



# City of East Point Comprehensive Plan 2022 Update - Draft 2

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2023

*prepared by the*



Atlanta Regional Commission

# Acknowledgements

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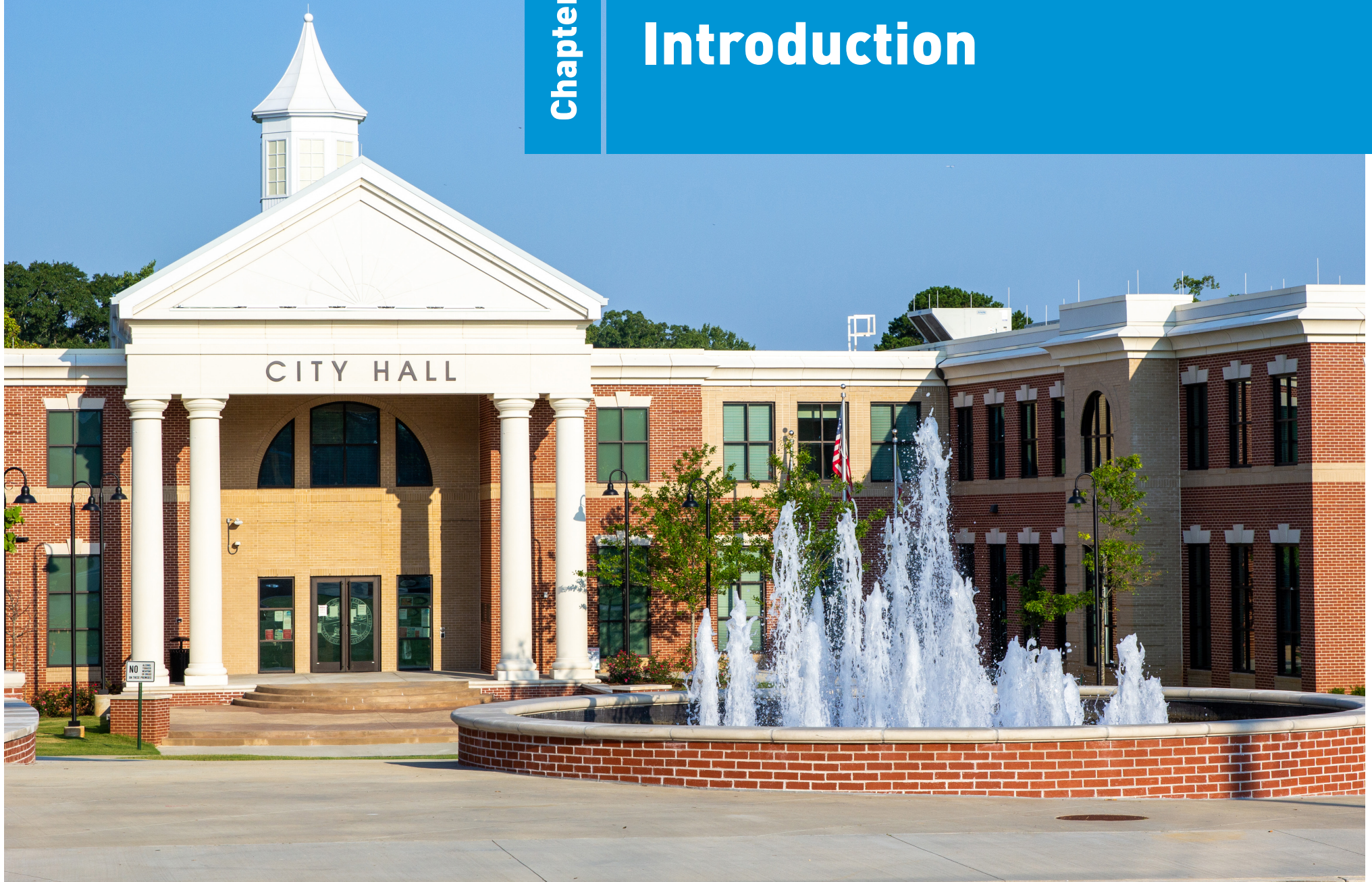


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Chapter 1

# Introduction



## Executive Summary

Local governments use planning to define and manage how they want to grow, develop, and achieve goals to benefit their people, neighborhoods, businesses, and institutions. Updating the Comprehensive Plan offers an opportunity for the community to look beyond the execution of day-to-day services and consider where it wants to be in the future - and what has to be done to get there.

This update to the City of East Point Comprehensive Plan, undertaken by the City and the Atlanta Regional Commission (ARC), builds on previous Comprehensive Plans in laying out a vision, setting priorities, and charting a course for the future. As with most comprehensive plans, the document aims to inform land use, transportation and capital investment decisions. It also looks at economic development, housing, quality of life, natural resources, and other key issues critical to the City.

The Georgia Department of Community Affairs (DCA) requires that local Comprehensive Plans be updated every five years. It also maintains rules and regulations that must be followed during the planning process to ensure the preparation of a plan that represents the community's vision. This framework is intended to promote planning for strong, vibrant communities. As part of these requirements, East Point's plan includes the following elements:

- Community Goals
- Issues and Opportunities
- Housing
- Economic Development
- Transportation
- Land Use
- Report of Accomplishments
- Community Work Program

## Location

Located in Fulton County, Georgia, the City of East Point, at almost 15 square miles, is situated between the City of Atlanta just to the north, Hapeville to the southeast, and Hartsfield-Jackson Atlanta International Airport and the City of College Park to the south.

The City is roughly bounded and in some cases bisected by I-85 to the east, Camp Creek Pkwy. on the south, I-285 to the west, and Langford Pkwy. (SR 154) to the north (Map 1.1).

This proximity to the busiest airport in the world, downtown Atlanta, major interstates and other assets, positions the City as a desirable place to visit, live, and work.

# History

East Point, named for its original location as the eastern terminus of the Atlanta and West Point railroads, was chartered on August 10, 1887. From 1820 to 1930, the City grew from a Native American territory with few people to a manufacturing city that housed more than 10,000 people.

Early history shows that East Point was prosperous due to its location on, and connection to, various transportation networks. From the railroad, to the horse and carriage, to the automobile, East Point has always been recognized for its location and accessibility. Even today, the commercial downtown area relies heavily on its link to the MARTA rail station located on Main Street.

In the late 19th and early 20th centuries, industry began to cluster along the east side of the Central of Georgia rail line, roughly bounded by what are now Norman Berry Drive, R.N. Martin Street and Holcomb Avenue. Factories included the White Hickory Wagon Works, Blount Carriage and Buggy Works, Couch Brothers Cotton Mills, Atlanta Utility Works, and Oak Knitting Mill.

During and after the Great Depression, East Point experienced struggles similar to other cities. Times were difficult, and little development activity took place. In the late 1940s, the City experienced a notable building boom. Many of those structures, along with earlier 19th and 20th century structures, remain today.

By the 1950s, the East Point was a thriving community of the Tri-Cities (East Point, Hapeville and College Park), rooted in industry but evolving as well.

As the nearby airport grew and ultimately became Hartsfield-Jackson Atlanta International Airport, it produced a significant impact on East Point's development and economy, along with that of other nearby communities. Other major employers in the area contributed to East Point's maturation as well.

Like many cities in the 1970s, East Point pursued efforts to address urban disinvestment and adopted a redevelopment plan. In the 1990s, the City undertook a master planning process and other planning efforts. More recent strategies in the 2000s have been directed at supporting equity; health; urban agriculture; smart redevelopment; quality neighborhoods; business and economic development; and leveraging access to transit.

The Aerotropolis Atlanta Alliance and the Aerotropolis Atlanta Community Improvement Districts (CIDs) - primarily the Airport West CID - have also had a positive impact on investment in East Point. The CIDs, which cover about 15 square miles around the airport, include portions of East Point, mainly in the southwest area of the city. The CIDs are empowered to fund beautification, public safety, and infrastructure projects focused on transportation and water within their district. This increased investment in East Point is intended to attract employers and residents.

In the last decade, East Point has seen new development pressures, similar to its nearby neighbors Atlanta, College Park and Hapeville. This is due in large part to the city's proximity to the airport, downtown Atlanta, major southside employment centers, hotels and convention/hospitality facilities, MARTA, and the interstate highway system.

To address these pressures while preserving the character of the city, this plan seeks a shared vision for the future of East Point.

# Equity Statement

The below statement was crafted as part of important thought leadership and contributions from a range of community stakeholders and leaders. This work included the 2019 adoption of an Equity Resolution, the 2020-2021 development of an Equitable Growth & Inclusion Strategic Plan, and since 2021 a partnership with the Morehouse School of Medicine to advance health equity in East Point. This equity statement was workshopped with the city's Health Equity Community Advisory Board in August 2022 and recommended for inclusion in this plan by the City Council in January 2023.

“Equity is the fair and just inclusion into society in which all can participate, prosper and reach their full potential.” (East Point Equitable Growth and Inclusion Strategic Plan, 2021). East Point is committed to equity, inclusion, social and environmental justice, and dismantling the structural and systemic racism that has negatively impacted our neighborhoods, environment, and health. Equitable policies and programs are needed to address past harms and to eliminate present and future harm to people of color, families, seniors, people with disabilities, people with mental health and substance use conditions, individuals identifying as LGBTQIA+, and other marginalized communities. Equity is achieved when life outcomes are not determined by skin color, education, ability, or wealth.

East Point will prioritize health equity through policies that reinforce and promote access to healthy foods, safe and affordable housing, quality education, resilient neighborhoods, and accessible, affordable, high quality, comprehensive health care for its residents, employees, and visitors. Health equity will be achieved when “every person has the opportunity to live the healthiest life possible.” (Robert Wood Johnson Foundation, 2017).

Through local grassroots level advocacy work, engaged and responsive leadership, and collective commitment, East Point will continue to draw upon the strength, knowledge, and resilience of the community, acknowledging that equity is both the path and destination for the city. All of these efforts will support a strong local economy built on the strengths and assets of the community.

The Office of Equity, Inclusion and Empowerment (OEIE) will lead, coordinate, and report on the progress of efforts to embed equity throughout the city's policies, procedures, and practices. The diverse perspectives and experiences of East Point residents, employees, the small business community, local government, and advocacy work by and for the community are what empowers us to shape the future of our city into one that provides just access to opportunities and resources needed to ensure all members of our community thrive.

## Chapter 2

# Existing Conditions

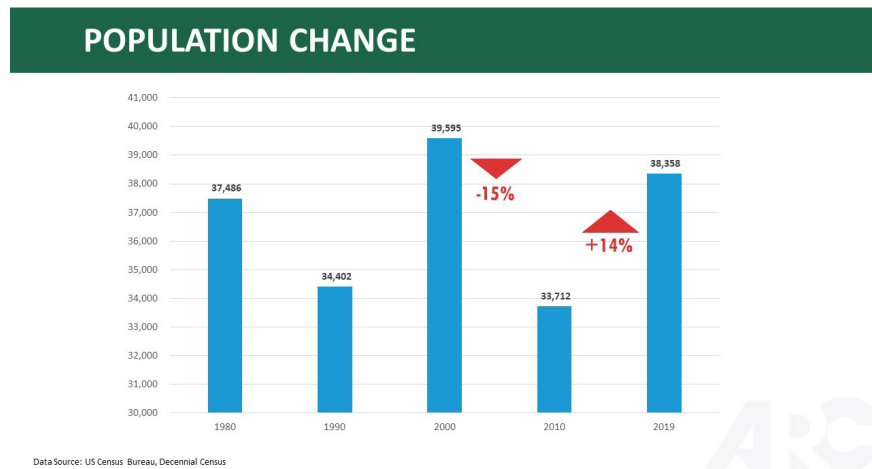




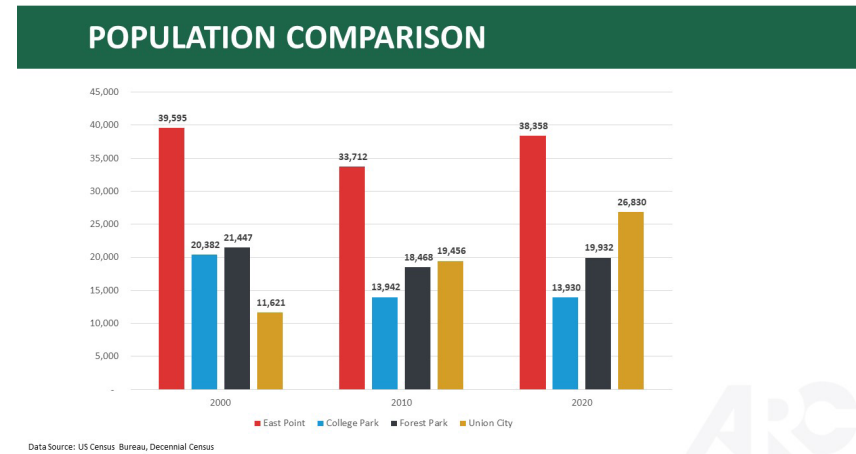
# Demographic Trends

Between 2000 and 2010, the population of East Point decreased by 15%, from a peak of roughly 39,600 residents to a 30-year low of approximately 33,700. The population has since risen by 14% to about 38,400, almost making up for losses in the first decade of the millenium (Figure 2.1). In comparison to similar cities in the metropolitan area, East Point’s population has held relatively constant and is significantly larger than those of College Park, Forest Park and Union City (Figure 2.2) (Hapeville is not included as it is well under 10,000 in population). The median age of East Point’s residents is 34.7, slightly younger than the median age in Fulton County as a whole (Figure 2.3).

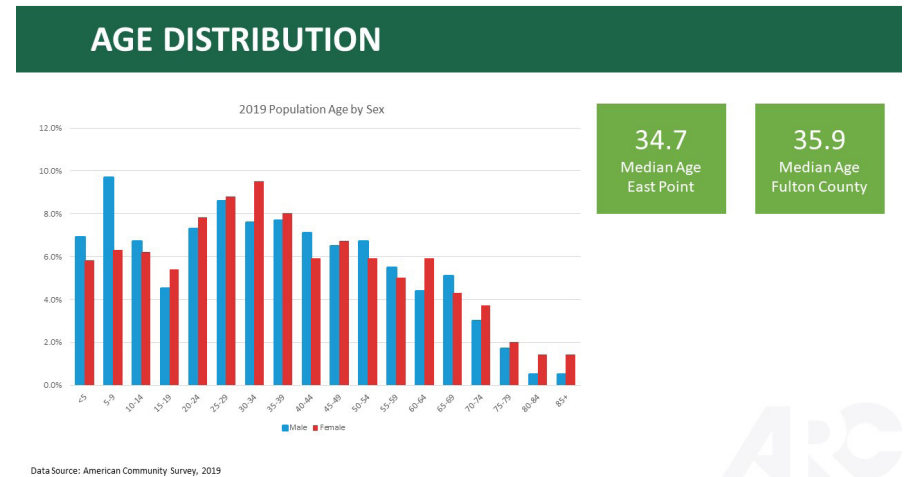
**Figure 2.1: Population Change**



**Figure 2.2: Population Comparison**



**Figure 2.3: Age Distribution**



# Housing Trends

## Metro Atlanta Housing Strategy

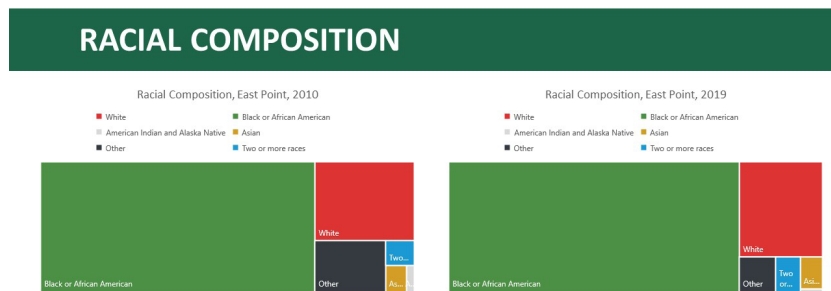
The Metro Atlanta Housing Strategy (MAHS) is an interactive digital toolkit designed to help inform challenges and solutions to the region’s housing challenges. ARC launched the MAHS in 2019 to equip communities with detailed housing market information and targeted strategies to address housing needs.

The MAHS divides the region into ten submarkets based on similar housing characteristics. Roughly 74% of East Point is classified as Submarket 4: lower priced core neighborhoods vulnerable to increasing housing costs (Map 2.1). Another significant portion of the city (18%) is classified as Submarket 3: rapidly changing core neighborhoods experiencing the greatest increase in housing costs regionally. The remainder of the city is divided evenly between Submarkets 1 (higher priced core neighborhoods) and 7 (suburban neighborhoods with lower to moderate housing and the biggest increase in rentership). The median home sale price in East Point as of 2020 was \$173,000, a 255% increase from 2013. *Note: This data does not reflect recent trends of significant increases in housing prices across most markets.*

Suggested strategies for Submarkets 3 and 4 include preserving the supply of existing affordable housing, promoting housing stability for existing residents, and developing leadership and collaboration on affordability - both by building internal local government capacity and through cooperation across different sectors and organizations. More information can be found online at [metroatlhousing.org](http://metroatlhousing.org).

The population of East Point underwent relatively little change in racial composition between 2010 and 2019 (Figure 2.4). The share of black or African American residents rose by about 5% from 73% to 78% of the total population, while the white population remained constant at about 16%. Residents identifying as a race other than the categories shown below, decreased from 7% to 3% of the total population during that same time span. Individuals identifying as two or more races rose from 1% to 2% of the population. The Asian population remained the same at 1% of the total. Approximately 14% of residents of any race identified as Hispanic or Latino in 2010; that proportion decreased to 7% in 2019.

**Figure 2.4: Racial Composition**



Between 2010 and 2019, East Point’s racial makeup experienced a few notable changes.

The proportion of black residents increased by about 5% while the white population remained relatively constant. The proportion of residents identifying some race other than those listed in the charts above decreased, from 7% to 3%.

14% of residents of any race identified as Latino in 2010, and this percentage decreased to 7% by 2019.

Data Source: American Community Survey, 2010 and 2019

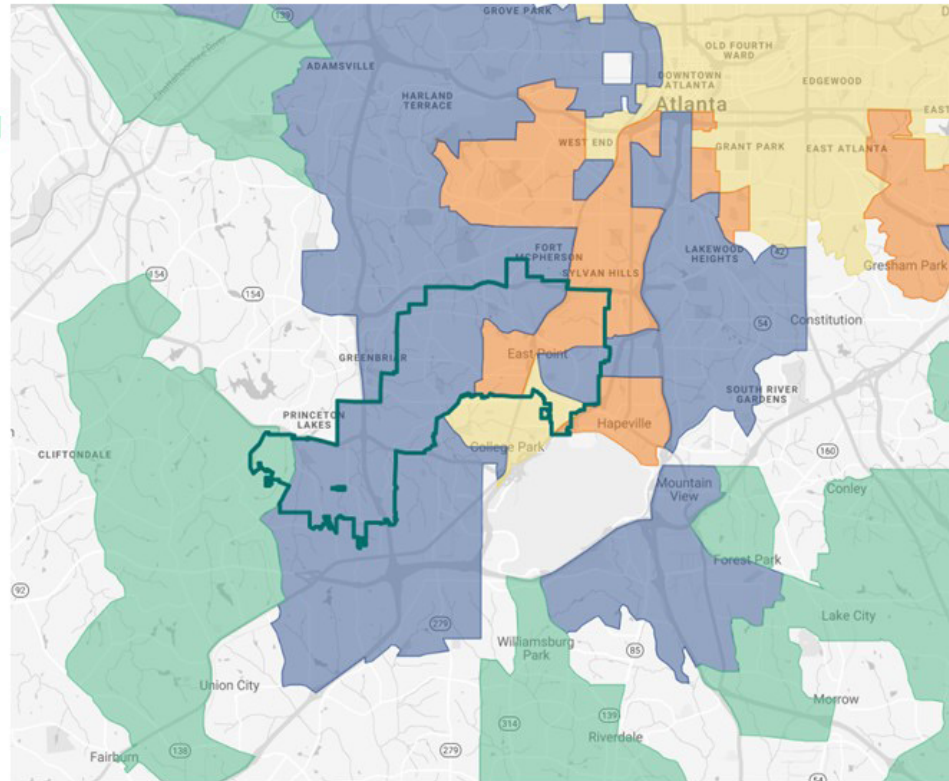


# Map 2.1: Metro Atlanta Housing Strategy Submarkets

## East Point



- 74% SUBMARKET 4**  
Lower-priced core neighborhoods vulnerable to increasing housing costs
- 18% SUBMARKET 3**  
Rapidly changing core neighborhoods experiencing the greatest increase in housing costs regionally
- 4% SUBMARKET 1**  
Higher-priced core neighborhoods
- 4% SUBMARKET 7**  
Suburban neighborhoods with lower-to-moderate-priced housing, biggest increase in renters



## CITY SNAPSHOT

|   |                |
|---|----------------|
| Median Home Sale Price (2020)                         | \$173,000      |
| Change in Median Home Sale Price (2013-20)            | +255%          |
| Home Sale Price Per Sq Ft (2020)                      | \$119.00 sq ft |
| Percent Change in Home Sale Price Per Sq Ft (2013-20) | +181%          |
| Median Building Area of Home Sales (2020)             | 1,349 sq ft    |

Data source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2020. Explore this data further in the [DATA EXPLORER](#)

Data Source: metroathousing.org

### Potential tactics:

**Preserve Affordable Supply**  
Ensure that housing units remain accessible to low- to moderate-income households.

**Promote Housing Stability**  
Strengthen the ability of families and individuals to stay, access, and afford the costs of housing in both ownership and rental.

**Develop Leadership & Collaboration on Affordability**  
Promote and create education, communication, and collaboration around housing issues.

PROVIDE FINANCIAL INCENTIVES

CREATE POLICY INCENTIVES

COORDINATE ACROSS AGENCIES AND AMONG GOVERNMENTS

ADDRESS BLIGHT

STABILIZE EXISTING RESIDENTS

PROMOTE HOME BUYING

CREATE QUALITY RENTAL OPPORTUNITIES

PREVENT EVICTION

BUILD CAPACITY AND INTERNAL RESOURCES TO ADDRESS HOUSING

PROMOTE CREATIVE COLLABORATION

BE A LEADER IN HOUSING

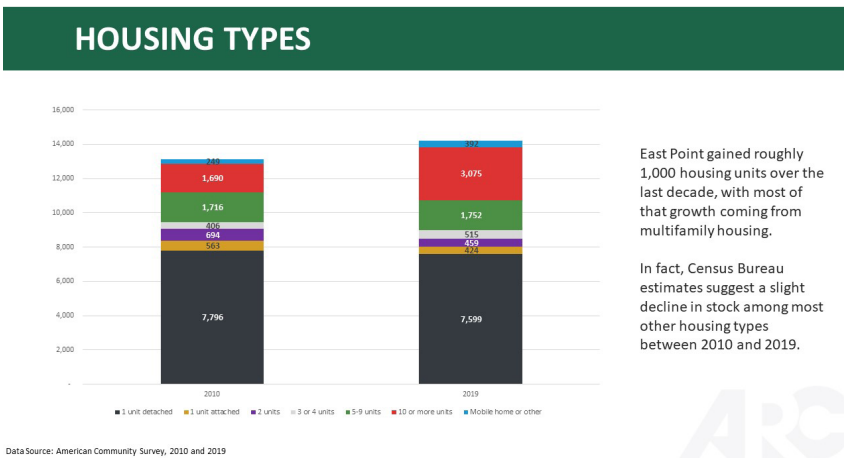
# Housing Trends

East Point gained roughly 1,000 housing units over the last decade, with most of that growth coming in the form of multifamily housing - particularly properties with 10 or more units. In fact, Census estimates suggest slight declines in other housing types between 2010 and 2019 (Figure 2.5).

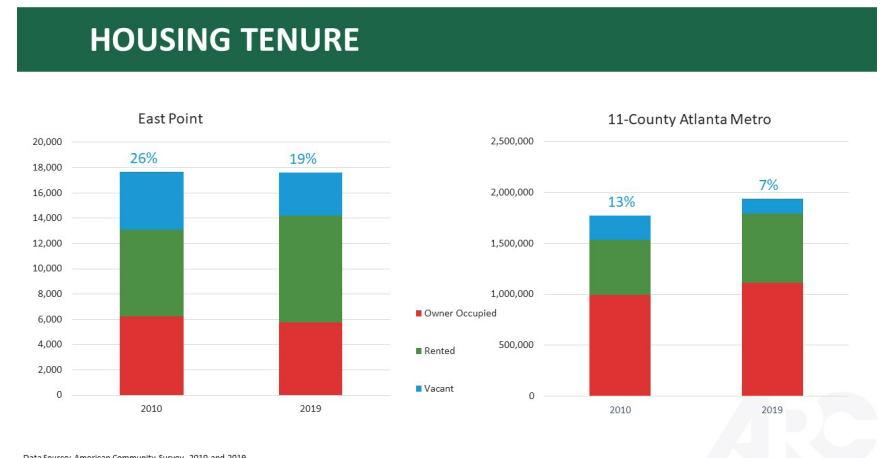
*Note: Due to sample sizes, the breakdown of housing units by structure type should be considered as a rough estimate.*

As could be expected, there was a parallel shift toward a greater share of units being rented instead of owned over this same period; a slight decrease in the percentage of owned units; and a decrease in the proportion of vacant units. Compared to the region as a whole, East Point has a higher than average proportions of rental and vacant units and a lower than average proportion of owner occupied units (Figure 2.6).

**Figure 2.5: Housing Types**



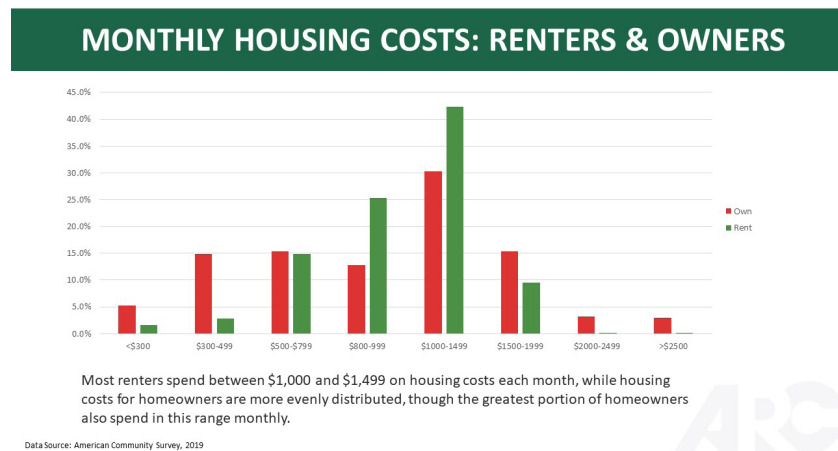
**Figure 2.6: Housing Tenure**



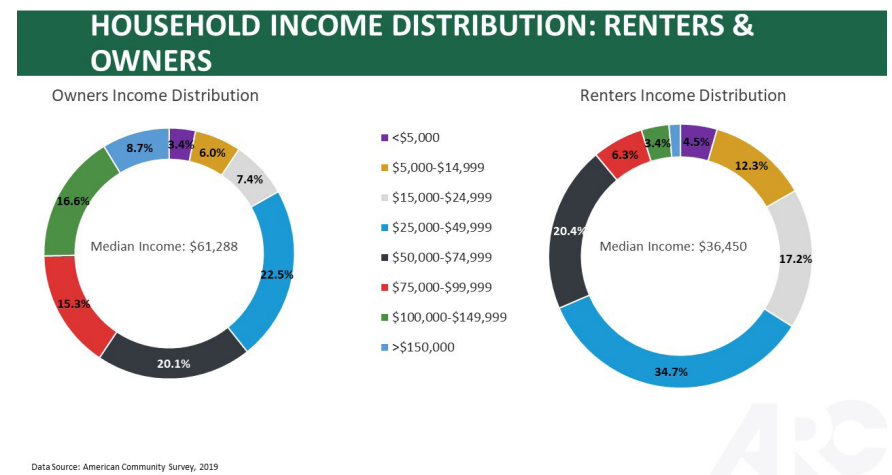
As of 2019, the largest portion of renters were spending between \$1,000 and \$1,499 on housing costs each month, followed somewhat distantly by renters spending \$800-899 per month. While housing costs for homeowners more were evenly distributed, the greatest portion of homeowners spent in the \$1,000-\$1,499 range monthly. Notably, more than 45% of owners paid less than \$1,000 a month for housing (Figure 2.7).

In 2020, the median annual income for homeowner households \$61,288, compared to only \$36,450 for renter households. While just 16% of owners make over \$100,000 a year, only about 3% of renters are in that income range. At the other end of the spectrum, about 17% of owners make less than \$25,000 per year, while that proportion for renters is roughly 34% (Figure 2.8).

**Figure 2.7: Monthly Housing Costs**



**Figure 2.8: Household Income by Tenure**

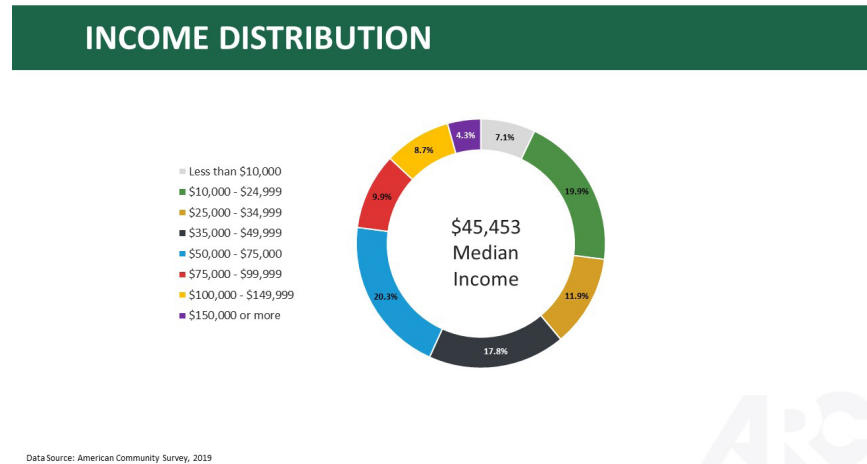


# Economic Trends

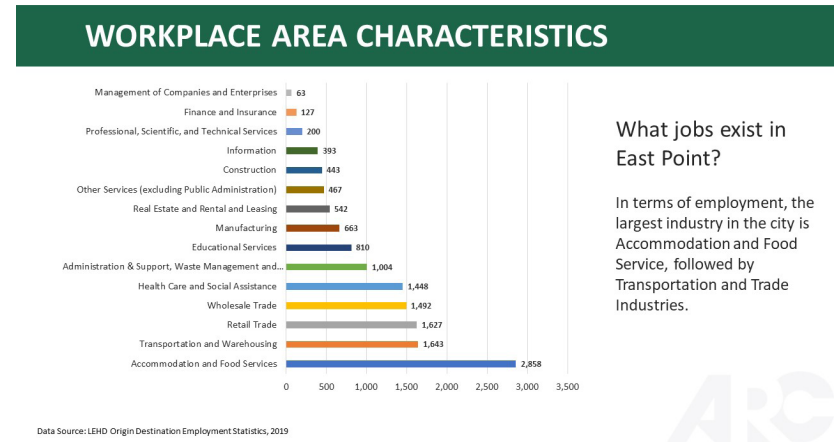
East Point’s median household income was \$43,453 in 2019. About a quarter of households make over \$100,000 annually. 13% of households make less than \$25,000 per year (Figure 2.9).

The city’s largest industry is Accommodation and Food Services, comprising about a quarter of the city’s jobs. Another quarter is made up of employment in the Waste Management and Remediation (Administration and Support) industry (Figure 2.10). The top two industries in terms of where Hapeville residents are employed are Transportation and Warehousing and Accommodation and Food Services (Figure 2.11).

**Figure 2.9: Income Distribution**



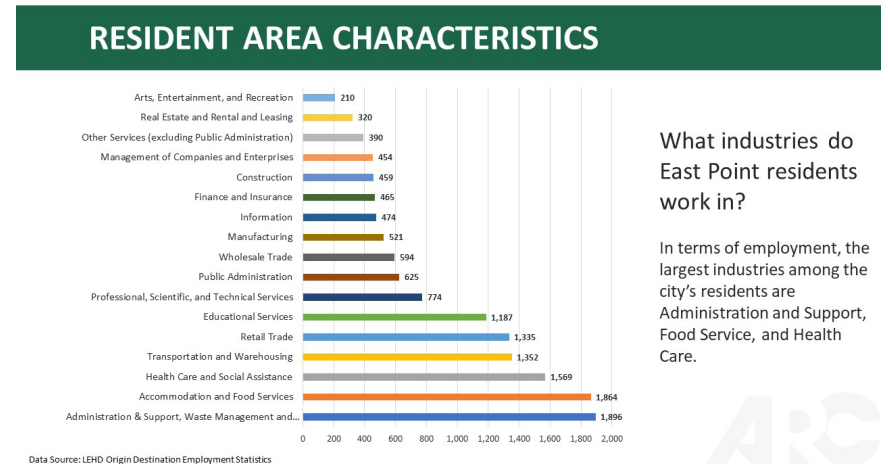
**Figure 2.10: Workplace Area Characteristics**



What jobs exist in East Point?

In terms of employment, the largest industry in the city is Accommodation and Food Service, followed by Transportation and Trade Industries.

**Figure 2.11: Resident Area Characteristics**



What industries do East Point residents work in?

In terms of employment, the largest industries among the city’s residents are Administration and Support, Food Service, and Health Care.

# Map 2.2: Broadband Access

The Georgia Department of Community Affairs (DCA) Georgia Broadband Program tracks access to broadband for homes and businesses across the state. According to data from DCA and the Federal Communications Commission, nearly all locations in East Point had access to broadband provider service as of 2021 and are thus considered “served.” The City is therefore well positioned to recruit households and businesses alike. City officials should consider pursuing Georgia Broadband Ready Community status as well.

*Note: Statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as “unserved.”*

## BROADBAND AVAILABILITY

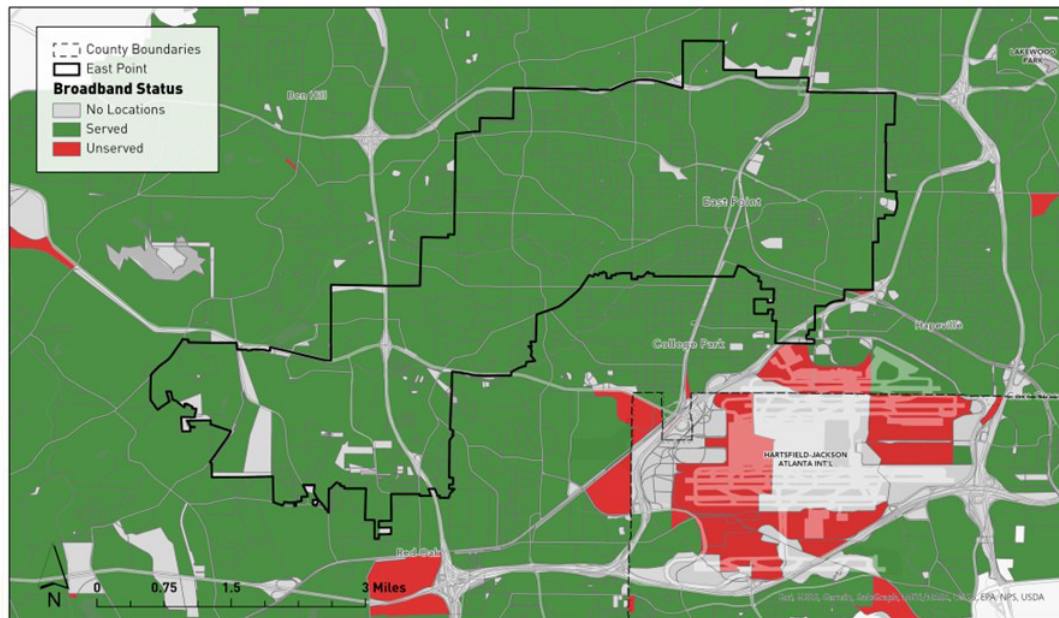
### Description

This map focuses on unserved broadband statistics for Georgia counties. Click in the map or search by county to see county statistics. Census block level availability will appear once zoomed in.

County statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as ‘Unserved’. The map depicts access to broadband, not subscription to broadband.

Broadband data is provided by the various Internet Service Providers of Georgia.

Location data are from commercially available sources.

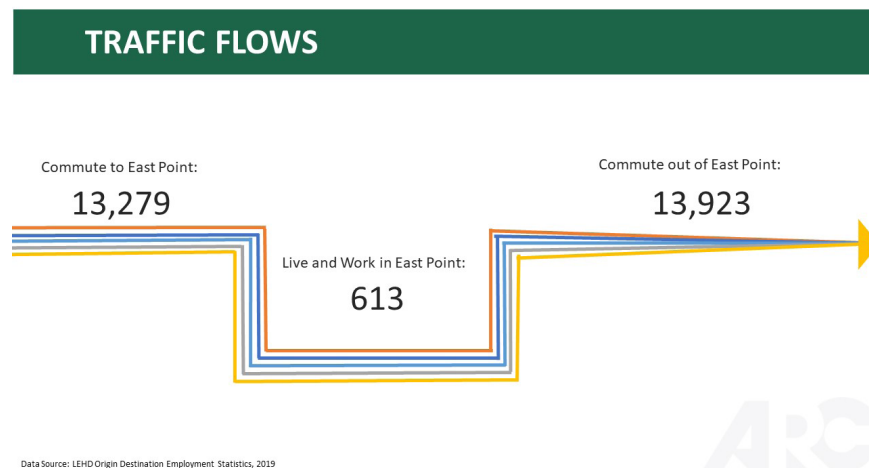


Data Source: Georgia Broadband Center and Federal Communications Commission, 2021

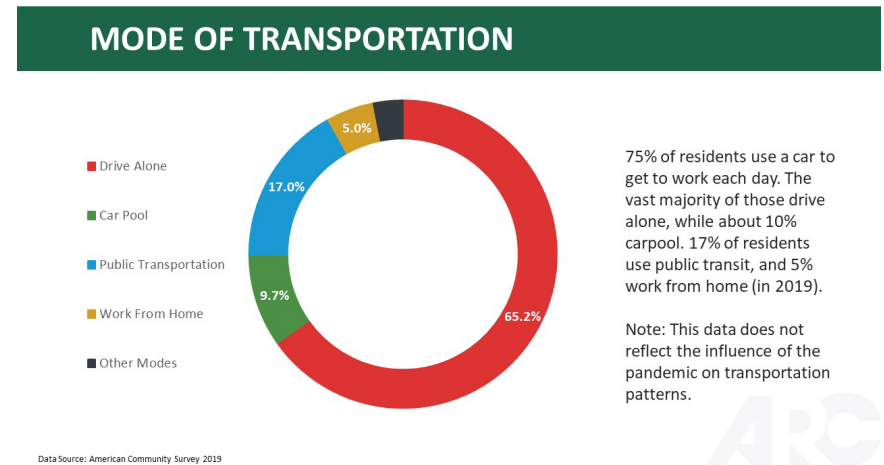
# Transportation Trends

Just over 13,000 people commute from outside East Point into the city each day for work, while close to 14,000 East Point residents leave the city each day to work in other areas; only approximately 600 residents both live and work in the city (Figure 2.12). About three-quarters of East Point residents leaving home to work either in the city or beyond, use a car for their commute, with 65% driving alone and 10% carpooling (Figure 2.13). 17% use public transportation, and 5% work from home. The majority (55%) of Hapeville’s residents have a commute time between 15-45 minutes (Figure 2.14).

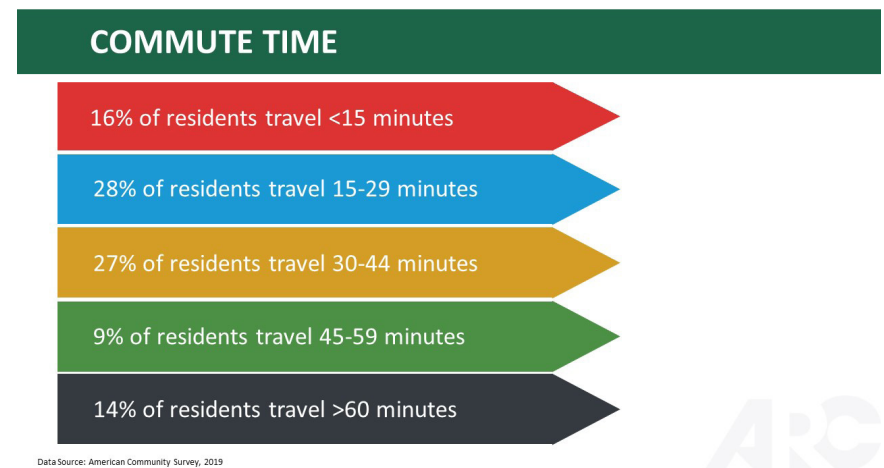
**Figure 2.12: Traffic Flows**



**Figure 2.13: Mode of Transportation**



**Figure 2.14: Commute Time**

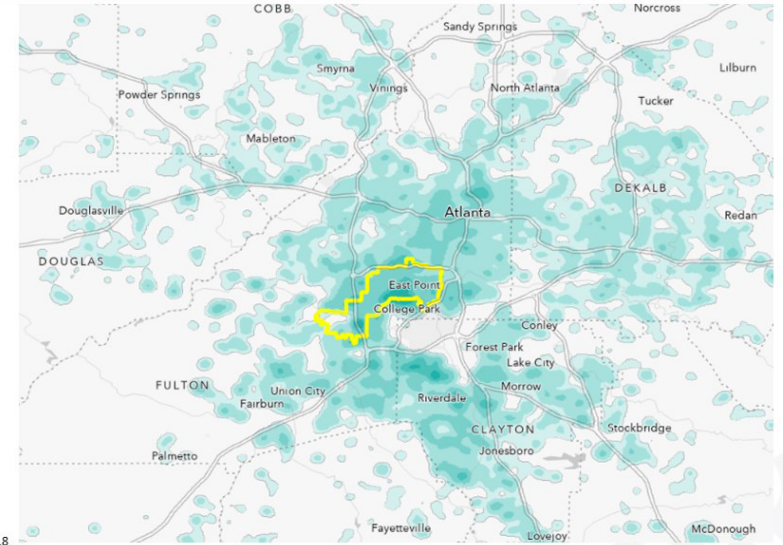
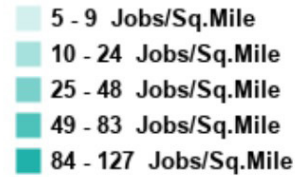




### Map 2.3: Where People Who Work in East Point Live

People who work in East Point, but do not live there, commute from a range of locations across the metro area, with heavy concentrations coming from the City of Atlanta, southern Fulton County, central and southern DeKalb County, and northern Clayton County.

## WHERE PEOPLE WORKING IN EAST POINT LIVE

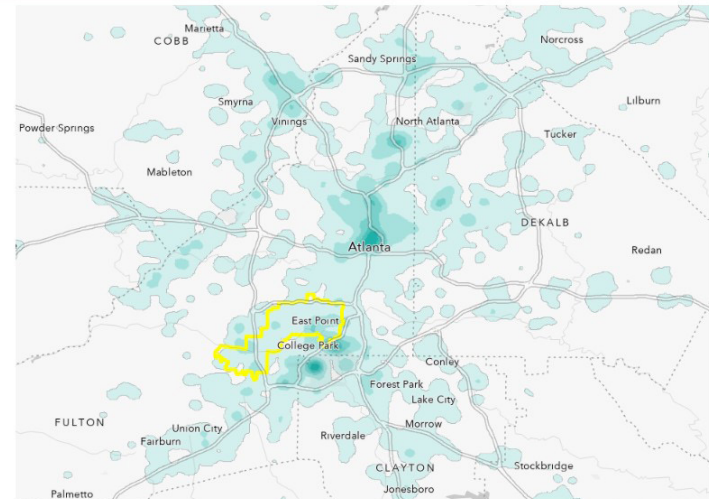
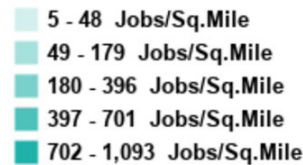


Data Source: LEHD Origin Destination Employment Statistics, 2018

### Map 2.4: Where People Who Live in East Point Work

Many East Point residents are employed outside the city, spread across many different areas. Notable employment centers for East Point residents include College Park, Hapeville, Hartsfield-Jackson Atlanta International Airport, central Atlanta, Buckhead, Cumberland, and Perimeter.

## WHERE EAST POINT RESIDENTS WORK

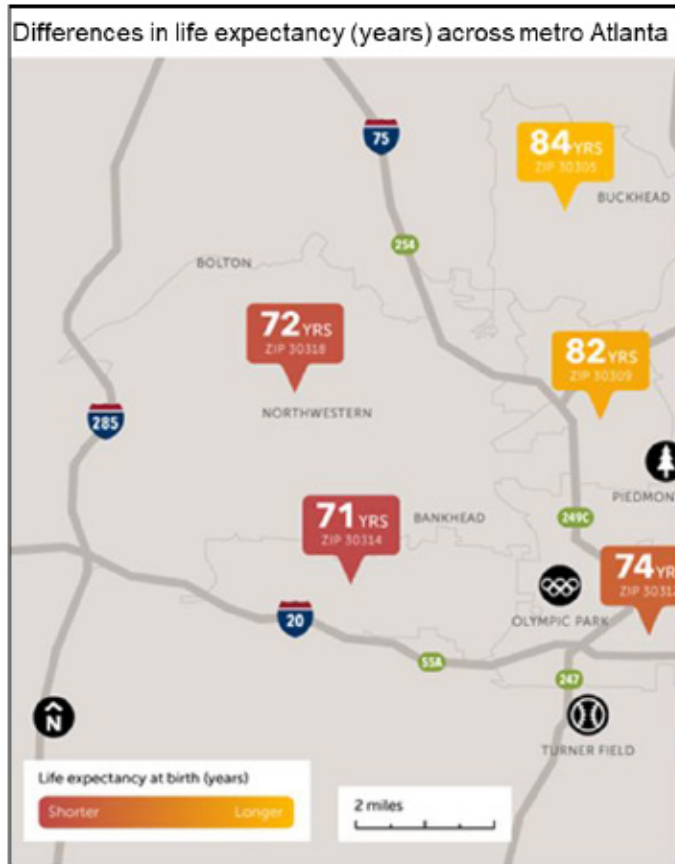


Data Source: LEHD Origin Destination Employment Statistics, 2018

# Health and Equity

East Point has higher than average rates of diabetes, frequent mental distress, high blood pressure, and obesity. Compared to north Fulton County, East Point residents have shorter life expectancies by more than a decade (Fig. 2.15). Poor health outcomes and health inequities are highly associated with social factors such as housing, access to healthy food, and environment/land use (Fig. 2.17). Community input during this planning process anecdotally confirms these data. Many of these issues result from past and present environmental injustice and inequities fueled by systemic racism. East Point is committed to advancing equity through this plan and resulting policies and projects, hence the centering of an equity statement in Chapter 1, Introduction. Additional information on equity is in Chapter 5, Issues and Opportunities.

**Figure 2.15: Regional Disparities in Life Expectancy**



**Figure 2.16: Regional Disparities in Economic Indicators**

|                                | East Point, GA | Fulton County, GA |
|--------------------------------|----------------|-------------------|
| <b>Population</b>              | 34,957         | 1,060,000         |
| <b>Poverty Rate</b>            | 23%            | 14.40%            |
| <b>Median Household Income</b> | \$43,453       | \$80,013          |
| <b>Median Property Value</b>   | \$139,800      | \$357,500         |
| <b>% Black (non-Hispanic)</b>  | 77.50%         | 43.80%            |
| <b>% White (non-Hispanic)</b>  | 11.80%         | 39.30%            |
| <b>% White (Hispanic)</b>      | 4.49%          | 4.79%             |

**Figure 2.17: Regional Disparities in Economic Indicators**

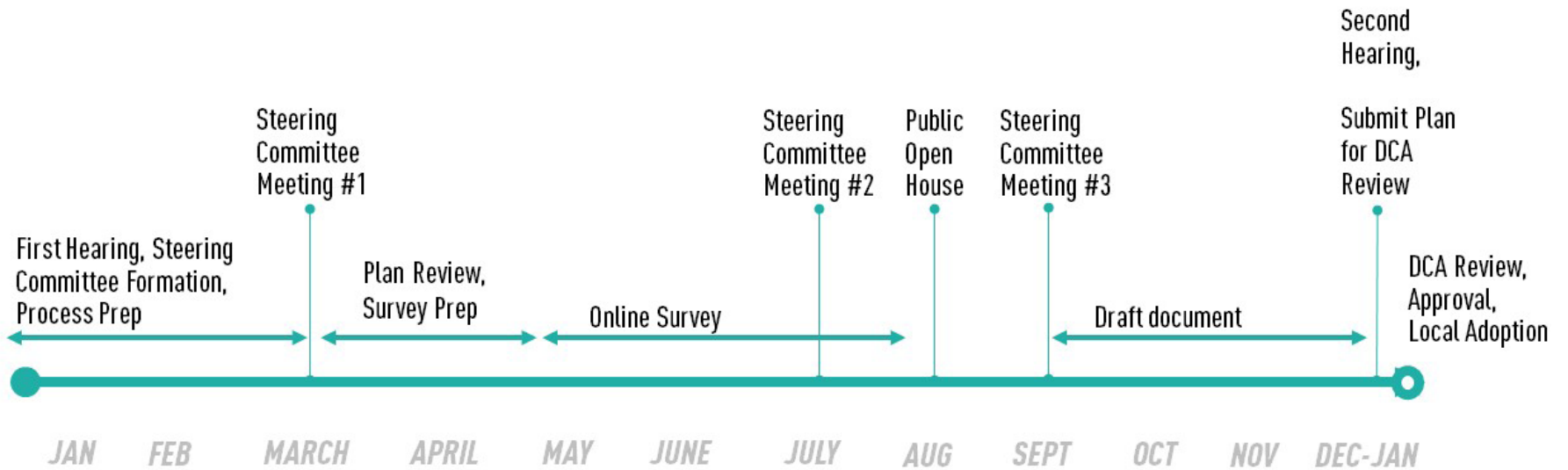


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# Community Engagement

Figure 3.1: Project Schedule

## EAST POINT COMPREHENSIVE PLAN UPDATE - SCHEDULE



2022-2023



# Community Engagement Process

Public engagement is a key part of any comprehensive planning process, critical to understanding the community's vision, goals, and needs. As such, insight from East Point community members and other stakeholders drove the development of this plan update. Key community engagement activities and outcomes are summarized here, and further details can be found in the appendix.

The outreach process included consultation with City staff and officials and a Steering Committee. It also featured a project website, an online survey, and a public public open house. The focus on multiple means of data collection, along with the timing of activities, was intended to tie to the key milestones and inform the plan document. An overview of the project schedule is in Figure 2.15 on the opposite page.

## Project Management Team

The project management team included representatives from the City and the Atlanta Regional Commission (ARC). This team met monthly to discuss progress and select materials and data to be presented during public outreach.

## Steering Committee

The Steering Committee was made up of representative members of the East Point community who provided guidance to the planning team, served as champions of the plan, and helped engage the public. The group included members of the community at large, elected officials, and City staff. Committee members are listed

in the Acknowledgments section at the beginning of this plan document. The committee met three times during the planning process:

- Steering Committee Meeting #1 was held virtually on March 23, 2022. The purpose of this meeting was to familiarize the committee with the project and process - and to introduce members to each other and the project management team. Selected existing conditions data were shared with the committee to get them thinking about their community. The project management team then facilitated an interactive online polling session and verbal discussion of the needs and opportunities in the city's existing plan around land use, economic development, natural and cultural resources, population and housing, and transportation.
- Steering Committee Meeting #2 was convened virtually on July 13, 2022. The meeting included interactive polling on the community goals from the existing plan, sorted in similar categories as the needs and opportunities discussed in meeting #1. The project team also went over initial results from the online survey - which had opened in mid-May - in connection with each goal category.
- Steering Committee Meeting #3 was held virtually on September 14, 2022. The project team presented summarized findings across the different issue areas and obtained further refinement and feedback from the committee.

## Project Website

A project website was established as the hub of information for this comprehensive plan update. The site provided information about the planning process, noted key milestones and dates, and housed the online community survey. All meetings and announcements were made available via [publicinput.com/EastPointPlanUpdate2022](https://publicinput.com/EastPointPlanUpdate2022).

## Online Community Survey

Surveys are an important method of information gathering, generating data that is essential for developing an understanding of the community and its needs. A community survey was designed to gather input on a variety of topics.

The project website featured an online survey composed of 21 substantive questions and nine demographic questions. City staff and Steering Committee members led the charge of marketing the survey to the community in social media, on the City website, in City announcements, and through personal interactions.

The survey garnered 175 unique participants; 935 views; 3,611 responses to questions; and 436 comments. It also yielded 72 subscriptions, which aided in marketing for the subsequent Public Open House.

In terms of content, the survey solicited input on assets and challenges; quality of life; natural, historic and cultural resources; future development and land use; housing; transportation (including bicycle and pedestrian); parking; downtown issues; economic development; and city services.

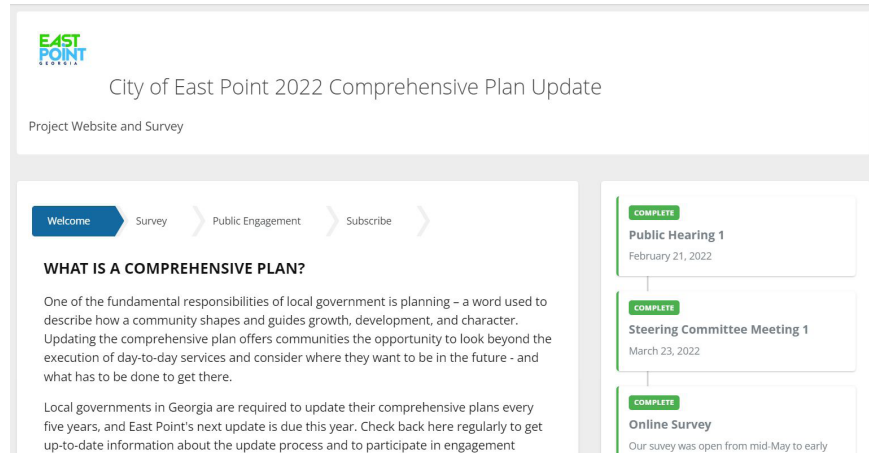
The survey was made available via the project website in mid-May 2022 and advertised on the City's website and social media. The QR code linked to the survey was also shared with the Steering Committee and on flyers at the Public Open House in August.

Results of the survey were used to supplement statistical data and input from the public open house and other avenues to represent the public's voice regarding the future development of East Point. A full summary of the online survey results can be found in the appendix.

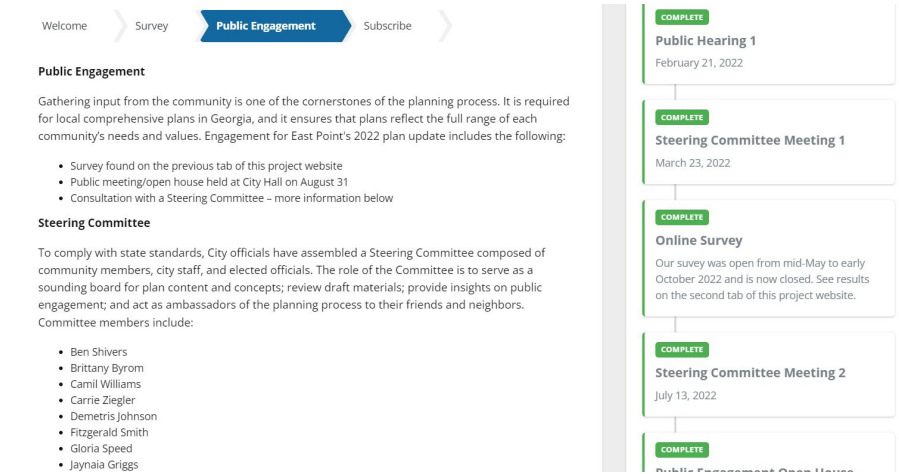
**Figure 3.2: Flyer Marketing Project Site/Survey**



**Figure 3.3: Project Website Landing Page**

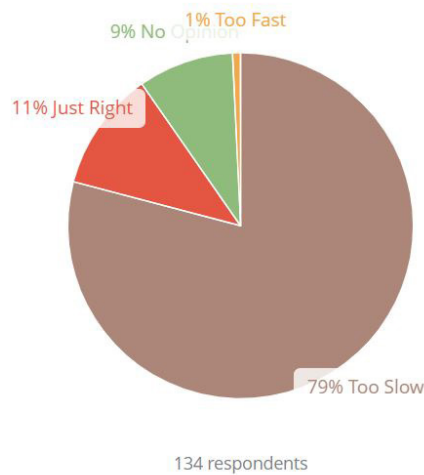


**Figure 3.4: Project Website Engagement Page**



**Figure 3.5: Example of Survey Results**

How would you characterize East Point's **pace of development** in recent years? For context, the City's population grew by 14% from 33,712 to 38,358 between 2010-2019. The City added about 1,000 new housing units during that span, an increase of roughly 8.5%.



**Figure 3.6: Example of Survey Results**

How would you rate East Point's housing needs?

|                      | Need More        | Right Amount        | Need Less        |
|----------------------|------------------|---------------------|------------------|
| Affordable Housing   | 45%<br>Need More | 41%<br>Right Amount | 14%<br>Need Less |
| Senior Housing       | 49%<br>Need More | 42%<br>Right Amount | 8%<br>Need Less  |
| Density              | 38%<br>Need More | 56%<br>Right Amount | 7%<br>Need Less  |
| Mixed-Income Housing | 69%<br>Need More | 27%<br>Right Amount | 4%<br>Need Less  |

128 respondents

## Public Open House

A public open house for this plan update was held on August 31, 2022 in the Council Chambers at East Point City Hall. The purpose of the event was to acquaint the public with the comprehensive planning process and to gather their input to inform the content of the plan.

Participants first reviewed baseline conditions information presented in the next section of this document, to get them thinking about their community and issues. They then reviewed and offered feedback on the Issues and Opportunities from the 2017 plan and documented their opinions on the City's current and future strengths, weaknesses, opportunities and threats. Attendees also reviewed information and gave input in the areas of future land use and development, housing, transportation, natural resources, and parks/greenspace.

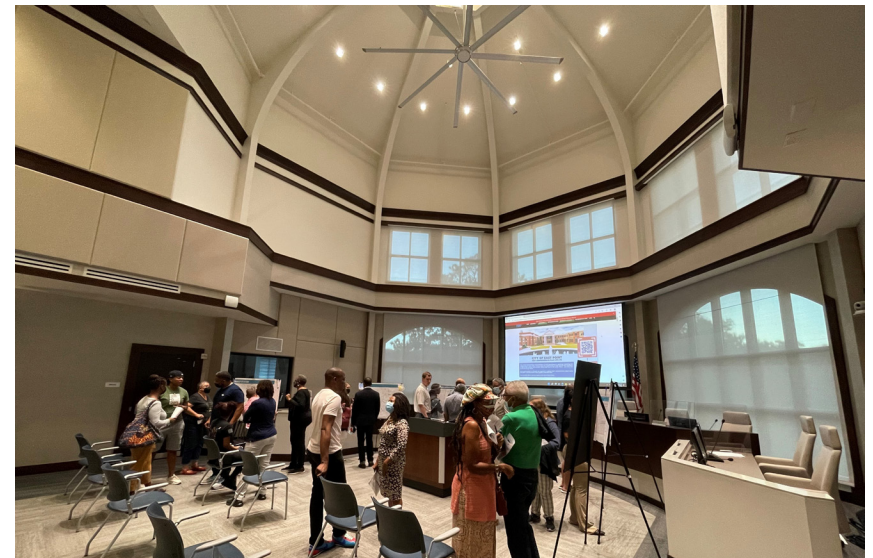
Lastly, participants engaged in a Do-It-Yourself budgeting exercise in which they were given a limited number of "Planning Bucks" to deposit into containers representing city services and needs. The game features more containers (services/needs) than the amount of money given to each person, meaning they must make choices and prioritize services and needs.

Selected Open House images, feedback and budgeting results are shown on the following pages. Additional information is found in the appendix.

**Figure 3.6: Public Open House**

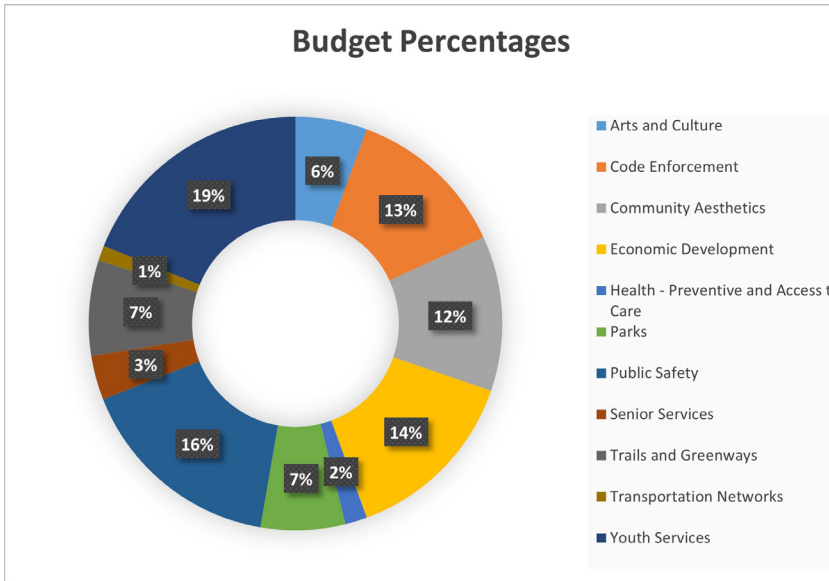


**Figure 3.7: Public Open House**





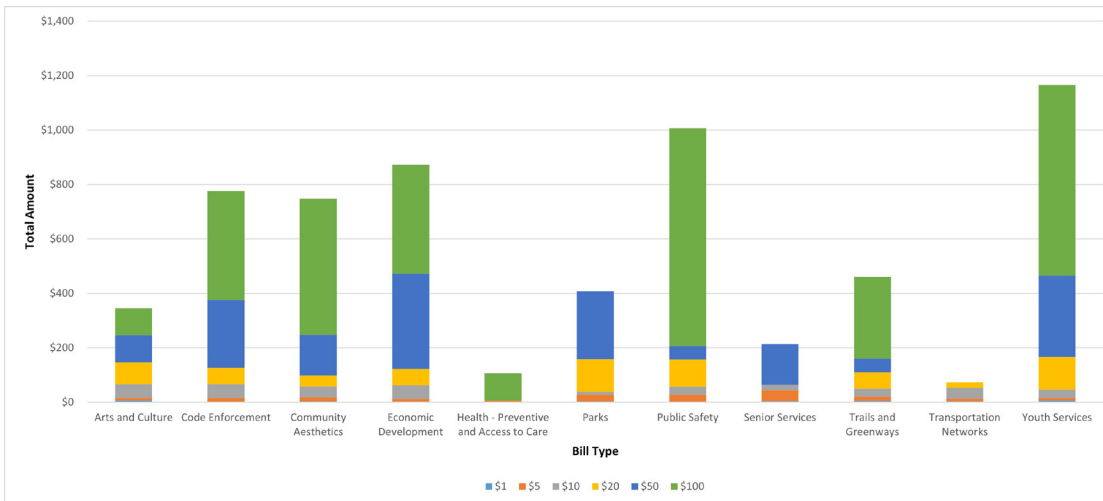
**Figure 3.8: DIY Budgeting Exercise Results**



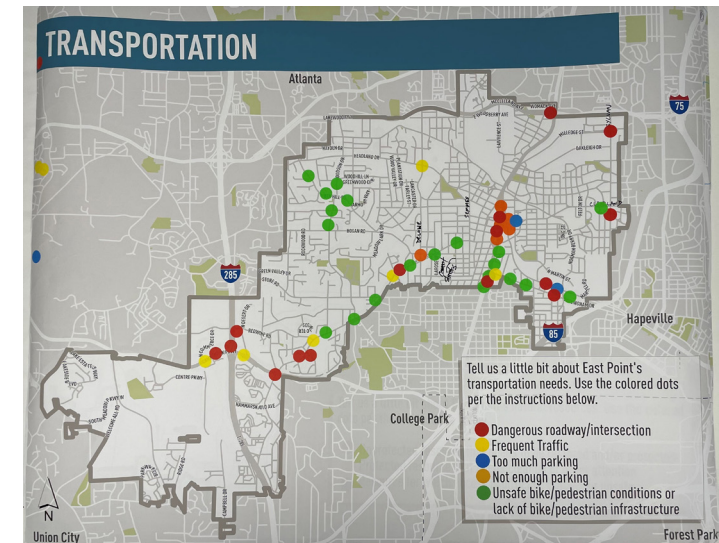
**Figure 3.10: Future Growth Preference Map**



**Figure 3.9: DIY Budgeting Exercise Results**



**Figure 3.11: Transportation Issues Map**



## Key Points Identified in Engagement

Distilling input from the online survey, Steering Committee engagement, and Public Open House, the following key discussion items were identified.

