

2017 EAST POINT COMPREHENSIVE PLAN UPDATE

9/6/17

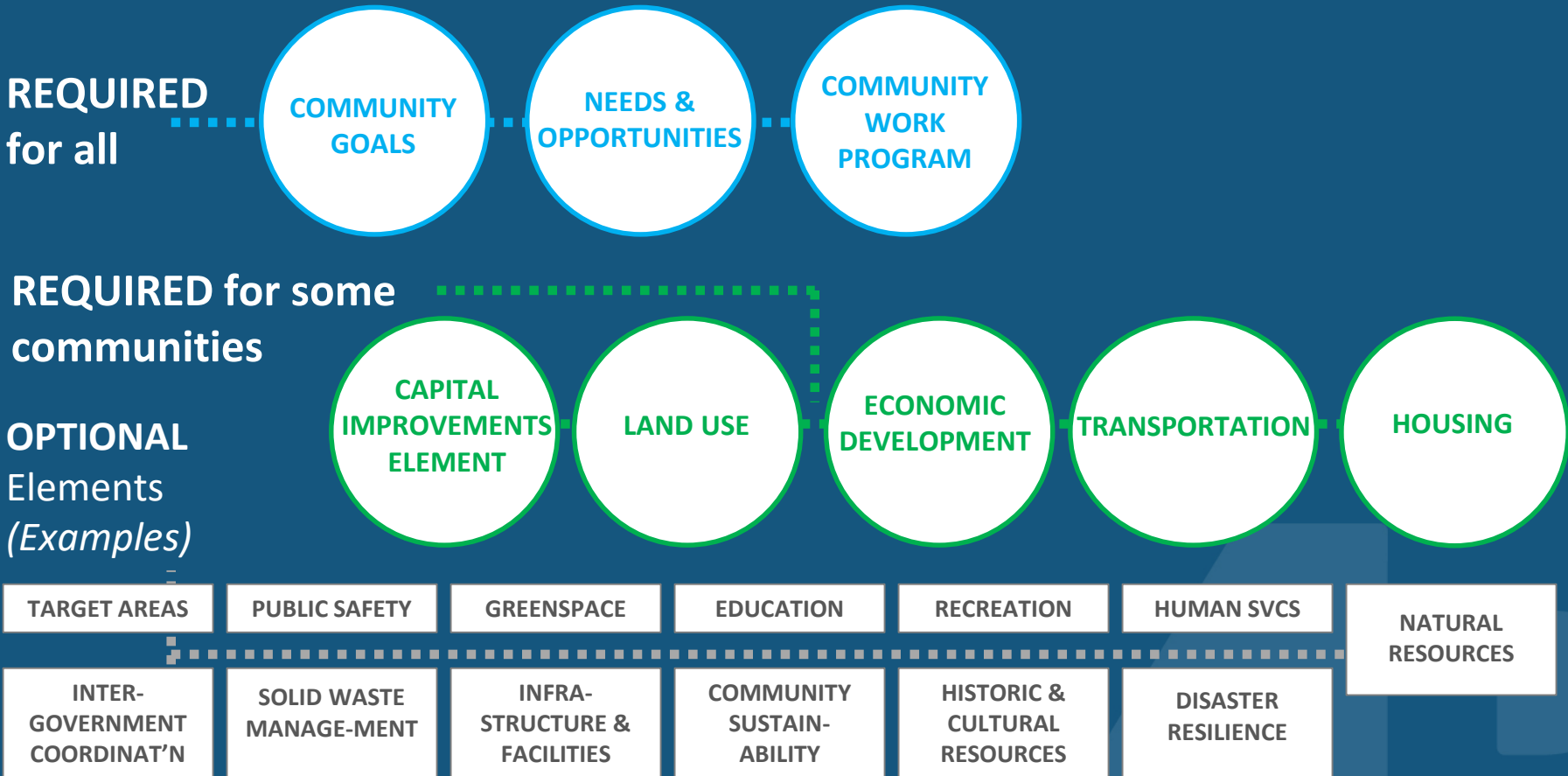


Process

February 20 City Council Comp Plan Kick Off	March 21 Public Meeting	March 23 Public Meeting	April 13 Public Meeting	June 27 Public Meeting	September 6 Steering Committee Meeting	City Council
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2012 DCA RULE CHANGES



**Visual Concept by Ozgur Basak Alkan, Perkins+Will
Jon West GA DCA

2012 DCA RULE CHANGES

- Greater Flexibility
- Regional Commission is required to prepare a basic plan at no cost
- Smaller emphasis on data/demographics
- Bigger emphasis on implementation
 - Needs & Opportunities
 - Updated every 5 years
 - Tied to Community Work Program

