

**STATE OF GEORGIA**

**CITY OF COLLEGE PARK**

**RESOLUTION NO. 2021-21**

1 A RESOLUTION BY THE MAYOR AND CITY COUNCIL OF THE CITY OF COLLEGE  
2 PARK, GEORGIA TO ADOPT THE 2021 COMPREHENSIVE PLAN UPDATE AS  
3 SUBMITTED TO AND APPROVED BY THE ATLANTA REGIONAL COMMISSION AND  
4 GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS; TO PROVIDE AN EFFECTIVE  
5 DATE; AND FOR OTHER PURPOSES.

6 **WHEREAS**, the governing body of the City of College Park, Georgia (the “City”) is the  
7 Mayor and Council thereof;

8 **WHEREAS**, the governing authority is responsible for maintaining the City’s  
9 Comprehensive Plan through plan amendments and regular updates to accurately current  
10 community conditions and the community’s goals and priorities for the future;

11 **WHEREAS**, the governing authority adopted the City’s Comprehensive Plan (2016-2036)  
12 on November 7, 2016 (“Comprehensive Plan”);

13 **WHEREAS**, an update of the comprehensive plan is required every five years to maintain  
14 the City’s Qualified Local Government Status;

15 **WHEREAS**, the City prepared an update to its Comprehensive Plan (“2021  
16 Comprehensive Plan”) in accordance with the requirements set forth by DCA;

17 **WHEREAS**, the City is required to prepare and submit the plan update to the Atlanta  
18 Regional Commission (“ARC”) and the Georgia Department of Community Affairs (“DCA”) for  
19 review and approval;

20

21           **WHEREAS**, DCA and ARC found the 2021 Comprehensive Plan to be in compliance  
22 with the minimum standards and procedures set forth by the department and approved the update  
23 on September 8, 2021 and September 13, 2021, respectively; and

24           **WHEREAS**, the governing authority desires to adopt the 2021 Comprehensive Plan as  
25 submitted, reviewed, and approved by ARC and DCA, subject to two (2) minor revisions.

26           **BE IT AND IT IS HEREBY RESOLVED**, by the Mayor and Council of the City of  
27 College Park, Georgia, and by the authority thereof, that: the City of College Park 2021  
28 Comprehensive Plan, attached hereto as Exhibit A and incorporated herein by reference, is hereby  
29 adopted and the Comprehensive Plan is hereby amended as described therein, subject to the  
30 following minor revisions: (1) Page 31- Figure 11 (College Park Major Employers) to include  
31 Woodward Academy; and (2) Page 32- Reference to “Figure Y” shall be amended to state “Figure  
32 14.”

33           **BE IT FURTHER RESOLVED**, that all resolutions and parts of resolutions in conflict  
34 herewith are hereby expressly repealed to the extent they conflict with this Resolution.

35           **BE IT FURTHER RESOLVED**, that the effective date of this Resolution shall be the  
36 date of adoption.

**SO RESOLVED AND ADOPTED** this 18 day of October, 2021.

**CITY OF COLLEGE PARK, GEORGIA**

  
\_\_\_\_\_  
**Bianca Motley Broom, Mayor**

**ATTEST:**

  
\_\_\_\_\_  
**Shavala Moore, City Clerk**

**APPROVED AS TO FORM:**

  
City Attorney

**EXHIBIT A**

**CITY OF COLLEGE PARK  
2021 COMPREHENSIVE PLAN**

**(ATTACHED)**



# CITY OF COLLEGE PARK 2021 COMPREHENSIVE PLAN



ADOPTED  
OCTOBER 18, 2021

*prepared by the*



Atlanta Regional Commission

# ACKNOWLEDGEMENTS

## Steering Committee

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

## City of College Park Staff

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

## Atlanta Regional Commission Staff

Anna Baggett, Project Manager  
Mollie Bogle  
Josh Phillipson

This document was prepared by the Atlanta Regional Commission.

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



Atlanta Regional Commission

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# EXECUTIVE SUMMARY

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

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

College Park’s Comprehensive Plan includes the following required elements:

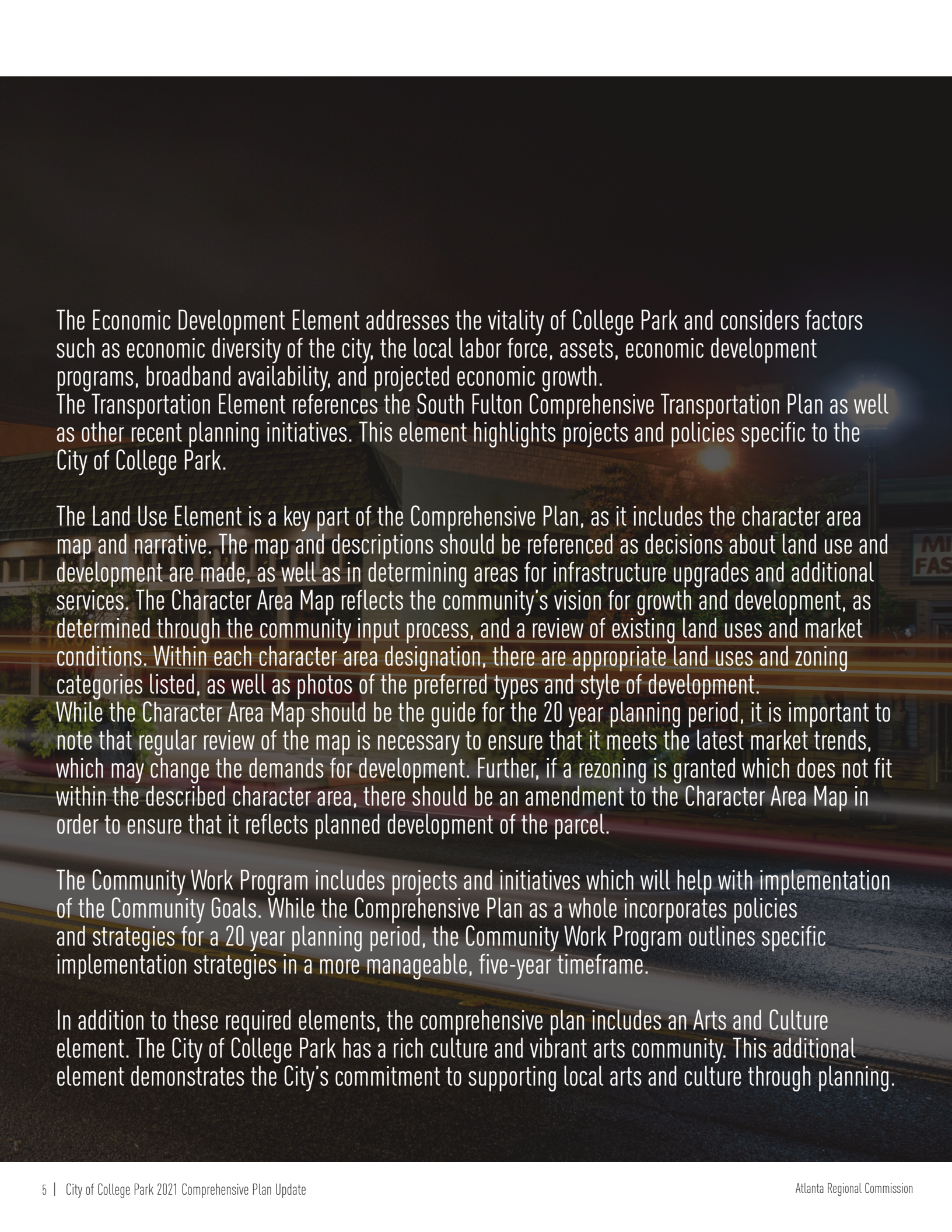
- Community Goals
- Issues and Opportunities
- Housing
- Economic Development
- Transportation
- Land Use
- Report of Accomplishments
- Community Work Program

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

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

*Image from City of College Park Website*





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

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

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

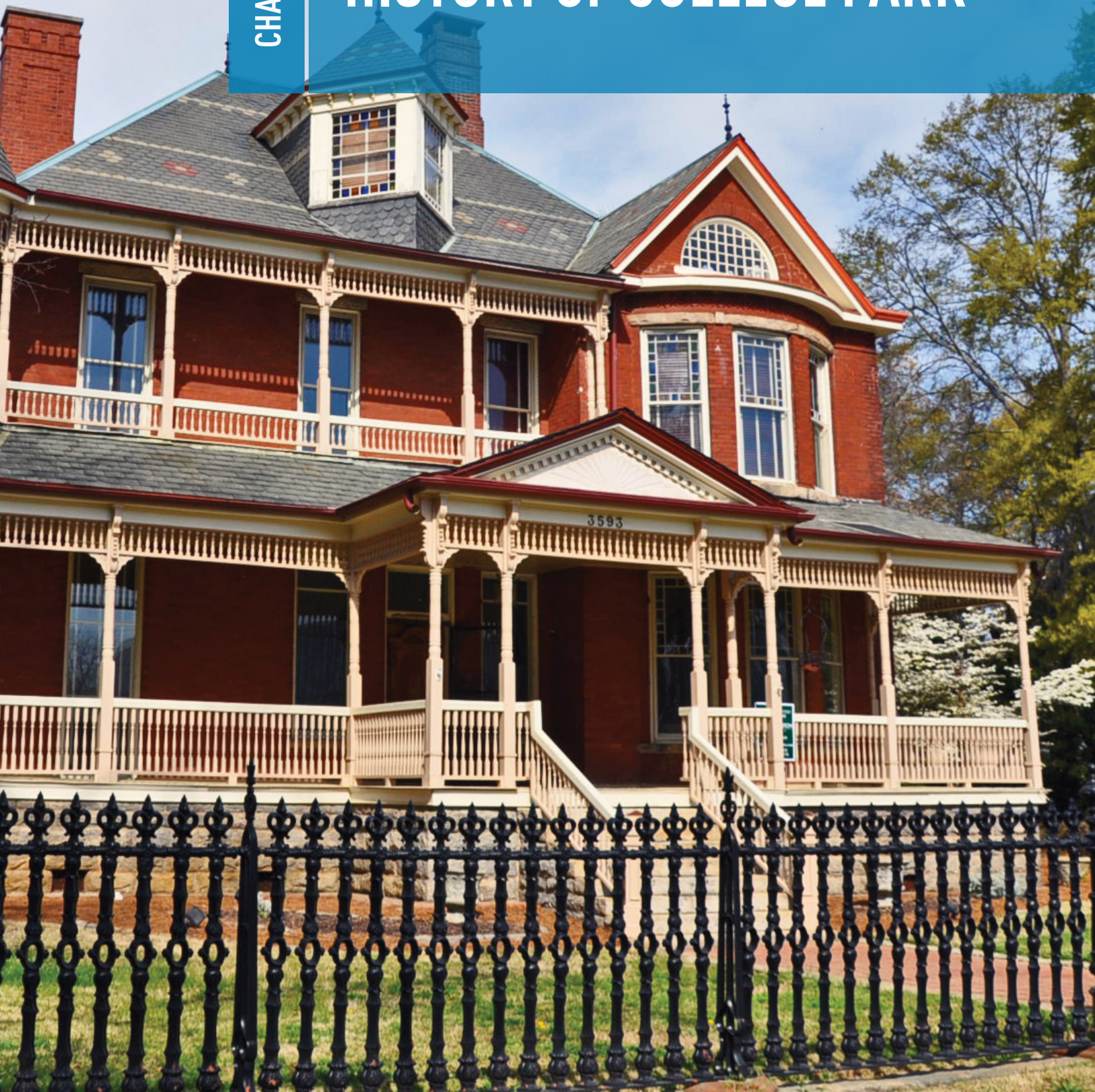
While the Character Area Map should be the guide for the 20 year planning period, it is important to note that regular review of the map is necessary to ensure that it meets the latest market trends, which may change the demands for development. Further, if a rezoning is granted which does not fit within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

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

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

CHAPTER 1

# HISTORY OF COLLEGE PARK



# HISTORY

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

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



*The Airport in the 1980s*

# HISTORY

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

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



*Historic College Park Woman's Club*

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CHAPTER 2

# COMMUNITY INPUT



# ENGAGEMENT SUMMARY

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

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

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

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

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

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

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

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

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



# COMMUNITY GOALS AND POLICIES

## GOAL 1

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

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

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

## GOAL 2

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

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

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

## GOAL 3

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

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



# COMMUNITY GOALS AND POLICIES

## GOAL 4

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

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

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

## GOAL 5

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

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

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

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

## GOAL 6

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

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

# ISSUES

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

## I.1. Business Diversity & Awareness

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

## I.2. Slow Development Pace

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



*Businesses on Main St*

## I.3. Public Education

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

## I.4. Crime and the Perception of Crime

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

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



*Renaissance Hotel*

# ISSUES

## I.5. Public Health

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

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

## I.6. Community Appearance and Visibility

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



*Yoyo Ferro mural on Main Street*

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



## I.7. Pedestrian and Bicycle Infrastructure

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

# ISSUES

## I.8. Wealth Disparity and Equity

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

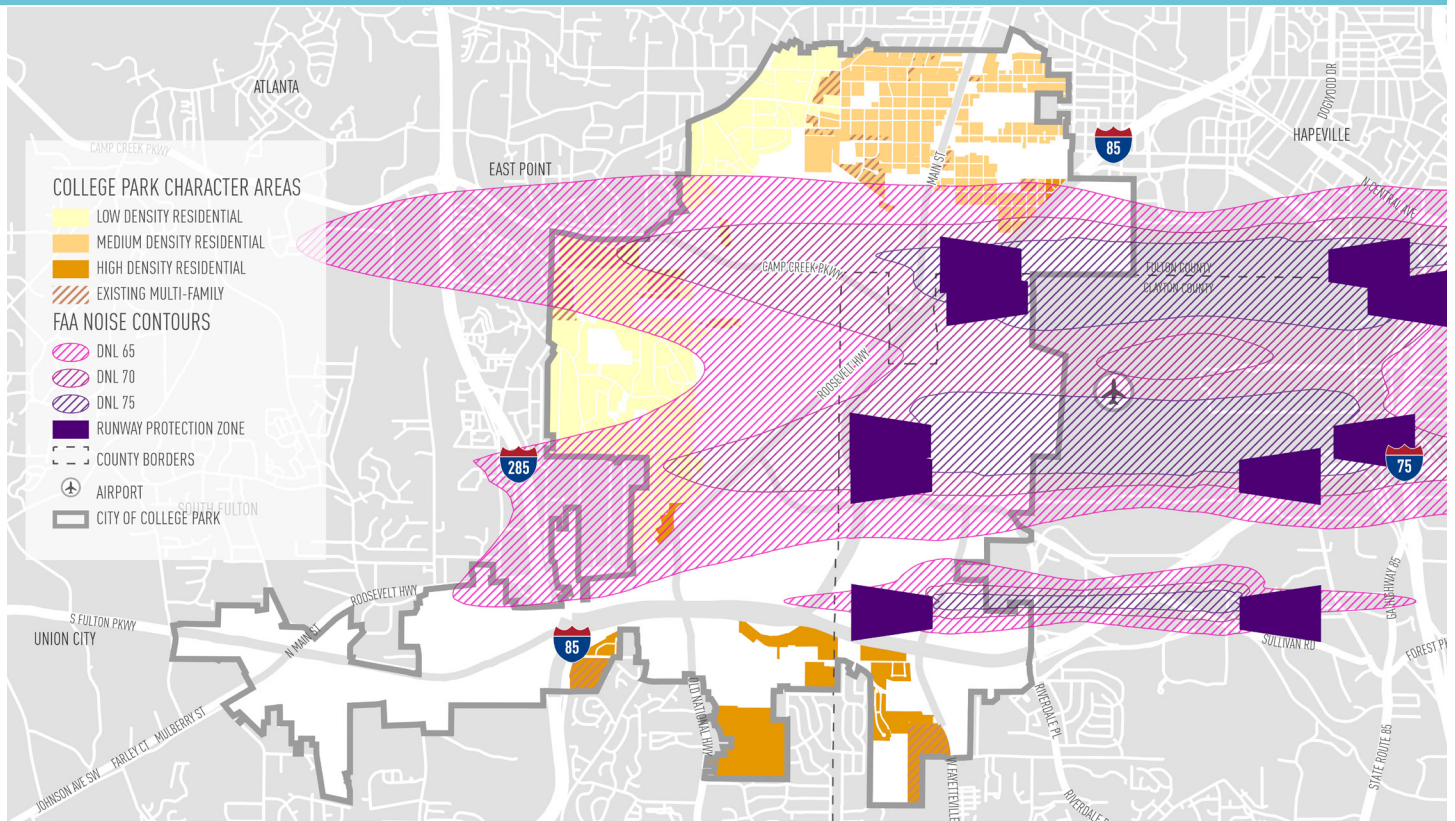
## I.9. Housing Supply

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

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

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

## MAP X. FAA NOISE CONTOURS AND RESIDENTIAL CHARACTER AREAS



# ISSUES

## I.10. Workforce Development

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

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

## I.11. Impacts of Airport Operations

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

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

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



# OPPORTUNITIES

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

## 0.1. Historic, Small Town Feel

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



## 0.2. Strategic Location

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

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

# OPPORTUNITIES

## 0.3. Downtown and Redevelopment Opportunities

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

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

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



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



# OPPORTUNITIES

## 0.4. Unique Regional Assets

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

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



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

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





# OPPORTUNITIES



*Phillips Park, Image Courtesy of the City of College Park*

## 0.5. Greenspace

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

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

## 0.6. Planning Partners

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

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



*Splash Pad Groundbreaking, Image Courtesy of the City of College Park*

# OPPORTUNITIES

## 0.7. Arts & Culture

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



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## CHAPTER 3

# HOUSING

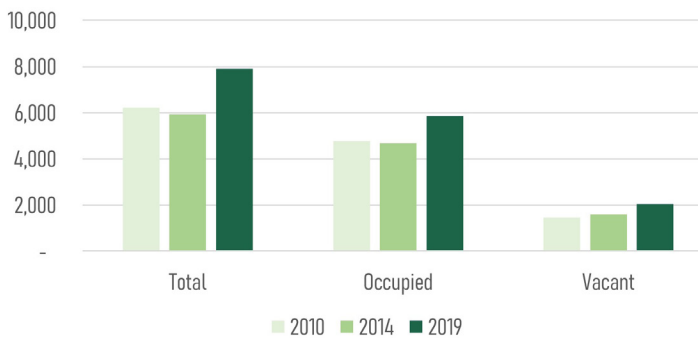


Unless otherwise specified, the data presented in this section comes from the American Community Survey (ACS) 2019 5-year estimates. The ACS helps local officials, community leaders, and businesses understand the changes taking place in their communities. Because of College Park's smaller geographical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

# HOUSING OCCUPANCY

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

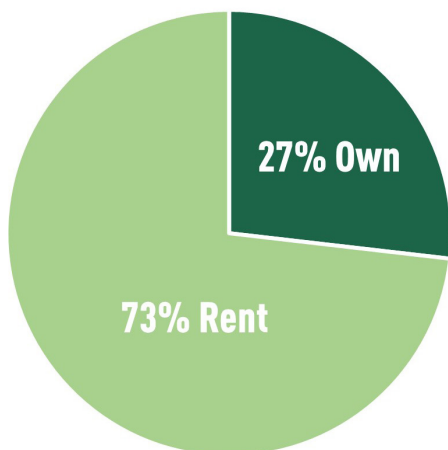
Figure 1. College Park Housing Units by Occupancy



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

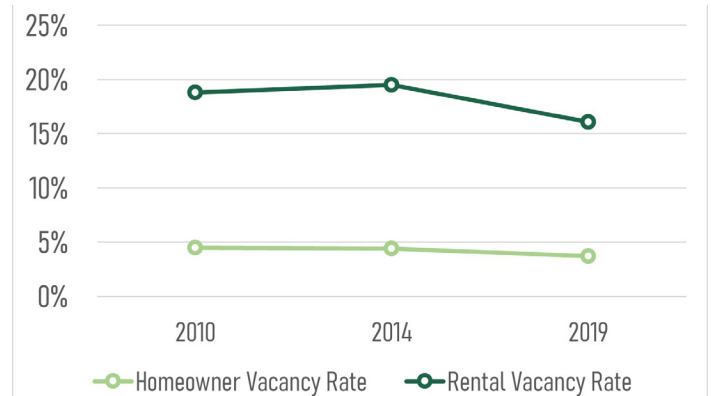
Between 2014 and 2019, the percentage of vacant units have slightly increased from 26% to 27% while home ownership increased from 25% to 27%. However, most College Park residents rent their homes in College Park. Specifically, 73% of residents rent while 27% own their homes.