### Land Use and Development

- Fully leverage MARTA rail and bus access
- Channel new growth to nodes and corridors
- More attention to redevelopment and infill in:
  - » Downtown
  - » Washington Road
  - » Willingham Drive
  - » Cleveland Avenue
- Scale, walkability, transit, streetscaping, stormwater management, public art
- Mix uses where appropriate – vertical or horizontal
- Tie together Main St. program/manager, Economic Development, permitting
- Legacy industrial areas for are key for adaptive reuse and future redevelopment
- Warehouse/logistics/light industrial is only appropriate in business park area south of Camp Creek Parkway and west of I-285

- Maintain traditional urban and suburban residential neighborhoods largely as-is

### Housing

- Need more diverse housing options
  - » Balanced mix of price points
  - » Multi-family near downtown rail transit and major corridors
  - » Townhomes downtown and downtown-adjacent
  - » Missing Middle (duplexes, triplexes, small apartment complexes) spreading out and filling in from there, focusing on main corridors
  - » Cottage court and tiny home (nomenclature is important) infill where appropriate
- Scale, walkability, transit, streetscaping, stormwater management
- Affordable and senior housing remain key issues
  - » Explore land banking/land trusts
- Leverage MARTA rail and bus access

### Transportation

- Fully leverage MARTA rail and bus access
- Improve roadway conditions/maintenance in general

- Reduce dangerous vehicle speeds in general
- Improve key intersections
- Ensure bike/ped safety on key corridors
- Bike/ped infrastructure
  - » Gaps, maintenance, lack of sidewalks in residential neighborhoods, etc.
  - » Pursue trails and multi-use paths wherever possible
- Parking
  - » Plenty downtown – but management, private vs. public, location, arrangement, walkability to destinations, and signage are the important details
  - » Perception that privately managed parking sites make enough money to stay as-is, which deters their sale and redevelopment

### **Natural, Cultural and Historic Resources**

- Streams and wetlands – and the natural areas surrounding them – need attention
  - » Restoration
  - » Maintenance
  - » Access and enjoyment

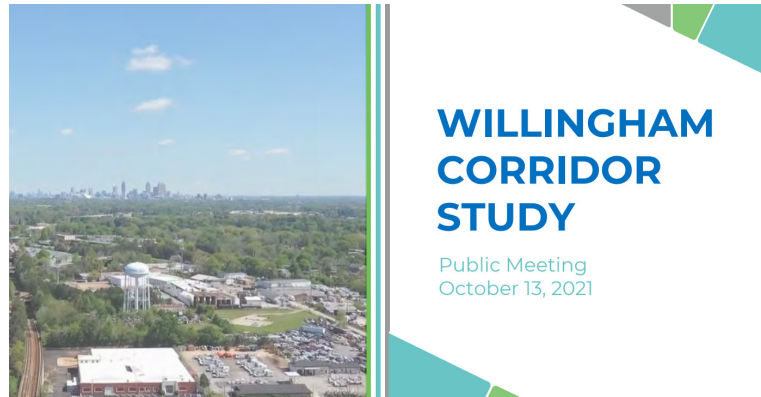
- Need more parks and greenspaces of all kinds
  - » Include community gardens and other city agriculture plan recommendations
- Could better leverage historic and cultural resources
  - » Creates a clearer community identity and character/uniqueness
  - » Attracts new energy, activity, people, businesses, institutions

### **Health, Equity, Quality of Life, and Public Safety**

- Integrate Health Equity into plan - some overlap with other elements but needs own space in plan
- Leverage recent and current initiatives:
  - » Equity Resolution
  - » Equitable Growth and Inclusion Strategic Plan
  - » City Agriculture Plan
  - » I.G.N.I.T.E. Housing Committee
  - » Healthy Point Initiative
  - » Advancing Health Equity Project
- Policing – Committee and public feedback on need for better crime reporting/transparency and improved public safety overall

# Chapter 4

# Contributing Plans & Studies



# Contributing Plans & Studies

The City of East Point's Comprehensive Plan works in conjunction with other plans to build on momentum, ensure consistency, and reduce redundancy. This is in line with the plan's purpose to serve as a high-level management or umbrella document that connects the community's different plans, efforts and initiatives. Since the adoption of the 2012 and 2017 Comprehensive Plans, East Point has conducted or participated in several such efforts that address many of the needs identified in this plan. These plans typically featured public input and concluded with recommendations and implementable projects. Below is a list of major plans and projects that have been completed or initiated in recent years and are important for the City going forward. Others are listed on the following pages as well.

## Housing

- Metro Atlanta Housing Strategy (2019-present)
- Fulton County 2020-2024 Consolidated Plan (2020) and Annual Action Plan (2021)

## Transportation/Land Use

- 2050 Southern Fulton County Comprehensive Transportation Plan (CTP) (2020)
- Fulton County Transit Master Plan (2018)
- AeroATL Greenway Plan (2018) and Greenway Model Mile Feasibility Study (2020)
- Willingham Corridor Study (2022)

## Economic Development

- Metro Atlanta Regional Economic Competitiveness Strategy (2017) - being updated in 2022
- Aerotropolis Atlanta Blueprint (2016) - being updated in 2022 as "Blueprint 2.0"

## Natural Resources

- Finding the Flint Initiative (2017-present)

## Quality of Life, Health and Equity

- East Point/Morehouse School of Medicine "Advancing Health Equity" Project (2022)
- East Point Equitable Growth and Inclusion Strategic Plan (2021)
- East Point City Agriculture Plan (2021)

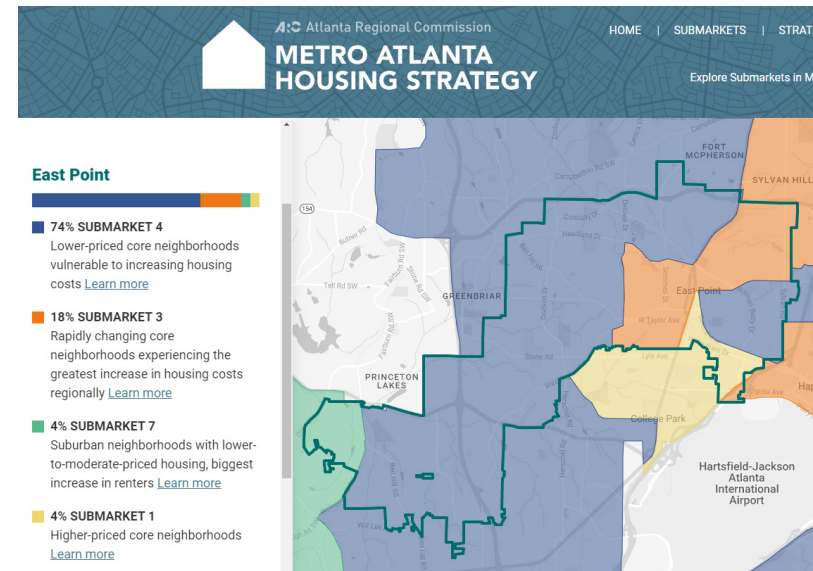
# Housing

## Metro Atlanta Housing Strategy

The Metro Atlanta Housing Strategy (MAHS) is an interactive digital toolkit designed to help inform challenges and solutions to the region's housing challenges. ARC launched the MAHS in 2019 to equip communities with detailed housing market information and targeted strategies to address housing needs.

The MAHS divides the region into ten submarkets based on similar housing characteristics. Roughly 74% of East Point is classified as Submarket 4: lower priced core neighborhoods vulnerable to increasing housing costs (see Map 2.1 in Chapter 2 of this Comprehensive Plan). 18% is classified as Submarket 3: rapidly changing core neighborhoods experiencing the greatest increase in housing costs regionally. The rest of the city is divided evenly between Submarkets 1 (higher priced core neighborhoods) and 7 (suburban neighborhoods with lower to moderate housing and the biggest increase in rentership). The median home sale price in East Point as of 2020 was \$173,000, a 255% increase from 2013. *This does not reflect recent trends of significant increases in housing prices across most markets.*

Suggested strategies for Submarkets 3 and 4 include preserving the supply of existing affordable housing, promoting housing stability for existing residents, and developing leadership and collaboration on affordability - both by building internal local government capacity and through cooperation across different sectors and organizations. More information can be found online at [metroatlhousing.org](http://metroatlhousing.org).



## Fulton County Consolidated Plan (2020-2024)

Fulton County's 2020-2024 Five-Year Consolidated Plan is a comprehensive planning document outlining a coordinated approach to housing, community development, and homeless needs using U.S. Department of Housing and Urban Development (HUD) grant funds. It provides guidance on the investment of HUD dollars and outlines priorities for using the County's Community Development Block Grant (CDBG), Home Investment Partnerships (HOME), and Emergency Solutions Grant (ESG) funds over the next five years. It covers the Fulton County entitlement jurisdiction, which includes unincorporated Fulton County and the cities of Alpharetta, Chattahoochee Hills, College Park, East Point, Fairburn, Hapeville, Milton, Mountain Park, Palmetto, South Fulton, and Union City.

Every year, the County must produce an Annual Action Plan to detail specific activities to carry out the Five Year-Consolidated Plan's priorities and goals. The most recent Annual Action Plan was developed in 2021.

The 2020-2024 Consolidated Plan primarily identifies and addresses HUD's three priority goal areas: decent housing, a suitable living environment, and providing economic opportunity.

### **Decent Housing**

The provision of decent housing assists both the homeless and persons at risk of becoming homeless in obtaining housing, retains the existing units in the housing stock; increases the availability of permanent housing in standard condition and at affordable costs to low- and moderate income families. Decent housing also increases the supply of supportive housing with services needed to enable persons with special needs to live independently and provides affordable housing to low-to- moderate income persons which are accessible to job opportunities.

### **Suitable Living Environment**

The provision of a suitable living environment improves the safety and livability of neighborhoods, increases access to quality public and private facilities and services; reduces the isolation of income groups within a community or geographical area by offering housing opportunities for persons of lower income and revitalizes deteriorating or deteriorated neighborhoods; restores, enhances, and preserves natural and physical features of special value for historic, architectural or aesthetic reasons; and conserves energy resources.

### **Provide Economic Opportunity**

The provision of expanded economic opportunities creates and retains jobs; establishes, stabilizes, and expands small businesses; provides jobs to low income persons; makes available mortgage financing for low income persons at reasonable rates using nondiscriminatory lending practices, provides access to capital and credit for development activities that promote the long-term economic and social viability of the community; and provides empowerment and self-sufficiency opportunities for low income persons to reduce generational poverty in federally-assisted public housing.

The County and its entitlement cities aim to achieve these goals using CDBG, HOME and ESG funds by addressing several locally specific goals established in the Five-Year Plan:

#### **Decent Housing Goal #1 – Affordable Housing Construction and Preservation**

- Support the development of rental housing affordable to low- and moderate-income households, including projects located near employment, transportation, and other community resources and for seniors, veterans, people with disabilities, or other special needs households, such as people who are formerly homeless or at risk of homelessness.
- As economically feasible, consider possible opportunities to extend the useful life of existing affordable rental housing by funding acquisition and/or rehabilitation activities

- Support development of for-sale housing units affordable to low- and moderate-income households, including homes located near employment, transportation, or other community resources.
- Increase the number of first-time homebuyers through down payment and closing cost assistance.
- Encourage agencies to develop affordable for-sale housing that is accessible to people with disabilities.

**Decent Housing Goal #2 – Down Payment Assistance**

- Support development of for-sale housing units affordable to low- and moderate-income households, including homes located near employment, transportation, or other community resources.
- Increase the number of first-time homebuyers through down payment and closing cost assistance.
- Encourage agencies to develop affordable for-sale housing that is accessible to people with disabilities.

**Decent Housing Goal #3 – Homeowner Rehabilitation**

- Preserve the existing affordable housing stock by assisting income-eligible homeowners with housing rehabilitation and repairs, with an emphasis on housing problems affecting health and safety.

**Decent Housing Goal #4 – Rental Assistance**

- Assist income-eligible renter households with tenant-based rental assistance.
- Collaborate with agencies in the Continuum of Care (CoC) and others to assist households at-risk of homelessness with short-term rental payments, utility assistance, rapid rehousing, or other assistance.
- Collaborate with agencies in the CoC and others to assist people who are homeless through provision of and access to emergency, transitional, and permanent housing to enable them to move to appropriate housing and achieve greater stability.

**Decent Housing Goal #5 – Homelessness Housing and Prevention**

- Assist income-eligible renter households with tenant-based rental assistance.
- Collaborate with agencies in the Continuum of Care (CoC) and others to assist households at-risk of homelessness with short-term rental payments, utility assistance, rapid rehousing, or other assistance.
- Collaborate with agencies in the CoC and others to assist people who are homeless through provision of and access to emergency, transitional, and permanent housing to enable them to move to appropriate housing and achieve greater stability.



**Suitable Living Environment Goal #1 – CDBG Public Services**

- Fund eligible public services to serve low- and moderate-income residents, youth, seniors, people with disabilities, and other special needs populations.

**Suitable Living Environment Goal #2 – ESG Homeless Supportive Services**

- Collaborate with agencies in the CoC and others to provide coordinated supportive services and case management to people experiencing homelessness to support moves to appropriate housing and greater stability

**Suitable Living Environment Goal #3 – Fair Housing Education and Enforcement**

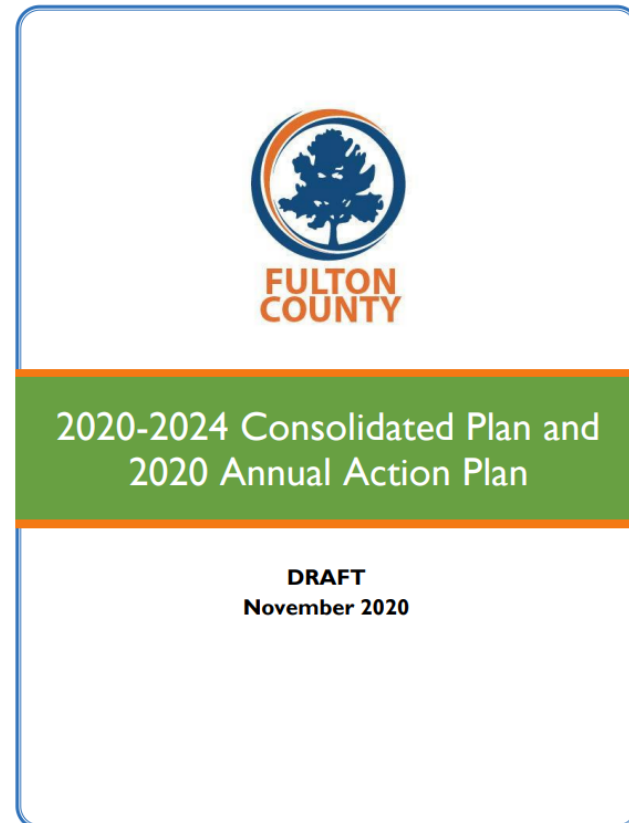
- Provide assistance to eligible households which might include but is not limited to:
- Fair housing education services to help residents, community organizations, and housing providers understand fair housing rights and responsibilities.
- Provide fair housing complaint investigation services.
- Consumer education and awareness around predatory lending fraudulent mortgages, and other housing scams.

**Suitable Living Environment Goal #4 – Facility and Infrastructure Improvements**

- Work with other County departments, cooperating cities within Fulton County, and nonprofit agencies.

- Fund infrastructure improvements and public facilities such as sidewalks, street lighting, pedestrian facilities, ADA improvements, and community centers in income-eligible areas.

Note: Refer to the Fulton County Consolidated Plan full report for Needs Assessment, Evaluation of past performance and information on the citizen participation process. Documents are available via HUD’s search function at [fultoncountyga.gov/communitydevelopment](http://fultoncountyga.gov/communitydevelopment).



# Transportation

## 2050 Southern Fulton Comprehensive Transportation Plan (SFCTP)

Completed as an update to a previous 2013 plan, the 2050 Southern Fulton Comprehensive Transportation Plan (SFCTP) was approved by all participating municipalities in 2020. The plan was conducted to update local transportation plans that are made a part of the regional transportation planning process. The consulting firm Modern Mobility Partners (MMP) contracted with the Atlanta Regional Commission (ARC) - the region's Metropolitan Planning Organization or MPO - on behalf of the cities of Chattahoochee Hills, College Park, East Point, Fairburn, Hapeville, Palmetto, South Fulton, and Union City, along with a small portion of unincorporated Fulton County.

The primary goal of the SFCTP was to serve as a roadmap for implementing a shared transportation vision for the area communities. The plan resulted in policy and prioritized project recommendations across all modes for all eight municipalities and the southern Fulton region as a whole. The SFCTP focused on serving the travel needs of people and goods, including residents, commuters, workers, and visitors, to enhance the quality of life in southern Fulton County.

The recommendations in the SFCTP accounted for future land use patterns, including East Point's, and made financially constrained transportation recommendations to reflect anticipated future development. It outlined specific prioritized actions, policies, and projects categorized into short-term (1-5 years), mid-term (6-10 years) and long-term (11+ years). Elements of the SFCTP included stakeholder and public engagement; existing conditions and needs analysis; policy and project identification, evaluation, and prioritization; revenue forecasting and project cost estimates; and ultimately developing a financially feasible plan.

Plan documents are online at [southernfultonctp.org](https://southernfultonctp.org).

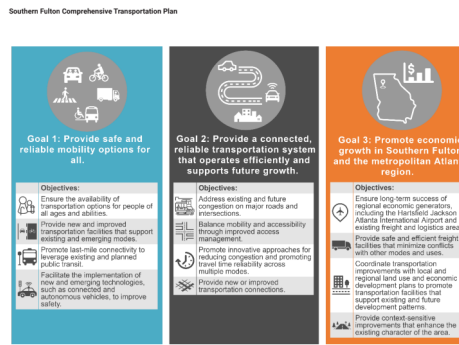


FIGURE 11. SFCTP GOALS AND OBJECTIVES

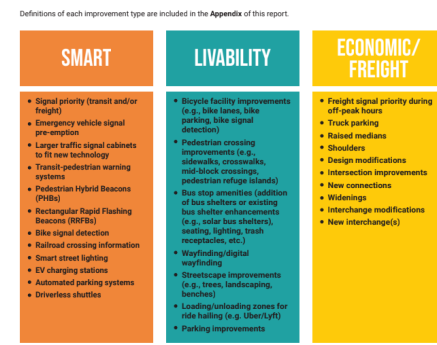


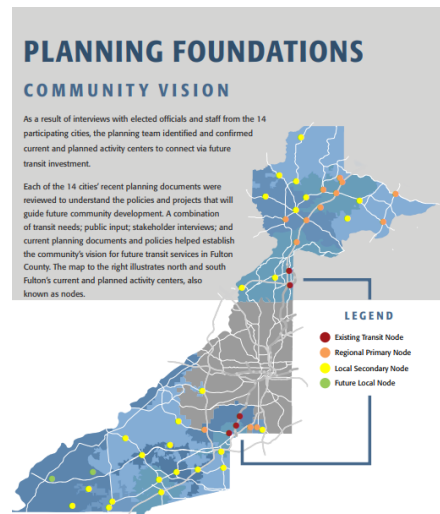
FIGURE 10. IMPROVEMENT TYPES BASED ON CORRIDOR TYPE

# Fulton County Transit Master Plan

In 2016, voters in Fulton County, outside of the City of Atlanta, approved a 3/4-cent special purpose local option sales tax for transportation (T-SPLOST). Funding raised from T-SPLOST can be spent only on transportation improvements, such as roads, bridges, sidewalks, and bicycle paths. In February 2017, the Fulton County Board of Commissioners and Mayors affirmed that a plan was needed to determine potential expansion of transit services in Fulton County. The Atlanta Regional Commission in collaboration with MARTA, Fulton County, and the 14 participating cities helped fund and manage this study.

The Fulton County Transit Master Plan includes a review of each city's community vision and economic development strategies, an analysis of existing transit services and needs, a market analysis, transit scenario development, and a financial model to determine the potential for expanded transit services within Fulton County. The Master Plan included an extensive public engagement process that reached more than 850 participants face-to-face at public meetings, special population meetings, stakeholder interviews, community events and more than 2,400 participants through online surveys.

More information is at <https://www.fultoncountyga.gov/inside-fulton-county/fulton-county-initiatives/fulton-county-transit-plan>.



### GUIDING PRINCIPLES

Six guiding principles were identified through the planning process. These principles were developed based on each city's community vision, existing planning documents, interviews with elected officials and stakeholders, and transit best-practices from across the county. Guiding principles were prioritized through a second round of public meetings and an online survey. Tier 1 principles ranked as the highest priority in both north and south Fulton, while Tier 3 principles were lower priority. The six guiding principles played a key role in evaluating proposed transit corridors and mode types based on their consistency and applicability to that scenario. These principles were utilized to ensure that the finalized transit plan aligns with the community's vision.

|  |   |               |
|--|---|---------------|
| <p><b>PROVIDE GREATER ACCESS TO EMPLOYMENT CENTERS AND DESTINATIONS</b></p> <ul style="list-style-type: none"> <li>Identify transit improvements and extensions that better connect Fulton County citizens to jobs and economic opportunity</li> <li>Prioritize transit services that reconnect existing and emerging Fulton County job centers</li> <li>Enhance last-mile connectivity within employment areas and regional destinations</li> </ul> | <p><b>PROVIDE FASTER, MORE RELIABLE MOBILITY AND MITIGATE CONGESTION</b></p> <ul style="list-style-type: none"> <li>Identify transit enhancements and extensions that provide fast, efficient, and reliable services</li> <li>Prioritize transit services along heavily traveled corridors to reduce highway demand</li> <li>Focus investments on frequency of service and improved travel times</li> </ul>   | <b>TIER 1</b> |
| <p><b>CATALYZE ECONOMIC DEVELOPMENT, INVESTMENT AND PLACEMAKING</b></p> <ul style="list-style-type: none"> <li>Consider enhancements and extensions that advance economic development, investment, and job growth</li> <li>Prioritize transit services in areas that have significant growth and investment potential</li> <li>Focus investments in activity centers that mix transit access, jobs, entertainment, and residential uses</li> </ul>   | <p><b>ENHANCE TRANSPORTATION OPTIONS AND ACCESS</b></p> <ul style="list-style-type: none"> <li>Identify improvements that enhance transit access and quality of life for seniors, mobility-challenged populations, and by-choice transit users</li> <li>Prioritize transit routes and services that provide mobility options for populations with a greater need and likelihood to utilize transit</li> </ul> | <b>TIER 2</b> |
| <p><b>MAXIMIZE THE RETURN ON INVESTMENT</b></p> <ul style="list-style-type: none"> <li>Focus on transit improvements that provide the greatest ridership and alternatives along congested corridors for the dollars invested</li> <li>Prioritize transit services that will provide the greatest return on investment within the County</li> </ul>   | <p><b>ESTABLISH A FRAMEWORK FOR GREATER REGIONAL CONNECTIVITY</b></p> <ul style="list-style-type: none"> <li>Identify transit enhancements and extensions that not only meet the needs of Fulton County, but also enhance potential regional connections</li> <li>Prioritize transit routes that address critical regional linkages</li> </ul>  | <b>TIER 3</b> |

## AeroATL Greenway Plan

The AeroATL Greenway Plan was led by the Aerotropolis Atlanta Alliance and the Aerotropolis Atlanta CIDs. This project was funded by the Atlanta Regional Commission (ARC) under a 2017 grant, with matching support from the Alliance, the CIDs, Hartsfield-Jackson Atlanta International Airport (H-JAIA), East Point, College Park, Hapeville, Forest Park, Fulton County, and Clayton County.

Completed in 2018, the AeroATL Greenway Plan provides a visionary framework for trail connectivity across the Aerotropolis region. The study area includes H-JAIA and the surrounding cities mentioned above, totaling approximately 48,000 acres.

This study integrates previous plans and initiatives and incorporates the current needs and opportunities identified by local representatives of the cities and counties listed above, key stakeholders, and the general public. The result is a true multi-modal network that will provide area residents, visitors, and workers with safe and enjoyable connectivity around the world's busiest airport.

The recommendations address community goals and opportunities including:

- Connect communities to area amenities and everyday services
- Connect to and loop around Hartsfield-Jackson Atlanta International Airport (H-JAIA)

- Enhance economic development opportunities in Aerotropolis downtowns and future development sites
- Create a system that is unique to south metro Atlanta.

Priority trail areas for the City of East Point were drawn from the East Point PATH Trail System Master Plan and include trails along Main Street, adjacent to the Wagon Works, and the Sumner Park trail that connects the Park to Tri-Cities High School. Map 4.1 at right shows the “Wheels and Spokes” concept underlying the Greenway Plan’s regional concept.

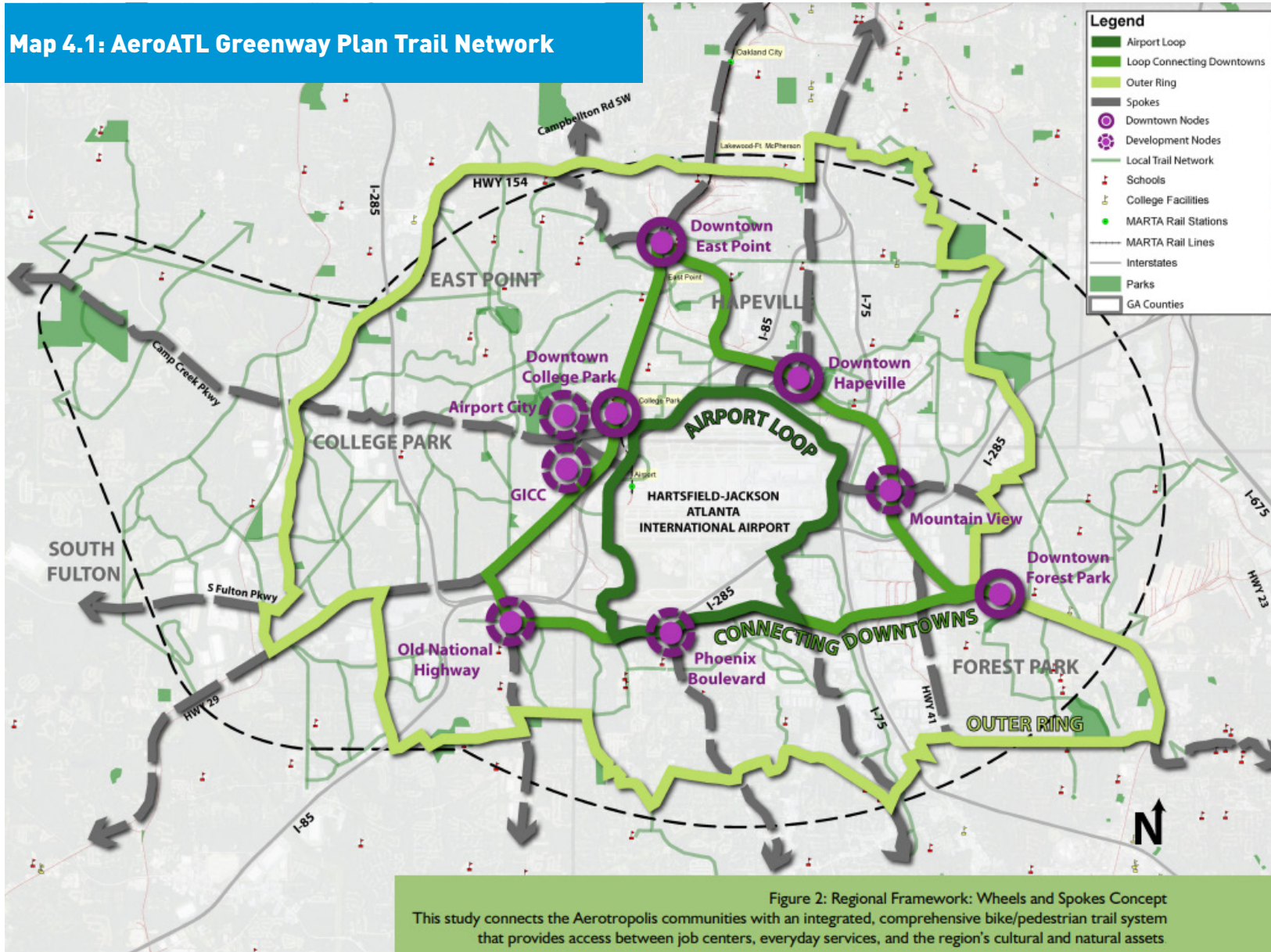
More information is at <https://aacids.com/project/study-aeroatl-greenway-lci/>.

## AeroATL Greenway Model Mile Study

In 2020, seven jurisdictions took the next step towards implementation of the Greenway Plan, winning a grant from ARC to develop plans and concepts for a “model mile” in each of their communities. Known as the AeroATL Greenway Model Mile Feasibility Study, the initiative organizes these local partners to engineer, fund, and build their model miles - the first of more to come that will ultimately connect these communities to each other.

The East Point Model Mile will provide a trail experience embedded into the redevelopment of the historic collection of buildings along the northsouth MARTA and CSX rail lines known as The East Point Warehouse District. It is rich with placemaking opportunities, mobility and transportation connectivity, and historic features.

## Map 4.1: AeroATL Greenway Plan Trail Network

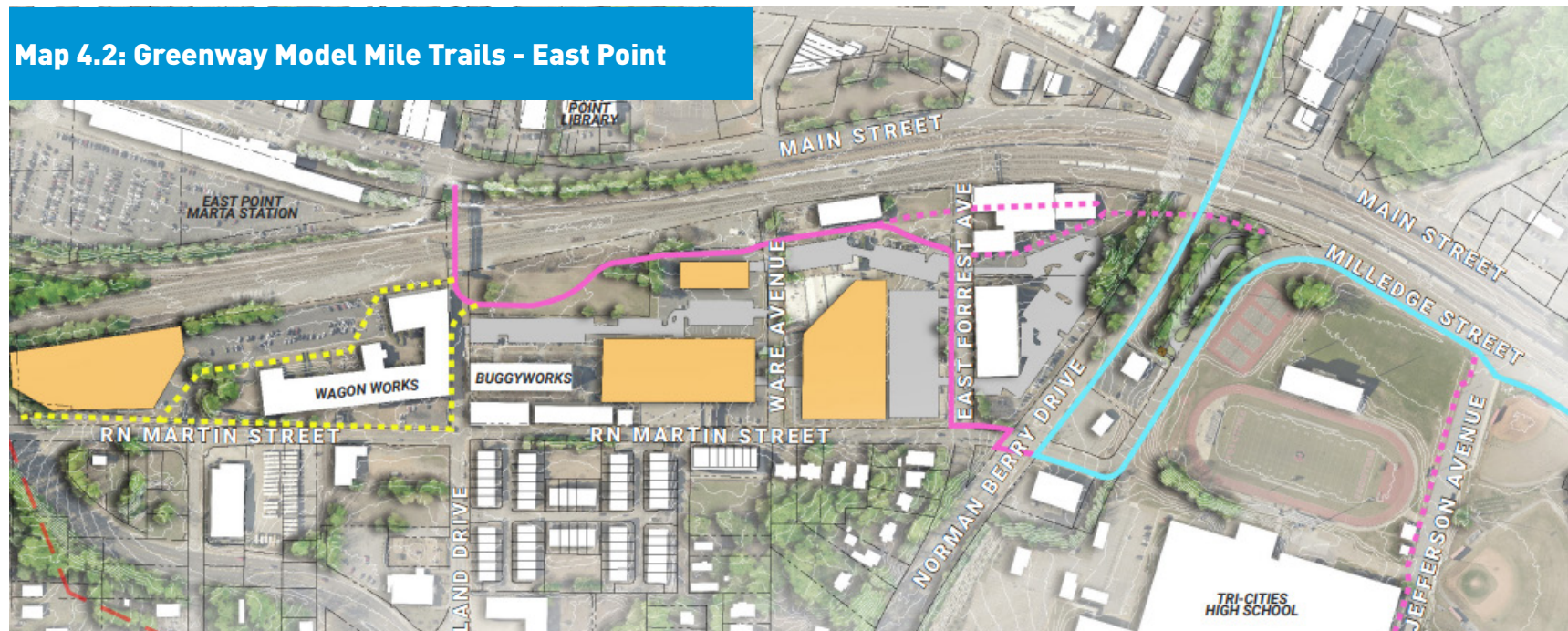


The trail extends through downtown East Point and through private property, including the historic Buggyworks and Wagonworks buildings, connecting to Tri-Cities High School near the northern terminus of the segment and the newly completed East Point PATH Trail. The private property owner-developer of the East Point Exchange project intends to honor the historical significance of the existing structures and wants to integrate the property into the trail to create a regional mixed-use destination. The trail connects to the MARTA pedestrian bridge, and a future phase will provide a pedestrian bridge over Norman Berry Drive. See Map 3.2 below.

The goals the East Point community deemed important are:

- Mobility: expand mobility options to access downtown East Point, Tri-Cities High School, residential areas, and employment centers.
- Revitalization: catalyze redevelopment of the Warehouse District.
- Safety: create safe connections to downtown East Point, the existing PATH Trails, and Tri-Cities High School.

More information is at [aeroatl.org/special-projects/aeroatl-greenway-model-mile](https://aeroatl.org/special-projects/aeroatl-greenway-model-mile).



## East Point PATH Trail System Master Plan & Implementation Strategy

Completed in 2016, the East Point PATH identified 24.5 miles of bicycle and pedestrian trail connectivity opportunities in East Point. The plan aims to connect the downtown business district, city parks, neighborhoods, major visitor areas and employment centers identified in the initial planning meetings. For implementation, the proposed PATH trail system is divided into 16 trail segments. The plan includes a summary of each segment including:

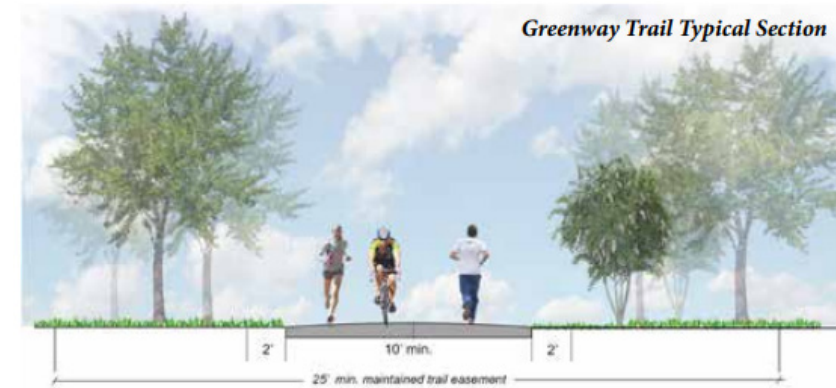
- Overview of existing conditions
- Segment opportunities & benefits
- Potential obstacles
- Estimated costs

The plan also identifies a range of trail facility types most suited to the master plan network, including greenways, side paths, cycle tracks, and neighborhood greenways.

More information is at <https://www.eastpointcity.org/wp-content/uploads/2022/01/PATH-Trails-Master-Plan.pdf>.

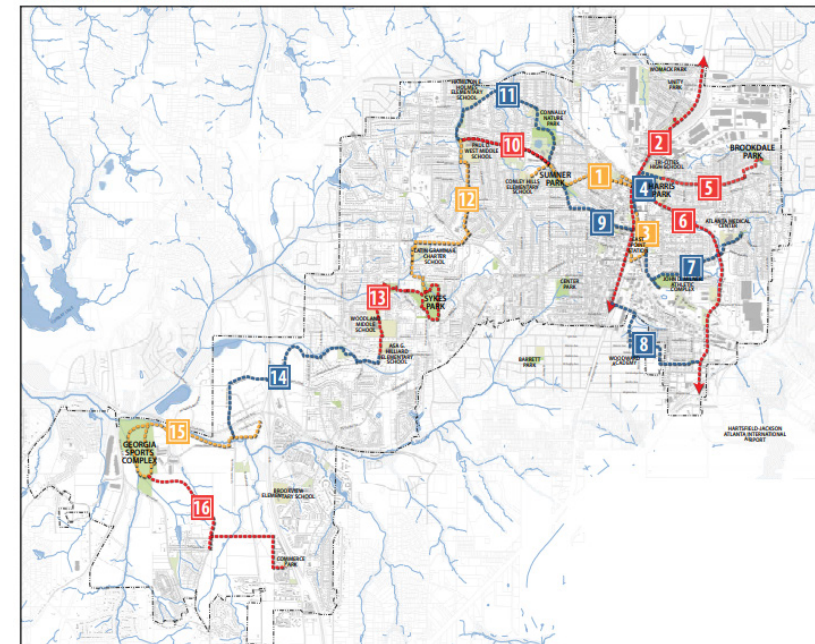


**Figure 4.1: Typical Greenway Trail Section**



**Map 4.3: East Point PATH Trail System**

East Point PATH Trail Segments Key Map



## Where Main Street Meets Metro: Designing a Walkable East Point

Completed in 2015 by the Walkable and Livable Communities Institute (WALC) in partnership with the Atlanta Regional Commission (ARC), Centers for Disease Control and Prevention (CDC), and the Fulton County Department of Health and Wellness Partnerships to Improve Community Health program (PICH), this 2-day workshop and report studied walkability/pedestrian challenges in East Point.

The process concluded with a set of Community Goals and Priorities as well as a set of recommendations organized into short-term, mid-term and long-term for both downtown and Washington Road.

Broad goals included making walking safer and more inviting; redesigning and improving the street network; celebrating the city's identity; and slowing downtown vehicular traffic.

## Georgia Tech Sidewalk and Ramp Condition Data Collection and Analysis/Project Prioritization Memo

Completed by the Georgia Institute of Technology School of Civil and Environmental Engineering, this two-part process served as a follow-up and more detailed study following the WALC process.

The report outlined federal transportation network (including sidewalks) accessibility design standards and guidelines.



These federal standards defined the parameters used to determine the compliance and conditions of sidewalks and curb ramps. Next, the report quantified and mapped sidewalk and curb ramp conditions.

Finally, the Project Prioritization Memo identified and prioritized sidewalk segments within East Point by physical condition.



## Fulton County TSPLOST II

In November 2016, Fulton County residents voted to approve a 0.75-cent sales tax for transportation purposes (TSPLOST I). The funding was to be generated from within Fulton County, outside of the City of Atlanta - which includes the City of East Point. The sales tax began on April 1, 2017 and ran for five years.

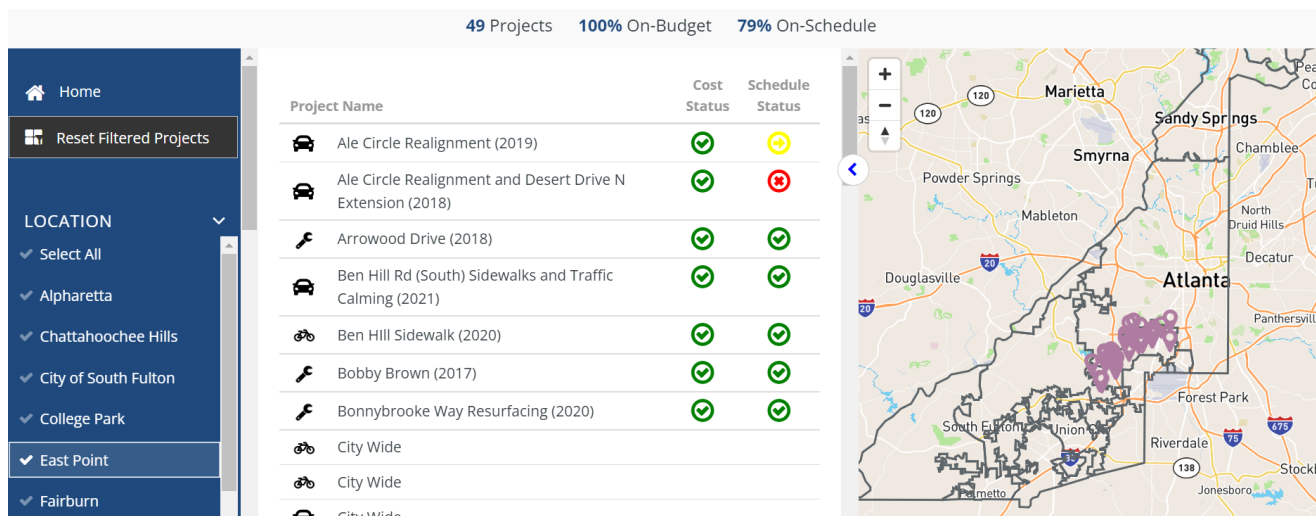
In 2021, the Fulton County Board of Commissioners and mayors of the County's cities north and south of Atlanta signed a Memorandum of Understanding requesting a referendum to extend the tax for another five years. The tax (TSPLOST II) was passed by voters in the November 2, 2021 General Election referendum to remain at 7.75 percent. Taxes were levied beginning April 1, 2022 and will conclude on March 31, 2027.

Funding from this initiative can be spent only on transportation improvements, such as roads, bridges, sidewalks, bicycle paths, and other transportation-related purposes included in the legislation. A Citizen's Oversight Council, comprised of an appointed individual from each city, is tasked with overseeing the program's progress and implementation. Each city is responsible for managing and implementing its approved project list.

Tier-1 Projects from the 2016 TSPLOST 1 list continued to be funded with revenue collected through April 2022. Tier 2 and 3 Projects from the 2016 TSPLOST I list were rolled over to Tier 1 of the new 2021 TSPLOST II.

Extensive information is at [fultoncountyga.gov/projects](http://fultoncountyga.gov/projects), including an interactive project map that allows the user to filter projects by city. East Point-specific information is also online at [eastpointcity.org/public-works](http://eastpointcity.org/public-works). East Point's TSPLOST II projects are detailed in Figures 4.2 through 4.3.

**Figure 4.2: Fulton County TSPLOST II Interactive Project Map - Screenshot**



## Figure 4.3: Fulton County TSPLOST II Project List - East Point

City of East Point TSPLOST 2022-2027  
Project Description

| Project  | Project Number | Tier | Cost         | Description  |
|--|----------------|------|--------------|--|
| Tier 1 City Wide Resurfacing and Maintenance                                   | EP-2000        | 1    | \$12,316,142 | Paving and Roadway Maintenance throughout the City. Improvements will also include quick response projects, drainage improvements such as curb and gutter, and sidewalk and ADA enhancements.  |
| EP Path #2 - TBD   | EP-2001        | 1    | \$5,000,000  | Construction of the next phase of the East Point PATH trail and multi-use side path network. Location to be determined.  |
| City Wide Sidewalk Program (TBD)   | EP-2002        | 1    | \$1,000,000  | Improve pedestrian access and safety by identifying sidewalk gaps and ADA facility deficiencies throughout the City of East Point.   |
| City Wide Traffic Calming (TBD)  | EP-2003        | 1    | \$500,000    | Identified Traffic Calming projects throughout the City of East Point. Projects TBD.   |
| Sylvan Road Sidewalks (Cleveland Avenue to City Limits - Hapeville)            | EP-2004        | 1    | \$150,000    | This project proposes constructing 5 foot sidewalk and ADA ramps on the west side of Sylvan Rd from the existing sidewalks to the City Limits (Hapeville)  |
| Sylvan Road Sidewalks (Winburn Drive to City Limits -Atlanta)                  | EP-2005        | 1    | \$150,000    | This project proposes constructing 5 foot sidewalk and ADA ramps on the west side of Sylvan Road from the existing sidewalks to the City Limits (Atlanta)  |
| N Commerce Drive Sidewalks (Shelby Lane to Redwine Road)                       | EP-2006        | 1    | \$100,000    | This project proposes construction sidewalk along the east side of N Commerce Drive from Shelby Lane to Redwine Road. This will improve pedestrian access to/from Camp Creek Marketplace.  |
| Dodson Drive Sidewalks (Earl Godfrey Circle to Hogan Road)                     | EP-2007        | 1    | \$150,000    | This project proposes construction 5 foot sidewalks and ADA ramps along Dodson Road from Earl Godfrey Circle to Hogan Road.  |
| Dodson Drive Connector Sidewalks (Washington Road to Stone Road)               | EP-2008        | 1    | \$150,000    | This project proposes construction of 5 foot sidewalk along Dodson Drive Connector from Stone Road to Washington Road.   |
| Headland Terrace Bike and Pedestrian Improvements                              | EP-2009        | 1    | \$150,000    | This project proposes a road diet of Headland Terrace which will include foot sidewalks, striped parking, as well as traffic calming measures. The project will provide a pedestrian connection between Paul D West Middle School and Hamilton E. Holmes Elementary School |
| City Wide ITS Enhancements - Traffic Signal and pedestrian signal upgrades     | EP-2010        | 1    | \$500,000    | Upgrades to existing traffic and pedestrian signals to improve operation and safety.   |
| Welcome All Rd Intersection Improvements (GDOT PI 0016063) - Local Match Funds | EP-2011        | 1    | \$1,800,000  | The project goals are to: a) improve traffic operations at SR 6/Camp Creek Parkway and Welcome All Road Connector, b) improve traffic operations at Welcome All Road and Welcome All Road Connector and c) reduce the number of crashes.                                   |

**Figure 4.3 cont'd: Fulton County TSPLOST II Project List - East Point**

|   |         |   |                     |  |
|---|---------|---|---------------------|--|
| Janice Dr Intersection Improvements                               | EP-2012 | 1 | \$1,800,000         | The goal of this project is to design improve the safety and operation at this location. Concepts for improvement will consider:   |
| Washington Rd @ Ben Hill Rd/W Taylor Ave Intersection Improvement | EP-2013 | 1 | \$2,000,000         | This project proposes making improvements to the a six-. legged intersection of Washington Road at Ben Hill Rd/ West Taylor Ave. at Cloverhurst Dr. / Larose St. Several planned improvements which are being analyzed |
| N Commerce Dr @Centre Pkwy Intersection Improvement               | EP-2014 | 1 | \$350,000           | This project proposes reconfiguring the existing intersection configuration by adding a dedicated left turn lane onto the southern leg of Centre Pkwy at Camp Creek Pkwy.  |
| Project Management  | EP-2015 | 1 | \$892,500           | Funding for to support programing, administration, and delivery of TSPLOST Projects  |
| Tier 2 City Wide Resurfacing and Maintenance                      | EP-2016 | 2 | \$3,266,231         | Paving and Roadway Maintenance throughout the City. Improvements will also include quick response projects, drainage improvements such as curb and gutter, and sidewalk and ADA enhancements.                          |
| North Desert Drive Extension - Phase II                           | EP-2017 | 2 | \$1,500,000         | Phase 2 of the Ale Circle and North Desert Drive Extension project   |
| Tier 3 City Wide Resurfacing                                      | EP-2018 | 3 | \$1,564,044         | Paving and Roadway Maintenance throughout the City. Improvements will also include quick response projects, drainage improvements such as curb and gutter, and sidewalk and ADA enhancements.                          |
| N Desert Dr Sidewalk ( Camp Creek Pkwy to Redwine Rd)             | EP-2019 | 3 | \$674,415           | This project proposes constructing 6 foot sidewalk along one side of N Desert Dr from Camp Creek Pkwy to Redwine Rd  |
| EP PATH - Phase 3 (TBD)   | EP-2020 | 3 | \$2,000,000         | Construction of the third phase of the East Point PATH trail and multi-use side path network. Location to be determined.   |
| Tier 3 City Wide Operations and Safety Projects                   | EP-2021 | 3 | \$527,772           | City Wide - Operations and Safety Projects, Quick Response, Bridge Repair, Roadway Maintenance and Paving, sidewalk Repair, ADA Improvements - TBD   |
| <b>Total</b>  |         |   | <b>\$36,541,104</b> |  |

## Willingham Corridor Study

This study was conducted over the course of 2020-2022 and funded by the Atlanta Regional Commission (ARC), in partnership with the Aerotropolis Atlanta Alliance and the Cities of East Point, Hapeville and College Park.

The study sought to reimagine the Willingham Drive and Central Avenue corridors (between Main Street and Sylvan Road in the City of East Point) from the city-edge land uses present today toward a new concept that complements and connects the surrounding neighborhoods while incorporating green infrastructure to help restore the headwaters of the Flint River. The study also envisions the corridor, now built for cars, as one designed for public transit users, hotel guests and others to walk along comfortably and safely.

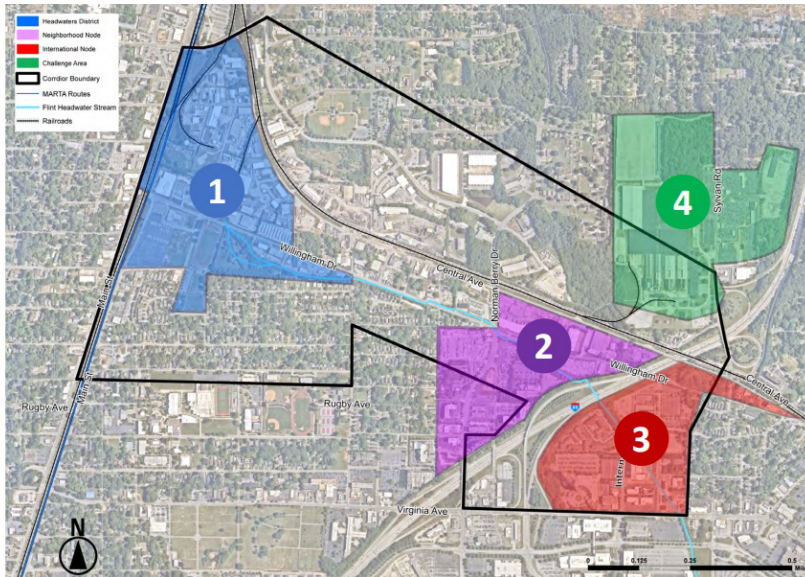
The project organizes the corridor into character areas and emphasizes focus areas such as the Headwaters District (western end of corridor at Main Street), Neighborhood Node (west side of I-85), International Node (east side of I-85), and Challenge Area (Sylvan Road). The plan then identifies catalytic sites, trail and greenspace recommendations, transportation projects and concepts, and implementation actions.

### Maps 4.4-4.5: Selected Willingham Corridor Study Focus Areas

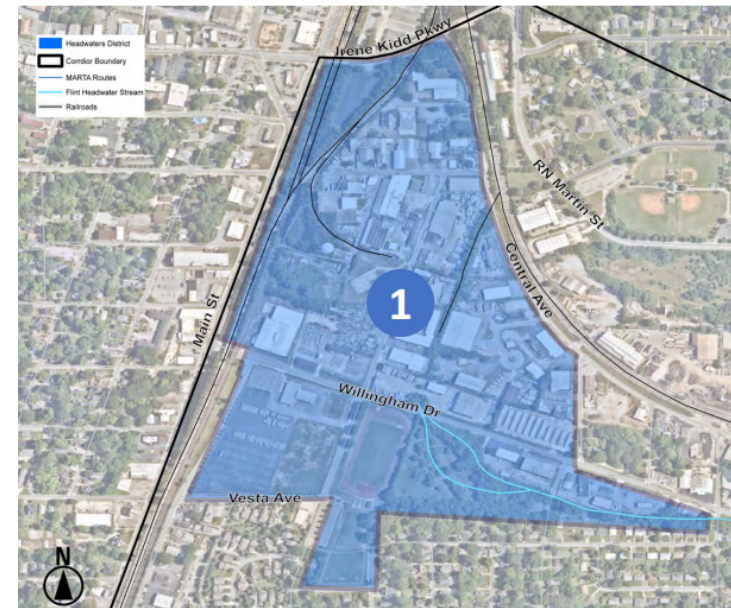
#### FOCUS AREAS

- 1
- 2
- 3
- 4

Challenge Area



### Draft Catalytic Sites Headwaters District



## Main Street Corridor TOD Plan - Supplemental LCI (2011)

The East Point Main Street Corridor Transit-Oriented Development (TOD) Plan, sponsored by the City of East Point through a Livable Centers Initiative (LCI) grant administered by the Atlanta Regional Commission (ARC), addresses both land use and transportation issues to support a multi-modal environment around two existing MARTA stations along US 29/Main Street.

The plan identifies catalyst redevelopment sites located near the East Point MARTA station in downtown (blocks roughly defined by West Cleveland Avenue, Main Street, Washington Street, and Church Street) and the Lakewood/Fort McPherson MARTA station to improve the viability and competitive advantage of East Point.

The recommendations of the TOD Plan are categorized within the seven focus areas identified along the corridor. Each focus area presents opportunities for growth, housing choices, connectivity and urban design enhancements at the appropriate scale to complement existing and adjacent uses and support market findings.

To create a successful mixed-income TOD in the Main Street Corridor, the plan concept established a framework of compact mixed use, mixed income development with a series of public spaces connected by trails and improved access to the MARTA rail stations for pedestrians, bicyclists and transit riders.

### Key Recommendations

#### Catalyst Projects

- Commons Area redevelopment with central plaza

- Government complex expansion with structured parking facility, amphitheater, trails and plaza spaces
- East Point MARTA Station redevelopment with hotel/convention center, structured parking and plaza space



## New City Hall/Government Center Construction

The new Government Center project is located at 2757 East Point Street, next to the old City Hall Building. Phase I began construction in late 2016 and has concluded since the previous plan. It includes an approximately 32,298-square foot City Hall facility with entryways fronting East Point Street and Church Street. An outdoor “green” amphitheater/multipurpose area is in front of the building along East Point Street. Phase II will be the renovation of the adjacent historic City Auditorium to restore its use as a multipurpose event/meeting facility.

## Downtown Streetscape/Multimodal Improvements

This project was first recommended in the City’s 2011 LCI study to help address pedestrian/bike safety, enhance downtown’s gateway features, provide traffic calming and improve multimodal connectivity between adjacent neighborhoods, downtown and the east Point MARTA Station. Improvements along East Point Street will reduce lanes from 3 to 2, add southbound bike lanes, sidewalks, and parallel parking. Sidewalks and on-street parking will be added where possible to West Cleveland Avenue and Dorsey Avenue. White Way (one block from Main Street to East Point Street) will be converted from two-way operation to one-way operation to allow for wider sidewalks to accommodate outdoor seating and on-street parking on both sides of the road. Travel lanes on Main Street will be reduced from 4 lanes to 3 and a northbound buffered bike lane will be added. In front of the MARTA station, on-street parking where possible and pedestrian crossing enhancements will be added where possible. Lighting, landscaping, ADA upgrades, and crosswalks will also be provided.



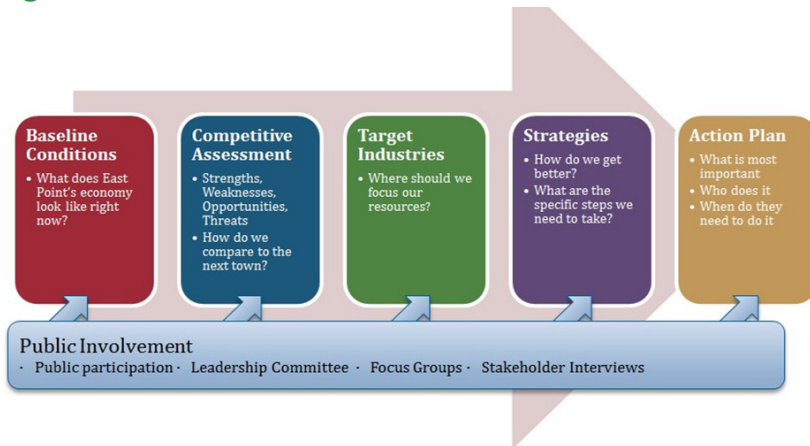
# Economic Development

## East Point Strategic Economic Development Plan (SEDP)

An economic development guide for the City of East Point covering 2012-2022 addressed the following issues:

- Stimulating growth in the commercial, industrial and residential sectors;
- Encouraging expansion of East Point’s economy and job base;
- Retail displacement and vacancy trends;
- Strategies to improve and reduce vacancies in the retail, industrial and office sectors;
- Identification and development of incentive strategies to create a more viable and competitive business environment; and
- Make East Point a better place to live and work for its citizens and businesses.

**Figure 4.4 SEDP Plan Elements**



**Figure 4.5 SEDP SWOT Analysis**

| S.W.O.T.             | Emerging Themes  | Possible Responses  |
|----------------------|--|---|
| <b>Strengths</b>     | <ul style="list-style-type: none"> <li>• Location</li> <li>• Strong Region</li> <li>• Strong Industrial Base</li> <li>• Strong Neighborhoods</li> </ul>                                  | <ul style="list-style-type: none"> <li>• Capitalize on base of existing industries</li> <li>• Neighborhoods offer important &amp; affordable quality of life amenity</li> <li>• Maximize workforce incentives</li> <li>• Package and promote redevelopment sites</li> </ul>   |
| <b>Weaknesses</b>    | <ul style="list-style-type: none"> <li>• Pop. &amp; job loss</li> <li>• Governmental conflicts</li> <li>• Business climate</li> <li>• City lacks business friendly reputation</li> </ul> | <ul style="list-style-type: none"> <li>• Maximize efforts to stabilize housing stock and neighborhoods</li> <li>• "Turn the page" and redefine city's image:</li> <li>• Business-friendly environment</li> <li>• Getting to "Yes" vs. "No"</li> <li>• Target downtown revitalization</li> <li>• Improve key corridors &amp; gateways</li> </ul> |
| <b>Opportunities</b> | <ul style="list-style-type: none"> <li>• Airport</li> <li>• Grow existing industries</li> <li>• Capture more of regional pop. and job growth</li> </ul>                                  | <ul style="list-style-type: none"> <li>• Support Camp Creek-area assets</li> <li>• Capitalize on MARTA TOD initiatives</li> <li>• Re-invigorate hospitality marketing &amp; amenities</li> <li>• Concentrate on retention and expansion of existing businesses</li> <li>• Aviation-related career academy</li> </ul>                            |
| <b>Threats</b>       | <ul style="list-style-type: none"> <li>• Declining revenue &amp; resources</li> <li>• Outside competition</li> <li>• Political strife</li> <li>• Continued job loss</li> </ul>           | <ul style="list-style-type: none"> <li>• Market East Point's affordable neighborhoods</li> <li>• Partnership with South Fulton Medical Ctr.</li> <li>• Protect Camp Creek asset by addressing congestion issues</li> <li>• Increase local capture of retail spending</li> </ul>   |

## Target Industry Analysis

Based on the SEDP's baseline conditions and Competitive Assessment, target industries were recommended for the East Point's economic development recruitment efforts because of their potential to locate or expand within the City.

- Accommodations & Food Services
  - » Already a strong sector in East Point.
  - » Additional potential due to proximity to HJAIA.
- Commercial Aviation & Services
  - » Competitive advantage from proximity to HJAIA.
  - » Strong growth potential.
- Logistics & Distribution
  - » Already a strong presence in East Point.
  - » Benefits from East Point's proximity to air freight, rail service, and strong regional access to interstate network.
- Food Processing
  - » Already a strong sector in East Point's economy.
  - » Benefits from East Point's proximity to air freight, rail, and interstates.
- Healthcare Social Services
  - » Already a strong sector with Atlanta Medical Center South and Camp Creek medical offices.
- » Favorable demographics.
- » A total of \$27 million spent on health care by East Point residents in 2011—strong demand in surrounding 5-mile market area.
- » Opportunity to capture large share of south metro medical services market.
- Manufacturing & Heavy Industry
  - » Existing strong presence of heavy industry in city—one of few communities that allows these uses.
  - » Access to the rail network which is of increasing importance.
  - » Industrial areas largely buffered from conflicting uses.
  - » While manufacturing has undergone a period of long decline nationwide; demand still exists within certain manufacturing industries such as auto related, metal fabrication, food processing, and specialized products.
- Retail Trade
  - » Already a strong sector in East Point with a major region-serving concentration at Camp Creek Market Place.
  - » Opportunities to increase retention of retail expenditures by citizens of East Point by expanding retail choices in the City.



## Comprehensive Economic Development Strategy (CEDS)

The CEDS is a regional document updated every five-years, as required by the U.S. Economic Development Administration (EDA). The Atlanta Regional Commission (ARC) is the designated Economic Development District (EDD) for the 11-county Metro Region, which includes Fulton County and East Point.

The CEDS update is the region's opportunity to adapt to changing global, national, and local economic conditions and resident needs. It is a post-recession, post-COVID-19 Action Plan to reset the economy. The pandemic added focus to the vulnerability of our population, compounded by a lens on inequity, racism, and poverty, where communities and businesses of color were more impacted by the loss of jobs, income, medical care, and access to education.

This CEDS acknowledges the successes of past economic achievements and focuses on practical solutions and optional experimental strategies from business leaders, universities, educational entities, NGOs (non-governmental organizations), and economic development professionals with an expanded base of nontraditional stakeholders (non-profits, faith-based organizations, etc.). Over the next five years ARC and its partners, including East Point, will work together to implement this action-oriented plan.

See [atlantaregional.org/community-development/regional-economic-competitiveness-strategy](http://atlantaregional.org/community-development/regional-economic-competitiveness-strategy).

## Aerotropolis Atlanta Blueprint

Since the mid 20th century, the Atlanta airport has been a major driver of growth – but until the 2010s, no collaborative effort existed to bring together the area's many stakeholders under a joint vision and strategy to truly leverage the airport's role as an economic powerhouse. The Aerotropolis Atlanta Blueprint (Blueprint) embodies a public-private vision for advancing the Aerotropolis partnership priorities and key initiatives to move that vision forward in the 1-5 year time frame.

The Blueprint was finalized in 2016 and documents the vision for and joint strategies of the Aerotropolis Atlanta Alliance (AAA), as well as tangible outcomes that are expected. The Blueprint also identifies existing and proposed initiatives individual partners should pursue to help further the coalition's efforts. Ultimately, the Blueprint's success will be not only the result of the formal actions of the Alliance as an entity, but also the regular activities that its many partners undertake to further joint goals.

A major update to the Blueprint, known as Blueprint 2.0, is nearing completion as 2022 comes to a close. East Point remains a critical stakeholder within this process. More information is at [aeroatl.org/wp-content/uploads/2017/06/aerotropolis-atlanta-blueprint-final.pdf](http://aeroatl.org/wp-content/uploads/2017/06/aerotropolis-atlanta-blueprint-final.pdf).

# Natural Resources

## Finding the Flint

This project was created by American Rivers, The Conservation Fund, and the Atlanta Regional Commission (ARC). All three organizations have been leading initiatives to restore rivers and revitalize communities in metro Atlanta. Finding the Flint builds off years of research, planning, coalition building, and big ideas for the Flint River's headwaters in the Atlanta Airport area.

In recent years, collaborative Aerotropolis plans have taken off, attracting new development and redevelopment in the Atlanta airport area. Finding the Flint asks: What if the Flint River were integrated into that vision? What if this area was defined not only by the airport, but also by its natural assets?

Finding the Flint illustrates what that could look like on several sites where the river and Aerotropolis come together. The goal is to create new experiences at the water's edge, reveal these hidden headwaters, and to connect communities as we restore the river. The headwaters can provide the centerpiece for public spaces and connected trails. Meanwhile, green infrastructure can address flooding while protecting Atlanta's most valuable infrastructure investment, Hartsfield-Jackson Atlanta International Airport.

This initiative is a big vision for a healthier river and better quality of life in the airport area, comprised of project concepts that meaningfully incorporate the urban headwaters into the plans and identity of the Aerotropolis. The Finding the Flint Working Group has defined a vision for the area in these terms:

- Improve the health of the river
- Provide solutions to the airport
- Connect people to the river
- Benefit the community equitably
- Add beauty and soul to any development
- Inspire the next generation of river advocates

As the location of the Flint River's headwaters, the City of East Point remains a key partner in the Finding the Flint initiative and the resulting efforts to leverage this important resource as a multifaceted asset for the airport area.

More information is at [findingtheflint.org](https://findingtheflint.org).

## Figures 4.6-4.9 Finding the Flint Vision - Renderings



## Quality of Life, Health & Equity

East Point is entering a period of unprecedented growth. Equitable policies and programs are needed to address past harms and to eliminate present and future harm to people of color, minority communities, seniors, people with disabilities, and the LGBTQ+ community.

The City of East Point is therefore committed to equity, inclusion, and social justice, and to dismantling the structural and systemic inequities that have negatively impacted the community - hence the centering of an equity statement in Ch. 1 of this plan document.

In 2019, East Point adopted an Equity Resolution, which laid the foundation for the integration of equity into all City programs, policies, and plans. Since then, East Point has adopted an Equitable Growth & Inclusion Strategic Plan and was the first City in Metro Atlanta to adopt a City Agriculture Plan.

In 2021, East Point partnered with the Morehouse School of Medicine to advance health equity in East Point through collaborative policy efforts. See <https://www.msm.edu/RSSFeedArticles/2022/February/msmeastpointpartnership.php>.

## Equitable Growth & Inclusion Strategic Plan

Over the course of 2020-2021, the Partnership for Southern Equity (PSE) worked with the City on this plan as a roadmap for the further exploration of equity solutions in East Point.

