



REGIONAL REVIEW NOTIFICATION

Atlanta Regional Commission • 40 Courtland Street NE, Atlanta, Georgia 30303 • ph: 404.463.3100 • fax: 404.463.3105 • www.atlantaregional.com

DATE: 1/30/2006

ARC REVIEW CODE: P601301

TO: Mayor Joseph Macon
ATTN TO: Lisa Gordon, City Manager
FROM: Charles Krautler, Director

NOTE: This is 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 regarding related to the proposal not addressed by the Commission's regional plans and policies.

Name of Proposal: City of East Point Comprehensive Plan Update 2006-2026
Review Type: Local Comprehensive Plan

Description: The City's of East Point Comprehensive Plan Update for 2006-2026, including the Community Assessment and Community Participation Plan.

Submitting Local Government: City of East Point

Date Opened: 1/30/2006

Deadline for Comments: 2/13/2006

Earliest the Regional Review can be Completed: 3/1/2006

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

ARC LAND USE PLANNING
ARC DATA RESEARCH
GEORGIA DEPARTMENT OF NATURAL RESOURCES
FULTON COUNTY
CITY OF HAPEVILLE
CITY OF PALMETTO
CITY OF MOUNTAIN PARK
METRO ATLANTA RAPID TRANSIT AUTHORITY

ARC TRANSPORTATION PLANNING
ARC AGING DIVISION
GEORGIA DEPARTMENT OF TRANSPORTATION
CITY OF ATLANTA
CITY OF UNION CITY
CITY OF ROSWELL
CLAYTON COUNTY
PLANNING HARTSFIELD ATL. INT. AIRPORT

ARC ENVIRONMENTAL PLANNING
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
GEORGIA REGIONAL TRANSPORTATION AUTHORITY
CITY OF COLLEGE PARK
CITY OF FAIRBURN
CITY OF ALPHARETTA
FULTON COUNTY SCHOOLS

Attached is information concerning this review.

If you have any questions regarding this review, Please call Mike Alexander, Review Coordinator, at (404) 463-3302. If the ARC staff does not receive comments from you by , we will assume that your agency has no additional comments and we will close the review. Comments by email are strongly encouraged.

The ARC review website is located at: <http://www.atlantaregional.com/qualitygrowth/reviews.html> .

STATE OF GEORGIA

COUNTY OF FULTON

A RESOLUTION

**A RESOLUTION TO APPROVE THE SUBMISSION OF THE
COMMUNITY ASSESSMENT, COMMUNITY PARTICIPATION
PROGRAM AND THE COMMUNITY AGENDA TO THE STATE
OF GEORGIA'S DEPARTMENT OF COMMUNITY AFFAIRS**

WHEREAS, the City of East Point is required by the State of Georgia to submit a Comprehensive Plan Update for 2006 – 2026; and

WHEREAS, a part of that requirement is a submission of the Community Assessment, a Community Participation Program and a Community Agenda and;

WHEREAS, there have been initial meetings with the community to gain their input into the City's Comprehensive Plan and meetings will be held with the community throughout this process;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of East Point, Georgia, that the City is fully supportive of the submission of these initial documents to the State's Department of Community Affairs.

Approved, this 19th day of January, 2006


Joseph Macon
Mayor

ATTEST:


City Clerk

COMMUNITY ASSESSMENT

EXECUTIVE SUMMARY



COMMUNITY ASSESSEMENT

The Community Assessment is the first part of the comprehensive plan and is an objective and professional assessment of data and information about the community that is intended to be prepared without extensive direct public participation.

The Community Assessment includes:

1. A list of potential issues and opportunities the community may wish to take action to address;
2. Analysis of existing development patterns, including a map of existing character areas for consideration in developing an overall vision for future development of the community;
3. Evaluation of current community policies, activities, and development patterns for consistency with the Quality Community Objectives.

Supporting documentation that lead to the identified Issues and Opportunities and the Quality Community Objectives are included in a Technical Addendum.

COMMUNITY ASSESSMENT

EXECUTIVE SUMMARY

City of East Point Fact Sheet

Overview

Population: 39,545 (2000 census)

County: Fulton (3rd largest city in Fulton County)

Transportation/Access

Interstates: I-285, I-20, I-75, I-85

Rail Lines: Burlington Northern & Santa Fe
CSX Transportation
Kansas City Southern Lines
Norfolk Southern Corp.

Transit/Bus Line: MARTA

Access: 5 minutes from Hartsfield International Airport
10 minutes from Atlanta

Hotels: 8 hotels

Taxes

- City of East Point Tax Rate: 12.5 mills of \$12.50 per \$1,000.00 School Tax Rate: 13.46 mills or \$13.46 per \$1,000.00
- School Bonds: 0.31 mills per \$1,000,000
- State of Georgia QBE Rate: 5.00 mills or \$5.00 per \$1,000.00
- Fulton County Operating Tax Rate: 12.527 mills per \$1,000.00
- Fulton County Bond Tax Rate: .28 mills per \$1,000.00
- Total Effective Tax Rate: 46.827 per \$1,000.00 (assessed at 40%)
- Total Effective Tax Rate for Unincorporated Fulton County: 36.296 mills per \$1,000.00
- Special Tax Rate for the Unincorporated District Area of Fulton County: 4.469 mills per \$1,000.00 of assessed value
- Sales Tax: 7.0%

Utilities:

East Point Municipal Water Source: Sweet Water Creek, Ben Hill Reservoir

Economic Indicators:

4 major financial institutions with a combined total assets of \$969.3 billion

Average sale price of a home (1999 census) - \$79,050

Value of residential building permits for 1999 - \$897,000

Special Designations:

Designated as a Main Street City

COMMUNITY ASSESSMENT EXECUTIVE SUMMARY

Element 1 - Population

As Table 4.1.2 displays, East Point's population is currently 40,707, which represents a 2.8 percent increase over the year 2000. The metropolitan Atlanta region's renewed interest in "in-town" living will likely contribute to East Point's continued population growth in the coming years. According to Fulton County's Comprehensive Plan and forecasts by the Atlanta Regional Commission, population growth in East Point is expected to continue through 2025 (Table 4.1.2). By 2025, the City's population is expected to reach 52,763. This amounts to a 33.3% population increase between 2005 and 2025.

Table 4.1.2

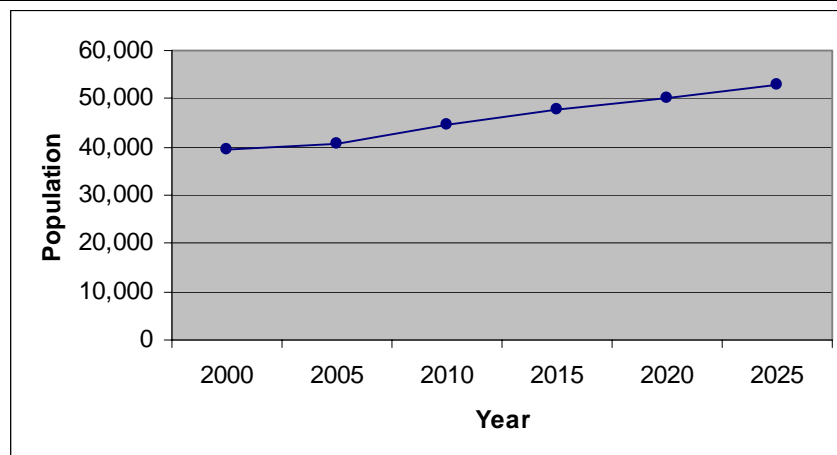
Projected Population 2000-2025, City of East Point

	2000	2005	2010	2015	2020	2025
Population	39,595	40,707	44,704	47,579	50,021	52,763

Source: Fulton County Comprehensive Plan

Fulton County's population growth is expected to continue through 2025 as well, but it is not expected to continue at the rate it has experienced in the past five years. Although the Tri-Cities region has not experienced the explosive population growth that much of the metro region has seen in the past few decades, the *Fulton County Comprehensive Plan* projects the population in the Tri-Cities region to grow steadily through the year 2025. Chart 4.1.1 illustrates the projected steady increase in East Point's population through the year 2025.

Chart 4.1.1 Projected Population 2000-2025, City of East Point



Source: Fulton County Comprehensive Plan

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As the demand for “in-town living” in the Atlanta metro region is renewed, reinvestment into urban areas and infill development is a growing trend. With this inclination for urban living and the City’s 2004 Livable Centers Initiative study, the City of East Point is a likely target for in-migration and continued population growth.

Table 4.1.3 Daytime Population, City of East Point

Total resident population	Total workers working in the place	Total workers living in the place	Estimated daytime population	Daytime population change due to commuting		Workers who lived and worked in the same place		Employment residence ratio
				Number	Percent	Number	Percent	
39,595	12,126	16,909	34,812	-4,783	-12.1	1,715	10.1	0.72

Source: US Census Bureau

The daytime population refers to the City’s resident population plus the daytime visitors to the City (both overnight guests in hotels and daytime tourists), plus workers that commute into the City for work, minus the residents that commute out of East Point for work. As noted in Table 4.1.3, the City’s estimated daytime population (34,812) is less than the total resident population (39,595), which equates to an employment-residence ratio of 0.72.

Table 4.1.3 also indicates that there are a total of 16,909 East Point residents in the workforce, and a total of 12,126 jobs in East Point (includes jobs held by residents and those living outside of the City). This suggests that there is a smaller daytime population than total resident population in the City—an overall 12.1 percent decrease in the City’s population during working hours. Table 4.1.3 also indicates that only 10 percent of the City’s population works *and* lives in East Point. The low percentage of residents who work locally points to a poor match between the jobs available in East Point and the skills of the City’s labor force. However, because of the City’s excellent transportation access and proximity to major job centers residents of East Point do have access to employment opportunities.

COMMUNITY ASSESSMENT *EXECUTIVE SUMMARY*

Table 4.1.4 Households 2000, East Point and Surrounding Areas

	Households	Household Population	Average Household Size	Group Quarters Population
East Point	14,479	39,157	2.7	438
Atlanta	168,267	387,527	2.3	28,947
College Park	7,887	20,216	2.56	166
Hapeville	2,373	6,174	2.6	6
Fulton County	321,242	784,622	2.44	31,384

Source: Fulton County Comprehensive Plan

Table 4.1.4 indicates that in the year 2000, there were 14,479 total households in the City of East Point. With a total population of 39,157 in 2000, the average household size was 2.7 persons. This household size is slightly higher than the City's surrounding areas, including the other Tri-Cities, Atlanta, and Fulton County. Household size has increased from an average of 2.5 persons per household in 1980 to 2.8 persons in 2005, and is forecasted to increase. Projections in Table 4.1.5 indicate that by 2025, there will be an average of 2.90 persons per household.

The number of households and average household size are important because they reflect the City's need for housing. The population residing within group quarters, however, is not included in the household population. The population living in group quarters in East Point in 2000 was 438 persons (1.1%). This number includes the portion of the population living in correctional facilities, nursing homes, mental care hospitals, juvenile institutions, college dormitories, military barracks, and homeless shelters.

**Table 4.1.5 Historic and Projected Average Household Size
1980-2025, City of East Point**

1980	1990	2000	2005	2010	2015	2020	2025
2.52	2.55	2.69	2.73	2.78	2.82	2.86	2.90

Source: Georgia Department of Community Affairs, Planbuilder

Age Distribution of Current and Future Population

The age distribution of the population in East Point indicates that the City is a young community. Almost 25 percent of the population is under age 15, 33 percent of the population is under age 19, and 50 percent of the population is under age 30. As shown in Table 4.1.6 and Chart 4.1.2, the largest percent of the population falls into the 25 to 29 age group. This is a shift from 1990 in the most dominant age group. The largest percent of the population was in the 30 to 34 age group in 1990. The median age of residents in East Point is only 30. Age distribution affects a variety of needs and services as the City plans for future housing, commercial, public institutions, and recreational facilities.

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Table 4.1.8

Projected Age Distribution 2000-2025, City of East Point

Age Group	2000	2005	2010	2015	2020	2025
0 – 4 Years Old	8.7%	8.9%	9.1%	9.2%	9.2%	9.3%
5 – 13 Years Old	16.2%	16.6%	16.9%	17.1%	17.3%	17.4%
14 – 17 Years Old	4.4%	4.2%	4.1%	4.0%	3.9%	3.8%
18 – 20 Years Old	5.1%	5.1%	5.2%	5.2%	5.2%	5.2%
21 – 24 Years Old	6.8%	6.6%	6.3%	6.2%	6.1%	6.0%
25 – 34 Years Old	16.1%	15.6%	15.1%	14.9%	14.6%	14.5%
35 – 44 Years Old	15.2%	15.9%	16.5%	16.8%	17.1%	17.2%
45 – 54 Years Old	12.8%	13.2%	13.6%	13.8%	14.0%	14.1%
55 – 64 Years Old	6.7%	6.3%	5.9%	5.7%	5.5%	5.4%
65 and over	7.9%	7.6%	7.3%	7.2%	7.1%	7.0%

Source: Georgia Department of Community Affairs

Implications

The anticipated shifts in the age distribution of residents in East Point are not predicted to change significantly in the next 20 years. The population in the older age groups is projected to gradually decline, as is the percent of population in the 21 to 34 year old age group. The youngest age group classifications are predicted to increase gradually. Changes in the age distribution, however, are not large enough to warrant major policy changes or City improvements. It is important to note that as the younger population ages, the working labor force and the demand for jobs will increase. The existing and continued concentration of population in child and parent or “family” age cohorts presents a continued need for programs and services that support families.

The increasingly diverse racial structure of the City is likely to have implications for the types of goods and services demanded in the City's commercial developments, as well as for publicly-provided services in schools and in the community. As the Hispanic population in particular rises, there will be a growing need in the City for educating non-English speaking residents. In accordance with these statistics, it is reasonable for East Point to anticipate gradual changes in the City's overall make-up and for future services to be catered to a wider range of cultures.

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Element 2 – Economic Development

Community Profile

East Point got its name from being the "east" terminus point of the Atlanta and West Point railroads. Incorporated in 1887 and beginning as an industrial city, East Point has emerged as the city for businesses, communities and families. Currently a city of 40,000 residents, East Point sports three recreational complexes, Fort McPherson Army Base, four (4) major financial institutions, six (6) hotels, a velodrome, five (5) elementary schools, two (2) middle schools, one (1) award winning magnet high school, three (3) Christian schools, one (1) college, a transit station and an award winning hospital to name a few. As a selling point to all of its businesses, East Point boasts its own municipal water reservoir, which results in lower utility costs. As a Millennium City and Community of the future, East Point is prepared to serve business development needs and the citizens that serve its communities.

East Point offers many advantages to new and existing businesses.

- NO impact fees on new development
- A 100% property tax exemption on all three class of manufacturer's inventory (firm's location must be within city limits)
- Approximately 2.3 million square feet of office/warehouse/distribution space within the City's commercial/industrial areas
- Designated as a Main Street City
- 10 minutes drive from the heart of downtown Atlanta
- 7 minutes from Hartsfield International Airport

One of our major attractions is transportation which is a key factor in any relocation and expansion decision. Named for being the railway point east of the Atlanta and West Point rail line, East Point now harbors all the major interstates and Hartsfield-Jackson Atlanta International Airport, the world's busiest airport. MARTA (Metropolitan Area Rail Transportation Authority) has a rail line stop in East Point before going to its final destination at the airport. In fact, CSX, Norfolk Southern, Burlington North and Amtrak still run right through the heart of the city.

Source: East Point Economic Development Department

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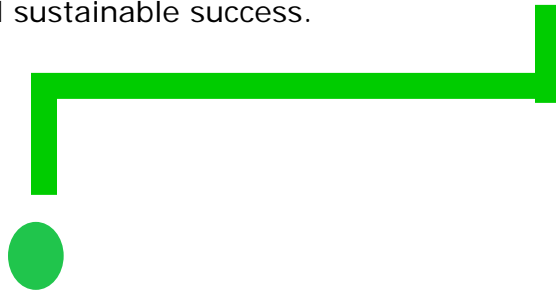
East Point's Revitalization

Since the late 1990's, there has been a resurgence of interest in in-town, urban areas, such as East Point. East Point was actually one of the first amongst the Tri-Cities to really take off, particularly in reference to outside developer interest. The redevelopment of the Buggyworks in the CBD and the development of Camp Creek Marketplace both indicate recognition of pent-up demand and market strength. There seems to have been a real surge in interest and development speculation in 2000 to 2002. Unfortunately, it seems that East Point went down a road familiar to many other communities. Market speculation soared artificially, and in turn, discouraged or completely halted, much pending development. Many developers left East Point without going through with potential projects because of bad press about politics, staff turnover, and instability of the development process. Whether those claims were real or merely perceived, they had the same effect, as the bottom seemed to drop out of redevelopment efforts.

However, that is not the case. Since prices were so artificially inflated, their drop appeared significant; in reality, the real net change between the market before the development speculation and after is still a marked increase. The real strength of the market is shown in the continuing phased development of Camp Creek Marketplace and all its spin-off development, as well as the successful adoption of the TAD that helped to spur that development.

There has not been significant investment in central East Point for several years. However, small-scale redevelopment projects and infill projects have been underway, and it seems that recently, developers have re-entered East Point's downtown core market. New businesses have been locating in the Central Business District, confirming its potential as a destination and viable marketplace. There has also been notable residential development in central East Point of late.

A continuing challenge for central East Point is to harness its potential and guide new development in a strategic and focused way to ensure quality results and sustainable success.



Additionally, the downtown core has also seen significant reinvestment in the last several years. A portion of the area received Main Street designation in 1999, and has been working since to establish a unique district identity, as well as a strong and diverse business base. It certainly seems that the area

COMMUNITY ASSESSMENT

EXECUTIVE SUMMARY

has gotten off to a solid start, but there is still much work to be done to ensure a balanced and diverse mix of tenants, as well as taking the next step to establishing the area as a true destination.

Occupations

Workers in East Point are predominately employed in sales and office occupations; with management and professional occupations and service occupations following as second and third. There is a key difference with the occupational proportions found in the Atlanta MSA, where the primary occupation is management and professional, followed by sales and office and then service. This is an important differentiation, as service occupations account for five percent more in East Point and Tri-Cities than the MSA average, and these are usually lower-paying jobs.

Occupation	East Point	Tri-Cities	Fulton County	Atlanta MSA	Georgia	US
Sales and office occupations	30.8%	30.8%	27.7%	28.7%	26.8%	26.7%
Management, professional, and related occupations	23.2%	21.6%	43.6%	37.5%	32.7%	33.6%
Production, transportation, and material moving occupations	18.1%	18.0%	9.1%	11.6%	15.7%	14.6%
Service occupations	17.5%	18.4%	13.5%	12.1%	13.4%	14.9%
Construction, extraction, and maintenance occupations	10.4%	11.1%	6.0%	10.0%	10.8%	9.4%
Farming, fishing, and forestry occupations	0.1%	0.1%	0.2%	0.2%	0.6%	0.7%

Personal Income

The per capita income (perhaps the most important statistic to review in terms of understanding how a community is really doing) in East Point's downtown core is just 57% of the national average; this reinforces the circumstance of gentrification, as new residents move in with higher incomes, becoming neighbors with community members that earn sometimes significantly lower incomes.

The per capita income for the residents of East Point in 1990 was \$12,508. This amount was less than the county's per capita income of \$18,452 and less than the state's average of \$13,631.

In 1999, the per capita income for the city in 1999 was estimated to be \$15,175, Fulton County's rose to \$30,003 and Georgia's rose to \$21,154.

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	<i>East Point Total</i>	<i>East Point % or MEAN</i>	<i>Atlanta MSA % or MEAN</i>
LOCATION OF EMPLOYMENT			
Worked in East Point	1,715	10.1%	
Worked outside of East Point	15,194	89.9%	
Total workers 16 years and older	16,909	100.0%	
Worked in Fulton County	12,409	73.4%	
Worked outside of Fulton County	4,500	26.6%	
Total workers 16 years and older	16,909	100.0%	
MEANS OF TRANSPORTATION TO WORK			
Workers per car, truck, or van	<i>MEAN:</i>	0.68	1.09
Aggregate number of vehicles	19,784		
Drove Alone	10,013	59.2%	77.0%
Carpooled	3,376	20.0%	13.6%
Sub-total: Private vehicle (car, truck, van)	13,389	79.2%	90.6%
Public Transportation (including bus, taxicab)*	2,981	17.6%	3.7%
Walked	234	1.4%	1.3%
Other	37	0.2%	1.0%
Worked at home	268	1.6%	3.5%
Total workers 16 years and older	16,909	100.0%	100.0%
TRAVEL TIME TO WORK			
Less than 30 minutes	8,442	50.7%	50.7%
30 to 44 minutes	4,321	26.0%	25.1%
45 to 59 minutes	1,945	11.7%	12.4%
60 or more minutes	1,933	11.6%	11.8%
Total not working at home	16,641	100.0%	100.0%
Aggregate Travel Time to Work (minutes)	525,945		
Mean Travel Time to Work (minutes)	<i>MEAN:</i>	31.6	31.2
VEHICLE AVAILABILITY			
no vehicle available	3,006	20.8%	7.3%
1 vehicle available	6,373	44.1%	31.8%
2 vehicles available	3,582	24.8%	41.6%
3 or more vehicles available	1,493	10.3%	19.3%
Total occupied housing units	14,454	100.0%	100.0%
Owner Occupied Units	6,545		
Aggregate Veh. Avail. to Owner-Occupied Units	11,564		
Vehicles per Owner-Occupied Unit	<i>MEAN:</i>	1.77	2.06
Renter-Occupied Units	7,909		
Aggregate Veh. Avail. to Renter-Occupied Units	7,131		
Vehicles per Renter-Occupied Unit	<i>MEAN:</i>	0.90	1.28
Vehicles per Occupied Unit	<i>MEAN:</i>	1.29	1.80

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Economic Trends

The entire Tri-Cities area (including the cities of East Point, College Park and Hapeville) has seen growth basically “leap-frog” over them from the movement out of the City of Atlanta to Henry and Fayette counties, and even some of the further stretches of South Fulton. However, there has been a clear resurgence of interest in urban intown locations in recent years, and the Study Area certainly fits that bill. While employment growth is projected to be moderate for the Region, it is still expected to be witnessed in historic employment cores, including downtown Atlanta and the Airport area, both in close proximity to East Point.

The expectation across the Region is for growth to continue, both in population and employment, but at slower rates than the enormous expansion that was seen during the 1990s. The Atlanta Region is expected to grow in both people and jobs in the neighborhood of 15% by 2010.

The population of the City of East Point has grown approximately 13% since 1990; this does not demonstrate a significant share of the phenomenal growth some of the Atlanta Region saw during this time. However, it does demonstrate strength in terms of stability and diversity, to not show any losses during a time when many other urban areas did within the Region.

However, growth in the City has slowed in the last few years, following the trend of the national recession.

East Point city: Employment by Industry			
Category	1980	1990	2000
Total Employed Civilian Population	17,211	16,519	17,300
Agriculture, Forestry, Fishing, hunting & mining	111	124	21
Construction	703	811	1,401
Manufacturing	2,332	1,720	1,365
Wholesale Trade	816	791	708
Retail Trade	2,786	2,630	1,943
Transportation, warehousing, and utilities	2,872	2,182	1,981
Information	NA	NA	628
Finance, Insurance, & Real Estate	1,240	1,237	1,188
Professional, scientific, management, administrative, and waste management services	793	945	1,688
Educational, health and social services	2,458	2,651	2,636
Arts, entertainment, recreation, accommodation and food services	903	162	1,773
Other Services	778	1,850	906
Public Administration	1,419	1,416	1,062

Source: U.S. Bureau of the Census (SF3)

COMMUNITY ASSESSMENT *EXECUTIVE SUMMARY*

Commuting Patterns

Daytime population change due to commuting: -4,783 (-12.1%)

Workers who live and work in the city: 1,715 (10.1%)

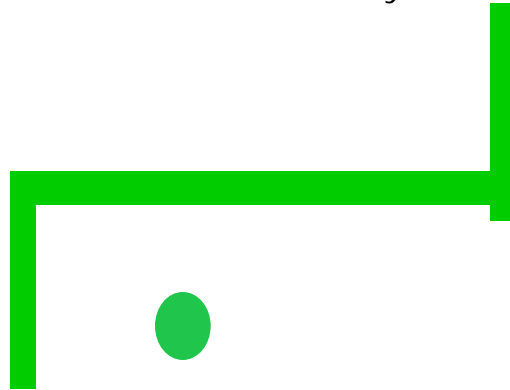


Table 2-7: Total Full-Time and Part-Time Jobs By Place of Work, 2000 to 2030 (BEA Series based)									
Planning Area or City/Town		2000	2005	2010	2015	2020	2025	Change 05-25	% Change 05-25
Incorporated Cities:									
Alpharetta	All in Fulton County	47,085	56,150	63,408	68,808	72,593	72,905	16,755	29.84%
City of Atlanta	in Fulton County	531,368	554,853	560,653	575,164	578,044	565,394	10,541	1.90%
	in DeKalb County	11,356	11,858	11,982	12,292	12,353	12,083	225	1.90%
	Total Atlanta	542,724	566,711	572,635	587,455	590,397	577,477	10,766	1.90%
College Park	in Fulton County	10,724	11,821	12,540	13,254	13,677	13,682	1,861	15.75%
	in Clayton County	904	996	1,057	1,117	1,153	1,153	157	15.75%
	Total College Park	11,627	12,817	13,597	14,371	14,830	14,835	2,018	15.75%
East Point	in Fulton County	17,601	18,353	18,521	19,898	20,820	21,339	2,986	16.27%
Fairburn	in Fulton County	4,572	5,297	5,851	6,533	7,051	7,601	2,304	43.50%
Hapeville	in Fulton County	34,122	35,602	35,948	36,342	36,033	34,523	-1,080	-3.03%
Mountain Park	in Fulton County	60	84	105	133	157	179	95	112.99%
	in Cherokee County	1	2	2	3	3	4	2	112.99%
	Total Mountain Park	62	86	107	136	160	183	97	112.99%
Palmetto	in Fulton County	561	848	1,107	1,430	1,707	2,090	1,242	146.44%
	in Coweta County	105	158	207	267	318	390	232	146.44%
	Total Palmetto	665	1,006	1,314	1,697	2,025	2,479	1,473	146.44%
Roswell	in Fulton County	45,485	51,597	56,053	61,187	64,864	66,350	14,754	28.59%
Union City	in Fulton County	7,419	8,121	8,563	9,391	9,992	10,575	2,454	30.22%
Planning Areas:									
North		41,390	53,447	64,045	72,965	79,470	84,553	31,106	58.20%
Northeast		34,403	43,908	52,216	59,295	64,421	68,139	24,231	55.19%
Northwest		6,987	9,538	11,829	13,670	15,048	16,414	6,876	72.10%
Sandy Springs		137,480	141,286	145,092	151,509	148,163	161,861	20,575	14.56%
South		17,050	20,949	24,279	29,008	32,705	37,231	16,282	77.72%
Southwest		19,893	21,132	21,804	23,307	24,121	25,574	4,442	21.02%
Total Unincorporated Fulton County		215,813	192,905	203,004	217,495	220,037	241,081	48,176	24.97%
Total Cities in Fulton County		698,996	742,727	762,752	792,140	804,937	794,638	51,911	6.99%
All of Fulton County		914,809	979,541	1,017,958	1,068,929	1,089,396	1,103,858	124,317	12.69%
Source: US Bureau of Economic Analysis, E&CD, ARC									

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Total employment for the City of East Point is projected to increase from an estimated 18,353 (in 2005) to 21,339 (in 2025). This additional of nearly 3,000 jobs represents a 16.27% increase over the next 25 years. This rate is slightly greater than the employment growth rate expected for College Park (15.75%) and for Fulton County (12.69) over the same time period. This rate is quite a bit lower than that expected for north Fulton municipalities like Roswell (28.59%) and Alpharetta (29.84%). Though Mountain Park and Palmetto are expected to boom based on growth rates over 100% each, they are starting from a much smaller base. Hapeville is the only municipality in Fulton County expected to lose jobs, over 1,000, in the same timeframe.

Major Employers

<u>Employer</u>	<u>Products/Services</u>
<i>More than 400 Employees:</i>	
South Fulton Hospital	Medical (338-bed acute care medical center)
Owens-Brockway Corp.	Glass Manufacturing
City of East Point	Government (approx 450 employees, approx ¼ police officers, in 2004)
<i>Less than 400 Employees:</i>	
Atlanta Christian College	Education
Crowne Plaza Atlanta Airport Hotel	Hospitality
CSI Perishable Warehouse	Food Distribution
Doubletree Hotel	Hospitality
Holiday Inn Airport Hotel	Hospitality
Mid-South Ice (Reddy Ice)	Ice Plant
Naivistar	Transportation/Trucks
Newell Recycling	Heavy Metal Recycling
Alliance Textiles	Laundry and Textile Services
Pittsburgh Paint & Glass	Paint and Glass

Services Source: East Point Economic Development Department

Important New Developments

Developments of Regional Impact

The following table summarizes developments located or planned within the City of East Point, which, based upon their scale, required regional-level and state-level reviews for their impact on the regional economy and infrastructure.

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Project Name	Development Type	Submitted	DRI Status	RDC Finding	GRTA Finding
Cascade Village	Mixed Use	12/2/2005	Under Review		
Lakeside Golf Course Redevelopment	Mixed Use	7/14/2004	Warrants regional review	In the best interest of the State	Approved subject to conditions
Camp Creek Business Centre	Industrial	10/10/2002	Warrants regional review	In the best interest of the State	Approved subject to conditions
Camp Creek Marketplace	Commercial, Wholesale & Distribution	11/1/2001	Warrants regional review	In the best interest of the State	

Camp Creek Marketplace

The City of East Point established a Tax Allocation District (TAD) to facilitate the development of Camp Creek Marketplace in a historically underserved market, thus providing hundreds of new jobs and access to retailers. A TAD is established for the purpose of publicly financing certain redevelopment activities in underdeveloped or underutilized areas. Typically, upon creation, TADs have vacant commercial and residential properties, blighted conditions and numerous vacant buildings or are in need of significant environmental remediation. Redevelopment costs are financed through the pledge of future incremental increase in property taxes generated by the resulting new development; the Camp Creek TAD has issued bonds and directed more than \$20 million in increased property taxes toward repayment of bonds used to build new roads, drainage, sewerage and other infrastructure in the area.

Camp Creek Marketplace, located at the Camp Creek Parkway / I-285 interchange, has been one of the marquee retail developments in the last few years in metro Atlanta. It has won numerous awards, and its sales have outperformed expectations. Many of the national chain tenants located there rank as top performers in the nation compared to their peers. The close-in Southside has been long ignored as a retail destination, with the “newest” development of retail significance being Greenbriar Mall, built about 40 years ago. Greenbriar Mall, located just outside of the East Point city limits to the northwest, has served as the primary regional retail destination for much of metro-Atlanta’s Southside for the last few decades. While the quality of tenants has shifted in recent years, there are still well-known anchors in place, such as Rich’s-Macy’s and Circuit City, as well as a relatively high occupancy rate.

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While Camp Creek Marketplace was initially a hard sell, its success has spoken volumes to the retailers of metro Atlanta, who are taking notice of the potential for more development, and recognizing the long-time pent-up demand. Phase II is under way, and will be over 400,000 square feet, and Phase III is under discussion. Additionally, it has stimulated commercial, residential and mixed use development on the scale of a half-billion dollars within a half-mile of the Marketplace. Consumers travel to specific stores based on the consistency of selection and types of goods. The same consistency and familiarity with product is the driving force behind dining out at chain restaurants as well.

This 750,000 Square foot shopping center, developed by North American Properties (www.naproperties.com), is by far the largest venture that has hit the City of East Point in recent years. It is the largest shopping center to open in Atlanta since Discover Mills and with it comes approximately 2,000 jobs for South Fulton residents. Some of the Retailers include Target, BJ's Wholesale, Barnes & Noble, Lowe's, Staples, Pet'smart, Ross Department Stores, Marshall's and Linen-N-Things. Restaurants include Longhorn Steakhouse, Chick-Fil-A, Red Lobster, Ruby Tuesday. With this development, the citizens of East Point can now enjoy shopping at a major outlet center and have fine dining just around the corner. Camp Creek Marketplace may signify the renaissance of the south-metro region once overlooked and underestimated, now redefining itself as a community known for friendly neighborhoods, safe streets and excellence in education.

Camp Creek Trade Center, Duke-Weeks Realty

Duke-Weeks Realty Corporation (NYSE:DRE) is one of the largest real estate companies in the United States. Duke's commitment to East Point will be an industrial and office park development with a total market capitalization of approximately \$6.4 billion. Duke-Weeks has achieved success with a customer-driven approach to business. By combining a wide range of quality, value-oriented facility solutions with a high level of customer service, Duke-Weeks has built a tenant base of more than 4,000 companies, including many Fortune 500 companies. Furthermore, Duke-Weeks can provide a wide array of facilities to meet any client's specific needs – from high-tech office buildings to efficient distribution centers, from large-capacity bulk warehouses to retail centers.

Duke's commitment to East Point will be an industrial and office park development, named the Camp Creek Business/Trade Center, on approximately 450 acres of land adjacent to the Camp Creek Marketplace. This development, slated to be built out over eight years, would add an additional 5.6 Million square feet of office space to their existing seven buildings and could create an estimated 10,000 jobs. The cost of this project is estimated at \$100,000,000 in new construction and could generate \$1,119,413 each year in property tax revenue. In 2004, The Clorox Co.

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signed a 10-year lease on a 607,650-square-foot, build-to-suit distribution center in the industrial park, which also includes a 130,000 square-foot build-to-suit for Williams Printing.



Other Unique Economic Situations

The presence of large corporate employers, such as Delta, Wachovia, Ford, South Fulton Medical Center and Owens-Brockway, as well as the Hartsfield-Jackson International Airport itself, greatly increases the concentration of employees. The impact of the surrounding development on the city is clear when considering the needs for convenience and retail goods and services.

Small-scale, local-serving office uses are supported by those seeking office locations close to home, those that require clients to visit them and find their customer base within a residential community, and those that seek convenient regional access. The downtown core of East Point is well positioned to support this type of office development. The access to both I-85 and I-75, as well as MARTA, and close proximity to Hartsfield-Jackson International Airport form an unusual group of assets, that when grouped together become competitive advantage.

As is well-known, Atlanta has many characteristics that have made it the southeastern hub for transportation, distribution and logistics, such as interstate highways, rail lines, and the airport. Many industry insiders are expecting a continued recovery, but very slowly, as they continue to track job growth and hope market expansion will follow, according to CB Richard Ellis.

East Point is primarily in the Airport/South Atlanta Industrial submarket, which is probably the strongest in terms of transportation infrastructure. It benefits from Hartsfield-Jackson International Airport, MARTA, Interstates 75, 85, 285, and 675, as well as rail service from CSX and Norfolk & Southern. Air freight facilities are a specialty within this submarket, along with more typical industrial space, such as bulk warehouse, distribution and office/business park space. This submarket totals approximately 78 million square feet, a 15% vacancy rate, according to Dorey's.

East Point stands to benefit further from the new Georgia International Convention Center in College Park. Of late, hotels have shown interest in locating in the city.

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Fort McPherson

On November 10, 2005, the recommendation from the Base Realignment and Closure Commission (BRAC) to close Fort McPherson became law. The fort formerly employed over 5,000 military and civilian workers and provided support to over 1,000 retired veterans in the region. Though the 488-acre site lies within the boundaries of the City of Atlanta, it abuts the City of East Point; thus, East Point is a significant stakeholder.

The Fort McPherson Local Redevelopment Authority (LRA) was created to assume authority for planning the reuse of the military base. Its goals are to minimize the negative impact on Fort McPherson employees and metro Atlanta residents as well as create a redevelopment plan that will be an economic development engine for the area. The Mayor of East Point will represent the city's interest on the executive team. Presently two mayoral nominees (the City Manager and the CEO of South Fulton Medical Center) also sit on the 10-person board.

The McPherson Planning LRA will have three sub-committees focused on specific areas of the base reuse planning.

- The Healthy Community & Quality of Life Sub-committee will focus on areas including childcare; K-12 and higher education; adult training; health services; public safety; environment; recreation; and, community development.
- The Reuse and Design Sub-committee will focus on areas including urban planning; real estate; transportation; facilities analysis and management; historic preservation; environment including air, land and water; utilities, including water, sewer, gas, electric and communications; parks and green space; housing; homelessness; and, reuse of personal property.
- The Finance and Economic Development Sub-committee will focus on areas including finance; financial feasibility; risk management; market analysis; marketing and communications; job creation; business recruitment; and, workforce development.

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Element 3 – Housing

Future Housing Needs

Future housing needs for the City of East Point are determined through population projections and trends in household size. The population of East Point is projected to grow by 33 percent between 2000 and 2025. Because of increasing household size, this translates to the need for approximately 24 percent more housing units.

Table 4.3.3 Housing Projections 2000-2025, City of East Point

	2000	2005	2010	2015	2020	2025
Projected Households	14,557	14,747	15,904	16,686	17,297	17,994
Housing Units	15,505	15,750	16,985	17,821	18,474	19,218
Single family detached units	8,182	8,311	8,963	9,404	9,749	10,141
Single family attached units	360	366	394	414	429	446
Multi-family units	6,856	6,964	7,510	7,880	8,169	8,498
Manufactured homes	107	109	117	123	127	133

Source: US Census Bureau; Robert and Company

The proportion of renters in East Point (51.0%) is on par with other well-developed urbanized areas, such as Atlanta (56.3%).

In the City of East Point, cost burdened households occupy 45 percent of rental units. East Point has a high proportion of cost burdened rental households (45%) as compared to Fulton County (38.3%), Metro Atlanta (36.7%), and Georgia (35.4%). Severely cost burdened households make up 21 percent of the rental units in East Point. Among owner-occupied housing units, 33.1 percent are cost burdened and 12 percent are severely cost burdened. The City of East Point also has a lower median income.

The East Point Housing Authority also maintains a stock of public housing units. While the public housing waiting list is also full at 764, the list has been opened annually. The majority of public housing units are within the 2 to 3 bedroom range (74.5%). Of the public housing units in East Point, 8.5 percent are reserved for the disabled and 2.2 percent are reserved for the elderly.



Element 4 – Natural & Cultural Resources

NATURAL RESOURCES

The City of East Point does not have an abundant amount of natural resources within its current jurisdictional boundaries. There are a few steep slopes, wetlands, or floodplains that limit large tracts for development. No protected rivers, mountains, or groundwater recharge areas exists within East Point's boundaries.

Watershed

Within the boundaries of East Point, Camp Creek receives water on the west side of the city that eventually flows into the Chattahoochee River. Several other creeks and streams including Mimms Creek, Utoy Creek, and North and South Utoy Creeks also collect water from the East Point watershed. In the southeast quadrant of the city, a small area, generally east of U.S. Highway 92, south of Central Avenue to the city limits at Hapeville, College Park, and Atlanta Hartsfield International Airport drains to the Flint River. This small area is part of the Flint River large water supply watershed.

Soils

Soil types within East Point include:

- (Type "C") Cecil sandy loam, residual material from weathered gneiss or granite;
- (Type "M") Madison-Grover-Louisa gravelly sandy loams, young alluvial material;
- (Type "S") Seneca fine sandy loam, local colluvial and alluvial materials;
- (Type "W") Wickham fine sandy loam, mainly local colluvial and alluvial materials; and
- (Type "U") Unclassified city land types.

Soils in this vicinity are generally well-drained and moderately permeable. These are the same type of soils that are primarily sought after for development. Land disturbing activities during development phases affect the topsoil surfaces and leave most soil susceptible to runoff. Soil erosion and sedimentation runoff is the primary adverse impact to the degradation of quality topsoil surfaces.

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To alleviate soil run-off and sedimentation, East Point has a Soil Erosion/Sedimentation Ordinance in place. This ordinance is currently being reviewed and as a result, may be updated mid-year 2006.

CULTURAL RESOURCES

Historically Significant Structures:

Many of the historic commercial and industrial building resources like the first train depot and theatre were lost to fire. The buildings that survived the fires did not survive the Redevelopment Phase.

Just like other cities all over the United States, the City of East Point adopted a redevelopment plan. In 1971, the City was ready to move forward with their plan to remove the “blighted” areas in their city. Many historic structures were demolished in the name of progress.

National Register Historic District:

The City of East Point is recognized by the National Trust of Historic Places for their National Register District. The City of East Point’s seven old warehouses along Norman Berry Drive on the north and extending south to include the Atlanta Utility Works; its west boundary being the Atlanta & West Point railroad tracks and the east boundary, Martin Street were listed on the National Register of Historic Places in 1985.

These buildings constituted one of the last and largest extant New South Industrial Complexes in the State. (Centennial Chronology of East Point History) Businesses in this district included the Oak Knitting Mills, Couch Brothers Manufacturing Company, Atlanta Tent and Awning Company, Atlanta Utility Works, White Hickory Wagon Works and Blount Buggy & Carriage Manufacturing.

East Point Historical Society

The City has a historical society that was founded by the East Point Woman’s Club on December 2, 1979. Their headquarters are located at the Morgan House at 1685 Norman Berry Drive. The Morgan House holds the historical society’s collection of East Point history including historic maps of East Point, railroad memorabilia, historic photographs, scrapbooks, manuscripts and diaries, and a collection of oral history audio tapes and transcriptions, and bound volumes of Atlanta’s Suburban Reporter dated 1931-1970.

(Source: South Fulton Revitalization Incorporated Website)

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Main Street Association

The Main Street Association is made up of nine members comprised of business owners, community stakeholders and professionals who have a commitment to downtown and who help govern the decision making for the central business district.

Their mission is: "To preserve and enhance the downtown area as the heart of East Point; communicating a sense of place, community pride and heritage, while providing for a successful business and residential environment."



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Element5 – Community Facilities & Services

Supply, Treatment & Distribution System

East Point owns and operates a municipal water system and plans to continue to do so, enabling residents to benefit from some of the lowest water rates in the metropolitan area. Of three municipalities in Fulton County which operate water treatment facilities, only the East Point facility provides sufficient capacity to meet all of its demands. Because the system is not operating at capacity, the city exports water to unincorporated Fulton County for industrial use. This capacity has given the City a competitive edge over its neighbors and represents an important asset for economic development.

According to Fulton County documentation, the East Point Water Treatment Plant has a capacity of 12 million gallons per day, is in “good” condition, and is expected to provide adequate service through 2030.

Table 5-3: Design capacity of Water Treatment Plant (in million gallons per day-mgd)

Water Treatment Plant	Plant Capacity in 2005	Useful Life of Facility
Atlanta Fulton County Water Treatment Plant	90 mgd	Through 2021-2030
Hemphill Water Treatment Plant (Atlanta, GA)	137 mgd	Through 2021-2030
Chattahoochee River Water Treatment Plant (Atl, GA)	65 mgd	Through 2021-2030
Cecil B. Woods Water Treatment Plant (Roswell, GA)	1 mgd	Plan - Decommission between 2011-2020
East Point Water Treatment Plant (East Point, GA)	12 mgd	Through 2021-2030
Palmetto Water Treatment Plant (Palmetto, GA)	0.6 mgd	Plan - Decommission between 2011-2020
Source: Fulton County Public Works Department		

Sewerage System and Wastewater Treatment

Collection and Treatment System

Much of the East Point system was developed before the advent of modern pipe joint technology; generally, the age of system elements is the same as the neighborhoods they serve. Much of the system suffers from the infiltration of ground water. This tends to add to the volume of water being collected for treatment, thus increasing sewerage flows to the treatment plant and treatment costs. A financial analysis may be necessary to forecast

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when and if the cost of treating extraneous groundwater will exceed the cost of repairing the collection system.

Recently, the City's Department of Public Utilities conducted a Sanitary Sewer Evaluation Study (SSES) in order to locate, inventory, map, inspect, and assess the sanitary sewer collection system, made up of nearly 152 miles of sanitary sewer lines. Maintenance issues were identified and means to improve the overall performance of the collection system were suggested. A geographic information system database of lines and access points was created as a tool to more efficiently address maintenance issues and assess future capacity requirements.

Changes in system load caused by new and infill development may necessitate expansion or modification of the system.

Wastewater generated in East Point is treated at the City of Atlanta Utoy Creek Treatment Plant and the Fulton County Camp Creek Treatment Plant. Both discharge into the Chattahoochee River. East Point has purchased and reserved sewer capacity at the Camp Creek facility.

In the past 2-3 years, East Point was forced to raise property taxes in order to repay the City of Atlanta \$18 million dollars in debt for sewer services including its pro rata share of capital improvements related to the Atlanta's wastewater capital projects.

Fire Protection

The East Point Fire Department offers Fire, Emergency Medical Services (EMS) and Rescue services from four fire stations.

A fifth station, 8,000 square feet, is under construction across from the Camp Creek Marketplace and will house twenty-four firefighters, one fire engine and one aerial platform truck. The plans also include a community room that will be utilized by residents of the community for various activities and meetings.

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Public Safety

The East Point Police Department offers Field Operations and Investigations as well as a number of support services including a jail, communications division, and a crime scene unit. The International Association of Chiefs of Police has established what may be considered a minimum standard of 1.6 officers per 1,000 population. East Point maintains a ratio of more than 3 officers per 1,000 population; in 2001, there were 135 police officers in the local force serving approximately 40,000 residents.

In the year 2000, for the first time ever, the FBI Uniform Crime Report from the City of East Point totaled less than 2000 criminal incidents. In 2004, the UCR reached a new record low figure of just more than 1600 crimes; based on 2005 figures through November, the trend of decreasing crime appears to be continuing. This decrease reflects the dedication of police officers and citizens to curtail criminal activity in the city.

10-year Crime Summary Statistics

10-year Crime Summary, City of East Point

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	Total
HOMICIDES	8	6	8	4	8	6	10	7	5	3	65
RAPE	28	48	46	35	38	27	32	20	14	13	301
ROBBERY	197	204	183	190	212	222	241	207	202	198	2056
AGG/ASSAULT	140	137	214	203	158	276	262	225	152	111	1878
BURGLARY-RES	684	851	649	726	616	529	636	715	721	531	6658
BURGLARY-BUS	189	228	158	180	145	222	138	162	138	143	1703
FELONY THEFT	320	403	326	317	339	194	233	251	250	194	2827
VEHICLE THEFT	581	834	678	651	549	477	416	427	524	422	5559
TOTAL	2147	2711	2262	2306	2065	1953	1968	2014	2006	1615	21047

Source: crime data reported to the East Point, GA Police Department

Parks, Recreation and Cultural Facilities

The Parks and Recreation Department manages numerous facilities and programs serving city residents.

The following parks, preserves, and recreation facilities serve East Point residents:

- Bachelor Park - community center
- Brookdale Park - playground equipment, ballfields, tennis courts
- Thomas W. Connally Nature Park - 26 forested acres

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- Charles L. Green Park - playground equipment, ballfields, tennis courts, community center, baseball program (East Point Amateur Baseball Association)
- Jefferson Park Gym - community center, playground equipment, ballfields
- John D. Milner Sports Complex – features multi-use athletic ballfields
- Randall Street Gym - gymnasium
- South Park - ballfields, tennis courts, community center.
- Sumner Park – Dick Lane Velodrome (cycling track and events facility, East Point Velodrome Association), 15 acres, tennis courts, picnic area, and a baseball field as well as a recreation center scheduled to be replaced by a new 15-20,000 square foot facility)
- Sykes Avenue Park - playground equipment, ballfields, tennis courts
- Womack Park - community center, tennis courts

Community partnerships with neighborhood groups, non-profit organizations, and athletic associations play an important role in provision of programs and facilities. For example, the Parks and Recreation Department hosted a “Playground Design Day” in August 2005 to receive community input on the style, theme, and design of a new playground. The city will also benefit from recent grants from the Arthur M. Blank Family Foundation, including \$16,000 granted in 2003 to create a walking and jogging trail in Brookdale Park (as well as to support renovation of recreation facilities) and \$87,000 for capital costs to restore the bicycle racing velodrome located in Sumner Park.

Prior studies have identified the opportunity available to convert brownfields to park space at such sites as Center Park.

Related facilities in East Point but not managed by the city, include:

- H.J.C. Bowden Senior Multipurpose Center (Fulton County)
- East Point Library (Atlanta-Fulton Public Library System) – reportedly in “good” condition, approx 10,000 sq ft; life expectancy 1998-2073
- Lakeside Country Club (private) – golf course
- Ft McPherson (Military) – golf course, trails, fields, courts

Solid Waste Management

The Georgia Department of Community Affairs sets *Minimum Planning Standards and Procedures for Solid Waste Management* in order to implement the Georgia Comprehensive Solid Waste Management Act. The Act requires all local governments in Georgia to develop a strategy for

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reducing the amount of solid waste going into landfills and other disposal facilities. This reduction may be accomplished by many techniques, including recycling materials such as plastic, aluminum, and newspaper. It can also be accomplished by diverting yard waste from disposal facilities into backyard or other composting operations. Many other methods for reducing our local waste stream are also available.

Sanitation is a constant concern of local residents. Budget crisis and tipping fees were to blame for the reduced pick up schedule (from twice a week to once a week) and increased fees. A return to this level of service is desirable (pick up twice a week as well as bulk yard pick up once a month). The manpower, equipment, and fuel costs associated with garbage and yard waste pick-up should be analyzed.

Electric Service

East Point is a member of the Municipal Electric Authority of Georgia (MEAG), providing-electrical service to residential, commercial and industrial customers in an established franchise territory that encompasses most of the developed portions of the city. As such, East Point offers very competitive electrical service rates to customers. In 2005 Residential Rate Surveys conducted by the Georgia Public Service Commission, East Point was able to provide rates in the lowest 20 of some 90 providers.

