015	$1,300,000.00	Planning & Zoning, Public Works	GA-DOT TE grant, General Fund	Awaiting NTP for R-O-W acquisition
Semmes Streetscape	FY 2009	FY 2014	$1,500,000.00	Public Works, GDOT	GDOT & City match	Awaiting PFPR
16 City Gateways	FY 2012	FY 2016	$800,000.00	Public Works	City	RFP goes out in August 2011
Citywide Roadway Striping	FY 2012	FY 2013	$228,000.00	Public Works	City	Began June 2011
Citywide Pavement Management	FY 2012	FY 2016	$5,000,000.00	Public Works, GDOT	GDOT & City	Pavement Management Plan will be complete August 2011
Sidewalk Rehabilitation	FY 2012	FY 2016	$1,500,000.00	Public Works	City	Will begin during Fall 2011
Pedestrian facility improvements on Stone Rd., Dodson Conn., and West Taylor Ave.	FY 2012	FY 2012	$230,208.00	Public Works	MARTA	Will begin during Fall 2011
Bus service between College Park, East Point, Fort McPherson, and Greenbriar	FY 2013	FY 2016	$14,550,000.00	MARTA	Regional Sales Tax	On unconstrained TIA project list. Sales tax referendum goes to voters on July 11, 2012
Unidentified transportation enhancements	FY 2013	FY 2016	$2,615,481.00	Public Works	Regional Sales Tax	Sales tax referendum goes to voters on July 11, 2012
Total Estimated Costs			**$29,348,689.00**			

Community Facilities: Water Supply & Treatment

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
	FY 2012	FY 2013	$250,000.00	Water treatment plant	CIP Fund	
Ben Hill Reservoir expansion design	FY 2011	FY 2013	$373,360.00	CDM	Bond Fund	
Market Place elevated water tanks	FY 2012	FY 2014	$1,500,000.00	CDM	Bond Fund	
Settled Solids Facility and Clarifier improvements	FY 2012	FY 2014	$65,000.00	Water treatment plant	CIP Fund	EPD Compliance
Facility roof improvements	FY 2012	FY 2012	$35,000.00	Water treatment plant	CIP Fund	Roof leaking
WTP/boiler system improvements	FY 2012	FY 2012	$25,000.00	Water treatment plant	CIP Fund	
WTP emergency generator for existing high service pumps	FY 2012	FY 2014	$300,000.00	Water treatment plant	CIP Fund	

WTP/ reservoir embankment and roadway asphalt paving	FY 2012	FY 2013	$75,000.00	Water treatment plant	CIP Fund	EPD Compliance
WTP/ emergency gas engine replacement and improvements	FY 2012	FY 2012	$150,000.00	Water treatment plant	CIP Fund	
Upgrade automation network for WTP, pumping stations, and elevated tanks	FY 2012	FY 2016	$250,000.00	Water treatment plant	CIP Fund	EPD Compliance
Motor control cabinet and automatic transfer power cabinet	FY 2013	FY 2013	$150,000.00	Water treatment plant	CIP Fund	
Homeland Security upgrades	FY 2012	FY 2016	$250,000.00	Water treatment plant	CIP Fund	
WTP chemical feed systems	FY 2012	FY 2012	$60,000.00	Water treatment plant	CIP Fund	
WTP facility projects for various improvements	FY 2012	FY 2013	$150.00	Water treatment plant	CIP Fund	
WTP finished water pump station	FY 2012	FY 2013	$200,000.00	Water treatment plant	CIP Fund	
Intake raw water pump station	FY 2012	FY 2013	$100,000.00	Water treatment plant	CIP Fund	
Electrical upgrades for uninterrupted power source network for WTP facility	FY 2012	FY 2012	$25,000.00	Water treatment plant	CIP Fund	
Water laboratory renovations	FY 2012	FY 2014	$250,000.00	Water treatment plant	CIP Fund	
Elevated water tank & booster pump station - Phase I design	FY 2011	FY 2011	$378,000.00	CDM	Bond Fund	85% complete
2” and 4” water main replacement design contract 1	FY 2011	FY 2011	$444,613.00	CDM - Shaw E&I	Bond Fund	80% complete
2” and 4” water main replacement design contract 2	FY 2011	FY 2011	$263,685.00	CDM - ESI	Bond Fund	90% complete
Campbellton Road emergency raw water main repair; task 2 - Headland Drive emergency water repair; task 3 - Bryant Drive storm drain repair	FY 2011	FY 2011	$343,572.45	CDM - Ruby Collins	Bond Fund	95% complete
Ben Hill Dam and reservoir expansion	FY 2013	FY 2014	$3,000,000.00	CIP / Water and Sewer Department	Possible GEFA Grant	
Dodson Drive booster pump station	FY 2013	FY 2013	$400,000.00	CIP / Water and Sewer Department	2006 CIP Bond	
2” and 4” water main replacement Phase II construction	FY 2013	FY 2014	$6,000,000.00	CIP / Water and Sewer Department	Partial Funding 2006 CIP Bond	
Redwine Road elevated storage tank	FY 2013	FY 2014	$4,600,000.00	CIP / Water and Sewer Department	Unfunded	
12” water main extension design (West End region)	FY 2013	FY 2014	$366,000.00	CIP / Water and Sewer Department	Unfunded	
12” water main extension design (southeast region)	FY 2015	FY 2016	$148,000.00	CIP / Water and Sewer Department	Unfunded	