See <https://sites.google.com/view/epegisp/readtheplan/appendices/full-plan> for more information.

Below is a summary of key takeaways from the completed research, engagement and analysis.

### Engaged Community

Residents are a source of expertise, insight and skills for any city to activate for the benefit of the greater community. Engaged residents also serve a vital role in holding all leaders accountable to representing the best interests of the community - a critical requirement for equity. East Point should formalize ways for residents to engage and contribute, representing both their neighborhoods/Wards and topics of interest to them. This investment in civic leadership development will pay long-term dividends in the equitable growth of the City.

## **Just Industry**

East Point should engage with residents to articulate a clear vision for the City as a home for equitable, sustainable industrial jobs; integrate this new vision into zoning code; and establish regulatory/finance mechanisms such as Impact Fees to ensure that communities are protected and directly benefit from a healthy industrial base. The City should solicit community input immediately around establishing a Community Benefits Ordinance in order to leverage this tool for short-term impact with development projects in the pipeline.

## **Inclusive Housing**

Unlike other cities struggling with affordable housing, East Point is at the beginning of its revitalization journey and still has affordable supply while development pressures are just beginning to mount. Now is the time to align the City's policies, programs and investments to preserve existing units and facilitate the development of new affordable housing by developing new sources of revenue and land; applying housing equity principles to the Unified Development Code design; strengthening eviction prevention efforts and supporting legacy homeowners; and developing essential partnerships to prepare East Point to utilize critical affordable housing tools.

## **Equitable Economic Development**

Informed by the needs, wishes, and desires of local residents, equitable economic development is inclusive of the needs of all families. By developing equity-driven policies to promote community economic development as well as leveraging its own resources to advance equity outcomes, East Point can create an economic environment where every resident is regarded as an asset and no one as a liability.

Equitable economic activity positively impacts legacy residents, low-wealth residents and historically disinvested communities of color. This can be accomplished by establishing inclusive infrastructure to govern municipal procurement and economic development; amplifying community voice through Community Benefit Agreements (CBAs) and other regenerative investment strategies; and promoting oversight and accountability in the inclusion of local businesses and workforce in private development. As the first city in the southeast to commission an Equitable Growth & Inclusion Strategic Plan, East Point will be seen as a national leader in creating equitable places, people and shared prosperity. Equitable place-based strategies will strengthen the City's ability to develop land in ways that promote the economic security and well-being of all of East Point's residents.

Equitable people-based strategies focus on removing barriers to opportunity for East Point residents, preparing them to thrive. Equitable prosperity-based strategies seek to ensure that East Point residents and businesses have the tools to actively participate in economic opportunities. PSE hopes that the last year of engagement and the recommendations included in this report help position East Point to pursue equity across place, people and prosperity.

### East Point City Agriculture Plan

This process was initiated in the fall of 2018 by Food Well Alliance and the Atlanta Regional Commission (ARC), in partnership with the City of East Point. The community engagement-led effort resulted in Metro Atlanta’s first City Agriculture Plan. East Point’s City Council adopted the plan unanimously in April 2021.

#### What is a City Agriculture Plan?

A City Agriculture Plan provides a roadmap for a community to achieve its vision of creating a vibrant and sustainable community food system over the next 5-10 years. A community food system refers to the place-based relationships between producers, processors, distributors, consumers, and postconsumer waste disposal of food. In contrast to conventional food systems, a community food system makes these

ties visible and integrates them to enhance the environmental, economic, social, and nutritional health of a community and its residents.

Urban agriculture is an integral part to the community food system and goes beyond food production in urban areas. Urban agriculture is the production, distribution, and marketing of food, pollinator plants and flowers, and related products within metropolitan areas and their edges. Within cities, urban agriculture



encompasses community and school gardens, green roofs and backyard gardens, and other methods that maximize food production in limited space. At metropolitan edges, urban agriculture encompasses smaller-scale farms that supply farmers markets, community supported agriculture (CSA) programs, and family farms. Overall, urban agriculture is a complex activity that affects food security, community development, environmental sustainability, and land use.

The City Agriculture Plan is developed using a consensus-based and community-led process that brings together urban growers, residents, and City officials to identify community priorities. It also identifies strategies to achieve community food system priorities as well as prioritize implementation over time. A City Agriculture Plan is not meant to be a stand-alone document but is meant to identify ways in which local food can be integrated into City plans and programs.

### **How can East Point benefit from one?**

Like the rest of the Atlanta region, East Point is experiencing incredible development pressure. East Point's proximity to downtown Atlanta and the world's busiest airport draws both new businesses and new residents, driving up population growth and property

values. Residential land values have risen by roughly 80% from 2012-2018. Its population has grown by over 3,000 residents since 2010 and is expected to grow even more in the decades ahead. While this growth brings economic opportunity, East Point residents want to ensure that supporting and growing urban agriculture and its community food system is a both a current and future priority. This plan establishes urban agriculture as a community development strategy for East Point.

Strengthening and growing East Point's community food system has emerged as a priority for East Point residents. This plan communicates this priority and unites the existing local food community and the City government in a shared vision for urban agriculture. With the guidance of East Point urban growers and local food advocates, this plan charts a course on how the City government and its urban agriculture community can preserve and grow its existing urban agriculture network and community food system to address a range of current and future issues as well as cultivate community pride.

The full City Agriculture Plan is accessible at [eastpointcity.org/wp-content/uploads/2022/01/City-Agriculture-Plan.pdf](https://eastpointcity.org/wp-content/uploads/2022/01/City-Agriculture-Plan.pdf).

## Chapter 5

# Issues and Opportunities





The following are Issues and Opportunities that East Point intends to work on in the future. Issues are viewed as challenges to address, while Opportunities as assets to build on. They are tied to the goals covered in the next chapter and are addressed with programs, initiatives and projects in the Community Work Program. This section is based on the Issues and Opportunities identified in the 2012 and 2017 comprehensive plans, with updates informed by community input received during the 2022 comprehensive plan development process.

## Land Use & Economic Development

### Issues

- Downtown has momentum but still underperforms as a true destination; it has not fully leveraged MARTA access and lacks unifying design for a cohesive look and feel to create sense of place.
- Reinvestment is needed on some industrial sites, “greyfields” and other commercial areas throughout the city.
- Aesthetic improvements are needed in strategic areas of the city.
- There are unknown environmental hazards that complicate the redevelopment of certain sites.
- More efforts are needed to promote small business growth in East Point.

### Opportunities

- Downtown has progressed toward allowing mixed uses, protecting historic character, and capitalizing on MARTA access - and the area appears poised to continue this trend.
- The MARTA station should be used, as planned, to promote public transit to ease traffic congestion and provide a basis for transit-oriented development (TOD).
- There are opportunities to link the city to nearby redevelopment catalysts such as Six West in College Park, Ft. McPherson in Atlanta, and the airport area as a whole.
- East Point has proximity to the airport and possesses modern business park and light industrial areas, with infrastructure in place, to attract the business sector in a way that few cities can.
- Willingham Drive, Washington Road, Cleveland Avenue and other key corridors are poised as redevelopment and infill development areas and enhanced multimodal thoroughfares.
- There are opportunities to support Camp Creek Marketplace’s continued success without drawing business away from other parts of East Point.
- East Point can continue to capitalize on the Aerotropolis Blueprint, including its next iteration as Blueprint 2.0.

## Natural & Cultural Resources

### Issues

- East Point does not participate in land conservation programs at the national, state or local level.
- More public art is needed, especially downtown.
- The results of past environmental injustice continue to persist and negatively impact East Point's natural and cultural resources, such as soil, water tree canopy, and parks and recreation facilities.

### Opportunities

- The City Agriculture Plan is a transformative policy document that must be harnessed for implementation.
- Finding the Flint represents an important path toward environmental restoration and creating an asset for the city.
- The Parks and Recreation Master Plan remains an important guide to facilitate investment in public amenities such as parks, trails, public open space, and greenspace.
- Several large forested tracts of land in the city, which are currently unprotected, could become community amenities if preserved.
- Residential and commercial historic assets can benefit from a Historic District, which would protect and enhance the valuable cultural resource that exists in the downtown neighborhoods.

- Stream buffers and undeveloped flood zones, which are required in the city's development regulations,

## Population & Housing

### Issues

- There is a need for higher-end apartments. Young professionals need a place to live, and the city lacks the apartments to attract them.
- There are many non-conforming multifamily residential units in some of the city's single-family residential districts.

### Opportunities

- Attract young families and first-time homeowners to the city in order to build a stable, diversified community.
- 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.

## Transportation

### Issues

- 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.
- The City of East Point does not have enough sidewalks, and those that exist are in need of maintenance improvements.

- 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.
- 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.
- There are minimal dedicated bike paths, multi-use trails or bike lanes in the city or connections to multi-use trails outside the city.
- Provide a public parking deck downtown, as identified in the LCI, to remedy existing and future parking issues, providing adequate parking for retail customers.

### Opportunities

- Transit-Oriented Development (TOD) around the MARTA Station with streetscape enhancements will attract citizens and visitors to downtown.
- The pedestrian bridge across the MARTA and rail tracks could be enhanced as an asset and a pedestrian connection between downtown and neighborhoods to the east.
- The AeroATL Greenway Plan and Model Mile project represent critical guides for implementing bicycle and pedestrian connectivity improvements throughout East Point.
- The City can leverage the Willingham Corridor Study to create a truly multimodal transportation network for this area while contributing to equitable redevelopment and environmental stewardship.

## Health, Equity, and Quality of Life

### Issues

- The results of past environmental injustice continue to persist and negatively impact East Point's natural resources and people.
- Disparities and negative outcomes persist in East Point in the areas of wellbeing, life expectancy, healthy food access, and healthcare access.

### Opportunities

- Health Equity has been centered within City policy in recent years and requires continued focus and commitment going forward.
- Recent and current initiatives are in a position to be leveraged and supported in the coming years:
  - » Equitable Growth and Inclusion Strategic Plan
  - » City Agriculture Plan
  - » I.G.N.I.T.E. Housing Committee
  - » Healthy Point Initiative
  - » Advancing Health Equity Project
- There is a citywide recognition of the need for better, more community-focused crime prevention, crime reporting, and improved public safety overall.

Chapter 6

# Community Goals



This chapter documents broad goals the City desires to achieve in the coming years to address the challenges and accentuate the strengths listed in Chapter 5: Issues and Opportunities. The foundation of this section is in the 2012 and 2017 Comprehensive Plans. The 2022 update process translated Steering Committee and community input into adjustments and refinements of the goals, which are organized in the following areas:

- **Economic Development**
- **Natural & Cultural Resources**
- **Housing**
- **Community Facilities & Services**
- **Land Use & Design**
- **Transportation**
- **Intergovernmental Coordination**
- **Population**
- **Health Equity**

Specific implementation actions are tied to each goal and are listed in the Community Work Program.

## **Economic Development**

### **Goal 1**

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.

**Strategic Economic Development Plan Goals** - The following goals are from the East Point's Strategic Economic Development Plan (SEDP) completed with staff and community input in 2012.

### **Goal 2**

**Expand the Business Sector** - Create new jobs for East Point residents, increase local spending by businesses, diversify East Point's employment base, increase the City's tax base, and reverse population decline.

### **Goal 3**

**Target Downtown Development and Retail Expansion** - Retain a larger share of retail spending and encourage more local spending of outside retail dollars.

## Goal 4

**Improve East Point’s Business Environment** - Create a business climate that is supportive to existing businesses and attractive for business recruitment.

## Goal 5

**Enhance East Point’s Quality of Life** - Increase East Point’s attractiveness to retain existing businesses and residents and to attract new residents and businesses. Increase property values and tax base.

### Policies

|            |   |
|------------|---|
| <b>ED1</b> | 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 |
| <b>ED2</b> | Encourage economic development, with an emphasis on redevelopment.  |
| <b>ED3</b> | Accommodate new development while enhancing existing local assets.  |
| <b>ED4</b> | Promote public-private partnerships to enhance activity centers and corridors.  |
| <b>EE5</b> | Encourage the development of downtown East Point as a vibrant center for culture, government, dining, residential, and retail diversity.  |
| <b>ED6</b> | Establish a culture amongst city staff and citizens that supports entrepreneurial enterprise and small business.  |
| <b>ED7</b> | Target reinvestment in declining neighborhoods and corridors to further encourage private sector redevelopment and accommodate future growth.                                       |
| <b>ED8</b> | 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 & 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.

### Policies

|              |  |
|--------------|--|
| <b>NCR-1</b> | Preserve existing park and greenspace and incorporate the connection, maintenance and enhancement of greenspace into all new development.                      |
| <b>NCR-2</b> | Look for opportunities to create new parks, trails and greenspace within and near neighborhoods, civic institutions and commercial areas.                      |
| <b>NCR-3</b> | Ensure adequate supplies of quality water through protection of ground and surface water sources.  |
| <b>NCR-4</b> | Encourage more compact urban development and preservation of open space.   |
| <b>NCR-5</b> | Continue to protect and expand the tree canopy.  |
| <b>NCR-6</b> | Encourage new development in suitable locations in order to protect environmentally sensitive lands or valuable historic, archeological or cultural resources. |
| <b>NCR-7</b> | Support cultural and historic assets through designation and asset expansion   |
| <b>NCR-8</b> | Incorporate the protection and conservation of resources into the decision-making process.   |

|               |  |
|---------------|--|
| <b>NCR-9</b>  | Preserve and protect existing historic residential and commercial structures adding to the social and cultural fabric of the city.                 |
| <b>NCR-10</b> | Reduce the impact of development on the natural topography and existing vegetation through limiting land disturbance activities and clear cutting. |
| <b>NCR-11</b> | 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.

### Policies

|            |   |
|------------|---|
| <b>H-1</b> | Development shall provide for a variety of residential types, densities and incomes.  |
| <b>H-2</b> | Neighborhoods will be communities where people have easy access to schools, parks, residences and businesses through walkways, bike paths, roads and public transportation. |
| <b>H-3</b> | Neighborhoods shall be strongly linked to the neighborhood public school concept.   |
| <b>H-4</b> | Provide opportunities for senior housing, special needs and retirement housing.   |

|             |  |
|-------------|--|
| <b>H-5</b>  | Ensure that infill housing is compatible with existing neighborhoods.  |
| <b>H-6</b>  | Avoid the aggregation or clustering of low income housing.   |
| <b>H-7</b>  | Work to create affordable housing opportunities.   |
| <b>H-8</b>  | Encourage home ownership in neighborhoods and work with neighborhood associations for assistance where the majority of homes are for rent.   |
| <b>H-9</b>  | Strictly enforce building and development codes in order to encourage the stabilization of housing.  |
| <b>H-10</b> | Promote mixed income development and encourage an affordable component in new developments.  |
| <b>H-11</b> | 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. |
| <b>H-13</b> | Eliminate substandard or dilapidated housing in the community.   |
| <b>H-14</b> | Promote rehabilitation rather than demolition of housing near downtown.  |
| <b>H-15</b> | Address the non-conforming residential uses in a holistic manner.  |

## Community Facilities & Services

### Goal

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

### Policies

|             |   |
|-------------|---|
| <b>CF-1</b> | Adopt best practices in government for efficient, timely, and cost effective service delivery.  |
| <b>CF-2</b> | Maximize the use of existing facilities and services.   |
| <b>CF-3</b> | Invest in parks and open space to provide quality of life for community members and to encourage private investment in urban centers.   |
| <b>CF-4</b> | Protect investments in existing infrastructure by encouraging infill, redevelopment, and compact development.   |
| <b>CF-5</b> | 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. |
| <b>CF-6</b> | Make efficient use of existing infrastructure as well as future investments and expenditures for capital improvements and long- term operation and maintenance costs.   |

## Land Use & 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.

### Policies

|             |  |
|-------------|--|
| <b>LU-1</b> | Promote investment and reinvestment directed towards redevelopment of developed areas prior to expansion into "green fields".                                      |
| <b>LU-2</b> | Promote development that is sensitive to the land and gives consideration to adjoining, existing and planned development as well as the overall community.         |
| <b>LU-3</b> | 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. |



|             |  |
|-------------|--|
| <b>LU-4</b> | Recreation and greenspace will become an integral facet of the community's land use.   |
| <b>LU-5</b> | Guide or direct patterns of land development with land development regulations.  |
| <b>LU-6</b> | Support urban and suburban development where it can be adequately served by public facilities.   |
| <b>LU-7</b> | Encourage innovative land use planning techniques to be used in building higher density and mixed use developments as well as infill developments. |
| <b>LU-8</b> | Commit to redeveloping and enhancing existing commercial and industrial areas.   |
| <b>LU-9</b> | Encourage developments that provide a mix of shopping, housing and jobs.   |

|              |   |
|--------------|---|
| <b>LU-10</b> | Promote increases in densities in areas that meet community design standards, environmental constraints, and available infrastructure capacities.   |
| <b>LU-11</b> | Encourage the use of landscaping, lighting, signage, underground utilities, and building design to add value.   |
| <b>LU-12</b> | Make greenspace a major component in neighborhoods, along streets and parking lots, and within commercial and industrial developments.  |
| <b>LU-13</b> | Establish gateway markers and improved corridor aesthetics to create a "sense of place" for the community.  |
| <b>LU-14</b> | Civic buildings will be located, designed and made accessible to public transportation in a manner that enhances the community.   |
| <b>LU-15</b> | Neighborhood Center nodes should contain sites of various sizes to accommodate a variety of businesses.   |
| <b>LU-16</b> | 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. |
| <b>LU-17</b> | The city will minimize the existence of non-conforming uses through appropriate rezoning.   |

**Land Use & Housing Policies:**

**Main Street Corridor TOD Plan Supplemental LCI - 2011**

|               |   |
|---------------|---|
| <b>LCI-1</b>  | Utilize land served by MARTA rail transit parking lot for higher density, mixed-use development.  |
| <b>LCI-2</b>  | Preserve existing single-family neighborhoods, such as Frog Hollow and Colonial Hills, and protect them from inappropriately scaled commercial and multi-family encroachment.   |
| <b>LCI-3</b>  | Encourage a wide variety of housing types within the study area, including senior housing and workforce living options.   |
| <b>LCI-4</b>  | Require housing affordable to a broad range of incomes within redevelopment projects to accommodate and encourage a diverse, mixed-income community; specific attention should be placed on housing for low- to moderate- income households, and should focus on market-rate and subsidized rental products; assist in securing affordable housing grants and associated partnerships . |
| <b>LCI -5</b> | Encourage mixed use development along Main Street between Washington Road and W. Ware Street, as identified on the Plan, to provide a variety of retail and office services to meet daily needs.  |

|               |   |
|---------------|---|
| <b>LCI-6</b>  | Encourage varying types of open space and/or community gathering spaces within all new development and redevelopment, to facilitate an active public realm and provide needed places for socializing and programming.   |
| <b>LCI -7</b> | Examine parking requirements for all uses. Excessive parking requirements increase the cost of development, harm the environment, and use valuable land. Minimum requirements for off street parking should be eliminated in the downtown area, and reduced elsewhere in the study area, to promote compact redevelopment/infill, to reduce development costs, and to encourage the use of alternative modes of travel. |

## 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.

### Policies

|            |  |
|------------|--|
| <b>T-1</b> | Improve connectivity between road networks, public transit, and pedestrian/bike paths.   |
| <b>T-2</b> | Enhance existing neighborhoods by investing in facilities that will connect them to civic and commercial centers and corridors.  |
| <b>T-3</b> | 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. |

|             |   |
|-------------|---|
| <b>T-4</b>  | Encourage transportation corridors that support multiple functions, including pedestrian movements, parking, alternate modes of transportation and vehicular circulation. |
| <b>T-5</b>  | Transportation and greenway corridors will be supported by the community standards of aesthetics, urban design and environmental stewardship.                             |
| <b>T-6</b>  | Ensure that vehicular traffic will not harm the residential nature of neighborhoods.  |
| <b>T-7</b>  | Encourage high or urban density to be located in areas that are conducive to walking and biking and are served by transit.  |
| <b>T-8</b>  | Improve access for disabled persons to public facilities, commercial districts, parks, schools, etc.  |
| <b>T-9</b>  | Promptly address roadway safety issues, and maintain and improve roadway safety features such as regulatory signs and roadway striping.                                   |
| <b>T-10</b> | Coordinate with adjacent jurisdictions on bicycle and pedestrian facility planning to maximize connectivity and efficiency.   |

## Intergovernmental Coordination

### Goal

To spur successful coordination both within the jurisdiction and 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, Aerotropolis Alliance, Atlanta Aerotropolis CID, Tri-Cities area cities and the McPherson Implementing Local Redevelopment Authority (MILRA), as well as involvement with regional agencies such as the Atlanta Regional Commission (ARC).

### Policies

|      |   |
|------|---|
| 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-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 identify potential impacts of the base redevelopment and maximize redevelopment opportunities affecting both adjacent  |
| IC-9  | Work with ARC staff to ensure implementation of the Atlanta Regional Commission's Regions Plan   |
| 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  |
| IC-11 | Participate in the Aerotropolis Alliance and Atlanta Aerotropolis CID's efforts to encourage and improve coordination on land development, planning, aesthetic and transportation improvements, and economic development around Hartsfield-Jackson Atlanta International |
| IC-12 | Work with MARTA, GRTA, and ARC to support existing and future transit service in and around the city.  |

## 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.

### Policies

|            |  |
|------------|--|
| <b>P-3</b> | 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.                   |
| <b>P-3</b> | 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.                   |
| <b>P-4</b> | 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. |

|            |   |
|------------|---|
| <b>P-5</b> | Encourage the development of services to accommodate increased ethnic and racial diversity in East Point.   |
| <b>P-6</b> | Recruit educational and workforce training opportunities for residents of East Point.   |
| <b>P-7</b> | 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. |
| <b>P-9</b> | Continue to adopt policies and programs to provide a safe environment for both residents and visitors.  |

## Health Equity

### Goal

To prioritize and embed health equity - achieved when every community member has the opportunity to live the healthiest life possible - in the City's planning, programs, policies, and decision-making. This will address the social drivers of health that shape people's livelihood and community economic stability, education access and quality, social and community context, health care access and quality, and neighborhood and built environment.

### Future Development Map

The Future Development Map (FDM) is a graphic representation of the future development that the city desires to achieve. 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.

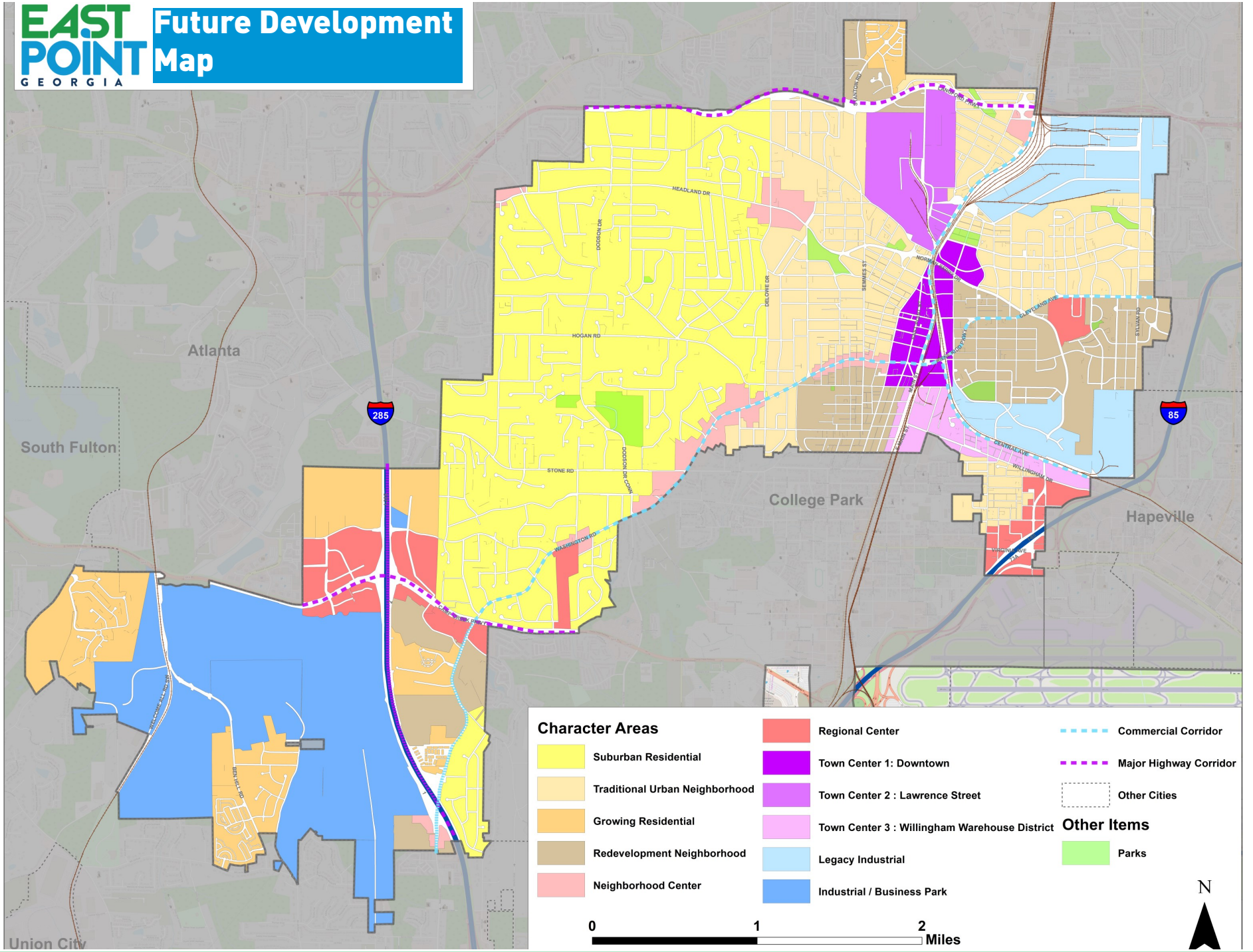
Zoning, development regulations, and infrastructure investment will need to evolve to accommodate character area goals and principles. Decision-makers will also use the character area descriptions as a policy guide for future rezoning decisions.

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.

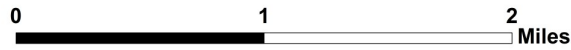
# EAST POINT Georgia Future Development Map



### Character Areas

- Suburban Residential
- Traditional Urban Neighborhood
- Growing Residential
- Redevelopment Neighborhood
- Neighborhood Center
- Regional Center
- Town Center 1: Downtown
- Town Center 2: Lawrence Street
- Town Center 3: Willingham Warehouse District
- Legacy Industrial
- Industrial / Business Park

- Commercial Corridor
- Major Highway Corridor
- Other Cities
- Parks



Union City

# Character Area Goals

## Suburban Residential

### Vision/Intent

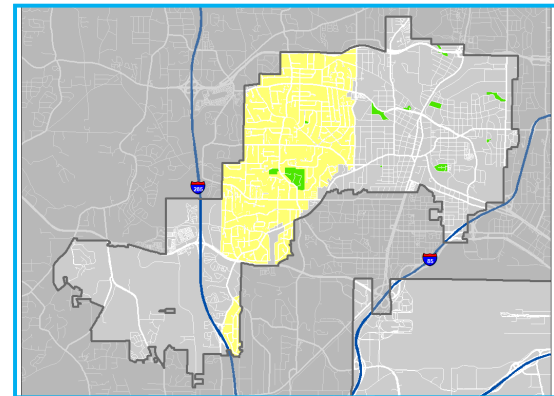
By 2036, the Suburban Residential character area continues to foster stable, established suburban neighborhoods, building on the existing mix of housing types. These neighborhoods are predominately single-family, with some accessory dwelling units like granny flats and garage apartments. Existing multi-family 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.

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.





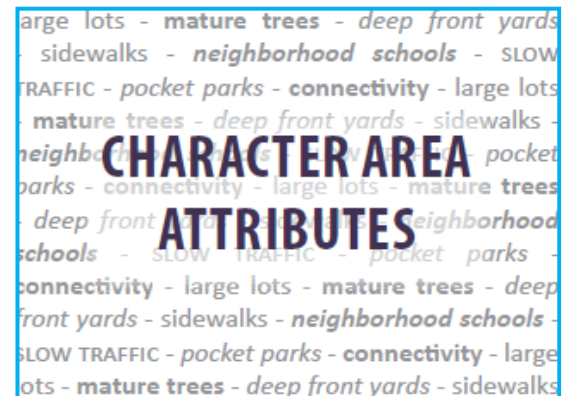
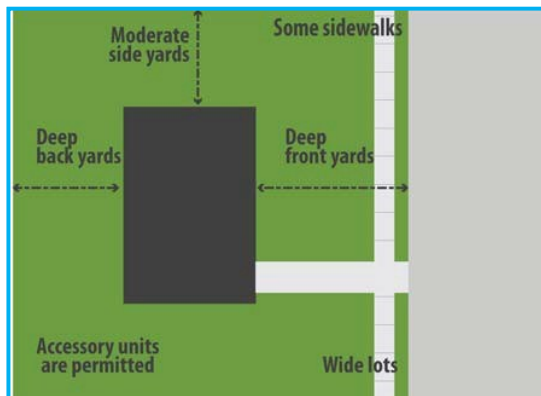
## Suburban Residential continued

### 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: AG-1, 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



# Traditional Urban Neighborhood

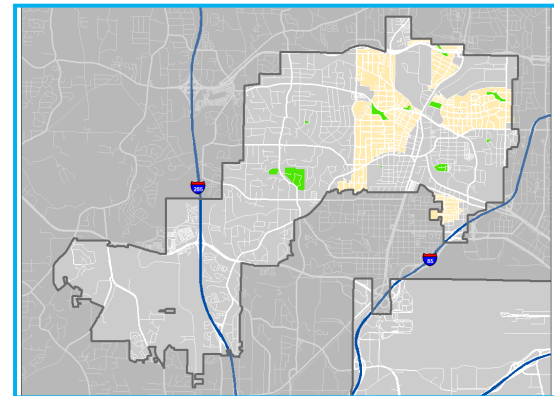
## Vision/Intent

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.
- 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.



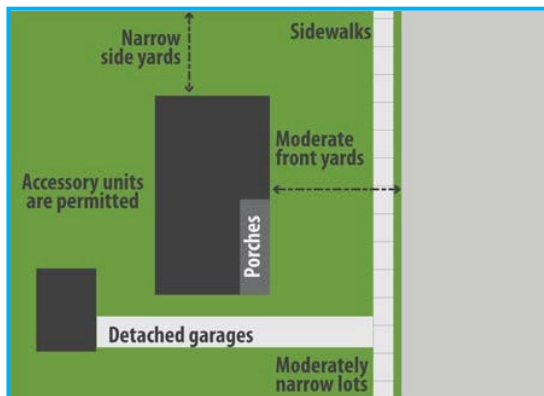
## Traditional Urban Neighborhood continued

### 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: R1, RL, 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



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

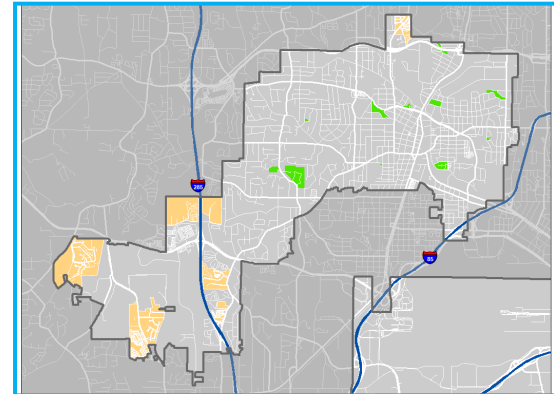
# Growing Residential

## 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.



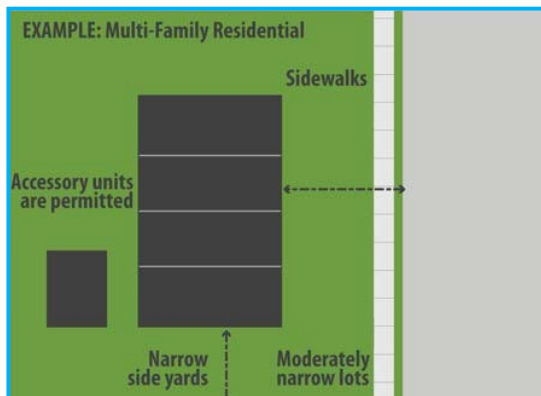
# Growing Residential continued

## 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



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

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

**CHARACTER AREA ATTRIBUTES**

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

# Redevelopment Neighborhood

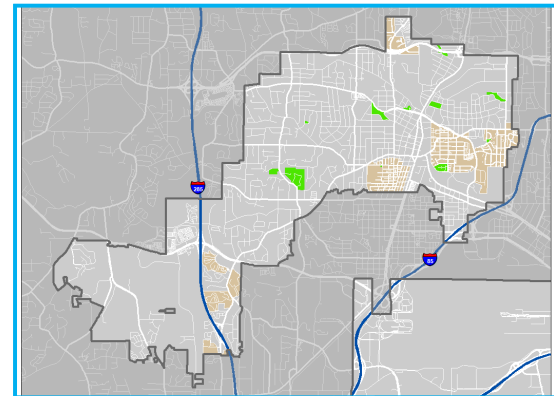
## Vision/Intent

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.



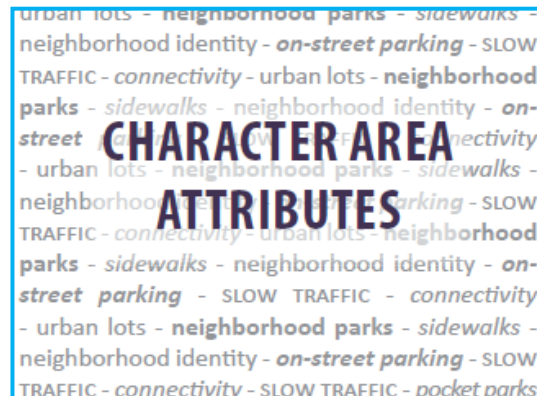
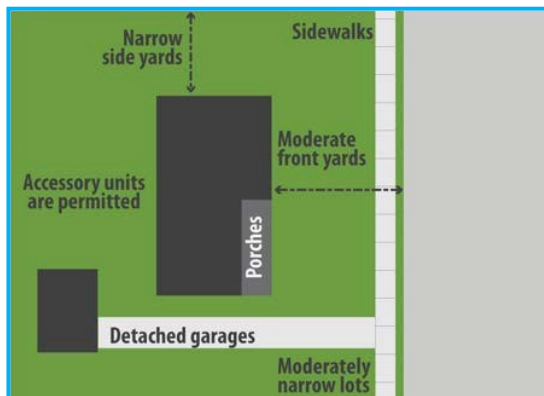
## Redevelopment Neighborhood continued

### 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: R1, RL, 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 cross-roads 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



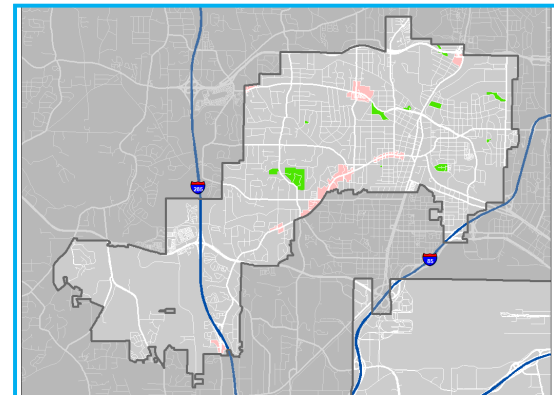
# Neighborhood Center

## 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.





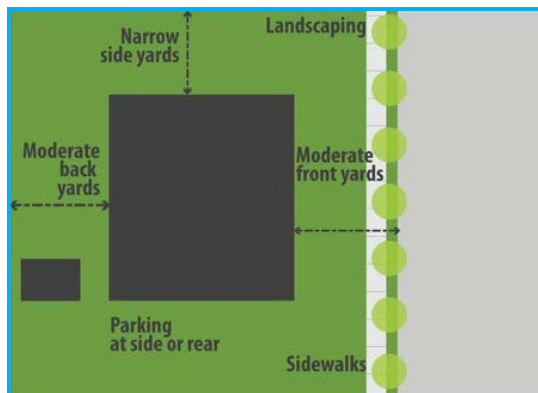
# Neighborhood Center continued

## 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: EI, 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



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

**CHARACTER AREA ATTRIBUTES**

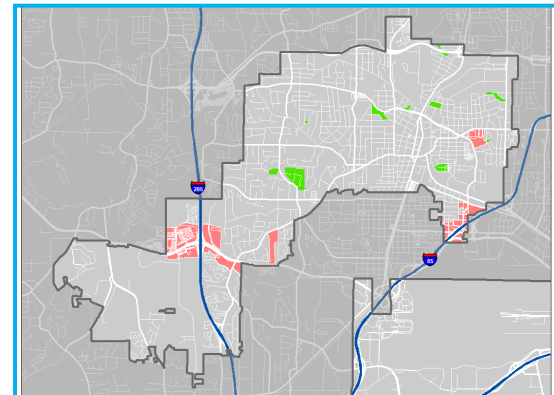
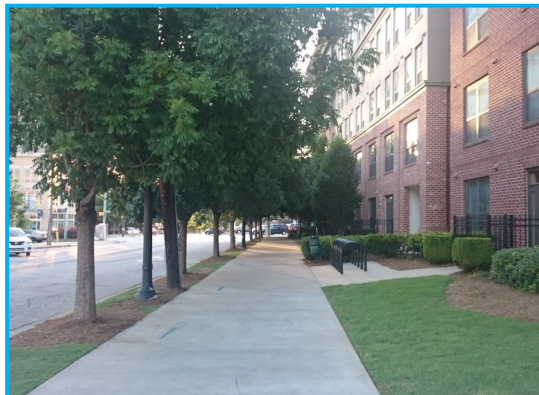
# Regional Center

## 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. 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

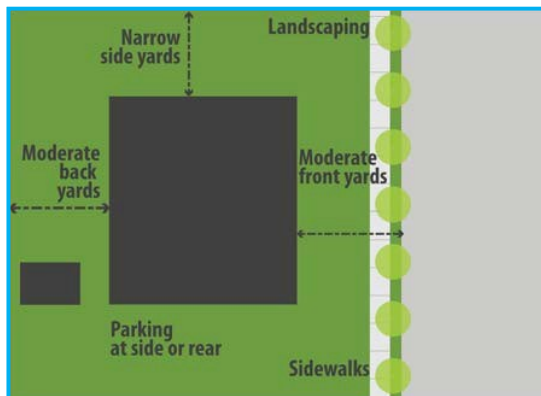
### Future Development Patterns

- 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



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

# Town Center

## Subarea I: Downtown

### Vision/Intent

East Point's Town Center is divided into three unique sub-areas: the Lawrence Street mixed use site, 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.

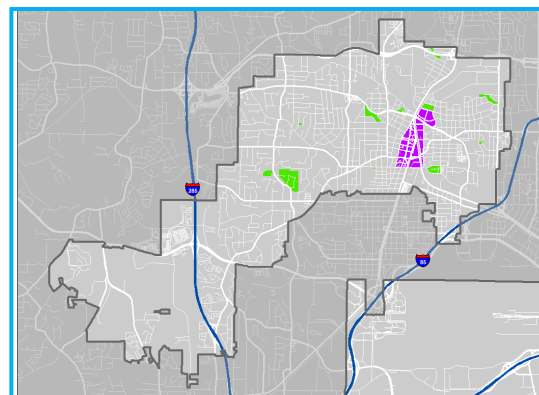
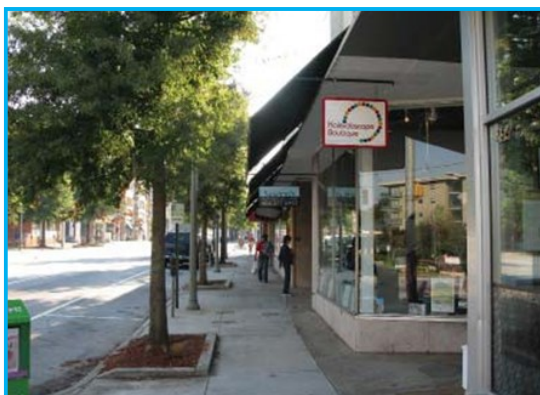
Downtown East Point is and will continue to be the heart of the city. The city envisions a pedestrian-oriented center of the community, including history, culture, business and neighborhood that is attractive to visitors, commuters, and residents. As such, historic properties will be protected as an 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 develop-

ment 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

- 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.
- 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.



# Town Center

## Subarea I: Downtown *continued*

- 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.
- **See also:** Ch. 4 (Contributing Plans & Studies): Land Use & Housing Policies - Main Street Corridor TOD Plan Supplemental LCI - 2011

### Future Development Patterns

- Storefront streets, pedestrian-oriented, gathering spaces
- Mix of commercial, residential, and office to make downtown a destina-



tion 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, R2, R3, R4, CR, MIX, EI, CL, OIT, and MX-CI
- Heavy Industrial uses, only where currently existing and with no new expansion; these uses are to be phased out and transitioned over time to flexible, innovative mixed-use sites featuring commercial and light industrial uses in alignment with MX-CI zoning

### 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

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

**CHARACTER AREA ATTRIBUTES**

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 -

# Town Center

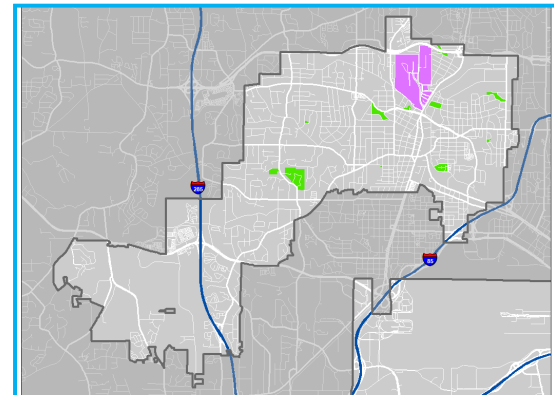
## Subarea 2: Lawrence Street

### Vision/Intent

The Lawrence Street site will be the future home of a mixed-use, walkable, pedestrian-oriented neighborhood. This area of the town center will be a safe, amenity-rich activity center with a true neighborhood feel. It will require assertive redevelopment incentives, including density bonuses, tax abatements, and infrastructure improvements and investment to convert existing vacant industrial properties into modern residential, 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 3: Willingham Warehouse District

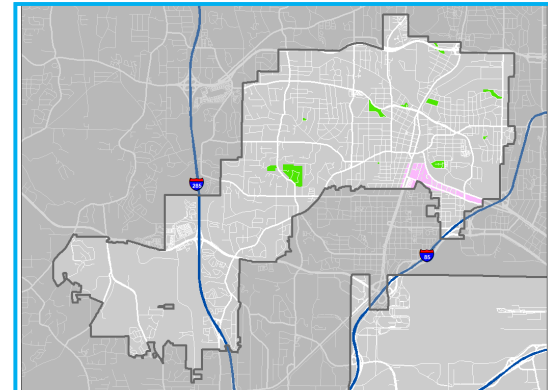
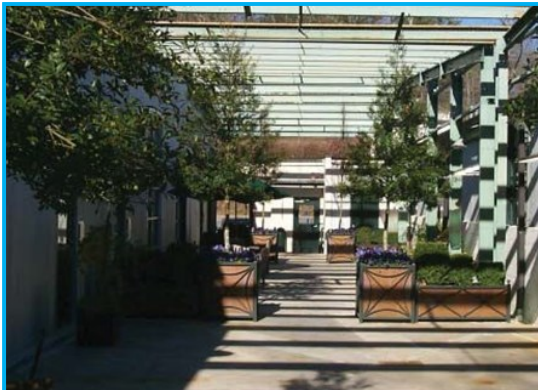
### Vision/Intent

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.

Importantly, this district, and development therein, will support and align with the recommendations of the Willingham Corridor Study, conducted from 2020-2022 and adopted by East Point City Council. This study is discussed in Chapter 4 (Contributing Plans & Studies) of this plan, and it is the primary policy for guiding growth and development in this area.

### 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

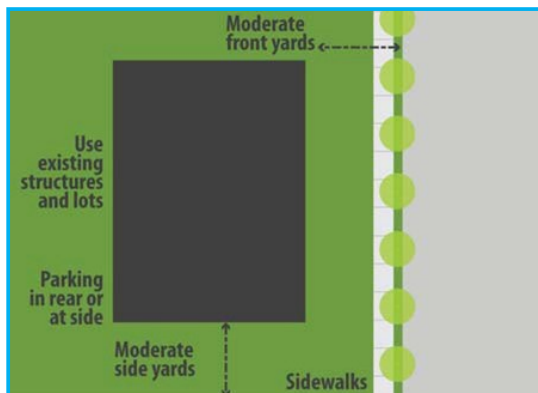
continued

### Future Development Patterns

- Development supportive of Willingham Corridor Study
- Studio and live/work spaces to attract artists to East Point
- 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, BP, and MX-CI
- Heavy Industrial uses, only where currently existing and with no new expansion; these uses are to be phased out and transitioned over time to flexible, innovative mixed-use sites featuring commercial and light industrial uses in alignment with MX-CI zoning

### Use and Scale

- Urban lofts, artist studio space, warehouse live/work
- Entertainment – warehouse-style bars and restaurants
- Flexible mixed-use sites featuring commercial and light industrial uses in alignment with MX-CI zoning
- Parks, greenspace, and community gardens
- Parking/staging lots or facilities for trucks, heavy vehicles and other industrial uses heavily discouraged
- Height: 1-3 stories



# Industrial Districts

## Subarea 1: Legacy industrial

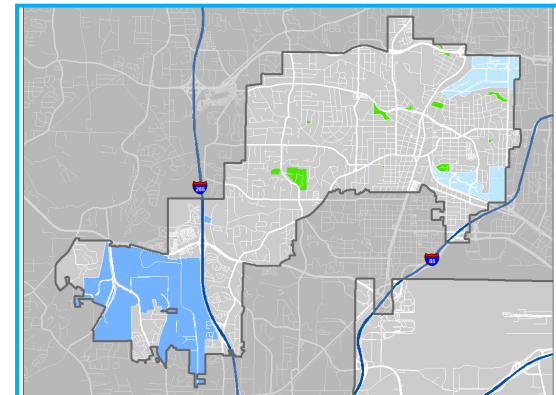
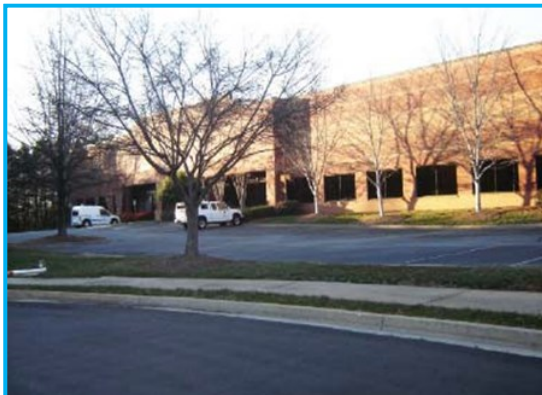
## Subarea 2: Industrial/Business Park

### 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. This can include transitional areas zoned C-2 or similar.
- 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, in alignment with C-2 or MX-CI zoning.
- 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.).





# 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.

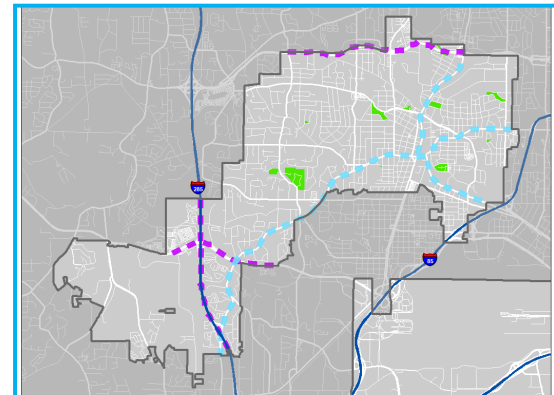
Major highway corridors include the developed and undeveloped land on both sides of the high-volume transportation facilities in East Point, including I-285, I-85, Camp Creek Parkway, and the Lakewood Freeway. Landscaped, raised medians will provide vehicular safety, aesthetics, and pedestrian crossing 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 accessibility 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.
- 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.



# Corridors & Gateways

## continued

- 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



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

**CORRIDOR ATTRIBUTES**

# Zoning Compatibility

A brief summary of the character areas and typical zoning districts where they exist is below. This guide should be used to link the desired physical development patterns identified in the character areas with appropriate zoning decisions and development regulations necessary to implement the character area policy intent.

| Character Area                 | Description   | AG1 | R1 | R1A | RL | R2 | R3 | R4 | RT | CUP | EI | MI | C1 | C2 | CL | CR | MIX | OIT | BP | I1 | I2 | MX-CI | WH-I |  |
|--------------------------------|---|-----|----|-----|----|----|----|----|----|-----|----|----|----|----|----|----|-----|-----|----|----|----|-------|------|--|
| 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  |     |    |     |    |    | ●  | ●  |    |     | ●  | ●  | ●  | ●  | ●  | ●  | ●   | ●   |    |    |    |       |      |  |

| Character Area  | Description   | AG1            | R1 | R1A | RL | R2 | R3 | R4 | RT | CUP | EI | MI | C1 | C2 | CL | CR | MIX | OIT | BP | I1 | I2 | MX-CI | WH-I |   |
|---|---|----------------|----|-----|----|----|----|----|----|-----|----|----|----|----|----|----|-----|-----|----|----|----|-------|------|---|
| <b>Town Center Subarea 1:<br/>Downtown</b>                      | The heart of East Point: Traditional walkable downtown environment with commercial, institutional, mixed use residential/commercial development, and public space |                |    |     |    |    | ●  | ●  | ●  |     | ●  |    |    |    | ●  | ●  | ●   | ●   |    |    |    |       |      |   |
| <b>Town Center Subarea 2:<br/>Lawrence Street</b>               | Redeveloped brownfield sites with mixed use: Residential, retail, and office buildings; high-tech industrial; abundant open space; community gardens              |                |    |     |    |    |    |    |    |     | ●  | ●  | ●  | ●  | ●  | ●  | ●   | ●   | ●  | ●  | ●  |       | ●    |   |
| <b>Town Center Subarea 3:<br/>Willingham Warehouse District</b> | Creative community, live/work spaces for artists, entertainment district, adaptive reuse of industrial structures   |                |    |     |    |    |    |    |    |     |    |    | ●  | ●  | ●  | ●  | ●   |     |    | ●  | ●  |       | ●    |   |
| <b>Industrial Subarea 1:<br/>Legacy Industrial</b>              | Original railroad-centered industrial sites near downtown with modern warehouse/industrial infill   |                |    |     |    |    |    |    |    |     |    |    | ●  |    |    |    |     |     |    | ●  |    |       | ●    | ● |
| <b>Industrial Subarea 2:<br/>Industrial / Business Park</b>     | Employment centers, characterized by new warehouse-type facilities and modern, high-tech industrial tenants   |                |    |     |    |    |    |    |    |     | ●  | ●  |    |    |    |    |     |     | ●  | ●  |    |       | ●    |   |
| <b>Corridors &amp; Gateway</b>                                  | Not independent character areas, rather strategic corridors with characteristic streetscape, pedestrian facilities and signature signage                          | Not Applicable |    |     |    |    |    |    |    |     |    |    |    |    |    |    |     |     |    |    |    |       |      |   |

# **Community Work Program**



# Report of Accomplishments 2017-2022

| 2018-2022 Report of Accomplishments |  |                  |  |   |                         |  |
|-------------------------------------|--|------------------|--|---|-------------------------|--|
| ID                                  | Project/Activity Description   | Completed (Date) | Currently Underway (Projected completion date) | Postponed (Explanation and when it will be resumed) | Cancelled (Explanation) | Notes  |
| <b>Economic Development</b>         |  |                  |  |   |                         |  |
| 1                                   | Continue to pursue Fulton County BOE approval of Corridors TAD   |                  | 2025   |   |                         | The City was previously working with the Fulton County BOE, requesting its participation in the "Commons" site development project. This project is now a fully City-driven initiative.  |
| 2                                   | Focus on Commons Redevelopment Implementation  |                  |  | 2023  |                         | As of 2022 the Macauley Group is no longer involved, and a development agreement between the City of East Point and Mynd Match Development was signed. Since that time, the City has secured several Letters of Intent from interested businesses seeking to locate in this new development. A groundbreaking is anticipated in the near future.   |
| 3                                   | East Point Street and West Cleveland Avenue streetscape and pedestrian improvements  |                  |  | 2025  |                         |  |
| 4                                   | Establish a small business revolving loan program  | 2018             |  |   |                         | As part of the City's small business incentive program, those businesses seeking a Revolving Loan Fund may qualify through the state's Department of Community Affairs. BIDA does not offer this funding program through its agency.   |
| 5                                   | Installation of downtown bike/ped amenities (benches, trash cans, bike racks, banners)   |                  | 2024   |   |                         | Implementation is fully underway along Main Street (Hwy. 29) and the City has successfully installed verticle street banners along Main St., Cleveland Ave., and Washington Road. Early in 2022, the City, in partnership with the Better Block Foundation, held a reimagining block party in downtown to re-envision the City's central business district. This effort involved putting in parklets, tables and chairs, wayfinding, street murals, and benches. It also included volunteers, businesses, and city staff that helped to enhance the already great work from the LCI. |
| 6                                   | Downtown East Point website  | 2018             |  |   |                         | This is ongoing through a partnership with the East Point Main Street Association (EPMSA). EPMSA has secured a simple site that links to the City's main site for communication purposes. The organization works closely with the Department of Economic Department in maintaining its presence.   |
| 7                                   | Devise and implement a capital improvement project in downtown area based on Council 2010-2011 project list  |                  | 2026   |   |                         | The Downtown TOD Plan highlights projects, and some are funded through the streetscape grants. Some of the projects have already been incorporated such as pedestrian lanes, parking and wider sidewalks along Main Street. This project is ongoing.   |
| 8                                   | Identify potential redevelopment plan for area known as Old Fourth Ward (Willingham, Central Avenue, Eagan Park, River Park, East Washington, etc.)                | 2021 (study)     |  |   |                         | The Willingham/Finding the Flint LCI was presented at the end of 2021. Since that time, the departments of Planning and Economic Development continue working together to move forward with plans from the study. One of the most notable efforts involves the recruitment of the city's first brewery in that area. New investment will spur other investment activities, and spur economic growth. In addition, the area has been very successful with the film/movie industry that has resulted in numerous movie productions filmed in the area.                                 |
| 9                                   | Identify and implement a capital improvement project for area known as Old Fourth Ward (Willingham, Central Avenue, Eagan Park, River Park, East Washington, etc.) | 2021 (study)     | Implementation underway (2027)                 |   |                         | Same as above  |

## 2018-2022 Report of Accomplishments

| ID   | Project/Activity Description  | Completed (Date) | Currently Underway (Projected completion date) | Postponed (Explanation and when it will be resumed) | Cancelled (Explanation) | Notes  |
|--|---|------------------|--|---|-------------------------|--|
| 10   | Identify and implement a capital improvement project along Cleveland Ave.   |                  | 2027   |   |                         | The economic development department continues to market and promote this corridor that has brought about new business locations and jobs.  |
| 11   | USDA Grant for Farmer's Market  | 2019 (grant)     | Implementation underway (2024)                 |   |                         | In 2019, through the efforts of the Economic Development and Planning departments, the City received a \$150,000 grant to improve healthier living and access to healthier foods through education. The grant award has led to the creation of a City Agriculture Plan (CAP), the creation of a commission board, hiring of a CAP manager, as well as continued ongoing program meetings. The CAP conducted two bucket garden give aways and educational seminars on how to grow your own fresh vegetables and fruits. The program was later awarded a \$250,000 grant from the USDA to continue this work.  |
| 12   | National Main Street Program Designation  | 2018             |  |   |                         | In 2016, the City applied to be re-established as a National Main Street Program. In 2017, the City received the certificate of recognition from The National Main Street Center and Georgia Main Street as a "2017 Main Street America Affiliate Program". The Department of Economic Development is working with the the State to complete the steps required to transition from the "Affiliate" program designation into the "Classic" Main Street program designation. At this time there is no status update regarding the current designation. However, the city continues to work closely with the East Point Main Street Association regarding its annual tourist attraction events (Taste of East Point, July 4th Celebration, Indie Green Fest, etc.). |
| 13   | Continue coordination with Fulton County Schools on land use, facility location and policies to improve educational attainment. |                  | 2027   |   |                         |  |
| <b>Housing</b>                                 |   |                  |  |   |                         |  |
| 14   | Implementation of 50 Worst Properties Program   |                  | 2025   |   |                         |  |
| 15   | Partnership with Atlanta/Fulton County Land Bank Authority  |                  | 2025   |   |                         |  |
| 16   | Develop and implement an affordable housing incentive ordinance   |                  | 2025   |   |                         |  |
| <b>Parks, Natural &amp; Curtural Resources</b> |   |                  |  |   |                         |  |
| 17   | Construction South Commerce Park  |                  |  | 2026  |                         |  |
| 18   | Egan Park Master Plan   | 2018             |  |   |                         | Park was redesigned (fencing, tree installations, ADA accessibility and pavilion)  |
| 19   | Sykes Park Construction   |                  | 2025   |   |                         | East Point mural painted on basketball court (Art In The Paint); 3 Mountain Bike Trails intalled (MTB); 6 Pickle Ball Courts installed; storage container placed on property; LED lights installed on tennis courts  |
| 20   | Continue coordination with stakeholders involved with the Finding the Flint Vision/Effort                                       |                  | 2027   |   |                         |  |
| 21   | Start East Point PATH Master Plan Implementation Startegy & Next Steps  | 2020             |  |   |                         | Completed first Model Mile Trail   |

## 2018-2022 Report of Accomplishments

| ID                    | Project/Activity Description  | Completed (Date) | Currently Underway (Projected completion date) | Postponed (Explanation and when it will be resumed) | Cancelled (Explanation) | Notes   |
|-----------------------|---|------------------|--|---|-------------------------|---|
| 22                    | Continue Coordination with AEROATL Greenway Plan  |                  | 2027   |   |                         |   |
| <b>Land Use</b>       |   |                  |  |   |                         |   |
| 23                    | Washington Road Overlay District  |                  |  |   | X                       | No longer a City priority   |
| 24                    | City-initiated residential district re-zoning   |                  |  |   | X                       | No longer a City priority   |
| 25                    | Implement online services in Planning & Community Development Department  | 2018             |  |   |                         |   |
| 26                    | Offsite records retention facility  |                  | 2024   |   |                         |   |
| 27                    | Initiate Public Arts program  | 2018             |  |   |                         |   |
| 28                    | Zoning & Overlay Amendments per LCI Plan Recommendations  | 2021             |  |   |                         |   |
| 29                    | Study the recommended buffers & proposed land uses within the Technology/Research District & Village North Focus Areas. |                  |  |   | X                       | No longer a City priority   |
| 30                    | Develop policy changes to improve consistency between the future land use map and the zoning ordinance.                 |                  | 2024   |   |                         |   |
| <b>Transportation</b> |   |                  |  |   |                         |   |
| 31                    | Main Street Scenic Byway Corridor Improvement Project (streetscape)   | 2019             |  |   |                         |   |
| 32                    | Semmes Street Streetscape   | 2021             |  |   |                         |   |
| 33                    | Downtown East Point Multimodal Improvements (Updated Streetscape Project)   |                  | 2027   |   |                         | Construction anticipated to begin 2023  |
| 34                    | East Point T-SPLOST Projects  |                  | 2027   |   |                         | From 2016-2022, approximately \$32M of revenues were collected. The TSPLOST II referendum passed in November 2021, with expected revenue of \$31.7M from 2022-2027. |
| 35                    | Fulton County Transit Master Plan Coordination & Next Steps   | 2018 (plan)      | Implementation underway (2024)                 |   |                         |   |

# Community Work Program 2023-2027

| 2023-2027 Community Work Program |  |      |      |      |      |      |                         |  |   |
|----------------------------------|--|------|------|------|------|------|-------------------------|--|---|
| ID                               | Project/Activity Description   | 2023 | 2024 | 2025 | 2026 | 2027 | Estimated Cost          | Responsible Department/Agency                      | Funding Source  |
| <b>Economic Development</b>      |  |      |      |      |      |      |                         |  |   |
| ED1                              | Continue to pursue Fulton County BOE approval of Corridors TAD   | *    | *    | *    |      |      | \$20,000.00             | Economic Development/Legal                         | General Fund  |
| ED2                              | Focus on Commons Redevelopment Implementation  | *    | *    | *    | *    | *    | \$200,000 - \$5 million | Economic Development/BIDA/City/ Legal/ CMO         | General Fund/ TAD/ LCI Transportation funds/ other grants |
| ED3                              | East Point Street and West Cleveland Avenue streetscape and pedestrian improvements  |      |      | *    | *    | *    | \$4,800,000.00          | Economic Development/&Z/ Public Works/ GDOT/ MARTA | ARC - LCI transportation grant/City                       |
| ED4                              | Installation of downtown bike/ped amenities (benches, trash cans, bike racks, banners)   | *    | *    |      |      |      | \$35,000.00             | Economic Development                               | General Fund/Sponsors                                     |
| ED5                              | Devise and implement a capital improvement project in downtown area based on Council 2010-2011 project list  | *    | *    | *    | *    |      | TBD                     | BIDA/ Economic Development/ Public Works           | General Fund/ MEAG/ Hotel-Motel Tax                       |
| ED6                              | Identify and implement a capital improvement project for area known as Old Fourth Ward (Willingham, Central Avenue, Eagan Park, River Park, East Washington, etc.) | *    | *    | *    | *    | *    | TBD                     | BIDA/ Economic Development/ Public Works           | General Fund/ BIDA  |
| ED7                              | Identify and implement a capital improvement project along Cleveland Ave.  | *    | *    | *    | *    | *    | TBD                     | BIDA/ Economic Development/ Public Works           | General Fund/ BIDA/ EP Corridors TAD                      |
| ED8                              | USDA grants for community health initiatives   | *    | *    |      |      |      |                         | Economic Development/Grants                        | N/A   |

## 2023-2027 Community Work Program

| ID   | Project/Activity Description  | 2023 | 2024 | 2025 | 2026 | 2027 | Estimated Cost | Responsible Department/Agency                           | Funding Source                 |
|--|---|------|------|------|------|------|----------------|---|--------------------------------|
| ED9  | Continue coordination with Fulton County Schools on land use, facility location and policies to improve educational attainment. | *    | *    | *    | *    | *    |                | Planning & Community Development / Economic Development |                                |
| <b>Housing</b>                                 |   |      |      |      |      |      |                |   |                                |
| H1   | Implementation of 50 Worst Properties Program   | *    | *    | *    |      |      | \$625,000.00   | Planning & Community Development, Fire & Police         | MCT Capital Fund, General Fund |
| H2   | Partnership with Atlanta/Fulton County Land Bank Authority  | *    | *    | *    |      |      | TBD            | City of East Point & Atlanta-Fulton Land Bank Authority | N/A                            |
| H3   | Develop and implement an affordable housing incentive ordinance   | *    | *    | *    |      |      | TBD            | Planning & Community Development                        | General Fund                   |
| <b>Parks, Natural &amp; Cultural Resources</b> |   |      |      |      |      |      |                |   |                                |
| P1   | South Commerce Park Construction  |      |      |      | *    | *    | \$700,000.00   | Parks & Recreation                                      | General Fund; LWCF; MCT & GOB  |
| P2   | Sykes Park Construction   | *    | *    | *    |      |      |                |   |                                |
| P3   | Continue coordination with stakeholders involved with the Finding the Flint Vision/Effort                                       | *    | *    | *    | *    | *    | N/A            | Planning & Community Development                        | N/A                            |
| P4   | Continue East Point PATH Master Plan Implementation Strategy  | *    | *    | *    | *    | *    | N/A            | Parks & Recreation / Planning & Community Development   | N/A                            |
| P5   | Continue Coordination with AeroATL Greenway Plan  | *    | *    | *    | *    | *    | N/A            | Parks & Recreation / Planning & Community Development   | N/A                            |
| <b>Land Use</b>                                |   |      |      |      |      |      |                |   |                                |
| LU1  | Offsite records retention facility  | *    | *    |      |      |      | \$1,000,000.00 | Planning & Community Development                        | General Fund                   |
| LU2  | Develop policy changes to improve consistency between the future land use map and the zoning ordinance.                         | *    | *    |      |      |      | N/A            | Planning & Community Development                        | N/A                            |
| <b>Transportation</b>                          |   |      |      |      |      |      |                |   |                                |

## 2023-2027 Community Work Program

| ID | Project/Activity Description  | 2023 | 2024 | 2025 | 2026 | 2027 | Estimated Cost | Responsible Department/Agency                         | Funding Source                      |
|----|---|------|------|------|------|------|----------------|---|-------------------------------------|
| T1 | Downtown East Point Multimodal Improvements (Updated Streetscape Project) | *    | *    | *    | *    | *    | \$4,800,000.00 | Economic Development/&Z/<br>Public Works/ GDOT/ MARTA | ARC - LCI transportation grant/City |
| T2 | East Point T-SPLOST Projects  | *    | *    | *    | *    | *    | TBD            | Public Works, GDOT                                    | GDOT & City match / City            |
| T3 | Continue Fulton County Transit Master Plan Coordination & Next Steps      | *    | *    | *    | *    | *    | N/A            | Public Woks / Planning & Community development        | N/A                                 |

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# **Appendix**



# Notices of DCA-Required Public Hearings

## NOTICE OF PUBLIC HEARING

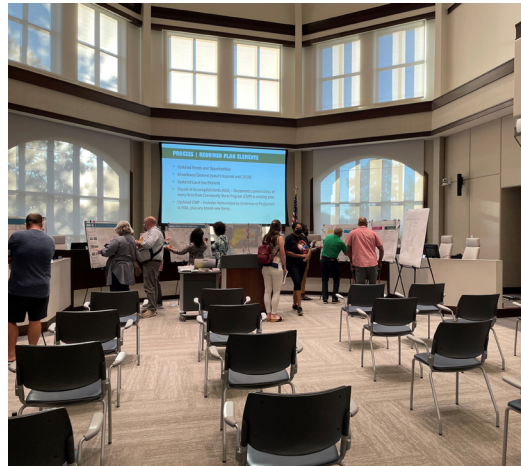
“TO THE CITIZENS OF THE CITY OF EAST POINT, FULTON COUNTY, GEORGIA AND OTHER INTERESTED PARTIES”:

In accordance with the Rules of the Georgia Department of Community Affairs, *Minimum Standards and Procedures for Local Comprehensive Planning*, Chapter 110-12-1-.04(1)(a), the City of East Point’s Mayor and Council will hold an initial public hearing regarding the City’s 2022 Comprehensive Plan Update on Monday, February 21, 2022 at 6:30p.m. The purpose of this hearing is to brief the community on the process to be used to develop the plan and opportunities for public participation in plan development, and to obtain input on the proposed planning process. All interested parties should attend. Questions should be directed to Planning and Community Development Department, Planning and Zoning Division at [zoning@eastpointcity.org](mailto:zoning@eastpointcity.org) or 404-270-7029. This Public Hearing will be held via a virtual platform – Zoom Cloud Meetings. Please visit [www.eastpointcity.org](http://www.eastpointcity.org) for more specific instructions on how to download the Zoom application to your smart phone, tablet or personal computer and how to join this meeting.