MEAG cities "purchase" an electrical allotment based on projections of demand. East Point, as is the case for College Park, is currently required to purchase power for which it has no resale opportunities. This is due to reduced demand, the result of population and business losses. The circumstance creates an incentive for East Point to market power aggressively and to structure developer incentive packages. In terms of economic development, this means targeting light industrial users with high electricity demands.

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Element 6 – Intergovernmental Coordination

Adjacent Local Governments

The City of East Point is located in the southern portion of Fulton County, Georgia and is bordered by three (3) cities: Atlanta, Hapeville and College Park. The City of



East Point is bounded by the City of Atlanta on its northern, eastern and western boundaries. It is bordered by the City of Hapeville on its southeastern boundary and the City of College Park on its southern boundary. East Point is bounded by unincorporated Fulton County on its southwestern boundary.

Municipal Public Utilities

The City of East Point provides water, electric, sewer, and garbage disposal for its citizens. The City has the right to charge, contract for and receive compensation for such services, ad on such terms as described for in the city ordinances. (Ga. L. 1972, p. 2151, § 134)

Independent Special Authorities & Districts

Metropolitan Atlanta Rapid Transit Authority (MARTA)

The East Point MARTA Station is located in downtown East Point along the city's *Main Street* corridor. It is the sixth busiest transit station and is an architecturally attractive facility that has the potential to link commuters with employment opportunities. The transit line provides access to Hartsfield-Jackson Atlanta International Airport and other major employment and activity centers in metropolitan Atlanta.

MARTA operates approximately sixty-eight (68) bus stops within the city limits of East Point. Ridership has declined since 2003 which can be attributed to job losses and restructuring of bus services by MARTA.

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Tax Allocation District (TAD)

The City of East Point established a Tax Allocation District (TAD) to facilitate the development of Camp Creek Marketplace in 2001. Camp Creek Marketplace is a retail/commercial complex constructed along Camp Creek Parkway in a historically underserved market area in the City of East Point. The development has created hundreds of new jobs and access to retail and other professional services. The Camp Creek TAD has issued bonds and directed more than \$20 million in increased property taxes toward repayment of bonds used to build new roads, drainage, sewer and other infrastructure systems.

Phase II of Camp Creek Marketplace is currently under construction. However, this portion of the development is within the jurisdiction of the City of Atlanta.

On December 1, 2005, the City of East Point established the Sullivan Road TAD. At this time, no further action has been taken by the developer.

Local School Boards

The City of East Point does not have its own governing school board. However, its school system is governed by the Fulton County Board of Education. The Fulton County Board of Education is governed by an elected seven (7) member board, representing Districts 1 through 7. Schools located within the city limits of East Point are represented by District 4 and District 6. East Point currently has six (6) elementary schools grades pre-K through 5th; two (2) middle schools grades 6th through 8th; one (1) high school grades 9th through 12th; one (1) charter school grade 5th and three (3) private schools varying grades pre-K through 8th.

Independent Development Authorities & Districts

East Point Business & Industrial Development Authority (EPBIDA)

The East Point Business & Industrial Development Authority provides an economic development tool for the redevelopment of East Point's business districts. The EPBIDA finances such projects as industrial, commercial, parking, public or other types of projects using taxable and/or tax-exempt bonds. Taxable bonds are awarded for projects greater than \$10 million and tax-exempt bonds are awarded for projects less than \$10 million. A bond financed by EPBIDA allows for the exemption of taxes on property. The

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Authority is comprised of a 10-member board. The EPBIDA has not implemented any projects within the last ten (10) years.

Ft. McPherson Planning Local Redevelopment Authority (LRA)

The Fort McPherson Planning Local Redevelopment Authority (McPherson Planning LRA) will assume responsibility and authority for planning the reuse of Ft. McPherson. The Authority will serve as the sole point of contact regarding the reuse of Fort McPherson with the Department of Defense's Office of Economic Adjustment and the Department of the Army. The McPherson Planning LRA recognizes and reflects the interests of all key public and private stakeholders, including, but not limited to the City of Atlanta, the City of East Point, Fulton County, and other South Atlanta regional affected jurisdictions.

The Authority is governed by an executive committee comprised of ten (10) voting members representing the three (3) aforementioned jurisdictions. Included in the executive committee are sub-committees: Healthy Community & Quality of Life, Reuse & Design and Finance & Economic Development.

The McPherson Planning Local Redevelopment Authority will:

1. Work with the Department of Defense Office of Economic (DODOED) Development, the Department of the Army (DOA), the State of Georgia and other interested parties on all aspects of reuse planning,
2. Process and obtain funding from the Office of Economic Adjustment,
3. Participate in state and local screening of any public benefit conveyance proposals;
4. Provide a mechanism for receiving input and suggestions from affected communities and stakeholders;
5. Determine the financial feasibility of the Reuse Plan, including identifying potential funding sources for the implementation of the Reuse Plan;
6. Obtain the approval of the Reuse Plan of the local stakeholders; and

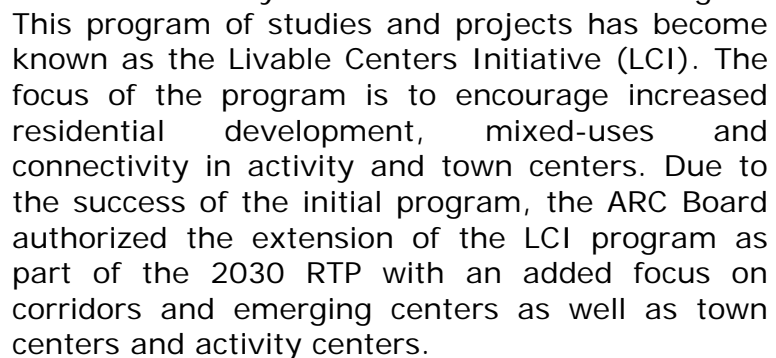
Communicate the approved Reuse Plan with the DOA, the State of Georgia, DODOED and the US Department of Housing & Urban Development (HUD). HUD checks compliance with the homeless accommodations requirement in the Base Realignment and Closure (BRAC) regulations.

This Authority was recently established in November 2005. At this time there are not any applicable activities that warrant an assessment regarding intergovernmental coordination.

Governor's Greenspace Program

Georgia Land Conservation Act. The new program allows local cities and other agencies to participate in the program independent of the counties. See Community Character Area Maps and Existing Land use Map for the identified recreation areas.

The Atlanta Regional Commission (ARC) Board adopted policies in the Regional Transportation Plan (RTP) proposal in May 1999 to provide funding



The City of East Point is applying for additional LCI projects. The city will seek to submit the Cleveland Avenue/Washington Road Study under the "grandfather" classification so that it can immediately pursue implementation funds. East Point's streetscape project is funded and will be constructed in two (2) phases.

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Other Regional, State, Local Planning Agencies

Georgia Department of Natural Resources (DNR)

In 1972, under the Executive Reorganization Act of 1972, Governor Jimmy Carter reorganized more than thirty (30) state agencies to form the Department of Natural Resources (DNR). The mission of DNR is to sustain, enhance, protect and conserve Georgia's natural, historic and cultural resources for present and future generations, while promoting the development of commerce and industry that use sound environmental practices. DNR provides technical assistance to East Point in the areas of water conservation, environmental protection, wildlife preservation, parks and recreation and historic preservation.

Georgia Department of Community Affairs (DCA)

The Georgia Department of Community Affairs (DCA) was created in 1977 to serve as an advocate for local governments. DCA serves as the state's lead agency in housing finance and development; promulgates building codes to be adopted by local governments; provides comprehensive planning, technical and research assistance to local governments; and serves as the lead agency for the state's solid waste reduction efforts. DCA reviews East Point's local comprehensive plan and solid waste plans for compliance with Georgia's minimum planning standards.

Georgia Department of Transportation (GDOT)

The Georgia Department of Transportation (GDOT) plans, constructs, maintains and improves the State of Georgia's roads and bridges. GDOT provides planning and financial support for other modes of transportation, including mass transit and airports. GDOT is the contractual agency for all transportation projects funded with federal dollars.

Metropolitan North Georgia Water Planning District

The Metropolitan North Georgia Water Planning District was established April 5, 2001 for the purpose of establishing policy, creating plans and promoting intergovernmental coordination for all water issues in the district. The planning district also facilitates multi-jurisdictional water related projects and enhances access to funding for water related projects among local governments in the district area. The district develops regional and watershed specific plans for storm water management, wastewater treatment, water supply, water conservation and the general protection of water quality. The planning district comprises all local governments within a 16-county area. East Point is within this planning district and regulations apply to the city.

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Element 7 – Transportation

Overview

The City of East Point is well served by regional air, rail and vehicular transportation facilities. Hartsfield Atlanta International Airport, on the southeastern border of the city, provides superior access to all parts of the United States and many foreign countries. The CSX rail system has two main north-south lines through the city making freight connections to the rest of the nation readily available. The Metropolitan Atlanta Rapid Transit Authority's north-south rail line passes through the city. Interstate highways I-85 and I-285 are within the corporate limits and I-75, the primary industrial corridor through the state, passes by just to the east. U.S. Highway 29 traverses the heart of the city north and south and Lakewood Freeway (SR 166) forms the city's northern border. Camp Creek Parkway (SR 6) is a major arterial connecting development sites to the airport and to the Fulton Industrial District, the largest warehouse district east of the Mississippi River.

Major local streets include Sylvan Road, Cleveland Avenue, Irene Kidd Parkway, Central Avenue, Willingham Drive, Washington Road, Headland Drive, DeLowe Drive, Norman Berry Drive, Ben Hill Road, Welcome All Road and Virginia Avenue. Many of these are oriented toward downtown East Point.

The street network serving most of central East Point may be characterized as a compact grid. Downtown is relatively compact and is almost entirely within a ¼ mile radius (approximately five minute walking distance). Low-rise development (primarily 2-3 story buildings) and small block sizes contribute to a suitable walking environment. The core of the downtown is defined by a one-way pair of streets; Main Street and East Point Street, from the intersection with Norman Berry Drive to Washington Street. MARTA rail and freight rail tracks parallel Main Street on the east side, with a MARTA station located on the west side, in the heart of downtown. This station is a significant element but is not well integrated into the downtown fabric. The rail tracks separate downtown from recent adaptive reuse projects to the east, including the Buggy Works and Wagon Works, two distinct office renovations. This area is, however, connected to downtown by a pedestrian bridge at Cleveland Avenue. The bridge is a powerful visual element which serves as a downtown landmark. Previous planning efforts identified the need for improvements to enhance the pedestrian environment downtown, including sidewalks, public spaces and streetscape improvements. The entire area accommodates a variety of transportation modes including: MARTA trains/buses, automobiles pedestrians and to a lesser extent, bicyclists.

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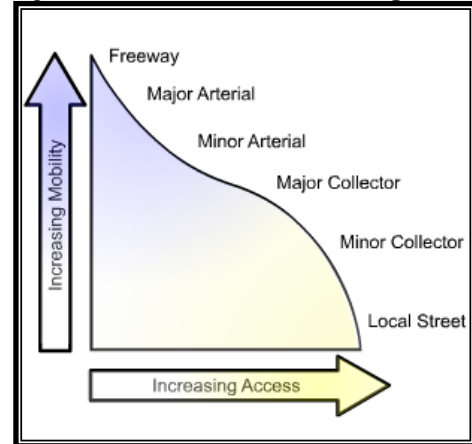
Road Network

Roads & Highways

The East Point roadway system is comprised of freeways, arterials, and collectors. An inventory of the study area roadways was created according to the degree to which they fulfill two purposes:

- Movement of traffic and
- Access to facilities.

As portrayed in the image at right, these functions are inversely related in that the more traffic volume a roadway can accommodate, the less access it provides (and vice versa). A functional classification provides a hierarchical ranking based on the degree of mobility and accessibility that a street provides to the traveler. The following table provides the functional classification criteria for each road type.



Functional Classification Criteria

Criteria	Expressway	Principal Arterial	Minor Arterial	Major Collector	Minor Collector	Local Road
Type of Trip Served	Serves inter and intra-regional, emphasis on through trips	Serves inter and intra-regional and through trips	Serves inter- and intra-regional trips; fewer through trips	Serves mostly intra-regional trips; inter-regional primarily near edges of region	Serves mainly local access functions, some intra and inter-municipal trips	Serves primarily local access functions, but due to connecting higher functioning roads, also provides mobility function
Travel Speeds	Highest level speeds	High travel speeds	Moderate to high travel speeds	Moderate travel speeds	Slow travel speeds	Very slow travel speeds
Mobility/ Access Orientation	Total mobility function	Primary mobility orientation, but provides some access	Priority on mobility, with moderate access component	Mix of mobility and access	Priority on access, with some mobility component.	Nearly total access function
Access Controls	Limited access, interchanges only	Controlled access	Some control of access	Some control of access	Minimal control of access	No access controls
Traffic Volumes	Highest volumes (25,000+ daily trips)	High traffic volumes (10,000 – 35,000 daily trips)	Moderate traffic volumes (5,000 – 15,000 daily trips)	Moderate to low traffic volumes (3,000 – 7,000 daily trips)	Low traffic volumes (1,000 – 4,000 daily trips)	Very low (less than 1,500 daily trips)

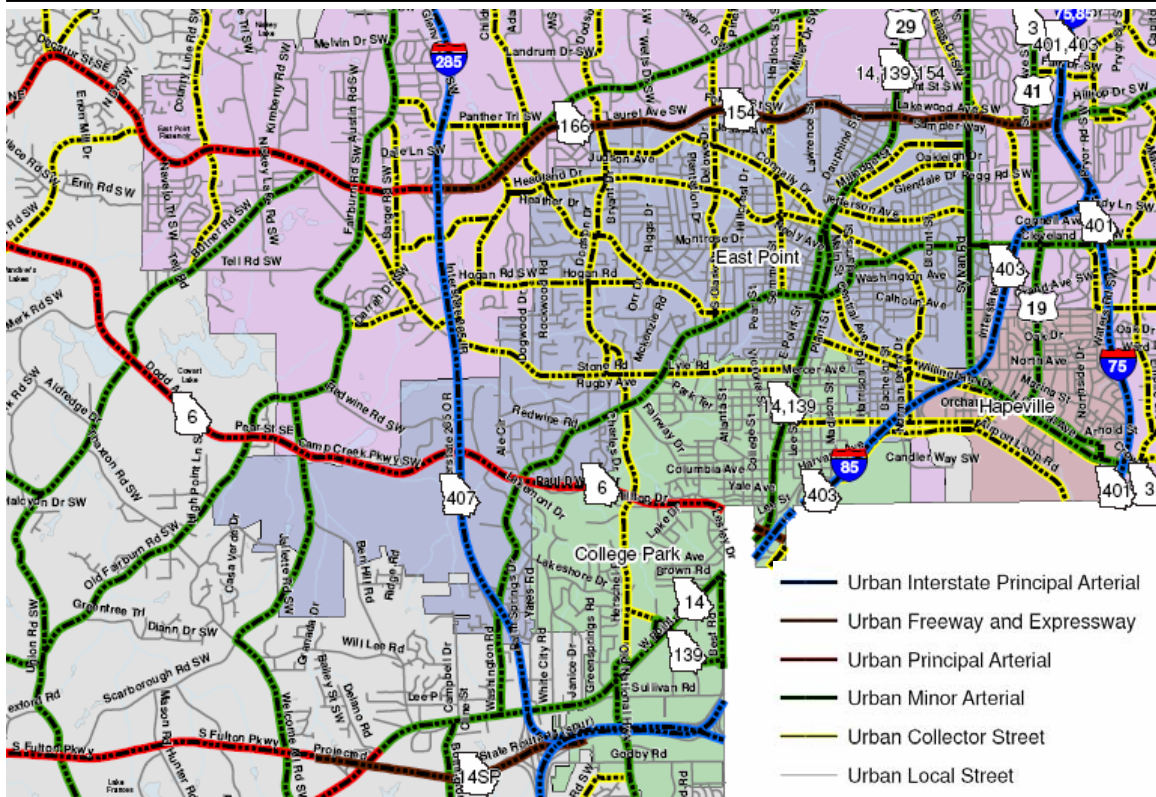
Source: Federal Highway Administration

The following map displays the functional classification of roadways in the City of East Point area.

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City of East Point Functional Classification



Route	State Route #	County / City Route #	Functional Class (GDOT)
I-85	403	-	Interstate Principal Arterial
I-285	407	-	Interstate Principal Arterial
Lakewood Freeway	154, 166	-	Freeway / Expressway
Camp Creek Parkway	6	897	Major Arterial
Main St / US Hwy 29	14, 139	1194	Minor Arterial
Washington Road / Cleveland Ave		1389 / 3096	Minor Arterial
Sylvan Road		2353	Minor Arterial
Old Fairburn Road SW		495	Minor Arterial
Scarborough Road SW		1388	Minor Arterial

Source: Georgia Department of Transportation, 2005

The following table offers comparable statistics regarding total roadway mileage in East Point. In all, there are approximately 198 road miles in the City. East Point is relatively urban compared to the county and state. Because a street grid primarily supports development, more road miles are required.

City of East Point Road Mileage and Ratio Measures, 2005

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Geography	Population 2005	Total Acres 2000	Total Square Miles	Total Road Mileage	Interstate Highway Miles	Road Miles Per 1000 People	Road Miles Per Square Mile
City of East Point	42,205	9041	14	198	3	4.7	14.0
City of Atlanta	455,624	84634	132	1,839	45	4.0	13.9
Fulton County	894,589	342,094	535	5,089	76	5.7	9.5
Georgia	9,079,254	32,271,869	50,425	119,827	1,245	13.2	2.4
Source: Measurements by Carl Wyatt, GIS Supervisor, Public Works. State and U.S. figures 2004-2005 Statistical Abstract of the US & Ga Statistical Abstract. 2004-2005, Selig Center for Economic Growth, Terry College of Business, The University of Georgia.							

Several cross-regional corridors pass through the city and present transportation challenges. Consideration must be given to traffic volumes experienced on major thoroughfares resulting in reduced travel speeds, longer commute trips, and increase congestion. Local access management preserves the functional mobility of these routes and ultimately may improve local congestion. Cross-regional corridors, identified by the ARC, which directly serve the city include:

- I-75 Expressway
- I-285 Expressway
- Lakewood Freeway
- Camp Creek Parkway

Road Condition

The local street network is locally criticized as being in poor shape; potholes have become an increasingly important issue. In October 2005, the city announced the formation of the "pothole posse" as part of a targeted effort to focus on repairing mitigating potholes by addressing them in a short time frame. City staff is scheduled to repair potholes two days a week. The public is encouraged to report potholes and other roadway maintenance problems. Potholes often are an indicator of more serious erosion and drainage problems.

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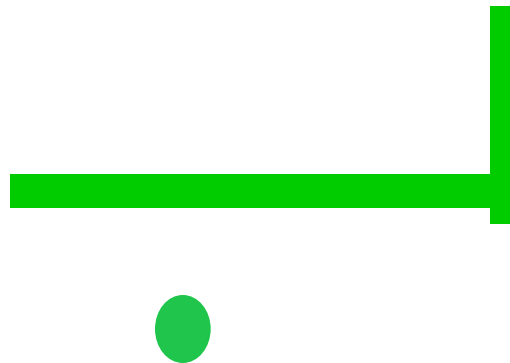
Planned Improvements

The Atlanta Regional Commission is the federally designated Metropolitan Planning Organization (MPO) for the Atlanta Region. ARC works with local governments in the 10 county Atlanta Region and with state and regional agencies including the Georgia Department of Transportation, (GDOT), the Georgia Regional Transportation Authority (GRTA), the Metropolitan Atlanta Rapid Transit Authority (MARTA) and other regional transit providers to develop the region's transportation plan. The transportation plan addresses needs for improved air quality, public transit, bicycle and pedestrian, facilities, highways, passenger rail service, incident and congestion management and aviation services.

ARC is responsible for developing the Regional Transportation Plan (RTP), the Region's 20 year transportation plan. The includes a balanced mix of projects such as bridges, bicycle paths, sidewalks, transit services, new and upgraded roadways, safety improvements, transportation demand management initiatives and emission reduction strategies. The RTP is updated at least every third year and must be fiscally constrained (approximate balance of revenues and expenses over the lifespan) and must also demonstrate conformity with applicable federal air quality standards. Mobility 2030 is ARC's recently completed transportation plan.

The TIP is a short range implementation program comprising the highest priority projects. The plan covers at a minimum the next three fiscal years, and it consists only of projects drawn from the RTP. Projects in the Atlanta Region's Transportation Improvement Program (TIP) have been allocated federal funds for use in the construction of the highest priority transportation projects in the near term of the Atlanta Regional Transportation Plan (RTP).

The following table lists the RTP Projects completely or partially within the City of East Point; those with status of "Programmed" are in the TIP.



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Improvements in the Regional Transportation Plan (RTP)

STATUS	PROJECT DESCRIPTION	FROM	TO	PROJECT TYPE
Programmed	US 29 (MAIN STREET) BIKE LANES AND SIDEWALKS	CONLEY STREET	VESTA AVENUE	Multi-Use Bike/Ped Facility
	I-85 SOUTH HOV LANES	I-75/85 IN CITY OF ATLANTA	RIVERDALE ROAD IN CLAYTON CO.	HOV Lanes
	HARRISON ROAD	VIRGINIA AVENUE	CENTRAL AVENUE	Roadway Capacity
	WASHINGTON ROAD: SEGMENT 1	I-285	DESERT DRIVE	
	I-285 WEST ATMS	I-85 SOUTH	I-20 WEST (CITY OF ATLANTA)	Roadway Operations
	VIRGINIA AVENUE	HARRISON ROAD	NORMAN BERRY DR	
	SR 6 (CAMP CREEK PARKWAY) CORRIDOR STUDY	I-85 SOUTH IN FULTON CO.	W. HIRAM PKWY IN PAULDING CO.	Corridor Study
	COMMUTER RAIL SERVICE	-	-	Transit Facility
	US 19/41 (TARA BLVD) BUS RAPID TRANSIT (BRT)	CITY OF LOVEJOY	MARTA EAST POINT STATION	
Long Range	I-285 SOUTH	WASHINGTON ROAD	-	Interchange Capacity
	I-85 SOUTH NOISE BARRIERS	VIRGINIA AVENUE	US 19/41 (METROPOLITAN PKWY)	Other
	I-285 WEST NOISE BARRIERS	I-85 SOUTH	I-20 WEST	
	SR 6 (CAMP CREEK PARKWAY) TRUCK LANES	SR 70 (FULTON IND BLVD)	I-285 SOUTH	Roadway Capacity
		I-285 WEST	HERSCHEL ROAD	
	STONE HOGAN DRIVE EXTENSION	STEVE HOGAN DRIVE	NORTH DESERT DRIVE	
	VIRGINIA AVENUE CONNECTOR	US 29 (MAIN STREET)	I-85 SOUTH	
	WASHINGTON ROAD	SR 6 (CAMP CREEK PKWY)	DELOWE DRIVE	
		DELOWE DRIVE	LEGION WAY	

Source: Regional Transportation Plan, Atlanta Regional Commission

In late 2005, the U.S. Congress approved a six-year transportation bill that will award \$1 million dollars to the City of East Point for construction of Semmes Street. The Semmes Street Reconstruction Project will include much needed rehabilitation of Semmes Street as part of a greater Farley Creek Area project; East Point must raise the funds for additional sanitation, sewer, and storm water repairs.

The City currently has received funding for a Transportation Enhancement project along Main Street that will remove one lane of traffic, convert diagonal parking to parallel parking and widen the sidewalks on the west side of the street along the Central Business District.

In the year 2000, the City commissioned a thoroughfares plan. In that study, there are several roadway improvements that East Point has underway or is planning to implement in the near future. These improvements are indicated below.

- Welcome All Road – Widening from 2 lanes to 4 lanes, under construction
- Ben Hill Road – Widening from 2 lanes to 4 lanes, Currently under review by GDOT

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- Norman Berry Dr/Bobby Brown Pkwy – Streetscaping, beginning in some locations
- Washington Road – Sidewalk construction, Under design

Congested Management System Network (CMN)

The CMN identifies all of the roadway facilities in the region that are currently or forecasted to experience considerable levels of congestion. Some of these facilities are also considered to be regionally significant by virtue of their importance to regional mobility. Mitigating congestion on these facilities is a priority for the Atlanta Region. ARC has forecasted which facilities would be the most congested by the year 2030. This list takes into consideration the forecasted 2030 population and assumes that no new transportation projects are implemented (worst case/no-build scenario).

The following table lists the roadways which traverse East Point and are congestion priorities, according to the ARC. Roads listed on the Congested Management List are deemed as priority for the region and are listed in the Regional Transportation Plan.

Roads defined as <i>Congested</i> in the Congestion Management			
Congested Facility	From	To	Problems/Causes
Camp Creek Pkwy	I-285 West	Hershel Rd	Heavy Peak Period Volumes, Heavy Truck Volumes
Cleveland Ave	City of Atlanta	Paint St	Heavy Peak Period Volumes
Harrison Rd	Central Ave	Virginia Ave	Heavy Peak Period Volumes
I-285 South	Clayton County Line	Dekalb County Line	Heavy Peak Period Volumes
I-85 South	I-75/I-85	I-285 South	Heavy Peak Period Volumes
I-85 South	I-285 South	Coweta County Line	Heavy Peak Period Volumes
SR 29	Driftwood Rd	Coweta County Line	Heavy Peak Period Volumes
Virginia Ave	I-85 South	Main St	Heavy Peak Period Volumes
Washington Rd	Stone Rd	Camp Creek Pkwy	Heavy Peak Period Volumes

Source: Congestion Management System, Atlanta Regional Commission

A helpful means of identifying potential congestion points is offered by the ARC's regional transportation model and levels of service analyses. The maps on the following page offer a thematic representation of existing (2005) and future (2030) congestion during the evening rush hour, or "PM Peak." Areas or intersections which stand out in red are choke points of unacceptable traffic congestion, whether existing or anticipated.

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In reference to the 2005 graphic, notable routes of congestion include:

- I-85, I-285, and Camp Creek Parkway
- Lakewood Freeway (Westbound)
- Main Street and Sylvan Road (both Southbound)

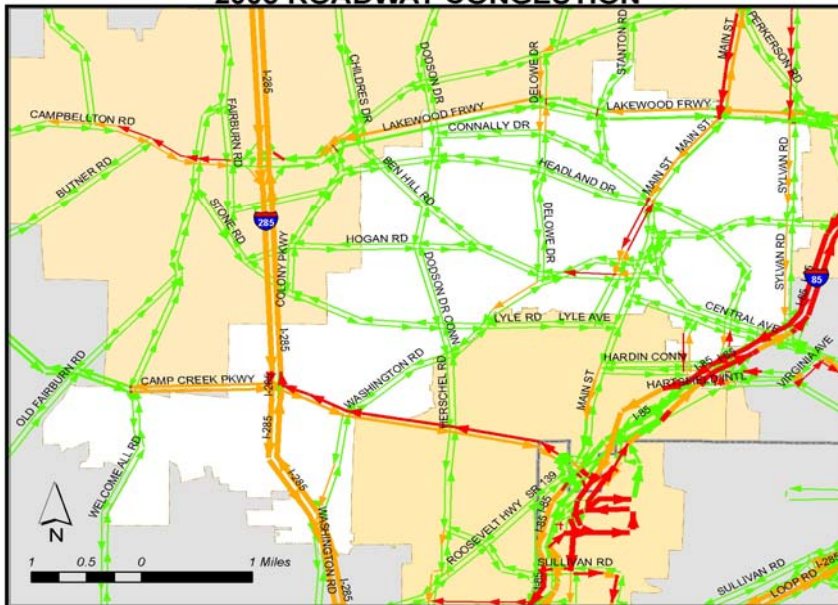
The 2030 model incorporates the aforementioned TIP improvements to the area road network. Despite these improvements, the model forecasts decreasing levels of service of the above roadways and notably adds segments of the following roads:

- Dodson Drive, Cleveland Avenue, Church Street, Taylor Street
- Willingham Dr, Virginia Ave, Harrison Rd

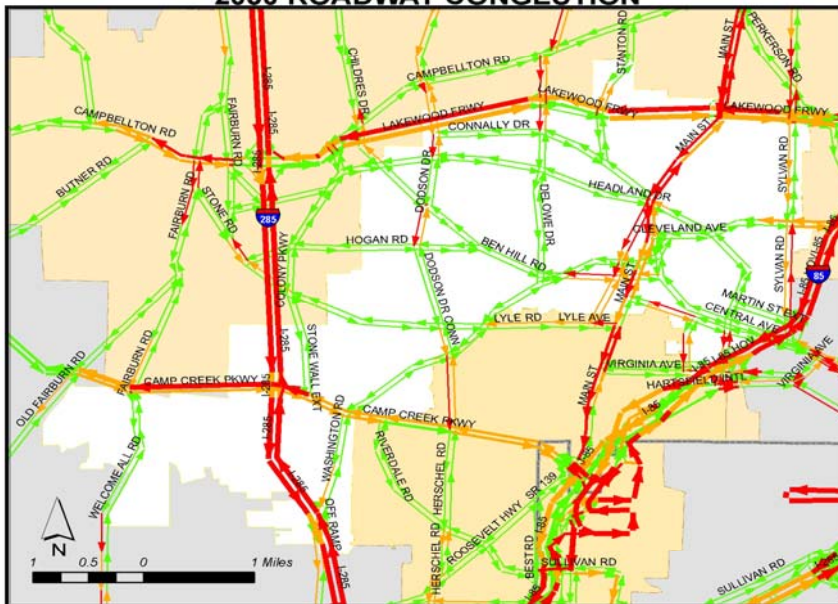
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2005 ROADWAY CONGESTION



2030 ROADWAY CONGESTION



Vehicle to Capacity Ratio at PM Peak

LOS A-C	LOS D	LOS E-F
Volume < 5,000	Volume < 5,000	Volume < 5,000
Vol. 5,000 - 10,000	Vol. 5,000 - 10,000	Vol. 5,000 - 10,000
Volume > 10,000	Volume > 10,000	Volume > 10,000

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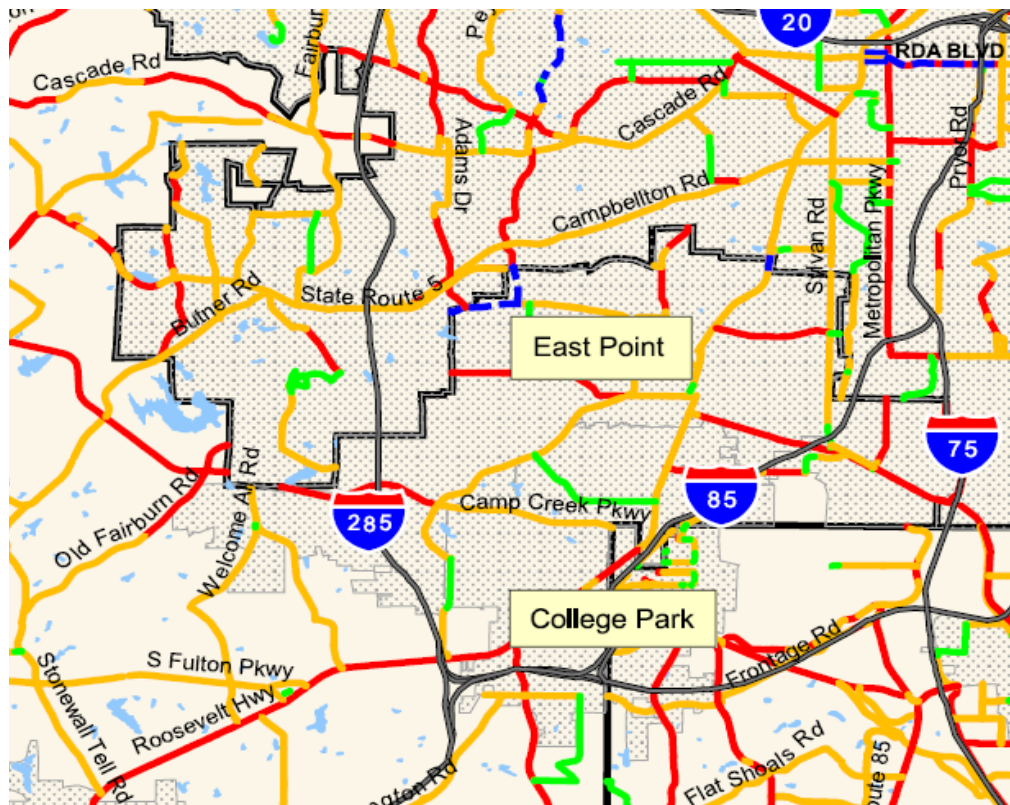
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Alternative Modes


Bicycle Facilities

Two bike routes appear to serve East Point. One route runs north/south from the Lakewood MARTA station to the airport. This route is also suggested by the Lakewood-Ft. McPherson Livable Centers Initiative Plan. The second bicycle route follows Irene Kidd Drive and Headland Avenue.

Bicycle Suitability Analysis



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Element 8 – Land Use

There are three maps included in this section of the assessment. They include:

- Existing Land Use Map
- Areas Requiring Special Attention
- Community Character Area Map

The purpose of these maps are to include a basic inventory and initial assessment based on these inventory's to create an initial Community Character Area Map which can be presented and modified by the public during the development of the Community Agenda.

Existing Land Use Map

An existing land use map is a map that identifies the current uses on the ground. This existing land use map was updated by inventorying the current conditions on the ground. The methodology used to complete this inventory was accomplished through windshield surveys/site visits, and examination of aerial photography. The results of this information were compiled into one map (Existing Land Use Map) and depict the current land use types for East Point.

This inventory was tabulated into acreage for each of the major land use categories/types. The existing land use distribution table is included below and each category is expressed as a percentage of the total city area. Overall, this survey and the map are useful for identifying existing estimated land use acreage and potential available land for future development.

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Existing Land Use - City of East Point		
Existing Land Use	Acres	%
Low Density Residential	3,822.0	41.5%
Medium Density Residential	135.6	1.5%
High Density Residential	590.3	6.4%
Commercial	888.8	9.6%
Office/Professional	744.6	8.1%
Public/Institutional	246.1	2.7%
Light Industrial	861.1	9.3%
Heavy Industrial	102.8	1.1%
Transportation/Communication/Utilities	270.8	2.9%
Parks/Recreation/Conservation	152.4	1.7%
Vacant/Unused	1,401.0	15.2%
TOTAL	9,215.5	100.0%

The majority of the existing land use for the city is made up of residential usage at 49.4% of the land usage. The majority of the residential land is classified as low density residential. A large amount of land is designated as vacant/unused. The definitions of the Existing Land Use categories are found below:

Low Density Residential. The predominant use of land within the low density residential category is for single-family detached homes on individual lots.

Medium Density Residential. The predominant use of land within this category are for duplex units located sporadically throughout a neighborhood or townhome units located within a planned community.

High Density Residential. The predominant use of land within this category are for apartment units/ communities.

Commercial. The category is for land dedicated to non-industrial business uses, including retail sales, service and entertainment facilities, organized into general categories of intensities. Commercial uses may be located as a single use in one building or grouped together in a shopping center of office building.

Communities may elect to separate office uses from other commercial uses, such as retail, service or entertainment facilities.

Light Industrial. This category is for land dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities.

Heavy Industrial. This category is for land dedicated to manufacturing facilities, mining or mineral extraction activities, or other similar uses.

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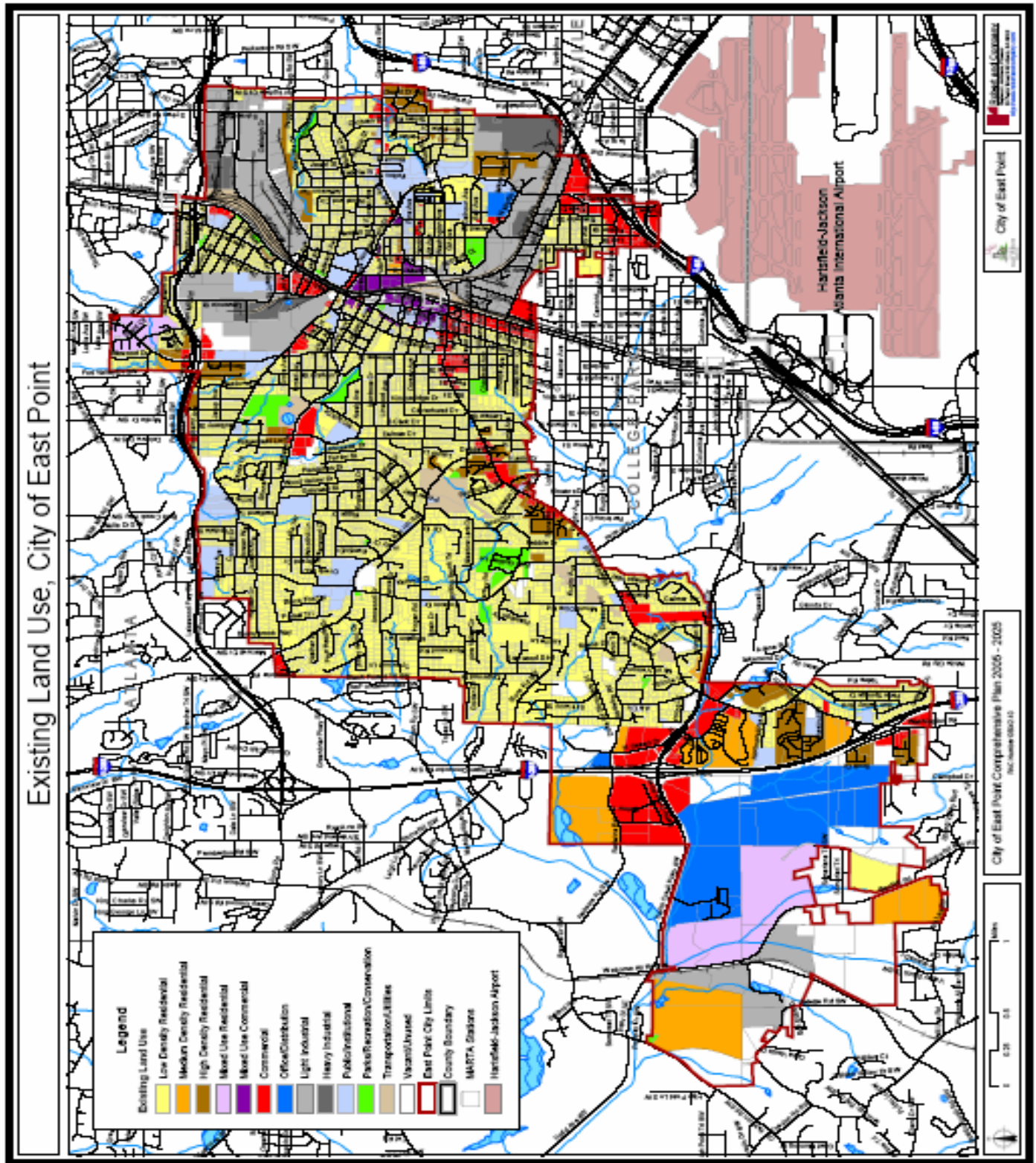
Public/Instructional. This category includes certain state, federal or local government uses, and institutional land uses. Government uses include city halls and government building complexes, police, fire and court buildings, libraries, post offices, schools, military installations, senior service centers. General office buildings containing government offices are included in the commercial category.

Park/Recreation/Conservation. This category is for land dedicated to active or passive recreational uses. These areas may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers or similar uses.

Transportation/Communication/Utilities. This category includes such uses as major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, telephone switching stations, airports, or other similar uses.

Undeveloped/Vacant/Unused. This category is for lots or tracts of land that are served by typical urban public services (water, sewer, etc.) but have not been developed for a specific use or that has since been abandoned.

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Areas Requiring Special Attention

After the existing land use patterns, past studies and trends were evaluated, certain areas were identified as follows:

- Areas of significant natural or cultural resources, particularly where these are likely to be intruded upon or otherwise impacted by development;
- Areas where rapid development or change of land uses is likely to occur;
- Areas where the pace of development has and/or may outpace the availability of community facilities and services, including transportation;
- Areas in need of redevelopment and/or significant improvements to aesthetics or attractiveness (including strip commercial corridors);
- Large abandoned structures or sites, including those that may be environmentally contaminated;
- Areas with significant infill development opportunities (scattered vacant sites);
- Areas of significant disinvestments, levels of poverty, and/or unemployment substantially higher than average levels for the community as a whole.

East Point Town Master Plan Identified key areas of the city:

- Downtown,
- Camp Creek Parkway,
- The Fourth Ward

Central Business District / **Downtown** Core - mixed-use, transit-oriented development desired, center of government activities

The **Camp Creek Parkway** area was already home to extensive industrial and commercial development. New development plans call for a retail center of 700,000 square feet, a business park of 6.5 million square feet and mixed income Traditional Neighborhood Residential Development including 243 homes, 37 townhouses, and 58 live/work units. There is a considerable surge in residential development near the Camp Creek Marketplace, the city's more commercial area. A Tax Allocation District in the area offers an innovative means to fund infrastructure improvements.

The **Fourth Ward**, southeast of downtown East Point and adjacent to the airport, is now a decayed brownfield, or land polluted by previous industrial developments or uses. The city wants developers to build a mixed-use village that would feature residential, commercial, hotel and entertainment development.

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There are four primary areas of industrial use within the City of East Point:

- (1) in the northeast corner, along Milledge and Oakleigh;
- (2) in the southeast corner, along Central;
- (3) in the southwest corner, along Welcome All Road near Camp Creek Parkway; and
- (4) along Lawrence Street, in the downtown core.

There seems to be much discussion throughout the City of East Point about the future of the **Lawrence Street** area and what its use should ultimately be. It is clear that this area had once been active, but it seems that the construction of Langford Parkway severed much of its access. Presently, there is basically one way in and one way out via Lawrence Street, which makes its vitality and competitiveness as an industrial hub lacking. There are several vacant buildings in this area; few industrial tenants remain active. Most agree that the current active industrial tenants should be worked with to relocate their operations. While it is not uncommon for residential to build up around old industrial, and shortly thereafter, the new residents complain when the industrial uses continue to be their neighbors, this is not the case with the adjacent Colonial Hills neighborhood. Since much of this industrial area is vacant and abandoned properties, and its location and access do not seem to be competitive any longer, it may make sense to relocate the active tenants and change the use of this land. This area represents one of the most significant brownfield redevelopment opportunities in the City.

The East Point Town Master identified ten pedestrian oriented developments that are clustered developments within walking distance from an activity center.

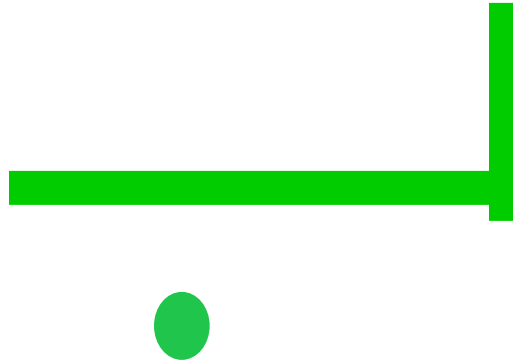
A map which identifies all of the Areas Requiring Special Attention is shown on the following page. This map is crucial for identifying where certain priority areas need to be focused by the local government for redevelopment, and protection. Categories identifying special areas of attention are listed below.

- ☒ Significant Cultural Resources - Corresponds to the DCA Category "Areas of significant natural or cultural resources"
- ☒ Rapid Development Center - DCA "Areas where rapid development or change of land uses is likely to occur."
- ☒ Commercial Redevelopment/Improvement Areas - DCA "Areas in need of redevelopment and/or significant improvements to aesthetics or attractiveness"
- ☒ Large Underutilized/Contaminated Sites - DCA ":(large abandoned structures or sites, including those that may be environmentally contaminated"

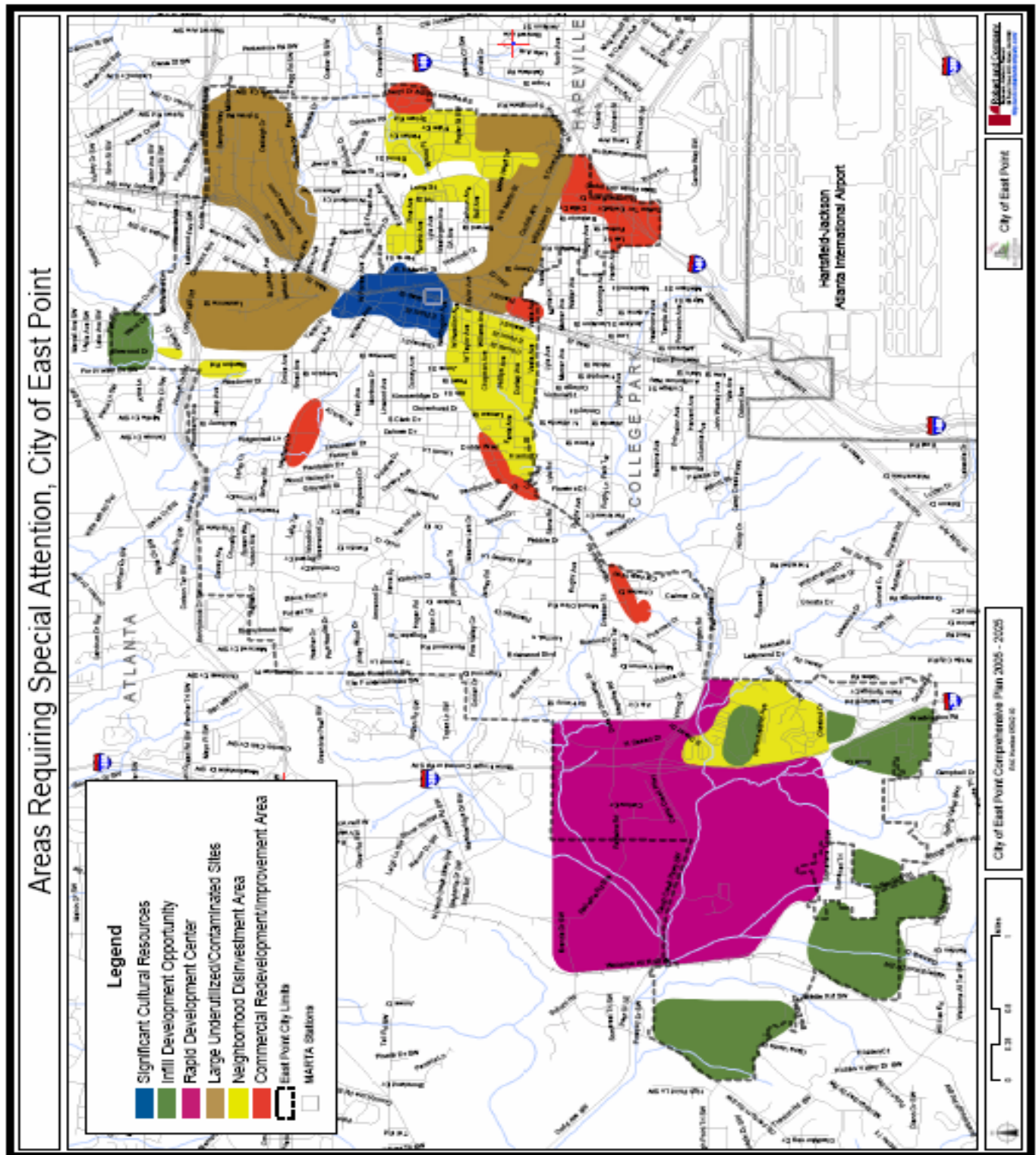
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- ☒ Infill Development Opportunity - DCA "Areas with significant infill development opportunities"
- ☒ Neighborhood Disinvestment Area - DCA "Areas of significant disinvestment, levels of poverty, and/or unemployment"



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Character Areas

A character area is a specific geographic area within the community that:

- Has unique or special characteristics to be preserved or enhanced (such as downtown, a historic district, a neighborhood, or a transportation corridor);
- Has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern); or
- Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.)

The Character Area Map in the Community Assessment Chapter will correlate closely with the Existing Land Use Map. The existing Character Areas for the City are identified and these areas cover the entire community, including the areas requiring special attention identified above and existing community sub-areas for which plans have already been prepared.

Whereas the Character Area Map in this Chapter will concentrate upon the Existing Land Use Map to show existing conditions, the Character Area Map in the Community Agenda will concentrate upon the Future Land Use Map and the ideal conditions for the next twenty five years.

Each character area is a planning sub-area within the community where more detailed, small-area planning and implementation of certain policies, investments, incentives, or regulations may be applied in order to preserve, improve, or otherwise influence its future development patterns in a manner consistent with the community vision.

An Existing Character Area Map is attached and the definitions below apply to the map. This map will be refined as a primary focus of discussion for the public participation process which will create a Future Character Area map. The Existing Character Area Map was developed by the consulting professionals and city staff based on the inventoried data including: past Master Plans and Strategic Planning Studies, environmental conditions and existing development conditions.

