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Purpose

The Community Agenda sets the course for future development in the City of Collage Park. It has been crafted utilizing the data collected through the technical analysis and reported through the Community Assessment, feedback gathered through the community participation process, input from College Park staff, as well as standards identified through a review of best practices.

The implementation plan set forth in the Community Agenda will serve as a policy guide as the City of College Park seeks to achieve its vision for the future. It has been developed through a public process including community leaders, key stakeholders, elected officials, City staff, and the general public. It is intended to generate local pride and enthusiasm about the future of the College Park community, thereby facilitating implementation of the policies and strategies outlined in the Comprehensive Plan. The Community Agenda is intended to be user friendly, and should be consulted as a guide to day-to-day decision-making by community leaders as they work toward achieving the desired future of College Park.

Scope

The Community Agenda includes three core components:

- *Community Vision:* a community goal identified through public discussions that designates the desired future character area of the area, as well as the preferred direction for future physical development;
- *Issues and Opportunities:* areas of significance identified by community stakeholders as requiring further action; and
- *Implementation:* a program to guide elected officials, community members and leaders in order to achieve the Community Vision and address the identified Issues and Opportunities.

Community Snapshot

As discussed in the Community Assessment, the City of College Park is an incorporated area located just southwest of the City of Atlanta in the greater Atlanta Region. The City includes portions of Fulton and Clayton Counties, and is home to 13,942 residents, as reported by Census 2010.

Hartsfield-Jackson Atlanta International Airport is by far the largest employer in the community, with approximately 56,000 employees. The aviation and hospitality industries drive much of the College Park economy; however, the City is also home to major employers such as Chick-fil-A Corporate Headquarters, Woodward Academy, Coca-Cola Bottling, and John Weiland Homes, in addition to a number of other key employers. Given these employment opportunities in the area, the majority of College Park residents are employed close to home.

In addition to being the state's largest employer, the Airport has shaped the population and development of College Park over the years as a number of residential properties have been purchased through noise mitigation efforts. As the Airport has grown and noise levels generated by aircraft have increased, some areas within the City have become unsuitable for inhabitation, causing fluctuations in the City's resident population. The most recent acquisitions through the noise mitigation program have taken a number of multifamily housing units out of service. Additional property acquisitions to enable the development of the Rental Car Center and the ATL Skytrain have also contributed to a reduction in residential population in recent years. Census 2010 reports that the population of College Park has experienced a decrease of approximately 32% since 2000, dropping from 20,382 to 13,942.

Application of the Comprehensive Plan

The Georgia Department of Community Affairs has established the Standards and Procedures for Local Comprehensive Planning to provide a framework by which local governments can conceive a plan that will address critical issues and opportunities, as well as work toward achieving their goals for the future. The Plan should be used as a decision-making guide by local officials and community leaders for a twenty-year planning period.

The Future Development Map and its accompanying narrative should be referred to as decisions about land use and development are made, as well as in determining areas for infrastructure upgrades and additional services. It reflects the community's vision for growth and development, as determined through the community engagement process, as well as a review of existing land uses and market conditions. As shown on the Future Development Map, each property within the City falls within a specified character area. Within each character area, there are a number of appropriate land uses, Quality Community Objectives are pursued, and implementation strategies are identified to

guide development within the character area. While the Future Development Map is intended to guide development for the entire twenty-year planning period, it is important to review the Map on a regular basis, as market and demographic trends are constantly shifting, thereby changing the demands for development.

The Implementation Program includes a Short Term Work Program, which will serve as an important implementation tool for the City. While the Comprehensive Plan incorporates policies and strategies for a twenty-year planning period, the Short Term Work Program outlines specific implementation activities in a more manageable five-year timeframe. The activities prescribed in the Short Term Work Program are based on the recommended strategies for each character area, as well as for each planning element in the Issues and Opportunities section. The Short Term Work Program should be updated every five years, as required by the Georgia Department of Community Affairs.

In addition to the Short Term Work Program, the Implementation Program includes recommended policies for each character area and planning element that are intended to provide long-term and ongoing guidance for local officials. These policies should be referred to frequently as key decisions about the future growth and development of College Park are made.

The Community Vision has been developed through the community participation process, and it reflects the feedback that has been received through public meetings, workshops, community questionnaires, and Steering Team meetings. This vision defines the future goals of the City, and is a reflection of the values and priorities of City stakeholders.

1.1 Vision Statement

In establishing the Vision Statement for College Park, participants in the planning process sought to craft a statement that was succinct, easy to remember, and one that could be embraced by stakeholders from throughout the community. The Vision Statement exemplifies the wealth of opportunities presented to the City by virtue of its status as home to the State's largest employer and world's busiest airport: Hartsfield-Jackson Atlanta International Airport, as well as its vibrant history and diverse character.

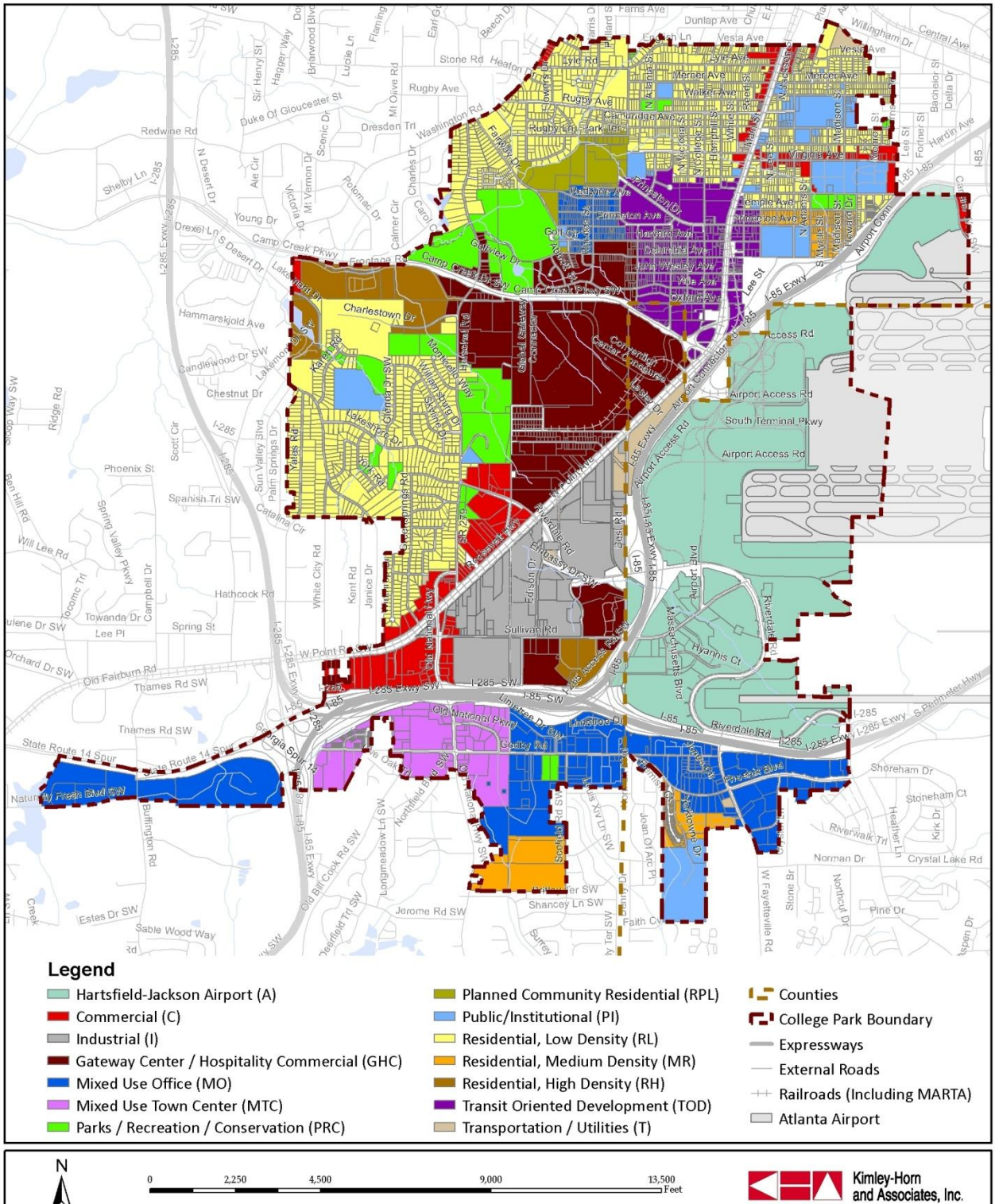
In 2031, College Park will be Georgia's Global Gateway- home to the World's Busiest Airport. We will be diverse by design, while preserving our unique heritage and offering a dynamic place to live, work, play and visit.

1.2 Future Development Map

The Future Development Map is a representation of the ideal development pattern when College Park is fully developed. It illustrates the future character areas desired by the College Park community, as expressed through the community participation process. For each Character Area shown on the Future Development Map, a narrative describing the type of development and appropriate land uses is included, as well as an identification of Quality Community Objectives to be pursued in the Character Area and strategies to guide implementation.

It should be noted that the Future Development Map does not change the existing land use or current zoning of any property. The Map, like the entire Comprehensive Plan, is intended to guide policy decisions for a twenty-year planning period, and development should proceed in a manner and a timeframe that is consistent with the needs of the population, market demands, environmentally appropriate, and sustainable.

Figure 1.1: Future Development Map



1.3 Character Areas

The General Vision Statement and the Future Development Map are two of three components that make up the Community Vision. The third component, the Community Vision, is the accompanying narrative that describes the vision with respect to each character area shown on the Future Development Map. This section will describe College Park's fourteen character areas with respect to the types, forms, styles and patterns of development that are encouraged in the area; appropriate land uses for the area; Quality Community Objectives to be pursued; and implementation measures to achieve the desired development patterns.

With respect to the Quality Community Objectives, the Board of the Georgia Department of Community Affairs adopted the Quality Community Objectives (QCOs) in 1999 as a statement of the development patterns and options that will help Georgia communities, such as College Park, preserve its unique cultural, natural and historic resources while looking to the future and developing to its fullest potential. These are summarized below for reference prior to the descriptions of College Park's character areas that will follow.

Traditional Neighborhoods *Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.*

Infill Development *Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.*

Sense of Place *Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.*

Transportation Alternatives *Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.*

Heritage Preservation *The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the*

community, and protecting other scenic or natural features that are important to defining the community's character.

Open Space Preservation

New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.

Environmental Protection

Environmentally sensitive areas should be protected from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

Growth Preparedness

Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.

Educational Opportunities

Educational and training opportunities should be readily available in each community to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

Appropriate Business

The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long-term sustainability, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

Employment Options

A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Housing Choices

A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

Regional Solutions

Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

Regional Cooperation

Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network.

Regional Identity *Each region should promote and preserve a regional "identity," or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.*

Low Density Residential (RL)	

Character Area Description: This classification includes single-family detached unit residential development on individual parcels of land at a density of less than 3 dwelling units per acre. Historically, these areas were developed with a focus more on vehicular connectivity than pedestrian focus within a network of long curvilinear streets with some cul-de-sacs or on a traditional city grid. Most of these areas are built out leaving the most typical development scenario to be infill development. Additionally, this land use type has been heavily reduced as the neighboring international airport has grown and airport authorities purchased properties and relocated families to address noise and other impacts from increasing air traffic. Homes are setback from the streets and from each other and the neighborhoods, while primarily single family residential, have institutional uses and community facilities scattered throughout the area

Appropriate Land Uses: Single family residential homes, parks, schools, public buildings, senior housing, residential facilities for the disabled

Vision for the Future:

- Stable, safe, well-maintained neighborhoods that maintain their value over time.
- Emphasis on accommodating pedestrians and cyclists as well as street connectivity between neighborhoods, parks, schools, libraries and supporting businesses.
- Infill development will be context sensitive to existing development patterns and architectural styles.
- Cut through traffic and speeds are kept at a minimum, while neighborhoods are interconnected with good access to businesses and facilities that serve the neighborhood.
- Homes and buildings with windows and doors that face the street to increase opportunities for neighborhood awareness and safety.