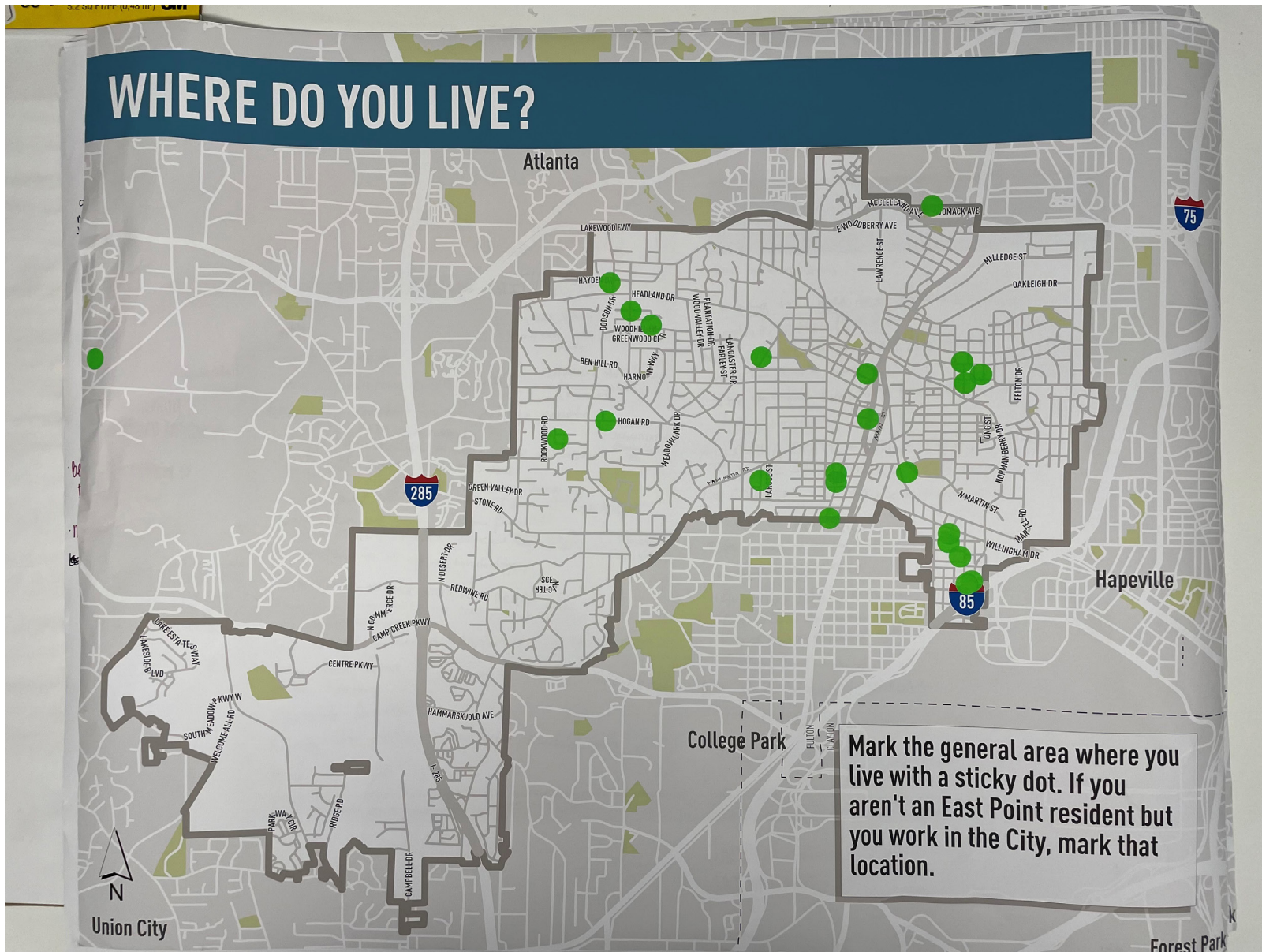
\*\*\*Please note that the Mayor and City Council may discuss this item at a Work Session held on February 14, 2022 at 6:30 p.m. via Zoom Cloud Meetings. Visit [www.eastpointcity.org](http://www.eastpointcity.org) for more information.

# Community Engagement: Public Open House

## Event Photos



## Interactive Activities/Boards/Results



# Interactive Activities/Boards/Results

## WHAT IS EAST POINT'S GREATEST STRENGTH?

Proximity to Downtown / Marta / Airport  
 Sense of Community  
 Room for growth.

Nice Neighborhoods  
 Location  
 Small town feel

Neighborhoods potential growth  
 accessibility to transportation  
 Community Engagement  
 (Wind down Wednesday)

~~Staff Shortages~~

### LOCATION

sense of community & small city, big vibes

MARTA / Access to all places

Rich History of Affluence + Influence in Greater Atlanta Area

Neighborhood Associations

Our Mayor & Police Chief - Progressive

POTENTIAL FOR PROGRESSIVE STRATEGIC GROWTH

ABILITY TO ATTRACT / SUPPORT OF THE ARTS

Accessibility to the airport & downtown

People!

Close to airport, interstates, Downtown ATL

diversity

Seniors + Elders = Wisdom - Asia Kuykendall

Location

- lack of traffic
- community participation
- access to airport
- potential for improvement

## WHAT IS EAST POINT'S BIGGEST WEAKNESS?

City Staff Knowledge of ordinances, etc  
 Deteriorated Properties  
 Lack of funding for parks/green space/Arts  
 Lack of trails.

Too many industrial zones.

Downtown area is not vibrant or inviting.

City Staff

Racism  
 Not hospital / Access to healthcare

Grocery Stores

Lack of Community Engagement

Keeping clean streets and vacant lots

Customer Care Dept:

Homelessness

Staff Shortages

Lack of restaurants Downtown

Recycling citywide incentives

Downtown one way Pile (East Point & Main St.) Need to

by open local city central (next to DOT)

### IMAGE

City operations Major lack of positive image

City leadership councils

Lack of growth supporting in Center Park

Lack of transparency from city leadership

A linear view of growth

inconsistency in code enforcement

Nearby competition (Hapeville/CP) attracting developers/investors - Asia Kuykendall

PLANNING / PERMITTING DEPT

IDENTITY

lack of thorough planning on anything - traffic for

slow remediation of brown fields for future use

ENFORCEMENT of Housing Regs and Parking

lots of environmental hazards with no plan to correct

industrial zoning next to residential

Health Equity Planning

Short term rentals making code compliance to follow

not having enough informed & engaged citizens city council is not educated in the things they vote on

FOOD DESERTS

WALKABILITY

SAFETY

COMMUNITY CENTERS

SAFETY

Healthcare access

East Point needs a lot of services that are expensive but little revenue coming in

# Interactive Activities/Boards/Results

Create a tax to impose on industrial fir violations found, nuisance caused, ect ect, and have that go towards funding our parks & rec

Has ITP, but has its own autonomy aside from City of ATL (but still so close)  
-Asia Kwakendall

Controlling Citizen Participation

being willing to adapt to positive change

more development

lots of young people with lots of energy that don't have direction - we can direct them, & develop them in helping move EP forward

## WHAT IS EAST POINT'S GREATEST OPPORTUNITY?

THE CHANCE TO GROW WITH NEW

ASTETICS

Inclusive growth

More safe walk/run/bike paths

Encourage construction of cottage courts



- 1 BE/1 BA cottages
- ARRANGED SO DOORS FACE NEIGHBORS
- GREAT FOR OLDER/SINGLE
- CREATES COMMUNITY IN THE BLOCK

INVOLVE ORGANIZATIONS (Sanity/Faith) etc.

East Point Old City Hall - Transit Center  
Point University Campus  
East PT Historical Society Bldg - small  
Has spaces/places for all ages and household types

Review ZONING TO MAKE COMP. PLAN POLICIES LESS

Ability to attract progressive businesses & non-profits to partner w/ impacters bright properties

Revitalize Warehouse Row Strip leading downtown: Small businesses | Black Wall Street

Black Equity Center

Urban Farms

CENTRAL & WILLINGHAM CORRIDORS

Equitable Growth

Ability to drive an inclusive, equitable city

Ability to "right" grow

EXPAND DOWNTOWN BEYOND MAIN STREET FOR MORE DIVERSE BUSINESS & LIVING OPPORTUNITIES  
ABILITY TO BRING GREAT ARTS OPPORTUNITIES TO THE CITY

City Pool for being back  
Grocery Stores, Trader Joes, Whole Foods, or Sprouts

INVOLVING YOUTH/SCHOOLS (STUDENT COUNCIL) FOR CO-OP

## WHAT IS EAST POINT'S BIGGEST THREAT?

Over industrial Areas. vs. rto

Zoning in residential areas (variances)

Gentrification \*\*\*

Wrong type of growth | Industrial

Atlanta Power Station for Airport

The Unhoused Population is increasing

Affordable housing

ALLOWING STATE + LARGE PRIVATE ENTITIES TO MAKE DECISIONS WITHOUT EP INPUT

Not embracing roots of Black economic excellence

Access to Healthcare

Public schools not attracting families

ineffective governance

AUDITING AND TRANSPARENCY OF FINANCIAL DECISIONS

Lack of Solar Opportunities Residential + Commercial

LACK OF FOCUS ON RENEWABLE ENERGY OPPORTUNITIES

pollution from industrial

All the one way streets.

Too many drugs

Bottle neck w/ zoning that doesn't match/support the

Lack of Safety

NO ACCESS TO HOSPITALS

Industrial Zoning in Residential Areas

Lack of MX-CI

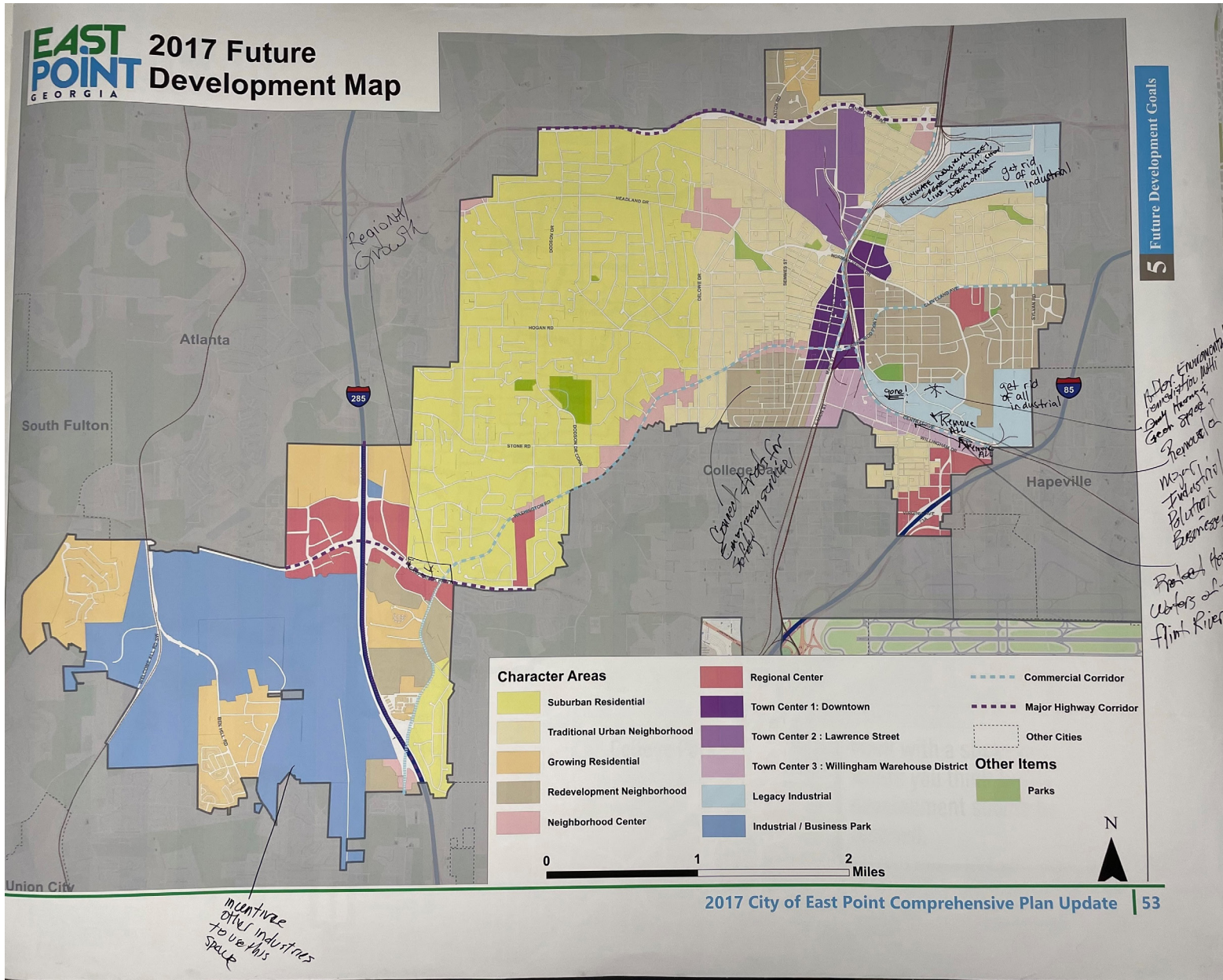
Health Equity - Education  
Housing Health Access

Comprehensive overlay Plan  
-Asia Kwakendall

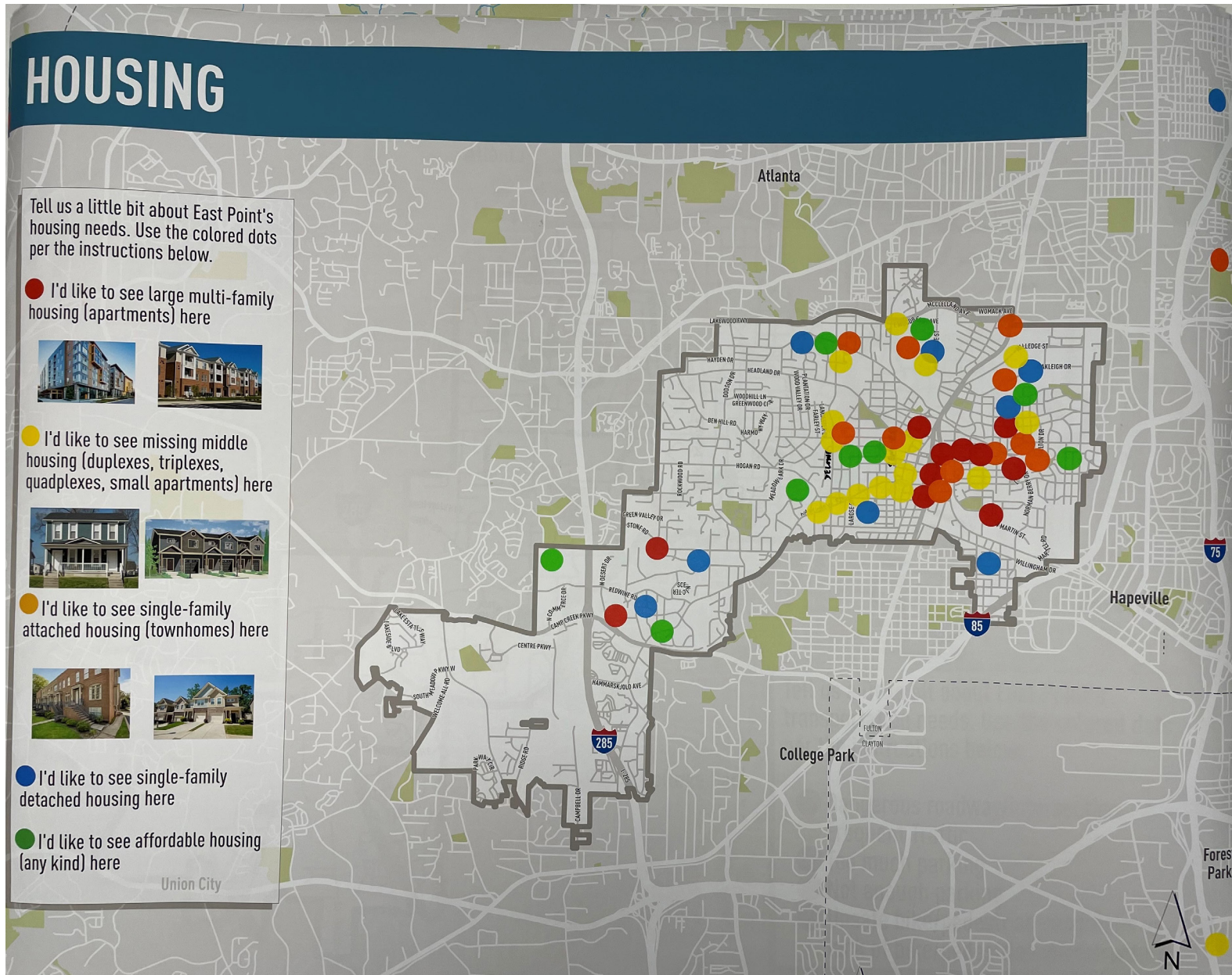
## Interactive Activities/Boards/Results



# Interactive Activities/Boards/Results

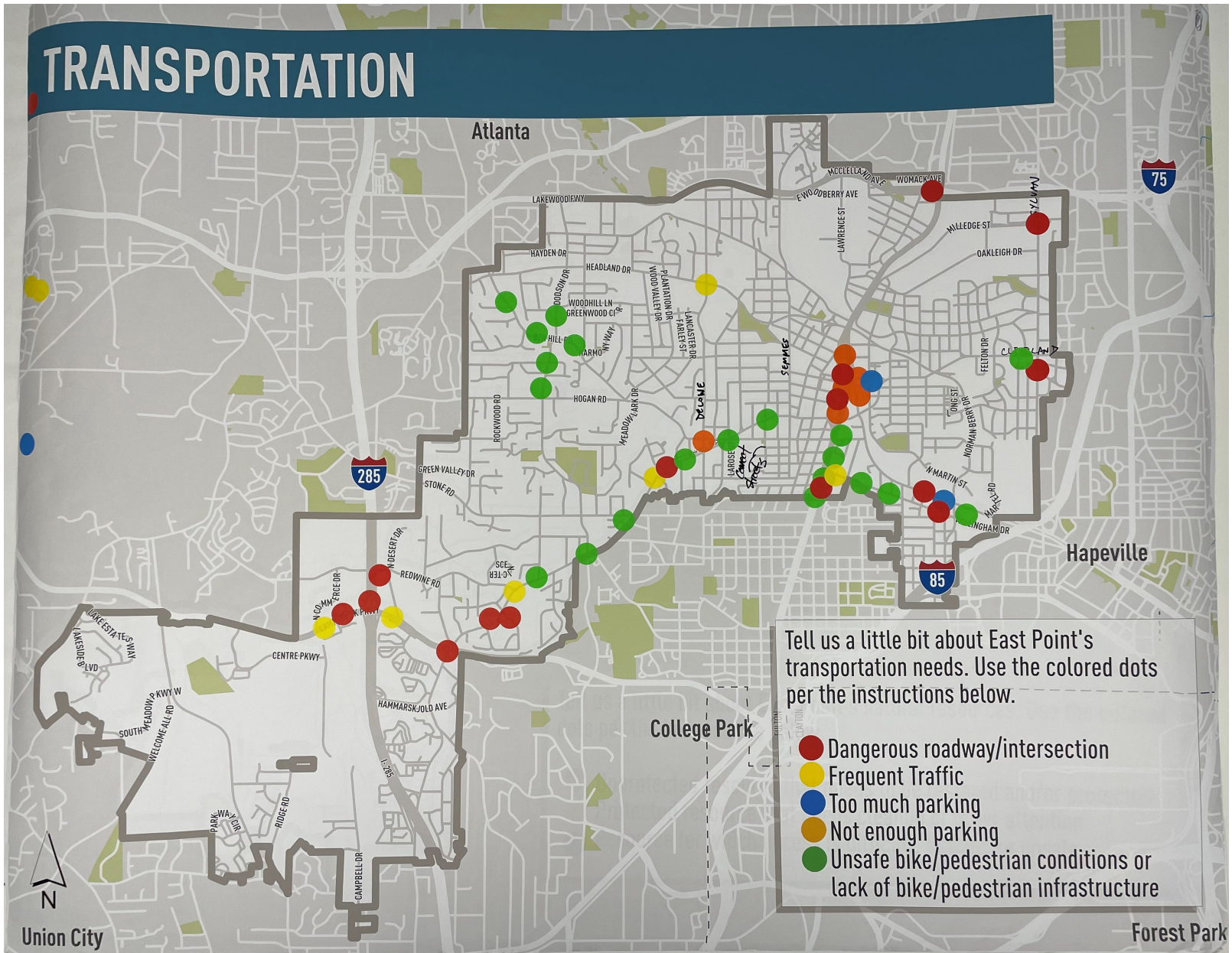


## Interactive Activities/Boards/Results

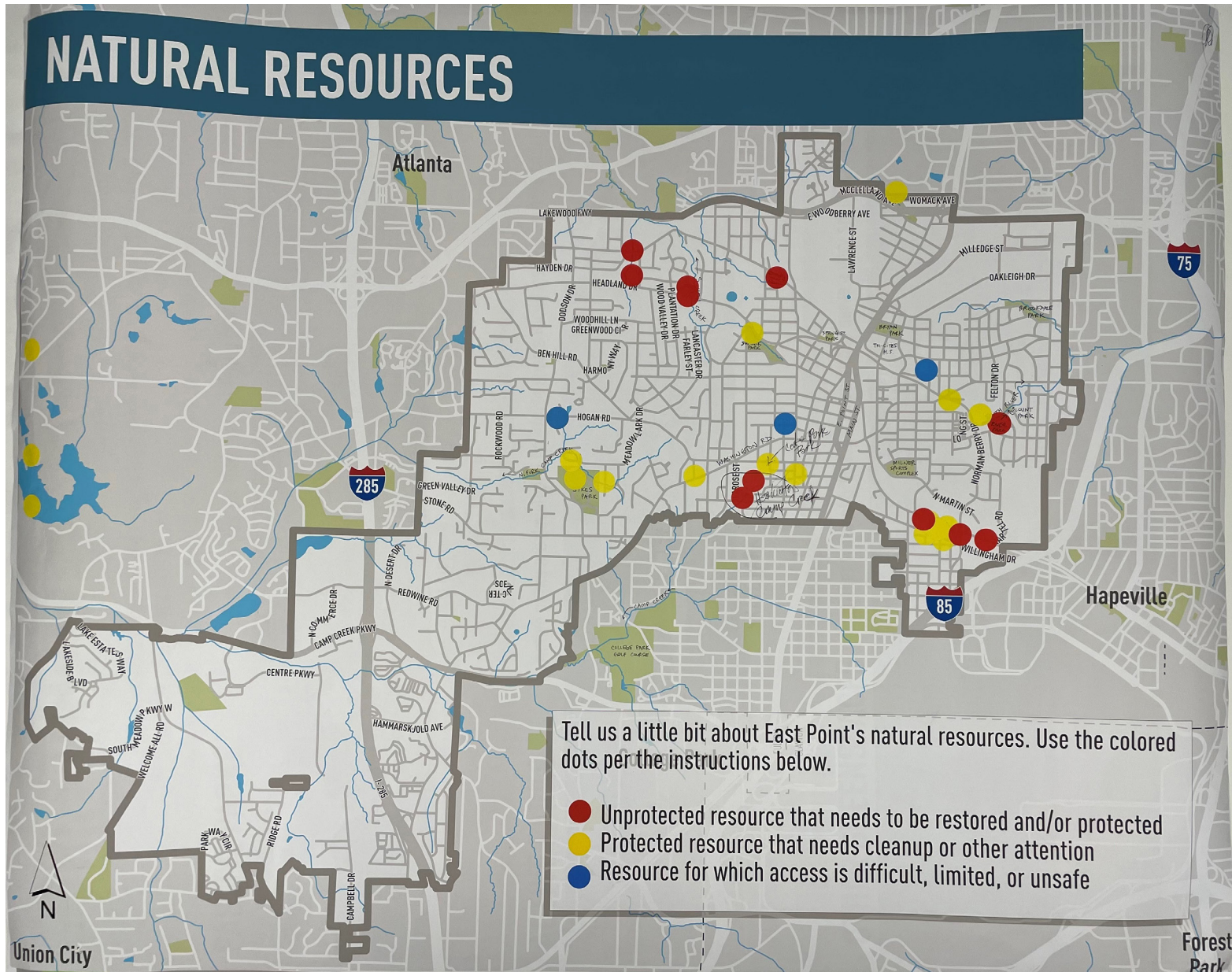




## Interactive Activities/Boards/Results



## Interactive Activities/Boards/Results



## Interactive Activities/Boards/Results

# GREENSPACE

Please select only one of the images from each of the rows below by placing a dot under the picture you prefer.

### PASSIVE PARKS

Passive parks are informal gathering places for relaxation and play.



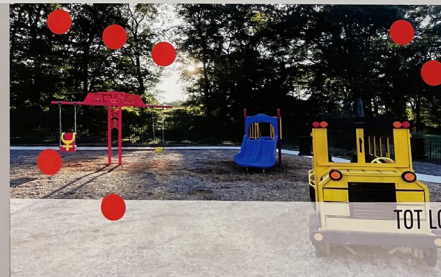
### ACTIVE PARKS

Active parks are developed for active sports facilities (e.g., tennis courts).



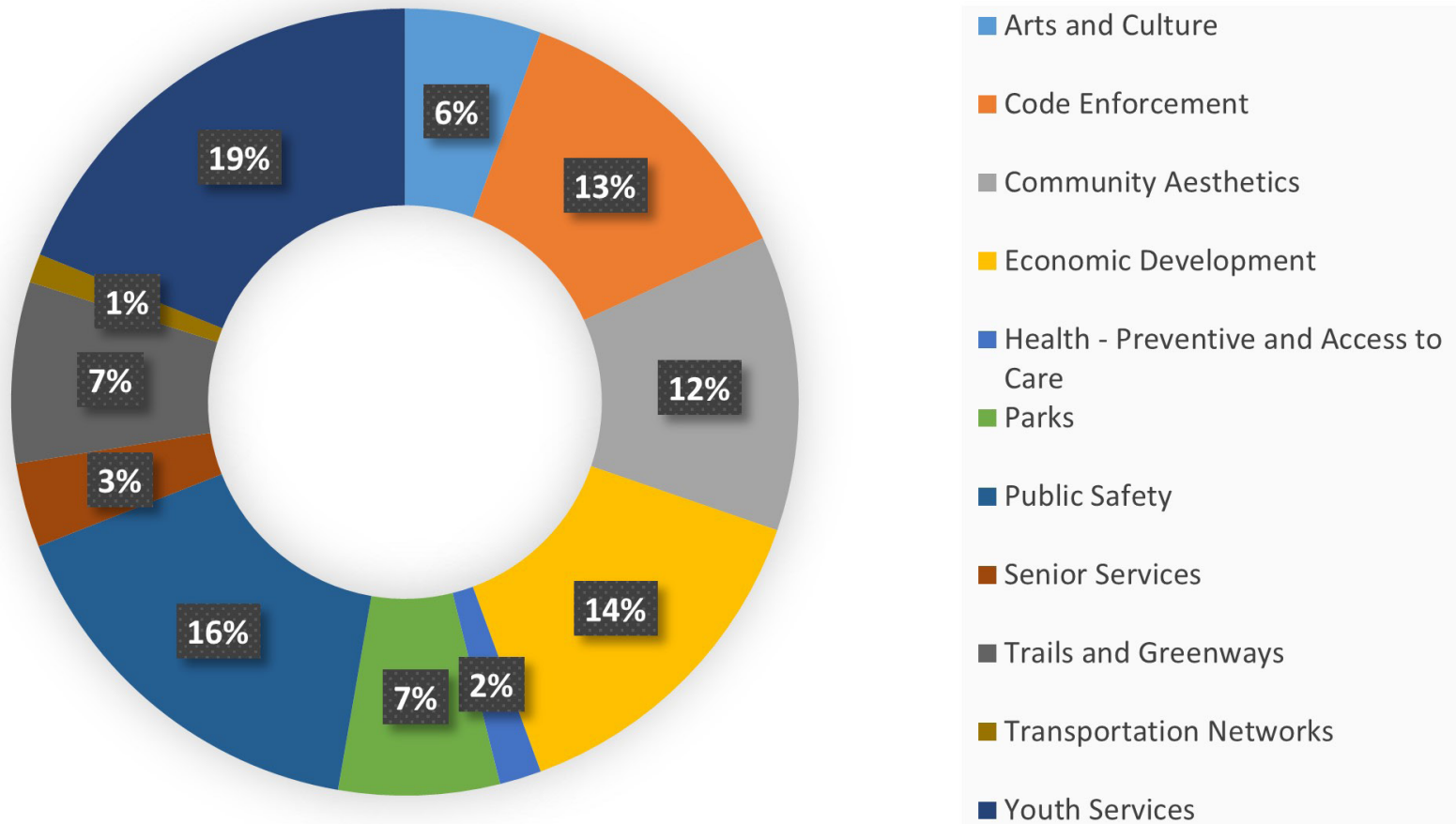
### OTHER GREENSPACES

Other types of greenspaces generally serve a very specific purpose.

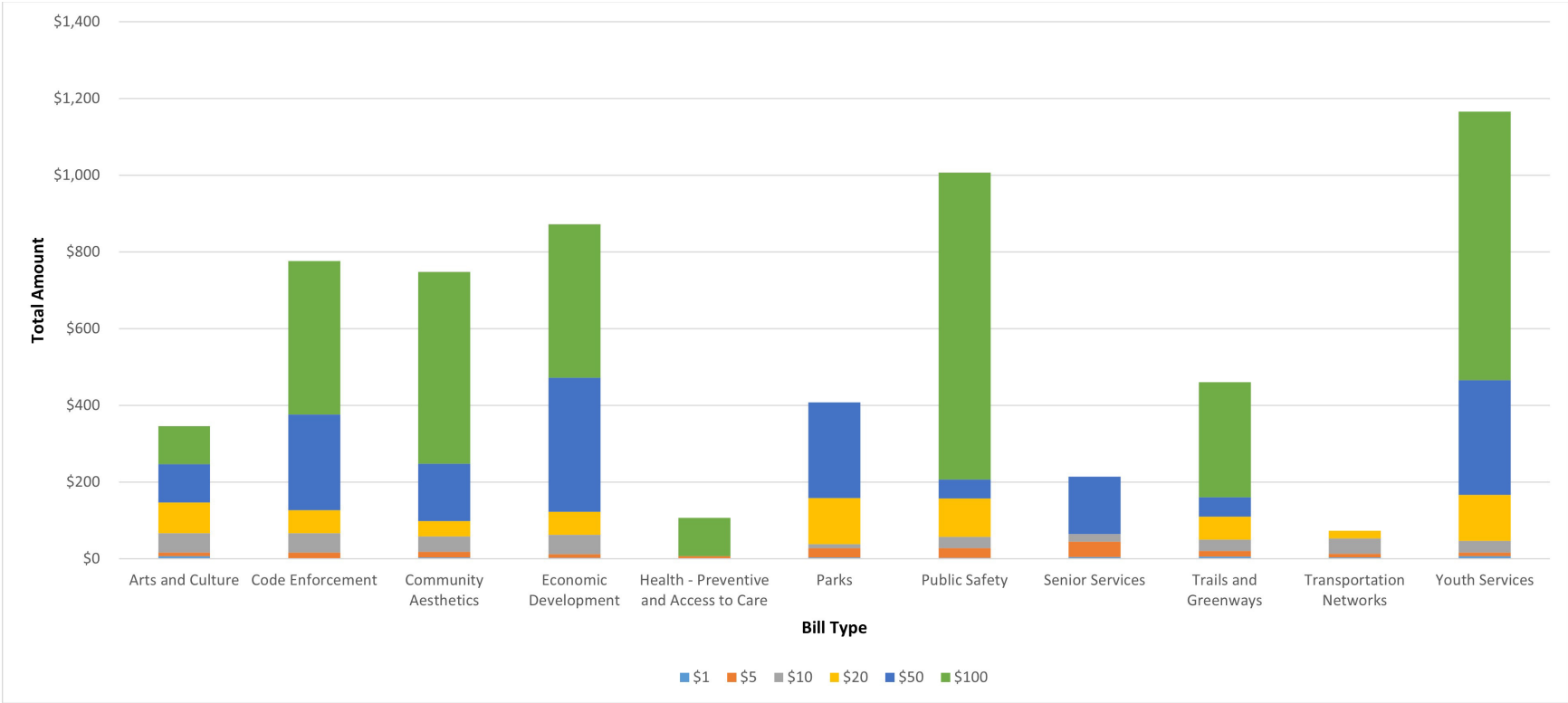


## Interactive Activities/Boards/Results

### Budget Percentages



# Interactive Activities/Boards/Results



# Community Engagement: Project Website/Online Survey

## Website/Survey Flyer

A flyer for the City of East Point Comprehensive Plan Survey. The background is a dark blue-tinted image of a city building with a dome. The text is white and green. A QR code is on the right side, and the City of East Point logo is at the bottom right.

**CITY OF EAST POINT  
COMPREHENSIVE PLAN  
SURVEY**

Communities guide growth and development through planning. We are now updating the City's long-range Comprehensive Plan.

Visit our website to learn more, take the survey, and help plan the future of East Point:

<https://publicinput.com/EastPointPlanUpdate2022>

You can also use the camera app on your phone to scan the QR code at right.



## Website Homepage



# City of East Point 2022 Comprehensive Plan Update

Project Website and Survey

Welcome

Survey

Public Engagement

Subscribe

### WHAT IS A COMPREHENSIVE PLAN?

One of the fundamental responsibilities of local government is planning – a word used to describe how a community shapes and guides growth, development, and character. Updating the comprehensive plan offers communities the opportunity to look beyond the execution of day-to-day services and consider where they want to be in the future - and what has to be done to get there.

Local governments in Georgia are required to update their comprehensive plans every five years, and East Point's next update is due this year. Check back here regularly to get up-to-date information about the update process and to participate in engagement

COMPLETE

#### Public Hearing 1

February 21, 2022

COMPLETE

#### Steering Committee Meeting 1

March 23, 2022

COMPLETE

#### Online Survey

Our survey was open from mid-May to early

# Online Survey Results

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

## City of East Point 2022 Comprehensive Plan Update

Project Engagement

|             |              |
|-------------|--------------|
| VIEWS       | PARTICIPANTS |
| 944         | 175          |
| RESPONSES   | COMMENTS     |
| 3,611       | 436          |
| SUBSCRIBERS |              |
| 72          |              |

What are the **three (3) strongest assets** in East Point currently?

Neighborhood full of large hardwood  
Small town 10 minutes from major city  
Proximity to major transportation: MARTA, railroad, airport  
7 months ago [105 Agree](#)

Convenient to MARTA  
Loads of business development potential  
Small-town feel in a major metro  
7 months ago [75 Agree](#)

Beautiful old homes on large lots; wildlife, mature hardwoods and streams; East Point is located close to Atlanta  
7 months ago [69 Agree](#)

The walkable downtown area has a lot of potential for shops and restaurants. It could become a destination with proper planning.  
7 months ago [59 Agree](#)

Proximity to airport  
7 months ago [57 Agree](#)

The best thing about East Point is that it's close to Hapeville, where interesting businesses and public works are encouraged to thrive.  
7 months ago [56 Agree](#)

Close proximity to a large city with a small town feel  
7 months ago [38 Agree](#)

There is diversity - in culture, age, family dynamics and incomes, among others - community offerings need to reflect that diversity and not cater to one pre-dominant group's style of music, food, income level, etc. Truly make East Point community offerings welcoming for everyone.  
7 months ago [33 Agree](#)

Convenient to MARTA  
7 months ago [32 Agree](#)

Easy access to MARTA, airport, all major interstates and multiple thoroughfares  
7 months ago [30 Agree](#)

**Strongest Assets!**  
1) Proximity to the busiest airport in the USA  
2) Unique & Historical Character  
3) Business Potential (w/ better or easier permitting process).  
7 months ago [27 Agree](#)

Convenient to MARTA  
Small-town feel in a major metropolitan area  
Beautiful forested areas  
7 months ago [25 Agree](#)

Close proximity to large city and amenities associated with city living while having a small neighborhood community. The people make the city great  
7 months ago [21 Agree](#)

The wonderful people living here! The old historic homes and buildings that hopefully will be fiercely protected and salvaged to the highest ability and not be allowed to be ripped down and/or replaced with new construction, eliminating all of East Point's historic charm. Proximity to Midtown, ATL and Marta.  
7 months ago [20 Agree](#)



12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

- Growing small business community**  
7 months ago [18 Agree](#)
- 1. The vision, passion and resilience of East Point residents who have the vision of what is positive and possible in our city.  
2. The potential to be a great small city infused with the elan of art, culture, enterprise and community while maintaining a small town feel.  
3. Location: proximity to major metropolitan areas, small progressive cities, good transportation corridors and modes of public transportation.  
7 months ago [14 Agree](#)
- Tree-lined streets, variety of housing sizes, variety of types of neighborhoods, variety of styles of housing, active neighborhood associations.  
7 months ago [14 Agree](#)
- My husband and I purchased a home near Downtown EP. He's in high end real estate, and we now the future of EP - Entertainment District, The Commons , and Phase 1 and 2 of downtown EP. Also the new development coming soon to CP called Six West. Things that can be worked on are  
-Grocery Store  
- Washington Rd/ Taylor repaved  
- The Center Park sign and fountain's updated  
-  
7 months ago [13 Agree](#)
- The 3 strongest assets are:1.The Residents 2. The Potential for Growth 3. The Location (Transportation Hub)  
7 months ago [9 Agree](#)
- Quaint neighborhoods  
Parks  
Walkability  
7 months ago [8 Agree](#)
- East Point needs to be careful that it doesn't outgrow itself like has happened in parts of Atlanta in other Metro cities.  
7 months ago [8 Agree](#)
- Very responsive public works, utilities, sanitation, etc, especially public safety  
7 months ago [6 Agree](#)
- Housing not as expensive as nearby communities  
7 months ago [5 Agree](#)
- The three strongest assets East Point has, a Mayor with a vision for the future, responsiveness and "getting the job done" of the sanitation department and their employees, and the eastpoint water reservoir.  
7 months ago [4 Agree](#)
- Although the city is convenient to airport, the airplanes continue to be disruptive  
7 months ago [4 Agree](#)
- The three things I see that East Point has going for it are: access to public transit, historical quaint neighborhoods and amazing potential for a thriving downtown district.  
5 months ago [3 Agree](#)
- Close to Atlanta, Atl airport, and Marta; small town feel/cute with less traffic than Northside towns; affordable.  
5 months ago [3 Agree](#)
- Two years ago I moved up EP from Sandy Springs. I enjoying residing in a community with Veterans, seniors and 1s time homebuyers. I look forward to the day when cars are not speeding down residential streets. I pick up trash from the streets and sidewalks daily.  
6 months ago [3 Agree](#)

https://publicinput.com/Reporting/ReportPreview/17702

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

- Location to the airport. Location to Atlanta. ITP affordability.  
7 months ago [3 Agree](#)
- Our neighborhoods, our diversity and our proximity to Atlanta, Marta and the airport.  
7 months ago [3 Agree](#)
- Picking up trash?! Can not even get enough staff to pick up weekly trash and yard debris. Let's start there!  
7 months ago [3 Agree](#)
- 1. Transportation hub: MARTA, freight rail, interstates, close to airport  
2. Well-defined historic downtown has tons of potential to be a vibrant, walkable center of cultural life and commerce.  
3. Proximity to Atlanta  
7 months ago [3 Agree](#)
- It's a small tight knit diverse community without a lot of big city fuss  
7 months ago [2 Agree](#)
- I moved out of Edgewood/Old Fourth Ward to East Point 2 years ago. I love the small town feel and the friendliness and diversity of my new neighbors. I miss the variety of businesses I could easily walk to in town, and I miss a park with a pool! My dogs and I enjoy walking safe streets with little traffic.  
6 months ago [2 Agree](#)
- Why do we have illegible street signs?  
5 months ago [1 Agree](#)
- Three strong assets in the East point community is its close proximity to the major city Atlanta. Its relative affordability and being close to the airport  
6 months ago [1 Agree](#)
- Proximity to Airport  
In metro area  
Great dog park  
7 months ago [1 Agree](#)
- Proximity to Atlanta  
Proximity to airport  
Small homes in quiet neighborhoods  
7 months ago [1 Agree](#)
- Has great potential. City government does not live up to that potential. Inclusiveness and diversity is not a priority. Development is straggled by the current and past administration.  
3 months ago
- Depending upon location, inside the city.  
5 months ago
- Diversity, walkable downtown, Marta access  
5 months ago
- Close proximity to Marta/airport, Progress is being made in downtown/commons area of East Point, and there are a variety of businesses in the area.  
6 months ago
- nothing to add  
7 months ago

https://publicinput.com/Reporting/ReportPreview/17702

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

I love that East Point is a diverse community that feels like a small town but is close to everything in Atlanta. It's wonderful that there is Marta downtown and a walkable downtown with some restaurants, and even a great dive bar! I also love the historic charm and nature

7 months ago

I think it's sad that the fact that EP is close to Hapeville (a growing, active, interesting community) should be considered a selling point. Why can't we be a growing, active, interesting community ourselves? The only thing holding EP back is EP (government) it's self..

7 months ago

<https://publicinput.com/Reporting/ReportPreview/17702>

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

What are the **three (3) biggest challenges** facing East Point currently?

-Permitting process is scaring business/development opportunities away  
-High poverty level leads to high crime rates  
-EP is close to being a food desert

7 months ago

119 Agree

City council's continuing inaction outmoded cumbersome policies, peocedures, statutes which discourage investment by commercial enterprises (who would attract spending revenue and tax revenue to town center and vicinity).

Crime

Blight due to both residential and commercial absentee owners.

Wasteful spending by city council on extravagant unprofitable events

7 months ago

80 Agree

City leaders do not have a vision for sustainable economic growth; heavy industry is located steps from residential neighborhoods; many residents are not civically engaged

7 months ago

68 Agree

Nearly impossible for businesses or homeowners to make investments in the city, thanks to labyrinthine permitting process and unresponsive customer service.

7 months ago

61 Agree

-Crime

-Lack of healthy/quality grocery stores and restaurants

-Lack of pedestrian friendly infrastructure

7 months ago

60 Agree

Downtown Main Street needs a manager to promote our downtown area. We need planters, outdoor eating venues, better business promotion.

7 months ago

51 Agree

No easy access to a bigger grocery store e.g. Aldi, Lidl, Publix.

7 months ago

48 Agree

Derelict and vacant lots allowed to be overgrown and eyesores, which hurts community pride and attractiveness. The owners of these properties should be made to clean them up or face steep fines that reimburse the city for doing so.

7 months ago

40 Agree

Code enforcement being unfair. Residents receive citations for small issues when city-owned areas are untouched for months.

7 months ago

33 Agree

Limited/ no protected biking infrastructure

7 months ago

25 Agree

Biggest Challenges:

1) CRIME!!

2) Too small or overworked police force

3) Planning/Zoning/Permitting is not business or resident friendly. Contractors don't want to do business because it is so cumbersome.

7 months ago

23 Agree

Limited shaded sidewalks/some streets with no sidewalks at all

7 months ago

23 Agree

High property crime rate

No live music venues

Not many local businesses

7 months ago

22 Agree

<https://publicinput.com/Reporting/ReportPreview/17702>

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

- The permitting process is cumbersome, outdated, and run by City employees who don't believe they have an obligation to provide good customer service. A person shouldn't have to move heaven and earth to build a simple garage on their own property, for example. 7 months ago 20 Agree
- Code enforcement is a joke. Permitting is needs a complete overhaul. 7 months ago 18 Agree
- Money mismanagement  
Poor customer service  
City council members are untrustworthy and appear fiscally unresponsive to constituents  
Problems don't get fixed, they are bandaged or ignored until the only resolution is replacement. 7 months ago 17 Agree
- No modern apartment buildings. Not everyone can or want to live in a house. 7 months ago 17 Agree
- Public schools are a challenge at best. This leaves many feeling the need to move or pay for k-12 education. 7 months ago 16 Agree
- I came here with such high hopes in 2018. The elected officials are not listening to nor putting plans in place to solve the huge problems this city faces. East Point has fallen significantly behind all of the Tri-cities because of mismanagement and it saddens me terribly. I'm leaving soon as I see no changes for the better. Calling 911 after reporting 14 repetitive shots from an automatic weapon doesn't even warrant a siren, ride by, nor a visit from an officer and the police station is literally blocks away. My taxes go to not much that makes life better here. Farewell EP & good luck. 7 months ago 15 Agree
- Lack of private economic development. 7 months ago 13 Agree
- Very limited walking options (although some improvement have been made in the last 2 years) 7 months ago 12 Agree
- The city needs to make it easier for gig and single-family businesses to operate in the city! Unlike big corporate businesses these smaller business not only help support the city but also the communities 7 months ago 11 Agree
- The lack of development in the downtown sector and the City Councils inability to create a vision for economic growth and sustainability. College Park, Hapeville, and the City of Atlanta which all neighbor East Point is growing rapidly. Lots of growth happening in these cities due to their progressive city council. Our City council is dated or aged and it is reflected in the cities down town area. Lastly, the city of east point needs to work on the total operations in regards to transparency in permitting processes for businesses and residents. 6 months ago 10 Agree
- 1. Lack of city leadership's vision for and ability to chart a well-considered, layered and progressive course toward the type of city residents want and deserve. Their priorities are off-base and geared toward minimal actions as band-aids to big problems in order to keep residents quiet. They seem incapable of doing the intense work required to PLAN comprehensively, LEAD selflessly and EXECUTE efficiently.  
2. The City's inability to effectively and efficiently manage the small public issues that help our city run smoothly, appear welcoming (to law-abiding people and enterprises) and encourage community engagement and pride.  
3. City leadership's lack of respect for the worth of residents, the value of small businesses and the uniqueness of community organizations and the dimensions that they bring to the conversation about how to move our city forward in a cohesive, yet expansive, manner. Trust is absent on both sides. 7 months ago 10 Agree
- Implode Code ENFORCEMENT & Permits!! They are crippling our city! 7 months ago 9 Agree

https://publicinput.com/Reporting/ReportPreview/17702

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

- I'm glad you have included the lack of grocery store options in East Point. It is a big problem, as is the unresponsiveness of code enforcement. We also have a problem with litter in this city. Residents AND businesses should be held responsible for the litter on their property and fines should be implemented if it's not cleaned up. Litter is toxic for wildlife and an eyesore for our residents and visitors and anyone thinking of moving to the area. Also, East Point should have it's own animal control department, leash laws should be strongly enforced and dangerous dogs should be more highly regulated. 7 months ago 8 Agree
- I like to walk. I wish the neighborhoods were more interconnected, and the sidewalks more consistent. I have noticed large areas overgrown areas with inaccessible creeks, and I wish there were a trail/boardwalk system to make these natural resources available for walking. I would also like to see more grocery store options. 6 months ago 7 Agree
- Falling infrastructure  
No oversight of government spending  
Several unmanned police stations 7 months ago 7 Agree
- Council's resistance to growth and change, permitting process, leaders out of touch with young families and workers 5 months ago 6 Agree
- The permitting process for both business and homeowners is ridiculously slow, punitive and uncaring. Code enforcement is also punitive, targeted and opportunistic. And, our city council and city manager's leadership is questionable at best. So many missed opportunities and botched attempt at governance for, by and of the people. 7 months ago 6 Agree
- Government!  
From all big developments that were in the works for the last 3-4 years in EP, which would improve the city for the better, the only one that was realized is brand new city hall!!!  
I called it a city hall where dreams go to die!  
City makes it impossible for investors to put any money into development, or simply rehabing run down houses, and there are lot of those here. 7 months ago 6 Agree
- Downtown EP looks really unattractive, dangerous, and broken down; crime in this town is too high; permitting for building homes or businesses is flawed with little support from the city to make things right or work...please help the city do better. 5 months ago 5 Agree
- Leaders should focus on maintaining the infrastructure before adding more projects that will most likely crumble like what we have now. Sidewalks crumbling and we want to build them all the way to 285. 7 months ago 4 Agree
- Code enforcement is ridiculous...they treat homeowners like it's Buckhead and ignores all the other blight  
Traffic especially excessive speeding...scary speeding  
Lack of family friendliness 7 months ago 3 Agree
- Hostility to businesses and positive development  
Incompetence in public services  
Lack of leadership to lift us out of poverty and compete with the rest of Tri-Cities 7 months ago 3 Agree
- 1. City leaders & staff  
2. Planning & Zoning  
3. Residents 7 months ago 3 Agree

https://publicinput.com/Reporting/ReportPreview/17702

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

Downtown and other plazas need an overhaul, which means they should all look the same. I remember visiting one city and all of the plazas/shopping centers were the same with updated paint, marquees, etc. We need another grocery store which everyone on council should advocate for there's no reason why we should have an ALDI, LIDL, or SPROUTS!

6 months ago

2 Agree

Bumbling city council. Planning & Zoning ineptitude. Mismanagement of funds.

7 months ago

1 Agree

The homelessness and food insecurity issue may bring crime. The answer is NOT to over police, but instead we need a closer grocery store and a rest station for the unhoused.

4 months ago

The three things I see as a challenge in Was Point are: the lack of vision from long term council members, safe and abundant outdoor seating and gathering areas, and the trash on public and private property has grown out of hand.

5 months ago

nothing to add

7 months ago

https://publicinput.com/Reporting/ReportPreview/17702

12/24/22, 3:40 AM

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What are **three (3) words or phrases** you would use to describe East Point to someone unfamiliar with the community?

Charming potential but downtown is underutilized, lacks consistent restaurants/cafes/bars with outdoor seating and boutique shopping to bring interest and revenue, needs bike lanes particularly alongside the rail/Main street to connect us to belt line and west end area and therefore to a larger artistic community

7 months ago

17 Agree

Diverse, lovely neighborhoods  
Great location  
In need of improved infrastructure including high quality grocery store, better school options, and improved bike/ pedestrian access

7 months ago

50 Agree

Consistently considered "up and coming" but falling short.

7 months ago

48 Agree

Impossible permitting process; No long-term vision for growth; Nice neighborhoods.

7 months ago

40 Agree

Lacking vision  
Convenient to Atlanta venues.  
Affordable

7 months ago

36 Agree

Friendly neighbors, easy access to city, airport, and great metro area, lacking thriving local small businesses and entertainment. In other words, many reasons to live here, but few reasons to shop or visit, even for an evening.

7 months ago

28 Agree

Great potential; Underserved; Needs creative leadership

7 months ago

22 Agree

Relaxing  
Light traffic  
Quiet

7 months ago

22 Agree

Huge unseen potential due to government and elected officials holding EP back  
No police presence nor protection  
Wonderful neighbors

7 months ago

15 Agree

Archaic policies  
especially in permitting

7 months ago

15 Agree

NOT the "most dangerous city in America"

7 months ago

13 Agree

Strong sense of community  
Bright future  
Needs help with infrastructure

7 months ago

12 Agree

Developing

7 months ago

12 Agree

A TAX Revenue MONEY PIT.  
Antiquated ways of doing things.  
Nothing gets done correctly without a struggle.

7 months ago

11 Agree

https://publicinput.com/Reporting/ReportPreview/17702

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

Quiet

7 months ago 9 Agree

Slow to enact needed longterm economical change, charming potential but in danger of being left behind, proximity to downtown and the airport is awesome.

7 months ago 4 Agree

East point is a food desert. The lack of opportunity for residents to get good food sucks. East Pointers have to travel outside of the city for decent food. The city has to change their antiquated policies to reflect more of a progressive city and bring it into the new millennium. City leaders do the minimum and it really effects residents.

6 months ago 3 Agree

Crime  
Fixer uppers  
Hostile government

7 months ago 3 Agree

Boring

7 months ago 3 Agree

Great on paper, lacking in reality  
High potential  
Languishing under incompetence and poor leadership

7 months ago 2 Agree

Convenient to downtown & airport  
Lacking vision  
Great public safety dept

7 months ago 2 Agree

Quite

7 months ago 2 Agree

A true bedroom community: pleasant quiet neighborhoods but next to nothing to do: few restaurants, no music, theater or art venues to speak of. But really friendly neighbors and convenient to MARTA, freeway and airport.

6 months ago 1 Agree

Small town, great feel but lacks consistency and a true vision.

6 months ago 1 Agree

Potential. Location. Lacking in progress.

7 months ago 1 Agree

underutilized potential;  
proximity to airport & Atlanta;  
restaurant diversity

7 months ago 1 Agree

Not as scary

7 months ago 1 Agree

This city has great potential but can't seem to get out of its own way to progress forward based on its inbound population. The older neighborhoods have great charm and small town feel. The people voted in and appointed don't seem to reflect all the population in their area and seem to cater to a subset of residents.

5 months ago

Trees, quiet, litter, food desert, maintenance lacking

5 months ago

https://publicinput.com/Reporting/ReportPreview/17702

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

EP is not well managed as evidenced by high crime rates and low permitting or building rates. The grocery store and other shopping options permitted in town offer a feel of a low budget area where it seems the government administration is okay with substandard offerings to its citizens. The area is not well maintained throughout as illustrated by the amount of trash that exists and stays on roadways, the non existing sidewalks that are grown over with weeds, and other areas that are meant to be free of debris but are prevalent with refuse.

5 months ago

Diverse, friendly, stagnating

5 months ago

I like living here, can't think of anything to add.

7 months ago

Convenient  
Lots of governmental corruption and ineptitude  
Tragic waste of potential

7 months ago

Great people, great opportunity but short sighted, bumbling leadership.

7 months ago

- 1. Beautiful Diverse Neighborhoods
- 2. 45 mins from Gas South Arena in Gwinnett to 30 mins from Peachtree City
- 3. City leaders with no compassion for the Residents.

7 months ago

There are some really nice neighborhood yet crime is not well managed. The first responders do their best but are short staffed to get a handle on all that is happening that creates a bad stigma from other communities. It is and will always be home to me but I have no desire to recommend it to someone new to the area to live.

7 months ago

Nothing really to say with this

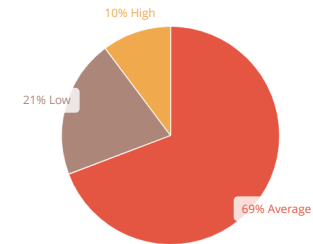
7 months ago

7 months ago

City manager-led governance

7 months ago

Quality of life can be defined as the standard of health, comfort, and happiness experienced by an individual or group. How would you rate the quality of life that you experience in East Point?



156 respondents

https://publicinput.com/Reporting/ReportPreview/17702

What places in East Point are most important to you? (e.g., local businesses, parks, places of worship, community centers, buildings, etc.)

- Local business are important to me and the ability to walk/bike to them and enjoy outdoor community spaces.**  
7 months ago [75 Agree](#)
- Grocery Stores**  
7 months ago [72 Agree](#)
- the 'potential' for a better downtown I'm hopeful**  
7 months ago [50 Agree](#)
- Downtown - need to focus more investment in this area- more staff and more money - make permitting easier/hire more permitting staff to manage the process and answer businesses questions expeditiously, hire more staff to do more trash pick-ups/litter pick-ups (or hire a company to do it), designate officers that walk thru the downtown area regularly to detour crime, invest in more staff and funding for beautification, street activation activities, wayfinding, etc. Fund the PATH system that connects the neighborhoods to the downtown.**  
7 months ago [32 Agree](#)
- Parks**  
7 months ago [27 Agree](#)
- Home, ArtsXchange; neighborhood sidewalks**  
7 months ago [26 Agree](#)
- Historic Homes and neighborhoods**  
7 months ago [19 Agree](#)
- Bike Path  
Chairs  
Downtown Mainstreet (needs revitalization though)**  
7 months ago [18 Agree](#)
- Small Town feel**  
7 months ago [15 Agree](#)
- Public schools are a challenge at best. This leaves many feeling the need to move or pay for k-12 education.**  
7 months ago [14 Agree](#)
- Walkable to old historic buildings converted into cool, eclectic, artistic businesses (as the poor buyer of the Washington Road car dealership has tried to do) City of EP & elected officials have TOTALLY ruined this great opportunity we could have been enjoying for years now! :( So tragic**  
7 months ago [12 Agree](#)
- Jefferson Park neighborhood**  
7 months ago [12 Agree](#)
- Oz Pizza**  
7 months ago [11 Agree](#)
- Parks. The road to Hapeville.**  
7 months ago [8 Agree](#)
- Grocery stores, PARKS, we need plans for recreation centers, and more sidewalks. I believe East Point could have their own beltline if thought was really put into it.**  
6 months ago [5 Agree](#)

- Kupcakerie**  
7 months ago [4 Agree](#)
- Not a single place in East Point is important to me.**  
7 months ago [4 Agree](#)
- Activities for children, parks, walkable restaurants and bars, grocery stores**  
5 months ago [2 Agree](#)
- Our neighborhoods, the bike path and the East Point Historical Society, which is continually overlooked, ignored and maligned by city leadership.**  
7 months ago [2 Agree](#)
- Jefferson Park Neighborhood, The PATH trail, Taco Pete.**  
7 months ago [2 Agree](#)
- There is a lot of underutilized pavement in the downtown district that is owned by banks. More and more people are banking on line and the parking areas could be used for food trucks, popup markets, buskers, gathering spaces, parking for other businesses, etc. Potential is there, vision is not. The new incoming population leave East Point to visit grocery stores, barber shops, hair salons, bars and breweries. All of these services could and would thrive with the foresight and understanding of what today's East Point residents are asking for. It's not that the current administration isn't hearing these request, it's that they are not listening. Nor are they string enough to bump this city to the next level. Comprehensive plans, zoning laws and business development should evolve based on its residents. Five year plans are great but need to keep up. These plans need to be reviewed annually and project for the next five years. Take step back, look in your Ward and truly see what is going on there and compare it the surrounding area. Is it living up to your standards and potential? If so, you are losing yourself and need to step down and let progression move in.**  
5 months ago [1 Agree](#)
- East Points Main Street starting from Route 166 down to college park. The first section of Main from Rt 166 is baron, without any decor/foilage. You also can't tell you're in east point until you get downtown. Downtown is the peak but there should be some attraction leading up to it; foliage, welcome road signs, good local businesses, etc. Main Street near colonial hills is not inviting.**  
5 months ago [1 Agree](#)
- A grocery store would be nice. The whole downtown sector needs to compete with neighboring cities. and main highways need more access to cafes/ shops/ and boutiques. No major retailers in town like an H&M, Urban outfitters or forever 21.**  
6 months ago [1 Agree](#)
- I think the old municipal buildings (auditorium/library) are beautiful and I wish they would be used for something. The old ball field is another piece of history that I wish would be preserved and put to use. I'd love to see a network of parks and paths along the creeks connecting neighborhoods**  
6 months ago [1 Agree](#)
- Neighborhood. But that's it. Everything else seems like it's in shambles due to lack of effective leadership**  
7 months ago [1 Agree](#)
- What places in East Point are most important to me are:  
1. Our homes  
2. Our local businesses  
3. Our Entertainment, Arts, and Theater  
4. Our Neighborhoods**  
7 months ago [1 Agree](#)
- Historic Homes & Businesses  
Local Businesses being supported  
National Chains feeling secure to open/reopen business in our city.**  
7 months ago [1 Agree](#)

East Point needs BLACK OWNED businesses and a rest station for the unhoused

4 months ago

Connally Nature Park

5 months ago

Multiple healthy grocery store options; places for young people to gather safely/better schools; safe water pipes and sidewalks

5 months ago

Brake Pad

5 months ago

Sykes Park, pickleball courts, recreation facilities and caring staff

6 months ago

The Connally Drive Nature Park  
East Point Dog Park  
The old Baptist church downtown on Main Street

7 months ago

No comment necessary

7 months ago

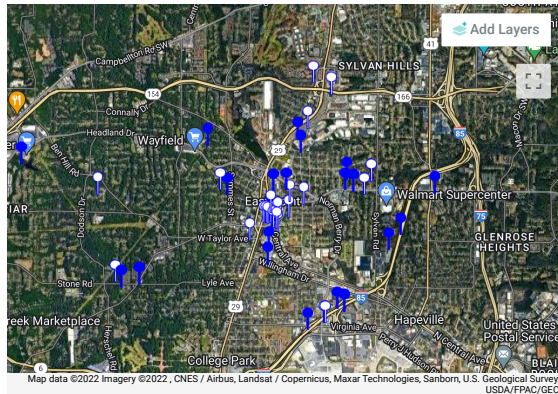
Chairs

7 months ago

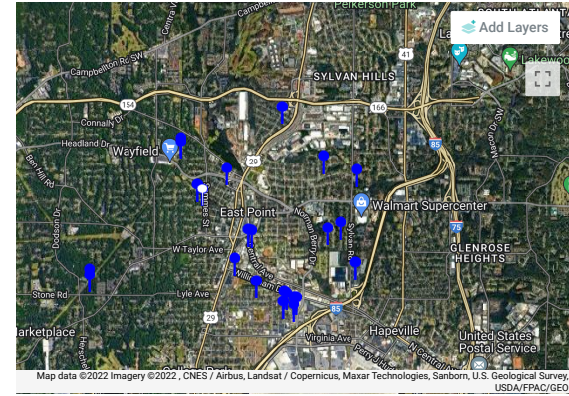
Connally Nature Park  
East Point bike trail (which is far too short!)  
Dick Lane Velodrome  
Thumbs Up Cafe  
Kupcakerie  
Chairs  
Sykes Park

7 months ago

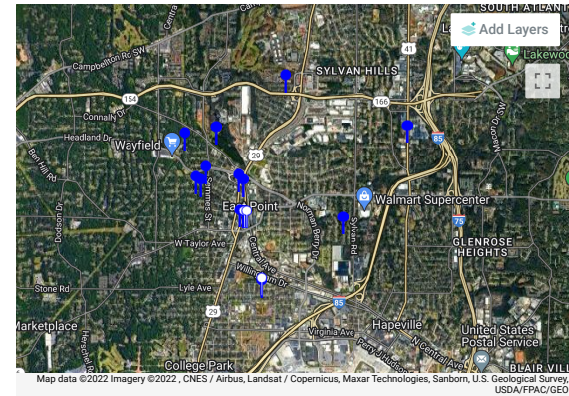
Use this map to point out the places in East Point that are most important to you. (e.g., local businesses, parks, places of worship, community centers, buildings, etc.)



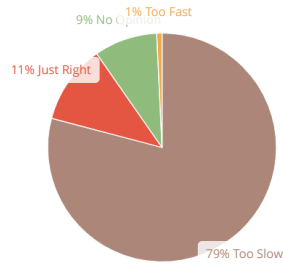
What are East Point's most significant natural and environmental resources? What role should the City play in helping to preserve and protect these?