REQUIRED
for all

COMMUNITY
GOALS

NEEDS &
OPPORTUNITIES

COMMUNITY
WORK
PROGRAM

Document Summary

I. Introduction

II. Data & Demographics

III. Community Engagement

IV. Needs and Opportunities

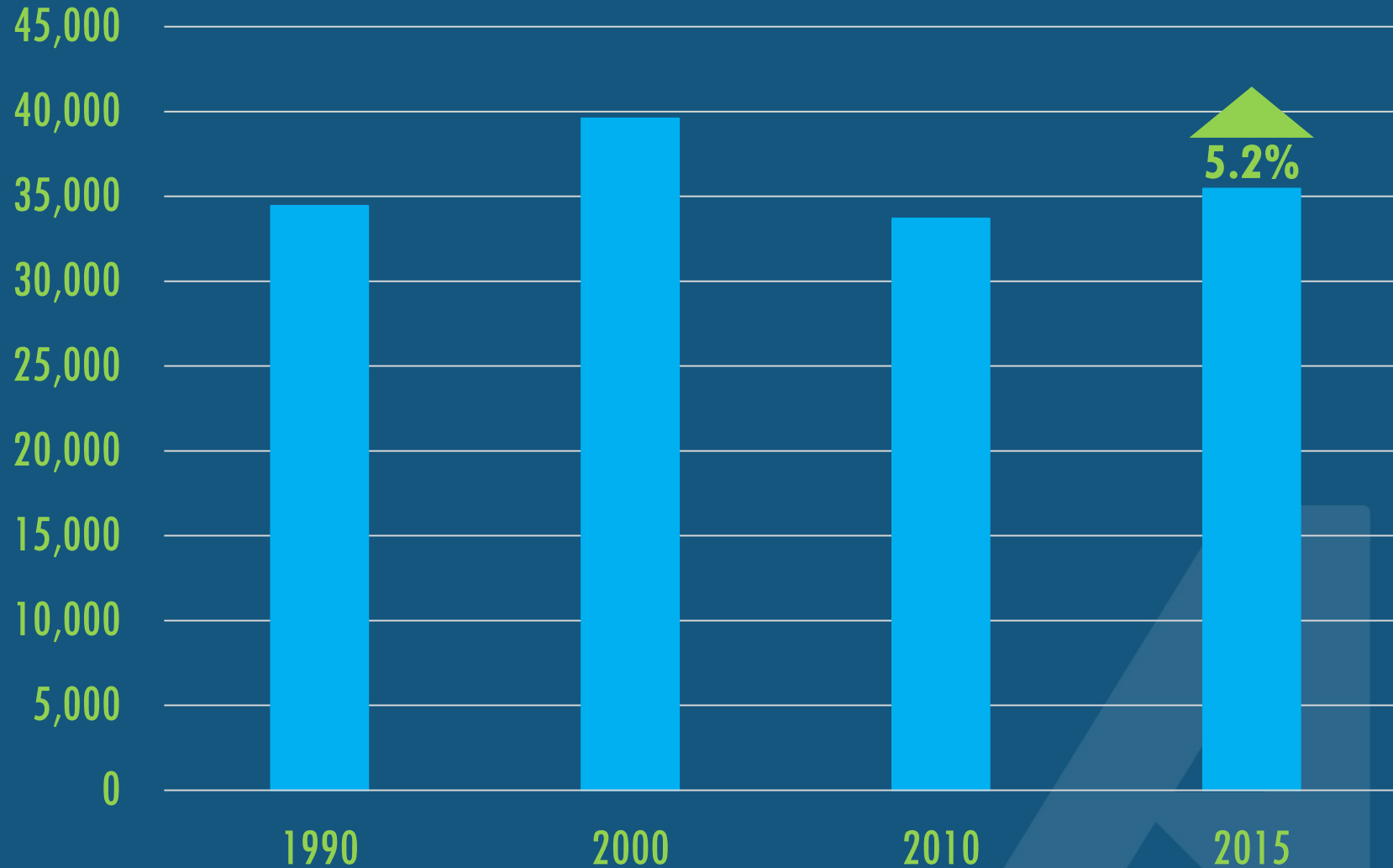
V. Community Goals

VI. Future Development

VII. Work Program

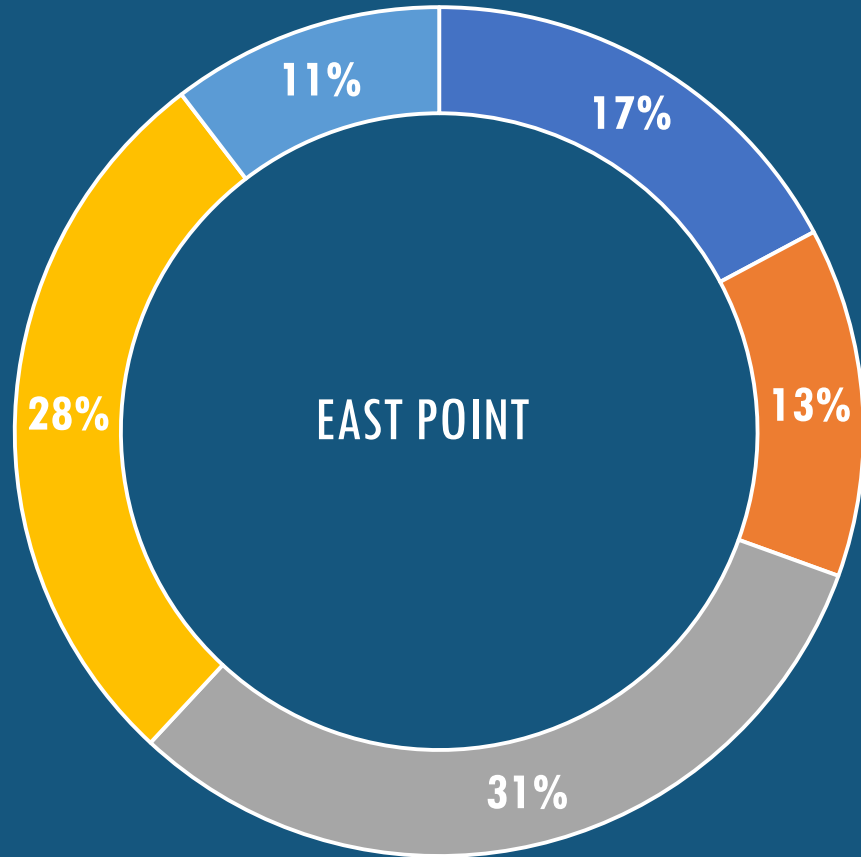


DEMOGRAPHICS - POPULATION

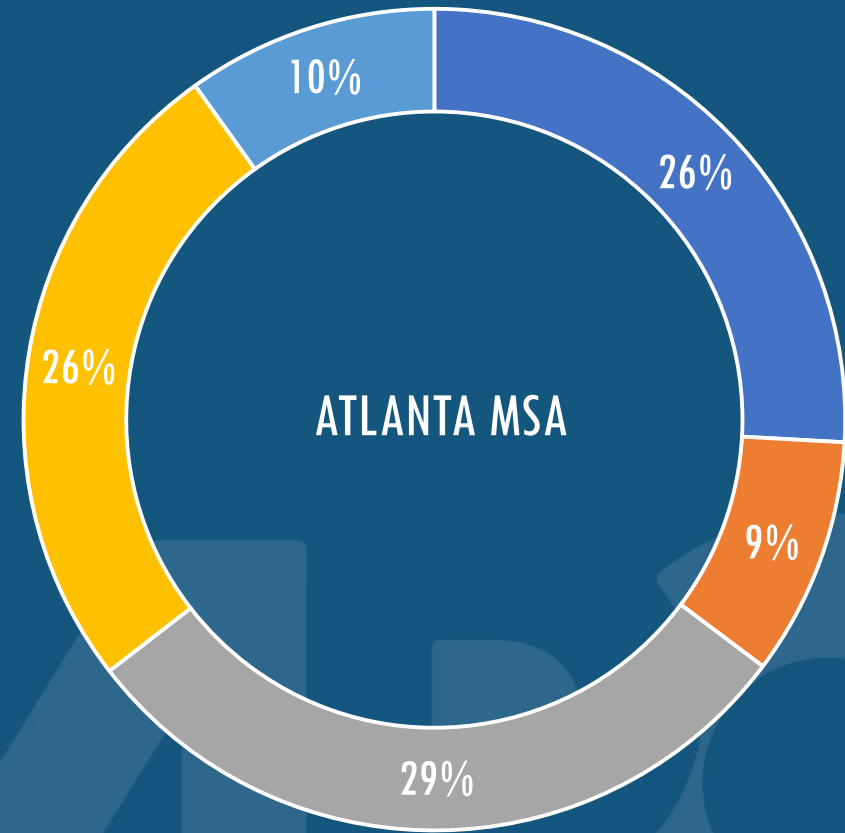


- 15% decrease between 2000 and 2010
- Estimates show an 5% increase to 35,467 since 2010