Figure 2. College Park Housing Occupancy, ACS 2019



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

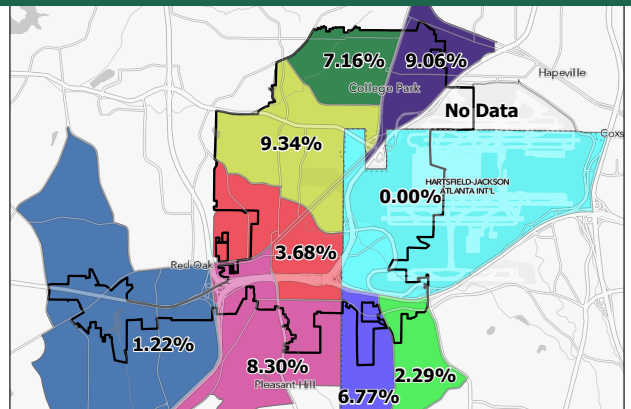
Figure 3. College Park Vacancy Rates



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

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

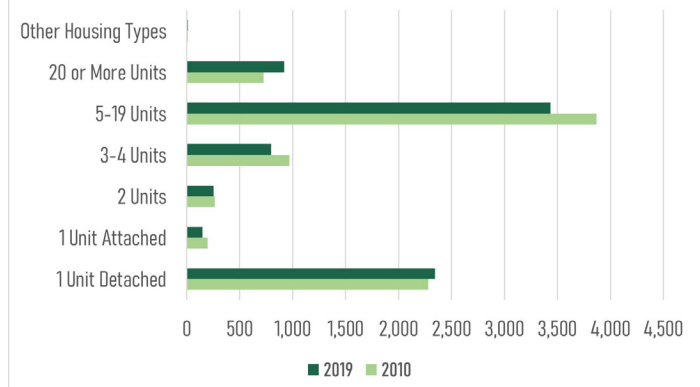
MAP 1. COLLEGE PARK LONG-TERM VACANCY



# HOUSING TYPES

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

Figure 4. College Park Change in Housing Types

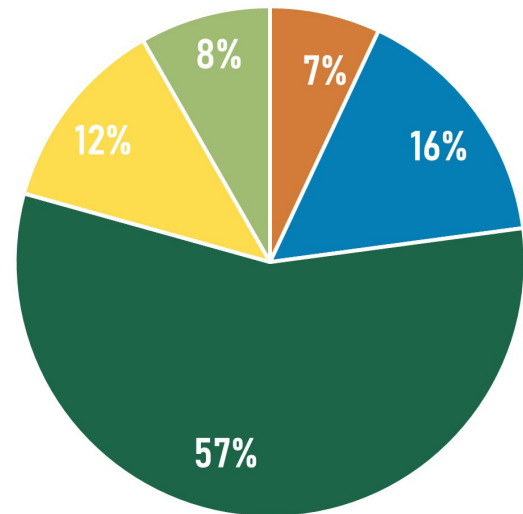


American Community Survey 5-Year Estimates 2010 & 2019

# HOUSING AGE & CONDITION

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

Figure 5. College Park Housing Age, ACS 2019



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

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

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



# HOUSING VALUE & COST

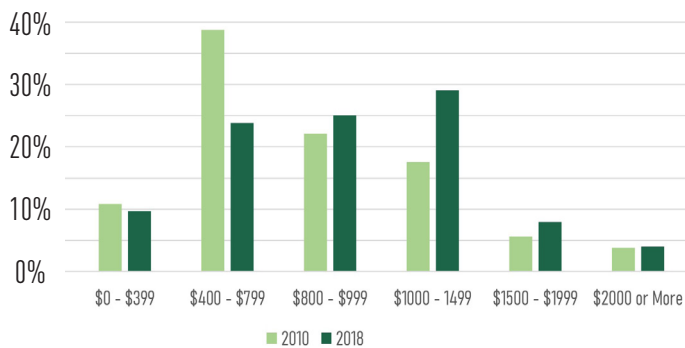
Overall, College Park’s home values have increased. The median home value increased from \$169,400 in 2014 to \$183,700 in 2019. Per Figures 7 through 9, housing costs and cost burdens have also increased, corresponding with these property value increases. Monthly housing costs have increased since 2010,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

Figure 6. College Park Home Values

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

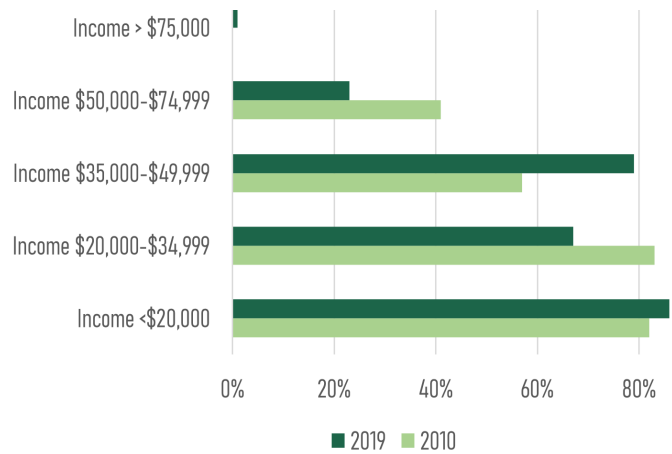
American Community Survey 5-Year Estimates 2010 & 2019

Figure 7. Monthly Housing Costs by Share of Residents



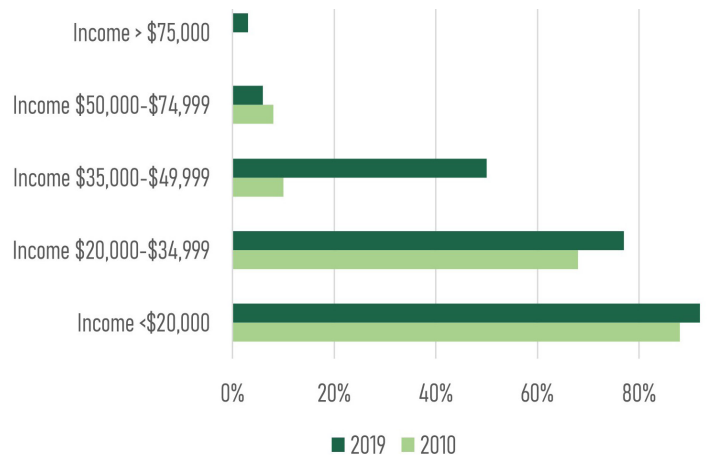
American Community Survey 5-Year Estimates 2010 & 2018

Figure 8. Housing Cost Burdened Home Owners by Income



American Community Survey 5-Year Estimates 2010 & 2019

Figure 9. Housing Cost Burdened Renters by Income



American Community Survey 5-Year Estimates 2010 & 2019

# EMPLOYMENT HOUSING BALANCE

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

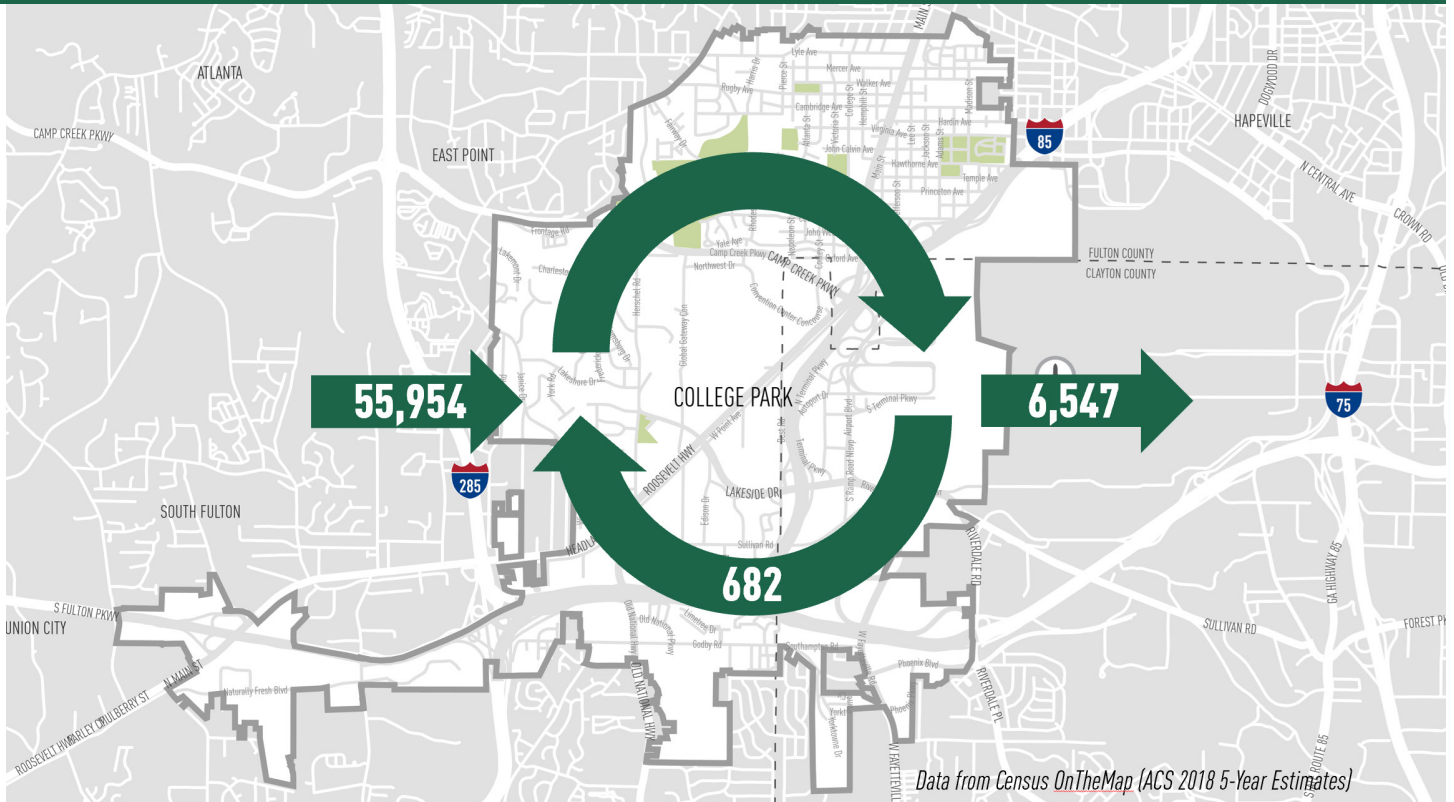
Per Map 2, a little less than 700 people both live and work within College Park. Most residents commute outside the City for work, and almost 56,000 workers commute into College Park.

Figure 10. Employment-Housing Balance

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

American Community Survey 5-Year Estimates 2010 & 2019

## MAP 2. INFLOW AND OUTFLOW OF COMMUTERS





# METRO ATLANTA HOUSING STRATEGY

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

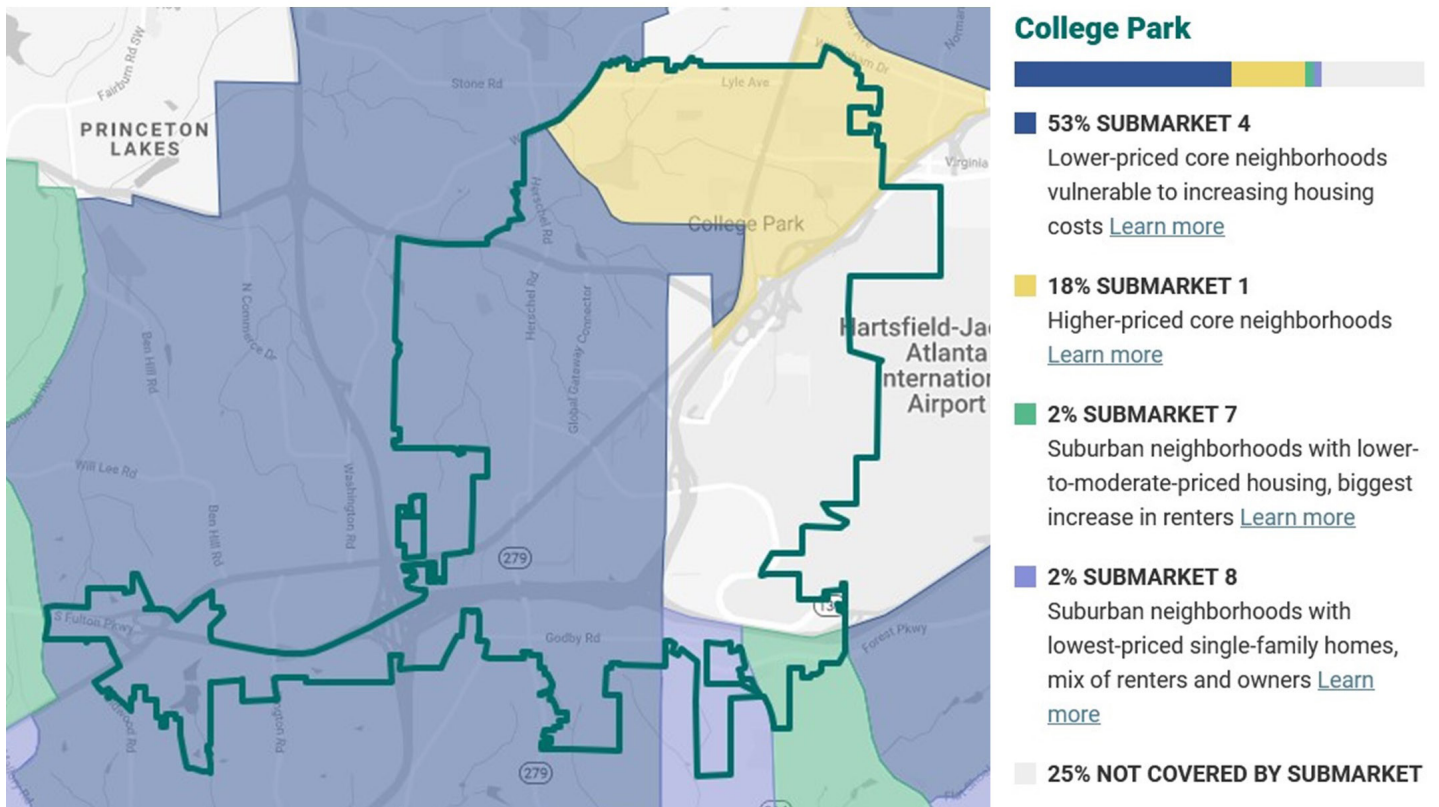
the City. Finally, Submarkets 7 and 8 cover small areas in the southern section of the City, south of the Airport. Both submarkets are lower-priced suburban markets with a mix of owners and renters.

Top Strategies for Submarket 4:

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

More information can be found at [metroatlhousing.org](http://metroatlhousing.org).

## MAP 3. METRO ATLANTA HOUSING STRATEGY SUB-AREA MAP



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

## CHAPTER 4

# ECONOMIC DEVELOPMENT



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

# ECONOMIC BASE

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

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

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

Figure 11. College Park Major Employers

EMPLOYERS	PRINCIPAL EMPLOYERS CURRENT YEAR		
	EMPLOYEES	RANK	% EMPLOYMENT
CHICK-FIL-A, INC. (5200 BUFFINGTON RD.)	1693	1	23%
FEDERAL AVIATION ADMINISTRATION (1701 COLUMBIA AVE.)	1300	2	18%
SYSCO ATLANTA LLC. (2225 RIVERDALE RD.)	825	3	11%
WOODWARD ACADEMY INC	642	4	9%
COCA-COLA BOTTLING COMPANY	623	5	8%
ABM LANIER-HUNT AIRPORT PARKING	570	6	8%
SOUTHWEST AIRLINES CO	526	7	7%
AMAZON.COM SERVICES, INC	463	8	6%
LOGISTICARE SOLUTIONS LLC	380	9	5%
VXI GLOBAL SOLUTIONS	375	10	5%
<b>TOTAL</b>	<b>7397</b>		<b>100%</b>

# LABOR FORCE

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

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

Figure 12. Labor Force Characteristics

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

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

Figure 13. College Park Industries

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

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

In today's diverse marketplace, it is not always necessary to have a college degree. However, College Park's population has become more educated in the past five years. Compared to 21.7% in 2014, only 10% of the population 25 and older did not receive a high school diploma in 2019. Consequently, the share of adults with higher educational attainment at high school diploma level or above increased per Figure 14. While College Park has educational attainment levels have increased, there are numerous job sectors that provide above average income for technical and skilled labor jobs not requiring a college degree. With this in mind, workforce development is key.

Figure 14. Educational Attainment

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

# ECONOMIC ASSETS

## Hartsfield-Jackson Atlanta International Airport (ATL)

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

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

## MARTA

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



*College Park MARTA Station, Image Courtesy of MARTA*

# ECONOMIC ASSETS

## ATL SKY Train

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

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

## CSX Rail

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

## Georgia International Convention Center (GICC)

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

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

## Gateway Center Arena

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



GICC

# ECONOMIC ASSETS

## National Register Historic District

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

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

allowing commuters to connect to the surrounding metro Atlanta region.

## Woodward Academy

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

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

## Six West



Woodward Academy

# ECONOMIC ASSETS

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

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

## Greyfields

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

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



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# ECONOMIC DEVELOPMENT PROGRAMS

## Local Incentives

### Bond Financing

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

### Tax Allocation Districts (TADs)

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

### Opportunity Zone

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

### Enterprise Zones

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

## Organizations

### College Park Business & Industrial Development Authority (BIDA)

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

### College Park Main Street Association (CPMSA)

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

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

# ECONOMIC DEVELOPMENT PROGRAMS

## Chambers of Commerce

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

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

## PROJECTED ECONOMIC GROWTH

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

## BROADBAND

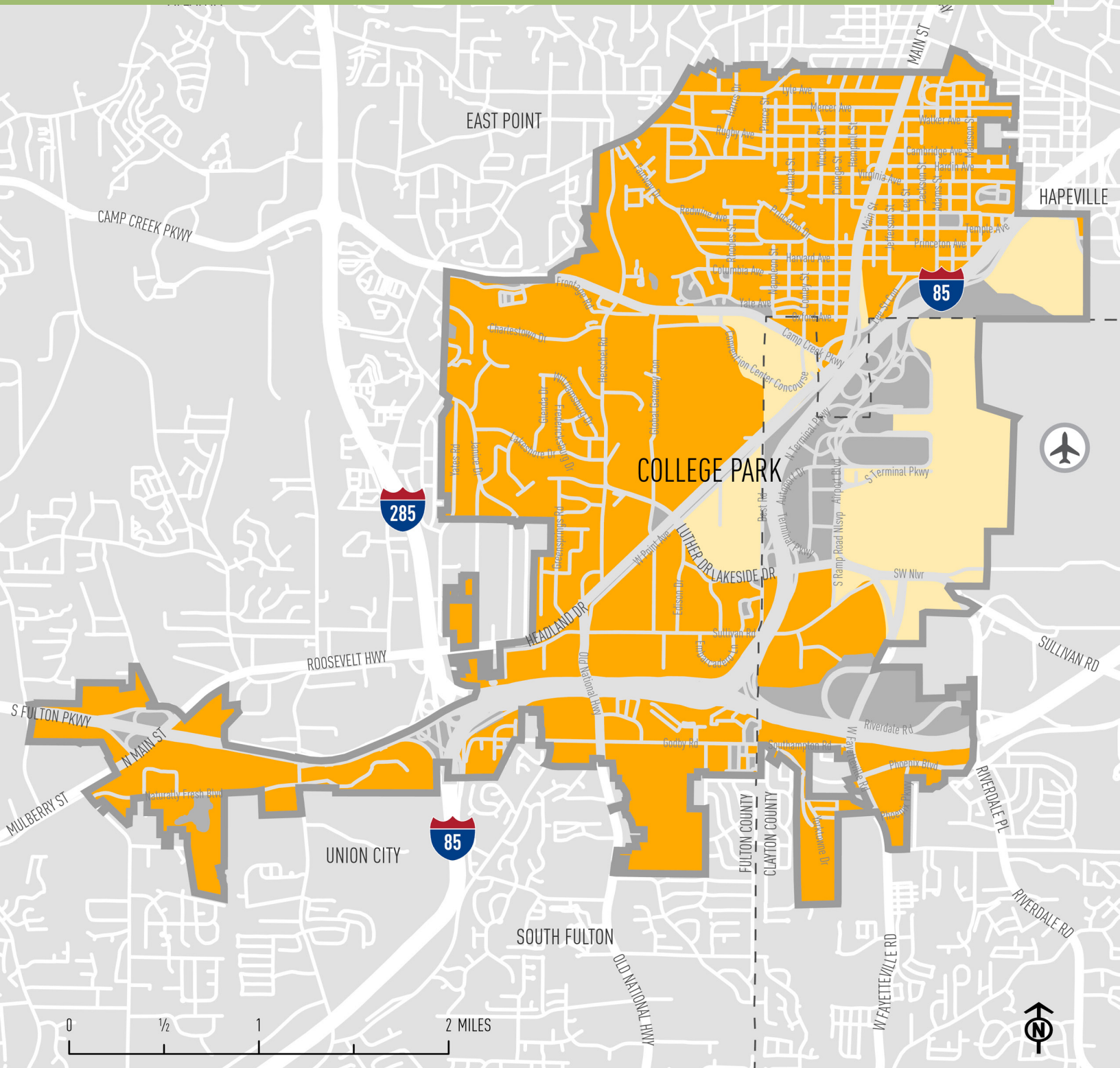
In order to attract and maintain industries and jobs that are in sectors other than service and retail, it is important to develop and maintain a higher level of electronic communication and data services than already exists. According to the most recent available data from the Federal Communications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

