

East Point USA  
*Community of the Future*  
Comprehensive Plan 1995-2015



prepared by:

Community Relations PLUS and Keck & Wood, Inc.

A Joint Venture

21 January 1997

City of East Point, Georgia

*COMMUNITY OF THE FUTURE*

# COMPREHENSIVE PLAN 1995-2015

Patsy Jo Hilliard  
Mayor

## Council Members

Ward A

Johnny Fowler  
Russell A. "Tony" Widener

Ward C

Barbara C. Brown  
Melvin A. Pittman

Ward B

Timothy Cooper  
Betty Lane

Ward D

Threet W. Brown  
C. Ann Douglas



City of East Point, Georgia  
**Comprehensive Plan 1995-2015**

**CONTENTS**

<b>Acknowledgments</b> .....	<b>iii</b>
<b>Introduction</b> .....	<b>iv</b>
<b>I. Section One: <i>Inventory and Assessment</i></b> .....	<b><i>Inventory &amp; Assessment</i> 1</b>
<b>Element One: POPULATION</b> .....	<b><i>Population</i> 2</b>
<b>Element Two: ECONOMIC DEVELOPMENT</b> .....	<b><i>Economic Development</i> 28</b>
<b>Element Three: NATURAL AND HISTORIC RESOURCES</b> ..	<b><i>Natural &amp; Historic Resources</i> 61</b>
<b>Element Four: COMMUNITY FACILITIES &amp; SERVICES</b> ..	<b><i>Community Facilities &amp; Services</i> 73</b>
<b>Element Five: HOUSING</b> .....	<b><i>Housing</i> 114</b>
<b>Element Six: LAND USE</b> .....	<b><i>Land Use</i> 127</b>
<b>II. Section Two: <i>Statement of Needs and Goals</i></b> .....	<b><i>Needs &amp; Goals</i> 165</b>
<b>Element One: POPULATION</b> .....	<b><i>Needs &amp; Goals</i> 165</b>
<b>Element Two: ECONOMIC DEVELOPMENT</b> .....	<b><i>Needs &amp; Goals</i> 166</b>
<b>Element Three: NATURAL AND HISTORIC RESOURCES</b> .....	<b><i>Needs &amp; Goals</i> 171</b>
<b>Element Four: COMMUNITY FACILITIES &amp; SERVICES</b> .....	<b><i>Needs &amp; Goals</i> 172</b>
<b>Element Five: HOUSING</b> .....	<b><i>Needs &amp; Goals</i> 175</b>
<b>Element Six: LAND USE</b> .....	<b><i>Needs &amp; Goals</i> 178</b>

III. Section Three: *Implementation Strategy* ..... *Implementation 179*

Element One: POPULATION ..... *Implementation 179*

Element Two: ECONOMIC DEVELOPMENT ..... *Implementation 181*

Element Three: NATURAL AND HISTORIC RESOURCES ..... *Implementation 185*

Element Four: COMMUNITY FACILITIES & SERVICES ..... *Implementation 188*

Element Five: HOUSING ..... *Implementation 193*

Element Six: LAND USE ..... *Implementation 196*

Short Term Work Program ..... *Work Program 201*

**MAPS**

- Map 1: Location
- Map 2: Steep Slopes
- Map 3: Floodplains
- Map 4: Wetland Areas
- Map 5: Community Facilities
- Map 6: Existing Land Use
- Map 7: Future Land Use
- Map 8: Planning Areas
- Map 9: Census Tracts

**APPENDICES**

- Appendix A: Public Input Methodology and Results
- Appendix B: Sources of Information
- Appendix C: Proposed Land Use Classification

# City of East Point, Georgia

## COMPREHENSIVE PLAN 1995-2015

### Acknowledgments

The Mayor and Council of the City of East Point wish to recognize the contributions of groups and individuals who assisted in preparation of this plan for guiding and fostering a desired future for East Point. Thanks go to:

Joseph J. Johnson, Jr. City Manager

Robert West, Director of Community Services

East Point Planning and Zoning Commission

Peggy Moore, Zoning Administrator

Wilma Mack, GIS Coordinator

Lowell Hollums, Director of Parks and Recreation

Bruce DeBolt, East Point Electrical Department

David Bussey, Director of Economic Development

Allen Harbin, Acting Police Chief

Ronnie Few, Fire Chief

David Gilley, Director, East Point Business and Industrial Development Authority

East Point Library Staff

Ora Jean Gunnin and the East Point Historical Society

East Point Clean Community System

Karen Duckett, City Planner

This Comprehensive Plan was prepared by:

Community Relations PLUS/Keck & Wood, Inc. A Joint Venture, 1996.

# City of East Point, Georgia

## COMPREHENSIVE PLAN 1995-2015

### ***Introduction***

The Georgia Department of Community Affairs (DCA) is establishing long term goals for Georgia. These goals consider all aspects of community life and are based, in part, on local and regional plans, including East Point's Comprehensive Plan. Local plans must be consistent with the state's fundamental goals, and as a result, these goals strongly influence East Point's Plan. The State goals are organized in the following categories:

- 1. Economic Development:** To achieve a growing and balanced economy consistent with the prudent management of the state's resources, that equitably benefits all segments of the population.
- 2. Natural and Historic Resources:** To conserve and protect the environmental, natural and historic resources of Georgia's communities, regions and the state.
- 3. Community Facilities:** To ensure that public facilities throughout the state have the capacity , and are in place when needed, to support and attract growth and development and/or maintain and enhance the quality of life of Georgia's residents.
- 4. Housing:** To ensure that residents of the state have access to adequate and affordable housing.
- 5. Land Use:** To ensure that land resources are allocated for uses that will accommodate and enhance the state's economic development, natural and historic resources, community facilities and housing and to protect the quality of life of Georgia's residents.

Minimum standards and procedures for Local Comprehensive Planning have been adopted by the State with passage of the Planning Act, that is, Georgia Laws 1989. The standards and procedures establish a three step process for development of comprehensive plans. The first step is presented in the Comprehensive Plan as **Section One: *Inventory and Assessment***. This “fact-finding” task provides local government and citizens with information about all aspects of the community that are critical to understanding the dynamics of the East Point environment. This information will facilitate informed decision making by East Point officials.

The framework for data collection and analysis mirrors the categories of the five state goals. These categories, labeled “planning elements,” are: economic development, natural and historic resources, community facilities and services, housing and land use. The sixth element, population, is the city’s human resource – its people. A defining of the population is vital to predicting a variety of future directions. Demand for housing, employment and retail services, as well as demand for public facilities and services such as police, fire, parks and libraries is evaluated through this analysis. Suitable targeting of programs that are age specific such as recreation or seniors programs is another example of the value of data analysis. Just as companies ask when developing business plans, and families ask in creating plans for their future, the Inventory and Assessment seeks answers to the question, “*Where are we now?*”

The second step in the comprehensive planning process is presented as **Section Two: *Statement of Needs and Goals***. This step establishes East Point’s desired direction based on information revealed during the Inventory and Assessment, and represents future directions for the community. This step is intended to answer the question “*As a community where do we want to be?*” It establishes goals and objectives that define these directions over the period of the comprehensive plan.

"How do we get there" is step three in the planning process, discussed under Section Three: *Implementation Strategy*. This step identifies very specific actions to be undertaken by the City of East Point to achieve the goals and objectives set forth in the Statement of Needs and Goals. The Implementation Strategy and the Inventory and Assessment are based on a 20-year time frame. An essential role of the strategy is to influence East Point's future. The Inventory and Assessment essentially identifies directions in which the City is thought to be heading. The Needs and Goals are statements about a desired future. A vital function of government is to influence and shape the actions of the private sector, including residents. As with any assessment, a major motivation is to discover past trends, that is, where you are headed if you do nothing, assess realistic options for intervention and then design your strategy. Dire conditions identified in the East Point plan are not necessarily the future. The City can itself, and by influencing various segments of the private sector, including residents, effectuate a "desired future." That is the essence of the Plan. Accordingly, the Implementation Strategies are strategic initiatives to be undertaken by the public sector, in this case East Point City Government, to best achieve the community's goals, based on information presented and analyzed in the Plan.

A final aspect of the Comprehensive Plan is the "Short Term Work Program," presented in Section Three: *Implementation Strategy*. This five-year program identifies programs to be implemented over the next five years, as well as cost estimates and proposed funding sources. The programs may encompass community and economic development initiatives, capital improvements, administrative systems and regulatory mechanisms. All are intended to foster implementation of the Comprehensive Plan.

#### *Community Input & Agency Review*

The State believes strongly in the input of the community. Two public hearings are required, the first of which was an opportunity for the public to be informed of the planning process and to understand its significance. East Point also believes strongly in community participation, and hosted four additional public meetings in an attempt to solicit community participation and input.



A final public hearing is designed to enable the community to review a draft Comprehensive Plan document. Community input at this stage may spell some revisions in the Plan. The necessary revisions were made prior to transmittal of this draft Plan to the Atlanta Regional Commission (ARC). ARC will review the Plan, evaluating its impact on community facilities, the natural environment, and importantly, potential impact on surrounding communities. ARC will provide comments to the City of East Point.

The draft Plan will also be forwarded to the Georgia Department of Community Affairs (DCA). DCA will review the Plan ensuring compliance with the minimum standards and procedures, particularly the State goals listed above. The Department will also evaluate the impact of various Plan proposals, assess ARC's comments, and provide their own recommendations to East Point. Following satisfaction of DCA concerns, the City will adopt a final, Comprehensive Plan.

The Comprehensive Plan will guide East Point decision makers over the next 20 years. In the interim, as circumstance and community goals change, changes to the Plan may become necessary. The "Minimum Standards and Procedures" require a Plan Update every five years to enable East Point to make formal amendments to the Plan. At that time, the City and the community will revisit the Plan and important community issues, evaluating any need for changes to projections about population; land use and housing demand; capital projects and a variety of concerns impacting the community.

## **Section One: *Inventory and Assessment***

The Department of Community Affairs "Minimum Standards and Procedures for Local Comprehensive Planning" require that an inventory of data and presentation of projections be prepared for each of six "planning elements." These elements are: population, economic development, natural and historic resources, community facilities and services, housing and land use.

Past trends and current circumstances must be considered and forecasts for the future developed for each planning element. The interrelatedness of the data and information must be considered in assessing each aspect of the community. This step requires that community and natural resources be evaluated along with an assessment of future, available alternatives as well as constraints to moving forward. Development or preservation of these resources must also be addressed. The assessment must focus on community programs, facilities and services; regulations and the City's administrative systems for dealing with the various aspects of the community. The assessment develops alternatives for addressing current and future obstacles and planned approaches to elimination of such obstacles.

## Element One: POPULATION

This element discusses population characteristics that will be used to evaluate current circumstances in East Point. The data specified by the Department of Community Affairs includes *total population, households, age of residents, race, educational levels and income*. Such information is used not only to identify "where we are," it is essential to predicting future trends. The nature of East Point's "future" population impacts many issues; a number of these are either under direct control of, or can be influenced by, East Point city government. Among them is housing supply. Projections of future population growth can tell us not only whether additional housing will be needed, they can help predict the type of housing unit. This, in turn, impacts the future land use map, as land is needed on which to build these units. Another example relates to educational level. If the data show that the ratio of high school graduates pursuing additional training is low, East Point may choose to identify strategies to improve this ratio through working with the Board of Education, establishing a private mentoring network, or even promoting scholarship opportunities in conjunction with business and civic organizations.

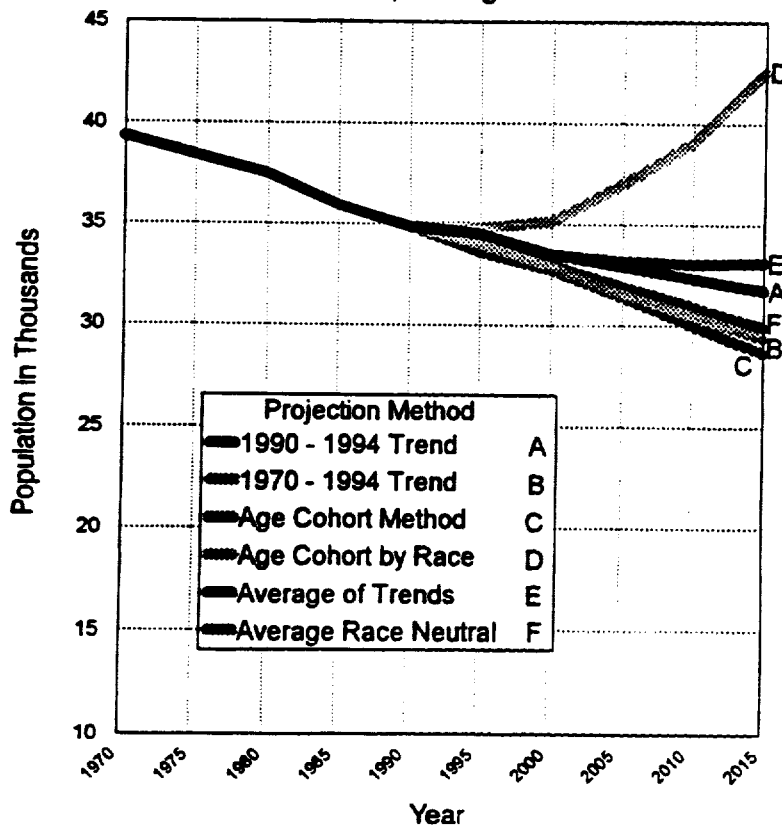
These examples are given simply to demonstrate the importance of population data to a variety of issues impacting the quality of life in East Point and opportunities for its residents. Such data can help identify the need for intervention should the City deem certain trends undesirable. The data and trends are discussed below.

### ***Total Population***

The most alarming characteristic of the population of East Point is that it has declined, and did so at an increasing rate over the past two decades. As depicted in Table 1-3, the rate of decline between 1980 and 1985 was 4.1 percent, nearly double the rate for the period 1970 to 1975. As shown in Table 1-1, the 1970 population of East Point was 39,315. The last national census, as adjusted, indicated a 1990 population of 34,858. This decline occurred at a time when the state, and the southeastern U.S. in general, experienced population growth. Table 1-2 demonstrates consistent growth in Georgia's population approaching ten percent every five years from 1970 through 1990. This divergence can be explained, in part, by the continued suburbanization of the American population. In East Point, population loss in one group, primarily whites, has been offset by gains in another, primarily blacks. This dynamic is expected to continue, although at a lower rate.

Population projections for East Point have been performed using two methods. The first is trend analysis which simply projects future population based on past trends. The second method uses age cohorts which group the population in age ranges. The number of people in individual age ranges is projected into the future based on past population figures. These are adjusted based on historical "in-migration" and "out-migration" rates, as well as birth and death rates. Population projections are an inexact science, as many factors influence population growth or decline. The projection models used were (1) trend analysis using 1990 through 1994 population figures; (2) trend analysis using 1970 through 1994 population figures; (3) composite age cohort citywide, using 1970-1990 population figures; and (4) race specific age cohorts, using 1970-1990 population figures. The results of these analyses are presented graphically below. East Point's total population, based on an average of the four models, is projected at 33,100 in the year 2015.

**Population Projections: 1995 - 2015**  
**East Point, Georgia**



Source: U.S. Census and Atlanta Regional Commission  
 Projections by Community Relations PLUS

**Table 1-4  
1990 POPULATION DENSITY  
East Point**

Jurisdiction	East Point	Atlanta	Fulton County	Georgia
Persons per square mile	2,493	2,990	1,106	112

Source: U.S. Bureau of the Census, 1990

### **Households**

The number of people in a typical East Point household has followed a national trend toward smaller households as people are having fewer children, the population is aging, and the number of persons living alone has increased. Fulton County statistics also reflect this trend as shown in Table 1-5. However, East Point's population dynamics over the past two decades reflect an increase in the number of persons in the family-forming age ranges, and a relative decrease in the number of persons in older age ranges. As a result, average household size is expected to remain higher than those in the county. This trend is expected to carry forward, with household size decreasing toward the end of the planning period when the rate of in-migration has slowed. Those relatively younger residents who came to East Point in the 80's and 90's will begin to enter middle age toward the end of this decade. Therefore, household size by the year 2015 is expected to more closely resemble the more generalized trend as does Fulton County.

**Table 1-5  
PERSONS PER HOUSEHOLD  
East Point and Fulton County**

Year	1970	1975	1980	1985	1990	1995	2000	2005	2010	2015
East Point	3.07	2.8	2.52	2.54	2.55	2.52	2.49	2.46	2.43	2.4
Fulton County	2.98	2.76	2.53	2.49	2.44	2.39	2.35	2.3	2.28	2.28

Source: U.S. Bureau of the Census, Georgia Dept. of Community Affairs (Woods & Poole Economics, Inc., 1994) and Atlanta Regional Commission.

The tremendous rate of in-migration experienced between 1970 and 1980, and again between 1980 and 1990, although at a much lower rate, was offset by high rates of out-migration. Each of these rates is projected to slow, suggesting a stable population of 33,100 by the year 2015. Consistent with this population loss is a decrease in the number of households. Table 1-6 shows this decrease for East Point, as well as an increase in the number of households in Fulton County as the population of the County increases.

Table 1-6  
**HOUSEHOLDS**  
 East Point and Fulton County

Year	1970	1975	1980	1985	1990
East Point	12,707	13,701	14,695	14,034	13,373
Fulton County	198,903	206,753	226,603	246,661	258,145
Year	1995	2000	2005	2010	2015
East Point	13,571	13,453	13,495	13,580	13,791
Fulton County	269,783	280,160	290,940	302,123	313,704

Source: U.S. Bureau of the Census, 1970, 1980, 1990 and Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994).

### **Age Distribution**

The number of people in various age groups is important not only to predicting future population patterns, it is vital to planning public improvements and programs. Private industry follows this data closely as it indicates the type and strength of market demand associated with people of different ages. The same information used to predict East Point's future population through the age cohort method generated data for each of the age ranges reflected in Table 1-7. The age ranges occur in ten year intervals as this method depends on decennial census counts. Table 1-8 compares the percentage of the total population found in each age range.

Table 1-7  
**Age Distribution**  
 East Point

Age Range	1970	1980	1990	1995	2000	2005	2010	2015
80+	525	696	792	980	1,032	1,172	1,448	1,972
70-79	1,265	1,825	1,862	2,133	2,037	2,158	2,205	2,560
60-69	2,533	3,181	2,582	2,681	2,243	2,801	3,326	3,631
50-59	4,275	3,960	2,532	3,113	3,453	3,942	4,492	4,046
40-49	5,522	3,251	4,152	4,755	5,306	4,588	3,930	3,647
30-39	4,254	5,425	6,425	5,554	4,670	4,213	3,739	3,783
20-29	6,367	8,227	5,864	5,140	4,490	4,587	4,647	4,740
10-19	7,718	5,512	4,757	4,650	4,661	4,827	5,142	4,713
0-9	6,856	5,409	5,436	5,700	6,158	5,613	5,071	4,707

Source: U.S. Bureau of the Census, 1970, 1980, 1990; and Atlanta Regional Commission, 1994 estimates. Projections by Community Relations PLUS.

As expected, the percentage of people in the older age ranges is the smallest. The percentage of the total population in the older ranges increases toward the year 2015, suggesting higher survival rates for those persons 80 years old and above in 2015. Just the reverse trend is found in East Point for the younger age ranges. As the general population ages, fewer children are being born, comprising a smaller portion of the population. In 1970, individuals 19 years old and below formed 37 percent of the population. The projection for 2015 is only 27.8 percent. As can be more clearly seen in the age pyramids at the end of this Element, East Point's population is becoming more uniformly distributed across the age ranges, with fewer children and more middle aged and senior residents.

**Table 1-8  
Age Distribution  
East Point**

Age Range	1970	1980	1990	1995	2000	2005	2010	2015
80+	1.3%	1.9%	2.3%	2.8%	3.0%	3.5%	4.3%	5.8%
70-79	3.2%	4.9%	5.4%	6.1%	6.0%	6.4%	6.5%	7.6%
60-69	6.4%	8.5%	7.5%	7.7%	6.6%	8.3%	9.8%	10.7%
50-59	10.9%	10.6%	7.4%	9.0%	10.1%	11.6%	13.2%	12.0%
40-49	14.0%	8.7%	12.1%	13.7%	15.6%	13.5%	11.6%	10.8%
30-39	10.8%	14.5%	18.7%	16.0%	13.7%	12.4%	11.0%	11.2%
20-29	16.2%	21.9%	17.0%	14.8%	13.2%	13.5%	13.7%	14.0%
10-19	19.6%	14.7%	13.8%	13.4%	13.7%	14.2%	15.1%	13.9%
0-9	17.4%	14.4%	15.8%	16.4%	18.1%	16.6%	14.9%	13.9%

Source: U.S. Bureau of the Census, 1970, 1980, 1990; and Atlanta Regional Commission, 1994 estimates. Projections by Community Relations PLUS.

Median age is another technique used to examine population trends. Median age represents the numerical age at which half of all East Point residents are older and half are younger, in other words, the "midpoint." It is the statistical measure that most closely represents the "overall" age of any population group. The median age of East Point residents has been consistent with local, state and national trends over the past 20 years. The country is aging as the "baby boomers" in the population age, and median age is

increasing. As seen in Table 1-9, East Point median age in 1970 was 27.7 years; for 1990 it was 31.7 years. This statistic has implications for public sector planning and the private market. In a young population, day care, schools and youth recreation programs are vital. In an aging population, social services for seniors, reduced demand for three and four bedrooms homes, and perhaps a need for passive recreation facilities may be indicated.

Table 1-9  
MEDIAN AGE

Year	1970	1980	1990
East Point	27.7	29.5	31.7
Fulton County	27.5	29.4	32.0
Georgia	25.9	28.6	31.6
United States	28.0	30.0	32.9

Source: U.S. Bureau of the Census

### ***Racial Composition***

Relative to all comparisons in Tables 1-10 and 1-11, racial change in East Point has been remarkable. East Point in 1970 was 91.6 percent white; by 1990 this figure was 32.3 percent. Population figures alone do not reveal the full impact, if any, of such dynamics. The typical pattern of suburbanization, whether characterized by "white flight" or not, often means leaving behind an aging housing stock and public infrastructure. The pattern also includes families leaving an aging population profile behind, and higher income households tend to move as they can afford to. The result is not peculiar to any one set of circumstances, and has been seen around the country -- an aging, less affluent population more dependent on social programs. The municipality experiences a loss of revenue with which to deal with the maintenance of deteriorating infrastructure.

Table 1-10  
POPULATION BY RACE  
East Point

Year	Total Population	Black	Percent Black	White	Percent White
1970	39,212	3,291	8.4%	35,921	91.6%
1980	37,201	15,784	42.4%	21,417	57.6%
1990	33,704	22,823	67.7%	10,881	32.3%

Source: U.S. Bureau of the Census, 1970, 1980, 1990.



Table 1-11  
**POPULATION PROJECTIONS BY RACE AND SEX**  
 East Point

Year	Population	Black Male	%	Black Female	%	White Male	%	White Female	%
1995	34,070	10,99	31.7	12,892	37.2	4,994	14.4	5,829	16.8
2000	34,050	12,06	35.4	14,232	41.8	3,629	10.7	4,121	12.1
2005	33,900	12,44	36.7	14,756	43.5	3,166	9.3%	3,534	10.4
2010	34,000	12,66	37.3	15,058	44.3	3,014	8.9%	3,236	9.5%
2015	33,800	12,54	37.1	15,256	45.1	2,926	8.7%	3,074	9.1%

Source: Community Relations PLUS, projections based on 1970, 1980 & 1990 Census, and ARC 1994 estimates.

East Point experienced a structural change in population that would have little to do with race were the change not along racial lines. This change is a function of the relative ages of the two groups, a younger, family forming black group, and an older white group. Population projections based only on 1990 census data, and Atlanta Regional Commission 1994 estimates, indicate a leveling off of the growth in black population and decline in white population at about 1990 ratios. These projections, however, ignore the circumstances of a bulge in the family forming age ranges of the black population and the distinct lack of such numbers in the white population. Growth of the black population will be driven by this age group, and in the absence of such numbers in the white population, that group will continue to decline. As both populations age through the planning period, East Point's population becomes more evenly distributed among all the age ranges.

Age pyramids are included at the end of this Element as they graphically capture the population dynamics of this structural change. The East Point 1990 age pyramid "Population: Male and Female by Race" clearly identifies the bulge in the family forming age range, 20-39, for blacks. A bulge exists for whites as well, however, it is significantly overshadowed by the 60 years and older age ranges. The bulge in the white population aged 20 to 39 in 1990 is responsible for the increase in the number of 0-9 year olds evident in East Point 2000 age pyramid.

As discussed earlier, East Point's population becomes more evenly distributed among the age ranges as the population ages to the year 2020. The pyramid "flattens out." Interestingly, a slight bulge in family forming age ranges of both black and white populations is evident in East Point 2020 and could signal population increases in the following decade. This group was in the 0-19 year old group in East Point 2000. A final, glaring indicator provided by the age cohort pyramids is the consistent widening of the population band for both blacks and whites in the oldest age categories.

Two line graphs also focus on the structural change in population. Graph 1 demonstrates the leveling off of both the rate of increase in black population and the rate of decline in white population. This curve is based on calculations of the age cohort survival method based on race. Because of the dramatic change of the 1970 to 1990 period, the basis of the calculations, those projections were tempered by extrapolation of trend lines associated with 1970-1990 and 1990-1994 data. This produced total population projections which are marginally different from the original totals, however, the accuracy of the race projections was enhanced. Graph 2 depicts the leveling associated with the 1990-1994 race data. However, as mentioned previously, and as is obvious in the age pyramid for East Point 1990, the inverse relationship between population bulges in the 20-39 age range for blacks, relative to the population bulge in the 60 years old and older age range for whites dictates a gradual leveling off of the population of these two groups. This is shown on the 1970-94 Trend lines of Graph 2.

Further evidence of the dramatic difference in East Point's black and white population is found in a comparison of median age in Table 1-12. The median age of white females compared to black females is compelling evidence of the necessity of projections which portray a gradual decrease in change in population of the two groups.

**Table 1-12  
Median Age by Race and Sex  
East Point**

Year	Black Female	Black Male	White Female	White Male
1970	20.7	18.1	29.8	27.3
1980	21.2	24.6	34.3	26.1
1990	28.9	25.6	54.5	41.0

Source: U.S. Census, 1970, 1980 and 1990.

The utility of this statistic is limited as incomes, for example, have not demonstrated a pattern based on race in East Point. The only conclusion is reflected in the race specific population projections that demonstrate the effect of black in-migration in the lower age ranges and the dominating effect on the future population of East Point barring unforeseen change. Finer levels of analyses, for example, teen pregnancy by race, may suggest circumstances in which public intervention might occur. The Georgia Vital Statistics Report for 1993 reveals teen pregnancy rates for blacks substantially higher than rates for whites in East Point. Such analyses are beyond the scope of this Plan, however, the City is encouraged to pursue such data as a means of identifying and targeting public programs.

### ***Educational Attainment***

The significance of education in today's competitive workplace is difficult to exaggerate. Table 1-15 compares the number of years of schooling completed by residents of East Point in 1990, to surrounding counties. At 18.0 percent East Point compares very favorably with Clayton, Douglas, Forsyth, Cherokee, and Coweta counties, at 14.7, 12.0, 15.6, 18.4 and 13.3 percent, respectively, in the percentage of persons with a four-year college degree. East Point figures are also comparable to the state's 19.3 percent. The comparison is less favorable when Cobb, Fayette, Fulton, DeKalb and Gwinnett counties are considered. As important for East Point leaders are the high drop-out rates. Nearly three in 10 of the city's students do not finish high school. This is actually consistent with the state and many surrounding counties. However, the rate of high school graduation falls well below Cobb, DeKalb, Fayette, Gwinnett, and even Fulton counties. This indicates a need to advocate, with the Fulton County School System for more emphasis on "staying in school," and the importance of continuing education. It also indicates a need for enhanced approaches to adult education to address the immediate needs of this generation facing the job market without a high school diploma. This is particularly important should the population of foreign-born residents increase.

**Table 1-13**  
**EDUCATIONAL ATTAINMENT COMPARISON FOR 1970**  
 Percentages for East Point, Surrounding Counties & Georgia  
 Adults, Age 25 and Over

Educational Level	E. Point	Fulton	Cobb	Cherokee	Forsyth	Gwinnett
Elementary School	23.5%	28.4%	24.4%	48.5%	50.4%	35.1%
High School (1-3 years)	26.3%	21.8%	25.3%	23.1%	21.7%	27.4%
High School (4+ years)	27.8%	23.0%	29.2%	19.1%	20.2%	23.4%
College (1-3 years)	13.8%	12.3%	11.4%	5.2%	5.2%	7.9%
College (4+ years)	8.6%	14.5%	9.7%	4.4%	2.6%	6.3%

Educational Level	DeKalb	Clayton	Fayette	Coweta	Douglas	Georgia
Elementary School	16.5%	21.6%	35.4%	42.1%	37.5%	36.2%
High School (1-3 years)	19.7%	28.9%	27.6%	26.4%	26.4%	23.2%
High School (4+ years)	28.3%	33.4%	25.2%	17.2%	25.0%	22.4%
College (1-3 years)	16.2%	10.1%	7.0%	7.3%	6.0%	9.0%
College (4+ years)	19.3%	6.0%	4.7%	7.1%	5.1%	9.2%

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

**Table 1-14**  
**EDUCATIONAL ATTAINMENT COMPARISON FOR 1980**  
 Percentages for East Point, Surrounding Counties & Georgia  
 Adults, Age 25 and Over

Educational Level	E. Point	Fulton	Cobb	Cherokee	Forsyth	Gwinnett
Elementary School	15.7%	17.4%	12.1%	27.0%	27.4%	12.8%
High School (1-3 years)	19.7%	16.6%	15.6%	20.9%	21.8%	15.4%
High School (4+ years)	30.8%	26.5%	30.7%	30.1%	30.8%	32.9%
College (1-3 years)	18.4%	16.6%	18.6%	12.3%	11.3%	19.9%
College (4+ years)	15.4%	23.0%	23.0%	9.7%	8.7%	18.9%

Educational Level	DeKalb	Clayton	Fayette	Coweta	Douglas	Georgia
Elementary School	9.9%	13.4%	11.8%	32.5%	20.7%	23.7%
High School (1-3 years)	13.2%	20.0%	14.9%	27.0%	21.9%	19.9%
High School (4+ years)	28.2%	40.2%	37.2%	28.5%	36.6%	28.5%
College (1-3 years)	20.8%	15.9%	19.6%	5.6%	11.7%	13.3%
College (4+ years)	27.9%	10.3%	16.5%	6.5%	9.1%	14.6%

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

Table 1-15  
**EDUCATIONAL ATTAINMENT COMPARISON FOR 1990**  
 Percentages for East Point, Surrounding Counties & Georgia  
 Adults, Age 25 and Over

Educational Level	E. Point	Fulton	Cobb	Cherokee	Forsyth	Gwinnett
Elementary School	9.8%	7.9%	4.8%	10.3%	13.2%	4.5%
High School (1-3 years)	18.0%	14.3%	9.4%	14.5%	19.2%	8.8%
High School (4+ years)	29.9%	22.3%	24.3%	30.6%	30.7%	25.7%
College (1-3 years)	24.3%	23.9%	28.5%	26.2%	21.4%	31.4%
College (4+ years)	18.0%	31.6%	33.0%	18.4%	15.6%	29.6%

Educational Level	DeKalb	Clayton	Fayette	Coweta	Douglas	Georgia
Elementary School	5.4%	6.6%	4.4%	12.6%	9.6%	12.0%
High School (1-3 years)	10.8%	16.2%	9.1%	20.0%	18.1%	17.1%
High School (4+ years)	23.3%	35.8%	30.1%	35.4%	38.0%	29.6%
College (1-3 years)	27.9%	26.7%	30.6%	18.8%	22.3%	22.0%
College (4+ years)	32.7%	14.7%	25.8%	13.3%	12.0%	19.3%

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

As seen in Table 1-16, high school drop-out rates in Fulton County for the period 1987 to 1992 demonstrate no significant pattern. Hovering in the one percent range, they are consistently above those of the state which showed a marginal decrease in 1990-91 school year to 1.8 percent. Both rates appear minimal. Scores on standardized achievement tests in Fulton County and the state have changed little over the same five-year period. These were consistently in the mid-six hundreds for both student groups.

The percentage of Fulton County students going on to college was significantly higher than the state. At an average rate of 80.8 percent of students attending some form of post-secondary education, Fulton County students registered rates of over twelve percent above their state counterparts.

**Table 1-16**  
**EDUCATIONAL ATTAINMENT INDICATORS**  
**Fulton County & Georgia**

Indicator	System	1987-88	1988-89	1989-90	1990-91	1991-92
High School Drop Out Rate	Fulton County	1.3%	1.4%	1.0%	1.0%	1.7%
	Georgia	2.0%	2.0%	2.0%	1.8%	1.9%
Standard Achievement Test Scores	Fulton County	661	658	666	668	N.A. <sup>1</sup>
	Georgia	655	654	659	660	N.A. <sup>1</sup>
Percent Pursuing Post-secondary Education	Fulton County	79%	82%	79%	84%	80%
	Georgia	N.A.	65.6%	68.6%	70.7%	N.A.

<sup>1</sup> Standard Test-Type Revised - Not Comparable With Previous Years.

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994), Georgia Department of Education, Fulton County Board of Education

A comparison of educational levels of East Point residents over the period 1970 to 1990, Table 1-17, reveals that the percentage of residents with four years of college consistently increased. The number of persons who attended college also increased. No significant change was seen in the percentage of high school graduates. Naturally, with the increase in college attendance, the percentage of persons who did not finish grade school or high school decreased. The percentage of people in Fulton County who attended college for four years has been above rates for East Point residents since 1970, and as the rates for the County has also increased, remained above East Point in 1990. Interestingly, the number of people 25 years of age and older remained relatively constant, at approximately 21,500 over the period, while East Point experienced a significant population loss.

**Table 1-17**  
**HIGHEST EDUCATIONAL LEVEL COMPLETED**  
**East Point (Persons Age 25 and Older)**

Year	1970	Ratio	1980	Ratio	1990	Ratio
Elementary School (0-8 years)	4,965	23.5%	3,544	15.7%	2,111	9.8%
High School (1-3 years)	5,553	26.3%	4,464	19.7%	3,877	17.9%
High School (4+ years)	5,862	27.3%	6,966	30.8%	6,454	29.9%
College (1-3 years)	2,914	13.8%	4,160	18.4%	5,266	24.4%
College (4+ years)	1,818	8.6%	3,497	15.5%	3,889	18.0%
Total	21,112	—	22,631	—	21,597	—

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

Comparisons in Table 1-18 document a favorable relationship of East Point residents and Georgia residents. The percentage of East Point residents who graduated from high school and those who graduated from college is virtually identical to that of the state. This equality falls off somewhat at the graduate level, but East Point actually surpasses the state in residents with Doctorate degrees, and is only marginally below Fulton County. The significance of these comparisons though, is that East Point residents compete in the job market with Fulton and surrounding counties. The state figures obviously encompass areas more rural in nature and the close comparability is less advantageous to East Point.

**Table 1-18**  
**YEARS OF SCHOOL COMPLETED**  
 (Persons Age 25 and Older)  
 East Point, Fulton County & Georgia: 1990

Years of School Completed	East Point		Fulton County		State of Georgia	
	Persons	Percent	Persons	Percent	Persons	Percent
Less than 5th Grade	521	2.4%	9,778	2.4%	136,979	3.4%
Grades 5 to 8	1,597	7.4%	23,157	5.6%	346,776	8.6%
Grades 9 to 12	3,877	18.0%	59,201	14.3%	686,060	17.1%
High School Graduate	6,454	29.8%	92,678	22.2%	1,192,935	29.6%
Some College	4,297	19.9%	79,048	19.0%	684,109	17.0%
Assoc. Deg.-Occupational	508	2.3%	10,179	2.5%	107,905	2.7%
Assoc. Deg.-Academic	461	2.1%	10,149	2.4%	91,498	2.3%
Bachelor's Degree	2,755	12.8%	87,950	21.2%	519,613	12.9%
Master's Degree	776	3.6%	27,486	6.6%	170,210	4.2%
Professional Degree	205	1.0%	11,962	2.9%	62,276	1.6%
Doctorate Degree	153	0.7%	3,603	0.9%	25,059	0.6%
<b>Totals</b>	<b>21,604</b>	<b>100.0%</b>	<b>415,191</b>	<b>100.0%</b>	<b>4,023,420</b>	<b>100%</b>

Source: U.S. Bureau of the Census

**Income**

*Per Capita Income.* East Point incomes compare favorably to those in Georgia for the period 1970 to 1990. However, state incomes have been increasing at a faster rate, actually overtaking those in East Point in 1990. As seen in Table 1-19, per capita incomes for East Point residents grew at a rate of 251 percent between 1970 and 1990; income growth for the State was 415 percent. A more relevant comparison is with Fulton County. Per capita income for Fulton County and East Point were virtually identical in 1970 and 1980. By 1990, however, County incomes were nearly 50 percent higher than those in East Point. The strength of the regional economy, including Fulton County, and associated growth rates, out pace areas across the nation. However, East Point is a participant in this economy, and should be experiencing this growth.

Table 1-19  
**PER CAPITA INCOME**  
East Point, Fulton County and Georgia

Year	1970	1975	1980	1985	1990	Percent Increase	
						1970-90	1980-90
East Point	\$3,560	N.A.	\$7,151	N.A.	\$12,508	251%	75%
Fulton Co.	\$3,459	N.A.	\$7,621	N.A.	\$18,452	433%	142%
Georgia	\$2,649	N.A.	\$6,402	N.A.	\$13,631	415%	113%

Source: U.S. Bureau of the Census

*Median Household Income.* Household income is the total income generated by all wage earners within one housing unit. Median household incomes in East Point also compare favorably to those in Georgia, and to Fulton County, as can be seen in Table 1-20. Again, however, the rate of increase in income between 1970 and 1990 lagged behind the state and the County. In East Point, incomes fell in real dollars from \$29,950 in 1970 to \$23,313 in 1990. State household incomes also declined between 1970 and 1980, but rebounded in 1990, overtaking East Point. As a result, the purchasing power of households in East Point fell 22 percent between 1970 and 1990. Georgia households experienced a 10 percent increase in purchasing power during the same period. As Table 1-21 demonstrates, by 1990, Georgia household incomes were 8.3 percent higher than East Point's. It is worth noting that while East Point per capita incomes are lower than those in Fulton County, household incomes are more comparable. This suggests that more individuals, perhaps husband and wife, in East Point households are working than in Fulton County. Should this be the case, East Point residents may have a greater need for such services as child day care.



Table 1-20  
**MEDIAN HOUSEHOLD INCOME**  
 East Point, Fulton County & Georgia

Year	1970	1975	1980	1985	1990	Percent Increase	
						1970-90	1980-90
East Point	\$10,662	N.A.	\$14,818	N.A.	\$26,787	151%	81%
Fulton Co.	\$9,359	N.A.	\$13,988	N.A.	\$29,978	220%	114%
Georgia	\$8,167	N.A.	\$15,033	N.A.	\$29,021	255%	93%

Source: U.S. Bureau of the Census

East Point residents participate in a job market very similar to the one in which Fulton County residents participate. Median household incomes in East Point in 1970 and in 1980 exceeded those in Fulton County. However, as shown in Table 1-20, by 1990, County incomes overtook those in East Point and were 12 percent higher. The pattern of per capita income and median household income relative to Fulton County and Georgia is disturbing. East Point residents are not sharing fully in the economic growth of the County or the Atlanta Region.

Median household income, a measure of the amount of money most households earned, dipped downward for East Point and Georgia residents. However, Georgia residents incomes reached an all-time high of \$25,258 in 1990 (Table 1-22), while the purchasing power of East Point residents fell some \$6,600, from \$29,950 in 1970 to \$23,313 in 1990 (Table 1-21). All figures have been adjusted to current dollars for 1987. Further evidence of economic loss is found in Table 1-20 which tracks a 1970 income higher than Fulton County and Georgia through 1990 where East Point incomes were significantly lower than incomes in those areas.

Table 1-21  
**PER CAPITA AND MEDIAN HOUSEHOLD INCOME**  
 East Point

Year		1970	1975	1980	1985	1990
Per Capita Income	Actual Dollars	\$3,560	N.A.	\$7,151	N.A.	\$12,508
	Constant Dollars <sup>1</sup>	\$10,000	N.A.	\$10,015	N.A.	\$10,885
Median Household Income	Actual Dollars	\$10,662	N.A.	\$14,818	N.A.	\$26,787
	Constant Dollars <sup>1</sup>	\$29,950	N.A.	\$20,754	N.A.	\$23,313

<sup>1</sup> 1987 Constant Dollars

Source: U.S. Bureau of the Census. U.S. Dept. of Commerce, Bureau of Economic Analysis

Table 1-22  
**PER CAPITA AND MEDIAN HOUSEHOLD INCOME**  
 Georgia

Year		1970	1975	1980	1985	1990
Per Capita Income	Actual Dollars	\$2,649	N.A.	\$6,402	N.A.	\$13,631
	Constant Dollars <sup>1</sup>	\$7,441	N.A.	\$8,966	N.A.	\$11,863
Median Household Income	Actual Dollars	\$8,167	N.A.	\$15,033	N.A.	\$29,021
	Constant Dollars <sup>1</sup>	\$22,941	N.A.	\$21,055	N.A.	\$25,258

<sup>1</sup> 1987 Constant Dollars

Source: U.S. Bureau of the Census. U.S. Dept. of Commerce, Bureau of Economic Analysis

*Distribution of Households.* The number of households reporting a specific income normally concentrates in the lower income ranges, that is, incomes between \$0 and \$14,999 and those between \$15,000 and \$24,999. The 1990 earnings of 46 percent of all East Point households are within these lower income ranges. The figure for Georgia households was a comparable 43.1 percent.

A comparison of East Point and Georgia incomes in the upper ranges is less favorable. East Point households earning \$35,000 and above made up 34.7 percent of all households in 1990. The percentage of Georgia households reporting incomes in this range for 1990 was 40 percent.

As mentioned, because East Point residents operate in a job market and perhaps, more importantly, experience "cost of living" expenses consistent with those of Fulton County residents, comparisons with the County may be more instructive. As seen in Table 1-24, 43.4 percent of County households earned \$35,000 or more in 1990.

Table 1-23  
**HOUSEHOLDS BY INCOME**  
 East Point

Income	1970	1975	1980	1985	1990
\$0-14,999	8,065	7,754	7,443	5,488	3,533
\$15,000-24,999	2,177	2,942	3,707	3,150	2,593
\$25,000-34,999	-	-	2,125	2,342	2,559
\$35,000-49,999	440 <sup>1</sup>	1,786 <sup>1</sup>	1,007	1,577	2,147
\$50,000 +	92	253	413	1,443	2,472
Total	10,774	12,735	14,695	14,000	13,304

Table 1-23 (continued)  
**HOUSEHOLDS BY INCOME**  
 Georgia

Income	1970	1975	1980	1985	1990
\$0-14,999	1,189,760		934,343		602,220
\$15,000-24,999	144,705		483,896		418,568
\$25,000-34,999	-		257,743		383,733
\$35,000-49,999	39,916 <sup>1</sup>		128,212		420,917
\$50,000 +	-		68,370		541,137
Total	1,374,381		1,872,564		2,366,575

<sup>1</sup> \$25,000 to \$49,999

Source: U.S. Bureau of the Census

Table 1-24  
**Percentage of Households Within Specified Income Range**  
 East Point, Fulton County & Georgia

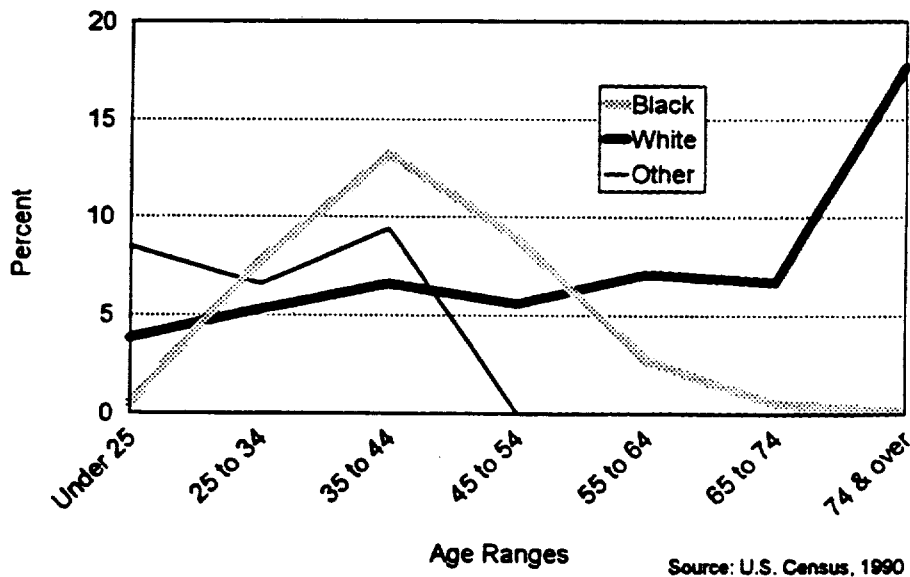
Income Range	East Point	Fulton County	Georgia
Less than \$25,000	46.1%	42.6%	43.1%
\$25,000 - \$34,999	19.2%	14.0%	16.2%
\$35,000 and above	34.7%	43.4%	40.7%

Source: U.S. Bureau of the Census, 1990.

The disparity in household incomes shown in Table 1-24, particularly the nearly ten-point differential between East Point and Fulton County for incomes of \$35,000 and higher, may be explained by a disparity in educational level. East Point residents tend to be less educated than residents of Fulton County and DeKalb County where competitors in the job market live. Per capita incomes reflected in Table 1-19 were significantly higher in Fulton County compared to East Point in 1990. Therefore, the lower educational level of East Point residents could be limiting their earnings potential. The disparity may also be explained by a higher concentration of residents working in less lucrative occupations. Analyses performed in the Economic Development Element may provide some insight.