Quality Community Objectives Pursued:

√	**Traditional Neighborhoods**	√	**Open Space Preservation**		**Employment Options**
√	**Infill Development**	√	**Environmental Protection**	√	**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**		**Regional Solutions**
√	**Transportation Alternatives**	√	**Educational Opportunities**	√	**Regional Cooperation**
√	**Heritage Preservation**		**Appropriate Business**		**Regional Identity**

Implementation Strategies:

- Encourage street connections between neighborhoods and uses, including retrofits to existing neighborhoods that allow pedestrians and cyclists opportunities to safely travel shorter distances than automobiles.
- Reduce cut through traffic by employing street design and retrofits that slow speeds, yet maintain a flow of traffic and encourage pedestrian and bicycle safety.
- Ensure adequate code enforcement that will maintain neighborhood upkeep and safety.
- Encourage architectural standards that provide for porches, windows and doors oriented toward the street that helps facilitate awareness of activity on the street, fosters human interaction, and creates a strong sense of place.
- Take advantage of natural topography, drainage and tree cover in development to avoid retrofits and infrastructure that are costly to construct, to maintain and preserve water quality, and to avoid heat island effects of paved and built structures that create energy inefficiencies and diminish the lifecycle of structures and infrastructure.
- Incentivize new residential construction and renovations to include noise mitigation building mechanisms that protect residents and maintain a high quality of life.
- Continued coordination with the airport authority regarding future growth at the airport to address neighborhood preservation and impacts of continued growth.

Medium Density Residential (RM)

Character Area Description: This classification includes single-family detached, single-family attached, apartments, town homes and condominiums within the City at a density of at least 3 dwelling units per acre, but less than 6 dwelling units per acre. These areas are limited in size and location and are found on the north side of the city near older neighborhoods as well as on the extreme south side of the city. Lot sizes are smaller and architectural styles vary more than in lower density areas. Significant front setbacks are generally maintained, but the buildings are closer to one another or share common walls.

Appropriate Land Uses: Single family-detached homes, single-family attached homes, apartments, town homes, condominiums parks, schools, public buildings, senior housing, and residential facilities for the disabled.

Vision for the Future:

- A diversity of housing stock that provides options for varied incomes and creates a transition from more intense uses to surrounding lower density residential uses.
- Stable, safe, well-maintained neighborhoods that maintain their value over time.
- Neighborhoods are near transportation routes and facilities and are near employment and business locations.
- Strong emphasis on accommodating pedestrians and cyclists as well as street connectivity between neighborhoods, parks, schools, libraries and supporting businesses.
- Infill development will be context sensitive to existing development patterns and architectural styles.
- Cut through traffic and speeds are discouraged, while neighborhoods are well connected with access to employment locations, businesses and facilities that serve the neighborhood
- Homes and buildings with windows and doors that face the street to increase opportunities for neighborhood awareness and safety

Quality Community Objectives Pursued:

√	**Traditional Neighborhoods**	√	**Open Space Preservation**	√	**Employment Options**
√	**Infill Development**	√	**Environmental Protection**	√	**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**		**Regional Solutions**
√	**Transportation Alternatives**	√	**Educational Opportunities**		**Regional Cooperation**
√	**Heritage Preservation**	√	**Appropriate Business**		**Regional Identity**

Implementation Strategies:

- Encourage a mix of building sizes and types that address individuals of varying income levels and stages of life.
- Ensure street connections between neighborhoods and neighboring transportation facilities, employment centers, and non-residential uses.
- Orient developments to open space within the development or orientation toward open spaces nearby.
- Provide standards for ensuring that pedestrians, bikes and automobiles have balanced access to the transportation network.
- Employing street design and retrofits that are generally more grid-like in nature with shorter, walkable blocks and maintain narrower street widths that slow speeds, yet maintain a smooth flow for intermodal traffic.
- Strongly encourage or aggressively incentivize noise mitigation building techniques and materials in new residential construction and renovated structures to protect residents and maintain a high quality of life.
- Ensure adequate code enforcement that will maintain neighborhood upkeep and safety.
- Encourage architectural standards that provide for porches, windows and doors oriented toward the street with considerable sidewalks that facilitate awareness of activity on the street, foster human interaction, and create a strong sense of place.
- Take advantage of existing drainage infrastructure and grades and promote tree cover retention and creation in developments to minimize infrastructure costs, maintain and preserve water quality, and to avoid heat island effects of paved and built structures that create energy inefficiencies and diminish the lifecycle of structures and infrastructure.

High Density Residential (RH)

Character Area Description: This classification includes single-family detached, single-family attached, apartments, town homes and condominiums within the City at a density of 6 dwelling units and greater. These areas are limited in size and location and are generally found on the far western edge of the city along the Camp Creek Parkway corridor and adjacent to the I-85/I-285 interchange between the airport and the industrial area. While the amount of area is small with respect to other areas of town, these areas area significant due to their density and provide opportunities to diversify the housing stock and meet the needs of a diverse population. Parcel sizes are generally larger than other residential areas and architectural themes are similar throughout the properties with attention needed toward open space and amenities.

Appropriate Land Uses: Apartments, town homes, condominiums parks, schools, public buildings, senior housing, and residential facilities for the disabled.

Vision for the Future:

- A compact, highly walkable residential area that is well connected to the road network and transit that provides access to work locations, community facilities and to other transit networks.
- Thoughtful design architecturally and spatially that provides housing options for varied incomes around open spaces and amenities.
- Stable, safe, well-maintained neighborhoods that maintain their value over time.
- Adjacency to commercial uses that serve the area and will help provide a market that strengthens adjacent commercial areas.
- New developments will be well-planned built around natural features with an overall theme and orientation to openspaces and amenities while addressing transitions to adjacent nonresidential areas. This character area will, in turn, help to make overall transitions from nonresidential areas to other areas where land use is less intense and residential.

Quality Community Objectives Pursued:

√	**Traditional Neighborhoods**	√	**Open Space Preservation**	√	**Employment Options**
√	**Infill Development**	√	**Environmental Protection**	√	**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**	√	**Regional Solutions**
√	**Transportation Alternatives**	√	**Educational Opportunities**	√	**Regional Cooperation**
√	**Heritage Preservation**	√	**Appropriate Business**	√	**Regional Identity**

Implementation Strategies:

- Encourage a mix of building sizes and unit sizes that provide a diversity of housing for individuals of varying income and stages of life.
- Ensure proper buffering between differing land uses with connections to commercial uses that provide services to the neighborhood.
- Maintain strong connections to adjacent transportation facilities and networks.
- Orient developments toward open spaces within the development and toward open spaces and public uses nearby.
- Provide standards for ensuring that pedestrians, bikes and automobiles have balanced access to the transportation network.
- Employing street design with small blocks that are walkable and human-scaled and streets that are narrow to encourage slower speeds.
- Buildings are pulled up toward the street with connections to the sidewalks along the streets.
- Parking areas are located to the rear of the building, or if located on the side of the building, do not extend beyond the front of the building and buffered from the street with significant landscaping or other screening methods.
- Because these areas are located below flight paths and adjacent to highways, residents are to be protected and quality of life maintained through requiring noise mitigation building techniques and materials in new residential construction and renovated structures.
- Ensure adequate code enforcement that will maintain neighborhood upkeep and safety.
- Encourage architectural standards that provide windows and doors oriented toward the street with considerable sidewalks that facilitate awareness of activity on the street, foster human interaction, and create a strong sense of place.
- Take advantage of existing drainage infrastructure and grades and promote tree cover retention and creation in developments to minimize infrastructure costs, maintain and preserve water quality, and to avoid heat island effects of paved and built structures that create energy inefficiencies and diminish the lifecycle of structures and infrastructure.

Commercial (C)

Character Area Description: This classification concentrates on businesses that rely on and serve a broader customer-base including the entire city, surrounding county residents, and pass-through traffic. Special consideration needs to be given to these commercial uses to minimize their impact on adjacent land uses, to accommodate the volumes of vehicular traffic generated, their potential impact on the aesthetics of the site and surrounding area, and the need to ensure compatibility. These areas are generally located along corridors such as Virginia Avenue and Main Street and near the Roosevelt Highway and Old National corridors and connect important focal points or destination areas that include the transit center and historic downtown, the hospitality and convention center area and mixed use area on Old National Highway. Where these corridors are already in place, new and infill development will have the advantage of utilizing existing roads and infrastructure with appropriate improvements to maintain capacity and long-term usefulness. The Virginia Avenue and Main Street areas are adjacent to existing residential development providing goods and services to the adjacent population that is mobile not only by car, but by biking and walking as well. The other commercial areas are less integrated into neighboring residential areas and access will typically be more by auto and transit than by biking or walking.

Appropriate Land Uses: Retail centers and uses with uses such as grocery stores, restaurants, café's, merchandise for sale; professional and medical offices; government and institutional uses.

Vision for the Future:

- Vibrant commercial corridors that provide a comprehensive array of goods and services to local residents as well as a larger regional market in Fulton and Clayton counties.
- Re-investment in existing structures, particularly those that are historic or have character defining architecture.
- Developments that are accessible to transit riders, pedestrians and cyclists as well as for auto traffic.

- New development and renovations to existing development that frame the public right-of-way with attractive structures and landscaping near the edge of the street.
- Interior parking areas that provide safe and attractive pedestrian circulation within the parking area connecting to structures and to the street.
- Quality development along these corridors will lead to and will connect focal points of the city such as the transit center and historic downtown, the hospitality and convention center area and mixed use area on Old National Highway.
- Development will be contextually sensitive to surrounding residential uses through appropriate buffering mechanisms, quality architecture and convenient connections.

Quality Community Objectives Pursued:

√	**Traditional Neighborhoods**	√	**Open Space Preservation**	√	**Employment Options**
√	**Infill Development**	√	**Environmental Protection**		**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**	√	**Regional Solutions**
√	**Transportation Alternatives**		**Educational Opportunities**	√	**Regional Cooperation**
√	**Heritage Preservation**	√	**Appropriate Business**	√	**Regional Identity**

Implementation Strategies:

- Future improvements along the corridors should include streetscaping with sidewalks, landscaped between the sidewalk and curb, and trees that provide shading, pavement longevity and other natural benefits.
- Convenient access to the corridor is vital to adjacent development , but limiting the number of access points as much as possible is also necessary to maintain safety and to help travelers along the corridor to more easily negotiate entrances and to limit conflict points.
- Pursuit of opportunities to fund transportation and redevelopment projects such as street scaping projects along Main Street and Old National Highway
- Gateway Signage at points of entry into College Park.

Gateway Center/ Hospitality Commercial (GHC)

Character Area Description: This classification will provide for uses which are supportive of the Georgia International Convention Center (GICC), the airport and regional and international facilities that serve the public (governmental or non-). The GICC and the Hartsfield-Jackson Rental Car Center (RCC) serve as a major source of tourism and revenue within the city by hosting conventions, trade shows, and related events. While primary emphasis is around the convention and hospitality related uses, additional emphasis will be made on creating strong connections to uses in the Transit Oriented Development (TOD) area through land uses that are appropriate for both the GHC and TOD such as arts facilities, theaters, retail stores, offices, restaurants, entertainment facilities, taverns, galleries, and other related service establishments. Additionally, multimodal transportation connections to the TOD area will be vital for both character areas. The GHC area will also embrace the Camp Creek Parkway corridor that connects the airport with I-285 with a focus of making it a destination more than a busy arterial in the regional transportation network. The GHC area will serve to protect the aesthetics of the community and to encourage a variety of support services and uses to convention center patrons, including additional hotel accommodations and other uses listed above.

