


REGIONAL REVIEW NOTIFICATION

Atlanta Regional Commission • 229 Peachtree Street NE | Suite 100 | Atlanta, Georgia 30303 • ph: 404.463.3100 fax: 404.463.3205 • atlantaregional.org

DATE: August 24, 2021

ARC REVIEW CODE: P2108242

TO: Mayor Bianca Motley Broom, City of College Park
ATTN TO: Nicolette Washington, Planner
FROM: Douglas R. Hooker, Executive Director, ARC


Digital signature
Original on file

The Atlanta Regional Commission (ARC) has received the following proposal and is initiating a regional review to seek comments from potentially impacted jurisdictions and agencies. The ARC requests your comments related to the proposal not addressed by the Commission's regional plans and policies.

Name of Proposal: 2021 City of College Park Comprehensive Plan Update

Review Type: Local Comprehensive Plan

Description: A regional review of the draft 2021 City of College Park 5-Year Comprehensive Plan Update.

Submitting Local Government: City of College Park

Action Under Consideration: Approval

Date Opened: August 24, 2021

Deadline for Comments: September 7, 2021

Earliest the Regional Review can be Completed: Upon approval by Georgia DCA

THE FOLLOWING LOCAL GOVERNMENTS AND AGENCIES ARE RECEIVING NOTICE OF THIS REVIEW:

ARC COMMUNITY DEVELOPMENT
ARC RESEARCH & ANALYTICS
GEORGIA DEPARTMENT OF NATURAL RESOURCES
MARTA
CITY OF HAPEVILLE
CLAYTON COUNTY

ARC TRANSPORTATION ACCESS & MOBILITY
ARC AGING & HEALTH RESOURCES
GEORGIA DEPARTMENT OF TRANSPORTATION
CITY OF ATLANTA
CITY OF SOUTH FULTON
HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

ARC NATURAL RESOURCES
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
SRTA/GRTA
CITY OF EAST POINT
CITY OF UNION CITY

Attached is information concerning this review.

If you have any questions regarding this review, please contact Andrew Smith at asmith@atlantaregional.org or 470-378-1645. If ARC staff does not receive comments from you on or before **September 7, 2021**, we will assume that your agency has no comments and will close the review. Comments via e-mail are strongly encouraged. The ARC review website is located at <http://www.atlantaregional.org/land-use/planreviews>.

REGIONAL REVIEW NOTIFICATION

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NOTICE OF LOCAL PLAN SUBMITTAL AND HEARING/COMMENT OPPORTUNITY

Submitting Local Government:	City of College Park	Date Received:	August 24, 2021
Local Contact:	Nicolette Washington, Planner, City of College Park		
Phone:	404-767-1537	E-Mail:	nwashington@tcfatl.com
Fax:		Website:	https://www.collegeparkga.com
Street	3667 Main Street	City State, Zip:	College Park, Georgia 30337

Department of Community Affairs Review Required

Review Title:	2021 City of College Park Comprehensive Plan Update
Description:	<p>A regional review of the draft 2021 City of College Park 5-Year Comprehensive Plan Update.</p> <p>Document can be viewed on the ARC website at: http://www.atlantaregional.org/landuse Under Plan Review, search for the City of College Park.</p>

The submitted documents are available for review at ARC and the local government.

Reviewing Regional Commission:

Atlanta Regional Commission
229 Peachtree Street NE, Suite 100
Atlanta, GA 30303

Phone 404-463-3100 | Fax 404-463-3254

Contact Person:	Andrew Smith, Principal Planner
E-Mail	asmith@atlantaregional.org

ARC STAFF NOTICE OF REGIONAL REVIEW AND COMMENT FORM

DATE: August 24, 2021

ARC REVIEW CODE: P2108242

TO: ARC Managers

FROM: Andrew Smith, Principal Planner, 470-378-1645

Reviewing staff by Jurisdiction:

Community Development: Smith, Andrew

Natural Resources: Santo, Jim

Aging & Health Resources: Perumbeti, Katie

Transportation Access & Mobility: James, Reginald

Research & Analytics: Skinner, Jim

Name of Proposal: 2021 City of College Park Comprehensive Plan Update

Review Type: Local Comprehensive Plan

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Submitting Local Government: City of College Park

Date Opened: August 24, 2021

Deadline for Comments: September 7, 2021

Earliest the Regional Review can be Completed: Upon approval by Georgia DCA

Response:

- 1) ☐ Proposal is CONSISTENT with the following regional development guide listed in the comment section.
- 2) ☐ While neither specifically consistent nor inconsistent, the proposal relates to the following regional development guide listed in the comment section.
- 3) ☐ While neither specifically consistent nor inconsistent, the proposal relates to the following regional development guide listed in the comment section.
- 4) ☐ The proposal is INCONSISTENT with the following regional development guide listed in the comment section.
- 5) ☐ The proposal does NOT relate to any development guide for which this division is responsible.
- 6) ☐ Staff wishes to confer with the applicant for the reasons listed in the comment section.

COMMENTS:

[illegible]



CITY OF COLLEGE PARK

P.O. BOX 87137 • COLLEGE PARK, GA. 30337 • 404/767-1537

August 17, 2021

Atlanta Regional Commission
229 Peachtree Street NE
Suite 100
Atlanta, Georgia 30303

RE: Comprehensive Plan Update Submittal

The City of College Park has completed an update of its comprehensive plan and is submitting it with this letter for review by the Atlanta Regional Commission and the Department of Community Affairs.

I certify that we have held the required public hearings and have involved the public in development of the plan in a manner appropriate to our community's dynamics and resources. Evidence of this has been included with our submittal.

I certify that appropriate staff and decision-makers have reviewed both the Regional Water Plan covering our area and the Rules for Environmental Planning Criteria (O.C.G.A. 12-2-8) and taken them into consideration in formulating our plan.

If you have any questions concerning our submittal, please contact Nikki Washington at (404) 767-1537 or nwashington@tcfatl.com.

Sincerely,

Mayor Bianca Motley Broom
City of College Park

Enclosures



CITY OF COLLEGE PARK

2021 COMPREHENSIVE PLAN



DRAFT

prepared by the



Atlanta Regional Commission

ACKNOWLEDGEMENTS

Steering Committee

Jason Shoates, Mayor Appointee
Eileen Murphy, Ward 1 Appointee
Gerald Catus, Ward 3 Appointee
Selissa Jefferson, Ward 4 Appointee
Councilman Ambrose Clay, Governing Authority Representative
Kaseem Ladipo, Planning Commission Chair
Jamelie McKenzie, BIDA Chair and Economic Development Practitioner Representative
Julian Nabaa, Main Street Association Chair and Economic Development Practitioner Representative
Michelle Alexander, City Planner
Nikki Washington, City Planner
Tasha Hall-Garrison, Economic Development Program Manager
Gary Young, Airport Affairs Manager

City of College Park Staff

Michelle Alexander, City Planner
Nikki Washington, City Planner
Tasha Hall-Garrison, Economic Development Program Manager

Atlanta Regional Commission Staff

Anna Baggett, Project Manager
Mollie Bogle
Josh Phillipson

This document was prepared by the Atlanta Regional Commission.

Unless otherwise noted, all photos were taken by ARC staff.



Atlanta Regional Commission

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EXECUTIVE SUMMARY

One of the most impactful responsibilities of local government is planning – a word used to describe how a community shapes and guides growth and development. This update of College Park’s Comprehensive Plan offers the opportunity to look beyond the execution of the day-to-day city services and consider where the City wants to be in the next five-years and the necessary steps to achieve that vision.

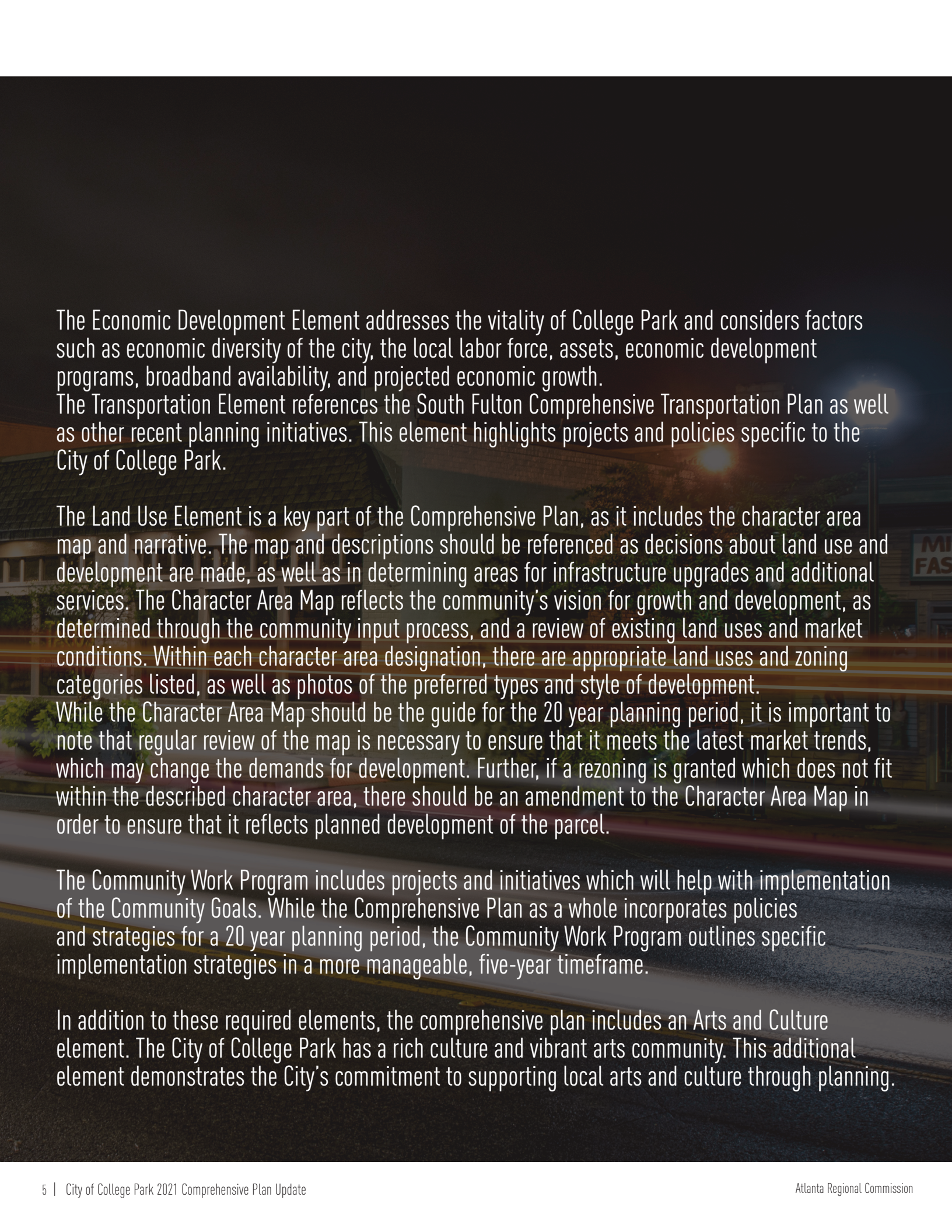
The Georgia Department of Community Affairs (DCA) has established standards and procedures for Local Comprehensive Planning to provide a framework for local governments to create a long-term plan addresses critical planning issues and opportunities. These standards and procedures reflect the state’s interest in promoting healthy and economically vibrant communities. College Park’s Comprehensive Plan includes the following required elements:

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

Public input, coupled with an engaged Steering Committee, helped to identify issues and opportunities as well as shape community goals. Projects and initiatives which will help the City of College Park achieve its goals are enumerated in the Community Work Program.

The Housing Element examines the adequacy and suitability of existing housing to meet current and future needs. It includes data on housing occupancy, age of housing stock, median home values, jobs-housing balance, and housing for special populations.

Image from City of College Park Website



The Economic Development Element addresses the vitality of College Park and considers factors such as economic diversity of the city, the local labor force, assets, economic development programs, broadband availability, and projected economic growth.

The Transportation Element references the South Fulton Comprehensive Transportation Plan as well as other recent planning initiatives. This element highlights projects and policies specific to the City of College Park.

The Land Use Element is a key part of the Comprehensive Plan, as it includes the character area map and narrative. The map and descriptions should be referenced as decisions about land use and development are made, as well as in determining areas for infrastructure upgrades and additional services. The Character Area Map reflects the community's vision for growth and development, as determined through the community input process, and a review of existing land uses and market conditions. Within each character area designation, there are appropriate land uses and zoning categories listed, as well as photos of the preferred types and style of development.

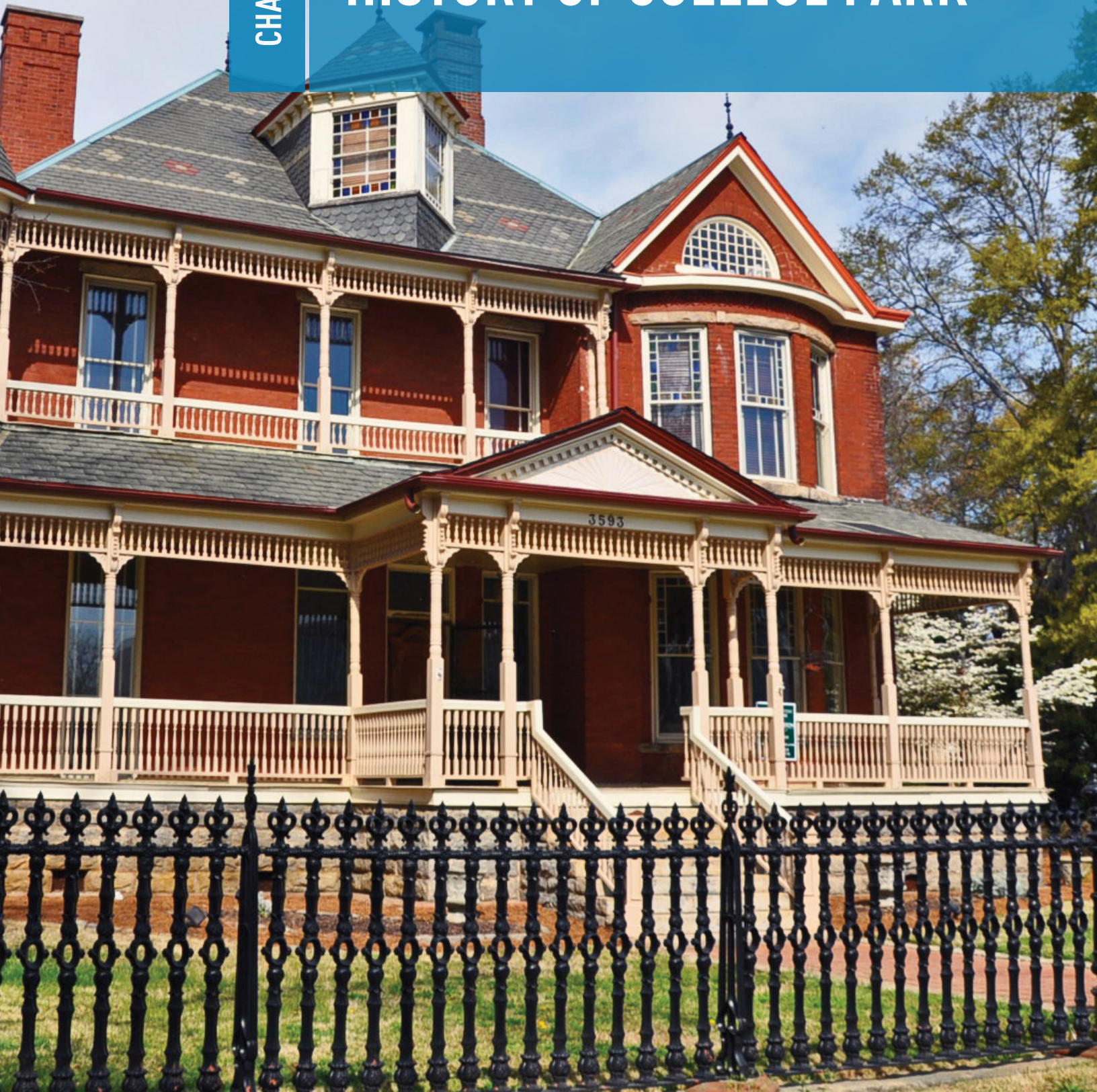
While the Character Area Map should be the guide for the 20 year planning period, it is important to note that regular review of the map is necessary to ensure that it meets the latest market trends, which may change the demands for development. Further, if a rezoning is granted which does not fit within the described character area, there should be an amendment to the Character Area Map in order to ensure that it reflects planned development of the parcel.