What are East Point's most significant historic and cultural resources? What role should the City play in helping to preserve and protect these?

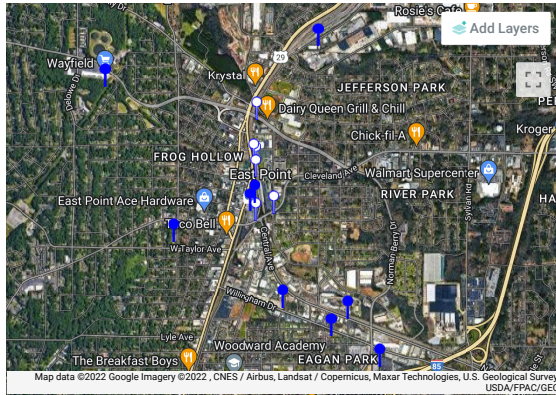


How would you characterize East Point's **pace of development** in recent years? For context, the City's population grew by 14% from 33,712 to 38,358 between 2010-2019. The City added about 1,000 new housing units during that span, an increase of roughly 8.5%.



134 respondents

Where would you like to see **future development** focused?



How would you rate East Point's housing needs?

|                      | Need More        | Right Amount        | Need Less        |
|----------------------|------------------|---------------------|------------------|
| Affordable Housing   | 45%<br>Need More | 41%<br>Right Amount | 14%<br>Need Less |
| Senior Housing       | 49%<br>Need More | 42%<br>Right Amount | 8%<br>Need Less  |
| Density              | 38%<br>Need More | 56%<br>Right Amount | 7%<br>Need Less  |
| Mixed-Income Housing | 69%<br>Need More | 27%<br>Right Amount | 4%<br>Need Less  |

128 respondents

What would you describe as East Point's **most important housing need**? What role should the City play in helping to address this need?

- Cleaning up, remediating or bull-dozing blighted residential properties and making those properties into affordable housing. Perhaps East Point would benefit from having a land trust and land bank in East Point so that something could be done with these houses which, in East Point, are often a place where teenagers, unsheltered individuals or criminals spend time.

7 months ago 24 Agree
- More mixed use housing: buildings which can provide small commercial/retail space beneath medium density housing.

7 months ago 51 Agree
- Higher End housing - we have plenty of affordable housing. We are on MARTA line -- build nice condos or townhomes

7 months ago 36 Agree
- East Point needs more mixed income housing. This will bring residents that can spend money in the city and might potentially bring new business to the area.

7 months ago 28 Agree
- Seems like there are many historic and/or industrial structures that could be repurposed for Apts/condos and/or mixed use sites that would maintain visual interest and provide affordable housing for commuters not looking to own a home yet.

7 months ago 21 Agree
- Condominiums and Tiny houses

7 months ago 14 Agree
- There is to much ugly parking, just concrete covered giant spaces, that also take away sidewalks. We dont need more parking, we need more walkable sidewalks that have green divider from the road and have trees to provide shade. Parking could be reduced in favor of more green shady sidewalks

7 months ago 10 Agree
- more density in downtown area

7 months ago 8 Agree
- Mixed use developments that look and feel "cool".

7 months ago 8 Agree
- Modern, clean looking apartments for younger demographic. The community on Stanton Rd looks great but it's for seniors only!

7 months ago 8 Agree
- Abandoned businesses and commercial places (like the Atlanta Christian College)  
Needs lots of street repairs  
Littering and lack of green spaces

7 months ago 6 Agree
- There are hundreds of abandoned and falling apart houses. Even with the "50 worst" project, these house are still here, becoming hot beds for squatting and drug dealing. There have also been recent fires in abandoned houses and bug infestations (termites) that affect every home next to it. My #1 need is for these houses to be sold or torn down for neighborhood safety.

7 months ago 6 Agree
- Single family homes!

7 months ago 6 Agree
- More trash bins! More sidewalks!

6 months ago 5 Agree



12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

- The demographics of EP are changing. Additional housing will be required at ALL income levels. While we appreciate the commitment to affordable housing- the fact is there is a demand for upscale development too.

7 months ago 5 Agree
- Clean up what is currently existing. There is no need for this many abandoned properties to exist. Please do something about the current problem before you start building more places to be abandoned.

5 months ago 4 Agree
- More apartments and condos for young professionals, more affordable housing for families

5 months ago 2 Agree
- We need more high-end housing!

6 months ago 2 Agree
- Tiny home community to boost home affordability. There are too many "high end" new construction builds that are displacing legacy residents

3 months ago 1 Agree
- Housing affordable for workers in local businesses who would like to live here.

3 months ago
- Incentives for elderly/generational legacy residents. More mixed-income housing. NO MORE "high end" homes if the schools aren't up to par!

3 months ago
- Let the unhoused squat!!! Or build a rest station!!!! Teenagers, "criminals" and the unhoused deserve places to stay too

4 months ago
- Clean up existing broken down homes and not only request the home owner or tenant keep it up but actually enforce, fine and collect on infractions. When you look beyond the trash and blight this is a beautiful city. Let's get it back to its potential beauty by holding residents and businesses responsible for the property they occupy and or own.

5 months ago
- No,

7 months ago

How would you rank your satisfaction with East Point's **transportation system**?

|                             | Poor        | Below Average        | Adequate        | Good        | Excellent        | No Opinion       |
|-----------------------------|-------------|----------------------|-----------------|-------------|------------------|------------------|
| Traffic Safety              | 12%<br>Poor | 22%<br>Below Average | 39%<br>Adequate | 17%<br>Good | 4%<br>Excellent  | 5%<br>No Opinion |
| Traffic Congestion          | 2%<br>Poor  | 6%<br>Below Average  | 44%<br>Adequate | 35%<br>Good | 13%<br>Excellent | 2%<br>No Opinion |
| Road Conditions             | 16%<br>Poor | 35%<br>Below Average | 35%<br>Adequate | 12%<br>Good | 2%<br>Excellent  | -<br>No Opinion  |
| Pedestrian & Bicycle Safety | 37%<br>Poor | 40%<br>Below Average | 13%<br>Adequate | 4%<br>Good  | -<br>Excellent   | 6%<br>No Opinion |
| Public Transportation       | 5%<br>Poor  | 14%<br>Below Average | 43%<br>Adequate | 20%<br>Good | 9%<br>Excellent  | 9%<br>No Opinion |
| Parking                     | 10%<br>Poor | 20%<br>Below Average | 43%<br>Adequate | 18%<br>Good | 2%<br>Excellent  | 7%<br>No Opinion |

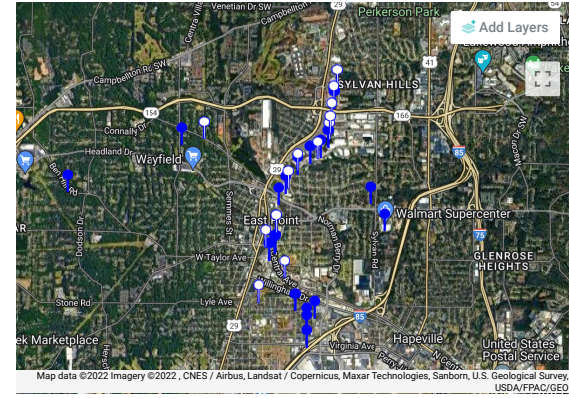
128 respondents

<https://publicinput.com/Reporting/ReportPreview/17702>

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

Are there any areas in East Point you feel are particularly **dangerous for pedestrians or bicyclists**?



<https://publicinput.com/Reporting/ReportPreview/17702>

What areas of concern do you have regarding parking?

more parking overflow options in the downtown area

3 months ago

As of now it's enough but continued expansion may bring new problems not realized

5 months ago

Parking is a waste of space in this city. Making it more walkable is a better investment.

5 months ago

Greed for the parking real estate causes the paved areas downtown to be a parking challenge.

5 months ago

I have heard from downtown businesses that there is a lack of convenient parking and that the temporary White Way installation caused lack of business. There is plenty of parking in the downtown area, however the owners of those spaces hold the real estate close to heart. Towing and booting cars is not community minded. What people need to realize is that there is not a lot of spaces near their destination but plenty of places to park. We have become a society of lazy people that don't want to walk. The city needs to partner with local business to alleviate the parking desert in downtown. Greed, even with parking, has no place in a thriving, potential downtown district. Let's go East Point, do it for the people you claim to represent as well as the people you claim you bring to the area by having these huge events ever month in the summer.

5 months ago

Spend the extra money to make parking underground, parking draws heat and wastes space

5 months ago

poorly arranged downtown parking- needs to be addressed in order to also supported (hopefully) new downtown development

5 months ago

Too many vacant parking lots along the main thoroughfare

5 months ago

If we ever grow then y'all do need to think about parking, right now without walking to get to a place there is not that much.

5 months ago

As long as we have no traffic patrol in the city everyone is at risk of being hit by a speeding car or truck.

5 months ago

Not enough parking for downtown

5 months ago

Not enough parking in downtown

6 months ago

We need an amphitheater downtown with a parking deck! Look at DOWNTOWN SANDY SPRINGS!

6 months ago

We should consider the installation of a small amphitheater with a parking deck. LOOK at downtown SANDY SPRINGS!!!!

6 months ago

No concerns in this area

7 months ago

Not a major issue

7 months ago

There isn't alot for events downtown. Security of vehicles at MARTA lot uncertain

7 months ago

The amount of parking is fine, as long as public parking always remains FREE. The moment we put up meters, we will drive away visitors.

7 months ago

How come all the parking stalls on Main Street near the Library, the commons (between Cleveland and Forrest) are not stripped. People complain about parking yet there must be 50 sparking stalls if only they were stripped.

7 months ago

Downtown

7 months ago

There is to much ugly parking, just concrete covered giant spaces, that also take away sidewalks. We dont need more parking, we need more walkable sidewalks that have green divider from the road and have trees to provide shade. Parking could be reduced in favor of more green shady sidewalks

7 months ago

Break ins at Camp Creek

7 months ago

Currently, parking in East Point seem adequate, but a planned expansion must be considered as city density grows.

7 months ago

Downtown could use a parking garage to encourage more business development and consumer activity.

7 months ago

With the growth expectations in the downtown district parking will be challenge. There just isn't enough spaces for employees and patrons to park.

7 months ago

There is enough parking. In fact, parking is often used to deter future businesses. This is a real shame when other areas, such as midtown, are actually not requiring much parking at all for businesses. That is because it is a waste a space that can be used for other businesses, parks etc. and will encourage people to walk and bike more. In addition, it will increase home purchases in the neighborhood.

7 months ago

There has been a lot of petty crime to cars parked on residential streets, and lately even in driveways.

7 months ago

There's a lot of available parking in Downtown East Point unfortunately many of the lots are in inconvenient locations compared to the businesses and quite a few lots are privately owned which restrict where customers can park.

7 months ago

Zero - we have more than enough parking

7 months ago

Parking isn't a problem in the Main Street area since there are so few businesses in operation.

7 months ago

Downtown streets are confusing... too many signs, and not enough available parking with greenery

7 months ago

With improved development will require additional parking. Also bike parking, and EV charging stations

7 months ago

The lack of sidewalks throughout East Point and accessible public parking hinder growth and gathering.

7 months ago

Too many parking spaces required for downtown new business development when area is transit and pedestrian focused.

7 months ago

downtown parking

7 months ago

More parking will be needed to accommodate growing number of customers for business in town.

7 months ago

I don't have any concerns about parking. I have concerns about lack of well-maintained sidewalks and lack of dedicated bicycle lanes.

7 months ago

I have rarely had issues parking in East Point, however there is a need for more handicap accessible parking spaces throughout the city especially in downtown.

7 months ago

Add any other comments you may have about **transportation in East Point.**

There are a very high number of reckless drivers (driving at very high speeds with very noisy cars through residential areas). More speed bumps might help. East Point is not safe for bicyclists (apart from the very short bike trail). Almost no dedicated bike lanes exist.

East Point is not a very walkable city either. Many major streets lack sidewalks.

7 months ago

81 Agree

East Point desperately needs well-maintained sidewalks throughout neighborhoods and along thoroughfares. Dedicated bicycle lanes would help as well. The best and newest sidewalks are often along industrial roads. We need sidewalks from schools to residential areas and from Wellstar to residential areas, as two examples. Particularly during an ongoing pandemic, it is safer to walk or cycle than take public transportation with poor ventilation.

7 months ago

52 Agree

East Point needs PROTECTED biking infrastructure

7 months ago

37 Agree

If residents ASK for speed humps PROVIDE THEM!!!

7 months ago

35 Agree

More sidewalks (shaded sidewalks preferably)

7 months ago

28 Agree

Some roads have no infrastructure for pedestrians and are forced to walk in the road.

7 months ago

27 Agree

East Point has a huge cycling community and needs protected bike lanes

7 months ago

20 Agree

COMMERCIAL TRUCKS UTILIZING NEIGHBORHOOD STREETS NEEDS TO END!

7 months ago

13 Agree

City needs to gear future developments toward humans and not cars! Narrower streets to calm traffic and better sidewalk and bike lanes! East Point could be great with proper urban city planning that is build for humans and not cars.

7 months ago

11 Agree

I wish we had speed bumps in every neighborhood. I'm tired of people speeding and running stop signs at will with no consequences. Cleveland Avenue sounds like a racetrack every weekend. It's both annoying and dangerous.

7 months ago

9 Agree

More side walks and less "Wind down Wednesday" which causes huge traffic jams in the city.

7 months ago

5 Agree

Speeding and racing and passing on the wrong side are rampant  
There aren't enough speedbumps  
Significant lack of traffic code enforcement  
RACING

7 months ago

2 Agree

We need more speed bumps in residential areas. People speed everywhere and run stop signs. The only thing that will keep a kid from being hit by a speeding car is a speed bump.

7 months ago

2 Agree

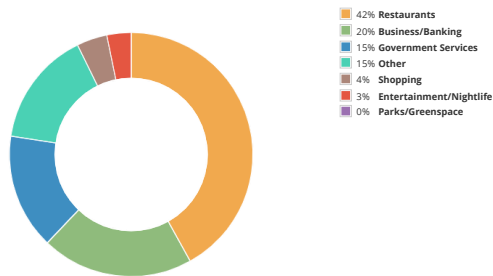
I would like better crosswalks on Washington Rd. The 5- way intersection is especially dangerous. I wish there were more sidewalks on through streets like Kimmeridge. And the street racing needs to be stopped!

6 months ago

1 Agree

- Sidewalks should be in every community.  
6 months ago 🗳️ 1 Agree
- EP is in desperate need of traffic enforcement!  
7 months ago 🗳️ 1 Agree
- I am constantly shocked at the speed folks drive down Main Street and church street, (with cyclists on the road) as they're heading straight towards the police department. People are constantly going 20+ mph over the speed limit! So close to the police department. It's brazen. And ridiculous you don't see police pulling them over.  
7 months ago 🗳️ 1 Agree
- Provide proper traffic calming infrastructure in neighborhoods to avoid drivers using streets as cut throughs. More sidewalks and safety buffers along roads over 25 mph.  
3 months ago
- Please bike riders can ride bikes in Atlanta. We do not need more white people on bikes. The roads are fine as they are, but sidewalks can be used for people needing to walk safely off the streets  
4 months ago
- Getting around East Point by vehicle and public transit is not the challenge. It's getting around on foot and via bicycle that is a challenge. More sidewalks. Repaired sidewalks need to be addressed. As someone who walks the streets conditions are not always safe. Adding to the lack of safety are overgrown sidewalks, disregard for traffic signals such as stop sign and speed limits. People in this city see our city employees and police disobeying these laws so they feel it's ok to do the same. Please lead from the top down.  
5 months ago
- New sidewalks on Headland are not maintained. Erosion and overgrowth are common  
5 months ago
- Serious concerns about pedestrian crossings to get to MARTA  
5 months ago
- The neighborhood with "no truck zone" signs are not enforced. Colonial Hills in particular has signs everywhere but trucks are not stopped ticket or monitored at all. Poles have been damaged, signs knocked down and sidewalks destroyed due to errant truck drivers illegally traversing the neighborhood unharmed by police.  
5 months ago

What is your primary reason for visiting downtown East Point?



124 respondents

What kind of improvements should be considered to **enhance Downtown East Point?**

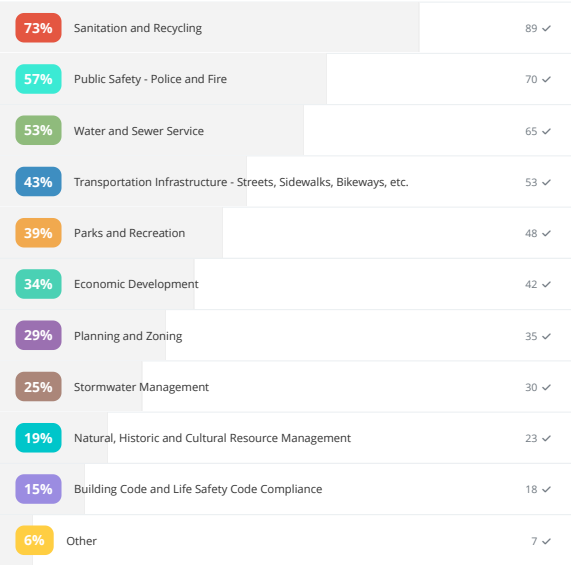
- Downtown East Point has been a drag for many decades. Whatever the City of Hapeville and the City of College Park have successfully done to revitalize and make vibrant their downtown areas is what the City of East Point should do.  
7 months ago 🗳️ 75 Agree
- More restaurants/businesses with outdoor seating and social events. Bookstores, breweries, coffee shops, neighborhood meeting places.  
7 months ago 🗳️ 61 Agree
- Better dinner dining options (Volaré, PAPER Plane) in town  
Better lunch options in town  
Good quality grocery store in town (Whole Foods, Publix, Kroger, Sprouts)  
Improved menu at Chairs. More vegetarian options  
Outdoor seating/socializing area  
Attract commercial. Wagonworks also.  
7 months ago 🗳️ 52 Agree
- We need a coffee shop!  
I'm looking forward to Market 166 (and would love to see a downtown location for it!).  
Too many empty storefronts.  
7 months ago 🗳️ 35 Agree
- Hire a MAIN STREET MANAGER and let them do their job!  
More planters needed downtown to make it attractive  
Better Businesses restaurants are needed (no more vape shops please)  
Sidewalks need repairs  
7 months ago 🗳️ 26 Agree
- Revamp the permitting and licensing procedures so that East Point is able to attract businesses such as a nice coffeshop, a brewery, decent restaurants. We regularly lose businesses to Hapeville and College Park because they are willing to work with potential business owners rather than against them. East Point's city government and internal offices are too parochial.  
7 months ago 🗳️ 19 Agree
- Enhancing downtown East Point seems to be hopeless. I've attended multiple focus groups, visioning sessions, etc for public art, budget sessions, the Commons area, etc. I rarely see residents' feedback incorporated into actions taken.  
7 months ago 🗳️ 18 Agree
- Improved infrastructure for pedestrians (bike lanes and sidewalks)  
Healthy grocery options  
Saturday Farmer's Market instead of Wednesday  
More options for dining  
7 months ago 🗳️ 13 Agree
- Literally anything. There is not a single primary reason for visiting downtown East Point, other than the occasional stop at an ATM to spend money outside of East Point.  
7 months ago 🗳️ 11 Agree
- General stores (places to buy high quality everyday products)  
7 months ago 🗳️ 11 Agree
- Well a Saturday Farmers Market would be nice it would be competing for vendors with other well-established and extremely high traffic markets that are also on Saturdays. More support from the city to help increase the number of vendors a better location and more Outreach to the public for the Wednesday Farmers Market would improve the look and the reputation of the city greatly  
7 months ago 🗳️ 7 Agree
- More family friendly businesses and restaurants  
More green space and landscaping  
7 months ago 🗳️ 5 Agree

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

- A complete overhaul of DT to include dining, shopping, entertainment, green space. What is the attraction now? Oz & Chairs. That's it. We can do better. 7 months ago 3 Agree
- Read the agricultural plan and make our city stand out for plants, flowers, trees, locally grown food, unique botanical add ONS to existing buildings. 5 months ago 2 Agree
- Our leadership makes sure that only certain businesses are in downtown East Point. It is shameful. 7 months ago 1 Agree
- Electronics retail/repair center 7 months ago 1 Agree
- More BLACK OWNED businesses 4 months ago
- FedEx, UPS, Amazon lockers since packages are always stolen. Restaurants. Murals and art. Clean up the trash and fine people for not putting trash in its place. Make parking spaces intentional. 5 months ago
- Improve the roads leading to downtown in order to invite new patrons. More patrons to existing businesses will draw new business and vice versa. No one wants to drive through ugly to get to pretty! 5 months ago

What do you think are the most important **City services** that East Point provides? You may select more than one choice.



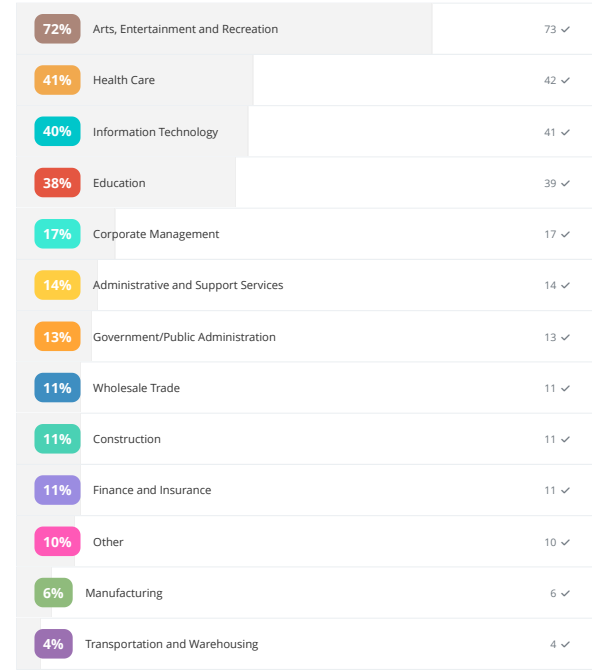
122 Respondents

<https://publicinput.com/Reporting/ReportPreview/17702>

12/24/22, 3:40 AM

Atlanta Regional Commission - Report Creation

What do you think is missing in the City's mix of **employment sectors**? You may select more than one choice. For context: the largest industry in the city is Accommodation and Food Service, followed by Transportation and Trade Industries.



102 Respondents

<https://publicinput.com/Reporting/ReportPreview/17702>

If desired, please use the space below to list anything else you would like to be considered in future planning efforts for East Point that was not covered by the previous survey questions.

- I would be great to have high quality stores closer to downtown. I hate going to Camp Creek for everything.

7 months ago 60 Agree
- Having modern, interesting developments e.g. Krog street market/Marietta square market style would bring a lot of business from residents and people outside of town. Those sort of places are attractive yo many ages/demographics!

7 months ago 52 Agree
- I would love to see Cleveland Ave be a sprawling business/shopping center at some point. Going from downtown EP to Cleveland Ave you would think you were in two totally different cities.

7 months ago 39 Agree
- Please focus on bringing in a close proximity grocery market into East Point. I have to drive into town or Camp Creek for any grocery needs. I don't feel comfortable shopping at Kroger on Metropolitan Pkwy. Having Aldi or Lidl in town would be HUGE for the community.

7 months ago 29 Agree
- Seek out and attract industries that need creative types and knowledge workers. Find a way to avoid having new industrial polluters in East Point. These heavy industrial manufacturers, test labs, etc. often only hire a few employees at low wages. They do not contribute to the community.

7 months ago 28 Agree
- We need a pool/full recreation center in East Point that would provide activities for all age groups. We need more sidewalks and walkable attractions to accommodate our sense of community. We need to update our water, sewer and powerlines. The sewerline/sinkhole situation on Beech Drive shouldn't need constant attention. Speed bumps in residential neighborhoods to encourage drivers to slow down (especially since we don't have sidewalks for people to walk on; this is a safety hazard. I'd love to be able to shop and support local business.

7 months ago 26 Agree
- Are the tiny homes still being developed in EP? Will the EP agricultural plan become a more dominant focal point in the city? Built on those and market the city as a sustainable hub in greater Atlanta, then expand and offer easier permitting for solar panels, front yard gardening, micro-habitat preservations, etc.

7 months ago 12 Agree
- Turning multiple blighted areas around downtown into residential/commercial developments with sidewalks. EP is located on MARTA line it doesnt have to be car-centric suburbia, it has opportunity to be a living mid density town (at least around downtown)

7 months ago 9 Agree
- Plan with multigenerational thinking in mind. I have so many teen neighbors with absolutely nothing to do. I'd love to see pools/rec spots/ better summer programming options etc. that keep them engaged and growing. Please don't just cater to the loudest demographic, our youth need infrastructure and programming so that they become better integrated into this community. This is their home and we should be making it the best place to live for them. I'd also really love to see more things to showcase the charm of our area - historic home tours, neighborhood festivals that attract from all over etc. Finally, in this planning process don't get distracted by those who claim to care about gentrification but then spend all of their energy complaining that we are not like other cities who've successfully gentrified. Focus on revitalization and multigenerational plans. Constantly ask, how do our plans impact the various age groups and demographics? What about those who will live here 30 years from now? All these brewery type ideas cater to a certain type of waspy gentrifier demographic... make sure you ask the youth what they want and dream of. What can we be exposing them to so that they are not left to their own devices? Invest in our youth now. TCHS is full of brilliant youth .... Dr. Lett I'm sure would help you all get data from them. Wishing you all the best, I can imagine this work is hard.

5 months ago 4 Agree
- Fire everyone in the Planning & Zoning department. They have failed the city. Compare us to our Tri-City neighbors. We are stifled because of them. Old East Point must make way for modern day living.

7 months ago 3 Agree

- More neighborhood parks. More walkable sidewalks, not the ones that run right next to four lane road, with no green space in-between and no trees

7 months ago 3 Agree
- A strong voting infrastructure that encourages information exchange, good communication, competition and change. An active and supported EP business community/organization that values community engagement and respects residents' utilization of their establishment.

7 months ago 3 Agree
- Safe, clean, aesthetic parks

5 months ago 1 Agree
- The recycling center now charges for placing excess trash in the trash bin. It is not a good way to preserve the community since garbage pickup is only once a week. We want a City that is clean and not disincentivize residents to bring bulk trash or objects from the week.

6 months ago 1 Agree
- Seek out and attract industries that need creative types and knowledge workers. Find a way to avoid having new industrial polluters in East Point. These heavy industrial manufacturers, test labs, etc. often only hire a few employees at low wages. They do not contribute to the community.

7 months ago 1 Agree
- Permitting and code enforcement should stop punishing home owners and go after developers who are cutting corners and don't have the best interest.

3 months ago
- Empowered Participatory Governance, a concept where City Council and the City Manager use citizens' conversations and recommendations as a mechanism of empowerment to improve citizen engagement in local government. The most fundamental component of democracy. East Point leadership should consider analyzing citizen survey responses and use these responses as a base point for FY 23 plans, moving into open discussions with reasoning on City Council actions.

5 months ago
- Community farming and gardening infrastructure for every square mile

5 months ago
- EP needs to focus on what makes itself unique and go with that theme. Hapeville has arts, CP has restaurants, and EP could have it's agricultural plan come to life. Curbside composting, cooking, growing, fresh healthy food

5 months ago
- East Point is filthy - need more services especially around Lee St coming from McPherson to downtown EP - grass always needs to be cut, pet bins are never picked up and disgusting, trash is everywhere

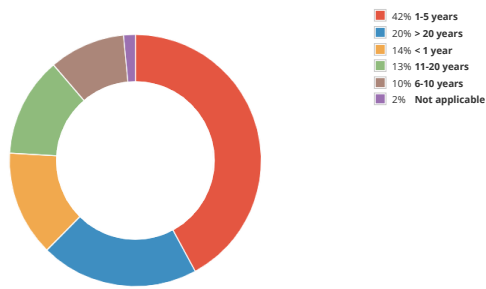
6 months ago

Which of the following statements apply to you (select all that apply)?

|     |  |       |
|-----|--|-------|
| 98% | I am a resident of East Point          | 129 ✓ |
| 7%  | I work in East Point                   | 9 ✓   |
| 5%  | I own a business located in East Point | 7 ✓   |
| 1%  | Other                                  | 1 ✓   |

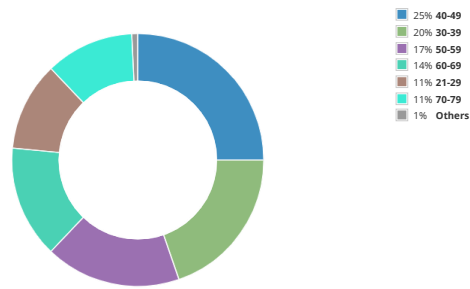
132 Respondents

Atlanta Regional Commission - Report Creation  
How long have you lived in East Point?



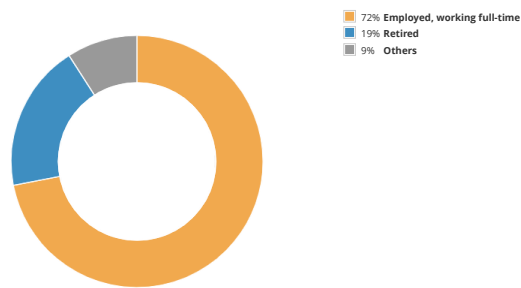
133 respondents

What is your age?



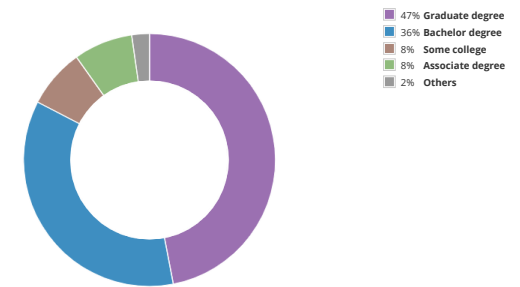
132 respondents

Which of the following categories best describes your employment status?



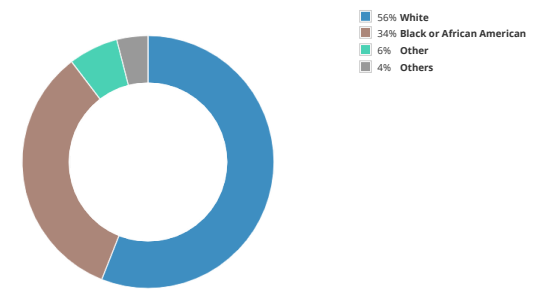
132 respondents

Atlanta Regional Commission - Report Creation  
What is the highest level of school you have completed or the highest degree you have received?



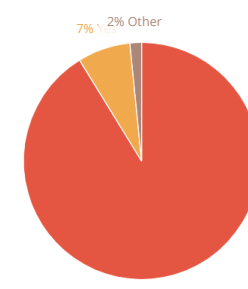
132 respondents

With which race do you identify?



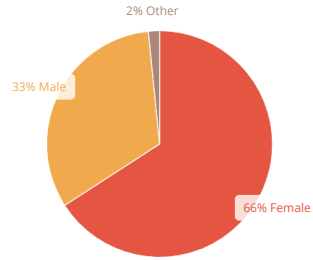
125 respondents

Do you identify as Hispanic, Latino, or Spanish?



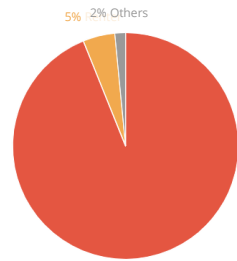
125 respondents

Atlanta Regional Commission - Report Creation  
What is your gender identity?



126 respondents

What best describes your housing status?



131 respondents

Subscribe now to get updates on upcoming engagement opportunities!

No data to display...



# CITY OF EAST POINT

## 2022 COMPREHENSIVE PLAN UPDATE

**Steering Committee Meeting #1 – March 23, 2022**



# PURPOSE

- Review background information
- Understand plan requirements and process
- Explain roles and expectations
- Review existing conditions data
- Discuss Needs and Opportunities
- Look at tentative schedule
- Answer any questions



# WHY DO WE PLAN?



# BACKGROUND | COMPREHENSIVE PLANNING SERVICES

- ARC Primary Role: coordinate regional & state reviews
- Major Updates: every 10 years, minor update at 5-year mark
- Local planning rules complex, data-heavy, one size fits all

**2012**

*Rules  
Revised*

- ARC Primary Role: provide direct assistance if asked
- Updates every 5 years
- Flexibility, customization, usability are key:
  - Required elements + menu of optional elements
  - Simplified deliverable

*BEFORE*

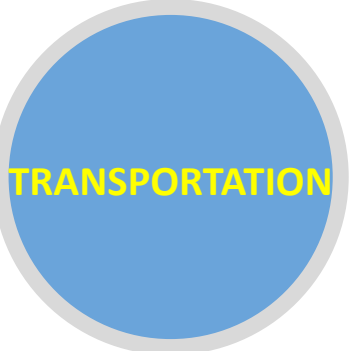
*AFTER*

# PROCESS | REQUIRED PLAN ELEMENTS

*REQUIRED FOR ALL*



*REQUIRED FOR SOME*



# PROCESS | OPTIONAL PLAN ELEMENTS

TARGET  
AREAS

PUBLIC  
SAFETY

GREENSPACE  
OR  
RECREATION

EDUCATION

HUMAN  
SERVICES

NATURAL  
RESOURCES

INTER-GOVT  
COORDINATION

SOLID WASTE  
MANAGEMENT

INFRASTRUCTURE  
& FACILITIES

COMMUNITY  
SUSTAINABILITY

HISTORIC &  
CULTURAL  
RESOURCES

DISASTER  
RESILIENCE



# PROCESS | ELEMENTS REQUIRING UPDATE EVERY 5 YEARS

- Updated Needs and Opportunities
- Broadband Element (wasn't required until 2018)
- Updated Land Use Element
- Report of Accomplishments (ROA) – Documents current status of every item from Community Work Program (CWP) in existing plan
- Updated CWP – Includes items noted as Underway or Postponed in ROA, plus any brand-new items



# PROCESS | KEY ACTIONS/ROLES

## City of East Point

- ✓ Report of Accomplishments (ROA) → Develop new CWP
- ✓ Form Steering Committee and schedule Steering Committee meetings
- ✓ Develop public awareness and invitations to Steering Committee and other meetings

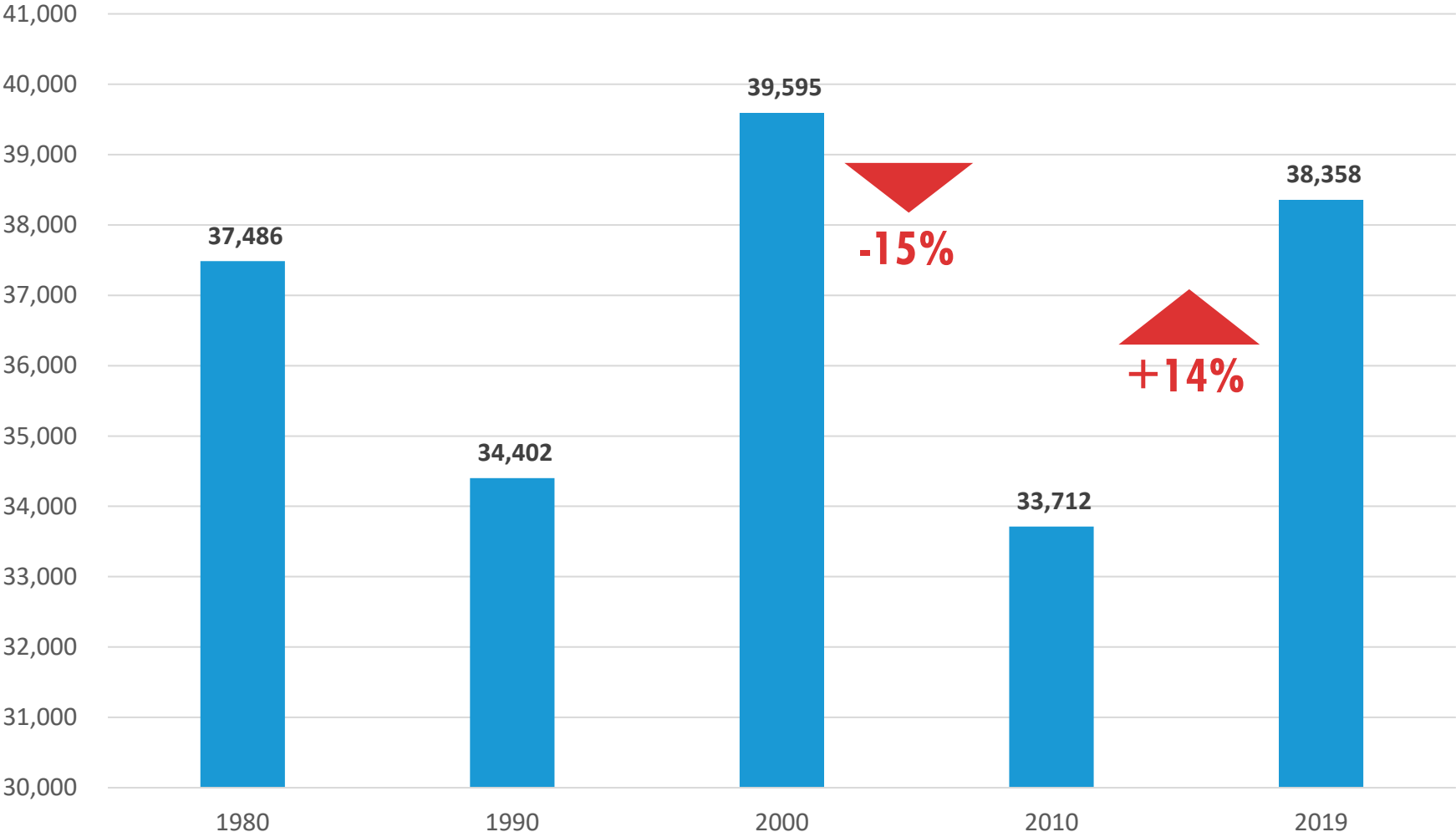
## ARC

- ✓ Present at/support/attend both required public hearings
- ✓ Develop online public engagement portal and survey
- ✓ Facilitate one public meeting
- ✓ Facilitate three Steering Committee meetings
- ✓ Update Needs and Opportunities, Vision and Goals, Key Elements (Land Use, Transportation, Housing, Economic Development, Broadband, etc.); review updated CWP
- ✓ Develop content for public notices, ads and other engagement materials, if requested
- ✓ Implement any revisions required by DCA; provide final plan and other documents



# DEMOGRAPHIC TRENDS

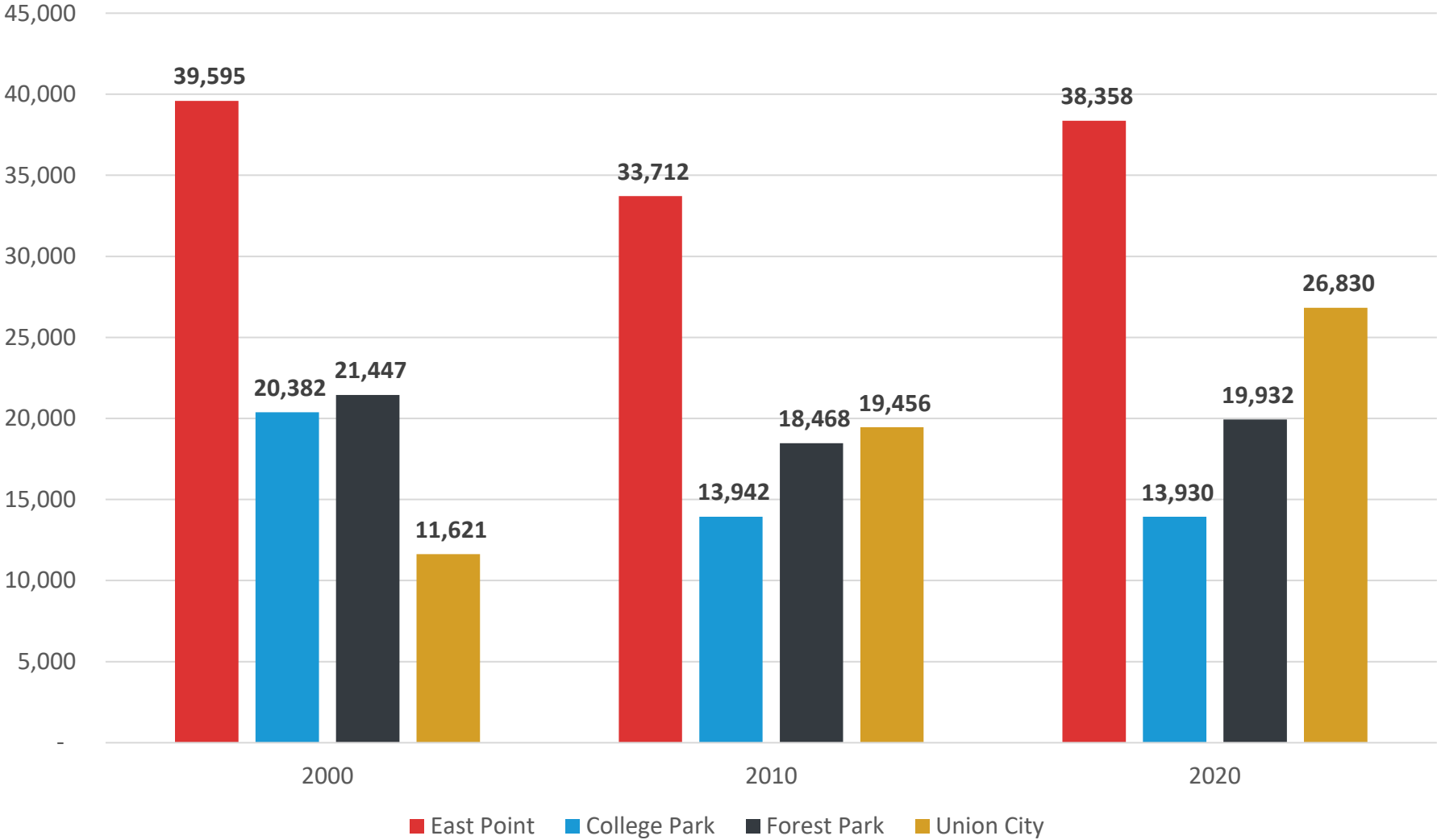
# POPULATION CHANGE



Data Source: US Census Bureau, Decennial Census



# POPULATION COMPARISON



Data Source: US Census Bureau, Decennial Census



# RACIAL COMPOSITION

Racial Composition, East Point, 2010

- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Other
- Two or more races



Racial Composition, East Point, 2019

- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Other
- Two or more races



Between 2010 and 2019, East Point’s racial makeup experienced a few notable changes.

The proportion of black residents increased by about 5% while the white population remained relatively constant. The proportion of residents identifying some race other than those listed in the charts above decreased, from 7% to 3%.

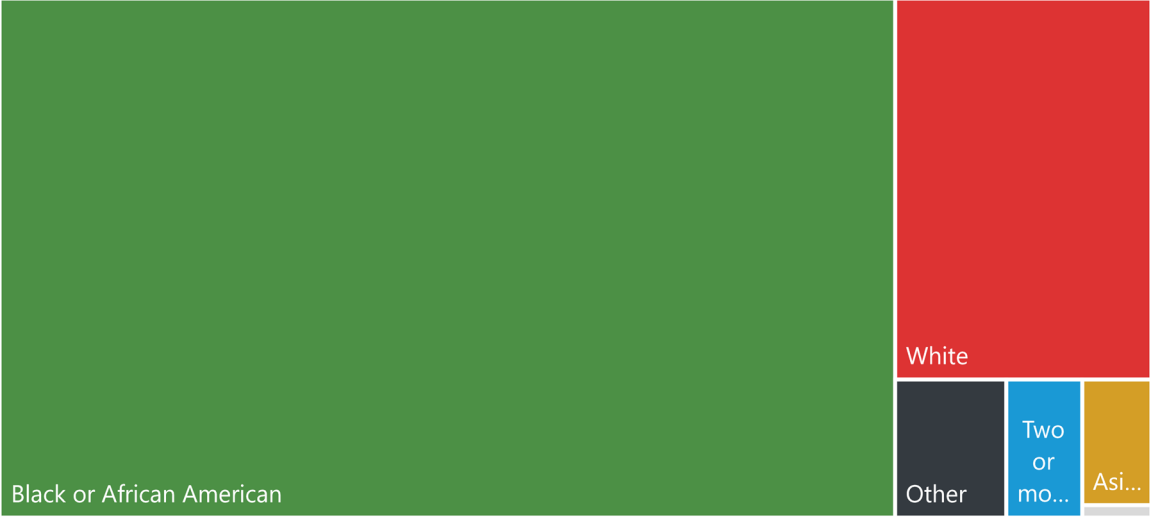
14% of residents of any race identified as Latino in 2010, and this percentage decreased to 7% by 2019.



# RACIAL COMPOSITION COMPARISON

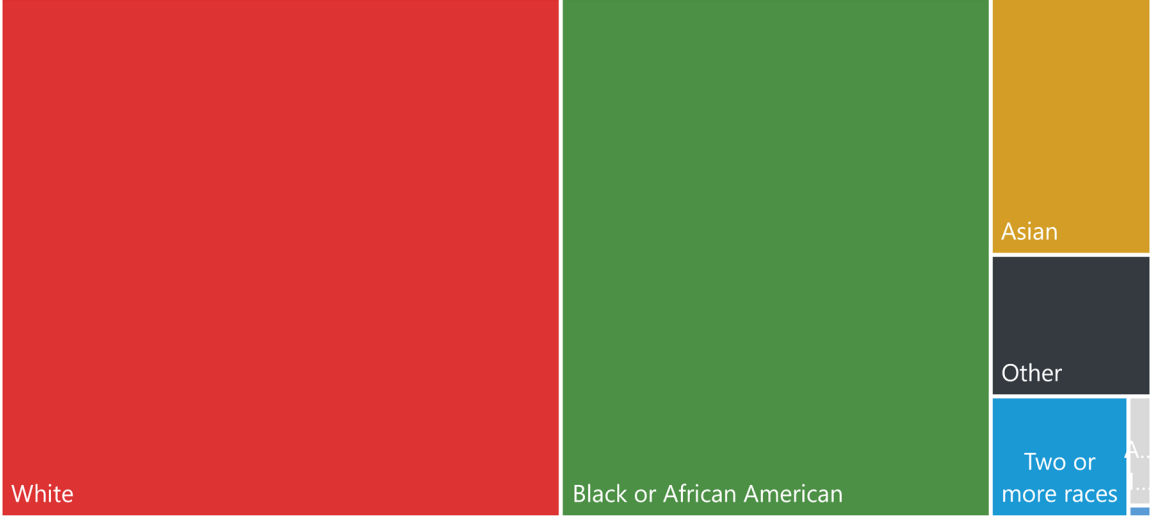
Racial Composition, East Point, 2019

- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Other
- Two or more races



Racial Composition, 11-County Region, 2019

- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Two or more races
- Other



Note: East Point’s estimated Native Hawaiian and Other Pacific Islander population is zero.



# HOUSING TRENDS

# METRO ATL HOUSING STRATEGY

## East Point



### 74% SUBMARKET 4

Lower-priced core neighborhoods vulnerable to increasing housing costs

### 18% SUBMARKET 3

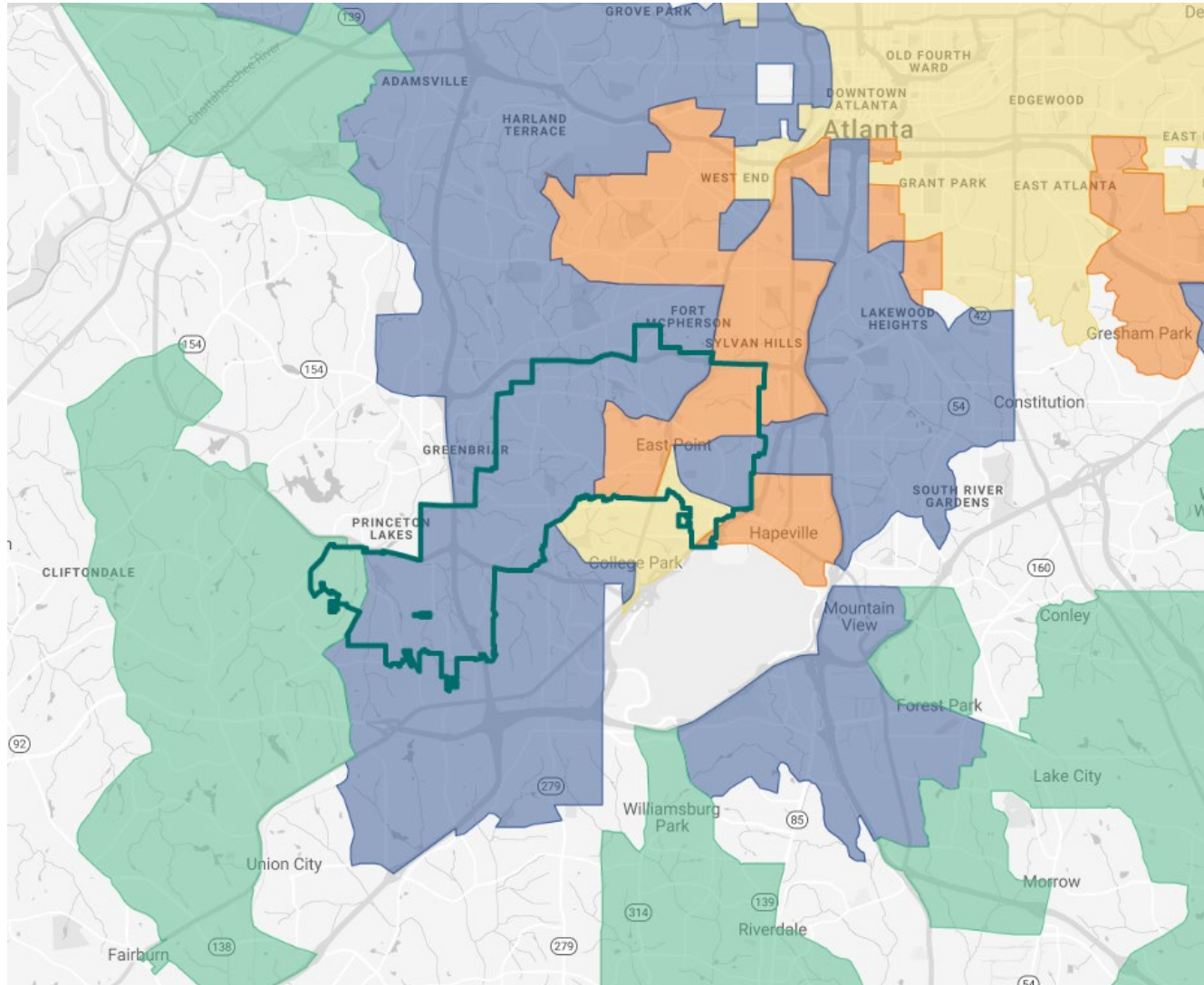
Rapidly changing core neighborhoods experiencing the greatest increase in housing costs regionally

### 4% SUBMARKET 1

Higher-priced core neighborhoods

### 4% SUBMARKET 7

Suburban neighborhoods with lower-to-moderate-priced housing, biggest increase in renters



## CITY SNAPSHOT

Median Home Sale Price (2020) **\$173,000**

Change in Median Home Sale Price (2013-20) **+255%**

Home Sale Price Per Sq Ft (2020) **\$119.00 sq ft**

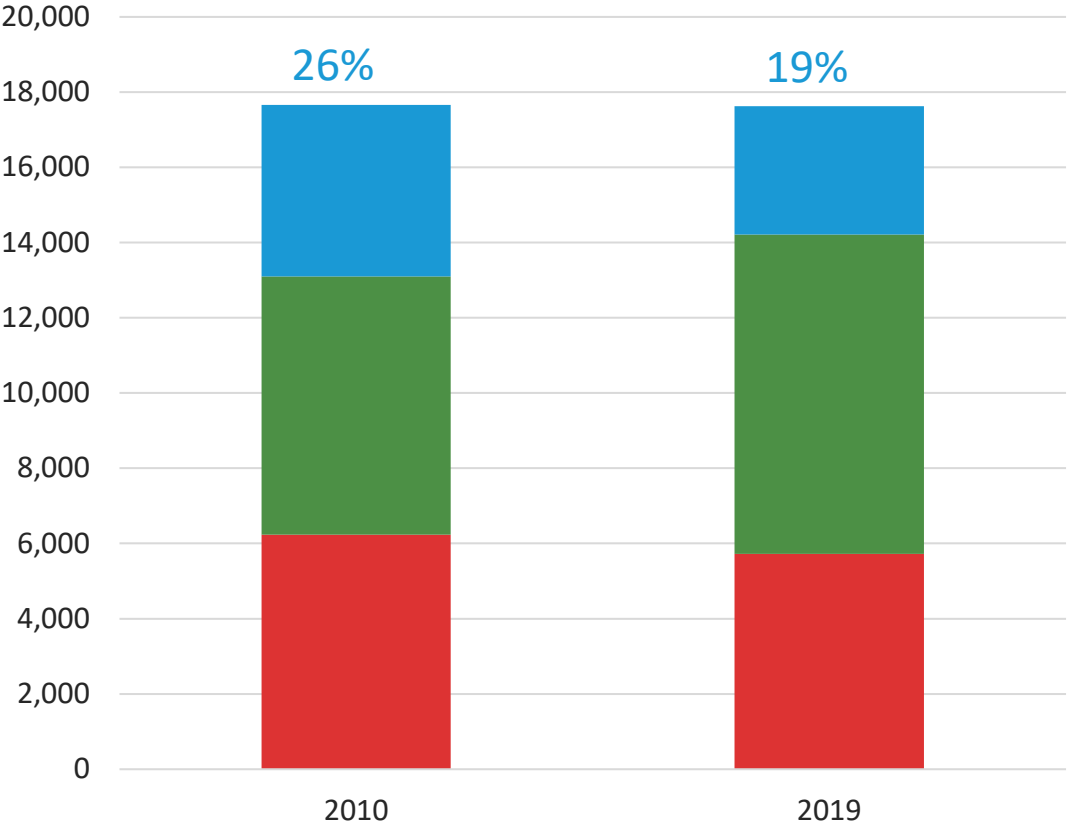
Percent Change in Home Sale Price Per Sq Ft (2013-20) **+181%**

Median Building Area of Home Sales (2020) **1,349 sq ft**

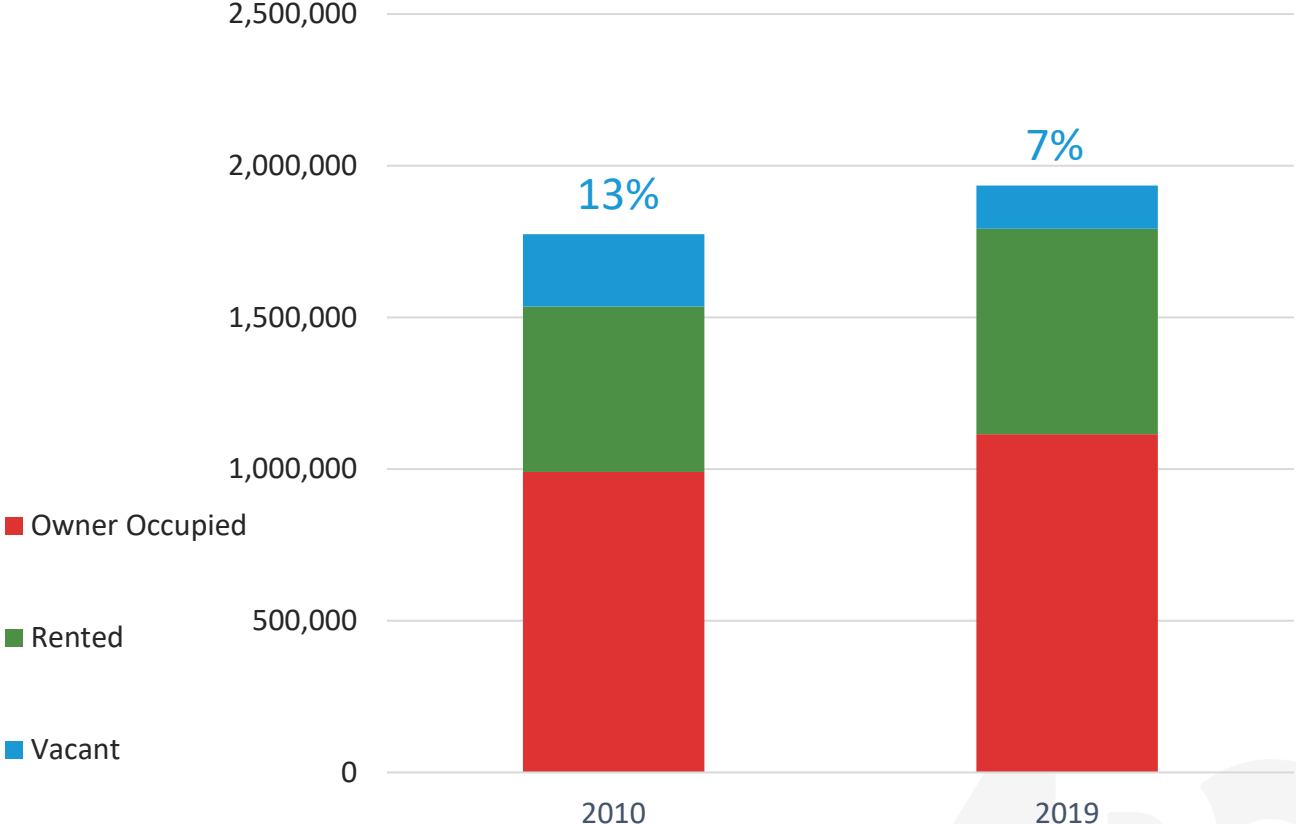
Data source: ARC analysis of Zillow's ZTRAX home sale transactions, 2013 & 2020. Explore this data further in the [DATA EXPLORER](#)

# HOUSING TENURE

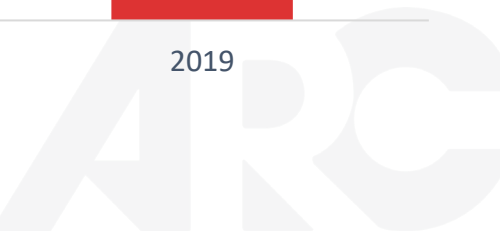
### East Point



### 11-County Atlanta Metro



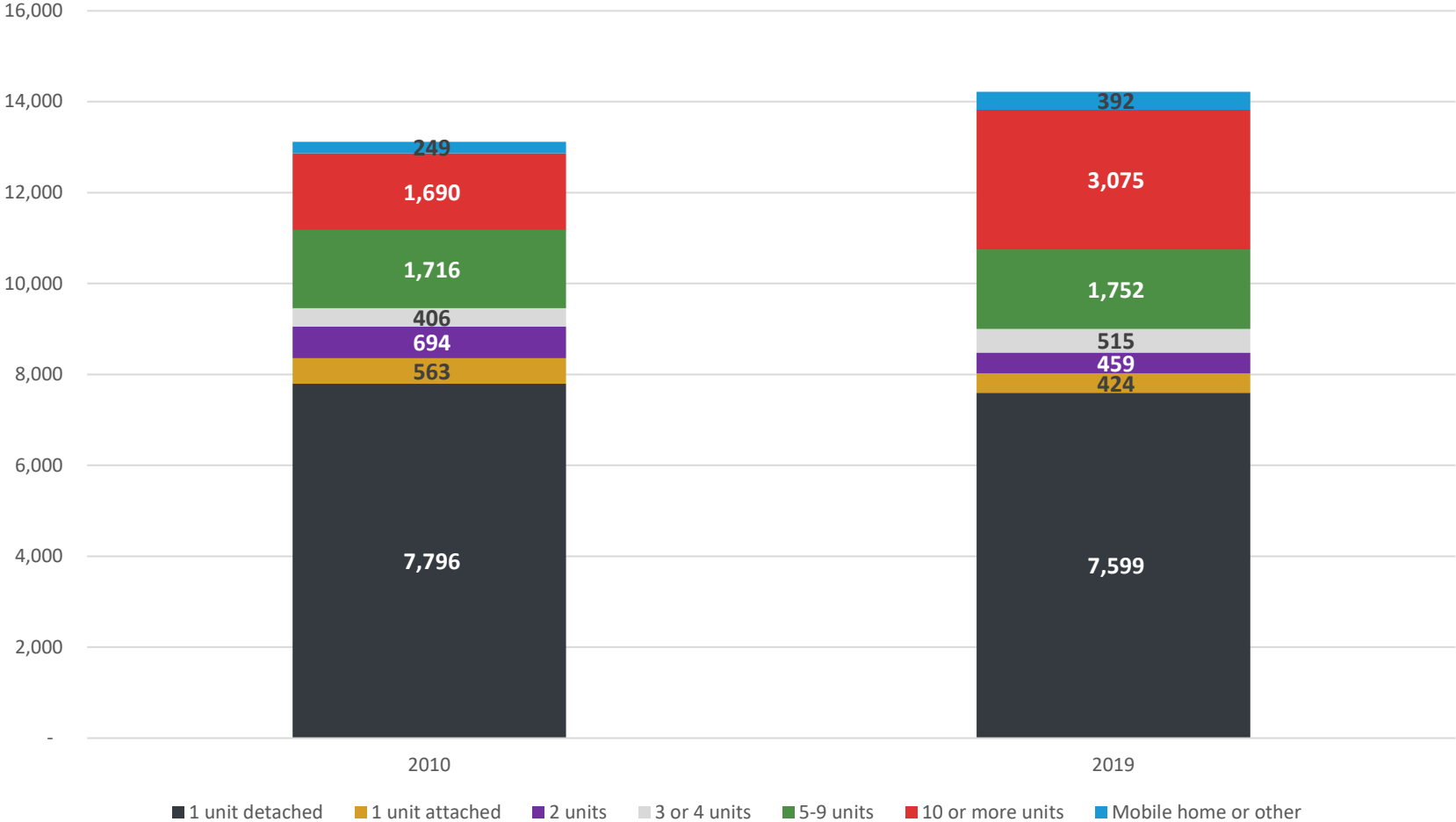
- Owner Occupied
- Rented
- Vacant



Data Source: American Community Survey, 2010 and 2019



# HOUSING TYPES



East Point gained roughly 1,000 housing units over the last decade, with most of that growth coming from multifamily housing.

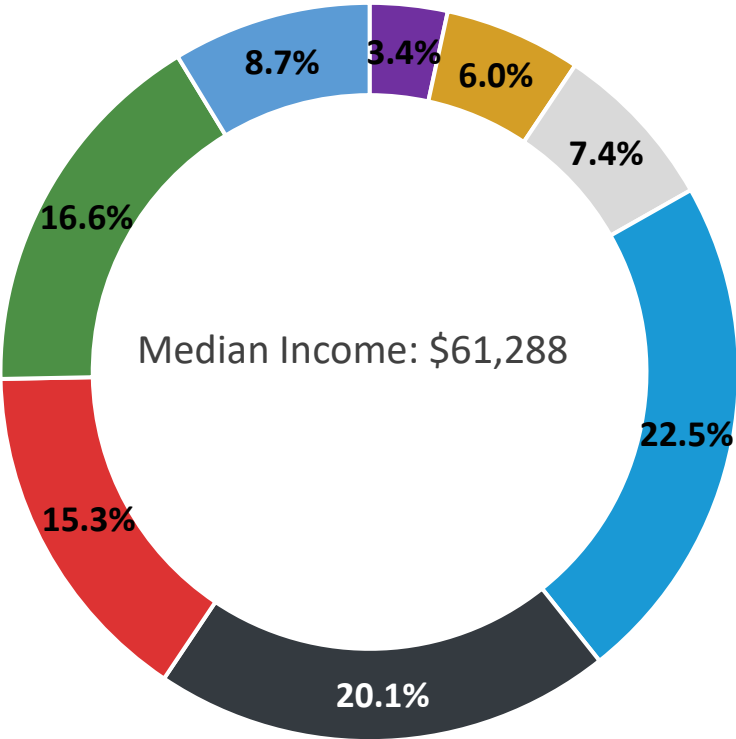
In fact, Census Bureau estimates suggest a slight decline in stock among most other housing types between 2010 and 2019.