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

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

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

# MAP 4. BROADBAND ACCESS



## BROADBAND STATUS

- SERVED
- UNSERVED
- NO LOCATIONS

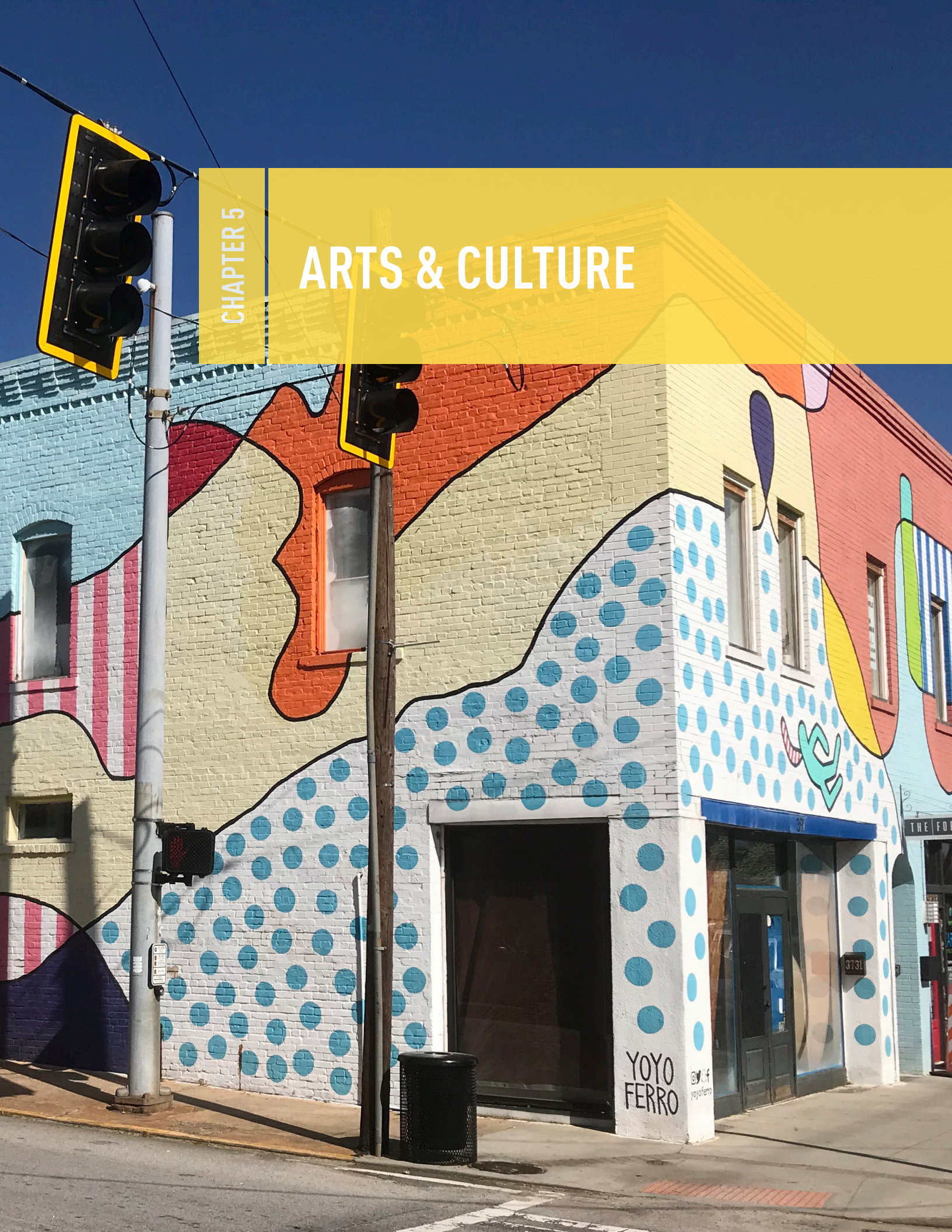
COLLEGE PARK CITY LIMITS

COUNTY BORDERS

✈ AIRPORT

CHAPTER 5

# ARTS & CULTURE



# ARTS & CULTURE

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

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



## POTENTIAL ARTS INITIATIVES

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

## TRANSPORTATION



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

# TRANSPORTATION OVERVIEW

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

## Public Input

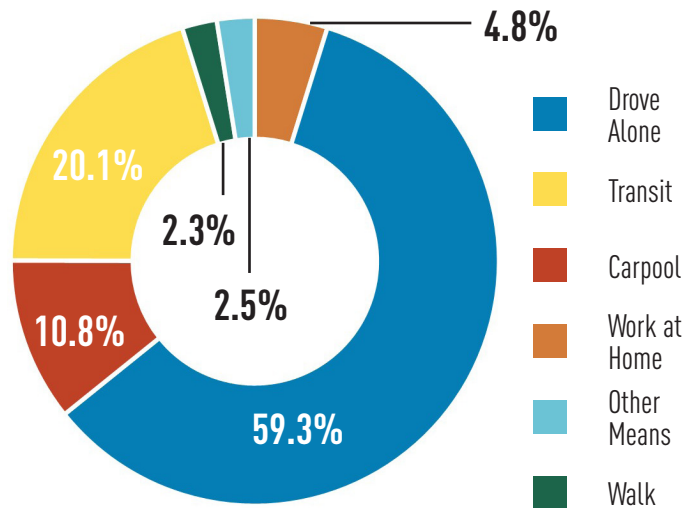
Pedestrian and Bicyclist safety scored poorly on the community survey. A number of respondents expressed a dire need for biking and walking trails, including sidewalks and bike lanes along major corridors. Specifically, both the survey and transportation focus group highlighted the need sidewalks along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

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

## Commutes

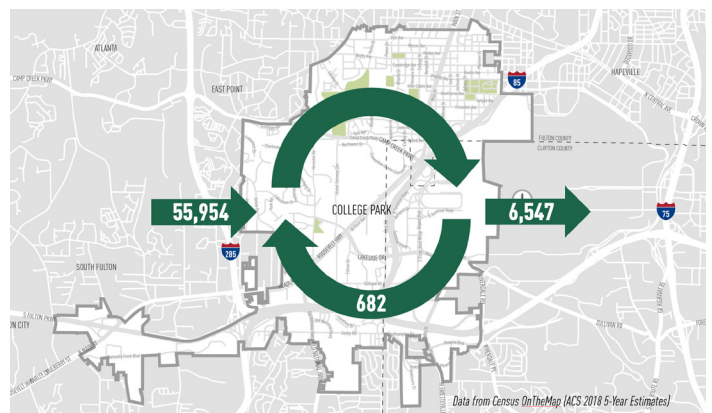
In 2019, the average commute for employed (16 and over) College Park residents was 32.4 minutes, increasing by 2.5 minutes since 2014. This illustrates that a large number of College Park residents work outside of the city. The image to the right illustrates that over 6,500 residents commute outside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

Figure 15. Mode Split



American Community Survey 5-Year Estimates 2019

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



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

# TRANSPORTATION PLANNING

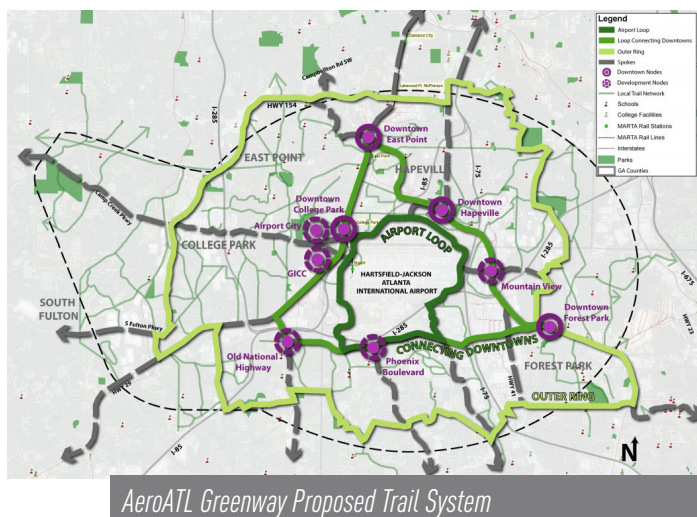
The following section summarizes recent transportation efforts in College Park.

## South Fulton Comprehensive Transportation Plan (SFCTP)

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

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

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



AeroATL Greenway Proposed Trail System

## Transportation Improvement Program (TIP)

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

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

## AeroATL Greenway Plan

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

- Airport Loop
- Downtown Connections
- Outer Loop

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



# TRANSPORTATION PLANNING

## Freight Cluster Study

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

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

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

## Six West

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

## MARTA Studies

### MARTA Enhancement Study

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

### MARTA Clayton BRT

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



CHAPTER 7

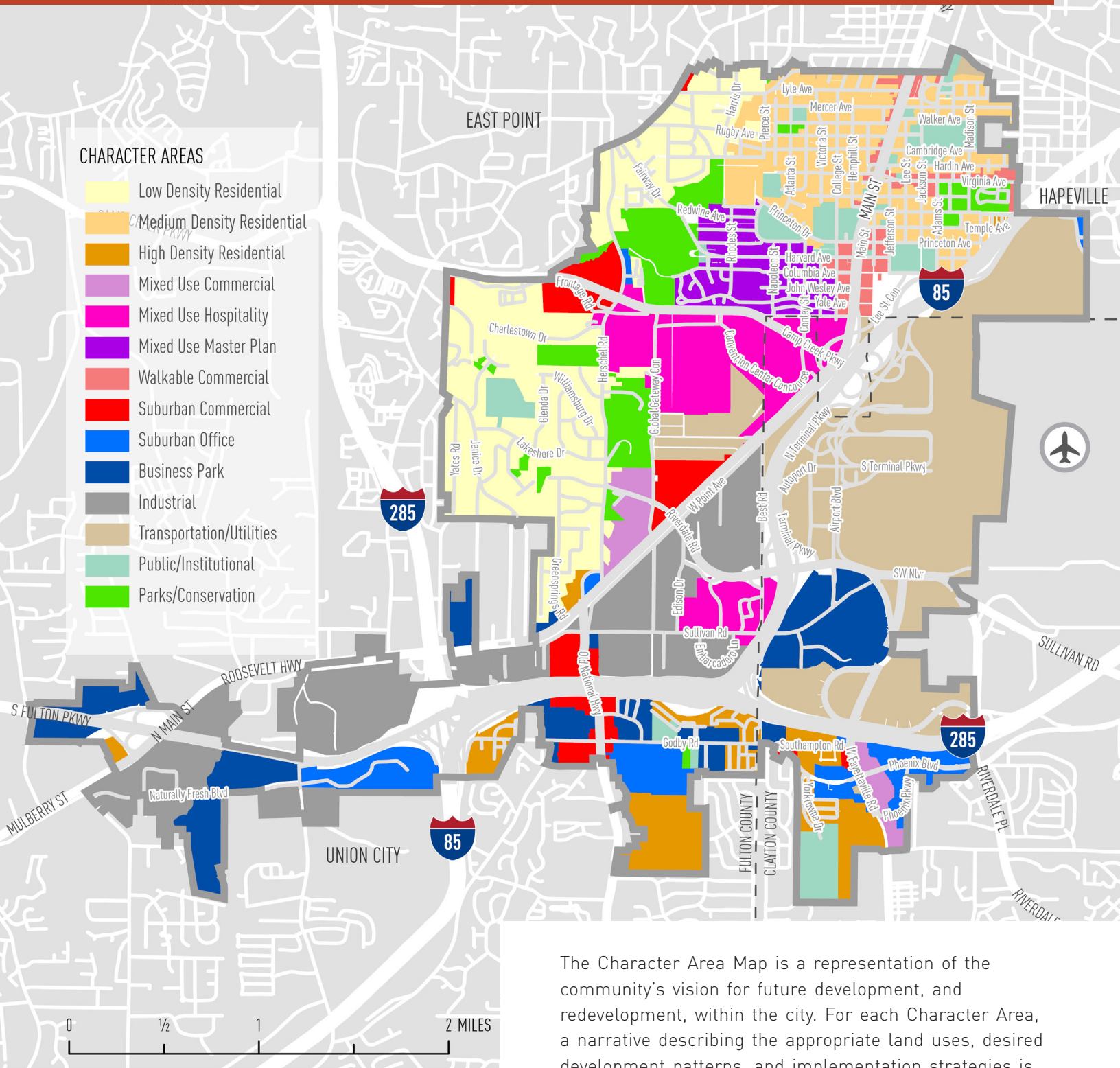
# LAND USE



# MAP 5. CHARACTER AREA MAP

## CHARACTER AREAS

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Mixed Use Commercial
- Mixed Use Hospitality
- Mixed Use Master Plan
- Walkable Commercial
- Suburban Commercial
- Suburban Office
- Business Park
- Industrial
- Transportation/Utilities
- Public/Institutional
- Parks/Conservation



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

CITY OF COLLEGE PARK

AIRPORT

COUNTY BORDERS



# LOW DENSITY RESIDENTIAL

## Land Use

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

## Built Form

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

## APPROPRIATE ZONING

Districts: R1, PDR

Overlays: None



# MEDIUM DENSITY RESIDENTIAL

## Land Use

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

## Built Form

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

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

### APPROPRIATE ZONING

Districts: R2, R3, HC, PDR, TOD

Overlays: None



# HIGH DENSITY RESIDENTIAL

## Land Use

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

## Built Form

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

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

### APPROPRIATE ZONING

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

Overlays: None



*Image from Apartments.com*

# MIXED USE COMMERCIAL

## Land Use

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

## Built Form

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

### APPROPRIATE ZONING

Districts: C1, C2, OP

Overlays: None



*Image from Google Street View*

# MIXED USE HOSPITALITY

## Land Use

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

## Built Form

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

### APPROPRIATE ZONING

Districts: HC, C1, C2, BP, OP

Overlays: Transportation





# MIXED USE MASTER PLAN

## Land Use

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

## Built Form

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



### APPROPRIATE ZONING

Districts: DO, C1, OP, PD, TOD

Overlays: None

# WALKABLE COMMERCIAL

## Land Use

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

## Built Form

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

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

### APPROPRIATE ZONING

Districts: DC, C1, OP, TOD

Overlays: None



# SUBURBAN COMMERCIAL

## Land Use

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

## Built Form

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

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

## APPROPRIATE ZONING

Districts: C1, C2, OP

Overlays: None



Image from Google Street View

# SUBURBAN OFFICE

## Land Use

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

## Built Form

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

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

### APPROPRIATE ZONING

Districts: C1, BP, OP

Overlays: None



Image from Georgia DPH

# BUSINESS PARK

## Land Use

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

## Built Form

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

### APPROPRIATE ZONING

Districts: BP, C2, M1, TR  
Overlays: None



*Image from Google Street View*

# INDUSTRIAL

## Land Use

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

## Built Form

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

### APPROPRIATE ZONING

Districts: HC, BP, M1, M2

Overlays: None



*Image from Google Street View*

# TRANSPORTATION/UTILITIES

## Land Use and Built Form

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



## APPROPRIATE ZONING

Districts: TR  
Overlays: None



# PUBLIC/INSTITUTIONAL

## Land Use

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

## Built Form

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

### APPROPRIATE ZONING

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

Overlays: None





# PARKS/RECREATION

## Land Use

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

## Built Form

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

### APPROPRIATE ZONING

Districts: R1, R2, R3, OP, PD

Overlays: None



*Soccer in the Streets (College Park Recreation Program) at BIDA Multipurpose Field, Image courtesy of the City of College Park*

COMMUNITY WORK PROGRAM

**H**  
**Suites**

• **1854 TAX SERVICE**

• **1856 BOUTIQUE**

• **1858 LEASING AGT.**

• **1860 PRINTING**

• **1862 MAKE UP**

# REPORT OF ACCOMPLISHMENTS 2016-2021

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

# REPORT OF ACCOMPLISHMENTS 2016-2021

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

# COMMUNITY WORK PROGRAM 2022-2026

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

# COMMUNITY WORK PROGRAM 2022-2026

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

# COMMUNITY WORK PROGRAM 2022-2026

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

# COMMUNITY WORK PROGRAM 2022-2026

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



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# APPENDIX



# FIRST REQUIRED PUBLIC HEARING

**City of College Park  
NOTICE TO THE PUBLIC**

The City of College Park Mayor & Council will hold the initial public hearing regarding the 2021 Comprehensive Plan Update at the College Park City Council Meeting virtually held via Zoom on January 4th at 7:30PM. The purpose of this hearing is to brief the community on the process to be used to develop the plan, opportunities for public participation in development of the plan, and to obtain input on the proposed planning process. All interested should attend. Questions should be directed to the Michelle Alexander by calling 404-767-1537 or by email at [malexander@tcfatl.com](mailto:malexander@tcfatl.com).

PROOF O.K. BY: \_\_\_\_\_  O.K. WITH CORRECTIONS BY: \_\_\_\_\_

PLEASE READ CAREFULLY • SUBMIT CORRECTIONS ONLINE

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# COMMUNITY ENGAGEMENT ADVERTISEMENTS

## Website



### CITY OF COLLEGE PARK COMPREHENSIVE PLAN

 Translate

Welcome   Recent Plans and Resources   Contact Us!   Surve

### Welcome!

One of the most impactful responsibilities of local government is planning – a word used to describe how a community shapes and guides growth and development. Cities in Georgia update their required Comprehensive Plan every five years and it's time for College Park to do just that. The update of our Comprehensive Plan offers us the opportunity to look beyond the execution of the day-to-day city services and consider where the city wants to be in the next five-years and what it would take to get there. We will unveil the final product in October of 2021 and between now and then, we will have many opportunities for you - our neighbors, investors, and business owners - to give input.

### Follow us on Social Media



**COMPLETE**

**Steering Committee Meeting #1**

February 4th

# COMMUNITY ENGAGEMENT ADVERTISEMENTS

## Survey and Website



College Park is updating the City's Comprehensive Plan! The update of our Plan offers us the opportunity to consider where the city wants to be in the next five-years and what it would take to get there. Community input and opinion is incredibly important to this process.

Please take a few minutes to provide your input!  
<https://publicinput.com/CityofCollegeParkGA>



## Focus Groups



## Virtual Public Meeting



# STEERING COMMITTEE MEETING #1 SIGN-IN

Meeting ID	Topic	Start Time	End Time	Duration (Minutes)
96182774647	College Park Comprehensive Plan Steering Committee Meeting #1	2/4/2021 11:50	2/4/2021 13:03	73
Name (Original Name)	Join Time	Leave Time	Duration (Minutes)	Guest
ARC Community Development	2/4/2021 11:50	2/4/2021 13:03	73	No
Julian Nabaa	2/4/2021 11:50	2/4/2021 11:57	8	Yes
Anna Baggett	2/4/2021 11:54	2/4/2021 13:02	69	Yes
michelle alexander	2/4/2021 11:57	2/4/2021 13:02	66	Yes
Selissa Jefferson	2/4/2021 11:57	2/4/2021 13:02	66	Yes
Eileen Murphy	2/4/2021 11:57	2/4/2021 13:02	65	Yes
Julian Nabaa	2/4/2021 11:57	2/4/2021 13:03	66	Yes
Nikki Washington	2/4/2021 12:01	2/4/2021 13:03	62	Yes
Kaseem Ladipo	2/4/2021 12:02	2/4/2021 13:02	61	Yes
Josh Phillipson (Josh Phillipson)	2/4/2021 12:02	2/4/2021 12:16	14	No
Ambrose Clay	2/4/2021 12:03	2/4/2021 13:02	60	Yes
iPhonemofol	2/4/2021 12:04	2/4/2021 13:02	59	Yes
Jay Shoates	2/4/2021 12:06	2/4/2021 12:32	27	Yes
fwilliford	2/4/2021 12:08	2/4/2021 12:42	34	Yes
gerard catus	2/4/2021 12:10	2/4/2021 13:03	53	Yes
Tasha Garrison	2/4/2021 12:12	2/4/2021 13:02	50	Yes
Josh Phillipson# ARC	2/4/2021 12:16	2/4/2021 13:02	47	No
Train or Die Compound	2/4/2021 12:30	2/4/2021 13:03	33	Yes

# STEERING COMMITTEE MEETING #2 SIGN-IN

Meeting ID	Topic	Start Time	End Time	Duration (Minutes)
95226146029	College Park Comp Plan - Steering Committee Meeting #2	3/23/2021 11:44	3/23/2021 13:04	80
Name (Original Name)	Join Time	Leave Time	Duration (Minutes)	Guest
Josh Phillipson# ARC (he/him)	3/23/2021 11:44	3/23/2021 13:04	80	No
Anna Baggett	3/23/2021 11:44	3/23/2021 13:03	80	Yes
Mollie Bogle (ARC Community Development)	3/23/2021 11:45	3/23/2021 13:04	79	No
michelle alexander	3/23/2021 11:55	3/23/2021 12:26	31	Yes
Eileen M. Murphy	3/23/2021 11:58	3/23/2021 13:04	66	Yes
iPad	3/23/2021 11:58	3/23/2021 13:04	66	Yes
Jamelle McKenzie	3/23/2021 11:58	3/23/2021 13:04	66	Yes
Nikki Washington	3/23/2021 11:59	3/23/2021 13:04	66	Yes
Ambrose Clay	3/23/2021 12:02	3/23/2021 13:03	62	Yes
Kaseem Ladipo	3/23/2021 12:02	3/23/2021 12:26	25	Yes
Selissa Jefferson	3/23/2021 12:03	3/23/2021 13:04	61	Yes
iPhonemofol	3/23/2021 12:15	3/23/2021 12:27	12	Yes
Kaseem Ladipo	3/23/2021 12:27	3/23/2021 13:04	37	Yes
iPhonemofol	3/23/2021 12:28	3/23/2021 13:04	36	Yes