The Community Work Program includes projects and initiatives which will help with implementation of the Community Goals. While the Comprehensive Plan as a whole incorporates policies and strategies for a 20 year planning period, the Community Work Program outlines specific implementation strategies in a more manageable, five-year timeframe.

In addition to these required elements, the comprehensive plan includes an Arts and Culture element. The City of College Park has a rich culture and vibrant arts community. This additional element demonstrates the City's commitment to supporting local arts and culture through planning.

CHAPTER 1

HISTORY OF COLLEGE PARK



HISTORY

Fulton County was created out of DeKalb in 1853 from land that was gained through Creek Indian cession in 1821, an area that included the future locations of College Park, and the contiguous cities of Atlanta, East Point, and Hapeville. By the 1860s, five homes had been constructed in the College Park area, then known as Atlantic City, including the homes of the earliest recorded landowners and farmers, Alexander Ratteree and W. N. McConnell. The Slave Schedules of the 1860 US Federal Census indicates that Ratteree and McConnell owned a total of 17 enslaved persons – men, women, and children described as “Black” and “Mulatto” between the ages of 2 and 40. In 1890, 900 acres of land on the Atlanta and West Point Railroad one half mile south of East Point were purchased by a syndicate of Atlanta businessmen and in 1891 the City of Manchester was chartered and incorporated with the hope that it would become an epicenter of industry like its English namesake. However, with these dreams never realized, and the establishment of the Southern Baptist Female College (later Cox Female College) and Southern Military Academy (later Georgia Military Academy then Woodward Academy), a contest was held in 1892 to rename Manchester – a contest that was won by Mrs. Mary Malinda Gordon Roper for her submission of the name College Park, “a name that [is] suggestive to every one of colleges and culture and at the same time of green trees, flowers and fresh air.”

In the early 1920s, almost 300 acres of land were leased by College Park and the Candler Field and the Atlanta Municipal Airport – now the Hartsfield Jackson International Airport – was established out of an abandoned auto racetrack. In the 1970s and 1980s, hundreds of properties in College Park were purchased using information detailed in The Hartsfield-Jackson Atlanta International Airport Noise Land Reuse Plan, which allowed the airport to apply for federal funding to purchase property designated as “noise land”. These properties were later disposed of and converted into warehouses, parking lots, and buildings for light industrial uses. Between the 1980s and the early 2000s, as part of continued execution of the FAA noise abatement program, the City of Atlanta and the FAA purchased roughly 320 acres of property containing residential structures, churches, and some small commercial buildings immediately adjacent to the west side of downtown College Park which sat abandoned for decades. However, continued efforts by the City of College Park and Aerotropolis Atlanta Alliance to redress harmful past planning efforts around the airport culminated in an official ground breaking of Six West in 2020 – a mixed-use regional center named to capture the legacy of former neighborhoods anchored by six college-named streets.



The Airport in the 1980s

HISTORY

Though College Park’s population began steadily decreasing beginning in the 1980s, its African American population has grown significantly over the past several decades from just 15% in the 1970s to over 80% in 2019, leading to College Park becoming a “black-majority” city, one of more than 1,200 such cities in the nation. A majority of these cities – emerging between the 1970s and 2010s due to the “New Great Migration” and intra-metropolitan movement – are located in the South, where African American professionals and

college-graduates have flocked to economically-rising areas that also boast strong cultural and familial ties. With a 23% population growth in the last five years, College Park is poised to capitalize on the many assets it and other black-majority cities contain, including \$609 billion in owner-occupied housing assets, 10,000 public schools, and over 3 million businesses, as well as the less tangible, yet equally as rich, cultural resources.



Historic College Park Woman's Club

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CHAPTER 2

COMMUNITY INPUT



ENGAGEMENT SUMMARY

The 2021 Comprehensive Plan Update occurred during the 2020-2021 Covid-19 Pandemic. Social distancing precautions limited in-person community engagement options throughout the course of the planning process. Despite this hurdle, the project team used virtual engagement methods to solicit stakeholder and community feedback. These methods include:

- 4 virtual steering committee meetings (Zoom)
- 1 virtual public meeting (Zoom)
- 1 Transportation Focus Group (Zoom)
- 1 Housing Focus Group (Zoom)
- 1 Community Survey (Public Input)

The Steering Committee virtually convened four times using the Zoom platform to provide direction and feedback at key points in the process.

ARC and City of College Park staff facilitated one virtual public meeting, posing a range of questions on a variety of topics, including environment and greenspace, transportation, housing, Main Street, and community inclusivity. In addition to these polling questions, attendees participated in breakout sessions to discuss chosen topics. These sessions included:

- Arts, Culture, and Creative Placemaking
- New Business and Development Trends

- Trails, Parks, and Recreation
- Urban Agriculture and Green Infrastructure
- Workforce Development

City of College Park staff virtually convened two focus group meetings on transportation and housing topics.

In addition to these virtual meetings, the project team used PublicInput.com as a public-facing project webpage and virtual engagement platform. 175 people subscribed to the webpage, and 142 people participated in the community survey. Additionally, the project webpage provided meeting recordings and materials, advertised virtual focus groups, and shared recent planning efforts. The City of College Park advertised this webpage on its website.

The City of College Park is a diverse and forward-looking community engaged in shaping its own future. The people of College Park are working to capitalize on the qualities and values that have made it successful to improve the overall quality of life for its current and future residents, regardless of income levels. As the City of College Park moves forward in implementing the Comprehensive Plan, the goals on the following pages should continue to be monitored to ensure that they are still relevant to the community.



COMMUNITY GOALS AND POLICIES

GOAL 1

The business districts of Main Street, Virginia Avenue, Six West, and Old National, will become primary, connected, and unified destinations for residents and visitors in College Park.

Policy 1.1. College Park will continue to invest in its LCI Plan by expanding the study to look at ways to connect Historic Downtown, the Georgia International Convention Center (GICC), Six West, and the mixed use development at Hartsfield Jackson Atlanta International Airport (ATL).

Policy 1.2. College park will create a unifying feel to these unique business districts through creative placemaking and “placekeeping” techniques, such as wayfinding signage, flower boxes, and public art.

GOAL 2

College Park will reinvest in its historically underserved and neglected communities, like those along Godby Road and Old National Highway, for equitable redevelopment that benefits legacy residents and business owners.

Policy 2.1. College Park will develop a shared vision, grounded in meaningful community engagement, for the redevelopment Old National Highway/Godby Road commercial district.

Policy 2.2. College Park will work with property owners to refresh and reimagine aging retail and office properties to make the area a more attractive, unified destination.

GOAL 3

College Park will capitalize on its proximity to Hartsfield-Jackson Atlanta International Airport (ATL), connections to the Interstate system and MARTA, and being the Gateway to the Atlanta Region, to expand its economic base while keeping its small-town historic characteristics.

Policy 3.1. College Park has a great small town feel and will capitalize on that feel with gateways and public art investments.

COMMUNITY GOALS AND POLICIES

GOAL 4

College Park will link its neighborhoods and assets, and connect to the region with high quality and safe transportation infrastructure, including expanding and enhancing the trail system and other bike and pedestrian facilities to create last mile connections to MARTA.

Policy 4.1. College Park will incorporate multi-modal transportation options, including improving sidewalks, to improve connections to neighborhoods, business districts, existing parks, Camp Truitt, College Park Historic Golf Course, recreation centers, Gateway Center/Georgia International Convention Center (GICC).

Policy 4.2. College Park will invest in wayfinding signage to improve movement and highlight assets throughout the city and elevate the City's visibility.

GOAL 5

College Park will lift up and support its community through investments in arts and culture, urban agriculture, workforce development, and infrastructure to celebrate its unique assets and people.

Policy 5.1. College Park is an epicenter of Atlanta-area music and is an emerging hub for other art forms. The City will support these unique assets through investments in public art, culturally-specific celebrations, and arts education centers.

Policy 5.2. The City will support existing community food system assets like Metro Atlanta Urban Farm, and responsibly encourage locally grown food production and other community food system components through its policies and ordinances.

Policy 5.3. The City will develop workforce development initiatives with corporate partners to ensure its residents are qualified for local jobs.

GOAL 6

College Park will protect and enhance its environmental and public health, including the water quality of the Flint River watershed, as well as encourage its residents and visitors to participate in its recreational opportunities and promote environmental stewardship.

Policy 6.1. College Park will partner with regional entities to support the Finding the Flint initiative. The city will continue making investments to restore the headwaters of the Flint River and increase greenspace and trail access to this natural resource.

ISSUES

Based on public input, following are issues facing the City of College Park.

I.1. Business Diversity & Awareness

Community members indicated that there is a lack of diverse businesses and worry that the City relies too heavily on the airport for local economic success. Industries related to ATL, like transportation and warehousing, make up 62.6% of jobs in College Park. Some community members suggest the problem stems from lack of awareness of local business offerings elsewhere in the City.

I.2. Slow Development Pace

According to public input, the pace of development in College Park is not on par with its neighbors like East Point and Hapeville. Some survey respondents suggested that the City struggles attracting developers, particularly for desired high-end developments downtown. However, the City witnessed the development of 4 new hotels and \$147 million in commercial construction between 2016 and 2019 (College Park Economic Development Department).



I.3. Public Education

Fulton and Clayton County Schools manage public education options in the City of College Park. While public education is not under the City's purview, several residents noted that the City lacks quality public schools, and that lack acts as a barrier to redevelopment. At the elementary level, 11% of College Park Elementary Grade 3 students scored proficient or above on the 3rd Grade-Level Reading Proficiency Test while 55% of the Main Street Charter Academy Grade 3 students scored proficient in 2019. (Learn4Life and Neighborhood Nexus).

I.4. Crime and the Perception of Crime

According to the FBI Crime Data Explorer, violent crime steadily decreased from around 375 incidents in 2015 to a little over 150 incidents in 2018. In 2019, the City witnessed a minimal increase to 175 crimes. While crime continues to be a problem for residents, the perception of a higher crime rate poses challenges to the City.

The College Park Police Department provides GIS crime mapping. Four Community Oriented Police Systems (COPS) operate five days a week within the downtown area and four zones, and video surveillance cameras have been installed at key intersections.

ISSUES

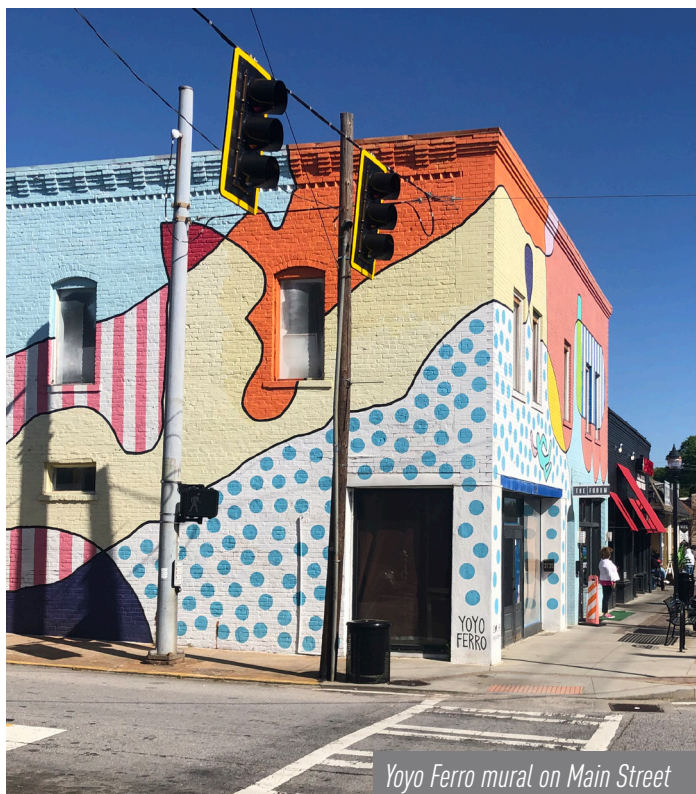
I.5. Public Health

Accessing fresh, healthy food in the City is a challenge. The City is home to one conventional grocery stores within City limits - a Wayfield Foods on Main Street. The College Park MARTA station hosts a Fresh MARTA Market which is a seasonal farm stand where transit riders can conveniently buy fresh produce. However, the stands are only open seasonally between May and December.

Stakeholders indicated that healthcare options, particularly for continuum of care, are limited within the City. Despite these public health issues, the community recognized the City's abundant recreational offerings help keep people active.

I.6. Community Appearance and Visibility

According to public input, another significant challenge to the City is the appearance of the community. The appearance of vacant land, litter, and older development along Old National Highway, play a role in the image of the City of College Park to visitors and



Yoyo Ferro mural on Main Street

residents. However, College Park is making efforts to improve its appearance. In 2015, the City adopted Downtown Design Standards created by the Atlanta Regional Commission (ARC) which also apply to new construction and exterior renovations in the downtown area as well as the Virginia Avenue Corridor. Many businesses have started adhering to these standards. In 2018, a downtown College Park building welcomed a mural by famous local artist, Yoyo Ferro.



I.7. Pedestrian and Bicycle Infrastructure

The public indicated that the City lacks safe, connected spaces to walk and bike. Specifically, the community noted the lack of trails and sidewalk connections necessary for a walkable, bikeable City. While the City has made strides through the Aerotropolis Greenway Plan, implementation will take time. The future Six West development will boast quality trails and greenspace as well.

ISSUES

I.8. Wealth Disparity and Equity

Certain populations continue to experience poverty while other parts of the city thrive. The community indicated that achieving equitable outcomes, particularly by economic means, remains a challenge.

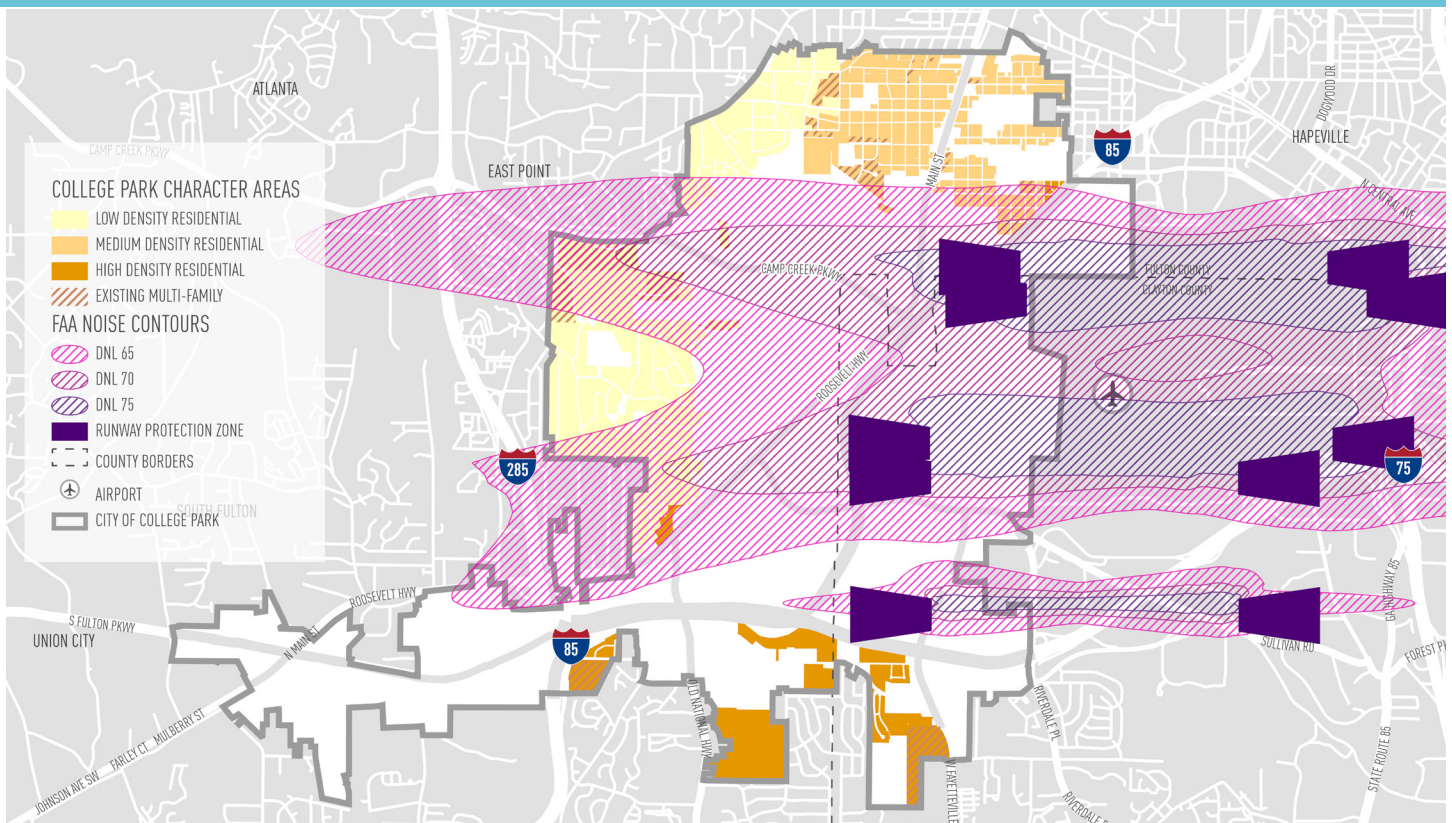
I.9. Housing Supply

Like the rest of the metro Atlanta, housing affordability in the City is decreasing. In addition to typical market pressures, FAA regulations limit residential development within noise contours, and consequently,

there are few areas left in City Limits to build much needed housing. Because of this limited supply and other factors, College Park has a high renter population. 73% of College Park residents rent their homes. While this number has slightly decreased from the last update, increasing home ownership rates remains a challenge.