12” water main extension design (southwest region)	FY 2014	FY 2015	$135,000.00	CIP / Water and Sewer Department	Unfunded
16” water main extension design (northeast region)	FY 2014	FY 2015	$767,000.00	CIP / Water and Sewer Department	Unfunded
12” water main extension construction (West End region)	FY 2014	FY 2015	$3,660,000.00	CIP / Water and Sewer Department	Unfunded
12” water main extension construction (southeast region)	FY 2015	FY 2016	$1,480,000.00	CIP / Water and Sewer Department	Unfunded
12” water main extension construction (southwest region)	FY 2015	FY 2016	$1,350,000.00	CIP / Water and Sewer Department	Unfunded
16” water main extension construction (northeast region)	FY 2015	FY 2016	$7,670,000.00	CIP / Water and Sewer Department	Unfunded
Total Estimated Costs			**$35,064,380.45**		

Community Facilities: Sewerage System & Wastewater Treatment

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
Annual flow monitoring and rain gauge services	FY 2011	FY 2012	$204,545.00	CDM - ADS	Bond Fund	65% complete
GIS database updates	FY 2011	FY 2012	$85,000.00	CDM	Bond Fund	30% complete
SSES Phase I project - Contract 1		FY 2012	$8,956,832.71	CDM	Bond Fund	87% complete
Welcome All Road emergency sewer repair; Task 2 Cleveland Avenue emergency sewer repair; Task 3 Jefferson Terrace emergency sewer repair	FY 2011	FY 2012	$544,757.40	CDM - Ruby Collins	Bond Fund	99% complete
Priority sanitary sewer improvements projects - hydraulic modeling	FY 2011	FY 2012	$1,334,110.00	CDM	Bond Fund	96% complete
Water and sewer utility cost service study and comprehensive financial plan	FY 2011	FY 2012	$98,181.00	CDM	Bond Fund	75% complete
Jefferson Terrace emergency sewer repair - design	FY 2011	FY 2012	$49,000.00	CDM	Bond Fund	90% complete
Jefferson Terrace emergency sewer repair - construction	FY 2011	FY 2012	$200,000.00	CDM - Ruby Collins	Bond Fund	85% complete
Sanitary sewer capacity improvement projects - design	FY 2012	FY 2013	$600,000.00	CIP / Water and Sewer Department	2006 CIP Bond	
Norman Berry/Glenway sewer upgrades	FY 2013	FY 2014	$5,300,000.00	CIP / Water and Sewer Department	Unfunded	
Langford Parkway sewer rehabilitation	FY 2014	FY 2014	$500,000.00	CIP / Water and Sewer Department	Unfunded	

Englewood/Ivydale sewer upgrades	FY 2014	FY 2015	$2,350,000.00	CIP / Water and Sewer Department	Unfunded	
Norman Berry/S. Martin sewer upgrades	FY 2013	FY 2014	$6,800,000.00	CIP / Water and Sewer Department	Unfunded	
Meadow Lark sewer replacement	FY 2014	FY 2015	$7,300,000.00	CIP / Water and Sewer Department	Unfunded	
Camp Creek Parkway sewer replacement	FY 2013	FY 2014	$9,300,000.00	CIP / Water and Sewer Department	Unfunded	
Warren Way/Headland Drive sewer rehabilitation	FY 2015	FY 2016	$5,220,000.00	CIP / Water and Sewer Department	Unfunded	
Total Estimated Costs			**$48,842,426.11**			