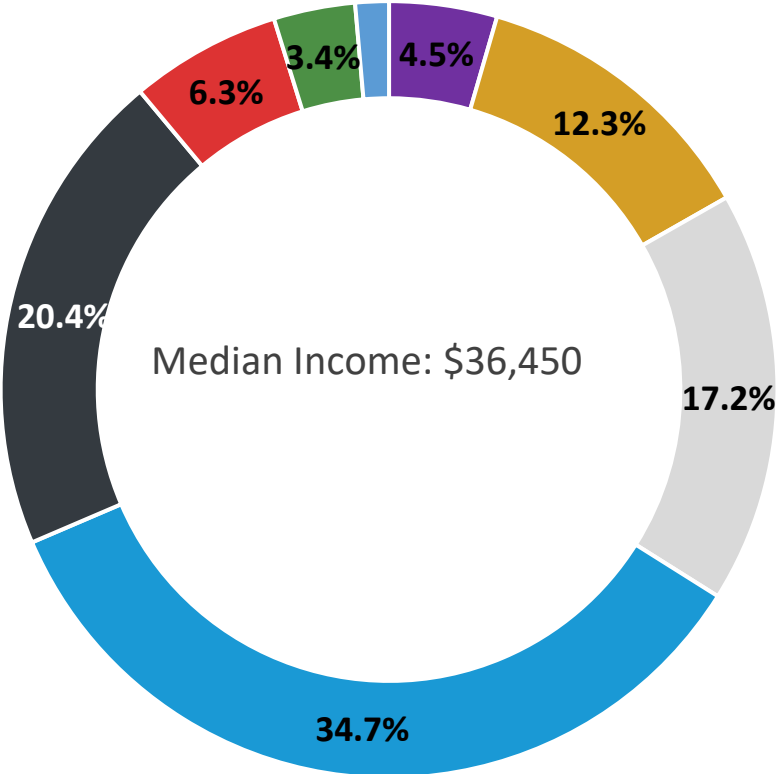
Data Source: American Community Survey, 2010 and 2019

# HOUSEHOLD INCOME DISTRIBUTION: RENTERS & OWNERS

Owners Income Distribution



Renters Income Distribution

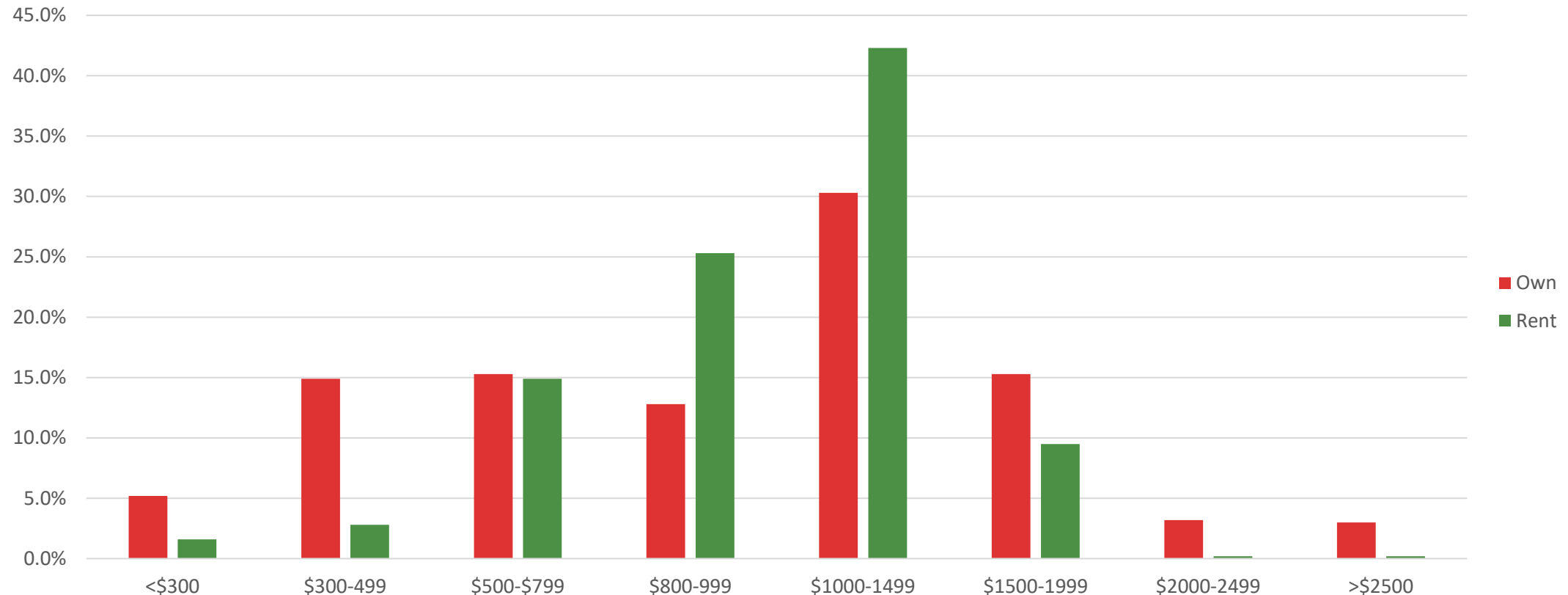


- <\$5,000
- \$5,000-\$14,999
- \$15,000-\$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- >\$150,000

Data Source: American Community Survey, 2019



# MONTHLY HOUSING COSTS: RENTERS & OWNERS



Most renters spend between \$1,000 and \$1,499 on housing costs each month, while housing costs for homeowners are more evenly distributed, though the greatest portion of homeowners also spend in this range monthly.



# ECONOMIC TRENDS

# BROADBAND AVAILABILITY

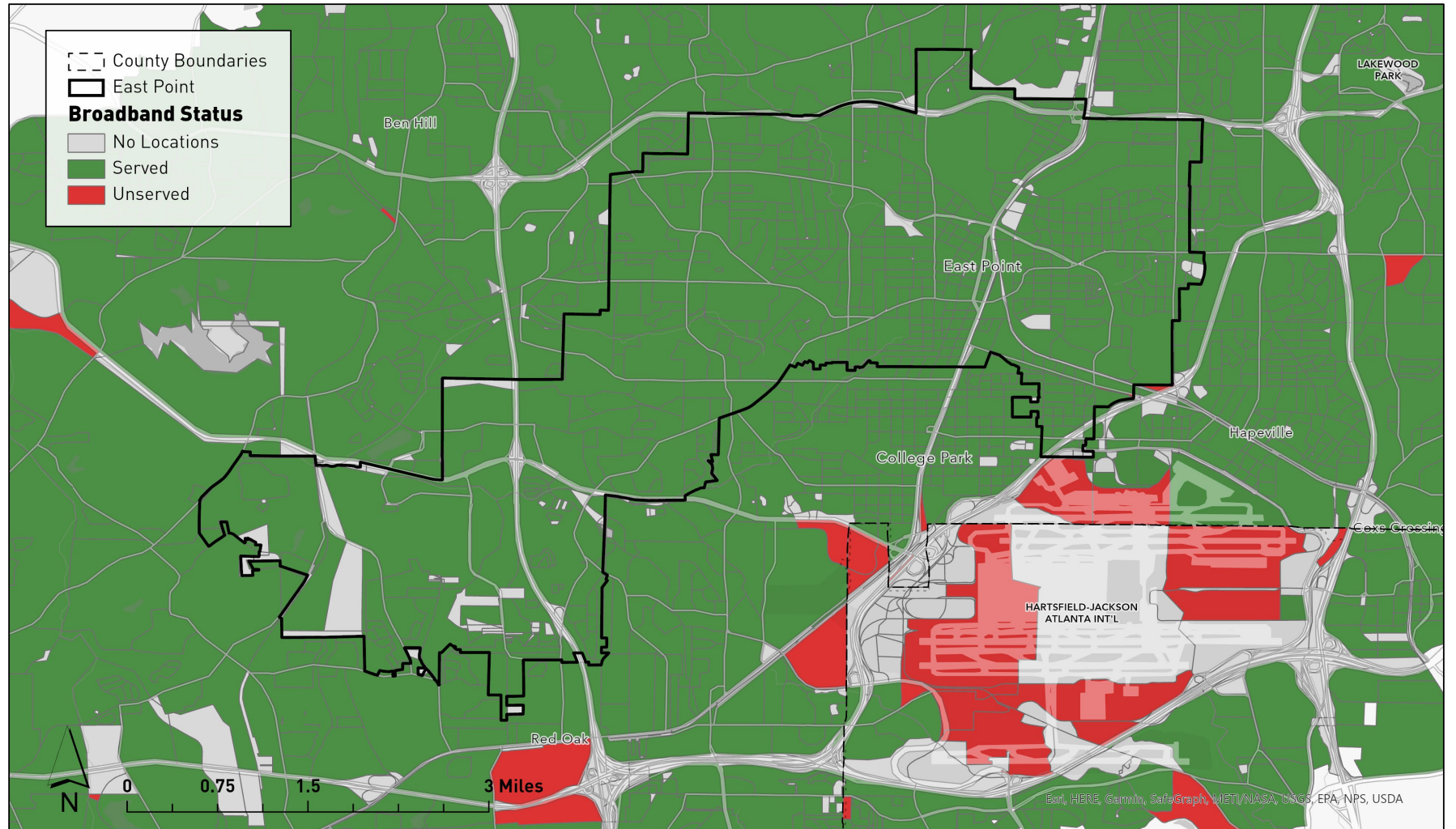
## Description

This map focuses on unserved broadband statistics for Georgia counties. Click in the map or search by county to see county statistics. Census block level availability will appear once zoomed in.

County statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as 'Unserved'. The map depicts access to broadband, not subscription to broadband.

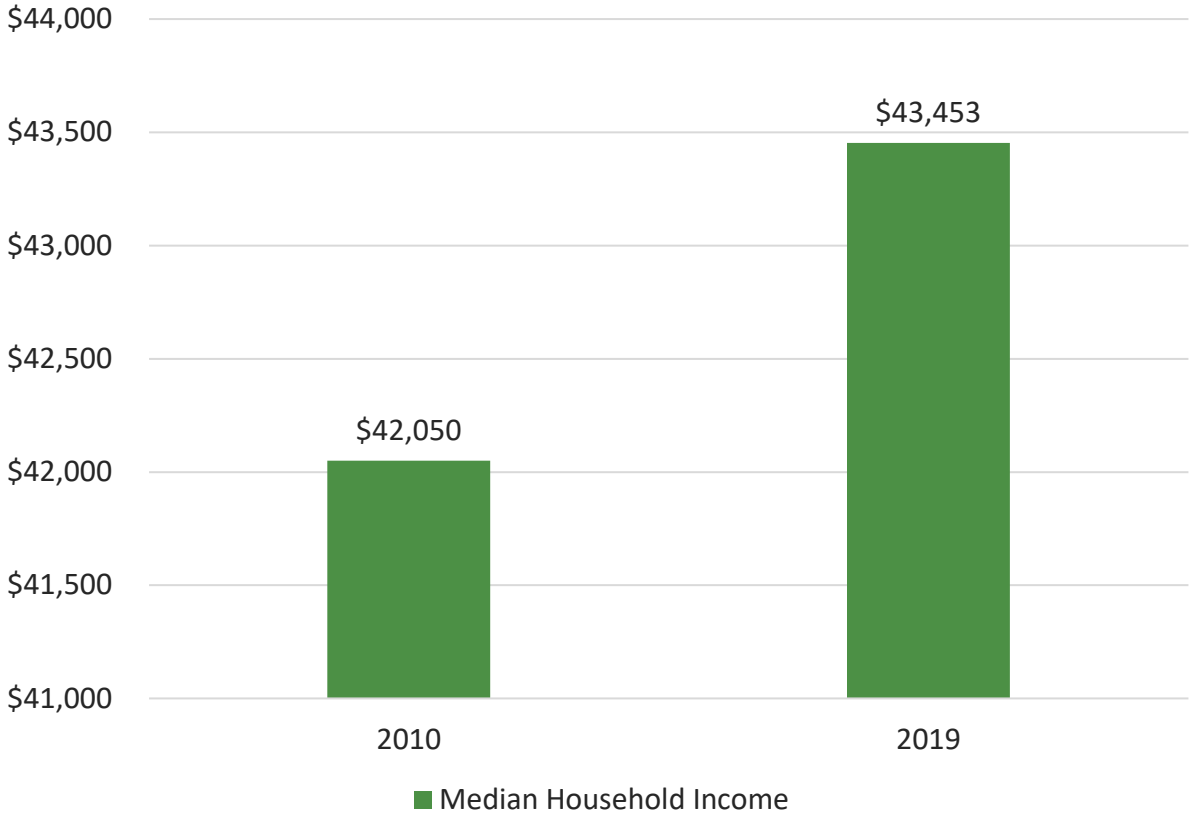
Broadband data is provided by the various Internet Service Providers of Georgia.

Location data are from commercially available sources.



# MEDIAN HOUSEHOLD INCOME

Median Household Income

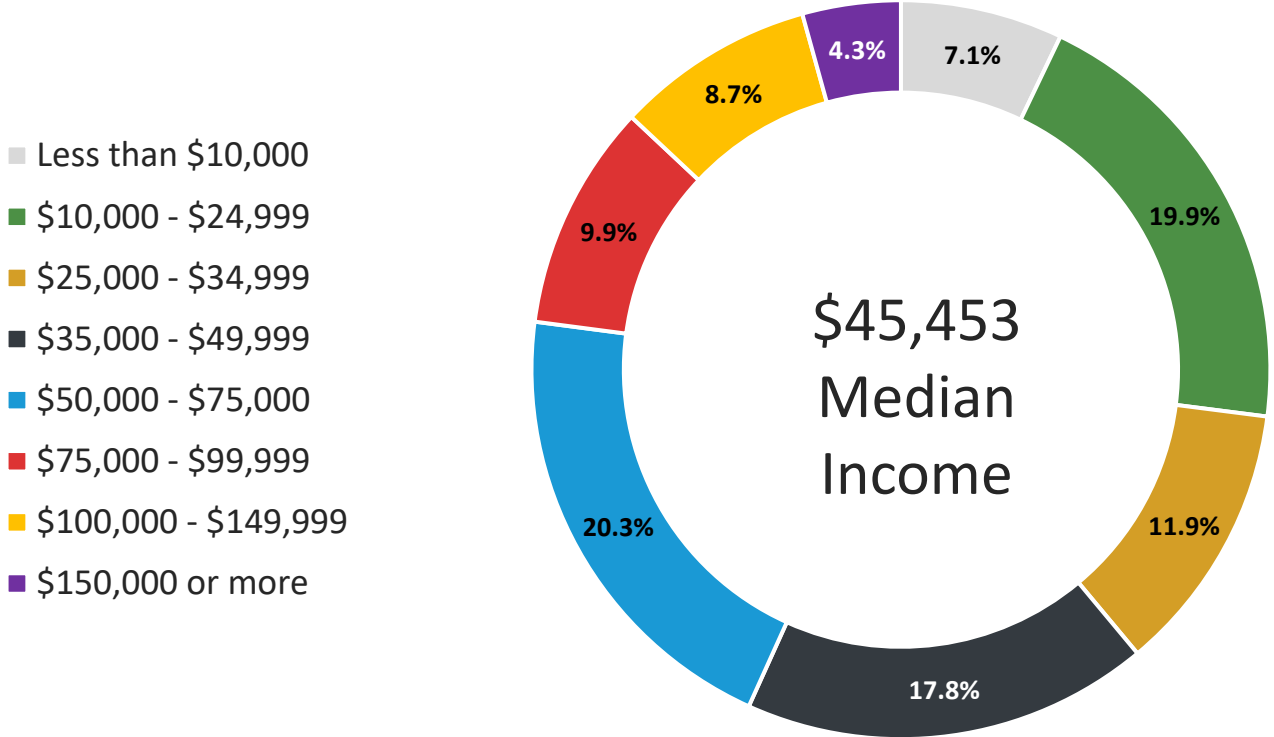


|                            |                 |
|----------------------------|-----------------|
| <b>Median Income, 2019</b> | <b>\$43,453</b> |
| 120% AMI                   | \$52,144        |
| 80% AMI                    | \$34,762        |
| 50% AMI                    | \$21,727        |
| 30% AMI                    | \$13,036        |

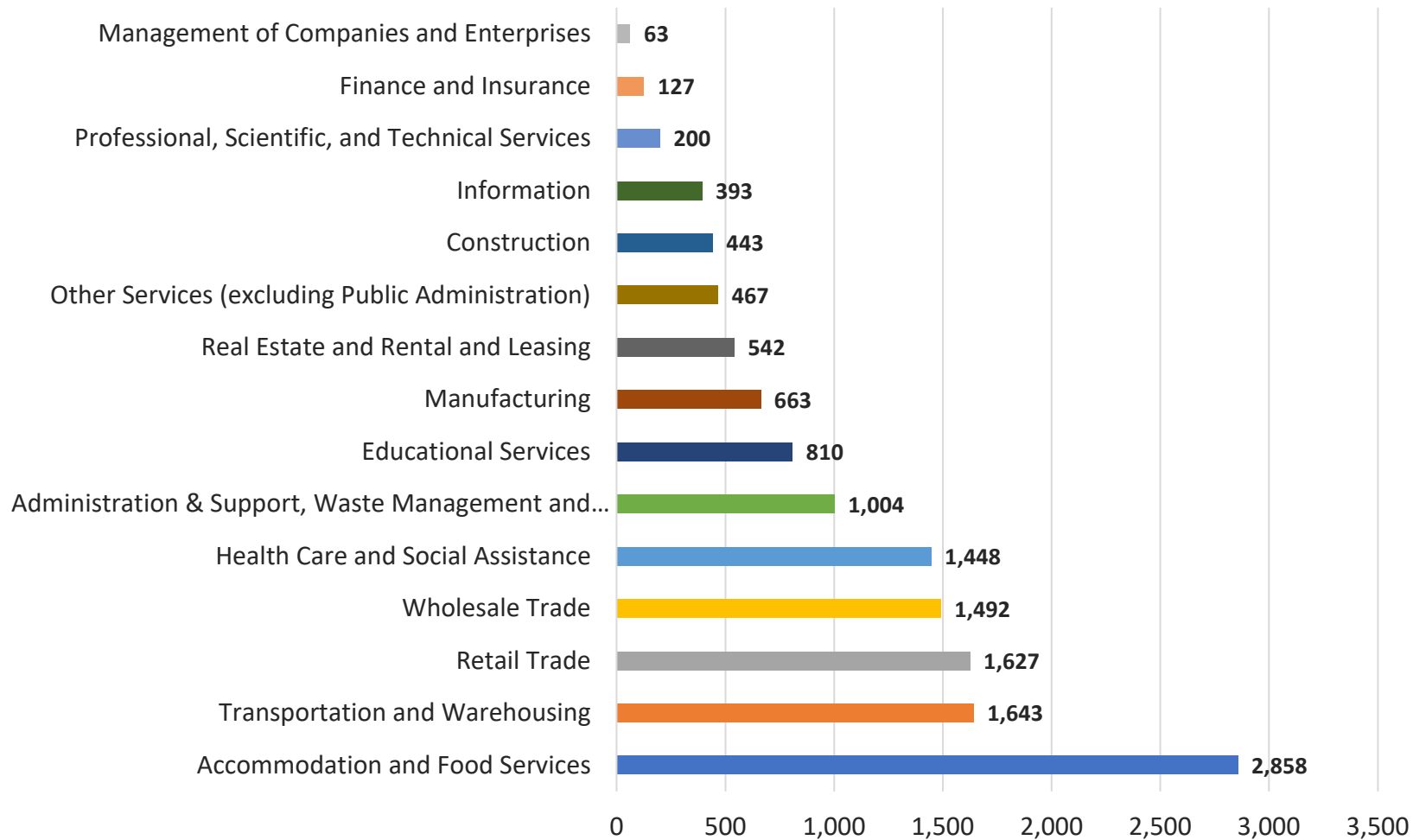
Data Source: American Community Survey, 2010 and 2019



# INCOME DISTRIBUTION



# WORKPLACE AREA CHARACTERISTICS



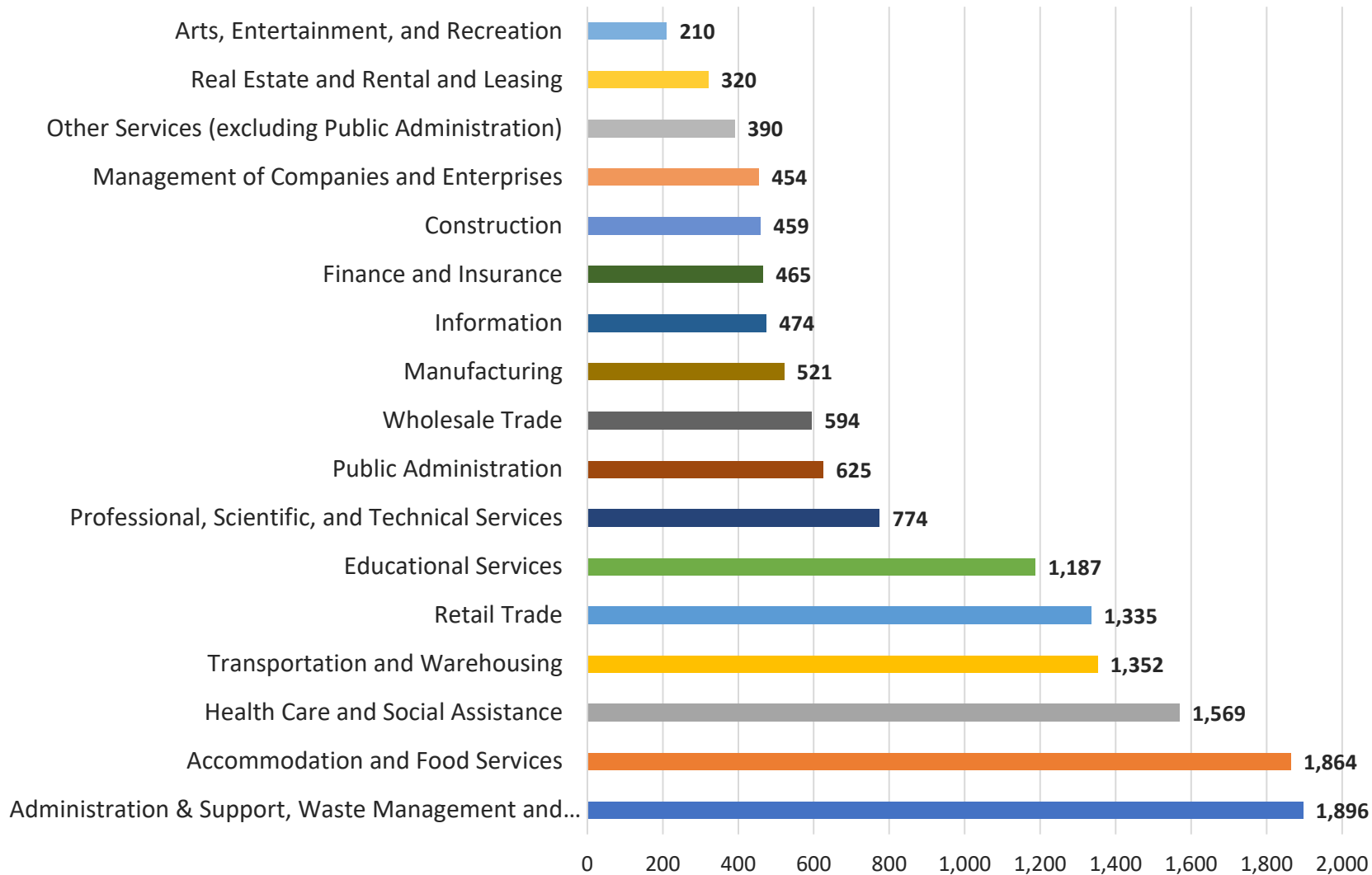
## What jobs exist in East Point?

In terms of employment, the largest industry in the city is Accommodation and Food Service, followed by Transportation and Trade Industries.





# RESIDENT AREA CHARACTERISTICS



What industries do East Point residents work in?

In terms of employment, the largest industries among the city's residents are Administration and Support, Food Service, and Health Care.



# TRANSPORTATION TRENDS



# TRAFFIC FLOWS

Commute to East Point:

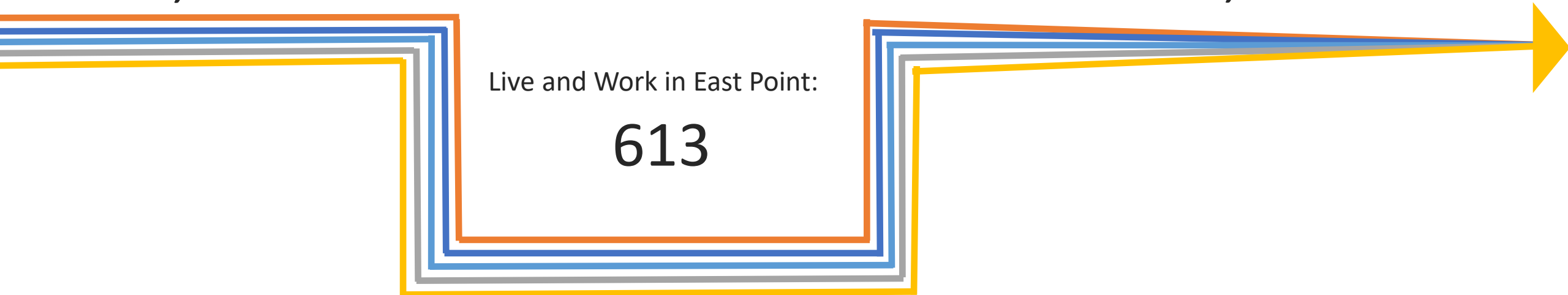
13,279

Commute out of East Point:

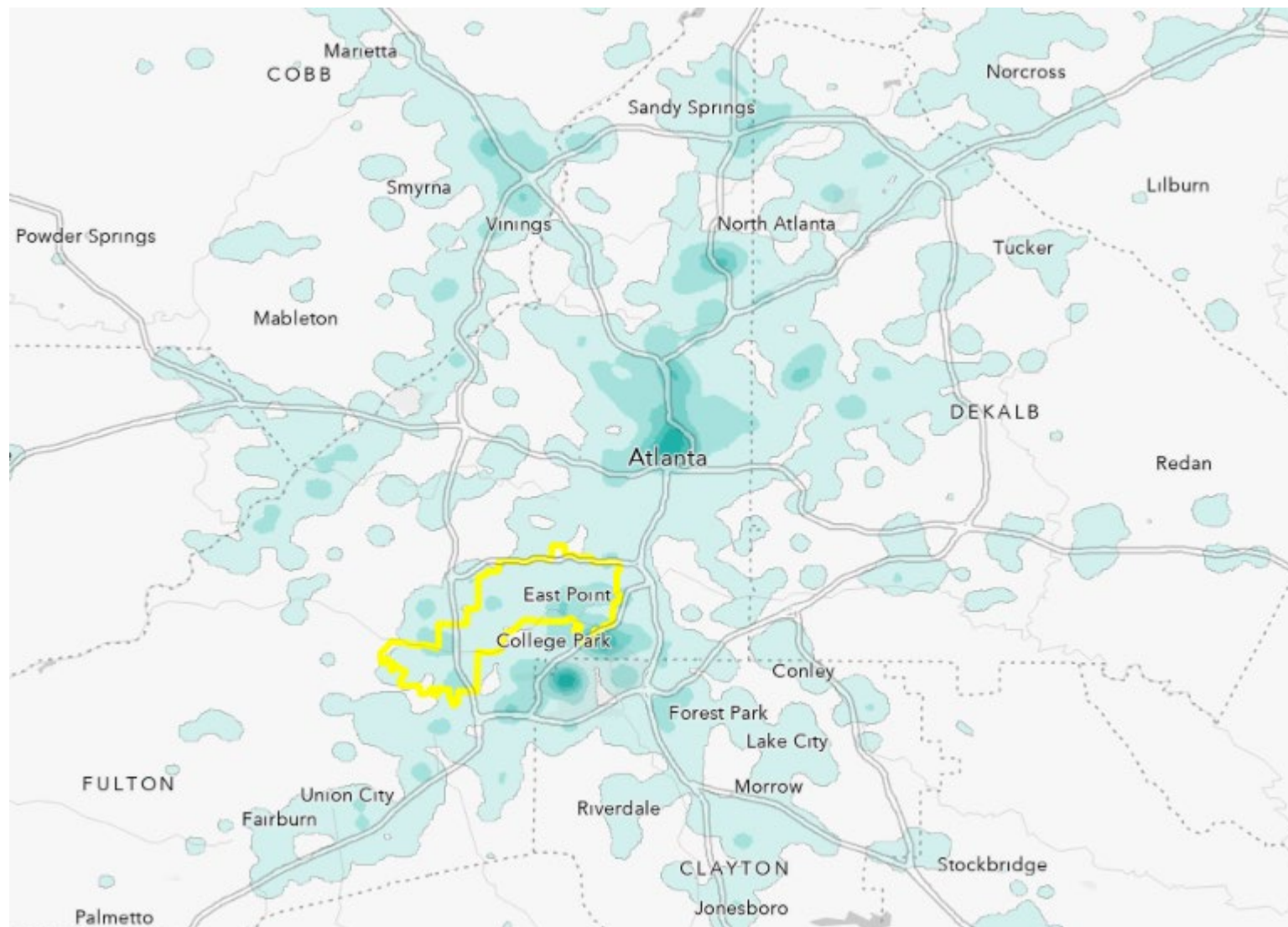
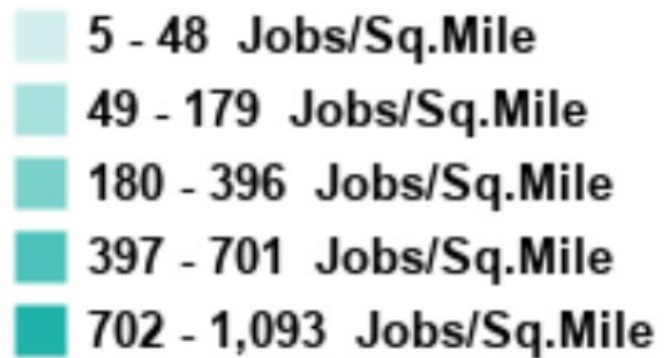
13,923

Live and Work in East Point:

613



# WHERE EAST POINT RESIDENTS WORK



# COMMUTE TIME

16% of residents travel <15 minutes

28% of residents travel 15-29 minutes

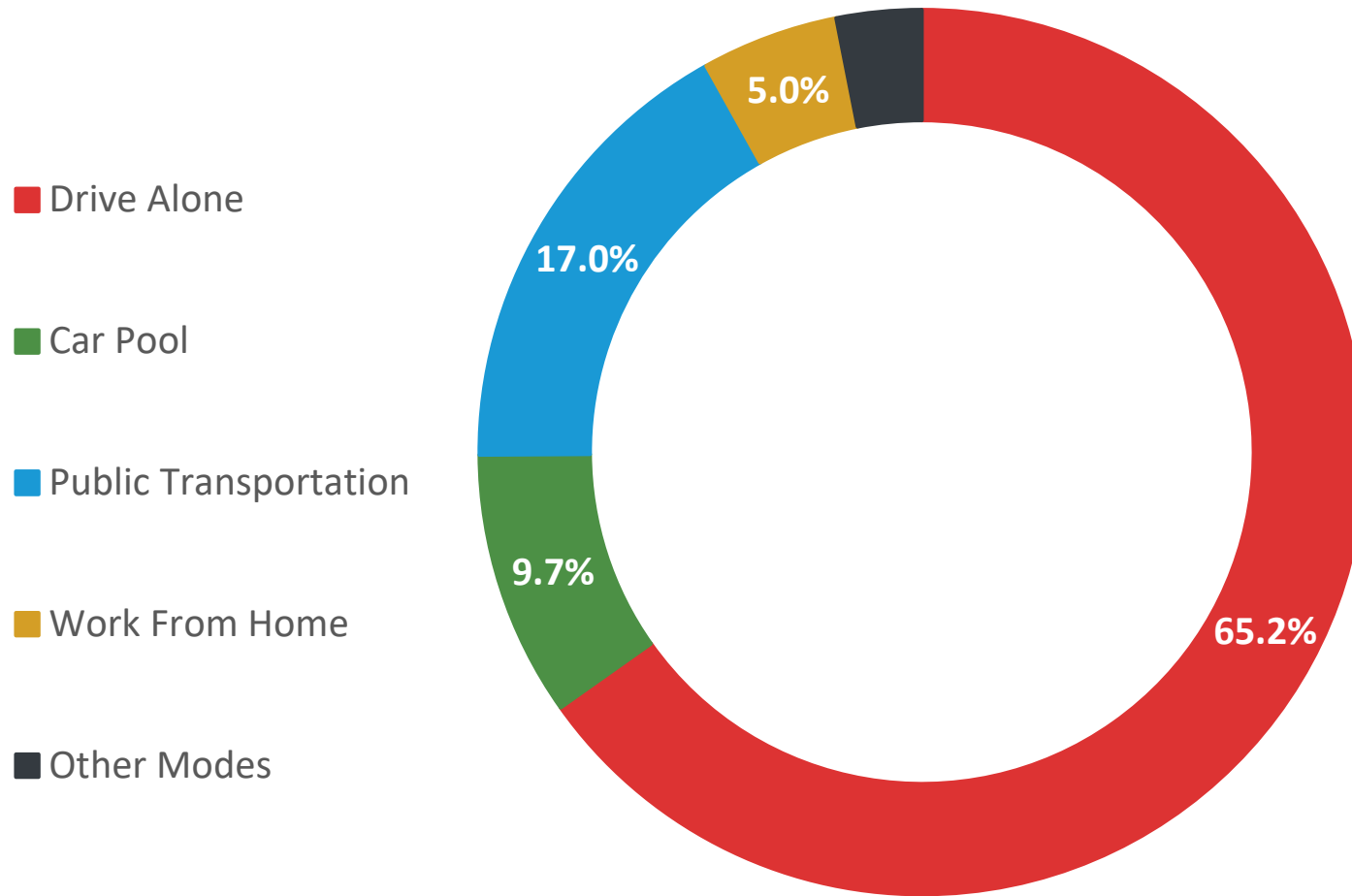
27% of residents travel 30-44 minutes

9% of residents travel 45-59 minutes

14% of residents travel >60 minutes



# MODE OF TRANSPORTATION

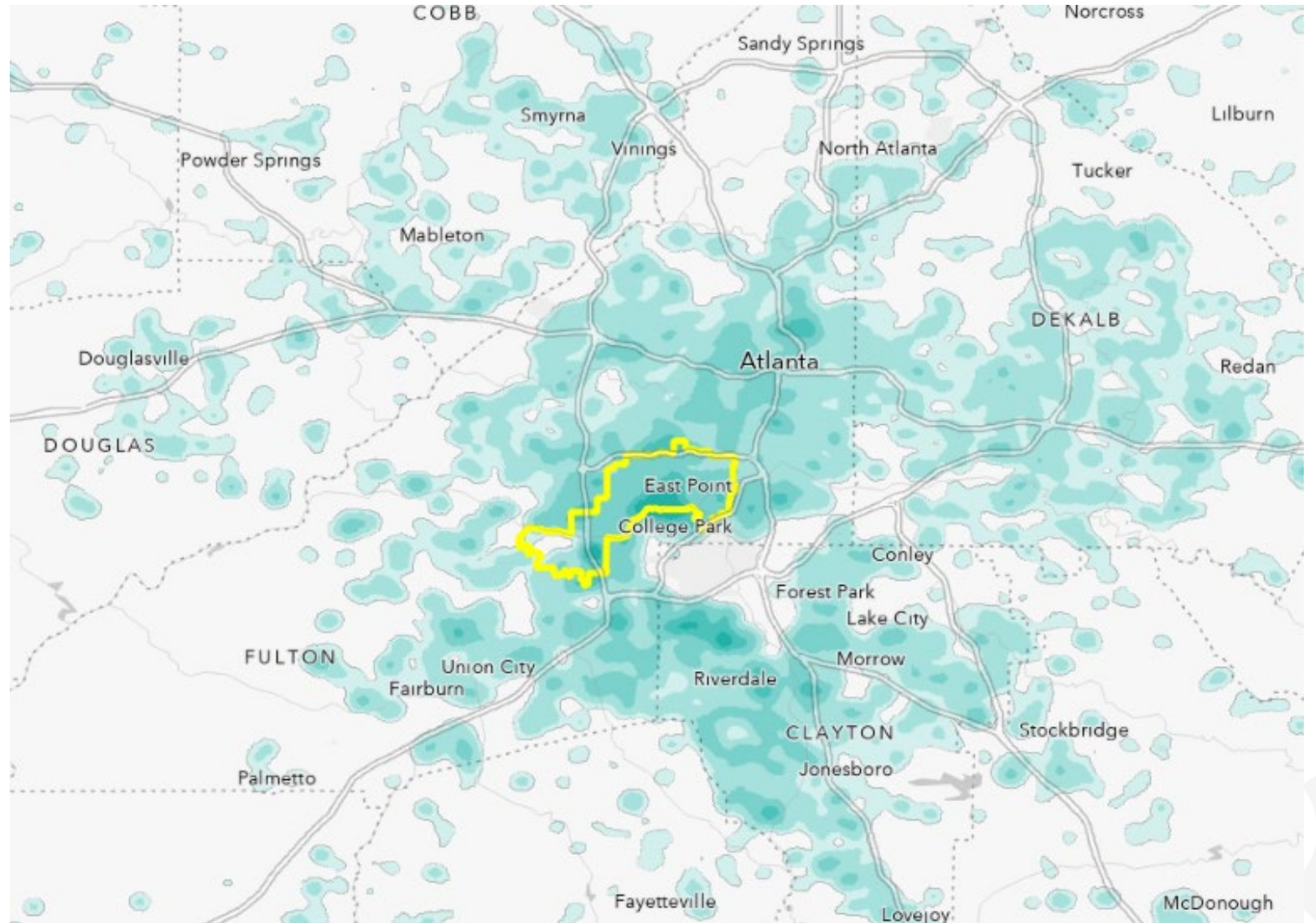
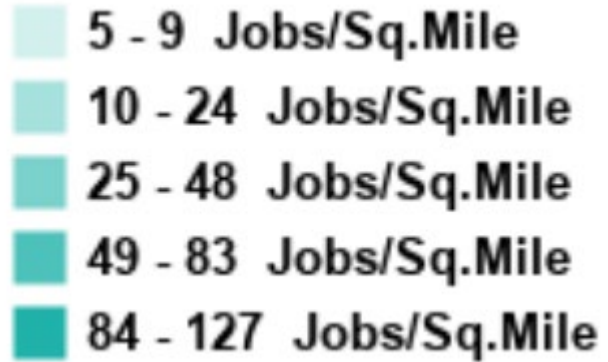


75% of residents use a car to get to work each day. The vast majority of those drive alone, while about 10% carpool. 17% of residents use public transit, and 5% work from home (in 2019).

Note: This data does not reflect the influence of the pandemic on transportation patterns.



# WHERE PEOPLE WORKING IN EAST POINT LIVE



# ISSUES AND OPPORTUNITIES

**Land Use & Economic Development**

**Natural & Cultural Resources**

**Population & Housing**

**Transportation**

**KEY QUESTIONS**

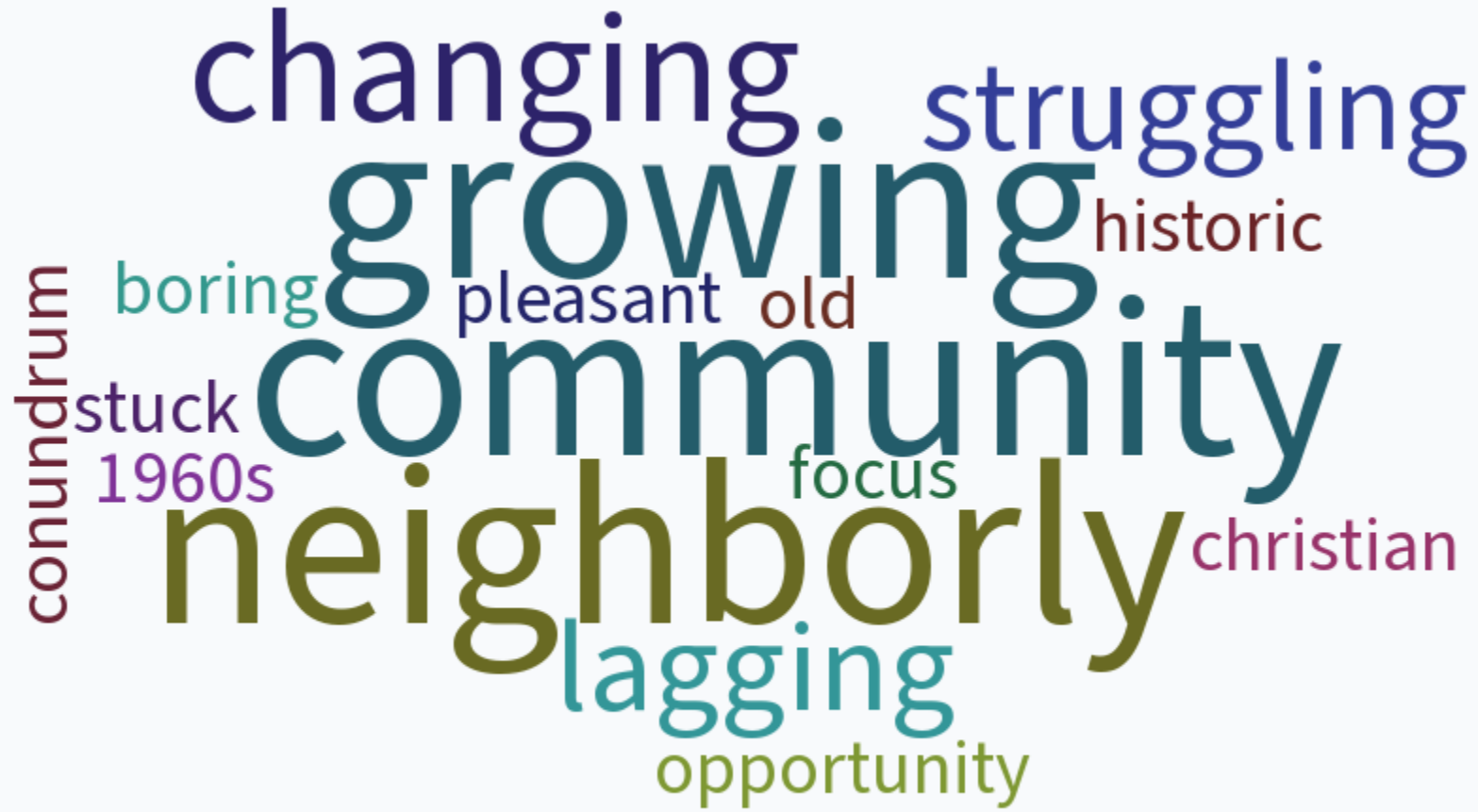
**What still resonates?**

**What's missing?**





What's one word or phrase you would use to describe East Point?



Total Results: 28

# What is East Point's biggest asset?



# What is East Point's biggest challenge?





# LAND USE & ECON DEVT - ISSUES



Downtown not meeting its potential in terms of gathering space, sense of place, design.

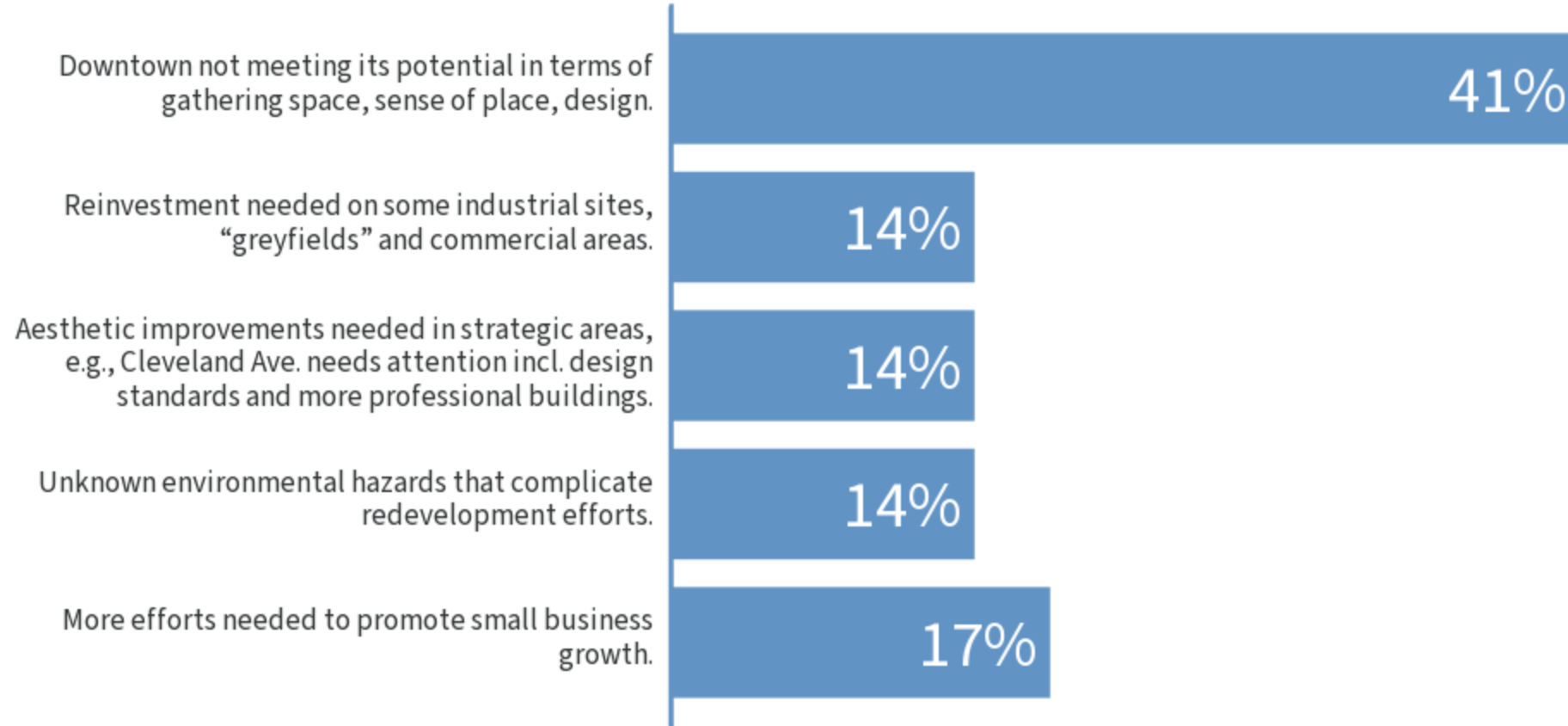
Reinvestment needed on some industrial sites, “greyfields” and commercial areas.

Aesthetic improvements needed in strategic areas, e.g., Cleveland Ave. needs attention incl. design standards and more professional buildings.

Unknown environmental hazards that complicate redevelopment efforts.

More efforts needed to promote small business growth.

## LAND USE & ECON DEVT - ISSUES



# LAND USE & ECON DEVT - OPPORTUNITIES (1 of 2)

Downtown needs to expand, allow mixed uses, protect historic character, capitalize on MARTA station

Need linkages with Ft. McPherson and to capitalize on redevelopment potential

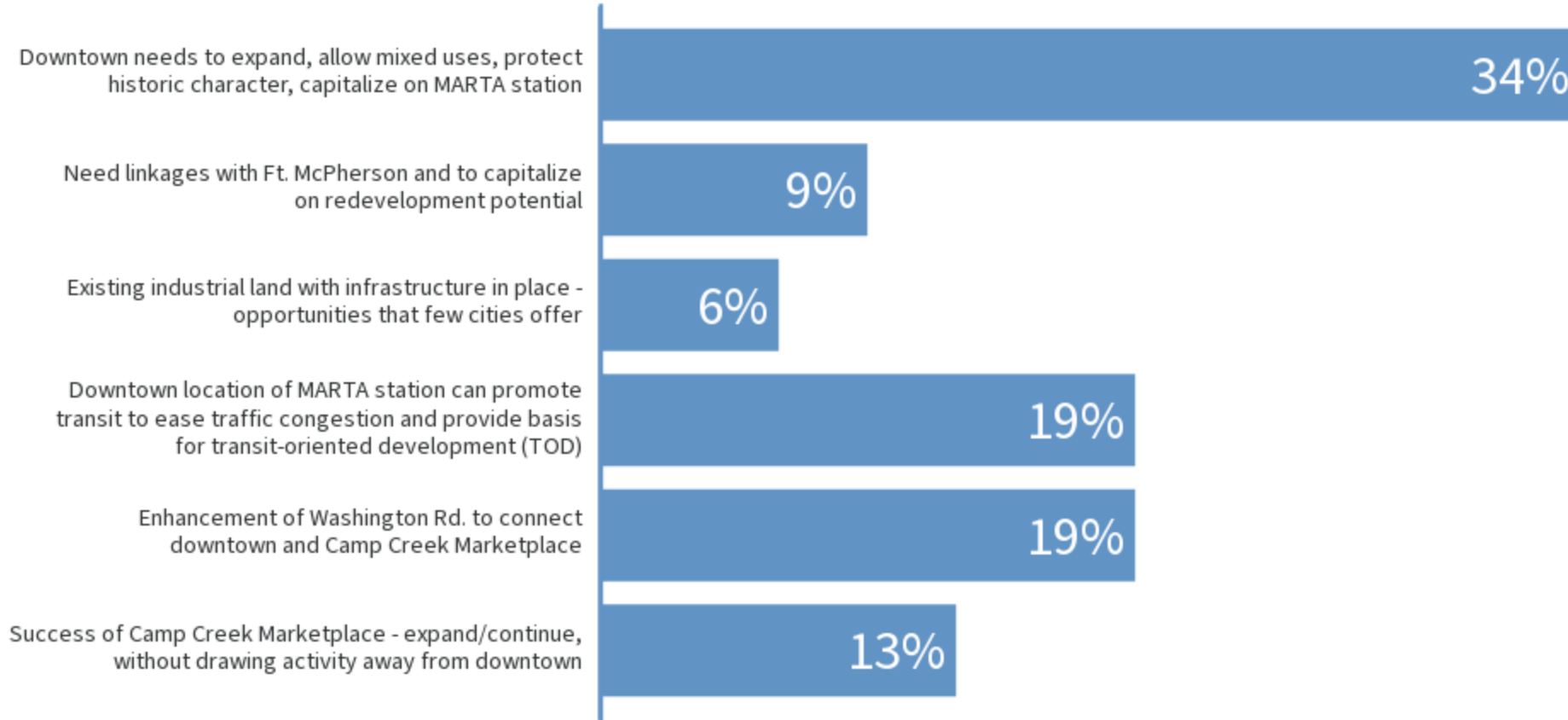
Existing industrial land with infrastructure in place - opportunities that few cities offer

Downtown location of MARTA station can promote transit to ease traffic congestion and provide basis for transit-oriented development (TOD)

Enhancement of Washington Rd. to connect downtown and Camp Creek Marketplace

Success of Camp Creek Marketplace - expand/continue, without drawing activity away from downtown

## LAND USE & ECON DEVT - OPPORTUNITIES (1 of 2)



# LAND USE & ECON DEVT - OPPORTUNITIES CONT'D (2 of 2)

Commercial corridors with established street networks, infrastructure, access, incentive programs (Tax Allocation Districts, Opportunity Zones) can attract new (re)development

Widespread possibilities for live/work, brewery/distillery, agriculture, restaurants, pedestrianism

Opportunities for pocket parks

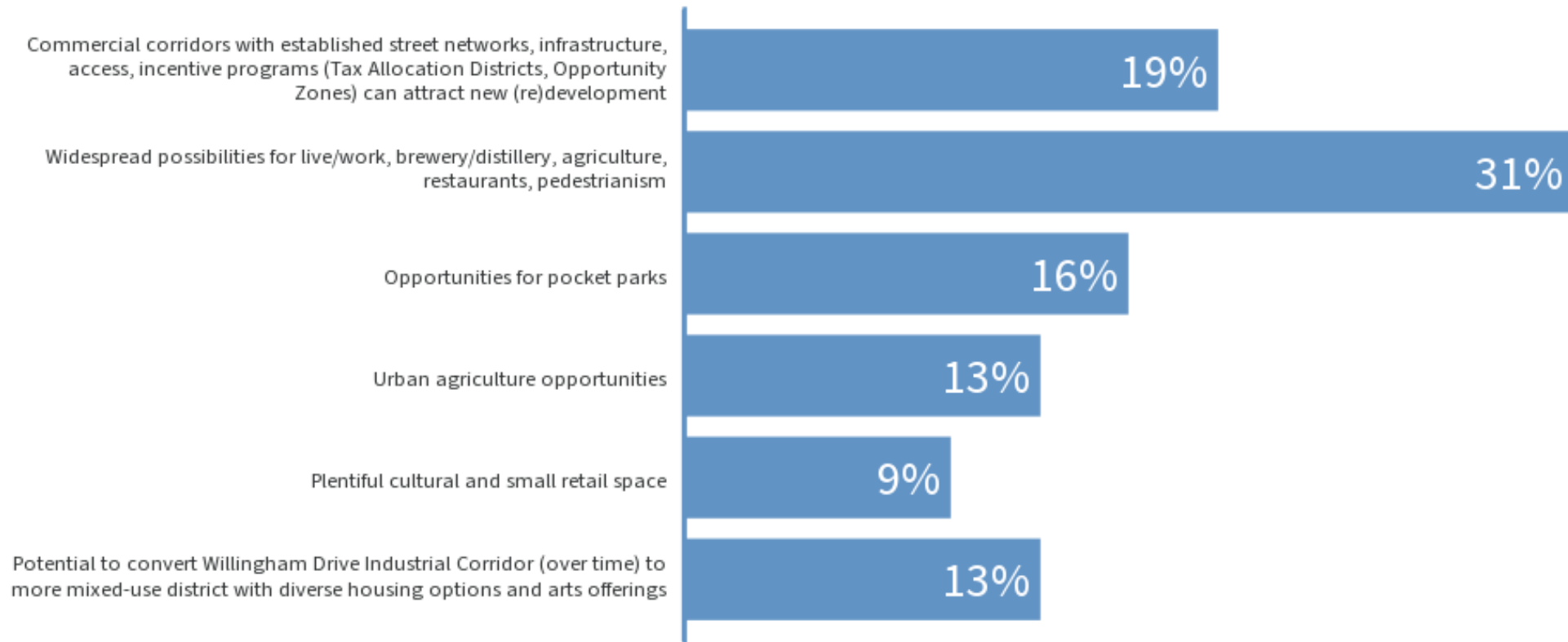
Urban agriculture opportunities

Plentiful cultural and small retail space

Potential to convert Willingham Drive Industrial Corridor (over time) to more mixed-use district with diverse housing options and arts offerings



# LAND USE & ECON DEVT - OPPORTUNITIES CONT'D (2 of 2)



# LAND USE & ECON DEVT: What else is missing?

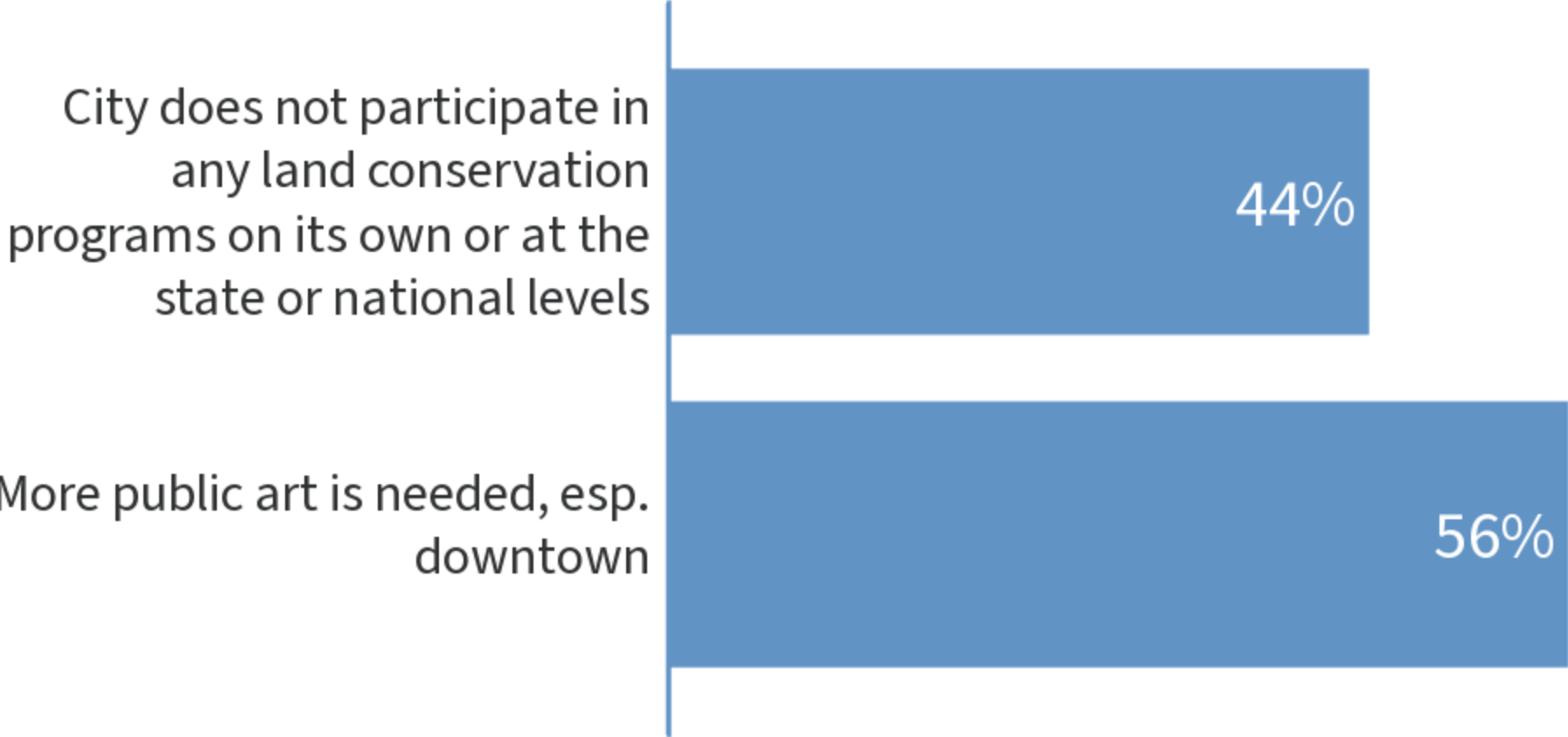


# NATURAL & CULTURAL RESOURCES - ISSUES

City does not participate in  
any land conservation  
programs on its own or at the  
state or national levels

More public art is needed, esp.  
downtown

# NATURAL & CULTURAL RESOURCES - ISSUES





# NATURAL & CULTURAL RESOURCES - OPPORTUNITIES

Parks and Rec Master Plan can help facilitate investment in public amenities like parks, trails, open space, greenspace

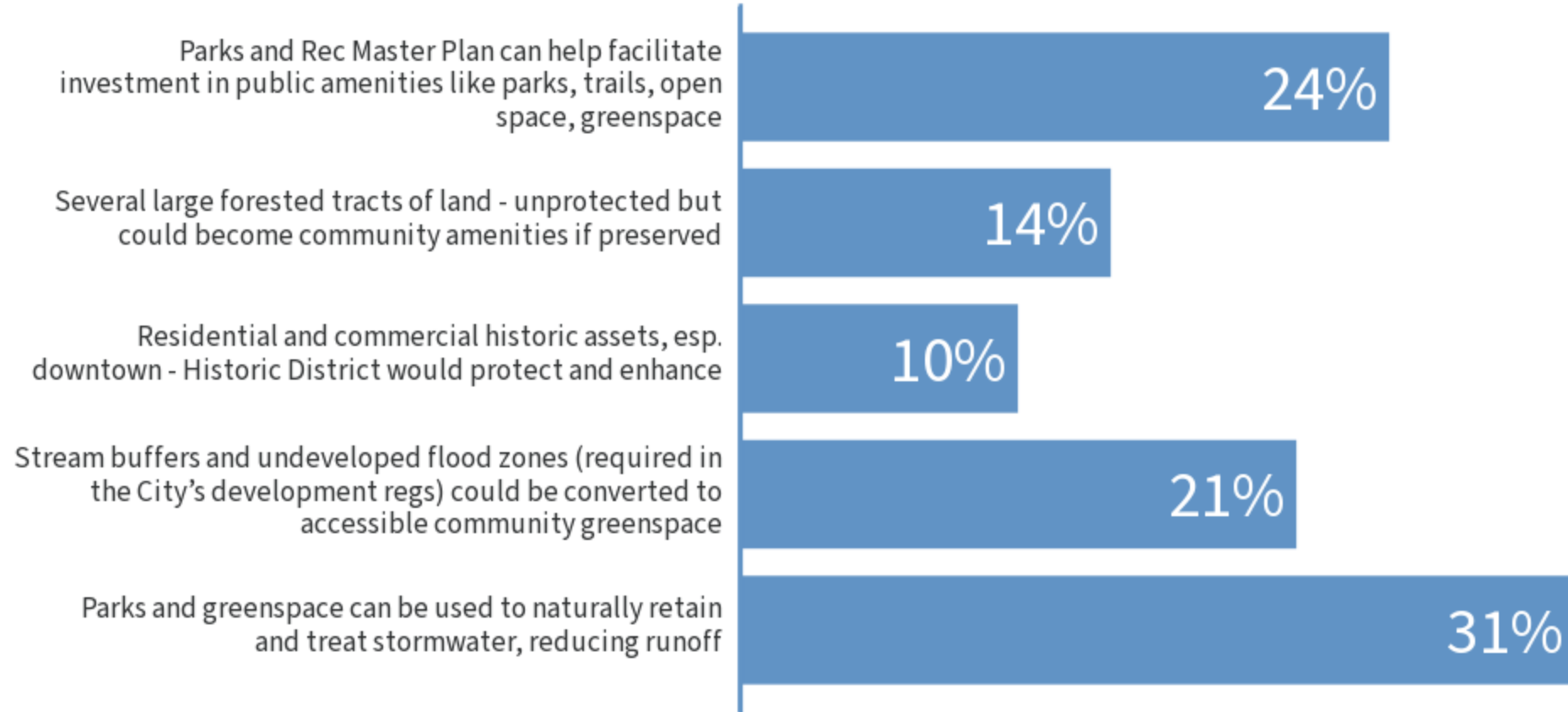
Several large forested tracts of land - unprotected but could become community amenities if preserved

Residential and commercial historic assets, esp. downtown - Historic District would protect and enhance

Stream buffers and undeveloped flood zones (required in the City's development regs) could be converted to accessible community greenspace

Parks and greenspace can be used to naturally retain and treat stormwater, reducing runoff

# NATURAL & CULTURAL RESOURCES - OPPORTUNITIES



# NATURAL & CULTURAL RESOURCES: What else is missing?





# POPULATION & HOUSING - ISSUES

Need for higher-end apartments to attract  
young professionals

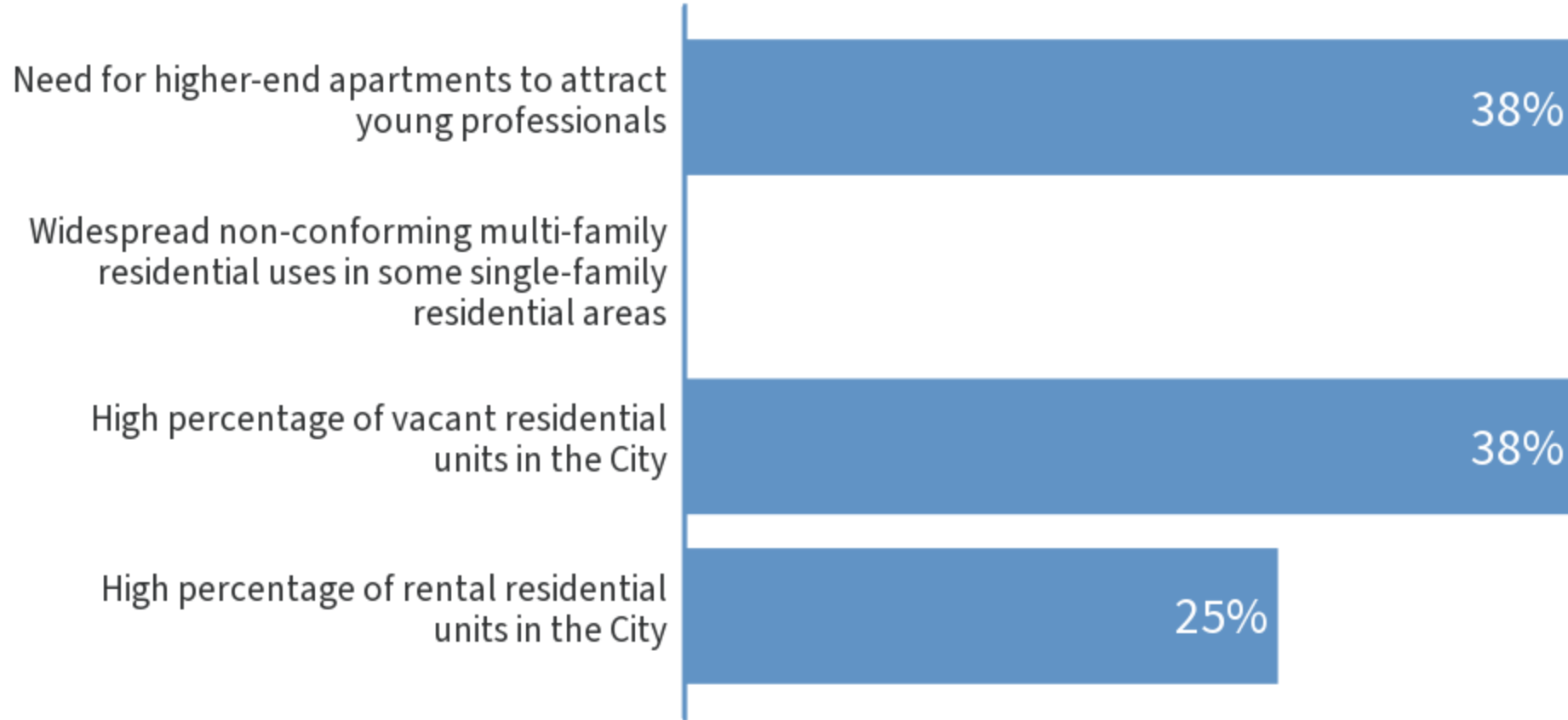
Widespread non-conforming multi-family  
residential uses in some single-family  
residential areas

High percentage of vacant residential  
units in the City

High percentage of rental residential  
units in the City



## POPULATION & HOUSING - ISSUES



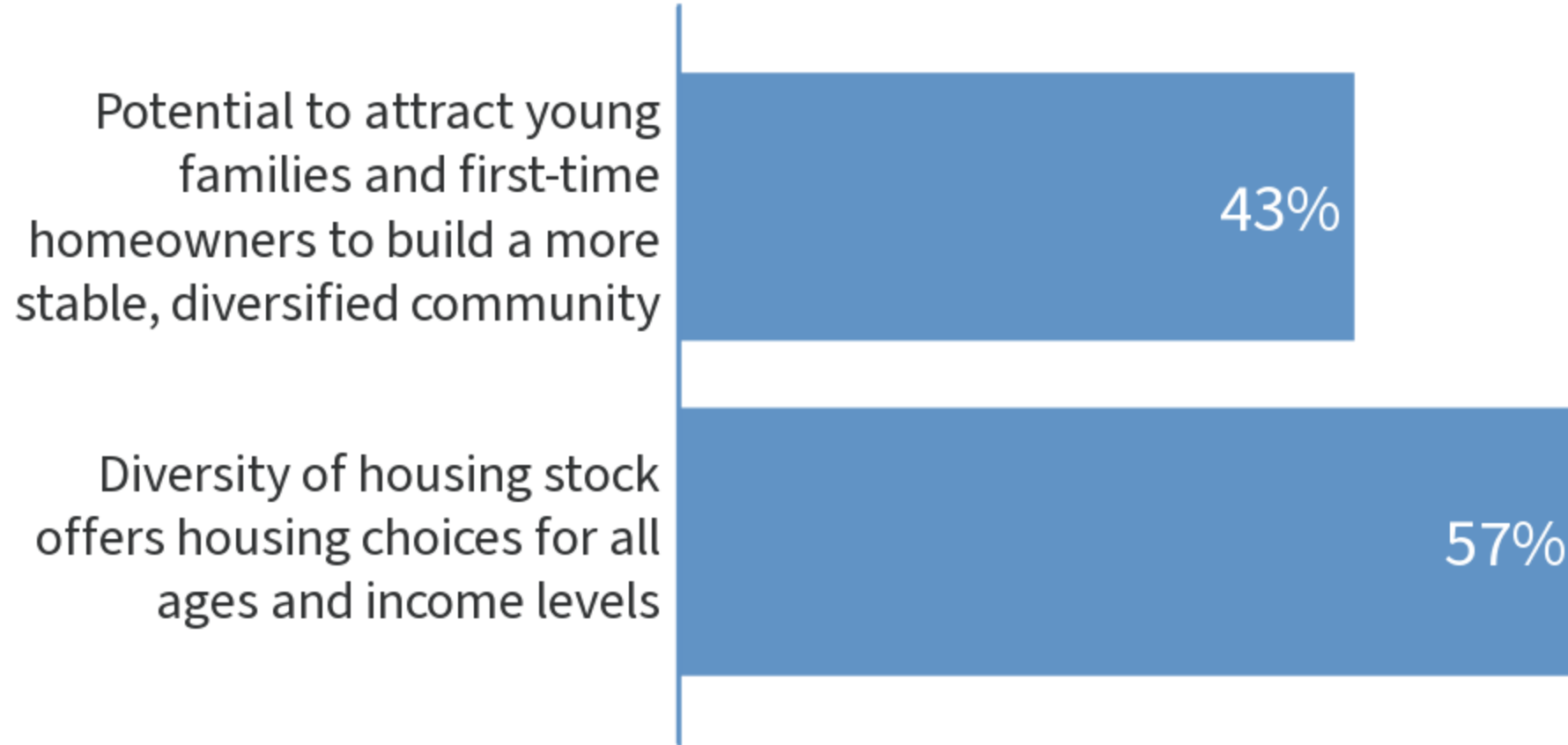


# POPULATION & HOUSING - OPPORTUNITIES

Potential to attract young families and first-time homeowners to build a more stable, diversified community

Diversity of housing stock offers housing choices for all ages and income levels

## POPULATION & HOUSING - OPPORTUNITIES



# POPULATION & HOUSING: What else is missing?



# TRANSPORTATION - ISSUES

Streets not designed according to their use, esp. downtown, making pedestrian activity unsafe and uninviting due to vehicle speeds, etc.