The City also lacks lifelong housing, or homes designed to accommodate the needs of residents as they age.

MAP X. FAA NOISE CONTOURS AND RESIDENTIAL CHARACTER AREAS



ISSUES

I.10. Workforce Development

Attracting high-wage industries is dependent on having an educated workforce capable of providing the knowledge and experience needed. The City of College Park's workforce is less educated than the Atlanta region as a whole. With the ATL located within the City of College Park, Transportation is the largest employment sector of jobs. Residents of the City of College Park are employed in diverse sectors, but with high numbers within Transportation, Administration, and Accommodation and Food Services.

In addition, Shorter University and OmniTech have locations in Phoenix Business Park. Atlanta Area Technical College, Brenau University (Fairburn), Georgia Military College (Fairburn), and Clayton State University (Morrow) are other educational and training institutions within close proximity to College Park whose resources could be used for workforce training.

I.11. Impacts of Airport Operations

Hartsfield-Jackson Atlanta International Airport (ATL) operates around 2,500 flights a day to over 150 U.S. destinations and to more than 60 international destinations in 50 countries. While ATL is an asset to the City of College Park, noise and other restrictions place an extra burden on the City of College Park.

Federal Aviation Administration (FAA) restrictions in the area limit land uses as well as building heights. Building standards also require mitigation of noise. All of these requirements increase the cost of building around ATL and ultimately impact urban form.

In addition to noise and height restrictions, ATL has a variety of environmental impacts that negatively influence the area, including stormwater runoff, water quality, and air pollution. The airport has initiated a major sustainability initiative to better mitigate these impacts.



OPPORTUNITIES

These assets in the City of College Park are opportunities to be accentuated and improved on over time, to ensure the continued long-term success of the city:

0.1. Historic, Small Town Feel

It is clear that there is a strong sense of community in College Park, and a sense of pride that residents and business owners have in living and working in the City. Many residents applauded the friendly, small town feel coupled with access to world-class amenities like the airport. Another part of this pride stems from the urban Historic District. Historic College Park is Georgia's fourth largest urban Historic District. There are 606 acres and 867 structures listed on the National Register of Historic Places by the United States Department of the Interior. The historic homes included in the Historic District provide a sense of identity and community pride that makes the City of College Park unique among cities in the southern part of the Atlanta region.



0.2. Strategic Location

Two interstates, one U.S. highway, and five major state highways, connect the City of College Park to the region. US 29 (Roosevelt Highway/Main Street) is the key north-south route through the city, while State Route 6 (Camp Creek) and State Route 14 Spur (South Fulton Parkway) connect the City of College Park to communities to the west of the City. I-85 and I-285 connect the College Park to the rest of metro Atlanta and the Southeastern United States. Not only do these routes connect the City of College Park to the region, but they are major regional transportation corridors as well. These transportation connections provide residents and businesses within the city easy access to the Atlanta region and the world.

In addition to the Interstate system, the City of College Park is connected to the region via the MARTA rail system. The College Park MARTA Station is the system's second busiest and is conveniently located near Main Street. On the Red and Gold lines, this station connects residents and visitors to the airport, the employment centers at Perimeter Center, Buckhead, Downtown and Midtown. The College Park MARTA Station also links bus riders to eight routes that serve South Fulton and Clayton County.

OPPORTUNITIES

0.3. Downtown and Redevelopment Opportunities

Downtown College Park thrives and has the opportunity to welcome new business. The Economic Development Department is strategically located on Main Street to ensure its success. Furthermore, the Virginia Avenue corridor boasts redevelopment opportunities as well. As a Livable Center Initiative (LCI) Community, the City of College Park has focused on improving and developing the downtown, and to better connect it to the MARTA system.

The City has also made great strides to develop Six West, a planned mixed-use regional center, in central College Park on formerly residential land once seized by the Airport.

The City of College Park has a Business and Industrial Development Authority (BIDA) to assist companies in locating or expanding within the city and the city also



contains an Opportunity Zone (OZ). These zones are administered by the Georgia Department of Community Affairs, and they allow up to a \$3,500 tax credit per job created within these areas. The incentive, which is available for new or existing businesses that create two or more jobs, is a Job Tax Credit which can be taken against the business's Georgia income tax liability and payroll withholding tax. This incentive has worked in other communities within Georgia to attract high paying jobs.



OPPORTUNITIES

0.4. Unique Regional Assets

The Georgia International Convention Center (GICC) is Georgia's second largest convention center, and is located along the ATL SkyTrain which connects the GICC to the airport. The Convention Center District includes three hotels – Marriott Gateway, Springhill Suites, and a Renaissance Hotel – as well as office space. Hartsfield-Jackson Atlanta International Airport operates around 2,500 flights a day to over 150 U.S. destinations and to more than 60 international destinations in 50 countries. Being the airport's home provides College Park businesses and residents opportunities to connect to places around the globe unlike any other community in the region.

College Park is home to Woodward Academy, the largest non-parochial private school in the Continental United States and attracts students from around the region. Through the years, the school has attracted a



number of new residents and development to College Park. Woodward Academy is embarking on a master plan to plan its future within the City.

College Park recently welcomed the Gateway Center Arena in 2019. The 100,000 square foot facility boasts 5,000 seats and serves as the home venue for the College Park Skyhawks, a NBA G League team, and the Atlanta Dream of the WNBA.



GICC

OPPORTUNITIES



Municipally Owned Golf Course

0.5. Greenspace

College Park is home to lush tree canopy, unique greenspaces, and trails like Barrett Park, the College Park Municipal Golf Course, and the Brady Trail. The headwaters of the Flint River begin in College Park. The City is currently working on converting a property, previously owned by MARTA, into a nature preserve with trails to help restore and connect College Park residents to this natural resource.

In addition to greenspaces themselves, College Park residents enjoy access to three recreation centers and programs. The College Park Recreation Department offers many programs for the benefit of the community ranging from youth and adult basketball to line dancing. The department also oversees special events, such as the Christmas Parade, Easter Egg Hunt and Light Up College Park.

0.6. Planning Partners

College Park partners with regional organizations that support its success. One such organization is the Atlanta Aerotropolis Alliance that works to unite the communities and businesses around the ATL in a common vision for development. College Park is a key player in the Aerotropolis efforts and, through a Downtown LCI supplemental study, studied ways to connect key areas of the city. The Aerotropolis Blueprint identified land use policy opportunities for a mixed use development of “Airport City,” now known as Six West. The City and the Alliance held a groundbreaking for the development in November of 2020.

In addition to Atlanta Aerotropolis Alliance, College Park is included in both the Airport West Community Improvement District (CID) and Airport South CID. These two organizations are managed by the Atlanta Aerotropolis CID. These CIDs are currently collecting revenues from member businesses to improve public safety, transportation, and beautification.



Six West Groundbreaking, Image Courtesy of the AJC

OPPORTUNITIES

0.7. Arts & Culture

College Park has its own unique arts and culture scene that is inherently tied to the City's current and future success. The City is an epicenter of Atlanta-area music and its name appears several times in OutKast lyrics. Many cultural icons from the sports world, like Cam Newton from the NFL, hail from the City. More recently, College Park has emerged as a hub for other art forms. For example, PushPush film and theater company relocated from Decatur to downtown College Park in 2019.



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A row of modern, multi-story townhouses. The houses have a combination of brick and white horizontal siding. Each unit features a two-car garage on the ground floor and multiple levels of balconies with white railings. The townhouses are set against a clear blue sky with some trees visible in the background.

CHAPTER 3

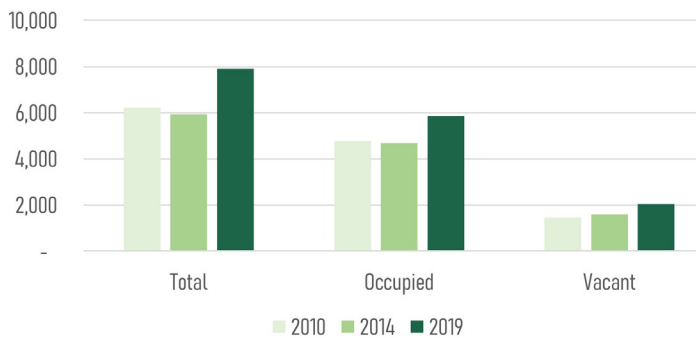
HOUSING

Unless otherwise specified, the data presented in this section comes from the American Community Survey (ACS) 2019 5-year estimates. The ACS helps local officials, community leaders, and businesses understand the changes taking place in their communities. Because of College Park's smaller geographical size, some data may be subject to sampling errors, and have relatively high margins of error (MOE), or a measure of the possible variation of an estimate. However, ACS remains the premier source for detailed population and housing information about communities.

HOUSING OCCUPANCY

Between 2014 and 2019, College Park added nearly 2,000 housing units. Specifically, total housing units have increased from 5,926 to 7,901 total housing units, a 33% increase. This number exceeds the 12% increase in households that College Park witnessed for the same period. However, this simple comparison does not factor in market demand analysis or the conditions of available units. Public input revealed that housing availability and affordability are issues in College Park and warrants further analysis.

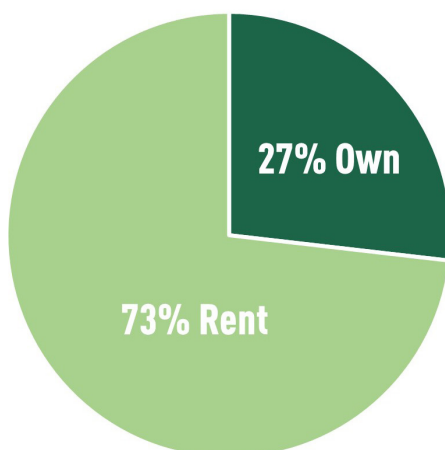
Figure 1. College Park Housing Units by Occupancy



American Community Survey 5-Year Estimates 2010, 2014, & 2019

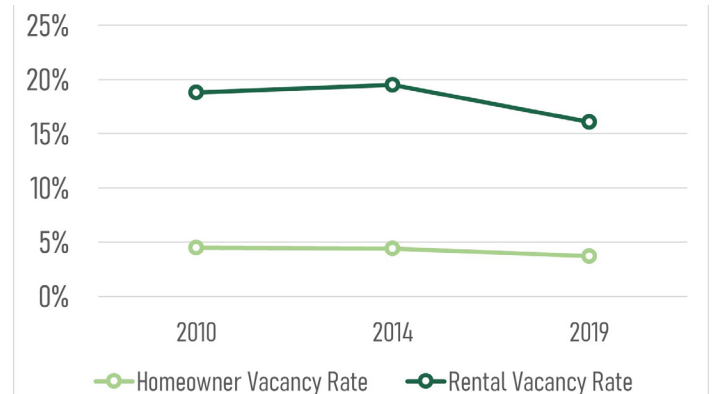
Between 2014 and 2019, the percentage of vacant units have slightly increased from 26% to 27% while home ownership increased from 25% to 27%. However, most College Park residents rent their homes in College Park. Specifically, 73% of residents rent while 27% own their homes.

Figure 2. College Park Housing Occupancy, ACS 2019



While the number of vacant units has slightly increased, vacancy rates overall have decreased since 2014 (Figure 2). The most significant decrease in vacancy rates occurred in rental units during the same time period. Per Figure 3, renter vacancy rates decreased from 19.5% to 16.1%. However, rental housing continues to have higher vacancy rates than owner-occupied housing. The homeowner vacancy rate experienced a moderate decrease from 4.4% to 3.7% between 2014 and 2019.

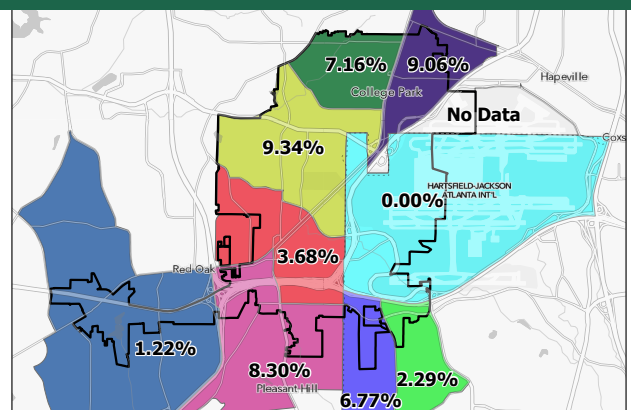
Figure 3. College Park Vacancy Rates



American Community Survey 5-Year Estimates 2010, 2014, & 2019

Much of the vacancy data presented above represents a snapshot in time. The United States Postal Service (USPS) tracks long-term vacancy, or vacancy for over 90 days. According to this data set, College Park's vacancy rates are much lower than those presented in Figure 3. As of December 2020, the highest long-term vacancy rate in the city is 9.34%, per Map X.

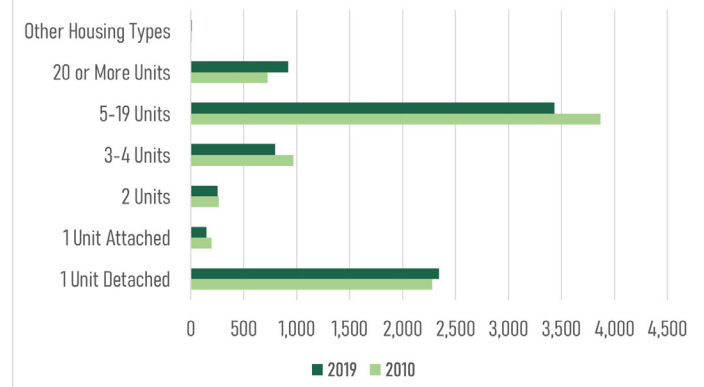
MAP 1. COLLEGE PARK LONG-TERM VACANCY



HOUSING TYPES

Per Figure 4, the dominant housing type in College Park is mid-rise apartments with 5 to 19 units, followed by single family, detached homes. This trend has remained consistent for the last decade. Since 2010, mid-rise apartments have decreased by 434 units while larger developments with 20 or more units have increased by 195 units.