Community Facilities: Stormwater Management

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
Pearl Street stormwater improvements project (surface and water construction grant)	FY 2011	FY 2015	$1,583,200.00	Public Works	Environmental Protection Agency (EPA), General Fund, CIP Fund	2009 Earmark Grant
Palm Drive - Washington Avenue stormwater improvements	FY 2012	FY 2013	$250,000.00	CIP/ Public Works Department	2006 CIP Bond	
3030 and 3042 Dodson Drive culvert repair	FY 2012	FY 2012	$150,000.00	CIP/ Public Works Department	2006 CIP Bond	
Lester Street/ Spring Avenue stormwater improvements	FY 2013	FY 2014	$2,200,000.00	CIP/ Public Works Department	Unfunded	
Sun Valley stormwater improvements	FY 2014	FY 2015	$780,000.00	CIP/ Public Works Department	Unfunded	
Randall Street and E. Forrest Avenue improvements	FY 2013	FY 2014	$500,000.00	CIP/ Public Works Department	Unfunded	
Jim's Creek stormwater improvements	FY 2014	FY 2016	$1,850,000.00	CIP/ Public Works Department	Unfunded	
N. Martin Street catch basin replacement	FY 2013	FY 2013	$50,000.00	CIP/ Public Works Department	Unfunded	
N. Martin Street regional storage project	FY 2014	FY 2015	$2,500,000.00	CIP/ Public Works Department	Unfunded	
Calhoun Avenue pipe replacement	FY 2014	FY 2014	$650,000.00	CIP/ Public Works Department	Unfunded	
South River Tributary improvements	FY 2015	FY 2016	$4,000,000.00	CIP/ Public Works Department	Unfunded	

Norman Berry Drive pipe replacement	FY 2015	FY 2016	$2,500,000.00	CIP/ Public Works Department	Unfunded	
Maria Head Terrace berm construction	FY 2015	FY 2016	$176,000.00	CIP/ Public Works Department	Unfunded	
Georgia Power pond	FY 2014	FY 2015	$250,000.00	CIP/ Public Works Department	Unfunded	
Meadow Lark Lane pipe replacement	FY 2015	FY 2016	$64,000.00	CIP/ Public Works Department	Unfunded	
Grove Avenue pipe replacement	FY 2015	FY 2016	$50,000.00	CIP/ Public Works Department	Unfunded	
Total Estimated Costs			**$17,553,200.00**			

Community Facilities: Solid Waste Management

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
10-Year Solid Waste Management Plan Development	FY 2011	FY 2012	$36,000.00	Public Works		Plan currently being developed by consultant
Total Estimated Costs			**$36,000.00**			

Community Facilities: East Point Power

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
Install underground utilities along Main Street	FY 2013	FY 2014	TBD	East Point Power	Unfunded	
Install underground utilities along Washington Road	FY 2014	FY 2015	TBD	East Point Power	Unfunded	
Install underground utilities along Cleveland Avenue	FY 2015	FY 2016	TBD	East Point Power	Unfunded	
Adding breaker at Lakemont Substation	FY 2012	FY 2012	$70,000.00	East Point Power	Elec. Enterprise Fund	Capacity increase
Pole/Inspection/Treatment	FY 2012	FY 2012	$75,000.00	East Point Power	Elec. Enterprise Fund	Infrastructure improvement
Tree Trimming (Contracted)	FY 2012	FY 2015	$570,000.00	East Point Power	Elec. Enterprise Fund	Power outage/reduction. Annual cost $190,000.
Re-conductor Ben Hill Circuits	FY 2013	FY 2014	$250,000.00	East Point Power	Elec. Enterprise Fund	Replace old infrastructure
Total Estimated Costs			**$965,000.00**			