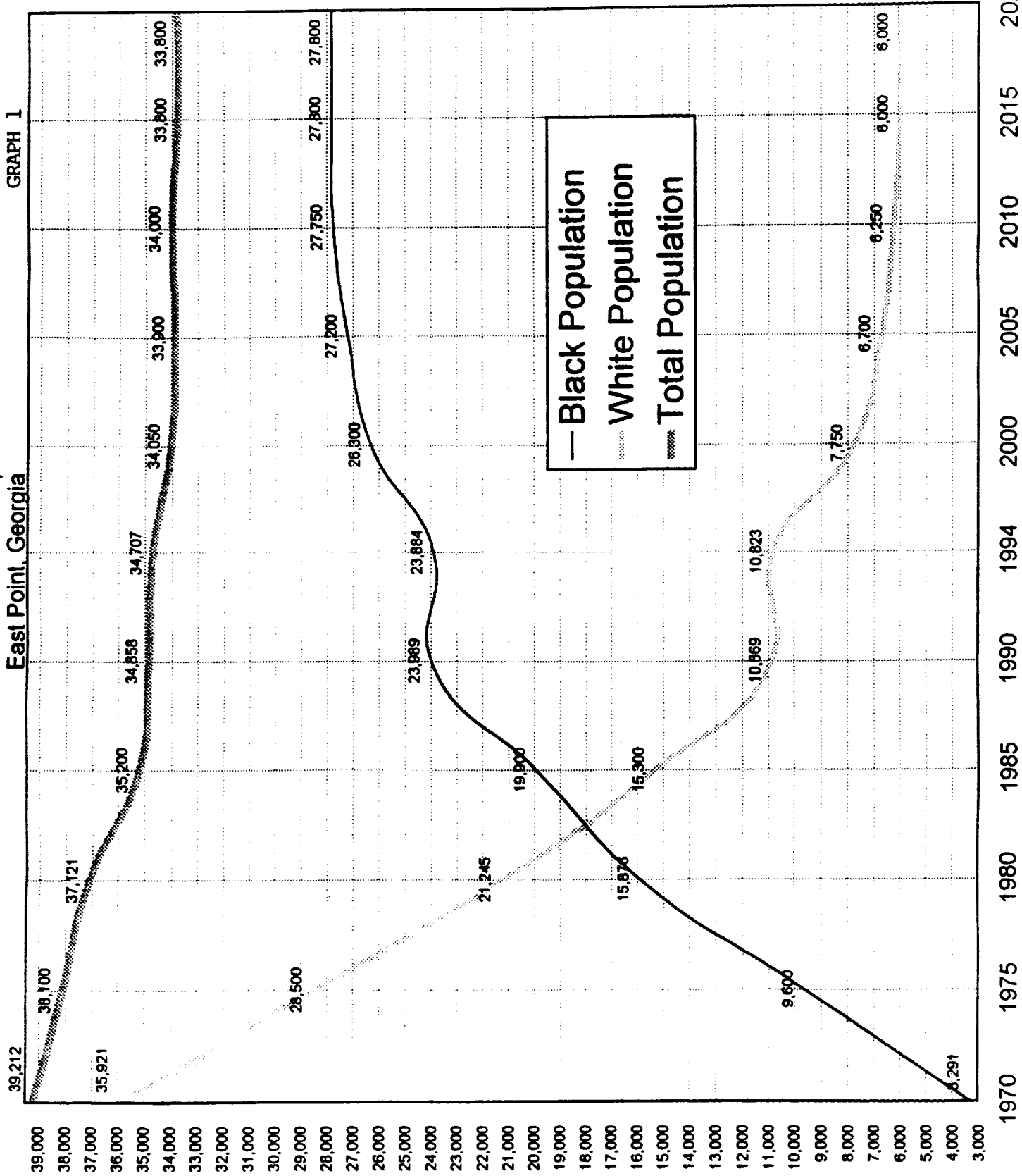
Finally, the income disparity could be a function of the racial composition, that is, the often cited disproportionate earnings of blacks and whites. However, an analysis of income data by race for East Point does not confirm this disparity. Even when age is factored in, as we can expect any older persons in the population to command higher earnings, and we know the median age of whites in East Point is significantly higher than blacks, no dramatic income disparity based on race is evident. The data does show that the income of the "Other" population is over-represented in the lower income ranges. However, most of the population in the Other census category are in the younger age ranges and such an income disparity is, therefore, not surprising.

**Household Income by Race by Age**  
**Percentage of Incomes above \$34,999**



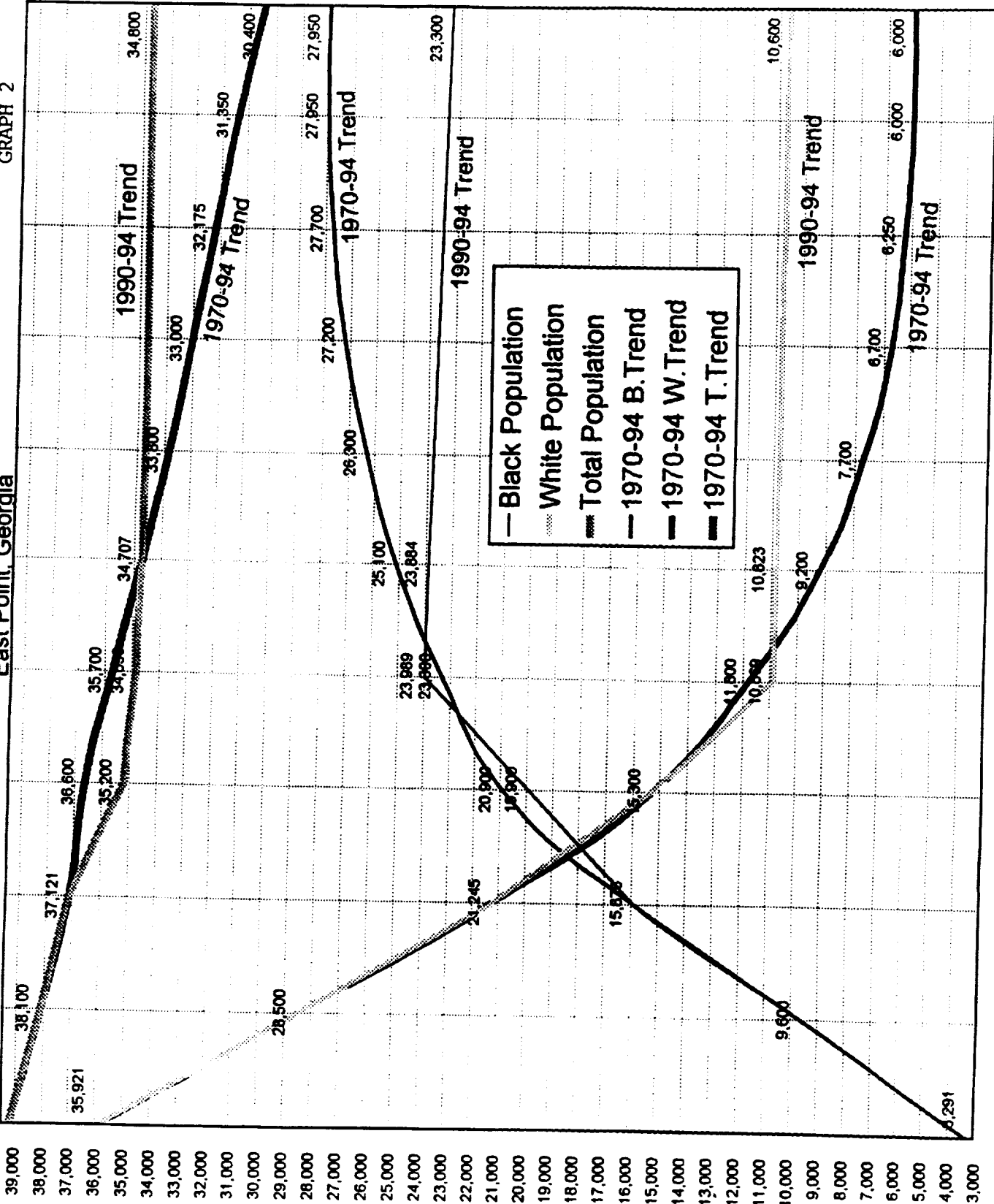
# Ratio of Black & White Population East Point, Georgia

GRAPH 1



GRAPH 2

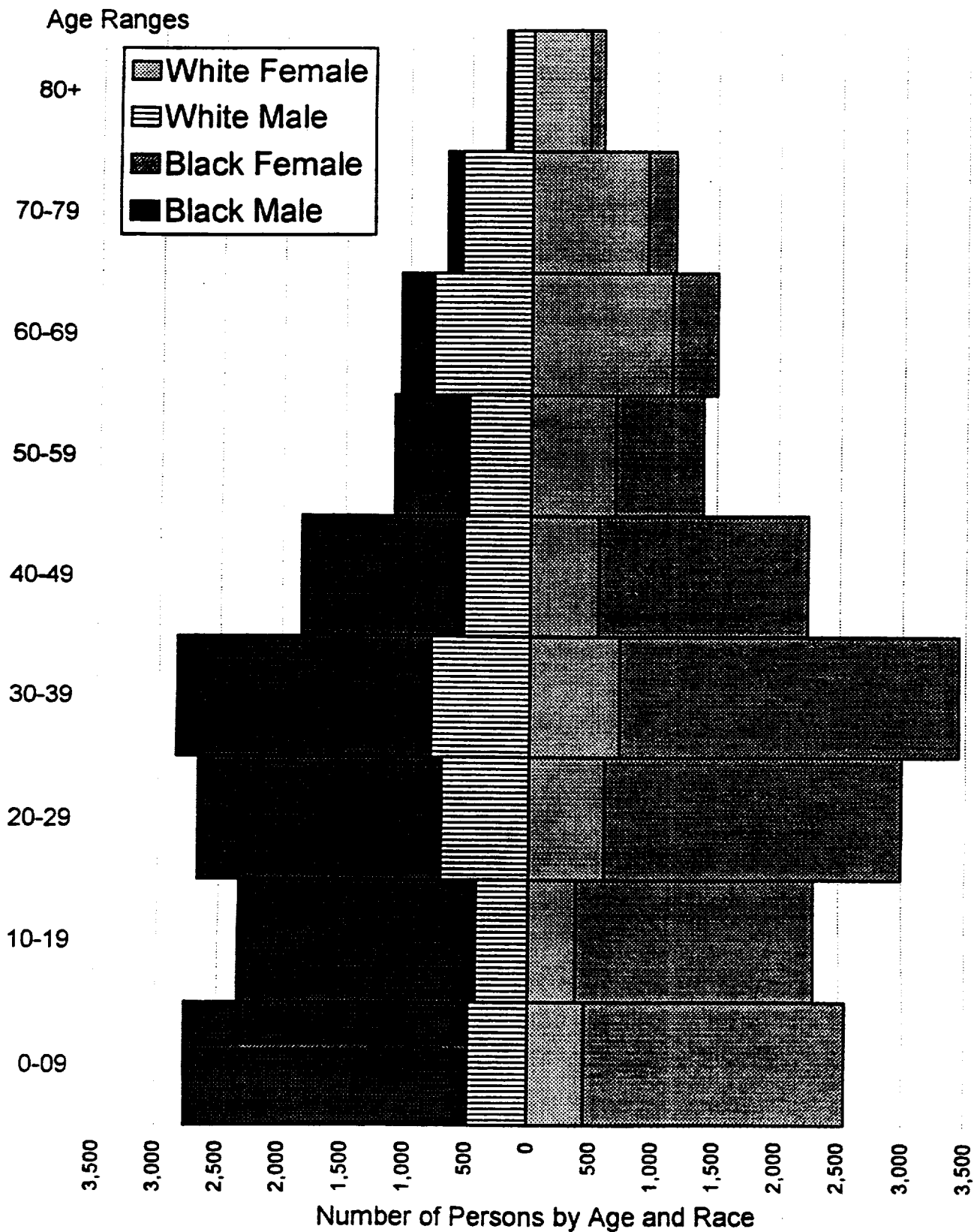
East Point, Georgia



— Black Population  
... White Population  
- - - Total Population  
— 1970-94 B. Trend  
- - - 1970-94 W. Trend  
- - - 1970-94 T. Trend

# Population: Male and Female by Race

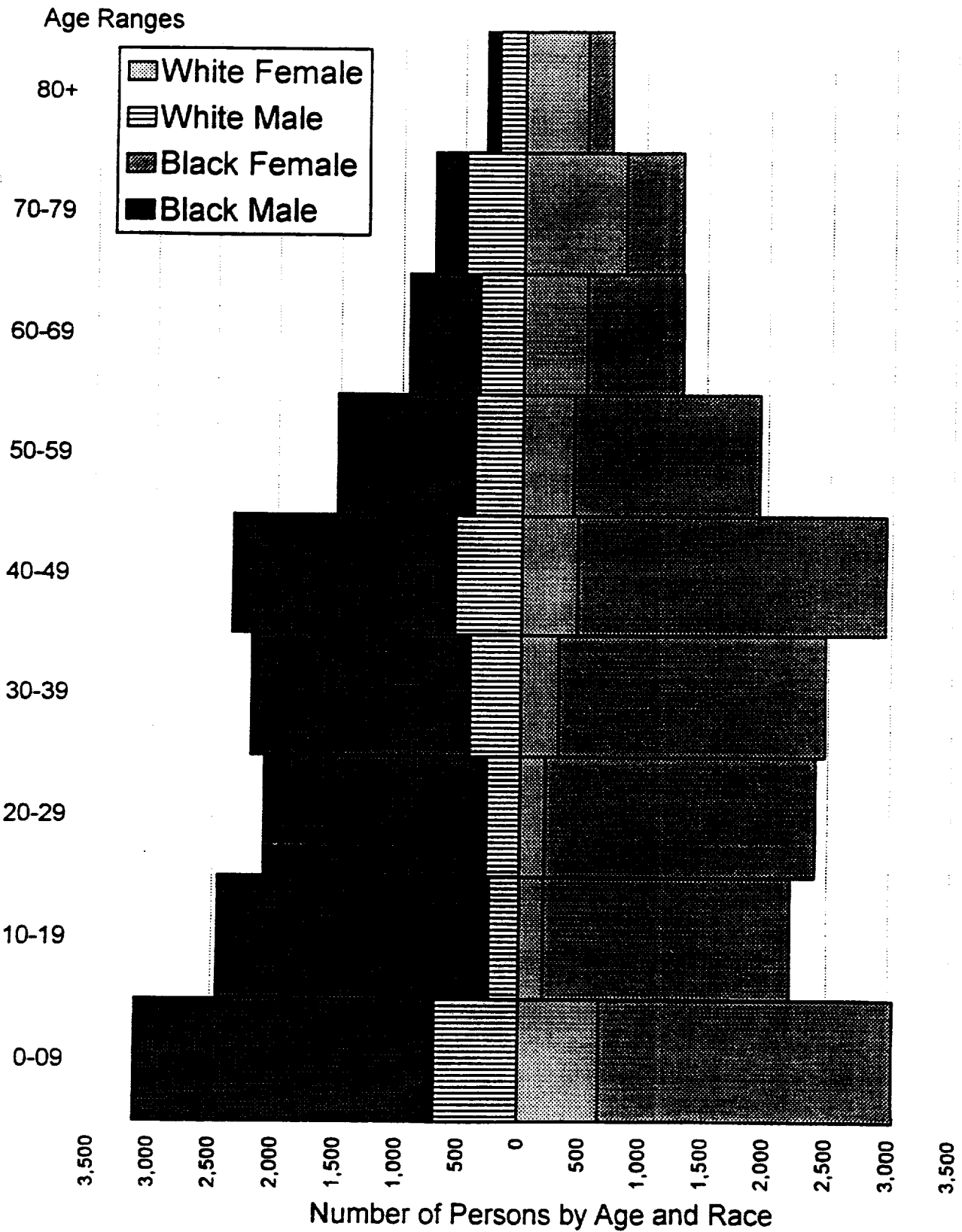
## East Point 1990



Source: U.S. Bureau of the Census

# Population: Male and Female by Race

## East Point 2000

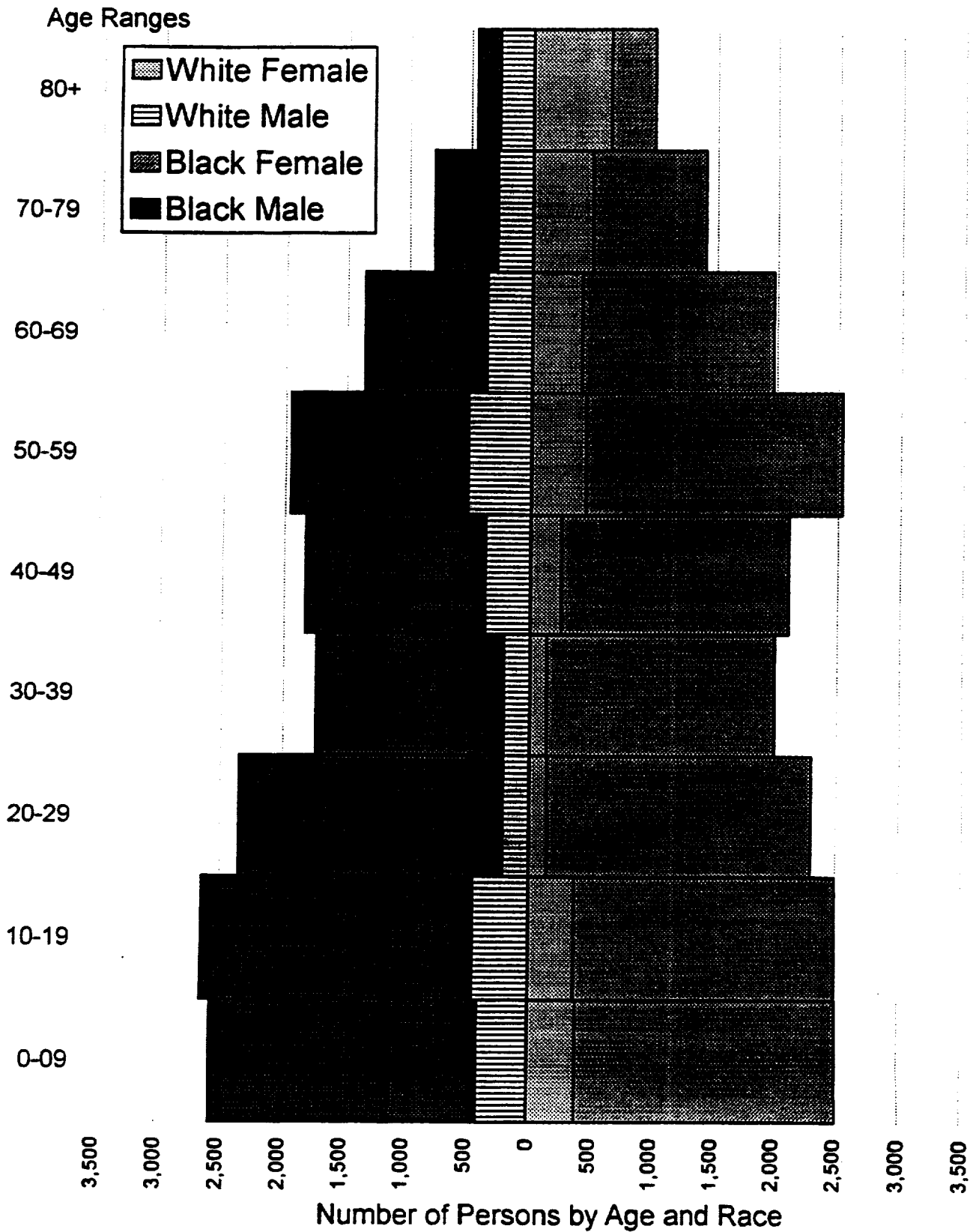


Source: Community Relations PLUS



# Population: Male and Female by Race

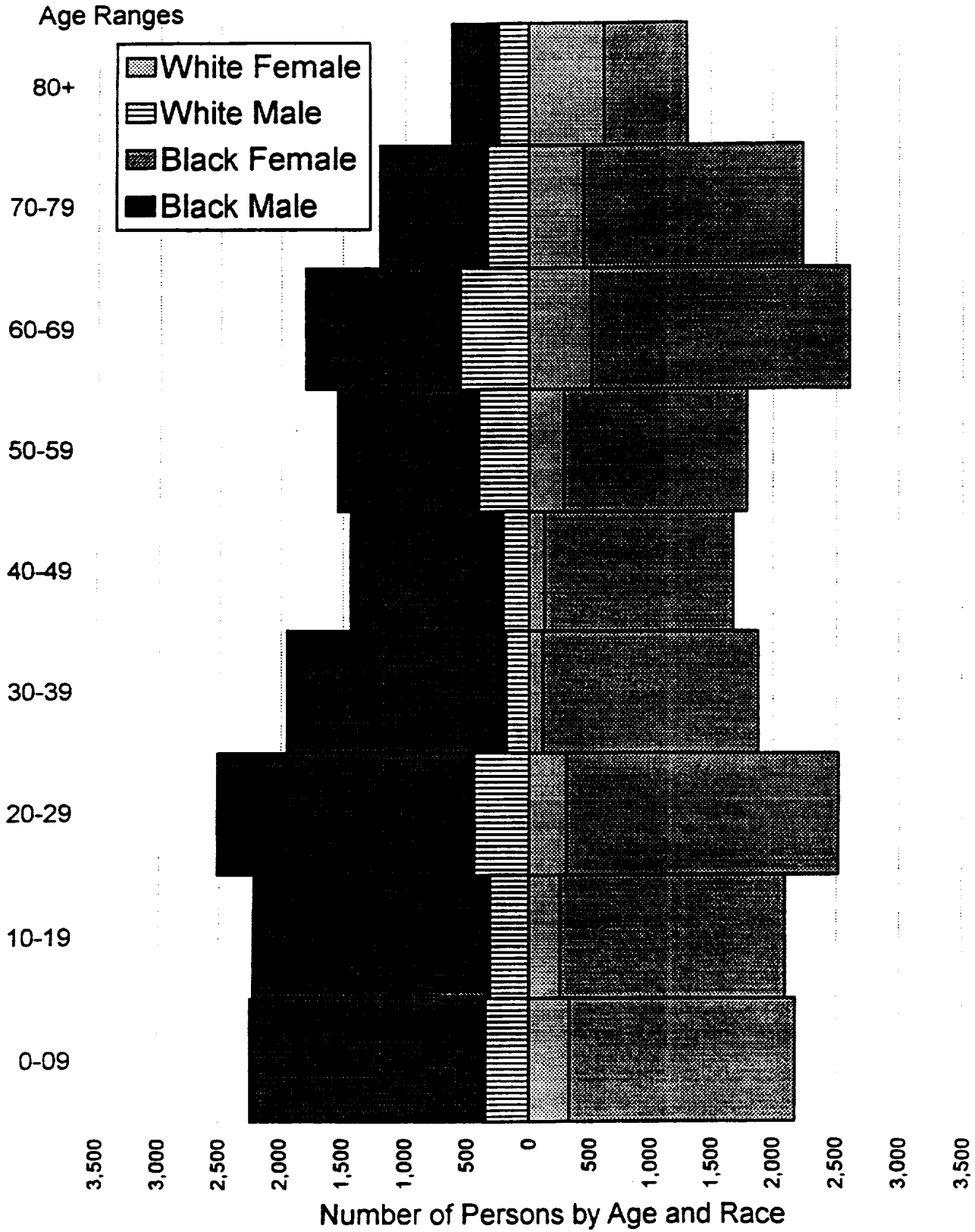
## East Point 2010



Source: Community Relations PLUS

# Population: Male and Female by Race

## East Point 2020



Source: Community Relations PLUS

## Element Two: ECONOMIC DEVELOPMENT

This planning element presents information about the economy of East Point. The information is organized into three sections. *Economic Base* encompasses *Employment, Earnings, Weekly Wages, Personal Income by Type, Major Economic Activities* and *Economic Opportunities Unique to East Point*. *Labor Force* information comprises the second section; topics include *Employment by Occupation, Employment Status, Unemployment Rates, and Commuting Patterns*. The remaining section, *East Point Economic Development Resources*, focuses on *Economic Development Agencies, Economic Development Programs* and *Education and Training Programs*. The element is intended to convey a sense of where the East Point economy is headed and actions the City of East Point may take to influence and shape economic trends.

### ***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 and Georgia. This profile is helpful in describing the activities that drive East Point, identifying areas for intervention by the City, such as business assistance programs, and in targeting marketing programs to attract new business ventures. Such information is also needed to determine the type of skills training programs East Point may choose to advocate for with the Fulton County School System or other educational programs. One limitation of the data is that most indicators, such as employment totals, address activities that may or may not be located in East Point. This is because census data is based on resident surveys. This region's work force is very mobile, and unlike more isolated areas, East Point residents may or may not work in East Point. A second limitation is that certain data are not collected at the municipal level. In those cases, comparisons are made using county data. Fortunately, in the case of East Point, sector employment patterns closely mirror those of the County.

### ***Employment***

The lion's share of employment in East Point is in the services sector. This reflects the concentration of hospital and medical facilities in the city and the nature of the regional economy. The number of employees in the services sector increased 14 percent over the period from 1980 to 1990. Retail trade came in a distant second, driven by the five shopping centers throughout the city, though it has held nearly constant since 1980.

Employment in the transportation, communication and public utilities sector placed third, followed closely by the manufacturing sector. Each of these sectors suffered a loss of nearly one job in four during the 1980's. Employment in public administration; wholesale trade; and finance, insurance and real estate hovered at the same levels during that period. Employment growth in the understandably smallest sectors, agriculture, forestry, fisheries, and mining, was also flat. Construction employment gained 15 percent between 1980 and 1990. Totals for employment in each sector of the East Point economy are presented in Table 2-1. Fulton County, at the center of a regional services and convention and tourism economy, also weighs in big in services, employing nearly one of every three workers. This sector, and federal, state and local government, that is, public administration, are the only sectors of the County economy to show any significant increase. Employment levels in 1980 grew from 500,108 to 594,352 in 1990, and these two sectors captured 90 percent of that growth. Wholesale trade activities, construction and manufacturing actually lost ground, while retail trade held its own. Finance, insurance and real estate also did well against competition from surrounding counties. These sectors, together with transportation, communications and public utilities, form the "second tier" sectors behind services and public administration. Table 2-2 provides employment totals for Fulton County.

Table 2-1  
**EMPLOYMENT BY INDUSTRY**  
 Employed Persons Age 16 Years and Over  
 East Point

Economic Sector	1980	1985	1990
Agriculture, Forestry & Fisheries			107
Mining	111	118	17
Construction	703	757	811
Manufacturing	2,332	2,026	1,720
Transportation, Communication & Public Utilities (TCU)	2,872	2,527	2,182
Wholesale Trade	816	804	791
Retail Trade	2,786	2,708	2,630
Finance, Insurance & Real Estate	1,240	1,239	1,237
Services	4,932	5,270	5,608
Public Administration	1,419	1,418	1,416
<b>Total Employment</b>	<b>17,211</b>	<b>16,867</b>	<b>16,519</b>

Source: U.S. Bureau of the Census, 1980, 1990.

Table 2-2  
**EMPLOYMENT BY INDUSTRY**  
 (Employed Persons Age 16 Years and Over)  
 Fulton County

Economic Sector	1980	1985	1990
Agriculture, Forestry & Fisheries	990	1,405	1,696
Mining	N.A.	270	217
Construction	19,000	22,649	18,189
Manufacturing	55,823	56,184	51,699
Transportation, Communication & Public Utilities	56,709	62,297	64,406
Wholesale Trade	61,594	64,510	51,781
Retail Trade	79,435	86,888	84,617
Finance, Insurance & Real Estate	46,149	51,277	56,119
Services	142,789	167,997	171,137
Federal, State & Local Government	37,108	42,804	94,320
Not Elsewhere Classified	511	80	171
<b>All Industries</b>	<b>500,108</b>	<b>556,361</b>	<b>594,352</b>

Source: Georgia Department of Labor

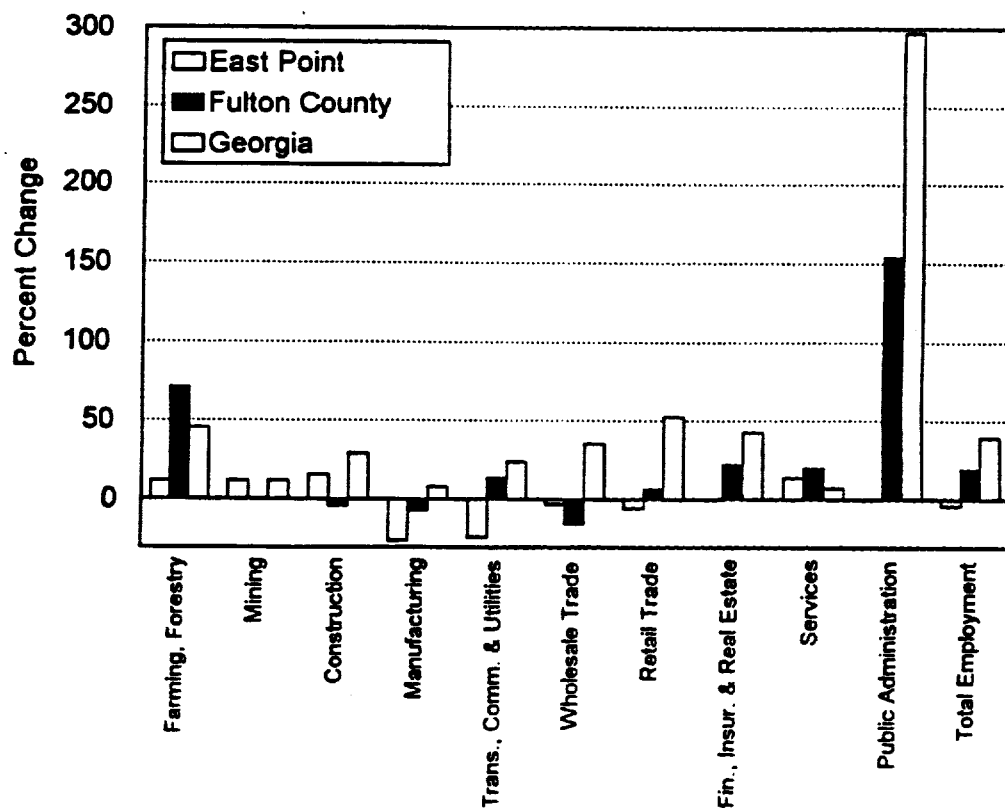
Table 2-3  
**EMPLOYMENT BY INDUSTRY**  
 (Employed Persons Age 16 Years and Over)  
 Georgia

Economic Sector	1980	1985	1990
Agriculture, Forestry & Fisheries	18,768	22,135	27,260
Mining	7,800	7,998	8,702
Construction	113,503	143,552	146,084
Manufacturing	519,106	552,968	559,458
Transportation, Communication & Public Utilities	152,963	170,042	188,519
Wholesale Trade	158,367	198,754	214,168
Retail Trade	346,809	450,110	527,660
Finance, Insurance & Real Estate	113,230	134,407	161,433
Services	550,079	648,138	588,042
Federal, State & Local Government	130,476	187,021	518,392
Not Elsewhere Classified	4,006	6,317	4,695
<b>All Industries</b>	<b>2,115,107</b>	<b>2,521,442</b>	<b>2,944,413</b>

Source: Georgia Department of Labor

Likely influenced by Atlanta's dominance of the state's economy, the services sector was the big winner in statewide employment levels, with 588,042 employees. However, this sector was followed closely by manufacturing at 559,458; retail trade with 527,660; and, again because of Atlanta's role as the Southeast's regional center, federal, state and local government, carried 518,392 employees. All figures are for the 1990 economy as presented in Table 2-3. The second tier economy of the state encompasses wholesale trade; transportation, communications and public utilities; finance, insurance and real estate; and construction, in rank order. Surprisingly, agriculture, forestry, and fisheries, and mining were the smallest employment sectors of the state economy as well. In terms of dynamic change in employment, none rivaled the federal, state and local government sector, increasing a whopping 177 percent from 1985 to 1990. Both retail and wholesale trade increased substantially, registering 10-year gains of 52 and 35 percent, respectively. The leading employer, services, actually declined 9.3 percent between 1985 and 1990, but remained above 1980 levels. A comparison of growth by economic sector for East Point, Fulton County and Georgia for 1990 is presented below:

**Employment Growth by Industry**  
1980 - 1990



Source: U.S. Census, 1980 & 1990

*Comparisons.* The principal difference between the East Point economy and the state's is the lack of diversity of the former. While Georgia's employment is broadly based, East Point's is concentrated in services. More than one employed person in three works in this sector. Many sectors of the East Point economy, notably manufacturing and wholesale and retail trade, are shrinking rather than expanding as we see across the state. One trend that may be positive in light of at least discussion of budget cuts in the public sector is the distinct lack of expansion of the public administration sector in the East Point economy relative to huge growth experienced by the state. Without question though, the loss of jobs by East Point residents between 1980 and 1985, and again through 1990, is cause for concern in a state that posted a gain of nearly one million jobs, or 39 percent, over the period.

A comparison of the three economies in 1990, East Point, Fulton County and Georgia, in terms of the structure of the economies, provides further evidence of the lack of diversification of the East Point economy. For East Point, the dominant sector, services, accounts for 34 percent of employment. Retail trade, representing 16 percent of employment; transportation, communications and public utilities; and manufacturing combined, account for 40 percent. Fulton County's services sector employs 29 percent of the total number of employees in the County while the public administration sector garners 16 percent. Retail trade contains 16 percent of the employment base; and transportation, communications and public utilities; and manufacturing represent 20 percent. This pattern is not significantly different from East Point's. At the state level, services account for only 20 percent of total employment. This sector is followed closely by manufacturing with 20.0 percent; retail trade, at 17.9 percent; and public administration, 17.6 percent. Again, dominance of the services sector in East Point, and lack of diversification, particularly relative to the Georgia economy, is highlighted. All percentages are derived from data presented in Tables 2-1, 2-2 and 2-3.

### ***Earnings***

Another side of the local economy is revealed in wages or earnings by economic sector, presented in Tables 2-4 and 2-5. Since these figures are not available at the city level, a comparison of Fulton County and Georgia was performed. Fortunately, we have seen that the structure of the East Point economy is similar to the County. The majority of workers in Fulton County were employed in the services sector in 1990, and it is not surprising that most of the earnings, 26.7 percent, were generated there. This sector consistently increased its share of the Fulton economy between 1980 and 1990. Public administration was a distant second at 16.0, doubling from 1980 to 1985. Transportation, communication and public utilities sector; wholesale trade; and finance, insurance and real estate each supported roughly 12 percent of the employment base in the County. Manufacturing followed with 9.7 percent, then retail trade at 7.7 percent.

It is worth noting that those sectors with the largest number of employees, statistics discussed above in *Employment*, are not necessarily the sectors producing the highest earnings. For example, in Fulton County, retail trade in 1990 provided employment to 16 percent of all workers, yet produced only 7.7 percent of total earnings. Conversely, the finance, insurance and real estate sector's 9.4 percent of the workforce yielded 12.1 percent of earnings. This is true, although to a lesser extent for manufacturing which employed 8.7 percent of the workforce and was responsible for 9.7 percent of total earnings.

Services employed more people in East Point than any other sector, and as demonstrated in Tables 2-2 and 2-4, the 28.8 percent of the County workforce in services produced earnings of 26.7 percent. When this ratio is above one, meaning that every employee in a certain sector contributed his proportional share to the economy, that sector could be said to be holding its own. The services sector may be traditionally associated with low-paying, low-skilled jobs such as those typical of the hotel and motel industry. However, it also includes advertising, computer services, legal services, health services (including doctors and hospitals), repair services, engineering services and educational services.

High employment in the services sector is not as important as the distribution of earnings within this sector in any given economy since extremes in earnings within the sector could mean that the majority of incomes are actually low, pulled up by a small number of employees with very high earnings. This may be an important area of investigation for East Point to pursue. Average per capita income, in this regard, will be of little assistance. However, median income, to the extent that it will depict what "most" people are earning, is more instructive.

An important finding of the comparison of earnings is the concentration within a few sectors of the Fulton County, and presumably the East Point, economy. In the Fulton economy, the services sector accounted for 26.7 percent of earnings. The majority of 1990 earnings, 54.8 percent, were generated in only three sectors. The state, which has been shown to support a more diverse employment base, displays less concentration, 20.0 percent of earnings in one sector, manufacturing. However, as shown in Table 2-5, the earnings of the top three sectors of the state economy accounted for 57.4 percent of 1990 earnings. Georgia is strongest in basic industry: 19 percent of total employment and 20.0 percent of earnings. Manufacturing produced only 9.7 percent of 1990 earnings in the County and East Point.



Table 2-4  
**PERCENT OF TOTAL EARNINGS BY SECTOR**  
 Fulton County

Economic Sector	1980	1985	1990
Agriculture, Farming & Fishing	0.1	0.2	0.2
Mining	N.A.	0.1	N.A.
Construction	4.1	4.0	3.0
Manufacturing	12.2	11.2	9.7
Transportation, Communication & Public Utilities	16.6	15.2	13.2
Wholesale Trade	15.8	14.9	11.4
Retail Trade	10.3	9.7	7.7
Finance, Insurance & Real Estate	9.8	11.4	12.1
Services	22.7	25.2	26.7
Federal, State & Local Government	8.4	8.1	16.0
All Industries	100.0	100.0	100.0

Source: Georgia Department of Labor 1980, 1985, and 1990

Table 2-5  
**PERCENT OF TOTAL EARNINGS BY SECTOR**  
 Georgia

Economic Sector	1980	1985	1990
Agriculture, Farming & Fishing	0.6	0.6	0.6
Mining	0.5	0.4	0.4
Construction	5.7	6.0	5.1
Manufacturing	25.8	23.3	20.0
Transportation, Communication & Public Utilities	10.8	10.1	9.1
Wholesale Trade	10.2	10.8	10.3
Retail Trade	10.8	10.8	10.0
Finance, Insurance & Real Estate	5.9	6.5	7.0
Services	22.4	23.2	19.5
Federal, State & Local Government	7.1	8.1	17.9
Not Elsewhere Classified	0.2	0.2	0.1
All Industries	100.0	100.0	100.0

Source: Georgia Department of Labor 1980, 1985, and 1990

Projections for employment and earnings by economic sector for Fulton County and Georgia are presented in Tables 2-6 and 2-7, respectively. In Fulton County, only the Services sector is projected to change significantly, increasing from a share of 24.1 percent in 1980 to 32.7 percent in 2015. This is consistent with shifts in the region as Atlanta continues to move toward a tertiary economy. Construction, Manufacturing, Wholesale and Retail Trade and Government are expected to dip slightly, offsetting that gain. Finance, Real Estate and Insurance (FIRE) and Transportation, Communication and Utilities (TCU) will increase marginally, reflecting the functions of this urban county.

**Table 2-6**  
**PERCENT OF TOTAL EMPLOYMENT BY SECTOR**  
**Fulton County**

Economic Sector	1980	1985	1990	1995	2000	2005	2010	2015
Agriculture, farming & fishing	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Mining	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Construction	3.8	4.2	3.3	3.0	3.0	2.9	2.8	2.8
Manufacturing	9.5	8.7	7.3	7.2	7.1	7.0	7.0	7.0
TCU	9.0	8.9	10.2	9.6	9.8	10.0	10.1	10.2
Wholesale Trade	11.5	11.0	8.6	9.2	9.2	9.1	9.1	9.1
Retail Trade	14.7	14.5	13.5	12.8	12.6	12.6	12.5	12.6
FIRE	10.5	10.4	11.0	11.4	11.3	11.3	11.2	11.1
Services	24.1	27.9	30.9	31.6	32.0	32.3	32.6	32.7
Federal, state & local gov't	15.9	13.3	14.1	14.2	13.9	13.8	13.6	13.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

**Georgia**

Economic Sector	1980	1985	1990	1995	2000	2005	2010	2015
Agriculture, farming & fishing	4.0	3.2	2.6	2.5	2.1	2.0	2.0	1.9
Mining	.2	.2	.2	.2	.2	.2	.2	.2
Construction	5.0	6.0	5.7	5.2	5.3	5.2	5.1	5.1
Manufacturing	19.3	17.3	14.4	14.8	14.5	14.1	13.8	13.5
TCU	5.5	5.5	5.8	5.9	6.1	6.2	6.3	6.3
Wholesale Trade	6.3	6.6	6.2	6.3	6.4	6.5	6.6	6.6
Retail Trade	14.8	16.1	16.5	16.5	16.8	17.2	17.6	17.9
FIRE	7.2	7.0	7.4	7.5	7.6	7.7	7.7	7.7
Services	18.0	20.6	23.2	24.6	25.0	25.4	25.8	26.1
Federal, state & local gov't	18.8	16.8	16.6	16.0	15.3	14.8	14.4	14.0
All Industries	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

Georgia also exhibits strength in the Services sector, gaining eight percentage points between 1980 and 2015. Agriculture, as a percentage of total employment, is cut in half. Employment in federal, state and local government is expected to decrease at a rate twice that of the County. Retail Trade gains over three percent of employment, perhaps reflecting increased incomes throughout Georgia. A remarkable decrease in Manufacturing employment is projected, consistent with a move away from an industrial economy.

Earnings ratios roughly track employment as expected, however, Services sector earnings show a significant change that may be important to East Point and the Atlanta workforce. Earnings in this sector 1980, as a percentage of total earnings, were substantially below employment ratios. By 2015, earnings ratios will overtake employment, suggesting that earnings and wage rates in this sector will increase. Since the Services sector encompasses many professional and business activities, including the computer, medical and educational fields, such a change could indicate more opportunities in these segments of the Services sector. Projections for Georgia show this same trend, but not nearly as dramatic.

Earnings in Retail Trade however, show a reversal of this trend, indicating that wages in that sector may in fact decrease. Despite an increase in Retail Trade employment in Georgia, the percentage of total earnings attributable to this sector decreases as well. These two sectors accounted for 49.9 percent of employment for East Point residents in 1990. Earnings in the TCU sector, third largest employer of East Point residents in 1990, actually decrease their share of total earnings by 2015, despite increases in the share of total employment. This sector plays a somewhat smaller role in state employment and little change in either employment or earnings ratios is projected. Earnings figures presented below in Table 2-7 for the remaining economic sectors of the Fulton and Georgia economies, including Wholesale Trade and Manufacturing, approximate the changes in employment figures presented previously in Table 2-6.

Table 2-7  
**PERCENT OF TOTAL EARNINGS BY SECTOR**  
 Fulton County

Economic Sector	1980	1985	1990	1995	2000	2005	2010	2015
Agriculture, farming & fishing	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Mining	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Construction	4.3	4.4	3.4	2.9	2.8	2.6	2.5	2.4
Manufacturing	11.6	10.3	8.6	8.7	8.8	8.9	9.0	9.1
TCU	14.3	13.1	13.1	12.5	12.5	12.6	12.6	12.5
Wholesale Trade	15.0	14.2	11.4	12.1	11.8	11.6	11.4	11.2
Retail Trade	9.7	9.3	7.5	6.9	6.6	6.3	6.1	6.0
FIRE	9.4	10.5	11.7	12.0	12.1	12.1	12.1	12.1
Services	20.0	24.2	29.7	30.8	31.9	32.9	33.8	34.6
Federal, state & local gov't	14.8	13.1	13.8	13.4	12.7	12.2	11.8	11.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

**Georgia**

Economic Sector	1980	1985	1990	1995	2000	2005	2010	2015
Agriculture, farming & fishing	0.4	1.6	1.7	1.7	1.6	1.4	1.3	1.2
Mining	0.5	0.3	0.2	0.3	0.3	0.3	0.3	0.3
Construction	5.8	6.5	5.6	5.0	4.9	4.8	4.6	4.4
Manufacturing	23.2	20.7	18.0	17.6	17.6	17.6	17.5	17.5
TCU	9.5	9.1	8.8	9.1	9.3	9.4	9.5	9.5
Wholesale Trade	9.1	9.4	9.1	9.1	9.1	9.2	9.2	9.2
Retail Trade	10.6	10.9	9.9	9.7	9.6	9.6	9.6	9.6
FIRE	5.6	5.8	6.4	6.6	6.7	6.8	6.8	6.8
Services	16.2	18.3	22.7	24.4	25.3	26.2	27.0	27.8
Federal, state & local gov't	18.4	16.8	16.9	16.0	14.9	14.2	13.6	12.9
All Industries	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

Tables 2-8, 2-9, 2-10 and 2-11 provide information about East Point's economy, comparing trends in the two largest employment sectors for East Point workers, Services and Retail Trade to Fulton County and Georgia. Services employment in East Point grew 32.7 percent between 1982 and 1992; growth in Fulton County from 1980 to 1990 was 28.2 percent. Growth in receipts and payroll for East Point, however, did not keep pace with the County or State. East Point lost retailers from 1987 and 1992 while Fulton County and Georgia gained. Payrolls in the Retail Sector were down 14.1 percent in East Point compared to 10.8 percent for Fulton and 21.2 percent for Georgia. The number of retail employees in East Point declined 28.2 percent between 1982 to 1992. In Fulton County, Table 2-2, that number increased 6.5 percent, as did the State, by some 52 percent.

Table 2-8  
**SERVICE ESTABLISHMENTS**  
 East Point: 1982, 1987, and 1992

	1982	Change	1987	Change	1992
Establishments	259	10.0%	285	(13.0%)	248
Receipts (1,000's)	106,246	72.2%	182,927	23.5%	225,906
Payroll (1,000's)	38,130	55.3%	59,226	33.4%	78,999
Employees	2,929	14.3%	3,348	16.1%	3,888

Source: U.S. Bureau of the Census, Census of Service Industries 1982, 1987 and 1992.

Table 2-9  
**PERCENTAGE CHANGE IN SERVICE SECTOR**  
 East Point, Fulton County and Georgia: 1987 to 1992

Performance Measures	East Point	Fulton County	Georgia
Number of Establishments	(13.0%)	21.9%	19.6%
Number of Employees	16.1%	19.2%	20.9%
Receipts (Dollars)	23.5%	78.5%	65.2%
Payroll (Dollars)	33.4%	78.6%	65.1%

Source: U.S. Bureau of the Census, Census of Service Industries 1987 and 1992.

Table 2-10  
**RETAIL BUSINESSES**  
 East Point: 1982, 1987, and 1992

	1982	Change	1987	Change	1992
No. of Businesses	172	(16.9%)	143	(5.6%)	135
Receipts (1,000's)	123,316	1.4%	125,002	(1.7%)	122,895
Sales (1,000's)	17,899	10.6%	19,799	(14.1%)	17,012
Employees	2,244	(23.9%)	1,708	(5.6%)	1,612

Source: U.S. Bureau of the Census, Census of Service Industries 1982, 1987 and 1992.

Table 2-11  
**PERCENTAGE CHANGE IN RETAIL TRADE SECTOR**  
 East Point, Fulton County and Georgia: 1987 to 1992

Performance Measures	East Point	Fulton County	Georgia
Number of Businesses	-5.6%	5.6%	2.9%
Numbers of Employees	-5.6%	-5.5%	4.6%
Sales (Dollars)	-1.7%	18.6%	24.9%
Payroll (Dollars)	-14.1%	10.8%	21.2%

Source: U.S. Bureau of the Census, Census of Retail Trade 1987 and 1992.

## **Weekly Wages**

Average weekly wage data is not compiled by municipality. As a result, a comparison of Fulton County and Georgia, Table 2-12, was performed. This is a reasonable approximation as Fulton County does represent a significant workplace location for East Point residents, the distribution of the workforce by economic sector is similar, and an emphasis is given to the three sectors which employ the largest number of East Point residents.

Average weekly wages for all sectors of the Fulton County economy rose 39.3 percent between 1980 and 1985, and 27.2 percent between 1985 and 1990. This compares favorably with state gains which were 38.7 percent and 23.5 percent, for those same periods. Finance, insurance and real estate posted the largest gains recorded for any sector for either period, 61.2 percent between 1980 and 1985. The services sector, the largest employment sector in East Point and Fulton County, showed the second highest growth in wages of all sectors between 1980 and 1985, 44.9 percent. Growth between 1985 and 1990, 41.3 percent, was the highest of that period. Significantly, this means that the sector in East Point and Fulton County which affects the largest number of employees grew the fastest.

Wages in the public administration sector, second largest employment group in Fulton County, grew by 30.3 percent between 1980 and 1985, and 24.2 percent between 1985 and 1990. Wages in the retail sector of the County, the second largest employment group in East Point, grew by 33.2 percent and 11.7 percent, respectively during these periods. Retail wage growth was among the lowest of all sectors from 1985 to 1990. Transportation, communications and utilities (TCU) grew 30.0 percent from 1980 to 1985, and 13.4 percent from 1985 to 1990.

This means that of the three sectors of the economy employing the largest number of residents of East Point, wage rates for two, TCU and retail trade, grew slower than other sectors of the local economy. Importantly though, the services sector, employer of more East Point residents than any other sector, and fully one in three residents, grew at a rate well above the growth rate for wages in Fulton County.

At the state level, the highest rate of growth in wages between 1980 and 1990 was also in finance, real estate and insurance, 54.4 percent. The only sector in which the state showed a significant margin over Fulton County was in TCU wage growth between 1980 and 1985. Growth in wage rates in all other sectors of the Fulton County economy of significance to East Point were within percentage points of the state. Construction was the only sector for the state that significantly outperformed the County from 1980 to 1985. This represents a small portion, 4.9 percent, of East Point workers.

Fulton County gains in services sector wage rates, 41.3 percent, for the period 1985 to 1990 were stronger than the state's, 33.5 percent. Wage gains in the second and third largest employment sectors for the East Point workforce lagged behind the state. The significance of this is that wage increases that affect nearly 30 percent of this workforce were smaller than those in the state.