Appropriate Land Uses: Hotels, convention and meeting halls, arts facilities, theaters, retail stores, offices, restaurants, entertainment facilities, taverns, galleries, and other related service establishments

Vision for the Future:

- Premier global gateway to College Park and the Atlanta Metro area.
- Multimodal transportation options and access
- A broad collection of destinations for events in convention and meeting halls, arts facilities galleries and theaters and entertainment facilities
- Office and hotel developments that establish College Park as a place to work and to stay
- Commercial establishments, support services and entertainment activities for local residents and for visitors regionally, nationally and internationally

Quality Community Objectives Pursued:

	Traditional Neighborhoods	√	**Open Space Preservation**	√	**Employment Options**
√	**Infill Development**	√	**Environmental Protection**		**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**	√	**Regional Solutions**
√	**Transportation Alternatives**	√	**Educational Opportunities**	√	**Regional Cooperation**
	Heritage Preservation	√	**Appropriate Business**	√	**Regional Identity**

Implementation Strategies:

- Create and improve connections from Camp Creek Parkway to existing and future development to the North to integrate this area into the traditional center of College park
- Improve signage, and eventually the interchange at Camp Creek Parkway/Main Street/Interstate 85 to facilitate improved connectivity and intuitive navigation within the city.
- Gateway Signage

Industrial (I)	

Character Area Description: This classification is for land dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities, logistics facilities or other similar uses with a major focus around the airport industry. It is primarily located between the Roosevelt Highway corridor and the Interstate 85/Interstate 285 corridors adjacent to the international airport.

Appropriate Land Uses: Research and development, distribution and logistics, manufacturing, Airport support services and industry

Vision for the Future:

- A center of work and innovation
- Continued and strengthened support role to Hartsfield-Jackson Atlanta International Airport
- Functional traffic flow for all modes of traffic, including large trucks on well designed streets with curbs and corridor landscaping.
- Aesthetic considerations are primarily focused along the public rights-of-way to create visually pleasing corridors with high quality design elements and top-notch building materials and landscaping that complement and allow linkages to neighboring hospitality, and commercial uses.
- Ample buffering along character area transitions from industrial uses to neighboring hospitality, residential and commercial character areas
- Appropriate screening of outdoor storage and activity areas.

Quality Community Objectives Pursued:

	Traditional Neighborhoods		**Open Space Preservation**	√	**Employment Options**
	Infill Development	√	**Environmental Protection**		**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**	√	**Regional Solutions**
√	**Transportation Alternatives**		**Educational Opportunities**	√	**Regional Cooperation**
	Heritage Preservation	√	**Appropriate Business**	√	**Regional Identity**

Implementation Strategies:

- To encourage the free movement of traffic, including large vehicles along the corridors streets should be wider with larger turning radii.
- Creation of street standards that include curbing, sidewalks, and street trees that link industrial corridors to those of other character areas and strengthen the image of the Global City and Air Transportation Gateway.
- Seek leading industry headquarters and facilities
- Improve truck route connections to Interstates 85 and 285 that provide access directly to the character area and minimize traffic through non-industrial character areas nearby.

Public/ Institutional (PI)	

Character Area Description: This area allows for the location of public and non-profit institutions and organizations that provide regular services to and for the general public. This includes certain state, federal, and/or local government uses and institutional land uses. These are ideally located in areas distributed throughout the city with emphasis being on proximity to residential areas and areas with intense population activity during the day. While some of these areas are found in areas generally envisioned solely for Public/Institutional use, there are times that these uses will be found in other appropriate character areas.

Appropriate Land Uses: Land uses include educational facilities, churches, cemeteries, hospitals and government uses such as city hall, government building complexes, police and fire stations, libraries, prisons, post offices, community centers, senior centers, recycling collection centers, recreation and fitness centers, etc.

Vision for the Future:

- Equitable distribution of institutions and public uses that supports access to the target audience of the institution or organization.
- High quality building materials, design features and open space that strengthen the message of the global city, create a sense of place and invite use and gathering informally and formally in planned events.
- Locations that are transit accessible as well as accessible by non-motorized transport.

Quality Community Objectives Pursued:

√	**Traditional Neighborhoods**	√	**Open Space Preservation**	√	**Employment Options**
	Infill Development	√	**Environmental Protection**	√	**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**	√	**Regional Solutions**
√	**Transportation Alternatives**	√	**Educational Opportunities**	√	**Regional Cooperation**
√	**Heritage Preservation**	√	**Appropriate Business**	√	**Regional Identity**

Implementation Strategies:

- Continue to review locations for new uses that will provide services and benefits to the general population.
- When acquiring land for public institutions, consider acquisitions that will allow for co-location of uses where possible.

Transportation/ Utilities (T)

Character Area Description: This category encompasses various land use types associated with transportation and utilities and includes major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, airports, water authority facilities and similar uses. Because much of this character area is along public rights-of-way and for purposes of clarity, only non-right-of-way parcels are delineated on the Future Development Map. As such much of the acreage may be accounted for in one of the other classifications listed on the Future Development Map, particularly roads and their right-of-ways, which are absorbed into the context of a more dominant land use.

Appropriate Land Uses: Major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, airports, water authority facilities and similar uses

Vision for the Future:

- A multimodal city that is highly accessible, facilitates safe and efficient travel for motorized and non-motorized traffic and provides alternatives to energy consuming modes of travel in order to reduce dependence on fuel and electricity as well as to minimize impacts to air quality.
- Street improvements and streetscaping that are appropriate to development along each respective corridor (e.g. the Transportation Character Area recommendations of the College Park Activity Center Livable Centers Initiative of 2008).
- Transportation plans and improvement programs that are linked with land use decisions and anticipated development levels.
- Enhanced rail crossings that better link development east and west of rail lines.
- Traffic calming and pedestrian safety improvements that reduce conflicts at intersections rated as having high crash rates.
- Improved linkages and connectivity between Camp Creek Parkway and downtown College Park.

Quality Community Objectives Pursued:

√	**Traditional Neighborhoods**		**Open Space Preservation**	√	**Employment Options**
	Infill Development	√	**Environmental Protection**		**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**	√	**Regional Solutions**
√	**Transportation Alternatives**	√	**Educational Opportunities**	√	**Regional Cooperation**
√	**Heritage Preservation**	√	**Appropriate Business**	√	**Regional Identity**

Implementation Strategies:

- Implementation of transportation projects specified in the Short Term Work Program of this Community Agenda and as per the College Park Activity Center Livable Centers Initiative of 2008.
- Expanding the Transportation Character Area Analysis of the College Park Activity Center Livable Centers Initiative of 2008 to streets connecting into the LCI area and primary or key corridors city-wide.

Hartsfield-Jackson International Airport (A)	

Character Area Description: This property is owned and operated by the airport.

Appropriate Land Uses: Passenger and cargo-related land uses, ground transportation modes of travel, Air cargo logistics and distribution uses.

Vision for the Future:

- Continued coordination with the City of College Park on expansions or modifications at the airport as it continues to grow.
- A city that is a well-connected partner to the airport that addresses current impacts related to noise and other impacts caused by flight patterns, air traffic and new development on the ground.
- Preservation of existing neighborhoods and historic resources within the city that allows necessary retrofits to address noise impacts and preserves quality of life.

Quality Community Objectives Pursued:

√	**Traditional Neighborhoods**		**Open Space Preservation**	√	**Employment Options**
√	**Infill Development**	√	**Environmental Protection**	√	**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**	√	**Regional Solutions**
√	**Transportation Alternatives**	√	**Educational Opportunities**	√	**Regional Cooperation**
√	**Heritage Preservation**	√	**Appropriate Business**	√	**Regional Identity**

Implementation Strategies:

- Determine the most current Decibel Noise Levels (DNLs) corresponding to the newest flight patterns and configurations at the airport as well as anticipated changes in the future so that the City can re-assess impacts to existing neighborhoods.
- Using the DNl analysis further develop regulatory guidance and requirements to ensure that new and infill development is steered away from incompatible locations and to ensure that new and infill development is constructed to building standards that mitigate airport noise levels (the College Park Activity Center Livable Centers Initiative of 2008 currently recommends mitigation to a DNL of 45 inside buildings).

Parks/ Recreation/ Conservation (PRC)

Character Area Description: This category is for land dedicated to active or passive recreational uses as well as for green space and wildlife management. It is in this area that residents have an opportunity to connect with nature and the City of College Park through activities that promote physical activity and healthy lifestyles. These areas may be either publicly or privately owned. They are generally located in an array of locations throughout the city near residential character areas. Additionally, uses that are found in this character area may often be located within other character areas as well.

Appropriate Land Uses: Playgrounds, public parks, nature preserves, golf courses, recreation centers, pedestrian and/or/bike trails, dog parks, ball fields, pavilions, amphitheaters, and similar uses.

Vision for the Future:

- Accessible and diverse open spaces that allow for the residents of the city and visitors to meet, to interact, and to understand the natural environment of the city.
- Parks or open spaces that are connected by openspace corridors and/or a pedestrian and bike accessible transportation network.
- Preservation and restoration of natural drainage patterns and topography that help manage stormwater runoff and maintain or improve water quality.

Quality Community Objectives Pursued:

	Traditional Neighborhoods	√	Open Space Preservation		Employment Options
	Infill Development	√	Environmental Protection		Housing Choices
√	Sense of Place	√	Growth Preparedness	√	Regional Solutions
√	Transportation Alternatives	√	Educational Opportunities	√	Regional Cooperation
√	Heritage Preservation		Appropriate Business	√	Regional Identity

Implementation Strategies:

- Discourage development in the 100 year flood plain.
- Continue to designate riparian buffers for the protection of rivers in College Park.
- Designation of additional green space in new developments.
- Continue to modify the zoning ordinance to reduce the impact of development on natural topography and existing vegetation.
- Creation of a central community green or civic meeting place.

Planned Community Residential (RPL)			

Character Area Description: This classification will encourage residential development that has creative site design and a mix of housing types by incorporating and allowing flexibility in City ordinances, especially with regard to setbacks and minimum lot sizes. This will allow developers to build projects that might otherwise fail to meet traditional zoning standards, while allowing local governments to be more restrictive on design guidelines and community open space. This area is located at the northwest portion of the College Park Activity Centers Livable Centers Initiative of 2008 and referred to as the Manchester Pointe Residential District.

Appropriate Land Uses: Apartments, town homes, condominiums parks, schools, public buildings, senior housing, residential facilities for the disabled.

Vision for the Future:

- Clustered development that is part of significant open space preservation
- Thoughtful design architecturally and spatially that provides housing options for varied incomes around open spaces and amenities.
- Stable, safe, well-maintained neighborhoods that maintain their value over time.
- New developments will be well-planned built around natural features with an overall theme and orientation to openspaces and amenities while addressing transitions to adjacent nonresidential areas. This character area will, in turn, help to make overall transitions from nonresidential areas to other areas where land use is less intense and residential.
- Neighborhoods are near transportation routes and facilities and are near employment and business locations.
- Strong emphasis on accommodating pedestrians and cyclists as well as street connectivity between neighborhoods, parks, schools, libraries and supporting businesses.
- Cut through traffic and speeds are discouraged, while neighborhoods are well connected with access to employment locations, businesses and facilities that serve the neighborhood

- Homes and buildings with windows and doors that face the street to increase opportunities for neighborhood awareness and safety

Quality Community Objectives Pursued:

	Traditional Neighborhoods	√	**Open Space Preservation**		**Employment Options**
√	**Infill Development**	√	**Environmental Protection**	√	**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**	√	**Regional Solutions**
√	**Transportation Alternatives**		**Educational Opportunities**	√	**Regional Cooperation**
	Heritage Preservation		**Appropriate Business**	√	**Regional Identity**

Implementation Strategies:

- Encourage a mix of building sizes and types that address individuals of varying income levels and stages of life.
- Ensure street connections between neighborhoods and neighboring transportation facilities, employment centers, and non-residential uses.
- Orient developments to open space within the development or orientation toward open spaces nearby.
- Provide standards for ensuring that pedestrians, bikes and automobiles have balanced access to the transportation network.
- Employing street design that consists of short streets or blocks in a grid-like pattern and narrow street widths that slow speeds, yet maintain a smooth flow for intermodal traffic.
- Strongly encourage or aggressively incentivize noise mitigation building techniques and materials in new residential construction and renovated structures to protect residents and maintain a high quality of life.
- Ensure adequate code enforcement that will maintain neighborhood upkeep and safety.
- Encourage architectural standards that provide for porches, windows and doors oriented toward the street with considerable sidewalks that facilitate awareness of activity on the street, foster human interaction, and create a strong sense of place.
- Take advantage of existing drainage infrastructure and grades and promote tree cover retention and creation in developments to minimize infrastructure costs, maintain and preserve water quality, and to avoid heat island effects of paved and built structures that create energy inefficiencies and diminish the lifecycle of structures and infrastructure.