Not enough sidewalks, and those that exist are in need of maintenance/improvement

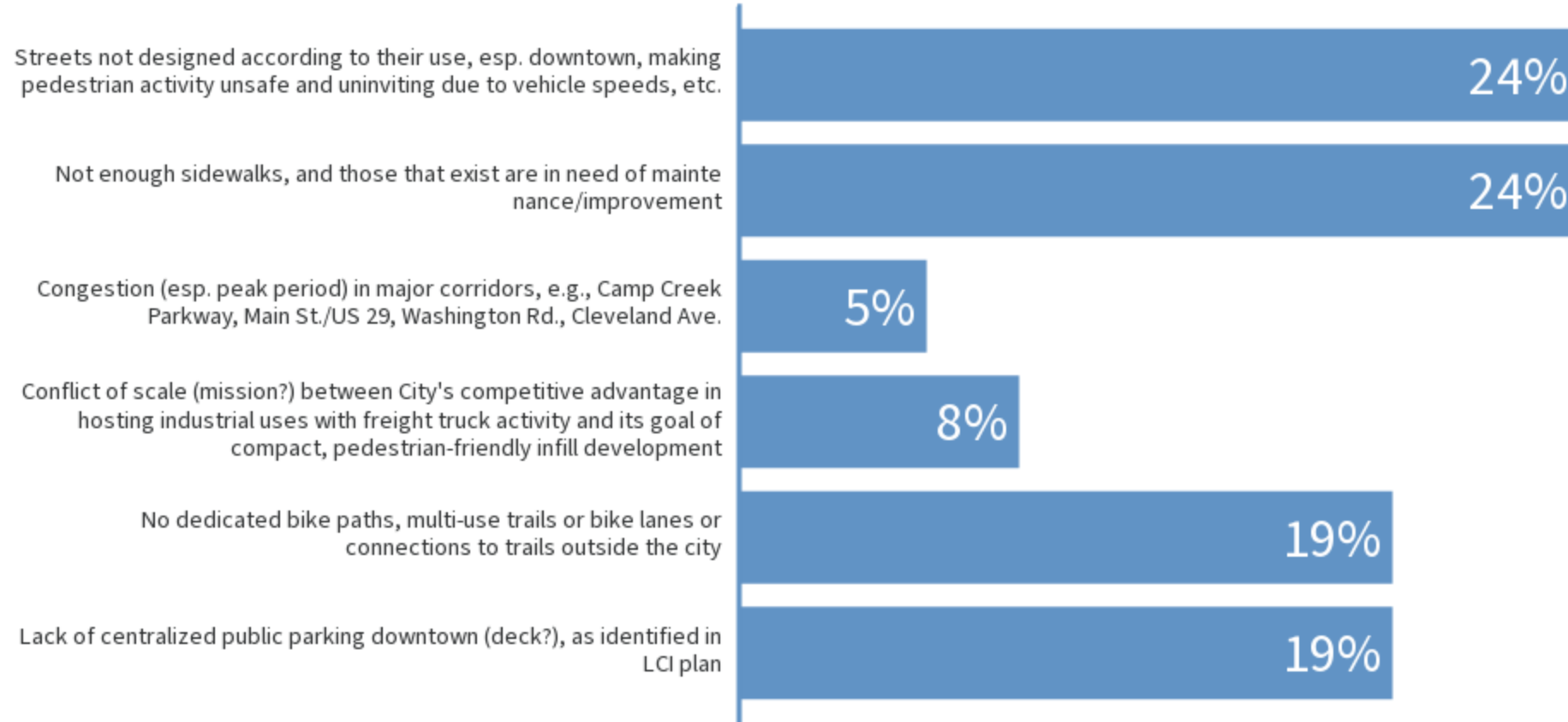
Congestion (esp. peak period) in major corridors, e.g., Camp Creek Parkway, Main St./US 29, Washington Rd., Cleveland Ave.

Conflict of scale (mission?) between City's competitive advantage in hosting industrial uses with freight truck activity and its goal of compact, pedestrian-friendly infill development

No dedicated bike paths, multi-use trails or bike lanes or connections to trails outside the city

Lack of centralized public parking downtown (deck?), as identified in LCI plan

# TRANSPORTATION - ISSUES

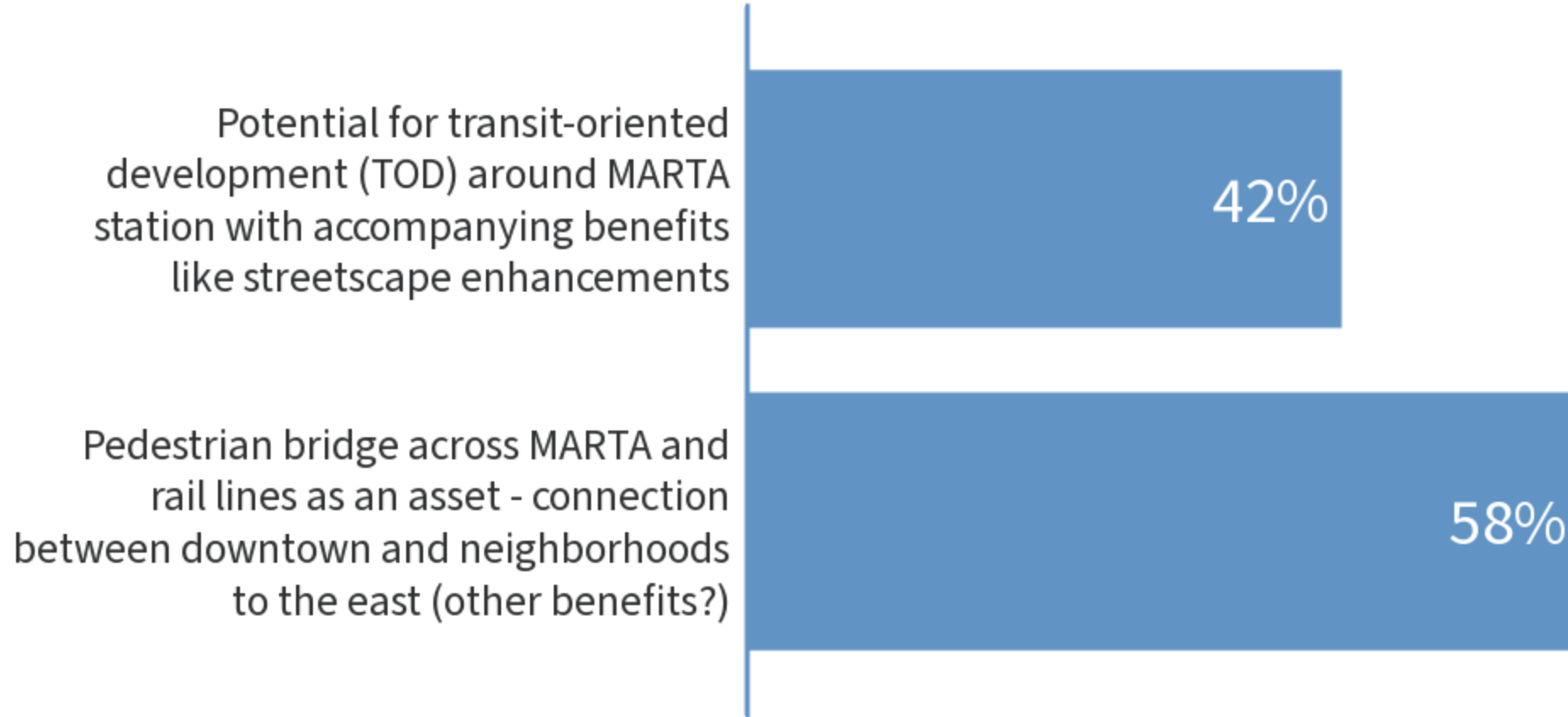


# TRANSPORTATION - OPPORTUNITIES

Potential for transit-oriented development (TOD) around MARTA station with accompanying benefits like streetscape enhancements

Pedestrian bridge across MARTA and rail lines as an asset - connection between downtown and neighborhoods to the east (other benefits?)

## TRANSPORTATION - OPPORTUNITIES





# TRANSPORTATION: What else is missing?

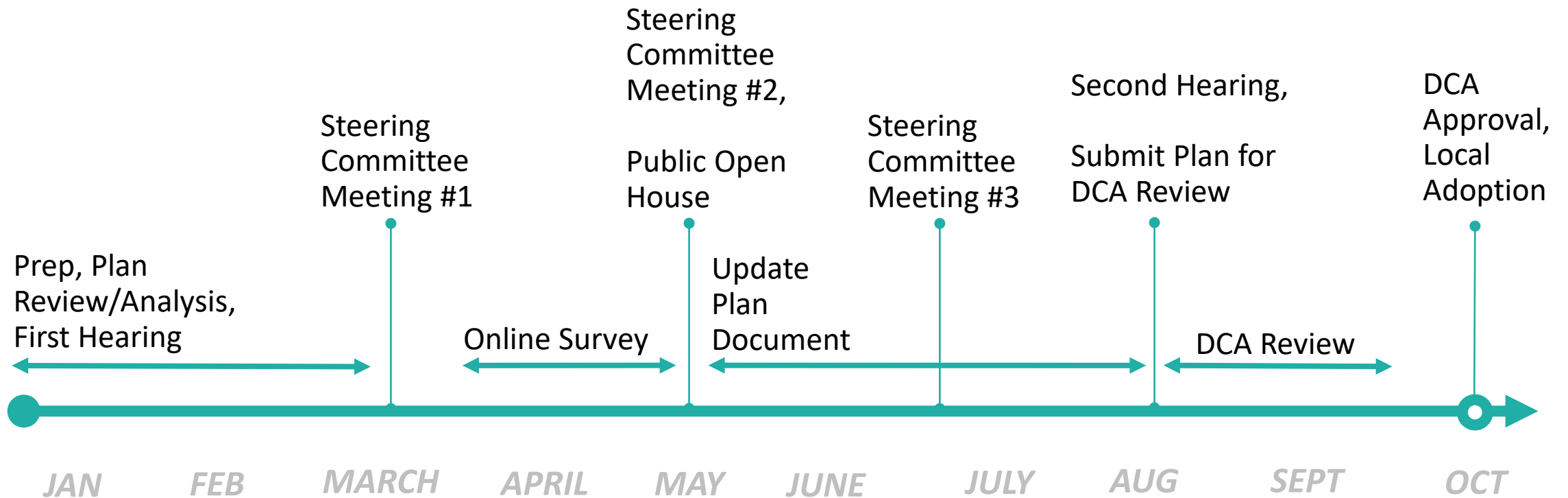


# SCHEDULE | NEAR-TERM

- ~~Execute MOA (ARC and City)~~
- ~~Initial meeting with local staff (ARC and City)~~
- ~~Up front data work (ARC)~~
- ~~First Required Public Hearing~~
- ~~Assemble steering committee (City)~~
- ~~Review CWP, evaluate status to inform ROA & new CWP (City)~~
- ~~First Steering Committee mtg.~~
- Continue reviewing current plan (ARC)
- Finalize Public Input project website/survey (ARC and City)
- Prep for general public engagement and future meetings (ARC)



# SCHEDULE | LONG-TERM



2022



# NEXT MEETING (DATE TBD)

Agenda (meeting date TBD – will poll the group):

- Workshop Goals and Policies
- Discuss key elements such as land use and transportation
- Talk high-level about Community Work Program (CWP)

Between now and then:

- Review current (2017) plan: <https://www.eastpointcity.org/wp-content/uploads/2022/01/Comprehensive-Plan-Update-2017.pdf>
- Stay tuned for information on the project website/survey
- Tell your friends and neighbors about the process



**THANK YOU!  
QUESTIONS?**

**Andrew Smith, Atlanta Regional Commission (ARC)  
Email: [asmith@atlantaregional.org](mailto:asmith@atlantaregional.org)**



# CITY OF EAST POINT

## 2022 COMPREHENSIVE PLAN UPDATE

**Steering Committee Meeting #2 – July 13, 2022**



# PURPOSE

- **Workshop Goals and Policies**
- **Discuss key plan elements**
- **Review public input from online survey to date**

# GOALS & POLICIES

**Land Use & Design**

**Economic Development**

**Natural & Cultural Resources**

**Population**

**Housing**

**Transportation**

**Community Facilities**

**Intergovernmental Coordination**

## KEY QUESTIONS

Does it still resonate as a City priority?

...AND...

What else is missing?



What's been the best part of Summer 2022 so far?

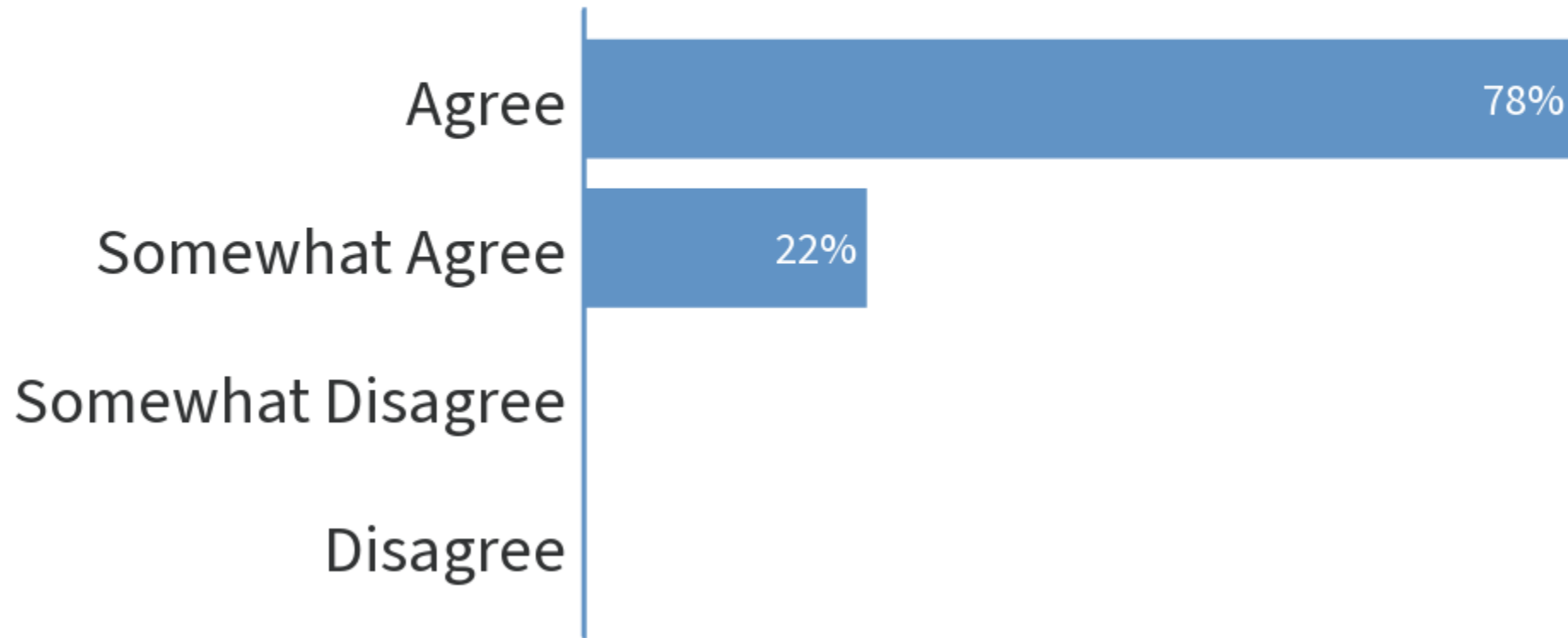
deep-seafishing  
january 6 ice hearings  
air definitely  
vacation cream fourth  
conditioning july

ARC

# LAND USE & DESIGN

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.

## Land Use & Design: Do what extent do you agree with the goal on the previous slide?



# LAND USE & DESIGN

## Policies

|      |  |
|------|--|
| 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-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-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-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 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.   |

# LAND USE & DESIGN

## Land Use & Housing Policies -

### Main Street Corridor TOD Plan Supplemental LCI -2011

|       |   |       |   |
|-------|---|-------|---|
| LCI-1 | Utilize land served by MARTA rail transit parking lot for higher density, mixed-use development.  | LCI-5 | Encourage mixed use development along Main Street between Washington Road and W. Ware Street, as identified on the Plan, to provide a variety of retail and office services to meet daily needs.  |
| LCI-2 | Preserve existing single-family neighborhoods, such as Frog Hollow and Colonial Hills, and protect them from inappropriately scaled commercial and multi-family encroachment.   | LCI-6 | Encourage varying types of open space and/or community gathering spaces within all new development and redevelopment, to facilitate an active public realm and provide needed places for socializing and programming.   |
| LCI-3 | Encourage a wide variety of housing types within the study area, including senior housing and workforce living options.   | LCI-7 | Examine parking requirements for all uses. Excessive parking requirements increase the cost of development, harm the environment, and use valuable land. Minimum requirements for off street parking should be eliminated in the downtown area, and reduced elsewhere in the study area, to promote compact redevelopment/infill, to reduce development costs, and to encourage the use of alternative modes of travel. |
| LCI-4 | Require housing affordable to a broad range of incomes within redevelopment projects to accommodate and encourage a diverse, mixed-income community; specific attention should be placed on housing for low- to moderate- income households, and should focus on market-rate and subsidized rental products; assist in securing affordable housing grants and associated partnerships . | LCI-8 | While much of the City is affordable, it is recommended that staff continue to monitor the affordability of all housing types developed within the study area to ensure attractability to all income levels in the future, es-  |

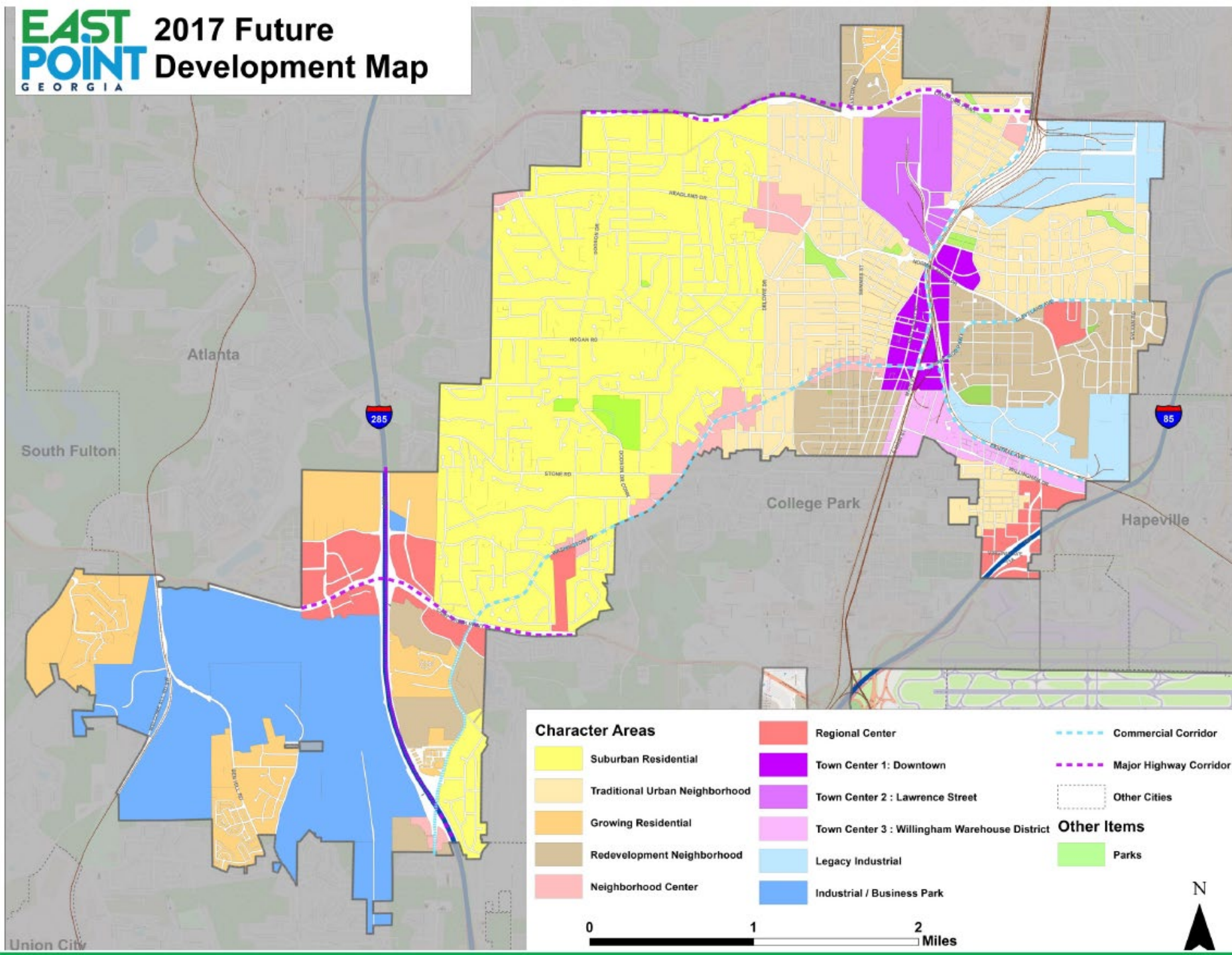


# Land Use & Design: What else is missing?

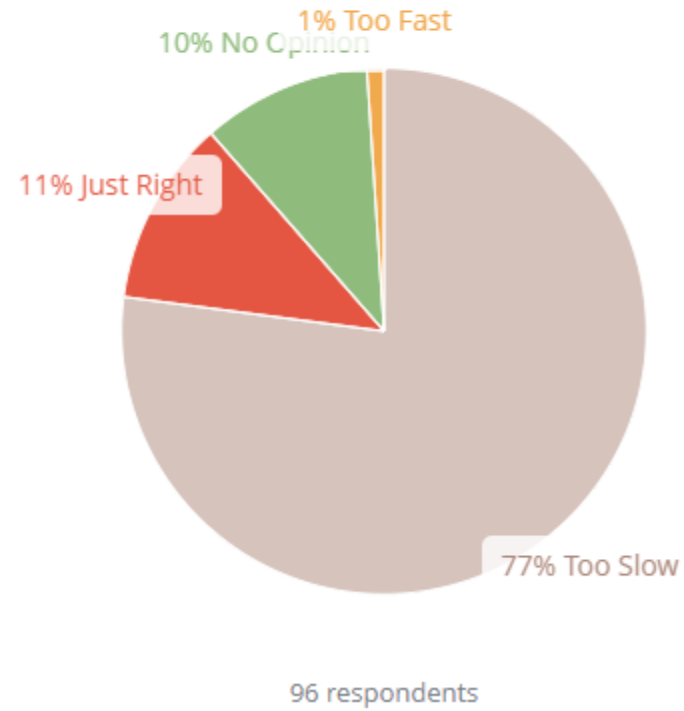


# EAST POINT GEORGIA

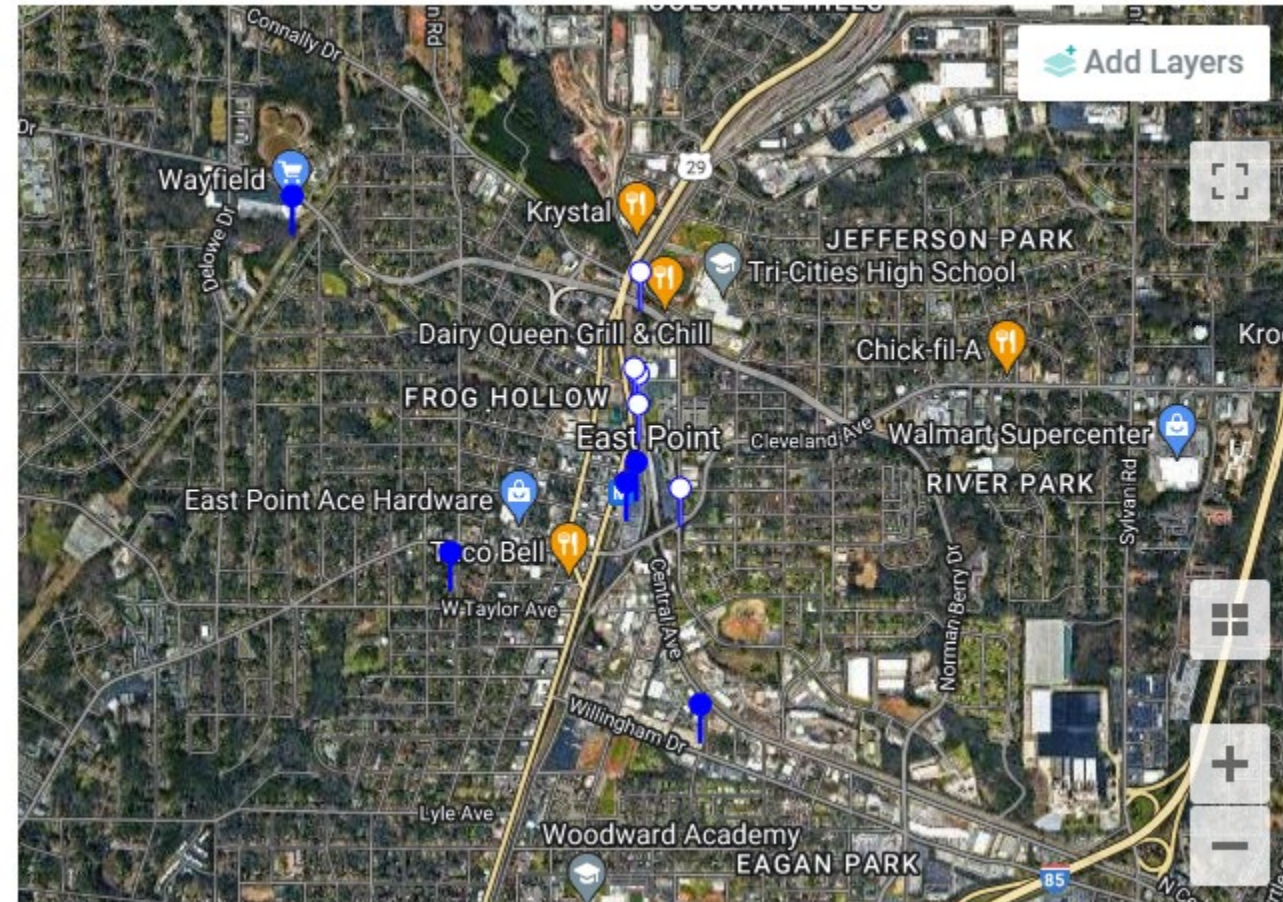
## 2017 Future Development Map



How would you characterize East Point's **pace of development** in recent years? For context, the City's population grew by 14% from 33,712 to 38,358 between 2010-2019. The City added about 1,000 new housing units during that span, an increase of roughly 8.5%.



Where would you like to see **future development** focused?





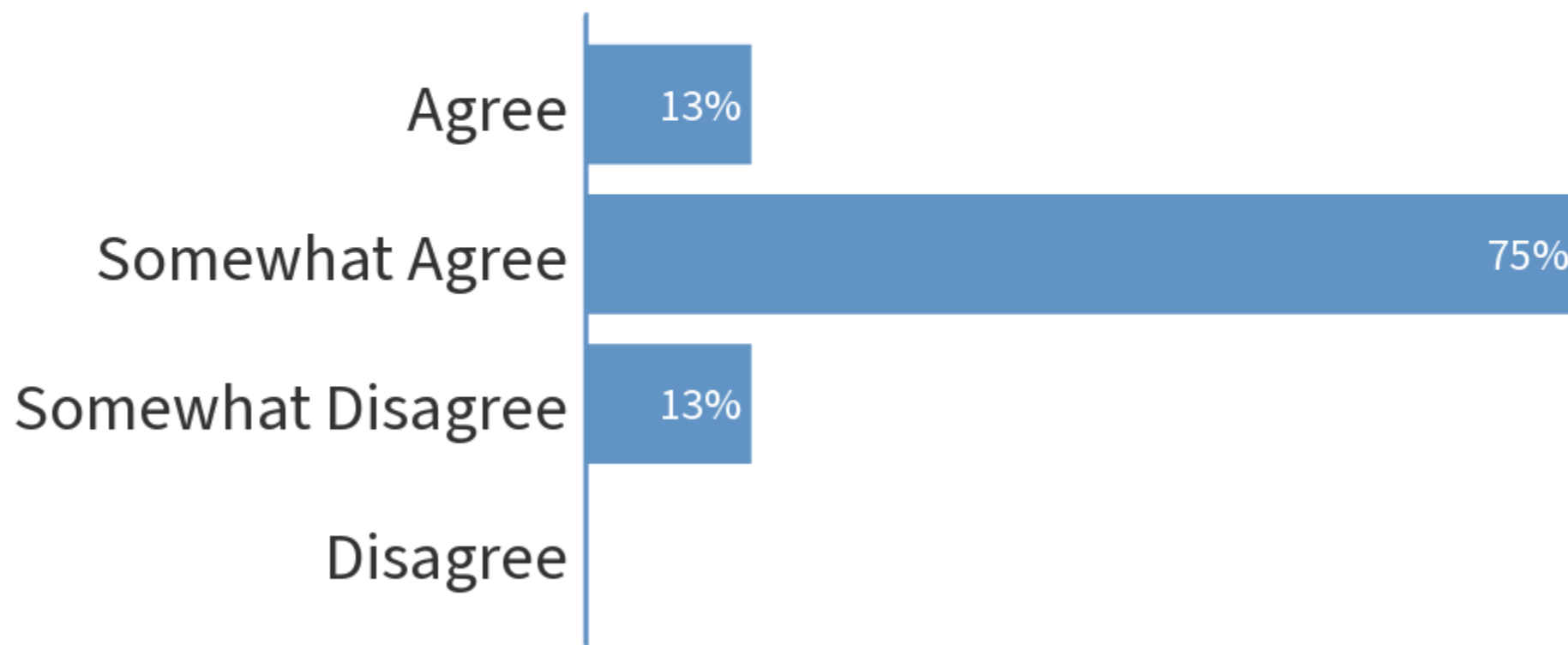
# ECONOMIC DEVELOPMENT

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.

## PLUS: Strategic Economic Development Plan Goals

- Expand the Business Sector
- Target Downtown Development and Retail Expansion
- Improve East Point's Business Environment
- Enhance East Point's Quality of Life

## Economic Development: Do what extent do you agree with the goal on the previous slide?



# ECONOMIC DEVELOPMENT

## Policies

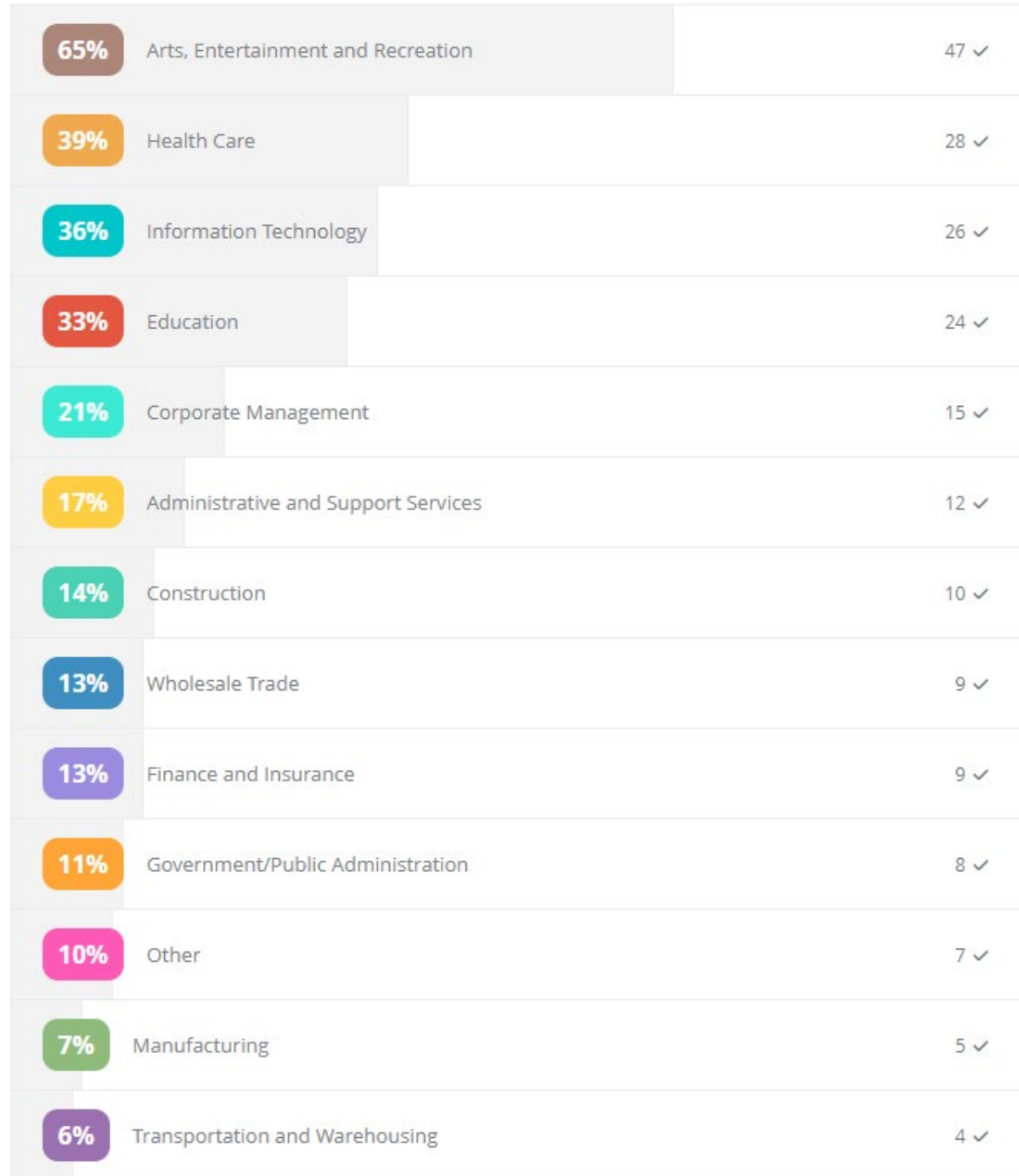
|     |   |
|-----|---|
| ED1 | Support programs for retention, expansion and creation of businesses that enhance the city's economic wellbeing with a focus on small business, with special support for East Point |
| ED2 | Encourage economic development, with an emphasis on redevelopment.  |
| ED3 | Accommodate new development while enhancing existing local assets.  |
| ED4 | Promote public-private partnerships to enhance activity centers and corridors.  |
| ED5 | Encourage the development of downtown East Point as a vibrant center for culture, government, dining, residential, and retail diversity.  |
| ED6 | Establish a culture amongst city staff and citizens that supports entrepreneurial enterprise and small business.  |
| ED7 | Target reinvestment in declining neighborhoods and corridors to further encourage private sector redevelopment and accommodate future growth.                                       |
| ED8 | 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. |



# Economic Development: What else is missing?



What do you think is missing in the City's mix of **employment sectors**? You may select more than one choice. For context: the largest industry in the city is Accommodation and Food Service, followed by Transportation and Trade Industries.



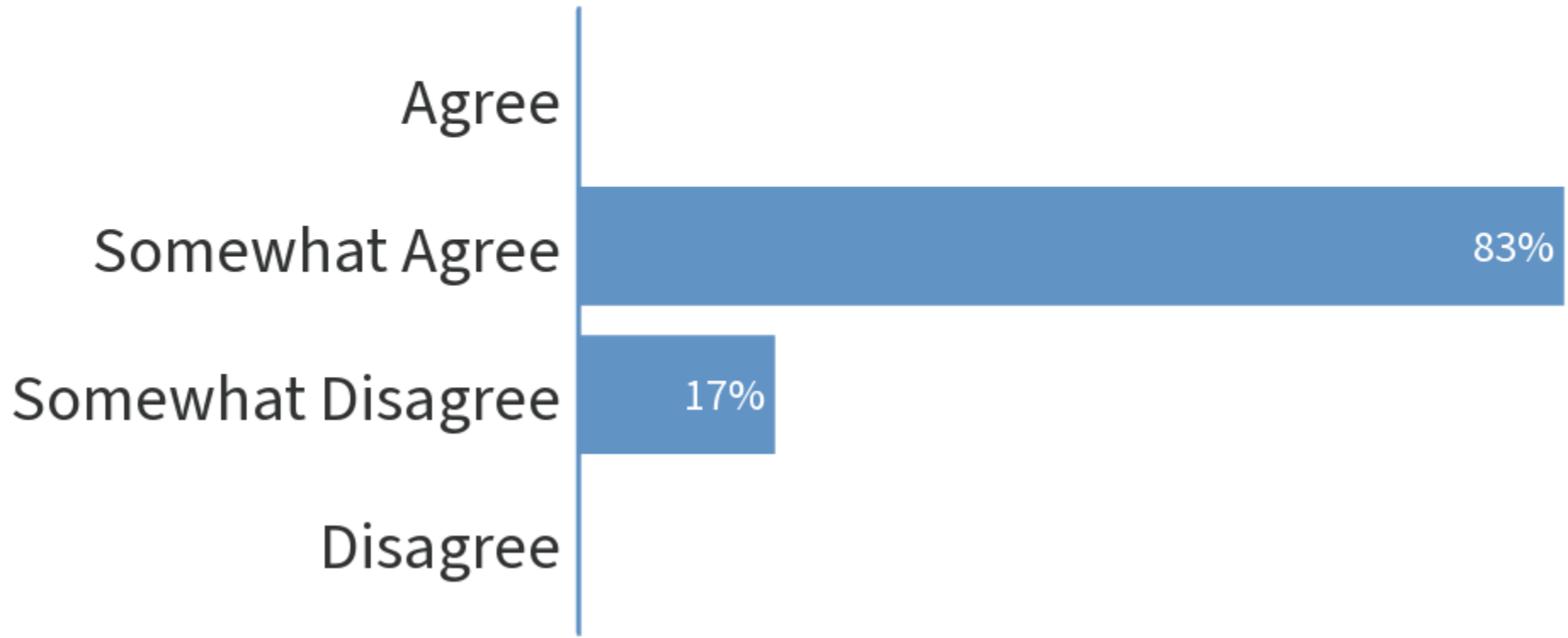
72 Respondents



# NATURAL & CULTURAL RESOURCES

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.

## Natural & Cultural Resources: Do what extent do you agree with the goal on the previous slide?



# NATURAL & CULTURAL RESOURCES

## Policies

|       |  |
|-------|--|
| NCR-1 | Preserve existing park and greenspace and incorporate the connection, maintenance and enhancement of greenspace into all new development.                      |
| NCR-2 | Look for opportunities to create new parks, trails and greenspace within and near neighborhoods, civic institutions and commercial areas.                      |
| NCR-3 | Ensure adequate supplies of quality water through protection of ground and surface water sources.  |
| 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 cultural and historic assets through designation and asset expansion   |
| NCR-8 | Incorporate the protection and conservation of resources into the decision-making process.   |

|        |  |
|--------|--|
| NCR-9  | Preserve and protect existing historic residential and commercial structures adding to the social and cultural fabric of the city.                 |
| 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.   |

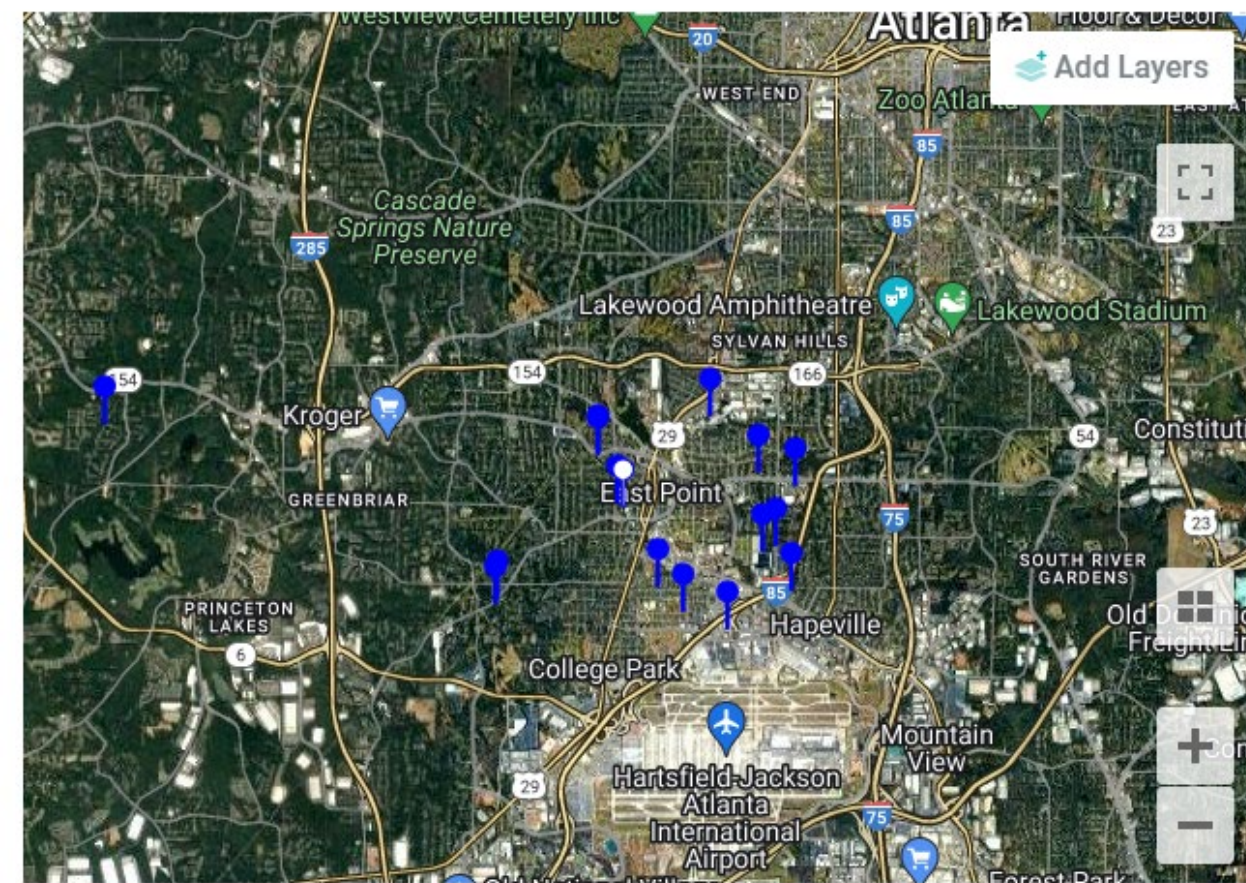




## Natural & Cultural Resources: What else is missing?

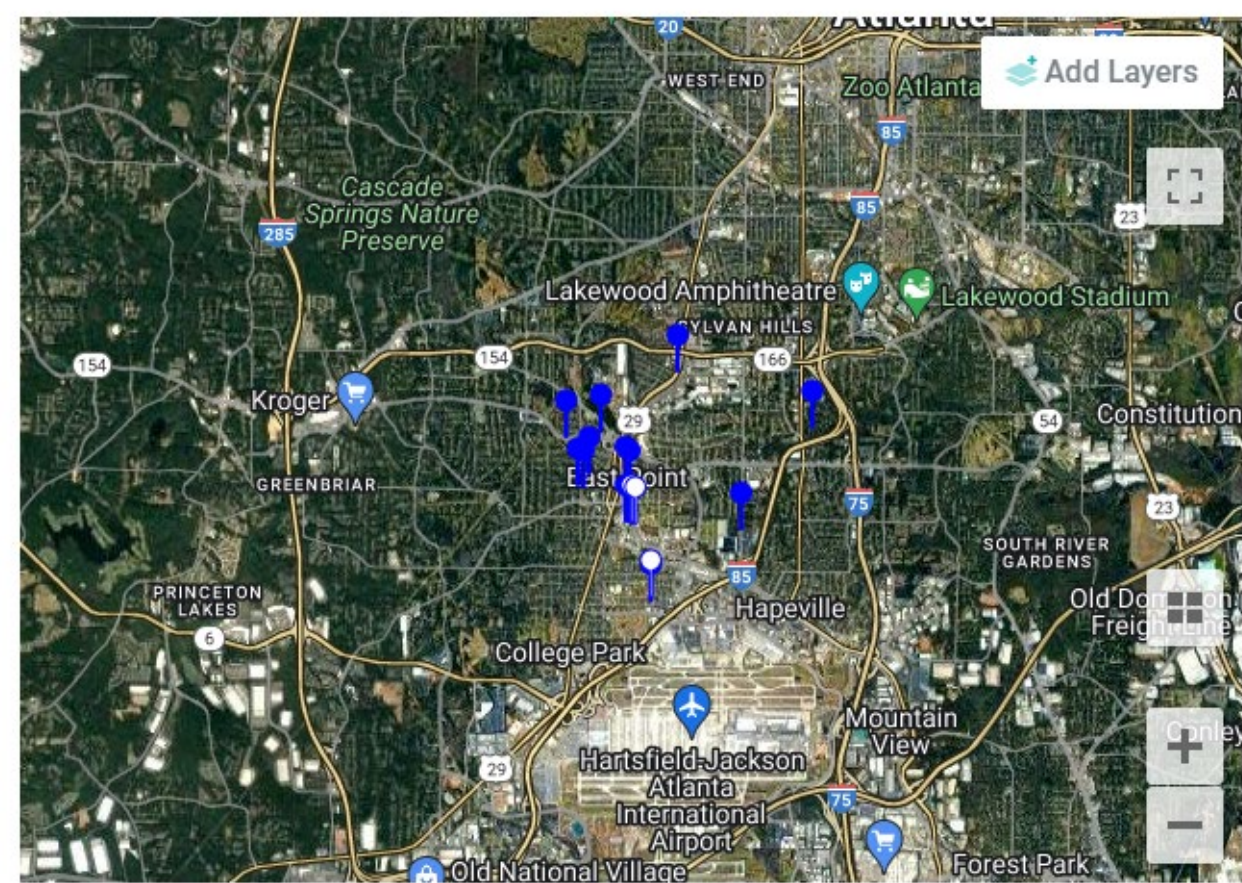
storm lead measures contamination permanently  
groundwater sweetwater making redeveloping runoff.  
creek invasive appropriate furthering  
plan basin stormwater wetlands help  
pollution putting point create old. former priority unkept  
kudzu sites air run water community preserve  
etc. new improve  
place test species quality industrial improve  
tree them: parks kills trees city improving soil has.  
plant library cultural species quality industrial improve  
auditorium douglasville east asset eco-  
engagement protect creating

What are East Point's most significant natural and environmental resources? What role should the City play in helping to preserve and protect these?



- Connally Nature Park
- Sumner Park
- South River headwaters
- Flint River headwaters
- Undeveloped land b/w residential neighborhoods

What are East Point's most significant historic and cultural resources? What role should the City play in helping to preserve and protect these?

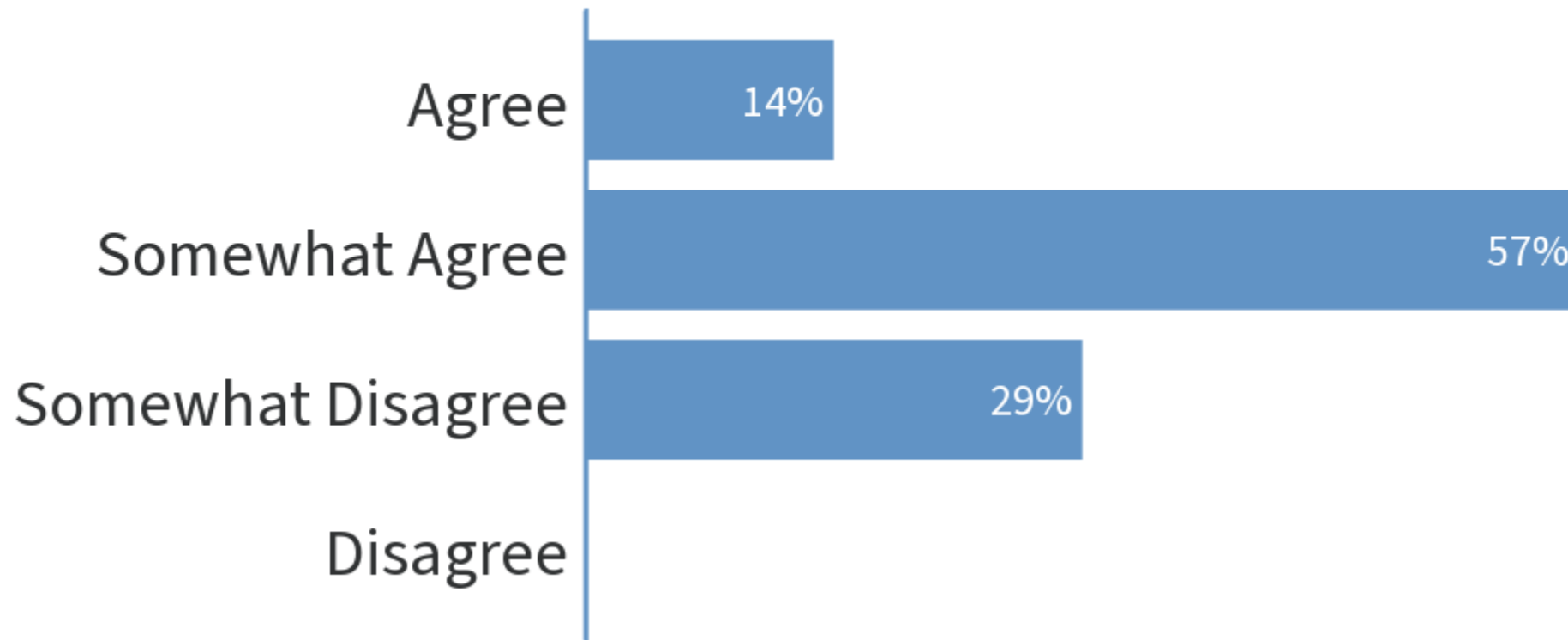


- Ballethnic Dance Company
- Velodrome
- Public parks
- Hillcrest Cemetery
- Civic Block: Old City Hall, Library, Auditorium, Victory Park

# POPULATION

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.

## Population: Do what extent do you agree with the goal on the previous slide?



# POPULATION

## Policies

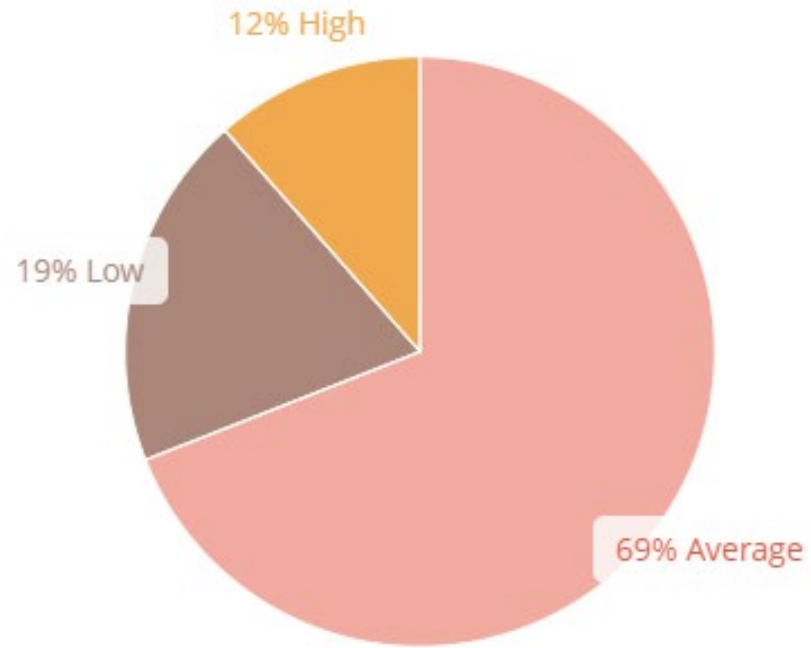
|     |  |
|-----|--|
| P-3 | Housing, land use, transportation and economic development policies will aim to create conditions that allow mixed-income housing opportunities, access to job training facilities, and community supported service provision for those in need.                   |
| P-3 | Housing, 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-9 | Continue to adopt policies and programs to provide a safe environment for both residents and visitors.  |





**Quality of life** can be defined as the standard of health, comfort, and happiness experienced by an individual or group. How would you rate the **quality of life** that you experience in East Point?



113 respondents

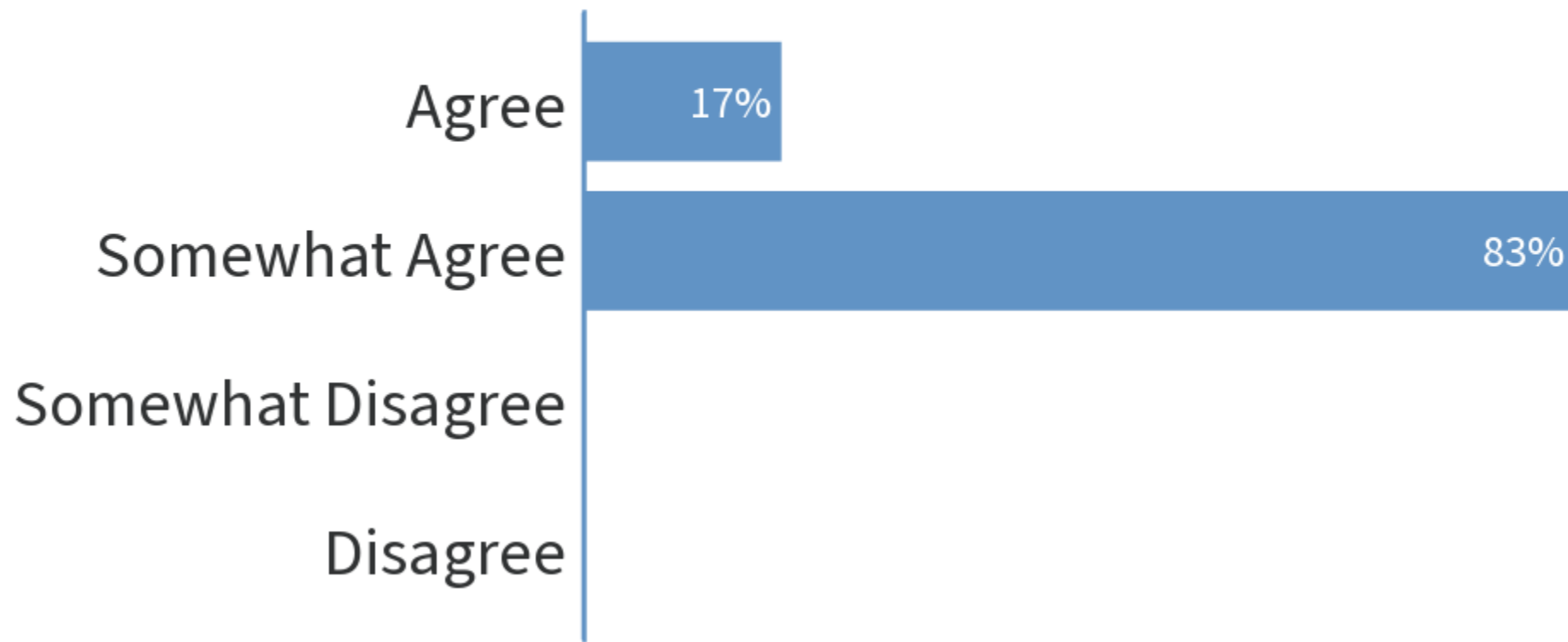
# HOUSING

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.



## Housing: Do what extent do you agree with the goal on the previous slide?



# HOUSING

## Policies

|     |   |
|-----|---|
| H-1 | Development shall provide for a variety of residential types, densities and incomes.  |
| H-2 | Neighborhoods will be 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 | Avoid the aggregation or clustering of low income housing.   |
| H-7 | Work to create affordable housing opportunities.   |
| H-8 | Encourage home ownership in neighborhoods and work with 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 encourage an affordable component in new developments.  |
| 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-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.  |

## Housing: What else is missing?



### How would you rate East Point's housing needs?

|                      | Need More        | Right Amount        | Need Less        |
|----------------------|------------------|---------------------|------------------|
| Affordable Housing   | 43%<br>Need More | 40%<br>Right Amount | 16%<br>Need Less |
| Senior Housing       | 46%<br>Need More | 44%<br>Right Amount | 11%<br>Need Less |
| Density              | 35%<br>Need More | 56%<br>Right Amount | 8%<br>Need Less  |
| Mixed-Income Housing | 69%<br>Need More | 27%<br>Right Amount | 4%<br>Need Less  |

92 respondents

### What would you describe as East Point's **most important housing need**? What role should the City play in helping to address this need?

Cleaning up, remediating or bull-dozing blighted residential properties and making those properties into affordable housing. Perhaps East Point would benefit from having a land trust and land bank in East Point so that something could be done with these houses which, in East Point, are often a place where teenagers, unsheltered individuals or criminals spend time.

one month ago

53 Agree

More mixed use housing: buildings which can provide small commercial/retail space beneath medium density housing.

one month ago

36 Agree

Higher End housing - we have plenty of affordable housing. We are on MARTA line -- build nice condos or townhomes

one month ago

28 Agree

East Point needs more mixed income housing. This will bring residents that can spend money in the city and might potentially bring new business to the area.

one month ago

20 Agree

Seems like there are many historic and/or industrial structures that could be repurposed for Apts/condos and/or mixed use sites that would maintain visual interest and provide affordable housing for commuters not looking to own a home yet.

one month ago

12 Agree

Condominiums and Tiny houses

one month ago

12 Agree

Mixed use developments that look and feel "cool".

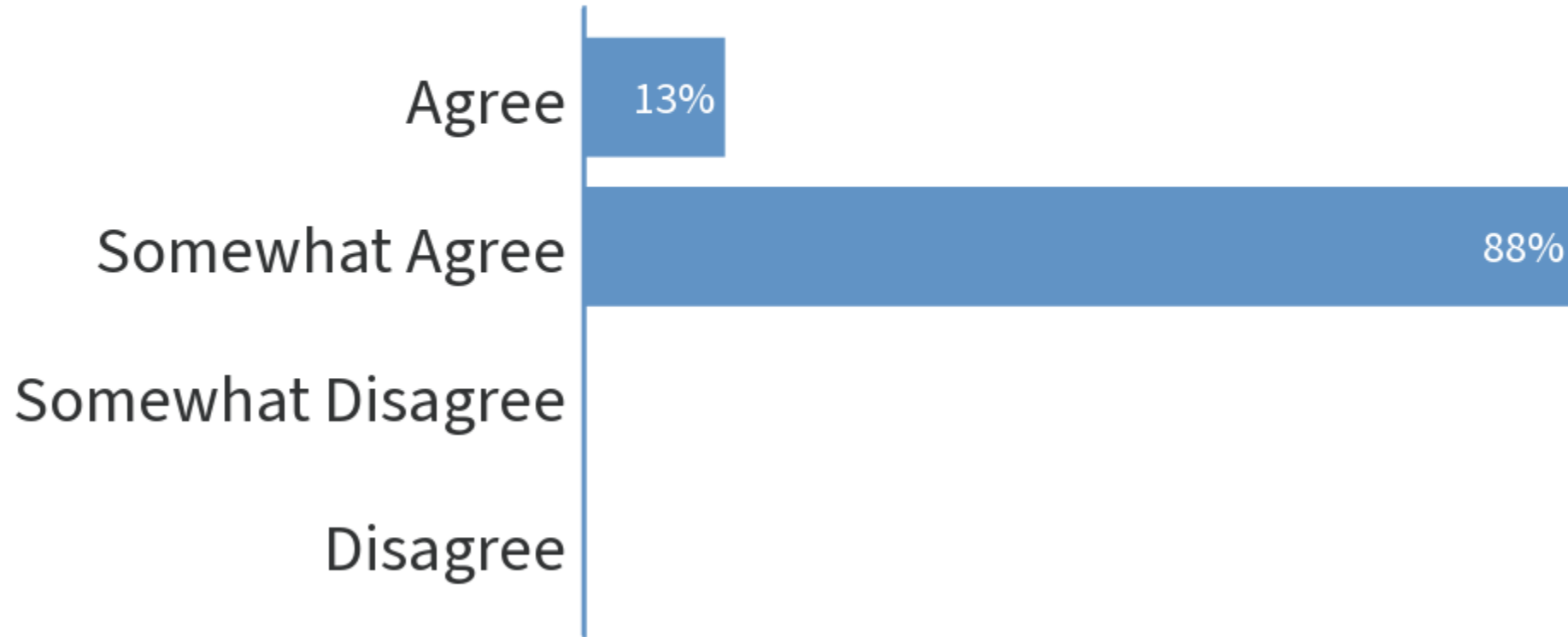
one month ago

8 Agree

# TRANSPORTATION

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.