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CHARACTER AREA	APPROXIMATE LOCATION	DEVELOPMENT STRATEGY
Downtown	<u>North Termini:</u> Norman Berry Drive <u>South Termini:</u> Washington Avenue <u>East Termini:</u> Church Street <u>West Termini:</u> Martin Street Main Street is the center of the Downtown area.	Downtown should include relatively high-density mix of retail, office, services, and employment to serve a regional market area. Residential development should reinforce the traditional town center through a combination of rehabilitation of historic buildings in the downtown area and compatible new infill development targeted to a broad range of income levels, including multi-family townhomes, apartments, lofts, and condominiums.
Intown Areas Build out	Center of the City	Foster retrofitting of these areas to better conform with traditional neighborhood development (TND) principles. This includes creating neighborhood focal points by locating schools, community centers, or well-designed small commercial activity centers at suitable locations within walking distance of residences.
Intown Areas Developing	West of Welcome All Road Southeast of Railroad Tracks at Southern tip of the City	Promote moderate density, traditional neighborhood development (TND) style residential subdivisions. New development should be a master-planned with mixed-uses, blending residential development with schools, parks, recreation, retail businesses and services, linked in a compact pattern that encourages walking and minimizes the need for auto trips within the subdivision.
Major Highway Corridor	<u>Camp Creek Parkway:</u> from Welcome All Road to Hilltop Drive <u>Cleveland Avenue:</u> from Pine Avenue to 1-85 <u>Lakewood Freeway:</u> from Maxwell Drive to Eastern city limit <u>Central Avenue:</u> from West city limit to East city limit	Maintain a natural vegetation buffer (at least 50 feet in width) along the corridor. All new development should be set-back behind the buffer, with access roads, shared driveways or inter-parcel road connections providing alternate access roads, shared driveways or inter-parcel road connections providing alternate access to these developments and reducing curb cuts and traffic on the main highways.
Intown Corridor	<u>Main Street:</u> from North city limit to South city limit <u>Washington Street:</u> from 6 th Street to Pine Avenue	Gradually convert corridor to attractive boulevard with signage guiding visitors to mixed use nodes around the community and concentrating on creating a pedestrian-oriented environment.
Future Activity Center	Northeast section of city. East of Main Street along Central Avenue. West of 1-	Includes relatively high-density mix of retail, office, services, and employment to serve a regional market area. Also includes a diverse mix of higher-density housing

COMMUNITY ASSESSMENT *EXECUTIVE SUMMARY*

CHARACTER AREA	APPROXIMATE LOCATION	DEVELOPMENT STRATEGY
	285.	types. Focuses on a pedestrian oriented environment with walkable connections between different uses.
Historic Area	West of Main Street to DeLowe Drive. East of Main Street to East City Boundary.	Protect historic properties from demolition and encourage rehabilitation with appropriate incentives, including National Register of Historic places designation and potential local historic district designations, which also enable eligibility for citizens to receive tax incentive for tax incentives.
Industrial		Develop or, where possible, retrofit as part of planned industrial park having adequate water, sewer, storm-water, and transportation infrastructure for all component uses at build-out.
Declining Neighborhood	South of Washington Road to the southern city limits	Focus on strategic public investments to improve conditions, appropriate infill development on scattered vacant sites, and encouraging more homeownership and maintenance or upgrade of existing properties. Public assistance and investment should be focused where needed to ensure that the neighborhoods become more stable, mixed-income community with a larger percentage of owner-occupied housing.
Greenspace	➤ Recreational areas. ➤ Multi-use trails.	Includes recreational areas and network of greenways (multi-use paths) connecting them, set aside for pedestrian and bicycle connections between schools, churches, recreation areas, city centers, residential neighborhoods and commercial areas.
Employment Center	South of E. Cleveland Avenue east of Long Street. Along Welcome All Road. Camp Creek Parkway Corridor. South Boundary.	Encourage greater mix of uses (such as retail and services to serve office employees) to reduce automobile reliance/use on site. Focus upon encouraging pervious paving and screening or cars and other unattractive aspects of businesses as well as buffers to separate from adjacent uses.
Commercial Redevelopment Area	Areas along: ➤ Washington Road ➤ Headland Drive ➤ I-85 ➤ Vesta Avenue ➤ Cleveland Avenue	Older commercial centers will be retro-fitted to be more aesthetically appealing, and therefore, perhaps also more marketable to prospective tenants by: <ul style="list-style-type: none"> ➤ Building new commercial structures at the street front ➤ Upgrading the appearance of existing older commercial buildings with façade improvements ➤ Reconfiguring parking lots and

COMMUNITY ASSESSMENT

EXECUTIVE SUMMARY

CHARACTER AREA	APPROXIMATE LOCATION	DEVELOPMENT STRATEGY
		<p>automobile circulation routes</p> <ul style="list-style-type: none">➤ Provide pedestrian and bicycling amenities➤ Add landscaping and other visual aesthetics.

COMMUNITY ASSESSMENT EXECUTIVE SUMMARY

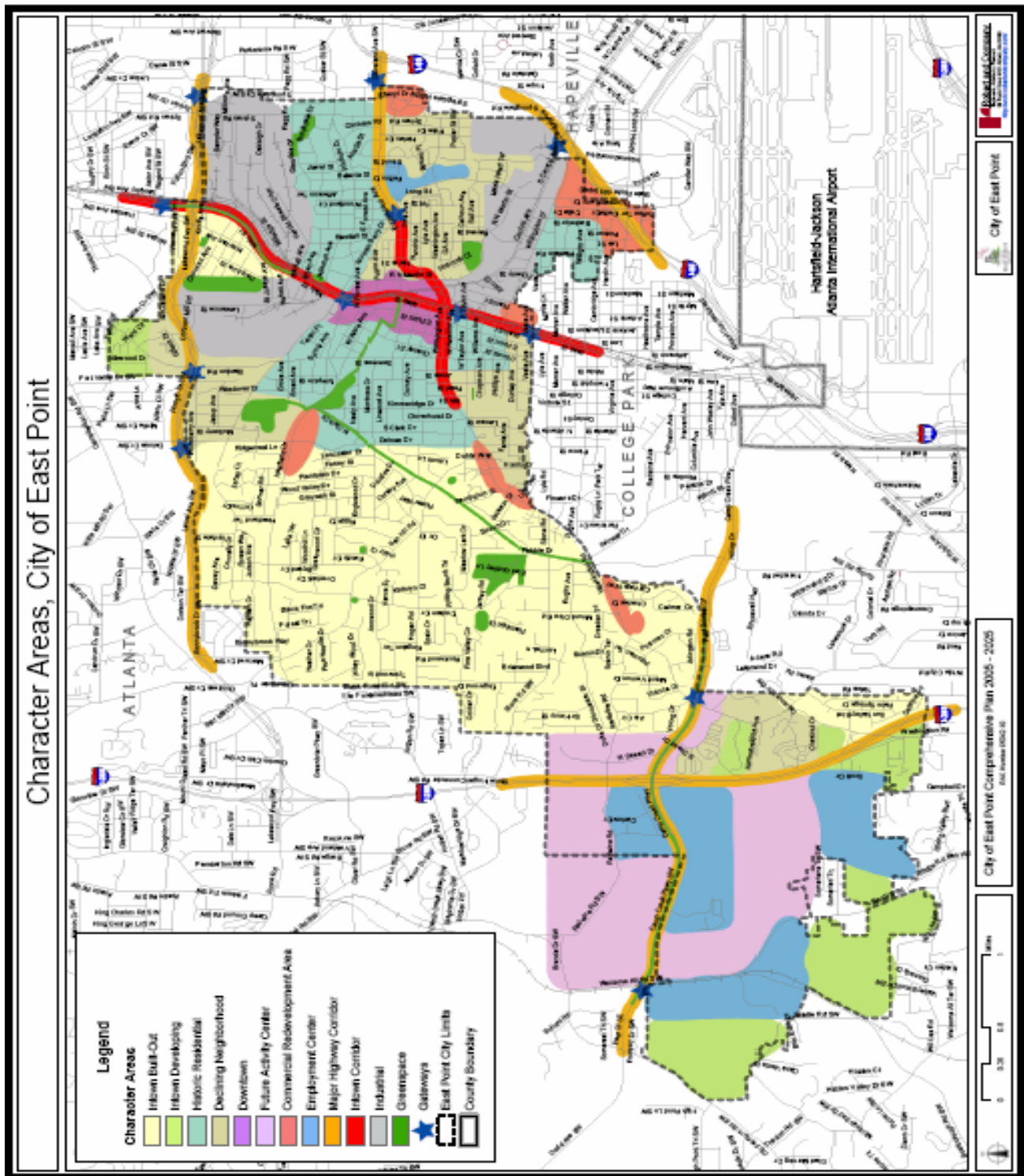


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East Point 2026 Comprehensive Plan

1.1 Community Assessment - Population

CHAPTER 1 – APPENDIX: SUPPORTING DATA ANALYSIS

1.1 POPULATION

Current and Projected Future Population

The following tables and charts illustrate the current and projected conditions of East Point's population. As shown in Table 1.1.1, the City's population has seen a resurgence of growth in recent years, following an 8.2 percent population decline from 1980 to 1990. During the same period between 1980 and 1990, Fulton County's population increased by 10 percent and South Fulton's population increased by 15.2 percent. However, all three "Tri-Cities" areas experienced population decline. The decline in the Tri-Cities area during the 1970s and 1980s is attributable to interstate construction and the expansion of Hartsfield-Jackson International Airport.

East Point's growth trends reversed between 1990 and 2000, as the City experienced a 15.1 percent increase in population, which exceeds the rest of the growth in the Tri-Cities region and South Fulton County (13.2%). Fulton County's percent change in growth surpassed East Point's growth during the 1990 to 2000 decade (25.7%).

Table 1.1.1
Historic Population 1980-2000, East Point and Surrounding Areas

Jurisdiction	1980	% Change 80-90	1990	% Change 90-00	2000	% Change 80-00
East Point	37,486	-8.2%	34,402	15.1%	39,595	5.6%
Atlanta	425,022	-7.9%	391,243	6.4%	416,478	-2.0%
College Park	24,632	-15.8%	20,732	-1.8%	20,354	-17.4%
Hapeville	6,166	-11.1%	5,483	12.7%	6,180	0.2%
Fulton County	589,904	10.0%	648,951	25.7%	816,006	38.3%
South Fulton	31,720	15.2%	36,538	13.2%	41,345	30.3%
State of Georgia	5,457,566	18.7%	6,478,216	26.4%	8,186,453	50.0%

Source: US Census Bureau



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During the 20-year period between 1980 and 2000, East Point experienced an overall population increase of 5.6 percent. As Table 1.1.1 shows, this growth is significantly less than the percent change in population during the same period for Fulton County and South Fulton (38.3% and 30.3%), but it exceeds the growth in the other two Tri-Cities areas as well as in the City of Atlanta (-2.0%). The State of Georgia has experienced an overall population increase of 50 percent in the past 20 years.

As Table 1.1.2 displays, East Point's population is currently 40,707, which represents a 2.8 percent increase over the year 2000. The metropolitan Atlanta region's renewed interest in "in-town" living will likely contribute to East Point's continued population growth in the coming years. According to Fulton County's Comprehensive Plan and forecasts by the Atlanta Regional Commission, population growth in East Point is expected to continue through 2025 (Table 1.1.2). By 2025, the City's population is expected to reach 52,763. This amounts to a 33.3% population increase between 2005 and 2025.

Table 1.1.2

Projected Population 2000-2025, City of East Point

	2000	2005	2010	2015	2020	2025
Population	39,595	40,707	44,704	47,579	50,021	52,763

Source: Fulton County Comprehensive Plan

Fulton County's population growth is expected to continue through 2025 as well, but it is not expected to continue at the rate it has experienced in the past five years. Although the Tri-Cities region has not experienced the explosive population growth that much of the metro region has seen in the past few decades, the *Fulton County Comprehensive Plan* projects the population in the Tri-Cities region to grow steadily through the year 2025. Chart 1.1.1 illustrates the projected steady increase in East Point's population through the year 2025.

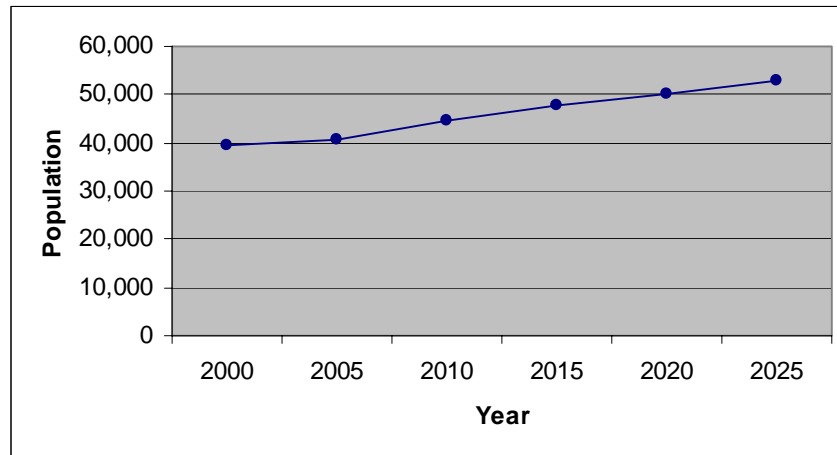


East Point 2026 Comprehensive Plan

1.1 Community Assessment - Population

Chart 1.1.1

Projected Population 2000-2025, City of East Point



Source: Fulton County Comprehensive Plan

As the demand for “in-town living” in the Atlanta metro region is renewed, reinvestment into urban areas and infill development is a growing trend. With this inclination for urban living and the City’s 2004 Livable Centers Initiative study, the City of East Point is a likely target for in-migration and continued population growth.

Table 1.1.3

Daytime Population, City of East Point

Total resident population	Total workers working in the place	Total workers living in the place	Estimated daytime population	Daytime population change due to commuting		Workers who lived and worked in the same place		Employment residence ratio
				Number	Percent	Number	Percent	
39,595	12,126	16,909	34,812	-4,783	-12.1	1,715	10.1	0.72

Source: US Census Bureau

The daytime population refers to the City’s resident population plus the daytime visitors to the City (both overnight guests in hotels and daytime tourists), plus workers that commute into the City for work, minus the residents that commute out of East Point for work. As noted in Table 1.1.3, the City’s estimated daytime population (34,812) is less than the total resident population (39,595), which equates to an employment-residence ratio of 0.72.



East Point 2026 Comprehensive Plan

1.1 Community Assessment - Population

Table 1.1.3 also indicates that there are a total of 16,909 East Point residents in the workforce, and a total of 12,126 jobs in East Point (includes jobs held by residents and those living outside of the City). This suggests that there is a smaller daytime population than total resident population in the City—an overall 12.1 percent decrease in the City's population during working hours. Table 1.1.3 also indicates that only 10 percent of the City's population works *and* lives in East Point. The low percentage of residents who work locally points to a poor match between the jobs available in East Point and the skills of the City's labor force. However, because of the City's excellent transportation access and proximity to major job centers residents of East Point do have access to employment opportunities.

Table 1.1.4

Households 2000, East Point and Surrounding Areas

	Households	Household Population	Average Household Size	Group Quarters Population
East Point	14,479	39,157	2.7	438
Atlanta	168,267	387,527	2.3	28,947
College Park	7,887	20,216	2.56	166
Hapeville	2,373	6,174	2.6	6
Fulton County	321,242	784,622	2.44	31,384

Source: Fulton County Comprehensive Plan

Table 1.1.4 indicates that in the year 2000, there were 14,479 total households in the City of East Point. With a total population of 39,157 in 2000, the average household size was 2.7 persons. This household size is slightly higher than the City's surrounding areas, including the other Tri-Cities, Atlanta, and Fulton County. Household size has increased from an average of 2.5 persons per household in 1980 to 2.8 persons in 2005, and is forecasted to increase. Projections in Table 1.1.5 indicate that by 2025, there will be an average of 2.90 persons per household.

The number of households and average household size are important because they reflect the City's need for housing. The population residing within group quarters, however, is not included in the household population. The population living in group quarters in East Point in 2000 was 438 persons (1.1%). This number includes the portion of the population living in correctional facilities, nursing homes, mental care hospitals, juvenile institutions, college dormitories, military barracks, and homeless shelters.



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1.1 Community Assessment - Population

Table 1.1.5
Historic and Projected Average Household Size 1980-2025,
City of East Point

1980	1990	2000	2005	2010	2015	2020	2025
2.52	2.55	2.69	2.73	2.78	2.82	2.86	2.90

Source: Georgia Department of Community Affairs, Planbuilder

The increase in East Point's household size differs from national, state, and county-wide trends, as the average household size at these other levels of comparison has gradually decreased over time. Fulton County's household size has decreased from 2.54 persons per household in 1980 to 2.37 persons per household in 2005. Projections indicate that the county's downward trend will continue through the year 2025. East Point's above-average household size and its projected increase in average household size indicate that it is a family-oriented community in the midst of significant growth. However given declining average household size throughout Fulton County and the nation as a whole, there is the possibility for a reversal of this historic trend. Furthermore, the residents driving the "back to town" movement have typically been young, single professionals who reside in small nonfamily households. Thus, future average household sizes may be dependent on the scale of neighborhood redevelopment in East Point.

Age Distribution of Current and Future Population

The age distribution of the population in East Point indicates that the City is a young community. Almost 25 percent of the population is under age 15, 33 percent of the population is under age 19, and 50 percent of the population is under age 30. As shown in Table 1.1.6 and Chart 1.1.2, the largest percent of the population falls into the 25 to 29 age group. This is a shift from 1990 in the most dominant age group. The largest percent of the population was in the 30 to 34 age group in 1990. The median age of residents in East Point is only 30. Age distribution affects a variety of needs and services as the City plans for future housing, commercial, public institutions, and recreational facilities.

East Point 2026 Comprehensive Plan

1.1 Community Assessment - Population

Table 1.1.6

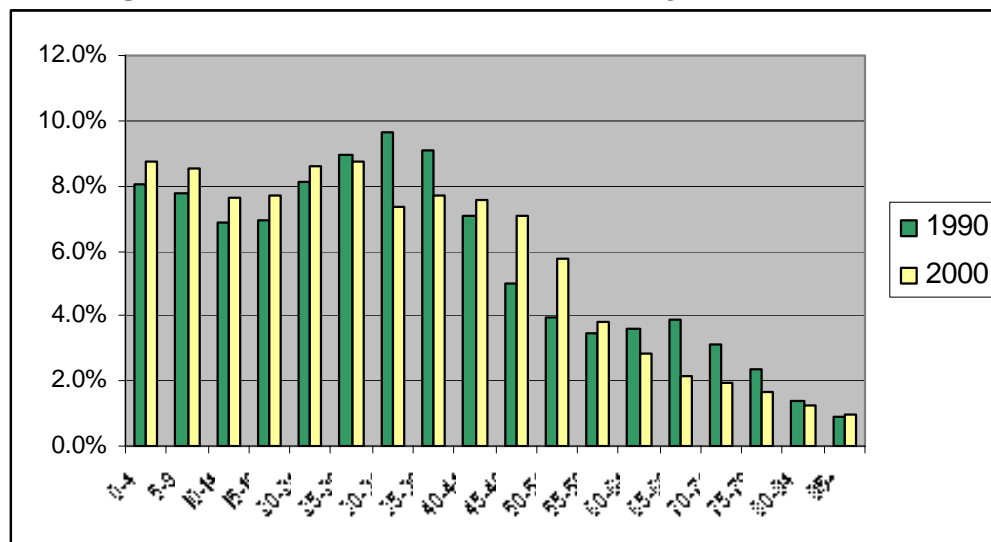
Age Distribution 1990-2000, City of East Point

Age Group	1990	%	2000	%
0-4	2,767	8.0%	3,457	8.7%
5-9	2,669	7.8%	3,389	8.6%
10-14	2,373	6.9%	3,012	7.6%
15-19	2,384	6.9%	3,048	7.7%
20-24	2,786	8.1%	3,401	8.6%
25-29	3,078	8.9%	3,469	8.8%
30-34	3,309	9.6%	2,905	7.3%
35-39	3,116	9.1%	3,043	7.7%
40-44	2,444	7.1%	2,991	7.6%
45-49	1,708	5.0%	2,808	7.1%
50-54	1,349	3.9%	2,269	5.7%
55-59	1,183	3.4%	1,524	3.8%
60-64	1,246	3.6%	1,133	2.9%
65-69	1,336	3.9%	852	2.2%
70-74	1,062	3.1%	757	1.9%
75-79	800	2.3%	667	1.7%
80-84	477	1.4%	488	1.2%
85+	315	0.9%	382	1.0%
TOTAL	34,402	100.0%	39,595	100.0%

Source: US Census Bureau

Chart 1.1.2

Age Distribution 1990-2000, City of East Point



Source: US Census Bureau



East Point 2026 Comprehensive Plan

1.1 Community Assessment - Population

Table 1.1.7 illustrates that the largest group of residents living in East Point are in the “Family Forming” age group, which composes 31.3 percent of the City’s total population (12,408 persons). The table also shows a significant number of school-age children in the City’s population composition and a below-average proportion of the population falling in the “Retirement” and “Older Seniors” life stages. Eight percent of the City’s population is 65 or over, which is less than the 11.6 percent total in those life cycles in 1990.

The proportion of residents in all age groups between 0 and 24 increased between 1990 and 2000 (12,979 to 16,307). This percentage of young residents is higher than the national average. Additionally, the “Family Forming” and “College/Singles” age groups (43.2% total) are consistent with the County’s percentage of the same age groups in 2000 (46.1%).

Table 1.1.7

Age by Life Stage 1990-2000, City of East Point

Age Group/Life Stage	1990	%	2000	%
0-4 (Preschool)	2,767	8.0%	3,457	8.7%
5-17 (School Age)	6,435	18.7%	8,154	20.6%
18-24 (College/Singles)	3,777	11.0%	4,696	11.9%
25-44 (Family Forming)	11,947	34.7%	12,408	31.3%
45-64 (Peak Earning)	5,486	15.9%	7,734	19.5%
65-74 (Retirement)	2,398	7.0%	1,609	4.1%
75 and Over (Older Seniors)	1,592	4.6%	1,537	3.9%
TOTAL	34,402	100.0%	39,595	100.0%

Source: US Census Bureau

Table 1.1.8 indicates that the overall growth of the population in the younger age distributions will increase slightly through the year 2010, and are then predicted to even out or decline slightly by 2025. Overall, the Georgia Department of Community Affairs predicts steady proportions in the age group distribution for the City in the next 20 years, with no significant fluctuations in the age ranges.



East Point 2026 Comprehensive Plan

1.1 Community Assessment - Population

Table 1.1.8

Projected Age Distribution 2000-2025, City of East Point

Age Group	2000	2005	2010	2015	2020	2025
0 – 4 Years Old	8.7%	8.9%	9.1%	9.2%	9.2%	9.3%
5 – 13 Years Old	16.2%	16.6%	16.9%	17.1%	17.3%	17.4%
14 – 17 Years Old	4.4%	4.2%	4.1%	4.0%	3.9%	3.8%
18 – 20 Years Old	5.1%	5.1%	5.2%	5.2%	5.2%	5.2%
21 – 24 Years Old	6.8%	6.6%	6.3%	6.2%	6.1%	6.0%
25 – 34 Years Old	16.1%	15.6%	15.1%	14.9%	14.6%	14.5%
35 – 44 Years Old	15.2%	15.9%	16.5%	16.8%	17.1%	17.2%
45 – 54 Years Old	12.8%	13.2%	13.6%	13.8%	14.0%	14.1%
55 – 64 Years Old	6.7%	6.3%	5.9%	5.7%	5.5%	5.4%
65 and over	7.9%	7.6%	7.3%	7.2%	7.1%	7.0%

Source: Georgia Department of Community Affairs

Implications

The anticipated shifts in the age distribution of residents in East Point are not predicted to change significantly in the next 20 years. The population in the older age groups is projected to gradually decline, as is the percent of population in the 21 to 34 year old age group. The youngest age group classifications are predicted to increase gradually. Changes in the age distribution, however, are not large enough to warrant major policy changes or City improvements. It is important to note that as the younger population ages, the working labor force and the demand for jobs will increase. The existing and continued concentration of population in child and parent or “family” age cohorts presents a continued need for programs and services that support families.



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1.1 Community Assessment - Population

Race and Ethnicity

Table 1.1.9
Racial and Composition and Hispanic Origin 1980-2000,
City of East Point

Category	1980	%	1990	%	2000	%
White alone	21,245	56.7%	10,881	31.6%	6,376	16.1%
Black or African American alone	15,876	42.4%	22,823	66.3%	30,949	78.2%
American Indian and Alaska Native alone	52	0.1%	74	0.2%	80	0.2%
Asian or Pacific Islander	197	0.5%	249	0.7%	280	0.7%
other race	116	0.3%	375	1.1%	1,910	4.8%
TOTAL	37,486	100.0%	34,402	100.0%	39,595	100.0%
Persons of Hispanic origin	414	1.1%	653	1.9%	2,998	7.6%

Source: US Census Bureau

The racial composition in East Point is largely made up of African Americans. The number of African Americans in the City increased from 22,823 in 1990 to 30,949 in 2000 (66.3% and 78.2% of the City's total population). The next largest group by race is the White population, which makes up 16.1 percent of the population. The majority of the population in East Point was White in 1980 (56.7%) and 42.4 percent were Black. The racial composition of the City has now reversed, and the gap in the percent of population between the African American and White groups has continued to widen. African Americans, as a percentage of population, have increased from 42.4 percent of the population in 1980, to 78.2 percent in 2000. Meanwhile, the White population has declined from 56.7 percent of the population in 1980 to 16.1 percent of the population in 2000. The percentage of the City's population made up of other races has also increased, as shown in Chart 1.1.3.

Hispanic origin is listed separately from race because it reflects a cultural ethnicity rather than a racial difference. In accordance with national and state-wide trends, the Hispanic population in East Point has multiplied in the



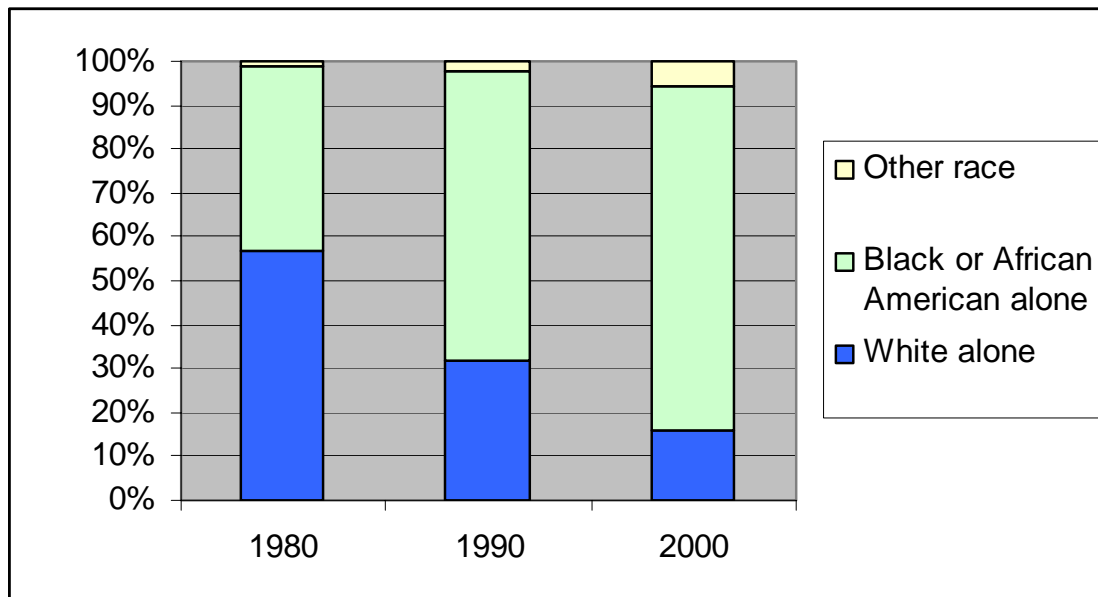
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past ten years. The Hispanic population has grown from 653 persons in 1990 to 2,998 persons in 2000 (1.9% to 7.6% of the population). Given trends at the national and regional level, it is expected that the City's ethnic diversity will continue to rise.

Chart 1.1.3

Racial Composition 1980-2000, City of East Point



Source: US Census Bureau

Implications

The increasingly diverse racial structure of the City is likely to have implications for the types of goods and services demanded in the City's commercial developments, as well as for publicly-provided services in schools and in the community. As the Hispanic population in particular rises, there will be a growing need in the City for educating non-English speaking residents. In accordance with these statistics, it is reasonable for East Point to anticipate gradual changes in the City's overall make-up and for future services to be catered to a wider range of cultures.

Income and Poverty Levels

The median household income in East Point is \$31,874 and the median family income is \$36,099. The median per capita income for the City is



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\$15,175 (Table 1.1.11). The median household income is comparable to the other two areas in the Tri-Cities region, but is significantly lower than the

median income in Fulton County, which is \$47,321 (Table 1.1.10). This is also lower than the state and national median incomes, \$42,433 and \$41,994 respectively. East Point's household income with inflation adjustments for 1989 was \$35,990, which indicates that there was a 12.9 percent decrease in the City's income levels in the decade from 1989 to 1999. Meanwhile, the median incomes of Fulton County, College Park and Hapeville all saw increases in their adjusted income levels from 1989 to 1999. East Point had a comparable income to Fulton County in 1989, but fell behind in the ten-year period from 1989 to 1999. At the same time, the City's household income dropped while the County's income grew by almost 15 percent.

Table 1.1.10

Median Household Income 1989-1999, East Point and Surrounding Areas

	Median Household Income in 1989	Median Household Income in 1989 (Inflation Adjusted to 1999 \$)	Median Household Income in 1999	% Change In Inflation Adjusted Median Household Income 1989-1999
East Point	\$ 26,787	\$ 35,990	\$ 31,874	-12.9%
Atlanta	\$ 22,275	\$ 29,928	\$ 34,770	13.9%
College Park	\$ 22,194	\$ 29,819	\$ 30,846	3.3%
Hapeville	\$ 24,865	\$ 33,407	\$ 34,158	2.2%
Fulton County	\$ 29,978	\$ 40,277	\$ 47,321	14.9%

Source: US Census Bureau



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1.1 Community Assessment - Population

Table 1.1.11

Per Capita Income 1989-1999, East Point and Surrounding Areas

	1989	1989 (Inflation Adjusted to 1999 \$)	1999	% Change in Inflation Adjusted Per Capita Income
East Point	\$ 12,508	\$ 16,805	\$ 15,175	-10.7%
Atlanta	\$ 15,279	\$ 20,528	\$ 25,772	20.3%
College Park	\$ 10,370	\$ 13,933	\$ 14,371	3.1%
Hapeville	\$ 12,280	\$ 16,499	\$ 15,793	-4.5%
Fulton County	\$ 18,452	\$ 24,791	\$ 30,003	17.4%

Source: US Census Bureau

As Table 1.1.12 displays, the majority of households in East Point earned an annual income between \$20,000 and \$29,999 in 1999 (18.9%). The percent of the population with this income has remained consistent since 1989. Approximately 13 percent of households in East Point have an annual income lower than \$10,000, which is the second largest percent of households in an income category in the income distribution. Approximately 54 percent of households had an income greater than \$30,000 in 1999, which translates into a 45 percent increase in average household income levels since 1989. The percentage of households with incomes greater than \$40,000 all increased in the ten-year period, while the percent of households with incomes under \$40,000 all remained consistent or declined. Chart 1.1.4 illustrates the differences between the 13 income categories and the variations between the income distribution in 1989 and in 1999.

East Point 2026 Comprehensive Plan

1.1 Community Assessment - Population

Table 1.1.12

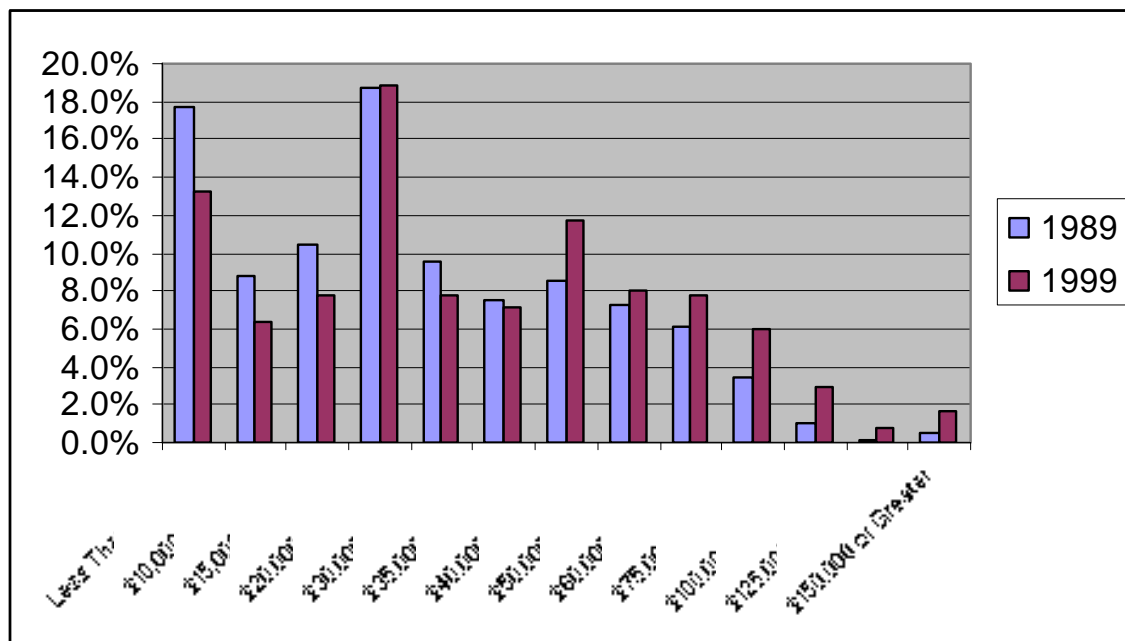
Household Income Distribution 1989-1999, City of East Point

Category	1989	%	1999	%
Total	13,304	100.0%	14,484	100.0%
Income less than \$10,000	2,360	17.7%	1,917	13.2%
Income \$10,000 - \$14,999	1,173	8.8%	920	6.4%
Income \$15,000 - \$19,999	1,394	10.5%	1,127	7.8%
Income \$20,000 - \$29,999	2,494	18.7%	2,739	18.9%
Income \$30,000 - \$34,999	1,264	9.5%	1,125	7.8%
Income \$35,000 - \$39,999	1,004	7.5%	1,041	7.2%
Income \$40,000 - \$49,999	1,143	8.6%	1,697	11.7%
Income \$50,000 - \$59,999	961	7.2%	1,157	8.0%
Income \$60,000 - \$74,999	821	6.2%	1,131	7.8%
Income \$75,000 - \$99,999	466	3.5%	860	5.9%
Income \$100,000 - \$124,999	138	1.0%	416	2.9%
Income \$125,000 - \$149,999	12	0.1%	113	0.8%
Income \$150,000 or more	74	0.6%	241	1.7%

Source: US Census Bureau

Chart 1.1.4

Household Income Distribution 1989-1999, City of East Point



Source: US Census Bureau



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Poverty status is determined through a comparison of income and family size and the number of children present. The nationwide cost of living estimate for 1999 was \$13,290 for three-person families. Table 1.1.13 shows the poverty level status by age group for the City of East Point in 1989 and 1999. Approximately one-fifth of the population in East Point was below the poverty level in 1999 (20.7%), which is a higher percent of the population below the poverty level than in 1989 (16.9%). The City's percent of impoverished population exceeds that of Fulton County (15.7%). Additionally, the City's percentage of population under age 17 was relatively high (8.9%) in comparison to Fulton County, which had a youth poverty level of 5.7 percent. The percent of the population below the poverty line increased for all age groups from 1989 to 1999, with the exception of the 65 years and older age classification.

Table 1.1.13

Poverty by Age Group 1989-1999, City of East Point

	1989		1999	
Total (population with poverty status determined)	33,896	% of Population	38,966	% of Population
Income in 1999 below poverty level:				
Under 5 years	5,720	16.9%	8,083	20.7%
5 to 17 years	765	2.3%	1,350	3.5%
18 to 64 years	1,500	4.4%	2,089	5.4%
65 years and older	2,922	8.6%	4,212	10.8%
	533	1.6%	432	1.1%

Source: US Census Bureau

Implications:

The median household income in the City of East Point dropped substantially (in adjusted dollars) from 1989 to 1999. The disparity in income levels in the City is increasing, which indicates that East Point may be undergoing early stages of gentrification. There were more residents earning higher incomes in 1999, but a lower median income, indicating that the incomes of residents in the middle income ranges have lower overall incomes than they did in 1989.

The City has a lower median income than both Fulton County and the State of Georgia. The per capita income in East Point has also decreased in real dollars while poverty rates have increased. Over time, the concentration of lower income households in the City may be cause to consider increasing its



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capacity to connect citizens with appropriate service organizations. Large concentrations of low income residents also increase the need for social services and police protection overall.

Educational Attainment

Educational attainment figures for the City of East Point for the years 1980 through 2000 are displayed in Table 1.1.14. The percentage of population without a high school diploma has decreased from 1980 to 2000 in East Point (15.7% to 7.7%), while the number of high school graduates and those with “some college” has increased in the past two decades. Seventy-six percent of the City’s population is a high school graduate or higher, and 17.7 percent have a bachelor’s degree or higher. The number of high school graduates and college graduates in the City has increased since 1980, while the percent of the population with graduate or professional degrees has remained fairly constant over the past 20 years.

Table 1.1.14

Educational Attainment 1980-2000, City of East Point

Category	1980	%	1990	%	2000	%
Less than 9th Grade	3,544	15.7%	2,118	9.8%	1,755	7.7%
9th to 12th Grade (No Diploma)	4,464	19.7%	3,877	17.9%	3,723	16.3%
High School Graduate (Includes Equivalency)	6,966	30.8%	6,454	29.9%	7,458	32.6%
Some College (No Degree)	4,160	18.4%	4,297	19.9%	4,956	21.6%
Associate Degree	NA	NA	969	4.5%	955	4.2%
Bachelor's Degree	2,141	9.5%	2,755	12.8%	2,756	12.0%
Graduate or Professional Degree	1,356	6.0%	1,134	5.2%	1,298	5.7%

Source: Georgia Department of Community Affairs

Table 1.1.15 and Chart 1.1.5 display the educational attainment of East Point along with other regional comparisons, including Atlanta, Fulton County, and the State of Georgia. Compared with the surrounding areas and regions, East Point has a higher percentage of population without a high school diploma than the comparison areas. East Point also has a higher percentage of persons with only a high school diploma than Atlanta, the



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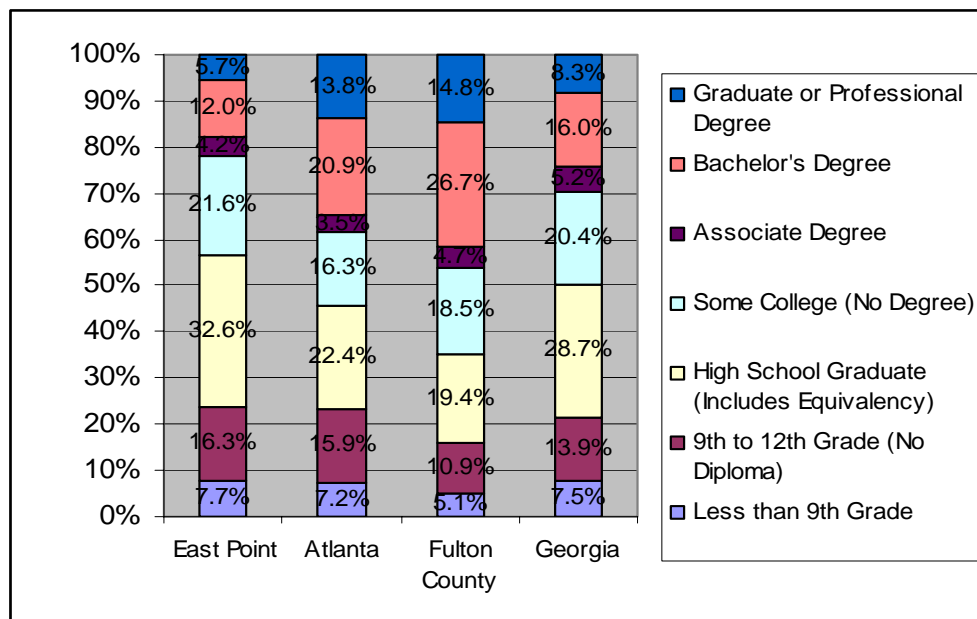
County and the State. The City also has fewer people with bachelors, graduate, or professional degrees than surrounding areas.

Table 1.1.15
Educational Attainment 2000, East Point and Surrounding Areas

Category	East Point	Atlanta	Fulton County	Georgia
Less than 9th Grade	7.7%	7.2%	5.1%	7.5%
9th to 12th Grade (No Diploma)	16.3%	15.9%	10.9%	13.9%
High School Graduate (Includes Equivalency)	32.6%	22.4%	19.4%	28.7%
Some College (No Degree)	21.6%	16.3%	18.5%	20.4%
Associate Degree	4.2%	3.5%	4.7%	5.2%
Bachelor's Degree	12.0%	20.9%	26.7%	16.0%
Graduate or Professional Degree	5.7%	13.8%	14.8%	8.3%

Source: Georgia Department of Community Affairs

Chart 1.15 Educational Attainment 2000, East Point and Surrounding Areas



Source: Georgia Department of Community Affairs



1.2 ECONOMIC DEVELOPMENT

Supporting Analysis of Data and Information

Data and information were evaluated over a 20-year planning time frame in order to confirm the validity of potential issues and opportunities and recommended character areas identified.

Sources of data, information, and maps include:

- Department of Community Affairs (DCA)
- Regionally compiled data
- Regional forecasts
- Regional plans
- Transportation data contained in approved regional plans

Significant aspects of the evaluation are presented in the summary report and include those pieces of information which:

- substantiate or illustrate the potential issues or opportunities identified;
- uncover new issues or opportunities not previously identified;
- document significant local trends that need to be brought to the attention of decision-makers;
- support or suggest the need for adjustments to the delineation of recommended character areas (for example, to avoid intrusion into environmentally sensitive areas).

Detailed evaluations, data, and maps shall be presented in an appendix.



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Economic Development Detailed Analysis

After an introductory profile and summary of the regional economic context, the next section presents trends and issues relating to the economic characteristics of the City of East Point, including:

- **ECONOMIC BASE.** The various sectors or industries that constitute the City of East Point's economy in terms of their relative importance and impact have been evaluated, including the City of East Point's place in the larger economies of the state and the nation. Tabulated information includes:
 - Employment by Industry
 - Comparisons to the Tri-Cities area, Fulton County, Atlanta region, state and nation
- **LABOR FORCE.** Characteristics of the City of East Point's labor force have been evaluated, including employment status, occupations, personal income, wages and commuting patterns. Tabulated information includes:
 - Employment Status
 - Occupations
 - Personal Income
 - Wages
 - Commuting Patterns
- **ECONOMIC RESOURCES.** The development agencies, programs, tools, education, training and other economic resources available to the City of East Point's businesses and residents have been evaluated. Tabulated information includes:
 - Development Agencies
 - Programs
 - Tools
 - Education
 - Training



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- **ECONOMIC TRENDS.** Economic trends that are ongoing in the City of East Point have been evaluated, including which sectors, industries or employers are declining and which are growing. Tabulated information includes:
 - Sector Trends

- **UNIQUE ECONOMIC SITUATIONS, MAJOR EMPLOYERS AND IMPORTANT NEW DEVELOPMENTS FOR THEIR IMPACT ON THE CITY OF EAST POINT HAVE ALSO BEEN EVALUATED.**
 - Major employers
 - Important New Developments
 - Unique Economic Situations



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1.2 Community Assessment – Economic Development

Community Profile

East Point got its name from being the "east" terminus point of the Atlanta and West Point railroads. Incorporated in 1887 and beginning as an industrial city, East Point has emerged as the city for businesses, communities and families. Currently a city of 40,000 residents, East Point sports three recreational complexes, Fort McPherson Army Base, four (4) major financial institutions, six (6) hotels, a velodrome, five (5) elementary schools, two (2) middle schools, one (1) award winning magnet high school, three (3) Christian schools, one (1) college, a transit station, and an award winning hospital to name a few. As a selling point to all of its businesses, East Point boasts its own municipal water reservoir, which results in lower utility costs. As a Millennium City and Community of the future, East Point is prepared to serve business development needs and the citizens that serve its communities.

East Point offers many advantages to new and existing businesses.

- No impact fees on new development
- A 100% property tax exemption on all three class of manufacturer's inventory (firm's location must be within city limits)
- Approximately 2.3 million square feet of office/warehouse/distribution space within the City's commercial/industrial areas
- Designated as a Main Street City
- 10 minutes drive from the heart of downtown Atlanta
- 7 minutes from Hartsfield International Airport

One of our major attractions is transportation which is a key factor in any relocation and expansion decision. Named for being the railway point east of the Atlanta and West Point rail line, East Point now harbors all the major interstates and Hartsfield-Jackson Atlanta International Airport, the world's busiest airport. MARTA (Metropolitan Area Rail Transportation Authority) has a rail line stop in East Point before going to its final destination at the airport. In fact, CSX, Norfolk Southern, Burlington North and Amtrak still run right through the heart of the city.

Source: East Point Economic Development Department



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1.2 Community Assessment – Economic Development

Economic Context

The City of East Point began as a railroad town when it incorporated in 1887. Much of that history is evident today, particularly within the Study Area, which includes the Central Business District. The rich history is readily identifiable amongst the historic buildings, active rail, grid street pattern and architectural character of existing neighborhoods. The City of East Point had an active and vibrant downtown for many years. As rail's dominance in Atlanta was replaced by aggressive new interstate growth, East Point began its decline. When the MARTA line was constructed in the 1970s, many businesses were displaced and the investment actually served to sever the existing fabric of the downtown core.

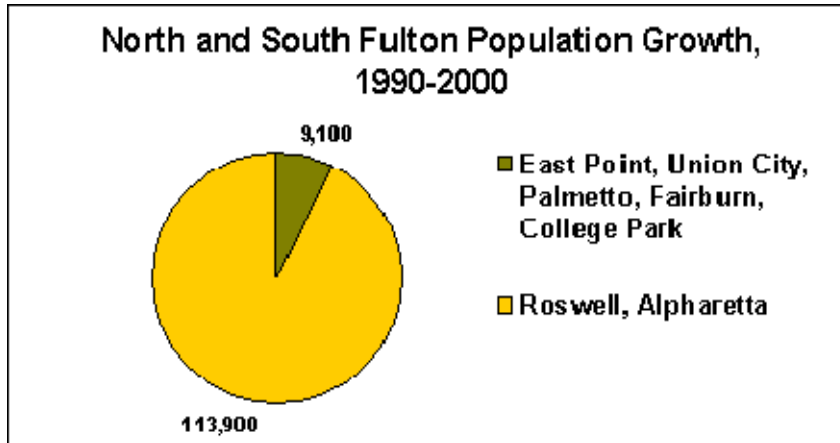
Subsequently, the area lost a great proportion of its residents, workers and visitors, due to development continuing in the outlying areas as greenfields were developed into new shopping centers, subdivisions and business parks. The city's location demonstrates the juxtaposition between urban development and massive suburban sprawl. These areas were basically "leap-frogged" during the 1980s and early 1990s as development occurred in suburban areas.

East Point, Fulton County's third largest city – behind Atlanta and Roswell – represents the imbalance in the economic and demographic growth of the northern and southern portions of the county. In the last decade, population growth in South Fulton's East Point, Union City, Palmetto, College Park and Fairburn was only eight percent that of Roswell's and Alpharetta's growth to the north.



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1.2 Community Assessment – Economic Development



Despite this relative lack of growth, East Point and Fulton County have worked diligently to focus new attention on and bring new investment into the area. With their Economic Development, Master Town Plan and Comprehensive plans, the County and City leadership have fostered a sense of urgency and generally pointed the way to increased investment and growth for this area.

Since the late 1990s, there has been a resurgence of interest in intown, urban areas, such as East Point. This renewed interest, and related revitalization efforts are evident in all of the Tri-Cities area, including East Point, College Park and Hapeville. Each of these communities has undertaken redevelopment efforts but each is progressing at a different rate. College Park has had success, due in part to the location of Woodward Academy, and all its related impacts. Additionally, they have had an aggressive position in acquiring real estate and helping to stimulate redevelopment by selling properties to select developers for good deals that have helped to spur more redevelopment. They have experienced much gentrification amongst their residential stock, particularly in the Rugby Avenue area, that has largely been led by Woodward families looking for homes to serve as their weekly base. Hapeville has an incredible daytime population of employees with the headquarters of Delta and an assembly plant for Ford within its city limits. While their residential redevelopment has been slower to take hold, it seems to be consistently increasing, in such neighborhoods as Virginia Park.



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1.2 Community Assessment – Economic Development

East Point was actually one of the first amongst the Tri-Cities to really take off, particularly in reference to outside developer interest. The redevelopment of the Buggyworks in the CBD and the development of Camp Creek Marketplace both indicate recognition of pent-up demand and market strength. There seems to have been a real surge in interest and development speculation in 2000 to 2002. Unfortunately, it seems that East Point went down a road familiar to many other communities. Market speculation soared artificially, and in turn, discouraged or completely halted, much pending development. Many developers left East Point without going through with potential projects because of bad press about politics, staff turnover, and instability of the development process. Whether those claims were real or merely perceived, they had the same effect, as the bottom seemed to drop out of redevelopment efforts.

However, that is not the case. Since prices were so artificially inflated, their drop appeared significant; in reality, the real net change between the market before the development speculation and after is still a marked increase. The real strength of the market is shown in the continuing phased development of Camp Creek Marketplace and all its spin-off development, as well as the successful adoption of the TAD that helped to spur that development.

There has not been significant investment in central East Point for several years. However, small-scale redevelopment projects and infill projects have been underway, and it seems that recently, developers have re-entered East Point's downtown core market. New businesses have been locating in the Central Business District, confirming its potential as a destination and viable marketplace. There has also been notable residential development in central East Point of late.

A continuing challenge for central East Point is to harness its potential and guide new development in a strategic and focused way to ensure quality results and sustainable success.

As mentioned, across the Atlanta Region, there has been a rediscovery of in-town living and the benefits of its location. Urban environments that had experienced population loss during the 1990s, as more people moved out to the suburbs, have seen an increase in population in the



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1.2 Community Assessment – Economic Development

last few years. The City of East Point, and its downtown core, has witnessed this transformation. Many of the aspects that make this a great community are the same elements that are now appearing on the “wish lists” of many potential buyers and renters, including:

- convenience to Downtown and Midtown Atlanta, Decatur and Cascade area;
- immediate access to two interstates and Hartsfield-Jackson International Airport;
- affordable alternative intown location;
- quality housing stock with character and architectural style;
- proximity to MARTA train station; and
- sense of community.