In terms of the relative wage rates, Fulton County's are above those for Georgia in all economic sectors except mining. This is as expected since the County is one of the most affluent in the state, and rural areas generally do not command the wages of urban areas. Wage rates across the state in the services sector in 1990 were 84.7 percent of those in the County. Retail wages showed even a larger gap with state wages only 82.2 percent of wage rates in Fulton County. The TCU sector showed the lowest disparity as state wage rates were 93.6 percent of County wage rates in 1990. The gap in weekly wages for all sectors of the economy was some \$103, with Fulton County workers earning \$528 per week and Georgia workers, \$425. The overall figure for state wages as a percentage of Fulton County wages was 80.5 percent.

Table 2-12  
**AVERAGE WEEKLY WAGES**  
 Fulton County and Georgia

Economic Sector	Fulton	Georgia	Fulton	Georgia	Fulton	Georgia
	1980		1985		1990	
	\$298	\$248	\$415	\$344	\$528	\$425
Agriculture, Forestry & Fishing	174	179	245	225	342	276
Mining	N.A.	323	386	462	405	589
Construction	317	264	411	361	513	434
Manufacturing	325	261	460	366	589	449
TCU	437	372	568	517	644	603
Wholesale Trade	381	337	531	473	691	603
Retail Trade	193	164	257	208	287	236
Finance, Insurance & Real Estate	317	274	511	423	679	543
Services	237	214	346	310	489	414
Federal Government					625	543
State Government	337 <sup>1</sup>	287 <sup>1</sup>	439 <sup>1</sup>	374 <sup>1</sup>	530	450
Local Government					481	386
Not Elsewhere Classified	243	202	304	274	357	341

Source: Georgia Department of Labor

<sup>1</sup>Combined Federal, State, and Local Government  
 N.A. = Not Available

### ***Personal Income by Type***

A comparison of personal income by type for Fulton County and the state indicates that wages and salaries in the County account for approximately ten percent more of total personal income than the state. Transfer payments, comprised largely of social security and retirement income, account for a higher percentage of total personal income in areas of the state outside Fulton County. Dividends, investment, and rent and interest income make up a portion of the higher share of incomes in the state not attributed to wages and salaries. Both Fulton County and the state show a decrease in the share of total personal income contributed by wages and salaries throughout the planning period.

Interestingly, projections by the Georgia Department of Community Affairs do not indicate an increase in the percentage share of "proprietor's income" which would be consistent with the trend toward home occupations and self-employment. On the contrary, the movement is downward, for both Fulton County and Georgia.



The increase in transfer payments for both areas could reflect the higher retirement population associated with WWII "baby boomers" who will be age 52 to 69 by 2015. Higher earnings projected for dividends, investment, rent and interest income bodes well for income groups traditionally the recipients of such income. However, its impact on groups more dependent on wages and salaries is uncertain. Tables 2-13 and 2-14 compare the various sources of personal income through the year 2015.

These tables also provide information about "Residence Adjustment" factors used to measure the impact of a commuting workforce on the local economy. A positive residence adjustment value indicates a net flow of income into Fulton County due to County residents commuting to employment locations outside Fulton County. A negative residence adjustment value indicates a net flow of income out of the County due to residents from surrounding counties commuting to job sites in Fulton County, and taking cash incomes back to their county of residence.

Projections through the year 2015 indicate that Fulton County's negative residence adjustment value will continue to hover around minus 40. This suggests an income drain, but also indicates that Fulton County will continue as a strong workplace destination. The state maintains a positive residence adjustment value, increasing toward the end of the planning period. The magnitude of this value does not suggest a strong flow of personal incomes into Georgia from other states.

**Table 2-13**  
**PERCENT OF PERSONAL INCOME BY TYPE**  
**Fulton County**

Income Type	1980	1985	1990	1995	2000	2005	2010	2015
Total Income	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Wages & Salary	71.7	71.1	68.9	68.2	67.4	66.5	65.3	64.1
Other Labor	7.0	6.5	6.6	7.1	6.9	6.7	6.4	6.2
Proprietor's Income	4.9	4.9	4.9	5.1	4.9	4.7	4.6	4.5
Dividends <sup>1</sup>	9.0	11.1	13.3	12.2	13.2	14.2	15.2	16.4
Transfer Payments	7.2	6.2	6.0	7.1	7.4	7.7	8.1	8.6
Residence Adjustm't	-40.2	-37.6	-37.8	-38.8	-39.3	-39.6	-39.5	-39.2

<sup>1</sup> Includes dividends, investment, rental & interest income.

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

Table 2-14  
**PERCENT OF PERSONAL INCOME BY TYPE**  
 Georgia

Income Type	1980	1985	1990	1995	2000	2005	2010	2015
Total Income	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Wages & Salary	62.5	61.2	60.1	58.7	58.0	56.9	55.6	54.1
Other Labor	5.9	5.6	6.0	6.3	6.1	5.9	5.7	5.5
Proprietor's Income	6.1	6.6	6.6	6.9	6.6	6.4	6.2	5.9
Dividends <sup>1</sup>	11.8	14.0	14.5	13.3	14.3	15.3	16.4	17.6
Transfer Payments	13.4	12.4	12.5	14.5	14.8	15.3	15.9	16.7
Residence Adjustm't	0.2	0.0	0.1	1.1	1.5	1.7	1.9	1.9

<sup>1</sup> Includes dividends, investment, rental & interest income.

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

### ***Major Economic Activities***

The two sectors of East Point's economy that dominated local employment in 1990, at 50 percent of the total, are services and retail. As mentioned, this likely reflects the growing medical district along Cleveland Avenue and the city's five shopping centers. The latter are activities the City would like to expand as the loss of retail revenues to suburban locations has been a significant drain on most of the south metropolitan area.

The medical district, anchored by South Fulton Medical Center, continues to develop along a main corridor of the city and may represent the new "industry" for East Point. The graying of the population, particularly in East Point and surrounding communities, lends considerable credence to the City's interest in attracting additional medical services. Suburban environments foster a dependence on the private automobile inconsistent with the needs of older residents. East Point is compact, and well-served by public and private transportation. Adding medical facilities and services, together with retail services, may create an environment attractive to this growing segment of the population.

East Point's industrial strength has declined, however, significant industrial employment is still found here, particularly in the Old Fourth Ward, and along a spine parallel to Roosevelt Highway. This activity will continue to be a significant land use as some businesses remain vital. Redevelopment costs associated with vacant industrial tracts, particularly those requiring demolition, may preclude redevelopment in the near term. The history of individual sites, which

includes suspected hazardous wastes, complicates this process. Ultimately, the City may have to influence development in this sector through changes in land use and zoning controls that will facilitate redevelopment either in industrial activities more compatible with commercial and residential uses or entirely new activities. The City's "BuggyWorks" complex is an example of industrial reuse that stands ready to meet the facility needs of a variety of commercial tenants.

Proximity to Hartsfield may explain the significant number of residents employed in transportation, communications and public utilities. East Point shares the gateway to the airport with Atlanta, College Park and Hapeville. Now that developers are confident Hartsfield's northern boundaries are established, redevelopment of this area may gather momentum. As expected, the hospitality industry has witnessed several construction starts benefiting each municipality. Opportunities such as U.S. Customs Service, Federal Aviation Administration offices, and air freight are a few activities that could be established in that portion of East Point. Construction of the proposed "Commuter" runway will displace businesses that desire airport access. This too may create development activity in East Point.

Despite the decline of basic industry in East Point, including the recent closing of the Big Star warehouses, industrial firms are still numerous and those remaining in the Industrial Corridor do not show any evidence of shutting down. Four, including Owens-Illinois, employ over 100 workers. Industrial firms will continue to influence land use in East Point, though new ventures are likely to be light industrial in nature, both in the older developed areas and in portions of newly annexed areas. Table 2-15 provides employment information for many of East Point's industrial employers as well as an indication of the diversity of firms.

Table 2-15  
**MANUFACTURING EMPLOYERS**  
 East Point: 1995

Company	Product/Services	Employees
ATW/Advertising that Works	Commercial Signs & Banners	17
ADVO Sign Co., Inc.	Custom Signs & Banners	3
American Printing Finishers	Dies, Die Cutting, Display Mounting	20
Atlanta Grinding & Machine Co.	Printing Gears & Cylinders, Mach. Shop	16
Atlanta Machine Works	Steel Fabrication and General Mach. Shop	3
Atlanta Utility Works	Fertilizer Machinery & Steel Tanks	6
Attwood Corporation	Boat Covers	48
Bishop Steel Co., Inc.	Steel Fabrication & Erection	17
Bob's Safety Lights, Inc.	Hwy & Const. Signs, Safety Barricades	13
Capital Awning & Tarpaulin Co.	Tarpaulins, Trailer Covers, & Awnings	22
Complete Plant Maintenance, Inc.	Machine Repair & Metal Fabricating	18
Crowe Sign Co.	Custom Signs	1
DEMICO, Inc.	Electronic Instruments & Contractors.	16
East Point Cabinet	Kitchen Cabinets	
East Point Foundry, Inc.	Brass, Bronze, & Aluminum Castings	10
Empire Products, Inc.	Concrete Burial Vaults	2
J.B. English Co., Inc.	Photo, Wood Wall & Easel Frames	21
General Chemical Corp.	Liquid/Dry Aluminum Sulfate	21
Gillon Machine Co.	Welding & Machine Shop, Small Parts	5
H & R Products	Hair & Skin Care Products	2
Hollums Press, Inc.	Commercial Printing	5
International Paper Co	Paper Milk Containers	111
MS X Press, Inc.	Commercial Printing	2
Merchandising Service, Inc.	Silk-screen Signs	25
W.C. Meredith Co., Inc.	Penta Treated Utility Poles	24
Mutt & Jeff Enterprises, Inc.	Peanuts & Pork Skin Snacks	15
PPG Industries, Inc.	Paints, Primers, Resins, & Solvents	102
Packaging Corporation of America	Corrugated Containers	132
Paperfold Binderies/Graphic Finishers	Binding, Folding, & Cutting	43
B.H. Payne & Co., Inc.	Saw Tooth related products	14
Plaster Concepts, Inc.	Plaster Moldings	15
Textile Network, Inc.	Aprons, Laundry Bags, & Specialty Sewing	10
Transchem Industries, Inc.	Chemical Blender & Wash Equip.	3
Wenco Industries	Mattresses & Box Springs	21
Zeneca Specialty Inks	Printing Inks	29

Source: Georgia Manufacturing Directory, 1994-95

### ***Economic Opportunities Unique to East Point***

MARTA rail would certainly appear as a unique economic opportunity for East Point, particularly the downtown. However, new development ordinarily focused by rail stations has escaped the Southside, beginning with Atlanta's Garnett Station in that city's south Central Business District (CBD). As Roberts & Eichler point out in their 1979 redevelopment study of the East Point CBD, ". . . *although a rapid transit system can be a definite economic asset, . . . it tends to redistribute and concentrate demand more than to create it where it would not otherwise exist.*" Market forces necessary to capitalize on this resource are obviously not yet in place.

Optimistically, the international attention being focused on Atlanta, and the strength of the Southeastern and U.S. economy, should interest a development community that sees well-served sites near Hartsfield, and drive development in this area. Increasing congestion to the north and in migration of residents accustomed to urban lifestyles may also propel redevelopment. Should this prove to be the case, both residential and commercial developments could revitalize a large area surrounding the East Point MARTA station that is vastly underutilized. This will require aggressive action by government and business officials because, as we have witnessed, development will leapfrog to Henry, Fayette and Coweta counties.

East Point is in the unique position of being a vendor of water and electricity. For reasons of price and also considerations of supply assurances, East Point enjoys a significant market for its excess water supply capacity. This capacity is independent of the Chattahoochee River as a source of raw water. Given the recent controversy associated with City of Atlanta water production, future opportunities for East Point to become a major player in this arena appear bright.

As a Municipal Electric Authority of Georgia (MEAG) city, particularly in light of recent regulatory changes in the utility industry, East Point is able to market its excess electrical capacity throughout the state. This market opportunity represents a significant revenue base, one that can fund public improvements aimed at attracting private development to the city. Such marketing is important to East Point since it currently pays for any excess electrical capacity that is not marketed locally due to depressed demand.

Hartsfield has conferred a mixed blessing upon the Tri-Cities. However, an opportunity lost to College Park was development of a convention center and associated hospitality industry in East Point's "Old Fourth Ward." While there is likely no room for another convention center in the immediate vicinity, there remains a shortage of restaurants and entertainment on the Southside, generally. Although the hotel market appears to be overbuilt at the moment, industry projections are that these units will be absorbed. East Point is well-situated for airport related hotel development, and one parcel virtually adjacent to the airport is the site of a hotel proposed for 1996. As discussed, a more immediate impact of the airport is the proposed commuter runway and associated commercial displacement. Proximity to Hartsfield will be a drawing card for many of these businesses.

South Fulton Medical Center is among the finest hospitals in the region. A number of spin-off businesses have located along a developing Cleveland Avenue medical services corridor. This corridor is even more attractive now that the route is a four-lane to I-85. A number of development proposals for related services are being considered for East Point locations.

A substantial inventory of vacant industrial space, some of which, particularly the massive Big Star warehouse complex, is only recently vacated. Additional space, such as BuggyWorks and WagonWorks, has been fully renovated. All of this industrial space is near Route 166 and I-85, not to mention Hartsfield International Airport. Redevelopment as environmentally "clean" industrial uses may provide a substantial boost to local tax roles and employment options.

Locational advantages such as the interstate system and Hartsfield make East Point unique in Georgia and the Southeast. Provided the right circumstances are created, these resources will enable the city to capture development that will continue to leapfrog in the absence of aggressive marketing and business assistance. This includes public improvements aimed at image enhancements vital to attracting business development and residential markets.

Certainly an economic opportunity unique to East Point is its ability to annex new territory as opposed to landlocked cities. The City has shown a significant propensity for annexation in the past, and this is expected to continue. In the short run, development of these new areas as commercial and industrial ventures appears likely. This is largely due to the proximity of these areas to I-285, Camp Creek Parkway and the airport. Two significant projects have been developed, Southmeadow and Camp Creek Business Centre, and set the tone for further quality office and warehouse development. This area is the route to an Olympic venue at Wolf Creek, and should be part of East Point's marketing to Olympic visitors.

As East Point continues to expand its city limits along Camp Creek, and north and south of that corridor, single-family homes and related services may develop. Despite this area being in the flight path, a number of luxury homes are located there along with Creekwood Golf Club, and close in suburbs, or even estate-residential development, may become attractive.

#### *Impact of Regional Economic Development on East Point*

Recent trends in regional economic development have not favored East Point, or the south metropolitan area in general. Of 18 "Major Activity Centers" identified by the Atlanta Regional Commission in its most recent Regional Outlook (September 1995), only three were located south of I-20: the Fulton Industrial District, Hartsfield Atlanta International Airport, and the Southlake Mall area. Nodal development, and the emergence of "Urban Villages," consisting of clusters of interdependent office, residential, and retail development, have replaced the familiar model of the central business district surrounded by suburban residential and retail development. Perimeter Center, Cumberland/Galleria Area, the Georgia 400 Corridor and the North Point Mall area are all examples of this latest phenomenon in urban economic development. Although the central business district (CBD) in downtown and Midtown Atlanta is anchored by the convention/hospitality industry, government center, and professional business services, the district is no longer favored by companies expanding or relocating to Georgia. As a result, while employment levels are stable within the CBD, new employment growth has shifted to, and is concentrated in, the northern suburbs.

The shift in the Region's economy from manufacturing to a services sector base is reflected in the East Point landscape. The manufacturing, distribution and warehousing activities that occurred in the Empire Industrial District and adjacent areas can now be found on the I-75 corridor in Henry County, Fulton Industrial Boulevard and other suburban locations where costs are lower. Direct and indirect impacts of corporate closings and subsequent job losses, such as the GM/Lakewood plant closing in 1990, and the Eastern Airlines shutdown in 1991, were localized, and difficult to overcome. In recent years, East Point has lost new economic investments to neighboring communities. The Federal Aviation Administration building and the Georgia International Convention & Trade Center in College Park are two examples. Policies and economic development procedures need to be examined to assure that East Point is competitive and responsive to emerging opportunities for economic investment.

Nonetheless, East Point's strategic location -- between the Atlanta CBD and Hartsfield Airport -- remains its greatest strength. Hartsfield has rebounded dramatically since the loss of Eastern, adding new passenger and air cargo carriers as well as a host of transportation-related businesses. With convenient highway, rail and MARTA access to both these employment centers, East Point has the potential to position itself as a source of trained and skilled workers; as a desirable place to live; and as a viable community in which to establish a business.



## **Labor Force**

This section presents information about the categories of employment in which East Point residents are engaged, the number of men and women in the labor force, unemployment rates and worker commuting patterns. This information is compared to state and national figures.

### **Comparison of Employment by Occupation**

Persons employed in technical, sales and administrative occupations dominated the field of occupations in East Point in 1980 and 1990 as seen in Table 2-16. However, both the number and proportion of the total declined between these dates. Significantly, employment in these occupations was down fifteen percent from 1980, comprising 34.5 percent of total employment in 1990. Managerial and professional employment garnered second place in 1990 with 21.6 percent. The remaining 43.9 percent share was distributed among operators, fabricators and laborers at 17.6 percent; service occupations, 16.9; precision production, crafts and repair, 8.4; and farming, forestry and fishing at 1.0 percent. Over half of all East Point employees were considered "white collar" workers and one-quarter "blue collar" workers. The remainder were in services, and cannot be classified without further analysis. The number of employees from all sectors, living in East Point decreased by 692 people, or four percent, from 1980 to 1990. However, since most employment was outside the city (according to the U.S. Census, 85 percent of residents worked outside East Point in 1990), this is not necessarily an indication of the strength of the East Point economy.

Table 2-16  
**EMPLOYMENT BY OCCUPATION**  
East Point

Employment Category	1980	Percent	1990	Percent
Managerial and Professional	3,513	20.4	3,566	21.6
Technical, Sales and Administration	6,702	38.9	5,708	34.5
Service Occupations	2,248	13.1	2,784	16.9
Farming, Forestry, and Fishing	75	0.4	167	1.0
Precision Production and Crafts & Repair	1,714	10.0	1,392	8.4
Operators, Fabricators and Laborers	2,959	17.2	2,902	17.6
Total Employment	17,211	100.0	16,519	100.0

Source: U.S. Bureau of the Census

Employment across Georgia, Table 2-17, was also concentrated in technical, sales and administrative occupations, growing 42.8 percent, a total of nearly 300,000 jobs, between 1980 and 1990. Employment in managerial and professional fields has grown faster statewide compared to growth in East Point. The percentage of people employed as operators, fabricators and laborers in Georgia in 1990 was nearly identical to that in East Point. A higher percentage of people across the state were engaged in precision production, crafts and repair, and about the same gap existed in services, with East Point reporting the highest percentage at 16.9. Overall, however, the profile of occupations across Georgia is not substantially different from East Point. What is significant is the difference in the direction and magnitude of the employment trend. Employment for East Point residents was down 4.0 percent from 1980 to 1990; state employment rose 32.3 percent during that period.

Table 2-17  
**EMPLOYMENT BY OCCUPATION**  
 Georgia

Employment Category	1980	Percent	1990	Percent
Managerial and Professional	488,374	20.9	761,290	24.6
Technical, Sales and Administration	689,532	29.6	984,817	31.9
Service Occupations	283,368	12.1	370,647	12.0
Farming, Forestry, and Fishing	66,750	2.9	68,174	2.2
Precision Production and Crafts & Repair	297,604	12.7	366,391	11.9
Operators, Fabricators and Laborers	510,207	21.8	538,957	17.4
<b>Total Employment</b>	<b>2,335,835</b>	<b>100.0</b>	<b>3,090,276</b>	<b>100.0</b>

Source: U.S. Bureau of the Census

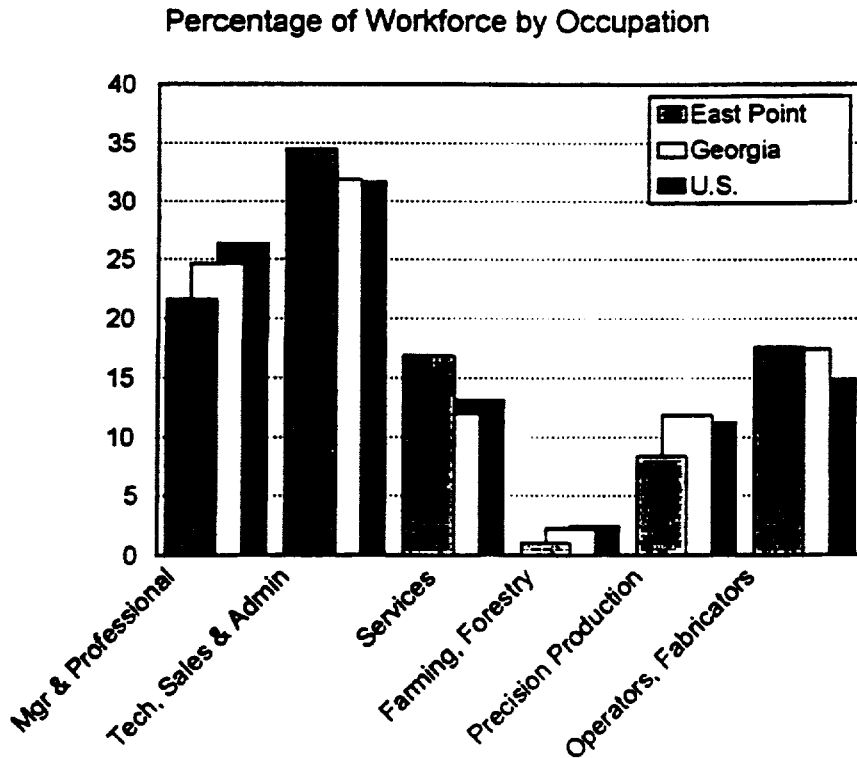
The ratio of people employed in technical, sales and administrative occupations, and in managerial and professional fields, in the U.S., Table 2-18, approximated that of the state and East Point. However, the East Point workforce suffered its biggest loss in technical, sales and administrative jobs. Employment in services for the nation fell below that of East Point and above the state in 1990, that is, a higher percentage of people in East Point were involved in the services industry than in either Georgia or the U.S. An obvious state and national trend is movement into the managerial occupations, and a decline in the number of operators, fabricators and laborers. East Point has actually increased its share in the latter category. A four-point reduction in the number of residents employed in technical, sales and administrative occupations has been offset by increases in service occupations.

Table 2-18  
**EMPLOYMENT BY OCCUPATION**  
 United States

Employment Category	1980	Percent	1990	Percent
Managerial and Professional	22,151,648	22.7	30,533,582	26.4
Technical, Sales and Administration	29,593,506	30.3	36,718,398	31.7
Service Occupations	12,629,425	12.9	15,295,917	13.2
Farming, Forestry, and Fishing	2,811,258	2.9	2,839,010	2.5
Precision Production and Crafts & Repair	12,594,175	12.9	13,097,963	11.3
Operators, Fabricators and Laborers	17,859,343	18.3	17,196,332	14.9
<b>Total Employment</b>	<b>97,639,355</b>	<b>100.0</b>	<b>115,681,202</b>	<b>100.0</b>

Source: U.S. Bureau of the Census

Information comparing the percentage of East Point's workforce in various occupations to those of Georgia and the U.S. is presented graphically below:



Source: U.S. Census, 1990

### **Employment Status**

The number of East Point residents 16 years of age and older who were active in the work force totaled 18,144 in 1990. As reflected in Table 2-19, this is down from 20,163 ten years earlier. Of these, 48.3 percent were men and 51.7 percent were women. The number of men in the work force fell 16.7 percent between 1980 and 1990. The number of women decreased by 2.7 percent. Employment in the armed forces did not constitute a significant factor in East Point in 1980 or 1990.

Employment in Georgia grew 22.6 percent during the 1980's, Table 2-20. The state's 1990 workforce was made up of 53.8 percent men and 46.2 percent women. Entry into the work force by women across the state rose by 39.6 percent between 1980 and 1990, out pacing the expansion of men, which rose by 24.9 percent. Georgia supports roughly three times the number of military personnel as does East Point.

Employment trends in the nation were more stable, which is expected since volatile gains and losses at the city and state level would be blunted in the aggregate. Significantly, women comprised 29.5 percent of the workforce in 1990, up from 26.1 percent in 1980. Total employment rose 18.0 percent, or the addition of 19,097,710 jobs, Table 2-21.

Table 2-19  
**LABOR FORCE EMPLOYMENT STATUS**  
East Point

Employment Status	1980	Percent	1990	Percent
Persons 16 Years and Over	28,839	100.0	26,248	100.0
Total in Labor Force	20,163	64.7	18,144	69.1
Civilian Labor Force	20,059	69.6	18,076	68.9
Armed Forces	104	0.5	68	0.4
Males in Labor Force	10,531	36.5	8,770	33.4
Males Not in Labor Force	2,422	8.4	2,823	10.8
Females in Labor Force	9,632	33.4	9,374	35.7
Females Not in Labor Force	6,249	21.7	5,281	20.1

Source: U.S. Bureau of the Census

Table 2-20  
**LABOR FORCE EMPLOYMENT STATUS**  
 Georgia

Employment Status	1980	Percent	1990	Percent
Persons 16 Years and Over	4,026,970	100.0	4,938,381	100.0
Total in Labor Force	2,553,062	63.5	3,351,513	67.9
Civilian Labor Force	2,481,298	61.6	3,278,378	66.4
Armed Forces	71,764	1.8	73,135	1.5
Males in Labor Force	1,444,285	35.9	1,804,052	36.5
Males Not in Labor Force	461,273	11.5	549,607	11.1
Females in Labor Force	1,108,777	27.5	1,547,461	31.4
Females Not in Labor Force	1,012,635	25.1	1,037,261	21.0

Source: U.S. Bureau of the Census

Table 2-21  
**LABOR FORCE EMPLOYMENT STATUS**  
 United States

Employment Status	1980	Percent	1990	Percent
Persons 16 Years and Over	171,214,258	100.0	191,829,271	100.0
Total in Labor Force	106,084,668	62.0	125,182,378	65.3
Civilian Labor Force	104,449,817	61.0	123,473,450	64.4
Armed Forces	1,634,851	0.95	1,708,928	0.89
Males in Labor Force	61,416,203	35.9	68,509,429	35.7
Males Not in Labor Force	20,315,887	11.9	23,516,484	12.3
Females in Labor Force	44,668,465	26.1	56,672,949	29.5
Females Not in Labor Force	44,813,703	26.2	43,130,409	22.5

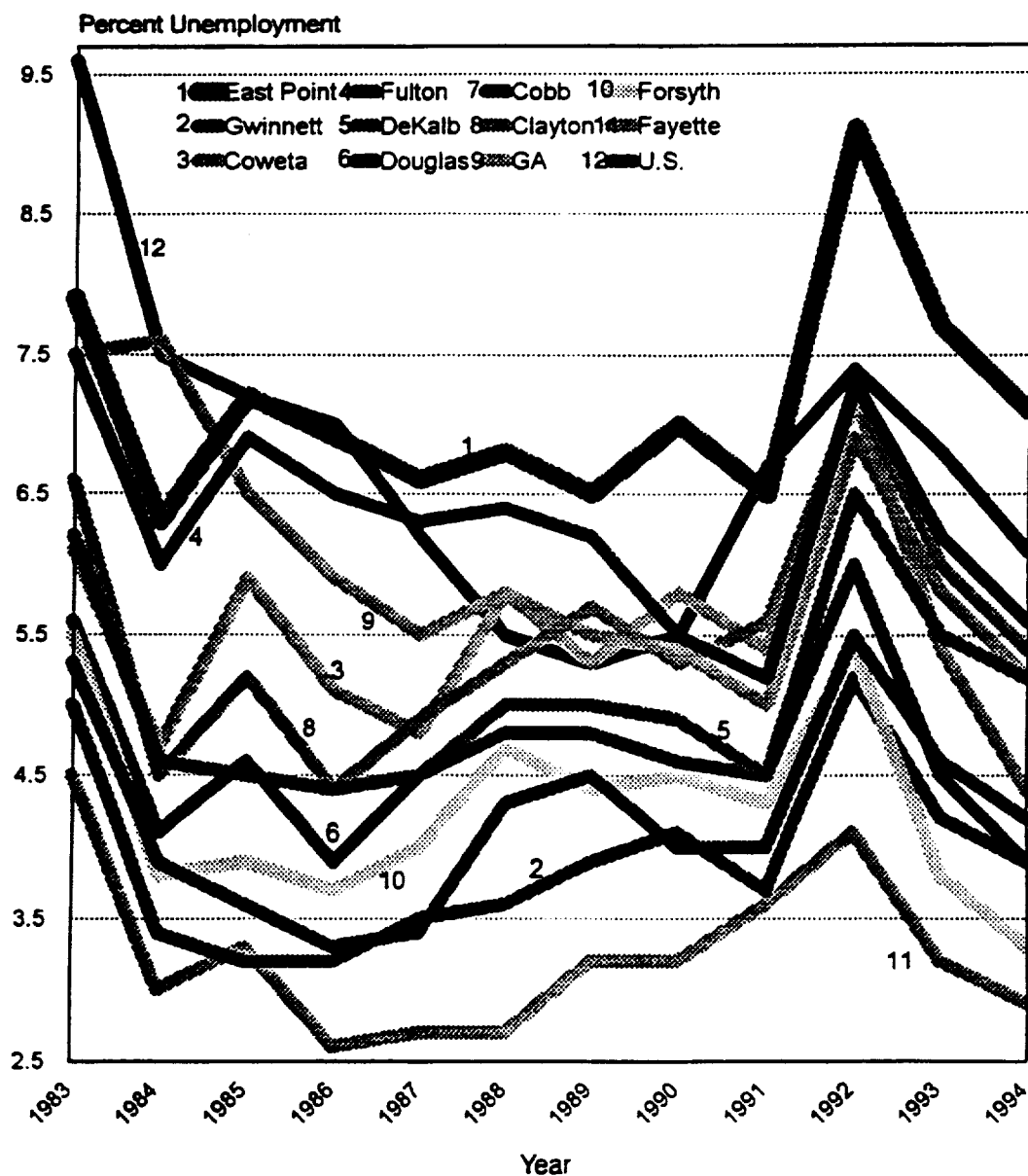
Source: U.S. Bureau of the Census

***Unemployment Rates***

East Point unemployment rates have exceeded those of Fulton County, Georgia, the nation and each of the nine surrounding counties over most of the past 12 years. Little solace can be taken in the fact that unemployment levels in the city are only marginally higher than those in the U.S. The Atlanta region is one of the fastest growing areas of the country with a strong economy. East Point workers are participants in the labor market of that region.

Clustering of the unemployment rates tends to demonstrate the regional character of the Atlanta labor market, as our mobile workforce can access jobs throughout the region. However, a pattern of affluence is also evident in the line graph below, as the northern arc of counties, Cobb, Gwinnett and Forsyth recorded the lowest unemployment rates. Fayette County, reportedly the most affluent in Georgia, is the only exception. This circumstance speaks to the enhanced mobility of these workers and, perhaps, the suburban dominance of the labor market.

### Unemployment Rates: East Point and Surrounding Counties



Source: Georgia Department of Labor, 6/23/95

The power of the Sunbelt may be seen in Table 2-22 where Georgia unemployment was below that of the nation in 11 of the past 12 years. East Point was below national rates in only four of those years.

East Point's position in terms of unemployment rates could stem from limited access to suburban job locations. It could also be a result of the disparity in educational attainment discussed earlier. Job seekers must compete with peers from a vast area, with a broad range of skill levels. The Atlanta labor market, because of its economic base, is oriented toward highly-skilled, well-trained applicants. Recognition of this competitive environment may necessitate more aggressive education and skills training programs.

**Table 2-22**  
**UNEMPLOYMENT RATE**  
**East Point, Georgia, and the United States**

	1983	1984	1985	1986	1987	1988
<b>East Point</b>	7.9	6.3	7.2	6.9	6.6	6.8
<b>Georgia</b>	7.5	7.6	6.5	5.9	5.5	5.8
<b>United States</b>	9.6	7.5	7.2	7.0	6.2	5.5

	1989	1990	1991	1992	1993	1994
<b>East Point</b>	6.5	7.0	6.5	9.1	7.7	7.1
<b>Georgia</b>	5.5	5.4	5.0	6.9	5.8	5.2
<b>United States</b>	5.3	5.5	6.7	7.4	6.8	6.1

Source: Georgia Department of Labor

### ***Commuting Patterns***

Residents of the Atlanta region continue their love affair with the single-occupancy vehicle as the primary means of getting to work. In Fulton County, the Atlanta Region and Georgia, commuting alone by car expanded on average approximately ten percent. East Point, on the other hand, saw a three percent reduction, as evident in Table 2-23. One factor that may account for this is the relatively lower rate of car ownership, making private transport less available to that segment of the East Point population whose incomes have decreased. However, the more obvious cause is opening of the East Point MARTA station that enhanced access to rail transit.

Low rates of car ownership may mean that some employment opportunities are closed to East Point residents. According to the 1990 Census, one household in five does not have access to a vehicle, and nearly 60 percent have only one car. As jobs move out to the suburbs, the area that must be covered by public transportation expands geometrically. Travel times on MARTA may prohibit some workers from seeking these positions. A seemingly sound statistic for several reasons, high public transit ridership may actually mean that those with no car are limited to employment locations accessible by MARTA. This becomes more plausible when travel times to work are considered. At an average time of 25.5 minutes in 1990, the work trip for East Point residents is similar to those in Fulton County and the state. Of course, the numbers for East Point could be driven down by proximity to four large employment areas, that is, downtown Atlanta, Hartsfield Airport, Forest Park and the Fulton Industrial District. This could explain why the average trip time is similar to a population in the County and the state more willing and able to access private vehicles, as the average of short trips to these destination would tend to balance longer travel times for the higher proportion of East Point employees riding MARTA, and the necessary transfers and delays that may occur.

According to the U.S. Census, eighty-five percent of East Point residents worked outside the city in 1990. The Atlanta labor market is very large and mobile, representing one of its strengths that benefits everyone. This is apparent in Fulton County commuting patterns, Table 2-24, reflecting a doubling in the percentage of workers who travel to jobs outside their county of residence. In today's labor market, these high percentages are not necessarily negative.

Table 2-23  
**TRANSPORTATION PATTERNS**  
 (Workers 16 Years And Over)  
 East Point, Fulton County and Georgia

	1980			1990		
	E. Point	Fulton	Georgia	E. Point	Fulton	Georgia
Drove alone	66.5%	61.3%	67.5%	63.5%	70.0%	76.6%
Car pooled	18.7%	15.8%	22.1%	16.4%	11.2%	15.1%
Used public transit	10.4%	17.4%	3.9%	16.1%	12.7%	2.8%
Other means	0.7%	0.9%	5.2%	0.6%	0.9%	1.2%
Walked or worked at home	3.7%	4.6%	1.3%	3.2%	5.9%	4.4%
Ave. travel time (minutes)	24.2	26.1	21.9	25.5	24.9	22.7

Source: U.S. Bureau of the Census



Table 2-24  
**COMMUTING PATTERNS**  
 Fulton County

Resident Work Destination	1970	1980	1990
Residents Working Within the County	84.3%	78.0%	70.2%
Residents Working Outside the County	15.7%	22.0%	29.8%

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

**Assessment.** Commuting times for East Point workers may not be excessive. However, since fully 20 percent of all households do not have access to a vehicle, employment choice may be limited due to a dependence on public transit. This a concern, one which a local emphasis on car and van pools, and flexible public transit programs, could address. The latter could include a jitney service jointly sponsored by East Point and MARTA that would more aggressively feed the downtown rail station.

### ***East Point Economic Development Resources***

This section identifies East Point's Economic Development agencies, Economic Development programs and Education and Training opportunities. It also assess the effectiveness of these economic development tools and resources.

#### ***Economic Development Agencies***

***East Point Business and Industrial Development Authority (EPBIDA).*** The EPBIDA is located in offices in the Buggy Works, near the MARTA station and east of downtown. The Authority is headed by an Executive Director and an eight member Board. This group is responsible for promoting development throughout the city through marketing and promotion. It has the ability to assemble tracts for private development and to issue development bonds to assist developers. East Point has all Freeport exemptions available as an incentive to businesses. The Authority has cooperated with private developers in the hospitality industry at locations along Virginia Avenue, in the city's Old Fourth Ward.

**Assessment.** A distinct absence of cooperative spirit appears to exist between the Development Authority and the City of East Point. This may stem from the lack of a shared vision as consensus on where the City should focus its economic development efforts is not apparent. The Comprehensive Plan will help create this vision as each of the major players on the City's economic development team has provided input into the Plan. Given its bonding capability, redevelopment powers, and mission, the Authority is a vital link to successful redevelopment of the downtown, Old Fourth Ward, Cleveland Avenue corridor, new development in the annexed areas as well as expansion of existing businesses. It is hard to imagine public intervention as the catalyst to desired developments in any of these areas proceeding, without better cooperation between the two groups.

**Office of Economic Development.** The newly-created Office of Economic Development is located in the First Union bank building across Linwood Avenue from City Hall. The Office is headed by a Director who reports to the City Manager. The Director is responsible for promoting a variety of economic development projects throughout the city and particularly the downtown, including downtown housing.

**Assessment.** Perhaps, due to the relative newness of this Office, specific economic development programs have not yet been established. The exact role of this Office, relative to the EPBIDA as well as the Electrical Department and the Department of Community Development, has not been defined. This is an essential step if coordination with these agencies is to occur and specific programs are to be devised and implemented.

**South Fulton Chamber of Commerce.** East Point is active in the South Fulton Chamber, particularly following its merger with the Atlanta Chamber. The group is considering a "South Fulton" Developer's Day for the spring of 1996. A brochure touting the advantages of developing and doing business on the Southside was produced recently by the South Fulton Chamber. The Chamber has discontinued a successful "*Business After Hours*" event that brought many people together to discuss business activities and strategies.

The Chamber has gone through a number of leadership changes in recent years, and appears to need a renewed commitment. For its part, East Point leaders would like to see an aggressive organizational and promotional campaign aimed at attracting new development to the area. Cooperative ventures with the Atlanta Chamber are viewed as the most effective means of realizing this goal.

*Airport Area Chamber of Commerce.* The Airport Area Chamber has not been active beyond the realm of hosting luncheon events for members. Circumstances are sufficiently different across south Fulton to make local, independent groups attractive. However, the economies realized through cooperation are crucial to addressing the competitive nature of business recruitment. Cooperation with the South Fulton Chamber and the Atlanta Chamber should be considered by this group.

### ***Economic Development Programs***

The City of East Point, through its Department of Community Development, has in the past operated a single family housing rehabilitation program. The Department recently cooperated with Fulton County in assisting a non-profit developer in the renovation of a multifamily development. Public improvements were funded, including sidewalks, in support of this rental "cooperative." The City has also operated a commercial revitalization program to improve retail services. The Department plans to investigate opportunities to improve the community through public funding of housing rehabilitation and neighborhood commercial revitalization programs.

### ***Education and Training Opportunities***

The City has not cooperated with the now defunct Fulton County Department of Community Services and Job Training, nor Atlanta Private Industry Council. East Point's own program is limited to employing local youth in summer jobs programs within City government. Given the unemployment numbers, the influx of foreign nationals, and the relatively low rates of high school graduation, East Point should consider a strategy for creating skills training through local businesses and job readiness training through Fulton County Board of Education.

## Element Three: *Natural and Historic Resources*

This element of the plan is designed to inventory and assess East Point's natural, historic and environmentally sensitive resources. Information about the city's water supply watersheds; groundwater recharge areas; wetlands; protected mountains; protected river corridors; coastal resources; flood plains; soil types; steep slopes; prime agricultural and forest land; plant and animal habitats; major park, recreation and conservation areas; scenic views and sites; and historic resources is presented in this section. Issues of significant concern related to these resources are identified together with goals and strategies for protecting these natural and historic resources. These resources form the land base for all development activity. Such activities can severely damage the natural environment, including water and air quality as well as animal habitats, historic and cultural resources and other quality of life considerations. An assessment of current development controls and the necessity of future controls designed to ensure the protection and preservation of East Point's natural and historic resources are a central focus of this element.

### **WATER SUPPLY WATERSHEDS**

#### *Inventory*

Watersheds are land areas over which surface water flows to eventually reach water supply basins that provide sources of public drinking water. Characteristics of these land areas such as the amount of impervious surface, including paving and buildings; vegetation; soil type; topography, duration and intensity of rainfall; and presence of reservoirs such as retention ponds or lakes determine the water quality and volume received at these supply basins. Changes in these characteristics ultimately affect water supply.

East Point lies at the center of two major ridge lines, areas of high ground, that 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.

### *Assessment*

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

## **GROUNDWATER RECHARGE AREAS**

### *Inventory*

"Recharge" is the natural process of storing water received from precipitation in the pores and crevices of soil and rock. Wells provide water which is yielded from soil and rock formations known as "aquifers." Varying geologic conditions influence the type of aquifer that occurs in different regions of the State. Georgia provides a good example of several aquifer types occurring within a single state. The aquifers of south Georgia differ markedly from those of north Georgia.

Most areas of north Georgia are underlain by crystalline rock with little or no porosity. Even so, these rock masses contain joints and fractures through which water can be stored and moved. Above the crystalline rock, there usually exists a porous, weathered zone of saprolite through which precipitation infiltrates to reach the rock below. Well water may be obtained from either the saprolite or from the fractured rock layer below. The significant recharge areas of northern Georgia generally have flat slopes, typically less than eight percent (8%), and thick soil or saprolite coverings over crystalline rock.

The Georgia Department of Natural Resources Most Significant Ground-Water Recharge Areas of Georgia map indicates areas known, or believed, to be significant ground-water recharge areas throughout Georgia. The information provided concerns various geologic areas and locations, and the resulting types of aquifers present in Georgia. Areas of thick soils and flat terrain favorable to groundwater recharge also provide ideal conditions for commercial and industrial development. These same conditions are also favorable for landfill sites. As a result of these circumstances, such developments tend to produce the most likely sites for present and future sources of pollution.

DNR's ground-water recharge map identifies only a single area within East Point believed to be a significant recharge area. The area is located in the extreme southwestern portion of the city, northwest of Red Oak. This area is indicated as a location of "probable areas of thick soils" which are believed to be conducive to significant recharge.

### *Assessment*

The vast majority of East Point's land area is outside of the significant groundwater recharge areas of Georgia. Accordingly, the preponderance of development or redevelopment in the city will not affect significant groundwater recharge areas, and therefore, requires no special consideration. For the single area that may be a significant groundwater recharge area, limits on, or prohibition of, development is desirable and could be accomplished through amendment of the Zoning Ordinance. Cooperation with the appropriate state agency to establish the proper controls and limits would assure that those set are the minimum needed to protect the groundwater recharge area.

## **WETLANDS**

### *Inventory*

Wetlands are generally described as swamps, marshes, bogs, and by other similar terms. Federal laws usually define wetlands in terms of freshwater which floods an area for major periods of time sufficient to sustain various types of plant life adapted to such conditions. In some cases, wetland areas are able to sustain fish and other wildlife. In addition, wetlands can act as both a "filter" to hold sediment and pollutants and as a "holding pond" during periods of intense rain. The holding function can reduce environmental damage posed by storm water runoff.

Small wetland areas occur throughout East Point, and are widely distributed. The overall extent of these areas is small and, where they occur, are limited in size. Most are designated as being of the "PUB" type, that is, *Palustrine* system, unconsolidated bottom. *Map 4, Wetland Areas*, shows the general location and extent of wetlands found in East Point.

### *Assessment*

East Point should continue to monitor areas in which wetlands occur. The City's development review process should ensure that all development proposals impacting wetland areas conform to current federal, state and municipal regulations governing such areas. East Point officials should also continue to consult with Georgia DNR to remain informed of new and proposed legislation protecting wetland areas.

## **PROTECTED MOUNTAINS**

The topography of this area does not include terrain that could be considered mountainous. Therefore, this natural resource category does not apply to East Point.

## **PROTECTED RIVER CORRIDORS**

### *Inventory*

The Chattahoochee River corridor is located approximately eight miles northwest of East Point. The headwaters of the Flint River are found about two miles southeast of the city limits, and the South River corridor lies some 13 miles to the east. None of these river corridors directly impact East Point.

None of these river corridors are directly located within the municipal boundaries of East Point, however, major ridge lines defining these river basins do occur within these boundaries. 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 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.

### *Assessment*

None of the major river basins or any of the Protected River Corridors, as described above, occur within the boundaries of East Point.

## **COASTAL RESOURCES**

East Point's geographical location is well inland of any coastal area, therefore, this natural resource category is not appropriate to this inventory.

## **FLOOD PLAINS**

### *Inventory*

A Flood Insurance Study of Fulton County and incorporated areas, including East Point, was undertaken recently by the Federal Emergency Management Agency (FEMA). The

portion of the study pertaining to East Point was prepared by the U.S. Geological Survey (USGS), Water Resources Division. The following information was contained in a Preliminary Report, dated September 30, 1994:

"Stream gauges have been used effectively in the city of East Point only during the past three decades; very little data is available for floods of previous years. Flood plain information reports for Camp Creek, East Point; North Fork Camp Creek; Utoy Creek; and North and South Utoy Creeks do not describe any damage resulting from floods during the period of record, or from floods of earlier years. However, there has been considerable development in low-lying areas in recent years, some of which is bound to be affected by major flooding."

The topography in the headwaters of the flooding sources is generally steep which, along with the increasing urbanization of East Point, results in significantly higher peak run-off rates. Each of the potential flooding sources located within East Point, excluding Mimes Creek, has more than one road crossing; most of the culverts will pass the 10-year flood, but only about half of the culverts can accommodate the 100-year flood. This circumstance may cause upstream ponding and road overflows.

A "Flood Hazard Boundary Map," dated March 15, 1977, was issued by the U.S. Department of Housing and Urban Development for the purpose of identifying areas in East Point that are subject to flooding. This map identifies 11 specific flood prone areas along with the degree of hazard indicated as "moderate," "minimal," and "undetermined, but possible flood hazards." The locations of these areas are fairly evenly distributed throughout the city, with the most extensive flood prone areas located in the southwest and northern portions of the city. Smaller areas appear on the eastern and southern boundaries.

### *Assessment*

No natural or manmade flood protection structures exist in East Point. Development within the city is governed by the City's Zoning Ordinance. The Ordinance, however, does not limit flood plain development. Fulton County does have a flood plain ordinance that prohibits new development in flood prone areas. This ordinance also requires control of erosion and sedimentation runoff generated by construction activity as well as controls designed to limit increases in storm water runoff created by new development. East Point should consider supplementing its current development regulations with such controls.



## **SOIL TYPES**

### *Inventory*

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. Most areas would be favorable for agricultural use were East Point still a farming area and not developed primarily in residential and commercial uses. Soils in this vicinity are generally well-drained and moderately permeable.

### *Assessment*

No development limitations such as low bearing capacity, poor soil drainage or other factors affecting suitability of the land for development are imposed by these soil types. For this reason, goals, policies or strategies based on soil types are not addressed.

## **STEEP SLOPES**

### *Inventory*

East Point is located in the Greenville Slope District of the Southern Piedmont Province of Georgia with elevations ranging from 840 to 1,060 feet above sea level. The topography is characterized by rolling, well-drained, terrain with coarse loamy surface soils and clayey subsoils. Underlying geology consists of igneous rock which is prevalent throughout the Atlanta Plateau of the Appalachian Mountain chain.

### *Assessment*

Steep slopes are defined as slopes with a 15 percent or greater vertical grade. Few areas of East Point exhibit slopes of this magnitude. Site design and development considerations in such areas have, by necessity, included all necessary provisions for soil stabilization. Accordingly, no special management practices are considered necessary for the control of steep slope conditions within the city.

## PRIME AGRICULTURAL AND FOREST LAND

### *Inventory*

Statistical data concerning agriculture and forestry is compiled on a county basis in Georgia. Fulton County is primarily a center of retail, commercial, and business interests, and little farmland or farming exists in the area. Land that could be considered "prime farmland" has succumbed to commercial ventures, or is being held in reserve for such purposes.