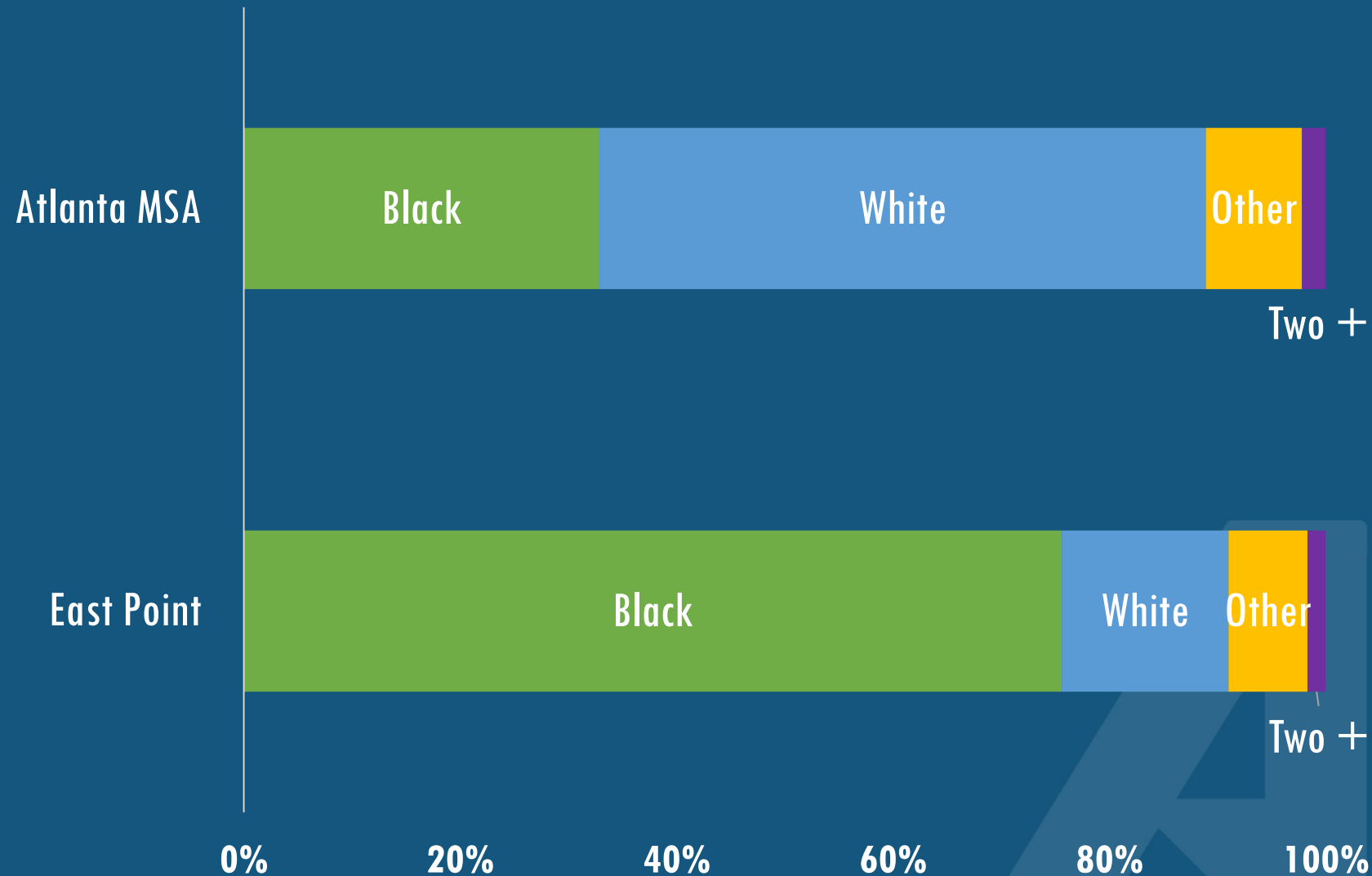
DEMOGRAPHICS – AGE DISTRIBUTION



- Under 18
- 18 - 24
- 25 - 44
- 45 - 64
- 65 +

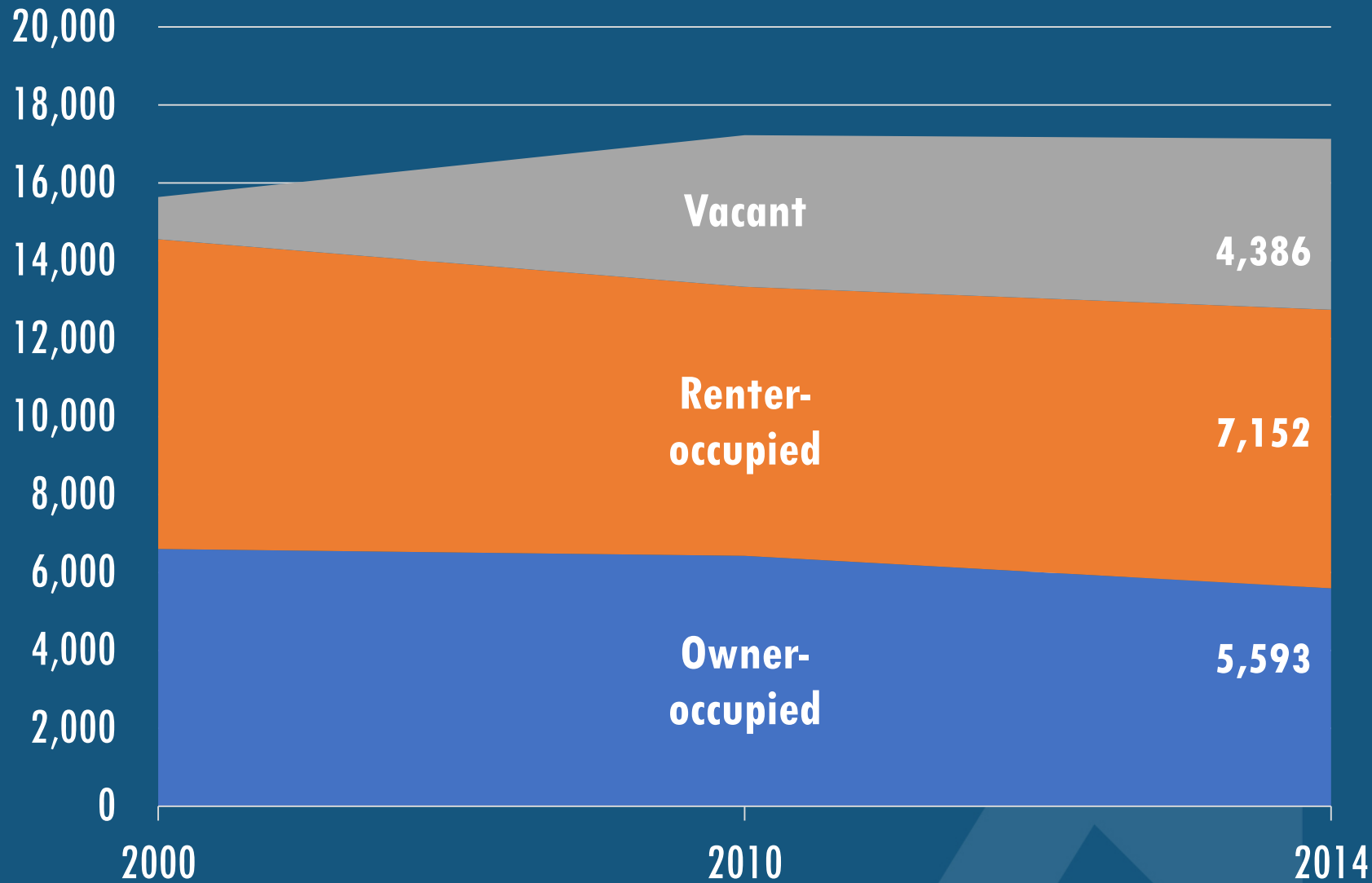


DEMOGRAPHICS – RACE DISTRIBUTION

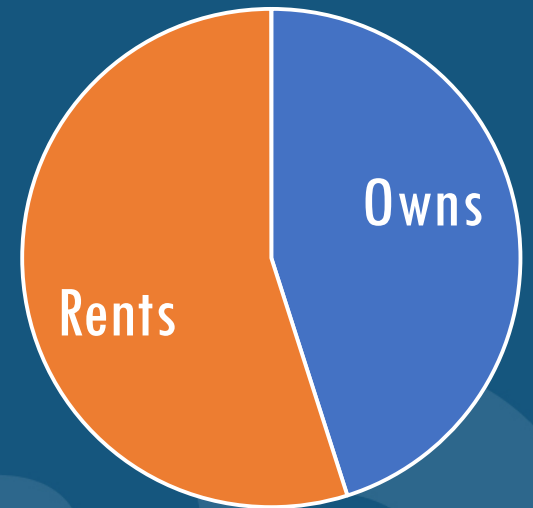


This chart shows that the racial distribution of East Point, GA is significantly different than that of the region as a whole.