Previously economically challenged areas, or those that have experienced disinvestment, are being revitalized as people rediscover the qualities that made these urban environs attractive to residents and businesses originally. There is a significant opportunity to receive a good return on your investment, as well as becoming part of a true community. Throughout East Point, it is easy to identify the areas where residents are rehabilitating older homes, building new, infill housing, and reinvesting in the community (as in the neighborhoods of Semmes Park, Colonial Hills and Historic Conley Hills).

Additionally, the downtown core has also seen significant reinvestment in the last several years. A portion of the area received Main Street designation in 1999, and has been working since to establish a unique district identity, as well as a strong and diverse business base. It certainly seems that the area has gotten off to a solid start, but there is still much work to be done to ensure a balanced and diverse mix of tenants, as well as taking the next step to establishing the area as a true destination.

What follows is a collection of statistics and analytic summary from a variety of recent studies and regional sources of data. One limitation of the data is that local statistics represent just a small part of the regional economic profile. Because East Point is well connected to a regional network of roads and public transportation, the workforce is very mobile; thus, East Point's employers and labor force are not exclusively dependent. A second limitation is that certain data is not



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collected at the municipal level. Thus, some conclusions must be drawn from county-wide data.

Economic Base

Economic base statistics provide a profile of the East Point economy by comparing economic indicators of East Point with those of Fulton County, the state of Georgia, and the nation. Economic diversity is critical for a large dynamic economy if it is to withstand downturns and recessions in specific industries while offering a range of opportunities for job seekers and entrepreneurs. An expanded employment base is essential to sustainable growth. Fortunately, the city of East Point is not dependent on few major employers for its economic base.

Employment by Industry

East Point city: Employment by Industry			
Category	1980	1990	2000
Total Employed Civilian Population	17,211	16,519	17,300
Agriculture, Forestry, Fishing, hunting & mining	111	124	21
Construction	703	811	1,401
Manufacturing	2,332	1,720	1,365
Wholesale Trade	816	791	708
Retail Trade	2,786	2,630	1,943
Transportation, warehousing, and utilities	2,872	2,182	1,981
Information	NA	NA	628
Finance, Insurance, & Real Estate	1,240	1,237	1,188
Professional, scientific, management, administrative, and waste management services	793	945	1,688
Educational, health and social services	2,458	2,651	2,636
Arts, entertainment, recreation, accommodation and food services	903	162	1,773
Other Services	778	1,850	906
Public Administration	1,419	1,416	1,062

Source: U.S. Bureau of the Census (SF3)

Sector employment and business size data are collected through different methodologies, thus different geographies need to be used for comparison. In terms of sector employment, East Point, Tri-Cities and the Atlanta MSA all report similar proportions of employees in industry sectors. The primary differences are found in the Manufacturing, Transportation, and Professional Services industries.



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The concentration of Transportation and Warehousing in East Point and the Tri-Cities is due to the location of the airport and related businesses.

Employment by Industry Sector City of East Point			
Industry Sector	East Point	Tri-Cities	Atlanta MSA
Construction	8.1%	8.1%	8.0%
Manufacturing	7.9%	7.9%	11.1%
Wholesale trade	4.1%	3.6%	4.5%
Retail trade	11.2%	11.0%	11.9%
Transportation and warehousing, and utilities	11.5%	11.7%	6.9%
Information	3.6%	3.8%	5.0%
Finance, insurance, real estate, and rental and leasing	6.9%	7.2%	8.0%
Professional, scientific, management, administrative services	9.8%	10.4%	12.6%
Educational, health and social services	15.2%	14.1%	15.6%
Arts, entertainment, recreation, accommodation and food services	10.2%	11.6%	7.2%
Other services (except public administration)	5.2%	5.4%	4.7%
Public administration	6.1%	5.1%	4.2%

Source: LCI Study

Educational, health and social services are the largest sectors of employment for the City. These do not tend to be high-paying jobs. There is a close tie for second largest sector between Retail Trade and Transportation. Retail Trade is usually the lowest-paying sector as a rule, but Transportation tends to be among the highest-paying. Clearly, East Point is leveraging its location close to the airport.

Occupation	East Point	Tri-Cities	Fulton County	Atlanta MSA	Georgia	US
Sales and office occupations	30.8%	30.8%	27.7%	28.7%	26.8%	26.7%
Management, professional, and related occupations	23.2%	21.6%	43.6%	37.5%	32.7%	33.6%
Production, transportation, and material moving occupations	18.1%	18.0%	9.1%	11.6%	15.7%	14.6%
Service occupations	17.5%	18.4%	13.5%	12.1%	13.4%	14.9%
Construction, extraction, and maintenance occupations	10.4%	11.1%	6.0%	10.0%	10.8%	9.4%
Farming, fishing, and forestry occupations	0.1%	0.1%	0.2%	0.2%	0.6%	0.7%



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1.2 Community Assessment – Economic Development

Comparison to County and Region

Source: Fulton County Comprehensive Plan 2005-2025

East Point is located in Fulton County which boasts one of the strongest economies in Georgia. It is both stable and diverse. The County's stable economy helps workers, educators, investors, businesses, and the government, anticipate future economic conditions.

Fulton County and the Atlanta Region are expected to continue to grow and recent publications appear to support this continued growth. In 2004, Inc. Magazine ranked the Atlanta Region as the number one place to locate a business and it is rated as one of the best places for small business.

Places Rated Almanac's ranks the Atlanta area as the 33rd best metro area (of 354) in the United States and Woods & Poole Economics, Inc. lists the Atlanta region as second in the nation in job growth. The high educational attainment levels (84.0% of the population 25 years and over are high school graduates and 41.4% are college graduates) in the 2000 Census ranked Fulton 21st highest in the nation.

The Atlanta metropolitan area has a gross metropolitan product of 177.9 billion dollars (2002 figures from Global Insight) ranking it eighth in the nation. It is 32nd in the list of Gross Products of Countries and Metro Areas. It is above Indonesia, Denmark and Turkey, but just below Saudi Arabia (191.0 billion) and Poland.



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Labor Force

Employment Status

East Point Employment Status, 2000

Subject	Number	Percent
EMPLOYMENT STATUS		
Population 16 years and over	28,767	100.0
In labor force	18,985	66.0
Civilian labor force	18,960	65.9
Employed	17,300	60.1
Unemployed	1,660	5.8
Percent of civilian labor force	8.8	(X)
Armed Forces	25	0.1
Not in labor force	9,782	34.0

Source: 2000 US Census

The following section, taken from the Fulton County Comprehensive Plan 2005-2025, examines the employment status of the total labor force, the civilian labor force, the military labor force and the labor force participation by sex for Fulton County, Georgia and the US.

Between 1990 and 2000, Fulton County's labor force increased by 25% from 1990 in 344,956 to 431,553 in 2000. In 2000, 67.7% of the population was in the labor force, a slight reduction from 1990. An increase in the civilian labor force was balanced by a small decrease in armed forces.

However, employed civilians decreased from 62.9% in 1990 to 61.6% in 2000. The unemployment rate increased from 4.64% in 1990 to 6.0% in 2000. The male labor force decreased from 75.4% to 75.2% and the female labor force also decreased from 61.1% in 1990 to 60.7% in 2000. Male unemployment was higher than female labor force unemployment. According to the 2003 American Community Survey, the number of people in the labor force was 428,193, a decline from the 2000 figure.



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Table 2-17: Fulton County Labor Force Participation in 1990 – 2000				
Category	1990		2000	
	Number	Percent	Number	Percent
In Labor Force	344,956	67.8%	431,553	67.7%
Civilian Labor Force	343,768	67.6%	430,872	67.6%
Civilian Employed	320,149	62.5%	392,627	61.6%
Civilian Unemployed	23,619	4.6%	38,245	6.0%
In Armed Forces	1,188	0.23%	681	0.1%
Not in Labor Force	163,638	37.2%	205,464	32.2%
Total	508,594	100%	637,017	100%
Males				
In Labor Force	179,749	75.4%	232,858	75.2%
Civilian Labor Force	178,793	75.0%	232,343	75.0%
Civilian Employed	166,991	70.0%	211,687	68.3%
Civilian Unemployed	11,802	4.9%	20,656	6.7%
In Armed Forces	956	0.4%	515	0.2%
Not in Labor Force	58,637	24.6%	76,832	24.8%
Total Males	238,386	100%	309,690	100%
Females				
In Labor Force	165,207	61.1%	198,695	60.7%
Civilian Labor Force	164,975	61.0%	198,529	60.6%
Civilian Employed	153,158	56.7%	180,940	55.3%
Civilian Unemployed	11,817	4.4%	17,589	5.4%
In Armed Forces	232	0.1%	166	0.0%
Not in Labor Force	105,001	38.9%	128,632	39.3%
Total Females	270,208		327,327	
Source: US Bureau of Census – Georgia Plan Builder				

In the US, Georgia and Fulton County, the percent of the population in the labor force decreased slightly between 1990 and 2000. However, the decline was sharper in the US and Georgia than in Fulton County. In 2000, Fulton County had a higher percentage of its population in the civilian labor force (67.6%) than the US (63.4%) and Georgia (65%) and conversely a smaller percentage of its labor force in the armed forces (US-0.5%, Georgia-1.0%, and Fulton-0.1%). The percent of employed civilians decreased in the US, Georgia and Fulton County. The percentage of the population not in the labor force increased in the US and in Georgia and remained unchanged in Fulton County. Similarly, the male civilian labor force decreased slightly in the US and Georgia and remained unchanged in Fulton County. In 2000, Fulton County had a higher percentage of the female population in the labor force (60.7%) than the US (57.5% and Georgia (55.6%). However, between 1990 and 2000, the percentage of females in the labor force decreased in Fulton County from 61.1% in 1990 to 60.7% in 2000 and increased in US and Georgia.



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Table 2-18: Employment Status in USA, Georgia and Fulton County, 1990-2000

Category	1990			2000		
	US	Georgia	Fulton	US	Georgia	Fulton
In Labor Force	65.3%	67.9%	67.8%	63.9%	66.0%	67.7%
Civilian Labor Force	64.4%	66.4%	67.6%	63.4%	65.0%	67.6%
Civilian Employed	60.3%	62.6%	62.9%	59.7%	61.4%	61.6%
Civilian Unemployed	4.0%	3.8%	4.6%	3.7%	3.6%	6.00%
In Armed Forces	0.9%	1.5%	0.2%	0.5%	1.0%	0.1%
Not In Labor Force	34.7%	32.1%	32.2%	36.0%	33.9%	32.2%
Male Civilian Labor Force	72.8%	73.9%	75%	69.8%	71.2%	75%
Male Civilian Unemployed	4.6%	3.80	4.9%	3.9%	3.5%	6.6%
Female in Labor Force	56.8%	55.8%	61.1%	57.5%	55.6%	60.7%
Female Civilian Unemployed	3.5%	3.8%	4.3%	3.3%	3.6%	5.4%

Source: US Bureau of Census- Georgia Plan Builder

Fulton County has a higher percentage of the population in the labor force than the US and Georgia. This may be due to the large number of jobs in the County. The number of jobs has been a magnet for population growth. When the number of jobs decreases, those relocating to Fulton County for job related reasons may also decrease. The higher percentage of females in the Fulton County labor force compared to the State and the US may be because Fulton County has a higher percentage of its population that is college educated and because the County has a diverse job base that is able to offer employment opportunities to women. In addition, the higher cost of living may require women to enter and stay in the labor force. The percentage of the labor force in the armed services may decrease if Fort McPherson is closed and may increase in Georgia if the recommendations of the Base Realignment Commission are implemented.

Unemployment

Fulton County's labor force is defined as persons employed over the age of 16 years old. The number of employed residents has consistently increased from 1990 to the latest current information available in March 2005 from the Georgia Department of Labor. The number of unemployed and the employment rate decreased from a high 25,215 people and a rate of 7.4% in 1992 until 2000 when 15,117 were unemployed and the unemployment rate was 3.7%. With a recession and the loss of jobs, in technology, retail trade and construction, the number of unemployed increased to 29,332 and the unemployment rate increased to 6.7% in 2003. With the improvement in the economy in 2004, the unemployment rate fell to 5.5%.



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Table 2-19: Fulton County Labor Statistics

Year	Labor Force	Employed	Unemployed	Unemployment Rate
1990	341,032	321,756	19,276	5.7%
1995	363,188	343,427	19,761	5.4%
2000	410,281	395,164	15,117	3.7%
2003	436,798	407,466	29,332	6.7%
2004	433,218	409,309	23,909	5.5%
2005	427,044	402,932	24,112	5.6%

Source: Georgia DOL, DCA

Georgia, Fulton County and the other counties in the Atlanta Region have experienced a lower unemployment rate than the US since 1994. However, Fulton County had the highest unemployment rate in the ten county region between 1994 and 2000. Since 2003, Clayton County had the highest unemployment rate in the Atlanta Region while Fayette County had the lowest unemployment rate.

Table 2-20: Unemployment Rates for US, Georgia and Atlanta Region

Government	1994	1995	1996	1997	1998	1999	2000	2003	2004	2005*
US	6.1%	5.6%	5.4%	4.9%	4.5%	4.2%	4.0%	6.3%	5.6%	5.2%
Georgia	5.2%	4.9%	4.6%	4.5%	4.2%	4.0%	3.7%	5.4%	4.6%	5.0%
Fulton	5.8%	5.4%	5.0%	4.6%	4.1%	3.9%	3.7%	6.7%	5.5%	5.6%
Dekalb	5.4%	4.9%	4.4%	4.5%	4.1%	3.9%	3.6%	6.5%	5.5%	5.5%
Cobb	4.2%	3.6%	3.0%	3.0%	2.7%	2.6%	2.5%	4.7%	4.1%	4.3%
Clayton	5.6%	5.1%	4.5%	4.1%	3.8%	3.5%	3.6%	6.9%	5.8%	5.8%
Gwinnett	3.7%	3.2%	2.8%	2.6%	2.5%	2.4%	2.3%	4.6%	3.6%	4.2%
Rockdale	3.8%	3.4%	3.1%	3.2%	2.9%	2.5%	2.6%	5.0%	4.4%	5.3%
Henry	3.7%	3.4%	2.8%	2.6%	2.3%	2.0%	2.1%	4.9%	4.3%	4.5%
Douglas	4.0%	3.6%	3.2%	3.1%	3.0%	2.9%	2.7%	5.3%	4.7%	5.0%
Cherokee	3.4%	3.5%	2.6%	2.4%	2.2%	2.0%	2.0%	4.6%	3.7%	3.8%
Fayette	2.9%	2.6%	2.3%	2.3%	2.3%	1.8%	1.9%	3.5%	2.9%	3.9%

Source: Georgia Department of Labor *As of March 2005

Fulton County is the leading employment generator within the Atlanta region. In more recent years, the County still continues to experience a slightly higher unemployment rate relative to both the state and the U.S. One explanation for the unemployment rates is the job growth is continuously being exceeded by an even stronger growth in the size of the labor force. Fulton County's population is continuing to grow and therefore the size of the labor force is increasing as well.

One trend also influencing unemployment rates, within specific industries, is companies outsourcing their human resources overseas. The availability of inexpensive labor, in Asia and Central America, has caused layoffs in recent years within the technology and manufacturing industries. The Department of Economic Development is working to retain the existing technology industry within Fulton County.



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Another factor that may be contributing to the unemployment rate is the portion of the labor force with low skills and education. Fulton County is working to address unemployment/ underemployment for many of its residents through the department of Human Service's Workforce Development. The Department of Economic Development is also working to encourage private industries to develop training and re-training programs for high school drop outs.



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Occupations

Workers in East Point are predominately employed in sales and office occupations; with management and professional occupations and service occupations following as second and third. There is a key difference with the occupational proportions found in the Atlanta MSA, where the primary occupation is management and professional, followed by sales and office and then service. This is an important differentiation, as service occupations account for five percent more in East Point and Tri-Cities than the MSA average, and these are usually lower-paying jobs.

Occupation	East Point	Tri-Cities	Fulton County	Atlanta MSA	Georgia	US
Sales and office occupations	30.8%	30.8%	27.7%	28.7%	26.8%	26.7%
Management, professional, and related occupations	23.2%	21.6%	43.6%	37.5%	32.7%	33.6%
Production, transportation, and material moving occupations	18.1%	18.0%	9.1%	11.6%	15.7%	14.6%
Service occupations	17.5%	18.4%	13.5%	12.1%	13.4%	14.9%
Construction, extraction, and maintenance occupations	10.4%	11.1%	6.0%	10.0%	10.8%	9.4%
Farming, fishing, and forestry occupations	0.1%	0.1%	0.2%	0.2%	0.6%	0.7%

Personal Income

The per capita income (perhaps the most important statistic to review in terms of understanding how a community is really doing) in East Point's downtown core is just 57% of the national average; this reinforces the circumstance of gentrification, as new residents move in with higher incomes, becoming neighbors with community members that earn sometimes significantly lower incomes.

The per capita income for the residents of East Point in 1990 was \$12,508. This amount was less than the county's per capita income of \$18,452 and less than the state's average of \$13,631.

In 1999, the per capita income for the city in 1999 was estimated to be \$15,175, Fulton County's rose to \$30,003 and Georgia's rose to \$21,154.



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City of East Point Income Levels

Income Level	1980	1990	2000
Less than \$5000	14.25	8.3	N/A
\$5,000-9,999	18.09	9.44	13.24
\$10,000-\$14,999	17.82	8.82	6.35
\$15,000-19,999	13.79	10.48	7.78
\$20,000-\$29,999	10.57	18.57	18.91
\$30,000-\$34,999	8.21	9.5	7.77
\$35,000-\$39,999	6	7.55	7.19
\$40,000-\$49,999	3.23	8.59	11.72
\$50,000-\$59,999	1.89	7.22	7.99
\$60,000-\$74,999	1.42	6.17	7.81
\$75,000-\$99,999	1.73	3.5	5.94
\$100,000 or more	0.87	1.68	5.34

20.7% of the population and 17.2% of families are below the poverty line. Out of the total people living in poverty, 30% are under the age of 18 and 13.6% are 65 or older.

City of East Point Poverty

Subject	Number below poverty level	Percent below poverty level
POVERTY STATUS IN 1999		
Families	1,614	17.2
With related children under 18 years.	1,377	23.8
With related children under 5 years.	903	35.4
Families with female householder, no husband present	1,166	29.1
With related children under 18 years.	1,089	36.3
With related children under 5 years.	724	53.2
Individuals	8,083	20.7
18 years and over	4,644	16.8
65 years and over	432	13.6
Related children under 18 years	3,403	30.0
Related children 5 to 17 years	2,053	26.0
Unrelated individuals 15 years and over.	2,147	26.3

Source: 2000 US Census



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Wages

Wage data for East Point was unavailable. The following summary and assessment of the average weekly wages paid in 12 economic sectors for Georgia and Fulton County for 1990, 1995 and 1999 was taken from Fulton County's Comprehensive Plan 2005-2025.

- Average weekly wages provide a measure of average earning levels per worker for each economic sector.
- Overall, weekly wages for all employment sectors were higher in Fulton County than in Georgia.
- The weekly wages in both grew between 1990 and 1999.
- Fulton County's weekly wages grew 22% from \$529 to \$647 between 1990 and 1995 and grew 29% from \$647 to \$834 between 1995 and 1999.
- In 2003, the average weekly wage in Fulton County was \$960, and increase of 12% from 1999.
- In the State of Georgia, wages grew by 20% between 1990 and 1995 and by 24% between 1995 and 1999.
- The highest wages in 1999 for both Fulton County and the State of Georgia were in FIRE (Fulton \$1,185 and Georgia \$900) wholesale (Fulton \$1,141 and Georgia \$932) and TCU (Fulton \$1,111 and Georgia \$895) sectors.
- Manufacturing had high weekly wages in Fulton County (\$1,006) and mining had strong wages in Georgia (\$866).
- The weekly wages in the services sector (\$784 in Fulton and \$611 in Georgia), the sector with the highest employment in both Fulton County and Georgia, were below the average for all industries.
- The largest increases in weekly wages between 1990 and 1999 in both Fulton County and Georgia were in the FIRE, manufacturing, TCU, wholesale and mining sectors.
- Weekly wages in the federal government showed strong gains in Georgia as well.
- Overall, wages in Fulton County in both 2001 and 2002 were at least one-third greater than wages for the State of Georgia.
- According to the Georgia Department of Labor, the TCU sector had the highest weekly wages in Fulton and in Georgia in 2001 and



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2002. This was followed by management, information, financial and wholesale trade.

- Accommodation and food services, leisure and hospitality were the sectors with the lowest weekly wages. However, leisure and hospitality, wages are almost 50% higher in Fulton County than throughout the State of Georgia.

Overall, Fulton County continues to see job growth, while the average wage earned for all economic sectors continues to increase as well. Between 1990 and 1999, County wages increased faster than the number of jobs added to the economy. The increasing wages compared to jobs generated is a general indication of improving prosperity. The industries showing the greatest earning increases in comparison to jobs generated include manufacturing, construction, and FIRE. Industries such as TCU, retail, and services have shown slight increases.

Based upon the industry earnings, employment figures and wages paid, a significant portion of Fulton County's workers (54%) are employed in industries that pay less than the average weekly wages. With the 20 year employment forecast for industries such as retail (14%), services (40%), state and local government (10%) the County must strive to balance the number of generated jobs with the wages earned within these industries. That is, to not only employ workers, but to also attract companies from industries that provide adequate incomes.

The disparity between wages and housing costs demonstrates the need to encourage affordable housing. Housing costs that are too prohibitive can be a deterrent to employers searching to locate their companies in cities where the cost of living is comparable to their current employee salaries. The Department of Environment & Community Development is working to create an inclusionary zoning policy as a tool to promote affordable housing that will close the gap between disparate employee wages and housing cost.



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Commuting Patterns

Daytime population change due to commuting: -4,783 (-12.1%)

Workers who live and work in the city: 1,715 (10.1%)



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	<i>East Point Total</i>	<i>East Point % or MEAN</i>	<i>Atlanta MSA % or MEAN</i>
LOCATION OF EMPLOYMENT			
Worked in East Point	1,715	10.1%	
Worked outside of East Point	15,194	89.9%	
Total workers 16 years and older	16,909	100.0%	
Worked in Fulton County	12,409	73.4%	
Worked outside of Fulton County	4,500	26.6%	
Total workers 16 years and older	16,909	100.0%	
MEANS OF TRANSPORTATION TO WORK			
Workers per car, truck, or van	<i>MEAN:</i>	0.68	1.09
Aggregate number of vehicles	19,784		
Drove Alone	10,013	59.2%	77.0%
Carpooled	3,376	20.0%	13.6%
Sub-total: Private vehicle (car, truck, van)	13,389	79.2%	90.6%
Public Transportation (including bus, taxicab)*	2,981	17.6%	3.7%
Walked	234	1.4%	1.3%
Other	37	0.2%	1.0%
Worked at home	268	1.6%	3.5%
Total workers 16 years and older	16,909	100.0%	100.0%
TRAVEL TIME TO WORK			
Less than 30 minutes	8,442	50.7%	50.7%
30 to 44 minutes	4,321	26.0%	25.1%
45 to 59 minutes	1,945	11.7%	12.4%
60 or more minutes	1,933	11.6%	11.8%
Total not working at home	16,641	100.0%	100.0%
Aggregate Travel Time to Work (minutes)	525,945		
Mean Travel Time to Work (minutes)	<i>MEAN:</i>	31.6	31.2
VEHICLE AVAILABILITY			
no vehicle available	3,006	20.8%	7.3%
1 vehicle available	6,373	44.1%	31.8%
2 vehicles available	3,582	24.8%	41.6%
3 or more vehicles available	1,493	10.3%	19.3%
Total occupied housing units	14,454	100.0%	100.0%
Owner Occupied Units	6,545		
Aggregate Veh. Avail. to Owner-Occupied Units	11,564		
Vehicles per Owner-Occupied Unit	<i>MEAN:</i>	1.77	2.06
Renter-Occupied Units	7,909		
Aggregate Veh. Avail. to Renter-Occupied Units	7,131		
Vehicles per Renter-Occupied Unit	<i>MEAN:</i>	0.90	1.28
Vehicles per Occupied Unit	<i>MEAN:</i>	1.29	1.80



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Economic Resources

Development Agencies and Business Associations

Beyond local development authorities, the City of East Point is a stakeholder with regard to county and regional organizations as well as an active member of many business associations through out the city. The Chambers of Commerce provide many services, including strategic planning, recruitment, networking, business promotion, newsletters, coordination and participation in local government activities, involving members through committee and events and provision of assistance in advertising and job promotion.

- East Point Business and Industrial Development Authority – finances projects to support redevelopment of the city business districts
- East Point Downtown Development Authority (DDA)
1513 Cleveland Ave
Building 100, Suite 300-B
East Point, GA 30344-6947
- Airport Area Chamber of Commerce (serves the area around Hartsfield-Jackson Airport)
Hapeville, GA
- South Fulton Chamber of Commerce - (includes unincorporated South Fulton and the Cities of College Park, East Point, Fairburn, Hapeville, Union City and Palmetto)
6400 Shannon Pkwy
Union City, GA 30291-1526
- Metro Atlanta Chamber of Commerce – (serves the Atlanta Region)
- East Point Business Association



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East Point, GA

- East Point Building Authority
- Fort McPherson Local Redevelopment Authority (LRA) – (created to assume responsibility and authority for planning the reuse of the military base)
- East Point Main Street Association, Inc. – (non-profit Downtown Redevelopment organization, administers the Main Street Program)

Programs

Main Street Program

East Point is one of 46 Georgia cities that has been designated as a Main Street city by the Georgia Department of Community Affairs. Using a simple but effective four-point approach modeled on a concept originated by the National Trust for Historic Preservation, Main Street is a revitalization process to improve all aspects of a commercial district through Promotion, Design, Economic Restructuring, and Organization.

The mission of the Main Street Program is “To preserve and enhance the downtown area as the heart of East Point, communicating a sense of place, community pride, and heritage, while providing for a successful business and residential environment.”

Downtown is the historic core of East Point and its public infrastructure and buildings represent a vast amount of public and private investment over the years. Many of the historic buildings help highlight and underscore the City’s history.

One step toward fulfilling the program’s purpose and ensuring that the “Future of East Point is on Main Street,” the city adopted the East Point Master Town Plan several years ago as a blueprint, welcoming mixed-use development and smart growth back to downtown.



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In April 2005, the City of East Point and South Fulton Medical Center (SFMC) launched a campaign to revitalize the town center with a banner dedication ceremony intended to remind the community of the city's commitment to the Main Street Program. SFMC made a \$19,000 donation to the East Point Main Street Association for the purchase of 100 light pole banners that are affixed to city street lights in the historic downtown district as well as up and down Cleveland Avenue to launch a sponsorship campaign with the downtown revitalization organization. The hospital's Community Advisory Board is working to develop a comprehensive plan to "Clean Up Cleveland Avenue" including a study to address zoning ordinances, streetscape planning and pedestrian access routes along the Cleveland Avenue corridor.

Small Business Services

The City of East Point partners with special services that promote and facilitate small businesses. These services are there to help the entrepreneurs to become established as a business owner.

- Women's Employment Opportunity Project, Inc (WEOP)
Women's Training Center; East Point
Website: www.weop.org/news
- Economic Development Corporation of Fulton County
5534 Old National Hwy; College Park
- Georgia Institute of Technology
866 W. Peachtree Street NW; Atlanta
Website: <http://www.ecrc.gatech.edu>
- BES (Business Enhancement Services, Inc)
4828 Redan Road; Stone Mountain,
Website: www.qbooksSpecialist.com
- ACCION USA



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100 Peachtree Street; Atlanta

Website: www.accionusa.org

- Georgia Department of Community Affairs

Website: www.dca.state.ga.us

- Fulton County

Website: www.co.fulton.ga.us

- Tech Corps of Georgia

1514 E. Cleveland Ave; East Point

Tools

The City of East Point established a Tax Allocation District (TAD) to facilitate the development of Camp Creek Marketplace in a historically underserved market, thus providing hundreds of new jobs and access to retailers. A TAD is established for the purpose of publicly financing certain redevelopment activities in underdeveloped or underutilized areas. Typically, upon creation, TADs have vacant commercial and residential properties, blighted conditions and numerous vacant buildings or are in need of significant environmental remediation. Redevelopment costs are financed through the pledge of future incremental increase in property taxes generated by the resulting new development; the Camp Creek TAD has issued bonds and directed more than \$20 million in increased property taxes toward repayment of bonds used to build new roads, drainage, sewerage and other infrastructure in the area.



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Education and Training

Source: Fulton County Comprehensive Plan 2005-2025

A skilled and educated workforce is essential to attracting and retaining business. While a significant percentage of the Fulton County's residents are highly educated, many opportunities are available for citizens who require additional skills and training. The Economic Development Department is working to match employers with well suited employees. In South Fulton, one effort is to encourage this match is to attract a local state and/or private college campus. Building additional skills and capacities of the South Fulton residents makes it possible to attract corporate headquarters and offices in that area of the county.

The following agencies educate and train Fulton County's workforce.

1. Private Assistance: There are many social service agencies which provide job training and job finding assistance to people as well as help in taking their GED.
2. Atlanta Regional Workforce Board: The Atlanta Regional Commission coordinates the local regional workforce board which provides job training and job seeking resources to Atlanta Region residents, including Fulton County residents.
3. Vocational and Technical Schools: Numerous vocation and technical schools in the Metro Atlanta area, such as Atlanta Area Tech, teach students skills in the areas of computers; nursing and medical assistance; legal; business and office administration; massage; skin, nail and hair care; court reporting; broadcasting; aviation maintenance; truck driving; carpentry; writing; photography; art; graphic design; fashion design; modeling; merchandising; construction; real estate; psychology; foreign languages; accounting; culinary arts; appliance repair; bartending; and circus arts.
4. Fulton County Human Services Department: The Fulton County Workforce Preparation Employment Service offers a variety of services through four "one-stop" career centers and 22 electronic access network sites strategically located throughout



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- Fulton County. Employment and training services, as well as associated supportive services are provided at these to area youth, adults and dislocated workers. Through these facilities, and in collaboration with numerous state and local agencies and organizations, employers and job seekers alike have access to free individualized services that link current labor market and financial information, employment readiness, skill upgrade and support services to a single unified system.
5. **Electronic Access Network:** The Georgia Department of Labor has developed an automated system that supports the delivery of Workforce Investment Act (WIA) services and meets WIA reporting and performance accountability requirements. These automated systems are part of Georgia's One Stop Career Network and are known in Fulton County as the Electronic Access Network Sites. Services provided include Outreach and Recruitment Assistance, Labor Market Information, Unemployment Insurance Information, Hiring Incentive Information, Tax Credit Information, Job Ready Candidates for Vacancies, Job Training Resources, Space For Interviewing Candidates, Rapid Response Information, Training Information
 6. **Youth Services:** The Youth Services Program (provided by the Human Services Department) is designed to provide assistance to youth in obtaining vocational training and unsubsidized employment. The program targets in-school, out of school and at-risk youth. These services are provided through collaborations with existing providers. Where gaps in service exist, services are purchased through community providers.



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Economic Trends

As is well documented, the Atlanta Region experienced dramatic and consistent population growth during the 1990s. Between 1990 and 2000, the Atlanta Region grew by 34%, averaging to an annual growth rate of 3.4%, or adding about 87,000 new residents per year. The Atlanta Region was able to move out of the recession of the early 1990s pretty quickly, based on a diversified economic base. In fact, the Region nearly doubled its size between 1980 and 2003, when its total population reached about 3.7 million. The Atlanta Region experienced a similar phenomenon in job growth, more than doubling during the same time period, to about 2 million jobs. It is widely known that Atlanta's population growth has been fueled primarily by people moving to the Region for jobs. As the national recession has slowed job growth, so has Atlanta seen a slowing in population growth.

Historically, most of the growth within the Region was seen on the Northside. During the 1990s, the Northside experienced roughly 75% of the Region's total growth. In terms of employment, most of the Region's job growth happened along the GA400 corridor, in the Perimeter Center area, and in northern Gwinnett and Forsyth counties. Since the mid-1990s, the Southside has seen a consistent increase in its share of the Region's growth. During the 1980s and 1990s, the Southside accounted for approximately 25% of the Region's growth; since 2000, 41% of population growth has been south of I-20. The shift in increased Southside development is easily explained by significant congestion on the Northside, lower land prices, more available land, and quality transportation access. Unfortunately, much of the growth that has been happening on the Southside has not occurred in close-in communities like East Point, but in more suburban locations such as Henry County and Douglas County. Additionally, less than a third of the Region's growth between 2000 and 2003 has occurred in cities, most of the growth has been in unincorporated areas.

The entire Tri-Cities area (including the cities of East Point, College Park and Hapeville) has seen growth basically "leap-frog" over them from the movement out of the City of Atlanta to Henry and Fayette counties, and even some of the further stretches of South Fulton.



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However, there has been a clear resurgence of interest in urban intown locations in recent years, and the Study Area certainly fits that bill. While employment growth is projected to be moderate for the Region, it is still expected to be witnessed in historic employment cores, including downtown Atlanta and the Airport area, both in close proximity to East Point.

The expectation across the Region is for growth to continue, both in population and employment, but at slower rates than the enormous expansion that was seen during the 1990s. The Atlanta Region is expected to grow in both people and jobs in the neighborhood of 15% by 2010.

The population of the City of East Point has grown approximately 13% since 1990; this does not demonstrate a significant share of the phenomenal growth some of the Atlanta Region saw during this time. However, it does demonstrate strength in terms of stability and diversity, to not show any losses during a time when many other urban areas did within the Region.

However, growth in the City has slowed in the last few years, following the trend of the national recession.

East Point city: Employment by Industry			
Category	1980	1990	2000
Total Employed Civilian Population	17,211	16,519	17,300
Agriculture, Forestry, Fishing, hunting & mining	111	124	21
Construction	703	811	1,401
Manufacturing	2,332	1,720	1,365
Wholesale Trade	816	791	708
Retail Trade	2,786	2,630	1,943
Transportation, warehousing, and utilities	2,872	2,182	1,981
Information	NA	NA	628
Finance, Insurance, & Real Estate	1,240	1,237	1,188
Professional, scientific, management, administrative, and waste management services	793	945	1,688
Educational, health and social services	2,458	2,651	2,636
Arts, entertainment, recreation, accommodation and food services	903	162	1,773
Other Services	778	1,850	906
Public Administration	1,419	1,416	1,062

Source: U.S. Bureau of the Census (SF3)



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East Point city: Employment by Industry			
Category	1980	1990	2000
Total Employed Civilian Population	100.00%	100.00%	100.00%
Agriculture, Forestry, Fishing, hunting & mining	0.60%	0.80%	0.10%
Construction	4.10%	4.90%	8.10%
Manufacturing	13.50%	10.40%	7.90%
Wholesale Trade	4.70%	4.80%	4.10%
Retail Trade	16.20%	15.90%	11.20%
Transportation, warehousing, and utilities	16.70%	13.20%	11.50%
Information	NA	NA	3.60%
Finance, Insurance, & Real Estate	7.20%	7.50%	6.90%
Professional, scientific, management, administrative, and waste management services	4.60%	5.70%	9.80%
Educational, health and social services	14.30%	16.00%	15.20%
Arts, entertainment, recreation, accommodation and food services	5.20%	1.00%	10.20%
Other Services	4.50%	11.20%	5.20%
Public Administration	8.20%	8.60%	6.10%

Source: U.S. Bureau of the Census (SF3)

Table 2-7: Total Full-Time and Part-Time Jobs By Place of Work, 2000 to 2030 (BEA Series based)									
Planning Area or City/Town		2000	2005	2010	2015	2020	2025	Change 05-25	% Change 05-25
Incorporated Cities:									
Alpharetta	All in Fulton County	47,085	56,150	63,408	68,808	72,593	72,905	16,755	29.84%
City of Atlanta	in Fulton County	531,368	554,853	560,653	575,164	578,044	565,394	10,541	1.90%
	in DeKalb County	11,356	11,858	11,982	12,292	12,353	12,083	225	1.90%
	Total Atlanta	542,724	566,711	572,635	587,455	590,397	577,477	10,766	1.90%
College Park	in Fulton County	10,724	11,821	12,540	13,254	13,677	13,682	1,861	15.75%
	in Clayton County	904	996	1,057	1,117	1,153	1,153	157	15.75%
	Total College Park	11,627	12,817	13,597	14,371	14,830	14,835	2,018	15.75%
East Point	in Fulton County	17,601	18,353	18,521	19,898	20,820	21,339	2,986	16.27%
Fairburn	in Fulton County	4,572	5,297	5,851	6,533	7,051	7,601	2,304	43.50%
Hapeville	in Fulton County	34,122	35,602	35,948	36,342	36,033	34,523	-1,080	-3.03%
Mountain Park	in Fulton County	60	84	105	133	157	179	95	112.99%
	in Cherokee County	1	2	2	3	3	4	2	112.99%
	Total Mountain Park	62	86	107	136	160	183	97	112.99%
Palmetto	in Fulton County	561	848	1,107	1,430	1,707	2,090	1,242	146.44%
	in Coweta County	105	158	207	267	318	390	232	146.44%
	Total Palmetto	665	1,006	1,314	1,697	2,025	2,479	1,473	146.44%
Roswell	in Fulton County	45,485	51,597	56,053	61,187	64,864	66,350	14,754	28.59%
Union City	in Fulton County	7,419	8,121	8,563	9,391	9,992	10,575	2,454	30.22%
Planning Areas:									
North		41,390	53,447	64,045	72,965	79,470	84,553	31,106	58.20%
Northeast		34,403	43,908	52,216	59,295	64,421	68,139	24,231	55.19%
Northwest		6,987	9,538	11,829	13,670	15,048	16,414	6,876	72.10%
Sandy Springs		137,480	141,286	145,092	151,509	148,163	161,861	20,575	14.56%
South		17,050	20,949	24,279	29,008	32,705	37,231	16,282	77.72%
Southwest		19,893	21,132	21,804	23,307	24,121	25,574	4,442	21.02%
Total Unincorporated Fulton County		215,813	192,905	203,004	217,495	220,037	241,081	48,176	24.97%
Total Cities in Fulton County		698,996	742,727	762,752	792,140	804,937	794,638	51,911	6.99%
All of Fulton County		914,809	979,541	1,017,958	1,068,929	1,089,396	1,103,858	124,317	12.69%

Source: US Bureau of Economic Analysis, E&CD, ARC



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Total employment for the City of East Point is projected to increase from an estimated 18,353 (in 2005) to 21,339 (in 2025). This additional of nearly 3,000 jobs represents a 16.27% increase over the next 25 years. This rate is slightly greater than the employment growth rate expected for College Park (15.75%) and for Fulton County (12.69) over the same time period. This rate is quite a bit lower than that expected for north Fulton municipalities like Roswell (28.59%) and Alpharetta (29.84%). Though Mountain Park and Palmetto are expected to boom based on growth rates over 100% each, they are starting from a much smaller base. Hapeville is the only municipality in Fulton County expected to lose jobs, over 1,000, in the same timeframe.

While both the study area and tri-cities area are expected to continue to increase, the study area will grow at 9.9 %, while the tri-cities area is anticipated to grow at a 5.4% growth rate.



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Unique Economic Situations

Major employers

<u>Employer</u>	<u>Products/Services</u>
More than 400 Employees:	
South Fulton Hospital	Medical (338-bed acute care medical center)
Owens-Brockway Corp.	Glass Manufacturing
City of East Point	Government (approx 450 employees, approx ¼ police officers, in 2004)
Less than 400 Employees:	
Atlanta Christian College	Education
Crowne Plaza Atlanta-Airport Hotel	Hospitality
CSI Perishable Warehouse	Food Distribution
Doubletree Hotel	Hospitality
Holiday Inn Airport Hotel	Hospitality
Mid-South Ice (Reddy Ice)	Ice Plant
Naivistar	Transportation/Trucks
Newell Recycling	Heavy Metal Recycling
Alliance Textiles	Laundry and Textile Services
Pittsburgh Paint & Glass	Paint and Glass Services

Source: East Point Economic Development Department

Important New Developments

Developments of Regional Impact

The following table summarizes developments located or planned within the City of East Point which, based upon their scale, required regional-level and state-level reviews for their impact on the regional economy and infrastructure.



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Project Name	Development Type	Submitted	DRI Status	RDC Finding	GRTA Finding
Cascade Village	Mixed Use	12/2/2005	Under Review		
Lakeside Golf Course Redevelopment	Mixed Use	7/14/2004	Warrants regional review	In the best interest of the State	Approved subject to conditions
Camp Creek Business Centre	Industrial	10/10/2002	Warrants regional review	In the best interest of the State	Approved subject to conditions
Camp Creek Marketplace	Commercial, Wholesale & Distribution	11/1/2001	Warrants regional review	In the best interest of the State	

Camp Creek Marketplace

The City of East Point established a Tax Allocation District (TAD) to facilitate the development of Camp Creek Marketplace in a historically underserved market, thus providing hundreds of new jobs and access to retailers. A TAD is established for the purpose of publicly financing certain redevelopment activities in underdeveloped or underutilized areas. Typically, upon creation, TADs have vacant commercial and residential properties, blighted conditions and numerous vacant buildings or are in need of significant environmental remediation. Redevelopment costs are financed through the pledge of future incremental increase in property taxes generated by the resulting new development; the Camp Creek TAD has issued bonds and directed more than \$20 million in increased property taxes toward repayment of bonds used to build new roads, drainage, sewerage and other infrastructure in the area.

Camp Creek Marketplace, located at the Camp Creek Parkway / I-285 interchange, has been one of the marquee retail developments in the last few years in metro Atlanta. It has won numerous awards, and its sales have outperformed expectations. Many of the national chain tenants located there rank as top performers in the nation compared to their peers. The close-in Southside has been long ignored as a retail destination, with the “newest” development of retail significance being



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1.2 Community Assessment – Economic Development

Greenbriar Mall, built about 40 years ago. Greenbriar Mall, located just outside of the East Point city limits to the northwest, has served as the primary regional retail destination for much of metro-Atlanta's Southside for the last few decades. While the quality of tenants has shifted in recent years, there are still well-known anchors in place, such as Rich's-Macy's and Circuit City, as well as a relatively high occupancy rate.

While Camp Creek Marketplace was initially a hard sell, its success has spoken volumes to the retailers of metro Atlanta, who are taking notice of the potential for more development, and recognizing the long-time pent-up demand. Phase II is under way, and will be over 400,000 square feet, and Phase III is under discussion. Additionally, it has stimulated commercial, residential and mixed use development on the scale of a half-billion dollars within a half-mile of the Marketplace. Consumers travel to specific stores based on the consistency of selection and types of goods. The same consistency and familiarity with product is the driving force behind dining out at chain restaurants as well.

This 750,000 Square foot shopping center, developed by North American Properties (www.naproperties.com), is by far the largest venture that has hit the City of East Point in recent years. It is the largest shopping center to open in Atlanta since Discover Mills and with it comes approximately 2,000 jobs for South Fulton residents. Some of the Retailers include Target, BJ's Wholesale, Barnes & Noble, Lowe's, Staples, Pet'smart, Ross Department Stores, Marshall's and Linen-N-Things. Restaurants include Longhorn Steakhouse, Chick-Fil-A, Red Lobster, Ruby Tuesday. With this development, the citizens of East Point can now enjoy shopping at a major outlet center and have fine dining just around the corner. Camp Creek Marketplace may signify the renaissance of the south-metro region once overlooked and underestimated, now redefining itself as a community known for friendly neighborhoods, safe streets and excellence in education.



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Camp Creek Trade Center, Duke-Weeks Realty

Duke-Weeks Realty Corporation (NYSE:DRE) is one of the largest real estate companies in the United States with a total market capitalization of approximately \$6.4 billion. Duke-Weeks has achieved success with a customer-driven approach to business. By combining a wide range of quality, value-oriented facility solutions with a high level of customer service, Duke-Weeks has built a tenant base of more than 4,000 companies, including many Fortune 500 companies. Furthermore, Duke-Weeks can provide a wide array of facilities to meet any client's specific needs – from high-tech office buildings to efficient distribution centers, from large-capacity bulk warehouses to retail centers.

Duke's commitment to East Point will be an industrial and office park development, named the Camp Creek Business/Trade Center, on approximately 450 acres of land adjacent to the Camp Creek Marketplace. This development, slated to be built out over eight years, would add an additional 5.6 Million square feet of office space to their existing seven buildings and could create an estimated 10,000 jobs. The cost of this project is estimated at \$100,000,000 in new construction and could generate \$1,119,413 each year in property tax revenue. In 2004, The Clorox Co. signed a 10-year lease on a 607,650-square-foot, build-to-suit distribution center in the industrial park, which also includes a 130,000 square-foot build-to-suit for Williams Printing.

Other Unique Economic Situations

The presence of large corporate employers, such as Delta, Wachovia, Ford, South Fulton Medical Center and Owens-Brockway, as well as the Hartsfield-Jackson International Airport itself, greatly increases the concentration of employees. The impact of the surrounding development on the city is clear when considering the needs for convenience and retail goods and services.

Small-scale, local-serving office uses are supported by those seeking office locations close to home, those that require clients to visit them and find their customer base within a residential community, and those



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1.2 Community Assessment – Economic Development

that seek convenient regional access. The downtown core of East Point well positioned to support this type of office development. The access to both I-85 and I-75, as well as MARTA, and close proximity to Hartsfield-Jackson International Airport form an unusual group of assets, that when grouped together become competitive advantage.

As is well-known, Atlanta has many characteristics that have made it the southeastern hub for transportation, distribution and logistics, such as interstate highways, rail lines, and the airport. Many industry insiders are expecting a continued recovery, but very slowly, as they continue to track job growth and hope market expansion will follow, according to CB Richard Ellis.

East Point is primarily in the Airport/South Atlanta Industrial submarket, which is probably the strongest in terms of transportation infrastructure. It benefits from Hartsfield-Jackson International Airport, MARTA, Interstates 75, 85, 285, and 675, as well as rail service from CSX and Norfolk & Southern. Air freight facilities are a specialty within this submarket, along with more typical industrial space, such as bulk warehouse, distribution and office/business park space. This submarket totals approximately 78 million square feet, a 15% vacancy rate, according to Dorey's.

East Point stands to benefit further from the new Georgia International Convention Center in College Park. Of late, hotels have shown interest in locating in the city.

Fort McPherson

On November 10, 2005, the recommendation from the Base Realignment and Closure Commission (BRAC) to close Fort McPherson became law. The fort formerly employed over 5,000 military and civilian workers and provided support to over 1,000 retired veterans in the region. Though the 488-acre site lies within the boundaries of the City of Atlanta, it abuts the City of East Point; thus, East Point is a significant stakeholder.

The Fort McPherson Local Redevelopment Authority (LRA) was created to assume authority for planning the reuse of the military base. Its



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goals are to minimize the negative impact on Fort McPherson employees and metro Atlanta residents as well as create a redevelopment plan that will be an economic development engine for the area. The Mayor of East Point will represent the city's interest on the executive team. Presently two mayoral nominees (the City Manager and the CEO of South Fulton Medical Center) also sit on the 10-person board.

The McPherson Planning LRA will have three sub-committees focused on specific areas of the base reuse planning.

- The Healthy Community & Quality of Life Sub-committee will focus on areas including childcare; K-12 and higher education; adult training; health services; public safety; environment; recreation; and, community development.
- The Reuse and Design Sub-committee will focus on areas including urban planning; real estate; transportation; facilities analysis and management; historic preservation; environment including air, land and water; utilities, including water, sewer, gas, electric and communications; parks and green space; housing; homelessness; and, reuse of personal property.
- The Finance and Economic Development Sub-committee will focus on areas including finance; financial feasibility; risk management; market analysis; marketing and communications; job creation; business recruitment; and, workforce development.



1.3 HOUSING

HOUSING TYPES AND MIX

A breakdown of housing types in the City of East Point from 1980-2000 is provided in Table 1.3.1. Maintaining a diverse mix of housing types is important for community stability. By maintaining different types and sizes of housing, residents can live in the community throughout different stages of the life cycle. Single-family detached housing continues to represent a majority of the housing in East Point at 52.8 percent in 2000. The breakdown of housing across each type has remained very stable over the past two decades. This is due to the fact that East Point has little land available for new construction. However, the City has now annexed some areas west of I-285 that are currently under development. The total number of housing units has declined slightly (2.1%) between 1980 and 2000. However, renewed housing development in the areas south of Camp Creek Parkway is expected to lead to future housing growth.

Table 1.3.1

Types of Housing 1980-2000, City of East Point

Category	1980	%	1990	%	2000	%
TOTAL Housing	15,834	100.0%	15,671	100.0%	15,505	100.0%
Single Units (detached)	8,298	52.4%	8,278	52.8%	8,182	52.8%
Single Units (attached)	625	3.9%	385	2.5%	360	2.3%
Double Units	1,203	7.6%	940	6.0%	1,008	6.5%
3 to 9 Units	2,785	17.6%	3,345	21.3%	3,431	22.1%
10 to 19 Units	1,437	9.1%	1,559	9.9%	1,326	8.6%
20 to 49 Units	528	3.3%	466	3.0%	348	2.2%
50 or more Units	840	5.3%	411	2.6%	743	4.8%
Mobile Home or Trailer	118	0.7%	164	1.0%	107	0.7%
All Other	0	0.0%	123	0.8%	0	0.0%

Source: Source: U.S Census Bureau, 2000 (sf3)



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1.3 Community Assessment – Housing

Table 1.3.2 presents a look at recent housing trends in the City of East Point between 2000 and 2004. The City has issued only 85 permits for new housing construction over that time frame. All of the building permits issued have been for single-family residential units.