Most of the recent agricultural land statistics available are for the year 1992. At that time, 6.5 percent of Fulton County land was classified as farmland. The number of farmers totaled 235, with an average age of 57.5 years. Only three farms were 1,000 acres or larger. The average farm size was 94 acres and a majority of farms were under 50 acres. In 1989, the County had only 500 acres of irrigated farmland compared to 791 acres in 1978, a decrease of 37 percent. The only significant farm crops produced in Fulton County during 1990 were corn and wheat. The amount produced was relatively insignificant compared to total crop production for Georgia. Harvested cropland in the County during 1978 totaled 5,286 acres, by 1990 the total had fallen to approximately 300 acres.

Similarly, Georgia's forest land statistics are also compiled by county. The area of timber land in Fulton County in 1989 was 136,974 acres. Of this total, 1.7 percent was government land and 1.8 percent owned by the forest industry. The vast majority was, 96.5 percent, was privately owned. Forest land comprises 40.6 percent of the total land area of Fulton County. Major forest types found in the County are: Loblolly-Shortleaf Pine, 42.3%; oak-pine, 14.6%; oak-hickory, 37.0%; oak-gum, 2.1%; and miscellaneous types, including such species as elm, ash, and cottonwood (4.0%). Timber cutting within the County requires a permit issued by the Fulton County Arborist. During 1991 Approximately 12 permits were issued in 1991 involving an estimated 1,200 acres of forest land.

### *Assessment*

Farming and forestry activities are not significant in Fulton County. These operations do not occur in East Point, and there are no indications that these activities will play a role in the local economy over the planning period.

East Point is primarily an urban area. As such, in the absence of a specific public policy aimed at preserving agricultural and forest land, land rents prohibit establishment of such agrarian operations. The City does, however, have the potential to annex land being used, or which has been used for such purposes. As the city grows in population and physical size, preservation of open space will become an important community goal. The City is encouraged to consider policies that preserve open space through a variety of means, including fee-simple acquisition, scenic easements, and land regulations that promote reservation of public open space within private development. Significant portions of areas recently annexed, and in the path of annexation, may lie within wetlands or flood prone areas. These locations should become the target of open space preservation efforts.

## **PLANT AND ANIMAL HABITATS**

### *Inventory*

In 1973, the U.S. Congress passed the Endangered Species Act which provided for the conservation of endangered and threatened species of wildlife and plants. The State of Georgia enacted legislation the same year that would grant further protection to threatened species of plants and wildlife in the state. The state legislation received support from, and is the responsibility of, the Georgia Department of Natural Resources through the Georgia Natural Heritage Program. Late in 1995, the Department comprehensively updated its list of protected plants and animals. The DNR listing contains the following "endangered" (E), "threatened" (T), "rare" (R) and "unusual" (U) species as "potentially" occurring in the Atlanta Region. The listing for plants is narrowed to those specifically in Fulton County.

### **Animals:**

Bachman's Sparrow (R) (*Aimophila aestivalis*)  
Blue Shiner (E) (*Cyprinella caerulea*)  
Bluestripe Shiner (T) (*Cyprinella callitaenia*)  
Altamaha Shiner (E) (*Cyprinella xaenura*)  
Holiday Darter, Ellijay Darter (T) (*Etheostoma brevirostrum*)  
Etowah Darter (T) (*Etheostoma etowahae*)  
Cherokee Darter (T) (*Etheostoma scotti*)  
Highscale Shiner (T) (*Notropis hypsilepis*)

Frecklebelly Madtom (E) (*Noturus munitus*)  
Freckled Madtom (E) (*Noturus nocturnus*)  
Amber Darter (E) (*Percina antesella*)  
Goldline Darter (T) (*Percina aurolineata*)  
Freckled Darter (E) (*Percina lentioula*)  
Muscadine Shiner (R) (*Percina sp. cf. macrocephala*)

#### Plants:

Moccasin Flower, Pink Ladyslipper (U) (*Cypripedium acaule*)  
Golden Slipper, Yellow Ladyslipper (U) (*Cypripedium calceolus*)  
Harper Wild Ginger, Bog Heartleaf, Callaway Ginger (U) (*Hexastylis shuttleworthii*  
*var. harper*)  
Bay Star-vine, Climbing Magnolia, Wild Sarsaparilla (T) (*Schisandra glabra*)  
Ozark Bunchflower, Wood's False Hellebore (T) (*Schisandra glabra*)  
Piedmont Barren Strawberry (T) (*Waldsteinia lobata*)

#### **Assessment**

Regulations concerning plant and animal life are enforced by the State and Federal government. Provision of additional enforcement of these regulations is beyond the resources of the City of East Point. The City is supportive of those agencies charged with enforcement of these provisions, and will cooperate with those agencies whenever possible.

#### **MAJOR PARK, RECREATION AND CONSERVATION AREAS**

No major federal, state or regional parks, recreation or conservation areas are located in East Point. Information about the National Archives and Records Administration, Federal Records Branch and National Archives facilities, located in northern East Point, is presented under "Libraries and Other Cultural Facilities" of Element Four: Community Facilities and Services.

## **SCENIC VIEWS AND SITES**

East Point is located in the metropolitan Atlanta area. Substantial development and redevelopment has occurred, particularly the industrial development of the core area as industrial uses displaced residential uses established during East Point's earliest settlement. There are no significant scenic views, visual landmarks or vistas, however, a number of historic structures have been preserved. These are discussed below under the Historic Resources section of this Element.

## **HISTORIC RESOURCES**

### *Inventory*

Historic resources include structures of architectural or cultural significance, cultural districts, monuments and sites, and places of local archeological importance. Such places and past events comprise the historical fabric of the community and provide a context for recent and current events. The presence of these elements of the past, serve as a foundation for the community as they influenced present development patterns and characteristics of the city.

### *The Making of East Point*

In 1847, the Georgia Legislature authorized a charter for the LaGrange and Western Railroad, now the Atlanta & West Point Railroad. The A & WP was to join with the Macon and Western, later known as Central of Georgia Railroad, "at some convenient point between the town of Atlanta and the City of Griffin." This "point" was incorporated as East Point in 1887. A bronze marker set in concrete designates the railroad terminus on the east side of Main Street at Cleveland Avenue in the downtown business district.

### *Residential Resources*

Properties near Church Street are thought to be eligible for National Register nomination as they appear to be older than 50 years and have architectural significance.

### *Commercial Resources*

In 1884, White Hickory Wagon Manufacturing Company opened its doors, and in 1908 added the Blount Buggy Works on a site that is now within the Martin Street Industrial Corridor National Register Historic District. The Historic District, established in 1985, is bordered by Norman Berry Drive on the north and Taylor Avenue on the south. The east border is Martin Street with the railroad and MARTA rail line comprising the western border. Today, both buildings have been restored, true to the original architecture, and house office and retail establishments.

### *Industrial Resources*

In January of 1902, the Atlanta Basket and Veneer Company, which had located in East Point in 1898, re-organized as the Atlanta Utility Works. Atlanta Utility Works remains in operation today, and is still located at the westernmost edge of the city's Historical District at East Washington Avenue (now Irene Kidd Parkway) and the CSX Railroad.

### *Institutional Resources*

The structure housing the East Point Historical Society was built in 1913 and was located on East Point Street. That building was acquired by the City of East Point for the Historical Society and moved to its present location at 1685 Norman Berry Drive in 1988. The Norman Berry location is historically significant in that it was the site of the old "Que Grounds" as the property was known in the late 1800's. Short for bar-b-que, the "Que Grounds" was the location of many community picnics. The property was also the site of East Point's first public pool fed by a spring that still flows today.

"Nellie's Chapel," now known as East Point Avenue Methodist Church, sits in the heart of downtown. The original land for the Chapel was donated by a local physician in 1873, and was named after his daughter "Nellie." In 1919, it was moved to its present location on East Point Street.

Bethel Primitive Baptist Church is located on Stone Road in East Point and was built in 1895.

### *Rural Resources*

No significant, historic rural resources remain in East Point.

### *Historic, Archaeological and Cultural Sites*

"Nellie's Chapel" discussed above, includes one of the oldest cemeteries in East Point.

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.

### *Assessment*

East Point has a tremendous opportunity to develop its historic resources. These resources should be a source of pride and can assist the City with economic development. Historic tours could increase knowledge of, and interest, in the city. It could enhance East Point's appeal as a tourist destination and provide revenue to the City.

The City should consider promoting the placement of private homes near downtown on the National Register. The downtown itself contains a number of historic churches and East Point City Hall and Auditorium. The City should add the downtown to the Martin Street Industrial Corridor National Register Historic District. This would make available historic rehabilitation tax credits as well as foster recognition of East Point's historic structures. It could also form the basis of a district for which architectural standards and design criteria could be established.

## Element Four: **COMMUNITY FACILITIES AND SERVICES**

### ***Transportation Network***

#### ***Inventory***

East Point is well served by conveniently located 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. Additionally, the Metropolitan Atlanta Rapid Transit Authority's north-south line passes through the city. Interstate highways I-85 and I-285 are within the corporate limits, I-75 is only several miles to the east, and I-20 is approximately six miles to the north. These routes provide access to the rest of the nation. East Point has U.S. Highway 29 traverses the city north and south and SR 166 forms the city's northern border. Major local roads 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. Camp Creek Parkway 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.

Interstate 85 is on the eastern edge of East Point. Access to the city is provided by four interchanges at Lakewood Freeway, Cleveland Avenue, Central Avenue and Virginia Avenue. Georgia Department of Transportation (GADOT) traffic counts on the Cleveland to Central Avenue segment of this interstate has risen from 75,294 vehicles per day in 1985 to 79,714 in 1990 to 122,704 in 1995. I-85 serves as the principal access to Hartsfield International Airport from Atlanta and the metropolitan area. Georgia DOT is responsible for maintaining this important route.

Interstate 285, on the western edge of East Point, is the circumferential beltway around metropolitan Atlanta. Two interchanges provide access to East Point at Washington Road and Camp Creek Parkway. Annual GADOT traffic counts for the section of the interstate south of Camp Creek Parkway reflect 67,058 vehicles per day in 1985, 70,588 in 1990 and 105,273 in 1995. As with I-85, this route is a responsibility of the Georgia Department of Transportation.



State Route 166, known as Lakewood Freeway, is a major east-west route on the northern edge of East Point. With interchanges at Sylvan Road, U.S. Highway 29 (Main Street), Semmes Street, DeLowe Drive, Headland Drive and Campbellton Road, the freeway provides a major access on the north side of the city while serving as a practical boundary with Atlanta. Traffic counts on the road segment between Semmes and DeLowe have risen from 30,668 in 1985 to 35,447 in 1990 to 42,591 in 1995. This route is also the responsibility of the Georgia Department of Transportation.

Camp Creek Parkway is another major east-west route serving both East Point and College Park. While being largely in College Park and unincorporated Fulton, the interchange with I-285 lies within East Point thus, giving the city a huge stake in this artery. Traffic on the route between Welcome All Road and I-285 has increased from 14,271 vehicles per day in 1985 to 21,039 in 1990 to 32,252 in 1995. The Parkway is maintained by Fulton County.

Sylvan Road is a primary north-south route on the extreme eastern edge of the city and forms a practical boundary with Atlanta and Hapeville though properties on the eastern side of the route are within East Point. Due to development associated with the roadway, its ability to move traffic is limited. Illustrating this are past traffic counts, 8,194 vehicles per day in 1985, 5,633 in 1990, and down to 4,428 by 1995.

U.S. Highway 29, Roosevelt Highway, or Main Street is the principal route traversing through East Point. Running generally northeasterly/southwesterly the road at one time defined the core of the city's business district. Now paired with State Route 14 between Norman Berry Drive and Washington Street, the one way configuration has helped traffic movement in the downtown. Traffic counts between Washington Road and Willingham Drive for the last decade are: 1985, 13,502; 1990, 18,298; and 1995, 18,298. For the segment between Headland and Lakewood Freeway, counts were: 1985, 18,306; 1990, 17,220; and 1995, 16,874. This route is part of the highway system maintained by the Georgia Department of Transportation.

DeLowe Drive is another north-south collector linking Campbellton Road with Washington Road. For the segment between Ben Hill Road and Headland Drive, traffic counts reported for 1985 were 4,619 vehicles per day, 1990, 4,195; and 1995, 4,451. The upper segment, Headland Drive to Lakewood Freeway, indicated heavier use with 1985 counts of 9,151; 1990, 8,052; and 1995, 9,291.

Washington Road is a significant roadway within East Point. Combined with Irene Kidd Parkway and the recently widened Cleveland Avenue, it provides a connection from I-85 to I-285. Traffic counts for the segment of Washington Road between Ben Hill Road and U.S. Highway 29 are 11,109 in 1985; 11,392 in 1990; and 9,520 in 1995. The counts for the segment from Camp Creek Parkway and Ben Hill Road are 10,976 in 1985; 10,370 in 1990; and 10,388 in 1995. The consistency of these counts indicate the facility is operating at its potential. For the segment south of Camp Creek Parkway above I-285, counts are 9,781 in 1985; 7,850 in 1990; and 8,779 in 1995.

Headland Drive provides a east/west connector from the upgraded Norman Berry Drive connecting I-85 to I-285. On the western end between Ben Hill Road and Dodson Drive, traffic counts are not totally consistent, i.e., for 1985, 5,121; for 1990, 4,751; and 6,355 for 1995. On the eastern end, near U.S. 29, the counts have remained somewhat steady at 5,089 in 1985, 5,288 in 1990 and 4,860 in 1995.

Traffic counts for Cleveland Avenue show that this artery is still a major route within East Point. For the segment between Sylvan Road and Norman Berry Drive, recorded daily counts reflect 6,588 vehicles per day in 1985, 12,493 vehicles per day in 1990 and 16,817 vehicles per day in 1995.

The adopted *Atlanta Regional Transportation Improvements Program, FY 1996 - FY 2001* includes four projects that are partially or completely within the city limits of East Point. These are:

- FS 017 Improvement of the I-285/Washington Road interchange including the widening of Washington Road. The project is programmed for funding in fiscal year 1998. The City of East Point supports the widening of Washington Road to its eastern terminus at Main Street.
- FS 019 Improvement of Cleveland Avenue from Sylvan Road to Irene Kidd Parkway. Construction funds are authorized.
- FS 042 Hardin/Cambridge Connector from Harrison Road to Norman Berry Drive. A locally funded project, design is slated for FY 1996.
- FS 044 Harrison Road Widening from Willingham Drive to Virginia Avenue. Project is locally funded with an implementation date of FY 1996.

Each of these projects will help East Point move traffic within and through its boundaries. The City should continue to monitor the progress of these projects and encourage their expediting whenever possible. Early completion can only benefit the City.

A local project, the extension of North Commerce Drive from north of Camp Creek Parkway to Washington Road is a priority of the City. This route will provide access to a substantial number of acres recently annexed into the city limits. This area enjoys good visibility from I-285, adjoins a quality office development and with this extension, will be served by two interchanges.

Public transportation, including rail, 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 that may develop within the planning period. Rail service also connects residents with the airport, downtown Atlanta and a wealth of employment destination beyond. A number of bus routes serve the remainder of the city feeding riders to MARTA rail.

### ***Assessment***

The road transportation network serving the city has kept pace with demand. Major elements, such as the Interstate system are not a city responsibility. They are, however, well-managed by the Georgia Department of Transportation. Other significant elements such as Camp Creek Parkway are the responsibility of Fulton County. The local street network which is under the control of the City serves the needs of its citizens adequately. For the most part, the network is well-maintained. As with most municipal street departments, funding is always a problem. There are never sufficient funds to address all the needs which arise. This is the case in East Point. Repairs and maintenance are carried out within the resources available. If additional funding can be identified, there are a sufficient backlog of projects to amply make use of such funds.

Air, rail and public transportation facilities are not administered by the City. The agencies and companies controlling these facilities have seen that the needs generated within East Point are met. It is anticipated this will continue in the future. The City can count on each of these elements being in place to aid in the realization of other programs East Point may choose to implement.

The transportation system serving East Point is part of the premier system within Georgia. It is a resource the City can use to its advantage when competing for new citizens, both individual and corporate. As the region develops, the importance of MARTA service, particular rail service cannot be exaggerated. Census data demonstrate increased ridership by East Point residents, substantially above rates for the Region, once the East Point station became operational.

## ***Water Supply and Treatment***

### ***Inventory***

East Point owns and operates a municipal water system. 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. Georgia Environmental Protection Division currently permits East Point to withdraw up to 12 million gallons per day. The City has studied its long term water supply options and has determined that the Sweetwater Creek basin has the potential to continue to serve as the primary water source for East Point. City officials are in the process of attempting to solidify this source and obtain additional withdrawal capacity from the State. This effort will require the creation of reservoir storage for the added withdrawal capacity sufficient to maintain the flow from Sweetwater Creek to the Chattahoochee at no less than the average seven-day, ten-year frequency low flow. Typically, a 60-day supply must be provided.

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 East Point plant is permitted by the State.

In addition to supply and treatment, 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. College Park has an interconnect with the City of Atlanta system. However, normal consumption supply comes from the East Point system. East Point is considering a similar interconnect

with the City of Hapeville. Recently, East Point reached agreement with Fulton County to provide water to industrial customers outside the city limits. Major improvements to the distribution system are presently underway. Engineering studies are available from the City's Public Works Department that describe the scope and nature of this improvement program. These studies provide an in-depth picture of the East Point water system.

### ***Assessment***

The City of East Point has for years opted to control its own destiny by having a water system independent of others. This philosophy has enabled the residents of East Point to benefit from some of the lowest water rates in the metropolitan area. This capacity has given the City a competitive edge over its neighbors. These reasons alone confirm the wisdom of the City leaders who made the decision to retain the self-sufficiency of the system. East Point is formulating a long range plan that will carry the system into the next century under the same policy of independence. This policy has served the City's best interest for so long, and its continuation can only serve to benefit the citizens and businesses of East Point. Accordingly, when the water system improvements plan is completed, the City will be well-advised to move forward with its implementation.

### ***Sewerage System and Wastewater Treatment***

#### ***Inventory***

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.

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. The City is of the opinion that it controls sufficient treatment capacity at the Plant to meet its future needs during the 20-year planning period.

The sewerage collection system has been developed over the years on an as needed basis. Generally, the age of system elements is the same as the neighborhoods they serve. Much of the East Point system was developed before the advent of modern pipe joint technology, and 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. The City's system is often interconnected with the City of College Park collection system, and therefore, the process of isolating and correcting lines experiencing excessive infiltration problems is difficult. At some point, the cost of treating the extraneous groundwater will exceed the cost of repairing the collection system. East Point must recognize this problem and prepare to address the necessary capital improvements.

### ***Assessment***

The East Point wastewater collection system is currently operating well with no apparent major problems, other than the infiltration of groundwater. Changes in system load caused by growth and development, or redevelopment, will necessitate expansion or modification of the system. Periodic reviews, with future demand in mind, will permit the orderly management of the system. Ongoing planning and capital investment will be necessary to maintain current services levels in the future.

### ***Solid Waste Management***

#### ***Inventory***

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 addresses solid waste handling capacity for a ten (10) year period, public education and involvement programs, waste reduction strategies, and collection methods. A central goal of the Act and the Plan is a 25 percent reduction in solid waste by 1996. East Point emphasizes a reduction in yard wastes through composting and other reductions through recycling and source reduction. The Plan also discusses measures developed to minimize the environmental impact of waste collection and disposal.

### *Waste Volume*

East Point crews collect all residential solid waste and some commercial waste, handling 22,864 tons between July 1, 1991 and June 30, 1992. Private collectors handled the remaining 15,380 tons generated by commercial and industrial establishments, for a total of 38,244 tons. Waste composition is an important factor as such information facilitates waste reduction by identifying the type of wastes that contribute to the total waste stream. Targeted approaches may then be designed and implemented. For example, as shown below, Food Waste and Yard Trimmings represented 25 percent of the estimated waste stream in 1988. Removal of these wastes alone, through "back yard" composting, could enable East Point to meet the State mandate.

**Percentage Composition of Solid Waste**

Waste	1988 <sup>1</sup>	2010 <sup>2</sup>
Paper & Paperboard	40	48
Glass & Metal	15	10
Food Waste and Yard Trimmings	25	21
Plastics	8	10
Other	12	11

<sup>1</sup> Based on U.S. EPA Characterization of Municipal Solid Waste in the United States: 1990 Update.

<sup>2</sup> Future projections are also based on the EPA study.

The Plan presents future waste amounts, and therefore, disposal capacity based on population projections and wastes generated per person. The amount of waste generated was projected at 6.09 pounds per day through 1995, falling to 4.57 pounds per day by 1996, and continuing at that rate through 2001. The total wastes generated in 1992 was 76,488 cubic yards projected to decrease to 64,492 by 2001. This decrease stems from more aggressive recycling programs and removal of yard waste from the waste stream in compliance with the 25 percent solid waste reduction goal. However, the decrease may well prove to be even larger since the population projections used indicate a 2001 population of 38,663. That projection was conducted in 1988, prior to the 1990 census. The U.S. Census has estimated the 1992 population of East Point at 32,164. Projections performed under the population Element of this Comprehensive Plan suggest a year 2000 population of 33,100.

**Collection**

East Point crews accomplish two residential trash collections per week, and collect yard waste once a week. Residents place their refuse in plastic bags. Yard trash is picked up manually with the exception of leaves which are collected using vacuum trucks. Discarded appliances and furniture are accepted, however, construction debris and tires are the responsibility of residents. These wastes must be taken to the landfill.

The solid waste of multifamily communities is collected from dumpsters supplied by the owner. Two collections per week are provided, and furniture resulting from evictions is accepted. Two apartment complexes do not have dumpsters and those wastes are handled manually. Commercial and industrial wastes are collected by either East Point crews or private contractors, depending on the preference of the owner and collection needs. The City is not equipped to handle "roll-off" units, nor front-loading dumpsters. Medical wastes are handled by private firms; no hazardous wastes are accepted by the City.

The Sanitation Department truck fleet totals 32 vehicles as identified below. A forecast of vehicle and equipment needs is also provided. Year 1 represents fiscal year 1991-1992 (July 1 through June 30).

Type	Number	Projection	1	2	3	4	5	6	7	8	9	10
20-Cubic Yard Rear Loader	13	Replacement			R		R		R		R	
Leaf Vacuum Truck	5	Replacement					R					R
Street Sweeper	2	Replacement		R				R				R
Recycling Truck	2	Replacement									R	
Pickup Truck	2	Replacement								R		
Dump Truck	1	Replacement										R
Barrel Truck	1	Replacement										
Rubber-tired Loader	2	Replacement										
Roll Off Truck	0	Addition		A								
Recycling Body for Roll Off	0	Addition		A								
Compartmentalized Unit	0	Addition		A	A	A	A	A				
90-Gallon Cart	0	Addition			A	A						
Front-end Loading Truck	0	Addition					A	A				



The City of East Point owns the solid waste transfer station leased to Southern States Environmental Services, Inc. The station is used by Southern States to handle solid waste from East Point, College Park and Hapeville, as well as private collection companies. Waste delivered to this facility is loaded on tractor-trailers for disposal at the Southern States Landfill in Maux, Georgia, located in Taylor County. The transfer station is capable of handling 450-500 tons per day, and at 350 tons per day, is operating at approximately 75 percent capacity.

### *Disposal*

Southern States projects a life expectancy of 24 years for their Taylor County Landfill. East Point enters into five year contracts with Southern States for transfer of the wastes and hauling and disposal at the Landfill. The company has provided East Point with a "Letter of Assurance" that services can be provided for a minimum of 24 years. Since private collection companies use the landfill of their choice, East Point has requested that each firm provide the City with a "Letter of Assurance," certifying that a disposal site will be available for disposal of wastes collected privately over a ten-year period.

The East Point Solid Waste Management Plan projects that *"Landfills will continue to be an integral part of the solid wastes plans for the City of East Point for a minimum of ten (10) years."*

### *Waste Reduction & Recycling*

East Point believes that progress in waste reduction will be accomplished through public education and involvement, composting and recycling. The City works with East Point businesses, encouraging them to participate in the City's recycling program. The City also cooperates with private collection companies in their recycling efforts.

The Clean Community System (CCS) was instrumental in establishing a newspaper recycling project in East Point beginning in 1980. The project has since been expanded to accept glass and aluminum. Collection bins were stationed at various locations throughout the city. In September of 1990, voluntary curbside recycling was initiated involving 1,500 homes in a pilot program. The program has since been expanded to all single family residences. Newspaper, aluminum cans and glass are collected weekly by City crews.

Commercial and residential phone books are accepted each fall at the Sanitation Department located at 2030 Bayard Street. Christmas trees are collected and used as mulch. The City recycles waste generated by its own operations, including paper, scrap metal, used motor oil, tires, aluminum cans, glass and newspaper. The City's fleet vehicle tires are recapped and reused as appropriate. Private firms, including Owens-Brockway and Newel Recycling, assist in the economy of the recycling program as these companies are located in East Point and process recycled materials as part of their operations.

### *Public Education*

The East Point Solid Waste Management Plan stresses public education and involvement. The Clean Community System, in cooperation with Georgia Clean and Beautiful, has developed programs for school age children. A "Waste in Place" program designed for kindergarten through six grade is endorsed by the Georgia Department of Education. "Waste: A Hidden Resource" has been developed for students in middle and high school. Browning-Ferris Industries (BFI), a waste handler operating in East Point has developed "MOBIUS Curriculum: Understanding the Waste Cycle. The City of East Point has requested that each school in the city offer such programs in their curriculum.

The City also sponsors road races, festivals, luncheons and clinics promoting recycling, waste reduction and beautification. CCS maintains a diverse membership that is divided into committees. Members participate in clean up projects, and address community groups and clubs on recycling and waste reduction topics. Southeast Recycling, Owens-Brockway and Newel Recycling are also instrumental in delivering these messages. East Point realizes that although recycling is vital, waste reduction at the source will be necessary to achieve cost reductions, both financial and environmental. The City's recycling program will be extended to multifamily communities and commercial establishments. The voluntary program will likely become mandatory.

### *Environmental Protection*

The Solid Waste Management Plan assesses the potential environmental impact of East Point's solid waste management system. The waste transfer station is located in an I-2, Heavy Industrial zoning district. The Zoning Ordinance now provides performance standards designed to minimize the potential negative impacts associated with certain uses. These standards control pollution and nuisances; emission of odor, dust, dirt and smoke; toxic gases and fumes; and liquid pollutants. State and federal laws and standards are referenced in the Ordinance. East Point's contract with Southern States specifies that the company's landfill must operate in accordance with all federal, state and local laws, rules and regulations.

### ***Assessment***

The East Point Solid Waste Management Plan (SWMP) establishes a number of initiatives designed to address the essential needs common to all Georgia municipalities, that is, to achieve a 25 percent reduction in solid waste. These initiatives are described below:

***Waste Collection.*** East Point's SWMP acknowledges that landfills will "continue to be an integral part of solid waste plans for a minimum of ten (10) years." However, a reduction in municipal wastes will be accomplished through more aggressive recycling, composting and reuse of discarded articles. This will be facilitated through public education, promoted in conjunction with programs of the East Point Clean Community System, Georgia Clean and Beautiful, Browning-Ferris Industries (BFI), Southeast Recycling, Owens-Brockway and Newel Recycling. East Point will also endeavor to reduce commercial wastes through recycling by requesting that commercial establishments recycle and become involved in the City's recycling projects.

***Waste Reduction.*** The Plan also highlights the importance of "waste reduction at the source." Reduction program initiatives include: (1) Informing the public of the need to buy in bulk; purchase environmentally safe products; buy products with packaging that can be recycled, use cloth diapers, shopping bags and napkins; and purchase long-life light bulbs and rechargeable batteries; (2) Expanding the recycling program to multifamily communities and commercial establishments; (3) Target additional materials for recycling; and (4) Establishing a regular schedule for collection of specific wastes such as batteries, used oil, cardboard, etc. to foster recycling; (5) Promoting backyard composting; (6) Evaluating the feasibility of volume-based collection rates and limited collection of yard waste. East Point will also institute measures designed to ensure that private collection companies become partners in achieving the 25 percent reduction goal. The City will require each company to submit tonnage figures so that progress may be measured.

***Waste Management Costs.*** The Full Cost Accounting Report submitted to the Department of Community Affairs will be reviewed annually and used as a tool to inform the public of the true cost of handling solid waste. Initiatives designed to reduce the cost of collection and disposal may encompass: (1) Composting of collected yard wastes, either in-house, under contract or through cooperation with another government entity; (2) Restructuring collection practices, methods and services; (3) Evaluating user fees annually; (4) Implementing a schedule of "one garbage pickup per week"; (5) Investigating privatization of sanitary services; and (6) Acquiring capital equipment through lease/purchase arrangements.

East Point solid waste management strategies do not envision creation of a sanitary landfill, incinerator or other alternatives to meet the City's waste disposal needs. Construction of a "waste-to-energy" plant was investigated in the 1980's, however East Point has no plans to build such a facility. Should this option again be considered, it would be pursued in cooperation with other entities, both public and private, due to the cost and magnitude of such as project. Siting of any future facility, such as a waste-to-energy plant, would consider such environmental limitations as floodplains, groundwater recharge areas and all applicable Department of Natural Resources Environmental Protection Division standards as well as impact on surrounding uses.

## ***Electrical Power***

### ***Inventory***

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. 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.

### ***Assessment***

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.

## ***Public Safety***

East Point Public Safety services encompass Fire, Police and Communications services and facilities. Each area is discussed below:

### ***Fire Department***

#### ***Inventory***

The East Point Fire Department is headquartered in the Law Enforcement Center located at 2727 East Point Street adjacent to City Hall. The Department is responsible for responding to all fire and emergency calls within the city. Fire, Emergency Medical Services (EMS) and Rescue services are dispatched from four stations at the following locations:

Station No. 1: 2727 East Point Street, adjacent to the Law Enforcement Center

Station No. 2/3: 3171 Norman Berry Drive

Station No. 4: 2222 Ben Hill Road

Station No. 5: 3949 Washington Road

Major personnel and equipment are assigned at the Stations as follows:

Station No. 1: One (1) Ladder Company and One (1) Rescue Company

Station No. 2/3: Two (2) Pumper Trucks and One (1) Reserve Pumper

Station No. 4: One (1) Engine Company and One (1) Rescue Company

Station No. 5: One (1) Engine Company and One (1) Reserve Pumper

Approximately 10 automobiles, vans, and one pick-up truck serve other needs of the Department.

The East Point Fire Department operates on a full-time, seven day week schedule. Crews work 24 hour shifts followed by 48 hours of time off. The Fire Chief is on-call 24-hours a day and is always back on-duty upon the sounding of a second alarm. At the end of 1995, the Department had 58 staff members trained as Emergency Medical Technicians (EMT)

and 14 members trained as Paramedics. The current number of paid Firefighters is 91, 24 of which are rated as "First Responder's." There are no part-time or volunteer personnel at the present time. In 1995, the Department responded to 2,349 fire calls and 4,819 EMS/Rescue calls for a total response to 7,168 calls. The Department is comprised of the following Officers and Firefighters with assigned duties as described:

Position	Number	Duties
Chief	1	Overall authority over the Fire Department
Deputy Chief	1	
Fire Marshal	1	Responsible for construction plan review & inspections
Arson Investigators/Inspectors	2	
Emergency Medical Service Director	1	
Training Chief	1	
Staff Assistant	1	
Battalion Chiefs ( Fire Commanders)	3	
Captains	4	Each is assigned to a Fire Station
Lieutenants	10	Two assigned to each Station (four assigned to Station No. 2/3)
Sergeants	15	Drivers for engines and other apparatus
<b>TOTAL</b>	<b>40</b>	

The Department currently has "response agreements" with College Park and Atlanta, as well as with Fulton County and nearby U.S. Army Post Ft. McPherson. In the event of a major emergency in any one of the jurisdictions, units could be dispatched from the other jurisdictions as required.

Each Fire Station within the East Point Fire Department is provided with an annual budget for capital and operating expenditures. The Captain of each Station is responsible for administering this budget.

Several committees have been established to assist in maintaining morale at a high level. A Chairman is appointed for each committee, and all members of the Department are encouraged to serve in capacities that best fit their individual interests. The following committees currently exist for the purposes indicated:

Committee	Role & Responsibility
Policy & Procedures Committee	Reviews departmental policies and recommends changes beneficial to the operation and morale of the Department
Uniform Committee	Recommends changes regarding departmental uniform policies and requirements in the use and wear of fire personnel uniforms
Research and Development Committee	Evaluates anticipated equipment purchases and makes recommendations designed to procure the best possible gear.
Video Committee	Video-tapes Fire Department graduation ceremonies, station renovation requirements, equipment details, special events, etc.

Personnel promotions are based upon the number of years service, number of years in grade, job performance, and the level of training accomplished. An assessment process is administered by an outside consultant under contract to the City for this purpose. A qualifying grade is given as a result of the evaluation process. All candidates are then ranked by the consultant and the City's Personnel Department, with strong consideration given to individual performance levels under criteria established by the Department.

Training is given major emphasis within the Fire Department and is under the direction of the Training Chief who produces a training manual with an outline of training requirements. A monthly training schedule is established at the beginning of each year with a complete training schedule published for each month of the year. This schedule lists the courses that will be available and the date of each course. In addition to training available through the Department, additional course work is available at the Fire Academy located in Forsyth, Georgia. Every Firefighter and recruit is provided with a written, "career path" plan to follow during their career with the East Point Fire Department. This career path

plan is based upon a particular area of interest, as selected by the individual. A list of required course work is established as a basic requirement for promotion purposes. College level courses, as well as those taught at the Fire Academy and within the Department, are offered. Each Firefighter is expected to meet basic levels of performance as set forth by the Department. Continuing assistance is given to each individual in an effort to build knowledge and skills in this profession.

In addition to basic firefighting courses, the Department has an on-staff, certified EMS Director certified in training personnel in EMS skills. The Department administers a mandatory Safety Driving Test that all fire personnel must successfully complete. Fire Company training exercise drills are performed each year to test the ability of the firefighters to perform as individuals and as a team.

Each of the Fire Companies are assigned the duty of performing specific routine inspections throughout the City of East Point. As an example, all fire hydrants are inspected and serviced on a six-month cycle. Each hydrant is coded with a record number for which a log must be maintained to indicate test dates, date of repainting, etc. Businesses, schools, churches, and other public establishments are also inspected every 6-months to assure that no code violations or other safety hazards exist.

In addition to maintaining service to the community for fire and rescue operations, the Department is also responsible for fleet maintenance of all City-owned vehicles and equipment. Maintenance and operation of the fuel storage facility is also an on-going responsibility of the Department.

Strong emphasis is placed upon other services to the citizens of the community. Upon request, an inspection will be made of any residential property to advise the occupants of unsafe conditions and to assist with a family, fire escape plan. An inspection will also be made for the presence of carbon monoxide in the residence. Programs are provided in the schools to emphasize fire safety and a "fire safety house" training tool is available and used extensively for the education of children in the community. It is anticipated that EMS courses offered to firefighting personnel will be made available to the public. The Fire Chief writes a monthly fire safety article entitled "Fireside Chats" used in the City Government newsletter and is available for use by other publications in the community.



### ***Assessment***

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. The East Point Fire Department has been given a "Class-4" Insurance Rating. A new evaluation is scheduled for the middle of 1996, and indications are favorable that a rating increase to "Class-3" will be granted. A preliminary report has recently been written favorably supporting this expectation. Improvements were noted for recent communications system upgrades, water system improvements, locations of fire station facilities, amount of firefighting equipment available, and training status of firefighting personnel. It is thought that further improvement in this rating to a "Class-2" rating could be possible with the addition of a station in the Camp Creek Parkway corridor. This would result in lower response time to calls in outlying areas of the city. Each improvement in this rating results in a reduction in insurance premiums payable by East Point residents and businesses.

This Department is considering offering the Safe Driving Test as a service to other City agencies. Creation of a "Fire Education Specialist" position is also being considered to promote fire safety throughout the city. This effort is expected to be especially effective in the education of East Point children.

Purchase of equipment is an on-going process for all fire departments as existing equipment wears out and newer methods and types of equipment become available. The addition of another ladder truck and crew would be helpful in improving the ISO Rating. The Department expects to purchase a "Quint" in the near future. This platform truck carries water in addition to other standard equipment, and requires only a four-man crew rather than the usual eight-man crew required on current standard equipment. The addition of an Advanced Life Support Engine (Paramedic Engine) could also serve as a Pumper Engine and would reduce response times. This piece of equipment, and creation of an additional Engine Company, would also enhance fire and rescue services throughout the city.

East Point's rather aggressive annexation policy has created the need for an additional Fire Station. This station must be located on or near Camp Creek Parkway, outside I-285 to ensure current service levels as this area continues to develop.

## ***Police Services***

### ***Inventory***

Crime statistics reveal a lower crime rate for East Point in 1994 relative to surrounding jurisdictions as reflected in Table 4-2. Total crimes committed fell 2.2 percent between 1990 and 1994, and as shown in Table 4-3, crime rates decreased each year with the sole exception of 1992. These statistics speak well of East Point police services, particularly since higher crime rates are often associated with urban areas, and larger cities seem plagued with higher crime rates. Of those cities around East Point, only Atlanta is larger, and only Atlanta, College Park and Hapeville are as urbanized.

The East Point Police Department is housed in the Law Enforcement Center located at 2727 East Point Street adjacent to City Hall. This three-story building containing a total of 64,000 square feet was completed in June, 1990 at a cost of over \$7 million. The Center also houses the Fire Department, Communications Department, Municipal Court and city jail.

The Police Department is comprised of the Police Chief, two Majors (Watch Commanders), three Captains, Six Lieutenants, 14 Sergeants and 81 Patrolmen, totaling 107 sworn law enforcement officers. A more complete tabulation of personnel is provided in Table 4-1. The only part-time employees are those serving as School Crossing Guards.

The Department is also responsible for the Sign Shop located on Plant Street in East Point. These personnel maintain and install municipal signs and lane striping of all streets.

Positions in the Department are advertised in the local newspapers. Applicants are given a written examination, background check, polygraph test, and physical exam. New employees receive a State mandated police officer training program. Upon successful completion of the program, the new officer is assigned to the Training Officer for a minimum 20-week period prior to receiving a permanent assignment. Other police officers receive a minimum of 20-hours of training at a regional training facility. Additional training is provided if appropriate. Currently, 11 officers are designated as Training Officers and one Lieutenant is assigned to training. Thirty-six officers are qualified as Intoximeter Operators to target DUI offenders. No formal system for promotions has been established within the Department.

The Police Department's automotive equipment consists of 32 "Black & White" patrol cars, 32 Detectives' cars, 4 vans and a one-ton truck used by the Sign Department. The Police Department utilizes a computer system for all police operations work. All communications are handled by the Communications Department which is a department outside the Police Department, and is covered elsewhere in this Plan.

Municipal Court chambers are located in the Law Enforcement Building. Every violation is handled in this building. The booking system utilizes the Police Department computer system. Minor violations are administered by Municipal Court. Major offenses, e.g., felonies and "bind-overs" are sent to Fulton County Grand Jury or State Court for resolution. In cases involving "community service," this system is also handled by the Police Department and can require work such as street cleaning, community clean-up, work in the recycling program and other similar projects. The probation system is under the direction of the Court and is administered by the Probation Department. The present arrangement allows for the holding of prisoners for up to one year. Longer term prisoners are sent to Fulton County for varying sentences.

The city jail is also located in the Law Enforcement Building. There are 12 holding cells with a total capacity of 75 persons housed for 24-hour periods. This facility can be expanded. The Jail Staff is composed of a total of 10 Detention Officers/Jailers who serve on three shifts per day. Five persons serve on the Law Enforcement Center maintenance staff performing work of building maintenance, custodial services, and jail cook. None of the prison staff are sworn officers.

Citizens of East Point may obtain a Georgia driver's license at the State Patrol Office located on Stonewall Tell Road in nearby unincorporated Fulton County or at Kroger grocery store locations in the area.

**Table 4-1  
East Point Police Department Staff  
July 1996**

Position	Full-Time	Part-Time	Sworn
Administration	5	0	3
Police Officers, Uniform Division	65	0	65
Detectives	31	0	31
Police Officers, Traffic Division	6	0	6
School Crossing Guards	0	7	0
Sign Crew	0	2	0
Police Academy Training	0	0	0
Detention Officers/Jailers	10	0	0
I.D./Records Clerks	7	1	0
Law Enforcement Center Maintenance	5	0	0
Unassigned	2	0	2
<b>Total</b>	<b>131</b>	<b>10</b>	<b>107</b>

Source: City of East Point Police Department, July 1996.

**Table 4-2  
Crime Rate per 1,000 Population  
1994**

Municipality	Crimes per 1,000 Persons
Atlanta	157.58
College Park	184.27
<b>East Point</b>	<b>122.17</b>
Fairburn	58.99
Forest Park	137.38
Hapeville	175.35
Jonesboro	86.66
Lake City	140.39
Morrow	332.63
Palmetto	30.29
Riverdale	103.68
Union City	169.21

Source: Metropolitan Atlanta Crime Commission, Inc., 1990-1994.

**Table 4-3  
Index of Crimes  
East Point, 1990-1994**

Year	Reported Crimes	Change	Rate Per 1,000 Persons	Change
1990	4,448	(6%)	130.72	(5%)
1991	3,491	(22%)	101.48	(22%)
1992	3,450	(1%)	100.59	(1%)
1993	4,595	33%	134.52	43%
1994	4,240	(8%)	122.17	(9%)

Source: Metropolitan Atlanta Crime Commission, Inc., 1990-1994.

### **Assessment**

The East Point Police Department is well-staffed and has the means and equipment to implement the organization's mission. As of February 1996, the Department was staffed with a full-time complement of 107 sworn Officers, fully trained to meet the City's current law enforcement requirements. This number of Officers provides an excellent ratio, exceeding three Officers per 1,000 residents. The International Association of Chiefs of Police has established a standard of 1.6 officers per 1,000 population.

Facilities and equipment are generally adequate and satisfactory to meet the needs of the East Point Police Department. In recent months, the staff has been increased to a level adequate to implement the work of the Department. It has been determined that a need for three additional Jailers exists. An increase in the size of the Drug Squad is considered desirable, with the addition of four Officers.

For those unfamiliar with its' operation, the existing Police Department computer system is difficult to use. However, system upgrades have been accomplished recently, and it is readily acknowledged that attempt to replace the system would create chaotic and unacceptable conditions.

New vehicles are needed for the Detectives Squad. Most of the vehicles used by Detectives are vehicles confiscated from individuals involved in illegal activities. These vehicles are not well-suited for uses required by the Department. Other vehicles, e.g., patrol cars, are generally replaced on an annual basis through authorization of City Council. Other equipment necessary to operation of the Department is considered adequate.

The Law Enforcement Center is well-maintained and well-designed to meet the needs of the departments located there. One exception is the city jail. If housing additional prisoners becomes necessary, an expansion of this facility will be required.

## ***Communications Department***

### ***Inventory***

The City of East Point Communications Center is located in the East Point Law Enforcement Center located at 2727 East Point Street, East Point. The Department maintains communications for all City of East Point departments, including the Police and Fire Departments. This encompasses operation of the City government telephone switchboard and maintenance of all of the City's telephone services, including repairs and billing. Independent ambulance service is provided through the "enhanced 911" emergency system provided by the City. Communications services are continued after normal working hours and also on week-ends and holidays. The Department serves as a major central "checks and balances point" for the City. Recently, the Department instituted the East Point "Home Page" on the World Wide Net of the computer Internet.

The Communications Center staffs three dispatch consoles, and has two additional units available for use in emergencies or use as additional personnel are employed. Each console is equipped with six radio channels, 911 screens, a 60-button call director, and computers connected to the Georgia Crime Information Center (GCIC) and National Crime Information Center (NCIC). The console also includes a paging system utilized by all City departments as well as service for Fulton County Government and School System. All telephone line and radio channel communications are recorded 24-hours each day. All of the Dispatchers are certified by the State of Georgia for GCIC/NCIC access and as Emergency Medical Dispatchers as proscribed under nationally recognized programs.

The Department maintains the records of all Police, Fire and EMS dispatches and all computer entries for "stolen" and "wanted" records. Statistical records are maintained for both the Police and Fire Departments. As a service to the business community, the Department monitors both burglar and fire alarm systems without charge.

The Department has a satellite dish system that receives information concerning the latest local weather conditions as well as national and global weather. This system permits continuous monitoring of weather systems to warn of impending, adverse weather conditions that could impact the community. The City is currently installing an early warning system that will also include voice communications to alert those in the East Point area of potential tornadoes or other emergencies.

In addition to the enhanced 911 emergency telephone service, the Department provides the "Are You OK?" service to the elderly or other handicapped persons. This service features a phone call to the enrolled elderly each day to ensure their welfare. If no response is received, East Point Police visit the residence to investigate the possibility of a problem.

The Center is a subscriber to the AT&T Language Bank as a means of assisting any non-English speaking callers. Also available is a published telephone line for serving the hearing or speech impaired through the TTY (Teletype) Service.

The Communications Center library contains extensive amounts of information useful to the various departments it serves. Information includes complete local and national listings of telephone numbers and crime information references through the Georgia and National Crime Information Centers. The library also provides a complete listing of vehicle identification numbers (V.I.N.'s) under the National Insurance Crime Bureau Vehicle Identification Assist Program and "criss-cross" telephone and address directories for the metropolitan area that allow cross-checks of telephones and addresses in emergency situations. All of these systems are computer accessed for quick response purposes.

### ***Assessment***

As the City's primary communications department, this group serves as a central coordination point to provide quick notification in any type emergency. The Department consists of thirteen employees. Two positions are now vacant because of the difficulty of finding individuals qualified to perform this demanding work at current wage rates. These additional employees are considered vital to continued improvement in the operations of the Department. The Center currently utilizes only three of five available communications stations. The stations are in service for three rotating shifts seven days per week, 24 hours per day. The two unused stations currently are available in emergency situations or as personnel are added. Additional qualified technicians are needed to staff these stations if current service level are to be maintained in the future.

As described above, the Communications Department is able to provide a broad range of services within the field of communications. Under present staffing circumstances, however, there is little or no room for improvement in the current "state-of-the-art" operation. The field of communications and electronics is constantly changing. As more sophisticated equipment become available, the Department must also change. In many instances, this will require expenditures for new equipment and software, as well as continuing employee training. Equipment life varies with use and technology. Under



present circumstances, computer systems have a life-cycle use of 5 to 8 years, radio transmitters, 10 to 15 years; and communications consoles, 10 to 15 years. Personnel of the Department are knowledgeable and dedicated individuals capable of serving the long-term needs of city government and the community. East Point must continue to provide the means necessary to meet future challenges through technological innovation and continuous staff training.

## ***Recreation***

### ***Inventory***

East Point formed a Recreation Advisory Committee whose purpose was to advise the Mayor and City Council of personnel and capital improvement needs of the Parks and Recreation Department. The Committee identified the mission of the Department as "To offer citizens a means of using their leisure time in a more constructive and beneficial manner, not only to themselves but to society as a whole." Structured programs, including organized athletic leagues, arts and crafts classes, special events and other programs were among the desired recreation activities. Non-structured programs, including free play basketball, weight training, walking and jogging facilities were also highlighted. The Committee indicates a need to continue to provide activity rooms for meetings, birthday parties, bridal and baby showers, family reunions, team banquets and other social activities. A corollary to the mission statement is that the City of East Point should provide facilities and programs to all segments of the population, ". . . offering program activities that are of interest to all age groups, all races, various economic levels, both sexes and the handicapped." In addition to professional personnel, the Committee cited well-designed and well-maintained recreation facilities as vitally important.

### ***Personnel***

The Committee calls attention to the structure of East Point's Parks and Recreation Department of the 1970's. The Department was staffed by a Director, Assistant Director, and Program Coordinator. The Committee recommends that the vacancy of the Assistant Director position be filled, and that the coordinator position be replaced with a Program Director and an Athletic Director. This would ensure that the athletic and non-athletic recreational needs of residents were addressed. In the recent past, the Committee believes that a proper balance has not been achieved with the emphasis being on athletics.