Figure 4. College Park Change in Housing Types

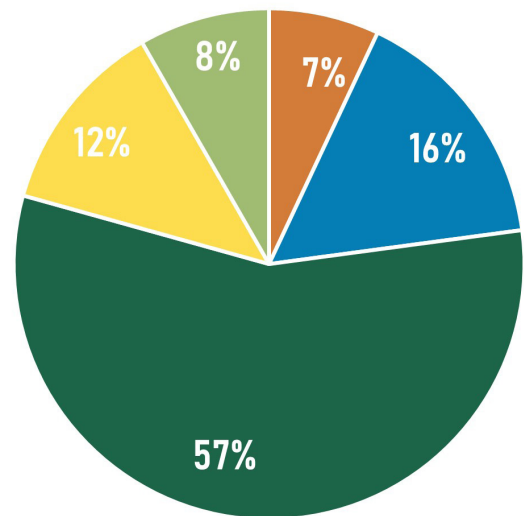


American Community Survey 5-Year Estimates 2010 & 2019

HOUSING AGE & CONDITION

College Park has a significant share of historic homes, particularly from the late midcentury. Almost three quarters of its housing stock was built between 1940 and 1979, corresponding to the post-war suburban housing boom. A predominance of historic homes exist in the National Register Historic District located in the northern section of the City. New construction, or housing built after 2000, still represents a minimal share. Development restrictions due to the airport remain challenges to housing supply growth.

Figure 5. College Park Housing Age, ACS 2019



■ ≤ 1939 ■ 1940-1959 ■ 1960-1979 ■ 1980-1999 ■ ≥ 2000

However, the City has made great strides to encourage transit-oriented housing development around its MARTA rail station. Built in 2016, The Pad on Harvard, boasts 109 units and is a two minute walk to the College Park Marta Station. Another example is the Temple Square development that recently introduced 17 new townhomes near historic College Park and MARTA.

In addition to this transit-oriented housing, The Links added 52 single family homes near the golf course in 2017.



HOUSING VALUE & COST

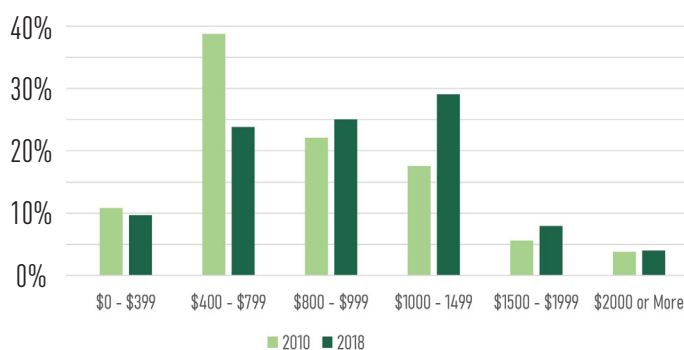
Overall, College Park's home values have increased. The median home value increased from \$169,400 in 2014 to \$183,700 in 2019. Per Figures 7 through 9, housing costs and cost burdens have also increased, corresponding with these property value increases. Monthly housing costs have increased since 2010, with the largest increase in the \$1,000 to \$1,499 range. Housing cost burdened households, or those which pay more than 30% of their income on housing costs, have generally increased across income levels since 2010, particularly for renters.

Figure 6. College Park Home Values

	2010	2019
Lower Quartile	\$136,600	\$115,600
Median	\$175,800	\$183,700
Upper Quartile	\$240,500	\$288,700

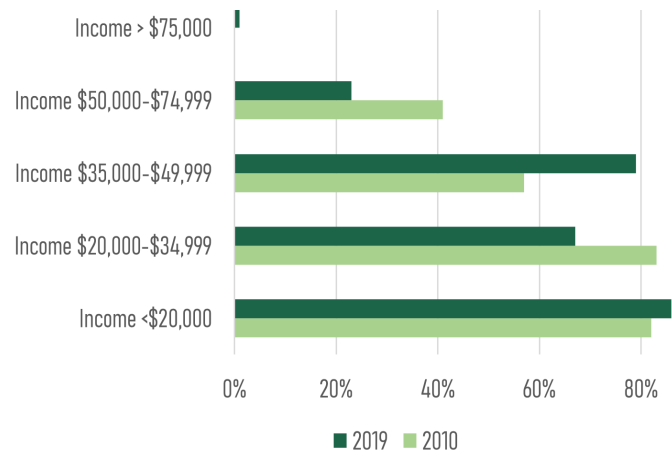
American Community Survey 5-Year Estimates 2010 & 2019

Figure 7. Monthly Housing Costs by Share of Residents



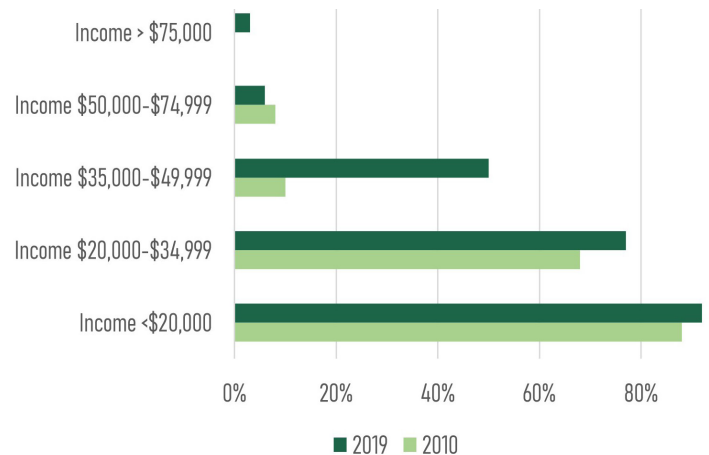
American Community Survey 5-Year Estimates 2010 & 2018

Figure 8. Housing Cost Burdened Home Owners by Income



American Community Survey 5-Year Estimates 2010 & 2019

Figure 9. Housing Cost Burdened Renters by Income



American Community Survey 5-Year Estimates 2010 & 2019

EMPLOYMENT HOUSING BALANCE

Figure 10 illustrates the balance between housing and employment with College Park residents. For this purpose, employment represents the number of College Park residents that work, either within College Park or outside of the City. Number of housing units represents 'housing.' If employment-housing balance is too high, adequate housing may be unaffordable or unavailable to workers in that area, leading to issues such as housing unaffordability and traffic congestion from in-commuting workers. If employment-housing balance is too low, this may indicate inadequate job availability for area residents.

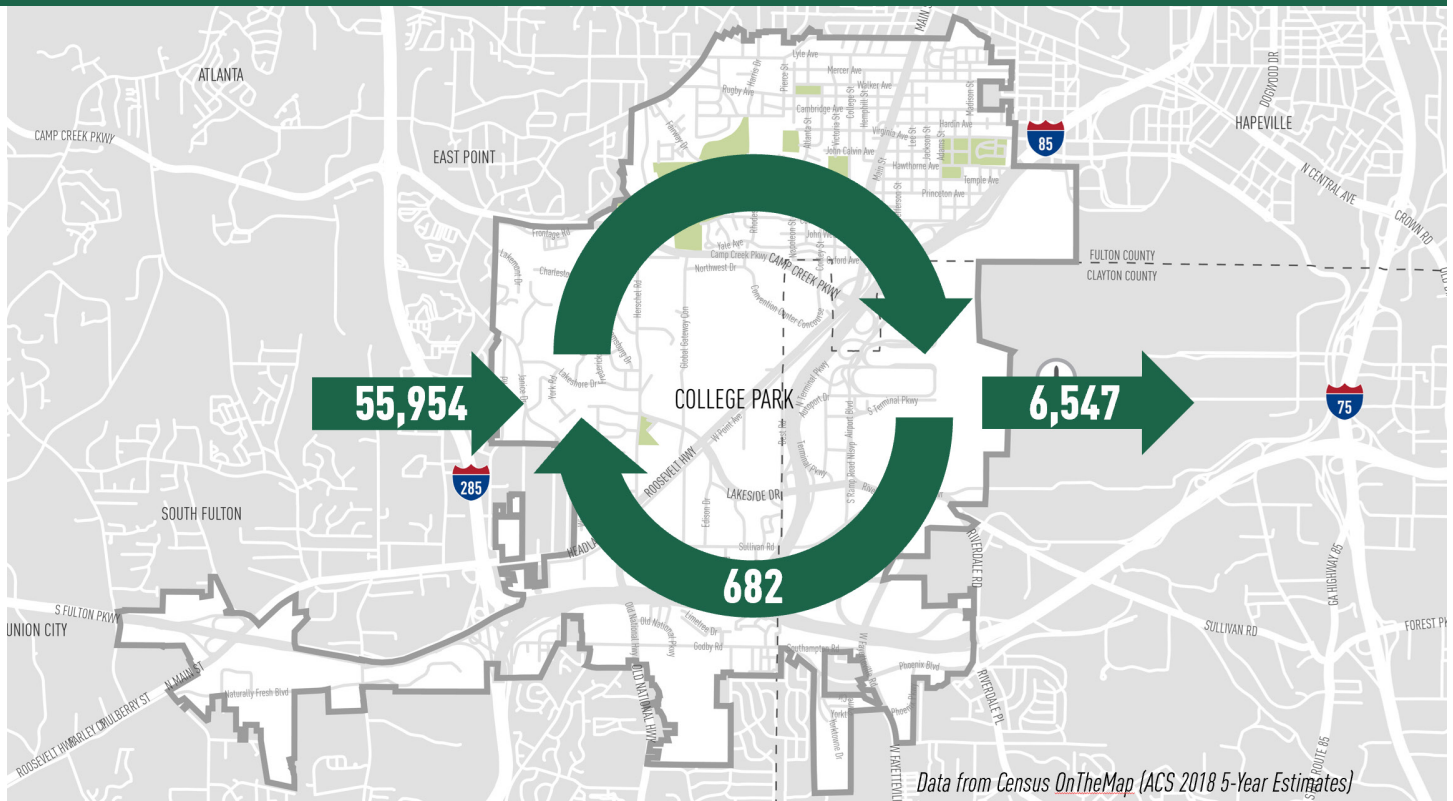
Per Map 2, a little less than 700 people both live and work within College Park. Most residents commute outside the City for work, and almost 56,000 workers commute into College Park.

Figure 10. Employment-Housing Balance

	2010	2014	2019
Population	11,505	11,796	14,501
Average Household Size	2.37	2.51	2.47
Number of Households	4,853	4,693	5,861
Housing Units	6,225	5,926	7,901
Employment	6,047	6,325	6,672
Employment/Population Ratio	0.53	0.54	0.46
Employment/Housing Unit Ratio	0.97	1.07	0.84

American Community Survey 5-Year Estimates 2010 & 2019

MAP 2. INFLOW AND OUTFLOW OF COMMUTERS



METRO ATLANTA HOUSING STRATEGY

The ARC developed the Metro Atlanta Housing Strategy (MAHS) in 2019 to identify regional housing issues and provide a roadmap for communities to address their housing needs. College Park contains four different housing submarkets with information about their unique challenges and strategies. The MAHS categorizes most of College Park as Submarket 4, or lower-priced neighborhoods vulnerable to increased housing costs. Zillow data parallels this conclusion, revealing that City has experienced a 121% change in median home sale price between 2013 and 2018. Submarket 1, or higher-priced core neighborhoods, covers the northern historic district of

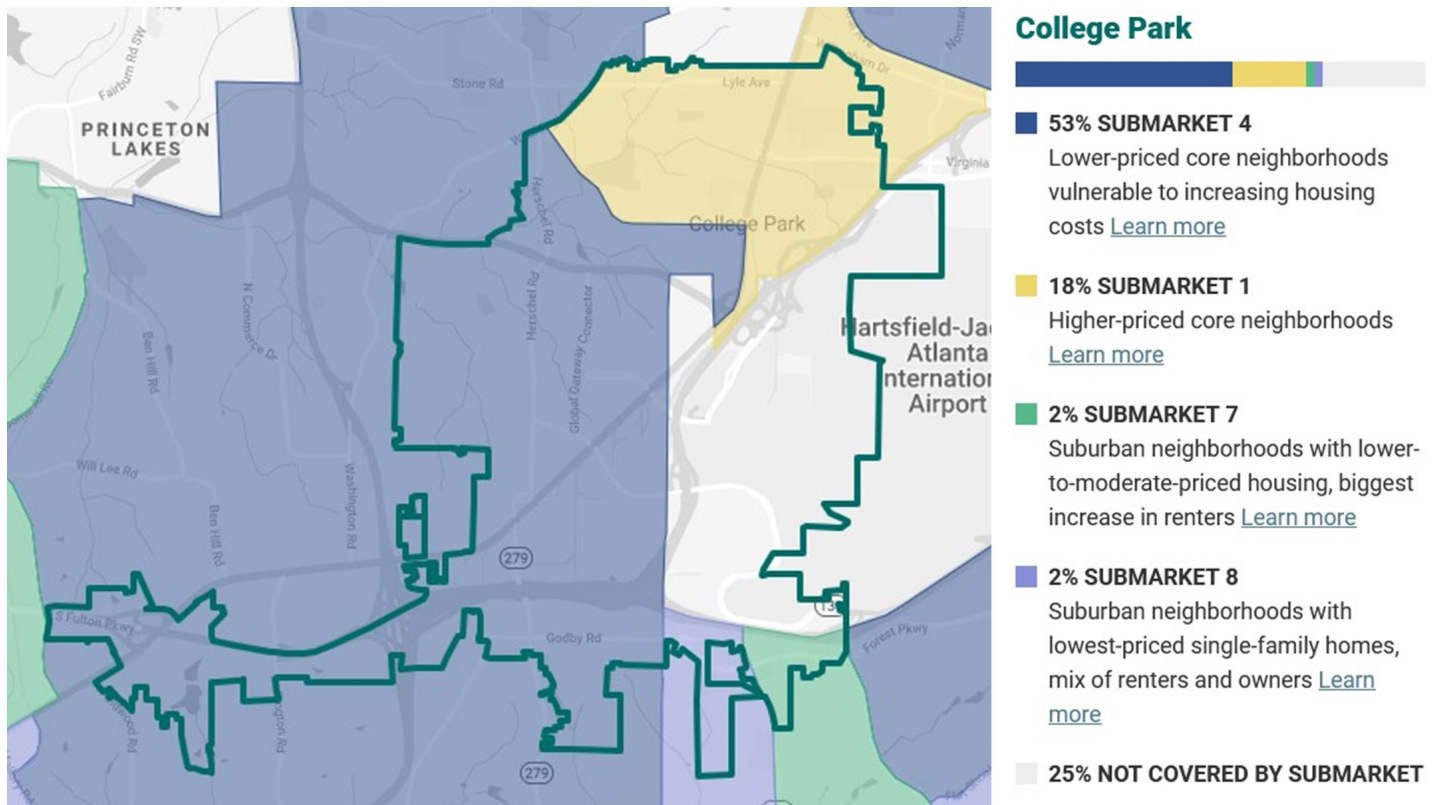
the City. Finally, Submarkets 7 and 8 cover small areas in the southern section of the City, south of the Airport. Both submarkets are lower-priced suburban markets with a mix of owners and renters.

Top Strategies for Submarket 4:

- Preserve affordable supply
- Promote housing stability
- Develop leadership and collaboration on affordability

More information can be found at metroatlhousing.org.

MAP 3. METRO ATLANTA HOUSING STRATEGY SUB-AREA MAP



Explore this map here: <https://metroatlhousing.org/cities/college-park/>

CHAPTER 4

ECONOMIC DEVELOPMENT



Unless otherwise specified, the data presented in this section comes from the American Community Survey (ACS) 2019 5-year estimates. The ACS helps local officials, community leaders, and businesses understand the changes taking place in their communities. Because of College Park's smaller geographical size, some data may be subject to sampling errors, and have relatively high margins of error (MOE), or a measure of the possible variation of an estimate. However, ACS remains the premier source for detailed population and housing information about communities.

ECONOMIC BASE

While it is true that College Park has always had a rather diverse economic base, the future of the area is dominated by Hartsfield-Jackson Atlanta International Airport (ATL). Not only does this offer the opportunity to capitalize upon the service and logistics industries associated with ATL, but non-related companies are choosing to be located close to the airport for their own logistical reasons. The opportunity exists to realize some of the goals outlined in the Aerotropolis Atlanta Blueprint, further helping to diversify College Park's economy.

College Park has nearly built out its Gateway Center, featuring the state-of-the-art 5,000-seat Gateway Center Arena – home court of the WNBA's Atlanta

Dream – and Porsche Cars North America has completed its North American headquarters near Hapeville. Both are likely to garner the area more attention, particularly because more than 50 percent of Fortune 500 corporate headquarters are located within ten miles of US hub airports like ATL. Atlanta is home to 17 Fortune 500 companies, including Coca-Cola Enterprises, Delta, Home Depot, United Parcel Service (UPS), Southern Company, Georgia Pacific, and SunTrust Bank. Delta, Porsche Cars North America, and Chick-fil-A all have their headquarters on or near the boundary of ATL.