Table 1.3.2

Residential Building Permits 2000-2004, City of East Point

Type of Construction	2000	2001	2002	2003	2004
Single Family Residential	12	17	17	19	20
Multi-Family Residential	0	0	0	0	0
Manufactured Homes	0	0	0	0	0
TOTAL	12	17	17	19	20

Source: US Census Bureau

FUTURE HOUSING NEEDS

Future housing needs for the City of East Point are determined through population projections and trends in household size. The population of East Point is projected to grow by 33 percent between 2000 and 2025. Because of increasing household size, this translates to the need for approximately 24 percent more housing units.

Table 1.3.3

Housing Projections 2000-2025, City of East Point

	2000	2005	2010	2015	2020	2025
Projected Households	14,557	14,747	15,904	16,686	17,297	17,994
Housing Units	15,505	15,750	16,985	17,821	18,474	19,218
Single family detached units	8,182	8,311	8,963	9,404	9,749	10,141
Single family attached units	360	366	394	414	429	446
Multi-family units	6,856	6,964	7,510	7,880	8,169	8,498
Manufactured homes	107	109	117	123	127	133

Source: US Census Bureau; Robert and Company



OCCUPANCY CHARACTERISTICS AND HOUSING CONDITION

Table 1.3.4 displays the tenure of the housing units found in East Point between 1990 and 2000 respectively. Tenure refers to the status of a housing unit as either owner or renter occupied. Owner occupancy is often viewed as a key factor in maintaining neighborhood stability. Owner occupancy has remained constant at just over 42 percent in both 1990 and 2000. The proportion of housing that is renter-occupied in East Point has risen from 42.9 percent in 1990 to 51 percent in 2000. The proportion of renters in East Point (51.0%) is on par with other well-developed urbanized areas, such as Atlanta (56.3%). In contrast, nearby College Park maintains one of the highest proportions of renters (74.0%) across the Atlanta Metro Area.

Table 1.3.4

Occupancy Characteristics, City of East Point

Category	1990	%	2000	%
TOTAL Housing Units Built	15,671	100.0%	15,505	100.0%
Housing Units Vacant	2,298	14.7%	1,051	6.8%
Housing Units Owner Occupied	6,643	42.4%	6,545	42.2%
Housing Units Renter Occupied	6,730	42.9%	7,909	51.0%

Source: US Census Bureau, 2000 (sf3)

Occupancy and vacancy rates in 1990 and 2000 are listed in Table 1.3.5 and Chart 1.3.1 for East Point, Fulton County, and the State of Georgia. In the year 2000, East Point maintained a tight housing market with only 6.8 percent vacancy as opposed to 7.9 percent in Fulton County and 8.4 percent across the State. This represents a significant reversal over the previous decade, when 14.7% of East Point's housing units were vacant.

1.3 Community Assessment – Housing

Table 1.3.5

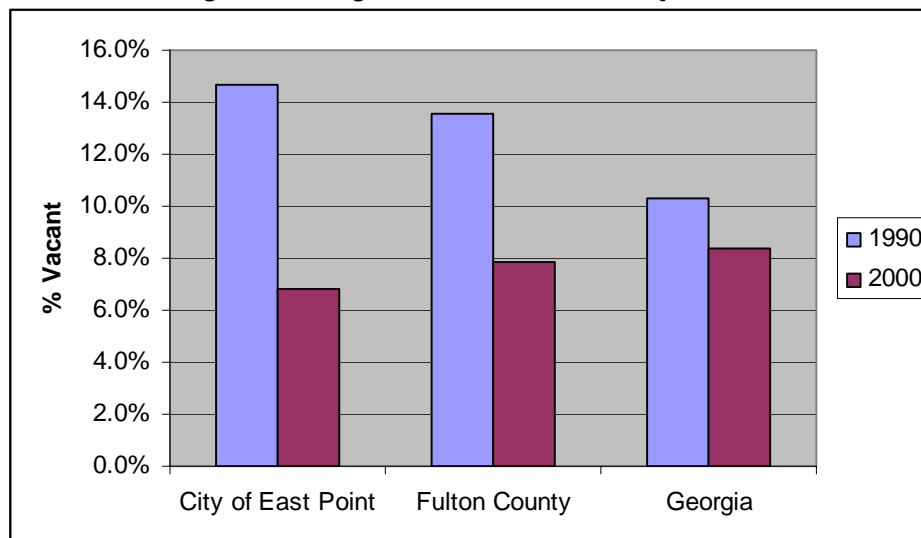
**Occupied and Vacant Housing Units 1990-2000,
City, County, and State Comparison**

Jurisdiction	Occupied Housing Units	%	Vacant Housing Units	%
2000				
City of East Point	14,454	93.2%	1,051	6.8%
Fulton County	321,242	92.1%	27,390	7.9%
Georgia	3,006,369	91.6%	275,368	8.4%
1990				
City of East Point	13,373	85.3%	2,298	14.7%
Fulton County	257,140	86.4%	40,363	13.6%
Georgia	2,366,615	89.7%	271,803	10.3%

Source: US Census Bureau

Chart 1.3.1

**Vacancy Rates 1990-2000;
City, County, and State Comparison**



Source: US Census Bureau



1.3 Community Assessment – Housing

A comparison of vacancy rates by unit type is also provided in Table 1.3.6. The vacancy rate among houses for sale is only 2.3 percent, as compared to 3.2 percent in Fulton County and 2.2 percent across Georgia. Among rental units in East Point, only 6.8 percent were vacant as compared to 7.6 percent in Fulton and 8.5 percent in Georgia. .

Table 1.3.6

**Vacancy Rates by Occupancy Type 2000,
City, County and State Comparison**

	East Point	Fulton	Georgia
Vacant Units for Sale Only	151	5,438	46,425
Owner Vacancy Rate	2.3%	3.2%	2.2%
Vacant Units for Rent Only	574	12,668	90,320
Rental Vacancy Rate	6.8%	7.6%	8.5%
Other Vacant Units for Sale or Rent	326	6,868	23,327
Vacant Units for Seasonal, Recreational, or Occasional Use	0	2,416	57,847
Total Vacant Units	1,051	27,390	275,368

Source: US Census Bureau, 2000 sf3 Table H07, H08

The age of housing units found in East Point is provided in Table 1.3.7. The age of housing in a community is one means of measuring the condition of housing. Older housing tends to require additional maintenance and repairs. Therefore, code enforcement issues may be of importance in maintaining neighborhood stability. In addition, the age of housing points to the possibility of lead paint contamination. Due to adverse effects on children's development, lead paint was banned in 1979. Therefore, housing built prior to 1979 is suspect for lead-based paint contamination. As of the year 2000, 89.8 percent of the housing in East Point was constructed in or prior to 1979. However, the age of housing units is sometimes an unreliable statistic because many renters and homeowners are unaware of the age of their unit when filling out the census questionnaire. For example, the recorded census number of housing units constructed between 1970 and 1979 actually increased between 1990 and 2000. On the other hand, some of the increase in older units may be due to the renovation of previously abandoned housing.

1.3 Community Assessment – Housing

Table 1.3.7

Age of Housing 1990-2000, City of East Point

Category	1990	%	2000	%
Built 1980 or later	580	3.7%	1,589	10.2%
Built 1970 - 1979	2,637	16.8%	3,157	20.4%
Built 1960 - 1969	4,717	30.1%	4,431	28.6%
Built 1950 - 1959	3,798	24.2%	3,727	24.0%
Built 1940 - 1949	2,186	13.9%	1,486	9.6%
Built 1939 or earlier	1,753	11.2%	1,115	7.2%
Total	15,671	100.0%	15,505	100.0%

Source: US Census Bureau, 2000 (sf3)

Another measure of the condition of housing is the presence of complete plumbing and kitchen facilities. Both of these measures have declined between 1990 and 2000. As of the year 2000, only .5 percent of East Point housing lacked complete plumbing facilities and only .3 percent lacked complete kitchen facilities.

Table 1.3.8

Housing Facilities 1990-2000, City of East Point

Category	1990	%	2000	%
Total housing units	15,671	100.0%	15,505	100.0%
Complete Plumbing Facilities	15,514	99.0%	15,430	99.5%
Lacking Plumbing Facilities	157	1.0%	75	0.5%
Complete kitchen facilities	15,539	99.2%	15,454	99.7%
Lacking complete kitchen facilities	132	0.8%	51	0.3%

Source: US Census Bureau, 2000 (sf3)

COST OF HOUSING

Rental housing costs for the City of East Point are provided in Table 1.3.9. Gross rent includes the cost of monthly contract rent plus estimated utility charges. Gross rent is used as a measure of housing costs in order to eliminate the discrepancy caused by some landlords including utilities in with rent. Median gross rent in East Point is \$595 per month as compared to



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1.3 Community Assessment – Housing

\$709 in Fulton County and \$613 across the State of Georgia. Just under half of the City's rental housing costs between \$500 and \$750 per month. East Point has a lack of high-end rental housing, with only 5 percent of the City's rental stock costing over \$1,000 per month. In comparison, Fulton County as a whole had 17.7% of its rental stock priced over \$1,000 per month.

Table 1.3.9

**Gross Rent, Specified Renter-Occupied Housing Units 2000;
City, County, and State Comparison**

Gross Rent	East Point		Fulton County		Georgia	
	Units	%	Units	%	Units	%
Less than \$250	495	6.3%	15,302	10.2%	84,279	9.3%
\$250 to \$499	1,747	22.4%	23,103	15.3%	231,100	25.5%
\$500 to \$749	3,824	49.0%	44,179	29.3%	301,088	33.2%
\$750 to \$999	1,356	17.4%	41,361	27.5%	200,611	22.1%
\$1000 or more	389	5.0%	26,623	17.7%	88,835	9.8%
Total Units With Cash Rent	7,811	100.0%	150,568	100.0%	905,913	100.0%
Median Gross Rent (\$)	\$595		\$709		\$613	

Source: US Census Bureau, 2000 (sf3)

The change in median rent between 1990 and 2000 is listed for the City of East Point and surrounding areas in Table 1.3.10 and Chart 1.3.2. In order to account for inflation, the percent change in median rent is expressed in 1990 dollars across both decades. The median gross rent in East Point rose from \$461 in 1990 to \$595 in 2000. However, after adjusting for inflation this change actually represents a decline of -2 percent between 1990 and 2000. Similarly, rents in the other tri-cities jurisdictions of Hapeville and College Park have remained stable. In contrast, the median rent in Fulton County increased by 12.3 percent after adjusting for inflation. As redevelopment occurs in East Point, there may be the potential for rapid increases in rental rates.

1.3 Community Assessment – Housing

Table 1.3.10

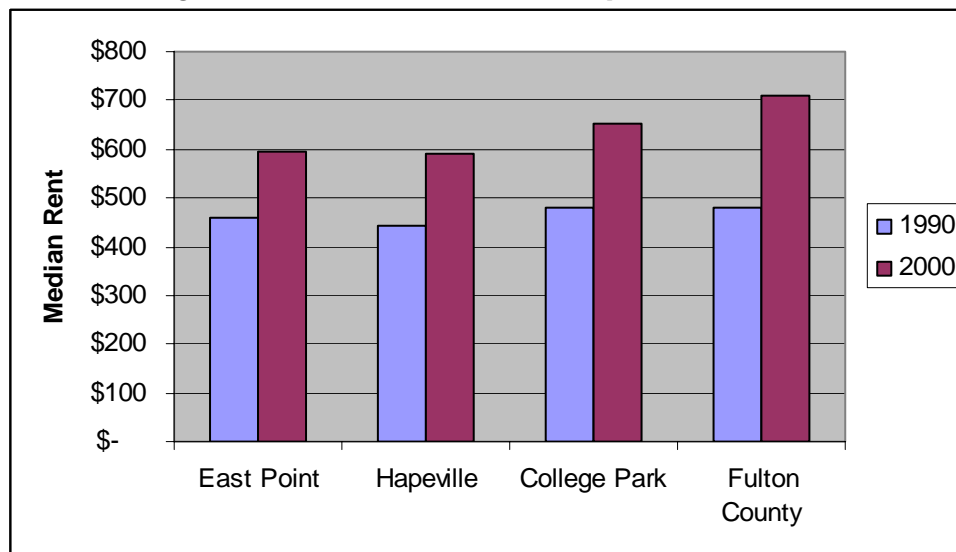
Median Rent 1990-2000, City of East Point and Comparison Areas

	Median Rent (1990)	Median Rent (2000)	% Change Median Rent (inflation adjusted)
East Point	\$461	\$595	-2.0%
Hapeville	\$442	\$592	1.7%
College Park	\$478	\$651	3.4%
Fulton County	\$479	\$709	12.3%

Source: US Census Bureau (sf3)

Chart 1.3.2

**Median Rent, Housing Cost (in dollars), 1990-2000
City of East Point and Comparison Areas**



Source: US Census Bureau (sf3)

On the ownership housing side, the value of owner-occupied housing in East Point is displayed in Table 1.3.11. The median value of owner-occupied housing in East Point is \$86,500. This figure is less than half the median housing value across Fulton County (\$175,800). In East Point almost two thirds (62.3%) of the City's housing is valued between \$50,000 and \$99,999. Only 8.3% of the City's housing is valued above \$150,000. In contrast, across Fulton County 58.3 percent of the owner-occupied housing stock is valued above \$150,000.



1.3 Community Assessment – Housing

Table 1.3.11
Value of Specified Owner-Occupied Housing Units, 2000 City, County

Range of Value	City of East Point		Fulton County	
	Units	%	Units	%
Less than \$50,000	402	6.6%	6,271	4.3%
\$50,000 to \$99,999	3,793	62.3%	34,067	23.2%
\$100,000 to \$149,999	1,383	22.7%	20,905	14.2%
\$150,000 to \$199,999	388	6.4%	19,338	13.2%
\$200,000 to \$299,999	100	1.6%	26,840	18.3%
\$300,000 or greater	20	0.3%	39,362	26.8%
Total	6,086	100.0%	146,783	100.0%
Median Value (\$)	\$86,500		\$175,800	

Source: US Census Bureau, 2000 sf3

The change in the median cost of housing in East Point between 1990 and 2000 is listed in Table 1.3.12 and Chart 1.3.3. The median housing value in East Point rose from \$63,400 in 1990 to \$86,500 in 2000. After adjusting for the effects of inflation, this represents an increase of 3.6 percent over the decade of the 1990s. In Contrast, the cost of housing in Fulton County rose from \$96,400 to \$180,700 over the same time frame. After adjusting for inflation, the median property value of Fulton County increased 42.3 percent. Likewise, the median value of housing in the City of Atlanta increased at a comparable rate (41.8%). Thus, housing values have increased only slightly in East Point and the Tri-Cities Area. However, given the rapid increase in housing values in the City of Atlanta and across Fulton County, there is the potential for rapid cost increases in East Point.

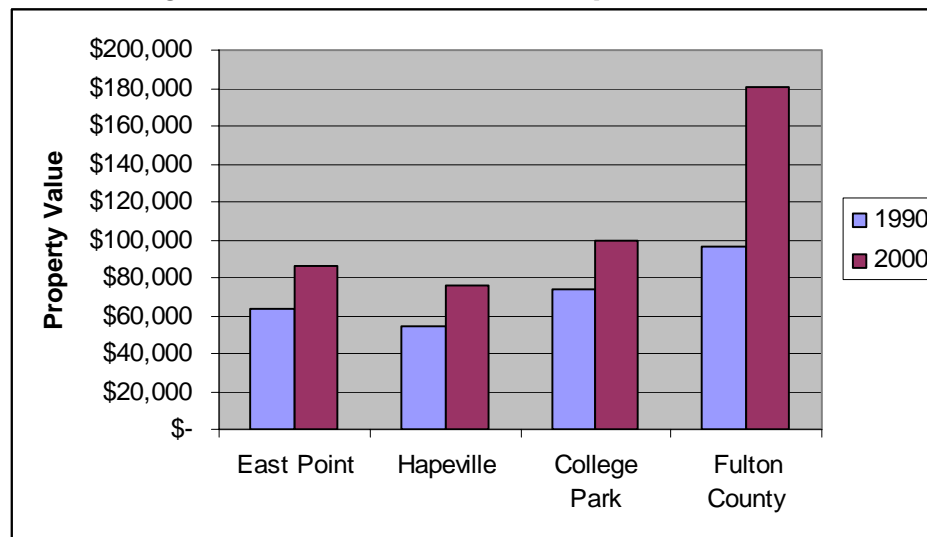
Table 1.3.12
Median Property Value, Housing Cost (in dollars), 1990-2000
City of East Point and Surrounding Areas

	Median Property Value (1990)	Median Property Value (2000)	% Change Median Property Value (inflation adjusted)
East Point	\$63,400	\$86,500	3.6%
Hapeville	\$54,600	\$75,700	5.2%
College Park	\$73,500	\$99,700	3.0%
Fulton County	\$96,400	\$180,700	42.3%

Source: US Census Bureau (sf3)

Chart 1.3.3

**Median Property Value, Housing Cost (in dollars), 1990-2000
City of East Point and Comparison Areas**



Source: US Census Bureau (sf3)

COST BURDENED HOUSEHOLDS

A comparison of cost burdened households in East Point, Fulton County, Metro Atlanta, and Georgia is provided in Table 1.3.13 and Charts 1.3.4 and 1.3.5. Cost burdened households are defined as those spending over 30 percent of their income on housing costs. Severely cost burdened households are defined as those spending over 50 percent of their income on housing costs. In the City of East Point, 45 percent of rental units are occupied by cost burdened households. East Point has a high proportion of cost burdened rental households (45%) as compared to Fulton County (38.3%), Metro Atlanta (36.7%), and Georgia (35.4%). Severely cost burdened households make up 21 percent of the rental units in East Point. Among owner-occupied housing units, 33.1 percent are cost burdened and 12 percent are severely cost burdened.



1.3 Community Assessment – Housing

Table 1.3.13
Cost Burdened and Severely Cost Burdened Households by Tenure

Rental Housing	East Point	Fulton County	ATL MSA	Georgia
Rent and Bills > 30% Household Income in 1999	3,557	58,893	183,972	341,484
% of Total Rental Units	45.0%	38.3%	36.7%	35.4%
Rent and Bills > 50% Household Income in 1999	1,661	27,794	80,271	158,922
% of Total Rental Units	21.0%	18.1%	16.0%	16.5%
TOTAL Rental Units	7,909	153,778	501,907	964,446
Owner Occupied Housing	East Point	Fulton County	ATL MSA	Georgia
Mortgage and Bills > 30% Household Income in 1999	1,535	32,911	177,805	295,715
% of Total Owner-Occupied Housing Units	33.1%	27.9%	24.2%	24.6%
Mortgage and Bills > 50% Household Income in 1999	559	13,060	58,845	103,568
% of Total Owner-Occupied Housing Units	12.0%	11.1%	8.0%	8.6%
TOTAL Owner-Occupied Housing Units with a Mortgage	4,640	118,113	735,603	1,201,569

Source: US Census Bureau, Census 2000, sf3 Table H69, H94

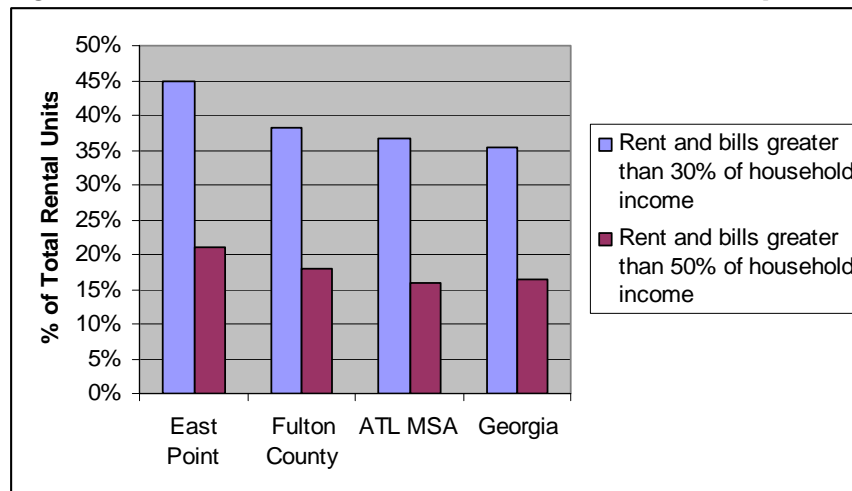


1.3 Community Assessment – Housing

The socioeconomic characteristics of the population have a strong effect on the level of cost burdened households in East Point. While rental rates and housing values are significantly lower than the surrounding County, the City of East Point also has a lower median income. (See Population Section, Table 1.1.10) After adjusting for inflation, the median income in East Point declined -12.9 percent between 1989 and 1999. The high level of cost-burdened households in East Point may be due to the relatively high proportion of residents who rely on fixed incomes in the City. For example residents receiving social security, retirement income, and public assistance account for 11.6 percent of the population in East Point and 6 percent in Fulton County as a whole.

Chart 1.3.4

Rental Households Cost Burdened and Severely Cost Burdened 1999, City of East Point and Jurisdictions for Comparison

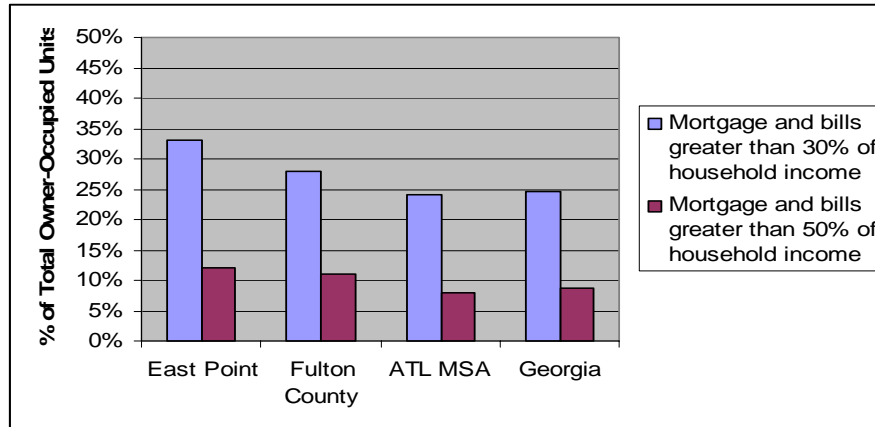


Source: US Census Bureau, Census 2000, sf3 Table H69, H94

1.3 Community Assessment – Housing

Chart 1.3.5

Owner-Occupied Households Cost Burdened and Severely Cost Burdened 1999, City of East Point and Jurisdictions for Comparison



Source: US Census Bureau, Census 2000, sf3 Table H69, H94

JOBS-HOUSING BALANCE

Because the income of residents and the level of cost-burdened households are inextricably linked, it is important to examine the cost of housing relative to household income. An analysis of housing affordability compared to income in East Point is provided in Table 1.3.3.



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Table 1.3.14

City of East Point Income and Housing, 2000

Income Range	# of Households	Midpoint of Income	Approximate Maximum Affordable Monthly Rent	Rent Range	Rental Units in Range	Deficit or Surplus of Rental Units	Approximate Affordable Ownership Housing Value Range	Ownership Housing Units in this Price Range	Deficit of Ownership Units in Price Range	Total Deficit or Surplus for Income Level
less than \$9,999	1,917	\$9,000	\$250	up to \$249	495	-1,422	\$10,000 - \$19,999	23	-1,894	-1,399
\$10,000 - \$14,999	920	\$12,500	\$312	\$250 - \$299	158	-762	\$20,000 - \$29,000	60	-860	-702
\$15,000 - \$19,999	1,127	\$17,500	\$562	\$300 - \$549	2531	1,404	\$30,000 - \$39,000	72	-1,055	1,476
\$20,000 - \$29,999	1,370	\$25,000	\$625	\$550 - \$599	803	-567	\$40,000 - \$59,999	630	-740	63
\$30,000 - \$34,999	1,125	\$32,500	\$812	\$600 - \$799	2461	1,336	\$60,000 - \$69,999	669	-456	2,005
\$35,000 - \$39,999	1,041	\$37,500	\$937	\$800 - \$899	750	-291	\$70,000 - \$79,999	934	-107	643
\$40,000 - \$49,999	1,697	\$45,000	\$1,125	\$900 - \$999	224	-1,473	\$80,000 - \$89,999	1006	-691	-467
\$50,000 - \$59,999	1,157	\$55,000	\$1,375	\$1,000 - \$1,249	283	-874	\$90,000 - \$124,999	1691	534	817
\$60,000 - \$74,999	1,131	\$67,500	\$1,687	\$1,250 - \$1,499	64	-1,067	\$125,000 - \$149,999	493	-638	-574
\$75,000 - \$99,999	860	\$87,500	\$2,187	\$1,500 - \$1,999	42	-818	\$150,000 - \$174,999	245	-615	-573
over \$100,000	770	\$100,000	\$2,500	\$2,000 or more	0	-770	\$175,000 - \$199,999	143	-627	-627

Source: US Census Bureau, Robert and Company

Table 1.3.14 shows the number of housing units that would be necessary to provide for all income levels within the City of East Point. Affordability is determined by the proportion of income dedicated to housing costs. In order to avoid cost burdened status, households must spend less than 30% of their income on rent or mortgage payments. For each income bracket, a maximum affordable monthly housing payment range has been calculated based on the midpoint of the income range. The number of housing units available in the price range has also been provided for each income bracket. Then, the deficit of housing that would be necessary to accommodate the remaining residents in each income bracket has been calculated for both rental and ownership housing. For many of the lower income brackets, it is unreasonable to expect ownership housing to be provided, given the low maximum affordable mortgage principle and the difficulty of securing a loan. Only 4.3 percent of the owner-occupied housing units in East Point are valued under \$50,000. (See Table 1.3.11) Finally, the total deficit or surplus of housing in each price range has been calculated. The total deficit or surplus represents the amount of rental or ownership housing that would be



1.3 Community Assessment – Housing

necessary to accommodate all of the households in that income range. Unsurprisingly, the largest deficits in housing needs are found at the lower end of the income groupings. However, there are also substantial deficits of higher end housing in East Point as compared to the number of households making over \$60,000 per year.

Another indicator of jobs-housing balance is the employment available within the City of East Point. Commuting patterns are one indicator of the fit between the employment available in East Point and the residential workforce. A table of the daytime population is provided in the Population section of the Data Appendix (Table 1.1.3). According to census figures, only 10.1 percent of the working residents of East Point are employed within the city. This figure points to a poor match between the jobs available in the City and the employment needs and skills of local residents. However, the city's close proximity to major transportation systems increases residents' prospects for commuting to nearby employment centers such as downtown Atlanta.

SPECIAL NEEDS HOUSING

In addition to ensuring the availability of adequate affordable housing, it is also important to provide housing for persons with special needs, such as the elderly; the homeless; victims of domestic violence; migrant farm

workers; persons with mental, physical, or developmental disabilities; persons with HIV/AIDS; and persons recovering from substance abuse.

Public housing forms an important component of the housing for special needs clients. The City of East Point Housing Authority administers HUD Section 8 housing vouchers and maintains a stock of public housing units. (Table 1.3.15) The Section 8 program is designed to allow for residential mobility and housing choice among recipients. Housing vouchers are one means of providing housing assistance while avoiding the problem of concentrated poverty inherent in high-density public housing developments. Housing vouchers are "portable" and thus allow recipients to transfer their voucher to locations outside of the original housing authority jurisdiction. Currently, the East Point Housing Authority administers 789 Section 8 housing vouchers. Of those housing vouchers, 253 (32.1%) originated from the East Point Housing Authority and 536 (67.9%) were transferred from other housing agencies. Unfortunately, the Section 8 program does suffer



1.3 Community Assessment – Housing

from limited funding. The East Point Housing Authority's waiting list for residents who qualify for Section 8 vouchers contains 723 persons and has been closed since November of 2002. Of the vouchers administered by the East Point Housing Authority, 18.1 percent are reserved for the disabled and 1.7 percent are reserved for the elderly.

The East Point Housing Authority also maintains a stock of public housing units. While the public housing waiting list is also full at 764, the list has been opened annually. The majority of public housing units are within the 2 to 3 bedroom range (74.5%). Of the public housing units in East Point, 8.5 percent are reserved for the disabled and 2.2 percent are reserved for the elderly.

Table 1.3.15

Public Housing Resources, City of East Point

	Section 8		Public Housing	
	Vouchers	%	Units	%
1 Bedroom	85	11.7%	127	16.6%
2 Bedroom	326	45.0%	268	35.1%
3 Bedroom	278	38.3%	301	39.4%
4 Bedroom	34	4.7%	57	7.5%
5 Bedroom	2	0.3%	11	1.4%
TOTAL	725	100.0%	764	100.0%
Elderly	12	1.7%	17	2.2%
Disabled	131	18.1%	65	8.5%
Waiting List	723	NA	764	NA

Source: East Point Housing Authority

An inventory of the disabled population living in the City of East Point is provided in Table 1.3.16. Persons with disabilities often require specialized housing in order to maintain independence. In the year 2000, over one quarter of the population of the City was classified as having at least one disability. East Point also has a high proportion of disabled residents (25.8%) as compared to the State of Georgia (19.7%).



Table 1.3.16

**Disabled Population, City of East Point
(Noninstitutionalized Population Over 5 Years Old)**

	Population 2000	% of Total Population
Population with one type of disability	4,589	12.8%
Sensory disability only	363	1.0%
Physical disability only	751	2.1%
Mental disability only	486	1.4%
Self care disability only	133	0.4%
Go outside home disability only	880	2.5%
Employment disability only	1,976	5.5%
Population with Two or more disabilities	4,660	13.0%
TOTAL disabled population	9,249	25.8%
TOTAL population over 5 years old	35,827	100.0%

Source: US Census Bureau, 2000 Census sf3, Table PCT26

Data on the homeless is notoriously difficult to gather because of their lack of a stable address. However there are some sources of data on the homeless available at the County level in Metro Atlanta. The Atlanta Tri-

Jurisdictional Continuum of Care includes an annual census of the homes in Atlanta, Fulton, and DeKalb. Using community volunteers and current or formerly homeless persons, the Pathways Network conducts a thorough one-day inventory of sheltered and unsheltered homeless persons. On February 9, 2005, the homeless census found 6,832 homeless people throughout the tri-jurisdictional area (Atlanta, Fulton, DeKalb). Of the homeless people identified, 5,673 (83%) were single persons and 1,159 (17%) were in families. Two thirds of those homeless identified were in some type of shelter or transitional housing (4,570), while the other third (2,262) were found on the streets or other unsheltered locations. Specific data on Atlanta and Fulton County outside of Atlanta are provided in Table 1.3.17.



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Table 1.3.17

Homeless Population 2005, Atlanta and Fulton County

	Atlanta	Fulton outside of Atlanta
Adult Females	826	31
Adult Males	4,104	89
Youths	133	2
Total Individuals	5,063	122
Children in Families	459	103
Total in Families	690	164
Total	5,753	286

Source: Pathways Network

Substance abusers represent another population with special housing needs. Treatment facilities are a vital service in areas with high rates of substance abuse. According to data compiled on the Georgia Department of Community Affairs website, there were 48,479 adults in need of substance abuse treatment in 2001. The estimated proportion of residents in need of substance abuse treatment is 5.9% for Fulton County, which is also the median rate among Georgia Counties.

The Georgia Coalition Against Domestic Violence, formerly located in East Point, has relocated to 114 New St. Suite B. in Decatur. However, the organization provides referral services for victims of domestic violence throughout the Atlanta Metro Area. Through the agency's efforts, victims of domestic violence are referred to shelters and halfway houses. The contact number for crisis services is 1-800-33HAVEN(42836). Victims of domestic

abuse are first referred to shelters in their county of residence. Crisis shelters house victims of domestic abuse for up to 90 days. After the initial 90 days, victims are moved to transitional housing facilities for up to two years. Several shelters are located within the City of East Point. However, due to security concerns, the locations of shelters are not publicly available. The Georgia Coalition Against Domestic Violence also provides services such as counseling, DFACS referrals, and employment referrals for victims of domestic violence.



1.3 Community Assessment – Housing

The elderly also constitute a group with special housing needs. In 2000, 7.9 percent of the East Point population was aged 65 and older. (See Population, Table 1.1.6. An inventory of housing facilities and special services for the elderly in and around the East Point area is provided as follows.

Nursing Homes

Able Mabel Assisted Home Care Services
5532 Old National Hwy, Atlanta, GA 30344

Bridgebuilders Incorporated
600 S Central Avenue # 200, Hapeville, GA 30354

Crestview Health and Rehabilitation Center
2800 Springdale Road Southwest, Atlanta, GA 30315

Our Lady Of Perpetual Help Home
760 Pollard Blvd, SW, Atlanta, GA 30315

Sunbridge Care & Rehabilitation for Atlanta
2850 Springdale Road Southwest, Atlanta, GA 30315

Assisted Living Facilities

Living Personal Care Home
3034 Grand Ave, S.W., Atlanta, GA, 30315

Merrys Personal Care
4070 Janice Drive, East Point, GA, 30344

Saint Thomas Manor
3409 Washington Road, East Point, GA, 30344

Southern International Living
3437 Mount Olive Road, East Point, GA, 30344



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Retirement Communities and Subsidized Elderly Housing

Lakewood Christian Manor
2141 Springdale Road, S.W., Atlanta, GA, 30315

Trinity Towers
2611 Springdale Road, S.W., Atlanta, GA, 30315

Columbia Highpoint

220 Bowen Circle, Atlanta, GA, 30315

Nursing Services

Alpha Nursing Services
777 Cleveland Avenue, Suite 301, Atlanta, GA, 30315

Ageing Advocacy Groups

National Caucus And Center On Black Aged - Atlanta Office
1514 East Cleveland Avenue, Atlanta, GA, 30344

Senior Centers

H. J. C. Bowden Senior Multipurpose Facility
2885 Church Street, East Point, GA, 30344

Hapeville Neighborhood Senior Center
527 King Arnold Street, Hapeville, GA, 30354



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1.4 Community Assessment – Natural and Cultural Resources

1.4 Natural and Cultural Resources

1.4.1 Natural Resources

➤ PUBLIC WATER SUPPLY SOURCES:

The City of East Point operates its own public water system, as well as providing water to the City of College Park and South Fulton. The City's intake comes from the Sweetwater Creek Basin in Cobb County.

See the Community Facilities and Services Element to further explain the Public Water and Treatment Supply System.

➤ WATERSHEDS:

A watershed is the area of land where all of the water that is under it drains and locates within a common place (supply basin). It is the area of land, within which all living things are linked by a common water source. Watersheds vary in size and shape, and everyone lives within one. The picture below illustrates how a water supply watershed works. This illustration is not The City of East Point, but does provide an example to demonstrate the cyclical process by which all water is regenerated. Watersheds provide public supply drinking sources. East Point lies within two Water Supply Watersheds. The northern watershed below the railroad is known as the Okmulgee Basin and feeds Butts County and Macon Water Authority. The southern watershed below the railroad is known as the Flint Basin and feeds Clayton County, Fayette County, and the City of Griffin.

Watersheds supply basins are easily influenced by such factors as:

- impervious surfaces (rock or paving and buildings),
- Vegetation (cleansing)
- Soil Type (acidity)
- Duration and intensity of rainfall (volume of water)
- Presence of Reservoirs such as retention ponds or lakes (quality of water).

1.4 Community Assessment – Natural and Cultural Resources

Each of these factors affects the water supply for the area that feeds from the supply basin.

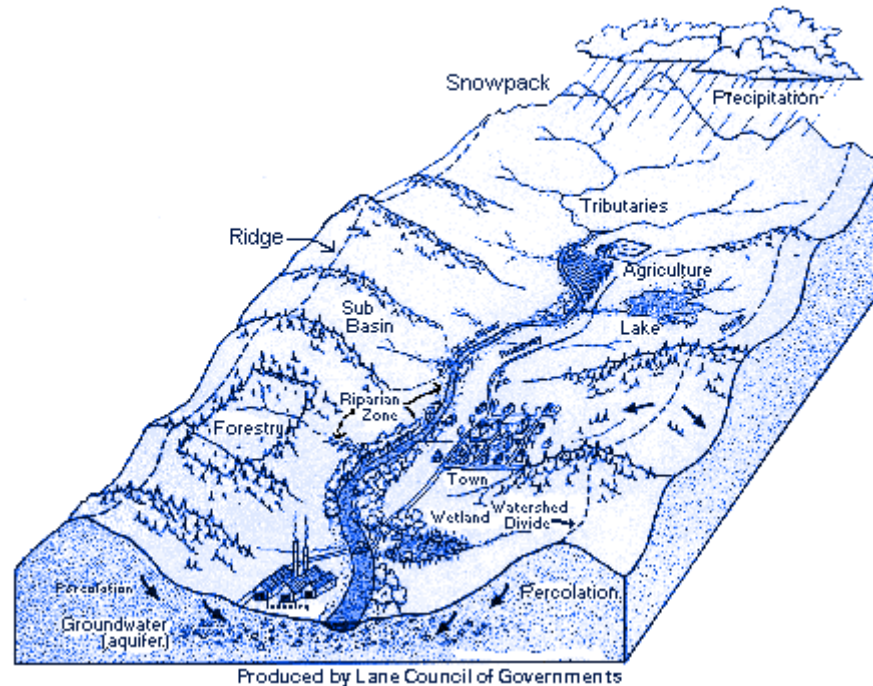


Chart 1.4.1

East Point lies at the center of two major ridge lines (areas of high ground). These control the flow of water to three primary water supply basins. A major ridge line runs through the city from the northeast to the southwest. This is intersected by another ridge line that runs to the southeast. These ridge lines divide East Point, channeling the flow of surface water and storm water runoff to the Chattahoochee River west of the city, the Flint River basin to the south, and the South River basin to the southeast. The Watershed Map for East Point indicates the majority of the Water supply Watershed is located at the Eastern Boundary of the City extending into the City of Hapeville and South into the City of College Park.



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1.4 Community Assessment – Natural and Cultural Resources

Within the boundaries of East Point, Camp Creek receives water on the west side of the city that eventually flows into the Chattahoochee River. Several other creeks and streams including Mimms Creek, Utoy Creek, and North and South Utoy Creeks also collect water from the East Point watershed. In the southeast quadrant of the city, a small area, generally east of U.S. Highway 92, south of Central Avenue to the city limits at Hapeville, College Park, and Atlanta Hartsfield International Airport drains to the Flint River. This small area is part of the Flint River large water supply watershed. As a result of these watershed conditions, the City of East Point is subject to Georgia Department of Natural Resources (DNR) protection standards. The City of East Point adopted the Environmental Part V Standards to protect their drinking water resources while allowing manageable development within the watershed. Restrictions under these standards include:

- Development buffers at 100 feet on both sides of all perennial streams;
- No impervious surfaces constructed within 150 feet on both sides of a stream;
- No septic tank drain fields are permitted;
- New facilities handling hazardous waste materials within a seven mile radius must conduct their operations on impermeable surfaces having spill and leak collection systems.

➤ **GROUNDWATER RECHARGE:**

The source of groundwater (recharge) is through precipitation or surface water that percolates downward. Approximately 5-50% (depending on climate, land use, soil type, geology and many other factors) of annual precipitation results in groundwater recharge. In some areas, streams literally recharge the aquifer through stream bed infiltration, called losing streams.

Left untouched, groundwater naturally arrives at a balance, discharging and recharging depending on hydrologic conditions. Most areas do not remain untouched, especially those areas within an urbanized environment.



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1.4 *Community Assessment – Natural and Cultural Resources*

Because the most favorable soil conditions and terrain conditions for favorable groundwater recharge areas are also the most favorable for development, groundwater recharge areas are always threatened.

East Point's current boundaries do not incorporate any groundwater recharge areas according to the Department of Natural Resources maps; however, East Point is close to two groundwater recharge areas including:

- Southwest of the city limits touching at Old Fairburn Road and running south east past Ben Hill Road.
- South of Vesta Avenue within the City of College Park and a large portion of the Hartsfield-Jackson Atlanta International Airport.

Over the next twenty years, the City of East Point could be affected by the Groundwater Recharge Sites if annexations of large tracts on the southwestern city limits occur. At this time, East Point does not affect significant groundwater recharge areas, and therefore no special consideration is required at this time.

If the City does incorporate these environmentally sensitive areas into the city, they will need to work with the appropriate state agency to establish the proper controls and limits on developments which would assure that these areas remain protected.

➤ **WETLANDS:**

Wetlands are defined as transitional zones between dry land and open waters that are wet at least part of the year. The amount of water these lands hold vary from a few days per year to flooded with water year round. Wetlands are important for habitat, fisheries, flood control, and clean water. Wetlands filter pollutants, improve water quality, and reduce soil erosion.

Because these areas are so important, The U.S. Army Corps of Engineers and the U.S. Environmental Protection Agency protect them under Section 404 which requires that any activity involving the deposition of dredged or fill material must receive a permit. Each site



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1.4 *Community Assessment – Natural and Cultural Resources*

is examined to determine the magnitude and importance of each wetland and its role in the overall local eco-system. Few wetlands exist in East Point according to the Department of Natural Resources Maps. The largest of these exist around Camp Creek Parkway. If annexation occurs to the north and west of Camp Creek Parkway, a large wetland area will be incorporated and further protection measures will be needed.

➤ **PROTECTED RIVERS:**

There are no protected rivers within the jurisdictional boundaries of East Point as defined and provided for in the Rules for Environmental Planning Criteria. According to the Department of Natural Resources for Environmental Planning Criteria, Protected Rivers are defined as any river or watercourse with an average annual flow of at least 400 cubic feet per second as determined by appropriate U.S. Geological Survey documents. However, those segments of rivers covered by the Metropolitan River Protection Act or the Coastal Marshlands Protection Act are specifically excluded from the definition of a protected river. River corridors are the strips of land that flank major rivers. These corridors are of vital importance in order to preserve those qualities that make a river suitable as a habitat for wildlife, a site for recreation, and a source for clean drinking water. River corridors also allow the free movement of wildlife from area to area within the state, help control erosion and river sedimentation, and help absorb flood waters.

Although East Point does not have any protected rivers as defined by the Department of Natural Resources, there are corridors within a few miles of the city including:

- The Chattahoochee River Corridor – eight miles northwest
- Headwaters of the Flint River – two miles southeast
- South River Corridor – thirteen miles east

Major ridgelines defining these river basins do occur in East Point. The primary ridge line runs northeast to southwest and is intersected by secondary ridge running to the southeast. The rough location of these ridge lines can be established by locating the railroad lines which traverse the city, as their construction historically follows existing ridge



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1.4 *Community Assessment – Natural and Cultural Resources*

lines. As indicated, the Chattahoochee River basin lies to the west, the Flint River basin to the south, and the South River Basin to the east.

➤ **SOIL TYPES:**

East Point was originally founded as an agricultural community but was recognized as a regional and state contributor when it became an industrial community. The soil types in East Point are conducive to agriculture; although, the City has been developed and become an urbanized jurisdiction.

Area soils include the following:

- (Type "C") Cecil sandy loam, residual material from weathered gneiss or granite;
- (Type "M") Madison-Grover-Louisa gravelly sandy loams, young alluvial material;
- (Type "S") Seneca fine sandy loam, local colluvial and alluvial materials;
- (Type "W") Wickham fine sandy loam, mainly local colluvial and alluvial materials; and
- (Type "U") Unclassified city land types.

Soils in this vicinity are generally well-drained and moderately permeable. These are the same type of soils that are primarily sought after for development. Land disturbing activities during development phases affect the topsoil surfaces and leave most soil susceptible to runoff. Soil erosion and sedimentation runoff is the primary adverse impact to the degradation of quality topsoil surfaces.

To alleviate soil run-off and sedimentation, East Point has a Soil Erosion/Sedimentation Ordinance in place. This ordinance is currently being reviewed and as a result, may be updated mid-year 2006.

➤ **STEEP SLOPES:**

Few areas within East Point have steep slopes. See attached map. A steep slope is designated as a slope with a 15 percent or greater vertical grade. Few areas of East Point exhibit slopes of this magnitude. Areas that do exhibit these qualities are sporadic within



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the jurisdictional boundaries. Primarily these areas are characterized by rolling, well-drained terrain with coarse loamy surface soils and clayey subsoils.

East Point is located within the Greenville Slope District of the Southern Piedmont Province of Georgia. Underlying geology consists of igneous rock which is prevalent throughout the Atlanta Plateau of the Appalachian Mountain chain. No special management practices are considered necessary for the control of steep slope conditions within the city.

➤ PLANT & ANIMAL THREATENED AND ENDANGERED SPECIES:

East Point is an urbanized area within Fulton County which has few plant or animal habitats. According to the Fish and Wildlife Service, there are several Threatened (identified as T on table) or Endangered (identified as E on table) Species within Fulton County. This table is provided below indicating birds, invertebrate, fish, and plants.

Table 1.4.1

Listed Species in Fulton County (updated May 2004)				
Species	Federal Status	State Status	Habitat	Threats
Bird				
Bald eagle <i>Haliaeetus leucocephalus</i>	T	E	Inland waterways and estuarine areas in Georgia.	Major factor in initial decline was lowered reproductive success following use of DDT. Current threats include habitat destruction, disturbance at the nest, illegal shooting, electrocution, impact injuries, and lead poisoning.
Invertebrate				
Gulf moccasinshell mussel <i>Medionidus pencillatus</i>	E	E	Medium streams to large rivers with slight to moderate current over sand and gravel substrates; may be associated with muddy sand substrates around tree roots	Habitat modification, sedimentation, and water quality degradation
Shiny-rayed pocketbook mussel	E	E	Medium creeks to the mainstems of rivers with slow to moderate currents over sandy substrates and associated with rock or clay	Habitat modification, sedimentation, and water quality degradation



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<i>Lampsilis subangulata</i>			
Fish			
Bluestripe shiner <i>Cyprinella callitaenia</i>	No Federal Status	T	Brownwater streams
Cherokee darter <i>Etheostoma scotti</i>	T	T	Shallow water (0.1-0.5 m) in small to medium warm water creeks (1-15 m wide) with predominantly rocky bottoms. Usually found in sections with reduced current, typically runs above and below riffles and at ecotones of riffles and backwaters. Habitat loss due to dam and reservoir construction, habitat degradation, and poor water quality
Highscale shiner <i>Notropis hypsilepis</i>	No Federal Status	T	Blackwater and brownwater streams
Plant			
Bay star-vine <i>Schisandra glabra</i>	No Federal Status	T	Twining on subcanopy and understory trees/shrubs in rich alluvial woods
Piedmont barren strawberry <i>Waldsteinia lobata</i>	No Federal Status	T	Rocky acedid woods along streams with mountain laurel; rarely in drier upland oak-hickory-pine woods

East Point is supportive of agencies such as these who are charged with enforcing provisions to protect these wildlife and works in cooperation with them when necessary.

➤ PRIME AGRICULTURAL:

Farming and agricultural activities do not take place within the City of East Point. Whereas the soils are conducive to agriculture, the likelihood of the land being reverted to agricultural use is unlikely within the planning period.

➤ CONSERVATION AREAS:

East Point has participated in the Governor's Greenspace Program (see the Areas of Special Attention Map within the Land Use Element). East



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1.4 Community Assessment – Natural and Cultural Resources

Point is recognized regionally for its Velodrome which hosted an Olympic event and still serves for competitions and training. More details on recreational areas have been identified in the Community Facilities and Services Chapter.

1.4.2 Cultural Resources

East Point was named for its location to the Railroad where the Atlanta and West Point railroad tracks end on the East. Although the City of East Point was chartered August 10, 1887, it was busy long before this date. From 1820 – 1930 the City grew from an Indian territory with few people to a manufacturing city that housed 10,000 people.

Early history shows that East Point was prosperous due to its location and marriage to various transportation modes. From the railroad, to the horse and carriage, to the automobile, East Point has always been recognized for its location and accessibility. Even today, the commercial downtown area relies heavily on their attraction from the Marta Train Station located on Main Street.

After the depression, the City experienced the same type of struggles as any southern city. Times were hard for everyone and little development activity took place. In 1947, the City experienced the largest building boom since the pre-civil war movement. New structures began to align the streets again.

Today these early roots are still treasured. Although no official Historic Resource Survey has been conducted to specify the age, historic value or architectural characteristics of the community, several structures still show the City's original foundations.

The City does not have a listing on the National Register of Historic Places for their Main Street area, but some of the earliest buildings date back to the early 1900's. Most of the buildings on Main Street have been restored within the last ten years. There are twelve blocks known as the East Point Downtown area. Several of these blocks no longer have historic structures on them. The commercial district is surrounded by five established neighborhoods that support the vitality of this area.



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1.4 *Community Assessment – Natural and Cultural Resources*

Architectural Review in the Main Street District

The City of East Point has a designated Main Street Architectural District that regulates the look of the district. The Planning and Zoning Commission acts as the regulatory body who upholds these architectural standards through a design review procedure. This district assures the historic architecture for the area is upheld when rehabilitation, preservation, reconstruction or new construction takes place. This District emphasizes the importance of the Main Street area to the City.

1.4.2 Organizational Support

East Point Historical Society

The City has a historical society that was founded by the East Point Woman's Club on December 2, 1979. Their headquarters are located at the Morgan House at 1685 Norman Berry Drive. The Morgan House holds the historical society's collection of East Point history including historic maps of East Point, railroad memorabilia, historic photographs, scrapbooks, manuscripts and diaries, and a collection of oral history audio tapes and transcriptions, and bound volumes of Atlanta's Suburban Reporter dated 1931-1970.

(Source: South Fulton Revitalization Incorporated Website)

Main Street Association

The Main Street Association is made up of nine members comprised of business owners, community stakeholders and professionals who have a commitment to downtown and who help govern the decision making for the central business district.