# STEERING COMMITTEE MEETING #3 SIGN-IN

Meeting ID	Topic	Start Time	End Time	Duration (Minutes)
955 3437 6958	College Park Comprehensive Plan Steering Committee Meeting #3	6/8/2021 11:47	2/4/2021 13:04	77
Name (Original Name)	Join Time	Leave Time	Duration (Minutes)	Guest
Anna Baggett	6/8/2021 11:47	6/8/2021 13:04	78	No
Julian Nabaa	6/8/2021 11:51	6/8/2021 11:58	8	Yes
Mollie Bogle (ARC Community Development)	6/8/2021 11:53	6/8/2021 12:40	47	No
Nikki Washington	6/8/2021 11:55	6/8/2021 12:18	23	Yes
Eileen M. Murphy	6/8/2021 11:58	6/8/2021 13:04	67	Yes
Ambrose Clay	6/8/2021 11:58	6/8/2021 13:04	67	Yes
Julian Nabaa	6/8/2021 11:58	6/8/2021 13:04	67	Yes
iPhonemofol	6/8/2021 11:59	6/8/2021 13:04	66	Yes
Selissa Jefferson	6/8/2021 11:59	6/8/2021 13:04	66	Yes
Michelle Alexander	6/8/2021 11:59	6/8/2021 13:04	66	Yes
Josh Phillipson# ARC (he/him)	6/8/2021 12:00	6/8/2021 13:04	65	No
Train or Die Compound	6/8/2021 12:07	6/8/2021 13:04	58	Yes
Gary Young	6/8/2021 12:07	6/8/2021 13:04	58	Yes
Nikki Washington	6/8/2021 12:18	6/8/2021 13:04	47	Yes
Kaseem Ladipo	6/8/2021 12:20	6/8/2021 13:00	41	Yes



# STEERING COMMITTEE MEETING #4 SIGN-IN

Meeting ID	Topic	Start Time	End Time	Duration (Minutes)
823 1961 0202	College Park Comprehensive Plan Steering Committee Meeting #4	7/6/2021 15:51	7/6/2021 17:05	76
Name (Original Name)	Join Time	Leave Time	Duration (Minutes)	Guest
Anna Baggett	7/6/2021 15:51	7/6/2021 17:05	75	No
Mollie Bogle (ARC Community Development)	7/6/2021 15:51	7/6/2021 17:05	75	No
Train or Die Compound	7/6/2021 15:56	7/6/2021 17:05	70	Yes
T Hall-Garrison	7/6/2021 15:57	7/6/2021 17:05	69	Yes
Eileen M. Murphy	7/6/2021 15:58	7/6/2021 17:05	68	Yes
Savaughn Irons	7/6/2021 15:58	7/6/2021 16:50	53	Yes
Ambrose Clay	7/6/2021 15:58	7/6/2021 16:08	11	Yes
Josh Phillipson# ARC (he/him)	7/6/2021 15:59	7/6/2021 17:05	67	No
Jamelle McKenzie	7/6/2021 15:59	7/6/2021 17:00	61	Yes
Nikki Washington	7/6/2021 15:59	7/6/2021 17:05	67	Yes
Kaseem Ladipo	7/6/2021 16:00	7/6/2021 17:05	66	Yes
erainey's iPhone	7/6/2021 16:03	7/6/2021 17:02	60	Yes
Gary Young# Director of Airport Affairs# College Park# GA	7/6/2021 16:03	7/6/2021 17:05	63	Yes
Ambrose Clay	7/6/2021 16:08	7/6/2021 16:27	19	Yes
Selissa Jefferson	7/6/2021 16:08	7/6/2021 17:05	58	Yes
iPhonemofol	7/6/2021 16:09	7/6/2021 17:05	57	Yes
Ambrose Clay	7/6/2021 16:26	7/6/2021 17:05	39	Yes

# COMMUNITY SURVEY RESULTS

The following pages include the direct responses from the Community Survey posted on the Public Input page. Where possible, Public Input generates charts and graphs. User information for the website is below.

## City of College Park 2021 Comprehensive Plan

All participants

All participants

All Time

### Project Engagement

VIEWS  
1,898

RESPONSES  
1,679

SUBSCRIBERS  
175

PARTICIPANTS  
142

COMMENTS  
293

What are the three (3) strongest assets in College Park?

**SURVEY RESPONSES**

Airport

4 months ago [82 Agree](#)

The home town feel is a great asset.

4 months ago [66 Agree](#)

Main Street

4 months ago [47 Agree](#)

Friendly people

4 months ago [40 Agree](#)

GICC

4 months ago [33 Agree](#)

Walkable neighborhood

4 months ago [1 Agree](#)

Growth Potential

one month ago

Need more decent affordable housing for low income residents who work in College Park

one month ago

I would like to discuss actual date timelines

one month ago

Libraries

one month ago

business / residential Blend

one month ago

Location

2 months ago

N/A

2 months ago

The endless possibilities for resetting the economic and environmental footprint for what a 21st century city can be for citizens and tourists alike.

2 months ago

Close to work~

2 months ago

The strongest asset in College Park is its people.

2 months ago

Proximity to downtown

3 months ago

Proximity to downtown and great highway access

3 months ago

**SURVEY RESPONSES**

MARTA

3 months ago

Great municipal income for a small town

3 months ago

Parking near Main Street

3 months ago

The development potential of Main Street and Virginia Aves.

3 months ago

The potential of 6 West!

3 months ago

The infill lots near the Marta station and along Princeton Ave.

3 months ago

ITP!

3 months ago

the form compelled me to put something here

3 months ago

Ease of getting to necessities. (I.e. not a lot of traffic)

3 months ago

Recreation Departments and playgrounds

3 months ago

The historic district

3 months ago

Mix of housing, tree lined streets, nice people

3 months ago

Mix of housing

3 months ago

I would love for Main St. to be an asset but I feel there aren't enough places to gather at this time.

3 months ago

College Park has a small town feel, while offering everything of a big city..

4 months ago

Low cost of living/housing.

4 months ago

Close proximity to Atlanta. Easy accessibility. On the Marta train line.

4 months ago

Engaged neighborhood. Major transportation hub. Sense of community.

4 months ago

Six West potential

4 months ago

(relative) affordability

4 months ago

Woodward Academy

4 months ago

Inside the perimeter location/proximity to Atlanta.

4 months ago

Population

4 months ago

---

# SURVEY RESPONSES

## What are the three (3) primary challenges in College Park?

Lack of Quality Businesses, Public Education, Community Involvement/Input (This is getting much better since the change in Administration)

4 months ago

[⊕ 54 Agree](#)

Need better food shopping options like Sprouts or Trader Joe's

4 months ago

[⊕ 46 Agree](#)

Crime

Litter

Lack of funds

4 months ago

[⊕ 41 Agree](#)

Marketing it's assets to potential developers (business and residential)

4 months ago

[⊕ 31 Agree](#)

Dependency on airline industry

Crime

Slums

4 months ago

[⊕ 15 Agree](#)

nothing to sa

one month ago

Lack of encouraging community involvement that actually makes a difference, improvement in oneself improves the community. I.E if people are encouraged in some type of way to avoid littering, they're less likely to litter.

one month ago

Public Education

2 months ago

Crime

2 months ago

Underperforming public school options

2 months ago

Nice plantings, public trash cans & pressure-washing Main Street sidewalks.

I wish we were able to attract many more businesses other than hair-salons.

2 months ago

Improvement to public school. The private school is one of the best in Georgia, but the public nearby is abysmal.

2 months ago

Much improvement must be done to Main Street building. Beautification, Building uniformity and more ways for visitors to have fun and be entertain.

2 months ago

Not addressing poverty and job skill development, like having a publicly funded technical college

2 months ago

Not using hotel tax for community infrastructure that benefits those who live here.

2 months ago

# SURVEY RESPONSES

# SURVEY RESPONSES

Trash on Old National

3 months ago

Lack of higher end development in downtown area

3 months ago

Poverty/equity socially and for schools, low home ownership

3 months ago

Low percentage of homeowners and limited overall housing options for diverse lifestyles.

3 months ago

Trash, litter is horrible here, no nice trails and parks for dogs and teens

3 months ago

Schools are terrible

3 months ago

Lack of business diversity

Lack of quality public education

Lack of affordable housing

3 months ago

F rated public schools

Frequent power outages/surges & horrible utility billing

High property taxes vs surrounding areas

3 months ago

Dependence on hotel motel rental car tax

3 months ago

No central vision of WHAT College Park is.

3 months ago

The INCLUSION of Apartment living residents having the ability to PURCHASE homes IN College Park and how MARKET RATES are about to PHASE OUT the heartbeat of College Park.... RENTERS and LOW INCOME RESIDENTS!!!

3 months ago

The rising cost of homes

Lack of affordable homes

Lack of community policing

3 months ago

Active involvement of CP to impact Fulton County Schools

Lack of beautification/development/walkability of Virginia Avenue

Regulation of new home builders in the city

3 months ago

Lack of good shopping (bit of a food desert), crime and the perception of crime, we need more full-time resident (population growth) including affordable housing

3 months ago

College Park had quality business and public input before the current Administration. With that being said, the city depended on airport revenue because of the purchase of land. Land that surrounded the airport became hotels, motels and car rentals, that have grown today,.

4 months ago

Good public schools. Small business. Appropriate housing options.

4 months ago

---

# SURVEY RESPONSES



What are three (3) words or phrases that you would use to describe College Park to someone who had never been there?

Southern Hospitality  
Diverse  
On the Rise  
4 months ago [61 Agree](#)

Friendly. Centrally located. Improving.  
4 months ago [40 Agree](#)

Cozy  
4 months ago [20 Agree](#)

Proximity to Woodward Academy  
4 months ago [16 Agree](#)

Affordable  
4 months ago [16 Agree](#)

international hub  
Hometown  
Trail Blazing  
one month ago

Potential. Proximity. Possibilities.  
2 months ago

Public transit and walking options  
2 months ago

Convenient  
2 months ago

No traffic  
2 months ago

Small town in a big city  
Convenient to everything ATL  
Up and Coming  
3 months ago

Quiet  
3 months ago

Proximity to Atlanta  
3 months ago

Heartbeat of Atlanta  
3 months ago

On the rise / tremendous potential, neighborhood feel, room for development  
3 months ago

A diamond in the rough. A great investment.  
4 months ago

**SURVEY RESPONSES**

Home Town, Neighborly, involved

4 months ago

Dangerous

Transient

Struggling

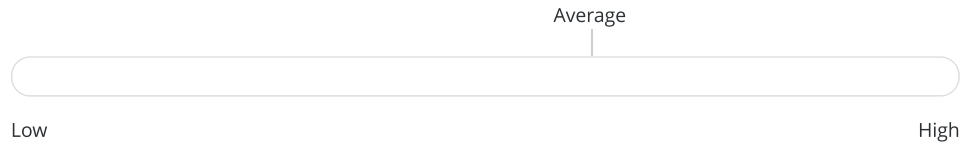
4 months ago

Love the history of CP

4 months ago

---

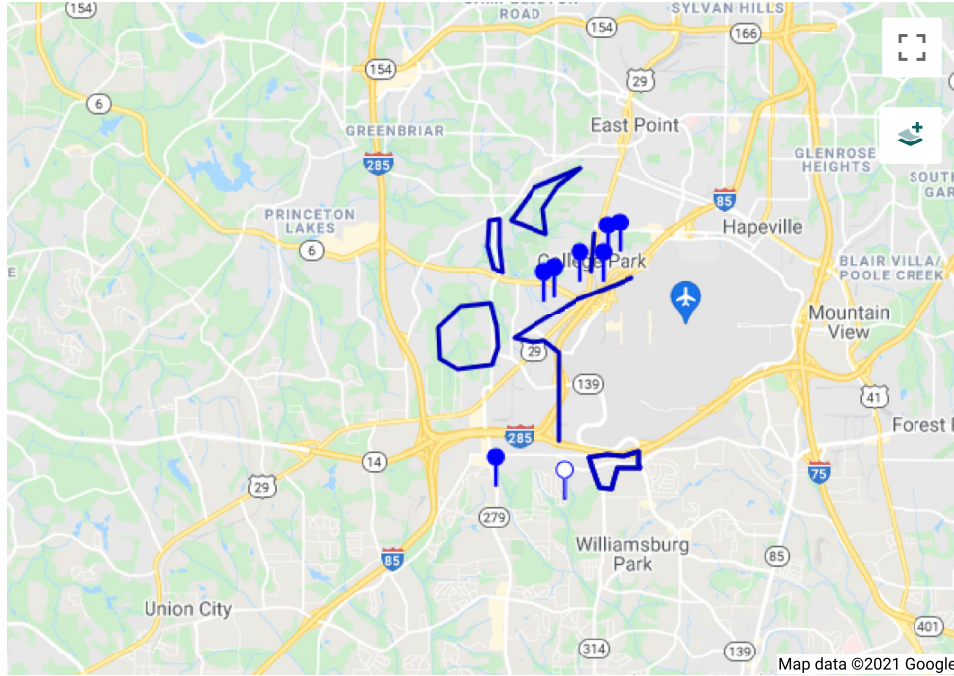
Quality of life is defined as the standard of health, comfort, and happiness experienced by an individual or group. How would you rate the quality of life that you experience in College Park?



# SURVEY RESPONSES

Which culturally or historically significant buildings or sites do you feel are most important to the community? Are there any that you feel are in danger of being lost or altered?

**SURVEY RESPONSES**



As a historic preservationist, I think the City needs to create local districts very much like Atlanta that will have a strong regulatory oversight in the significant historical areas. The mid-century houses on Herchel Road are also historically significant. We have to take control over maintaining those houses as we do all of the houses in the historic area.

4 months ago

🗳️ 10 Agree

The camp creek Bradey Trail is such an asset but it is over grown and not kept up well. I would love to see the continuation of work done on the space beyond the golf course up to Herschel Rd. and it would be great to have either a long stairway or hanging bridge from Parkview Drive over to fairway. The community is totally missing out on both sides by not connecting these. Can we apply for a GA Forestry "Controlled Burn" or something of that nature to reveal and reclaim that area of the creek? Maybe add some simple benches or an adult workout area as well as a picnic shelter or two. It's a beautiful spot to watch the planes come in and feel like you are very much in nature.

3 months ago

🗳️ 4 Agree

I couldn't draw a line but I think the area from Washington to the west and to Harrison to the East and north of Virginia Ave is amazing. The area south of Virginia, east of Main Street, and north of downtown is dripping with potential. Downtown is still very much a work in progress and needs more compelling stuff to attract people

3 months ago

🗳️ 4 Agree

Woman's Club

2 months ago 🗳️ 2 Agree

College Park Woman's Club building (Camellia Hall) is 93 years old. It is totally supported by members but could use some help.

4 months ago

🗳️ 2 Agree

Ward four has some beautiful homes that could be classified as historic homes. Is it possible that we could look into it?

2 months ago

[1 Agree](#)

The many structures that make up Hartsfield-Jackson airport.

2 months ago

[1 Agree](#)

Why is this school not more of a resource? Auditorium and general location are great assets to the city.

3 months ago

[1 Agree](#)

Important asset to the community and an integral resource for helping to enhance the wellbeing of CP children. There is also an opportunity to take a more holistic approach to leveraging the school for more community-building events and initiatives.

3 months ago

[1 Agree](#)

No, I am not aware.

3 months ago

[1 Agree](#)

Many historic homes are being lost to new development. We should prevent the demolition of historic structures. Continuing to lose these historic homes detracts

one month ago

Libraries, Main St and the bike trail behind Sullivan Rd. It would be nice to expand the bike trail.

one month ago

Historic barber shop building, the last remnant of the once thriving community displaced due to airport noise concerns.

2 months ago

Phoenix Boulevard offices and professional buildings, often overlooked in commentary about the city's businesses.

2 months ago

Mid-century homes, historically important due to residency of many city and regional leaders.

2 months ago

Mid-century modern homes along Herschel Road.

2 months ago

Former Masonic Temple -- now sadly used by Public Works, but a stunning building of stone and marble. A treasure.

2 months ago

Historic Golf Course Log Structure

2 months ago

We pride ourselves in having architecture from every decade. That seems to have stopped in the 80s. It would be nice to allow modern architecture to show our architectural diversity.

2 months ago

Main Street should always be preserved and presented in its best light

2 months ago

The old Richway/Target. A lot of goodness could happen here with some innovative thinking and strategic planning.

3 months ago

# SURVEY RESPONSES

A lot of great programming happens here.

3 months ago

Former site of Lottie Miller Homes, Black Businesses, College View Cemetery, next to Mt. Calvary Baptist Church.

Black churches such Friendship, Mt Zion, Laster Chapel and Shiloh Baptist. Dr. Otis McCree office on Harvard Ave, the Housing Authority now sits on.

4 months ago

Continue to improve the College Park Transit Station and beautify the First Apostolic Church International. Can the minister's picture be removed and replaced with a nice sign?

4 months ago

If College Park pursued an arts and culture program, what would you be interested in?

77%	Experiencing public art (e.g. seeing more murals, sculptures, performances)	53 ✓
55%	Attending culturally-specific celebrations	38 ✓
54%	Participating (e.g. community public art projects, arts education, etc.)	37 ✓
36%	Creating space for artists (e.g. artist residences)	25 ✓
4%	Other	3 ✓

69 Respondents

Poll Questions 'Other' Responses:

Seeing different temporary exhibits, visiting a festival

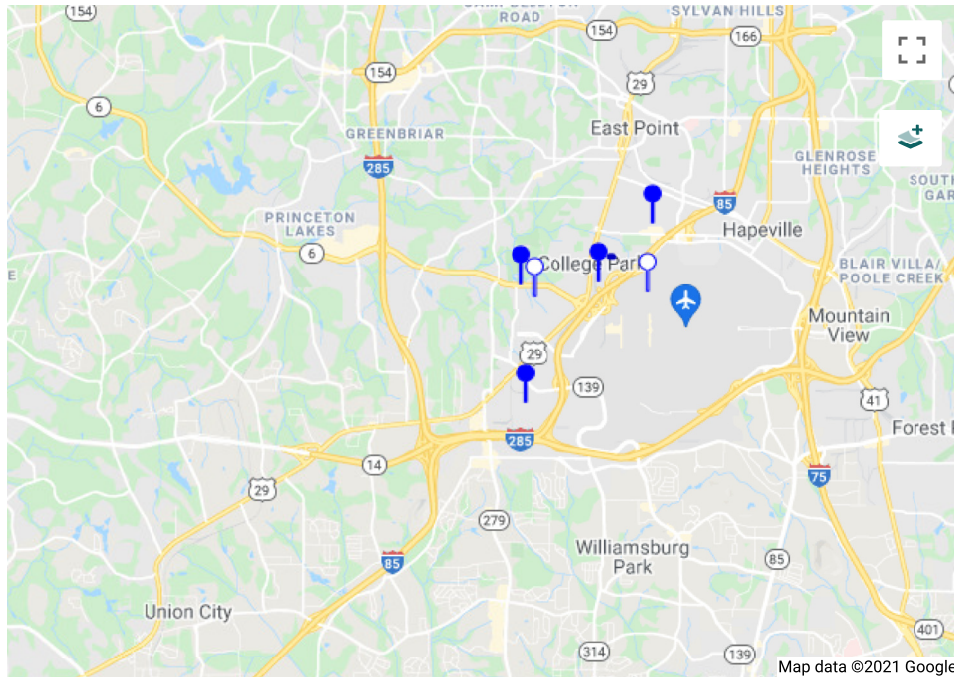
3 months ago

Creating Opportunities for artists (i.e. producing plays, filming indy movies, etc)

3 months ago

SURVEY RESPONSES

What are the most significant natural and environmental resources in the area? Are there any that you feel are in danger of being lost or altered?



**SURVEY RESPONSES**

We should create more green spaces on underutilized areas and connect them so we can have a strong walkable areas.

4 months ago

[18 Agree](#)

I agree with Susan and mentioned the Brady Trail area above. Cleaning up and connecting the assets we already have would go a long way. Better signage to direct community member to these assets too would be helpful. Ex: Brady Nature Trail this way/ Community Swimming Pool and Splash Pad this way/ Etc.

3 months ago

[4 Agree](#)

I think the Flint River origin area could be an amazing park and asset. We should do our best to keep the amazing trees all over our city, and add a network of walking and bike trails.

3 months ago

[4 Agree](#)

A bike trail or walking trail from main st. to Camp Creek mall

3 months ago

[2 Agree](#)

It would be nice to have the fence finished along Virginia Ave beside the cemetery. Columns have always been there, but it looks unfinished. It would make that corridor more appealing.

2 months ago

[1 Agree](#)

Not good at drawing lines... I think we need many more walking and biking paths. We should partner with East Point and build a path that can connect up the the south portion of the Beltline near White Street.

one month ago

The Flint River — we need to move ahead with collaborative projects on Willingham, the Delta site and another areas in College Park.

Camp Creek - concerned about pollution due to development in the area.

Air Quality throughout the city.

Extremely concerned about the capricious way people are allowed to cut down century trees in the city. We need stronger construction and tree guidelines. Six West has real potential to negatively impacted our environment if construction quality principals are not in place and/or not enforced. For example, is there a plan for displaced wildlife — everything from deer to rats are going to be a major issue. Soil runoff continues to be a problem even on small construction projects. I'm really concerned will silt control at Six West and other size-able developments.

2 months ago

Tree Canopy

2 months ago

In North Fulton Sandy Springs area they have this lovely Abernathy Greenway Park/Area right along Abernathy and I feel this can be done somewhere along Camp Creek Pkwy. It's a narrow park and I've always thought we had the potential to do that here.