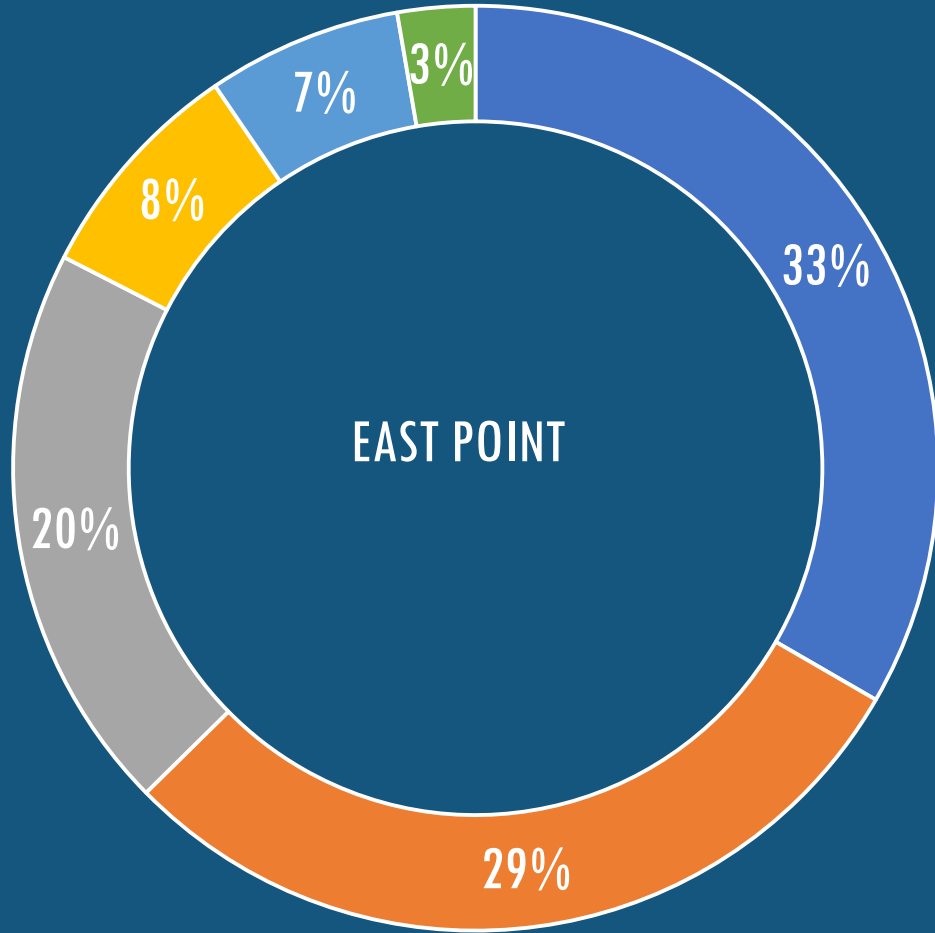
DEMOGRAPHICS - HOUSING



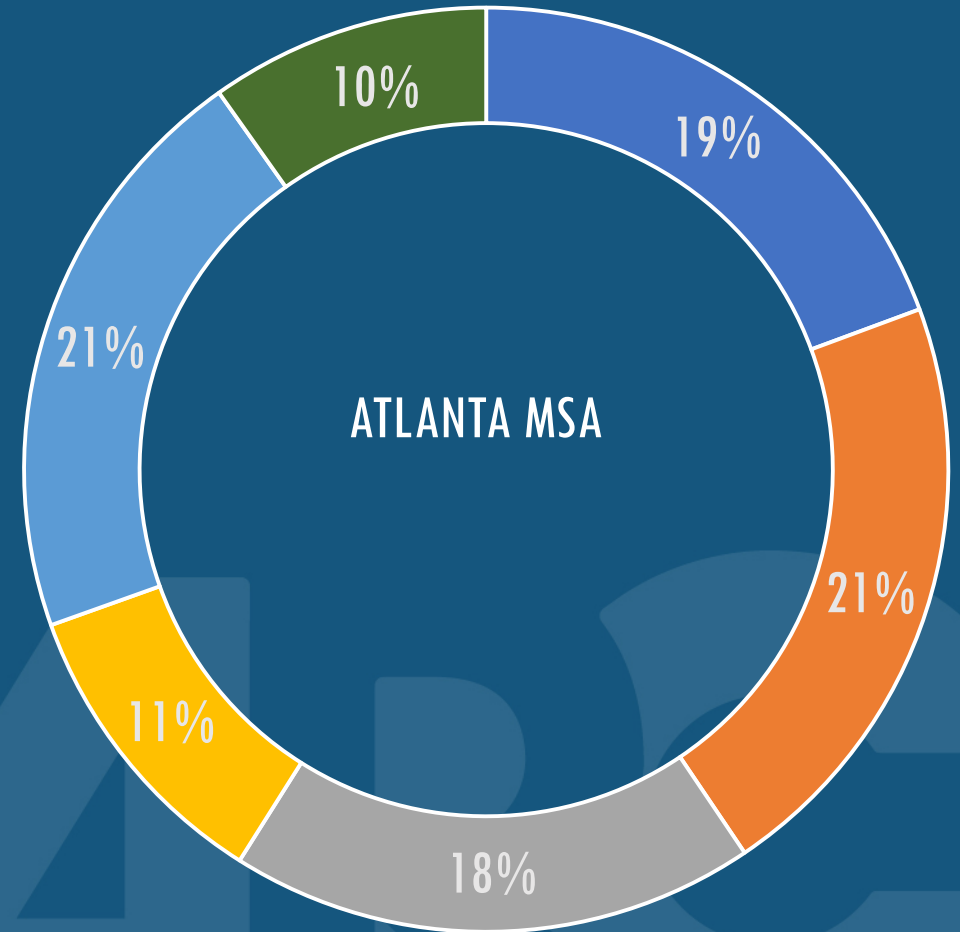
Tenure by Population



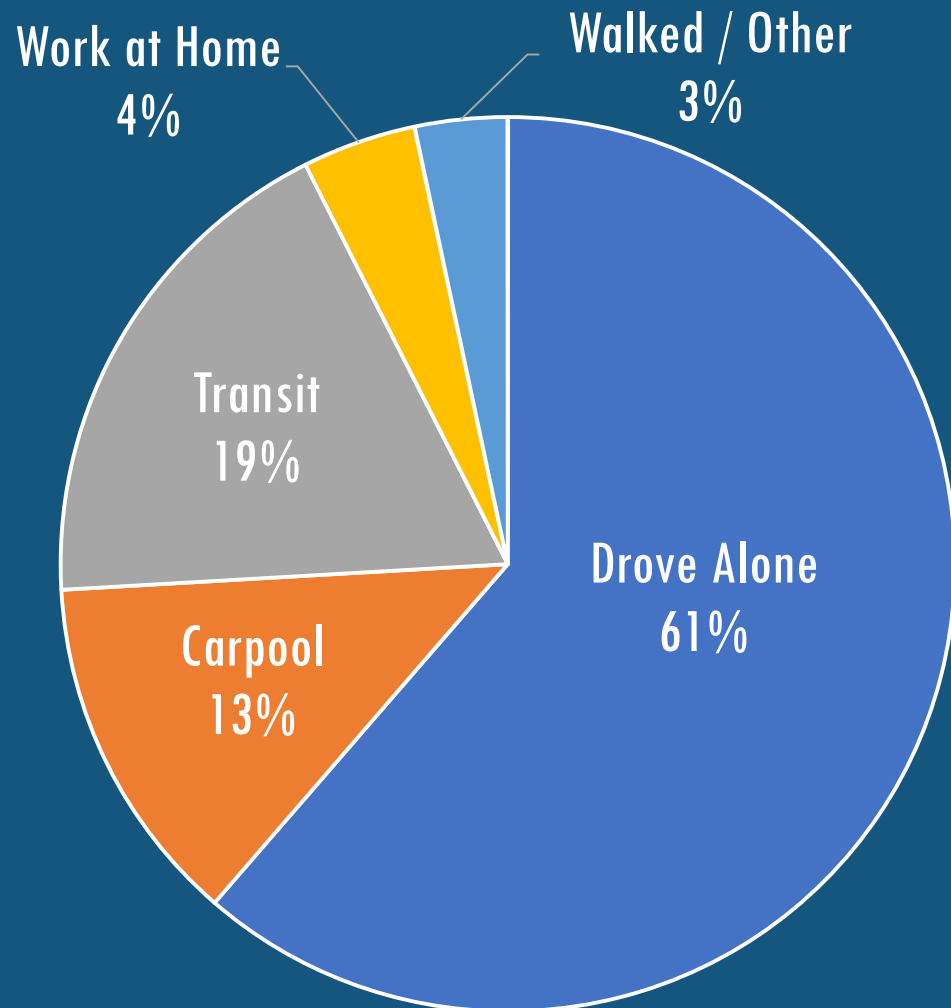
DEMOGRAPHICS – INCOME DISTRIBUTION



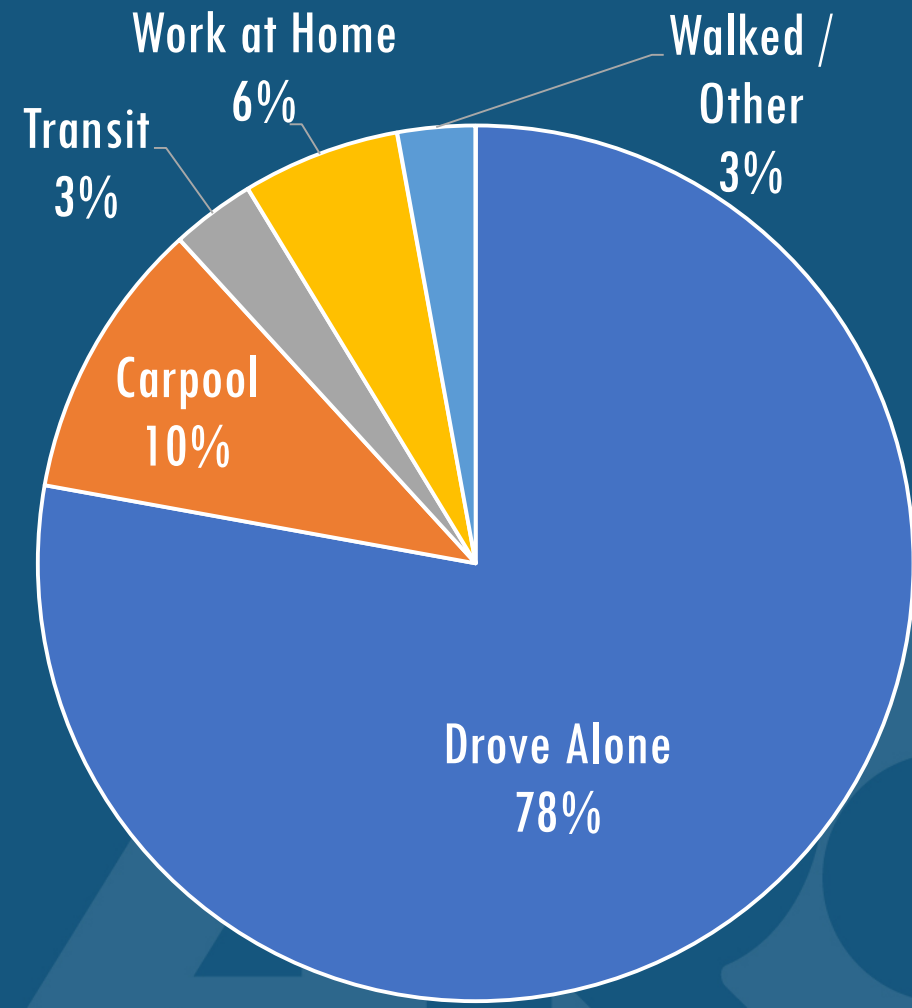
- less than \$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$149,999
- \$150,000 or more



DEMOGRAPHICS – MODE OF TRANSPORTATION



EAST POINT



ATLANTA MSA

COMMUNITY ENGAGEMENT – ROUND 1

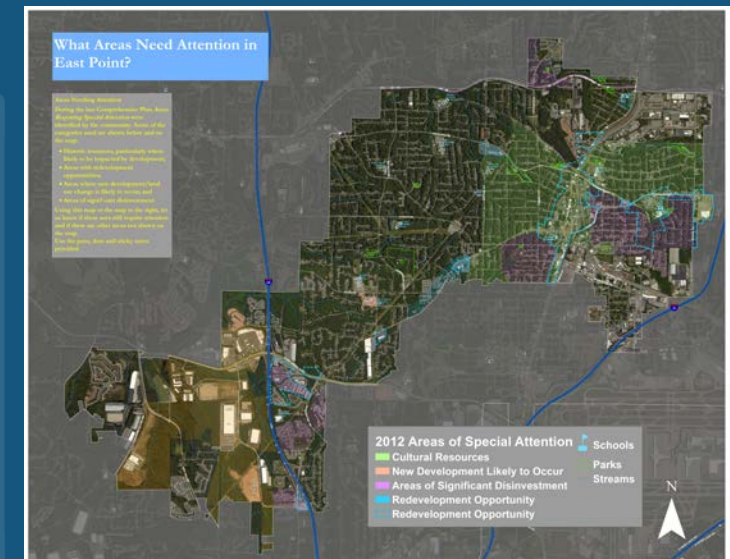
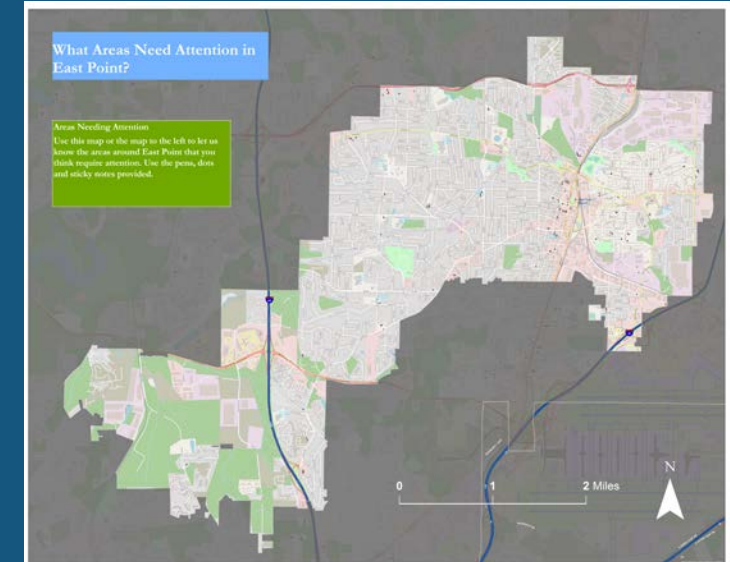
March 21 Public Meeting	March 23 Public Meeting	April 13 Public Meeting	June 27 Public Meeting
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ACTIVITIES

1. Tell Us Where You Are From
2. Data and Demographics
3. Areas in Need of Attention Map Exercise
4. Issues & Opportunities