A Center Supervisor, Velodrome Manager and Softball Manager, each responsible for on-site staff supervision, program activities and maintenance of grounds and facilities are needed. Recreation Leader positions should be organized as follows: Two Athletic Leaders for organized athletic programs; a Special Populations Leader to implement programs for senior and handicapped citizens; an Arts and Crafts Leader; a Cultural Arts Leader; and a Special Events Leader to promote events such as Easter egg hunts, Halloween carnivals, Christmas pageants, crafts shows and other events. This organization will enable staff to identify the needs of residents, effectively plan, organize, publicize and administer programs in accordance with the Departmental mission.

Addition of two Building Custodian positions will bring total staffing of full-time permanent employees to 18. The Recreation Department had 24 such employees in 1973. Many recreation activities are seasonal, particularly programs for school aged children provided during the summer months. Accordingly, one Softball Aide is needed for 22 weeks, one Tennis Attendant for 15 weeks, and one Leader and seven Counselors for the Summer Playground for nine weeks.

### *Facilities*

*A "Westside" Center.* According to 1990 census figures, fully 50 percent of East Point's population is found in the Northwest and Southwest Planning areas. A Center should be built on the west side of the city to meet the parks and recreational needs of these residents. Land should be purchased for the Center as well as a ballfield complex to replace facilities displaced by construction of the new Tri-City High School. The Center should be designed as two separate wings to provide a more effective operation and separate athletic activities, that tend to be noisy, from other programs. One wing would house athletic facilities such as a weight room, dojo room, fitness room, game rooms, etc. The Center should also house the offices of athletic personnel supervising program activities offered at the Center. The other wing of the Center would address the non-athletic recreation programs, including arts and crafts programming, senior citizens' programs, organization meetings and program staff offices.

Construction of the Center will require identification of a site on the Westside. The site should accommodate two junior baseball/softball fields. The fields should be designed as a four field cluster, providing a press box, restrooms and concession stand. The chemigation program used at the City's other athletic fields should be adopted at the west side Center and an irrigation system installed and maintenance facility built during construction of the fields.

**Sumner Park.** The Sumner Park Center should be air-conditioned and heated to improve utilization of the basketball courts. This will also permit expansion of recreation programs at the Center to encompass volleyball, karate tournaments and other recreation activities. An indoor swimming pool is proposed for Sumner Park, allowing 12-month rather than twelve-week operation. A variety of activities are planned to ensure that all age groups will be given an opportunity to use the pool. These programs include water aerobic classes, swimming competitions, lessons and free swim. Other capital improvements include replacement of the kitchen, meeting rooms and game room at the Sumner Park Center and installation of a storm water drainage system to expand useable recreation space and protect an existing tennis court.

**Dick Lane Velodrome.** Located in the Northwest Planning Area is the South's only Velodrome. This facility was used by Olympic cyclists to train for the 1996 Centennial Olympic Summer Games in Atlanta. The velodrome continues to be used for major cycling events. It is situated in a neighborhood park that is primarily open space with the exception of Grayson Field, a baseball facility.

**Charles Green Center.** The Committee recommends that a large meeting room and kitchen be provided at the Center to accommodate many activities occurring there. Renovation of Clifford Burnett Stadium has enabled that facility to house the citywide youth football program. Facilities are needed for coaches meetings and training seminars, team mothers meetings, board meetings, parents meetings, and team banquets. The Center will also be used for basketball games once the all-weather track is completed. A game room for unstructured programs is also proposed.

Provided the four-field complex is built, the two ballfields at Green Center should be converted into a lighted practice football and soccer field. The playground drainage system for the playground, ballfields and stadium is not adequate and should be replaced.

**Sykes Park.** East Point's Sykes Park features six lighted tennis courts, six picnic shelters and a lit basketball court. However, no supervision is provided. A recreation center should be built in the Park which would serve west side residents. Construction of an indoor basketball court within the center would provide the Recreation Department with the same number it had prior to selling Jefferson Park. This would also replace the court that was demolished at South Park. As an alternative, basketball courts owned by Fulton County Board of Education could be used provided the Department is adequately staffed.

*South Park.* South Park has been sold to Woodward Academy, however, one regulation adult softball field and one practice field are available for East Point's adult softball program. Construction of additional fields, perhaps as many as eight could provide revenue to the Department as they would be available for league and tournament play. These fields should be lighted and could be added to a future park on Camp Creek Parkway.

*Center Park.* The Recreation Advisory Committee proposes construction of a soccer or all purpose field, a first-class playground and a picnic shelter at Center Park. This would represent reuse of a landfill location and would fulfill a currently unmet need for park land in this neighborhood.

### *Programs*

The Department began hosting a summer day camp in 1983 for approximately 130 five to 12 year olds, Monday through Friday between 9:00 AM and 4:00 PM. The camp is available on extended hours from 7:30 AM to 5:30 PM for an additional charge of ten dollars. This is an important program as nearly 20 percent of East Point households are single parent households and 77 percent of parents with children under 17 work. The fee for the two-week program is \$30.00, and a waiting list is maintained as children are often enrolled in consecutive day camp programs. Swimming and bowling are provided at an extra fee, though cooperation from area lanes sometimes make it possible for children to participate at no cost.

A Camp Director and 14 Counselors are hired on a full-time, temporary basis. Most of the staff are school teachers off for the summer months. Classes in self-esteem, art, sports and games form the curriculum activities. The Camp is designed to help working parents.

The East Point Recreation Department cooperates with Fulton County Board of Education. Hosting intermurals for junior high and non-varsity teams. An informal agreement exists through which joint use of facilities is made possible. A similar agreement exists with Woodward Academy in College Park. A Co-ed Softball League, including East Point and Woodward students, plays at South Park. The Department's summer programming schedule meshes well with the school schedule as schools are closed during the summer months.

The Department currently maintains 12 tennis courts, nine of which are lighted; three full, indoor basketball courts and one lighted, outdoor court; a football stadium; and seven ballfields, six of which are lit. Softball is a favorite activity in East Point; a Girls Youth League plays at Sumner Park, an Adult Softball League plays at South Park as well as church-sponsored leagues.

The Recreation Director sees a need for arts programming and has cooperated with the Fulton County Arts Council in providing programming. The Department is considering construction of ballfields on 25 acres at Connally Drive Park.

Seniors demand for recreation services has grown tremendously, consistent not only with a growing number of seniors but improved health as well. Groups attend functions at Clayton State College and attends programs held in Warner Robbins each year. The Department promotes an "RUOK" program for which seniors can register. They receive a daily call from the City's Communications Department to ensure they are in good health. Seniors also attend programs tailored to their needs at Fulton County's Bowden Center. Local churches deliver "Meals-on-Wheels" to East Point seniors.

### **Assessment**

East Point's current facilities place an emphasis on active as opposed to passive recreation. Even those activities characterized by the Recreation Advisory Committee as "non-structured" programs, emphasize supervised, indoor events. The City has a shortage of open space and parkland in nearly every Planning Area, but this shortage is particularly noticeable in the Northwest Planning Area which is primarily residential, and also in the Southwest Planning Areas. The Northwest Area contains numerous floodplain and low lying areas that for that reason, remain vacant. East Point should consider acquiring access easements along creeks and floodplain areas for the purpose of connecting community destinations, city parks and local schools. These "linear parks" could provide a trail system at very little cost to the City. They could form the basis of a pedestrian and bikeway system such as the Lionel Hampton Trail being developed between the Hightower MARTA station and Greenbriar Mall in Atlanta. The route winds through residential neighborhoods, taking advantage of vacant tracts and neighborhood streets. Concern for crime and loss of privacy are sometimes raised, however, property values can also be enhanced through the provision of such amenities.

The City should also seek dedication of private land for small neighborhood parks. These have the potential to unify the community, are often maintained by community groups and also can enhance property values and improve resident quality of life.

The recommendations of the Recreation Advisory Committee should also guide East Point's future program and budget decisions concerning parks and recreation facilities and programs.

## ***Hospitals and Other Public Health Facilities***

### ***Inventory***

The W.T. Brooks Neighborhood Health Center, a Grady Hospital Facility at 1636 Connally Drive, is located within the corporate limits of East Point. Brooks offers adult and pediatric medicine, immunization and family planning. The Fulton County Health Department and South Mental Health Center also provide care for adults and adolescents at this location. South Fulton Medical Center at 1170 Cleveland Avenue is the hub of the City's medical district.

### ***Aging Population***

The long term goal of most senior citizens, according to national and local surveys, is to remain within the family home, to "age in place," with access to specific types of assistance as needed. Variables affecting the ability of the aging population to fulfill this goal include income adequacy, health and long term care, housing conditions, and access to services and places. Planning a program of services to senior citizens requires an understanding and anticipation that both the type of service and the level of intervention will intensify over time.

Currently, the East Point population over age 60 totals 5,794 persons, or 17% of the population. By 2005, that figure will be 6,131, or 18% of the population base. By 2015, it is projected that one in four East Point residents will be age 60 or above. These figures are part of the national trend, and reflect the aging "baby boom" population, which, due to its sheer numbers, will likely have significant impact on public policy at all levels of government. Consequently, an important role of East Point officials will be to understand the changing needs of this population, and to develop or access services accordingly.

The Atlanta Regional Commission's Area Agency on Aging coordinates the delivery of comprehensive services to senior citizens, through a network of service providers at the county level. East Point is served by the Fulton County Division of Aging Services, which recently established the Bowden Multipurpose Senior Center on Church Street. The Bowden Center includes a pool and fitness center, informal classroom space for its enrichment program, and dining room where hot meals can be purchased. The facility offers a full schedule of health and fitness classes and provides access to medical staff through the W.T. Brooks Health Clinic, a Fulton County facility also located in East Point.

Affordable housing will be necessary for those who are no longer able or willing to remain in their homes. Access to health care services is another high priority issue. Many senior citizens live with chronic conditions, such as hypertension or arthritis, which require management, therapy and medication. As this segment of the population increases, a comparable increase in available services will be necessary. The Cleveland Avenue Corridor, anchored by South Fulton Medical Center, represents a prime location. Establishment of a multiuse facility, possibly containing housing, day care and medical support, should be evaluated.

Facilities presently located in East Point include Nelms House, a 100-unit elderly high rise on Connally Street, serving low and moderate income senior citizens. Residential and day care alternatives in East Point and nearby communities include the following:

**Senior Centers:**    **Bowden Center, Church Street, East Point**

    Camp Truitt Senior Center, Herschel Road, College Park  
    Fairburn Senior Enrichment Center, Milo Fisher Street, Fairburn

**Adult Day Care:**    Fellowship Senior Day Care, Janice Drive, College Park  
                            Progressive Life Center, Old National Highway, College Park

**Independent Living Facilities:**    **Nelms House, Connally Drive, East Point**

    Christian City, Union City  
    QLS Haven, Campbellton Road, Atlanta

**Personal Care Homes:** St. Thomas Manor, Washington Road, East Point  
Ware Avenue PCH, Ware Avenue, East Point

Jean Flynn PCH, E. Cambridge Avenue, College Park  
Hapeville PCH, Coleman Street, Hapeville

**Nursing Homes:** Bonterra Nursing Center, Felton Drive, East Point

Source: Atlanta Regional Commission Aging Information System, January 1996

### ***Assessment***

The wealth of medical facilities and services available to East Point residents far exceeds demand. However, considering the aging of East Point's as well as increases in median age, together with similar trends in the Tri-Cities and Atlanta Region, East Point has identified a market niche on which it intends to capitalize. While the City has no direct role in medical services provisions, it can facilitate a response to this growing market by soliciting additional health providers and fostering the growth of current East Point providers. Such steps can be achieved by expansion of the Cleveland Avenue Corridor medical district through amendments to the Future Land Use Map and Zoning Map as well as cooperating with service providers in identifying and promoting specific medical facility projects.

### ***General Government***

#### ***Inventory***

Most administrative activities of East Point city government are centered in City Hall at 2777 East Point Street. This historic structure houses:

Mayor's Office	City Manager's Office
City Clerk's Office	Finance
Accounting	Data Processing
Property Tax Office	Electric and Water (payment & customer service office)

East Point Municipal Auditorium sits behind City Hall and is the site of meetings of Council, Planning and Zoning Commission and other City boards, as well as other public events.



Five fire stations are located throughout East Point. Fire Station #1 is located at 2757 East Point Street, with Fire Administration in the same building. Stations #2 & #3 are in the same building at 3131 Norman Berry Drive and divide the areas which they serve. Station #4 is located at 2222 Ben Hill Road and Fire Station #5 is located at 3949 Washington Road. The City has entered into reciprocal response agreements with Fulton County College Park and Atlanta, as well as nearby U.S. Army Post Ft. McPherson for coverage of locations near their common borders.

The Law Enforcement Center located at 2727 East Point Street adjacent to City Hall houses East Point Fire Department headquarters, Police Administration, Communications Department, Municipal Court and city jail. The 64,000-square foot Center is a three-story building that was erected in 1990.

City Hall Annex is located at 3130 Martin Street in leased space leased in the International Office Complex. Included at the Annex are: Community Services, Public Utilities, Business Licensing and Planning and Zoning. The City Services Center is located at 3120 Bayard Street. Included here are: Purchasing, East Point's supply warehouse, Sanitation and Garage.

The Economic Development Office is located in the First Union Bank Building across Linwood Avenue from City Hall. The East Point Business and Industrial Development Authority (EPBIDA) maintains offices of the Buggy Works, immediately east of the MARTA station. Both economic development entities are housed in leased space.

### ***Assessment***

With construction of the Law Enforcement Center in 1990, many functions of East Point city government were centralized in the downtown, adjacent to City Hall, and consolidated a "municipal government" district. These facilities are centrally located and visitors may enjoy convenient access via MARTA. The consolidation of other city government offices is an issue facing East Point. This stems not only from a desire to realize cost savings, but also the need to place related functions in close proximity. Cooperation among the Department of Community Service, Economic Development Office and EPBIDA may be facilitated through centralization in shared offices. This centralization should be evaluated further, particularly as it could have a revitalizing effect on the downtown, and could create new levels of interdepartmental cooperation as well as enhance efficiency.

## **Educational Facilities (public & private)**

### **Inventory**

All elementary schools serving East Point include pre-kindergarten programs. These schools are:

Brookview	3250 Hammarskjold Drive
Conley Hills	2580 DeLowe Drive
Mt. Olive	3353 Mt. Olive Road
Oak Knoll	2626 Hogan Road
Parklane	2809 Blount Street.

There are two Middle Schools for area students, including:

Paul D. West	2376 Headland Drive
Woodland	2816 Briarwood Boulevard

Tri-Cities High School serves East Point and other communities and is located at 2575 Harris Street in the East Planning Area. Tri-Cities High offers the following vocational or career technology programs:

- Business/Cooperative business education
- Cooperative Internship
  - Apprenticeship
  - Cosmetology
  - Culinary Arts
  - Diversified Technology
  - Electronic Media Production
  - Family Resource Management
  - Graphic Communications
  - Marketing

Private schools located in East Point include the following:

- Clark Atlanta University Headstart at Cleveland Avenue and Chaney Street
- Romar Academy at 2148 Newnan Street
- Berean Elementary School and Greater Atlanta Adventist Academy at 2581 Dodson Drive
- Pathway Christian School at 1706 Washington Road

Bedford Christian School at 2619 Dodson Drive  
Southwest Montessori, Inc. at 2715 Chaney Street  
Early Learning Center at Mt. Olive and Duke of Gloucester  
Christ Lutheran School at 2719 DeLowe Drive

Adult education classes are offered at Tri-Cities School in the evenings. These classes include 150 subjects and are of four to six weeks duration. The subjects are rotated throughout the Fulton County School system and range from foreign language to ballroom dancing to computer technology.

Atlanta Christian College offers post secondary education at facilities located on Ben Hill Road in East Point.

### ***Assessment***

The City of East Point has no direct control over education services as this is the responsibility of the Fulton County Board of Education. The Board of Education operates on the basis of a published, five-year Facilities Plan. The impact of that plan on schools in East Point is described below, together with aspects of East Point's school age population based on data provided in that Plan.

East Point officials do, however, possess the ability to influence the Board of Education and advocate their position through such groups as the Parent Teachers Association. An issue that has plagued East Point and South Fulton generally is the perception that the schools in these areas are somehow inferior to schools of other jurisdictions. In fact, the Inventory & Assessment data of this Plan does suggest that, at least in terms of test scores and percentage of students completing higher education, the perception may be justified. East Point officials and residents alike, therefore, believe that the impact of such perceptions can have a devastating effect on the City's ability to attract families and businesses. Significant improvements have been made, particularly with construction of Tri-Cities High School and its magnet program. There is a need to achieve additional progress, and in that regard, a need for the City to assume a leadership role in promoting improved communication among the School Board, local school officials and the community. Volunteerism may accomplish great things in this area and the City has established as an important education objective the convening of cooperative meetings with the two groups to generate a dialogue on a range of issues that impact the quality of public education in East Point.

According to the Local Facilities Plan, 1995-2000, published by the Fulton County Board of Education (September, 1995), East Point's elementary schools had a 1994-1995 school year need for 30 Instructional Units (I.U.s) or classrooms. Under the "Proposed Organization," which allocates students by school location, the need for classrooms in school year 1999-2000 will total 167. This projection will require construction of four schools to be located throughout the Tri-Cities area, that is, Hapeville, College Park and East Point. A "shortage" of classrooms based on student attendance or FTE, Full-time Equivalents, factors used by the school system exists at Paul D. West Middle School. The reported shortage of three classrooms does not require construction of an additional school.

Tri-Cities High School, serving students from Hapeville, College Park and East Point, has utilized trailers as temporary classrooms. Tri-Cities is also a "magnet" school, accepting students from throughout Fulton County. Richard Holder, Executive Director for Planning, Research and Development, indicates that the magnet program has been responsible for the crowded situation at Tri-Cities. In a June 1996 interview, he stated that changes in the magnet program could alleviate that crowding in the future. He does not anticipate, nor does the Fulton County Board of Education plan, any new construction of high school facilities in East Point.

The Facilities Plan and Mr. Holder offer interesting insights into East Point's population dynamics as reflected in student enrollment. He indicated that since students in the magnet programs were driving enrollment totals upward in recent years, and those students originate from throughout the County, this did not reflect population growth within East Point.

The numbers presented for elementary school enrollment may indicate student enrollment growth beyond the period of the Facilities Plan, after 2000. These students would be local, and the Board's numbers reflect population projections of this Comprehensive Plan which show an increase in household size. They also indicate a lower median age for new arrivals to East Point and a decrease in numbers of persons beyond the family forming ages. The City must continue to monitor enrollment and classroom size as this elementary school age population advances through the system.

Another set of statistics contained in the Fulton County Board of Education Facility Plan provide insights not available from U.S. Census, both in terms of their date of collection and collection method. School systems perform an actual headcount, annually. The following data then provide a profile of student population by race. They are being

provided because City of East Point officials earlier believed that East Point was experiencing an influx of Hispanic population. This, as measured by actual headcounts in the city's elementary and middle schools, is not being reflected in student enrollment.

The data, in fact, reflects the projections for Hispanic population derived during the cohort survival calculations for this population. Those calculations projected a doubling in the Hispanic population from one percent to two percent over the planning period. Recorded growth in Hispanic student enrollment was 0.9 percent between school year 1992-93, during which Hispanic enrollment was 1.1 percent, and 1995-1996, when it was 2.0 percent. Projected over a 20 year period, Hispanic student enrollment could reach 7.0 percent by 2015, a significant change. However, the student population in East Point elementary and middle schools in school year 1995-96 was 6,636. This is approximately 18 percent of the Atlanta Regional Commission's projected population of 35,143. Assuming the parents of the school age children constitute another 18 percent, (assuming an average family size of four for families with school age children – if that figure is higher, the impact of Hispanics on the general population totals is reduced) total representation of Hispanics, projected above at 7.0 percent in 2015 would be 2.5 percent. This is based on the growth rate of a population that comprises approximately 36 percent of the population. Again, this is consistent with the projected doubling, to 2.0 percent of total population, of the projections of this Plan. Other considerations, such as the possibility that Hispanic parents of the school age children accounting for Hispanic enrollment increases were already accounted for in the 1990 Census and ARC projections within the 1.0 percent of total population, would drive the growth rate for Hispanics derived from the Board of Education data even lower.

Growth in student enrollment between school year 1992-93 and 1995-96 was 1,125. Comparing student enrollment to total population, the impact of this 20.4 percent increase in student population on East Point's total population is reduced to 3.85 percent. Further offsetting the "apparent" population growth based on student enrollment is population decline in many of the remaining age cohorts of the population. For example, between 1980 and 1990, 11 percent of the population in age ranges 40 - 69 years old was lost. For the school age populations, corresponding to the 0-9 and 10-19 age cohorts, net decreases in total population are projected. Among persons aged 0 - 9, population projections suggest that from a baseline of 5,436 persons at 1990, totals will peak at 6,158 by 2000, and then decline sharply to 4,707 by 2015. Net change in population will therefore be a decline of 729 children. For the older school-age population, between the ages of 10 and 19, total population will decrease between 1990 and 2000 from 4,757 to 4,661; and decrease again between 2000 and 2015, to 4,713. Moreover, within this age segment, further deterioration in the schoolage population must be anticipated due to increased likelihood of dropouts among children between the ages of 14 and 19.

### Student Racial Composition

School	Caucasian	African	Asian	Hispanic	Native Indian	Multi-Racial	Total
<b>1992-93</b>							
Brookview	1.4%	91.4%	4.9%	2.2%	0.0%	0.2%	648
Conley Hills	9.0%	90.1%	0.4%	0.1%	0.0%	0.3%	677
Mount Olive	2.1%	97.5%	0.1%	0.0%	0.1%	0.1%	708
Oak Knoll	8.7%	89.9%	0.8%	0.5%	0.0%	0.2%	652
Parklane	16.7%	80.5%	1.4%	1.2%	0.0%	0.1%	723
Paul D. West	18.2%	78.1%	2.3%	1.2%	0.0%	0.2%	1,089
Woodland	2.1%	92.6%	3.3%	2.0%	0.0%	0.1%	1,014
<b>1993-94</b>							
Brookview	0.3%	91.6%	4.5%	2.0%	0.1%	1.5%	796
Conley Hills	5.9%	92.1%	0.1%	0.1%	0.0%	1.6%	673
Mount Olive	2.2%	97.1%	0.0%	0.0%	0.4%	0.2%	801
Oak Knoll	8.0%	89.8%	0.5%	0.6%	0.0%	1.1%	636
Parklane	13.5%	82.5%	1.6%	1.4%	0.0%	1.1%	645
Paul D. West	15.4%	80.6%	2.1%	1.4%	0.1%	0.4%	1,144
Woodland	2.2%	91.7%	2.7%	3.1%	0.0%	0.3%	1,058
<b>1994-95</b>							
Brookview	0.5%	93.4%	2.8%	2.0%	0.0%	1.3%	853
Conley Hills	5.6%	92.2%	0.5%	0.1%	0.1%	1.4%	783
Mount Olive	1.1%	97.5%	0.1%	0.2%	0.1%	0.9%	809
Oak Knoll	7.5%	88.7%	0.3%	1.9%	0.0%	1.6%	680
Parklane	11.2%	84.6%	0.8%	1.2%	0.0%	2.1%	722
Paul D. West	13.1%	80.8%	2.9%	1.7%	0.0%	0.9%	1,154
Woodland	1.7%	89.7%	3.5%	4.6%	0.1%	0.5%	1,005
<b>1995-96</b>							
Brookview	0.3%	96.5%	0.8%	1.4%	0.0%	0.9%	864
Conley Hills	3.7%	93.8%	0.2%	0.9%	0.0%	1.3%	910
Mount Olive	1.4%	97.2%	0.0%	0.3%	0.1%	1.0%	940
Oak Knoll	6.6%	89.9%	0.1%	1.2%	0.0%	2.2%	772
Parklane	8.9%	86.9%	0.4%	2.1%	0.0%	1.8%	845
Paul D. West	11.6%	82.4%	3.0%	2.5%	0.0%	0.5%	1,249
Woodland	1.2%	90.5%	2.6%	5.0%	0.3%	0.4%	1,056
<b>TOTALS</b>							
1992-93	8.7%	88.0%	1.9%	1.1%	1.0%	0.1%	5,511
1995-96	5.0%	90.6%	1.1%	2.0%	0.1%	1.1%	6,636

## ***Libraries and Other Cultural Facilities***

### ***Inventory***

East Point has several locations which fit this category. They are:

East Point Branch, Atlanta/Fulton County Public Library, 2770 McGhee Way

East Point Historical Society offices, 1785 Norman Berry Drive

East Point Railroad Museum, 1595 Cleveland Avenue

East Point Municipal Auditorium, 2777 East Point Street (behind City Hall)

East Point Clean Community System "Keep America Beautiful Rose Garden" at 1930 Headland Drive near Sumner Park, adjacent to the Dick Lane Velodrome.

In addition to these facilities is the H.J.C. Bowden Senior Multi-purpose Facility, operated by Fulton County, is located at 2585 Church Street. The Facility is available to anyone 55 years old and older, regardless of residence. It offers seniors a variety of activities, including swimming, aquarobics, exercise, arts and crafts, music lessons and self defense. The facility also hosts a Travel Club. Seniors are treated to special events, such as holiday parties and health fairs. A health clinic is also located in the Multi-purpose Facility.

The National Archives and Records Administration, Federal Records Branch and National Archives facilities are also located in East Point at 1557 St. Joseph Avenue. The Federal Records Branch is a storage area for government records such as federal court files. Sixty employees manage seven-acres of documents.

The National Archives contains two collections. One is original source documents dating from 1716 and compiling genealogical and census information for the eight southeastern states. The other collection is comprised of 70 reels of micro-film. The Archives is managed by 12 staff members. Information maintained there was accessed by 14,000 people in 1995. Most research is related to family histories.

The Federal Records Branch is a storage area for government records such as federal court files. Sixty employees manage seven-acres of documents.

The National Archives contains two collections. One is original source documents dating from 1716 and compiling genealogical and census information for the eight southeastern states. The other collection is comprised of 70 reels of micro-film. The Archives is managed by 12 staff members. Information maintained there was accessed by 14,000 people in 1995. Most research is related to family histories.

### ***Assessment***

The Atlanta/Fulton County Public Library and the City of East Point are cooperating to construct a new branch library in downtown East Point. This facility will replace the East Point Branch on McGhee Way.



## Element Five: HOUSING

### *Introduction*

A combination of housing data, considered in the context of population trends and projected land use patterns, tells a story of the current state of housing in East Point. It can suggest opportunities for public intervention best suited to market realities and consumer demand. This element inventories recent and current housing indicators, whether single family or multi-family, the age and condition of housing, vacancy rates and the cost of housing in East Point. An assessment of such information follows and forms the basis of a strategy for addressing housing demand over the next twenty years.

### *Inventory*

*Housing Type.* In 1970, fully two-thirds of the housing in East Point was in the single-family market. This ratio approached equilibrium by 1990, witnessing a ten-point increase in multi-family units to a total of 43.7 percent of the market. This relatively small change, just ten percent over a twenty year period, indicates stability in the single-family market which is ordinarily a desirable circumstance.

Table 5-1  
HOUSING UNIT TYPES  
East Point

	1970	Percent	1980	Percent	1990	Percent
Single-Family Dwellings	8,650	66.7%	10,516	67.1%	8,663	56.3%
Multi-Family Dwellings	4,321	33.3%	5,146	32.9%	6,721	43.7%

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

*Housing Age and Condition.* One measure U.S. Census uses to indicate the age and, therefore, condition of the housing supply is the percentage of units built prior to a certain year. For the 1990 census, the reference year was 1939. In 1990, the percentage of all housing units in East Point that were built before 1939, was higher than the state percentage. As Table 5-2 indicates, the supply of housing across the state continues to be rebuilt. In 1970, 30.0 percent of the total supply of housing in Georgia was comprised of units built before 1939. By 1990, this figure had dropped to 9.2 percent. Although East Point had a "newer" supply of housing than the state in 1970, the city has failed to renew its housing stock through rebuilding. By 1990, East Point had a higher percentage of housing units built prior to 1939 than did the state. This is an indication of a lack of new home construction often associated with dynamic growth. It could also indicate deterioration of the housing supply as older units usually require increased maintenance.

U.S. Census also records information about the percentage of housing units lacking complete plumbing. As Table 5-2 demonstrates, nearly every housing unit in East Point has adequate plumbing. This indicator is actually not particularly useful in assessing housing conditions as most urban areas of the country provide sewer service, and the vast majority of all units have complete plumbing.

**Table 5-2**  
**AGE AND CONDITION OF HOUSING**  
**East Point and Georgia**

	Units built before 1939			Units lacking complete plumbing		
	1970	1980	1990	1970	1980	1990
East Point	16.4%	10.4%	11.4%	1.0%	1.0%	1.0%
Georgia	30.0%	16.0%	9.2%	13.8%	1.9%	1.2%

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

A housing assessment completed by Fulton County in 1988 revealed a high incidence of housing deterioration relative in East Point relative to other south Fulton cities. Much of this was thought to be confined to a mobile home park in the southeast quadrant of the city. A windshield survey indicates that the vast majority of the city's single-family and multi-family residences are well-maintained. However, significant pockets of deterioration exist. Housing conditions within each of the city's Planning Areas are discussed below:

*East Planning Area.* Housing in the area extends from just north of East Point's southern border at Virginia Avenue to Willingham Drive. Here, a pocket of single-family residences are closely bordered by industrial uses with virtually no buffering of incompatible uses. Approximately one in three units are significantly deteriorated. Small apartment communities are found here, and these appear to be in good condition.

A second area of housing is found along Sylvan Road, extending south and west to Martin, and just to the rear of commercial and institutional uses on Cleveland Avenue. The mobile home park mentioned above contains many deteriorated units. Most of the deteriorated single-family housing is bordered by Washington Avenue, Randall Street, Cleveland Avenue and Bayard Street, with about one in three units in serious deterioration. Multi-family communities are found here, including the public housing community east of Norman Berry. All appear to be in good condition.

Living conditions in the two pockets of deteriorating housing are further compromised by a lack of property maintenance and code enforcement. Improper storage of vehicles, that is, parking on unpaved areas, is prevalent. The lack of adequate buffering between dissimilar uses south of Willingham greatly impacts resident quality of life.

A noticeable improvement in housing, including larger unit sizes and property maintenance, occurs north of Cleveland Avenue. Residential areas extend from Harris Street at Tri-City High School eastward to the city limits near Sylvan Road. Industrial uses border this "Jefferson Park" community, however, this industrial area is more attractive and does not present the conflicts with residences found south of Willingham. With few exceptions, the good housing conditions in this area make it a desirable neighborhood.

*Central Planning Area.* Housing in this area is typical of older urban areas, with small unit sizes on small lots. In fact, most of the historic homes are located in the Central Planning Area as it is adjacent to the original town center. Industrial redevelopment at the turn of the century eliminated much of the housing immediately east of downtown. Housing north of Washington Road appears to be in good condition with a few exceptions.

Beginning at the southern city limits at Vesta Avenue, south of Washington Road and east of Taylor Avenue, there are many small apartment developments interspersed among single-family residences. Several of these are currently undergoing facade renovation. Areas around Jones Street and Chapman, Farris and Dunlap avenues have scattered instances of poor property maintenance. Housing east of LaRose at Taylor is a little older than the more suburban neighborhoods in the western portion of this planning area, and are not as well-maintained. Another residential area in which units are older and situated on smaller lots is in the northern section of the planning area, just south of Lakewood. Scattered instances of deterioration exist, and the area should be monitored to ensure conditions do not decline.

Housing west of Church Street is in good condition, to the western edge of the planning area at DeLowe Drive. This area features single-family homes on half-acre lots with rolling hills, particularly along Clovenhurst and Kimmeridge drives. This type of neighborhood extends north to Headland Drive, picking up again just across Connally Drive. Smaller unit sizes are characteristic of homes north of Connally. DeLowe Place, a large multifamily cooperative, is located at Headland and DeLowe. A significant apartment community, bisected by Stanton Road, is very well-kept and provides housing options for a large number of families and individuals.

*Northwest Planning Area.* Housing in this area is really suburban living with most units built in the 1960's, 1970's and 1980's. Solid residential neighborhoods are found throughout most of the area, along Ben Hill, Headland, Plantation, Connally, Dodson and Redwine. Virtually all units are well-maintained. Few apartment units are found here as this very low density area features large lots and substantial unit sizes. An multifamily community at Headland and DeLowe, DeLowe Place, has been renovated recently under a cooperative ownership program. As expected, single family units and lot sizes tend to decrease toward the east portion of the planning area, however, most sections resemble suburban communities. The only visible evidence of deteriorating conditions in the vast majority of this area is found along Ben Hill Road, just north of Washington Road. Commercial pressure from this corridor appears to be having an effect on housing quality. Washington Road is an area in transition, and many of the housing units that have not yet converted to commercial use are showing signs of deterioration. A number of apartment communities along this route are in good to excellent condition. If a proposed widening is accomplished, many of the single-family units would be demolished.

*Southwest Planning Area.* This area also has a suburban character with areas of luxury homes and solid residential neighborhoods along Stone Road, Redwine Road, Duke of Windsor, Prince George Street and Duke of Gloucester. Similar to the Northwest Planning Area, this area also has a strong separation of single-family and multi-family housing. The few apartments found here are primarily along Washington Road. There are many apartment developments in the southern end of the area, all appear to be in good condition. An isolated residential neighborhood is located east of Washington, accessed by Carmel Drive and Janice Drive. This area does not contain deteriorated units, however, because of the potential impact of commercial uses on Washington Road, the existence of many undeveloped home sites in the area and blighted residential areas just outside East Point; conditions in this area should be monitored.

*Owner and Renter Occupied Units.* An interesting statistic is the percentage of single-family housing units that are actually owner-occupied. In 1970, this figure was 86 percent; in 1980, 68.6 percent; and 76.7 percent for 1990. The low 1980 percentage could reflect a large number of rental, single-family units which were either demolished or converted to duplex units by 1990, which would also explain the drop in total single-family dwelling units between 1980 and 1990 evident in Table 5-1.

Table 5-3  
HOUSING OCCUPANCY COMPARISON  
East Point and Georgia

	1970 Owner to Renter Ratio	1980 Owner to Renter Ratio	1990 Owner to Renter Ratio	1990 Owner Vacancy Rate	1990 Renter Vacancy Rate
East Point	1.41	0.95	0.99	2.5%	19.8%
Georgia	1.57	1.86	1.85	2.5%	12.2%

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

Owner/renter ratios depicted in Table 5-3 are very telling for the East Point housing market. They portray a picture consistent with the population dynamics of white flight. In 1970, the number of owner-occupied units was 7,435 compared to 5,272 renter-occupied units, or a owner/renter ratio of 1.41. By 1980, this figure fell to 7,214, even though the total number of single-family units rose to 10,516. The 7,577 rental units in the 1980 housing market, a gain of 2,305 from 1970 explains, in part, the existence of an additional 1,866 single-family units in the supply. A marginally higher vacancy rate in single-family units in 1980 may explain the remainder. In any case, the owner/renter ratio in 1980 fell to .95, indicating that more housing units were rental than were owner-occupied. By 1990, this ratio had risen marginally to .99, roughly at equilibrium. Meanwhile, the state saw a relative surge in home-ownership rates, rising from a ratio of 1.57 in 1970, to 1.86 in 1980. Both East Point and the state witnessed little change in their respective ratios between 1980 and 1990. Significantly, however, the state, with more than six out of every ten units owner-occupied, had already attained a housing ownership mix most observers would argue is desirable.

*Vacancy rates.* The most significant trend for East Point is the vacancy rate in the rental housing market. As shown in Table 5-4, the vacancy rate for renter-occupied units in 1970 was 4.8 percent. This rate doubled by 1980, and quadrupled by 1990. Fully one in five rental units was vacant. Significantly, the existence of this many units out of the housing market could drive up monthly rents in East Point's rental market. It also suggests an unstable, and perhaps unsafe, living environment as fully-occupied neighborhoods are typically safer neighborhoods. Vacancy rates for owner-occupied units did increase over the period, however, not substantially compared to the rental housing market.

Table 5-4  
**OWNER AND RENTER OCCUPIED UNITS**  
**East Point /Georgia**

	1970	1980	1990
Owner-Occupied Units	7,435/836,323	7,214/1,216,459	6,643/1,536,759
Renter-Occupied Units	5,272/532,902	7,577/655,193	6,730/829,856
Vacancy Rate Owner-Occupied	0.7/NA	1.8/NA	2.5%/2.5%
Vacancy Rate Renter-Occupied	4.8/NA	8.3/NA	19.8%/12.2%

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)  
 U. S. Bureau of the Census, 1970, 1980 and 1990.

Table 5-4 provides data concerning housing tenure, that is, information about housing unit ownership. East Point's renter-occupied units increased 43.7 percent between 1970 and 1980, but decreased 11.2 percent between 1980 and 1990. Owner-occupied units decreased 2.9 percent between 1970 and 1980, and decreased 7.9 percent between 1980 and 1990. In Georgia, the number of renter-occupied units rose 22.9 percent between 1970 and 1980, and by 26.6 percent between 1980 and 1990. Owner-occupied units increased 45.5 percent between 1970 and 1980, and increased 26.3 percent between 1980 and 1990. The State figures, of course, reflect housing growth relative to East Point, however, they also reflect higher levels of owner occupancy. Owner-occupancy levels in Georgia have risen from 61.1 percent in 1970 to 65 percent in 1980, to 64.9 percent in 1990. East Point levels were 58.5 percent in 1970, 48.8 percent in 1980 and 49.7 percent in 1990.

*Housing Cost.* At the beginning of the historical data inventory period, 1970, East Point housing values and median housing rents compared very favorably with Georgia as each index exceeded state figures, Table 5-5. Measures of the quality of the housing stock, how attractive the rental stock might be, may be indicated by relatively high housing prices and high rental rates. These can be reliable indicators of "good" neighborhoods. In 1980, the city's housing supply still compared well with the state. This is not unexpected, housing values in urban and suburban markets, of which the East Point housing market is both, ordinarily exceed rural housing markets. The state's housing market is made up of urban, suburban and large rural areas.

Despite this, by 1990, housing value positions reversed, and statewide housing values overtook those in East Point. Even rental rates approached parity. It could be said that housing values in East Point did not keep pace with appreciation in the remainder of the state. Even though East Point housing values nearly doubled between 1980 and 1990, values throughout the state more than tripled. This could be evidence of a deteriorating market; it could also indicate that new construction levels in East Point did not match those of the state. The above comparison of the age of housing stock suggest some of this disparity lies with the latter, that is, the age of the East Point housing supply exceeds that of the state because new construction has not been sufficient to push the average age of housing up to statewide levels.

**Table 5-5  
COST OF HOUSING  
East Point and Georgia**

	1970		1980		1990	
	E. Point	Georgia	E. Point	Georgia	E. Point	Georgia
<b>Owner Median Value</b>	\$18,800	\$14,600	\$34,200	\$23,100	\$64,500	\$71,300
<b>Renter Median Rent</b>	\$94	\$65	\$196	\$153	\$369	\$344

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)

**Table 5-6  
HOUSING STOCK  
East Point**

	1970	Change '70 -'80	1980	Change '80 -'90	1990
<b>Total Year-Round Units</b>	13,123	20.6%	15,832	-1.0%	15,671
<b>Single Family</b>	8,650	21.6%	10,516	-21.4%	8,663
<b>Multi-Family</b>	4,321	19.1%	5,146	30.6%	6,721
<b>Manufactured Housing</b>	152	11.8%	170	68.8%	287
<b>Total Occupied</b>	12,707	16.4%	14,791	-10.6%	13,373
<b>Total Vacant</b>	416	150.2%	1,041	120.7%	2,298
<b>Owner Occupied</b>	7,435	-3.1%	7,214	-8.6%	6,643
<b>Percent of Total</b>	58.5%		48.8%		49.7%
<b>Renter Occupied</b>	5,272	43.7%	7,577	-12.6%	6,730
<b>Percent of Total</b>	41.5%		51.2%		50.3%
<b>Vacancy Rate</b>	3.2%		6.6%		14.7%

Source: Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994). Atlanta Regional Commission 1994 estimates for total year-round units were 15,657; total occupied units, 13,421; and a vacancy rate of 14.3 percent.

## ***Public Housing***

The East Point Housing Authority operates five public housing communities. A total of 485 units are located throughout the City. These include: Hillcrest Homes on Stanton Road, 100 units; Washington-Carver Homes located on Washington Street, Washington Avenue and Washington Circle, 100 units; O.J. Hurd Homes, located on Randall Street and Holcolm Avenue, 35 units; Martel Homes, located on Calhoon Street, John Freeman Way and Maria Head Terrace, 150 units. Apartments in these communities range from one to five bedroom units. Two of the units are being used as tenant's association offices, one at Washington-Carver Homes, the other is located at Martel Homes. Two units at Washington-Carver Homes are also being used as a day care center.

The Housing Authority also operates the Nelms House senior high rise at 1600 Connally Drive. Nelms House has 100 apartments and includes efficiency, one and two bedroom units.

Currently, there are 21 vacant units. The Housing Authority maintains a waiting list and typically accepts applications for housing every three months. An East Point Police Officer has been assigned to the Housing Authority and has been successful in helping identify and evict problem tenants. New rules enable the Authority to evict any tenant after one offense.

The East Point Housing Authority does not have a specific rehabilitation program. However, there is a constant need to refurbish units, for new equipment and for landscaping.

The East Point Housing Authority is governed by a five-member Board, all of whom are residents of East Point and appointed by the Mayor. The vacancy rate in East Point's public housing communities is less than five percent. The system is well-managed and officials do not anticipate major operational changes or new construction at this time.

In addition to these public housing units, a number of subsidized units are available to low income residents at locations throughout the city.



### ***Assessment***

On an historical basis, home ownership levels in East Point are cause for concern. Stable, single-family neighborhoods can be eroded by a significant decrease in home ownership, such as occurred between 1970 and 1980. This is particularly true since home ownership levels fell relative to the state's record for that same period. Equally disturbing is the absolute decrease in the number of single-family housing units between 1980 and 1990, a loss of 17.6 percent. This could mean that these units were converted to duplex or multi-family use, or that they were demolished. Either circumstance usually indicates a condition of decline. Certainly, a decline in the supply of single family housing in an economy expanding as rapidly as that of the metropolitan area and the Southeast, cannot be viewed as healthy.

More housing units have been lost in East Point in the past five years than have been built. However, the numbers are not significant. The trend in East Point since 1980 has been toward more rental units. As incomes continue to lag relative to Fulton County and the state, future demand for single family units may be weak. The market for multi-family rental housing should be strong. This projection is substantiated by the continued strength of the rental market in East Point, which has demonstrated rental rates above state averages, while median home values have lagged behind those statewide.

An emphasis on rental housing is also related to the lack of locations for single family residential development. Infill development on scattered sites has had limited success in the region. In addition, much of the vacant land annexed recently by East Point is slated for commercial and light industrial development. Toward the end of the planning period, the City may have annexed well beyond the current city limits, particularly westward on Camp Creek Parkway. It is unlikely that the immense acreage involved in that level of physical growth could be absorbed by the commercial and industrial sectors, and a significant market for residential subdivisions could develop.

The focus of housing development favored by the City of East Point and recommended in a series of downtown redevelopment studies is downtown housing. Development of townhouses and condominiums, cluster homes, senior housing, zero lot line units, and "granny" suites are among the options East Point is considering. Housing in the downtown offers the vital "presence" of a 24-hour community, as well as a market for commercial development. Better utilization of MARTA rail would be an important result provided an

attractive environment can be created to stimulate market demand for medium and high density housing in an urban environment. Many newcomers to the Atlanta region are accustomed to densely developed downtowns that encompass housing. East Point residents already use MARTA at rates significantly higher than those for Fulton County. These factors reinforce the recommendations for downtown housing, and suggest that the City develop a strategy for creating an attractive setting in combination with developer incentives.

A second priority for East Point decision makers is the high rental unit vacancy rate relative to owner occupied units. In 1990, one in five rental units were vacant. This not only creates a blighting influence on the community, the high number of units taken off the market may be contributing to the relatively high rental rates. A priority of the City should be code enforcement in conjunction with rental rehabilitation programs. Renovation of existing units offers the advantage of creating housing in areas currently provided public infrastructure and services, including public transportation.

#### *Projection of Housing Units by Type*

A comparison of the number of single family and multifamily housing units found in East Point in 1990, accounting for the 1990 vacancy rate of 14.7 percent, roughly approximates the number of East Point households in 1990. Since 1990 is the most recent, and therefore, most accurate indication of housing totals and ratios by housing type, that is, single family or multifamily units, that year was used as the base year for projections. An assumption of two positive trends were also used: (1) an incremental decrease of one percent (1%) in unit vacancy rates at each five-year interval, achieving a conservative 9.7 percent by 2015 (the rate was 6.6 percent in 1980 and 3.2 percent in 1970); and (2) an annual increase in the ratio of single family units, reaching 61.3 percent by 2015 (the ratio was 67.1 percent in 1980 and 66.7 percent in 1970).

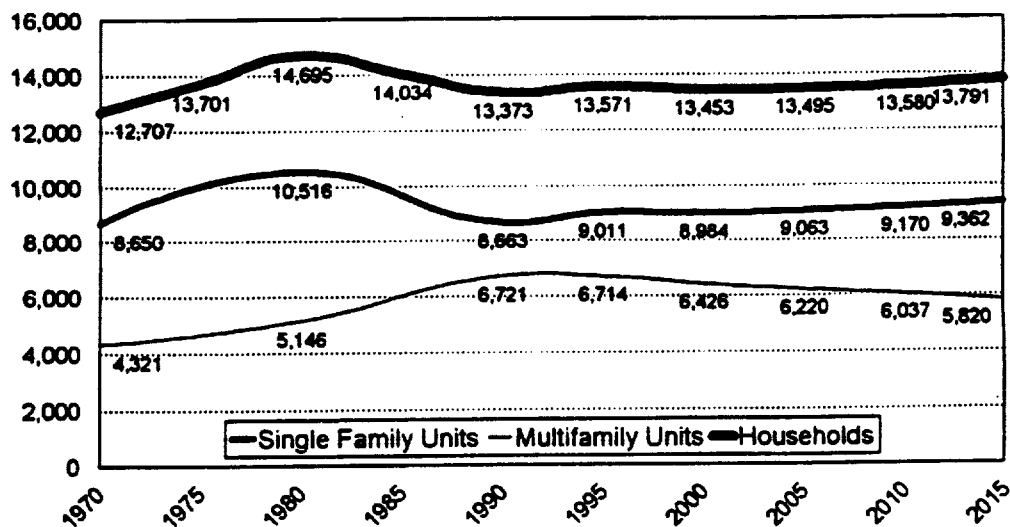
The number of households is based on U.S. Census and Department of Community Affairs data. This information is marginally lower than population projections cited earlier in this Plan, and actual housing demand could prove to be somewhat higher. Table 5-7 presents information on the number of single family, multifamily and total housing units through 2015. This information is also presented graphically.

**Table 5-7  
Housing Projections by Unit Type  
East Point**

Year	Single Family	Multifamily	Total Units	Households
1970	8,650	4,321	12,971	12,707
1975	NA	NA	NA	13,701
1980	10,516	5,146	15,662	14,695
1985	NA	NA	NA	14,034
1990	8,663	6,721	15,384	13,373
1995	9,011	6,714	15,725	13,571
2000	8,984	6,426	15,410	13,453
2005	9,063	6,220	15,283	13,495
2010	9,170	6,037	15,207	13,580
2015	9,362	5,820	15,182	13,791

Source: US Census, Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994); Projections by Community Relations PLUS.

**Future Housing Needs by Type  
East Point, Georgia**



The assumptions used in the above projections, in addition to the underlying assumption of limited population growth over the planning period, are firmly rooted in City policy incorporated in this Comprehensive Plan. The assumption of decreasing vacancy rates is consistent with planned code enforcement and housing rehabilitation initiatives. These will be achieved through a focused program led by the Department of Community Services.