Mixed Use Town Center (MTC)	

Character Area Description: This classification allows for a mix of housing units and nonresidential uses with a unified site design, encouraging the cluster of buildings, designation of common open space that is typically centrally located, has plazas or squares, public art, fountains or water features, is transit ready, and incorporates a variety of building types and land uses in a centralized area. Uses are generally neighborhood focused, but the location of this area at the intersection of Old National Highway and I-85/285 also lends itself well to uses with a regional market as well. Ground floor uses around open spaces and plazas and along primary transportation corridors are generally commercial in nature with offices and/or residential uses above. Development not oriented toward the open spaces or not located along primary corridors are often more residential in nature or mixed office and residential. There is a strong need for housing in this area of College Park, not only to support the planned commercial and office uses in this character area, but also to provide housing opportunities that are in short supply south of I-285. The location of this character area also brings uses typical of a downtown closer to residents on the south side of College Park who are otherwise separated from the traditional downtown area by distance and by the CSX rail line, industrial land uses, I-85/285 and the airport.

Appropriate Land Uses: Neighborhood friendly retail commercial uses such as, drugstores, grocery stores, banks, etc; Office uses including multi-level office buildings as well as live-work townhomes and lofts; Residential uses that include apartments, town homes, condominiums, senior housing and residential facilities for the disabled; Public or civic spaces and uses that include parks, schools, public buildings, educational facilities, churches, cemeteries, hospitals and government building complexes, police and fire stations, libraries, prisons, post offices, community centers, senior centers.

Vision for the Future:

- Vibrant mixed use corridors oriented on a grid-like or modified grid structure that provide a comprehensive array of goods and services to local residents as well as a larger regional market in Fulton and Clayton counties.
- Open spaces and civic or institution uses are generally located at the terminus of corridors within the development providing gathering space and services to the local population and visitors to the area.
- Development that is accessible to transit riders, pedestrians and cyclists as well as for auto traffic.
- Public rights-of-way framed by attractive structures and landscaping near the edge of the street.
- Some on-street parking is provided, but the bulk of the parking is provided on the interior of blocks or behind primary uses in parking lots or parking structures.
- A compact, highly walkable mixed use area that is well connected to the regional road network and to transit that provide access to work locations, community facilities and to other transportation networks.
- Thoughtful design architecturally and spatially that provides housing options for varied incomes around open spaces and amenities.
- Stable, safe, well-maintained neighborhoods that maintain their value over time.
- Incorporation of commercial uses that serve the local residents area and that strengthen the market in adjacent commercial areas.
- High quality building materials, design features and open space that reiterate or affirm the message of the global city, create a sense of place and provide a venue for gatherings and events, both formal and informal.

Quality Community Objectives Pursued:

√	**Traditional Neighborhoods**	√	**Open Space Preservation**	√	**Employment Options**
√	**Infill Development**	√	**Environmental Protection**	√	**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**	√	**Regional Solutions**
√	**Transportation Alternatives**	√	**Educational Opportunities**	√	**Regional Cooperation**
	Heritage Preservation	√	**Appropriate Business**	√	**Regional Identity**

Implementation Strategies:

- Complete market and planning studies of this area
- Implement mixed use zoning that will allow and attract the proposed type of development
- Establish and adopt design guidelines for the mixed use town center that include:

  - Encouraging a mix of building sizes and unit sizes that provide a diversity of housing for individuals of varying income and stages of life.
  - Maintaining strong connections to adjacent transportation facilities and networks.
  - Orienting developments toward open spaces and primary corridors within the development.
  - Employing street design with small blocks that are walkable and human-scaled and streets that are narrow to encourage slower speeds.
  - Encouraging architectural standards that provide windows and doors oriented toward the street with considerable sidewalks that facilitate awareness of activity on the street, foster human interaction, and create a strong sense of place.
  - Locating parking areas to the rear of the building or buildings, or if located on the side of the building, do not extend beyond the front of the building and are buffered from the street with significant landscaping or other screening methods.
- Provide standards for ensuring that pedestrians, bikes and automobiles have balanced access to the transportation network.
- Because these areas are located below flight paths and adjacent to highways, residents are to be protected and quality of life maintained through requiring noise mitigating building techniques and materials in new residential construction and renovated structures.
- Ensure adequate code enforcement that will maintain neighborhood upkeep and safety.
- Improvements along the corridors should include streetscaping with wide sidewalks, landscaped between the sidewalk and curb, and trees that provide shading, pavement longevity and other natural benefits.
- Take advantage of existing drainage infrastructure and grades and promote tree cover retention or creation to minimize infrastructure costs, maintain and preserve water quality, and to avoid heat island effects of paved and built structures that create energy inefficiencies and diminish the lifecycle of structures and infrastructure.

Mixed Use Office (MO)

Character Area Description: This classification promotes a mixed use work environment focusing heavily on a pedestrian friendly atmosphere within a professional employment area. Additionally, this area will support a number of commercial uses that support the various business uses. This area is located predominantly South of Interstates 85 and 285 with another portion that lies in the north part of the city in the College Park Activity Center LCI identified as the Manchester Pointe Corporate/Institutional District.

Appropriate Land Uses: Business and professional offices including medical, dental, legal, financial, architectural, engineering, real estate, insurance, governmental offices, hospitals, medical and dental clinics, nursing and rest homes, and complimentary accessory uses including, restaurants, office supply stores and hotels.

Vision for the Future:

- A rich business environment with various professional offices and corporate headquarters
- Developments that are accessible to transit riders, pedestrians and cyclists as well as for auto traffic.
- Transportation corridors that are framed by attractive buildings of high quality materials brought up near the street with landscaping and street trees near the edge of the street.
- Some on-street parking is provided, but the bulk of the parking is provided on the interior of blocks or behind primary uses in parking lots or parking structures.
- Interior parking areas that provide safe and attractive pedestrian circulation within the parking area connecting to structures and to the street.
- A series of compact, highly walkable mixed use areas that are well connected to the regional road network and to transit that provide access to work locations, community facilities and to other transportation networks.
- Development will be contextually sensitive to surrounding residential uses through appropriate buffering mechanisms, quality architecture and convenient connections.

Quality Community Objectives Pursued:

	Traditional Neighborhoods		**Open Space Preservation**	√	**Employment Options**
√	**Infill Development**		**Environmental Protection**		**Housing Choices**
√	**Sense of Place**	√	**Growth Preparedness**	√	**Regional Solutions**
√	**Transportation Alternatives**		**Educational Opportunities**	√	**Regional Cooperation**
	Heritage Preservation	√	**Appropriate Business**	√	**Regional Identity**

Implementation Strategies:

- Improvements along the corridors should include streetscaping with wide sidewalks, landscaped between the sidewalk and curb, and trees that provide shading, pavement longevity and other natural benefits.
- Access points should be limited along arterial and collector streets to maintain safety and to help travelers along the corridor to more easily negotiate entrances and to limit conflict points.
- Provide standards for ensuring that pedestrians, bikes and automobiles have balanced access to the transportation network.

Transit Oriented Development (TOD)

Character Area Description: This classification allows for a mix of residential and non-residential uses centered on the transit station and the historic downtown. The most intense development is within a typical 5-minute walk, or a quarter mile, of the station with other walkable destinations in a 10 minute walkable area, or a ½ mile. The emphasis here is to create a livable, well-built environment that facilitates all modes of transportation with precedence given to walkability, human scale and high quality public space. This public or common open space is typically centrally located, in the form of plazas or squares, public art, fountains or water features. Density is generally the highest here and the mix of uses the most dynamic with a focus on providing housing, goods, services and jobs around the transit station. Due to the proximity to the airport and associated flight patterns, special consideration will need to be given to noise mitigation and height issues in structures built in this area. While primary emphasis is around the transit station, additional emphasis will be given to creating strong connections to uses in the GHC area through land uses that are appropriate for both the GHC and TOD such as arts facilities, theaters, retail stores, offices, restaurants, entertainment facilities, taverns, galleries, and other related service establishments. Additionally, multimodal transportation connections to the GHC will be vital for both land use areas.

Appropriate Land Uses: Neighborhood friendly retail commercial uses such as, drugstores, grocery stores, banks, etc; Office uses including office buildings as well as live-work townhomes and lofts; Residential uses that include apartments, town homes, condominiums, senior housing and residential facilities for the disabled; Public or civic spaces and uses that include parks, schools, public buildings, educational facilities,

churches, cemeteries, hospitals and government building complexes, police and fire stations, libraries, prisons, post offices, community centers, senior centers.

Vision for the Future:

- An active downtown area where the existing downtown is enhanced by additional housing that supports adjacent commercial uses and promotes safety by creating a downtown population during all hours of the day.
- Adjacency to commercial uses that serve the area and will help provide a market that strengthens adjacent commercial areas.
- Re-investment in existing structures, particularly those that are historic or have character defining architecture.
- New development and renovations to existing development that frame the public right-of-way with attractive structures and landscaping near the edge of the street.
- Development will be contextually sensitive to surrounding residential uses through appropriate buffering mechanisms, quality architecture and convenient connections.
- Thoughtful design architecturally and spatially that provides housing options for varied incomes around open spaces and amenities.
- Stable, safe, well-maintained neighborhoods that maintain their value over time.
- New developments will be well-planned and built around and oriented toward openspaces and amenities.
- Open spaces and civic or institution uses are generally located at the terminus of corridors within the development providing gathering space and services to the local population and visitors to the area.
- High quality building materials, design features and open space that reiterate or affirm the message of the global city, create a sense of place and provide a venue for gatherings and events, both formal and informal.
- Locations that are transit accessible as well as accessible by non-motorized transport.
- Some on-street parking is provided, but the bulk of the parking is provided on the interior of blocks or behind primary uses in parking lots or parking structures.

Quality Community Objectives Pursued:

√	Traditional Neighborhoods	√	Open Space Preservation	√	Employment Options
√	Infill Development	√	Environmental Protection	√	Housing Choices
√	Sense of Place	√	Growth Preparedness	√	Regional Solutions
√	Transportation Alternatives	√	Educational Opportunities	√	Regional Cooperation
√	Heritage Preservation	√	Appropriate Business	√	Regional Identity

Implementation Strategies:

- Expanding housing opportunities to balance commercial uses and to create a 24-hour, seven day a week community which will activate the area well into the evenings.
- Implement mixed use zoning that will allow and attract the proposed type of development
- Establish and adopt design guidelines for the mixed use town center that include:
    - Encouraging a mix of building sizes and unit sizes that provide a diversity of housing for individuals of varying income and stages of life.
    - Maintaining strong connections to adjacent transportation facilities and networks.
    - Orienting developments toward open spaces and primary corridors within the development.
    - Employing street design with small blocks that are walkable and human-scaled and streets that are narrow to encourage slower speeds.
    - Encouraging architectural standards that provide windows and doors oriented toward the street with considerable sidewalks that facilitate awareness of activity on the street, foster human interaction, and create a strong sense of place.
    - Locating parking areas to the rear of the building or buildings, or if located on the side of the building, do not extend beyond the front of the building and buffered from the street with significant landscaping or other screening methods.
- Encourage a mix of building sizes and unit sizes that provide a diversity of housing for individuals of varying income and stages of life.
- Ensure proper buffering between differing land uses with connections to commercial uses that provide services to the neighborhood.
- Provide standards for ensuring that pedestrians, bikes and automobiles have balanced access to the transportation network.

- Because these areas are located below flight paths and adjacent to highways, residents are to be protected and quality of life maintained through requiring noise mitigation building techniques and materials in new residential construction and renovated structures.
- Ensure adequate code enforcement that will maintain neighborhood upkeep and safety.
- Future improvements along the corridors should include streetscaping with sidewalks, and trees that provide shading, pavement longevity and other natural benefits.
- Pursuit of opportunities to fund transportation and redevelopment projects such as streetscaping projects along Main Street.