2 months ago

This abandoned area should be developed into a 2-year community college / technical college with a multi-use (10-foot wide) path along Roosevelt / railroad line connecting it to the MARTA station.

2 months ago

Brady Trail. Need a controlled burn along the stream to eradicate the kudzu.

2 months ago

ALSO... Brenningham Park??? I live beside it and didn't know it was there. Please connect, direct, and point out these assets.

3 months ago

Potential pocket park and stream "daylighting". Higher possibility if nearby residential growth continues.

4 months ago

A great place to walk and exercise. Please continue to keep it and take of it.

4 months ago

The College Park Golf Course is an asset for the city. It should be expanded to 18 and improvements made to bring it up to a high quality facility. It would be a huge draw to businesses, travelers and residents alike. It should be priced accordingly and a significant discount given to residents (As an city amenity), much like Beth Page Black in New York. Golf Courses are expensive to run & maintain, but the incremental revenues from the Course, Local Restaurants, Hotels and Gas Stations would be advantageous to the City. The City needs to find a Golf Course Management Company to take over and run the course and help with the costs for improvements. JMO

4 months ago

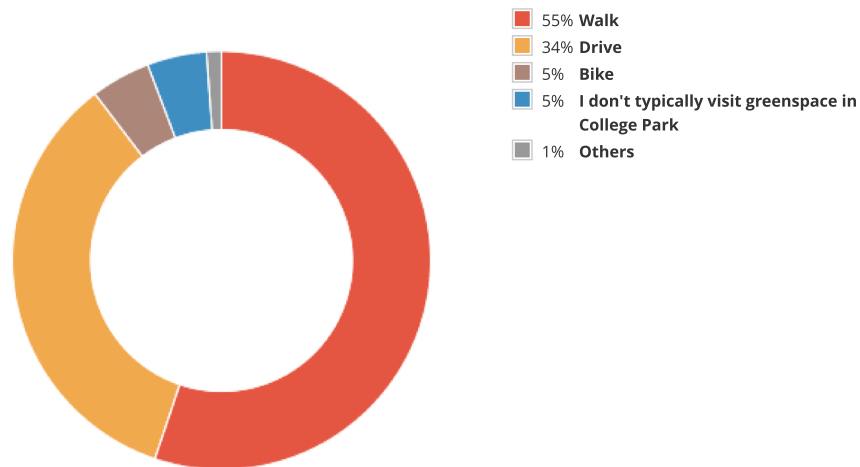
# SURVEY RESPONSES

Which of the following greenspaces do you use most often?

75%	Barrett Park	42 ✓
30%	College Park Municipal Golf Course	17 ✓
27%	Zupp Park	15 ✓
20%	Bill Evans Field	11 ✓
11%	Charles E. Phillips Esquire Park	6 ✓
11%	College Park Cemetery	6 ✓
9%	I typically use greenspaces outside the city because...	5 ✓
2%	Brenningham Park	1 ✓
0%	Brannon Memorial Park	0 ✓
0%	College Park View Cemetery	0 ✓

56 Respondents

When you visit greenspace in College Park, how do you typically get there?



87 respondents

**SURVEY RESPONSES**



Are there any challenges you face traveling to greenspaces in College Park?

78%	Poor sidewalk conditions/connections	43 ✓
27%	Safety	15 ✓
20%	Distance	11 ✓
5%	Other	3 ✓
4%	Lack of reliable transportation	2 ✓

55 Respondents

# SURVEY RESPONSES

College Park is one of few cities that owns and operates a golf course. How do you envision the future of this space?

I agree with people who are saying that the golf course needs additional development. I am in favor of adding 9 additional holes or a tennis court. I also would like to see a clubhouse that is event quality built as another option for event space in the area.

4 months ago

[24 Agree](#)

The College Park Golf Course is an asset for the city. It should be expanded to 18 and improvements made to bring it up to a high quality facility. It would be a huge draw to businesses, travelers and residents alike. It should be priced accordingly and a significant discount given to residents (As an city amenity), much like Beth Page Black in New York. In addition to the additional 9 holes and obvious course improvements, a "State of the Art" practice facility would not only add to the draw, but would also be critical in introducing the game of golf to local youths and older non-players. This not only is an investment in the youth of College Park, but also an investment in preserving the "Game of Golf" for future generations!

Golf Courses are expensive to run & maintain, but the incremental revenues from the Course, Local Restaurants, Hotels and Gas Stations would be advantageous to the City. The City needs to find a Golf Course Management Company to take over and run the course and help with the costs for improvements. JMO

I would absolutely NOT BE IN FAVOR of "Top Golf" type facility of any kind.

4 months ago

[24 Agree](#)

Ideally, I would love to see it developed into a golf and tennis facility with a proper clubhouse. If they are going to keep it as a 9-hole course there should be room for a tennis facility as well. There should also be easy access for the hotels that are next to the GICC.

4 months ago

[17 Agree](#)

If not a Top Golf, there needs to be something there for non golfers. Restaurant? Like a 19th Hole Grill or something.

4 months ago

[14 Agree](#)

I don't play golf, so...

4 months ago

[8 Agree](#)

This historic golf course is one that I love. It's convenient and well-kept. The management turnover hasn't necessarily kept it from being improved over the last couple of years and the changes have all been positive. I would love to see the expansion of the course to 18 holes. There has been talk, off and on, over the last 15 - 20 years of expansion, but nothing has come to fruition. There has also been talk of a hotel the property, and as of late, plans to add a Top Golf facility. I love these ideas, but until something is announced, they are just ideas. Just don't close the course because there are many locals that depend on it for recreation.

2 months ago

Support the golf course financially with staff, equipment and restaurant to provide a state of the art course to help bring people visiting to the course.

2 months ago

Develop as nine-hole adjunct for travel visitors and locals. Focus on developing the venue attributes.

2 months ago

The College Park Golf Course is an asset for the city. It should be expanded to 18 and improvements made to bring it up to a high quality facility. It would be a huge draw to businesses, travelers and residents alike. It should be priced accordingly and a significant discount given to residents (As an city amenity), much like Beth Page Black in New York.

2 months ago

## SURVEY RESPONSES

# SURVEY RESPONSES

Huge asset. Expand clubhouse and add additional 9 holes.

3 months ago

If it is under utilized why not redevelop it into an actual pool, tennis court, soccer field, etc area? Golf courses require a lot of maintenance for the use of only a small subset of people.

3 months ago

I think the clubhouse is a big disappointment. You can't even fit 2 tables full of people in it. We need a proper clubhouse w restaurant inside, swim/tennis, discounted memberships for residents, after school classes like The First Tee.

Include those who would just want to enjoy meetings/meals/amenities at The Clubhouse without golfing.

It should have restaurant, meeting spaces, golf shop. HOA/Sorority/Frat mtngs = income stream, also small corporate meetings and small biz business meals, etc. 9 holes is fine, just re-engineer it and make it reversible. Residents should be able to drive golf carts from nearby homes along 6West Perimeter, trails/paths so we can enjoy what is to come without having to drive cars. Residents are the VIPs, not straw men you're courting from the Airport. Make it so a family in HCP can hop in a golf court and get to the course/clubhouse/6 West via expanded/cared for Brady Trail and paths.

3 months ago

Improve the Clubhouse and marketing. Create world-class event space and market to GICC conferences and in Delta Magazine. NO TOP GOLF!! But, a restaurant for non-golfers or something unique would be great.

3 months ago

NO TOP GOLF, PLEASE. Venue Space and a GOOD Restaurant/ Bistro with great wine selections and the best sunset in town to attract event the non golfers!

3 months ago

The golf course should be developed to include tennis and it be a training facility for Golf and tennis. No additional holes.

3 months ago

Instead of building houses on the golf course there should be facilities that are affordable and inclusive e.g. a clubhouse, day spa, tennis court, restaurant(s), pool(s) etc.

3 months ago

Model the golf course after Wolf Creek. Offer individual, family and business memberships with discounted rates for residents of CP. Offer lessons and clinics. Spruce up the club house. Make it a destination, but not a "club" like Top Golf.

3 months ago

Offer golfing clinics for beginners, children and at zhe beginning of gold season. Spruce up the club house. I go to John A White Park in Atlanta for lessons and clinics. Rebrand it as a golf club. Offer memberships. Make it a family destination and attractive to corporations. Model it after Wolf Creek.

3 months ago

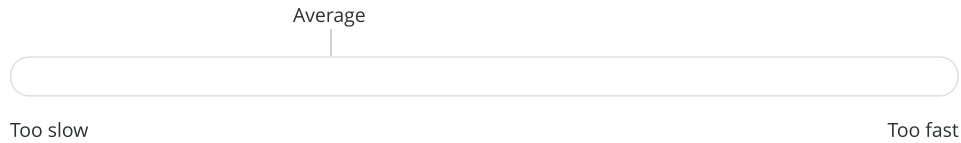
Nicer clubhouse. Driving range. Better marketing.

3 months ago

Zone and develop areas around the course for Hotel use. Having a decent golf course in walking distance of where you stay and marketing it could be good for this city.

4 months ago

How would you characterize the pace of development in College Park in recent years?



SURVEY RESPONSES

I think the development of 6West has been a little frustrating because (until recently) it seems to be happening in fits and starts. When I look at the kind of commercial development that is happening in similar sized inside-the-perimeter towns like Doraville and Chamblee, I feel like there are some best practices that they've done that leadership in College Park could learn from.

4 months ago

⊕ 11 Agree

Pretty much "Non-Existent"

4 months ago

⊕ 6 Agree

Extremely slow. Lack of communication of progress.

3 months ago

⊕ 5 Agree

There's a pace of development in College Park?

4 months ago

⊕ 4 Agree

So slow. Hapeville and Eastpoint are blowing past us.

3 months ago

⊕ 2 Agree

The pandemic hasn't helped of course. Over the last 10 years my view is residential real estate has done and is doing well. We need more high density residential near downtown like the church is starting. We need a larger population to attract more retail and commercial. Six West has amazing potential esprit we add in some unique elements like trails, golf, greenspace, and direct tie and link to downtown and not build yet another simple mixed use development like seen all over metro Atlanta etc.

3 months ago

⊕ 2 Agree

Lots of talk. Minimal action. Lack of follow up to previously discussed issues. I want to see action. Tired of surveys and discussions that go nowhere.

2 months ago

⊕ 1 Agree

FAR TOO SLOW. Let's get a move on, folks. We talk developments to death.

3 months ago

⊕ 1 Agree

Frustrating and too slow!!!!!! What is the hold up?

3 months ago

⊕ 1 Agree

I am watching what's happening in Hapeville and East Point. As a part of Tri-Cities I'd like to see CP on pace and actively partnering on economic development.

3 months ago

⊕ 1 Agree

Always wondered why CP development is so slow considering the airport revenue the city gets. Something is wrong with CP's development plan. No way we should see some many issues in the city.

3 months ago

⊕ 1 Agree

Hurry up and wait... A 22 year perspective!

2 months ago

I feel that the pace has been steady. However, I feel that there have been set backs due to the contract/contractors selection. Not sure what the vetting process looks like but that decision making has stagnated the progression and caused deficits.

2 months ago

Growth for development is increasing compared to the past history.

2 months ago

I hate to compare us to Hapeville, but I will.

College Park's growth is sporadic. The Brake Pad, for some reason seems to be the only surviving business. Hopefully this is changing. Hapeville is quickly surpassing our appeal. WONDERFUL to have MARTA here. Just wish things could move a bit faster in our College Park.

2 months ago

Perfect

3 months ago

I believe the pace is just right. Development does not happen overnight.

3 months ago

Slow

3 months ago

Increasing

3 months ago

Not here long enough to say.

3 months ago

To slow

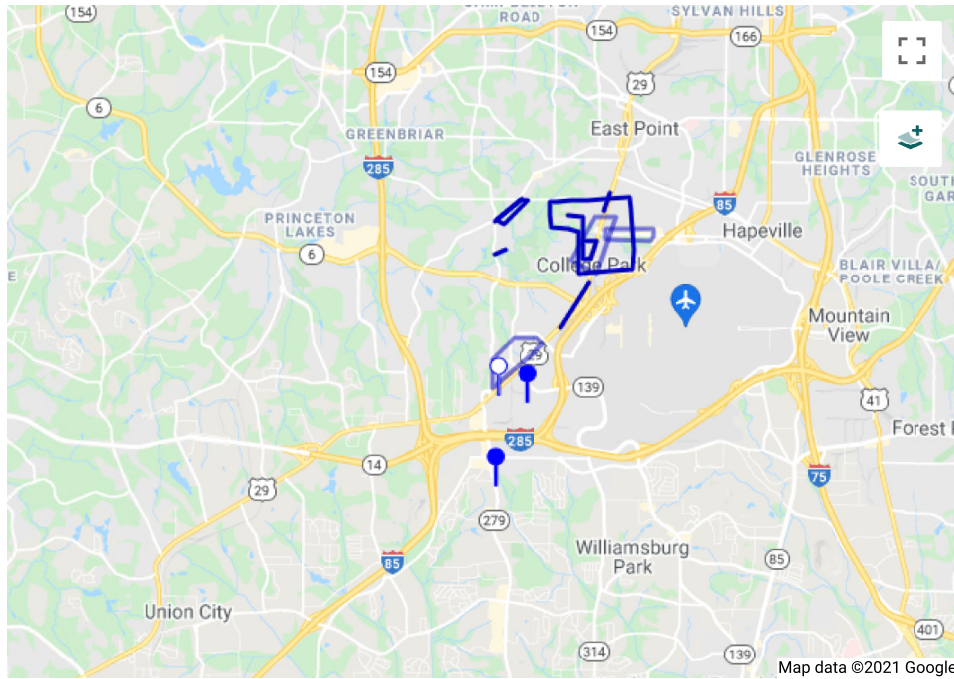
3 months ago

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# SURVEY RESPONSES

Where would you like to see future development focused?

**SURVEY RESPONSES**



The land ear-marked for "Airport City" is great and will be a welcomed use of this space, but my fear is that "Main-Street" will be on the outside and will be forgotten. "Main Street", it's history and businesses need to be highlighted and elevated...after all it is "The Gateway" to the City of Atlanta. It simply cannot be a causality of progress (Six West).

4 months ago

[17 Agree](#)

Build up Main Street in its entirety.

4 months ago

[9 Agree](#)

I think they need to develop the southern part of Main St. from the old Urban Foodie Feed Store location down to the Dairy Queen, just past the GICC.

4 months ago

[9 Agree](#)

6West, connect Northern and Southern CP via Herschel/Old Nat corridor development. Move the garbage trucks and ugly fill dirt areas along Harvard to somewhere less visible. More live/work near Main St

3 months ago

[2 Agree](#)

We need to continue to develop Main st and maximize our Golf course venue

3 months ago

[2 Agree](#)

Main St. is TOO NARROW. It would be great to see the street widened for traffic and include sidewalks all the way from East Point to Camp Creek (thru downtown)

2 months ago

[1 Agree](#)

Main Street and Six West MUST be connected in a logical, easy manner with the GICC area & hotels. Otherwise, we're doomed. I think a bowling alley would be a great draw to College Park!-

2 months ago

[1 Agree](#)

Mercer and Main Street

3 months ago

[1 Agree](#)

I can't draw a line but...Six West and Downtown (one continuous area). More dense residential with a mix of price ranges including affordable especially north of downtown and south of Virginia. Marta really needs to refresh the CP Station! The Virginia Avenue corridor needs major help and restoration, too, and last more parking on Main near the Brake Pad and Subway.

3 months ago

[1 Agree](#)

I'd like to see some focus on developing the southern end of Main St. from the old location of the Urban Foodie Feed Store down to Dairy Queen restaurant, just below the GICC.

4 months ago

[1 Agree](#)

Safe, pedestrian-friendly SIDEWALKS, CROSSWALKS, & beautification of West Rugby @Washington Road!

2 months ago

Away from established neighborhoods. Along major roads.

2 months ago

The area around Barrett Park and Main st. is growing and could benefit from development of business and more variety of restaurants and entertainment.

2 months ago

This abandoned area between Charles Phillips Park and Roosevelt / Main Street should be made into a 2-year community college / tech college

2 months ago

Need more stuff off Main- the Main street stuff isn't really my favorite anyway- no bakery, no cafe, very limited outdoor dining

3 months ago

Great opportunity to bring an impactful development to this area of CP.

3 months ago

6 West needs to be developed, but with a smart plan that doesn't change the things we love about College Park. The infills lots on Princeton, across from the FAA need to be sold and developed. Same for any infill lots outside of 6 West. Main Street and Virginia Ave needs a major beautification overhaul and developed with businesses and services.

3 months ago

Great place to clean out the over grown creek area and build out park with possibly a secured dog park and brew business like "Fetch Park" on Decatur Street- Spacious off-leash dog park with an open-air bar offering cocktails, beer, wine & shaded seating.

3 months ago

SIDEWALK PLEASE. BIG, safe and on the side of College Park.

3 months ago

Feels like a dead zone. Eager for the proposed development to take place there!

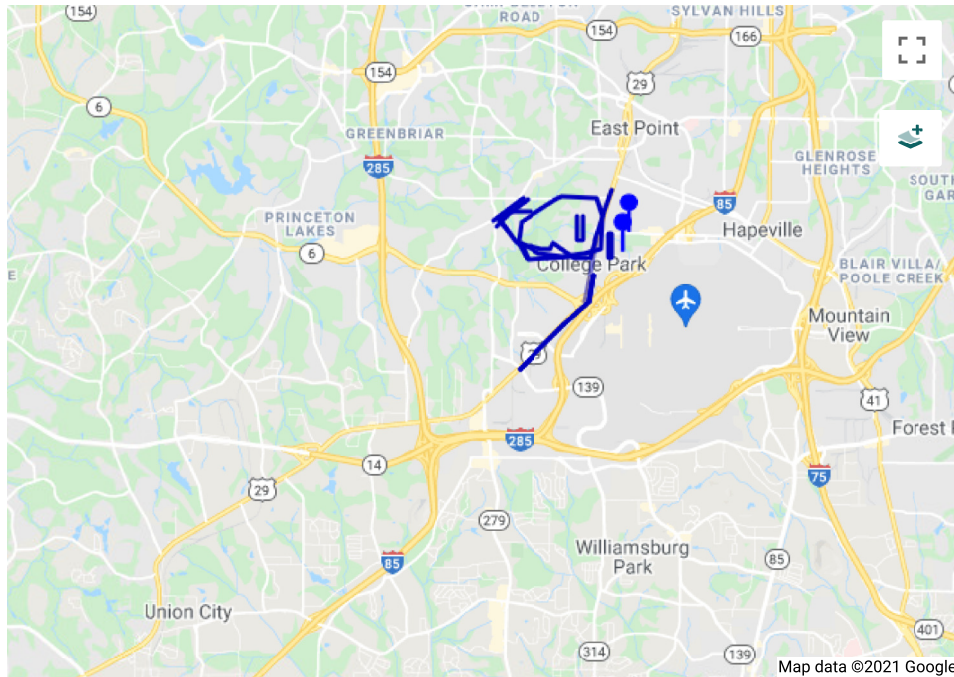
3 months ago

I'd love to see the city hall lawn and ALL the Rec facilities better tied into the community with a better bike/walking path/ improved sidewalks and signage.

3 months ago

## SURVEY RESPONSES

Are there any locations in the City that you feel are particularly dangerous for pedestrians or bicyclists?



## SURVEY RESPONSES

There is a lack of connectivity between trails. No sidewalks on Rugby Ave or Washington Rd.

3 months ago

[14 Agree](#)

We should massively invest in combo bike/walking trails — make this a signature feature of CP!!! All over, interconnected, everywhere. This brings people out and together, and we see it can foster development and investment!! Long term vision needs to be to connect to a East Point and thereby connect to the Beltway. Let's lead the Southside! Huge potential.

3 months ago

[9 Agree](#)

Main Street (HWY29)...while it is used frequently by Bicyclists it is terrifyingly dangerous due to volume of traffic and blatant disregard for traffic laws. (Speeding, Running Lights & Stop Signs)

4 months ago

[9 Agree](#)

Because of high traffic volume on Main Street, pedestrian walkways should be provided. If possible limit the flow of traffic during the day, making Main Street a pedestrian free zone during certain hours, provide parking spaces.

4 months ago

[5 Agree](#)

Godby Rd. and Old National are dangerous for anyone at night.

4 months ago

[5 Agree](#)

College Street is a main thoroughfare for pedestrian/cycling traffic to access the Conley Rec Center, Park & sports fields, the Library, City Hall, Police & Fire Stations, etc, but sidewalks along this important road have never been completed. Can they be completed, at least on ONE side of the road? Pedestrians are forced to walk in the street.

2 months ago

[2 Agree](#)

Fairway really not wide enough for cycling

3 months ago

[2 Agree](#)



Pedestrians and Bicyclists have no idea where to go. Create a connectivity map, creatively paint a trail, keep it clean, provide benches, trashcans, and signage along the way to promote positive, healthy, movement in CP.

3 months ago

[👍 2 Agree](#)

I see people walking up and down Camp Creek from the top near GICC to the Market Place and there are NO SIDEWALKS for those pedestrians. The city updated the lanes and medians for traffic, but it's still not pedestrian safe. The traffic circle in the the Market Place causes severe issues and hardly anyone respects the rules of the circle. It's hard to access a lot of the shops which are very nice to have on this side of town.