Figure 11. College Park Major Employers

CITY OF COLLEGE PARK, GEORGIA Principal Employers Current Year and Nine Years Ago

Employer	2020			Employer	2011		
	Employees	Rank	Percentage Employment		Employees	Rank	Percentage Employment
Chick-fil-A, Inc. (5200 Buffington Rd.)	1693	1	24%	Woodward Academy	860	1	20%
Federal Aviation Administration (1701 Columbia Ave.)	1300	2	18%	Chick-Fil-A Inc	853	2	19%
Sysco Corporation	825	3	12%	Atlantic Southeast Airlines Inc.	786	3	18%
Coca-Cola Bottling Company	623	4	9%	Sysco Corporation	574	4	13%
Southwest Airlines CO	526	5	7%	AirTran Airlines	318	5	7%
ABM Lanier-Hunt Airport Parking	570	6	8%	Atlanta Coca-Cola Enterprise	300	6	7%
Amazon.com Services, Inc	463	7	7%	Interstate Atlanta Airport LLC dba/Westin Atlanta Airport	255	7	6%
Logisticare Solutions LLC	380	8	5%	Marriott Hotel	214	8	5%
VXI Global Solutions	375	9	5%	Western Host dba/Sheraton Gateway Atlanta Airport	140	9	3%
Southern Crescent BHS	312	10	4%	J. Wieland Homes & Neighborhoods Inc.	93	10	2%
Total	7,067		100%		4,393		100%

Sources: College Park Business License Department
Sources: Ambac - Series 2005 Bonds

LABOR FORCE

Of the nearly 57,000 (56,680) jobs in College Park, only 682 people live and work in the area. In addition, 6,547 people live in the area, yet commute out of the area for their jobs.

College Park has an employed labor force of 6,672 people above the age of 16. In essence, ATL employs more than ten times (63,000 people) the amount of College Park's labor force. The jobs that do employ the City's workforce are heavily weighted in the service and transportation sectors.

Figure 12. Labor Force Characteristics

Characteristic	2010	2014	2019
Labor Force Participation	68.2%	67.0%	69.4%
Unemployment Rate	16.1%	16.0%	6.9%

American Community Survey 5-Year Estimates 2010, 2014, 2019

Figure 13. College Park Industries

NAICS Industry	Number of Jobs	Percent of Total Jobs
1. Transportation and Warehousing	35,448	62.60%
2. Administration & Support, Waste Management and Remediation	4,553	8.00%
3. Accommodation and Food Services	3,977	7.00%
4. Management of Companies and Enterprises	3,255	5.70%
5. Health Care and Social Assistance	1,592	2.80%
6. Wholesale Trade	1,534	2.70%
7. Real Estate and Rental and Leasing	1,481	2.60%
8. Other Services (excluding Public Administration)	1,177	2.10%
9. Educational Services	885	1.60%
10 Retail Trade	704	1.20%

American Community Survey 5-Year Estimates 2014 and 2019 (Figures 13 and 14)

In today's diverse marketplace, it is not always necessary to have a college degree. However, College Park's population has become more educated in the past five years. Compared to 21.7% in 2014, only 10% of the population 25 and older did not receive a high school diploma in 2019. Consequently, the share of adults with higher educational attainment at high school diploma level or above increased per Figure Y. While College Park has educational attainment levels have increased, there are numerous job sectors that provide above average income for technical and skilled labor jobs not requiring a college degree. With this in mind, workforce development is key.

Figure 14. Educational Attainment

	2014	2019
Less than high school	21.7%	10.0%
High school graduate	30.7%	32.0%
Some college	28.3%	33.0%
Bachelor's degree	11.8%	16.2%
Graduate degree	7.4%	8.7%

ECONOMIC ASSETS

Hartsfield-Jackson Atlanta International Airport (ATL)

Atlanta's airport is one of the busiest in the world in terms of operations, and is directly responsible for more than 63,000 jobs. ATL's total economic impact to metro Atlanta is \$51.6 billion and \$15.2 billion to Georgia annually. The number of jobs directly attributed to the airport is over 63,000—constituting all the jobs on airport property. However, the indirect and induced jobs attributed to ATL amount to just over 325,000. ATL is also “the world's busiest airport” in terms of passengers, with more than 275,000 passengers using the airport each day as of 2018 figures. Furthermore, global air travel is projected to triple by 2030. The 2015 Airport Master Plan provides a guide for facility development that will accommodate the future commercial aviation needs of the region throughout the

next 20 years and should be consulted for any City-initiated planning and development processes that may affect ATL.

MARTA

The Metropolitan Atlanta Rapid Transit Authority, or MARTA, is the principal rapid-transit system in the Atlanta metropolitan area. It is the eighth-largest rapid transit system in the United States by ridership. Formed in 1971 as strictly a bus system, MARTA operates a network of bus routes linked to a rapid transit system. College Park Station is the second busiest MARTA rail station. Additional bus routes throughout the city and improvements to bus stops (e.g., covered areas, landscaping, etc.), as well as connections to Six West, are desired.



College Park MARTA Station, Image Courtesy of MARTA

ECONOMIC ASSETS

ATL SKY Train

Opened in 2009, the ATL Sky Train is an automated people mover connecting Hartsfield-Jackson Atlanta International Airport with the Consolidated Rental Car Center. Unlike The Plane Train, which is located underground, inside the secure zone of the airport, the ATL Sky Train is located outside the airport's secure zone and is elevated, crossing Interstate 85.

In addition to the Rental Car Center, the ATL Sky Train connects the airport to the Gateway Center Arena of the Georgia International Convention Center, where a station was built. The ride takes five minutes to travel from the terminal to the Hartsfield-Jackson Rental Car Center and vice versa, with a two-and-a-half-minute wait at each station. The station at the airport is located adjacent to MARTA's Airport station at the west end of the main terminal complex.

CSX Rail

An important component of transportation in the region, and the eastern United States, CSX has one of its southern regional offices in Atlanta, and operates two multimodal facilities in the Metro Region: the Hulsey Yard in Atlanta, and the Fairburn Terminal. Access to rail is a valued feature for industrial and manufacturing operations. Fortunately, College Park is situated to take advantage of the CSX rail service.

Georgia International Convention Center (GICC)

The current Georgia International Convention Center (GICC) opened in 2003 and is owned and operated by the City. At 400,000 square feet, it is the second largest convention center in the state - second only to the Georgia World Congress Center. The GICC is accessible from the Airport MARTA station (via a connection to the ATL Skytrain), Interstate 285, and Interstate 85.

Behind the Convention Center, the ATL Skytrain connects airport patrons with the new rental car complex, hotel accommodations, and restaurants at the Gateway Center of the Georgia International Convention Center.

Gateway Center Arena

Gateway Center Arena is a state-of-the-art 5,000-seat venue owned and operated by the City of College Park. The Arena hosts events ranging from professional sports games to conventions and is the official home of the Atlanta Dream and the Atlanta Hawks G-League team, the College Park Skyhawks.



ECONOMIC ASSETS

National Register Historic District

College Park dates back to 1846 when the City of Manchester was established through a land grant. The City was renamed College Park in 1896 to reflect the establishment of several educational institutions within the City. In addition to the renaming of the City, many streets were renamed for colleges, such as Yale Avenue, Oxford Avenue, Cambridge Avenue, Virginia Avenue, and Harvard Avenue, among others.

The City of College Park National Register District was listed on the National Register of Historic Places in 1995. Home to 853 contributing buildings, sites, objects and structures and spanning approximately 606 acres, College Park's Historic District is the fourth largest historic district within the state of Georgia. These historic properties consist of homes, monuments, businesses, schools, churches, parks, cemeteries, government buildings, and railway stations. The City has a distinctive Main Street corridor in downtown, flanked with specialty shops, restaurants, and local government offices. The walkable downtown area is served by transit and bus service through MARTA,

allowing commuters to connect to the surrounding metro Atlanta region.

Woodward Academy

In 2014, Woodward Academy hired an outside consultant to analyze the positive economic impact on the College Park community. The study found the following:

- Woodward generated \$40.51 million in economic output.
- Commuting employees and visitors contributed \$2.57 million to the local economy.
- Within 1,500 feet of campus, the incremental appraised property value was \$42.5 million; property values tripled as property proximity to the school reaches 300 feet.
- Woodward paid \$2.39 million to local businesses, and \$314,000 to local building contractors.
- Jesse Draper Boys & Girls Club has benefitted from \$552,301 raised by the school between 1992 - 2014.

Six West



Woodward Academy

ECONOMIC ASSETS

Between the 1970s and early 2000s, the City of Atlanta acquired and demolished hundreds of housing units for Airport Noise Reduction (ANR) purposes as part of ATL expansion. As a result, the property has mostly laid vacant. The City of College Park and its Business and Industrial Development Authority (BIDA) have worked to purchase back the 320 acres from the City of Atlanta and now have an incredible opportunity to reinvigorate the community, entice global visitors, and boost the local economy.

The Six West development involves over 311 acres of City-owned property just west of the historic downtown district and the College Park MARTA station. Named to capture the legacy of former neighborhoods anchored by six college-named streets, the public-private venture will expand the College Park community experience with a vibrant, mixed-use regional center with unique recreation and entertainment venues.

Greyfields

Historically, the term “greyfield” has been applied to formerly viable retail and commercial shopping sites (such as regional malls and strip centers) that have suffered from lack of reinvestment and have been “outclassed” by larger, better-designed, better-anchored malls or shopping sites. These particular greyfield sites are also referred to as “dead malls” or “ghostboxes” if the anchor or other major tenants have vacated the premises leaving behind empty shells.

Unlike brownfields, which feature actual or perceived levels of environmental contamination, greyfields typically do not require remediation in order to unlock value to an investor. The hidden value, in many cases, comes from underlying infrastructure (such as plumbing and sewerage, electrical systems, foundations, etc.), the presence of which allows a developer to improve the site efficiently through capital expenditures (sometimes quite minor) that may easily lead to increased rents and greater value.



**sixwest**
sixwestcollegepark.com

**Over 300 Acres
Mixed Use
Development**

**STEVE LANGFORD
770.913.3955**

**Ackerman & Co.** 

ECONOMIC DEVELOPMENT PROGRAMS

Local Incentives

Bond Financing

Industrial Revenue Bonds are available through the City of College Park Business and Industrial Development Authority (BIDA) for real and personal property. Eligible projects must meet a \$10 million threshold.

Tax Allocation Districts (TADs)

The City's core has a designated TAD, offering infrastructure financing and special development incentives for qualifying projects. The district was created to incentivize development in a targeted area of downtown College Park.

Opportunity Zone

The City has a dedicated Opportunity Zone located adjacent to Hartsfield-Jackson Atlanta International Airport, in the heart of downtown College Park. College Park's Opportunity Zone, as designated by the Georgia Department of Community Affairs, offers a tax credit of \$3,500 per job for up to 5 years, applied against state withholding tax for qualifying jobs.

Enterprise Zones

The City has three designated Enterprise Zones. One zone is located in the downtown area and extends to areas west of the GICC and the Gateway Center. Another zone is in the area of Old National Highway and the Godby Road corridor. The last Enterprise Zone is located south of Sullivan Road, East of Edison Drive and west of West Point Avenue. City Council works with businesses to set minimum employment requirements and the duration of the Enterprise Zone agreement. This incentive can give abatement on real and personal business property taxes.

Organizations

College Park Business & Industrial Development Authority (BIDA)

BIDA's function is to attain development; purchase and sell property; and promote trade, commerce, industry and employment opportunities by facilitating certain development projects through special financing and tax incentives.

College Park Main Street Association (CPMSA)

A program of the National Trust for Historic Preservation, Main Street's goal is to help revitalize historic downtowns through the preservation and adaptive re-use of historic and culturally significant resources. The core of any Main Street program follows the nationally recognized Main Street Approach:

- **Economic Vitality** – The goal is to build a commercial district that responds to contemporary needs, while maintaining the community's historic character. It involves a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment
- **Design** – Successful Main Street programs take advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements
- **Promotion** – It can take many forms, but the goal is to create a positive image that will renew community pride and tell the Main Street story to the surrounding region.
- **Organization** – Establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. The focus is on ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement strategies.

ECONOMIC DEVELOPMENT PROGRAMS

Chambers of Commerce

The City is fortunate to have three area Chambers of Commerce that service College Park: South Fulton Chamber of Commerce, Clayton Chamber of Commerce, and Airport Area Chamber of Commerce. In addition, the Metro Atlanta Chamber of Commerce also serves the region. The goal of any Chamber is to enhance the business climate of its respective area,

and to enhance economic and community development through leadership, service and advocacy. It is important for the City to utilize the resources that all of these organizations provide. The Airport Area Chamber can assist in realizing the growth in emerging markets associated with the Atlanta Aerotropolis Alliance's vision, while the South Fulton Chamber offers a long history of promoting the southern portion of the county.

PROJECTED ECONOMIC GROWTH

The Aerotropolis Atlanta Blueprint indicates health and social assistance, construction, and professional and scientific services as potential growth sectors for all jurisdictions within its boundaries. All three of these industries are experiencing fast growth, but low representation within the Blueprint area.

BROADBAND

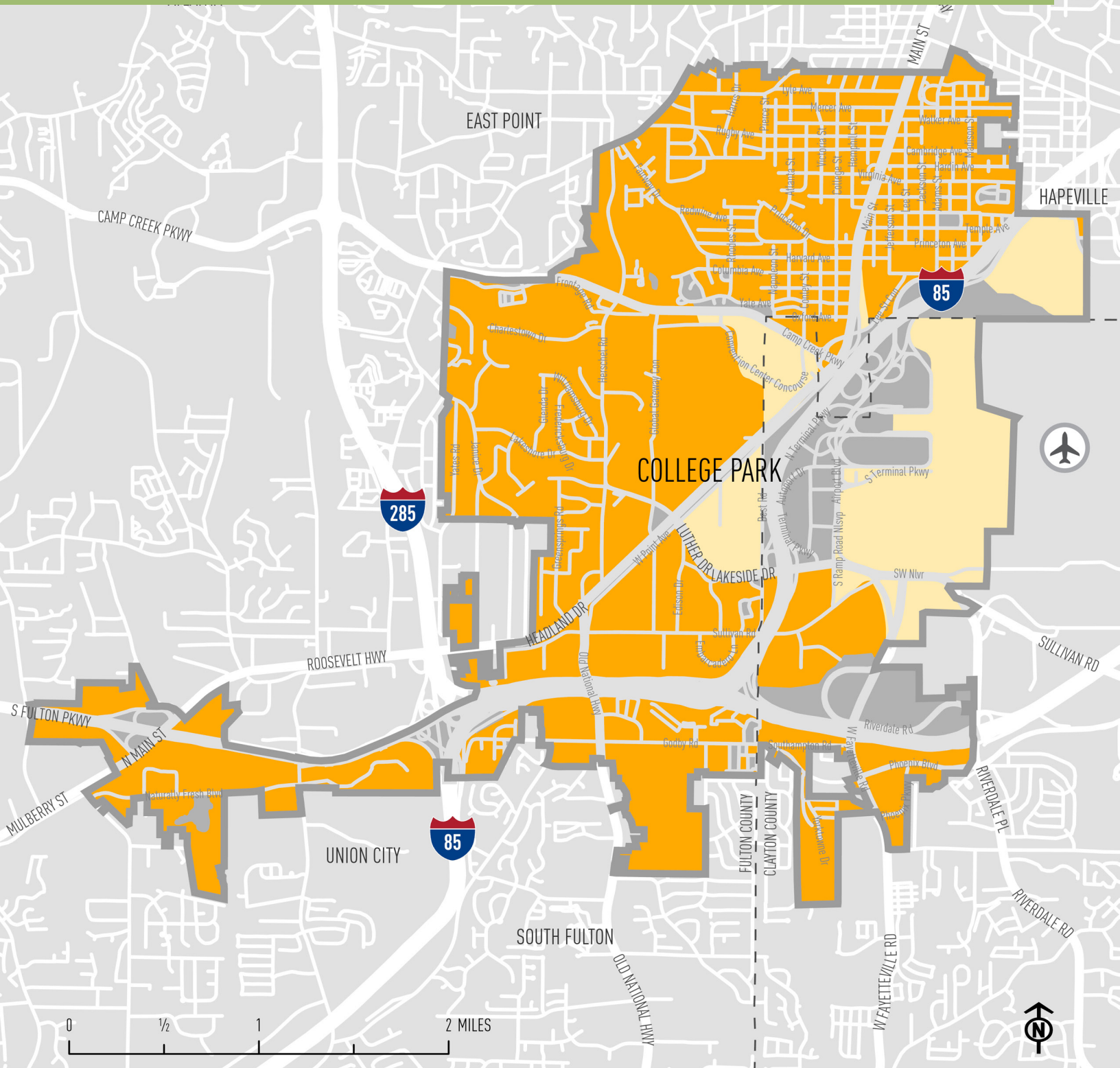
In order to attract and maintain industries and jobs that are in sectors other than service and retail, it is important to develop and maintain a higher level of electronic communication and data services than already exists. According to the most recent available data from the Federal Communications Commission (FCC) and the Georgia Broadband Center, only 3% of locations in Fulton County and <1% of locations in Clayton County were unserved by broadband as of 2020. The vast majority of College Park is served by broadband – unserved pockets are representative of extensive surface parking, undeveloped lots, and older developments, such as the Hartsfield-Jackson International Airport, Georgia International Convention Center, and Sysco Atlanta. Google Fiber has been installed in portions of College Park and is even available at two of the city's apartment complexes – Lakeside Apartment Townhomes and The Pad on Harvard. However, it is important to strive to provide a higher level of service than what has been historically available.