The assumption of increased single family unit ratios is based on land use and zoning policy. Several areas of the city have been designated as single family residential uses on the Future Land Use Map. The Plan also specifies a number of areas of East Point that should be downzoned from multifamily zoning districts to single family zoning districts. In fact, the only new areas of multifamily development promoted by the Plan are housing development in support of the Cleveland Avenue medical district and the downtown. Growth in single family units will occur as infill development on vacant tracts throughout East Point and in townhouse development downtown.

According to these projections, an additional 321 single family units will be needed by 2000; 507 by 2010; and 699 by 2015. These numbers are relative to 1990 totals. Realistically, the number of multifamily units will not likely decrease as is projected. Multifamily units are often substantial commercial investments and do not ordinarily succumb to demolition. In fact, field inspections in East Point suggest that renovation of multifamily units is occurring. In a growth environment, multifamily units would be absorbed and perhaps, units added at a slower rate compared to single family units. Two other factors affect the prospects for multifamily housing in East Point. The first involves income projections which suggest that the demand for rental housing will strengthen. The second involves actions the City may take to encourage interest in home ownership and single family unit development as well as actions, such as the map amendments discussed above, that limit opportunities for multifamily development.

Beyond policy considerations and governmental initiatives focused on increasing homeownership and development within the City, external forces could conceivably impose increases in demand unanticipated within the scope of the analysis. Such a scenario might be the arrival of a major employer from outside the region, whose relocated staff requires housing in quantities exceeding available inventory of homes or undeveloped

land. Additionally, during the 1980's, segments of the Camp Creek corridor had been evaluated by residential developers for planned unit development. The realization of either of these situations would generate household growth in excess of present projections. While the likelihood of these scenarios is not factored into this analysis, it is strongly recommended that land use and zoning policy anticipate these developments.

The City of East Point has very direct authority and control over code enforcement and zoning administration, areas critical to realizing the projections concerning housing type. In addition, target figures for each index, single family ratios and dwelling unit vacancy rates are, based on historical data, conservative estimates.

## Element Six: LAND USE

### *Land Use Classification*

This element addresses land use patterns, that is, how such activities as housing, shopping and factories are distributed around East Point. Land use is simply what activities take place on the "land." The Department of Community Affairs has established eight categories of land use. These are (1) Residential, (2) Commercial, (3) Industrial, (4) Public and Institutional, (5) Transportation, Communications and Utilities; (6) Parks, Recreation and Conservation; (7) Agriculture and Forestry; and (8) Undeveloped. For the purposes of this Plan, these eight categories will be adopted and reflected on the Future Land Use Map. Each is defined below:

1. Residential. The Department defines this land use as "*The predominant use of land is for single-family and multifamily dwelling units.*" One characteristic that distinguishes single family neighborhoods from multifamily neighborhoods is density, a measure of the number of units on a given area of land, usually expressed as units per acre. Densities for multifamily neighborhoods are virtually by definition higher than for single family neighborhoods. Services such as street network, utilities and transit are more heavily used in higher density areas. Accordingly, planning and developing such services in multifamily areas must account for the greater system loads associated with higher density.

2. Commercial. This category is defined by the Department as "*land dedicated to non-industrial business uses, including retail sales, office, service and entertainment facilities.*" Hotels, restaurants, shopping centers and banks are examples of commercial land uses.

3. Industrial. The industrial land use category encompasses "*manufacturing facilities, processing plants, factories, warehousing, distribution and wholesale trade facilities.*"

4. Public/Institutional. This land use category designates certain federal, state and local government uses such as city halls, police and fire stations, libraries, post offices, schools and military bases. Colleges, churches, cemeteries and hospitals are included in this category. Public facilities such as parks and recreation areas are grouped in a separate category, as are public landfills which fall under the industrial land use category. Office buildings that may contain government offices are classified as commercial land uses.

5. **Transportation, Communications and Utilities.** Electrical power plants, rail facilities, airports, communications towers, public transit stations, telephone switching stations are encompassed by this land use, referred to as TCU.

6. **Parks, Recreation and Conservation.** Public and private land reserved for active (such as ball fields) or passive (such as nature trails) recreation are classified under this land use category. Other examples include playgrounds, parks, nature preserves, wildlife management areas, national forests, golf courses, and recreation centers.

7. **Agricultural and forestry.** This land use category includes land dedicated to farming such as fields, feed lots, pastures, livestock, fish farms as well as timber or pulpwood production.

8. **Undeveloped.** This category represents uses on land that has never been developed and land that has been developed, but has since been abandoned, such as deteriorated industrial areas. The category also includes woodlands or pasture land that is not in actual production, and vacant portions of residential subdivisions or industrial parks and water bodies.

The Georgia Department of Community Affairs recommends a land use classification system that further divides these categories into a second tier of land use, assigning specific land uses within each of the eight categories. An adaptation of this system is being adopted by East Point and is presented in the Appendix. Essentially, the East Point system classifies Residential uses as either single family residential, single family attached residential or multifamily residential. Commercial land uses are classified as general commercial, highway commercial, general office, hospitality or medical office land use categories. Industrial uses are classified as either light industrial or heavy industrial. The remaining five land use categories are not broken down further.

### ***Existing Land Use Map***

The Existing Land Use Map provides information concerning activities found on various parcels of land throughout East Point. It is a "current conditions" document. The Map is important as it defines the development pattern in the city and the amount of land occupied by each land use. This is vital to projecting future land use patterns and the need for land in various use categories to accommodate development projected for East Point. For

example, should market analyses indicate that warehousing and distribution operations, "light industrial land uses," represent development potential, then land designated for light industrial development must be available. Furthermore, this land must be available in parcel sizes and locations that meet the needs of this market. In our example, this likely means superior and direct access to the interstate, and may mean the availability of rail. The Future Land Use Map portrays land use patterns and configurations that are thought to best reflect future market demand for various land uses. These land use patterns and configurations must also present an efficient utilization of East Point's land resource, conform to its plans for infrastructure improvements, and be consistent with goals and objectives of the Comprehensive Plan. Both maps appear at the end of the Land Use Element.

### ***Land Use Assessment***

This assessment deals with numerous aspects of land use and development in East Point. The section focuses on historical development patterns, land use density and public infrastructure, blighted or transitional areas, total acreage developed in each land use category, desirable land use change, market forces and public policy affecting development, environmentally sensitive areas and options available for future growth. It also presents a review of East Point's land development controls and the comprehensive plans of Fulton County, Atlanta, College Park and Hapeville.

#### ***Historical development patterns***

East Point's earliest development centered around the downtown with businesses, industry and homes sharing space in the central core. When industrial enterprises expanded, residential uses were forced out of the core area, primarily to the area immediately west of downtown. As the city grew, residential development continued to push west. This section of the city is almost exclusively residential. Neighborhoods also developed east of the significant industrial core. East Point was at one time Georgia's seventh largest city based on this industrial expansion.

Retail and commercial uses were established along Cleveland Avenue and Washington Road and East and West Main Street. These commercial corridors were later joined by limited areas along Headland Drive and eventually, Camp Creek Parkway.



East Point's industrial base at one time extended north nearly to the city limits in the Empire Industrial District and south along the railroad, Central Avenue and Willingham Drive to adjoining Hapeville. A large warehouse district developed along Sylvan Road, Milledge Street and Oakleigh Drive, also in the northern section of the city.

East Point's industrial base has eroded significantly in the past several decades. Many structures are abandoned, creating a blighting effect on a significant, central corridor. This circumstance, perhaps more than any other, contributes to a negative image. The dilapidated structures, together with the possibility of contaminated sites, drive up the cost of redevelopment. Their presence also must certainly deter developers and investors that might otherwise be interested in adjoining properties and projects. Most significantly, the structures are visible at the northern approach, one of two interstate interchanges, and at Norman Berry Drive, the airport gateway. They also detract from the downtown's image. The Martin Street Industrial Corridor National Register Historic District is adjacent to the downtown and contains structures renovated for reuse as offices and the MARTA station. No MARTA station south of Atlanta's Five Points station has spawned attractive, new development and East Point's is no exception.

East Point has done a remarkable job of preventing commercial encroachment into residential neighborhoods. Large blocks of single family residential neighborhoods present a suburban character in many areas, particularly in the Northwest and Southwest Planning Areas, with multifamily development limited to arterial streets at the margin of single family neighborhoods.

Newly annexed areas in the western portion of the city are largely vacant. Established uses have set the stage for additional high quality office and perhaps, distribution uses. This is expected, since Camp Creek Parkway is a major arterial connecting the Fulton Industrial District with Hartsfield Airport. While upscale homes are found just outside the city limits, much of this area lies within the airport flight path. Future residential development can be expected to occur to the west in subdivisions radiating out from Camp Creek. In the long term, perhaps beyond the planning period, East Point may continue to annex toward Fulton Industrial Boulevard. As the city moves closer to that area, uses can be expected to move again toward warehouse and distribution, consistent with that District and Atlanta's regional role.

### *Land Use Density and Public Infrastructure*

East Point is an urban area with a population density approaching that of neighboring Atlanta, 2,493 and 2,990 persons per square mile, respectively. However, high rise development is certainly more the exception than the rule. Several hotels, a Seniors tower and South Fulton Medical Center are among the handful of multistory buildings, all of which are less than ten stories. In terms of available land though, vacant tracts are not readily available. If large tracts in the newly annexed areas are excluded, only scattered sites remain in residential settings and the abandoned industrial parcels.

As an established industrial city that at one time could be characterized as a "free standing community," East Point is well-served by infrastructure and public services. New areas of the city along Camp Creek Parkway are the exception to this. Development there could require additional police and fire capacity as well as sanitation services. Many streets are already in place, and individual developers can be expected to address water and sewer service extensions as development occurs. Given recent development activity, the danger of "rapid development" threatening to outpace infrastructure capacity is not at issue.

### *Blighted or Transitional Areas*

As discussed, the core industrial areas of East Point present a considerable blight along the railroad line traveling north and south through the city, and to the southeast as the line goes on to Hapeville. Much of this land is abandoned and those parcels can be classified as vacant. Its redevelopment may represent the largest challenge facing City leaders. This is due to the availability of vast tracts of raw land in College Park and in unincorporated Fulton and Clayton. These alternate sites enjoy superior access to both the interstate system and to Hartsfield, putting the East Point parcels at somewhat of a disadvantage.

This area though, could be characterized as transitional as a portion could be redeveloped in hospitality uses and here the locational advantages accrue to East Point. The area bordering Virginia Avenue, known as the Old Fourth Ward, enjoys proximity to the airport, the interstate and a growing hospitality district as well as being situated at the gateway to Atlanta.

One other significant transitional area is the frontage along Washington Road. City leaders support the "four laning" of this arterial. That could spur conversion or even elimination of remaining residential units and improve the retail market. Cleveland Avenue is also under development pressure, particularly that related to the medical services industry. However, that area has been a commercial corridor for some time, and, in that sense, is less transitional.

Similarly, plans for downtown encompass a "transition" to housing development and associated retail services. This too, however, is less of a transition as retailing is an historic use of downtown. The anticipated housing is "zero lot line" development targeting an urban, public transit population. In that sense, it is not a transition to residential uses as much as it is introducing residents into a retail and commercial environment.

#### *Total Acreage in each Land Use*

The total land area of East Point as reported in the 1990 Census was 13.8 miles, approximately 8,928 acres. The majority of this, 4,210 acres, is developed in residential use. Of this, 400 acres are in multifamily development. Only scattered sites accounting for about 50 acres are available for "in fill" housing development. Some of this acreage may be in the floodplain and should be considered for preservation as public park land.

Land developed as commercial uses comes in second with 1,058 acres. Although five shopping centers are distributed throughout the city, "strip commercial" development accounts for most of the acreage. Industrial land uses occupy some 978 acres in East Point.

Public and institutional uses are situated on approximately 187 acres of land in East Point. Transportation, Communications and Utilities, including public right-of-ways, are distributed across 1,282 acres. The largest single use in this category is the City's electrical utility system, occupying just under 25 acres.

Parks, recreation and conservation areas comprise over 269 acres in East Point. No major county, state or national facilities are located in the city, and the ratio of parks and recreation land to population is below national standards of 6.5 to 10 acres per 1,000 residents.

Agricultural uses are located on 168 acres in East Point. Significant undeveloped tracts are located in newly annexed areas, outside I-285. This land, approximately 480 acres, is planned as office and warehouse/distribution uses. Such uses are consistent with market demand for this area served by Camp Creek Parkway and the I-285 interchange, and well-connected to Hartsfield Airport. Since the area is in the flight path, residential uses are considered incompatible. The proximity of Greenbriar and Shannon Malls, as well as limited market demand, may preclude this otherwise well-suited location from retail development. It may appear as though airport travelers would use retail opportunities at this location, however, most air travelers are looking for the fastest way in and out of Hartsfield, with not much evidence of associated retail demand.

Abandoned industrial land is plentiful in East Point. Some 75 acres are available on tracts well-served by rail and surface transportation. However, as mentioned earlier, the vast acreage available surrounding the airport, and actually created as a result of airport expansion, have an extremely strong, negative impact on the marketability of abandoned sites in East Point.

Very few vacant residential tracts exist. These are limited to individual lots, likely totaling less than 50 acres. In terms of redevelopment options, razing of dilapidated structures and rebuilding represent a better opportunity to expand the residential land use base in East Point.

### *Desirable Land Use Change*

East Point has several opportunities to foster positive changes in land use. These are the Downtown, the Industrial Corridor and the Old Fourth Ward. Each is discussed below:

*Downtown.* Nearly all cities have recognized the value of downtown housing. Not only does it bring the security of a 24-hour environment, it also creates a captive market for retailers and entertainment establishments. Pedestrian character associated with such development tends to attract visitors, further enhancing retail offerings and revenues. Virtually all downtowns which have experienced renewal contain a vibrant housing sector. This opportunity is heightened in East Point by proximity to the MARTA station. This facility enhances the attractiveness of downtown for future residents.

An important companion policy is creation of that pedestrian environment. The public spaces, sidewalks and streetscapes are improvements that are most appropriately addressed by local government. Improving these can make the area attractive and encourage property owners to make improvements. This approach also applies to links to MARTA, both from the west in the downtown, and the east in the Martin Street Industrial Corridor Historic District containing structures rehabilitated as office buildings. The success of northside office parks could be duplicated if public sector, East Point and MARTA, investment in pedestrian amenities were accomplished. This "package of improvements" and resulting uses would represent a more appropriate use of the downtown which is now primarily comprised of churches, banks and vacant lots.

*The Industrial Corridor.* The market for structures along the railroad in East Point may be gone forever. Reuse in a variety of ways may be appropriate. Possible reuses of those buildings that are sound include loft housing and artists studios. While the market may be limited, nearby Atlanta's Marietta Street and Castleberry Square are evidence of some strength in this market segment. Many spin-off business opportunities may be affiliated with such uses, including tourism.

Business incubators are attractive to start up firms in need of low cost building space. The office market on the southside is generally weak, however, other businesses could be attracted to locations where low cost space is available in large buildings that have been subdivided to better fit companies seeking small space. As nearby Candler Warehouse testifies and 20 percent plus vacancy rates document, this market has been historically weak. However, as demand strengthens, preparations now could pay dividends in the future.

One option the City should consider in transferring the industrial acreage into a more desirable use is a strategy pursued by many older urban centers facing abandonment. That is, to enhance the dilapidated areas by creating park land on old industrial sites. Probably nothing is more difficult to market than a deteriorated industrial building on an urban lot. Cities have created "green" areas that enhance their public image, eliminate local eyesores and provide facilities to residents. The configuration of the sites in East Point lend themselves to creation of linear parks. Given the location of the MARTA rail station, this could yield an added benefit to commuters and visitors.

*Old Fourth Ward.* This mix of industrial and residential uses is reminiscent of a company town, except that many major employers are gone. Better housing options could be offered elsewhere in East Point. The City should work diligently to identify a group of developers interested in contributing to a major redevelopment of this area. No other municipality has the opportunity, in terms of land so well-situated, as that found in the Old Fourth Ward. Once sufficient developer interest is generated through aggressive marketing of a unified development plan, the East Point Business and Industrial Development Authority could use its redevelopment powers to acquire property. Commercial uses, particularly hotels, restaurants and night clubs would be a more appropriate use of this land.

### *Market Forces and Public Policy*

Many related topics have been discussed under *Desirable Land Use Change*. Market forces on the southside have already demonstrated a propensity for leapfrogging older areas. Recent growth in Henry, Coweta and Fayette is testimony to that. Obviously, the inner ring of cities must be more aggressive than they have been in the past. A positive factor for East Point is the end of expansion of Hartsfield Airport. Coupled with the upcoming "airport area comprehensive plan" to be initiated by Atlanta, perhaps developer interest will expand. Also a factor is international interest in the Region, brought into focus by the Olympics. One legacy for the southside may be an acceleration of demand. The importance of the airport cannot be overstated. The fact that local developers have traditionally avoided the southside must appear a mystery from Amsterdam, Frankfurt, Tokyo and Hong Kong. It is also possible that travel times and costs will become much more evident to a regional population that is said to endure some of the worst commuting times in the nation. The Olympic visitors could certainly bring that into focus. In any case, GA DOT has stated that the region can no longer "widen its way out of traffic jams." Finally, continued in-migration to the region includes people accustomed to urban environments. This fact alone may focus demand on the region's inner ring.

Should this prove close to reality, East Point must create an environment that can capture this growth. In the economic assessment, it has been stated that the development arms of the City do not currently function in a spirit cooperation. No consensus exists as to what should be done or how it should proceed. In terms of local development policy, this stands out above all else. The City must convene the necessary public forums designed to reach a consensus through discussion and debate. Once this is accomplished, local financial institutions should be consulted to ascertain the level of support for a variety of initiatives proposed by the development agencies of the City of East Point. The necessary development tools and incentives must be identified, funded, and made available. These resources may be brought to bear on the three areas discussed above: the Downtown, the Industrial Corridor and Old Fourth Ward.

Private market forces are already at work along Cleveland Avenue and Washington Road. On Cleveland, a transition to medical uses is being driven by SFMC. This will likely continue and may be enhanced by the enforcement of current ordinances designed to ensure quality development. This includes a sign ordinance in particular, as such commercial corridors have the potential to become very unattractive without enforcement of a strict ordinance.

This also applies to Washington Road which is a developing commercial route. Market forces, particularly should the four lane become a reality, will likely create pressure for numerous curb cuts and sign permits. The City should consider a mix of land uses that maintains residential development, particularly the quality apartments found there now, as well as other uses. Washington Road will be more attractive, and local residents better served, by a mix of uses. This applies to the visual impact and the range of services available. Typical C-2 (Highway Commercial) uses, specifically automobile repair, should be resisted as they tend to create a significant blighting influence, and do not primarily serve local neighborhoods.

### ***Environmentally Sensitive Areas***

These are primarily limited to portions of the newly annexed areas. Current controls should be enforced along with state regulations to protect wetlands and flood plain areas. East Point's site plan review process and the Soil Erosion and Sedimentation Control Ordinance will ensure that these environments are protected.

One of the reasons some vacant tracts remain in East Point's residential areas that are otherwise developed is that they are located in a floodplain. As discussed elsewhere in this Plan, (Section Three: ***Implementation Strategy***, Strategy "O"), these sites should be considered for pedestrian trails, secured by dedication or easements. Such sites could help address the deficiency in open space, and enhance the livability of East Point neighborhoods.

### ***Future Growth Options***

Two options are available to East Point, either (1) redevelop abandoned industrial sites, the Downtown and the Old Fourth Ward or (2) encourage new development in undeveloped areas along Camp Creek Parkway. There is also a need to foster "in fill" residential development on vacant or lots containing dilapidated structures. One view is East Point must do it all; the other is that any city can only afford to do so much.

The reality is that cities respond to market opportunities as they are presented. Office, commercial and industrial growth will tend to "pay for themselves," particularly since East Point derives income from water and electrical sales. In the absence of considerable investment by the City in redevelopment projects to propel either the Downtown, the abandoned Industrial Corridor or the Old Fourth Ward, these areas will not undergo significant change. The undeveloped areas outside I-285 are however, more likely to develop "on their own."

The choice is not whether East Point should encourage infill versus expanding infrastructure to new areas, rather it will be dictated in large measure by the private market. Given the different realities for the two locations, redevelopment or new development, the City should focus its energies on redevelopment while being prepared to address public infrastructure investment in that opportunity that first presents itself. Commitment to actual land assembly or public infrastructure improvements in any of the redevelopment options should only come in conjunction with commitments of private market developers. It is possible to establish redevelopment plans and policies in anticipation of development. These actions, in fact, foster development. However, actual expenditures in significant infrastructure improvements, particularly those associated with the Old Fourth Ward, must await the commitment of private partners. No contradiction exists, as the development planned for the new areas is pay as you go development. Should development proposals requiring substantial investments arise, the City has little choice but to respond, provided they are quality, desirable developments consistent with plans for the new areas. In the meantime though, administrative and marketing resources should focus on the redevelopment opportunities as they will likely require the most energy and resources, and are better served by current public improvement and services.

#### *Land Development Controls*

In assessing "regulations. . . the community intends to use to guide patterns of land development," East Point's land use and development controls were evaluated. Recommendations for amendments to the various controls are discussed here and in Section Three: Implementation Strategy.

*Impact of Zoning on Land Use.* Zoning ordinances remain one of the strongest tools for implementing comprehensive plans. For that reason, a review of the East Point Zoning Ordinance was performed. The impact of zoning on land use stems primarily from the permitted uses of the various zoning districts. The districts of the East Point Ordinance are discussed below:

**AG-1 Agriculture District.** Most of the permitted uses of this district are consistent with the stated purpose, that is, *"to provide for agricultural and low density residential development, and to ensure that open and/or sparsely developed areas of the city are not the subject of premature, scattered and uneconomical growth patterns."* As addressed in the purpose of the I-1 District, areas must be *"free from incompatible. . . activities. . . which would preempt land intended to be preserved for light industrial uses in order to achieve a*



*favorable balance of land uses within the city.*” Though preservation of agricultural land may not be a priority of East Point, it is unclear why service, medical, health and related uses would be permitted in sparsely developed areas of the city where market demand would be low. To some extent, the same question applies to educational facilities, recreational uses and religious, and fraternal facilities in an agricultural area. Permitting single family residences and other permitted uses on 20,000 square foot lots hardly qualifies them as viable agricultural properties. The City should reconsider the permitted uses of this District or eliminate it all together in favor of more specific zoning. If a “holding zone” is sought, particularly for relatively undeveloped annexed areas referred in the AG-1 District, the most restrictive residential district could be used.

**R-3 and R-4 Multifamily Districts.** Both the R-3 and R-4 Multifamily District permit single family dwellings. This “cumulative” zoning practice reduces the ability of multifamily development to concentrate in areas that should be the beneficiary of enhanced public infrastructure investment in streets, water and sewer capacity, public transit and other community facilities and services. It is also counter to a policy of protecting single family neighborhoods since reducing land available for multifamily development places increased market pressure from multifamily developers on these neighborhoods.

East Point should consider incorporating the “Supplementary regulations for the R-T Resident townhouse district” into the R-3 and R-4 districts to improve multifamily developments. Such provisions as sidewalks, common areas, landscaping; unit acoustics and private yards could benefit renters of these developments as well as it does owner-occupants of the townhome developments.

**R-5 Mobile Home Park District.** The off-street parking requirement for this District is two (2) parking spaces for each mobile home. The requirement for all other dwellings as provided in Article E of the Ordinance is one and one-half parking spaces per dwelling unit. This apparent disparity is indefensible.

**C-1 Neighborhood Business District.** The stated purpose of this district is to *“provide those convenient shopping goods and services required by the neighboring residents and to exclude other uses which might have a detrimental effect upon residential usage.”* However, the district is all but exclusive. A number of uses are permitted that are not typical of “neighborhood” commercial uses, on the contrary, such uses depend on a far broader market. Examples of these, as numbered in the Ordinance, are: (2) Automotive, boat and trailers, sales and service; (3) Building materials and farm equipment; and (13) Transportation and storage. The last category encompasses commercial parking lots and

parking garages which are permitted in a range of commercial zoning districts in East Point. None of these uses fall under the umbrella of *convenient shopping goods and services required by the neighboring residents*. In fact, each of them, particularly the commercial parking lots, can have a significant, *detrimental effect upon residential usage*.

C-L Commercial Limited District. The purpose of the District is to provide "*high quality and professional service enterprises free of conflicting and distracting uses*." Neither automotive, boat and trailers, sales and service nor commercial recreation and entertainment uses appear consistent with this purpose.

C-R Commercial Redevelopment District. The purpose of the District is to "*encourage innovative, functional, aesthetically pleasing. . . development of the most compatible and desirable mixed-use pattern of retail, commercial service, institution and residential land uses which are primarily pedestrian and public transit oriented*." Initially, this appears as a wonderful district for development of downtown East Point. However, a number of the permitted uses bear no relationship to the tenets of the stated purpose of the District. Again, automotive, boat and trailers, sales and service and transportation and storage uses are often not *aesthetically pleasing*, nor are they *primarily pedestrian and public transit oriented*. With the exception of public parking lots, for example, those associated with MARTA, there is nothing pedestrian about commercial parking lots.

I-1 Light Industrial District. The stated purpose of the District is to "*provide for light manufacturing, assembly, packaging and warehouse operations, free from incompatible residential, commercial and heavy industrial activities not directly serving or compatible with the light industrial uses, which would preempt land intended to be preserved for light industrial uses in order to achieve a favorable balance of land uses within the city*." The permitted uses of the District are examples of uses that can preempt land intended to be preserved. These incompatible activities, as numbered in the Ordinance, include: (3) Agriculture and forestry: nurseries, greenhouses and truck gardens; (4) Animal care facilities; (5) Automotive, boat and trailers, sales and service; (7) Commercial recreation and entertainment; and (23) Services: Engineering and architectural offices, and Finance, real estate, insurance offices and financial institutions.

The range of permitted uses in the I-1 District makes it appear as though it has been amended to accommodate any use that comes along over a period of many years. Finally, use number (16) Mining, even though it is limited to "*dirt, sand and soil*," can have tremendous negative environmental and visual impacts. This use is more appropriate to I-2 or AG-1 Districts.

I-2 Heavy Industrial District. Since the I-2 District is cumulative, that is, it permits "Any use permitted in the I-1 Light Industrial District," the comments made regarding the I-1 District apply here. One strength of the I-2 District is the application of "Conditional Uses." No other district in the East Point Ordinance employs this control.

The "two-tiered" system of permitted uses, as seen in I-2 district. Sound provision, should be incorporated into other districts, the C-2 in particular. The zoning districts not mentioned specifically have in common no listed "conditional uses." More control could be afforded and more appropriate consideration of site conditions accounted for were a number of potentially "high-impact" uses listed as conditional in each district.

Community Unit Plans as well as Attached Dwelling Developments are approved as exceptions or modifications to the Ordinance. Each is accompanied by design and development standards. Many other ordinances consider such uses as distinct zoning districts.

The East Point Zoning Ordinance contains no provision for buffering of incompatible land uses (with the exception of child day care facilities), nor landscape requirements for off-street parking areas. Such regulations can protect neighboring properties and enhance the visual environment.

Zoning districts of the East Point Ordinance tend to be cumulative in nature. Many of its districts permit uses from other zoning districts. Zoning, almost by definition, is an exclusionary process; its function is to segregate incompatible uses. Zoning has been attacked because it tends to create one-dimensional use districts that do not permit "organic" development, that is, diversity in uses. This tends to force the public to travel from one area of the city to another to meet their needs. However, the other side of this is that certain areas have been identified on the future land use plan as a land use category because the land or area is best suited for such uses. Land that is to be reserved for certain uses can be compromised by the intrusion of unrelated uses. The Ordinance permits hospitals in the AG-1, Agricultural District and office uses in M-2, Heavy industrial District.

A final observation about the East Point Zoning Ordinance concerns home occupations. These uses are becoming more prevalent, and may be one answer to commuter woes. However, home occupations in residential areas should "act like" all other residential dwellings. Typically, residents do not have visitors on a continuous basis such as would

be required by *"The office of a physician, surgeon, dentist, lawyer. . ."* home occupation provision of the Ordinance. The restriction that *"no assistants are employed"* is actually less meaningful as these employees would likely represent only four vehicle trips per day. Permitting retail sales likewise invites an inordinate amount of traffic into an otherwise residential neighborhood. Finally, the number of vehicle trips generated by *"not more than two (2) pupils at any one time"* for musical instrument and dancing instruction is no different than those generated by assistants. The basic premise of the home occupation provision should be reevaluated.

In addition to the Zoning Ordinance, East Point controls land use and development through several other ordinances. A brief description of these documents and recommended changes are presented below:

*Subdivision Regulations.* These regulations specify the procedures and requirements for *"The division or redivision of a lot, tract or parcel of land, regardless of how it is to be used, into two (2) or more lots. . ."* Subdivision of land is an important process as it assures a coordinated and planned approach to community development by controlling street, block and lot layout; utilities installation and easements. It can also control land use through covenants and deed restrictions. All subdivision plats, as the plans associated with such development are labeled, must be recorded by the City Clerk with the office of the Clerk of the Superior Court of Fulton County. In East Point, subdivision of land is subject to review and approval by the City Engineer, Planning and Zoning Commission and ultimately, Mayor and Council.

An significant provision of the East Point Subdivision Regulations, that is, the granting of variances, is in conflict with the Zoning Ordinance. The Subdivision Regulations state: *"Where it is established that a strict enforcement of any requirement of this chapter would cause unnecessary hardship, or where, because of topographical or other conditions peculiar to the site, the city engineer finds it necessary to relax a provision of this article to comply with the law. . . he may recommend and the City Council may approve a reasonable variance."* The Zoning Ordinance provides for variances to be granted by the Planning and Zoning Commission.

The Subdivision Regulations set forth the requirements for Final Plat approval, however, no similar requirements are set forth for Preliminary Plat approval. The Regulations reference lot size, lot width and building setback lines in conflict with many dimensions of

the Zoning Ordinance. The Ordinance specifies many dimensions as necessitated by the numerous zoning district requirements. Potential confusion could be avoided if all references to such dimensions in the Subdivision Regulations were deleted and subdividers were referred to the requirements of the Zoning Ordinance.

*Soil Erosion and Sedimentation Control Ordinance.* This Ordinance controls the construction phase of all land development by specifying acceptable procedures and the requirements for obtaining permits associated with land development. Such ordinances were established to preserve natural resources, minimize surface water run-off and protect the State's waterways during site grading and construction. This is accomplished by controlling soil erosion and resulting sedimentation. East Point has a sound ordinance in place as it is patterned after the guidelines of the Department of Natural Resources, Environmental Protection Division.

*Stormwater Management.* East Point has included a chapter on stormwater management in its Code of Ordinances to regulate the process through storm drain systems and storm water detention facilities. This Chapter requires the submission of a "stormwater management study," subject to approval by the Director of Public Utilities. The Chapter provides specifications associated with stormwater runoff coefficients used to estimate the flow of stormwater under various site conditions. A site plan must be prepared, accompanied by a grading and drainage plan. These requirements are intended to supplement the Soil Erosion and Sedimentation Control Ordinance and ensure that environmental damage associated with storm water during and after construction is minimized.

*Tree Protection Ordinance.* This Ordinance establishes "*protective regulations for trees in the city of East Point in order to better control problems of flooding, soil conservation, air pollution, and noise in the city and to make the city a more attractive, healthier and safer place in which to live.*" The Chapter makes several references to the need for additional regulations: "*This section may, from time to time, be supplemented by the tree planting and maintaining regulations.*" Modern tree ordinances establish tree canopy requirements for development sites that are based on mandatory tree canopy ratios, often expressed as density factors. These ratios specify by species and size class, the desired density per acre. East Point should draft such specifications based on the current ordinances of surrounding counties to better protect a desirable species mix and tree canopy for the city.

*Sign Ordinance.* Sign Ordinances regulate the erection of signs and other advertising on private property. The City of East Point is in the process of updating the Sign Ordinance. At the time of this writing, that information was not available. The current Ordinance is consistent with the ordinances of area municipalities, and effectively achieves the stated purposes that ". . . *these signs and advertising should be reasonably regulated in the interest of the public safety and welfare by the establishment of standards for the location, size, illumination, number, construction and maintenance of all signs and advertizing structures in East Point.*" Minor observations arising during a review of the Ordinance are:

Sec. 10-7010. Nonconforming signs refers to the right of a property owner to continue to maintain a sign that was legal at the date of adoption of the Ordinance, but was made a "nonconforming" sign by virtue of new requirements contained in the Ordinance. The Section acknowledges that such nonconforming signs ". . . *may continue in existence so long as the size is not increased beyond that existing as of the effective date of this chapter.*" This text should be amended to include control over increases in "sign height" as well.

Sec. 10-7013. Exceptions and modifications provides for an increase in the "area of sign" as an exception, ". . . *provided a special use permit is approved by Planning Commission; however, in no case shall the Planning Commission permit a sign larger than one thousand two hundred (1,200) square feet and then only if it can be demonstrated to the satisfaction of the Planning Commission that the size limitation set forth in section 10-7014 would not permit reasonable presentation of an off-premises message.*" Section 10-7014 permits business advertizing signs, defined as off-premises signs, up to 700 square feet in area. This is an acceptable standard of regulation. Permission of a sign that nearly doubles the normal square footage limit appears unreasonable and inconsistent with "*interest of the public safety and welfare.*" A lower square footage maximum for exceptions should be considered.

Sec. 10-7014 Sign schedule and setback requirements provide for business signs up to 100 square feet. This is a very reasonable and accepted standard that can result in tasteful and effective signage. The number of signs per business is controlled in Sec. 10-7014 by zoning district; for most, the limit is two per business. However, for the C-1 and CL Districts, the purposes of which are ". . . *to exclude uses which might have a detrimental effect upon residential uses*" and "*to provide for an area for the establishment of high-quality commercial and professional service enterprises. . . .*" respectively, increasing the

number of such signs to three per lot appears inappropriate. East Point has major commercial corridors the appearance of which could be improved through enhanced sign regulation. The limit on number of signs in C-2 Districts, four per business, invites a "plethora of signs" so identified with unsightly, strip commercial in East Point and throughout the region. This permissiveness should be curtailed in favor of more restrictive regulations.

### ***Analysis of Plans of Adjoining Jurisdictions***

Finally, no land use assessment would be complete without a discussion of the plans of adjacent jurisdictions. A review of the Comprehensive Plans of Fulton County, Atlanta, College Park and Hapeville, as they affect the city of East Point, is presented below:

***College Park Comprehensive Plan.*** College Park reports East Point as their source of potable water, and that East Point has 10 million gallons per day in excess capacity. College Park's identified water system needs include the need "to research the feasibility and secure a second domestic water supplier."

Transportation improvements represent one of the most direct impacts of the plans of adjacent jurisdictions. College Park acknowledges the following road projects listed in the Atlanta Regional Commission Transportation Improvement Program (TIP): FS 022 construction of the Martin Street extension, a 2-lane facility, from North Central Avenue at Sylvan Road to Norman Berry Drive, (FY 98); construction of the Hardin Avenue/Cambridge Avenue Connector from Harrison Road to Norman Berry Drive, (FY 98); widening of Harrison Road from Willingham Drive to Virginia Avenue from two to four lanes, (FY 96); and widening of Lee Street from the Hardin Avenue/Cambridge Avenue Connector to Virginia Avenue from two to four lanes, (FY 2002 or later). Notably, no action on Washington Road is mentioned.

One of College Park's stated economic development objectives is to "Continue cooperative efforts with neighboring jurisdictions to enhance subregional economic development efforts." No description as to how this might be accomplished is provided.

College Park lists as a Community Facilities and Services Objective: "Explore the feasibility of establishing a regional consolidated jail, and drug treatment and intervention center in a cooperative with the cities of Union City, Fairburn, Palmetto, Hapeville and East Point."

As of this writing, no final decision has been reached concerning cooperation among the communities. As discussed under the Community Facilities and Services Element of this Plan, East Point's current and projected needs are being met by existing facilities.

**Future Land Use.** Projected land uses in those areas of College Park abutting East Point are: (1) south of Camp Creek Parkway, commercial with multifamily uses to the south and single family uses south of that; (2) Washington Road, single family uses with the exception of commercial uses at Lyle Road; southern portion of the Central Planning Area, south of Vesta Avenue, primarily single family residential uses with limited multifamily uses; (3) Vesta at Main Street, commercial uses; (4) Vesta Avenue at East Main near Tri-Cities Plaza, commercial uses; (5) west of Harrison Road, single family residential uses; and (6) Virginia Avenue, commercial uses, primarily services and hospitality uses. No major changes in the existing land uses are projected.

**Hapeville Comprehensive Plan.** Hapeville is in the process of updating their 1986 Comprehensive Plan. All information concerning Hapeville is subject to change.

**Future Land Use.** Plans for two areas of Hapeville have the potential to impact East Point significantly. The area along Springdale Avenue, between Sylvan Road and I-85 is to "develop as commercial, higher density residential, or a mixture of those uses." Land uses in this area of East Point are primarily single family residential. Hapeville's "Old Second Ward" is projected to remain as a residential "enclave." As discussed under Economic Development in this Plan, College Park redevelopment opportunities near the Virginia Avenue corridor are severely limited by Woodward Academy and single family neighborhoods. East Point is therefore, competing with Hapeville for the finite amount of development by the hospitality industry over the next five years. Hapeville plans to protect its Old Second Ward, a residential area that is more cohesive than East Point's Old Fourth Ward. East Point may have a window of opportunity to seize development opportunities in this area.

No other issues presented in the Hapeville Plan impact East Point.

**Fulton County Comprehensive Plan.** The Fulton County South Fulton Update confirms the transportation information of College Park and adds the widening of Washington Road from I-285 to Legion Way.



**Future Land Use.** Land in the Camp Creek Parkway area is proposed for development in a variety of residential densities, with the majority of the area south of Camp Creek to be developed as one acre and half-acre lots. A retail and services node is identified at Butner Road and Camp Creek Parkway along with a retail and services area on the north side of Camp Creek, just north of the city limits. The area outside the city limits of East Point along Washington Road is also proposed as residential development. A business park is proposed along Washington Road beyond the residential uses.

**Atlanta Comprehensive Plan.** The Atlanta Plan references the Cleveland Avenue widening from East Point to I-85 (T-134) and Stone-Hogan Extension to North Desert Drive (T-145). In addition to these transportation improvements, the Department of Aviation plans to construct a commuter runway south of the airport. This southside construction project will not directly impact East Point.

**Future Land Use.** The majority of land in Atlanta abutting East Point is indicated in residential land use. Exceptions to this are the Greenbriar commercial district, institutional uses of Fort McPherson at East Point's northern boundary along Main Street, industrial uses east of Main Street and north of East Point's own industrial area along Lakewood Freeway, and commercial and institutional uses along Cleveland Avenue. Notable changes to Atlanta's Existing Land Use Map (1990) reflected on the Future Land Use Map (2008) include designation of Industrial/Wholesale uses on the north side of Camp Creek Parkway, just beyond the East Point city limits. This is the only change noted in those areas of Atlanta adjacent to East Point.

Atlanta's Neighborhood Planning Units (NPU's) P, R, S and X abut East Point. Preservation of single-family or low density residential character is a policy common to all four NPUs. Key land use policies specific to these NPU's, and potentially impacting East Point, are as follows:

NPU P. *"Encourage infill development that is compatible with adjacent development"* and *"Maintain the boundaries of existing commercial districts. Prevent encroachment into residential areas."* This area of common boundary with East Point is planned as commercial and industrial uses. Atlanta's plans and policies should have a minimal impact on East Point.

NPU R. "Support unified development of the Campbellton Road commercial corridor, including Greenbriar Mall, without encroachment into adjacent residential areas" and "Restrict uses in the industrial land use category to allow only business parks. Such business parks shall include complementary groupings of office, warehousing, distribution and light industrial uses. Such uses shall exist in a park-like setting and shall be situated in such a manner as to preclude any adverse impact on any nearby residential uses." Since East Point is primarily residential in this area, these policies should protect the single family neighborhoods of East Point.

NPU X. "Support unified development in the Cleveland Avenue/I-75 and the Lakewood Freeway/I-75/85 Interchange areas with emphasis on concentrated mixed use development" and "Consolidate strip commercial uses so as to create a unified development with a minimum number of curb cuts and turn lanes." These policies could have a significant positive impact on East Point as this land controls the city's eastern gateway.

### ***Future Land Use Map***

The Future Land Use Map depicts the distribution of the eight land uses throughout East Point. This Map represents the anticipated future pattern of land use based on historical land use, trends identified in this Plan and a projection of land use in the future. It is an indispensable tool in controlling future land use, particularly through zoning, as it guides the decisions of East Point officials in infrastructure and utility provision and zoning decisions. A comparison tabulation of the respective acreage totals within each of the land use categories for existing and future land use is presented on the Future Land Use Map, Map 7 of this Plan. Development of land in agricultural and vacant land use categories, as commercial and industrial uses, is projected. With the exception of approximately 90 acres added in park/recreation/conservation category, other apparent changes reflect adjustments to the Existing Land Use Map rather than actual, on-the-ground changes.

### ***Future Land Use Narrative***

East Point, with the exception of its western border, is essentially built out. The City continues to annex land along Camp Creek Parkway, and the city limits now extend well beyond the I-285/Camp Creek Parkway interchange. Redevelopment opportunities exist, as discussed above in the *Land Use Assessment*. Future land uses, timing of infrastructure improvements, market demand and initiatives, development constraints and development impact of proposed transportation initiatives are addressed for these areas.

what other cities have done with old industrial buildings. An inventory should be produced that categorizes the vacant structures, identifying the practical reuse potential of each. Not all are suitable for reuse as lofts and studios, being a traditional option for such buildings. However, such an inventory forms the basis for a rational plan for attacking this considerable land use and economic development challenge facing City leaders.

As mentioned, many of these structures should be razed, replaced in the meantime with open space and useable park land. An inventory of the structures and sites should also include ownership and property tax records. This is an essential first step in cooperating with owners in improving these sites. By segmenting the area into "development districts" ranging from (a) marketable by the private sector to industrial tenants, to (b) suitable only for demolition and land banking as open space, a strategy can be designed for each segment.

An important constraint is the status of sites believed to be contaminated. These potential "brownfield sites" must be identified, clean up, if any, accomplished and reuse proposed. Many cities have recognized this constraint and responded by reducing the level of clean up consistent with reuse as industrial enterprises only. According to the U.S. Environmental Protection Agency Region IV, there are no National Priorities List (NPL) sites located in or near East Point. The EPA Freedom of Information Office is currently conducting a more thorough records search for ANY hazardous situations in or near the city of East Point.

The largest development constraint impeding reuse of industrial sites in East Point is lack of private market demand, particularly in the face of demolition costs. A legitimate interim use is public open space, whether properties are privately dedicated or acquired through condemnation proceedings. Certain industrial properties that contain dilapidated structures must be razed to achieve improvements in the appearance of this important central area of East Point. The owners of other structures should be encouraged, but ultimately forced in necessary, to conform to local codes. Addressing this thorny issue is the only way to improve the image of this and surrounding areas.

In terms of land use, since it is anticipated that the market will not support redevelopment of the entire industrial core as industrial uses, an effort should be made to contain industrial uses in concentrated areas. The northeast portion of this area appears to be the most viable, having the most tenants and newest buildings. It also presents a light

industrial character, most compatible with nearby residential neighborhoods. This encompasses the industrial sites east of the Norfolk Southern Railroad line, adjoining Sylvan Road, Oakleigh Drive and Milledge Street. This area should be designated on the Future Land Use Map as Light Industrial.

Lawrence Avenue and the Empire Industrial District west of U.S. 29 contains significant vacant tracts as well as industrial operations. This area should redevelop primarily as light industrial uses since the vacant tracts border residential uses. The presence of firms classified as heavy industrial, and the availability of rail service, also mean that some portion will be developed as heavy industrial uses. The light industrial uses and green belts introduced on the Future Land Use Map will buffer existing heavy industrial activities along Lawrence Avenue. Current access routes to Highway 166 should minimize truck traffic in residential neighborhoods and should help market this area.

Properties surrounding the MARTA station and lying in the Martin Street Industrial Corridor Historic District should be converted to office and commercial uses. The White Hickory Wagon Manufacturing Company and the Blount Buggy Works are examples of reuse options. Though the current market for office space may be characterized as weak, this is expected to improve, particularly as public improvements are realized in the downtown and pedestrian access to MARTA from the east is enhanced. Positive change in this area, reinforced by a designation of office/institutional and least offensive commercial uses, not to include auto sales and repair, could facilitate a transition from industrial use.

A similar strategy south of Irene Kidd Parkway, formerly Cleveland Avenue, along the railroad line, could remove heavy industrial uses from this area in the future, with the exception of the historic Atlanta Utility Works. A number of properties are vacant and others contain abandoned buildings. These should be the target of open space projects. This would clear the way for future office and commercial development as a possible reuse in the long term. A residential community, stadium and offices occupy sites to the east and industrial reuses here are not compatible.

This land banking pattern should continue as appropriate to areas north of the Newell Recycling. Of course, occupied businesses beginning in the vicinity of Holcomb Avenue are not under consideration for land banking. This area transitions into heavy industrial and is likely to remain so. The City's public works yard is located on Martin Street, contributing to the industrial nature of the area and significant employers are found here. These firms situate here because of rail and interstate access. Their relocation is impractical.

*Old Fourth Ward.* The industrial corridor along Willingham Drive should be contained there. Moving south toward Virginia Avenue through the Old Fourth Ward, the City has an opportunity to change the land use from an incompatible mix of residential, commercial and industrial uses to hospitality uses. Many of the commercial and industrial uses are not located there based on access to the airport, rather low land rents have attracted these businesses. Redevelopment of this area by the private market would require a plan from the City stimulating investor interest and commitment. In an ideal world, residents housed in this area of high renter occupancy could be relocated through renovation of the units representing the nearly 20 percent vacancy rate in East Point's rental housing market. Commercial and industrial tenants could relocate to the Empire Industrial Park as well as Sylvan Road. This area should be depicted on the land use map as office and commercial with the intended zoning classifications to favor hotel, restaurant and service establishments.

*Commercial Land Uses.* These uses are found on Cleveland Avenue, Washington Road, Main Street and the commercial nodes comprising East Point's neighborhood commercial districts. These commercial areas should be contained with the exception of the medical district on Cleveland which should be expanded to accommodate large related developments, primarily south of Cleveland Avenue. In addition to confining these uses to their current districts, the Washington Road area in particular should not be designated in blanket commercial use. Many other uses occur here and should continue, particularly sound multifamily development. Several pockets, one on Connally Drive and another on DeLowe contain unattractive "C-2" auto repair uses. Land use and zoning changes aimed at creating "nonconforming uses" should be accomplished. The City should consider identifying locations for these activities in industrial areas.

*Residential Uses.* As noted, East Point has done a good job in zoning administration aimed at preventing the encroachment of commercial and multifamily uses into stable single family neighborhoods. Encroachment has occurred in the northside of the Northwest Planning Area, south of Headland Drive on DeLowe and in the East Planning Area, south of Cleveland Avenue. These issues will be addressed through proposed changes reflected on the Future Land Use Map. The City has also permitted rezonings to commercial, duplex and multifamily housing in the Central Planning Area, immediately west of downtown. This, in particular, jeopardizes a stable single family community. Transition to multifamily uses in isolated pockets of the south portion of this Planning Area

has also occurred. Property maintenance and code enforcement is more appropriate here than land use change, and substantial rehabilitation of multifamily housing has occurred there. However, the area west of downtown encompasses the oldest housing in the city, some of historic value, and borders stable single family neighborhoods to the west. Land use changes and rezonings to preserve these single family areas should be accomplished.

*Industrial Uses.* Industrial land use has been discussed above. Fundamental shifts in the regional economy have been underway for some time. The abandoned industrial structures in East Point as well as Atlanta are evidence of those shifts. Much of the industrial land will ultimately be redeveloped as light industrial uses, some, particularly that near the downtown, will convert to commercial uses. Future industrial development of vacant tracts outside I-285 will continue in warehouse and distribution uses, a sector exhibiting considerable strength.