2 months ago

[👍 1 Agree](#)

All of Fairway from Washington toward Main St. Crossing the tracks from Main to E Main. Even driving the tracks, many don't know ppl coming over the tracks don't have a stop sign.

3 months ago

[👍 1 Agree](#)

Main Street need bike lanes

3 months ago

[👍 1 Agree](#)

There appears to be a total lack of urgency to address pedestrian safety on Rugby @Washinton Road and from Flowers & Harris on Rugby to Washington Road. The ONLY area of Rugby WITHOUT SIDEWALKS!

2 months ago

Main Street downtown traffic

2 months ago

Improve sidewalks or build nonexistent sidewalks. Improve city landscaping

2 months ago

Camp Creek Parkway itself, the corridor has so much potential with walking paths/bike paths along it

2 months ago

There should be a nice sleek bus shelter on the concrete pad already there at the corner of Main Street and Rugby Ave on the northbound side of Main Street.

2 months ago

There should be a nice sleek bus shelter on the concrete pad already there at the GICC entrance on the northbound side of Main Street.

2 months ago

There should be a 10-foot wide multi-use pathway along Roosevelt Hwy / Main St from Global Gateway Connector to the MARTA station.

2 months ago

There should be a 10-foot wide multi-use pathway on Fairway from Washington to Princeton.

2 months ago

There should be a multi-use pathway (10-foot wide) connecting Fairway to Rugby.

2 months ago

All of this section should have improved sidewalks like East Point's. There should be a multi-use path all the way to the Beltline.

2 months ago

# SURVEY RESPONSES

The 12 parking spaces in this area are little-used and should be taken out. This area should be a wide commons / pedestrian / bicycle corridor. It is wide enough to have all and to be landscaped and made with brick pavers. This current "dead zone" should be made vibrant from Wayfield all the way to Princeton.

2 months ago

The lack of north/south sidewalks is insane.

3 months ago

WE NEED SIDEWALKS ON WASHINGTON

3 months ago

Why this isn't a promoted, designated Bike Trail, RIGHT NOW, astounds me.

3 months ago

Sidewalks and Sidewalk improvements needed for families to safely walk to rec facilities.

3 months ago

Please Finish this sidewalk.

3 months ago

PLEASE FINISH THIS SIDEWALK.

3 months ago

Sidewalk needed.

3 months ago

Move those telephone poles on the west side that lean into main street.

4 months ago

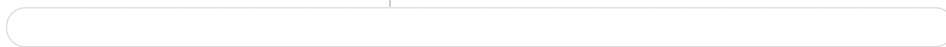
Crossing Main either direction

4 months ago

# SURVEY RESPONSES

## Traffic Safety

Average



Poor

Excellent

## Traffic Congestion

Average

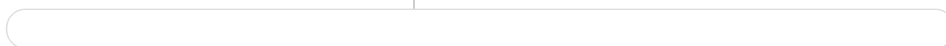


Poor

Excellent

## Road Conditions

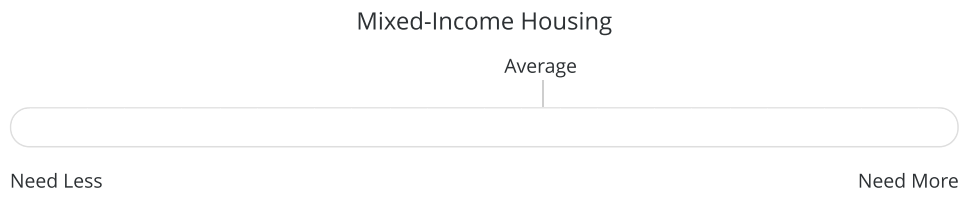
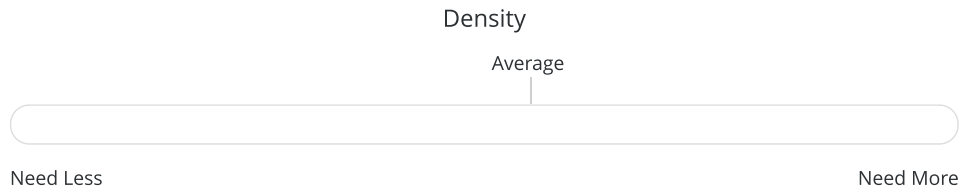
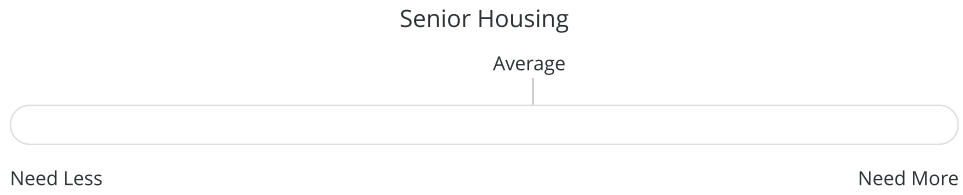
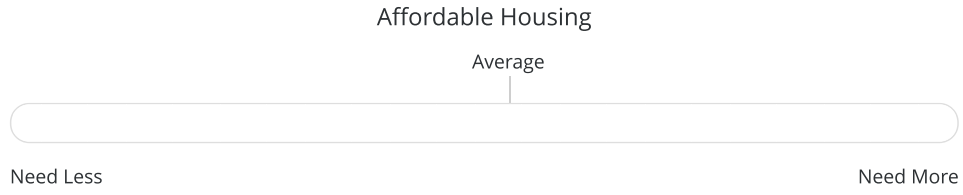
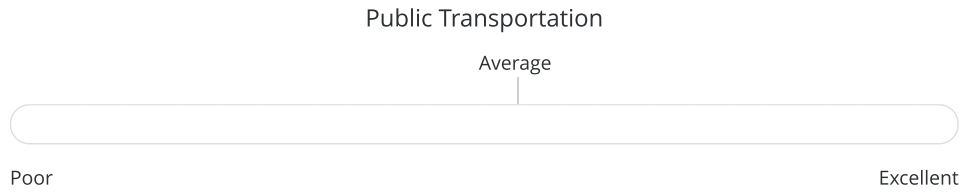
Average



Poor

Excellent

**SURVEY RESPONSES**



## What kind of improvements should be considered to enhance downtown College Park?

I like that we are getting restaurants, but I also think we need other kinds of businesses as well (e.g., bike shop, bakery, etc.) to help draw people to the area. There is also going to have to be some thought given to how well Main St. (particularly between City Hall and Yale Ave.) can handle the increased volume of traffic.

4 months ago

[+ 33 Agree](#)

Shut Down Main Street from Yale to Princeton to Vehicle Traffic. We could have "First Fridays"...First Friday of the Month the Shops & Restaurants could open their doors and spill out onto the sidewalks and have live music and dining. This creates a meeting spot for the community, while introducing them to the wonderful local businesses that are here in College Park. At the very least we need to do something with or eliminate the diagonal parking that is out front of the businesses currently. It's not regulated, there is overnight parking, double parking, u-turns being made in the middle of traffic. It's not being managed and is causing major traffic issues for residents and guests alike. Is that what we want as a "First Impression"??? I Certainly Do Not.

4 months ago

[+ 30 Agree](#)

We definitely have a parking issue along Main St and any new development should take account of the current situation and improve upon it.

4 months ago

[+ 19 Agree](#)

Better restaurant options, eliminate parking on Main St

4 months ago

[+ 15 Agree](#)

Although we are getting more restaurants to come here, we still need more offering diverse food chooses. Maybe weill should have a restaurant week also.

4 months ago

[+ 13 Agree](#)

Downtown needs a lot of help. If I had a magic wand.... eliminate all parking in downtown on Main St and build accessible lots in the back. Widen the sidewalks and have more plantings. And, have a traffic circle at Princeton and Main! And, make sure Six West and Downtown are one interconnected area and NOT two separate areas. We need a much greater variety of retail businesses. Not just restaurants but stores. And more variety on the types of cuisines in the restaurants! Ice cream!! Micro-brewery or craft beer bar! Sushi....

one month ago

Remove the diagonal parking; it's dangerous for motorists and pedestrians since hard to see.

one month ago

Would be great & attractive to have NICE condos or townhouses or lofts in DOWNTOWN CP, close to Main Street (Like in Hapeville, Brookhaven, Smyrna...) Higher-density upscale residences would drive the need for new shops & restaurants (and those grocery stores that everyone seems to want in CP). The appeal of proximity to the airport, Woodward, & Marta--- we need to use to the city's advantage. We CAN attract new professional residents who don't want to live in the crowded city of Atlanta!

2 months ago

Stop utilities surge in summer months

2 months ago

Clean the sewer drains so roaches stop coming up into peoples homes and clean up rat congregating areas. Spray for mosquitos in summer. Stop electric bill surge in May -August

2 months ago

Add shopping

2 months ago

# SURVEY RESPONSES

**SURVEY RESPONSES**

There is no "parking issue." There is a "lazy" issue by complainers who don't want to walk a block from the nice public parking places the city has established.

2 months ago

Splash Pad

3 months ago

The downtown area has improved, but does not seem to have a plan other than to fill storefronts.

3 months ago

Eliminate parking on main st.

3 months ago

Parking along Main is near impossible. Would love to see the City buy the old shoe store and turn it into a parking garage w a fun look on the outside. Parking validated if you patronize a local business.

3 months ago

Create a safe, well lit, back alley, art and dining area off Main Street. Encourage more restaurants on the side streets, and moving away from Main Street towards 6 west development. These streets have more flexibility than the GDOT constrained Main Street. Parking Garage with a Nice Restaurant/ Entertainment rooftop like Ponce and food and small business spaces on the ground floor with outdoor dining/ playscape/ creative green space? It would be something fun for all those travelers to notice as their planes are landing too. Who needs to write their city's name on a bridge when you could have an exciting rooftop really spell it out in BIG, BOLD COLLEGE PARK letters?

3 months ago

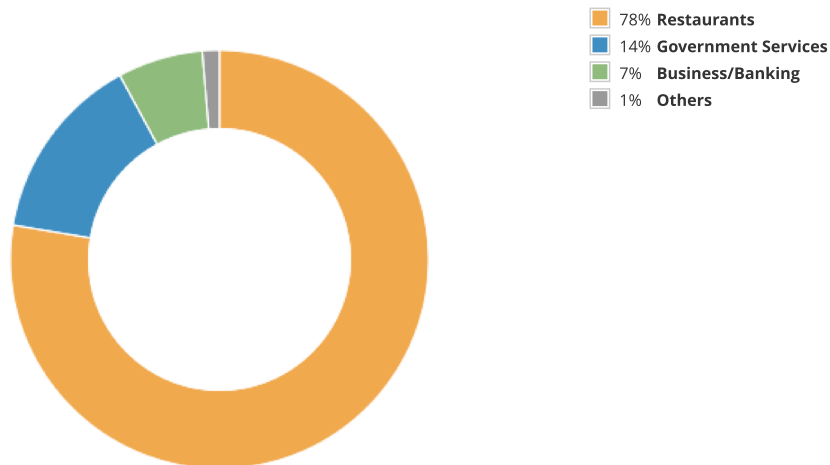
Remove all parking from Main St and build paved and landscaped, and well lit parking lots behind Main.

3 months ago

Need more people living near downtown. Take all parking off of Main Street for 3-4 blocks and build paved, landscaped, and well lit parking lots behind the Main Street. We need more than just restaurants, too!

3 months ago

What is your primary reason for visiting downtown College Park?



76 respondents

Is there anything else that the City should prioritize in its policies and/or programs?

A food forest, outdoor concerts, food festival like Taste of College Park(?), food truck park or place for them to park once a week

4 months ago

[+26 Agree](#)

Density of development and walkability.

4 months ago

[+24 Agree](#)

Golf cart accessible like Hapeville

4 months ago

[+16 Agree](#)

Taste of College Park sounds great. A Porchfest music event like Decatur has (modeled after Brooklyn's)

4 months ago

[+14 Agree](#)

Work on incentives to slow employee turn over rates. Public safety is struggling to maintain standards.

4 months ago

[+14 Agree](#)

Airport flyovers continue to be an issue...

2 months ago

Equity. Environment. Education. Quality construction. Transportation alternatives.

2 months ago

The City has done a much better job of maintaining/watering the planters at Rugby & Main, Virginia & Howell Slade... would be nice to see the same improvements in Downtown CP, along with keeping sidewalks clean (we may need more public garbage cans?)

2 months ago

Affordable home ownership options for lower income families

3 months ago

If we increase the types of stores and make it a great shopping area, a trolley between parking areas, a few points on Main Street, and the new development areas could increase the traffic between them and decrease the need for more parking on Main Street.

3 months ago

We need condos/market rate apartments walkable to Main St. Well lit, walkable streets. Able to drive from homes to Downtown via golf cart.

3 months ago

Food forest, community herb garden, free classes teaching people about growing their own food, encourage edible landscaping or "Yardens" and set up a food swap so if you grow a bunch of tomatoes, you can trade them for other veggies. Urban agriculture and sustainable, small-scale farming is important to help address not only food insecurity but also bring the community together.

3 months ago

Art, Culture, and Music Fests that encourage people to stay longer than 2 hours for dining. Family friendly, inclusive ideas. A Children's Museum is not hard to make a typically create a strong following. Grant Park has done a great job drawing people into it and out in their own neighborhood. What can we replicate apart from a zoo? Farmer's Market? Music in the Parks?

3 months ago

To employ pedicabs to transport people, promote restaurants, tourist and new development in the City of College Park. Provide face-level advertisement.

3 months ago

## SURVEY RESPONSES

Sidewalks will help make the city more walkable and connected, this would cut down on having to drive everywhere. Having to drive to the track or park to run because your side of town does not have sidewalks for you to run safely is disheartening.

3 months ago

We need more residents, especially dense residential by downtown.

3 months ago

Porchfest would be incredibly fun!!! It's virtually free to the city and a super way to get to know our neighbors and bring others down south to see how amazing our community is!!  
I believe our biggest issue with keeping and attracting restaurants is the employee turnover. Maybe we could offer a yearly city bonus or housing discount...something to keep good city employees!

3 months ago

Green energy, should push for more options in apartments, older homes. College Park has always set pace of being first, why stop.

4 months ago

Create a workforce development program to train local youth and partner with local businesses. There is such opportunity in our area to make this a win-win situation.

4 months ago

Walking trails with beautiful outdoor sculptures and greenery. Possibly beautify an expansion of Main Street. Programs for apartment buildings to help them with funds to upgrade the buildings. If you explore urban agriculture or green infrastructure, please leverage schools to learn and engage, and support/create a supply chain or eco system that includes businesses of color.

4 months ago

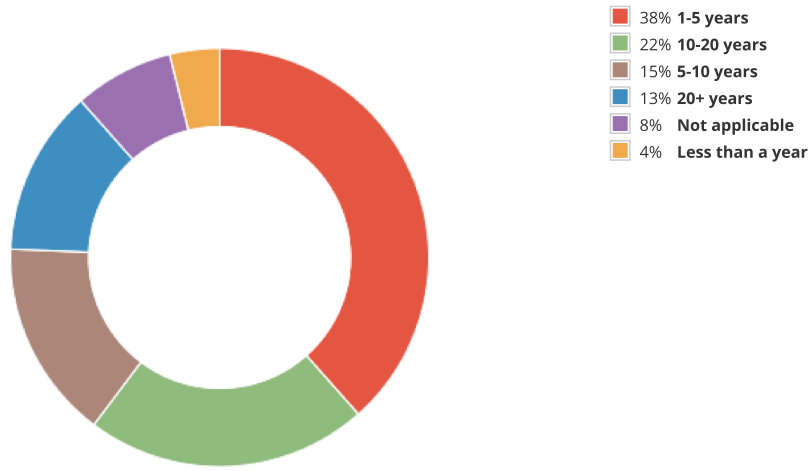
**SURVEY RESPONSES**

Which of the following apply to you?

<b>88%</b>	I am a College Park resident.	44 ✓
<b>20%</b>	I work in College Park.	10 ✓
<b>18%</b>	I own a business in College Park.	9 ✓
<b>4%</b>	Other	2 ✓

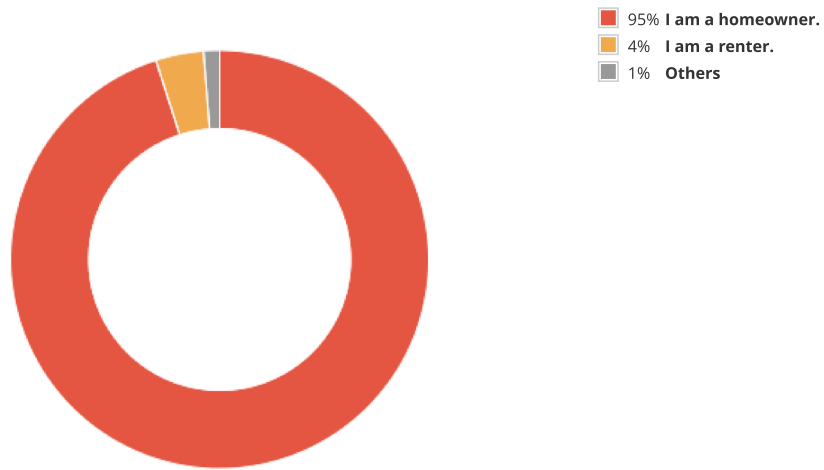
50 Respondents

### How long have you lived in College Park?



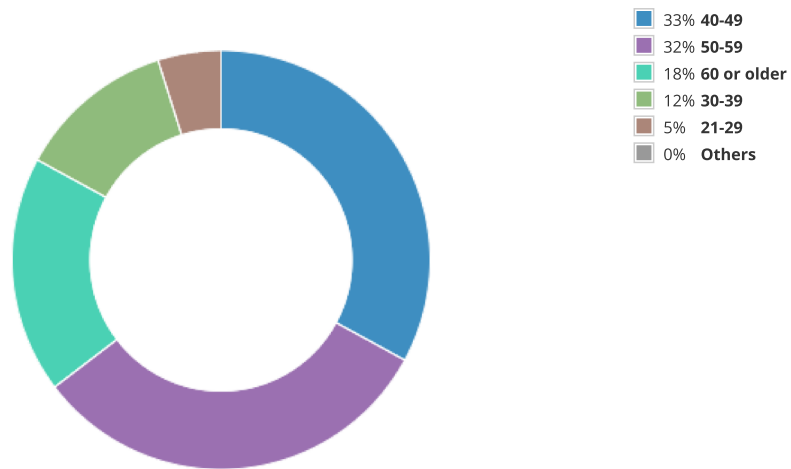
78 respondents

### What best describes your housing status?



81 respondents

### What is your age?

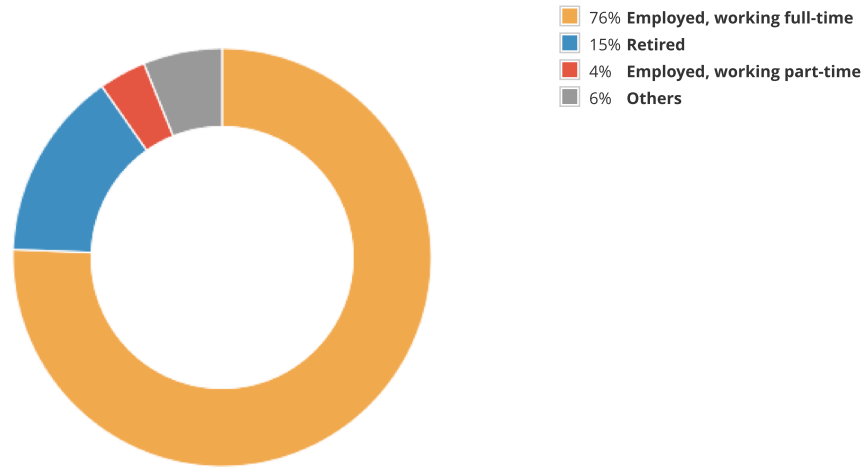


82 respondents

# SURVEY RESPONSES

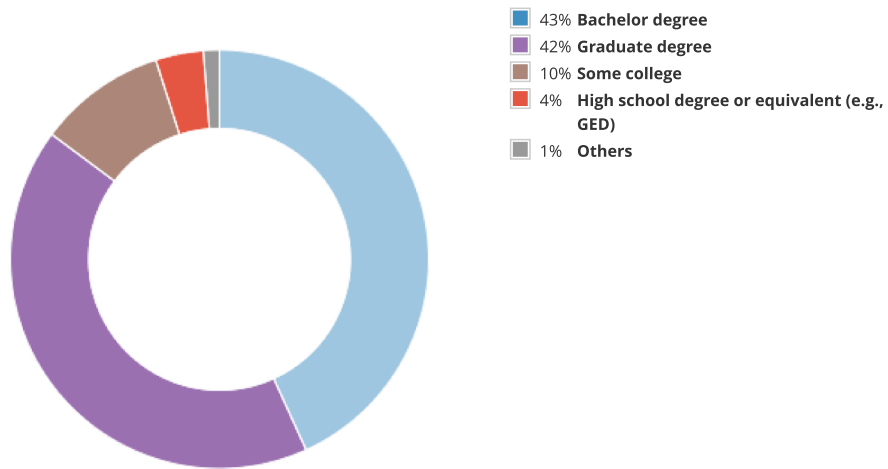


Which of the following categories best describes your employment status?