Over air (television and some wireless) communication is sometimes interrupted by air traffic, causing gaps in service. This inconsistency does not lend itself to attracting millennial and young professionals, and is

also an inconvenience to residents of all generations. While increasing the quality of electronic communication and data services does not guarantee an increase in technology companies and young professionals, it would be beneficial. To attract people and businesses to downtown, many communities offer municipally provided wi-fi service – pro-active efforts such as this show a gesture of good faith and a welcoming environment. The City should also promote efforts to work with the Federal Aviation Administration to alleviate interruption in wireless communication service.

Finally, City officials should take the necessary steps to achieve state certification as a Broadband Ready Community or designation of facilities and developments as Georgia Broadband Ready Community Sites. Broadband Ready Community Designation demonstrates that a local unit of government has taken steps to reduce obstacles to broadband infrastructure investment by amending their comprehensive plan to include the promotion of the deployment of broadband services and adopting a broadband model ordinance. Any facility or development in Georgia that offers broadband services at a rate of not less than 1 gigabit per second in the download stream to end users is eligible for the Broadband Ready Site Designation.

MAP 4. BROADBAND ACCESS



BROADBAND STATUS

- SERVED
- UNSERVED
- NO LOCATIONS

- COLLEGE PARK CITY LIMITS
- COUNTY BORDERS
- ✈ AIRPORT

CHAPTER 5

ARTS & CULTURE



YOYO
FERRO

YOYO
FERRO

3731

THE FO

ARTS & CULTURE

College Park's downtown boasts murals and artist spaces. A Yoyo Fero mural covers one prominent building at the corner of Main Street and Harvard Avenue. Next door, Paper Plan Yoga Studio also serves as an art gallery. Further east on Harvard Avenue, PushPush occupies a portion of the College Park First United Methodist Church. PushPush is an arts nonprofit that supports artists and hosts workshops in visual and performing arts. Founders Shelby Hofer and Time Habberger relocated the operation to College Park from Decatur after rising costs prompted them to move. Further north on Main Street, artist Millie Gosch operates The City Muse, a gallery and studio space. Artist spaces are not limited to downtown. Leroy Campbell runs his own studio on Roosevelt Highway.

Clearly, College Park is an arts hub, and the City government has recognized its home-grown talent. However, at a recent arts roundtable, local artists called for more local government attention and support. Specifically, the City lacks a clear vision for embracing arts city-wide. They identified the following initiatives to better address arts and culture in College Park.

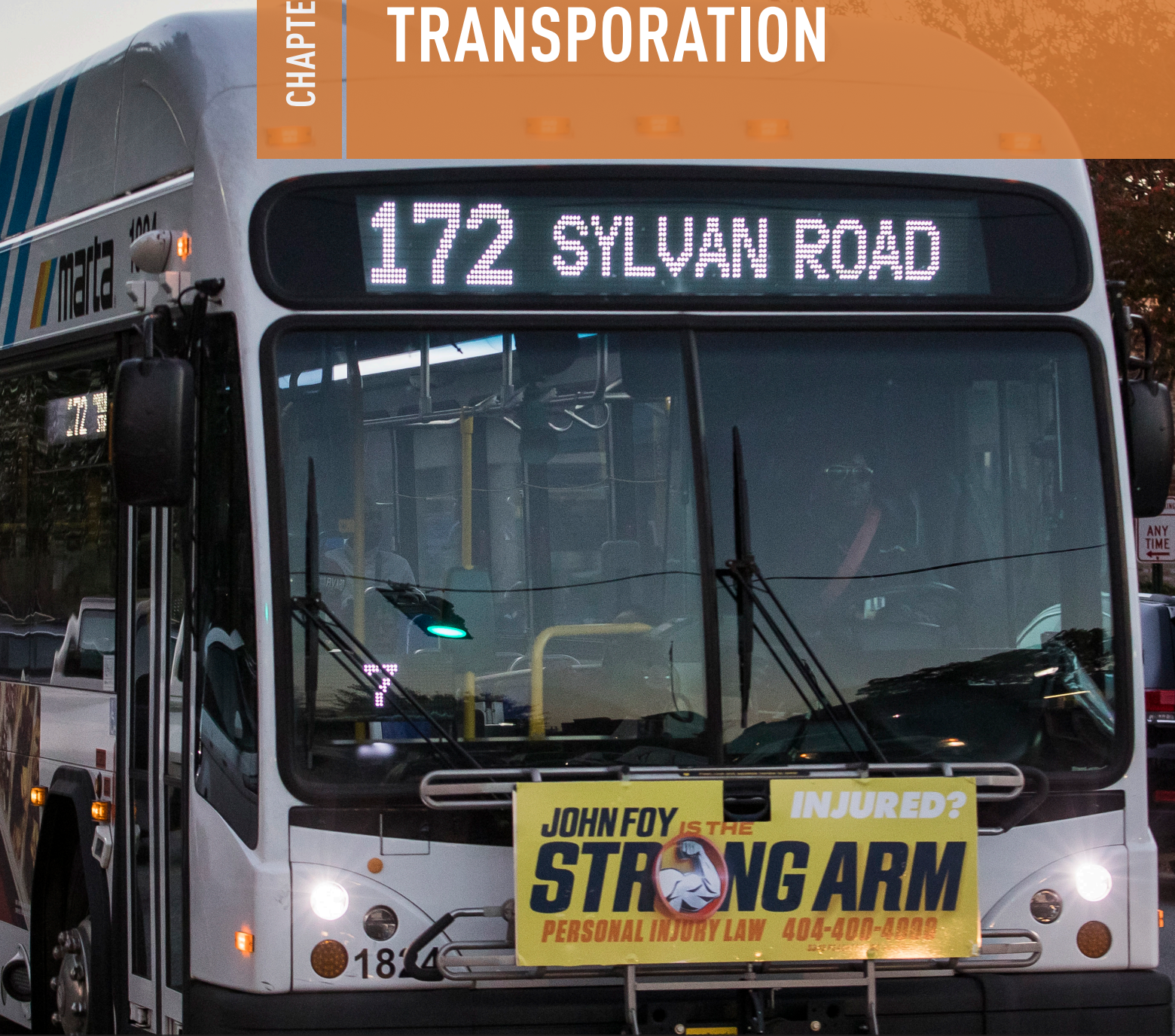


POTENTIAL ARTS INITIATIVES

- The City of College Park should create a listing of artists, creatives, and cultural organizations in College Park. This list should include both current residents and artists who found success beyond College Park but maintain a connection with the city.
- The City should build the existing arts council to include artists and leaders from throughout the city and charge them with updating the mission and purpose of the council. The council should place an emphasis on including creatives that have not been included or recognized previously and residents from areas beyond the historic district. The reformed council could:
 1. Inform arts community about opportunities in the city.
 2. Inform the city about the full scope of needs for artists and creatives rooted in College Park as well as the benefits of having working artists living in the community.
 3. Begin to develop shared vision for a future College Park arts plan that focuses on support for artists, creatives, and arts organizations.
- Communicate clearly about what is and is not allowed in producing art in the city and provide

CHAPTER 6

TRANSPORTATION



Unless otherwise specified, the data presented in this section comes from the American Community Survey (ACS) 2019 5-year estimates. The ACS helps local officials, community leaders, and businesses understand the changes taking place in their communities. Because of College Park's smaller geographical size, some data may be subject to sampling errors, and have relatively high margins of error (MOE), or a measure of the possible variation of an estimate. However, ACS remains the premier source for detailed population and housing information about communities.

TRANSPORTATION OVERVIEW

The City of College Park is a nexus of transportation infrastructure. The City is home to major roadways (I85, I-285, US 29, and Camp Creek Parkway), active freight railroad tracks, and two MARTA Rail Stations (College Park and the Airport Station). This collection of infrastructure creates excellent accessibility to the Atlanta region, other parts of Georgia, the Southeastern United States, and the world.

Public Input

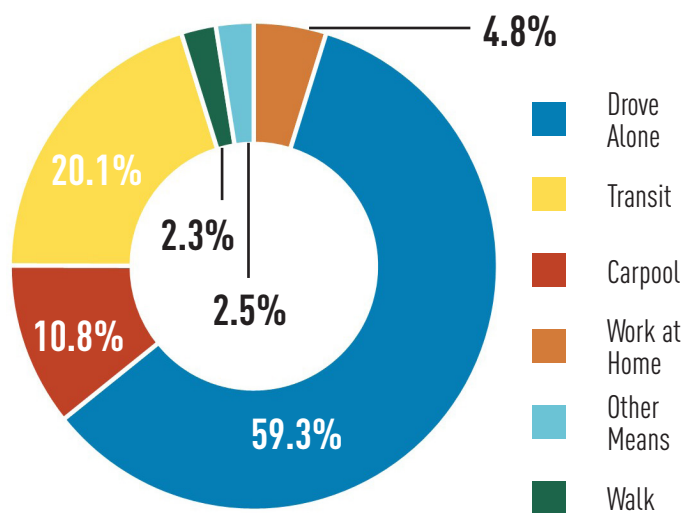
Pedestrian and Bicyclist safety scored poorly on the community survey. A number of respondents expressed a dire need for biking and walking trails, including sidewalks and bike lanes along major corridors. Specifically, both the survey and transportation focus group highlighted the need sidewalks along Rugby Avenue and Washington Road.

In addition to sidewalk concerns, the survey and focus group highlighted parking and congestion issues along Main Street. However, stakeholders are quite divided on how to address the issue. Some desire completely eliminating parking spaces along the street and construction of a municipal parking deck. Others believe that no more parking spaces should be eliminated.

Commutes

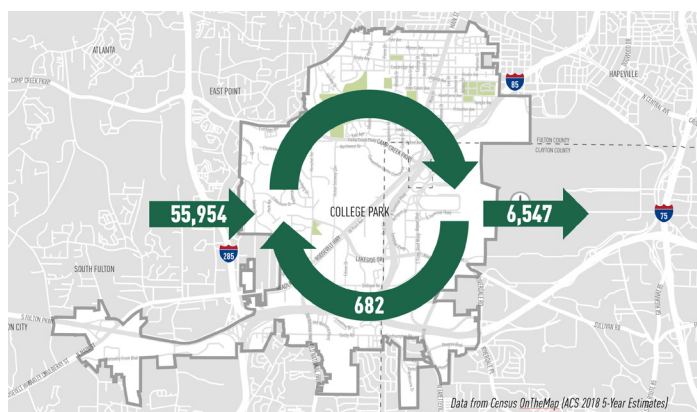
In 2019, the average commute for employed (16 and over) College Park residents was 32.4 minutes, increasing by 2.5 minutes since 2014. This illustrates that a large number of College Park residents work outside of the city. The image to the right illustrates that over 6,500 residents commute outside of city limits for work while a little under 700 residents both live and work in the city.

Figure 15. Mode Split



American Community Survey 5-Year Estimates 2019

Of employed residents, 59.3% drive alone to work, while 10.8% carpool, and 20.1% take public transportation to work. Workers residing in College Park commute via transit more than any other southern Fulton County resident, indicating that residents do value the availability of the MARTA transit station as well as bus service (SFCTP, 2020). The remaining workers walk (2.3%), use some other means to get to work (2.5%), or work from home (4.8%).



Unless otherwise specified, the data presented in this section comes from American Community Survey (ACS) 2019 5-year estimates.

TRANSPORTATION PLANNING

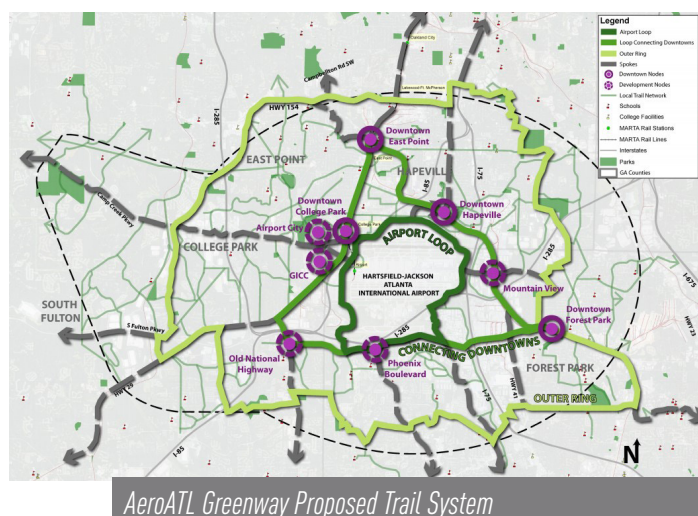
The following section summarizes recent transportation efforts in College Park.

South Fulton Comprehensive Transportation Plan (SFCTP)

The South Fulton Comprehensive Transportation Plan (SFCTP) was completed in July of 2020. The City of College Park participated in this planning effort, which identified a number of projects and initiatives that would benefit the City of College Park and are incorporated into this Comprehensive Plan. The vision of the SFCTP is to provide residents, businesses, and visitors with a safe, connected, and reliable transportation system that provides access and mobility options to support economic growth and maintain community character. The SFCTP serves as a roadmap for implementing the community's transportation vision, which includes improving mobility, accessibility, and multi-modal connectivity. The SFCTP provides project lists on 5-year, 10-year, and long-term timelines for each city, but projects may involve other jurisdictions. In total, College Park has

- 36 5-year projects
- 12 10-year projects
- 38 long-term projects

The appendix includes a full list of 5-year projects from the SFCTP. Where applicable, these projects are also included on the summary maps in the appendix.



Transportation Improvement Program (TIP)

The Atlanta Regional Commission manages the Transportation Improvement Program (TIP). The TIP allocates federal funds for use in the construction of the highest-priority projects in the Regional Transportation Plan (RTP), the long-term transportation vision for the 20-county region. Two near-term projects affecting College Park include

- Airport Loop Connector: 10-foot wide bike/ped trail connecting the Convention Center Concourse via a pedestrian bridge over Camp Creek Parkway and ending at John Wesley Ave/West Main Street
- Road Widening for Buffington Road from Rock Quarry Road to SR 14/US 29
-

AeroATL Greenway Plan

In November 2018, ARC's Livable Centers Initiative (LCI) program funded the development of a trails master plan, known as the AeroATL Greenway Plan, for the communities surrounding the Airport in coordination with the Atlanta Aerotropolis Alliance and Aerotropolis Atlanta CIDs. This plan provides a visionary framework for trail connectivity across the Aerotropolis region, including the City of College Park. Recommended trail projects affecting College Park include:

- Airport Loop
- Downtown Connections
- Outer Loop

Summary maps at the end of this section illustrate the proposed trail alignments. However, many of the proposed trails need additional funding and approval for implementation. However, each jurisdiction in the study area, including College Park, identified model miles to galvanize support for continued implementation of the overall trail vision. College Park's model miles are the Airport Loop Connector, which includes a much-needed pedestrian connection from the GICC to the future Six West development, and the Hershel Road multi-use trail. This Airport Loop Connector project is currently funded and programmed in the TIP, and the Hershel Road trail is included in the Community Work Program for implementation next 5 years.