*Public and Institutional Uses.* Two significant public uses are now being planned. Construction of a new library in the downtown will generate resident traffic and attention as has the new H.J.C. Bowden Senior Multi-purpose Facility. The other public use is a proposed fire station outside I-285 to serve development along Camp Creek Parkway. A location has not been identified.

*Transportation, Communications and Utilities Uses.* No significant changes in TCU land use is anticipated.

*Park, Recreation and Conservation Uses.* A need for additional park land has been identified, specifically to serve residents of the Northwest and Southwest Planning Areas. A vacant site on Washington Road, south of Camp Creek Parkway, is on the market that could fulfill this need. The 40-plus acre site borders a single family and large multifamily communities. It is within walking distance of Brookview Elementary and adjoins Fire Station No. 5. The property is within the flight path of Hartsfield and is bisected by an electrical power transmission line. These factors diminish its value and may enhance the City's ability to acquire the site for park use.

*Agriculture and Forestry Uses.* With the exception of pasture land that represents an interim use of newly annexed land, no such uses are planned in East Point.

**Undeveloped Land.** Undeveloped land in East Point is found primarily outside I-285 along Camp Creek Parkway. As mentioned, this should be developed in office and light industrial, primarily warehousing and distribution uses. Abandoned land falls under this category and is found in the old industrial districts discussed above under *The Industrial Corridor*. The remaining abandoned land is scattered residential sites and building lots in individual subdivisions. These should be developed in residential use compatible with surrounding densities.

**Special Considerations.** East Point has no "Special Considerations," defined in the State's Minimum Standards as "military installations, correctional institutions, parks, etc." Fort McPherson is located in Atlanta at East Point's northern boundary. Officials there were contacted in an effort to identify any plans for expansion or changes in land use that might impact East Point. The installation does not plan any such changes in operations.

#### ***Development Impact of Transportation Initiatives***

Two transportation projects are highlighted in the Comprehensive Plan: (1) Washington Road widening and (2) North Commerce Drive extension. The impact of these projects on land use and development is discussed below.

**Washington Road Widening.** This improvement is essentially a continuation of the Cleveland Avenue widening. Washington Road is the primary east-west connection through the city. The current configuration is a combination of two, three and four lanes and is not conducive to commercial development and traffic flow.

Land use along the Washington Road Corridor is a mixture of retail and commercial services as well as single family and multifamily development. A direct impact of the proposed widening will be an acceleration of the conversion of remaining single family dwellings to commercial uses as can be seen along Cleveland Avenue. Individual properties, including commercial properties, could be negatively impacted since building setbacks tend to be small and off-street parking alternatives are often in the front yard.

Many commercial properties, however, and multifamily developments will benefit from the improved access the widening will provide. Accordingly, land use along the Corridor will tend to become more intense, more uniformly commercial and less single family in

character. This project could actually stimulate development and redevelopment, creating additional curb cuts, traffic congestion and visual clutter. East Point can counteract these negative impacts by enforcing a consolidation of curb cuts, controlling signs and closely monitoring rezoning requests.

*North Commerce Drive Extension.* North Commerce Drive currently provides access to an undeveloped area of East Point north of Camp Creek Parkway, just west of I-285. A companion route south of Camp Creek Parkway will provide access to a number of undeveloped properties, totaling approximately 275 acres of commercially-zoned tracts with interstate visibility. The extension would enhance the marketability of these properties.

Commerce Drive (located well south of Camp Creek Parkway) now connects to Washington Road. However, it serves a multifamily community and does not provide a good connection to Washington Road. East Point should consider cooperating with Fulton County to evaluate the feasibility of building the Commerce Drive extension, south from Camp Creek Parkway and connecting to Campbell Drive. One advantage of this alignment is that it will avoid conflicts with resident traffic on Commerce Drive. More importantly, that alignment is further west and would yield development opportunities on both sides of the new road rather than one as is typical of access frontage roads. A new connection between Campbell Drive and Washington Road would be required to provide access to Campbell from the I-285/Washington Road interchange.

Land use in the area served by such a North Commerce Drive extension, perhaps more aptly named "South Commerce Drive," would be as currently planned and zoned, that is, commercial development.

East Point should cooperate with property owners in identifying the preferred alignment of the extension. Several creeks must be crossed, driving total construction costs higher. Dedication of private land for the required right-of-way would aid the feasibility of the project. Of course, the environmental impact of the proposed extension must be considered.



## ***EAST POINT PLANNING AREAS***

East Point is a city of approximately 35,000 people and occupies 13.8 square miles. The city's historical roots as an industrial center combine with new suburban residential neighborhoods to create a diverse landscape. Housing age and condition, along with incomes, vary across East Point.

For these reasons, the city has traditionally been divided into four areas: East, Central, Northwest and Southwest. Census data on a tract level has been collected for these four Planning Areas in order to more accurately define circumstances within them. This data, as well as aggregate data for the planning areas and East Point is presented in Table P-1. Information about land use, transportation and economic development will also be presented.

### ***East Planning Area***

The East Planning Area is bordered by Atlanta on the north, Hapeville on the east, College Park on the south, and extends west to downtown East Point at Main Street and the MARTA rail station. Two large industrial areas, one in the north portion along Oakleigh Drive and Milledge Street, and one in the south portion along Central Avenue and Willingham Drive. The "Old Fourth Ward," an area of commercial, industrial and residential uses was the subject of a redevelopment plan in 1979. The Cleveland Avenue Corridor, an expanding medical office district bisects the East Planning Area east to west and comprises one of the main gateways to the downtown. North of this Corridor is the Jefferson Park neighborhood. Residential neighborhoods are also located to the south and extend to the city's eastern border.

Norman Berry Drive traverses this area north to south, and in combination with Main Street on the west and I-85 to the east, gives this area superior transportation networks. Willingham Drive and Sylvan Road round out the good surface street system in the East Planning Area.

Tri-Cities High School is in the East Planning Area. Tri-Cities Plaza is also located there. Fire Stations Number 2 and 3 provide fire protection. South Fulton Medical Center and a host of medical offices ensure convenient access to quality care for area residents and beyond.

Census tracts 74, 75, 107, 108, 109, 110 and 111 form the census geography of this Planning Area. The 1990 population of the area was 7,484; average household size was 2.67 persons. Indicators of income, single parent households, households below poverty, overcrowding each suggest that the East Planning Area contains some of the city's most severe pockets of social and economic distress.

Land use, and subsequent zoning changes, may help alleviate these conditions. In the Old Fourth Ward, virtually no buffers exist between the mix of incompatible land uses. Adoption of amendments to the Zoning Ordinance that incorporate buffers and landscape requirements for off-street parking areas is recommended. Elimination of abandoned structures in favor of open space as an interim use could also improve the appearance of this area. Eventual redevelopment as a hospitality district, despite the associated residential displacement, will improve the quality of life if handled properly through relocation assistance and close consultation.

Commercial and wholesale trade establishments along Willingham and the south side of Central Avenue are solvent. Conversion of these businesses, in the short term, appears illogical as they represent both tax dollars and payroll. Demand for office space in the Southside is notoriously weak; vacancy rates of 20-24 percent are normal. Those sites in the downtown, near the MARTA station and, of course, those prime sites at I-285 and Camp Creek Parkway present overwhelming locational competition, not to mention curb appeal, relative to this area. Office developers may be attracted to a revitalized Old Fourth Ward, however, absorption of this "solvent" commercial and wholesale trade area is unlikely even if it were desirable.

The neighborhoods south of Cleveland Avenue, west of Norman Berry Drive, are deteriorating. They may benefit most from enforcement of building and property maintenance codes. Expansion of the medical district to the south may actually improve the quality of these residential neighborhoods as it displaces some of the past commercial encroachment that is unattractive. Such expansion should be encouraged, particularly along Norman Berry Drive.

Neighborhoods north of Cleveland Avenue on the other hand should be protected from further encroachment by even quality medical office development. The Jefferson Park neighborhood is too strong a resource to sacrifice. The light industrial uses north of this neighborhood should remain, with aggressive marketing for reoccupancy of vacant space made a priority.

Land surrounding the MARTA station is currently zoned light industrial. This should be rezoned to restrict permitted uses to office and restricted commercial uses. Eventually, the station will be at the center of a revitalized downtown and office/commercial node defined by Irene Kidd Parkway and Norman Berry Drive.

### ***Central Planning Area***

The Central Planning Area is also bordered on the north by Atlanta and on the east by downtown East Point and the businesses along Main Street. College Park city limits run along the southern boundary. DeLowe Drive forms the western boundary. Downtown East Point, containing commercial development, is located in the Central Planning Area, together with Empire Industrial District, a 300-acre industrial area north of downtown. However, a large portion of the planning area is developed in low and medium density residential use. Census tracts 112.01 and 112.02 comprise the planning area.

The 1990 population of the Central Planning Area was 9,993. Average household size was 2.43 persons, the smallest in East Point, and as expected since the planning area includes the city's only senior high rise. The area contains some of the lowest incomes in the city, and the percentage of households living below the poverty level rivals that of the East Planning Area. Home owner occupancy rates are below the average for the city, and crowding, based on number of person per room, is above the city average.

Land use, beginning at the border with College Park, is a mixture of single family and multifamily units. Several of the latter have been renovated recently, however, the area is primarily single family and future rezonings should be limited if the stability of this neighborhood is to be retained. Higher density housing in the planning area should be focused near the MARTA station, particularly in the Downtown.

The commercial strip along Main Street can be improved by regulation of current access which tends to be "unlimited" as driveways are often not defined. Opportunities for such retrofitting are available if the City is aggressive and makes such improvements conditions of approval of rezonings and other regulatory actions. Adoption of buffers and off-street landscape requirements will improve this busy commercial area. The revised sign ordinance will likely create opportunities for added visual improvements.

Four other areas of the Central Planning area are stable, and only limited changes are proposed. These are the single family neighborhoods in land Lots 164, 165 and 166. The commercial node at Headland and DeLowe should be contained, including rezoning of a vacant parcel on the east side of DeLowe Drive now zoned C-2. This applies to Washington Road as well, particularly in the vicinity of Kimmeridge and Cloverhurst Drives. The multifamily development north of Lakewood Freeway provides an attractive housing alternative. These should be retained and protected from further commercial encroachment.

The Empire Industrial District should continue in light industrial uses, although existing heavy industrial uses will likely remain as nonconforming uses. An open space buffer should be created along Connally Drive and Stanton Road to buffer residential and institutional uses. The frontage of Connally however, contains many deteriorating structures and would be improved if limited commercial activities were introduced. These could also be promoted on the Main Street frontage at Connally.

The northeast portion of the Central Planning Area is developed as medium density residential dwellings. Conversion to duplex is occurring, promoted by the existing R-2 zoning. This should continue as market demand is driving this conversion which provides housing choices to East Point residents. The residential zoning should not be amended in favor of what would likely become "strip commercial" along the west frontage of Main Street in this area.

One area of the Central Planning Area that represents a critical transition area of the city lies directly west of downtown. Found here are the oldest homes in East Point, many of historic and architectural significance. Medium and high density residential zoning and C-2 zoning threatens this single family neighborhood. The current boundaries of the C-2 District on the west side of Church Street should be redrawn to extend no more than one lot deep into the neighborhood. Where possible, downzoning to a more appropriate commercial classification should be accomplished, including residences fronting Church Street at Neely Avenue. This area should be inventoried for possible placement of particular homes on the National Register. Rather than complementing a revitalizing downtown, this area could quickly deteriorate and detract from efforts there if no action is taken.

Finally, the downtown has been the subject of “design competitions” conducted by the Georgia Institute of Technology. Attractive, feasible plans have been developed. The City desires a mix of residential development featuring “zero lot line” houses, cluster homes, seniors housing and townhouse condominiums; institutional uses, including a community garden; and office and commercial uses. The current C-R zoning may be appropriate, given certain amendments to the District discussed under the Land Use Element. However, a Business Park zoning designation may be appropriate in non-residential portions of the Downtown or creation of a Planned Unit Development should one of the Georgia Tech plans gain favor. The historic resources of the Downtown must be protected in any plan and the City should consider creation of an historic district that builds on the Martin Street Historic District.

Past recommendations that would create a one-way pair using Main Street and either East Point Street or Church Street could improve traffic flow in the downtown. However, such a change does not appear likely. The widening of Washington Road should be accomplished to improve east-west travel and capitalize on the investment already made in Cleveland Avenue.

### ***Northwest Planning Area***

The Northwest Planning Area is almost exclusively residential. It is defined by Atlanta's city limits on the north and west, DeLowe Drive on the East, and College Park to the south along Washington Road and Stone Road. The area is almost exclusively residential with public parks and other public and institutional uses uniformly distributed. This area was developed in the 1960's judging by the street pattern of suburban cul-de-sacs and the housing stock.

This planning area contains the largest concentration of higher incomes in East Point. Housing values are above those of other East Point neighborhoods, and owner occupancy rates are nearly twice those of other planning areas, often indicating a stable residential community. The percentage of households headed by a single parent are the lowest in East Point. Nearly one in three households contains someone aged 65 or above, again suggesting a stable population. The percentage of households living below poverty is very low at 3.2 percent. All things considered, the Northwest Planning Area appears to be the most stable, economically viable of East Point's communities.

The predominance of single family neighborhoods is preserved by the R-1 zoning of this area. Only three commercial areas are of concern, commercial properties along Headland Drive at the city limits, DeLowe Drive at the city limits and Washington Road. No further encroachment of commercial uses should be permitted on Headland or any other side streets. Properties used as automotive repair shops on DeLowe Drive at Lakewood Freeway should be rezoned to a classification that does not permit such uses at an important gateway to East Point. This will require amendments to the Ordinance discussed in the Land Use Element. Washington Road contains many attractive multifamily and single family developments. Areas of residential deterioration do exist, particularly on the south side of Washington Road. Only selective rezonings to commercial should be permitted; these should concentrate at nodes served by good north-south collector streets.

The widening of Washington Road is recommended to improve circulation along this route. The planning area contains numerous dead end streets and cul-de-sacs. A small number should be evaluated for connection making them through streets.

### ***Southwest Planning Area***

The Southwest Planning Area has as its geographic hub the I-285/Camp Creek Parkway interchange. The City's previous "future land use plan" projected the area west of I-285 as "office-commercial-distribution" uses, with a substantial portion near Washington Road as commercial. The newly annexed areas are largely vacant, with the exception of Camp Creek Centre, the Laing Properties office development, and Southmeadow, a warehouse and distribution operation. Properties in the northeast quadrant of the Planning Area are developed as single family residential uses. Commercial development fronts Camp Creek Parkway inside I-285 and along Washington Road south of Camp Creek. Multifamily development is located along Washington Road south of Camp Creek Parkway. These uses occur once again on Washington Road outside I-285. Single family uses are found along Washington Road and streets feeding to the east.

With a 1990 population of 11,598, the Southwest Planning Area is the largest, however, its large physical size is somewhat deceiving. The majority of the population is concentrated east of I-285, and most of this between Washington Road and Camp Creek. A median income of \$30,839 is above the citywide figure of \$26,787. Housing values in

this planning area are the highest, reflecting the affluent single family neighborhoods north of Washington Road. Owner occupancy rates are actually the lowest of any planning area clearly reflecting the apartment communities south of Camp Creek Parkway and west of I-285. The number of seniors in the southwest planning area is the lowest in the city. Average household size is 2.58 persons. The percentage of households in which there is more than one person per room, an indication of crowding and therefore, reduced quality of life, is slightly above the average for the city. However, no area of the city appears to be suffering greatly from this housing circumstance. The incidence of poverty is below that for the city, but well above the northwest planning area. Nearly all the population of this area is concentrated in census tract 113.02, the remainder are largely undeveloped areas stretching out into south Fulton County.

This area features tremendous transportation access in Camp Creek Parkway and I-285. Important transportation improvements include the widening of Washington Road to I-285 and the extension of North Commerce Drive to access undeveloped areas and provide a connection to Washington Road and the interchange.

Land uses along Washington Road inside I-285 appear stable and areas both north and south of Camp Creek Parkway should be protected from commercial encroachment. The office uses on North Desert Drive should be reinforced by future office development across I-285 at Redwine and along much of the frontage of Camp Creek Parkway. Demand for warehouse and distribution uses, uses that can be attractive given proper development standards and deed restrictions and covenants, will create pressure on this area. These should be reserved for areas along Welcome All Road and properties to the rear of those fronting Camp Creek Parkway.

Most of the future annexations will be west on Camp Creek. Upscale multifamily development could be located further out Camp Creek Parkway. Such developments communities could benefit from superior access to Camp Creek while buffering future single family residential developments off that arterial to the north and south.

The Washington Road interchange is currently zoned C-2. Downzoning should be considered as existing code enforcement on existing businesses, both in and outside the city, negatively impacts residents of multifamily communities found there. A significant single family community is located east of Washington Road, inside I-285. It could also be negatively impacted by certain C-2 uses at these interchange locations.

The quality of life for all residents of this Planning Area could be improved were the City to acquire and develop, reserving portions in open space, a 40-acre vacant tract on Washington Road south of Camp Creek. One of the largest concentrations of apartments in the city and Brookview Elementary School are within walking distance. The property is bisected by electrical transmission lines and has been on the market for some time.



**Table P-1: Selected Demographic Indicators by Census Tract, Planning Area and East Point**

Demographic Indicators	Population	Median Income	Housing Value	Owner Occupancy	Single Parent Households	HH's with Person Age 65+	HH's with >1 Person per Room	HH's Below Poverty Level
<b>East</b>	<b>7,484</b>	<b>NA</b>	<b>NA</b>	<b>48.1%</b>	<b>22.0%</b>	<b>26.2%</b>	<b>7.7%</b>	<b>24.2%</b>
74	0	0	0	0	0	0	0	0
75	66	\$ 40,972	\$ 58,300	80.8%	19.2%	38.5%	0%	0%
107	22	NA	\$ 55,000	54.5%	0%	45.5%	0%	0%
108	0	0	0	0	0	0	0	0
109	712	\$ 17,330	\$ 48,300	38.3%	19.0%	29.7%	7.8%	27.7%
110	3,973	\$ 15,642	\$ 48,000	34.8%	30.4%	20.8%	10.6%	37.7%
111	2,711	\$ 26,978	\$ 58,600	66.6%	12.9%	31.8%	4.5%	8.5%
<b>Central</b>	<b>9,993</b>	<b>NA</b>	<b>NA</b>	<b>42.4%</b>	<b>19.5%</b>	<b>24.4%</b>	<b>7.1%</b>	<b>23.3%</b>
112.01	5,370	\$ 18,027	\$ 49,100	34.3%	25.1%	20.5%	8.6%	30.1%
112.02	4,623	\$ 23,097	\$ 56,100	51.0%	13.7%	28.6%	5.5%	15.5%
<b>Northwest</b>	<b>5,294</b>	<b>NA</b>	<b>NA</b>	<b>86.5%</b>	<b>11.6%</b>	<b>29.4%</b>	<b>2.2%</b>	<b>3.2%</b>
113.01	5,294	\$ 38,661	\$ 69,900	86.5%	11.6%	29.4%	2.2%	3.2%
<b>Southwest</b>	<b>11,631</b>	<b>NA</b>	<b>NA</b>	<b>40.8%</b>	<b>17.7%</b>	<b>14.1%</b>	<b>6.4%</b>	<b>10.1%</b>
103.02	31	NA	\$ 87,500	87.5%	12.5%	25.0%	0%	0%
105.05	2	NA	NA	100%	0%	100%	0%	0%
106.02	0	0	0	0	0	0	0	0
113.02	11,598	\$ 30,839	\$ 80,900	40.7%	17.7%	14.1%	6.4%	10.3%
<b>East Point</b>	<b>34,402</b>	<b>\$ 26,737</b>	<b>\$ 64,500</b>	<b>49.6%</b>	<b>18.3%</b>	<b>22.1%</b>	<b>4.7%</b>	<b>16.1%</b>

NOTE: None of the households in census tracts 107, 103.02 and 105.05 were chosen for STF-3 sampling, therefore, income data is not available. Median housing value information is not available for census tract 105.05 due to the presence of only one house and privacy considerations.

## Section Two: *Statement of Needs and Goals*

A statement of needs for each element summarizing the conclusions of the Inventory and Assessment performed in Section One comprises the work of this Section. These statements help focus attention on concrete solutions that address the implications of the inventory and assessment. A vision of the East Point community of the future is built upon goal statements and objectives defining that vision. This information is presented below under each of the six Planning Elements. Implementation Strategies and an associated Short Term Work Program presented in Section Three will address these goals and objectives. The Work Program is a 5-year, capital and program budget designed to pursue the Implementation Strategies.

**Population.** More clearly than any other aspect of East Point's population dynamics revealed in the inventory is a declining population in a region that is registering among the highest growth rates in the nation. An obvious need is to stabilize the population and attract new residents. This is a critical need since retail services depend on a stable resident population as do municipal revenues and the City's ability to provide economical public services. Residential neighborhoods themselves depend on "full occupancy" to flourish. Other related objectives such as "ensuring a highly trained workforce," "promoting an influx of families" or "protecting single family neighborhoods" are related to population. However, these are discussed more specifically under more pertinent Planning Elements. Here, one goal and associated objectives address an overriding priority for East Point:

**Goal I: Stabilize East Point's residential base and attract new residents.**

**Objective I-A:** Pursue economic, community and housing development that will appeal to residents.

**Objective I-B:** Provide community facility and service upgrades that will enhance the community's image and resident quality of life.

***Economic Development.*** The assessment of economic development resources reveals a number of critical issues and circumstances, including: (1) not surprisingly, a majority of residents are employed outside East Point, however, several opportunities exist for expanding local employment opportunities; (2) educational levels and presumably, job skills, are below those of the region; (3) East Point's economy has moved increasingly toward services and retail and away from manufacturing and transportation, communication and public utilities; and (4) substantial vacant tracts are found in an old industrial district that have a blighting effect on surrounding land uses. Each of these topics is addressed below; goals and objectives associated with this element are also provided.

***Expansion of Local Employment Opportunities***

East Point residents may have problems accessing suburban employment centers due to relatively lower car ownership levels as well as shortcomings of the public transportation system. East Point has a number of opportunities for creating additional local employment options. These are the following:

***Cleveland Avenue Corridor.*** The South Fulton Medical Center has established a wonderful reputation, attracting associated development. The potential for development of a major, medical services district is substantial. Complementary development could involve senior housing as well as housing for medical services staff. The demographics of East Point, an aging population, as well as a need to stem the decline in population could be addressed through expansion of this district.

***Old Fourth Ward Redevelopment.*** Plans dating back to 1979 recommend redevelopment of this area as a convention center/hospitality district. College Park's convention center has preempted that facility, however, a general shortage of restaurants and entertainment establishments in the southside suggests that uses associated with the hospitality industry are in demand. The recent spate of new hotel construction and renovation driven solely by the Olympics attests to the locational advantages of the Old Fourth Ward. Hartsfield upgrades, including the international terminal and the planned commuter runway, can only add to this growing market. Of considerable relevance is the airport's proposed "airport

area comprehensive land use plan" that promises to bring the first comprehensive approach to airport related development. This should bring new development opportunities to the Old Fourth Ward as the airport spurs development. For a variety of reasons, including the weakness in the market for such development along the airport's east-west axis, and the fact that Atlanta and north metro remain the primary destination of airport travelers, East Point should be in a position to capture much of this growth.

*Newly-annexed areas.* East Point has set the tone with two substantial, quality developments along the Camp Creek Parkway Corridor. This area is in a position to compete with College Park, Fulton Industrial District and SouthPark, all experiencing growth in warehouse and distribution enterprises. It has strong locational advantages that must also be marketed to promote local employment.

### *Education and Training*

Improvements to the public education system, including fostering further education and training following high school, must be made a priority. In today's job market, "lifelong learning" is becoming a reality. There is a need for a concerted effort to combine the leadership resources of local governments, parent-teacher associations and school boards in establishing a strategy for improving public education. In terms of training the adult population, a wealth of untapped resources may be available in local, private industry. Again, there appears to be a leadership role in focusing resources on the training needs of East Point workers. A recent article in the National League of Cities "Nation's Cities Weekly" describes a model program in Danville, Virginia.

### *Trend Toward Retail and Service Jobs*

The Inventory and Assessment reveals increasing concentration in these traditionally low paying sectors compared to Fulton County and Georgia. Certain occupations in services in particular are high paid, however, trends in per capita incomes for East Point do not reflect widespread participation in those categories. In addition to expanding local employment opportunities, the City must pursue avenues for improving access to suburban employment centers. A coordinated program of identifying those centers and fostering innovative transit approaches and cooperation could achieve such improvement. Of course, enhanced education and training goes hand-in-hand with a desire to enable residents to more effectively compete for more lucrative occupations.

### *Old Industrial District*

East Point's vacant industrial buildings and land are having a decidedly negative impact on development. The impact is considerable as these sites extend nearly the length of the city on a north-south axis. It may be that the heavy industries of the past are gone forever, particularly in compact urban locations. Nearby College Park has had considerable development in warehousing and distribution, although those sites are not hampered by demolition costs. Image is another consideration, impacting not only East Point's ability to market these vacant sites, but adjacent development opportunities as well, not to mention the community's overall image. Other communities have improved the image of outmoded industrial districts by initially razing dilapidated buildings and creating public parks on vacant tracts as a "first step" toward redevelopment.

Goals and Objectives associated with these needs are presented below. They represent a synopsis of the findings reflected in Section One: *Inventory and Assessment*.

**Goal II:** Capitalize on East Point's unique economic resources in generating business development and expansion, improved education and training programs, and enhanced employment access.

**Objective II-A:** Revisit the Old Fourth Ward Redevelopment Plan to ascertain its relevance to that area and to current market demand.

The City should conduct a survey of residents and property owners in the Old Fourth Ward to identify potential interest in redevelopment. The hospitality industry is a growing market on East Point's south side – College Park is limited here by Woodward Academy. Hapeville could make room, but is limited by the residential displacement that would cause. Redevelopment of the Old Fourth Ward will enable East Point to capitalize on this Airport Gateway!

**Objective II-B:** Focus the resources of the City and downtown financial institutions in selecting and implementing a phased, downtown redevelopment program.

Mayor and Council should host a meeting with downtown bankers to discuss Georgia Institute of Technology plans for the downtown and solicit input and participation in implementation of the "best" plan. By working with these vested, financial interests, East Point can stimulate interest in, and commitment to, a long term plan while focusing on implementation of phase one. It may be that developer commitment to the larger project, that is, having someone say "We'll build it all" cannot now be secured. Identification of the plan's various elements may make incremental progress possible.

**Objective II-C: Participate strongly in the South Fulton Chamber of Commerce, identifying strategies for promotion of the area.**

East Point and all member cities should benefit from joint marketing programs of the Chamber. There are certain economies available through cooperation. By participating more actively, East Point can steer the agenda, perhaps making this resource, and the resources of the Atlanta Chamber, more effective.

**Objective II-D: Improve the appearance of vacant industrial sites and structures.**

These properties present a very negative image. The City could cooperate with a consortium of property owners, banks and brokers in razing those structures not likely to be reused, and performing property maintenance tasks aimed at appearance improvements. This could be an important and visible "first step" in their redevelopment, and in everyone's interest.

**Objective II-E: Cooperate with South Fulton Medical Center (SFMC) in formulating a development plan for the Cleveland Avenue Corridor.**

Recent improvements to Cleveland Avenue, the reputation of SFMC and the accelerating demand for medical services suggest a need to focus attention on this Corridor. The City is interested in becoming a medical services center. Initiatives that can be discussed are special district zoning provisions, redevelopment powers, and development bond financing. A leadership role by the City may be the catalyst for moving this undertaking forward.

**Objective II-F:** Convene a public forum, involving the Fulton County Board of Education and Tri-Cities PTA, to identify a strategy for addressing the quality of public education available to East Point residents.

Education is shaping up as one of the most critical public issues in East Point. Comments voiced are that "Families with children don't want to live here because of the schools." This observation cuts deeply as it affects the City's ability to attract housing developers, and retail and commercial ventures, drawn to expanding residential areas. This is a nationwide issue, but is one that must be addressed at the local level. East Point officials are concerned about the school system. Perhaps, the City should become more aggressive in the educational process and help parents lead the way!

**Objective II-G:** Improve job readiness and training as well as access through the cooperative efforts of the City and private employers.

East Point is not in the business of jobs training, however, many local employers are. By bringing the organizational skills of the City and private organizations to bear on this issue, and taking the lead, perhaps the City can foster a number of productive relationships with businesses. This may be as simple as assisting in the provision of an information clearinghouse service, helping to get the word out on available programs and ways in which residents may participate.

Access to suburban job markets has been in the news lately. It seems that employers are pressed to fill positions because applicants cannot get to these widely dispersed destinations. Many are turning to van pools. East Point may be in a position to take action, again, as an information clearinghouse (even if it is simply sponsoring a local organization). East Point residents already use MARTA at rates well above those in Fulton County. Why not contact suburban employers and discuss the possibility of transporting capable workers from outlying MARTA rail stations to employment destinations? MARTA may even be interested in providing improved feeder services to the East Point MARTA station.

Objective II-H: Develop a consensus opinion concerning the City's priority projects and programs; define the respective roles of the Department of Community Services, Economic Development and the East Point Business and Industrial Development Authority.

The resources of any agency can be most effective when they are applied in a focused, coordinated manner. East Point possesses the tools to follow through on many opportunities if such a "direction" consensus can be reached.

***Natural and Historic Resources.*** East Point is blessed with a natural environment capable of supporting a range of development activities without extraordinary measures. However, limited areas will require special attention in addition to the standard precautions accompanying all quality site development. Historic resources are present, including a National Register District, and several more deserve consideration.

Goal III: Preserve the natural, historical and cultural environments of East Point to enhance the quality of life and protect these valuable resources.

Objective III-A: Update codes and ordinances that will ensure protection of the city's tree canopy, particularly in newly developing areas.

Objective III-B: Ensure that floodplain protective measures are current; and devise programs that will reserve floodplain areas and wetlands as permanent open space. East Point will continue to rely on the Georgia Department of Natural Resources (DNR) standards for monitoring surface and storm water runoff.

Objective III-C: Incorporate measures for protection of wildlife habitats into the City's site plan review process.

Objective III-D: Promote preservation and recognition of the city's historic and cultural resources that are not encompassed within the Martin Street Industrial Corridor National Register Historic District.

Objective III-E: Focus public attention on preservation of non-traditional historic resources such as cemeteries, cultural settings (such as the Que Grounds) and monuments (such as Victory Park).



***Community Facilities and Services.*** Needs and goals associated with public facilities and services provided primarily by the City of East Point are based largely on discussions with Department Heads. They are also based on projections of future growth and development, particularly in annexed areas to the west. East Point has established one overriding goal, that is, the provision of facilities and services at the highest level possible within the least cost to the taxpayers. Within that framework, individual public services and facility objectives are organized by departmental category. East Point's goal encapsules high quality maintenance of existing infrastructure, facilities and services. Associated objectives concentrate on those strategic steps that are in addition to actions associated with system maintenance.

**Goal IV:** Provide infrastructure, facilities and services at the highest possible levels within the least cost to the taxpayers.

***Transportation.***

**Objective IV-A:** Pursue road improvements that will facilitate traffic movement along Washington Road and complement recent improvements to Cleveland Avenue to enhance crosstown, east-west circulation.

**Objective IV-B:** Plan for the extension of North Commerce Drive to Washington Road and cooperate with the development community in designing and building this important access route.

**Objective IV-C:** Provide improvements in residential neighborhoods that will enhance traffic flow and convenience while reducing cut-through traffic problems.

**Objective IV-D:** Ensure that public transit services to residents are optimized via rail, bus and new approaches.

***Water.***

**Objective IV-E:** Expand East Point's water supply resources at Sweetwater Creek in order to secure future capacity and enable the City to continue to be a marketer of potable water.

*Sanitary Sewer.*

**Objective IV-F:** Monitor the condition of the collection system in order to identify the need for targeted, improvement projects designed to reduce groundwater infiltration.

**Solid Waste.** East Point's Solid Waste Management Plan defines a schedule of staffing and equipment purchases designed to effectively address projected demand for solid waste. The Plan also contains policy provisions such as curbside recycling, volume based collection fees and mandatory back yard composting that will reduce costs and aid in achievement of the State's 25 percent solid waste reduction goals.

**Objective IV-G:** Adhere to the equipment, staffing and program plans described in the Solid Waste Management Plan.

*Police.*

**Objective IV-H:** Acquire and maintain state-of-the-art computer services and staffing to enhance record keeping and retrieval functions.

**Objective IV-I:** Ensure that the need for detention facilities at the City Jail are met.

*Fire.*

**Objective IV-J:** Pursue the lowest ISO rating possible.

**Objective IV-K:** Identify a location west of I-285 for locating a new fire station to meet future services needs in that area.

East Point is participating in an "Interjurisdictional Feasibility Study" that will evaluate the potential for improvements to fire protection services in a cooperative fashion. Siting and staffing of new facilities such as the one planned for the Camp Creek Parkway area west of I-285.

*Emergency Medical Service.*

Objective II-L: Ensure that the City's communications services are effectively utilized.

*Hospitals and Public Health Facilities.*

The City does not provide health related services. However, through promotion of its medical district, East Point is helping to ensure that the health care services available to residents are among the best in the region. South Fulton Medical Center is a regional facility located in East Point. Its hospital bed capacity relative to East Point's population, far exceeds national standards. Residents are also served by Fulton County's W.T. Brooks Clinic.

*Recreation.*

Recommendations of the Recreation Advisory Committee report should continue to guide East Point's future program and budget decisions concerning parks and recreation facilities and programs. The Committee established a mission statement for provision of these services: *"To offer citizens a means of using their leisure time in a more constructive and beneficial manner, not only to themselves but to society as a whole."* Structured and non-structured programs, *"...offering program activities that are of interest to all age groups, all races, various economic levels, both sexes and the handicapped"* should be managed by professional personnel in well-designed and well-maintained recreation facilities. The associated objectives are:

Objective IV-M: Offer citizens in all age groups, all races, various economic levels, both sexes and the handicapped a means of using their leisure time in a more constructive and beneficial manner, not only to themselves but to society as a whole.

Objective IV-N: Address the specific recreation needs of residents by tailoring programs to meet identified needs, including (1) a balance of athletic and non-athletic programs, (2) expansion of summer day camps and (3) construction of ball fields in 1997 and other recreation facilities as documented in the Recreation Advisory Committee report.

**Objective IV-O:** Investigate and pursue opportunities to improve passive recreation by creating additional park land and nature trails, including dedication of private land for small neighborhood parks, particularly in the Northwest and Southwest Planning Areas.

***General Government.***

**Objective IV-P:** Evaluate the cost-effectiveness of current leased office space arrangements, and consider consolidation of City of East Point offices to place them in close physical proximity.

***Educational Facilities.***

East Point is served by Tri-Cities High School and nearby Woodward Academy as well as a full complement of elementary and middle schools, public and private. Fulton County is responsible for public educational services. Planned initiatives in this arena will focus more on educational programming than facilities.

***Libraries and Cultural Facilities.***

**Objective IV-Q:** Cooperate with the Atlanta-Fulton County Public Library in locating and constructing a new East Point Branch Library in the downtown.

**Objective IV-R:** Establish a strategy for recognizing, protecting and improving access to East Point's cultural resources.

***Housing.*** Housing information generated during the Inventory and Assessment indicates several issues: (1) considerable pockets of substandard housing, (2) a distinct lack of new residential construction, and (3) high rental unit vacancy rates. Each of these issues is addressed below:

### *Substandard Housing Units*

Deteriorated housing is primarily limited to single family units in the East and Central Planning Areas. Such deterioration has a negative impact on resident quality of life and the community's image. Ultimately, deferred maintenance leads to demolition, further eroding the housing stock and thus, population base. The City has instituted a proactive inspections system and a policy of "fix it or tear it down." This is the "stick" side of the equation and a vital approach. Housing rehabilitation assistance, the "carrot," must also be included in a successful housing improvement program. East Point was instrumental in rehabilitation of DeLowe Place on DeLowe Drive at Headland Drive, a multifamily development in the Northwest Planning Area, providing both financial support to the project and related public improvements. There is also a need to establish various forms of assistance to owners of single family units.

### *Lack of New Residential Construction*

Demolition of units exceeded new construction over the past five years. One of the few ways to increase population, a concern for East Point leaders, is construction of new units. Significant opportunities exist for scattered site housing and for development on infill sites throughout the city. The Goals and Objectives as well as the Strategy section provide specific approaches for fostering new home construction in East Point.

### *High Rental Unit Vacancy Rates*

Such rates, one unit in five, could be related to housing conditions in single family units. Obviously, units can become so deteriorated that they become uninhabitable. Strategies such as "reoccupancy permits" could be enforced ensuring compliance of all units with local building and life safety codes whenever tenants or owners change. This is one means of fostering property maintenance. The others, code enforcement and housing rehabilitation assistance, are discussed above. In any case, East Point must eliminate these vacancies as they can result in a variety of ills, including illegal uses of vacant units, rodent infestation and housing deterioration.

East Point's Housing Goal and strategic Objectives are defined below:

**Goal V:** Improve the range and quality of housing opportunities in East Point.

**Objective V-A:** Inventory all City-owned parcels and investigate the potential for new housing development on scattered sites.

Current home mortgage interest rates are making home ownership an attractive option. Non-profits and for-profit developers will build housing in the affordable range given certain incentives. Absentee owners are another source of land for such projects. Several area realtors have suggested that a market for upscale housing exists. An exhaustive inventory of available tracts should be prepared and "marketed" to realtors, brokers and builders.

**Objective V-B:** Protect existing single family neighborhoods, as appropriate, from encroachment by commercial, duplex or multifamily development; control density and building height in single family neighborhoods; and conduct a review of current land use and zoning designations designed to eliminate all such uses in single family neighborhoods.

**Objective V-C:** Cooperate with the Development Authority, local banks and County and Federal housing programs in investigating creation of a loan fund to assist developers with construction financing of single family residential projects, and to assist "first time" home owners in obtaining mortgage financing. Use City funds to leverage HOME Investment Partnerships Program funding.

**Objective V-D:** Continue the pro-active campaign of residential code enforcement, including development of property maintenance ordinances, aimed at improving the visual appearance of East Point's neighborhoods and the condition of all residential units; investigate "Housing Enterprise Zone" mechanisms for housing rehabilitation, development and construction.

**Objective V-E:** Improve the condition of rental units by considering tax abatement programs in conjunction with the State of Georgia for owners performing code compliance rehabilitation.

**Objective V-F:** Create the necessary conditions to attract a housing developer that will build downtown housing utilizing a combination of "zero lot line" and mid-rise construction techniques designed to increase density.

A series of improvements may be necessary prior to generating strong interest in the downtown housing market. This could include a "public amenities" package encompassing such improvement as streetscapes, enhanced lighting, a community park and public parking.

**Land Use.** East Point contains significant areas in need of a transition in land use. These are designed (1) to better respond to market demand, (2) to enhance the city's image, (3) to more effectively utilize land and (4) to protect certain uses, particularly residential uses, from the negative impacts of incompatible uses. This translates into a generalized land use goal:

**Goal VI:** Update and maintain the Future Land Use Map in order to accommodate realistic market demand and foster an optimal mix of land uses that promote quality environments throughout East Point.

**Objective VI-A:** Enhance the appearance of the city's three main commercial corridors, Main Street, Cleveland Avenue and Washington Road.

**Objective VI-B:** Preserve single family neighborhoods by eliminating past encroachment of all other uses and prohibiting such encroachment in the future.

**Objective VI-C:** Promote the redevelopment of abandoned tracts by applying the "Undeveloped" land use classification where appropriate and introducing Zoning Map amendments consistent with market demand.

**Objective VI-D:** Reinforce the medical district along Cleveland Avenue by strengthening controls over permitted uses in the district and by expanding the boundaries of the district.

**Objective VI-E:** Foster redevelopment of the Old Fourth Ward by reflecting changes in the Land Use Map that remove land uses incompatible with commercial uses, reinforced by Zoning Map amendments that steer that commercial development toward hospitality industry uses.

**Objective VI-F:** Adopt Zoning Ordinance amendments that incorporate buffer and landscaping requirements to enhance the city's appearance.

### Section Three: *Implementation Strategy*

This third and final step in the comprehensive planning process is the identification of strategies the City of East Point will pursue in addressing the needs and goals presented under Section Two: *Needs and Goals* of this Comprehensive Plan. Strategies are associated with each of the six planning elements investigated under Section One: *Inventory and Assessment*. Community-building functions are actually interwoven, and accordingly, strategies for realizing progress toward those functions also merge.

In addition to strategies, are policy statements that will guide decision makers implementing the Plan. These are set forth below in conjunction with the Planning Elements. They may effect new rules or procedures such as establishment of unified "Land Development Standards" or they may be guiding principles that impact policy decisions in a more general sense.

Finally, a schedule of specific actions anticipated by East Point leaders over the next five years is established. This schedule is known as the "Short Term Work Program," and is comprised of programs and policies initiated to address the needs and goals identified in the Plan. These products constitute the Implementation Strategy of the East Point Comprehensive Plan.

*Population Element.* People are not a resource to be managed, "made" or provided in the same sense as other planning elements such as housing or community facilities and services. However, people are the city's richest resource -- their well-being and commitment to the community can be measured in how well the other resources of the community are provided and managed.

Lately, East Point has experienced a decline in population. In fact, the population projections of this study indicate continuing decline prior to stabilizing toward the end of the 20-year planning period. It is important to remember though that projections are estimates of past trends, and they assume trends independent of actions East Point can take to influence those trends. These actions involve virtually all other planning elements, that is, economic development, housing, community facilities, natural and historic resources and land use. How the City "manages" these other aspects of the community



will greatly impact the quality of life, the attractiveness of the community, and somewhat automatically, the future population. Since a reversal of population loss is a central goal of the City of East Point, several strategies are established here designed to influence this trend. These are addressed individually in more detail below:

**Strategy A:** Stabilize and increase the housing stock throughout the city through proactive code enforcement, including condemnation and removal where appropriate; expansion of housing rehabilitation programs; promotion of housing development on vacant tracts; and specific promotion of innovative housing development in the downtown.

**Strategy B:** Enhance the attractiveness of the community by focusing on property maintenance, including removal of abandoned commercial and industrial structures as appropriate; identification of specific, visible projects such as streetscape improvements along major entrance corridors; updating of the Sign Ordinance and introduction of buffering and screening between incompatible uses enforced during the approval process for new development and specified reuses.

**Strategy C:** Assume a leadership position in the current public education crisis by convening work sessions of the Fulton County Board of Education and the East Point community. These sessions should establish a working committee whose purpose is to identify critical issues affecting public education in East Point and devise solutions. Good schools attract families, employers and businesses. The quality of public education in East Point may be the single most important factor in rebuilding East Point's population base.

**Strategy D:** East Point has experienced a dramatic shift in population over the past twenty years. Many residents are new to the city; some are new to this area and others new to the country. Community-building depends on an organized citizenry. The context for such organization may be civic associations, neighborhood groups, tenant associations, parent-teacher partnerships and particularly, religious affiliations. East Point leaders should convene a meeting with existing groups, including East Point Clean

Community System and the East Point Historical Society for the sole purpose of organization and recognition. Establishment of an information conduit should be a an initial priority. The City should consider using the East Point Newsletter for dissemination of its own "good news" throughout the community and beyond. Based on this preliminary achievement, the City can advance on a variety of fronts addressed throughout the Implementation Strategy of this Plan. In fact, significant progress will be unlikely in the absence of such a network intended to stimulate discussion of community issues, debate and consensus necessary to forward movement.

*Economic Development Element.* In the Needs and Goals Section, four strategic areas are identified. A community's resources are always limited, and government's role is one of facilitator to the private market. Accordingly, four strategic areas have been identified for the focused efforts of East Point projects and programs.

**Strategy E:** Charge the East Point Business and Industrial Development Authority (EPBIDA), together with the Economic Development Office, with responsibility for jointly investigating each of three critical development projects. These are: (1) the downtown, (2) the Old Fourth Ward, and (3) the Cleveland Avenue Corridor. These appear to be the pivotal opportunities for achieving the greatest impact on East Point. This may be accomplished through direct contact with local businesses, the development community and financial institutions. Based on this investigation, the City should focus its efforts on the most promising opportunity. Plans for public initiatives should then be the focus of attention, working with principals in the business community to devise a superior plan, both in terms of specific design and capital projects. Implementation of plan phases would then follow according to a schedule identified in the plan.

**Strategy F:** Concurrently, a number of less visible projects should receive the coordinated attention of the City's economic development resources. These are East Point's neighborhood commercial districts. Headland and DeLowe Plaza as well as Tri-Cities Plaza have received a recent "face-lift." Others, such as the Washington Plaza are in need of such treatments. All

commercial areas could likely benefit from reinvestment programs. The City should investigate a *Neighborhood Commercial District Improvement Program* with established target areas. Businesses within the target areas would be eligible for low interest loans for physical improvements offered through a municipally established fund. This fund could be administered through a local bank based on solicitation of interest through a Request for Proposal process. The City would commit to area investments in conjunction with establishment of the fund in order to demonstrate to local banks that area improvements would be made. These would include: streetscape improvements, increased lighting, code enforcement, improved policing and street maintenance. The fund could draw on the City's Community Development Block Grant and would derive revenues from the revolving loans made to businesses and reinvested into the loan fund. Focused, targeted investments utilizing a variety of public resources are a proven solution to neighborhood commercial progress.

**Strategy G:** The Department of Community Services should complete its inventory of vacant industrial buildings and land to characterize this resource. Opportunities for redevelopment, such as the vacant Big Star compound, should be referred to either the EPBIDA or the Office of Economic Development for coordination with local brokers and owners, providing assistance as available to these groups. Owners of those properties that are sound, but for one reason or another are not immediately marketable, will be encouraged to make property improvements aimed at enhancing the marketability of their property and complying with existing City codes. The third group, owners of properties that are dilapidated or do not realistically present reuse opportunities, will be encouraged to raze all structures and create green areas.

The City may be able to contribute available equipment and manpower at below market rates for accomplishment of this task. This will further the City's efforts to enhance the appearance of East Point and may promote redevelopment of these properties. Community gardening projects could be

introduced on certain vacant parcels. Changes reflected in the Future Land Use Map, together with ready building sites, the image of which has been improved, may stimulate redevelopment. The current situation is unlikely to move from square one given their present appearance.

This triage approach can help focus Department resources where they will achieve the greatest benefit. The group that constitutes the ownership of this former vibrant industrial district should be contacted individually and provided a "Strategic Plan" for this area. Initially, this Plan need be nothing more than acknowledgment of the City's intent to inventory the district, characterize the area, design approaches consistent with individual circumstances, and proceed with accomplishment of identified goals as discussed above. This contact will place the owners on notice of the City's commitment to move these areas forward. One product of this contact may be to generate an internal review of the status of these vacant properties on the part of the businesses, stimulating private action and involving their expertise in the process. While the City's ability to commit financial resources to this effort may be limited, available "sticks" include creation of a "Redevelopment Plan" and use of condemnation and acquisition powers at likely very much reduced rates given the current condition of many properties – with the exception of certain sites.

These are the vacant sites in East Point's industrial district suspected of being contaminated by hazardous wastes. New philosophical approaches to hazardous site clean up are being considered by the U.S. Environmental Protection Agency (EPA). A reduced level of clean up for sites that will not be developed for habitation or commercial use is becoming more common. "Brownfield" sites, as they have been called, permit redevelopment in such uses as warehousing and distribution, a market strength of this region. Rather than ignore sites suspected of being contaminated, the City should cooperate with property owners; EPA and the Georgia Department of Natural Resources, Environmental Protection Division (EPD) in devising strategies that will return these sites to appropriate reuse. It is possible that a number of sites are, and will remain, vacant because this thorny issue has not been adequately addressed.

Strategy H: **Jobs Training.** The City cannot become a jobs training and access provider, however, it can assume the role of facilitator. The Department of Community Services can be instrumental in identifying those firms willing and able to commit to participating in an *East Point Job Skills Training Program* to residents within the context of their internal training programs. There are a wide variety of employers within the local employment market currently operating employee training programs. These should be identified as a first step. Staff should then develop a "sales pitch" designed to interest businesses in making available training programs to East Point residents, perhaps operating a "pilot program" initially. The City or perhaps, the Board of Education, could step forward and commit to support external to the training, such as transportation costs, materials costs, etc.