Potential Issues and Opportunities within the City of College Park are identified in the Community Assessment of this Comprehensive Plan. Those potential issues and opportunities have been modified based on community input, as well as through a technical review of the existing conditions within the City. The updated Issues and Opportunities are outlined below for each planning element, and implementation strategies to address these items are specified within Chapter 3: Implementation.

2.1 Population

Issues

- Population with the City has experienced a decline of approximately 32% since 2000.
- Due to Airport Noise Mitigation, many areas of the City are not available for residential development, which has slowed population growth over the years.
- Additional Airport expansion, as well as expansion of other Airport and hospitality related uses may further reduce the availability of land for residential use in the future.
- The fastest growing age group in College Park is the 45-54 age group. As the population continues to age, there will be a need for increased access to healthcare, services, housing and other amenities to support seniors.
- Household income levels within the City are lower than the average for the State.
- An increasing percentage of College Park residents are living below the poverty level.

Opportunities

- Promote neighborhood renewal and infill development where appropriate to facilitate population growth.
- Encourage services to provide job training.
- Attract more professionals to reside in the City.
- The percentage of College Park residents with post secondary education is higher than State and national levels.

2.2 Economic Development

Issues

- The City is experiencing a decline in property tax revenues.

- A significant proportion of the jobs available in the City are Airport and airport or hospitality related jobs.
- The unemployment rate has continued to climb over recent years.
- The percentage of College Park residents participating in the labor force is declining.
- There are a number of vacancies in key commercial areas, including Downtown, Virginia Avenue and Old National Highway.
- Several existing shopping centers are unattractive or declining.
- Most businesses in the Downtown Business District operate only during daylight hours.
- There are few entertainment and shopping opportunities for residents and travelers staying in the area.

Opportunities

- Redevelop vacant properties in Downtown area to enhance shopping, dining, and entertainment opportunities.
- Fully leverage the City's proximity to Hartsfield-Jackson Atlanta International Airport.
- Capture the opportunities provided by the Georgia International Convention Center and the Gateway Center complex to provide additional economic development.
- Provide incentives and programs to encourage redevelopment of vacant and underutilized commercial properties.
- Consider opportunities to expand existing Enterprise Zones.
- Explore opportunities to diversity employment offerings outside of airport and hospitality related jobs.
- Encourage establishment of businesses and activities in the Downtown Business District that will provide activity in the evening hours, particularly entertainment, shopping and dining options.
- The average weekly wages in College Park are higher than those in Fulton and Clayton Counties, as well as the State.

2.3 Housing

Issues

- Several areas of the City are exposed to noise levels above 65 DNL (Decibel Noise Level), and unsuitable for housing development due to airport noise.

- The number of rental units is disproportional to the number of owner-occupied housing units.
- There are a number of dilapidated housing units, particularly multifamily housing units.
- There is a lack of newer, high-quality multifamily housing units.
- There will be an increased need for housing that is suitable for seniors.
- There is a large percentage of vacant housing units.
- Residential properties are experiencing a decline in value due to current market conditions.
- The median home value of owner-occupied housing in College Park is lower than in neighboring counties and the State.
- Approximately 42% of renter-occupied households in College Park are cost burdened, with approximately 19% severely cost-burdened.
- Nearly 24% of owner-occupied households in College Park are cost burdened, with nearly 3% severely cost-burdened.
- A higher percentage of College Park housing units are overcrowded than in neighboring counties or the State.
- There is a growing disabled population, which may necessitate additional housing for special needs populations in the future.

Opportunities

- Promote redevelopment and rehabilitation of existing neighborhoods.
- Support the development of housing options for senior citizens.
- Explore corporate housing opportunities to serve employees of the airline industry, as well as other nearby industries.
- Allow for increased density in appropriate areas to recapture housing lost due to airport noise mitigation.
- The College Park Housing Authority exists to provide access to affordable housing for College Park residents.
- There are a number of single-family homes available.
- Gross rents in College Park are lower than in neighboring counties and the State, providing increased access to affordable housing.

2.4 Natural and Cultural Resources

Issues

- Need to manage land and transportation network to ensure quality of air and water.
- Need to incorporate the connection, maintenance and enhancement of green space in new developments.
- The City's historic resources should be protected in perpetuity.

Opportunities

- The College Park Historic District is home to 865 properties and structures, and is a valuable asset to the City which adds a distinct character to the Downtown Area.
- College Park's Main Street has maintained many of its historic buildings, giving the area a unique flavor.
- Utilize zoning and development regulations to reduce the impact of development on the natural topography and existing vegetation.
- Encourage more compact urban development and the preservation of open space.
- Promote initiatives such as carpooling and alternate means of transportation to protect air quality.
- Actively encourage reduction in solid waste, and promote City recycling initiatives.

2.5 Community Facilities and Services

Issues

- Many water and sewer lines are advanced in age, and some of the mains may not be adequately sized to accommodate future demand.
- There is a perception of crime in the City.
- Finite economic resources create challenges in funding new and expanded facilities and services to serve the population and businesses of the City.
- On average, CRCT test scores for elementary and middle school students at public schools serving College Park are lower than system-wide scores.
- On average, SAT scores for students at public high schools serving College Park are lower than county, state, and national averages.

Opportunities

- Create a central community gathering place, such as a civic green or activity center.
- Provide community gatherings and activities to promote interaction of City residents.
- Continue and promote the Citizens Police Academy and the COPS program to actively engage residents and business owners in crime prevention.
- Continue the Citizens Emergency Response Training (CERT) and expand community outreach efforts of the College Park Fire Department.
- Partner with Fulton and Clayton County School Systems to develop initiatives to increase test scores for students in public schools serving College Park.

2.6 Intergovernmental Coordination

Issues

- There is little or no coordination between College Park and its neighboring jurisdictions on planning matters.
- College Park and its neighboring jurisdictions share few services.

Opportunities

- Promote partnerships with nearby local governments and Hartsfield-Jackson Atlanta International Airport, particularly opportunities to partner with East Point and Hapeville.
- Plan together with neighboring jurisdictions to fully leverage regional economic resources such as Hartsfield-Jackson Atlanta International Airport.
- Explore opportunities to share services with neighboring jurisdictions.

2.7 Transportation

Issues

- There is little connectivity between the Downtown area and Camp Creek Parkway.
- Some key corridors in College Park are operating at low Levels of Service, including portions of I-85, I-285, and Camp Creek Parkway.
- There is a lack of regional east-west roadways within the City, increasing the demand for Camp Creek Parkway.
- Many areas south of Camp Creek Parkway have few or no pedestrian facilities.

- Bike lanes are uncommon in College Park.
- Reductions in MARTA service may limit access to transit.
- South of Camp Creek Parkway, access to alternative modes of transportation is inhibited by a less connected street network and limited pedestrian facilities.
- Major regional transportation facilities, including MARTA rail, CSX rail, I-85, I-285 and Hartsfield-Jackson Atlanta International Airport, create significant barriers and limit connectivity within the City.
- There is no true gateway to the City.

Opportunities

- Downtown College Park has an established street grid.
- The Downtown area has an established pedestrian network, which can be improved to further enhance walkability.
- Enhance and expand pedestrian and bicycle facilities throughout the City.
- Examine a public parking deck as an opportunity to provide necessary parking in Downtown on a smaller footprint in order to increase density and attract infill development.
- Enhance the pedestrian and streetscape environment along key corridors such as Main Street/Highway 29, Camp Creek Parkway, and Old National Highway, through landscaping, street furniture, lighting, wayfinding signage, and greenspace.
- Create attractive and welcoming gateways into the City and define the entrance into the Downtown area.
- Continue to build on the network of multi-use trails that will link to other networks such as the PATH system, the Atlanta Beltline, and existing and planned parks and community facilities.
- Extension of Airport Drive will enhance connectivity between the Downtown Business District and Camp Creek Parkway.
- College Park's addition of Compressed Natural Gas (CNG) shuttle busses will provide additional access to alternative modes of transportation in the City.

2.8 Land Use

Issues

- There are a number of undeveloped and vacant sites in the Downtown area due to airport noise mitigation.

- Traditional strip commercial developments along key commercial corridors, such as Old National Highway, are auto-oriented and not pedestrian-friendly.
- There are several unattractive or declining commercial developments along key corridors.
- A large amount of land is dedicated to surface parking or other paved areas.
- Much of the City lacks a sense of place.
- The Downtown area is underutilized.
- Airport noise issues restrict hundreds of acres in the City from being utilized for housing.

Opportunities

- Encourage planned development and redevelopment that is pedestrian friendly and provides a mix of uses.
- Encourage higher density residential development where appropriate.
- Pursue transit-oriented development near the College Park MARTA Station.
- Establish guidelines that will provide for a higher standard of development in the City, particularly along key corridors and in activity centers.
- Ensure that gateways and key corridors will promote a sense of place within the City.
- Redevelop vacant property in Downtown area for uses that are complementary to the Airport, Georgia International Convention Center, and the hospitality industry.
- Explore incentives to encourage the redevelopment of declining and vacant commercial properties.

The Implementation Program was created to provide an overall strategy for achieving the community vision and addressing the Issues and Opportunities identified within the City of College Park. The policies contained herein shall serve as a guide to be used by residents, developers, contractors, city staff, and elected officials when making critical decisions. These policies will ensure that key assets of the City will be preserved and enhanced, and that new development and redevelopment will occur appropriately. These policies also serve as a reminder of the overall goals and objectives identified for the future growth of College Park.

3.1 Population

Policy 3.1.1 Encourage services and organizations to assist with providing education and job training to College Park residents.

Policy 3.1.2 Recruit employers that will provide additional employment opportunities for College Park residents that will assist in increasing the median household income level within the City.

Policy 3.1.3 Promote an environment within the City that is friendly to residents of all ages.

Policy 3.1.4 Increase programming and services for youth and seniors alike, as these cohorts are among the fastest growing in College Park.

Policy 3.1.5 Encourage senior housing in areas that have good access to services, retail, community centers, and medical facilities, and that can be accessed utilizing MARTA or other transportation alternatives.

Policy 3.1.6 Identify opportunities for the City to partner with area schools to enhance educational opportunities and increase student achievement.

Policy 3.1.7 Partner with area nonprofits, faith-based organizations, and businesses to meet the needs of College Park residents during challenging economic times. Formalize an approach to assisting non-profits through an annual call for proposals for funding.

Policy 3.1.8 Provide a resource guide that is available in electronic and print form to inform residents of social services and programs serving College Park residents.

3.2 Economic Development

Policy 3.2.1 Establish a diverse spectrum desired businesses, corporations, and industries for recruitment into College Park in order to enhance employment opportunities in addition to the airport and hospitality related industries.

Policy 3.2.2 Target industries offering higher wages in order to increase median household income within the City.

Policy 3.2.3 Identify incentives to attract new businesses, corporations and industries into the City.

Policy 3.2.4 Explore creation of a Free Trade Zone for duty free retail/outlet retail and entertainment activities in the Downtown area.

Policy 3.2.5 Implement an aggressive redevelopment initiative for key areas of the City, including Downtown College Park, Camp Creek Parkway, and the Old National Highway Corridor.

Policy 3.2.6 Explore opportunities to expand existing Enterprise Zones in order to promote redevelopment.

Policy 3.2.7 Create a marketing and branding campaign to promote College Park and recruit businesses, corporations, and industry to the City, as well as to mitigate any negative perception of the area.

Policy 3.2.8 Develop a plan and strategy to retain and promote small businesses in the City.

Policy 3.2.9 Leverage public investment in the form of public facilities and infrastructure to facilitate private development and redevelopment.

Policy 3.2.10 Actively pursue opportunities to enhance the dining, shopping, and entertainment offerings within the Downtown area in order to serve residents and visitors alike.

Policy 3.2.11 Encourage more activity in the evening hours within the Downtown area.

Policy 3.2.12 Establish a "Local Jobs for Local People" program to encourage area businesses to actively recruit and hire residents from the City of College Park and nearby areas.

Policy 3.2.13 Prepare and launch a public/private partnership initiative aimed at facilitating the development projects identified in the College Park Activity Center Livable Centers Initiative (LCI) Study.