ISSUES & OPPORTUNITIES PREVIOUS / 2012 COMPREHENSIVE PLAN		Land Use & Opportunities from the 2012 Comprehensive Plan. To help us identify & update the Issues for this plan, Use a DOT in red in the Issues that are STILL RELEVANT & the Issues that are LESS RELEVANT to East Point today
STILL Relevant Today		LESS Relevant Today
Land Use & Economic Development		
19	Downtown is not meeting its potential as a true destination; currently no viable gathering place or unifying design for a cohesive look and feel to create sense of place.	
14	Downtown needs to expand, allow mixed uses, protect historic character, and capitalize on the MARTA station.	
6	Reinvestment is needed on some industrial sites, "greyfields" and other commercial areas throughout the city.	
6	Create linkages with Ft. McPherson & capitalize on redevelopment.	2
6	Existing industrial land with infrastructure in place provides opportunities to the business sector that few cities offer.	
2	Continued growth opportunities near Virginia Avenue as a regional center with hotels and services.	4
7	Aesthetic improvements are needed throughout strategic areas of the city. Cleveland Avenue especially needs attention such as evaluating new design standards, and promoting more professional buildings.	2
4	There are unknown environmental hazards that complicate the redevelopment of sites.	1
9	The MARTA station located downtown can be used to promote public transportation to ease traffic congestion and provide a basis for transit oriented development.	
5	Enhancement of Washington Road to serve as a connection between downtown East Point and Camp Creek Marketplace in order to create a linkage between the two commercial districts.	2
5	Continue to expand on Camp Creek Marketplace success without drawing business away from downtown East Point.	3
4	Capitalize on commercial corridors with established street networks, infrastructure, excellent access, and incentive programs (Tax Allocation Districts and Opportunity Zones) to attract new development and redevelopment in these areas.	1