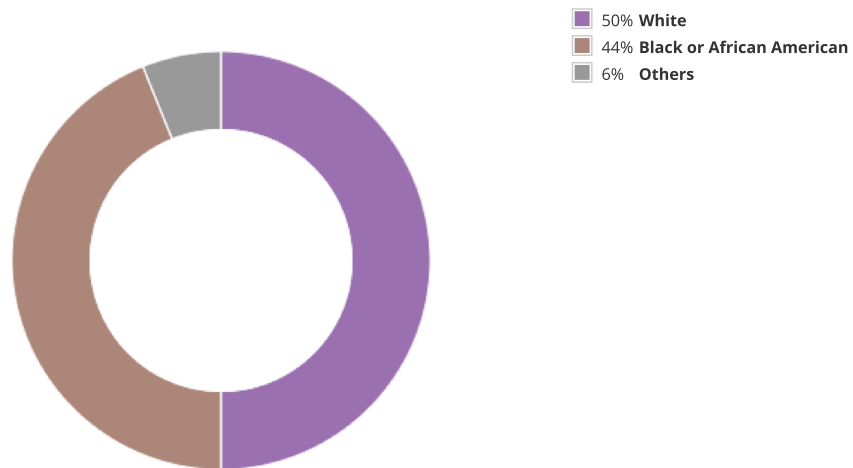
82 respondents

What is the highest level of school you have completed or the highest degree you have received?



81 respondents

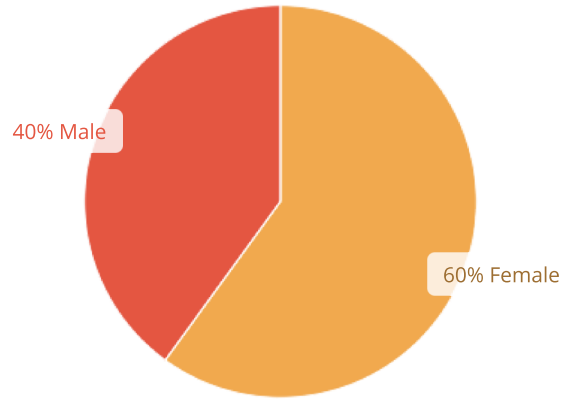
What race do you identify as?



82 respondents

**SURVEY RESPONSES**

What is your gender identity?



80 respondents

Comments: Steering Committee Meeting #1[Copy 1/13/2021]

Comments: Public Engagement Opportunity #1[Copy 1/13/2021]

Comments: College Park Comprehensive Plan Public Meeting

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# SURVEY RESPONSES

# TRANSPORTATION SUMMARY MAPS

The maps on the following pages illustrate transportation projects sourced from the SFCTP 5-year project list, ARC’s Transportation Improvement Program (TIP), and trail projects from the AeroATL Greenway Plan. A full list of 5-year SFCTP projects for College Park appears after the summary maps.

The following maps have project ID labels that correspond with those listed in the table below.

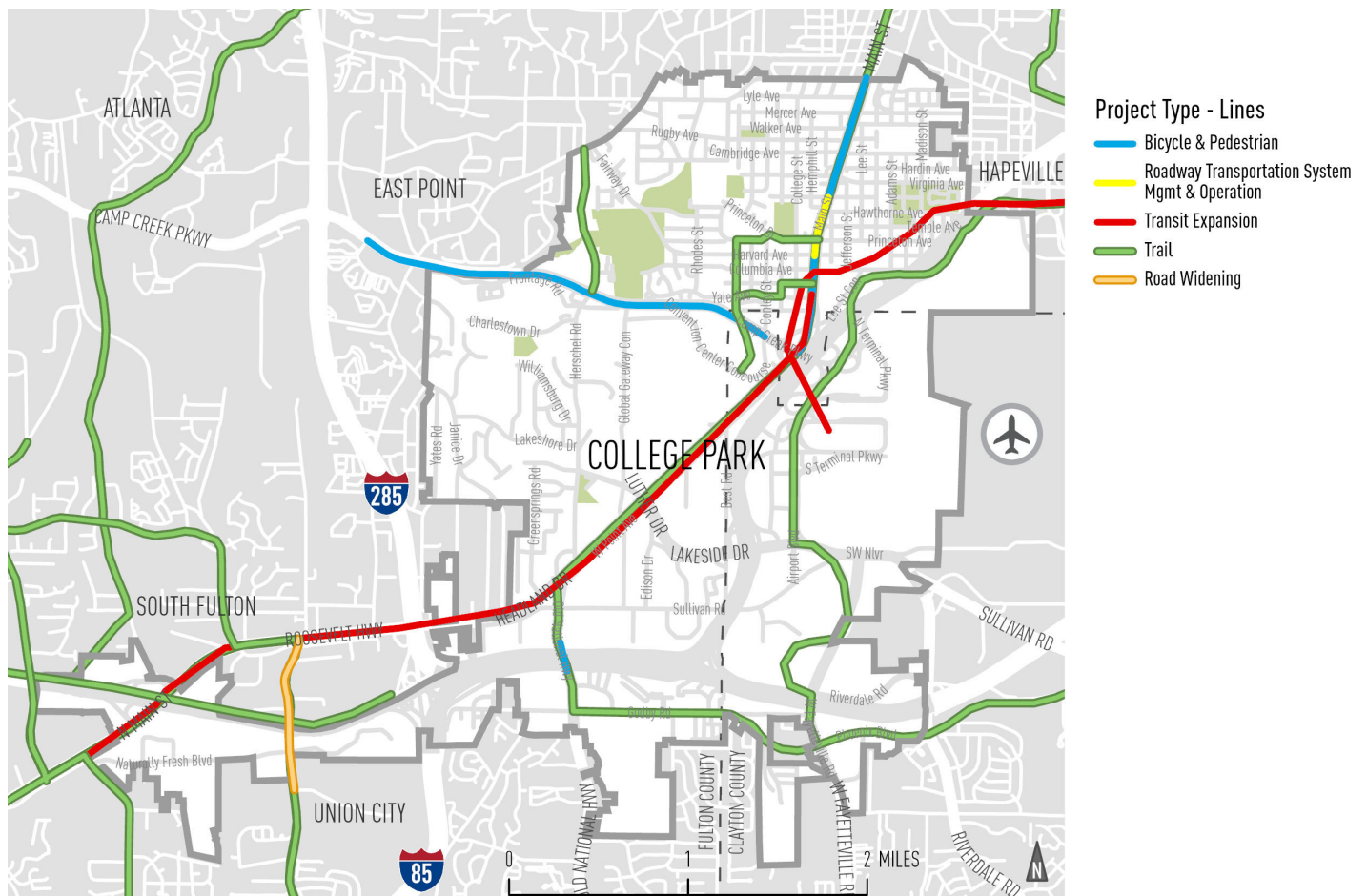
ID	Project Type	Improvements	Plan Source	Location	Timeframe
106	Bicycle & Pedestrian	Sidewalks & crosswalks (in conjunction with planned/programmed new bus shelter)	South Fulton CTP	SR 279/Old National Hwy	5-year (2023-2027)
107	Bicycle & Pedestrian	Sidewalks & crosswalks (in conjunction with planned/programmed new bus shelter)	South Fulton CTP	Sullivan Rd	5-year (2023-2027)
108	Bicycle & Pedestrian	Sidewalks & crosswalks (in conjunction with planned/programmed new bus shelter)	South Fulton CTP	Sullivan Rd	5-year (2023-2027)
163	Transit Amenity Upgrades	Bicycle & pedestrian access improvement	South Fulton CTP	College Park MARTA station	5-year (2023-2027)
164	Other	Wayfinding/Directional Signage Plan	South Fulton CTP	College Park MARTA station	5-year (2023-2027)
922	Bridge rehabilitation	Bridge rehabilitation	South Fulton CTP	US 29/Main St	5-year (2023-2027)
1505	Transit Amenity Upgrades	Bus Shelter	South Fulton CTP		5-year (2023-2027)
2001	Connected Vehicle Deployment	Connected Vehicle Deployment	South Fulton CTP		5-year (2023-2027)
151	Connected Vehicle Deployment	Connected Vehicle Deployment	South Fulton CTP		5-year (2023-2027)
45	Trail	Multi-use trail	South Fulton CTP	Airport City	5-year (2023-2027)
46	Trail	Multi-use trail	South Fulton CTP	Hershel Rd	5-year (2023-2027)
95	Transit Expansion	High capacity/rapid transit	South Fulton CTP	US 29/Roosevelt Hwy	5-year (2023-2027)
101	Transit Expansion	New shuttle service	South Fulton CTP	Corporate Crescent Circulator	5-year (2023-2027)
15	Trail	Multi-use trail	South Fulton CTP	SR 14/South Fulton Pkwy	5-year (2023-2027)
194	Bicycle & Pedestrian	Pedestrian improvements	South Fulton CTP	SR 279/Old National Hwy	5-year (2023-2027)
170	Bicycle & Pedestrian	Bicycle lanes	South Fulton CTP	US 29/Main St	5-year (2023-2027)
1116	Bicycle & Pedestrian	Sidewalks	South Fulton CTP	SR 6/Camp Creek Pkwy	5-year (2023-2027)
1584	Roadway Transportation System Management & Operation	Electric vehicle charging	South Fulton CTP	N/A	5-year (2023-2027)
1569	Trail	Multi-use trail	South Fulton CTP		5-year (2023-2027)

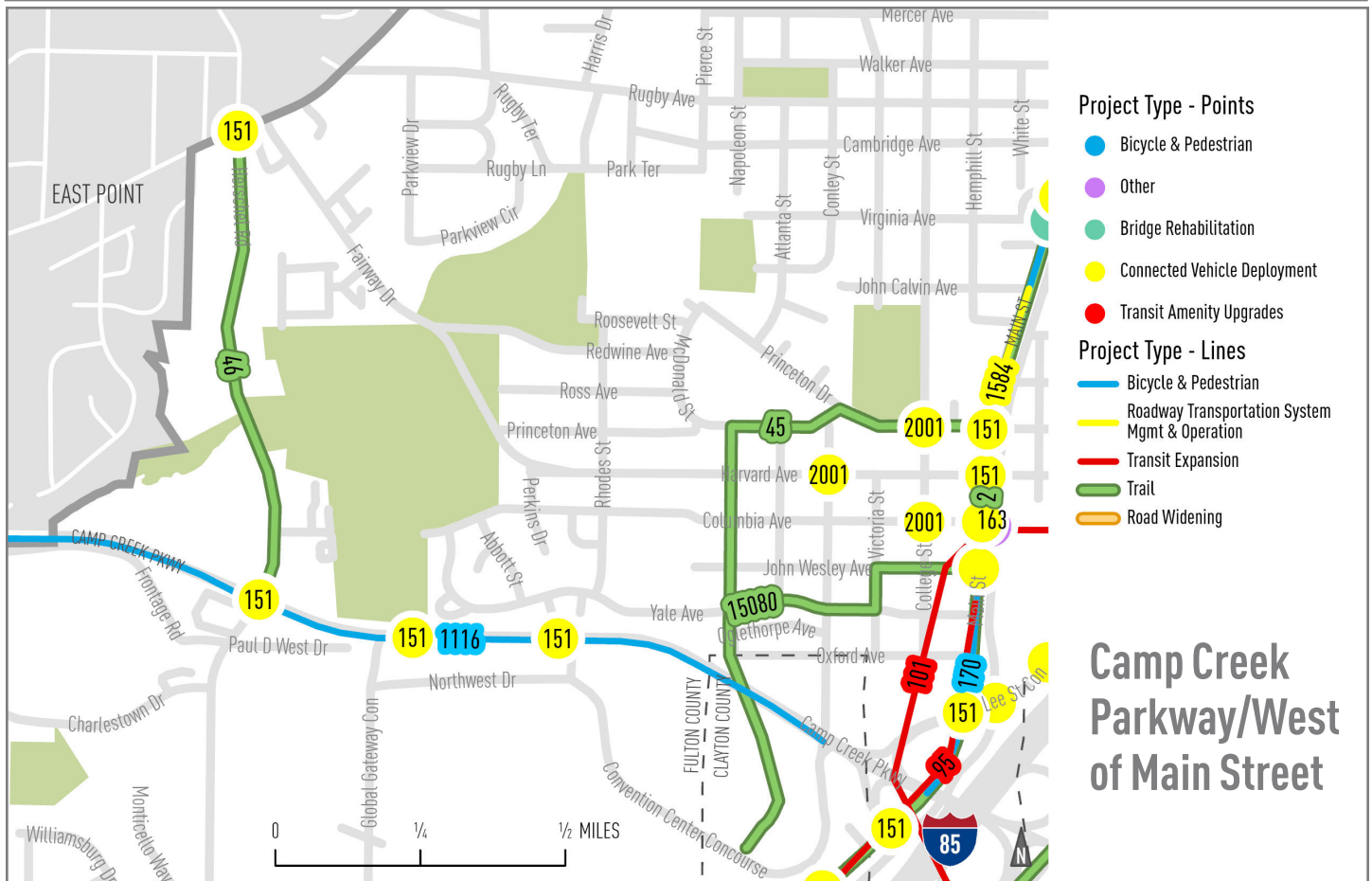
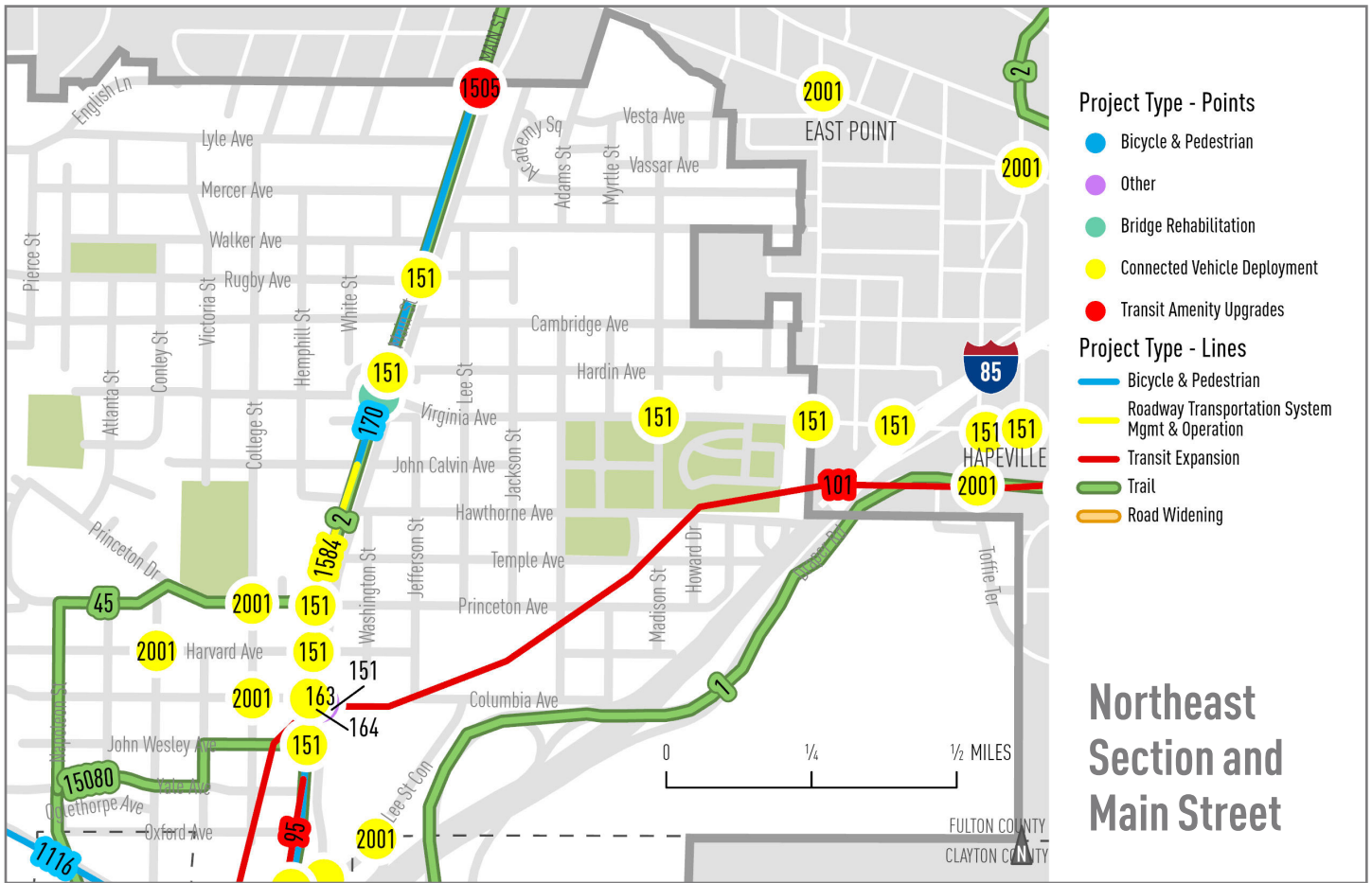
# TRANSPORTATION SUMMARY MAPS

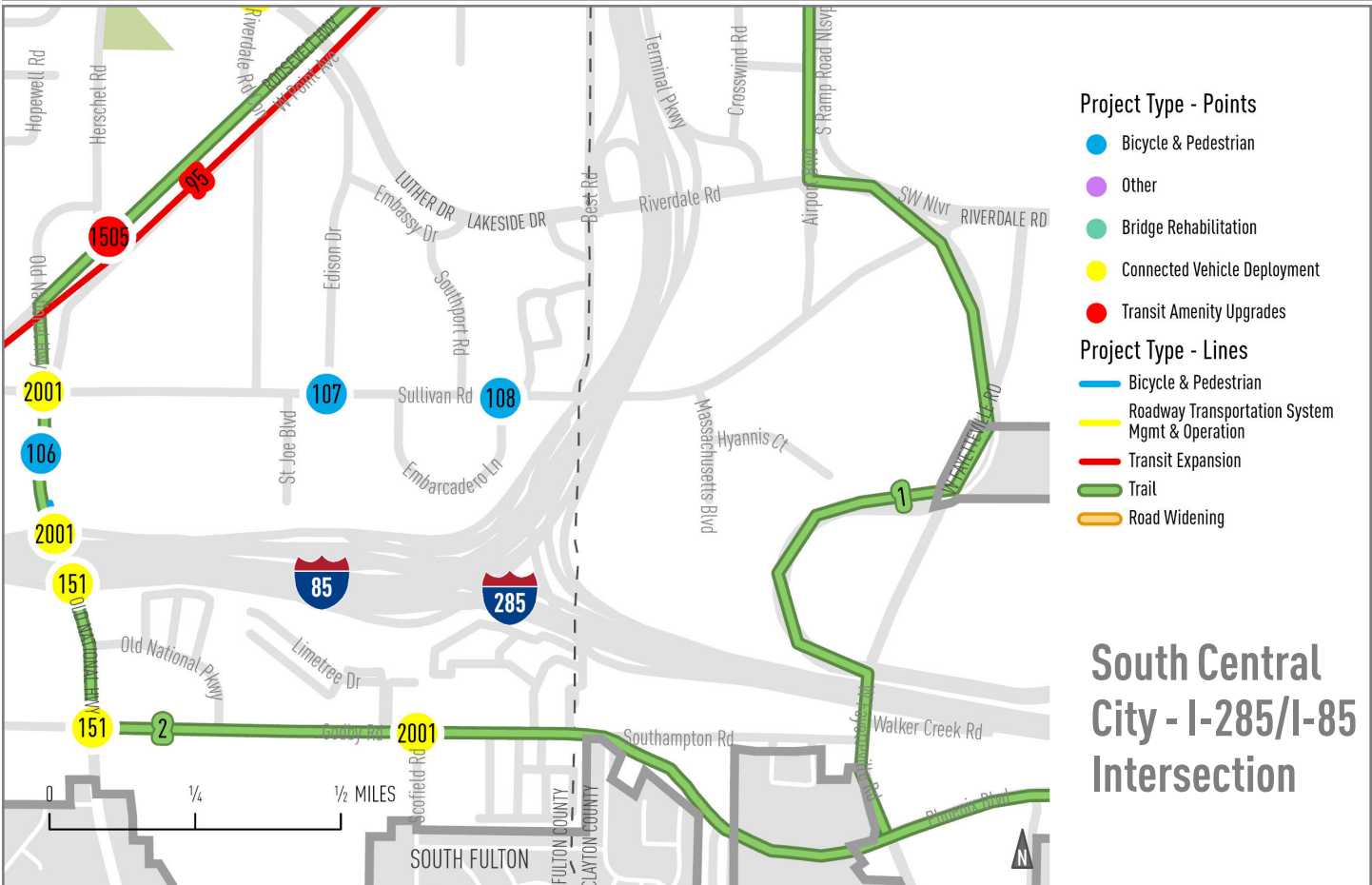
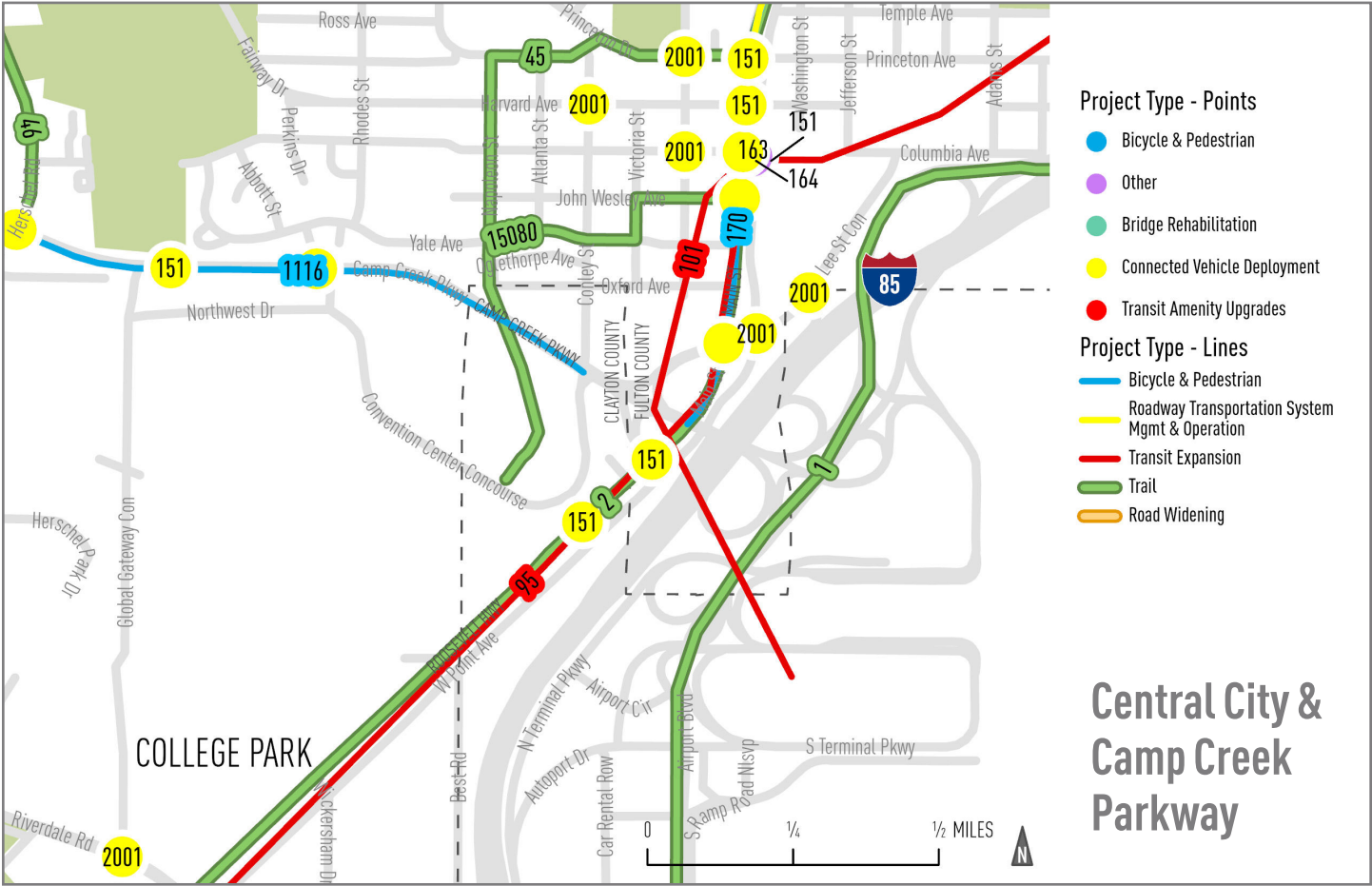
Table 1.