Policy 3.2.14 Initiate a funding effort to attract additional federal, state and Atlanta Regional Commission (ARC) implementation funds in the College Park Activity Center LCI area, as well as the Old National Highway LCI area.

Policy 3.2.15 Coordinate economic development activities with neighboring jurisdictions, as well as with Hartsfield-Jackson Atlanta International Airport, as feasible.

Policy 3.2.16 Actively participate in statewide economic development organizations such as the Georgia Economic Developers Association (GEDA).

Policy 3.2.17 Maintain an updated Capital Improvements Program to guide future infrastructure upgrades and expansions to support future businesses and residents alike.

3.3 Housing

Policy 3.3.1 Protect established neighborhoods, particularly historic neighborhoods, from encroachment by incompatible uses.

Policy 3.3.2 Encourage appropriate infill housing in established neighborhoods.

Policy 3.3.3 Protect and enhance the character, open space, and pedestrian-oriented framework of existing neighborhoods.

Policy 3.3.4 Promote homeownership and encourage programs that empower residents to become responsible homeowners.

Policy 3.3.5 Encourage development of enhanced housing offerings and amenities for middle-to upper-income residents in order to attract more professionals to the City.

Policy 3.3.6 Support initiatives to provide a variety of quality housing options for residents of all ages, abilities, lifestyles, and incomes.

Policy 3.3.7 Identify neighborhoods and areas in decline, and establish mechanisms to reverse the pattern of decline.

Policy 3.3.8 Explore incentives and funding opportunities to encourage homeowners and landlords to improve and upgrade their homes.

Policy 3.3.9 Promote redevelopment of dilapidated multifamily housing in older complexes into new multifamily and mixed-use development.

Policy 3.3.10 Conduct an inventory of the housing stock within the City in order to ensure that available housing meets the needs of the City's current and future population.

Policy 3.3.11 Review City zoning and development regulations, as well as other applicable policies, to ensure that all residents have adequate access to affordable, quality housing.

Policy 3.3.12 Explore best practices to encourage public servants, including teachers, police officers, fire and EMS personnel, and others to live within the City of College Park, and promote programs to enable these residents to become homeowners within the City.

Policy 3.3.13 Actively enforce City codes to ensure that housing is safe, secure, and attractive.

Policy 3.3.14 Enforce the City's standards for soundproofing within new residential developments in order to mitigate the impacts of Airport noise on residential units.

Policy 3.3.15 Encourage community groups and neighborhood organizations to promote pride in the community and to enhance neighborhood safety and appearance.

Policy 3.3.16 Promote partnership between potential developers and experienced nonprofit housing developers with access to resources to facilitate the development of quality workforce housing.

Policy 3.3.17 Encourage large employers in the area to provide employer assisted housing programs.

Policy 3.3.18 Consider establishing a land bank as a mechanism to acquire vacant and dilapidated properties for public use, rehabilitation, redevelopment, or sale.

3.4 Natural and Cultural Resources

Policy 3.4.1 Partner with the Historic College Park Neighborhood Association to continue preservation of the City's Historic District and monitor changes in the district due to demolition of structures.

Policy 3.4.2 Establish a local historic district and a Historic Preservation Commission to protect the aesthetic integrity of the Historic District and to provide for a design review process for infill housing within the Historic District.

Policy 3.4.3 Educate property owners on federal and state investment tax credits that are available to facilitate rehabilitation of historic structures.

Policy 3.4.4 Preserve the historic fabric of Main Street and the Downtown area

while attracting new investment and provide for a design review process for commercial rehabilitation and infill development within the Downtown Business district and the Virginia Neighborhood Commercial District.

Policy 3.4.5 Explore opportunities to promote the City's historic resources and to attract heritage tourism to the area.

Policy 3.4.6 Continue to promote preservation of the City's natural resources.

Policy 3.4.7 Limit development within environmentally sensitive areas, including floodplains, groundwater recharge areas, and wildlife habitats.

Policy 3.4.8 Identify opportunities to preserve additional greenspace and parks within the City.

Policy 3.4.9 Consider incentives to promote preservation of open space through the development process.

Policy 3.4.10 Explore opportunities to acquire properties for greenspace.

Policy 3.4.11 Promote programs and policies throughout the City to ensure air and water quality for the future.

3.5 Community Facilities and Services

Policy 3.5.1 Complete the Sanitary Sewer Evaluation Survey (SSES), which is currently underway, and make necessary improvements to wastewater facilities.

Policy 3.5.2 Identify aging infrastructure and prioritize needs for upgrades and expansion to existing water and wastewater systems.

Policy 3.5.3 Assess the need for additional fire and police facilities within the City to support future residents and businesses.

Policy 3.5.4 Promote diverse recreational programming for residents of all ages and abilities.

Policy 3.5.5 Provide bicycle and pedestrian connections between neighborhoods and community facilities and schools.

Policy 3.5.6 Explore new funding opportunities to support improvement and expansion of community facilities and services.

Policy 3.5.7 Actively pursue a relationship with the Clayton and Fulton County School Boards, and work in tandem with these entities to enhance educational offerings and student achievement within the City of College Park.

Policy 3.5.8 Enhance visibility of Police personnel, and identify additional mechanisms to create a safe environment within the City.

Policy 3.5.9 Create a central community gathering place, such as a civic green or activity center, to facilitate large community events and promote civic pride.

Policy 3.5.10 Provide opportunities for City residents and businesses to interact through community gatherings, activities, festivals, etc.

Policy 3.5.11 Promote programs to involve residents and business owners in the community, including the existing Citizens Police Academy, COPS program, and Citizens Emergency Response Training (CERT), among others.

3.6 Intergovernmental Coordination

Policy 3.6.1 Coordinate with surrounding jurisdictions, including the City of East Point, City of Union City, City of Hapeville, City of Atlanta, Fulton County, and Clayton County to provide services, and share services where possible.

Policy 3.6.2 Participate in the Airport Area Working Group, which will begin meeting in Fall 2011in order to improve coordination of land development, planning, aesthetic and transportation improvements, and economic development around Hartsfield-Jackson Atlanta International Airport.

Policy 3.6.3 Establish a process by which the City of College Park will communicate and coordinate with school boards serving the area.

Policy 3.6.4 Examine the current Service Delivery Strategy and consider enhancements to ensure maximization of financial resources and provision of quality services to City residents and businesses.

3.7 Transportation

Policy 3.7.1 Ensure that residents of all ages and abilities have adequate access to a variety of transportation alternatives.

Policy 3.7.2 Provide for both vehicular and pedestrian connectivity between neighborhoods and activity centers, as well as connectivity between neighborhoods and community facilities.

Policy 3.7.3 Enhance connectivity between activity centers, such as between Downtown College Park and Camp Creek Parkway.

Policy 3.7.4 Partner with the Georgia Department of Transportation to take corrective measures to increase level of service of key corridors, including I-85, I-285, and Camp Creek Parkway, among others.

Policy 3.7.5 Provide pedestrian facilities in areas with little to no pedestrian access, including areas to the south of Camp Creek Parkway.

Policy 3.7.6 Identify breaks and damaged facilities in the existing pedestrian network and take steps to make necessary improvements.

Policy 3.7.7 Provide bicycle facilities along key corridors within the City.

Policy 3.7.8 Partner with MARTA to ensure that adequate transit service is provided to meet the needs of residents and employees in the City.

Policy 3.7.9 Utilize the existing street grid within the Downtown area as an attractor for new investment.

Policy 3.7.10 Examine a parking deck as an opportunity to provide additional parking to support future development in Downtown and implement a paid on-street parking system for downtown to accommodate development of the future parking deck.

Policy 3.7.11 Enhance streetscaping and the public realm along key corridors such as Main Street/Highway 29, Camp Creek Parkway, and Old National Highway.

Policy 3.7.12 Create attractive gateways at key points of entry within the City, such as Camp Creek Parkway, Main Street, and Old National Highway.

Policy 3.7.13 Establish a network of multi-use trails with connectivity to other networks, as well as to community facilities, activity centers, and neighborhoods.

Policy 3.7.14 Utilize Compressed Natural Gas (CNG) shuttle busses to provide additional access to alternative modes of transportation for travel within the City.

Policy 3.7.15 Encourage mixed-use development, transit-oriented development (TOD), and other smart growth strategies to reduce trips.

Policy 3.7.16 Identify and improve dangerous intersections and roadways.

Policy 3.7.17 Develop access control guidelines to ensure that each roadway achieves the optimum balance of mobility and accessibility.

Policy 3.7.18 Coordinate land use and transportation planning processes.

Policy 3.7.19 Coordinate transportation planning and improvements with county, regional and state agencies.

Policy 3.7.20 Work with MARTA, GRTA, and ARC to plan for and develop future transit service in and around the City.

Policy 3.7.21 In planning new or expanded bicycle and pedestrian facilities, examine opportunities to connect with facilities in neighboring jurisdictions in order to create a regional bicycle and pedestrian system.

Policy 3.7.22 In planning new or expanded bicycle or pedestrian facilities, refer to the 2007 Atlanta Region Bicycle Transportation and Pedestrian Walkways Plan as a guide for prioritizing and designing facilities.

Policy 3.7.23 Explore opportunities to move freight into and throughout the City more efficiently, using the Atlanta Regional Strategic Truck Route Master Plan (ASTRoMaP) as a guide.

3.8 Land Use

Policy 3.8.1 Encourage land use and development as outlined on the Future Development Map.

Policy 3.8.2 Promote mixed-use development in appropriate locations in order to limit vehicular trips and to provide services and employment in close proximity to housing.

Policy 3.8.3 Encourage higher density development in areas with adequate infrastructure, such as Old National Highway, Camp Creek Parkway, and near the College Park MARTA Station.

Policy 3.8.4 Preserve established single-family neighborhoods and discourage encroachment by incompatible uses.

Policy 3.8.5 Ensure that new development and redevelopment is compatible with the use and character of existing development in the surrounding area.

Policy 3.8.6 Encourage transit-oriented development near the College Park

MARTA Station.

Policy 3.8.7 Encourage incorporation of greenspace and neighborhood parks within residential communities.

Policy 3.8.8 Require adequate buffering between different uses as necessary to protect neighborhoods from noise, light and air pollution.

Policy 3.8.9 Periodically review zoning and development regulations to ensure that regulations are effectively facilitating actualization of the Community Vision, and that new, innovative practices are incorporated as appropriate.

Policy 3.8.10 Periodically review the Comprehensive Plan and update as necessary to reflect changing demographics, market indicators, and community needs.

Policy 3.8.11 Conduct local planning studies to further explore and address Areas Requiring Special Attention, as identified within the Community Assessment.

Policy 3.8.12 Establish design guidelines to provide a higher standard for development within key areas and corridors of the City.

Policy 3.8.13 Promote continued development of the Gateway Center Area as a key activity center within the City.

Policy 3.8.14 Promote the redevelopment of the Downtown area in accordance with the College Park Activity Center LCI.

Policy 3.8.15 Encourage redevelopment or rehabilitation of aging commercial and office centers.

Policy 3.8.16 Promote development of low-intensity commercial and office uses that are easily accessible to, but not encroaching upon, residential development.

Policy 3.8.17 Explore incentives to reduce impervious surface coverage.

Policy 3.8.18	Promote clean, environmentally friendly industry within the City.
Policy 3.8.19	Promote uses that are supportive of the airport and hospitality industry within the City.
Policy 3.8.20	Explore incentives to promote sustainable development within the City, including LEED certification.
Policy 3.8.21	Coordinate planning efforts with neighboring jurisdictions.
Policy 3.8.22	Participate in state and regional planning organizations, including the Atlanta Regional Commission.