Their mission is: "To preserve and enhance the downtown area as the heart of East Point; communicating a sense of place, community pride and heritage, while providing for a successful business and residential environment."



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1.4 *Community Assessment – Natural and Cultural Resources*

1.4.3 Historically Significant Structures

Many of the historic commercial and industrial building resources like the first train depot and theatre were lost to fire. The buildings that survived the fires did not survive the Redevelopment Phase.

Just like other cities all over the United States, the City of East Point adopted a redevelopment plan. In 1971, the City was ready to move forward with their plan to remove the “blighted” areas in their city. Many historic structures were demolished in the name of progress.

Today, there are a few historic structures that remain in the commercial and industrial districts. These are a major contribution to the City’s heritage. Among these significant areas and buildings are:

National Register Historic District: The City of East Point is recognized by the National Trust of Historic Places for their National Register District. The City of East Point’s seven old warehouses along Norman Berry Drive on the north and extending south to include the Atlanta Utility Works; its west boundary being the Atlanta & West Point railroad tracks and the east boundary, Martin Street were listed on the National Register of Historic Places in 1985.

These buildings constituted one of the last and largest extant New South Industrial Complexes in the State. (Centennial Chronology of East Point History) Businesses in this district included the Oak Knitting Mills, Couch Brothers Manufacturing Company, Atlanta Tent and Awning Company, Atlanta Utility Works, White Hickory Wagon Works and Blount Buggy & Carriage Manufacturing.

Hillcrest Cemetery: Hillcrest Cemetery was opened by East Point’s prominent Connally family on their land near what is now Connally Drive and Stanton Road. Abner Connally, born in 1777, was buried at the site in 1858. There was also a section reserved for slave burials. The Connally family continued to use the graveyard into the 1970’s. Today, it is in disrepair; however, efforts are underway to secure and improve as the cemetery remains in use for burials.



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Industrial

➤ White Hickory Wagon Manufacturing Building



Established in East Point in 1885 by Mr. B.M. Blount, this company specialized in the manufacturing of farm wagons, turpentine wagons, lumber wagons, city drays, dump carts, push carts and goat wagons. The White Hickory wagon was known favorably all over the United States.

➤ Buggy Works Building



In 1908, the Carriage and Buggy Company was created. This company manufactured horse-drawn passenger vehicles. This company was prosperous until the automobile took over the roadways. The Book of Georgia said "Most of the time there was more demand for the product than there was ability to supply the requests."

In the late 1980's, these two buildings were rehabilitated to house the U.S. Army offices. Presently, the property is owned by Thomas Preston Investments, LLC and BFG Investments, LLC. These property owners once again provided a viable use as an employment center for the City of East Point. Numerous small businesses are housed in these buildings and hundreds of employees work here. (Braden Fellman.com)

Other Manufacturing Plants from the Past





East Point 2026 Comprehensive Plan

1.4 Community Assessment – Natural and Cultural Resources

Commercial Commercial District

Originally, East Point had one grocery store, one drug store and three other businesses along Main Street. The post office was not introduced to East Point until 1870. Over the years, East Point's downtown area grew and the city was recognized for their industry and commerce. (East Point History)

Downtown

Over the past ten years, much of the Commercial District located along Main Street has been rehabilitated for other uses including restaurants, residential lofts, and small offices.

➤ White Way Lofts



An example of rehabilitation that has taken place over the last ten years in the City of East Point.

➤ First Library



Originally built in 1939, this was East Point's first library. This library served the community until 1996 when the new library was built on Main Street.



East Point 2026 Comprehensive Plan

1.4 Community Assessment – Natural and Cultural Resources

➤ City Hall and City Auditorium



City Hall



City Auditorium

Built in 1930, City Hall and the City Auditorium were some of the first stately buildings constructed in the City. The auditorium held dances, music recitals, sporting events, graduations, stage performances, and later a combined Thanksgiving service for the local churches.

The City Auditorium was rehabilitated in 1984 into an auditorium with 1,000 seats. When new federal regulations required City Hall be handicap accessible, the local government moved their public meetings to the auditorium versus installing an elevator that could have destroyed some of the historic integrity of the original City Hall.

➤ The Morgan House



Housing the Historical Society, this 1913 circa home was moved from its original location on East Point Street in 1988 to Norman Berry Drive where it was restored. This structure sits on a significant site for the City known locally as the “Que Grounds.” This was short for Bar-B-Que since most of the community activities were focused at this particular location.

Later, the first City pool was placed here and was fed by a local spring.



East Point 2026 Comprehensive Plan

1.4 Community Assessment – Natural and Cultural Resources

➤ Post Office



The first post office was established in East Point in 1870. The post office in this picture can still be found on Main Street in Downtown East Point.

Churches

Churches were a major part of everyday life in East Point. Some of the oldest churches include:

- **The East Point Avenue Methodist Church:** Also known as Nellie's Chapel, this Chapel was named after the daughter of the local physician who donated the land.
- **The First Baptist Church Building**



This gray stone building was completed in July, 1924 and has been the home of the first Baptist Church ever since. This was one of the first chartered churches in the City.



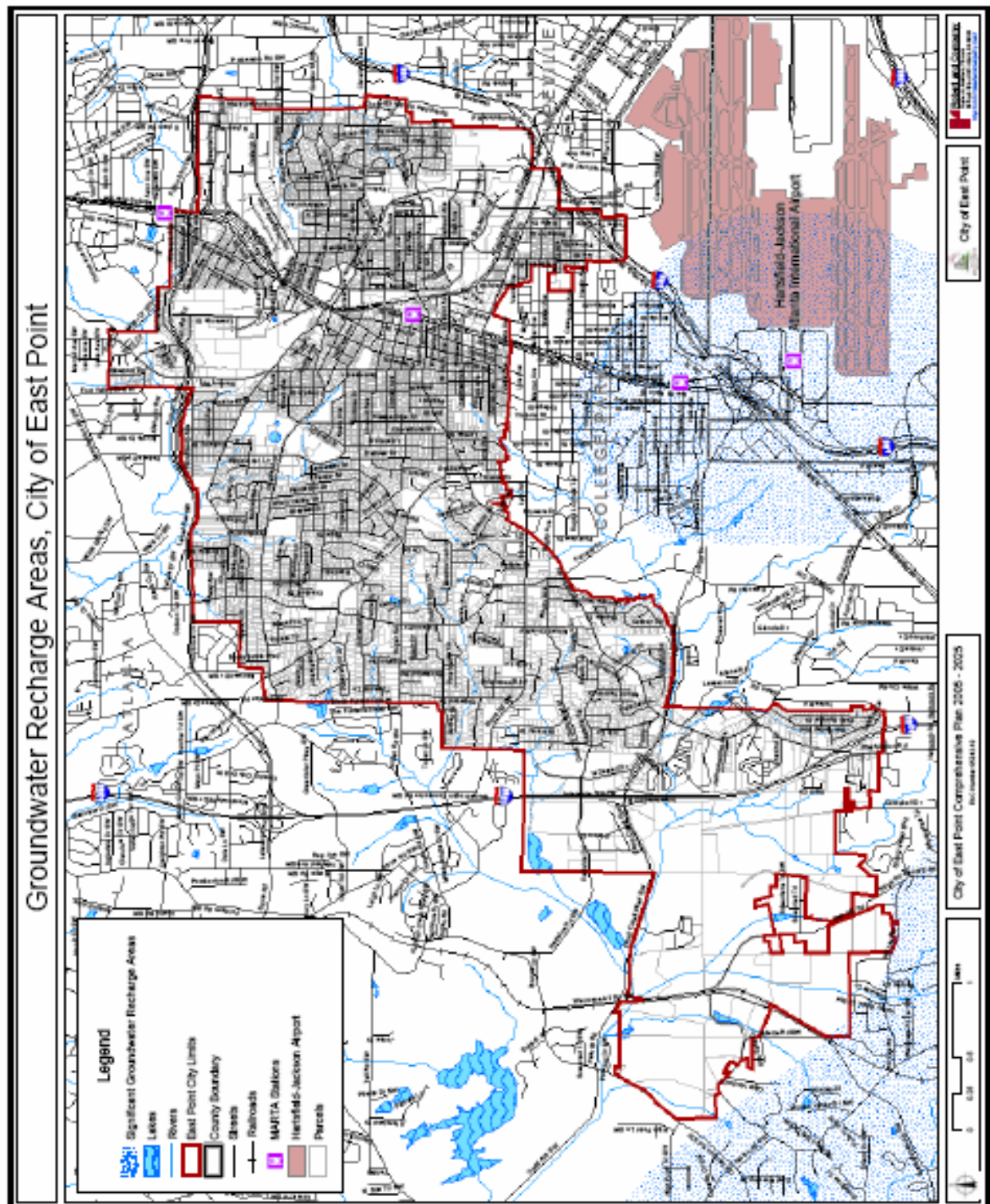
East Point 2026 Comprehensive Plan

1.4 *Community Assessment – Natural and Cultural Resources*

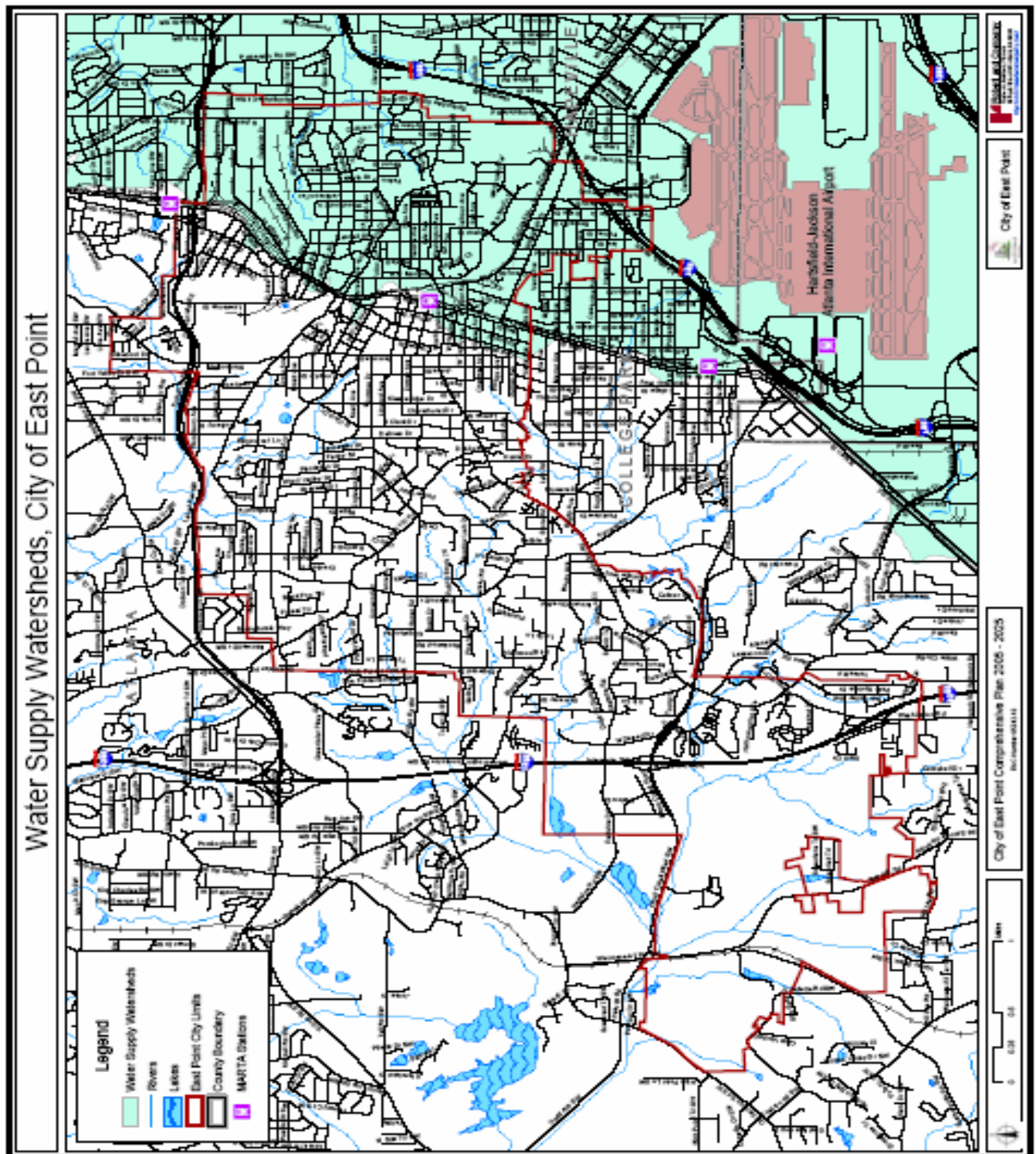
Residential

➤ **Historic Neighborhoods**

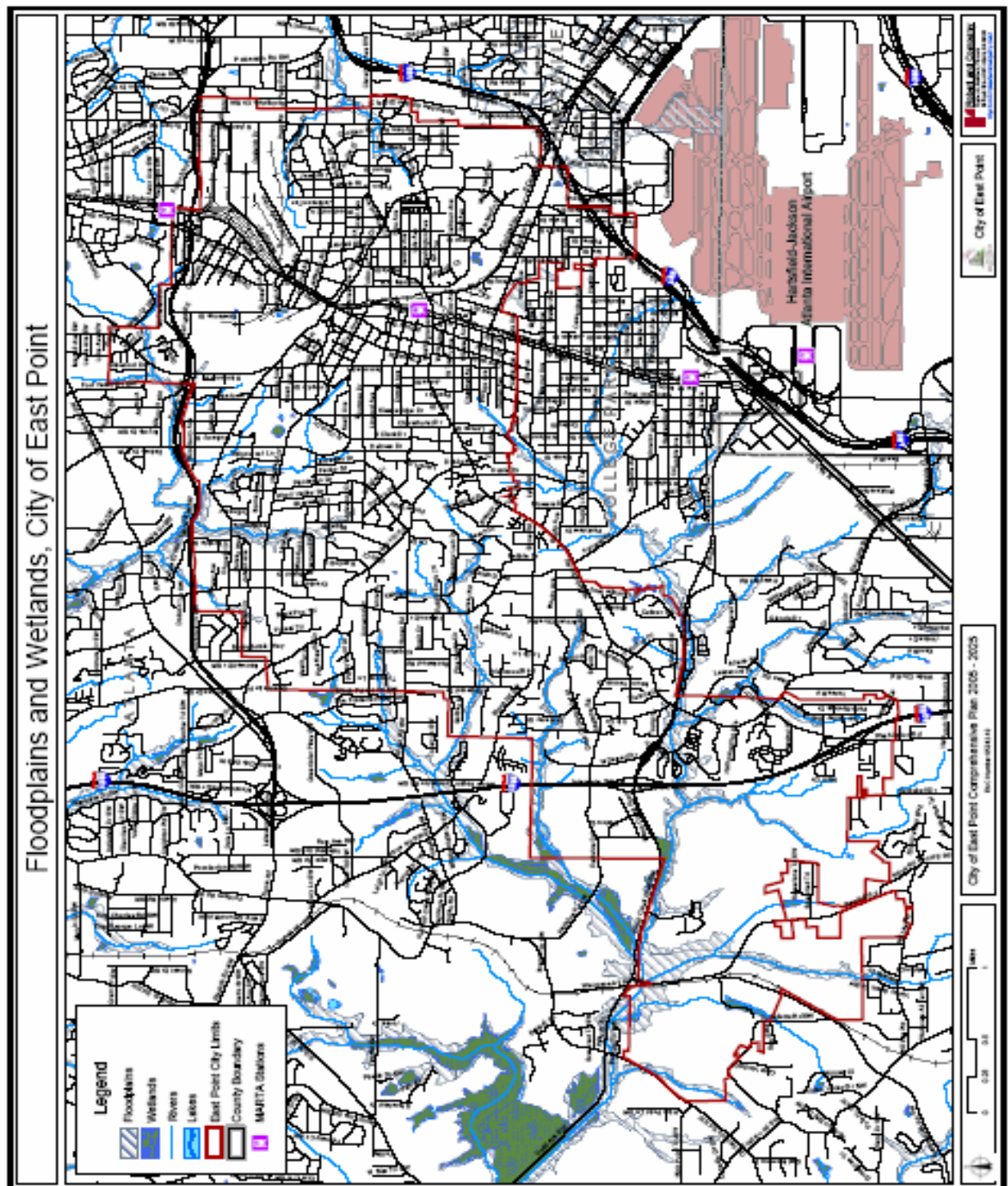
Perhaps the most valuable assets to the City of East Point's historic resources have not been officially recognized and documented. Most of the surrounding neighborhoods appear to have homes 50 years old or older. Many of these homes have their original character with very few alterations. Many locations are experiencing infill development. This type of development is taking place throughout the Study area and is complimentary of the historic architecture of the surrounding neighborhoods. This type of preservation, rehabilitation and reconstruction will continue to savor the charm of these areas.



1.4 Community Assessment – Natural and Cultural Resources



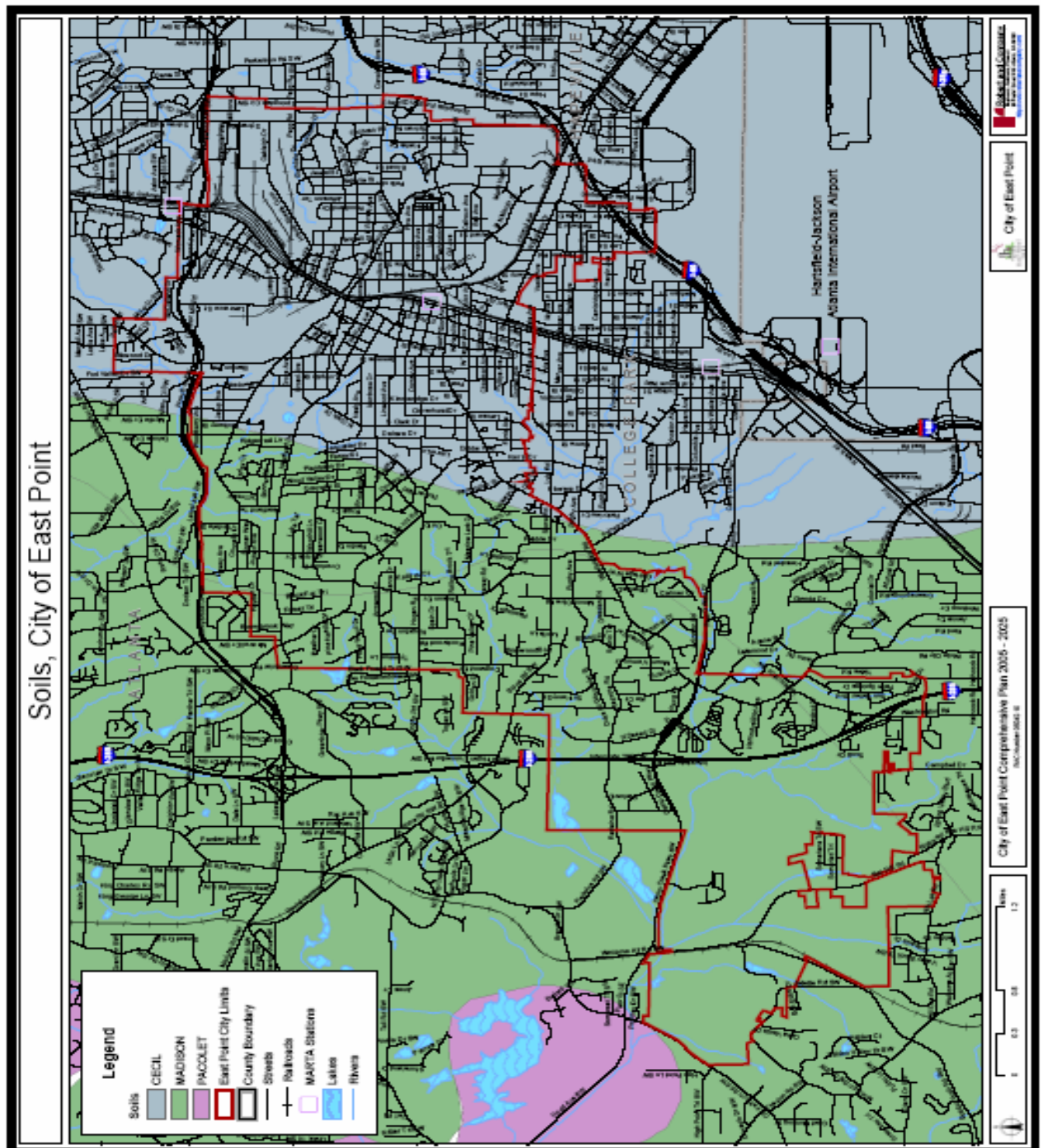
1.4 Community Assessment – Natural and Cultural Resources



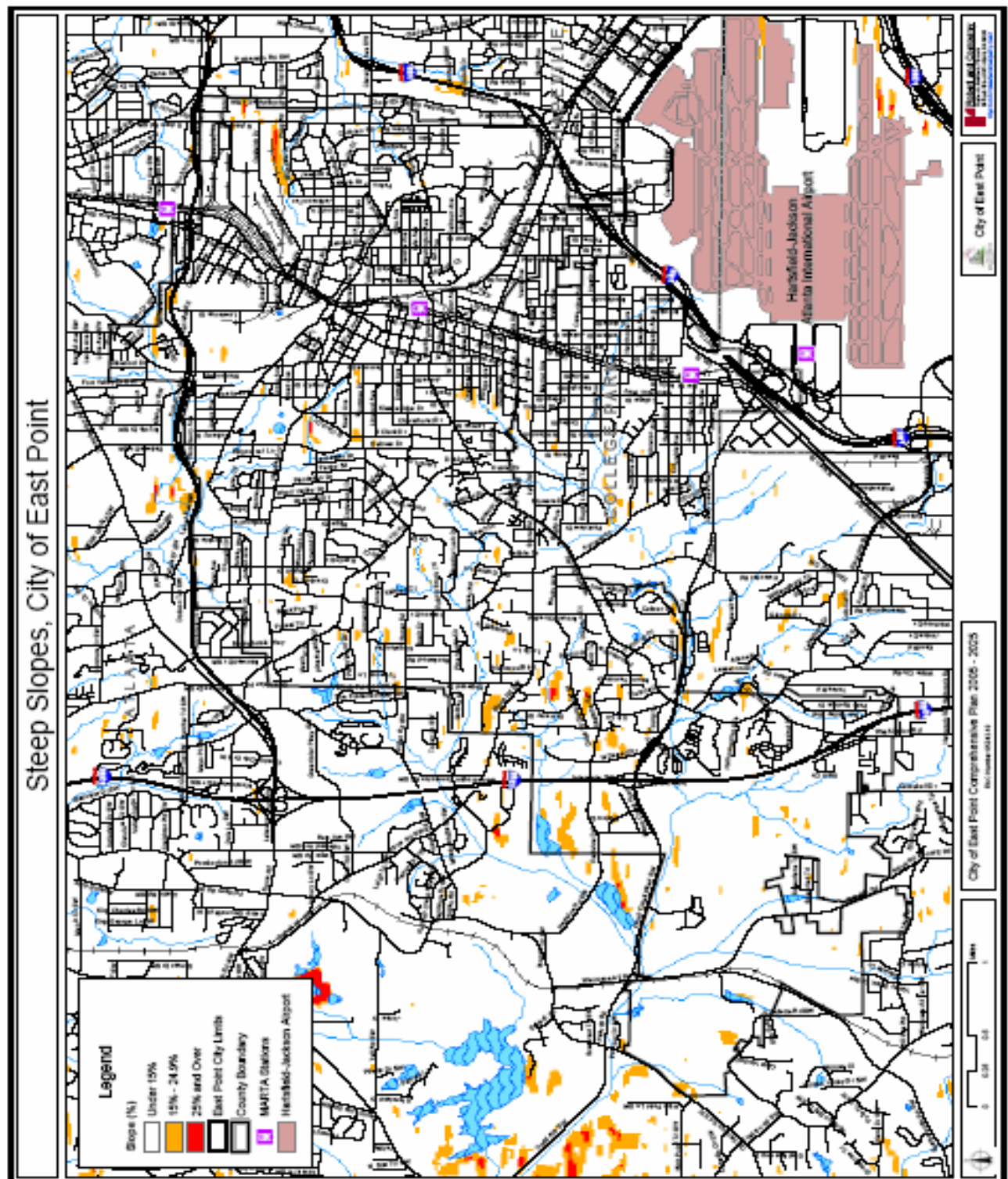


East Point 2026 Comprehensive Plan

1.4 Community Assessment – Natural and Cultural Resources



1.4 Community Assessment – Natural and Cultural Resources





1.5 COMMUNITY FACILITIES AND SERVICES

Community Facilities and Services Analysis

The following major community facilities and services have been evaluated:

- **WATER SUPPLY AND TREATMENT.** Both distribution and treatment systems have been identified, whether publicly or privately operated.
 - Distribution System
 - Treatment Systems
- **SEWERAGE SYSTEM AND WASTEWATER TREATMENT.** Both collection and treatment systems have been identified, whether publicly or privately operated. The use of onsite septic systems within the City of East Point has been evaluated, especially where widespread use may have adverse environmental impacts.
 - Collection Systems
 - Treatment Systems
 - Septic Systems
- **OTHER FACILITIES AND SERVICES.** The following facilities have been evaluated:
 - Fire Protection
 - Public Safety
 - Parks and Recreation
 - Stormwater Management
 - Solid Waste Management

For each of these services,

- The service areas and/or levels of services have been mapped¹;
- The adequacy and useful life of these facilities and services for meeting future needs of the City of East Point have been evaluated; and

¹ All maps were provided by the DCA or meet DCA requirements and GIS source data shall be submitted with the comprehensive plan.



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

- Service areas and service providers have been checked for consistency with the countywide service delivery strategy² (inconsistencies that need to be resolved in the plan or the service delivery strategy have been identified).

Additional considerations have focused on:

- How to make the most efficient use of existing infrastructure to accommodate future development in the City of East Point;
- How service areas or levels of service are likely to influence future development patterns or impact natural or cultural resources; and
- How these facilities may be used to appropriately direct development patterns of the City of East Point.

² 'Service Delivery Strategy' is the intergovernmental arrangement among city governments, the county government, and other affected entities within the same county for delivery of community services, developed in accordance with the Service Delivery Strategy law. A local government's existing Strategy must be updated concurrent with the comprehensive plan update. To ensure consistency between the comprehensive plan and the agreed upon Strategy: (1) the services to be provided by the local government, as identified in the comprehensive plan, cannot exceed those identified in the agreed upon strategy and (2) the service areas identified for individual services that will be provided by the local government must be consistent between the plan and Strategy.



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

Water Supply and Treatment Supply, Treatment & Distribution System

East Point owns and operates a municipal water system and plans to continue to do so, enabling residents to benefit from some of the lowest water rates in the metropolitan area. Of three municipalities in Fulton County which operate water treatment facilities, only the East Point facility provides sufficient capacity to meet all of its demands. Because the system is not operating at capacity, the city exports water to unincorporated Fulton County for industrial use. This capacity has given the City a competitive edge over its neighbors and represents an important asset for economic development.

Table 5-1: Water Treatment Facilities

Water Treatment Plant	Responsible Party	Source of Water
AFCWRC Water Treatment Plant	AFCWRC	Chattahoochee River
Hemphill Water Treatment Plant (Atlanta, GA)	Atlanta	Chattahoochee River (above Peachtree Creek)
Chattahoochee River Water Treatment Plant (Atl, GA)	Atlanta	Chattahoochee River (above Peachtree Creek)
Cecil B. Woods Water Treatment Plant (Roswell, GA)	Roswell	Big Creek
East Point Water Treatment Plant (East Point, GA)	East Point	Sweetwater Creek
Palmetto Water Treatment Plant (Palmetto, GA)	Palmetto	Cedar Creek

Source: Fulton County Public Works

Table 5-2: Geographic service area of the facility and the predominant types of land uses served by the facility

Water Treatment Plant	Geographic Service Area	Predominant Types of Land Use Served by the Facility
AFCWRC Water Treatment Plant	Unincorporated North Fulton, Sandy Springs (majority), Atlanta, Roswell, Alpharetta, Forsyth County	residential, commercial
Hemphill Water Treatment Plant (Atlanta, GA)	Sandy Springs, City of Atlanta, Hapeville, Unincorporated South Fulton, Fairburn (partial), Union City	residential, commercial, industrial, rural
Chattahoochee River Water Treatment Plant (Atlanta, GA)	City of Atlanta, Fulton Industrial District	residential, commercial, industrial
Cecil B. Woods Water Treatment Plant (Roswell, GA)	Roswell downtown area	Residential Commercial
East Point Water Treatment Plant, (East Point, GA)	90% of College Park, 10-20% of Hapeville Fort McPherson (Atlanta)	residential, commercial
Palmetto Water Treatment Plant, (Palmetto, GA)	Palmetto	residential, commercial

Source: Fulton County E&CD

According to Fulton County documentation, the East Point Water Treatment Plant has a capacity of 12 million gallons per day, is in "good" condition, and is expected to provide adequate service through 2030.



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

Table 5-3: Design capacity of Water Treatment Plant (in million gallons per day-mgd)		
Water Treatment Plant	Plant Capacity in 2005	Useful Life of Facility
Atlanta Fulton County Water Treatment Plant	90 mgd	Through 2021-2030
Hemphill Water Treatment Plant (Atlanta, GA)	137 mgd	Through 2021-2030
Chattahoochee River Water Treatment Plant (Atl, GA)	65 mgd	Through 2021-2030
Cecil B. Woods Water Treatment Plant (Roswell, GA)	1 mgd	Plan - Decommission between 2011-2020
East Point Water Treatment Plant (East Point, GA)	12 mgd	Through 2021-2030
Palmetto Water Treatment Plant (Palmetto, GA)	0.6 mgd	Plan - Decommission between 2011-2020

Table 5- 11 Water Treatment Facilities			
Facility	Adequacy	General Condition (poor-fair-good-excellent)	Expected Life
Atlanta Fulton County Water Treatment Plant	Yes (90 mgd), however the plant will be expanded to 145 mgd.	Good	Through 2021-2030
Hemphill Water Treatment Plant (Atlanta)	Yes (137 mgd)	Fair – improvements were being made as of 2005	Through 2021-2030
Chattahoochee River Water Treatment Plant (Atlanta)	Yes (65 mgd)	Fair – improvements were being made as of 2005	Through 2021-2030
Cecil B. Woods Water Treatment Plant (Roswell)	Yes (1 mgd)	Fair to poor – improvements were necessary as of 2005	Plan – Decommission between 2011-2020
East Point Water Treatment Plant (East Point, GA)	Yes (12 mgd)	Good	Through 2021-2030
Palmetto Water Treatment Plant (Palmetto, GA)	Yes (0.6 mgd)	Good	Plan – Decommission between 2011-2020

Source: Fulton County Comprehensive Plan 2005-2025

Raw water supply is drawn from Sweetwater Creek, a tributary to the Chattahoochee River. The City's water intake and pump station is located on the west side of the river in Douglas County. The Ben Hill reservoir provides storage and serves as a management tool to ensure the minimum required flow from Sweetwater Creek to the Chattahoochee.

East Point Water Service Profile
<p><i>Municipal Water Source:</i> Sweet Water Creek, Ben Hill Reservoir</p> <p><i>Storage Capacity:</i> 3,000,000 gallons ground storage; 3,000,000 elevated storage</p> <p><i>Pumping Capacity:</i> 17,900,000 gallons a day</p> <p><i>Average Daily Demand:</i> 11,900,000 gallons a day</p> <p><i>Peak Demand:</i> 14,900,000 gallons a day</p> <p><i>Water Rates:</i></p> <p>0-3,000 gallons/month \$5.81 (base charge)</p> <p>3,001-50,000 gallons/month \$5.81 plus \$1.85 per 1,000 gallons</p> <p>50,001-1,000,000 gallons/month \$5.81 plus \$1.95 per 1,000 gallons</p> <p>1,000,000+ gallons/month \$2.05 per 1,000 gallons</p>

A water source assessment, required by the EPA and facilitated by the ARC, was completed in December 2001. The assessment provides basic information about the water source used to provide drinking water and is meant to:



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

- identify the area of land that contributes the raw water used for drinking water
- identify potential sources of contamination to drinking water supplies
- provide a clear understanding of the drinking water supply's susceptibility to contamination.

The information can help communities understand the potential for contamination of their drinking water supplies and can be used to prioritize the need for protecting drinking water sources.

Individual sources of pollution involve actual facilities which have contaminants on site which can pose a potential health risk if humans consume them. The following sources were identified:

Sweetwater Creek Water Supply Watershed	
Inventory of Potential Point Sources of Pollution	
Potential Pollutant Source Facilities	Number of Facilities
Agriculture	3
Airports	4
Asphalt Plants	2
Electric Substations	14
Fuel Facilities	173
Garbage Transfer Stations	4
Hazardous Waste Facilities	87
Junk/Scrap/Salvage Yards	9
Landfills	12
Large Industries which Utilize Hazardous Chemicals	33
Land Application Site (LAS) Permit Holders	2
Lift Stations	23
Mines	19
NPDES Permit Holders	9
Recycling Centers	9
Water Treatment Plants	1
Wastewater Treatment Facilities	1
Oil/Gas Pipelines	60
Total	465

Source: Environmental Planning Division, Atlanta Regional Commission

Non-point source pollution is caused by development and everyday activities that take place in residential, commercial and rural areas and is carried by rainfall to streams and lakes. Each time it rains, the resulting runoff from rooftops, lawns, streets and parking lots pick up debris such as:



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1.5 Community Assessment – Community Facilities and Services

- Dust and dirt
- Oil and other vehicle leaks
- Pet waste
- Lawn pesticides and fertilizers
- Leaves and grass clippings
- Paint and other household products

Leaky septic tanks and sewer lines, construction sites and bare ground areas are other sources of non-point source pollution.

These pollutants are deposited, untreated, into our streams, rivers, and lakes. Increased runoff from developed areas can also cause flooding and erosion of stream banks, which creates even more sediment that enters our waterways.

The amount of impervious cover from buildings, streets and parking lots is an indicator of potential pollutant loads from non-point source pollutants. The following non-point source pollution considerations for the Sweetwater Creek Watershed were identified:

<i>Sweetwater Creek</i> Watershed
Non-point Source Considerations
11.9% Impervious Surface Area
1.9% Area of Watershed in Transition
160 Sewer Lines Crossing the streams near the intake
30 Railroads Crossing Streams near the intake
75 Identifiable Accidental Spill Sites

Source: Environmental Planning Division, Atlanta Regional Commission

The Sweetwater Creek Watershed received an overall ranking of “Medium” in terms of susceptibility to Individual source pollution and non-point source pollution. In order to retain the competitive advantages associated with operating its own water supply system, the city must be committed to decreasing the susceptibility of the watershed to pollution through appropriate land use policies and regulations.



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1.5 Community Assessment – Community Facilities and Services

The City's water treatment plant is located at 2001 Headland Drive between DeLowe and Stanton Drives. The plant is a conventional surface water treatment facility and has a raw water storage reservoir which holds approximately 10 million gallons. Treatment elements include flocculation, settling, filtration, disinfection and storage.

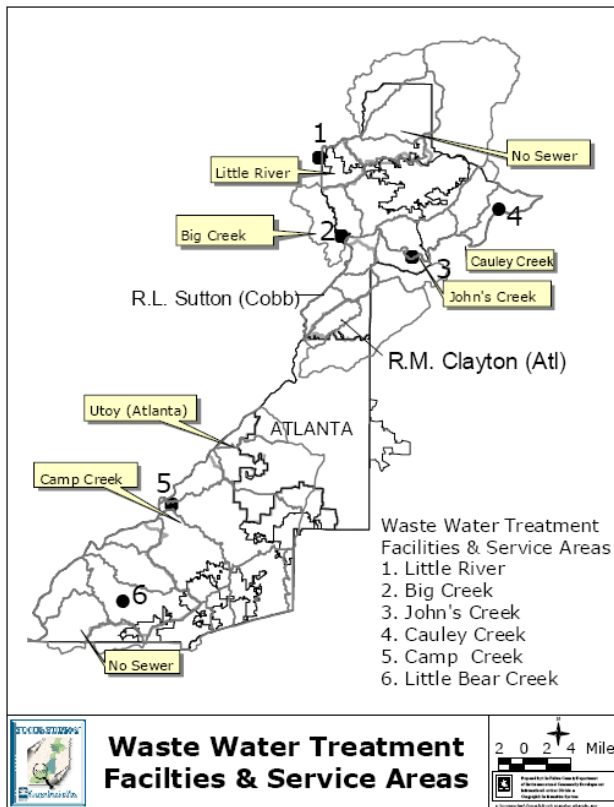
The City owns and operates a water distribution system consisting of a pipe network and elevated storage tanks. The distribution grid supplies water to the entire geographic area of East Point and also serves College Park.

(Source: Mayor-elect Macon)

The East Point Water System is currently in the hands of the Building Authority encumbered under a 2000, 16,000,000.00 water system improvement bond.

Sewerage System and Wastewater Treatment Collection and Treatment System

The sanitary sewerage collection system is owned, operated and maintained by the City of East Point. The geographic area of the City consists of three primary drainage basins. The area east of U.S. 29



drains to Entrenchment Creek, a tributary to the South River. Areas west of U.S. 29, and generally north of Ben Hill Road and Washington Road, are part of the Utoy Creek Basin. The third and largest area is the Camp Creek Basin. This basin consists of areas of the city south of Ben Hill Road and Washington Road. A small portion of the city, generally east of U.S. Highway 29 and south of Willingham Drive, drains to a fourth basin, the Flint River Basin.

Much of the East Point system was developed before the advent of modern pipe joint technology; generally, the age of system elements is the same

as the neighborhoods they serve. Much of the system suffers from the infiltration of ground water. This tends to add to the volume of water being collected for treatment, thus increasing sewerage flows to the treatment plant and treatment costs. A financial analysis may be necessary to forecast when and if the cost of treating extraneous groundwater will exceed the cost of repairing the collection system.

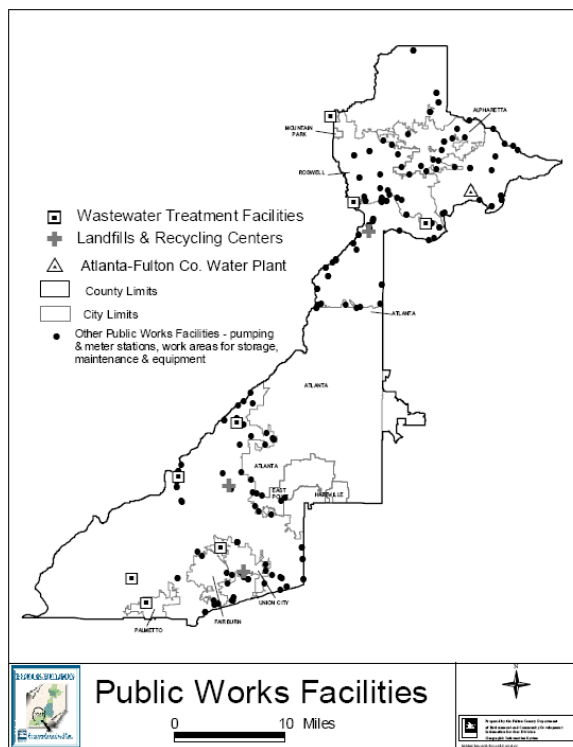
Recently, the City's Department of Public Utilities conducted a Sanitary Sewer Evaluation Study (SSES) in order to locate, inventory, map,



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

inspect, and assess the sanitary sewer collection system, made up of nearly 152 miles of sanitary sewer lines. Maintenance issues were identified and means to improve the overall performance of the collection system were suggested. A geographic information system database of lines and access points was created as a tool to more efficiently address maintenance issues and assess future capacity requirements.



Changes in system load caused by new and infill development may necessitate expansion or modification of the system.

Wastewater generated in East Point is treated at the City of Atlanta Utoy Creek Treatment Plant and the Fulton County Camp Creek Treatment Plant. Both discharge into the Chattahoochee River. East Point has purchased and reserved sewer capacity at the Camp Creek facility.

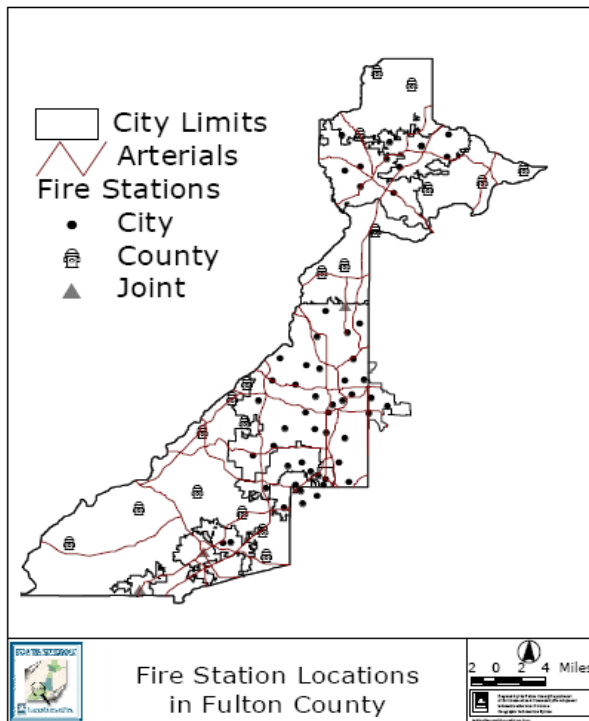
In the past 2-3 years, East Point was forced to raise property taxes in order to repay the City

of Atlanta \$18 million dollars in debt for sewer services including its pro rata share of capital improvements related to the Atlanta's wastewater capital projects.

Other Facilities and Services

Fire Protection

The East Point Fire Department offers Fire, Emergency Medical Services (EMS) and Rescue services from four fire stations.



A fifth station, 8,000 square feet, is under construction across from the Camp Creek Marketplace and will house twenty-four firefighters, one fire engine and one aerial platform truck. The plans also include a community room that will be utilized by residents of the community for various activities and meetings.

Fire protection services nationwide are rated on a scale of 1 to 10 by ISO Commercial Risk Services, Inc. A rating of "Class-1" is the highest possible rating. These ratings are based on various factors, including fire

fighting equipment and manpower, response times, and water flow at the hydrant. It is anticipated that the new station may improve the city's fire protection rating to "Class-2."

Public Safety

The East Point Police Department offers Field Operations and Investigations as well as a number of support services including a jail,

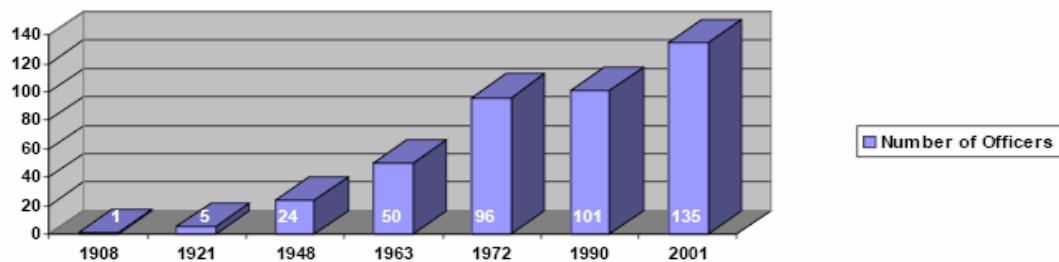


East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

communications division, and a crime scene unit. The International Association of Chiefs of Police has established what may be considered a minimum standard of 1.6 officers per 1,000 population. East Point maintains a ratio of more than 3 officers per 1,000 population; in 2001, there were 135 police officers in the local force serving approximately 40,000 residents.

Number of Police Officers



Local Public Safety initiatives include “Operation Weed and Seed,” a Citizen’s Police Academy, and a Youth Alternative Intervention Program.

The City received official designation as a “Weed and Seed” site in February, 1999. Operation Weed and Seed is a multi-agency strategy that “weeds out” violent crime, gang activity, drug use, and drug trafficking in targeted high-crime neighborhoods. At the same time, the program “seeds” these areas through social and economic revitalization projects. The project works to integrate federal, state, and local law enforcement and social services with vital private sector and community involvement.

The Citizen's Police Academy is a program designed to acquaint citizens with the organization and interior working of the East Point Police Department. This program fosters and enhances relations between the community and police, raises awareness of police operations and training, and promotes harmony within the community. It is the goal of this program to foster a deeper understanding of law



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

enforcement and an appreciation of the danger and complexities involved.

The Youth Alternative Intervention Program (YAIP) was established in 2001 to proactively combat juvenile delinquency by targeting troubled youth from ages 10 through 16. The program is staffed by East Point officers who volunteer their time. Parents, guardians, school officials and police officers refer participants. The program has been described as a combination of boot camp-style discipline and a big brother/sister mentoring program. YAIP focuses on redirecting the behavior of the participants through learning discipline and self-discipline, classroom sessions and peer group discussions.

Source: East Point Police Department 2001 Annual Report

The primary responsibility of any city's police department is to provide for the safety and security of its citizens and assets. In order to have a consistent means of measuring safety in our communities nationwide, the Federal Bureau of Investigation established the Uniform Crime Reporting Program. In the year 2000, for the first time ever, the FBI Uniform Crime Report from the City of East Point totaled less than 2000 criminal incidents. In 2004, the UCR reached a new record low figure of just more than 1600 crimes; based on 2005 figures through November, the trend of decreasing crime appears to be continuing. This decrease reflects the dedication of police officers and citizens to curtail criminal activity in the city.

10-year Crime Summary Statistics

10-year Crime Summary, City of East Point

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	Total
HOMICIDES	8	6	8	4	8	6	10	7	5	3	65
RAPE	28	48	46	35	38	27	32	20	14	13	301
ROBBERY	197	204	183	190	212	222	241	207	202	198	2056
AGG/ASSAULT	140	137	214	203	158	276	262	225	152	111	1878
BURGLARY-RES	684	851	649	726	616	529	636	715	721	531	6658
BURGLARY-BUS	189	228	158	180	145	222	138	162	138	143	1703
FELONY THEFT	320	403	326	317	339	194	233	251	250	194	2827
VEHICLE THEFT	581	834	678	651	549	477	416	427	524	422	5559
TOTAL	2147	2711	2262	2306	2065	1953	1968	2014	2006	1615	21047

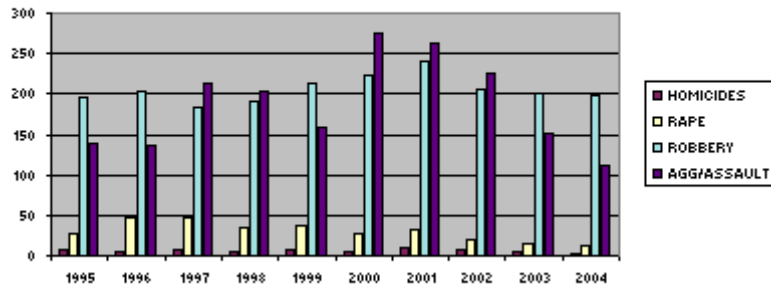
Source: crime data reported to the East Point, GA Police Department



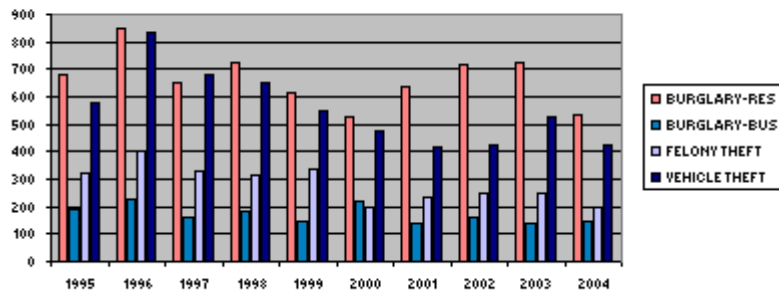
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Person Crimes



Property Crimes

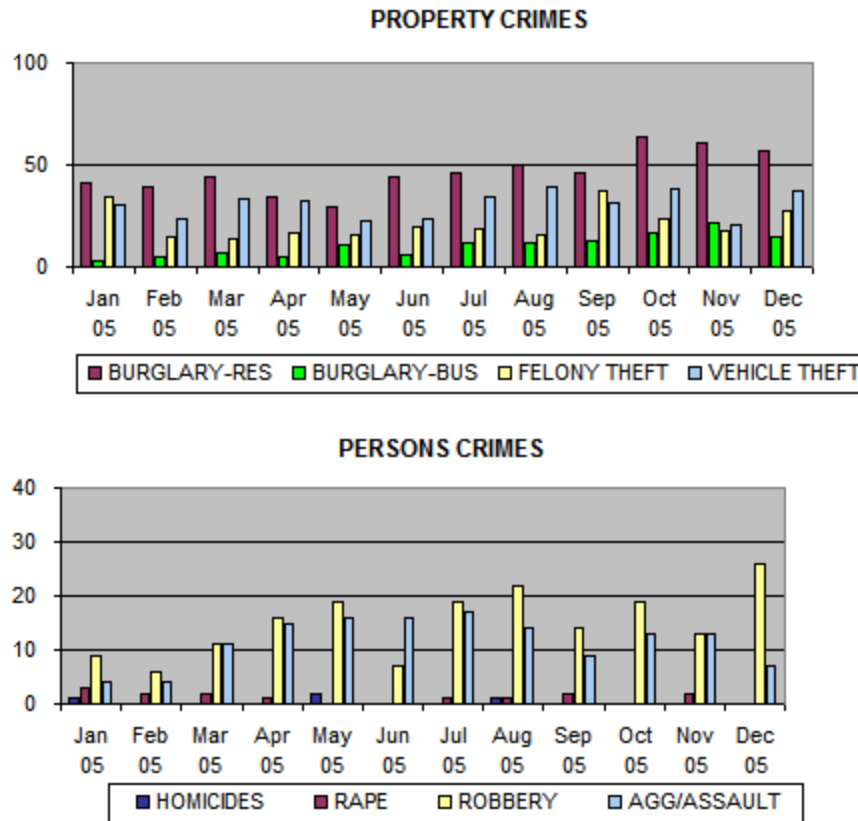




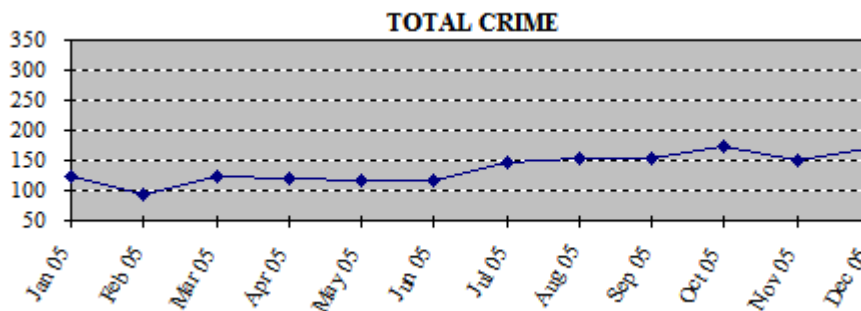
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1.5 Community Assessment – Community Facilities and Services

12-month Crime Summary Statistics



Source: East Point Police Department





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1.5 Community Assessment – Community Facilities and Services

Parks, Recreation and Cultural Facilities

The Parks and Recreation Department manages numerous facilities and programs serving city residents.

