

MEAG POWER

Current

COMMUNITIES

East Point, Georgia

Joseph Macon – Mayor
Crandall Jones – City Manager
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EAST POINT

THE WELCOME MAT IS OUT

*Create a
livable, walkable,
workable community
inviting to all.*

Just minutes from downtown Atlanta, East Point is a city with a purpose. The plans are drawn and the vision crafted. City leadership, the downtown district and community volunteers are in lockstep about developing a livable, walkable and workable community that is inviting to diverse populations. The downtown is East Point's front door and the welcome mat is definitely out.

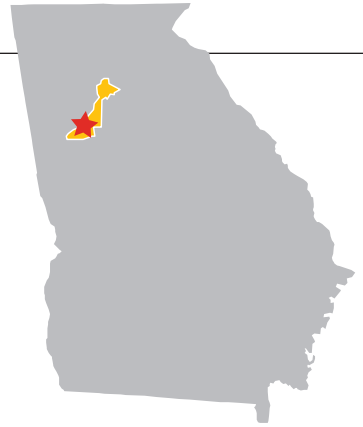
East Point Commons is the name given to the initiative to further a vibrant walkable East Point. It adjoins the front lawn of city hall and encompasses 7.5 acres, with the downtown business district on the perimeter and a measure of green space within. It will be a mixed-use development ringed by East Point's existing neighborhoods of richly varied architectural design.

"It is clear that consumers assign tangible value to the convenience factor of living in more walkable places with access to a variety of destinations," explains City Manager Crandall Jones.

The welcome mat is out at city hall as well. Under the leadership of Mayor Joseph Macon and City Manager Crandall Jones, there is a renewed focus on serving the customer and implementing the best practices to do so.



Fast FACTS EAST POINT



POPULATION: 42,904

COUNTY: Fulton – Population 992,137

UTILITIES: Electric, water/sewage and solid waste

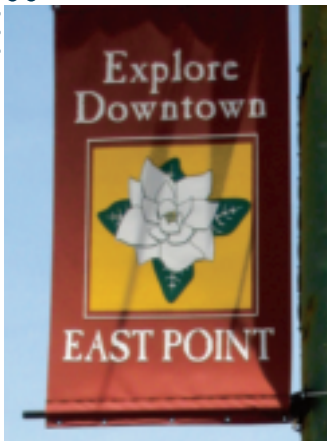
TRANSPORTATION: East Point is easily accessible from I-285, I-85, I-75, the rapid transit rail MARTA and Atlanta's Hartsfield-Jackson International Airport

CORPORATE CITIZENS:

- South Fulton Hospital – healthcare
- Williams Printing – printing operation
- Owens-Illinois – glass manufacturer
- Reddy Ice – ice producer
- Dicks's Sporting Goods – retail distributor
- Newell Recycling – scrap metal recycler

“We want to create the East Point brand into one that is perceived as responsive to our citizens.”

Mayor Joseph Macon



- In 1999, the city of East Point established the East Point Main Street Association, Inc. to develop downtown and implement the principles of the National Main Street model.
- East Point has joined other communities in the statewide Partnership for a Sustainable Georgia, underscoring the city's belief that environmental responsibility and economic strength go hand-in-hand.
- The city of East Point is the third largest community in Fulton County and, as many cities in the 1800s, its life grew around the railroad. The city is named for being at the most easterly point of the former Atlanta & West Point Railroad.

ECONOMIC SUCCESS THROUGH REDEVELOPMENT

East Point has an impressive record when it comes to redevelopment.

Take Camp Creek Marketplace, a 1.2 million square-foot business park. The area was considered difficult to develop due to its topography and lack of infrastructure, but East Point saw this as a challenge, not a problem. The city created a TAD (tax allocation district) to facilitate the needed infrastructure and the project moved forward. Today, the assessed property value of this area is \$65 million. In 2002, it was just \$4 million.

Camp Creek Business Center is another story not only of redevelopment, but of taking full advantage of the city's proximity to Atlanta's airport, myriad interstate highways and its central location in the Southeast. Dick's Sporting Goods recognized this top-notch accessibility in 2007 and today, their new distribution center, which serves the Southeastern U.S., is located in a 657,200-square-foot space at Duke Realty Corporation's Camp Creek Business Center.

Is there more exciting redevelopment on the way? Absolutely.

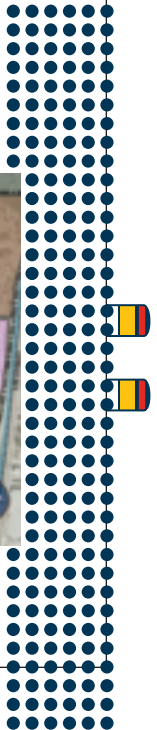
"The transformation of Fort McPherson is one of the biggest redevelopment projects for the city of Atlanta," explains Mayor Joseph Macon. "The military base will be officially vacated in 2011 and East Point will be active in its metamorphosis. We are the gateway to Fort McPherson."

Governor Perdue has announced the potential of creating a scientific research park as part of the redevelopment of the Fort McPherson property. East Point is certain to enjoy a positive economic impact in terms of jobs, housing and an increased tax base from whatever develops on these 488 acres.

There are many factors that point to a positive future for the city of East Point as it is clear the city knows how to reinvent itself and create an environment that encourages private investment.



The General's Home at Fort McPherson will be preserved as part of the historical district in the proposed land use plan.





East Point Commons mixed-use development, as envisioned in this illustration, will benefit from the surrounding green space such as Victory Park.



More About **HOMETOWN** **EAST POINT**

- Nothing is more welcoming to neighbors and guests than a party, and East Point hosts three large soirees annually. Thousands of people come downtown to the July Fourth fireworks, October Destination East Point and a December holiday festival. Restaurants and businesses open their doors for music, art and street vendors.
- East Point is a Certified City of Ethics. The voluntary certification program was developed by a panel of business and government leaders to encourage cities to adopt and adhere to a set of key ethical principles and adopt a local ethics ordinance. Certification is obtained from the Georgia Municipal Association.
- The East Point Main Street Association produced five local documentaries called "Sidewalk Stories," which capture real people who live and work in East Point.
- Constructed in 1974 in Sumner Park, the Dick Lane Velodrome was inspired by what a group of residents and city officials saw when they visited the Munich Olympics. The Velodrome is a 1/5 of a mile, 36-degree, banked concrete track for bicycle racing, including a Pro Race series. It is the only one in Georgia.