Community Facilities: General Government

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
Municipal Complex development team creation	FY 2012	FY 2012	$2,000,000.00	City Manager's Office	Hotel/Motel Tax, General Fund, MCT	RFP consultant selection in process
Customer Care development renovations	FY 2011	FY 2012	$100,000.00	City Manager's Office	General Fund	Invitation to bid in process
Municipal Complex design and construction	FY 2012	FY 2015	$21,000,000.00	City Manager's Office	Hotel/Motel Tax, General Fund, MCT	RFP consultant selection in process
Media/cable station upgrades (server, camera, media telepresence system)	FY 2012	FY 2012	$35,000.00	Communications	MCT Capital Funds	
CAD upgrade/conversion	FY 2012	FY 2012	$400,000.00	Information Technology	MCT Capital Funds	
Upgrade audio/visual equipment	FY 2012	FY 2012	$70,000.00	Municipal Court	MCT Capital Funds	
Courtroom improvements	FY 2012	FY 2012	$46,000.00	Municipal Court	MCT Capital Funds	
Backflow program	FY 2012	FY 2012	$690,120.00	Meter Services - 4446	CIP Fund	
Water meter program	FY 2012	FY 2012	$105,635.00	Meter Services - 4446	CIP Fund	
Acquisition and implementation of new scheduling and force management software	FY 2012	FY 2013	TBD	Customer Care Division	General Fund	Work force management software to more effectively manage, monitor, and schedule employees (especially useful for multiple shifts)
Creation of online Knowledge Base	FY 2012	FY 2013	TBD	Customer Care Division	General Fund	Online database available to customers that allows them to get specific information about their meters, how to calculate consumption, and other valuable information without having to necessarily speak to an associate
Updating of Customer Care procedures and policies manual	FY 2012	FY 2013	TBD	Customer Care Division	General Fund	
Dedicated collections department	FY 2013	FY 2014	TBD	Customer Care Division	General Fund	Dedicated in-house group of agents that solely manage the collections on utility accounts
Fully integrated AMR (Automated Meter Response) system	FY 2013	FY 2016	TBD	Customer Care Division	General Fund	In process
Implementation of online Customer Service Chat feature	FY 2013	FY 2013	TBD	Customer Care Division	General Fund	Online chat feature to better service customers
Total Estimated Costs			**$24,446,755.00**			

Community Facilities: Recreational Facilities & Services

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
Woodland Aquatic Recreation Center design and construction (30,000 sq ft). Currently, an aquatic center and recreation complex has been proposed for Ward C & D adjacent to Woodland Middle School. Such a facility has the potential to provide an number of community amenities. General cost estimates are provided for financing this facility for a period of 25 years.	FY 2012	FY 2014	$15,000,000.00	Parks & Recreation	General Fund, Hotel/ Motel Tax, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan. Amortized over 25 years with annual payments of $800,000.
Park Land Acquisition (8 sites)	FY 2012	FY 2017	$3,150,000.00	Parks & Recreation	General Fund, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan. Annual activity of $630,000.
Jefferson Recreation Center Improvements	FY 2012	FY 2012	$300,000.00	Parks & Recreation	MCT	Per Parks & Recreation 2011-2020 Master Plan.
Capital Maintenance Budget	FY 2012	FY 2017	$2,500,000.00	Parks & Recreation	General F und, MCT	Per Parks & Recreation 2011-2020 Master Plan. Annual activity of $500,000.
Construction South Commerce Park	FY 2013	FY 2013	$700,000.00	Parks & Recreation	General Fund, LWCF, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan.
Master Plans for Connally Nature Center	FY 2013	FY 2014	$1,275,000.00	Parks & Recreation	General Fund, LWCF, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan. Annual activity of $637,500.
Renovation Smith-Taylor Park	FY 2013	FY 2013	$1,600,000.00	Parks & Recreation	General Fund, LWCF, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan.
Design & Construct Park @ Redwine Road/ Desert Drive	FY 2015	FY 2017	$2,400,000.00	Parks & Recreation	General Fund, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan. Annual activity of $1,200,000.
Design greenway for Headland Drive	FY 2015	FY 2015	$276,000.00	Parks & Recreation	General Fund, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan.
Eagan Park Master Plan	FY 2015	FY 2015	$325,000.00	Parks & Recreation	General Fund, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan.
Georgia Sports Complex “Regional Park Concept”	FY 2016	FY 2017	$3,000,000.00	Parks & Recreation	General Fund, Hotel/ Motel Tax, GOB	Per Parks & Recreation 2011-2020 Master Plan. Annual activity of $1,500,000.
Design & construct Womack Park	FY 2016	FY 2017	$510,000.00	Parks & Recreation	General Fund, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan.
Headland Drive Greenway	FY 2016	FY 2017	$276,000.00	Parks & Recreation	General Fund, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan.
Sykes Park Construction	FY 2016	FY 2017	$1,200,000.00	Parks & Recreation	General Fund, MCT, LWCF, Hotel/Motel Tax	Per Parks & Recreation 2011-2020 Master Plan. Annual activity of $600,000.
Washington Road Park	FY 2016	FY 2017	$670,000.00	Parks & Recreation	General Fund, MCT, GOB	Per Parks & Recreation 2011-2020 Master Plan. Annual activity of $335,000.
Total Estimated Costs			**$33,182,000.00**			