Project or Activity from Previous STWP	STATUS OF PROJECT OR ACTIVITY: Completed	Currently Underway†	Postponed*†	Not Yet Accomplished*	*Explanation for postponed or Not Yet Accommplished Project or Activity
Economic Development					
Implement 2000 Urban Redevelopment Plan		√			Scheduled for 2012-2016 STWP. This is being updated in conjunction with the Plan Update. The 2012 Urban Redevelopment Plan should be reflected here as the Plan to be implemented.
Market Redevelopment Area		√			Scheduled for 2012-2016 STWP
Update and Implement Downtown Revitalization Plan		√			Plan completed as part of the 2008 LCI study. Implementation is part of the 2012-2016 STWP.
Old National Redevelopment: Overlay District and Master Plan		√			Overlay District Scheduled for 2021-2016 STWP.
Convention Center Expansion	√				
5 Hotels/2 office Buildings			√		Market issues slowed down the project. Two hotels have been completed (550 rooms total), as have two office buildings, the car rental center, ATL skytrain linking all uses. GICC is currently negotiating a 1900 space parking deck to serve the hotels, GICC and the airport.
CONRAC	√				
Implement City-Wide Marketing Plan		√			Scheduled for the 2012-2016

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					STWP. Economic Development and PIO are marketing College Park.
Prepare Transit System Feasibility Study				√	Omitted in future STWP due to lack of funding.
Develop a Transit System		√			Transit system will be a circulator system. Rescheduled for 2011.
Natural and Historic Resources					
Establish an Historic Preservation Ordinance				√	Mayor and Council have chosen not to pursue this at this time.
Update Main Street Design Standards	√				These have been updated in 2011 and are being considered for incorporation into the zoning ordinance as an implementation tool. They will likely apply to the VNC and DB zoning district.
Adopt Tree Ordinance			√		A tree ordinance was drafted several years ago, but was not carried forward by the City Manager serving at that time. It is recommended by the planning consultant to be scheduled for 2012. The cost, including legal review, is estimated at $5,000.
Train Depot Restoration	√				Completed in 2009
Implement Main Street Streetscape		√			Rescheduled for 2011-2012 with

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Project or Activity from Previous STWP	STATUS OF PROJECT OR ACTIVITY: Completed	Currently Underway†	Postponed*†	Not Yet Accomplished*	*Explanation for postponed or Not Yet Accommplished Project or Activity
					funding in the 2012-2016 STWP
Community Facilities & Services					
Build Public Safety Building	√				
Implement Parkway Trail: Phase I			√		Change in funding availability
Implement Parkway Trail: Phase II & III			√		Change in funding availability
Implement Parkway Trail: Phase IV			√		Change in funding availability
Construct Phoenix Trail		√			
Construct Historic District/Transit Oriented Sidewalk Connector			√		Change in funding availability
Shopping Center				√	Omitted. Goes with marketing redevelopment areas and city-owned properties.
Recreation Division Physical Improvements to City Park Facilities					
Godby Road Park				√	Cancelled could not purchase land from Atlanta
Zupp Park	√				
Brannon Park				√	Cancelled No Funding
Barrett Park	√				
Phillips Park	√				
MARTA Park				√	Cancelled no cooperation with MARTA

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S.R. Young, Partial Demolition and Renovation	√				
Investigate new park land for Phillips Park	√				
Conversion of 9-Hole Golf Course to 18-Hole				√	Cancelled made improvements to current 9-hole course
Develop a Recreation Master Plan					Cancelled
Digital Score Boards Evans, Badgett, Auditorium, Brady.		√			All but Evans have been completed
Zupp Park (Remove Sod; Laser Grade and Install New Sod).	√				
Insulated Non-Glare Windows-City Auditorium.	√				
New Seating-Bill Evans Field. Estimated Cost: $200,000 Funding Source: Car Rental Tax Scheduled Year: 2010 Responsibility: City of College Park			√		Scheduled for 2012-2016 STWP
Housing					
Promote "In-Fill" Housing Opportunities				√	TBD
Land Use					
Re-Adopt Zoning Map				√	Scheduled for 2011, and annually going forward. The cost has been adjusted to $2,500.
Update Zoning Ordinance		√			
Update Future Land Use Map		√			

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Implement Digital Mapping System		√			Mayor and Council considering funding.
Implement Annexation Program				√	TBD
Police Department					
Vehicles/Replace		√			Scheduled for 2012-2016 STWP
Other Equipment/New		√			Scheduled for 2012-2016 STWP
Other Equipment/Replace		√			Scheduled for 2012-2016 STWP
Replace Jail Van			√		Due to budget restraints this vehicle will be replaced in 2013 budget year
Investigation Criminal Division					
Vehicle Replaced	√				
Vehicles Replaced	√				
Crime Scene Vehicle	√				
Replace Two Vehicles	√				
Lab Equipment	√				
Fingerprint Comparison		√			
Fire Department					
Replace SCBA Units	√				Project Complete
Replace (3) P.P.V. (s)	√				Project Complete
PosiCheck III Upgrade	√				Project Complete
SCBA Face Piece Conversion	√				Project Complete
4-Way Hydrant Valves	√				Project Complete

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Project or Activity from Previous STWP	STATUS OF PROJECT OR ACTIVITY: Completed	Currently Underway†	Postponed*†	Not Yet Accomplished*	*Explanation for postponed or Not Yet Accommplished Project or Activity
Communications	√				Project Complete- Radios were purchased; cost exceeded $5,000
New ¾ Crew Cab Pick Up				√	Funding was not approved for this purchase
Refurbish Station 2	√				Funding was used to purchase temporary housing units
Mobile Computer Units				√	Funding was not approved for this purchase
Refurbish Unit #20				√	Unit was not refurbished; Funding was provided to replace the unit instead
Purchase Land	√				Project Complete- Purchased in Clayton County to relocate Station 2 at of cost of $350,000.
New Station 3				√	No final decision has been made by Mayor and Council; must determine if station 2 will be rebuilt at current location or relocated to Clayton County. Cost to then be covered under S.P.L.O.S.T.
New Fire Apparatus	√				Project Complete
New Fire Apparatus		√			Partial completion; Station 2 facility is no longer in use
Replace Unit #26				√	Unit was not replaced; Not approved by Mayor and Council
Replace Unit #24				√	No formal request submitted for

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					unit replacement
Thermal Imaging Camera	√				Project Complete
Hydraulic Rescue Equipment				√	*Cannot determine based on project description
Foam Equipment	√				Project Complete-Foam was purchased
Rope Rescue Equipment				√	Rope rescue not implemented by department
¾ Ton Ford F250	√				Project Complete- Unit purchased and assigned to training division
Pickup Pak for Truck	√				Project Complete
Emergency Equipment for Truck	√				Project Complete
Body Armor	√				Project Complete
UHF/VHF Radio for Truck			√		Not yet requested
Hand Held Computers for Fire Inspectors				√	Formal request just submitted for FY 2011-2012 budget
Replace Unit 35	√				Project Complete
Fire Ground Simulator				√	No funding source available
Replace Unit 26				√	Duplicate request
Computer Hardware Upgrade		√			Three PCs were replaced; additional upgrades were not budgeted
Broselow/Hinkle Resuscitation System				√	Funding unavailable for project
Life Pack Battery Upgrade				√	Funding not yet available
Replace Two Defibrillators	√				Project Completed
Replace Resuscitators	√				Project Completed

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Replace Suction Units	√				Project Completed
Replace Unit 51	√				Project Completed
Replace Unit 22	√				Project Completed
Communications Department					
New Radio System 800mhz	√				Project Completed
Public Works Department					
Lease Agreement #201 Street Sweeper	√				
Lease Agreement Backhoe (5 year lease) #206	√				
Loader #210 (12 years) 5 Year Lease.	√				
Backhoe #207 (11 years) 5 Year Lease.	√				
Vehicle Replacement (F-350 Pickup)	√				
Improvements to Stormwater		√			
Street Resurfacing.		√			Annual maintenance - ongoing
Curb Replacement.		√			Annual maintenance - ongoing

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Project or Activity from Previous STWP	STATUS OF PROJECT OR ACTIVITY				*Explanation for postponed or Not Yet Accommplished Project or Activity
	Completed	Currently Underway†	Postponed*†	Not Yet Accomplished*	
One Four Door Crew Cab Landscape Truck to Replace Unit #174.	√				
One ½ Ton Pickup Truck to Replace Unit #167.	√				
Replacement of Two Walk-Behind Mowers (Self Propelled).	√				
Replacement of Two Push Mowers.	√				
Replacement of One John Deere F911 Riding Mower to Replace Unit #139.	√				
Replacement of Unit #102 John Deere 5200 Utility Tractor.	√				
Replacement of Two Bushhog 60” Flail Mowers.	√				
F350 XL Ford Dually Dump Pickup to Replace Unit #184.	√				
F150 Ford Pickup to Replace Unit #144. Responsibility: City of College Park	√				
Cushman Groom Master Unit #169	√				

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Project or Activity from Previous STWP	STATUS OF PROJECT OR ACTIVITY				*Explanation for postponed or Not Yet Accommplished Project or Activity
	Completed	Currently Underway†	Postponed*†	Not Yet Accomplished*	
Replacement Truck #344.	√				
Replacement Truck #370.	√				
Replacement of Truck #337.	√				
Replacement of Truck #345.	√				
New Air Compressor.	√				
New Dump Truck.	√				
Replacement of Unit #335.	√				
Replacement of 4” Pump.	√				
Water Line Replacement.		√			
Sewer Improvement.		√			
New 6” Trash Pump.	√				
Push Camera.	√				
Diesel Light Tower.	√				

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Meters-New.		√			
Meters-Replace.		√			
Public Works/Public Utilities Facility			√		In 2012-2016 STWP
Prepare Water & Wastewater CIP	√				
US 29 Beautification Project		√			
Convention Center					
Table Linens.	√				
Radios.	√				
Folding Chairs.	√				
Computers.	√				
GICC Expansion.		√			Project programmed to future years. See new STWP.

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Recommended Intersection Improvements					
City Wide: Improved Directional and Navigational Signage to the Downtown Business District and Hartsfield-Jackson Atlanta International Airport.		√			
Virginia Avenue between Madison Street and Eastern City Limit: Access Management Improvements.		√			Included in PLAN 2040
Recommended Pedestrian and Bicycle Improvements					
Phoenix Boulevard between Riverdale Road and West Fayetteville Road: Add Sidewalks, Two Sides (3000').			√		Change in Funding availability – included in TIA Funding request submitted to Clayton County
College Street from Harvard Avenue to Oxford Avenue: Sidewalk Improvements, Two Sides (1600').			√		Change in funding availability
Other Improvements					
Improved "Gateway" Signage at All Entrances to the City of College Park.		√			

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Project or Activity from Previous STWP	STATUS OF PROJECT OR ACTIVITY: Completed	Currently Underway†	Postponed*†	Not Yet Accomplished*	*Explanation for postponed or Not Yet Accommplished Project or Activity
Other projects not included in the last STWP but included in the work program					
Herschel Road Improvement Project	√				
Close Circuit Television Inspection (street crossing)		√			Ongoing project to document the condition of storm sewer pipe.
Culvert Cleaning (Creeks)		√			Ongoing project to insure free flow of water and debris as found during inspections and maintenance.
Pipe Rehabilitation Project		√			Ongoing pipe repairs under roadways due to pipe deficiencies as found in pipe inspections.
Maintenance of 20% of Control Structures (citywide)	√				
Stream Bank / Culvert Maintenance (Fairway Drive)	√				
Stream Bank / Culvert Maintenance (Parkview Drive)	√				
Detention Pond Maintenance (Winthrop Drive)	√				
Parkview Circle Sanitary Sewer Replacement	√				
Best Road Sanitary Sewer Replacement	√				

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English Lane Sanitary Sewer Replacement	√				
Karen Road Sanitary Sewer Replacement				√	Awaiting Approval
Northeast Waterline Replacement Project			√		Awaiting Approval
Northeast Waterline Replacement Project			√		Awaiting Approval
Atlanta Street Sanitary Sewer Point of Repair	√				
Sidewalk Installation (900ft)on Roosevelt Street from McDonald Street to Rhodes Street (Eastside of street)	√				
Sidewalk Installation (750ft) and ADA mat installation on Rugby Avenue from Main Street to Pierce Street (North and Southside of street)	√				
Stop Sign Replacement to Mandatory Retro reflective Citywide (260 out of 615)	√				
Construction and Installation of Godby Road Recreation Center Sign	√				
Install and widen walkway steps at Conley Recreational Center	√				
Sidewalk Installation (900ft)on Roosevelt Street from McDonald Street to Rhodes Street (Eastside of street)	√				
Container Replacement Program	√				Completed