COMMUNITY ENGAGEMENT – ROUND 1

March 21
Public
Meeting

March 23
Public
Meeting

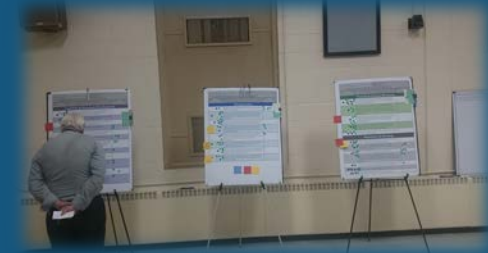
April 13
Public
Meeting

June 27
Public
Meeting

**EAST
POINT**
GEORGIA

RESULTS

1. Most Issues & Opportunities from 2012 C-Plan remained important to participants.
 - More sidewalks / Better streetscapes
 - Bike/Ped Trails & Parks
 - Economic Dev
2. Access to and traffic congestion around Camp Creek Marketplace
3. Focus on small/local business development.
4. Housing Choices
 - The city to attract younger families and professionals.
 - Increase the diversity housing options
 - Larger single-family homes
5. There was less support for more affordable housing
6. Not all participants were in support of “higher-end” apartments.



COMMUNITY ENGAGEMENT – ROUND 2

- | | | | |
|----------------------------|----------------------------|----------------------------|---------------------------|
| March 21
Public Meeting | March 23
Public Meeting | April 13
Public Meeting | June 27
Public Meeting |
|----------------------------|----------------------------|----------------------------|---------------------------|

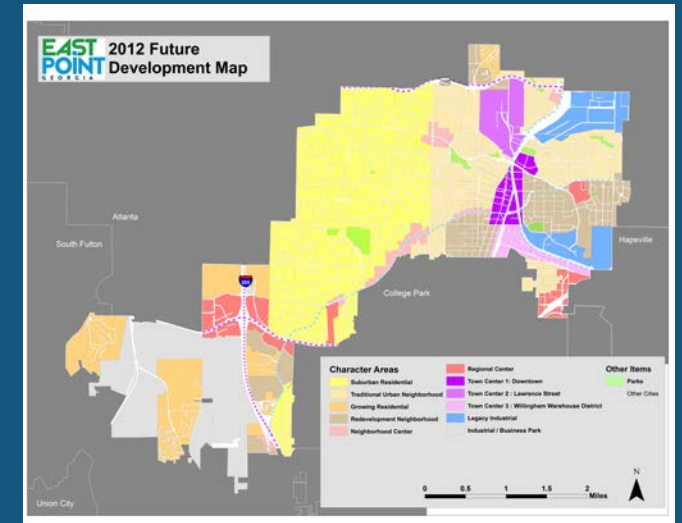


ACTIVITIES

1. Land Use Patterns
2. Building Scale & Form
3. Recent Development Update

APPROPRIATE DEVELOPMENT TYPES for POTENTIAL DEVELOPMENT AREAS
PLACE A DOT OR WRITE A COMMENT UNDER EACH DEVELOPMENT TYPE THAT YOU THINK IS MOST APPROPRIATE FOR THE POTENTIAL DEVELOPMENT/REDEVELOPMENT AREAS ALONG THE LEFT.

POTENTIAL DEVELOPMENT AREAS	DEVELOPMENT TYPES			
	Multi-Family A	Multi-Family B	Commercial or Mid-Rise Residential	Commercial or High-Rise Residential
Town Center 1 : Downtown <small>(if no numbers & southeast sections)</small>				
Town Center 2 : Lawrence Street				
Town Center 3 : Willingham District				
Regional Center Camp Creek & 305				



SUBURBAN RESIDENTIAL Suburban-style residential housing with large lots, lower stories, and single detached or bi-level.

GOALS

- New development or redevelopment demonstrates attention to meeting urban neighborhood and urban compatibility with surrounding lot uses.
- Support existing pedestrian facilities and develop additional sidewalks, on-street parking, shared bicycle lanes, and transit routes to encourage transit use.
- Develop plans to improve emergency management plans.
- Encourage greater opportunity to build new or reuse existing to support all levels of use and redevelopment.
- Promote integration, diversification and reuse areas of vacant to support all levels of use and redevelopment.
- Promote green spaces, streets and improve public.
- Improve road network to include more pedestrian and cycling routes, connecting to existing and the urban form.

USE & SCALE

- Residential (2-4 family units per acre)
- Single detached
- Low-rise multi-family (duplex, triplex, and quadrangles) or townhomes and other housing
- Accessory dwelling units
- Neighborhood (e.g. schools, churches)
- Parks, playgrounds, and community parks
- Housing mix to include medium and large lots in the area.
- Height 1-3 stories

TRADITIONAL URBAN NEIGHBORHOOD Traditional urban residential neighborhood with cottages or bungalow-style homes, smaller lots, and sidewalks located close to streets.

GOALS

- Encourage historic district with historic preservation organization and/or design guidelines.
- Reinvigorate the fabric of these neighborhoods by increasing street frontages.
- Maintain strong neighborhood character and neighborhood sense of place.
- Research and implement program and policies to allow the fabric to be up or plan.
- Support the preservation and development of vacant housing stock, particularly affordable housing units.
- Encourage that new development or redevelopment demonstrates attention to existing adjacent neighborhoods and urban compatibility with surrounding lot uses.
- Support the zoning code to provide the correct use and building scale that fits to areas where redevelopment occurs.
- Support existing pedestrian facilities and develop additional sidewalks when appropriate to bring to street level and use of sidewalks, performance streets and bike lanes, and provide for use of other transportation alternatives.
- Reduce parking requirements and encourage to limit on-street parking does not impede traffic flow.
- Develop plans to improve emergency management plans.
- Promote green spaces, streets and improve public.