Community Facilities: Public Safety Facilities & Services - Fire Rescue Department

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
EPFRD Staffing Considerations						
Fire Operations personnel to reduce annual overtime budget	FY 2013	FY 2018	$940,000.00	Fire Rescue Department	General Fund	Research & Development
Create EMS Coordinator (Captain) position	FY 2013	FY 2018	$375,000.00	Fire Rescue Department	General Fund	Research & Development
Create Paramedic Instructor position	FY 2013	FY 2018	$275,000.00	Fire Rescue Department	General Fund	Research & Development
EPFRD Service Programs						
Reduce the number of fires and fire deaths through target public education programs	FY 2012	FY 2017	$1,000,000.00	Fire Rescue Department	Federal Grant	Federal Evaluation Process
Requirements for Accreditation Process	FY 2013	FY 2018	$25,000.00	Fire Rescue Department	General Fund	Research & Development
Develop an Education Incentive for firefighters with college credits	FY 2013	FY 2018	$560,000.00	Fire Rescue Department	General Fund	Research & Development
Provide support for Annual Community Health & Safety Fair Program	FY 2012	FY 2017	$125,000.00	Fire Rescue Department	Grant/ General Fund	Implementing annually at cost of $25,000
Provide support for Annual Be Cool About Fire Safety Program	FY 2012	FY 2017	$100,000.00	Fire Rescue Department	Grant/ General Fund	Implementing annually at cost of $20,000
Provide Fans for Annual Senior Fan Give-A-Way program	FY 2012	FY 2017	$250,000.00	Fire Rescue Department	Grant/ General Fund	Implementing annually at cost of $50,000
Create a CERT to prepare citizens to respond to disasters in our local community	FY 2012	FY 2018	$20,000.00	Fire Rescue Department	Federal Grant	Research & Development
Create a Fire Corp program to prepare citizens to aid in fire service support functions	FY 2012	FY 2017	$25,000.00	Fire Rescue Department	Federal Grant	Research & Development
Procure Child Safety Seat equipment for CSSP	FY 2012	FY 2017	$20,000.00	Fire Rescue Department	Grant/ General Fund	Implementing Phase I
Provide Community Deputy Fire Marshal Training	FY 2012	FY 2017	$50,000.00	Fire Rescue Department	Grant/ General Fund	Implementing annually at cost of $10,000
Provide CPR/AED Training Classes to community	FY 2012	FY 2017	$37,500.00	Fire Rescue Department	General Fund	Implementing annually at cost of $7,500
Create a Fire Cadet Program to prepare students for future career fire service employment	FY 2013	FY 2018	$125,000.00	Fire Rescue Department	Federal Grant	Research & Development
Develop a partnership with marketing agencies and local media to improve relationships and public image	FY 2012	FY 2017	$100,000.00	Fire Rescue Department	Grant/ General Fund	Research & Development