## Transportation: Do what extent do you agree with the goal on the previous slide?



# TRANSPORTATION

## Policies

|     |  |
|-----|--|
| T-1 | Improve connectivity between road networks, 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  | Improve access for disabled persons to public facilities, commercial districts, parks, schools, etc.                                    |
| T-9  | Promptly address roadway safety issues, and maintain and improve roadway safety features such as regulatory signs and roadway striping. |
| T-10 | Coordinate with adjacent jurisdictions on bicycle and pedestrian facility planning to maximize connectivity and efficiency.             |

# Transportation: What else is missing?

A word cloud visualization of transportation-related terms. The most prominent words are 'fund' and 'path', which are the largest and most central. Other significant words include 'connectivity', 'health/walkability', 'roads', 'shelters/seating', 'funds', 'asap', 'multi-use', 'need', 'better', 'greenway', 'maintain', 'prioritize/fully', 'safety-especially', 'walking', 'riders', 'biking', 'trail', 'need', 'emphasis', 'actually', 'finding', 'etc', 'implementing', 'needed', 'plan', 'specific', 'partnering', 'tsplost', and 'safety'. The words are arranged in a dense, overlapping manner, with colors ranging from purple to green.

fund path

connectivity roads health/walkability shelters/seating funds asap multi-use need better greenway maintain prioritize/fully safety-especially walking riders biking trail need emphasis actually finding etc implementing needed plan specific partnering tsplost

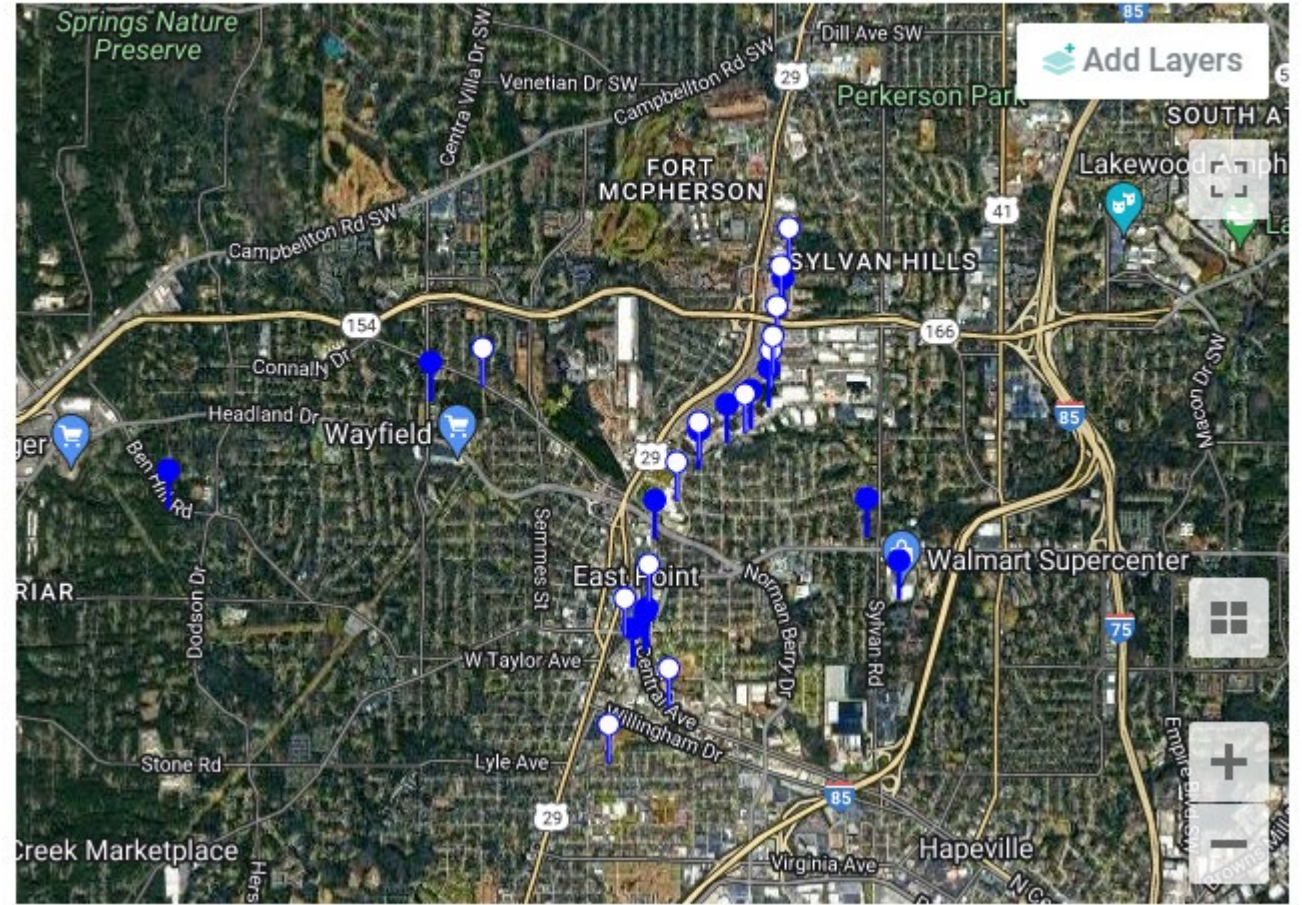


How would you rank your satisfaction with East Point's **transportation system**?

|                             | Poor        | Below Average        | Adequate        | Good        | Excellent        | No Opinion        |
|-----------------------------|-------------|----------------------|-----------------|-------------|------------------|-------------------|
| Traffic Safety              | 10%<br>Poor | 20%<br>Below Average | 40%<br>Adequate | 20%<br>Good | 4%<br>Excellent  | 7%<br>No Opinion  |
| Traffic Congestion          | 1%<br>Poor  | 6%<br>Below Average  | 40%<br>Adequate | 36%<br>Good | 15%<br>Excellent | 2%<br>No Opinion  |
| Road Conditions             | 14%<br>Poor | 31%<br>Below Average | 42%<br>Adequate | 12%<br>Good | 1%<br>Excellent  | -<br>No Opinion   |
| Pedestrian & Bicycle Safety | 32%<br>Poor | 42%<br>Below Average | 16%<br>Adequate | 2%<br>Good  | -<br>Excellent   | 8%<br>No Opinion  |
| Public Transportation       | 3%<br>Poor  | 10%<br>Below Average | 43%<br>Adequate | 24%<br>Good | 10%<br>Excellent | 10%<br>No Opinion |
| Parking                     | 9%<br>Poor  | 20%<br>Below Average | 47%<br>Adequate | 18%<br>Good | 2%<br>Excellent  | 4%<br>No Opinion  |

92 respondents


Are there any areas in East Point you feel are particularly **dangerous** for pedestrians or bicyclists?



- Protected bike lanes
- Sidewalks
- Crosswalks

# COMMUNITY FACILITIES

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.



# Community Facilities: Do what extent do you agree with the goal on the previous slide?

Agree

Somewhat Agree

Somewhat Disagree

Disagree

# COMMUNITY FACILITIES

## Policies

|      |   |
|------|---|
| CF-1 | Adopt best practices in government for efficient, timely, and cost effective service delivery.  |
| CF-2 | Maximize the use of existing facilities and services.   |
| CF-3 | Invest in parks and open space to provide quality of life for community members and to encourage private investment in urban centers.   |
| CF-4 | Protect investments in existing infrastructure by encouraging infill, redevelopment, and compact development.   |
| CF-5 | 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-6 | Make efficient use of existing infrastructure as well as future investments and expenditures for capital improvements and long-term operation and maintenance costs.  |

|      |  |
|------|--|
| CF-7 | Establish regulations such that new development does not create a burden but rather provides the improvements and/or infrastructure necessary to support it. |
| CF-8 | Encourage and facilitate innovative solutions to providing community schools.  |
| CF-9 | Establish regulations such that new development does not create a burden but rather provides the improvements and/or infrastructure necessary to support it. |



# Community Facilities: What else is missing?

What do you think are the most important **City services** that East Point provides? You may select more than one choice.



# INTERGOVERNMENTAL COORDINATION

To have successful coordination both within the jurisdiction and 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, Aerotropolis Alliance, Atlanta Aerotropolis CID, Tri-Cities area cities and the McPherson Implementing Local Redevelopment Authority (MILRA), as well as involvement with regional agencies such as the Atlanta Regional Commission (ARC).



# Intergovernmental Coordination: Do what extent do you agree with the goal on the previous slide?

Agree

Somewhat Agree

Somewhat Disagree

Disagree



# INTERGOVERNMENTAL COORDINATION

## Policies

|      |   |
|------|---|
| 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-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 identify potential impacts of the base redevelopment and maximize redevelopment opportunities affecting both adjacent neighborhoods and the broader East Point market area.                     |
| IC-9  | Work with ARC staff to ensure implementation of the Atlanta Regional Commission's Regions Plan  |
| 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.                             |
| IC-11 | Participate in the Aerotropolis Alliance and Atlanta Aerotropolis CID's efforts to encourage and improve coordination on land development, planning, aesthetic and transportation improvements, and economic development around Hartsfield-Jackson Atlanta International Airport. |
| IC-12 | Work with MARTA, GRTA, and ARC to support existing and future transit service in and around the city.   |



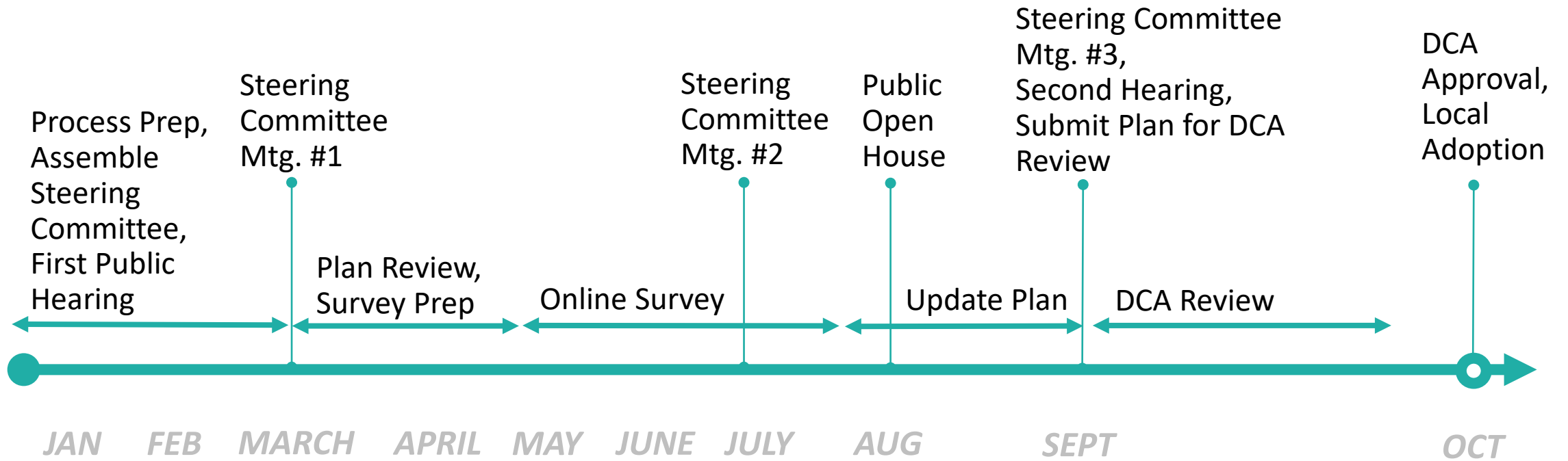
# Intergovernmental Coordination: What else is missing?

# SCHEDULE

- ~~Initial meeting with local staff (ARC and City)~~
- ~~Up-front data work (ARC)~~
- ~~First Required Public Hearing~~
- ~~Assemble steering committee (City)~~
- ~~First Steering Committee mtg.~~
- ~~Publish project website/survey (ARC and City)~~
- ~~Second Steering Committee mtg.~~
- Schedule and hold public open house (ARC and City)
- Close online survey (ARC)
- Schedule and hold third Steering Committee mtg. (ARC and City)
- Distill input and finalize draft plan update (ARC and City)



# SCHEDULE



2022



# NEXT MEETING (DATE TBD)

Agenda (meeting date TBD – will poll the group):

- Summarize general public input received (survey, open house)
- Review key areas of potential change in draft plan

ASAP:

- Send project website/online survey to folks you know! QR code below:



**THANK YOU!  
QUESTIONS?**

**Andrew Smith, Atlanta Regional Commission (ARC)  
Email: [asmith@atlantaregional.org](mailto:asmith@atlantaregional.org)**



# **CITY OF EAST POINT**

## **2022 COMPREHENSIVE PLAN UPDATE**

**Steering Committee Meeting #3 – September 14, 2022**



# AGENDA

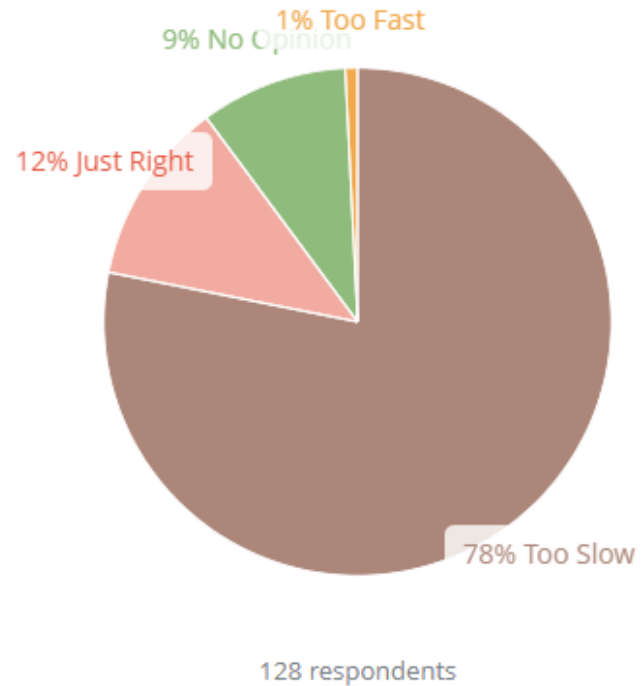
- **Last Time:**
  - Got your input on Goals and Policies
  - Reviewed early online survey results
  - Discussed key plan elements in the process
- **Today:**
  - Review input received from this group, online survey, and public open house – and get your reaction/thoughts
  - Discuss what all of this means for the plan – and get your reaction/thoughts



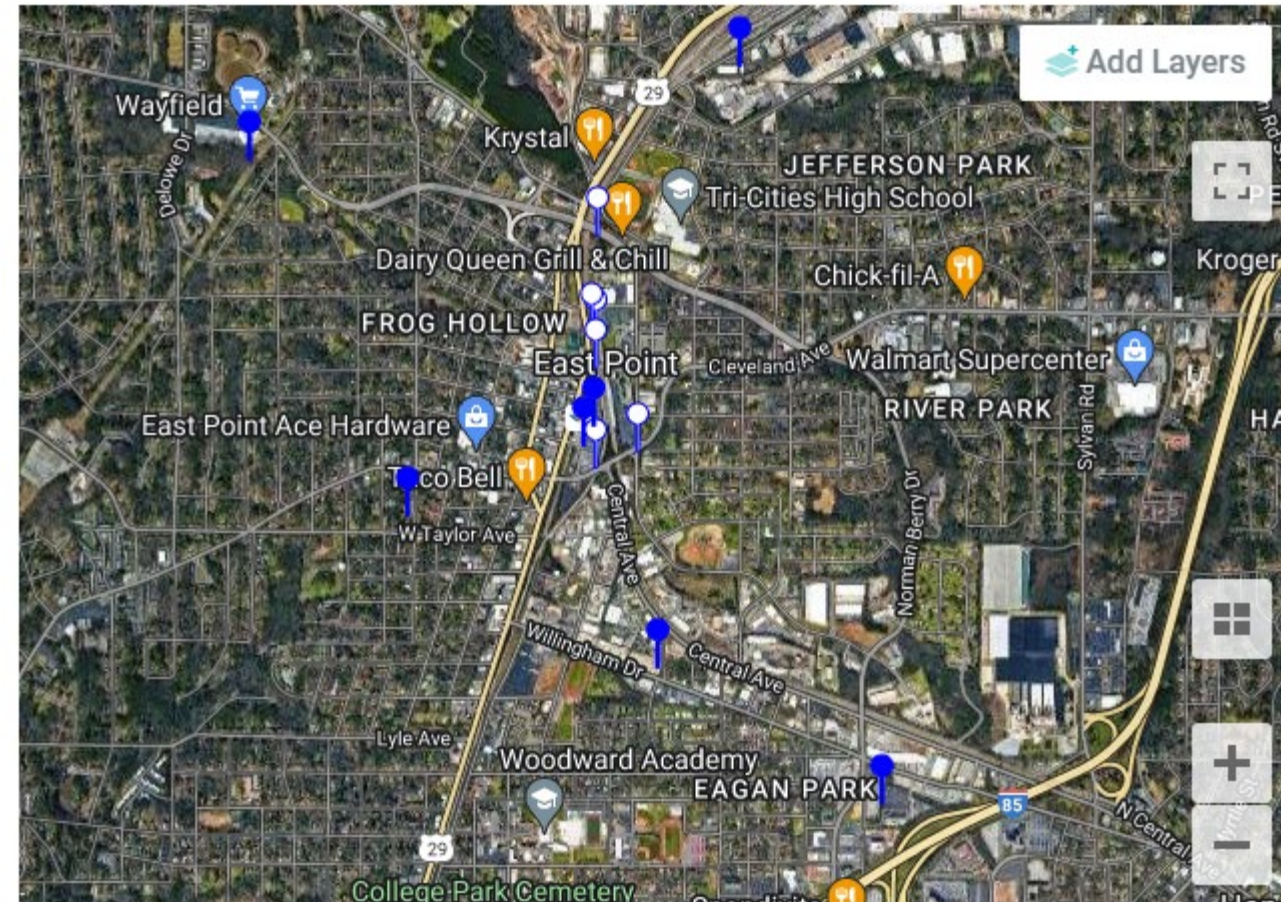


# DEVELOPMENT/GROWTH

How would you characterize East Point's **pace of development** in recent years? For context, the City's population grew by 14% from 33,712 to 38,358 between 2010-2019. The City added about 1,000 new housing units during that span, an increase of roughly 8.5%.

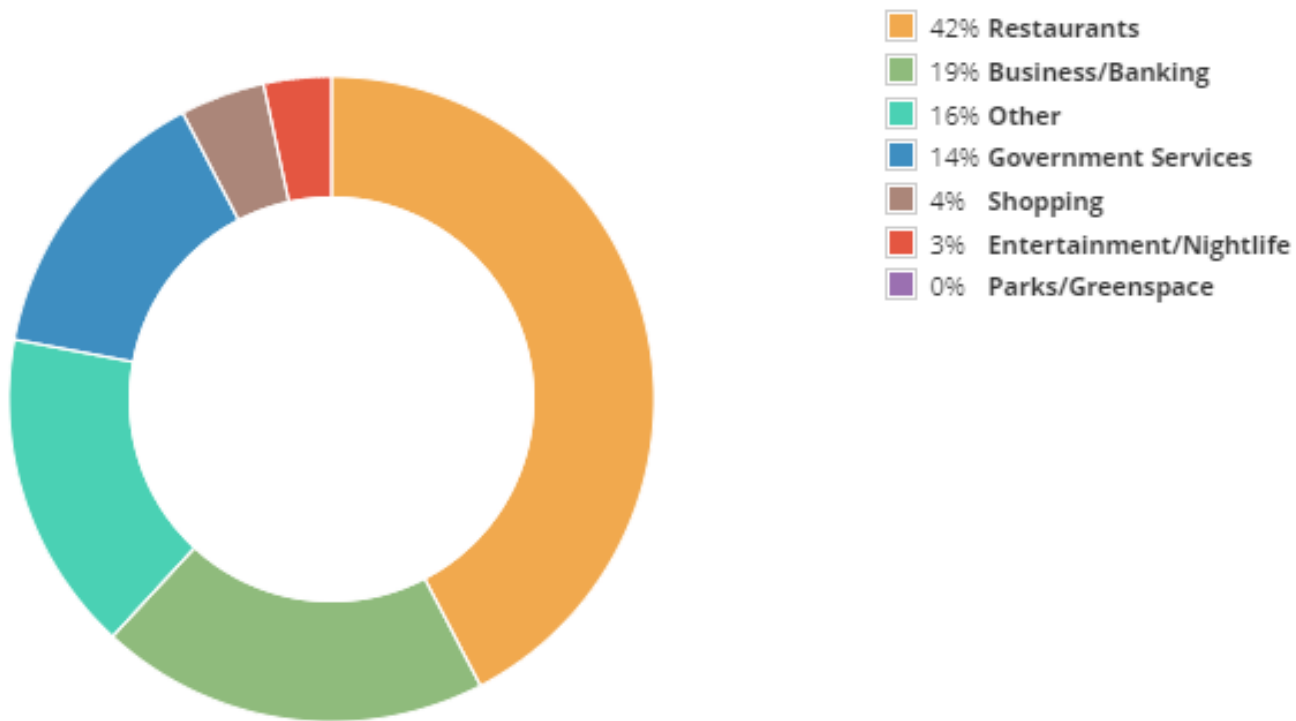


Where would you like to see **future development** focused?



# DEVELOPMENT - DOWNTOWN

What is your primary reason for visiting **downtown** East Point?



118 respondents

What kind of improvements should be considered to **enhance Downtown East Point?**

Downtown East Point has been a drag for many decades. Whatever the City of Hapeville and the City of College Park have successfully done to revitalize and make vibrant their downtown areas is what the City of East Point should do.

4 months ago

70 Agree

More restaurants/businesses with outdoor seating and social events. Bookstores, breweries, coffee shops, neighborhood meeting places.

4 months ago

56 Agree

Better dinner dining options (Volaré, PAPER Plane) in town  
Better lunch options in town  
Good quality grocery store in town (Whole Foods, Publix, Kroger, Sprouts)  
Improved menú at Chairs. More vegetarian options  
Outdoor seating/socializing area  
Attract commercial. Wagonworks also.

4 months ago

52 Agree

We need a coffee shop!  
I'm looking forward to Market 166 (and would love to see a downtown location for it!).  
Too many empty storefronts.

4 months ago

33 Agree

Hire a MAIN STREET MANAGER and let them do their job!  
More planters needed downtown to make it attractive  
Better Businesses restuarants are needed (no more vape shops please)  
Sidewalks need repairs

4 months ago

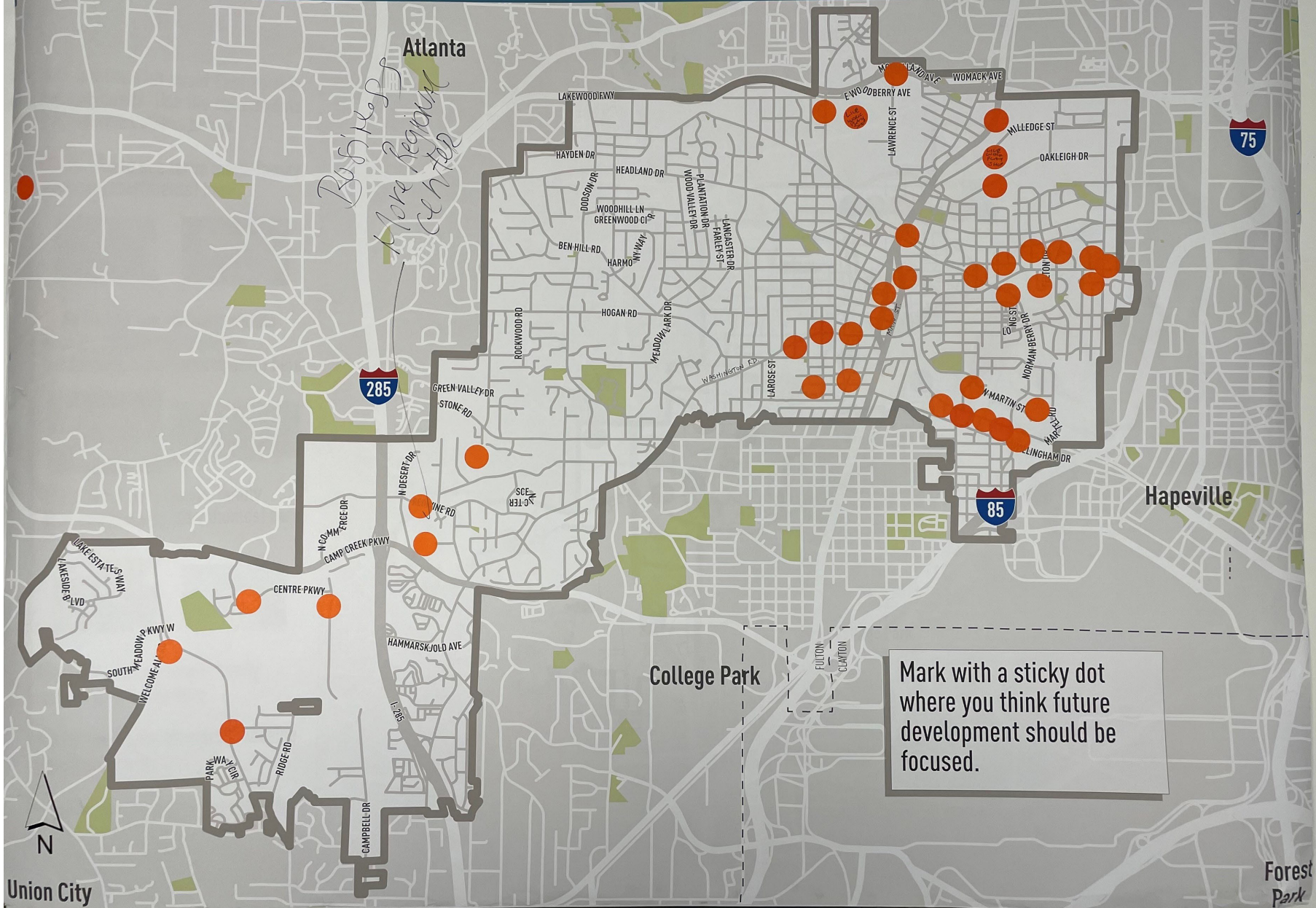
26 Agree

Revamp the permitting and licensing procedures so that East Point is able to attract businesses such as a nice coffeeshop, a brewery, decent restaurants. We regularly lose businesses to Hapeville and College Park because they are willing to work with potential business owners rather than against them. East Point's city government and internal offices are too parochial.

3 months ago

18 Agree

# WHERE SHOULD FUTURE GROWTH GO?



*Rob's HHS  
More regional  
center*

Mark with a sticky dot where you think future development should be focused.

Union City

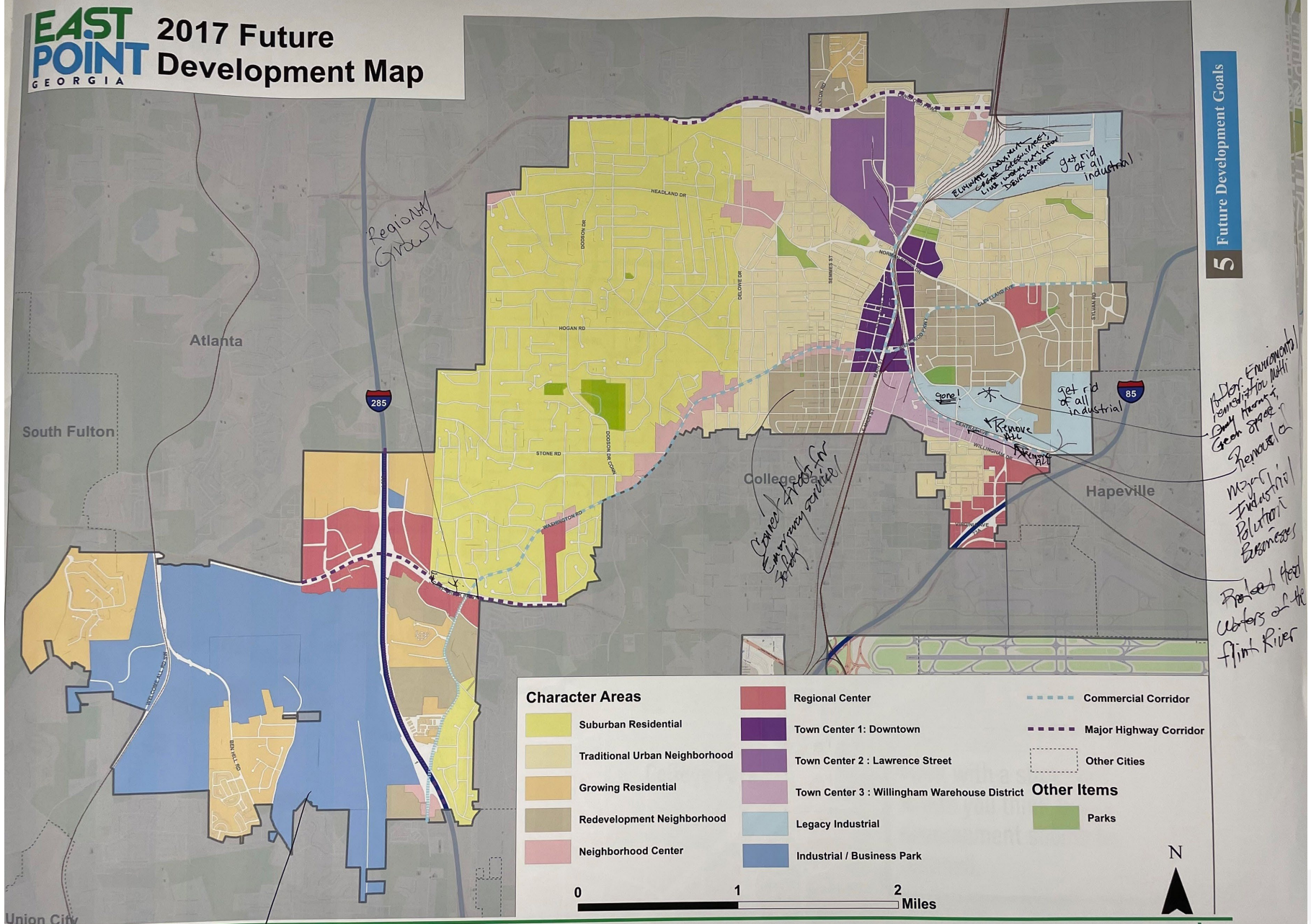
College Park

Hapeville

Forest Park

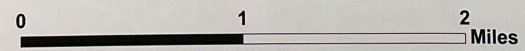
# EAST POINT 2017 Future Development Map

GEORGIA

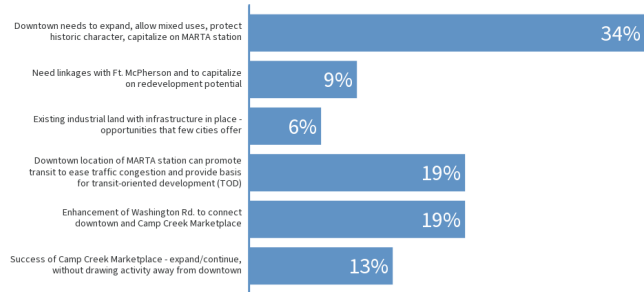


5 Future Development Goals

| Character Areas |                                | Other Items |  |
|-----------------|--------------------------------|-------------|--|
|                 | Suburban Residential           |             | Regional Center                              |
|                 | Traditional Urban Neighborhood |             | Town Center 1: Downtown                      |
|                 | Growing Residential            |             | Town Center 2: Lawrence Street               |
|                 | Redevelopment Neighborhood     |             | Town Center 3: Willingham Warehouse District |
|                 | Neighborhood Center            |             | Legacy Industrial                            |
|                 |                                |             | Industrial / Business Park                   |
|                 |                                |             | Commercial Corridor                          |
|                 |                                |             | Major Highway Corridor                       |
|                 |                                |             | Other Cities                                 |
|                 |                                |             | Parks  |



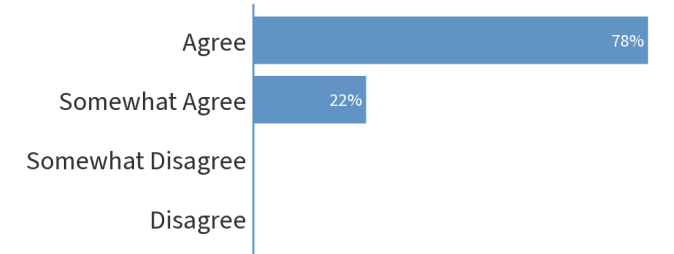
### LAND USE & ECON DEVT - OPPORTUNITIES (1 of 2)



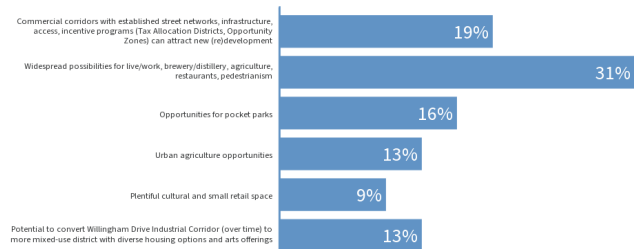
### LAND USE & ECON DEVT: What else is missing?



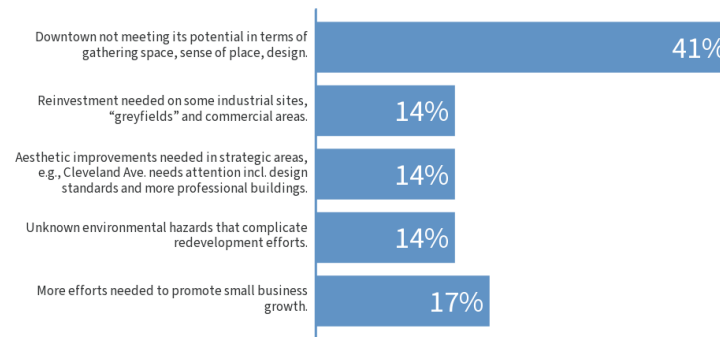
### Land Use & Design: Do what extent do you agree with the goal on the previous slide?



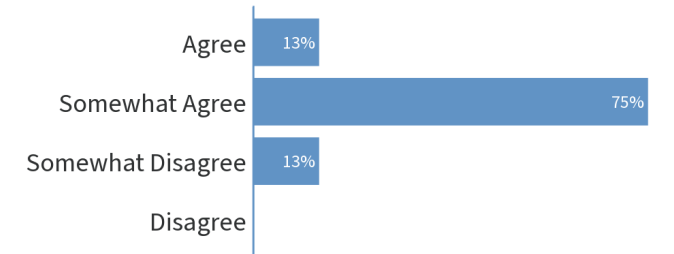
### LAND USE & ECON DEVT - OPPORTUNITIES CONT'D (2 of 2)



### LAND USE & ECON DEVT - ISSUES



### Economic Development: Do what extent do you agree with the goal on the previous slide?



# TAKEAWAYS

- Fully leverage MARTA rail and bus access
- Channel new growth to nodes and corridors
- More attention to redevelopment and infill development in:
  - Downtown
  - Washington Rd.
  - Willingham Dr.
  - Cleveland Ave.
- Scale, walkability, transit, streetscaping, stormwater management, public art
- Mix uses where appropriate – can be vertical or horizontal
- Main St. program/manager, Econ Development, permitting
- Phase out heavy industry in general; legacy industrial near downtown should transition over time and redevelop to mixed-use
- New industrial should be modern warehouses and light industrial only, and should be limited to business park areas S of Camp Creek, W of 285
- Maintain traditional urban and suburban residential neighborhoods largely as-is



# HOUSING

How would you rate East Point's housing needs?

|                      | Need More        | Right Amount        | Need Less        |
|----------------------|------------------|---------------------|------------------|
| Affordable Housing   | 44%<br>Need More | 41%<br>Right Amount | 15%<br>Need Less |
| Senior Housing       | 47%<br>Need More | 44%<br>Right Amount | 9%<br>Need Less  |
| Density              | 38%<br>Need More | 55%<br>Right Amount | 7%<br>Need Less  |
| Mixed-Income Housing | 68%<br>Need More | 27%<br>Right Amount | 4%<br>Need Less  |

122 respondents

What would you describe as East Point's **most important housing need**? What role should the City play in helping to address this need?

Cleaning up, remediating or bull-dozing blighted residential properties and making those properties into affordable housing. Perhaps East Point would benefit from having a land trust and land bank in East Point so that something could be done with these houses which, in East Point, are often a place where teenagers, unsheltered individuals or criminals spend time.

4 months ago

71 Agree

More mixed use housing: buildings which can provide small commercial/retail space beneath medium density housing.

4 months ago

50 Agree

Higher End housing - we have plenty of affordable housing. We are on MARTA line -- build nice condos or townhomes

4 months ago

34 Agree

East Point needs more mixed income housing. This will bring residents that can spend money in the city and might potentially bring new business to the area.

4 months ago

27 Agree

Seems like there are many historic and/or industrial structures that could be repurposed for Apts/condos and/or mixed use sites that would maintain visual interest and provide affordable housing for commuters not looking to own a home yet.

4 months ago

21 Agree

Condominiums and Tiny houses

4 months ago

14 Agree

There is to much ugly parking, just concrete covered giant spaces, that also take away sidewalks. We dont need more parking, we need more walkable sidewalks that have green divider from the road and have trees to provide shade. Parking could be reduced in favor or more green shady sidewalks

3 months ago

8 Agree

Mixed use developments that look and feel "cool".

4 months ago

8 Agree

Modern, clean looking apartments for younger demographic. The community on Stanton Rd looks great but it's for seniors only!

# HOUSING

Tell us a little bit about East Point's housing needs. Use the colored dots per the instructions below.

● I'd like to see large multi-family housing (apartments) here



● I'd like to see missing middle housing (duplexes, triplexes, quadplexes, small apartments) here



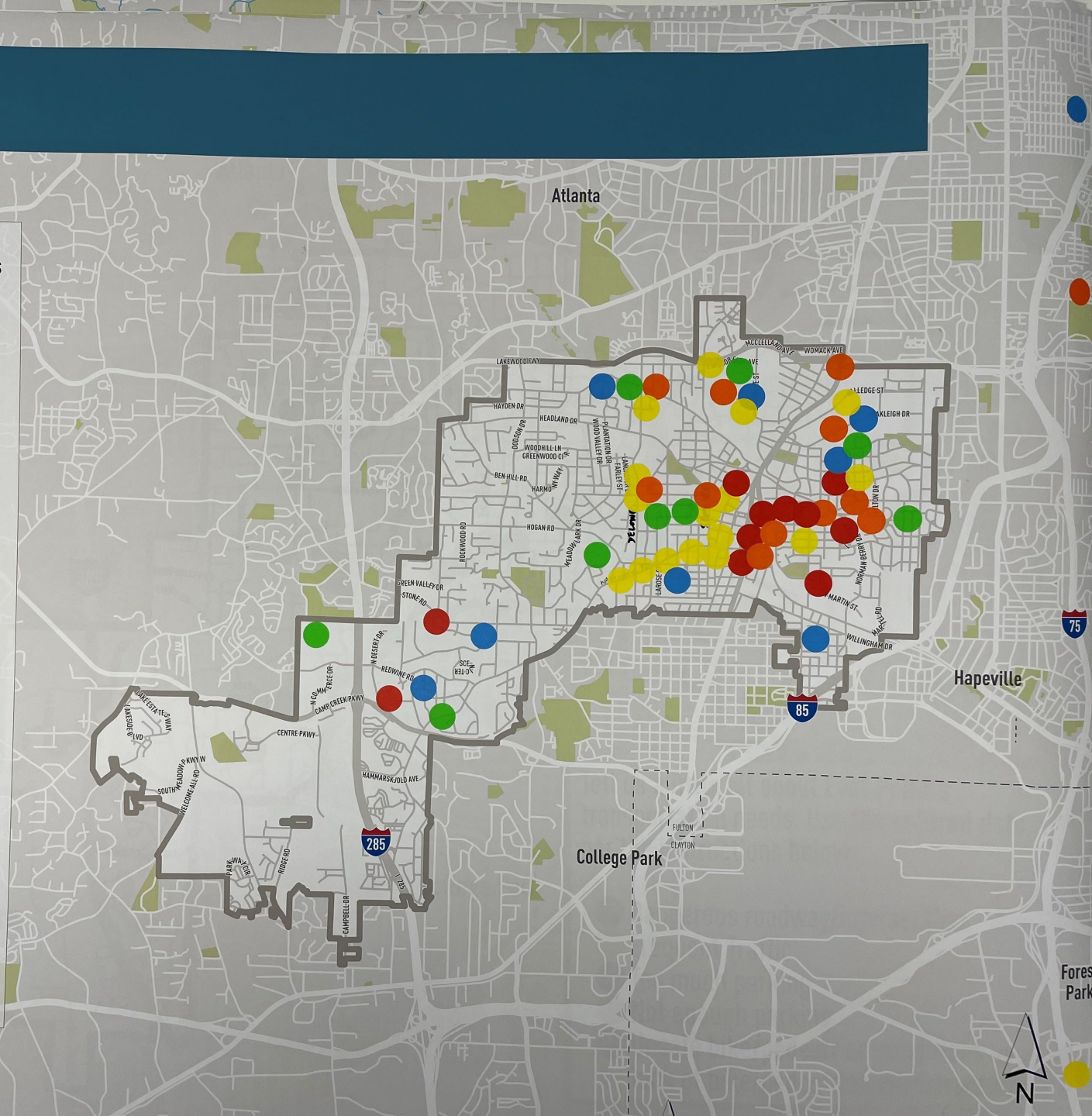
● I'd like to see single-family attached housing (townhomes) here



● I'd like to see single-family detached housing here

● I'd like to see affordable housing (any kind) here

Union City



Forest Park





# TAKEAWAYS

- **Need more diverse housing options**
  - Balanced mix of price points
  - Multi-family near downtown rail transit and major corridors
  - Townhomes downtown and downtown-adjacent
  - Missing Middle (duplexes, triplexes, small apartment complexes) spreading out and filling in from there, focusing on main corridors
  - Cottage court and tiny home (nomenclature is important) infill where appropriate
- **Scale, walkability, transit, streetscaping, stormwater management**
- **Affordable and senior housing remain key issues**
  - Explore land banking/land trusts
- **Leverage MARTA rail and bus access**



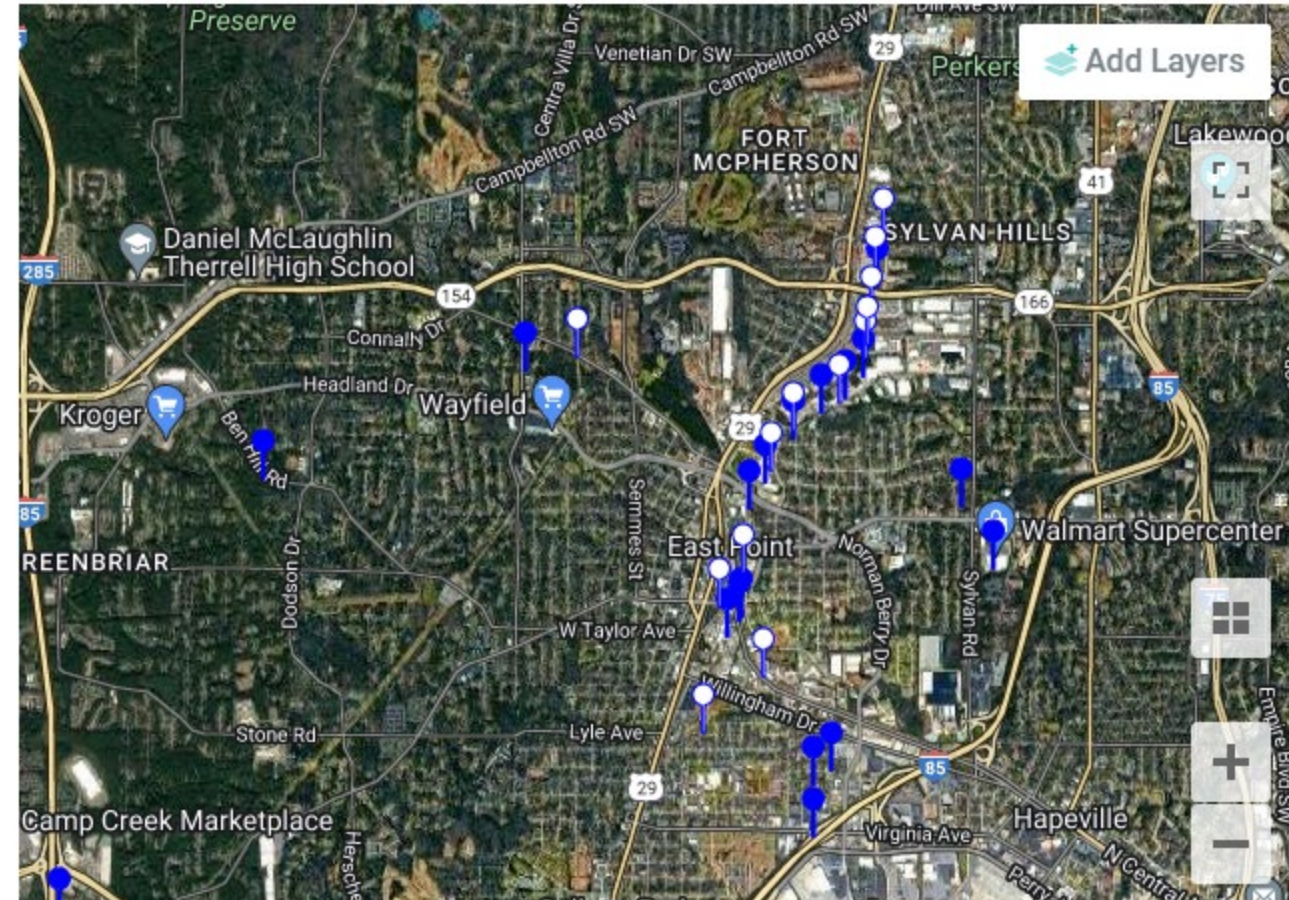
# TRANSPORTATION

How would you rank your satisfaction with East Point's **transportation system**?

|                             | Poor        | Below Average        | Adequate        | Good        | Excellent        | No Opinion       |
|-----------------------------|-------------|----------------------|-----------------|-------------|------------------|------------------|
| Traffic Safety              | 11%<br>Poor | 21%<br>Below Average | 41%<br>Adequate | 18%<br>Good | 4%<br>Excellent  | 6%<br>No Opinion |
| Traffic Congestion          | 2%<br>Poor  | 6%<br>Below Average  | 42%<br>Adequate | 35%<br>Good | 13%<br>Excellent | 2%<br>No Opinion |
| Road Conditions             | 16%<br>Poor | 34%<br>Below Average | 36%<br>Adequate | 12%<br>Good | 2%<br>Excellent  | -<br>No Opinion  |
| Pedestrian & Bicycle Safety | 36%<br>Poor | 40%<br>Below Average | 13%<br>Adequate | 4%<br>Good  | -<br>Excellent   | 7%<br>No Opinion |
| Public Transportation       | 4%<br>Poor  | 11%<br>Below Average | 44%<br>Adequate | 21%<br>Good | 10%<br>Excellent | 9%<br>No Opinion |
| Parking                     | 10%<br>Poor | 21%<br>Below Average | 42%<br>Adequate | 18%<br>Good | 2%<br>Excellent  | 7%<br>No Opinion |

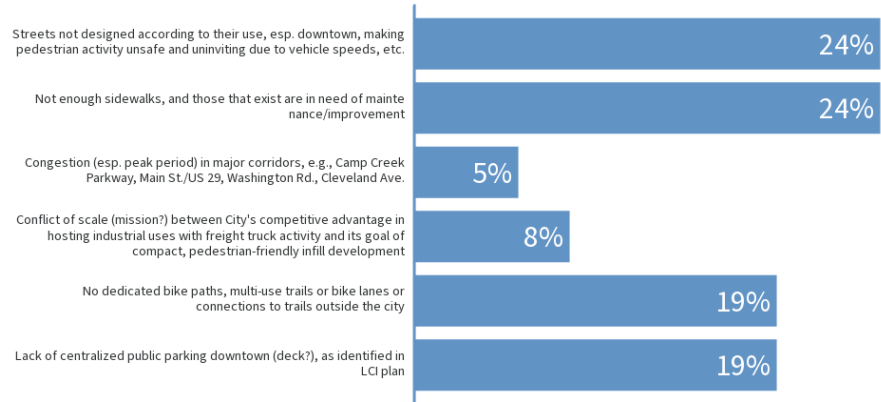
123 respondents

Are there any areas in East Point you feel are particularly **dangerous for pedestrians or bicyclists**?

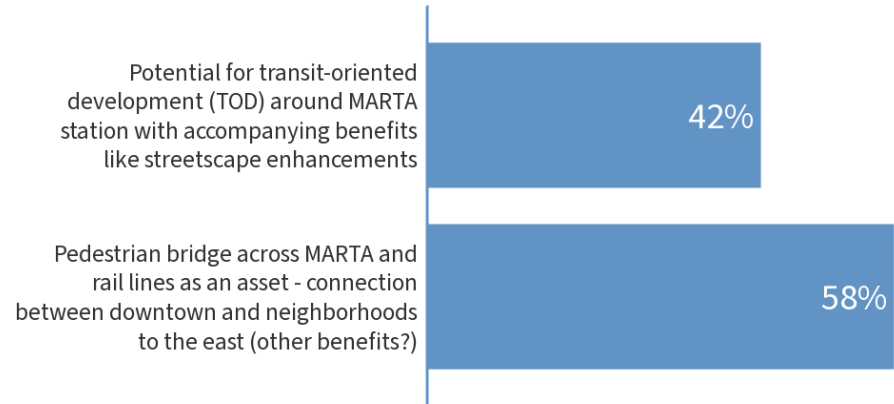




## TRANSPORTATION - ISSUES



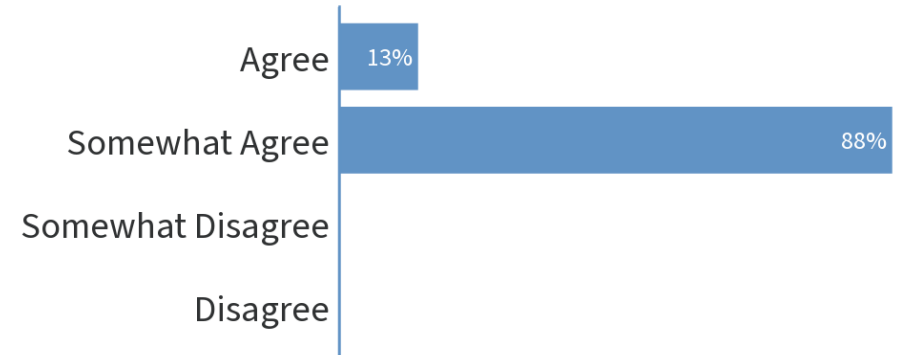
## TRANSPORTATION - OPPORTUNITIES



## TRANSPORTATION: What else is missing?



## Transportation: Do what extent do you agree with the goal on the previous slide?



# TAKEAWAYS

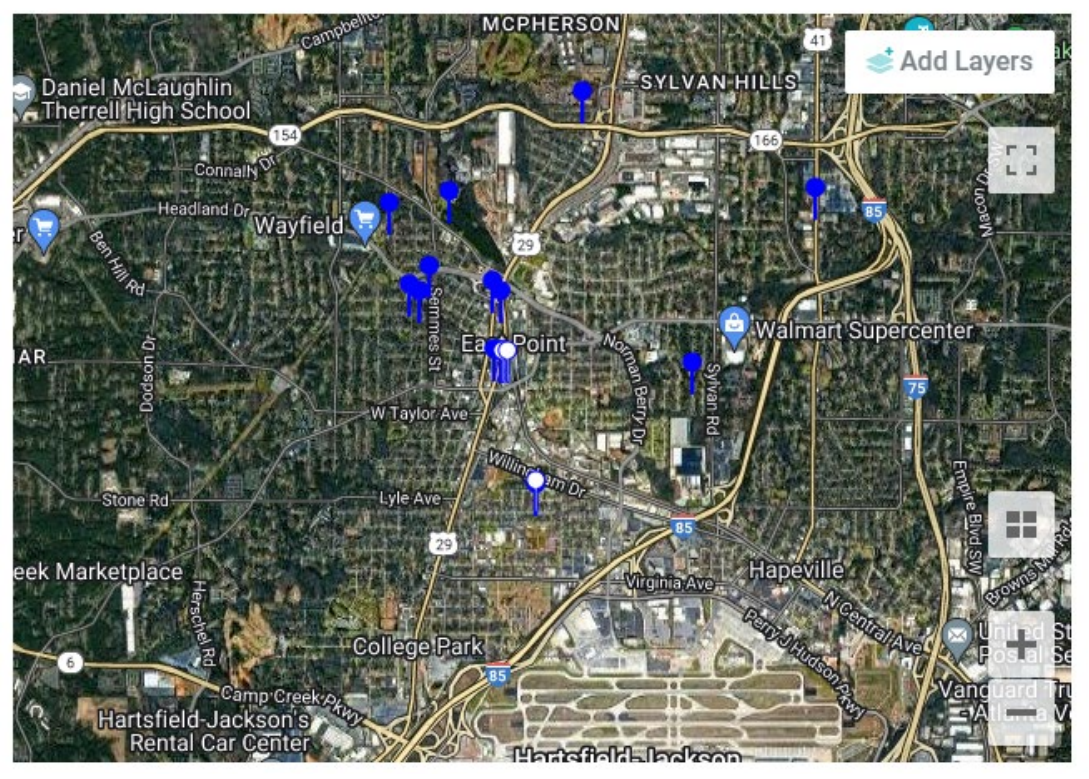
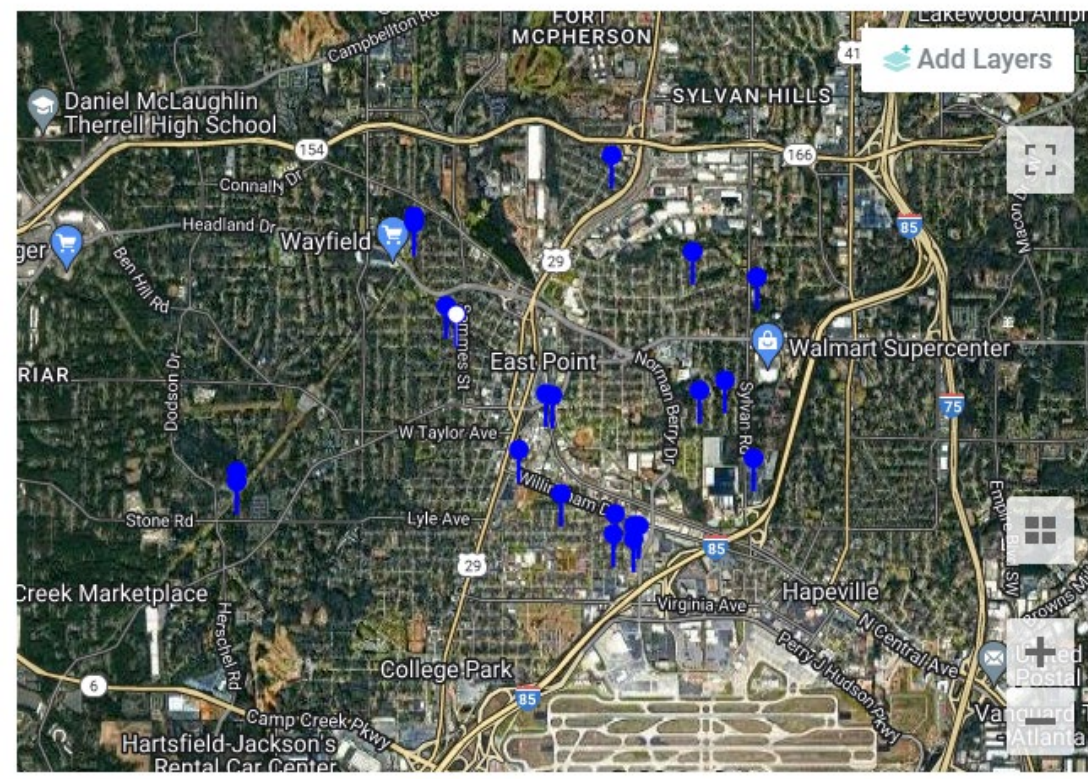
- Fully leverage MARTA rail and bus access
- Improve roadway conditions/maintenance in general
- Reduce dangerous vehicle speeds in general
- Improve key intersections
- Ensure bike/ped safety on key corridors
- Bike/ped infrastructure
  - Gaps, maintenance, lack of sidewalks in residential neighborhoods, etc.
  - Pursue trails and multi-use paths wherever possible
- Parking
  - Plenty downtown – but management, private vs. public, location, arrangement, walkability to destinations, and signage are the important details
  - Perception that privately managed parking sites make enough money to stay as-is, which deters their sale and redevelopment



# NATURAL/HISTORIC/CULTURAL RESOURCES

What are East Point's **most significant natural and environmental resources**? What role should the City play in helping to preserve and protect these?

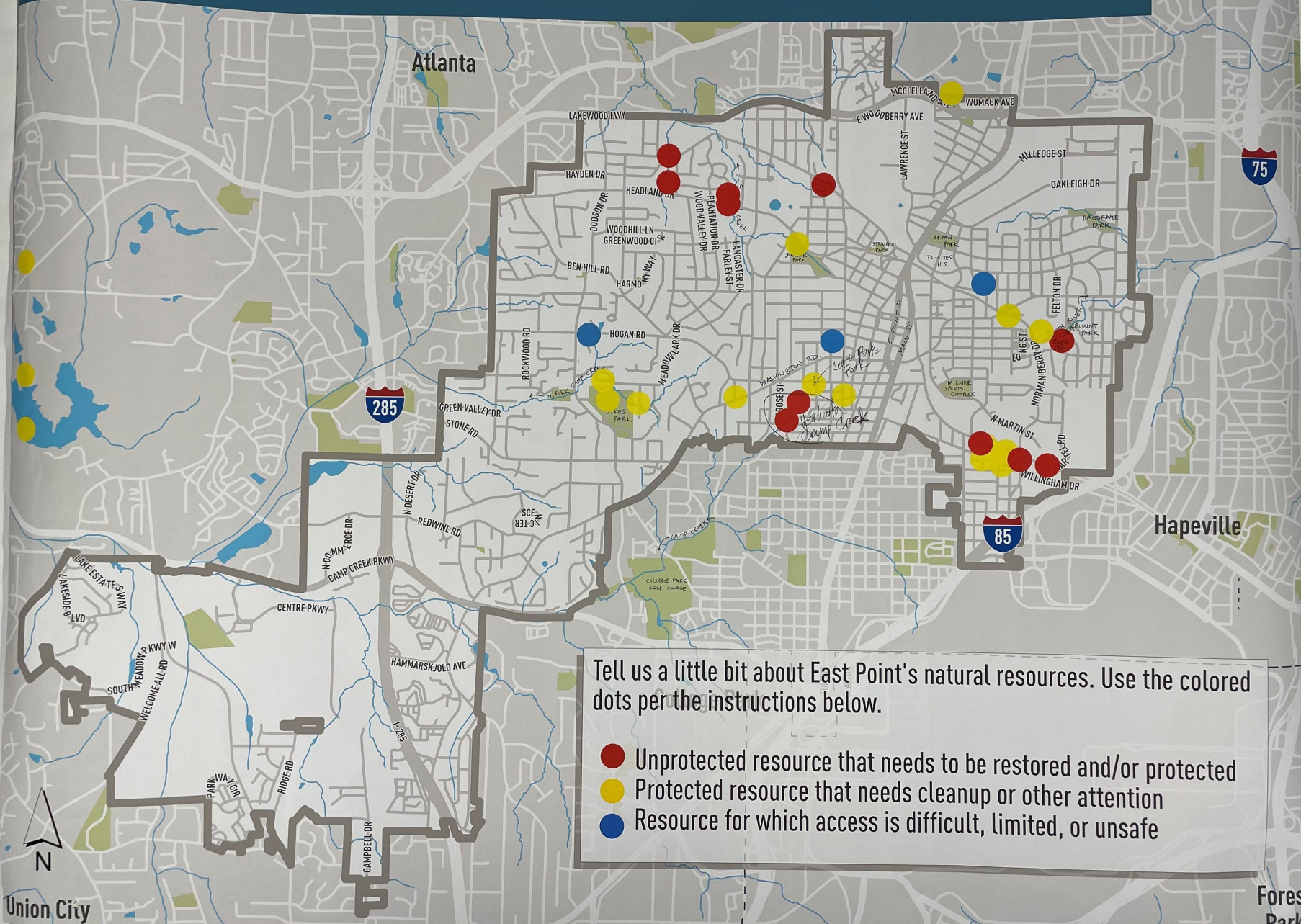
What are East Point's **most significant historic and cultural resources**? What role should the City play in helping to preserve and protect these?



- Connally Nature Park
- Sumner Park
- South River headwaters
- Flint River headwaters
- Undeveloped land b/w residential neighborhoods

- Ballethnic Dance Company
- Velodrome
- Public parks
- Hillcrest Cemetery
- Civic Block: Old City Hall, Library, Auditorium, Victory Park

# NATURAL RESOURCES





# GREENSPACE

Please select only one of the images from each of the rows below by placing a dot under the picture you prefer.

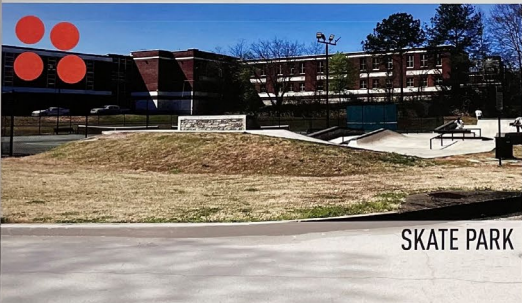
## PASSIVE PARKS

Passive parks are informal gathering places for relaxation and play.



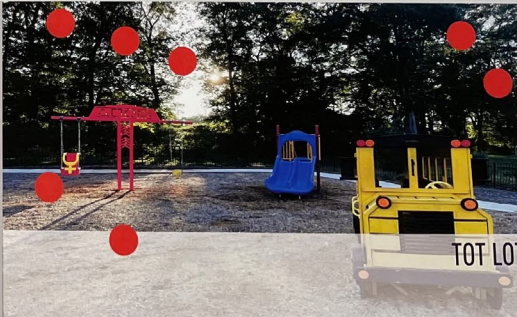
## ACTIVE PARKS

Active parks are developed for active sports facilities (e.g., tennis courts).



## OTHER GREENSPACES

Other types of greenspaces generally serve a very specific purpose.





# TAKEAWAYS

- Streams and wetlands – and the natural areas surrounding them – need attention
  - Restoration
  - Maintenance
  - Access and enjoyment
- Need more parks and greenspaces of all kinds
  - Include community gardens and other city agriculture plan recommendations
- Could better leverage historic and cultural resources
  - Creates a clearer community identity and character – uniqueness
  - Attracts new energy, activity, people, businesses, institutions



# PUBLIC HEALTH AND SAFETY

- Integrate Health Equity into plan – Needs/Oppties, Goals, Work Prgm, etc.
  - Some overlap with other elements but needs own space in plan
- Leverage recent and current initiatives
  - Equity Resolution
  - Equitable Growth and Inclusion Strategic Plan
  - City Agriculture Plan
  - I.G.N.I.T.E. Housing Committee
  - Healthy Point Initiative
  - Advancing Health Equity Project – Morehouse School of Medicine
- Policing – Committee and public feedback on need for better crime reporting/transparency and improved public safety overall



# SCHEDULE

- ~~Initial meeting with local staff~~
- ~~Up-front data work~~
- ~~First Required Public Hearing~~
- ~~Assemble steering committee~~
- ~~First Steering Committee mtg.~~
- ~~Publish project website/online survey~~
- ~~Second Steering Committee mtg.~~
- ~~Public open house~~
- ~~Third Steering Committee mtg. (today)~~
- Close online survey
- Distill all input and finalize draft plan update (ARC and City)

# THANK YOU!

**Andrew Smith, Atlanta Regional Commission (ARC)**  
**Email: [asmith@atlantaregional.org](mailto:asmith@atlantaregional.org)**