USE & SCALE

- Residential (3-4 family units per acre)
- Single detached
- Low-rise multi-family (duplex, triplex, and quadrangles) or townhomes and other housing
- Accessory dwelling units
- Neighborhood (e.g. schools, churches)
- Parks, playgrounds, and community parks
- Housing mix to include medium and large lots in the area.
- Height 1-3 stories

COMMUNITY ENGAGEMENT - ROUND 2

March 21 Public Meeting	March 23 Public Meeting	April 13 Public Meeting	June 27 Public Meeting
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RESULTS

1. Frequent comments for all Residential, Commercial & Mixed Use Centers

- Sidewalks
- Greenspace
- PATH Trails / Bike lanes/
- More grocery and retail options

2. Suburban Residential

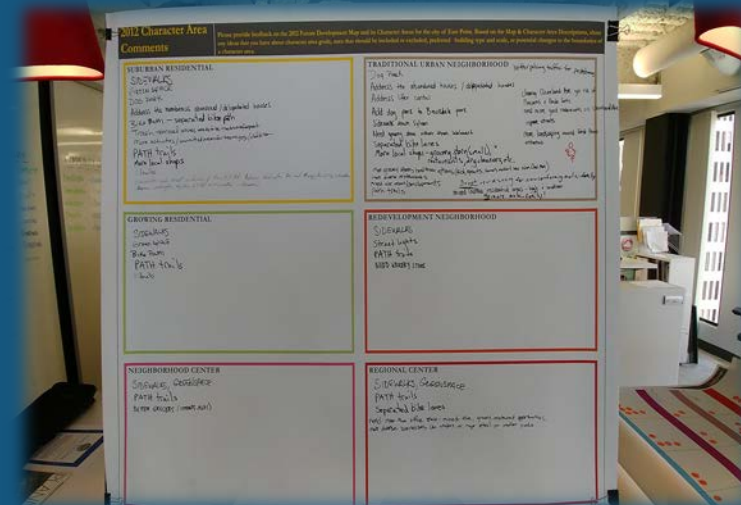
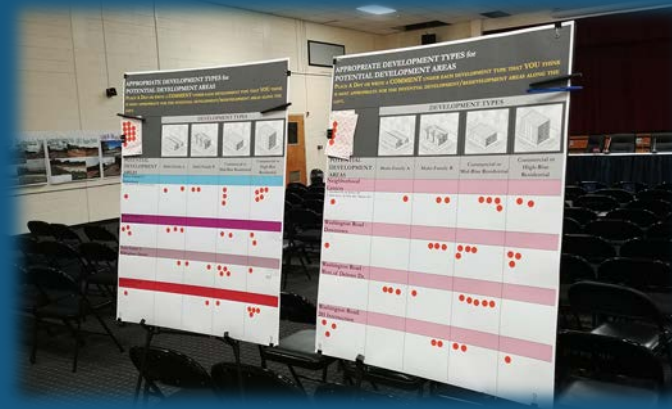
- Address the numerous abandoned/dilapidated houses

3. Traditional Urban Neighborhood

- Parks
- Public Safety
- Sidewalks
- Multi-family

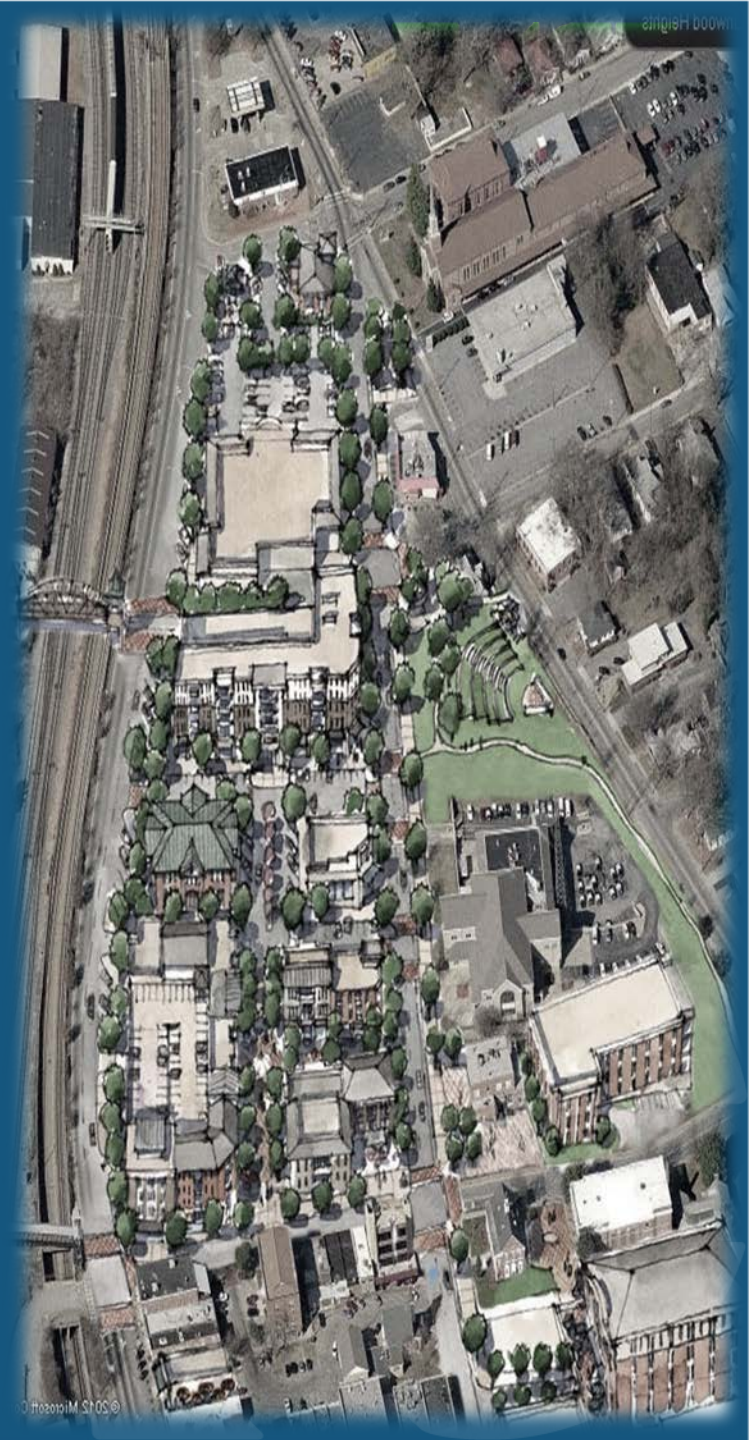
4. Non-Residential

- Street-scapes
- Economic Dev



What did we learn?

- Needs & Issues are similar to 2012
- East Point is already addressing most Needs & Issues
- Goals & Policies will be simplified but not change much
- Recent Plans & Initiatives will be added
- Future Development map will not change much
- Community Work Program can be reduced
 - Addresses identified needs
 - Scope can be narrowed



2017 Report of Accomplishments

- What was completed from 2012 Comp Plan?

2012 Project /Activity	Status	Comments
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- 1. Completed**
- 2. Currently Underway**
- 3. Postponed**
- 4. Not Accomplished & No Longer a City Activity**

Community Work Program

- What will be completed in 5 yrs.
- DCA will pay closer attention
- Community Facilities is not required
- Only items that address identified Needs & Opportunities section



Next Steps

1. Complete Draft
2. Transmittal to DCA
3. DCA Review Period
4. Edits
5. Draft Approval
6. Back to Council for Approval/Adoption

Review & Comment