EPFRD Facilities Improvement Plan						
Fire Stations #2 and #4 design and renovation improvements (5 year CIP)	FY 2012	FY 2017	$175,000.00	Fire Rescue Department	Grant/ General Fund	Implementing Phase I
Fire Station #3 erosion design and construction costs (5 year CIP)	FY 2012	FY 2017	$500,000.00	Fire Rescue Department	General Fund/ in-kind	Implementing Phase I
Fire Administration Office Facility (Municipal Complex design and construction) (5 year CIP)	FY 2012	FY 2013	$1,110,000.00	Fire Rescue Department	Hotel/Motel Tax, General Fund, MCT	Research & Development
Fire Station #2 design and construction for replacement (5 year CIP)	FY 2013	FY 2014	$6,000,000.00	Fire Rescue Department	Grant/ General Fund	Research & Development
Fire Station #4 design and construction for replacement (5 year CIP)	FY 2013	FY 2014	$6,000,000.00	Fire Rescue Department	Grant/ General Fund	Research & Development
Create a multi-agency public safety emergency operations center (EOC) facility (5 year CIP)	FY 2013	FY 2014	$2,000,000.00	Fire Rescue Department	Grant/ General Fund	Research & Development
Create a multi-agency public safety training facility (5 year CIP)	FY 2013	FY 2014	$2,000,000.00	Fire Rescue Department	Grant/ General Fund	Research & Development
EPFRD Equipment						
Implement Vehicle Replacement Program (VRP)	FY 2012	FY 2017	$150,000.00	Fire Rescue Department	General Fund	Research & Development
Implement Automatic Vehicle Locator System (AVLS)	FY 2013	FY 2018	$25,000.00	Fire Rescue Department	Federal Grant	Research & Development
Replace rescue units with transporting rescue units	FY 2012	FY 2013	$650,000.00	Fire Rescue Department	General Fund	Research & Development
Replace reserve ladder unit #1	FY 2014	FY 2015	$1,500,000.00	Fire Rescue Department	General Fund	Research & Development
Provide second set of PPE for all firefighter personnel	FY 2012	FY 2015	$160,000.00	Fire Rescue Department	General Fund	Invitation to bid in process
Replace cardiac monitors	FY 2012	FY 2017	$60,000.00	Fire Rescue Department	General Fund	Research & Development
Procure ACLS equipment for paramedic program	FY 2012	FY 2017	$200,000.00	Fire Rescue Department	General Fund	Research & Development
Replace Hurst tools and equipment	FY 2012	FY 2017	$100,000.00	Fire Rescue Department	Grant/ General Fund	Research & Development
Replace fire hose	FY 2012	FY 2017	$300,000.00	Fire Rescue Department	General Fund	Invitation to bid in process
Replace fire safety house	FY 2013	FY 2017	$200,000.00	Fire Rescue Department	Grant/ General Fund	Research & Development
Fire Extinguisher Simulator	FY 2013	FY 2017	$20,000.00	Fire Rescue Department	Grant/ General Fund	Research & Development
EPFRD Emergency Preparedness						
Disaster Preparedness Simulator	FY 2013	FY 2017	$50,000.00	Fire Department	Grant/ General Fund	Research & Development
Total Estimated Cost			**$25,227,500.00**			

Community Facilities: Public Safety Facilities & Services - Police

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
Composite Drawing Software	FY 2013	FY 2013	$9,500.00	East Point Police - Support Services Division	General Fund	
Krime Site Imager	FY 2013	FY 2013	$18,950.00	East Point Police - Support Services Division	General Fund	
Jail Upgrade Electrical System	FY 2013	FY 2013	$40,000.00	East Point Police - Support Services Division	General Fund	
Jail Computer and Monitoring System	FY 2014	FY 2014	$100,000.00	East Point Police - Support Services Division	General Fund	
Jail Plumbing Upgrade	FY 2014	FY 2014	$60,000.00	East Point Police - Support Services Division	General Fund	
Jail Camera System	FY 2014	FY 2014	$100,000.00	East Point Police - Support Services Division	General Fund	
Total Estimated Cost			**$328,450.00**			

Community Facilities: Hospitals & Other Public Health Facilities

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
South Fulton Medical Center			$-	Tenet Healthcare		Facilities are located in East Point, no funding required from the City.
Grady Health Clinic			$-	Fulton County		Facilities are located in East Point, no funding required from the City.
Total Estimated Cost:			**$-**			

Community Facilities: Libraries and Other Cultural Facilities

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
East Point Library			$-	Fulton County		Facilities are located in East Point, no funding required from the City.
Bowden Senior Multi-Purpose Facility			$-	Fulton County		Facilities are located in East Point, no funding required from the City.
Total Estimated Cost:			**$-**			

Community Facilities: Educational Facilities

Project/Activity Description	Start Date	End Date	Estimated Cost	Responsible Department/Agency	Funding Source	Status/Remarks
Brookview Elementary School			$-	Fulton County Board of Education		Facilities are located in East Point, no funding required from the City.
Conley Hills Elementary School			$-	Fulton County Board of Education		Facilities are located in East Point, no funding required from the City.
Hamilton E. Holmes Elementary School			$-	Fulton County Board of Education		Facilities are located in East Point, no funding required from the City.
Mt. Olive Elementary School			$-	Fulton County Board of Education		Facilities are located in East Point, no funding required from the City.
Parklane Elementary School			$-	Fulton County Board of Education		Facilities are located in East Point, no funding required from the City.
Paul D. West Middle School			$-	Fulton County Board of Education		Facilities are located in East Point, no funding required from the City.
Woodland Middle School			$-	Fulton County Board of Education		Facilities are located in East Point, no funding required from the City.
Tri-Cities High School			$-	Fulton County Board of Education		Facilities are located in East Point, no funding required from the City.
Point University (formerly Atlanta Christian College)			$-	Point University		Facilities are located in East Point, no funding required from the City.
Total Estimated Cost:			**$-**			