Once one or more training programs are secured, outreach could be conducted for potential candidates for the program. This too could be a shared function, in cooperation with the Board of Education. Criteria would be developed for candidate selection. In addition to the training would be the hope of placement. Businesses will have made an investment in the trainees, and the exposure will have given the trainees an opportunity to showcase their aptitudes and work ethic.

**Jobs Access.** The Atlanta economy is sometimes characterized by a mismatch, not only of employee skills and marketplace demand, but also a mismatch of employees and job centers. This has been addressed by company van pools and is a technique for providing better employment access on which the City may capitalize. Again, the Department of Community Services can conduct a review of businesses that may be willing to participate in an *East Point Employment Access Project*. The review should focus on employment centers proximate to MARTA rail, perhaps tapping the resources of the Atlanta Regional Commission in identifying such centers. Once the list is compiled, an attractive contact vehicle, either simple brochure or letter highlighting various statistics about the East Point work force, can be developed. As with the Jobs Skills Training Program, once van pool arrangements are secured, contact can be made with East Point residents making them aware of this resource. Many partners may be available for such a program, including MARTA, local churches and the State Department of Labor.

*Natural and Historic Resources.* The Natural and Historic Resources Inventory and Assessment indicates that sensitive areas, including wetlands, groundwater recharge areas, floodplains and areas of steep slope are not extensive in East Point. However, these areas are present and are addressed by protection measures in the City's codes and ordinances. Two natural resource protection issues are not addressed, these are: protection of the tree canopy and preservation of natural features. East Point has placed the Martin Street Industrial Corridor on the National Register, however, historic churches and other structures, including City Hall, are located west of this Corridor, in the downtown. Historic homes are also found in the Central Planning Area west of Semmes Street and downtown. These areas are under redevelopment pressure, and should be targeted for recognition, nomination and preservation. Public and private cemeteries are a preservation issue in many cities. As the mobility of the population has increased, many of this sites fall into disrepair. Their protection is, at a minimum, an important historic and cultural resource issue. The following strategies seek to address these concerns:

**Strategy I:** Aggressively enforce the Soil Erosion and Sedimentation Control Ordinance of the City of East Point (Chapter 10, Section 8-22-91, as amended, of the City Code). This action will protect stream water quality and preserve East Point's soils resources.

East Point has a shortage of open space available to residents. The Department of Community Services should cooperate with the City Engineer in investigating the possibility of designing new developments that consider creation of "area" storm water retention structures incorporating nature trails. Too often such structures are not maintained, become eyesores and are of limited utility. These facilities could be linked with other pedestrian amenities serving employees and residents in many instances.

**Strategy J:** Also aggressively enforce the Flood Damage Prevention Ordinance of the City of East Point (Ordinance No. 657-77, adopted March 7, 1977). The City should ensure that this ordinance conforms to all current standards published by the Georgia Department of Natural Resources, Environmental Protection Division. The Zoning Ordinance requires submittal of a grading and drainage plan, however, maximum lot coverage ratios are relatively high and the Ordinance enforces no restriction on lot development within the floodplain.

**Strategy K:** The City should consider adoption of a Land Development Standards ordinance, or incorporate into the Zoning Ordinance or Subdivision Regulations, preservation of natural site features. Controls on site grading and tree removal should be strengthened. The Land Development Standards could establish guidelines limiting removal of natural, topographic features. These standards should also encompass a Tree Protection Ordinance. Such measures could enhance the City's commercial areas by softening the visual as well as environmental impacts associated with extensive site grading.

The Tree Ordinance is in need of updating and may be patterned after a number of local ordinances with an important distinction. Most ordinances actually favor destruction of mature trees in favor of replacement, often without regard to species. The result can be the loss of large, long-lived trees such as oak, beech, maple and sycamore being replaced typically with pine or other fast growing species as well as understory or flowering species such as Bradford pear, crape myrtle and red maple. In the typical calculation of the number of tree "units" on a site, the scales should be weighted in favor of retaining large trees that are long lived rather than replacement with inferior species.

Important elements in natural resource protection enforced through the zoning ordinance are absent in East Point. These are required buffers and landscape standards for off-street parking areas. Section 10-2078 of the Ordinance provides for the submittal of plans identifying the "*Location, dimensions, and treatment of all required buffers, landscaped, or planted areas, including fences.*" However, no ascertainable standards concerning what constitutes compliance to these provisions is presented. Similarly, no landscaping requirements for off-street parking are contained in the Ordinance. This has resulted in commercial and industrial areas that are stark and has increased the impervious area of the city. The Department of Community Services should enlist the City Planner in development of a draft ordinance amendment creating buffer standards designed to protect open space and screen incompatible land uses as well as landscape standards for off-street parking areas. This will enhance the visual appearance of the city and provide the environmental protections afforded by open space and the tree canopy.

In addition, the Department should consider adoption of Ordinance amendments that would require the reservation of open space on individual development sites. This should be targeted to all development, excluding single family residential uses. The justification for such reservation is protection of the natural environment, ground water recharge and reduction in storm water runoff. A structured payment "in lieu of reservation" could assist the City in acquisition of natural sites to be incorporated into future public park land.

**Strategy L:** East Point has made considerable progress in the management of solid waste. Such measures as (1) mandatory recycling (1995), (2) volume-based collection fees (1998), and limits on the collection of yard waste and promotion of back yard composting (1997) are innovative responses to this resource conservation issue. The City's programs of cooperation with waste handlers in public education programs and its equipment and personnel management approaches all contribute to a sound waste management program. East Point should consider creation of a municipal composting facility. This facility could reduce tipping fees and make available a renewable resource to used by residents and the City in improving soil nutrient levels in public parks and right-of-ways.

**Strategy M:** The downtown, and the adjoining residential neighborhood to the west, should be inventoried for possible nomination to the National Register of Historic Places. East Point should enlist the resources of the East Point Historical Society in promotion and accomplishment of this important task. The downtown is the focus of a planned redevelopment, and one of the oldest residential neighborhoods in the city is jeopardized by commercial encroachment and increasing residential densities as evidenced by the current zoning in duplex, multifamily and commercial districts. Once the nominations have been accomplished, the City should ensure that development plans for the downtown provide elements that will enhance historic structures, such as pedestrian amenities and landscaping, as well as recognition plaques. Such protection measures as the designation of an Historic District can not only assist owners with rehabilitation costs, but can promote public support and recognition of these invaluable community resources. The City should also promote renovation and maintenance of the historic homes and protect their integrity through zoning restrictions that limit their use to single family residential or professional office uses.



***Community Facilities and Services Element.*** Community facilities and services are East Point's investment in the community. These investments foster quality business operations and development, and they largely determine resident quality of life.

**Strategy N:** Schedule and budget for projects and programs that support the goals, objectives and strategies of the Comprehensive Plan while planning for and meeting the ongoing functions of the City of East Point. Critical strategies specific to each department of City government are discussed below:

**Transportation Network.** Generally, East Point is well-served by an extensive transportation network. Cleveland Avenue has recently been widened to I-85 interchange, creating superior access to the city's medical district. The City is promoting the widening of Washington Road to create a four-lane through to Camp Creek Parkway and on to I-285 at Washington Road. This would provide a good connection with I-285 for residents and businesses along Washington Road. This subject should be discussed with College Park officials as their concurrence will likely be required to obtain DOT and ARC approval of the project.

Substantial acreage could be accessed through the extension of North Commerce Drive, located north of Camp Creek Parkway outside I-285. This project should proceed in tandem with the private development of nearby tracts. Its completion would greatly enhance the marketability of sites as it would offer two I-285 interchanges to business owners.

The residential neighborhoods of the Northwest and Southwest Planning Areas contain numerous cul-de-sacs and dead-end streets. These creatures of suburban development and our auto dependent culture tend to concentrate traffic and do not link the community in an optimum way. In certain instances, they actually increase rather than diminish neighborhood "cut through" traffic. Public Works should embark on a feasibility review of desirable connections of existing dead ends, stub outs and cul-de-sacs. Where resident support can be secured, and engineering and cost feasibility exists, an incremental program should be scheduled and budgeted. Certainly, plan review for proposed developments should closely evaluate the proposed linkage of project street patterns with existing routes.

Police, Fire and Emergency Medical Services (EMS). Service upgrades can be achieved through the provision of new staging locations, for example, new precincts or fire stations, new equipment and technology, and improved personnel training and staff additions. Generally, the City will endeavor to keep pace with service demands through each of these means. Specific strategies are presented below:

**Police.** At the moment, only minor personnel and equipment expansions are contemplated. However, the Department's computer system is somewhat antiquated. This should be the subject of an internal working committee whose purpose is the identification of state-of-the-art hardware and programming that will meet the projected needs of the Department. The committee should report its findings and Mayor and Council should budget for those items and manpower recommended in the report.

Projected population growth, even growth outside East Point, will impact crime levels. Current trends toward increased rates as well as terms of incarceration are evident. The City's Law Enforcement Center meets current needs, however, will fall short should prison populations increase. Much of this increase would become the burden of Fulton County or the State, however, East Point should investigate the need for future prison facilities, particularly in conjunction with other governments. The ratio of prisoners to prison space should be monitored to identify any significant trend upward. Should this occur, East Point should consider the economies of cooperation with other operators, including projected private operators, of such facilities.

**Fire.** Improvement in the current ISO Insurance rating of "Class - 4" is expected in 1996. Further improvements may be realized through (1) addition of a fire station in the Camp Creek Corridor, and (2) purchase and manning of an additional ladder truck. These improvements, together with other equipment upgrades will also enhance fire and rescue services. Locating a station in the Camp Creek Corridor will also promote annexation; a specific site should be identified as soon as possible and reserved under option contract to ensure that a well-situated site will be available. One possibility in securing such a site is to encourage developers to provide a site within their proposed development. The obvious advantages accruing to, for example, the developer of a warehouse/distribution project may be sufficient incentive to make such a tax deductible dedication possible.

**EMS.** The Communications Department is currently under-staffed, prohibiting the full use of its state-of-the-art communications equipment. Two of five available communications stations are not in service because technicians are not available at the City's current wage rates. This should be addressed by adding one position in each of the next two budget cycles.

**Water Supply.** East Point should continue to advocate for creation of a water supply reservoir in Sweetwater Creek State Park. Availability of such a supply will not only ensure adequate water supply to East Point, it can also provide a stable revenue source as neighboring municipalities seek alternative sources of water supply. Engineering solutions to the important issue of "intra basin" transfer of water should be investigated.

**Sanitary Sewer.** East Point, as do all cities with older collection lines, is experiencing groundwater infiltration into the sanitary sewer mains. This increases effluent flows and subsequent treatment costs. The City should monitor this through line inspection techniques and repair and replace sewer mains as required.

East Point should continue to cooperate with the Department of Natural Resources in combating the impact of non-point pollution. Reductions in the amount of impervious surface, particularly asphalt-based surfaces, addressed elsewhere in the Plan will improve the quality of surface runoff. However, treatment of such runoff is the long term solution to this water quality problem.

**Electric Department.** East Point is a Municipal Electric Authority of Georgia (MEAG) city, and as such has access to economic development as well as revenue tools available to only 43 cities in Georgia. The City should utilize this resource in two ways. Firstly, the Department should explore opportunities to market excess electrical capacity to electrical users throughout the state. This strategy has arisen as a result of industry deregulation and features the use of the statewide electrical transmission network and line maintenance by local electrical crews under contract to East Point. Revenues from this enterprise should be used to create a Development Fund, augmented by the grant resources (as they become available) of MEAG, to support

projects within East Point. The Georgia Resources Center in downtown Atlanta is a joint facility, shared with Georgia Power Company. Few MEAG cities access the resources of the center. East Point should expand its use of these resources. Funding programs available through MEAG's "Economic Development Assistance Grants" encompass: downtown revitalization, (\$5,000); Economic Development Scholarship, (\$500); Existing Business Development Start Up, (\$5,000); Facility, Site and Business Park, (\$25,000); Marketing/Collateral Materials (brochures, videos, ads, etc.), (\$5,000) and Workforce Readiness Training Planning, (\$10,000). These grants could be "plugged into" a number of initiatives presented in this Section and leverage additional funding.

Electrical revenues can be substantial over the long run. The Department should continue to devise incentives programs aimed at capturing new customers through business development and expansion. Initiatives such as Georgia Power's "Good Cents" programs provide development promotional materials in exchange for "all electric" appliances in residential projects. The purchase of water heaters for residential units, underground utilities and other incentives packages should be considered. Such innovations as master and unit metering in multifamily and townhouse developments may provide revenues to East Point. By driving up project loads above 900 kW, East Point can compete with Greystone Power for development in the annexed areas.

Hospitals and other Public Health Facilities. Located within the corporate limits of East Point are the W.T. Brooks Clinic operated by the Fulton County Health Department at 1636 Connally Drive and South Fulton Medical Center at 1170 Cleveland Avenue. South Fulton Medical Center is the hub of the City's medical district. The City should continue to expand this district through zoning and land use decisions made for that purpose and addressed under Strategy S.

Recreation. East Point has an established recreation facilities and services system, however, the emphasis has been on active recreation. A Recreation Advisory Committee report contains recommendations for park programming. These include development of programs that balance athletic and non-athletic activities, expand

summer day camps and feature construction of ball fields and other recreation facilities. The City, in conjunction with natural resource protection and neighborhood enhancement, should pursue creation of additional park land and nature trails. This may include dedication of private land for small neighborhood parks and a linear park network, particularly in the Northwest and Southwest Planning Areas. National standards recommend 6.5 to 10 acres of park land per 1,000 residents. Such initiatives could assist East Point in meeting this standard.

**General Government.** East Point's administrative functions are primarily located in an historic City Hall. A new Law Enforcement Center houses administrative offices for Police, Fire and EMS as well as City Court and the city jail. These two facilities will accommodate the City's office space needs over the next five years. The spatial needs of the Office of Economic Development, Department of Community Services and the East Point Business and Industrial Development Authority are currently being met in rented office space. Certain advantages accrue to centralized staffing and equipment in common offices. The City should investigate the potential for housing staff in common geographical locations, particularly in conjunction with downtown redevelopment.

**Educational Facilities.** The new Tri-Cities High School and Woodward Academy (the nation's largest private school, located in College Park) serve the facility needs of East Point students. The elementary and middle school facilities are also considered adequate. Strategies concerning education in East Point have more to do with programming than facilities and are addressed under Strategy C and Strategy H.

**Libraries and other Cultural Facilities.** The East Point Branch Library is centrally located and on a MARTA bus route. The library resources of the entire Atlanta/Fulton County Public Library system are also available through the Branch. The City of East Point and the Atlanta/Fulton County Public Library will cooperate in construction of a new East Point Branch Library. This facility will be located in the downtown and can promote other downtown investment.

East Point has many cultural resources that should be featured to promote their recognition and use. One example is Victory Park, adjacent to the Library and site of a WWII monument commemorating East Point's contribution to the war bond effort. Sites such as these should be considered in any downtown plan, linking them with pedestrian routes. The East Point Historical Society, Clean Community System or other civic association should bring their resources to bear on preparing an inventory of these cultural facilities. A plan for their preservation and recognition could follow these efforts.

*Housing Element.* A variety of housing issues are present in East Point. These range from preservation of single family neighborhoods, to code enforcement, infill housing, and downtown housing. Improvements to existing units and creation of new units may be related to the City's economic development program, particularly redevelopment of the Old Fourth Ward. The impact of residential displacement can be greatly reduced by providing nearby rental and home ownership opportunities. The City has an important role to play in each area as proposed below:

**Strategy O:** Single family neighborhoods tend to form the backbone of the community and their protection is sought by virtually all local governments. Such residents have made a considerable and long term investment in the community, an investment "at risk" should the quality of the community or housing units deteriorate. Discussed in more detail under land use, the prevention of encroachment by incompatible uses, including duplex, multifamily and commercial development, remain the principal means of preserving these neighborhoods.

In addition to preserving the single family character through land use and zoning, East Point must enhance these communities by establishing a network of open space amenities to supplement the current parks system. The Department of Community Services should retain the services of a consultant, in conjunction with the Public Works Department, to identify properties that cannot be developed due to natural resource constraints, particularly flood prone areas. A linear park system should be designed, connecting community destinations with neighborhood parks and pedestrian

and bicycle routes. Property owners along this system should be contacted to ascertain their level of support, in terms of reservation of private land, including portions of lots, for use in creating the system. Various property tax incentives as well as acquisition of easements (hopefully, as dedications) exist for development of these trails. This effort should be expanded to encompass additions to the City's park system which is insufficient in terms of land area in many residential neighborhoods of East Point. Several partners are available, including the Department of Natural Resources Parks, Recreation and Historic Sites Division; the Trust for Public Land and East Point Clean City Commission. A model is available in Atlanta's Lionel Hampton Trail which terminates at Greenbriar Mall.

**Strategy P:** Code enforcement. Building and Life Safety Code enforcement is essential to protection of all housing. East Point should continue its aggressive program of proactive code enforcement. In conjunction with this program, establishment of a housing rehabilitation loan and grant program will be investigated. Prerequisite to this is development of an up-to-date inventory of housing conditions. Currently, the City relies on data provided to Fulton County in compliance with the U.S. Department of Housing and Urban Development Community Planning and Development planning and application requirements. This data was gathered in 1988 and cannot be used to reliably document current conditions. Importantly, the scope of the problem is impossible to ascertain as is development of programs, plans and budgets without a current housing conditions data base. This data base should be generated by the Housing Inspectors of the Department of Community Services. A realistic, housing rehabilitation program should be devised in conjunction with the City Planner. Target areas should be established based on the focused resources of other arms of City government, not the least of which are public resources invested in the East Point neighborhood commercial districts. The rehabilitation program should include: (1) grants to homeowners and tenants for "paint up/fix up" projects, (2) low interest loans to homeowners for property improvements aimed at code compliance, (3) a structured "deferment" of property tax increases

associated with the improvements for a time certain, for example, a five-year period. This program must be reinforced by aggressive enforcement of housing and property maintenance codes and ordinances, particularly vehicle storage regulations.

**Strategy Q:** Infill housing is an opportunity available to East Point throughout the city. Vacant lots can have a very negative impact on a neighborhood, even a new upscale subdivision. The only image worse than a vacant overgrown lot is a dilapidated, vacant house. Infill housing can address each concern. The Department of Community Services should prepare an inventory of all vacant residential tracts and all residential parcels containing dilapidated units. A targeted approach should be investigated, one which works in conjunction with the City's *Neighborhood Commercial District Improvement Program*. Several actions would be necessary: (1) identify a pool of developers, both "for-profit" and "non-profit" that could be enticed into building on scattered sites; (2) investigate the package of incentives available to the City, including waiving of tap and inspection fees, reduction of property taxes to new owners, assistance through such programs as the Home Investment Partnerships (HOME) and Georgia Residential Finance Authority, and demolition assistance; (3) establishment of a loan fund in conjunction with a local bank to assist home buyers in qualifying for reduced market rate mortgages.

Assistance should also be made available to developers of market rate "infill" housing. The inventory of existing parcels, while focusing on targeted areas of the city, should eventually encompass all vacant parcels. These lists should be published and provided to local realtors and brokers. Enticement packages such as reduced fees and such incentives as "free water heaters" to builders of all-electric units should be developed.

**Strategy R:** Downtown housing. A significant opportunity may be present for development of downtown housing. Following the Olympics may be the best time to contact housing developers to ascertain their level of interest in downtown housing. This work should be conducted by either EPBIDA or the Office of Economic Development as a function of exploring the feasibility of downtown redevelopment, generally.



The City has plans available that were prepared by the Georgia Institute of Technology School of Architecture. These plans should be presented to a variety of audiences, including local financial institutions and housing developers, focusing on the housing component of the plans. The plans themselves may stimulate interest in such an undertaking. Should this prove to be the case, the City should continue the dialogue establishing a working committee of Department heads critical to downtown redevelopment. The *Downtown Redevelopment Committee* should prepare cost estimates to present to decisionmakers. The plan garnering most support from the investment and development community and endorsed by Mayor and Council should be implemented. A schedule and capital projects budget should be established to achieve the necessary improvements to encourage and support housing development.

A continuing dialogue with the private sector should be pursued so long as interest is present. The commitment of the City's public resources should be tied to the commitment of investment funds by the private market. If the two entities can move together on common projects that will result in the building of a housing project, the City should move forward with its program of public improvements. These could include provision of public parking, streetscape improvements, and development of downtown architectural and design standards, including sign controls. A feasibility study is an important element of such an undertaking and perhaps, joint funding by the City and the development community is the first commitment to be made to this important project.

*Land Use Element.* A Future Land Use Map encompassing significant changes in specific areas of the city has been established by this Comprehensive Plan. There are also a number of goals and objectives presented in the Needs and Goals Statement that reinforce traditional aims of the City. These broad goals and objectives must be accompanied by ordinances and regulations through which they will be enforced. Strategies to effect the implementation of goals and objectives associated with land use are set forth below:

**Strategy S:** The Zoning Map is the tool used to implement the Future Land Use Map. Since a number of changes have been made to the Future Land Use Map, the Zoning Map will be amended to reflect these changes. Specifically, the zoning of areas of the former industrial district have been amended to reflect

a new market reality and objectives of East Point. Through land use change, much of the former M-2, Heavy Industrial District zoning is inappropriate and should be rezoned to classifications appropriate to the proposed land use. These are primarily light industrial, office and open space classifications.

Several areas on the Future Land Use Map represent amendments to the existing land use map recommended to preserve single family neighborhoods. City-initiated rezoning of these areas will also be accomplished.

Finally, development patterns along three major retail corridors and one isolated section of East Point are affected by the Future Land Use Map. These are Cleveland Avenue, Washington Road and Main Street, particularly south of downtown. The remaining section focuses on DeLowe Drive at Lakewood Freeway. Each is discussed below:

**Washington Road.** This area is currently a mix of residential and commercial uses undergoing conversion toward more intense commercial development. The corridor is in danger of becoming another of the congested, visually unattractive corridors of the metro area. Old National Highway, Jonesboro Road (in Union City), Tara Boulevard, Memorial Drive and Buford Highway. Each is characterized by enormous traffic volumes, however, none can boast the best mix of retail services, nor the most attractive retail environments. One remedy for this is discussed in the Land Use Element; it entails the protection of a mix of land uses through the Future Land Use Map and zoning administration. The City should preserve the current mix of land uses such as commercial, multifamily residential and residential uses along Washington Road.

**Cleveland Avenue.** The City is promoting this corridor as a health care district. In order to reinforce the economies and attractiveness of such a district both to health care providers and related enterprises and clients accessing these services, uses which are incompatible with such enterprises should be prohibited. The current Medical-Institutional District constitutes an overlay zoning district. This should be expanded to the south of Cleveland Avenue, specifically along Norman Berry Drive, to encompass a larger area, facilitating development of large medical complexes and

solidifying the industry's dominance of land use. Such complexes could encompass housing for the elderly. Uses not consistent with medical and related services should be phased out through creation of nonconforming uses. For example, furniture stores have little relationship to the medical industry. These uses should be encouraged in neighborhood commercial districts such as the Heilig-Meyers store at Tri-Cities Plaza. This will reserve land for the most appropriate uses along the Cleveland Avenue Corridor.

**Main Street.** Main Street, south of downtown, is a congested thoroughfare. The proliferation of signs and curb cuts makes negotiating this route very difficult. Development standards that would impact future development or reuses along this route should require controlled access defined by elevated curbs. The updated Sign Ordinance should be developed in conjunction with business and property owners and introduce standardization of design, size, height, etc. to signs. These items should also be addressed through a simple overlay district to enhance and protect this important corridor of East Point. The rezoning of these properties to a more restricted classification such as the C-L Commercial Limited District may also be appropriate. This applies equally to the extensive area of C-2 zoning currently running through the downtown.

**DeLowe Drive at Lakewood Freeway.** This is, in effect, an important gateway to East Point. Many East Point residents use this route for their commute to work; many more experience the negative image it presents. This area is near a number of very significant multifamily developments. Little commercial development is found in East Point to serve this community. The parcels now used as auto repair establishments should be rezoned to a community retail and commercial classification. This may require creation of an overlay zone here as well to promote future development in local community related retail uses rather than highway commercial enterprises now occupying these parcels. At a minimum, these parcels should be rezoned to either C-1 or C-L to prevent their long term future use as auto repair shops.

Each of these areas can be enhanced through a prohibition on auto repair and related uses found in the C-2 zoning classification in these locations. Such uses should be removed from these areas through creation of an overlay district that prohibits their operation in favor of permitting them in other less visible locations.

**Strategy T:** Many areas of East Point developed at a time when buffers between incompatible uses were unknown. The Old Fourth Ward is an example; residences abut industrial uses without a hint of screening or buffering. The Zoning Ordinance should be amended to require landscaped buffers between incompatible uses, particularly for the purpose of protecting residential uses from nonresidential uses.

**Strategy U:** Housing. The multifamily zoning districts of the East Point Zoning Ordinance contains no design and development standards such as those provided in the Residential-townhouse zoning district. Their addition could improve future multifamily developments as it improves the quality of the townhouse developments. In addition, the Area and Height Restrictions of the Ordinance relative to R-3 and R-4 multifamily zoning districts are nearly identical. Density, lot size minimums and other requirements should be introduced that differentiate these districts. This would enable placement of R-3 developments near single family neighborhoods and duplex uses, better facilitating transitions from one housing type to another.

The City has done a good job of protecting single family neighborhoods from encroachment. Future zoning administration should continue this policy of preserving these neighborhoods from commercial and other encroachment. Several existing zonings of multifamily or commercial in a single family neighborhood should be reversed, notably at Ivydale Street and south of Headland-DeLowe Plaza on DeLowe Drive.

A number of both commercial and multifamily zonings are found throughout the south end of both the East and Central Planning Areas. These would have to be reversed where possible and curtailed in the future if residential revitalization efforts are to succeed. Likewise, permission of duplexes under the R-2 zoning throughout the south end of both the East and Central Planning Areas could have introduced excessive traffic and population in these areas, reinforcing their decline. The R-2 zoning in the west end of the Jefferson Park community could eventually threaten this otherwise stable and attractive single family neighborhood.

The older neighborhood west of downtown to Semmes Street is under pressure from duplex, multifamily and commercial zoning. This area contains a number of the City's historic homes. If it is to be preserved as single family homes, these rezonings should also be reversed. With other opportunities for redevelopment, it seems illogical to allow pressure on this community to continue. The C-2 zonings reflected on the Official Zoning Map should be brought into conformance with the Future Land Use Map. Movement of R-2, Two-family District west could jeopardize sound residential neighborhoods in that portion of the Central Planning Area.

Related strategies are presented for each Planning Area in the Land Use Element of Section One: *Inventory and Assessment*. These are discussed in a specific context and are considered Implementation Strategies along with those presented here.

### Short Term Work Program

Planning Element & Proposed Action	FY 96-97	FY 97-98	FY 98-99	FY 99-00	FY 00-01	Source <sup>1</sup>	Agency <sup>2</sup>
<b>Population</b>							
1. Stabilize & increase the housing stock	On-going					City	DCS
2. Enhance the attractiveness of the community	On-going					City	DCS
3. Convene Board of Education & community work sessions	No cost	No cost				City	M & C
4. Convene community meetings aimed at organizing a community group network; utilize East Point Newsletter	\$500	No cost				City	M & C
<b>Economic Development</b>							
1. Focus EPBIDA & Economic Development staff resources on a downtown, b. Old Fourth Ward & c. Cleveland Avenue	No cost						EPBIDA & OED
Devise & implement capital project in area a., b., or c.		Unknown				City/MEAG	EPBIDA & OED
2. Investigate feasibility of a Neighborhood Commercial District Improvement Program	No cost						DCS
Designate target areas & establish loan pool		\$50,000				City/CDBG	DCS
3. Characterize vacant industrial buildings and structures	No cost						DCS
Devise "triage" strategy and contact property owners		No Cost					DCS
Initiate abandoned structure removal & site clearance			\$25,000		\$15,000	City/MEAG	DCS
Coordinate contact with "brownfield" site owners & EPD		No cost					DCS
4. Explore business participation in jobs training program	No cost						OED
Investigate establishment of a pilot jobs training program		\$10,000				City	OED
Formalize jobs training program as appropriate			\$20,000	\$20,000	\$20,000	CDBG/MEAG	OED
5. Explore support for jobs access program	No cost						OED
Investigate establishment of a pilot jobs access program		\$2,500				City	OED
Formalize jobs access program as appropriate			\$5,000	\$5,000	\$5,000	City/CDBG	OED

Planning Element & Proposed Action	FY 96-97	FY 97-98	FY 98-99	FY 99-00	FY 00-01	Source <sup>1</sup>	Agency <sup>2</sup>
<b>Natural and Historic Resources</b>							
1. Update the East Point Tree Ordinance		\$3,000				City	DCS
2. Institute "volume-based" refuse collection program			No cost				DPW
3. Inventory downtown and residential historic resources		\$2,000 printing				City	DCS
Prepare National Register nominations as appropriate, including historic district nomination			\$5,000			City	EPHS
<b>Community Facilities and Services</b>							
1. Advocate for widening of Washington Road	No cost						DPW
Submit recommendations to ARC for placement in TIP		No cost				City	DPW
Fund City right-of-way and capital improvements costs			\$1M			City/DOT	DPW
2. Explore feasibility of extending strategic cul-de-sacs	No cost						DPW
Fund strategic transportation linkages					\$50,000	City	DPW
3. Sanitation Department vehicle and equipment purchases	\$300,000	\$65,000	\$20,000	\$120,000	\$245,000	City	DPW
4. Evaluate computer system needs of Police Department	No cost						EPPD
Invest in a state-of-the-art system and staff training		\$50,000				City	EPPD
5. Investigate desirability of "shared" prison facilities		No cost					EPPD
6. Identify a location for a Camp Creek Parkway fire station		No cost					EPFD
Design <sup>3</sup> & construct <sup>4</sup> a fire station to serve annexed areas			\$300,000 <sup>3</sup>	\$1.5M <sup>4</sup>	\$1.5M <sup>4</sup>	City	EPFD
7. Fund positions to fully man the communications consoles		\$60,000	\$60,000			City	EPFD
8. Seek EPD approval for Sweetwater Creek Reservoir	No cost						DPW
9. Control groundwater infiltration as needed						City	DPW
10. Market "incentives package" for infill residential project		\$10,000				City/MEAG	EPBIDA

Planning Element & Proposed Action	FY 96-97	FY 97-98	FY 98-99	FY 99-00	FY 00-01	Source	
11. Investigate feasibility of a linear park trail system		\$10,000				City/DCA	PRD
Accept dedication & acquire parkland sites			\$50,000			City	PRD
Design & build park and trail system segments			\$50,000	\$50,000	\$50,000	City/Private	PRD
12. Create a reliable housing conditions data system	No cost						DCS
Identify target neighborhoods for rehabilitation		No cost					DCS
Investigate housing rehabilitation grant & loan program			\$25,000	\$25,000	\$25,000	City/County	DCS
13. Facilitate an affordable housing construction venture			No cost				DCS
Investigate a loan fund to "buy down" mortgage rates				\$50,000	\$50,000	City/CDBG	DCS
14. Generate and publish an residential "infill" site inventory		\$2,500				City/brokers	DCS
15. Explore feasibility of downtown housing		\$5,000				EPBIDA & Private	EPBIDA & OED
Prepare design standards, construction drawings & fund initial improvement project			\$50,000			EPBIDA & Private	DCS
<b>Land Use</b>							
1. Adopt Zoning Ordinance & Map amendments indicated in Comprehensive Plan	No cost	No cost					DCS
2. Update the Sign Ordinance in conjunction with local businesses that enhances the appearance of signs		\$2,500				City	DCS

**Footnotes:**

<sup>1</sup>Source of funding.

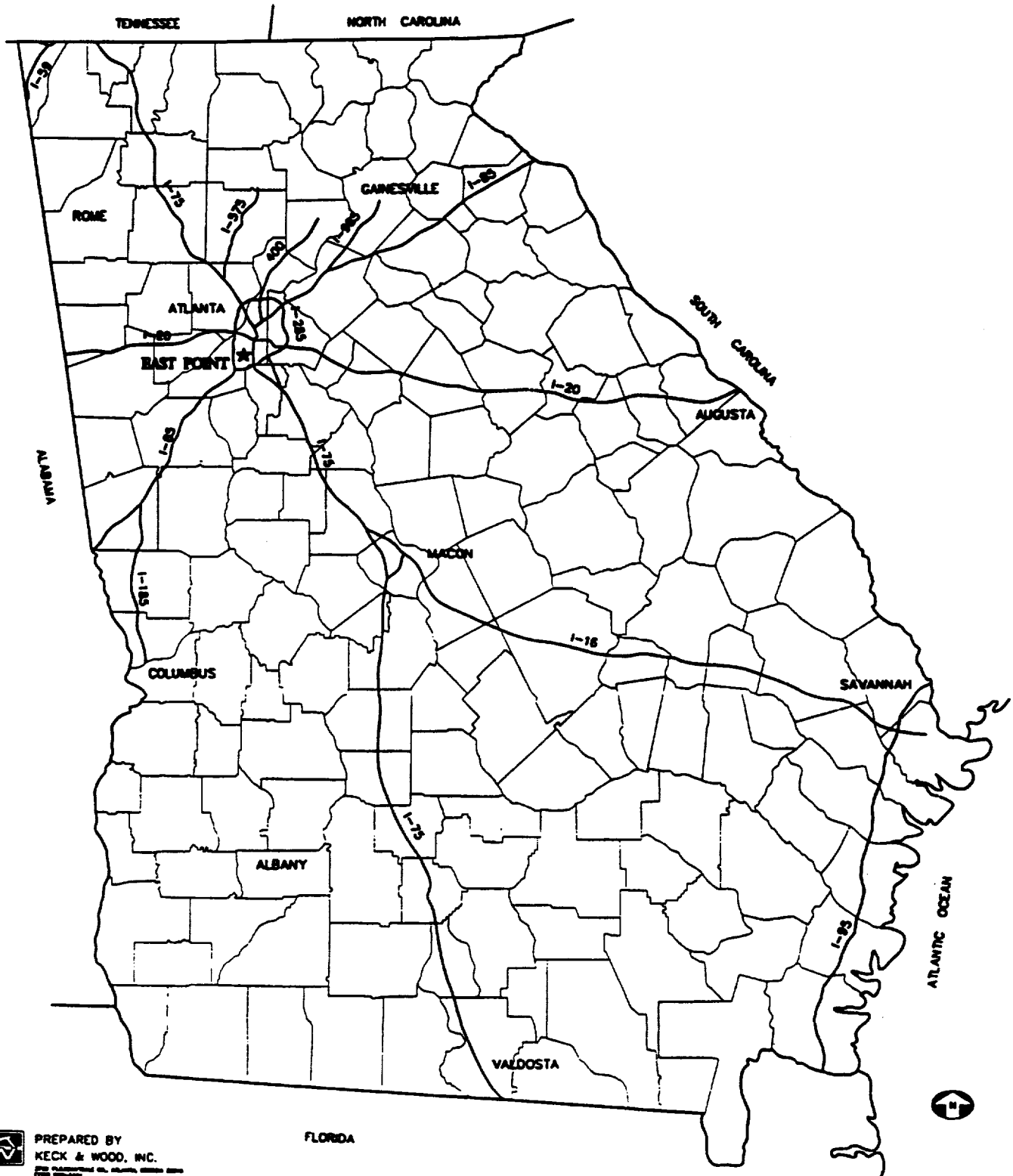
<sup>2</sup>Implementing department or agency. Acronyms are as follows: Department of Community Services (DCS), Mayor and Council (M & C), East Point Business and Industrial Development Authority (EPBIDA), Office of Economic Development (OED), Parks and Recreation Department (PRD), Department of Public Works (DPW), East Point Historical Society (EPHS), East Point Police Department (EPPD), East Point Fire Department (EPFD) and Municipal Electric Authority of Georgia (MEAG).

<sup>3</sup>Design cost estimate.

<sup>4</sup>Construction cost estimate.



# COMPREHENSIVE PLAN EAST POINT, GEORGIA GENERAL LOCATION MAP - 1



PREPARED BY  
KECK & WOOD, INC.  
2000 Peachtree Dunwoody Rd., Atlanta, Georgia 30328

FLORIDA

## **Appendices**

**A. Public Input Methodology and Results**

**B. Sources of Information**

**C. Proposed Land Use Classification**

## **PUBLIC INPUT METHODOLOGY AND RESULTS**

Georgia Department of Community Affairs "Minimum Standards and Procedures for Local Comprehensive Planning" require that two public hearings be held to solicit public participation in the Comprehensive Planning process. The first of these public hearings was held September 21, 1995. The second public hearing was held November 4, 1996, just prior to submittal of the final Draft Comprehensive Plan to the Atlanta Regional Commission. In addition to these two public hearings, public hearings were held in each of East Point's four Planning Areas on January, 18, 23, 25, 30, 1996. City of East Point Officials publicized each of these public hearings at which the Plan was discussed. The Consultant has updated the Planning and Zoning Commission through briefings on June 1, 1996; June 13, 1996; and July 18, 1996. Similar briefings were made to Mayor and Council in work sessions held February 26, 1996 and September 23, 1996.

A general overview of the comprehensive planning process and preliminary findings were presented, and the Consultant was introduced at the initial public hearing. The public was notified of their opportunity to participate in the process and provide input. For each of the additional four Planning Area meetings, the Consultant performed a windshield survey of each Planning Area, and reviewed previous relevant studies, to identify issues and prepare presentation materials for each meeting.

Due to lack of public participation at these meetings (community meetings were sparsely attended; a Planning and Zoning Commission work session was canceled due to lack of a quorum), the Consultant formulated goals and objectives, and subsequently presented them for the City's review. These goals and objectives were developed based on research associated with the Comprehensive Plan and departmental staff interviews.

The final product of the Plan is the Implementation Strategy which encompasses the Short Term Work Program. The Strategy was prepared, based on feedback about the goals and objectives, and presented to East Point Department of Community Services for review and distribution to departmental staff. The final, Implementation Strategies were the subject of a September 23, 1996 workshop with Mayor and Council which was open to the public.

Revisions to the Draft Comprehensive Plan were made in response to departmental staff, Planning and Zoning Commission, Mayor and Council and public comment.

All meeting and workshop presentation materials are available from the East Point Zoning Administrator.

## SOURCES OF INFORMATION

1. Hydraulic Atlas 18, Most Significant Ground-Water Recharge Areas of Georgia; Department of Natural Resources, Environmental Protection Division, Atlanta - 1989 (Reprinted 1992).
2. National Wetlands Inventory (Map), United States Department of the Interior, Fish and Wildlife Service, 1990. Map Issues: Southwest Atlanta, GA & Ben Hill, GA
3. Flood Insurance Study, Volume 1 of 3, Fulton County, Georgia, and Incorporated Areas (including the City of East Point, GA - 130087), Federal Emergency Management Agency, September 30, 1994.
4. Flood Plain Study, Preliminary September 30, 1994. (see p. 4)
5. Soil Survey Report, Fulton County, Georgia. Series 1949, No. 7. Maps 31 & 32. U.S. Department of Agriculture, Soil Conservation Service and the University of Georgia, December 1958.
6. Georgia Department of Agriculture. Georgia Agricultural Statistics Service. Georgia County Estimates: 1989-1990.
7. Federal Endangered (E) and Threatened (T) Species, Listed Species in Fulton County. Georgia Department of Natural Resources, Wildlife Resources Division, February 1994.
8. The 1995 Georgia County Guide, College of Agricultural and Environmental Sciences, Cooperative Extension Service, University of Georgia, Athens, GA, ISSN 1044-0976.
9. Atlanta History, A Journal of Georgia and the South, "East Point Georgia, Overview of a Century," Anne S. Larcon, Atlanta Historical Society Vol XXXII, Numbers 3-4, Fall 1988 - Winter 1989.
10. East Point Historical Society.
11. Oral History related by Mrs. Ora Jean Gunnin.

12. Georgia Department of Natural Resources
13. Federal Emergency Management Agency (FEMA)
14. U.S. Geological Survey (USGS), Water Resources Division. Preliminary Report, dated September 30, 1994.
15. U.S. Department of Housing and Urban Development "Flood Hazard Boundary Map," dated March 15, 1977
16. Department of Natural Resources Environmental Protection Division
17. U.S. Bureau of the Census, 1970, 1980, 1990
18. Atlanta Regional Commission, 1994 Estimates
19. Georgia Department of Community Affairs (Woods & Poole Economics, Inc., 1994)
20. Fulton County Board of Education "Local Facilities Plan, 1995-2000"
21. City of College Park Comprehensive Plan, Adopted September 18, 1995
22. Comprehensive Land Use Plan, Hapeville, Georgia, 1995
23. Comprehensive Plan 2010, South Fulton Update, March 1991
24. City of Atlanta 1996 Comprehensive Plan
25. Robert M. West, Director of Community Services
26. East Point Planning and Zoning Commission
27. Peggy Moore, Zoning Administrator
28. Wilma Mack, GIS Coordinator

29. Lowell Hollums, Director of Parks and Recreation
30. Bruce DeBolt, East Point Electrical Department
31. David Bussey, Director of Economic Development
32. Acting Police Chief, Allen Harbin
33. Fire Chief, Ronnie Few
35. David Gilley, Director, East Point Business and Industrial Development Authority
36. East Point Library Staff
37. East Point Clean Community System
38. Richard Holder, Executive Director for Planning, Research and Development, Fulton County Board of Education
39. The National Archives and Records Administration, Federal Records Branch and National Archives

**City of East Point, Georgia**  
***Proposed Land Use Classification***

Introduction. The following Land Use Categories are proposed as the East Point "Land Use Classification" system. The State requires use of the eight (8) standard categories appearing in boldface type. A second tier classification is based on State guidelines and is intended to differentiate among dissimilar land uses. In the absence of this two-tiered system, such uses as office and auto repair, for example, would appear within the same land use category, that is, commercial. This system is intended to afford East Point a greater measure of control over land use and location.

The Future Land Use Map will depict various land uses employing the color scheme recommended by the State. In addition, the two-digit codes will be depicted within the color background as numbers. For example, within a yellow background designating residential land use, a numerical value of 1.1 will be used to designate Single Family (detached) Residential Land Use. Please note that only the residential and commercial land use categories provide a two-digit code. The three-digit categories appearing below are for informational purposes, only. The Zoning Ordinance more specifically identifies the permitted uses of the zoning districts that correspond to the Land Use Categories. The Ordinance may be more or less permissive, and will dictate the actual permitted uses for each property in East Point.

**1 Residential**

- 1.1 Single Family Residential
- 1.2 Attached Single Family Residential
- 1.3 Multi-Family Residential

**2 Commercial**

- 2.1 General Commercial
  - 252 Retail Trade Store--Building Materials and Hardware (excluding Mobile Home Dealers)
  - 253 Retail Trade Store/Center--General Merchandise
  - 254 Retail Store--Food
  - 256 Retail Store--Apparel and Accessories
  - 257 Retail Store--Home Furniture, Furnishings and Equipment
  - 258 Retail/Service Facility--Eating and Drinking Places
  - 259 Retail/Service Facility--Drugs and Miscellaneous Stores
  - 272 Personal Services

- 276 Miscellaneous Repair Services
- 278 Motion Pictures Facilities/Services
- 279 Amusement and Recreation Facilities
- 2.2 Highway Commercial
  - 254 Retail Store--Food
  - 255 Retail/Service Facility--Automobile Dealers and Service Stations
  - 258 Retail/Service Facility--Eating and Drinking Places
  - 275 Automobile Services--Maintenance, Repair and Parking
- 2.3 General Office
  - 260 Office/Depository Facility
  - 261 Office--Nondepository Credit Institution
  - 262 Office--Security and Commodity Broker Services
  - 263 Office--Insurance Carriers
  - 264 Office--Insurance Agents, Brokers and Service
  - 265 Office--Real Estate Service
  - 267 Office--Holding and Other Investment Services
  - 273 Office--Business Services
  - 281 Office--Legal Services
  - 287 Office--Engineering, Accounting, Research, Management and Related Services
- 2.4 Hospitality
  - 258 Retail/Service Facility--Eating and Drinking Places
  - 270 Rooming Services--Hotels and Other Lodging Places
  - 272 Personal Services
- 2.5 Medical Office
  - 280 Health Services and Facilities
- 3 Industrial**
  - 3.1 Light Industrial
    - 315 Building Construction--General Contractors Facilities
    - 317 Construction--Special Trade Contractors
    - 342 Motor Freight Warehousing Facility
    - 350 Wholesale Trade Facility--Durable Goods
    - 351 Wholesale Trade Facility--Nondurable Goods
  - 3.2 Heavy industrial
    - 316 Heavy Construction Contractors Facilities
    - 320 Food Processing Plant



- 321 Tobacco Processing Plant
- 322 Textiles Processing Plant
- 323 Apparel and Other Finished Products Factory
- 324 Lumber and Wood Products (except furniture) Mill/Factory
- 325 Furniture and Fixtures Plant
- 326 Paper and Allied Products Mill
- 327 Printing, Publishing and Allied Industrial Plant
- 328 Chemicals/Allied Products Plant
- 329 Petroleum Refining and Related Products Plant
- 330 Rubber and Miscellaneous Plastics Products Plant
- 331 Leather Products Tannery/Plant
- 332 Stone, Clay, Glass and Concrete Products Factory
- 333 Primary Metals Mill/Foundry
- 334 Fabricated Metal Products Factory (except machinery and transportation)
- 335 Industrial and Commercial Machinery and Computer Equipment Factory
- 336 Electronic and Electrical Equipment and Components Factory (except computers)
- 337 Transportation Equipment Factory
- 338 Instruments; Photographic, Medical and Optical Goods; and Timekeeping Products Factory
- 339 Miscellaneous Factories
- 349 Waste Recycling/Disposal

NOTE: The following industrial land use categories are intentionally EXCLUDED:

- 310 Mine--Metals
- 312 Mine--Coal
- 313 Extraction Field--Oil and Gas
- 314 Non Metallic Minerals Mines and Mills

#### **4 Public/Institutional**

- 443 U.S. Postal Service Facilities
- 482 Educational Services and Facilities
- 483 Government/Social Services or Facilities
- 484 Museums and Art Galleries
- 486 Membership Organization Facilities
- 491 Executive, Legislative and General Government Facilities (except Finance)
- 492 Justice, Public Order and Safety Facilities

- 493 Public Finance, Taxation and Monetary Policy Offices
- 494 Administration of Human Resources Programs Offices
- 495 Administration of Environmental Quality and Housing Programs Offices
- 496 Administration of Economic Programs Offices
- 497 National Security and International Affairs Offices

**5 Transportation/Communications/Utilities (TCU)**

- 540 Railroad Transportation Facilities
- 541 Motor Vehicle Passenger Transportation Facilities
- 542 Motor Freight Transportation Facilities (except warehousing)
- 545 Air Transportation Terminals
- 547 Transportation Service Facilities
- 548 Communication Facilities (excluding telecommunications towers)
- 549 Electricity, Water and Petroleum Distribution Facilities and Services

NOTE: The following TCU land use category is intentionally EXCLUDED:

- 544 Water Transportation Terminals

**6 Park/Recreation/Conservation**

- 61A Community Facilities--parks, Recreation or Other
- 61B State Facilities--Parks, Recreation or Other
- 61C Federal Facilities--Parks, Recreation or Other
- 61D Privately Owned Facilities--Parks, Recreation or Other

**7 Agriculture/Forestry**

- 701 Agricultural Production--Crops
- 702 Agricultural Production--Livestock and Animal Specialities
- 708 Forest Production
- 709 Fishing, Hunting and Trapping Facilities

**8 Undeveloped/Unused**

- 82A Unused Non-Forested and Barren Areas
- 82B Unharvested Forest Land
- 82C Undeveloped Wetlands and Beaches
- 82D Open Water
- 82E Abandoned Structure or Facility
- 82F Undeveloped Designated Use