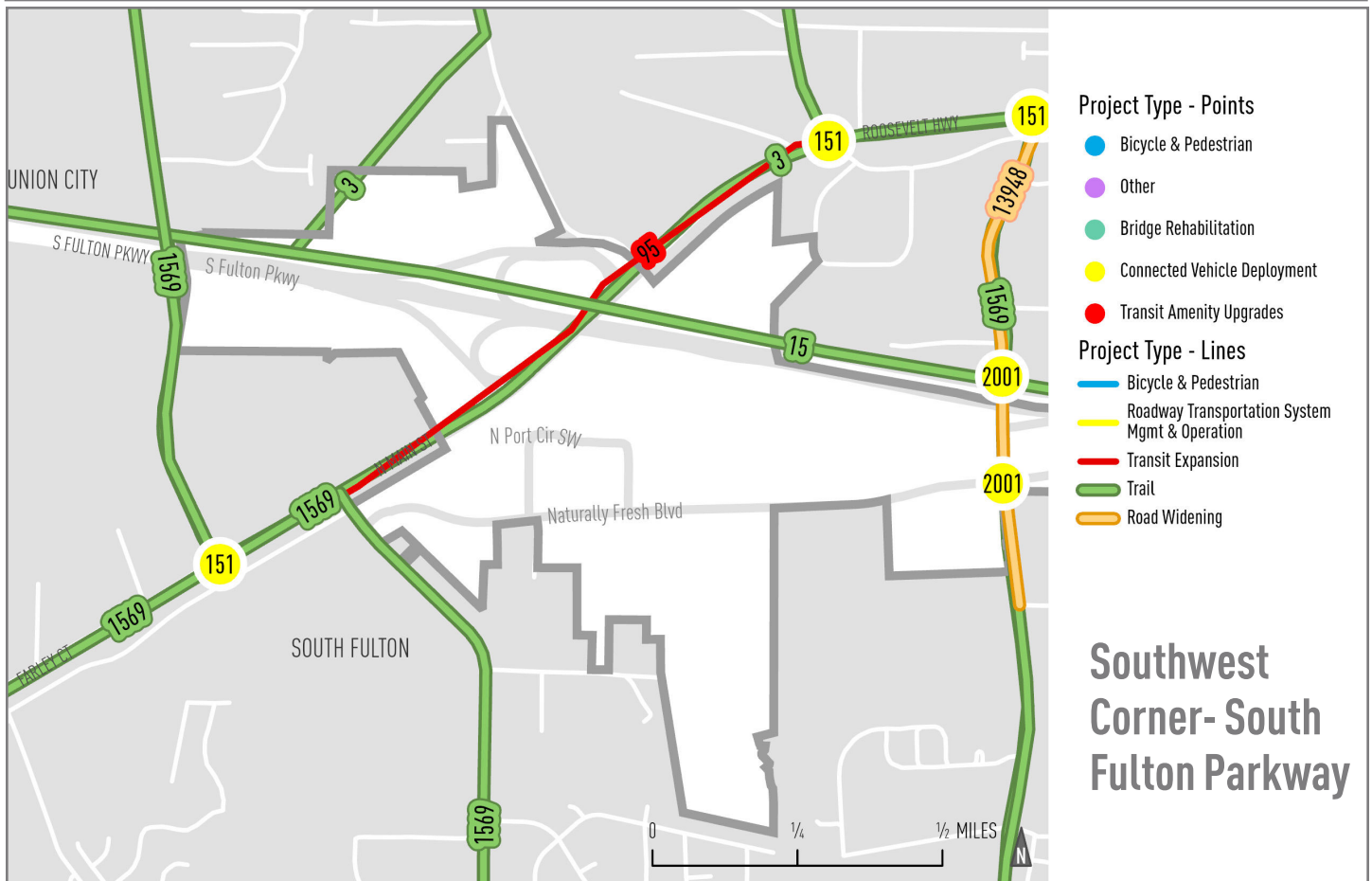
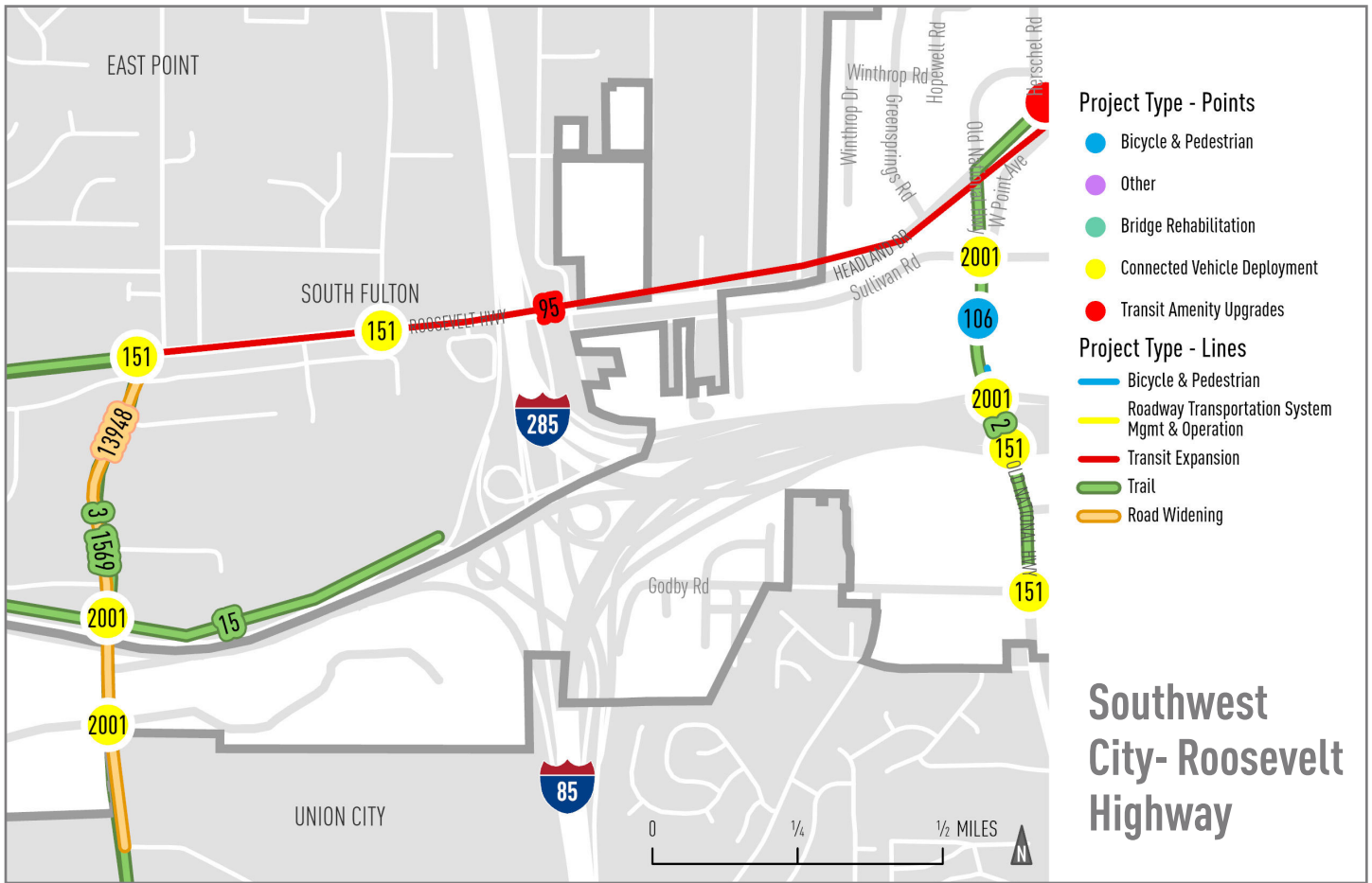
ID	Project Type	Improvements	Plan Source	Location	Timeframe
15080	Trail	Trail Connection. 10-foot wide bike/ped trail	TIP	Convention Center Concourse ending at John Wesley Ave/West Main St.	2021
13948	Road Widening	Two lanes to four.	TIP	Buffington Road from Rock Quarry Road to SR 14/US 29	2021
1	Trail	Airport Loop	AeroATL Greenway Plan		Longterm
2	Trail	Loop Connecting Downtowns	AeroATL Greenway Plan		Longterm
3	Trail	Outer Ring	AeroATL Greenway Plan		Longterm

Source:









# SFCTP 5-YEAR PROJECTS

Project ID	Project type	Project Subtype	Road name	From	To	Cross street	Description	Jurisdiction
53	Bicycle & Pedestrian	Sidewalks & crosswalks	N/A				Develop Signage, Landmarks, and Crosswalks for Walking Tour of Downtown/ Historic College Park	College Park
106	Bicycle & Pedestrian	Sidewalks & crosswalks (in conjunction with planned/programmed new bus shelter)	SR 279/Old National Hwy			Sullivan Rd	Midblock pedestrian crossing (in conjunction with planned/programmed new bus shelter)	College Park
107	Bicycle & Pedestrian	Sidewalks & crosswalks (in conjunction with planned/programmed new bus shelter)	Sullivan Rd			Edison Dr	Install crosswalks and sidewalks (in conjunction with planned/programmed new bus shelter)	College Park
108	Bicycle & Pedestrian	Sidewalks & crosswalks (in conjunction with planned/programmed new bus shelter)	Centre Pkwy			Embarcadero	Install crosswalks and sidewalks (in conjunction with planned/programmed new bus shelter)	College Park
170	Bicycle & Pedestrian	Bicycle lanes	US 29/ Main St	East Point City	SR 6/Camp Creek Pkwy		Install protected bike lanes.	College Park
194	Bicycle & Pedestrian	Pedestrian improvements	SR 279/Old National Hwy			I-285	Midblock pedestrian crossing	College Park
227	Bicycle & Pedestrian	Bicycle signal detection	US 29/ Main St	John Wesley Ave.	Harvard Ave.		Bike signal detection near College Park MARTA station	College Park
54	Other	Study	N/A				Conduct Greenway Trails Plan, to include Connection to Atlanta Beltline through bike and pedestrian trails.	College Park
196	Other	Study	SR 279/Old National Hwy			Godby Rd	SR 279/Old National Hwy at Godby Rd.: Safety Study and Improvements	College Park
164	Other	Wayfinding/Directional Signage Plan	College Park MARTA station			E Main St	Wayfinding Signage Plan	College Park
922	Roadway Asset Management & Resiliency	Bridge rehabilitation	US 29/ Main St			Virginia Ave	Bridge rehabilitation	College Park
1509	Roadway Asset Management & Resiliency	Resurfacing					Resurface roadways based on GDOT's Pavement Management System prioritization system	College Park
151	Roadway Transportation System Management & Operation	Connected Vehicle Deployment					Connected Vehicles Deployment Phase 1: Outfit traffic signals with connected vehicle infrastructure. Activate emergency vehicle preemption and transit signal priority applications. Will provide capabilities for EVP, TSP, and FSP. Phase 1 provides connected vehicle signal communication upgrades, including all signals on SFCTP smart corridors, excluding those already upgraded or programmed for upgrade through CV1K initiative. 108 signalized intersections in total.	College Park, East Point, Fairburn, Marietta, County, Hapeville, Palmetto, Union City



# SFCTP 5-YEAR PROJECTS

Location	PE Cost	ROW Cost	Construction Cost	Fiber cost (widening roads only)	Contingency Cost	Total Cost Estimate	Total local match	State/federal Match	Final Score	Final Ranking
College Park	\$2,966	N/A	\$26,697	N/A	N/A	\$29,663	\$29,663	\$0	N/A	N/A
College Park	\$7,000	\$0	\$69,000	N/A	\$8,444	\$84,444	\$36,733	\$47,711	87.5	93
College Park	\$12,000	\$58,000	\$116,000	N/A	\$20,667	\$206,667	\$206,667	\$0	84.1	111
College Park	\$1,000	\$0	\$11,000	N/A	\$1,333	\$13,333	\$13,333	\$0	84.1	111
College Park	\$169,000	\$844,000	\$1,688,000	N/A	\$300,111	\$3,001,111	\$1,305,483	\$1,695,628	99.1	39
College Park	\$6,000	\$86,000	\$58,000	N/A	\$6,000	\$192,104	\$83,565	\$108,539	89.2	78
College Park	\$8,000	N/A	\$120,000	N/A	\$14,222	\$142,224	\$142,224	\$0	108.3	11
College Park	N/A	N/A	N/A	N/A	N/A	\$250,000	\$250,000	\$0	N/A	N/A
College Park	\$100,000	\$300,000	\$500,000	N/A	\$100,000	\$1,231,436	\$535,675	\$695,761	N/A	N/A
College Park	N/A	N/A	N/A	N/A	N/A	\$50,000	\$50,000	\$0	42.5	337
College Park	\$31,500	N/A	\$315,900	N/A	\$38,600	\$386,000	\$167,910	\$218,090	76.2	149
College Park	N/A	N/A	N/A	N/A	N/A	\$49,710,375	\$49,710,375	\$0	N/A	N/A
College Park, McIntosh, Fulton County, DeKalb County, and South Union	\$118,800	N/A	\$1,069,200	N/A	\$108,000	\$1,188,000	\$516,780	\$671,220	120.1	1

# MARTA ENHANCEMENT STUDY RECOMMENDATIONS

Project S					
Phase	Type	Project Name	From	To	Desc
100-Day	Program	Wayfinding Improvement Program	-	-	Implementation of new pedestrian Downtown to provide enhance MARTA station and Downtown. improve internal and external st
100-Day	Program	Art and Vendor Program	-	-	Commissioning public art and v pedestrian traffic. Locations can John Wesley Avenue railroad cr City Hall. Partnering with MARTA adjacent to East Main Street for
100-Day	Program	Downtown/Station Parking Study	-	-	Conduct a parking study for Dow partnering with MARTA to inclu
100-Day	Program	Active Transportation Improvement Program	-	-	Provide dedicated bicycle parkin accordance to the City of Colleg Development Guidelines and ins along Main Street. Conduct an " Street in coordination with MAP
100-Day	Project	Princeton Avenue at Main Street Sidewalk Extension	Train Depot	Princeton Avenue	Complete the sidewalk gap from Princeton Avenue.
100-Day	Project	Main Street Corridor Enhancements	John Wesley Avenue	Princeton Avenue	Move planters along Main Street instead of within the sidewalk w experience by implementing pu sidewalks, or crosswalks.
100-Day	Project	East Main Street/Main Street at Harvard Avenue Intersection Improvements	-	-	Stripe crosswalks along the east Avenue and the northern leg of Avenue. Stripe "RR Crossing" m Install flexible post bollards to d vehicle space.
100-Day	Project	Main Street at John Welsey Avenue Intersection Improvements	-	-	Relocate the stop bars and cross to align with the reconstructed Consider restricting right turn o
100-Day	Project	Harvard Avenue at Washington Street Intersection Improvements	-	-	Restripe all stop bars.
100-Day	Project	East Main Street College Park MARTA Kiss-and-Ride Improvements	-	-	Restripe the faded markings tha parking zones for the Kiss-and-R regarding no parking zones.
100-Day	Project	East Main Street at John Wesley Avenue Intersection Improvements	-	-	Restripe the crosswalk and insta compliant with MUTCD standar pedestrian hybrid beacon curre
5-Year	Project	College Street Multi-Use Path	John Calvin Avenue	John Wesley Avenue	Multi-use path on west side of s side of street south of Princeton intersection of College Street at transition.
5-Year	Project	Harvard Avenue/E. Main Street Intersection Improvements	-	-	Reconstructed intersection for f Avenue. Includes upgrading rail and railroad mast arms. Further determine specific improvemen
5-Year	Project	Harvard Avenue/Main Street Intersection Improvements	-	-	Reconstructed intersection for f Includes upgrading railroad cross railroad mast arms. Further stud specific improvements
5-Year	Project	John Wesley Avenue to GICC Multi-Use Path (Airport City Connector) Phase 1/John Wesley Ave @ Main Street Intersection Improvements	Main Street	College Street	Multi-use path on John Wesley improvements and ADA compli Wesley Ave to MARTA Station. constructed with partners.

# MARTA ENHANCEMENT STUDY RECOMMENDATIONS

Summary						
Description	Total Cost	PE Cost	R/W Cost	Cons Cost	O&M Cost	Related Fulton County TSPLOST Project Number
ian wayfinding throughout connection to and from the Partnership with MARTA to station signage.	-	-	-	-	-	
endors in locations with high include but are not limited to the crossing, the Historic Depot, and A to utilize the pedestrian plaza similar programs.	-	-	-	-	-	
owntown College Park and consider de the station.	\$75,000 to \$125,000	-	-	-	-	
ng for all municipal buildings in e Park Transit-Oriented stall additional bicycle parking "open streets" event on East Main RTA and GDOT.	-	-	-	-	-	
n north of the Train Depot to	-	-	-	-	-	
ot to be located at blub-outs width. Elevate the pedestrian blic art through retail storefronts,	-	-	-	-	-	
ern leg of Main Street at Harvard East Main Street at harvard arking at pedestrian crossings. elenate pedestrain space from	-	-	-	-	-	CP-8, \$176,000, Operations and Safety
swalks for the south and west legs southwest corner ADA ramps. n red.	-	-	-	-	-	
	-	-	-	-	-	
it indicate the parking and no ide. Increase enforcement	-	-	-	-	-	
al pedestrian crossing signage ds. Fix, replace, or remove the ntly in place.	-	-	-	-	-	
street north of Princeton and east n. Includes scramble at Princeton Avenue to facilitate	\$ 2,750,000.00	\$ 380,000.00	\$ 90,000.00	\$ 2,280,000.00	\$ 80,000	CP-26, \$176,000, Operations and Safety for interscetion at Harvard; CP-19, \$908,000, Ped/Bike/Landscape/Streetscape
East Main Street at Harvard road crossing to ADA compliance study should be done to ts	\$ 70,000.00	\$ 10,000.00	\$ -	\$ 60,000.00	\$ -	
Main Street at Harvard Avenue. ssing to ADA compliance and dy should be done to determine	\$ 950,000.00	\$ 140,000.00	\$ -	\$ 810,000.00	\$ -	
Ave to College Street; Intersection ant Railroad crossing from John This project is planned to be	\$ 1,330,000.00	\$ 170,000.00	\$ 200,000.00	\$ 970,000.00	\$ 30,000	



Atlanta Regional Commission