4 Participation Program

Overview and Purpose

The City of East Point prepared and followed a schedule of two stakeholder meetings, two community meetings, a neighborhood association meeting, an Open House, and public hearings to ensure participation by all East Point citizens, business owners, property owners, and other stakeholders. The Participation Plan adopted by the City Council organized community meetings to provide information throughout the process and to gather input on the issues that are important to the community.

Summary of Activities

A summary of the meetings, public hearings, and other activities related to Mission 2036: Comprehensive Plan Update can be found in this section. More information on the meetings and outreach efforts follows below.

Meetings

The format of the **public meetings** included an opportunity for participants to show on maps the areas and elements that they wanted to see preserved and changed. It also included a discussion of the type of development residents wish to see in each of the character areas.

On Thursday night, October 6th, the **East Point Citizens' Leadership Academy** met in the East Point Council Chambers for their weekly class. The Citizens' Leadership Academy Program teaches residents about local government operations, and approximately 25 people attended on October 6th. The purpose of this meeting was to gather feedback on the current issues and opportunities facing East Point and how they can be resolved or achieved. In addition, the group discussed their vision for the community and learned

about the facts and findings from the Community Assessment. The input gathered informed the recommendations in the Community Agenda. The class members were also invited to attend future community meetings and spread the word among their neighbors.

On Tuesday, October 17th, members of the Comprehensive Plan update team were invited to attend the **Jefferson Park Homeowner's Association** meeting. There were approximately 50 people in attendance. The comprehensive plan process, character areas, and assessment data were discussed. Attendees were urged to attend the community meetings.

On Thursday morning, October 20th, the comprehensive planning team hosted the **East Point Business Breakfast**. The purpose of this meeting was to gather feedback on the current issues and opportunities facing East Point and how they can be resolved or achieved. Approximately 45 invitations were sent via Pingg electronic mail or regular mail to business owners and stakeholders; 7 individuals attended. The input gathered was used to inform the recommendations in the Community Agenda. Business leaders discussed their vision for East Point, heard about the facts and findings from the Community Agenda, and talked about important issues and opportunities facing the city. Attendees were also invited to attend future community meetings and spread the word among their neighbors.

Community meetings took place on Tuesday October 25th and Thursday October 27th. The first meeting served residents of Wards C and D and took place at the Mount Olive Seventh-Day Adventist Church. The second meeting, geared toward Wards A and B, occurred at the Jefferson Park Recreation Center. At each of these meetings, the team defined comprehensive planning and reviewed the results of the Community Assessment. Meeting attendees provided input on the issues and opportunities that face their community. The majority of the meeting focused on character areas, and community members discussed and documented their desired future development patterns.

The comprehensive plan team hosted an **Open House** at the Jefferson Park Recreation Center on Thursday, November 3rd. Community members were first asked to rank the issues and opportunities that had been accumulated during the prior public meetings as well as to add any that had been missed. Next, they reviewed the character area descriptions and images to guarantee they reflected their desires. Citizens then spent time reviewing and digesting the general vision statement of the community to make sure it accurately reflected their view of East Point. Finally, citizens reviewed policies and desired future development patterns. Attendees reviewed the issues and opportunities and relevant policies that emerged from the community assessment and prior meetings and evaluated them to ensure they fit with the community vision.

Media

The City of East Point took advantage of electronic resources to engage the public in the Comprehensive Planning process. Document drafts, meeting slides, and project schedules were made available through the City website, at http://www.eastpointcity.org/index.aspx?nid=1262. Meeting schedules were also mailed to neighborhood association presidents. Public service announcements were also broadcast on cable Channel 22 to publicize the comprehensive planning process. In addition, flyers advertising the meetings were distributed at the following list of locations.

Brochures and boards were set up at the city Planning and Zoning office; brochures were placed in other city departments and at events throughout the month of October.