The following parks, preserves, and recreation facilities serve East Point residents:

- Bachelor Park - community center
- Brookdale Park - playground equipment, ballfields, tennis courts
- Thomas W. Connally Nature Park - 26 forested acres
- Charles L. Green Park - playground equipment, ballfields, tennis courts, community center, baseball program (East Point Amateur Baseball Association)
- Jefferson Park Gym - community center, playground equipment, ballfields
- John D. Milner Sports Complex – features multi-use athletic ballfields
- Randall Street Gym - gymnasium
- South Park - ballfields, tennis courts, community center.
- Sumner Park – Dick Lane Velodrome (cycling track and events facility, East Point Velodrome Association), 15 acres, tennis courts, picnic area, and a baseball field as well as a recreation center scheduled to be replaced by a new 15-20,000 square foot facility)
- Sykes Avenue Park - playground equipment, ballfields, tennis courts
- Womack Park - community center, tennis courts

Community partnerships with neighborhood groups, non-profit organizations, and athletic associations play an important role in provision of programs and facilities. For example, the Parks and Recreation Department hosted a “Playground Design Day” in August 2005 to receive community input on the style, theme, and design of a new playground. The city will also benefit from recent grants from the Arthur M. Blank Family Foundation, including \$16,000 granted in 2003 to create a walking and jogging trail in Brookdale Park (as well as to support renovation of recreation facilities) and \$87,000 for capital costs to restore the bicycle racing velodrome located in Sumner Park.



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

Prior studies have identified the opportunity available to convert brownfields to park space at such sites as Center Park.

Related facilities in East Point but not managed by the city, include:

- H.J.C. Bowden Senior Multipurpose Center (Fulton County)
- East Point Library (Atlanta-Fulton Public Library System) – reportedly in “good” condition, approx 10,000 sq ft; life expectancy 1998-2073
- Lakeside Country Club (private) – golf course
- Ft McPherson (Military) – golf course, trails, fields, courts



Stormwater Management

The City Council of the City of East Point recently drafted an amendment to the code of ordinances in order to establish a stormwater management utility.

Similar to other utilities for water and wastewater services, a stormwater utility is a funding mechanism that supports stormwater services provided to community residents through the assessment of fees in proportion to the services received. In this way, it provides a stable and equitable system that enables a local government to provide consistent and effective stormwater management to its community, and it provides an alternative to an across-the-board tax increase.

The City presently owns and operates stormwater management systems and facilities, which have been developed over many years and include features such as inlets, conduits, channels, swales, ditches, drainage easements, and other natural waterways. The future usefulness of the stormwater system rests on the ability of the City to effectively manage stormwater in concert with the management of other water resources.

The City Council determined that stormwater management is applicable, benefits all properties and residents, and is needed throughout the corporate limits of East Point.

Because the City currently struggles to meet the stormwater management needs of the East Point community, the City Council determined that a Stormwater Management Utility provides the most practical and appropriate means of properly delivering and funding stormwater management services in East Point.

Individual Stormwater Utility fees will be determined based on the amount of impervious surface area on the property, and can be offset by certain private efforts to reduce your need for stormwater management.



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1.5 Community Assessment – Community Facilities and Services



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

Solid Waste Management

The Georgia Department of Community Affairs sets *Minimum Planning Standards and Procedures for Solid Waste Management* in order to implement the Georgia Comprehensive Solid Waste Management Act. The Act requires all local governments in Georgia to develop a strategy for reducing the amount of solid waste going into landfills and other disposal facilities. This reduction may be accomplished by many techniques, including recycling materials such as plastic, aluminum, and newspaper. It can also be accomplished by diverting yard waste from disposal facilities into backyard or other composting operations. Many other methods for reducing our local waste stream are also available.

The Act also requires all local governments to disclose to its citizens the full cost of providing solid waste management services. This and other required information is included below:

Full cost of providing solid waste management services, City of East Point		
Fiscal Year		2004
Total Full Cost	\$	3,407,174
Total Program/Operations Revenue	\$	3,391,233
Total Federal/State Grant Revenue	\$	-
Percentage of Full Costs covered by Program/Operations Revenue		99%
Percentage of Full Costs covered by Federal/State Grant Revenue		0%

Sanitation is a constant concern of local residents. Budget crisis and tipping fees were to blame for the reduced pick up schedule (from twice a week to once a week) and increased fees. A return to this level of service is desirable (pick up twice a week as well as bulk yard pick up once a month). The manpower, equipment, and fuel costs associated with garbage and yard waste pick-up should be analyzed with respect to the benefits of high-quality service.

East Point adopted a Solid Waste Management Plan in July of 1993 prepared in accordance with the Georgia Comprehensive Solid Waste Act by the East Point Recycling Task Force. The Plan addressed solid waste handling capacity for a ten (10) year period, public education and involvement programs, waste reduction strategies, and collection



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

methods. Fulton County is presently working with a consultant to provide all necessary planning and administrative support to prepare an update to the Fulton County Solid Waste Management plan which will incorporate East Point facilities and service.

Table 5-19: Solid Waste Management Facilities

Map #	Facility Name	BASIN	PERMIT_NO
1	Atlanta - Cascade Road SL	Chattahoochee	060-046D(SL)
2	Atlanta - Confederate Avenue	Ocmulgee	060-057D(L)
3	Atlanta - Gun Club Road	Chattahoochee	060-026D(SL)
4	BFI - Watts Road	Chattahoochee	060-051D(SL)
5	Chadwick Road Landfill	Coosa	060-072D(L)
6	Chambers - Bolton Road	Chattahoochee	060-083D(SL)
7	East Point Landfill	Chattahoochee	060-017D(L)
8	Fields Road No. 2 Atlanta Landfill	Chattahoochee	060-033D(L)
9	Fulton Co. - Merk Rd. Sanitary Landfill	Chattahoochee	060-011D(SL)
10	Fulton County - Morgan Falls SL	Chattahoochee	060-007D(SL)
11	Hamil - Brumbelow Road	Chattahoochee	060-054D(L)
12	Honea - C&R Landfill (Francis Rd.)	Coosa	060-059D(L)
13	MacDougald Construction Co.	Chattahoochee	060-039D(L)
14	Merk/Miles Road	Chattahoochee	060-064D(SL)
15	Price - Cleveland Avenue	Ocmulgee	060-029D(L)
16	Price - Roosevelt Hwy.	Chattahoochee	060-075D(L)
17	Roy Pittman Prop. - Hwy 29	Flint	060-028D(L)
18	Safeguard Landfill Mgt C&D	Chattahoochee	060-088D(C&D)
19	Southern States - Bolton Road	Chattahoochee	060-010D(SL)
20	United Waste Westview PH2	Chattahoochee	060-062D(SL)

Source: Fulton County Public Works

Table 5-21: Geographic service area of the facility and the predominant types of land uses served by the facility

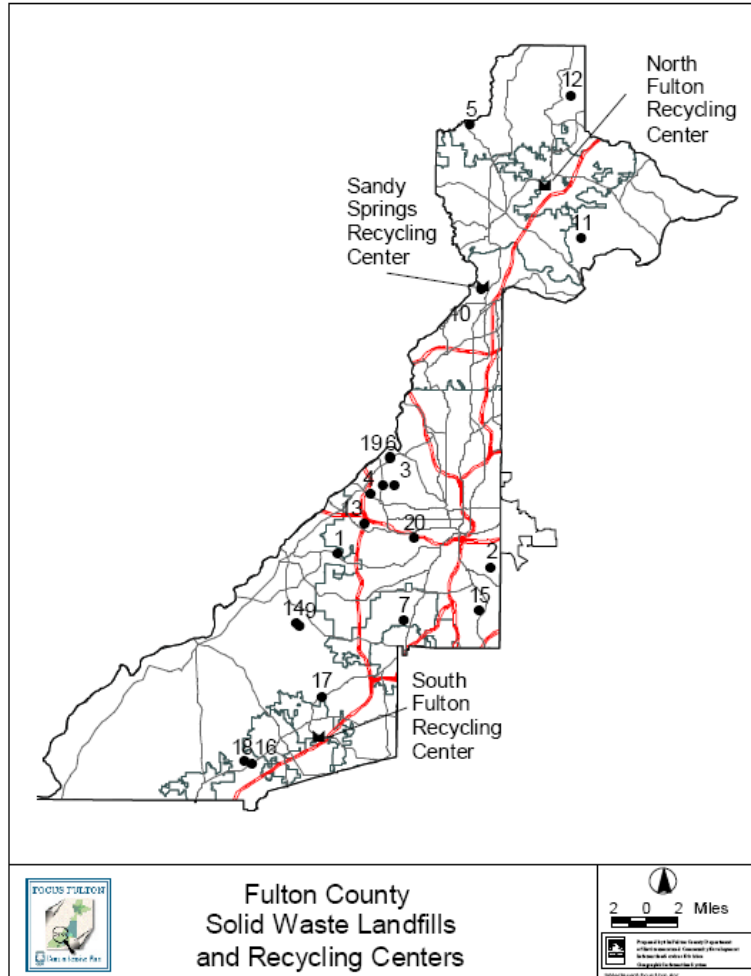
Facility	Geographic Service Area	Predominant Types of Land Uses Served by the Facility
Merk Miles Transfer Station	South Fulton County, College Park	Residential
Morgan Falls Transfer Station	North Fulton County	Residential
Merk Miles Recycling-Waste Drop Off Facility	South Fulton County, College Park	Residential
Chadwick Road Landfill	North Fulton County, Roswell	Residential
Mauldin Drive Transfer Station	North Fulton County, Alpharetta	Residential
Safeguard Landfill	South Fulton County, Fairburn	Residential
Southern States Landfill	South Fulton County, East Point	Residential
Welcome All Transfer Station	South Fulton County, College Park	Residential
Morgan Falls Recycling Center	North Fulton County, Dunwoody	Residential
Roswell Recycling Center	North Fulton, Roswell & Alpharetta	Residential

Source: Environment and Community Development Department, Fulton County



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services





East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

Electric Service

East Point is a member of the Municipal Electric Authority of Georgia (MEAG), providing-electrical service to residential, commercial and industrial customers in an established franchise territory that encompasses most of the developed portions of the city. As such, East Point offers very competitive electrical service rates to customers. In 2005 Residential Rate Surveys conducted by the Georgia Public Service Commission, East Point was able to provide rates in the lowest 20 of some 90 providers.

MEAG cities own and maintain the distribution lines within their territory, and are able to market electricity to users outside this territory for customer loads exceeding 900 kW. Under provisions of the Integrated Transmission System (ITS), members may now market electrical service statewide. The ITS program promises to change the electrical power industry, and represents a tremendous opportunity to East Point.

MEAG cities "purchase" an electrical allotment based on projections of demand. East Point, as is the case for College Park, is currently required to purchase power for which it has no resale opportunities. This is due to reduced demand, the result of population and business losses. The circumstance creates an incentive for East Point to market power aggressively and to structure developer incentive packages. In terms of economic development, this means targeting light industrial users with high electricity demands.



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

General Provision of Services

Recent discussion of East Point's provision of services has involved privatization or out-sourcing of services ranging from groundskeeping to customer service to bill collection to sanitation. It is feasible that for certain government services, private companies may be able to provide a higher level of service at a reduced cost.

An underlying issue is that the city has not established standards by which public services may be measured and to which employees (public or private) may be held accountable.



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

Service Delivery Strategy

The City of East Point is located in south central Fulton County and is bounded on the north by the City of Atlanta, on the southwest by unincorporated Fulton County, on the south by the City of College Park, on the southeast by the City of Hapeville.

Fulton County contains 10 municipalities in all, including: Alpharetta, Atlanta (the state capital), College Park, East Point, Fairburn, Hapeville, Mountain Park, Palmetto, Roswell, and Union City. Fulton County is the most populous county in Georgia and home to a diverse citizenry and a diverse geography. Fulton County ranges from highly populated dense cities to sparsely populated rural areas. Located in north central Georgia, Fulton County is bounded on the north by Forsyth and Cherokee Counties, on the west by Cobb, Douglas and Carroll Counties, on the south by Coweta and Fayette Counties and on the east by Clayton, and Gwinnett Counties.

At the regional level, Fulton County lies in the center of the 10-county regional planning area including Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties. As a member of the Atlanta Regional Commission (ARC), the regional planning and intergovernmental coordination agency, Fulton County participates in the collective process of planning for future of the Atlanta metropolitan area. Fulton County's Board of Commissioner's chair and Mayors of two Fulton County municipalities serve on the ARC Board.

Many formal and informal coordination mechanisms exist between Fulton County and local adjacent governments. The Fulton County Manager hosts meetings with the chief administrator of each city on an as needed basis. During the County's comprehensive planning process (concluded mid-2005), the County Manager met with the chief administrators to discuss Fulton County's Service Delivery Strategy (SDS). The SDS is a State mandated intergovernmental agreement between all local governments within a county that provides a strategy for the future provision of local services that promotes effectiveness, cost efficiency, and funding equity.



East Point 2026 Comprehensive Plan

1.5 Community Assessment – Community Facilities and Services

The Service Delivery Strategy Act was signed into law in 1997. The Act required each county and its municipalities to adopt a Service Delivery Strategy by July 1, 1999. The intent of the legislation was to require local governments to take a closer look at their delivery of services they provide in order to identify overlaps or gaps in service provision and develop a more rational approach to allocating delivery and funding of these services. The legislation also required local governments to look at their land use plans in order to minimize conflicts between county and city plans.

On October 28, 1999, the Georgia Department of Community Affairs verified Fulton County's Service Delivery Strategy for Fulton County and its ten cities. The Strategy identified the service arrangements for 54 government services. The Service Delivery Strategy Act requires Fulton County and its local municipalities to review their service provision to insure the most efficient and coordinated provision of services. Fulton County reviewed and revised, as necessary, the Strategy and presented it concurrently with their Comprehensive Plan. (Primary Source: Fulton County Comprehensive Plan 2005-2025; "Focus Fulton")

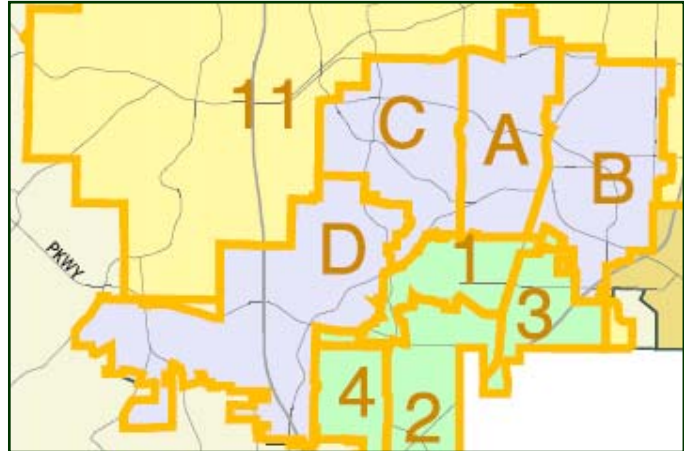


East Point 2026 Comprehensive Plan

1.6 Community Assessment - Intergovernmental Coordination

1.6 INTERGOVERNMENTAL COORDINATION

The City of East Point is one of eleven (11) cities located in Fulton County, Georgia Commission District 7. It is a council-manager form of government which consists of a part-time mayor and eight (8) council members that represent Wards A through D. The East Point city manager is appointed by the city council and is responsible for the daily operations of the city.



1.6.1 Adjacent Local Governments

The City of East Point is located in the southern portion of Fulton County, Georgia and is bordered by three (3) cities: Atlanta, Hapeville and College Park. The



The City of East Point is bounded by the City of Atlanta on its northern, eastern and western boundaries. It is bordered by the City of Hapeville on its southeastern boundary and the City of College Park on its southern boundary. East Point is bounded by

unincorporated Fulton County on its southwestern boundary.



East Point 2026 Comprehensive Plan

1.6 Community Assessment - Intergovernmental Coordination

The City of East Point has worked collaboratively with Fulton County Government Department of Environment & Community Development on issues relating to land use, development/permitting processes and demographics. Both jurisdictions meet quarterly to discuss compatible land uses near their respective boundaries and potential annexation areas. The City of East Point has recently submitted an annexation request to Fulton County to incorporate approximately 15-square miles located near Butner Road and the South Fulton Parkway. Notification of intent to annex submitted December 12, 2005 (see attached annexation map).

Fulton County Department of Public Works completed the Roosevelt Highway Redevelopment & Transportation Corridor Study during the second quarter of 2005. The study identifies redevelopment activity nodes along Roosevelt Highway (US 29) including transportation improvements such as sidewalks, pedestrian lighting, street furniture and other streetscape features. The study area includes unincorporated Fulton County and four (4) south Fulton Cities: East Point, College Park, Union City and Palmetto.

1.6.1.1 Service Delivery Strategy

The City of East Point signed the Service Delivery Strategy with Fulton County in October, 2005. See attached copy. The Service Delivery Strategy has to be re-negotiated in 2006 due to the incorporation of Sandy Springs as Fulton County's eleventh municipality.



East Point 2026 Comprehensive Plan

1.6 Community Assessment - Intergovernmental Coordination

1.6.2 Independent Special Authorities & Districts

1.6.2.1 East Point Building Authority

Section 4-601 of East Point's Municipal Code creates the East Point Building Authority. The purpose of the Authority is to acquire, construct, and equip self-liquidating projects, including, but not limited to, buildings, sanitary and surface water sewers, streets, roads and public facilities of every nature, type and character, for use by the City of East Point for its governmental, proprietary, public, and administrative functions. The City of East Point is granted the right and power by proper resolution of its governing authority to sell or lease to the authority lands and buildings owned by it. (Ga. L. 1983, p. 4302, § 1)

According to the City of East Point, the East Point Building Authority has not been active in the past ten years.

1.6.2.2 East Point Parking Authority

The East Point Parking Authority is created under Section 4-402 of East Point's Municipal Code. The Authority consists of five (5) members appointed by the governing authority of the City of East Point; each for a term of five (5) years and after a successor is appointed and qualified, but whose terms of office shall be staggered so that only one (1) shall expire in each year. The purpose of the Authority is to construct, erect, acquire, own, repair, remodel, maintain, add to, extend, improve, equip, operate and manage public parking facilities. (Ga. L. 1955, p. 2481, § 2) (Ga. L. 1955, p. 2481, § 4; Ord. No. 1034-92, § 1, 7-20-92)

According to the City of East Point, the East Point Parking Authority has not been active in the past ten years.



East Point 2026 Comprehensive Plan

1.6 Community Assessment - Intergovernmental Coordination

1.6.2.3 Municipal Public Utilities

The City of East Point has the power and authority to operate, enlarge, expand, extend, improve, construct, lay, maintain, remove, repair, and replace water, electric, sewer and sanitary lines, systems and facilities within and without said city (including garbage disposal facilities and premises), and to any point and at any place within or without said city; and to charge, contract, for and receive compensation for such service, and on such terms and conditions as may be prescribed by the city ordinance, and for such purposes said city shall have the power of eminent domain which it is hereby authorized to exercise to acquire by condemnation any lands, easements, rights-of-way and other properties or rights therein deemed needful or convenient for any of said purposes when necessary to acquire the same. (Ga. L. 1972, p. 2151, § 134)

East Point has the right, power and authority to own, maintain and operate a system of water works, and an electric plant and distribution system and to purchase, generate and sell electricity energy and to sell water and fix rates for both and to development, maintain and operate parks and receive facilities. The city council has the power and authority to make or cause contracts to be made to furnish customers with electric energy, lights and water within and without the territorial limits of said city when this can be done without adversely affecting the inhabitants of the city. In all water, garbage, sewer or other lines, mains, plants and facilities in the purchase, construction, acquiring, operation or maintenance of which said city participates by furnishing money, labor or material, said city shall exercise a joint control with any other political subdivision cooperating in purchasing, construction, operation, or maintenance of such facility. (Ga. L. 1972, p. 2151, § 134) (Ga. L. 1972, p. 2151, § 135) (Ga. L. 1972, p. 2151, § 136) (Ga. L. 1972, p. 2151, § 137)



East Point 2026 Comprehensive Plan

1.6 Community Assessment - Intergovernmental Coordination

1.6.2.4 Metropolitan Atlanta Rapid Transit Authority (MARTA)

The MARTA Act was enacted by the General Assembly in 1965. It is a public authority with a governing Board including the City of Atlanta and the counties of Fulton, Dekalb, Clayton and Gwinnett for the purposes of planning, constructing, financing and operating a public transportation system. Although the Authority is governed by the aforementioned city and counties, the City of Atlanta, Fulton County and Dekalb County are the only local governments that contribute to the financing of the system.

MARTA's revenue source is generated from fares and a 1% sales tax levied on the City of Atlanta, Fulton County and Dekalb County. The City of East Point is subjected to this sales tax because it is located in Fulton County. MARTA has bus routes and a transit station located in the City of East Point.

The East Point MARTA Station is located in downtown East Point along the city's *Main Street* corridor. It is the sixth busiest transit station and is an architecturally attractive facility that has the potential to link commuters with employment opportunities. The transit line provides access to Hartsfield-Jackson Atlanta International Airport and other major employment and activity centers in metropolitan Atlanta.

MARTA operates approximately sixty-eight (68) bus stops within the city limits of East Point. Ridership has declined since 2003 which can be attributed to job losses and restructuring of bus services by MARTA.



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1.6 Community Assessment - Intergovernmental Coordination

1.6.2.5 Tax Allocation District (TAD)

The City of East Point established a Tax Allocation District (TAD) to facilitate the development of Camp Creek Marketplace in 2001. Camp Creek Marketplace is a retail/commercial complex constructed along Camp Creek Parkway in a historically underserved market area in the City of East Point. The development has created hundreds of new jobs and access to retail and other professional services. The Camp Creek TAD has issued bonds and directed more than \$20 million in increased property taxes toward repayment of bonds used to build new roads, drainage, sewer and other infrastructure systems.

Phase II of Camp Creek Marketplace is currently under construction. However, this portion of the development is within the jurisdiction of the City of Atlanta.

On December 1, 2005, the City of East Point established the Sullivan Road TAD. At this time, no further action has been taken by the developer.

1.6.3 Local School Boards

The City of East Point does not have its own governing school board. However, its school system is governed by the Fulton County Board of Education. The Fulton County Board of Education is governed by an elected seven (7) member board, representing Districts 1 through 7. Schools located within the city limits of East Point are represented by District 4 and District 6. East Point currently has six (6) elementary schools grades pre-K through 5th; two (2) middle schools grades 6th through 8th; one (1) high school grades 9th through 12th; one (1) charter school grade 5th and three (3) private schools varying grades pre-K through 8th.



East Point 2026 Comprehensive Plan

1.6 Community Assessment - Intergovernmental Coordination

1.6.4 Independent Development Authorities & Districts

1.6.4.1 East Point Business & Industrial Development Authority (EPBIDA)

The East Point Business & Industrial Development Authority provides an economic development tool for the redevelopment of East Point's business districts. The EPBIDA finances such projects as industrial, commercial, parking, public or other types of projects using taxable and/or tax-exempt bonds. Taxable bonds are awarded for projects greater than \$10 million and tax-exempt bonds are awarded for projects less than \$10 million. A bond financed by EPBIDA allows for the exemption of taxes on property. The Authority is comprised of a 10-member board.

The EPBIDA has not implemented any projects within the last ten (10) years.

1.6.4.2 Ft. McPherson Planning Local Redevelopment Authority (LRA)

The Fort McPherson Planning Local Redevelopment Authority (McPherson Planning LRA) will assume responsibility and authority for planning the reuse of Ft. McPherson. The Authority will serve as the sole point of contact regarding the reuse of Fort McPherson with the Department of Defense's Office of Economic Adjustment and the Department of the Army. The McPherson Planning LRA recognizes and reflects the interests of all key public and private stakeholders, including, but not limited to the City of Atlanta, the City of East Point, Fulton County, and other South Atlanta regional affected jurisdictions.

The Authority is governed by an executive committee comprised of ten (10) voting members representing the three (3) aforementioned jurisdictions. Included in the executive



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1.6 Community Assessment - Intergovernmental Coordination

committee are sub-committees: Healthy Community & Quality of Life, Reuse & Design and Finance & Economic Development.

The McPherson Planning Local Redevelopment Authority will:

1. Work with the Department of Defense Office of Economic (DODOED) Development, the Department of the Army (DOA), the State of Georgia and other interested parties on all aspects of reuse planning,
2. Process and obtain funding from the Office of Economic Adjustment,
3. Participate in state and local screening of any public benefit conveyance proposals;
4. Provide a mechanism for receiving input and suggestions from affected communities and stakeholders;
5. Determine the financial feasibility of the Reuse Plan, including identifying potential funding sources for the implementation of the Reuse Plan;
6. Obtain the approval of the Reuse Plan of the local stakeholders; and
7. Communicate the approved Reuse Plan with the DOA, the State of Georgia, DODOED and the US Department of Housing & Urban Development (HUD). HUD checks compliance with the homeless accommodations requirement in the Base Realignment and Closure (BRAC) regulations.

This Authority was recently established in November 2005. At this time there are not any applicable activities that warrant an assessment regarding intergovernmental coordination.



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1.6 Community Assessment - Intergovernmental Coordination

1.6.5 Federal, State & Regional Programs

1.6.5.1 Governor's Greenspace Program

The Governor's Greenspace Program was adopted April 2000 to help Georgia's urban and rapidly developing counties preserve at least twenty (20%) percent of their geographic area. Counties with approved greenspace plans were eligible for funds to acquire land. Municipalities were eligible for funds by participating cooperatively in the county's plan. On April 14, 2005 was repealed when Governor Perdue signed into law the Georgia Land Conservation Act. The new program allows local cities and other agencies to participate in the program independent of the counties. See Natural Resources Chapter for a map of identified sites which have been purchased with these funding programs.

1.6.5.2 Coastal Management Program

Not applicable.

1.6.5.3 Appalachian Regional Commission Program

Not applicable

1.6.5.4 Atlanta Regional Commission Livable Centers Initiative Program

The Atlanta Regional Commission (ARC) Board adopted policies in the Regional Transportation Plan (RTP) proposal in May 1999 to provide funding for investment studies and transportation projects located in activity and town centers in the region. This program of studies and projects has become known as the Livable Centers Initiative (LCI). The focus of the program is to encourage increased residential development, mixed-uses and connectivity in activity and town centers. Due to the success of the initial program, the ARC Board authorized the extension of the LCI program as part of the 2030 RTP with an added focus on



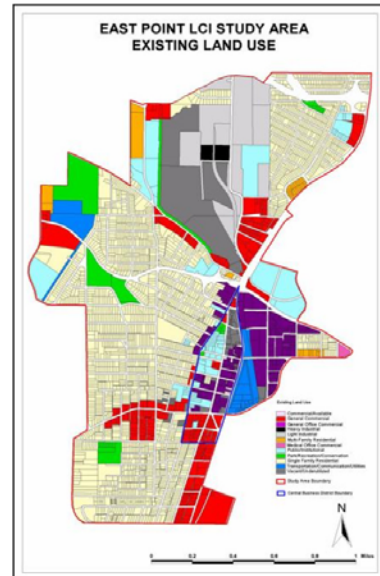
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corridors and emerging centers as well as town centers and activity centers.

The Livable Centers Initiative program is open for funding to government jurisdictions and non-profit organizations in the 18-county Atlanta Metropolitan Planning Organization (MPO) boundaries (includes all of 13 counties and portions of 5 additional counties). The LCI program utilizes federal transportation program Q-23 funds administered through ARC.

In order for a jurisdiction to be considered for an LCI award, it must maintain Qualified Local Government (QLG) status, or show progress toward reinstating QLG status through the Georgia Department of Community Affairs (DCA).



The City of East Point was the recipient of a \$75,000 LCI grant awarded in 2004 for its East Point City Town Center. Construction will begin for downtown Streetscaping in 2006.

The City of East Point is applying for additional LCI projects. The city will seek to submit the Cleveland Avenue/Washington Road Study under the "grandfather" classification so that it can immediately pursue implementation funds. East Point's streetscape project is funded and will be constructed in two (2) phases.



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1.6 Community Assessment - Intergovernmental Coordination

1.6.6 Other Regional, State, Local Planning Agencies

1.6.6.1 Georgia Department of Natural Resources (DNR)

In 1972, under the Executive Reorganization Act of 1972, Governor Jimmy Carter reorganized more than thirty (3) state agencies to form the Department of Natural Resources (DNR). The mission of DNR is to sustain, enhance, protect and conserve Georgia's natural, historic and cultural resources for present and future generations, while promoting the development of commerce and industry that use sound environmental practices. DNR provides technical assistance in the areas of water conservation, environmental protection, wildlife preservation, parks and recreation and historic preservation.

1.6.6.2 Georgia Department of Human Resources (DHR)

The Georgia Department of Human Resources (DHR) is responsible for the delivery of health and social services. The department is one of the largest agencies in state government and serves all Georgia citizens through regulatory inspection, direct service and financial assistance programs.

1.6.6.3 Georgia Department of Community Affairs (DCA)

The Georgia Department of Community Affairs (DCA) was created in 1977 to serve as an advocate for local governments. DCA serves as the state's lead agency in housing finance and development; promulgates building codes to be adopted by local governments; provides comprehensive planning, technical and research assistance to local governments; and serves as the lead agency for the state's solid waste reduction efforts. DCA reviews all local comprehensive plans and solid waste plans for compliance with Georgia's minimum planning standards.

1.6.6.4 Georgia Department of Transportation (GDOT)



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1.6 Community Assessment - Intergovernmental Coordination

The Georgia Department of Transportation (GDOT) plans, constructs, maintains and improves the State of Georgia's roads and bridges. GDOT provides planning and financial support for other modes of transportation, including mass transit and airports. GDOT is the contractual agency for all transportation projects funded with federal dollars.

1.6.6.5 Georgia Regional Transportation Authority (GRTA)

The Georgia Regional Transportation Authority (GRTA) was created in 1999 by the Georgia General Assembly under Title 50, Article 32. GRTA's mission is to combat air pollution, traffic congestions and poorly planned development in the metropolitan Atlanta region. Most of GRTA's activities pertain to the transportation, land use and economic development elements of the comprehensive plan.

GRTA's legislation requires that it review Developments of Regional Impacts (DRI) within its jurisdiction. DRIs are large-scale developments likely to have effects outside the local government jurisdiction in which they are located. The Georgia Planning Act of 1989 authorizes DCA to establish procedures for intergovernmental review of large-scale projects. The procedures are designed to improve communication between affected governments and to provide a means of assessing potential impacts of large-scale developments before related conflicts arise.

1.6.6.6 Metropolitan North Georgia Water Planning District

The Metropolitan North Georgia Water Planning District was established April 5, 2001 for the purpose of establishing policy, creating plans and promoting intergovernmental coordination for all water issues in the district. The planning district also facilitates multi-jurisdictional water related projects and



East Point 2026 Comprehensive Plan

1.6 Community Assessment - Intergovernmental Coordination

enhances access to funding for water related projects among local governments in the district area. The district develops regional and watershed specific plans for storm water management, wastewater treatment, water supply, water conservation and the general protection of water quality. The planning district comprises all local governments within a 16-county area.



1.7 TRANSPORTATION

Transportation System Analysis

The following components of the local transportation system have been evaluated:

- **ROAD NETWORK.** The following facilities and significant issues related to the road network have been identified:
 - Roads & Highways
 - Bridges
 - Connectivity
 - Signalized Intersections
 - Signage
- **ALTERNATIVE MODES.** The following facilities, services, and significant issues related to alternative transportation modes have been identified and evaluated:
 - Bicycle Facilities
 - Pedestrian Facilities
 - Public Transportation
 - Other services for populations without automobiles
 - Areas with limited mode choices
 - Effectiveness in meeting community mobility needs
- **PARKING.** The following issues related to parking have been identified.
 - Areas with insufficient/inadequate Parking (e.g. downtowns, busy commercial areas)
 - Surface Parking Facilities in need of retrofitting or redevelopment (excess or obsolete)



East Point 2026 Comprehensive Plan

1.7 Community Assessment – Transportation System

➤ **RAILROADS, TRUCKING, PORT FACILITIES AND AIRPORTS.**

The impact of the following facilities on the overall transportation network has been evaluated:

- Freight and Passenger Rail Lines
- Major Rail Intermodal Facilities
- Non-rail Freight Operations
- Seaports
- Harbors
- Commercial and General Purpose Air Terminals

➤ **TRANSPORTATION AND LAND USE CONNECTION.** The role of land use (e.g., scale of development, inefficient development patterns) in any mismatch of transportation facility capacity and demand has been evaluated. The following have been identified:

- Areas with Significant Traffic Congestion
- Underutilized Transportation Facilities

For each of the above components:

- The service areas and/or levels of services have been mapped¹;
- The adequacy of these components for serving needs of the City of East Point throughout the planning period has been evaluated; and
- Service areas and service providers have been checked for consistency with the countywide service delivery strategy² (inconsistencies that need to be resolved in the plan or the service delivery strategy have been identified).

¹ All maps were provided by the DCA or meet DCA requirements and GIS source data shall be submitted with the comprehensive plan.

² 'Service Delivery Strategy' is the intergovernmental arrangement among city governments, the county government, and other affected entities within the same county for delivery of community services, developed in accordance with the Service Delivery Strategy law. A local government's existing Strategy must be updated concurrent with the comprehensive plan update. To ensure consistency between the comprehensive plan and the agreed upon Strategy: (1) the services to be provided by the local government, as identified in the comprehensive plan, cannot exceed those identified in the agreed upon strategy and (2) the service areas identified for individual services that will be provided by the local government must be consistent between the plan and Strategy.



East Point 2026 Comprehensive Plan

1.7 Community Assessment – Transportation System

Overview

The City of East Point is well served by regional air, rail and vehicular transportation facilities. Hartsfield Atlanta International Airport, on the southeastern border of the city, provides superior access to all parts of the United States and many foreign countries. The CSX rail system has two main north-south lines through the city making freight connections to the rest of the nation readily available. The Metropolitan Atlanta Rapid Transit Authority's north-south rail line passes through the city. Interstate highways 1-85 and 1-285 are within the corporate limits and 1-75, the primary industrial corridor through the state, passes by just to the east. U.S. Highway 29 traverses the heart of the city north and south and Lakewood Freeway (SR 166) forms the city's northern border. Camp Creek Parkway (SR 6) is a major arterial connecting development sites to the airport and to the Fulton Industrial District, the largest warehouse district east of the Mississippi River.

Major local streets include Sylvan Road, Cleveland Avenue, Irene Kidd Parkway, Central Avenue, Willingham Drive, Washington Road, Headland Drive, DeLowe Drive, Norman Berry Drive, Ben Hill Road, Welcome All Road and Virginia Avenue. Many of these are oriented toward downtown East Point.

The street network serving most of central East Point may be characterized as a compact grid. Downtown is relatively compact and is almost entirely within a ¼ mile radius (approximately five minute walking distance). Low-rise development (primarily 2-3 story buildings) and small block sizes contribute to a suitable walking environment. The core of the downtown is defined by a one-way pair of streets; Main Street and East Point Street, from the intersection with Norman Berry Drive to Washington Street. MARTA rail and freight rail tracks parallel Main Street on the east side, with a MARTA station located on the west side, in the heart of downtown. This station is a significant element but is not well integrated into the downtown fabric. The rail tracks separate downtown from recent adaptive reuse projects to the east, including the Buggy Works and Wagon Works, two distinct office renovations. This area is, however, connected to downtown by a pedestrian bridge at Cleveland Avenue. The bridge is a powerful visual



East Point 2026 Comprehensive Plan

1.7 Community Assessment – Transportation System

element which serves as a downtown landmark. Previous planning efforts identified the need for improvements to enhance the pedestrian environment downtown, including sidewalks, public spaces and streetscape improvements. The entire area accommodates a variety of transportation modes including: MARTA trains/buses, automobiles pedestrians and to a lesser extent, bicyclists.

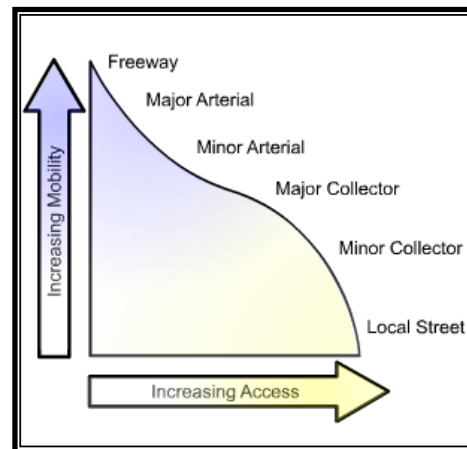
Road Network

Roads & Highways

The East Point roadway system is comprised of freeways, arterials, and collectors. An inventory of the study area roadways was created according to the degree to which they fulfill two purposes:

- Movement of traffic and
- Access to facilities.

As portrayed in the image at right, these functions are inversely related in that the more traffic volume a roadway can accommodate, the less access it provides (and vice versa). A functional classification provides a hierarchical ranking based on the degree of mobility and accessibility that a street provides to the traveler. The following table provides the functional classification criteria for each road type.





East Point 2026 Comprehensive Plan

1.7 Community Assessment – Transportation System

Functional Classification Criteria						
Criteria	Expressway	Principal Arterial	Minor Arterial	Major Collector	Minor Collector	Local Road
Type of Trip Served	Serves inter and intra-regional, emphasis on through trips	Serves inter and intra-regional and through trips	Serves inter- and intra-regional trips; fewer through trips	Serves mostly intra-regional trips; inter-regional primarily near edges of region	Serves mainly local access functions, some intra and inter-municipal trips	Serves primarily local access functions, but due to connecting higher functioning roads, also provides mobility function
Travel Speeds	Highest level speeds	High travel speeds	Moderate to high travel speeds	Moderate travel speeds	Slow travel speeds	Very slow travel speeds
Mobility/ Access Orientation	Total mobility function	Primary mobility orientation, but provides some access	Priority on mobility, with moderate access component	Mix of mobility and access	Priority on access, with some mobility component.	Nearly total access function
Access Controls	Limited access, interchanges only	Controlled access	Some control of access	Some control of access	Minimal control of access	No access controls
Traffic Volumes	Highest volumes (25,000+ daily trips)	High traffic volumes (10,000 – 35,000 daily trips)	Moderate traffic volumes (5,000 – 15,000 daily trips)	Moderate to low traffic volumes (3,000 – 7,000 daily trips)	Low traffic volumes (1,000 – 4,000 daily trips)	Very low (less than 1,500 daily trips)
Source: Federal Highway Administration						

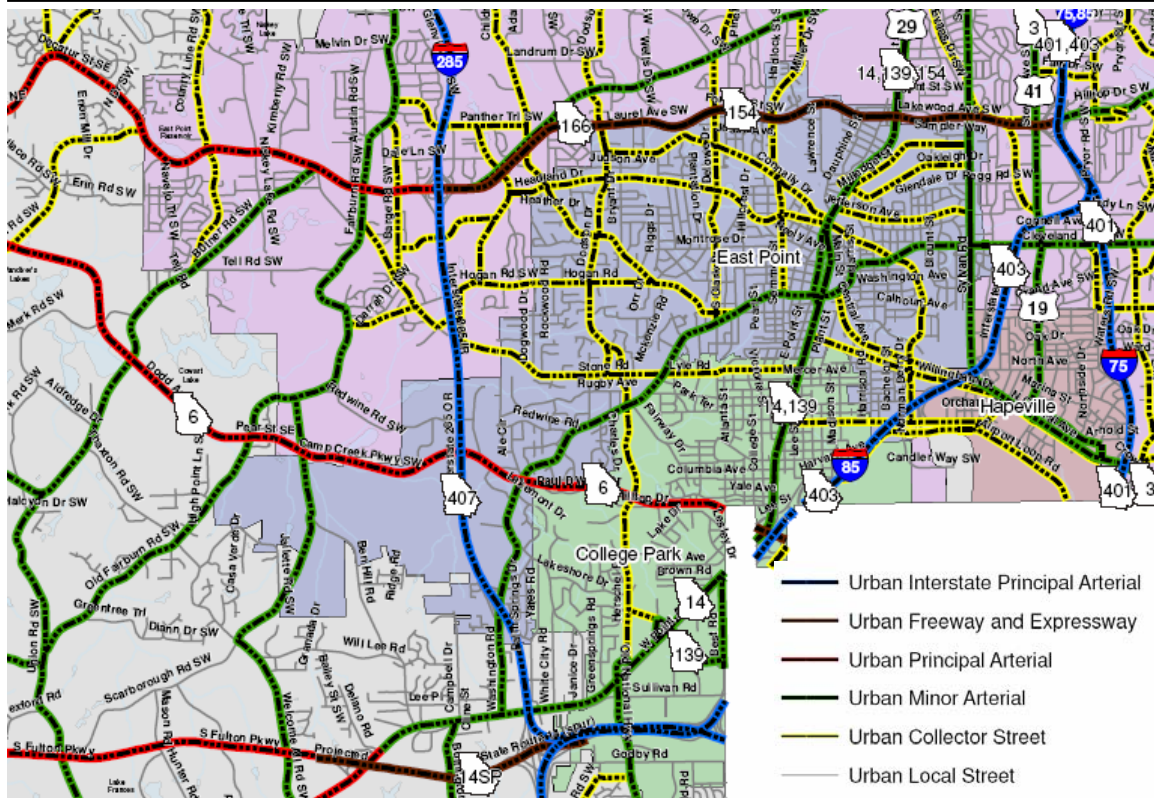
The following map displays the functional classification of roadways in the City of East Point area.



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Figure ##. City of East Point Functional Classification



Route	State Route #	County / City Route #	Functional Class (GDOT)
I-85	403	-	Interstate Principal Arterial
I-285	407	-	Interstate Principal Arterial
Lakewood Freeway	154, 166	-	Freeway / Expressway
Camp Creek Parkway	6	897	Major Arterial
Main St / US Hwy 29	14, 139	1194	Minor Arterial
Washington Road / Cleveland Ave		1389 / 3096	Minor Arterial
Sylvan Road		2353	Minor Arterial
Old Fairburn Road SW		495	Minor Arterial
Scarborough Road SW		1388	Minor Arterial

Source: Georgia Department of Transportation, 2005



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The following table offers comparable statistics regarding total roadway mileage in East Point. In all, there are approximately 198 roads miles in the City. East Point is relatively urban compared to the county and state. Because development is primarily supported by a street grid, more road miles are required.

City of East Point Road Mileage and Ratio Measures, 2005

Geography	Population 2005	Total Acres 2000	Total Square Miles	Total Road Mileage	Interstate Highway Miles	Road Miles Per 1000 People	Road Miles Per Square Mile
City of East Point	42,205	9041	14	198	3	4.7	14.0
City of Atlanta	455,624	84634	132	1,839	45	4.0	13.9
Fulton County	894,589	342,094	535	5,089	76	5.7	9.5
Georgia	9,079,254	32,271,869	50,425	119,827	1,245	13.2	2.4

Source: Measurements by Carl Wyatt, GIS Supervisor, Public Works. State and U.S. figures 2004-2005 Statistical Abstract of the US & Ga Statistical Abstract. 2004-2005, Selig Center for Economic Growth, Terry College of Business, The University of Georgia.

Several cross-regional corridors pass through the city and present transportation challenges. Consideration must be given to traffic volumes experienced on major thoroughfares resulting in reduced travel speeds, longer commute trips, and increase congestion. Local access management preserves the functional mobility of these routes and ultimately may improve local congestion. Cross-regional corridors, identified by the ARC, which directly serve the city include:

- I-75 Expressway
- I-285 Expressway
- Lakewood Freeway
- Camp Creek Parkway

Road Condition

The local street network is locally criticized as being in poor shape; potholes have become an increasingly important issue. In October 2005, the city announced the formation of the “pothole posse” as part of a targeted effort to focus on repairing mitigating potholes by addressing them in a short time frame. City staff is scheduled to repair potholes two days a week. The public is encouraged to report



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potholes and other roadway maintenance problems. Potholes often are an indicator of more serious erosion and drainage problems.

Planned Improvements

The Atlanta Regional Commission is the federally designated Metropolitan Planning Organization (MPO) for the Atlanta Region. ARC works with local governments in the 10 county Atlanta Region and with state and regional agencies including the Georgia Department of Transportation, (GDOT), the Georgia Regional Transportation Authority (GRTA), the Metropolitan Atlanta Rapid Transit Authority (MARTA) and other regional transit providers to develop the region's transportation plan. The transportation plan addresses needs for improved air quality, public transit, bicycle and pedestrian, facilities, highways, passenger rail service, incident and congestion management and aviation services.

ARC is responsible for developing the Regional Transportation Plan (RTP), the Region's 20 year transportation plan. The includes a balanced mix of projects such as bridges, bicycle paths, sidewalks, transit services, new and upgraded roadways, safety improvements, transportation demand management initiatives and emission reduction strategies. The RTP is updated at least every third year and must be fiscally constrained (approximate balance of revenues and expenses over the lifespan) and must also demonstrate conformity with applicable federal air quality standards. Mobility 2030 is ARC's recently completed transportation plan.

The TIP is a short range implementation program comprising the highest priority projects. The plan covers at a minimum the next three fiscal years, and it consists only of projects drawn from the RTP. Projects in the Atlanta Region's Transportation Improvement Program (TIP) have been allocated federal funds for use in the construction of the highest priority transportation projects in the near term of the Atlanta Regional Transportation Plan (RTP).



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The following table lists the RTP Projects completely or partially within the City of East Point; those with status of “Programmed” are in the TIP.

Improvements in the Regional Transportation Plan (RTP)				
STATUS	PROJECT DESCRIPTION	FROM	TO	PROJECT TYPE
Programmed	US 29 (MAIN STREET) BIKE LANES AND SIDEWALKS	CONLEY STREET	VESTA AVENUE	Multi-Use Bike/Ped Facility
	I-85 SOUTH HOV LANES	I-75/85 IN CITY OF ATLANTA	RIVERDALE ROAD IN CLAYTON CO.	HOV Lanes
	HARRISON ROAD	VIRGINIA AVENUE	CENTRAL AVENUE	Roadway Capacity
	WASHINGTON ROAD: SEGMENT 1	I-285	DESERT DRIVE	
	I-285 WEST ATMS	I-85 SOUTH	I-20 WEST (CITY OF ATLANTA)	Roadway Operations
	VIRGINIA AVENUE	HARRISON ROAD	NORMAN BERRY DR	
	SR 6 (CAMP CREEK PARKWAY) CORRIDOR STUDY	I-85 SOUTH IN FULTON CO.	W. HIRAM PKWY IN PAULDING CO.	Corridor Study
	COMMUTER RAIL SERVICE	-	-	Transit Facility
	US 19/41 (TARA BLVD) BUS RAPID TRANSIT (BRT)	CITY OF LOVEJOY	MARTA EAST POINT STATION	
Long Range	I-285 SOUTH	WASHINGTON ROAD	-	Interchange Capacity
	I-85 SOUTH NOISE BARRIERS	VIRGINIA AVENUE	US 19/41 (METROPOLITAN PKWY)	Other
	I-285 WEST NOISE BARRIERS	I-85 SOUTH	I-20 WEST	
	SR 6 (CAMP CREEK PARKWAY) TRUCK LANES	SR 70 (FULTON IND BLVD)	I-285 SOUTH	Roadway Capacity
		I-285 WEST	HERSCHEL ROAD	
	STONE HOGAN DRIVE EXTENSION	STEVE HOGAN DRIVE	NORTH DESERT DRIVE	
	VIRGINIA AVENUE CONNECTOR	US 29 (MAIN STREET)	I-85 SOUTH	
	WASHINGTON ROAD	SR 6 (CAMP CREEK PKWY)	DELOWE DRIVE	
		DELOWE DRIVE	LEGION WAY	

Source: Regional Transportation Plan, Atlanta Regional Commission

In late 2005, the U.S. Congress approved a six-year transportation bill that will award \$1 million dollars to the City of East Point for construction of Semmes Street. The Semmes Street Reconstruction Project will include much needed rehabilitation of Semmes Street as part of a greater Farley Creek Area project; East Point must raise the funds for additional sanitation, sewer, and storm water repairs.

The City currently has received funding for a Transportation Enhancement project along Main Street that will remove one lane of traffic, convert diagonal parking to parallel parking and widen the



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sidewalks on the west side of the street along the Central Business District.

In the year 2000, the City commissioned a thoroughfares plan. In that study, there are several roadway improvements that East Point has underway or is planning to implement in the near future. These improvements are indicated below.