TRANSPORTATION PLANNING

Freight Cluster Study

The Hartsfield-Jackson Atlanta International Airport (H-JAIA) region represents an intense freight cluster as goods are moved to and from the airport using a network of interstates to the surrounding Atlanta region and beyond. The Aerotropolis Freight Cluster study provides a framework to support the freight industry in the Aerotropolis region while considering impacts on people who live and work in the area. The plan offers recommendations to improve freight traffic operations, safety, and reliability, as well as job access.

Recommendations and policies applicable to College Park must be adopted by the City before projects are considered for funding. The Atlanta Aerotropolis CIDs will work with the City to identify opportunities for funding and implementation.

One priority project includes working across various jurisdictions with GDOT to deploy an Advanced Dilemma-Zone Detection System along Camp Creek Parkway as a pilot project in the next 5 years. This would provide additional green signal time for vehicles approaching signalized intersections. The results of the pilot project should be evaluated for potential deployment on other key truck routes.

Six West

As mentioned previously in this plan, Six West is a 320-acre greenfield site that boasts opportunity for redevelopment into a mixed-use, regional destination. The master plan for this site requires transportation improvements to accommodate this redevelopment and its anticipated traffic. The plan calls for existing roadway improvements, construction of new roads, development of trail system, and SkyTrain transit expansion. In conjunction to other plans, a pedestrian bridge will connect Six West to the GICC across Camp Creek Parkway.

MARTA Studies

MARTA Enhancement Study

Despite the activity created by the MARTA Station, the connections between the station and Main Street need improvement if Downtown College Park is to become a vibrant, thriving transit-oriented activity center. The College Park Transit Enhancements and Accessibility Study offers recommendations to improve accessibility between the transit station and local destinations, either on foot or on bike.

MARTA Clayton BRT

Long-term, MARTA plans to create a bus rapid transit route starting at the College Park MARTA station and extending west through Clayton County. The proposed route connects the City of College Park to Riverdale, Jonesboro, and Morrow using a dedicated lane. This project is still evolving, but Figure X illustrates the proposed route.

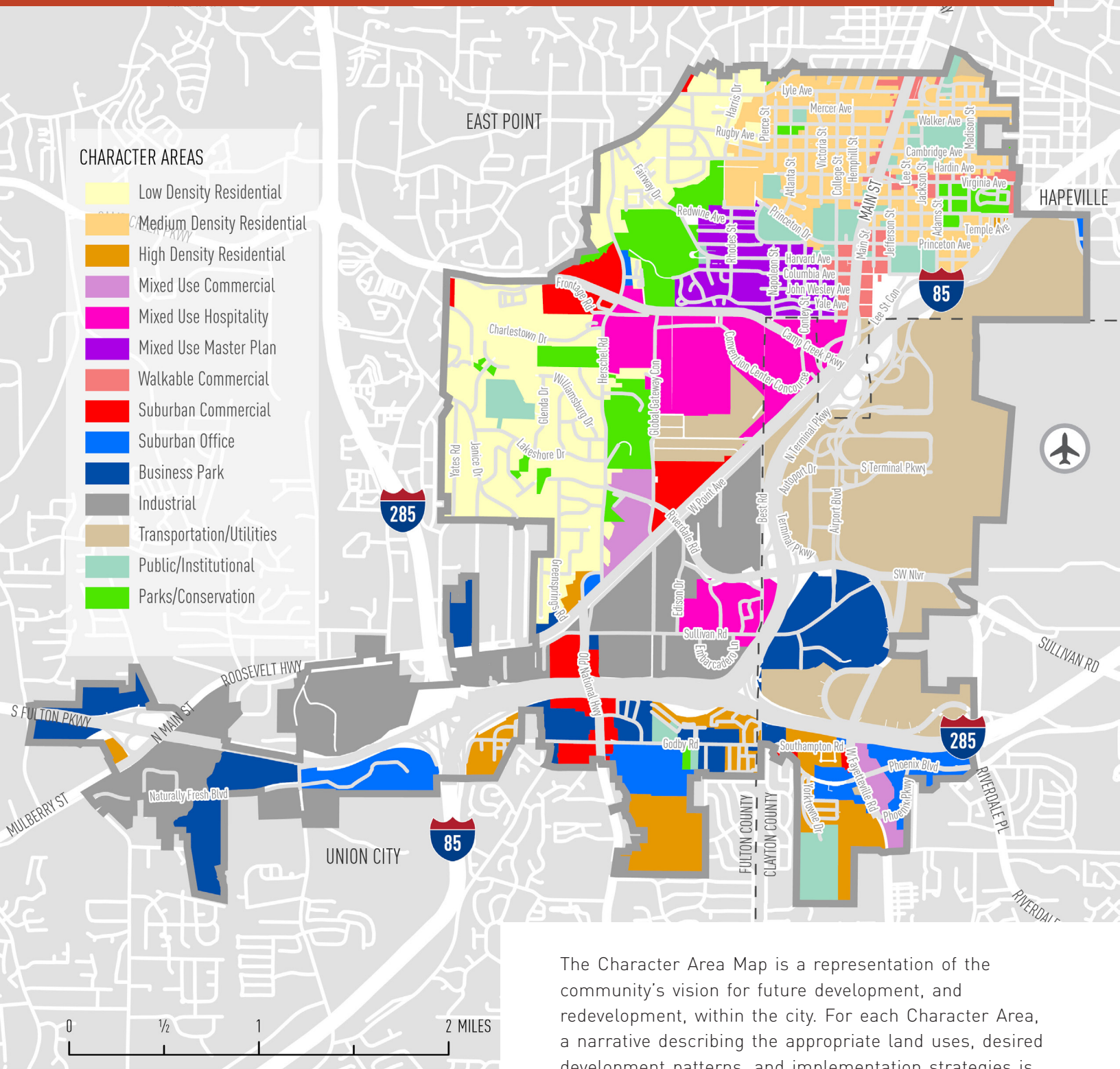


An aerial photograph of a city landscape. In the foreground, there are green trees and a road. In the middle ground, there are several large, modern buildings, including a prominent white building with a curved facade. A highway with multiple lanes and overpasses is visible, winding through the city. In the background, a large airport with runways and taxiways is visible under a blue sky with scattered clouds.

CHAPTER 7

LAND USE

MAP 5. CHARACTER AREA MAP



The Character Area Map is a representation of the community's vision for future development, and redevelopment, within the city. For each Character Area, a narrative describing the appropriate land uses, desired development patterns, and implementation strategies is included, as well as representative pictures of the type and style of development desired. It should be noted that the Character Area Map does not change the current zoning of any property but is intended to guide policy decisions for the next five years.

LOW DENSITY RESIDENTIAL

Land Use

The Low Density Residential character area is located at the northwestern and western edges of city limits. The character area is primarily reserved for single-family dwellings, public (e.g., government or institutional) buildings, and passive and active recreational areas, with the opportunity for some agricultural uses (e.g., farm stands) and other residential uses (e.g., personal care home). Though existing multi-family (RM) should not be expanded in this character area, an increase in density (not units) to accommodate mixed-use redevelopment of the existing multiple-family developments along Camp Creek Parkway should be considered.

Built Form

The existing neighborhoods boast single-family detached dwellings on larger lots along curvilinear tree-lined streets and cul-de-sacs with no sidewalks. Mid-to-late-twentieth century architectural styles (e.g., Contemporary (Ranch)) and types (e.g., Ranch) are common and garages and carports are typically attached. Existing structures should be maintained while infill development should be compatible with the surrounding character in scale and style. Multi-modal accessibility (e.g., sidewalks) should be enhanced. Subdivision of larger (5+ acre) lots should be considered.

APPROPRIATE ZONING

Districts: R1, PDR

Overlays: None



MEDIUM DENSITY RESIDENTIAL

Land Use

The Medium Density Residential character area is located at the northeastern edge of city limits in an area commonly referred to as “Historic College Park.” The character area is primarily reserved for single-family dwellings, public (e.g., government or institutional) buildings, and passive and active recreational areas, with the opportunity for some home occupations. While there is opportunity for a slight expansion of hospitality campus (HC), existing multi-family (RM) should not be expanded in this character area.

Built Form

The existing historic neighborhoods boast single-family detached dwellings on moderately sized lots along a

tree-lined grid street system with sidewalks. Late nineteenth and early twentieth century architectural styles (e.g., Craftsman) and types (e.g., Bungalow) are common and accessory structures (i.e., garages) are typically located in the rear yard. Existing historic structures should be maintained while infill development should be compatible with the surrounding historic character in scale and style. Multi-modal accessibility (e.g., sidewalks) should be enhanced. Stormwater infrastructure improvements should be considered.

APPROPRIATE ZONING

Districts: R2, R3, HC, PDR, TOD

Overlays: None



HIGH DENSITY RESIDENTIAL

Land Use

The High Density Residential character area is predominantly located at the southern edge of city limits. The character area is primarily reserved for single- and multiple-family dwellings, public (e.g., government or institutional) buildings, and passive and active recreational areas, with the opportunity for some other residential uses (e.g., personal care home). While there is opportunity for the expansion of multi-family (RM), low density residential (R1) should not be expanded in this character area.

Built Form

The existing neighborhoods boast single- (e.g., townhomes) and multiple-family dwellings on smaller

lots along curvilinear tree-lined streets and cul-de-sacs with no sidewalks. Architectural styles from the late twentieth to the early twenty-first century (e.g., modern townhomes) are common and garages and carports are typically attached. Infill development should be compatible with the surrounding character in scale and style. The Tracey Wyatt Rec Center should continue to be maintained for regular use by the surrounding community. A publicly accessible greenspace should be created and opportunities for the installation of public art identified.

APPROPRIATE ZONING

Districts: R3, RM, C1, C2, BP, PD

Overlays: None



Image from Apartments.com

MIXED USE COMMERCIAL

Land Use

The Mixed Use Commercial character area is located toward the center of the city northwest of the intersection of Global Gateway Connector and W. Point Avenue as well as the southeastern part of the City near Fayetteville Road, Phoenix Boulevard, and Forest Parkway. The character area is primarily reserved for small-scale commercial uses that provide products and services to surrounding neighborhoods (e.g., beauty parlors) and larger-scale commercial uses (e.g., retail uses (large scale)) that are appropriately located along a corridor. While there is opportunity for the expansion of commercial C1 and office professional (OP), low density residential (R1) should not be expanded in this character area.

Built Form

The character area boasts mid-to-late twentieth century strip mall developments along two-lane roads with no street trees or sidewalks. Large parking lots between the street and buildings and taller, auto-oriented signage are designed for vehicular access and convenience. New development should be more pedestrian-oriented (e.g., rear parking) and establish a cohesive scale and style.

APPROPRIATE ZONING

Districts: C1, C2, OP

Overlays: None



Image from Google Street View

MIXED USE HOSPITALITY

Land Use

The Mixed Use Hospitality character area is located toward the center of the city southwest and northwest of the intersection of W. Point Avenue and Camp Creek Parkway, as well as southwest of the intersection of N. Terminal Parkway and Riverdale Road. The character area is primarily reserved for commercial uses that are appropriate for locations near, and that serve users of, the Hartsfield Jackson International Airport (ATL) and Georgia International Convention Center (GICC) area (e.g., banquet halls). Existing low density residential (R1), downtown commercial (DC), and heavy industrial (M2) should not be expanded in this character area.

Built Form

The character area boasts large-scale, regional attractions (e.g., ATL) accessed by highway and interstate routes with a significant amount of land dedicated to parking lots, garages, and decks. Pedestrian and/or transit connections from the Walkable Commercial area of College Park to GICC, and/or ATL should be expanded. New developments should have a planned campus atmosphere with easy internal pedestrian circulation.

APPROPRIATE ZONING

Districts: HC, C1, C2, BP, OP

Overlays: Transportation



MIXED USE MASTER PLAN

Land Use

The Mixed Use Master Plan character area is located in the northwest quadrant of the city, northwest of the intersection of Main Street and Camp Creek Parkway. The character area is primarily reserved for Six West, a 311-acre mixed-use regional center. The range of existing zoning districts are appropriate for this type of character area.

Built Form

The character area boasts primarily vacant land along a grid street system. The future Six West development will include a variety of building types and styles. New development should utilize high-quality building materials and provide for both vehicular and pedestrian access.



APPROPRIATE ZONING

Districts: DO, C1, OP, PD, TOD

Overlays: None

WALKABLE COMMERCIAL

Land Use

The Walkable Commercial character area is located in Downtown College Park and other traditionally commercial locations throughout the City, primarily at the northeastern edge of city limits along Main Street and Virginia Avenue. The character area is primarily reserved for commercial and tourism-oriented uses (e.g., welcome center), but mixed-use development comprised of commercial, professional, and residential uses is strongly encouraged. Existing high density residential (R3) and business park (BP) should not be expanded in this character area.

Built Form

The character area boasts late nineteenth and early twentieth century, one- and two-story masonry

buildings, as well as typical mid-to-late twentieth and early-twenty-first century commercial buildings along two-lane roads with street trees and sidewalks. While some areas exhibit pedestrian-oriented development (e.g., 0' front setback) others boast parking lots between the street and buildings and taller, auto-oriented signage designed for vehicular access and convenience. Underutilized buildings should be repurposed for mixed-use developments. Additional parking should be constructed (e.g., municipal parking deck) and multi-modal connections between major routes (e.g., Main Street and Virginia Avenue) established.

APPROPRIATE ZONING

Districts: DC, C1, OP, TOD

Overlays: None



SUBURBAN COMMERCIAL

Land Use

The Suburban Commercial character area is located primarily to the northwestern and southwestern edges of city limits along major corridors such as Camp Creek Parkway and Old National Highway. The character area is primarily reserved for commercial uses that are appropriately located along a corridor (e.g., retail uses (large scale)) and compatible with the Georgia International Convention Center (GICC) and downtown business district. Office Professional (OP) may be expanded in this character area.

Built Form

The character area boasts typical late twentieth and early-twenty-first century commercial buildings with some mid-to-late twentieth century strip mall

developments along major corridors with sidewalks. While some pedestrian-oriented elements (e.g., sidewalks) exist, large parking lots between the street and buildings and taller, auto-oriented signage are designed for vehicular access and convenience. New development should further encourage pedestrian use (e.g., rear parking) and establish a cohesive scale and style. A “brand” should be developed, and signage installed (e.g., “Welcome to College Park” and wayfinding). Additional improvements (e.g., landscaping, lighting, public art) should be made through coordination with surrounding jurisdictions and the Georgia Department of Transportation.

APPROPRIATE ZONING

Districts: C1, C2, OP

Overlays: None



Image from Google Street View

SUBURBAN OFFICE

Land Use

The Suburban Office character area is located primarily at the southern edge of city limits. The character area is primarily reserved for mixed-use business developments (e.g., office, research, sales) to serve as a transitional area between residential and commercial districts. Existing high density residential (R3) should not be expanded in this character area.

Built Form

The character area boasts large-scale, commercial developments accessed by two- to four-lane roads with large parking lots to the front, sides, and rear. Though

pedestrian connections (e.g., sidewalks) are present, sites are designed for vehicular access and convenience. New development should continue to be contextually sensitive to surrounding residential and commercial uses through the use of appropriate landscape buffering mechanisms and high-quality building materials.

APPROPRIATE ZONING

Districts: C1, BP, OP

Overlays: None



Image from Georgia DPH

BUSINESS PARK

Land Use

The Business Park character area is located primarily in the southern half of the city. The character area is primarily reserved for mixed-use business developments (e.g., office, research, sales), as well as assembly, warehousing, and other light industrial operations, though uses which generate heavy truck traffic should only be considered as part of a conditional use request. Existing office professional (OP) should not be expanded in this character area.

Built Form

The character area boasts large-scale, commercial developments accessed by two- to four-lane roads with large parking lots to the front, sides, and rear. Sites are well landscaped and heavily buffered, and buildings are constructed of high-quality building materials. New development nearby and adjacent to residential uses should include large buffers and limitations on truck traffic.