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	Completed	Currently Underway†	Postponed*†	Not Yet Accomplished*	
Recycling Containers for all City Parks		√			On July 1, 2011 the containers will be ordered
City Wide Paper Shredding				√	Process of gathering material needed for program implementation
Illegal Dump Site Cleanup		√			Ongoing process to maintain areas exposed to illegal material placed throughout the City

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Project or activity	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
Public Works Department								
City of College Park Street Resurfacing	√					City of College Park Public Works Highways & Streets Division	$109,000	100 4200 54-7840 (Street Resurfacing)
City of College Park Street Resurfacing	√	√	√	√	√	City of College Park Public Works Highways & Streets Division	$150,000 annually	100 4200 54-7840 (Street Resurfacing)
Curb Replacement (Annual Maintenance)	√	√	√	√	√	City of College Park	$100,000 annually	City of College Park
Buildings – Proposed Public Works Building			√	√		City of College Park	$1,500,000	City of College Park
Sewer Improvements – Deficiencies from SSES	√	√	√	√	√	City of College Park	$5,200,000	City of College Park
Meters New – Meters Replacement	√	√	√	√	√	City of College Park	$130,000	City of College Park
Generac SD300 – Diesel Generators	√					City of College Park	$180,000	City of College Park
Develop one Pilot Production Well	√					City of College Park	$220,000	City of College Park
Waterline Replacement	√	√	√	√	√	City of College Park	$3,720,000	City of College Park
Chemical Feeder/Odor Control	√					City of College Park	$146,000	City of College Park
Container Replacement Program	√	√	√	√	√	Sanitation Residential Garbage	$60,000	Sanitation Enterprise Fund
Illegal Dump Site Cleanup	√	√	√	√	√	Sanitation Residential Garbage	$10,000.00	Sanitation Enterprise Fund
New Recycling Containers for all City Parks	√					Sanitation Recycling Division	$3,000.00	Sanitation Enterprise Fund
City Wide Paper Shredding Program	√	√	√	√	√	Sanitation Recycling Division	$2,000.00	Sanitation Enterprise Fund

Project or activity	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
Storm Water Pipe Rehabilitation Program	√					Department of Public Works	100,000	Storm Water Utility
Drainage Improvement Project	√					Department of Public Works	136,000	Storm Water Utility
Catch Basin Top Replacement Project		√				Department of Public Works	23,000	Storm Water Utility
Stream Culvert Maintenance		√	√	√		Department of Public Works	150,000	Storm Water Utility
Transportation								
Initial rollout of Transit System (specific to hotel and restaurant industries)	√					College Park	$160,000 (year 1)	College Park / Federal Funds
Initial rollout of Transit System (specific to hotel and restaurant industries)	√	√	√	√	√	College Park	$190,000 Annually	College Park / Federal Funds
Implement Main Street Streetscape	√					College Park	$1,500,000	College Park / Federal Funds
Construct Phoenix Trail	√					College Park	$1,000,000	GDOT / Federal Funds
Old National Highway ATMS	√					Fulton County	$750,00	GDOT / Federal Funds
Godby Road and Old National PARKWAY Streetscapes	√					College Park	$600,000	GDOT / Federal Funds (ARRA)
Godby Rd, Old National Pkwy , Clipper Dr Signal and Intersection Improvements	√					College Park	$100,000	GDOT / Federal Funds
Buffington Sidewalk Replacement	√					Fulton County	$2,000,000	GDOT / Federal Funds

Project or activity	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
MARTA Bus Shelter at Old National Hwy and Godby Road intersection	√					MARTA	$50,000	MARTA
MARTA Transit Oriented Development Grant (Planning Study)	√					College Park	$50,000	GDOT (through ARC)
South Fulton County Comprehensive Transportation Plan	√					Fulton County	$625,000	GDOT / Federal Funds
Old National Highway Transit Oriented Sidewalk Installation	√					Fulton County	$3,250,000	Fulton County / GDOT / Federal Funds
Safe Routes to School		√				College Park	$200,000	GDOT / Federal Funds
Herschel Road Bridge over Camp Creek (South Fork)		√				GDOT	$1,000,000	GDOT / Federal Funds
Pedestrian Bridge over Camp Creek (South Fork) adjacent to roadway bridge		√				College Park	$100,000	College Park
Pedestrian connection to Brady Trail from Pedestrian Bridge at Herschel Road		√				College Park	$100,000	College Park
Airport Boulevard at Riverdale Road (Georgia 139) redesign and reconstruction		√				Hartsfield-Jackson International Airport	$500,000	Hartsfield-Jackson International Airport
Improved “Gateway” Signage at all Entrances to City of College Park		√				College park	$200,000	GDOT / Federal Funds
Directional and Navigational Signage to the Downtown Business District and Hartsfield-Jackson Atlanta International Airport		√				College Park	$100,000	College Park, MARTA, Hartsfield-Jackson International Airport
Parkway Trail: Phase I			√			College Park	$200,000	College Park

Project or activity	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
Godby Road Widening			√			Clayton County	$4,800,000	GDOT / Federal Funds
Southeast Extension from Pedestrian Bridge at Herschel Road to the Golf Course Trail			√			College Park	$200,000	GDOT / Federal Funds
Parkway Trail Phase IV				√		College Park	$200,000	College Park
Construct Historic District / Transit Oriented Sidewalk Connector				√		College Park	$250,000	College Park / GDOT / Federal Funds
Access Management Improvements to Virginia Avenue between Madison Street and Eastern City Limit				√		College Park	$290,000	GDOT / Federal Funds
Sidewalks along Phoenix Boulevard between Riverdale Rd and West Fayetteville Rd				√		College Park	$100,000	College Park
Sidewalk Improvements along College Street from Harvard Avenue to Oxford Avenue				√		College Park	$50,000	College Park
I-85 Exit Ramp to Lee Street (Design Only)				√		GDOT / College Park	$100,000	GDOT / Federal Funds
Camp Creek Parkway Bridge Replacement				√		GDOT	$1,000,000	GDOT / Federal Funds
Parkway Trail: Phase II & III				√		College Park	$600,000	College Park
CSX Railroad Quiet Zone				√		College Park	$1,000,000	GDOT / Federal Funds
Camp Creek Parkway Widening				√		GDOT / College Park	TBD	Transportation

Project or activity	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
								Investment Act of 2010
Washington Road Widening				√		GDOT / College Park	TBD	Transportation Investment Act of 2010
BeltLine Trail Extension				√		GDOT / College Park	TBD	Transportation Investment Act of 2010
Arthur Langford Pkwy Buses (Joint project between East Point and College Park)				√		GDOT / College Park	TBD	Transportation Investment Act of 2010
Roosevelt Highway / Old National Highway Transit Improvements				√		MARTA	TBD	Transportation Investment Act of 2010
MARTA – Airport Station Improvements				√		MARTA	TBD	Transportation Investment Act of 2010
Main Street Streetscape from Harvard Avenue to Oxford Avenue				√		College park	TBD	Submitted Grant Application – Pending
Police								
Replace Administrative Vehicle	√					City of College Park	$22,800	General
Replace Community Policing Vehicle	√					City of College Park	$29,579	Confiscated Drug
Replace Jail Transport Van	√					City of College Park	$39,200	General
Replace 15 Police Vehicles	√					City of College Park	$454,500	General
Replace Outdated X-Ray Machine	√					City of College Park	$22,700	General
Replace 2 Investigative Vehicles			√			City of College Park	$45,400	General
Replace 4 Police Vehicles	√					City of College Park	$90,900	General
Replace 4 Police Vehicles		√				City of College Park	$90,900	General
Replace 4 Police Vehicles			√			City of College Park	$90,900	General
Replace 4 Police Vehicles				√		City of College Park	$90,900	General
Police Precinct at the Gateway Center				√		City of College Park	$960,000	General

Project or activity	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
Economic Development								
2012 Urban Redevelopment Plan	√	√	√	√	√	City of College Park/Developers/City of Atlanta	$1 billion	City of College Park/Developers/City of Atlanta
Market Redevelopment Area	√	√	√	√	√		$10,000 to $15,000 per year	CPBIDA/MEAG
Implement Downtown Revitalization Plan	√	√	√	√	√	City of College Park	$25,000 per year	City of College Park
Old National Redevelopment: Overlay District	√	√	√	√	√	City of College Park/CPBIDA	$25,000 per year	CPBIDA/City of College Park/The Collaborative Firm, LLC
Implement City-Wide Marketing Plan	√	√	√	√	√	City of College Park	$100,000	City of College Park
Transit Oriented Development (TOD) Plan for College Park MARTA Station	√					City of College Park	$100,000	City of College Park, ARC LCI Funds
Transit Circulator System	√					City of College Park	$1 Million	City of College Park
GICC								
Georgia International Convention Center (GICC), Phase II: Two hotels, office buildings, Parking Deck, ATL Skytrain, Rental Car Facility	√					City of College Park, Business & Industrial Development Authority (BIDA), Developer	$642 Million	City of College Park, BIDA, Private Developer, FAA, City of Atlanta Department of Aviation
GICC, Phase III: 3 office buildings, 2 hotels,					√	City of College Park, BIDA, Developer	$190 Million	City of College Park, BIDA
GICC, Phase IV: Preliminary Planning and Design					√	City of College Park	$1,500,000	Hotel/motel excise tax
GICC Renovations and Maintenance	√	√	√	√	√	City of College Park, BIDA	$4,500,000	City of College Park, BIDA

Project or activity	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
Natural and Historic Resources								
Update Main Street Design Standards	√					City of College Park/Consultant	In-House	City of College Park/TE21
Tree Ordinance	√					City of College Park/Consultant	$5,000	City of College Park
Implement Main Street Streetscape	√					City of College Park	$1.5 Million	City of College Park/TE21
Community Facilities & Services								
Develop a Recreation Master Plan			√			City of College Park/Consultant	$25,000 to $35,000	City of College Park/DNR/DCA
Construct Historic District/Transit Oriented Sidewalk Connector					√	City of College Park	$375,000	City of College Park/CMAQ/TE21
Recreation Division Physical Improvements to City Park Facilities								
HVAC Repairs@ Brady Center	√					**City of College Park**	20,750	Capital
Re-plaster Conley Pool	√					**City of College Park**	39,500	Capital
Borders For Playground	√					**City of College Park**	15,000	Capital
Pave Brady Parking Lot	√					**City of College Park**	52,200	CDBG

Project or activity	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
Elite Floor Carpet-Gymnastics		√				**City of College Park**	8,100	Capital
Zupp Baseball Fields Relocation			√			**City of College Park**	1,325,495	Capital
Park & Athletic Complex			√			**City of College Park**	4,500,000	Capital
New Seating Badgett Stadium			√			**City of College Park**	253,000	Capital
Upgrade of Evans Baseball Lighting			√			**City of College Park**	29,000	Capital
Evans Baseball Field Scoreboard			√			**City of College Park**	7,500	Capital
Evans Baseball Field New Seating			√			**City of College Park**	149,000	Capital
Housing								
Promote "In-Fill" Housing Opportunities	√	√	√	√	√	City of College Park	$10,000 per year	City of College Park
Update Neighborhood and Housing Analysis					√	City of College Park	$5,000	City of College Park
Land Use								
Re-Adopt Zoning Map	√	√	√	√	√	City of College Park/Consultant	$2,500	City of College Park
Update Zoning Ordinance	√	√	√	√	√	City of College Park/Consultant	$15,000	City of College Park/DCA/ARC
Update Future Land Use Map	√					City of College Park/Consultant	$15,000	City of College Park
Digital Mapping System		√				Information Technology	$100,000	General Fund

Project or activity	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
Implement Annexation Program	√	√	√	√	√	City of College Park/Consultant	$100,000	General Fund
Fire Department								
Station 2 (Relocation or rebuild)	√					Fire Department	$3,000,000	S.P.L.O.S.T/ to be determined