Meeting Flyer Distribution Locations, Week of October 10th, 2011

Location	Address
East Point Library	2757 Main Street, East Point
James A Burns Library	2605 Ben Hill Road, East Point
Grady Health Center	1595 East Cleveland Avenue, East Point
East Point Customer Care Center	2777 East Point Street, East Point
East Point Barber Shop	2805 East Point Street, Atlanta
Thumbs Up Diner	1617 White Way, Atlanta
Q's Southern Style	1599 White Way, East Point
East Point Convenience Store	1595 White Way, Atlanta
Oz Pizza	2805 Main Street, East Point
Greater Victory Christian Center	2950 Sylvan Road, Atlanta
Coin Laundry	1018 East Cleveland Avenue, Atlanta
South Fulton Medical Center	1170 East Cleveland Avenue, Atlanta
Mocha Delites (Buggy Works)	1513 East Cleveland Avenue, East Point
Campus Café	2605 Ben Hill Road, East Point
Laundro Max	
Saint Paul Missionary Baptist	2870 Headland Drive, East Point
Atlanta Human Performance Center	3250 Hogan Road Southwest, Atlanta
Starbucks	3511 Camp Creek Point, East Point
Smoothie King	3515 Camp Creek Pt, East Point
Papa Chow	3830 Princeton Lakes Pkwy SW, Atlanta
Lv Nails	3830 Princeton Lakes Pkwy SW, Atlanta
Metro PCS	3830 Princeton Lakes Pkwy SW, Atlanta
Salon Ajee	3830 Princeton Lakes Pkwy SW, Atlanta
Camp Creek Primary Care	3890 Redwine Rd SW # 100, Atlanta
La Fitness	3755 Carmia Dr. Sw, Suite 700, Atlanta
Planet Smoothie	3560 Camp Creek Pkwy # 150, East Point
East Point First Mallalieu	2651 Church Street, East Point
East Point Presbyterian Church	Corner of Church Street/Tompson Ave
Chosen Generation	2846 Church Street, Atlanta
HJC Bowden Senior Center	2885 Church Street, East Point
East Point Christian Church	Corner of Chruch Street/ Washington Rd
Coin Laundry	2941 Main Street, Atlanta
United Methodist Church	2792 East Point Street, Atlanta

Mission 2036: Public Meeting and Participation Schedule		
Activity	**Date/Time**	**Venue**
Present PowerPoint at City Council Work Session (Community Assessment/Public Participation Plan) – Overview and Update	August 8 6:30pm	1526 East Forrest Avenue Suite 400
Planning & Zoning Work Session – (Community Assessment/Public Participation Plan) – Overview and Update	August 11 6:30pm	1526 East Forrest Avenue Suite 100
Planning & Zoning Work Session: Community Assessment/Public Participation Plan	September 8 6:30pm	1526 East Forrest Avenue Suite 100
City Council Work Session: Community Assessment/Public Participation Plan	September 12 6:30pm	1526 East Forrest Avenue Suite 400
Planning & Zoning Public Hearing to transmit Community Assessment/Public Participation Plan	September 15 6:30pm	1526 East Forrest Avenue Suite 400
City Council Public Hearing to transmit Community Assessment/Public Participation Plan	September 19 6:30pm	1526 East Forrest Avenue Suite 400
Stakeholder Interviews	September - October	1526 East Forrest Avenue Suite 400
East Point Citizens' Leadership Academy	October 6, 6:30pm-8:00pm	1526 East Forrest Avenue 2nd Floor
Community Meeting #1: Wards C & D	October 25, 6:30-8:00pm	Mt. Olive 7th Day Adventist 3366 Mt. Olive Road, East Point, GA 30344
Community Meeting #2: Wards A & B	October 27 6:30-8:00pm	Jefferson Park Recreation Center
Open House	November 3 6:30-8:00pm	Jefferson Park Recreation Center
First draft of Community Agenda made available to public	December 5	-
Planning & Zoning Commission Work Session	December 8 6:30pm	1526 East Forrest Avenue Suite 100
City Council Work Session	December 12 6:30pm	1526 East Forrest Avenue Suite 400
Planning & Zoning Commission Meeting	December 15 6:30pm	1526 East Forrest Avenue Suite 400
City Council Meeting: Public Hearing to transmit Community Agenda to DCA	December 19 6:30pm	1526 East Forrest Avenue Suite 400

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Prepared for the city of East Point, Georgia
Department of Planning & Zoning

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