APPROPRIATE ZONING

Districts: BP, C2, M1, TR

Overlays: None



Image from Google Street View

INDUSTRIAL

Land Use

The Industrial character area is located primarily in the southern half of the city. The character area is primarily reserved for assembly, warehousing, and other light industrial operations, as well as more intense industrial uses (e.g. mineral extraction and processing). Existing Hospitality Campus (HC) and Business Park (BP) should not be expanded in this character area.

Built Form

The character area boasts large-scale, industrial developments accessed by two- to five-lane roads with large parking lots to the front, sides, and rear. Traditional industrial design is exhibited, though some sites are well landscaped and buildings constructed of higher-quality building materials. New development nearby and adjacent to residential uses should include large buffers and limitations on truck traffic.

APPROPRIATE ZONING

Districts: HC, BP, M1, M2

Overlays: None



Image from Google Street View

TRANSPORTATION/UTILITIES

Land Use and Built Form

The Transportation/Utilities character area is located primarily at the eastern edge of city limits. The character area is primarily reserved for automobile- and transportation-orientated uses (e.g., airport parking and shuttle service).



APPROPRIATE ZONING

Districts: TR

Overlays: None



PUBLIC/INSTITUTIONAL

Land Use

The Public/Institutional character area is located primarily in the northeastern quadrant of the city. The character area is primarily reserved public (e.g., government buildings and offices) and institutional uses (e.g., colleges, universities, and vocational technical schools). The range of existing zoning districts are appropriate for this type of character area.

Built Form

The character area is dominated by large, landmark buildings. Twentieth-century revival (e.g., Colonial Revival) and more modern architectural styles are common. Sites are well landscaped and made accessible to vehicular and pedestrian traffic.

APPROPRIATE ZONING

Districts: R2, R3, DC, C1, OP, TOD

Overlays: None



PARKS/RECREATION

Land Use

The Parks/Conservation character area is evenly distributed throughout the northern half of the city. The character area is primarily passive and active recreational areas. The range of existing zoning districts are appropriate for this type of character area.

Built Form

The character area is dominated by large openspaces, including Memorial Park and the Municipal Golf Course. Most sites include vehicular and pedestrian access. Despite there being little to no development on these sites, Federal Aviation Administration (FAA) still apply (e.g., a recreation area with a water feature that attracts migratory birds would not be permitted).

APPROPRIATE ZONING

Districts: R1, R2, R3, OP, PD

Overlays: None



Image from Google Street View

COMMUNITY WORK PROGRAM

**H
Suites**

• **1854 TAX SERVICE**

• **1856 BOUTIQUE**

• **1858 LEASING AGT.**

• **1860 PRINTING**

• **1862 MAKE UP**

REPORT OF ACCOMPLISHMENTS 2016-2021

Project	Status	Notes
Examine Opportunities for Annexation	COMPLETE	
Work with MARTA on TOD Access to the College Park Station	UNDERWAY	2019 Transit Access Plan complete. See CWP Item #T.8 thru T.12.
Downtown LCI Plan – Supplemental Study	COMPLETE	
Rewrite the College Park Zoning Ordinance	COMPLETE	
Support Atlanta Aerotropolis Area CIDs	COMPLETE	
Support & Participate in Atlanta Aerotropolis Alliance	COMPLETE	
Implement Downtown Tax Allocation District	COMPLETE	
Create Additional Tax Allocation District for Old National Highway to Spur Redevelopment	UNDERWAY	Application Started. Waiting to present to Fulton County for Approval. See CWP Item #ED.4.
Develop Signage, Landmarks, and Crosswalks for Walking Tour of Downtown/ Historic College Park	UNDERWAY	Main Street included in Downtown College Park 2020 Strategic Plan. See CWP Item #ED.13.
Develop a Local Historic Preservation Ordinance to Protect the Remaining Buildings that contribute to the Registered Historic District	CANCELED	Insufficient support and resources.
Transportation System Improvements	UNDERWAY	South Fulton CTP updated See CWP Item #T.1, T.4, and T.5.
Greenway Trails Plan, to Include Connection to Atlanta BeltLine Through Bike and Pedestrian Trails	UNDERWAY	Aerotropolis Plan completed. See CWP Item #ED.9.
Amend City Building Code to Require Additional Noise Abatement Measures in Newly Constructed Buildings	POSTPONED	Additional research needed for non-residential construction. See CWP Item #LU.6.
Research Programs Available to Offer Noise Abatement Treatment to Existing Homes	COMPLETE	Economic Development Department maintains a list of programs.
Identify Potential Locations for Hotels and Other Businesses Which May Be Affected by Construction of Sixth Runway at Airport	COMPLETE	
New Public Works Building	UNDERWAY	Currently in planning phase. See CWP Item #PS.4.
New Recycling Containers for all City Parks	COMPLETE	
Old National Highway Transit Oriented Sidewalk Installation	COMPLETE	
Herschel Road Bridge Over Camp Creek (South Fork)	CANCELED	Six West District plans include a similar connection.
Godby Road Widening	COMPLETE	

REPORT OF ACCOMPLISHMENTS 2016-2021

Project	Status	Notes
Southeast Extension from Pedestrian Bridge at Herschel Road to the Golf Course Trail	COMPLETE	
Sidewalks Along Phoenix Boulevard Between Riverdale Road and West Fayetteville Road	UNDERWAY	Awaiting GDOT approval to make improvements in ROW. See CWP Item #T.15.
Camp Creek Parkway Frontage Road Bridge Replacement	COMPLETE	
Camp Creek Parkway Widening	COMPLETE	
BeltLine Trail Extension	UNDERWAY	Aerotropolis Greenway Plan completed November 2018 detailing Six West conceptual alignment. See CWP Item #ED.9.
MARTA - Airport Station Improvements	POSTPONED	Awaiting MARTA approval and funds. See CWP Item #T.14.
Replace Outdated X-Ray Machine (Police)	COMPLETE	
Ward Three Police Precinct	COMPLETE	
Market Redevelopment Area	COMPLETE	
Implement Downtown Revitalization Plan	COMPLETE	
GICC, Phase III: 3 office buildings, 2 hotels [2 office bldgs]	COMPLETE	
GICC, Phase IV: Preliminary Planning & Design	POSTPONED	COVID impacts: 5+ years away.
Tree Ordinance	UNDERWAY	Additional updates needed. See CWP Item #LU.5.
Recreation Master Plan	POSTPONED	Lack of funding. See CWP Item #RC.11.
Upgrade Lighting of Evans Baseball Field	POSTPONED	Lack of funding. See CWP Item #RC.6.
Evans Baseball Field Scoreboard	COMPLETE	
Evans Baseball Field New Seating	POSTPONED	Lack of funding. See CWP Item #RC.6.
Update Neighborhood and Housing Analysis	CANCELED	Market study completed as part of Six West.
Re-Adopt Zoning Map, as part of Zoning Ordinance Re-Write	COMPLETE	
Fire Station #3 Design & Construction (West Fayetteville Road)	COMPLETE	Construction completed August 2019.

COMMUNITY WORK PROGRAM 2022-2026

#	Project	2022	2023	2024	2025	2026	Responsible Party	Cost Estimate	Funding
Land Use and Planning									
LU.1	Update zoning ordinance to (1) expand allowable uses; (2) reevaluate zoning districts based on market changes; (3) increase housing diversity.	X	X				Planning	Staff time	Staff
LU.2	Create streetscape standards for Main Street to Six West street grid	X					Planning	Staff time	Staff
LU.3	Pro-actively support Code Enforcement along Old National Hwy/Godby Road Area by requiring site plans to be submitted for office space/suites	X	X	X	X	X	Planning	Staff time	Staff
LU.4	Create vision for Phoenix Blvd and Sullivan Rd through community engagement	X					Planning	Staff time	Staff
LU.5	Update Tree Ordinance to encourage city-wide tree canopy growth as well as update tree fund location and maintenance.	X	X	X			Planning	15,000	General Fund
LU.6	Amend City Building Code to Require Additional Noise Abatement Measures in Newly Constructed Buildings	X	X	X			Planning/ Building & Inspections	Staff time	Staff
LU.7	Form a Housing Taskforce to specifically focus on affordable housing options and home ownership within the City.	X	X	X			Planning	Staff time	Staff
Public Safety									
PS.1	Upgrade Outdoor Emergency Warning Sirens	X					Fire Department	\$72,000	\$72,000
PS.2	Lease or Purchase Fire Engine and Ladder Truck and Rescue Units			X	X		Fire Department	\$2,500,000	\$2,500,000
PS.3	Construct New Fire Station			X	X		Fire Department	\$5,000,000	\$5,000,000
PS.4	Construct New Public Works Building			X			Public Works	\$5,000,000	\$5,000,000
PS.5	Install Fire Station Alerting System			X	X		Fire Department	\$80,000	\$80,000
PS.6	Install 15 MEG Fiber to all fire stations for internet connectivity.			X	X		Fire Department	200,000	200,000
PS.7	Police: Increase proactive communications with media through increased press releases and press conferences				X		Police Department	\$15,000	\$15,000
PS.8	Initiate neighborhood clean up program	X					Police Department	Staff time	Staff time

COMMUNITY WORK PROGRAM 2022-2026

#	Project	2022	2023	2024	2025	2026	Responsible Party	Cost Estimate	Funding
Public Safety (Continued)									
PS.9	Design program to address needs and resources for homeless	X	X	X	X		Police Department	Staff time	Staff
PS.10	Expand Community Policing Division through additional outreach activities and events (elderly, youth, diversity engagement)	X	X	X	X		Police Department	Staff time	Staff
Transportation									
T.1	Install pavement, curb and gutter, for SkyTrain Way and Hospitality Way and gates at ends of paved area for traffic control	X					College Park's Public Works	\$170,000	General Fund
T.2	Various Traffic Improvements - speed bumps, crosswalk updates, intersection updates	X	X	X	X	X	Infrastructure & Development	\$5,000,000	General/Quick Response Fund
T.3	Phoenix Trail Plan Tier 2: tie into Global Gateway; extension from the new bridge to the hotels in convention center concourse	X	X	X	X	X	Infrastructure & Development	\$690,574	General Fund
T.4	Construct Gateway Pedestrian Bridge and multi-use connector path to MARTA	X	X				Infrastructure & Development	\$18 million	ARC TIP/Federal/General Fund
T.5	Prepare Priority Sidewalk Plan List	X					Infrastructure & Development	Staff time	Staff
T.6	Construct John Wesley Pedestrian Improvements and Railroad Crossing ensuring ADA compliance	X					Infrastructure & Development	\$330,000	General Fund/ARC
T.7	MARTA Enhancements: Princeton multi-use path (3 phases)	X	X	X	X		Infrastructure & Development	\$3.19 million	F-SPLOST
T.8	MARTA Enhancements: East Main/Main at Harvard Avenue crosswalk and signage	X					Infrastructure & Development	\$70,000	Gen Fund
T.9	MARTA Enhancements: Main St at John Wesley Intersection improvements (relocate stop bars)	X					Public Works	Staff time	Staff
T.10	MARTA Enhancements: East Main St at John Wesley crosswalk improvements	X					Infrastructure & Development	need concept study to determine	General Fund
T.11	MARTA Enhancements: Harvard Ave at Washington St - intersection improvements					X	Infrastructure & Development	\$70,000	General Fund
T.12	MARTA Enhancements: College Street Multi-use path (John Calvin to John Wesley)					X	Infrastructure & Development	\$2.75 million	F-SPLOST
T.13	MARTA Enhancements: Airport Station Improvements				X	X	Infrastructure & Development	\$750,000	MARTA Funds

COMMUNITY WORK PROGRAM 2022-2026

#	Project	2022	2023	2024	2025	2026	Responsible Party	Cost Estimate	Funding
Transportation (Continued)									
T.14	East Main/Main at Harvard: reconstruct both intersections at railroad crossings		X				Infrastructure & Development	\$950,000	General Fund
T.15	Construct and/or improve sidewalks along Phoenix Boulevard Between Riverdale Road and West Fayetteville Road	X					Infrastructure & Development	\$750,000	General Fund
Information Technology (IT)/ Communications Technology									
IT.1	Install City Wide Fiber Ring that will connect to Six West and all facilities owned by the City of College Park	X	X	X	X	X	Chief Information Officer	\$4,000,000	CIP
IT.2	Expand technology services (e.g., bandwidth and cloud storage)	X	X	X	X	X	Chief Information Officer	\$400,000	CIP
IT.3	Expand Enterprise Cyber Security initiative city wide (e.g., upgrade all City-owned locations with Cyber Security equipment and offer computer security services to local businesses and citizens)	X	X	X	X	X	Chief Information Officer	\$2,000,000	CIP
IT.4	Complete community outreach and data collection on a new branding plan for the City.	X					Communications Department	Staff Time	General Fund
Recreation and Cultural Arts									
RC.1	Construct splash Pad at Phillips Park	X					Recreation & Cultural Arts	\$584,000	CDBG
RC.2	Install lighting at all parks	X	X	X	X		Recreation & Cultural Arts	\$150,000	CDBG/Capital Improvement
RC.3	Renovate Brady Recreation Center (e.g., parking and playground improvements)	X					Recreation & Cultural Arts	\$162,487	CDBG
RC.4	Improve playground equipment at all parks	X	X	X	X	X	Recreation & Cultural Arts	\$500,000	CDBG
RC.5	Install Wi-Fi at all parks	X	X	X	X	X	Recreation & Cultural Arts	\$300,000	CDBG
RC.6	Evans Baseball Improvement: Sod baseball field, update dugout, install stadium seating, and install lighting					X	Recreation & Cultural Arts	\$1,000,000	CDBG/Braves Foundation
RC.7	City Auditorium Updates: update stage, curtain, lighting, and sound					X	Recreation & Cultural Arts	\$150,000	CDBG/Capital Improvement
RC.8	Install new air conditioning at Brady Recreation Center					X	Recreation & Cultural Arts	\$300,000	CDBG/Capital Improvement

COMMUNITY WORK PROGRAM 2022-2026

#	Project	2022	2023	2024	2025	2026	Responsible Party	Cost Estimate	Funding
Recreation and Cultural Arts (Continued)									
RC.12	Commission Mural for side wall of City Auditorium	X	X	X			Economic Development	\$10-15k	General Funds/ Grants
RC.13	Expand ReKindle Arts and Music Fest by dedicating additional staff and funds	X	X	X			Economic Development	Staff Time	General Funds/ Grants/Staff
Economic Development									
ED.1	Six West- Construction of Phase 1 roadway infrastructure of Rhodes St and Columbia Ave	X					City of College Park	\$22MIL	Pilot & TAD BOND/ F-SPLOST
ED.2	Six West - Construction of 5K Trail	X	X	X			City of College Park	\$10.7MIL	TAD
ED.3	Six West - Construction of Columbia Street	X	X	X			City of College Park	\$9.4MIL	BIDA, GF, TAD
ED.4	Old National Hwy/Godby Road: Implement TAD #2 for ONH area	X	X	X			Economic Development	\$15K	General Fund
ED.5	Update LCI for Old National/Godby Road and Sullivan Road Area	X	X	X	X		Economic Development	\$100K	ARC & General Fund
ED.6	Redevelop Yorktowne Site	X	X	X	X		City of College Park	\$250K	EPE, General Fund
ED.7	Redevelop West Cove site	X	X	X	X	X	Economic Development/ CCLB	\$50K	General Fund
ED.8	Create and implement Vacant, Absentee, or Dilapidated (VAD) Ordinance & Policies to reduce VAD citywide for future expansion	X					Economic Development, Legal	\$5K	General Fund
ED.9	Advocate for expansion of Dodson Dr connection in East Point for Nonvehicular Connectivity from Herschel Rd to ATL Beltline	X	X	X	X		Economic Dev., Recreation	Staff time	General Fund
ED.10	Coordinate with Aerotropolis Alliance to install wayfinding signage and participate in BluePrint 2.0	X	X	X	X		Economic Development	\$10K Annually, Staff Time	General Fund
ED.11	Develop a Community Benefits Study	X	X				Economic Development	\$100K	ARC/General Fund
ED.12	Coordinate with Finding the Flint to create nature preserve at Flint River headwaters	X	X	X			Economic Development	\$1.5MIL	General Fund/Grants/ East Point
ED.13	Enhance Main Street Corridor with the installation of parklets, bike lanes, and signage	X	X	X			Economic Development	\$125K	General Funds/ Grants

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Atlanta Regional Commission