- Welcome All Road – Widening from 2 lanes to 4 lanes, under construction
- Ben Hill Road – Widening from 2 lanes to 4 lanes, Currently under review by GDOT
- Norman Berry Dr/Bobby Brown Pkwy – Streetscaping, beginning in some locations
- Washington Road – Sidewalk construction, Under design

Roadway Level of Service

Level of service is a letter designation that describes a range of operating conditions on a particular type of facility (road). The level of service concept is a qualitative measure describing operational conditions within a traffic stream, and their perception by motorist and/or passengers. There are six levels of service, which are defined for capacity analysis. They are given letter designations A through F, with LOS A representing the best range of operating conditions and LOS F the worst. Table 8-10 describes the general characteristics of each category.



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Atlanta Regional Commission Level of Service Thresholds			
LOS	General Characteristics	V/C Ratio	Average Daily Volume by Second
A	Free flow traffic with individual users virtually unaffected by the presence of others in the traffic stream;	.00-.55	<10
B	Stable traffic flow with a high degree of freedom to select speed and operating conditions but with some influence from others;	.00.55	10-20
C	Restricted flow which remains stable but with significant interactions with other in the traffic stream. The general level of comfort and convenience declines noticeably at this level;	.55-.77	20-35
D	High-density flow in which speed and freedom to maneuver are severely restricted and comfort, and convenience have decline even through flow remains stable	.77-.93	.35-55
E	At capacity; unstable flow at or near capacity levels with poor levels of convenience and comfort, very little, if any, freedom to maneuver	.93-1.00	55-80
F	Forced traffic flow in which the amount of traffic approaching a point exceeds the amount that can be served. LOS "F" is characterized by stop and go waves, poor travel times, low comfort and convenience and increased accident exposure.	<1.00	>80

As shown, the LOS is derived from the v/c) ratio, which is the volume to capacity sufficiency rating. A v/c ratio greater than 1.00, results when a forecast demand exceeds the operating capacity of the roadway segment. It clearly indicates insufficient capacity and the need for improvement. A v/c ratio of 0.90 indicates that the roadway could only withstand an increase of 10% capacity in demand before the operating capacity is exceeded. In general, LOS A describes a free-flowing condition in which individual vehicles of the traffic stream are not influenced by the presence of other vehicles. LOS F generally describes breakdown operations (except signalized intersections) which occur when flow arriving at a point is greater than the facility's capacity to discharge flow. At such point, stacking develops and LOS F exists within the road, causing the breakdown. Speed, travel time, density are delay are just a few variables that have direct impact a roads level of service.



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Congested Management System Network (CMN)

The CMN identifies all of the roadway facilities in the region that are currently or forecasted to experience considerable levels of congestion. Some of these facilities are also considered to be regionally significant by virtue of their importance to regional mobility. Mitigating congestion on these facilities is a priority for the Atlanta Region. ARC has forecasted which facilities would be the most congested by the year 2030. This list takes into consideration the forecasted 2030 population and assumes that no new transportation projects are implemented (worst case/no-build scenario).

The following table lists the roadways which traverse East Point and are congestion priorities, according to the ARC. Roads listed on the Congested Management List are deemed as priority for the region and are listed in the Regional Transportation Plan.

Roads defined as <i>Congested</i> in the Congestion Management System			
Congested Facility	From	To	Problems/Causes
Camp Creek Pkwy	I-285 West	Hershel Rd	Heavy Peak Period Volumes, Heavy Truck Volumes
Cleveland Ave	City of Atlanta	Paint St	Heavy Peak Period Volumes
Harrison Rd	Central Ave	Virginia Ave	Heavy Peak Period Volumes
I-285 South	Clayton County Line	Dekalb County Line	Heavy Peak Period Volumes
I-85 South	I-75/I-85	I-285 South	Heavy Peak Period Volumes
I-85 South	I-285 South	Coweta County Line	Heavy Peak Period Volumes
SR 29	Driftwood Rd	Coweta County Line	Heavy Peak Period Volumes
Virginia Ave	I-85 South	Main St	Heavy Peak Period Volumes
Washington Rd	Stone Rd	Camp Creek Pkwy	Heavy Peak Period Volumes
Source: Congestion Management System, Atlanta Regional Commission			



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A helpful means of identifying potential congestion points is offered by the ARC's regional transportation model and levels of service analyses. The maps on the following page offer a thematic representation of existing (2005) and future (2030) congestion during the evening rush hour, or "PM Peak." Areas or intersections which stand out in red are choke points of unacceptable traffic congestion, whether existing or anticipated.

In reference to the 2005 graphic, notable routes of congestion include:

- I-85, I-285, and Camp Creek Parkway
- Lakewood Freeway (Westbound)
- Main Street and Sylvan Road (both Southbound)

The 2030 model incorporates the aforementioned TIP improvements to the area road network. Despite these improvements, the model forecasts decreasing levels of service of the above roadways and notably adds segments of the following roads:

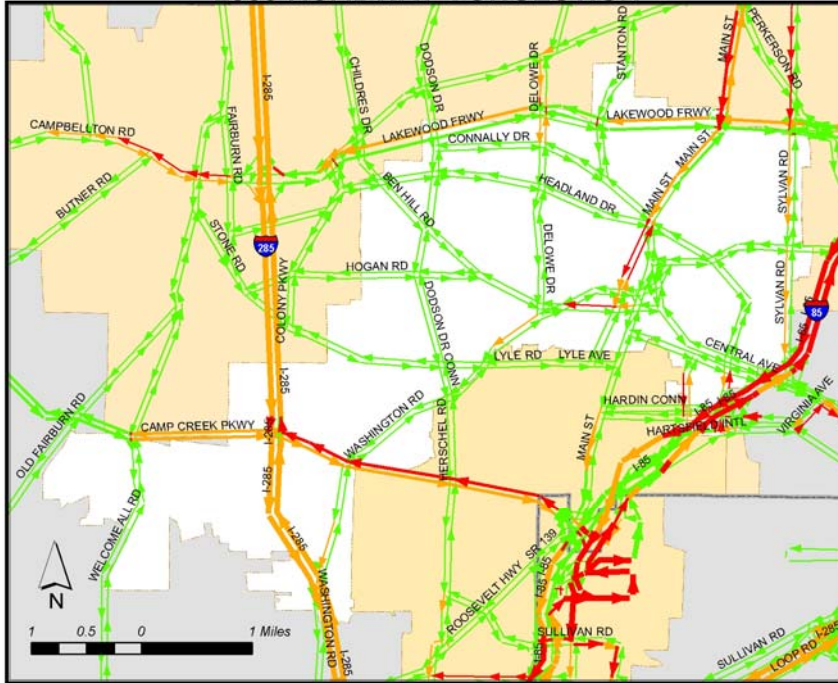
- Dodson Drive, Cleveland Avenue, Church Street, Taylor Street
- Willingham Dr, Virginia Ave, Harrison Rd



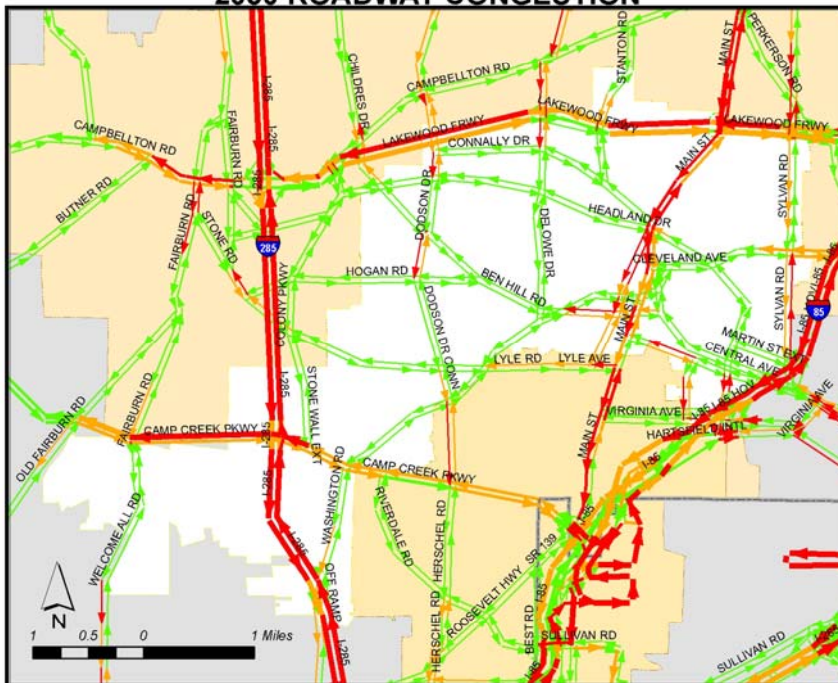
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2005 ROADWAY CONGESTION



2030 ROADWAY CONGESTION



Vehicle to Capacity Ratio at PM Peak

LOS A-C	LOS D	LOS E-F
Volume < 5,000	Volume < 5,000	Volume < 5,000
Vol. 5,000 - 10,000	Vol. 5,000 - 10,000	Vol. 5,000 - 10,000
Volume > 10,000	Volume > 10,000	Volume > 10,000



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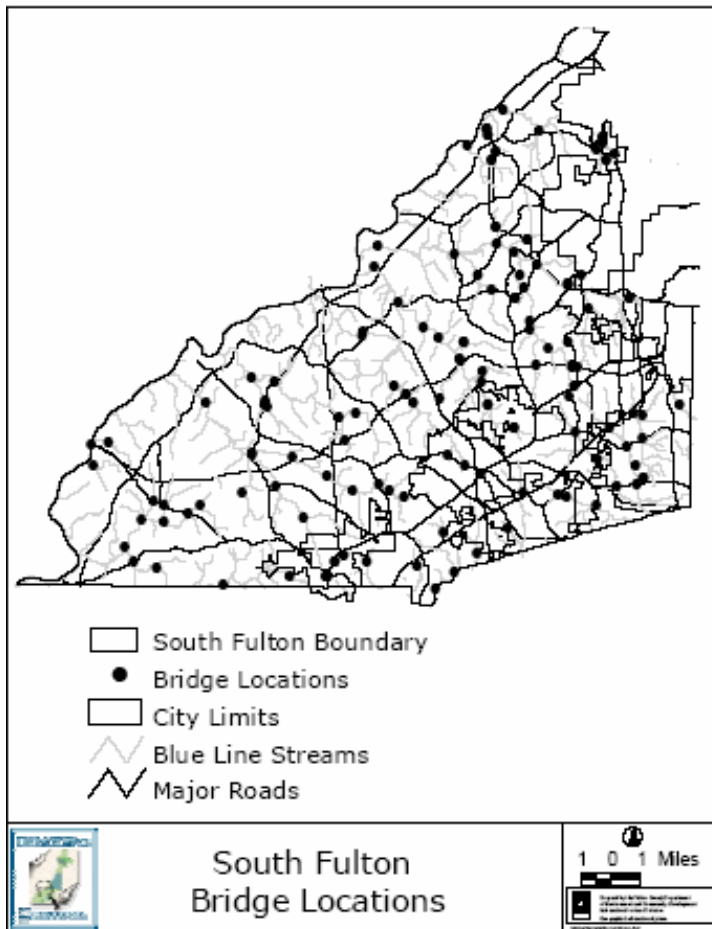
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Bridges & Culverts

There are several bridges in the City of East Point which are under the jurisdiction of Fulton County (including Ben Hill Road, Washington Road, and Desert Drive Bridges over Camp Creek in the southwest panhandle of the city).

A bridge's condition is evaluated by using a sufficiency rating. The sufficiency is determined in part by the bridge inspector who arrives at a rating based on a number of variables, which is then analyzed by a software system that generates a sufficiency rating for each bridge structure. The sufficiency rating ranges from zero (worst condition) to 100 (great condition). Bridges with a sufficiency rating of 50 or less are in need of replacement and bridges with a rating greater than 50 are in satisfactory condition.

No bridges in East Point received unsatisfactory ratings in a recent assessment included in the Fulton County Comprehensive Plan 2005-2025.



The condition of East Point stormwater facilities, including culverts, is generally decreasing and increasingly causing problems for the city. The stormwater maintenance ordinance will direct funding toward these overlooked facilities and is discussed in more details in the community facilities analysis.



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Connectivity

The local street network serving East Point's downtown core may be characterized as a grid system; thus, a multitude of routes act as alternatives to the arterials for local trips.

Signalized Intersections

Some signalized Intersections (such as the one on Camp Creek Parkway at Commerce Drive) are under the jurisdiction of the Fulton County Department of Public Works. Local traffic signals appear to be relatively new and are functioning well.

In the downtown core area, there are traffic signals at multiple intersections. The signals were observed to be appropriately phased, but were not tested for timing. Since there are not significantly high traffic volumes on State Route 14 during peak periods, there is no extensive queuing.

Signage

Local way-finding signage may generally be characterized as an amalgamation of municipal purposes. A cohesive theme is absent. Routes to major destinations (such as the East Point MARTA station) seem circuitous. The LCI Study identified signage as a critical issue for the downtown core, concluding that way-finding and traditional automobile signage for the area is inadequate.

Alternative Modes

Bicycle Facilities

Despite being home to a unique biking facility, the Dick Lane Velodrome (cycling track), the city of East Point is not served by dedicated bike paths, multi-use trails, or bike lanes.



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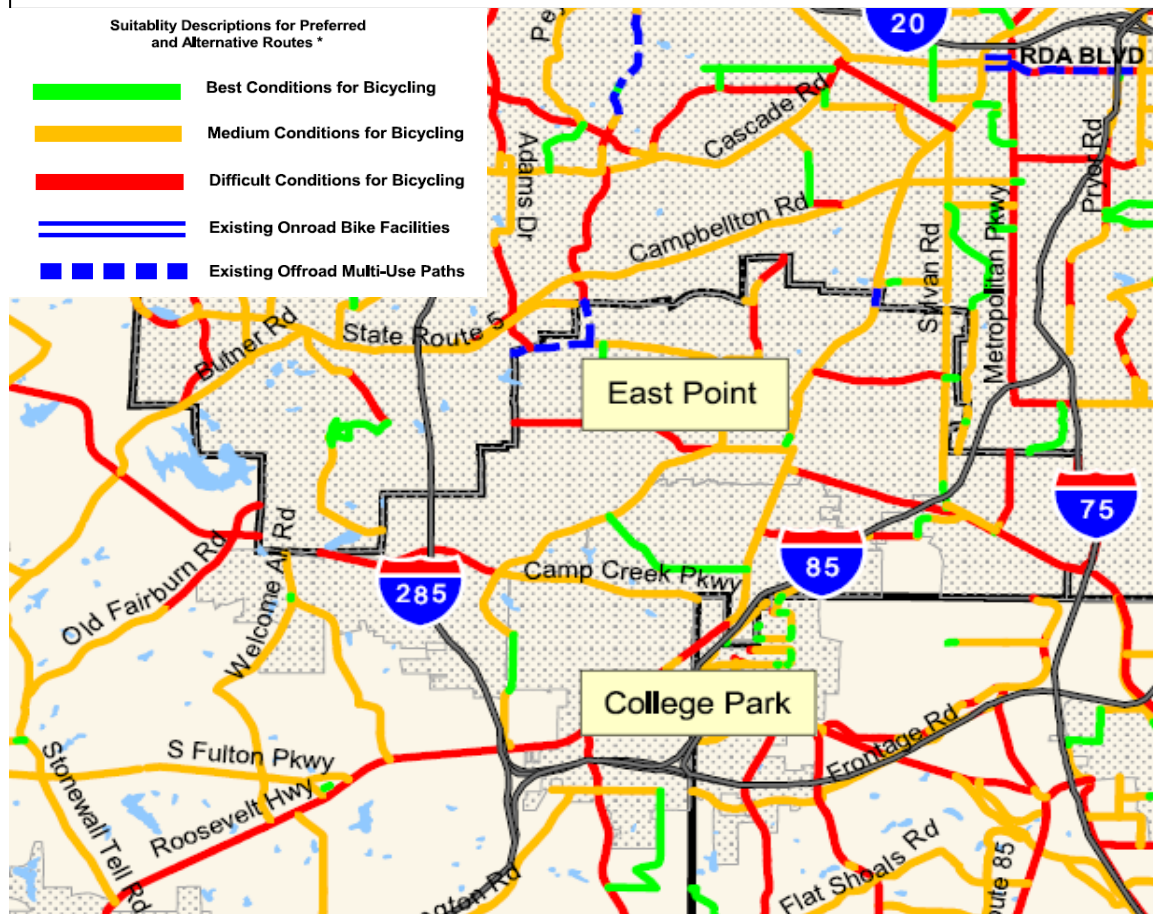
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In 2003, the ARC constructed bicycle suitability maps to assist cyclists in selecting suitable routes for traversing the region on and off roadways. Criteria for suitability included traffic counts, posted speeds, outside lane and shoulder widths, truck traffic, and functional class. The suitability of East Point Roads for bicycle use is displayed in the map on the following page. The routes are rated by level of difficulty, including green for the best riding conditions, orange for medium cycling conditions, and red for difficult riding conditions.

Though the PATH foundation has signage along Dodson Drive and Headland Drive in northwest East Point (the route does not appear to be off-road as indicated). Main Street (US 29), Washington Road, and Headland Drive were identified as “medium conditions” for biking through central East Point. Welcome All Road and Ben Hill Road also were also deemed “medium conditions” but only serve the extreme southeastern extent of the city.

Upon further inspection of Fulton County’s more detailed Bicycle Suitability Map, also prepared by the Atlanta Regional Commission, two bike routes appear to serve East Point. One route runs north/south from the Lakewood MARTA station to the airport. This route is also suggested by the Lakewood-Ft. McPherson Livable Centers Initiative Plan. The second bicycle route follows Irene Kidd Drive and Headland Avenue.

Figure ##. Bicycle Suitability Analysis



Source: Atlanta Regional Commission, 2003



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Pedestrian Facilities

The LCI study documented the need for improvements to and maintenance of the current sidewalk network as a community-identified issue. Streets in the downtown core area of East Point typically have some type of sidewalk, but conditions vary. Major streets within the downtown area have minimum sidewalk widths of five feet and maximum sidewalk widths of ten feet along the east side of Main Street near the MARTA station. They are continuous throughout. The streets, however are in need of street treatments and a streetscape and sidewalk project is scheduled for Main Street south of Cleveland Avenue to the College Park border. The sidewalks come alive during lunch time and there is a good deal of pedestrian traffic generated by the MARTA station.

The local street grid in and around the downtown core provides numerous opportunities for pedestrian access to several downtown attractions. However, a lack of sidewalks and pedestrian amenities such as shade trees, benches, and way-finding signage discourages pedestrians.

The premier pedestrian facility in the city is the 210-foot-long, eight-foot-wide pedestrian bridge which was constructed in 2001. The bridge spans MARTA lines and four active rail lines and links downtown proper with new redevelopment sites east of the tracks. This facility helps pedestrians, including many students from Tri-Cities High School to cross over the MARTA and freight rail tracks.

The zoning ordinance sets streetscape design standards which call for the provision of sidewalks in certain zoning districts. In the Commercial limited district, "Sidewalks shall be located along all public streets and shall be a minimum of fifteen (15) feet in width which shall include a clear zone with a minimum width of ten (10) feet and a street furniture zone located adjacent to the curb."

The city has an existing Sidewalk Improvement Program based on functional classifications, speed limits, and traffic volumes of the



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roadways involved. The higher the functional classification, the higher the speed limit, and the higher the prevailing traffic volumes, the greater the weight given in the evaluation process. Furthermore, the closer a link was to a school the higher the weight given.

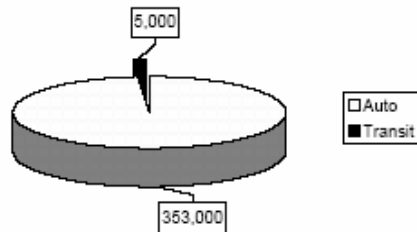
Public Transportation

DeKalb and Fulton Counties are serviced by the largest transit system in Georgia - the Metropolitan Atlanta Rapid Transit Authority (MARTA), in operation since 1972. Ridership numbers vary between bus and rail. Annually, there are about 83.8 million boardings on scheduled bus routes in DeKalb and Fulton County, approximately 83.1 million boardings on scheduled trains, and about 173,000 paratransit boardings. MARTA has approximately 12,000 bus stops, 698 buses, 38 rail stations, 232 rapid rail vehicles, and 77 paratransit vehicles.

Public transportation, including rail and bus, is available throughout East Point. The East Point MARTA rail station is located in the heart of downtown and represents a tremendous asset. This architecturally attractive facility has the potential to link commuters with employment opportunities in downtown East Point. Rail service connects local residents with the airport and major employment/activity centers (Downtown and Midtown Atlanta, Buckhead, and Perimeter Center). A number of bus routes serve the remainder of the city feeding riders to MARTA rail.

To get a sense for the amount of travel that is currently done by auto in comparison with transit, a simple pie chart depicting the mode split is shown in next figure. An estimated 5,000 trips, using public transportation accounts for 1.4 percent of the daily trips. These trips are made by persons with an origin or destination inside the city itself. If the peak period portion of the weekday were considered by itself, the percentage of transit trips would be significantly higher. This indicates that home-based work trips are being made using transit.

Figure ##. Year 2000 Auto/Transit Mode Split



Source: Fulton County Travel Model.

MARTA operates 338 rail cars in 38 stations on 47.6 miles of track plus a bus system operating 575 buses on 125 bus routes generally fanning out from the rail system's stations. In total, MARTA transports nearly 500,000 passengers daily.

In addition to fixed route system, MARTA also offers Paratransit services. MARTA Paratransit services are a shared ride, advanced reservation form of public transportation that complements MARTA's fixed route service. Paratransit services are equivalent to fixed route services. They are designed for, and restricted to, eligible individuals whose disabilities absolutely prevent them from using fixed route services. Paratransit services operate within the MARTA service area. Specially equipped lift vehicles are capable of transporting up to three wheelchairs and up to nine (9) ambulatory customers. The service operates to and from facilities on a curb-to-curb basis, or as a feeder service to the fixed route system.

The City of East Point has approximately 68 bus stops that serve four routes. These routes include route #66, route #78, route #83 and route #93. Total average weekday ridership for 2003 was 1,902, 2,500, 386, and 474, respectively. This represents a decline in ridership of approximately 10% from 2002. Some of the ridership decline can be attributed to job losses in the area and, but the decrease was more likely a result of service modifications. Headways for route #66 is 24 minutes; for route #78 is 24 minutes; for route



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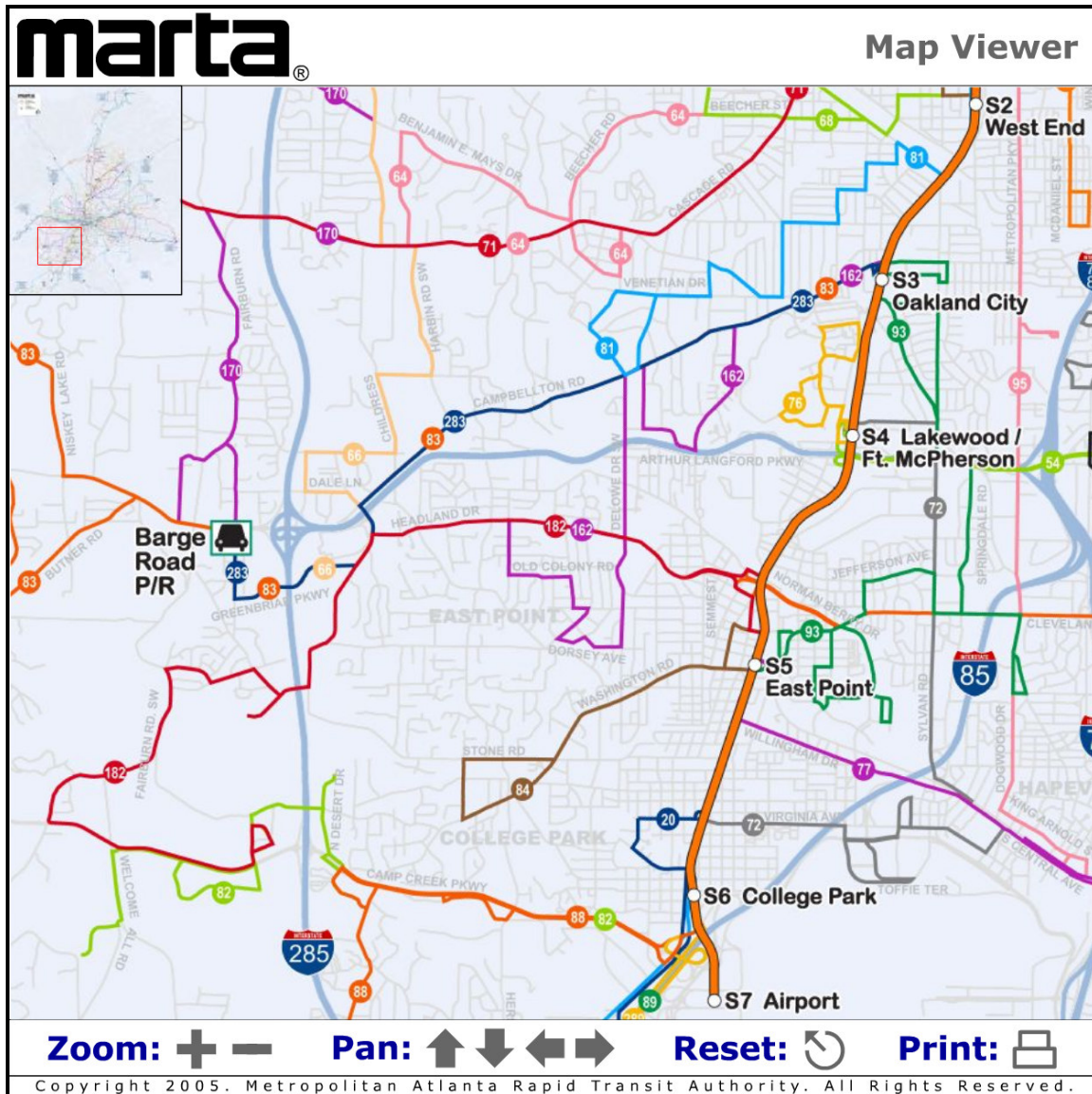
#83 and route # 93 headways are 12 minutes and 35 minutes, respectively. The East Point MARTA heavy rail station is the sixth busiest station in the system. The station is approximately eight acres and contains two surface parking lots. The southern-most lot which is more than two acres, has been closed and is available for redevelopment. Unlike other MARTA development projects where replacement parking must be included, this requirement does not hold as the lot is not in service.

The following area service map displays MARTA rail stations and bus routes in the East Point area.



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Forecasts for transit ridership are included in the ARC's Regional Transportation Plan (RTP) as follows:



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<u>Transit Ridership</u>	<u>Boardings (2030) RTP</u>
East Point MARTA Rail Station	6,300
Route 82 – Camp Creek/Market Place	4,199
Route 84 – Mount Olive	1,132
Route 93 – Sylvan Hills	299
BRT 15 – Lovejoy to Rail Station	7,943

Areas with limited mode choices

Relative to most of metro-Atlanta, the City is fairly well served by alternate transportation choices, particularly in the downtown core and along major thoroughfares.

The area of the city least served is that which developed west of the downtown core in the style of low density, auto-dependent subdivisions of single family residences. The intersection of Dodson Drive and Hogan Road is at the heart of this area. There are numerous cul-de-sacs, the street were not laid out in grid, there is no sidewalk network; these factors discourage pedestrian traffic. Such areas do not lend themselves to effective transit service.

Effectiveness in meeting community mobility needs

According to the LCI study, the East Point community perceives safety as a problem with using sidewalks and public transit. Further, the community felt the city needs a transportation-specific master plan.



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Parking

Areas with insufficient/inadequate Parking

An assessment of the availability of parking was performed for the downtown core as part of the East Point LCI study.

Based on an analysis of existing land uses in the East Point downtown core, an estimate of demand for parking spaces was calculated for the downtown commercial core and current spaces were physically counted. The physical count included surface parking lots and on-street parking. Based on this examination, there are 1,195 spaces within the Central Business District. It was assumed that other land uses currently have sufficient on site parking. Roughly 642 parking spaces are required to serve commercial and housing developments within the downtown area. This figure was established by multiplying the total square feet of development in the area by established parking standards.

Additionally, a survey of parking conditions was performed to determine existing parking supply. All commercial and mixed-use properties in the study area contain substantial off street parking available to patrons. During the p.m. peak hour, typically a time of high demand for retail, due to high numbers of drive by trips, there were not any lots that appeared to be more than 40 to 50 percent occupied. Based on conversations with City staff and City Council, there is a perceived need for parking as 85% of the total spaces are private. Since the success of retail redevelopment in the downtown core depends on providing sufficient parking for patrons, it is clear that there is a need for adequate public parking. Development of an adequately sized public parking deck however, is hampered by the parcel size and the need for appropriate clear zones for interior movement.

Ultimately, the study identified parking as a priority and suggested that a parking deck downtown, available for the public, would remedy the current and future parking issues.



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Surface Parking Facilities in need of retrofitting or redevelopment

According to the LCI study, the East Point MARTA heavy rail station is the sixth busiest station in the system. The station is approximately eight acres and contains two surface parking lots. The southernmost lot which is more than two acres, has been closed and is available for redevelopment. Unlike other MARTA development projects where replacement parking must be included, this requirement does not hold as the lot is not in service.

Railroads, Trucking, Port Facilities and Airports

Rail Lines and Intermodal Facilities

Georgia has almost 5,000 miles of railroad track. The GDOT Rail Program strives to preserve and enhance the state's rail system for safe and efficient freight use and future passenger operations. Maintaining rail access gives the state's agricultural and industrial shippers a needed transportation choice and is vital for continued economic development. The CSX rail system has two main north-south lines through East Point, making freight connections to the rest of the nation readily available. This rail system runs through an intermodal facility in South Fulton and parallels I-85 southward to LaGrange, Georgia and Montgomery, Alabama. CSX Corporation is the parent company of a number of subsidiaries that provide freight transportation service across America and around the world. CSX Transportation operates the largest rail network in the eastern United States.

Recently, the Atlanta Regional Commission started including rail and freight in its transportation planning process. They have initiated a Regional Freight and Goods Mobility Plan that will include railroads.



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Commuter Rail

The Georgia Rail Passenger Authority (GRPA) recently completed a study under the direction of state legislature to evaluate the potential for intercity passenger train service between Atlanta, Georgia and Jacksonville, Florida, via Macon and Jesup, including a station in East Point. Located adjacent to the East Point MARTA station, this station will offer access to the Atlanta Airport via a transfer to MARTA subway service.

The Georgia Rail Consultants, general consultants to the Authority, undertook the work. The National Railroad Passenger Corporation (Amtrak) was engaged as a sub-consultant to the project. The evaluation was completed and a Draft Final Report developed in 2002, with an update completed in Winter 2003. Three passenger rail Alternatives were developed. The following assumptions were used: Passenger stations will include the Atlanta Multi-Modal Passenger Terminal, East Point/Southern Crescent, Griffin, Macon, Eastman, Jesup, and Jacksonville, Florida. The Georgia Rail Passenger Authority will be responsible for equipment procurement, the sites of passenger stations, daily operations and related issues. The Georgia Department of Transportation will be responsible for capital projects such as track rehabilitation / replacement and station construction.

The East Point Town Master Plan identified a Multi-Modal Transit Rail Station as a top priority, seeking to capitalize on the fact that East Point is the only south-side location where the CSX and Norfolk-Southern rail lines converge with the MARTA line, providing a direct connection to Hartsfield.

Non-rail Freight Operations and Trucking

Although there are some heavy truck volumes on the primary roads in the city, and/or in areas where truck traffic is expected to be heavy (commercial and industrial areas), overall there is does not appear an issue regarding this type of movement. There are some high volumes along Central Avenue, Washington Road, Sylvan Road, and Delowe



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Drive, however, truck traffic should be expected on freeways, arterial roads, and major collectors. Main Street and East Point Street, the major north/south roadways do not seem to have this problem.

Port Facilities

The city has no access to seaports or harbors.

Air Terminals

No air terminals operate within the City limits of East Point.

The city is in close proximity and well-connected to Hartsfield-Jackson International Airport by roadways (Main Street and Camp Creek Parkway) and public transportation (rail from East Point MARTA station and bus routes along Camp Creek Parkway).

Transportation and Land Use Connection

Areas with Significant Traffic Congestion

As mentioned in the roadway analysis, all major corridors framing the city (including I-285, I-85, Lakewood Freeway, and Camp Creek Parkway) are anticipated to suffer from worsening congestion. Key points of access to these interstates and arterials present choke points, especially Camp Creek Parkway at I-285, Main Street at Lakewood Freeway and basically all connectors to I-85 (including Cleveland Avenue, Harrison Road, Sylvan Road and Virginia Avenue). Main Street is the primarily corridor through central East Point which is expected to experience increasing congestion at peak periods.



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1.7 Community Assessment – Transportation System

Underutilized Transportation Facilities

In terms of the local street network, the number of vehicles flowing through the study area along the Main Street/East Point Street axis during a 24-hour period is lower than the road network is designed to carry, according to GDOT. Generally, the carrying capacity of US 29/SR 14 is between 14,890 vehicles per day near the Lakewood Freeway to 8,730 vehicles per day at Washington Road on the two lane, two-way segments and 22,640 vehicles per day on the one-way segments, which contain several lanes each with an additional lane that functions like a continuous left turn lane. Yet, the facility appears to suffer from Peak period congestion. This suggests that the roadway is primarily serving as a commuter route through the city. Because the roadway is well supported by a grid network of local streets, local demand on the arterial are minimal.

It is widely regarded that MARTA is an under-utilized network. The East Point rail station is marketed as a major asset to the city; however, ironically, its initial construction has been identified as a catalyst project which displaced many downtown businesses and significantly contributed to “white flight” from East Point to metro-Atlanta suburbs. Downtown East Point has yet to revitalize to the point that the rail station is fully utilized.



East Point 2026 Comprehensive Plan

2.0 *Community Participation Program – Techniques*

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East Point 2026 Comprehensive Plan

2.0 Community Participation Program – Techniques

A foundational information piece for the development of this Comprehensive Plan Update will be based on public participation and public input. There are several phases involved in the public participation component, all of which are outlined on the following pages. These explain the techniques to be used, the purpose of these techniques, the process to achieve each and a timeline for completion of each component.

Community Participation Techniques

Public Education Techniques

Participation Technique	Description	East Point Proposal
Kiosk/Lobby Displays	Posting maps, photos, and alternative plans in a prominent location in City Hall, county courthouse, or public library. These displays provide information to visitors to view at their leisure and outside of a formal public meeting.	Posters/ Displays at City Hall and City Parks.
Kick-Off Public Meetings	An event to announce the planning process to the citizens and other stakeholders and to view a presentation covering the project purpose and general plan approach.	January 9, 2006 at Bowden Senior Center for general public.
Printed Information	The printed information consists of brochures, fact sheets, maps, future meeting opportunities and newsletters, among others. The information can be disseminated through information centers, bill stuffing, or as newspaper and magazine inserts.	The Collaborative Firm, LLC will mail and release post-cards, flyers, and pamphlets to the public.
Television	The use of television programming is also ideal as it allows for the simultaneous presentation of information in several geographic areas, in a format that many people will use, as many people will take the time to watch television rather than read the paper or other printed information. There is often high exposure, but high expense, as well.	In order for The Collaborative Firm, LLC to involve the local television station to run a public service announcement , a written request will be submitted to the Public Information Officer stating when, duration, where, and setting of the announcement.



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2.0 Community Participation Program – Techniques

Public Education Techniques

Participation Technique	Description	East Point Proposal
Newspaper/ Magazine Advertisement	Advertisements in newspapers and magazines should be placed in commonly read sections and during days most likely to reach intended audiences. The advertisements often satisfy legal requirements. They are relatively expensive and provide limited amounts of information.	The Collaborative Firm, LLC will contact local and regional newspapers to advertise public announcements (South Fulton Neighbor, AJC, Atlanta Business Chronicle, etc.)
Websites	In addition to providing information on the community's website, also allow citizens the option to give feedback via online surveys and e-mail.	The City of East Point can put a survey on the website. In order to be considered to post information on the City of East Point website, information will be submitted by the 20 th day of each month. Information can be submitted for up to three months in advance. The City calendar lists three months out at a time. A Survey Monkey link featured on the City website may be an option. (www.surveymonkey.com)
Media Plan and Press Releases	A plan to develop a relationship with a local newspaper or other reporter and editor by providing newsworthy milestones and public meeting notices on a regular basis throughout the planning process.	Media Plan developed for this project is attached.



East Point 2026 Comprehensive Plan

2.0 Community Participation Program – Techniques

Public Education Techniques

Participation Technique	Description	East Point Proposal
Mailing Lists	Computer technology has revolutionized the process of compiling and updating mailing lists -- a staple of most public involvement programs. Simplicity, ease, flexibility, and speed now characterize the once cumbersome process of maintaining and using collections of names of those affected by or interested in a project or plan -- including organizations, residents, media, elected officials, agency personnel, interest groups, and others. Agencies use mailing lists throughout planning and project development to keep in touch with the community and other key people. Lists include addresses but may also include telephone and fax numbers or other information to aid in contacting people in a variety of ways.	<ol style="list-style-type: none"> 1. City to determine who the major organizations and contacts are for (neighborhood associations, business associations, clubs, etc.) 2. Utility Bill Mailings 3. Mass e-mail listing. 4. City newsletter mailings, etc.
Media Strategies	Media strategies inform customers about projects and programs through newspapers, radio, television and videos, billboards, posters and variable message signs, mass mailings of brochures or newsletters, and distribution of fliers. Working with the media, an agency takes an active role in disseminating information.	The Collaborative Firm, LLC has developed a media plan. It has been reviewed and considered complete with no revisions by the Public Information Officer of East Point.
Meetings/ Hearings	Public Meetings or Hearings are one of the more traditional methods of participation. These are legislative requirements to inform the public of changes and planning phases in the community, as well as proposals or issues that may already be on the table. The tight structure of the groups often does not allow much time for discussion. In most cases, only the most aggressive will participate in the discussions and often dominate them. Public reactions in these types of meetings are usually determined by a show of hands.	Public meetings will be held in different sub-areas of the City throughout the process.



East Point 2026 Comprehensive Plan

2.0 Community Participation Program – Techniques

Public Input Techniques

Participation Technique	Description	East Point Proposal
Opinion Polls/Surveys	Opinion Polls are surveys of what the public would like to see done. If properly done, they will give a representative sample of the population polled. However, this is difficult because such surveying often tends to miss many people such as - those at work, those without telephones, and those that speak languages other than English. Also, many people are unwilling to participate in opinion polls. Pollers may often receive superficial responses to pacify or get rid of them. This method is best used if there is a need for easily quantified and rapid results.	Surveys will be distributed at the Comprehensive Plan Public Meetings; in addition, they may be placed on the City website. Survey Monkey may be an option.
Brainstorming	Participants "brainstorm" when they come together in a freethinking forum to generate ideas. As now used, brainstorming is no longer an unstructured method of eliciting ideas from a group. Used properly -- either alone or in conjunction with other techniques -- brainstorming can be a highly effective method of moving participants out of conflict and toward consensus.	The Collaborative Firm, LLC professionals will lead brainstorming sessions that will be conducted during public meetings, steering committee meetings, and stakeholder meetings.
Conferences, Workshops, and Retreats	Conferences, workshops, and retreats are special meetings to inform people and solicit input on specific policy issues, plans, or projects. In size and importance, they range from a subset of a larger meeting to a large multi-day event.	Public Workshops will be held in sub-areas throughout the Comprehensive Plan process.



East Point 2026 Comprehensive Plan

2.0 Community Participation Program – Techniques

Public Interaction Techniques

Participation Technique	Description	East Point Proposal
Vision, Goals, and Objectives Meetings	Facilitated meetings to determine answers to the three key planning questions – “What do you have?” “What do you want?” and “How will you get it?”	Information will be obtained through public workshops, meetings, steering committee meetings and elected officials, and staff input.
Email Blasts	Periodic mass mailings by email to provide important notices and other information. At public meetings, offer the option of attendees providing their e-mail addresses on the sign in sheet. Create a database and send periodic progress e-mails and future meeting announcements to the distribution list.	<u>Via availability:</u> from City e-mail lists, and other contact sources, mass e-blasts will be forwarded regarding public meetings, progress, and any other significant information.
Workshops	The workshops are often small informal meetings that may include exhibits and presentations designed to be interactive among participants. They foster one on one and small group communication and are excellent for the discussion and critique of problem solving. They may require several facilitators depending on the size of the group.	Public Workshops will be held in sub-areas throughout the Comprehensive Planning Process.
Charrettes	With the charrette method, there is a presentation of information; the information is reviewed; then there are questions and answers; and the group breaks up to voice their ideas notably about what should be done regarding a particular problem. This method is best used when there is sufficient time set aside for the process. Given the length, this method may be viewed as a more participatory approach of public involvement.	Will be held during sub-area public workshops.
Community Preference Survey	The community preference surveys are community meetings where the public evaluates a series of visual images commonly categorized by housing types and styles, streetscape, open space, commercial areas and other land uses, etc. Participants are asked to select “preferences” displayed as photos or renderings.	The Collaborative Firm, LLC will conduct a Community Preference Survey that will provide essential citizen input to the future of East Point.



East Point 2026 Comprehensive Plan

2.0 Community Participation Program – Techniques

Public Partnership Techniques

Participation Technique	Description	East Point Proposal
Technical Advisory/Steering Committees	Established to provide feedback, advise the planning team and shape the overall planning process. The Steering Committee will be comprised of representatives from the local neighborhood associations, authorities, the business community, key non-profit agencies, and citizens groups.	A large steering committee consisting of 41 persons has been advocated. See attached list of selected participants.

List of Community Steering Committee Members and their representative organizations.

First	Last	Title	Organization
Bonnie	Askew	President	Cherry Blossom Community Organization
Charles	Barlow	President	East Washington Neighborhood Association
Marcus	Bell	Chair	East Point Development Authority
Patricia	Berry	President	Idlewood
Sheree	Boger	President	Marion Park Neighborhood Association
John	Boothby	President	South Fulton Chamber of Commerce
Herbert	Bridgewater	President	Windsor Forrest
Sean	Broderick	President	Semmes Park Community Organization
William H.	Bryant	President	Meadow Lark Subdivision
Ellen	Byrdsell	Senior Planner	Fulton County Government
Charlotte	Cagle	President	The Jefferson Park Neighbor's Association
Steve	Cover	Director Environment & Community Development	City of Atlanta
Beverlyn	Grant	President	Delowe Connally Estate Neighborhood Association
Melanie	Hill	President	Conley Hills Neighborhood Association
Carolyn	Hill	President	Washington Road Neighbor's
Chris	Hummer	CEO	South Fulton Medical Center
Carlos A.	James	President	Grant Estates Homeowners Association
Isabel	Jeffares	President	Historic Conley Hills Neighborhood
Bernice	Jenkins	President	Sun Valley
Bill	Johnston	City Planner	City of College Park
Bill	Johnston	City Planner	City of Hapeville
Francine	Jones	President	Frog Hollow Neighborhood Association
Abby	Jordan	Executive Director	Green South Fulton
Walter	Kimbrough	Sr, Pastor	Cascade United Methodist Church
Al	Lane	Director Economic Development	City of College Park
Paul	Lawler	President	Village of Egan Park Neighborhood Association
Dennis	McGuire	President	Center Park Neighborhood Association



East Point 2026 Comprehensive Plan

2.0 Community Participation Program – Techniques

Daniel	Morris	President	Pine Needle Drive-Court Community Association
Joe	Palladi		GA Department of Transportation
Patrick	Patterson	President	Hagger Hills Homeowners Association
Lynda	Pendton	Sr. Executive Staff Assistant	MARTA
Marcel	Reed	President	Oak Knoll Neighborhood Association
George	Robinson	President	Westbriar Subdivision
Erica	Rocker		Main Street Board-The East Point Association
Nanette	Saucier	President	Briarwood Blossom Lane
Maria	Schuchardt	President	River Park Neighborhood Association
Bill	Sharp	President	Arrowood Drive Area Community Club
Greg	Smith	President	Church Street Neighborhood Association
Kirk	Surgeon	President	Colonial Hills Neighborhood Association
Mark	Torro		North American Properties
Brian	Twadell		Atlanta Christian College
Patricia	Vaughn	President	Williamsburg
Shelia	Walker	President	Heritage Park Neighborhood Association
Jean	Wilson	President	Headland Subdivision Community Group
Roosevelt	Winfrey	President	Piney Woods Neighborhood Association



East Point 2026 Comprehensive Plan

2.0 Community Participation Program – Public Notification

Newspaper & Radio Media Guide
Submittal Information for Public Service Announcements
(PSA)
City of East Point Comprehensive Plan Update

Newspaper	Submission Deadline	Duration of Advertisement
Atlanta Business Chronicle	2 weeks prior to event	Once per week
Atlanta Daily World	1 week prior to event	Once per week
Atlanta Inquirer	2 weeks prior to event	Once per week
Atlanta Journal Constitution	1 week prior to event	Once per week
Atlanta Voice	2 weeks prior to event	Once per week
Creative Loafing	Friday at 5:00PM (1 week prior to event)	Can request any duration
South Fulton Neighbor	Friday at 12:00PM (1 week prior to event)	Once per week
Radio	Submission Deadline	Duration of Advertisement
WABE Radio	Forward as soon as possible	
WGST Radio	1 week prior to event	
KISS 104.1	Forward as soon as possible	
V-103 & WAOK Radio	Forward as soon as possible	



East Point 2026 Comprehensive Plan

2.0 Community Participation Program – Planning Schedule

Schedules and Milestones

Task	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Milestone Dates
Development of Community Assessment and Public Participation Schedule												September - January 2, 2006
Submit DRAFT Community Assessment and Participation Program to staff, stakeholders, and officials for review and comment												January 2, 2006
Citizen Stakeholder Committee Meetings												November – June, 2006
Public Kick-off Meeting for Citizen Assessment & Community Participation Program												January 9, 2006
Public Hearing # 1 Community Input & Submit Community Assessment & Participation Program for Review												City Council Meeting January 16, 2006
Review period for Certificate of Completion (7 days)												January 16 – 24, 2006
Review period for Community Assessment and Public Participation Program (30 days)												January 24- February 22, 2006
Revisions to Community Assessment and Participation Program												February, 2006
Begin Community Agenda												March, 2006
Community Workshops in each of the 4 Wards												Within the parameters of March – May, 2006



East Point 2026 Comprehensive Plan

2.0 Community Participation Program – Planning Schedule

Task	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	July	Milestone Dates
Revisions to the Community Issues and Opportunities												Per community input
Revisions to the Character Areas												Per community input
Development of Future Land Use Map & Supportive Narrative												Per community input
Development of Short Term Work Program												May, 2006
Submit DRAFT Community Agenda to staff, stakeholders and officials for comments												June 1, 2006
Open House & Presentation of the Community Agenda and Review Period												June 12, 2006 mtg. June 12-June 30, 2006 Review Period
Revisions to Community Agenda												June – July, 2005
Planning Commission Meeting												June 15, 2006
Public Hearing #2 City to Vote to submit Community Agenda for Review by ARC and DCA												City Council Meeting July, 3 2006
Completeness Checklist Review												July 10, 2006
Review by ARC and DCA												Fall, 2006
Revisions to Community Agenda												Fall, 2006
Submit FINAL Community Agenda to ARC for review												Fall, 2006
City to adopt the Final Comprehensive Plan												October 16, 2006
Adoption Deadline												October 31, 2006

*Note: The City applied for a one-year extension to the original deadline of October 31, 2005 to adhere to the new standards.



East Point 2026 Comprehensive Plan

2.0 Community Participation Program – Public Meetings

Public Meetings:	Purpose	Date
Kick-off Meeting	Announce the Comprehensive Plan Process and Introduce the Community Assessment and Public Participation Reports	January 9, 2005
Public Review and Comment Period	Allow citizen input of the Community Agenda and Public Participation Program. Make revisions if necessary	January 9 – 15, 2005
Public Hearing #1 City votes to transmit the Community Assessment and Public Participation for Review	Following the DCA Standards, this will be done once the public review and comment period has been recorded and the resolution will be voted upon for submittal.	January 16, 2005
Workshops 1	Within the subareas identified by the city and professional staff (with public comment), create an opportunity for input using: surveys, brainstorming sessions, VPS methods	March – May, 2006
Workshop 2	Within the subareas identified by the city and professional staff (with public comment), create an opportunity for input using: surveys, brainstorming sessions, VPS methods	March – May, 2006
Workshop 3	Within the subareas identified by the city and professional staff (with public comment), create an opportunity for input using: surveys, brainstorming sessions, VPS methods	March – May, 2006
Workshop 4	Within the subareas identified by the city and professional staff (with public comment), create an opportunity for input using: surveys, brainstorming sessions, VPS methods	March – May, 2006
Open House Meeting	Present the findings of the plan once the workshops have been completed and the information has been compiled. Allow public comment and revisions as necessary.	June 12, 2006
Review Period	Allow the public time to review the document in more detail after the open house meeting. Take input from the public and revise the plan when needed.	June 12- 30, 2006
Public Hearing #2 City votes to transmit the Community Agenda for Review	Following the DCA Standards, this will be done once the public review and comment period has been completed	July 3, 2006



East Point 2026 Comprehensive Plan

2.0 *Community Participation Program – Public Meetings*

Public Meetings:	Purpose	Date
Public Hearing #3 Final Adoption of Comprehensive Plan	Following the DCA Standards, this will be done once the Atlanta Regional Commission and DCA have reviewed the document and a final letter has been transmitted to the City that identifies the plan is complete and meets all standards.	October 16, 2006